

CANADIAN TRAVEL MARKET

Playing Team Sports While on Trips Of One or More Nights

A Profile Report

November 2, 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



Playing Team Sports While on Trips

Executive Summary

Over the last two years, 8.5% (2,095,970) of adult Canadians played a team sport while on an out-of-town, overnight trip of one or more nights. Ice hockey (3.9%) was played most often, followed by baseball or softball (2.3%), soccer (1.7%), basketball (1.2%), curling (1.1%) and football (0.9%). Playing a team sport on a trip was the 12th most frequent outdoor activity type undertaken by Canadian Pleasure Travelers in the past two years. The majority of those who played a team sport (59.7%, or 1,251,296 adult Canadians) reported that this activity was the main reason for taking at least one trip.

Those who play team sports while on trips are primarily young (18 to 24), single and male, although this activity type is also over-represented among mature families (families with teenage children) perhaps reflecting parental involvement in a child's team sports activity. This activity segment is middle-class with an average level of education and household incomes somewhat above-average (\$80,189). They are over-represented in the Prairie Provinces (Saskatchewan, Alberta, Manitoba).

Those who participated in team sports are less frequent travelers than the other outdoor activity types. They were the second least likely of the 21 outdoor activity types to have taken a trip within their own province or region (89.8%), the 12th most likely to have traveled to an adjacent province or region (56.8%) and the 15th most likely to have visited a non-adjacent province or region (35.4%). They were also less likely to take out-of-country trips in the last two years. Team sport players were the 7th most likely to have visited the United States (59.2%), the 13th most likely to have traveled to Mexico (15.4%) and the 17th most likely to have taken a trip to the Caribbean (15.4%).

Relative to the average Canadian Pleasure Traveler, Team Sport Players were more active in outdoor activities and entertainment activities while on trips. They were especially likely to play sports (e.g., sports & games, golfing) and to attend sports-related entertainment events while on trips. Team Sports Players were also much more likely than others to participate in physically challenging outdoor activities (e.g., downhill skiing & snowboarding). They were also more likely to visit theme parks and exhibits, to attend musical concerts, festivals and attractions and to attend comedy festivals and clubs. They look for vacation destinations that have lots of things to see and do for both adults and children.

Relative to the other outdoor activity types, Team Sport Players are below-average users of the Internet to plan (66.3%) and book (40.6%) travel. They are also below-average consumers of travel media. This segment can be most effectively targeted through sports-related media and popular music radio stations.

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 team sports 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 Team Sports While on Trips

Market Incidence

Over the last two years, 8.5% (2,095,970) of adult Canadians played team sports while on an out-of-town, overnight trip of one or more nights. Playing a team sport while on a trip was the 12th most frequent outdoor activity type undertaken by Canadian Pleasure Travelers in the past two years. Ice hockey (3.9%) was the most popular team sport played while on a trip, followed by baseball or softball (2.3%), soccer (1.7%), basketball (1.2%), curling (1.1%) and football (0.9%).

Most of those who played team sports on a trip (59.7%, or 1,251,296) reported that a team sport was the main reason for taking at least one trip in the past two years. Among those participating in outdoor activities, playing a team sport while on a trip was cited as the third most frequent “main reason” for taking at least one trip. Those who played ice hockey (67.3%), curling (64.8%) and baseball or softball (57.0%) were more likely than those who played basketball (41.4%), soccer (36.8%) or football (33.6%) to report that these activities were the main reason for taking at least one trip over the course of the last two years.

Fig. 1 Incidence of Playing Team Sports While on Trips¹

	Number Who Played Team Sports ²	Percent Main Reason for Trip ³	Percent of Pleasure Travelers ⁴	Percent of Total Canadian Population ⁵
Size of Market	2,095,970	1,251,296	18,439,508	24,776,103
Team Sports (All Activities)	2,095,970	59.7%	11.4%	8.5%
Ice hockey	971,335	67.3%	5.3%	3.9%
Baseball or softball	566,749	57.0%	3.1%	2.3%
Soccer	423,259	36.8%	2.3%	1.7%
Basketball	291,763	41.4%	1.6%	1.2%
Curling	281,873	64.8%	1.5%	1.1%
Football	216,865	33.6%	1.2%	0.9%
Participated in all six team sport activities	1,382	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 - Persons who “Played Team Sports” are defined as individuals who played team sports 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

Team Sport Players are more likely to live in the Prairie Provinces (i.e., Saskatchewan, Alberta and Manitoba). This segment is under-represented among those living in British Columbia and Quebec.

Fig. 2 Geographic Distribution of Those Who Play Team Sports While on Trips

	Total Population	Estimated Number Who Played Team Sports on a Trip	Percent of Pleasure Travelers in Region Who Played Team Sports on a Trip	Percent of Total Regional Population Who Played Team Sports on a Trip
Canada	24,776,103	2,095,970	11.4%	8.5%
Atlantic Provinces	1,822,494	149,217	11.8%	8.2%
Quebec	5,940,869	352,456	8.4%	5.9%
Ontario	9,671,592	865,214	12.1%	8.9%
Manitoba	843,107	84,493	14.2%	10.0%
Saskatchewan	706,325	88,574	16.4%	12.5%
Alberta	2,465,540	294,500	14.7%	11.9%
British Columbia	3,326,176	261,516	9.8%	7.9%

Demographic Profile

Those who play team sports while on trips are primarily young (18 to 24), single and male, although this activity type is also over-represented among mature families (with teenage children) perhaps reflecting parental involvement in their children's team sports. This activity segment is middle-class with an average level of education (28.6% have a university degree) and somewhat above-average household incomes (\$80,189).

Fig. 3 Demographic Profile of Team Sport Players Relative to All Canadian Pleasure Travelers

		Played Team Sports	Did Not Play Team Sports ¹	Pleasure Travelers	Index ²
Attribute	Size of Market	2,095,970	16,343,539	18,439,508	100
Gender	Male	63.9%	46.9%	48.8%	131
	Female	36.1%	53.1%	51.2%	71
Age of Respondent	18 to 24	22.0%	11.6%	12.8%	172
	25 to 34	21.1%	19.1%	19.3%	109
	35 to 44	26.6%	19.8%	20.5%	130
	45 to 54	18.0%	20.6%	20.3%	88
	55 to 64	8.1%	14.9%	14.1%	57
	65 Plus	4.2%	14.0%	12.9%	33
Average Age		38.2	45.3	44.5	N/A
Marital Status	Not married	37.4%	31.6%	32.2%	116
	Married	62.6%	68.4%	67.8%	92
Parental Status	No children under 18	64.2%	72.0%	71.1%	90
	Children under 18	35.8%	28.0%	28.9%	124
Education	High school or less	35.9%	36.3%	36.2%	99
	Some post-secondary	11.5%	11.1%	11.2%	103
	Post-secondary diploma/certificate	24.1%	21.6%	21.9%	110
	University degree	28.6%	31.0%	30.7%	93
Household Income	Under \$20,000	4.0%	5.9%	5.7%	70
	\$20,000 to \$39,999	11.5%	14.9%	14.5%	80
	\$40,000 to \$59,999	14.4%	16.8%	16.5%	87
	\$60,000 to \$79,999	13.3%	15.5%	15.2%	87
	\$80,000 to \$99,999	14.0%	12.0%	12.2%	114
	\$100,000 or more	28.9%	22.0%	22.8%	127
	Not stated	13.9%	12.9%	13.0%	107
Average Household Income		\$80,189	\$71,896	\$72,829	N/A

- 1 - Those who "Did Not Play Team Sports" are 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 play a team sport on any trip. The number of Team Sport Players and Non-Team Sport Players equals the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for Team Sport Players in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which Team Sport 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)

Those who participated in team sports are less frequent travelers than the other 21 outdoor activity types. They were the second least likely of the 21 outdoor activity types to have taken a trip within their own province or region (89.8%), the 12th most likely to have traveled to an adjacent province or region (56.8%) and the 15th most likely to have visited a non-adjacent province or region (35.4%). Their travel is over-represented in the Prairie Provinces, perhaps reflecting the fact that this segment is over-represented in this region of the country.

Those who participated in team sports were also less likely than most of the outdoor activity types to take out-of-country trips. Team sport players were the 7th most likely to have visited the United States (59.2%), the 13th most likely to have traveled to Mexico and the 17th most likely to have taken a trip to the Caribbean (15.4%).

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

	Played Team Sports	Did Not Play Team Sports	Pleasure Travelers	Index
Size of Market	2,095,970	16,343,539	18,439,508	100
Canada	97.7%	94.4%	94.8%	103
Took a trip within own province / region	89.8%	85.4%	85.9%	105
Took a trip to an adjacent province / region	56.8%	47.5%	48.6%	117
Took a trip to non-adjacent province / region	35.4%	30.9%	31.4%	113
Newfoundland and Labrador	5.1%	4.2%	4.3%	119
Prince Edward Island	8.9%	6.9%	7.2%	124
New Brunswick	14.5%	11.5%	11.8%	123
Nova Scotia	13.7%	12.6%	12.7%	108
Quebec	40.3%	38.7%	38.9%	103
Ontario	59.0%	52.8%	53.5%	110
Manitoba	11.9%	8.8%	9.2%	130
Saskatchewan	17.6%	10.6%	11.4%	155
Alberta	32.4%	25.0%	25.8%	125
British Columbia	33.9%	30.2%	30.6%	110
Yukon	1.1%	1.0%	1.0%	109
Northwest Territories	0.7%	0.6%	0.7%	113
Nunavut	0.2%	0.3%	0.3%	68
United States	59.2%	49.6%	50.7%	117
Mexico	15.2%	12.0%	12.4%	123
Caribbean	15.4%	15.6%	15.6%	99
All other destinations	24.1%	23.6%	23.6%	102

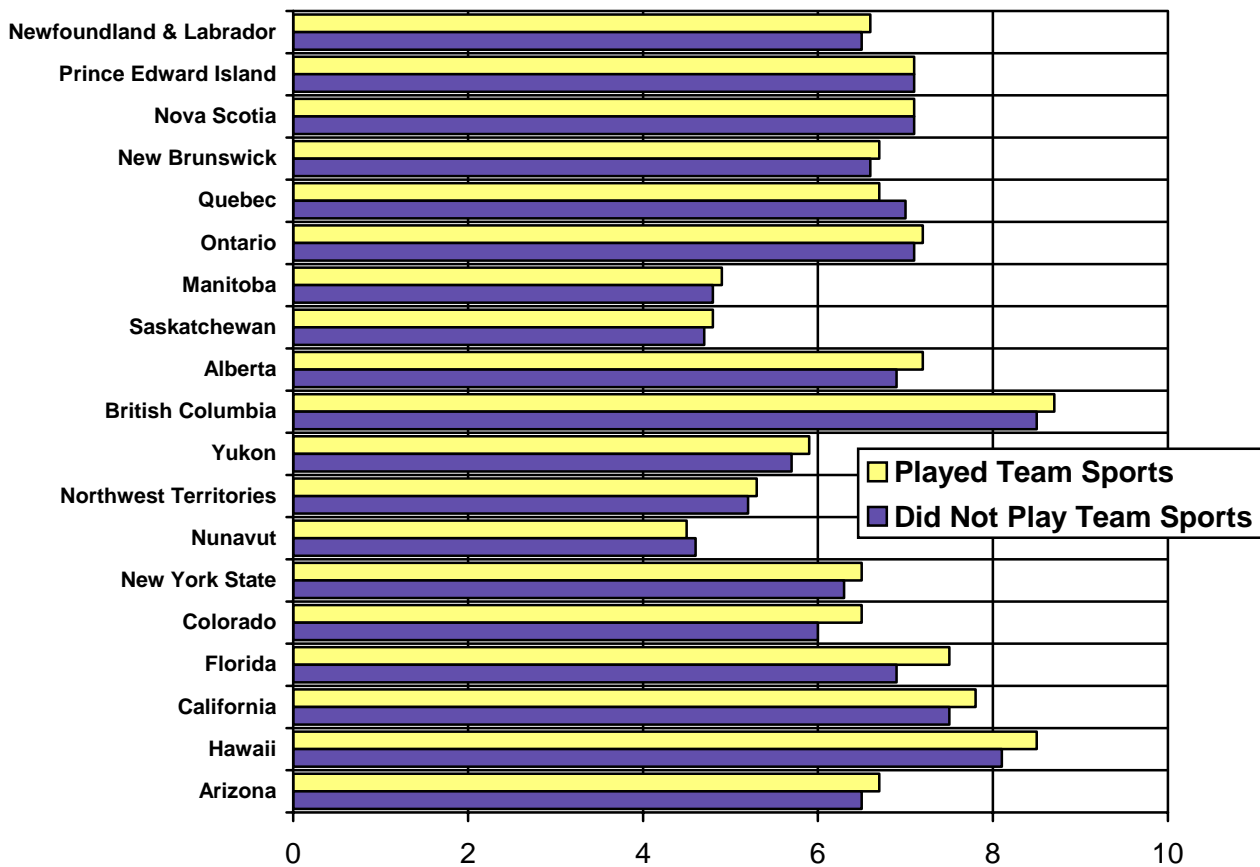
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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 Team Sport Players were comparable to those who did not play team sports for Canadian destinations. Team Sport Players rated British Columbia (8.7) as the most appealing destination followed by Alberta (7.2) and Ontario (7.2).

Team Sport Players were more likely than other Canadian Pleasure Travelers to rate the U.S. reference states as appealing. Hawaii (8.5), California (7.8) and Florida (7.5) received the highest ratings from Team Sport Players. With the exception of British Columbia, these states were rated as more appealing than other 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

Team Sport Players were very active in outdoor activities while on trips. The majority participated in ocean activities (e.g., sunbathing, swimming in ocean) and boating and swimming activities (e.g., motorboating, swimming in lake) while on trips. Relative to the average Canadian Pleasure Traveler, Team Sport Players were two to three times more likely to participate in a variety of physically strenuous activities (e.g., skating, downhill skiing and snowboarding, freshwater scuba and snorkeling) and sports activities (e.g., sports and games [e.g., tennis], golfing) while on trips. This high level of outdoor activity, especially in physically demanding sports activities, reflects the fact that this segment is predominately young, male and athletic.

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

	Played Team Sports	Did Not Play Team Sports	Pleasure Travelers	Index
Size of Market	2,095,970	16,343,539	18,439,508	100
Ocean Activities (e.g., swimming in ocean, sunbathing)	61.8%	46.8%	48.5%	127
Boating & Swimming (e.g., motorboating, swimming in lakes)	60.6%	38.6%	41.1%	148
Sports & Games (e.g., tennis, board games)	47.7%	19.5%	22.7%	210
Wildlife Viewing	45.0%	40.8%	41.2%	109
Hiking, Climbing & Paddling	42.9%	32.9%	34.1%	126
Golfing	38.3%	15.8%	18.3%	209
Fishing	37.8%	21.8%	23.6%	160
Skating (e.g., ice skating, rollerblading)	31.2%	9.5%	12.0%	261
Downhill Skiing & Snowboarding	28.8%	12.8%	14.6%	196
Exercising & Jogging	27.3%	14.4%	15.9%	172
Cycling	22.5%	12.4%	13.5%	167
Snowmobiling & ATVing	21.5%	10.0%	11.3%	189
Cross-country Skiing & Snowshoeing	13.3%	8.8%	9.3%	142
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	10.9%	5.7%	6.3%	174
Horseback Riding	9.0%	4.4%	4.9%	184
Hunting	6.9%	4.4%	4.7%	146
Freshwater Scuba & Snorkeling	6.8%	2.5%	3.0%	225
Wilderness Activities (e.g., wilderness skills course)	5.2%	2.0%	2.4%	221
Motorcycling	3.7%	2.9%	3.0%	123
Extreme Air Sports (e.g., parachuting)	2.0%	1.0%	1.1%	176

Outdoor Activities Pursued in a Typical Year

Team Sport Players are also quite active in outdoor activities while not traveling. In addition to playing team sports, they frequently go swimming, cycling, golfing, ice-skating and hiking and exercise at home or at a fitness club. Relative to the average Canadian Pleasure Traveler, Team Sport Players were especially likely to play racquet sports and go rollerblading, downhill skiing, snowboarding and skateboarding while not on trips.

Fig. 7 Outdoor Activities Pursued in a Typical Year

	Played Team Sports	Did Not Play Team Sports	Pleasure Travelers	Index
Size of Market	2,095,970	16,343,539	18,439,508	100
Swimming	70.3%	59.0%	60.3%	117
Day outing to a park	66.4%	66.9%	66.9%	99
Exercising at home or at a fitness club	65.3%	60.4%	61.0%	107
Playing team sports	64.3%	17.6%	22.9%	280
Cycling	54.4%	43.0%	44.3%	123
Gardening	53.9%	60.5%	59.8%	90
Ice-skating	52.7%	25.4%	28.5%	185
Camping	51.4%	37.0%	38.6%	133
Golfing	50.9%	26.6%	29.4%	174
Picnicking	50.8%	53.4%	53.1%	96
Hiking	50.7%	48.5%	48.8%	104
Fishing	39.3%	28.0%	29.3%	134
Jogging	35.7%	22.6%	24.1%	148
Sailing or other boating	31.8%	22.4%	23.4%	136
Playing racquet sports (e.g., tennis or badminton)	30.6%	17.7%	19.1%	160
Rollerblading	28.0%	12.6%	14.4%	195
Downhill skiing	26.7%	14.9%	16.2%	165
Canoeing or kayaking	23.2%	16.1%	16.9%	137
Riding an all-terrain vehicle (ATV)	21.1%	13.4%	14.3%	148
Snowmobiling	14.8%	9.1%	9.8%	152
Cross-country skiing	11.6%	12.6%	12.5%	93
Hunting	10.8%	7.4%	7.7%	139
Snowboarding	10.5%	4.3%	5.0%	208
Horseback riding	10.5%	6.3%	6.8%	154
Skateboarding	3.5%	1.3%	1.6%	221

Culture and Entertainment Activities Pursued While on Trips

Team Sport Players were also more likely than the average Canadian Pleasure Traveler to participate in culture and entertainment activities while on trips. They frequently went shopping and dining, visited historical sites, museums and art galleries and visited theme parks and exhibits while on trips. Team Sport Players were also two to three times more likely than average to attend sporting and competitive events (e.g., professional sporting events, amateur tournaments, national & international sporting events, equestrian and western events) while traveling.

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

	Played Team Sports	Did Not Play Team Sports	Pleasure Travelers	Index
Size of Market	2,095,970	16,343,539	18,439,508	100
Shopping & Dining	86.6%	82.4%	82.9%	104
Historical Sites, Museums & Art Galleries	60.2%	58.1%	58.3%	103
Theme Parks & Exhibits	59.1%	36.6%	39.2%	151
Fairs & Festivals	54.0%	35.6%	37.7%	143
Musical Concerts, Festivals & Attractions	50.6%	30.5%	32.7%	155
Professional Sporting Events	41.6%	12.3%	15.7%	265
Amateur Tournaments	37.5%	8.5%	11.8%	318
Science & Technology Exhibits	36.5%	21.4%	23.1%	158
Casinos	36.2%	24.6%	25.9%	140
Wine, Beer & Food Tastings	29.5%	23.1%	23.8%	124
Live Theatre	26.0%	20.5%	21.1%	123
Agro-Tourism	22.2%	14.8%	15.7%	141
Garden Theme Attractions	19.3%	17.4%	17.6%	109
Comedy Festivals & Clubs	17.7%	9.2%	10.1%	174
Aboriginal Cultural Experiences	17.4%	10.9%	11.6%	150
High Art Performances	15.2%	10.4%	11.0%	138
Equestrian & Western Events	13.3%	5.8%	6.7%	199
Spas	13.1%	9.7%	10.0%	130
National & International Sporting Events	10.3%	2.3%	3.2%	322
Participatory Historical Activities	7.1%	6.6%	6.7%	106
Literary & Film Festivals	5.1%	2.2%	2.6%	199

Culture and Entertainment Activities Pursued in a Typical Year

Team Sport Players are somewhat less active in most culture and entertainment pursuits while not traveling. This segment is much more likely than the average Canadian Pleasure Traveler to attend local amateur tournaments (sports, rodeos) and local professional sporting events. They are also more likely to go to local bars with live pop or rock bands and attend local rock concerts. However, Team Sport Players are less likely to patronize local arts performances (e.g., the opera, ballet, classical music concerts, live theatre) or to visit local museums, heritage buildings, art galleries and art shows.

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

	Played Team Sports	Did Not Play Team Sports	Pleasure Travelers	Index
Size of Market	2,095,970	16,343,539	18,439,508	100
Going out to eat in restaurants	91.5%	91.5%	91.5%	100
Going to amateur sporting events	72.9%	38.0%	42.0%	174
Going to festivals or fairs	62.4%	61.3%	61.4%	102
Going to professional sporting events	55.5%	29.0%	32.1%	173
Going to bars with live pop or rock bands	41.4%	25.9%	27.7%	150
Going to pick-your-own farms or farmers' market	39.1%	41.2%	41.0%	95
Going to amusement or theme parks	39.0%	27.6%	28.9%	135
Going dancing	37.0%	28.9%	29.9%	124
Going to historic sites or heritage buildings	36.5%	39.7%	39.3%	93
Going to zoos or aquariums	34.4%	29.9%	30.4%	113
Going to rock music concerts	34.4%	20.9%	22.4%	153
Going to live theatre	32.4%	35.1%	34.8%	93
Going to museums	27.7%	33.4%	32.7%	85
Going to art galleries or art shows	25.6%	32.6%	31.8%	80
Going to gamble in casinos	23.1%	17.5%	18.1%	128
Going to botanical gardens	19.1%	26.2%	25.4%	75
Going to day spas	14.4%	13.7%	13.8%	104
Going to rodeos	13.0%	6.6%	7.3%	178
Going to classical music concerts	12.9%	17.0%	16.5%	78
Staying overnight in a hotel or B&B in own city	12.6%	9.5%	9.9%	127
Going to jazz clubs	9.6%	7.3%	7.5%	127
Going to the ballet	4.8%	7.6%	7.3%	65
Going to the opera	4.2%	6.9%	6.6%	64

Accommodation Stayed In While on a Trip

Team Sports Players were most likely to have stayed in public or private campgrounds while traveling in the last two years. They also often stayed at lakeside or riverside resorts. Relative to the average Canadian Pleasure Traveler, Team Sport Players were much more likely to have stayed at a ski or mountain resort, a wilderness accommodation (e.g., campsite, remote or fly-in lodge or outpost) and a houseboat while traveling during the past two years.

Fig. 10 Accommodation Stayed in While on Trips

	Played Team Sports	Did Not Play Team Sports	Pleasure Travelers	Index
Size of Market	2,095,970	16,343,539	18,439,508	100
A Public Campground in a National, State, Provincial or Municipal Park	39.8%	24.6%	26.4%	151
Lakeside / Riverside Resort	31.0%	21.2%	22.3%	139
A Private Campground	30.6%	17.3%	18.8%	163
Ski Resort or Mountain Resort	23.9%	12.7%	13.9%	172
Seaside Resort	22.6%	20.5%	20.7%	109
A Camp Site in a Wilderness Setting (Not a Campground)	14.6%	7.8%	8.6%	170
Health Spa	8.8%	5.6%	5.9%	148
Wilderness Lodge You Can Drive to by Car	7.9%	5.3%	5.6%	140
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	6.2%	4.3%	4.5%	139
Country Inn or Resort with Gourmet Restaurant	6.0%	5.0%	5.1%	118
Farm or Guest Ranch	5.0%	2.8%	3.0%	163
Remote or Fly-In Wilderness Lodge	3.8%	1.3%	1.6%	238
On a Houseboat	3.0%	1.2%	1.4%	220
Remote or Fly-In Wilderness Outpost	1.4%	0.5%	0.6%	249
Cooking School	0.5%	0.3%	0.4%	131
Wine Tasting School	0.3%	0.3%	0.3%	111

Tours and Cruises Taken During Past Two Years

Team Sport Players were comparable to the average Canadian Pleasure Traveler in terms of the tours or cruises taken in the past two years. As with those who did not play a team sport, Team Sport Players most often took sameday tours (both guided and non-guided), tours around a city, scenic drives in the country and self-guided, multi-location, overnight tours. However, relative to the average Canadian Pleasure Traveler, Team Sport Players were slightly more likely to have taken wilderness tours, tours of casinos, wineries and factories and air tours in an airplane or helicopter. Team Sport Players were also more likely to have taken a freshwater cruise (e.g., lake or river cruise) but were less likely to have taken an ocean cruise (e.g., Caribbean cruise, Alaskan cruise) in the last two years.

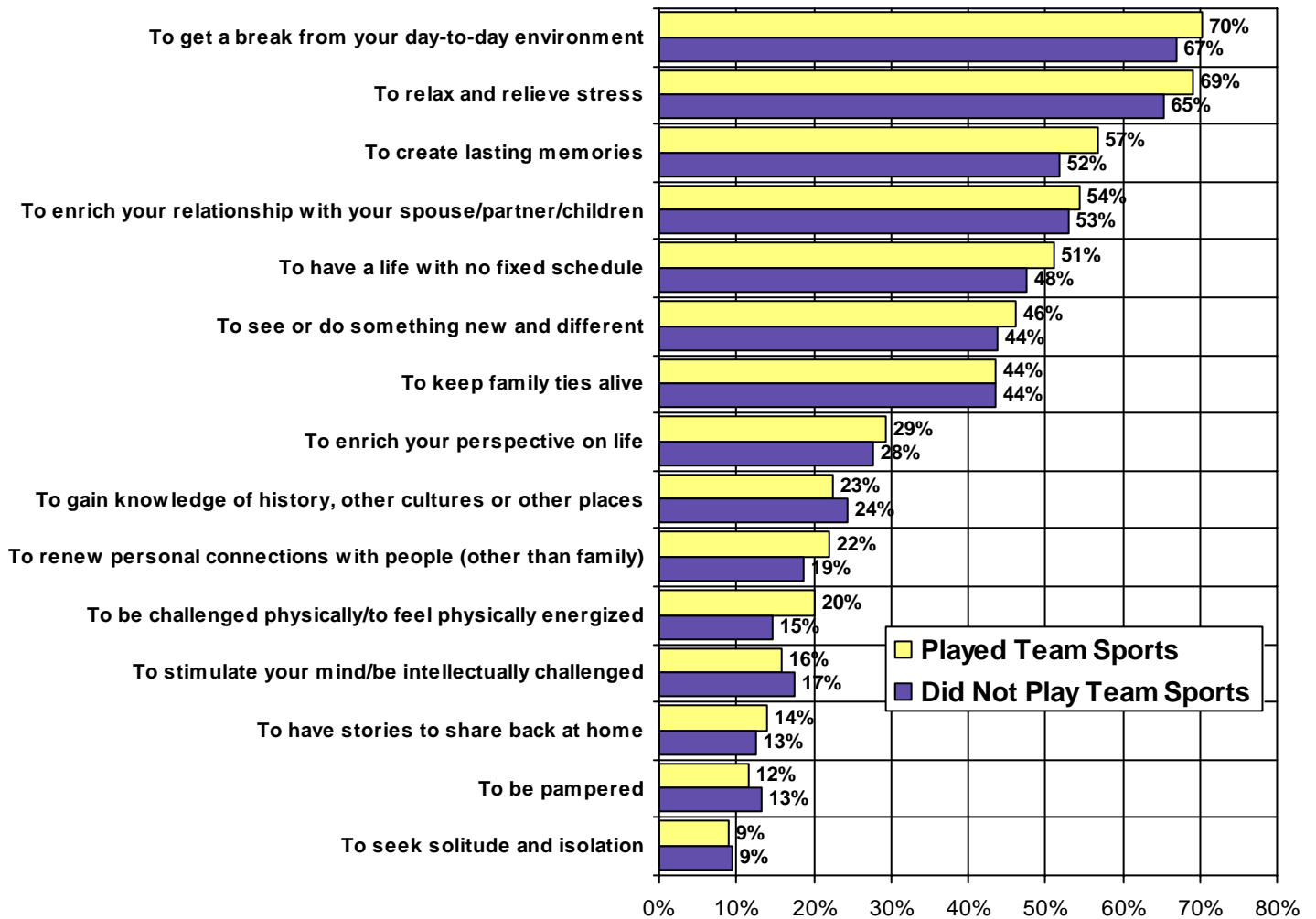
Fig. 11 Tours and Cruises Taken During Past Two Years

	Played Team Sports	Did Not Play Team Sports	Pleasure Travelers	Index
Size of Market	2,095,970	16,343,539	18,439,508	100
A self-guided, sameday tour while on an overnight trip	31.8%	29.0%	29.3%	108
Around the city	25.6%	23.1%	23.4%	110
An organized, sameday, guided tour while on an overnight trip	24.8%	21.9%	22.2%	112
Around the countryside - scenic drives	24.3%	22.2%	22.4%	108
A self-guided, overnight tour where you stayed in different locations	20.0%	17.9%	18.1%	110
Wilderness tour	18.0%	12.4%	13.0%	138
On the water (sightseeing cruise)	15.8%	12.7%	13.1%	121
An organized, overnight, guided tour where you stayed in different locations	12.8%	9.7%	10.1%	127
Some other type of tour	10.4%	9.8%	9.8%	106
An organized, overnight guided tour where you stayed in a single location	10.1%	7.5%	7.8%	129
To a casino	8.3%	6.3%	6.5%	127
To a winery	7.0%	5.5%	5.6%	123
Caribbean ocean cruise	5.1%	5.4%	5.4%	95
To a factory	3.6%	2.5%	2.6%	136
Cruise on another lake or river	3.2%	2.3%	2.4%	136
Ocean cruise – Other	2.8%	3.4%	3.3%	84
Some other type of cruise	2.7%	1.5%	1.6%	168
In the air as a pilot or passenger of an airplane or helicopter	2.6%	1.8%	1.9%	136
Cruise on the St. Lawrence River	1.7%	2.0%	1.9%	85
Alaskan ocean cruise	1.2%	1.7%	1.6%	76
Great Lakes cruise	0.8%	0.8%	0.8%	105
Submarine cruise	0.2%	0.1%	0.1%	127

Benefits Sought While On a Vacation

As with most Canadian Pleasure Travelers, those who participated in team sports take vacations to get a break from their day-to-day environment, to relax and relieve stress, to create lasting memories, to enrich family relationships and to live without a fixed schedule. However, Team Sport Players also consider it important that a vacation is physically challenging and energizing.

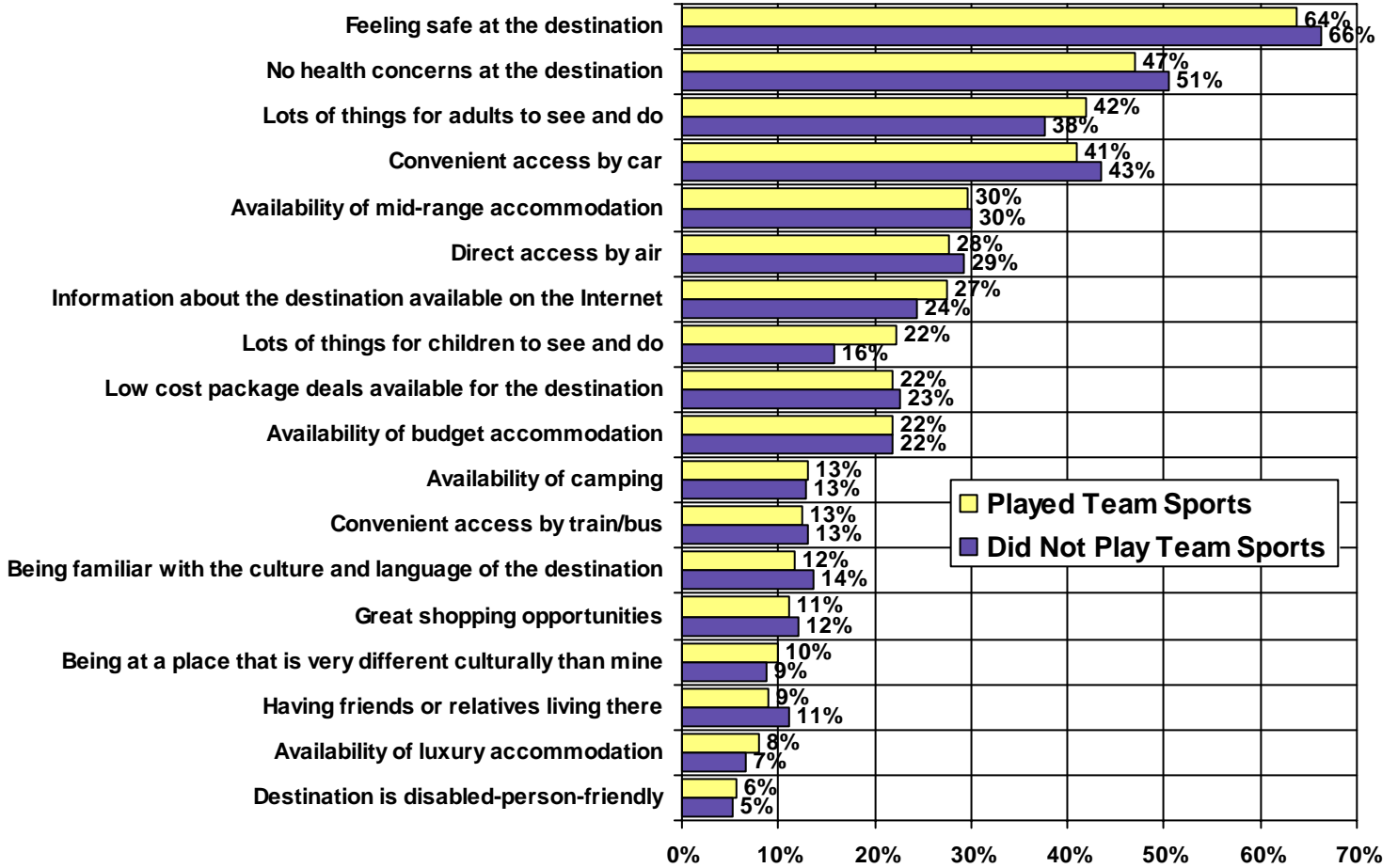
Fig.12 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as “Highly Important”)



Other Attributes of a Destination Considered Important

As with most Canadian Pleasure Travelers, Team Sport Players consider it important that they feel safe at a destination. However, Team Sport Players consider it more important than others that a destination has lots of things to see and do for both adults and children.

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



How Destinations are Selected

Similar to the average Canadian Pleasure Traveler, Team Sport Players tend to start planning vacations with a particular destination in mind. However, Team Sport Players are more likely than average to begin planning a trip by considering what specific activities they would like to do while on vacation. They are also more likely than others to be responsive to discount vacation packages for summer travel.

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

	Played Team Sports	Did Not Play Team Sports	Pleasure Travelers	Index
Size of Market	2,095,970	16,343,539	18,439,508	100
Summer				
Started with a desired destination in mind	44.2%	49.0%	48.5%	91
Started by considering specific activities wanted to do	18.5%	13.2%	13.8%	134
Started with a certain type of vacation experience in mind	24.2%	23.7%	23.7%	102
Looked for packaged deals - no destination in mind	1.7%	1.3%	1.3%	133
Considered something else first	2.6%	4.5%	4.3%	60
Don't know / Other	8.8%	8.4%	8.4%	105
Winter				
Started with a desired destination in mind	42.4%	49.6%	48.6%	87
Started by considering specific activities wanted to do	23.2%	14.4%	15.6%	149
Started with a certain type of vacation experience in mind	19.2%	19.3%	19.3%	100
Looked for packaged deals - no destination in mind	2.6%	3.3%	3.2%	81
Considered something else first	3.0%	4.9%	4.7%	64
Don't know / Other	9.5%	8.5%	8.6%	110

Trip Planning and Information Sources Consulted

The majority of Team Sport Players were responsible for planning their trips either on their own (40.4%) or with someone else (18.7%). However, relative to the average Canadian Pleasure Traveler, trip planning is slightly more likely to be a shared responsibility.

When making vacation plans, Team Sport Players consult a wider variety of information sources than the typical Canadian Pleasure Traveler. The majority use the Internet, word-of-mouth and past experiences to plan travel. However, Team Sport Players were more likely than others to obtain trip planning information from television programs and television advertising and from trade, travel or sports shows.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Played Team Sports	Did Not Play Team Sports	Pleasure Travelers	Index
Size of Market		2,095,970	16,343,539	18,439,508	100
Who Plans Trips?	Respondent plans trips	40.4%	42.3%	42.0%	96
	Trip planning a shared responsibility	18.7%	16.1%	16.4%	114
	Someone else plans trips	41.0%	41.6%	41.5%	99
Information Sources Consulted	An Internet website	72.8%	64.3%	65.2%	112
	Advice of others / Word-of-mouth	59.9%	50.0%	51.1%	117
	Past experience / Been there before	53.6%	50.0%	50.4%	106
	A travel agent	37.0%	33.8%	34.1%	109
	Maps	35.8%	32.1%	32.6%	110
	Official travel guides or brochures from state / province	30.0%	25.4%	26.0%	116
	Visitor information centres	27.4%	22.9%	23.4%	117
	Articles in newspapers / magazines	24.1%	20.4%	20.9%	116
	An auto club such as CAA	19.3%	17.4%	17.7%	109
	Advertisements in newspapers / magazines	17.1%	13.9%	14.3%	120
	Travel guide books such as Fodor's	14.0%	13.6%	13.6%	103
	Programs on television	10.5%	7.1%	7.5%	140
	Travel information received in the mail	8.2%	8.9%	8.8%	92
	Advertisements on television	7.6%	4.7%	5.0%	152
	Visits to trade, travel or sports shows	7.3%	2.6%	3.1%	235
	An electronic newsletter or magazine received by e-mail	5.7%	4.0%	4.2%	135

Use of the Internet to Plan and Arrange Trips

Relative to the other 21 outdoor activity types, those who played a team sport while on a trip were below-average users of the Internet to plan (66.3%) and book (40.6%) travel. They most often consulted hotel or resort websites, travel planning websites such as Expedia and airline websites. The most commonly booked trip components over the Internet were accommodation and airline tickets. They were also slightly more likely than others to have purchased tickets for specific activities or attractions and vacation packages online.

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

		Played Team Sports	Did Not Play Team Sports	Pleasure Travelers	Index
	Size of Market	2,095,970	16,343,539	18,439,508	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	33.8%	41.7%	40.8%	83
	Uses Internet to plan trips only	25.7%	21.7%	22.1%	116
	Uses Internet to book part of trip	40.6%	36.6%	37.0%	110
Types of Websites Consulted	A website of a hotel or resort	57.0%	57.0%	57.0%	100
	A travel planning / booking website	49.0%	45.2%	45.7%	107
	An airline website	46.9%	46.3%	46.3%	101
	A tourism website of a country / region / city	46.6%	50.3%	49.8%	93
	A website of an attraction	36.7%	34.1%	34.5%	107
	Some other website	31.0%	27.1%	27.6%	112
	A cruise line website	8.3%	8.0%	8.1%	103
	A motorcoach website	3.5%	2.3%	2.5%	144
Parts of Trips Booked Over The Internet	Accommodation	75.1%	68.3%	69.2%	109
	Air tickets	71.5%	69.2%	69.5%	103
	Tickets or fees for specific activities or attractions	29.5%	22.8%	23.6%	125
	Car rental	29.0%	26.9%	27.1%	107
	A package containing two or more items	20.4%	14.7%	15.4%	132
	Tickets for rail, bus or boat / ship fares	17.9%	15.0%	15.3%	117
	Other	5.0%	3.8%	3.9%	127

Media Consumption Habits

Team Sport Players are avid sports fans and this is reflected in their media consumption habits. They are much more likely than the average Canadian Pleasure Traveler to read sports magazines (e.g., professional sports, outdoor activities & sports), to watch sports programming on television, to listen to all-sports radio and to visit sports websites. Team Sport Players may also be effectively targeted through automobile and cycle magazines, computer, electronics and technology magazines and business, finance and investing magazines. They tend to listen to popular and country and western radio stations and to watch music video television shows and reality shows.

Fig. 17 Media Consumption Habits

		Played Team Sports	Did Not Play Team Sports	Pleasure Travelers	Index
Size of Market		2,095,970	16,343,539	18,439,508	100
Newspaper Readership	Reads daily newspaper	89.9%	86.9%	87.3%	103
	Reads weekend edition of newspaper	90.0%	86.9%	87.3%	103
	Reads local neighbourhood or community newspapers	61.6%	61.5%	61.5%	100
	Reads other types of newspapers	17.8%	17.1%	17.2%	104
	Frequently or occasionally reads travel section of daily newspaper	45.6%	45.7%	45.7%	100
	Frequently or occasionally reads travel section of weekend newspaper	45.8%	47.5%	47.3%	97
Types of Magazines Read (Top 5 Indexed)	Professional sports	26.0%	6.3%	8.5%	306
	Outdoor activities / sports	20.0%	11.9%	12.8%	156
	Automobile and cycle magazines	20.7%	12.5%	13.4%	154
	Computers, electronics and technology	14.2%	9.9%	10.4%	137
	Business, finance and investing	21.8%	15.6%	16.3%	134
Type of Television Programs Watched (Top 5 Indexed)	Sports / sports shows	69.5%	40.0%	43.3%	160
	Music / Music video shows/channels	34.5%	24.3%	25.5%	135
	Reality shows (e.g., Canadian Idol)	47.7%	38.8%	39.8%	120
	Late night talk shows	32.2%	26.9%	27.5%	117
	Science fiction / Fantasy shows	21.7%	18.9%	19.2%	113
Type of Radio Programs Listened To (Top 5 Indexed)	All sports	26.4%	9.1%	11.1%	239
	Modern rock/Alternative rock	50.8%	35.3%	37.1%	137
	Country music	30.9%	22.9%	23.8%	130
	Top 40 / Current hits	31.8%	24.3%	25.2%	126
	Jazz / Big band	9.0%	8.7%	8.8%	103
Types of Websites Visited (Top 5 Indexed)	Sports	53.8%	23.1%	26.9%	200
	Games	41.3%	31.6%	32.8%	126
	Entertainment	58.3%	50.5%	51.5%	113
	Sites for specific activities or interests	38.4%	35.5%	35.9%	107
	Weather	58.2%	55.8%	56.1%	104

Appendix One: Canadian TAMS 2006 Outdoor Activity Segmentation

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