

CANADIAN TRAVEL MARKET

**Motorcycling While on Trips
Of One or More Nights**

A Profile Report

October 23, 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
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Motorcycling While on Trips

Executive Summary

Over the last two years, only 2.2% (552,204) of adult Canadians went motorcycling while on an out-of-town, overnight trip of one or more nights. Motorcycling was the 19th most common outdoor activity pursued by Canadian Pleasure Travelers during this time. 1.9% went motorcycling as a sameday excursion and 1.2% went motorcycling as an overnight touring trip. The majority of Motorcyclists (56.2%) report that this activity was the main reason for taking at least one trip in the past two years.

Relative to the average Canadian Pleasure Traveler, Motorcyclists are more likely to be male (62.6%) and either young (18 to 24) or middle-aged (35 to 54). Motorcyclists are especially over-represented among mature, single males. They are more likely to have a high school education or less (40.4%), however their household incomes are well above-average (\$81,933), in fact, the fifth highest of the 21 outdoor activity segments. They are well-represented across Canada.

Motorcyclists were the 5th most likely to have taken a trip within their own province or region (94.6%) of the 21 outdoor activity types. However, they were only the 13th most likely to have visited an adjacent province or region (56.6%) or a non-adjacent province or region (36.5%). In terms of out-of-country travel, Motorcyclists were the 5th most likely to have taken a trip to the Caribbean (24.4%), the 8th most likely to have visited Mexico (18.6%) and the 10th most likely to have visited the United States (58.0%).

Motorcyclists were quite active in both outdoor activities and in culture and entertainment activities when they travel. They were especially active in motorized activities (e.g., boating & swimming, snowmobiling & ATVing) as well as hunting, horseback riding and cycling. Motorcyclists also exhibit above-average interest in equestrian and western events, amateur sporting tournaments, comedy festivals and clubs and aboriginal cultural experiences. They were more likely than others to have taken self-guided tours, sightseeing cruises and Caribbean cruises. Motorcyclists most often go camping on trips, both in public campgrounds and in wilderness settings. They seek vacations that offer opportunities to relax and unwind (e.g., get a break from their daily environment, no fixed schedule) and are physically energizing.

Motorcyclists were the second least likely of the 21 outdoor activity types to use the Internet to plan (56.3%) or book travel (33.8%). They can be best targeted through automobile and cycle magazines, sports programming, science fiction or fantasy television shows, technology magazines and modern or alternative rock radio stations.

Motorcycling While on Trips

Market Incidence

Over the last two years, 2.2% (552,204) of adult Canadians went motorcycling while on an out-of-town, overnight trip of one or more nights. Motorcycling was the 19th most common outdoor activity pursued by Canadian Pleasure Travelers during this time. 1.9% went motorcycling as a sameday excursion and 1.2% went motorcycling as an overnight touring trip. 0.8% (203,541 adult Canadians) participated in both motorcycling activities while on trips during the past two years.

The majority of those who went motorcycling (56.2% or 310,375 adult Canadians) reported that this activity was the main reason for taking at least one trip in the past two years. Motorcycling as an overnight touring trip (73.4%) was more likely to be the main reason for taking a trip than motorcycling as a sameday excursion (52.0%).

Fig. 1 Incidence of Motorcycling While on Trips¹

	Number of Motorcyclists ²	Percent Main Reason for Trip ³	Percent of Pleasure Travelers ⁴	Percent of Total Canadian Population ⁵
Size of Market	552,204	310,375	18,439,508	24,776,103
Motorcycling (All Activities)	552,204	56.2%	3.0%	2.2%
Motorcycling as a sameday excursion	458,392	52.0%	2.5%	1.9%
Motorcycling as an overnight touring trip	297,353	73.4%	1.6%	1.2%
Participated in both motorcycling activities	203,541	71.7%	1.1%	0.8%

- 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 - "Motorcyclists" are defined as individuals who went motorcycling 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

Motorcyclists are well-represented across Canada. They are slightly less likely to live in Ontario and Manitoba.

Fig. 2 Geographic Distribution of Those Who Went Motorcycling While on Trips

	Total Population	Estimated Number Who Went Motorcycling on a Trip	Percent of Pleasure Travelers in Region Who Went Motorcycling on a Trip	Percent of Total Regional Population Who Went Motorcycling on a Trip
Canada	24,776,103	552,204	3.0%	2.2%
Atlantic Provinces	1,822,494	40,676	3.2%	2.2%
Quebec	5,940,869	154,562	3.7%	2.6%
Ontario	9,671,592	161,593	2.3%	1.7%
Manitoba	843,107	11,179	1.9%	1.3%
Saskatchewan	706,325	18,084	3.3%	2.6%
Alberta	2,465,540	74,514	3.7%	3.0%
British Columbia	3,326,176	91,597	3.4%	2.8%

Travel Activity (During Last Two Years)

Motorcyclists (97.6%) were more likely than the average Canadian Pleasure Traveler to have taken a trip within Canada during the past two years. Ontario (53.1%), Quebec (40.7%), British Columbia (40.4%) and Alberta (36.6%) were the most common destinations. In relative terms, Motorcyclists were the 5th most likely to have taken a trip within their own province or region (94.6%) of the 21 outdoor activity types. However, they were the 13th most likely to have visited an adjacent province or region (56.6%) and the 13th most likely to have taken a trip to a non-adjacent province or region (36.5%).

In terms of out-of-country travel, Motorcyclists were the 5th most likely to have taken a trip to the Caribbean (24.4%), the 8th most likely to have visited Mexico (18.6%) and the 10th most likely to have visited the United States (58.0%).

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

	Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market	552,204	17,887,305	18,439,508	100
Canada	97.6%	94.7%	94.8%	103
Took a trip within own province / region	94.6%	85.6%	85.9%	110
Took a trip to an adjacent province / region	56.6%	48.3%	48.6%	116
Took a trip to non-adjacent province / region	36.5%	31.3%	31.4%	116
Newfoundland and Labrador	5.4%	4.3%	4.3%	125
Prince Edward Island	9.9%	7.1%	7.2%	138
New Brunswick	16.9%	11.7%	11.8%	143
Nova Scotia	22.6%	12.4%	12.7%	178
Quebec	40.7%	38.9%	38.9%	105
Ontario	53.1%	53.5%	53.5%	99
Manitoba	10.1%	9.1%	9.2%	110
Saskatchewan	13.5%	11.3%	11.4%	118
Alberta	36.6%	25.5%	25.8%	142
British Columbia	40.4%	30.3%	30.6%	132
Yukon	1.1%	1.0%	1.0%	113
Northwest Territories	1.7%	0.6%	0.7%	258
Nunavut	0.8%	0.3%	0.3%	271
United States	58.0%	50.4%	50.7%	114
Mexico	18.6%	12.2%	12.4%	150
Caribbean	24.4%	15.3%	15.6%	156
All other destinations	20.4%	23.8%	23.6%	86

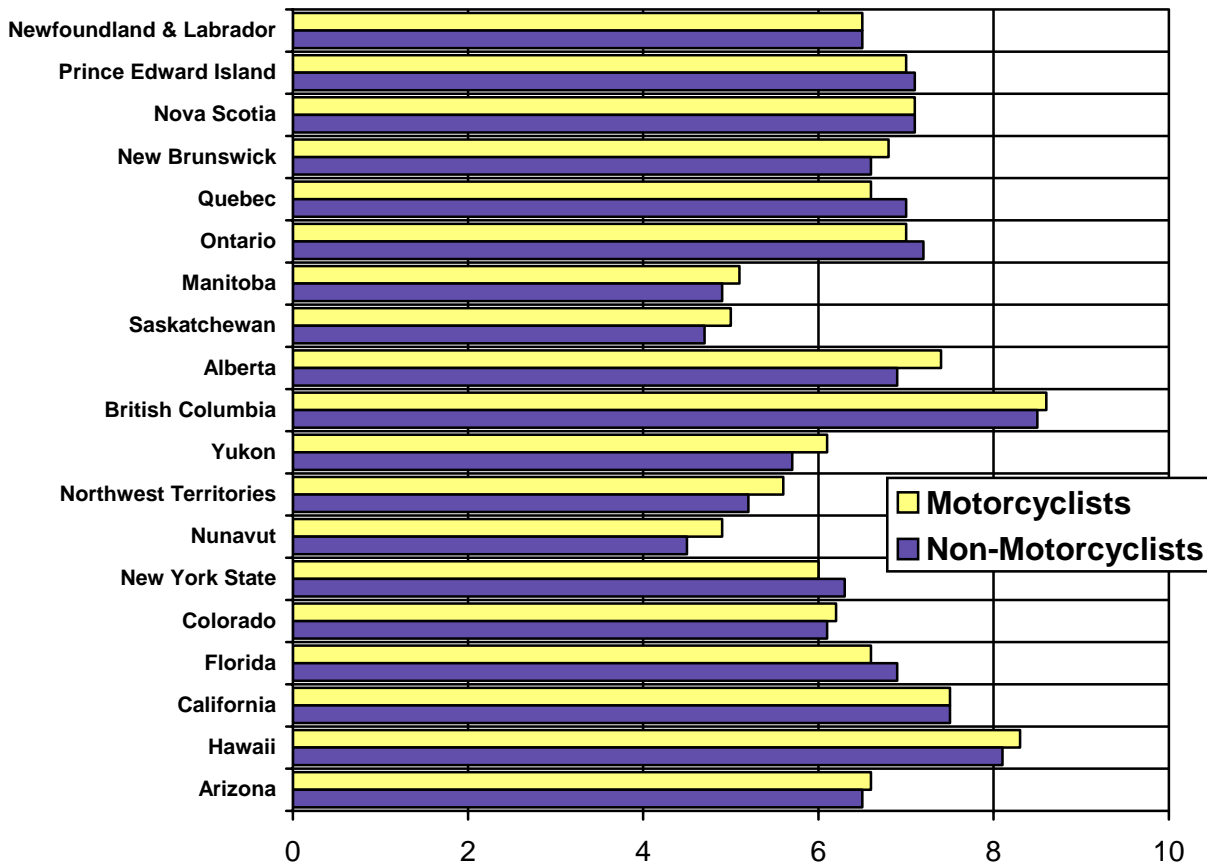
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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.

Motorcyclists tended to give higher ratings to the western provinces and the northern territories than other Canadian Pleasure Travelers. They rated British Columbia (8.6) as the most appealing destination, but also gave a relatively high appeal rating to Alberta (7.4).

The appeal ratings of Motorcyclists for the U.S. reference states were comparable to those of Non-Motorcyclists. Hawaii (8.3) received the highest rating from Motorcyclists.

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

Motorcyclists were much more likely than the average Canadian Pleasure Traveler to have participated in outdoor activities while on trips. They frequently participated in ocean activities (e.g., sunbathing, swimming in ocean) and went boating and swimming (e.g., motorboating, swimming in lake) while on trips. Motorcyclists were two to three times more likely than average to have participated in motorized activities (e.g., snowmobiling and ATVing) as well as horseback riding, hunting and freshwater scuba diving and snorkeling. They were also more likely than average to participate in some of the more energetic and challenging activities when on trips such as downhill skiing and snowboarding, cycling, exercising and jogging and extreme air sports.

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

	Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market	552,204	17,887,305	18,439,508	100
Ocean Activities (e.g., swimming in ocean, sunbathing)	67.9%	47.9%	48.5%	140
Boating & Swimming (e.g., motorboating, swimming in lakes)	58.8%	40.6%	41.1%	143
Wildlife Viewing	50.8%	41.0%	41.2%	123
Hiking, Climbing & Paddling	44.4%	33.7%	34.1%	130
Fishing	33.0%	23.3%	23.6%	140
Snowmobiling & ATVing	30.7%	10.7%	11.3%	271
Sports & Games (e.g., tennis, board games)	29.7%	22.5%	22.7%	131
Downhill Skiing & Snowboarding	25.3%	14.3%	14.6%	173
Cycling	24.7%	13.2%	13.5%	182
Exercising & Jogging	22.8%	15.7%	15.9%	143
Golfing	22.0%	18.2%	18.3%	120
Skating (e.g., ice skating, rollerblading)	18.8%	11.7%	12.0%	157
Team Sports (e.g., hockey, baseball)	13.9%	11.3%	11.4%	123
Horseback Riding	12.9%	4.7%	4.9%	263
Hunting	12.6%	4.5%	4.7%	267
Cross-country Skiing & Snowshoeing	12.3%	9.2%	9.3%	133
Freshwater Scuba & Snorkeling	8.9%	2.8%	3.0%	294
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	8.0%	6.2%	6.3%	126
Wilderness Activities (e.g., wilderness skills course)	2.9%	2.4%	2.4%	122
Extreme Air Sports (e.g., parachuting)	2.3%	1.1%	1.1%	204

Outdoor Activities Pursued in a Typical Year

Motorcyclists are also quite active in outdoor activities while not traveling. The majority of Motorcyclists went swimming, camping and cycling as well as taking day outings to parks and picnicking, exercising at home or at a fitness club and gardening at home. Relative to the average Canadian Pleasure Traveler, Motorcyclists were twice as likely to go ATVing, snowmobiling, hunting and snowboarding while not traveling.

Fig. 7 Outdoor Activities Pursued in a Typical Year

	Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market	552,204	17,887,305	18,439,508	100
Swimming	64.0%	60.2%	60.3%	106
Day outing to a park	61.7%	67.0%	66.9%	92
Exercising at home or at a fitness club	61.5%	61.0%	61.0%	101
Camping	57.4%	38.0%	38.6%	149
Cycling	56.9%	43.9%	44.3%	128
Gardening	56.7%	59.9%	59.8%	95
Hiking	54.6%	48.6%	48.8%	112
Picnicking	53.7%	53.0%	53.1%	101
Sailing or other boating	37.1%	23.0%	23.4%	158
Fishing	35.3%	29.1%	29.3%	120
Ice-skating	34.2%	28.3%	28.5%	120
Riding an all-terrain vehicle (ATV)	29.4%	13.8%	14.3%	206
Golfing	29.3%	29.4%	29.4%	100
Playing team sports	27.0%	22.8%	22.9%	118
Jogging	23.9%	24.1%	24.1%	99
Rollerblading	23.8%	14.1%	14.4%	166
Canoeing or kayaking	23.4%	16.7%	16.9%	139
Downhill skiing	22.1%	16.0%	16.2%	136
Snowmobiling	17.3%	9.5%	9.8%	177
Playing racquet sports (e.g., tennis or badminton)	15.7%	19.3%	19.1%	82
Cross-country skiing	15.3%	12.4%	12.5%	123
Hunting	14.5%	7.5%	7.7%	188
Snowboarding	11.4%	4.8%	5.0%	227
Horseback riding	10.1%	6.7%	6.8%	148
Skateboarding	2.8%	1.5%	1.6%	177

Culture and Entertainment Activities Pursued While on Trips

Motorcyclists were more active than the average Canadian Pleasure Traveler in most culture and entertainment activities while on trips. They were especially likely to visit comedy festivals and clubs and to attend equestrian and western events while on trips. They were also more likely to attend aboriginal cultural experiences, amateur tournaments and musical concerts, festivals and attractions.

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

	Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market	552,204	17,887,305	18,439,508	100
Shopping & Dining	85.8%	82.8%	82.9%	104
Historical Sites, Museums & Art Galleries	66.7%	58.0%	58.3%	114
Musical Concerts, Festivals & Attractions	45.6%	32.4%	32.7%	139
Fairs & Festivals	45.1%	37.5%	37.7%	120
Theme Parks & Exhibits	43.7%	39.0%	39.2%	112
Science & Technology Exhibits	30.3%	22.9%	23.1%	131
Wine, Beer & Food Tastings	30.2%	23.6%	23.8%	127
Casinos	28.4%	25.8%	25.9%	110
Live Theatre	25.1%	21.0%	21.1%	119
Comedy Festivals & Clubs	20.1%	9.8%	10.1%	198
Professional Sporting Events	18.6%	15.6%	15.7%	119
Garden Theme Attractions	17.9%	17.6%	17.6%	102
Aboriginal Cultural Experiences	17.7%	11.4%	11.6%	153
Amateur Tournaments	17.5%	11.6%	11.8%	148
Agro-Tourism	16.6%	15.7%	15.7%	106
Spas	14.6%	9.9%	10.0%	145
Equestrian & Western Events	13.4%	6.5%	6.7%	201
High Art Performances	12.8%	10.9%	11.0%	117
Participatory Historical Activities	6.7%	6.7%	6.7%	100
National & International Sporting Events	4.9%	3.2%	3.2%	153
Literary & Film Festivals	3.6%	2.5%	2.6%	140

Culture and Entertainment Activities Pursued in a Typical Year

Motorcyclists are somewhat less active in cultural pursuits while not traveling. They were more likely than average to attend rodeos as well as live rock music and jazz performances (e.g., bars with live pop or rock bands, rock music concerts, jazz clubs). However, they are less likely to patronize local, live art performances (e.g., the ballet, the opera, live theatre) or to visit museums, art galleries or art shows, botanical gardens or local day spas.

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

	Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market	552,204	17,887,305	18,439,508	100
Going out to eat in restaurants	91.6%	91.5%	91.5%	100
Going to festivals or fairs	64.1%	61.4%	61.4%	104
Going to amateur sporting events	48.3%	41.8%	42.0%	115
Going to bars with live pop or rock bands	43.3%	27.2%	27.7%	156
Going to historic sites or heritage buildings	40.6%	39.3%	39.3%	103
Going dancing	37.7%	29.6%	29.9%	126
Going to professional sporting events	36.7%	31.9%	32.1%	115
Going to pick-your-own farms or farmers' market	36.6%	41.1%	41.0%	89
Going to rock music concerts	33.8%	22.1%	22.4%	150
Going to amusement or theme parks	32.2%	28.8%	28.9%	112
Going to zoos or aquariums	30.4%	30.4%	30.4%	100
Going to live theatre	29.5%	34.9%	34.8%	85
Going to museums	28.9%	32.8%	32.7%	88
Going to art galleries or art shows	24.4%	32.0%	31.8%	77
Going to botanical gardens	18.3%	25.6%	25.4%	72
Going to gamble in casinos	17.4%	18.1%	18.1%	96
Going to rodeos	12.9%	7.2%	7.3%	176
Staying overnight in a hotel or B&B in own city	12.6%	9.8%	9.9%	128
Going to day spas	12.2%	13.8%	13.8%	89
Going to jazz clubs	10.3%	7.4%	7.5%	137
Going to classical music concerts	9.3%	16.7%	16.5%	56
Going to the opera	4.6%	6.7%	6.6%	70
Going to the ballet	3.5%	7.4%	7.3%	49

Accommodation Stayed In While on a Trip

Relative to the average Canadian Pleasure Traveler, Motorcyclists were more likely to go camping in the past two years. Public campgrounds were the most frequently used accommodation, although Motorcyclists were more than twice as likely as others to have camped in a wilderness setting. Motorcyclists were also much more likely than average to have used some of the more unusual types of accommodation in the past two years, including a motorhome or RV for traveling or touring, a farm or guest ranch, and a houseboat.

Fig. 10 Accommodation Stayed in While on Trips

	Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market	552,204	17,887,305	18,439,508	100
A Public Campground in a National, State, Provincial or Municipal Park	35.3%	26.1%	26.4%	134
Seaside Resort	31.9%	20.4%	20.7%	154
A Private Campground	29.6%	18.5%	18.8%	158
Lakeside / Riverside Resort	26.1%	22.2%	22.3%	117
Ski Resort or Mountain Resort	20.2%	13.8%	13.9%	145
A Camp Site in a Wilderness Setting (Not a Campground)	19.4%	8.2%	8.6%	227
Health Spa	9.8%	5.8%	5.9%	166
Wilderness Lodge You Can Drive to by Car	9.2%	5.5%	5.6%	164
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	8.5%	4.4%	4.5%	190
Country Inn or Resort with Gourmet Restaurant	6.6%	5.0%	5.1%	130
Farm or Guest Ranch	6.0%	3.0%	3.0%	196
On a Houseboat	2.6%	1.3%	1.4%	190
Remote or Fly-In Wilderness Lodge	2.4%	1.6%	1.6%	153
Remote or Fly-In Wilderness Outpost	0.8%	0.6%	0.6%	133
Cooking School	0.2%	0.4%	0.4%	63
Wine Tasting School	0.1%	0.3%	0.3%	56

Tours and Cruises Taken During Past Two Years

Motorcyclists were more likely than the average Canadian Pleasure Traveler to take tours and cruises in the past two years. They were more likely than average to take the most common types of tours, including sameday tours (both guided and self-guided) and scenic countryside drives in the country. They were especially likely to take self-guided, multi-location, overnight tours and wilderness tours. Relative to the average Canadian Pleasure Traveler, Motorcyclists were also more likely to have taken Caribbean cruises, sightseeing cruises and cruises on lakes or rivers. However, they were less likely than others to have taken an Alaskan Ocean cruise.

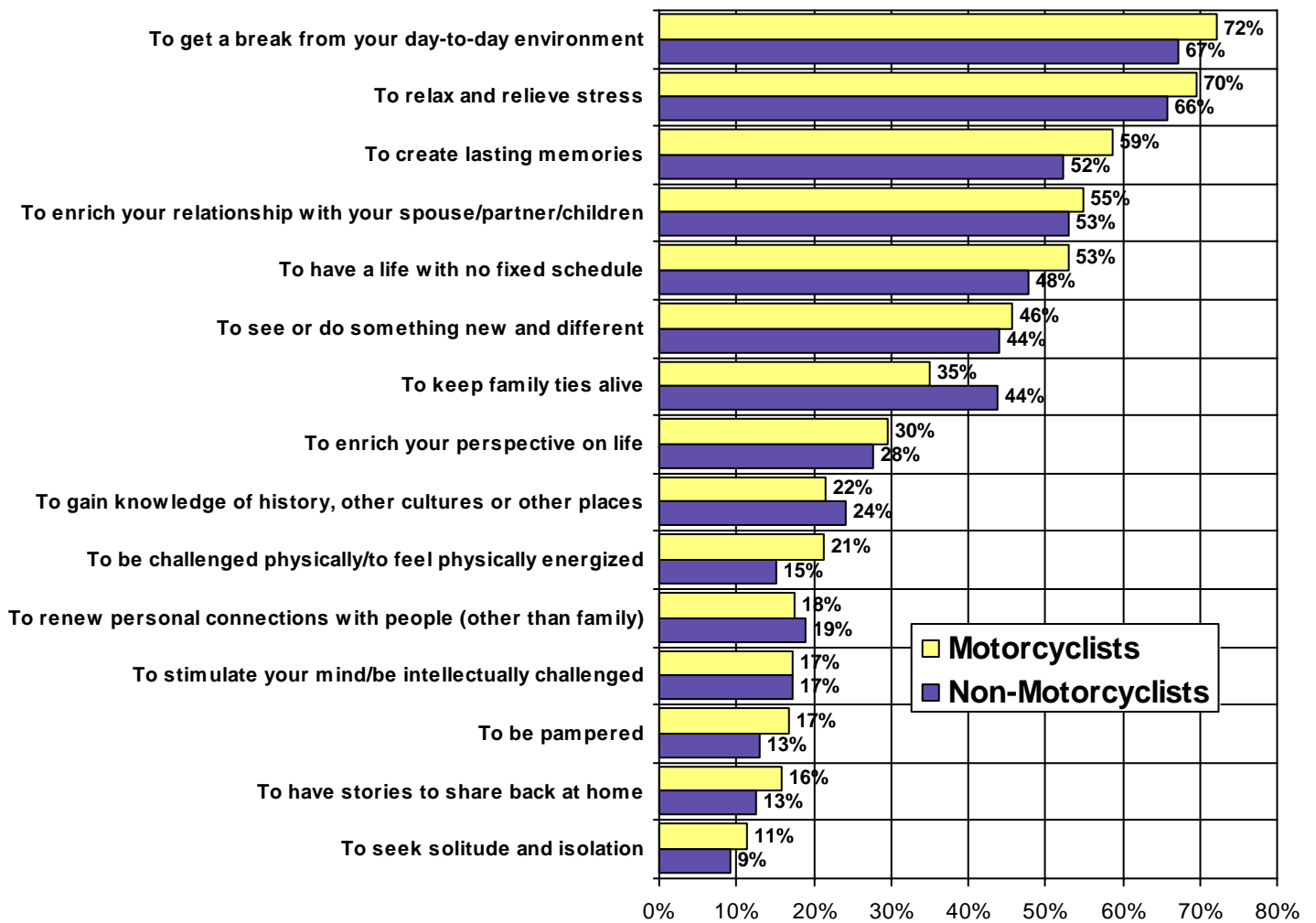
Fig. 11 Tours and Cruises Taken During Past Two Years

	Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market	552,204	17,887,305	18,439,508	100
A self-guided, sameday tour while on an overnight trip	42.4%	28.9%	29.3%	145
Around the countryside - scenic drives	32.9%	22.1%	22.4%	147
An organized, sameday, guided tour while on an overnight trip	29.6%	22.0%	22.2%	133
A self-guided overnight tour where you stayed in different locations	26.8%	17.8%	18.1%	148
Around the city	26.2%	23.3%	23.4%	112
On the water (sightseeing cruise)	18.5%	12.9%	13.1%	141
Wilderness tour	18.0%	12.9%	13.0%	138
Some other type of tour	13.1%	9.7%	9.8%	133
An organized, overnight, guided tour where you stayed in different locations	11.3%	10.0%	10.1%	112
An organized, overnight, guided tour where you stayed in a single location	10.5%	7.8%	7.8%	134
Caribbean ocean cruise	10.3%	5.2%	5.4%	190
To a casino	8.6%	6.5%	6.5%	132
To a winery	7.9%	5.6%	5.6%	140
Cruise on another lake or river	4.0%	2.3%	2.4%	167
To a factory	3.8%	2.6%	2.6%	145
Ocean cruise – Other	2.9%	3.3%	3.3%	87
In the air as a pilot or passenger of an airplane or helicopter	2.6%	1.9%	1.9%	135
Some other type of cruise	2.0%	1.6%	1.6%	123
Cruise on the St. Lawrence River	1.9%	1.9%	1.9%	96
Great Lakes cruise	1.0%	0.8%	0.8%	126
Alaskan ocean cruise	0.7%	1.7%	1.6%	44
Submarine cruise	0.0%	0.1%	0.1%	0

Benefits Sought While On a Vacation

As with most Canadian Pleasure Travelers, most Motorcyclists 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 live without a fixed schedule. However, Motorcyclists place greater importance than Non-Motorcyclists on each of these common vacation benefits, and especially with respect to creating lasting memories. Motorcyclists are also more likely than others to consider it important that a vacation is physically challenging or energizing. They are less likely than others to perceive vacations as an opportunity to keep family ties alive.

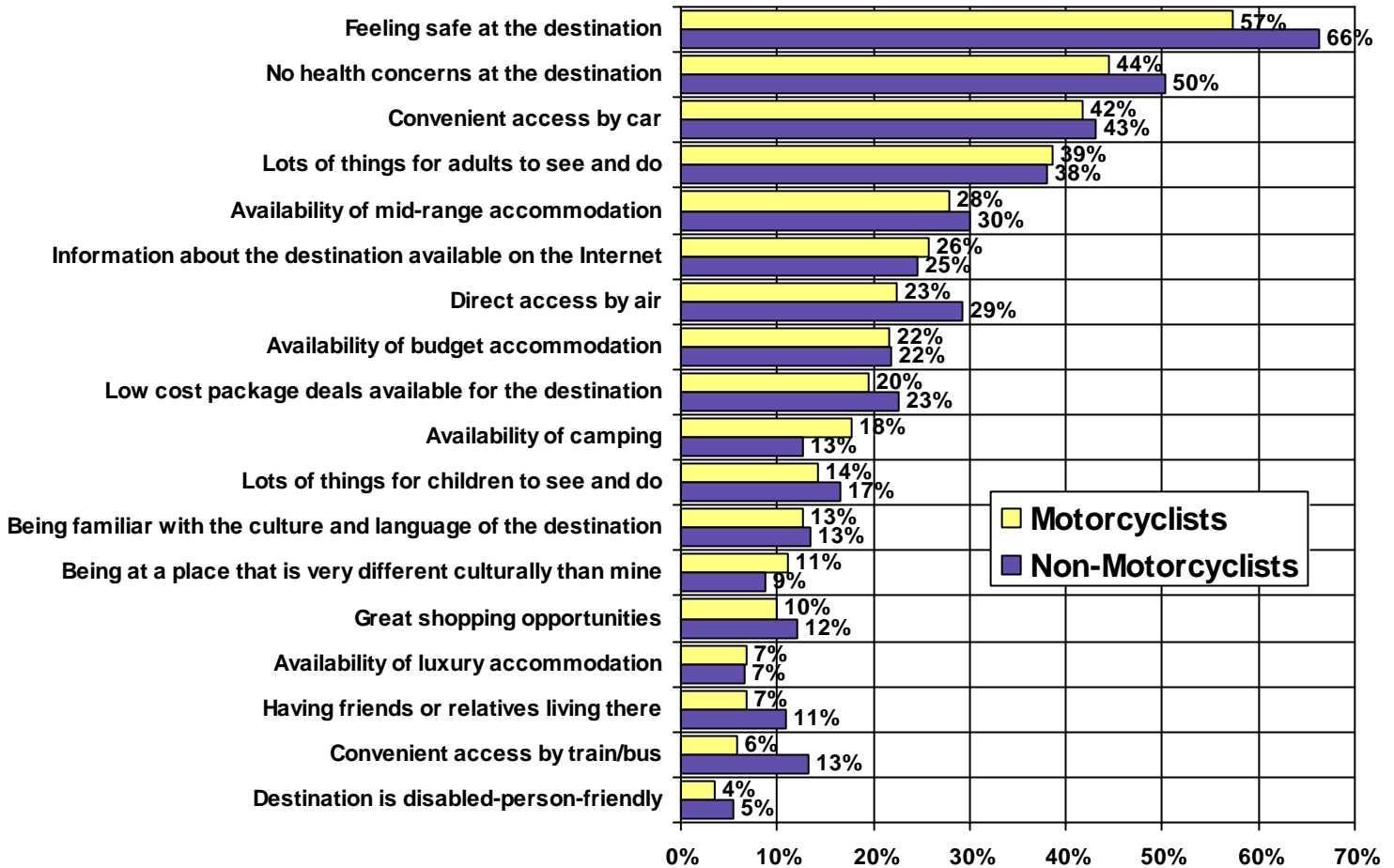
Fig.12 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as “Highly Important”)



Other Attributes of a Destination Considered Important

As with most Canadian Pleasure Travelers, Motorcyclists consider it important that they feel safe at a destination, although to a lesser extent than others. However, they consider it more important than others that a destination has camping available. On the other hand, Motorcyclists consider it less important that a destination has no health concerns, is conveniently accessible by air, train or bus and has friends and relatives near-by.

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



How Destinations are Selected

The majority of Motorcyclists start planning vacations with a particular destination in mind. However, they are more likely than the average Canadian Pleasure Traveler to begin planning both summer and winter vacations by considering what specific activities they would like to do while on vacation.

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

	Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market	552,204	17,887,305	18,439,508	100
Summer				
Started with a desired destination in mind	53.2%	48.3%	48.5%	110
Started by considering specific activities wanted to do	17.2%	13.7%	13.8%	125
Started with a certain type of vacation experience in mind	22.3%	23.8%	23.7%	94
Looked for packaged deals - no destination in mind	0.8%	1.3%	1.3%	62
Considered something else first	2.5%	4.4%	4.3%	58
Don't know / Other	3.9%	8.6%	8.4%	47
Winter				
Started with a desired destination in mind	51.4%	48.5%	48.6%	106
Started by considering specific activities wanted to do	18.8%	15.5%	15.6%	121
Started with a certain type of vacation experience in mind	17.7%	19.4%	19.3%	92
Looked for packaged deals - no destination in mind	1.9%	3.3%	3.2%	61
Considered something else first	5.5%	4.6%	4.7%	117
Don't know / Other	4.6%	8.8%	8.6%	54

Trip Planning and Information Sources Consulted

The majority of Motorcyclists were responsible for planning trips either on their own (46.5%) or with someone else (11.2%). Most Motorcyclists used the Internet, word-of-mouth and past experiences to plan trips. However, relative to the average Canadian Pleasure Traveler, Motorcyclists were more likely to obtain travel information from television programs, maps and trade, travel or sports shows. They were less likely than others to use an auto club, travel guidebooks such as Fodor's and travel information received in the mail to plan their trips.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market		552,204	17,887,305	18,439,508	100
Who Plans Trips?	Respondent plans trips	46.5%	41.9%	42.0%	111
	Trip planning a shared responsibility	11.2%	16.6%	16.4%	68
	Someone else plans trips	42.3%	41.5%	41.5%	102
Information Sources Consulted	An Internet website	61.3%	65.4%	65.2%	94
	Advice of others / Word-of-mouth	55.3%	51.0%	51.1%	108
	Past experience / Been there before	55.1%	50.3%	50.4%	109
	Maps	40.4%	32.3%	32.6%	124
	A travel agent	36.0%	34.1%	34.1%	106
	Official travel guides or brochures from state / province	29.5%	25.8%	26.0%	114
	Articles in newspapers / magazines	24.8%	20.7%	20.9%	119
	Visitor information centres	24.6%	23.4%	23.4%	105
	An auto club such as CAA	16.3%	17.7%	17.7%	92
	Advertisements in newspapers/magazines	15.7%	14.2%	14.3%	110
	Travel guide books such as Fodor's	10.8%	13.7%	13.6%	79
	Programs on television	10.1%	7.4%	7.5%	134
	Travel information received in the mail	7.5%	8.9%	8.8%	85
	Advertisements on television	5.2%	5.0%	5.0%	105
	Visits to trade, travel or sports shows	5.1%	3.0%	3.1%	165
An electronic newsletter or magazine received by e-mail	4.3%	4.2%	4.2%	103	

Use of the Internet to Plan and Arrange Trips

Motorcyclists are less likely than the average Canadian Pleasure Traveler to use the Internet to plan (56.3%) and book (33.8%) travel. In fact, they are the second least likely of the 21 outdoor activity types to plan and book travel through the Internet. The types of websites consulted most often by Motorcyclists are hotel or resort websites and the tourism websites of specific countries, regions or cities. The mostly commonly booked trip components using the Internet were airline tickets and accommodation.

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

		Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
	Size of Market	552,204	17,887,305	18,439,508	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	43.8%	40.8%	40.8%	107
	Uses Internet to plan trips only	22.5%	22.1%	22.1%	102
	Uses Internet to book part of trip	33.8%	37.1%	37.0%	91
Types of Websites Consulted	A website of a hotel or resort	54.7%	57.1%	57.0%	96
	A tourism website of a country / region / city	53.3%	49.7%	49.8%	107
	An airline website	47.7%	46.3%	46.3%	103
	A travel planning / booking website	46.9%	45.7%	45.7%	103
	A website of an attraction	38.2%	34.4%	34.5%	111
	Some other website	32.8%	27.4%	27.6%	119
	A cruise line website	10.4%	8.0%	8.1%	129
	A motorcoach website	1.5%	2.5%	2.5%	61
Parts of Trips Booked Over The Internet	Air tickets	77.4%	69.2%	69.5%	111
	Accommodation	75.2%	69.0%	69.2%	109
	Car rental	29.6%	27.1%	27.1%	109
	Tickets or fees for specific activities or attractions	24.5%	23.6%	23.6%	104
	A package containing two or more items	18.3%	15.3%	15.4%	119
	Tickets for rail, bus or boat / ship fares	15.9%	15.3%	15.3%	104
	Other	5.0%	3.9%	3.9%	128

Media Consumption Habits

Motorcyclists are somewhat less likely to read the travel sections of the daily or weekend newspapers than the average Canadian Pleasure Traveler. Rather, Motorcyclists can be best reached through automobile and cycle magazines. They may also be effectively targeted through sports media (e.g., professional sports magazines, sports programming on television), science fiction or fantasy television shows, technology magazines (e.g., photography and video, computer and electronics) and modern or alternative rock radio stations.

Fig. 17 Media Consumption Habits

		Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market		552,204	17,887,305	18,439,508	100
Newspaper Readership	Reads daily newspaper	83.5%	87.4%	87.3%	96
	Reads weekend edition of newspaper	82.6%	87.4%	87.3%	95
	Reads local neighbourhood or community newspapers	59.2%	61.6%	61.5%	96
	Reads other types of newspapers	16.8%	17.2%	17.2%	98
	Frequently or occasionally reads travel section of daily newspaper	43.1%	45.8%	45.7%	94
	Frequently or occasionally reads travel section of weekend newspaper	46.1%	47.4%	47.3%	97
Types of Magazines Read (Top 5 Indexed)	Automobile and cycle magazines	46.7%	12.4%	13.4%	348
	Professional sports	13.7%	8.3%	8.5%	161
	Outdoor activities / sports	20.4%	12.6%	12.8%	159
	Photography and video	5.8%	4.0%	4.1%	143
	Computers, electronics and technology	13.4%	10.3%	10.4%	129
Type of Television Programs Watched (Top 5 Indexed)	Science fiction/ Fantasy shows	25.4%	19.0%	19.2%	132
	History	52.0%	41.5%	41.8%	124
	Science & nature shows	52.8%	43.6%	43.8%	120
	Late night talk shows	31.7%	27.4%	27.5%	115
	Sports / sports shows	49.7%	43.2%	43.3%	115
Type of Radio Programs Listened To (Top 5 Indexed)	Modern rock/Alternative rock	58.2%	36.4%	37.1%	157
	Jazz / Big band	11.6%	8.7%	8.8%	133
	Top 40/Current hits	31.3%	25.0%	25.2%	124
	Oldies (50s, 60s, 70s, 80s)	41.6%	34.3%	34.5%	121
	Some other radio program	17.8%	15.5%	15.6%	114
Types of Websites Visited (Top 5 Indexed)	Weather	66.7%	55.7%	56.1%	119
	Sites for specific activities or interests	41.6%	35.7%	35.9%	116
	Shopping (all types)	36.9%	33.4%	33.5%	110
	Games	36.2%	32.7%	32.8%	110
	Magazine sites	18.1%	16.5%	16.6%	109

Appendix One: Canadian TAMS 2006 Outdoor Activity Segmentation

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

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

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