

## CANADIAN TRAVEL MARKET

# Attending Musical Concerts, Music Festivals and Musical Attractions While on Trips Of One or More Nights

### *A Profile Report*

**December 7, 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



## **Attending Musical Concerts, Music Festivals and Musical Attractions While on Trips**

### **Executive Summary**

Over the last two years, 24.4% of adult Canadians (6,038,755) attended a musical concert, music festival or a musical attraction while on an out-of-town, overnight trip of one or more nights. Attending a free outdoor performance in a park (13.0%) was the most popular musical trip activity followed by a rock or pop music concert (9.8%), a music festival (5.5%), a country and western music concert (4.0%), a musical attraction (3.8%) and a jazz concert (3.1%). Attending a musical concert, festival or attraction on a trip was the 5<sup>th</sup> most frequent culture and entertainment activity type undertaken by Canadian Pleasure Travellers in the past two years. Of those who attended a musical concert, festival or attraction, 37.9% (2,288,124) reported that this activity was the main reason for taking at least one trip. This was the 4<sup>th</sup> most common reason for travel.

Relative to the average Canadian Pleasure Traveller, those who attended musical concerts, festivals and attractions while on trips are slightly more likely to be female (52.7%), 18 to 34 years of age and single. They were the 11<sup>th</sup> most likely of the 21 culture and entertainment activity types to have a university degree (34.5%). They have the 4<sup>th</sup> lowest average household income (\$74,509), perhaps reflecting the fact that this segment is the 4<sup>th</sup> youngest and over-represented by single income households.

Relative to the other culture and entertainment activity types, those who attended musical concerts, festivals and attractions are slightly below-average travellers. They were the 9<sup>th</sup> most likely to have taken a trip within their own province or region (90.6%), the 14<sup>th</sup> most likely to have traveled to an adjacent province or region (55.1%) and the 16<sup>th</sup> most likely to have visited a non-adjacent province or region (35.7%) in the past two years. They were also the 17<sup>th</sup> most likely to have visited the United States (56.8%), the 11<sup>th</sup> most likely to have traveled to the Caribbean (17.7%) and 12<sup>th</sup> most likely to have traveled to Mexico (17.7%) in the past two years.

Travellers who attended musical concerts, festivals and attractions are more likely than others to attend festivals (e.g., comedy festivals, literary & film festivals) and live art performances (e.g., live theatre, high art performances) while on trips. As the 4<sup>th</sup> youngest activity segment, they are also very active in outdoor activities and especially fitness-related activities (e.g., exercising & jogging, cycling). They seek high-energy vacations that offer novelty, experiential learning opportunities and physical challenge.

Despite the younger age of this activity segment, they are less likely than other activity segments to use the Internet to plan (67.5%) and book (44.6%) travel. They can be most effectively targeted through pop entertainment media (e.g., music video channels, entertainment magazines & websites) and jazz or modern rock radio stations.

## **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 attended a musical concert, festival or attraction 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.

## Attending Musical Concerts, Festivals and Attractions While on Trips

### Market Incidence

Over the last two years, almost one-quarter of adult Canadians (24.4%, or 6,038,755) attended a musical concert, music festival or musical attraction while on an out-of-town, overnight trip of one or more nights. A free outdoor performance in a park (13.0%) was attended most often followed by a rock or pop music concert (9.8%), a music festival (5.5%), a country and western music concert (4.0%), a musical attraction (3.8%) and a jazz concert (3.1%). Attending a musical concert, festival or attraction on a trip was the 5<sup>th</sup> most frequent culture and entertainment activity type undertaken by Canadian Pleasure Travellers in the past two years.

Of those who attended a musical concert, festival or attraction, 37.9% (2,288,124) reported that this activity was the main reason for taking at least one trip in the past two years. This was the 4<sup>th</sup> most common reason for travel, reflecting the importance of musical events as a means by which to stimulate travel. Rock or pop concerts, country and western concerts and music festivals were most often cited as the main reason for taking at least one trip in the last two years.

Fig. 1 Incidence of Attending Musical Concerts, Festivals & Attractions While on Trips<sup>1</sup>

Size of Market	Number Who Attended Musical Concerts, Festivals & Attractions <sup>2</sup>	Percent Main Reason for Trip <sup>3</sup>	Percent of Pleasure Travellers <sup>4</sup>	Percent of Total Canadian Population <sup>5</sup>
Musical Concerts, Festivals & Attractions (All Activities)	6,038,755	37.9%	32.7%	24.4%
Free outdoor performance in a park (e.g., concert)	3,214,961	19.6%	17.4%	13.0%
Rock & roll/Pop music concert	2,428,029	46.8%	13.2%	9.8%
Music festival	1,353,984	41.6%	7.3%	5.5%
Country & western music concert	992,283	46.0%	5.4%	4.0%
Musical attraction	935,976	23.8%	5.1%	3.8%
Jazz concert	762,998	26.3%	4.1%	3.1%
Participated in all six activities	28,575	1.3%	0.2%	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 attended a musical concert, music festival or musical attraction 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 attended musical concerts, music festivals and musical attractions while on trips are well-represented across Canada. However, they are slightly more likely to live in the Atlantic Region or Saskatchewan and slightly less likely to live in Manitoba.

Fig. 2 Geographic Distribution of Those Who Attended Musical Concerts, Music Festivals and Musical Attractions While on Trips

	Total Population	Estimated Number Who Attended Musical Concerts, Festivals & Attractions on a Trip	Percent of Pleasure Travellers in Region Who Attended Musical Concerts, Festivals & Attractions on a Trip	Percent of Total Regional Population Who Attended Musical Concerts, Festivals & Attractions on a Trip
Canada	24,776,103	6,038,755	32.7%	24.4%
Atlantic Provinces	1,822,494	456,766	36.0%	25.1%
Quebec	5,940,869	1,310,467	31.2%	22.1%
Ontario	9,671,592	2,377,617	33.2%	24.6%
Manitoba	843,107	170,753	28.7%	20.3%
Saskatchewan	706,325	197,448	36.5%	28.0%
Alberta	2,465,540	698,795	34.8%	28.3%
British Columbia	3,326,176	826,909	31.1%	24.9%

### Demographic Profile

Relative to the average Canadian Pleasure Traveller, those who attended musical concerts, festivals and attractions while on trips are slightly more likely to be female (52.7%), 18 to 34 years of age and single. They were the 11<sup>th</sup> most likely of the 21 culture and entertainment activity types to have a university degree (34.5%). They have the 4<sup>th</sup> lowest average household income (\$74,509) perhaps reflecting the fact that this segment is the 4<sup>th</sup> youngest and over-represented by single income households.

Fig. 3 Demographic Profile of Those Who Attended Musical Concerts, Music Festivals and Musical Attractions While on Trips Relative to All Canadian Pleasure Travellers

Attribute	Size of Market	Attended Musical Concerts, Festivals & Attractions	Did Not Attend Musical Concerts, Festivals & Attractions <sup>1</sup>	Pleasure Travellers	Index <sup>2</sup>
		6,038,755	12,400,754	18,439,508	100
Gender	Male	47.3%	49.6%	48.8%	97
	Female	52.7%	50.4%	51.2%	103
Age of Respondent	18 to 24	17.2%	10.7%	12.8%	134
	25 to 34	20.8%	18.5%	19.3%	108
	35 to 44	20.6%	20.5%	20.5%	100
	45 to 54	19.0%	21.0%	20.3%	93
	55 to 64	13.3%	14.5%	14.1%	94
	65 Plus	9.1%	14.8%	12.9%	70
Average Age		42.0	45.8	44.5	N/A
Marital Status	Not married	37.4%	29.7%	32.2%	116
	Married	62.6%	70.3%	67.8%	92
Parental Status	No children under 18	72.5%	70.4%	71.1%	102
	Children under 18	27.5%	29.6%	28.9%	95
Education	High school or less	31.5%	38.6%	36.2%	87
	Some post-secondary	11.1%	11.2%	11.2%	99
	Post-secondary diploma/certificate	22.7%	21.5%	21.9%	104
	University degree	34.8%	28.7%	30.7%	113
Household Income	Under \$20,000	6.3%	5.4%	5.7%	111
	\$20,000 to \$39,999	13.6%	14.9%	14.5%	94
	\$40,000 to \$59,999	15.6%	17.0%	16.5%	94
	\$60,000 to \$79,999	15.3%	15.2%	15.2%	100
	\$80,000 to \$99,999	12.4%	12.1%	12.2%	102
	\$100,000 or more	25.2%	21.7%	22.8%	110
	Not stated	11.6%	13.7%	13.0%	89
Average Household Income		\$74,509	\$71,991	\$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 attend a musical concert, music festival or musical attraction on any trip. The number of attendees and non-attendees equals the number of Pleasure Travellers.

2 - The "Index" is calculated by dividing the percent who attended musical concerts, festivals and attractions in each group by the percent of Pleasure Travellers in each group. The Index indicates the extent to which this activity segment is 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)

Relative to the other culture and entertainment activity types, those who attended musical concerts, festivals and attractions are slightly below-average domestic travellers. They were the 9<sup>th</sup> most likely to have taken a trip within their own province or region (90.6%), the 14<sup>th</sup> most likely to have traveled to an adjacent province or region (55.1%) and the 16<sup>th</sup> most likely to have visited a non-adjacent province or region (35.7%) in the past two years. While Ontario (57.5%), Quebec (43.4%), British Columbia (34.5%) and Alberta (30.0%) were the most common destinations, this activity segment is over-represented among Canadians who traveled in the Atlantic Region.

Relative to the other activity segments, their out-of-country travel is below-average. They were only the 17<sup>th</sup> most likely to have visited the United States (56.8%), the 11<sup>th</sup> most likely to have traveled to the Caribbean (17.7%), the 12<sup>th</sup> most likely to have traveled to Mexico (17.7%) and the 14<sup>th</sup> most likely to have traveled overseas (27.0%).

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

	Attended Musical Concerts, Festivals & Attractions	Did Not Attend Musical Concerts, Festivals & Attractions	Pleasure Travellers	Index
Size of Market	6,038,755	12,400,754	18,439,508	100
Canada	96.7%	93.8%	94.8%	102
Took a trip within own province / region	90.6%	83.5%	85.9%	106
Took a trip to an adjacent province / region	55.1%	45.4%	48.6%	114
Took a trip to non-adjacent province / region	35.7%	29.4%	31.4%	114
Newfoundland and Labrador	5.2%	3.9%	4.3%	122
Prince Edward Island	9.5%	6.0%	7.2%	132
New Brunswick	14.3%	10.6%	11.8%	121
Nova Scotia	15.8%	11.2%	12.7%	125
Quebec	43.4%	36.7%	38.9%	111
Ontario	57.5%	51.5%	53.5%	108
Manitoba	10.8%	8.4%	9.2%	118
Saskatchewan	13.1%	10.6%	11.4%	115
Alberta	30.0%	23.8%	25.8%	116
British Columbia	34.5%	28.8%	30.6%	112
Yukon	1.0%	1.0%	1.0%	100
Northwest Territories	0.6%	0.7%	0.7%	91
Nunavut	0.3%	0.3%	0.3%	110
United States	56.8%	47.7%	50.7%	112
Mexico	15.7%	10.8%	12.4%	127
Caribbean	17.7%	14.6%	15.6%	114
All other destinations	27.0%	22.0%	23.6%	114

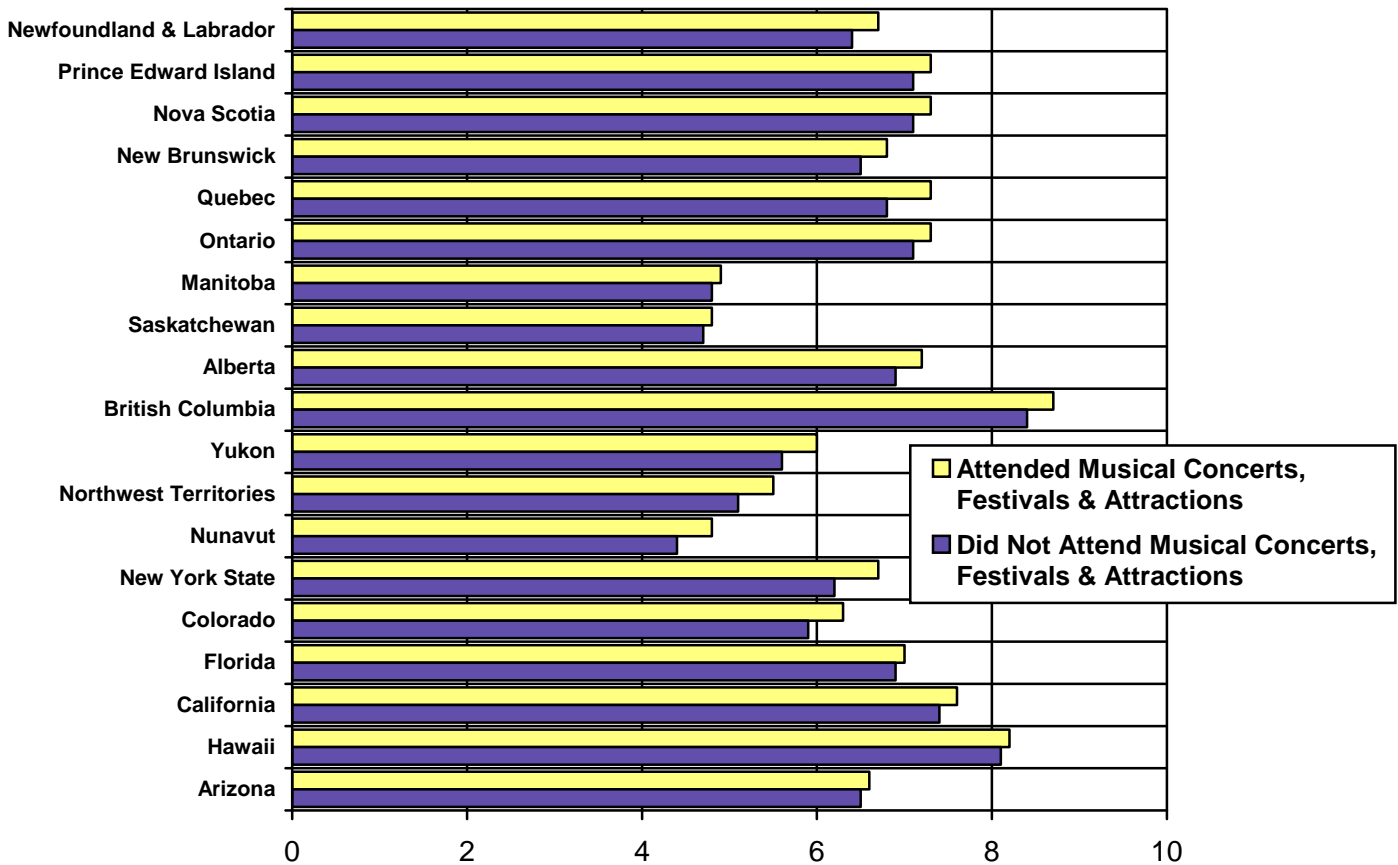
**Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories**

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.

Travellers who attended musical concerts, festivals and attractions have a more favourable impression of Canadian destinations than do other Canadian Pleasure Travellers, and especially Quebec, the Atlantic Region, Alberta and British Columbia. Overall, British Columbia (8.7) was considered the most appealing Canadian destination.

The U.S. reference states were also considered more appealing by this activity segment than by other Canadian Pleasure Travellers. Hawaii (8.2) and California (7.6) were considered the most appealing U.S. 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

Travellers who attended musical concerts, music festivals and musical attractions are very active in culture and entertainment pursuits while on trips. They frequently went shopping and dining, visited historical sites, museums and galleries, attended fairs and festivals and visited theme parks and exhibits while traveling. Relative to the average Canadian Pleasure Traveller, they were especially likely to attend live art performances (e.g., live theatre, high art performances) and festivals (e.g., comedy festivals, literary & film festivals). They were also more likely than others to have attended sporting events (e.g., professional sporting events, equestrian & western events, national & international sporting events, amateur tournaments) and to have taken part in participatory, experiential activities (e.g., aboriginal cultural experiences, participatory historical activities).

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

	Attended Musical Concerts, Festivals & Attractions	Did Not Attend Musical Concerts, Festivals & Attractions	Pleasure Travellers	Index
Size of Market	6,038,755	12,400,754	18,439,508	100
Shopping & Dining	91.5%	78.7%	82.9%	110
Historical Sites, Museums & Art Galleries	74.3%	50.5%	58.3%	127
Fairs & Festivals	58.2%	27.7%	37.7%	154
Theme Parks & Exhibits	54.4%	31.7%	39.2%	139
Live Theatre	35.8%	13.9%	21.1%	170
Science & Technology Exhibits	35.4%	17.1%	23.1%	153
Casinos	34.8%	21.6%	25.9%	134
Wine, Beer & Food Tastings	34.6%	18.6%	23.8%	145
Garden Theme Attractions	27.8%	12.6%	17.6%	158
Professional Sporting Events	25.9%	10.7%	15.7%	165
Agro-Tourism	23.8%	11.8%	15.7%	151
High Art Performances	21.6%	5.8%	11.0%	197
Comedy Festivals & Clubs	20.3%	5.2%	10.1%	200
Aboriginal Cultural Experiences	20.2%	7.4%	11.6%	174
Amateur Tournaments	19.0%	8.3%	11.8%	161
Spas	15.6%	7.4%	10.0%	155
Equestrian & Western Events	12.3%	3.9%	6.7%	185
Participatory Historical Activities	11.1%	4.5%	6.7%	166
National & International Sporting Events	6.1%	1.8%	3.2%	190
Literary & Film Festivals	6.0%	0.9%	2.6%	235

### Culture and Entertainment Activities Pursued in a Typical Year

Musical Concert, Music Festival and Musical Attraction Attendees are also highly active in culture and entertainment activities while not traveling, and especially those related to music. The majority dine in local restaurants and visited local festivals and fairs.

However, relative to other Canadian Pleasure Travellers, they are especially likely to attend local jazz clubs and rock concerts, go to local bars with live bands and dance and to patronize local live art performances (e.g., classical music concerts, ballet, opera, live theatre).

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

	Attended Musical Concerts, Festivals & Attractions	Did Not Attend Musical Concerts, Festivals & Attractions	Pleasure Travellers	Index
Size of Market	6,038,755	12,400,754	18,439,508	100
Going out to eat in restaurants	94.5%	90.0%	91.5%	103
Going to festivals or fairs	70.9%	56.8%	61.4%	115
Going to amateur sporting events	49.8%	38.2%	42.0%	119
Going to historic sites or heritage buildings	45.5%	36.3%	39.3%	116
Going to pick-your-own farms or farmers' market	44.5%	39.3%	41.0%	108
Going to bars with live pop or rock bands	42.9%	20.3%	27.7%	155
Going to live theatre	42.7%	30.9%	34.8%	123
Going to art galleries or art shows	40.6%	27.5%	31.8%	128
Going dancing	40.4%	24.7%	29.9%	135
Going to museums	39.0%	29.7%	32.7%	119
Going to professional sporting events	38.3%	29.0%	32.1%	119
Going to rock music concerts	37.6%	15.1%	22.4%	168
Going to zoos or aquariums	33.4%	29.0%	30.4%	110
Going to amusement or theme parks	33.1%	26.8%	28.9%	115
Going to botanical gardens	29.2%	23.5%	25.4%	115
Going to classical music concerts	22.0%	13.9%	16.5%	133
Going to gamble in casinos	20.5%	16.9%	18.1%	113
Going to day spas	17.0%	12.2%	13.8%	124
Going to jazz clubs	13.5%	4.6%	7.5%	180
Staying overnight in a hotel or B&B in own city	12.2%	8.7%	9.9%	124
Going to the ballet	9.7%	6.1%	7.3%	133
Going to rodeos	9.5%	6.3%	7.3%	130
Going to the opera	8.8%	5.5%	6.6%	133

### Outdoor Activities Pursued While on Trips

This relatively young activity segment is also very active in outdoor activities while traveling. The majority participated in ocean activities (e.g., sunbathing, swimming in ocean), wildlife viewing and boating and swimming activities (e.g., motorboating, swimming in lakes) while on trips. Relative to the average Canadian Pleasure Traveller, they were especially likely to participate in physically strenuous outdoor activities while traveling such as exercising and jogging, cycling, skating, sports (e.g., tennis), skiing (both cross-country and downhill skiing), freshwater scuba diving and snorkeling and extreme air sports.

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

	Attended Musical Concerts, Festivals & Attractions	Did Not Attend Musical Concerts, Festivals & Attractions	Pleasure Travellers	Index
Size of Market	6,038,755	12,400,754	18,439,508	100
Ocean Activities (e.g., swimming in ocean, sunbathing)	63.2%	41.4%	48.5%	130
Wildlife Viewing	56.3%	33.9%	41.2%	137
Boating & Swimming (e.g., motorboating, swimming in lakes)	55.3%	34.2%	41.1%	135
Hiking, Climbing & Paddling	47.8%	27.4%	34.1%	140
Sports & Games (e.g., tennis, board games)	36.9%	15.8%	22.7%	162
Fishing	28.5%	21.2%	23.6%	121
Exercising & Jogging	26.6%	10.6%	15.9%	168
Golfing	23.3%	15.9%	18.3%	127
Cycling	21.7%	9.5%	13.5%	161
Downhill Skiing & Snowboarding	21.7%	11.2%	14.6%	148
Skating (e.g., ice skating, rollerblading)	19.6%	8.2%	12.0%	164
Team Sports (e.g., hockey, baseball)	17.6%	8.3%	11.4%	155
Snowmobiling & ATVing	15.3%	9.4%	11.3%	135
Cross-country Skiing & Snowshoeing	14.9%	6.6%	9.3%	160
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	9.5%	4.7%	6.3%	151
Horseback Riding	7.9%	3.5%	4.9%	160
Freshwater Scuba & Snorkeling	5.2%	1.9%	3.0%	174
Hunting	5.2%	4.5%	4.7%	111
Wilderness Activities (e.g., wilderness skills course)	4.3%	1.4%	2.4%	182
Motorcycling	4.2%	2.4%	3.0%	139
Extreme Air Sports (e.g., parachuting)	1.8%	0.8%	1.1%	164

### Outdoor Activities Pursued in a Typical Year

Travellers who attended musical concerts, festivals and attractions are moderately active in outdoor activities while not traveling. They frequently go on day outings to parks and picnic, swim, hike, cycle and exercise while not traveling. Relative to the average Canadian Pleasure Traveller, they are especially likely to go skiing (e.g., downhill skiing, cross-country skiing, snowboarding), jogging, rollerblading and skateboarding and to play team sports and racquet sports.

Fig. 9 Outdoor Activities Pursued in a Typical Year

	Attended Musical Concerts, Festivals & Attractions	Did Not Attend Musical Concerts, Festivals & Attractions	Pleasure Travellers	Index
Size of Market	6,038,755	12,400,754	18,439,508	100
Day outing to a park	73.0%	63.9%	66.9%	109
Swimming	67.9%	56.6%	60.3%	113
Exercising at home or at a fitness club	65.9%	58.6%	61.0%	108
Gardening	59.8%	59.8%	59.8%	100
Picnicking	59.2%	50.1%	53.1%	112
Hiking	56.4%	45.1%	48.8%	116
Cycling	50.2%	41.5%	44.3%	113
Camping	46.2%	34.9%	38.6%	120
Ice-skating	33.2%	26.2%	28.5%	117
Golfing	31.4%	28.4%	29.4%	107
Fishing	31.0%	28.5%	29.3%	106
Jogging	30.1%	21.1%	24.1%	125
Playing team sports	28.6%	20.2%	22.9%	125
Sailing or other boating	28.1%	21.2%	23.4%	120
Playing racquet sports (e.g., tennis or badminton)	23.3%	17.1%	19.1%	121
Downhill skiing	21.1%	13.8%	16.2%	130
Canoeing or kayaking	20.9%	14.9%	16.9%	124
Rollerblading	18.0%	12.6%	14.4%	125
Riding an all-terrain vehicle (ATV)	15.8%	13.5%	14.3%	111
Cross-country skiing	15.7%	10.9%	12.5%	126
Snowmobiling	11.1%	9.1%	9.8%	113
Horseback riding	8.3%	6.1%	6.8%	121
Hunting	7.4%	7.9%	7.7%	96
Snowboarding	6.9%	4.1%	5.0%	137
Skateboarding	2.2%	1.3%	1.6%	139

### Accommodation Stayed In While on a Trip

Public and private campgrounds and resorts (e.g., lakeside resort, riverside resort, ski resorts, seaside resorts) were the types of accommodation most commonly used by those who attended musical concerts, festivals and attractions while on trips. Relative to other Canadian Pleasure Travellers, they were especially likely to have stayed at a ski or mountain resort as well as some of the more unusual types of accommodation (e.g., cooking school, farm or guest ranch, health spa, houseboat, remote fly-in or wilderness lodge) during the past two years.

Fig. 10 Accommodation Stayed in While on Trips

	Attended Musical Concerts, Festivals & Attractions	Did Not Attend Musical Concerts, Festivals & Attractions	Pleasure Travellers	Index
Size of Market	6,038,755	12,400,754	18,439,508	100
A Public Campground in a National, State, Provincial or Municipal Park	36.7%	21.3%	26.4%	139
Lakeside / Riverside Resort	30.1%	18.5%	22.3%	135
Seaside Resort	27.4%	17.5%	20.7%	132
A Private Campground	25.0%	15.8%	18.8%	133
Ski Resort or Mountain Resort	20.1%	10.9%	13.9%	144
A Camp Site in a Wilderness Setting (Not a Campground)	11.6%	7.1%	8.6%	135
Health Spa	9.1%	4.4%	5.9%	153
Wilderness Lodge You Can Drive to by Car	7.5%	4.7%	5.6%	133
Country Inn or Resort with Gourmet Restaurant	7.1%	4.1%	5.1%	140
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	6.3%	3.6%	4.5%	141
Farm or Guest Ranch	4.9%	2.2%	3.0%	160
Remote or Fly-In Wilderness Lodge	2.3%	1.2%	1.6%	146
On a Houseboat	2.0%	1.1%	1.4%	146
Cooking School	0.7%	0.2%	0.4%	210
Remote or Fly-In Wilderness Outpost	0.7%	0.5%	0.6%	117
Wine Tasting School	0.4%	0.2%	0.3%	135

### Tours and Cruises Taken During Past Two Years

Travellers who attended musical concerts, music festivals and musical attractions were more likely than the average Canadian Pleasure Traveller to have taken tours and freshwater cruises in the past two years. Sameday tours (self-guided and guided), city tours, scenic countryside drives and self-guided overnight tours were the most popular types of tours taken while on trips. However, this activity segment was more likely others to have taken tours of casinos, wineries and factories and air tours (airplane or helicopter). They were also more likely than others to have taken freshwater cruises (e.g., Great Lakes cruises, cruise on another lake or river) in the last two years. In contrast, they were no more likely than other Canadian Pleasure Travellers to have taken an ocean cruise.

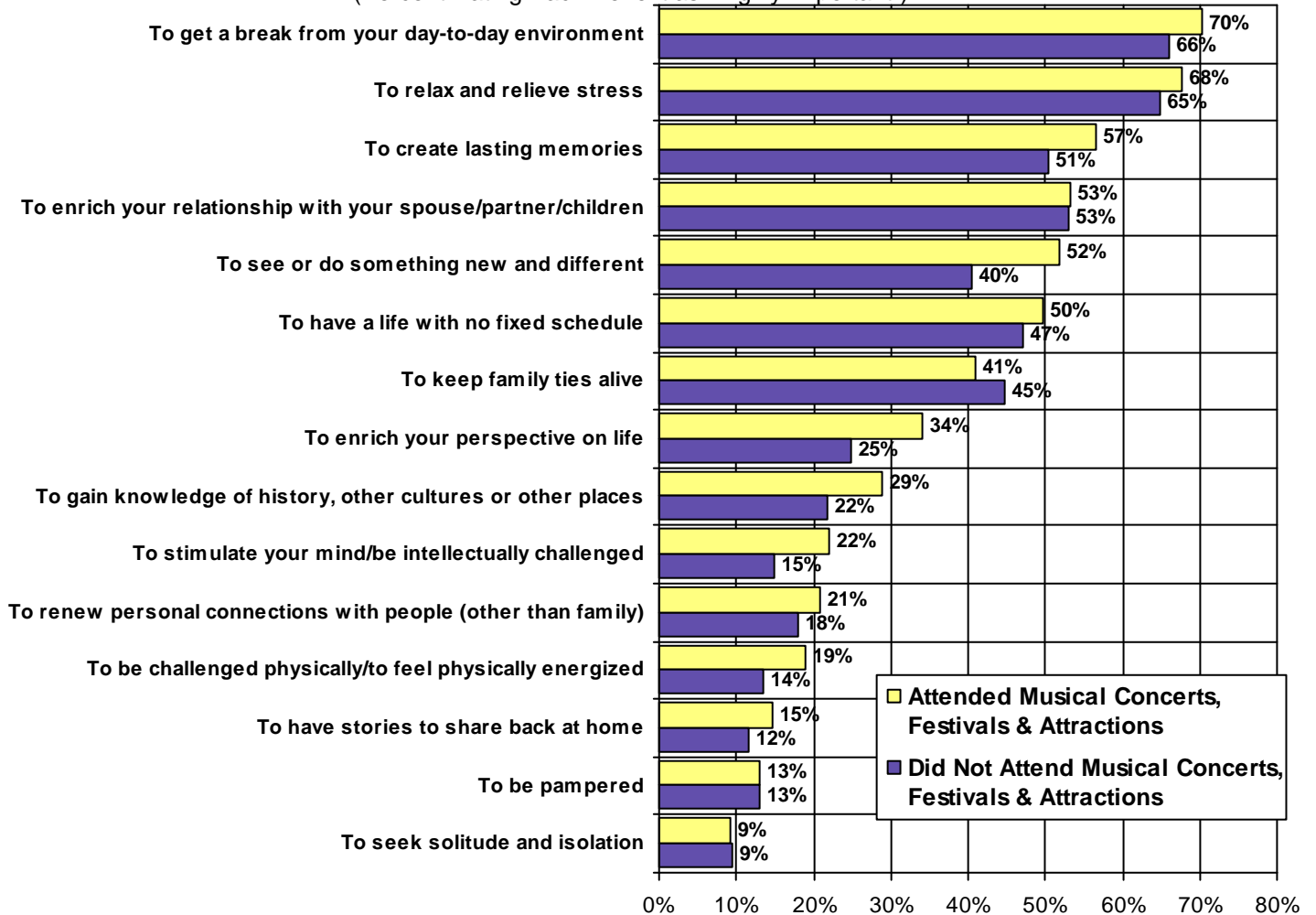
Fig. 11 Tours and Cruises Taken During Past Two Years

	Attended Musical Concerts, Festivals & Attractions	Did Not Attend Musical Concerts, Festivals & Attractions	Pleasure Travellers	Index
Size of Market	6,038,755	12,400,754	18,439,508	100
A self-guided, sameday tour while on an overnight trip	39.5%	24.3%	29.3%	135
Around the city	31.1%	19.6%	23.4%	133
Around the countryside - scenic drives	29.6%	18.9%	22.4%	132
An organized, sameday, guided tour while on an overnight trip	29.5%	18.7%	22.2%	133
A self-guided, overnight tour where you stayed in different locations	26.1%	14.2%	18.1%	144
On the water (sightseeing cruise)	19.2%	10.1%	13.1%	147
Wilderness tour	17.7%	10.7%	13.0%	136
Some other type of tour	14.2%	7.7%	9.8%	144
An organized, overnight, guided tour where you stayed in different locations	13.3%	8.5%	10.1%	132
An organized, overnight, guided tour where you stayed in a single location	10.6%	6.5%	7.8%	136
To a casino	9.4%	5.1%	6.5%	144
To a winery	8.9%	4.1%	5.6%	158
Caribbean ocean cruise	6.2%	5.0%	5.4%	116
To a factory	4.2%	1.9%	2.6%	160
Ocean cruise – Other	3.6%	3.2%	3.3%	108
Cruise on another lake or river	3.0%	2.1%	2.4%	128
In the air as a pilot or passenger of an airplane or helicopter	3.0%	1.4%	1.9%	159
Cruise on the St. Lawrence River	2.6%	1.6%	1.9%	135
Some other type of cruise	2.2%	1.3%	1.6%	139
Alaskan ocean cruise	1.4%	1.7%	1.6%	88
Great Lakes cruise	1.2%	0.6%	0.8%	149
Submarine cruise	0.2%	0.1%	0.1%	131

### Benefits Sought While On a Vacation

As with most Canadian Pleasure Travellers, those who attended musical concerts, festivals and attractions 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, to see or do something new and different and to live without a fixed schedule. However, relative to other Canadian Pleasure Travellers, this activity segment is especially likely to prefer vacations that offer novelty (e.g., seeing or doing something new or different), create lasting memories, provide intellectual stimulation (e.g., enrich their perspective on life, gain knowledge of history and other cultures or places) and that are physical challenging.

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

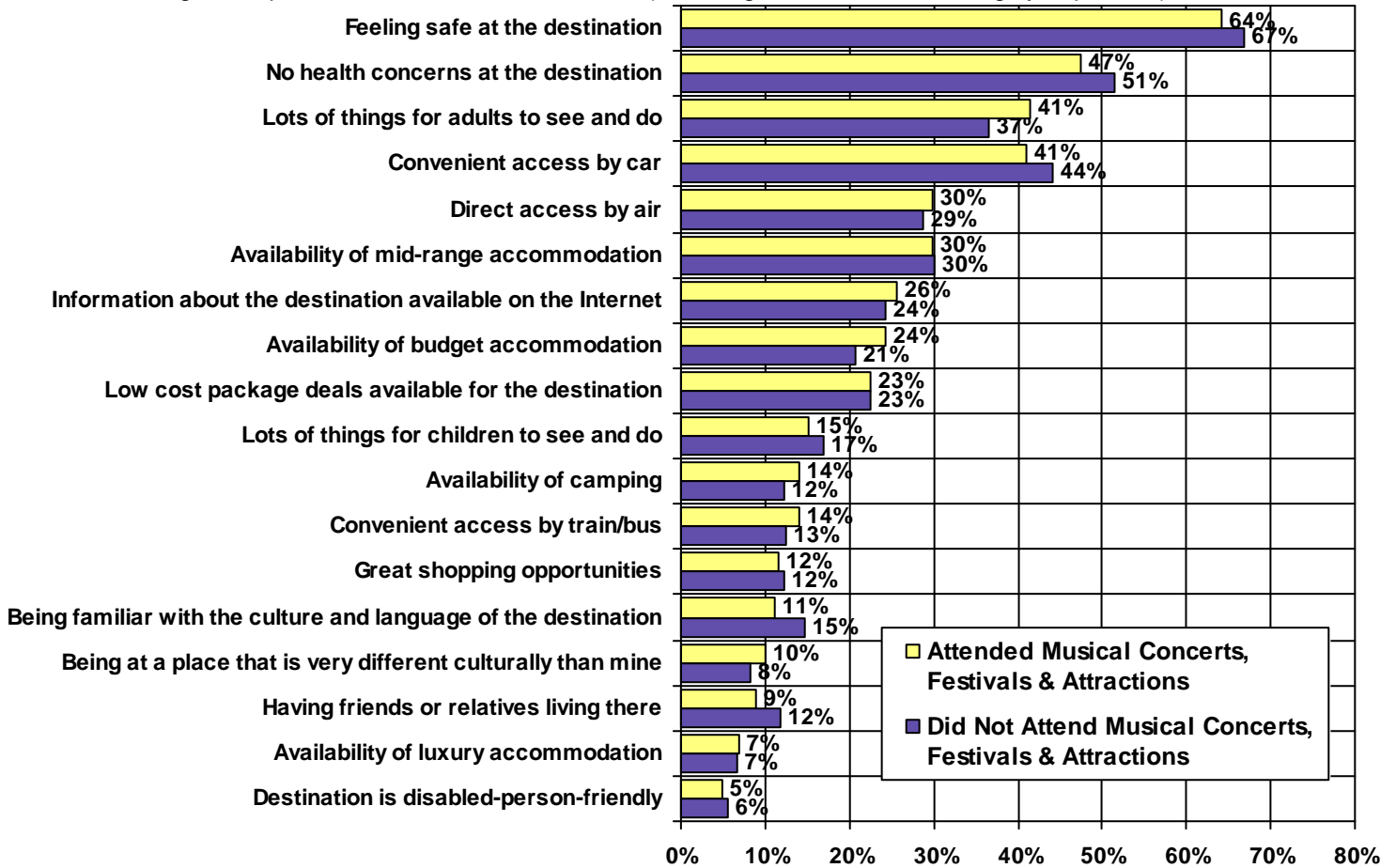


### Other Attributes of a Destination Considered Important

Similar to other Canadian Pleasure Travellers, those who attended musical concerts, festivals and attractions consider it important that they feel safe at a destination.

However, they are more likely than others to consider it important that a destination has lots of things for adults to see and do. It is less important to them that a destination has a familiar culture and language and friends or family 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, those who attended musical concerts, festivals and attractions while on trips begin planning vacations with a particular destination in mind. The way in which destinations are selected by this activity segment is comparable to that of the average Canadian Pleasure Traveller.

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

	Attended Musical Concerts, Festivals & Attractions	Did Not Attend Musical Concerts, Festivals & Attractions	Pleasure Travellers	Index
Size of Market	6,038,755	12,400,754	18,439,508	100
<b>Summer</b>				
Started with a desired destination in mind	48.3%	48.5%	48.5%	100
Started by considering specific activities wanted to do	13.9%	13.7%	13.8%	101
Started with a certain type of vacation experience in mind	24.8%	23.1%	23.7%	105
Looked for packaged deals - no destination in mind	1.6%	1.2%	1.3%	120
Considered something else first	4.4%	4.2%	4.3%	103
Don't know / Other	7.0%	9.2%	8.4%	83
<b>Winter</b>				
Started with a desired destination in mind	48.1%	48.9%	48.6%	99
Started by considering specific activities wanted to do	18.5%	13.9%	15.6%	118
Started with a certain type of vacation experience in mind	20.0%	18.9%	19.3%	104
Looked for packaged deals - no destination in mind	2.8%	3.4%	3.2%	87
Considered something else first	4.1%	5.0%	4.7%	89
Don't know / Other	6.5%	9.9%	8.6%	75

### Trip Planning and Information Sources Consulted

The majority of travellers who attended musical concerts, festivals and attractions were responsible for planning their trips either on their own (45.0%) or with someone else (13.9%). When making vacation plans, this activity segment typically consults a wider variety of sources than the average Canadian Pleasure Traveller. The majority use the Internet, word-of-mouth and past experiences to plan travel. However, this activity segment is especially likely to obtain travel information from television programs and advertising, electronic newsletters and direct mail advertising, articles and advertising in newspapers or magazines, official travel guides or brochures and visitor information centres and travel guidebooks such as Fodor's.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Attended Musical Concerts, Festivals & Attractions	Did Not Attend Musical Concerts, Festivals & Attractions	Pleasure Travellers	Index
Size of Market		6,038,755	12,400,754	18,439,508	100
Who Plans Trips?	Respondent plans trips	45.0%	40.5%	42.0%	107
	Trip planning a shared responsibility	13.9%	17.7%	16.4%	85
	Someone else plans trips	41.1%	41.8%	41.5%	99
Information Sources Consulted	An Internet website	72.9%	61.4%	65.2%	112
	Advice of others / Word-of-mouth	61.7%	45.8%	51.1%	121
	Past experience / Been there before	58.2%	46.5%	50.4%	115
	A travel agent	39.3%	31.5%	34.1%	115
	Maps	38.1%	29.8%	32.6%	117
	Official travel guides or brochures from state / province	34.3%	21.8%	26.0%	132
	Visitor information centres	31.1%	19.5%	23.4%	133
	Articles in newspapers / magazines	29.0%	16.8%	20.9%	139
	An auto club such as CAA	20.9%	16.0%	17.7%	119
	Advertisements in newspapers / magazines	18.6%	12.0%	14.3%	131
	Travel guide books such as Fodor's	18.3%	11.3%	13.6%	134
	Travel information received in the mail	12.0%	7.2%	8.8%	136
	Programs on television	11.4%	5.5%	7.5%	152
	Advertisements on television	6.7%	4.1%	5.0%	135
	An electronic newsletter or magazine received by e-mail	6.3%	3.1%	4.2%	151
Visits to trade, travel or sports shows	4.7%	2.3%	3.1%	152	

### Use of the Internet to Plan and Arrange Trips

Despite the relatively young age of this activity segment (which is typically associated with above-average Internet use), those who attended musical concerts, festivals and attractions are less likely to have used the Internet to plan or book travel than the other culture and entertainment activity types. In fact, this activity segment was only the 15<sup>th</sup> most likely of the 21 culture and entertainment activity types to use the Internet to plan travel (67.6%) and the 13<sup>th</sup> most likely to have booked travel (44.6%) online.

They most often visit hotel or resort websites, the official tourism websites of countries, regions or cities, airline websites and travel planning and booking websites (e.g., Expedia). They are also more likely than others to use the websites of specific attractions and motorcoach lines. They most commonly purchase airline tickets and accommodation on the Internet. However, this activity segment is more likely than others to purchase tickets online for specific activities or attractions and arrange fares for travel by rail, bus or boat / ship

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

		Attended Musical Concerts, Festivals & Attractions	Did Not Attend Musical Concerts, Festivals & Attractions	Pleasure Travellers	Index
	Size of Market	6,038,755	12,400,754	18,439,508	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	32.4%	44.9%	40.8%	79
	Uses Internet to plan trips only	22.9%	21.7%	22.1%	104
	Uses Internet to book part of trip	44.6%	33.3%	37.0%	121
Types of Websites Consulted	A website of a hotel or resort	61.3%	54.4%	57.0%	108
	A tourism website of a country / region / city	54.3%	47.1%	49.8%	109
	An airline website	51.2%	43.4%	46.3%	111
	A travel planning / booking website	50.1%	43.0%	45.7%	110
	A website of an attraction	41.7%	30.1%	34.5%	121
	Some other website	29.6%	26.3%	27.6%	107
	A cruise line website	8.7%	7.7%	8.1%	108
	A motorcoach website	3.5%	1.8%	2.5%	144
Parts of Trips Booked Over The Internet	Air tickets	74.1%	66.5%	69.5%	107
	Accommodation	73.1%	66.6%	69.2%	106
	Car rental	30.0%	25.3%	27.1%	111
	Tickets or fees for specific activities or attractions	29.9%	19.5%	23.6%	127
	Tickets for rail, bus or boat / ship fares	18.7%	13.1%	15.3%	122
	A package containing two or more items	17.3%	14.2%	15.4%	112
	Other	5.0%	3.2%	3.9%	127

### Media Consumption Habits

Those who attended musical concerts, festivals and attractions while on trips are slightly more likely than the average Canadian Pleasure Traveller to read the travel section of newspapers, watch travel shows on television and visit travel-related websites. However, they may be more effectively reached through popular entertainment media (e.g., entertainment and music magazines, entertainment websites, music or music video shows & channels) as well as city lifestyle magazines and photography and video magazines. Their musical tastes are eclectic although they are more likely than others to listen to jazz / big band and modern or alternative rock radio stations.

Fig. 17 Media Consumption Habits

		Attended Musical Concerts, Festivals & Attractions	Did Not Attend Musical Concerts, Festivals & Attractions	Pleasure Travellers	Index
	Size of Market	6,038,755	12,400,754	18,439,508	100
Newspaper Readership	Reads daily newspaper	88.7%	86.6%	87.3%	102
	Reads weekend edition of newspaper	88.8%	86.5%	87.3%	102
	Reads local neighbourhood or community newspapers	64.7%	60.0%	61.5%	105
	Reads other types of newspapers	20.9%	15.3%	17.2%	122
	Frequently or occasionally reads travel section of daily newspaper	52.1%	42.6%	45.7%	114
	Frequently or occasionally reads travel section of weekend newspaper	55.1%	43.6%	47.3%	116
Types of Magazines Read (Top 5 Indexed)	Photography and video	5.6%	3.3%	4.1%	138
	Magazines about your city	15.5%	10.2%	12.0%	130
	News magazine	29.3%	21.6%	24.2%	121
	Entertainment and music	39.2%	29.2%	32.4%	121
	Outdoor activities / sports	15.4%	11.6%	12.8%	120
Type of Television Programs Watched (Top 5 Indexed)	Music/Music video shows / channels	31.6%	22.5%	25.5%	124
	Late night talk shows	31.5%	25.6%	27.5%	114
	Travel shows	33.6%	28.7%	30.3%	111
	Biography	45.2%	40.9%	42.3%	107
	Situation comedies (e.g., Friends)	54.7%	49.6%	51.3%	107
Type of Radio Programs Listened To (Top 5 Indexed)	Jazz / Big band	11.9%	7.2%	8.8%	136
	Modern rock / Alternative rock	44.6%	33.4%	37.1%	120
	Multicultural	9.6%	7.7%	8.4%	115
	Top 40 / Current hits	28.6%	23.5%	25.2%	114
	All sports	12.5%	10.3%	11.1%	113
Types of Websites Visited (Top 5 Indexed)	Travel	57.8%	46.7%	50.6%	114
	Entertainment	58.3%	47.9%	51.5%	113
	Network news sites (e.g., CBC, CNN)	40.5%	33.8%	36.1%	112
	Sites for specific activities or interests	39.0%	34.2%	35.9%	109
	Shopping (all types)	36.4%	31.9%	33.5%	109

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	

<b>Appendix One</b>		
<b>Canadian TAMS 2006 Culture and Entertainment Segmentation</b>		
<b>Activity Segment</b>	<b>Activities in Segment</b>	
<b>Agro-Tourism</b>	Dining At A Farm	Harvesting and /or Other Farm Operations
	Went Fruit Picking at Farms or Open Fields	
<b>National &amp; International Sporting Events</b>	Curling Bonspiel	National /International Sporting Events such as the Olympic Games
	Professional Figure Skating	
<b>Gardens Theme Attractions</b>	Garden Theme Park	Botanical Gardens
<b>Amateur Tournaments</b>	Amateur Sports Tournaments and Competitions	Amateur Tournaments and Competitions other than Sports-related
<b>Musical Concerts, Festivals &amp; Attractions</b>	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
<b>Comedy Festivals &amp; Clubs</b>	Comedy Festivals	Stand-up Comedy Clubs & Other Variety Shows

**Appendix Two: Canadian TAMS 2006 Outdoor Activity Segmentation**

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