

CANADIAN TRAVEL MARKET

Out-of-Region Travel by Residents of the Atlantic Region

A Profile Report

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Prepared by Lang Research Inc. on behalf of:

Ontario Ministry of Tourism, Ontario Tourism Marketing Partnership Corporation, Quebec Ministry of Tourism, Travel Manitoba, Canadian Tourism Commission, Tourism Saskatchewan, Atlantic Canada Tourism Partnership, Alberta Tourism, Parks, Recreation and Culture, Department of Canadian Heritage, Tourism British Columbia, Parks Canada Agency, Government of Yukon, Government of Northwest Territories



Out-of-Region Travel by Residents of the Atlantic Region

Market Incidence

Over the last two years, 56.2% (1,023,397) of adult residents of the Atlantic Region took an overnight trip outside of the Atlantic Region (for any purpose). 88.8% (908,861) of those who took a trip outside of the Atlantic Region report that they took at least one pleasure trip to another province in Canada during the past two years. Overall, 71.7% of those who took a pleasure trip (i.e., Pleasure Travelers) report taking at least one pleasure trip outside of the Atlantic Region. Residents of the Atlantic Region were the least likely to have taken pleasure trips outside of their region during the last two years. (Note: Due to the nature of the Canadian TAMS database, travel between the provinces within the Atlantic Region is not defined as out-of-province travel).

56.2% of Atlantic Region residents taking pleasure trips outside of the region reported visiting other Canadian destinations. 46.7% of those taking pleasure trips outside of the region went to destinations outside of Canada.

Fig. 1 Incidence of Trips¹ from the Atlantic Region during the Past Two Years

| | Atlantic Region |
|--|-----------------|
| Number Taking a Trip Outside of the Region (Any Purpose) ² | 1,023,397 |
| Percent of Atlantic Regional Population | 56.2% |
| Number Taking a Pleasure Trip Outside of Region ³ | 908,861 |
| Percent of Pleasure Travelers in Atlantic Region ⁴ | 71.7% |
| Percent Taking a Pleasure Trip to Another Canadian Destination Outside of the Atlantic Region ⁵ | 56.2% |
| Percent Taking a Pleasure Trip Outside of Canada ⁶ | 46.7% |

- 1 - "Trips" are defined as out-of-town trips for any purpose involving an overnight stay of one or more nights. Trips NOT involving overnight stays are NOT examined in this report.
- 2 - This row reports the number of Atlantic Region residents who took at least one overnight trip outside the Atlantic Region in the last two years for any purpose.
- 3 - This row reports the number of residents of the Atlantic Region who took an out-of-province "pleasure trip" during the past two years.
- 4 - "Pleasure Travelers" are defined as individuals who took at least one out-of-town, pleasure trip of one or more nights in the last two years. This row reports the percent of "Pleasure Travelers" from the Atlantic Region who took a pleasure trip outside of the Atlantic Region in the last two years.
- 5 - This row reports the percent of out-of-region, pleasure trips that were to other Canadian destinations.
- 6 - This row reports the percent of out-of-region, pleasure trips that were to destinations outside of Canada.

Demographic Profile

Relative to those who only took pleasure trips within the Atlantic Region, residents who traveled outside of the region are more likely to be female (54.1% vs. 48.9%), 55 years of age and older (30.6% vs. 24.1%), not married (28.2% vs. 25.6%) and without children 18 or younger living at home (76.8% vs. 65.3%). They are also more likely to have a university degree (31.5% vs. 16.3%) and report higher household incomes (\$65,388 vs. \$50,374). This suggests that those who traveled outside of the Atlantic Region may have more discretionary income for travel and fewer parental commitments.

Fig. 2 Demographic Profile of Residents of the Atlantic Region Who Took an Out-of-Region Trip

| Attribute | Size of Market | Took a Pleasure Trip Outside of the Atlantic Region | Only Took Pleasure Trips Within the Atlantic Region ¹ | Total Pleasure Travelers in the Atlantic Region | Index ² |
|--------------------------|------------------------------------|---|--|---|--------------------|
| | | 908,861 | 358,938 | 1,267,799 | 100 |
| Gender | Male | 45.9% | 51.1% | 47.4% | 97 |
| | Female | 54.1% | 48.9% | 52.6% | 103 |
| Age of Respondent | 18 to 24 | 12.5% | 12.9% | 12.6% | 99 |
| | 25 to 34 | 18.4% | 17.7% | 18.2% | 101 |
| | 35 to 44 | 17.3% | 24.0% | 19.2% | 90 |
| | 45 to 54 | 21.2% | 21.3% | 21.2% | 100 |
| | 55 to 64 | 16.5% | 11.3% | 15.0% | 110 |
| | 65 Plus | 14.1% | 12.8% | 13.7% | 103 |
| Average Age | | 45.6 | 44.2 | 45.2 | N/A |
| Marital Status | Not married | 28.2% | 25.6% | 27.5% | 103 |
| | Married | 71.8% | 74.4% | 72.5% | 99 |
| Parental Status | No children under 18 | 76.8% | 65.3% | 73.5% | 104 |
| | Children under 18 | 23.2% | 34.7% | 26.5% | 88 |
| Education | High school or less | 39.2% | 47.6% | 41.6% | 94 |
| | Some post-secondary | 12.0% | 9.5% | 11.3% | 106 |
| | Post-secondary diploma/certificate | 17.2% | 26.5% | 19.8% | 87 |
| | University degree | 31.5% | 16.3% | 27.2% | 116 |
| Household Income | Under \$20,000 | 7.6% | 8.9% | 8.0% | 95 |
| | \$20,000 to \$39,999 | 14.8% | 28.2% | 18.6% | 79 |
| | \$40,000 to \$59,999 | 20.1% | 20.3% | 20.1% | 100 |
| | \$60,000 to \$79,999 | 16.8% | 19.2% | 17.5% | 96 |
| | \$80,000 to \$99,999 | 11.9% | 4.0% | 9.7% | 123 |
| | \$100,000 or more | 14.8% | 5.5% | 12.2% | 122 |
| | Not stated | 14.1% | 13.9% | 14.0% | 100 |
| Average Household Income | | \$65,388 | \$50,374 | \$61,132 | N/A |

- 1 - "Only Took Pleasure Trips Within the Atlantic Region" is defined as individuals who took at least one out-of-town, overnight pleasure trip in the last two years but did not take a trip outside of the region.
- 2 - The "Index" is calculated by dividing the percent for those who took an out-of-region trip by the total percent of pleasure travelers in each group. The Index indicates the extent to which out-of-region travelers are over or under-represented relative to all pleasure travelers in the Atlantic Region. An index of 100 means the percent of Out-of-Region Travelers is the same as that of the average pleasure traveler. Index values over 100 indicate that Out-of-Region Travelers are over-represented relative to the average pleasure traveler. Index values less than 100 indicate that out-of-region travelers are under-represented relative to the average pleasure traveler in the Region.

Travel Activity (During Last Two Years)

91.7% of those who took a trip outside of the Atlantic Region also took a trip within the Atlantic Region during the last two years. In terms of out-of-region Canadian travel, 40.8% took a trip to the adjacent province of Quebec, while 65.1% took a trip to a non-adjacent province or territory; most often Ontario (56.0%) and Alberta (15.6%).

In terms of out-of-country travel, out-of-region travelers residents were most likely to have taken trips to the United States (50.5%). 17.1% took a trip to the Caribbean and 15.2% took a trip to an overseas destination, but only 5.8% took a trip to Mexico in the last two years.

Fig. 3 Percent Traveling to Other Canadian Destinations during Past Two Years

| | Took a Pleasure Trip Outside of the Atlantic Region | Only Took Pleasure Trips Within the Atlantic Region | Total Pleasure Travelers in the Atlantic Region |
|---|---|---|---|
| Size of Market | 908,861 | 358,938 | 1,267,799 |
| Canada | 97.8% | 100.0% | 98.4% |
| Took a trip within own province/region | 91.7% | 100.0% | 94.1% |
| Took a trip to an adjacent province/region | 40.8% | 0.0% | 29.3% |
| Took a trip to non-adjacent province/region | 65.1% | 0.0% | 46.7% |
| Newfoundland & Labrador | 24.5% | 32.0% | 26.6% |
| Prince Edward Island | 38.7% | 28.4% | 35.8% |
| New Brunswick | 68.3% | 61.0% | 66.2% |
| Nova Scotia | 64.1% | 50.6% | 60.2% |
| Quebec | 40.8% | 0.0% | 29.2% |
| Ontario | 56.0% | 0.0% | 40.2% |
| Manitoba | 5.1% | 0.0% | 3.7% |
| Saskatchewan | 6.1% | 0.0% | 4.4% |
| Alberta | 15.6% | 0.0% | 11.2% |
| British Columbia | 13.3% | 0.0% | 9.5% |
| Yukon | 0.3% | 0.0% | 0.2% |
| Northwest Territories | 0.3% | 0.0% | 0.2% |
| Nunavut | 0.6% | 0.0% | 0.4% |
| United States | 50.5% | 0.0% | 36.2% |
| Mexico | 5.8% | 0.0% | 4.1% |
| Caribbean | 17.1% | 0.0% | 12.2% |
| All other destinations | 15.2% | 0.0% | 10.9% |

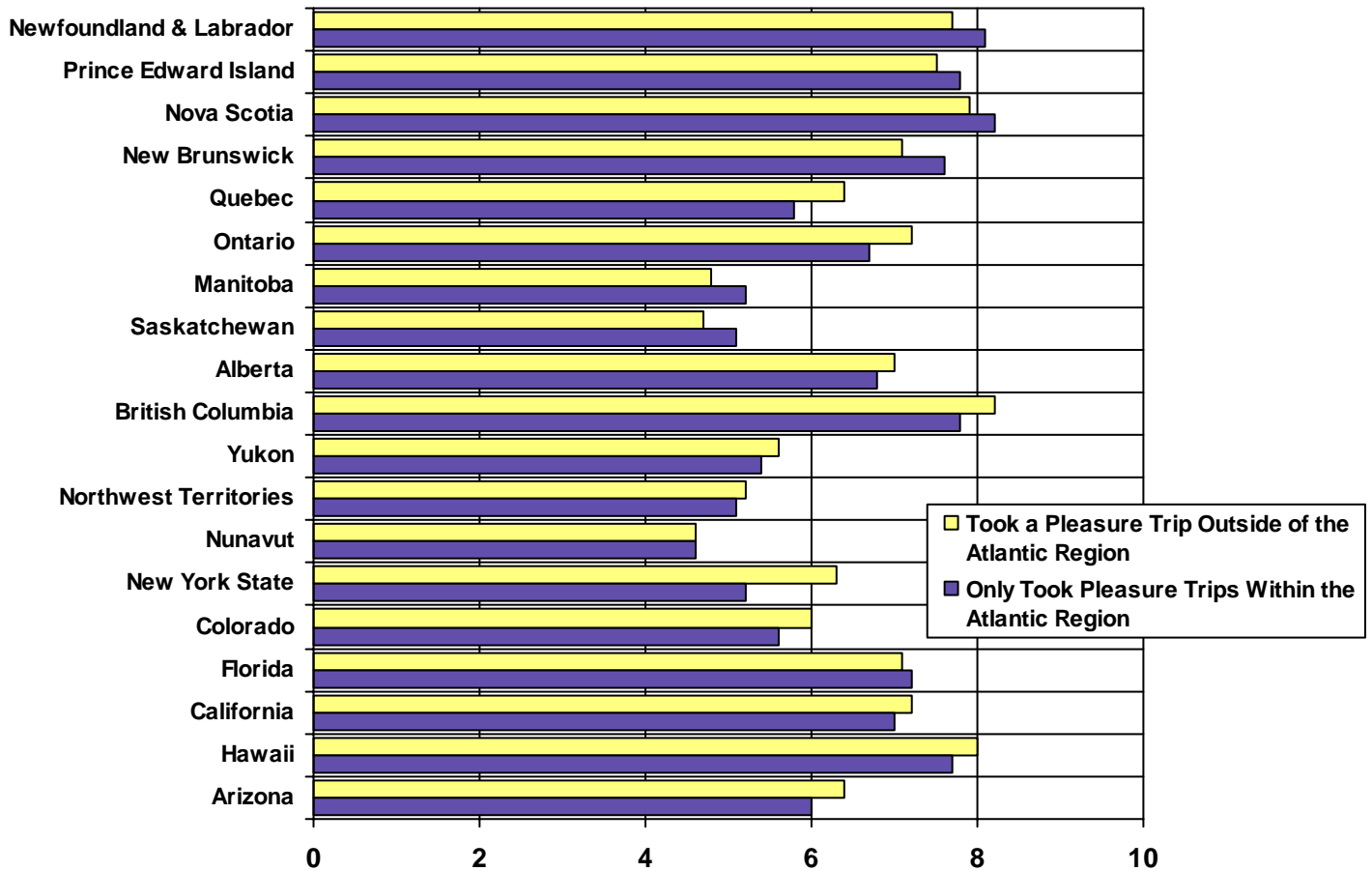
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

The respondents were asked to rate the appeal of each of Canada's provinces and territories on a ten-point appeal scale where "10" is "Very Appealing" and "1" is "Very Unappealing". They were also asked to rate selected U.S. states (New York State, Colorado, Florida, California, Hawaii and Arizona) to provide a frame of reference.

Atlantic Residents who took trips outside of the region have a more favourable impression of British Columbia, Ontario, Alberta and Quebec than those who only traveled within the region. On the other hand, those who only traveled within the Atlantic Region had a more favourable impression of the four Atlantic Provinces.

Out-of-region travelers also had more favourable impressions of several of the U.S. reference states including New York State, Arizona, Colorado and Hawaii.

Fig. 4 Overall Appeal Ratings of Provinces, Territories and Selected U.S. States on a 10-Point Appeal Rating Scale (Higher Scores=More Appealing)



Culture and Entertainment Activities Pursued While on Trips

Atlantic Region residents who took trips outside of the region were more likely to pursue culture and entertainment activities while on trips than those who only took trips within the region. Relative to those who only traveled within the Atlantic Region, out-of-region travelers were especially likely to have attended live art performances (e.g., comedy festivals and clubs, high art performances, live theatre, musical concerts), literary and film festivals, professional sporting events and equestrian and western events. They were also more likely than others to have visited historical sites, museums and art galleries, to have taken part in educational, participatory activities (e.g., aboriginal cultural experiences), to have gambled in a casino and to have participated in wine, beer or food tastings while on trips during the last two years. In part, this pattern reflects the fact that some of these attractions and events are less available within the Atlantic Region. However, it does suggest that culture and entertainment activities may be one reason why residents travel outside of the Atlantic Region.

Fig. 5 Culture and Entertainment Activities Pursued While on Trips
(See Appendix One for a Definition of Each Type of Culture & Entertainment Activity)

| | Took a Pleasure Trip Outside of the Atlantic Region | Only Took Pleasure Trips Within the Atlantic Region | Total Pleasure Travelers in the Atlantic Region | Index |
|---|---|---|---|-------|
| Size of Market | 908,861 | 358,938 | 1,267,799 | 100 |
| Shopping & Dining | 88.8% | 71.3% | 83.8% | 106 |
| Historical Sites, Museums & Art Galleries | 64.3% | 38.9% | 57.1% | 113 |
| Theme Parks & Exhibits | 42.2% | 36.0% | 40.4% | 104 |
| Musical Concerts, Festivals & Attractions | 40.9% | 23.8% | 36.0% | 113 |
| Fairs & Festivals | 39.7% | 30.4% | 37.1% | 107 |
| Science & Technology Exhibits | 27.1% | 15.4% | 23.8% | 114 |
| Live Theatre | 25.9% | 8.0% | 20.8% | 124 |
| Wine, Beer & Food Tastings | 21.9% | 8.4% | 18.1% | 121 |
| Casinos | 21.7% | 11.0% | 18.7% | 116 |
| Professional Sporting Events | 19.0% | 1.9% | 14.1% | 134 |
| Garden Theme Attractions | 17.8% | 7.2% | 14.8% | 120 |
| Amateur Tournaments | 15.0% | 10.7% | 13.8% | 109 |
| Aboriginal Cultural Experiences | 11.1% | 3.1% | 8.9% | 126 |
| Agro-Tourism | 10.1% | 11.2% | 10.4% | 97 |
| High Art Performances | 9.5% | 1.9% | 7.3% | 129 |
| Comedy Festivals & Clubs | 9.0% | 1.1% | 6.8% | 133 |
| Participatory Historical Activities | 7.4% | 2.8% | 6.1% | 122 |
| Spas | 6.0% | 2.5% | 5.0% | 120 |
| National & International Sporting Events | 5.2% | 2.1% | 4.3% | 120 |
| Equestrian & Western Events | 4.8% | 1.1% | 3.7% | 128 |
| Literary & Film Festivals | 1.4% | 0.0% | 1.0% | 139 |

Culture and Entertainment Activities Pursued While Not on Trips

As with the majority of Atlantic Region Pleasure Travelers, out-of-region travelers frequently dine in local restaurants and attend local fairs or festivals. However, relative to those who only traveled within the Atlantic Region, out-of-region travelers are especially likely to patronize local live art performances (e.g., theatre, classical music concerts, live theatre, jazz clubs, ballet, opera, rock concerts). They are also more likely than others to attend local professional sporting events and local rodeos and to visit local art galleries and art shows, botanical gardens and day spas.

Fig. 6 Culture and Entertainment Activities Pursued While Not on Trips

| | Took a Pleasure Trip Outside of the Atlantic Region | Only Took Pleasure Trips Within the Atlantic Region | Total Pleasure Travelers in the Atlantic Region | Index |
|---|---|---|---|-------|
| Size of Market | 908,861 | 358,938 | 1,267,799 | 100 |
| Going out to eat in restaurants | 92.6% | 86.4% | 90.9% | 102 |
| Going to festivals or fairs | 62.9% | 58.4% | 61.7% | 102 |
| Going to amateur sporting events | 48.5% | 44.1% | 47.3% | 103 |
| Going to pick-your-own farms or farmers' market | 47.9% | 43.5% | 46.7% | 103 |
| Going to historic sites or heritage buildings | 42.9% | 42.0% | 42.6% | 101 |
| Going dancing | 38.0% | 40.2% | 38.6% | 98 |
| Going to live theatre | 36.2% | 16.8% | 30.7% | 118 |
| Going to bars with live pop or rock bands | 33.6% | 27.6% | 31.9% | 105 |
| Going to museums | 30.8% | 27.5% | 29.9% | 103 |
| Going to professional sporting events | 27.9% | 17.9% | 25.0% | 111 |
| Going to art galleries or art shows | 27.3% | 12.5% | 23.1% | 118 |
| Going to amusement or theme parks | 25.4% | 27.3% | 25.9% | 98 |
| Going to rock music concerts | 25.3% | 14.8% | 22.3% | 113 |
| Going to zoos or aquariums | 21.8% | 20.8% | 21.6% | 101 |
| Going to botanical gardens | 18.8% | 11.4% | 16.7% | 112 |
| Going to classical music concerts | 14.7% | 5.2% | 12.0% | 122 |
| Going to gamble in casinos | 12.8% | 12.2% | 12.7% | 101 |
| Going to day spas | 12.7% | 4.6% | 10.4% | 122 |
| Staying overnight in a hotel or B&B in own city | 11.1% | 11.6% | 11.3% | 99 |
| Going to jazz clubs | 6.8% | 2.1% | 5.5% | 124 |
| Going to the ballet | 5.0% | 2.0% | 4.2% | 121 |
| Going to the opera | 3.1% | 0.4% | 2.3% | 133 |
| Going to rodeos | 2.5% | 0.0% | 1.8% | 139 |

Outdoor Activities Pursued While on Trips

Atlantic Region residents who traveled outside of the region were more active in outdoor activities relative to those who only traveled within the region. They were especially likely to go golfing and skiing (e.g., downhill skiing, cross-country skiing) and to have participated in nature-oriented activities (e.g., hiking, climbing and paddling, wildlife viewing, horseback riding, wilderness activities) as well as resort-based, water activities (e.g., swimming in the ocean, sailing, windsurfing, parasailing) while on trips. On the other hand, they were less likely to go hunting or fishing or to ride a snowmobile or ATV while on trips than were those who only took pleasure trips within the Atlantic Region.

Fig. 7 Outdoor Activities Pursued While on Trips
(See Appendix Two for a Definition of Each Type of Outdoor Activity)

| | Took a Pleasure Trip Outside of the Atlantic Region | Only Took Pleasure Trips Within the Atlantic Region | Total Pleasure Travelers in the Atlantic Region | Index |
|---|--|---|---|-------|
| Size of Market | 908,861 | 358,938 | 1,267,799 | 100 |
| Ocean Activities (e.g., swimming in ocean, sunbathing) | 43.1% | 31.3% | 39.8% | 108 |
| Wildlife Viewing | 40.4% | 33.7% | 38.5% | 105 |
| Hiking, Climbing & Paddling | 27.7% | 17.3% | 24.7% | 112 |
| Boating & Swimming (e.g., motorboating, swimming in lakes) | 26.6% | 21.5% | 25.1% | 106 |
| Sports & Games (e.g., tennis, board games) | 20.4% | 17.5% | 19.6% | 104 |
| Golfing | 17.8% | 8.4% | 15.1% | 118 |
| Exercising & Jogging | 17.6% | 12.9% | 16.3% | 108 |
| Fishing | 14.7% | 22.9% | 17.0% | 86 |
| Team Sports (e.g., hockey, baseball) | 11.5% | 12.4% | 11.8% | 98 |
| Snowmobiling & ATVing | 10.9% | 22.4% | 14.1% | 77 |
| Downhill Skiing & Snowboarding | 10.7% | 5.8% | 9.3% | 115 |
| Sailing & Surfing (e.g., sailing, windsurfing, parasailing) | 9.6% | 1.2% | 7.2% | 133 |
| Cycling | 8.4% | 7.0% | 8.0% | 105 |
| Cross-country Skiing & Snowshoeing | 7.2% | 3.9% | 6.3% | 115 |
| Skating (e.g., ice skating, rollerblading) | 7.0% | 10.0% | 7.9% | 89 |
| Hunting | 6.0% | 13.2% | 8.0% | 75 |
| Horseback Riding | 4.6% | 1.3% | 3.7% | 125 |
| Motorcycling | 3.6% | 2.2% | 3.2% | 113 |
| Freshwater Scuba & Snorkeling | 2.1% | 2.1% | 2.1% | 100 |
| Wilderness Activities (e.g., wilderness skills course) | 1.5% | 0.6% | 1.2% | 119 |
| Extreme Air Sports (e.g., parachuting) | 0.6% | 1.1% | 0.7% | 78 |

Outdoor Activities Pursued While Not on Trips

Atlantic Region Pleasure Travelers frequently go on day outings to local parks and picnic, exercise, swim and garden while not on trips. However, while not traveling, those who took trips outside of the region are more likely to play sports (e.g., golf, racquet sports [e.g., tennis], team sports), to go downhill skiing and snowboarding and to participate in nature-oriented activities (e.g., hiking, canoeing or kayaking, horseback riding). These are often the same activities that they undertake while on trips. On the other hand, those who only take pleasure trips within the Atlantic Region are more likely to go fishing, hunting, ATVing and snowmobiling while not traveling. These latter activities are often more common in a rural setting which may indicate that rural residents are less likely to take trips outside of the Atlantic Region.

Fig. 8 Outdoor Activities Pursued While NOT on Trips

| | Took a Pleasure Trip Outside of the Atlantic Region | Only Took Pleasure Trips Within the Atlantic Region | Total Pleasure Travelers in the Atlantic Region | Index |
|--|--|---|---|-------|
| Size of Market | 908,861 | 358,938 | 1,267,799 | 100 |
| Day outing to a park | 64.0% | 59.1% | 62.6% | 102 |
| Exercising at home or at a fitness club | 62.8% | 60.6% | 62.2% | 101 |
| Swimming | 60.8% | 55.7% | 59.3% | 102 |
| Gardening | 56.8% | 55.0% | 56.3% | 101 |
| Hiking | 48.9% | 41.4% | 46.8% | 105 |
| Picnicking | 48.8% | 51.4% | 49.5% | 98 |
| Camping | 43.3% | 51.0% | 45.5% | 95 |
| Cycling | 31.3% | 30.0% | 31.0% | 101 |
| Sailing or other boating | 29.1% | 31.0% | 29.6% | 98 |
| Fishing | 28.9% | 39.2% | 31.8% | 91 |
| Ice-skating | 27.5% | 29.1% | 28.0% | 98 |
| Golfing | 26.8% | 20.4% | 25.0% | 107 |
| Canoeing or kayaking | 24.5% | 18.4% | 22.8% | 108 |
| Playing team sports | 23.7% | 19.9% | 22.6% | 105 |
| Jogging | 23.1% | 25.8% | 23.9% | 97 |
| Riding an all-terrain vehicle (ATV) | 22.8% | 27.3% | 24.1% | 95 |
| Snowmobiling | 13.9% | 28.0% | 17.9% | 78 |
| Hunting | 13.8% | 22.0% | 16.1% | 86 |
| Playing racquet sports (e.g., tennis or badminton) | 13.6% | 10.3% | 12.7% | 107 |
| Downhill skiing | 13.1% | 11.4% | 12.6% | 104 |
| Cross-country skiing | 12.1% | 14.0% | 12.6% | 96 |
| Rollerblading | 8.5% | 9.4% | 8.8% | 97 |
| Horseback riding | 7.0% | 6.3% | 6.8% | 103 |
| Snowboarding | 3.3% | 2.8% | 3.2% | 104 |
| Skateboarding | 2.2% | 4.8% | 2.9% | 75 |

Accommodation Stayed In While on Trips

Both out-of-region travelers and those who only took trips within the Atlantic Region were most likely to have stayed in a public campground in the past two years. However, Out-of-region travelers were more likely to have stayed at ski or mountain resorts and seaside resorts as well as accommodation that specializes in fine cuisine (e.g., inn with gourmet restaurant, cooking or wine tasting school). Out-of-region travelers were also more likely to have stayed in a wilderness area and to have toured with a motor home or RV during the last two years.

Fig. 9 Accommodation Stayed In While on Trips

| | Took a Pleasure Trip Outside of the Atlantic Region | Only Took Pleasure Trips Within the Atlantic Region | Total Pleasure Travelers in the Atlantic Region | Index |
|--|---|---|---|-------|
| Size of Market | 908,861 | 358,938 | 1,267,799 | 100 |
| A Public Campground in a National, State, Provincial or Municipal Park | 25.1% | 22.3% | 24.3% | 103 |
| Seaside Resort | 19.1% | 8.7% | 16.2% | 118 |
| A Private Campground | 19.1% | 20.2% | 19.4% | 98 |
| Lakeside / Riverside Resort | 10.6% | 9.2% | 10.2% | 104 |
| Ski Resort or Mountain Resort | 8.2% | 3.4% | 6.9% | 120 |
| A Camp Site in a Wilderness Setting (Not a Campground) | 6.9% | 9.2% | 7.6% | 91 |
| A Motor Home or RV while Traveling or Touring (Not a Camping Trip) | 5.1% | 2.7% | 4.4% | 115 |
| Wilderness Lodge You Can Drive to by Car | 4.2% | 4.1% | 4.2% | 101 |
| Country Inn or Resort with Gourmet Restaurant | 2.6% | 1.3% | 2.2% | 117 |
| Health Spa | 2.0% | 1.3% | 1.8% | 111 |
| Farm or Guest Ranch | 1.6% | 0.8% | 1.4% | 116 |
| Remote or Fly-In Wilderness Lodge | 1.0% | 0.2% | 0.8% | 130 |
| On a Houseboat | 0.9% | 0.4% | 0.7% | 120 |
| Remote or Fly-In Wilderness Outpost | 0.3% | 0.0% | 0.2% | 139 |
| Cooking School | 0.1% | 0.0% | 0.1% | 139 |
| Wine Tasting School | 0.1% | 0.0% | 0.1% | 139 |

Tours and Cruises Taken During Past Two Years

Atlantic Region residents who traveled outside of the region were much more likely to have taken tours and cruises during the last two years. Sameday tours (both self-guided and guided), city tours and scenic countryside drives were the most popular types of tours taken by this travel segment. However, relative to those who only took pleasure trips within the Atlantic Region, out-of-region travelers were especially likely to have taken organized, sameday tours, organized, multi-location tours, city tours, scenic countryside drives and wilderness tours. Out-of-region travelers were also more likely to have taken both freshwater cruises (e.g., St. Lawrence River, Great Lakes) and ocean cruises (e.g., Caribbean, Alaskan) during the last two years.

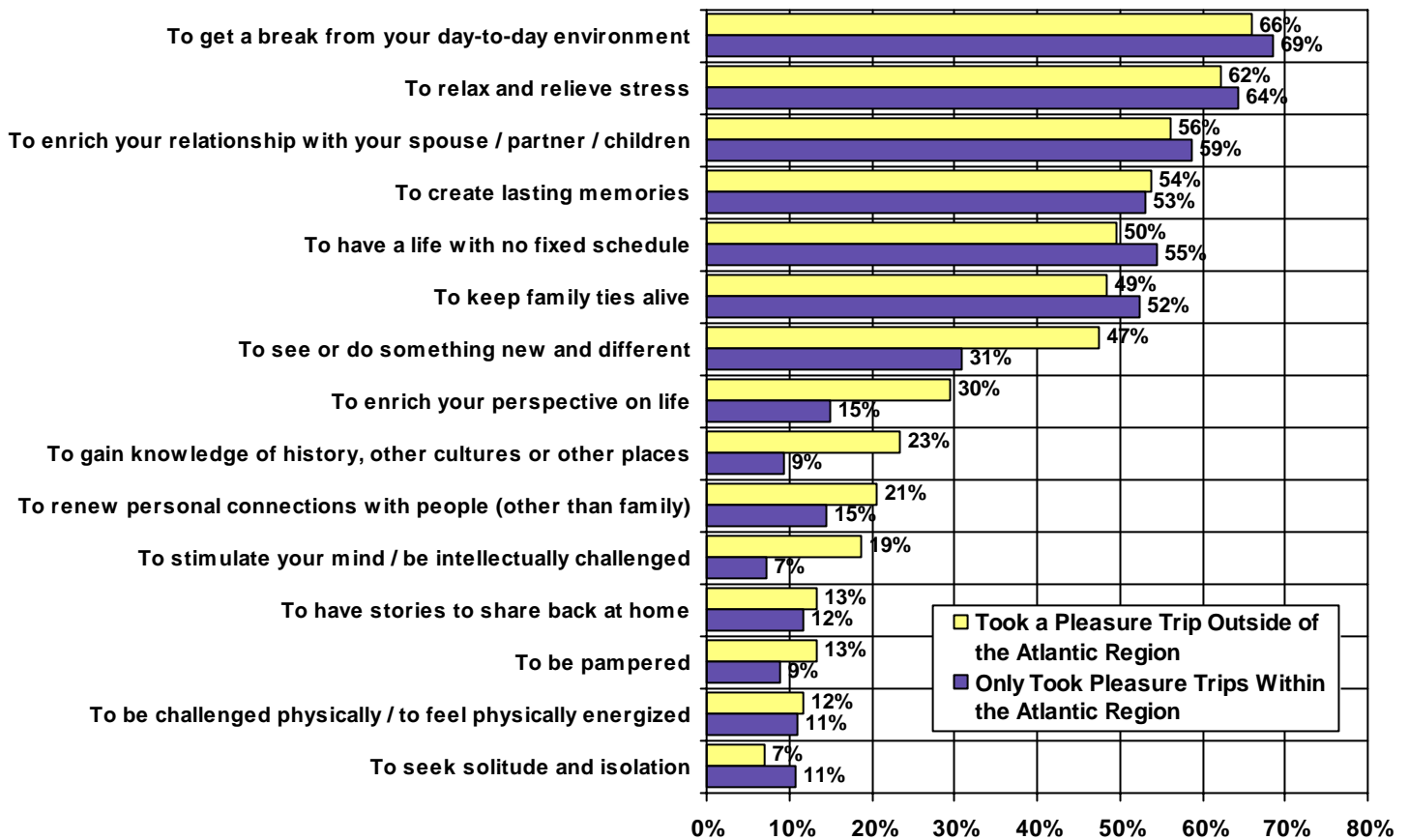
Fig. 10 Tours and Cruises Taken During Past Two Years

| | Took a Pleasure Trip Outside of the Atlantic Region | Only Took Pleasure Trips Within the Atlantic Region | Total Pleasure Travelers in the Atlantic Region | Index |
|---|---|---|---|-------|
| Size of Market | 908,861 | 358,938 | 1,267,799 | 100 |
| A self-guided, sameday tour while on an overnight trip | 28.7% | 13.0% | 24.3% | 118 |
| Around the city | 27.8% | 10.1% | 22.8% | 122 |
| An organized, sameday guided tour while on an overnight trip | 22.8% | 4.4% | 17.6% | 130 |
| Around the countryside - scenic drives | 21.3% | 11.8% | 18.6% | 114 |
| A self-guided, overnight tour where you stayed in different locations | 15.3% | 6.9% | 12.9% | 118 |
| Wilderness tour | 11.1% | 6.1% | 9.7% | 114 |
| On the water (sightseeing cruise) | 10.7% | 4.4% | 8.9% | 120 |
| Some other type of tour | 9.8% | 3.5% | 8.0% | 122 |
| An organized, overnight guided tour where you stayed in different locations | 7.8% | 1.9% | 6.2% | 127 |
| An organized, overnight guided tour where you stayed in a single location | 5.6% | 2.1% | 4.6% | 122 |
| To a winery | 4.4% | 2.6% | 3.9% | 113 |
| Caribbean ocean cruise | 3.4% | 0.0% | 2.4% | 139 |
| To a casino | 3.3% | 0.8% | 2.6% | 128 |
| To a factory | 3.0% | 2.4% | 2.8% | 106 |
| Cruise on another lake or river | 2.1% | 0.4% | 1.7% | 129 |
| In the air as a pilot or passenger of an airplane or helicopter | 1.5% | 0.3% | 1.2% | 130 |
| Some other type of cruise | 1.3% | 1.2% | 1.2% | 102 |
| Ocean cruise - Other | 1.0% | 0.1% | 0.8% | 134 |
| Alaskan ocean cruise | 0.8% | 0.0% | 0.6% | 139 |
| Cruise on the St. Lawrence River | 0.7% | 0.2% | 0.6% | 125 |
| Great Lakes cruise | 0.3% | 0.0% | 0.2% | 139 |
| Submarine cruise | 0.3% | 0.0% | 0.2% | 139 |

Benefits Sought While on Vacation

Most Pleasure Travelers from the Atlantic Region take vacations to get a break from their day-to-day environment, relax and relieve stress, enrich family relationships, create lasting memories and live without a fixed schedule. However, out-of-region travelers are more likely to prefer vacations that provide intellectual stimulation, learning opportunities (e.g., learn about the history and culture of the destination), novelty (i.e., to see and do something new) and a chance to be pampered. They are also more likely to take vacations to renew personal connections with friends. By contrast, those who only traveled within the region are more likely to prefer vacations that offer isolation and solitude and allow them to keep family ties alive.

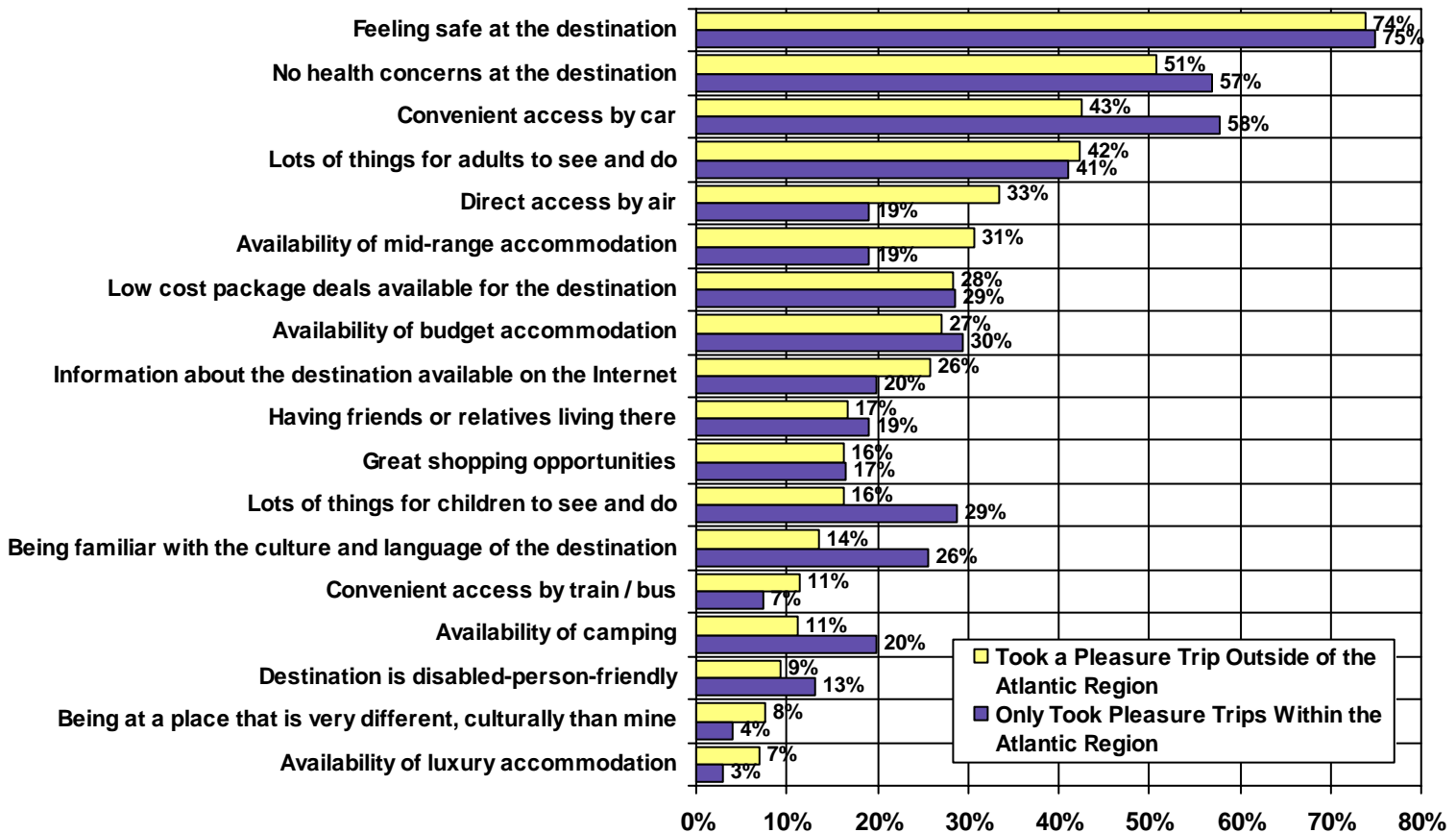
Fig.11 Benefits Sought While on Vacation
(Percent Rating Each Benefit as "Highly Important")



Other Attributes of a Destination Considered Important

The majority of Pleasure Travelers from the Atlantic Region consider it important that they feel safe at a destination. However those who traveled outside of the region consider it more important that a destination is culturally distinctive, has mid-range or luxury accommodation available, is conveniently accessible by air, train or bus and has information available on the Internet. On the other hand, those who only took pleasure trips within the Atlantic Region are more likely to consider it important that a destination has a familiar culture and language, is conveniently accessible by car, has lots of activities for children to see and do and has family or friends living nearby. Within-region travelers are also more likely to look for destinations that offer camping and that are suitable for persons with disabilities.

Fig. 12 Importance of Destination Attributes (% Rating Each Attribute as "Highly Important")



How Destinations Are Selected

Atlantic Region Pleasure Travelers who traveled out-of-region are more likely than within-region travelers to begin planning vacations with a particular destination in mind. On the other hand, those who only travel within the region are more likely to first consider what types of vacation experiences they would like to have and what types of activity they would like to do while on vacation. This pattern may occur if those who travel within the region tend to go to the same destination on repeated trips.

Fig. 13 How Destinations Are Selected (Summer and Winter Vacations)

| | Took a Pleasure Trip Outside of the Atlantic Region | Only Took Pleasure Trips Within the Atlantic Region | Total Pleasure Travelers in the Atlantic Region | Index |
|--|---|---|---|-------|
| Size of Market | 908,861 | 358,938 | 1,267,799 | 100 |
| Summer | | | | |
| Started with a desired destination in mind | 55.3% | 34.9% | 49.4% | 112 |
| Started by considering specific activities wanted to do | 10.3% | 16.0% | 12.0% | 86 |
| Started with a certain type of vacation experience in mind | 21.3% | 26.2% | 22.7% | 94 |
| Looked for packaged deals - no destination in mind | 1.0% | 1.1% | 1.0% | 96 |
| Considered something else first | 4.5% | 2.6% | 4.0% | 114 |
| Don't know / Other | 7.6% | 19.2% | 11.0% | 69 |
| Winter | | | | |
| Started with a desired destination in mind | 53.5% | 35.4% | 49.7% | 108 |
| Started by considering specific activities wanted to do | 10.6% | 20.1% | 12.6% | 84 |
| Started with a certain type of vacation experience in mind | 19.1% | 26.6% | 20.7% | 92 |
| Looked for packaged deals - no destination in mind | 1.9% | 0.2% | 1.5% | 123 |
| Considered something else first | 5.1% | 7.7% | 5.6% | 90 |
| Don't know / Other | 9.8% | 10.0% | 9.9% | 100 |

Trip Planning and Information Sources Consulted

Atlantic Region Pleasure Travelers are typically responsible for planning their trips either alone (43.7%) or with someone else (16.1%). Out-of-region travelers tend to consult a wider range of travel information to plan their trips. They were much more likely than those who did not travel out-of-region to obtain information from travel agents, auto clubs, Internet websites, maps, the official government travel guides and travel guidebooks such as Fodor's. On the other hand, those who only took trips within the Atlantic Region were more likely to obtain travel information from television advertising.

Fig. 14 Who Plans Vacations and Information Sources Consulted

| | | Took a Pleasure Trip Outside of the Atlantic Region | Only Took Pleasure Trips Within the Atlantic Region | Total Pleasure Travelers in the Atlantic Region | Index |
|---|---|---|---|---|-------|
| Size of Market | | 908,861 | 358,938 | 1,267,799 | 100 |
| Who Plans Trips? | Respondent plans trips | 45.7% | 38.4% | 43.7% | 105 |
| | Trip planning a shared responsibility | 14.7% | 19.7% | 16.1% | 91 |
| | Someone else plans trips | 39.6% | 41.9% | 40.2% | 98 |
| Information Sources Consulted | An Internet website | 64.4% | 29.7% | 55.2% | 117 |
| | Past experience / Been there before | 52.4% | 44.7% | 50.3% | 104 |
| | Advice of others / Word-of-mouth | 51.7% | 44.1% | 49.6% | 104 |
| | Maps | 34.4% | 18.4% | 30.1% | 114 |
| | A travel agent | 33.0% | 3.1% | 25.1% | 132 |
| | Official travel guides or brochures from state / province | 31.1% | 18.6% | 27.7% | 112 |
| | Visitor information centres | 29.0% | 27.9% | 28.7% | 101 |
| | Articles in newspapers / magazines | 15.5% | 10.4% | 14.1% | 110 |
| | An auto club such as CAA | 11.6% | 1.3% | 8.9% | 131 |
| | Advertisements in newspapers / magazines | 11.1% | 9.0% | 10.6% | 105 |
| | Travel information received in the mail | 10.1% | 8.2% | 9.6% | 105 |
| | Travel guide books such as Fodor's | 9.9% | 5.2% | 8.7% | 115 |
| | Advertisements on television | 5.8% | 7.9% | 6.3% | 91 |
| | Programs on television | 5.4% | 4.8% | 5.2% | 103 |
| | An electronic newsletter or magazine received by e-mail | 4.3% | 2.7% | 3.9% | 111 |
| Visits to trade, travel or sports shows | 2.8% | 1.3% | 2.4% | 116 | |

Use of the Internet to Plan and Arrange Trips

Atlantic Region residents who took an out-of-region trip are much more likely to have used the Internet to plan (59.5%) and book travel (40.9%) than those who did not take a trip outside of the Region (25.5% plan, 5.1% book). One of the main reasons for this is that out-of-region travelers are much more likely to use airline websites (58.4% versus 14.4%) and travel planning or booking websites (43.8% versus 7.4%). Those who took trips outside the Atlantic Region are also much more likely to use the websites of cruise lines and motorcoach line. Those who traveled exclusively within the Atlantic Region are more likely to consult the websites of specific attractions before taking a trip.

Atlantic Region Pleasure Travelers who use the Internet typically purchase airline tickets or accommodation online. However, those who took an out-of-region pleasure trip are much more likely to book car rentals, purchase tickets for specific activities or attractions and to buy tickets for rail, bus or boat / ship travel over the Internet.

Fig. 15 Use of the Internet to Plan and Book Travel

| | | Took a Pleasure Trip Outside of the Atlantic Region | Only Took Pleasure Trips Within the Atlantic Region | Total Pleasure Travelers in the Atlantic Region | Index |
|---|--|---|---|---|-------|
| Size of Market | | 908,861 | 358,938 | 1,267,799 | 100 |
| Percent Using Internet to Plan or Book Travel | Does not use the Internet | 40.5% | 74.5% | 50.2% | 81 |
| | Uses Internet to plan trips only | 18.6% | 20.4% | 19.1% | 97 |
| | Uses Internet to book part of trip | 40.9% | 5.1% | 30.8% | 133 |
| Types of Websites Consulted | An airline website | 58.4% | 14.4% | 52.1% | 112 |
| | A website of a hotel or resort | 52.5% | 43.7% | 51.2% | 102 |
| | A tourism website of a country/region/city | 52.5% | 50.6% | 52.2% | 101 |
| | A travel planning / booking website | 43.8% | 7.4% | 38.6% | 114 |
| | A website of an attraction | 32.9% | 41.9% | 34.2% | 96 |
| | Some other website | 27.1% | 31.5% | 27.7% | 98 |
| | A cruise line website | 5.0% | 0.0% | 4.3% | 117 |
| | A motorcoach website | 2.5% | 0.0% | 2.1% | 117 |
| Parts of Trips Booked Over The Internet | Air tickets | 84.3% | 66.5% | 83.5% | 101 |
| | Accommodation | 60.1% | 41.0% | 59.2% | 101 |
| | Car rental | 26.2% | 0.0% | 25.0% | 105 |
| | Tickets or fees for specific activities or attractions | 25.7% | 27.1% | 25.7% | 100 |
| | Tickets for rail, bus or boat / ship fares | 17.7% | 2.8% | 17.0% | 104 |
| | A package containing two or more items | 14.2% | 0.0% | 13.5% | 105 |
| | Other | 3.2% | 0.0% | 3.1% | 105 |

Media Consumption Habits

Relative to those who only traveled within the region, Atlantic Region residents who took out-of-region trips are much more likely to consume travel media, including the travel sections of newspapers, travel websites, travel shows on television and travel magazines. Out-of-region travelers may also be effectively targeted through news media (e.g., news / talk / information radio, newspaper websites, network news websites, news magazines), photography and video magazines and business and investing magazines. They may also be effectively reached multicultural, jazz / big band or classical music radio stations.

Fig. 16 Media Consumption Habits

| | | Took a Pleasure Trip Outside of the Atlantic Region | Only Took Pleasure Trips Within the Atlantic Region | Total Pleasure Travelers in the Atlantic Region | Index |
|---|---|---|---|---|-------|
| | Size of Market | 908,861 | 358,938 | 1,267,799 | 100 |
| Newspaper Readership | Reads daily newspaper | 83.4% | 85.8% | 84.1% | 99 |
| | Reads weekend edition of newspaper | 82.8% | 84.7% | 83.3% | 99 |
| | Reads local neighbourhood or community newspapers | 51.1% | 48.6% | 50.4% | 101 |
| | Reads other types of newspapers | 14.1% | 15.5% | 14.5% | 97 |
| | Frequently or occasionally reads travel section of daily newspaper | 45.5% | 26.5% | 40.1% | 113 |
| | Frequently or occasionally reads travel section of weekend newspaper | 44.1% | 22.5% | 38.0% | 116 |
| Types of Magazines Read (Top 5 Indexed) | Photography and video | 4.8% | 1.0% | 3.7% | 129 |
| | Business, finance and investing | 11.6% | 4.7% | 9.7% | 120 |
| | Travel (e.g., Condé Nast) | 7.9% | 3.4% | 6.6% | 120 |
| | News magazine | 24.3% | 17.4% | 22.3% | 109 |
| | Fashion and beauty | 23.0% | 18.2% | 21.6% | 106 |
| Type of Television Programs Watched (Top 5 Indexed) | Travel shows | 29.8% | 20.2% | 27.1% | 110 |
| | Late night talk shows | 18.0% | 13.9% | 16.9% | 107 |
| | Biography | 47.6% | 42.5% | 46.1% | 103 |
| | Sports / sports shows | 45.6% | 40.7% | 44.2% | 103 |
| | Home & garden shows | 35.7% | 31.9% | 34.6% | 103 |
| Type of Radio Programs Listened To (Top 5 Indexed) | Multicultural | 4.4% | 1.6% | 3.6% | 122 |
| | Jazz / Big band | 5.7% | 2.4% | 4.8% | 120 |
| | Classical music | 13.6% | 6.9% | 11.7% | 116 |
| | News / Talk / Information | 43.6% | 29.9% | 39.7% | 110 |
| | All sports | 5.8% | 4.5% | 5.4% | 107 |
| Types of Websites Visited (Top 5 Indexed) | Travel | 54.6% | 20.8% | 46.6% | 117 |
| | Newspaper sites | 32.9% | 24.9% | 31.0% | 106 |
| | Shopping (all types) | 39.2% | 32.3% | 37.6% | 104 |
| | Network news sites (e.g., CBC, CNN) | 38.1% | 31.9% | 36.7% | 104 |
| | Health | 46.4% | 39.2% | 44.7% | 104 |

**Appendix One:
Canadian TAMS 2006 Culture and Entertainment Segmentation**

| Activity Segment | Activities in Segment | |
|--|---|---|
| Historical Sites, Museums & Art Galleries | Well-known Historic Sites or Buildings | Well-known Natural Wonders |
| | Other Historic Sites, Monuments and Buildings | Historical Replicas of Cities or Towns With Historic Re-Enactments |
| | Strolling Around a City to Observe Buildings and Architecture | Museum - Military /War Museums |
| | Museum - General History or Heritage Museums | Art Galleries |
| | | Paleontological/Archaeological Sites |
| Shopping & Dining | Shop Or Browse - Bookstore or Music Store | Shop Or Browse – Antiques |
| | Shop Or Browse - Clothing, Shoes and Jewellery | Shop Or Browse - Gourmet Foods in Retail Stores |
| | Shop Or Browse - Local Arts & Crafts Studios or Exhibitions | Shop Or Browse - Greenhouse or Garden Centre |
| | Dining - Restaurants Offering Local Ingredients and Recipes | High-End Restaurants with an International Reputation |
| | Went to Local Outdoor Cafes | Other High-End Restaurants |
| Aboriginal Cultural Experiences | Aboriginal Cuisine (Tasted or Sampled) | Aboriginal Arts and Crafts Shows |
| | Aboriginal Heritage Attractions (e.g., Museums, Interpretive Centres) | Aboriginal Cultural Experiences in a Remote or Rural Setting |
| | Aboriginal Festivals & Events (e.g., Powwows) | Aboriginal Outdoor Adventure and /or Sports |
| Fairs & Festivals | Farmers' Markets or Country Fairs | Firework Displays |
| | Carnivals | Ethnic Festivals |
| | Exhibition or Fairs | Food /Drink Festivals |
| Science & Technology Exhibits | Science or Technology Museums | Children's Museums |
| | Science & Technology Theme Parks | Went to an Imax Movie Theatre |
| | Planetarium | |
| Theme Parks & Exhibits | Amusement Park | Aquariums |
| | Water Theme Park | Zoos |
| | Movie Theme Park | Entertainment Farms (e.g., Corn Maze, Petting Zoo) |
| | Wax Museums | |
| High Art Performances | Classical or Symphony Concert | Ballet or Other Dance Performances |
| | Opera | |
| Professional Sporting Events | Professional Football Games | Professional Golf Tournaments |
| | Professional Basketball Games | Professional Ice Hockey Games |
| | Professional Baseball Games | Professional Soccer Games |
| Live Theatre | Live Theatre | Live Theatre with Dinner |
| | Theatre Festivals | |
| Literary & Film Festivals | Literary Festivals or Events | International Film Festivals |
| Tastings | Went to Wineries for Day Visits and Tasting | Cooking /Wine Tasting Courses |
| | Went to Breweries for Day Visits and Tasting | Visited Food Processing Plants (e.g., Cheese Factory) |
| Casinos | Went to a Casino | |
| Spas | Day Visit to a Health & Wellness Spas while on an Overnight Trip | |
| Participatory Historical Activities | Historical Re-Enactments (as an Actor) | Interpretive Program at a Historic Site or National / Provincial Park |
| | Curatorial Tours | Archaeological Digs |
| Equestrian & Western Events | Equine (Horse) Competitions | Western Theme Events (e.g., Rodeos) |
| | Horse Races | |

**Appendix One:
Canadian TAMS 2006 Culture and Entertainment Segmentation**

| Activity Segment | Activities in Segment | |
|--|---|---|
| Agro-Tourism | Dining At A Farm | Harvesting and /or Other Farm Operations |
| | Went Fruit Picking at Farms or Open Fields | |
| National & International Sporting Events | Curling Bonspiel | National /International Sporting Events such as the Olympic Games |
| | Professional Figure Skating | |
| Gardens Theme Attractions | Garden Theme Park | Botanical Gardens |
| Amateur Tournaments | Amateur Sports Tournaments and Competitions | Amateur Tournaments and Competitions other than Sports-related |
| Musical Concerts, Festivals & Attractions | Music Festivals | Musical Attractions |
| | Jazz Concert | Free Outdoor Performances (e.g., Theatre, Concerts) in a Park |
| | Rock & Roll/Popular Music Concert | Country & Western Music Concert |
| Comedy Festivals & Clubs | Comedy Festivals | Stand-up Comedy Clubs & Other Variety Shows |

Appendix Two: Canadian TAMS 2006 Outdoor Activity Segmentation

| Activity Segment | Activities in Segment | |
|------------------------------------|--|--|
| Golfing | Played During a Stay at a Golf Resort with Overnight Stay | Golf Tour Package to Play on Various Courses |
| | Played an Occasional Game While on a Trip | |
| Hunting | Hunting for Small Game | Hunting for Birds |
| | Hunting for Big Game | |
| Fishing | Fresh-Water Fishing | Salt-Water Fishing |
| | Ice Fishing | Trophy Fishing |
| Wildlife Viewing | Viewing Land Based Animals | Bird Watching |
| | Whale Watching & Other Marine Life | Visited National, Provincial /State Park |
| | Wildflowers /Flora Viewing | Viewing Northern Lights |
| Hiking, Climbing & Paddling | Mountain Climbing/Trekking | Fresh Water Kayaking /Canoeing |
| | Rock Climbing | Ocean Kayaking / Canoeing |
| | Hiking/Backpacking in Wilderness Setting With Overnight Camping or Lodging | Same Day Hiking Excursion While on a Trip of 1+ Nights |
| | | White Water Rafting |
| Boating & Swimming | Motorboating | Swimming in Lakes |
| | Water Skiing | |
| Ocean Activities | Swimming in Oceans | Snorkeling in Sea /Ocean |
| | Sunbathing, Sitting on a Beach | Scuba Diving in Sea/Ocean |
| Sailing & Surfing | Sailing | Parasailing |
| | Wind Surfing | Kite Surfing |
| Freshwater Scuba & Snorkeling | Scuba Diving in Lakes /Rivers | Snorkeling in Lakes /Rivers |
| Exercising & Jogging | Working Out in Fitness Centre | Jogging or Exercising Outdoors |
| Cycling | Overnight Touring Trip | Recreational - Same Day Excursion |
| | Mountain Biking | |
| Motorcycling | Overnight Touring Trip | Same Day Excursion |
| Horseback Riding | With an Overnight Stop | Same Day Excursion |
| Snowmobiling & ATVing | All Terrain Vehicle - Overnight Touring Trip | Snowmobiling As an Overnight Touring Trip |
| | All Terrain Vehicle - Same Day Excursion | Snowmobiling Day Use on Organized Trail |
| Downhill Skiing & Snowboarding | Snowboarding | Downhill Skiing |
| Cross-country Skiing & Snowshoeing | Cross-country Skiing | Cross-country or Back Country as an Overnight Touring Trip |
| | Snowshoeing | |
| Wilderness Activities | Wilderness Skills Courses | Dog Sledding |
| | Ice Climbing | |
| Skating | Ice Skating | In-Line /Rollerblading |
| Extreme Air Sports | Parachuting | Hot Air Ballooning |
| | Hang Gliding | |
| Team Sports | Ice Hockey | Curling |
| | Football | Basketball |
| | Baseball or Softball | Soccer |
| Sports & Games | Board Games | Badminton |
| | Volleyball | Tennis |
| | Beach Volleyball | Mini-Golf |
| | Bowling | |