

CANADIAN TRAVEL MARKET

Wine, Beer & Food Tastings While on Trips Of One or More Nights

A Profile Report

November 14, 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



Wine, Beer & Food Tastings While on Trips

Executive Summary

Over the last two years, 17.7% (4,389,525) of adult Canadians participated in a wine, beer or food tasting while on an out-of-town, overnight trip of one or more nights. A tasting at a winery (12.4%) was most popular followed by a visit to a food processing plant (4.8%), a tasting at a brewery (4.5%) and a cooking or wine tasting course (2.7%). Participating in wine, beer or food tastings while on trips was the 7th most frequent culture and entertainment activity type undertaken by Canadian Pleasure Travellers in the past two years. However, this activity is usually not the main reason for travel as only 17.7% (776,895) reported that tastings were the main reason for taking at least one trip.

Those who participated in tastings are over-represented among those 55 to 64, and especially mature couples. This affluent activity segment is the 6th most likely to have a university degree (40.9%) and has the 3rd highest average household income (\$81,964). They are over-represented in British Columbia, Quebec and Ontario.

Those who participated in a wine, beer or food tasting are more frequent long-haul travellers than most of the other 21 culture and entertainment activity types. They were the 7th most likely to have visited the United States (64.0%), the 6th most likely to have visited Mexico (17.6%), the 6th most likely to have taken a trip to the Caribbean (21.6%) and the 3rd most likely to have traveled overseas (36.6%) in the past two years. However, their regional domestic travel is generally average as they were only the 11th most likely to have taken a trip within their own province or region (90.5%) and the 13th most likely to have traveled to an adjacent province or region (56.2%). They were, however, the 5th most likely to have visited a non-adjacent province or region (42.8%).

Relative to the average Canadian Pleasure Traveller, those who participated in tastings while on trips were considerably active in cultural activities (e.g., high art performances, live theatre) and educational-experiential activities (e.g., participatory historical activities, science and technology exhibits). They were also quite active in outdoor activities including resort-based, water activities (e.g., sailing and surfing, fresh water scuba diving and snorkeling), sports (e.g., golf) and skiing (downhill skiing, cross-country skiing). They tend to stay at resorts and other accommodation that specializes in fine cuisine. They prefer vacations that offer novelty, intellectual stimulation and learning opportunities.

Those who participated in wine, beer and food tastings are among the heaviest users of the Internet to plan (73.7%) and book (51.8%) travel. They are also avid consumers of travel-related media. In addition to these channels, this segment may be effectively reached through lifestyle media (e.g., cooking shows, city lifestyle magazines), business, finance and investing magazines and news and current events programming.

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 participated in wine, beer or food tastings 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.

Wine, Beer & Food Tastings While on Trips

Market Incidence

Over the last two years, 17.7% of adult Canadians (4,389,525) participated in a wine, beer or food tasting while on an out-of-town, overnight trip of one or more nights. A day visit and tasting at a winery (12.4%) was the most common tasting experience on a trip. A visit to a food processing plant such as a cheese factory (4.8%) was the next most common activity followed by a day visit and tasting at a brewery (4.5%) and a cooking or wine tasting course (2.7%). Participating in wine, beer or food tastings while on trips was the 7th most frequent culture and entertainment activity type undertaken by Canadian Pleasure Travellers in the past two years.

Participating in a wine, beer or food tasting was typically not the main reason for travel. In fact, only 17.7% (776,895) reported that this activity was the main reason for taking at least one trip in the past two years (the 20th most frequent reason for travel of the 21 culture and entertainment activity types). Taking a cooking or wine tasting course was more likely than other tasting activities to be cited as the main reason for taking at least one trip in the last two years.

Fig. 1 Incidence of Wine, Beer & Food Tastings While on Trips¹

Size of Market	Number Who Participated in Tastings ²	Percent Main Reason for Trip ³	Percent of Pleasure Travellers ⁴	Percent of Total Canadian Population ⁵
Wine, Beer & Food Tastings (All Activities)	4,389,525	17.7%	23.8%	17.7%
Day visit and tasting at a winery	3,080,835	17.4%	16.7%	12.4%
Visit food processing plant (e.g., cheese factory)	1,197,218	11.9%	6.5%	4.8%
Day visit and tasting at a brewery	1,125,537	10.5%	6.1%	4.5%
Cooking or wine tasting course	666,331	22.0%	3.6%	2.7%
Participated in all four activities	81,314	3.3%	0.4%	0.3%

- 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 participated in a wine, beer or food tasting while on an out-of-town, overnight trip of one or more nights during the past two years and who took at least one out-of-town pleasure trip of one or more nights during the past two years. This column reports the number of individuals who participated in the activity on at least one trip during the last two years.
- 3 - This column reports the percent who participated in each activity who stated that the activity was the main reason for taking at least one trip during the past two years.
- 4 - "Pleasure Travellers" are defined as individuals who have taken at least one out-of-town pleasure trip of one or more nights in the last two years. This column reports the percent of Pleasure Travellers who participated in each activity on at least one trip during the last two years.
- 5 - This column reports the percent of the Total Canadian Adult Market who participated in each activity on a trip during the past two years.

Incidence by Region

Those who participated in wine, beer and food tastings while on trips are over-represented among Canadian Pleasure Travellers living in British Columbia, Quebec and Ontario. They are least likely to live in Manitoba and Saskatchewan.

Fig. 2 Geographic Distribution of Those Who Participated in Wine, Beer & Food Tastings While on Trips

	Total Population	Estimated Number Who Participated in Tastings on a Trip	Percent of Pleasure Travellers in Region Who Participated in Tastings on a Trip	Percent of Total Regional Population Who Participated in Tastings on a Trip
Canada	24,776,103	4,389,525	23.8%	17.7%
Atlantic Provinces	1,822,494	229,329	18.1%	12.6%
Quebec	5,940,869	1,094,244	26.1%	18.4%
Ontario	9,671,592	1,720,378	24.0%	17.8%
Manitoba	843,107	77,577	13.0%	9.2%
Saskatchewan	706,325	76,110	14.1%	10.8%
Alberta	2,465,540	422,251	21.1%	17.1%
British Columbia	3,326,176	769,636	28.9%	23.1%

Demographic Profile

Those who participated in tastings are over-represented among those 55 to 64, and especially affluent mature couples. They are the third oldest of the 21 culture and entertainment activity segments, predominantly married and less likely to have dependent children (less than 18) living at home. This affluent activity segment are the 6th most likely to have a university degree (40.9%) and have the 3rd highest average household income (\$81,964) of the 21 culture and entertainment activity types.

Fig. 3 Demographic Profile of Those Who Participated in Wine, Beer & Food Tastings on Trips Relative to All Canadian Pleasure Travellers

Attribute	Size of Market	Participated in Tastings	Did Not Participate in Tastings ¹	Pleasure Travellers	Index ²
		4,389,525	14,049,984	18,439,508	100
Gender	Male	47.9%	49.1%	48.8%	98
	Female	52.1%	50.9%	51.2%	102
Age of Respondent	18 to 24	9.9%	13.7%	12.8%	78
	25 to 34	18.4%	19.6%	19.3%	96
	35 to 44	17.9%	21.4%	20.5%	87
	45 to 54	21.8%	19.9%	20.3%	107
	55 to 64	17.9%	13.0%	14.1%	127
	65 Plus	14.0%	12.6%	12.9%	108
Average Age		46.4	43.9	44.5	N/A
Marital Status	Not married	29.2%	33.2%	32.2%	91
	Married	70.8%	66.8%	67.8%	104
Parental Status	No children under 18	75.5%	69.7%	71.1%	106
	Children under 18	24.5%	30.3%	28.9%	85
Education	High school or less	27.0%	39.1%	36.2%	75
	Some post-secondary	11.1%	11.2%	11.2%	99
	Post-secondary diploma/certificate	21.0%	22.2%	21.9%	96
	University degree	40.9%	27.5%	30.7%	133
Household Income	Under \$20,000	3.3%	6.5%	5.7%	58
	\$20,000 to \$39,999	11.2%	15.5%	14.5%	77
	\$40,000 to \$59,999	14.3%	17.2%	16.5%	86
	\$60,000 to \$79,999	15.6%	15.1%	15.2%	102
	\$80,000 to \$99,999	13.2%	11.9%	12.2%	108
	\$100,000 or more	31.5%	20.1%	22.8%	138
	Not stated	11.0%	13.6%	13.0%	84
Average Household Income		\$81,964	\$69,888	\$72,829	N/A

- 1 - "Did Not Participate in Tastings" are defined as individuals who took at least one out-of-town, pleasure trip of one or more nights in the last two years but did not participate in a wine, beer or food tasting on any trip. The number participating and not participating equals the number of Pleasure Travellers.
- 2 - The "Index" is calculated by dividing the percent for Participated in Tastings in each group by the percent of Pleasure Travellers in each group. The Index indicates the extent to which Participated in Tastings 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 participated in a wine, beer or food tasting are more frequent long-haul travellers than most of the other 21 culture and entertainment activity types. They were the 7th most likely to have visited the United States (64.0%), the 6th most likely to have visited Mexico (17.6%), the 6th most likely to have taken a trip to the Caribbean (21.6%) and the 3rd most likely to have traveled overseas (36.6%) in the last two years.

However, their regional domestic travel is only average. They were only the 11th most likely to have taken a trip within their own province or region (90.5%) and the 13th most likely to have traveled to an adjacent province or region (56.2%). However, they were the 5th most likely to have visited a non-adjacent province or region (42.8%) in the last two years. Ontario (62.1%), Quebec (48.6%) and British Columbia (41.1%) were the most common destinations.

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

	Participated in Tastings	Did Not Participate in Tastings	Pleasure Travellers	Index
Size of Market	4,389,525	14,049,984	18,439,508	100
Canada	97.1%	94.0%	94.8%	102
Took a trip within own province / region	90.5%	84.4%	85.9%	105
Took a trip to an adjacent province / region	56.2%	46.2%	48.6%	116
Took a trip to non-adjacent province / region	42.8%	27.9%	31.4%	136
Newfoundland and Labrador	5.3%	4.0%	4.3%	123
Prince Edward Island	10.9%	6.0%	7.2%	152
New Brunswick	16.3%	10.4%	11.8%	138
Nova Scotia	17.2%	11.3%	12.7%	136
Quebec	48.6%	35.9%	38.9%	125
Ontario	62.1%	50.8%	53.5%	116
Manitoba	10.2%	8.8%	9.2%	112
Saskatchewan	12.4%	11.1%	11.4%	109
Alberta	29.3%	24.8%	25.8%	114
British Columbia	41.1%	27.4%	30.6%	134
Yukon	1.8%	0.8%	1.0%	178
Northwest Territories	0.9%	0.6%	0.7%	143
Nunavut	0.4%	0.3%	0.3%	138
United States	64.0%	46.5%	50.7%	126
Mexico	17.6%	10.7%	12.4%	142
Caribbean	21.6%	13.7%	15.6%	138
All other destinations	36.6%	19.6%	23.6%	155

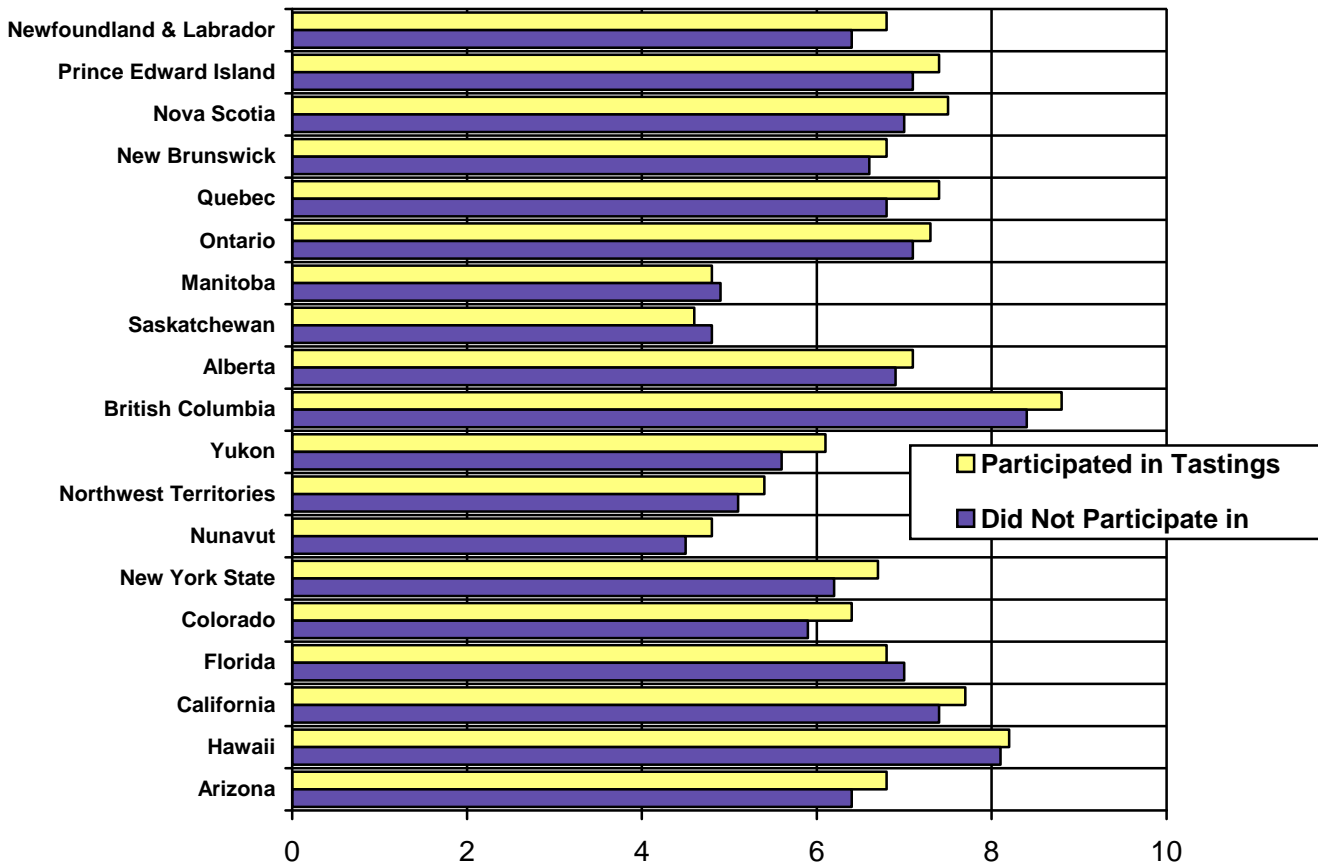
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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 participated in tastings had a more favourable impression of most Canadian destinations than did other Canadian Pleasure Travellers (e.g., British Columbia, Ontario, Quebec, Atlantic Provinces). British Columbia (8.8) was rated as the most appealing destination.

This activity segment also had a more favourable impression of many of the U.S. reference states than others, and especially New York State, Colorado, Arizona and California. Hawaii (8.2) 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

Travellers who participated in wine, beer and food tastings were very active in culture and entertainment pursuits while on trips. They frequently went shopping and dining, visited historical sites, museums and art galleries and visited fairs and festivals while on trips. Relative to the average Canadian Pleasure Traveller, they were especially likely to have attended live art performances (e.g., high art performances, comedy festivals and clubs, live theatre, musical concerts) and literary and film festivals. They were also more likely to have taken part in participatory, educational activities (e.g., participatory historical activities, aboriginal cultural experiences) and to have visited educational attractions (e.g., science and technology exhibits, garden theme attractions). In terms of entertainment activities, this segment was also more likely than others to have visited casinos, spas and sporting events 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)

	Participated in Tastings	Did Not Participate in Tastings	Pleasure Travellers	Index
Size of Market	4,389,525	14,049,984	18,439,508	100
Shopping & Dining	96.2%	78.7%	82.9%	116
Historical Sites, Museums & Art Galleries	80.2%	51.5%	58.3%	137
Fairs & Festivals	55.9%	32.0%	37.7%	148
Theme Parks & Exhibits	48.5%	36.3%	39.2%	124
Musical Concerts, Festivals & Attractions	47.5%	28.1%	32.7%	145
Casinos	37.2%	22.4%	25.9%	144
Science & Technology Exhibits	35.5%	19.3%	23.1%	153
Live Theatre	34.8%	16.8%	21.1%	165
Garden Theme Attractions	33.3%	12.7%	17.6%	189
Agro-Tourism	26.3%	12.4%	15.7%	168
Professional Sporting Events	22.8%	13.4%	15.7%	146
Aboriginal Cultural Experiences	19.6%	9.1%	11.6%	169
High Art Performances	19.3%	8.4%	11.0%	176
Spas	18.3%	7.5%	10.0%	182
Comedy Festivals & Clubs	17.8%	7.7%	10.1%	176
Amateur Tournaments	15.5%	10.7%	11.8%	131
Participatory Historical Activities	13.7%	4.5%	6.7%	205
Equestrian & Western Events	11.6%	5.1%	6.7%	173
Literary & Film Festivals	6.0%	1.5%	2.6%	233
National & International Sporting Events	6.0%	2.3%	3.2%	187

Culture and Entertainment Activities Pursued in a Typical Year

Travellers who participated in wine, beer and food tastings are also highly active in culture and entertainment activities while not traveling. The majority dine in local restaurants, visit local festivals and fairs and visit local historical sites or heritage buildings. Relative to the average Canadian Pleasure Traveller, this activity segment is especially likely to attend local live art performances (e.g., live theatre, classical music concerts, jazz clubs, ballet and opera), visit educational attractions (e.g., museums, art galleries or shows, botanical gardens) and visit local day spas.

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

	Participated in Tastings	Did Not Participate in Tastings	Pleasure Travellers	Index
Size of Market	4,389,525	14,049,984	18,439,508	100
Going out to eat in restaurants	96.0%	90.1%	91.5%	105
Going to festivals or fairs	70.9%	58.5%	61.4%	115
Going to historic sites or heritage buildings	52.9%	35.1%	39.3%	135
Going to pick-your-own farms or farmers' market	49.8%	38.2%	41.0%	121
Going to live theatre	48.7%	30.5%	34.8%	140
Going to museums	47.2%	28.2%	32.7%	144
Going to art galleries or art shows	47.2%	27.0%	31.8%	149
Going to amateur sporting events	45.1%	41.0%	42.0%	107
Going to professional sporting events	38.1%	30.2%	32.1%	119
Going to botanical gardens	35.8%	22.1%	25.4%	141
Going dancing	35.3%	28.2%	29.9%	118
Going to zoos or aquariums	34.5%	29.2%	30.4%	113
Going to bars with live pop or rock bands	32.9%	26.1%	27.7%	119
Going to amusement or theme parks	28.9%	28.9%	28.9%	100
Going to classical music concerts	26.2%	13.5%	16.5%	159
Going to rock music concerts	25.7%	21.4%	22.4%	115
Going to day spas	22.1%	11.2%	13.8%	161
Going to gamble in casinos	20.4%	17.4%	18.1%	112
Staying overnight in a hotel or B&B in own city	13.1%	8.9%	9.9%	132
Going to jazz clubs	13.1%	5.8%	7.5%	173
Going to the opera	12.0%	4.9%	6.6%	182
Going to the ballet	11.9%	5.8%	7.3%	163
Going to rodeos	7.9%	7.2%	7.3%	107

Outdoor Activities Pursued While on Trips

Travellers who participated in wine, beer and food tastings were also highly active in outdoor activities while on trips. The majority enjoyed ocean activities (e.g., sunbathing, swimming in ocean) and went wildlife viewing while traveling. However, relative to the average Canadian Pleasure Traveller, this segment was especially likely to have participated in resort-based, water activities (e.g., sailing and surfing, freshwater scuba diving and snorkeling), skiing (e.g., downhill skiing, cross country skiing) and fitness activities (e.g., cycling, exercising and jogging). They also were more likely than others to have played sports (e.g., golfing, tennis) and gone hiking, climbing and paddling while on trips. Hunting was the only outdoor trip activity in which this segment's participation rate was below-average.

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

	Participated in Tastings	Did Not Participate in Tastings	Pleasure Travellers	Index
Size of Market	4,389,525	14,049,984	18,439,508	100
Ocean Activities (e.g., swimming in ocean, sunbathing)	62.7%	44.1%	48.5%	129
Wildlife Viewing	55.9%	36.7%	41.2%	136
Boating & Swimming (e.g., motorboating, swimming in lakes)	50.5%	38.2%	41.1%	123
Hiking, Climbing & Paddling	47.5%	29.9%	34.1%	139
Sports & Games (e.g., tennis, board games)	30.0%	20.4%	22.7%	132
Golfing	26.6%	15.7%	18.3%	145
Fishing	25.7%	22.9%	23.6%	109
Exercising & Jogging	25.3%	12.9%	15.9%	160
Cycling	22.5%	10.7%	13.5%	166
Downhill Skiing & Snowboarding	21.6%	12.5%	14.6%	148
Skating (e.g., ice skating, rollerblading)	17.4%	10.2%	12.0%	146
Cross-country Skiing & Snowshoeing	16.7%	7.0%	9.3%	180
Team Sports (e.g., hockey, baseball)	14.1%	10.5%	11.4%	124
Snowmobiling & ATVing	13.1%	10.8%	11.3%	115
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	11.1%	4.8%	6.3%	176
Horseback Riding	7.6%	4.1%	4.9%	155
Freshwater Scuba & Snorkeling	5.3%	2.3%	3.0%	175
Wilderness Activities (e.g., wilderness skills course)	4.8%	1.6%	2.4%	201
Hunting	4.3%	4.8%	4.7%	91
Motorcycling	3.8%	2.7%	3.0%	127
Extreme Air Sports (e.g., parachuting)	2.6%	0.7%	1.1%	227

Outdoor Activities Pursued in a Typical Year

Travellers who participated in wine, beer and food tastings are somewhat more active in outdoor activities than the average Canadian Pleasure Traveller while not traveling. The majority go on day outings to parks and picnicking, swim, hike, cycle, exercise and garden at home while not on trips. Relative to the average Canadian Pleasure Traveller they are especially likely to go skiing (e.g., downhill skiing, cross-country skiing), canoeing and kayaking, sailing and other boating and to play golf and racquet sports. On the other hand, they are less likely than others to go ATVing, snowmobiling and hunting.

Fig. 9 Outdoor Activities Pursued in a Typical Year

	Participated in Tastings	Did Not Participate in Tastings	Pleasure Travellers	Index
Size of Market	4,389,525	14,049,984	18,439,508	100
Day outing to a park	73.7%	64.7%	66.9%	110
Exercising at home or at a fitness club	66.9%	59.1%	61.0%	110
Gardening	66.6%	57.6%	59.8%	111
Swimming	66.4%	58.3%	60.3%	110
Picnicking	60.2%	50.8%	53.1%	113
Hiking	58.9%	45.6%	48.8%	121
Cycling	50.7%	42.3%	44.3%	114
Camping	39.3%	38.4%	38.6%	102
Golfing	35.3%	27.5%	29.4%	120
Ice-skating	30.3%	28.0%	28.5%	106
Sailing or other boating	29.5%	21.6%	23.4%	126
Jogging	28.9%	22.6%	24.1%	120
Fishing	28.1%	29.6%	29.3%	96
Playing team sports	24.6%	22.4%	22.9%	107
Canoeing or kayaking	24.0%	14.7%	16.9%	142
Playing racquet sports (e.g., tennis or badminton)	23.4%	17.8%	19.1%	122
Downhill skiing	23.0%	14.1%	16.2%	142
Cross-country skiing	18.2%	10.7%	12.5%	146
Rollerblading	16.7%	13.7%	14.4%	116
Riding an all-terrain vehicle (ATV)	11.8%	15.1%	14.3%	82
Snowmobiling	8.0%	10.3%	9.8%	82
Horseback riding	7.9%	6.5%	6.8%	115
Snowboarding	6.5%	4.6%	5.0%	129
Hunting	6.1%	8.3%	7.7%	79
Skateboarding	1.7%	1.6%	1.6%	105

Accommodation Stayed In While on a Trip

Those who participated in wine, beer and food tastings while on trips were most likely to have stayed in resorts (lakeside or riverside resorts, seaside resorts, ski and mountain resorts) in the last two years. However they were also more likely than others to have stayed in a public or private campground. Relative to the average Canadian Pleasure Traveller, this activity segment was especially likely to have stayed in accommodation that specialized in fine cuisine including an inn or resort with a gourmet restaurant, a cooking school and a wine tasting school.

Fig. 10 Accommodation Stayed in While on Trips

	Participated in Tastings	Did Not Participate in Tastings	Pleasure Travellers	Index
Size of Market	4,389,525	14,049,984	18,439,508	100
Lakeside / Riverside Resort	36.7%	17.8%	22.3%	165
Seaside Resort	34.8%	16.4%	20.7%	168
A Public Campground in a National, State, Provincial or Municipal Park	34.1%	23.9%	26.4%	129
A Private Campground	24.5%	17.0%	18.8%	130
Ski Resort or Mountain Resort	22.7%	11.2%	13.9%	163
A Camp Site in a Wilderness Setting (Not a Campground)	11.1%	7.8%	8.6%	130
Health Spa	10.9%	4.4%	5.9%	184
Country Inn or Resort with Gourmet Restaurant	10.2%	3.5%	5.1%	200
Wilderness Lodge You Can Drive to by Car	8.3%	4.8%	5.6%	147
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	7.9%	3.4%	4.5%	177
Farm or Guest Ranch	4.6%	2.6%	3.0%	151
Remote or Fly-In Wilderness Lodge	2.9%	1.2%	1.6%	180
On a Houseboat	2.2%	1.1%	1.4%	160
Cooking School	1.2%	0.1%	0.4%	330
Remote or Fly-In Wilderness Outpost	0.8%	0.5%	0.6%	135
Wine Tasting School	0.7%	0.1%	0.3%	264

Tours and Cruises Taken During Past Two Years

Travellers who participated in wine, beer and food tastings frequently took tours and cruises during the past two years. Sameday tours (both guided and self-guided), scenic countryside drives and city tours were the most common types of tours taken. However, this segment was three to four times more likely than average to have taken a tour of a winery or a factory (where they most likely participated in a tasting). They were also more likely than others to have taken self-guided and guided multi-location tours, wilderness tours and air tours in an airplane or helicopter. This segment was also more likely than others to have taken both ocean cruises (e.g., Alaskan cruise), and freshwater cruises (e.g., St. Lawrence River cruise) in the last two years.

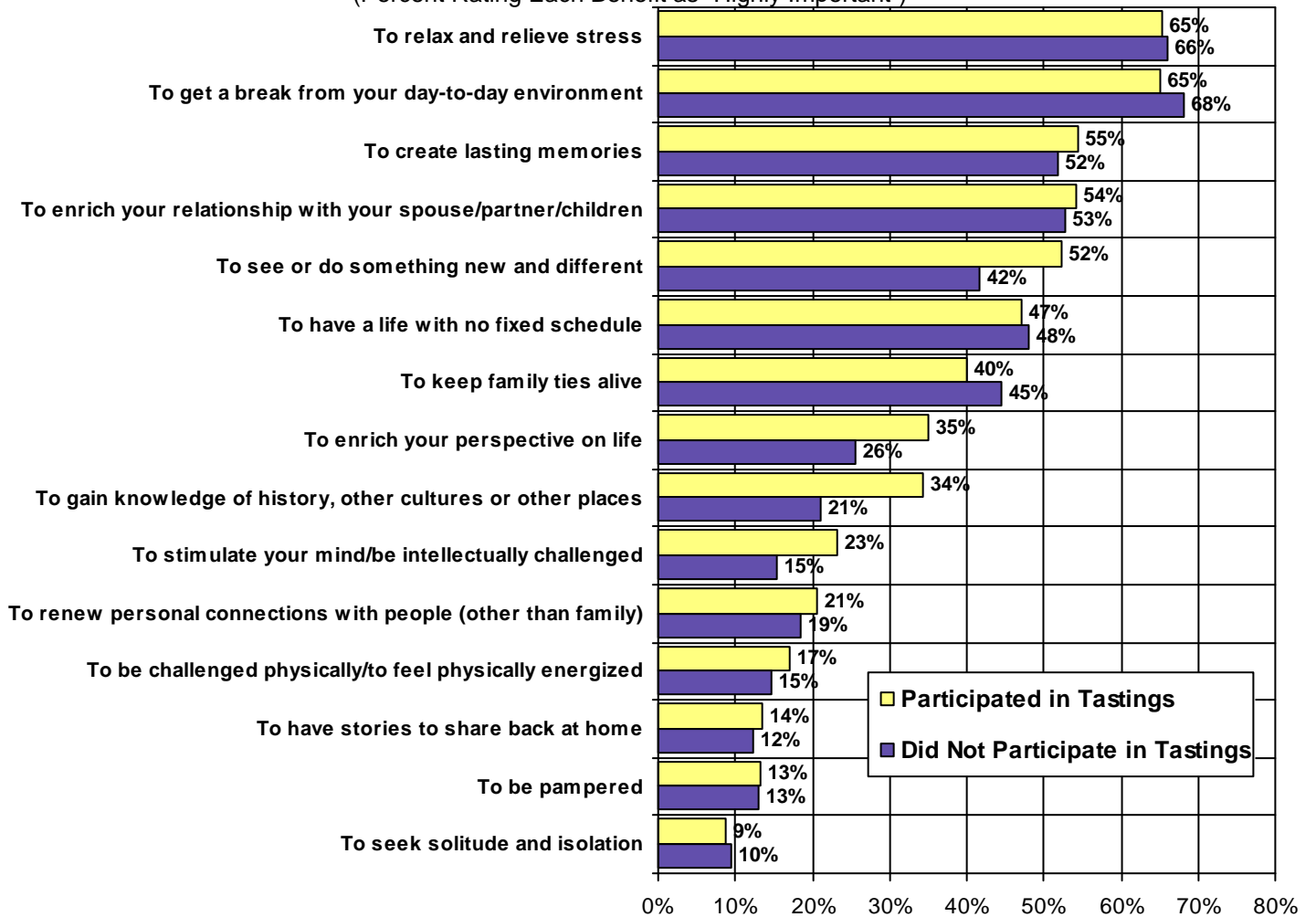
Fig. 11 Tours and Cruises Taken During Past Two Years

	Participated in Tastings	Did Not Participate in Tastings	Pleasure Travellers	Index
Size of Market	4,389,525	14,049,984	18,439,508	100
A self-guided, sameday tour while on an overnight trip	44.2%	24.6%	29.3%	151
Around the countryside - scenic drives	36.6%	18.0%	22.4%	163
Around the city	35.3%	19.6%	23.4%	151
An organized, sameday, guided tour while on an overnight trip	35.0%	18.2%	22.2%	157
A self-guided, overnight tour where you stayed in different locations	30.6%	14.2%	18.1%	169
To a winery	21.7%	0.6%	5.6%	384
On the water (sightseeing cruise)	21.4%	10.5%	13.1%	164
Wilderness tour	19.7%	10.9%	13.0%	152
An organized, overnight, guided tour where you stayed in different locations	19.1%	7.3%	10.1%	189
Some other type of tour	15.0%	8.2%	9.8%	153
An organized, overnight, guided tour where you stayed in a single location	13.0%	6.2%	7.8%	165
To a casino	10.6%	5.3%	6.5%	162
Caribbean ocean cruise	8.0%	4.6%	5.4%	149
To a factory	7.2%	1.2%	2.6%	272
Ocean cruise – Other	5.8%	2.5%	3.3%	176
Cruise on another lake or river	4.0%	1.9%	2.4%	168
In the air as a pilot or passenger of an airplane or helicopter	3.5%	1.4%	1.9%	187
Alaskan ocean cruise	3.4%	1.1%	1.6%	209
Cruise on the St. Lawrence River	3.1%	1.6%	1.9%	160
Some other type of cruise	2.6%	1.3%	1.6%	162
Great Lakes cruise	1.1%	0.7%	0.8%	133
Submarine cruise	0.4%	0.1%	0.1%	300

Benefits Sought While On a Vacation

As with the majority of Canadian Pleasure Travellers, those who participated in wine, beer and food tastings while on trips take vacations to relax and relieve stress, get a break from their day-to-day environment, create lasting memories and enrich family relationships. However, relative to other Canadian Pleasure Travellers, this activity segment is especially likely to pursue vacations that offer novelty (e.g., seeing or doing something new), intellectual stimulation (e.g., enrich their perspective on life, stimulate your mind) and learning opportunities (e.g., gain knowledge of history and culture of a destination).

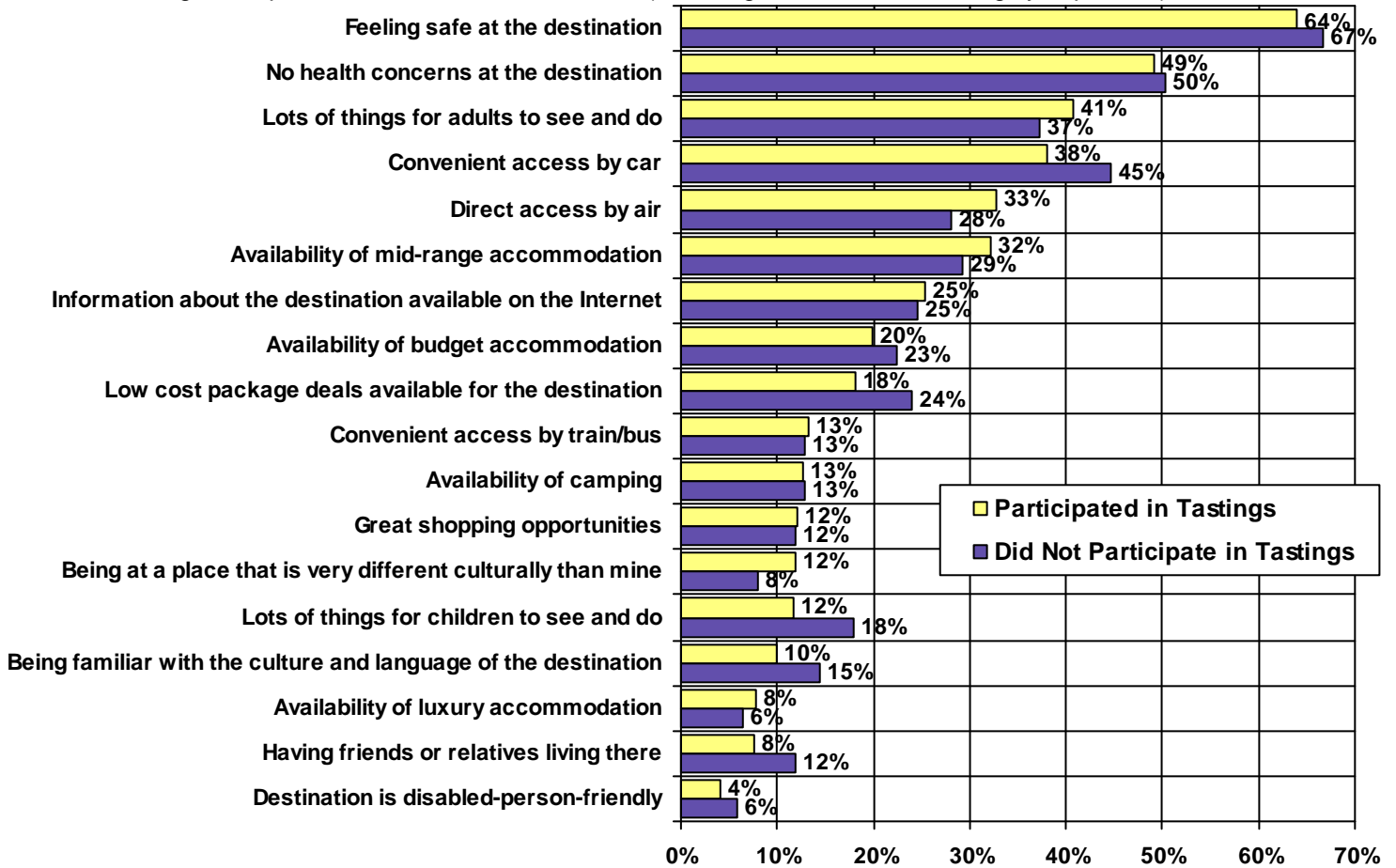
Fig.12 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as “Highly Important”)



Other Attributes of a Destination Considered Important

Similar to other Canadian Pleasure Travellers, those who participate in wine, beer and food tastings on trips consider it important to feel safe while on vacation. However, relative to the average Canadian Pleasure Traveller, this activity segment is especially likely to look for culturally distinctive destinations that offer lots of things for adults to see and do and that are directly accessible by air. Conversely, they are less concerned whether a destination has lots of things for children to see and do (since they appear to travel primarily without children) and whether the destination is conveniently access by car (since they tend to be long-haul travellers). They also consider it less important than others that a destination has low-cost package deals and friends or relatives living nearby.

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



How Destinations are Selected

As with most Canadian Pleasure Travellers, the majority of those who participated in wine, beer and food tastings while on trips begin planning their trips with a particular destination in mind. However, they are also more likely than other Canadian Pleasure Travellers to begin planning vacations by considering what types of vacation experiences they would like to have while on a trip.

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

	Participated in Tastings	Did Not Participate in Tastings	Pleasure Travellers	Index
Size of Market	4,389,525	14,049,984	18,439,508	100
Summer				
Started with a desired destination in mind	52.9%	47.0%	48.5%	109
Started by considering specific activities wanted to do	14.4%	13.6%	13.8%	105
Started with a certain type of vacation experience in mind	22.1%	24.2%	23.7%	93
Looked for packaged deals - no destination in mind	1.6%	1.2%	1.3%	122
Considered something else first	3.4%	4.6%	4.3%	79
Don't know / Other	5.5%	9.3%	8.4%	66
Winter				
Started with a desired destination in mind	51.1%	47.7%	48.6%	105
Started by considering specific activities wanted to do	18.7%	14.5%	15.6%	120
Started with a certain type of vacation experience in mind	17.5%	20.0%	19.3%	91
Looked for packaged deals - no destination in mind	3.5%	3.1%	3.2%	109
Considered something else first	4.1%	4.8%	4.7%	89
Don't know / Other	5.2%	9.9%	8.6%	60

Trip Planning and Information Sources Consulted

The majority of those who participated in wine, beer and food tastings while on trips were responsible for planning their trips either on their own (43.4%) or with someone else (16.1%). When making vacation plans, this activity segment consults a wider range of sources than the average Canadian Pleasure Traveller. The majority use the Internet, word-of-mouth and past experiences to plan trips. However, this activity segment is especially likely to obtain travel-related information from travel guidebooks such as Fodor's, television programs, newspaper or magazine articles, email newsletters or magazines, official government travel brochures and visitor information centres and trade, travel or sports shows.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Participated in Tastings	Did Not Participate in Tastings	Pleasure Travellers	Index
	Size of Market	4,389,525	14,049,984	18,439,508	100
Who Plans Trips?	Respondent plans trips	43.4%	41.6%	42.0%	103
	Trip planning a shared responsibility	16.1%	16.5%	16.4%	98
	Someone else plans trips	40.6%	41.9%	41.5%	98
Information Sources Consulted	An Internet website	77.7%	61.1%	65.2%	119
	Advice of others / Word-of-mouth	59.8%	48.2%	51.1%	117
	Past experience / Been there before	58.4%	47.7%	50.4%	116
	A travel agent	46.2%	30.1%	34.1%	135
	Maps	41.8%	29.5%	32.6%	128
	Official travel guides or brochures from state / province	40.2%	21.2%	26.0%	155
	Visitor information centres	34.8%	19.6%	23.4%	149
	Articles in newspapers / magazines	33.0%	16.8%	20.9%	158
	An auto club such as CAA	26.3%	14.8%	17.7%	149
	Travel guide books such as Fodor's	25.3%	9.7%	13.6%	186
	Advertisements in newspapers / magazines	20.6%	12.1%	14.3%	145
	Programs on television	14.1%	5.3%	7.5%	188
	Travel information received in the mail	13.7%	7.2%	8.8%	155
	An electronic newsletter or magazine received by e-mail	7.6%	3.0%	4.2%	181
	Advertisements on television	6.9%	4.3%	5.0%	139
Visits to trade, travel or sports shows	5.8%	2.2%	3.1%	185	

Use of the Internet to Plan and Arrange Trips

Travellers who participated in wine, beer and food tastings are among the heaviest users of the Internet to research (73.7%) and book (51.8%) travel. In fact, of the 21 culture and entertainment activity types, this activity segment was the 3rd most likely to research and book travel online. The majority use hotel or resort websites, official tourism websites, airline websites and travel planning and booking websites such as Expedia. They are also more likely than others to use the websites of cruise lines and motorcoach lines. The most commonly book trip components online were accommodation and airline tickets. However, this activity segment was more likely than others to purchase tickets for travel by rail, bus or ship over the Internet.

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

		Participated in Tastings	Did Not Participate in Tastings	Pleasure Travellers	Index
	Size of Market	4,389,525	14,049,984	18,439,508	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	26.3%	45.4%	40.8%	64
	Uses Internet to plan trips only	21.9%	22.2%	22.1%	99
	Uses Internet to book part of trip	51.8%	32.4%	37.0%	140
Types of Websites Consulted	A website of a hotel or resort	64.7%	53.7%	57.0%	113
	A tourism website of a country / region / city	60.8%	45.1%	49.8%	122
	An airline website	55.7%	42.3%	46.3%	120
	A travel planning / booking website	52.8%	42.7%	45.7%	115
	A website of an attraction	40.4%	31.9%	34.5%	117
	Some other website	27.8%	27.5%	27.6%	101
	A cruise line website	11.7%	6.5%	8.1%	144
	A motorcoach website	3.4%	2.0%	2.5%	139
Parts of Trips Booked Over The Internet	Accommodation	77.3%	65.1%	69.2%	112
	Air tickets	74.7%	66.9%	69.5%	107
	Car rental	35.1%	23.2%	27.1%	129
	Tickets or fees for specific activities or attractions	27.9%	21.5%	23.6%	118
	Tickets for rail, bus or boat / ship fares	20.3%	12.8%	15.3%	132
	A package containing two or more items	17.4%	14.4%	15.4%	113
	Other	5.2%	3.3%	3.9%	131

Media Consumption Habits

Travellers who participated in wine, beer and food tastings are among the most frequent consumers of travel-related media including the travel sections of newspapers, travel magazines, travel websites and travel television shows. In addition to these channels, this segment may also be effectively reached through lifestyle-related media (e.g., cooking shows on television, home & garden television shows, house & home websites, city lifestyle magazines), business, finance and investing magazines and news and current events programs. In terms of radio advertising, they can best be reached through jazz or classical music radio stations and news / talk / information radio stations.

Fig. 17 Media Consumption Habits

		Participated in Tastings	Did Not Participate in Tastings	Pleasure Travellers	Index
	Size of Market	4,389,525	14,049,984	18,439,508	100
Newspaper Readership	Reads daily newspaper	90.3%	86.3%	87.3%	104
	Reads weekend edition of newspaper	90.6%	86.3%	87.3%	104
	Reads local neighbourhood or community newspapers	66.3%	60.0%	61.5%	108
	Reads other types of newspapers	22.8%	15.4%	17.2%	133
	Frequently or occasionally reads travel section of daily newspaper	59.0%	41.6%	45.7%	129
	Frequently or occasionally reads travel section of weekend newspaper	62.9%	42.5%	47.3%	133
Types of Magazines Read (Top 5 Indexed)	Travel (e.g., Condé Nast)	19.2%	9.4%	11.8%	163
	Business, finance and investing	24.6%	13.7%	16.3%	151
	Magazines about your city	17.6%	10.2%	12.0%	147
	Newsmagazine	32.8%	21.5%	24.2%	136
	Outdoor activities / sports	17.0%	11.5%	12.8%	133
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	40.7%	27.1%	30.3%	134
	Cooking shows	37.7%	29.9%	31.7%	119
	Home & garden shows	39.6%	32.4%	34.2%	116
	History	47.0%	40.2%	41.8%	112
	Science & nature shows	48.5%	42.4%	43.8%	111
Type of Radio Programs Listened To (Top 5 Indexed)	Jazz/Big band	13.2%	7.4%	8.8%	151
	Classical music	24.5%	15.0%	17.2%	142
	Multicultural	11.0%	7.5%	8.4%	131
	News / Talk / Information	48.8%	36.4%	39.4%	124
	Soft music / Adult contemporary	31.1%	24.1%	25.7%	121
Types of Websites Visited (Top 5 Indexed)	Travel	64.0%	45.9%	50.6%	127
	Network news sites (e.g., CBC, CNN)	41.8%	34.2%	36.1%	116
	House and home	32.1%	26.8%	28.1%	114
	Newspaper sites	35.1%	30.7%	31.8%	110
	Sites for specific activities or interests	39.3%	34.7%	35.9%	110

Appendix One Canadian TAMS 2006 Culture and Entertainment Segmentation		
Activity Segment	Activities in Segment	
Historical Sites, Museums & Art Galleries	Well-known Historic Sites or Buildings	Well-known Natural Wonders
	Other Historic Sites, Monuments and Buildings	Historical Replicas of Cities or Towns With Historic Re-Enactments
	Strolling Around a City to Observe Buildings and Architecture	Museum - Military /War Museums
	Museum - General History or Heritage Museums	Art Galleries
		Paleontological/Archaeological Sites
Shopping & Dining	Shop Or Browse - Bookstore or Music Store	Shop Or Browse – Antiques
	Shop Or Browse - Clothing, Shoes and Jewellery	Shop Or Browse - Gourmet Foods in Retail Stores
	Shop Or Browse - Local Arts & Crafts Studios or Exhibitions	Shop Or Browse - Greenhouse or Garden Centre
	Dining - Restaurants Offering Local Ingredients and Recipes	High-End Restaurants with an International Reputation
	Went to Local Outdoor Cafes	Other High-End Restaurants
Aboriginal Cultural Experiences	Aboriginal Cuisine (Tasted or Sampled)	Aboriginal Arts and Crafts Shows
	Aboriginal Heritage Attractions (e.g., Museums, Interpretive Centres)	Aboriginal Cultural Experiences in a Remote or Rural Setting
	Aboriginal Festivals & Events (e.g., Powwows)	Aboriginal Outdoor Adventure and /or Sports
Fairs & Festivals	Farmers' Markets or Country Fairs	Firework Displays
	Carnivals	Ethnic Festivals
	Exhibition or Fairs	Food /Drink Festivals
Science & Technology Exhibits	Science or Technology Museums	Children's Museums
	Science & Technology Theme Parks	Went to an Imax Movie Theatre
	Planetarium	
Theme Parks & Exhibits	Amusement Park	Aquariums
	Water Theme Park	Zoos
	Movie Theme Park	Entertainment Farms (e.g., Corn Maze, Petting Zoo)
	Wax Museums	
High Art Performances	Classical or Symphony Concert	Ballet or Other Dance Performances
	Opera	
Professional Sporting Events	Professional Football Games	Professional Golf Tournaments
	Professional Basketball Games	Professional Ice Hockey Games
	Professional Baseball Games	Professional Soccer Games
Live Theatre	Live Theatre	Live Theatre with Dinner
	Theatre Festivals	
Literary & Film Festivals	Literary Festivals or Events	International Film Festivals
Tastings	Went to Wineries for Day Visits and Tasting	Cooking /Wine Tasting Courses
	Went to Breweries for Day Visits and Tasting	Visited Food Processing Plants (e.g., Cheese Factory)
Casinos	Went to a Casino	
Spas	Day Visit to a Health & Wellness Spas while on an Overnight Trip	
Participatory Historical Activities	Historical Re-Enactments (as an Actor)	Interpretive Program at a Historic Site or National /Provincial Park
	Curatorial Tours	Archaeological Digs
Equestrian & Western Events	Equine (Horse) Competitions	Western Theme Events (e.g., Rodeos)
	Horse Races	

Appendix One		
Canadian TAMS 2006 Culture and Entertainment Segmentation		
Activity Segment	Activities in Segment	
Agro-Tourism	Dining At A Farm	Harvesting and /or Other Farm Operations
	Went Fruit Picking at Farms or Open Fields	
National & International Sporting Events	Curling Bonspiel	National /International Sporting Events such as the Olympic Games
	Professional Figure Skating	
Gardens Theme Attractions	Garden Theme Park	Botanical Gardens
Amateur Tournaments	Amateur Sports Tournaments and Competitions	Amateur Tournaments and Competitions other than Sports-related
Musical Concerts, Festivals & Attractions	Music Festivals	Musical Attractions
	Jazz Concert	Free Outdoor Performances (e.g., Theatre, Concerts) in a Park
	Rock & Roll/Popular Music Concert	Country & Western Music Concert
Comedy Festivals & Clubs	Comedy Festivals	Stand-up Comedy Clubs & Other Variety Shows

Appendix Two: Canadian TAMS 2006 Outdoor Activity Segmentation

Activity Segment	Activities in Segment	
Golfing	Played During a Stay at a Golf Resort with Overnight Stay	Golf Tour Package to Play on Various Courses
	Played an Occasional Game While on a Trip	
Hunting	Hunting for Small Game	Hunting for Birds
	Hunting for Big Game	
Fishing	Fresh-Water Fishing	Salt-Water Fishing
	Ice Fishing	Trophy Fishing
Wildlife Viewing	Viewing Land Based Animals	Bird Watching
	Whale Watching & Other Marine Life	Visited National, Provincial /State Park
	Wildflowers /Flora Viewing	Viewing Northern Lights
Hiking, Climbing & Paddling	Mountain Climbing /Trekking	Fresh Water Kayaking /Canoeing
	Rock Climbing	Ocean Kayaking / Canoeing
	Hiking /Backpacking in Wilderness Setting With Overnight Camping or Lodging	Same Day Hiking Excursion While on a Trip of 1+ Nights
		White Water Rafting
Boating & Swimming	Motorboating	Swimming in Lakes
	Water Skiing	
Ocean Activities	Swimming in Oceans	Snorkeling in Sea /Ocean
	Sunbathing, Sitting on a Beach	Scuba Diving in Sea/Ocean
Sailing & Surfing	Sailing	Parasailing
	Wind Surfing	Kite Surfing
Freshwater Scuba & Snorkeling	Scuba Diving in Lakes /Rivers	Snorkeling in Lakes /Rivers
Exercising & Jogging	Working Out in Fitness Centre	Jogging or Exercising Outdoors
Cycling	Overnight Touring Trip	Recreational - Same Day Excursion
	Mountain Biking	
Motorcycling	Overnight Touring Trip	Same Day Excursion
Horseback Riding	With an Overnight Stop	Same Day Excursion
Snowmobiling & ATVing	All Terrain Vehicle - Overnight Touring Trip	Snowmobiling As an Overnight Touring Trip
	All Terrain Vehicle - Same Day Excursion	Snowmobiling Day Use on Organized Trail
Downhill Skiing & Snowboarding	Snowboarding	Downhill Skiing
Cross-country Skiing & Snowshoeing	Cross-country Skiing	Cross-country or Back Country as an Overnight Touring Trip
	Snowshoeing	
Wilderness Activities	Wilderness Skills Courses	Dog Sledding
	Ice Climbing	
Skating	Ice Skating	In-Line /Rollerblading
Extreme Air Sports	Parachuting	Hot Air Ballooning
	Hang Gliding	
Team Sports	Ice Hockey	Curling
	Football	Basketball
	Baseball or Softball	Soccer
Sports & Games	Board Games	Badminton
	Volleyball	Tennis
	Beach Volleyball	Mini-Golf
	Bowling	