

# CANADIAN TRAVEL MARKET

## Canadian Travelers to Ontario

### *A Profile Report*

**January 24, 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 Partnership, Alberta Tourism, Parks, Recreation and Culture, Department of Canadian Heritage, Tourism British Columbia, Parks Canada Agency, Government of Yukon, Government of Northwest Territories



## Executive Summary

Over the last two years, 27.0% of adult Canadians (4,076,814) took an overnight trip to Ontario from another province. 72.8% (2,942,654) of those who took a trip to Ontario report taking a “pleasure trip” to the province. Overall, 26.1% of the Canadian Pleasure Travelers from other provinces reported taking at least one pleasure trip to Ontario during the past two years. Ontario was the most frequently visited Canadian destination by Canadian Pleasure Travelers who visited another province in Canada.

Those who took a pleasure trip to Ontario are most likely to live in Manitoba, Quebec and the Atlantic Region. Those from Saskatchewan were the least likely to have taken a pleasure trip to Ontario during the last two years.

Canadian Pleasure Travelers who visited Ontario are slightly over-represented among those 55 and older. They are also more likely to have a university degree (37.4%) and report above-average household incomes (\$74,104).

Canadians who visited Ontario from another province are more active than other Canadian Pleasure Travelers in culture and entertainment pursuits while on trips. Relative to other Canadian Pleasure Travelers, they were more likely to have attended a literary or film festival and live art performances (e.g., high art performance, live theatre, musical concerts), to have gambled in a casino and to have taken part in a wine, beer or food tasting while on trips. They are also quite active in outdoor activities while they travel and were especially likely to have exercised, jogged or cycled and to have gone skiing (e.g., cross-country skiing, downhill skiing) during the past two years.

Canadians who visited Ontario prefer vacations that provide intellectual stimulation, learning opportunities (e.g., learn about the history and culture of the destination, to enrich one’s perspective on life), novelty and an opportunity to renew connections with friends. This suggests that Ontario should market itself as a place with novel and intellectually stimulating activities and attractions.

Canadians who took a trip to Ontario are somewhat above-average users of the Internet to plan (66.4%) and book travel (45.2%). They are also somewhat above-average consumers of travel media. They may be most effectively reached through news programming (e.g., news magazine, all news radio stations, news websites). They may also be targeted through business, finance and investing magazines, city lifestyle magazines and intellectual television programming (e.g., history, biography). They are more likely than others to listen to radio stations that feature jazz / big band music and classical music.

### Travel Activity and Motivation Survey (TAMS)

The TAMS survey examines the recreational activities and travel habits of Canadians and Americans. The survey examines out-of-town, overnight travel behaviour of one or more nights over the past two years and provides detailed information on Travelers' activities, travel motivators, places visited, type of accommodation used, impressions of Canada, its provinces and territories, demographics and media consumption patterns.

TAMS represents a comprehensive assessment of travel behaviour and motivators and provides a rich and authoritative database by which to develop marketing strategies and travel products to attract visitors to Canada. In particular, TAMS was designed to:

- Identify existing and potential tourism markets;
- Measure the likelihood of these tourism markets being attracted to vacation experiences in Canada;
- Create packaging opportunities for each of these markets;
- Determine how to reach these markets (i.e., in terms of media strategies); and
- Provide information on how to fine-tune and target existing marketing campaigns.

TAMS was sponsored by the following organizations:

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

The survey was conducted in Canada and the United States between January 2006 and June 2006 and it includes only adults (18 years and over). The reference period for the data is 2004 and 2005.

The Canadian database is used in this current report. This survey was conducted by Statistics Canada. 31,699 completed questionnaires were returned. The data have been weighted to project the results to the Canadian population.

This report profiles Canadians who live in other provinces who visited Ontario and compares them with other Canadian Pleasure Travelers (i.e., those who took at least one pleasure trip in the last two years). This report is part of a series of eight reports reviewing the out-of-province travel activities of Canadians to specific destinations within Canada prepared using the Canadian TAMS database.

## Canadian Travelers to Ontario

### Market Incidence

Over the last two years, 27.0% of adult Canadians (4,076,814) took an overnight trip to Ontario from another province. 72.8% (2,942,654) of those who took a trip to Ontario report taking a “pleasure trip” to the province. Overall, 26.1% of the Canadian Pleasure Travelers from other provinces reported taking at least one pleasure trip to Ontario during the past two years. Among those who took a pleasure trip to Ontario, 36.0% report taking two of more pleasure trips to Ontario.

During the past two years, Ontario was the most frequently visited Canadian destination by Canadian Pleasure Travelers who visited another province in Canada.

Fig. 1 Incidence of Trips<sup>1</sup> to Ontario during the Past Two Years

|  | Ontario   |
|--|-----------|
| Number of Out-of-Province Canadians Taking a Trip to Ontario (Any Purpose) <sup>2</sup>          | 4,076,814 |
| Percent of Out-of-Province Canadian Population   | 27.0%     |
| Number of Out-of-Province Canadians Taking a Pleasure Trip to Ontario <sup>3</sup>               | 2,942,654 |
| Percent of Out-of-Province Canadian Pleasure Travelers <sup>4</sup>                              | 26.1%     |
| Percent of Canadian Pleasure Travelers Taking Two or More Pleasure Trips to Ontario <sup>5</sup> | 36.0%     |

- 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 - Defined as individuals who took at least one overnight trip to Ontario in the last two years for any purpose.
- 3 - This row reports the number of the Canadians who took a “pleasure trip” to Ontario from another province 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 Canadian “Pleasure Travelers” who took a trip to Ontario from another province.
- 5 - This row reports the percent of Canadian Pleasure Travelers who visited Ontario from another province who took two or more pleasure trips to Ontario during the last two years.

### Incidence by Region

Those who took a pleasure trip to Ontario are most likely to live in Manitoba, Quebec and the Atlantic Region. Those from Saskatchewan were the least likely to have taken a pleasure trip to Ontario during the last two years.

Fig. 2 Geographic Distribution of Those Who Took a Trip to Ontario

|                    | Population | Estimated Number Who Took a Pleasure Trip to Ontario | Percent of Pleasure Travelers Who Took a Pleasure Trip to Ontario | Percent of Total Population Who Took a Pleasure Trip to Ontario |
|--------------------|------------|--|---|---|
| Canada             | 15,104,511 | 2,942,654  | 26.1%   | 12.6%   |
| Atlantic Provinces | 1,822,494  | 419,472  | 33.1%   | 12.5%   |
| Quebec             | 5,940,869  | 1,400,535  | 33.4%   | 32.3%   |
| Manitoba           | 843,107    | 251,316  | 42.2%   | 9.9%  |
| Saskatchewan       | 706,325    | 72,874   | 13.5%   | 4.3%  |
| Alberta            | 2,465,540  | 374,874  | 18.7%   | 4.9%  |
| British Columbia   | 3,326,176  | 423,584  | 15.9%   | 5.5%  |

## Demographic Profile

Canadian Pleasure Travelers who visited Ontario are slightly over-represented among those 55 and older. They are also more likely to have a university degree (37.4%) and household incomes above \$80,000 (37.0%) than the average Canadian Pleasure Traveler (where 29.1% have a university degree and 30.6% report household incomes of \$80,000 or more).

Fig. 3 Demographic Profile of Visitors to Ontario Relative to All Out-of-Province Canadian Pleasure Travelers

| Attribute                | Size of Market                     | Took a Pleasure Trip to Ontario | Did Not Take a Pleasure Trip to Ontario <sup>1</sup> | Pleasure Travelers | Index <sup>2</sup> |
|--------------------------|------------------------------------|---------------------------------|--|--------------------|--------------------|
|                          |                                    | 2,942,654                       | 8,328,154  | 11,270,808         | 100                |
| Gender                   | Male                               | 49.6%                           | 48.8%  | 49.0%              | 101                |
|                          | Female                             | 50.4%                           | 51.2%  | 51.0%              | 99                 |
| Age of Respondent        | 18 to 24                           | 11.9%                           | 13.4%  | 13.0%              | 92                 |
|                          | 25 to 34                           | 17.8%                           | 20.0%  | 19.5%              | 92                 |
|                          | 35 to 44                           | 19.4%                           | 20.0%  | 19.8%              | 98                 |
|                          | 45 to 54                           | 19.5%                           | 21.0%  | 20.6%              | 95                 |
|                          | 55 to 64                           | 16.6%                           | 13.6%  | 14.4%              | 115                |
|                          | 65 Plus                            | 14.7%                           | 12.0%  | 12.7%              | 116                |
| Average Age              |                                    | 45.8                            | 44.0   | 44.5               | N/A                |
| Marital Status           | Not married                        | 33.0%                           | 32.6%  | 32.7%              | 101                |
|                          | Married                            | 67.0%                           | 67.4%  | 67.3%              | 100                |
| Parental Status          | No children under 18               | 74.3%                           | 71.6%  | 72.3%              | 103                |
|                          | Children under 18                  | 25.7%                           | 28.4%  | 27.7%              | 93                 |
| Education                | High school or less                | 31.2%                           | 40.3%  | 37.9%              | 82                 |
|                          | Some post-secondary                | 10.5%                           | 10.3%  | 10.4%              | 101                |
|                          | Post-secondary diploma/certificate | 20.9%                           | 23.2%  | 22.6%              | 92                 |
|                          | University degree                  | 37.4%                           | 26.1%  | 29.1%              | 129                |
| Household Income         | Under \$20,000                     | 5.5%                            | 6.9%   | 6.6%               | 83                 |
|                          | \$20,000 to \$39,999               | 14.3%                           | 17.5%  | 16.7%              | 86                 |
|                          | \$40,000 to \$59,999               | 15.1%                           | 18.3%  | 17.5%              | 86                 |
|                          | \$60,000 to \$79,999               | 16.3%                           | 15.7%  | 15.9%              | 103                |
|                          | \$80,000 to \$99,999               | 13.6%                           | 10.7%  | 11.5%              | 118                |
|                          | \$100,000 or more                  | 23.4%                           | 17.7%  | 19.1%              | 122                |
|                          | Not stated                         | 11.9%                           | 13.1%  | 12.8%              | 93                 |
| Average Household Income |                                    | \$74,014                        | \$66,569   | \$68,532           | N/A                |

- 1 - "Did Not Take a Trip to Ontario" is defined as an individual who took at least one out-of-town, overnight pleasure trip of one or more nights in the last two years but did not go to Ontario on any trip.
- 2 - The "Index" is calculated by dividing the percent for those who visited Ontario in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which visitors are over or under-represented relative to the average out-of-province Canadian Pleasure Traveler. An index of 100 means the percent of visitors is the same as that of the average out-of-province Canadian Pleasure Traveler. Index values over 100 indicate that visitors are over-represented relative to the average out-of-province Canadian Pleasure Traveler. Index values less than 100 indicate that visitors are under-represented relative to the average out-of-province Canadian Pleasure Traveler.

### Travel Activity (During Last Two Years)

Those who visited Ontario during the last two years are frequent travelers with 60.5% taking five or more pleasure trips in the last two years. (Note: 47.0% of Canadian Pleasure Travelers took five or more pleasure trips in the last two years). As such, they were more likely than the average Canadian Pleasure Traveler to have traveled to the United States, the Caribbean, Mexico and overseas destinations.

Those who visited Ontario also frequently took trips to other parts of Canada and especially Quebec (56.8%), British Columbia (35.5%) and Alberta (30.5%). Relative to other Canadian Pleasure Travelers, those who visited Ontario were also especially likely to have traveled in the Atlantic Region during the last two years.

Fig. 4 Percent Traveling to Canada and Other Destinations during Past Two Years

|   | Took a Pleasure Trip to Ontario | Did Not Take a Pleasure Trip to Ontario | Pleasure Travelers | Index |
|---|---------------------------------|---|--------------------|-------|
| Size of Market                                | 2,942,654                       | 8,328,154                               | 11,270,808         | 100   |
| Canada  | 100.0%                          | 95.0%                                   | 96.3%              | 104   |
| Took a trip within own province / region      | 82.2%                           | 87.2%                                   | 85.9%              | 96    |
| Took a trip to an adjacent province / region  | 83.1%                           | 41.4%                                   | 52.3%              | 159   |
| Took a trip to non-adjacent province / region | 65.6%                           | 23.1%                                   | 34.2%              | 192   |
| Newfoundland and Labrador                     | 6.7%                            | 3.7%                                    | 4.5%               | 149   |
| Prince Edward Island                          | 12.3%                           | 6.2%                                    | 7.8%               | 158   |
| New Brunswick                                 | 20.7%                           | 9.7%                                    | 12.6%              | 165   |
| Nova Scotia                                   | 23.3%                           | 11.5%                                   | 14.5%              | 160   |
| Quebec  | 56.8%                           | 35.6%                                   | 41.1%              | 138   |
| Ontario                                       | 100.0%                          | 0.0%                                    | 33.0%              | 303   |
| Manitoba                                      | 16.1%                           | 8.7%                                    | 10.6%              | 152   |
| Saskatchewan                                  | 16.4%                           | 15.8%                                   | 15.9%              | 103   |
| Alberta                                       | 30.5%                           | 36.0%                                   | 34.6%              | 88    |
| British Columbia                              | 35.5%                           | 42.5%                                   | 40.7%              | 87    |
| Yukon   | 1.4%                            | 1.3%                                    | 1.4%               | 106   |
| Northwest Territories                         | 1.1%                            | 0.9%                                    | 0.9%               | 120   |
| Nunavut                                       | 0.6%                            | 0.3%                                    | 0.4%               | 153   |
| United States                                 | 54.9%                           | 42.4%                                   | 45.7%              | 120   |
| Mexico  | 13.9%                           | 11.9%                                   | 12.4%              | 112   |
| Caribbean                                     | 17.7%                           | 10.7%                                   | 12.5%              | 142   |
| All other destinations                        | 22.4%                           | 17.0%                                   | 18.4%              | 122   |

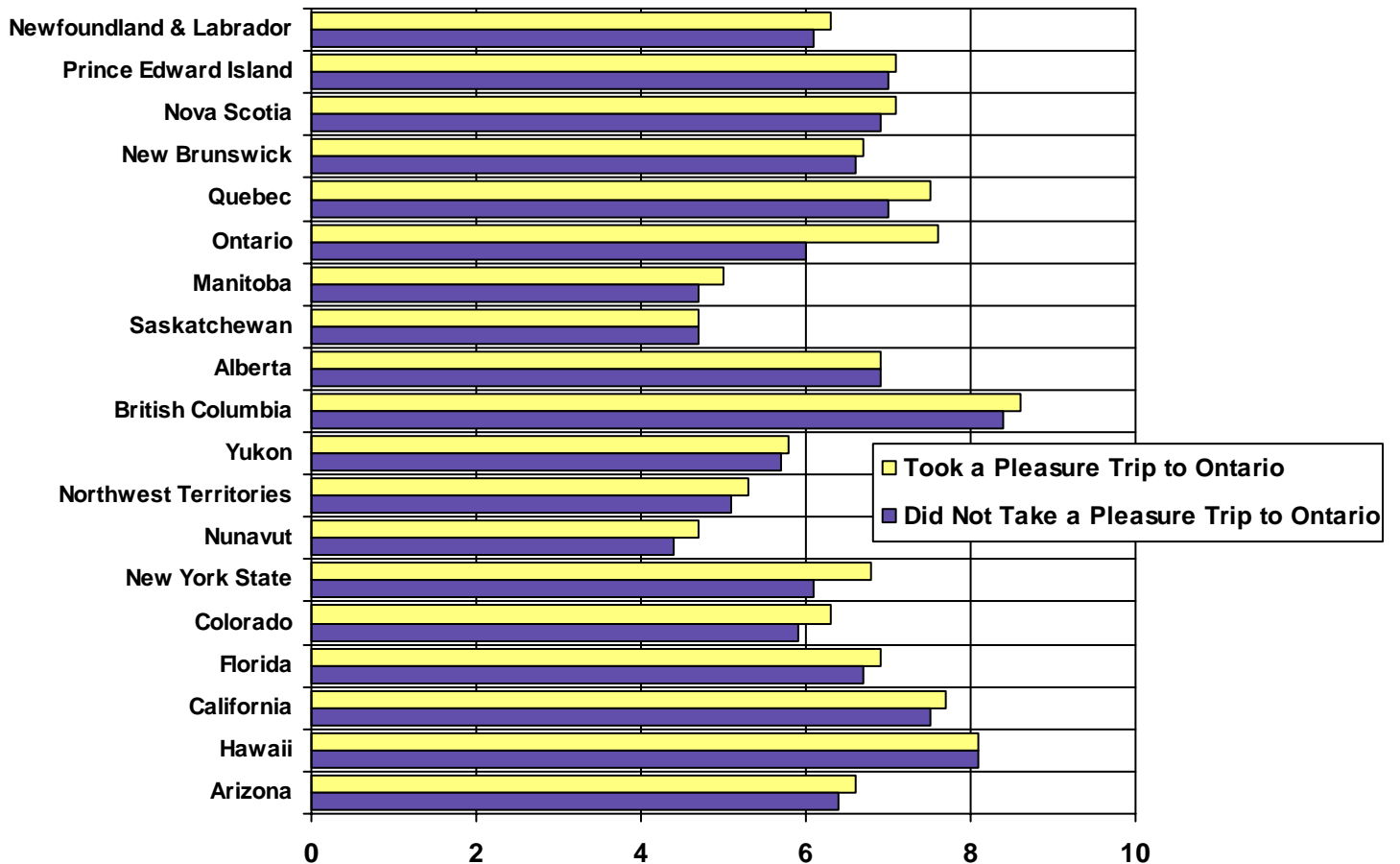
**Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories**

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.

Canadian Travelers who visited Ontario have a more favourable impression of Ontario and Quebec than do other Canadian Pleasure Travelers; perhaps, in part, reflecting the fact that most of the visitors to Ontario are from Quebec. However, British Columbia (8.6) was perceived as the most appealing Canadian destination, followed by Ontario (8.6) and Quebec (7.5).

New York State and Colorado were also perceived as more attractive destinations by travelers to Ontario than by other Canadian Pleasure Travelers. Hawaii (8.1) was considered the most appealing U.S. destination of the six assessed.

Fig. 5 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

Canadians who visited Ontario from another province are somewhat more active than other Canadian Pleasure Travelers in culture and entertainment pursuits while on trips. The most frequent activities undertaken include shopping and dining and visits to historical sites, museums and art galleries. However, relative to the average Canadian Pleasure Traveler, Ontario visitors were much more likely to have attended a literary or film festival, live art performances (e.g., high art performance, live theatre, musical concerts) and to have visited a science and technology exhibit while traveling during the past two years. They were also more likely to have taken part in a wine, beer or food tasting, gambled in a casino, and to have visited a health spa and garden-themed attraction while on trips.

Fig. 6 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 to Ontario | Did Not Take a Pleasure Trip to Ontario | Pleasure Travelers | Index |
|---|---------------------------------|---|--------------------|-------|
| Size of Market                            | 2,942,654                       | 8,328,154                               | 11,270,808         | 100   |
| Shopping & Dining                         | 89.2%                           | 82.4%                                   | 84.2%              | 106   |
| Historical Sites, Museums & Art Galleries | 69.7%                           | 53.6%                                   | 57.8%              | 121   |
| Theme Parks & Exhibits                    | 43.3%                           | 39.2%                                   | 40.3%              | 107   |
| Fairs & Festivals                         | 42.9%                           | 34.3%                                   | 36.5%              | 117   |
| Musical Concerts, Festivals & Attractions | 37.9%                           | 30.6%                                   | 32.5%              | 117   |
| Wine, Beer & Food Tastings                | 31.6%                           | 20.9%                                   | 23.7%              | 133   |
| Science & Technology Exhibits             | 30.9%                           | 19.7%                                   | 22.7%              | 136   |
| Casinos                                   | 28.6%                           | 20.7%                                   | 22.8%              | 126   |
| Live Theatre                              | 26.7%                           | 15.5%                                   | 18.4%              | 145   |
| Garden Theme Attractions                  | 22.8%                           | 16.3%                                   | 18.0%              | 127   |
| Agro-Tourism                              | 18.3%                           | 15.3%                                   | 16.1%              | 114   |
| Professional Sporting Events              | 16.6%                           | 13.8%                                   | 14.5%              | 114   |
| High Art Performances                     | 14.9%                           | 8.9%                                    | 10.5%              | 142   |
| Comedy Festivals & Clubs                  | 14.0%                           | 10.0%                                   | 11.0%              | 126   |
| Spas                                      | 13.5%                           | 9.4%                                    | 10.5%              | 129   |
| Aboriginal Cultural Experiences           | 13.2%                           | 11.3%                                   | 11.8%              | 112   |
| Amateur Tournaments                       | 12.2%                           | 11.3%                                   | 11.5%              | 106   |
| Participatory Historical Activities       | 9.4%                            | 6.9%                                    | 7.6%               | 124   |
| Equestrian & Western Events               | 8.0%                            | 6.8%                                    | 7.1%               | 113   |
| Literary & Film Festivals                 | 4.9%                            | 1.9%                                    | 2.7%               | 183   |
| National & International Sporting Events  | 3.6%                            | 3.3%                                    | 3.4%               | 106   |

### Culture and Entertainment Activities Pursued While Not on Trips

Canadian Pleasure Travelers who took a pleasure trip to Ontario from another province tend to be quite sophisticated in terms of their cultural pursuits while NOT traveling. They frequently dine in local restaurants and attend local festivals or fairs. Relative to other Canadian Pleasure Travelers, those who visited Ontario are especially likely to patronize local live art performances (e.g., the opera, ballet, classical music concerts, live theatre, jazz clubs) and to visit local museums and art galleries. On the other hand, they are less likely to gamble in local casinos or go to local rodeos.

Fig. 7 Culture and Entertainment Activities Pursued While Not on Trips

|   | Took a Pleasure Trip to Ontario | Did Not Take a Pleasure Trip to Ontario | Pleasure Travelers | Index |
|---|---------------------------------|---|--------------------|-------|
| Size of Market                                  | 2,942,654                       | 8,328,154                               | 11,270,808         | 100   |
| Going out to eat in restaurants                 | 93.1%                           | 91.3%                                   | 91.8%              | 101   |
| Going to festivals or fairs                     | 63.4%                           | 60.4%                                   | 61.1%              | 104   |
| Going to historic sites or heritage buildings   | 45.2%                           | 38.0%                                   | 39.9%              | 113   |
| Going to amateur sporting events                | 42.8%                           | 43.6%                                   | 43.4%              | 99    |
| Going to live theatre                           | 41.0%                           | 30.2%                                   | 33.0%              | 124   |
| Going to art galleries or art shows             | 40.2%                           | 27.6%                                   | 30.9%              | 130   |
| Going to pick-your-own farms or farmers' market | 39.2%                           | 38.6%                                   | 38.7%              | 101   |
| Going to museums                                | 39.1%                           | 28.9%                                   | 31.6%              | 124   |
| Going to zoos or aquariums                      | 33.6%                           | 31.0%                                   | 31.7%              | 106   |
| Going dancing                                   | 33.5%                           | 29.6%                                   | 30.6%              | 109   |
| Going to botanical gardens                      | 32.9%                           | 25.6%                                   | 27.5%              | 120   |
| Going to professional sporting events           | 32.4%                           | 29.9%                                   | 30.6%              | 106   |
| Going to bars with live pop or rock bands       | 29.8%                           | 26.8%                                   | 27.5%              | 108   |
| Going to amusement or theme parks               | 28.4%                           | 27.2%                                   | 27.5%              | 103   |
| Going to rock music concerts                    | 24.0%                           | 21.3%                                   | 22.0%              | 109   |
| Going to classical music concerts               | 21.8%                           | 14.5%                                   | 16.4%              | 133   |
| Going to day spas                               | 16.7%                           | 13.1%                                   | 14.1%              | 119   |
| Going to gamble in casinos                      | 15.0%                           | 15.7%                                   | 15.5%              | 97    |
| Staying overnight in a hotel or B&B in own city | 12.1%                           | 9.4%                                    | 10.1%              | 120   |
| Going to jazz clubs                             | 10.7%                           | 5.9%                                    | 7.2%               | 149   |
| Going to the ballet                             | 10.4%                           | 5.5%                                    | 6.8%               | 153   |
| Going to the opera                              | 9.1%                            | 5.2%                                    | 6.2%               | 146   |
| Going to rodeos                                 | 7.8%                            | 11.4%                                   | 10.4%              | 75    |

### Outdoor Activities Pursued While on Trips

Canadians Pleasure Travelers who visited Ontario were also quite active in outdoor activities while on trips during the past two years. Relative to the average out-of-province, Canadian Pleasure Traveler, they were especially likely to have gone exercising, jogging, cycling, sailing and surfing, freshwater scuba diving and snorkeling and skiing (e.g., cross-country skiing, downhill skiing) while on trips.

Fig. 8 Outdoor Activities Pursued While on Trips  
(See Appendix Two for a Definition of Each Type of Outdoor Activity)

| Size of Market  | Took a Pleasure Trip to Ontario | Did Not Take a Pleasure Trip to Ontario | Pleasure Travelers | Index |
|---|---------------------------------|---|--------------------|-------|
|   | 2,942,654                       | 8,328,154                               | 11,270,808         | 100   |
| Ocean Activities (e.g., swimming in ocean, sunbathing)      | 52.8%                           | 46.9%                                   | 48.4%              | 109   |
| Wildlife Viewing  | 49.0%                           | 41.0%                                   | 43.1%              | 114   |
| Boating & Swimming (e.g., motorboating, swimming in lakes)  | 44.0%                           | 37.1%                                   | 38.9%              | 113   |
| Hiking, Climbing & Paddling                                 | 40.8%                           | 33.1%                                   | 35.1%              | 116   |
| Sports & Games (e.g., tennis, board games)                  | 24.2%                           | 20.8%                                   | 21.7%              | 112   |
| Fishing   | 23.3%                           | 23.7%                                   | 23.6%              | 99    |
| Golfing   | 20.3%                           | 16.8%                                   | 17.7%              | 115   |
| Exercising & Jogging  | 20.1%                           | 13.8%                                   | 15.5%              | 130   |
| Cycling   | 18.1%                           | 13.3%                                   | 14.6%              | 124   |
| Downhill Skiing & Snowboarding                              | 17.5%                           | 13.8%                                   | 14.7%              | 119   |
| Skating (e.g., ice skating, rollerblading)                  | 15.7%                           | 11.7%                                   | 12.7%              | 123   |
| Cross-country Skiing & Snowshoeing                          | 13.5%                           | 9.5%                                    | 10.6%              | 128   |
| Team Sports (e.g., hockey, baseball)                        | 12.0%                           | 10.6%                                   | 10.9%              | 109   |
| Snowmobiling & ATVing                                       | 11.7%                           | 12.7%                                   | 12.5%              | 94    |
| Sailing & Surfing (e.g., sailing, windsurfing, parasailing) | 7.9%                            | 5.5%                                    | 6.1%               | 130   |
| Horseback Riding  | 5.0%                            | 5.0%                                    | 5.0%               | 100   |
| Hunting   | 4.9%                            | 6.1%                                    | 5.8%               | 85    |
| Motorcycling  | 4.1%                            | 3.2%                                    | 3.5%               | 119   |
| Freshwater Scuba & Snorkeling                               | 3.5%                            | 2.1%                                    | 2.5%               | 141   |
| Wilderness Activities (e.g., wilderness skills course)      | 2.6%                            | 2.2%                                    | 2.3%               | 114   |
| Extreme Air Sports (e.g., parachuting)                      | 2.0%                            | 1.0%                                    | 1.3%               | 155   |

### Outdoor Activities Pursued While Not on Trips

When NOT traveling, Canadians who visited Ontario continue to be highly active in outdoor activities. They frequently go on day outings to local parks, picnic, exercise, swim, hike and garden while not traveling. Relative to the average Canadian Pleasure Traveler, visitors to Ontario are more likely to go skiing (e.g., downhill skiing, cross-country skiing, snowboarding), canoeing and kayaking and to play racquet sports (e.g., tennis) while not on trips. On the other hand, they are less likely than others to go camping, hunting and fishing or to ride ATV's or snowmobiles.

Fig. 9 Outdoor Activities Pursued While NOT on Trips

|  | Took a Pleasure Trip to Ontario | Did Not Take a Pleasure Trip to Ontario | Pleasure Travelers | Index |
|--|---------------------------------|---|--------------------|-------|
| Size of Market                                     | 2,942,654                       | 8,328,154                               | 11,270,808         | 100   |
| Day outing to a park                               | 68.6%                           | 67.7%                                   | 67.9%              | 101   |
| Exercising at home or at a fitness club            | 64.3%                           | 58.5%                                   | 60.0%              | 107   |
| Swimming   | 63.1%                           | 56.5%                                   | 58.2%              | 108   |
| Gardening  | 58.2%                           | 58.7%                                   | 58.5%              | 99    |
| Picnicking   | 55.9%                           | 56.5%                                   | 56.4%              | 99    |
| Hiking   | 55.5%                           | 53.7%                                   | 54.2%              | 102   |
| Cycling  | 48.4%                           | 45.6%                                   | 46.3%              | 104   |
| Camping  | 38.2%                           | 45.1%                                   | 43.3%              | 88    |
| Ice-skating  | 30.9%                           | 29.4%                                   | 29.8%              | 104   |
| Golfing  | 28.6%                           | 28.3%                                   | 28.4%              | 101   |
| Fishing  | 28.2%                           | 32.0%                                   | 31.0%              | 91    |
| Playing team sports                                | 24.7%                           | 23.2%                                   | 23.6%              | 105   |
| Jogging  | 24.6%                           | 23.7%                                   | 23.9%              | 103   |
| Sailing or other boating                           | 22.7%                           | 22.8%                                   | 22.8%              | 100   |
| Playing racquet sports (e.g., tennis or badminton) | 21.5%                           | 19.1%                                   | 19.7%              | 109   |
| Downhill skiing                                    | 20.1%                           | 16.4%                                   | 17.3%              | 116   |
| Canoeing or kayaking                               | 17.8%                           | 15.6%                                   | 16.2%              | 110   |
| Cross-country skiing                               | 16.6%                           | 13.9%                                   | 14.6%              | 114   |
| Rollerblading                                      | 16.4%                           | 14.6%                                   | 15.1%              | 109   |
| Riding an all-terrain vehicle (ATV)                | 14.0%                           | 18.2%                                   | 17.1%              | 82    |
| Snowmobiling                                       | 9.2%                            | 12.0%                                   | 11.3%              | 81    |
| Horseback riding                                   | 8.5%                            | 7.5%                                    | 7.8%               | 109   |
| Hunting  | 8.5%                            | 9.9%                                    | 9.5%               | 89    |
| Snowboarding                                       | 6.0%                            | 5.9%                                    | 6.0%               | 101   |
| Skateboarding                                      | 1.3%                            | 1.8%                                    | 1.6%               | 79    |

### Accommodation Stayed In While on Trips

Public and private campgrounds and resorts (e.g., seaside resorts, lakeside / riverside resorts, ski or mountain resorts) were the most popular accommodation used by Canadian Pleasure Travelers who visited Ontario during the last two years. However, relative to the average Canadian Pleasure Traveler from other provinces, visitors to Ontario were especially likely to have stayed at lakeside or riverside resorts, ski or mountain resorts and accommodation that specialize in fine cuisine (e.g., country inn or resort with gourmet dining, wine tasting school). They were also more likely to have stayed at a remote wilderness lodge or outpost during the past two years.

Fig. 10 Accommodation Stayed In While on Trips

|   | Took a<br>Pleasure<br>Trip to<br>Ontario | Did Not Take<br>a Pleasure<br>Trip to Ontario | Pleasure<br>Travelers | Index |
|---|--|---|-----------------------|-------|
| Size of Market  | 2,942,654                                | 8,328,154                                     | 11,270,808            | 100   |
| A Public Campground in a National, State,<br>Provincial or Municipal Park | 29.0%                                    | 29.4%   | 29.3%                 | 99    |
| Lakeside / Riverside Resort   | 27.8%                                    | 21.0%   | 22.8%                 | 122   |
| Seaside Resort  | 26.0%                                    | 20.5%   | 21.9%                 | 118   |
| A Private Campground  | 21.1%                                    | 21.6%   | 21.4%                 | 98    |
| Ski Resort or Mountain Resort   | 16.6%                                    | 13.4%   | 14.3%                 | 117   |
| A Camp Site in a Wilderness Setting (Not a<br>Campground)                 | 9.4%                                     | 9.9%  | 9.8%                  | 97    |
| Health Spa  | 8.8%                                     | 6.2%  | 6.9%                  | 128   |
| Country Inn or Resort with Gourmet<br>Restaurant                          | 8.0%                                     | 4.5%  | 5.4%                  | 148   |
| Wilderness Lodge You Can Drive to by Car                                  | 7.3%                                     | 5.8%  | 6.2%                  | 118   |
| A Motor Home or RV while Traveling or<br>Touring (Not a Camping Trip)     | 6.2%                                     | 5.2%  | 5.5%                  | 114   |
| Farm or Guest Ranch   | 3.5%                                     | 3.4%  | 3.4%                  | 102   |
| Remote or Fly-In Wilderness Lodge   | 2.1%                                     | 1.5%  | 1.7%                  | 126   |
| On a Houseboat  | 2.0%                                     | 1.5%  | 1.7%                  | 120   |
| Wine Tasting School   | 0.7%                                     | 0.1%  | 0.3%                  | 271   |
| Remote or Fly-In Wilderness Outpost                                       | 0.3%                                     | 0.4%  | 0.4%                  | 79    |
| Cooking School  | 0.3%                                     | 0.3%  | 0.3%                  | 95    |

### Tours and Cruises Taken During Past Two Years

Those who visited Ontario were much more likely than the average Canadian Pleasure Traveler to have taken tours and cruises during the last two years. Sameday tours (both organized and self-guided), city tours, scenic country drives and multi-location, self-guided tours were the most popular tour types taken by Ontario visitors. However, relative to other Canadian Pleasure Travelers, Ontario visitors were especially likely to have taken tours of wineries and casinos, overnight single and multi-location organized tours and fresh water cruises (e.g., a cruise on the St. Lawrence River or the Great Lakes). This suggests that the marketing of Ontario to other Canadian travelers should emphasize the opportunities for tours within the province.

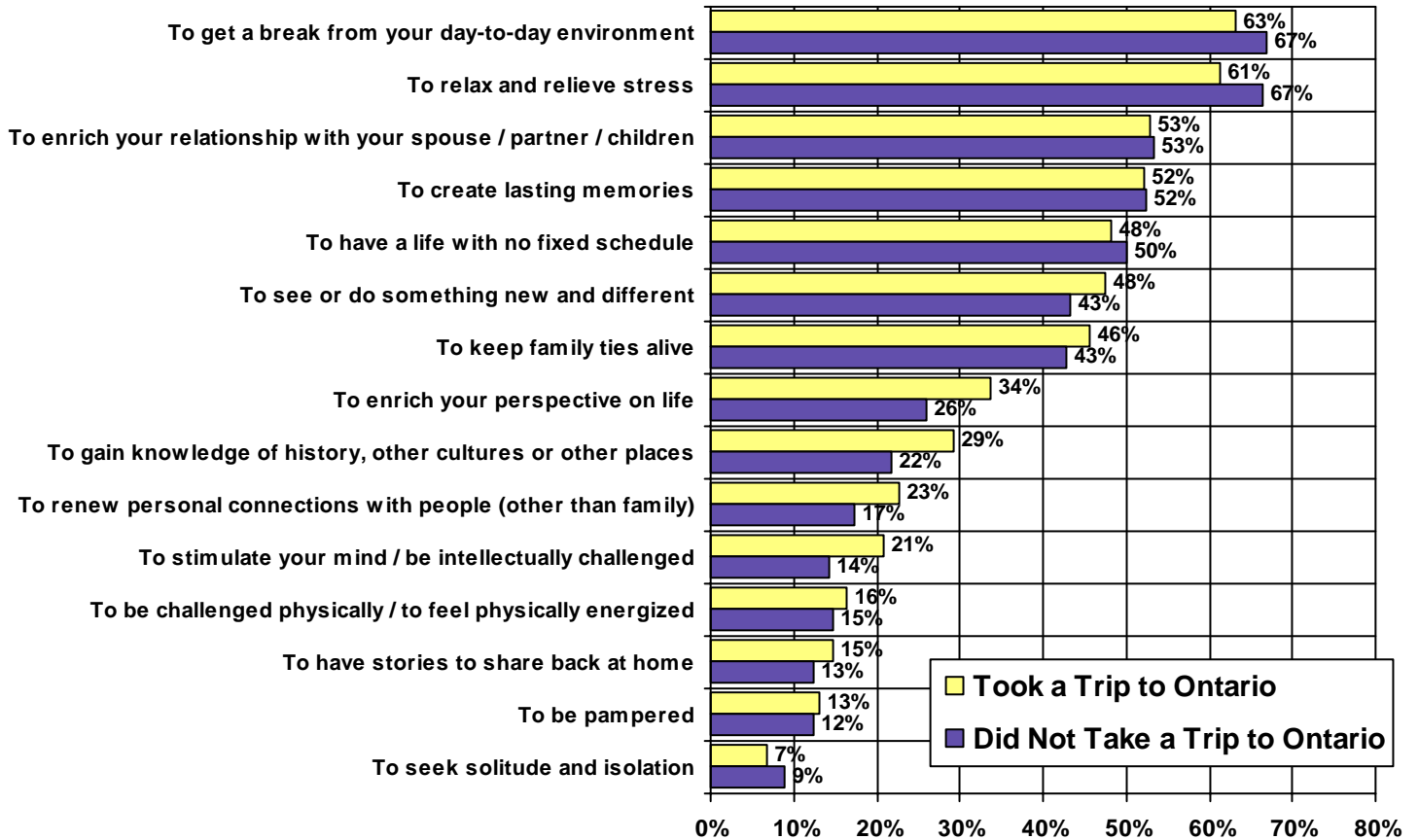
Fig. 11 Tours and Cruises Taken During Past Two Years

|  | Took a Pleasure Trip to Ontario | Did Not Take a Pleasure Trip to Ontario | Pleasure Travelers | Index |
|--|---------------------------------|---|--------------------|-------|
| Size of Market   | 2,942,654                       | 8,328,154                               | 11,270,808         | 100   |
| A self-guided, sameday tour while on an overnight trip                       | 34.4%                           | 26.0%                                   | 28.2%              | 122   |
| Around the city  | 28.5%                           | 19.9%                                   | 22.1%              | 129   |
| Around the countryside - scenic drives                                       | 26.6%                           | 20.0%                                   | 21.8%              | 122   |
| An organized, sameday, guided tour while on an overnight trip                | 25.5%                           | 19.8%                                   | 21.3%              | 120   |
| A self-guided, overnight tour where you stayed in different locations        | 24.6%                           | 17.8%                                   | 19.6%              | 126   |
| Wilderness tour  | 16.3%                           | 12.7%                                   | 13.7%              | 120   |
| On the water (sightseeing cruise)  | 15.6%                           | 11.0%                                   | 12.2%              | 128   |
| An organized, overnight, guided tour where you stayed in different locations | 13.3%                           | 8.7%                                    | 9.9%               | 134   |
| An organized, overnight, guided tour where you stayed in a single location   | 10.0%                           | 6.5%                                    | 7.4%               | 135   |
| Some other type of tour  | 9.9%                            | 9.8%                                    | 9.8%               | 101   |
| To a casino  | 9.0%                            | 4.2%                                    | 5.4%               | 165   |
| To a winery  | 8.9%                            | 4.2%                                    | 5.4%               | 165   |
| Caribbean ocean cruise   | 7.1%                            | 3.3%                                    | 4.3%               | 164   |
| Ocean cruise - Other   | 4.9%                            | 2.7%                                    | 3.3%               | 149   |
| Cruise on the St. Lawrence River   | 4.0%                            | 1.7%                                    | 2.3%               | 176   |
| To a factory   | 3.4%                            | 2.5%                                    | 2.7%               | 125   |
| Cruise on another lake or river  | 3.2%                            | 1.7%                                    | 2.1%               | 153   |
| In the air as a pilot or passenger of an airplane or helicopter              | 3.0%                            | 1.5%                                    | 1.9%               | 157   |
| Alaskan ocean cruise   | 2.0%                            | 1.6%                                    | 1.7%               | 117   |
| Some other type of cruise  | 1.4%                            | 1.5%                                    | 1.5%               | 92    |
| Great Lakes cruise   | 1.1%                            | 0.2%                                    | 0.4%               | 254   |
| Submarine cruise   | 0.2%                            | 0.1%                                    | 0.1%               | 115   |

### Benefits Sought While on Vacation

As with most Canadian Pleasure Travelers, Ontario visitors take vacations to get a break from their day-to-day environment, relax and relieve stress, to create lasting memories and to enrich their relationship with family members. However, relative to other Canadian Pleasure Travelers, Canadians who visited Ontario are likely to prefer vacations that provide intellectual stimulation, learning opportunities (e.g., learn about the history and culture of the destination, to enrich one’s perspective on life), novelty (e.g., to see and do something new) and opportunities to renew connections with friends. On the other hand, Ontario visitors are less likely to pursue vacations that allow them to seek solitude and isolation or to just relax and relieve stress. This suggests that Ontario should market itself as a place with lots of novel and intellectually stimulating things to see and do.

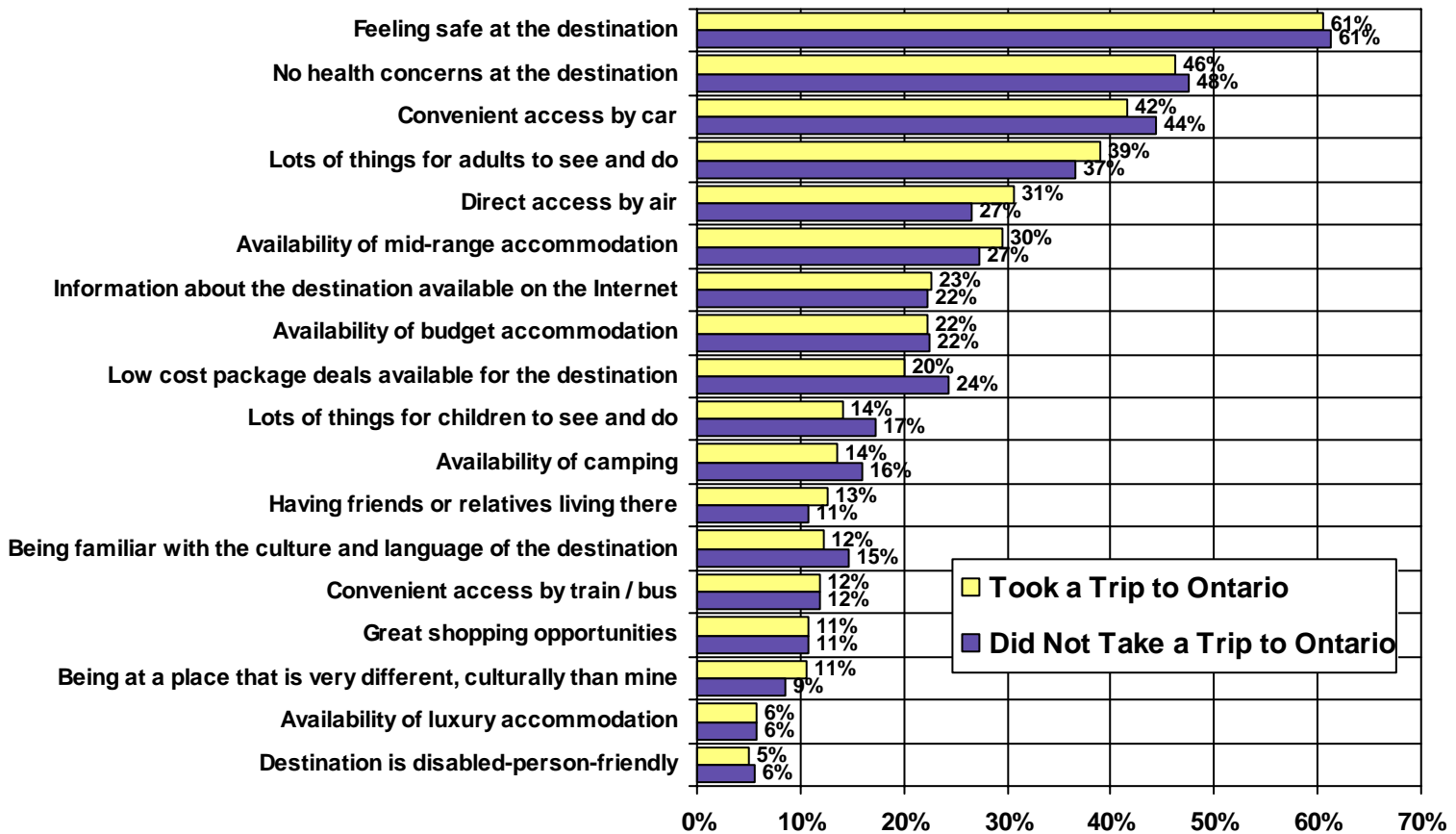
Fig.12 Benefits Sought While on Vacation  
(Percent Rating Each Benefit as “Highly Important”)



### Other Attributes of a Destination Considered Important

As with most Canadian Pleasure Travelers, those who visited Ontario consider it important that they feel safe at a destination. However, relative to other Canadian Pleasure Travelers, visitors to Ontario consider it more important that a destination has a distinct culture, family and friends living nearby, offers mid-range priced accommodation and is directly accessible by air. On the other hand, they are less concerned whether the destination has lots of activities for children to see and do, a familiar culture and language, camping and low-cost, vacation packages available.

Fig. 13 Importance of Destination Attributes (% Rating Each Attribute as “Highly Important”)



### How Destinations Are Selected

Similar to the average Canadian Pleasure Traveler, the majority of Ontario visitors start planning vacations with a particular destination in mind. However, those who have visited Ontario in the last two years may be more responsive than others to vacation package deals for summer travel.

Fig. 14 How Destinations Are Selected (Summer and Winter Vacations)

|  | Took a Pleasure Trip to Ontario | Did Not Take a Pleasure Trip to Ontario | Pleasure Travelers | Index |
|--|---------------------------------|---|--------------------|-------|
| Size of Market   | 2,942,654                       | 8,328,154                               | 11,270,808         | 100   |
| <b>Summer</b>  |                                 |   |                    |       |
| Started with a desired destination in mind                 | 49.0%                           | 46.5%                                   | 47.2%              | 104   |
| Started by considering specific activities wanted to do    | 14.5%                           | 15.1%                                   | 15.0%              | 97    |
| Started with a certain type of vacation experience in mind | 23.1%                           | 23.9%                                   | 23.7%              | 97    |
| Looked for packaged deals - no destination in mind         | 1.8%                            | 0.9%                                    | 1.1%               | 156   |
| Considered something else first                            | 4.5%                            | 4.9%                                    | 4.8%               | 93    |
| Don't know / Other   | 7.3%                            | 8.7%                                    | 8.3%               | 88    |
| <b>Winter</b>  |                                 |   |                    |       |
| Started with a desired destination in mind                 | 49.0%                           | 47.0%                                   | 47.6%              | 103   |
| Started by considering specific activities wanted to do    | 16.0%                           | 16.3%                                   | 16.2%              | 98    |
| Started with a certain type of vacation experience in mind | 19.7%                           | 20.2%                                   | 20.0%              | 98    |
| Looked for packaged deals - no destination in mind         | 3.1%                            | 3.0%                                    | 3.0%               | 103   |
| Considered something else first                            | 5.0%                            | 5.4%                                    | 5.2%               | 95    |
| Don't know / Other   | 7.2%                            | 8.2%                                    | 7.9%               | 91    |

### Trip Planning and Information Sources Consulted

Similar to the average Canadian Pleasure Traveler, most of those who took a trip to Ontario were responsible for planning their trips either on their own (47.0%) or with someone else (14.6%). When making vacation plans, Ontario visitors tend to consult a wider variety of sources than the average Canadian Pleasure Traveler. The majority use Internet websites, past experience and word-of-mouth as sources to plan travel.

However, Canadians who took a trip to Ontario are more likely than others to obtain travel information from automobile clubs such as CAA, the official travel brochures and information centers of specific states or provinces, travel guidebooks such as Fodor's, and newspaper and magazine articles.

Fig. 15 Who Plans Vacations and Information Sources Consulted

|   |   | Took a Pleasure Trip to Ontario | Did Not Take a Pleasure Trip to Ontario | Pleasure Travelers | Index |
|---|---|---------------------------------|---|--------------------|-------|
| Size of Market                          |   | 2,942,654                       | 8,328,154                               | 11,270,808         | 100   |
| Who Plans Trips?                        | Respondent plans trips                                    | 47.0%                           | 40.9%                                   | 42.5%              | 111   |
|   | Trip planning a shared responsibility                     | 14.6%                           | 16.0%                                   | 15.7%              | 93    |
|   | Someone else plans trips                                  | 38.4%                           | 43.1%                                   | 41.8%              | 92    |
| Information Sources Consulted           | An Internet website                                       | 70.5%                           | 60.0%                                   | 62.9%              | 112   |
|   | Advice of others / Word-of-mouth                          | 55.2%                           | 50.0%                                   | 51.4%              | 107   |
|   | Past experience / Been there before                       | 50.5%                           | 48.8%                                   | 49.3%              | 102   |
|   | A travel agent  | 38.3%                           | 30.9%                                   | 33.0%              | 116   |
|   | Maps  | 37.3%                           | 30.7%                                   | 32.5%              | 115   |
|   | Official travel guides or brochures from state / province | 34.9%                           | 24.7%                                   | 27.5%              | 127   |
|   | Visitor information centres                               | 30.3%                           | 23.1%                                   | 25.0%              | 121   |
|   | Articles in newspapers / magazines                        | 26.0%                           | 18.5%                                   | 20.6%              | 127   |
|   | An auto club such as CAA                                  | 22.4%                           | 14.4%                                   | 16.6%              | 135   |
|   | Advertisements in newspapers / magazines                  | 16.2%                           | 13.5%                                   | 14.2%              | 114   |
|   | Travel guide books such as Fodor's                        | 16.1%                           | 12.7%                                   | 13.6%              | 118   |
|   | Travel information received in the mail                   | 11.1%                           | 8.9%                                    | 9.5%               | 117   |
|   | Programs on television                                    | 8.9%                            | 8.0%                                    | 8.2%               | 109   |
|   | An electronic newsletter or magazine received by e-mail   | 5.4%                            | 3.4%                                    | 3.9%               | 137   |
|   | Advertisements on television                              | 5.0%                            | 5.8%                                    | 5.6%               | 89    |
| Visits to trade, travel or sports shows | 4.0%  | 3.0%                            | 3.2%                                    | 123                |       |

### Use of the Internet to Plan and Arrange Trips

Canadians who took a trip to Ontario are somewhat above-average users of the Internet to plan (66.4%) and book travel (45.2%). The majority use hotel or resort websites, airline websites and the tourism websites of specific countries, regions or cities to plan their travel. However, they are more likely than other Canadian Pleasure Travelers to visit the websites of specific attractions and cruise lines. As with most Canadian Pleasure Travelers, Ontario visitors most often use the Internet to purchase airline tickets and accommodation. However, relative to the average Canadian Pleasure Traveler, they are more likely than others to use the Internet to rent cars or to purchase tickets for specific activities or attractions.

Fig. 16 Use of the Internet to Plan and Book Travel

|   |  | Took a Pleasure Trip to Ontario | Did Not Take a Pleasure Trip to Ontario | Pleasure Travelers | Index |
|---|--|---------------------------------|---|--------------------|-------|
| Size of Market                                |  | 2,942,654                       | 8,328,154                               | 11,270,808         | 100   |
| Percent Using Internet to Plan or Book Travel | Does not use the Internet                              | 33.6%                           | 46.3%                                   | 43.0%              | 78    |
|   | Uses Internet to plan trips only                       | 21.2%                           | 22.0%                                   | 21.8%              | 97    |
|   | Uses Internet to book part of trip                     | 45.2%                           | 31.7%                                   | 35.2%              | 128   |
| Types of Websites Consulted                   | A website of a hotel or resort                         | 57.8%                           | 54.4%                                   | 55.5%              | 104   |
|   | An airline website                                     | 55.4%                           | 42.7%                                   | 46.6%              | 119   |
|   | A tourism website of a country / region / city         | 53.9%                           | 48.2%                                   | 49.9%              | 108   |
|   | A travel planning / booking website                    | 46.4%                           | 40.1%                                   | 42.0%              | 110   |
|   | A website of an attraction                             | 37.6%                           | 31.9%                                   | 33.7%              | 112   |
|   | Some other website                                     | 26.8%                           | 27.5%                                   | 27.3%              | 98    |
|   | A cruise line website                                  | 9.4%                            | 6.3%                                    | 7.2%               | 130   |
|   | A motorcoach website                                   | 2.8%                            | 2.4%                                    | 2.5%               | 111   |
| Parts of Trips Booked Over The Internet       | Air tickets  | 77.8%                           | 66.7%                                   | 70.4%              | 110   |
|   | Accommodation  | 68.4%                           | 65.7%                                   | 66.6%              | 103   |
|   | Car rental   | 30.0%                           | 22.7%                                   | 25.1%              | 119   |
|   | Tickets or fees for specific activities or attractions | 25.2%                           | 21.8%                                   | 23.0%              | 110   |
|   | Tickets for rail, bus or boat / ship fares             | 14.6%                           | 13.5%                                   | 13.8%              | 105   |
|   | A package containing two or more items                 | 14.0%                           | 15.3%                                   | 14.8%              | 94    |
|   | Other  | 4.0%                            | 4.8%                                    | 4.5%               | 88    |

### Media Consumption Habits

Canadians who traveled to Ontario are slightly above-average consumers of travel media including travel sections of the newspapers, travel magazines, travel programs on television and travel websites. However, this travel segment may also be effectively reached through news magazine, news / information / talk radio stations and news websites. They may also be targeted through business, finance and investing magazines, city lifestyle magazines and intellectual television programming (e.g., history, biography). They are more likely than others to listen to radio stations that feature jazz / big band music and classical music.

Fig. 17 Media Consumption Habits

|   |  | Took a Pleasure Trip to Ontario | Did Not Take a Pleasure Trip to Ontario | Pleasure Travelers | Index |
|---|--|---------------------------------|---|--------------------|-------|
|   | Size of Market   | 2,942,654                       | 8,328,154                               | 11,270,808         | 100   |
| Newspaper Readership                                | Reads daily newspaper  | 88.7%                           | 87.0%                                   | 87.4%              | 101   |
|   | Reads weekend edition of newspaper                                   | 89.0%                           | 86.8%                                   | 87.4%              | 102   |
|   | Reads local neighbourhood or community newspapers                    | 59.3%                           | 62.0%                                   | 61.3%              | 97    |
|   | Reads other types of newspapers                                      | 19.6%                           | 17.4%                                   | 18.0%              | 109   |
|   | Frequently or occasionally reads travel section of daily newspaper   | 50.1%                           | 43.7%                                   | 45.4%              | 110   |
|   | Frequently or occasionally reads travel section of weekend newspaper | 54.2%                           | 44.0%                                   | 46.7%              | 116   |
| Types of Magazines Read (Top 5 Indexed)             | Travel (e.g., Condé Nast)  | 17.5%                           | 11.9%                                   | 13.4%              | 131   |
|   | Business, finance and investing                                      | 20.1%                           | 13.9%                                   | 15.5%              | 130   |
|   | News magazine  | 29.5%                           | 22.2%                                   | 24.1%              | 122   |
|   | Magazines about your city  | 13.0%                           | 10.1%                                   | 10.8%              | 120   |
|   | Science and geography  | 19.0%                           | 15.9%                                   | 16.7%              | 114   |
| Type of Television Programs Watched (Top 5 Indexed) | Shopping channels  | 4.2%                            | 3.3%                                    | 3.6%               | 117   |
|   | History  | 46.1%                           | 40.4%                                   | 41.9%              | 110   |
|   | Biography  | 45.2%                           | 40.3%                                   | 41.6%              | 109   |
|   | Travel shows   | 34.6%                           | 32.2%                                   | 32.8%              | 105   |
|   | Late night talk shows  | 34.3%                           | 32.1%                                   | 32.7%              | 105   |
| Type of Radio Programs Listened To (Top 5 Indexed)  | Jazz / Big band  | 10.5%                           | 7.1%                                    | 8.0%               | 131   |
|   | Classical music  | 22.0%                           | 15.2%                                   | 17.0%              | 129   |
|   | Multicultural  | 11.8%                           | 8.7%                                    | 9.5%               | 125   |
|   | News / Talk / Information  | 45.6%                           | 37.0%                                   | 39.3%              | 116   |
|   | Soft music / Adult contemporary                                      | 28.2%                           | 23.9%                                   | 25.0%              | 113   |
| Types of Websites Visited (Top 5 Indexed)           | Network news sites (e.g., CBC, CNN)                                  | 40.2%                           | 34.6%                                   | 36.1%              | 111   |
|   | Newspaper sites  | 32.1%                           | 27.7%                                   | 28.9%              | 111   |
|   | Travel   | 56.2%                           | 48.7%                                   | 50.7%              | 111   |
|   | Magazine sites   | 17.9%                           | 16.0%                                   | 16.5%              | 108   |
|   | House and home   | 29.7%                           | 27.5%                                   | 28.1%              | 106   |

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

| Activity Segment                                     | Activities in Segment   |   |
|--|---|---|
| <b>Historical Sites, Museums &amp; Art Galleries</b> | 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                                  |
| <b>Shopping &amp; Dining</b>                         | 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  |
| <b>Aboriginal Cultural Experiences</b>               | 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                           |
| <b>Fairs &amp; Festivals</b>                         | Farmers' Markets or Country Fairs                                     | Firework Displays   |
|  | Carnivals   | Ethnic Festivals  |
|  | Exhibition or Fairs   | Food /Drink Festivals   |
| <b>Science &amp; Technology Exhibits</b>             | Science or Technology Museums   | Children's Museums  |
|  | Science & Technology Theme Parks                                      | Went to an Imax Movie Theatre   |
|  | Planetarium   |   |
| <b>Theme Parks &amp; Exhibits</b>                    | Amusement Park  | Aquariums   |
|  | Water Theme Park  | Zoos  |
|  | Movie Theme Park  | Entertainment Farms (e.g., Corn Maze, Petting Zoo)                    |
|  | Wax Museums   |   |
| <b>High Art Performances</b>                         | Classical or Symphony Concert   | Ballet or Other Dance Performances                                    |
|  | Opera   |   |
| <b>Professional Sporting Events</b>                  | Professional Football Games   | Professional Golf Tournaments   |
|  | Professional Basketball Games   | Professional Ice Hockey Games   |
|  | Professional Baseball Games   | Professional Soccer Games   |
| <b>Live Theatre</b>                                  | Live Theatre  | Live Theatre with Dinner  |
|  | Theatre Festivals   |   |
| <b>Literary &amp; Film Festivals</b>                 | Literary Festivals or Events  | International Film Festivals  |
| <b>Tastings</b>                                      | 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)                 |
| <b>Casinos</b>                                       | Went to a Casino  |   |
| <b>Spas</b>  | Day Visit to a Health & Wellness Spas while on an Overnight Trip      |   |
| <b>Participatory Historical Activities</b>           | Historical Re-Enactments (as an Actor)                                | Interpretive Program at a Historic Site or National / Provincial Park |
|  | Curatorial Tours  | Archaeological Digs   |
| <b>Equestrian &amp; Western Events</b>               | Equine (Horse) Competitions   | Western Theme Events (e.g., Rodeos)                                   |
|  | Horse Races   |   |

| <b>Appendix One</b>  |   |   |
|--|---|---|
| <b>Canadian TAMS 2006 Culture and Entertainment Segmentation</b> |   |   |
| <b>Activity Segment</b>  | <b>Activities in Segment</b>                |   |
| <b>Agro-Tourism</b>  | Dining At A Farm                            | Harvesting and /or Other Farm Operations                          |
|  | Went Fruit Picking at Farms or Open Fields  |   |
| <b>National &amp; International Sporting Events</b>              | Curling Bonspiel                            | National /International Sporting Events such as the Olympic Games |
|  | Professional Figure Skating                 |   |
| <b>Gardens Theme Attractions</b>                                 | Garden Theme Park                           | Botanical Gardens   |
| <b>Amateur Tournaments</b>                                       | Amateur Sports Tournaments and Competitions | Amateur Tournaments and Competitions other than Sports-related    |
| <b>Musical Concerts, Festivals &amp; Attractions</b>             | 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                                   |
| <b>Comedy Festivals &amp; Clubs</b>                              | 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  |  |