

Executive Summary

Over the last two years, 15.4% of adult Canadians (3,428,894) took an overnight trip from another province to the province of Alberta. 70.9% (2,429,375) of these Alberta trips were “pleasure trips”. Among those who took a pleasure trip to Alberta, 46.5% took two or more pleasure trips to Alberta during the last two years. Alberta was the fourth most frequently visited Canadian destination by Canadian Pleasure Travellers who visited other provinces.

Those who visited Alberta are most likely to live in Saskatchewan and, to a lesser extent, British Columbia and Manitoba. Those from Quebec were the least likely to have taken a trip to Alberta.

Relative to the average Canadian Pleasure Traveller, visitors to Alberta are slightly over-represented among those 18 to 34 year olds and among those 55 or older. The majority are married and do not have dependent children 18 or younger living at home. They are more likely to have a university degree and report above-average household incomes. As such, those who visited Alberta are over-represented among young singles and young couples and more mature, affluent couples.

Alberta Visitors are more active than the average Canadian Pleasure Traveller in culture and entertainment activities while on trips. They were especially likely to have attended equestrian and western events as well as sporting events while on trips. Relative to others, visitors to Alberta were also more likely to have taken part in educational, participatory activities and to have visited educational exhibits. They were also very active in outdoor activities while on trips, and especially nature-oriented activities, golfing, downhill skiing and snowboarding and fitness activities. Visitors to Alberta most often stayed in campgrounds or resorts, but were especially likely to have stayed in wilderness settings, ski or mountain resorts and farm or guest ranches.

Alberta Visitors prefer vacations that provide physical challenge, intellectual stimulation, novelty and learning opportunities. They are also more likely to take vacations to renew personal connections with family members and friends and, on occasion, to seek solitude and isolation. These findings suggest that Alberta should promote its unique outdoor recreation activities as well as its western culture to the Canadian marketplace.

Alberta Visitors are above-average users of the Internet to plan (67.9%) and book travel (48.9%). They are only slightly above-average consumers of travel media and may be more effectively reached through country music radio, sports media and magazines pertaining to photography and video, science and geography and crafts, antiques and collectibles.

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 Canadians who live in other provinces who visited Alberta and compares them with other Canadian Pleasure Travellers (i.e., those who took at least one pleasure trip in the last two years). This report is part of a series of eight reports reviewing the out-of-province travel activities of Canadians to specific destinations within Canada prepared using the Canadian TAMS database.

Canadian Travellers to Alberta

Market Incidence

Over the last two years, 15.4% of adult Canadians (3,428,894) took an overnight trip to the province of Alberta (for any purpose). 70.9% (2,429,375) of those who took a trip to Alberta report taking a “pleasure trip” to the province. Overall, 14.8% of Canadian Pleasure Travellers reported taking at least one pleasure trip to Alberta during the past two years. Among those who took a pleasure trip to Alberta, 46.5% took two or more pleasure trips to Alberta in the last two years.

Alberta was the fourth most frequently visited Canadian destination by Canadian Pleasure Travellers who visited another province (behind Ontario, Quebec and British Columbia).

Fig. 1 Incidence of Trips¹ to Alberta during the Past Two Years

	Alberta
Number of Out-of-Province Canadians Taking a Trip to Alberta (Any Purpose) ²	3,428,894
Percent of Canadian Population	15.4%
Number of Out-of-Province Canadians Taking a Pleasure Trip to Alberta ³	2,429,375
Percent of Canadian Pleasure Travellers ⁴	14.8%
Percent of Canadian Pleasure Travellers Taking Two or More Pleasure Trips to Alberta ⁵	46.5%

- 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 took at least one overnight trip to Alberta in the last two years for any purpose.
- 3 - This row reports the number of the out-of-province Canadians who took a “pleasure trip” to Alberta during the past two years.
- 4 - “Pleasure Travellers” are defined as individuals who took at least one out-of-town, pleasure trip of one or more nights in the last two years. This row reports the percent of out-of-province Canadian “Pleasure Travellers” who took a trip to Alberta.
- 5 - This row reports the percent of out-of-province Canadian Pleasure Travellers who visited Alberta who took two or more pleasure trips to Alberta during the last two years.

Incidence by Region

Those who took a pleasure trip to Alberta are most likely to live in Saskatchewan and, to a lesser extent, British Columbia and Manitoba. Rather interestingly, the majority of Pleasure Travellers from Saskatchewan visited Alberta. Those from Quebec were the least likely to have taken a pleasure trip to Alberta during the last two years.

Fig. 2 Geographic Distribution of Those Who Took a Trip to Alberta

	Population	Estimated Number Who Took a Pleasure Trip to Alberta	Percent of Pleasure Travellers Who Took a Pleasure Trip to Alberta	Percent of Total Population Who Took a Pleasure Trip to Alberta
Canada	22,310,563	2,429,375	14.8%	12.2%
Atlantic Provinces	1,822,494	104,318	8.2%	6.8%
Quebec	5,940,869	176,886	4.2%	3.4%
Ontario	9,671,592	616,917	8.6%	7.2%
Manitoba	843,107	215,536	36.2%	28.9%
Saskatchewan	706,325	364,473	67.3%	57.9%
British Columbia	3,326,176	951,244	35.7%	31.6%

Travel Activity (During Last Two Years)

Those who visited Alberta during the last two years are frequent travellers, with 66.4% taking five or more pleasure trips in the last two years. (Note: 47.0% of Canadian Pleasure Travellers took five or more pleasure trips in the last two years). As such, they were more likely than other Canadian Pleasure Travellers to have travelled to adjacent and non-adjacent Canadian provinces or regions as well as the United States, Mexico and overseas destinations. However, their travel to the Caribbean is below-average.

Those who visited Alberta also frequently visited British Columbia (65.1%). Relative to other Canadian Pleasure Travellers, they were also more likely to have travelled to Saskatchewan, Manitoba and the Northern Territories (e.g., the Yukon, Northwest Territories, Nunavut) during the last two years.

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

	Took a Pleasure Trip to Alberta	Did Not Take a Pleasure Trip to Alberta	Pleasure Travellers	Index
Size of Market	2,429,375	14,004,831	16,434,206	100
Canada	100.0%	93.6%	94.5%	106
Took a trip within own province / region	86.1%	86.4%	86.4%	100
Took a trip to an adjacent province / region	85.2%	35.9%	43.2%	197
Took a trip to non-adjacent province / region	72.7%	23.9%	31.1%	234
Newfoundland & Labrador	4.3%	4.5%	4.5%	96
Prince Edward Island	8.3%	7.5%	7.6%	109
New Brunswick	14.0%	12.2%	12.5%	113
Nova Scotia	12.0%	14.0%	13.7%	88
Quebec	27.3%	45.1%	42.5%	64
Ontario	47.7%	58.7%	57.1%	84
Manitoba	27.5%	5.6%	8.8%	312
Saskatchewan	36.9%	3.8%	8.7%	424
Alberta	100.0%	0.0%	19.1%	525
British Columbia	65.1%	18.9%	25.8%	253
Yukon	4.0%	0.3%	0.9%	459
Northwest Territories	2.1%	0.2%	0.5%	450
Nunavut	0.6%	0.2%	0.3%	213
United States	58.8%	49.9%	51.2%	115
Mexico	16.1%	11.0%	11.8%	137
Caribbean	13.8%	16.7%	16.3%	85
All other destinations	23.1%	20.8%	21.1%	110

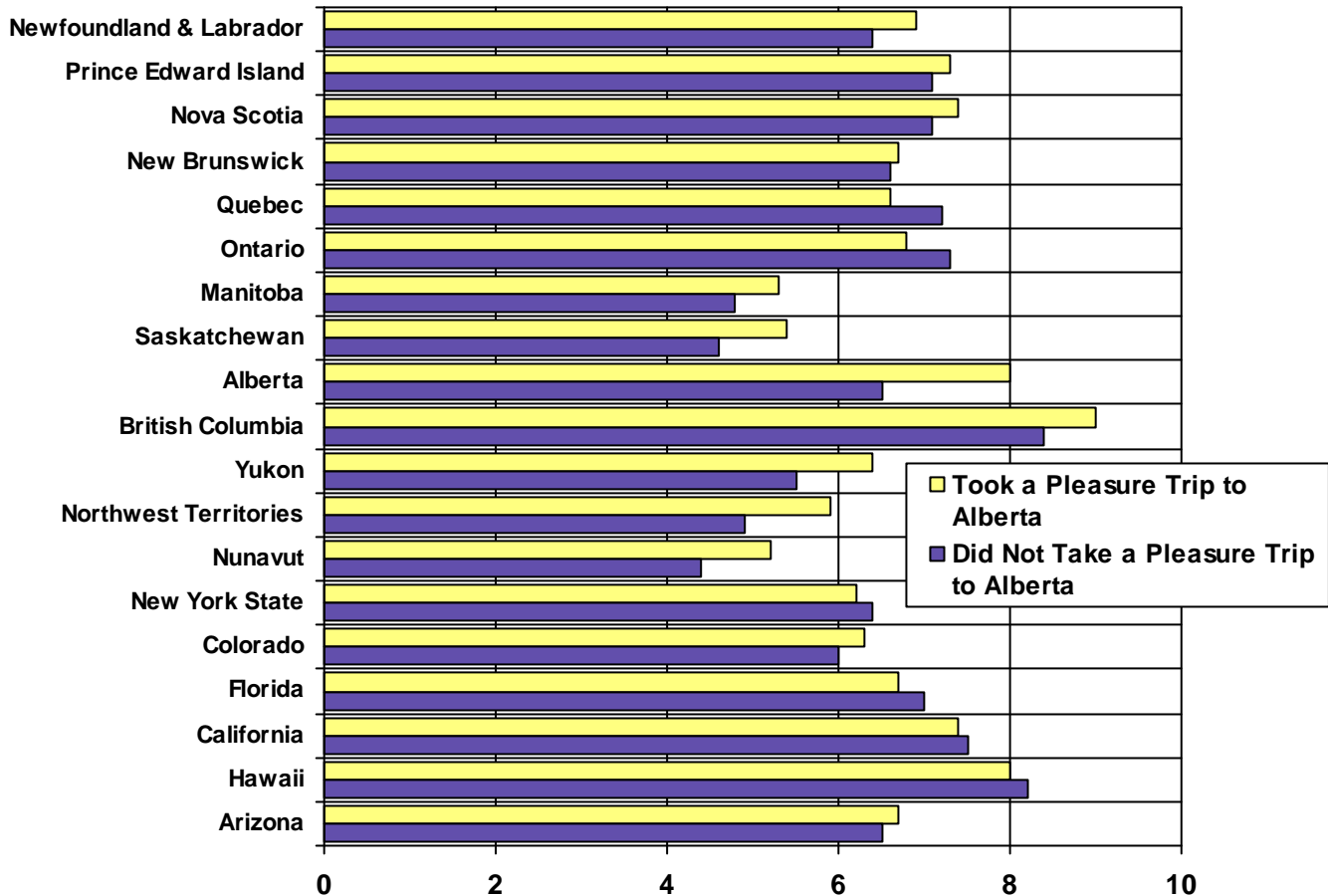
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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.

Canadian Travellers who visited Alberta have a more favourable impression of the Prairie Provinces, British Columbia, the Northern Territories and the Atlantic Region than do other Canadian Pleasure Travellers. On the other hand, they have a slightly less favourable impression of Ontario and Quebec as travel destinations. British Columbia (9.0) was perceived as the most appealing Canadian destination followed by Alberta (8.0), Nova Scotia (7.4) and Prince Edward Island (7.3).

Other than Colorado, the perceived attractiveness of the six U.S. reference states among Alberta Visitors is comparable to that of other Canadian Pleasure Travellers.

Fig. 5 Overall Appeal Ratings of Provinces, Territories and Selected U.S. States on a 10-Point Appeal Rating Scale (Higher Scores=More Appealing)



Culture and Entertainment Activities Pursued While on Trips

Canadians who visited Alberta are more active than the average Canadian Pleasure Traveller in all measured culture and entertainment pursuits while on trips. The majority of Alberta Visitors went shopping and dining and visited historical sites, museums and art galleries while on trips during the past two years. However, relative to the average Canadian Pleasure Traveller, those who visited Alberta were especially likely to have attended equestrian and western events. They were also more likely than others to have attended sporting events (e.g., professional sporting events, international or national sporting events). Relative to others, visitors to Alberta were also more likely to have taken part in educational, participatory activities (e.g., participatory historical activities, aboriginal cultural experiences, agro-tourism), to have visited educational exhibits (e.g., science and technology exhibits, garden-themed attractions), to have visited a day spa and to have participated in wine, beer or food tastings while on trips.

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

	Took a Pleasure Trip to Alberta	Did Not Take a Pleasure Trip to Alberta	Pleasure Travellers	Index
Size of Market	2,429,375	14,004,831	16,434,206	100
Shopping & Dining	89.7%	81.4%	82.6%	109
Historical Sites, Museums & Art Galleries	69.8%	55.6%	57.7%	121
Fairs & Festivals	48.6%	35.8%	37.7%	129
Theme Parks & Exhibits	47.0%	36.8%	38.3%	123
Musical Concerts, Festivals & Attractions	39.3%	31.3%	32.5%	121
Science & Technology Exhibits	31.4%	21.3%	22.7%	138
Wine, Beer & Food Tastings	29.7%	23.2%	24.1%	123
Casinos	29.2%	25.6%	26.1%	112
Live Theatre	25.0%	20.9%	21.5%	116
Garden Theme Attractions	22.5%	16.6%	17.5%	129
Professional Sporting Events	21.7%	14.0%	15.2%	143
Agro-Tourism	21.1%	14.6%	15.5%	136
Aboriginal Cultural Experiences	20.9%	9.9%	11.5%	181
Spas	15.2%	9.4%	10.3%	148
Amateur Tournaments	15.0%	10.8%	11.4%	131
High Art Performances	13.7%	10.8%	11.2%	122
Equestrian & Western Events	12.0%	4.9%	6.0%	200
Participatory Historical Activities	10.7%	5.8%	6.5%	165
Comedy Festivals & Clubs	10.7%	10.1%	10.2%	104
National & International Sporting Events	5.1%	2.6%	2.9%	173
Literary & Film Festivals	4.0%	2.4%	2.7%	149

Culture and Entertainment Activities Pursued While Not on Trips

Canadian Pleasure Travellers who took a pleasure trip to Alberta are somewhat more active in selected culture and entertainment activities while NOT travelling. Similar to the average Canadian Pleasure Traveller, Alberta Visitors often dine in local restaurants and attend local festivals or fairs. However, relative to other Canadian Pleasure Travellers, those who visited Alberta were especially likely to attend rodeos and sporting events (e.g., professional sporting events, amateur tournaments). They were also more likely than others to go to local jazz clubs, visit day spas, attend rock concerts and stay in local hotels or B&B's while not travelling.

Fig. 7 Culture and Entertainment Activities Pursued While Not on Trips

	Took a Pleasure Trip to Alberta	Did Not Take a Pleasure Trip to Alberta	Pleasure Travellers	Index
Size of Market	2,429,375	14,004,831	16,434,206	100
Going out to eat in restaurants	92.9%	91.1%	91.4%	102
Going to festivals or fairs	63.9%	60.8%	61.3%	104
Going to amateur sporting events	49.9%	39.1%	40.7%	123
Going to historic sites or heritage buildings	44.6%	38.2%	39.2%	114
Going to pick-your-own farms or farmers' market	41.7%	40.8%	40.9%	102
Going to live theatre	38.6%	34.8%	35.4%	109
Going to museums	37.9%	32.0%	32.9%	115
Going to art galleries or art shows	35.0%	32.3%	32.7%	107
Going to professional sporting events	34.5%	30.3%	31.0%	112
Going dancing	30.8%	29.8%	30.0%	103
Going to zoos or aquariums	30.2%	29.5%	29.6%	102
Going to bars with live pop or rock bands	29.4%	27.2%	27.5%	107
Going to rock music concerts	25.0%	21.5%	22.0%	113
Going to amusement or theme parks	24.6%	29.2%	28.5%	86
Going to botanical gardens	24.1%	26.0%	25.8%	94
Going to gamble in casinos	18.9%	18.1%	18.2%	104
Going to classical music concerts	17.4%	16.7%	16.8%	104
Going to day spas	15.6%	13.5%	13.8%	113
Staying overnight in a hotel or B&B in own city	12.1%	9.6%	10.0%	121
Going to rodeos	10.5%	3.4%	4.5%	235
Going to jazz clubs	10.1%	7.2%	7.6%	132
Going to the ballet	9.7%	7.2%	7.6%	127
Going to the opera	7.3%	6.7%	6.8%	107

Outdoor Activities Pursued While on Trips

Canadians who visited Alberta were more active than the average Canadian Pleasure Traveller in all measured outdoor activities while on trips during the past two years. They frequently went wildlife viewing, participated in ocean activities and went boating and swimming while on trips. However, relative to the average Canadian Pleasure Traveller, those who visited Alberta were especially likely to participate in nature-oriented activities (e.g., wildlife viewing, hiking, climbing & paddling, horseback riding, wilderness activities). They were also more likely to have gone golfing, downhill skiing and snowboarding and to have participated in fitness activities (e.g., exercise and jogging, cycling) while on trips during the past two years.

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

	Took a Pleasure Trip to Alberta	Did Not Take a Pleasure Trip to Alberta	Pleasure Travellers	Index
Size of Market	2,429,375	14,004,831	16,434,206	100
Wildlife Viewing	55.4%	37.5%	40.2%	138
Ocean Activities (e.g., swimming in ocean, sunbathing)	53.2%	47.6%	48.5%	110
Boating & Swimming (e.g., motorboating, swimming in lakes)	49.6%	39.0%	40.6%	122
Hiking, Climbing & Paddling	43.4%	31.7%	33.4%	130
Sports & Games (e.g., tennis, board games)	26.4%	21.5%	22.2%	119
Fishing	26.3%	23.1%	23.6%	112
Golfing	25.4%	16.0%	17.4%	146
Exercising & Jogging	21.7%	14.4%	15.5%	140
Downhill Skiing & Snowboarding	19.9%	12.9%	14.0%	143
Cycling	18.2%	12.5%	13.3%	137
Team Sports (e.g., hockey, baseball)	14.3%	10.4%	11.0%	130
Skating (e.g., ice skating, rollerblading)	13.7%	11.3%	11.7%	117
Snowmobiling & ATVing	12.9%	10.6%	10.9%	118
Cross-country Skiing & Snowshoeing	11.2%	9.4%	9.6%	116
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	8.4%	5.9%	6.3%	135
Horseback Riding	7.2%	4.1%	4.6%	158
Hunting	5.6%	4.6%	4.8%	117
Motorcycling	4.2%	2.7%	2.9%	144
Wilderness Activities (e.g., wilderness skills course)	3.7%	2.2%	2.4%	155
Freshwater Scuba & Snorkeling	3.6%	3.0%	3.1%	118
Extreme Air Sports (e.g., parachuting)	2.0%	1.0%	1.1%	175

Outdoor Activities Pursued While Not on Trips

When NOT travelling, Canadians who visited Alberta continue to be active in outdoor activities. Similar to other Canadian Pleasure Travellers, Alberta Visitors frequently go on day outings to local parks and picnic as well as exercise, swim and garden while not travelling. However, relative to the average Canadian Pleasure Traveller, visitors to Alberta are especially likely to go downhill skiing and snowboarding, to play golf and team sports and to participate in nature-oriented activities (e.g., camping, horseback riding, hunting, fishing). On the other hand, they are less likely than others to play racquet sports or to go rollerblading or skateboarding.

Fig. 9 Outdoor Activities Pursued While NOT on Trips

	Took a Pleasure Trip to Alberta	Did Not Take a Pleasure Trip to Alberta	Pleasure Travellers	Index
Size of Market	2,429,375	14,004,831	16,434,206	100
Day outing to a park	71.5%	65.3%	66.2%	108
Exercising at home or at a fitness club	67.2%	59.5%	60.6%	111
Swimming	63.4%	59.9%	60.4%	105
Gardening	61.2%	59.6%	59.8%	102
Picnicking	55.7%	51.9%	52.5%	106
Hiking	52.6%	47.3%	48.1%	109
Camping	49.1%	34.7%	36.8%	133
Cycling	46.1%	44.1%	44.4%	104
Golfing	33.6%	27.1%	28.1%	120
Fishing	30.8%	28.8%	29.1%	106
Jogging	29.5%	22.8%	23.8%	124
Sailing or other boating	28.8%	22.8%	23.7%	121
Ice-skating	26.8%	28.2%	28.0%	96
Playing team sports	26.3%	21.9%	22.5%	116
Canoeing or kayaking	19.9%	17.1%	17.5%	113
Downhill skiing	19.6%	15.0%	15.7%	125
Playing racquet sports (e.g., tennis or badminton)	17.2%	19.8%	19.5%	88
Riding an all-terrain vehicle (ATV)	14.0%	13.2%	13.3%	105
Cross-country skiing	13.5%	12.7%	12.8%	105
Rollerblading	11.9%	14.4%	14.1%	84
Snowmobiling	9.8%	9.2%	9.3%	105
Hunting	8.9%	7.5%	7.7%	115
Horseback riding	8.1%	6.0%	6.3%	128
Snowboarding	5.7%	4.5%	4.7%	123
Skateboarding	1.2%	1.6%	1.6%	76

Accommodation Stayed In While on Trips

Visitors to Alberta most often stayed in public or private campgrounds or resorts (e.g., lakeside or riverside resorts, seaside resorts, ski or mountain resorts) during the last two years. However, relative to the average Canadian Pleasure Traveller, those who visited Alberta were especially likely to have stayed in a wilderness setting (e.g., campsite, remote wilderness lodge or outpost), a ski or mountain resort and a farm or guest ranch. They were also more likely than others to have toured in a motor home or houseboat during the last two years.

Fig. 10 Accommodation Stayed In While on Trips

	Took a Pleasure Trip to Alberta	Did Not Take a Pleasure Trip to Alberta	Pleasure Travellers	Index
Size of Market	2,429,375	14,004,831	16,434,206	100
A Public Campground in a National, State, Provincial or Municipal Park	38.3%	23.0%	25.2%	152
Lakeside / Riverside Resort	27.5%	21.2%	22.1%	124
Seaside Resort	26.1%	20.1%	21.0%	124
A Private Campground	23.9%	16.6%	17.7%	135
Ski Resort or Mountain Resort	22.8%	11.1%	12.8%	178
A Camp Site in a Wilderness Setting (Not a Campground)	13.1%	7.2%	8.1%	162
Health Spa	8.4%	5.9%	6.3%	133
A Motor Home or RV while Travelling or Touring (Not a Camping Trip)	8.1%	3.4%	4.1%	198
Wilderness Lodge You Can Drive to by Car	7.5%	5.5%	5.8%	129
Country Inn or Resort with Gourmet Restaurant	5.9%	5.5%	5.5%	107
Farm or Guest Ranch	4.4%	2.5%	2.8%	157
Remote or Fly-In Wilderness Lodge	2.9%	1.3%	1.5%	192
On a Houseboat	2.4%	0.9%	1.2%	209
Remote or Fly-In Wilderness Outpost	1.3%	0.5%	0.6%	211
Cooking School	0.5%	0.3%	0.4%	146
Wine Tasting School	0.4%	0.3%	0.3%	130

Tours and Cruises Taken During Past Two Years

Those who visited Alberta were more likely than the average Canadian Pleasure Traveller to have taken tours and cruises during the last two years. Sameday tours (both organized and self-guided), city tours, scenic countryside drives and self-guided overnight tours were the most common tours taken by this travel segment. However, relative to the average Canadian Pleasure Traveller, visitors to Alberta were especially likely to have taken self-guided, multi-location tours, air tours in an airplane or helicopter and tours of wineries or factories. They were also much more likely than others to have taken sightseeing cruises and Alaskan cruises in the past two years.

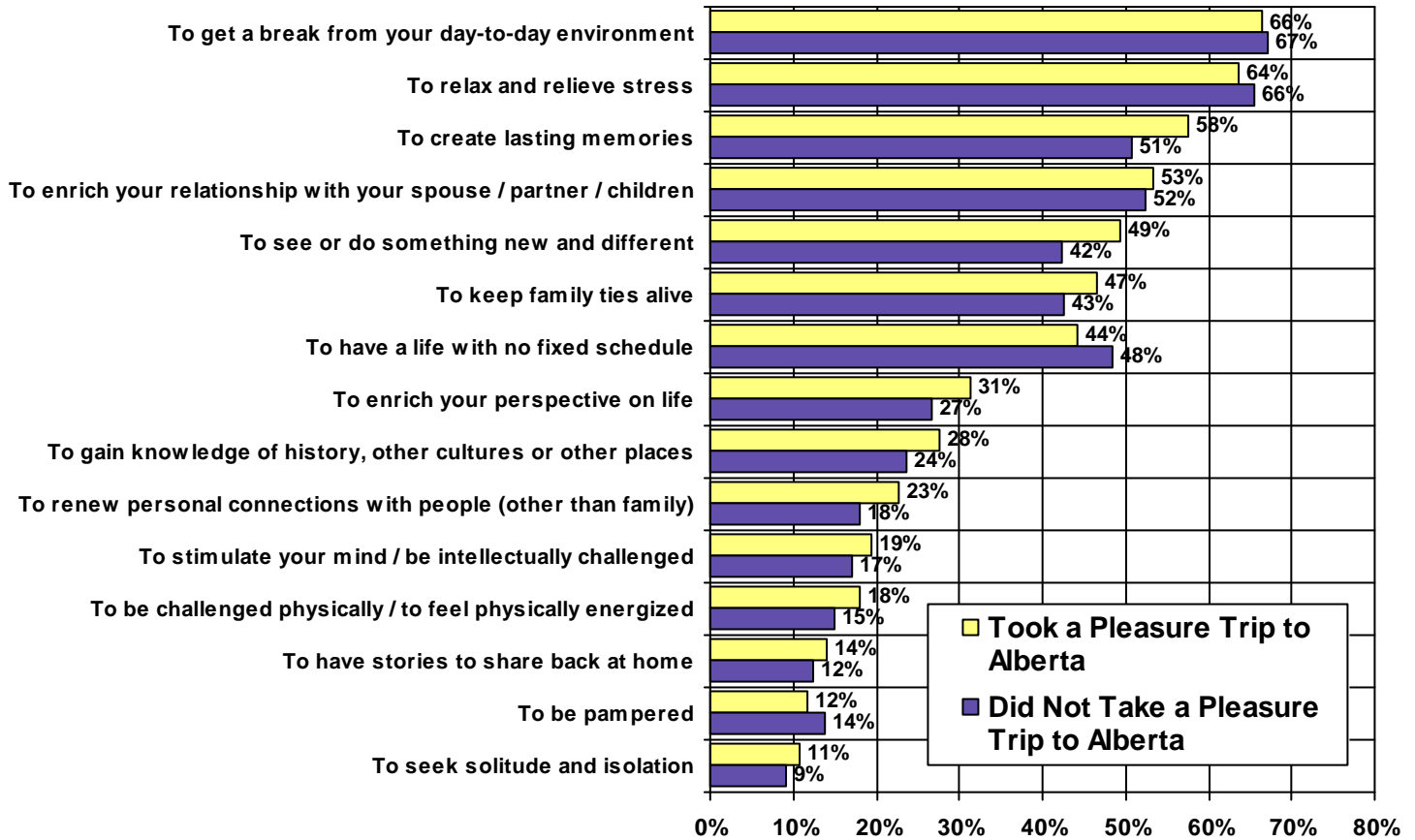
Fig. 11 Tours and Cruises Taken During Past Two Years

	Took a Pleasure Trip to Alberta	Did Not Take a Pleasure Trip to Alberta	Pleasure Travellers	Index
Size of Market	2,429,375	14,004,831	16,434,206	100
A self-guided, sameday tour while on an overnight trip	37.7%	27.5%	29.0%	130
An organized, sameday guided tour while on an overnight trip	28.9%	20.4%	21.7%	133
Around the city	28.0%	22.3%	23.2%	121
Around the countryside - scenic drives	27.6%	21.3%	22.2%	124
A self-guided, overnight tour where you stayed in different locations	24.8%	17.0%	18.1%	137
Wilderness tour	16.1%	12.0%	12.6%	128
On the water (sightseeing cruise)	15.4%	12.4%	12.9%	120
Some other type of tour	14.7%	8.9%	9.7%	151
An organized, overnight guided tour where you stayed in different locations	12.8%	10.0%	10.4%	123
To a winery	9.0%	5.0%	5.5%	161
An organized, overnight, guided tour where you stayed in a single location	8.9%	7.9%	8.0%	112
To a casino	7.6%	6.5%	6.6%	115
Caribbean ocean cruise	5.4%	5.5%	5.4%	99
Ocean cruise – Other	4.9%	3.1%	3.4%	146
In the air as a pilot or passenger of an airplane or helicopter	3.3%	1.7%	1.9%	175
To a factory	3.2%	2.4%	2.5%	129
Cruise on another lake or river	2.9%	2.3%	2.4%	120
Some other type of cruise	2.7%	1.4%	1.6%	166
Alaskan ocean cruise	2.6%	1.5%	1.7%	158
Cruise on the St. Lawrence River	0.6%	2.4%	2.1%	29
Great Lakes cruise	0.6%	0.9%	0.9%	66
Submarine cruise	0.3%	0.1%	0.1%	238

Benefits Sought While on Vacation

As with most Canadian Pleasure Travellers, those who visited Alberta most often take vacations to get a break from their day-to-day environment, relax and relieve stress, create lasting memories and enrich family relationships. However, relative to other Canadian Pleasure Travellers, Alberta Visitors are more likely to prefer vacations that provide physical challenge, intellectual stimulation, novelty (e.g., see or do something new and different) and learning opportunities. They are also more likely to take vacations to renew personal connections with family members and friends and, on occasion, to seek solitude and isolation.

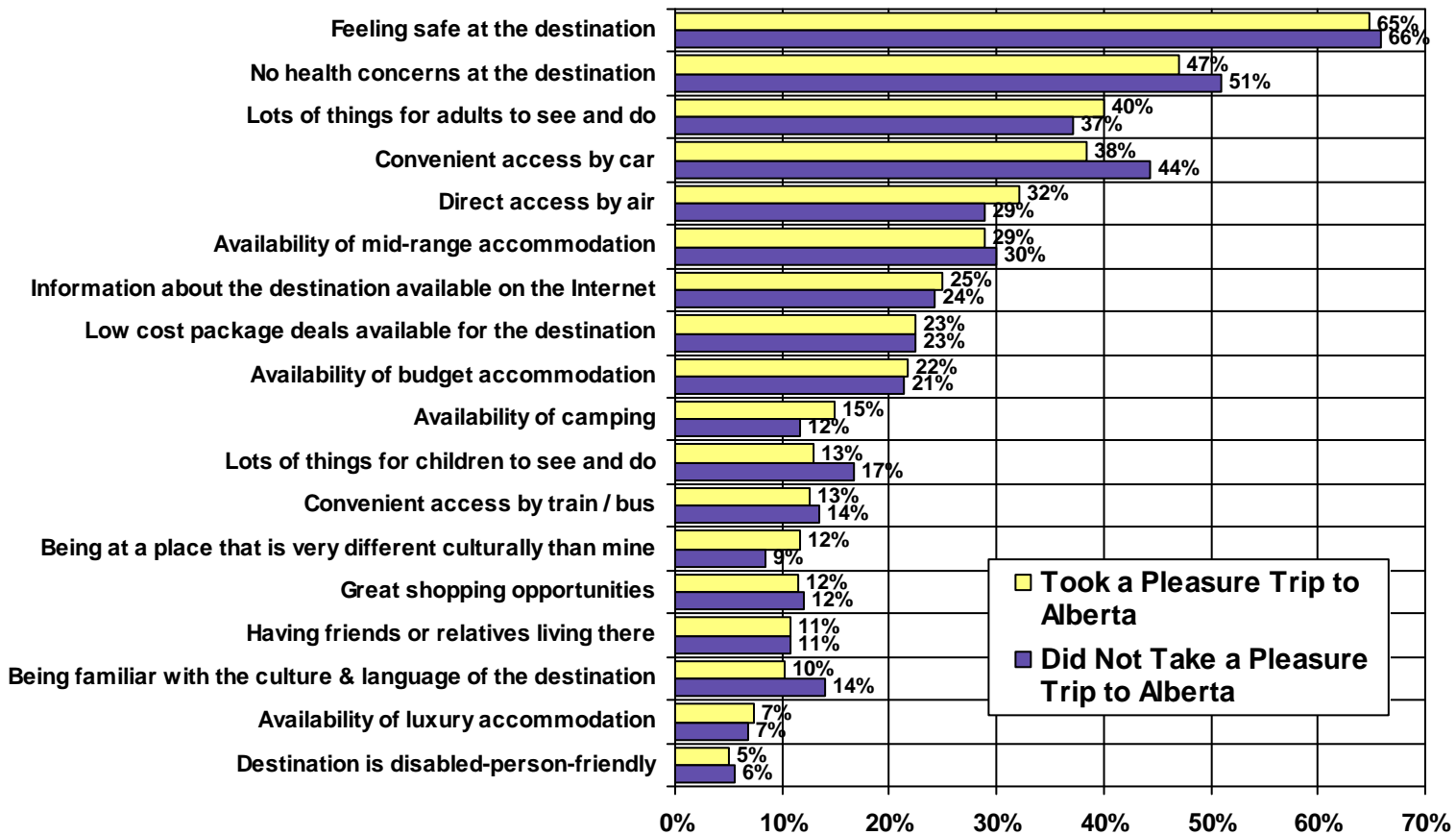
Fig.12 Benefits Sought While on Vacation
(Percent Rating Each Benefit as “Highly Important”)



Other Attributes of a Destination Considered Important

As with most Canadian Pleasure Travellers, those who visited Alberta consider it important that they feel safe at a destination. However, relative to other Canadian Pleasure Travellers, visitors to Alberta are more likely consider it more important that a destination offers lots of things for adults to see and do, is directly accessible by air, has camping available and has a different culture from their own. They are less concerned than others whether the destination is conveniently accessible by car, has lots of activities for children to see and do and has a familiar culture and language.

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



How Destinations Are Selected

Alberta Visitors are more likely than other Canadian Pleasure Travellers to begin planning their vacations with a particular destination in mind. They are less likely than others to search for discount vacation packages without a destination in mind.

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

	Took a Pleasure Trip to Alberta	Did Not Take a Pleasure Trip to Alberta	Pleasure Travellers	Index
Size of Market	2,429,375	14,004,831	16,434,206	100
Summer				
Started with a desired destination in mind	54.8%	47.3%	48.5%	113
Started by considering specific activities wanted to do	10.7%	14.0%	13.5%	79
Started with a certain type of vacation experience in mind	22.6%	24.2%	23.9%	95
Looked for packaged deals - no destination in mind	0.8%	1.4%	1.3%	61
Considered something else first	5.5%	4.1%	4.3%	127
Don't know / Other	5.6%	9.1%	8.5%	66
Winter				
Started with a desired destination in mind	53.2%	47.3%	48.3%	110
Started by considering specific activities wanted to do	16.1%	15.1%	15.3%	106
Started with a certain type of vacation experience in mind	20.1%	19.4%	19.5%	103
Looked for packaged deals - no destination in mind	2.2%	3.6%	3.4%	64
Considered something else first	3.4%	5.1%	4.8%	72
Don't know / Other	5.0%	9.5%	8.8%	57

Trip Planning and Information Sources Consulted

Similar to the average Canadian Pleasure Traveller, most of those who took a trip to Alberta were responsible for planning their trips either on their own (44.6%) or with someone else (16.0%). When making vacation plans, Alberta Visitors tend to consult a wider variety of sources than the average Canadian Pleasure Traveller. The majority of Alberta Visitors use Internet websites, the advice of others and past experiences to help plan their travel. However, visitors to Alberta are more likely to obtain travel information from maps, travel guidebooks such as Fodor's, auto clubs such as CAA and email newsletters.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Took a Pleasure Trip to Alberta	Did Not Take a Pleasure Trip to Alberta	Pleasure Travellers	Index
Size of Market		2,429,375	14,004,831	16,434,206	100
Who Plans Trips?	Respondent plans trips	44.6%	41.9%	42.3%	105
	Trip planning a shared responsibility	16.0%	16.3%	16.2%	98
	Someone else plans trips	39.4%	41.8%	41.4%	95
Information Sources Consulted	An Internet website	71.2%	64.2%	65.3%	109
	Advice of others / Word-of-mouth	57.8%	49.5%	50.8%	114
	Past experience / Been there before	57.1%	48.3%	49.7%	115
	Maps	43.7%	29.3%	31.6%	138
	A travel agent	38.0%	33.5%	34.2%	111
	Official travel guides or brochures from state / province	32.6%	24.7%	26.0%	126
	Visitor information centres	28.3%	22.3%	23.2%	122
	An auto club such as CAA	23.6%	16.3%	17.5%	135
	Articles in newspapers / magazines	22.6%	20.9%	21.2%	107
	Travel guide books such as Fodor's	19.9%	12.3%	13.5%	147
	Advertisements in newspapers / magazines	14.7%	14.4%	14.4%	102
	Programs on television	9.8%	7.0%	7.5%	131
	Travel information received in the mail	9.8%	9.0%	9.1%	107
	An electronic newsletter or magazine received by e-mail	6.4%	3.8%	4.2%	151
	Advertisements on television	4.2%	5.2%	5.0%	84
Visits to trade, travel or sports shows	3.4%	2.7%	2.8%	119	

Use of the Internet to Plan and Arrange Trips

Canadians who took a trip to Alberta are above-average users of the Internet for planning (67.9%) and booking travel (48.9%). The majority of Alberta Visitors use hotel or resort websites, airline websites, travel planning or booking websites (e.g., Expedia) and the tourism websites of countries, regions or cities. They are more likely than others to visit airline websites and travel planning or booking websites. As with most Canadian Pleasure Travellers, Alberta Visitors most often use the Internet to purchase airline tickets and accommodation. However, this segment is more likely than others to arrange for a rental car using the Internet.

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

		Took a Pleasure Trip to Alberta	Did Not Take a Pleasure Trip to Alberta	Pleasure Travellers	Index
	Size of Market	2,429,375	14,004,831	16,434,206	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	32.1%	42.7%	41.1%	78
	Uses Internet to plan trips only	19.0%	23.1%	22.5%	85
	Uses Internet to book part of trip	48.9%	34.2%	36.4%	134
Types of Websites Consulted	A website of a hotel or resort	63.8%	55.7%	57.1%	112
	An airline website	61.6%	42.2%	45.5%	135
	A travel planning / booking website	54.6%	43.3%	45.3%	121
	A tourism website of a country / region / city	54.4%	48.7%	49.7%	110
	A website of an attraction	38.9%	34.1%	35.0%	111
	Some other website	27.8%	27.9%	27.9%	100
	A cruise line website	9.8%	7.9%	8.2%	119
	A motorcoach website	2.9%	2.4%	2.5%	116
Parts of Trips Booked Over The Internet	Air tickets	85.8%	64.2%	68.5%	125
	Accommodation	68.5%	70.0%	69.7%	98
	Car rental	37.9%	24.2%	26.9%	141
	Tickets or fees for specific activities or attractions	25.7%	23.4%	23.8%	108
	Tickets for rail, bus or boat / ship fares	18.5%	15.1%	15.8%	117
	A package containing two or more items	15.9%	15.0%	15.1%	105
	Other	3.9%	4.2%	4.1%	95

Media Consumption Habits

Canadians who travelled to Alberta are slightly above-average consumers of travel media including the travel sections of newspapers, travel programs on television and travel websites. As such, this segment may be more effectively reached through country music radio stations, sports media (e.g., television sports, all-sports radio) and magazines pertaining to photography and video, science and geography and crafts, antiques and collectibles.

Fig. 17 Media Consumption Habits

		Took a Pleasure Trip to Alberta	Did Not Take a Pleasure Trip to Alberta	Pleasure Travellers	Index
	Size of Market	2,429,375	14,004,831	16,434,206	100
Newspaper Readership	Reads daily newspaper	89.1%	87.2%	87.5%	102
	Reads weekend edition of newspaper	89.3%	87.2%	87.5%	102
	Reads local neighbourhood or community newspapers	68.4%	61.1%	62.2%	110
	Reads other types of newspapers	18.2%	17.1%	17.3%	105
	Frequently or occasionally reads travel section of daily newspaper	48.8%	45.4%	45.9%	106
	Frequently or occasionally reads travel section of weekend newspaper	50.5%	47.1%	47.6%	106
Types of Magazines Read (Top 5 Indexed)	Photography and video	5.5%	3.8%	4.1%	134
	Outdoor activities / sports	16.7%	11.8%	12.5%	133
	Science and geography	20.5%	15.2%	16.0%	129
	Crafts, antiques and collectibles	15.6%	11.7%	12.3%	127
	Magazines about your city	14.7%	12.1%	12.5%	118
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	33.2%	29.9%	30.4%	109
	Dramas (e.g., Law & Order)	61.7%	56.1%	56.9%	108
	Sports / sports shows	44.7%	42.3%	42.6%	105
	Situation comedies (e.g., Friends)	52.7%	50.9%	51.2%	103
	Home & garden shows	35.2%	34.2%	34.3%	102
Type of Radio Programs Listened To (Top 5 Indexed)	Country music	29.9%	20.6%	22.0%	136
	Top 40 / Current hits	27.4%	24.7%	25.1%	109
	News / Talk / Information	42.9%	39.9%	40.3%	106
	All sports	11.1%	10.7%	10.8%	103
	Soft music / Adult contemporary	26.8%	26.1%	26.2%	102
Types of Websites Visited (Top 5 Indexed)	Travel	58.6%	48.6%	50.1%	117
	Sites for specific activities or interests	37.3%	34.9%	35.3%	106
	Shopping (all types)	35.1%	33.1%	33.5%	105
	Weather	58.8%	55.5%	56.0%	105
	House and home	29.5%	28.0%	28.3%	105

**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	