







## Canadian Travelers to Other Provinces in Canada

### Market Incidence

Over the last two years, 44.9% of adult Canadians (11,136,282) took an overnight trip to another province or region in Canada (for any purpose). (Note: Due to the structure of the Canadian TAMS database, travel within the Atlantic Region by the residents of the Atlantic Region is not considered out-of-province travel. In this report “Inter-province Travel” will refer to trips from provinces (other than the Atlantic Provinces) to another province or the Atlantic Region or a trip from the Atlantic Region to another province outside of the Atlantic Region).

78.7% (8,760,554) of those who took a trip to another province report taking a “pleasure trip” to another province. Overall, 47.5% of Canadian Pleasure Travelers reported taking at least one pleasure trip to another province in Canada during the past two years. Among those who took a pleasure trip to another province, 94.7% took two or more pleasure trips to another province in the last two years.

Fig. 1 Incidence of Trips<sup>1</sup> to Other Provinces in Canada during the Past Two Years

|   | Travel to Other Provinces in Canada |
|---|-------------------------------------|
| Number of Out-of-Province Canadians Taking a Trip to Another Province or Region (Any Purpose) <sup>2</sup>          | 11,136,282                          |
| Percent of Canadian Population  | 44.9%                               |
| Number of Out-of-Province Canadians Taking a Pleasure Trip to Another Province or Region <sup>3</sup>               | 8,760,554                           |
| Percent of Canadian Pleasure Travelers <sup>4</sup>   | 47.5%                               |
| Percent of Canadian Pleasure Travelers Taking Two or More Pleasure Trips to Another Province or Region <sup>5</sup> | 94.7%                               |

- 1 - “Trips” are defined as out-of-town trips for any purpose involving an overnight stay of one or more nights. Trips NOT involving overnight stays are NOT examined in this report.
- 2 - Defined as individuals who took at least one overnight trip to other provinces outside their home province in the last two years for any purpose.
- 3 - This row reports the number of the out-of-province Canadians who took a “pleasure trip” to other provinces 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 out-of-province Canadian “Pleasure Travelers” who took a trip to other provinces.
- 5 - This row reports the percent of out-of-province Canadian Pleasure Travelers who visited other provinces who took two or more pleasure trips to other provinces during the last two years.

### Incidence by Region

Those who took a pleasure trip to another province are most likely to live in the Prairie Provinces (i.e., Saskatchewan, Alberta & Manitoba). Residents of Quebec, Ontario and the Atlantic Region were the least likely to have taken a pleasure trip to another Canadian province during the last two years.

Fig. 2 Geographic Distribution of Those Who Took a Trip to Other Provinces in Canada

|                    | Population | Estimated Number Who Took a Pleasure Trip to Another Province | Percent of Pleasure Travelers Who Took a Pleasure Trip to Another Province | Percent of Total Population Who Took a Pleasure Trip to Another Province |
|--------------------|------------|---|--|--|
| Canada             | 24,776,103 | 10,853,543  | 58.9%  | 48.4%  |
| Atlantic Provinces | 1,822,494  | 712,795   | 56.2%  | 44.2%  |
| Quebec             | 5,940,869  | 2,185,574   | 52.1%  | 41.0%  |
| Ontario            | 9,671,592  | 3,727,357   | 52.0%  | 42.1%  |
| Manitoba           | 843,107    | 487,423   | 81.9%  | 64.6%  |
| Saskatchewan       | 706,325    | 479,807   | 88.6%  | 76.3%  |
| Alberta            | 2,465,540  | 1,694,947   | 84.5%  | 75.9%  |
| British Columbia   | 3,326,176  | 1,565,641   | 58.8%  | 51.6%  |

## Demographic Profile

Relative to those who did not take a trip to another province, Inter-Province Travelers are more likely to be male and slightly over-represented among those 45 to 54 years older. They are also slightly more likely to be married and slightly less likely to have children 18 or younger living at home. They are more likely to have a university degree and report above-average household incomes. Overall, Inter-Province travelers are slightly over-represented among affluent, mature couples.

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

| Attribute                | Size of Market                     | Took a Pleasure Trip to Another Province | Did Not Take a Pleasure Trip to Another Province <sup>1</sup> | Pleasure Travelers | Index <sup>2</sup> |
|--------------------------|------------------------------------|--|---|--------------------|--------------------|
|                          |                                    | 10,853,543                               | 7,585,966   | 18,439,508         | 100                |
| Gender                   | Male                               | 50.5%                                    | 46.4%   | 48.8%              | 104                |
|                          | Female                             | 49.5%                                    | 53.6%   | 51.2%              | 97                 |
| Age of Respondent        | 18 to 24                           | 12.1%                                    | 13.8%   | 12.8%              | 94                 |
|                          | 25 to 34                           | 19.6%                                    | 18.9%   | 19.3%              | 101                |
|                          | 35 to 44                           | 20.2%                                    | 21.1%   | 20.5%              | 98                 |
|                          | 45 to 54                           | 20.9%                                    | 19.5%   | 20.3%              | 103                |
|                          | 55 to 64                           | 14.2%                                    | 14.0%   | 14.1%              | 101                |
|                          | 65 Plus                            | 13.1%                                    | 12.7%   | 12.9%              | 101                |
| Average Age              |                                    | 44.8                                     | 44.2  | 44.5               | N/A                |
| Marital Status           | Not married                        | 31.1%                                    | 33.8%   | 32.2%              | 97                 |
|                          | Married                            | 68.9%                                    | 66.2%   | 67.8%              | 102                |
| Parental Status          | No children under 18               | 71.8%                                    | 70.1%   | 71.1%              | 101                |
|                          | Children under 18                  | 28.2%                                    | 29.9%   | 28.9%              | 98                 |
| Education                | High school or less                | 32.9%                                    | 41.0%   | 36.2%              | 91                 |
|                          | Some post-secondary                | 11.1%                                    | 11.3%   | 11.2%              | 99                 |
|                          | Post-secondary diploma/certificate | 21.0%                                    | 23.2%   | 21.9%              | 96                 |
|                          | University degree                  | 35.1%                                    | 24.4%   | 30.7%              | 114                |
| Household Income         | Under \$20,000                     | 4.9%                                     | 6.8%  | 5.7%               | 86                 |
|                          | \$20,000 to \$39,999               | 13.3%                                    | 16.2%   | 14.5%              | 92                 |
|                          | \$40,000 to \$59,999               | 14.7%                                    | 19.1%   | 16.5%              | 89                 |
|                          | \$60,000 to \$79,999               | 14.5%                                    | 16.3%   | 15.2%              | 95                 |
|                          | \$80,000 to \$99,999               | 12.6%                                    | 11.7%   | 12.2%              | 103                |
|                          | \$100,000 or more                  | 27.7%                                    | 15.8%   | 22.8%              | 121                |
|                          | Not stated                         | 12.2%                                    | 14.1%   | 13.0%              | 94                 |
| Average Household Income |                                    | \$77,457                                 | \$66,067  | \$72,829           | N/A                |

1 - 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 another province on any trip.

2 - The "Index" is calculated by dividing the percent for those who visited other provinces in each group by the percent of Canadian 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 another province during the last two years are more frequent travelers, with 56.4% 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 as well to Mexico, the Caribbean and overseas destinations.

84.9% of those who visited another province also took a trip within their own province. 80.0% took a trip to an adjacent province while 53.4% traveled to a non-adjacent province. Travelers to other provinces were especially likely to have visited Ontario, Quebec, British Columbia and Alberta.

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

|   | Took a Pleasure Trip to Another Province | Did Not Take a Pleasure Trip to Another Province | Pleasure Travelers |
|---|--|--|--------------------|
| Size of Market                                | 10,853,543                               | 7,585,966  | 18,439,508         |
| Canada  | 100.0%                                   | 87.3%  | 94.8%              |
| Took a trip within own province / region      | 84.9%                                    | 87.3%  | 85.9%              |
| Took a trip to an adjacent province / region  | 80.0%                                    | 0.0%   | 47.1%              |
| Took a trip to non-adjacent province / region | 53.4%                                    | 0.0%   | 31.4%              |
| Newfoundland and Labrador                     | 6.0%                                     | 1.9%   | 4.3%               |
| Prince Edward Island                          | 10.5%                                    | 2.4%   | 7.2%               |
| New Brunswick                                 | 17.0%                                    | 4.5%   | 11.8%              |
| Nova Scotia                                   | 18.9%                                    | 3.9%   | 12.7%              |
| Quebec  | 49.2%                                    | 24.2%  | 38.9%              |
| Ontario                                       | 64.3%                                    | 38.1%  | 53.5%              |
| Manitoba                                      | 14.8%                                    | 1.0%   | 9.2%               |
| Saskatchewan                                  | 18.9%                                    | 0.7%   | 11.4%              |
| Alberta                                       | 41.7%                                    | 3.2%   | 25.8%              |
| Another Province/Region                       | 43.1%                                    | 12.9%  | 30.6%              |
| Yukon   | 1.7%                                     | 0.0%   | 1.0%               |
| Northwest Territories                         | 1.1%                                     | 0.0%   | 0.7%               |
| Nunavut                                       | 0.5%                                     | 0.0%   | 0.3%               |
| United States                                 | 55.7%                                    | 43.5%  | 50.7%              |
| Mexico  | 14.4%                                    | 9.5%   | 12.4%              |
| Caribbean                                     | 16.4%                                    | 14.4%  | 15.6%              |
| All other destinations                        | 22.3%                                    | 18.3%  | 20.6%              |

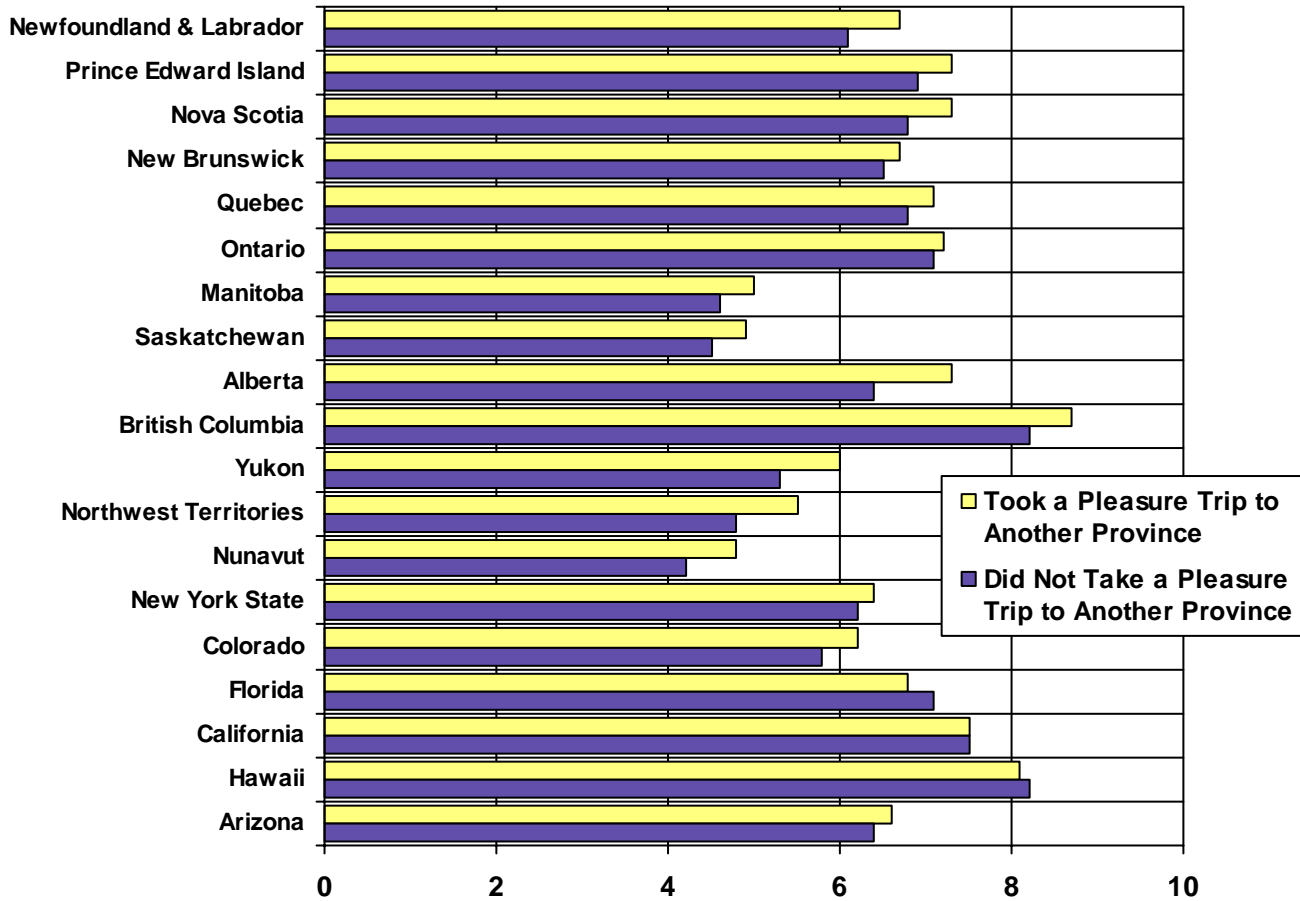
**Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories**

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 another province have a more favourable impression of all Canadian destinations than do those who only took trips within their own province. British Columbia (8.7) was perceived as being the most appealing Canadian destination followed by Alberta, Nova Scotia and Prince Edward Island (all 7.3).

The appeal of the six U.S. reference states among those who visited another Canadian province is comparable to that of those who only traveled within their own province. Hawaii (8.1) was considered the most attractive U.S. destination.

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 another province were much more active than the average Canadian Pleasure Traveler in culture and entertainment pursuits while on trips. They most often went shopping and dining and visited historical sites, museums and art galleries. Relative to the average Canadian Pleasure Traveler, those who visited other provinces were especially likely to have attended sporting events (e.g., professional sporting events, equestrian and western events, national and international sporting events) and to have taken part in educational, participatory activities (e.g., aboriginal cultural experiences, participatory historical activities). They were also more likely to have visited historical attractions (e.g., historical sites, museums and art galleries) as well as educational exhibits (e.g., science and technology exhibits). Those visiting another province were also more likely to have attended live art performances (e.g., high art performances, live theatre), to have taken part in wine, beer and food tastings and to have attended literary or film festivals while on trips during the last two years.

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 Another Province | Did Not Take a Pleasure Trip to Another Province | Pleasure Travelers | Index |
|---|--|--|--------------------|-------|
| Size of Market                            | 10,853,543                               | 7,585,966  | 18,439,508         | 100   |
| Shopping & Dining                         | 86.6%                                    | 77.5%  | 82.9%              | 104   |
| Historical Sites, Museums & Art Galleries | 65.6%                                    | 47.9%  | 58.3%              | 112   |
| Theme Parks & Exhibits                    | 42.3%                                    | 34.7%  | 39.2%              | 108   |
| Fairs & Festivals                         | 41.7%                                    | 32.0%  | 37.7%              | 111   |
| Musical Concerts, Festivals & Attractions | 36.0%                                    | 28.1%  | 32.7%              | 110   |
| Wine, Beer & Food Tastings                | 28.1%                                    | 17.7%  | 23.8%              | 118   |
| Casinos                                   | 27.7%                                    | 23.4%  | 25.9%              | 107   |
| Science & Technology Exhibits             | 27.6%                                    | 16.8%  | 23.1%              | 119   |
| Live Theatre                              | 22.9%                                    | 18.5%  | 21.1%              | 109   |
| Garden Theme Attractions                  | 20.5%                                    | 13.4%  | 17.6%              | 117   |
| Professional Sporting Events              | 18.4%                                    | 11.7%  | 15.7%              | 118   |
| Agro-Tourism                              | 17.6%                                    | 13.0%  | 15.7%              | 112   |
| Aboriginal Cultural Experiences           | 13.7%                                    | 8.6%   | 11.6%              | 118   |
| Amateur Tournaments                       | 13.2%                                    | 9.8%   | 11.8%              | 112   |
| High Art Performances                     | 12.6%                                    | 8.7%   | 11.0%              | 115   |
| Spas                                      | 11.5%                                    | 8.0%   | 10.0%              | 114   |
| Comedy Festivals & Clubs                  | 10.5%                                    | 9.7%   | 10.1%              | 103   |
| Participatory Historical Activities       | 8.2%                                     | 4.5%   | 6.7%               | 122   |
| Equestrian & Western Events               | 8.2%                                     | 4.5%   | 6.7%               | 123   |
| National & International Sporting Events  | 4.0%                                     | 2.1%   | 3.2%               | 124   |
| Literary & Film Festivals                 | 3.3%                                     | 1.5%   | 2.6%               | 128   |

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

Canadian Pleasure Travelers who took a pleasure trip to another province are somewhat more active than the average Canadian Pleasure Traveler in culture and entertainment activities while NOT traveling. Relative to the average Canadian Pleasure Traveler, they were more likely to patronize local live art (e.g., the ballet, the opera, classical music concerts, jazz clubs, live theatre, rock concerts). They are also more likely to visit local educational attractions and exhibits (e.g., historical sites or heritage buildings, museums, art galleries), local sporting events (e.g., local rodeos, professional sports, amateur sports tournaments) and local day spas. This may partially reflect the fact that Inter-Province Travelers are more affluent and better able to afford these types of attractions and events.

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

|   | Took a Pleasure Trip to Another Province | Did Not Take a Pleasure Trip to Another Province | Pleasure Travelers | Index |
|---|--|--|--------------------|-------|
| Size of Market                                  | 10,853,543                               | 7,585,966  | 18,439,508         | 100   |
| Going out to eat in restaurants                 | 92.5%                                    | 90.0%  | 91.5%              | 101   |
| Going to festivals or fairs                     | 62.8%                                    | 59.5%  | 61.4%              | 102   |
| Going to amateur sporting events                | 44.7%                                    | 38.1%  | 42.0%              | 106   |
| Going to historic sites or heritage buildings   | 42.4%                                    | 34.9%  | 39.3%              | 108   |
| Going to pick-your-own farms or farmers' market | 41.1%                                    | 40.8%  | 41.0%              | 100   |
| Going to live theatre                           | 37.9%                                    | 30.4%  | 34.8%              | 109   |
| Going to museums                                | 37.1%                                    | 26.5%  | 32.7%              | 113   |
| Going to art galleries or art shows             | 35.7%                                    | 26.2%  | 31.8%              | 112   |
| Going to professional sporting events           | 34.7%                                    | 28.2%  | 32.1%              | 108   |
| Going to zoos or aquariums                      | 32.1%                                    | 28.1%  | 30.4%              | 105   |
| Going dancing                                   | 30.2%                                    | 29.3%  | 29.9%              | 101   |
| Going to bars with live pop or rock bands       | 29.4%                                    | 25.3%  | 27.7%              | 106   |
| Going to amusement or theme parks               | 28.8%                                    | 29.0%  | 28.9%              | 100   |
| Going to botanical gardens                      | 26.6%                                    | 23.6%  | 25.4%              | 105   |
| Going to rock music concerts                    | 24.3%                                    | 19.9%  | 22.4%              | 108   |
| Going to classical music concerts               | 18.4%                                    | 13.8%  | 16.5%              | 112   |
| Going to gamble in casinos                      | 18.2%                                    | 18.0%  | 18.1%              | 100   |
| Going to day spas                               | 14.9%                                    | 12.1%  | 13.8%              | 109   |
| Staying overnight in a hotel or B&B in own city | 10.3%                                    | 9.3%   | 9.9%               | 104   |
| Going to rodeos                                 | 9.3%                                     | 4.4%   | 7.3%               | 128   |
| Going to jazz clubs                             | 9.3%                                     | 5.0%   | 7.5%               | 124   |
| Going to the ballet                             | 8.6%                                     | 5.5%   | 7.3%               | 117   |
| Going to the opera                              | 7.6%                                     | 5.2%   | 6.6%               | 115   |

### Outdoor Activities Pursued While on Trips

Canadians who visited another province were quite active in outdoor activities while on trips during the past two years. Ocean activities were the most popular outdoor activity on pleasure trips followed by wildlife viewing, boating and swimming. Relative to the average Canadian Pleasure Traveler, those who visited another province were especially likely to go golfing and skiing (e.g., downhill skiing, cross-country skiing) and to participate in fitness activities (exercise and jogging, cycling). They were also more likely than others to participate in nature-oriented activities (e.g., wildlife viewing; hiking, climbing & paddling) as well as resort-based, water activities (e.g., sailing, scuba diving, snorkeling) while on trips. Again, this may partially reflect the fact that those who traveled to other provinces are more affluent.

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

|   | Took a Pleasure Trip to Another Province | Did Not Take a Pleasure Trip to Another Province | Pleasure Travelers | Index |
|---|--|--|--------------------|-------|
| Size of Market  | 10,853,543                               | 7,585,966  | 18,439,508         | 100   |
| Ocean Activities (e.g., swimming in ocean, sunbathing)      | 51.8%                                    | 43.9%  | 48.5%              | 107   |
| Wildlife Viewing  | 46.9%                                    | 33.1%  | 41.2%              | 114   |
| Boating & Swimming (e.g., motorboating, swimming in lakes)  | 44.4%                                    | 36.3%  | 41.1%              | 108   |
| Hiking, Climbing & Paddling                                 | 38.8%                                    | 27.3%  | 34.1%              | 114   |
| Sports & Games (e.g., tennis, board games)                  | 25.1%                                    | 19.3%  | 22.7%              | 110   |
| Fishing   | 23.9%                                    | 23.2%  | 23.6%              | 101   |
| Golfing   | 22.1%                                    | 12.9%  | 18.3%              | 121   |
| Exercising & Jogging  | 18.8%                                    | 11.7%  | 15.9%              | 119   |
| Downhill Skiing & Snowboarding                              | 18.0%                                    | 9.8%   | 14.6%              | 123   |
| Cycling   | 15.4%                                    | 10.8%  | 13.5%              | 114   |
| Skating (e.g., ice skating, rollerblading)                  | 13.9%                                    | 9.2%   | 12.0%              | 116   |
| Team Sports (e.g., hockey, baseball)                        | 12.9%                                    | 9.2%   | 11.4%              | 113   |
| Snowmobiling & ATVing                                       | 11.9%                                    | 10.6%  | 11.3%              | 105   |
| Cross-country Skiing & Snowshoeing                          | 10.7%                                    | 7.3%   | 9.3%               | 115   |
| Sailing & Surfing (e.g., sailing, windsurfing, parasailing) | 7.2%                                     | 5.0%   | 6.3%               | 115   |
| Horseback Riding  | 5.7%                                     | 3.8%   | 4.9%               | 116   |
| Hunting   | 5.0%                                     | 4.3%   | 4.7%               | 106   |
| Freshwater Scuba & Snorkeling                               | 3.5%                                     | 2.3%   | 3.0%               | 118   |
| Motorcycling  | 3.2%                                     | 2.7%   | 3.0%               | 107   |
| Wilderness Activities (e.g., wilderness skills course)      | 2.5%                                     | 2.2%   | 2.4%               | 105   |
| Extreme Air Sports (e.g., parachuting)                      | 1.3%                                     | 0.8%   | 1.1%               | 118   |

### Outdoor Activities Pursued While Not on Trips

Canadians who visited another province in the past two years are also quite active in outdoor activities while NOT traveling. Similar to the average Canadian Pleasure Traveler, the majority of those who visited another province go on outings to local parks and picnic, exercise, swim, and garden while not traveling. However, relative to the average Canadian Pleasure Traveler, those who visited another province are more likely to go golfing and skiing (e.g., downhill skiing) and to participate in fitness activities (e.g., jogging, exercising). They are also more likely to participate in nature-oriented activities (e.g., hiking, camping, canoeing or kayaking) while not traveling.

Fig. 9 Outdoor Activities Pursued While NOT on Trips

|  | Took a Pleasure Trip to Another Province | Did Not Take a Pleasure Trip to Another Province | Pleasure Travelers | Index |
|--|--|--|--------------------|-------|
| Size of Market                                     | 10,853,543                               | 7,585,966  | 18,439,508         | 100   |
| Day outing to a park                               | 69.4%                                    | 63.2%  | 66.9%              | 104   |
| Exercising at home or at a fitness club            | 63.6%                                    | 57.2%  | 61.0%              | 104   |
| Swimming   | 61.8%                                    | 58.1%  | 60.3%              | 103   |
| Gardening  | 60.0%                                    | 59.4%  | 59.8%              | 100   |
| Picnicking   | 54.7%                                    | 50.7%  | 53.1%              | 103   |
| Hiking   | 51.6%                                    | 44.7%  | 48.8%              | 106   |
| Cycling  | 46.5%                                    | 41.2%  | 44.3%              | 105   |
| Camping  | 41.1%                                    | 35.0%  | 38.6%              | 107   |
| Golfing  | 32.4%                                    | 25.0%  | 29.4%              | 110   |
| Ice-skating  | 30.1%                                    | 26.2%  | 28.5%              | 106   |
| Fishing  | 28.9%                                    | 29.8%  | 29.3%              | 99    |
| Jogging  | 25.8%                                    | 21.5%  | 24.1%              | 107   |
| Playing team sports                                | 24.6%                                    | 20.5%  | 22.9%              | 107   |
| Sailing or other boating                           | 24.5%                                    | 21.9%  | 23.4%              | 104   |
| Playing racquet sports (e.g., tennis or badminton) | 19.4%                                    | 18.8%  | 19.1%              | 101   |
| Downhill skiing                                    | 19.2%                                    | 11.9%  | 16.2%              | 118   |
| Canoeing or kayaking                               | 18.9%                                    | 14.1%  | 16.9%              | 112   |
| Rollerblading                                      | 15.3%                                    | 13.1%  | 14.4%              | 106   |
| Riding an all-terrain vehicle (ATV)                | 14.4%                                    | 14.2%  | 14.3%              | 101   |
| Cross-country skiing                               | 13.2%                                    | 11.4%  | 12.5%              | 106   |
| Snowmobiling                                       | 9.8%                                     | 9.7%   | 9.8%               | 100   |
| Hunting  | 8.2%                                     | 7.1%   | 7.7%               | 106   |
| Horseback riding                                   | 7.6%                                     | 5.7%   | 6.8%               | 111   |
| Snowboarding                                       | 5.8%                                     | 3.9%   | 5.0%               | 115   |
| Skateboarding                                      | 1.6%                                     | 1.6%   | 1.6%               | 99    |

### Accommodation Stayed In While on Trips

Those who visited another province most often stayed in public or private campgrounds or resorts (e.g., lakeside or riverside resorts, seaside resorts, ski or mountain resorts) during the last two years. However, relative to the average Canadian Pleasure Traveler, Inter-Province Travelers were especially likely to have stayed at a ski or mountain resort or at a wilderness accommodation (e.g., remote campsite, remote lodge or outpost). They were also more likely to have toured using a motor home or RV or a houseboat during the past two years.

Fig. 10 Accommodation Stayed In While on Trips

|  | Took a Pleasure Trip to Another Province | Did Not Take a Pleasure Trip to Another Province | Pleasure Travelers | Index |
|--|--|--|--------------------|-------|
| Size of Market   | 10,853,543                               | 7,585,966  | 18,439,508         | 100   |
| A Public Campground in a National, State, Provincial or Municipal Park | 30.0%                                    | 21.2%  | 26.4%              | 114   |
| Lakeside / Riverside Resort  | 25.6%                                    | 17.6%  | 22.3%              | 115   |
| Seaside Resort   | 23.6%                                    | 16.6%  | 20.7%              | 114   |
| A Private Campground   | 20.8%                                    | 16.0%  | 18.8%              | 110   |
| Ski Resort or Mountain Resort  | 18.0%                                    | 8.2%   | 13.9%              | 129   |
| A Camp Site in a Wilderness Setting (Not a Campground)                 | 10.1%                                    | 6.4%   | 8.6%               | 118   |
| Health Spa   | 6.4%                                     | 5.3%   | 5.9%               | 108   |
| Wilderness Lodge You Can Drive to by Car                               | 6.2%                                     | 4.8%   | 5.6%               | 111   |
| A Motor Home or RV while Traveling or Touring (Not a Camping Trip)     | 5.7%                                     | 2.8%   | 4.5%               | 127   |
| Country Inn or Resort with Gourmet Restaurant                          | 5.4%                                     | 4.6%   | 5.1%               | 107   |
| Farm or Guest Ranch  | 3.4%                                     | 2.5%   | 3.0%               | 113   |
| Remote or Fly-In Wilderness Lodge                                      | 2.1%                                     | 0.9%   | 1.6%               | 131   |
| On a Houseboat   | 1.8%                                     | 0.7%   | 1.4%               | 134   |
| Remote or Fly-In Wilderness Outpost                                    | 0.8%                                     | 0.2%   | 0.6%               | 142   |
| Cooking School   | 0.5%                                     | 0.2%   | 0.4%               | 128   |
| Wine Tasting School  | 0.4%                                     | 0.1%   | 0.3%               | 146   |

### Tours and Cruises Taken During Past Two Years

Those who visited another province were more likely than the typical Canadian Pleasure Traveler to have taken tours and cruises in the past two years. The most popular tours taken were sameday tours (both self-guided and guided), city tours and scenic countryside drives. However, relative to the average Canadian Pleasure Traveler, Inter-Province Travelers were especially likely to have taken self-guided, multi-location tours, organized, sameday tours and city tours. They were also more likely to have taken tours of wineries and factories, wilderness tours and air tours by airplane or helicopter. Those who visited other provinces were also somewhat more likely to have taken freshwater sightseeing cruises, cruises on the Great Lakes and Alaskan cruises during the last two years. This suggests that travel between the provinces is often associated with touring (especially self-guided touring) or cruise activities.

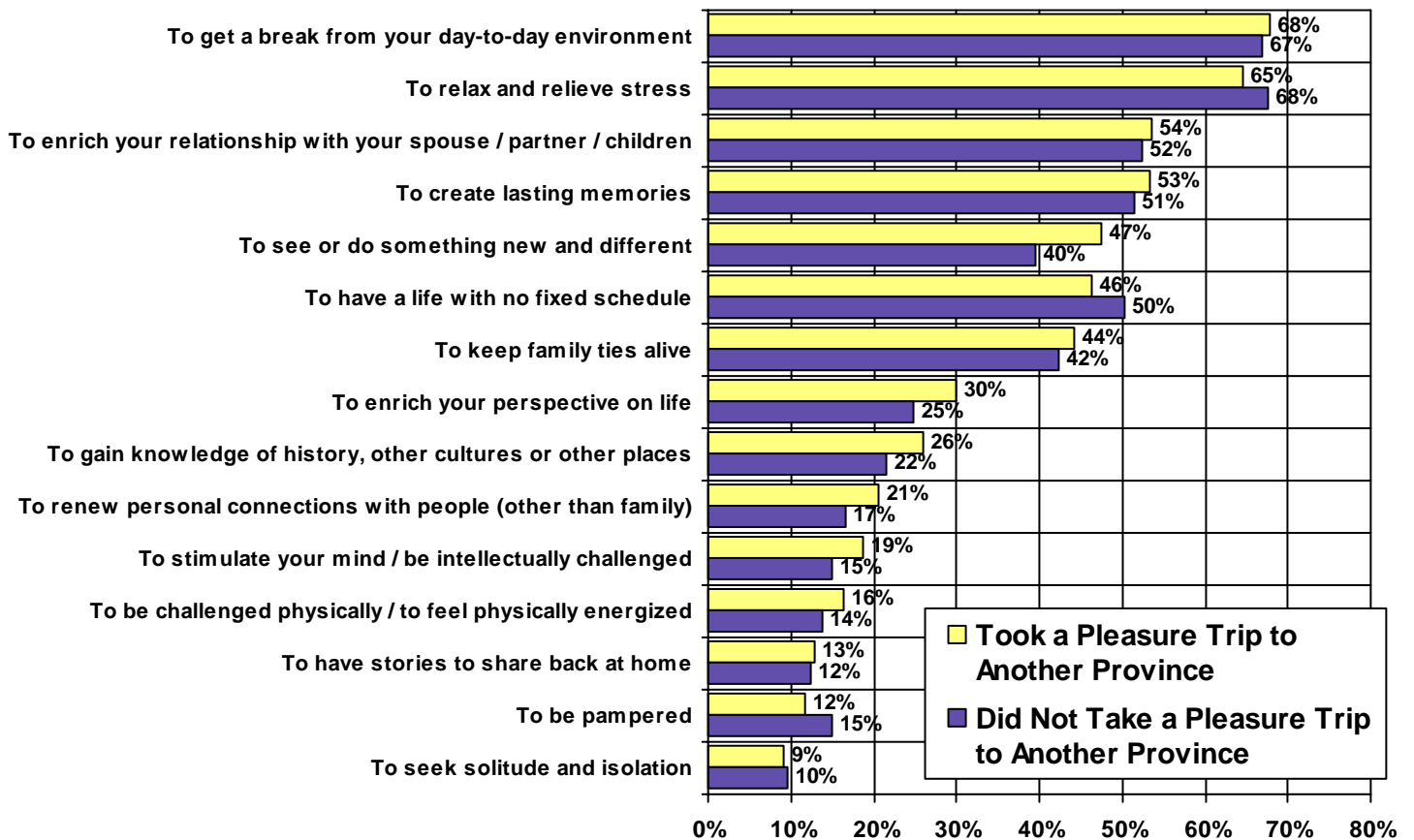
Fig. 11 Tours and Cruises Taken During Past Two Years

|   | Took a Pleasure Trip to Another Province | Did Not Take a Pleasure Trip to Another Province | Pleasure Travelers | Index |
|---|--|--|--------------------|-------|
| Size of Market  | 10,853,543                               | 7,585,966  | 18,439,508         | 100   |
| A self-guided, sameday tour while on an overnight trip                      | 33.2%                                    | 23.6%  | 29.3%              | 114   |
| Around the city   | 26.5%                                    | 18.9%  | 23.4%              | 114   |
| Around the countryside - scenic drives                                      | 25.8%                                    | 17.7%  | 22.4%              | 115   |
| An organized, sameday guided tour while on an overnight trip                | 25.6%                                    | 17.4%  | 22.2%              | 115   |
| A self-guided, overnight tour where you stayed in different locations       | 21.6%                                    | 13.2%  | 18.1%              | 119   |
| On the water (sightseeing cruise)   | 15.1%                                    | 10.2%  | 13.1%              | 115   |
| Wilderness tour   | 14.9%                                    | 10.4%  | 13.0%              | 114   |
| Some other type of tour   | 11.6%                                    | 7.4%   | 9.8%               | 117   |
| An organized, overnight guided tour where you stayed in different locations | 11.5%                                    | 8.0%   | 10.1%              | 114   |
| An organized, overnight guided tour where you stayed in a single location   | 8.8%                                     | 6.5%   | 7.8%               | 112   |
| To a casino   | 7.3%                                     | 5.4%   | 6.5%               | 112   |
| To a winery   | 7.2%                                     | 3.4%   | 5.6%               | 128   |
| Caribbean ocean cruise  | 6.0%                                     | 4.5%   | 5.4%               | 111   |
| Ocean cruise – Other  | 3.9%                                     | 2.5%   | 3.3%               | 118   |
| To a factory  | 3.2%                                     | 1.9%   | 2.6%               | 120   |
| Cruise on another lake or river   | 2.5%                                     | 2.2%   | 2.4%               | 107   |
| In the air as a pilot or passenger of an airplane or helicopter             | 2.4%                                     | 1.2%   | 1.9%               | 127   |
| Cruise on the St. Lawrence River  | 2.2%                                     | 1.6%   | 1.9%               | 112   |
| Alaskan ocean cruise  | 2.0%                                     | 1.1%   | 1.6%               | 121   |
| Some other type of cruise   | 1.8%                                     | 1.3%   | 1.6%               | 111   |
| Great Lakes cruise  | 1.0%                                     | 0.5%   | 0.8%               | 121   |
| Submarine cruise  | 0.2%                                     | 0.1%   | 0.1%               | 133   |

### Benefits Sought While on Vacation

Similar to other Canadian Pleasure Travelers, the majority of those who visited another province take vacations to get a break from their day-to-day environment, relax and relieve stress, enrich family relationships and create lasting memories. However, relative to the typical Canadian Pleasure Traveler, Inter-Province Travelers are more likely to seek vacations that provide intellectual stimulation, novelty (e.g., see or do something new and different) and learning opportunities. They also are more likely to take vacations to renew personal connections with friends (perhaps living in other provinces).

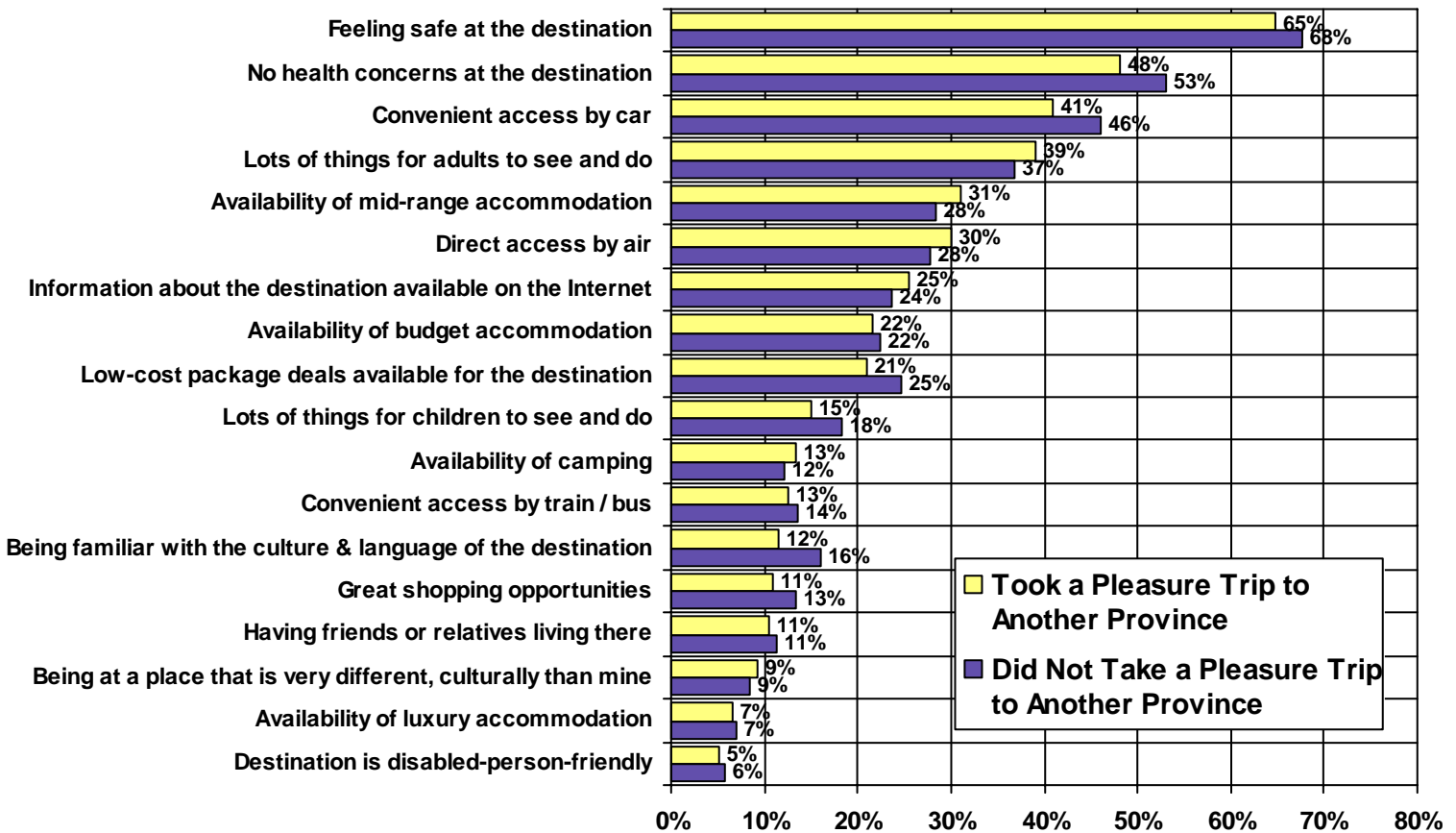
Fig.12 Benefits Sought While on Vacation  
(Percent Rating Each Benefit as "Highly Important")



### Other Attributes of a Destination Considered Important

Similar to other Canadian Pleasure Travelers, Inter-Province Travelers consider it important that they feel safe at a destination. However, they are slightly more likely than other Canadian Pleasure Travelers to consider it important that a destination has lots of activities for adults and mid-range priced accommodation available. On the other hand, they consider it less important than other Canadian Pleasure Travelers that a destination is conveniently accessible by car, has lots of activities for children or has a familiar culture and language.

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



## How Destinations Are Selected

Those who visited another province in the past two years are more likely than other Canadian Pleasure Travelers to begin planning a vacation with a particular destination in mind. For winter trips, they are also more likely to first consider what types of activities they would like to do while on vacation.

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

|  | Took a Pleasure Trip to Another Province | Did Not Take a Pleasure Trip to Another Province | Pleasure Travelers | Index |
|--|--|--|--------------------|-------|
| Size of Market   | 10,853,543                               | 7,585,966  | 18,439,508         | 100   |
| <b>Summer</b>  |  |  |                    |       |
| Started with a desired destination in mind                 | 50.8%                                    | 44.9%  | 48.5%              | 105   |
| Started by considering specific activities wanted to do    | 13.8%                                    | 13.8%  | 13.8%              | 100   |
| Started with a certain type of vacation experience in mind | 23.1%                                    | 24.7%  | 23.7%              | 97    |
| Looked for packaged deals - no destination in mind         | 1.3%                                     | 1.3%   | 1.3%               | 99    |
| Considered something else first                            | 4.4%                                     | 4.1%   | 4.3%               | 103   |
| Don't know / Other   | 6.7%                                     | 11.1%  | 8.4%               | 79    |
| <b>Winter</b>  |  |  |                    |       |
| Started with a desired destination in mind                 | 49.8%                                    | 46.5%  | 48.6%              | 103   |
| Started by considering specific activities wanted to do    | 17.4%                                    | 12.5%  | 15.6%              | 112   |
| Started with a certain type of vacation experience in mind | 18.7%                                    | 20.2%  | 19.3%              | 97    |
| Looked for packaged deals - no destination in mind         | 2.9%                                     | 3.8%   | 3.2%               | 89    |
| Considered something else first                            | 4.2%                                     | 5.5%   | 4.7%               | 90    |
| Don't know / Other   | 7.0%                                     | 11.4%  | 8.6%               | 81    |

### Trip Planning and Information Sources Consulted

Similar to the average Canadian Pleasure Traveler, most of those who took a trip to another province in the past two years were responsible for planning their trips either on their own (43.1%) or with someone else (16.3%). When making vacation plans, they tend to consult a wider variety of sources than the average Canadian Pleasure Traveler. Most of those who visited another province use Internet websites, word-of-mouth and past experience to plan travel. However, this travel segment is more likely than others to obtain travel information from travel guidebooks such as Fodor's, maps, official government travel guides or brochures or visitors centers, auto clubs such as CAA and information received in the mail or by email.

Fig. 15 Who Plans Vacations and Information Sources Consulted

|   |   | Took a Pleasure Trip to Another Province | Did Not Take a Pleasure Trip to Another Province | Pleasure Travelers | Index |
|---|---|--|--|--------------------|-------|
|   | Size of Market  | 10,853,543                               | 7,585,966  | 18,439,508         | 100   |
| Who Plans Trips?                        | Respondent plans trips                                    | 43.1%                                    | 40.4%  | 42.0%              | 103   |
|   | Trip planning a shared responsibility                     | 16.3%                                    | 16.6%  | 16.4%              | 99    |
|   | Someone else plans trips                                  | 40.6%                                    | 43.0%  | 41.5%              | 98    |
| Information Sources Consulted           | An Internet website                                       | 69.9%                                    | 58.2%  | 65.2%              | 107   |
|   | Advice of others / Word-of-mouth                          | 54.9%                                    | 45.4%  | 51.1%              | 107   |
|   | Past experience / Been there before                       | 53.1%                                    | 46.3%  | 50.4%              | 105   |
|   | Maps  | 37.5%                                    | 25.1%  | 32.6%              | 115   |
|   | A travel agent  | 36.3%                                    | 30.8%  | 34.1%              | 106   |
|   | Official travel guides or brochures from state / province | 30.3%                                    | 19.3%  | 26.0%              | 117   |
|   | Visitor information centres                               | 26.6%                                    | 18.6%  | 23.4%              | 114   |
|   | Articles in newspapers / magazines                        | 23.4%                                    | 17.0%  | 20.9%              | 112   |
|   | An auto club such as CAA                                  | 20.7%                                    | 13.0%  | 17.7%              | 117   |
|   | Travel guide books such as Fodor's                        | 16.3%                                    | 9.5%   | 13.6%              | 120   |
|   | Advertisements in newspapers / magazines                  | 14.9%                                    | 13.2%  | 14.3%              | 105   |
|   | Travel information received in the mail                   | 10.3%                                    | 6.6%   | 8.8%               | 116   |
|   | Programs on television                                    | 8.5%                                     | 6.0%   | 7.5%               | 113   |
|   | An electronic newsletter or magazine received by e-mail   | 5.0%                                     | 2.9%   | 4.2%               | 119   |
|   | Advertisements on television                              | 4.8%                                     | 5.3%   | 5.0%               | 96    |
| Visits to trade, travel or sports shows | 3.7%  | 2.2%                                     | 3.1%   | 120                |       |

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

Canadians who took a trip to another province in the past two years are above-average users of the Internet to plan (64.7%) and book travel (44.1%). Most of those who visited another province consult hotel or resort websites, official tourism websites of countries, regions or cities, airline websites and travel planning / booking websites (e.g., Expedia). Similar to most Canadian Pleasure Travelers who use the Internet, those who visited another province most often use the Internet to purchase airline tickets and accommodation. However, they are more likely than others to use the Internet to book car rentals and purchase tickets for travel by rail, bus or boat / ship.

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

|   |  | Took a Pleasure Trip to Another Province | Did Not Take a Pleasure Trip to Another Province | Pleasure Travelers | Index |
|---|--|--|--|--------------------|-------|
|   | Size of Market   | 10,853,543                               | 7,585,966  | 18,439,508         | 100   |
| Percent Using Internet to Plan or Book Travel | Does not use the Internet                              | 35.3%                                    | 48.8%  | 40.8%              | 86    |
|   | Uses Internet to plan trips only                       | 20.6%                                    | 24.3%  | 22.1%              | 93    |
|   | Uses Internet to book part of trip                     | 44.1%                                    | 26.9%  | 37.0%              | 119   |
| Types of Websites Consulted                   | A website of a hotel or resort                         | 59.7%                                    | 52.0%  | 57.0%              | 105   |
|   | A tourism website of a country / region / city         | 53.6%                                    | 42.8%  | 49.8%              | 108   |
|   | An airline website                                     | 53.2%                                    | 33.7%  | 46.3%              | 115   |
|   | A travel planning / booking website                    | 50.0%                                    | 37.8%  | 45.7%              | 109   |
|   | A website of an attraction                             | 36.0%                                    | 31.6%  | 34.5%              | 105   |
|   | Some other website                                     | 27.7%                                    | 27.4%  | 27.6%              | 100   |
|   | A cruise line website                                  | 8.6%                                     | 7.1%   | 8.1%               | 107   |
|   | A motorcoach website                                   | 2.8%                                     | 1.8%   | 2.5%               | 114   |
| Parts of Trips Booked Over The Internet       | Air tickets  | 75.5%                                    | 55.4%  | 69.5%              | 109   |
|   | Accommodation  | 69.2%                                    | 68.9%  | 69.2%              | 100   |
|   | Car rental   | 31.3%                                    | 17.4%  | 27.1%              | 115   |
|   | Tickets or fees for specific activities or attractions | 23.2%                                    | 24.8%  | 23.6%              | 98    |
|   | Tickets for rail, bus or boat / ship fares             | 17.0%                                    | 11.4%  | 15.3%              | 111   |
|   | A package containing two or more items                 | 15.7%                                    | 14.8%  | 15.4%              | 102   |
|   | Other  | 3.1%                                     | 5.8%   | 3.9%               | 80    |

### Media Consumption Habits

Canadians who took pleasure trips to another province are slightly more likely to consume travel media (e.g., travel sections of newspapers, travel programs on television and travel websites) than other Canadian Pleasure Travelers. They may also be effectively reached through business, finance and investing magazines, city lifestyle magazines, news media (e.g., news magazines, all-news/talk radio) and classical music or country music radio stations.

Fig. 17 Media Consumption Habits

|   |  | Took a Pleasure Trip to Another Province | Did Not Take a Pleasure Trip to Another Province | Pleasure Travelers | Index |
|---|--|--|--|--------------------|-------|
| Size of Market                                      |  | 10,853,543                               | 7,585,966  | 18,439,508         | 100   |
| Newspaper Readership                                | Reads daily newspaper  | 87.6%                                    | 86.7%  | 87.3%              | 100   |
|   | Reads weekend edition of newspaper                                   | 87.6%                                    | 86.8%  | 87.3%              | 100   |
|   | Reads local neighbourhood or community newspapers                    | 62.4%                                    | 60.3%  | 61.5%              | 101   |
|   | Reads other types of newspapers                                      | 17.2%                                    | 17.1%  | 17.2%              | 100   |
|   | Frequently or occasionally reads travel section of daily newspaper   | 48.1%                                    | 42.3%  | 45.7%              | 105   |
|   | Frequently or occasionally reads travel section of weekend newspaper | 50.0%                                    | 43.5%  | 47.3%              | 106   |
| Types of Magazines Read (Top 5 Indexed)             | Business, finance and investing                                      | 18.7%                                    | 12.9%  | 16.3%              | 115   |
|   | Magazines about your city  | 13.4%                                    | 10.0%  | 12.0%              | 112   |
|   | News magazine  | 26.8%                                    | 20.3%  | 24.2%              | 111   |
|   | Outdoor activities / sports  | 14.2%                                    | 10.9%  | 12.8%              | 110   |
|   | Science and geography  | 18.2%                                    | 14.3%  | 16.6%              | 110   |
| Type of Television Programs Watched (Top 5 Indexed) | Travel shows   | 31.5%                                    | 28.6%  | 30.3%              | 104   |
|   | Biography  | 42.8%                                    | 41.7%  | 42.3%              | 101   |
|   | Sports / sports shows  | 43.7%                                    | 42.9%  | 43.3%              | 101   |
|   | History  | 42.1%                                    | 41.5%  | 41.8%              | 101   |
|   | News / current affairs   | 64.6%                                    | 64.3%  | 64.5%              | 100   |
| Type of Radio Programs Listened To (Top 5 Indexed)  | Classical music  | 18.6%                                    | 15.3%  | 17.2%              | 108   |
|   | News / Talk / Information  | 41.7%                                    | 36.1%  | 39.4%              | 106   |
|   | All sports   | 11.6%                                    | 10.2%  | 11.1%              | 105   |
|   | Jazz / Big band  | 9.2%                                     | 8.2%   | 8.8%               | 105   |
|   | Country music  | 24.7%                                    | 22.7%  | 23.8%              | 103   |
| Types of Websites Visited (Top 5 Indexed)           | Travel   | 54.8%                                    | 44.0%  | 50.6%              | 108   |
|   | Network news sites (e.g., CBC, CNN)                                  | 38.5%                                    | 32.5%  | 36.1%              | 106   |
|   | Newspaper sites  | 33.4%                                    | 29.4%  | 31.8%              | 105   |
|   | Sports   | 28.0%                                    | 25.2%  | 26.9%              | 104   |
|   | Weather  | 57.6%                                    | 53.8%  | 56.1%              | 103   |

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

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

| Appendix One  |   |   |
|---|---|---|
| Canadian TAMS 2006 Culture and Entertainment Segmentation |   |   |
| Activity Segment  | Activities in Segment                       |   |
| Agro-Tourism  | Dining At A Farm                            | Harvesting and /or Other Farm Operations                          |
|   | Went Fruit Picking at Farms or Open Fields  |   |
| National & International Sporting Events                  | Curling Bonspiel                            | National /International Sporting Events such as the Olympic Games |
|   | Professional Figure Skating                 |   |
| Gardens Theme Attractions                                 | Garden Theme Park                           | Botanical Gardens   |
| Amateur Tournaments                                       | Amateur Sports Tournaments and Competitions | Amateur Tournaments and Competitions other than Sports-related    |
| Musical Concerts, Festivals & Attractions                 | Music Festivals                             | Musical Attractions   |
|   | Jazz Concert                                | Free Outdoor Performances (e.g., Theatre, Concerts) in a Park     |
|   | Rock & Roll/Popular Music Concert           | Country & Western Music Concert                                   |
| Comedy Festivals & Clubs                                  | Comedy Festivals                            | Stand-up Comedy Clubs & Other Variety Shows                       |

### Appendix Two: Canadian TAMS 2006 Outdoor Activity Segmentation

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