

GREATER FORT LAUDERDALE
**MAIN MOTIVATORS FOR CHOOSING GREATER FORT LAUDERDALE &
 IN-MARKET ACTIVITY PARTICIPATION FOR VISITORS**

<u>MAIN MOTIVATORS</u>	
Friends/Relatives in the the Area	24%
Beautiful Beaches	12%
Relaxing Environment	8%
Cruise started at the port	8%
Convenience of Airport	7%
Quality Shopping	6%
Fine Dining	5%
Special Packaged Vacation	5%
Traditional Vacation Spot	4%
Good Value-for-the-Money	4%
Exciting Nightlife	4%
Interesting Arts & Entertainment	4%
Multiple Activities	3%
Safe Environment	2%
City's Good Reputation	2%
Own Condo/Timeshare	1%
Excellent Fishing/Boating	0%

<u>ACTIVITIES</u>	
Beach/Waterfront	23%
Shopping	20%
Touring/Sightseeing	18%
Fine Dining	16%
Boating/Sailing	3%
Watch Sports Events	3%
Playing Golf	3%
Museum, Play, Concert Performance	2%
Visit Historic Site	2%
Theme/Amusement Park	2%
Festival/Craft Fair	2%
Gambling	1%
Hiking/Biking	1%
Diving/Snorkeling	1%
Fishing	0%