

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 U.S. database is used in this current report. This survey was conducted by mail with an established U.S. mail panel. 60,649 completed questionnaires were returned. The mail panel response rate for this survey was 71.3%. The data have been weighted to project the results to the United States population.

This report profiles those who took a trip to the Atlantic Region in the past two years and compares them with other U.S. Pleasure Travelers (i.e., took at least one pleasure trip in the last two years). This report is part of a series of eight reports reviewing U.S. travelers to specific destinations within Canada prepared using the U.S. TAMS database.

U.S. Travelers to the Atlantic Region

Market Incidence

Over the last two years, 1.4% of adult Americans (3,154,797) took an overnight pleasure trip to the Atlantic Region. This represents 1.9% of the U.S. Pleasure Travelers. Of those who took a pleasure trip to the Atlantic Region, 13.7% reported taking two or more pleasure trips to this region of Canada during the last two years. In the past two years, the Atlantic Region was the fourth most frequently visited Canadian destination by U.S. Pleasure Travelers (behind Ontario, British Columbia and Quebec).

Within the Atlantic Region, Nova Scotia was visited by the largest number of U.S. Pleasure Travelers (1.0%) followed by New Brunswick (0.6%), Prince Edward Island (0.5%) and Newfoundland and Labrador (0.3%).

Fig. 1 Incidence of Trips¹ to Atlantic Region During the Past Two Years

| | Atlantic Region | Newfoundland/ Labrador | Prince Edward Island | New Brunswick | Nova Scotia |
|---|-----------------|------------------------|----------------------|---------------|-------------|
| Number of Americans Taking a Trip ² | 3,154,797 | 707,710 | 1,039,711 | 1,384,344 | 2,278,830 |
| Percent of U.S. Pleasure Travelers ³ | 1.9% | 0.4% | 0.6% | 0.8% | 1.3% |
| Percent of U.S. Population ⁴ | 1.4% | 0.3% | 0.5% | 0.6% | 1.0% |
| Percent of Visitors Taking Two or More Trips ⁵ | 13.7% | 15.1% | 13.5% | 22.0% | 12.3% |

- 1 - "Trips" are defined as out-of-town trips for any purpose involving an overnight stay of one or more nights. Trips NOT involving overnight stays are NOT examined in this report.
- 2 - Defined as individuals who took at least one overnight trip to the Atlantic Region in the last two years for any purpose.
- 3 - "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 row reports the percent of U.S. Pleasure Travelers who took a trip to the Atlantic Region.
- 4 - This row reports the percent of the Total U.S. Adult Market who took a trip to the Atlantic Region during the past two years.
- 5 - This row reports the percent of U.S. Pleasure Travelers who visited the Atlantic Region who took two or more pleasure trips to the Atlantic Region during the last two years.

Incidence by Region, State and Population Size

Relative to the average U.S. Pleasure Traveler, those who took a trip to the Atlantic Region are over-represented among those living in the New England and Middle Atlantic regions of the United States. They are more likely to live in large urban areas (population of 2,000,000 or more) than in mid-sized cities or smaller communities.

Fig. 2 Geographic Distribution & Population Size of Those Who Took a Trip to the Atlantic Region

| | Total Population | Estimated Number Who Took a Trip to the Atlantic Region | Percent of Pleasure Travelers in Region Who Took a Trip to the Atlantic Region | Percent of Total Regional Population Who Took a Trip to the Atlantic Region |
|----------------------|------------------|---|--|---|
| United States | 222,846,268 | 3,154,797 | 1.9% | 1.4% |
| New England | 11,095,629 | 565,349 | 6.6% | 5.1% |
| Middle Atlantic | 31,005,526 | 831,021 | 3.6% | 2.7% |
| East North Central | 34,621,254 | 288,743 | 1.1% | 0.8% |
| West North Central | 15,024,360 | 122,325 | 1.0% | 0.8% |
| South Atlantic | 42,602,998 | 582,300 | 1.8% | 1.4% |
| East South Central | 13,597,436 | 156,312 | 1.6% | 1.1% |
| West South Central | 24,853,901 | 142,006 | 0.8% | 0.6% |
| Mountain | 15,030,720 | 120,017 | 1.0% | 0.8% |
| Pacific | 34,529,689 | 342,541 | 1.2% | 1.0% |
| Alaska | 484,754 | 4,183 | 1.0% | 0.9% |
| Not Available | 745,757 | 4,183 | 0.7% | 0.6% |
| Less than 100,000 | 29,429,442 | 227,180 | 1.1% | 0.8% |
| 100,000 to 499,999 | 36,551,501 | 388,865 | 1.4% | 1.1% |
| 500,000 to 1,999,999 | 52,335,815 | 706,432 | 1.8% | 1.3% |
| 2,000,000 or more | 103,783,753 | 1,828,136 | 2.2% | 1.8% |

Those who visited the Atlantic Region are most likely to live in Maine, and to a lesser extent, other New England states such as New Hampshire, Connecticut, Rhode Island and Massachusetts. There is also an above-average rate of visits among the residents of New York State, New Jersey and Delaware. As would be expected, the likelihood of a visit to the Atlantic Region generally declines as the distance of the state from the region increases (see Fig. 3 on next page).

Demographic Profile

U.S. Travelers who visited the Atlantic Region are predominantly married (77.9%) and older than the average U.S. Pleasure Traveler (56.3% are 55 years of age or older). They are also more likely than the average U.S. Pleasure Traveler to have a post-graduate degree (28.5%) and report above-average household incomes (\$91,495). As such, travelers to the Atlantic Region are over-represented among affluent, mature couples: one of the most sought after sectors of the travel market.

Fig. 4 Demographic Profile of Visitors to Atlantic Region Relative to All U.S. Pleasure Travelers

| Attribute | | Size of Market | Took a Trip to the Atlantic Region | Did Not Take a Trip to the Atlantic Region ¹ | Pleasure Travelers | Index ² |
|--------------------------|----------------------------------|----------------|------------------------------------|---|--------------------|--------------------|
| | | | 3,154,797 | 167,355,444 | 170,510,241 | 100 |
| Gender | Male | | 51.4% | 48.5% | 48.5% | 106 |
| | Female | | 48.6% | 51.5% | 51.5% | 94 |
| Age of Respondent | 18 to 24 | | 4.1% | 11.0% | 10.8% | 38 |
| | 25 to 34 | | 10.8% | 21.2% | 21.0% | 51 |
| | 35 to 44 | | 11.1% | 17.4% | 17.3% | 64 |
| | 45 to 54 | | 17.7% | 21.1% | 21.0% | 84 |
| | 55 to 64 | | 21.2% | 15.4% | 15.5% | 137 |
| | 65 Plus | | 35.1% | 14.0% | 14.4% | 244 |
| Average Age | | | 55.6 | 45.3 | 45.4 | N/A |
| Marital Status | Not married | | 24.1% | 30.7% | 30.5% | 79 |
| | Married | | 75.9% | 69.3% | 69.5% | 109 |
| Parental Status | No children under 18 | | 86.1% | 69.7% | 70.0% | 123 |
| | Children under 18 | | 13.9% | 30.3% | 30.0% | 46 |
| Education | High school or less | | 15.9% | 20.6% | 20.5% | 78 |
| | Trade, Technical, Community Col. | | 16.6% | 21.5% | 21.4% | 78 |
| | University Degree | | 39.0% | 41.1% | 41.1% | 95 |
| | Post Graduate Degree | | 28.5% | 16.9% | 17.1% | 167 |
| Household Income | Under \$20,000 | | 3.5% | 8.2% | 8.1% | 44 |
| | \$20,000 to \$39,999 | | 11.2% | 16.3% | 16.2% | 69 |
| | \$40,000 to \$59,999 | | 14.2% | 16.7% | 16.7% | 85 |
| | \$60,000 to \$79,999 | | 14.0% | 14.7% | 14.7% | 95 |
| | \$80,000 to \$99,999 | | 11.2% | 11.6% | 11.6% | 96 |
| | \$100,000 to \$149,999 | | 18.1% | 14.3% | 14.4% | 126 |
| | \$150,000 or more | | 11.4% | 6.6% | 6.7% | 171 |
| Not stated | | 16.3% | 11.6% | 11.7% | 140 | |
| Average Household Income | | | \$91,495 | \$73,997 | \$74,303 | N/A |

- 1 - "Did Not Take a Trip to the Atlantic Region" is defined as an individual who took at least one out-of-town, overnight pleasure trip of one or more nights in the last two years but did not go to the Atlantic Region on any trip.
- 2 - The "Index" is calculated by dividing the percent for those who visited the Atlantic Region in each group by the percent of U.S. Pleasure Travelers in each group. The Index indicates the extent to which visitors are over or under-represented relative to the average U.S. Pleasure Traveler. An index of 100 means the percent of visitors is the same as that of the average U.S. Pleasure Traveler. Index values over 100 indicate that visitors are over-represented relative to the average U.S. Pleasure Traveler. Index values less than 100 indicate that visitors are under-represented relative to the average U.S. Pleasure Traveler.

Travel Activity (During Last Two Years)

Those who visited the Atlantic Region during the last two years are frequent travelers with 58.6% taking five or more pleasure trips in the last two years. (Note: 42.4% of U.S. Pleasure Travelers took five or more pleasure trips in the last two years). As such, they were more likely than the average U.S. Pleasure Traveler to have traveled to other parts of the United States as well as to Mexico, the Caribbean and overseas destinations.

Those who visited the Atlantic Region were also much more likely than the average U.S. Pleasure Traveler to have visited other Canadian destinations in the past two years and especially Ontario and Quebec.

Fig. 5 Percent Traveling to Canada and Other Destinations during Past Two Years

| | Took a Trip to the Atlantic Region | Did Not Take a Trip to the Atlantic Region | Pleasure Travelers | Index |
|---------------------------|------------------------------------|--|--------------------|-------|
| Size of Market | 3,154,797 | 167,355,444 | 170,510,241 | 100 |
| All destinations | 100.0% | 85.1% | 85.3% | 117 |
| Canada | 100.0% | 12.9% | 14.6% | 687 |
| Newfoundland and Labrador | 22.4% | 0.0% | 0.4% | N/A |
| Prince Edward Island | 33.0% | 0.0% | 0.6% | N/A |
| New Brunswick | 43.9% | 0.0% | 0.8% | N/A |
| Nova Scotia | 72.2% | 0.0% | 1.3% | N/A |
| Quebec | 31.3% | 2.6% | 3.1% | 1010 |
| Ontario | 35.8% | 7.7% | 8.3% | 434 |
| Manitoba | 5.1% | 0.4% | 0.5% | 964 |
| Saskatchewan | 6.6% | 0.4% | 0.5% | 1357 |
| Alberta | 9.6% | 1.0% | 1.2% | 800 |
| British Columbia | 19.0% | 3.8% | 4.1% | 461 |
| Yukon | 5.6% | 0.5% | 0.6% | 989 |
| Northwest Territories | 5.2% | 0.3% | 0.4% | 1318 |
| Nunavut | 1.2% | LT 0.1% | LT 0.1% | 2601 |
| Own State | 81.9% | 79.6% | 79.6% | 103 |
| Other parts of the U.S. | 97.8% | 90.4% | 90.5% | 108 |
| Mexico | 28.2% | 13.3% | 13.6% | 208 |
| Caribbean | 33.8% | 12.3% | 12.7% | 265 |
| All other destinations | 26.1% | 9.2% | 9.5% | 273 |

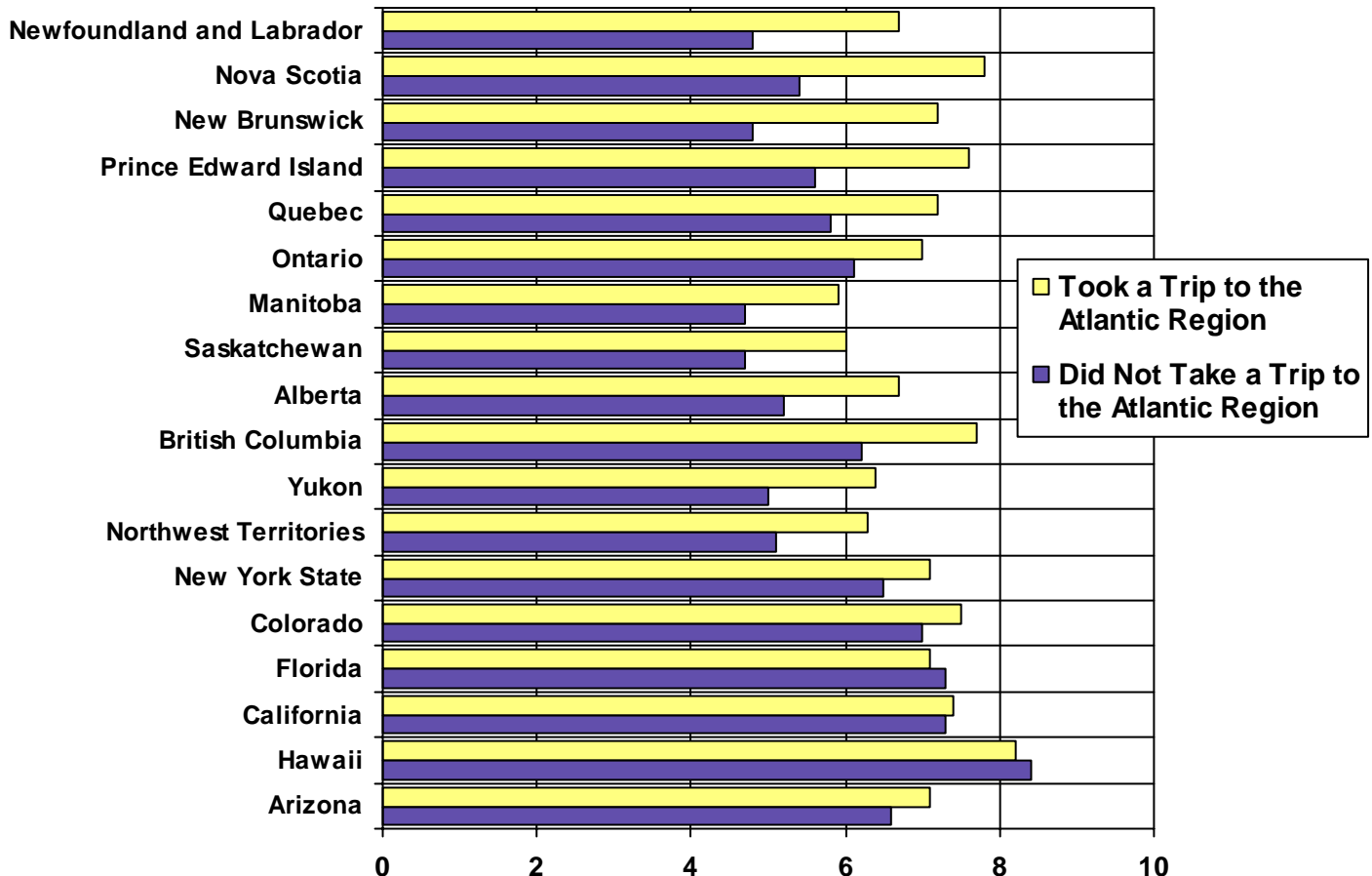
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

The respondents were asked to rate the appeal of each of Canada's provinces and territories on a ten-point appeal scale where "10" is "Very Appealing" and "1" is "Very Unappealing". They were also asked to rate selected U.S. states (New York State, Colorado, Florida, California, Hawaii and Arizona) to provide a frame of reference.

Those who visited the Atlantic Region have a much more favourable impression of all Canadian destinations than does the average U.S. Pleasure Traveler. Nova Scotia (7.8) received the highest rating among Canadian destinations, followed by British Columbia (7.7), Prince Edward Island (7.6), New Brunswick (7.2) and Quebec (7.2).

On the other hand, with the exception of a slightly more favourable impression of New York State, Colorado and Arizona, the perceived appeal of the other U.S. reference states is comparable to that of other U.S. Pleasure Travelers.

Fig. 6 Overall Appeal Ratings of Provinces, Territories and Selected U.S. States on a 10-Point Appeal Rating Scale (Higher Scores=More Appealing)



Culture and Entertainment Activities Pursued While on Trips

U.S. Pleasure Travelers who visited the Atlantic Region are more active than the average U.S. Pleasure Traveler in culture and entertainment pursuits while on trips. They most often went shopping and dining, visited historical sites, museums and art galleries and attend casinos, live theatre and comedy clubs while on trips. However, relative to the average U.S. Pleasure Traveler, visitors to the Atlantic Region were much more likely to have taken part in educational activities and attractions (e.g., aboriginal cultural experiences, participatory historical activities, archaeological digs, agro-tourism, science and technology exhibits) and to have attended live art performances (e.g., high art performances) and theatre, film and music festivals while on trips. They were also more likely to have taken part in a wine, beer or food tasting and to have visited a festival or fair. Their cultural pursuits reflect the fact that this affluent travel segment is interested in learning experiences, intellectual stimulation, novelty and live entertainment.

Fig. 7 Culture and Entertainment Activities Pursued While on Trips
(See Appendix One for a Definition of Each Type of Culture & Entertainment Activity)

| | Took a Trip to the Atlantic Region | Did Not Take a Trip to the Atlantic Region | Pleasure Travelers | Index |
|--|------------------------------------|--|--------------------|-------|
| Size of Market | 3,154,797 | 167,355,444 | 170,510,241 | 100 |
| Shopping and Dining | 88.3% | 77.5% | 77.7% | 114 |
| Historical Sites, Museums & Art Galleries (All Activities) | 80.4% | 53.0% | 53.5% | 150 |
| Casino, Theatre and Comedy Clubs | 69.9% | 45.0% | 45.4% | 154 |
| Fairs and Festivals | 61.6% | 40.6% | 41.0% | 150 |
| Theme Parks & Exhibits | 54.9% | 48.9% | 49.0% | 112 |
| Wine, Beer and Food Tastings | 45.4% | 22.5% | 22.9% | 198 |
| Fine Dining and Spas | 45.2% | 32.7% | 33.0% | 137 |
| Science and Technology Exhibits | 41.3% | 24.5% | 24.8% | 167 |
| Garden Theme Attractions | 32.8% | 13.3% | 13.7% | 240 |
| Equestrian & Western Events | 29.9% | 15.2% | 15.5% | 193 |
| High Art Performances | 29.7% | 10.6% | 10.9% | 272 |
| Professional Sporting Events | 26.3% | 15.9% | 16.1% | 164 |
| Rock Concerts and Recreational Dancing | 25.2% | 15.1% | 15.3% | 165 |
| Agro-Tourism | 25.0% | 13.3% | 13.5% | 185 |
| Aboriginal Cultural Experiences | 19.9% | 8.4% | 8.6% | 232 |
| Theatre, Film & Musical Festivals | 18.3% | 8.1% | 8.3% | 220 |
| Participatory Historical Activities | 14.0% | 3.7% | 3.9% | 357 |
| Archaeological Digs & Sites | 13.1% | 5.4% | 5.5% | 237 |
| Amateur Tournaments | 11.1% | 7.6% | 7.7% | 145 |
| National & International Sporting Events | 5.4% | 1.8% | 1.9% | 293 |

Culture and Entertainment Activities Pursued While Not on Trips

U.S. Pleasure Travelers who visited the Atlantic Region are also very active in cultural pursuits while NOT traveling. They frequently dine in local restaurants, attend local festivals or fairs, visits local historic sites or heritage buildings and museums and attend local live theatre. Relative to the average U.S. Pleasure Traveler, they are especially likely to patronize local live art performances (e.g., the opera, ballet, classical music concerts), to visit local art galleries, art shows and museums, to go to local botanical gardens and to gamble in a casino. On the other hand, reflecting the age of these travelers, they are less likely to go to amusement or theme parks, to bars with rock music or to rock concerts.

Fig. 8 Culture and Entertainment Activities Pursued While Not on Trips

| | Took a Trip to the Atlantic Region | Did Not Take a Trip to the Atlantic Region | Pleasure Travelers | Index |
|--|------------------------------------|--|--------------------|-------|
| Size of Market | 3,154,797 | 167,355,444 | 170,510,241 | 100 |
| Going out to eat in restaurants | 95.8% | 92.8% | 92.8% | 103 |
| Going to festivals or fairs | 73.9% | 65.3% | 65.5% | 113 |
| Going to historic sites or heritage buildings | 60.2% | 39.8% | 40.1% | 150 |
| Going to museums | 57.7% | 37.1% | 37.5% | 154 |
| Going to live theatre | 50.9% | 28.7% | 29.2% | 175 |
| Going to art galleries or art shows | 45.9% | 27.4% | 27.8% | 165 |
| Going to zoos or aquariums | 45.0% | 45.7% | 45.6% | 99 |
| Going to gamble in casinos | 41.0% | 27.8% | 28.0% | 146 |
| Going to amateur sporting events | 40.6% | 39.9% | 39.9% | 102 |
| Going to professional sporting events | 38.5% | 34.8% | 34.9% | 110 |
| Going to pick-your-own farms or farmers' market | 36.5% | 31.5% | 31.6% | 115 |
| Going to botanical gardens | 34.8% | 19.7% | 20.0% | 174 |
| Going to amusement or theme parks | 32.6% | 38.2% | 38.1% | 85 |
| Going to classical music concerts | 30.1% | 14.6% | 14.9% | 202 |
| Going dancing | 26.2% | 20.7% | 20.8% | 126 |
| Going to rock music concerts | 20.6% | 21.3% | 21.3% | 97 |
| Going to bars with live pop or rock bands | 18.5% | 23.7% | 23.6% | 79 |
| Going to day spas | 14.9% | 10.2% | 10.3% | 145 |
| Staying overnight in a hotel or B&B in your own city | 13.3% | 10.5% | 10.6% | 126 |
| Going to the ballet | 13.1% | 6.9% | 7.0% | 185 |
| Going to the opera | 12.3% | 5.6% | 5.7% | 214 |
| Going to jazz clubs | 11.5% | 7.8% | 7.9% | 146 |
| Going to rodeos | 9.8% | 8.2% | 8.2% | 119 |

Outdoor Activities Pursued While on Trips

Despite the maturity of this travel segment, those who visited the Atlantic Region were more active in outdoor activities while on trips than the average U.S. Pleasure Traveler. In relative terms, they were more likely to participate in ocean activities and hiking, climbing and paddling. Other outdoor activities of particular interest to Atlantic Region Visitors include resort-based, water activities (e.g., sailing and surfing, snorkeling), cross-country skiing and fitness activities (e.g., cycling, exercise and jogging).

Fig. 9 Outdoor Activities Pursued While on Trips
(See Appendix Two for a Definition of Each Type of Outdoor Activity)

| | Took a Trip to the Atlantic Region | Did Not Take a Trip to the Atlantic Region | Pleasure Travelers | Index |
|---|------------------------------------|--|--------------------|-------|
| Size of Market | 3,154,797 | 167,355,444 | 170,510,241 | 100 |
| Wildlife Viewing | 54.3% | 34.6% | 34.9% | 155 |
| Ocean Activities (e.g., swimming in ocean, ocean kayaking) | 48.1% | 39.4% | 39.6% | 122 |
| Hiking, Climbing & Paddling | 38.4% | 23.2% | 23.5% | 164 |
| Games & Individual Sports (e.g., tennis, board games) | 28.3% | 22.1% | 22.2% | 127 |
| Boating & Swimming (e.g., motorboating, swimming in lakes) | 27.3% | 20.9% | 21.0% | 130 |
| Exercising & Jogging | 22.5% | 13.9% | 14.1% | 160 |
| Fishing | 21.6% | 18.8% | 18.8% | 115 |
| Golfing | 15.2% | 10.6% | 10.7% | 143 |
| Sailing & Surfing (e.g., sailing, windsurfing, parasailing) | 13.2% | 4.6% | 4.8% | 278 |
| Cycling | 11.8% | 6.2% | 6.3% | 187 |
| Downhill Skiing & Snowboarding | 11.3% | 8.0% | 8.0% | 141 |
| Team Sports (e.g., football, baseball, basketball) | 10.8% | 7.8% | 7.9% | 137 |
| Horseback Riding | 10.4% | 6.1% | 6.2% | 169 |
| Snowmobiling & ATVing | 9.5% | 7.1% | 7.1% | 133 |
| Board & Blade (e.g., skateboarding, ice-skating) | 9.4% | 3.9% | 4.0% | 234 |
| Hunting | 7.6% | 5.4% | 5.4% | 141 |
| Extreme Air Sports (e.g., parachuting, bungee jumping) | 7.2% | 1.6% | 1.7% | 416 |
| Scuba & Snorkeling | 7.2% | 4.0% | 4.1% | 176 |
| Cross-country Skiing & Snowshoeing | 6.8% | 1.8% | 1.9% | 362 |
| Motorcycling | 5.9% | 3.0% | 3.1% | 194 |
| Extreme Skiing (e.g., heli-skiing, overnight x-country trips) | 2.3% | 0.3% | 0.3% | 679 |

Outdoor Activities Pursued While Not on Trips

When NOT traveling, those who visited the Atlantic Region continue to be very active in many outdoor activities. The majority garden at home, go on day outings to local parks and picnic, swim and exercise while not traveling. Relative to the average U.S. Pleasure Traveler, they are more likely to go skiing (e.g., cross-country skiing, downhill skiing), canoeing or kayaking, snowmobiling and golfing. On the other hand, they are less likely than others to play team sports, hunt, go rollerblading or ride an ATV while not traveling.

Fig. 10 Outdoor Activities Pursued While NOT on Trips

| | Took a Trip to the Atlantic Region | Did Not Take a Trip to the Atlantic Region | Pleasure Travelers | Index |
|--|------------------------------------|--|--------------------|-------|
| Size of Market | 3,154,797 | 167,355,444 | 170,510,241 | 100 |
| Gardening | 62.1% | 52.9% | 53.1% | 117 |
| Day outing to a park | 61.8% | 63.1% | 63.1% | 98 |
| Swimming | 60.3% | 56.5% | 56.5% | 107 |
| Exercising at home or at a fitness club | 59.4% | 56.0% | 56.0% | 106 |
| Picnicking | 51.3% | 47.7% | 47.7% | 107 |
| Hiking | 39.5% | 32.4% | 32.5% | 122 |
| Fishing | 32.1% | 32.8% | 32.8% | 98 |
| Sailing or other boating | 26.8% | 19.8% | 20.0% | 134 |
| Cycling | 26.5% | 22.8% | 22.9% | 116 |
| Camping | 24.7% | 26.7% | 26.7% | 93 |
| Golfing | 22.5% | 18.2% | 18.3% | 123 |
| Jogging | 19.2% | 19.5% | 19.5% | 98 |
| Playing racquet sports (e.g., tennis or badminton) | 14.9% | 13.2% | 13.2% | 113 |
| Playing team sports | 13.7% | 15.8% | 15.8% | 87 |
| Canoeing or kayaking | 12.7% | 7.8% | 7.8% | 162 |
| Hunting | 10.2% | 11.8% | 11.8% | 87 |
| Riding an all-terrain vehicle (ATV) | 10.1% | 11.5% | 11.5% | 88 |
| Horseback riding | 9.9% | 8.6% | 8.6% | 115 |
| Downhill skiing | 7.6% | 5.7% | 5.7% | 133 |
| Ice-skating | 6.7% | 5.5% | 5.5% | 122 |
| Cross-country skiing | 6.4% | 2.4% | 2.5% | 253 |
| Rollerblading | 6.0% | 7.3% | 7.3% | 82 |
| Snowmobiling | 5.2% | 3.3% | 3.3% | 156 |
| Snowboarding | 3.5% | 2.7% | 2.7% | 129 |
| Skateboarding | 2.5% | 2.2% | 2.2% | 116 |

Accommodation Stayed In While on Trips

Those who visited the Atlantic Region were most likely to have stayed in a resort (e.g., seaside resort, lakeside or riverside resort, ski or mountain resort) in the last two years. They also frequently stayed in public or private campgrounds. Relative to the average U.S. Pleasure Traveler, they were especially likely to have stayed in a wilderness area (e.g., wilderness lodge you can drive to by car, remote wilderness lodges or outposts), to have toured using a motor home or a houseboat and to have stayed at accommodation specializing in fine cuisine (e.g., country inn or resort with gourmet restaurant, cooking school, wine tasting school) during the past two years.

Fig. 11 Accommodation Stayed In While on Trips

| | Took a Trip to the Atlantic Region | Did Not Take a Trip to the Atlantic Region | Pleasure Travelers | Index |
|--|------------------------------------|--|--------------------|-------|
| Size of Market | 3,154,797 | 167,355,444 | 170,510,241 | 100 |
| Seaside Resort | 31.8% | 18.1% | 18.3% | 173 |
| Lakeside / Riverside Resort | 28.2% | 12.1% | 12.4% | 226 |
| A Public Campground in a National, State, Provincial or Municipal Park | 20.3% | 16.9% | 16.9% | 120 |
| Ski Resort or Mountain Resort | 15.2% | 8.9% | 9.0% | 170 |
| A Private Campground | 13.6% | 10.1% | 10.2% | 134 |
| A Motor Home or RV while Traveling or Touring (Not a Camping Trip) | 9.6% | 4.1% | 4.2% | 226 |
| Wilderness Lodge You Can Drive to by Car | 8.5% | 3.4% | 3.5% | 244 |
| Country Inn or Resort with Gourmet Restaurant | 7.4% | 1.9% | 2.0% | 372 |
| Health Spa | 5.9% | 3.1% | 3.1% | 188 |
| A Camp Site in a Wilderness Setting (Not a Campground) | 5.7% | 4.7% | 4.7% | 122 |
| Farm or Guest Ranch | 5.4% | 1.9% | 2.0% | 269 |
| On a Houseboat | 5.2% | 1.4% | 1.4% | 367 |
| Remote or Fly-In Wilderness Lodge | 4.1% | 0.8% | 0.8% | 500 |
| Cooking School | 3.5% | 0.5% | 0.6% | 603 |
| Remote or Fly-In Wilderness Outpost | 2.9% | 0.4% | 0.4% | 666 |
| Wine Tasting School | 2.5% | 0.4% | 0.4% | 594 |

Tours and Cruises Taken During Past Two Years

Those who visited the Atlantic Region were much more likely than the average U.S. Pleasure Traveler to have taken tours and cruises during the last two years. Sameday tours (both organized and self-guided), city tours and scenic countryside drives were the most popular tours for this segment. However, relative to the average U.S. Pleasure Traveler, those who visited the Atlantic Region were especially likely to have taken cruises in the past two years, including ocean cruises, sightseeing cruises and specialized cruises (e.g., St. Lawrence River cruise). They were also more likely to have taken multi-location, organized tours and tours of wineries, factories and casinos. This pattern suggests that tours and ocean cruises in the Atlantic Region may be especially appealing to U.S. Pleasure Travelers.

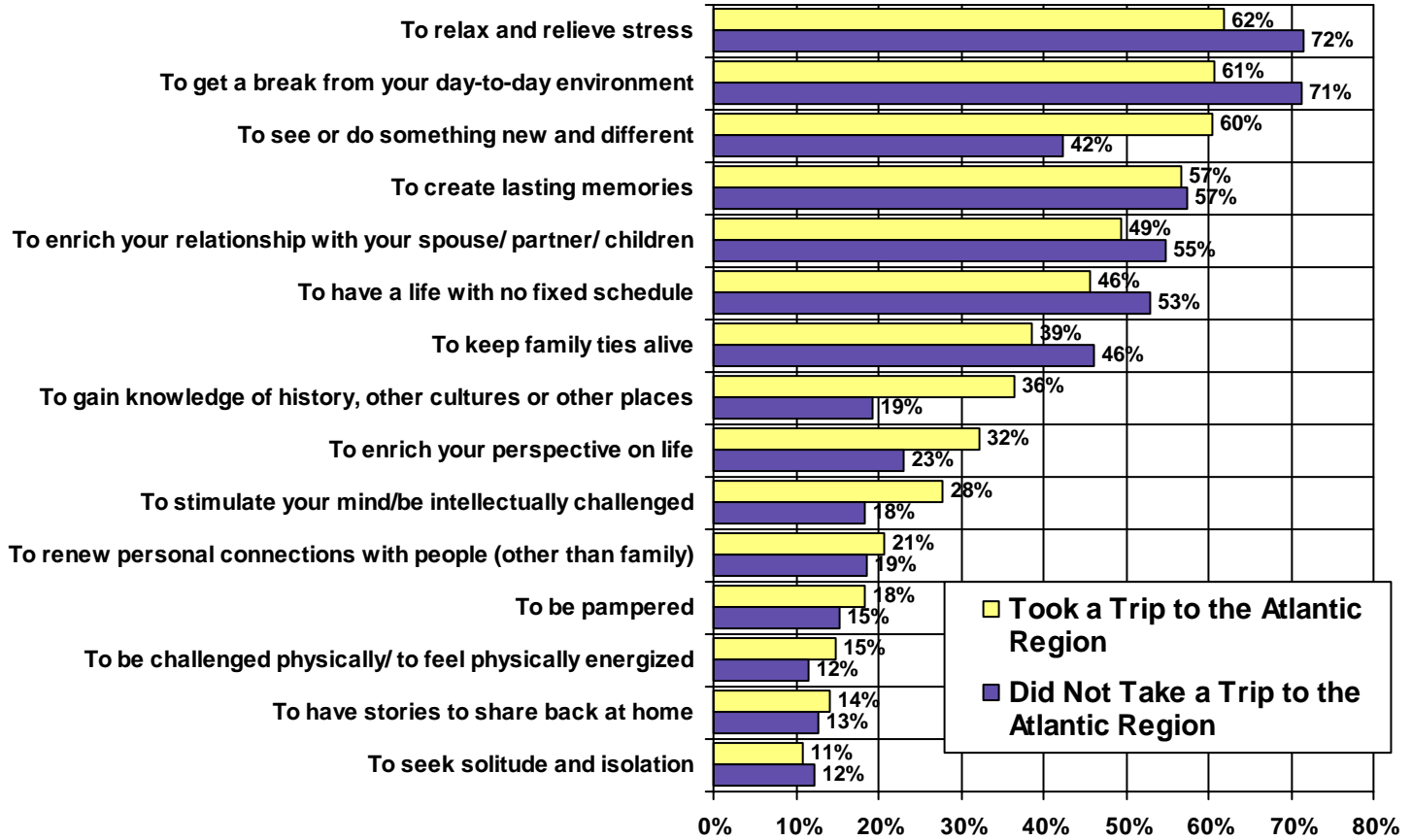
Fig. 12 Tours and Cruises Taken During Past Two Years

| | Took a Trip to the Atlantic Region | Did Not Take a Trip to the Atlantic Region | Pleasure Travelers | Index |
|--|------------------------------------|--|--------------------|-------|
| Size of Market | 3,154,797 | 167,355,444 | 170,510,241 | 100 |
| An organized, sameday, guided tour while on an overnight trip | 40.9% | 18.1% | 18.5% | 221 |
| Around the city | 39.7% | 15.3% | 15.8% | 252 |
| A self-guided, sameday tour while on an overnight trip | 36.5% | 18.9% | 19.2% | 190 |
| Around the country side – scenic drives | 35.2% | 12.7% | 13.1% | 269 |
| Ocean cruise – Other | 32.7% | 4.3% | 4.8% | 682 |
| An organized, overnight, guided tour where you stayed in different locations | 32.0% | 7.4% | 7.9% | 406 |
| A self-guided, overnight tour where you stayed in different locations | 27.1% | 10.1% | 10.4% | 261 |
| Caribbean ocean cruise | 26.9% | 8.7% | 9.0% | 299 |
| On the water (sightseeing cruise) | 24.4% | 7.5% | 7.8% | 314 |
| An organized, overnight, guided tour where you stayed in a single location | 20.3% | 6.5% | 6.7% | 302 |
| Some other type of tour | 15.8% | 8.7% | 8.8% | 179 |
| Wilderness tour | 13.9% | 7.3% | 7.4% | 187 |
| Alaskan ocean cruise | 13.3% | 2.3% | 2.5% | 535 |
| To a casino | 13.3% | 4.7% | 4.9% | 271 |
| To a winery | 12.5% | 3.4% | 3.6% | 351 |
| Some other type of cruise | 11.3% | 1.5% | 1.7% | 658 |
| Cruise on another lake or river | 8.1% | 1.9% | 2.0% | 412 |
| To a factory | 7.8% | 1.7% | 1.8% | 429 |
| Cruise on the St. Lawrence River | 7.6% | 0.1% | 0.3% | 2667 |
| In the air as a pilot or passenger of an airplane or helicopter | 6.9% | 1.3% | 1.4% | 489 |
| Great Lakes cruise | 3.2% | 0.3% | 0.4% | 832 |
| Submarine cruise | 1.2% | 0.2% | 0.2% | 495 |

Benefits Sought While on Vacation

As with most U.S. Pleasure Travelers, those who visited the Atlantic Region take vacations to relax and relieve stress, get a break from their day-to-day environment, see something new and different and create lasting memories. However, relative to other U.S. Pleasure Travelers, those who visited the Atlantic Region are especially likely to seek out vacation destinations that offer novelty (e.g., to see and do something new), opportunities to learn (e.g., gain knowledge of history and other cultures or places) and intellectual stimulation (e.g., enrich your perspective on life). This suggests that the Atlantic Region should promote its unique culture and history to U.S. Pleasure Travelers.

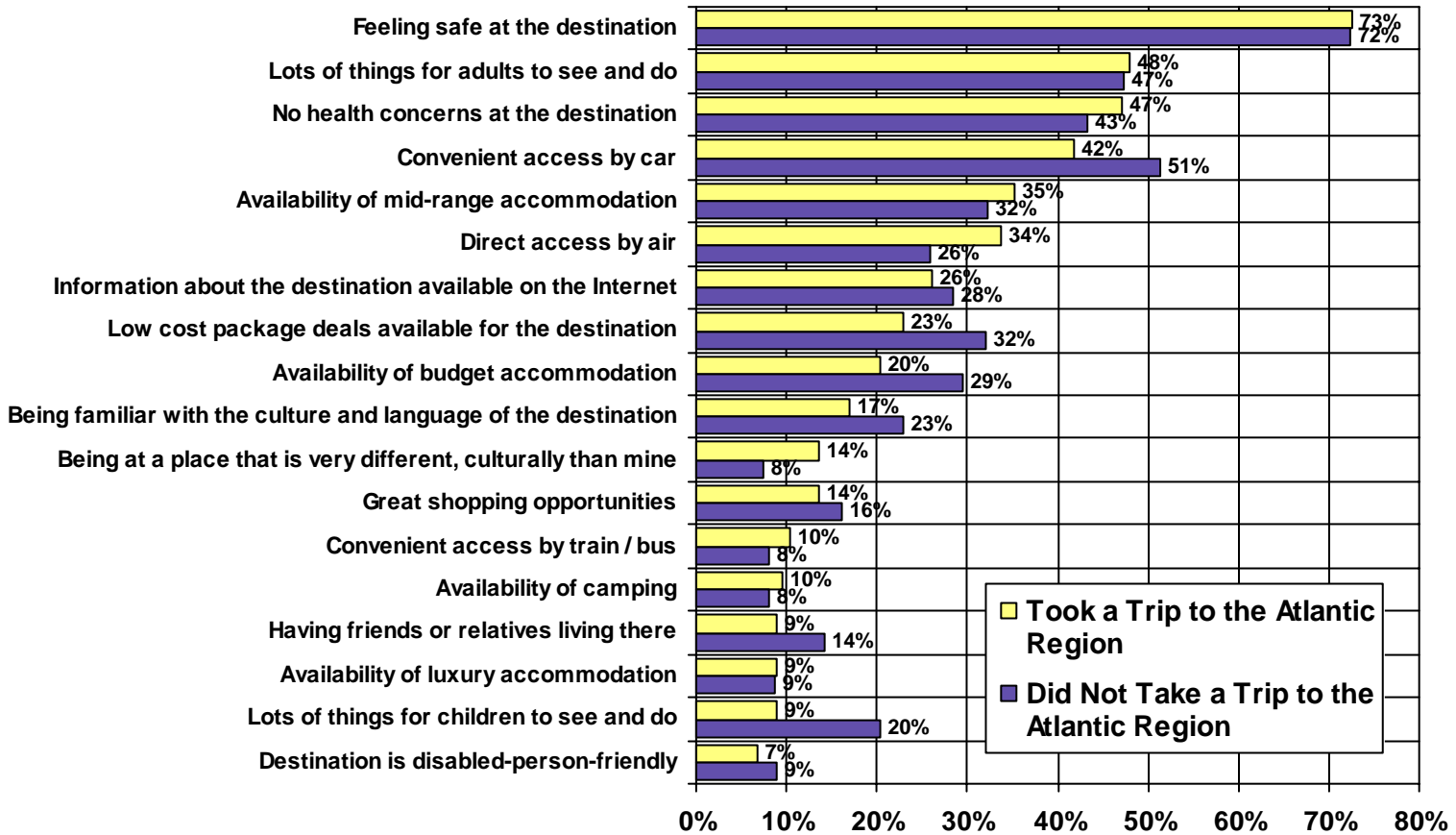
Fig.13 Benefits Sought While on Vacation
(Percent Rating Each Benefit as “Highly Important”)



Other Attributes of a Destination Considered Important

Similar to other U.S. Pleasure Travelers, most of those who visited the Atlantic Region consider it important that they feel safe at a destination. However, relative to the average U.S. Pleasure Traveler, Atlantic Region Visitors are especially attracted to destinations that are culturally distinct, offer both camping and mid-range priced accommodation and are conveniently accessible by air, bus or train. On the other hand, given their affluence and maturity, those who visited the Atlantic Region are less concerned whether a destination has lot of activities for children to see and do, budget accommodation, convenient access by car or family or friends living nearby.

Fig. 14 Importance of Destination Attributes (% Rating Each Attribute as "Highly Important")



How Destinations Are Selected

Similar to the average U.S. Pleasure Traveler, the majority of Atlantic Region visitors start planning vacations with a particular destination in mind. This travel segment may also be especially responsive to discount vacation packages.

Fig. 15 How Destinations Are Selected (Summer and Winter Vacations)

| | Took a Trip to the Atlantic Region | Did Not Take a Trip to the Atlantic Region | Pleasure Travelers | Index |
|--|------------------------------------|--|--------------------|-------|
| Size of Market | 3,154,797 | 167,355,444 | 170,510,241 | 100 |
| Summer | | | | |
| Started with a desired destination in mind | 60.2% | 58.2% | 58.2% | 103 |
| Started by considering specific activities wanted to do | 10.6% | 9.9% | 9.9% | 106 |
| Started with a certain type of vacation experience in mind | 17.2% | 17.3% | 17.3% | 99 |
| Looked for packaged deals - no destination in mind | 2.9% | 1.1% | 1.1% | 265 |
| Considered something else first | 3.6% | 4.6% | 4.6% | 79 |
| Don't know / Other | 5.5% | 8.9% | 8.9% | 62 |
| Winter | | | | |
| Started with a desired destination in mind | 62.6% | 58.9% | 58.9% | 106 |
| Started by considering specific activities wanted to do | 12.3% | 11.2% | 11.3% | 110 |
| Started with a certain type of vacation experience in mind | 13.7% | 14.8% | 14.8% | 93 |
| Looked for packaged deals - no destination in mind | 2.3% | 1.4% | 1.4% | 158 |
| Considered something else first | 2.8% | 5.4% | 5.3% | 52 |
| Don't know / Other | 6.3% | 8.3% | 8.3% | 76 |

Trip Planning and Information Sources Consulted

Similar to the average U.S. Pleasure Traveler, most of those who took a trip to the Atlantic Region were responsible for planning their trips either on their own (36.4%) or with someone else (23.9%). However, Atlantic Region Visitors were slightly more likely to plan their trips with someone else (most likely their spouse). When making vacation plans, they tend to consult a wider variety of sources than the average U.S. Pleasure Traveler. The majority use Internet websites and past experience when planning a trip. However, visitors to the Atlantic Region are especially more likely to obtain travel information from travel agents, official government guides or brochures, direct mail travel information and travel guidebooks such as Fodor's.

Fig. 16 Who Plans Vacations and Information Sources Consulted

| | | Took a Trip to the Atlantic Region | Did Not Take a Trip to the Atlantic Region | Pleasure Travelers | Index |
|-------------------------------|---|------------------------------------|--|--------------------|-------|
| Size of Market | | 3,154,797 | 167,355,444 | 170,510,241 | 100 |
| Who Plans Trips? | Respondent plans trips | 36.4% | 39.2% | 39.2% | 93 |
| | Trip planning a shared responsibility | 23.9% | 17.5% | 17.6% | 136 |
| | Someone else plans trips | 39.8% | 43.3% | 43.2% | 92 |
| Information Sources Consulted | An Internet website | 73.2% | 76.0% | 76.0% | 96 |
| | Past experience / Been there before | 57.1% | 54.4% | 54.5% | 105 |
| | Advice of others / Word-of-mouth | 47.4% | 45.3% | 45.4% | 105 |
| | Maps | 44.5% | 32.4% | 32.7% | 136 |
| | An auto club such as AAA | 42.7% | 23.6% | 24.0% | 178 |
| | A travel agent | 42.6% | 18.2% | 18.6% | 229 |
| | Official travel guides or brochures from state / province | 41.0% | 20.2% | 20.6% | 199 |
| | Travel information received in the mail | 36.2% | 15.3% | 15.8% | 230 |
| | Visitor information centres | 35.7% | 20.1% | 20.4% | 175 |
| | Articles in newspapers / magazines | 32.0% | 17.9% | 18.1% | 176 |
| | Travel guide books such as Fodor's | 25.4% | 11.7% | 12.0% | 212 |
| | Advertisements in newspapers / magazines | 18.8% | 10.7% | 10.9% | 173 |
| | Programs on television | 14.2% | 7.0% | 7.1% | 199 |
| | An electronic newsletter or magazine received by e-mail | 12.0% | 5.9% | 6.0% | 200 |
| | Visits to trade, travel or sports shows | 7.5% | 2.3% | 2.4% | 306 |
| Advertisements on television | 5.9% | 3.9% | 4.0% | 148 | |

Use of the Internet to Plan and Arrange Trips

Those who took a trip to the Atlantic Region are average users of the Internet to research (69.6%) and book travel (48.7%). The majority use travel planning / booking websites (e.g., Expedia), airline websites, hotel or resort websites and the websites of specific countries, regions or cities. However, they are much more likely than other U.S. Pleasure Travelers to visit the websites of cruise lines or motorcoach lines. Similar to other U.S. Pleasure Travelers, Atlantic Region Visitors most often use the Internet to book accommodation and buy airline tickets. However, visitors to the Atlantic Region also more likely to use the Internet to arrange car rentals and purchase tickets for travel by rail, bus or boat / ship.

Fig. 17 Use of the Internet to Plan and Book Travel

| | | Took a Trip to the Atlantic Region | Did Not Take a Trip to the Atlantic Region | Pleasure Travelers | Index |
|---|--|------------------------------------|--|--------------------|-------|
| | Size of Market | 3,154,797 | 167,355,444 | 170,510,241 | 100 |
| Percent Using Internet to Plan or Book Travel | Does not use the Internet | 30.5% | 31.0% | 31.0% | 98 |
| | Uses Internet to plan trips only | 20.9% | 20.1% | 20.1% | 104 |
| | Uses Internet to book part of trip | 48.7% | 48.9% | 48.9% | 99 |
| Types of Websites Consulted | A travel planning / booking website | 62.2% | 55.5% | 55.6% | 112 |
| | A website of a hotel or resort | 57.6% | 53.2% | 53.3% | 108 |
| | An airline website | 57.4% | 45.3% | 45.6% | 126 |
| | A tourism website of a country / region / city | 53.0% | 34.8% | 35.1% | 151 |
| | A cruise line website | 40.9% | 11.9% | 12.4% | 329 |
| | A website of an attraction | 34.3% | 33.4% | 33.4% | 103 |
| | Some other website | 28.8% | 25.0% | 25.1% | 115 |
| | A motorcoach website | 3.3% | 1.3% | 1.3% | 247 |
| Parts of Trips Booked Over The Internet | Accommodation | 77.0% | 71.8% | 71.9% | 107 |
| | Air tickets | 75.7% | 70.5% | 70.6% | 107 |
| | Car rental | 53.7% | 37.7% | 38.0% | 142 |
| | Tickets or fees for specific activities or attractions | 30.0% | 26.3% | 26.3% | 114 |
| | Tickets for rail, bus or boat / ship fares | 27.4% | 11.6% | 11.9% | 230 |
| | A package containing two or more items | 23.4% | 17.7% | 17.8% | 132 |
| | Other | 4.5% | 2.9% | 2.9% | 154 |

Media Consumption Habits

U.S. Pleasure Travelers who visited the Atlantic Region are above-average consumers of travel media including travel sections of the newspapers, travel magazines, travel programs on television and travel websites. They may also be effectively reached through news and current event programming (e.g., television news, news / talk / information radio, newspaper websites, network news websites), history-related television programs (e.g., biography, history programming) and classical music radio stations.

Fig. 18 Media Consumption Habits

| | | Took a Trip to the Atlantic Region | Did Not Take a Trip to the Atlantic Reg. | Pleasure Travelers | Index |
|---|--|------------------------------------|--|--------------------|-------|
| Size of Market | | 3,154,797 | 167,355,444 | 170,510,241 | 100 |
| Newspaper Readership | Reads daily newspaper | 76.4% | 59.6% | 59.9% | 128 |
| | Reads weekend edition of newspaper | 66.9% | 55.3% | 55.5% | 121 |
| | Reads local neighbourhood or community newspapers | 65.2% | 49.3% | 49.5% | 132 |
| | Reads other types of newspapers | 22.4% | 13.7% | 13.9% | 162 |
| | Frequently or occasionally reads travel section of daily newspaper | 69.9% | 42.5% | 43.0% | 163 |
| | Frequently or occasionally reads travel section of weekend newspaper | 75.3% | 48.8% | 49.3% | 153 |
| Types of Magazines Read (Top 5 Indexed) | Travel (e.g., Conde Nast) | 28.0% | 10.3% | 10.6% | 264 |
| | Photography and video | 7.7% | 3.8% | 3.9% | 199 |
| | Regional magazines | 13.0% | 6.7% | 6.8% | 190 |
| | Science and geography | 24.1% | 13.9% | 14.0% | 172 |
| | Business, finance and investing | 23.2% | 13.8% | 14.0% | 166 |
| Type of Television Programs Watched (Top 5 Indexed) | Travel shows | 49.0% | 28.6% | 28.9% | 169 |
| | Shopping channels | 10.7% | 7.7% | 7.7% | 139 |
| | Biography | 44.9% | 32.6% | 32.9% | 136 |
| | History | 59.7% | 44.7% | 45.0% | 133 |
| | News / current affairs | 72.7% | 57.7% | 58.0% | 125 |
| Type of Radio Programs Listened To (Top 5 Indexed) | Classical music | 25.3% | 13.9% | 14.1% | 179 |
| | News / Talk / Information | 52.5% | 32.0% | 32.4% | 162 |
| | Jazz / Big band | 16.1% | 9.9% | 10.0% | 161 |
| | Multicultural | 6.1% | 4.7% | 4.7% | 129 |
| | Oldies (50s, 60s, 70s, 80s) | 52.4% | 43.7% | 43.8% | 120 |
| Types of Websites Visited (Top 5 Indexed) | Travel | 62.3% | 47.7% | 48.0% | 130 |
| | Newspaper sites | 35.3% | 29.5% | 29.6% | 119 |
| | House and home | 33.1% | 28.7% | 28.7% | 115 |
| | Network news sites (e.g., CNN) | 43.9% | 38.6% | 38.7% | 113 |
| | Health | 45.7% | 41.7% | 41.8% | 109 |

| Appendix One | | |
|--|---|---|
| U.S. 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 |
| 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 | Went to Local Outdoor Cafes |
| 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 | Free Outdoor Performances (e.g., Theatre, Concerts) in a Park |
| | Food/Drink Festivals | Circus |
| 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 | Wax Museums |
| High Art Performances | Classical or Symphony Concert | Ballet or Other Dance Performances |
| | Opera | Jazz Concert |
| Professional Sporting Events | Professional Football Games | Professional Golf Tournaments |
| | Professional Basketball Games | Professional Ice Hockey Games |
| | Professional Baseball Games | |
| Theatre, Film & Musical Festivals | Theatre Festivals | International Film Festivals |
| | Comedy Festivals | Music Festivals |
| | Literary Festivals or Events | |
| 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) |
| Casino, Theatre & Comedy Clubs | Stand-Up Comedy Clubs and Other Variety Shows | Live Theatre with Dinner |
| | Went to a Casino | Live Theatre |
| Participatory Historical Activities | Historical Re-Enactments (as an Actor) | Interpretive Program at a Historic Site or National/Provincial Park |
| | Curatorial Tours | |
| National & International Sporting Events | National/International Sporting Events such as the Olympic Games | Curling Bonspiel |
| | Professional Figure Skating | Professional Soccer Games |

| Appendix One | | |
|--|---|---|
| U.S. TAMS 2006 Culture and Entertainment Segmentation | | |
| Gardens Theme Attractions | Garden Theme Park | Botanical Gardens |
| Rock Concerts & Dancing | Rock & Roll / Popular Music Concert | Recreational Dancing |
| Archaeological Digs & Sites | Archaeological Digs | Paleontological / Archaeological Sites |
| Equestrian & Western Events | Equine (Horse) Competitions | Country / Western Music Concerts |
| | Western Theme Events (e.g., Rodeos) | Auto Races |
| | Horse Races | |
| Fine Dining & Spas | High-End Restaurants with an International Reputation | Day Visit to a Health and Wellness Spa while on an Overnight Trip |
| | Other High-End Restaurants | |
| Agro-Tourism | Dining At A Farm | Harvesting and / or Other Farm Operations |
| | Went Fruit Picking at Farms or Open Fields | Entertainment Farms (e.g., Corn Maze, Petting Barnyard) |
| Amateur Tournaments | Amateur Sports Tournaments and Competitions | Amateur Tournaments and Competitions other than Sports-related |

Appendix Two: U.S. 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 | White Water Rafting |
| | Hiking/Backpacking in Wilderness Setting With Overnight Camping or Lodging | Same Day Hiking Excursion While on a Trip of 1+ Nights |
| | Ice Climbing | Wilderness Skills Courses |
| Boating & Swimming | Motorboating | Swimming in Lakes |
| | Water Skiing | |
| Ocean Activities | Swimming in Oceans | Snorkelling in Sea /Ocean |
| | Sunbathing, Sitting on a Beach | Ocean Kayaking or Canoeing |
| Sailing & Surfing | Sailing | Parasailing |
| | Wind Surfing | Kite Surfing |
| Scuba & Snorkelling | Scuba Diving in Lakes /Rivers | Scuba Diving in Sea /Ocean |
| | Snorkelling 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 | Snowshoeing |
| Extreme Skiing | Heli-Skiing | Cross Country or Back Country as an Overnight Touring Trip |
| | Ski Jouring | |
| Hockey, Skating, Rollerblading & Skateboarding | Ice-Hockey | In-Line /Rollerblading |
| | Ice-Skating | Skateboarding |
| Extreme Air Sports | Parachuting | Hot Air Ballooning |
| | Hang Gliding | Bungee Jumping |
| Team Sports | Football | Basketball |
| | Baseball or Softball | Soccer |
| Games & Individual Sports | Board Games | Badminton |
| | Volleyball | Tennis |
| | Beach Volleyball | Mini-Golf |
| | Bowling | |