



2025 Visitor Activities from Target Markets: Participation and Motivation

2025 Activity	Participation Rate	Motivated Travel	Total Trips Motivated
Family event or activity	27%	67%	18%
Family attractions, such as zoos, water parks, etc.	23%	48%	11%
Shopping	34%	33%	11%
Visiting a theme park	16%	64%	10%
Dining at unique, local restaurants	33%	30%	10%
Attending entertainment or live shows	18%	56%	10%
Visiting a city or city attractions	27%	32%	9%
Touring historic sites	15%	52%	8%
Visiting quaint attractions and small towns	17%	43%	7%
Museums/cultural events	16%	42%	7%
Visiting state parks	19%	36%	7%
Driving tours or scenic drives	17%	36%	6%
Biking, mountain biking, and hiking trails	12%	49%	6%
Fishing, boating or other water activities	14%	36%	5%
Attending a professional sporting event	6%	78%	5%
Canoeing, rafting or kayaking	8%	42%	4%
Visiting caves	9%	31%	3%
Attending a festival or fair	8%	36%	3%
Gambling/casinos	7%	34%	3%
Attending a reunion	4%	57%	3%
Route 66 activities	8%	32%	2%
Visiting breweries	10%	19%	2%
Participating in sports such as pickleball	3%	68%	2%
Golf	3%	56%	2%
Visiting planetariums and observatories	7%	19%	1%
Visiting wineries	6%	22%	1%
Attending amateur or school-sponsored sporting event	5%	20%	1%
Farm/ranch activities (orchards, pumpkin patches, mazes, etc.)	2%	40%	1%
Motorcycling	2%	35%	1%
Hunting	2%	20%	0.4%
Visiting a place that was the site of a film or TV show	5%	5%	0.3%
Other agritourism experiences	1%	2%	0.0%
Attending a film festival	2%	0%	0.0%