

CANADIAN TRAVEL MARKET

Visiting Historical Sites, Museums and Art Galleries While on Trips Of One or More Nights

A Profile Report

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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
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Visiting Historical Sites, Museums & Art Galleries While on Trips

Executive Summary

Over the last two years, 43.4% (10,751,004) of adult Canadians visited a historical site, museum or art gallery while on an out-of-town, overnight trip of one or more nights. Visiting historic sites and buildings was the most popular activity (e.g., strolling around a city, 30.6%, well-known sites & buildings, 22.5%, other sites & monuments, 18.5%), followed by viewing natural wonders (18.1%) and visiting general history museums (17.4%), art galleries (14.5%), historical replicas (7.9%), military museums (7.1%) and paleontological or archaeological sites (5.4%). Other than shopping and dining, visiting historical sites, museums and art galleries was the most common activity undertaken by Canadian Pleasure Travelers while on trips in the past two years. Of those who visited historical sites, museums and galleries, 29.2% (3,138,722) reported that this activity was the main reason for taking at least one trip.

Demographically, travelers who visited historical sites, museums and art galleries are similar to the average Canadian Pleasure Traveler in terms of gender, age and marital status. However, their level of education and household incomes (\$76,691) are slightly above-average. They are over-represented in Ontario, British Columbia and Alberta.

Those who visited historical sites, museums and art galleries while on trips are less frequent travelers than many other culture and entertainment activity types. They were the 18th most likely of the 21 culture and entertainment activity types to have taken a trip within their own province or region (88.3%), the 15th most likely to have traveled to an adjacent province or region (54.9%) and the 13th most likely to have visited a non-adjacent province or region (36.8%). Their out-of-country travel is also below-average. They were the 19th most likely to have visited the United States (56.2%), the 14th most likely to have visited Mexico (14.7%), the 13th most likely to have taken a trip to the Caribbean (16.7%) and the 9th most likely to have traveled overseas (30.7%).

Those who visited historical sites, museums and art galleries while on trips are more likely to patronize live art performances (e.g., live theatre, live arts) and visit a wide array of educational attractions (e.g., science & technology exhibits) while on trips. They are also quite active in outdoor activities and especially those that are nature-based (e.g., wildlife viewing, hiking, climbing & paddling). They seek vacation destinations that are intellectually stimulating, novel and provide learning opportunities.

Relative to the average Canadian Pleasure Traveler, this activity segment is an average user of the Internet to plan (68.3%) and book (45.4%) travel. However, they are above-average consumers of travel media and can also be effectively targeted through science and nature media, history and biography media and current events media.

Visiting Historical Sites, Museums & Art Galleries While on Trips

Market Incidence

Over the last two years, 43.5% of adult Canadians (10,751,004) visited a historical site, museum or art gallery while on an out-of-town, overnight trip of one or more nights. Strolling around a city observing buildings or architecture (30.6%) was the most popular activity. Visiting well-known historic sites or buildings (22.5%), other historic sites or monuments (18.5%), well-known natural wonders (18.1%), general history or heritage museums (17.4%), and art galleries (14.5%) were also popular activities. Less frequent activities in the category include visiting historical replicas of cities or towns with re-enactments (7.9%), military or war museums (7.1%) and paleontological or archaeological sites (5.4%). Other than shopping and dining, visiting historical sites, museums and art galleries was the most common activity undertaken by Canadian Pleasure Travelers while on trips in the past two years. Of those who visited historical sites, museums and art galleries, 29.2% (3,138,722) reported that this activity was the main reason for taking at least one trip in the past two years.

Fig. 1 Incidence of Visiting Historical Sites, Museums & Art Galleries While on Trips¹

	Number of Historical Site Museum & Art Gallery Visitors ²	Percent Main Reason for Trip ³	Percent of Pleasure Travelers ⁴	Percent of Total Canadian Population ⁵
Size of Market	10,751,004	3,138,722	18,439,508	24,776,103
Historical Sites, Museums & Art Galleries (All Activities)	10,751,004	29.2%	58.3%	43.4%
Strolling around a city observing buildings/architecture	7,588,140	20.1%	41.2%	30.6%
Well-known historic sites/buildings	5,570,857	20.5%	30.2%	22.5%
Other historic sites/monuments/buildings	4,580,244	17.4%	24.8%	18.5%
Well-known natural wonders	4,493,497	26.0%	24.4%	18.1%
General history/heritage museums	4,322,702	16.4%	23.4%	17.4%
Art galleries	3,592,304	17.5%	19.5%	14.5%
Historical replicas of cities/towns with historic re-enactments	1,945,284	25.0%	10.5%	7.9%
Military/War museums	1,756,649	16.7%	9.5%	7.1%
Paleontological/Archaeological sites	1,326,229	24.1%	7.2%	5.4%
Participated in all nine activities	112,524	13.0%	0.6%	0.5%

- 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 visited a historical site, museum or art gallery while on an out-of-town trip of one or more nights during the past two years and who took at least one out-of-town pleasure trip of one or more nights during the past two years. This column reports the number of individuals who participated in the activity on at least one trip during the last two years.
- 3 - This column reports the percent who participated in each activity who stated that the activity was the main reason for taking at least one trip during the past two years.
- 4 - "Pleasure Travelers" are defined as individuals who have taken at least one out-of-town pleasure trip of one or more nights in the last two years. This column reports the percent of Pleasure Travelers who participated in each activity on at least one trip during the last two years.
- 5 - This column reports the percent of the Total Canadian Adult Market who participated in each activity on a trip during the past two years.

Incidence by Region

Those who visited a historical sites, museums and art galleries while traveling are more likely to live in Ontario, British Columbia and Alberta. They are least likely to live in Saskatchewan and Manitoba.

Fig. 2 Geographic Distribution of Those Who Visited Historical Sites, Museums & Art Galleries While on Trips

	Total Population	Estimated Number Who Visited Historical Sites, Museums & Art Galleries on a Trip	Percent of Pleasure Travelers in Region Who Visited Historical Sites, Museums & Art Galleries on a Trip	Percent of Total Regional Population Who Visited Historical Sites, Museums & Art Galleries on a Trip
Canada	24,776,103	10,751,004	58.3%	47.1%
Atlantic Provinces	1,822,494	724,160	57.1%	43.4%
Quebec	5,940,869	2,245,873	53.5%	41.4%
Ontario	9,671,592	4,234,742	59.1%	47.5%
Manitoba	843,107	313,884	52.7%	40.5%
Saskatchewan	706,325	288,788	53.3%	45.3%
Alberta	2,465,540	1,264,450	63.1%	55.0%
British Columbia	3,326,176	1,679,106	63.1%	54.2%

Demographic Profile

Travelers who visited historical sites, museums and art galleries are quite similar to the average Canadian Pleasure Traveler in terms of gender, age, marital status and parental status. However, they are slightly more likely to have a university degree (37.3%) and their household incomes (\$76,691) are slightly above-average.

Fig. 3 Demographic Profile of Historical Site, Museum & Gallery Visitors Relative to All Canadian Pleasure Travelers

Attribute	Size of Market	Visited Historical Sites Museums & Art Galleries	Did Not Visit Historical Sites, Museums & Art Galleries ¹	Pleasure Travelers	Index ²
		10,751,004	7,688,504	18,439,508	100
Gender	Male	47.5%	50.7%	48.8%	97
	Female	52.5%	49.3%	51.2%	103
Age of Respondent	18 to 24	13.2%	12.3%	12.8%	103
	25 to 34	19.3%	19.2%	19.3%	100
	35 to 44	19.6%	21.8%	20.5%	96
	45 to 54	21.2%	19.1%	20.3%	104
	55 to 64	14.8%	13.2%	14.1%	105
	65 Plus	11.8%	14.4%	12.9%	92
Average Age		44.3	44.8	44.5	N/A
Marital Status	Not married	32.1%	32.4%	32.2%	100
	Married	67.9%	67.6%	67.8%	100
Parental Status	No children under 18	73.0%	68.4%	71.1%	103
	Children under 18	27.0%	31.6%	28.9%	93
Education	High school or less	29.7%	45.3%	36.2%	82
	Some post-secondary	11.9%	10.1%	11.2%	107
	Post-secondary diploma/certificate	21.0%	23.2%	21.9%	96
	University degree	37.3%	21.4%	30.7%	122
Household Income	Under \$20,000	4.5%	7.5%	5.7%	78
	\$20,000 to \$39,999	12.6%	17.1%	14.5%	87
	\$40,000 to \$59,999	16.2%	17.0%	16.5%	98
	\$60,000 to \$79,999	15.8%	14.4%	15.2%	104
	\$80,000 to \$99,999	12.8%	11.3%	12.2%	105
	\$100,000 or more	25.9%	18.4%	22.8%	114
	Not stated	12.1%	14.2%	13.0%	93
Average Household Income		\$76,691	\$67,300	\$72,829	N/A

- 1 - Those who "Did Not Visit Historical Sites, Museums & Art Galleries" are 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 visit a historical site, museum or art gallery on any trip. The number of History, Museum & Gallery Visitors and Non-Visitors equals the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent who Visited Historical Sites, Museums & Art Galleries in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which Visitors 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 visited historical sites, museums and art galleries while on trips are less frequent travelers than the other culture and entertainment activity types. They were the 18th most likely of the 21 culture and entertainment activity types to have taken a trip within their own province or region (88.3%), the 15th most likely to have traveled to an adjacent province or region (54.9%) and the 13th most likely to have visited a non-adjacent province or region (36.8%). While Ontario (58.0%), Quebec (42.0%), British Columbia (35.9%) and Alberta (29.8%) were the most common destinations, they are over-represented among travelers in the Atlantic Provinces and the Northern Territories.

Their out-of-country travel is also below-average. They were the 19th most likely to have visited the United States (56.2%), the 14th most likely to have traveled to Mexico (14.7%), the 13th most likely to have taken a trip to the Caribbean (16.7%) and the 9th most likely to have taken an overseas trip (30.7%) in the past two years.

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

	Visited Historical Sites, Museums & Art Galleries	Did Not Visit Historical Sites, Museums & Art Galleries	Pleasure Travelers	Index
Size of Market	10,751,004	7,688,504	18,439,508	100
Canada	95.8%	93.3%	94.8%	101
Took a trip within own province / region	88.3%	82.5%	85.9%	103
Took a trip to an adjacent province / region	54.9%	39.7%	48.6%	113
Took a trip to non-adjacent province / region	36.8%	23.9%	31.4%	117
Newfoundland and Labrador	5.0%	3.4%	4.3%	116
Prince Edward Island	8.7%	5.1%	7.2%	121
New Brunswick	14.3%	8.4%	11.8%	121
Nova Scotia	14.7%	9.8%	12.7%	116
Quebec	42.0%	34.6%	38.9%	108
Ontario	58.0%	47.2%	53.5%	108
Manitoba	10.3%	7.5%	9.2%	113
Saskatchewan	12.8%	9.4%	11.4%	113
Alberta	29.8%	20.3%	25.8%	115
British Columbia	35.9%	23.3%	30.6%	117
Yukon	1.3%	0.6%	1.0%	131
Northwest Territories	0.8%	0.4%	0.7%	128
Nunavut	0.4%	0.2%	0.3%	126
United States	56.2%	42.9%	50.7%	111
Mexico	14.7%	9.2%	12.4%	118
Caribbean	16.7%	14.1%	15.6%	107
All other destinations	30.7%	13.8%	23.6%	130

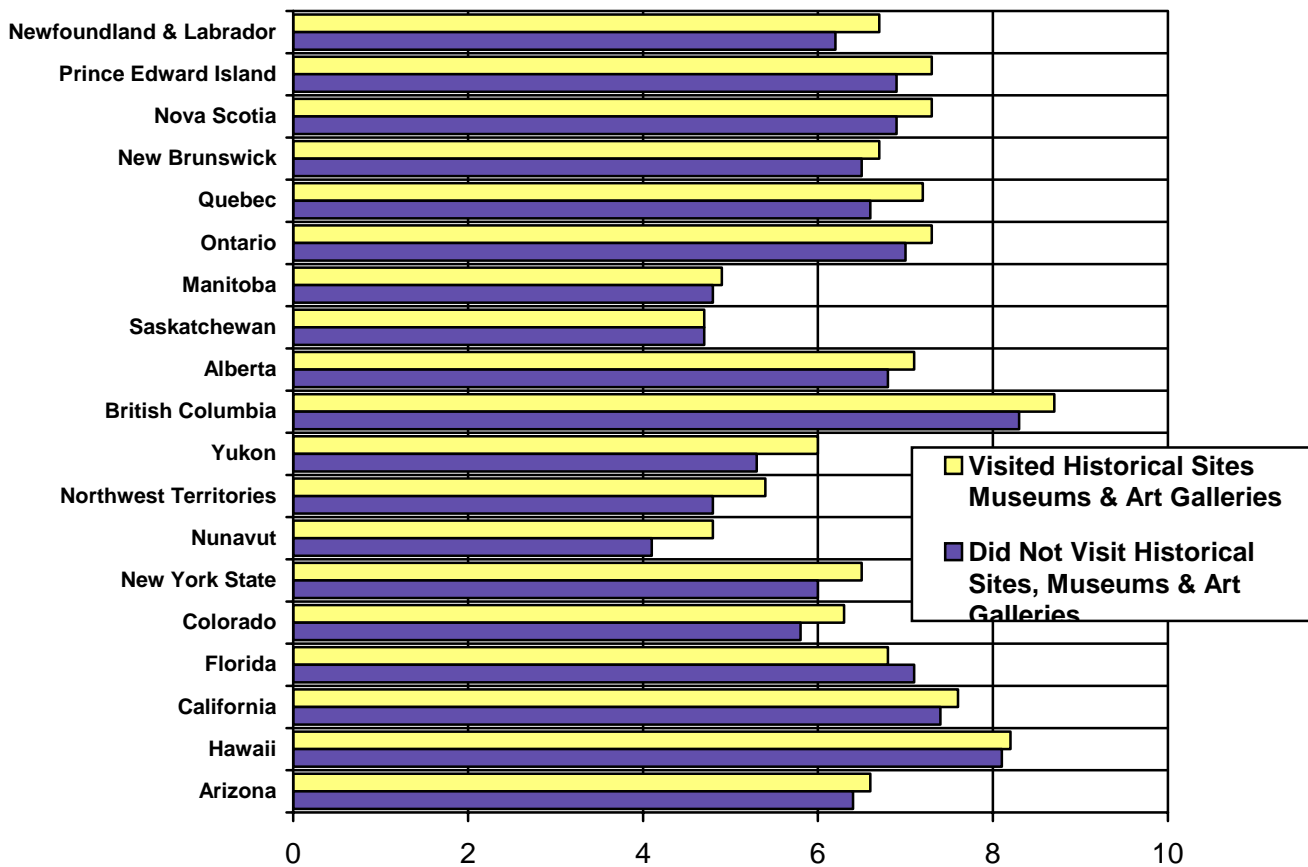
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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 visited historical sites, museums and art galleries have a more favourable impression of most Canadian destinations than other Canadian Pleasure Travelers. British Columbia (8.7) was perceived as the most appealing destination followed by Nova Scotia (7.3), Prince Edward Island (7.3) and Ontario (7.3).

They also have a more favourable impression of many of the U.S. reference states than others. Hawaii (8.2) received the highest rating from this segment. New York State and Colorado were perceived as more appealing while Florida was slightly less appealing.

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 visited historical sites, museums and art galleries were quite active in culture and entertainment pursuits while on a trip. They were especially more likely than the average Canadian Pleasure Traveler to patronize live art performances (e.g., high arts, live theatre, comedy festivals and clubs) and to visit a wide array of educational exhibits and attractions (e.g., science & technology exhibits, garden theme attractions). They were also more likely to have taken part in participatory educational activities (aboriginal cultural experiences, participatory historical activities) while on trips. They also enjoyed literary and film festivals, wine, beer and food tastings and spas while traveling.

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

	Visited Historical Sites Museums & Art Galleries	Did Not Visit Historical Sites, Museums & Art Galleries	Pleasure Travelers	Index
Size of Market	10,751,004	7,688,504	18,439,508	100
Shopping & Dining	93.2%	68.5%	82.9%	112
Theme Parks & Exhibits	47.9%	26.9%	39.2%	122
Fairs & Festivals	47.8%	23.5%	37.7%	127
Musical Concerts, Festivals & Attractions	41.7%	20.2%	32.7%	127
Science & Technology Exhibits	33.1%	9.3%	23.1%	143
Wine, Beer & Food Tastings	32.7%	11.3%	23.8%	137
Casinos	30.0%	20.3%	25.9%	116
Live Theatre	27.9%	11.5%	21.1%	132
Garden Theme Attractions	26.1%	5.7%	17.6%	148
Agro-Tourism	20.1%	9.5%	15.7%	128
Professional Sporting Events	18.9%	11.2%	15.7%	121
Aboriginal Cultural Experiences	17.0%	4.0%	11.6%	147
High Art Performances	15.8%	4.3%	11.0%	144
Amateur Tournaments	14.3%	8.3%	11.8%	121
Spas	13.5%	5.2%	10.0%	134
Comedy Festivals & Clubs	13.2%	5.8%	10.1%	130
Participatory Historical Activities	10.3%	1.6%	6.7%	155
Equestrian & Western Events	8.7%	3.8%	6.7%	131
Literary & Film Festivals	3.9%	0.7%	2.6%	152
National & International Sporting Events	3.9%	2.3%	3.2%	121

Culture and Entertainment Activities Pursued in a Typical Year

Those who visited historical sites, museums and art galleries while traveling are also more active in local culture and entertainment pursuits when not on trips. They frequently dine in local restaurants and visit local festivals and fairs. Relative to the average Canadian Pleasure Traveler, they were especially likely to attend local live art performances (e.g., classical music concerts, jazz clubs, ballet and opera) and visit local historic sites or heritage buildings, museums and art galleries. On the other hand, they were less likely than others to go gambling in local casinos.

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

	Visited Historical Sites, Museums & Art Galleries	Did Not Visit Historical Sites, Museums & Art Galleries	Pleasure Travelers	Index
Size of Market	10,751,004	7,688,504	18,439,508	100
Going out to eat in restaurants	93.6%	88.6%	91.5%	102
Going to festivals or fairs	67.4%	53.1%	61.4%	110
Going to historic sites or heritage buildings	49.9%	24.5%	39.3%	127
Going to pick-your-own farms or farmers' market	44.7%	35.8%	41.0%	109
Going to museums	43.1%	18.2%	32.7%	132
Going to amateur sporting events	42.8%	40.8%	42.0%	102
Going to art galleries or art shows	41.5%	18.2%	31.8%	131
Going to live theatre	41.3%	25.7%	34.8%	119
Going to professional sporting events	33.3%	30.3%	32.1%	104
Going to zoos or aquariums	32.6%	27.4%	30.4%	107
Going dancing	32.2%	26.6%	29.9%	108
Going to botanical gardens	30.3%	18.5%	25.4%	119
Going to bars with live pop or rock bands	30.1%	24.4%	27.7%	109
Going to amusement or theme parks	29.3%	28.3%	28.9%	101
Going to rock music concerts	24.6%	19.5%	22.4%	109
Going to classical music concerts	21.4%	9.7%	16.5%	130
Going to gamble in casinos	16.5%	20.3%	18.1%	91
Going to day spas	15.5%	11.4%	13.8%	112
Staying overnight in a hotel or B&B in own city	10.7%	8.7%	9.9%	109
Going to jazz clubs	10.3%	3.7%	7.5%	136
Going to the ballet	9.7%	3.9%	7.3%	133
Going to the opera	8.8%	3.5%	6.6%	133
Going to rodeos	7.5%	7.1%	7.3%	102

Outdoor Activities Pursued While on Trips

Those who visited historical sites, museums and art galleries were moderately active in outdoor pursuits while on trips (albeit to a lesser extent than many of the other culture and entertainment activity types). The majority went sunbathing and swimming in oceans and wildlife viewing while on trips. Relative to the average Canadian Pleasure Traveler, they were especially likely to participate in nature-oriented outdoor activities (e.g., wildlife viewing, hiking, climbing and paddling, horseback riding). They were also more likely to exercise and jog, cycle, go freshwater scuba and snorkeling and go sailing and surfing while on trips. However, they were less likely than others to go hunting.

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

	Visited Historical Sites, Museums & Art Galleries	Did Not Visit Historical Sites, Museums & Art Galleries	Pleasure Travelers	Index
Size of Market	10,751,004	7,688,504	18,439,508	100
Ocean Activities (e.g., swimming in ocean, sunbathing)	57.1%	36.5%	48.5%	118
Wildlife Viewing	54.8%	22.3%	41.2%	133
Boating & Swimming (e.g., motorboating, swimming in lakes)	47.2%	32.6%	41.1%	115
Hiking, Climbing & Paddling	44.6%	19.4%	34.1%	131
Sports & Games (e.g., tennis, board games)	28.3%	14.9%	22.7%	124
Fishing	23.6%	23.6%	23.6%	100
Exercising & Jogging	21.0%	8.7%	15.9%	132
Golfing	19.8%	16.3%	18.3%	108
Downhill Skiing & Snowboarding	17.3%	10.9%	14.6%	118
Cycling	17.3%	8.2%	13.5%	128
Skating (e.g., ice skating, rollerblading)	14.3%	8.7%	12.0%	119
Cross-country Skiing & Snowshoeing	11.9%	5.6%	9.3%	128
Team Sports (e.g., hockey, baseball)	11.7%	10.8%	11.4%	103
Snowmobiling & ATVing	11.7%	10.8%	11.3%	103
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	8.3%	3.5%	6.3%	131
Horseback Riding	6.4%	2.8%	4.9%	131
Freshwater Scuba & Snorkeling	4.1%	1.5%	3.0%	137
Hunting	3.9%	5.9%	4.7%	83
Wilderness Activities (e.g., wilderness skills course)	3.5%	0.8%	2.4%	147
Motorcycling	3.4%	2.4%	3.0%	114
Extreme Air Sports (e.g., parachuting)	1.6%	0.5%	1.1%	138

Outdoor Activities Pursued in a Typical Year

While not traveling, the level of activity in outdoor pursuits of those who visited historical sites, museums and art galleries are comparable to the average Canadian Pleasure Traveler. As with most Canadian Pleasure Travelers, the majority go on day outings to parks and picnicked, exercise at home or at a fitness club, swim, garden and go hiking. However, this activity segment is more likely than others to go canoeing and kayaking, hiking and cross-country skiing while not on trips.

Fig. 9 Outdoor Activities Pursued in a Typical Year

	Visited Historical Sites, Museums & Art Galleries	Did Not Visit Historical Sites, Museums & Art Galleries	Pleasure Travelers	Index
Size of Market	10,751,004	7,688,504	18,439,508	100
Day outing to a park	72.7%	58.8%	66.9%	109
Exercising at home or at a fitness club	65.4%	54.8%	61.0%	107
Swimming	63.6%	55.6%	60.3%	105
Gardening	63.5%	54.6%	59.8%	106
Picnicking	57.6%	46.7%	53.1%	109
Hiking	55.8%	39.0%	48.8%	114
Cycling	47.0%	40.6%	44.3%	106
Camping	38.6%	38.6%	38.6%	100
Ice-skating	28.9%	27.9%	28.5%	102
Golfing	28.9%	30.0%	29.4%	99
Jogging	26.9%	20.1%	24.1%	112
Fishing	26.7%	32.9%	29.3%	91
Sailing or other boating	24.3%	22.2%	23.4%	104
Playing team sports	23.4%	22.2%	22.9%	102
Playing racquet sports (e.g., tennis or badminton)	21.2%	16.3%	19.1%	111
Canoeing or kayaking	19.8%	12.8%	16.9%	117
Downhill skiing	17.6%	14.2%	16.2%	109
Rollerblading	15.1%	13.4%	14.4%	105
Cross-country skiing	14.3%	9.9%	12.5%	115
Riding an all-terrain vehicle (ATV)	12.4%	16.8%	14.3%	87
Snowmobiling	8.5%	11.6%	9.8%	87
Horseback riding	7.4%	6.1%	6.8%	108
Hunting	6.0%	10.1%	7.7%	78
Snowboarding	5.5%	4.4%	5.0%	109
Skateboarding	1.6%	1.6%	1.6%	98

Accommodation Stayed In While on a Trip

Those who visited historical sites, museums and art galleries were most likely to have stayed in public or private campgrounds, seaside resorts and lakeside or riverside resorts while on trips during the last two years. Of these accommodation types, they were especially likely to have stayed at a seaside resort.

Fig. 10 Accommodation Stayed in While on Trips

	Visited Historical Sites, Museums & Art Galleries	Did Not Visit Historical Sites, Museums & Art Galleries	Pleasure Travelers	Index
Size of Market	10,751,004	7,688,504	18,439,508	100
A Public Campground in a National, State, Provincial or Municipal Park	30.6%	20.5%	26.4%	116
Seaside Resort	27.3%	11.5%	20.7%	132
Lakeside / Riverside Resort	27.1%	15.7%	22.3%	121
A Private Campground	21.0%	15.7%	18.8%	112
Ski Resort or Mountain Resort	17.6%	8.8%	13.9%	126
A Camp Site in a Wilderness Setting (Not a Campground)	10.2%	6.3%	8.6%	119
Health Spa	7.3%	4.1%	5.9%	123
Wilderness Lodge You Can Drive to by Car	6.8%	4.0%	5.6%	121
Country Inn or Resort with Gourmet Restaurant	6.6%	2.9%	5.1%	131
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	5.4%	3.2%	4.5%	121
Farm or Guest Ranch	3.8%	2.0%	3.0%	125
Remote or Fly-In Wilderness Lodge	2.0%	1.0%	1.6%	128
On a Houseboat	1.8%	0.8%	1.4%	129
Remote or Fly-In Wilderness Outpost	0.8%	0.3%	0.6%	133
Cooking School	0.5%	0.1%	0.4%	144
Wine Tasting School	0.3%	0.2%	0.3%	109

Tours and Cruises Taken During Past Two Years

Those who visited historical sites, museums and art galleries while traveling took many different types of tours and cruises in the last two years. They most often took sameday tours (both guided and self-guided), city tours and scenic drives in the countryside. However, relative to the average Canadian Pleasure Traveler, they were especially likely to have taken overnight, multi-location and single-location tours (both guided and self-guided) as well as tours of wineries and factories and air tours in an airplane or helicopter. This culture and entertainment activity type was also more likely than average to have taken freshwater cruises (e.g., Great Lakes cruises, cruises on a river or lake), and to a lesser extent, ocean cruises (e.g., Caribbean cruises, Alaskan cruises).

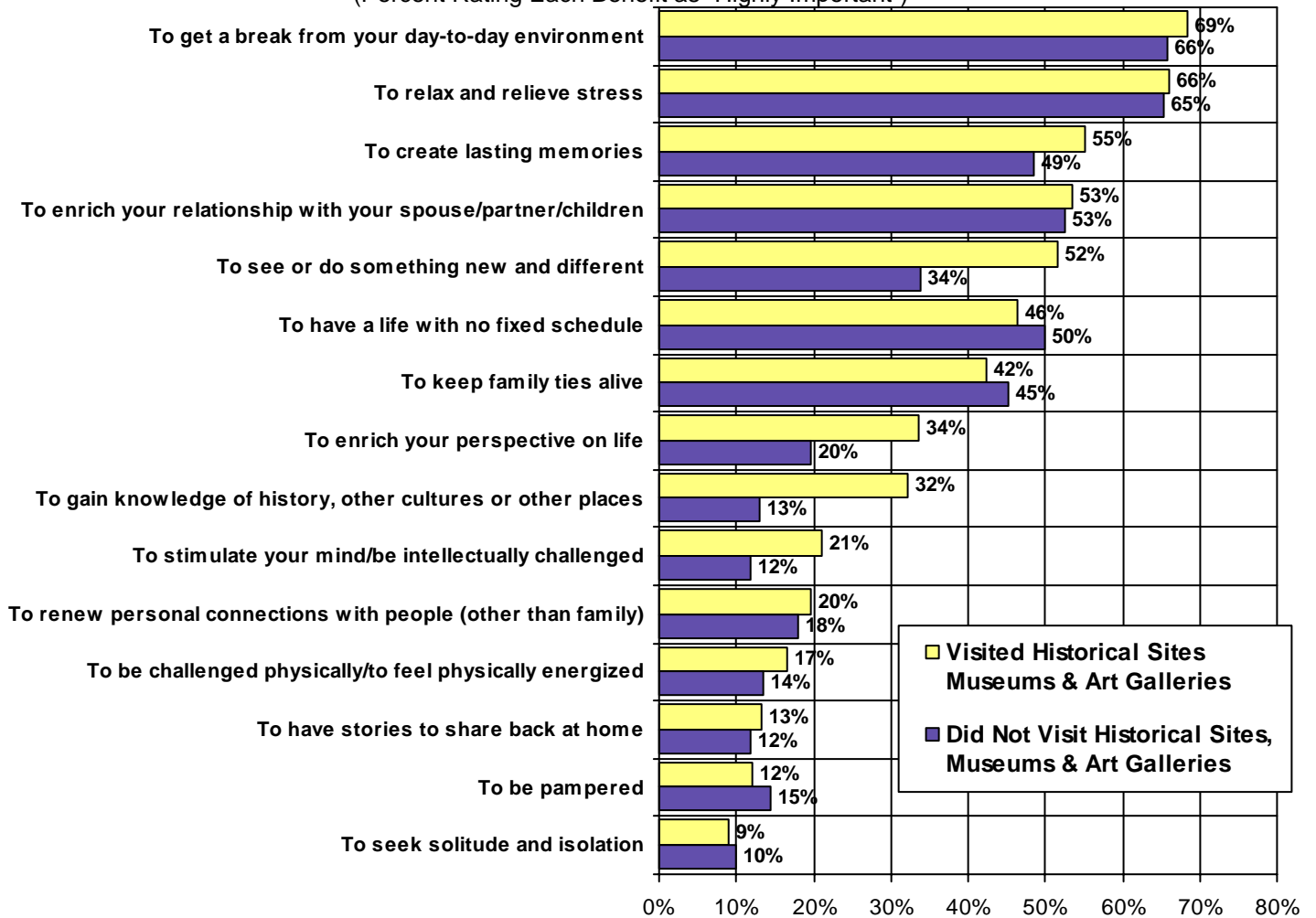
Fig. 11 Tours and Cruises Taken During Past Two Years

	Visited Historical Sites Museums & Art Galleries	Did Not Visit Historical Sites, Museums & Art Galleries	Pleasure Travelers	Index
Size of Market	10,751,004	7,688,504	18,439,508	100
A self-guided, sameday tour while on an overnight trip	39.4%	15.2%	29.3%	134
Around the city	32.9%	10.1%	23.4%	141
Around the countryside - scenic drives	30.6%	11.0%	22.4%	137
An organized, sameday guided tour while on an overnight trip	30.2%	11.0%	22.2%	136
A self-guided, overnight tour where you stayed in different locations	25.4%	8.0%	18.1%	140
On the water (sightseeing cruise)	18.2%	6.0%	13.1%	139
Wilderness tour	17.7%	6.5%	13.0%	136
Some other type of tour	13.7%	4.4%	9.8%	139
An organized, overnight, guided tour where you stayed in different locations	13.2%	5.7%	10.1%	131
An organized, overnight, guided tour where you stayed in a single location	9.8%	5.1%	7.8%	125
To a casino	8.3%	4.1%	6.5%	127
To a winery	8.1%	2.2%	5.6%	143
Caribbean ocean cruise	5.8%	4.8%	5.4%	108
Ocean cruise – Other	4.1%	2.2%	3.3%	125
To a factory	3.9%	0.8%	2.6%	149
Cruise on another lake or river	3.1%	1.4%	2.4%	129
In the air as a pilot or passenger of an airplane or helicopter	2.6%	1.0%	1.9%	135
Cruise on the St. Lawrence River	2.4%	1.3%	1.9%	125
Some other type of cruise	2.0%	1.0%	1.6%	128
Alaskan ocean cruise	1.9%	1.2%	1.6%	119
Great Lakes cruise	1.0%	0.5%	0.8%	126
Submarine cruise	0.2%	0.0%	0.1%	151

Benefits Sought While On a Vacation

As with most Canadian Pleasure Travelers, those who visited historical sites, museums, and art galleries while traveling 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, relative to other Canadian Pleasure Travelers, this activity segment considers it more important that their vacations offer novelty (e.g., seeing or doing something new and different), opportunities to learn (e.g., enrich their perspective on life, gain knowledge of the history and culture of a destination) and intellectual stimulation.

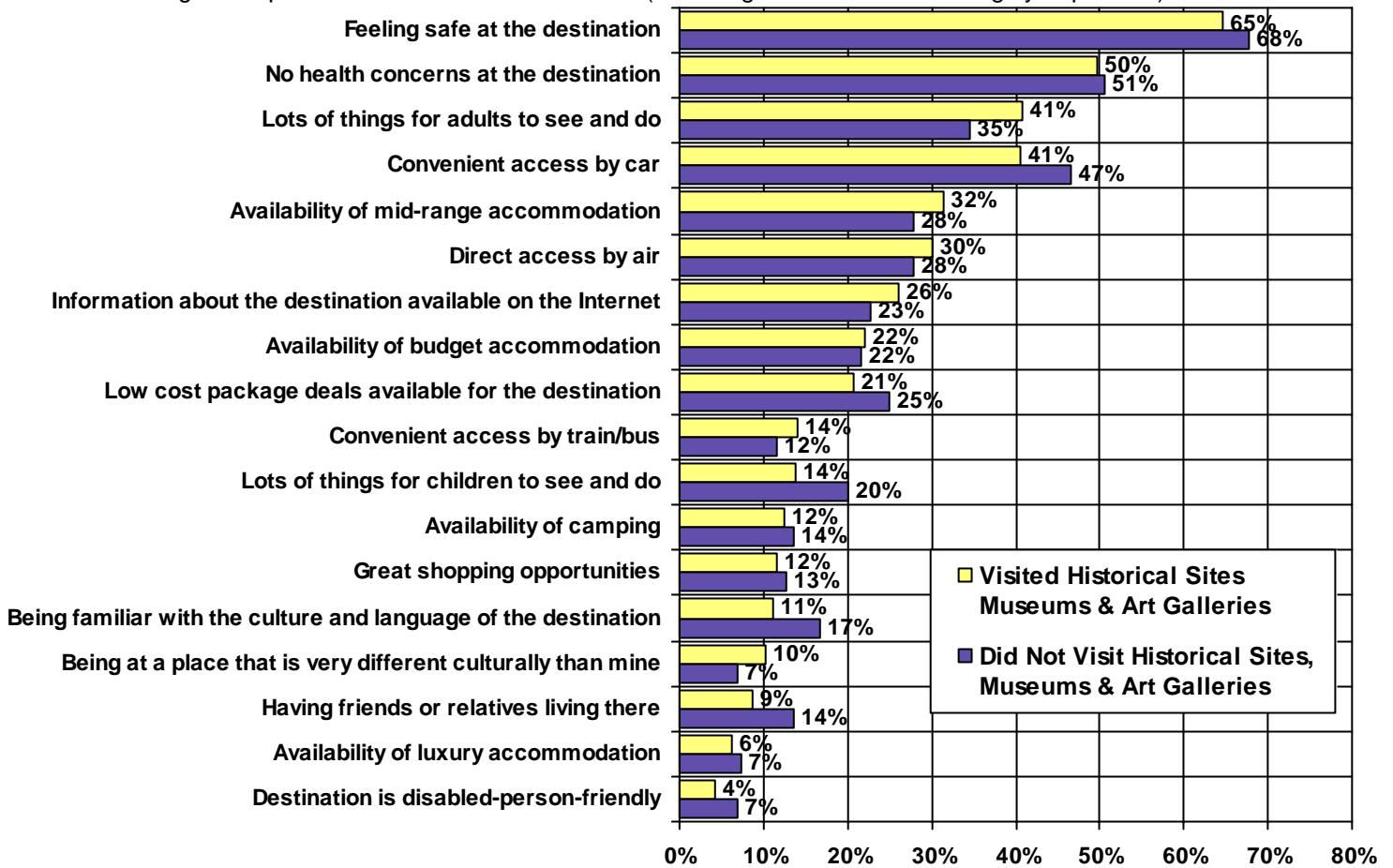
Fig.12 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as "Highly Important")



Other Attributes of a Destination Considered Important

Similar to other Canadian Pleasure Travelers, those who visited historical sites, museums, and art galleries while traveling consider it important that they feel safe at a destination and that the destination does not have any health concerns. However, they consider it more important than others that a destination has lots of things for adults to see and do. They are less likely to consider it important that a destination has lots of things for children to see and do, low-cost package deals available, a familiar culture and language and friends or relatives living nearby.

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 visited historical sites, museums and art galleries begin planning vacations with a particular destination in mind. They are next most likely to begin planning by considering what types of experiences they would likely to have while on vacation. The approach they use to select vacation destinations is comparable to that of the average Canadian Pleasure Traveler.

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

	Visited Historical Sites, Museums & Art Galleries	Did Not Visit Historical Sites, Museums & Art Galleries	Pleasure Travelers	Index
Size of Market	10,751,004	7,688,504	18,439,508	100
Summer				
Started with a desired destination in mind	52.3%	42.8%	48.5%	108
Started by considering specific activities wanted to do	12.9%	15.1%	13.8%	94
Started with a certain type of vacation experience in mind	23.3%	24.3%	23.7%	98
Looked for packaged deals - no destination in mind	1.3%	1.3%	1.3%	102
Considered something else first	4.3%	4.3%	4.3%	100
Don't know / Other	5.9%	12.2%	8.4%	70
Winter				
Started with a desired destination in mind	49.9%	46.4%	48.6%	103
Started by considering specific activities wanted to do	16.2%	14.6%	15.6%	104
Started with a certain type of vacation experience in mind	19.8%	18.4%	19.3%	103
Looked for packaged deals - no destination in mind	2.8%	3.8%	3.2%	88
Considered something else first	4.3%	5.3%	4.7%	91
Don't know / Other	7.0%	11.4%	8.6%	81

Trip Planning and Information Sources Consulted

The majority of those who visited historical sites, museums and art galleries were involved in the planning of their trips either on their own (42.5%) or with someone else (16.1%). When planning a vacation, this activity segment consults a wider variety of sources than the average Canadian Pleasure Traveler. The majority use the Internet, word-of-mouth and past experiences to plan travel. However, they are more likely than others to obtain trip planning information from travel guidebooks such as Fodor's, television programs, email newsletters or magazines and government tourism agencies (e.g., travel guides or brochures, visitor information centres).

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Visited Historical Sites Museums & Art Galleries	Did Not Visit Historical Sites, Museums & Art Galleries	Pleasure Travelers	Index
Size of Market		10,751,004	7,688,504	18,439,508	100
Who Plans Trips?	Respondent plans trips	42.5%	41.3%	42.0%	101
	Trip planning a shared responsibility	16.1%	17.0%	16.4%	98
	Someone else plans trips	41.4%	41.7%	41.5%	100
Information Sources Consulted	An Internet website	72.5%	54.1%	65.2%	111
	Advice of others / Word-of-mouth	57.8%	40.9%	51.1%	113
	Past experience / Been there before	56.8%	40.5%	50.4%	113
	Maps	40.2%	20.9%	32.6%	123
	A travel agent	38.8%	26.9%	34.1%	114
	Official travel guides or brochures from state / province	33.8%	13.8%	26.0%	130
	Visitor information centres	30.4%	12.7%	23.4%	130
	Articles in newspapers / magazines	26.4%	12.4%	20.9%	127
	An auto club such as CAA	21.7%	11.4%	17.7%	123
	Travel guide books such as Fodor's	19.8%	4.2%	13.6%	145
	Advertisements in newspapers / magazines	17.1%	9.8%	14.3%	120
	Travel information received in the mail	11.0%	5.5%	8.8%	125
	Programs on television	10.2%	3.3%	7.5%	136
	Advertisements on television	5.9%	3.7%	5.0%	117
	An electronic newsletter or magazine received by e-mail	5.5%	2.1%	4.2%	132
Visits to trade, travel or sports shows	3.9%	1.8%	3.1%	127	

Use of the Internet to Plan and Arrange Trips

Relative to the other culture and entertainment activity types, those who visited historical sites, museums and art galleries while on trips are average users of the Internet to plan (68.3%) and book (45.4%) travel. However, this segment is more likely than the typical Canadian Pleasure Traveler to book travel online. The majority use hotel or resort websites, the official tourism websites of countries, regions or cities and airline websites. They are also more likely than others to visit the websites of specific attractions. They most commonly purchase accommodation and airline tickets online.

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

		Visited Historical Sites Museums & Art Galleries	Did Not Visit Historical Sites, Museums & Art Galleries	Pleasure Travelers	Index
	Size of Market	10,751,004	7,688,504	18,439,508	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	31.7%	53.6%	40.8%	78
	Uses Internet to plan trips only	22.9%	21.1%	22.1%	103
	Uses Internet to book part of trip	45.4%	25.3%	37.0%	123
Types of Websites Consulted	A website of a hotel or resort	61.2%	48.2%	57.0%	107
	A tourism website of a country / region / city	56.2%	36.5%	49.8%	113
	An airline website	50.1%	38.5%	46.3%	108
	A travel planning / booking website	49.0%	38.7%	45.7%	107
	A website of an attraction	40.0%	22.8%	34.5%	116
	Some other website	28.3%	26.1%	27.6%	103
	A cruise line website	8.7%	6.7%	8.1%	108
	A motorcoach website	3.1%	1.1%	2.5%	126
Parts of Trips Booked Over The Internet	Accommodation	72.1%	61.8%	69.2%	104
	Air tickets	72.0%	63.1%	69.5%	104
	Car rental	30.3%	19.2%	27.1%	112
	Tickets or fees for specific activities or attractions	25.2%	19.7%	23.6%	107
	Tickets for rail, bus or boat / ship fares	17.9%	8.9%	15.3%	117
	A package containing two or more items	15.0%	16.5%	15.4%	97
	Other	3.9%	3.9%	3.9%	100

Media Consumption Habits

Those who visited historical sites, museums and art galleries while on trips are above-average consumers of travel-related media including the travel sections of newspapers, travel magazines, travel websites and travel television shows. They are also more likely than others to consume natural science magazines and television shows, history and biography television programming and news or current events media (e.g., all-news or talk radio, network news websites). This segment may also be effectively targeted through city lifestyle magazines, business magazines and jazz or classical radio stations.

Fig. 17 Media Consumption Habits

		Visited Historical Sites Museums & Art Galleries	Did Not Visit Historical Sites, Museums & Art Galleries	Pleasure Travelers	Index
	Size of Market	10,751,004	7,688,504	18,439,508	100
Newspaper Readership	Reads daily newspaper	88.9%	85.0%	87.3%	102
	Reads weekend edition of newspaper	88.9%	85.0%	87.3%	102
	Reads local neighbourhood or community newspapers	63.5%	58.8%	61.5%	103
	Reads other types of newspapers	19.6%	13.7%	17.2%	114
	Frequently or occasionally reads travel section of daily newspaper	50.6%	38.9%	45.7%	111
	Frequently or occasionally reads travel section of weekend newspaper	53.7%	38.5%	47.3%	113
Types of Magazines Read (Top 5 Indexed)	Science and geography	20.5%	11.1%	16.6%	123
	Magazines about your city	14.6%	8.3%	12.0%	122
	Business, finance and investing	19.6%	11.7%	16.3%	120
	News magazine	28.8%	17.7%	24.2%	119
	Travel (e.g., Condé Nast)	14.0%	8.7%	11.8%	119
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	34.2%	24.8%	30.3%	113
	History	45.2%	37.1%	41.8%	108
	Biography	44.7%	39.0%	42.3%	106
	Science & nature shows	46.0%	40.9%	43.8%	105
	Home & garden shows	35.7%	32.0%	34.2%	105
Type of Radio Programs Listened To (Top 5 Indexed)	Jazz / Big band	11.0%	5.6%	8.8%	126
	Classical music	21.4%	11.4%	17.2%	124
	Multicultural	9.7%	6.6%	8.4%	115
	News / Talk / Information	43.8%	33.3%	39.4%	111
	Soft music / Adult contemporary	28.0%	22.6%	25.7%	109
Types of Websites Visited (Top 5 Indexed)	Network news sites (e.g., CBC, CNN)	40.2%	29.4%	36.1%	111
	Travel	55.6%	42.3%	50.6%	110
	Newspaper sites	34.1%	28.0%	31.8%	107
	Magazine sites	17.8%	14.6%	16.6%	107
	Sites for specific activities or interests	38.0%	32.4%	35.9%	106

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

Appendix One		
Canadian TAMS 2006 Culture and Entertainment Segmentation		
Activity Segment	Activities in Segment	
Agro-Tourism	Dining At A Farm	Harvesting and /or Other Farm Operations
	Went Fruit Picking at Farms or Open Fields	
National & International Sporting Events	Curling Bonspiel	National /International Sporting Events such as the Olympic Games
	Professional Figure Skating	
Gardens Theme Attractions	Garden Theme Park	Botanical Gardens
Amateur Tournaments	Amateur Sports Tournaments and Competitions	Amateur Tournaments and Competitions other than Sports-related
Musical Concerts, Festivals & Attractions	Music Festivals	Musical Attractions
	Jazz Concert	Free Outdoor Performances (e.g., Theatre, Concerts) in a Park
	Rock & Roll/Popular Music Concert	Country & Western Music Concert
Comedy Festivals & Clubs	Comedy Festivals	Stand-up Comedy Clubs & Other Variety Shows

Appendix Two: Canadian TAMS 2006 Outdoor Activity Segmentation

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