

CANADIAN TRAVEL MARKET

Participatory Historical Activities While on Trips Of One or More Nights

A Profile Report

November 25, 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



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 did participatory historical activities 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.

Participatory Historical Activities While on Trips

Market Incidence

Over the last two years, 5.0% of adult Canadians (1,232,788) took part in a participatory historical activity while on an out-of-town, overnight trip of one or more nights.

Participating in an interpretive program at a historic site or at a national or provincial park (3.6%) was the most popular trip activity, followed by participating in a curatorial tour (1.0%), participating in an archaeological dig (0.7%) and acting in a historical re-enactment (0.3%). Taking part in a participatory historical activity while on trips was the 18th most frequent culture and entertainment activity type undertaken by Canadian Pleasure Travellers in the past two years.

Of those who took part in participatory historical activities, 20.2% (248,418) reported that this activity was the main reason for taking at least one trip in the past two years.

Participating in a historical re-enactment was more likely than other participatory historical activities to be cited as the main reason for taking at least one trip in the last two years.

Fig. 1 Incidence of Participatory Historical Activities While on Trips¹

	Number of Historical Activity Participants ²	Percent Main Reason for Trip ³	Percent of Pleasure Travellers ⁴	Percent of Total Canadian Population ⁵
Size of Market	1,232,788	248,418	18,439,508	24,776,103
Participatory Historical Activities (All Activities)	1,232,788	20.2%	6.7%	5.0%
Interpretive program at a historic site or national/provincial park	887,590	18.9%	4.8%	3.6%
Curatorial tours	241,636	15.4%	1.3%	1.0%
Archaeological digs	175,595	23.7%	1.0%	0.7%
Historical re-enactments (as an actor)	84,377	39.4%	0.5%	0.3%
Participated in all four activities	691	0.0%	LT 0.1%	LT 0.1%

- 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 did a participatory historical activity while on an out-of-town, overnight 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

Those who participated in historical activities while on trips are slightly over-represented among Canadian Pleasure Travellers living in Saskatchewan, British Columbia, Alberta and Quebec.

Fig. 2 Geographic Distribution of Those Who Did Participatory Historical Activities While on Trips

	Total Population	Estimated Number Who Did Participatory Historical Activities on a Trip	Percent of Pleasure Travellers in Region Who Did Participatory Historical Activities on a Trip	Percent of Total Regional Population Who Did Participatory Historical Activities on a Trip
Canada	24,776,103	1,232,788	6.7%	5.0%
Atlantic Provinces	1,822,494	77,005	6.1%	4.2%
Quebec	5,940,869	310,103	7.4%	5.2%
Ontario	9,671,592	377,100	5.3%	3.9%
Manitoba	843,107	32,924	5.5%	3.9%
Saskatchewan	706,325	45,982	8.5%	6.5%
Alberta	2,465,540	167,289	8.3%	6.8%
British Columbia	3,326,176	222,384	8.4%	6.7%

Demographic Profile

Females (55.0%) are more likely than males to participate in historical activities while on trips. Relative to the average Canadian Pleasure Traveller, they are somewhat over-represented among those 35 to 54 years old. They are well-educated and the fourth most likely of the 21 culture and entertainment activity types to have a university degree (42.3%). They have the sixth highest average household income (\$80,197).

Fig. 3 Demographic Profile of Those Who Participated in Historical Activities While on Trips Relative to All Canadian Pleasure Travellers

Attribute	Size of Market	Participated in Historical Activities	Did Not Participate in Historical Activities ¹	Pleasure Travellers	Index ²
		1,232,788	17,206,721	18,439,508	100
Gender	Male	45.0%	49.1%	48.8%	92
	Female	55.0%	50.9%	51.2%	107
Age of Respondent	18 to 24	13.3%	12.8%	12.8%	104
	25 to 34	14.8%	19.6%	19.3%	77
	35 to 44	21.5%	20.5%	20.5%	105
	45 to 54	24.6%	20.0%	20.3%	121
	55 to 64	13.6%	14.2%	14.1%	96
	65 Plus	12.2%	13.0%	12.9%	95
Average Age		45.0	44.5	44.5	N/A
Marital Status	Not married	33.4%	32.1%	32.2%	104
	Married	66.6%	67.9%	67.8%	98
Parental Status	No children under 18	71.0%	71.1%	71.1%	100
	Children under 18	29.0%	28.9%	28.9%	100
Education	High school or less	24.8%	37.0%	36.2%	68
	Some post-secondary	12.8%	11.1%	11.2%	115
	Post-secondary diploma/certificate	20.1%	22.0%	21.9%	92
	University degree	42.3%	29.9%	30.7%	138
Household Income	Under \$20,000	4.5%	5.8%	5.7%	78
	\$20,000 to \$39,999	10.0%	14.8%	14.5%	69
	\$40,000 to \$59,999	17.1%	16.5%	16.5%	103
	\$60,000 to \$79,999	17.1%	15.1%	15.2%	112
	\$80,000 to \$99,999	11.3%	12.3%	12.2%	92
	\$100,000 or more	31.2%	22.2%	22.8%	137
	Not stated	8.8%	13.3%	13.0%	68
Average Household Income		\$80,197	\$72,274	\$72,829	N/A

- 1 - Defined as individuals who took at least one out-of-town, pleasure trip of one or more nights in the last two years but did not participate in historical activity on any trip. The numbers of Participated in and Did Not Participate in Historical Activities equal the number of Pleasure Travellers.
- 2 - The "Index" is calculated by dividing the percent for Participated in Historical Activities in each group by the percent of Pleasure Travellers in each group. The Index indicates the extent to which Participated in Historical Activities 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)

Those who took part in a participatory historical activity were frequent domestic travellers. They were most likely of the 21 culture and entertainment activity types to have taken a trip within their own province or region (94.1%), the 3rd most likely to have traveled to an adjacent province or region (61.0%) and the second most likely to have visited a non-adjacent province or region (44.9%) in the past two years. In relative terms, this segment was more likely than the average Canadian Pleasure Traveller to have traveled in all regions of Canada and especially the Northern Territories.

However, their out-of-country travel is average to below-average relative to the other culture and entertainment activity types. They were the 18th most likely to have visited the United States (58.9%), the 8th most likely to have visited Mexico (16.5%) and the 17th most likely to have taken a trip to the Caribbean (16.1%) in the past two years.

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

	Participated in Historical Activities	Did Not Participate in Historical Activities	Pleasure Travellers	Index
Size of Market	1,232,788	17,206,721	18,439,508	100
Canada	99.1%	94.4%	94.8%	105
Took a trip within own province / region	94.1%	85.3%	85.9%	110
Took a trip to an adjacent province / region	61.0%	47.7%	48.6%	126
Took a trip to non-adjacent province / region	44.9%	30.5%	31.4%	143
Newfoundland and Labrador	6.3%	4.2%	4.3%	147
Prince Edward Island	13.8%	6.7%	7.2%	193
New Brunswick	17.9%	11.4%	11.8%	152
Nova Scotia	19.9%	12.2%	12.7%	157
Quebec	48.2%	38.3%	38.9%	124
Ontario	56.7%	53.3%	53.5%	106
Manitoba	15.1%	8.7%	9.2%	165
Saskatchewan	19.0%	10.9%	11.4%	167
Alberta	36.7%	25.1%	25.8%	142
British Columbia	43.6%	29.7%	30.6%	142
Yukon	3.8%	0.8%	1.0%	382
Northwest Territories	2.0%	0.6%	0.7%	300
Nunavut	0.7%	0.3%	0.3%	246
United States	58.9%	50.1%	50.7%	116
Mexico	16.5%	12.1%	12.4%	134
Caribbean	16.1%	15.6%	15.6%	103
All other destinations	31.8%	23.1%	23.6%	135

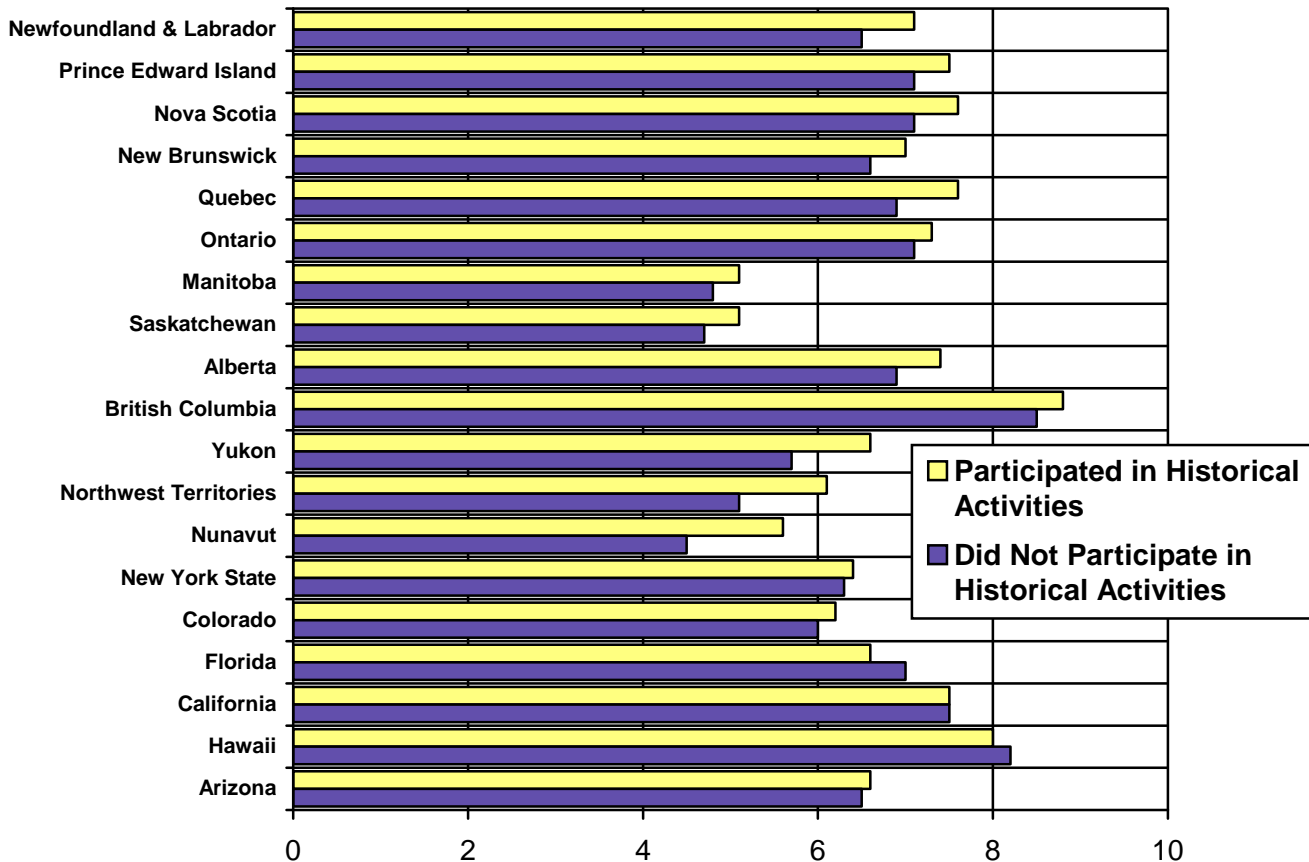
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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 took part in participatory historical activities while on trips have a more favourable impression of Canadian destinations than other Canadian Pleasure Travellers. British Columbia (8.8) was rated as the most appealing destination overall.

However, the appeal of the U.S. reference states was comparable to that of other Canadian Pleasure Travellers (reflecting the fact that they are less likely to travel to the United States than other culture and entertainment activity types). Among the U.S. reference states, Hawaii (8.0) and California (7.5) were perceived as the most appealing destinations by this activity segment.

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 Culture and Entertainment Activities Pursued While on Trips

Those who participated in historical activities were very active in culture and entertainment activities while traveling. They frequently went shopping and dining, visited historical sites, museums and art galleries and attended fairs and festivals while on trips. Relative to the average Canadian Pleasure Traveller, they were especially likely to take part in other experiential, educational activities (e.g., aboriginal cultural experiences, agro-tourism). They were also more likely to attend live art performances (e.g., high art performances, live theatre, musical concerts, comedy clubs), literary and film festivals and to have visited educational attractions (e.g., science & technology exhibits, garden theme attractions).

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

	Participated in Historical Activities	Did Not Participate in Historical Activities	Pleasure Travellers	Index
Size of Market	1,232,788	17,206,721	18,439,508	100
Shopping & Dining	97.2%	81.9%	82.9%	117
Historical Sites, Museums & Art Galleries	90.2%	56.0%	58.3%	155
Fairs & Festivals	62.4%	35.9%	37.7%	166
Musical Concerts, Festivals & Attractions	54.5%	31.2%	32.7%	166
Theme Parks & Exhibits	54.1%	38.1%	39.2%	138
Wine, Beer & Food Tastings	48.7%	22.0%	23.8%	205
Science & Technology Exhibits	45.5%	21.5%	23.1%	197
Garden Theme Attractions	39.6%	16.0%	17.6%	225
Live Theatre	37.5%	19.9%	21.1%	178
Agro-Tourism	33.3%	14.4%	15.7%	212
Aboriginal Cultural Experiences	33.3%	10.0%	11.6%	287
Casinos	31.2%	25.5%	25.9%	120
Professional Sporting Events	21.5%	15.3%	15.7%	137
High Art Performances	21.1%	10.2%	11.0%	192
Spas	19.4%	9.4%	10.0%	194
Amateur Tournaments	18.4%	11.3%	11.8%	156
Comedy Festivals & Clubs	16.4%	9.7%	10.1%	162
Equestrian & Western Events	14.1%	6.1%	6.7%	212
National & International Sporting Events	6.7%	3.0%	3.2%	209
Literary & Film Festivals	6.2%	2.3%	2.6%	240

Culture and Entertainment Activities Pursued in a Typical Year

Those who participated in historical activities while on trips are also quite active in most culture and entertainment activities while not traveling. They frequently dine in local restaurants and visit local festivals and fairs and local historic sites or heritage buildings. Relative to the average Canadian Pleasure Traveller, they are especially likely to patronize local live art performances (e.g., classical music concerts, jazz clubs, ballet, opera) and to visit local museums and art galleries. Clearly this activity segments enjoys being intellectually stimulated and opportunities to acquire knowledge.

Fig. 7 Culture and Entertainment Activities Pursued in a Typical Year

	Participated in Historical Activities	Did Not Participate in Historical Activities	Pleasure Travellers	Index
Size of Market	1,232,788	17,206,721	18,439,508	100
Going out to eat in restaurants	95.6%	91.2%	91.5%	105
Going to festivals or fairs	73.6%	60.6%	61.4%	120
Going to historic sites or heritage buildings	57.9%	38.0%	39.3%	147
Going to museums	53.7%	31.2%	32.7%	164
Going to pick-your-own farms or farmers' market	52.5%	40.2%	41.0%	128
Going to art galleries or art shows	51.2%	30.4%	31.8%	161
Going to live theatre	47.6%	33.9%	34.8%	137
Going to amateur sporting events	44.6%	41.8%	42.0%	106
Going to botanical gardens	37.8%	24.5%	25.4%	149
Going to zoos or aquariums	36.9%	30.0%	30.4%	121
Going dancing	32.3%	29.7%	29.9%	108
Going to amusement or theme parks	30.9%	28.7%	28.9%	107
Going to classical music concerts	28.3%	15.7%	16.5%	172
Going to professional sporting events	27.9%	32.3%	32.1%	87
Going to bars with live pop or rock bands	27.4%	27.7%	27.7%	99
Going to rock music concerts	20.5%	22.6%	22.4%	91
Going to day spas	15.0%	13.7%	13.8%	109
Going to gamble in casinos	12.5%	18.5%	18.1%	69
Going to the ballet	12.4%	6.9%	7.3%	170
Staying overnight in a hotel or B&B in own city	12.1%	9.7%	9.9%	122
Going to jazz clubs	11.5%	7.2%	7.5%	152
Going to rodeos	11.2%	7.1%	7.3%	152
Going to the opera	11.1%	6.3%	6.6%	168

Outdoor Activities Pursued While on Trips

Travellers who took part in participatory historical activities were also highly active in outdoor activities while on trips. They frequently went wildlife viewing, participated in ocean activities (e.g., sunbathing, swimming in ocean) and went hiking, climbing and paddling while traveling. Relative to the average Canadian Pleasure Traveller, they were especially likely to have participated in activities related to nature (e.g., wilderness activities, wildlife viewing, hiking, climbing and paddling, horseback riding). However they were also more active than others in fitness activities (e.g., exercising & jogging, cycling, skating), skiing (e.g., cross-country skiing & snowshoeing, downhill skiing and snowboarding), individual sports (e.g., tennis) and water-related activities (e.g., freshwater scuba diving & snorkeling).

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

	Participated in Historical Activities	Did Not Participate in Historical Activities	Pleasure Travellers	Index
Size of Market	1,232,788	17,206,721	18,439,508	100
Wildlife Viewing	78.2%	38.6%	41.2%	190
Ocean Activities (e.g., swimming in ocean, sunbathing)	66.7%	47.2%	48.5%	137
Hiking, Climbing & Paddling	65.8%	31.8%	34.1%	193
Boating & Swimming (e.g., motorboating, swimming in lakes)	55.3%	40.1%	41.1%	134
Sports & Games (e.g., tennis, board games)	37.2%	21.7%	22.7%	164
Fishing	31.9%	23.0%	23.6%	135
Exercising & Jogging	29.4%	14.9%	15.9%	185
Cycling	27.3%	12.5%	13.5%	202
Cross-country Skiing & Snowshoeing	24.9%	8.2%	9.3%	267
Skating (e.g., ice skating, rollerblading)	24.4%	11.1%	12.0%	204
Downhill Skiing & Snowboarding	23.9%	14.0%	14.6%	163
Golfing	18.2%	18.3%	18.3%	99
Team Sports (e.g., hockey, baseball)	12.1%	11.3%	11.4%	106
Snowmobiling & ATVing	11.2%	11.4%	11.3%	99
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	10.8%	6.0%	6.3%	171
Wilderness Activities (e.g., wilderness skills course)	9.5%	1.9%	2.4%	402
Horseback Riding	8.8%	4.6%	4.9%	179
Freshwater Scuba & Snorkeling	6.1%	2.8%	3.0%	203
Hunting	5.3%	4.7%	4.7%	112
Motorcycling	3.0%	3.0%	3.0%	100
Extreme Air Sports (e.g., parachuting)	1.9%	1.1%	1.1%	170

Outdoor Activities Pursued in a Typical Year

Travellers who took part in participatory historical activities are also very active in outdoor activities while not on trips. They frequently go on day outings to parks, garden, exercise, cycle and swim while not traveling. Relative to the average Canadian Pleasure Traveller, they are especially likely to participate in nature-oriented activities (e.g., canoeing or kayaking, hiking, camping) and skiing (e.g., cross-country skiing, snowboarding, downhill skiing). On the other hand, they are less likely than others to play golf or go snowmobiling or ATVing.

Fig. 9 Outdoor Activities Pursued in a Typical Year

	Participated in Historical Activities	Did Not Participate in Historical Activities	Pleasure Travellers	Index
Size of Market	1,232,788	17,206,721	18,439,508	100
Day outing to a park	81.3%	65.8%	66.9%	122
Gardening	71.4%	58.9%	59.8%	119
Hiking	69.4%	47.3%	48.8%	142
Exercising at home or at a fitness club	68.1%	60.5%	61.0%	112
Picnicking	67.5%	52.0%	53.1%	127
Swimming	64.3%	60.0%	60.3%	107
Cycling	58.2%	43.3%	44.3%	131
Camping	51.9%	37.6%	38.6%	135
Ice-skating	37.9%	27.8%	28.5%	133
Canoeing or kayaking	32.5%	15.8%	16.9%	192
Fishing	31.0%	29.2%	29.3%	106
Sailing or other boating	27.6%	23.2%	23.4%	118
Golfing	26.7%	29.5%	29.4%	91
Jogging	25.7%	23.9%	24.1%	107
Cross-country skiing	24.7%	11.6%	12.5%	198
Playing team sports	24.6%	22.8%	22.9%	107
Playing racquet sports (e.g., tennis or badminton)	23.7%	18.8%	19.1%	124
Downhill skiing	20.5%	15.9%	16.2%	126
Rollerblading	16.0%	14.3%	14.4%	111
Riding an all-terrain vehicle (ATV)	13.1%	14.4%	14.3%	92
Horseback riding	10.8%	6.5%	6.8%	158
Snowmobiling	9.5%	9.8%	9.8%	98
Hunting	9.5%	7.6%	7.7%	122
Snowboarding	6.2%	5.0%	5.0%	124
Skateboarding	1.6%	1.6%	1.6%	104

Accommodation Stayed In While on a Trip

Those who took part in participatory historical activities while on trips most often stayed in public and private campgrounds. They were also more likely than the average Canadian Pleasure Traveller to have stayed at lakeside or riverside resorts and in accommodation in a wilderness setting (e.g., lodge accessible by car, fly-in or remote lodge or outpost). This activity segment was also more likely than others to have used a motorhome or recreational vehicle (RV) for touring, to have stayed at a farm or guest ranch and to have stayed on a houseboat in the past two years.

Fig. 10 Accommodation Stayed in While on Trips

	Participated in Historical Activities	Did Not Participate in Historical Activities	Pleasure Travellers	Index
Size of Market	1,232,788	17,206,721	18,439,508	100
A Public Campground in a National, State, Provincial or Municipal Park	52.1%	24.5%	26.4%	198
Lakeside / Riverside Resort	38.3%	21.2%	22.3%	172
A Private Campground	32.8%	17.8%	18.8%	174
Seaside Resort	32.5%	19.9%	20.7%	157
Ski Resort or Mountain Resort	22.6%	13.3%	13.9%	162
A Camp Site in a Wilderness Setting (Not a Campground)	17.0%	8.0%	8.6%	198
Wilderness Lodge You Can Drive to by Car	11.1%	5.2%	5.6%	197
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	10.1%	4.1%	4.5%	224
Health Spa	10.0%	5.6%	5.9%	169
Country Inn or Resort with Gourmet Restaurant	9.7%	4.8%	5.1%	191
Farm or Guest Ranch	8.8%	2.6%	3.0%	287
Remote or Fly-In Wilderness Lodge	3.3%	1.5%	1.6%	204
Remote or Fly-In Wilderness Outpost	3.2%	0.4%	0.6%	560
On a Houseboat	3.0%	1.2%	1.4%	221
Cooking School	0.6%	0.3%	0.4%	170
Wine Tasting School	0.5%	0.2%	0.3%	206

Tours and Cruises Taken During Past Two Years

Travellers who took part in participatory historical activities were especially likely to have taken tours during the past two years. They frequently took self-guided and organized sameday tours and scenic countryside drives. Relative to the average Canadian Pleasure Traveller, they were two to three times more likely to have taken a wilderness tour, tours of wineries or factories, multi-location, self-guided tours and air tours in an airplane or helicopter. Travellers who took part in participatory historical activities were also much more likely than the average Canadian Pleasure Traveller to have taken a freshwater cruise (e.g., St. Lawrence River, Great Lakes, other lakes or rivers) and an Alaskan cruise in the last two years.

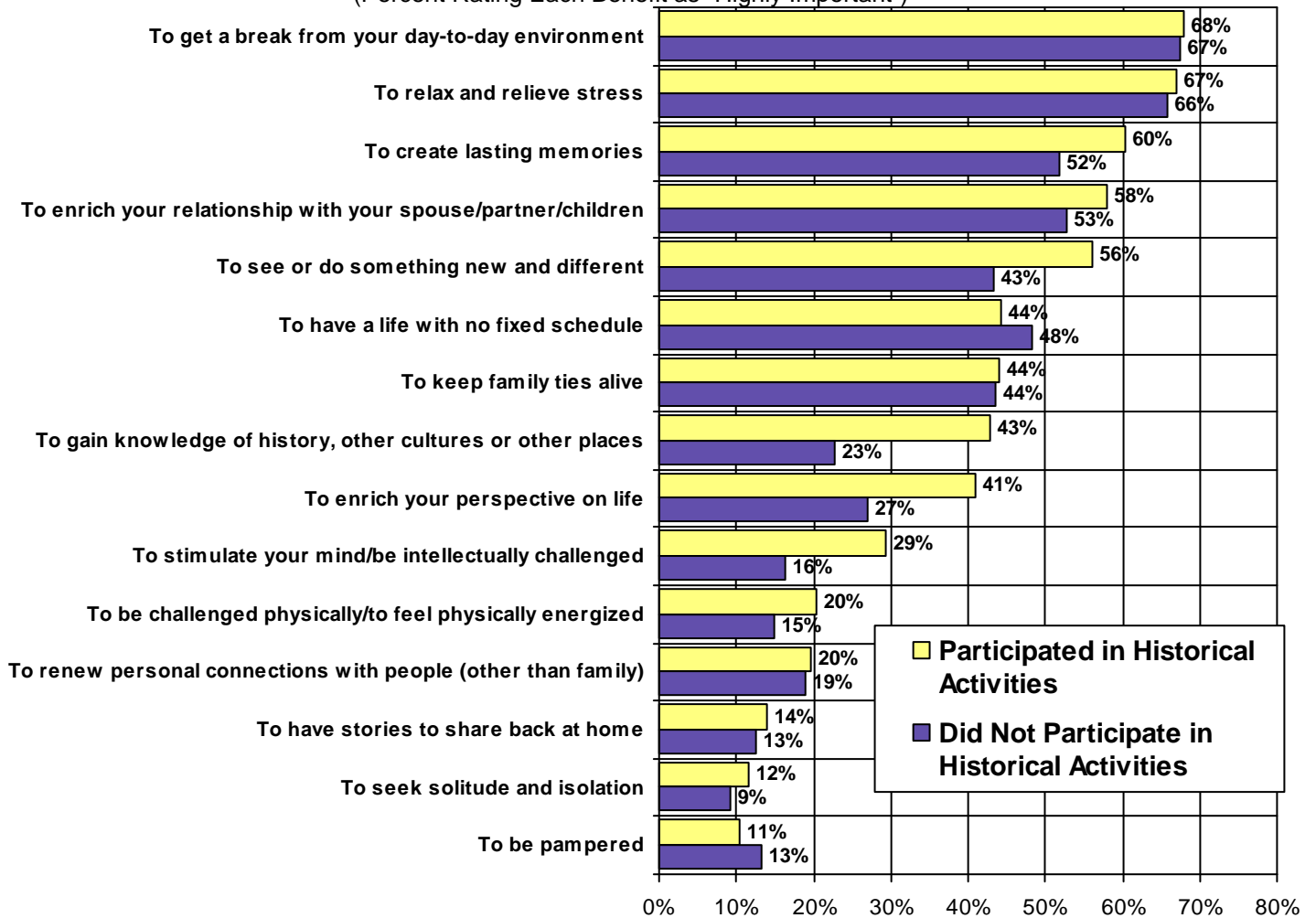
Fig. 11 Tours and Cruises Taken During Past Two Years

	Participated in Historical Activities	Did Not Participate in Historical Activities	Pleasure Travellers	Index
Size of Market	1,232,788	17,206,721	18,439,508	100
A self-guided, sameday tour while on an overnight trip	53.8%	27.5%	29.3%	184
Around the countryside - scenic drives	45.3%	20.8%	22.4%	202
An organized sameday guided tour on an overnight trip	40.8%	20.9%	22.2%	184
Around the city	40.3%	22.2%	23.4%	173
A self-guided, overnight tour where you stayed in different locations	40.0%	16.5%	18.1%	221
Wilderness tour	31.8%	11.7%	13.0%	245
On the water (sightseeing cruise)	27.0%	12.1%	13.1%	207
Some other type of tour	22.6%	8.9%	9.8%	229
An organized, overnight, guided tour where you stayed in different locations	19.7%	9.4%	10.1%	196
To a winery	15.6%	4.9%	5.6%	276
An organized, overnight, guided tour where you stayed in a single location	13.5%	7.4%	7.8%	172
To a factory	9.7%	2.1%	2.6%	367
To a casino	9.1%	6.3%	6.5%	139
Cruise on another lake or river	5.7%	2.1%	2.4%	240
Caribbean ocean cruise	5.7%	5.4%	5.4%	105
Ocean cruise – Other	5.0%	3.2%	3.3%	149
Cruise on the St. Lawrence River	3.9%	1.8%	1.9%	199
In the air as a pilot or passenger of airplane or helicopter	3.8%	1.8%	1.9%	203
Some other type of cruise	3.3%	1.5%	1.6%	206
Alaskan ocean cruise	2.9%	1.5%	1.6%	180
Great Lakes cruise	1.5%	0.7%	0.8%	193
Submarine cruise	0.6%	0.1%	0.1%	456

Benefits Sought While On a Vacation

As with most Canadian Pleasure Travellers, those who took part in participatory historical activities while traveling take vacations to get a break from their day-to-day environment, to relax and relieve stress, to create lasting memories, to enrich family relationships and to see or do something new and different. However, relative to the typical Canadian Pleasure Traveller, this activity segment is more likely to seek vacations that offer novelty (e.g., seeing or doing something new and different) and opportunities to learn (e.g., enrich perspective on life, gain knowledge of the history and culture of the destination). They also seek vacations that offer physical challenge.

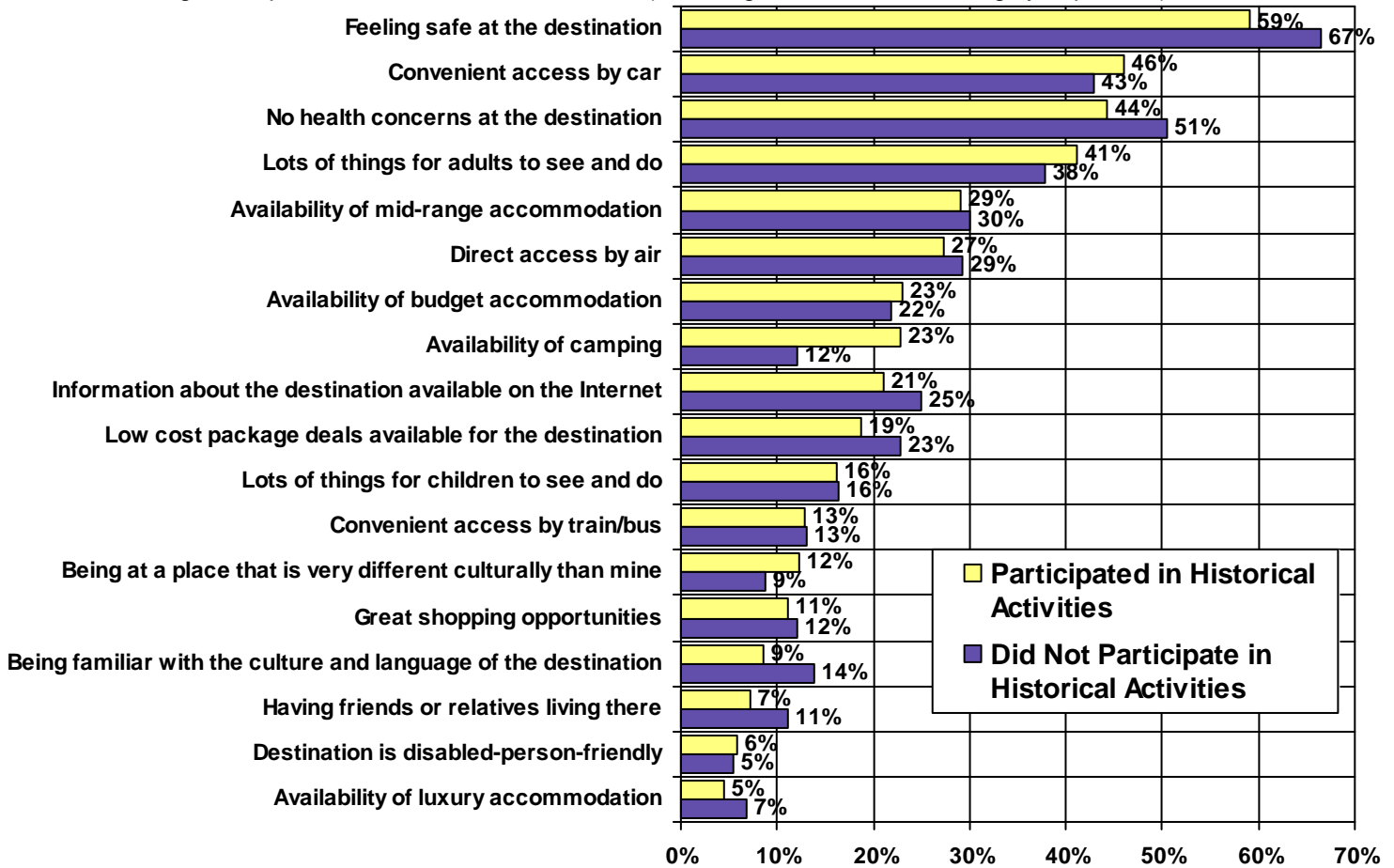
Fig.12 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as “Highly Important”)



Other Attributes of a Destination Considered Important

As with most Canadian Pleasure Travellers, those who took part in participatory historical activities while on trips consider it important that they feel safe a destination, although to a lesser extent than others. However, this activity segment is more likely than others to consider it important that a destination has camping available and is culturally distinctive. They consider it less important that a destination has no health concerns and has friends or family nearby.

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



How Destinations are Selected

Similar to the average Canadian Pleasure Traveller, those who took part in participatory historical activities begin planning trips with a particular destination in mind. However, this activity segment is slightly more likely than others to begin planning by considering what specific activities they would like to do while on vacation.

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

	Participated in Historical Activities	Did Not Participate in Historical Activities	Pleasure Travellers	Index
Size of Market	1,232,788	17,206,721	18,439,508	100
Summer				
Started with a desired destination in mind	56.3%	47.9%	48.5%	116
Started by considering specific activities wanted to do	15.5%	13.7%	13.8%	112
Started with a certain type of vacation experience in mind	19.4%	24.0%	23.7%	82
Looked for packaged deals - no destination in mind	1.6%	1.3%	1.3%	123
Considered something else first	1.9%	4.5%	4.3%	43
Don't know / Other	5.3%	8.6%	8.4%	64
Winter				
Started with a desired destination in mind	48.8%	48.6%	48.6%	101
Started by considering specific activities wanted to do	19.7%	15.3%	15.6%	127
Started with a certain type of vacation experience in mind	19.1%	19.3%	19.3%	99
Looked for packaged deals - no destination in mind	3.2%	3.2%	3.2%	100
Considered something else first	4.0%	4.7%	4.7%	86
Don't know / Other	5.1%	8.9%	8.6%	59

Trip Planning and Information Sources Consulted

The majority of those who participated in historical activities while on trips were responsible for planning their trips either on their own (45.5%) or with someone else (14.7%). When making vacation plans, this activity segment consults a wide range of information sources. The majority use the Internet, word-of-mouth, past experiences, maps and official travel guides or brochures as sources of travel information. Relative to the average Canadian Pleasure Traveller, they are especially likely to obtain trip planning information from television programs, direct mail, official travel guides or brochures, visitor information centres and travel guidebooks such as Fodor's.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Participated in Historical Activities	Did Not Participate in Historical Activities	Pleasure Travellers	Index
Size of Market		1,232,788	17,206,721	18,439,508	100
Who Plans Trips?	Respondent plans trips	45.5%	41.8%	42.0%	108
	Trip planning a shared responsibility	14.7%	16.5%	16.4%	90
	Someone else plans trips	39.8%	41.7%	41.5%	96
Information Sources Consulted	An Internet website	78.1%	64.3%	65.2%	120
	Advice of others / Word-of-mouth	70.3%	49.7%	51.1%	137
	Past experience / Been there before	60.7%	49.6%	50.4%	120
	Maps	54.7%	30.9%	32.6%	168
	Official travel guides or brochures from state / province	54.0%	23.8%	26.0%	208
	Visitor information centres	45.9%	21.7%	23.4%	196
	Articles in newspapers/magazines	38.6%	19.5%	20.9%	185
	A travel agent	38.3%	33.8%	34.1%	112
	An auto club such as CAA	32.3%	16.5%	17.7%	183
	Travel guide books such as Fodor's	27.7%	12.5%	13.6%	203
	Advertisements in newspapers / magazines	22.8%	13.6%	14.3%	160
	Travel information received in the mail	20.1%	8.0%	8.8%	227
	Programs on television	17.5%	6.8%	7.5%	233
	Advertisements on television	9.6%	4.6%	5.0%	192
	An electronic newsletter or magazine received by e-mail	6.2%	4.0%	4.2%	149
Visits to trade, travel or sports shows	6.1%	2.9%	3.1%	196	

Use of the Internet to Plan and Arrange Trips

Those who took part in participatory historical activities while traveling were the 2nd most likely of the 21 culture and entertainment activity types to use the Internet to plan travel (74.0%) and the 4th most likely to book travel (51.3%) online. The majority use the official tourism websites of countries, regions or cities, hotel or resort websites, airline websites, and the websites of specific attractions. They are also much more likely than average to use the websites of motorcoach lines. As with most travellers, this segment is most likely to purchase accommodation and airline tickets online. However, they are more likely than others to purchase tickets for specific activities or attractions and rail, bus or boat / ship fares online.

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

		Participated in Historical Activities	Did Not Participate in Historical Activities	Pleasure Travellers	Index
	Size of Market	1,232,788	17,206,721	18,439,508	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	26.0%	41.9%	40.8%	64
	Uses Internet to plan trips only	22.7%	22.1%	22.1%	103
	Uses Internet to book part of trip	51.3%	36.0%	37.0%	138
Types of Websites Consulted	A tourism website of a country / region / city	63.8%	48.5%	49.8%	128
	A website of a hotel or resort	61.1%	56.6%	57.0%	107
	An airline website	51.6%	45.9%	46.3%	111
	A website of an attraction	50.8%	33.0%	34.5%	147
	A travel planning / booking website	45.5%	45.7%	45.7%	99
	Some other website	31.6%	27.2%	27.6%	115
	A cruise line website	10.1%	7.9%	8.1%	125
	A motorcoach website	6.1%	2.1%	2.5%	247
Parts of Trips Booked Over The Internet	Accommodation	75.0%	68.6%	69.2%	108
	Air tickets	73.3%	69.1%	69.5%	106
	Tickets or fees for specific activities or attractions	31.0%	22.9%	23.6%	131
	Car rental	28.5%	27.0%	27.1%	105
	Tickets for rail, bus or boat / ship fares	19.6%	14.9%	15.3%	128
	A package containing two or more items	15.1%	15.4%	15.4%	98
	Other	7.3%	3.6%	3.9%	187

Media Consumption Habits

Those who took part in participatory historical activities while on trips are avid consumers of travel media including the travel sections of newspapers, travel magazines, travel websites and travel shows on television. They are also more likely than the average Canadian Pleasure Traveller to consume nature-oriented magazines and television shows and news and current events media (e.g., newsmagazines, all-news or talk radio). This activity segment may also be effectively targeted through regional and city lifestyle magazines and through jazz, multicultural and classical music radio stations.

Fig. 17 Media Consumption Habits

		Participated in Historical Activities	Did Not Participate in Historical Activities	Pleasure Travellers	Index
Size of Market		1,232,788	17,206,721	18,439,508	100
Newspaper Readership	Reads daily newspaper	89.5%	87.1%	87.3%	103
	Reads weekend edition of newspaper	89.6%	87.1%	87.3%	103
	Reads local neighbourhood or community newspapers	71.0%	60.9%	61.5%	115
	Reads other types of newspapers	25.2%	16.6%	17.2%	147
	Frequently or occasionally reads travel section of daily newspaper	55.6%	45.0%	45.7%	122
	Frequently or occasionally reads travel section of weekend newspaper	58.6%	46.5%	47.3%	124
Types of Magazines Read (Top 5 Indexed)	Science and geography	29.4%	15.7%	16.6%	177
	Regional magazines	13.2%	7.5%	7.9%	168
	Travel (e.g., Condé Nast)	19.8%	11.2%	11.8%	168
	News magazine	33.9%	23.5%	24.2%	140
	Magazines about your city	16.4%	11.7%	12.0%	137
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	37.9%	29.8%	30.3%	125
	Science & nature shows	53.4%	43.2%	43.8%	122
	Home & garden shows	38.0%	33.9%	34.2%	111
	History	46.3%	41.5%	41.8%	111
	Other television shows	31.2%	28.6%	28.8%	109
Type of Radio Programs Listened To (Top 5 Indexed)	Jazz / Big band	15.9%	8.2%	8.8%	182
	Multicultural	14.4%	7.9%	8.4%	172
	Classical music	26.9%	16.5%	17.2%	156
	News / Talk / Information	51.7%	38.5%	39.4%	131
	Some other radio program	19.5%	15.3%	15.6%	125
Types of Websites Visited (Top 5 Indexed)	Travel	60.6%	49.8%	50.6%	120
	Sites for specific activities or interests	41.5%	35.4%	35.9%	116
	Network news sites (e.g., CBC, CNN)	41.4%	35.7%	36.1%	115
	Other websites	44.3%	39.8%	40.2%	110
	Magazine sites	18.2%	16.4%	16.6%	110

Appendix One 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 One		
Canadian TAMS 2006 Culture and Entertainment Segmentation		
Activity Segment	Activities in Segment	
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

Appendix Two: 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	