

CANADIAN TRAVEL MARKET

Exercising & Jogging While on Trips Of One or More Nights

A Profile Report

October 20, 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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Exercising & Jogging While on Trips

Executive Summary

Over the last two years, 11.8% (2,926,708) of adult Canadians exercised or jogged while on an out-of-town, overnight trip of one or more nights. Exercising and jogging was the eighth most common outdoor activity undertaken by Canadian Pleasure Travelers while traveling in the past two years. Jogging or exercising outdoors (8.5%) was only slightly more popular than working out at a fitness centre (7.2%). Of those who exercised or jogged, only 13.5% (395,719) reported that this activity was the main reason for taking at least one trip. In fact, exercising and jogging is the least likely of the 21 outdoor activity types to be cited as the main reason for taking a trip.

Relative to the average Canadian Pleasure Traveler, Exercisers and Joggers are more likely to be young (18 to 35 years of age), single and female (55.6%). This is a relatively affluent segment with an above-average level of education (41.2% have a university degree; the 4th highest of the 21 outdoor segments) and above-average household incomes (\$81,410; the 6th highest of the 21 outdoor segments). They are over-represented among residents of British Columbia and Alberta.

Those who exercised or jogged on trips were frequent travelers over the past two years. They were the fourth most likely to have visited Mexico (20.2%), the fifth most likely to have traveled to the United States (63.2%), the sixth most likely to have visited the Caribbean (24.0%) and the seventh most likely to have taken an overseas trip (44.5%). They were also the seventh most likely to have traveled to an adjacent province or region in Canada (59.4 %) the third most likely to have visited a non-adjacent province or region (59.4%), although 18th overall in terms of within province / region travel. They were especially likely to have traveled in Alberta and British Columbia.

Exercisers and Joggers pursued a wide range of energetic activities while on trips. Relative to the average Canadian Pleasure Traveler, they were especially likely to participate in high-energy, physically strenuous outdoor activities (e.g., cycling, skating, downhill skiing & snowboarding). They were also more likely to attend live art performance (e.g., high art performances, comedy clubs, musical concerts) and sporting events while traveling. They frequently took tours and cruises and were more likely than average to have stayed at resorts in the past two years. Not surprising, this segment prefers destinations that offer novelty, intellectual stimulation and physical challenge.

Exercisers and Joggers are heavy users of the Internet and the fourth most likely of the 21 outdoor activity types to have booked travel online (51.9%). They avidly consult travel websites and guidebooks and may also be effectively targeted through health and wellness media (e.g., health, fitness and wellness magazines) and music programming.

Exercising & Jogging While on Trips

Market Incidence

Over the last two years, 11.8% (2,926,708) of adult Canadians exercised or jogged while on an out-of-town, overnight trip of one or more nights. Exercising and jogging was the eighth most common outdoor activity undertaken by Canadian Pleasure Travelers while traveling in the past two years. 8.5% reported jogging or exercising outdoors and 7.2% worked out in a fitness centre. 3.9% (975,938 adult Canadians) participated in both activities while on trips during the past two years. Exercising and jogging is rarely considered the main reason for taking a trip. In fact, only 13.5% (395,719) reported that this activity was the main reason for taking at least one trip in the past two years; the least likely of the 21 outdoor activity types.

Fig. 1 Incidence of Exercising and Jogging While on Trips¹

	Number of Exercisers and Joggers ²	Percent Main Reason for Trip ³	Percent of Pleasure Travelers ⁴	Percent of Total Canadian Population ⁵
Size of Market	2,926,708	395,719	18,439,508	24,776,103
Exercising & Jogging (All Activities)	2,926,708	13.5%	15.9%	11.8%
Jogged or exercised outdoors	2,108,262	12.2%	11.4%	8.5%
Worked out in a fitness centre	1,794,384	11.9%	9.7%	7.2%
Participated in both activities	975,938	7.7%	5.3%	3.9%

- 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 - "Exercisers and Joggers" are defined as individuals who exercised or jogged 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

Exercisers and Joggers are most likely to live in British Columbia and Alberta. They are also slightly more likely to live in Saskatchewan, Ontario and the Atlantic Provinces.

Exercisers and Joggers are least likely to live in Quebec.

Fig. 2 Geographic Distribution of Those Who Exercised or Jogged While on Trips

	Total Population	Estimated Number Who Exercised or Jogged on a Trip	Percent of Pleasure Travelers in Region Who Exercised or Jogged on a Trip	Percent of Total Regional Population Who Exercised or Jogged on a Trip
Canada	24,776,103	2,926,708	15.9%	11.8%
Atlantic Provinces	1,822,494	206,219	16.3%	11.3%
Quebec	5,940,869	475,279	11.3%	8.0%
Ontario	9,671,592	1,185,040	16.5%	12.3%
Manitoba	843,107	82,247	13.8%	9.8%
Saskatchewan	706,325	90,625	16.7%	12.8%
Alberta	2,465,540	381,698	19.0%	15.5%
British Columbia	3,326,176	505,600	19.0%	15.2%

Demographic Profile

Exercisers and Joggers are more often female (55.6% - the second highest of the 21 outdoor activity types). They are younger than the average Canadian Pleasure Traveler and over-represented among those 18 and 34 years of age and among singles. This is a relatively affluent segment that is well educated (41.2% have a university degree; the 4th highest of the 21 outdoor segments) with above-average household incomes (\$81,410; the 6th highest of the 21 outdoor segments).

Fig. 3 Demographic Profile of Exercisers and Joggers Relative to All Canadian Pleasure Travelers

Attribute	Size of Market	Exercisers and Joggers	Did Not Exercise or Jog ¹	Pleasure Travelers	Index ²
		2,926,708	15,512,801	18,439,508	100
Gender	Male	44.4%	49.7%	48.8%	91
	Female	55.6%	50.3%	51.2%	109
Age of Respondent	18 to 24	17.6%	11.9%	12.8%	137
	25 to 34	22.3%	18.7%	19.3%	115
	35 to 44	22.0%	20.3%	20.5%	107
	45 to 54	19.6%	20.5%	20.3%	96
	55 to 64	12.0%	14.5%	14.1%	85
	65 Plus	6.6%	14.1%	12.9%	51
Average Age		40.7	45.3	44.5	N/A
Marital Status	Not married	37.1%	31.3%	32.2%	115
	Married	62.9%	68.7%	67.8%	93
Parental Status	No children under 18	69.9%	71.3%	71.1%	98
	Children under 18	30.1%	28.7%	28.9%	104
Education	High school or less	25.5%	38.3%	36.2%	70
	Some post-secondary	12.0%	11.0%	11.2%	107
	Post-secondary diploma/certificate	21.3%	22.0%	21.9%	97
	University degree	41.2%	28.7%	30.7%	134
Household Income	Under \$20,000	5.3%	5.8%	5.7%	94
	\$20,000 to \$39,999	11.3%	15.1%	14.5%	78
	\$40,000 to \$59,999	11.6%	17.5%	16.5%	70
	\$60,000 to \$79,999	15.0%	15.3%	15.2%	99
	\$80,000 to \$99,999	12.1%	12.2%	12.2%	99
	\$100,000 or more	32.0%	21.1%	22.8%	140
	Not stated	12.7%	13.0%	13.0%	98
Average Household Income		\$81,410	\$71,203	\$72,829	N/A

- 1 - Those who "Did Not Exercise or Jog" are defined as individuals who took at least one out-of-town, overnight pleasure trip in the last two years but did not exercise or jog on any trip. The number of Exercisers and Joggers and Non-Exercisers and Joggers equals the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for Exercisers and Joggers in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which Exercisers and Joggers 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)

Exercisers and Joggers are frequent travelers with 96.9% of them taking a trip within Canada in the past two years. They were the seventh most likely to have traveled to an adjacent province or region in Canada (59.4 %) and the third most likely to have visited a non-adjacent province or region (59.4%). However, they were ranked 18th of the 21 outdoor activity types in terms of within province / region travel. This suggests that this segment takes more long-haul trips than the typical Canadian Pleasure Traveler.

Consistent with this fact, Exercises and joggers were the fifth most likely of the 21 outdoor activity types to have taken a trip outside of Canada (76.5%). They were the fourth most likely to have visited Mexico (20.2%), the fifth most likely to have traveled to the United States (63.2%), the sixth most likely to have visited the Caribbean (24.0%) and the seventh most likely to have taken an overseas trip (44.5%).

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

	Exercisers and Joggers	Did Not Exercise or Jog	Pleasure Travelers	Index
Size of Market	2,926,708	15,512,801	18,439,508	100
Canada	96.9%	94.4%	94.8%	102
Took a trip within own province / region	90.2%	85.0%	85.9%	105
Took a trip to an adjacent province / region	59.4%	46.5%	48.6%	122
Took a trip to non-adjacent province / region	41.3%	29.6%	31.4%	131
Newfoundland and Labrador	5.6%	4.1%	4.3%	131
Prince Edward Island	8.6%	6.9%	7.2%	120
New Brunswick	15.2%	11.2%	11.8%	129
Nova Scotia	14.6%	12.3%	12.7%	115
Quebec	42.6%	38.2%	38.9%	109
Ontario	61.3%	52.0%	53.5%	115
Manitoba	12.0%	8.6%	9.2%	131
Saskatchewan	14.3%	10.9%	11.4%	125
Alberta	35.1%	24.1%	25.8%	136
British Columbia	41.2%	28.7%	30.6%	134
Yukon	1.5%	0.9%	1.0%	150
Northwest Territories	0.9%	0.6%	0.7%	130
Nunavut	0.3%	0.3%	0.3%	115
United States	63.2%	48.3%	50.7%	125
Mexico	20.2%	10.9%	12.4%	163
Caribbean	24.0%	14.0%	15.6%	154
All other destinations	32.8%	21.9%	23.6%	139

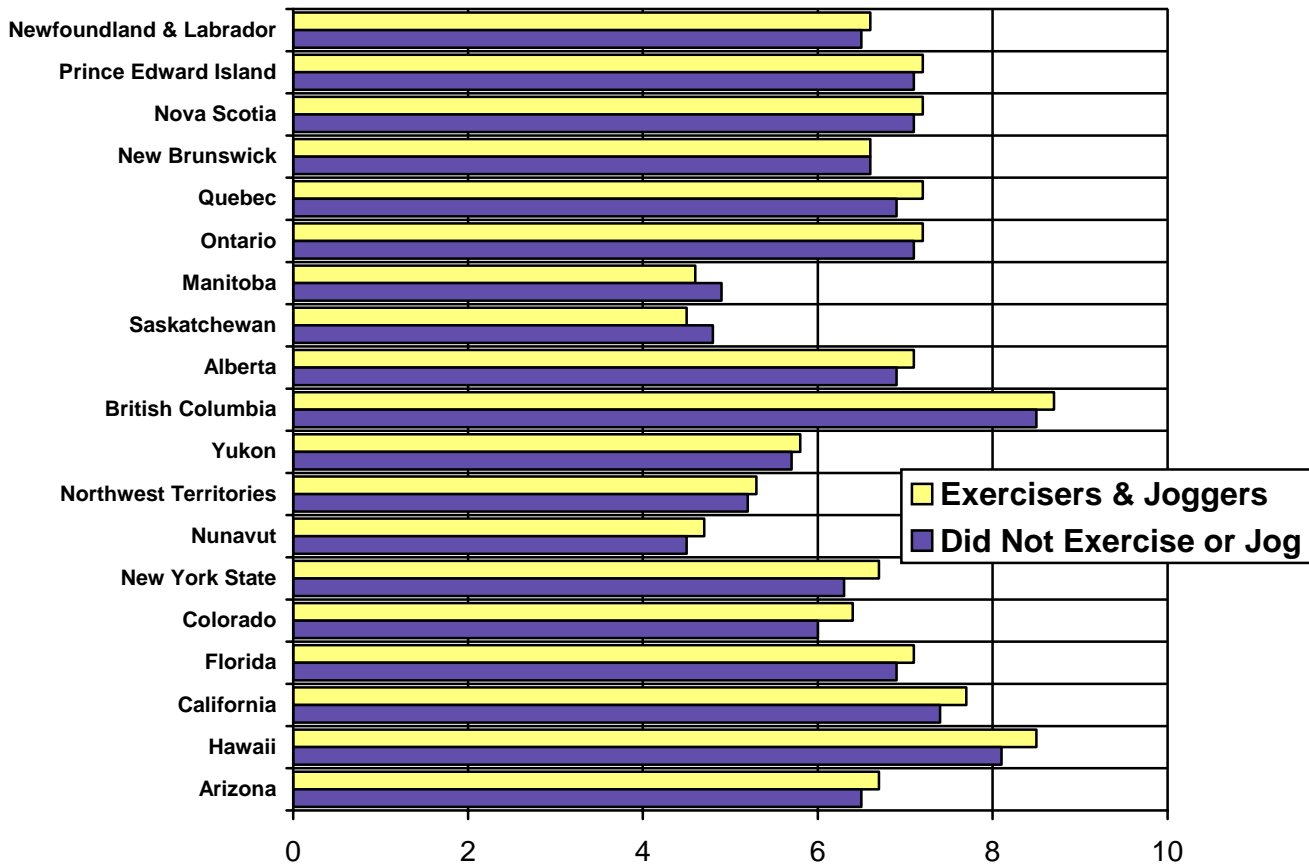
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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.

Overall, the appeal of Canadian destinations to Exercisers and Joggers is similar to those who do not go exercising and jogging. British Columbia (8.7) was rated as most appealing followed by Ontario, Quebec, Nova Scotia and Prince Edward Island (all rated 7.2).

The U.S. reference states were rated as more appealing by Exercisers and Joggers than by other Canadian Pleasure Travelers; a reflection of their interest in international travel. Hawaii (8.5) received the highest rating from Exercisers and Joggers.

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

Exercisers and Joggers were much more active than the average Canadian Pleasure Traveler in outdoor activities while on trips. They frequently participated in ocean activities (e.g., sunbathing, swimming in ocean), wildlife viewing, boating and swimming activities and hiking, climbing and paddling. Relative to the average Canadian Pleasure Traveler, Exercisers and Joggers were two to three times more likely to participate in physically strenuous activities (e.g., cycling, sailing & surfing, freshwater scuba diving & snorkeling, cross-country skiing & snowshoeing, wilderness activities) while on trips. On the other hand, they were less likely than average to go hunting. In part, this above-average participation in strenuous outdoor activities reflects the fact that this segment is predominately young and affluent, which are attributes that tend to be associated with higher levels of outdoor physical activity.

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

	Exercisers and Joggers	Did Not Exercise or Jog	Pleasure Travelers	Index
Size of Market	2,926,708	15,512,801	18,439,508	100
Ocean Activities (e.g., swimming in ocean, sunbathing)	71.9%	44.1%	48.5%	148
Wildlife Viewing	62.3%	37.3%	41.2%	151
Boating & Swimming (e.g., motorboating, swimming in lakes)	61.8%	37.2%	41.1%	150
Hiking, Climbing & Paddling	57.9%	29.6%	34.1%	170
Sports & Games (e.g., tennis, board games)	45.0%	18.5%	22.7%	198
Cycling	32.2%	10.0%	13.5%	238
Fishing	29.1%	22.6%	23.6%	123
Downhill Skiing & Snowboarding	28.5%	12.0%	14.6%	195
Skating (e.g., ice skating, rollerblading)	28.4%	8.9%	12.0%	238
Exercising & Jogging	28.3%	16.4%	18.3%	155
Cross-country Skiing & Snowshoeing	20.3%	7.2%	9.3%	218
Team Sports (e.g., hockey, baseball)	19.5%	9.8%	11.4%	172
Snowmobiling & ATVing	15.7%	10.5%	11.3%	138
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	13.8%	4.9%	6.3%	220
Horseback Riding	9.3%	4.1%	4.9%	190
Freshwater Scuba & Snorkeling	7.6%	2.2%	3.0%	251
Wilderness Activities (e.g., wilderness skills course)	5.4%	1.8%	2.4%	227
Motorcycling	4.3%	2.7%	3.0%	143
Hunting	4.0%	4.9%	4.7%	84
Extreme Air Sports (e.g., parachuting)	1.9%	1.0%	1.1%	170

Outdoor Activities Pursued in a Typical Year

Exercisers and Joggers are also very active in outdoor activities when not traveling. They frequently exercise at home or a fitness club and frequently go jogging, swimming, hiking and cycling. Relative to the average Canadian Pleasure Traveler, Exercisers and Joggers were particularly likely to play racquet sports, and to go canoeing or kayaking, downhill skiing, rollerblading, cross-country skiing, snowboarding and skateboarding while not traveling. On the other hand, they were less likely to go hunting, fishing, snowmobiling and ATVing than the average Canadian Pleasure Traveler.

Fig. 7 Outdoor Activities Pursued in a Typical Year

	Exercisers and Joggers	Did Not Exercise or Jog	Pleasure Travelers	Index
Size of Market	2,926,708	15,512,801	18,439,508	100
Exercising at home or at a fitness club	86.7%	56.1%	61.0%	142
Day outing to a park	74.9%	65.4%	66.9%	112
Swimming	72.8%	57.9%	60.3%	121
Hiking	63.1%	46.1%	48.8%	129
Gardening	61.0%	59.5%	59.8%	102
Cycling	58.3%	41.7%	44.3%	132
Picnicking	58.0%	52.1%	53.1%	109
Jogging	52.0%	18.8%	24.1%	216
Camping	40.7%	38.2%	38.6%	105
Ice-skating	34.7%	27.3%	28.5%	122
Golfing	33.7%	28.5%	29.4%	115
Playing team sports	32.0%	21.2%	22.9%	140
Sailing or other boating	30.1%	22.2%	23.4%	128
Playing racquet sports (e.g., tennis or badminton)	29.3%	17.2%	19.1%	153
Fishing	27.5%	29.6%	29.3%	94
Canoeing or kayaking	26.8%	15.0%	16.9%	158
Downhill skiing	25.7%	14.4%	16.2%	158
Rollerblading	23.4%	12.7%	14.4%	163
Cross-country skiing	19.7%	11.1%	12.5%	158
Riding an all-terrain vehicle (ATV)	11.4%	14.8%	14.3%	80
Snowboarding	9.8%	4.1%	5.0%	195
Horseback riding	9.3%	6.3%	6.8%	136
Snowmobiling	8.6%	10.0%	9.8%	88
Hunting	5.8%	8.1%	7.7%	75
Skateboarding	2.8%	1.3%	1.6%	180

Culture and Entertainment Activities Pursued While on Trips

Exercisers and Joggers were highly active in culture and entertainment activities while on trips. They frequently went shopping and dining, visited historical sites, museums and art galleries, visited theme parks and exhibits, attended fairs and festivals and musical concerts, festivals and attractions while traveling. Exercisers and Joggers were also more than twice as likely as the average Canadian Pleasure Traveler to visit spas and to attend high art performances, comedy festivals and clubs and literary and film festivals 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)

	Exercisers and Joggers	Did Not Exercise or Jog	Pleasure Travelers	Index
Size of Market	2,926,708	15,512,801	18,439,508	100
Shopping & Dining	94.8%	80.6%	82.9%	114
Historical Sites, Museums & Art Galleries	77.1%	54.7%	58.3%	132
Theme Parks & Exhibits	58.2%	35.6%	39.2%	149
Fairs & Festivals	57.3%	34.0%	37.7%	152
Musical Concerts, Festivals & Attractions	54.9%	28.6%	32.7%	168
Wine, Beer & Food Tastings	38.0%	21.1%	23.8%	160
Science & Technology Exhibits	37.7%	20.4%	23.1%	163
Live Theatre	36.7%	18.1%	21.1%	174
Casinos	34.9%	24.2%	25.9%	135
Garden Theme Attractions	28.0%	15.6%	17.6%	159
Professional Sporting Events	26.6%	13.6%	15.7%	170
Agro-Tourism	23.1%	14.3%	15.7%	148
High Art Performances	23.0%	8.7%	11.0%	209
Amateur Tournaments	21.9%	9.9%	11.8%	185
Spas	21.6%	7.9%	10.0%	215
Comedy Festivals & Clubs	20.6%	8.2%	10.1%	203
Aboriginal Cultural Experiences	19.7%	10.1%	11.6%	169
Participatory Historical Activities	12.4%	5.6%	6.7%	185
Equestrian & Western Events	11.2%	5.8%	6.7%	168
National & International Sporting Events	6.0%	2.7%	3.2%	186
Literary & Film Festivals	5.5%	2.0%	2.6%	212

Culture and Entertainment Activities Pursued in a Typical Year

When not on trips, Exercisers and Joggers are more active in culture and entertainment activities than the average Canadian Pleasure Traveler. They frequently dine in local restaurants and visited local festivals and fairs. Relative to the average Canadian Pleasure Traveler, Exercisers and Joggers were especially likely to attend clubs (e.g., jazz clubs, bars with live music, go dancing) and to patronize local, live art performances (e.g., live theatre, rock concerts, the ballet, opera). They were also more likely than average to visit local day spas and to stay overnight in a local hotel or B&B. However, they were less likely than average to go gambling at a local casino.

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

	Exercisers and Joggers	Did Not Exercise or Jog	Pleasure Travelers	Index
Size of Market	2,926,708	15,512,801	18,439,508	100
Going out to eat in restaurants	93.1%	91.2%	91.5%	102
Going to festivals or fairs	68.0%	60.2%	61.4%	111
Going to amateur sporting events	48.5%	40.8%	42.0%	116
Going to pick-your-own farms or farmers' market	44.9%	40.3%	41.0%	109
Going to live theatre	42.7%	33.3%	34.8%	123
Going to historic sites or heritage buildings	42.6%	38.7%	39.3%	108
Going dancing	40.2%	27.9%	29.9%	135
Going to professional sporting events	39.2%	30.7%	32.1%	122
Going to art galleries or art shows	39.1%	30.4%	31.8%	123
Going to bars with live pop or rock bands	38.7%	25.6%	27.7%	140
Going to museums	37.6%	31.8%	32.7%	115
Going to zoos or aquariums	32.5%	30.0%	30.4%	107
Going to amusement or theme parks	30.8%	28.5%	28.9%	107
Going to rock music concerts	30.1%	21.0%	22.4%	134
Going to botanical gardens	26.1%	25.2%	25.4%	103
Going to day spas	21.6%	12.3%	13.8%	157
Going to classical music concerts	19.3%	16.0%	16.5%	117
Going to gamble in casinos	16.9%	18.3%	18.1%	93
Staying overnight in a hotel or B&B in own city	14.1%	9.1%	9.9%	143
Going to jazz clubs	12.2%	6.6%	7.5%	163
Going to the ballet	10.8%	6.6%	7.3%	148
Going to the opera	8.0%	6.3%	6.6%	122
Going to rodeos	8.0%	7.2%	7.3%	109

Accommodation Stayed In While on a Trip

Exercisers and Joggers have most often stayed at resorts (e.g., lakeside or riverside resorts, seaside resorts) in the past two years, although one-third have also camped in a public campground. Relative to the average Canadian Pleasure Traveler, they were especially likely to have stayed at a ski or mountain resort and at a health spa. They are also over-represented among visitors to many of the more adventurous accommodation types including farm or guest ranches, remote or fly-in wilderness lodges or outposts and cooking schools.

Fig. 10 Accommodation Stayed in While on Trips

	Exercisers and Joggers	Did Not Exercise or Jog	Pleasure Travelers	Index
Size of Market	2,926,708	15,512,801	18,439,508	100
Lakeside / Riverside Resort	33.8%	20.1%	22.3%	152
A Public Campground in a National, State, Provincial or Municipal Park	33.7%	25.0%	26.4%	128
Seaside Resort	32.7%	18.5%	20.7%	158
Ski Resort or Mountain Resort	25.8%	11.7%	13.9%	185
A Private Campground	23.8%	17.9%	18.8%	126
Health Spa	12.2%	4.8%	5.9%	205
A Camp Site in a Wilderness Setting (Not a Campground)	11.1%	8.1%	8.6%	129
Wilderness Lodge You Can Drive to by Car	7.4%	5.3%	5.6%	132
Country Inn or Resort with Gourmet Restaurant	7.1%	4.7%	5.1%	140
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	5.4%	4.3%	4.5%	120
Farm or Guest Ranch	5.0%	2.7%	3.0%	164
Remote or Fly-In Wilderness Lodge	3.1%	1.3%	1.6%	192
On a Houseboat	2.2%	1.2%	1.4%	159
Remote or Fly-In Wilderness Outpost	1.0%	0.5%	0.6%	170
Cooking School	0.8%	0.3%	0.4%	229
Wine Tasting School	0.3%	0.3%	0.3%	110

Tours and Cruises Taken During Past Two Years

Exercisers and Joggers were more likely than the average Canadian Pleasure Traveler to take tours or cruises during the past two years. The types of tours taken most often by Exercisers and Joggers were a self-guided sameday tour, a tour around a city, a scenic countryside drive and a guided sameday tour. Relative to the average Canadian Pleasure Traveler, Exercisers and Joggers were particularly more likely to take overnight tours (both guided and self-guided), wilderness tours and tours of wineries or factories. Exercisers and Joggers were also more likely than average to take sightseeing cruises and ocean cruises (e.g., Caribbean cruises).

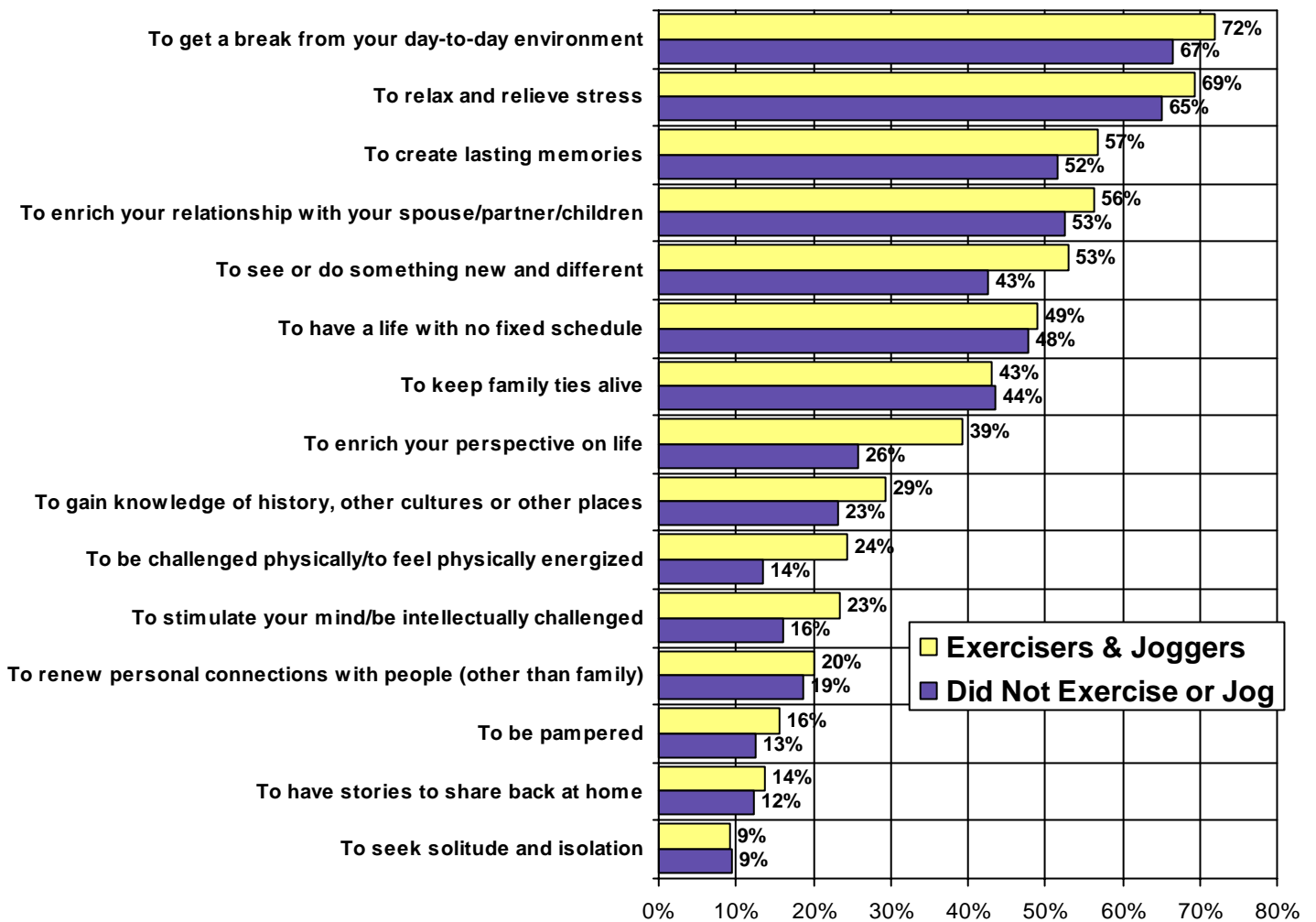
Fig. 11 Tours and Cruises Taken During Past Two Years

	Exercisers and Joggers	Did Not Exercise or Jog	Pleasure Travelers	Index
Size of Market	2,926,708	15,512,801	18,439,508	100
A self-guided, sameday tour while on an overnight trip	43.6%	26.6%	29.3%	149
Around the city	35.6%	21.1%	23.4%	152
Around the countryside - scenic drives	33.7%	20.3%	22.4%	150
An organized, sameday, guided tour while on an overnight trip	33.1%	20.2%	22.2%	149
A self-guided, overnight tour where you stayed in different locations	26.5%	16.5%	18.1%	146
Wilderness tour	21.5%	11.4%	13.0%	166
On the water (sightseeing cruise)	21.3%	11.5%	13.1%	163
Some other type of tour	15.2%	8.8%	9.8%	155
An organized, overnight, guided tour where you stayed in different locations	14.4%	9.3%	10.1%	143
An organized, overnight, guided tour where you stayed in a single location	13.1%	6.8%	7.8%	167
Caribbean ocean cruise	9.6%	4.6%	5.4%	179
To a winery	9.6%	4.9%	5.6%	170
To a casino	8.0%	6.2%	6.5%	123
Ocean cruise – Other	5.8%	2.8%	3.3%	175
To a factory	5.1%	2.2%	2.6%	194
Cruise on another lake or river	3.6%	2.2%	2.4%	150
In the air as a pilot or passenger of an airplane or helicopter	2.9%	1.7%	1.9%	155
Alaskan ocean cruise	2.3%	1.5%	1.6%	138
Some other type of cruise	2.2%	1.5%	1.6%	138
Cruise on the St. Lawrence River	1.8%	2.0%	1.9%	93
Great Lakes cruise	1.4%	0.7%	0.8%	175
Submarine cruise	0.2%	0.1%	0.1%	133

Benefits Sought While On a Vacation

As with most Canadian Pleasure Travelers, Exercisers and Joggers 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 see or do something new and different. However, each of these vacation benefits is more important to Exercisers and Joggers than to the average Canadian Pleasure Traveler. Relative to others, Exercisers and Joggers seek vacations that are novel, intellectually stimulating (e.g., enrich perspective on life, gain knowledge of the history and culture of a destination) and physically challenging (i.e., being challenged or feeling energized physically).

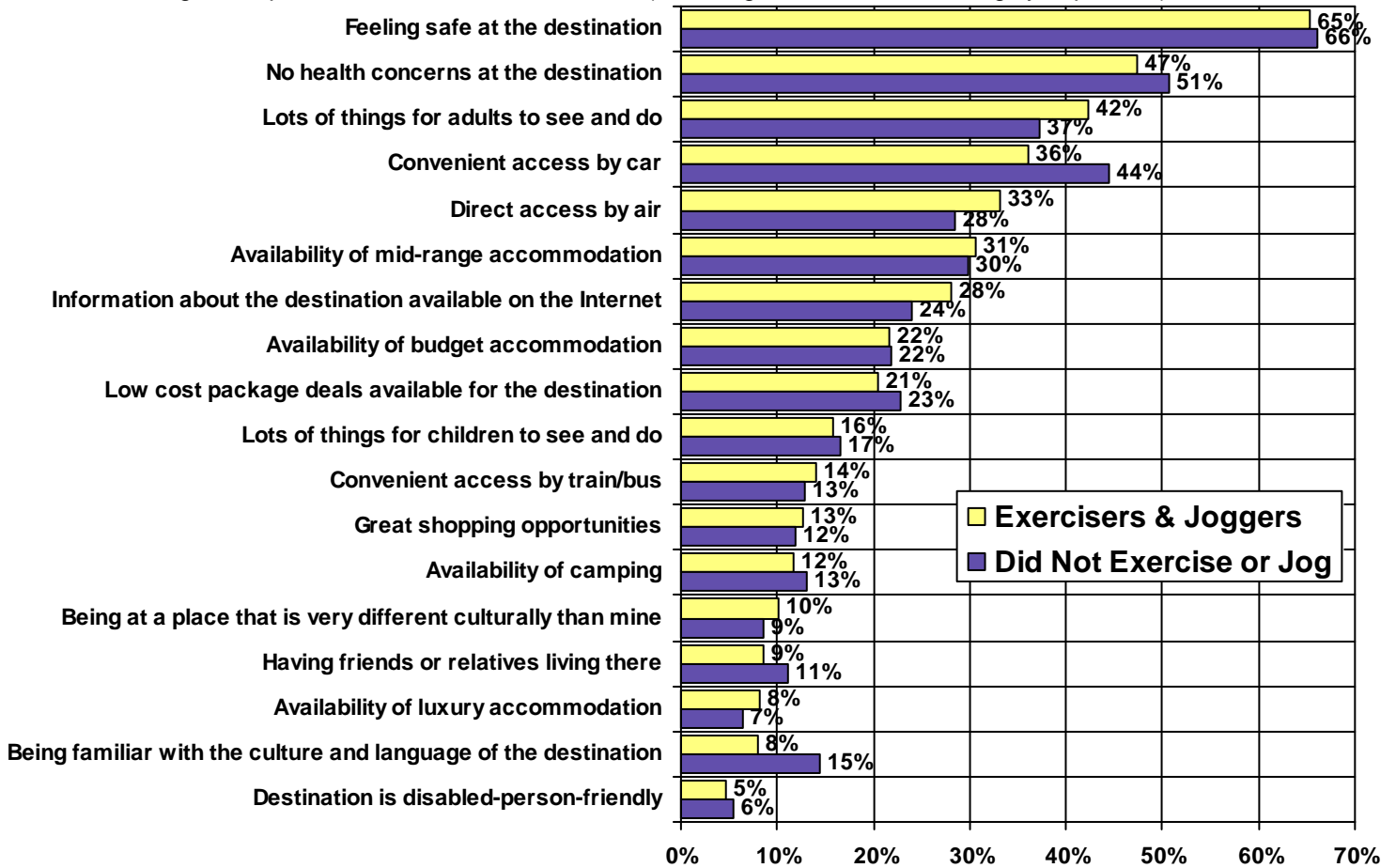
Fig.12 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as “Highly Important”)



Other Attributes of a Destination Considered Important

As with other Canadian Pleasure Travelers, most Exercisers and Joggers consider it important that they feel safe at a destination. However, Exercisers and Joggers are more likely than others to look for destinations that have a lot of things for adults to see and do, are directly accessible by air and have information available on the Internet. Exercisers and Joggers are less likely than others to consider it important that a destination is conveniently accessible by car and has a familiar culture and language.

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



How Destinations are Selected

Similar to the average Canadian Pleasure Traveler, Exercisers and Joggers tend to start planning trips with a particular destination in mind. However, this activity segment is more likely than the average Canadian Pleasure Traveler to be responsive to discount vacation packages for summer travel.

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

	Exercisers and Joggers	Did Not Exercise or Jog	Pleasure Travelers	Index
Size of Market	2,926,708	15,512,801	18,439,508	100
Summer				
Started with a desired destination in mind	50.8%	48.0%	48.5%	105
Started by considering specific activities wanted to do	12.9%	14.0%	13.8%	94
Started with a certain type of vacation experience in mind	24.8%	23.5%	23.7%	104
Looked for packaged deals - no destination in mind	2.0%	1.2%	1.3%	152
Considered something else first	4.5%	4.3%	4.3%	105
Don't know / Other	5.0%	9.1%	8.4%	59
Winter				
Started with a desired destination in mind	48.6%	48.6%	48.6%	100
Started by considering specific activities wanted to do	18.0%	15.0%	15.6%	115
Started with a certain type of vacation experience in mind	20.0%	19.1%	19.3%	104
Looked for packaged deals - no destination in mind	3.3%	3.2%	3.2%	101
Considered something else first	3.7%	4.9%	4.7%	80
Don't know / Other	6.4%	9.2%	8.6%	74

Trip Planning and Information Sources Consulted

The majority of Exercisers and Joggers were responsible for planning their trips either on their own (45.5%) or with someone else (15.0%). When making vacation plans, Exercisers and Joggers consulted a wider range of information sources than the average Canadian Pleasure Traveler. The majority in this segment used the Internet, word-of-mouth and past experiences to plan travel. Exercisers and Joggers were particularly likely to rely on travel guidebooks such as Fodor's, television programs and email newsletters or magazines when planning a trip.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Exercisers and Joggers	Did Not Exercise or Jog	Pleasure Travelers	Index
Size of Market		2,926,708	15,512,801	18,439,508	100
Who Plans Trips?	Respondent plans trips	45.5%	41.4%	42.0%	108
	Trip planning a shared responsibility	15.0%	16.7%	16.4%	91
	Someone else plans trips	39.5%	41.9%	41.5%	95
Information Sources Consulted	An Internet website	77.7%	62.8%	65.2%	119
	Advice of others / Word-of-mouth	64.2%	48.5%	51.1%	126
	Past experience / Been there before	60.0%	48.5%	50.4%	119
	A travel agent	45.3%	31.9%	34.1%	133
	Maps	41.7%	30.7%	32.6%	128
	Official travel guides or brochures from state / province	35.0%	24.2%	26.0%	135
	Articles in newspapers/magazines	28.9%	19.3%	20.9%	138
	Visitor information centres	28.5%	22.4%	23.4%	122
	Travel guide books such as Fodor's	23.2%	11.7%	13.6%	170
	An auto club such as CAA	23.1%	16.6%	17.7%	131
	Advertisements in newspapers / magazines	20.0%	13.1%	14.3%	140
	Programs on television	12.7%	6.5%	7.5%	168
	Travel information received in the mail	10.7%	8.5%	8.8%	121
	An electronic newsletter or magazine received by e-mail	7.3%	3.6%	4.2%	174
	Advertisements on television	5.3%	4.9%	5.0%	106
Visits to trade, travel or sports shows	4.0%	2.9%	3.1%	130	

Use of the Internet to Plan and Arrange Trips

Exercisers and Joggers are much more likely than the average Canadian Pleasure Traveler to use the Internet to plan (72.9%) and book (51.9%) travel. In fact, this activity segment was the fourth most likely of the 21 outdoor activity types to book travel online. The majority of Exercisers and Joggers use hotel or resort websites, airline websites, travel planning or booking websites such as Expedia and the tourism websites of specific countries, regions or cities. They are also more likely than average to use cruise line websites.

Exercisers and Joggers are most likely to purchase airline tickets and accommodation online. They were also more likely than others to use the Internet to purchase tickets for specific attractions or activities and to purchase rail, bus, boat and ship fares.

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

		Exercisers and Joggers	Did Not Exercise or Jog	Pleasure Travelers	Index
	Size of Market	2,926,708	15,512,801	18,439,508	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	27.1%	43.4%	40.8%	66
	Uses Internet to plan trips only	21.0%	22.3%	22.1%	95
	Uses Internet to book part of trip	51.9%	34.2%	37.0%	140
Types of Websites Consulted	A website of a hotel or resort	63.1%	55.5%	57.0%	111
	An airline website	58.6%	43.3%	46.3%	126
	A travel planning / booking website	55.5%	43.3%	45.7%	122
	A tourism website of a country / region / city	54.0%	48.8%	49.8%	108
	A website of an attraction	38.4%	33.5%	34.5%	111
	Some other website	30.4%	26.9%	27.6%	110
	A cruise line website	11.6%	7.2%	8.1%	144
	A motorcoach website	3.2%	2.3%	2.5%	131
Parts of Trips Booked Over The Internet	Air tickets	77.9%	67.0%	69.5%	112
	Accommodation	76.1%	67.1%	69.2%	110
	Car rental	33.0%	25.4%	27.1%	122
	Tickets or fees for specific activities or attractions	31.5%	21.4%	23.6%	133
	Tickets for rail, bus or boat /ship fares	21.2%	13.6%	15.3%	138
	A package containing two or more items	17.2%	14.9%	15.4%	112
	Other	4.0%	3.9%	3.9%	102

Media Consumption Habits

Exercisers and Joggers are more likely than the average Canadian Pleasure Traveler to read the travel sections of daily and weekend newspapers, visit travel websites and read travel magazines. They are also much more likely than average to read health, fitness and wellness lifestyle magazines and to visit health-related websites. This segment is also more likely than average to watch music channels on television and to listen to mainstream (e.g., Top 40 & current hits, modern or alternative rock) and specialty music radio stations (e.g., jazz / big band, multicultural, jazz, classical music).

Fig. 17 Media Consumption Habits

		Exercisers and Joggers	Did Not Exercise or Jog	Pleasure Travelers	Index
	Size of Market	2,926,708	15,512,801	18,439,508	100
Newspaper Readership	Reads daily newspaper	88.2%	87.1%	87.3%	101
	Reads weekend edition of newspaper	88.6%	87.0%	87.3%	102
	Reads local neighbourhood or community newspapers	62.3%	61.4%	61.5%	101
	Reads other types of newspapers	21.9%	16.3%	17.2%	128
	Frequently or occasionally reads travel section of daily newspaper	51.5%	44.6%	45.7%	113
	Frequently or occasionally reads travel section of weekend newspaper	55.3%	45.8%	47.3%	117
Types of Magazines Read (Top 5 Indexed)	Health, fitness and well living	37.4%	18.7%	21.7%	173
	Photography and video	5.9%	3.7%	4.1%	146
	Magazines about your city	16.7%	11.1%	12.0%	139
	Business, finance and investing	22.1%	15.2%	16.3%	136
	Travel (e.g., Condé Nast)	15.7%	11.0%	11.8%	133
Type of Television Programs Watched (Top 5 Indexed)	Music / Music video shows/channels	28.8%	24.9%	25.5%	113
	Shopping channels	5.2%	4.5%	4.6%	112
	Dramas (e.g., Law & Order)	61.5%	56.5%	57.3%	107
	Sports/sports shows	46.4%	42.8%	43.3%	107
	Reality shows (e.g., Canadian Idol)	42.2%	39.3%	39.8%	106
Type of Radio Programs Listened To (Top 5 Indexed)	Jazz / Big band	12.6%	8.0%	8.8%	143
	Top 40 / Current hits	31.7%	23.9%	25.2%	126
	Multicultural	10.5%	8.0%	8.4%	125
	Modern rock / Alternative rock	43.9%	35.8%	37.1%	119
	Classical music	19.7%	16.8%	17.2%	115
Types of Websites Visited (Top 5 Indexed)	Travel	61.0%	48.3%	50.6%	121
	Magazine sites	20.0%	15.8%	16.6%	121
	Health	51.5%	41.8%	43.5%	118
	Shopping (all types)	38.6%	32.4%	33.5%	115
	Sites for specific activities or interests	40.9%	34.8%	35.9%	114

Appendix One: Canadian TAMS 2006 Outdoor Activity Segmentation

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	

Appendix Two		
Canadian TAMS 2006 Culture and Entertainment Segmentation		
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