

## CANADIAN TRAVEL MARKET

# Freshwater Scuba Diving & Snorkeling While on Trips Of One or More Nights

### *A Profile Report*

**October 19, 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



## Freshwater Scuba Diving & Snorkeling While on Trips

### Executive Summary

Over the last two years, 2.2% (556,454) of adult Canadians went freshwater scuba diving or snorkeling while on an out-of-town, overnight trip of one or more nights. Freshwater scuba diving and snorkeling was the 18<sup>th</sup> most common outdoor activity undertaken by Canadian Pleasure Travelers while traveling in the past two years. Snorkeling (1.8%) was more popular than scuba diving (0.6%) in lakes and rivers. Of those who went freshwater scuba diving and snorkeling, only 21.8% (121,422) reported that this activity was the main reason for taking at least one trip.

Relative to the average Canadian Pleasure Traveler, those who went freshwater scuba diving and snorkeling while on trips are more likely to be male (62.2%) and young to middle-aged (18 to 54). They are over-represented among Young Singles, Young Couples and Mature Families. This is an affluent segment with above-average levels of post-secondary education (62.8%) and the third highest household income (\$86,733) of the 21 outdoor activity types. They are over-represented among those living in Ontario and British Columbia.

Those who went freshwater scuba diving and snorkeling traveled extensively over the past two years. They were the most likely of the 21 outdoor activity types to have visited Mexico (29.4%), the second most likely to have traveled to the United States (66.8%) and the third most likely to have visited the Caribbean (26.4%). They were also the second most likely to have taken a trip within their own province or region (96.1%) and the third most likely to have traveled to an adjacent province or region (61.7%).

Those who went freshwater scuba diving and snorkeling while on trips were exceptionally active while on trips. Relative to the average Canadian Pleasure Traveler, this segment was at least twice as likely to participate in most outdoor and culture and entertainment activities and especially water-based activities (e.g., boating & swimming), sporting activities and events (e.g., team sports, professional sports events), and wilderness activities (e.g., hiking, climbing & paddling, wilderness tour). They were also much more likely than average to have stayed at resorts (e.g., lakeside, riverside, ski or mountain) and wilderness accommodation (e.g., campsite, lodge or outpost). Those who went freshwater scuba diving and snorkeling seek vacations that are novel, educational, physically challenging and enrich family relationships.

Those who went freshwater scuba diving and snorkeling are above-average users of the Internet to plan (74.6%) and book (50.9%) travel. They can be most effectively targeted effectively through media specializing in outdoor activity, technology and sports.



## Freshwater Scuba Diving & Snorkeling While on Trips

### Market Incidence

Over the last two years, only 2.2% (556,454) of adult Canadians went freshwater scuba diving or snorkeling while on an out-of-town, overnight trip of one or more nights.

Freshwater scuba diving and snorkeling was the 18<sup>th</sup> most common outdoor activity undertaken by Canadian Pleasure Travelers while traveling in the past two years. 1.8% went snorkeling and 0.6% went scuba diving in lakes or rivers when on trips. 0.2% (48,272 adult Canadians) participated in both of these activities while on trips during the past two years. Those who went scuba diving in lakes or rivers (48.0%) were more likely than those who snorkeled in lakes and rivers (12.7%) to report that this activity was the main reason for taking at least one trip in the past two years.

Fig. 1 Incidence of Freshwater Scuba Diving & Snorkeling While on Trips<sup>1</sup>

|  | Number of Freshwater Scuba Divers & Snorkelers <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> |
|--|---|---|--|---|
| Size of Market                                 | 556,454   | 121,422                                   | 18,439,508                                 | 24,776,103  |
| Freshwater Scuba & Snorkeling (All Activities) | 556,454   | 21.8%                                     | 3.0%                                       | 2.2%  |
| Snorkeling in lakes & rivers                   | 455,051   | 12.7%                                     | 2.5%                                       | 1.8%  |
| Scuba diving in lakes & rivers                 | 149,675   | 48.0%                                     | 0.8%                                       | 0.6%  |
| Participated in both activities                | 48,272  | 17.3%                                     | 0.3%                                       | 0.2%  |

- 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 went freshwater scuba diving or snorkeling 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

Relative to the average Canadian Pleasure Traveler, those who went freshwater scuba diving or snorkeling while on trips are most likely to live in Ontario and British Columbia. They are least likely to live in Manitoba and Saskatchewan.

Fig. 2 Geographic Distribution of Freshwater Scuba Diving and Snorkeling While on Trips

|                    | Total Population | Estimated Number Who Went Freshwater Scuba Diving & Snorkeling on a Trip | Percent of Pleasure Travelers in Region Who Went Freshwater Scuba Diving & Snorkeling on a Trip | Percent of Total Regional Population Who Went Freshwater Scuba Diving & Snorkeling on a Trip |
|--------------------|------------------|--|---|--|
| Canada             | 24,776,103       | 556,454  | 3.0%  | 2.2%   |
| Atlantic Provinces | 1,822,494        | 26,581   | 2.1%  | 1.5%   |
| Quebec             | 5,940,869        | 92,191   | 2.2%  | 1.6%   |
| Ontario            | 9,671,592        | 278,102  | 3.9%  | 2.9%   |
| Manitoba           | 843,107          | 10,010   | 1.7%  | 1.2%   |
| Saskatchewan       | 706,325          | 10,647   | 2.0%  | 1.5%   |
| Alberta            | 2,465,540        | 52,548   | 2.6%  | 2.1%   |
| British Columbia   | 3,326,176        | 86,376   | 3.2%  | 2.6%   |

## Demographic Profile

Relative to the average Canadian Pleasure Traveler, those who went freshwater scuba diving and snorkeling while on trips are more likely to be male (62.2%) and over-represented among Young Singles, Young Couples and Mature Families (with teenage children). This affluent segment has an above-average level of education and the third highest household income (\$86,733) of the 21 outdoor activity types.

Fig. 3 Demographic Profile of Freshwater Scuba Divers & Snorkeling Relative to All Canadian Pleasure Travelers

| Attribute                | Size of Market                     | Freshwater Scuba Divers & Snorkelers | Did Not Go Freshwater Scuba Diving or Snorkeling <sup>1</sup> | Pleasure Travelers | Index <sup>2</sup> |
|--------------------------|------------------------------------|--------------------------------------|---|--------------------|--------------------|
|                          |                                    | 556,454                              | 17,883,055  | 18,439,508         | 100                |
| Gender                   | Male                               | 62.2%                                | 48.4%   | 48.8%              | 127                |
|                          | Female                             | 37.8%                                | 51.6%   | 51.2%              | 74                 |
| Age of Respondent        | 18 to 24                           | 16.6%                                | 12.7%   | 12.8%              | 130                |
|                          | 25 to 34                           | 22.6%                                | 19.2%   | 19.3%              | 117                |
|                          | 35 to 44                           | 26.7%                                | 20.3%   | 20.5%              | 130                |
|                          | 45 to 54                           | 24.0%                                | 20.2%   | 20.3%              | 118                |
|                          | 55 to 64                           | 7.1%                                 | 14.4%   | 14.1%              | 50                 |
|                          | 65 Plus                            | 3.0%                                 | 13.2%   | 12.9%              | 23                 |
| Average Age              |                                    | 39.1                                 | 44.7  | 44.5               | N/A                |
| Marital Status           | Not married                        | 34.7%                                | 32.1%   | 32.2%              | 108                |
|                          | Married                            | 65.3%                                | 67.9%   | 67.8%              | 96                 |
| Parental Status          | No children under 18               | 63.3%                                | 71.3%   | 71.1%              | 89                 |
|                          | Children under 18                  | 36.7%                                | 28.7%   | 28.9%              | 127                |
| Education                | High school or less                | 24.6%                                | 36.6%   | 36.2%              | 68                 |
|                          | Some post-secondary                | 12.7%                                | 11.1%   | 11.2%              | 113                |
|                          | Post-secondary diploma/certificate | 25.1%                                | 21.8%   | 21.9%              | 115                |
|                          | University degree                  | 37.7%                                | 30.5%   | 30.7%              | 123                |
| Household Income         | Under \$20,000                     | 2.7%                                 | 5.8%  | 5.7%               | 47                 |
|                          | \$20,000 to \$39,999               | 11.2%                                | 14.6%   | 14.5%              | 77                 |
|                          | \$40,000 to \$59,999               | 6.9%                                 | 16.8%   | 16.5%              | 42                 |
|                          | \$60,000 to \$79,999               | 17.5%                                | 15.2%   | 15.2%              | 115                |
|                          | \$80,000 to \$99,999               | 10.6%                                | 12.3%   | 12.2%              | 86                 |
|                          | \$100,000 or more                  | 34.8%                                | 22.4%   | 22.8%              | 153                |
|                          | Not stated                         | 16.4%                                | 12.9%   | 13.0%              | 126                |
| Average Household Income |                                    | \$86,502                             | \$72,421  | \$72,829           | N/A                |

1 - "Did Not Go Freshwater Scuba Diving or Snorkeling" is defined as individuals who took at least one out-of-town, overnight pleasure trip of one or more nights in the last two years but did not go freshwater scuba diving or snorkeling on any trip. The number of Freshwater Scuba & Snorkelers and Non-Freshwater Scuba & Snorkelers equals the number of Pleasure Travelers.

2 - The "Index" is calculated by dividing the percent for Freshwater Scuba & Snorkelers in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which Freshwater Scuba & Snorkelers 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 went freshwater scuba diving and snorkeling traveled extensively over the past two years. They were the most likely of the 21 outdoor activity types to have visited Mexico (29.4%), the second most likely to have traveled to the United States (66.8%) and the third most likely to have visited the Caribbean (26.4%).

They also traveled extensively within Canada with 99.5% taking at least one trip within Canada. They were the second most likely to have taken a trip within their own province or region (96.1%), the third most likely to have traveled to an adjacent province or region (61.7%) and fifth most likely to have traveled to a non-adjacent province or region (40.0%). As a result, they were over-represented among visitors to all provinces, regions and territories in Canada.

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

|   | Freshwater Scuba Divers & Snorkelers | Did Not Go Freshwater Scuba Diving or Snorkeling | Pleasure Travelers | Index |
|---|--------------------------------------|--|--------------------|-------|
| Size of Market                                | 556,454                              | 17,883,055                                       | 18,439,508         | 100   |
| Canada  | 99.5%                                | 94.6%  | 94.8%              | 105   |
| Took a trip within own province / region      | 96.1%                                | 85.5%  | 85.9%              | 112   |
| Took a trip to an adjacent province / region  | 61.7%                                | 48.1%  | 48.6%              | 127   |
| Took a trip to non-adjacent province / region | 40.0%                                | 31.2%  | 31.4%              | 127   |
| Newfoundland and Labrador                     | 7.5%                                 | 4.2%   | 4.3%               | 175   |
| Prince Edward Island                          | 10.1%                                | 7.1%   | 7.2%               | 140   |
| New Brunswick                                 | 13.4%                                | 11.8%  | 11.8%              | 113   |
| Nova Scotia                                   | 16.3%                                | 12.6%  | 12.7%              | 129   |
| Quebec  | 49.6%                                | 38.6%  | 38.9%              | 127   |
| Ontario                                       | 70.3%                                | 53.0%  | 53.5%              | 131   |
| Manitoba                                      | 12.2%                                | 9.1%   | 9.2%               | 134   |
| Saskatchewan                                  | 14.4%                                | 11.3%  | 11.4%              | 126   |
| Alberta                                       | 30.3%                                | 25.7%  | 25.8%              | 117   |
| British Columbia                              | 41.8%                                | 30.3%  | 30.6%              | 136   |
| Yukon   | 2.4%                                 | 1.0%   | 1.0%               | 243   |
| Northwest Territories                         | 1.0%                                 | 0.7%   | 0.7%               | 145   |
| Nunavut                                       | 0.4%                                 | 0.3%   | 0.3%               | 150   |
| United States                                 | 66.8%                                | 50.2%  | 50.7%              | 132   |
| Mexico  | 29.4%                                | 11.9%  | 12.4%              | 238   |
| Caribbean                                     | 26.4%                                | 15.3%  | 15.6%              | 169   |
| All other destinations                        | 35.2%                                | 23.3%  | 23.6%              | 149   |

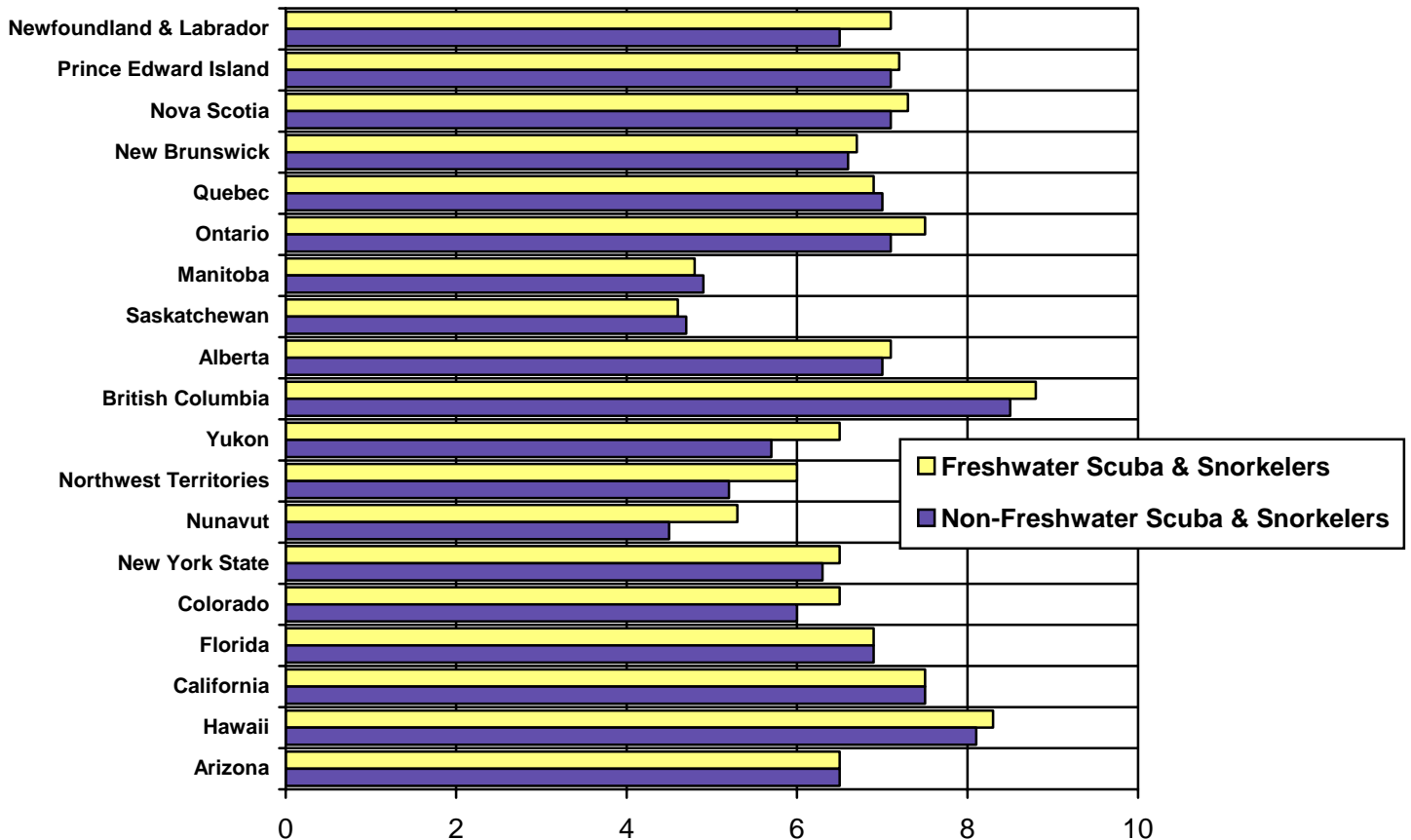
**Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories**

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 went freshwater scuba diving and snorkeling while on trips rated British Columbia (8.8) as most appealing among all destinations. They also gave relatively high appeal ratings for Ontario (7.5), Nova Scotia (7.3) and Prince Edward Island (7.2). As well, Newfoundland and Labrador and the northern territories (i.e., Yukon, NWT, Nunavut) were perceived as more appealing to freshwater scuba divers and snorkelers than to other Canadian Pleasure Travelers.

Among the U.S. reference states, Hawaii (8.3) received the highest rating. New York State and Colorado (both 6.5) also received above-average ratings from this segment.

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

Those who went freshwater scuba diving or snorkeling while on trips were very active in outdoor activities while traveling during the past two years. They were two to four times more likely than the average Canadian Pleasure Traveler to participate in 14 of the 20 other outdoor activity types. The majority in this segment participated in ocean activities (e.g., sunbathing, swimming in ocean), went boating and swimming (e.g., motorboating, swimming in lake), hiking, climbing and paddling and wildlife viewing while on trips. Relative to the average Canadian Pleasure Traveler, they were much more likely to participate in all water-based activities (e.g., boating & swimming; fishing, sailing & surfing), sports (e.g., sports & games, team sports), and a wide range of physically challenging or skilled activities (e.g., downhill skiing and snowboarding, cycling, wilderness activities, extreme air sports) while on trips. In part, this pattern of participation in skilled and strenuous outdoor activities reflects the fact that this segment is predominately male and affluent, which are attributes that tend to be associated with higher levels of outdoor physical activity.

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

|   | Freshwater Scuba Divers & Snorkelers | Did Not Go Freshwater Scuba Diving or Snorkeling | Pleasure Travelers | Index |
|---|--------------------------------------|--|--------------------|-------|
| Size of Market  | 556,454                              | 17,883,055                                       | 18,439,508         | 100   |
| Ocean Activities (e.g., swimming in ocean, sunbathing)      | 88.8%                                | 47.3%  | 48.5%              | 183   |
| Boating & Swimming (e.g., motorboating, swimming in lakes)  | 84.5%                                | 39.8%  | 41.1%              | 206   |
| Hiking, Climbing & Paddling                                 | 68.4%                                | 33.0%  | 34.1%              | 201   |
| Wildlife Viewing  | 68.3%                                | 40.4%  | 41.2%              | 166   |
| Fishing   | 48.3%                                | 22.8%  | 23.6%              | 205   |
| Sports & Games (e.g., tennis, board games)                  | 45.0%                                | 22.0%  | 22.7%              | 198   |
| Downhill Skiing & Snowboarding                              | 40.4%                                | 13.8%  | 14.6%              | 276   |
| Exercising & Jogging  | 39.9%                                | 15.1%  | 15.9%              | 251   |
| Cycling   | 37.0%                                | 12.8%  | 13.5%              | 273   |
| Golfing   | 32.0%                                | 17.9%  | 18.3%              | 175   |
| Skating (e.g., ice skating, rollerblading)                  | 28.5%                                | 11.4%  | 12.0%              | 239   |
| Team Sports (e.g., hockey, baseball)                        | 25.5%                                | 10.9%  | 11.4%              | 225   |
| Cross-country Skiing & Snowshoeing                          | 24.6%                                | 8.8%   | 9.3%               | 265   |
| Snowmobiling & ATVing                                       | 24.6%                                | 10.9%  | 11.3%              | 217   |
| Sailing & Surfing (e.g., sailing, windsurfing, parasailing) | 20.6%                                | 5.8%   | 6.3%               | 327   |
| Wilderness Activities (e.g., wilderness skills course)      | 9.6%                                 | 2.1%   | 2.4%               | 404   |
| Horseback Riding  | 8.9%                                 | 4.8%   | 4.9%               | 182   |
| Motorcycling  | 8.8%                                 | 2.8%   | 3.0%               | 294   |
| Hunting   | 7.1%                                 | 4.6%   | 4.7%               | 150   |
| Extreme Air Sports (e.g., parachuting)                      | 3.4%                                 | 1.1%   | 1.1%               | 299   |

### Outdoor Activities Pursued in a Typical Year

The high level of activity pursued on trips by those who went freshwater scuba diving and snorkeling was also apparent when they do not travel. The majority of those in this segment went swimming and on day outings to parks, exercised at home or at a fitness club, went hiking, cycling, picnicking and camping and gardened at home. As well, relative to the average Canadian Pleasure Traveler, they were particularly more likely to participate in sailing or other boating activities, canoeing or kayaking, downhill skiing, snowboarding and skateboarding while not traveling.

Fig. 7 Outdoor Activities Pursued in a Typical Year

|  | Freshwater Scuba Divers & Snorkelers | Did Not Go Freshwater Scuba Diving or Snorkeling | Pleasure Travelers | Index |
|--|--------------------------------------|--|--------------------|-------|
| Size of Market                                     | 556,454                              | 17,883,055                                       | 18,439,508         | 100   |
| Swimming   | 85.8%                                | 59.5%  | 60.3%              | 142   |
| Day outing to a park                               | 77.4%                                | 66.5%  | 66.9%              | 116   |
| Exercising at home or at a fitness club            | 73.3%                                | 60.6%  | 61.0%              | 120   |
| Hiking   | 69.8%                                | 48.1%  | 48.8%              | 143   |
| Gardening  | 62.8%                                | 59.7%  | 59.8%              | 105   |
| Cycling  | 61.6%                                | 43.8%  | 44.3%              | 139   |
| Picnicking   | 55.4%                                | 53.0%  | 53.1%              | 104   |
| Camping  | 53.9%                                | 38.1%  | 38.6%              | 140   |
| Sailing or other boating                           | 44.2%                                | 22.8%  | 23.4%              | 189   |
| Golfing  | 43.0%                                | 28.9%  | 29.4%              | 147   |
| Ice-skating  | 42.0%                                | 28.1%  | 28.5%              | 147   |
| Canoeing or kayaking                               | 41.2%                                | 16.1%  | 16.9%              | 244   |
| Fishing  | 40.5%                                | 28.9%  | 29.3%              | 138   |
| Jogging  | 39.4%                                | 23.6%  | 24.1%              | 164   |
| Downhill skiing                                    | 38.1%                                | 15.5%  | 16.2%              | 235   |
| Playing team sports                                | 36.1%                                | 22.5%  | 22.9%              | 157   |
| Playing racquet sports (e.g., tennis or badminton) | 31.5%                                | 18.8%  | 19.1%              | 165   |
| Rollerblading                                      | 24.7%                                | 14.1%  | 14.4%              | 172   |
| Cross-country skiing                               | 23.0%                                | 12.1%  | 12.5%              | 185   |
| Riding an all-terrain vehicle (ATV)                | 18.8%                                | 14.1%  | 14.3%              | 132   |
| Snowmobiling                                       | 12.5%                                | 9.7%   | 9.8%               | 127   |
| Horseback riding                                   | 11.4%                                | 6.7%   | 6.8%               | 168   |
| Snowboarding                                       | 11.4%                                | 4.8%   | 5.0%               | 226   |
| Hunting  | 10.7%                                | 7.6%   | 7.7%               | 138   |
| Skateboarding                                      | 4.2%                                 | 1.5%   | 1.6%               | 265   |

### Culture and Entertainment Activities Pursued While on Trips

Those who went freshwater scuba diving and snorkeling were also quite active in a wide range of culture and entertainment activities while on trips. They frequently went shopping and dining, visited historical sites, museums and art galleries, visited theme parks and exhibits and attended musical concerts. Relative to the average Canadian Pleasure Traveler, they were especially likely to attend sporting events (e.g., professional sporting events, amateur tournaments, national & international sporting events) and live art performances (e.g., high arts, comedy clubs and festivals) and take part in educational participatory activities (e.g., aboriginal cultural experiences, participatory historical activities) while on trips.

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

|   | Freshwater Scuba Divers & Snorkelers | Did Not Go Freshwater Scuba Diving or Snorkeling | Pleasure Travelers | Index |
|---|--------------------------------------|--|--------------------|-------|
| Size of Market                            | 556,454                              | 17,883,055                                       | 18,439,508         | 100   |
| Shopping & Dining                         | 93.7%                                | 82.5%  | 82.9%              | 113   |
| Historical Sites, Museums & Art Galleries | 79.8%                                | 57.6%  | 58.3%              | 137   |
| Theme Parks & Exhibits                    | 61.6%                                | 38.5%  | 39.2%              | 157   |
| Musical Concerts, Festivals & Attractions | 56.9%                                | 32.0%  | 32.7%              | 174   |
| Fairs & Festivals                         | 54.0%                                | 37.2%  | 37.7%              | 143   |
| Science & Technology Exhibits             | 48.6%                                | 22.3%  | 23.1%              | 210   |
| Wine, Beer & Food Tastings                | 41.7%                                | 23.2%  | 23.8%              | 175   |
| Casinos                                   | 36.9%                                | 25.6%  | 25.9%              | 142   |
| Professional Sporting Events              | 32.9%                                | 15.1%  | 15.7%              | 210   |
| Live Theatre                              | 32.0%                                | 20.7%  | 21.1%              | 152   |
| Agro-Tourism                              | 27.8%                                | 15.3%  | 15.7%              | 177   |
| Amateur Tournaments                       | 27.2%                                | 11.3%  | 11.8%              | 230   |
| Garden Theme Attractions                  | 26.3%                                | 17.3%  | 17.6%              | 149   |
| High Art Performances                     | 22.8%                                | 10.6%  | 11.0%              | 208   |
| Comedy Festivals & Clubs                  | 22.7%                                | 9.8%   | 10.1%              | 224   |
| Aboriginal Cultural Experiences           | 22.7%                                | 11.3%  | 11.6%              | 195   |
| Spas                                      | 20.2%                                | 9.7%   | 10.0%              | 201   |
| Participatory Historical Activities       | 13.5%                                | 6.5%   | 6.7%               | 203   |
| Equestrian & Western Events               | 12.6%                                | 6.5%   | 6.7%               | 189   |
| National & International Sporting Events  | 7.5%                                 | 3.1%   | 3.2%               | 235   |
| Literary & Film Festivals                 | 4.5%                                 | 2.5%   | 2.6%               | 176   |

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

Those who went freshwater scuba diving and snorkeling were also more active than the average Canadian Pleasure Traveler in almost all culture and entertainment pursuits while not traveling. The majority dined in local restaurants, visited local festivals and fairs, attended local amateur sporting events and visited local historic sites or heritage buildings. Relative to the average Canadian Pleasure Traveler, they were especially likely to attend live rock music and jazz performances (e.g., bars with live pop or rock bands, rock music concerts, jazz clubs).

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

|   | Freshwater Scuba Divers & Snorkelers | Did Not Go Freshwater Scuba Diving or Snorkeling | Pleasure Travelers | Index |
|---|--------------------------------------|--|--------------------|-------|
| Size of Market                                  | 556,454                              | 17,883,055                                       | 18,439,508         | 100   |
| Going out to eat in restaurants                 | 92.6%                                | 91.5%  | 91.5%              | 101   |
| Going to festivals or fairs                     | 65.9%                                | 61.3%  | 61.4%              | 107   |
| Going to amateur sporting events                | 55.2%                                | 41.6%  | 42.0%              | 132   |
| Going to historic sites or heritage buildings   | 51.5%                                | 38.9%  | 39.3%              | 131   |
| Going to bars with live pop or rock bands       | 49.1%                                | 27.0%  | 27.7%              | 177   |
| Going to museums                                | 44.7%                                | 32.4%  | 32.7%              | 137   |
| Going to professional sporting events           | 43.8%                                | 31.7%  | 32.1%              | 137   |
| Going to live theatre                           | 41.8%                                | 34.6%  | 34.8%              | 120   |
| Going to art galleries or art shows             | 41.8%                                | 31.5%  | 31.8%              | 132   |
| Going to rock music concerts                    | 39.6%                                | 21.9%  | 22.4%              | 176   |
| Going to zoos or aquariums                      | 37.0%                                | 30.2%  | 30.4%              | 122   |
| Going to pick-your-own farms or farmers' market | 36.7%                                | 41.1%  | 41.0%              | 89    |
| Going to amusement or theme parks               | 33.7%                                | 28.7%  | 28.9%              | 117   |
| Going dancing                                   | 31.4%                                | 29.8%  | 29.9%              | 105   |
| Going to botanical gardens                      | 26.8%                                | 25.3%  | 25.4%              | 106   |
| Going to classical music concerts               | 22.1%                                | 16.3%  | 16.5%              | 134   |
| Going to gamble in casinos                      | 18.8%                                | 18.1%  | 18.1%              | 104   |
| Going to day spas                               | 18.6%                                | 13.6%  | 13.8%              | 135   |
| Going to jazz clubs                             | 12.9%                                | 7.4%   | 7.5%               | 171   |
| Staying overnight in a hotel or B&B in own city | 12.3%                                | 9.8%   | 9.9%               | 125   |
| Going to the ballet                             | 9.9%                                 | 7.2%   | 7.3%               | 136   |
| Going to the opera                              | 8.4%                                 | 6.5%   | 6.6%               | 127   |
| Going to rodeos                                 | 7.1%                                 | 7.3%   | 7.3%               | 97    |

### Accommodation Stayed In While on a Trip

Those who went freshwater scuba diving and snorkeling while on trips most often stayed at public campgrounds and seaside resorts in the last two years. They were more likely than the typical Canadian Pleasure Traveler to have stayed at resorts (e.g., lakeside or riverside resort, ski or mountain resort) and wilderness accommodation (e.g., wilderness campsite, wilderness lodge accessible by car, remote or fly-in wilderness lodge or outpost).

Fig. 10 Accommodation Stayed in While on Trips

|  | Freshwater Scuba Divers & Snorkelers | Did Not Go Freshwater Scuba Diving or Snorkeling | Pleasure Travelers | Index |
|--|--------------------------------------|--|--------------------|-------|
| Size of Market   | 556,454                              | 17,883,055                                       | 18,439,508         | 100   |
| A Public Campground in a National, State, Provincial or Municipal Park | 46.7%                                | 25.7%  | 26.4%              | 177   |
| Seaside Resort   | 43.7%                                | 20.0%  | 20.7%              | 211   |
| Lakeside / Riverside Resort  | 39.5%                                | 21.8%  | 22.3%              | 177   |
| Ski Resort or Mountain Resort  | 32.7%                                | 13.4%  | 13.9%              | 235   |
| A Private Campground   | 28.9%                                | 18.5%  | 18.8%              | 154   |
| A Camp Site in a Wilderness Setting (Not a Campground)                 | 22.1%                                | 8.2%   | 8.6%               | 258   |
| Wilderness Lodge You Can Drive to by Car                               | 13.7%                                | 5.4%   | 5.6%               | 244   |
| Health Spa   | 12.3%                                | 5.7%   | 5.9%               | 207   |
| A Motor Home or RV while Traveling or Touring (Not a Camping Trip)     | 8.3%                                 | 4.4%   | 4.5%               | 184   |
| Country Inn or Resort with Gourmet Restaurant                          | 7.6%                                 | 5.0%   | 5.1%               | 149   |
| Remote or Fly-In Wilderness Lodge                                      | 7.4%                                 | 1.4%   | 1.6%               | 465   |
| Farm or Guest Ranch  | 6.1%                                 | 2.9%   | 3.0%               | 202   |
| On a Houseboat   | 3.5%                                 | 1.3%   | 1.4%               | 259   |
| Remote or Fly-In Wilderness Outpost                                    | 3.2%                                 | 0.5%   | 0.6%               | 567   |
| Wine Tasting School  | 0.3%                                 | 0.3%   | 0.3%               | 124   |
| Cooking School   | 0.2%                                 | 0.4%   | 0.4%               | 68    |

### Tours and Cruises Taken During Past Two Years

Those who went freshwater scuba diving and snorkeling while on trips were much more likely than the average Canadian Pleasure Traveler to have taken tours or cruises in the past two years. The most common tours taken by this segment were self-guided sameday tours, guided sameday tours, scenic countryside drives and city tours. Relative to the typical Canadian Pleasure Traveler, those who went freshwater scuba diving or snorkeling were more than twice as likely to have taken guided tours, wilderness tours, tours of factories and air tours in an airplane or helicopter. They were also more than twice as likely to have taken sightseeing cruises, Caribbean ocean cruises and other specialized cruises (e.g., Great Lakes cruise, cruise on another lake or river) during the past two years.

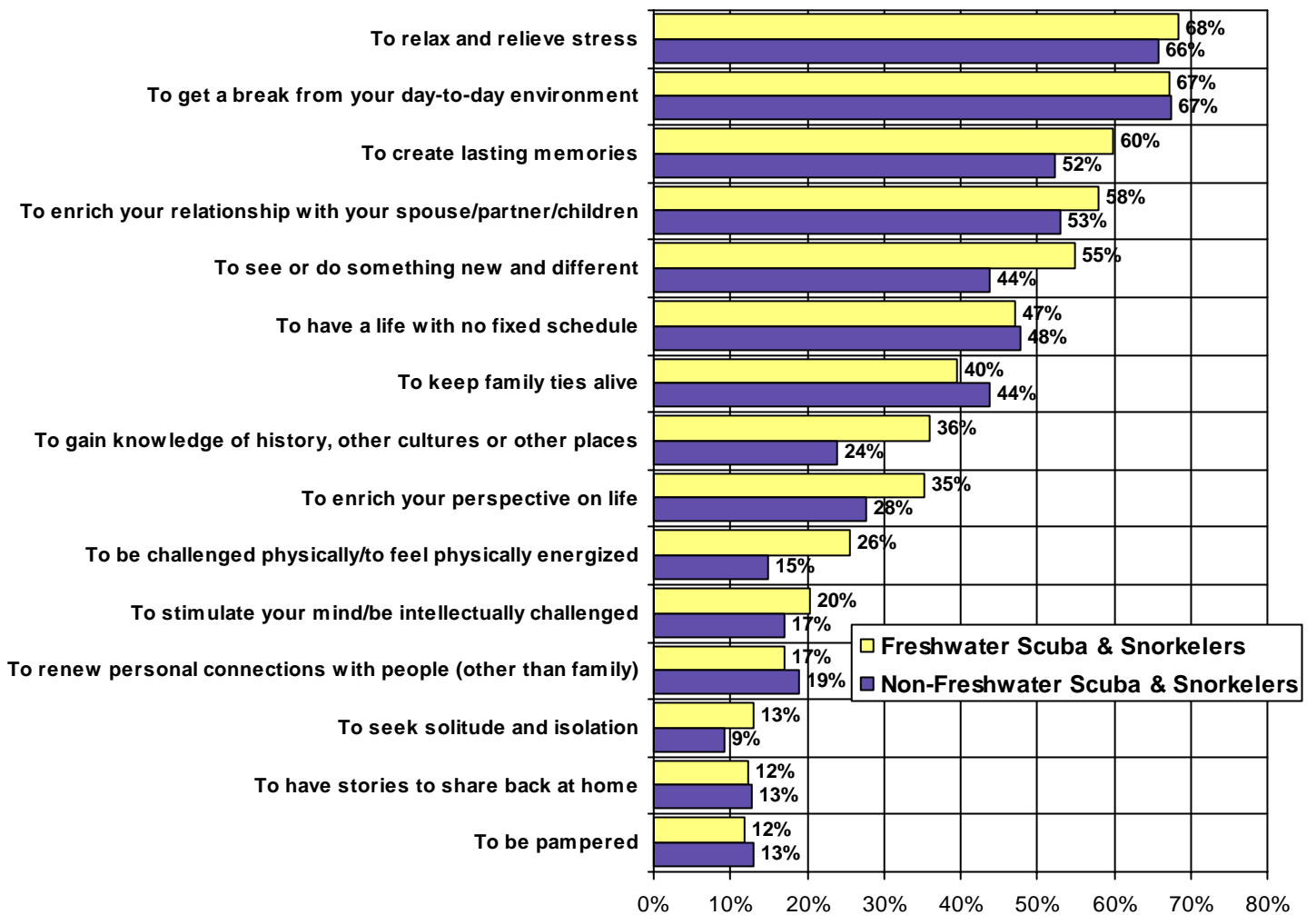
Fig. 11 Tours and Cruises Taken During Past Two Years

|  | Freshwater Scuba Divers & Snorkelers | Did Not Go Freshwater Scuba Diving or Snorkeling | Pleasure Travelers | Index |
|--|--------------------------------------|--|--------------------|-------|
| Size of Market   | 556,454                              | 17,883,055                                       | 18,439,508         | 100   |
| A self-guided, sameday tour while on an overnight trip                       | 53.0%                                | 28.5%  | 29.3%              | 181   |
| An organized, sameday, guided tour while on an overnight trip                | 44.7%                                | 21.5%  | 22.2%              | 201   |
| Around the countryside - scenic drives                                       | 38.8%                                | 21.9%  | 22.4%              | 173   |
| Around the city  | 38.1%                                | 22.9%  | 23.4%              | 163   |
| On the water (sightseeing cruise)  | 30.8%                                | 12.5%  | 13.1%              | 235   |
| A self-guided, overnight tour where you stayed in different locations        | 30.4%                                | 17.7%  | 18.1%              | 168   |
| Wilderness tour  | 29.2%                                | 12.5%  | 13.0%              | 224   |
| Some other type of tour  | 19.4%                                | 9.6%   | 9.8%               | 197   |
| An organized, overnight, guided tour where you stayed in different locations | 18.1%                                | 9.8%   | 10.1%              | 180   |
| An organized, overnight, guided tour where you stayed in a single location   | 17.2%                                | 7.5%   | 7.8%               | 219   |
| Caribbean ocean cruise   | 10.5%                                | 5.2%   | 5.4%               | 194   |
| To a winery  | 9.1%                                 | 5.5%   | 5.6%               | 160   |
| To a casino  | 8.5%                                 | 6.5%   | 6.5%               | 131   |
| To a factory   | 8.1%                                 | 2.5%   | 2.6%               | 306   |
| Cruise on another lake or river  | 4.8%                                 | 2.3%   | 2.4%               | 203   |
| In the air as a pilot or passenger of an airplane or helicopter              | 4.7%                                 | 1.8%   | 1.9%               | 249   |
| Ocean cruise – Other   | 4.5%                                 | 3.3%   | 3.3%               | 135   |
| Cruise on the St. Lawrence River   | 3.7%                                 | 1.9%   | 1.9%               | 189   |
| Alaskan ocean cruise   | 2.6%                                 | 1.6%   | 1.6%               | 159   |
| Great Lakes cruise   | 2.4%                                 | 0.7%   | 0.8%               | 306   |
| Some other type of cruise  | 1.9%                                 | 1.6%   | 1.6%               | 119   |
| Submarine cruise   | 0.2%                                 | 0.1%   | 0.1%               | 176   |

### Benefits Sought While On a Vacation

As with most Canadian Pleasure Travelers, those who went freshwater scuba diving and snorkeling while on trips take vacations to relax and relieve stress, to get a break from their day-to-day environment, to create lasting memories, to enrich family relationships, and to see or do something new or different. Relative to other Canadian Pleasure Travelers, this segment seeks vacations that offer novelty (e.g., seeing or doing something new and different, creating lasting memories), are intellectually stimulating (e.g., gain knowledge of history and cultures, enrich their perspective on life) are physically challenging and energizing and enrich their family relationships.

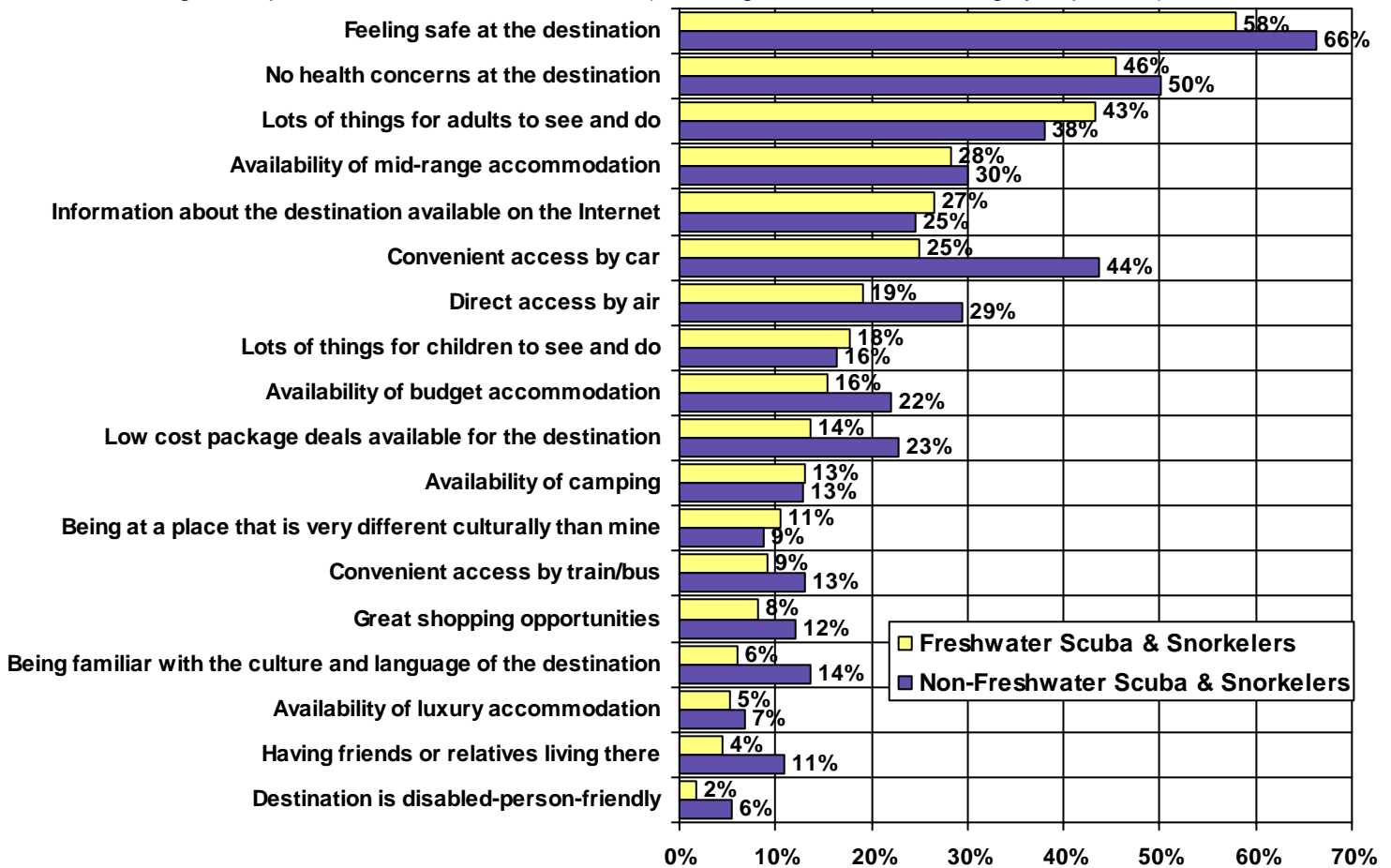
Fig.12 Benefits Sought While On a Vacation  
(Percent Rating Each Benefit as “Highly Important”)



### Other Attributes of a Destination Considered Important

As with most Canadian Pleasure Travelers, the majority of those who went freshwater scuba diving and snorkeling consider it important that they feel safe at a destination, although to a lesser extent than others. Relative to other Canadian Pleasure Travelers, this highly active segment considers it important that a destination has lots of things for adults to see and do. On the other hand, they consider it less important that the destination is conveniently accessible by air, car, bus or train, offers low prices (e.g., budget accommodations, low-cost package deals), provides great shopping opportunities, has a familiar language or culture, has friends and family living nearby and is accessible to persons with disabilities.

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



## How Destinations are Selected

Most of those who went freshwater scuba diving and snorkeling start planning for summer trips with a particular destination in mind. They are also more likely to be responsive to discount packages for summer travel. For winter trips, they typically begin planning with a destination in mind. However, they are more likely than average to begin their winter trip planning by considering what specific activities they would like to do.

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

|  | Freshwater Scuba Divers & Snorkelers | Did Not Go Freshwater Scuba Diving or Snorkeling | Pleasure Travelers | Index |
|--|--------------------------------------|--|--------------------|-------|
| Size of Market   | 556,454                              | 17,883,055                                       | 18,439,508         | 100   |
| <b>Summer</b>  |                                      |  |                    |       |
| Started with a desired destination in mind                 | 56.8%                                | 48.2%  | 48.5%              | 117   |
| Started by considering specific activities wanted to do    | 13.9%                                | 13.8%  | 13.8%              | 101   |
| Started with a certain type of vacation experience in mind | 17.4%                                | 23.9%  | 23.7%              | 73    |
| Looked for packaged deals - no destination in mind         | 3.0%                                 | 1.3%   | 1.3%               | 228   |
| Considered something else first                            | 3.4%                                 | 4.3%   | 4.3%               | 78    |
| Don't know / Other   | 5.5%                                 | 8.5%   | 8.4%               | 66    |
| <b>Winter</b>  |                                      |  |                    |       |
| Started with a desired destination in mind                 | 42.9%                                | 48.8%  | 48.6%              | 88    |
| Started by considering specific activities wanted to do    | 28.6%                                | 15.1%  | 15.6%              | 184   |
| Started with a certain type of vacation experience in mind | 16.5%                                | 19.4%  | 19.3%              | 86    |
| Looked for packaged deals - no destination in mind         | 2.3%                                 | 3.2%   | 3.2%               | 72    |
| Considered something else first                            | 3.6%                                 | 4.7%   | 4.7%               | 77    |
| Don't know / Other   | 6.1%                                 | 8.7%   | 8.6%               | 71    |

### Trip Planning and Information Sources Consulted

The majority of those who went freshwater scuba diving or snorkeling when on trips were responsible for planning their trips either on their own (44.7%) or with someone else (17.1%). When making vacation plans, this segment consults a wider range of sources than the average Canadian Pleasure Traveler. The majority use the Internet, word-of-mouth and past experiences to plan travel. They were especially more likely than average to obtain information from travel agents, maps, official tourism sources (e.g., travel guides or brochures from states or provinces, visitor information centres), articles and advertising in newspapers or magazines, an auto club, travel guidebooks such as Fodor's, television programs, email newsletters or magazines and trade, travel or sports shows.

Fig. 15 Who Plans Vacations and Information Sources Consulted

|                               |   | Freshwater Scuba Divers & Snorkelers | Did Not Go Freshwater Scuba Diving or Snorkeling | Pleasure Travelers | Index |
|-------------------------------|---|--------------------------------------|--|--------------------|-------|
| Size of Market                |   | 556,454                              | 17,883,055                                       | 18,439,508         | 100   |
| Who Plans Trips?              | Respondent plans trips                                    | 44.7%                                | 42.0%  | 42.0%              | 106   |
|                               | Trip planning a shared responsibility                     | 17.1%                                | 16.4%  | 16.4%              | 104   |
|                               | Someone else plans trips                                  | 38.2%                                | 41.6%  | 41.5%              | 92    |
| Information Sources Consulted | An Internet website                                       | 80.7%                                | 64.7%  | 65.2%              | 124   |
|                               | Advice of others / Word-of-mouth                          | 69.8%                                | 50.5%  | 51.1%              | 137   |
|                               | Past experience / Been there before                       | 65.0%                                | 49.9%  | 50.4%              | 129   |
|                               | A travel agent  | 48.7%                                | 33.7%  | 34.1%              | 143   |
|                               | Maps  | 48.2%                                | 32.1%  | 32.6%              | 148   |
|                               | Official travel guides or brochures from state / province | 37.5%                                | 25.6%  | 26.0%              | 145   |
|                               | Visitor information centres                               | 33.0%                                | 23.1%  | 23.4%              | 141   |
|                               | Articles in newspapers / magazines                        | 30.7%                                | 20.6%  | 20.9%              | 147   |
|                               | An auto club such as CAA                                  | 24.6%                                | 17.4%  | 17.7%              | 139   |
|                               | Travel guide books such as Fodor's                        | 23.7%                                | 13.3%  | 13.6%              | 174   |
|                               | Advertisements in newspapers / magazines                  | 21.6%                                | 14.0%  | 14.3%              | 152   |
|                               | Programs on television                                    | 13.6%                                | 7.3%   | 7.5%               | 181   |
|                               | Travel information received in the mail                   | 10.3%                                | 8.8%   | 8.8%               | 117   |
|                               | An electronic newsletter or magazine received by e-mail   | 7.7%                                 | 4.1%   | 4.2%               | 186   |
|                               | Visits to trade, travel or sports shows                   | 5.6%                                 | 3.0%   | 3.1%               | 180   |
| Advertisements on television  | 5.2%  | 5.0%                                 | 5.0%   | 105                |       |

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

Those who went freshwater scuba diving or snorkeling when on trips are more likely than the average Canadian Pleasure Traveler to use the Internet to plan (74.6% ranked 7<sup>th</sup> of the 21 outdoor activity types) and book travel (50.9% ranked 5<sup>th</sup> of the 21 outdoor activity types). The majority in this segment use hotel or resort websites, the official tourism websites of specific countries, regions or cities, travel planning or booking websites (e.g., Expedia) and airline websites. Accommodation and airline tickets were the most frequent trip components purchased online. They were also more likely than the typical Canadian Pleasure Traveler to rent cars, purchase tickets for specific activities or attractions and fares for rail, bus or boat / ship over the Internet.

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

|   |  | Freshwater Scuba Divers & Snorkelers | Did Not Go Freshwater Scuba Diving or Snorkeling | Pleasure Travelers | Index |
|---|--|--------------------------------------|--|--------------------|-------|
|   | Size of Market   | 556,454                              | 17,883,055                                       | 18,439,508         | 100   |
| Percent Using Internet to Plan or Book Travel | Does not use the Internet                              | 25.4%                                | 41.3%  | 40.8%              | 62    |
|   | Uses Internet to plan trips only                       | 23.7%                                | 22.1%  | 22.1%              | 107   |
|   | Uses Internet to book part of trip                     | 50.9%                                | 36.6%  | 37.0%              | 137   |
| Types of Websites Consulted                   | A website of a hotel or resort                         | 62.9%                                | 56.8%  | 57.0%              | 110   |
|   | A tourism website of a country / region / city         | 61.4%                                | 49.4%  | 49.8%              | 123   |
|   | A travel planning / booking website                    | 52.5%                                | 45.4%  | 45.7%              | 115   |
|   | An airline website                                     | 51.4%                                | 46.1%  | 46.3%              | 111   |
|   | A website of an attraction                             | 43.7%                                | 34.1%  | 34.5%              | 127   |
|   | Some other website                                     | 34.7%                                | 27.3%  | 27.6%              | 126   |
|   | A cruise line website                                  | 9.5%                                 | 8.0%   | 8.1%               | 117   |
|   | A motorcoach website                                   | 3.1%                                 | 2.4%   | 2.5%               | 125   |
| Parts of Trips Booked Over The Internet       | Accommodation  | 84.1%                                | 68.5%  | 69.2%              | 122   |
|   | Air tickets  | 71.9%                                | 69.4%  | 69.5%              | 104   |
|   | Car rental   | 41.8%                                | 26.5%  | 27.1%              | 154   |
|   | Tickets or fees for specific activities or attractions | 31.1%                                | 23.3%  | 23.6%              | 132   |
|   | Tickets for rail, bus or boat / ship fares             | 20.0%                                | 15.1%  | 15.3%              | 131   |
|   | A package containing two or more items                 | 19.5%                                | 15.2%  | 15.4%              | 127   |
|   | Other  | 3.7%                                 | 3.9%   | 3.9%               | 95    |

## Media Consumption Habits

Those who went freshwater scuba diving and snorkeling while on trips were slightly more likely than the average Canadian Pleasure Traveler to read the travel sections of their daily and weekend newspapers and to visit travel websites. This segment can be most effectively targeted through nature and the outdoor media (e.g., outdoor activities & sports magazines, science & geography magazines, science & nature television shows), sports media, technology magazines (e.g., computers, electronics & technology; photography & video), and science fiction and fantasy television programs. They may also be reached through modern or alternative rock music radio stations.

Fig. 17 Media Consumption Habits

|   |  | Freshwater Scuba Divers & Snorkelers | Did Not Go Freshwater Scuba Diving or Snorkeling | Pleasure Travelers | Index |
|---|--|--------------------------------------|--|--------------------|-------|
| Size of Market                                      |  | 556,454                              | 17,883,055                                       | 18,439,508         | 100   |
| Newspaper Readership                                | Reads daily newspaper  | 86.8%                                | 87.3%  | 87.3%              | 99    |
|   | Reads weekend edition of newspaper                                   | 86.9%                                | 87.3%  | 87.3%              | 100   |
|   | Reads local neighbourhood or community newspapers                    | 60.9%                                | 61.6%  | 61.5%              | 99    |
|   | Reads other types of newspapers                                      | 16.2%                                | 17.2%  | 17.2%              | 94    |
|   | Frequently or occasionally reads travel section of daily newspaper   | 51.8%                                | 45.5%  | 45.7%              | 113   |
|   | Frequently or occasionally reads travel section of weekend newspaper | 52.5%                                | 47.2%  | 47.3%              | 111   |
| Types of Magazines Read (Top 5 Indexed)             | Outdoor activities / sports  | 26.6%                                | 12.4%  | 12.8%              | 207   |
|   | Science and geography  | 30.1%                                | 16.2%  | 16.6%              | 182   |
|   | Computers, electronics and technology                                | 18.7%                                | 10.1%  | 10.4%              | 180   |
|   | Professional sports  | 14.2%                                | 8.3%   | 8.5%               | 166   |
|   | Photography and video  | 6.6%                                 | 4.0%   | 4.1%               | 163   |
| Type of Television Programs Watched (Top 5 Indexed) | Science fiction / Fantasy shows                                      | 29.4%                                | 18.9%  | 19.2%              | 153   |
|   | History  | 53.9%                                | 41.4%  | 41.8%              | 129   |
|   | Science & nature shows   | 54.9%                                | 43.5%  | 43.8%              | 125   |
|   | Sports / sports shows  | 49.8%                                | 43.1%  | 43.3%              | 115   |
|   | Biography  | 47.6%                                | 42.2%  | 42.3%              | 113   |
| Type of Radio Programs Listened To (Top 5 Indexed)  | Modern rock/Alternative rock   | 56.4%                                | 36.5%  | 37.1%              | 152   |
|   | All sports   | 15.2%                                | 10.9%  | 11.1%              | 137   |
|   | Jazz / Big band  | 11.4%                                | 8.7%   | 8.8%               | 131   |
|   | News / Talk / Information  | 48.3%                                | 39.1%  | 39.4%              | 123   |
|   | Oldies (50s, 60s, 70s, 80s)  | 42.2%                                | 34.2%  | 34.5%              | 122   |
| Types of Websites Visited (Top 5 Indexed)           | Sites for specific activities or interests                           | 52.4%                                | 35.3%  | 35.9%              | 146   |
|   | Sports   | 34.0%                                | 26.7%  | 26.9%              | 126   |
|   | Travel   | 58.1%                                | 50.3%  | 50.6%              | 115   |
|   | Games  | 37.1%                                | 32.7%  | 32.8%              | 113   |
|   | Entertainment  | 57.8%                                | 51.3%  | 51.5%              | 112   |

## 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<br>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 Two</b>  |   |   |
|--|---|---|
| <b>Canadian TAMS 2006 Culture and Entertainment Segmentation</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                       |