

CANADIAN TRAVEL MARKET

**Out-of-Province Travel by
Residents of Saskatchewan**

A Profile Report

February 8, 2008

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
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Executive Summary

Over the last two years, 79.9% (564,105) of adult Saskatchewan residents took an out-of-province, overnight trip (for any purpose). 88.8% (501,231) of those who took a trip outside of Saskatchewan report that they took at least one out-of-province, pleasure trip during that time. Along with Manitobans, Saskatchewan residents were most likely to have taken pleasure trips outside of their province during the last two years. 88.6% of the out-of-province travelers visited other Canadian destinations. 91.0% took trips to an adjacent province, with Alberta (84.9%) a much more popular destination than Manitoba (39.1%). 57.1% took a trip to a non-adjacent province or region; most often British Columbia (46.2%) and Ontario (20.5%). 47.0% took pleasure trips outside of Canada with the majority of these trips being to the United States (40.9%).

Relative to those who exclusively traveled within Saskatchewan, those who took an out-of-province pleasure trip are more often female, younger, not married and without children 18 or younger living at home. They are also more likely to have a university degree and report higher household incomes. This suggests that more affluent, young singles and couples are over-represented among out-of-province travelers.

Out-of-province travelers are very active in culture and entertainment activities while on trips. They were especially likely to have attended live art performances, professional sporting events and to have visited educational attractions while on trips. They were also more likely to have taken part in wine, beer or food tastings and to have gambled in casinos. They were also very active in outdoor activities while traveling and especially warm-weather, resort-based activities, downhill skiing and snowboarding, golfing, fitness activities and nature-oriented activities. While those who traveled exclusively within Saskatchewan primarily stayed in public or private campgrounds or lakeside or riverside resorts, out-of-province travelers were more likely to have stayed in ski or mountain resorts, seaside resorts and wilderness settings. They frequently took tours and especially self-guided and guided, multi-location tours, city tours, tours of wineries, factories and casinos and wilderness tours during the past two years.

Those who took trips outside of the province prefer vacations at culturally distinct destinations that provide intellectual stimulation, learning opportunities, physical challenge, novelty and a chance to re-connect with friends. Those who traveled exclusively within Saskatchewan prefer destinations that are conveniently accessible by car, have a familiar culture, lots of activities for children and camping available.

Out-of-province travelers are moderate users of the Internet to plan (51.8%) and book travel (27.9%). They may be most effectively reached through travel media, sports media, business, finance and investing magazines and jazz and soft rock radio stations.

Out-of-Province Travel by Residents of Saskatchewan

Market Incidence

Over the last two years, 79.9% (564,105) of adult Saskatchewan residents took an out-of-province, overnight trip (for any purpose). 88.8% (501,231) of those who took a trip outside of Saskatchewan report that they took at least one out-of-province, pleasure trip during the past two years.

Overall, 92.5% of those who took a pleasure trip (i.e., Pleasure Travelers) report taking at least one pleasure trip outside of the province. Along with Manitobans, Saskatchewan residents were most likely to have taken pleasure trips outside of their province during the last two years.

88.6% of the Saskatchewan residents who took out-of-province pleasure trips report also visiting other Canadian destinations. 47.0% took pleasure trips outside of Canada.

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

	Saskatchewan
Number Taking a Trip Outside of the Province (Any Purpose) ²	564,105
Percent of Provincial Population	79.9%
Number Taking a Pleasure Trip Outside of Province ³	501,231
Percent of Pleasure Travelers in Province ⁴	92.5%
Percent Taking a Pleasure Trip to Another Canadian Destination Outside of Province ⁵	88.6%
Percent Taking a Pleasure Trip Outside of Canada ⁶	47.0%

- 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 Saskatchewan residents who took at least one overnight trip outside Saskatchewan in the last two years for any purpose.
- 3 - This row reports the number of Saskatchewan residents 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 Saskatchewan "Pleasure Travelers" who took an out-of-province pleasure trip in the last two years.
- 5 - This row reports the percent of out-of-province, pleasure trips to other Canadian destinations.
- 6 - This row reports the percent of out-of-province, pleasure trips to destinations outside of Canada.

Demographic Profile

Relative to those who exclusively took pleasure trips within Saskatchewan, those who took an out-of-province pleasure trip are more often female (52.8% vs. 49.9%), younger (44.5 vs. 49.8 years old), not married (70.3% vs. 74.7%) and without children 18 or younger living at home (68.3% vs. 61.7%) They are also more likely to have a university degree (19.2% vs. 7.2% university degree) and report higher household incomes (\$64,721 vs. \$46,256). This suggests that more affluent, young singles and couples are more likely to take pleasure trips outside of Saskatchewan.

Fig. 2 Demographic Profile of Saskatchewan Residents Who Took an Out-of-Province Trip

Attribute	Size of Market	Took a Pleasure Trip Outside of Saskatchewan	Only Took Pleasure Trips Within Saskatchewan ¹	Total Pleasure Travelers in Saskatchewan	Index ²
		501,231	40,425	541,656	100
Gender	Male	47.2%	50.1%	47.4%	100
	Female	52.8%	49.9%	52.6%	100
Age of Respondent	18 to 24	15.4%	3.0%	14.5%	106
	25 to 34	17.3%	25.7%	18.0%	97
	35 to 44	19.3%	13.5%	18.9%	102
	45 to 54	20.7%	20.5%	20.7%	100
	55 to 64	13.0%	10.7%	12.9%	101
	65 Plus	14.3%	26.7%	15.2%	94
Average Age		44.5	49.8	44.9	N/A
Marital Status	Not married	29.7%	25.3%	29.4%	101
	Married	70.3%	74.7%	70.6%	100
Parental Status	No children under 18	68.3%	61.7%	67.8%	101
	Children under 18	31.7%	38.3%	32.2%	98
Education	High school or less	50.3%	69.9%	51.8%	97
	Some post-secondary	10.9%	6.0%	10.5%	104
	Post-secondary diploma/certificate	19.6%	16.9%	19.4%	101
	University degree	19.2%	7.2%	18.3%	105
Household Income	Under \$20,000	9.2%	12.6%	9.4%	97
	\$20,000 to \$39,999	17.5%	24.6%	18.1%	97
	\$40,000 to \$59,999	15.4%	27.0%	16.3%	95
	\$60,000 to \$79,999	14.5%	4.5%	13.7%	105
	\$80,000 to \$99,999	11.9%	7.5%	11.6%	103
	\$100,000 or more	15.9%	4.1%	15.0%	106
	Not stated	15.5%	19.7%	15.8%	98
Average Household Income		\$64,721	\$46,256	\$63,407	N/A

- 1 - "Only Took Pleasure Trips Within Saskatchewan" 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 province.
- 2 - The "Index" is calculated by dividing the percent for those who took an out-of-province trip by the total percent of pleasure travelers in each group. The Index indicates the extent to which out-of-province travelers are over or under-represented relative to all pleasure travelers in the province. An index of 100 means the percent of out-of-province travelers is the same as that of the average pleasure traveler. Index values over 100 indicate that out-of-province travelers are over-represented relative to the average pleasure traveler in the province. Index values less than 100 indicate that out-of-province travelers are under-represented relative to the average pleasure traveler in the province.

Travel Activity (During Last Two Years)

79.7% of those who took a trip outside of Saskatchewan also took a trip within the province during the last two years. In terms of out-of-province Canadian travel, 91.0% took an out-of-province trip to an adjacent province, with Alberta (84.9%) a much more popular destination than Manitoba (39.1%). 57.1% took a trip to a non-adjacent province or region; most often British Columbia (46.2%) and Ontario (20.5%).

In terms of out-of-country travel, out-of-province travelers were most likely to have taken trips to the United States (40.9%). 11.3% visited Mexico, 8.7% took a trip to an overseas destination and 6.4% traveled to the Caribbean in the last two years.

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

	Took a Pleasure Trip Outside of Saskatchewan	Only Took Pleasure Trips Within Saskatchewan	Total Pleasure Travelers in Saskatchewan
Size of Market	501,231	40,425	541,656
Canada	98.8%	100.0%	98.8%
Took a trip within own province / region	79.7%	100.0%	81.2%
Took a trip to an adjacent province / region	91.0%	0.0%	84.2%
Took a trip to non-adjacent province / region	57.1%	0.0%	52.8%
Newfoundland & Labrador	2.4%	0.0%	2.2%
Prince Edward Island	2.9%	0.0%	2.7%
New Brunswick	4.2%	0.0%	3.9%
Nova Scotia	2.5%	0.0%	2.3%
Quebec	7.6%	0.0%	7.1%
Ontario	20.5%	0.0%	19.0%
Manitoba	39.1%	0.0%	36.2%
Saskatchewan	79.7%	100.0%	81.2%
Alberta	84.9%	0.0%	78.5%
British Columbia	46.2%	0.0%	42.7%
Yukon	1.4%	0.0%	1.3%
Northwest Territories	1.9%	0.0%	1.8%
Nunavut	0.4%	0.0%	0.4%
United States	40.9%	0.0%	37.9%
Mexico	11.3%	0.0%	10.5%
Caribbean	6.4%	0.0%	5.9%
All other destinations	8.7%	0.0%	8.0%

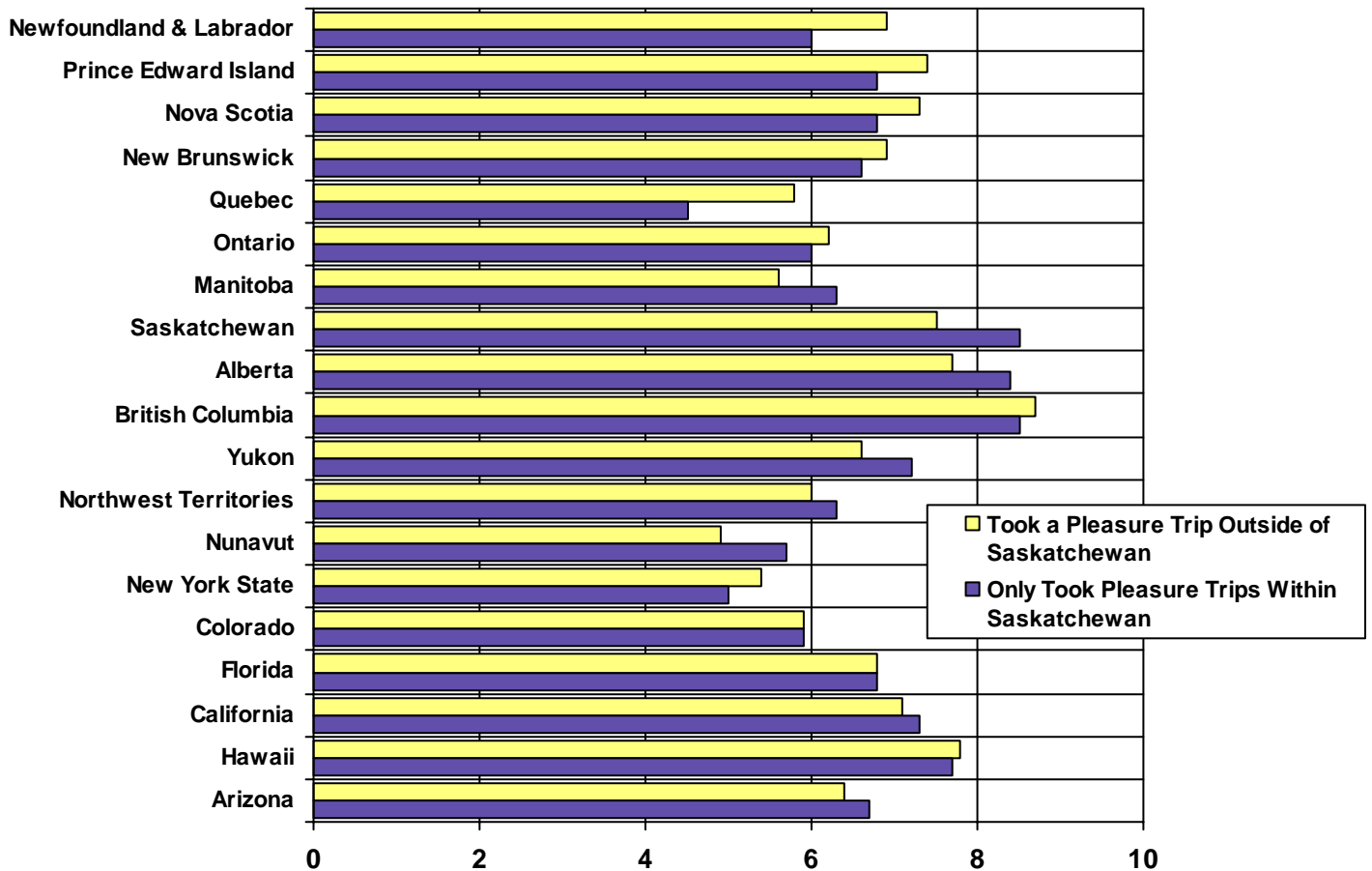
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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.

Saskatchewan Pleasure Travelers considered British Columbia to be the most appealing Canada destination. Relative to within-province travelers, those who traveled outside of Saskatchewan consider the Atlantic Region, Quebec and Ontario to more appealing destinations. On the other hand, those who traveled exclusively within Saskatchewan consider Alberta, Manitoba and Saskatchewan to be more appealing destinations.

Other than a more favourable impression of New York State by out-of-province travelers, the appeal of the U.S. reference states was similar among those who traveled outside of Saskatchewan and those who traveled exclusively within the province.

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

Saskatchewan residents who took a trip outside of the province were very active in culture and entertainment activities while on trips. Relative to those who did not take a trip outside of Saskatchewan, out-of-province travelers most often went shopping and dining and visited historical sites, museums and art galleries while on trips. However, relative to those who did not take a trip outside of Saskatchewan, out-of-province travelers were much more likely to have attended live art performances (e.g., high art performances, live theatre, musical concerts, comedy festivals and clubs, music festivals) and professional sporting events. They are also more likely to have visited educational attractions such as historical sites, museums and art galleries, science and technology exhibits and garden-themed attractions while on trips. Out-of-province travelers from Saskatchewan were also more likely to have taken part in wine, beer or food tastings, to have gambled in casinos and to have visited literary or film festivals while traveling during the past two years.

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 Saskatchewan	Only Took Pleasure Trips Within Saskatchewan	Total Pleasure Travelers in Saskatchewan	Index
Size of Market	501,231	40,425	541,656	100
Shopping & Dining	85.7%	50.9%	83.1%	103
Historical Sites, Museums & Art Galleries	55.9%	21.5%	53.3%	105
Theme Parks & Exhibits	43.7%	11.2%	41.3%	106
Fairs & Festivals	42.6%	24.7%	41.3%	103
Musical Concerts, Festivals & Attractions	37.5%	22.9%	36.5%	103
Casinos	30.7%	14.0%	29.4%	104
Science & Technology Exhibits	28.1%	9.9%	26.7%	105
Agro-Tourism	22.0%	11.8%	21.3%	104
Professional Sporting Events	21.0%	5.0%	19.8%	106
Amateur Tournaments	18.9%	11.2%	18.4%	103
Spas	18.6%	7.3%	17.8%	105
Live Theatre	18.0%	5.5%	17.1%	105
Wine, Beer & Food Tastings	15.2%	0.2%	14.1%	108
Garden Theme Attractions	14.8%	1.2%	13.8%	107
Aboriginal Cultural Experiences	13.9%	5.6%	13.3%	105
Equestrian & Western Events	10.9%	5.9%	10.5%	104
Comedy Festivals & Clubs	9.7%	1.3%	9.1%	107
High Art Performances	8.8%	2.7%	8.3%	105
Participatory Historical Activities	8.8%	4.8%	8.5%	103
National & International Sporting Events	7.2%	2.7%	6.8%	105
Literary & Film Festivals	1.9%	0.0%	1.8%	108

Culture and Entertainment Activities Pursued While Not on Trips

Out-of-province travelers are also more active in culture and entertainment pursuits while not traveling. They are especially likely to patronize local live art performances (e.g., the opera, ballet, classical music concerts, live theatre, jazz clubs) and to attend local sporting events (e.g., professional sports, amateur tournaments). They are also more likely than within-province travelers to visit local museums, art galleries and art shows as well as local zoos and aquariums and to gamble in local casinos, go to bars with rock music, and to go dancing while not traveling. This pattern reflects the fact that out-of-province travelers are younger, better-educated and have higher household incomes.

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

	Took a Pleasure Trip Outside of Saskatchewan	Only Took Pleasure Trips Within Saskatchewan	Total Pleasure Travelers in Saskatchewan	Index
Size of Market	501,231	40,425	541,656	100
Going out to eat in restaurants	90.7%	77.1%	89.7%	101
Going to amateur sporting events	60.1%	48.8%	59.3%	101
Going to festivals or fairs	55.9%	51.6%	55.6%	101
Going to historic sites or heritage buildings	37.2%	39.2%	37.4%	100
Going to museums	33.0%	29.2%	32.7%	101
Going to pick-your-own farms or farmers' market	32.8%	36.7%	33.1%	99
Going to bars with live pop or rock bands	30.5%	21.2%	29.8%	102
Going dancing	29.2%	17.7%	28.4%	103
Going to art galleries or art shows	29.0%	9.9%	27.6%	105
Going to professional sporting events	28.7%	16.4%	27.8%	103
Going to live theatre	27.4%	18.6%	26.7%	102
Going to rock music concerts	21.2%	20.6%	21.2%	100
Going to gamble in casinos	20.5%	10.2%	19.7%	104
Going to zoos or aquariums	20.0%	7.8%	19.1%	105
Going to amusement or theme parks	19.7%	14.7%	19.3%	102
Going to rodeos	18.4%	19.9%	18.5%	99
Going to day spas	16.1%	9.0%	15.6%	103
Going to botanical gardens	14.0%	3.2%	13.2%	106
Going to classical music concerts	11.6%	3.3%	11.0%	106
Staying overnight in a hotel or B&B in own city	7.6%	3.2%	7.3%	104
Going to the ballet	5.8%	2.1%	5.6%	105
Going to jazz clubs	4.9%	0.3%	4.6%	108
Going to the opera	2.6%	0.0%	2.4%	108

Outdoor Activities Pursued While on Trips

Reflecting the younger age of out-of-province travelers, it is not surprising that they were much more active in outdoor activities while on trips than are those who traveled exclusively within the province. In relative terms, out-of-province travelers were more likely to have taken part in warm-weather, resort-based activities (e.g., swimming in the ocean, sunbathing, sailing and surfing, scuba diving and snorkeling), to have gone downhill skiing and snowboarding and to have played golf and other sports (e.g., team sports, tennis) while on trips. They were also more likely to have participated in fitness activities (e.g. exercising and jogging, cycling) and nature-oriented activities (e.g., hiking, climbing and paddling, wildlife viewing) than those who travel exclusively within the province. By contrast, those who only took pleasure trips within Saskatchewan were more likely to have gone fishing while on trips during the past two years.

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 Saskatchewan	Only Took Pleasure Trips Within Saskatchewan	Total Pleasure Travelers in Saskatchewan	Index
Size of Market	501,231	40,425	541,656	100
Wildlife Viewing	46.6%	30.8%	45.4%	103
Ocean Activities (e.g., swimming in ocean, sunbathing)	43.4%	21.2%	41.7%	104
Boating & Swimming (e.g., motorboating, swimming in lakes)	43.1%	37.6%	42.7%	101
Fishing	31.7%	44.0%	32.6%	97
Hiking, Climbing & Paddling	30.9%	11.0%	29.4%	105
Sports & Games (e.g., tennis, board games)	28.4%	10.7%	27.1%	105
Golfing	28.3%	11.5%	27.0%	105
Exercising & Jogging	17.7%	4.4%	16.7%	106
Team Sports (e.g., hockey, baseball)	17.0%	8.0%	16.4%	104
Snowmobiling & ATVing	14.0%	10.7%	13.8%	102
Downhill Skiing & Snowboarding	13.6%	1.8%	12.7%	107
Skating (e.g., ice skating, rollerblading)	12.5%	3.4%	11.8%	106
Cycling	7.6%	4.0%	7.4%	104
Hunting	7.4%	3.7%	7.1%	104
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	6.7%	0.0%	6.2%	108
Horseback Riding	5.4%	3.4%	5.3%	103
Cross-country Skiing & Snowshoeing	5.1%	3.4%	5.0%	103
Motorcycling	3.6%	0.6%	3.3%	107
Freshwater Scuba & Snorkeling	2.1%	0.0%	2.0%	108
Extreme Air Sports (e.g., parachuting)	2.0%	0.0%	1.9%	108
Wilderness Activities (e.g., wilderness skills course)	2.0%	0.3%	1.9%	107

Outdoor Activities Pursued While Not on Trips

While NOT traveling, Saskatchewan residents who traveled outside of the province continue to be very active in outdoor activities. Relative to those who only traveled within Saskatchewan, out-of-province travelers are more likely to go golfing and skiing, play racquet sports and team sports and to take part in fitness activities (e.g., exercising, jogging). They are also more likely to participate in nature-oriented activities (e.g., canoeing and kayaking, hiking). By contrast, those who only took trips within the province are more likely to go camping and fishing, sailing and boating and to ride a snowmobile or ATV while not traveling.

Fig. 8 Outdoor Activities Pursued While NOT on Trips

	Took a Pleasure Trip Outside of Saskatchewan	Only Took Pleasure Trips Within Saskatchewan	Total Pleasure Travelers in Saskatchewan	Index
Size of Market	501,231	40,425	541,656	100
Day outing to a park	66.1%	60.8%	65.7%	101
Gardening	64.1%	56.5%	63.6%	101
Exercising at home or at a fitness club	63.7%	53.6%	62.9%	101
Swimming	58.6%	54.5%	58.3%	101
Picnicking	50.6%	50.8%	50.7%	100
Camping	50.3%	61.8%	51.1%	98
Fishing	41.6%	54.3%	42.5%	98
Golfing	41.3%	22.9%	39.9%	103
Hiking	39.4%	16.7%	37.7%	104
Cycling	38.3%	23.7%	37.2%	103
Ice-skating	28.8%	28.4%	28.8%	100
Sailing or other boating	28.6%	35.7%	29.2%	98
Playing team sports	27.6%	11.3%	26.4%	105
Jogging	25.4%	11.8%	24.4%	104
Riding an all-terrain vehicle (ATV)	22.0%	33.5%	22.8%	96
Snowmobiling	19.5%	24.4%	19.8%	98
Hunting	12.7%	11.7%	12.6%	101
Downhill skiing	11.5%	2.1%	10.8%	107
Rollerblading	11.3%	8.4%	11.1%	102
Playing racquet sports (e.g., tennis or badminton)	11.1%	5.8%	10.7%	104
Horseback riding	10.7%	8.4%	10.5%	102
Canoeing or kayaking	10.2%	3.2%	9.7%	105
Cross-country skiing	7.6%	5.1%	7.5%	103
Snowboarding	3.5%	1.7%	3.3%	104
Skateboarding	1.3%	3.2%	1.4%	90

Accommodations Stayed In While on Trips

Those who only took pleasure trips within Saskatchewan predominantly stayed in public or private campgrounds or lakeside or riverside resorts during the past two years. By contrast, out-of-province travelers were much more likely to have stayed in ski or mountain resorts or seaside resorts. They were also more likely to have stayed in many of the more exotic accommodation types (e.g., health spa, cooking school, wine tasting school) as well as wilderness settings (e.g., remote wilderness lodge or outpost). Those who took trips outside of the province were also more likely to have toured in a motor home or RV or in a houseboat during the last two years.

Fig. 9 Accommodation Stayed In While on Trips

	Took a Pleasure Trip Outside of Saskatchewan	Only Took Pleasure Trips Within Saskatchewan	Total Pleasure Travelers in Saskatchewan	Index
Size of Market	501,231	40,425	541,656	100
A Public Campground in a National, State, Provincial or Municipal Park	38.8%	31.1%	38.3%	102
Lakeside / Riverside Resort	21.5%	14.7%	21.0%	102
A Private Campground	18.3%	17.4%	18.3%	100
Seaside Resort	14.0%	0.0%	12.9%	108
Ski Resort or Mountain Resort	13.3%	0.0%	12.3%	108
Health Spa	11.2%	4.5%	10.7%	105
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	6.6%	2.4%	6.3%	105
Farm or Guest Ranch	6.4%	5.0%	6.3%	102
A Camp Site in a Wilderness Setting (Not a Campground)	6.3%	1.4%	6.0%	106
Wilderness Lodge You Can Drive to by Car	5.7%	3.9%	5.6%	102
On a Houseboat	5.3%	0.2%	4.9%	108
Remote or Fly-In Wilderness Lodge	2.6%	2.1%	2.5%	102
Country Inn or Resort with Gourmet Restaurant	1.8%	0.0%	1.7%	108
Remote or Fly-In Wilderness Outpost	1.0%	0.0%	0.9%	108
Cooking School	0.1%	0.0%	0.1%	108
Wine Tasting School	0.0%	0.0%	0.0%	108

Tours and Cruises Taken During Past Two Years

Out-of-province travelers were much more likely to have taken tours and cruises during the last two years than were those who traveled exclusively within the province. Relative to within-province travelers, out-of-province travelers were especially likely to have taken self-guided and guided, multi-location tours, city tours, tours of wineries, factories and casinos and wilderness tours during the past two years. Not surprisingly, as Saskatchewan is a landlocked province, they were also much more likely to have taken ocean cruises (e.g., Caribbean cruises, Alaskan cruises). Those who exclusively traveled within Saskatchewan primarily took self-guided, sameday tours and scenic drives in the countryside.

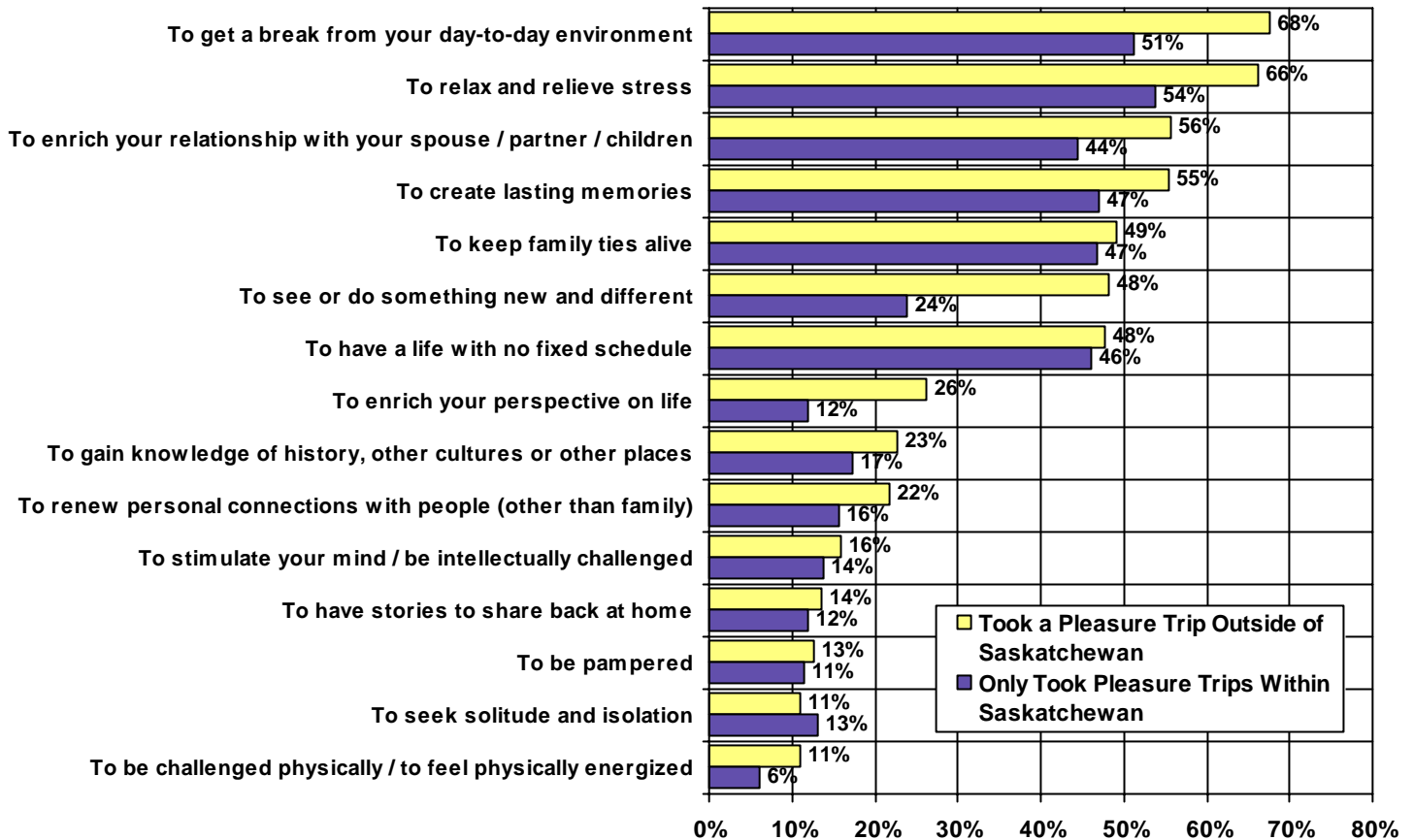
Fig. 10 Tours and Cruises Taken During Past Two Years

	Took a Pleasure Trip Outside of Saskatchewan	Only Took Pleasure Trips Within Saskatchewan	Total Pleasure Travelers in Saskatchewan	Index
Size of Market	501,231	40,425	541,656	100
A self-guided, sameday tour while on an overnight trip	28.0%	20.9%	27.5%	102
An organized, sameday guided tour while on an overnight trip	23.2%	7.1%	22.0%	105
Around the city	21.1%	2.7%	19.7%	107
Around the countryside - scenic drives	20.2%	17.8%	20.0%	101
A self-guided, overnight tour where you stayed in different locations	15.6%	1.6%	14.6%	107
Wilderness tour	12.5%	6.0%	12.1%	104
Some other type of tour	11.7%	5.4%	11.3%	104
On the water (sightseeing cruise)	10.5%	0.7%	9.7%	107
An organized, overnight guided tour where you stayed in a single location	8.9%	1.2%	8.3%	107
An organized, overnight guided tour where you stayed in different locations	8.5%	0.4%	7.9%	108
To a casino	4.6%	0.0%	4.2%	108
Caribbean ocean cruise	3.7%	0.0%	3.5%	107
To a winery	3.6%	0.0%	3.4%	108
To a factory	2.7%	0.0%	2.5%	108
Ocean cruise – Other	2.0%	0.0%	1.8%	108
Cruise on another lake or river	1.7%	0.0%	1.6%	108
Some other type of cruise	1.5%	0.0%	1.4%	108
In the air as a pilot or passenger of an airplane or helicopter	1.4%	0.0%	1.3%	108
Alaskan ocean cruise	1.2%	0.0%	1.1%	108
Cruise on the St. Lawrence River	0.3%	0.0%	0.3%	108
Submarine cruise	0.2%	0.0%	0.2%	108
Great Lakes cruise	0.2%	0.0%	0.2%	108

Benefits Sought While on Vacation

As with most Canadian Pleasure Travelers, Saskatchewan residents tend to take vacations to get a break from their day-to-day environment, relax and relieve stress, create lasting memories and to enrich their relationships with family members. However, those who took trips outside of the province are more likely to prefer vacations that provide intellectual stimulation, learning opportunities (e.g., learn about the history and culture of the destination), physical challenge and novelty (i.e., to see and do something new). They are also more likely to take vacations to renew connections with their friends.

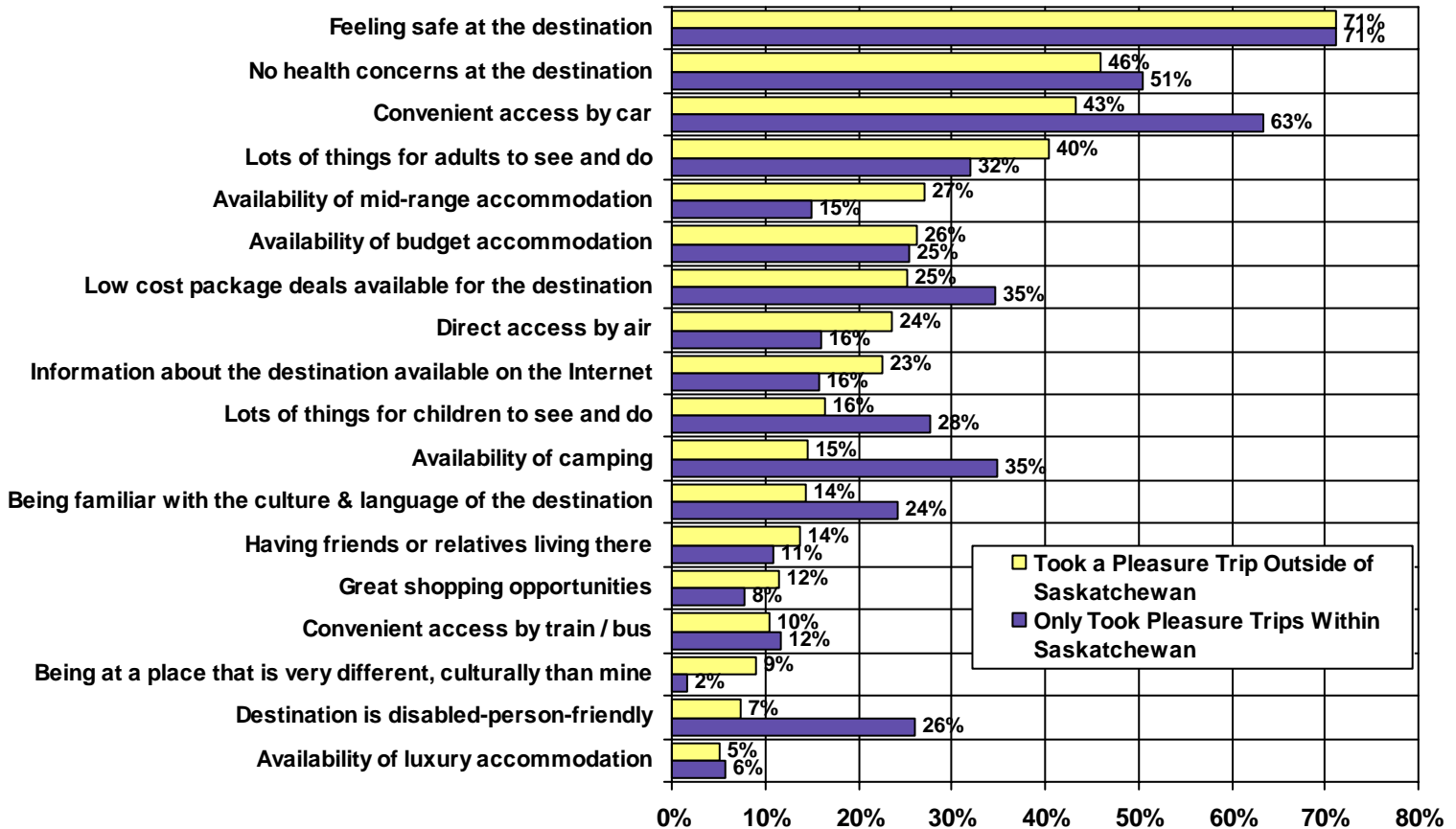
Fig.11 Benefits Sought While on Vacation
(Percent Rating Each Benefit as “Highly Important”)



Other Attributes of a Destination Considered Important

As with most Canadian Pleasure Travelers, Saskatchewan Pleasure Travelers consider it important that they feel safe at a destination. However, those who took trips outside of the province are more likely to value destinations that are culturally distinctive, conveniently accessible by air and have information available on the Internet. They also prefer destinations that have mid-range priced accommodation and great shopping opportunities. By contrast, those who only took trips within Saskatchewan consider it more important that a destination is conveniently accessible by car, has a familiar culture and language, lots of activities for children to see and do and camping available. Within-province travelers are also more likely to look for accommodation that is accessible to persons with disabilities.

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



How Destinations Are Selected

Those who traveled outside of the province are more likely to begin planning vacations with a particular destination in mind than those who did not travel outside of the province. This may reflect the fact that within-province travelers are more likely to visit the same destinations on repeated occasions than do out-of-province travelers.

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

	Took a Pleasure Trip Outside of Saskatchewan	Only Took Pleasure Trips Within Saskatchewan	Total Pleasure Travelers in Saskatchewan	Index
Size of Market	501,231	40,425	541,656	100
Summer				
Started with a desired destination in mind	50.4%	43.3%	49.9%	101
Started by considering specific activities wanted to do	11.3%	5.3%	10.8%	104
Started with a certain type of vacation experience in mind	24.2%	22.3%	24.1%	101
Looked for packaged deals - no destination in mind	0.7%	0.0%	0.6%	108
Considered something else first	5.0%	3.6%	4.9%	102
Don't know / Other	8.4%	25.6%	9.7%	87
Winter				
Started with a desired destination in mind	52.0%	39.1%	51.5%	101
Started by considering specific activities wanted to do	13.6%	16.2%	13.7%	99
Started with a certain type of vacation experience in mind	20.0%	25.4%	20.2%	99
Looked for packaged deals - no destination in mind	2.2%	0.0%	2.1%	105
Considered something else first	4.1%	5.5%	4.2%	99
Don't know / Other	8.1%	13.7%	8.3%	97

Trip Planning and Information Sources Consulted

Out-of-province travelers are more likely than within-province travelers to be solely or partially responsible for planning their trips (61.0% versus 44.9%). In fact, the majority of within-province travelers report that someone else generally plans their trips. Out-of-province travelers also tend to consult a wider range of travel information to plan their trips. Out-of-province travelers most often use the Internet, word of mouth and past experience to plan their travel. However, relative to those who traveled exclusively within the province, out-of-province travelers are especially likely to obtain travel information from the Internet, travel agents, auto clubs, maps, official government travel guides and visitor information centres, articles and advertising in newspapers or magazines and travel guidebooks such as Fodor's.

Fig. 14 Who Plans Vacations and Information Sources Consulted

		Took a Pleasure Trip Outside of Saskatchewan	Only Took Pleasure Trips Within Saskatchewan	Total Pleasure Travelers in Saskatchewan	Index
Size of Market		501,231	40,425	541,656	100
Who Plans Trips?	Respondent plans trips	41.2%	33.3%	40.7%	101
	Trip planning a shared responsibility	19.8%	10.6%	19.2%	103
	Someone else plans trips	39.0%	56.1%	40.1%	97
Information Sources Consulted	An Internet website	56.4%	17.5%	53.9%	105
	Advice of others / Word-of-mouth	54.9%	40.2%	53.9%	102
	Past experience / Been there before	53.1%	50.9%	52.9%	100
	Maps	38.8%	16.2%	37.4%	104
	A travel agent	26.4%	0.5%	24.7%	107
	Official travel guides or brochures from state / province	25.2%	6.8%	24.0%	105
	Visitor information centres	20.3%	12.5%	19.8%	103
	An auto club such as CAA	19.4%	1.3%	18.2%	106
	Articles in newspapers / magazines	15.4%	2.1%	14.5%	106
	Advertisements in newspapers / magazines	10.9%	2.5%	10.4%	105
	Travel information received in the mail	9.5%	4.3%	9.1%	104
	Travel guide books such as Fodor's	9.2%	2.2%	8.7%	105
	Programs on television	6.7%	1.4%	6.4%	105
	Advertisements on television	4.5%	2.6%	4.4%	103
	An electronic newsletter or magazine received by e-mail	4.3%	0.8%	4.1%	106
	Visits to trade, travel or sports shows	2.1%	0.0%	2.0%	107

Use of the Internet to Plan and Arrange Trips

The majority of Saskatchewan residents who took a trip outside of the province use the Internet to plan (51.8%) and book travel (27.9%). By contrast, those who exclusively traveled within the province rarely use the Internet to plan (13.4%) and book (1.1%) travel. Out-of-province travelers most often consult a hotel or resort website, the website of a country, region or city, airline websites, travel planning or booking websites and the websites of specific attractions. In contrast, within-province travelers primarily visit the websites of specific regions or cities.

As with most Canadian Pleasure Travelers, Saskatchewan out-of-province travelers most often purchase airline tickets and accommodation online. They are also somewhat likely to arrange for car rentals and purchase tickets for specific activities or attractions using the Internet.

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

		Took a Pleasure Trip Outside of Saskatchewan	Only Took Pleasure Trips Within Saskatchewan	Total Pleasure Travelers in Saskatchewan	Index
	Size of Market	501,231	40,425	541,656	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	48.2%	86.7%	51.1%	94
	Uses Internet to plan trips only	23.9%	12.3%	23.0%	104
	Uses Internet to book part of trip	27.9%	1.1%	25.9%	108
Types of Websites Consulted	A website of a hotel or resort	56.8%	14.6%	55.9%	102
	A tourism website of a country/region/city	47.1%	38.5%	47.0%	100
	An airline website	45.4%	0.0%	44.5%	102
	A travel planning / booking website	40.8%	0.0%	39.9%	102
	A website of an attraction	38.3%	21.4%	38.0%	101
	Some other website	29.3%	75.0%	30.2%	97
	A cruise line website	5.3%	0.0%	5.2%	102
	A motorcoach website	2.9%	0.0%	2.8%	102
Parts of Trips Booked Over The Internet	Air tickets	72.9%	0.0%	72.7%	100
	Accommodation	63.7%	100.0%	63.9%	100
	Car rental	24.7%	0.0%	24.6%	100
	Tickets or fees for specific activities or attractions	23.5%	0.0%	23.4%	100
	Tickets for rail, bus or boat / ship fares	9.8%	0.0%	9.8%	100
	A package containing two or more items	9.1%	0.0%	9.0%	100
	Other	3.7%	0.0%	3.7%	100

Media Consumption Habits

Saskatchewan residents who took trips outside of the province are much more likely than within-province travelers to use travel media (e.g., travel websites, travel programs). Out-of-province travelers may also be effectively targeted through sports media (e.g., sports on television, all-sports radio), business, finance and investing magazines and science and geography magazines. They may also be reached through jazz and soft rock radio stations. Those who traveled exclusively within Saskatchewan are best reached through home-oriented magazines (e.g., food and cooking, family and parenting), late-night talk shows and cooking shows and country music radio stations.

Fig. 16 Media Consumption Habits

		Took a Pleasure Trip Outside of Saskatchewan	Only Took Pleasure Trips Within Saskatchewan	Total Pleasure Travelers in Saskatchewan	Index
	Size of Market	501,231	40,425	541,656	100
Newspaper Readership	Reads daily newspaper	84.8%	89.6%	85.1%	100
	Reads weekend edition of newspaper	84.4%	90.7%	84.9%	99
	Reads local neighbourhood or community newspapers	58.8%	76.2%	60.1%	98
	Reads other types of newspapers	20.1%	29.8%	20.8%	97
	Frequently or occasionally reads travel section of daily newspaper	35.9%	29.0%	35.4%	101
	Frequently or occasionally reads travel section of weekend newspaper	35.8%	25.9%	35.0%	102
Types of Magazines Read (Top 5 Indexed)	Business, finance and investing	8.7%	2.2%	8.2%	106
	Photography and video	2.5%	0.7%	2.4%	106
	Travel (e.g., Condé Nast)	7.0%	2.7%	6.7%	105
	Science and geography	16.9%	7.3%	16.2%	104
	Professional sports	7.2%	3.2%	6.9%	104
Type of Television Programs Watched (Top 5 Indexed)	Shopping channels	2.8%	0.0%	2.6%	108
	Travel shows	23.3%	8.1%	22.1%	105
	Sports / sports shows	45.5%	34.1%	44.7%	102
	Dramas (e.g., Law & Order)	59.9%	46.4%	58.9%	102
	Home & garden shows	35.7%	30.6%	35.3%	101
Type of Radio Programs Listened To (Top 5 Indexed)	Jazz / Big band	5.0%	0.3%	4.7%	108
	Soft music / Adult contemporary	18.0%	5.5%	17.1%	106
	All sports	7.7%	3.5%	7.4%	104
	Classical music	10.0%	6.1%	9.7%	103
	Top 40 / Current hits	30.6%	21.9%	29.9%	102
Types of Websites Visited (Top 5 Indexed)	Travel	45.8%	17.1%	44.5%	103
	Network news sites (e.g., CBC, CNN)	28.8%	14.6%	28.2%	102
	Sports	28.8%	23.2%	28.5%	101
	Weather	61.1%	55.0%	60.8%	100
	Shopping (all types)	28.2%	27.0%	28.1%	100

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	