

CANADIAN TRAVEL MARKET

**Cross-Country Skiing and Snowshoeing
While on Trips
Of One or More Nights**

A Profile Report

October 26, 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



Cross-Country Skiing and Snowshoeing While on Trips

Executive Summary

Over the last two years, 6.9% (1,715,769) of adult Canadians went cross-country skiing or snowshoeing while on an out-of-town, overnight trip of one or more nights. Cross-country skiing or snowshoeing was the 14th most common outdoor activity undertaken by Canadian Pleasure Travelers while traveling in the past two years. Sameday cross-country skiing (4.6%) and snowshoeing (3.2%) were much more popular than back-country skiing as an overnight touring trip (0.9%). 35.3% (605,715) of Cross-Country Skiers and Snowshoers cited this activity as the main reason for taking at least one trip.

Cross-Country Skiers and Snowshoers are more likely to be female (54.0%) and slightly over-represented among those 18 to 34 years of age. They also especially over-represented among Young Singles and Young Couples. They are the most likely of the 21 outdoor activity types to have a university education (44.8%) and their household income (\$78,897) is also above-average. They are most commonly live in Quebec.

Cross-Country Skiers and Snowshoers are frequent travelers. They were the most likely of the 21 outdoor activity types to have taken a trip within their own province or region (96.6%) and the second most likely to have traveled to a non-adjacent province or region (42.4%) in the last two years. They were especially likely to have visited Quebec, Prince Edward Island, Nova Scotia and the Northern Territories in the last two years. Cross-Country Skiers and Snowshoers are less likely to take out-of-country trips. They were the 14th most likely to have visited the United States (54.9%), the 19th most likely to have visited Mexico (12.3%) and the 10th most likely to have taken a Caribbean trip (18.9%).

Cross-Country Skiers and Snowshoers were highly active in both outdoor activities and culture and entertainment pursuits while traveling. Relative to the average Canadian Pleasure Traveler, Cross-Country Skiers and Snowshoers exhibited particular interest in nature-based activities (e.g., hiking, climbing & paddling, wilderness tours) as well as physically challenging winter (e.g., downhill skiing & snowboarding) and summer activities (e.g., sailing & surfing, exercising & jogging). They were also very active in culture pursuits (e.g., literary & film festivals, high art performances, aboriginal cultural experiences) reflecting their keen interest in learning. They seek vacations that are unique and different, intellectually stimulating and physically challenging.

Cross-Country Skiers and Snowshoers are above-average users of the Internet to plan (76.7%) and book travel (49.2%). They were also more likely than others to use guidebooks and official tourism information to plan trips. They can be effectively targeted through the travel media, through nature, outdoors and science media and though news and current events media.

Travel Activity and Motivation Survey (TAMS)

The TAMS survey examines the recreational activities and travel habits of Canadians and Americans. The survey examines out-of-town, overnight travel behaviour of one or more nights over the past two years and provides detailed information on Travelers' activities, travel motivators, places visited, type of accommodation used, impressions of Canada, its provinces and territories, demographics and media consumption patterns.

TAMS represents a comprehensive assessment of travel behaviour and motivators and provides a rich and authoritative database by which to develop marketing strategies and travel products to attract visitors to Canada. In particular, TAMS was designed to:

- Identify existing and potential tourism markets;
- Measure the likelihood of these tourism markets being attracted to vacation experiences in Canada;
- Create packaging opportunities for each of these markets;
- Determine how to reach these markets (i.e., in terms of media strategies); and
- Provide information on how to fine-tune and target existing marketing campaigns.

TAMS was sponsored by the following organizations:

Ontario Ministry of Tourism	Quebec Ministry of Tourism
Ontario Tourism Marketing Partnership Corporation	Travel Manitoba
Canadian Tourism Commission	Tourism Saskatchewan
Atlantic Canada Tourism Partnership	Parks Canada Agency
Department of Canadian Heritage	Tourism British Columbia
Alberta Tourism, Parks, Recreation and Culture	Government of Yukon
Government of Northwest Territories	Statistics Canada

The survey was conducted in Canada and the United States between January 2006 and June 2006 and it includes only adults (18 years and over). The reference period for the data is 2004 and 2005.

The Canadian database is used in this current report. This survey was conducted by Statistics Canada. 31,699 completed questionnaires were returned. The data have been weighted to project the results to the Canadian population.

This report profiles persons who went cross-country skiing or snowshoeing while on a trip and compares them with other Canadian Pleasure Travelers (i.e., those who took at least one pleasure trip or vacation in the last two years). This report is part of a series of 44 Activity Reports prepared using the Canadian TAMS database.

Cross-Country Skiing & Snowshoeing While on Trips

Market Incidence

Over the last two years, 6.9% (1,715,769) of adult Canadians went cross-country skiing or snowshoeing while on an out-of-town, overnight trip of one or more nights. Cross-country skiing or snowshoeing was the 14th most common outdoor activity undertaken by Canadian Pleasure Travelers while traveling in the past two years. Sameday cross-country skiing (4.6%) and snowshoeing (3.2%) were much more popular than back-country skiing as an overnight touring trip (0.9%).

Of those who went cross-country skiing or snowshoeing, 35.3% (605,715) reported that this activity was the main reason for taking at least one trip in the past two years. This was the 9th most frequently mentioned reason for taking a trip. Those who did cross-country or back-country skiing as an overnight touring trip (60.4%) were much more likely than those who did sameday cross-country skiing (35.0%) and snowshoeing (24.9%) to state that this activity as the main reason for taking at least one trip in the last two years.

Fig. 1 Incidence of Cross-Country Skiing & Snowshoeing While on Trips¹

Size of Market	Number of X-Skiers & Snowshoers ²	Percent Main Reason for Trip ³	Percent of Pleasure Travelers ⁴	Percent of Total Canadian Population ⁵
Cross-Country Skiing & Snowshoeing (All Activities)	1,715,769	35.3%	9.3%	6.9%
Cross-country skiing	1,138,719	35.0%	6.2%	4.6%
Snowshoeing	799,843	24.9%	4.3%	3.2%
Cross- or back country skiing as overnight touring trip	213,503	60.4%	1.2%	0.9%
Participated in all three activities	31,959	44.5%	0.2%	0.1%

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

Incidence by Region

Cross-Country Skiers and Snowshoers are highly over-represented in Quebec. They are least likely to live in Manitoba and Saskatchewan.

Fig. 2 Geographic Distribution of Those Who Went Cross-Country Skiing & Snowshoeing While on Trips

	Total Population	Estimated Number Who X-Country Skied or Snowshoed on a Trip	Percent of Pleasure Travelers in Region Who X-Country Skied or Snowshoed on a Trip	Percent of Total Regional Population Who X-Country Skied or Snowshoed on a Trip
Canada	24,776,103	1,715,769	9.3%	6.9%
Atlantic Provinces	1,822,494	79,529	6.3%	4.4%
Quebec	5,940,869	704,694	16.8%	11.9%
Ontario	9,671,592	522,798	7.3%	5.4%
Manitoba	843,107	32,059	5.4%	3.8%
Saskatchewan	706,325	27,005	5.0%	3.8%
Alberta	2,465,540	132,943	6.6%	5.4%
British Columbia	3,326,176	216,740	8.1%	6.5%

Demographic Profile

Cross-Country Skiers and Snowshoers are more likely to be female (54.0%) and slightly younger than the average Canadian Pleasure Traveler. They are over-represented among Young Singles and Young Couples and the most likely of the 21 outdoor activity types to have a university education (44.8%). Their household income (\$78,897) is also above-average and ranked 9th overall among the 21 outdoor activity types.

Fig. 3 Demographic Profile of Cross-Country Skiers and Snowshoers
Relative to All Canadian Pleasure Travelers

Attribute	Size of Market	X-Country Skiers & Snowshoers	Non-X-Country Skiers & Snowshoers ¹	Pleasure Travelers	Index ²
		1,715,769	16,723,740	18,439,508	100
Gender	Male	46.0%	49.1%	48.8%	94
	Female	54.0%	50.9%	51.2%	105
Age of Respondent	18 to 24	15.6%	12.5%	12.8%	122
	25 to 34	21.7%	19.0%	19.3%	113
	35 to 44	21.3%	20.5%	20.5%	104
	45 to 54	21.0%	20.3%	20.3%	104
	55 to 64	13.2%	14.2%	14.1%	94
	65 Plus	7.1%	13.5%	12.9%	55
Average Age		41.7	44.8	44.5	N/A
Marital Status	Not married	35.3%	31.9%	32.2%	109
	Married	64.7%	68.1%	67.8%	96
Parental Status	No children under 18	72.9%	70.9%	71.1%	103
	Children under 18	27.1%	29.1%	28.9%	94
Education	High school or less	22.0%	37.7%	36.2%	61
	Some post-secondary	11.2%	11.2%	11.2%	100
	Post-secondary diploma/certificate	22.1%	21.9%	21.9%	101
	University degree	44.8%	29.3%	30.7%	146
Household Income	Under \$20,000	5.0%	5.8%	5.7%	88
	\$20,000 to \$39,999	12.9%	14.6%	14.5%	89
	\$40,000 to \$59,999	14.2%	16.8%	16.5%	86
	\$60,000 to \$79,999	16.5%	15.1%	15.2%	108
	\$80,000 to \$99,999	12.4%	12.2%	12.2%	101
	\$100,000 or more	30.3%	22.0%	22.8%	133
	Not stated	8.6%	13.4%	13.0%	67
Average Household Income		\$78,897	\$72,172	\$72,829	N/A

- 1 - "Non-X-Country Skiers & Snowshoers" are defined as individuals who took at least one out-of-town, overnight pleasure trip of one or more nights in the last two years but did not cross-country ski or snowshoe on any trip. The number of X-Country Skiers & Snowshoers and Non-X-Country Skiers & Snowshoers equals the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for X-Country Skiers & Snowshoers in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which X-Country Skiers & Snowshoers 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)

Cross-Country Skiers and Snowshoers are frequent travelers within Canada. They were the most likely of the 21 outdoor activity types to have taken a trip within their own province or region (96.6%) and the second most likely to have traveled to a non-adjacent province or region (42.4%). However, they were only the 11th most likely to have traveled to an adjacent province or region in Canada (57.2%). They were especially likely to have visited Quebec, Prince Edward Island, Nova Scotia and the northern territories.

Cross-Country Skiers and Snowshoers are less likely to take out-of-country trips. They were only the 14th most likely to have visited the United States (54.9%), the 19th most likely to have visited Mexico (12.3%) and the 10th most likely to have traveled to the Caribbean (18.9%). However, they were the 3rd most likely of the 21 outdoor activity types to have taken a trip to an overseas destination (50.2%) in the past two years.

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

	X-Country Skiers & Snowshoers	Non-X-Country Skiers & Snowshoers	Pleasure Travelers	Index
Size of Market	1,715,769	16,723,740	18,439,508	100
Canada	99.0%	94.3%	94.8%	104
Took a trip within own province / region	96.6%	84.8%	85.9%	112
Took a trip to an adjacent province / region	57.2%	47.7%	48.6%	118
Took a trip to non-adjacent province / region	42.4%	30.3%	31.4%	135
Newfoundland and Labrador	4.6%	4.3%	4.3%	107
Prince Edward Island	11.3%	6.7%	7.2%	158
New Brunswick	14.3%	11.6%	11.8%	121
Nova Scotia	17.9%	12.2%	12.7%	141
Quebec	62.0%	36.6%	38.9%	159
Ontario	57.9%	53.1%	53.5%	108
Manitoba	8.3%	9.2%	9.2%	90
Saskatchewan	9.4%	11.6%	11.4%	82
Alberta	27.6%	25.7%	25.8%	107
British Columbia	35.9%	30.1%	30.6%	117
Yukon	2.2%	0.9%	1.0%	218
Northwest Territories	0.9%	0.6%	0.7%	129
Nunavut	0.7%	0.2%	0.3%	261
United States	54.9%	50.2%	50.7%	108
Mexico	12.3%	12.4%	12.4%	99
Caribbean	18.9%	15.2%	15.6%	121
All other destinations	35.4%	22.4%	23.6%	150

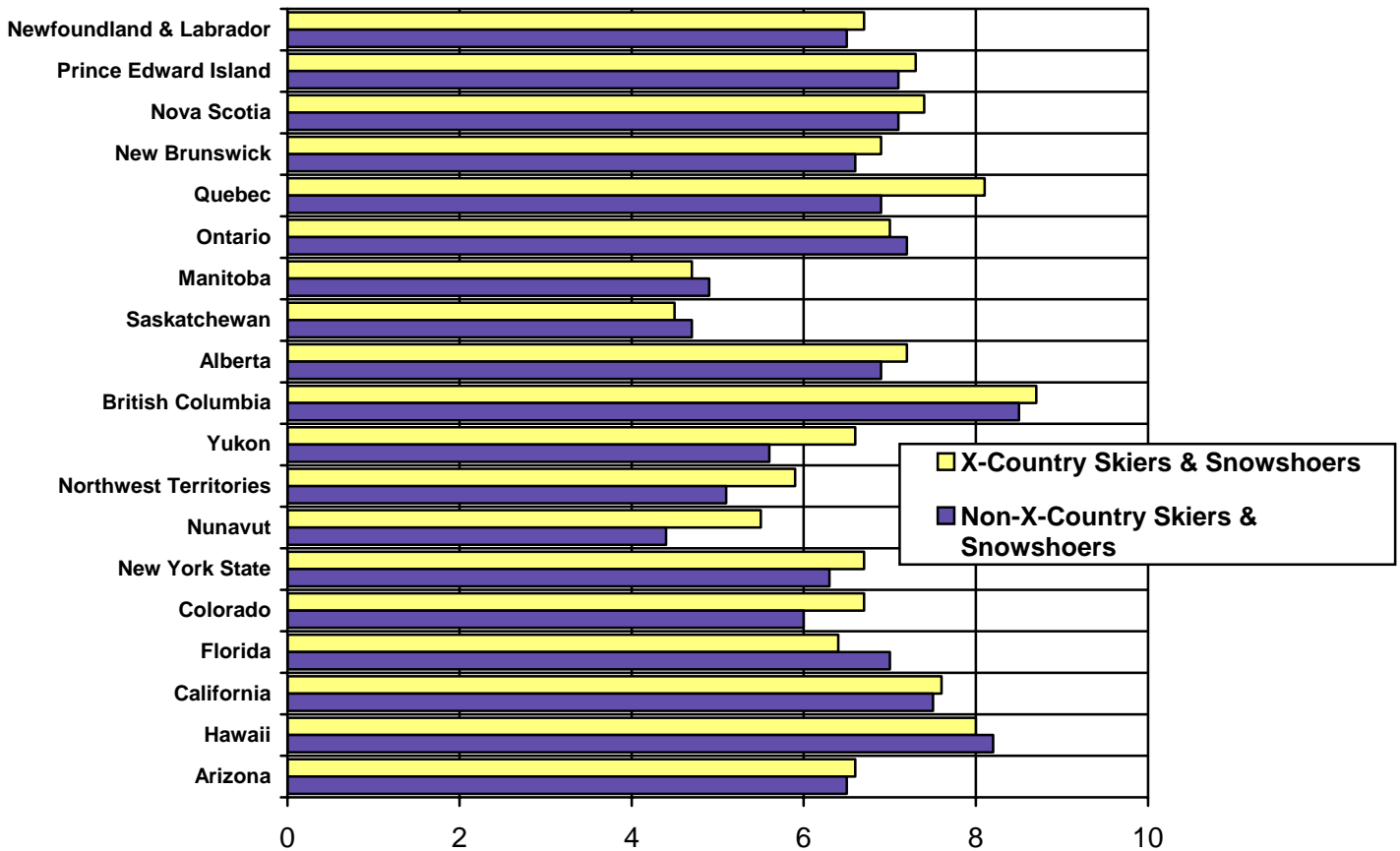
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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.

Cross-Country Skiers and Snowshoers have more positive impressions of many Canadian destinations than others and especially British Columbia, Alberta and Quebec (Note: This segment is concentrated in Quebec). They also have more positive impressions than others of the northern territories (I.e., Yukon, NWT, Nunavut).

Cross-Country Skiers and Snowshoers also have more positive impressions of New York State and Colorado than others, although they have a slightly less favourable impression of Florida than the typical Canadian Pleasure Traveler.

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 Outdoor Activities Pursued While on Trips

Cross-Country Skiers and Snowshoers were much more active than the average Canadian Pleasure Traveler in outdoor pursuits while on a trip. They frequently went hiking, climbing and paddling, boating and swimming (e.g., motorboating, swimming in lake) and wildlife viewing. Relative to the average Canadian Pleasure Traveler, Cross-Country Skiers and Snowshoers exhibited particular interest in nature-based activities (e.g., hiking, climbing & paddling, wilderness activities, wildlife viewing) as well as physically challenging winter (e.g., downhill skiing & snowboarding, ice-skating) and summer activities (e.g., cycling, fresh water scuba and snorkeling, sailing & surfing, exercising & jogging). This high level of physically challenging outdoor activity is quite common in young, well-educated travelers.

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

	X-Country Skiers & Snowshoers	Non-X-Country Skiers & Snowshoers	Pleasure Travelers	Index
Size of Market	1,715,769	16,723,740	18,439,508	100
Ocean Activities (e.g., swimming in ocean, sunbathing)	72.6%	46.1%	48.5%	150
Hiking, Climbing & Paddling	71.6%	30.2%	34.1%	210
Boating & Swimming (e.g., motorboating, swimming in lakes)	69.2%	38.2%	41.1%	168
Wildlife Viewing	68.2%	38.5%	41.2%	165
Cycling	43.1%	10.5%	13.5%	319
Skating (e.g., ice skating, rollerblading)	39.6%	9.1%	12.0%	331
Sports & Games (e.g., tennis, board games)	38.1%	21.1%	22.7%	168
Downhill Skiing & Snowboarding	36.8%	12.4%	14.6%	251
Exercising & Jogging	34.6%	14.0%	15.9%	218
Fishing	34.5%	22.5%	23.6%	146
Golfing	23.8%	17.7%	18.3%	130
Snowmobiling & ATVing	17.2%	10.7%	11.3%	152
Team Sports (e.g., hockey, baseball)	16.2%	10.9%	11.4%	142
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	15.0%	5.4%	6.3%	238
Horseback Riding	11.0%	4.3%	4.9%	225
Wilderness Activities (e.g., wilderness skills course)	10.4%	1.5%	2.4%	441
Freshwater Scuba & Snorkeling	8.0%	2.5%	3.0%	265
Hunting	7.1%	4.5%	4.7%	152
Motorcycling	4.0%	2.9%	3.0%	133
Extreme Air Sports (e.g., parachuting)	2.9%	0.9%	1.1%	258

Outdoor Activities Pursued in a Typical Year

Cross-Country Skiers and Snowshoers are also quite active in outdoor activities when not traveling. In addition to going cross-country skiing, this segment frequently goes hiking, cycling, swimming and exercises at home or at a fitness club. Relative to the average Canadian Pleasure Traveler, Cross-Country Skiers and Snowshoers are especially active in canoeing or kayaking, downhill skiing, racquet sports, rollerblading and snowboarding. However, they are less likely to go golfing or ATVing than the average Canadian Pleasure Traveler.

Fig. 7 Outdoor Activities Pursued in a Typical Year

	X-Country Skiers & Snowshoers	Non-X-Country Skiers & Snowshoers	Pleasure Travelers	Index
Size of Market	1,715,769	16,723,740	18,439,508	100
Day outing to a park	78.6%	65.7%	66.9%	118
Hiking	78.4%	45.7%	48.8%	161
Cycling	72.7%	41.4%	44.3%	164
Swimming	71.3%	59.1%	60.3%	118
Exercising at home or at a fitness club	68.3%	60.2%	61.0%	112
Picnicking	63.9%	51.9%	53.1%	120
Gardening	61.6%	59.6%	59.8%	103
Cross-country skiing	57.4%	7.9%	12.5%	460
Camping	52.9%	37.1%	38.6%	137
Ice-skating	45.2%	26.8%	28.5%	159
Canoeing or kayaking	41.6%	14.4%	16.9%	246
Jogging	36.3%	22.8%	24.1%	151
Downhill skiing	34.0%	14.4%	16.2%	210
Playing racquet sports (e.g., tennis or badminton)	32.7%	17.8%	19.1%	171
Fishing	29.5%	29.3%	29.3%	101
Playing team sports	29.3%	22.3%	22.9%	128
Sailing or other boating	29.0%	22.9%	23.4%	124
Golfing	27.8%	29.5%	29.4%	95
Rollerblading	25.4%	13.2%	14.4%	177
Riding an all-terrain vehicle (ATV)	11.6%	14.6%	14.3%	81
Horseback riding	10.8%	6.4%	6.8%	158
Snowmobiling	10.2%	9.7%	9.8%	104
Hunting	9.2%	7.6%	7.7%	119
Snowboarding	8.7%	4.7%	5.0%	173
Skateboarding	1.7%	1.6%	1.6%	104

Culture and Entertainment Activities Pursued While on Trips

Cross-Country Skiers and Snowshoers were more active than the average Canadian Pleasure Traveler in almost all culture and entertainment activities while on trips. They frequently went shopping and dining and visited historical sites, museums and art galleries while on trips. Cross-Country Skiers and Snowshoers were also two to three times more likely than the average Canadian Pleasure Traveler to participate in educational or experiential activities (e.g., agro-tourism, participatory historical activities, aboriginal cultural experiences, wine, beer and food tastings, literary and film festivals) and they frequently patronized live art performances (e.g., high art performances, live theatre) while on trips.

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

	X-Country Skiers & Snowshoers	Non-X-Country Skiers & Snowshoers	Pleasure Travelers	Index
Size of Market	1,715,769	16,723,740	18,439,508	100
Shopping & Dining	91.6%	82.0%	82.9%	111
Historical Sites, Museums & Art Galleries	74.8%	56.6%	58.3%	128
Fairs & Festivals	55.7%	35.8%	37.7%	148
Musical Concerts, Festivals & Attractions	52.5%	30.7%	32.7%	160
Theme Parks & Exhibits	51.0%	37.9%	39.2%	130
Wine, Beer & Food Tastings	42.8%	21.9%	23.8%	180
Science & Technology Exhibits	38.7%	21.5%	23.1%	167
Live Theatre	35.4%	19.6%	21.1%	168
Garden Theme Attractions	32.4%	16.1%	17.6%	184
Agro-Tourism	29.9%	14.2%	15.7%	191
High Art Performances	24.7%	9.6%	11.0%	225
Casinos	24.5%	26.1%	25.9%	95
Aboriginal Cultural Experiences	22.8%	10.5%	11.6%	197
Professional Sporting Events	21.0%	15.1%	15.7%	134
Spas	19.7%	9.1%	10.0%	196
Amateur Tournaments	19.2%	11.1%	11.8%	163
Comedy Festivals & Clubs	18.1%	9.3%	10.1%	179
Participatory Historical Activities	17.9%	5.5%	6.7%	267
Equestrian & Western Events	9.6%	6.4%	6.7%	143
Literary & Film Festivals	8.5%	2.0%	2.6%	329
National & International Sporting Events	6.9%	2.8%	3.2%	215

Culture and Entertainment Activities Pursued in a Typical Year

Cross-Country Skiers and Snowshoers are also highly active in culture and entertainment pursuits while not traveling. The majority dine in local restaurants, visit local festivals and fairs and go to local pick-your-own farms or farmers' markets. Relative to the average Canadian Pleasure Traveler, Cross-Country Skiers and Snowshoers are especially likely to patronize local live arts performances (e.g., opera, ballet, classical musical concerts, live theatre, jazz clubs), visit local art galleries and shows and go to local day spas. They are less likely than average to attend rodeos or gamble at casinos.

Fig. 9 Culture and Entertainment Activities Pursued in a Typical Year

	X-Country Skiers & Snowshoers	Non-X-Country Skiers & Snowshoers	Pleasure Travelers	Index
Size of Market	1,715,769	16,723,740	18,439,508	100
Going out to eat in restaurants	92.9%	91.4%	91.5%	102
Going to festivals or fairs	68.2%	60.7%	61.4%	111
Going to pick-your-own farms or farmers' market	50.1%	40.1%	41.0%	122
Going to historic sites or heritage buildings	49.0%	38.3%	39.3%	125
Going to art galleries or art shows	47.6%	30.2%	31.8%	150
Going to live theatre	45.5%	33.7%	34.8%	131
Going to museums	42.8%	31.7%	32.7%	131
Going to amateur sporting events	42.8%	41.9%	42.0%	102
Going to botanical gardens	37.0%	24.2%	25.4%	146
Going to bars with live pop or rock bands	36.1%	26.8%	27.7%	130
Going to zoos or aquariums	35.4%	29.9%	30.4%	116
Going dancing	34.2%	29.4%	29.9%	115
Going to professional sporting events	30.5%	32.2%	32.1%	95
Going to amusement or theme parks	29.8%	28.8%	28.9%	103
Going to classical music concerts	26.9%	15.4%	16.5%	163
Going to rock music concerts	24.9%	22.2%	22.4%	111
Going to day spas	21.0%	13.0%	13.8%	153
Going to jazz clubs	14.7%	6.8%	7.5%	195
Going to the ballet	12.2%	6.8%	7.3%	168
Going to gamble in casinos	11.4%	18.8%	18.1%	63
Going to the opera	11.4%	6.1%	6.6%	173
Staying overnight in a hotel or B&B in own city	10.6%	9.8%	9.9%	107
Going to rodeos	5.7%	7.5%	7.3%	78

Accommodation Stayed In While on a Trip

Cross-Country Skiers and Snowshoers most often have stayed at public campgrounds in the last two years. However, they have also frequently stayed at lakeside or riverside resorts, ski or mountain resorts and seaside resorts. Relative to the average Canadian Pleasure Traveler, Cross-Country Skiers and Snowshoers were especially likely to have stayed in a wilderness setting (e.g., wilderness campsite, car-accessible lodge, remote or fly-in lodge or outpost), health spa, inn or resort with gourmet dining, farm or guest ranch and cooking school in the past two years. This reflects this segments keen interest in novelty when they travel.

Fig. 10 Accommodation Stayed in While on Trips

	X-Country Skiers & Snowshoers	Non-X-Country Skiers & Snowshoers	Pleasure Travelers	Index
Size of Market	1,715,769	16,723,740	18,439,508	100
A Public Campground in a National, State, Provincial or Municipal Park	48.0%	24.1%	26.4%	182
Lakeside / Riverside Resort	38.7%	20.6%	22.3%	173
Ski Resort or Mountain Resort	30.9%	12.2%	13.9%	221
Seaside Resort	29.8%	19.8%	20.7%	144
A Private Campground	29.6%	17.7%	18.8%	157
A Camp Site in a Wilderness Setting (Not a Campground)	21.0%	7.3%	8.6%	244
Health Spa	14.1%	5.1%	5.9%	238
Wilderness Lodge You Can Drive to by Car	12.8%	4.9%	5.6%	228
Country Inn or Resort with Gourmet Restaurant	10.5%	4.5%	5.1%	207
Farm or Guest Ranch	6.8%	2.7%	3.0%	224
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	5.4%	4.4%	4.5%	119
Remote or Fly-In Wilderness Lodge	3.4%	1.4%	1.6%	214
On a Houseboat	2.3%	1.3%	1.4%	168
Remote or Fly-In Wilderness Outpost	1.7%	0.5%	0.6%	301
Cooking School	0.9%	0.3%	0.4%	261
Wine Tasting School	0.5%	0.2%	0.3%	175

Tours and Cruises Taken During Past Two Years

Cross-Country Skiers and Snowshoers were more likely than the average Canadian Pleasure Traveler to have taken tours in the past two years. They most often took self-guided sameday tours, scenic countryside drives and city tours. However, compared to the average Canadian Pleasure Traveler, they were much more likely to have taken wilderness tours, tours of wineries and factories and overnight, multi-location tours. Cross-Country Skiers and Snowshoers were also more likely to have taken freshwater cruises (e.g., St. Lawrence River cruises). However, they were no more likely than the average Canadian Pleasure Traveler to have taken an ocean cruise.

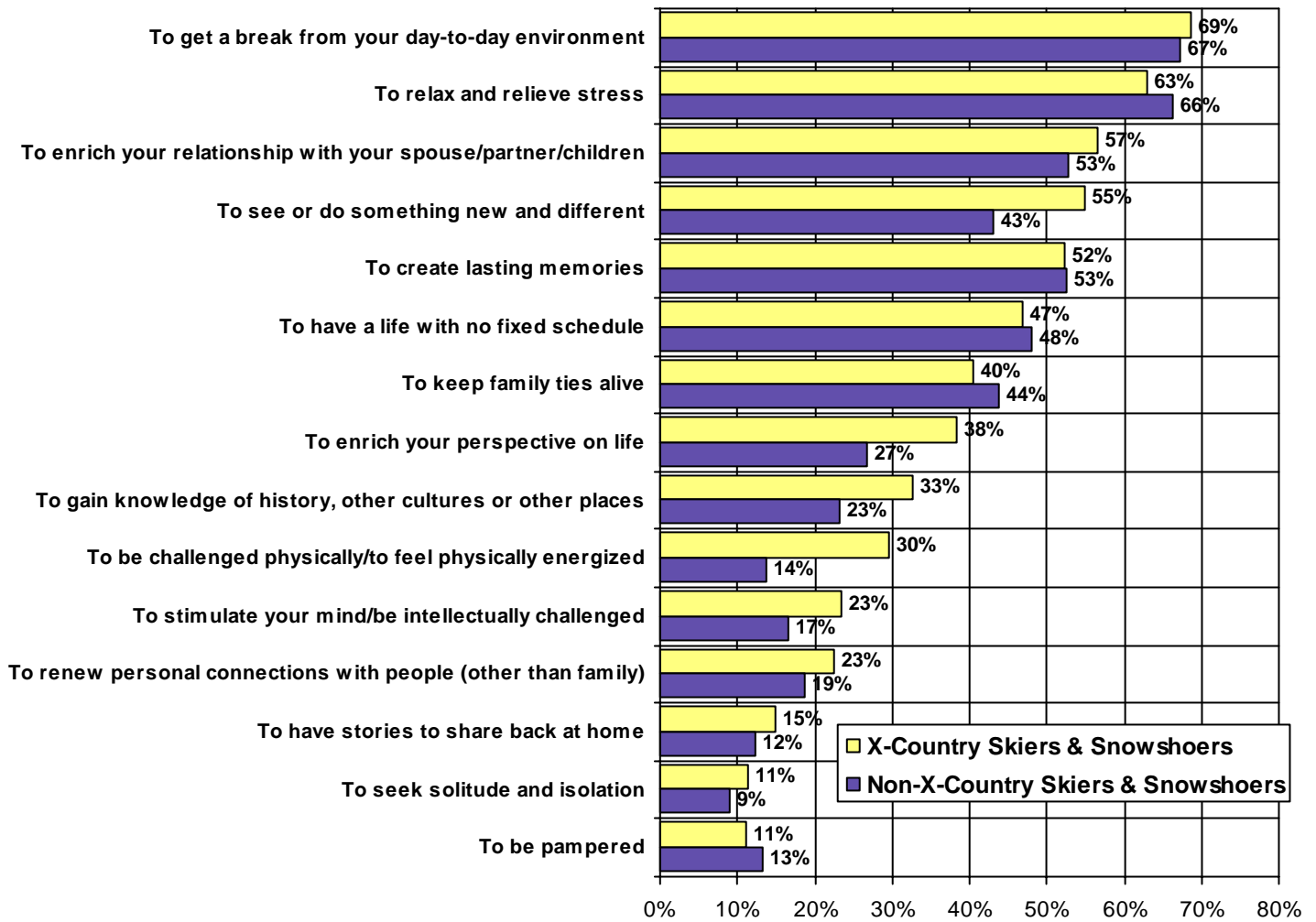
Fig. 11 Tours and Cruises Taken During Past Two Years

	X-Country Skiers & Snowshoers	Non-X-Country Skiers & Snowshoers	Pleasure Travelers	Index
Size of Market	1,715,769	16,723,740	18,439,508	100
A self-guided, sameday tour while on an overnight trip	46.8%	27.5%	29.3%	160
Around the countryside - scenic drives	38.9%	20.7%	22.4%	174
Around the city	34.6%	22.2%	23.4%	148
A self-guided, overnight tour where you stayed in different locations	33.9%	16.5%	18.1%	187
Wilderness tour	31.4%	11.1%	13.0%	241
An organized, sameday, guided tour while on an overnight trip	30.8%	21.3%	22.2%	139
On the water (sightseeing cruise)	20.8%	12.3%	13.1%	159
An organized, overnight, guided tour where you stayed in different locations	17.7%	9.3%	10.1%	175
Some other type of tour	15.3%	9.3%	9.8%	156
To a winery	12.4%	5.0%	5.6%	220
An organized, overnight, guided tour where you stayed in a single location	11.9%	7.4%	7.8%	152
To a casino	7.1%	6.5%	6.5%	109
Caribbean ocean cruise	5.4%	5.4%	5.4%	100
To a factory	5.2%	2.4%	2.6%	195
Ocean cruise – Other	4.2%	3.2%	3.3%	128
Cruise on another lake or river	3.8%	2.2%	2.4%	159
Cruise on the St. Lawrence River	3.7%	1.8%	1.9%	190
In the air as a pilot or passenger of an airplane or helicopter	3.1%	1.8%	1.9%	163
Some other type of cruise	1.7%	1.6%	1.6%	107
Alaskan ocean cruise	1.3%	1.7%	1.6%	82
Great Lakes cruise	1.0%	0.8%	0.8%	132
Submarine cruise	0.2%	0.1%	0.1%	130

Benefits Sought While On a Vacation

As with most Canadian Pleasure Travelers, Cross-Country Skiers and Snowshoers take vacations to get a break from their day-to-day environment, to relax and relieve stress, to enrich family relationships, to see or do something new or different and to create lasting memories. However, Cross-Country Skiers and Snowshoers are especially likely to value vacations that offer novelty (e.g., see and do something new and different), provide intellectual stimulation (e.g., enrich their perspective on life, gain knowledge of the history and culture of a destination) and physical challenges (e.g., to be challenged physically / feel physically energized).

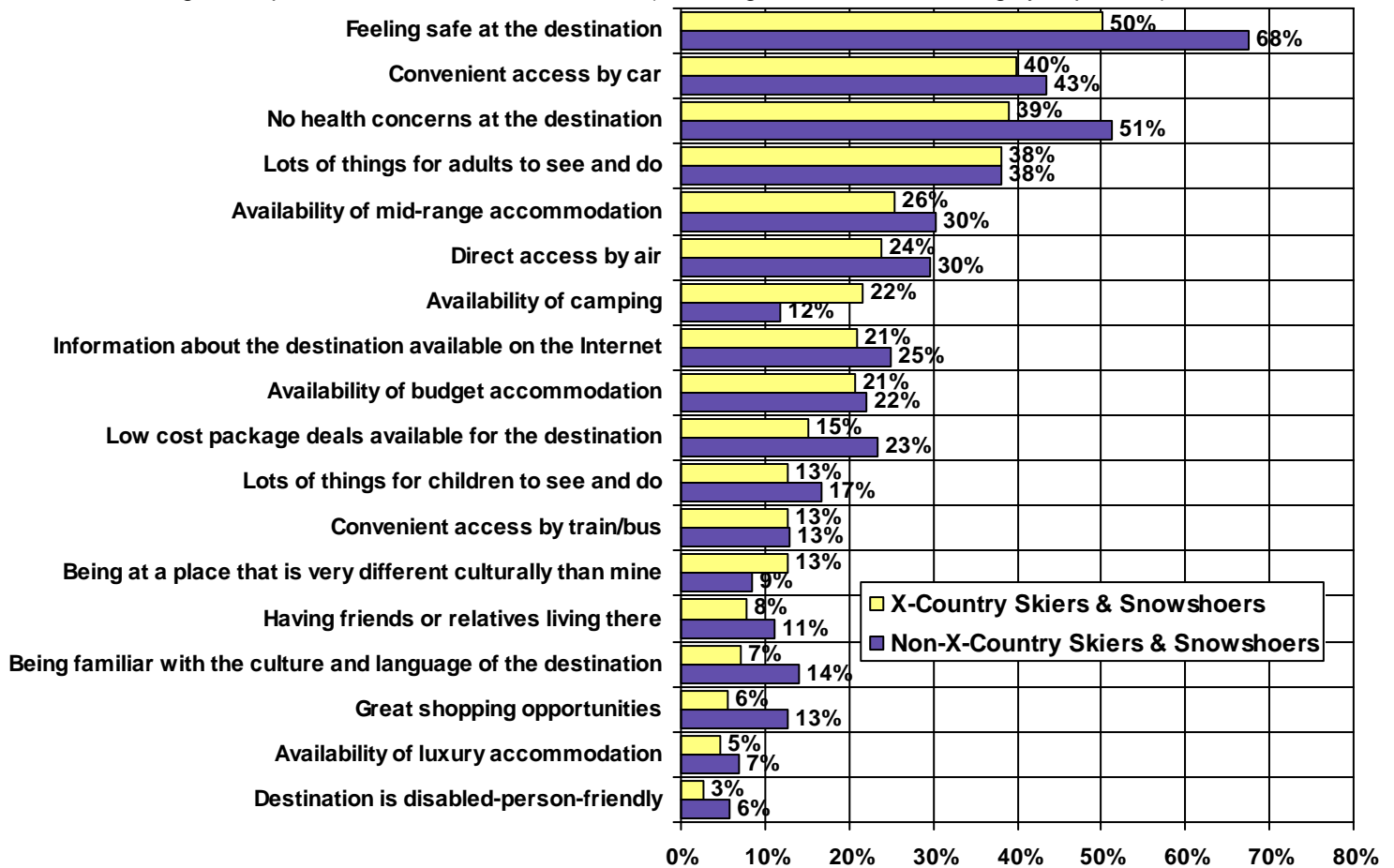
Fig.12 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as "Highly Important")



Other Attributes of a Destination Considered Important

As with most Canadian Pleasure Travelers, Cross-Country Skiers and Snowshoers consider it important that they feel safe at a destination, although to a lesser extent than others. They also consider it more important that a destination has camping available. On the other hand, Cross-Country Skiers and Snowshoers consider it less important that a destination has no health concerns, offers low cost package deals and mid-range priced accommodation, is directly accessible by air, has great shopping opportunities and has a familiar culture and language.

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



How Destinations are Selected

As with most Canadian Pleasure Traveler, Cross-Country Skiers and Snowshoers usually begin planning trips with a particular destination in mind. However, Cross-Country Skiers and Snowshoers are more likely than others to first consider what activities they would when planning a vacation. This is especially the case when planning winter vacations.

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

	X-Country Skiers & Snowshoers	Non-X-Country Skiers & Snowshoers	Pleasure Travelers	Index
Size of Market	1,715,769	16,723,740	18,439,508	100
Summer				
Started with a desired destination in mind	50.3%	48.3%	48.5%	104
Started by considering specific activities wanted to do	19.0%	13.2%	13.8%	138
Started with a certain type of vacation experience in mind	22.2%	23.9%	23.7%	94
Looked for packaged deals - no destination in mind	1.2%	1.3%	1.3%	89
Considered something else first	3.8%	4.4%	4.3%	89
Don't know / Other	3.4%	9.0%	8.4%	40
Winter				
Started with a desired destination in mind	42.0%	49.5%	48.6%	86
Started by considering specific activities wanted to do	28.2%	13.9%	15.6%	181
Started with a certain type of vacation experience in mind	17.8%	19.5%	19.3%	92
Looked for packaged deals - no destination in mind	3.7%	3.1%	3.2%	115
Considered something else first	2.9%	4.9%	4.7%	61
Don't know / Other	5.5%	9.1%	8.6%	63

Trip Planning and Information Sources Consulted

The majority of Cross-Country Skiers and Snowshoers were responsible for planning trips either on their own (46.6%) or with someone else (11.4%). However, Cross-Country Skiers and Snowshoers are more likely than others to plan trips on their own.

Cross-Country Skiers and Snowshoers consult a wider range of travel information sources than the average Canadian Pleasure Traveler to. The majority use the Internet, word-of-mouth and past experiences to plan trips. However, Cross-Country Skiers and Snowshoers are more likely than others to obtain trip planning information from official travel sources (e.g., state / province guides, visitor information centres), newspaper and magazine articles, travel guidebooks such as Fodor's, television programs and advertising and trade, travel or sports shows.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		X-Country Skiers & Snowshoers	Non-X-Country Skiers & Snowshoers	Pleasure Travelers	Index
Size of Market		1,715,769	16,723,740	18,439,508	100
Who Plans Trips?	Respondent plans trips	46.6%	41.5%	42.0%	111
	Trip planning a shared responsibility	11.4%	17.0%	16.4%	69
	Someone else plans trips	42.0%	41.5%	41.5%	101
Information Sources Consulted	An Internet website	81.4%	63.5%	65.2%	125
	Advice of others / Word-of-mouth	63.7%	49.8%	51.1%	125
	Past experience / Been there before	58.7%	49.5%	50.4%	116
	Maps	45.3%	31.2%	32.6%	139
	Official travel guides or brochures from state/province	45.1%	23.8%	26.0%	174
	A travel agent	40.1%	33.5%	34.1%	117
	Visitor information centres	38.8%	21.7%	23.4%	166
	Articles in newspapers / magazines	35.3%	19.3%	20.9%	169
	Travel guide books such as Fodor's	26.6%	12.2%	13.6%	195
	An auto club such as CAA	23.5%	17.0%	17.7%	133
	Advertisements in newspapers / magazines	21.3%	13.5%	14.3%	149
	Programs on television	14.8%	6.7%	7.5%	196
	Travel information received in the mail	14.6%	8.2%	8.8%	165
	Advertisements on television	7.9%	4.7%	5.0%	158
	Visits to trade, travel or sports shows	6.6%	2.7%	3.1%	210
An electronic newsletter or magazine received by e-mail	5.4%	4.0%	4.2%	130	

Use of the Internet to Plan and Arrange Trips

Cross-Country Skiers and Snowshoers are above-average users of the Internet to plan (76.7%) and book (49.2%) travel. In fact, they were the 4th most likely of the 21 outdoor activity types to have planned trips using the Internet and the 7th most likely to have purchased trip components online. Most use hotel or resort websites and the tourism websites of specific countries, regions or cities to plan vacations. However, Cross-Country Skiers and Snowshoers are especially likely to consult the websites of specific attractions and motorcoach line. By contrast, they are less likely to use travel planning or booking websites (such as Expedia) and cruise line websites. The most commonly booked trip components using the Internet were accommodation and airline tickets. However, Cross-Country Skiers and Snowshoers were particularly likely to purchase tickets for rail, bus or boat / ship travel over the Internet.

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

		X-Country Skiers & Snowshoers	Non-X-Country Skiers & Snowshoers	Pleasure Travelers	Index
	Size of Market	1,715,769	16,723,740	18,439,508	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	23.4%	42.6%	40.8%	57
	Uses Internet to plan trips only	27.5%	21.6%	22.1%	124
	Uses Internet to book part of trip	49.2%	35.8%	37.0%	133
Types of Websites Consulted	A website of a hotel or resort	61.0%	56.4%	57.0%	107
	A tourism website of a country / region / city	58.0%	48.7%	49.8%	116
	An airline website	49.6%	45.9%	46.3%	107
	A website of an attraction	42.1%	33.4%	34.5%	122
	A travel planning / booking website	41.4%	46.3%	45.7%	91
	Some other website	30.2%	27.2%	27.6%	110
	A cruise line website	7.3%	8.2%	8.1%	90
	A motorcoach website	3.6%	2.3%	2.5%	148
Parts of Trips Booked Over The Internet	Accommodation	76.8%	68.1%	69.2%	111
	Air tickets	72.4%	69.1%	69.5%	104
	Car rental	29.2%	26.9%	27.1%	108
	Tickets or fees for specific activities or attractions	24.4%	23.5%	23.6%	103
	Tickets for rail, bus or boat / ship fares	20.3%	14.6%	15.3%	133
	A package containing two or more items	12.3%	15.8%	15.4%	80
	Other	4.1%	3.9%	3.9%	105

Media Consumption Habits

Cross-Country Skiers and Snowshoers are avid consumers of travel-related media, including the travel sections of newspapers, travel magazines, travel websites and travel television programs. This segment may also be effectively targeted through nature, outdoor activities and science magazines and television shows (e.g., outdoor activities/sports magazines, science & geography magazines, science & nature television shows), and through news and current events media (e.g., news / current affairs television shows, network news websites). They watch late night talk shows and listen to news/talk/information radio stations reflecting their strong interest in knowledge.

Fig. 17 Media Consumption Habits

		X-Country Skiers & Snowshoers	Non-X-Country Skiers & Snowshoers	Pleasure Travelers	Index
	Size of Market	1,715,769	16,723,740	18,439,508	100
Newspaper Readership	Reads daily newspaper	87.8%	87.2%	87.3%	101
	Reads weekend edition of newspaper	88.5%	87.2%	87.3%	101
	Reads local neighbourhood or community newspapers	63.6%	61.3%	61.5%	103
	Reads other types of newspapers	21.8%	16.7%	17.2%	127
	Frequently or occasionally reads travel section of daily newspaper	52.3%	45.1%	45.7%	114
	Frequently or occasionally reads travel section of weekend newspaper	57.5%	46.3%	47.3%	121
Types of Magazines Read (Top 5 Indexed)	Outdoor activities / sports	24.2%	11.7%	12.8%	189
	Science and geography	25.6%	15.7%	16.6%	154
	Magazines about your city	18.3%	11.3%	12.0%	153
	Travel (e.g., Condé Nast)	17.9%	11.1%	11.8%	152
	Business, finance and investing	23.9%	15.5%	16.3%	147
Type of Television Programs Watched (Top 5 Indexed)	Late night talk shows	35.3%	26.7%	27.5%	128
	Science & nature shows	50.7%	43.1%	43.8%	116
	Soap operas / Daytime dramas	24.4%	22.3%	22.5%	108
	News/Current affairs (e.g., 60 Minutes)	68.1%	64.1%	64.5%	106
	Travel shows	31.4%	30.2%	30.3%	104
Type of Radio Programs Listened To (Top 5 Indexed)	Multicultural	15.2%	7.7%	8.4%	181
	Jazz / Big band	15.3%	8.1%	8.8%	174
	Classical music	27.7%	16.2%	17.2%	160
	News / Talk / Information	48.4%	38.5%	39.4%	123
	Some other radio program	17.5%	15.4%	15.6%	112
Types of Websites Visited (Top 5 Indexed)	Travel	60.0%	49.5%	50.6%	119
	Network news sites (e.g., CBC, CNN)	40.5%	35.6%	36.1%	112
	Sites for specific activities or interests	40.0%	35.4%	35.9%	112
	Magazine sites	18.3%	16.4%	16.6%	111
	House & home	29.9%	27.9%	28.1%	106

Appendix One: 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	

Appendix Two		
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	

