

# Table of Contents

Background	1
Downhill Skiing and Snowboarding	
Interest Index: Method	2
Interest in Downhill Skiing and Snowboarding: Canada vs. U.S.	3
Interest in Downhill Skiing and Snowboarding: Canada By Province	4
Interest in Downhill Skiing and Snowboarding: U.S. By Region	5
Interest in Downhill Skiing and Snowboarding: By Demographics	6
Interest in Downhill Skiing and Snowboarding: By Market Segment	8
Interest in Downhill Skiing and Snowboarding: Travel in Canada	10
Intentions to Travel to Canada in Next Two Years	13
General Vacation Experiences Sought	14
Outdoor Activities Sought During Pleasure Travel	15
Cultural and Entertainment Activities Sought	16
Accommodation-Related Activities Sought	17
Day and Overnight Touring Activities Sought	18
Sources of Information Consulted to Plan Vacation	19
Interest in New Tourism Products	21
Media Index for Print Media	23
Media Index for Television Programs	24
Percent Using Internet to Research or Book Trips	25
Destination Image Mapping	26
Overall Market Potential Index By Segment	29
Executive Summary	ii
Principales conclusions	iv