

CANADIAN TRAVEL MARKET

Cycling While on Trips Of One or More Nights

A Profile Report

October 23, 2007

Prepared by Lang Research Inc. on behalf of:

Ontario Ministry of Tourism, Ontario Tourism Marketing Partnership Corporation, Quebec Ministry of Tourism,
Travel Manitoba, Canadian Tourism Commission, Tourism Saskatchewan, Atlantic Canada Tourism
Partnership, Alberta Tourism, Parks, Recreation and Culture, Department of Canadian Heritage, Tourism British
Columbia, Parks Canada Agency, Government of Yukon, Government of Northwest Territories



Cycling While on Trips

Executive Summary

Over the last two years, 10.1% (2,494,384) of adult Canadians went cycling while on an out-of-town, overnight trip of one or more nights. Cycling was the tenth most common outdoor activity pursued by Canadian Pleasure Travellers during that time. Recreational cycling as a sameday excursion (8.3%) was the most popular cycling activity followed by mountain biking (3.0%) and overnight touring (1.0%). Of those who went cycling, 28.4% (708,979) reported that this activity was the main reason for taking at least one trip.

Relative to the average Canadian Pleasure Traveller, Cyclists are more likely to be male (54.9%) and 18 to 44 years of age. Cyclists are over-represented among young couples, young singles and mature families with teenage children. This is a moderately affluent segment with an above-average level of education (38.9% have a university degree – ranked 7th of the 21 outdoor activity types) and above-average household incomes (\$78,827 – ranked 9th of the 21 outdoor activity types). They are over-represented among residents of Quebec, Alberta and British Columbia.

Cyclists were the 3rd most likely to have taken a trip within their own province or region (95.1%) of the 21 outdoor activity types and the 6th most likely to have visited an adjacent province or region (59.5%) in the last two years. In relative terms, they are less frequent out-of-country travellers and were only the 13th most likely of the 21 outdoor activity types to have taken a trip to the Caribbean (17.8%), the 17th most likely to have visited Mexico (13.2%) and the 9th most likely to have visited the United States (58.0%).

Cyclists are quite active in outdoor activities both while traveling and at home. They are especially active in physically strenuous activities such as exercising and jogging, cross-country skiing, downhill skiing and snowboarding, and hiking, climbing and paddling. Cyclists are also more likely to take part in participatory learning activities (e.g., aboriginal cultural experiences, participatory historical activities) and to attend live art performances (e.g., high arts, comedy festivals and clubs, music concerts) while on trips. They tend to stay in public campgrounds, wilderness campsites and ski or mountain resorts. Cyclists tend to seek vacations that offer novelty, intellectual stimulation and physical challenge.

Cyclists are above-average users of the Internet to plan (75.3%) and book travel (48.7%). In fact, they are the 5th most likely segment to purchase trip components online. They are also more likely than others to consult official travel information sources. They can be most effectively targeted through travel-related media as well as magazines and television programs devoted to nature and science, outdoor activities, sports and technology (e.g., photography & video, computers & electronics).

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 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 being attracted to vacation experiences in Canada;
- Create packaging opportunities for each of these markets;
- Determine how to reach these markets (i.e., in terms of media strategies); and
- Provide information on how to fine-tune and target existing marketing campaigns.

TAMS was sponsored by the following organizations:

| | |
|---|----------------------------|
| Ontario Ministry of Tourism | Quebec Ministry of Tourism |
| Ontario Tourism Marketing Partnership Corporation | Travel Manitoba |
| Canadian Tourism Commission | Tourism Saskatchewan |
| Atlantic Canada Tourism Partnership | Parks Canada Agency |
| Department of Canadian Heritage | Tourism British Columbia |
| Alberta Tourism, Parks, Recreation and Culture | Government of Yukon |
| Government of Northwest Territories | Statistics Canada |

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

The Canadian database is used in this current report. This survey was conducted by Statistics Canada. 31,699 completed questionnaires were returned. The data have been weighted to project the results to the Canadian population.

This report profiles persons who went cycling while on a trip and compares them with other Canadian Pleasure Travellers (i.e., those who took at least one pleasure trip or vacation in the last two years). This report is part of a series of 44 Activity Reports prepared using the Canadian TAMS database.

Cycling While on Trips

Market Incidence

Over the last two years, 10.1% (2,494,384) of adult Canadians went cycling while on an out-of-town, overnight trip of one or more nights. Cycling was the tenth most common outdoor activity pursued by Canadian Pleasure Travellers during that time. Recreational cycling as a sameday excursion (8.3%) was the most common type of cycling activity undertaken while on a trip. Mountain biking (3.0%) was the next most popular activity followed by overnight touring (1.0%). 0.3% of adult Canadians (71,616) participated in all three cycling activities when on trips taken during the past two years.

Of those who went cycling while on trips, only 28.4% (708,979 – ranked 14th of the 21 outdoor activity types) reported that cycling was the main reason for taking at least one trip in the past two years. Those who went on an overnight touring trip (69.4%) were much more likely than those who went recreational cycling (25.1%) or mountain biking (24.8%) to report that this activity was the main reason for taking at least one trip over the last two years.

Fig. 1 Incidence of Cycling While on Trips¹

| | Number of Cyclists ² | Percent Main Reason for Trip ³ | Percent of Pleasure Travellers ⁴ | Percent of Total Canadian Population ⁵ |
|--|---------------------------------|---|---|---|
| Size of Market | 2,494,384 | 708,979 | 18,439,508 | 24,776,103 |
| Cycling (All Activities) | 2,494,384 | 28.4% | 13.5% | 10.1% |
| Recreational cycling - same day excursion | 2,067,944 | 25.1% | 11.2% | 8.3% |
| Mountain biking | 753,489 | 24.8% | 4.1% | 3.0% |
| Overnight touring trip | 252,120 | 69.4% | 1.4% | 1.0% |
| Participated in all three cycling activities | 71,616 | 32.0% | 0.4% | 0.3% |

- 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 - "Cyclists" are defined as individuals who went cycling while on an out-of-town, over-night trip of one or more nights during the past two years and who took at least one out-of-town pleasure trip of one or more nights during the past two years. This column reports the number of individuals who participated in the activity on at least one trip during the last two years.
- 3 - This column reports the percent who participated in each activity who stated that the activity was the main reason for taking at least one trip during the past two years.
- 4 - "Pleasure Travellers" are defined as individuals who have taken at least one out-of-town pleasure trip of one or more nights in the last two years. This column reports the percent of Pleasure Travellers who participated in each activity on at least one trip during the last two years.
- 5 - This column reports the percent of the Total Canadian Adult Market who participated in each activity on a trip during the past two years.

Incidence by Region

Cyclists are more likely to live in Quebec, Alberta and British Columbia. They are least likely to live in Saskatchewan or the Atlantic Provinces.

Fig. 2 Geographic Distribution of Those Who Cycled While on Trips

| | Total Population | Estimated Number Who Went Cycling on a Trip | Percent of Pleasure Travellers in Region Who Went Cycling on a Trip | Percent of Total Regional Population Who Went Cycling on a Trip |
|--------------------|------------------|---|---|---|
| Canada | 24,776,103 | 2,494,384 | 13.5% | 10.1% |
| Atlantic Provinces | 1,822,494 | 101,418 | 8.0% | 5.6% |
| Quebec | 5,940,869 | 730,718 | 17.4% | 12.3% |
| Ontario | 9,671,592 | 851,230 | 11.9% | 8.8% |
| Manitoba | 843,107 | 72,430 | 12.2% | 8.6% |
| Saskatchewan | 706,325 | 39,859 | 7.4% | 5.6% |
| Alberta | 2,465,540 | 303,529 | 15.1% | 12.3% |
| British Columbia | 3,326,176 | 395,200 | 14.8% | 11.9% |

Demographic Profile

Cyclists are more likely to be male than female. They are younger than the average Canadian Pleasure Traveller with the majority between 18 and 44 years of age. They are over-represented among Young Singles, Young Couples and Mature Families with teenaged children. Cyclists have an above-average level of education (38.9% have a university degree – ranked 7th of the 21 outdoor activity types) and above-average household incomes (\$78,827 – ranked 9th of the 21 outdoor activity types).

Fig. 3 Demographic Profile of Cyclists Relative to All Canadian Pleasure Travellers

| Attribute | Size of Market | Cyclists | Non-Cyclists ¹ | Pleasure Travellers | Index ² |
|--------------------------|------------------------------------|-----------|---------------------------|---------------------|--------------------|
| | | 2,494,384 | 15,945,125 | 18,439,508 | 100 |
| Gender | Male | 54.9% | 47.9% | 48.8% | 113 |
| | Female | 45.1% | 52.1% | 51.2% | 88 |
| Age of Respondent | 18 to 24 | 15.3% | 12.4% | 12.8% | 119 |
| | 25 to 34 | 21.2% | 19.0% | 19.3% | 110 |
| | 35 to 44 | 25.8% | 19.7% | 20.5% | 126 |
| | 45 to 54 | 21.2% | 20.2% | 20.3% | 104 |
| | 55 to 64 | 12.5% | 14.4% | 14.1% | 88 |
| | 65 Plus | 4.0% | 14.3% | 12.9% | 31 |
| Average Age | | 40.6 | 45.1 | 44.5 | N/A |
| Marital Status | Not married | 34.9% | 31.8% | 32.2% | 108 |
| | Married | 65.1% | 68.2% | 67.8% | 96 |
| Parental Status | No children under 18 | 66.5% | 71.8% | 71.1% | 93 |
| | Children under 18 | 33.5% | 28.2% | 28.9% | 116 |
| Education | High school or less | 25.0% | 38.0% | 36.2% | 69 |
| | Some post-secondary | 11.6% | 11.1% | 11.2% | 103 |
| | Post-secondary diploma/certificate | 24.5% | 21.5% | 21.9% | 112 |
| | University degree | 38.9% | 29.4% | 30.7% | 127 |
| Household Income | Under \$20,000 | 4.9% | 5.9% | 5.7% | 85 |
| | \$20,000 to \$39,999 | 11.4% | 15.0% | 14.5% | 79 |
| | \$40,000 to \$59,999 | 14.8% | 16.8% | 16.5% | 90 |
| | \$60,000 to \$79,999 | 16.2% | 15.1% | 15.2% | 106 |
| | \$80,000 to \$99,999 | 13.9% | 12.0% | 12.2% | 114 |
| | \$100,000 or more | 28.3% | 22.0% | 22.8% | 124 |
| | Not stated | 10.5% | 13.4% | 13.0% | 81 |
| Average Household Income | | \$78,827 | \$71,859 | \$72,829 | N/A |

- 1 - "Non-Cyclists" are defined as individuals who took at least one out-of-town, overnight pleasure trip of one or more nights in the last two years but did not go cycling on any trip. The number of Cyclists and Non-Cyclists equals the number of Pleasure Travellers.
- 2 - The "Index" is calculated by dividing the percent for Cyclist in each group by the percent of Pleasure Travellers in each group. The Index indicates the extent to which Cyclists are over or under-represented relative to the average Pleasure Traveller. An index of 100 means the percent participating in the activity is the same as that of the average Canadian Pleasure Traveller. Index values over 100 indicate that those participating in the activity are over-represented relative to the average Canadian Pleasure Traveller. Index values less than 100 indicate that those participating in the activity are under-represented relative to the average Canadian Pleasure Traveller.

Travel Activity (During Last Two Years)

Almost all Cyclists (98.6%) took a trip within Canada during the past two years. They were the third most likely of the 21 outdoor activity types to have taken a trip within their own province or region (95.1%), the 6th most likely to have visited an adjacent province or region (59.5%) and the 12th most likely to have taken a trip to a non-adjacent province or region in the past two years.

Cyclists are less frequent out-of-country travellers and were only the 13th most likely of the 21 outdoor activity types to have taken a trip to the Caribbean (17.8%), the 17th most likely to have visited Mexico (13.2%) and the 9th most likely to have visited the United States (58.0%) in the past two years.

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

| | Cyclists | Non-Cyclists | Pleasure Travellers | Index |
|---|-----------|--------------|---------------------|-------|
| Size of Market | 2,494,384 | 15,945,125 | 18,439,508 | 100 |
| Canada | 98.6% | 94.2% | 94.8% | 104 |
| Took a trip within own province / region | 95.1% | 84.4% | 85.9% | 111 |
| Took a trip to an adjacent province / region | 59.6% | 46.8% | 48.6% | 123 |
| Took a trip to non-adjacent province / region | 36.7% | 30.6% | 31.4% | 117 |
| Newfoundland and Labrador | 4.0% | 4.4% | 4.3% | 92 |
| Prince Edward Island | 8.4% | 7.0% | 7.2% | 117 |
| New Brunswick | 13.3% | 11.6% | 11.8% | 113 |
| Nova Scotia | 14.5% | 12.4% | 12.7% | 114 |
| Quebec | 51.5% | 37.0% | 38.9% | 132 |
| Ontario | 58.2% | 52.8% | 53.5% | 109 |
| Manitoba | 10.2% | 9.0% | 9.2% | 111 |
| Saskatchewan | 12.9% | 11.2% | 11.4% | 113 |
| Alberta | 33.5% | 24.6% | 25.8% | 130 |
| British Columbia | 39.1% | 29.3% | 30.6% | 128 |
| Yukon | 1.8% | 0.9% | 1.0% | 184 |
| Northwest Territories | 1.0% | 0.6% | 0.7% | 157 |
| Nunavut | 0.4% | 0.3% | 0.3% | 126 |
| United States | 58.0% | 49.5% | 50.7% | 115 |
| Mexico | 13.2% | 12.3% | 12.4% | 107 |
| Caribbean | 17.8% | 15.2% | 15.6% | 114 |
| All other destinations | 29.6% | 22.7% | 23.6% | 125 |

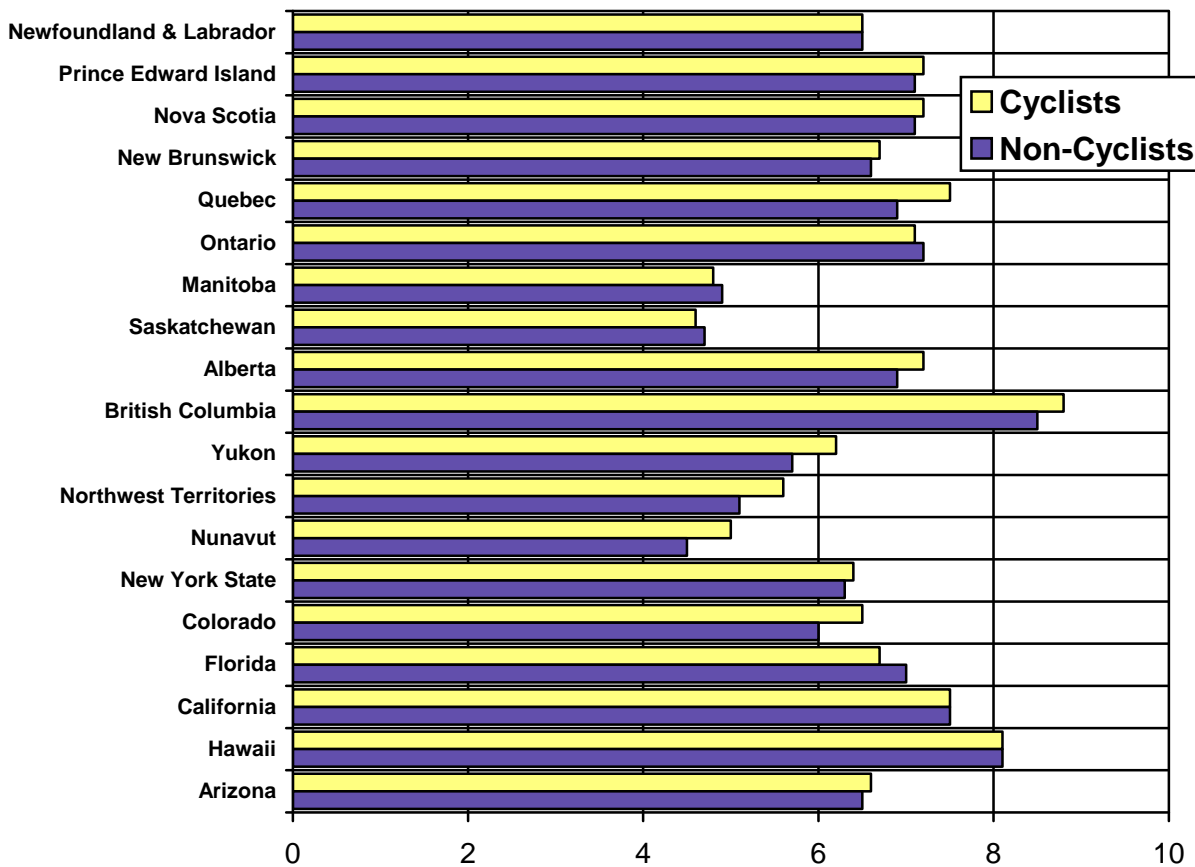
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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.

Cyclists tend to rate many of the Canadian destinations as more appealing than non-cyclists (e.g., British Columbia, Quebec, Alberta, Yukon, Northwest Territories, Nunavut). British Columbia (8.8) was considered the most appealing destination, followed by Quebec (7.5), Alberta (7.2), Nova Scotia (7.2) and Prince Edward Island (7.2).

For the most part, the appeal ratings of the U.S. reference states among Cyclists are comparable to those of Non-Cyclists. However Colorado (6.5) was perceived as more appealing to Cyclists than Non-Cyclists.

Fig. 5 Overall Appeal Ratings of Provinces, Territories and Selected U.S. States on a 10-Point Appeal Rating Scale (Higher Scores=More Appealing)



Other Outdoor Activities Pursued While on Trips

Cyclists were much more likely than the average Canadian Pleasure Traveller to participate in outdoor activities while on trips. The majority participated in ocean activities (e.g., sunbathing, swimming in ocean), hiking, climbing and paddling, boating and swimming activities (e.g., motorboating, swimming in lake) and wildlife viewing while on trips. Relative to the average Canadian Pleasure Traveller, Cyclists were two to three times more likely to participate in physically strenuous outdoor activities such as hiking, climbing and paddling, exercising and jogging, downhill skiing and snowboarding, cross-country skiing and snowshoeing, sailing and surfing and extreme air sports. On the other hand, they were less likely to have gone hunting in the past two years. The above-average participation in physically challenging outdoor activities reflects the fact that cycling is more frequently undertaken by young, affluent males, which are attributes that tend to be associated with higher levels of strenuous, outdoor activity.

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

| | Cyclists | Non-Cyclists | Pleasure Travellers | Index |
|---|-----------|--------------|---------------------|-------|
| Size of Market | 2,494,384 | 15,945,125 | 18,439,508 | 100 |
| Ocean Activities (e.g., swimming in ocean, sunbathing) | 71.4% | 45.0% | 48.5% | 147 |
| Hiking, Climbing & Paddling | 69.5% | 28.5% | 34.1% | 204 |
| Boating & Swimming (e.g., motorboating, swimming in lakes) | 68.8% | 36.8% | 41.1% | 167 |
| Wildlife Viewing | 66.5% | 37.3% | 41.2% | 161 |
| Sports & Games (e.g., tennis, board games) | 41.7% | 19.7% | 22.7% | 184 |
| Exercising & Jogging | 37.7% | 12.5% | 15.9% | 238 |
| Fishing | 34.7% | 21.9% | 23.6% | 147 |
| Downhill Skiing & Snowboarding | 33.7% | 11.7% | 14.6% | 230 |
| Skating (e.g., ice skating, rollerblading) | 32.0% | 8.8% | 12.0% | 268 |
| Cross-country Skiing & Snowshoeing | 29.7% | 6.1% | 9.3% | 319 |
| Golfing | 27.5% | 16.9% | 18.3% | 150 |
| Team Sports (e.g., hockey, baseball) | 18.9% | 10.2% | 11.4% | 167 |
| Snowmobiling & ATVing | 16.7% | 10.5% | 11.3% | 148 |
| Sailing & Surfing (e.g., sailing, windsurfing, parasailing) | 13.6% | 5.2% | 6.3% | 215 |
| Horseback Riding | 11.4% | 3.9% | 4.9% | 232 |
| Freshwater Scuba & Snorkeling | 8.2% | 2.2% | 3.0% | 273 |
| Wilderness Activities (e.g., wilderness skills course) | 5.8% | 1.8% | 2.4% | 245 |
| Motorcycling | 5.5% | 2.6% | 3.0% | 182 |
| Hunting | 4.3% | 4.8% | 4.7% | 91 |
| Extreme Air Sports (e.g., parachuting) | 2.9% | 0.8% | 1.1% | 259 |

Outdoor Activities Pursued in a Typical Year

Cyclists are also quite active in outdoor activities when they do not travel. In addition to going cycling, Cyclists frequently go on day outings to local parks, hike, swim, exercise at home or at a fitness club and go camping while not traveling. Relative to the average Canadian Pleasure Traveller, Cyclists were especially active in physically strenuous activities such as canoeing or kayaking, downhill skiing, cross-country skiing, snowboarding, skateboarding and of course, cycling. They were less likely than average to go hunting and ATVing.

Fig. 7 Outdoor Activities Pursued in a Typical Year

| | Cyclists | Non-Cyclists | Pleasure Travellers | Index |
|--|-----------|--------------|---------------------|-------|
| Size of Market | 2,494,384 | 15,945,125 | 18,439,508 | 100 |
| Cycling | 88.3% | 37.4% | 44.3% | 199 |
| Day outing to a park | 79.7% | 64.9% | 66.9% | 119 |
| Hiking | 73.6% | 44.9% | 48.8% | 151 |
| Swimming | 72.3% | 58.4% | 60.3% | 120 |
| Exercising at home or at a fitness club | 67.8% | 59.9% | 61.0% | 111 |
| Gardening | 63.9% | 59.1% | 59.8% | 107 |
| Picnicking | 63.1% | 51.5% | 53.1% | 119 |
| Camping | 55.4% | 36.0% | 38.6% | 143 |
| Ice-skating | 43.4% | 26.2% | 28.5% | 152 |
| Jogging | 35.4% | 22.3% | 24.1% | 147 |
| Canoeing or kayaking | 33.5% | 14.3% | 16.9% | 198 |
| Downhill skiing | 32.2% | 13.7% | 16.2% | 199 |
| Golfing | 31.7% | 29.0% | 29.4% | 108 |
| Playing racquet sports (e.g., tennis or badminton) | 30.9% | 17.3% | 19.1% | 161 |
| Fishing | 30.6% | 29.1% | 29.3% | 104 |
| Cross-country skiing | 30.0% | 9.7% | 12.5% | 241 |
| Playing team sports | 28.3% | 22.1% | 22.9% | 124 |
| Sailing or other boating | 27.2% | 22.9% | 23.4% | 116 |
| Rollerblading | 23.8% | 12.9% | 14.4% | 166 |
| Riding an all-terrain vehicle (ATV) | 12.4% | 14.6% | 14.3% | 87 |
| Snowmobiling | 9.5% | 9.8% | 9.8% | 97 |
| Snowboarding | 9.1% | 4.4% | 5.0% | 179 |
| Horseback riding | 8.8% | 6.5% | 6.8% | 130 |
| Hunting | 5.4% | 8.1% | 7.7% | 70 |
| Skateboarding | 3.9% | 1.2% | 1.6% | 248 |

Culture and Entertainment Activities Pursued While on Trips

Cyclists were much more active than the average Canadian Pleasure Traveller in most culture and entertainment activities while on trips in the past two years. While traveling, Cyclists frequently visited historical sites, museums and art galleries, theme parks and exhibits, fairs and festivals and attended musical concerts, festivals and attractions. Relative to the average Canadian Pleasure Traveller, Cyclists were especially likely to take part in participatory learning activities (e.g., aboriginal cultural experiences, participatory historical activities) and to attend live art performances (e.g., high arts, comedy festivals and clubs, music concerts, festivals and attractions) while on trips.

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

| | Cyclists | Non-Cyclists | Pleasure Travellers | Index |
|---|-----------|--------------|---------------------|-------|
| Size of Market | 2,494,384 | 15,945,125 | 18,439,508 | 100 |
| Shopping & Dining | 89.4% | 81.9% | 82.9% | 108 |
| Historical Sites, Museums & Art Galleries | 74.6% | 55.8% | 58.3% | 128 |
| Theme Parks & Exhibits | 57.2% | 36.3% | 39.2% | 146 |
| Fairs & Festivals | 56.0% | 34.8% | 37.7% | 149 |
| Musical Concerts, Festivals & Attractions | 52.6% | 29.6% | 32.7% | 161 |
| Wine, Beer & Food Tastings | 39.6% | 21.3% | 23.8% | 166 |
| Science & Technology Exhibits | 38.7% | 20.7% | 23.1% | 167 |
| Live Theatre | 30.3% | 19.6% | 21.1% | 144 |
| Garden Theme Attractions | 29.8% | 15.7% | 17.6% | 169 |
| Agro-Tourism | 28.3% | 13.7% | 15.7% | 181 |
| Casinos | 25.9% | 25.9% | 25.9% | 100 |
| Professional Sporting Events | 23.9% | 14.4% | 15.7% | 152 |
| Aboriginal Cultural Experiences | 20.1% | 10.3% | 11.6% | 173 |
| High Art Performances | 19.6% | 9.6% | 11.0% | 179 |
| Amateur Tournaments | 19.5% | 10.6% | 11.8% | 165 |
| Comedy Festivals & Clubs | 19.0% | 8.8% | 10.1% | 188 |
| Spas | 16.7% | 9.0% | 10.0% | 166 |
| Participatory Historical Activities | 13.5% | 5.6% | 6.7% | 202 |
| Equestrian & Western Events | 10.5% | 6.1% | 6.7% | 158 |
| Literary & Film Festivals | 7.0% | 1.9% | 2.6% | 273 |
| National & International Sporting Events | 5.1% | 2.9% | 3.2% | 160 |

Culture and Entertainment Activities Pursued in a Typical Year

Cyclists are also more active than the average Canadian Pleasure Traveller in culture and entertainment pursuits while not traveling. Relative to the average Canadian Pleasure Traveller, Cyclists are especially likely to go to local jazz clubs, rock concerts and bars with live pop or rock bands. They are also more likely to patronize local live arts (e.g., ballet, live theatre), visit local museums and art galleries and visit local day spas. On the other hand, Cyclists are less likely than average to go gambling in a casino.

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

| | Cyclists | Non-Cyclists | Pleasure Travellers | Index |
|---|-----------|--------------|---------------------|-------|
| Size of Market | 2,494,384 | 15,945,125 | 18,439,508 | 100 |
| Going out to eat in restaurants | 93.1% | 91.3% | 91.5% | 102 |
| Going to festivals or fairs | 69.3% | 60.2% | 61.4% | 113 |
| Going to historic sites or heritage buildings | 47.6% | 38.0% | 39.3% | 121 |
| Going to pick-your-own farms or farmers' market | 46.7% | 40.1% | 41.0% | 114 |
| Going to amateur sporting events | 46.2% | 41.3% | 42.0% | 110 |
| Going to museums | 41.3% | 31.4% | 32.7% | 126 |
| Going to live theatre | 40.0% | 34.0% | 34.8% | 115 |
| Going to art galleries or art shows | 40.0% | 30.5% | 31.8% | 126 |
| Going to bars with live pop or rock bands | 36.3% | 26.4% | 27.7% | 131 |
| Going to zoos or aquariums | 36.1% | 29.5% | 30.4% | 119 |
| Going to professional sporting events | 35.3% | 31.5% | 32.1% | 110 |
| Going dancing | 34.4% | 29.1% | 29.9% | 115 |
| Going to botanical gardens | 32.8% | 24.2% | 25.4% | 129 |
| Going to amusement or theme parks | 32.8% | 28.3% | 28.9% | 114 |
| Going to rock music concerts | 30.1% | 21.3% | 22.4% | 134 |
| Going to classical music concerts | 19.7% | 16.0% | 16.5% | 119 |
| Going to day spas | 17.0% | 13.2% | 13.8% | 123 |
| Going to gamble in casinos | 12.9% | 18.9% | 18.1% | 71 |
| Staying overnight in a hotel or B&B in own city | 11.1% | 9.7% | 9.9% | 112 |
| Going to jazz clubs | 10.7% | 7.0% | 7.5% | 142 |
| Going to the ballet | 9.6% | 6.9% | 7.3% | 131 |
| Going to rodeos | 8.4% | 7.2% | 7.3% | 115 |
| Going to the opera | 7.4% | 6.5% | 6.6% | 112 |

Accommodation Stayed In While on a Trip

Cyclists were much more likely than the average Canadian Pleasure Traveller to have stayed in public campgrounds and resorts (e.g., lakeside or riverside resorts, ski or mountain resorts). They were also more likely to have stayed at a campsite in a wilderness setting, health spas and cooking schools than the average Canadian Pleasure Traveller.

Fig. 10 Accommodation Stayed in While on Trips

| | Cyclists | Non-Cyclists | Pleasure Travellers | Index |
|--|-----------|--------------|---------------------|-------|
| Size of Market | 2,494,384 | 15,945,125 | 18,439,508 | 100 |
| A Public Campground in a National, State, Provincial or Municipal Park | 49.8% | 22.7% | 26.4% | 189 |
| Lakeside / Riverside Resort | 35.1% | 20.3% | 22.3% | 157 |
| A Private Campground | 32.8% | 16.6% | 18.8% | 175 |
| Ski Resort or Mountain Resort | 28.0% | 11.8% | 13.9% | 200 |
| Seaside Resort | 27.6% | 19.7% | 20.7% | 133 |
| A Camp Site in a Wilderness Setting (Not a Campground) | 17.4% | 7.2% | 8.6% | 203 |
| Health Spa | 10.8% | 5.2% | 5.9% | 182 |
| Wilderness Lodge You Can Drive to by Car | 9.5% | 5.0% | 5.6% | 169 |
| Country Inn or Resort with Gourmet Restaurant | 8.5% | 4.5% | 5.1% | 168 |
| A Motor Home or RV while Traveling or Touring (Not a Camping Trip) | 7.4% | 4.0% | 4.5% | 165 |
| Farm or Guest Ranch | 5.4% | 2.7% | 3.0% | 176 |
| Remote or Fly-In Wilderness Lodge | 2.7% | 1.4% | 1.6% | 172 |
| On a Houseboat | 2.2% | 1.2% | 1.4% | 161 |
| Cooking School | 1.0% | 0.3% | 0.4% | 278 |
| Remote or Fly-In Wilderness Outpost | 0.6% | 0.6% | 0.6% | 101 |
| Wine Tasting School | 0.3% | 0.2% | 0.3% | 132 |

Tours and Cruises Taken During Past Two Years

Cyclists were much more likely than the average Canadian Pleasure Traveller to have taken tours and cruises in the past two years. Self-guided sameday tours and scenic countryside drives were the most popular tours among Cyclists. They were especially likely to have taken a wilderness tour, tours of wineries or factories and air tours in an airplane or helicopter. Cyclists were also more likely to have taken freshwater cruises (e.g., St. Lawrence River, Great Lakes, other lake or river), but less likely than average to have taken a Caribbean or Alaskan ocean cruise.

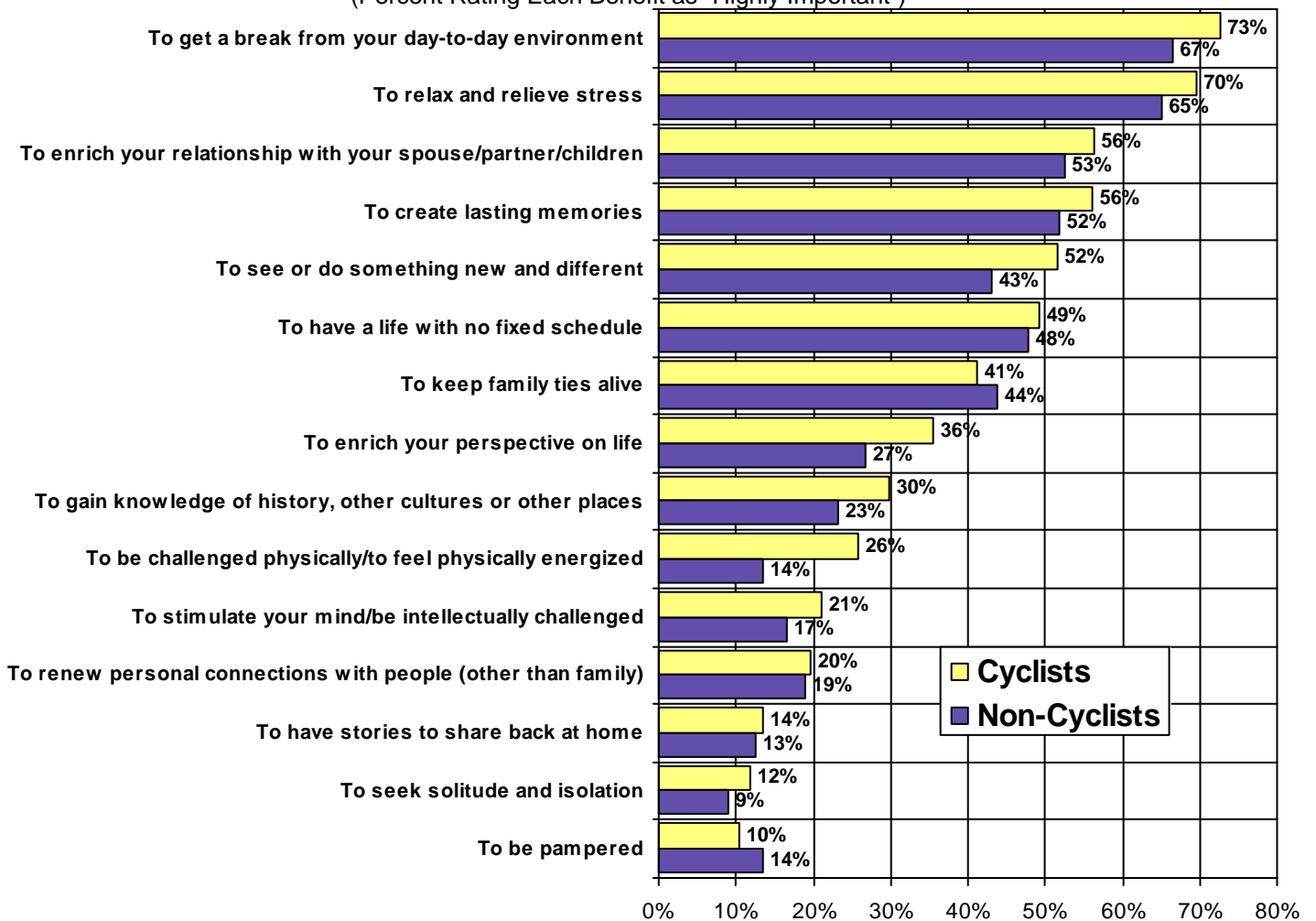
Fig. 11 Tours and Cruises Taken During Past Two Years

| | Cyclists | Non-Cyclists | Pleasure Travellers | Index |
|--|-----------|--------------|---------------------|-------|
| Size of Market | 2,494,384 | 15,945,125 | 18,439,508 | 100 |
| A self-guided, sameday tour while on an overnight trip | 42.2% | 27.3% | 29.3% | 144 |
| Around the countryside - scenic drives | 34.7% | 20.5% | 22.4% | 155 |
| Around the city | 31.0% | 22.2% | 23.4% | 133 |
| An organized, sameday, guided tour while on an overnight trip | 30.9% | 20.9% | 22.2% | 139 |
| A self-guided, overnight tour where you stayed in different locations | 28.3% | 16.5% | 18.1% | 156 |
| Wilderness tour | 26.3% | 10.9% | 13.0% | 203 |
| On the water (sightseeing cruise) | 20.9% | 11.9% | 13.1% | 160 |
| Some other type of tour | 15.7% | 8.9% | 9.8% | 159 |
| An organized, overnight, guided tour where you stayed in different locations | 14.4% | 9.4% | 10.1% | 143 |
| An organized, overnight, guided tour where you stayed in a single location | 11.1% | 7.3% | 7.8% | 142 |
| To a winery | 11.1% | 4.8% | 5.6% | 197 |
| To a casino | 7.8% | 6.3% | 6.5% | 120 |
| To a factory | 5.9% | 2.1% | 2.6% | 223 |
| Caribbean ocean cruise | 4.7% | 5.5% | 5.4% | 86 |
| Cruise on another lake or river | 3.9% | 2.1% | 2.4% | 164 |
| Ocean cruise – Other | 3.6% | 3.3% | 3.3% | 107 |
| In the air as a pilot or passenger of an airplane or helicopter | 3.3% | 1.7% | 1.9% | 176 |
| Cruise on the St. Lawrence River | 3.3% | 1.7% | 1.9% | 169 |
| Some other type of cruise | 2.1% | 1.5% | 1.6% | 130 |
| Alaskan ocean cruise | 1.4% | 1.7% | 1.6% | 84 |
| Great Lakes cruise | 1.0% | 0.8% | 0.8% | 132 |
| Submarine cruise | 0.3% | 0.1% | 0.1% | 227 |

Benefits Sought While On a Vacation

As with most Canadian Pleasure Travellers, the majority of Cyclists take vacations to get a break from their day-to-day environment, to relax and relieve stress, to enrich family relationships, to create lasting memories and to see or do something new and different. However, each of these common vacation benefits tends to more important to Cyclists than to Non-Cyclists. Relative to other Canadian Pleasure Travellers, Cyclists are also more likely to prefer vacations that are intellectually challenging (e.g., enrich perspective on life, gain knowledge of history and culture of a destination) and physically challenging (i.e., being challenged or feeling energized physically).

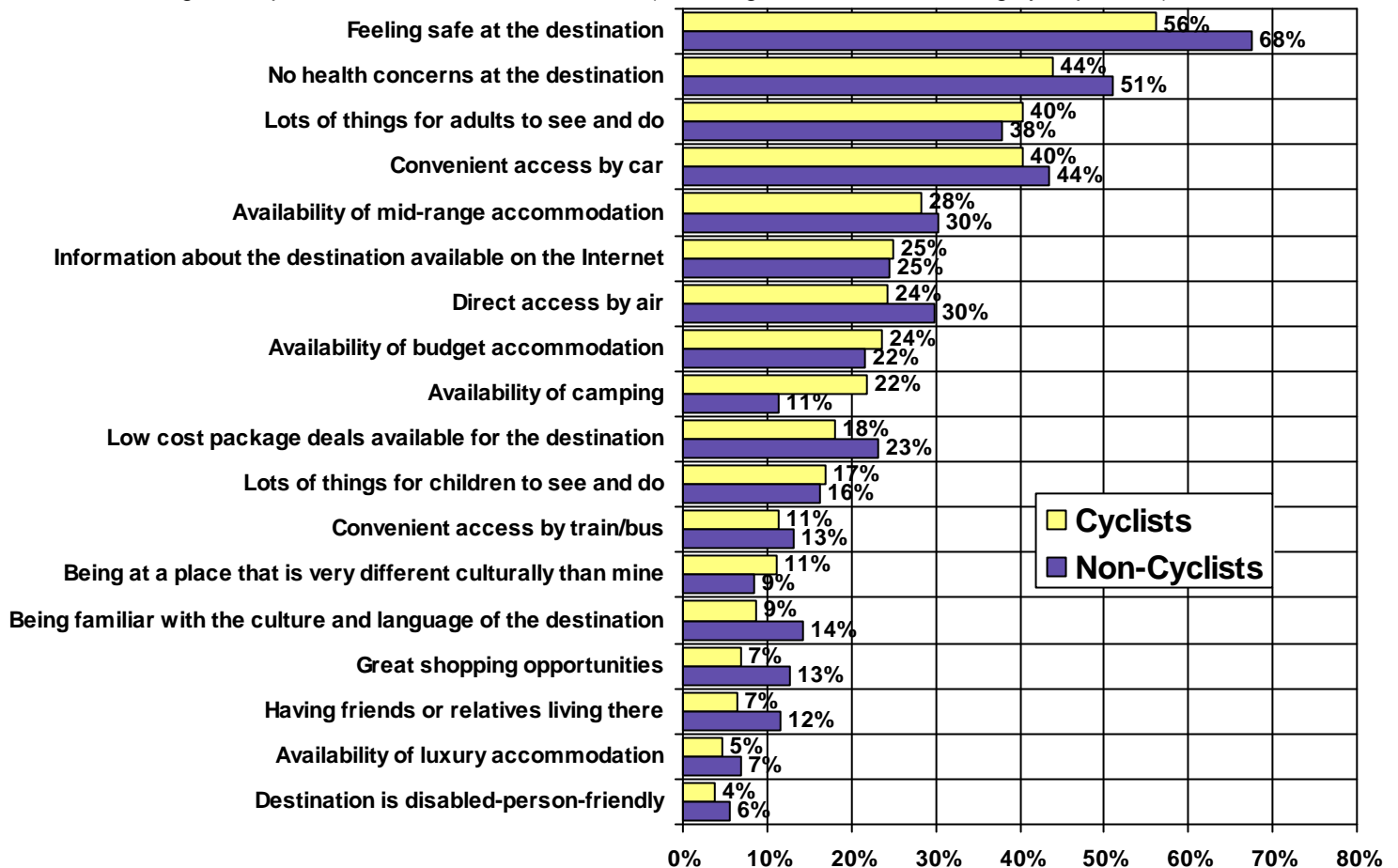
Fig.12 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as "Highly Important")



Other Attributes of a Destination Considered Important

As with most Canadian Pleasure Travellers, the majority of Cyclists consider it important that they feel safe at a destination, albeit to a lesser extent than Non-Cyclists. However, Cyclists consider it more important that a destination has camping available. They consider it less important that a destination has no health concerns, is directly accessible by air, offers low-cost package deals and great shopping opportunities, has a familiar culture and language and has friends or relatives living nearby.

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



How Destinations are Selected

Similar to the average Canadian Pleasure Traveller, Cyclists tend to start planning for summer and winter trips with a particular destination in mind. However, Cyclists are more likely than average to start trip planning by considering what specific activities they would like to do while on vacation.

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

| | Cyclists | Non-Cyclists | Pleasure Travellers | Index |
|--|-----------|--------------|---------------------|-------|
| Size of Market | 2,494,384 | 15,945,125 | 18,439,508 | 100 |
| Summer | | | | |
| Started with a desired destination in mind | 51.4% | 48.0% | 48.5% | 106 |
| Started by considering specific activities wanted to do | 17.0% | 13.2% | 13.8% | 123 |
| Started with a certain type of vacation experience in mind | 22.5% | 23.9% | 23.7% | 95 |
| Looked for packaged deals - no destination in mind | 1.0% | 1.4% | 1.3% | 78 |
| Considered something else first | 3.3% | 4.5% | 4.3% | 78 |
| Don't know / Other | 4.7% | 9.0% | 8.4% | 56 |
| Winter | | | | |
| Started with a desired destination in mind | 43.9% | 49.5% | 48.6% | 90 |
| Started by considering specific activities wanted to do | 22.9% | 14.2% | 15.6% | 147 |
| Started with a certain type of vacation experience in mind | 20.7% | 19.0% | 19.3% | 107 |
| Looked for packaged deals - no destination in mind | 2.7% | 3.3% | 3.2% | 86 |
| Considered something else first | 3.5% | 4.9% | 4.7% | 75 |
| Don't know / Other | 6.2% | 9.1% | 8.6% | 72 |

Trip Planning and Information Sources Consulted

The majority of Cyclists were responsible for planning their trips either on their own (43.9%) or with someone else (13.4%). When making vacation plans, Cyclists consulted a wider variety of sources than the average Canadian Pleasure Traveller. Most Cyclists used the Internet, word-of-mouth and past experiences to plan trips. However, Cyclists are more likely than others to obtain information from official sources (e.g., travel guides or brochures from state/province, visitor information centres), newspaper or magazine articles, travel guidebooks such as Fodor's, television programs and trade, travel or sports shows.

Fig. 15 Who Plans Vacations and Information Sources Consulted

| | | Cyclists | Non-Cyclists | Pleasure Travellers | Index |
|---|--|-----------|--------------|---------------------|-------|
| Size of Market | | 2,494,384 | 15,945,125 | 18,439,508 | 100 |
| Who Plans Trips? | Respondent plans trips | 43.9% | 41.7% | 42.0% | 105 |
| | Trip planning a shared responsibility | 13.4% | 16.9% | 16.4% | 81 |
| | Someone else plans trips | 42.7% | 41.3% | 41.5% | 103 |
| Information Sources Consulted | An Internet website | 80.8% | 62.7% | 65.2% | 124 |
| | Advice of others / Word-of-mouth | 64.5% | 48.9% | 51.1% | 126 |
| | Past experience / Been there before | 59.7% | 48.9% | 50.4% | 118 |
| | Maps | 43.9% | 30.7% | 32.6% | 135 |
| | Official travel guides or brochures from state /province | 41.0% | 23.5% | 26.0% | 158 |
| | A travel agent | 39.1% | 33.3% | 34.1% | 115 |
| | Visitor information centres | 36.5% | 21.2% | 23.4% | 156 |
| | Articles in newspapers / magazines | 33.1% | 18.8% | 20.9% | 158 |
| | Travel guide books such as Fodor's | 22.3% | 12.2% | 13.6% | 164 |
| | An auto club such as CAA | 22.2% | 16.9% | 17.7% | 126 |
| | Advertisements in newspapers / magazines | 19.5% | 13.4% | 14.3% | 137 |
| | Travel information received in the mail | 13.1% | 8.1% | 8.8% | 148 |
| | Programs on television | 12.9% | 6.6% | 7.5% | 172 |
| | An electronic newsletter or magazine received by e-mail | 6.0% | 3.9% | 4.2% | 143 |
| | Advertisements on television | 5.9% | 4.9% | 5.0% | 117 |
| Visits to trade, travel or sports shows | 5.7% | 2.7% | 3.1% | 183 | |

Use of the Internet to Plan and Arrange Trips

Cyclists are more likely than the average Canadian Pleasure Traveller to use the Internet to plan (75.3%) and book travel (48.7%). In fact, Cyclists were the fifth most likely of the 21 outdoor activity types to purchase trip components online. The majority of Cyclists use hotel or resort websites, official tourism websites (e.g., country, region or city websites) and airline websites. They are also more likely than average to use the websites of motorcoach lines or specific attractions. Given that cyclists are less likely to take ocean cruises, it is not surprising that they are less likely to use cruise line websites. Accommodation and airline tickets were the trip components most often purchased online. Cyclists were also more likely than others to use the Internet for to purchase tickets for specific activities or attractions and rail, bus and boat/ship fares.

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

| | | Cyclists | Non-Cyclists | Pleasure Travellers | Index |
|---|--|-----------|--------------|---------------------|-------|
| Size of Market | | 2,494,384 | 15,945,125 | 18,439,508 | 100 |
| Percent Using Internet to Plan or Book Travel | Does not use the Internet | 24.7% | 43.4% | 40.8% | 61 |
| | Uses Internet to plan trips only | 26.6% | 21.4% | 22.1% | 120 |
| | Uses Internet to book part of trip | 48.7% | 35.2% | 37.0% | 132 |
| Types of Websites Consulted | A website of a hotel or resort | 63.0% | 55.7% | 57.0% | 110 |
| | A tourism website of a country / region / city | 58.7% | 47.9% | 49.8% | 118 |
| | An airline website | 50.5% | 45.5% | 46.3% | 109 |
| | A travel planning / booking website | 46.2% | 45.6% | 45.7% | 101 |
| | A website of an attraction | 43.5% | 32.5% | 34.5% | 126 |
| | Some other website | 33.6% | 26.3% | 27.6% | 122 |
| | A cruise line website | 7.6% | 8.2% | 8.1% | 94 |
| | A motorcoach website | 3.2% | 2.3% | 2.5% | 131 |
| Parts of Trips Booked Over The Internet | Accommodation | 77.2% | 67.4% | 69.2% | 112 |
| | Air tickets | 71.2% | 69.1% | 69.5% | 103 |
| | Car rental | 31.5% | 26.2% | 27.1% | 116 |
| | Tickets or fees for specific activities or attractions | 29.0% | 22.5% | 23.6% | 123 |
| | Tickets for rail, bus or boat / ship fares | 21.1% | 14.1% | 15.3% | 138 |
| | A package containing two or more items | 14.6% | 15.6% | 15.4% | 95 |
| | Other | 4.3% | 3.9% | 3.9% | 109 |

Media Consumption Habits

Cyclists are avid consumers of travel-related media including the travel sections of daily and weekend newspapers, travel magazines, travel television programs and travel websites. Cyclists can also be effectively targeted effectively through their interests in natural science (e.g., science & geography magazines, science & nature television shows), outdoor activities (e.g., outdoor activity & sports magazines) and technology (e.g., photography & video magazines; computer, electronics & technology magazines). This segment is also more likely to listen to specialty radio programming (including multicultural, jazz and classical music) and modern or alternative rock radio.

Fig. 17 Media Consumption Habits

| | | Cyclists | Non-Cyclists | Pleasure Travellers | Index |
|---|--|-----------|--------------|---------------------|-------|
| Size of Market | | 2,494,384 | 15,945,125 | 18,439,508 | 100 |
| Newspaper Readership | Reads daily newspaper | 88.2% | 87.1% | 87.3% | 101 |
| | Reads weekend edition of newspaper | 88.4% | 87.1% | 87.3% | 101 |
| | Reads local neighbourhood or community newspapers | 65.5% | 60.9% | 61.5% | 106 |
| | Reads other types of newspapers | 18.6% | 16.9% | 17.2% | 108 |
| | Frequently or occasionally reads travel section of daily newspaper | 49.3% | 45.2% | 45.7% | 108 |
| | Frequently or occasionally reads travel section of weekend newspaper | 53.8% | 46.3% | 47.3% | 114 |
| Types of Magazines Read (Top 5 Indexed) | Photography and video | 7.4% | 3.5% | 4.1% | 183 |
| | Outdoor activities/sports | 20.5% | 11.6% | 12.8% | 159 |
| | Science and geography | 25.3% | 15.2% | 16.6% | 152 |
| | Travel (e.g., Condé Nast) | 17.3% | 10.9% | 11.8% | 147 |
| | Computers, electronics and technology | 14.9% | 9.7% | 10.4% | 143 |
| Type of Television Programs Watched (Top 5 Indexed) | Science & nature shows | 51.6% | 42.6% | 43.8% | 118 |
| | Late night talk shows | 31.0% | 27.0% | 27.5% | 113 |
| | Travel shows | 32.3% | 30.0% | 30.3% | 106 |
| | Science fiction / Fantasy shows | 20.2% | 19.1% | 19.2% | 105 |
| | History | 42.8% | 41.7% | 41.8% | 102 |
| Type of Radio Programs Listened To (Top 5 Indexed) | Multicultural | 11.7% | 7.8% | 8.4% | 140 |
| | Jazz / Big band | 11.9% | 8.3% | 8.8% | 136 |
| | Classical music | 21.6% | 16.6% | 17.2% | 125 |
| | Modern rock / Alternative rock | 45.7% | 35.7% | 37.1% | 123 |
| | News / Talk / Information | 46.0% | 38.4% | 39.4% | 117 |
| Types of Websites Visited (Top 5 Indexed) | Sites for specific activities or interests | 42.2% | 34.7% | 35.9% | 118 |
| | Travel | 57.0% | 49.4% | 50.6% | 113 |
| | Magazine sites | 18.1% | 16.3% | 16.6% | 109 |
| | Network news sites (e.g., CBC, CNN) | 39.0% | 35.6% | 36.1% | 108 |
| | Newspaper sites | 33.6% | 31.5% | 31.8% | 106 |

Appendix One: Canadian TAMS 2006 Outdoor Activity Segmentation

| Activity Segment | Activities in Segment | |
|------------------------------------|---|--|
| Golfing | Played During a Stay at a Golf Resort with Overnight Stay | Golf Tour Package to Play on Various Courses |
| | Played an Occasional Game While on a Trip | |
| Hunting | Hunting for Small Game | Hunting for Birds |
| | Hunting for Big Game | |
| Fishing | Fresh-Water Fishing | Salt-Water Fishing |
| | Ice Fishing | Trophy Fishing |
| Wildlife Viewing | Viewing Land Based Animals | Bird Watching |
| | Whale Watching & Other Marine Life | Visited National, Provincial /State Park |
| | Wildflowers /Flora Viewing | Viewing Northern Lights |
| Hiking, Climbing & Paddling | Mountain Climbing /Trekking | Fresh Water Kayaking /Canoeing |
| | Rock Climbing | Ocean Kayaking / Canoeing |
| | Hiking /Backpacking in Wilderness Setting With Overnight Camping or Lodging | Same Day Hiking Excursion While on a Trip of 1+ Nights |
| | | White Water Rafting |
| Boating & Swimming | Motorboating | Swimming in Lakes |
| | Water Skiing | |
| Ocean Activities | Swimming in Oceans | Snorkeling in Sea /Ocean |
| | Sunbathing, Sitting on a Beach | Scuba Diving in Sea/Ocean |
| Sailing & Surfing | Sailing | Parasailing |
| | Wind Surfing | Kite Surfing |
| Freshwater Scuba & Snorkeling | Scuba Diving in Lakes /Rivers | Snorkeling in Lakes /Rivers |
| Exercising & Jogging | Working Out in Fitness Centre | Jogging or Exercising Outdoors |
| Cycling | Overnight Touring Trip | Recreational - Same Day Excursion |
| | Mountain Biking | |
| Motorcycling | Overnight Touring Trip | Same Day Excursion |
| Horseback Riding | With an Overnight Stop | Same Day Excursion |
| Snowmobiling & ATVing | All Terrain Vehicle - Overnight Touring Trip | Snowmobiling As an Overnight Touring Trip |
| | All Terrain Vehicle - Same Day Excursion | Snowmobiling Day Use on Organized Trail |
| Downhill Skiing & Snowboarding | Snowboarding | Downhill Skiing |
| Cross-country Skiing & Snowshoeing | Cross-country Skiing | Cross-country or Back Country as an Overnight Touring Trip |
| | Snowshoeing | |
| Wilderness Activities | Wilderness Skills Courses | Dog Sledding |
| | Ice Climbing | |
| Skating | Ice Skating | In-Line /Rollerblading |
| Extreme Air Sports | Parachuting | Hot Air Ballooning |
| | Hang Gliding | |
| Team Sports | Ice Hockey | Curling |
| | Football | Basketball |
| | Baseball or Softball | Soccer |
| Sports & Games | Board Games | Badminton |
| | Volleyball | Tennis |
| | Beach Volleyball | Mini-Golf |
| | Bowling | |

| Appendix Two Canadian TAMS 2006 Culture and Entertainment Segmentation | | |
|---|---|---|
| Activity Segment | Activities in Segment | |
| Historical Sites, Museums & Art Galleries | Well-known Historic Sites or Buildings | Well-known Natural Wonders |
| | Other Historic Sites, Monuments and Buildings | Historical Replicas of Cities or Towns With Historic Re-Enactments |
| | Strolling Around a City to Observe Buildings and Architecture | Museum - Military /War Museums |
| | Museum - General History or Heritage Museums | Art Galleries Paleontological/Archaeological Sites |
| Shopping & Dining | Shop Or Browse - Bookstore or Music Store | Shop Or Browse – Antiques |
| | Shop Or Browse - Clothing, Shoes and Jewellery | Shop Or Browse - Gourmet Foods in Retail Stores |
| | Shop Or Browse - Local Arts & Crafts Studios or Exhibitions | Shop Or Browse - Greenhouse or Garden Centre |
| | Dining - Restaurants Offering Local Ingredients and Recipes | High-End Restaurants with an International Reputation |
| | Went to Local Outdoor Cafes | Other High-End Restaurants |
| Aboriginal Cultural Experiences | Aboriginal Cuisine (Tasted or Sampled) | Aboriginal Arts and Crafts Shows |
| | Aboriginal Heritage Attractions (e.g., Museums, Interpretive Centres) | Aboriginal Cultural Experiences in a Remote or Rural Setting |
| | Aboriginal Festivals & Events (e.g., Powwows) | Aboriginal Outdoor Adventure and/or Sports |
| Fairs & Festivals | Farmers' Markets or Country Fairs | Firework Displays |
| | Carnivals | Ethnic Festivals |
| | Exhibition or Fairs | Food/Drink Festivals |
| Science & Technology Exhibits | Science or Technology Museums | Children's Museums |
| | Science & Technology Theme Parks | Went to an Imax Movie Theatre |
| | Planetarium | |
| Theme Parks & Exhibits | Amusement Park | Aquariums |
| | Water Theme Park | Zoos |
| | Movie Theme Park | Entertainment Farms (e.g., Corn Maze, Petting Zoo) |
| | Wax Museums | |
| High Art Performances | Classical or Symphony Concert | Ballet or Other Dance Performances |
| | Opera | |
| Professional Sporting Events | Professional Football Games | Professional Golf Tournaments |
| | Professional Basketball Games | Professional Ice Hockey Games |
| | Professional Baseball Games | Professional Soccer Games |
| Live Theatre | Live Theatre | Live Theatre with Dinner |
| | Theatre Festivals | |
| Literary & Film Festivals | Literary Festivals or Events | International Film Festivals |
| Tastings | Went to Wineries for Day Visits and Tasting | Cooking/Wine Tasting Courses |
| | Went to Breweries for Day Visits and Tasting | Visited Food Processing Plants (e.g., Cheese Factory) |
| Casinos | Went to a Casino | |
| Spas | Day Visit to a Health & Wellness Spas while on an Overnight Trip | |
| Participatory Historical Activities | Historical Re-Enactments (as an Actor) | Interpretive Program at a Historic Site or National/Provincial Park |
| | Curatorial Tours | Archaeological Digs |
| Equestrian & Western Events | Equine (Horse) Competitions | Western Theme Events (e.g., Rodeos) |
| | Horse Races | |

| Appendix Two | | |
|--|---|---|
| Canadian TAMS 2006 Culture and Entertainment Segmentation | | |
| Agro-Tourism | Dining At A Farm | Harvesting and /or Other Farm Operations |
| | Went Fruit Picking at Farms or Open Fields | |
| National & International Sporting Events | Curling Bonspiel | National /International Sporting Events such as the Olympic Games |
| | Professional Figure Skating | |
| Gardens Theme Attractions | Garden Theme Park | Botanical Gardens |
| Amateur Tournaments | Amateur Sports Tournaments and Competitions | Amateur Tournaments and Competitions other than Sports-related |
| Musical Concerts, Festivals & Attractions | Music Festivals | Musical Attractions |
| | Jazz Concert | Free Outdoor Performances (e.g., Theatre, Concerts) in a Park |
| | Rock & Roll/Popular Music Concert | Country & Western Music Concert |
| Comedy Festivals & Clubs | Comedy Festivals | Stand-up Comedy Clubs & Other Variety Shows |