

GREATER FORT LAUDERDALE
IN-MARKET ACTIVITY PARTICIPATION FOR VISITORS

Activities at Greater Fort Lauderdale

Beach/Waterfront	53%
Visit Friends/Relatives	40%
Culinary/Dining Experience	38%
Shopping	33%
Nightlife (bar, nightclub, etc.)	20%
Touring/Sightseeing	13%
Personal Special Event (Anniversary, Birthday)	11%
Gambling (slots, cards, horses, etc.)	8%
Parks (national/state, etc.)	8%
Holiday Celebration (Thanksgiving, July 4th, etc.)	7%
Movies	7%
Wildlife Viewing (birds, whales, etc.)	7%
Festivals/Fairs (state, craft, etc.)	6%
Historic Sites	6%
Water Sports	5%
Boating/Sailing	4%
Concerts/Theatre/Dance, etc	4%
Biking	3%
Funeral/Memorial	3%
Golfing	3%
Museums, Art Exhibits, etc.	3%
Reunion/Graduation	3%
Spa	3%
Amateur Sports (attend/participate)	2%
Hiking	2%
Medical/Health/Doctor Visit	2%
Show: Boat, Car, Home	2%
Theme/Amusement/Water Parks	2%
Wedding	2%
Eco/Sustainable Travel	1%
Fishing	1%
Professional Sports Event	1%
Real Estate (buy/sell)	1%
Religious/Faith Based Conference	1%
Tennis	1%
Zoo/Aquarium	1%
Business/Work	0%
Camping	0%
Extreme/Adventure Sports	0%
Service/Volunteerism/Charity	0%
Winery/Distillery/Brewery Tours	0%
Other Activity	3%

Note: Based on Non-Resident Overnight Visitors