

CANADIAN TRAVEL MARKET

Attending Amateur Tournaments While on Trips Of One or More Nights

A Profile Report

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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



Attending Amateur Tournaments While on Trips

Executive Summary

Over the last two years, 8.8% of adult Canadians (2,178,005) attended an amateur tournament or competition while on an out-of-town, overnight trip of one or more nights. The amateur tournaments and competitions attended were primarily sports-related (8.4%) rather than non-sports-related (1.0%). Attending an amateur tournament on a trip was the 13th most frequent culture and entertainment activity type undertaken by Canadian Pleasure Travelers in the past two years. However, of those who attended amateur tournaments or competitions, 50.7% (1,105,337) reported that this activity was the main reason for taking at least one trip, the second most of any of the activities.

Those who attended amateur tournaments while on trips are more likely to be male (54.5%) and they over-represented among both Young Singles (who are likely participants) and Mature Families with teenage children (who are likely to be the parents of the participants). They are the 19th most likely of the 21 culture and entertainment activity types to have a university education (31.4%), but report the 4th highest household income (\$80,625). They are over-represented in Saskatchewan.

Amateur Tournament Attendees are primarily shorter-haul, domestic travelers. They were the 2nd most likely of the 21 culture and entertainment activity types to have taken a trip within their own province or region (93.4%), but only the 10th most likely to have traveled to an adjacent province or region (57.4%) and the 17th most likely to have visited a non-adjacent province or region (35.5%) in the past two years. They were also the 14th most likely to have visited the United States (58.9%), the 15th most likely to have traveled to the Caribbean (16.4%) and the least likely of the 21 culture and entertainment activity types to have traveled to Mexico (12.8%) and overseas (21.0%).

Amateur Tournament Attendees are avid sports enthusiasts and frequently attend other sporting events (e.g., professional sports, equestrian and western events) while on trips. They were also more likely than average to attend festivals (e.g., comedy festivals), concerts and live theatre while traveling. They are highly active in outdoor activities and especially team sports, exercising and jogging and sports and games. They tend to take family vacations and look for destinations that offer lots to see and do for both adults and children and an opportunity to enjoy and nurture family relationships.

Relative to the other culture and entertainment activity types, those who attended amateur tournaments are below-average users of the Internet to plan (68.3%) and book (41.0%) travel. They are also below-average consumers of travel media. However, this activity segment can be effectively reached through all types of sports media (e.g., professional sports magazines, television sports, all-sports radio and sports websites).

Attending Amateur Tournaments While on Trips

Market Incidence

Over the last two years, 8.8% of adult Canadians (2,178,005) attended an amateur tournament or competition while on an out-of-town, overnight trip of one or more nights. The amateur tournaments attended were primarily sports-related (8.4%) rather than non-sports-related (1.0%). Attending an amateur tournament on a trip was the 13th most frequent culture and entertainment activity type undertaken by Canadian Pleasure Travelers in the past two years. However, of those who attended amateur tournaments or competitions, 50.7% (1,105,337) reported that this activity was the main reason for taking at least one trip, the second most of the 21 culture and entertainment activity types.

Fig. 1 Incidence of Attending Amateur Tournaments While on Trips¹

	Number Who Attended Amateur Tournaments ²	Percent Main Reason for Trip ³	Percent of Pleasure Travelers ⁴	Percent of Total Canadian Population ⁵
Size of Market	2,178,005	1,105,337	18,439,508	24,776,103
Amateur Tournaments (All Activities)	2,178,005	50.7%	11.8%	8.8%
Amateur sports tournaments & competitions	2,086,896	50.8%	11.3%	8.4%
Amateur tournaments & competitions other than sports-related	250,682	39.3%	1.4%	1.0%
Participated in both activities	159,573	32.8%	0.9%	0.6%

- 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 attended an amateur tournament or competition 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 attended amateur tournaments while on trips are over-represented among Canadian Pleasure Travelers living in Saskatchewan, and to a lesser extent, Alberta, the Atlantic Provinces and Ontario. They are least likely to live in Quebec.

Fig. 2 Geographic Distribution of Those Who Attended Amateur Tournaments While on Trips

	Total Population	Estimated Number Who Attended Amateur Tournaments on a Trip	Percent of Pleasure Travelers in Region Who Attended Amateur Tournaments on a Trip	Percent of Total Regional Population Who Attended Amateur Tournaments on a Trip
Canada	24,776,103	2,178,005	11.8%	8.8%
Atlantic Provinces	1,822,494	174,431	13.8%	9.6%
Quebec	5,940,869	398,693	9.5%	6.7%
Ontario	9,671,592	880,923	12.3%	9.1%
Manitoba	843,107	62,568	10.5%	7.4%
Saskatchewan	706,325	99,418	18.4%	14.1%
Alberta	2,465,540	299,188	14.9%	12.1%
British Columbia	3,326,176	262,784	9.9%	7.9%

Demographic Profile

Travelers who attended amateur tournaments are more often male (54.5%) and over-presented among Young Singles (who are likely to participate in amateur tournaments) and Mature Families with teenage children (who are likely to be the parents of the participants). They are less well-educated than the other culture and entertainment segments and only the 19th most likely to have a university degree (31.4%). However, they have the 4th highest household income (\$80,625) of the activity segments.

Fig. 3 Demographic Profile of Those Who Attended Amateur Tournaments When on Trips Relative to All Canadian Pleasure Travelers

Attribute	Size of Market	Attended Amateur Tournaments	Did Not Attend Amateur Tournaments ¹	Pleasure Travelers	Index ²
		2,178,005	16,261,503	18,439,508	100
Gender	Male	54.5%	48.1%	48.8%	112
	Female	45.5%	51.9%	51.2%	89
Age of Respondent	18 to 24	18.9%	12.0%	12.8%	148
	25 to 34	16.3%	19.7%	19.3%	84
	35 to 44	23.4%	20.2%	20.5%	114
	45 to 54	22.5%	20.0%	20.3%	111
	55 to 64	10.1%	14.7%	14.1%	71
	65 Plus	8.8%	13.4%	12.9%	69
Average Age		41.7	44.9	44.5	N/A
Marital Status	Not married	35.9%	31.7%	32.2%	111
	Married	64.1%	68.3%	67.8%	95
Parental Status	No children under 18	63.0%	72.2%	71.1%	89
	Children under 18	37.0%	27.8%	28.9%	128
Education	High school or less	35.1%	36.4%	36.2%	97
	Some post-secondary	11.1%	11.2%	11.2%	100
	Post-secondary diploma/certificate	22.4%	21.8%	21.9%	102
	University degree	31.4%	30.6%	30.7%	102
Household Income	Under \$20,000	4.4%	5.9%	5.7%	78
	\$20,000 to \$39,999	11.7%	14.9%	14.5%	80
	\$40,000 to \$59,999	14.0%	16.9%	16.5%	84
	\$60,000 to \$79,999	14.6%	15.3%	15.2%	96
	\$80,000 to \$99,999	12.0%	12.3%	12.2%	98
	\$100,000 or more	31.0%	21.7%	22.8%	136
	Not stated	12.4%	13.1%	13.0%	96
Average Household Income		\$80,625	\$71,777	\$72,829	N/A

- 1 - 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 attend an amateur tournament on any trip. The number of attendees and non-attendees equals the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for those attending an amateur tournament in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which Amateur Tournament Attendees 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)

Amateur Tournament Attendees are primarily shorter-haul, domestic travelers. They were the 2nd most likely of the 21 culture and entertainment activity types to have taken a trip within their own province or region (93.4%), but only the 10th most likely to have traveled to an adjacent province or region (57.4%) and the 17th most likely to have visited a non-adjacent province or region (35.5%) in the past two years.

Their out-of-country travel is below-average. They were only the 14th most likely to have visited the United States (58.9%), the 15th most likely to have traveled to the Caribbean (16.4%) and the least likely of the 21 culture and entertainment activity types to have traveled to Mexico (12.8%) and overseas (21.0%).

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

	Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travelers	Index
Size of Market	2,178,005	16,261,503	18,439,508	100
Canada	98.6%	94.2%	94.8%	104
Took a trip within own province / region	93.4%	84.8%	85.9%	109
Took a trip to an adjacent province / region	57.2%	47.4%	48.6%	118
Took a trip to non-adjacent province / region	35.5%	30.9%	31.4%	113
Newfoundland and Labrador	5.0%	4.2%	4.3%	116
Prince Edward Island	9.3%	6.9%	7.2%	130
New Brunswick	14.4%	11.5%	11.8%	122
Nova Scotia	14.8%	12.4%	12.7%	117
Quebec	40.4%	38.7%	38.9%	104
Ontario	59.2%	52.7%	53.5%	111
Manitoba	11.2%	8.9%	9.2%	122
Saskatchewan	15.5%	10.9%	11.4%	136
Alberta	33.9%	24.8%	25.8%	131
British Columbia	35.9%	29.9%	30.6%	117
Yukon	1.6%	0.9%	1.0%	158
Northwest Territories	1.0%	0.6%	0.7%	155
Nunavut	0.3%	0.3%	0.3%	102
United States	58.9%	49.6%	50.7%	116
Mexico	12.8%	12.3%	12.4%	104
Caribbean	16.4%	15.5%	15.6%	105
All other destinations	21.0%	24.0%	23.6%	89

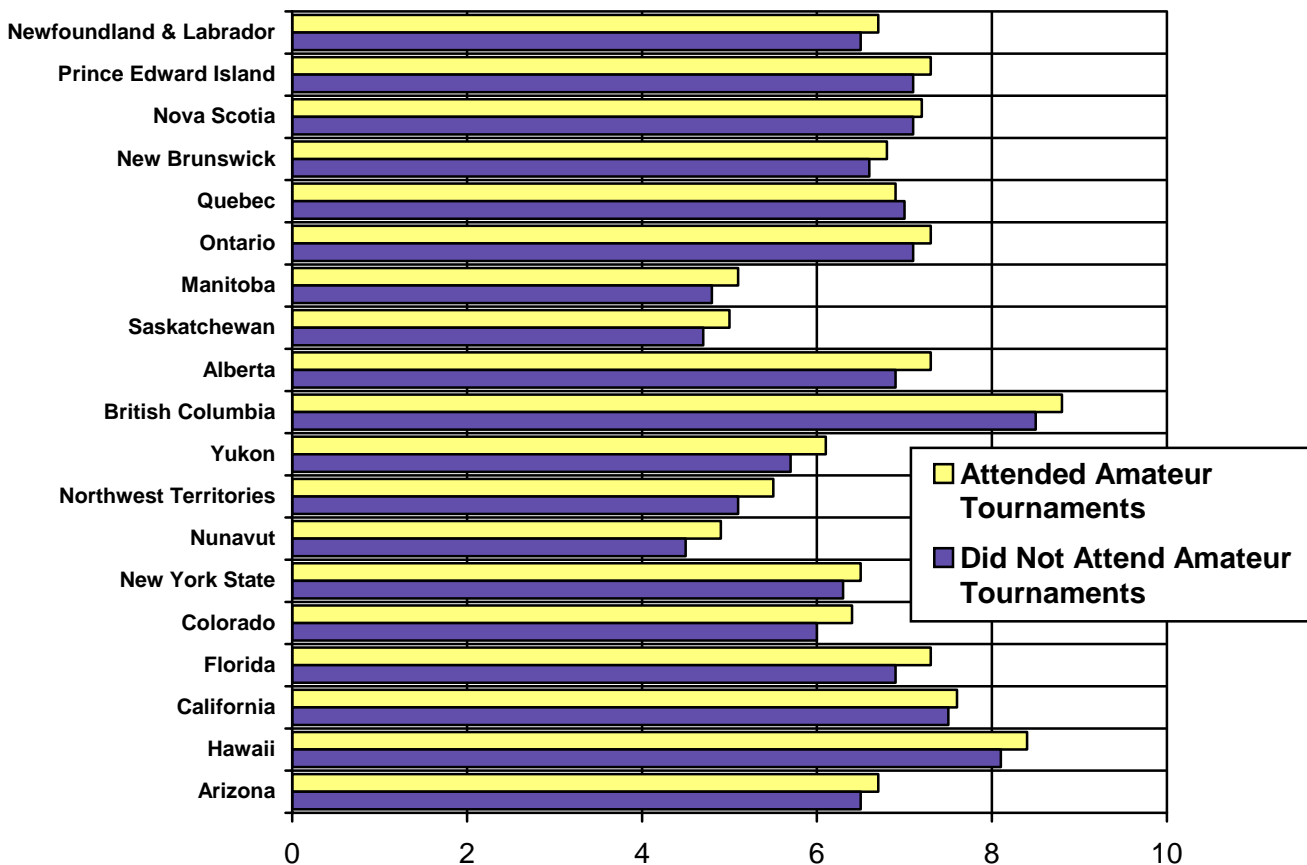
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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.

Travelers who attended amateur tournaments have a more favourable impression of most Canadian destinations than other Canadian Pleasure Travelers, and especially the Western Provinces. Overall, British Columbia (8.8) was perceived as the most appealing Canadian destination.

The U.S. reference states were also perceived to be more appealing by those who attended amateur tournaments relative to other Canadian Pleasure Travelers, and especially Colorado and Florida. However, Hawaii (8.4) was perceived as the most appealing U.S. destination by 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

Travelers who attended amateur tournaments were quite active in culture and entertainment pursuits when on a trip. They frequently went shopping and dining, visited historical sites, museums and art galleries and went to theme parks and exhibits and festivals and fairs while on trips. Relative to the average Canadian Pleasure Traveler, this activity segment was especially likely to attend sports events (e.g., professional sporting events, equestrian and western events, national and international sporting events). They were also more likely than others to visit theme parks (e.g., theme parks & exhibits, science & technology exhibits) and festivals (e.g., fairs & festivals; musical concerts, festivals & attractions; comedy festivals; literary & film festivals) 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)

	Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travelers	Index
Size of Market	2,178,005	16,261,503	18,439,508	100
Shopping & Dining	89.5%	82.0%	82.9%	108
Historical Sites, Museums & Art Galleries	70.8%	56.6%	58.3%	121
Theme Parks & Exhibits	58.7%	36.5%	39.2%	150
Fairs & Festivals	57.1%	35.1%	37.7%	151
Musical Concerts, Festivals & Attractions	52.8%	30.1%	32.7%	161
Science & Technology Exhibits	38.8%	21.0%	23.1%	168
Professional Sporting Events	38.7%	12.6%	15.7%	247
Casinos	35.5%	24.6%	25.9%	137
Live Theatre	31.8%	19.7%	21.1%	151
Wine, Beer & Food Tastings	31.3%	22.8%	23.8%	131
Agro-Tourism	24.5%	14.5%	15.7%	156
Garden Theme Attractions	23.2%	16.9%	17.6%	132
Comedy Festivals & Clubs	20.3%	8.8%	10.1%	200
Aboriginal Cultural Experiences	18.5%	10.7%	11.6%	159
High Art Performances	18.4%	10.0%	11.0%	168
Spas	16.4%	9.2%	10.0%	163
Equestrian & Western Events	14.9%	5.6%	6.7%	224
Participatory Historical Activities	10.4%	6.2%	6.7%	156
National & International Sporting Events	9.8%	2.3%	3.2%	307
Literary & Film Festivals	4.4%	2.3%	2.6%	172

Culture and Entertainment Activities Pursued in a Typical Year

Travelers who attended amateur tournaments are moderately active in local culture and entertainment activities. In addition to attending local amateur sporting events, they frequently dine in local restaurants and visit local festivals and fairs. Relative to other Canadian Pleasure Travelers, they are especially likely to attend local sporting events (e.g., rodeos, professional sporting events, amateur sporting events), to go dancing at local bars with live pop or rock bands and to attend local rock concerts. On the other hand, they are less likely to visit local botanical gardens and attend local live arts performances (e.g., classical music concerts, ballet, opera).

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

	Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travelers	Index
Size of Market	2,178,005	16,261,503	18,439,508	100
Going out to eat in restaurants	93.1%	91.3%	91.5%	102
Going to amateur sporting events	79.8%	36.9%	42.0%	190
Going to festivals or fairs	64.9%	61.0%	61.4%	106
Going to professional sporting events	49.6%	29.7%	32.1%	155
Going to pick-your-own farms or farmers' market	44.6%	40.5%	41.0%	109
Going to historic sites or heritage buildings	42.3%	38.9%	39.3%	108
Going to live theatre	37.0%	34.5%	34.8%	106
Going dancing	36.7%	28.9%	29.9%	123
Going to bars with live pop or rock bands	35.6%	26.6%	27.7%	129
Going to museums	33.9%	32.6%	32.7%	104
Going to amusement or theme parks	33.7%	28.2%	28.9%	117
Going to zoos or aquariums	32.5%	30.2%	30.4%	107
Going to art galleries or art shows	32.1%	31.7%	31.8%	101
Going to rock music concerts	29.9%	21.4%	22.4%	133
Going to botanical gardens	20.2%	26.1%	25.4%	80
Going to gamble in casinos	19.4%	17.9%	18.1%	107
Going to day spas	14.6%	13.6%	13.8%	106
Going to classical music concerts	14.1%	16.8%	16.5%	85
Staying overnight in a hotel or B&B in own city	12.1%	9.6%	9.9%	122
Going to rodeos	11.6%	6.7%	7.3%	159
Going to jazz clubs	8.7%	7.4%	7.5%	115
Going to the ballet	5.9%	7.5%	7.3%	81
Going to the opera	4.9%	6.8%	6.6%	75

Outdoor Activities Pursued While on Trips

Travelers who attended amateur tournaments are very active in outdoor activities while on a trip. The majority participated in ocean activities (e.g., sunbathing, swimming in ocean), boating and swimming (e.g., motorboating, swimming in lakes) and wildlife viewing while on trips. Relative to the average Canadian Pleasure Traveler, they were more than three times more likely to play team sports while traveling. Reflecting an interest in fitness and competitive sports, this segment was also very active in sports and games (e.g., tennis), golf, exercising and jogging, cycling, skating and downhill skiing and snowboarding while on trips.

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

	Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travelers	Index
Size of Market	2,178,005	16,261,503	18,439,508	100
Ocean Activities (e.g., swimming in ocean, sunbathing)	62.4%	46.7%	48.5%	128
Boating & Swimming (e.g., motorboating, swimming in lakes)	60.0%	38.6%	41.1%	146
Wildlife Viewing	52.7%	39.7%	41.2%	128
Hiking, Climbing & Paddling	44.6%	32.7%	34.1%	131
Sports & Games (e.g., tennis, board games)	41.8%	20.2%	22.7%	184
Team Sports (e.g., hockey, baseball)	36.1%	8.1%	11.4%	318
Fishing	35.8%	22.0%	23.6%	152
Golfing	32.9%	16.4%	18.3%	180
Exercising & Jogging	29.4%	14.1%	15.9%	185
Downhill Skiing & Snowboarding	26.7%	13.0%	14.6%	183
Skating (e.g., ice skating, rollerblading)	25.1%	10.2%	12.0%	210
Cycling	22.4%	12.3%	13.5%	165
Snowmobiling & ATVing	17.2%	10.6%	11.3%	152
Cross-country Skiing & Snowshoeing	15.1%	8.5%	9.3%	163
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	10.2%	5.8%	6.3%	163
Horseback Riding	7.0%	4.6%	4.9%	142
Freshwater Scuba & Snorkeling	6.9%	2.5%	3.0%	230
Hunting	6.8%	4.4%	4.7%	144
Wilderness Activities (e.g., wilderness skills course)	5.1%	2.0%	2.4%	216
Motorcycling	4.4%	2.8%	3.0%	148
Extreme Air Sports (e.g., parachuting)	1.7%	1.1%	1.1%	149

Outdoor Activities Pursued in a Typical Year

Amateur Tournament Attendees are also highly active in outdoor activities while not traveling. They frequently go on day outings to parks, swim, hike, exercise and garden at home. Relative to other Canadian Pleasure Travelers, this activity segment is especially likely to play team sports while not traveling. They are also more likely than others to participate in strenuous outdoor activities such as snowboarding, rollerblading, downhill skiing, skateboarding and golfing.

Fig. 9 Outdoor Activities Pursued in a Typical Year

	Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travelers	Index
Size of Market	2,178,005	16,261,503	18,439,508	100
Swimming	71.7%	58.7%	60.3%	119
Day outing to a park	71.6%	66.2%	66.9%	107
Exercising at home or at a fitness club	66.9%	60.2%	61.0%	110
Gardening	62.6%	59.4%	59.8%	105
Hiking	56.4%	47.8%	48.8%	116
Picnicking	56.0%	52.7%	53.1%	106
Cycling	53.8%	43.0%	44.3%	121
Camping	48.1%	37.3%	38.6%	125
Ice-skating	42.8%	26.6%	28.5%	150
Golfing	42.5%	27.6%	29.4%	145
Playing team sports	42.4%	20.3%	22.9%	185
Fishing	40.2%	27.8%	29.3%	137
Jogging	32.2%	23.0%	24.1%	134
Sailing or other boating	31.2%	22.4%	23.4%	133
Playing racquet sports (e.g., tennis or badminton)	25.3%	18.3%	19.1%	132
Downhill skiing	24.5%	15.1%	16.2%	151
Canoeing or kayaking	23.0%	16.1%	16.9%	136
Rollerblading	22.1%	13.3%	14.4%	154
Riding an all-terrain vehicle (ATV)	18.1%	13.8%	14.3%	127
Cross-country skiing	14.9%	12.1%	12.5%	119
Snowmobiling	14.7%	9.1%	9.8%	150
Hunting	10.3%	7.4%	7.7%	133
Snowboarding	9.4%	4.5%	5.0%	186
Horseback riding	8.5%	6.6%	6.8%	125
Skateboarding	2.4%	1.5%	1.6%	150

Accommodation Stayed In While on a Trip

Travelers who attended amateur tournaments most often stayed in public and private campgrounds or resorts (e.g., lakeside resorts, riverside resorts, seaside resorts) during the past two years. Relative to the average Canadian Pleasure Traveler, they were especially likely to have stayed at a ski or mountain resort or in a wilderness setting (e.g., campsite, wilderness lodge accessible by car, remote or fly-in lodge or outpost) during the past two years.

Fig. 10 Accommodation Stayed in While on Trips

	Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travelers	Index
Size of Market	2,178,005	16,261,503	18,439,508	100
A Public Campground in a National, State, Provincial or Municipal Park	37.9%	24.8%	26.4%	144
Lakeside / Riverside Resort	33.2%	20.8%	22.3%	149
A Private Campground	27.5%	17.6%	18.8%	147
Seaside Resort	25.4%	20.1%	20.7%	122
Ski Resort or Mountain Resort	23.5%	12.7%	13.9%	168
A Camp Site in a Wilderness Setting (Not a Campground)	15.8%	7.6%	8.6%	184
Wilderness Lodge You Can Drive to by Car	9.5%	5.1%	5.6%	168
Health Spa	9.1%	5.5%	5.9%	153
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	6.6%	4.2%	4.5%	148
Country Inn or Resort with Gourmet Restaurant	6.2%	4.9%	5.1%	122
Farm or Guest Ranch	4.5%	2.9%	3.0%	147
On a Houseboat	3.8%	1.0%	1.4%	276
Remote or Fly-In Wilderness Lodge	3.6%	1.3%	1.6%	227
Remote or Fly-In Wilderness Outpost	1.5%	0.4%	0.6%	261
Cooking School	0.7%	0.3%	0.4%	189
Wine Tasting School	0.3%	0.3%	0.3%	108

Tours and Cruises Taken During Past Two Years

Amateur Tournament Attendees were also more likely than others to have taken tours in the past two years. Self-guided sameday tours, scenic countryside drives and city tours were the most common types of tours taken. However, this activity segment was more likely than others to have taken wilderness tours, tours of casinos, wineries or factories and air tours in an airplane or helicopter. They were also more likely than others to have taken freshwater cruises (e.g., cruise on a lake or river, sightseeing cruise, St. Lawrence River cruise). On the other hand, Amateur Tournament Attendees were no more likely than the average Canadian Pleasure Traveler to have taken ocean cruises in the past two years.

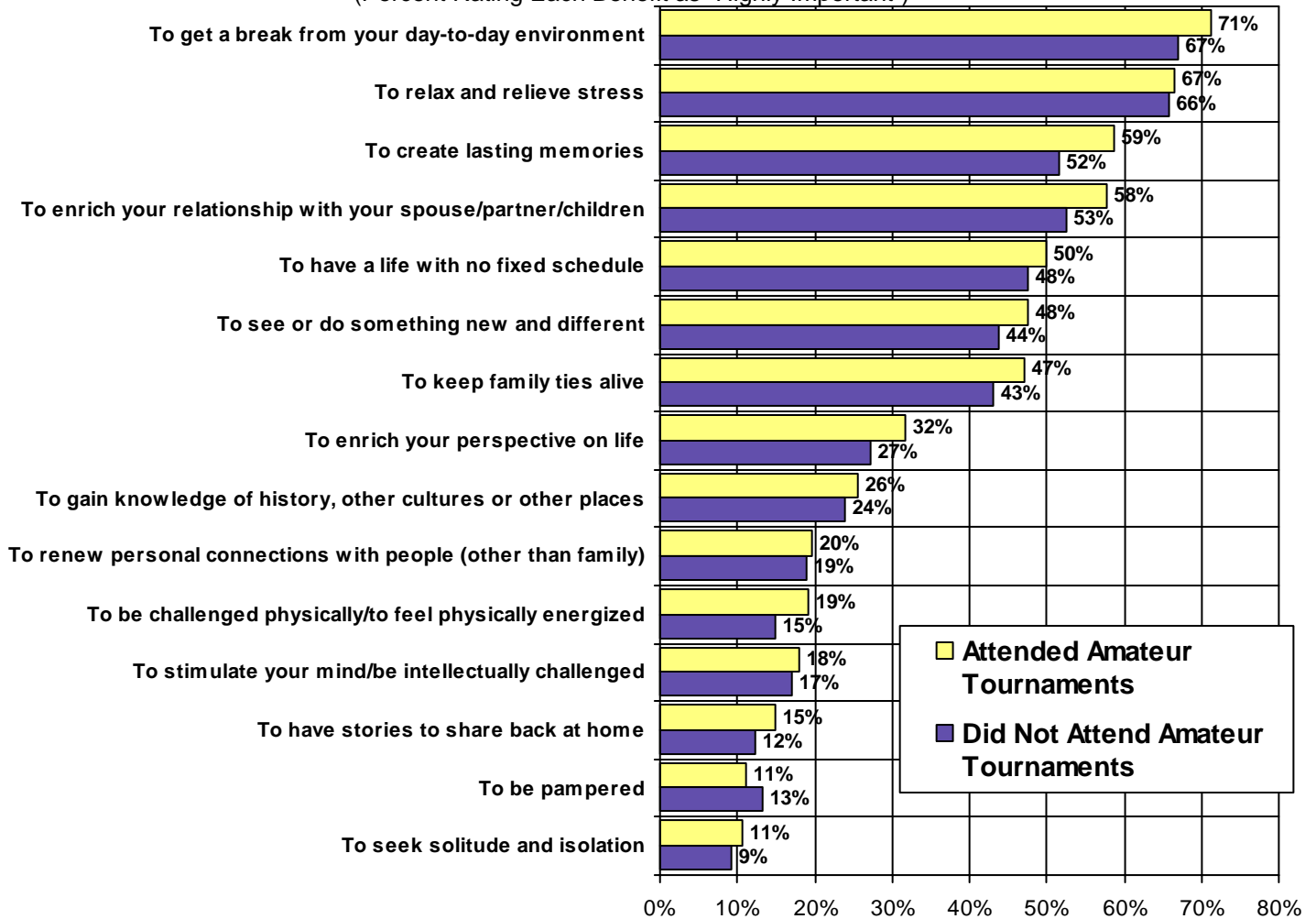
Fig. 11 Tours and Cruises Taken During Past Two Years

	Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travelers	Index
Size of Market	2,178,005	16,261,503	18,439,508	100
A self-guided, sameday tour while on an overnight trip	38.7%	28.0%	29.3%	132
Around the countryside - scenic drives	29.5%	21.5%	22.4%	131
Around the city	29.5%	22.6%	23.4%	126
An organized, sameday, guided tour while on an overnight trip	27.1%	21.6%	22.2%	122
A self-guided, overnight tour where you stayed in different locations	23.5%	17.4%	18.1%	130
Wilderness tour	18.8%	12.2%	13.0%	144
On the water (sightseeing cruise)	17.6%	12.5%	13.1%	135
Some other type of tour	13.6%	9.4%	9.8%	138
An organized, overnight, guided, tour where you stayed in different locations	12.3%	9.8%	10.1%	122
An organized, overnight, guided tour where you stayed in a single location	10.5%	7.5%	7.8%	134
To a casino	9.2%	6.2%	6.5%	141
To a winery	7.7%	5.4%	5.6%	137
Caribbean ocean cruise	5.6%	5.4%	5.4%	103
To a factory	4.5%	2.4%	2.6%	171
Cruise on another lake or river	3.4%	2.2%	2.4%	143
Ocean cruise – Other	3.4%	3.3%	3.3%	102
In the air as a pilot or passenger of an airplane or helicopter	2.8%	1.8%	1.9%	145
Some other type of cruise	2.5%	1.5%	1.6%	157
Cruise on the St. Lawrence River	2.5%	1.9%	1.9%	127
Alaskan ocean cruise	1.6%	1.6%	1.6%	101
Great Lakes cruise	0.7%	0.8%	0.8%	83
Submarine cruise	0.2%	0.1%	0.1%	121

Benefits Sought While On a Vacation

As with most Canadian Pleasure Travelers, the majority of those who attended amateur tournaments take vacations to get a break from their day-to-day environment, to relax and relieve stress, to create lasting memories, to enrich family relationships and to have no fixed schedule. However, relative to the typical Canadian Pleasure Traveler, this activity segment is more likely to seek vacations that enrich family relationships, create lasting memories and that are physically challenging.

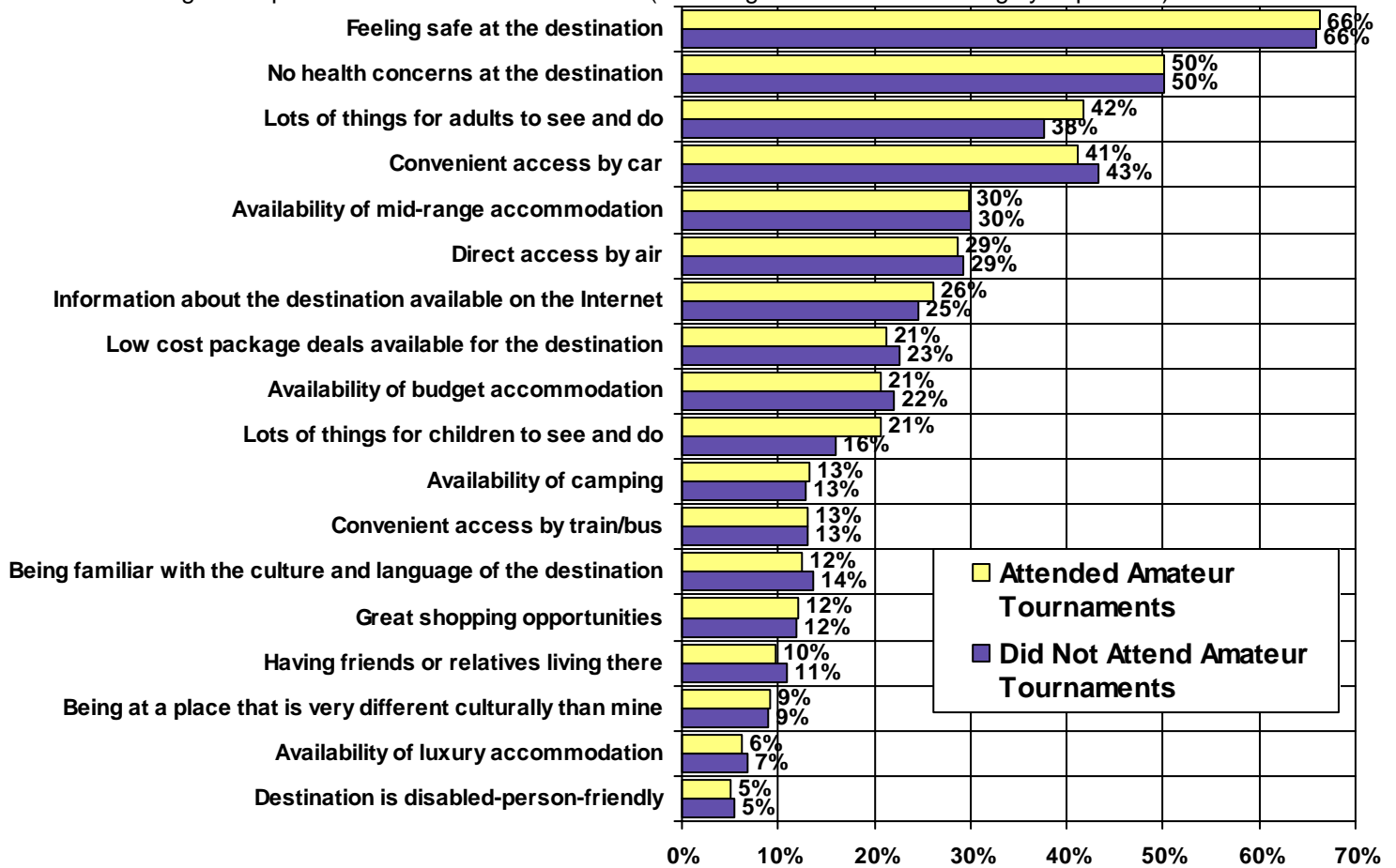
Fig.12 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as "Highly Important")



Other Attributes of a Destination Considered Important

Similar to other Canadian Pleasure Travelers, most of those who attended amateur tournaments consider it important that they feel safe at a destination and that the destination has no health concerns. They also value destinations that have lots of things to see and do for both adults and children.

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 attended amateur tournaments while on trips tend begin planning vacations with a particular destination in mind. However, this activity segment is more likely than others to select a trip destination by first considering what activities they would like to do while on vacation.

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

	Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travelers	Index
Size of Market	2,178,005	16,261,503	18,439,508	100
Summer				
Started with a desired destination in mind	47.7%	48.6%	48.5%	98
Started by considering specific activities wanted to do	17.0%	13.3%	13.8%	123
Started with a certain type of vacation experience in mind	24.7%	23.6%	23.7%	104
Looked for packaged deals - no destination in mind	1.7%	1.3%	1.3%	132
Considered something else first	3.9%	4.4%	4.3%	90
Don't know / Other	5.0%	8.9%	8.4%	59
Winter				
Started with a desired destination in mind	42.5%	49.6%	48.6%	87
Started by considering specific activities wanted to do	24.2%	14.2%	15.6%	156
Started with a certain type of vacation experience in mind	19.5%	19.3%	19.3%	101
Looked for packaged deals - no destination in mind	2.3%	3.3%	3.2%	72
Considered something else first	4.0%	4.8%	4.7%	87
Don't know / Other	7.4%	8.8%	8.6%	86

Trip Planning and Information Sources Consulted

The majority of those who attended amateur tournaments while on trips were responsible for planning their trips either on their own (41.7%) or with someone else (14.8%). However, perhaps reflecting the fact that some attend amateur tournaments as a group, this activity segment is slightly more likely to report that someone else plans their trips (43.6%).

When planning vacations, Amateur Tournament Attendees consult a wider variety of sources than the average Canadian Pleasure Traveler. The majority use the Internet, word-of-mouth and past experiences to plan travel. However, they are more likely than others to obtain trip planning information from trade, travel and sports shows, electronic newsletters and advertising and programs on television.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travelers	Index
Size of Market		2,178,005	16,261,503	18,439,508	100
Who Plans Trips?	Respondent plans trips	41.7%	42.1%	42.0%	99
	Trip planning a shared responsibility	14.8%	16.7%	16.4%	90
	Someone else plans trips	43.6%	41.3%	41.5%	105
Information Sources Consulted	An Internet website	73.4%	64.1%	65.2%	113
	Advice of others / Word-of-mouth	61.7%	49.7%	51.1%	121
	Past experience / Been there before	61.0%	48.9%	50.4%	121
	Maps	38.9%	31.7%	32.6%	119
	A travel agent	35.2%	34.0%	34.1%	103
	Official travel guides or brochures from state / province	34.0%	24.8%	26.0%	131
	Visitor information centres	28.6%	22.7%	23.4%	122
	Articles in newspapers / magazines	27.6%	19.9%	20.9%	132
	An auto club such as CAA	24.3%	16.7%	17.7%	138
	Advertisements in newspapers / magazines	18.0%	13.7%	14.3%	127
	Travel guide books such as Fodor's	16.0%	13.3%	13.6%	117
	Programs on television	11.5%	7.0%	7.5%	153
	Travel information received in the mail	10.0%	8.7%	8.8%	113
	Advertisements on television	7.4%	4.7%	5.0%	147
	Visits to trade, travel or sports shows	6.7%	2.6%	3.1%	215
An electronic newsletter or magazine received by e-mail	6.6%	3.8%	4.2%	159	

Use of the Internet to Plan and Arrange Trips

Relative to the other 21 culture and entertainment activity types, those who attended amateur tournaments are below-average users of the Internet to research and purchase travel. In fact, they were the 13th most likely to have used the Internet to plan travel (68.3%) and the 19th most likely to have booked travel (41.0%) online. The majority use hotel or resort websites and the official tourism websites of countries, regions or cities. The most commonly purchased trip components using the Internet were accommodation and airline tickets. However, this segment was more likely than others to have purchased tickets online for specific activities or attractions and fares for travel by rail, bus or boat / ship.

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

		Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travelers	Index
Size of Market		2,178,005	16,261,503	18,439,508	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	31.7%	42.1%	40.8%	78
	Uses Internet to plan trips only	27.3%	21.4%	22.1%	124
	Uses Internet to book part of trip	41.0%	36.5%	37.0%	111
Types of Websites Consulted	A website of a hotel or resort	63.9%	55.9%	57.0%	112
	A tourism website of a country / region / city	54.3%	49.1%	49.8%	109
	An airline website	47.2%	46.2%	46.3%	102
	A travel planning / booking website	46.8%	45.5%	45.7%	102
	A website of an attraction	39.5%	33.7%	34.5%	115
	Some other website	31.0%	27.0%	27.6%	112
	A cruise line website	9.6%	7.8%	8.1%	119
	A motorcoach website	2.7%	2.4%	2.5%	108
Parts of Trips Booked Over The Internet	Accommodation	74.6%	68.3%	69.2%	108
	Air tickets	70.8%	69.3%	69.5%	102
	Car rental	29.2%	26.8%	27.1%	108
	Tickets or fees for specific activities or attractions	28.2%	22.9%	23.6%	119
	Tickets for rail, bus or boat / ship fares	19.1%	14.8%	15.3%	124
	A package containing two or more items	16.2%	15.3%	15.4%	105
	Other	5.9%	3.6%	3.9%	149

Media Consumption Habits

While Amateur Tournament Attendees are more likely than others to read the travel section of newspapers, they are generally below-average users of travel media relative to the other culture and entertainment activity types. However, this activity segment may be efficiently reached through sports-related media (including professional sports magazines, outdoor activities / sports magazines, sports or sports shows on television, all-sports radio and sports websites).

Fig. 17 Media Consumption Habits

		Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travelers	Index
Size of Market		2,178,005	16,261,503	18,439,508	100
Newspaper Readership	Reads daily newspaper	89.8%	86.9%	87.3%	103
	Reads weekend edition of newspaper	90.6%	86.8%	87.3%	104
	Reads local neighbourhood or community newspapers	66.6%	60.9%	61.5%	108
	Reads other types of newspapers	18.4%	17.0%	17.2%	107
	Frequently or occasionally reads travel section of daily newspaper	51.2%	45.0%	45.7%	112
	Frequently or occasionally reads travel section of weekend newspaper	53.3%	46.5%	47.3%	113
Types of Magazines Read (Top 5 Indexed)	Professional sports	19.4%	7.0%	8.5%	228
	Outdoor activities / sports	22.1%	11.6%	12.8%	172
	Business, finance and investing	19.8%	15.8%	16.3%	122
	Automobile and cycle magazines	16.2%	13.0%	13.4%	121
	Health, fitness and well living	25.7%	21.1%	21.7%	119
Type of Television Programs Watched (Top 5 Indexed)	Sports / sports shows	62.8%	40.7%	43.3%	145
	Music / Music video shows/channels	31.2%	24.7%	25.5%	122
	Reality shows (e.g., Canadian Idol)	44.5%	39.2%	39.8%	112
	Dramas (e.g., Law & Order)	61.9%	56.6%	57.3%	108
	Situation comedies (e.g., Friends)	55.1%	50.7%	51.3%	108
Type of Radio Programs Listened To (Top 5 Indexed)	All sports	20.1%	9.9%	11.1%	182
	Modern rock / Alternative rock	48.6%	35.5%	37.1%	131
	Country music	28.8%	23.2%	23.8%	121
	Top 40 / Current hits	29.7%	24.6%	25.2%	118
	Oldies (50s, 60s, 70s, 80s)	37.8%	34.0%	34.5%	110
Types of Websites Visited (Top 5 Indexed)	Sports	43.6%	24.4%	26.9%	162
	Sites for specific activities or interests	42.8%	34.8%	35.9%	119
	Games	38.5%	32.0%	32.8%	117
	Weather	61.0%	55.3%	56.1%	109
	Travel	54.4%	50.0%	50.6%	108

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	