

CANADIAN TRAVEL MARKET

Attending Professional Sporting Events While on Trips Of One or More Nights

A Profile Report

November 8, 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 Professional Sporting Events While on Trips

Executive Summary

Over the last two years, 11.7% (2,889,472) of adult Canadians attended a professional sporting event while on an out-of-town, overnight trip of one or more nights. Hockey games (7.1%) were the most popular sports event, followed by baseball games (4.0%), basketball games (2.5%), football games (1.1%), soccer games (0.7%) and golf tournaments (0.7%). Attending a professional sporting event while on trips was the 12th most frequent culture and entertainment activity type undertaken by Canadian Pleasure Travellers in the past two years. Of those who attended a professional sporting event, 42.3% (1,223,336) reported that this activity was the main reason for taking at least one trip. This activity was the third most frequently mentioned reason for taking a trip.

Those who attended professional sports events while on trips are more likely to be male (62.2%) and over-represented among young singles and young couples. Their level of education is only slightly above-average (33.7% have a university degree). However, they have the 3rd highest average household income (\$81,945) of the 21 culture and entertainment types. They are over-represented in Saskatchewan and Alberta.

Those who attended professional sports events on trips are more frequent travellers than the majority of the other culture and entertainment activity types. They were the 6th most likely of the 21 culture and entertainment activity types to have taken a trip within their own province or region (91.4%), the 6th most likely to have traveled to an adjacent province or region (60.0%) and the 12th most likely to have visited a non-adjacent province or region (38.3%) in the past two years. Their out-of-country travel is also above-average. They were the most likely to have visited the United States (67.5%), the 5th most likely to have visited Mexico (17.9%), the 10th most likely to have taken a trip to the Caribbean (17.7%), but only the 15th most likely to have traveled overseas (26.7%).

Those who attended professional sports events were very active in a wide range of sports activities while on trips. In addition to attending other sports events (e.g., amateur tournaments), they were more than twice as likely as the average Canadian Pleasure Traveller to play sports (e.g., playing golf, playing team sports). They were also much more likely to participate in a wide range of entertainment activities (e.g., musical concerts, festivals & attractions; casinos), and, to a lesser extent, cultural activities (e.g., live theatre). They prefer active vacations which offer novelty and physical challenge.

This segment is an above-average user of the Internet to plan (71.0%) and book (47.8%) travel. They are also above-average consumers all travel media. However, those who attend professional sports events while on trips can be most effectively reached through sports media.

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 professional sporting event 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 Professional Sporting Events While on Trips

Market Incidence

Over the last two years, 11.7% of adult Canadians (2,889,472) attended a professional sporting event while on an out-of-town, overnight trip of one or more nights. Hockey games (7.1%) were the most popular event, followed by baseball games (4.0%), football games (2.5%), basketball games (1.1%), soccer games (0.7%) and golf tournaments (0.7%). Attending professional sporting events while on trips was the 12th most frequent culture and entertainment activity type undertaken by Canadian Pleasure Travellers in the past two years.

Of those who attended professional sporting events, 42.3% (1,223,336) reported that this activity was the main reason for taking at least one trip in the past two years. Among those participating in each culture and entertainment activity type, this was the third most frequently mentioned reason for taking at least one trip. A football game, a hockey game, and a golf tournament were more likely than the other professional sporting events to be cited as the main reason for taking at least one trip in the last two years.

Fig. 1 Incidence of Attending Professional Sporting Events While on Trips¹

	Number Who Attended Pro Sports Events ²	Percent Main Reason for Trip ³	Percent of Pleasure Travellers ⁴	Percent of Total Canadian Population ⁵
Size of Market	2,889,472	1,223,336	18,439,508	24,776,103
Professional Sporting Events (All Activities)	2,889,472	42.3%	15.7%	11.7%
Professional hockey game	1,764,126	40.7%	9.6%	7.1%
Professional baseball game	997,354	32.2%	5.4%	4.0%
Professional football game	627,583	46.5%	3.4%	2.5%
Professional basketball game	266,671	32.9%	1.4%	1.1%
Professional golf tournament	184,056	39.6%	1.0%	0.7%
Professional soccer game	176,305	32.8%	1.0%	0.7%
Participated in all six activities	1,726	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 attended a professional sporting event 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 professional sports events while on trips are over-represented among Canadian Pleasure Travellers living in Alberta and Saskatchewan. They are least likely to live in Quebec.

Fig. 2 Geographic Distribution of Those Who Attended Professional Sporting Events While on Trips

	Total Population	Estimated Number Who Attend Pro Sports Events on a Trip	Percent of Pleasure Travellers in Region Who Attended Pro Sports Events on a Trip	Percent of Total Regional Population Who Attended Pro Sports Events on a Trip
Canada	24,776,103	2,889,472	15.7%	11.7%
Atlantic Provinces	1,822,494	179,368	14.1%	9.8%
Quebec	5,940,869	405,588	9.7%	6.8%
Ontario	9,671,592	1,249,725	17.4%	12.9%
Manitoba	843,107	99,736	16.8%	11.8%
Saskatchewan	706,325	107,112	19.8%	15.2%
Alberta	2,465,540	399,446	19.9%	16.2%
British Columbia	3,326,176	448,497	16.8%	13.5%

Demographic Profile

Those who attended professional sports events while on trips are more likely to be male (62.2%) and over-represented among young singles and young couples. Their level of education is only slightly above-average (33.7% have a university degree). However, they have the 3rd highest average household income (\$81,945) of the 21 culture and entertainment types.

Fig. 3 Demographic Profile of Those Who Attended Professional Sports Events While on Trips Relative to All Canadian Pleasure Travellers

Attribute	Size of Market	Attended Pro Sports Events	Did Not Attend Pro Sports Events ¹	Pleasure Travellers	Index ²
		2,889,472	15,550,036	18,439,508	100
Gender	Male	62.2%	46.3%	48.8%	128
	Female	37.8%	53.7%	51.2%	74
Age of Respondent	18 to 24	17.2%	12.0%	12.8%	134
	25 to 34	23.4%	18.5%	19.3%	122
	35 to 44	19.4%	20.7%	20.5%	95
	45 to 54	19.4%	20.5%	20.3%	95
	55 to 64	12.0%	14.5%	14.1%	85
	65 Plus	8.6%	13.7%	12.9%	67
Average Age		41.3	45.1	44.5	N/A
Marital Status	Not married	33.9%	31.9%	32.2%	105
	Married	66.1%	68.1%	67.8%	98
Parental Status	No children under 18	72.1%	70.9%	71.1%	101
	Children under 18	27.9%	29.1%	28.9%	96
Education	High school or less	33.3%	36.8%	36.2%	92
	Some post-secondary	12.1%	11.0%	11.2%	108
	Post-secondary diploma/certificate	20.9%	22.1%	21.9%	95
	University degree	33.7%	30.1%	30.7%	110
Household Income	Under \$20,000	4.3%	6.0%	5.7%	76
	\$20,000 to \$39,999	10.0%	15.3%	14.5%	69
	\$40,000 to \$59,999	14.9%	16.8%	16.5%	90
	\$60,000 to \$79,999	15.4%	15.2%	15.2%	101
	\$80,000 to \$99,999	12.6%	12.1%	12.2%	103
	\$100,000 or more	32.3%	21.1%	22.8%	141
	Not stated	10.5%	13.5%	13.0%	81
Average Household Income		\$81,945	\$71,077	\$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 professional sports event on any trip. The numbers of Attended Pro Sports Events and Did Not Attend Pro Sports Events equal the number of Pleasure Travellers.
- 2 - The "Index" is calculated by dividing the percent for Attended Pro Sports Events in each group by the percent of Pleasure Travellers in each group. The Index indicates the extent to which Attended Pro Sports Events 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 attended professional sports events on trips are more frequent travellers than the majority of the other culture and entertainment activity types. They were the 6th most likely of the 21 culture and entertainment activity types to have taken a trip within their own province or region (91.4%), the 6th most likely to have traveled to an adjacent province or region (60.0%) and the 12th most likely to have visited a non-adjacent province or region (38.3%) in the past two years. Ontario (61.7%), British Columbia (40.2%) and Quebec (39.3%) were the most common destinations. However, this activity segment is over-represented among travellers in Western Canada and the Yukon.

Their out-of-country travel is also above-average. They were the most likely to have visited the United States (67.5%), the 5th most likely to have visited Mexico (17.9%), the 10th most likely to have taken a trip to the Caribbean (17.7%), but only the 15th most likely to have traveled overseas (26.7%).

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

	Attended Pro Sports Events	Did Not Attend Pro Sports Events	Pleasure Travellers	Index
Size of Market	2,889,472	15,550,036	18,439,508	100
Canada	97.3%	94.3%	94.8%	103
Took a trip within own province / region	91.4%	84.8%	85.9%	106
Took a trip to an adjacent province / region	60.0%	46.4%	48.6%	123
Took a trip to non-adjacent province / region	38.3%	30.2%	31.4%	122
Newfoundland and Labrador	4.9%	4.2%	4.3%	114
Prince Edward Island	8.7%	6.9%	7.2%	121
New Brunswick	13.8%	11.5%	11.8%	116
Nova Scotia	14.4%	12.4%	12.7%	114
Quebec	39.3%	38.9%	38.9%	101
Ontario	61.7%	52.0%	53.5%	115
Manitoba	12.9%	8.5%	9.2%	141
Saskatchewan	17.7%	10.2%	11.4%	156
Alberta	35.9%	24.0%	25.8%	139
British Columbia	40.2%	28.9%	30.6%	131
Yukon	1.5%	0.9%	1.0%	151
Northwest Territories	0.8%	0.6%	0.7%	127
Nunavut	0.2%	0.3%	0.3%	59
United States	67.5%	47.5%	50.7%	133
Mexico	17.9%	11.4%	12.4%	145
Caribbean	17.7%	15.2%	15.6%	114
All other destinations	26.7%	23.1%	23.6%	113

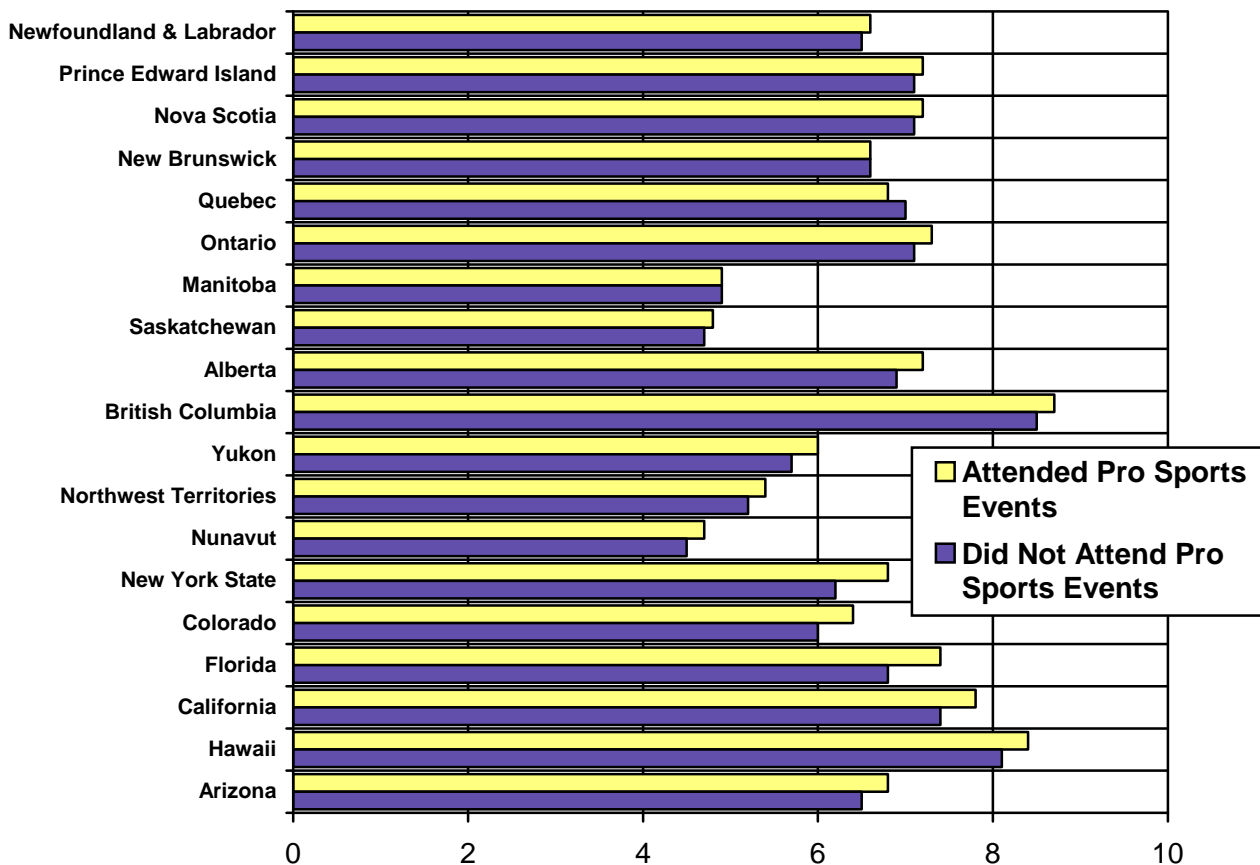
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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 attended professional sporting events on trips perceived Canadian destinations to be as appealing or slightly more appealing as other Canadian Pleasure Travellers. British Columbia (8.7) was rated as the most appealing among all destinations.

By contrast, the U.S. reference states were perceived to be more appealing to those who attended professional sports events than to other Canadian Pleasure Travellers. Hawaii (8.4), California (7.8) and Florida (7.4) received the highest ratings from this 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 attended professional sports events while on trips were quite active in culture and entertainment pursuits while traveling. They frequently went shopping and dining, visited historical sites, museums and art galleries and visited theme parks and exhibits while on trips. Relative to the average Canadian Pleasure Traveller, they were especially likely to attend other types of sporting events (e.g., amateur tournaments, national & international sporting events, equestrian and western events). They were also more likely to than others to attend live entertainment performances (e.g., comedy festivals and clubs, live theatre), go gambling in a casino and visit theme parks and exhibits (e.g., science and technology exhibits) and health spas while on trips.

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 Pro Sports Events	Did Not Attend Pro Sports Events	Pleasure Travellers	Index
Size of Market	2,889,472	15,550,036	18,439,508	100
Shopping & Dining	92.4%	81.1%	82.9%	111
Historical Sites, Museums & Art Galleries	70.3%	56.1%	58.3%	121
Theme Parks & Exhibits	57.0%	35.8%	39.2%	146
Fairs & Festivals	54.7%	34.5%	37.7%	145
Musical Concerts, Festivals & Attractions	54.0%	28.8%	32.7%	165
Casinos	40.5%	23.2%	25.9%	156
Science & Technology Exhibits	38.5%	20.3%	23.1%	166
Wine, Beer & Food Tastings	34.7%	21.8%	23.8%	146
Live Theatre	31.1%	19.2%	21.1%	147
Amateur Tournaments	29.2%	8.6%	11.8%	247
Agro-Tourism	24.2%	14.1%	15.7%	154
Garden Theme Attractions	23.2%	16.6%	17.6%	132
Comedy Festivals & Clubs	20.3%	8.2%	10.1%	201
Aboriginal Cultural Experiences	17.4%	10.5%	11.6%	150
High Art Performances	15.9%	10.1%	11.0%	144
Spas	15.0%	9.1%	10.0%	150
Equestrian & Western Events	14.9%	5.1%	6.7%	224
Participatory Historical Activities	9.2%	6.2%	6.7%	137
National & International Sporting Events	8.7%	2.2%	3.2%	272
Literary & Film Festivals	4.5%	2.2%	2.6%	173

Culture and Entertainment Activities Pursued in a Typical Year

Travellers who attended professional sports events were also very active in local culture and entertainment activities while not traveling. In addition to attending local professional and amateur sporting events, they frequently dined in local restaurants and visited local festivals and fairs. Relative to the average Canadian Pleasure Traveller, they were especially likely to attend local rock concerts and jazz performances, go recreational dancing, visit day spas and gamble in local casinos. In contrast, they were less likely than others to visit botanical gardens or patronize local high art performances (e.g., ballet, opera).

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

	Attended Pro Sports Events	Did Not Attend Pro Sports Events	Pleasure Travellers	Index
Size of Market	2,889,472	15,550,036	18,439,508	100
Going out to eat in restaurants	95.6%	90.8%	91.5%	104
Going to festivals or fairs	68.2%	60.2%	61.4%	111
Going to amateur sporting events	66.2%	37.5%	42.0%	158
Going to professional sporting events	65.4%	25.8%	32.1%	204
Going to pick-your-own farms or farmers' market	42.7%	40.7%	41.0%	104
Going to bars with live pop or rock bands	41.7%	25.1%	27.7%	151
Going to historic sites or heritage buildings	40.1%	39.2%	39.3%	102
Going to rock music concerts	36.6%	19.8%	22.4%	163
Going to live theatre	36.5%	34.5%	34.8%	105
Going dancing	35.0%	28.9%	29.9%	117
Going to museums	33.7%	32.5%	32.7%	103
Going to art galleries or art shows	32.2%	31.7%	31.8%	101
Going to amusement or theme parks	29.9%	28.7%	28.9%	104
Going to zoos or aquariums	29.7%	30.6%	30.4%	98
Going to gamble in casinos	24.2%	17.0%	18.1%	134
Going to botanical gardens	21.1%	26.2%	25.4%	83
Going to classical music concerts	16.3%	16.5%	16.5%	99
Going to day spas	15.6%	13.4%	13.8%	113
Staying overnight in a hotel or B&B in own city	11.6%	9.6%	9.9%	117
Going to jazz clubs	10.9%	6.9%	7.5%	145
Going to rodeos	10.2%	6.8%	7.3%	139
Going to the ballet	6.2%	7.5%	7.3%	85
Going to the opera	5.6%	6.8%	6.6%	85

Outdoor Activities Pursued While on Trips

Those who attended professional sports events were much more active than the average Canadian Pleasure Traveller in all outdoor activities while traveling. They frequently participated in ocean activities (e.g., sunbathing, swimming in ocean) and boating and swimming (e.g., motorboating, swimming in lakes) while on trips. In addition to attending sports events as spectators, this segment was also much more likely than the average Canadian Pleasure Traveller to take part in sports activities (e.g., golf, sports & games, team sports). They were also more likely than others to have gone exercising and jogging, downhill skiing and snowboarding, skating, freshwater scuba diving and snorkeling and to have participated in wilderness activities and extreme air sports while on trips.

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

	Attended Pro Sports Events	Did Not Attend Pro Sports Events	Pleasure Travellers	Index
Size of Market	2,889,472	15,550,036	18,439,508	100
Ocean Activities (e.g., swimming in ocean, sunbathing)	61.7%	46.1%	48.5%	127
Boating & Swimming (e.g., motorboating, swimming in lakes)	57.3%	38.1%	41.1%	139
Wildlife Viewing	49.7%	39.7%	41.2%	120
Hiking, Climbing & Paddling	43.3%	32.4%	34.1%	127
Golfing	39.7%	14.3%	18.3%	217
Sports & Games (e.g., tennis, board games)	39.0%	19.7%	22.7%	172
Fishing	34.0%	21.7%	23.6%	144
Team Sports (e.g., hockey, baseball)	30.2%	7.9%	11.4%	265
Exercising & Jogging	27.0%	13.8%	15.9%	170
Downhill Skiing & Snowboarding	26.8%	12.4%	14.6%	183
Skating (e.g., ice skating, rollerblading)	23.7%	9.8%	12.0%	198
Cycling	20.6%	12.2%	13.5%	152
Snowmobiling & ATVing	16.8%	10.3%	11.3%	148
Cross-country Skiing & Snowshoeing	12.5%	8.7%	9.3%	134
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	10.0%	5.6%	6.3%	159
Horseback Riding	7.2%	4.5%	4.9%	147
Hunting	6.9%	4.3%	4.7%	146
Freshwater Scuba & Snorkeling	6.3%	2.4%	3.0%	210
Wilderness Activities (e.g., wilderness skills course)	5.8%	1.7%	2.4%	244
Motorcycling	3.6%	2.9%	3.0%	119
Extreme Air Sports (e.g., parachuting)	2.1%	1.0%	1.1%	183

Outdoor Activities Pursued in a Typical Year

Professional Sports Event Attendees are also quite active in outdoor activities while not traveling. They frequently go on day outings to parks, exercise, swim and hike while not traveling. Relative to the average Canadian Pleasure Traveller, they are especially likely to play team sports and racquet sports and to go golfing, skating, snowboarding, rollerblading, ice-skating, downhill skiing and jogging while not traveling.

Fig. 9 Outdoor Activities Pursued in a Typical Year

	Attended Pro Sports Events	Did Not Attend Pro Sports Events	Pleasure Travellers	Index
Size of Market	2,889,472	15,550,036	18,439,508	100
Day outing to a park	69.7%	66.3%	66.9%	104
Exercising at home or at a fitness club	67.1%	59.9%	61.0%	110
Swimming	66.1%	59.2%	60.3%	110
Gardening	57.4%	60.2%	59.8%	96
Hiking	52.3%	48.1%	48.8%	107
Picnicking	50.9%	53.4%	53.1%	96
Golfing	49.5%	25.6%	29.4%	169
Cycling	49.2%	43.4%	44.3%	111
Camping	47.2%	37.0%	38.6%	122
Playing team sports	41.6%	19.5%	22.9%	181
Ice-skating	39.2%	26.5%	28.5%	138
Fishing	37.0%	27.8%	29.3%	126
Jogging	33.1%	22.4%	24.1%	138
Sailing or other boating	30.4%	22.1%	23.4%	130
Playing racquet sports (e.g., tennis or badminton)	25.7%	17.9%	19.1%	134
Downhill skiing	22.8%	15.0%	16.2%	141
Canoeing or kayaking	22.2%	15.9%	16.9%	131
Rollerblading	21.5%	13.1%	14.4%	149
Riding an all-terrain vehicle (ATV)	18.0%	13.6%	14.3%	126
Cross-country skiing	12.8%	12.4%	12.5%	103
Snowmobiling	11.1%	9.5%	9.8%	113
Hunting	9.7%	7.4%	7.7%	126
Snowboarding	8.3%	4.4%	5.0%	164
Horseback riding	7.2%	6.7%	6.8%	106
Skateboarding	1.8%	1.5%	1.6%	116

Accommodation Stayed In While on a Trip

In the past two years, those who attended professional sports events while on trips most often stayed in public or private campgrounds or resorts (lakeside or riverside resorts, seaside resorts, ski or mountain resorts). Relative to other Canadian Pleasure Travellers, they were especially likely to have stayed at a ski or mountain resort, in a wilderness lodge or outpost (e.g., lodge accessible by car, remote or fly-in lodge or outpost) and in a houseboat during the past two years.

Fig. 10 Accommodation Stayed in While on Trips

	Attended Pro Sports Events	Did Not Attend Pro Sports Events	Pleasure Travellers	Index
Size of Market	2,889,472	15,550,036	18,439,508	100
A Public Campground in a National, State, Provincial or Municipal Park	37.2%	24.3%	26.4%	141
Lakeside / Riverside Resort	31.7%	20.6%	22.3%	142
Seaside Resort	29.4%	19.1%	20.7%	142
Ski Resort or Mountain Resort	23.8%	12.1%	13.9%	171
A Private Campground	23.2%	18.0%	18.8%	123
A Camp Site in a Wilderness Setting (Not a Campground)	12.7%	7.8%	8.6%	149
Wilderness Lodge You Can Drive to by Car	9.1%	5.0%	5.6%	161
Health Spa	7.9%	5.6%	5.9%	133
Country Inn or Resort with Gourmet Restaurant	6.6%	4.8%	5.1%	129
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	6.2%	4.2%	4.5%	138
Farm or Guest Ranch	4.6%	2.8%	3.0%	150
Remote or Fly-In Wilderness Lodge	3.9%	1.2%	1.6%	244
On a Houseboat	2.6%	1.1%	1.4%	191
Remote or Fly-In Wilderness Outpost	1.1%	0.5%	0.6%	187
Cooking School	0.6%	0.3%	0.4%	160
Wine Tasting School	0.2%	0.3%	0.3%	86

Tours and Cruises Taken During Past Two Years

Travellers who attended professional sports events also frequently took tours and cruises in the past two years. They were most likely to take sameday tours (both guided and self-guided), city tours and scenic countryside drives. Relative to the average Canadian Pleasure Traveller, they were especially likely to take tours of wineries, factories and casinos as well as freshwater cruises (e.g., cruises on a river or lake).

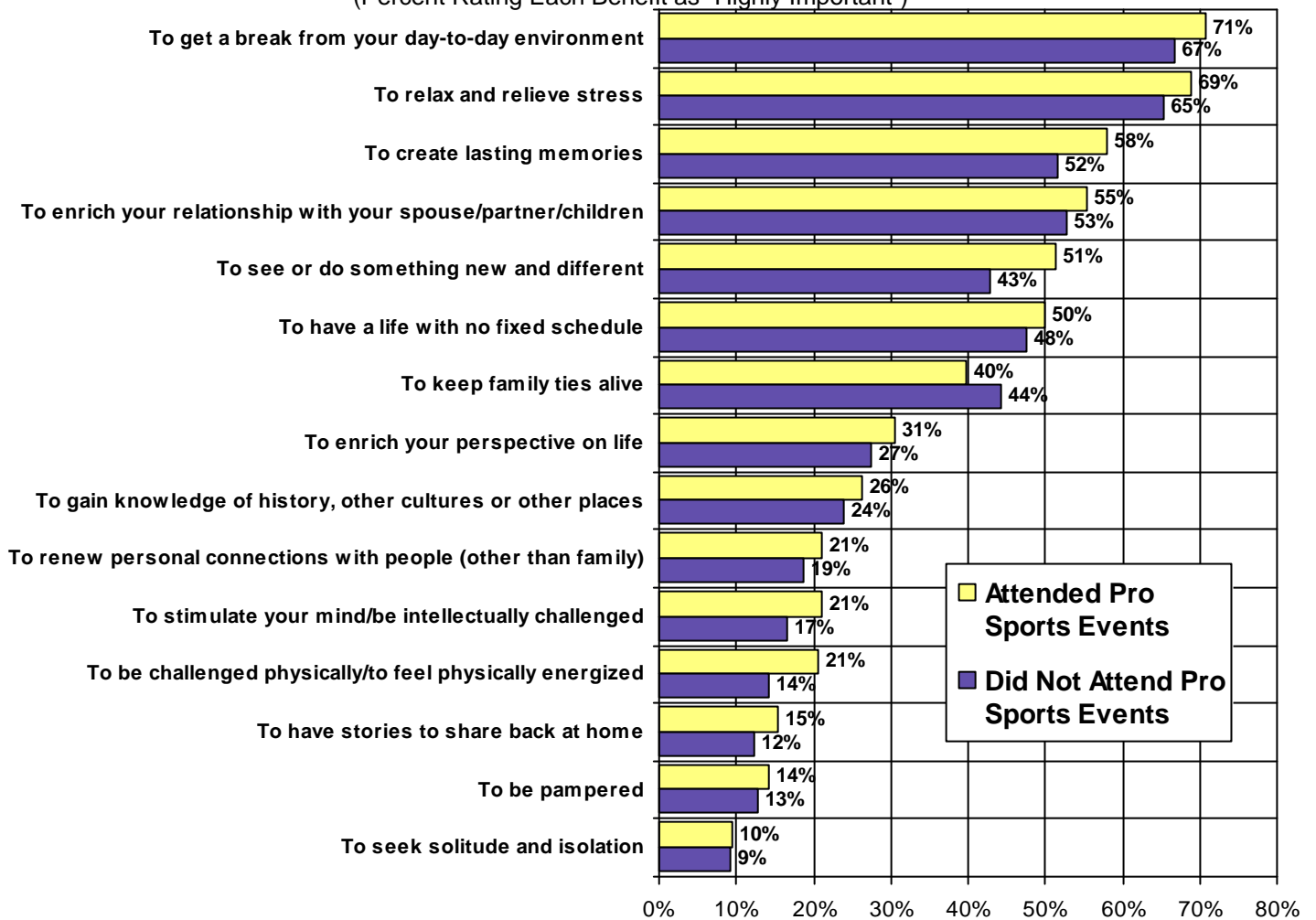
Fig. 11 Tours and Cruises Taken During Past Two Years

	Attended Pro Sports Events	Did Not Attend Pro Sports Events	Pleasure Travellers	Index
Size of Market	2,889,472	15,550,036	18,439,508	100
A self-guided, sameday tour while on an overnight trip	36.7%	27.9%	29.3%	125
Around the city	30.6%	22.0%	23.4%	131
An organized, sameday, guided tour while on an overnight trip	30.4%	20.7%	22.2%	137
Around the countryside - scenic drives	27.8%	21.4%	22.4%	124
A self-guided, overnight tour where you stayed in different locations	24.2%	17.0%	18.1%	134
On the water (sightseeing cruise)	18.2%	12.1%	13.1%	139
Wilderness tour	16.2%	12.4%	13.0%	124
Some other type of tour	14.0%	9.1%	9.8%	142
An organized, overnight, guided tour where you stayed in different locations	12.6%	9.6%	10.1%	125
An organized, overnight guided tour where you stayed in a single location	11.3%	7.2%	7.8%	145
To a casino	9.8%	5.9%	6.5%	150
To a winery	9.7%	4.9%	5.6%	172
Caribbean ocean cruise	6.3%	5.2%	5.4%	117
To a factory	5.0%	2.2%	2.6%	190
Ocean cruise - Other	3.9%	3.2%	3.3%	117
Cruise on another lake or river	3.2%	2.2%	2.4%	135
In the air as a pilot or passenger of an airplane or helicopter	2.4%	1.8%	1.9%	126
Cruise on the St. Lawrence River	1.9%	1.9%	1.9%	100
Some other type of cruise	1.9%	1.5%	1.6%	121
Alaskan ocean cruise	1.7%	1.6%	1.6%	105
Great Lakes cruise	1.1%	0.7%	0.8%	140
Submarine cruise	0.2%	0.1%	0.1%	155

Benefits Sought While On a Vacation

As with most Canadian Pleasure Travellers, travellers who attend professional sports events 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 the typical Canadian Pleasure Traveller, this activity segment especially values vacations that offer novelty (e.g., to see or do something different), create lasting memories and that offer opportunities to be physically challenged and energized.

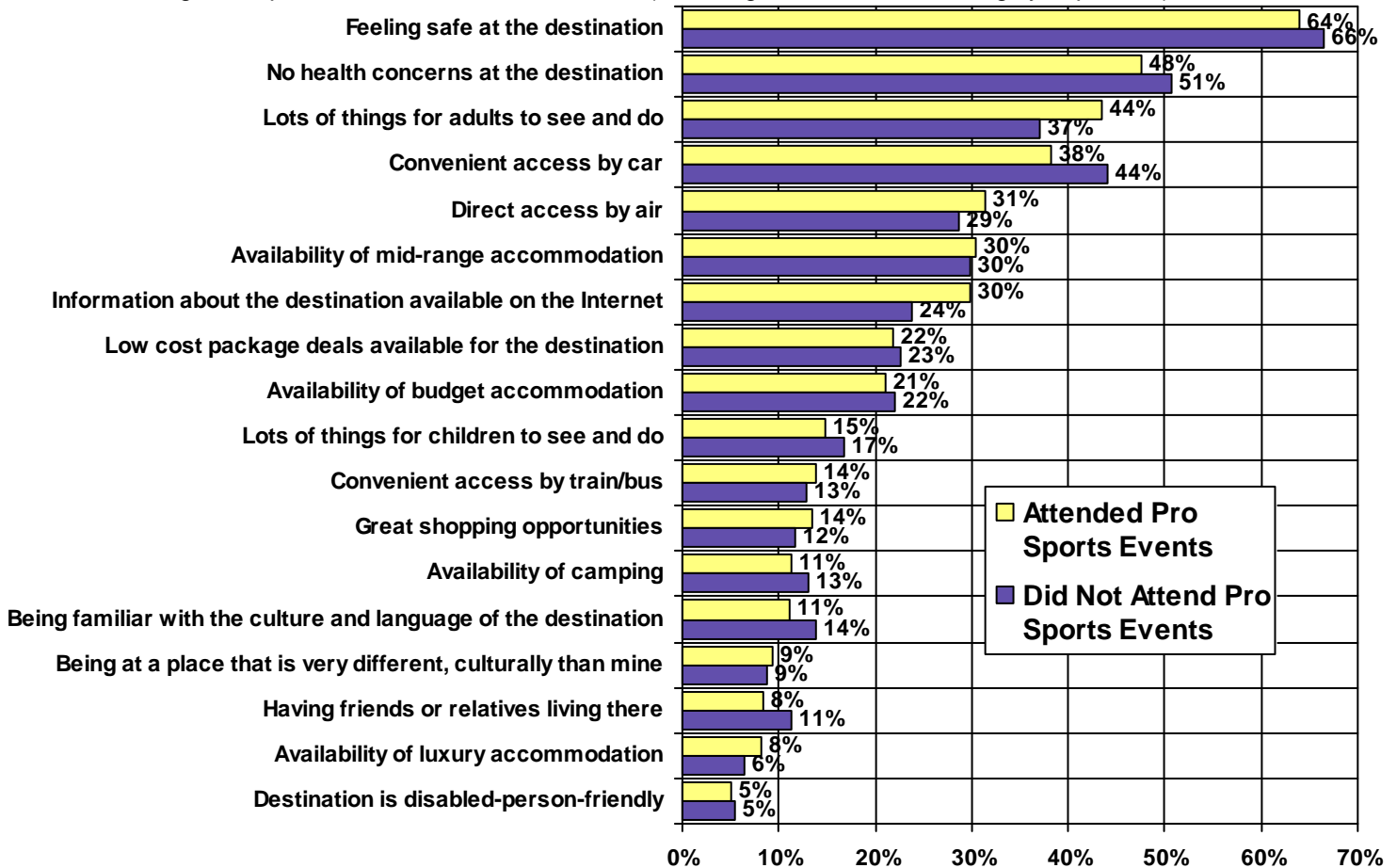
Fig.12 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as “Highly Important”)



Other Attributes of a Destination Considered Important

Similar to other Canadian Pleasure Travellers, those who attended professional sports events consider it important to feel safe at a destination. However, this activity segment is more likely than others to consider it important that a destination has lots of things for adults to see and do and information available on the Internet. They consider it less important that a destination is conveniently accessible by car or has family or friends 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 professional sports events while on trips generally start planning summer and winter trips with a particular destination in mind. They are next most likely to select a trip destination with a certain type of vacation experience in mind. Overall, the way this activity segment selects destinations parallels that of the average Canadian Pleasure Traveller.

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

	Attended Pro Sports Events	Did Not Attend Pro Sports Events	Pleasure Travellers	Index
Size of Market	2,889,472	15,550,036	18,439,508	100
Summer				
Started with a desired destination in mind	48.7%	48.4%	48.5%	100
Started by considering specific activities wanted to do	14.2%	13.7%	13.8%	103
Started with a certain type of vacation experience in mind	23.9%	23.7%	23.7%	101
Looked for packaged deals - no destination in mind	1.2%	1.3%	1.3%	90
Considered something else first	5.0%	4.2%	4.3%	116
Don't know / Other	7.0%	8.7%	8.4%	84
Winter				
Started with a desired destination in mind	45.8%	49.2%	48.6%	94
Started by considering specific activities wanted to do	18.7%	14.9%	15.6%	120
Started with a certain type of vacation experience in mind	21.2%	18.9%	19.3%	110
Looked for packaged deals - no destination in mind	2.9%	3.3%	3.2%	89
Considered something else first	3.5%	4.9%	4.7%	75
Don't know / Other	8.0%	8.8%	8.6%	92

Trip Planning and Information Sources Consulted

The majority of those who attended professional sports events when on trips were responsible for planning their trips either on their own (41.0%) or with someone else (18.8%). However, those in this segment were slightly more likely than others to share the responsibility for planning trips with others.

When making vacation plans, travellers who attend professional sports events typically consulted 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. They were also more likely than others to obtain trip planning information from programs and advertising on television, articles and advertising in magazines and newspapers, travel agents, travel guidebooks such as Fodor's and trade, travel or sports shows.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Attended Pro Sports Events	Did Not Attend Pro Sports Events	Pleasure Travellers	Index
	Size of Market	2,889,472	15,550,036	18,439,508	100
Who Plans Trips?	Respondent plans trips	41.0%	42.2%	42.0%	97
	Trip planning a shared responsibility	18.8%	16.0%	16.4%	115
	Someone else plans trips	40.2%	41.8%	41.5%	97
Information Sources Consulted	An Internet website	76.9%	63.0%	65.2%	118
	Advice of others / Word-of-mouth	61.0%	49.3%	51.1%	119
	Past experience / Been there before	58.0%	49.0%	50.4%	115
	A travel agent	42.6%	32.5%	34.1%	125
	Maps	38.6%	31.4%	32.6%	119
	Official travel guides or brochures from state / province	32.2%	24.8%	26.0%	124
	Articles in newspapers / magazines	29.8%	19.2%	20.9%	143
	Visitor information centres	26.5%	22.8%	23.4%	113
	An auto club such as CAA	22.2%	16.8%	17.7%	126
	Travel guide books such as Fodor's	19.5%	12.5%	13.6%	143
	Advertisements in newspapers / magazines	19.1%	13.3%	14.3%	134
	Programs on television	13.8%	6.3%	7.5%	183
	Travel information received in the mail	10.3%	8.6%	8.8%	116
	Advertisements on television	8.5%	4.3%	5.0%	171
	An electronic newsletter or magazine received by e-mail	6.4%	3.8%	4.2%	153
Visits to trade, travel or sports shows	5.9%	2.6%	3.1%	190	

Use of the Internet to Plan and Arrange Trips

Travellers who attended professional sports events are above-average users of the Internet to research (71.0%) and book (47.8%) travel. The majority use hotel or resort websites, the official tourism websites of countries, regions or cities, travel planning and booking websites (e.g., Expedia) and airline websites. They were most likely to have purchased airline tickets and accommodation online. However, they were more likely than others to purchase tickets for specific activities or attractions over the Internet.

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

		Attended Pro Sports Events	Did Not Attend Pro Sports Events	Pleasure Travellers	Index
	Size of Market	2,889,472	15,550,036	18,439,508	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	29.0%	43.0%	40.8%	71
	Uses Internet to plan trips only	23.2%	21.9%	22.1%	105
	Uses Internet to book part of trip	47.8%	35.0%	37.0%	129
Types of Websites Consulted	A website of a hotel or resort	64.7%	55.2%	57.0%	113
	A tourism website of a country / region / city	56.2%	48.3%	49.8%	113
	A travel planning / booking website	54.4%	43.7%	45.7%	119
	An airline website	51.4%	45.2%	46.3%	111
	A website of an attraction	36.8%	33.9%	34.5%	107
	Some other website	28.9%	27.3%	27.6%	105
	A cruise line website	9.1%	7.8%	8.1%	113
	A motorcoach website	2.8%	2.4%	2.5%	113
Parts of Trips Booked Over The Internet	Air tickets	74.0%	68.3%	69.5%	107
	Accommodation	69.9%	68.9%	69.2%	101
	Car rental	31.2%	26.1%	27.1%	115
	Tickets or fees for specific activities or attractions	30.8%	21.8%	23.6%	130
	Tickets for rail, bus or boat / ship fares	18.1%	14.6%	15.3%	118
	A package containing two or more items	16.8%	15.0%	15.4%	109
	Other	4.8%	3.7%	3.9%	123

Media Consumption Habits

Relative to the average Canadian Pleasure Traveller, those who attended professional sports events were more likely to consume travel-related media. However, as dedicated sports enthusiasts, this segment can be most effectively targeted through sports media. In fact, this segment is twice as likely as the average Canadian Pleasure Traveller to read professional sports magazines, listen to sports radio and visit sports websites. The majority also watch sports and sports talk shows on television and visit sports websites.

Fig. 17 Media Consumption Habits

		Attended Pro Sports Events	Did Not Attend Pro Sports Events	Pleasure Travellers	Index
	Size of Market	2,889,472	15,550,036	18,439,508	100
Newspaper Readership	Reads daily newspaper	91.0%	86.6%	87.3%	104
	Reads weekend edition of newspaper	91.2%	86.6%	87.3%	104
	Reads local neighbourhood or community newspapers	65.8%	60.7%	61.5%	107
	Reads other types of newspapers	20.6%	16.5%	17.2%	120
	Frequently or occasionally reads travel section of daily newspaper	56.8%	43.7%	45.7%	124
	Frequently or occasionally reads travel section of weekend newspaper	58.7%	45.2%	47.3%	124
Types of Magazines Read (Top 5 Indexed)	Professional sports	21.7%	6.1%	8.5%	255
	Outdoor activities/sports	22.7%	11.0%	12.8%	177
	Business, finance and investing	24.5%	14.8%	16.3%	150
	Travel (e.g., Condé Nast)	16.3%	10.9%	11.8%	139
	Automobile and cycle magazines	17.6%	12.6%	13.4%	131
Type of Television Programs Watched (Top 5 Indexed)	Sports/sports shows	69.8%	38.4%	43.3%	161
	Music/Music video shows/channels	30.1%	24.6%	25.5%	118
	Reality shows (e.g., Canadian Idol)	44.7%	38.9%	39.8%	112
	Biography	47.5%	41.4%	42.3%	112
	Travel shows	33.7%	29.7%	30.3%	111
Type of Radio Programs Listened To (Top 5 Indexed)	All sports	25.1%	8.5%	11.1%	227
	Top 40/Current hits	32.9%	23.7%	25.2%	131
	Modern rock/Alternative rock	47.1%	35.2%	37.1%	127
	Jazz/Big band	10.3%	8.5%	8.8%	117
	Country music	27.1%	23.2%	23.8%	114
Types of Websites Visited (Top 5 Indexed)	Sports	53.0%	21.5%	26.9%	197
	Network news sites (e.g., CBC, CNN)	43.9%	34.5%	36.1%	121
	Travel	60.3%	48.5%	50.6%	119
	Newspaper sites	37.6%	30.6%	31.8%	118
	Entertainment	60.2%	49.7%	51.5%	117

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	