

CANADIAN TRAVEL MARKET

Participating in Aboriginal Cultural Experiences While on Trips Of One or More Nights

A Profile Report

November 4, 2007

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



Participating in Aboriginal Cultural Experiences While on Trips

Executive Summary

Over the last two years, 8.6% (2,139,302) of adult Canadians participated in aboriginal cultural experiences while on out-of-town, overnight trips of one or more nights. Aboriginal heritage attractions such as museums (5.7%) were the most popular followed by aboriginal arts & crafts shows (3.7%), sampling aboriginal cuisine (2.5%) and taking part in aboriginal cultural experiences in rural or remote settings (2.1%), aboriginal festivals or events such as Pow Wows (2.0%) and aboriginal outdoor adventures or sports (0.8%). Of those who participated in aboriginal cultural experiences, 24.9% (532,032) reported that this activity was the main reason for taking at least one trip.

Those who took part in an aboriginal cultural experience are over-represented among females (56.1%) as well as those in the 18 to 24 and the 55 to 64 age groups. While the majority are married, they are over-represented among singles and those without dependent children (less than 18) living at home. They have an above-average level of education (38.8% university degree) and above-average household incomes (\$76,696). They are over-represented in British Columbia.

Those who took part in aboriginal cultural experiences while on trips are more frequent travelers than many other culture and entertainment activity types. They were the 3rd most likely of the 21 culture and entertainment activity types to have taken a trip within their own province or region (93.0%), the 7th most likely to have traveled to an adjacent province or region (59.4%) and the 8th most likely to have visited a non-adjacent province or region (36.8%). On the other hand, their out-of-country travel is only average, if not below-average. They were the 16th most likely to have visited the United States (58.8%), the 9th most likely to have visited Mexico (16.5%), the 17th most likely to have taken a trip to the Caribbean (16.1%) and the 8th most likely to have traveled overseas (31.8%).

Those who took part in aboriginal cultural experiences while on trips were highly active. They were especially likely to take part in participatory, educational attractions (e.g., participatory historical activities, agro-tourism), attend live art performances (e.g., high arts, musical concerts, live theatre) and participate in nature-oriented outdoor activities (e.g., wildlife viewing; hiking, climbing & paddling). They prefer vacations that offer novelty, intellectual stimulation and educational opportunities.

This segment is an above-average user of the Internet to plan (69.5%) and book (48.5%) travel. They are also above-average consumers of travel-related media and may also be targeted through educational, nature-oriented magazines and television programs (e.g., science & geography magazines, science & nature television shows).

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 persons who visited participated in aboriginal cultural experiences while on a trip and compares them with other Canadian Pleasure Travelers (i.e., those who took at least one pleasure trip or vacation in the last two years). This report is part of a series of 44 Activity Reports prepared using the Canadian TAMS database.

Participating in Aboriginal Cultural Experiences While on Trips

Market Incidence

Over the last two years, 8.6% of adult Canadians (2,139,302) participated in aboriginal cultural experiences while on an out-of-town, overnight trip of one or more nights.

Aboriginal heritage attractions, such as museums (5.7%), were the most popular followed by aboriginal arts and crafts shows (3.7%), sampling aboriginal cuisine (2.5%) and taking part in aboriginal cultural experiences in rural or remote settings (2.1%), aboriginal festivals or events such as Pow Wows (2.0%) and aboriginal outdoor adventures or sports (0.8%).

Of those who participated in aboriginal cultural experiences, 24.9% (532,032) reported that this activity was the main reason for taking at least one trip in the past two years. Engaging in aboriginal cultural experiences in rural or remote settings and attending aboriginal festivals and events were more likely than the other activities to be cited as the main reason for taking at least one trip in the last two years.

Fig. 1 Incidence of Those Who Took Part in an Aboriginal Cultural Experience While on Trips¹

	Number Who Took Part in an Aboriginal Cultural Experience ²	Percent Main Reason for Trip ³	Percent of Pleasure Travelers ⁴	Percent of Total Canadian Population ⁵
Size of Market	2,139,302	532,032	18,439,508	24,776,103
Aboriginal Cultural Experiences (All Activities)	2,139,302	24.9%	11.6%	8.6%
Aboriginal heritage attractions (e.g., museums)	1,400,553	18.3%	7.6%	5.7%
Aboriginal arts & crafts shows	914,053	16.4%	5.0%	3.7%
Aboriginal cuisine	619,526	15.7%	3.4%	2.5%
Aboriginal cultural experiences in a remote/ rural setting	515,285	37.7%	2.8%	2.1%
Aboriginal festivals & events (e.g., Pow Wows)	497,235	35.4%	2.7%	2.0%
Aboriginal outdoor adventures/sports	197,523	20.0%	1.1%	0.8%
Participated in all six activities	54,113	5.9%	0.3%	0.2%

- 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 participated in aboriginal cultural experiences while on an out-of-town trip of one or more nights during the past two years and who took at least one out-of-town pleasure trip of one or more nights during the past two years. This column reports the number of individuals who participated in the activity on at least one trip during the last two years.
- 3 - This column reports the percent who participated in each activity who stated that the activity was the main reason for taking at least one trip during the past two years.
- 4 - "Pleasure Travelers" are defined as individuals who have taken at least one out-of-town pleasure trip of one or more nights in the last two years. This column reports the percent of Pleasure Travelers who participated in each activity on at least one trip during the last two years.
- 5 - This column reports the percent of the Total Canadian Adult Market who participated in each activity on a trip during the past two years.

Incidence by Region

Those who took part in an aboriginal cultural experience are over-represented among those who live in British Columbia. They are least likely to live in Quebec.

Fig. 2 Geographic Distribution of Those Taking Part in Aboriginal Cultural Experiences on Trips

	Total Population	Estimated Number Who Took Part In Aboriginal Cultural Experiences on a Trip	Percent of Pleasure Travelers in Region Who Took Part in Aboriginal Cultural Experiences on a Trip	Percent of Total Regional Population Who Took Part in Aboriginal Cultural Experiences on a Trip
Canada	24,776,103	2,139,302	11.6%	8.6%
Atlantic Provinces	1,822,494	112,403	8.9%	6.2%
Quebec	5,940,869	326,068	7.8%	5.5%
Ontario	9,671,592	810,240	11.3%	8.4%
Manitoba	843,107	54,524	9.2%	6.5%
Saskatchewan	706,325	71,857	13.3%	10.2%
Alberta	2,465,540	245,644	12.2%	10.0%
British Columbia	3,326,176	518,566	19.5%	15.6%

Demographic Profile

Those who took part in aboriginal cultural experiences while on trips are over-represented among females (56.1%) and those in the 18 to 24 and the 55 to 64 age groups. While the majority are married, they are over-represented among singles and those without dependent children (less than 18) living at home. They are more likely to have a university degree (38.8%) and report above-average household incomes.

Fig. 3 Demographic Profile of Those Who Took Part in Aboriginal Cultural Experiences on Trips Relative to All Canadian Pleasure Travelers

Attribute	Size of Market	Took Part In an Aboriginal Cultural Experience	Did Not Take Part In an Aboriginal Cultural Experience ¹	Pleasure Travelers	Index ²
		2,139,302	16,300,207	18,439,508	100
Gender	Male	43.9%	49.5%	48.8%	90
	Female	56.1%	50.5%	51.2%	110
Age of Respondent	18 to 24	14.1%	12.6%	12.8%	110
	25 to 34	17.7%	19.5%	19.3%	92
	35 to 44	20.1%	20.6%	20.5%	98
	45 to 54	20.4%	20.3%	20.3%	100
	55 to 64	17.0%	13.8%	14.1%	120
	65 Plus	10.7%	13.2%	12.9%	83
Average Age		44.3	44.6	44.5	N/A
Marital Status	Not married	35.6%	31.8%	32.2%	111
	Married	64.4%	68.2%	67.8%	95
Parental Status	No children under 18	73.5%	70.8%	71.1%	103
	Children under 18	26.5%	29.2%	28.9%	92
Education	High school or less	26.2%	37.5%	36.2%	72
	Some post-secondary	12.1%	11.1%	11.2%	108
	Post-secondary diploma/certificate	23.0%	21.8%	21.9%	105
	University degree	38.8%	29.6%	30.7%	126
Household Income	Under \$20,000	5.4%	5.8%	5.7%	94
	\$20,000 to \$39,999	12.8%	14.7%	14.5%	89
	\$40,000 to \$59,999	14.7%	16.8%	16.5%	89
	\$60,000 to \$79,999	15.0%	15.3%	15.2%	98
	\$80,000 to \$99,999	13.2%	12.1%	12.2%	108
	\$100,000 or more	26.4%	22.4%	22.8%	116
	Not stated	12.6%	13.0%	13.0%	97
Average Household Income		\$76,696	\$72,319	\$72,829	N/A

- 1 - Those who "Did Not Take Part in an Aboriginal Cultural Experience" are defined as individuals who took at least one out-of-town, pleasure trip of one or more nights in the last two years but did not participate in an aboriginal cultural experience on any trip. The number of persons who took part in an Aboriginal Cultural Experience and the number who did not take part equals the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for those who took part in an Aboriginal Cultural Experience in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which those who took part in an Aboriginal Cultural Experience are over or under-represented relative to the average Pleasure Traveler. An index of 100 means the percent participating in the activity is the same as that of the average Canadian Pleasure Traveler. Index values over 100 indicate that those participating in the activity are over-represented relative to the average Canadian Pleasure Traveler. Index values less than 100 indicate that those participating in the activity are under-represented relative to the average Canadian Pleasure Traveler.

Travel Activity (During Last Two Years)

Those who took part in aboriginal cultural experiences while on trips are more frequent travelers than many other culture and entertainment activity types. They were the 3rd most likely of the 21 culture and entertainment activity types to have taken a trip within their own province or region (93.0%), the 7th most likely to have traveled to an adjacent province or region (59.4%) and the 8th most likely to have visited a nonadjacent province or region (36.8%). While Ontario (56.9%) and British Columbia (47.3%) were the most common destinations, this activity segment is highly over-represented among travelers to the Yukon, Northwest Territories and Nunavut. The out-of-country travel patterns of this activity segment have been average to below-average in the last two years. They were the 16th most likely to have visited the United States (58.8%), the 9th most likely to have visited Mexico (16.5%), the 17th most likely to have taken a trip to the Caribbean (16.1%) and the 8th most likely to have traveled overseas (31.8%).

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

	Took Part In an Aboriginal Cultural Experience	Did Not Take Part In an Aboriginal Cultural Experience	Pleasure Travelers	Index
Size of Market	2,139,302	16,300,207	18,439,508	100
Canada	98.4%	94.3%	94.8%	104
Took a trip within own province / region	93.0%	84.9%	85.9%	108
Took a trip to an adjacent province / region	59.8%	47.1%	48.6%	123
Took a trip to non-adjacent province / region	40.9%	30.2%	31.4%	130
Newfoundland and Labrador	5.7%	4.1%	4.3%	132
Prince Edward Island	10.4%	6.7%	7.2%	145
New Brunswick	14.3%	11.5%	11.8%	121
Nova Scotia	15.2%	12.4%	12.7%	120
Quebec	38.6%	39.0%	38.9%	99
Ontario	56.9%	53.1%	53.5%	106
Manitoba	13.7%	8.6%	9.2%	150
Saskatchewan	16.3%	10.8%	11.4%	143
Alberta	37.9%	24.3%	25.8%	147
British Columbia	47.3%	28.5%	30.6%	154
Yukon	4.1%	0.6%	1.0%	409
Northwest Territories	2.4%	0.4%	0.7%	369
Nunavut	1.3%	0.2%	0.3%	439
United States	58.8%	49.6%	50.7%	116
Mexico	16.5%	11.9%	12.4%	133
Caribbean	17.0%	15.4%	15.6%	109
All other destinations	32.1%	22.5%	23.6%	136

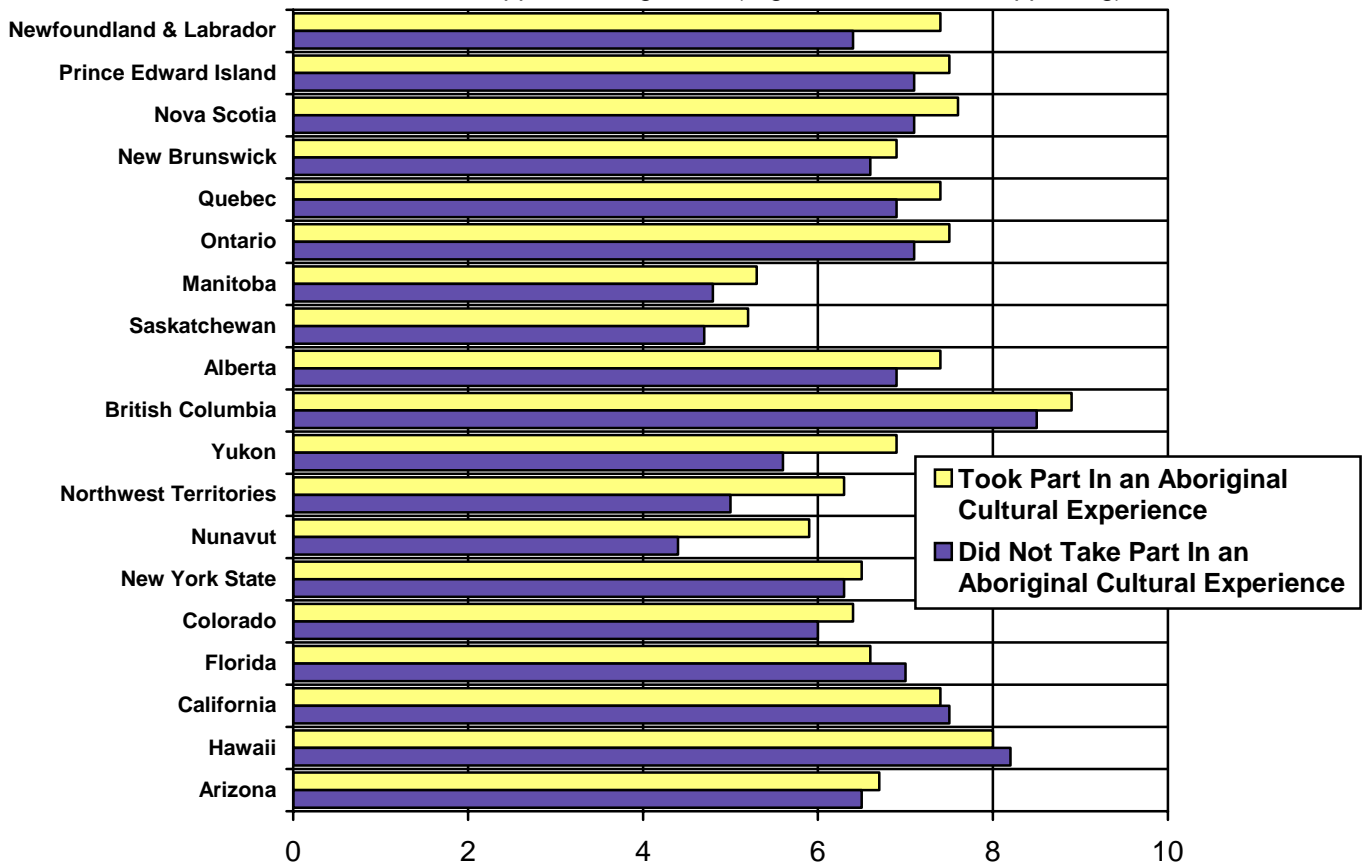
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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.

Those who took part in an aboriginal cultural experience have very favourable impressions of most Canadian destinations relative to other Canadian Pleasure Travelers. British Columbia (8.9), Nova Scotia (7.6), PEI (7.5) and Ontario (7.5) received the highest ratings. However, this activity segment was particularly more likely than others to rate the Northern Territories as appealing.

On the other hand, with the exception of Colorado, the appeal of the U.S. reference states to this activity segment is comparable to that of other Canadian Pleasure Travelers.

Fig. 5 Overall Appeal Ratings of Provinces, Territories and Selected U.S. States on a 10-Point Appeal Rating Scale (Higher Scores=More Appealing)



Other Culture and Entertainment Activities Pursued While on Trips

Those who participated in aboriginal cultural experiences were much more active than the average Canadian Pleasure Traveler in culture and entertainment pursuits while on trips. They frequently went shopping and dining, visited historical sites, museums and art galleries, attended festivals and fairs, visited theme parks and exhibits and attended musical concerts, festivals and attractions while on trips. Relative to the average Canadian Pleasure Traveler, they were much more likely to have taken part in other participatory, educational activities (e.g., participatory historical activities, agro-tourism). They are also much more likely than other travelers to patronize live art performances, (e.g., high art performances, live theatre), attend literary and film festivals and to visit educational attractions (e.g., science and technology exhibits, historical sites, museums and art galleries) while on trips.

Fig. 6 Other Culture and Entertainment Activities Pursued While on Trips
(See Appendix One for a Definition of Each Type of Culture & Entertainment Activity)

	Took Part In an Aboriginal Cultural Experience	Did Not Take Part In an Aboriginal Cultural Experience	Pleasure Travelers	Index
Size of Market	2,139,302	16,300,207	18,439,508	100
Shopping & Dining	94.3%	81.4%	82.9%	114
Historical Sites, Museums & Art Galleries	85.6%	54.7%	58.3%	147
Fairs & Festivals	67.4%	33.8%	37.7%	179
Theme Parks & Exhibits	57.5%	36.8%	39.2%	147
Musical Concerts, Festivals & Attractions	57.0%	29.6%	32.7%	174
Science & Technology Exhibits	41.5%	20.7%	23.1%	179
Wine, Beer & Food Tastings	40.2%	21.7%	23.8%	169
Garden Theme Attractions	36.5%	15.1%	17.6%	207
Casinos	36.2%	24.6%	25.9%	140
Live Theatre	33.9%	19.4%	21.1%	161
Agro-Tourism	31.8%	13.6%	15.7%	203
Professional Sporting Events	23.5%	14.6%	15.7%	150
High Art Performances	21.6%	9.6%	11.0%	197
Participatory Historical Activities	19.2%	5.0%	6.7%	287
Amateur Tournaments	18.8%	10.9%	11.8%	159
Spas	17.7%	9.0%	10.0%	176
Comedy Festivals & Clubs	16.1%	9.4%	10.1%	159
Equestrian & Western Events	15.0%	5.6%	6.7%	225
Literary & Film Festivals	8.7%	1.8%	2.6%	336
National & International Sporting Events	6.7%	2.7%	3.2%	209

Culture and Entertainment Activities Pursued in a Typical Year

Those who participated in aboriginal cultural experiences are also highly active in culture and entertainment pursuits while not traveling. They frequently dine in local restaurants, visit local festivals and fairs and visit local historic sites or heritage buildings. Relative to the average Canadian Pleasure Traveler, they are especially likely to patronize local live art performances arts (e.g., ballet, opera, classical music, jazz clubs, live theatre) and to visit local museums, art galleries and art shows.

Fig. 7 Culture and Entertainment Activities Pursued in a Typical Year

	Took Part In an Aboriginal Cultural Experience	Did Not Take Part In an Aboriginal Cultural Experience	Pleasure Travelers	Index
Size of Market	2,139,302	16,300,207	18,439,508	100
Going out to eat in restaurants	94.4%	91.1%	91.5%	103
Going to festivals or fairs	73.7%	59.8%	61.4%	120
Going to historic sites or heritage buildings	55.9%	37.1%	39.3%	142
Going to pick-your-own farms or farmers' market	49.7%	39.8%	41.0%	121
Going to art galleries or art shows	48.9%	29.5%	31.8%	154
Going to live theatre	48.5%	33.0%	34.8%	139
Going to museums	48.4%	30.7%	32.7%	148
Going to amateur sporting events	45.6%	41.5%	42.0%	109
Going to zoos or aquariums	37.8%	29.5%	30.4%	124
Going dancing	37.3%	28.9%	29.9%	125
Going to botanical gardens	36.3%	23.9%	25.4%	143
Going to bars with live pop or rock bands	33.8%	26.9%	27.7%	122
Going to professional sporting events	33.5%	31.9%	32.1%	105
Going to amusement or theme parks	30.9%	28.6%	28.9%	107
Going to rock music concerts	26.7%	21.9%	22.4%	119
Going to classical music concerts	24.5%	15.5%	16.5%	149
Going to gamble in casinos	17.9%	18.1%	18.1%	99
Going to day spas	17.3%	13.3%	13.8%	126
Going to jazz clubs	15.8%	6.4%	7.5%	210
Going to the ballet	12.9%	6.5%	7.3%	177
Staying overnight in a hotel or B&B in own city	11.4%	9.7%	9.9%	115
Going to the opera	11.0%	6.0%	6.6%	166
Going to rodeos	9.2%	7.1%	7.3%	126

Outdoor Activities Pursued While on Trips

Those who took part in aboriginal cultural experiences while on trips were also highly active in outdoor activities. They frequently went wildlife viewing, enjoyed ocean activities (e.g., sunbathing, swimming in ocean) and went hiking, climbing and paddling and boating and swimming (e.g., motorboating, swimming in lakes) while on trips. Relative to the typical Canadian Pleasure Traveler, this activity segment was especially likely to have participated in nature-oriented outdoor activities (e.g., wilderness activities, horseback riding, hiking, climbing and paddling). However, they were also more likely than others to go cross-country skiing and snowshoeing, fresh water scuba diving and snorkeling and to have participated in fitness-related activities such as exercising and jogging, cycling and skating.

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

	Took Part In an Aboriginal Cultural Experience	Did Not Take Part In an Aboriginal Cultural Experience	Pleasure Travelers	Index
Size of Market	2,139,302	16,300,207	18,439,508	100
Wildlife Viewing	76.4%	36.6%	41.2%	185
Ocean Activities (e.g., swimming in ocean, sunbathing)	65.8%	46.3%	48.5%	136
Hiking, Climbing & Paddling	59.9%	30.7%	34.1%	176
Boating & Swimming (e.g., motorboating, swimming in lakes)	59.8%	38.7%	41.1%	145
Sports & Games (e.g., tennis, board games)	38.1%	20.7%	22.7%	168
Fishing	32.0%	22.5%	23.6%	136
Exercising & Jogging	26.9%	14.4%	15.9%	169
Cycling	23.4%	12.2%	13.5%	173
Golfing	20.5%	18.0%	18.3%	112
Skating (e.g., ice skating, rollerblading)	19.4%	11.0%	12.0%	162
Downhill Skiing & Snowboarding	19.2%	14.0%	14.6%	131
Cross-country Skiing & Snowshoeing	18.3%	8.1%	9.3%	197
Team Sports (e.g., hockey, baseball)	17.0%	10.6%	11.4%	150
Snowmobiling & ATVing	14.3%	11.0%	11.3%	126
Horseback Riding	11.6%	4.0%	4.9%	236
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	9.2%	5.9%	6.3%	145
Wilderness Activities (e.g., wilderness skills course)	6.9%	1.8%	2.4%	293
Freshwater Scuba & Snorkeling	5.9%	2.6%	3.0%	195
Hunting	5.9%	4.6%	4.7%	124
Motorcycling	4.6%	2.8%	3.0%	153
Extreme Air Sports (e.g., parachuting)	2.1%	1.0%	1.1%	190

Outdoor Activities Pursued in a Typical Year

Those who participated in aboriginal cultural experiences are also quite active in outdoor activities while not traveling. They frequently go on day outings to parks and picnicking, swim, exercise, go hiking and garden at home. Relative to the average Canadian Pleasure Traveler, this activity segment is especially likely to participate in nature-oriented, outdoor activities such as canoeing or kayaking, hiking, horseback riding and camping. They are also somewhat more likely than others to participate in physically challenging activities such as jogging, cross-country skiing and downhill skiing and skateboarding. On the other hand, they are less likely to go golfing, ATVing and snowmobiling.

Fig. 9 Outdoor Activities Pursued in a Typical Year

	Took Part In an Aboriginal Cultural Experience	Did Not Take Part In an Aboriginal Cultural Experience	Pleasure Travelers	Index
Size of Market	2,139,302	16,300,207	18,439,508	100
Day outing to a park	78.4%	65.4%	66.9%	117
Swimming	65.3%	59.6%	60.3%	108
Exercising at home or at a fitness club	64.4%	60.5%	61.0%	106
Gardening	63.9%	59.2%	59.8%	107
Picnicking	63.0%	51.8%	53.1%	119
Hiking	60.4%	47.2%	48.8%	124
Cycling	49.5%	43.6%	44.3%	112
Camping	47.9%	37.4%	38.6%	124
Fishing	30.8%	29.1%	29.3%	105
Jogging	30.0%	23.3%	24.1%	125
Ice-skating	29.1%	28.4%	28.5%	102
Sailing or other boating	28.8%	22.7%	23.4%	123
Golfing	26.4%	29.7%	29.4%	90
Canoeing or kayaking	26.3%	15.7%	16.9%	156
Playing team sports	26.1%	22.5%	22.9%	114
Playing racquet sports (e.g., tennis or badminton)	21.2%	18.9%	19.1%	111
Downhill skiing	19.1%	15.8%	16.2%	118
Cross-country skiing	14.9%	12.1%	12.5%	120
Rollerblading	14.6%	14.3%	14.4%	102
Riding an all-terrain vehicle (ATV)	12.8%	14.5%	14.3%	90
Horseback riding	10.3%	6.4%	6.8%	151
Hunting	8.9%	7.6%	7.7%	115
Snowmobiling	8.6%	9.9%	9.8%	88
Snowboarding	5.3%	5.0%	5.0%	105
Skateboarding	1.9%	1.5%	1.6%	123

Accommodation Stayed In While on a Trip

Those who participated in aboriginal cultural experiences were most likely to have stayed in a public or private campgrounds and resorts (e.g., lakeside resorts, riverside resorts, seaside resorts) during the past two years. Relative to the average Canadian Pleasure Traveler, this activity segment was especially likely to have stayed in nature-oriented, wilderness accommodation (e.g., lodge accessible by car, remote or fly-in lodge or outpost).

Fig. 10 Accommodation Stayed in While on Trips

	Took Part In an Aboriginal Cultural Experience	Did Not Take Part In an Aboriginal Cultural Experience	Pleasure Travelers	Index
Size of Market	2,139,302	16,300,207	18,439,508	100
A Public Campground in a National, State, Provincial or Municipal Park	45.9%	23.8%	26.4%	174
Lakeside / Riverside Resort	36.3%	20.5%	22.3%	163
Seaside Resort	32.5%	19.2%	20.7%	157
A Private Campground	27.4%	17.7%	18.8%	146
Ski Resort or Mountain Resort	19.3%	13.2%	13.9%	139
A Camp Site in a Wilderness Setting (Not a Campground)	16.6%	7.5%	8.6%	193
Wilderness Lodge You Can Drive to by Car	11.5%	4.9%	5.6%	205
Health Spa	10.0%	5.4%	5.9%	168
Country Inn or Resort with Gourmet Restaurant	8.0%	4.7%	5.1%	158
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	7.7%	4.1%	4.5%	172
Farm or Guest Ranch	7.0%	2.5%	3.0%	231
Remote or Fly-In Wilderness Lodge	4.1%	1.3%	1.6%	255
On a Houseboat	2.5%	1.2%	1.4%	187
Remote or Fly-In Wilderness Outpost	1.7%	0.4%	0.6%	294
Cooking School	0.7%	0.3%	0.4%	193
Wine Tasting School	0.3%	0.3%	0.3%	117

Tours and Cruises Taken During Past Two Years

Those who participated in aboriginal cultural experiences while on trips were much more likely to have taken tours and freshwater cruises during the past two years. Self-guided sameday tours, scenic countryside drives, guided sameday tours and city tours were the most common tours taken. However, relative to the average Canadian Pleasure Traveler, this activity segment was especially likely to have taken wilderness tours, tours of wineries and factories and air tours by airplane or helicopter. They were also much more likely than others to have taken an Alaskan cruise as well as freshwater cruises (e.g., lake or river cruise) in the past two years. On the other hand, they were less likely than others to have taken a Caribbean cruise.

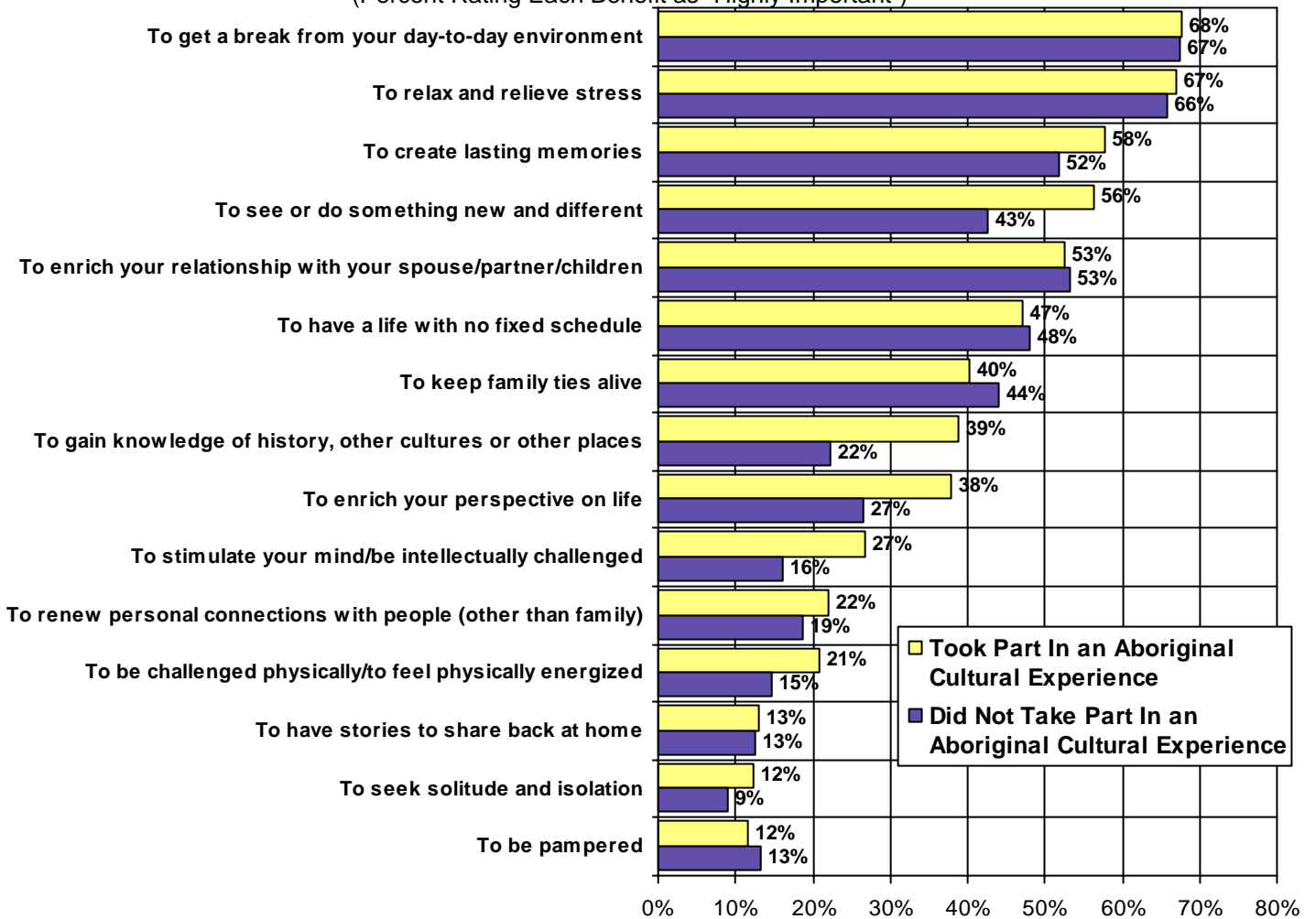
Fig. 11 Tours and Cruises Taken During Past Two Years

	Took Part In an Aboriginal Cultural Experience	Did Not Take Part In an Aboriginal Cultural Experience	Pleasure Travelers	Index
Size of Market	2,139,302	16,300,207	18,439,508	100
A self-guided, sameday tour while on an overnight trip	49.4%	26.6%	29.3%	169
Around the countryside - scenic drives	40.2%	20.1%	22.4%	179
An organized, sameday, guided tour while on an overnight trip	37.4%	20.2%	22.2%	168
Around the city	35.9%	21.7%	23.4%	154
A self-guided overnight tour where you stayed in different locations	33.4%	16.1%	18.1%	184
On the water (sightseeing cruise)	25.7%	11.4%	13.1%	196
Wilderness tour	25.3%	11.4%	13.0%	195
Some other type of tour	21.1%	8.4%	9.8%	214
An organized, overnight, guided tour where you stayed in different locations	16.4%	9.2%	10.1%	163
An organized, overnight, guided tour where you stayed in a single location	11.2%	7.4%	7.8%	143
To a winery	10.9%	5.0%	5.6%	193
To a casino	10.2%	6.0%	6.5%	157
Cruise on another lake or river	5.3%	2.0%	2.4%	224
Caribbean ocean cruise	5.0%	5.4%	5.4%	92
To a factory	4.9%	2.3%	2.6%	187
Ocean cruise – Other	4.8%	3.1%	3.3%	144
In the air as a pilot or passenger of an airplane or helicopter	4.5%	1.6%	1.9%	235
Alaskan ocean cruise	3.1%	1.4%	1.6%	192
Some other type of cruise	3.0%	1.4%	1.6%	190
Cruise on the St. Lawrence River	2.8%	1.8%	1.9%	144
Great Lakes cruise	1.1%	0.7%	0.8%	144
Submarine cruise	0.4%	0.1%	0.1%	311

Benefits Sought While On a Vacation

As with most Canadian Pleasure Travelers, those who participated in an aboriginal cultural experience take vacations to get a break from their day-to-day environment, to relax and relieve stress, to create lasting memories, to see or do something new and different and to enrich family relationships. However, this activity segment considers it especially important that vacations are intellectually stimulating, create lasting memories, offer novelty (e.g., seeing or doing something new and different) and provide learning opportunities (e.g., gain knowledge of the history and culture of a destination).

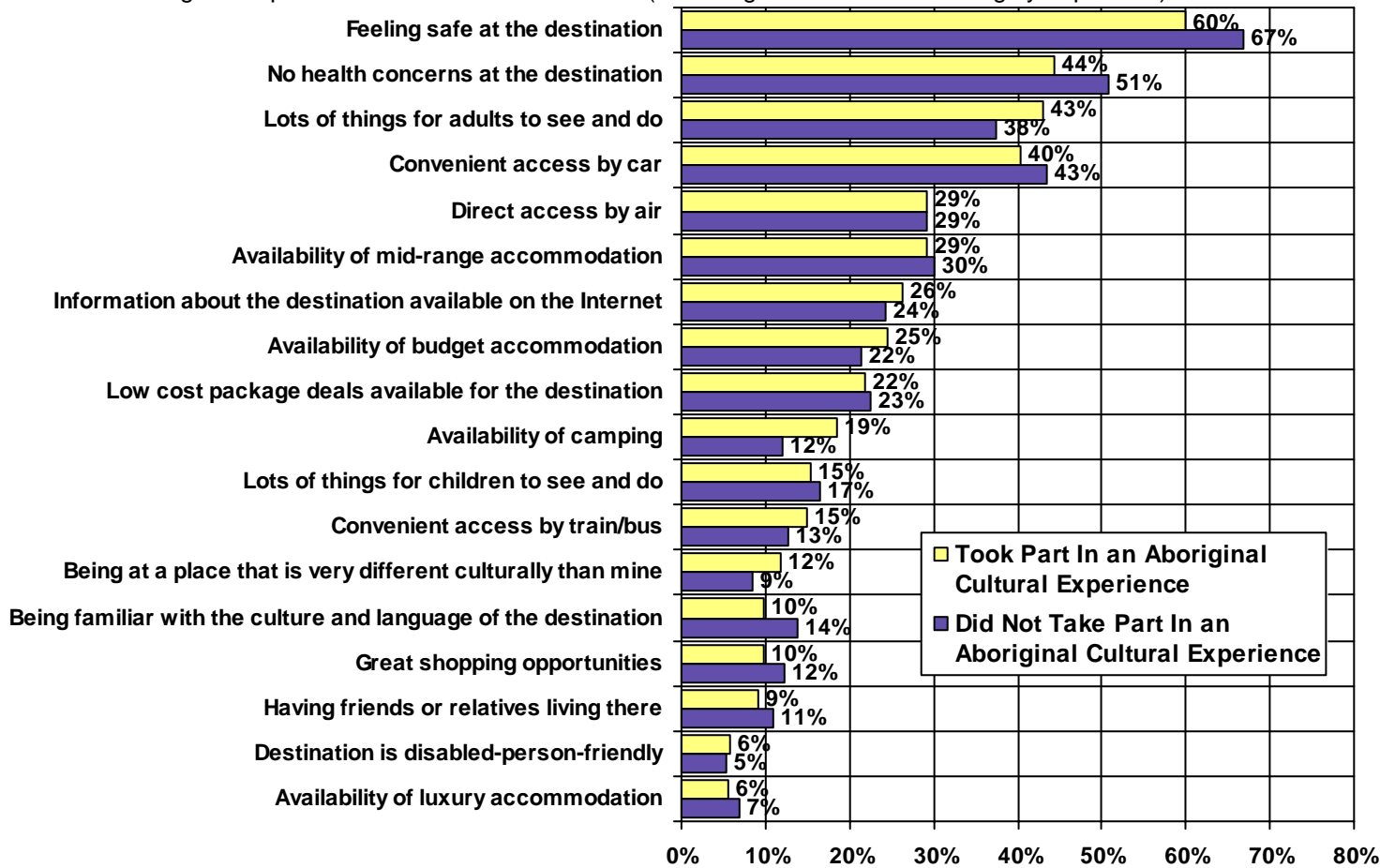
Fig.12 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as “Highly Important”)



Other Attributes of a Destination Considered Important

As with most Canadian Pleasure Travelers, those who took part in aboriginal cultural experiences while on a trip consider it important that they feel safe at a destination. However, relative to the typical Canadian Pleasure Travelers this segment considers it more important that a destination offers lots of things for adults to see and do, camping and cultural distinctiveness.

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



How Destinations are Selected

Similar to the average Canadian Pleasure Traveler, those who took part in aboriginal cultural experiences while on trips begin planning vacations with a particular destination in mind. However, for winter trips, this activity segment is somewhat more likely than others to begin planning their vacation by considering what activities and what experiences they would like to have while traveling. This segment may also exhibit above-average responsiveness to discount vacation packages for summer travel.

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

	Took Part In an Aboriginal Cultural Experience	Did Not Take Part In an Aboriginal Cultural Experience	Pleasure Travelers	Index
Size of Market	2,139,302	16,300,207	18,439,508	100
Summer				
Started with a desired destination in mind	51.2%	48.1%	48.5%	106
Started by considering specific activities wanted to do	13.3%	13.9%	13.8%	96
Started with a certain type of vacation experience in mind	22.5%	23.9%	23.7%	95
Looked for packaged deals - no destination in mind	1.6%	1.3%	1.3%	120
Considered something else first	5.7%	4.1%	4.3%	132
Don't know / Other	5.8%	8.8%	8.4%	69
Winter				
Started with a desired destination in mind	47.1%	48.8%	48.6%	97
Started by considering specific activities wanted to do	18.1%	15.2%	15.6%	116
Started with a certain type of vacation experience in mind	22.6%	18.8%	19.3%	117
Looked for packaged deals - no destination in mind	2.8%	3.3%	3.2%	87
Considered something else first	3.4%	4.8%	4.7%	74
Don't know / Other	5.9%	9.0%	8.6%	69

Trip Planning and Information Sources Consulted

The majority of those who took part in aboriginal cultural experiences while on trips were responsible for planning their trips either on their own (44.0%) or with someone else (14.2%). When making vacation plans, this activity segment is more likely to consult a wider range of sources than the average Canadian Pleasure Traveler. The majority use the Internet, word-of-mouth and past experiences to plan trips. However, those who took part in aboriginal cultural experiences are more likely to obtain travel information from television programs, government tourism bureaus (e.g., official travel guides or brochures, visitor information centres), travel guidebooks such as Fodor's, email newsletters or magazines and trade, travel or sports shows.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Took Part In an Aboriginal Cultural Experience	Did Not Take Part In an Aboriginal Cultural Experience	Pleasure Travelers	Index
Size of Market		2,139,302	16,300,207	18,439,508	100
Who Plans Trips?	Respondent plans trips	44.0%	41.8%	42.0%	105
	Trip planning a shared responsibility	14.2%	16.7%	16.4%	87
	Someone else plans trips	41.7%	41.5%	41.5%	100
Information Sources Consulted	An Internet website	73.6%	64.1%	65.2%	113
	Advice of others / Word-of-mouth	64.8%	49.2%	51.1%	127
	Past experience / Been there before	64.1%	48.5%	50.4%	127
	Maps	46.8%	30.6%	32.6%	144
	Official travel guides or brochures from state / province	44.2%	23.4%	26.0%	170
	A travel agent	44.1%	32.8%	34.1%	129
	Visitor information centres	40.5%	21.0%	23.4%	173
	Articles in newspapers / magazines	31.2%	19.4%	20.9%	150
	An auto club such as CAA	27.0%	16.4%	17.7%	153
	Travel guide books such as Fodor's	22.8%	12.4%	13.6%	167
	Advertisements in newspapers / magazines	19.5%	13.5%	14.3%	137
	Programs on television	15.1%	6.5%	7.5%	201
	Travel information received in the mail	14.9%	8.0%	8.8%	168
	Advertisements on television	6.8%	4.7%	5.0%	136
	An electronic newsletter or magazine received by e-mail	6.7%	3.8%	4.2%	160
Visits to trade, travel or sports shows	6.6%	2.6%	3.1%	210	

Use of the Internet to Plan and Arrange Trips

Those who participated in an aboriginal cultural experience are above-average users of the Internet to plan (69.5%) and book (48.5%) trips. The majority use official government tourism websites, hotel or resort websites, airline websites and travel planning or booking websites such as Expedia. They are most likely to purchase airline tickets and accommodation online, but more likely than others to also purchase fares for travel by train, bus, boat or ships.

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

		Took Part In an Aboriginal Cultural Experience	Did Not Take Part In an Aboriginal Cultural Experience	Pleasure Travelers	Index
	Size of Market	2,139,302	16,300,207	18,439,508	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	30.6%	42.2%	40.8%	75
	Uses Internet to plan trips only	21.0%	22.3%	22.1%	95
	Uses Internet to book part of trip	48.5%	35.5%	37.0%	131
Types of Websites Consulted	A tourism website of a country / region / city	63.4%	47.6%	49.8%	127
	A website of a hotel or resort	63.4%	56.0%	57.0%	111
	An airline website	53.2%	45.2%	46.3%	115
	A travel planning / booking website	52.8%	44.6%	45.7%	115
	A website of an attraction	43.6%	33.0%	34.5%	126
	Some other website	31.4%	27.0%	27.6%	114
	A cruise line website	8.5%	8.0%	8.1%	105
	A motorcoach website	3.4%	2.3%	2.5%	138
Parts of Trips Booked Over The Internet	Air tickets	76.1%	68.3%	69.5%	110
	Accommodation	70.7%	68.9%	69.2%	102
	Car rental	30.0%	26.6%	27.1%	111
	Tickets or fees for specific activities or attractions	23.3%	23.7%	23.6%	99
	Tickets for rail, bus or boat / ship fares	19.1%	14.6%	15.3%	125
	A package containing two or more items	15.6%	15.4%	15.4%	101
	Other	6.4%	3.5%	3.9%	162

Media Consumption Habits

Those who took part in an aboriginal cultural experience are above-average consumers of travel-related media, including the travel sections of newspapers, travel websites and travel shows on television. They are also more likely than average to read educational magazines (e.g., science & geography magazines) and city lifestyle magazines. They also watch educational television programs (e.g., science & nature television, history), reflecting this activity segment's keen interest in learning. Their radio station preferences are eclectic and include big band, classical music and multi-cultural stations.

Fig. 17 Media Consumption Habits

		Took Part In an Aboriginal Cultural Experience	Did Not Take Part In an Aboriginal Cultural Experience	Pleasure Travelers	Index
Size of Market		2,139,302	16,300,207	18,439,508	100
Newspaper Readership	Reads daily newspaper	89.6%	87.0%	87.3%	103
	Reads weekend edition of newspaper	89.8%	87.0%	87.3%	103
	Reads local neighbourhood or community newspapers	68.5%	60.6%	61.5%	111
	Reads other types of newspapers	23.5%	16.3%	17.2%	137
	Frequently or occasionally reads travel section of daily newspaper	55.4%	44.5%	45.7%	121
	Frequently or occasionally reads travel section of weekend newspaper	57.6%	46.0%	47.3%	122
Types of Magazines Read (Top 5 Indexed)	Magazines about your city	20.5%	10.9%	12.0%	171
	Science and geography	27.4%	15.2%	16.6%	165
	Crafts, antiques and collectibles	18.9%	11.7%	12.5%	150
	Outdoor activities / sports	18.3%	12.1%	12.8%	143
	Photography and video	5.4%	3.9%	4.1%	133
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	39.8%	29.1%	30.3%	131
	History	48.7%	40.9%	41.8%	117
	Science & nature shows	50.5%	43.0%	43.8%	115
	Science fiction / Fantasy shows	21.9%	18.9%	19.2%	114
	Biography	46.5%	41.8%	42.3%	110
Type of Radio Programs Listened To (Top 5 Indexed)	Jazz / Big band	14.0%	8.1%	8.8%	160
	Classical music	24.9%	16.2%	17.2%	144
	Multicultural	11.5%	8.0%	8.4%	137
	Country music	29.8%	23.1%	23.8%	125
	Some other radio program	19.2%	15.1%	15.6%	123
Types of Websites Visited (Top 5 Indexed)	Network news sites (e.g., CBC, CNN)	43.1%	35.2%	36.1%	119
	Travel	59.6%	49.3%	50.6%	118
	Newspaper sites	36.3%	31.2%	31.8%	114
	House and home	32.0%	27.6%	28.1%	114
	Sites for specific activities or interests	40.4%	35.2%	35.9%	113

Appendix One Canadian TAMS 2006 Culture and Entertainment Segmentation		
Activity Segment	Activities in Segment	
Historical Sites, Museums & Art Galleries	Well-known Historic Sites or Buildings	Well-known Natural Wonders
	Other Historic Sites, Monuments and Buildings	Historical Replicas of Cities or Towns With Historic Re-Enactments
	Strolling Around a City to Observe Buildings and Architecture	Museum - Military /War Museums
	Museum - General History or Heritage Museums	Art Galleries
		Paleontological/Archaeological Sites
Shopping & Dining	Shop Or Browse - Bookstore or Music Store	Shop Or Browse – Antiques
	Shop Or Browse - Clothing, Shoes and Jewellery	Shop Or Browse - Gourmet Foods in Retail Stores
	Shop Or Browse - Local Arts & Crafts Studios or Exhibitions	Shop Or Browse - Greenhouse or Garden Centre
	Dining - Restaurants Offering Local Ingredients and Recipes	High-End Restaurants with an International Reputation
	Went to Local Outdoor Cafes	Other High-End Restaurants
Aboriginal Cultural Experiences	Aboriginal Cuisine (Tasted or Sampled)	Aboriginal Arts and Crafts Shows
	Aboriginal Heritage Attractions (e.g., Museums, Interpretive Centres)	Aboriginal Cultural Experiences in a Remote or Rural Setting
	Aboriginal Festivals & Events (e.g., Powwows)	Aboriginal Outdoor Adventure and /or Sports
Fairs & Festivals	Farmers' Markets or Country Fairs	Firework Displays
	Carnivals	Ethnic Festivals
	Exhibition or Fairs	Food /Drink Festivals
Science & Technology Exhibits	Science or Technology Museums	Children's Museums
	Science & Technology Theme Parks	Went to an Imax Movie Theatre
	Planetarium	
Theme Parks & Exhibits	Amusement Park	Aquariums
	Water Theme Park	Zoos
	Movie Theme Park	Entertainment Farms (e.g., Corn Maze, Petting Zoo)
	Wax Museums	
High Art Performances	Classical or Symphony Concert	Ballet or Other Dance Performances
	Opera	
Professional Sporting Events	Professional Football Games	Professional Golf Tournaments
	Professional Basketball Games	Professional Ice Hockey Games
	Professional Baseball Games	Professional Soccer Games
Live Theatre	Live Theatre	Live Theatre with Dinner
	Theatre Festivals	
Literary & Film Festivals	Literary Festivals or Events	International Film Festivals
Tastings	Went to Wineries for Day Visits and Tasting	Cooking /Wine Tasting Courses
	Went to Breweries for Day Visits and Tasting	Visited Food Processing Plants (e.g., Cheese Factory)
Casinos	Went to a Casino	
Spas	Day Visit to a Health & Wellness Spas while on an Overnight Trip	
Participatory Historical Activities	Historical Re-Enactments (as an Actor)	Interpretive Program at a Historic Site or National /Provincial Park
	Curatorial Tours	Archaeological Digs
Equestrian & Western Events	Equine (Horse) Competitions	Western Theme Events (e.g., Rodeos)
	Horse Races	

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

Appendix Two: Canadian TAMS 2006 Outdoor Activity Segmentation

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	