Visitation Activities from Target Markets: Participation and Motivation

2023 Activities	Participate	Motivate	Net
Family event or activity	29%	67%	19%
Shopping	44%	36%	16%
Attending entertainment or live shows	20%	64%	13%
Visiting a city or city attractions	30%	34%	10%
Visiting a theme park	16%	63%	10%
Family attractions, such as zoos, water parks, etc.	21%	42%	9%
Dining at unique, local restaurants	38%	22%	8%
Fishing, boating or other water activities	12%	59%	7%
Visiting state parks	14%	48%	7%
Driving tours or scenic drives	18%	35%	6%
Visiting quaint attractions and small towns	17%	29%	5%
Gambling/casinos	11%	42%	5%
Museums/cultural events	13%	36%	5%
Attending a professional sporting event	6%	66%	4%
Touring historic sites	15%	22%	3%
Visiting caves	9%	33%	3%
Attending a reunion	5%	58%	3%
Biking, mountain biking, and hiking trails	8%	29%	2%
Visiting wineries	6%	36%	2%
Route 66 activities	5%	36%	2%
Attending a festival or fair	6%	32%	2%
Canoeing, rafting, or kayaking	5%	39%	2%
Participating in sports such as golf	3%	40%	1%
Attending amateur or school-sponsored sporting event	3%	51%	1%
Farm/ranch activities such as orchards, pumpkin patches, mazes, etc.	4%	26%	1%
Visiting a place that was the site of a film or TV show	3%	27%	1%
Visiting breweries	6%	14%	1%
Motorcycling	1%	61%	1%
Hunting	2%	43%	1%
Visiting planetariums and observatories	3%	15%	1%
Attending a film festival	2%	24%	0.5%
Other agritourism experiences	1%	14%	0.1%