

**A Report of U.S. Travellers  
who participated in Aboriginal experiences and activities**

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## EXECUTIVE SUMMARY

Overall, American travellers who participated in activities related to aboriginal products and services while on a trip of one or more nights are a bit older, richer and more educated than other U.S. travellers. Like other American travellers, they enjoy shopping, dining and walking around to observe architecture, but they also like history and culture much more than other American travellers do.

These travellers are easy to reach through any media but radio and TV have the highest penetration rates.

For about a third of these travellers some of their trips were motivated by the desire to experience aboriginal culture. However, the places in the U.S. where these travellers are over-represented are also the places that have, in relative terms, large proportions of American Indians or native Alaskans residing (US Census Bureau) – meaning that they did not travel very far to participate in these activities.

### **Market size and importance of aboriginal products for travellers**

- 14.75 million adult Americans (or 8.4%) participated in activities related to aboriginal travel products while on overnight out-of-town trips over the last 2 years.
- About one-third of the American travellers who had participated in aboriginal activities indicated that these activities were the main reason for taking the trip.
- The largest proportion of travellers who participated in aboriginal activities resides in California. However, it is in places such as Alaska, San Francisco, Seattle and Nevada that these travellers are over-represented (that is these locations account for a larger proportion of travellers who engage in aboriginal activities than of the U.S. population).

### **Other activities they participated in**

- In addition to participating in aboriginal activities these American travellers also participated in other activities. The most popular of these other activities (50% participation or more) were (in order of popularity):
  - Dining at restaurants that offer local ingredients and recipes
  - Shopping at clothing, shoe and jewellery shops
  - Strolling around the city to observe its buildings & architecture
  - Shopping at local arts & crafts shops
  - Visiting well-known historic sites and buildings
  - Visiting a national or provincial/state nature park
  - Shopping at bookstores and music stores
  - Visiting other historic sites, monuments and buildings
  - Visiting well-known natural wonders

- Approximately half (53.1%) of the adult Americans who participated in aboriginal activities took a same-day tour while on an overnight trip in the past 2 years. The most popular types of same-day tours were to tour “Around the City” and to tour “Around the Countryside”.
- Self-guided tours were almost of equal importance as the organized or guided tours for this group of travellers.
- Approximately one quarter (22.3%) of adult American travellers who participated in aboriginal activities took an ocean cruise over the past 2 years. A Caribbean cruise was by far the most popular type of cruise, while the Alaskan cruises and other types of cruises were also popular.

### **Destinations visited**

- The United States, Canada, Mexico and the Caribbean were the most popular destinations for this group of travellers in the last 2 years, with 14% of them having visited Ontario.

### **Trip-planning**

- Although Internet websites (82.7%) were considered highly important sources of information for planning vacations, past experience (62.4%) and the advice of friends or relatives (57.2%) were also relatively important.
- Almost two-thirds (60.5%) of this group used websites such as Expedia and Travelocity to plan their vacation and more than half (58.8%) of them used the website of a hotel or resort.
- The majority (57%) of these American travellers used the Internet to book parts of their overnight vacation.
- The majority of the American travellers who participate in aboriginal activities while on an overnight trip consider first the destination when planning a summer or winter overnight vacation trip.

### **Reasons for travelling and expectations and ratings of destinations**

- A substantial number of these travellers took vacations in order to get a break from their day-to-day environment (68.9%). A similar proportion (67.4%) travelled in order to relax and relieve stress, while travel for 64% of them creating lasting memories was a benefit sought in their pleasure travels.
- In choosing a destination, there were three conditions that were highly important to substantial portions of this market: feeling safe at the destination (68.6%), having lots of things for adults to see and do (55.7%), and being conveniently accessible by car (47.6%).

- About one-third (32%) of American travellers who participated in aboriginal activities rated Ontario as a very appealing travel destination, 9% as very unappealing and 18% could not rate the province at all. A majority of these Americans rated Hawaii (70%) and California (55%) as very appealing travel destinations.

### **Media habits and memberships**

- The weekday (64.9%) and weekend (60.5%) editions of daily newspapers and local neighbourhood or community newspapers (57.2%) were the most read by this group of American travellers.
- Almost three quarters (71.7%) of this group enjoyed watching movies on television, while similar proportions also watched dramas (64.6%) and news and current affairs programs (64.8%).
- Oldies radio programs were the most popular with just over half (50%) of this group, while news/information (41%) and modern/alternative rock programs (35%) were not as popular.
- Slightly more than half (50.3%) of these American travellers are members of an automobile club such as AAA, while 41% belong to a frequent flyer program.

### **Demographics**

- Most of these American travellers belonged to a household where they lived with their spouse/partner (70%). To a much lesser extent, some lived with their birth/step/adopted children 17 years old and younger (23%), while some lived with their birth/step/adopted children 18 years old and older (17%).
- Compared to the general American traveller, those who participated in aboriginal activities have a higher household income (24% have an income of \$100,000 or more as opposed to 20% of other American travellers).
- Nearly one quarter (22%) of these American travellers had a bachelor's degree or attended teachers' college; 19% had earned a doctorate or master's degree as compared to 12% for the general American traveller.
- The average age of American travellers who engaged in aboriginal activities was 47 while that of other American travellers was 45.

## INTRODUCTION

The Travel Activities & Motivation Survey (TAMS) survey examines the recreational activities and travel habits of Canadians and Americans. The survey examines travel behaviour over the past two years, providing detailed information on travellers' 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 to attract travellers to Ontario;
- Create packaging opportunities for each of these markets;
- Determine how to reach these markets (i.e. in terms of communication strategies); and
- Provide information on how to better fine-tune and target the existing marketing campaigns.

TAMS was sponsored by the following organizations:

Ontario Ministry of Tourism  
Ontario Tourism Marketing Partnership Corporation  
Canadian Tourism Commission  
Atlantic Canada Opportunities Agency  
Department of Canadian Heritage  
Parks Canada Agency  
Statistics Canada

Quebec Ministry of Tourism  
Travel Manitoba  
Tourism Saskatchewan  
Alberta Economic Development  
Tourism British Columbia  
Government of Yukon  
Government of Northwest Territories

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

The U.S. survey consisted of a mail-back survey that used an existing mail panel. The panel's response rate for this survey was 71.3%.

The U.S. database consists of 60,649 completes. In this second TAMS survey (the first wave was completed in 2000), the questionnaire was adjusted to better meet the needs expressed by tourism stakeholders. Some of the differences include:

- More detailed questions regarding activities, as well as identifying the activities that were the primary motivators for trips;
- Identification of the travel decision-maker in the family and the process of selecting trip types;
- Identification of planning sequence regarding destinations, experiences or activities

- Ratings of various factors as to their importance in deciding where to travel
- More detailed questions regarding media habits;
- Additional questions on ethnic/cultural background to identify the country of birth of the parents of the respondents as well as the time of immigration; and
- Ratings of Canadian and foreign jurisdictions as destinations for pleasure travel.

This profile report summarizes the findings of the US TAMS survey. Throughout the report the words “travellers of interest” will be used in the statistical tables as a short-cut for: “travellers who participated in activities related to aboriginal travel products while on trips of one or more nights”.

## MARKET SIZE

ACTIVITY PARTICIPATED IN DURING 2004-05 WHILE ON AN OVERNIGHT TRIP	Number (000's)	% of total travellers (176.4 mil)	% of travellers* of interest for whom this activity was the main reason for taking some of the trips containing the activity
<b>ABORIGINAL EXPERIENCES (NET)</b>	<b>14,752</b>	<b>8.4%</b>	<b>31.2%</b>
Aboriginal cultural experience in a remote/rural setting where you stayed one or more nights	3,889	2.2%	37.6%
Aboriginal Heritage Attractions (e.g. museums, interpretive centres)	10,253	5.8%	24.9%
Aboriginal Festivals And Events (e.g., Pow Wows)	4,400	2.5%	37.9%
Aboriginal Cuisine (Tasted)	4,460	2.5%	22.8%
Aboriginal Arts/Crafts Shows	5,810	3.3%	26.4%
Aboriginal Outdoor Adventure or sports	1,734	1.0%	30.2%

\* "travellers of interest" in all of this report's tables means "travellers who participated in activities related to aboriginal products".

### Highlights

- A total of 14.8 million American travellers (8.4%) participated in aboriginal activities while on an overnight trip in 2004-05.
- About one-third of the American travellers who had participated in aboriginal activities indicated that these activities were the main reason for taking the trip.

## PLACE OF RESIDENCE

PLACE OF RESIDENCE	% of travellers of interest (14.8 mil) - Column B -	Index (Column B)/(Region's percent of US pop.)
Alaska	0.6%	279.4%
Arizona	2.3%	116.4%
California	14.4%	119.2%
Los Angeles-Long Beach, PMSA	3.2%	97.6%
Oakland, PMSA	1.3%	149.5%
San Francisco, PMSA	1.1%	162.4%
Colorado	2.1%	133.6%
Connecticut	1.3%	106.6%
Florida	5.5%	88.6%
Georgia	3.3%	109.3%
Atlanta, MSA	1.6%	103.6%
Illinois	4.6%	108.6%
Chicago, PMSA	3.6%	128.7%
Indiana	1.6%	77.0%
Louisiana	1.6%	104.0%
Maryland	1.3%	86.9%
Massachusetts	2.3%	117.8%
Michigan	3.3%	94.8%
Detroit, PMSA	1.5%	99.9%
Minnesota	2.4%	134.4%
Minneapolis-St. Paul	1.3%	149.1%
Missouri	1.7%	89.0%
Nevada	1.3%	157.0%
New Jersey	2.6%	86.0%
New York	5.7%	87.0%
New York City, PMSA	3.1%	96.1%
North Carolina	2.5%	85.2%
Ohio	3.7%	98.8%
Cleveland-Lorain-Elyria, PMSA	0.9%	117.2%
Oklahoma	1.3%	113.4%
Oregon	1.8%	147.1%
Pennsylvania	3.7%	85.3%
Tennessee	1.4%	69.2%
Texas	6.0%	80.3%
Houston, PMSA	1.4%	92.6%
Utah	1.1%	146.8%
Virginia	2.3%	86.8%
Washington	3.1%	145.7%
Seattle-Bellevue-Everett, PMSA	1.4%	158.8%
Wisconsin	1.9%	100.1%
Philadelphia, PA-NJ, PMSA	1.5%	85.2%
Washington, DC-MD-VA-WV, PMSA	1.3%	81.2%
Boston, MA-NH, PMSA	1.2%	101.1%
Portland-Salem, OR-WA, CMSA	1.3%	155.7%

### Highlights:

Although the largest proportion of this market resides in California, it is in places such as Alaska, San Francisco, Seattle and Nevada that these travellers are over-represented (that is these locations account, proportionately, for more of these travellers than of the US population).

## DESTINATIONS VISITED IN THE PAST 2 YEARS

OTHER COUNTRIES	6,830	46.3%
MEXICO	3,364	22.8%
SOUTH / CENTRAL AMERICA	1,247	8.5%
THE CARIBBEAN	2,524	17.1%
EUROPE (INCL. UK & RUSSIA)	2,338	15.8%
AUSTRALIA / NEW ZEALAND	765	5.2%
ASIA	1,026	7.0%
AFRICA	384	2.6%
SOME OTHER DESTINATION	941	6.4%
NOT STATED	22	0.1%
PRINCE EDWARD ISLAND	293	2.0%
NEW BRUNSWICK	346	2.3%
NOVA SCOTIA	443	3.0%
QUEBEC	930	6.3%
ONTARIO	2,123	14.4%
MANITOBA	237	1.6%
SASKATCHEWAN	230	1.6%
ALBERTA	568	3.9%
BRITISH COLUMBIA	1,845	12.5%
YUKON	396	2.7%
NORTHWEST TERRITORIES	188	1.3%
NUNAVUT	21	0.1%

### Highlights:

- Canada was the most popular international destination for this group of travellers and there were significantly more visits to the provinces of Ontario and British Columbia than to other provinces.

DESTINATION	Number (000's)	% of travellers of interest who visited Ontario
SOUTHERN ONTARIO	1,343	63.3%
NORTHERN ONTARIO	289	13.6%
NOT STATED	673	31.7%

### Highlights:

- During the 2004-05 period, the number of visits to Northern Ontario by these travellers was considerably lower than the number of visits to Southern Ontario. Also, almost a third of these American travellers did not respond to this question.

## DESTINATIONS VISITED FOR OVERNIGHT PLEASURE TRIPS

DESTINATION	Number (000's)	% of travellers of interest who took pleasure trips (14.6 mil)
US (NET)	14,198	97.0%
California	4,625	31.6%
Florida	4,389	30.0%
New York State	2,900	19.8%
Arizona	2,788	19.0%
Nevada	2,729	18.6%
CANADA (NET)	3,547	24.2%
NEWFOUNDLAND & LABRADOR	182	1.2%
PRINCE EDWARD ISLAND	264	1.8%
NEW BRUNSWICK	277	1.9%
NOVA SCOTIA	415	2.8%
QUEBEC	783	5.3%
ONTARIO	1,848	12.6%
Southern Ontario	1,576	10.8%
Northern Ontario	373	2.5%
MANITOBA	200	1.4%
SASKATCHEWAN	178	1.2%
ALBERTA	464	3.2%
BRITISH COLUMBIA	1,484	10.1%
YUKON	290	2.0%
NORTHWEST TERRITORIES	144	1.0%
OTHER COUNTRIES (NET)	5,836	39.9%
MEXICO	2,852	19.5%
SOUTH / CENTRAL AMERICA	1,083	7.4%
THE CARIBBEAN	2,195	15.0%
EUROPE (INCL. UK & RUSSIA)	1,966	13.4%
AUSTRALIA / NEW ZEALAND	671	4.6%
ASIA	805	5.5%
AFRICA	328	2.2%
NOT STATED	266	1.8%

### Highlights:

- 99% of the American travellers who participated in aboriginal activities while on an overnight trip also took overnight pleasure or vacation trips.
- Canada was again the most popular foreign destination for these Americans and Ontario its most popular province.

## OTHER ACTIVITIES PARTICIPATED IN WHILE ON OVERNIGHT TRIPS

### Highlights:

- In addition to participating in activities related to aboriginal experiences, these American travellers also like to participate in many other activities. The most popular of these other activities (50% participation or more) were (in order of popularity):
  - Dining at restaurants that offer local ingredients and recipes
  - Shopping at clothing, shoe and jewellery shops
  - Strolling around the city to observe its buildings & architecture
  - Shopping at local arts & crafts shops
  - Visiting well-known historic sites and buildings
  - Visiting a national, provincial or state nature park
  - Shopping at bookstores and music stores
  - Visiting other historic sites, monuments and buildings
  - Visiting well know natural wonders
- Destinations that aspire to attract this travel market would also need to evaluate their shopping, dining and strolling opportunities as these appear to be the most popular activities.

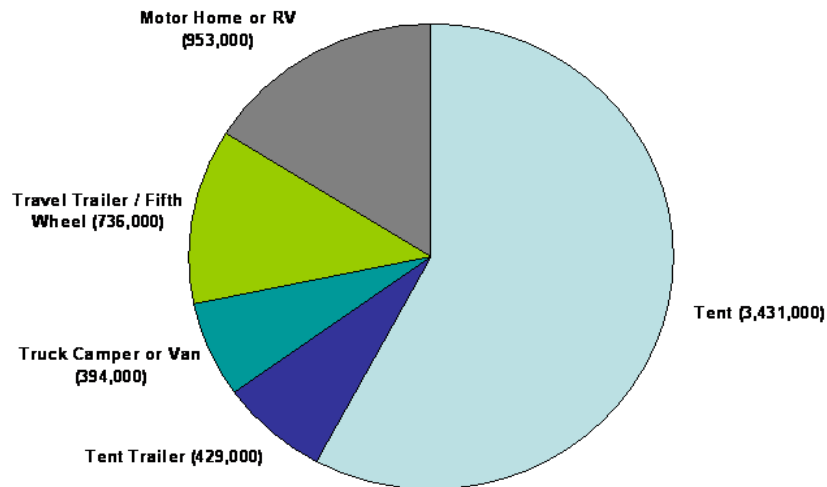
ACTIVITIES PARTICIPATED IN DURING PAST 2 YEARS WHILE ON A TRIP OF 1+ NIGHTS	Number of travellers of interest (000's)	% of travellers of interest
<b>WATER BASED OUTDOOR ACTIVITIES (NET)</b>	<b>10,292</b>	<b>69.8%</b>
FISHING - FRESH WATER	3,255	22.1%
FISHING - SALT WATER	1,712	11.6%
FISHING - TROPHY FISHING	291	2.0%
KAYAKING OR CANOEING – FRESHWATER	1,489	10.1%
KAYAKING OR CANOEING – OCEAN	818	5.5%
KITE SURFING	93	0.6%
MOTOR BOATING	2,333	15.8%
PARASAILING	523	3.5%
SAILING	1,047	7.1%
SCUBA DIVING IN LAKES / RIVERS	193	1.3%
SCUBA DIVING IN SEA / OCEAN	882	6.0%
SNORKELING IN LAKES OR RIVERS	455	3.1%
SNORKELING IN SEA / OCEAN	2,884	19.5%
SUNBATHING OR SITTING ON A BEACH	5,980	40.5%
SWIMMING IN LAKES	4,081	27.7%
SWIMMING IN OCEANS	6,002	40.7%
WATER SKIING	835	5.7%
WHITE WATER RAFTING	989	6.7%
WIND SURFING	126	0.9%
<b>WINTER OUTDOOR ACTIVITIES (NET)</b>	<b>2,989</b>	<b>20.3%</b>
DOG SLEDDING	207	1.4%
FISHING - ICE FISHING	390	2.6%
ICE-SKATING	806	5.5%
SKIING - CROSS COUNTRY	722	4.9%
SKIING - CROSS/BACK COUNTRY AS AN OVERNIGHT TOURING TRIP	103	0.7%
SKIING - DOWNHILL	1,404	9.5%
SKIING - HELI-SKIING	62	0.4%
SKIING - SKI JOURING	49	0.3%
SNOWBOARDING	596	4.0%
SNOWMOBILING - DAY USE ON ORGANIZED TRAIL	527	3.6%
SNOWMOBILING - AS AN OVERNIGHT TOURING TRIP	147	1.0%
SNOWSHOEING	346	2.3%

ACTIVITIES PARTICIPATED IN DURING PAST 2 YEARS WHILE ON A TRIP OF 1+ NIGHTS	Number of travellers of interest (000's)	% of travellers of interest
LAND-BASED ACTIVITIES (NET)	12,720	86.2%
ATV - USED ONE FOR A SAME DAY EXCURSION	1,537	10.4%
ATV - USED ONE AS PART OF AN OVERNIGHT TOURING TRIP	296	2.0%
BUNGEE JUMPING	202	1.4%
CLIMBING - ICE CLIMBING	85	.6%
CLIMBING - ROCK CLIMBING	801	5.4%
CLIMBING - MOUNTAIN CLIMBING / TREKKING	1,237	8.4%
CYCLING - SAME DAY EXCURSION	1,686	11.4%
CYCLING - MOUNTAIN BIKING	712	4.8%
CYCLING - AS AN OVERNIGHT TOURING TRIP	277	1.9%
FITNESS - WORKING OUT IN A FITNESS CENTRE	2,843	19.3%
FITNESS - JOGGING OR EXERCISING OUTDOORS	2,753	18.7%
GOLFING - PLAYED AN OCCASIONAL GAME	1,932	13.1%
GOLFING - PLAYED DURING A STAY AT A GOLF RESORT	640	4.3%
GOLFING - TOOK PACKAGE GOLF TOUR TO PLAY ON VARIOUS COURSES	210	1.4%
HIKING - SAME DAY EXCURSION WHILE ON OVERNIGHT TRIP	5,697	38.6%
HIKING/BACPACKING IN WILDERNESS SETTINGS WITH OVERNIGHT CAMPING OR LODGING	1,756	11.9%
HORSEBACK RIDING - SAME DAY HORSEBACK RIDING EXCURSION	1,962	13.3%
HORSEBACK RIDING - TRAVELED BY HORSE WITH OVERNIGHT STOPS	268	1.8%
HUNTING - BIG GAME	764	5.2%
HUNTING - SMALL GAME	614	4.2%
HUNTING - BIRDS	424	2.9%
IN-LINE / ROLLER BLADING	501	3.4%
MINI-GOLF	2,952	20.0%
MOTORCYCLING - DAY EXCURSION WHILE ON OVERNIGHT TRIP	732	5.0%
MOTORCYCLING - AS AN OVERNIGHT TOURING TRIP	435	2.9%
NATURE PARK - VISITED NATIONAL, PROVINCIAL, STATE PARK	8,356	56.6%
SKATEBOARDING	228	1.5%
VIEWING NORTHERN LIGHTS	1,235	8.4%
WILDFLOWERS / FLORA VIEWING	4264	28.9%
WILDLIFE VIEWING - BIRD WATCHING	3370	22.8%
WILDLIFE VIEWING - WHALE WATCHING AND OTHER MARINE LIFE	3863	26.2%
WILDLIFE VIEWING - LAND BASED ANIMALS	5526	37.5%

ACTIVITIES PARTICIPATED IN DURING PAST 2 YEARS WHILE ON A TRIP OF 1+ NIGHTS	Number of travellers of interest (000's)	% of travellers of interest
THEME AND AMUSEMENT PARKS (NET)	11,182	75.8%
AMUSEMENT PARK	6,259	42.4%
AQUARIUMS	5,657	38.3%
BOTANICAL GARDENS	4,819	32.7%
GARDEN THEME PARK	1,931	13.1%
MUSICAL ATTRACTIONS	1,766	12.0%
MOVIE THEME PARK	1,641	11.1%
PLANETARIUM	2,066	14.0%
SCIENCE & TECHNOLOGY THEME PARK	2,192	14.9%
WATER THEME PARK	3,030	20.5%
WAX MUSEUMS	1,408	9.5%
ZOOS	5,768	39.1%
ENTERTAINMENT FARMS (e.g., CORN MAZE, PETTING BARNYARD)	2,408	16.3%
EXHIBITS, ARCHTECTURE, HISTORIC SITES (NET)	13,017	88.3%
ART GALLERIES	5,443	36.9%
HISTORICAL REPLICAS OF CITIES/TOWNS WITH HISTORIC RE-ENACTMENTS	3,902	26.5%
MUSEUM - CHILDREN'S MUSEUMS	1,867	12.7%
MUSEUM - GENERAL HISTORY OR HERITAGE MUSEUMS	7,121	48.3%
MUSEUM - SCIENCE OR TECHNOLOGY MUSEUMS	4,222	28.6%
MUSEUM - MILITARY / WAR MUSEUMS	3,942	26.7%
PALEONTOLOGICAL / ARCHAEOLOGICAL SITES	3,073	20.8%
STROLLING AROUND A CITY TO OBSERVE ITS BUILDINGS & ARCHITECTURE	8,925	60.5%
WELL-KNOWN HISTORIC SITES OR BUILDINGS	8,700	59.0%
OTHER HISTORIC SITES MONUMENTS AND BUILDINGS	7,591	51.5%
WELL-KNOWN NATURAL "WONDERS"	7,722	52.3%
HANDS-ON LEARNING ACTIVITIES (NET)	4,526	30.7%
ARCHAEOLOGICAL DIGS	670	4.5%
COOKING / WINE TASTING COURSES	1,795	12.2%
COURSES TO LEARN ANOTHER LANGUAGE	491	3.3%
CURATORIAL TOURS	621	4.2%
HARVESTING AND / OR OTHER FARM OPERATIONS	826	5.6%
HISTORICAL RE-ENACTMENTS (AS AN ACTOR)	509	3.5%
INTERPRETIVE PROGRAM AT A HISTORIC SITE OR PARK	1,874	12.7%
WILDERNESS SKILLS COURSES	571	3.9%

ACTIVITIES PARTICIPATED IN DURING PAST 2 YEARS WHILE ON A TRIP OF 1+ NIGHTS	Number of travellers of interest (000's)	% of travellers of interest
SHOPPING, DINING & FOOD (NET)	14,035	95.2%
DINING - AT RESTAURANTS OFFERING LOCAL INGREDIENTS & RECIPES	11,106	75.3%
DINING - AT HIGH-END RESTAURANTS OF INTERNATIONAL REPUTATION	4,175	28.3%
DINING - AT OTHER HIGH-END RESTAURANTS	5,441	36.9%
DINING - AT A FARM	1,449	9.8%
SHOP/BROWSE - BOOKSTORES OR MUSIC STORES	8,202	55.6%
SHOP/BROWSE - ANTIQUES	6,155	41.7%
SHOP/BROWSE - GOURMET FOODS IN RETAIL STORES	4,408	29.9%
SHOP/BROWSE - LOCAL ARTS & CRAFTS STUDIOS/EXHIBITS	8,802	59.7%
SHOP/BROWSE - CLOTHING, SHOES AND JEWELRY	9,198	62.4%
SHOP/BROWSE - GREENHOUSE OR GARDEN CENTRE	3,455	23.4%
WENT TO LOCAL OUTDOOR CAFES	7,282	49.4%
WENT TO WINERIES FOR DAY VISITS AND TASTING	4,607	31.2%
WENT TO BREWERIES FOR DAY VISITS AND TASTING	2,404	16.3%
WENT TO FRUIT PICKING AT FARMS OR OPEN FIELDS	2,191	14.9%
VISITED FOOD PROCESSING PLANTS SUCH AS CHEESE FACTORY	2,114	14.3%
ACCOMODATION-RELATED ACTIVITIES (STAYED AT) (NET):	10,390	70.5%
LAKESIDE / RIVERSIDE RESORT	3,545	24.0%
SKI RESORT OR MOUNTAIN RESORT	2,572	17.4%
SEASIDE RESORT	4,576	31.0%
REMOTE OR FLY-IN WILDERNESS LODGE	491	3.3%
REMOTE OR FLY-IN WILDERNESS OUTPOST	315	2.1%
WILDERNESS LODGE YOU CAN DRIVE TO BY CAR	1,546	10.5%
COOKING SCHOOL	315	2.1%
WINE TASTING SCHOOL	249	1.7%
COUNTRY INN OR RESORT BECAUSE IT HAD A GOURMET RESTAURANT ON THE PREMISES	855	5.8%
HEALTH SPA	1,123	7.6%
FARM OR GUEST RANCH	785	5.3%
ON A HOUSEBOAT	591	4.0%
A PUBLIC CAMPGROUND IN A NATURE PARK	4,220	28.6%
A PRIVATE CAMPGROUND	2,767	18.8%
A CAMP SITE IN A WILDERNESS SETTING (NOT A CAMPGROUND)	1,750	11.9%
A MOTOR HOME OR RV WHILE TRAVELING OR TOURING (NOT A CAMPING TRIP)	1,350	9.2%

## TYPE OF SHELTER MOST OFTEN USED ON CAMPING TRIPS



### Highlights:

- 44% of the U.S. travellers who participated in aboriginal activities also went camping.
- Of the 6.52 million adult Americans who participated in aboriginal experiences and went camping over the last 2 years, the majority (52.6%) used a tent for shelter. A motor home or RV was the second most popular choice (14.6%) of these American campers.

## TOURS & CRUISES IN PAST 2 YEARS

### Tours

	Number of travellers of interest (000's)	% of travellers of interest
<b>TYPES OF TOURS TAKEN IN PAST 2 YEARS</b>		
AN ORGANIZED OR GUIDED GROUP TOUR WHERE YOU STAYED FOR ONE OR MORE NIGHTS AT DIFFERENT LOCATIONS	2,716	18.4%
AN ORGANIZED OR GUIDED GROUP TOUR WHERE YOU STAYED FOR ONE OR MORE NIGHTS AT A SINGLE LOCATION (e.g., CASINO, SPA, etc.)	2,005	13.6%
AN ORGANIZED OR GUIDED GROUP TOUR EXCURSION OF LESS THAN ONE DAY'S DURATION (A SAME DAY TOUR) WHILE ON A TRIP OF ONE OR MORE NIGHTS	5,105	34.6%
A SELF-GUIDED (i.e., NOT PART OF AN ORGANIZED GROUP TOUR) SAME DAY TOUR EXCURSION WHILE ON A TRIP OF ONE OR MORE NIGHTS	5,559	37.7%
A SELF-GUIDED TOUR (i.e., NOT PART OF AN ORGANIZED GROUP TOUR) ON WHICH YOU STAYED IN DIFFERENT PLACES FOR ONE OR MORE NIGHTS	3,533	23.9%
NONE OF THE ABOVE	3,494	23.7%
NOT STATED	1,465	9.9%
NET: ORGANIZED TOURS	6,977	47.3%
NET: SELF-GUIDED TOURS	6,799	46.1%
NET: SAME DAY TOURS (Self-guided or organized)	7,829	53.1%
<b>"Where did you go on these same day tours?"</b>		
	Number of travellers of interest (000's)	% of travellers of interest
AROUND THE COUNTRYSIDE - SCENIC DRIVES	4,553	58.2%
AROUND THE CITY	4,607	58.9%
AS A PILOT OR PASSENGER OF AIRPLANE OR HELICOPTER	697	8.9%
ON THE WATER (SIGHTSEEING CRUISE)	2,765	35.3%
TO A WINERY / WINERIES	1,477	18.9%
TO A FACTORY / FACTORIES	720	9.2%
TO A CASINO	1,521	19.4%
WILDERNESS / OUTDOOR TOUR	3,145	40.2%
SOME OTHER TYPE OF TOUR	2,472	31.6%
NOT STATED	278	3.6%

## Cruises

TYPES OF CRUISES TAKEN IN PAST 2 YEARS WHERE YOU STAYED ON-BOARD FOR 1+ NIGHTS	Number of travellers of interest (000's)	% of travellers of interest
OCEAN CRUISE (NET)	3,291	22.3%
OCEAN CRUISE - ALASKA	1,167	7.9%
OCEAN CRUISE - CARIBBEAN	1,711	11.6%
OCEAN CRUISE - OTHER	1,348	9.1%
GREAT LAKES CRUISE	211	1.4%
CRUISE ON THE ST. LAWRENCE RIVER	114	0.8%
CRUISE ON ANOTHER LAKE OR RIVER	742	5.0%
SUBMARINE CRUISE	89	0.6%
SOME OTHER TYPE OF CRUISE	668	4.5%
DID NOT TAKE A CRUISE	8,959	60.7%
NOT STATED	1,727	11.7%

### Highlights:

- Approximately half (53.1%) of the adult Americans who participated in aboriginal activities took a same-day tour while on an overnight trip in the past 2 years. The most popular types of same-day tours were touring “Around the City” and “Around the Countryside”.
- Self-guided tours were of almost equal importance as the organized or guided tours for this group of travellers.
- Approximately one-quarter (22.3%) of this group of travellers took an ocean cruise over the past 2 years. A Caribbean cruise was by far the most popular type of cruise, while the Alaskan cruises and other types of cruises formed the other substantial categories.

## BUSINESS OR JOB-RELATED TRAVEL IN PAST 2 YEARS

TYPES OF BUSINESS TRIPS IN PAST 2 YEARS	Number of travellers of interest (000's)	% of travellers of interest
BUSINESS MEETINGS	3,275	22.2%
TRADE SHOWS	1,332	9.0%
BUSINESS CONVENTIONS	1,732	11.7%
CONFERENCES OR SEMINARS	3,188	21.6%
EMPLOYER-PAID TRAINING	1,864	12.6%
SOME OTHER BUSINESS REASON	2,047	13.9%
I HAVE NOT TAKEN ANY OUT-OF-TOWN JOB-RELATED TRIPS OF 1+ NIGHTS IN THE PAST 2 YEARS	8,081	54.8%
NOT STATED	687	4.7%

### Highlights:

- Almost half of the adult American travellers who participated in aboriginal activities had taken at least one overnight business trip in the past 2 years. Almost the same number of business travellers attended a conference/seminar as a business meeting.

## TRIP PLANNING BEHAVIOUR OVER THE PAST 2 YEARS

### Trip-Planning Sources

INFORMATION SOURCES USED TO PLAN OVERNIGHT PLEASURE TRIPS IN PAST 2 YEARS	Number of travellers of interest (000's)	% of travellers of interest
A TRAVEL AGENT	3,847	28.5%
AN INTERNET WEBSITE	11,157	82.7%
AN ELECTRONIC NEWSLETTER OR MAGAZINE RECEIVED BY E-MAIL	1,651	12.2%
AN AUTO CLUB SUCH AS AAA	4,712	34.9%
ARTICLES IN NEWSPAPERS/MAGAZINES	4,767	35.3%
ADVERTISEMENTS IN NEWSPAPERS/MAGAZINES	2,642	19.6%
VISITOR INFORMATION CENTRES	5,176	38.4%
TRAVEL GUIDE BOOKS SUCH AS FODOR'S OR MICHELIN	3,433	25.5%
ADVICE OF FRIENDS OR RELATIVES/WORD-OF-MOUTH	7,709	57.2%
VISITS TO TRADE, TRAVEL OR SPORTSMEN'S SHOWS	753	5.6%
PROGRAMS ON TELEVISION	2,225	16.5%
ADVERTISEMENTS ON TELEVISION	1,007	7.5%
TRAVEL INFORMATION RECEIVED IN THE MAIL	3,882	28.8%
PAST EXPERIENCE/BEEN THERE BEFORE	8,420	62.4%
MAPS	6,802	50.4%
OFFICIAL TRAVEL GUIDES OR BROCHURES FROM STATE / PROVINCIAL / NATIONAL ORGANIZATIONS	5,722	42.4%
NONE OF THE ABOVE	224	1.7%
NOT STATED	81	0.6%

### Highlights:

- The majority (82.7%) of adult Americans who participated in aboriginal activities and were involved with the planning of their overnight pleasure trips in the past 2 years used the Internet as a source of information.
- Although the Internet was an important source of information, more than 50% of these Americans travellers also used either the advice of their friends/relatives, their own past experience, or maps in planning their trip.
- Almost half (42.4%) of the adult Americans who were involved in trip-planning and participated in aboriginal activities used official travel guides or brochures from state/provincial/national organizations as sources of information for planning their overnight pleasure trips.

## Types of Websites Used

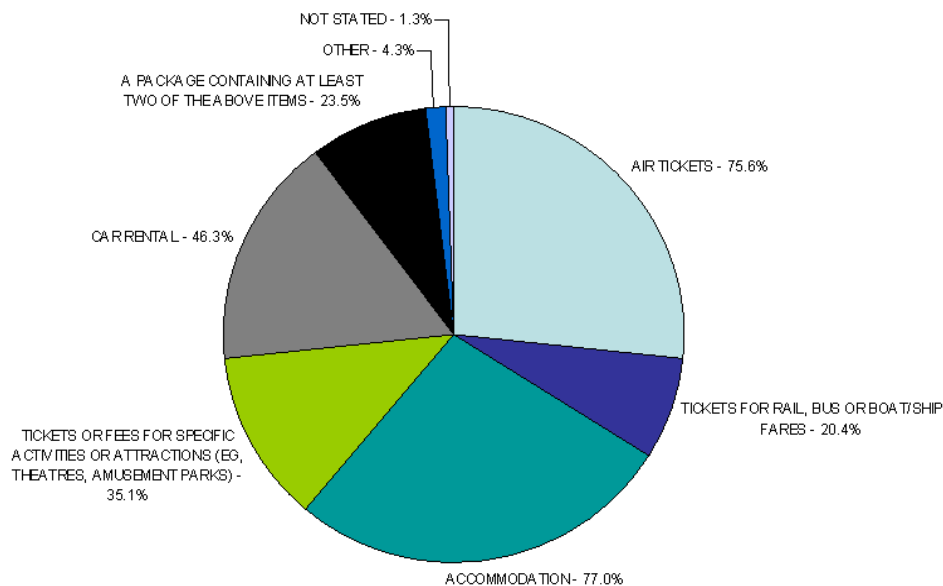
TYPES OF WEBSITES USED TO PLAN OVERNIGHT PLEASURE TRIPS IN PAST 2 YEARS	Number of travellers of interest (000's)	% of travellers of interest
A TRAVEL PLANNING/BOOKING WEBSITE (E.G. EXPEDIA, TRAVELOCITY)	6,746	60.5%
AN AIRLINE'S WEBSITE	5,818	52.1%
THE WEBSITE OF A COUNTRY/STATE/PROVINCE/OR CITY TOURISM AUTHORITY	5,674	50.9%
THE WEBSITE OF A COUNTRY/STATE/PROVINCE/OR CITY TOURISM AUTHORITY	5,674	50.9%
THE WEBSITE OF A HOTEL OR RESORT	6,556	58.8%
A MOTORCOACH WEBSITE	292	2.6%
A CRUISE LINE WEBSITE	2,204	19.8%
THE WEBSITE OF AN ATTRACTION (MUSEUM, THEATRE, AMUSEMENT PARK)	4,982	44.7%
SOME OTHER WEBSITE	3,619	32.4%
NOT STATED	422	3.8%

### Highlights:

- The most common websites used by American travellers who participated in aboriginal activities for planning their overnight pleasure trips were travel booking sites such as Expedia and Travelocity, and websites of hotels or resorts.
- Slightly more than half of this group of travellers also used the websites of airlines' and government tourism authorities to plan their trips.
- It is also interesting to note that websites of attractions such as museums and theatres were used by almost half of these Americans. This implies a need by this market for more in-depth information regarding their anticipated tourism experience.

## Booking Over the Internet

“Were any parts of pleasure or vacation trips of 1+ nights taken in the past 2 years booked over the internet by you or someone else in your travel party/household?”	Number of travellers of interest (000's)	% of travellers of interest
YES	8,335	56.9%
NO	5,323	36.4%
DON'T KNOW/NOT SURE	540	3.7%
NOT STATED	444	3.0%



### Highlights:

- More than half of the American travellers who participated in aboriginal activities had purchased travel services over the Internet in the past 2 years for their overnight pleasure or vacation trips.
- Of those who had purchased travel services over the Internet, the vast majority purchased accommodation services and airline tickets. Purchasing tickets over the Internet for other modes of public transport was not as common.

## DECISION-MAKING PROCESS FOR PLEASURE OR VACATION TRAVEL

FIRST CONSIDERATIONS WHEN PLANNING THIS TYPE OF TRIP	SUMMER VACATION TRIPS		WINTER VACATION TRIPS	
	Number (000's)	As % of Travellers with Summer Trips	Number (000's)	As % of Travellers with Winter Trips
STARTED WITH A DESIRED DESTINATION IN MIND	7,002	55.1%	5,870	56.9%
STARTED BY CONSIDERING CERTAIN SPECIFIC ACTIVITIES YOU WANTED TO DO (SHOP, HIKE, GOLF, VISIT AMUSEMENT PARK, ETC.)	1,464	11.5%	1,265	12.3%
STARTED WITH THE IDEA OF A CERTAIN TYPE OF VACATION EXPERIENCE (FAMILY VACATION, ROMANCE, SOCIALIZING WITH FRIENDS, ETC.)	2,297	18.1%	1,577	15.3%
LOOKED FOR PACKAGED DEALS WITHOUT CONSIDERING SPECIFIC DESTINATIONS, ACTIVITIES OR TRAVEL EXPERIENCES	207	1.6%	162	1.6%
CONSIDERED SOMETHING ELSE FIRST	472	3.7%	385	3.7%
DON'T KNOW/NOT SURE	215	1.7%	187	1.8%
SOMEONE ELSE PLANNED THE TRIP	459	3.6%	412	4.0%
NOT STATED	595	4.7%	455	4.4%

### Highlights:

- The survey investigated the decision-making process that Americans go through when planning their trips and tested whether this process is different when it comes to summer trips as opposed to winter trips.
- The majority of Americans who participated in aboriginal experiences and had taken an overnight summer vacation started their trip-planning process by considering first the destination they wanted to visit. This process did not change during the consideration of winter vacations.

## OVERNIGHT PLEASURE OR VACATION TRIPS – BENEFITS SOUGHT

BENEFITS SOUGHT FROM PLEASURE OR VACATION TRAVEL IN PAST 2 YEARS	Number of travellers of interest (000's)	% of travellers of interest
TO SEE OR DO SOMETHING NEW AND DIFFERENT	9,023	61.2%
TO SEEK SOLITUDE AND ISOLATION	1,969	13.3%
TO GAIN KNOWLEDGE OF HISTORY, OTHER CULTURES OR OTHER PLACES	5,945	40.3%
TO ENRICH YOUR PERSPECTIVE ON LIFE	5,712	38.7%
TO GET A BREAK FROM YOUR DAY-TO-DAY ENVIRONMENT	10,161	68.9%
TO STIMULATE YOUR MIND/BE INTELLECTUALLY CHALLENGED	4,658	31.6%
TO RELAX AND RELIEVE STRESS	9,937	67.4%
TO HAVE A LIFE WITH NO FIXED SCHEDULE (TO DO WHAT YOU WANT, WHEN YOU WANT)	7,061	47.9%
TO KEEP FAMILY TIES ALIVE	6,543	44.4%
TO RENEW PERSONAL CONNECTIONS WITH PEOPLE (OTHER THAN FAMILY)	3,191	21.6%
TO HAVE STORIES TO SHARE BACK AT HOME OR SOMETHING INTERESTING TO TALK ABOUT	2,482	16.8%
TO ENRICH YOUR RELATIONSHIP WITH YOUR SPOUSE/PARTNER/CHILDREN	8,504	57.6%
TO CREATE LASTING MEMORIES	9,509	64.5%
TO BE CHALLENGED PHYSICALLY/TO FEEL PHYSICALLY ENERGIZED	2,600	17.6%
TO BE PAMPERED	2,301	15.6%

### Highlights:

- There are five categories of benefits that 50% or more of these American travellers seek when they take overnight vacations. Three of them relate to the impact that travel has on an individual's mental health associated with boredom, routine work and a highly structured life.
- American travellers who participated in aboriginal experiences and used travel as a means of getting a break from their day-to-day environment accounted for 68.9% of this group. Those who sought relaxation and stress relief from travel accounted for 67.4%, while those who sought benefits related to the creation of lasting memories accounted for 64.5%.

## IMPORTANT CONSIDERATIONS IN CHOOSING A DESTINATION

How Important are each of the following conditions when choosing a destination for an overnight pleasure trip?	Of No Importance	Somewhat Important	Highly Important	Not Stated
	Percentages Based on American Travellers of interest = 14.75 million			
NO HEALTH CONCERNS AT THE DESTINATION	14.4%	42.3%	42.1%	1.2%
FEELING SAFE AT THE DESTINATION	2.9%	27.6%	68.6%	0.8%
BEING FAMILIAR WITH THE CULTURE AND LANGUAGE OF THE DESTINATION	21.2%	58.9%	18.8%	1.1%
BEING AT A PLACE THAT IS VERY DIFFERENT, CULTURALLY, THAN YOURS	31.7%	50.8%	15.9%	1.5%
HAVING FRIENDS OR RELATIVES LIVING THERE	58.9%	28.9%	11.0%	1.2%
LOW COST PACKAGE DEALS AVAILABLE FOR THE DESTINATION	21.3%	47.1%	30.3%	1.3%
DESTINATION IS DISABLED-PERSON-FRIENDLY	67.3%	18.5%	12.3%	1.9%
LOTS OF THINGS FOR CHILDREN TO SEE & DO	60.5%	20.0%	17.6%	1.8%
LOTS OF THINGS FOR ADULTS TO SEE & DO	3.9%	39.2%	55.7%	1.1%
INFORMATION ABOUT THE DESTINATION AVAILABLE ON THE INTERNET	23.4%	45.6%	29.0%	2.1%
GREAT SHOPPING OPPORTUNITIES	38.4%	44.1%	16.2%	1.3%
AVAILABILITY OF LUXURY ACCOMMODATION	52.9%	30.6%	10.6%	5.9%
AVAILABILITY OF MID-RANGE ACCOMMODATION	11.7%	51.2%	33.0%	4.1%
AVAILABILITY OF BUDGET ACCOMMODATION	19.2%	46.1%	30.6%	4.1%
AVAILABILITY OF CAMPING	56.4%	24.4%	13.1%	6.0%
CONVENIENT ACCESS BY CAR	8.3%	42.3%	47.6%	1.8%
DIRECT ACCESS BY AIR	22.8%	47.1%	26.3%	3.9%
CONVENIENT ACCESS BY TRAIN/BUS	47.3%	38.4%	10.0%	4.3%

### Highlights:

- There were two conditions that were highly important to a majority of American travellers who participate in aboriginal activities: Feeling safe at the destination (68.6%) and having lots of things for adults to see and do (55.7%).
- Almost half of Americans who participated in aboriginal experiences also felt that convenient access by car (47.6%) and no health concerns at the destination (42.1%) were highly important factors to consider when choosing a destination for an overnight vacation.
- The availability of mid-range accommodation (33.0%) at the destination was important to about one-third of them.

## IMPRESSIONS & RATINGS OF DESTINATIONS

Destination Ratings on a 10-Point Scale 1= Very Unappealing; 10=Very Appealing	Very Unappealing (scores of 1, 2 or 3)	Very Appealing (scores of 8, 9 or 10)	No impression/ Can't Rate
	Percentages Based on "aboriginal" American travellers (14.75 million)		
NEWFOUNDLAND & LABRADOR	15.0%	19.0%	31.7%
NOVA SCOTIA	12.3%	27.2%	26.4%
NEW BRUNSWICK	13.3%	18.2%	33.9%
PRINCE EDWARD ISLAND	10.9%	27.6%	27.4%
QUEBEC	12.5%	30.8%	18.7%
ONTARIO	8.9%	31.8%	17.9%
MANITOBA	14.1%	13.3%	33.9%
SASKATCHEWAN	15.2%	15.1%	32.1%
ALBERTA	12.4%	22.9%	28.9%
BRITISH COLUMBIA	9.0%	40.5%	19.8%
YUKON	16.2%	26.8%	26.8%
NORTHWEST TERRITORIES	15.5%	25.6%	26.4%
NEW YORK STATE	12.9%	39.7%	6.4%
COLORADO	6.0%	49.8%	6.5%
FLORIDA	12.6%	49.5%	3.5%
CALIFORNIA	10.3%	55.9%	3.9%
HAWAII	5.4%	70.6%	5.3%
ARIZONA	8.7%	45.8%	5.8%

### Highlights:

- On average, about one-third of American travellers who participated in aboriginal experiences were unable to rate any Canadian province/territory because they had no impressions of them. Among Canadian jurisdictions, Ontario and Quebec had the lowest proportion of these Americans who stated that they could not rate them.
- American aboriginal travellers rated British Columbia the highest among Canadian jurisdictions, followed by Ontario and Quebec.
- Hawaii is by far the most appealing of the destinations listed above for the majority of these American travellers.

## MEDIA BEHAVIOUR

### Newspapers

“Which of the following newspapers do you normally read in a typical week?”	% of travellers of interest (14.75 million)
DAILY NEWSPAPER - WEEKDAY EDITION	64.9%
WEEKEND EDITION OF A NEWSPAPER	60.5%
LOCAL COMMUNITY NEWSPAPER	57.2%
OTHER NEWSPAPERS	20.8%
DON'T READ THE NEWSPAPER	10.0%
READ DAILY NEWSPAPERS OCCASIONALLY/RARELY	24.2%
READ WEEKEND NEWSPAPERS OCCASIONALLY/RARELY	28.5%
NOT STATED	0.5%
“How Often do you read the travel section of a daily newspaper?”	% of travellers of interest (14.75 million)
FREQUENTLY	26.8%
OCCASIONALLY	27.5%
RARELY	21.4%
NEVER	13.2%
NOT STATED	0.7%
“How often do you read the travel section of a weekend edition of a newspaper?”	% of travellers of interest (14.75 million)
FREQUENTLY	35.8%
OCCASIONALLY	26.1%
RARELY	17.5%
NEVER	9.4%
NOT STATED	0.8%

#### Highlights:

- More than 60% of American travellers read the weekday edition of a newspaper and 65% read the weekday edition in a typical week. An additional 24.2% read the weekday edition of a newspaper occasionally or rarely. Similar proportions read the weekend edition of a newspaper, and slightly more read it occasionally or rarely.
- 54.3% of American travellers read the travel section of a daily newspaper frequently or occasionally and 61.9% read the travel section of a weekend edition with the same frequency.

## Magazines

“Which of the following magazines do you read in a typical month?”	% of travellers of interest (14.75 million)
AUTOMOBILE & CYCLE MAGAZINES (E.G. MOTOR TRENDS)	22.7%
BUSINESS, FINANCE & INVESTING (E.G., FORBES)	19.4%
COMPUTER, ELECTRONICS & TECHNOLOGY	17.2%
CRAFTS, ANTIQUES & COLLECTIBLES	24.3%
ENTERTAINMENT & MUSIC (E.G., PEOPLE, TV GUIDE)	34.8%
FAMILY & PARENTING (E.G., TODAY’S PARENT)	11.7%
FASHION & BEAUTY (E.G., VOGUE)	16.3%
FOOD & COOKING (E.G., GOURMET)	29.6%
GENERAL INTEREST (E.G., HARPER’S, READER’S DIGEST)	27.6%
HEALTH, FITNESS, & WELL LIVING	26.5%
HOME & GARDEN	32.5%
MAGAZINES ABOUT YOUR CITY (E.G., CHICAGO MAGAZINE)	12.5%
NEWS MAGAZINE (E.G., TIME, NEWSWEEK)	29.8%
OUTDOOR ACTIVITIES/SPORTS (E.G., BACKPACKER, SAIL)	15.8%
PHOTOGRAPHY & VIDEO	8.2%
PROFESSIONAL SPORTS (E.G., SPORTS ILLUSTRATED)	13.5%
REGIONAL MAGAZINES	14.0%
SCIENCE & GEOGRAPHY (E.G., NATIONAL GEOGRAPHIC)	27.7%
TRAVEL (E.G., CONDE NAST)	23.3%
OTHER MAGAZINES	47.5%
DON'T READ MAGAZINES IN A TYPICAL MONTH	5.2%
NOT STATED	0.8%

### Highlights:

- Entertainment and music magazines, such as People and TV Guide, had the highest incidence of regular readership among this group of travellers.
- Home and Garden magazines were also relatively widely read amongst this market of American travellers.
- Surprisingly, only 23.3% of these American travellers read travel magazines regularly, such as Conde Nast and Travel & Leisure.

## Television

“Which of the following types of television programs do you normally watch?”	% of travellers of interest (14.75 million)
BIOGRAPHY	43.6%
COOKING SHOWS	40.4%
DRAMAS	64.6%
HISTORY	59.1%
HOME & GARDEN SHOWS	37.2%
LATE NIGHT TALK SHOWS	29.9%
MOVIES ON TV	71.7%
MUSIC/MUSIC VIDEO SHOWS/CHANNELS	28.2%
NEWS/CURRENT AFFAIRS	64.8%
REALITY SHOWS	35.5%
SCIENCE & NATURE SHOWS	49.6%
SCIENCE FICTION/FANTASY SHOWS	28.8%
SHOPPING CHANNELS	9.7%
SITUATIONAL COMEDIES	49.0%
SOAP OPERAS/DAYTIME DRAMAS	14.5%
SPORTS/SPORTS SHOWS	44.6%
TRAVEL SHOWS	44.3%
OTHER TELEVISION SHOWS	42.6%
DON'T NORMALLY WATCH TV	2.4%
NOT STATED	0.6%

### Highlights:

- Movies on TV, news/current affairs programs and dramas had the highest incidence of viewer-ship among this group of American travellers.
- Only 2.4% of these American travellers stated that they do not watch TV on a regular basis.

## Radio

	% of travellers of interest (14.75 million)
<b>“Which of the following types of radio programs do you listen to?”</b>	
ALL SPORTS	12.6%
CLASSICAL MUSIC	23.1%
COUNTRY MUSIC	32.6%
JAZZ/BIG BAND	15.3%
MODERN ROCK/ALTERNATIVE ROCK	34.5%
MULTICULTURAL	8.2%
NEWS/TALK/INFORMATION	41.4%
OLDIES (50S, 60S, 70S, 80S)	50.3%
SOFT MUSIC/ADULT CONTEMPORARY	29.9%
TOP 40/CURRENT HITS	25.1%
SOME OTHER PROGRAM	21.4%
DON'T NORMALLY LISTEN TO RADIO	0.0%
NOT STATED	6.2%
<b>“Which of the following types of radio stations do you listen to?”</b>	
PUBLIC STATIONS	52.8%
COMMERCIAL STATIONS	76.4%
NOT STATED	4.5%

### Highlights:

- It would appear that almost all of these American travellers listen to the radio on a regular basis, which makes this medium very important from a marketing perspective.
- Radio stations that play “Oldies” music and news/talk/information stations were the more popular stations among this market of American travellers.

## MEMBERSHIP IN ORGANIZATIONS/PROGRAMS

“Are you a member of any of the following organizations or programs?”	% of travellers of interest (14.75 million)
AUTOMOBILE CLUB LIKE AAA	50.3%
SPORTS CLUB	20.4%
BOOK/READING CLUB	16.1%
COMMUNITY SERVICE CLUB	18.2%
NATURE/ENVIRONMENT CLUB/GROUP	12.8%
TRAVEL CLUB	8.7%
HOBBY CLUB	10.4%
FREQUENT FLYER PROGRAM	40.5%
HOTEL/CAR RENT LOYALTY PROGRAM	27.9%
OTHER	24.3%
NONE OF THE ABOVE	15.6%
NOT STATED	1.6%

### Highlights:

- Over 40% of American travellers who participated in aboriginal activities belong to a frequent flyer program and 50% are members of an automobile club such as AAA.

## DEMOGRAPHICS

### Age & Income

Age of Respondent	% of travellers of interest (14.75 million)	% of other US travellers (161.65 million)
18-24	9.1%	10.8%
25-44	33.5%	38.0%
45-64	41.9%	36.6%
65+	15.4%	14.6%
AVERAGE AGE	47.4 years	45.6 years
Household Income	% of travellers of interest (14.75 million)	% of other US travellers (161.65 million)
UNDER \$20,000	8.2%	8.5%
\$20,000 TO \$39,999	13.3%	16.8%
\$40,000 TO \$59,999	15.9%	16.7%
\$60,000 TO \$79,999	14.9%	14.5%
\$80,000 TO \$99,999	12.3%	11.3%
\$100,000 TO \$149,999	15.3%	14.0%
\$150,000 TO \$249,999	6.2%	4.8%
\$250,000 OR MORE	2.5%	1.6%
DON'T KNOW	6.2%	7.1%
NOT STATED	5.1%	4.8%

#### Highlights:

- This group of American travellers are in general older than the rest of the American travellers (average age: 47.4 years vs. 45.6 years) and have a higher household income (24% have an income of \$100,000 or more as opposed to 20% of other American travellers).

## Household Composition

Household Composition	% of travellers of interest (14.75 million)	% of other US travellers (161.65 million)
ALONE	11.6%	11.4%
SPOUSE/PARTNER	70.1%	69.0%
BIRTH/STEP/ADOPTED CHILDREN 18 YEARS AND OVER	16.5%	15.8%
BIRTH/STEP/ADOPTED CHILDREN 17 YEARS AND UNDER	23.1%	30.3%
SON-IN-LAW OR DAUGHTER-IN-LAW	1.3%	0.9%
GRANDCHILDREN	3.4%	2.8%
MOTHER/STEP-MOTHER	9.4%	10.6%
FATHER/STEP-FATHER	6.6%	7.8%
SIBLINGS	6.4%	7.2%
BROTHER-IN-LAW OR SISTER-IN-LAW	0.9%	0.8%
GRANDFATHER OR GRANDMOTHER	1.0%	0.8%
RELATIVE NOT LISTED ABOVE	3.0%	2.5%
LODGER OR BOARDER	1.3%	0.8%
ROOMMATES NOT LISTED ABOVE	4.6%	3.7%
NOT STATED	1.1%	1.4%

### Highlights:

- The vast majority of American travellers who participated in aboriginal experiences lived with a spouse or partner and about one-quarter of them have children under the age of 18. Other American travellers have a slightly higher incidence of living with children under the age of 18.

## Place of Birth

Respondent's Place of Birth	% of travellers of interest (14.75 million)	% of other US travellers (161.65 million)
AUSTRALIA	0.1%	0.0%
BELGIUM	0.1%	0.0%
CANADA	0.6%	0.4%
CHINA/HONG KONG	0.6%	0.2%
FRANCE	0.3%	0.0%
GERMANY	0.9%	0.4%
GREAT BRITAIN/UNITED KINGDOM	0.4%	0.3%
INDIA	0.3%	0.2%
ITALY	0.1%	0.1%
IRELAND	0.1%	0.0%
MEXICO	0.2%	0.3%
PHILIPPINES	0.1%	0.2%
POLAND	0.2%	0.1%
RUSSIA	0.1%	0.0%
SOUTH KOREA	0.1%	0.2%
UKRAINE	0.1%	0.1%
UNITED STATES	92.0%	93.5%
VIETNAM	0.1%	0.2%
OTHER	1.8%	1.5%
NOT STATED	1.8%	1.9%

### Highlights:

- 92.0% of this group of American travellers were born in the US as compared to 93.5% of the other American travellers.
- Germany and Canada were the top two countries of origin for American travellers who participated in aboriginal activities and were born outside the United States.

## Education

Education	% of travellers of interest (14.75 million)	% of other US travellers (161.65 million)
NO SCHOOLING	0.1%	0.0%
SOME ELEMENTARY OR LESS	0.0%	0.1%
COMPLETED ELEMENTARY SCHOOL	0.1%	0.4%
SOME HIGH SCHOOL	2.5%	3.1%
HIGH SCHOOL DIPLOMA	11.7%	17.4%
SOME TRADE, TECHNICAL OR VOCATIONAL SCHOOL OR COMMUNITY, BUSINESS OR NURSING COLLEGE	8.9%	10.8%
SOME UNIVERSITY/STATE COLLEGE	17.1%	18.3%
DIPLOMA OR CERTIFICATE FROM TRADE, TECHNICAL OR VOCATIONAL SCHOOL	10.9%	10.3%
BACHELOR OR UNDERGRADUATE DEGREE OR TEACHERS' COLLEGE (B.A., B.SC, B.ED)	22.3%	21.7%
DEGREE IN MEDICINE, DENTISTRY, VETERINARY MEDICINE, OPTOMETRY	1.1%	0.8%
EARNED DOCTORATE OR MASTERS (PHD, MBA, M.A., M.SC., M.ED.)	18.5%	11.9%
SOME POST-GRADUATE WORK BUT NO DEGREE	4.8%	3.2%
OTHER	0.8%	0.6%
NOT STATED	1.2%	1.2%

### Highlights:

- Interestingly, American travellers who participated in aboriginal experiences are on average more educated than the other American travellers. Almost half (46.7%) of this group of American travellers had at least a bachelor's degree or higher diploma received from a university as compared to the other travellers (37.7%).