



enjoy the show

TARGET MARKETS VISITORS' ACTIVITIES & MOTIVATORS

Calendar Year 2015	Participate	Motivate	2015 Net
Shopping	51%	36%	19%
Visiting a city or city attractions	33%	40%	13%
Family attractions, such as zoos, water parks, etc.	26%	49%	13%
Visiting a theme park	19%	57%	11%
Dining at unique, local restaurants	39%	25%	10%
Attending entertainment or live shows	20%	47%	9%
Fishing, boating or other water activities	13%	64%	8%
Museums/cultural events	20%	42%	8%
Attending a professional sporting event	10%	71%	7%
Touring historic sites	18%	38%	7%
Visiting state parks	17%	33%	5%
Visiting quaint attractions and small towns	17%	32%	5%
Driving tours or scenic drives	16%	31%	5%
Attending a reunion	7%	61%	5%
Gambling/casinos	11%	34%	4%
Attending a festival or fair	8%	42%	3%
Visiting caves	10%	22%	2%
Visiting wineries	9%	26%	2%
Visiting breweries	8%	27%	2%
Canoeing, rafting or kayaking	5%	33%	2%
Participating in sports such as golf or tennis	3%	35%	1%
Biking and hiking trails	7%	16%	1%
Hunting	2%	35%	1%
Attending amateur or school-sponsored sporting event	2%	46%	1%
Farm/ranch activities such as orchards, pumpkin patches, mazes, etc.	5%	13%	1%
Route 66 activities	4%	18%	1%