



enjoy the show

TARGET MARKETS VISITORS' ACTIVITIES & MOTIVATORS

Calendar Year 2016	Participate	Motivate	2016 Net
Shopping	48%	33%	16%
Visiting a city or city attractions	34%	39%	13%
Family attractions, such as zoos, water parks, etc.	25%	51%	13%
Visiting a theme park	17%	60%	10%
Dining at unique, local restaurants	41%	25%	10%
Attending entertainment or live shows	17%	63%	11%
Fishing, boating or other water activities	9%	46%	4%
Museums/cultural events	17%	30%	5%
Attending a professional sporting event	8%	73%	6%
Touring historic sites	15%	33%	5%
Visiting state parks	13%	42%	6%
Visiting quaint attractions and small towns	15%	27%	4%
Driving tours or scenic drives	16%	29%	5%
Attending a reunion	7%	77%	5%
Gambling/casinos	8%	33%	3%
Attending a festival or fair	6%	43%	3%
Visiting caves	7%	35%	2%
Visiting wineries	6%	23%	1%
Visiting breweries	9%	28%	2%
Canoeing, rafting or kayaking	4%	58%	2%
Participating in sports such as golf or tennis	4%	37%	1%
Biking and hiking trails	7%	35%	2%
Hunting	1%	29%	0%
Attending amateur or school-sponsored sporting event	3%	61%	2%
Farm/ranch activities such as orchards, pumpkin patches, mazes, etc.	4%	26%	1%
Route 66 activities	4%	34%	1%
Visiting planetariums and observatories	4%	18%	1%
Motorcycling	2%	27%	1%
Visiting a place that was the site of a film or TV show	2%	20%	0%