

CANADIAN TRAVEL MARKET

Playing Sports and Games While on Trips Of One or More Nights

A Profile Report

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Prepared by Lang Research Inc. on behalf of:

Ontario Ministry of Tourism, Ontario Tourism Marketing Partnership Corporation, Quebec Ministry of Tourism,
Travel Manitoba, Canadian Tourism Commission, Tourism Saskatchewan, Atlantic Canada Tourism
Partnership, Alberta Tourism, Parks, Recreation and Culture, Department of Canadian Heritage, Tourism British
Columbia, Parks Canada Agency, Government of Yukon, Government of Northwest Territories



Playing Sports and Games While on Trips

Executive Summary

Over the last two years, 16.9% (4,188,171) of adult Canadians played sports and games while on an out-of-town, overnight trip of one or more nights. Mini-golf (9.4%) and board games (4.8%) were the most popular, followed by bowling (2.9%), beach volleyball (2.8%), tennis (2.0%), volleyball (1.9%) and badminton (1.5%). Playing sports and games on trips was the 6th most frequent outdoor activity type undertaken by Canadian Pleasure Travelers in the past two years. Playing a sport or game on a trip is usually not the main purpose for travel, as only 13.9% (581,786 adult Canadians) reported that this activity was the main reason for taking at least one trip in the past two years.

Sports and Games Players are similar to the average Canadian Pleasure Traveler in terms of gender and education. However, this segment is somewhat younger (68.3% 18 to 44 years of age) and over-represented among young singles and families (children under 18 at home). Their household income (\$77,117) is slightly above-average. They are over-represented in Saskatchewan, Alberta, Manitoba and Ontario.

Those who played sports and games while on trips are less frequent travelers than the other outdoor activity types. They were the 17th most likely of the 21 outdoor activity types to have taken a trip within their own province or region (91.0%), the 15th most likely to have traveled to an adjacent province or region (55.6%) and the 16th most likely to have visited a non-adjacent province or region (35.1%). Their out-of-country travel is average relative to other outdoor activity types. They were the 13th most likely to have visited the United States (56.8%), the 10th most likely to have traveled to Mexico (15.8%) and the 9th most likely to have taken a trip to the Caribbean (19.1%).

Sports and Games Players are very active in both outdoor activities and entertainment pursuits while on trips. They were especially active in family-oriented outdoor activities (e.g., skating, horseback riding, team sports) and more likely to attend sporting events, comedy festivals and clubs and concerts and musical festivals and musical attractions. They were also more likely to take part in participatory, educational activities (e.g., agro-tourism, aboriginal cultural experiences) which often appeal more to families. This segment seeks vacations that are relaxing, create lasting memories, enrich family relations and have lots of things for both adults and for children to see and do.

Relative to the other outdoor activity types, those who played sports and games on trips are average users of the Internet to plan (69.8%) and book (44.8%) travel. However, they are below-average users of travel-media and can be more effectively targeted through sports and game media (e.g., game websites), family and parenting (e.g., magazines) and popular radio and television (e.g., contemporary radio, reality TV).

Travel Activity and Motivation Survey (TAMS)

The TAMS survey examines the recreational activities and travel habits of Canadians and Americans. The survey examines out-of-town, overnight travel behaviour of one or more nights over the past two years and provides detailed information on Travelers' activities, travel motivators, places visited, type of accommodation used, impressions of Canada, its provinces and territories, demographics and media consumption patterns.

TAMS represents a comprehensive assessment of travel behaviour and motivators and provides a rich and authoritative database by which to develop marketing strategies and travel products to attract visitors to Canada. In particular, TAMS was designed to:

- Identify existing and potential tourism markets;
- Measure the likelihood of these tourism markets being attracted to vacation experiences in Canada;
- Create packaging opportunities for each of these markets;
- Determine how to reach these markets (i.e., in terms of media strategies); and
- Provide information on how to fine-tune and target existing marketing campaigns.

TAMS was sponsored by the following organizations:

Ontario Ministry of Tourism	Quebec Ministry of Tourism
Ontario Tourism Marketing Partnership Corporation	Travel Manitoba
Canadian Tourism Commission	Tourism Saskatchewan
Atlantic Canada Tourism Partnership	Parks Canada Agency
Department of Canadian Heritage	Tourism British Columbia
Alberta Tourism, Parks, Recreation and Culture	Government of Yukon
Government of Northwest Territories	Statistics Canada

The survey was conducted in Canada and the United States between January 2006 and June 2006 and it includes only adults (18 years and over). The reference period for the data is 2004 and 2005.

The Canadian database is used in this current report. This survey was conducted by Statistics Canada. 31,699 completed questionnaires were returned. The data have been weighted to project the results to the Canadian population.

This report profiles persons who played sports and games while on a trip and compares them with other Canadian Pleasure Travelers (i.e., those who took at least one pleasure trip or vacation in the last two years). This report is part of a series of 44 Activity Reports prepared using the Canadian TAMS database.

Playing Sports and Games While on Trips

Market Incidence

Over the last two years, 16.9% (4,188,171) of adult Canadians played a sport or a game while on an out-of-town trip of one or more nights. Mini-golf (9.4%) and board games (4.8%) were the most popular games played while on a trip. Bowling (2.9%) and beach volleyball (2.8%) were the most popular sports played on trips, followed by tennis (2.0%), volleyball (1.9%) and badminton (1.5%). Overall, playing a sport or game on a trip was the 6th most frequent outdoor activity type undertaken by Canadian Pleasure Travelers in the past two years.

Playing a sport or game on a trip is usually not the main purpose for travel, as only 13.9% (581,786 adult Canadians) reported that this activity was the main reason for taking at least one trip in the past two years. Team sports such as volleyball (32.4%) and bowling (22.5%) were more likely to be the main reason for taking at least one trip than other types of sports and games.

Fig. 1 Incidence of Playing Sports & Games While on Trips¹

	Number of Sports & Games Players ²	Percent Main Reason for Trip ³	Percent of Pleasure Travelers ⁴	Percent of Total Canadian Population ⁵
Size of Market	4,188,171	581,786	18,439,508	24,776,103
Sports & Games (All Activities)	4,188,171	13.9%	22.7%	16.9%
Mini-golf	2,324,023	5.3%	12.6%	9.4%
Board games	1,180,669	3.5%	6.4%	4.8%
Bowling	710,502	22.5%	3.9%	2.9%
Beach volleyball	698,364	14.7%	3.8%	2.8%
Tennis	503,375	14.3%	2.7%	2.0%
Volleyball	461,161	32.4%	2.5%	1.9%
Badminton	361,474	13.6%	2.0%	1.5%
Participated in all seven sports & games	3,325	0.0%	LT 0.1%	LT 0.1%

- 1 - "Trips" are defined as out-of-town trips for any purpose involving an overnight stay of one or more nights. Trips NOT involving overnight stays are NOT examined in this report.
- 2 - "Sports and Games Players" are defined as individuals who played sports & games 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

Sports and Games Players are more likely to live in the Prairie Provinces (i.e., Saskatchewan, Alberta and Manitoba) and in Ontario.

Fig. 2 Geographic Distribution of Those Who Played Sports & Games While on Trips

	Total Population	Estimated Number Who Played Sports & Games on a Trip	Percent of Pleasure Travelers in Region Who Played Sports & Games on a Trip	Percent of Total Regional Population Who Played Sports & Games on a Trip
Canada	24,776,103	4,188,171	22.7%	16.9%
Atlantic Provinces	1,822,494	248,076	19.6%	13.6%
Quebec	5,940,869	813,577	19.4%	13.7%
Ontario	9,671,592	1,741,751	24.3%	18.0%
Manitoba	843,107	152,973	25.7%	18.1%
Saskatchewan	706,325	146,541	27.1%	20.7%
Alberta	2,465,540	541,684	27.0%	22.0%
British Columbia	3,326,176	543,570	20.4%	16.3%

Demographic Profile

Sports and Games Players are equally represented among males and females, but tend to be younger than the average Canadian Pleasure Traveler (68.3% 18 to 44 years of age). They are over-represented among Young Singles as well as Young Families and Mature Families (with children less than 18 years of age living at home). This segment is comparable to the average Canadian Pleasure Traveler in terms of education, but their household incomes are slightly above-average (\$77,117).

Fig. 3 Demographic Profile of Sports and Games Players
Relative to All Canadian Pleasure Travelers

		Sports and Games Players	Did Not Play a Sport or Game ¹	Pleasure Travelers	Index ²
Attribute	Size of Market	4,188,171	14,251,337	18,439,508	100
Gender	Male	48.7%	48.9%	48.8%	100
	Female	51.3%	51.1%	51.2%	100
Age of Respondent	18 to 24	20.1%	10.7%	12.8%	157
	25 to 34	24.7%	17.7%	19.3%	128
	35 to 44	23.5%	19.7%	20.5%	114
	45 to 54	17.6%	21.1%	20.3%	86
	55 to 64	8.0%	15.9%	14.1%	57
	65 Plus	6.1%	14.9%	12.9%	47
Average Age		38.8	46.2	44.5	N/A
Marital Status	Not married	36.7%	30.9%	32.2%	114
	Married	63.3%	69.1%	67.8%	93
Parental Status	No children under 18	64.8%	72.9%	71.1%	91
	Children under 18	35.2%	27.1%	28.9%	122
Education	High school or less	33.0%	37.2%	36.2%	91
	Some post-secondary	13.6%	10.5%	11.2%	122
	Post-secondary diploma/certificate	21.8%	21.9%	21.9%	100
	University degree	31.6%	30.4%	30.7%	103
Household Income	Under \$20,000	4.8%	6.0%	5.7%	83
	\$20,000 to \$39,999	11.9%	15.2%	14.5%	82
	\$40,000 to \$59,999	15.9%	16.7%	16.5%	96
	\$60,000 to \$79,999	14.9%	15.3%	15.2%	98
	\$80,000 to \$99,999	11.6%	12.4%	12.2%	95
	\$100,000 or more	26.5%	21.7%	22.8%	116
	Not stated	14.5%	12.6%	13.0%	111
Average Household Income		\$77,117	\$71,597	\$72,829	N/A

- 1 - Those who "Did Not Play a Sport or Game" are defined as individuals who took at least one out-of-town, pleasure trip of one or more nights in the last two years but did not play any sports or games on any trip. The number of Sports and Games Players and Non-Players equals the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for Sports and Games Players in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which Sports and Games Players 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)

Sports and Games Players are less frequent travelers than the other outdoor activity types. They were the 17th most likely of the 21 outdoor activity types to have taken a trip within their own province or region (91.0%), the 15th most likely to have traveled to an adjacent province or region (55.6%) and the 16th most likely to have visited a non-adjacent province or region (35.1%). In relative terms, Sports and Games Players were more likely than average to have taken trips in the Western Provinces.

The out-of-country travel activity of those who play sports and games is comparable to that of the other outdoor activity types. They were the 13th most likely to have visited the United States (56.8%), the 10th most likely to have traveled to Mexico (15.8%), the 9th most likely to have visited the Caribbean (19.1%) and the 16th most likely to have taken an overseas trip (34.4%) in the past two years.

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

	Sports and Games Players	Did Not Play a Sport or Game	Pleasure Travelers	Index
Size of Market	4,188,171	14,251,337	18,439,508	100
Canada	97.0%	94.1%	94.8%	102
Took a trip within own province / region	91.0%	84.3%	85.9%	106
Took a trip to an adjacent province / region	55.6%	46.5%	48.6%	114
Took a trip to non-adjacent province / region	35.1%	30.4%	31.4%	112
Newfoundland and Labrador	4.2%	4.3%	4.3%	99
Prince Edward Island	8.6%	6.7%	7.2%	120
New Brunswick	12.6%	11.6%	11.8%	106
Nova Scotia	12.7%	12.7%	12.7%	100
Quebec	41.6%	38.1%	38.9%	107
Ontario	58.8%	52.0%	53.5%	110
Manitoba	12.1%	8.3%	9.2%	133
Saskatchewan	14.5%	10.5%	11.4%	127
Alberta	30.4%	24.5%	25.8%	117
British Columbia	34.8%	29.4%	30.6%	114
Yukon	1.1%	1.0%	1.0%	108
Northwest Territories	0.4%	0.7%	0.7%	58
Nunavut	0.1%	0.3%	0.3%	42
United States	56.8%	48.9%	50.7%	112
Mexico	15.8%	11.4%	12.4%	128
Caribbean	19.1%	14.6%	15.6%	122
All other destinations	25.1%	23.2%	23.6%	106

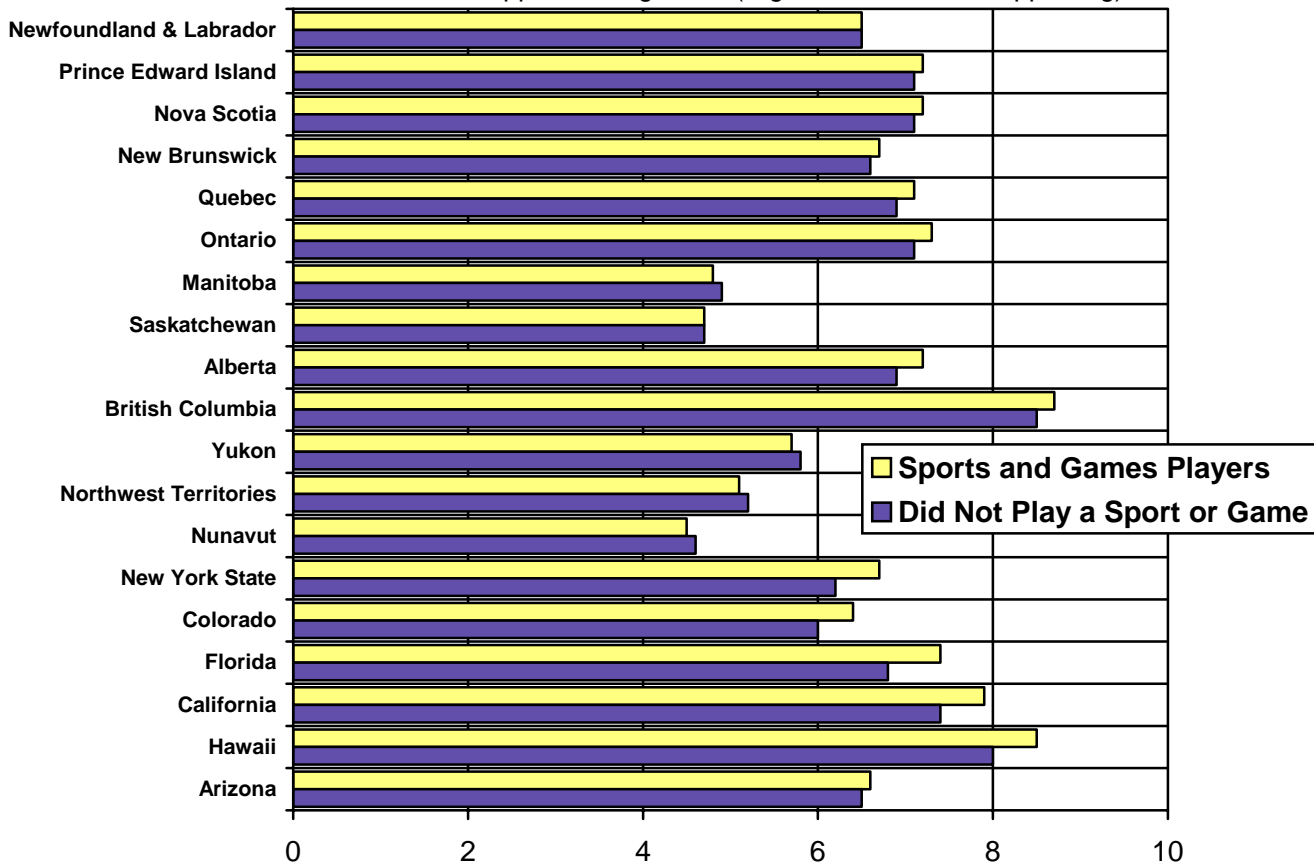
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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.

Overall, the appeal ratings of Canadian destinations among Sports and Games Players were similar to those of other Canadian Pleasure Travelers. Sports and Games Players rated British Columbia (8.7) as the most appealing destination overall.

However, those who played sports and games while on trips perceived the U.S. reference states as more appealing than other travelers. Hawaii (8.5), California (7.9) and Florida (7.4) received the highest ratings. With the exception of British Columbia, the U.S. reference states were considered more appealing than the Canadian destinations.

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

Sports and Games Players were more likely than the average Canadian Pleasure Traveler to participate in almost all outdoor activities while on trips. They were frequently involved in ocean activities (e.g., sunbathing, swimming in ocean) and went boating and swimming, wildlife viewing, and hiking, climbing and paddling while on trips. Sports and Games Players were especially likely to participate in team sports, to exercise and jog and to participate in family-oriented outdoor activities (e.g., horseback riding, skating, cycling) while on trips. They were less likely than average to go hunting.

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

	Sports and Games Players	Did Not Play a Sport or Game	Pleasure Travelers	Index
Size of Market	4,188,171	14,251,337	18,439,508	100
Ocean Activities (e.g., swimming in ocean, sunbathing)	70.9%	42.0%	48.5%	146
Boating & Swimming (e.g., motorboating, swimming in lakes)	65.4%	34.0%	41.1%	159
Wildlife Viewing	61.1%	35.4%	41.2%	148
Hiking, Climbing & Paddling	52.6%	28.6%	34.1%	154
Fishing	32.1%	21.1%	23.6%	136
Exercising & Jogging	31.5%	11.3%	15.9%	198
Golfing	29.9%	14.9%	18.3%	163
Skating (e.g., ice skating, rollerblading)	25.7%	7.9%	12.0%	215
Downhill Skiing & Snowboarding	25.4%	11.5%	14.6%	174
Cycling	24.8%	10.2%	13.5%	184
Team Sports (e.g., hockey, baseball)	23.8%	7.7%	11.4%	210
Snowmobiling & ATVing	16.6%	9.8%	11.3%	147
Cross-country Skiing & Snowshoeing	15.6%	7.5%	9.3%	168
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	11.2%	4.8%	6.3%	179
Horseback Riding	9.5%	3.6%	4.9%	193
Freshwater Scuba & Snorkeling	6.0%	2.1%	3.0%	198
Wilderness Activities (e.g., wilderness skills course)	4.8%	1.7%	2.4%	201
Hunting	4.0%	4.9%	4.7%	85
Motorcycling	3.9%	2.7%	3.0%	131
Extreme Air Sports (e.g., parachuting)	1.8%	0.9%	1.1%	159

Outdoor Activities Pursued in a Typical Year

Sports and Games Players are also very active in outdoor activities while not traveling. They frequently go swimming, hiking and cycling and exercise at home or at a fitness club. Relative to the average Canadian Pleasure Traveler, Sports and Games Players were especially likely to participate in sports (e.g., team sports, racquet sports) and to go skateboarding, snowboarding and rollerblading while not traveling.

Fig. 7 Outdoor Activities Pursued in a Typical Year

	Sports and Games Players	Did Not Play a Sport or Game	Pleasure Travelers	Index
Size of Market	4,188,171	14,251,337	18,439,508	100
Day outing to a park	73.5%	64.9%	66.9%	110
Swimming	71.4%	57.0%	60.3%	118
Exercising at home or at a fitness club	65.3%	59.7%	61.0%	107
Gardening	56.5%	60.7%	59.8%	95
Picnicking	54.9%	52.5%	53.1%	103
Hiking	53.8%	47.3%	48.8%	110
Cycling	53.2%	41.7%	44.3%	120
Camping	46.6%	36.2%	38.6%	121
Ice-skating	37.4%	25.9%	28.5%	131
Golfing	36.1%	27.4%	29.4%	123
Playing team sports	35.1%	19.4%	22.9%	153
Jogging	32.1%	21.7%	24.1%	133
Playing racquet sports (e.g., tennis or badminton)	31.5%	15.5%	19.1%	164
Fishing	30.2%	29.0%	29.3%	103
Sailing or other boating	27.7%	22.2%	23.4%	118
Canoeing or kayaking	22.8%	15.2%	16.9%	135
Downhill skiing	21.0%	14.8%	16.2%	130
Rollerblading	20.8%	12.5%	14.4%	144
Riding an all-terrain vehicle (ATV)	14.0%	14.4%	14.3%	98
Cross-country skiing	13.2%	12.2%	12.5%	106
Snowmobiling	9.8%	9.8%	9.8%	100
Horseback riding	9.0%	6.2%	6.8%	131
Snowboarding	8.7%	4.0%	5.0%	172
Hunting	5.2%	8.5%	7.7%	67
Skateboarding	3.2%	1.1%	1.6%	199

Culture and Entertainment Activities Pursued While on Trips

Sports and Games Players were quite active in culture and entertainment pursuits while on trips during the past two years. They frequently went shopping and dining, visited historical sites, museums and art galleries, visited theme parks and exhibits and attended fairs and festivals while on trips. Relative to the average Canadian Pleasure Traveler, Sports and Games Players were especially likely to attend sporting events (e.g., professional sporting events, amateur tournaments, national & international sporting events, equestrian & western events) and participatory and educational attractions (e.g., science & technology exhibits, aboriginal cultural experiences, participatory historical activities, agro-tourism). Many of these events and activities tend to appeal more to the family travel sector.

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

	Sports and Games Players	Did Not Play a Sport or Game	Pleasure Travelers	Index
Size of Market	4,188,171	14,251,337	18,439,508	100
Shopping & Dining	92.1%	80.2%	82.9%	111
Historical Sites, Museums & Art Galleries	72.6%	54.1%	58.3%	124
Theme Parks & Exhibits	61.5%	32.6%	39.2%	157
Fairs & Festivals	60.3%	31.0%	37.7%	160
Musical Concerts, Festivals & Attractions	53.2%	26.7%	32.7%	162
Science & Technology Exhibits	36.5%	19.2%	23.1%	158
Casinos	35.9%	23.0%	25.9%	139
Wine, Beer & Food Tastings	31.5%	21.6%	23.8%	132
Live Theatre	31.2%	18.1%	21.1%	148
Professional Sporting Events	26.9%	12.4%	15.7%	172
Agro-Tourism	24.9%	13.0%	15.7%	159
Garden Theme Attractions	24.7%	15.5%	17.6%	140
Amateur Tournaments	21.8%	8.9%	11.8%	184
Comedy Festivals & Clubs	19.5%	7.4%	10.1%	192
Aboriginal Cultural Experiences	19.5%	9.3%	11.6%	168
Spas	18.2%	7.7%	10.0%	181
High Art Performances	18.0%	8.9%	11.0%	164
Equestrian & Western Events	11.4%	5.3%	6.7%	172
Participatory Historical Activities	10.9%	5.4%	6.7%	164
National & International Sporting Events	6.1%	2.3%	3.2%	192
Literary & Film Festivals	5.0%	1.9%	2.6%	192

Culture and Entertainment Activities Pursued in a Typical Year

While not traveling, Sports and Games Players often dine in local restaurants, visit local festivals and fairs and attend local amateur sporting events. This segment is especially likely to attend local live rock concerts, local bars with live music and local jazz clubs and to go recreational dancing. They are also more likely to visit local amusement and theme parks and local day spas and to stay overnight in a local hotel or B&B. On the other hand, Sports and Games Players are less likely to patronize local live art performances (e.g., the opera, classical music concerts), to visit local historical sites or heritage buildings, art galleries and art shows or to visit a botanical garden.

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

	Sports and Games Players	Did Not Play a Sport or Game	Pleasure Travelers	Index
Size of Market	4,188,171	14,251,337	18,439,508	100
Going out to eat in restaurants	93.6%	90.9%	91.5%	102
Going to festivals or fairs	67.5%	59.6%	61.4%	110
Going to amateur sporting events	51.1%	39.3%	42.0%	122
Going to pick-your-own farms or farmers' market	42.2%	40.6%	41.0%	103
Going to amusement or theme parks	39.1%	25.9%	28.9%	135
Going to professional sporting events	38.9%	30.0%	32.1%	121
Going dancing	38.8%	27.2%	29.9%	130
Going to bars with live pop or rock bands	38.8%	24.4%	27.7%	140
Going to historic sites or heritage buildings	37.1%	39.9%	39.3%	94
Going to live theatre	34.7%	34.8%	34.8%	100
Going to zoos or aquariums	34.3%	29.3%	30.4%	113
Going to museums	33.5%	32.5%	32.7%	102
Going to rock music concerts	31.3%	19.9%	22.4%	139
Going to art galleries or art shows	30.5%	32.2%	31.8%	96
Going to botanical gardens	22.4%	26.2%	25.4%	88
Going to gamble in casinos	19.6%	17.7%	18.1%	108
Going to day spas	17.3%	12.7%	13.8%	126
Going to classical music concerts	14.7%	17.0%	16.5%	89
Staying overnight in a hotel or B&B in own city	12.5%	9.1%	9.9%	127
Going to jazz clubs	9.9%	6.8%	7.5%	131
Going to rodeos	9.2%	6.8%	7.3%	125
Going to the ballet	7.4%	7.3%	7.3%	102
Going to the opera	5.7%	6.9%	6.6%	86

Accommodation Stayed In While on a Trip

Sports and Games Players were most likely to have stayed at public and private campgrounds and at resorts (e.g., lakeside or riverside resort, seaside resort, ski or mountain resort) during the last two years. Relative to the average Canadian Pleasure Traveler, they were also especially likely to have stayed at a health spa, farm or guest ranch and houseboat while traveling.

Fig. 10 Accommodation Stayed in While on Trips

	Sports and Games Players	Did Not Play a Sport or Game	Pleasure Travelers	Index
Size of Market	4,188,171	14,251,337	18,439,508	100
A Public Campground in a National, State, Provincial or Municipal Park	38.5%	22.8%	26.4%	146
Lakeside / Riverside Resort	30.7%	19.8%	22.3%	138
A Private Campground	27.4%	16.2%	18.8%	146
Seaside Resort	27.4%	18.8%	20.7%	132
Ski Resort or Mountain Resort	22.6%	11.4%	13.9%	162
A Camp Site in a Wilderness Setting (Not a Campground)	10.4%	8.0%	8.6%	121
Health Spa	9.6%	4.9%	5.9%	162
Wilderness Lodge You Can Drive to by Car	7.3%	5.1%	5.6%	129
Country Inn or Resort with Gourmet Restaurant	6.2%	4.8%	5.1%	121
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	5.3%	4.2%	4.5%	118
Farm or Guest Ranch	4.8%	2.5%	3.0%	157
Remote or Fly-In Wilderness Lodge	2.3%	1.4%	1.6%	142
On a Houseboat	2.2%	1.1%	1.4%	164
Remote or Fly-In Wilderness Outpost	1.0%	0.4%	0.6%	179
Cooking School	0.4%	0.3%	0.4%	119
Wine Tasting School	0.3%	0.3%	0.3%	107

Tours and Cruises Taken During Past Two Years

Sports and Games Players frequently took tours and cruises during the last two years. They most often took sameday tours (both guided and self-guided), tours around a city and scenic countryside drives. Relative to the average Canadian Pleasure Traveler, Sports and Games Players were also especially likely to have taken overnight guided tours (both single and multiple location), wilderness tours, tours of casinos and factories and sightseeing cruises during the past two years.

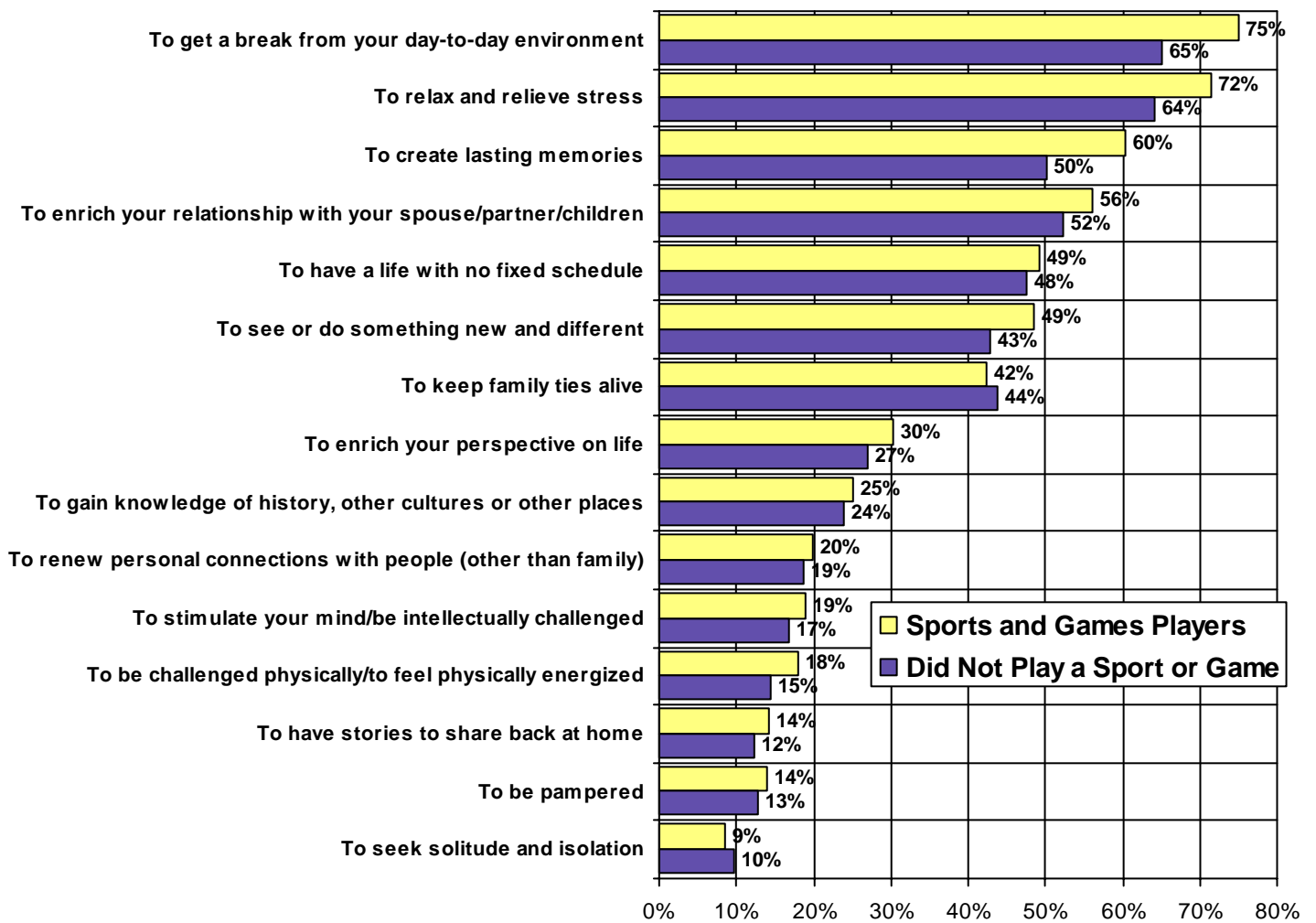
Fig. 11 Tours and Cruises Taken During Past Two Years

	Sports and Games Players	Did Not Play a Sport or Game	Pleasure Travelers	Index
Size of Market	4,188,171	14,251,337	18,439,508	100
A self-guided, sameday tour while on an overnight trip	39.2%	26.4%	29.3%	134
Around the city	32.9%	20.6%	23.4%	141
An organized, sameday, guided tour while on an overnight trip	30.5%	19.8%	22.2%	137
Around the countryside - scenic drives	29.8%	20.3%	22.4%	133
A self-guided, overnight tour where you stayed in different locations	22.2%	16.9%	18.1%	122
On the water (sightseeing cruise)	20.1%	11.0%	13.1%	154
Wilderness tour	18.8%	11.3%	13.0%	145
Some other type of tour	13.7%	8.7%	9.8%	139
An organized, overnight, guided tour where you stayed in different locations	12.4%	9.4%	10.1%	123
An organized, overnight, guided tour where you stayed in a single location	12.1%	6.6%	7.8%	155
To a casino	9.6%	5.6%	6.5%	147
To a winery	7.9%	5.0%	5.6%	140
Caribbean ocean cruise	6.4%	5.1%	5.4%	119
To a factory	4.6%	2.1%	2.6%	174
Ocean cruise – Other	3.4%	3.3%	3.3%	101
Cruise on another lake or river	3.0%	2.2%	2.4%	124
In the air as a pilot or passenger of an airplane or helicopter	2.4%	1.7%	1.9%	128
Some other type of cruise	2.1%	1.4%	1.6%	132
Cruise on the St. Lawrence River	2.1%	1.9%	1.9%	108
Alaskan ocean cruise	1.2%	1.7%	1.6%	76
Great Lakes cruise	1.0%	0.7%	0.8%	126
Submarine cruise	0.2%	0.1%	0.1%	151

Benefits Sought While On a Vacation

Similar to other Canadian Pleasure Travelers, the majority of Sports and Games Players take vacations to get a break from their day-to-day environment, to relax and relieve stress, to create lasting memories and to enrich family relationships. However, relative to other travelers, Sports and Games Players are especially likely to value vacations that offer rest and relaxation, create lasting memories, allow them to see or do something new and help them enrich family relations.

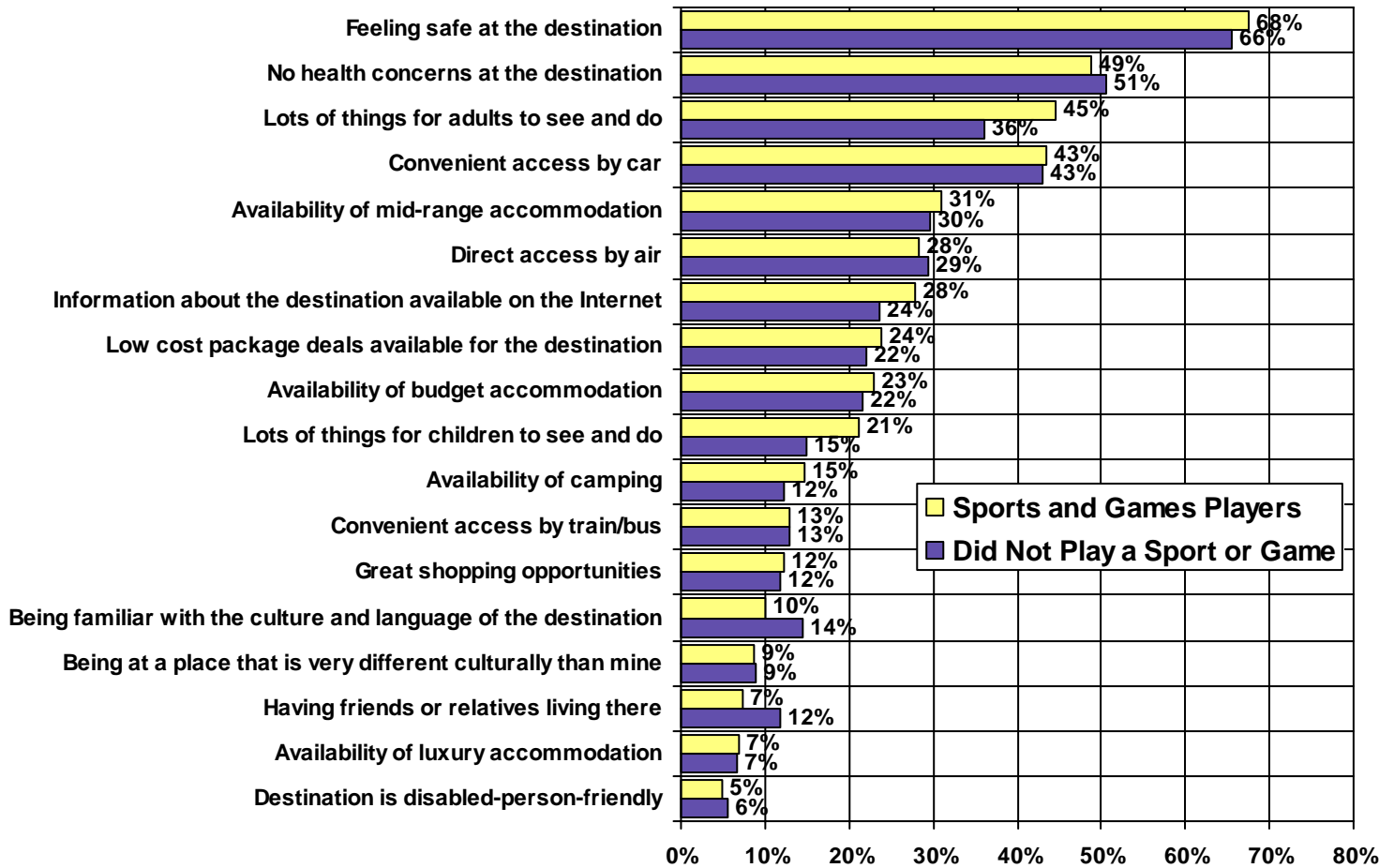
Fig.12 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as “Highly Important”)



Other Attributes of a Destination Considered Important

As with most Canadian Pleasure Travelers, those who played sports and games on trips consider it important that they feel safe while on vacation. However, they are more likely than others to look for destinations that offer lots of things for both adults and children to see and do. They are less concerned whether the destination has a familiar language and culture or has family and friends living nearby.

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



How Destinations are Selected

Similar to the average Canadian Pleasure Traveler, Sports and Games Players tend to start planning vacations with a particular destination in mind. Sports and Games Players are next most likely to begin vacation planning by considering what experiences they would like to have on vacation.

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

	Sports and Games Players	Did Not Play a Sport or Game	Pleasure Travelers	Index
Size of Market	4,188,171	14,251,337	18,439,508	100
Summer				
Started with a desired destination in mind	48.4%	48.5%	48.5%	100
Started by considering specific activities wanted to do	14.8%	13.5%	13.8%	107
Started with a certain type of vacation experience in mind	25.2%	23.2%	23.7%	106
Looked for packaged deals - no destination in mind	2.1%	1.1%	1.3%	156
Considered something else first	3.6%	4.5%	4.3%	85
Don't know / Other	5.9%	9.2%	8.4%	70
Winter				
Started with a desired destination in mind	48.2%	48.7%	48.6%	99
Started by considering specific activities wanted to do	17.5%	14.9%	15.6%	112
Started with a certain type of vacation experience in mind	20.6%	18.8%	19.3%	107
Looked for packaged deals - no destination in mind	2.6%	3.4%	3.2%	82
Considered something else first	4.1%	4.9%	4.7%	88
Don't know / Other	7.0%	9.2%	8.6%	81

Trip Planning and Information Sources Consulted

The majority of Sports and Games Players were responsible for planning their trips either on their own (41.3%) or with someone else (14.5%).

Sports and Games Players tend to consult a wider variety of information sources to plan vacations than the average Canadian Pleasure Traveler. The majority use the Internet, word-of-mouth and past experiences to plan their vacations. However, those who play sports and games on trips are more likely than others to obtain travel information from television programs and television advertising, official government travel sources (e.g., provincial or state guides and brochures, visitor information centres), travel guidebooks (e.g., Fodor's), email newsletters and trade, travel and sports show.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Sports and Games Players	Did Not Play a Sport or Game	Pleasure Travelers	Index
Size of Market		4,188,171	14,251,337	18,439,508	100
Who Plans Trips?	Respondent plans trips	41.3%	42.3%	42.0%	98
	Trip planning a shared responsibility	14.5%	17.0%	16.4%	88
	Someone else plans trips	44.2%	40.7%	41.5%	106
Information Sources Consulted	An Internet website	76.0%	62.0%	65.2%	116
	Advice of others / Word-of-mouth	65.0%	46.9%	51.1%	127
	Past experience / Been there before	60.8%	47.3%	50.4%	121
	Maps	38.2%	30.9%	32.6%	117
	A travel agent	38.1%	32.9%	34.1%	112
	Official travel guides or brochures from state / province	35.0%	23.2%	26.0%	135
	Visitor information centres	30.3%	21.3%	23.4%	130
	Articles in newspapers / magazines	26.1%	19.3%	20.9%	125
	An auto club such as CAA	22.7%	16.1%	17.7%	129
	Travel guide books such as Fodor's	17.7%	12.4%	13.6%	130
	Advertisements in newspapers / magazines	17.6%	13.2%	14.3%	124
	Travel information received in the mail	11.2%	8.1%	8.8%	127
	Programs on television	10.8%	6.5%	7.5%	144
	Advertisements on television	7.0%	4.4%	5.0%	140
	An electronic newsletter or magazine received by e-mail	5.7%	3.7%	4.2%	137
Visits to trade, travel or sports shows	4.8%	2.6%	3.1%	153	

Use of the Internet to Plan and Arrange Trips

Relative to the other 21 outdoor activity types, those who played sports and games while on trips were average users of the Internet to plan (69.3%) and book (44.8%) travel. The majority use hotel or resort websites, travel planning or booking websites (e.g., Expedia), airline websites and the tourism websites of specific countries, regions or cities. The most common trip components booked online are accommodation and airline tickets. However, this activity segment is slightly more likely than others to use the Internet to purchase tickets for specific activities or attractions and to buy vacation packages.

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

		Sports and Games Players	Did Not Play a Sport or Game	Pleasure Travelers	Index
	Size of Market	4,188,171	14,251,337	18,439,508	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	30.3%	43.9%	40.8%	74
	Uses Internet to plan trips only	25.0%	21.3%	22.1%	113
	Uses Internet to book part of trip	44.8%	34.8%	37.0%	121
Types of Websites Consulted	A website of a hotel or resort	61.1%	55.5%	57.0%	107
	A travel planning/booking website	50.8%	43.8%	45.7%	111
	An airline website	50.6%	44.8%	46.3%	109
	A tourism website of a country / region / city	50.3%	49.6%	49.8%	101
	A website of an attraction	39.5%	32.6%	34.5%	115
	Some other website	28.4%	27.3%	27.6%	103
	A cruise line website	9.0%	7.7%	8.1%	112
	A motorcoach website	2.6%	2.4%	2.5%	105
Parts of Trips Booked Over The Internet	Accommodation	73.1%	67.6%	69.2%	106
	Air tickets	72.1%	68.5%	69.5%	104
	Tickets or fees for specific activities or attractions	27.8%	22.1%	23.6%	117
	Car rental	27.2%	27.1%	27.1%	100
	A package containing two or more items	18.9%	14.1%	15.4%	123
	Tickets for rail, bus or boat / ship fares	15.9%	15.1%	15.3%	104
	Other	4.6%	3.7%	3.9%	117

Media Consumption Habits

Relative to the other outdoor activity types, those who play sports and games on trips are below-average users of travel media. Rather, this segment may be more effectively reached through sports-related media (e.g., professional sports magazines, all-sports radio, sports websites) and game websites. They may also be targeted through family-related magazines (e.g., family & parenting magazines), popular music radio stations (e.g., top 40/current hits, modern or alternative rock) and popular television programs (e.g., reality shows, music / video shows, situation comedies).

Fig. 17 Media Consumption Habits

		Sports and Games Players	Did Not Play a Sport or Game	Pleasure Travelers	Index
	Size of Market	4,188,171	14,251,337	18,439,508	100
Newspaper Readership	Reads daily newspaper	85.6%	87.8%	87.3%	98
	Reads weekend edition of newspaper	85.5%	87.8%	87.3%	98
	Reads local neighbourhood or community newspapers	59.9%	62.0%	61.5%	97
	Reads other types of newspapers	16.8%	17.3%	17.2%	98
	Frequently or occasionally reads travel section of daily newspaper	43.1%	46.5%	45.7%	94
	Frequently or occasionally reads travel section of weekend newspaper	46.8%	47.5%	47.3%	99
Types of Magazines Read (Top 5 Indexed)	Professional sports	11.6%	7.6%	8.5%	137
	Family and parenting	11.3%	8.1%	8.8%	128
	Entertainment and music	41.2%	29.9%	32.4%	127
	Photography and video	4.9%	3.8%	4.1%	121
	Computers, electronics and technology	12.4%	9.8%	10.4%	119
Type of Television Programs Watched (Top 5 Indexed)	Reality shows (e.g., Canadian Idol)	48.2%	37.3%	39.8%	121
	Music / Music video shows / channels	29.6%	24.3%	25.5%	116
	Situation comedies (e.g., Friends)	57.4%	49.5%	51.3%	112
	Late night talk shows	30.2%	26.7%	27.5%	110
	Dramas (e.g., Law & Order)	62.5%	55.7%	57.3%	109
Type of Radio Programs Listened To (Top 5 Indexed)	Top 40 / Current hits	35.5%	22.1%	25.2%	141
	Modern rock / Alternative rock	48.1%	33.8%	37.1%	130
	Jazz / Big band	10.9%	8.1%	8.8%	125
	All sports	12.1%	10.8%	11.1%	109
	Multicultural	8.7%	8.3%	8.4%	104
Types of Websites Visited (Top 5 Indexed)	Games	40.9%	30.2%	32.8%	124
	Entertainment	59.6%	48.8%	51.5%	116
	Sports	30.6%	25.7%	26.9%	114
	Shopping (all types)	37.5%	32.1%	33.5%	112
	Travel	56.4%	48.6%	50.6%	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 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