

CANADIAN TRAVEL MARKET

Participating in Extreme Air Sports While on Trips Of One or More Nights

A Profile Report

October 28, 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



Extreme Air Sports While on Trips

Executive Summary

Over the last two years, only 0.8% (207,529) of adult Canadians participated in an extreme air sport while on an out-of-town, overnight trip of one or more nights. Parachuting (0.4%) was undertaken more often than hot air ballooning (0.3%) and hang gliding (0.2%). Participation in an extreme sport was the least common of the 21 outdoor activity types undertaken by Canadian Pleasure Travelers while traveling in the past two years. Of those who participated in an extreme air sport, 31.7% (65,745) reported that this activity was the main reason for taking at least one trip.

Those who participated in extreme air sports while on trips are more likely to be young (18 to 34 years of age) and male. They are over-represented among Young Singles and Young Couples. While their education level is somewhat above-average (37.5% are university graduates) they have the lowest average household incomes (\$68,946) of the 21 outdoor activity types.

Those who participated in an extreme air sport are relatively frequent travelers. They were the 7th most likely of the 21 outdoor activity types to have taken a trip within their own province or region (93.7%), the 4th most likely to have traveled to an adjacent province or region (61.7%) and the most likely to have visited a non-adjacent province or region (45.2%). They were especially over-represented among travelers to Nunavut, British Columbia, Alberta and Manitoba. Those who participated in an extreme air sport were also frequent out-of-country travelers. They were the most likely of the 21 outdoor activity types to have taken an overseas trip (52.7%) and the 3rd most likely to have visited Mexico (21.8%).

Those who participated in an extreme air sport while on trips were exceptionally active in both outdoor activities and culture and entertainment pursuits. They were much more active than the average Canadian Pleasure Traveler in all outdoor activities and especially physically challenging activities (e.g., hiking, climbing and paddling; downhill skiing & snowboarding, cycling). They were also much more likely than average to participate in cultural activities (e.g., historical sites, museums & art galleries) and entertainment activities (e.g., tastings; musical concerts, festivals & attraction. These high-energy travelers seek novelty, lots to see and do and unique experiences (e.g., submarine cruises, vacation on houseboats, air tours) while on vacation.

Extreme air sport participants are above-average users of the Internet to plan (74.6%) and book (48.9%) travel. They are among the most avid consumers of travel-related media and can also be targeted effectively through magazines on outdoor activities and sports and science and geography, and modern or alternative rock radio stations.

Extreme Air Sports While on Trips

Market Incidence

Over the last two years, 0.8% (207,529) of adult Canadians participated in an extreme air sport while on an out-of-town trip of one or more nights. Parachuting (0.4%) was undertaken more often than hot air ballooning (0.3%) and hang gliding (0.2%) by adult Canadians while on trips. Participation in an extreme sport was the least common of the 21 outdoor activity types undertaken by Canadian Pleasure Travelers while traveling in the past two years.

Of those who participated in an extreme air sport, 31.7% (65,745) reported that this activity was the main reason for taking at least one trip in the past two years.

Parachuting (51.1%) was more likely than hot air ballooning (26.5%) to be cited as the main reason for taking at least one trip in the past two years. Hang gliding was not reported as a main reason for taking a trip in the past two years.

Fig. 1 Incidence of Participating in Extreme Air Sports While on Trips¹

	Number of Those Who Participated in Extreme Air Sports ²	Percent Main Reason for Trip ³	Percent of Pleasure Travelers ⁴	Percent of Total Canadian Population ⁵
Size of Market	207,529	65,745	18,439,508	24,776,103
Extreme Air Sports (All Activities)	207,529	31.7%	1.1%	0.8%
Parachuting	91,501	51.1%	0.5%	0.4%
Hot air ballooning	73,147	26.5%	0.4%	0.3%
Hang gliding	56,398	0.0%	0.3%	0.2%
Participated in all three extreme air sports	3,916	0.0%	LT 0.1%	LT 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 - Defined as individuals who participated in an Extreme Air Sport activity while on an out-of-town, overnight trip of one or more nights during the past two years and who took at least one out-of-town pleasure trip of one or more nights during the past two years. This column reports the number of individuals who participated in the activity on at least one trip during the last two years.
- 3 - This column reports the percent who participated in each activity who stated that the activity was the main reason for taking at least one trip during the past two years.
- 4 - "Pleasure Travelers" are defined as individuals who have taken at least one out-of-town pleasure trip of one or more nights in the last two years. This column reports the percent of Pleasure Travelers who participated in each activity on at least one trip during the last two years.
- 5 - This column reports the percent of the Total Canadian Adult Market who participated in each activity on a trip during the past two years.

Incidence by Region

Those who participated in an extreme air sport while on a trip are slightly more likely to live in Saskatchewan, British Columbia and Quebec. They are least likely to live in Manitoba and the Atlantic Provinces.

Fig. 2 Geographic Distribution of Those Who Participated in Extreme Air Sports While on Trips

	Total Population	Estimated Number Who Participated Extreme Air Sports While on a Trip	Percent of Pleasure Travelers in Region Who Participated in Extreme Air Sports While on a Trip	Percent of Total Regional Population Who Participated in Extreme Air Sports While on a Trip
Canada	24,776,103	207,529	1.1%	0.8%
Atlantic Provinces	1,822,494	9,372	0.7%	0.5%
Quebec	5,940,869	56,255	1.3%	0.9%
Ontario	9,671,592	65,128	0.9%	0.7%
Manitoba	843,107	4,270	0.7%	0.5%
Saskatchewan	706,325	10,128	1.9%	1.4%
Alberta	2,465,540	20,418	1.0%	0.8%
British Columbia	3,326,176	41,959	1.6%	1.3%

Demographic Profile

Those who participated in extreme air sports while on trips are more likely to be young (18 to 34 years of age) and male. They are over-represented among Young Singles and Young Couples and generally do not have children (under 18) living at home. While their education level is somewhat above-average (37.5% are university graduates) they have the lowest average household incomes (\$68,946) of the 21 outdoor activity types.

Fig. 3 Demographic Profile of Those Who Participated in Extreme Air Sports Relative to All Canadian Pleasure Travelers

Attribute	Size of Market	Participated in an Extreme Air Sport	Did Not Participate in an Extreme Air Sport ¹	Pleasure Travelers	Index ²
		207,529	18,231,979	18,439,508	100
Gender	Male	53.1%	48.8%	48.8%	109
	Female	46.9%	51.2%	51.2%	92
Age of Respondent	18 to 24	23.1%	12.7%	12.8%	180
	25 to 34	25.6%	19.2%	19.3%	133
	35 to 44	13.8%	20.6%	20.5%	67
	45 to 54	19.0%	20.3%	20.3%	94
	55 to 64	10.0%	14.2%	14.1%	71
	65 Plus	8.5%	13.0%	12.9%	66
Average Age		39.5	44.6	44.5	N/A
Marital Status	Not married	40.6%	32.1%	32.2%	126
	Married	59.4%	67.9%	67.8%	88
Parental Status	No children under 18	81.2%	71.0%	71.1%	114
	Children under 18	18.8%	29.0%	28.9%	65
Education	High school or less	29.7%	36.3%	36.2%	82
	Some post-secondary	14.6%	11.1%	11.2%	130
	Post-secondary diploma/certificate	18.2%	21.9%	21.9%	83
	University degree	37.5%	30.6%	30.7%	122
Household Income	Under \$20,000	2.9%	5.8%	5.7%	51
	\$20,000 to \$39,999	22.2%	14.4%	14.5%	153
	\$40,000 to \$59,999	15.7%	16.5%	16.5%	95
	\$60,000 to \$79,999	19.8%	15.2%	15.2%	130
	\$80,000 to \$99,999	9.4%	12.2%	12.2%	77
	\$100,000 or more	19.9%	22.8%	22.8%	87
	Not stated	10.0%	13.0%	13.0%	77
Average Household Income		\$68,946	\$72,875	\$72,829	N/A

- 1 - Those who "Did Not Participate in an Extreme Air Sport" 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 participate in an extreme air sport on any trip. The number of participants and non-participants equals the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for Extreme Air Sports Participants in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which participants are over or under-represented relative to the average Pleasure Traveler. An index of 100 means the percent participating in the activity is the same as that of the average Canadian Pleasure Traveler. Index values over 100 indicate that those participating in the activity are over-represented relative to the average Canadian Pleasure Traveler. Index values less than 100 indicate that those participating in the activity are under-represented relative to the average Canadian Pleasure Traveler.

Travel Activity (During Last Two Years)

Those who participated in an extreme air sport while on a trip are relatively frequent travelers. They were the 7th most likely of the 21 outdoor activity types to have taken a trip within their own province or region (93.7%), the 4th most likely to have traveled to an adjacent province or region (61.7%) and the most likely to have visited a nonadjacent province or region (45.2%). They were especially over-represented among travelers in Nunavut, British Columbia, Alberta and Manitoba.

Those who participated in an extreme air sport were also frequent out-of-country travelers. They were the most likely of the 21 outdoor activity types to have taken an overseas trip (52.7%) and the 3rd most likely to have visited Mexico (21.8%). However, this segment was only the 11th most likely to have visited the United States (58.0%) and the 19th most likely to have traveled to the Caribbean (14.6%).

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

	Participated in an Extreme Air Sport	Did Not Participate in an Extreme Air Sport	Pleasure Travelers	Index
Size of Market	207,529	18,231,979	18,439,508	100
Canada	97.2%	94.7%	94.8%	103
Took a trip within own province / region	93.7%	85.8%	85.9%	109
Took a trip to an adjacent province / region	61.1%	48.4%	48.6%	126
Took a trip to non-adjacent province / region	45.2%	31.3%	31.4%	144
Newfoundland and Labrador	3.7%	4.3%	4.3%	87
Prince Edward Island	4.5%	7.2%	7.2%	63
New Brunswick	14.0%	11.8%	11.8%	119
Nova Scotia	16.3%	12.7%	12.7%	128
Quebec	51.5%	38.8%	38.9%	132
Ontario	59.6%	53.4%	53.5%	111
Manitoba	14.1%	9.1%	9.2%	154
Saskatchewan	14.0%	11.4%	11.4%	122
Alberta	36.1%	25.7%	25.8%	140
British Columbia	44.9%	30.5%	30.6%	146
Yukon	0.6%	1.0%	1.0%	59
Northwest Territories	0.7%	0.7%	0.7%	110
Nunavut	1.1%	0.3%	0.3%	366
United States	58.0%	50.6%	50.7%	114
Mexico	21.8%	12.3%	12.4%	176
Caribbean	14.6%	15.6%	15.6%	94
All other destinations	40.6%	23.5%	23.6%	172

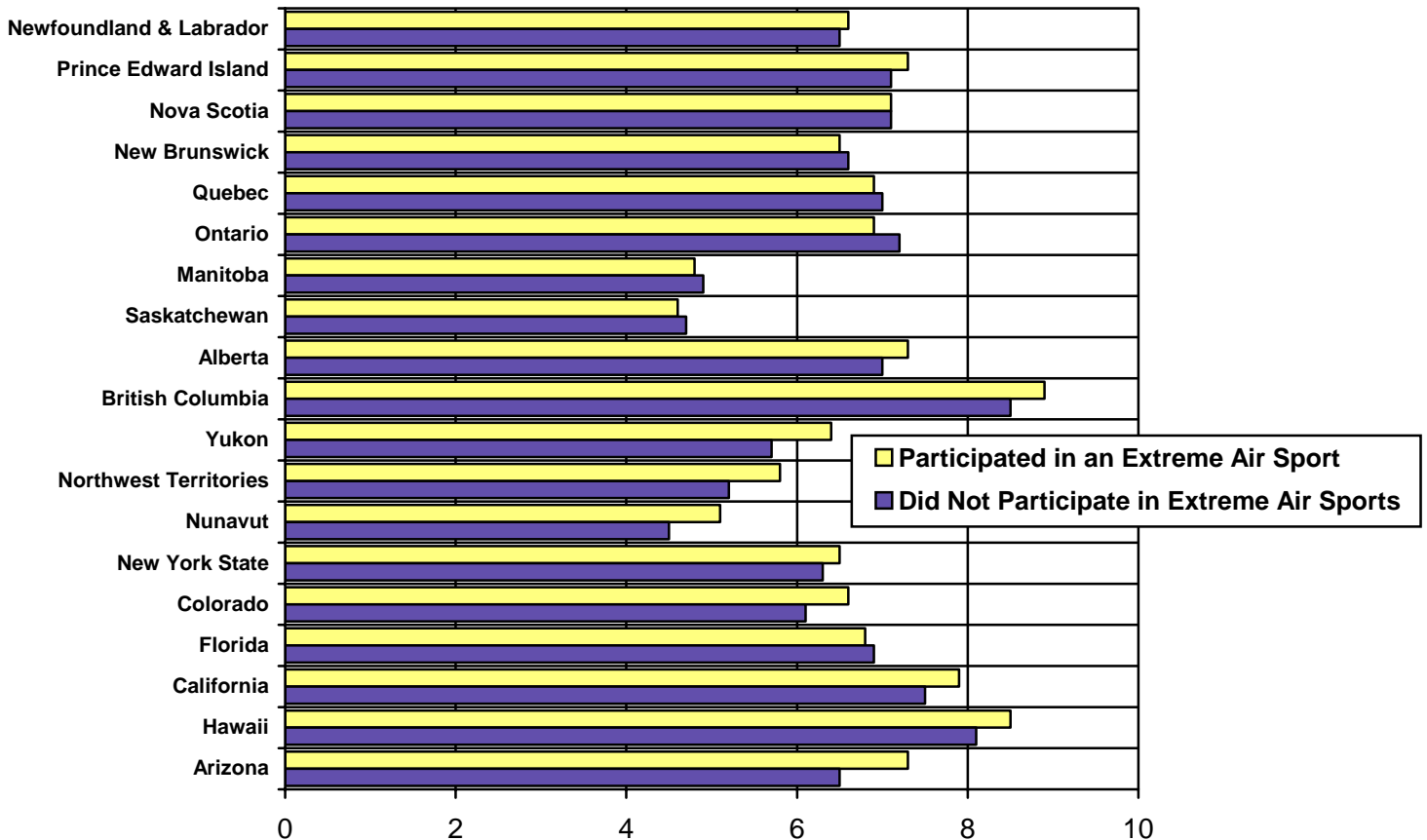
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

The respondents were asked to rate the appeal of each of Canada's provinces and territories on a ten-point appeal scale where "10" is "Very Appealing" and "1" is "Very Unappealing". They were also asked to rate selected U.S. states (New York State, Colorado, Florida, California, Hawaii and Arizona) to provide a frame of reference.

Those who participated in an extreme air sport while on trips have a more favourable impression than others of British Columbia (8.9), Alberta (7.3) and Prince Edward Island (7.3). They also perceive the northern territories (i.e., Yukon, Northwest Territories, Nunavut) as more appealing than the average Canadian Pleasure Traveler.

This segment also has a more favourable impression of the U.S. reference states than other pleasure travelers. Hawaii (8.5) and California (7.9) received the highest ratings among the U.S. reference states (although these states were not perceived to be as appealing as British Columbia).

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

Relative to the average Canadian Pleasure Traveler, those who participated in an extreme air sport were exceptionally active in outdoor activities while on trips. They frequently went hiking, climbing and paddling, boating and swimming (e.g., motorboating, swimming in lake) and participated in ocean activities (e.g., sunbathing, swimming in ocean) while on trips. Relative to other Canadian Pleasure Travelers, they were much more active in wilderness activities, sailing and surfing, horseback riding and freshwater scuba and snorkeling. They were also at least twice as likely to have participated in downhill skiing and snowboarding, cycling, snowmobiling and ATVing and motorcycling while traveling during the past two years.

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

	Participated in an Extreme Air Sport	Did Not Participate in an Extreme Air Sport	Pleasure Travelers	Index
Size of Market	207,529	18,231,979	18,439,508	100
Hiking, Climbing & Paddling	68.0%	33.7%	34.1%	200
Boating & Swimming (e.g., motorboating, swimming in lakes)	61.8%	40.9%	41.1%	150
Ocean Activities (e.g., swimming in ocean, sunbathing)	60.3%	48.4%	48.5%	124
Wildlife Viewing	56.5%	41.1%	41.2%	137
Downhill Skiing & Snowboarding	38.4%	14.4%	14.6%	263
Sports & Games (e.g., tennis, board games)	36.1%	22.6%	22.7%	159
Cycling	35.0%	13.3%	13.5%	259
Snowmobiling & ATVing	31.4%	11.1%	11.3%	277
Fishing	29.7%	23.5%	23.6%	126
Exercising & Jogging	27.0%	15.7%	15.9%	170
Golfing	25.6%	18.2%	18.3%	140
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	24.3%	6.1%	6.3%	387
Cross-country Skiing & Snowshoeing	24.0%	9.1%	9.3%	258
Skating (e.g., ice skating, rollerblading)	23.3%	11.8%	12.0%	195
Team Sports (e.g., hockey, baseball)	20.0%	11.3%	11.4%	176
Horseback Riding	15.9%	4.8%	4.9%	323
Wilderness Activities (e.g., wilderness skills course)	15.7%	2.2%	2.4%	664
Freshwater Scuba & Snorkeling	9.0%	2.9%	3.0%	299
Hunting	8.4%	4.7%	4.7%	177
Motorcycling	6.1%	3.0%	3.0%	204

Outdoor Activities Pursued in a Typical Year

The high level of activity among travelers who participated in an extreme air sport is also apparent when they do not travel. They frequently go on day outings to parks and picnic, swim, hike, cycle and exercise while not on trips. As well, relative to the average Canadian Pleasure Traveler, this segment is especially active in strenuous outdoor activities including snowboarding, canoeing or kayaking, rollerblading and cross-country skiing; perhaps reflecting their interest in high energy activities. They are less likely than average to participate in the less strenuous outdoor activities such as gardening and golfing.

Fig. 7 Outdoor Activities Pursued in a Typical Year

	Participated in an Extreme Air Sport	Did Not Participate in an Extreme Air Sport	Pleasure Travelers	Index
Size of Market	207,529	18,231,979	18,439,508	100
Day outing to a park	75.0%	66.8%	66.9%	112
Swimming	70.9%	60.2%	60.3%	118
Hiking	64.9%	48.6%	48.8%	133
Cycling	61.6%	44.1%	44.3%	139
Exercising at home or at a fitness club	56.4%	61.0%	61.0%	92
Picnicking	53.5%	53.1%	53.1%	101
Gardening	53.4%	59.8%	59.8%	89
Camping	52.0%	38.4%	38.6%	135
Canoeing or kayaking	43.0%	16.6%	16.9%	254
Ice-skating	40.5%	28.4%	28.5%	142
Sailing or other boating	38.6%	23.3%	23.4%	165
Jogging	38.1%	23.9%	24.1%	158
Playing team sports	32.2%	22.8%	22.9%	140
Fishing	29.6%	29.3%	29.3%	101
Playing racquet sports (e.g., tennis or badminton)	29.1%	19.0%	19.1%	152
Rollerblading	26.1%	14.2%	14.4%	182
Downhill skiing	26.1%	16.1%	16.2%	161
Golfing	25.6%	29.4%	29.4%	87
Riding an all-terrain vehicle (ATV)	22.1%	14.2%	14.3%	155
Cross-country skiing	21.9%	12.4%	12.5%	176
Snowboarding	21.4%	4.9%	5.0%	425
Snowmobiling	16.8%	9.7%	9.8%	172
Horseback riding	10.8%	6.8%	6.8%	158
Hunting	7.5%	7.7%	7.7%	97
Skateboarding	2.1%	1.6%	1.6%	130

Culture and Entertainment Activities Pursued While on Trips

Those who participated in an extreme air sport were also very 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 and attended fairs and festivals while traveling. Relative to the average Canadian Pleasure Traveler, they were especially likely to patronize live art performances (e.g., high art performances, comedy festivals and clubs, musical concerts, festivals and attractions, literary and film festivals), sporting events (e.g., professional sporting events, equestrian and western events, amateur tournaments), participatory and educational activities (e.g., wine, beer and food tastings, science and technology exhibits, aboriginal cultural experiences, participatory historical activities) and spas while on trips. Clearly, those who participated in an extreme air sport prefer high levels of activity while traveling.

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

	Participated in an Extreme Air Sport	Did Not Participate in an Extreme Air Sport	Pleasure Travelers	Index
Size of Market	207,529	18,231,979	18,439,508	100
Shopping & Dining	90.7%	82.8%	82.9%	109
Historical Sites, Museums & Art Galleries	80.6%	58.1%	58.3%	138
Theme Parks & Exhibits	63.4%	38.9%	39.2%	162
Fairs & Festivals	59.2%	37.4%	37.7%	157
Wine, Beer & Food Tastings	54.0%	23.5%	23.8%	227
Musical Concerts, Festivals & Attractions	53.8%	32.5%	32.7%	164
Science & Technology Exhibits	49.0%	22.8%	23.1%	212
Casinos	34.1%	25.8%	25.9%	131
Garden Theme Attractions	32.4%	17.4%	17.6%	184
Live Theatre	31.3%	21.0%	21.1%	148
Professional Sporting Events	28.6%	15.5%	15.7%	183
Spas	28.4%	9.8%	10.0%	282
Agro-Tourism	27.6%	15.5%	15.7%	176
High Art Performances	26.4%	10.8%	11.0%	240
Aboriginal Cultural Experiences	22.0%	11.5%	11.6%	190
Comedy Festivals & Clubs	21.1%	10.0%	10.1%	208
Amateur Tournaments	17.6%	11.7%	11.8%	149
Equestrian & Western Events	16.8%	6.5%	6.7%	252
Participatory Historical Activities	11.4%	6.6%	6.7%	170
Literary & Film Festivals	7.6%	2.5%	2.6%	296
National & International Sporting Events	6.5%	3.2%	3.2%	204

Culture and Entertainment Activities Pursued in a Typical Year

Those who participated in an extreme air sport while on trips were quite active in most culture and entertainment pursuits while not traveling. They frequently dine in local restaurants, visit local festivals and fairs and go to local bars with live pop or rock bands. Relative to the average Canadian Pleasure Traveler, they were especially likely to attend local live music performances (e.g., local bars with live pop or rock bands, local rock concerts, jazz clubs) and patronize local live art performances (e.g., classical music concerts, ballet, the opera). They are also more likely to visit local day spas, local art galleries or art shows and local museums. On the other hand, they are less likely than average to visit local farmers' markets and to go gambling in a local casino.

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

	Participated in an Extreme Air Sport	Did Not Participate in an Extreme Air Sport	Pleasure Travelers	Index
Size of Market	207,529	18,231,979	18,439,508	100
Going out to eat in restaurants	95.0%	91.5%	91.5%	104
Going to festivals or fairs	59.5%	61.5%	61.4%	97
Going to bars with live pop or rock bands	51.2%	27.4%	27.7%	185
Going to amateur sporting events	45.8%	41.9%	42.0%	109
Going to art galleries or art shows	44.5%	31.6%	31.8%	140
Going to historic sites or heritage buildings	42.9%	39.3%	39.3%	109
Going to museums	41.6%	32.6%	32.7%	127
Going dancing	39.9%	29.7%	29.9%	134
Going to live theatre	39.0%	34.7%	34.8%	112
Going to pick-your-own farms or farmers' market	37.6%	41.0%	41.0%	92
Going to rock music concerts	37.5%	22.3%	22.4%	167
Going to botanical gardens	34.1%	25.3%	25.4%	135
Going to professional sporting events	33.3%	32.0%	32.1%	104
Going to zoos or aquariums	31.0%	30.4%	30.4%	102
Going to amusement or theme parks	28.6%	28.9%	28.9%	99
Going to classical music concerts	25.0%	16.4%	16.5%	152
Going to day spas	21.6%	13.7%	13.8%	157
Going to the ballet	19.1%	7.2%	7.3%	262
Going to jazz clubs	18.6%	7.4%	7.5%	248
Going to the opera	13.4%	6.5%	6.6%	203
Going to gamble in casinos	13.1%	18.2%	18.1%	72
Staying overnight in a hotel or B&B in own city	12.9%	9.8%	9.9%	130
Going to rodeos	9.2%	7.3%	7.3%	126

Accommodation Stayed In While on a Trip

Those who participated in an extreme air sport while on trips were most likely to stay at public or private campgrounds or seaside, lakeside or riverside resorts in the last two years. They were also twice as likely as the average Canadian Pleasure Traveler to have stayed at a ski or mountain resort as well as some of the more unusual or novel accommodation types (e.g., wilderness campsites or lodges, health spas, farm or guest ranches, houseboats, cooking schools). Their interest in many of the more atypical accommodation types reflects this activity segment’s preference for novelty.

Fig. 10 Accommodation Stayed in While on Trips

	Participated in an Extreme Air Sport	Did Not Participate in an Extreme Air Sport	Pleasure Travelers	Index
Size of Market	207,529	18,231,979	18,439,508	100
A Public Campground in a National, State, Provincial or Municipal Park	39.8%	26.2%	26.4%	151
Seaside Resort	37.7%	20.5%	20.7%	182
A Private Campground	36.3%	18.6%	18.8%	193
Lakeside / Riverside Resort	36.0%	22.2%	22.3%	161
Ski Resort or Mountain Resort	29.9%	13.8%	13.9%	214
A Camp Site in a Wilderness Setting (Not a Campground)	18.5%	8.5%	8.6%	215
Wilderness Lodge You Can Drive to by Car	17.1%	5.5%	5.6%	304
Health Spa	12.8%	5.9%	5.9%	217
Farm or Guest Ranch	11.9%	2.9%	3.0%	390
Country Inn or Resort with Gourmet Restaurant	8.2%	5.1%	5.1%	160
On a Houseboat	6.5%	1.3%	1.4%	480
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	6.0%	4.5%	4.5%	133
Remote or Fly-In Wilderness Lodge	4.9%	1.6%	1.6%	305
Cooking School	0.7%	0.3%	0.4%	211
Wine Tasting School	0.4%	0.3%	0.3%	148
Remote or Fly-In Wilderness Outpost	0.3%	0.6%	0.6%	61

Tours and Cruises Taken During Past Two Years

Those who participated in an extreme air sport while on trips were much more likely than the average Canadian Pleasure Traveler to have taken tours or cruises of all types during the past two years. The most commonly taken tours include sameday tours (both guided and self-guided), scenic countryside drives, city tours and self-guided, multi-location overnight tours. However, this segment's interest in novel experiences is reflected in the fact that they were over five times more likely to have taken an air tour in a helicopter or airplane and a submarine cruise. They were also much more likely than others to have taken wilderness tours, tours of wineries, casinos and factories, freshwater cruises (e.g., Great Lakes cruises) and ocean cruises (e.g., Alaskan cruise).

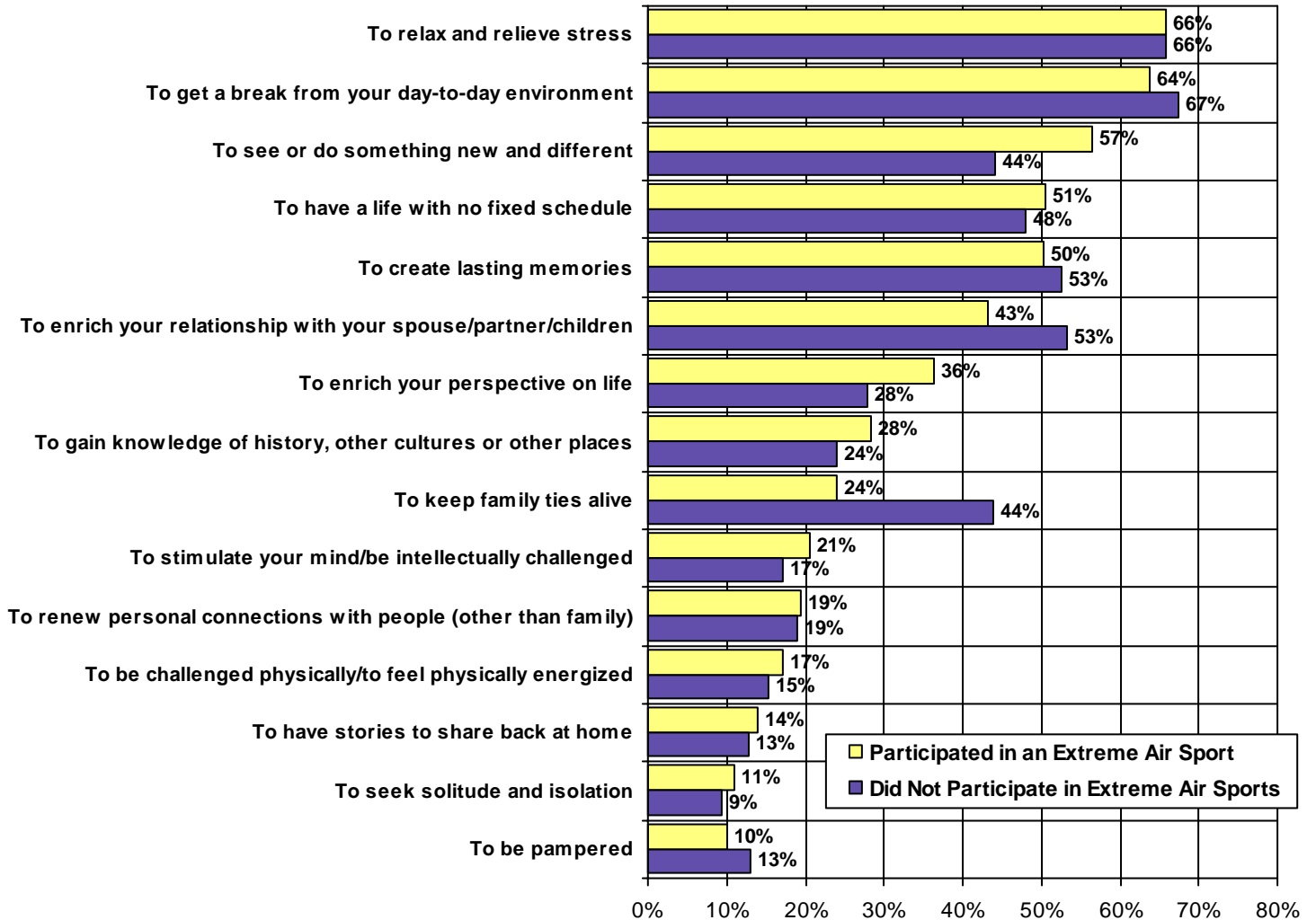
Fig. 11 Tours and Cruises Taken During Past Two Years

	Participated in an Extreme Air Sport	Did Not Participate in an Extreme Air Sport	Pleasure Travelers	Index
Size of Market	207,529	18,231,979	18,439,508	100
A self-guided, sameday tour while on an overnight trip	41.7%	29.1%	29.3%	142
Around the countryside - scenic drives	36.9%	22.3%	22.4%	164
An organized, sameday, guided tour while on an overnight trip	35.9%	22.1%	22.2%	162
Around the city	35.5%	23.2%	23.4%	152
A self-guided, overnight tour where you stayed in different locations	33.0%	17.9%	18.1%	182
Wilderness tour	26.3%	12.9%	13.0%	202
On the water (sightseeing cruise)	22.7%	13.0%	13.1%	174
An organized, overnight, guided tour where you stayed in different locations	21.8%	9.9%	10.1%	216
To a winery	14.8%	5.5%	5.6%	262
In the air as a pilot or passenger of an airplane or helicopter	14.4%	1.8%	1.9%	760
To a casino	11.8%	6.5%	6.5%	181
Some other type of tour	11.7%	9.8%	9.8%	118
An organized, overnight, guided tour where you stayed in a single location	10.5%	7.8%	7.8%	134
Cruise on another lake or river	8.5%	2.3%	2.4%	355
Caribbean ocean cruise	6.5%	5.4%	5.4%	121
Ocean cruise – Other	6.2%	3.3%	3.3%	186
Cruise on the St. Lawrence River	4.4%	1.9%	1.9%	226
To a factory	3.7%	2.6%	2.6%	140
Some other type of cruise	2.9%	1.6%	1.6%	180
Alaskan ocean cruise	2.4%	1.6%	1.6%	147
Great Lakes cruise	1.2%	0.8%	0.8%	157
Submarine cruise	0.7%	0.1%	0.1%	541

Benefits Sought While On a Vacation

Similar to other Canadian Pleasure Travelers, those who participated in an extreme air sport while on a trip take vacations to relax and relieve stress, get a break from their day-to-day environment, see or do something new or different, live without a fixed schedule and create lasting memories. However, relative to other Canadian Pleasure Travelers, this segment is especially likely to seek novelty while on trips (e.g., to see or do something new and different). They are less likely to view vacations as opportunities to enrich family relationships and keep family ties alive.

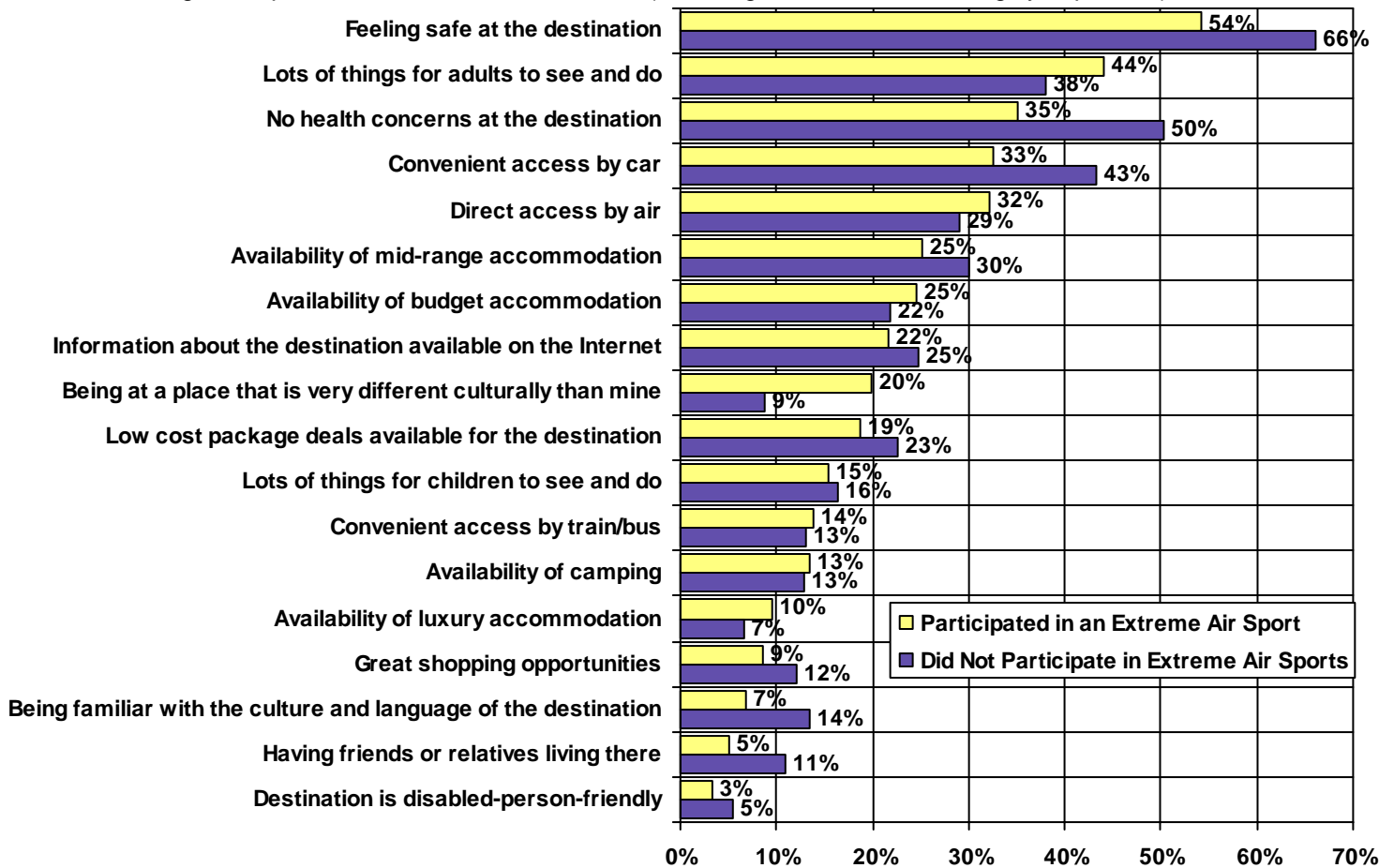
Fig.12 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as “Highly Important”)



Other Attributes of a Destination Considered Important

As with most Canadian Pleasure Travelers, those who participated in an extreme air sport while on trips consider it important to feel safe while on vacation, although to a lesser degree than others. However, they are more likely to consider it important that a destination offers lots of things for adults to see and do and is culturally distinctive from home. They consider it less important than others that a destination has no health concerns, is conveniently accessible by car, has a familiar culture and language and has friends or relatives living nearby.

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



How Destinations are Selected

Those who participated in an extreme air sport while traveling tend to begin planning vacations (and particularly summer vacations) with a particular destination in mind. They are also more likely than other Canadian Pleasure Travelers to look for package deals for summer trips.

For winter vacations, they are more likely than others to begin planning by considering what specific activities they want to do on the trip.

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

	Participated in an Extreme Air Sport	Did Not Participate in an Extreme Air Sport	Pleasure Travelers	Index
Size of Market	207,529	18,231,979	18,439,508	100
Summer				
Started with a desired destination in mind	56.7%	48.4%	48.5%	117
Started by considering specific activities wanted to do	14.3%	13.8%	13.8%	104
Started with a certain type of vacation experience in mind	15.1%	23.8%	23.7%	64
Looked for packaged deals – no destination in mind	2.6%	1.3%	1.3%	198
Considered something else first	1.5%	4.3%	4.3%	35
Don't know / Other	9.7%	8.4%	8.4%	115
Winter				
Started with a desired destination in mind	45.1%	48.7%	48.6%	93
Started by considering specific activities wanted to do	25.9%	15.4%	15.6%	166
Started with a certain type of vacation experience in mind	17.0%	19.3%	19.3%	88
Looked for packaged deals – no destination in mind	1.2%	3.2%	3.2%	38
Considered something else first	4.5%	4.7%	4.7%	96
Don't know / Other	6.3%	8.7%	8.6%	73

Trip Planning and Information Sources Consulted

The majority of those who participated in Extreme Air Sports while on trips were responsible for planning their trips either on their own (45.4%) or with someone else (7.9%). However, relative to the average Canadian Pleasure Traveler, trip planning is much less likely to be a shared responsibility in this segment and more likely to have been undertaken by someone else.

When making vacation plans, those who participated in an extreme air sport while on trips consulted a wider variety of sources than the average Canadian Pleasure Traveler. The majority in this segment use the Internet, word-of-mouth and past experiences to plan trips. However, this segment is particularly more likely to obtain trip planning information from television programs and advertising, newspaper and magazine articles, email newsletters and guidebooks such as Fodor's.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Participated in an Extreme Air Sport	Did Not Participate in an Extreme Air Sport	Pleasure Travelers	Index
Size of Market		207,529	18,231,979	18,439,508	100
Who Plans Trips?	Respondent plans trips	45.4%	42.0%	42.0%	108
	Trip planning a shared responsibility	7.9%	16.5%	16.4%	48
	Someone else plans trips	46.7%	41.5%	41.5%	112
Information Sources Consulted	An Internet website	79.3%	65.1%	65.2%	122
	Past experience / Been there before	56.1%	50.3%	50.4%	111
	Advice of others / Word-of-mouth	55.0%	51.1%	51.1%	108
	Maps	48.6%	32.4%	32.6%	149
	A travel agent	44.2%	34.0%	34.1%	130
	Articles in newspapers / magazines	44.1%	20.6%	20.9%	211
	Visitor information centres	37.0%	23.2%	23.4%	158
	Official travel guides or brochures from state / province	36.3%	25.8%	26.0%	140
	Travel guide books such as Fodor's	23.5%	13.5%	13.6%	172
	Advertisements in newspapers / magazines	17.5%	14.2%	14.3%	122
	Programs on television	16.9%	7.4%	7.5%	225
	An auto club such as CAA	16.3%	17.7%	17.7%	92
	Advertisements on television	9.7%	4.9%	5.0%	194
	Travel information received in the mail	8.1%	8.9%	8.8%	91
	An electronic newsletter or magazine received by e-mail	7.6%	4.1%	4.2%	182
Visits to trade, travel or sports shows	4.5%	3.1%	3.1%	144	

Use of the Internet to Plan and Arrange Trips

Those who participated in an extreme air sport while on trips are more likely than the average Canadian Pleasure Traveler to use the Internet to plan (74.6%) and book (48.9%) travel. The majority in this segment use travel planning or booking websites (e.g., Expedia), airline websites, official tourism websites (e.g., county, region or city websites) and hotel or resort websites. They most often purchased airline tickets and accommodation online, but were much more likely than average to book car rentals and trip packages over the Internet.

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

		Participated in an Extreme Air Sport	Did Not Participate in an Extreme Air Sport	Pleasure Travelers	Index
	Size of Market	207,529	18,231,979	18,439,508	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	25.4%	41.0%	40.8%	62
	Uses Internet to plan trips only	25.7%	22.1%	22.1%	116
	Uses Internet to book part of trip	48.9%	36.9%	37.0%	132
Types of Websites Consulted	A travel planning / booking website	58.2%	45.5%	45.7%	127
	An airline website	55.8%	46.2%	46.3%	120
	A tourism website of a country / region / city	55.3%	49.7%	49.8%	111
	A website of a hotel or resort	53.8%	57.1%	57.0%	94
	A website of an attraction	42.3%	34.4%	34.5%	123
	Some other website	35.6%	27.5%	27.6%	129
	A cruise line website	8.4%	8.1%	8.1%	104
	A motorcoach website	2.7%	2.5%	2.5%	112
Parts of Trips Booked Over The Internet	Air tickets	79.4%	69.3%	69.5%	114
	Accommodation	78.0%	69.0%	69.2%	113
	Car rental	40.8%	26.9%	27.1%	150
	A package containing two or more items	22.1%	15.3%	15.4%	144
	Tickets or fees for specific activities or attractions	19.0%	23.7%	23.6%	80
	Tickets for rail, bus or boat / ship fares	16.5%	15.3%	15.3%	108
	Other	8.3%	3.9%	3.9%	211

Media Consumption Habits

Those who participated in an extreme air sport while on trips are among the heaviest users of travel-related media among the 21 outdoor activity types. They frequently read the travel sections of newspapers, visit travel websites, watch travel shows on television and read travel magazines. This segment may also be effectively targeted through magazines on outdoor activities and sports, science and geography and business, finance and investing. They have above-average interest in modern or alternative rock radio as well as various niche radio formats (e.g., multicultural, classical music, jazz).

Fig. 17 Media Consumption Habits

		Participated in an Extreme Air Sport	Did Not Participate in an Extreme Air Sport	Pleasure Travelers	Index
Size of Market		207,529	18,231,979	18,439,508	100
Newspaper Readership	Reads daily newspaper	85.0%	87.3%	87.3%	97
	Reads weekend edition of newspaper	85.6%	87.3%	87.3%	98
	Reads local neighbourhood or community newspapers	54.1%	61.6%	61.5%	88
	Reads other types of newspapers	19.0%	17.1%	17.2%	111
	Frequently or occasionally reads travel section of daily newspaper	54.6%	45.6%	45.7%	119
	Frequently or occasionally reads travel section of weekend newspaper	62.2%	47.2%	47.3%	131
Types of Magazines Read (Top 5 Indexed)	Outdoor activities/sports	21.9%	12.7%	12.8%	170
	Travel (e.g., Condé Nast)	19.8%	11.7%	11.8%	168
	Science and geography	27.4%	16.5%	16.6%	165
	Business, finance and investing	24.5%	16.2%	16.3%	151
	Automobile and cycle magazines	19.6%	13.3%	13.4%	146
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	43.0%	30.2%	30.3%	142
	Other television shows	35.7%	28.7%	28.8%	124
	History	48.4%	41.7%	41.8%	116
	Shopping channels	5.2%	4.6%	4.6%	112
	Science & nature shows	49.1%	43.8%	43.8%	112
Type of Radio Programs Listened To (Top 5 Indexed)	Multicultural	12.3%	8.3%	8.4%	147
	Classical music	23.5%	17.2%	17.2%	136
	Modern rock / Alternative rock	46.3%	37.0%	37.1%	125
	Jazz / Big band	10.5%	8.7%	8.8%	120
	News / Talk / Information	41.9%	39.4%	39.4%	106
Types of Websites Visited (Top 5 Indexed)	Sites for specific activities or interests	44.6%	35.7%	35.9%	124
	Travel	61.6%	50.4%	50.6%	122
	Weather	62.2%	56.0%	56.1%	111
	Magazine sites	17.0%	16.6%	16.6%	102
	Newspaper sites	31.1%	31.8%	31.8%	98

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



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