

CANADIAN TRAVEL MARKET

Participating in Agro-Tourism Activities While on Trips Of One or More Nights

A Profile Report

December 3, 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



Agro-Tourism Activities While on Trips

Executive Summary

Over the last two years, 11.7% (2,891,876) of adult Canadians participated in an agro-tourism activity while on an out-of-town, overnight trip of one or more nights. Fruit-picking at a farm or open field (8.3%) was the most popular agro-tourism activity followed by dining at a farm (3.7%) and visiting a harvesting or other farm operation (2.1%). Participating in an agro-tourism activity while on a trip was the 11th most frequent culture and entertainment activity type undertaken by Canadian Pleasure Travelers in the past two years. Of those who participated in an agro-tourism activity, 21.5% (621,453) reported that this activity was the main reason for taking at least one trip.

Travelers who participated in agro-tourism activities while on trips are more likely to be female (54.6%) and are predominantly 35 to 44 years of age. Most are married and they are more likely than average to have dependent children (less than 18) living at home. They are less affluent than the other activity segments and report the lowest household income (\$72,288) of the 21 culture and entertainment activity types.

Those who participated in an agro-tourism activity are predominantly domestic travelers. They were the 7th most likely of the 21 culture and entertainment activity types to have taken a trip within their own province or region (90.7%), the 12th most likely to have traveled to an adjacent province or region (56.4%) and the 14th most likely to have visited a non-adjacent province or region (36.5%) in the past two years. However, their out-of-country travel is below-average. They were the least likely of the 21 activity segments to have visited the United States (52.8%), the 19th most likely to have visited Mexico (13.5%) and the least likely to have taken a trip to the Caribbean (14.8%).

Travelers who participated in agro-tourism activities are more active than the average Canadian Pleasure Traveler while on trips. They frequently participated in activities closely associated with agro-tourism (e.g., tastings, garden-themed attractions, equestrian & western events) as well as other participatory activities (e.g., aboriginal cultural experiences). They were also frequently involved in nature-oriented activities (e.g., horseback riding, fishing) and family-oriented activities (e.g., cycling, sports & games). They take budget-conscious vacations that often involve camping and that offer learning opportunities, novelty and lots to see and do for both adults and children.

Those who participated in an agro-tourism activity were the least likely of the 21 culture and entertainment activity types to use the Internet to plan (61.5%) and book (38.3%) travel. They can best be reached through travel media as well as 'home-related' media (e.g., home-related websites; craft, antique & collectible magazines; cooking shows).

Agro-Tourism Activities While on Trips

Market Incidence

Over the last two years, 11.7% of adult Canadians (2,891,876) participated in an agro-tourism activity while on an out-of-town, overnight trip of one or more nights. Fruit-picking at a farm or open field (8.3%) was the most popular agro-tourism activity, followed by dining at a farm (3.7%) and visiting a harvesting or other farm operation (2.1%). Participating in an agro-tourism activity while on a trip was the 11th most frequent culture and entertainment activity type undertaken by Canadian Pleasure Travelers in the past two years.

Of those who participated in agro-tourism activities, 21.5% (621,453) reported that this activity was the main reason for taking at least one trip in the past two years. Visiting a harvesting or other farm operation was more likely than fruit-picking or dining at a farm to be cited as the main reason for taking at least one trip in the last two years.

Fig. 1 Incidence of Agro-Tourism Activities While on Trips¹

	Number of Who Participated in Agro-Tourism Activities ²	Percent Main Reason for Trip ³	Percent of Pleasure Travelers ⁴	Percent of Total Canadian Population ⁵
Size of Market	2,891,876	621,453	18,439,508	24,776,103
Agro-Tourism (All Activities)	2,891,876	21.5%	15.7%	11.7%
Fruit-picking at a farm or open field	2,060,926	19.8%	11.2%	8.3%
Dining at a farm	923,537	15.0%	5.0%	3.7%
Harvesting and/or other farm operations	513,139	31.7%	2.8%	2.1%
Participated in all three activities	68,771	18.0%	0.4%	0.3%

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 agro-tourism activity while on an out-of-town, overnight 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 participated in agro-tourism activities while on trips are over-represented among Canadian Pleasure Travelers living in Saskatchewan, and, to a lesser extent, Quebec, Alberta and British Columbia. They are least likely to live in the Atlantic Provinces.

Fig. 2 Geographic Distribution of Those Who Participated in Agro-Tourism While on Trips

	Total Population	Estimated Number Who Participated in Agro-Tourism Activities on a Trip	Percent of Pleasure Travelers in Region Who Participated in Agro-Tourism Activities on a Trip	Percent of Total Regional Population Who Participated in Agro-Tourism Activities on a Trip
Canada	24,776,103	2,891,876	15.7%	11.7%
Atlantic Provinces	1,822,494	131,760	10.4%	7.2%
Quebec	5,940,869	704,609	16.8%	11.9%
Ontario	9,671,592	1,080,083	15.1%	11.2%
Manitoba	843,107	79,573	13.4%	9.4%
Saskatchewan	706,325	115,204	21.3%	16.3%
Alberta	2,465,540	336,374	16.8%	13.6%
British Columbia	3,326,176	444,275	16.7%	13.4%

Demographic Profile

Those who participated in agro-tourism activities while on trips are more likely to be female (54.6%). They are over-represented among those 35 to 44 years of age with dependent children (less than 18 years of age) living at home. They are the 12th most likely to have a university education (34.6%). They report the lowest household income (\$72,288) of the 21 culture and entertainment activity types, perhaps reflecting the fact that many in this segment are a single income household.

Fig. 3 Demographic Profile of Those Who Participated in Agro-Tourism Relative to All Canadian Pleasure Travelers

Attribute	Size of Market	Participated in Agro-Tourism Activity	Did Not Participate in Agro-Tourism Activity ¹	Pleasure Travelers	Index ²
		2,891,876	15,547,632	18,439,508	100
Gender	Male	45.4%	49.5%	48.8%	93
	Female	54.6%	50.5%	51.2%	107
Age of Respondent	18 to 24	13.2%	12.7%	12.8%	103
	25 to 34	19.8%	19.2%	19.3%	102
	35 to 44	22.4%	20.2%	20.5%	109
	45 to 54	19.3%	20.5%	20.3%	95
	55 to 64	12.7%	14.4%	14.1%	90
	65 Plus	12.8%	12.9%	12.9%	99
Average Age		44.0	44.6	44.5	N/A
Marital Status	Not married	32.7%	32.1%	32.2%	102
	Married	67.3%	67.9%	67.8%	99
Parental Status	No children under 18	68.9%	71.5%	71.1%	97
	Children under 18	31.1%	28.5%	28.9%	108
Education	High school or less	32.0%	37.0%	36.2%	88
	Some post-secondary	12.6%	10.9%	11.2%	113
	Post-secondary diploma/certificate	20.8%	22.1%	21.9%	95
	University degree	34.6%	30.0%	30.7%	113
Household Income	Under \$20,000	5.3%	5.8%	5.7%	93
	\$20,000 to \$39,999	15.5%	14.3%	14.5%	107
	\$40,000 to \$59,999	17.6%	16.3%	16.5%	106
	\$60,000 to \$79,999	15.6%	15.2%	15.2%	102
	\$80,000 to \$99,999	9.6%	12.7%	12.2%	78
	\$100,000 or more	23.6%	22.7%	22.8%	103
	Not stated	12.8%	13.0%	13.0%	99
Average Household Income		\$72,288	\$72,930	\$72,829	N/A

- 1 - Defined as individuals who took at least one out-of-town, overnight overall pleasure trip of one or more nights in the last two years but did not participated in agro-tourism on any trip. The number of Participants and Non-Participants equals the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for Participated in Agro-Tourism Activity in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which those who participated in an agro-tourism activity 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 participated in agro-tourism activities are predominantly domestic travelers. They were the 7th most likely of the 21 culture and entertainment activity types to have taken a trip within their own province or region (90.7%), the 12th most likely to have traveled to an adjacent province or region (56.4%) and the 14th most likely to have visited a non-adjacent province or region (36.5%) in the past two years. They were over-represented among travelers in the Prairies, the Yukon and the Northwest Territories.

Those who participated in an agro-tourism activity were less likely to have traveled outside of Canada. They were the least likely of the 21 culture and entertainment types to have visited the United States (52.8%), the 19th most likely to have visited Mexico (13.5%), the least likely to have taken a trip to the Caribbean (14.8%) and the 12th most likely to have taken an overseas trip in the last two years.

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

	Participated in Agro-Tourism Activity	Did Not Participate in Agro-Tourism Activity	Pleasure Travelers	Index
Size of Market	2,891,876	15,547,632	18,439,508	100
Canada	96.9%	94.4%	94.8%	102
Took a trip within own province / region	90.7%	84.9%	85.9%	106
Took a trip to an adjacent province / region	56.3%	47.1%	48.6%	116
Took a trip to non-adjacent province / region	36.5%	30.5%	31.4%	116
Newfoundland and Labrador	3.7%	4.4%	4.3%	87
Prince Edward Island	7.8%	7.0%	7.2%	109
New Brunswick	12.0%	11.8%	11.8%	101
Nova Scotia	14.5%	12.4%	12.7%	114
Quebec	43.9%	38.0%	38.9%	113
Ontario	55.0%	53.2%	53.5%	103
Manitoba	11.5%	8.7%	9.2%	126
Saskatchewan	15.4%	10.7%	11.4%	135
Alberta	31.9%	24.7%	25.8%	123
British Columbia	35.5%	29.7%	30.6%	116
Yukon	1.8%	0.8%	1.0%	184
Northwest Territories	0.9%	0.6%	0.7%	132
Nunavut	0.3%	0.3%	0.3%	108
United States	52.8%	50.3%	50.7%	104
Mexico	13.5%	12.2%	12.4%	109
Caribbean	14.8%	15.7%	15.6%	95
All other destinations	28.6%	22.7%	23.6%	121

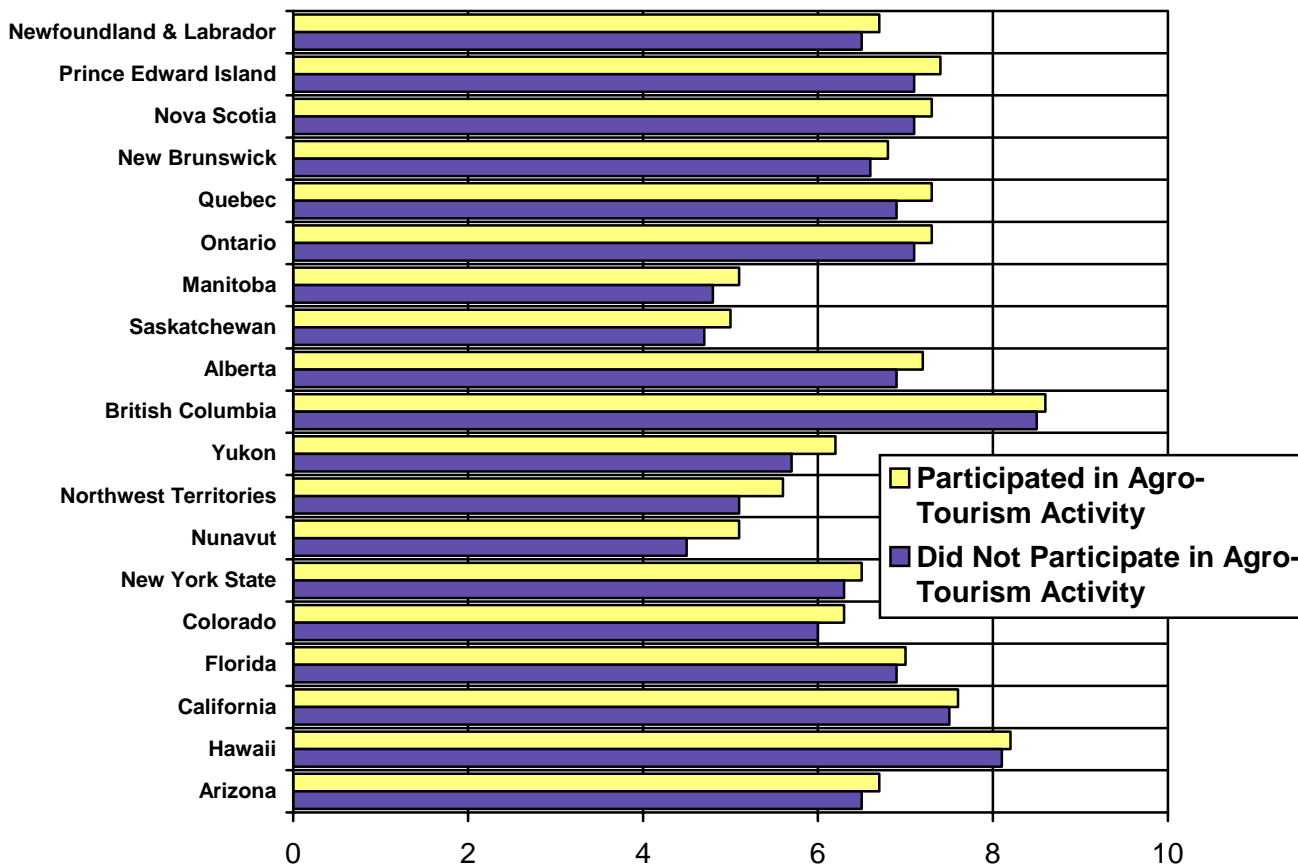
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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 participated in agro-tourism activities have a slightly more favourable impression of Canadian destinations than do other Canadian Pleasure Travelers, and especially the areas where they are concentrated (e.g., Saskatchewan, Alberta, Quebec). British Columbia (8.6) was rated as the most appealing Canadian destination overall.

They also considered the U.S. reference states to be slightly more appealing than other travelers do, and especially Colorado. Hawaii (8.2) and California (7.6) received the highest appeal ratings from this segment.

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 agro-tourism activities were more active than the average Canadian Pleasure Traveler in other culture and entertainment pursuits while traveling. They frequently went shopping and dining, visited historical sites, museums and art galleries, attended fairs and festivals and visited theme parks and exhibits while on trips. Relative to the average Canadian Pleasure Traveler, they were especially likely to take part in other participatory activities (e.g., aboriginal cultural experiences, participatory historical activities) and especially those related to cuisine (e.g., wine, beer and food tastings). They were also more likely than others to visit educational attractions (e.g., science & technology exhibits, garden theme attractions) while traveling. This activity pattern may indicate that this segment is especially likely to travel with children.

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

	Participated in Agro- Tourism Activity	Did Not Participate in Agro-Tourism Activity	Pleasure Travelers	Index
Size of Market	2,891,876	15,547,632	18,439,508	100
Shopping & Dining	94.4%	80.7%	82.9%	114
Historical Sites, Museums & Art Galleries	74.6%	55.3%	58.3%	128
Fairs & Festivals	64.2%	32.8%	37.7%	170
Theme Parks & Exhibits	58.1%	35.6%	39.2%	148
Musical Concerts, Festivals & Attractions	49.6%	29.6%	32.7%	151
Science & Technology Exhibits	40.5%	19.9%	23.1%	175
Wine, Beer & Food Tastings	39.9%	20.8%	23.8%	168
Casinos	34.3%	24.4%	25.9%	132
Garden Theme Attractions	31.1%	15.1%	17.6%	177
Live Theatre	30.3%	19.4%	21.1%	144
Professional Sporting Events	24.2%	14.1%	15.7%	154
Aboriginal Cultural Experiences	23.5%	9.4%	11.6%	203
Amateur Tournaments	18.4%	10.6%	11.8%	156
High Art Performances	18.1%	9.7%	11.0%	165
Comedy Festivals & Clubs	17.1%	8.9%	10.1%	168
Spas	16.2%	8.9%	10.0%	161
Participatory Historical Activities	14.2%	5.3%	6.7%	212
Equestrian & Western Events	14.0%	5.3%	6.7%	210
National & International Sporting Events	6.9%	2.5%	3.2%	214
Literary & Film Festivals	5.8%	2.0%	2.6%	226

Culture and Entertainment Activities Pursued in a Typical Year

Travelers who take part in agro-tourism activities are also quite active in culture and entertainment activities while not on trips. They frequently dine in local restaurants, visit local festivals and fairs and go to local pick-your-own farms and farmers markets. Relative to the average Canadian Pleasure Traveler, they are especially likely to visit local botanical gardens and attend local rodeos. However, they are above-average patrons of local live art performances (e.g., classical music concerts, jazz, ballet, opera) and more likely than others to visit local art galleries and art shows, local zoos and aquariums and day spas.

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

	Participated in Agro-Tourism Activity	Did Not Participate in Agro-Tourism Activity	Pleasure Travelers	Index
Size of Market	2,891,876	15,547,632	18,439,508	100
Going out to eat in restaurants	92.7%	91.3%	91.5%	101
Going to festivals or fairs	69.6%	59.9%	61.4%	113
Going to pick-your-own farms or farmers' market	59.4%	37.6%	41.0%	145
Going to historic sites or heritage buildings	48.0%	37.7%	39.3%	122
Going to amateur sporting events	47.6%	41.0%	42.0%	113
Going to art galleries or art shows	41.5%	30.0%	31.8%	131
Going to museums	40.6%	31.3%	32.7%	124
Going to live theatre	40.6%	33.7%	34.8%	117
Going to zoos or aquariums	38.9%	28.9%	30.4%	128
Going dancing	36.3%	28.7%	29.9%	121
Going to amusement or theme parks	35.9%	27.6%	28.9%	124
Going to professional sporting events	35.7%	31.4%	32.1%	111
Going to botanical gardens	35.6%	23.5%	25.4%	141
Going to bars with live pop or rock bands	30.9%	27.1%	27.7%	111
Going to rock music concerts	25.9%	21.8%	22.4%	116
Going to classical music concerts	21.4%	15.6%	16.5%	130
Going to day spas	17.7%	13.0%	13.8%	129
Going to gamble in casinos	16.9%	18.3%	18.1%	93
Going to rodeos	12.8%	6.3%	7.3%	174
Staying overnight in a hotel or B&B in own city	12.7%	9.3%	9.9%	129
Going to jazz clubs	10.8%	6.9%	7.5%	143
Going to the ballet	10.6%	6.7%	7.3%	145
Going to the opera	9.4%	6.1%	6.6%	142

Outdoor Activities Pursued While on Trips

Those who participated in agro-tourism activities were also more active than others in outdoor activities while on a trip. The majority went wildlife viewing, participated in ocean activities (e.g., sunbathing, swimming in ocean) and went boating and swimming while on trips. Relative to the average Canadian Pleasure Traveler, travelers who participated in agro-tourism activities were especially active in family-oriented outdoor activities (e.g., cross-country skiing & snowshoeing, horseback riding, cycling, skating, sports & games). This suggests that travelers in this segment tend to travel with their children.

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

	Participated in Agro-Tourism Activity	Did Not Participate in Agro-Tourism Activity	Pleasure Travelers	Index
Size of Market	2,891,876	15,547,632	18,439,508	100
Wildlife Viewing	61.8%	37.4%	41.2%	150
Ocean Activities (e.g., swimming in ocean, sunbathing)	56.7%	47.0%	48.5%	117
Boating & Swimming (e.g., motorboating, swimming in lakes)	53.9%	38.7%	41.1%	131
Hiking, Climbing & Paddling	48.4%	31.4%	34.1%	142
Sports & Games (e.g., tennis, board games)	36.1%	20.2%	22.7%	159
Fishing	31.9%	22.1%	23.6%	135
Cycling	24.4%	11.5%	13.5%	181
Exercising & Jogging	23.4%	14.5%	15.9%	148
Golfing	22.6%	17.5%	18.3%	123
Skating (e.g., ice skating, rollerblading)	21.6%	10.2%	12.0%	181
Downhill Skiing & Snowboarding	20.0%	13.6%	14.6%	137
Cross-country Skiing & Snowshoeing	17.7%	7.7%	9.3%	191
Snowmobiling & ATVing	16.4%	10.4%	11.3%	144
Team Sports (e.g., hockey, baseball)	16.1%	10.5%	11.4%	141
Horseback Riding	9.5%	4.1%	4.9%	193
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	7.4%	6.1%	6.3%	117
Hunting	7.2%	4.2%	4.7%	153
Wilderness Activities (e.g., wilderness skills course)	5.9%	1.7%	2.4%	248
Freshwater Scuba & Snorkeling	5.3%	2.6%	3.0%	177
Motorcycling	3.2%	3.0%	3.0%	106
Extreme Air Sports (e.g., parachuting)	2.0%	1.0%	1.1%	176

Outdoor Activities Pursued in a Typical Year

This activity segment is also quite active in outdoor activities while not traveling. They frequently go on day outings to parks and picnic, swim, exercise, hike, cycle and garden while not traveling. Relative to the typical Canadian Pleasure Traveler, they are especially likely to participate in nature-oriented activities such as horseback riding, hunting, fishing, camping, canoeing and kayaking. However, they are also more active than others in most winter sports (e.g., cross-country skiing, downhill skiing, snowboarding) and in fitness activities (e.g., racquet sports, jogging, exercising).

Fig. 9 Outdoor Activities Pursued in a Typical Year

	Participated in Agro- Tourism Activity	Did Not Participate in Agro-Tourism Activity	Pleasure Travelers	Index
Size of Market	2,891,876	15,547,632	18,439,508	100
Day outing to a park	74.6%	65.4%	66.9%	112
Gardening	67.8%	58.3%	59.8%	113
Picnicking	64.5%	50.9%	53.1%	122
Exercising at home or at a fitness club	64.0%	60.4%	61.0%	105
Swimming	63.4%	59.7%	60.3%	105
Hiking	57.8%	47.1%	48.8%	119
Cycling	52.2%	42.8%	44.3%	118
Camping	48.7%	36.7%	38.6%	126
Fishing	35.0%	28.2%	29.3%	120
Ice-skating	33.0%	27.7%	28.5%	116
Jogging	30.2%	22.9%	24.1%	125
Golfing	28.6%	29.5%	29.4%	97
Playing team sports	27.5%	22.1%	22.9%	120
Playing racquet sports (e.g., tennis or badminton)	26.4%	17.8%	19.1%	138
Sailing or other boating	25.2%	23.1%	23.4%	107
Canoeing or kayaking	22.5%	15.8%	16.9%	133
Downhill skiing	20.4%	15.4%	16.2%	126
Riding an all-terrain vehicle (ATV)	17.9%	13.6%	14.3%	125
Cross-country skiing	17.5%	11.5%	12.5%	140
Rollerblading	16.5%	14.0%	14.4%	115
Horseback riding	11.7%	5.9%	6.8%	171
Hunting	11.0%	7.1%	7.7%	142
Snowmobiling	10.7%	9.6%	9.8%	110
Snowboarding	6.2%	4.8%	5.0%	123
Skateboarding	2.3%	1.5%	1.6%	142

Accommodation Stayed In While on a Trip

Those who participated in agro-tourism activities are most likely to have stayed in public or private campgrounds and at lakeside or riverside resorts in the past two years.

However, relative to the average Canadian Pleasure Traveler, this segment was four times more likely to have stayed at a farm or guest ranch while on a trip. They were also more likely than others to have stayed in a wilderness area, a country inn or resort with a gourmet restaurant and at a health spa in the past two years.

Fig. 10 Accommodation Stayed in While on Trips

	Participated in Agro-Tourism Activity	Did Not Participate in Agro-Tourism Activity	Pleasure Travelers	Index
Size of Market	2,891,876	15,547,632	18,439,508	100
A Public Campground in a National, State, Provincial or Municipal Park	39.9%	23.8%	26.4%	152
Lakeside/ Riverside Resort	34.3%	20.1%	22.3%	154
A Private Campground	28.2%	17.0%	18.8%	150
Seaside Resort	27.0%	19.6%	20.7%	130
Ski Resort or Mountain Resort	19.3%	13.0%	13.9%	138
A Camp Site in a Wilderness Setting (Not a Campground)	15.5%	7.3%	8.6%	181
Farm or Guest Ranch	12.5%	1.3%	3.0%	412
Wilderness Lodge You Can Drive to by Car	11.1%	4.6%	5.6%	197
Health Spa	10.6%	5.1%	5.9%	179
Country Inn or Resort with Gourmet Restaurant	9.4%	4.3%	5.1%	186
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	8.6%	3.7%	4.5%	193
Remote or Fly-In Wilderness Lodge	3.0%	1.3%	1.6%	189
On a Houseboat	2.1%	1.2%	1.4%	155
Remote or Fly-In Wilderness Outpost	1.0%	0.5%	0.6%	168
Cooking School	0.5%	0.3%	0.4%	149
Wine Tasting School	0.5%	0.2%	0.3%	180

Tours and Cruises Taken During Past Two Years

Those who participated in an agro-tourism activity while on a trip were also more likely than others to have taken tours and cruises in the past two years. Sameday tours, scenic countryside drives and city tours were the most common types of tours taken. However, this segment was particularly likely to have taken self-guided and guided overnight tours and tours of wineries and factories while on trips.

Travelers who participated in an agro-tourism activity were also more likely than others to have taken freshwater sightseeing cruises including St. Lawrence River cruises and Great Lakes cruises.

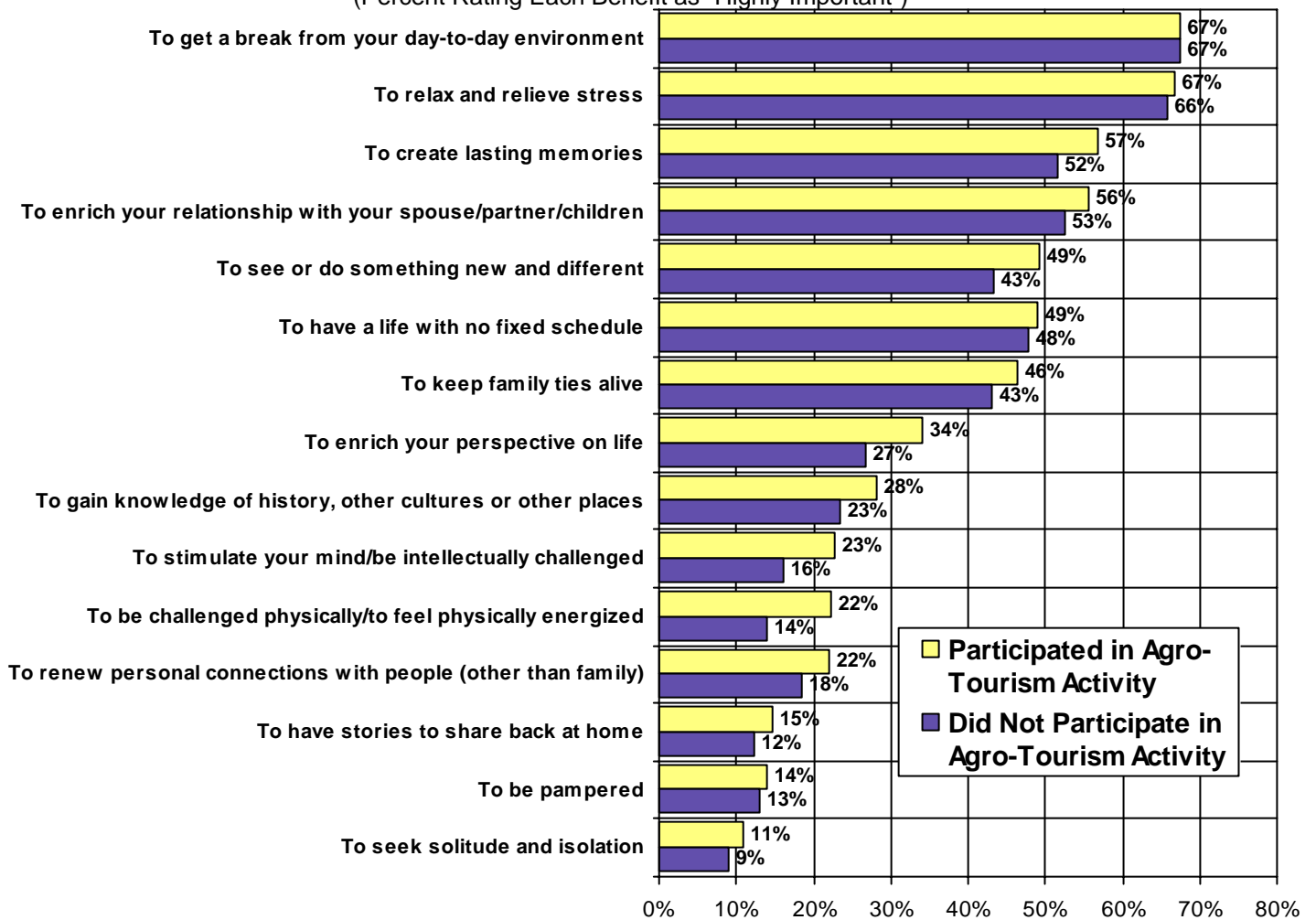
Fig. 11 Tours and Cruises Taken During Past Two Years

	Participated in Agro- Tourism Activity	Did Not Participate in Agro-Tourism Activity	Pleasure Travelers	Index
Size of Market	2,891,876	15,547,632	18,439,508	100
A self-guided, sameday tour while on an overnight trip	40.7%	27.2%	29.3%	139
Around the countryside - scenic drives	33.8%	20.3%	22.4%	151
Around the city	31.9%	21.8%	23.4%	136
An organized, sameday, guided tour while on an overnight trip	31.3%	20.5%	22.2%	141
A self-guided, overnight tour where you stayed in different locations	30.6%	15.8%	18.1%	169
Wilderness tour	20.8%	11.6%	13.0%	160
On the water (sightseeing cruise)	18.6%	12.0%	13.1%	143
Some other type of tour	16.7%	8.6%	9.8%	170
An organized, overnight, guided tour where you stayed in different locations	16.6%	8.9%	10.1%	165
An organized, overnight, guided tour where you stayed in a single location	13.5%	6.8%	7.8%	172
To a winery	10.9%	4.7%	5.6%	193
To a casino	10.3%	5.8%	6.5%	157
Caribbean ocean cruise	6.1%	5.3%	5.4%	113
To a factory	5.9%	2.0%	2.6%	222
Cruise on another lake or river	4.3%	2.0%	2.4%	181
Ocean cruise – Other	3.7%	3.3%	3.3%	110
Cruise on the St. Lawrence River	3.5%	1.6%	1.9%	181
In the air as a pilot or passenger of an airplane or helicopter	3.2%	1.7%	1.9%	169
Some other type of cruise	2.8%	1.4%	1.6%	172
Alaskan ocean cruise	1.8%	1.6%	1.6%	109
Great Lakes cruise	1.6%	0.6%	0.8%	205
Submarine cruise	0.4%	0.1%	0.1%	317

Benefits Sought While On a Vacation

As with most Canadian Pleasure Travelers, those who participated in agro-tourism activities while on trips take vacations to a break from their day-to-day environment, to relax and relieve stress, to create lasting memories and to enrich family relationships. However, relative to other Canadian Pleasure Travelers, this segment is especially likely to seek vacations that offer novelty (e.g., seeing or doing something new and different), opportunities to learn (e.g., enrich their perspective on life, gain knowledge of the history and culture of a destination) and physical challenges.

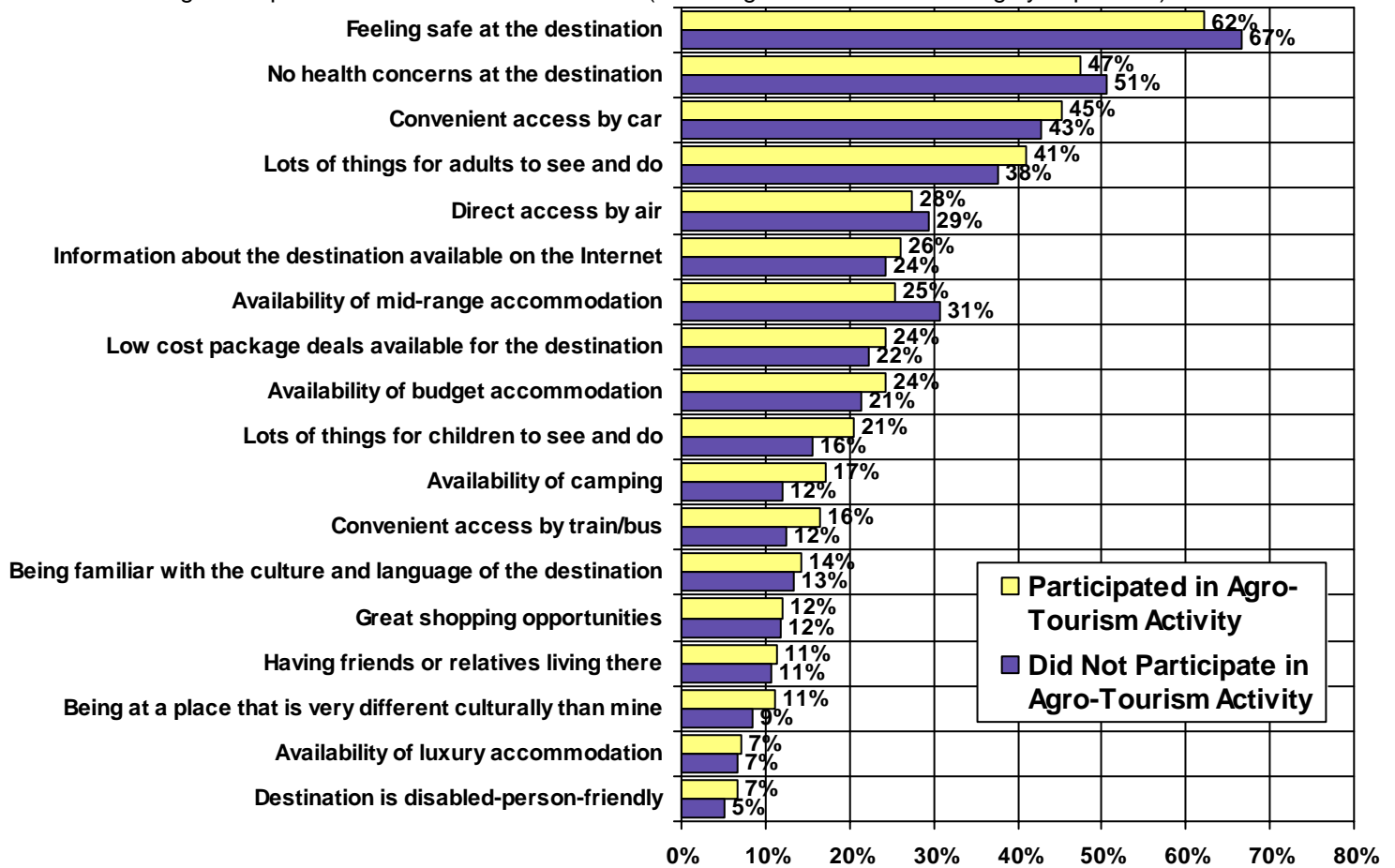
Fig.12 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as "Highly Important")



Other Attributes of a Destination Considered Important

Similar to other Canadian Pleasure Travelers, those who participate in agro-tourism activities consider it important that they feel safe at a destination. However, this activity segment is especially likely to look for destinations that have a lot to see and do for both adults and children, the availability of camping or budget accommodation and convenient access by train or bus.

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 participated in agro-tourism activities while traveling start planning vacations with a particular destination in mind. However, for summer vacations, they are more likely than others to look for package deals with no destination in mind.

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

	Participated in Agro-Tourism Activity	Did Not Participate in Agro-Tourism Activity	Pleasure Travelers	Index
Size of Market	2,891,876	15,547,632	18,439,508	100
Summer				
Started with a desired destination in mind	49.5%	48.3%	48.5%	102
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	22.6%	23.9%	23.7%	95
Looked for packaged deals - no destination in mind	1.8%	1.2%	1.3%	137
Considered something else first	6.2%	3.9%	4.3%	145
Don't know / Other	6.1%	8.8%	8.4%	72
Winter				
Started with a desired destination in mind	43.2%	49.7%	48.6%	89
Started by considering specific activities wanted to do	17.9%	15.1%	15.6%	115
Started with a certain type of vacation experience in mind	23.1%	18.5%	19.3%	120
Looked for packaged deals - no destination in mind	2.7%	3.3%	3.2%	85
Considered something else first	5.4%	4.5%	4.7%	116
Don't know / Other	7.7%	8.8%	8.6%	89

Trip Planning and Information Sources Consulted

The majority of those who participated in agro-tourism while on trips were responsible for planning their trips either on their own (42.7%) or with someone else (16.5%). When making vacation plans, they consult a wider variety of sources than others. The majority use the Internet, word-of-mouth and past experiences to plan trips. However, relative to the typical Canadian Pleasure Traveler, they are especially likely to obtain trip planning information from television programs and advertising, newspaper articles and advertising, official travel guides or brochures and visitor information centres.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Participated in Agro-Tourism Activity	Did Not Participate in Agro-Tourism Activity	Pleasure Travelers	Index
Size of Market		2,891,876	15,547,632	18,439,508	100
Who Plans Trips?	Respondent plans trips	42.7%	41.9%	42.0%	102
	Trip planning a shared responsibility	16.5%	16.4%	16.4%	101
	Someone else plans trips	40.8%	41.7%	41.5%	98
Information Sources Consulted	An Internet website	68.6%	64.6%	65.2%	105
	Advice of others / Word-of-mouth	62.9%	49.0%	51.1%	123
	Past experience / Been there before	59.1%	48.8%	50.4%	117
	A travel agent	39.4%	33.2%	34.1%	115
	Maps	38.2%	31.5%	32.6%	117
	Official travel guides or brochures from state / province	36.3%	24.0%	26.0%	140
	Visitor information centres	34.1%	21.4%	23.4%	146
	Articles in newspapers / magazines	30.8%	19.0%	20.9%	147
	An auto club such as CAA	21.6%	16.9%	17.7%	123
	Advertisements in newspapers / magazines	21.4%	12.9%	14.3%	150
	Travel guide books such as Fodor's	18.6%	12.7%	13.6%	137
	Programs on television	14.5%	6.2%	7.5%	193
	Travel information received in the mail	13.8%	7.9%	8.8%	156
	Advertisements on television	8.0%	4.4%	5.0%	161
	Visits to trade, travel or sports shows	6.2%	2.5%	3.1%	199
An electronic newsletter or magazine received by e-mail	5.8%	3.9%	4.2%	140	

Use of the Internet to Plan and Arrange Trips

Travelers who participated in agro-tourism activities are less likely to use the Internet to plan and book travel than the other 21 culture and entertainment activity types. In fact, they were the least likely of the segments to plan (61.5%) and book (38.3%) travel online. When they use the Internet, they are most likely to visit the websites of hotels or resorts and the official tourism websites of countries, regions or cities. However, they are more likely than others to use the website of a motorcoach line. The most commonly purchased trip components were airline tickets and accommodation. However, they are more likely than others to purchase tickets online for travel by rail, bus or boat and ship.

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

		Participated in Agro-Tourism Activity	Did Not Participate in Agro-Tourism Activity	Pleasure Travelers	Index
Size of Market		2,891,876	15,547,632	18,439,508	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	38.5%	41.3%	40.8%	94
	Uses Internet to plan trips only	23.2%	21.9%	22.1%	105
	Uses Internet to book part of trip	38.3%	36.8%	37.0%	103
Types of Websites Consulted	A website of a hotel or resort	60.0%	56.4%	57.0%	105
	A tourism website of a country / region / city	55.2%	48.8%	49.8%	111
	A travel planning / booking website	46.7%	45.5%	45.7%	102
	An airline website	44.8%	46.6%	46.3%	97
	A website of an attraction	40.4%	33.3%	34.5%	117
	Some other website	33.9%	26.3%	27.6%	123
	A cruise line website	9.5%	7.8%	8.1%	117
	A motorcoach website	3.5%	2.2%	2.5%	144
Parts of Trips Booked Over The Internet	Air tickets	71.7%	69.0%	69.5%	103
	Accommodation	70.6%	68.9%	69.2%	102
	Car rental	29.6%	26.7%	27.1%	109
	Tickets or fees for specific activities or attractions	25.9%	23.2%	23.6%	110
	Tickets for rail, bus or boat / ship fares	18.7%	14.7%	15.3%	122
	A package containing two or more items	16.4%	15.2%	15.4%	106
	Other	4.8%	3.8%	3.9%	121

Media Consumption Habits

Those who participated in agro-tourism while on trips are above-average consumers of travel-related media including the travel sections of newspapers, travel magazines, travel websites and travel television shows. They are also more likely than others to consume “home-related” media such as house and home websites, crafts, antiques and collectibles magazines, shopping channels and cooking shows and home and garden shows. This segment may also be effectively targeted through city lifestyle magazines and multicultural radio stations.

Fig. 17 Media Consumption Habits

		Participated in Agro- Tourism Activity	Did Not Participate in Agro-Tourism Activity	Pleasure Travelers	Index
	Size of Market	2,891,876	15,547,632	18,439,508	100
Newspaper Readership	Reads daily newspaper	89.5%	86.8%	87.3%	103
	Reads weekend edition of newspaper	89.1%	86.9%	87.3%	102
	Reads local neighbourhood or community newspapers	68.0%	60.3%	61.5%	110
	Reads other types of newspapers	24.0%	15.9%	17.2%	140
	Frequently or occasionally reads travel section of daily newspaper	51.6%	44.6%	45.7%	113
	Frequently or occasionally reads travel section of weekend newspaper	53.5%	46.2%	47.3%	113
Types of Magazines Read (Top 5 Indexed)	Magazines about your city	18.9%	10.7%	12.0%	158
	Travel (e.g., Condé Nast)	17.9%	10.6%	11.8%	152
	Crafts, antiques and collectibles	18.9%	11.4%	12.5%	151
	Photography and video	5.9%	3.7%	4.1%	146
	Science and geography	22.8%	15.4%	16.6%	138
Type of Television Programs Watched (Top 5 Indexed)	Shopping channels	6.5%	4.2%	4.6%	142
	Travel shows	37.0%	29.1%	30.3%	122
	Cooking shows	36.5%	30.9%	31.7%	115
	Home & garden shows	39.0%	33.3%	34.2%	114
	Other television shows	32.5%	28.1%	28.8%	113
Type of Radio Programs Listened To (Top 5 Indexed)	Multicultural	13.0%	7.5%	8.4%	156
	Jazz / Big band	11.5%	8.2%	8.8%	131
	Classical music	20.9%	16.6%	17.2%	121
	Country music	28.3%	23.0%	23.8%	119
	Some other radio program	18.4%	15.1%	15.6%	118
Types of Websites Visited (Top 5 Indexed)	House and home	32.4%	27.3%	28.1%	115
	Travel	57.2%	49.3%	50.6%	113
	Network news sites (e.g., CBC, CNN)	39.8%	35.5%	36.1%	110
	Magazine sites	18.1%	16.3%	16.6%	109
	Newspaper sites	34.6%	31.3%	31.8%	109

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

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

Appendix Two: Canadian TAMS 2006 Outdoor Activity Segmentation

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