



Visitation Activities from Target Markets: Participation and Motivation

Activity	Participate	Motivate	2017 Net	2016 Net
Shopping	48%	36%	18%	16%
Visiting a city or city attractions	33%	40%	13%	13%
Attending entertainment or live shows	21%	60%	12%	11%
Family attractions, such as zoos, water parks	23%	45%	10%	13%
Dining at unique, local restaurants	36%	28%	10%	10%
Visiting a theme park	15%	53%	8%	10%
Attending a professional sporting event	8%	75%	6%	6%
Museums/cultural events	15%	39%	6%	5%
Gambling/casinos	13%	42%	5%	3%
Driving tours or scenic drives	16%	33%	5%	5%
Touring historic sites	13%	31%	4%	5%
Fishing, boating or other water activities	8%	49%	4%	4%
Attending a reunion	5%	73%	4%	5%
Visiting quaint attractions and small towns	13%	25%	3%	4%
Viewing the eclipse	5%	69%	3%	NA
Visiting state parks	10%	25%	3%	6%
Route 66 activities	5%	47%	2%	1%
Attending a festival or fair	7%	30%	2%	3%
Visiting caves	7%	26%	2%	2%
Attending amateur/school-sponsored sporting event	2%	75%	2%	2%
Visiting breweries	8%	20%	1%	2%
Biking and hiking trails	5%	29%	1%	2%
Visiting planetariums and observatories	4%	35%	1%	1%
Participating in sports such as golf or tennis	2%	45%	1%	1%
Visiting a place that was the site of a film or TV show	3%	37%	1%	0%
Canoeing, rafting or kayaking	2%	46%	1%	2%
Visiting wineries	6%	12%	1%	1%
Motorcycling	1%	46%	1%	1%
Farm/ranch activities such as orchards, pumpkin patches, mazes, etc.	2%	11%	0%	1%
Hunting	1%	26%	0%	0%