

Travel Activities & Motivation Survey
TAMS Technical Appendices
(For Use With Profile Reports)

Appendix One

Statistical Precision and Confidence Intervals

Since the survey is based on a random probability sample (rather than a complete census), the statistics reported in this study are estimates. The accuracy of these estimates will vary from analysis to analysis depending on the sample size, the type of measurement reported and measurement variations. The statistical precision associated with any given estimate is reflected by its confidence interval.

A confidence interval is an estimate of the range of values which would be expected by chance alone for a selected probability level. For example, the “95 % confidence interval” is the range of values which would be expected to occur randomly nineteen times out of twenty (or 95 % of the time). Thus, if a survey found that 50 % of the individuals in a sample of 500 were interested in a given activity, the 95 % confidence interval for this estimate would be ± 3.5 % (or between 53.5 % to 46.5 %). This means that if this survey were conducted twenty times with the same size of sample the estimated level of interested in a given activity would fall between 53.5 % and 46.5 % nineteen times out of twenty.

The estimated confidence interval is affected by several factors including the sample size, the type of measure taken (i.e., whether the measurement may assume two values such as "yes" or "no" or many values such as "household income") and the level of variation which exists within the data. As a guideline to interpreting the results of this study, estimates of the 95 % confidence intervals are provided for various sample sizes in the table below:

Number of Cases in Sample

Percent	46000	12000	5000	1000	500	100
50.00%	0.05%	0.20%	0.49%	2.45%	4.90%	24.50%
40.00%	0.05%	0.20%	0.47%	2.35%	4.70%	23.52%
30.00%	0.04%	0.17%	0.41%	2.06%	4.12%	20.58%
20.00%	0.03%	0.13%	0.31%	1.57%	3.14%	15.68%
10.00%	0.02%	0.07%	0.18%	0.88%	1.76%	8.82%
5.00%	0.01%	0.04%	0.09%	0.47%	0.93%	4.66%
2.00%	0.00%	0.02%	0.04%	0.19%	0.38%	1.92%

Appendix Two

Telephone Sample Description: Weighted

<i>Attribute</i>	<i>Level</i>	<i>Total</i>	<i>Canada</i>	<i>U.S.A</i>
<i>Number of Interviews</i>		46,782	28,397	18,385
<i>Gender</i>	Male	45.0 %	45.1 %	45.0 %
	Female	55.0 %	54.9 %	55.0 %
<i>Age</i>	18 to 25	13.6 %	13.3 %	13.9 %
	26 to 34	20.6 %	20.8 %	20.5 %
	36 to 44	23.3 %	24.1 %	22.8 %
	46 to 54	17.5 %	16.7 %	18.1 %
	56 to 65	11.2 %	11.4 %	11.0 %
	66 Plus	13.7 %	13.7 %	13.7 %
<i>Education Level</i>	High/Trade School	42.5 %	48.6 %	38.6 %
	College or University	49.3 %	46.7 %	51.0 %
	Advanced University Degree	8.1 %	4.7 %	10.4 %
<i>Household Income</i>	Under \$20,000	14.8 %	17.8 %	12.8 %
	\$20,000 to \$40,000	22.9 %	24.6 %	21.8 %
	\$40,000 to \$60,000	18.9 %	19.0 %	18.9 %
	\$60,000 to \$80,000	11.8 %	11.7 %	11.8 %
	\$80,000 to \$100,000	6.4 %	6.3 %	6.4 %
	\$100,000 Plus	8.8 %	7.4 %	9.7 %
	Refused/Don't Know	16.5 %	13.2 %	18.6 %

Appendix Two

Mailback Sample Description: Weighted

<i>Attribute</i>	<i>Level</i>	<i>Total</i>	<i>Canada</i>	<i>U.S.A</i>
<i>Number of Interviews</i>		11,892	5,490	6,402
<i>Gender</i>	Male	43.7 %	44.0 %	43.6 %
	Female	56.3 %	56.0 %	56.4 %
<i>Age</i>	18 to 25	8.3 %	9.7 %	7.1 %
	26 to 34	17.9 %	19.1 %	16.8 %
	36 to 44	24.8 %	25.3 %	24.3 %
	46 to 54	21.7 %	20.0 %	23.1 %
	56 to 65	14.4 %	14.0 %	14.7 %
	66 Plus	13.0 %	11.9 %	14.0 %
<i>Education Level</i>	High/Trade School	31.8 %	38.0 %	26.5 %
	College or University	56.5 %	55.1 %	57.6 %
	Advanced University Degree	11.7 %	6.9 %	15.8 %
<i>Household Income</i>	Under \$20,000	8.9 %	10.4 %	7.5 %
	\$20,000 to \$40,000	21.8 %	23.1 %	20.7 %
	\$40,000 to \$60,000	22.3 %	22.6 %	22.1 %
	\$60,000 to \$80,000	15.6 %	15.5 %	15.7 %
	\$80,000 to \$100,000	8.5 %	8.8 %	8.2 %
	\$100,000 Plus	11.6 %	10.8 %	12.3 %
	Refused/Don't Know	11.3 %	8.8 %	13.5 %

Appendix Three

Household Lifecycle Stage

The Household Lifecycle Stage variable has been constructed taking the following variables into consideration: The age of the respondent; the age of all children under 21 living in the household and the marital status of the respondent. There are eight lifecycle stages identified in this variable:

- **Young Singles:** Not married or living common law; No children (of respondent) under 21 living in the home; Age between 18 and 35
- **Young Couples:** Married or living common law; No children (of respondent) under 21 living in the home; Age between 18 and 35
- **Young Families:** At least one child (of respondent) under 13 living in the home; No restrictions for age or marital status
- **Mature Families:** At least one child (of respondent) under 21 living in the home; No children under 13 living in the home; No restrictions for age or marital status
- **Mature Couples:** Married or living common law; No children (of respondent) under 21 living in the home; Age between 36 and 65
- **Mature Singles:** Not married or living common law; No children (of respondent) under 21 living in the home; Age between 36 and 65
- **Senior Couples:** Married or living common law; No children (of respondent) under 21 living in the home; Age 66 and older
- **Senior Singles:** Not married or living common law; No children (of respondent) under 21 living in the home; Age 66 and older

Appendix Four: Lifespan Demographic Segments - Method Used to Construct Segmentation -

Throughout this report the TAMS data will be examined using a market segmentation known as the Lifespan Demographic Segments. This scheme identifies various demographic sectors in the market with common vacation patterns and interests.

The Lifespan Demographic Segmentation scheme is an anchored segmentation where the data has been aggregated by lifecycle stage, education level and household income. Households may be assigned to any given segment with information about the household lifecycle stage, the respondent's education and household income. As such, this scheme is a powerful tool to identify strategic segments.

The Lifespan Demographic Segmentation was developed using the Ontario Tourism Marketing Partnership tracking program based 7,241 interviews conducted between July 12, 1999 and April 26, 2000. The segmentation scheme uses information about the types of trips taken by each household, the respondent's tendency to research vacations and the household's vacation experience preferences and interests. 31 core segmentor variables were used in this analysis including: The incidence of 19 types of vacation travel (e.g., family urban explorations, couples retreats, family visits, adventure travel); the extent to which vacations are carefully planned; the amount of information consulted to plan vacations; interest in opportunities to learn while on vacation; interest in novel and exotic destinations; interest in family-suitable vacations; the appeal of vacation packages; the appeal of outdoor vacations; the appeal of cultural exploration; the appeal of pampering and entertainment; the appeal of excitement and nightlife and the appeal of relaxing in quiet setting while on vacation.

Appendix Four: Lifespan Segmentation Descriptions

Youth Segments

The three youth segments represent 20.3 % of the total market. Two of these are classified as Affluent Segments because of their household incomes and/or level of education. These households are all under 35, do not have children and are single or married couples.

Affluent Young Singles

- 5.9 % of market; 6.5 % of Canadian market; 5.8 % of U.S. market
- Lifecycle Stages: 100 % young singles; 64.0 % of respondents male
- Average Age: 25.3 years; Age Range: 54.5 % 18 to 25; 45.5 % 26 to 35
- Education: 67.7 % university or college educated; 9.7 % with advanced degrees (e.g., masters)
- Average household income: \$72,000; Income Categories: 68.7 % \$40K to \$80K; 31.3 % \$80K Plus

Affluent Young Couples

- 2.7 % of market; 3.9 % of Canadian market; 2.6 % of U.S. market
- Lifecycle Stages: 100 % young couples; 42.8 % of respondents male
- Average Age: 28.9 years; Age Range: 18.8 % 18 to 25; 81.2 % 26 to 35
- Education: 100 % university or college educated; 17.8 % with advanced degrees (e.g., masters)
- Average household income: \$74,400; Income Categories: 66.2 % \$40K to \$80K; 33.8 % \$80K Plus

Mainstream Youth Market

- 11.8 % of market; 13.2 % of Canadian market; 11.6 % of U.S. market
- Lifecycle Stages: 73 % young singles; 27 % young couples; 56.9 % of respondents male
- Average Age: 25.0 years; Age Range: 57.4 % 18 to 25; 42.6 % 26 to 35
- Education Level: 53 % university/college educated; 4.5 % with advanced degrees (e.g., masters)
- Average household income: \$24,600; Categories: 93.3 % less than \$40K; 6.8 % \$40K to \$80K

Appendix Four: Lifespan Segmentation Descriptions

Family Segments

The three family segments represent 36.2 % of the total market. One of these is classified as an affluent segment because of its household incomes and/or level of education. All of these households have children under 21 and are primarily married. The Mainstream Young Families have at least one child 12 or younger while the Mainstream Mature Families have children between the ages of 13 and 21 (but no children 12 and under).

Affluent Families

- 6.6 % of market; 5.8 % of Canadian market; 6.7 % of U.S. market
- Lifecycle Stages: 69.9 % young families; 26.4 % mature families; 50 % of respondents male
- Average Age: 41.2 years; Age Range: 23.9 % under 35; 46.8 % 36 to 45; 29.3 % 46 and older
- Education: 100.0 % university or college educated; 29.1 % with advanced degrees (e.g., masters)
- Average household income: \$107,400; Income Categories: 2.3 % \$40K to \$80K; 97.7 % \$80K plus

Mainstream Young Families

- 23.0 % of market; 20.1 % of Canadian market; 23.4 % of U.S. market
- Lifecycle Stages: 100 % families with children 12 or younger; 42.9 % of respondents male
- Average Age: 35.3 years; Age Range: 52.8 % under 35; 37.1 % 36 to 45; 10.1 % 46 and older
- Education: 50 % university or college educated; 5.5 % with advanced degrees (e.g., masters)
- Average household income: \$42,800; Income Categories: 49.0 % less than \$40K; 51.0 % \$40K plus

Mainstream Mature Families

- 6.6 % of market; 8.1 % of Canadian market; 6.4 % of U.S. market
- Lifecycle Stages: 100 % families with children between 13 and 21; 45.1 % of respondents male
- Average Age: 45.3 years; Age Range: 7.8 % under 35; 47.6 % 36 to 45; 44.6 % 46 and older
- Education Level: 47 % university/college educated; 5.5 % with advanced degrees (e.g., masters)
- Average household income: \$48,200; Income Categories: 37.9 % less than \$40K; 62.1 % \$40K plus

Appendix Four: Lifespan Segmentation Descriptions

Mature Segments

The three mature segments represent 30.4 % of the total market. One of these is classified as an affluent segment because of its household incomes and/or level of education. These households are all between 36 and 64 and do not have children. (Note: 3.8 % of the mature market has been classified with seniors in the Affluent Mature & Senior Couples).

Affluent Mature Singles

- 5.1 % of market; 2.4 % of Canadian market; 5.4 % of U.S. market
- Lifecycle Stages: 100 % mature singles (36 to 65); 58.1 % of respondents male
- Average Age: 48.5 years; Age Range: 40.2 % 36 to 45; 37.6 % 46 to 55; 22.2 % 56 to 65
- Education: 100 % university or college educated; 26.5 % with advanced degrees (e.g., masters)
- Average household income: \$71,000; Income Categories: 72.8 % \$40K to \$80K; 27.2 % \$80K plus

Mainstream Mature Couples

- 12.8 % of market; 18.0 % of Canadian market; 12.3 % of U.S. market
- Lifecycle Stages: 100 % mature couples (36 to 65); 52.1 % of respondents male
- Average Age: 52.1 years; Age Range: 23.4 % 36 to 45; 38.4 % 46 to 55; 38.2 % 56 to 65
- Education: 48 % university or college educated; 6.0 % with advanced degrees (e.g., masters)
- Average household income: \$49,600; Income Categories: 34.1 % less than \$40K; 59.8 % \$40K plus

Mainstream Mature Singles

- 8.6 % of market; 6.8 % of Canadian market; 8.9 % of U.S. market
- Lifecycle Stages: 73 % mature singles (36 to 65); 58.1 % of respondents male
- Average Age: 50.2 years; Age Range: 35.0 % 36 to 45; 34.0 % 46 to 55; 31.1 % 56 to 65
- Education Level: 42 % university/college educated; 3.9 % with advanced degrees (e.g., masters)
- Average household income: \$28,800; Income Categories: 84.0 % less than \$40K; 16.0 % \$40K plus

Appendix Four: Lifespan Segmentation Descriptions

Mature/Seniors Segments

The three mature/senior segments represent 16.8 % of the total market. One of these segments is classified as an affluent segment because of its household incomes and/or level of education. The Affluent Mature and Senior Couples are primarily (85 %) from the mature market while the Mainstream Senior Couples and Senior Singles are all over 66 years old.

Affluent Mature and Senior Couples

- 4.5 % of market; 3.5 % of Canadian market; 4.7 % of U.S. market
- Lifecycle Stages: 85 % mature couples (35 - 65); 15 % senior couples (66 plus); 54.6 % male
- Average Age: 54.5 years; Age Range: 21.0 % 36 to 45; 37.3 % 46 to 55; 41.7 % 56 plus
- Education: 100 % university or college educated; 30.8 % with advanced degrees (e.g., masters)
- Average household income: \$108,600; Income Categories: 100 % \$80K plus

Mainstream Senior Couples

- 5.0 % of market; 6.5 % of Canadian market; 4.8 % of U.S. market
- Lifecycle Stages: 100 % senior couples (66 plus); 56.1 % of respondents male
- Average Age: 72.7 years; Age Range: 100 % 66 plus
- Education: 42.4 % university or college educated; 5.8 % with advanced degrees (e.g., masters)
- Average household income: \$37,900; Income Categories: 57.4 % Less than \$40K; 42.6 % \$40K plus

(Affluent and Mainstream) Senior Singles

- 7.3 % of market; 5.1 % of Canadian market; 7.5 % of U.S. market
- Lifecycle Stages: 100 % senior singles; 35.6 % of respondents male
- Average Age: 74.9 years ; Age Range: 100 % 66 plus
- Education Level: 43 % university/college educated; 8.0 % with advanced degrees (e.g., masters)
- Average household income: \$28,600; Income Categories: 78.7 % Less than \$40K; 21.3 % \$40K plus

Appendix Five

Factor Analysis of Vacation Experiences Sought During Past 2 Years

The vacation experiences sought in the last two years were submitted to a factor analysis to identify underlying vacation experiences sought in pleasure travel. Factor analysis is a statistical technique which identifies and uses the association between individual responses to generate more general (or abstract) measures of the vacation experiences sought. The factors may be used to generate factor scores which reflect the general vacation experiences sought. This analysis identified the following five vacation experience factors:

Exploration: To visit historical sites and important places in history; To see natural wonders and important natural sites; To experience different cultures and ways of life; To experience unspoiled nature

Personal Indulgence: To visit a popular, trendy place; To visit casinos and gamble; To experience “the good life” - fine cuisine, being pampered; To experience city life (e.g., nightlife, shopping, museums)

Romance & Relaxation: To rest, relax and recuperate; For intimacy and romance; To spend quality time with the family away from home

Sports, Hobbies & Learning: To participate in a hobby or sport (e.g., golf, fishing, photography); To participate in a hands-on learning experience (e.g., archaeological digs, cooking courses)

Socializing: To visit friends or relatives who live in another city or country; To spend time with a group of good friends; To be someplace that feels familiar and safe

Appendix Six

Factor Analysis of Outdoor Activities While Traveling

The outdoor vacation activities sought in the last two years were submitted to a factor analysis to identify general outdoor activities sought in travel. Factor analysis is a statistical technique which uses the association between individual responses to construct more general (or abstract) categories of outdoor activities sought by individuals while travelling. The factors may be used to generate factor scores which measure the degree to which these general categories of outdoor activities have been pursued by various types of travelers. This analysis identified to the following seventeen types of outdoor activities:

Competitive Sports: Playing basketball; Baseball; Football; Volleyball; Bowling; Soccer ; Chess or backgammon; Tennis

Nature Sports: White water rafting; Kayaking and canoeing; Hiking or backpacking; Horseback riding

Water Sports: Sailing; Wind surfing; Scuba diving

Extreme Sports: Hang-gliding; Hot air ballooning; Parachuting; Bungee jumping

Golfing: Golfing at a resort; Taking a golf packaged tour; Playing occasional golf game

Biking: Recreational biking; Mountain biking; Biking on overnight tour trip

Motorcycling: Motorcycling on overnight touring trip; Motorcycling - Day excursion

Fishing: Salt water fishing; Fresh water fishing; Motor-boating

Hunting: Hunting big game; Hunting small game

Fitness: Jogging outdoors; Working out in fitness center

Skiing and Snowboarding: Cross-country skiing (day activity; overnight tour group); Downhill skiing; Snowboarding

Snowmobiling: Snowmobiling as an overnight tour trip; Snowmobiling on organized trails

Skating and Hockey: Ice skating; Playing ice hockey; In-line/Roller skating

Rock & Ice Climbing: Rock climbing; Ice climbing; Heli-skiing

Swimming & Sunbathing: Sunbathing or sitting on a beach; Swimming in oceans; Swimming in lakes

Natural Sight-Seeing: Wildflower & flora viewing; Bird watching; Going on picnics in park settings

Natural Phenomena: Seeing the Northern Lights or other Arctic experiences; Whale watching

Appendix Seven

Factor Analysis of Cultural & Entertainment Activities Participated In

The cultural and entertainment vacation activities sought in the last two years were submitted to a factor analysis to identify general categories of cultural and entertainment activities sought during travel. Factor analysis is a statistical technique which uses the association between individual items to construct more general (or abstract) categories of cultural and entertainment activities that tend to be sought by individuals while travelling. The factors may be used to generate factor scores which measure the degree to these which general categories of cultural and entertainment activities have been pursued by various segments of the travel market. This analysis identified to the following fifteen activity types:

- Shopping & Dining: Shopping or browsing:** Clothing, shoes, jewelry; Bookstores and music stores; Local arts and crafts; Gourmet food; **Restaurant dining:** Regional or local cooking; Acclaimed restaurants
- Museums, Art Galleries & Historical Sites:** General history/heritage museums, Historical sites (e.g., Statue of Liberty, Fort Alamo), Science & technology museums, Historical replicas/reenactments, Art galleries
- High Arts:** Opera, Classical concerts, Ballet or other dance performance, Live theatre
- Theme Parks:** Movie theme parks (MGM studios), Science & technology theme parks (Epcot), Amusement parks (Disneyland)
- Professional Sports:** Baseball, Football, Basketball, Ice hockey, Professional Golf
- Zoos, Aquariums, Planetariums:** Zoos, Aquariums, Children's Museums, Planetariums
- Agricultural and Local Fairs:** Farmer's fair or market, Local festivals or fairs, Pick-your-own farms or participating in harvesting, Shop or browse for antiques
- Concerts, Carnivals or Festivals:** Music festivals, Carnivals such Mardi Gras, Jazz concerts, Rock & roll concerts, Musical attractions like Rock'n Roll Museum
- Aboriginal Cultural Experiences:** Aboriginal cultural experiences in remote settings, Powwows or other aboriginal celebrations, Aboriginal attractions such as the Indian Museum
- Gardening and Natural Wonders:** Botanical gardens, Garden attractions such as Cypress Gardens or Tivoli Park, Natural wonders such as Niagara Falls or the Grand Canyon
- Cultural Festivals:** Literary festivals or events, Theatre festivals, International film festivals
- National/International Sporting Events:** National/International sporting events, Professional figure skating
- Gambling and Racing:** Horse racing, Casinos, Auto racing
- Rodeo and Amateur Tournaments:** Western theme events such as rodeos; Amateur sports/arts/hobby tournaments
- French Canadian Cultural Experiences:** French Canadian cultural experiences

Appendix Eight

Factor Analysis of Accommodation-Related Activities Participated In

The types of accommodations-related activities participated in during the last two years were submitted to a factor analysis to identify general activity-related accommodation types. Factor analysis is a statistical technique which uses the association between individual items to construct more general (or abstract) categories of activity-related accommodations. The factors may be used to generate factor scores which measure the degree to which general types of activity-related accommodations have been stayed in by each segment of the travel market. This analysis identified the following seven types of activity-related accommodations:

Camping: Camping outside of public camp grounds, Camping in public camp grounds, Camping in wilderness settings

Cooking & Wine Tasting Schools: Staying at cooking school, Staying at wine tasting schools

Lakeside or Wilderness Lodges (Vehicle Accessible): Vehicle accessible wilderness lodge, Lakeside resort in summer, Lakeside resort in winter

Remote Fly-in Lodges or Outposts: Staying at remote fly-in outpost, Staying at remote fly-in lodge

Ski Resorts: Staying ski resort in summer, Staying at ski resort in winter

Seaside Resorts: Staying at seaside resort in winter, Staying at seaside resort in summer

Bed & Breakfast, Health Spas & Gourmet Restaurants With Accommodations: Staying at bed and breakfast, Staying at health spa, Staying at gourmet restaurants

Appendix Nine

Factor Analysis of Tours & Cruises Taken During Last 2 Years

The tours and cruise types taken during the last two years were submitted to a factor analysis to identify general tour/cruise types. Factor analysis is a statistical technique which uses the association between responses to individual items to construct more general (or abstract) categories of touring activities. The factors may be used to generate factor scores which measure the degree to which each category of tours had been taken by various types of travelers. This analysis identified to seven types of tours and cruises:

Tours By Personal Vehicles: Coastal or lakeshore scenic drives by day, Wandering around small villages & towns - overnight

Guided Bus Tours: Scenic day tours in countryside by bus, Guided bus day tours in cities, Guided scenic tours of country-side involving an overnight stay

Wine Tours: Going to wineries for day visits, Touring a region's wineries involving an overnight stay

Specialty Cruises: Great Lake cruises by boat involving an overnight stay, Submarine cruises involving an overnight stay

Scenic Tours By Boat or Train: Scenic day or evening tour by boat, Scenic day tours by train

Scenic Day Tour By Air: Scenic day tour by air

Ocean Cruises: Ocean cruises

Appendix Ten

Factor Analysis of Canada's Image Attributes

The image ratings of Canada and Ontario were factor analyzed to identify the primary image dimensions upon which Canada and Ontario were assessed. Factor analysis is a statistical technique which uses the association between each individual image attribute to construct more general image attributes. The more general image dimensions identified through this process are considered to reflect the underlying (or true) impressions of Canada and Ontario that have been the basis of the individual's response to each attribute. The factors may be used to generate factor scores which measure the degree to which each general impression of Canada or Ontario is held by the respondent. The 25 image factors were grouped into two broader image dimensions as follows:

Culture & Entertainment

A destination that is perceived to offer opportunities to experience culture and entertainment is seen to be a popular, trendy place, with many cultural attractions and events, a great place to see historical sites and important places in history and a great place to experience different cultures and ways of life. Such a place is also considered to be a great place to experience city life, with many interesting shops and lots to see and do. A cultural and entertainment destination tends to be better known for its urban (cultural and entertainment) centers than its natural richness and opportunities for outdoor vacation activities. The specific image attributes that tend to be associated with this factor include: A popular, trendy place; A place with many cultural attractions and events; A great place to experience city life (e.g., nightlife, shopping); A place with interesting shops; A place you go for romance; A great place to see historical sites and important places in history; A place with lots of things for young adults to see and do; A place with lots for families to see and do; A great place to experience different cultures and ways of life; A place with lots of things for mature adults to see and do.

Nature & Outdoor Activities

A destination that is perceived to offer opportunities to experience nature and participate in outdoor activities tends to be perceived as a great place for fishing, hunting and outdoor activities in general. Such a destination is considered likely to have beautiful scenery, to be very clean and well cared for and to be a place that respects the natural environment. Destinations which offer opportunities to experience nature and participate in outdoor activities are also perceived to be very safe for tourists, great places to relax and get away from it and great places for adventure and excitement. Such destinations are generally better known for their natural richness than their urban and cultural richness. The specific image attributes that tend to be associated with this factor include: A great place for hunting; A place that respects the natural environment; One of the best destinations for outdoor activities; A place with beautiful scenery; A place that is very clean and well cared for; A place that is safe for tourists; A great place for adventure and excitement; A great place to relax and get away from it all

Culture & Entertainment

A destination that is perceived to offer opportunities to experience culture and entertainment is seen to be a popular, trendy place, with many cultural attractions and events, a great place to see historical sites and important places in history and a great place to experience different cultures and ways of life. Such a place is also considered to be a great place to experience city life, with many interesting shops and lots to see and do. A cultural and entertainment destination tends to be better known for its urban (cultural and entertainment) centers than its natural richness and opportunities for outdoor vacation activities.

- A popular, trendy place
- A place with many cultural attractions and events
- A great place to experience city life (e.g., nightlife, shopping)
- A place with interesting shops
- A place you go for romance
- A great place to see historical sites and important places in history
- A place with lots of things for young adults to see and do
- A place with lots for families to see and do
- A great place to experience different cultures and ways of life
- A place with lots of things for mature adults to see and do

Nature and Outdoor Activities

A destination that is perceived to offer opportunities to experience nature and participate in outdoor activities tends to be perceived as a great place for fishing, hunting and outdoor activities in general. Such a destination is considered likely to have beautiful scenery, to be very clean and well cared for and to be a place that respects the natural environment. Destinations which offer opportunities to experience nature and participate in outdoor activities are also perceived to be very safe for tourists, great places to relax and get away from it and great places for adventure and excitement. Such destinations are generally better known for their natural richness than their urban and cultural richness.

- A great place for fishing
- A great place for hunting
- A place that respects the natural environment
- One of the best destinations for outdoor activities
- A place with beautiful scenery
- A place that is very clean and well cared for
- A place that is safe for tourists
- A great place for adventure and excitement
- A great place to relax and get away from it all