

CANADIAN TRAVEL MARKET

Visiting Science and Technology Exhibits While on Trips Of One or More Nights

A Profile Report

November 5, 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



Visiting Science & Technology Exhibits While on Trips

Executive Summary

Over the last two years, 17.2% (4,266,161) of adult Canadians visited a science and technology exhibit while on an out-of-town, overnight trip of one or more nights. IMAX movie theatres (8.7%) were visited most often followed by science and technology museums (7.6%), science and technology theme parks (5.1%), children's museums (2.7%) and planetariums (2.4%). Visiting a science or technology exhibit while on trips was the 8th most frequent culture and entertainment activity type undertaken by Canadian Pleasure Travellers in the past two years. Those who visited a science and technology exhibit usually did not consider this the main reason for taking the trip.

Relative to the average Canadian Pleasure Traveller, Science and Technology Exhibit Visitors are over-represented among mature families (with teenaged children). They are more likely than the average Canadian Pleasure Traveller to have a university degree (38.8%) and their household incomes (\$78,116) are above-average. They are well-represented across all provinces in Canada.

The travel activities of those who visited a science and technology exhibit are average relative to the other culture and entertainment activity types. They were the 12th most likely of the 21 culture and entertainment activity types to have taken a trip within their own province or region (90.4%), the 5th most likely to have traveled to an adjacent province or region (60.3%) and the 11th most likely to have visited a non-adjacent province or region (38.5%). They prefer trips to the United States than to other countries and were the 9th most likely to have visited the United States (59.8%), but the second least likely to have visited Mexico (12.9%) and the Caribbean (15.3%).

Science and Technology Exhibit Visitors tend to take active, family-oriented trips with above-average participation in both educational and outdoor activities. They were much more likely than average Canadian Pleasure Traveller to have visited educational attractions and exhibits while traveling (e.g. historical sites, museums & galleries; theme parks & exhibits) and to have taken part in participatory educational activities (e.g., aboriginal cultural experiences, participatory historical activities). They are also very active in family-oriented outdoor activities (e.g., sports & games) as well as more strenuous outdoor activities (e.g., exercising & jogging, skating). They prefer vacations that offer novelty, opportunities to learn and a chance to enrich family relationships.

Science and Technology Exhibit Visitors are above-average users of the Internet to plan (70.8%) and book (47.2%) travel. However, this activity segment is an average user of travel media. As such, they may be more effectively targeted through science and technology magazines and television programs and current events 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 visited science and technology exhibits 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.

Visiting Science & Technology Exhibits While on Trips

Market Incidence

Over the last two years, 17.2% of adult Canadians (4,266,161) visited a science and technology museum while on an out-of-town, overnight trip of one or more nights. Seeing a movie at an IMAX theatre (8.7%) was the most popular activity followed by visiting a science and technology museum (7.6%), visiting a science and technology theme park (5.1%), visiting a children’s museum (2.7%) and visiting a planetarium (2.4%). Visiting a science or technology exhibit while on trips was the 8th most frequent culture and entertainment activity type undertaken by Canadian Pleasure Travellers in the past two years. Of those who visited a science and technology exhibit, only 19.8% (844,909) reported that this activity was the main reason for taking at least one trip in the past two years.

Fig. 1 Incidence of Visiting Science & Technology Exhibits While on Trips¹

Size of Market	Number of Science & Tech Exhibit Visitors ²	Percent Main Reason for Trip ³	Percent of Pleasure Travellers ⁴	Percent of Total Canadian Population ⁵
Science & Technology Exhibits (All Activities)	4,266,161	19.8%	23.1%	17.2%
IMAX movie theatre	2,151,985	13.8%	11.7%	8.7%
Science & technology museum	1,876,591	19.8%	10.2%	7.6%
Science & technology theme park	1,254,561	20.5%	6.8%	5.1%
Children’s museum	681,185	18.6%	3.7%	2.7%
Planetarium	586,976	16.8%	3.2%	2.4%
Participated in all five activities	34,687	4.6%	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 - “Science & Tech Exhibit Visitors” are defined as individuals who visited science and technology exhibits while on an out-of-town 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

Science and Technology Exhibit Visitors are well-represented across Canada. However, they are slightly less likely to live in Quebec and Manitoba.

Fig. 2 Geographic Distribution of Those Who Visited Science & Technology Exhibits While on Trips

	Total Population	Estimated Number Who Visited Science & Tech Exhibits on a Trip	Percent of Pleasure Travellers in Region Who Visited Science & Tech Exhibits on a Trip	Percent of Total Regional Population Who Visited Science & Tech Exhibits on a Trip
Canada	24,776,103	4,266,161	23.1%	17.2%
Atlantic Provinces	1,822,494	301,122	23.8%	16.5%
Quebec	5,940,869	821,811	19.6%	13.8%
Ontario	9,671,592	1,712,908	23.9%	17.7%
Manitoba	843,107	119,811	20.1%	14.2%
Saskatchewan	706,325	144,649	26.7%	20.5%
Alberta	2,465,540	528,098	26.3%	21.4%
British Columbia	3,326,176	637,762	24.0%	19.2%

Demographic Profile

Relative to the average Canadian Pleasure Traveller, Science and Technology Exhibit Visitors are overrepresented among mature families (with teenaged children) and as such, they are concentrated among those 35 to 44 years old. About two-thirds of this activity segment is married (67.9%), however they are more likely than others to have dependent children living at home. They have above-average levels of education (38.8% have a university degree) and household incomes (\$78,116).

Fig. 3 Demographic Profile of Science and Technology Exhibit Visitors
Relative to All Canadian Pleasure Travellers

		Science & Tech Exhibit Visitors	Did Not Visit Science & Tech Exhibits ¹	Pleasure Travellers	Index ²
Attribute	Size of Market	4,266,161	14,173,348	18,439,508	100
Gender	Male	49.0%	48.8%	48.8%	100
	Female	51.0%	51.2%	51.2%	100
Age of Respondent	18 to 24	13.5%	12.6%	12.8%	106
	25 to 34	20.0%	19.1%	19.3%	104
	35 to 44	24.7%	19.3%	20.5%	120
	45 to 54	18.5%	20.9%	20.3%	91
	55 to 64	13.1%	14.4%	14.1%	93
	65 Plus	10.1%	13.8%	12.9%	78
Average Age		43.0	45.0	44.5	N/A
Marital Status	Not married	32.1%	32.3%	32.2%	100
	Married	67.9%	67.7%	67.8%	100
Parental Status	No children under 18	65.6%	72.8%	71.1%	92
	Children under 18	34.4%	27.2%	28.9%	119
Education	High school or less	28.1%	38.7%	36.2%	78
	Some post-secondary	12.1%	10.9%	11.2%	109
	Post-secondary diploma/certificate	21.0%	22.2%	21.9%	96
	University degree	38.8%	28.3%	30.7%	126
Household Income	Under \$20,000	4.2%	6.2%	5.7%	73
	\$20,000 to \$39,999	12.3%	15.1%	14.5%	85
	\$40,000 to \$59,999	15.4%	16.9%	16.5%	93
	\$60,000 to \$79,999	15.6%	15.1%	15.2%	102
	\$80,000 to \$99,999	12.6%	12.1%	12.2%	103
	\$100,000 or more	27.5%	21.4%	22.8%	120
	Not stated	12.4%	13.2%	13.0%	95
Average Household Income		\$78,116	\$71,224	\$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 visit a science and technology exhibit on any trip. The numbers of Science & Tech Exhibit Visitors and Non-Science & Tech Exhibit Visitors equal the number of Pleasure Travellers.
- 2 - The "Index" is calculated by dividing the percent for Science & Tech Exhibit Visitors in each group by the percent of Pleasure Travellers in each group. The Index indicates the extent to which these visitors 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)

The travel activities of those who visited a science and technology exhibit are average relative to the other culture and entertainment activity types. They were the 12th most likely of the 21 culture and entertainment activity types to have taken a trip within their own province or region (90.4%), the 5th most likely to have traveled to an adjacent province or region (60.3%) and the 11th most likely to have visited a non-adjacent province or region (38.5%). Ontario (62.2%), Quebec (43.4%), British Columbia (36.3%) and Alberta (32.9%) were the most common destinations.

In terms of out-of-country travel, those who visited a science and technology exhibit were the 9th most likely to have visited the United States (59.8%) and the 10th most likely to have taken an overseas trip (29.8%). However, they were the second least likely of the 21 culture and entertainment activity types to have visited Mexico (12.9%) and the Caribbean (15.3%).

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

	Science & Tech Exhibit Visitors	Did Not Visit Science & Tech Exhibits	Pleasure Travellers	Index
Size of Market	4,266,161	14,173,348	18,439,508	100
Canada	97.5%	93.9%	94.8%	103
Took a trip within own province / region	90.4%	84.5%	85.9%	105
Took a trip to an adjacent province / region	60.3%	45.0%	48.6%	124
Took a trip to non-adjacent province / region	38.5%	29.3%	31.4%	122
Newfoundland and Labrador	5.6%	3.9%	4.3%	131
Prince Edward Island	9.4%	6.5%	7.2%	132
New Brunswick	15.1%	10.8%	11.8%	127
Nova Scotia	15.6%	11.8%	12.7%	123
Quebec	43.4%	37.6%	38.9%	111
Ontario	62.2%	50.9%	53.5%	116
Manitoba	12.5%	8.2%	9.2%	136
Saskatchewan	14.6%	10.5%	11.4%	128
Alberta	32.9%	23.7%	25.8%	127
British Columbia	36.3%	28.9%	30.6%	119
Yukon	1.5%	0.9%	1.0%	150
Northwest Territories	1.0%	0.6%	0.7%	149
Nunavut	0.4%	0.3%	0.3%	133
United States	59.8%	47.9%	50.7%	118
Mexico	12.9%	12.2%	12.4%	104
Caribbean	15.3%	15.7%	15.6%	98
All other destinations	29.8%	21.8%	23.6%	126

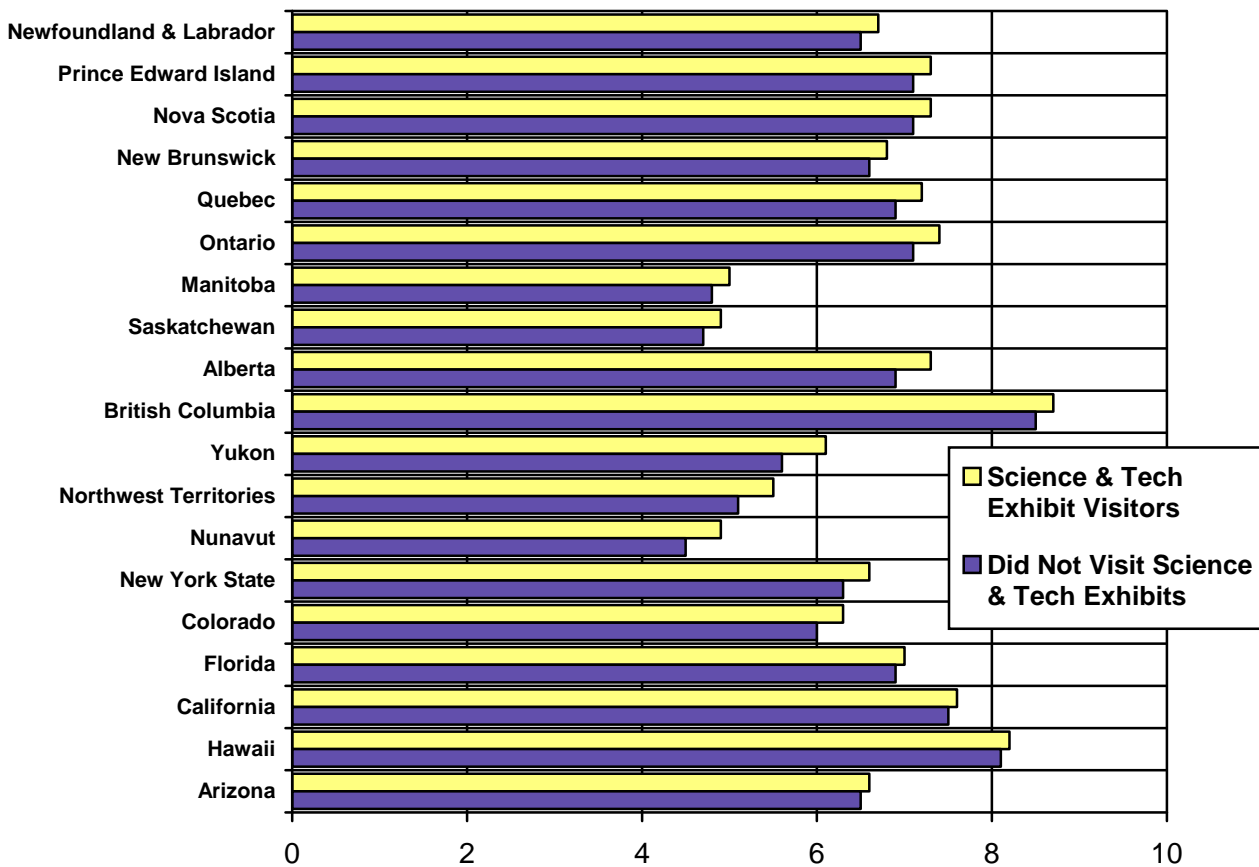
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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.

Science and Technology Exhibit Visitors have a slightly more positive impression of Canadian destinations than do others. British Columbia (8.7) was rated as the most appealing destination followed by Ontario (7.4), Nova Scotia (7.3), Prince Edward Island (7.3) and Alberta (7.3).

Science and Technology Exhibit Visitors also have a slightly more positive impressions of the U.S. reference states than other Canadian Pleasure Travellers. Hawaii (8.2) and California (7.6) received the highest appeal 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

Science and Technology Exhibit Visitors were much more active in culture and entertainment pursuits while on trips than the average Canadian Pleasure Traveller. 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, Science and Technology Exhibit Visitors were especially likely to have visited educational exhibits and attractions (e.g., historical sites, museums & galleries; theme parks & exhibits; garden theme attractions) and to have taken part in educational, participatory activities (e.g., agro-tourism; aboriginal cultural experiences; participatory historical activities) while on trips. They were also more likely to have attended live art performances (e.g., live theatre, high art performances) and sporting events (e.g., professional sports events, amateur tournaments, national & international sports events) while traveling.

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

	Science & Tech Exhibit Visitors	Did Not Visit Science & Tech Exhibits	Pleasure Travellers	Index
Size of Market	4,266,161	14,173,348	18,439,508	100
Shopping & Dining	94.0%	79.5%	82.9%	113
Historical Sites, Museums & Art Galleries	83.3%	50.8%	58.3%	143
Theme Parks & Exhibits	65.1%	31.3%	39.2%	166
Fairs & Festivals	56.7%	32.0%	37.7%	151
Musical Concerts, Festivals & Attractions	50.2%	27.5%	32.7%	153
Wine, Beer & Food Tastings	36.5%	20.0%	23.8%	153
Casinos	35.3%	23.1%	25.9%	136
Garden Theme Attractions	34.4%	12.5%	17.6%	196
Live Theatre	33.1%	17.5%	21.1%	157
Agro-Tourism	27.5%	12.1%	15.7%	175
Professional Sporting Events	26.1%	12.5%	15.7%	166
Aboriginal Cultural Experiences	20.8%	8.8%	11.6%	179
High Art Performances	20.1%	8.2%	11.0%	184
Amateur Tournaments	19.8%	9.4%	11.8%	168
Comedy Festivals & Clubs	17.6%	7.9%	10.1%	174
Spas	16.1%	8.2%	10.0%	161
Participatory Historical Activities	13.1%	4.7%	6.7%	197
Equestrian & Western Events	11.3%	5.3%	6.7%	170
Literary & Film Festivals	6.7%	1.3%	2.6%	260
National & International Sporting Events	6.1%	2.3%	3.2%	189

Culture and Entertainment Activities Pursued in a Typical Year

Science and Technology Exhibit Visitors are also very active in culture and entertainment activities while not traveling. They frequently dine in restaurants and visit local festivals or fairs and local historical sites or heritage buildings. They are also more likely than the average Canadian Pleasure Traveller to visit local educational attractions (e.g., museums, art galleries or shows, zoos or aquariums, botanical gardens) and to patronize local live arts performances (e.g., classical music concerts, jazz clubs, ballet, opera). This indicates that this activity segment has a keen interest in acquiring knowledge and experiencing local culture, both while traveling and not traveling.

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

	Science & Tech Exhibit Visitors	Did Not Visit Science & Tech Exhibits	Pleasure Travellers	Index
Size of Market	4,266,161	14,173,348	18,439,508	100
Going out to eat in restaurants	94.1%	90.7%	91.5%	103
Going to festivals or fairs	69.9%	58.9%	61.4%	114
Going to historic sites or heritage buildings	50.7%	35.9%	39.3%	129
Going to amateur sporting events	48.0%	40.2%	42.0%	114
Going to museums	47.0%	28.4%	32.7%	144
Going to pick-your-own farms or farmers' market	45.8%	39.5%	41.0%	112
Going to art galleries or art shows	42.9%	28.4%	31.8%	135
Going to live theatre	41.5%	32.8%	34.8%	119
Going to zoos or aquariums	39.6%	27.7%	30.4%	130
Going to amusement or theme parks	34.7%	27.1%	28.9%	120
Going to professional sporting events	34.7%	31.3%	32.1%	108
Going to botanical gardens	33.0%	23.1%	25.4%	130
Going to bars with live pop or rock bands	32.7%	26.2%	27.7%	118
Going dancing	31.9%	29.2%	29.9%	107
Going to rock music concerts	26.5%	21.2%	22.4%	118
Going to classical music concerts	23.3%	14.5%	16.5%	141
Going to gamble in casinos	18.2%	18.1%	18.1%	101
Going to day spas	16.5%	12.9%	13.8%	120
Staying overnight in a hotel or B&B in own city	13.2%	8.9%	9.9%	134
Going to jazz clubs	11.1%	6.5%	7.5%	147
Going to the ballet	11.0%	6.2%	7.3%	151
Going to the opera	9.6%	5.7%	6.6%	146
Going to rodeos	9.0%	6.8%	7.3%	123

Outdoor Activities Pursued While on Trips

Science and Technology Exhibit Visitors were more likely than the average Canadian Pleasure Traveller to participate in almost all outdoor activities while on a trip. They frequently went wildlife viewing and participated in water-related activities (e.g., sunbathing, swimming in ocean and lakes, motorboating) while traveling. Relative to the average Canadian Pleasure Traveller, Science and Technology Exhibit Visitors were especially likely to participate in family-oriented outdoor activities including sports and games, cycling, skating and cross-country skiing and snowshoeing and physically strenuous activities such as exercising and jogging. However, this activity segment was less likely to go hunting while on trips.

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

	Science & Tech Exhibit Visitors	Did Not Visit Science & Tech Exhibits	Pleasure Travellers	Index
Size of Market	4,266,161	14,173,348	18,439,508	100
Wildlife Viewing	58.4%	36.1%	41.2%	142
Ocean Activities (e.g., swimming in ocean, sunbathing)	58.3%	45.6%	48.5%	120
Boating & Swimming (e.g., motorboating, swimming in lakes)	52.2%	37.8%	41.1%	127
Hiking, Climbing & Paddling	46.7%	30.3%	34.1%	137
Sports & Games (e.g., tennis, board games)	35.9%	18.8%	22.7%	158
Fishing	26.3%	22.8%	23.6%	112
Exercising & Jogging	25.9%	12.9%	15.9%	163
Golfing	23.3%	16.8%	18.3%	127
Cycling	22.6%	10.8%	13.5%	167
Downhill Skiing & Snowboarding	22.3%	12.3%	14.6%	153
Skating (e.g., ice skating, rollerblading)	20.4%	9.4%	12.0%	170
Team Sports (e.g., hockey, baseball)	17.9%	9.4%	11.4%	158
Cross-country Skiing & Snowshoeing	15.6%	7.4%	9.3%	167
Snowmobiling & ATVing	14.3%	10.5%	11.3%	126
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	10.1%	5.2%	6.3%	160
Horseback Riding	6.7%	4.3%	4.9%	138
Freshwater Scuba & Snorkeling	6.3%	2.0%	3.0%	210
Wilderness Activities (e.g., wilderness skills course)	5.5%	1.4%	2.4%	232
Motorcycling	3.9%	2.7%	3.0%	131
Hunting	3.7%	5.0%	4.7%	79
Extreme Air Sports (e.g., parachuting)	2.4%	0.7%	1.1%	212

Outdoor Activities Pursued in a Typical Year

Science and Technology Exhibit Visitors are moderately active in outdoor activities while not traveling. As with most Canadian Pleasure Travellers, they frequently take day outings to parks and go picnicking, swim, exercise and garden at home. Relative to the average Canadian Pleasure Traveller, they were especially likely to participate in 'board and blade' activities (i.e., skating, rollerblading, skateboarding) along with racquet sports, canoeing or kayaking and skiing (downhill, cross-country) while not traveling.

Fig. 9 Outdoor Activities Pursued in a Typical Year

	Science & Tech Exhibit Visitors	Did Not Visit Science & Tech Exhibits	Pleasure Travellers	Index
Size of Market	4,266,161	14,173,348	18,439,508	100
Day outing to a park	75.7%	64.2%	66.9%	113
Swimming	69.0%	57.6%	60.3%	114
Exercising at home or at a fitness club	66.2%	59.4%	61.0%	109
Gardening	62.3%	59.0%	59.8%	104
Picnicking	61.4%	50.5%	53.1%	116
Hiking	58.0%	46.0%	48.8%	119
Cycling	54.2%	41.3%	44.3%	122
Camping	44.1%	36.9%	38.6%	114
Ice-skating	35.3%	26.5%	28.5%	124
Golfing	30.5%	29.0%	29.4%	104
Fishing	30.3%	29.0%	29.3%	104
Jogging	29.7%	22.4%	24.1%	123
Sailing or other boating	28.4%	21.9%	23.4%	121
Playing team sports	28.3%	21.3%	22.9%	123
Playing racquet sports (e.g., tennis or badminton)	25.8%	17.1%	19.1%	135
Canoeing or kayaking	23.7%	14.8%	16.9%	140
Downhill skiing	21.8%	14.5%	16.2%	135
Rollerblading	18.4%	13.2%	14.4%	128
Riding an all-terrain vehicle (ATV)	16.4%	13.6%	14.3%	115
Cross-country skiing	16.3%	11.3%	12.5%	131
Snowmobiling	10.7%	9.5%	9.8%	109
Horseback riding	8.9%	6.2%	6.8%	130
Hunting	7.0%	8.0%	7.7%	91
Snowboarding	7.0%	4.5%	5.0%	139
Skateboarding	2.6%	1.3%	1.6%	165

Accommodation Stayed In While on a Trip

Relative to the average Canadian Pleasure Traveller, Science and Technology Exhibit Visitors were more likely to have stayed in a public or private campground or a resort (e.g., lakeside or riverside resorts, seaside resorts, ski or mountain resorts) in the past two years. They were especially more likely than others to have stayed in a wilderness setting as well as some of the more unusual accommodation types (e.g., houseboat, farm or guest ranch, health spa) over the last two years.

Fig. 10 Accommodation Stayed in While on Trips

	Science & Tech Exhibit Visitors	Did Not Visit Science & Tech Exhibits	Pleasure Travellers	Index
Size of Market	4,266,161	14,173,348	18,439,508	100
A Public Campground in a National, State, Provincial or Municipal Park	35.9%	23.5%	26.4%	136
Lakeside / Riverside Resort	31.5%	19.5%	22.3%	141
Seaside Resort	27.7%	18.6%	20.7%	134
A Private Campground	25.2%	16.8%	18.8%	134
Ski Resort or Mountain Resort	21.6%	11.6%	13.9%	155
A Camp Site in a Wilderness Setting (Not a Campground)	13.4%	7.1%	8.6%	156
Health Spa	9.0%	5.0%	5.9%	152
Wilderness Lodge You Can Drive to by Car	8.1%	4.9%	5.6%	145
Country Inn or Resort with Gourmet Restaurant	8.1%	4.2%	5.1%	159
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	6.5%	3.9%	4.5%	145
Farm or Guest Ranch	5.2%	2.4%	3.0%	172
On a Houseboat	2.5%	1.0%	1.4%	181
Remote or Fly-In Wilderness Lodge	2.1%	1.4%	1.6%	132
Remote or Fly-In Wilderness Outpost	0.8%	0.5%	0.6%	147
Cooking School	0.5%	0.3%	0.4%	148
Wine Tasting School	0.5%	0.2%	0.3%	181

Tours and Cruises Taken During Past Two Years

Science and Technology Exhibit Visitors were more likely than the average Canadian Pleasure Traveller to have taken tours and cruises in the past two years. Sameday tours (both guided and self-guided), city tours and scenic countryside drives were taken most often. However, relative to others, they were especially likely to have taken tours of wineries, factories and casinos.

Science and Technology Exhibit Visitors were also more likely than other Canadian Pleasure Travellers to have taken freshwater cruises including Great Lakes cruises, St. Lawrence River cruises and cruises on other lakes or rivers.

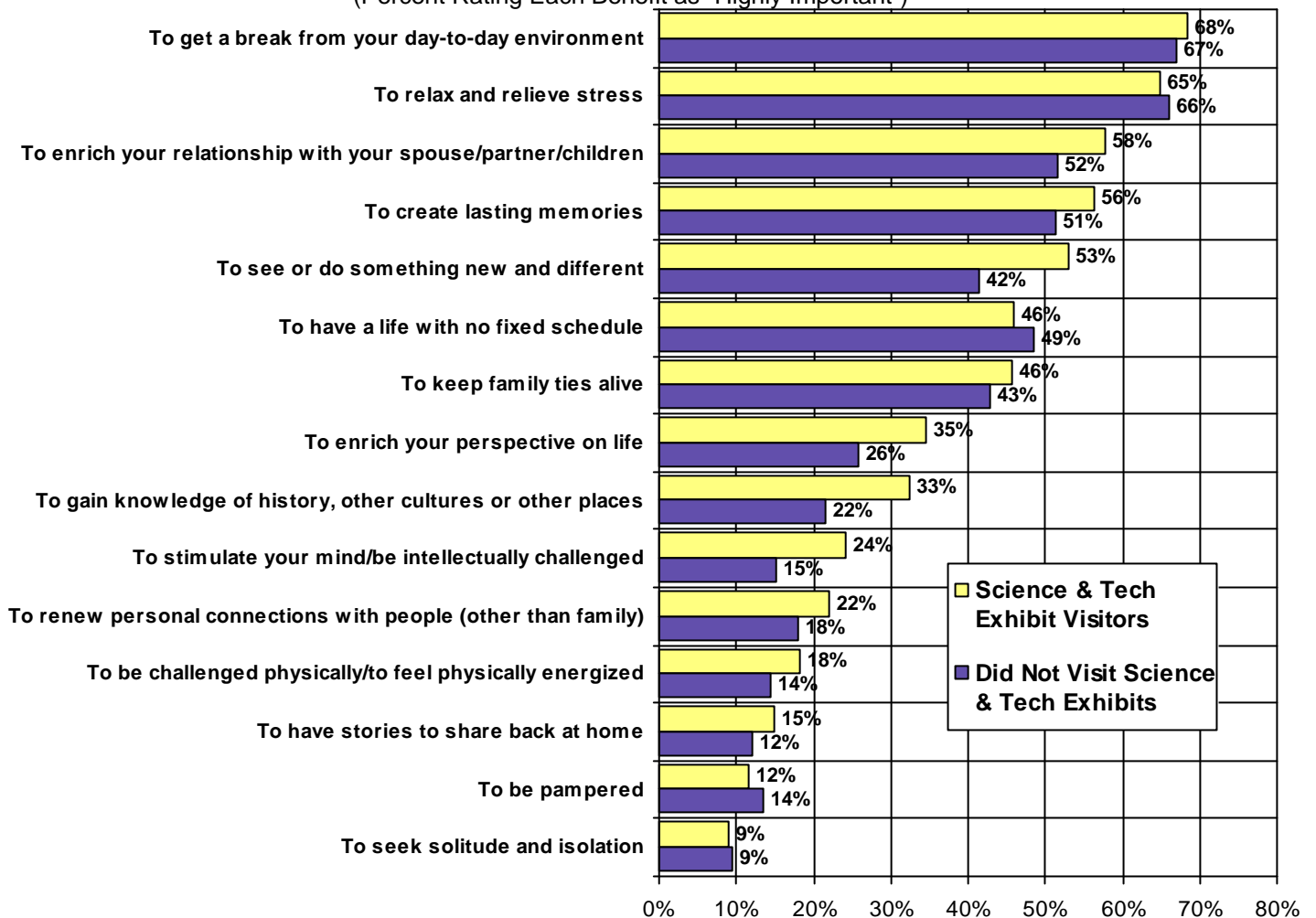
Fig. 11 Tours and Cruises Taken During Past Two Years

	Science & Tech Exhibit Visitors	Did Not Visit Science & Tech Exhibits	Pleasure Travellers	Index
Size of Market	4,266,161	14,173,348	18,439,508	100
A self-guided, sameday tour while on an overnight trip	39.7%	26.2%	29.3%	136
Around the city	32.2%	20.7%	23.4%	138
Around the countryside - scenic drives	31.5%	19.7%	22.4%	141
An organized, sameday, guided tour while on an overnight trip	31.1%	19.5%	22.2%	140
A self-guided, overnight tour where you stayed in different locations	28.2%	15.1%	18.1%	155
On the water (sightseeing cruise)	20.0%	11.0%	13.1%	153
Wilderness tour	18.6%	11.3%	13.0%	143
An organized, overnight, guided tour where you stayed in different locations	15.4%	8.5%	10.1%	153
Some other type of tour	14.4%	8.5%	9.8%	146
An organized, overnight, guided tour where you stayed in a single location	11.5%	6.7%	7.8%	147
To a winery	9.4%	4.5%	5.6%	167
To a casino	9.3%	5.7%	6.5%	142
Caribbean ocean cruise	6.2%	5.1%	5.4%	116
To a factory	5.1%	1.9%	2.6%	192
Ocean cruise – Other	4.2%	3.0%	3.3%	128
Cruise on another lake or river	4.1%	1.9%	2.4%	172
In the air as a pilot or passenger of an airplane or helicopter	3.2%	1.5%	1.9%	168
Cruise on the St. Lawrence River	3.1%	1.6%	1.9%	159
Some other type of cruise	2.9%	1.2%	1.6%	185
Alaskan ocean cruise	2.2%	1.5%	1.6%	135
Great Lakes cruise	1.6%	0.5%	0.8%	201
Submarine cruise	0.3%	0.1%	0.1%	227

Benefits Sought While On a Vacation

As with the most Canadian Pleasure Travellers, those who visited Science and Technology Exhibits take vacations to get a break from their day-to-day environment, to relax and relieve stress, to enrich family relationships, to create lasting memories and to see or do something new and different. However, relative to other Canadian Pleasure Travellers, Science and Technology Exhibit Visitors are especially likely to prefer vacations that offer novelty (e.g., seeing or doing something new and different), learning opportunities (e.g., enrich one’s perspective on life, gain knowledge of the history and culture of a destination, mental stimulation) and a chance to enrich their relationships with other family members. This reflects this activity segment’s keen interest in acquiring knowledge through family travel.

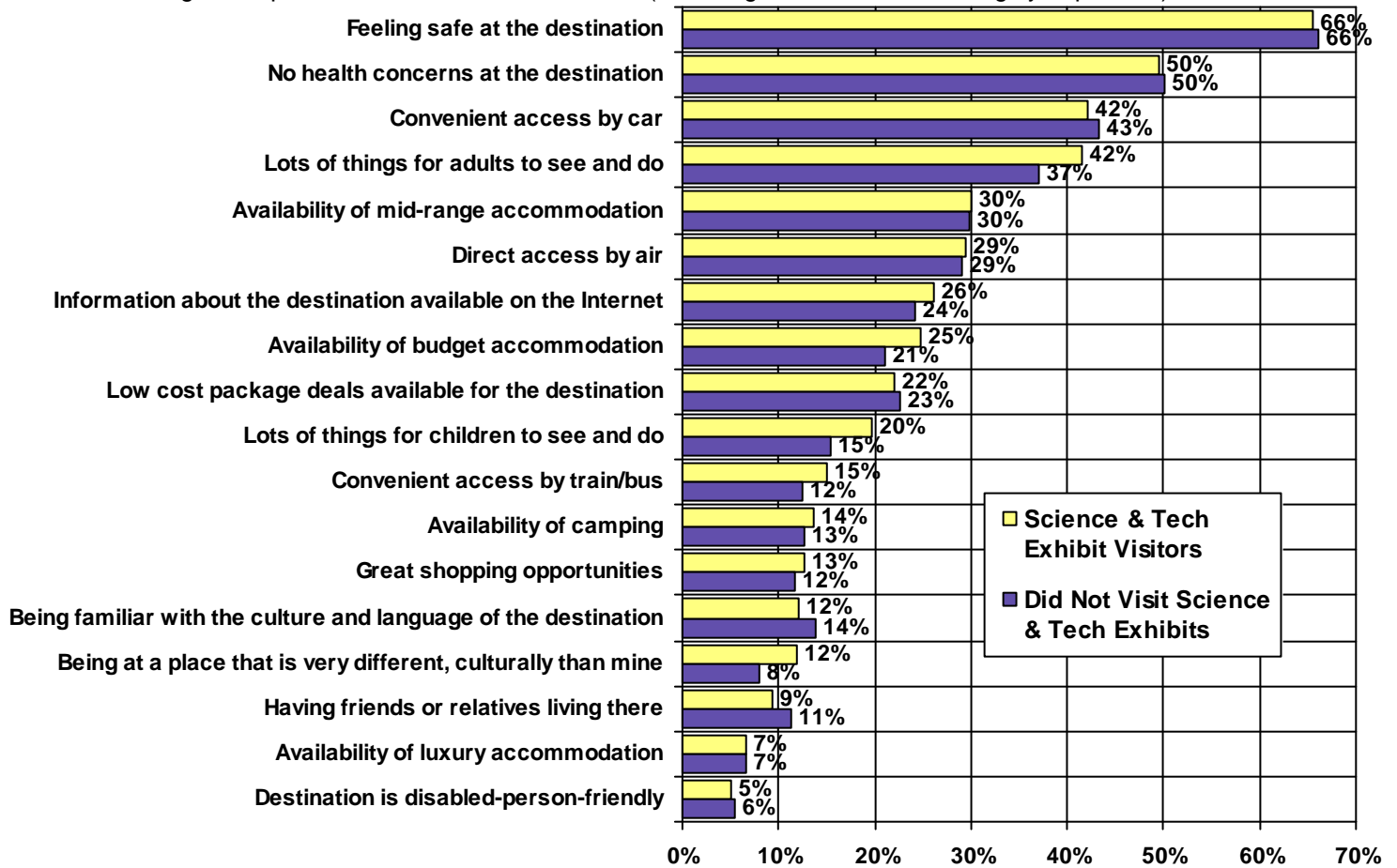
Fig.12 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as “Highly Important”)



Other Attributes of a Destination Considered Important

Similar to other Canadian Pleasure Travellers, most Science and Technology Exhibit Visitors consider it important to feel safe at a destination. However, relative to other travellers, those who visited science and technology exhibits prefer destinations that have lots of things to see and do for both adults and children.

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



How Destinations are Selected

Similar to the average Canadian Pleasure Traveller, Science and Technology Exhibit Visitors begin planning trips with a particular destination in mind. However, for winter vacations, those who have visited science and technology exhibits are more likely than others to begin planning by considering what activities that they want to do on vacation.

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

	Science & Tech Exhibit Visitors	Did Not Visit Science & Tech Exhibits	Pleasure Travellers	Index
Size of Market	4,266,161	14,173,348	18,439,508	100
Summer				
Started with a desired destination in mind	51.3%	47.6%	48.5%	106
Started by considering specific activities wanted to do	14.0%	13.7%	13.8%	101
Started with a certain type of vacation experience in mind	24.1%	23.6%	23.7%	102
Looked for packaged deals - no destination in mind	1.6%	1.2%	1.3%	122
Considered something else first	2.7%	4.8%	4.3%	63
Don't know / Other	6.3%	9.1%	8.4%	75
Winter				
Started with a desired destination in mind	47.0%	49.2%	48.6%	97
Started by considering specific activities wanted to do	20.0%	14.1%	15.6%	128
Started with a certain type of vacation experience in mind	19.9%	19.1%	19.3%	103
Looked for packaged deals - no destination in mind	2.6%	3.4%	3.2%	80
Considered something else first	3.2%	5.2%	4.7%	68
Don't know / Other	7.4%	9.1%	8.6%	85

Trip Planning and Information Sources Consulted

The majority of Science and Technology Exhibit Visitors were responsible for planning their trips either on their own (42.4%) or with someone else (16.9%). When making vacation plans, Science and Technology Exhibit Visitors typically consult a wider variety of information sources than other Canadian Pleasure Travellers. The majority use the Internet, word-of-mouth and past experiences to plan trips. However, this culture and entertainment activity type is especially likely to obtain travel information from television programs and television advertising, electronic newsletters and direct mail, travel guides such as Fodor's, government tourism bureaus (i.e., guides and brochures, visitor information centres) and trade, travel and sports shows.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Science & Tech Exhibit Visitors	Did Not Visit Science & Tech Exhibits	Pleasure Travellers	Index
	Size of Market	4,266,161	14,173,348	18,439,508	100
Who Plans Trips?	Respondent plans trips	42.4%	41.9%	42.0%	101
	Trip planning a shared responsibility	16.9%	16.3%	16.4%	103
	Someone else plans trips	40.7%	41.8%	41.5%	98
Information Sources Consulted	An Internet website	74.7%	62.2%	65.2%	115
	Advice of others / Word-of-mouth	60.7%	48.1%	51.1%	119
	Past experience / Been there before	57.8%	48.0%	50.4%	115
	Maps	41.8%	29.6%	32.6%	128
	A travel agent	37.9%	32.9%	34.1%	111
	Official travel guides or brochures from state / province	37.1%	22.4%	26.0%	143
	Visitor information centres	34.1%	20.0%	23.4%	146
	Articles in newspapers / magazines	29.7%	18.0%	20.9%	143
	An auto club such as CAA	24.7%	15.4%	17.7%	140
	Travel guide books such as Fodor's	20.0%	11.6%	13.6%	147
	Advertisements in newspapers / magazines	19.9%	12.5%	14.3%	139
	Travel information received in the mail	13.1%	7.5%	8.8%	148
	Programs on television	13.1%	5.7%	7.5%	174
	Advertisements on television	8.3%	3.9%	5.0%	166
	An electronic newsletter or magazine received by e-mail	6.5%	3.4%	4.2%	156
Visits to trade, travel or sports shows	5.9%	2.2%	3.1%	189	

Use of the Internet to Plan and Arrange Trips

Science and Technology Exhibit Visitors are more likely than the average Canadian Pleasure Traveller to use the Internet to plan and book travel. They were the 6th most likely of the 21 culture and entertainment activity types to plan (70.8%) vacations using the Internet and the 10th most likely to book travel components online (47.2%). The majority use hotel or resort websites and the official tourism websites of countries, regions or cities to plan trips. However, this activity type is more likely than others to use the websites of specific attractions to research and purchase tickets. This suggests that those who visit science and technology exhibits may be especially likely to purchase tickets to exhibits online before they travel.

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

		Science & Tech Exhibit Visitors	Did Not Visit Science & Tech Exhibits	Pleasure Travellers	Index
	Size of Market	4,266,161	14,173,348	18,439,508	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	29.1%	44.4%	40.8%	71
	Uses Internet to plan trips only	23.6%	21.7%	22.1%	107
	Uses Internet to book part of trip	47.2%	34.0%	37.0%	128
Types of Websites Consulted	A website of a hotel or resort	61.7%	55.2%	57.0%	108
	A tourism website of a country / region / city	55.5%	47.6%	49.8%	111
	An airline website	49.0%	45.3%	46.3%	106
	A website of an attraction	48.0%	29.3%	34.5%	139
	A travel planning / booking website	47.6%	44.9%	45.7%	104
	Some other website	30.6%	26.4%	27.6%	111
	A cruise line website	8.6%	7.9%	8.1%	106
	A motorcoach website	2.8%	2.3%	2.5%	114
Parts of Trips Booked Over The Internet	Accommodation	75.0%	66.7%	69.2%	108
	Air tickets	72.8%	68.1%	69.5%	105
	Car rental	33.0%	24.7%	27.1%	121
	Tickets or fees for specific activities or attractions	31.1%	20.5%	23.6%	132
	Tickets for rail, bus or boat / ship fares	19.2%	13.7%	15.3%	125
	A package containing two or more items	15.4%	15.4%	15.4%	100
	Other	5.1%	3.5%	3.9%	129

Media Consumption Habits

Science and Technology Exhibit Visitors are somewhat more likely than the average Canadian Pleasure Traveller to read the travel sections of newspapers, visit travel websites and watch travel shows on television. However, their use of travel media is below-average relative to most other culture and entertainment activity types. Therefore, those who visit science and technology exhibits may be more effectively targeted through technology magazines (e.g., photography & video; science & geography; computers, electronics & technology) and science and nature television shows. They are also above-average consumers of news / talk / information radio stations.

Fig. 17 Media Consumption Habits

		Science & Tech Exhibit Visitors	Did Not Visit Science & Tech Exhibits	Pleasure Travellers	Index
Size of Market		4,266,161	14,173,348	18,439,508	100
Newspaper Readership	Reads daily newspaper	89.7%	86.5%	87.3%	103
	Reads weekend edition of newspaper	89.3%	86.7%	87.3%	102
	Reads local neighbourhood or community newspapers	64.4%	60.7%	61.5%	105
	Reads other types of newspapers	19.6%	16.4%	17.2%	114
	Frequently or occasionally reads travel section of daily newspaper	52.0%	43.8%	45.7%	114
	Frequently or occasionally reads travel section of weekend newspaper	54.2%	45.3%	47.3%	114
Types of Magazines Read (Top 5 Indexed)	Photography and video	6.7%	3.2%	4.1%	166
	Science and geography	24.4%	14.2%	16.6%	147
	Computers, electronics and technology	15.1%	9.0%	10.4%	145
	Business, finance and investing	21.3%	14.8%	16.3%	130
	Newsmagazine	31.1%	22.1%	24.2%	129
Type of Television Programs Watched (Top 5 Indexed)	Science & nature shows	49.1%	42.3%	43.8%	112
	History	44.9%	40.9%	41.8%	107
	Science fiction / Fantasy shows	20.5%	18.8%	19.2%	107
	Biography	44.7%	41.6%	42.3%	106
	Travel shows	31.9%	29.8%	30.3%	105
Type of Radio Programs Listened To (Top 5 Indexed)	Jazz / Big band	12.0%	7.8%	8.8%	137
	Classical music	21.0%	16.1%	17.2%	122
	Multicultural	9.7%	8.0%	8.4%	116
	News / Talk / Information	45.5%	37.5%	39.4%	116
	Modern rock / Alternative rock	41.3%	35.8%	37.1%	111
Types of Websites Visited (Top 5 Indexed)	Newspaper sites	36.3%	30.3%	31.8%	114
	Network news sites (e.g., CBC, CNN)	41.1%	34.5%	36.1%	114
	Magazine sites	18.4%	15.9%	16.6%	111
	Travel	56.2%	48.7%	50.6%	111
	Sites for specific activities or interests	39.7%	34.6%	35.9%	111

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	