

# CANADIAN TRAVEL MARKET

## **Attending High Art Performances While on Trips Of One or More Nights**

### *A Profile Report*

**November 6, 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







## Attending High Art Performances While on Trips

### Market Incidence

Over the last two years, 8.2% of adult Canadians (2,023,840) attended a high art performance while on an out-of-town, overnight trip of one or more nights. Ballet or another type of dance performance (4.5%) and classical music or symphony concerts (4.5%) were attended more often than the opera (1.8%). 0.6% of adult Canadians (136,927) attended all three types of high art performances while on trips in the past two years. Attending a high arts performance while on trips was the 15<sup>th</sup> most frequent culture and entertainment activity type undertaken by Canadian Pleasure Travelers in the past two years. Of those who attended a high art performance, 32.0% (648,399) reported that this activity was the main reason for taking at least one trip in the past two years.

Fig. 1 Incidence of Attending High Art Performances While on Trips<sup>1</sup>

Size of Market	Number Who Attended High Art Performances <sup>2</sup>	Percent Main Reason for Trip <sup>3</sup>	Percent of Pleasure Travelers <sup>4</sup>	Percent of Total Canadian Population <sup>5</sup>
High Art Performances (All Activities)	2,023,840	32.0%	11.0%	8.2%
Ballet or other dance performance	1,116,941	30.5%	6.1%	4.5%
Classical or symphony concert	1,110,272	28.9%	6.0%	4.5%
Opera performance	434,101	37.8%	2.4%	1.8%
Participated in all three activities	136,927	25.1%	0.7%	0.6%

- 1 - "Trips" are defined as out-of-town trips for any purpose involving an overnight stay of one or more nights. Trips NOT involving overnight stays are NOT examined in this report.
- 2 - Defined as individuals who attended a high art performance while on an out-of-town, overnight trip of one or more nights during the past two years and who took at least one out-of-town pleasure trip of one or more nights during the past two years. This column reports the number of individuals who participated in the activity on at least one trip during the last two years.
- 3 - This column reports the percent who participated in each activity who stated that the activity was the main reason for taking at least one trip during the past two years.
- 4 - "Pleasure Travelers" are defined as individuals who have taken at least one out-of-town pleasure trip of one or more nights in the last two years. This column reports the percent of Pleasure Travelers who participated in each activity on at least one trip during the last two years.
- 5 - This column reports the percent of the Total Canadian Adult Market who participated in each activity on a trip during the past two years.

**Incidence by Region**

Those who attended high art performances while on trips are over-represented among Canadian Pleasure Travelers living in Quebec and Ontario. They are least likely to live in the Atlantic Provinces.

Fig. 2 Geographic Distribution of Those Who Attended High Art Performances While on Trips

	Total Population	Estimated Number Who Attended High Art Performances on a Trip	Percent of Pleasure Travelers in Region Who Attended High Art Performances on a Trip	Percent of Total Regional Population Who Attended High Art Performances on a Trip
Canada	24,776,103	2,023,840	11.0%	8.2%
Atlantic Provinces	1,822,494	93,004	7.3%	5.1%
Quebec	5,940,869	533,016	12.7%	9.0%
Ontario	9,671,592	842,530	11.8%	8.7%
Manitoba	843,107	50,882	8.6%	6.0%
Saskatchewan	706,325	45,136	8.3%	6.4%
Alberta	2,465,540	180,784	9.0%	7.3%
British Columbia	3,326,176	278,488	10.5%	8.4%

### Demographic Profile

Those who attended high art performances while on trips are more likely to be female (60.4%). They are over-represented among 18 to 24 year olds as well as those 55 or older, and in particular, Young Singles, Mature Couples and Mature Singles. They are the second best-educated of the 21 culture and entertainment activity types (45.9% university degree) and their household incomes are above-average (\$77,969).

Fig. 3 Demographic Profile of Those Who Attended High Art Performances on Trips Relative to All Canadian Pleasure Travelers

Attribute	Size of Market	Attended High Art Performances	Did Not Attend High Art Performances <sup>1</sup>	Pleasure Travelers	Index <sup>2</sup>
		2,023,840	16,415,669	18,439,508	100
Gender	Male	39.6%	50.0%	48.8%	81
	Female	60.4%	50.0%	51.2%	118
Age of Respondent	18 to 24	16.3%	12.4%	12.8%	127
	25 to 34	16.0%	19.7%	19.3%	83
	35 to 44	15.4%	21.2%	20.5%	75
	45 to 54	18.1%	20.6%	20.3%	89
	55 to 64	17.3%	13.8%	14.1%	122
	65 Plus	16.9%	12.4%	12.9%	131
Average Age		46.0	44.3	44.5	N/A
Marital Status	Not married	38.9%	31.4%	32.2%	121
	Married	61.1%	68.6%	67.8%	90
Parental Status	No children under 18	77.9%	70.3%	71.1%	110
	Children under 18	22.1%	29.7%	28.9%	76
Education	High school or less	23.7%	37.8%	36.2%	66
	Some post-secondary	11.0%	11.2%	11.2%	98
	Post-secondary diploma/certificate	19.4%	22.2%	21.9%	89
	University degree	45.9%	28.8%	30.7%	149
Household Income	Under \$20,000	4.4%	5.9%	5.7%	77
	\$20,000 to \$39,999	12.9%	14.7%	14.5%	89
	\$40,000 to \$59,999	15.3%	16.7%	16.5%	92
	\$60,000 to \$79,999	15.3%	15.2%	15.2%	100
	\$80,000 to \$99,999	11.2%	12.3%	12.2%	91
	\$100,000 or more	28.4%	22.1%	22.8%	124
	Not stated	12.6%	13.0%	13.0%	97
Average Household Income		\$77,969	\$72,192	\$72,829	N/A

- 1 - Defined as individuals who took at least one out-of-town, pleasure trip of one or more nights in the last two years but did not attend a high art performance on any trip. The numbers of Attended High Art Performances and Did Not Attend High Art Performances equal the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for Attended High Art Performances in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which Attended High Art Performances 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)

High Art Performance Attendees are more frequent out-of-country travelers than the majority of the other activity types. They were the 3<sup>rd</sup> most likely of the 21 culture and entertainment types to have visited the United States (64.9%), the 3<sup>rd</sup> most likely to have taken a trip to the Caribbean (25.2%) and the 2<sup>nd</sup> most likely to have traveled overseas (46.1%). However, they were only the 11<sup>th</sup> most likely to have visited Mexico (16.2%).

Their domestic travel is relatively average compared to the other culture and entertainment activity types. They were only the 14<sup>th</sup> most likely to have taken a trip within their own province or region (89.8%), the 8<sup>th</sup> most likely to have traveled to an adjacent province or region (57.3%) and the 10<sup>th</sup> most likely to have visited a non-adjacent province or region (38.9%). Ontario (62.8%) and Quebec (50.4%) were the most common destinations. However, in relative terms, this segment was particularly more likely than average to have visited Quebec and the Northern Territories.

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

	Attended High Art Performances	Did Not Attend High Art Performances	Pleasure Travelers	Index
Size of Market	2,023,840	16,415,669	18,439,508	100
Canada	95.4%	94.7%	94.8%	101
Took a trip within own province / region	89.8%	85.4%	85.9%	105
Took a trip to an adjacent province / region	57.3%	47.5%	48.6%	118
Took a trip to non-adjacent province / region	38.9%	30.5%	31.4%	124
Newfoundland and Labrador	4.0%	4.3%	4.3%	92
Prince Edward Island	7.9%	7.1%	7.2%	111
New Brunswick	12.9%	11.7%	11.8%	109
Nova Scotia	14.5%	12.5%	12.7%	114
Quebec	50.4%	37.5%	38.9%	129
Ontario	62.8%	52.4%	53.5%	117
Manitoba	10.3%	9.0%	9.2%	113
Saskatchewan	12.0%	11.3%	11.4%	105
Alberta	29.5%	25.4%	25.8%	114
British Columbia	35.4%	30.1%	30.6%	116
Yukon	1.5%	0.9%	1.0%	148
Northwest Territories	0.9%	0.6%	0.7%	139
Nunavut	0.4%	0.3%	0.3%	151
United States	64.9%	48.9%	50.7%	128
Mexico	16.2%	11.9%	12.4%	131
Caribbean	25.2%	14.4%	15.6%	161
All other destinations	46.1%	20.9%	23.6%	195

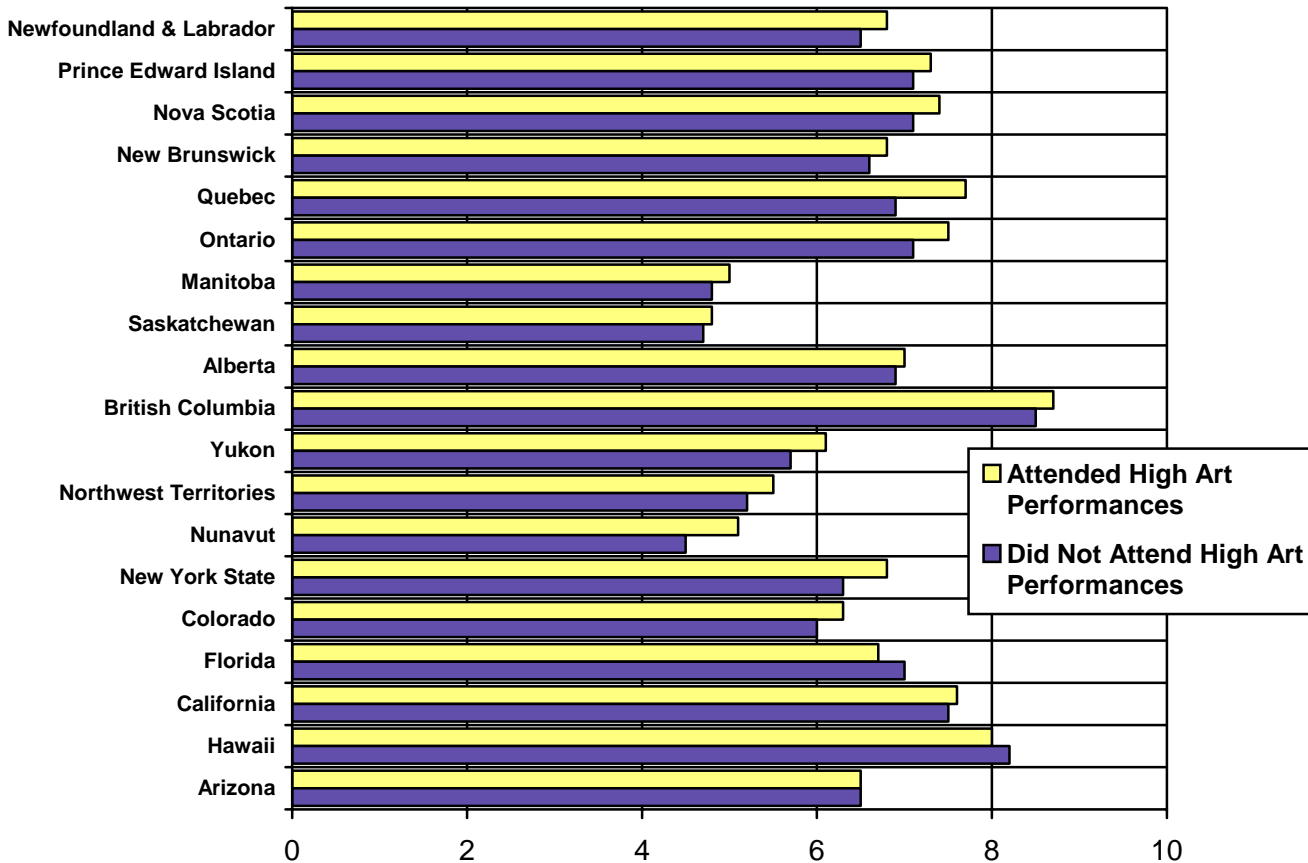
**Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories**

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 attended high art performances while on trips have a more favourable impression of most Canadian destinations than other Canadian Pleasure Travelers, and especially Quebec and Ontario. British Columbia (8.7) was rated as the most appealing destination followed by Quebec (7.7), Ontario (7.5) and Nova Scotia (7.4).

They also have a more positive impression of New York State, and to a lesser extent, Colorado. With the exception of Florida, the appeal of the other U.S. reference states was similar to that of other Canadian Pleasure travelers. The relatively positive appeal of Ontario, Quebec and New York State may reflect the fact that these destinations are prime centers for high art entertainment.

Fig. 5 Overall Appeal Ratings of Provinces, Territories and Selected U.S. States on a 10-Point Appeal Rating Scale (Higher Scores=More Appealing)



### Other Culture and Entertainment Activities Pursued While on Trips

Those who attended high art performances were very active in culture and entertainment pursuits while traveling. They frequently went shopping and dining and visited historical sites, museums and galleries. Relative to the average Canadian Pleasure Traveler, they were especially likely to patronize other forms of live art performances (e.g., live theatre, comedy festivals and clubs, musical concerts) in addition to high art performances.

They were also more likely to attend literary and film festivals and take part in educational, participatory activities (e.g., participatory historical activities, aboriginal cultural experiences) while on trips. Garden-themed attractions and wine, beer and food tastings were also popular travel activities within this activity segment.

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

	Attended High Art Performances	Did Not Attend High Art Performances	Pleasure Travelers	Index
Size of Market	2,023,840	16,415,669	18,439,508	100
Shopping & Dining	94.3%	81.5%	82.9%	114
Historical Sites, Museums & Art Galleries	83.8%	55.2%	58.3%	144
Musical Concerts, Festivals & Attractions	64.6%	28.8%	32.7%	197
Fairs & Festivals	58.9%	35.1%	37.7%	156
Live Theatre	54.6%	17.0%	21.1%	259
Theme Parks & Exhibits	54.1%	37.3%	39.2%	138
Science & Technology Exhibits	42.5%	20.8%	23.1%	184
Wine, Beer & Food Tastings	41.9%	21.6%	23.8%	176
Garden Theme Attractions	37.4%	15.2%	17.6%	213
Casinos	33.2%	25.0%	25.9%	128
Agro-Tourism	25.8%	14.4%	15.7%	165
Aboriginal Cultural Experiences	22.9%	10.2%	11.6%	197
Professional Sporting Events	22.6%	14.8%	15.7%	144
Comedy Festivals & Clubs	21.3%	8.8%	10.1%	210
Spas	21.3%	8.7%	10.0%	212
Amateur Tournaments	19.8%	10.8%	11.8%	168
Participatory Historical Activities	12.9%	5.9%	6.7%	192
Equestrian & Western Events	11.8%	6.0%	6.7%	177
Literary & Film Festivals	10.1%	1.7%	2.6%	391
National & International Sporting Events	6.2%	2.8%	3.2%	192

**Culture and Entertainment Activities Pursued in a Typical Year**

Those who attended high art performances while on trips are also very active in local culture and entertainment activities while not traveling. They frequent dine in local restaurants, visit local festivals and fairs and go to local art galleries and art shows, local museums and local historical sites. Relative to the average Canadian Pleasure Traveler, they are especially likely to patronize high arts within their community including the opera, the ballet, classical music concerts, jazz clubs and live theatre. However, this activity segment was less likely than average to attend professional sporting events or rodeos or go to a local casino to gamble.

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

	Attended High Art Performances	Did Not Attend High Art Performances	Pleasure Travelers	Index
Size of Market	2,023,840	16,415,669	18,439,508	100
Going out to eat in restaurants	94.0%	91.2%	91.5%	103
Going to festivals or fairs	70.9%	60.3%	61.4%	115
Going to live theatre	61.9%	31.4%	34.8%	178
Going to art galleries or art shows	60.1%	28.3%	31.8%	189
Going to museums	57.5%	29.7%	32.7%	176
Going to historic sites or heritage buildings	57.3%	37.1%	39.3%	146
Going to classical music concerts	49.8%	12.4%	16.5%	301
Going to pick-your-own farms or farmers' market	47.2%	40.2%	41.0%	115
Going to amateur sporting events	42.4%	41.9%	42.0%	101
Going to botanical gardens	40.8%	23.5%	25.4%	161
Going dancing	39.7%	28.6%	29.9%	133
Going to zoos or aquariums	35.4%	29.8%	30.4%	116
Going to bars with live pop or rock bands	31.2%	27.3%	27.7%	113
Going to professional sporting events	30.2%	32.3%	32.1%	94
Going to amusement or theme parks	28.4%	28.9%	28.9%	98
Going to the ballet	28.1%	4.7%	7.3%	386
Going to the opera	27.0%	4.1%	6.6%	409
Going to rock music concerts	22.1%	22.5%	22.4%	98
Going to day spas	21.6%	12.8%	13.8%	157
Going to jazz clubs	18.3%	6.2%	7.5%	243
Going to gamble in casinos	16.3%	18.3%	18.1%	90
Staying overnight in a hotel or B&B in own city	13.3%	9.5%	9.9%	134
Going to rodeos	6.0%	7.5%	7.3%	83

**Outdoor Activities Pursued While on Trips**

High art performance attendees were also quite active in outdoor activities while they traveled. The majority participated in ocean activities (e.g., sunbathing, swimming in ocean) and went wildlife viewing, boating and swimming and hiking, climbing and paddling while on trips. Relative to the average Canadian Pleasure Traveler, this activity segment was especially active in physical fitness activities (e.g., exercising and jogging, cycling) and skilled outdoor activities (e.g., sailing & surfing, cross-country skiing and snowshoeing, downhill skiing and snowboarding, individual sports such as tennis) while on trips. They were less likely than others to go hunting and fishing while traveling.

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

	Attended High Art Performances	Did Not Attend High Art Performances	Pleasure Travelers	Index
<b>Size of Market</b>	<b>2,023,840</b>	<b>16,415,669</b>	<b>18,439,508</b>	<b>100</b>
Ocean Activities (e.g., swimming in ocean, sunbathing)	64.6%	46.6%	48.5%	133
Wildlife Viewing	58.9%	39.1%	41.2%	143
Boating & Swimming (e.g., motorboating, swimming in lakes)	54.6%	39.4%	41.1%	133
Hiking, Climbing & Paddling	50.8%	32.0%	34.1%	149
Sports & Games (e.g., tennis, board games)	37.2%	20.9%	22.7%	164
Exercising & Jogging	33.2%	13.7%	15.9%	209
Cycling	24.2%	12.2%	13.5%	179
Golfing	23.0%	17.7%	18.3%	126
Fishing	22.0%	23.8%	23.6%	93
Downhill Skiing & Snowboarding	21.3%	13.8%	14.6%	146
Cross-country Skiing & Snowshoeing	21.0%	7.9%	9.3%	225
Skating (e.g., ice skating, rollerblading)	19.2%	11.1%	12.0%	160
Team Sports (e.g., hockey, baseball)	15.7%	10.8%	11.4%	138
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	12.7%	5.5%	6.3%	202
Snowmobiling & ATVing	11.9%	11.3%	11.3%	105
Horseback Riding	8.8%	4.4%	4.9%	180
Freshwater Scuba & Snorkeling	6.3%	2.6%	3.0%	208
Wilderness Activities (e.g., wilderness skills course)	4.6%	2.1%	2.4%	194
Hunting	3.6%	4.8%	4.7%	77
Motorcycling	3.5%	2.9%	3.0%	117
Extreme Air Sports (e.g., parachuting)	2.7%	0.9%	1.1%	240

**Outdoor Activities Pursued in a Typical Year**

Those who attended high art performances were moderately active in most outdoor activities while not traveling. They frequently go on day outings to parks and picnicking, swim, exercise, hike, cycle and garden at home. Relative to the average Canadian Pleasure Traveler, they were especially active in fitness-related activities (e.g., jogging, exercising at a fitness club or at home) as well as skilled summer (e.g., canoeing and kayaking, racquet sports) and winter activities (e.g., cross-country skiing, downhill skiing). However, they are much less likely than others to go hunting, fishing, snowmobiling and ATVing and also have below-average participation rates in camping, golfing and skateboarding.

Fig. 9 Outdoor Activities Pursued in a Typical Year

	Attended High Art Performances	Did Not Attend High Art Performances	Pleasure Travelers	Index
<b>Size of Market</b>	<b>2,023,840</b>	<b>16,415,669</b>	<b>18,439,508</b>	<b>100</b>
Day outing to a park	72.4%	66.2%	66.9%	108
Swimming	71.5%	58.9%	60.3%	119
Exercising at home or at a fitness club	69.7%	59.9%	61.0%	114
Gardening	62.6%	59.4%	59.8%	105
Picnicking	62.6%	51.9%	53.1%	118
Hiking	58.8%	47.5%	48.8%	121
Cycling	50.9%	43.5%	44.3%	115
Camping	35.1%	39.0%	38.6%	91
Jogging	30.8%	23.2%	24.1%	128
Ice-skating	29.3%	28.4%	28.5%	103
Sailing or other boating	28.3%	22.9%	23.4%	121
Golfing	26.3%	29.7%	29.4%	89
Canoeing or kayaking	25.0%	15.9%	16.9%	148
Fishing	23.9%	29.9%	29.3%	82
Playing racquet sports (e.g., tennis or badminton)	23.3%	18.6%	19.1%	122
Playing team sports	22.9%	23.0%	22.9%	100
Downhill skiing	20.7%	15.6%	16.2%	128
Cross-country skiing	19.7%	11.6%	12.5%	158
Rollerblading	15.6%	14.2%	14.4%	109
Riding an all-terrain vehicle (ATV)	10.0%	14.8%	14.3%	70
Horseback riding	9.4%	6.5%	6.8%	138
Snowmobiling	6.1%	10.2%	9.8%	63
Snowboarding	5.3%	5.0%	5.0%	105
Hunting	5.2%	8.1%	7.7%	67
Skateboarding	1.5%	1.6%	1.6%	92

**Accommodation Stayed In While on a Trip**

Those who attended high art performances while on trips were more likely than the average Canadian Pleasure Traveler to have stayed at resorts (seaside resorts, lakeside or riverside resorts, ski or mountain resorts) in the past two years. This segment was also much more likely than others to have stayed at health spas and accommodation that specializes in fine cuisine (e.g., country inn or resort with gourmet restaurant, cooking school, wine-tasting school).

Fig. 10 Accommodation Stayed in While on Trips

	Attended High Art Performances	Did Not Attend High Art Performances	Pleasure Travelers	Index
Size of Market	2,023,840	16,415,669	18,439,508	100
Seaside Resort	35.6%	18.9%	20.7%	172
Lakeside / Riverside Resort	34.0%	20.9%	22.3%	152
A Public Campground in a National, State, Provincial or Municipal Park	29.7%	25.9%	26.4%	113
Ski Resort or Mountain Resort	21.4%	13.0%	13.9%	153
A Private Campground	19.9%	18.6%	18.8%	106
Health Spa	13.0%	5.1%	5.9%	219
Country Inn or Resort with Gourmet Restaurant	10.8%	4.4%	5.1%	212
A Camp Site in a Wilderness Setting (Not a Campground)	9.4%	8.5%	8.6%	110
Wilderness Lodge You Can Drive to by Car	8.7%	5.2%	5.6%	154
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	5.3%	4.4%	4.5%	119
Farm or Guest Ranch	4.4%	2.9%	3.0%	144
Remote or Fly-In Wilderness Lodge	2.6%	1.5%	1.6%	166
On a Houseboat	2.2%	1.3%	1.4%	161
Cooking School	1.2%	0.2%	0.4%	352
Remote or Fly-In Wilderness Outpost	0.8%	0.5%	0.6%	144
Wine Tasting School	0.7%	0.2%	0.3%	259

### Tours and Cruises Taken During Past Two Years

High art performance attendees were also very active in tours and cruises in the past two years. They were most likely to have taken self-guided and organized sameday tours, city tours and scenic drives in the countryside. However, relative to the average Canadian Pleasure Traveler, they were especially likely to have taken freshwater and ocean cruises (e.g., Caribbean cruise, cruise on a lake or river) during the past two years. They were also more likely than others to have taken tours of wineries, factories and casinos and air tours in airplanes or helicopters.

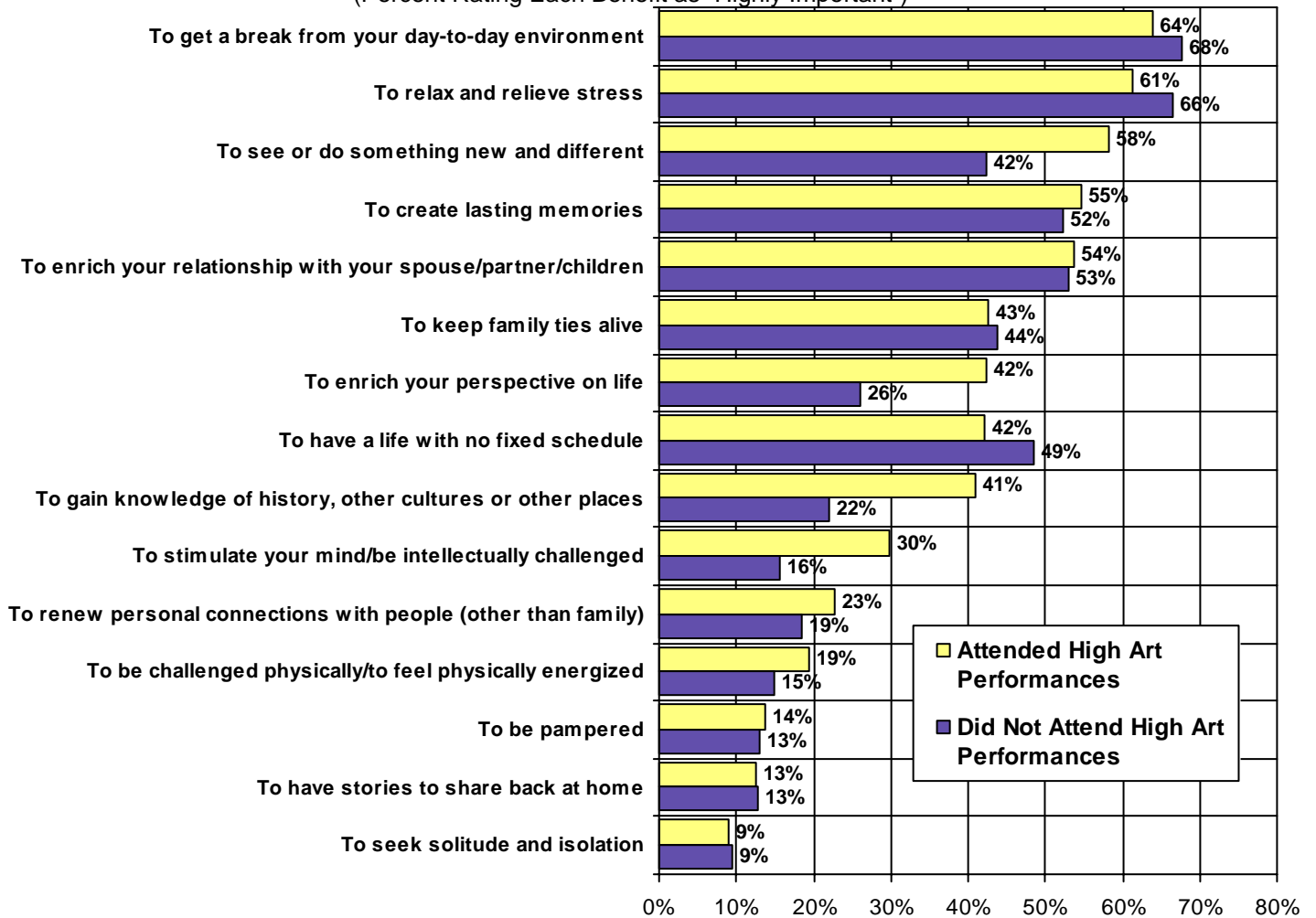
Fig. 11 Tours and Cruises Taken During Past Two Years

	Attended High Art Performances	Did Not Attend High Art Performances	Pleasure Travelers	Index
Size of Market	2,023,840	16,415,669	18,439,508	100
A self-guided, sameday tour while on an overnight trip	45.0%	27.3%	29.3%	154
Around the city	37.6%	21.6%	23.4%	161
Around the countryside - scenic drives	37.0%	20.6%	22.4%	165
An organized, sameday, guided tour while on an overnight trip	35.5%	20.6%	22.2%	160
A self-guided, overnight tour where you stayed in different locations	30.7%	16.6%	18.1%	170
On the water (sightseeing cruise)	24.5%	11.7%	13.1%	188
An organized, overnight, guided tour where you stayed in different locations	21.2%	8.7%	10.1%	211
Wilderness tour	19.3%	12.2%	13.0%	149
Some other type of tour	15.9%	9.1%	9.8%	161
An organized, overnight, guided tour where you stayed in a single location	13.8%	7.1%	7.8%	176
Caribbean ocean cruise	11.1%	4.7%	5.4%	206
To a winery	10.6%	5.0%	5.6%	187
To a casino	10.5%	6.0%	6.5%	161
Ocean cruise – Other	8.2%	2.7%	3.3%	248
In the air as a pilot or passenger of an airplane or helicopter	5.1%	1.5%	1.9%	267
To a factory	4.8%	2.4%	2.6%	180
Cruise on another lake or river	4.5%	2.1%	2.4%	191
Cruise on the St. Lawrence River	2.8%	1.8%	1.9%	146
Some other type of cruise	2.4%	1.5%	1.6%	152
Alaskan ocean cruise	2.3%	1.5%	1.6%	142
Great Lakes cruise	1.5%	0.7%	0.8%	191
Submarine cruise	0.3%	0.1%	0.1%	239

### Benefits Sought While On a Vacation

As with most Canadian Pleasure Travelers, those who attended high art performances take vacations to get a break from their day-to-day environment, to relax and relieve stress, to see or do something new and different, to create lasting memories and to enrich family relationships. However, relative to other Canadian Pleasure Travelers, this activity segment is especially likely to seek vacations that offer novelty (e.g., to see or do something new and different), intellectual stimulation (e.g., enriching their perspective on life) and opportunities to learn (e.g., gaining knowledge of the history and culture of a destination).

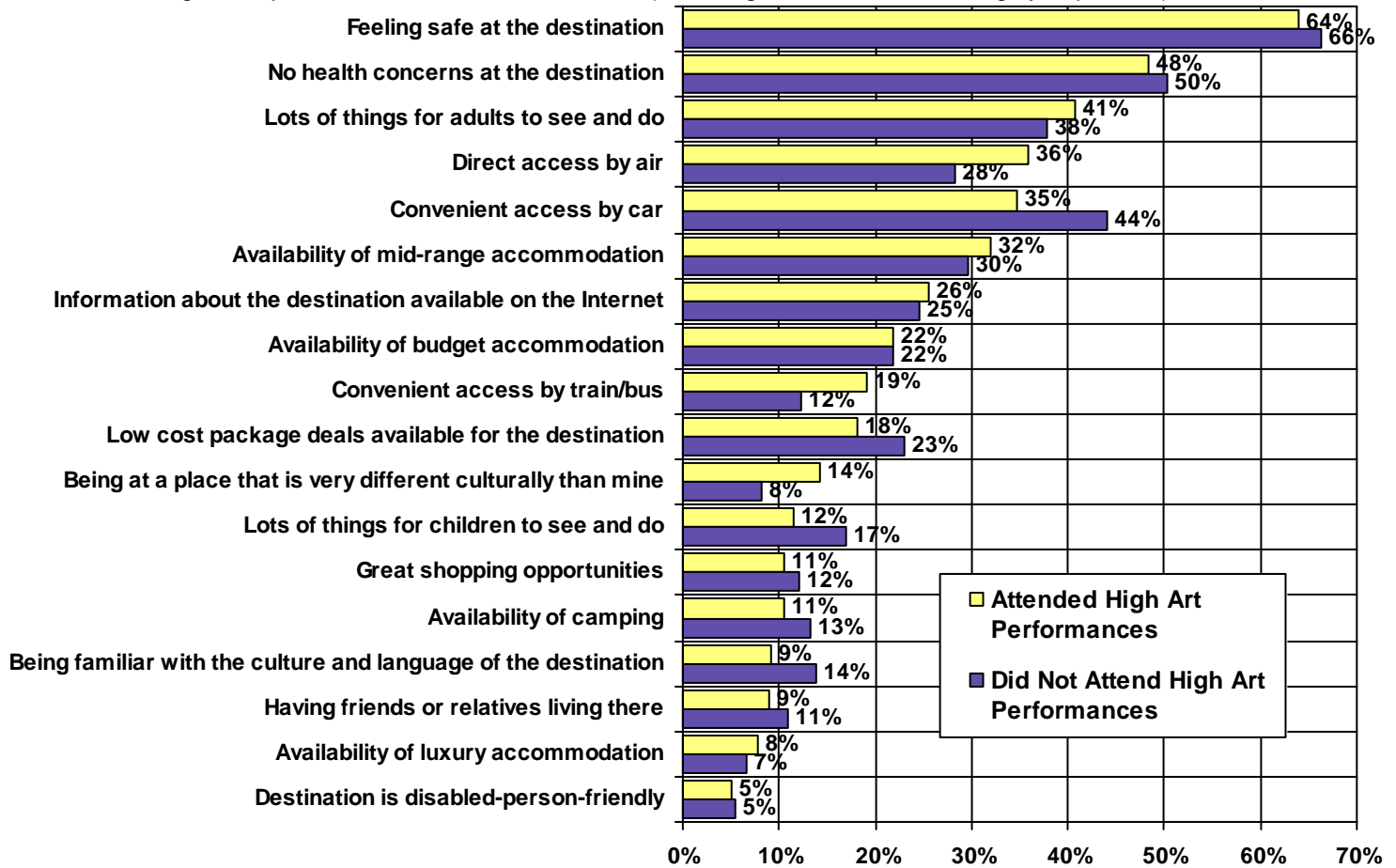
Fig.12 Benefits Sought While On a Vacation  
(Percent Rating Each Benefit as "Highly Important")



### Other Attributes of a Destination Considered Important

As with most Canadian Pleasure Travelers, those who attended high art performances while on trips consider it important that they feel safe at a destination. However, relative to other Canadian Pleasure Travelers, this activity segment values destinations that are culturally distinctive and that are directly accessible by air, bus or train. Conversely, they are less concerned whether a destination has lots of things for children to see and do and is conveniently accessible by car.

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



**How Destinations are Selected**

Similar to the average Canadian Pleasure Traveler, those who attended high art performances while on trips tend to start planning vacations with a particular destination in mind. They are next most likely to select a trip destination with a certain type of vacation experience in mind. For summer trips, this activity segment may be especially responsive to discount travel packages.

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

	Attended High Art Performances	Did Not Attend High Art Performances	Pleasure Travelers	Index
Size of Market	2,023,840	16,415,669	18,439,508	100
<b>Summer</b>				
Started with a desired destination in mind	53.6%	47.8%	48.5%	111
Started by considering specific activities wanted to do	13.8%	13.8%	13.8%	100
Started with a certain type of vacation experience in mind	21.6%	24.0%	23.7%	91
Looked for packaged deals - no destination in mind	1.7%	1.3%	1.3%	130
Considered something else first	3.9%	4.3%	4.3%	91
Don't know / Other	5.4%	8.8%	8.4%	65
<b>Winter</b>				
Started with a desired destination in mind	48.7%	48.6%	48.6%	100
Started by considering specific activities wanted to do	17.8%	15.3%	15.6%	114
Started with a certain type of vacation experience in mind	20.2%	19.2%	19.3%	105
Looked for packaged deals - no destination in mind	3.2%	3.2%	3.2%	101
Considered something else first	3.9%	4.8%	4.7%	84
Don't know / Other	6.2%	9.0%	8.6%	71

**Trip Planning and Information Sources Consulted**

The majority of those who attended high art performances while on trips were responsible for planning their trips either on their own (46.5%) or with someone else (13.4%). When making vacation plans, those in this activity segment consult a much wider range of sources than the average Canadian Pleasure Traveler. The majority use the Internet, word-of-mouth, past experiences and travel agents to plan travel. Relative to the average Canadian Pleasure Traveler, those who attended a high art performance are especially likely to obtain travel information from travel guidebooks such as Fodor's, travel agents, programs on television, articles in newspapers and magazines and travel information received either electronically or in the mail.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Attended High Art Performances	Did Not Attend High Art Performances	Pleasure Travelers	Index
Size of Market		2,023,840	16,415,669	18,439,508	100
Who Plans Trips?	Respondent plans trips	46.5%	41.5%	42.0%	111
	Trip planning a shared responsibility	13.4%	16.8%	16.4%	82
	Someone else plans trips	40.1%	41.7%	41.5%	97
Information Sources Consulted	An Internet website	76.3%	63.9%	65.2%	117
	Advice of others / Word-of-mouth	60.7%	49.9%	51.1%	119
	Past experience / Been there before	58.7%	49.4%	50.4%	116
	A travel agent	51.3%	32.0%	34.1%	150
	Maps	44.6%	31.0%	32.6%	137
	Official travel guides or brochures from state / province	39.1%	24.3%	26.0%	151
	Articles in newspapers/magazines	35.4%	19.0%	20.9%	170
	Visitor information centres	34.9%	21.9%	23.4%	149
	Travel guide books such as Fodor's	29.0%	11.7%	13.6%	213
	An auto club such as CAA	25.1%	16.7%	17.7%	142
	Advertisements in newspapers / magazines	21.4%	13.4%	14.3%	150
	Travel information received in the mail	14.3%	8.2%	8.8%	161
	Programs on television	13.4%	6.8%	7.5%	178
	An electronic newsletter or magazine received by e-mail	6.6%	3.9%	4.2%	158
	Advertisements on television	6.5%	4.8%	5.0%	129
Visits to trade, travel or sports shows	4.9%	2.9%	3.1%	156	

**Use of the Internet to Plan and Arrange Trips**

Those who attended high art performances while on trips are more likely than the average Canadian Pleasure Traveler to use the Internet to plan (71.2%) and book (51.1%) travel. In fact, this activity segment was the 5<sup>th</sup> most likely of the 21 culture and entertainment activity types to use the Internet to arrange travel. The majority use hotel or resort websites, airline websites, official tourism websites of specific countries, regions or cities and travel planning or booking websites (e.g., Expedia). They are also more likely than others to use cruise line websites and motorcoach websites. They are most likely to purchase airline tickets and accommodation online. However, they are more likely than others to purchase tickets online for travel by rail, bus or boat / ship as well as tickets for specific activities and attractions.

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

		Attended High Art Performances	Did Not Attend High Art Performances	Pleasure Travelers	Index
	<b>Size of Market</b>	2,023,840	16,415,669	18,439,508	100
<b>Percent Using Internet to Plan or Book Travel</b>	Does not use the Internet	28.8%	42.3%	40.8%	70
	Uses Internet to plan trips only	20.1%	22.4%	22.1%	91
	Uses Internet to book part of trip	51.1%	35.3%	37.0%	138
<b>Types of Websites Consulted</b>	A website of a hotel or resort	60.8%	56.4%	57.0%	107
	An airline website	57.5%	44.6%	46.3%	124
	A tourism website of a country / region / city	56.4%	48.8%	49.8%	113
	A travel planning / booking website	52.4%	44.7%	45.7%	115
	A website of an attraction	44.4%	33.0%	34.5%	129
	Some other website	28.4%	27.5%	27.6%	103
	A cruise line website	13.8%	7.2%	8.1%	171
A motorcoach website	4.2%	2.2%	2.5%	169	
<b>Parts of Trips Booked Over The Internet</b>	Air tickets	78.4%	67.9%	69.5%	113
	Accommodation	75.1%	68.1%	69.2%	109
	Car rental	32.8%	26.1%	27.1%	121
	Tickets or fees for specific activities or attractions	30.5%	22.4%	23.6%	129
	Tickets for rail, bus or boat / ship fares	24.4%	13.7%	15.3%	159
	A package containing two or more items	15.1%	15.5%	15.4%	98
	Other	4.9%	3.7%	3.9%	126

### Media Consumption Habits

Those who attended high art performances while on trips are avid consumers of travel-related media including the travel sections of newspapers, travel magazines, travel websites and travel shows on television. They may also be effectively targeted through classical music, jazz and multicultural radio stations, business, finance and investing magazines, science and geography magazines and news and current events media.

Fig. 17 Media Consumption Habits

		Attended High Art Performances	Did Not Attend High Art Performances	Pleasure Travelers	Index
Size of Market		2,023,840	16,415,669	18,439,508	100
Newspaper Readership	Reads daily newspaper	89.9%	86.9%	87.3%	103
	Reads weekend edition of newspaper	90.3%	86.9%	87.3%	103
	Reads local neighbourhood or community newspapers	62.1%	61.5%	61.5%	101
	Reads other types of newspapers	25.8%	16.1%	17.2%	150
	Frequently or occasionally reads travel section of daily newspaper	57.6%	44.3%	45.7%	126
	Frequently or occasionally reads travel section of weekend newspaper	63.2%	45.4%	47.3%	134
Types of Magazines Read (Top 5 Indexed)	Business, finance and investing	26.0%	15.1%	16.3%	160
	Science and geography	25.7%	15.5%	16.6%	155
	Travel (e.g., Condé Nast)	17.8%	11.0%	11.8%	152
	Magazines about your city	18.2%	11.2%	12.0%	151
	Regional magazines	11.1%	7.5%	7.9%	142
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	37.4%	29.4%	30.3%	123
	History	47.0%	41.2%	41.8%	112
	Shopping channels	5.1%	4.5%	4.6%	110
	Biography	46.1%	41.9%	42.3%	109
	Other television shows	30.7%	28.5%	28.8%	107
Type of Radio Programs Listened To (Top 5 Indexed)	Classical music	41.6%	14.2%	17.2%	241
	Jazz / Big band	17.4%	7.7%	8.8%	198
	Multicultural	15.6%	7.5%	8.4%	186
	News / Talk / Information	49.5%	38.2%	39.4%	126
	Soft music / Adult contemporary	30.0%	25.2%	25.7%	116
Types of Websites Visited (Top 5 Indexed)	Newspaper sites	39.7%	30.8%	31.8%	125
	Travel	61.8%	49.1%	50.6%	122
	Magazine sites	19.6%	16.2%	16.6%	118
	Network news sites (e.g., CBC, CNN)	42.5%	35.3%	36.1%	118
	Health	47.8%	42.9%	43.5%	110

Appendix One Canadian TAMS 2006 Culture and Entertainment Segmentation		
Activity Segment	Activities in Segment	
Historical Sites, Museums & Art Galleries	Well-known Historic Sites or Buildings	Well-known Natural Wonders
	Other Historic Sites, Monuments and Buildings	Historical Replicas of Cities or Towns With Historic Re-Enactments
	Strolling Around a City to Observe Buildings and Architecture	Museum - Military /War Museums
	Museum - General History or Heritage Museums	Art Galleries
		Paleontological/Archaeological Sites
Shopping & Dining	Shop Or Browse - Bookstore or Music Store	Shop Or Browse – Antiques
	Shop Or Browse - Clothing, Shoes and Jewellery	Shop Or Browse - Gourmet Foods in Retail Stores
	Shop Or Browse - Local Arts & Crafts Studios or Exhibitions	Shop Or Browse - Greenhouse or Garden Centre
	Dining - Restaurants Offering Local Ingredients and Recipes	High-End Restaurants with an International Reputation
	Went to Local Outdoor Cafes	Other High-End Restaurants
Aboriginal Cultural Experiences	Aboriginal Cuisine (Tasted or Sampled)	Aboriginal Arts and Crafts Shows
	Aboriginal Heritage Attractions (e.g., Museums, Interpretive Centres)	Aboriginal Cultural Experiences in a Remote or Rural Setting
	Aboriginal Festivals & Events (e.g., Powwows)	Aboriginal Outdoor Adventure and /or Sports
Fairs & Festivals	Farmers' Markets or Country Fairs	Firework Displays
	Carnivals	Ethnic Festivals
	Exhibition or Fairs	Food /Drink Festivals
Science & Technology Exhibits	Science or Technology Museums	Children's Museums
	Science & Technology Theme Parks	Went to an Imax Movie Theatre
	Planetarium	
Theme Parks & Exhibits	Amusement Park	Aquariums
	Water Theme Park	Zoos
	Movie Theme Park	Entertainment Farms (e.g., Corn Maze, Petting Zoo)
	Wax Museums	
High Art Performances	Classical or Symphony Concert	Ballet or Other Dance Performances
	Opera	
Professional Sporting Events	Professional Football Games	Professional Golf Tournaments
	Professional Basketball Games	Professional Ice Hockey Games
	Professional Baseball Games	Professional Soccer Games
Live Theatre	Live Theatre	Live Theatre with Dinner
	Theatre Festivals	
Literary & Film Festivals	Literary Festivals or Events	International Film Festivals
Tastings	Went to Wineries for Day Visits and Tasting	Cooking /Wine Tasting Courses
	Went to Breweries for Day Visits and Tasting	Visited Food Processing Plants (e.g., Cheese Factory)
Casinos	Went to a Casino	
Spas	Day Visit to a Health & Wellness Spas while on an Overnight Trip	
Participatory Historical Activities	Historical Re-Enactments (as an Actor)	Interpretive Program at a Historic Site or National /Provincial Park
	Curatorial Tours	Archaeological Digs
Equestrian & Western Events	Equine (Horse) Competitions	Western Theme Events (e.g., Rodeos)
	Horse Races	

<b>Appendix One</b>		
<b>Canadian TAMS 2006 Culture and Entertainment Segmentation</b>		
<b>Activity Segment</b>	<b>Activities in Segment</b>	
<b>Agro-Tourism</b>	Dining At A Farm	Harvesting and /or Other Farm Operations
	Went Fruit Picking at Farms or Open Fields	
<b>National &amp; International Sporting Events</b>	Curling Bonspiel	National /International Sporting Events such as the Olympic Games
	Professional Figure Skating	
<b>Gardens Theme Attractions</b>	Garden Theme Park	Botanical Gardens
<b>Amateur Tournaments</b>	Amateur Sports Tournaments and Competitions	Amateur Tournaments and Competitions other than Sports-related
<b>Musical Concerts, Festivals &amp; Attractions</b>	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
<b>Comedy Festivals &amp; Clubs</b>	Comedy Festivals	Stand-up Comedy Clubs & Other Variety Shows

**Appendix Two: Canadian TAMS 2006 Outdoor Activity Segmentation**

Appendix Two: Canadian TAMS 2006 Outdoor Activity Segmentation		
Activity Segment	Activities in Segment	
Golfing	Played During a Stay at a Golf Resort with Overnight Stay	Golf Tour Package to Play on Various Courses
	Played an Occasional Game While on a Trip	
Hunting	Hunting for Small Game	Hunting for Birds
	Hunting for Big Game	
Fishing	Fresh-Water Fishing	Salt-Water Fishing
	Ice Fishing	Trophy Fishing
Wildlife Viewing	Viewing Land Based Animals	Bird Watching
	Whale Watching & Other Marine Life	Visited National, Provincial /State Park
	Wildflowers /Flora Viewing	Viewing Northern Lights
Hiking, Climbing & Paddling	Mountain Climbing /Trekking	Fresh Water Kayaking /Canoeing
	Rock Climbing	Ocean Kayaking / Canoeing
	Hiking /Backpacking in Wilderness Setting With Overnight Camping or Lodging	Same Day Hiking Excursion While on a Trip of 1+ Nights
		White Water Rafting
Boating & Swimming	Motorboating	Swimming in Lakes
	Water Skiing	
Ocean Activities	Swimming in Oceans	Snorkeling in Sea /Ocean
	Sunbathing, Sitting on a Beach	Scuba Diving in Sea/Ocean
Sailing & Surfing	Sailing	Parasailing
	Wind Surfing	Kite Surfing
Freshwater Scuba & Snorkeling	Scuba Diving in Lakes /Rivers	Snorkeling in Lakes /Rivers
Exercising & Jogging	Working Out in Fitness Centre	Jogging or Exercising Outdoors
Cycling	Overnight Touring Trip	Recreational - Same Day Excursion
	Mountain Biking	
Motorcycling	Overnight Touring Trip	Same Day Excursion
Horseback Riding	With an Overnight Stop	Same Day Excursion
Snowmobiling & ATVing	All Terrain Vehicle - Overnight Touring Trip	Snowmobiling As an Overnight Touring Trip
	All Terrain Vehicle - Same Day Excursion	Snowmobiling Day Use on Organized Trail
Downhill Skiing & Snowboarding	Snowboarding	Downhill Skiing
Cross-country Skiing & Snowshoeing	Cross-country Skiing	Cross-country or Back Country as an Overnight Touring Trip
	Snowshoeing	
Wilderness Activities	Wilderness Skills Courses	Dog Sledding
	Ice Climbing	
Skating	Ice Skating	In-Line /Rollerblading
Extreme Air Sports	Parachuting	Hot Air Ballooning
	Hang Gliding	
Team Sports	Ice Hockey	Curling
	Football	Basketball
	Baseball or Softball	Soccer
Sports & Games	Board Games	Badminton
	Volleyball	Tennis
	Beach Volleyball	Mini-Golf
	Bowling	