

CANADIAN TRAVEL MARKET

Attending National and International Sporting Events While on Trips Of One or More Nights

A Profile Report

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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 National and International Sporting Events While on Trips

Executive Summary

Over the last two years, 2.4% (591,158) of adult Canadians attended a national or international sporting event while on an out-of-town, overnight trip of one or more nights. A curling bonspiel was the most popular (1.2%) event followed by a national or international sporting event such as the Olympic Games (0.7%) and a professional figure skating competition (0.6%). Attending national or international sporting events while on trips was the 20th most frequent culture and entertainment activity type undertaken by Canadian Pleasure Travellers in the past two years. However, the majority of those who attended such a sporting event (52.5%, or 310,575) reported that this activity was the main reason for taking at least one trip; more than any other activity type.

Relative to the average Canadian Pleasure Traveller, this segment is over-represented among women (53.9%), those 55 or older and especially Senior Couples and Senior Singles. They are generally less affluent than the other culture and entertainment activity types being the 16th most likely to have a university education (32.4%) and reporting the third lowest household income (\$74,337). They are over-represented among Canadian Pleasure Travellers in Saskatchewan, Alberta, Manitoba and the Atlantic Provinces.

Those who attended a national or international sporting event are primarily domestic travellers. They were the 5th most likely of the 21 culture and entertainment activity types to have taken a trip within their own province or region (91.5%), the 4th most likely to have traveled to an adjacent province or region (60.8%) and the 4th most likely to have visited a non-adjacent province or region (43.1%) in the past two years. However, their out-of-country travel is slightly below-average. They were the 12th most likely to have visited the United States (59.3%), the 10th most likely to have visited Mexico (16.4%) and the 14th most likely to have taken a trip to the Caribbean (16.6%) in the last two years.

Despite their age, National and International Sporting Event Attendees are very active while they travel. They frequently participate in sporting activities both as spectators (e.g., pro sports events, amateur tournaments) and as participants (e.g., team sports, golf). They were also more likely than others to attend live art performances (e.g., high arts, musical concerts, live theatre) and to participate in fitness activities (e.g., exercising & jogging, cross-country skiing, cycling). They prefer vacations that are physically challenging and provide opportunities to socialize with their family and friends.

Relative to the other culture and entertainment activity types, this segment is a below-average user of the Internet to plan (64.0%) and book (42.9%) travel. However, they are avid consumers of travel media and may also be effectively targeted through sports media and country music 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 national or international 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 National and International Sporting Events While on Trips

Market Incidence

Over the last two years, 2.4% of adult Canadians (591,158) attended a national or international sporting event while on an out-of-town, overnight trip of one or more nights. A curling bonspiel was the most commonly attended national or international sporting event (1.2%) followed by a national or international sports competition such as the Olympic Games (0.7%) and a professional figure skating competition (0.6%). Attending national or international sporting events while on trips was the 20th most frequent culture and entertainment activity type undertaken by Canadian Pleasure Travellers in the past two years. However, the majority of those who attended such a sporting event (52.5%, or 310,575) reported that this activity was the main reason for taking at least one trip; more than any other culture and entertainment activity type. A curling bonspiel and a national or international event (such as the Olympics) were more likely than a professional figure skating competition to be cited as the main reason for taking a trip in the past two years.

Fig. 1 Incidence of Attending National & International Sporting Events While on Trips¹

Size of Market	Number Who Attended National & International Sporting Events ²	Percent Main Reason for Trip ³	Percent of Pleasure Travellers ⁴	Percent of Total Canadian Population ⁵
National & International Sporting Events (All Activities)	591,158	52.5%	3.2%	2.4%
Curling bonspiel	304,741	55.9%	1.7%	1.2%
National/International sporting event (e.g., Olympic Games)	177,202	52.9%	1.0%	0.7%
Professional figure skating	136,833	37.5%	0.7%	0.6%
Participated in all three activities	1,494	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 visited a national or international 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 national and international sporting events while on trips are over-represented among Canadian Pleasure Travellers living in Saskatchewan, Alberta, Manitoba and the Atlantic Provinces. They are least likely to live in Quebec.

Fig. 2 Geographic Distribution of Those Who Attended National or International Sporting Events While on Trips

	Total Population	Estimated Number Who Attended a National/International Sporting Event on a Trip	Percent of Pleasure Travellers in Region Who Attended a National/ International Sporting Event on a Trip	Percent of Total Regional Population Who Attended a National/International Sporting Event on a Trip
Canada	24,776,103	591,158	3.2%	2.4%
Atlantic Provinces	1,822,494	54,490	4.3%	3.0%
Quebec	5,940,869	81,733	1.9%	1.4%
Ontario	9,671,592	205,615	2.9%	2.1%
Manitoba	843,107	26,684	4.5%	3.2%
Saskatchewan	706,325	37,073	6.8%	5.2%
Alberta	2,465,540	110,750	5.5%	4.5%
British Columbia	3,326,176	74,813	2.8%	2.2%

Demographic Profile

Travellers who attended national and international sporting events are more likely to be female (53.9%) and over the age of 55. They are especially over-represented among Senior Couples and Senior Singles and are the oldest of the 21 culture and entertainment activity types. They are the 16th most likely to have a university education (32.4%) and report the third lowest household income (\$74,337), perhaps reflecting their age and the fact that many are likely to be retired in this activity segment.

Fig. 3 Demographic Profile of Those Who Attended National & International Sports Events Relative to All Canadian Pleasure Travellers

Attribute	Size of Market	Attended a National/International Sporting Events	Did Not Attend a National/International Sporting Event ¹	Pleasure Travellers	Index ²
		591,158	17,848,350	18,439,508	100
Gender	Male	46.1%	48.9%	48.8%	94
	Female	53.9%	51.1%	51.2%	105
Age of Respondent	18 to 24	13.3%	12.8%	12.8%	104
	25 to 34	14.2%	19.5%	19.3%	73
	35 to 44	14.5%	20.7%	20.5%	71
	45 to 54	17.9%	20.4%	20.3%	88
	55 to 64	20.4%	13.9%	14.1%	144
	65 Plus	19.7%	12.7%	12.9%	152
Average Age		48.2	44.4	44.5	N/A
Marital Status	Not married	33.5%	32.2%	32.2%	104
	Married	66.5%	67.8%	67.8%	98
Parental Status	No children under 18	78.4%	70.9%	71.1%	110
	Children under 18	21.6%	29.1%	28.9%	75
Education	High school or less	36.6%	36.2%	36.2%	101
	Some post-secondary	10.1%	11.2%	11.2%	90
	Post-secondary diploma/certificate	20.8%	21.9%	21.9%	95
	University degree	32.4%	30.6%	30.7%	106
Household Income	Under \$20,000	3.0%	5.8%	5.7%	53
	\$20,000 to \$39,999	17.9%	14.4%	14.5%	124
	\$40,000 to \$59,999	16.6%	16.5%	16.5%	101
	\$60,000 to \$79,999	13.9%	15.3%	15.2%	91
	\$80,000 to \$99,999	11.4%	12.2%	12.2%	94
	\$100,000 or more	25.2%	22.7%	22.8%	110
	Not stated	11.9%	13.0%	13.0%	92
Average Household Income		\$74,337	\$72,779	\$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 national or international sporting event 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 a national/international sporting event in each group by the percent of Pleasure Travellers in each group. The Index indicates the extent to which attendees are over or under-represented relative to the average Canadian 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 are under-represented relative to the average Canadian Pleasure Traveller.

Travel Activity (During Last Two Years)

Those who attended national or international sporting events while on trips are primarily domestic travellers. They were the 5th most likely of the 21 culture and entertainment activity types to have taken a trip within their own province or region (91.5%), the 4th most likely to have traveled to an adjacent province or region (60.8%) and the 4th most likely to have visited a non-adjacent province or region (43.1%). Ontario (55.5%), Alberta (41.5%) and British Columbia (39.3%) were the most commonly visited destinations.

Out-of-country travel in this segment is slightly below-average. They were the 12th most likely to have visited the United States (59.3%), the 10th most likely to have visited Mexico (16.4%), the 14th most likely to have taken a trip to the Caribbean (16.6%) and the 19th most likely to have traveled overseas (23.2%) in the last two years.

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

	Attended a National/ International Sporting Events	Did Not Attend a National/ International Sporting Event	Pleasure Travellers	Index
Size of Market	591,158	17,848,350	18,439,508	100
Canada	99.1%	94.6%	94.8%	105
Took a trip within own province / region	91.5%	85.7%	85.9%	107
Took a trip to an adjacent province/ region	60.8%	48.1%	48.6%	125
Took a trip to non-adjacent province / region	43.1%	31.1%	31.4%	137
Newfoundland and Labrador	8.0%	4.2%	4.3%	185
Prince Edward Island	12.8%	7.0%	7.2%	178
New Brunswick	16.1%	11.7%	11.8%	136
Nova Scotia	16.1%	12.6%	12.7%	127
Quebec	32.1%	39.2%	38.9%	82
Ontario	55.5%	53.4%	53.5%	104
Manitoba	15.0%	9.0%	9.2%	164
Saskatchewan	24.3%	11.0%	11.4%	213
Alberta	41.5%	25.3%	25.8%	161
British Columbia	39.3%	30.4%	30.6%	128
Yukon	1.0%	1.0%	1.0%	105
Northwest Territories	1.3%	0.6%	0.7%	203
Nunavut	0.4%	0.3%	0.3%	139
United States	59.3%	50.4%	50.7%	117
Mexico	16.4%	12.3%	12.4%	133
Caribbean	16.6%	15.6%	15.6%	107
All other destinations	23.2%	23.7%	23.6%	98

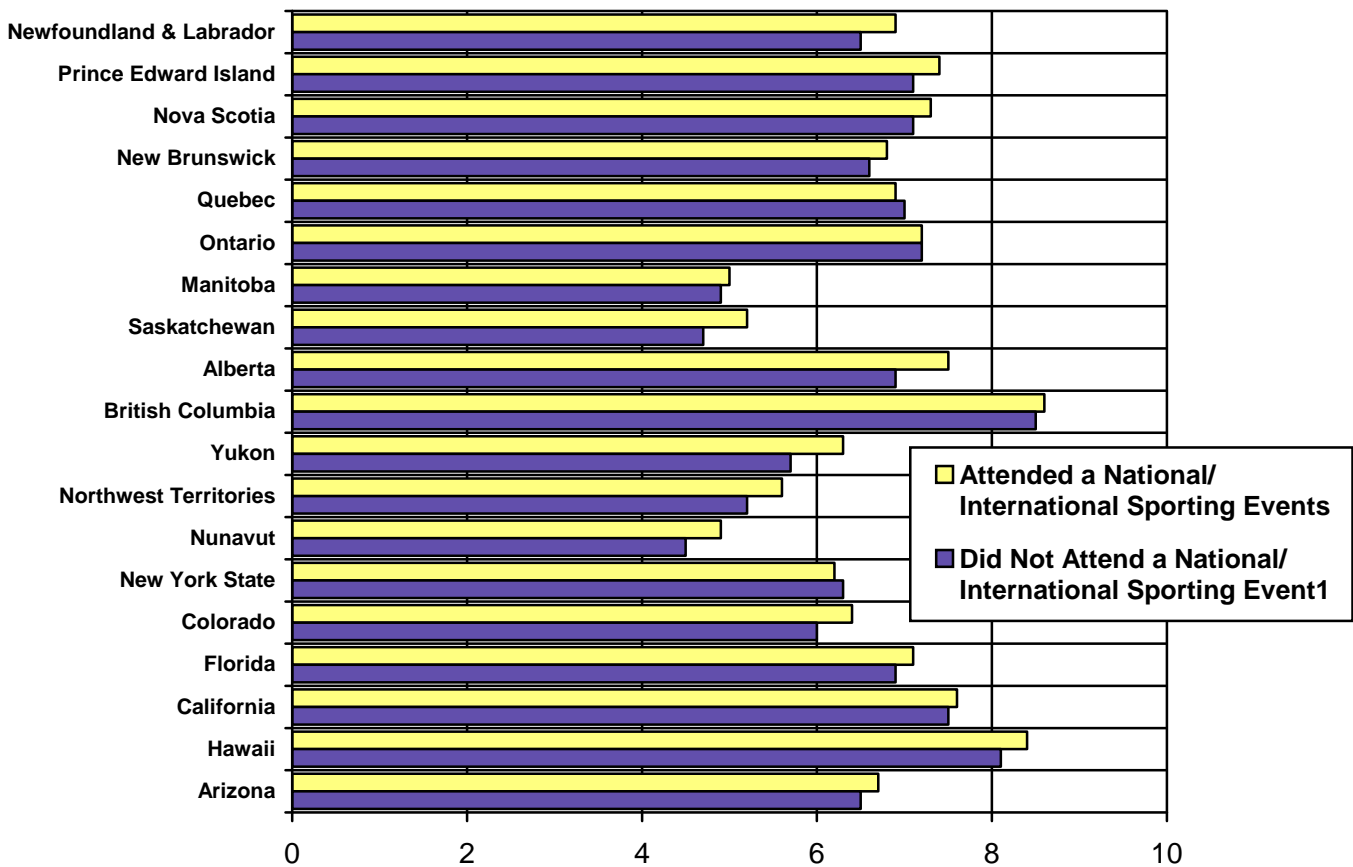
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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 national and international sporting events have a more positive impression of Canadian destinations than do others, and especially Saskatchewan, Alberta and the Atlantic Provinces where they are over-represented. British Columbia (8.6) was rated as the most appealing Canadian destination overall.

This segment also has a more positive impression of most U.S. reference states than other Canadian Pleasure Travellers, with Hawaii (8.4) and California (7.5) perceived as the most appealing U.S. destinations.

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 national and international sporting events were much more active than the average Canadian Pleasure Traveller in culture and entertainment pursuits while traveling. They frequently went shopping and dining, visited historical sites, museums and art galleries, attended fairs and festivals and attended musical concerts, festivals and attractions while on trips. Relative to other Canadian Pleasure Travellers, they were especially likely to attend other sporting events (e.g., professional sports events, amateur tournaments, equestrian & western events). They were also more than twice as likely to take part in participatory activities (e.g., agro-tourism activities, aboriginal cultural experiences, participatory historical activities). Live art performances (e.g., high art, comedy, musical concerts, live theatre) were also relatively popular travel activities within this activity segment.

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 a National/International Sporting Events	Did Not Attend a National/International Sporting Event ¹	Pleasure Travellers	Index
Size of Market	591,158	17,848,350	18,439,508	100
Shopping & Dining	92.0%	82.6%	82.9%	111
Historical Sites, Museums & Art Galleries	70.3%	57.9%	58.3%	121
Fairs & Festivals	62.2%	36.9%	37.7%	165
Musical Concerts, Festivals & Attractions	62.1%	31.8%	32.7%	190
Theme Parks & Exhibits	53.3%	38.7%	39.2%	136
Wine, Beer & Food Tastings	44.4%	23.1%	23.8%	187
Science & Technology Exhibits	43.7%	22.5%	23.1%	189
Casinos	43.4%	25.3%	25.9%	168
Professional Sporting Events	42.6%	14.8%	15.7%	272
Live Theatre	39.4%	20.5%	21.1%	187
Amateur Tournaments	36.3%	11.0%	11.8%	307
Agro-Tourism	33.6%	15.1%	15.7%	214
Garden Theme Attractions	32.2%	17.1%	17.6%	183
Equestrian & Western Events	25.4%	6.0%	6.7%	381
Aboriginal Cultural Experiences	24.2%	11.2%	11.6%	209
High Art Performances	21.1%	10.6%	11.0%	192
Comedy Festivals & Clubs	20.5%	9.8%	10.1%	202
Spas	18.5%	9.8%	10.0%	184
Participatory Historical Activities	14.0%	6.4%	6.7%	209
Literary & Film Festivals	8.5%	2.4%	2.6%	331

Culture and Entertainment Activities Pursued in a Typical Year

National and International Sporting Event Attendees are also very active in culture and entertainment activities while not traveling. They frequently dine in local restaurants, visit local festivals and fairs and attended local amateur sporting events. Relative to the typical Canadian Pleasure Traveller, they are especially likely to attend local amateur sporting events. Since they are more than three times more likely than others to participate in team sports, it is quite likely that this segment actually participates in these local amateur tournaments (e.g., a curling club). They are also more likely to gamble in local casinos, attend local rodeos, visit local day spas and patronize local live art performances (e.g., live theatre, jazz clubs, ballet).

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

	Attended a National/International Sporting Events	Did Not Attend a National/International Sporting Event ¹	Pleasure Travellers	Index
Size of Market	591,158	17,848,350	18,439,508	100
Going out to eat in restaurants	94.5%	91.4%	91.5%	103
Going to festivals or fairs	69.4%	61.2%	61.4%	113
Going to amateur sporting events	66.8%	41.2%	42.0%	159
Going to pick-your-own farms or farmers' market	54.1%	40.6%	41.0%	132
Going to historic sites or heritage buildings	52.3%	38.9%	39.3%	133
Going to professional sporting events	49.5%	31.5%	32.1%	154
Going to live theatre	47.4%	34.4%	34.8%	136
Going dancing	40.2%	29.5%	29.9%	134
Going to museums	37.9%	32.6%	32.7%	116
Going to art galleries or art shows	37.6%	31.6%	31.8%	118
Going to bars with live pop or rock bands	33.7%	27.5%	27.7%	121
Going to zoos or aquariums	33.6%	30.3%	30.4%	110
Going to amusement or theme parks	31.0%	28.8%	28.9%	107
Going to rock music concerts	30.6%	22.2%	22.4%	137
Going to gamble in casinos	29.2%	17.7%	18.1%	161
Going to botanical gardens	27.4%	25.3%	25.4%	108
Going to day spas	22.3%	13.5%	13.8%	162
Going to classical music concerts	19.7%	16.4%	16.5%	119
Going to rodeos	19.0%	6.9%	7.3%	259
Staying overnight in a hotel or B&B in own city	15.0%	9.7%	9.9%	152
Going to jazz clubs	10.0%	7.4%	7.5%	132
Going to the ballet	9.6%	7.2%	7.3%	132
Going to the opera	6.8%	6.6%	6.6%	103

Outdoor Activities Pursued While on Trips

Despite their age, National and International Sporting Event Attendees are highly active in outdoor activities while on trips. They frequently participated in ocean activities (e.g., sunbathing, swimming in ocean), boating and swimming (e.g., motorboating, swimming in lakes) and wildlife viewing while on trips. However, relative to the average Canadian Pleasure Traveller, this segment was especially likely to participate in sports (e.g., golf) and especially team sports (e.g., curling). They were also frequently involved in fitness activities (e.g., exercising and jogging) and in outdoor, winter activities (e.g., cross-country skiing & snowshoeing, downhill skiing and snowboarding) while on trips.

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

	Attended a National/International Sporting Events	Did Not Attend a National/International Sporting Event ¹	Pleasure Travellers	Index
Size of Market	591,158	17,848,350	18,439,508	100
Ocean Activities (e.g., swimming in ocean, sunbathing)	61.1%	48.1%	48.5%	126
Boating & Swimming (e.g., motorboating, swimming in lakes)	58.6%	40.5%	41.1%	143
Wildlife Viewing	56.2%	40.7%	41.2%	136
Sports & Games (e.g., tennis, board games)	43.5%	22.0%	22.7%	192
Hiking, Climbing & Paddling	42.5%	33.8%	34.1%	125
Fishing	37.4%	23.1%	23.6%	158
Team Sports (e.g., hockey, baseball)	36.6%	10.5%	11.4%	322
Golfing	36.3%	17.7%	18.3%	198
Exercising & Jogging	29.5%	15.4%	15.9%	186
Skating (e.g., ice skating, rollerblading)	22.8%	11.6%	12.0%	191
Downhill Skiing & Snowboarding	22.2%	14.4%	14.6%	152
Cycling	21.6%	13.3%	13.5%	160
Cross-country Skiing & Snowshoeing	20.0%	9.0%	9.3%	215
Snowmobiling & ATVing	16.6%	11.2%	11.3%	146
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	10.7%	6.1%	6.3%	170
Horseback Riding	10.0%	4.7%	4.9%	205
Hunting	7.6%	4.6%	4.7%	160
Freshwater Scuba & Snorkeling	7.1%	2.9%	3.0%	235
Wilderness Activities (e.g., wilderness skills course)	6.3%	2.2%	2.4%	265
Motorcycling	4.6%	2.9%	3.0%	153
Extreme Air Sports (e.g., parachuting)	2.3%	1.1%	1.1%	204

Outdoor Activities Pursued in a Typical Year

While not traveling, National and International Sporting Event Attendees continue to be very active in outdoor activities. They frequently go on day outings to parks and picnic, exercise at home or at a fitness club, swim and garden at home. Relative to the average Canadian Pleasure Traveller, they are especially likely to participate in team sports. They enjoy individual sports (e.g., golfing), winter activities (e.g., downhill skiing, cross-country skiing) and nature-oriented activities (e.g., horseback riding, canoeing and kayaking, hunting, fishing) while not traveling.

Fig. 9 Outdoor Activities Pursued in a Typical Year

	Attended a National/International Sporting Events	Did Not Attend a National/International Sporting Event ¹	Pleasure Travellers	Index
Size of Market	591,158	17,848,350	18,439,508	100
Day outing to a park	70.6%	66.8%	66.9%	106
Exercising at home or at a fitness club	69.2%	60.7%	61.0%	113
Gardening	68.0%	59.5%	59.8%	114
Swimming	67.9%	60.0%	60.3%	113
Picnicking	58.7%	52.9%	53.1%	111
Hiking	51.2%	48.7%	48.8%	105
Camping	46.7%	38.3%	38.6%	121
Golfing	46.1%	28.8%	29.4%	157
Cycling	43.2%	44.3%	44.3%	98
Playing team sports	40.2%	22.4%	22.9%	175
Fishing	37.5%	29.0%	29.3%	128
Sailing or other boating	33.8%	23.1%	23.4%	144
Ice-skating	32.9%	28.4%	28.5%	115
Jogging	26.9%	24.0%	24.1%	112
Downhill skiing	24.8%	15.9%	16.2%	153
Canoeing or kayaking	23.4%	16.7%	16.9%	138
Playing racquet sports (e.g., tennis or badminton)	23.1%	19.0%	19.1%	121
Cross-country skiing	18.2%	12.3%	12.5%	146
Riding an all-terrain vehicle (ATV)	17.9%	14.2%	14.3%	125
Rollerblading	13.4%	14.4%	14.4%	93
Snowmobiling	12.5%	9.7%	9.8%	127
Horseback riding	11.9%	6.6%	6.8%	174
Hunting	10.4%	7.7%	7.7%	135
Snowboarding	8.2%	4.9%	5.0%	163
Skateboarding	2.3%	1.6%	1.6%	148

Accommodation Stayed In While on a Trip

Travellers who attended national and international sporting events most often stayed in public or private campgrounds or resorts (e.g., lakeside resorts, riverside resorts, seaside resorts) in the last two years. However, relative to the typical Canadian Pleasure Traveller, they were especially likely to have stayed in many of the more unusual accommodation types such as wilderness campsites, houseboats, farms or guest ranches and country inns or resorts with gourmet dining. This suggests that this activity segment is particularly interested in nature-oriented settings and more exotic accommodation.

Fig. 10 Accommodation Stayed in While on Trips

	Attended a National/ International Sporting Events	Did Not Attend a National/ International Sporting Event ¹	Pleasure Travellers	Index
Size of Market	591,158	17,848,350	18,439,508	100
A Public Campground in a National, State, Provincial or Municipal Park	42.2%	25.8%	26.4%	160
Lakeside / Riverside Resort	35.9%	21.9%	22.3%	161
Seaside Resort	28.7%	20.5%	20.7%	138
A Private Campground	27.8%	18.5%	18.8%	148
Ski Resort or Mountain Resort	23.7%	13.6%	13.9%	170
A Camp Site in a Wilderness Setting (Not a Campground)	17.1%	8.3%	8.6%	200
Health Spa	11.8%	5.7%	5.9%	198
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	11.5%	4.3%	4.5%	257
Country Inn or Resort with Gourmet Restaurant	10.6%	4.9%	5.1%	209
Farm or Guest Ranch	10.2%	2.8%	3.0%	334
Wilderness Lodge You Can Drive to by Car	9.1%	5.5%	5.6%	161
On a Houseboat	5.0%	1.2%	1.4%	365
Remote or Fly-In Wilderness Lodge	2.7%	1.6%	1.6%	166
Remote or Fly-In Wilderness Outpost	2.3%	0.5%	0.6%	412
Cooking School	0.6%	0.3%	0.4%	182
Wine Tasting School	0.5%	0.3%	0.3%	175

Tours and Cruises Taken During Past Two Years

National and International Sporting Event Attendees were more likely than the average Canadian Pleasure Traveller to take all types of tours and cruises in the past two years. They were most likely to have taken self-guided and guided sameday tours, scenic drives in the country-side and city tours. However, relative to the average Canadian Pleasure Traveller, they were especially likely to have taken organized, overnight, single location tours, perhaps reflecting travel to attend or participate in a national or international sporting event. They were also more likely than others to have taken tours of casino tours and wineries and they frequently took cruises, including both ocean cruises (e.g., Caribbean cruise, Alaskan cruise) and freshwater cruises (e.g., cruise on a lake or river), during the past two years.

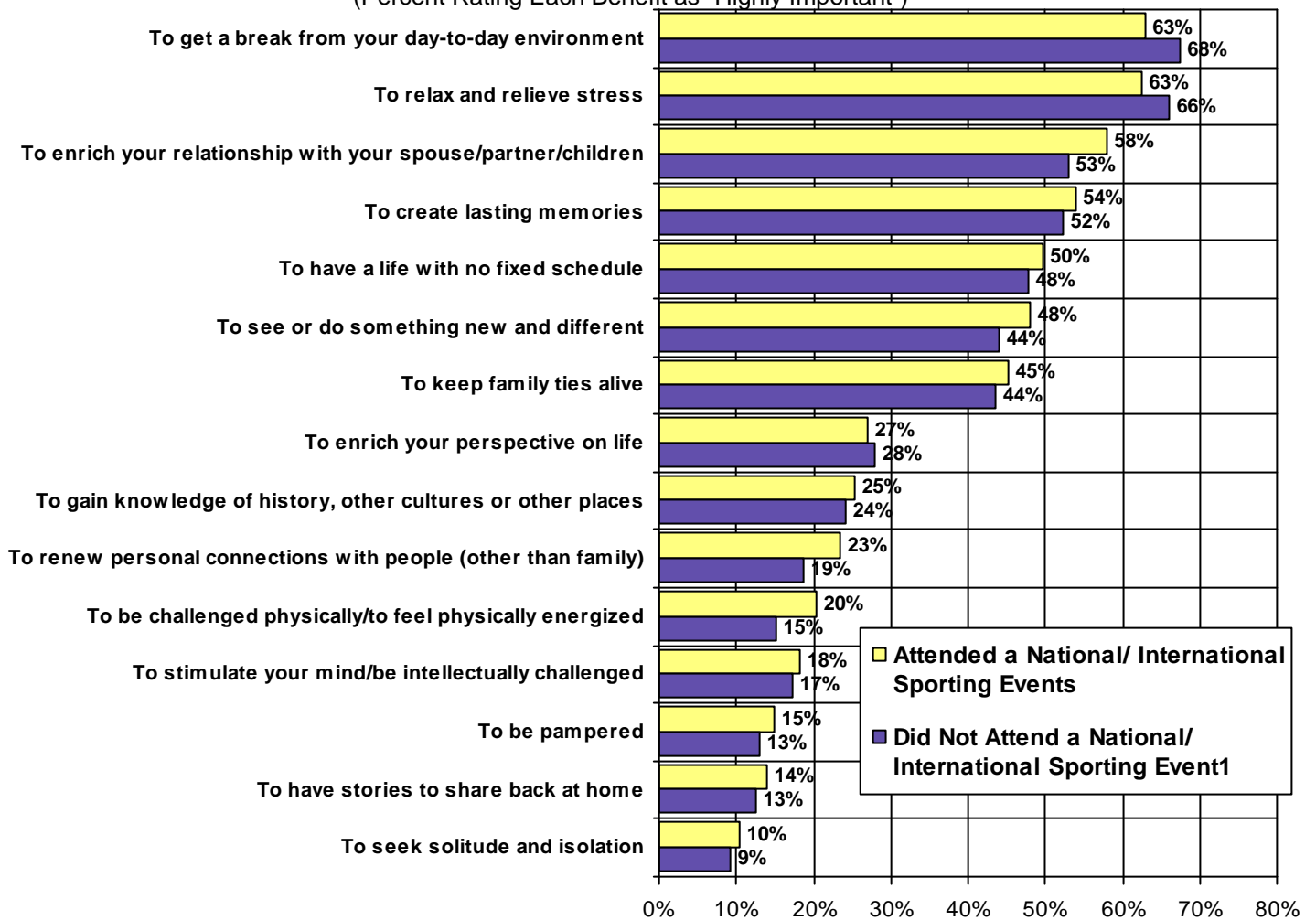
Fig. 11 Tours and Cruises Taken During Past Two Years

	Attended a National/International Sporting Events	Did Not Attend a National/International Sporting Event ¹	Pleasure Travellers	Index
Size of Market	591,158	17,848,350	18,439,508	100
A self-guided, sameday tour while on an overnight trip	36.9%	29.0%	29.3%	126
Around the city	32.2%	23.1%	23.4%	138
Around the countryside - scenic drives	30.0%	22.2%	22.4%	134
An organized, sameday, guided tour while on an overnight trip	29.4%	22.0%	22.2%	132
A self-guided, overnight tour where you stayed in different locations	26.3%	17.8%	18.1%	145
On the water (sightseeing cruise)	23.0%	12.7%	13.1%	176
An organized, overnight, guided tour where you stayed in a single location	18.1%	7.5%	7.8%	231
An organized, overnight, guided tour where you stayed in different locations	16.0%	9.9%	10.1%	159
Wilderness tour	15.6%	12.9%	13.0%	120
Some other type of tour	11.4%	9.8%	9.8%	116
To a casino	11.3%	6.4%	6.5%	173
To a winery	10.7%	5.5%	5.6%	190
Caribbean ocean cruise	8.9%	5.3%	5.4%	165
Cruise on another lake or river	5.6%	2.3%	2.4%	236
Ocean cruise – Other	4.5%	3.3%	3.3%	135
Some other type of cruise	3.7%	1.5%	1.6%	231
To a factory	3.2%	2.6%	2.6%	121
Alaskan ocean cruise	2.7%	1.6%	1.6%	164
Cruise on the St. Lawrence River	2.5%	1.9%	1.9%	131
In the air as a pilot or passenger of an airplane or helicopter	2.3%	1.9%	1.9%	119
Great Lakes cruise	1.0%	0.8%	0.8%	127
Submarine cruise	0.2%	0.1%	0.1%	147

Benefits Sought While On a Vacation

As with most Canadian Pleasure Travellers, those who attended national and international sporting events while on trips 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 live without a fixed schedule. However, relative to other Canadian Pleasure Travellers, this segment is especially likely to take vacations that allow them to enrich their relationships with their spouse / partner or children and their friends. They also prefer vacations that are physically energizing and challenging.

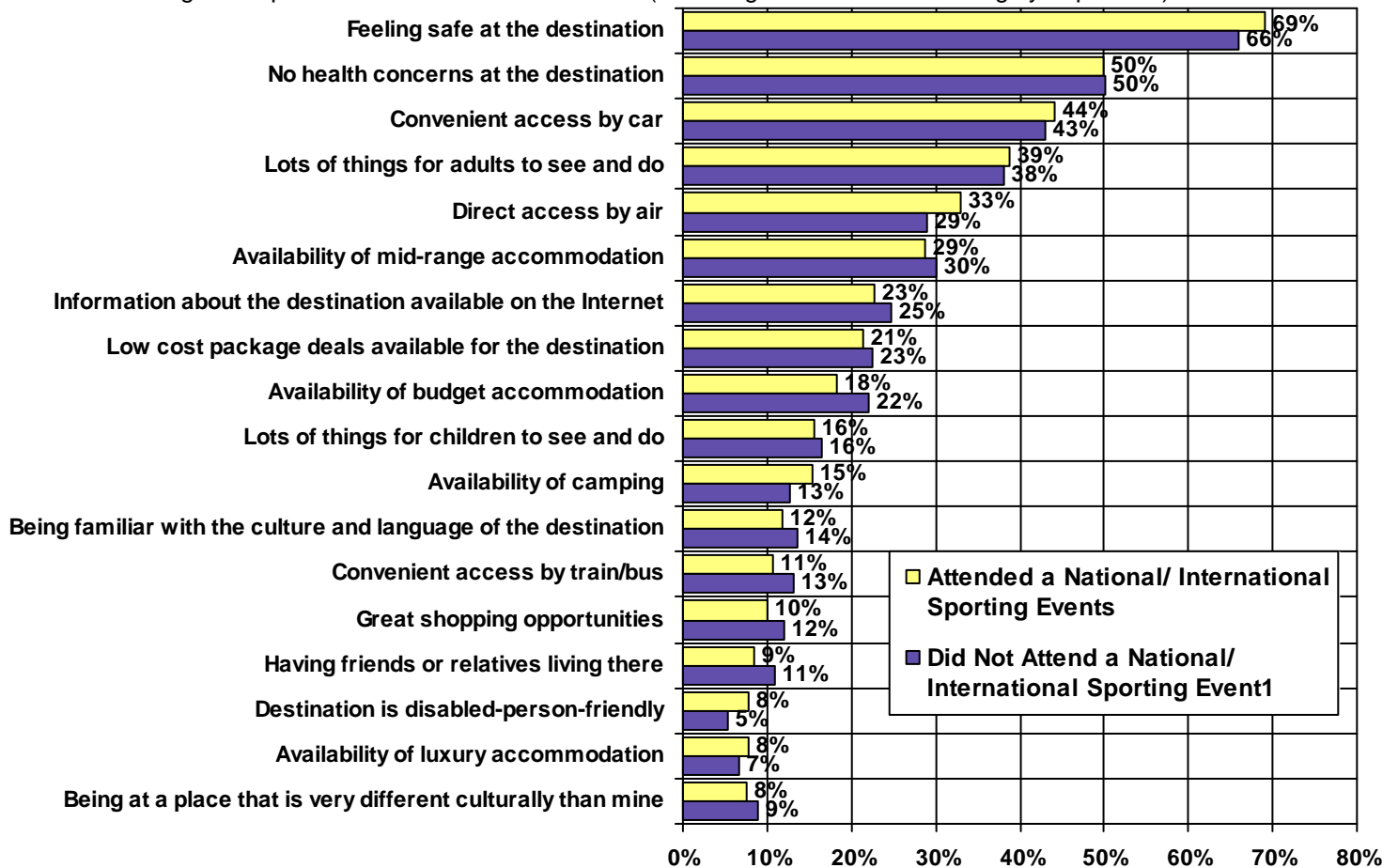
Fig.12 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as "Highly Important")



Other Attributes of a Destination Considered Important

Similar to other Canadian Pleasure Travellers, those who attended national and international sporting events consider it important that they feel safe at a destination and that the destination has no health concerns. They also consider it important that a destination is conveniently accessible by car and has lots of things for adults to see and do. Beyond this, the attributes of destinations that are valued by this segment parallel those of the average Canadian Pleasure traveller.

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 national and international sporting events while on trips tend to start planning trips with a particular destination in mind. However, this segment is more likely than others to begin planning trips by considering what activities they would like to do while on vacation. This segment also exhibits an above-average interest in packaged vacation deals for summer travel.

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

	Attended a National/ International Sporting Events	Did Not Attend a National/ International Sporting Event ¹	Pleasure Travellers	Index
Size of Market	591,158	17,848,350	18,439,508	100
Summer				
Started with a desired destination in mind	51.9%	48.3%	48.5%	107
Started by considering specific activities wanted to do	15.6%	13.7%	13.8%	113
Started with a certain type of vacation experience in mind	22.8%	23.7%	23.7%	96
Looked for packaged deals - no destination in mind	2.4%	1.3%	1.3%	179
Considered something else first	3.2%	4.3%	4.3%	74
Don't know / Other	4.1%	8.6%	8.4%	49
Winter				
Started with a desired destination in mind	45.5%	48.7%	48.6%	94
Started by considering specific activities wanted to do	23.2%	15.3%	15.6%	149
Started with a certain type of vacation experience in mind	17.8%	19.4%	19.3%	92
Looked for packaged deals - no destination in mind	3.0%	3.2%	3.2%	92
Considered something else first	4.1%	4.7%	4.7%	89
Don't know / Other	6.5%	8.7%	8.6%	75

Trip Planning and Information Sources Consulted

The majority of those who attended national and international sporting events were responsible for planning their trips either on their own (46.2%) or with someone else (15.1%). When making vacation plans, this segment 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, relative to the average Canadian Pleasure Traveller, this segment is especially likely to obtain trip planning information from trade, travel and sports shows, electronic newsletters, television programs and advertising, newspapers or magazines advertising and auto clubs such as CAA.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Attended a National/International Sporting Events	Did Not Attend a National/International Sporting Event ¹	Pleasure Travellers	Index
Size of Market		591,158	17,848,350	18,439,508	100
Who Plans Trips?	Respondent plans trips	46.2%	41.9%	42.0%	110
	Trip planning a shared responsibility	15.1%	16.5%	16.4%	92
	Someone else plans trips	38.7%	41.6%	41.5%	93
Information Sources Consulted	An Internet website	69.4%	65.1%	65.2%	106
	Advice of others / Word-of-mouth	60.6%	50.8%	51.1%	119
	Past experience / Been there before	55.5%	50.2%	50.4%	110
	A travel agent	39.1%	34.0%	34.1%	115
	Maps	38.3%	32.4%	32.6%	118
	Official travel guides or brochures from state / province	32.8%	25.7%	26.0%	126
	Articles in newspapers / magazines	30.3%	20.6%	20.9%	145
	Visitor information centres	29.4%	23.2%	23.4%	125
	An auto club such as CAA	26.5%	17.4%	17.7%	150
	Advertisements in newspapers / magazines	21.8%	14.0%	14.3%	153
	Travel guide books such as Fodor's	14.3%	13.6%	13.6%	105
	Programs on television	12.9%	7.3%	7.5%	172
	Travel information received in the mail	12.0%	8.7%	8.8%	135
	Visits to trade, travel or sports shows	9.2%	2.9%	3.1%	294
	Advertisements on television	8.3%	4.9%	5.0%	165
An electronic newsletter or magazine received by e-mail	7.2%	4.1%	4.2%	173	

Use of the Internet to Plan and Arrange Trips

Relative to the other culture and entertainment activity types, travellers who attended national and international sporting events are below-average users the Internet to plan and book travel. In fact, this segment was only the 18th most likely of the 21 culture and entertainment activity types to use the Internet to plan trips (64.0%) and the 16th most likely to book travel (42.9%) online. This pattern may reflect the age of this activity segment and the fact that some of their travel involves attending national or international tournaments as a participant or spectator. The majority in this segment use hotel or resort websites and airline websites to plan travel. However, they are more likely than others to use the websites of cruise and motorcoach lines. The most commonly booked trip components online are accommodation and airline tickets. However, this segment is more likely than others to purchase tickets online for specific activities and attractions and fares for travel by rail, bus or boat / ship.

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

		Attended a National/International Sporting Events	Did Not Attend a National/International Sporting Event ¹	Pleasure Travellers	Index
	Size of Market	591,158	17,848,350	18,439,508	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	36.0%	41.0%	40.8%	88
	Uses Internet to plan trips only	21.1%	22.2%	22.1%	95
	Uses Internet to book part of trip	42.9%	36.8%	37.0%	116
Types of Websites Consulted	A website of a hotel or resort	56.6%	57.0%	57.0%	99
	An airline website	53.0%	46.1%	46.3%	114
	A tourism website of a country / region / city	48.3%	49.9%	49.8%	97
	A travel planning / booking website	47.9%	45.6%	45.7%	105
	A website of an attraction	35.8%	34.4%	34.5%	104
	Some other website	28.6%	27.5%	27.6%	104
	A cruise line website	9.7%	8.0%	8.1%	121
A motorcoach website	3.6%	2.4%	2.5%	148	
Parts of Trips Booked Over The Internet	Accommodation	76.7%	68.9%	69.2%	111
	Air tickets	73.7%	69.3%	69.5%	106
	Tickets or fees for specific activities or attractions	32.4%	23.3%	23.6%	137
	Car rental	27.5%	27.1%	27.1%	101
	Tickets for rail, bus or boat/ship fares	19.4%	15.2%	15.3%	127
	A package containing two or more items	16.2%	15.4%	15.4%	105
	Other	7.2%	3.8%	3.9%	183

Media Consumption Habits

Those who attended national and international sporting events while on trips are above-average consumers of travel-related media including the travel sections of newspapers, travel magazines, travel websites and travel television shows. They may also be effectively targeted through sports-related media (e.g., outdoor activities / sports magazines, professional sports magazines, sports on television, all-sports radio, sports websites) and through country music radio stations.

Fig. 17 Media Consumption Habits

		Attended a National/International Sporting Events	Did Not Attend a National/International Sporting Event ¹	Pleasure Travellers	Index
Size of Market		591,158	17,848,350	18,439,508	100
Newspaper Readership	Reads daily newspaper	92.5%	87.1%	87.3%	106
	Reads weekend edition of newspaper	91.2%	87.2%	87.3%	105
	Reads local neighbourhood or community newspapers	70.2%	61.2%	61.5%	114
	Reads other types of newspapers	24.6%	16.9%	17.2%	143
	Frequently or occasionally reads travel section of daily newspaper	57.4%	45.3%	45.7%	126
	Frequently or occasionally reads travel section of weekend newspaper	56.2%	47.0%	47.3%	119
Types of Magazines Read (Top 5 Indexed)	Outdoor activities / sports	23.1%	12.5%	12.8%	180
	Photography and video	7.2%	3.9%	4.1%	178
	Professional sports	14.4%	8.3%	8.5%	169
	Travel (e.g., Condé Nast)	18.7%	11.5%	11.8%	159
	General interest	44.5%	30.8%	31.2%	142
Type of Television Programs Watched (Top 5 Indexed)	Sports / sports shows	61.4%	42.8%	43.3%	142
	Biography	50.2%	42.1%	42.3%	119
	Travel shows	35.3%	30.1%	30.3%	116
	Late night talk shows	31.7%	27.4%	27.5%	115
	Music / Music video shows / channels	28.6%	25.4%	25.5%	112
Type of Radio Programs Listened To (Top 5 Indexed)	Country music	36.8%	23.4%	23.8%	155
	All sports	16.1%	10.9%	11.1%	146
	Oldies (50s, 60s, 70s, 80s)	44.7%	34.1%	34.5%	130
	Soft music / Adult contemporary	30.6%	25.6%	25.7%	119
	News / Talk / Information	46.0%	39.2%	39.4%	117
Types of Websites Visited (Top 5 Indexed)	Sports	40.2%	26.5%	26.9%	150
	Travel	58.2%	50.3%	50.6%	115
	Network news sites (e.g., CBC, CNN)	39.8%	36.0%	36.1%	110
	Games	35.5%	32.8%	32.8%	108
	Weather	60.3%	55.9%	56.1%	108

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	