

CANADIAN TRAVEL MARKET

Attending Comedy Clubs and Comedy Festivals While on Trips Of One or More Nights

A Profile Report

December 7, 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
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Attending Comedy Clubs and Comedy Festivals While on Trips

Executive Summary

Over the last two years, 7.5% of adult Canadians (1,869,991) attended a comedy club or comedy festival while on an out-of-town, overnight trip of one or more nights. Stand-up comedy clubs or other variety shows (7.1%) were attended much more often on trips than comedy festivals (1.3%). Attending a comedy club or comedy festival while on a trip was the 16th most frequent culture and entertainment activity type undertaken by Canadian Pleasure Travelers in the past two years. However, attending a comedy club or festival is typically not the main reason for travel as only 25.0% (466,972) reported that this activity was the main reason for taking at least one trip in the last two years.

Those who attended comedy clubs and comedy festivals while on trips are over-represented among those 18 to 24 and Singles, but they are well-represented across the age spectrum. Mature Couples are especially over-represented in this activity segment. They are less well-educated than the other culture and entertainment activity types and the 18th most likely to have a university degree (31.9%). However, they have the 7th highest household income (\$78,642). They are also highly over-represented in Quebec.

Relative to the other culture and entertainment activity types, those who attended a comedy club or festival are more likely to be longer-haul, sun destination travelers. They were the most likely of the 21 culture and entertainment activity types to have traveled to the Caribbean (28.5%) and the second most likely to have visited Mexico (19.0%) in the last two years. They were also the 8th most likely to have traveled to the United States (61.2%) and the 11th most likely to have taken an overseas trip. However, in terms of domestic travel, they were the 8th most likely to have taken a trip within their own province or region (90.7%), the 19th most likely to have traveled to an adjacent province or region (52.2%) and the 18th most likely to have visited a non-adjacent province or region (34.9%) in the past two years.

Those who attended comedy clubs and festivals enjoy entertainment and were much more likely than others to have attended festivals, live art performances and sporting events while on trips. They were also very active in outdoor activities while traveling including resort-based, water activities (e.g., snorkelling), fitness activities (exercise and jogging) and skiing. They tend to stay at seaside resorts and prefer vacations that allow them to relax and be pampered, to be entertained and to have lots to see and do.

The majority in this activity segment use travel agents and they are average users of the Internet to plan (69.5%) and book (44.5%) travel. However, they are also above-average users of the travel media. They may also be effectively targeted through comedy television programming, city lifestyle magazines and Top 40 / current hits radio stations.

Attending Comedy Clubs and Comedy Festivals While on Trips

Market Incidence

Over the last two years, 7.5% of adult Canadians (1,869,991) attended a comedy club or comedy festival while on an out-of-town, overnight trip of one or more nights. Stand-up comedy clubs or other variety shows (7.1%) were visited much more often on trips than comedy festivals (1.3%). Attending a comedy club or comedy festival while on a trip was the 16th most frequent culture and entertainment activity type undertaken by Canadian Pleasure Travelers in the past two years. However, attending a comedy club or comedy festival is typically not the main reason for travel as only 25.0% (466,972) reported that this activity was the main reason for taking at least one trip. Attending a comedy festival was more likely to be the main reason for taking a trip than attending a comedy club.

Fig. 1 Incidence of Attending Comedy Clubs & Festivals While on Trips¹

	Number Who Attended Comedy Clubs & Festivals ²	Percent Main Reason for Trip ³	Percent of Pleasure Travelers ⁴	Percent of Total Canadian Population ⁵
Size of Market	1,869,991	466,972	18,439,508	24,776,103
Comedy Festivals & Clubs (All Activities)	1,869,991	25.0%	10.1%	7.5%
Stand-up comedy club or other variety show	1,763,774	24.1%	9.6%	7.1%
Comedy festival	328,574	31.8%	1.8%	1.3%
Participated in both activities	222,357	28.4%	1.2%	0.9%

- 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 a comedy club or comedy festival 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 comedy clubs and comedy festivals while on trips are over-represented among Canadian Pleasure Travelers living in Quebec. This may partially reflect the fact that Quebec is the home of the renowned *Juste Pour Rire* comedy festival.

Fig. 2 Geographic Distribution of Those Who Attended Comedy Clubs & Festivals While on Trips

	Total Population	Estimated Number Who Attended Comedy Clubs & Festivals on a Trip	Percent of Pleasure Travelers in Region Who Attended Comedy Clubs & Festivals on a Trip	Percent of Total Regional Population Who Attended Comedy Clubs & Festivals on a Trip
Canada	24,776,103	1,869,991	10.1%	7.5%
Atlantic Provinces	1,822,494	85,671	6.8%	4.7%
Quebec	5,940,869	665,916	15.9%	11.2%
Ontario	9,671,592	625,267	8.7%	6.5%
Manitoba	843,107	44,780	7.5%	5.3%
Saskatchewan	706,325	49,276	9.1%	7.0%
Alberta	2,465,540	189,936	9.5%	7.7%
British Columbia	3,326,176	209,146	7.9%	6.3%

Demographic Profile

Travelers who attended comedy clubs and comedy festivals are over-represented among those 18 to 24 and Singles. However, this activity segment is well-represented across a wide age spectrum (18 to 54 years) with Mature Couples especially over-represented. They are less well-educated than the other culture and entertainment activity types and only the 18th most likely to have a university degree (31.9%). However, they have the 7th highest household income (\$78,642).

Fig. 3 Demographic Profile of Those Who Attended Comedy Clubs & Comedy Festivals While on Trips Relative to All Canadian Pleasure Travelers

Attribute	Size of Market	Attended Comedy Clubs & Festivals	Did Not Attend Comedy Clubs & Festivals ¹	Pleasure Travelers	Index ²
		1,869,991	16,569,518	18,439,508	100
Gender	Male	48.5%	48.9%	48.8%	99
	Female	51.5%	51.1%	51.2%	101
Age of Respondent	18 to 24	15.6%	12.5%	12.8%	122
	25 to 34	20.2%	19.2%	19.3%	105
	35 to 44	22.3%	20.3%	20.5%	109
	45 to 54	21.3%	20.2%	20.3%	105
	55 to 64	13.4%	14.2%	14.1%	95
	65 Plus	7.2%	13.6%	12.9%	56
Average Age		41.9	44.8	44.5	N/A
Marital Status	Not married	34.6%	32.0%	32.2%	107
	Married	65.4%	68.0%	67.8%	97
Parental Status	No children under 18	71.5%	71.1%	71.1%	101
	Children under 18	28.5%	28.9%	28.9%	99
Education	High school or less	34.2%	36.5%	36.2%	94
	Some post-secondary	11.7%	11.1%	11.2%	105
	Post-secondary diploma/certificate	22.3%	21.9%	21.9%	102
	University degree	31.9%	30.6%	30.7%	104
Household Income	Under \$20,000	3.4%	6.0%	5.7%	60
	\$20,000 to \$39,999	11.1%	14.9%	14.5%	77
	\$40,000 to \$59,999	17.8%	16.4%	16.5%	108
	\$60,000 to \$79,999	15.4%	15.2%	15.2%	101
	\$80,000 to \$99,999	13.7%	12.0%	12.2%	112
	\$100,000 or more	27.2%	22.3%	22.8%	119
	Not stated	11.4%	13.2%	13.0%	88
Average Household Income		\$78,642	\$72,160	\$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 a comedy club or festival on any trip. The number of who attended Comedy Clubs & Festivals and non-attendees equals the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for attending comedy clubs and comedy festivals in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which Comedy Clubs & Festivals 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)

Relative to the other culture and entertainment activity types, travelers who attended a comedy club or comedy festival are more likely to be longer-haul, sun destination travelers. They were the most likely of the 21 culture and entertainment activity types to have traveled to the Caribbean (28.5%) and the second most likely to have visited Mexico (19.0%) in the last two years. They were also the 8th most likely to have traveled to the United States (61.2%) and the 11th most likely to have taken an overseas trip.

In terms of domestic travel, they were the 8th most likely to have taken a trip within their own province or region (90.7%), but only the 19th most likely to have traveled to an adjacent province or region (52.2%) and the 18th most likely to have visited a non-adjacent province or region (34.9%) in the past two years. While Ontario (57.4%) was the most common Canadian destination, this activity segment was more likely than the average Canadian Pleasure Traveler to have traveled in Quebec (52.7%).

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

	Attended Comedy Clubs & Festivals	Did Not Attend Comedy Clubs & Festivals	Pleasure Travelers	Index
Size of Market	1,869,991	16,569,518	18,439,508	100
Canada	96.7%	94.5%	94.8%	102
Took a trip within own province / region	90.7%	85.3%	85.9%	106
Took a trip to an adjacent province / region	52.0%	48.2%	48.6%	107
Took a trip to non-adjacent province / region	34.9%	31.0%	31.4%	111
Newfoundland and Labrador	4.7%	4.3%	4.3%	108
Prince Edward Island	8.4%	7.0%	7.2%	117
New Brunswick	12.6%	11.7%	11.8%	107
Nova Scotia	14.6%	12.5%	12.7%	115
Quebec	52.7%	37.4%	38.9%	135
Ontario	57.4%	53.1%	53.5%	107
Manitoba	8.6%	9.2%	9.2%	94
Saskatchewan	11.1%	11.4%	11.4%	98
Alberta	25.5%	25.9%	25.8%	99
British Columbia	32.0%	30.5%	30.6%	104
Yukon	1.0%	1.0%	1.0%	98
Northwest Territories	0.6%	0.7%	0.7%	84
Nunavut	0.3%	0.3%	0.3%	98
United States	61.2%	49.5%	50.7%	121
Mexico	19.0%	11.6%	12.4%	153
Caribbean	28.5%	14.1%	15.6%	183
All other destinations	29.8%	23.0%	23.6%	126

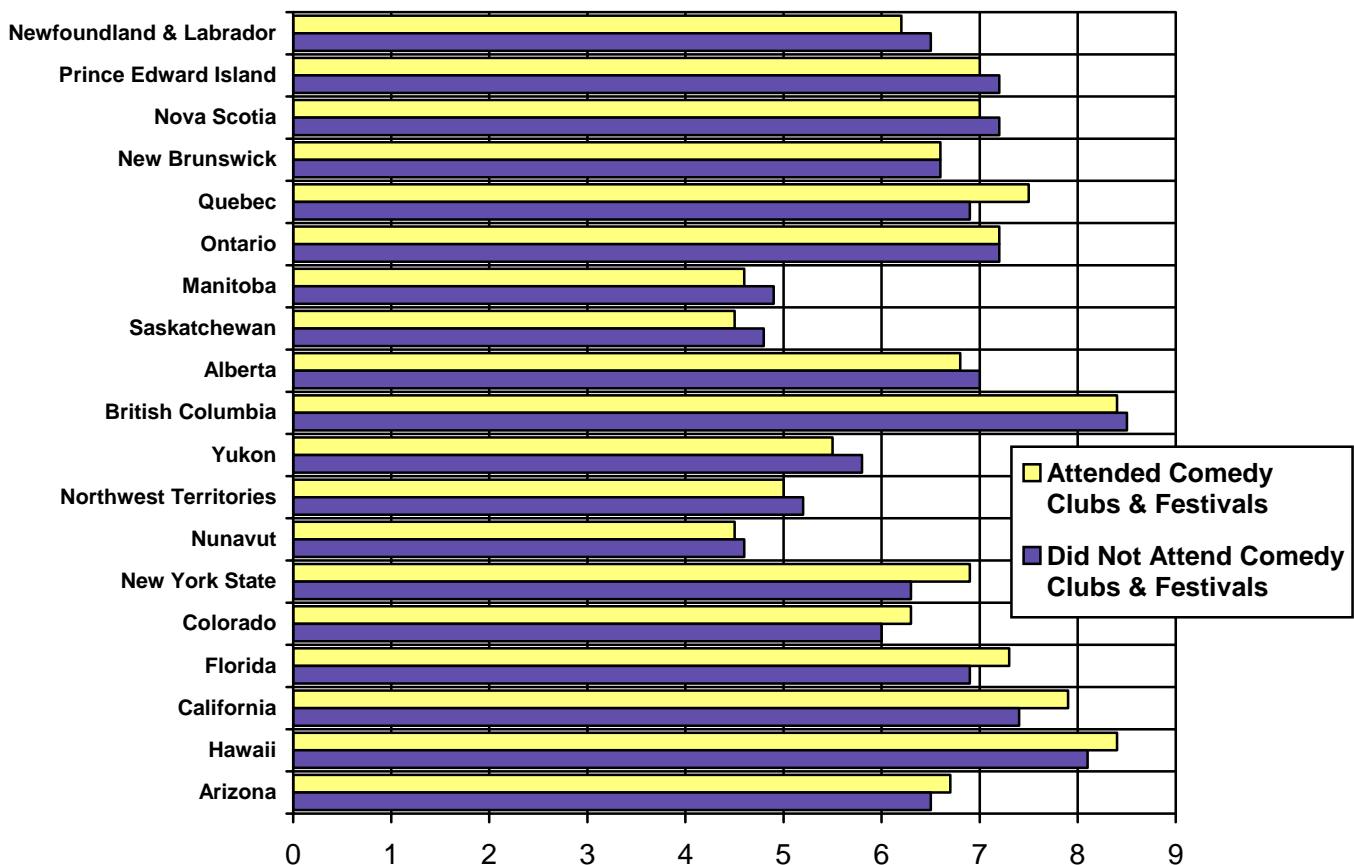
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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.

Most Canadian destinations were slightly less appealing to those who attended comedy clubs and festivals when on trips than to other Canadian Pleasure Travelers. Quebec (7.5) was the only province that was more appealing to this segment than to others. However, British Columbia (8.4) was rated as the most appealing Canadian destination.

By contrast, all six U.S. reference states were perceived as more appealing to those who attended comedy clubs and comedy festivals while on trips than to other Canadian Pleasure Travelers. Relative to others, New York State (6.9) was considered a particularly appealing U.S. destination to this activity segment. Overall, Hawaii (8.4) and California (7.9) were considered to be the most appealing U.S. destinations.

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 comedy clubs and comedy festivals clearly enjoy entertainment and were much more active in culture and entertainment pursuits while on trips than other Canadian Pleasure Travelers. They frequently went shopping and dining, visited historical sites, museums and art galleries and attended musical concerts, festivals and attractions while on trips. Relative to the average Canadian Pleasure Traveler, this activity segment was especially likely to attend live art performances (e.g., live theatre, high art performances, musical concerts) and sporting events (e.g., professional sports event, amateur tournament, equestrian & western events) while on trips. They were also much more likely than others to have visited health spas, to have gambled in a casino and to have taken part in wine, beer and food tastings during the last two years.

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 Comedy Clubs & Festivals	Did Not Attend Comedy Clubs & Festivals	Pleasure Travelers	Index
Size of Market	1,869,991	16,569,518	18,439,508	100
Shopping & Dining	94.5%	81.6%	82.9%	114
Historical Sites, Museums & Art Galleries	76.0%	56.3%	58.3%	130
Musical Concerts, Festivals & Attractions	65.5%	29.0%	32.7%	200
Fairs & Festivals	62.3%	34.9%	37.7%	165
Theme Parks & Exhibits	61.8%	36.6%	39.2%	158
Live Theatre	53.1%	17.5%	21.1%	252
Casinos	45.6%	23.7%	25.9%	176
Wine, Beer & Food Tastings	41.8%	21.8%	23.8%	176
Science & Technology Exhibits	40.2%	21.2%	23.1%	174
Garden Theme Attractions	33.9%	15.8%	17.6%	192
Professional Sporting Events	31.4%	13.9%	15.7%	201
Agro-Tourism	26.4%	14.5%	15.7%	168
Amateur Tournaments	23.7%	10.5%	11.8%	200
High Art Performances	23.1%	9.6%	11.0%	210
Spas	22.1%	8.7%	10.0%	220
Aboriginal Cultural Experiences	18.5%	10.8%	11.6%	159
Equestrian & Western Events	13.9%	5.8%	6.7%	209
Participatory Historical Activities	10.8%	6.2%	6.7%	162
Literary & Film Festivals	7.2%	2.1%	2.6%	279
National & International Sporting Events	6.5%	2.8%	3.2%	202

Culture and Entertainment Activities Pursued in a Typical Year

Travelers who attended comedy clubs and comedy festivals are also very active in local entertainment activities. The majority dine in local restaurants and visit local festivals and fairs. Relative to the average Canadian Pleasure Traveler, they are especially likely to go to local jazz clubs and bars with live pop or rock bands, to go dancing, to attend local rock music concerts and to patronize local live theatre performances. They are also more likely than others to visit local day spas and stay overnight in local hotels or B&B's.

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

	Attended Comedy Clubs & Festivals	Did Not Attend Comedy Clubs & Festivals	Pleasure Travelers	Index
Size of Market	1,869,991	16,569,518	18,439,508	100
Going out to eat in restaurants	96.1%	91.0%	91.5%	105
Going to festivals or fairs	69.2%	60.6%	61.4%	113
Going to amateur sporting events	49.8%	41.1%	42.0%	119
Going to live theatre	48.0%	33.3%	34.8%	138
Going to historic sites or heritage buildings	44.5%	38.7%	39.3%	113
Going dancing	44.3%	28.2%	29.9%	148
Going to pick-your-own farms or farmers' market	43.0%	40.8%	41.0%	105
Going to art galleries or art shows	40.9%	30.7%	31.8%	129
Going to bars with live pop or rock bands	40.7%	26.2%	27.7%	147
Going to professional sporting events	40.3%	31.1%	32.1%	126
Going to museums	37.4%	32.2%	32.7%	114
Going to zoos or aquariums	37.1%	29.7%	30.4%	122
Going to amusement or theme parks	35.9%	28.1%	28.9%	124
Going to botanical gardens	33.8%	24.4%	25.4%	133
Going to rock music concerts	32.9%	21.3%	22.4%	147
Going to gamble in casinos	22.1%	17.7%	18.1%	122
Going to day spas	21.5%	12.9%	13.8%	156
Going to classical music concerts	19.7%	16.1%	16.5%	119
Staying overnight in a hotel or B&B in own city	17.1%	9.1%	9.9%	174
Going to jazz clubs	13.4%	6.9%	7.5%	178
Going to rodeos	9.8%	7.1%	7.3%	133
Going to the opera	9.7%	6.3%	6.6%	147
Going to the ballet	8.7%	7.1%	7.3%	119

Outdoor Activities Pursued While on Trips

Travelers who attended comedy clubs and comedy festivals were also very active in outdoor activities while on trips. 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 traveling. Relative to the average Canadian Pleasure Traveler, they were especially likely to participate in resort-based, water activities (freshwater scuba diving and snorkelling, sailing and surfing), fitness activities (e.g., exercising & jogging, cycling), skiing (e.g., downhill skiing & snowboarding, cross-country skiing & snowshoeing), sports (e.g., sports & games, team sports, golfing) and motorized outdoor recreational activities (e.g., snowmobiling & ATVing, motorcycling) while on trips.

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

	Attended Comedy Clubs & Festivals	Did Not Attend Comedy Clubs & Festivals	Pleasure Travelers	Index
Size of Market	1,869,991	16,569,518	18,439,508	100
Ocean Activities (e.g., swimming in ocean, sunbathing)	65.8%	46.6%	48.5%	136
Boating & Swimming (e.g., motorboating, swimming in lakes)	54.1%	39.6%	41.1%	131
Wildlife Viewing	53.7%	39.8%	41.2%	130
Hiking, Climbing & Paddling	47.9%	32.5%	34.1%	141
Sports & Games (e.g., tennis, board games)	43.6%	20.4%	22.7%	192
Exercising & Jogging	32.2%	14.0%	15.9%	203
Golfing	29.9%	17.0%	18.3%	163
Fishing	29.7%	22.9%	23.6%	126
Skating (e.g., ice skating, rollerblading)	25.4%	10.4%	12.0%	213
Cycling	25.4%	12.2%	13.5%	188
Downhill Skiing & Snowboarding	25.2%	13.4%	14.6%	172
Snowmobiling & ATVing	20.5%	10.3%	11.3%	181
Team Sports (e.g., hockey, baseball)	19.8%	10.4%	11.4%	174
Cross-country Skiing & Snowshoeing	16.6%	8.5%	9.3%	179
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	11.0%	5.8%	6.3%	175
Horseback Riding	8.1%	4.5%	4.9%	165
Freshwater Scuba & Snorkeling	6.7%	2.6%	3.0%	224
Motorcycling	5.9%	2.7%	3.0%	198
Wilderness Activities (e.g., wilderness skills course)	5.6%	2.0%	2.4%	238
Hunting	4.4%	4.8%	4.7%	92
Extreme Air Sports (e.g., parachuting)	2.3%	1.0%	1.1%	208

Outdoor Activities Pursued in a Typical Year

Comedy Club and Comedy Festivals Attendees are relatively active in outdoor activities while not traveling. They frequently go on day outings to parks and picnic, exercise, swim and garden at home while not on trips. Relative to other Canadian Pleasure Travelers, they are especially likely to go skiing (e.g., downhill skiing, snowboarding, cross-country skiing), participate in fitness activities (e.g., jogging, rollerblading, cycling) and participate in selective nature-oriented activities (e.g., canoeing and kayaking, hiking, horseback riding). On the other hand, they are less likely to go hunting, fishing or snowmobiling.

Fig. 9 Outdoor Activities Pursued in a Typical Year

	Attended Comedy Clubs & Festivals	Did Not Attend Comedy Clubs & Festivals	Pleasure Travelers	Index
Size of Market	1,869,991	16,569,518	18,439,508	100
Day outing to a park	69.8%	66.5%	66.9%	104
Exercising at home or at a fitness club	67.4%	60.3%	61.0%	111
Swimming	66.5%	59.6%	60.3%	110
Gardening	62.3%	59.5%	59.8%	104
Hiking	58.4%	47.7%	48.8%	120
Picnicking	55.9%	52.7%	53.1%	105
Cycling	51.3%	43.5%	44.3%	116
Camping	40.8%	38.3%	38.6%	106
Golfing	34.0%	28.8%	29.4%	116
Ice-skating	33.7%	27.9%	28.5%	118
Playing team sports	30.2%	22.1%	22.9%	132
Jogging	29.1%	23.5%	24.1%	121
Fishing	28.6%	29.4%	29.3%	98
Playing racquet sports (e.g., tennis or badminton)	27.1%	18.2%	19.1%	142
Sailing or other boating	25.2%	23.2%	23.4%	108
Rollerblading	21.0%	13.6%	14.4%	146
Canoeing or kayaking	20.6%	16.5%	16.9%	122
Downhill skiing	20.4%	15.7%	16.2%	126
Riding an all-terrain vehicle (ATV)	15.3%	14.2%	14.3%	107
Cross-country skiing	15.2%	12.2%	12.5%	122
Horseback riding	9.4%	6.5%	6.8%	138
Snowmobiling	9.3%	9.8%	9.8%	95
Snowboarding	8.0%	4.7%	5.0%	158
Hunting	6.7%	7.9%	7.7%	86
Skateboarding	1.8%	1.6%	1.6%	114

Accommodation Stayed In While on a Trip

Travelers who attended comedy clubs and comedy festivals most often stayed in resorts (e.g., lakeside resorts, riverside resorts, seaside resorts, ski or mountain resorts) during the last two years. They also frequently camped in public or private campgrounds.

Relative to the average Canadian Pleasure Traveler, they were especially likely to have stayed at health spas and at accommodation specializing in fine cuisine (e.g., inn or resort with gourmet restaurant, cooking school).

Fig. 10 Accommodation Stayed in While on Trips

	Attended Comedy Clubs & Festivals	Did Not Attend Comedy Clubs & Festivals	Pleasure Travelers	Index
Size of Market	1,869,991	16,569,518	18,439,508	100
Lakeside / Riverside Resort	38.1%	20.5%	22.3%	171
Seaside Resort	34.7%	19.2%	20.7%	168
A Public Campground in a National, State, Provincial or Municipal Park	32.5%	25.7%	26.4%	123
A Private Campground	24.2%	18.2%	18.8%	129
Ski Resort or Mountain Resort	22.6%	13.0%	13.9%	162
Health Spa	15.1%	4.9%	5.9%	254
A Camp Site in a Wilderness Setting (Not a Campground)	11.6%	8.2%	8.6%	136
Country Inn or Resort with Gourmet Restaurant	10.7%	4.5%	5.1%	210
Wilderness Lodge You Can Drive to by Car	10.3%	5.1%	5.6%	183
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	6.3%	4.3%	4.5%	140
Farm or Guest Ranch	6.1%	2.7%	3.0%	199
Remote or Fly-In Wilderness Lodge	2.5%	1.5%	1.6%	159
On a Houseboat	2.4%	1.2%	1.4%	175
Cooking School	1.0%	0.3%	0.4%	276
Remote or Fly-In Wilderness Outpost	0.9%	0.5%	0.6%	154
Wine Tasting School	0.3%	0.3%	0.3%	119

Tours and Cruises Taken During Past Two Years

Relative to the average Canadian Pleasure Traveler, Comedy Club and Comedy Festival Attendees were much more likely to have taken tours and cruises in the past two years. Sameday tours (both self-guided and guided), city tours and scenic countryside drives were the most popular types of tours taken by in this activity segment. However, relative to the average Canadian Pleasure Traveler, they were especially likely to have taken overnight, single location and multi-location guided tours, tours of factories, casinos and wineries and air tours in an airplane or helicopter. They were also more likely than others to have taken both freshwater cruises (e.g., St. Lawrence River and Great Lakes cruises) and ocean cruises (e.g., Caribbean cruise) in the past two years.

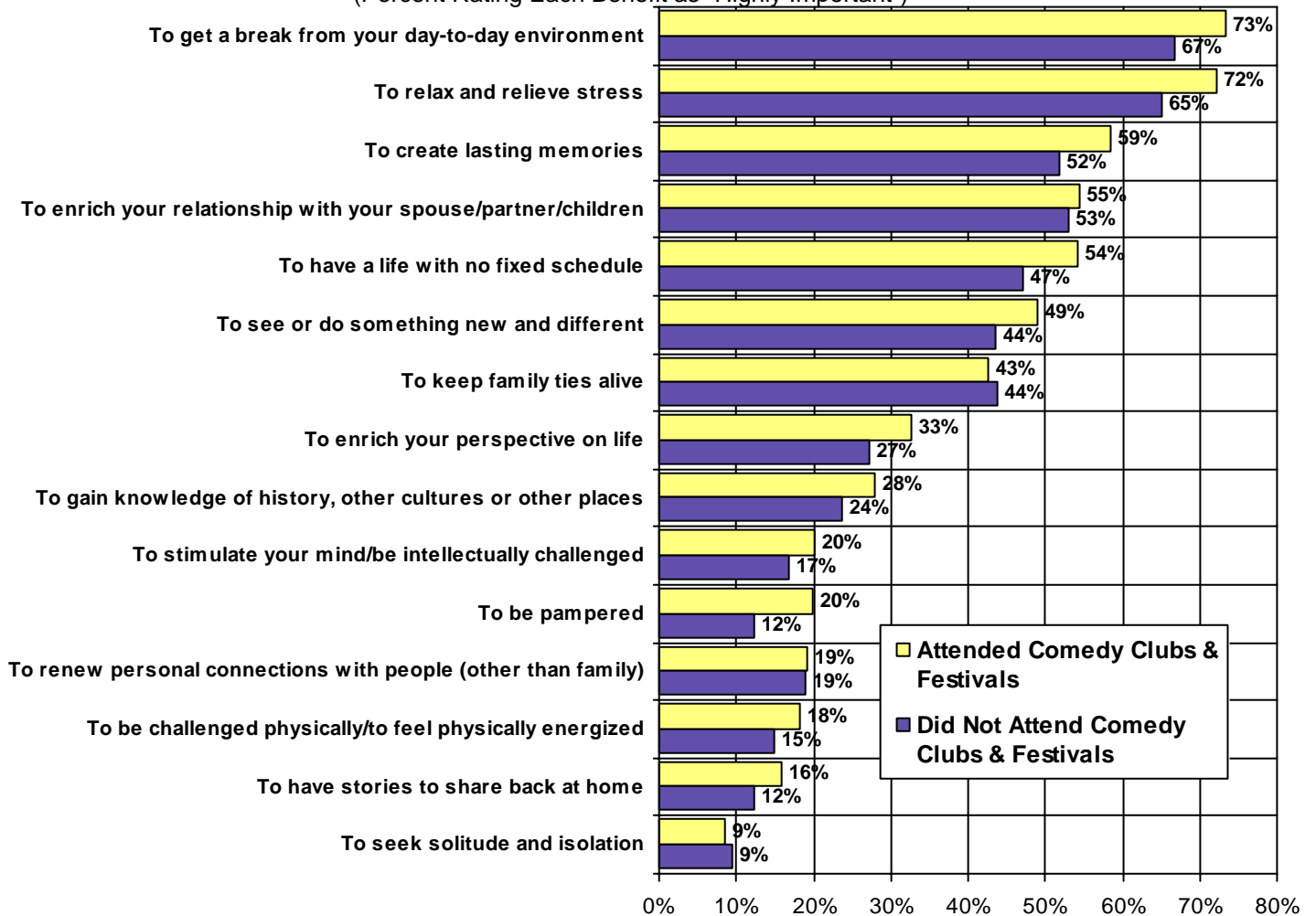
Fig. 11 Tours and Cruises Taken During Past Two Years

	Attended Comedy Clubs & Festivals	Did Not Attend Comedy Clubs & Festivals	Pleasure Travelers	Index
Size of Market	1,869,991	16,569,518	18,439,508	100
A self-guided, sameday tour while on an overnight trip	39.5%	28.1%	29.3%	135
An organized, sameday, guided tour while on an overnight trip	35.2%	20.8%	22.2%	158
Around the city	32.7%	22.3%	23.4%	140
Around the countryside - scenic drives	31.0%	21.5%	22.4%	138
A self-guided, overnight tour where you stayed in different locations	26.2%	17.2%	18.1%	145
On the water (sightseeing cruise)	22.2%	12.0%	13.1%	170
Wilderness tour	18.1%	12.4%	13.0%	139
An organized, overnight, guided tour where you stayed in different locations	17.5%	9.2%	10.1%	174
Some other type of tour	17.0%	9.0%	9.8%	172
An organized, overnight, guided tour where you stayed in a single location	15.7%	6.9%	7.8%	201
To a casino	12.6%	5.8%	6.5%	193
Caribbean ocean cruise	11.8%	4.7%	5.4%	218
To a winery	9.7%	5.2%	5.6%	171
To a factory	6.6%	2.2%	2.6%	250
Ocean cruise – Other	5.5%	3.1%	3.3%	166
Cruise on another lake or river	4.2%	2.2%	2.4%	178
In the air as a pilot or passenger of an airplane or helicopter	3.9%	1.7%	1.9%	208
Cruise on the St. Lawrence River	3.8%	1.7%	1.9%	195
Some other type of cruise	2.7%	1.5%	1.6%	169
Alaskan ocean cruise	2.4%	1.5%	1.6%	150
Great Lakes cruise	1.9%	0.7%	0.8%	237
Submarine cruise	0.3%	0.1%	0.1%	200

Benefits Sought While On a Vacation

As with most Canadian Pleasure Travelers, those who attended comedy clubs and comedy festivals while on trips 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 average Canadian Pleasure Traveler, this activity segment is especially likely to seek vacations that allow them to relax (e.g., get a break from daily environment, relax & relieve stress, no fixed schedule) and be pampered. They also consider novelty (e.g., seeing or doing something new and different) and to a lesser extent, intellectual stimulation (e.g., enriching their perspective on life), to be important vacation benefits.

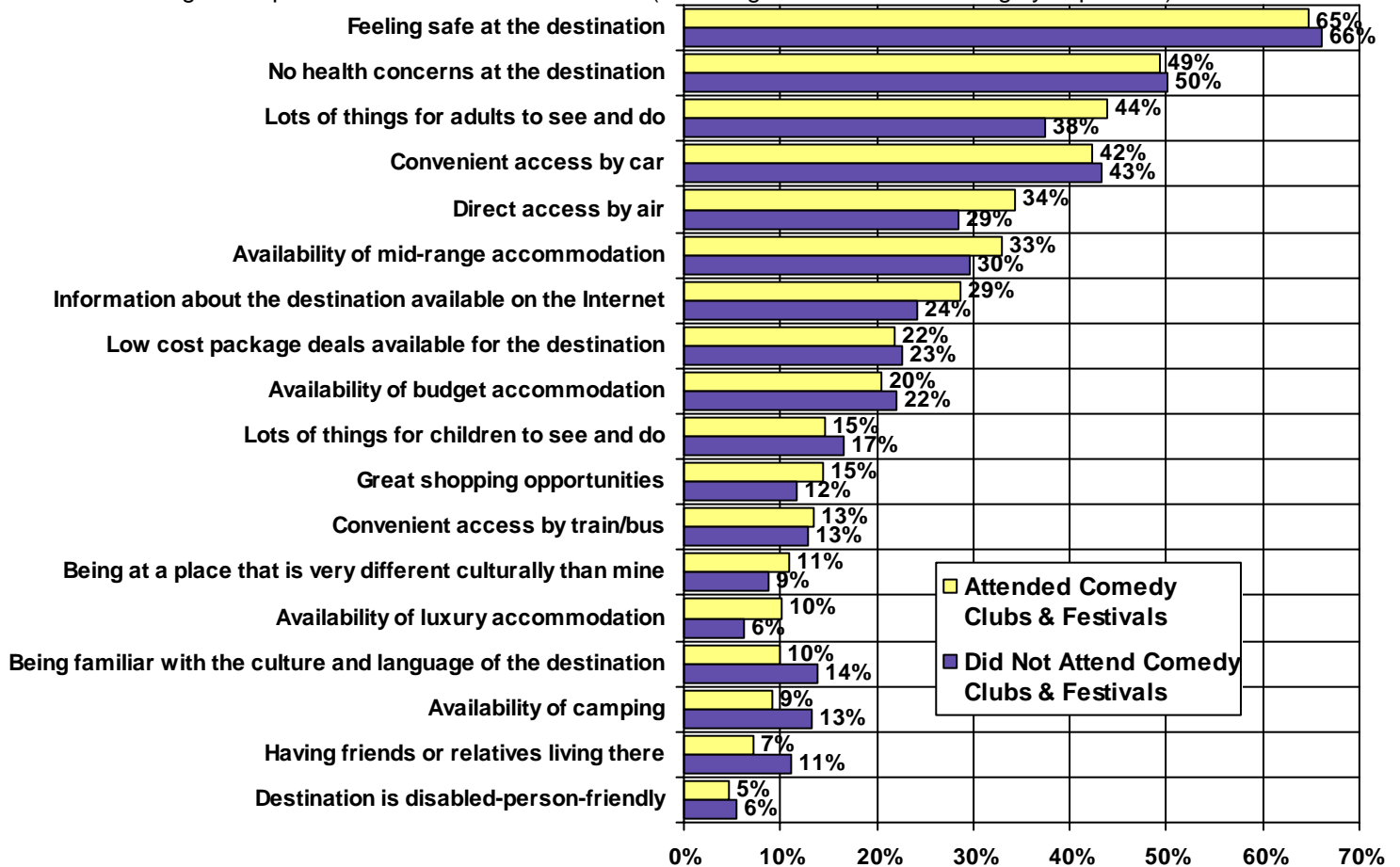
Fig.12 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as "Highly Important")



Other Attributes of a Destination Considered Important

Similar to other Canadian Pleasure Travelers, those who attended comedy clubs and comedy festivals while on trips consider it important to feel safe at a destination with no health concerns. They are also more likely than others to look for a destination that offers lots of things for adults to see and do, luxury accommodation, convenient access by air and that has information readily available on the Internet.

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 comedy clubs and comedy festivals while on trips begin planning trips with a particular destination in mind. They are next most likely to select a trip destination with a certain type of vacation experience in mind. However, this activity segment may be expected to be especially responsive to discount vacation packages.

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

	Attended Comedy Clubs & Festivals	Did Not Attend Comedy Clubs & Festivals	Pleasure Travelers	Index
Size of Market	1,869,991	16,569,518	18,439,508	100
Summer				
Started with a desired destination in mind	46.9%	48.6%	48.5%	97
Started by considering specific activities wanted to do	14.9%	13.7%	13.8%	108
Started with a certain type of vacation experience in mind	25.8%	23.5%	23.7%	109
Looked for packaged deals - no destination in mind	2.4%	1.2%	1.3%	185
Considered something else first	3.2%	4.4%	4.3%	76
Don't know / Other	6.8%	8.6%	8.4%	81
Winter				
Started with a desired destination in mind	46.5%	48.9%	48.6%	96
Started by considering specific activities wanted to do	17.1%	15.4%	15.6%	110
Started with a certain type of vacation experience in mind	20.5%	19.1%	19.3%	106
Looked for packaged deals - no destination in mind	5.4%	2.9%	3.2%	168
Considered something else first	3.0%	4.9%	4.7%	64
Don't know / Other	7.6%	8.8%	8.6%	87

Trip Planning and Information Sources Consulted

The majority of those who attended comedy clubs and festivals while on trips were responsible for planning their trips either on their own (43.6%) or with someone else (17.9%). When making vacation plans, travelers who attended comedy clubs and festivals consult a wider variety of sources than the average Canadian Pleasure Traveler. The majority tend to use Internet websites, word-of-mouth, past experiences and travel agents to plan travel. However, this activity segment is especially likely to obtain travel information from television programs and advertising, direct mail and electronic newsletters, articles and advertising in newspapers or magazines and travel agents.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Attended Comedy Clubs & Festivals	Did Not Attend Comedy Clubs & Festivals	Pleasure Travelers	Index
Size of Market		1,869,991	16,569,518	18,439,508	100
Who Plans Trips?	Respondent plans trips	43.6%	41.9%	42.0%	104
	Trip planning a shared responsibility	17.9%	16.3%	16.4%	109
	Someone else plans trips	38.5%	41.9%	41.5%	93
Information Sources Consulted	An Internet website	74.9%	64.1%	65.2%	115
	Advice of others / Word-of-mouth	63.1%	49.7%	51.1%	123
	Past experience / Been there before	58.2%	49.5%	50.4%	115
	A travel agent	52.1%	32.0%	34.1%	153
	Official travel guides or brochures from state / province	35.1%	24.9%	26.0%	135
	Articles in newspapers / magazines	33.1%	19.4%	20.9%	159
	Maps	32.9%	32.5%	32.6%	101
	Visitor information centres	29.3%	22.7%	23.4%	125
	Advertisements in newspapers / magazines	23.8%	13.1%	14.3%	167
	An auto club such as CAA	22.6%	17.1%	17.7%	128
	Travel guide books such as Fodor's	19.4%	13.0%	13.6%	142
	Programs on television	14.6%	6.7%	7.5%	194
	Travel information received in the mail	14.5%	8.2%	8.8%	164
	Advertisements on television	11.3%	4.3%	5.0%	226
	An electronic newsletter or magazine received by e-mail	7.2%	3.8%	4.2%	172
Visits to trade, travel or sports shows	7.1%	2.7%	3.1%	228	

Use of the Internet to Plan and Arrange Trips

Relative to the other culture and entertainment activity types, travelers who attended comedy clubs and comedy festivals are average users of the Internet to plan and book travel. They were the 8th most likely to use of the Internet to plan travel (69.5%), but only the 14th most likely to use the Internet to book travel (44.5%). The majority visit hotel or resort websites, travel planning and booking websites such as Expedia and the official tourism websites of countries, regions or cities. However, this activity segment is especially likely to have visited the websites of cruise lines. The most commonly booked trips components online were accommodation and airline tickets. However, they were especially likely to have used the Internet to purchase vacation packages, tickets 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 Comedy Clubs & Festivals	Did Not Attend Comedy Clubs & Festivals	Pleasure Travelers	Index
	Size of Market	1,869,991	16,569,518	18,439,508	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	30.5%	42.0%	40.8%	75
	Uses Internet to plan trips only	24.9%	21.8%	22.1%	113
	Uses Internet to book part of trip	44.5%	36.2%	37.0%	120
Types of Websites Consulted	A website of a hotel or resort	61.8%	56.4%	57.0%	108
	A travel planning / booking website	51.7%	44.9%	45.7%	113
	A tourism website of a country / region / city	51.0%	49.7%	49.8%	102
	An airline website	49.8%	45.9%	46.3%	108
	A website of an attraction	39.9%	33.7%	34.5%	116
	Some other website	34.5%	26.7%	27.6%	125
	A cruise line website	13.1%	7.4%	8.1%	162
	A motorcoach website	3.1%	2.4%	2.5%	125
Parts of Trips Booked Over The Internet	Accommodation	75.9%	68.2%	69.2%	110
	Air tickets	74.8%	68.7%	69.5%	108
	Tickets or fees for specific activities or attractions	38.2%	21.6%	23.6%	162
	Car rental	31.9%	26.5%	27.1%	118
	A package containing two or more items	22.6%	14.4%	15.4%	147
	Tickets for rail, bus or boat / ship fares	20.6%	14.6%	15.3%	134
	Other	5.8%	3.7%	3.9%	147

Media Consumption Habits

Travelers who attended comedy clubs and comedy festivals are more likely than others to consume all types of travel media than others including the travel sections of newspapers, travel magazines, travel shows on television and travel-related websites. This segment may also be effectively targeted through comedy-related television programming (e.g., late night television talk shows, situation comedies), city lifestyle magazines, photography and video magazines and business, finance and investing magazines. They may also be reached through top 40 or current hits radio stations.

Fig. 17 Media Consumption Habits

		Attended Comedy Clubs & Festivals	Did Not Attend Comedy Clubs & Festivals	Pleasure Travelers	Index
Size of Market		1,869,991	16,569,518	18,439,508	100
Newspaper Readership	Reads daily newspaper	90.9%	86.9%	87.3%	104
	Reads weekend edition of newspaper	91.0%	86.9%	87.3%	104
	Reads local neighbourhood or community newspapers	64.9%	61.2%	61.5%	105
	Reads other types of newspapers	22.1%	16.6%	17.2%	129
	Frequently or occasionally reads travel section of daily newspaper	57.9%	44.4%	45.7%	127
	Frequently or occasionally reads travel section of weekend newspaper	59.9%	45.9%	47.3%	127
Types of Magazines Read (Top 5 Indexed)	Travel (e.g., Condé Nast)	21.3%	10.7%	11.8%	181
	Photography and video	6.0%	3.8%	4.1%	149
	Regional magazines	11.7%	7.4%	7.9%	149
	Business, finance and investing	22.6%	15.6%	16.3%	139
	Magazines about your city	15.9%	11.5%	12.0%	133
Type of Television Programs Watched (Top 5 Indexed)	Late night talk shows	41.7%	25.9%	27.5%	152
	Soap operas / Daytime dramas	29.4%	21.7%	22.5%	131
	Travel shows	37.5%	29.5%	30.3%	124
	Situation comedies (e.g., Friends)	62.6%	50.0%	51.3%	122
	Shopping channels	5.4%	4.5%	4.6%	118
Type of Radio Programs Listened To (Top 5 Indexed)	Top 40 / Current hits	36.8%	23.9%	25.2%	146
	Jazz / Big band	12.0%	8.4%	8.8%	137
	Multicultural	11.3%	8.0%	8.4%	135
	All sports	13.8%	10.7%	11.1%	125
	Soft music/Adult contemporary	32.1%	25.0%	25.7%	125
Types of Websites Visited (Top 5 Indexed)	Travel	64.7%	48.9%	50.6%	128
	Magazine sites	20.1%	16.1%	16.6%	121
	Network news sites (e.g., CBC, CNN)	43.8%	35.2%	36.1%	121
	Entertainment	60.2%	50.5%	51.5%	117
	House and home	32.8%	27.6%	28.1%	117

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	