

CANADIAN TRAVEL MARKET

Canadian Travellers to the Atlantic Region

A Profile Report

February 4, 2008

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



Executive Summary

Over the last two years, 11.3% of adult Canadians (2,594,391) from other provinces took an overnight trip to the Atlantic Region. 74.3% (1,928,287) of these Atlantic Region trips were “pleasure trips”. Among those who took a pleasure trip to the Atlantic Region, 74.0% took two or more pleasure trips to the Atlantic Region, a repeat-visitor rate higher than any other province in Canada. During the last two years, the Atlantic Region was the fifth most frequently visited Canadian destination by Canadian Pleasure Travellers.

Those who visited the Atlantic Region were most likely to live in Quebec and Ontario. Saskatchewan residents were the least likely to have taken a trip to the Atlantic Region.

Canadian Pleasure Travellers tend to be older than the average Canadian Pleasure Traveller and are more likely to be married. They are also more likely to have a university degree (38.4% versus 31.0% overall) and to report a household income of \$100,000 or more (34.3% versus 23.6% overall). Accordingly, affluent mature couples are over-represented among visitors to the Atlantic Region.

Those who visited the Atlantic Region are more active than the average Canadian Pleasure Traveller in culture and entertainment pursuits while on trips. They exhibit particular interest in history-related activities. They were also more likely than others to attend live art performances (e.g., musical concerts, festivals & attractions, live theatre), and literary and film festivals and to have taken part in wine, beer and food tastings while on trips. They were also more likely to have participated in nature-oriented activities (e.g., wildlife viewing, hiking, climbing and paddling, wilderness activities) and fitness activities (exercising and jogging, cycling) while on trips. Atlantic Region Visitors are much more likely than average to have taken tours and cruises during the last two years and especially self-guided and organized, multi-location tours and scenic country drives. Public campgrounds, lakeside or riverside resorts and seaside resorts were particularly popular accommodation choices for this segment.

Atlantic Region Visitors prefer vacations at culturally distinctive destinations that offer novelty, intellectual stimulation and learning opportunities and create lasting memories. This suggests that the Atlantic Region should promote its unique history, geography and culture to the Canadian travel market.

Atlantic Region Visitors are above-average users of the Internet for planning (67.8%) and booking travel (46.0%). They are also above-average consumers of travel media. They may be effectively targeted through city lifestyle magazines, home & garden television, news and current events media and oldies (50s to 80s), jazz / big band and adult, contemporary 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 Canadians who live in other provinces who visited the Atlantic Region 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 the Atlantic Region

Market Incidence

Over the last two years, 11.3% of adult Canadians (2,594,391) from other provinces took an overnight trip to a province in the Atlantic Region for any purpose. 74.3% (1,928,287) of those who took a trip to the Atlantic Region report taking a “pleasure trip” to one or more of the provinces. Among those who took a pleasure trip to the Atlantic Region, 74.0% took two or more pleasure trips to the Atlantic Region in the last two years. This is a higher level of repeat visits than for any other province in Canada.

During the last two years, the Atlantic Region was the fifth most frequently visited Canadian destination by Canadian Pleasure Travellers (behind Ontario, Quebec, British Columbia and Alberta).

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

	Atlantic Region
Number of Out-of-Region Canadians Taking a Trip to the Atlantic Region (Any Purpose) ²	2,594,391
Percent of Canadian Population	11.3%
Number of Out-of-Region Canadians Taking a Pleasure Trip to the Atlantic Region ³	1,928,287
Percent of Canadian Pleasure Travellers ⁴	11.2%
Percent of Visitor to the Atlantic Region Who Took Two or More Pleasure Trips to the Atlantic Region ⁵	74.0%

- 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 the Atlantic Region 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 the Atlantic Region 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 the Atlantic Region.
- 5 - This row reports the percent of out-of-province Canadian Pleasure Travellers who visited the Atlantic Region who took two or more pleasure trips to the Atlantic Region during the last two years.

Incidence by Region

Those who took a pleasure trip to the Atlantic Region are most likely to live in Quebec and Ontario. Those from Saskatchewan and British Columbia were the least likely to have taken a pleasure trip to the Atlantic Region during the last two years.

Fig. 2 Geographic Distribution of Those Who Took a Trip to the Atlantic Region

	Population	Estimated Number Who Took a Pleasure Trip to the Atlantic Region	Percent of Pleasure Travellers Who Took a Pleasure Trip to the Atlantic Region	Percent of Total Population Who Took a Pleasure Trip to the Atlantic Region
Canada	22,953,609	1,928,287	11.2%	9.4%
Quebec	5,940,869	601,939	14.3%	11.8%
Ontario	9,671,592	963,258	13.4%	11.1%
Manitoba	843,107	36,538	6.1%	5.0%
Saskatchewan	706,325	26,458	4.9%	4.1%
Alberta	2,465,540	153,083	7.6%	6.7%
British Columbia	3,326,176	147,011	5.5%	4.7%

Demographic Profile

Canadian Pleasure Travellers tend to be older than the average Canadian Pleasure Traveller and are more likely to be married. They are also more likely to have a university degree (38.4% versus 31.0% overall) and to report household incomes of \$100,000 or more (34.3% versus 23.6% overall). Accordingly, affluent mature couples are over-represented among visitors to the Atlantic Region.

Fig. 3 Demographic Profile of Visitors to the Atlantic Region Relative to All Out-of-Province Canadian Pleasure Travellers

Attribute	Size of Market	Took a Pleasure Trip to the Atlantic Region	Did Not Take a Pleasure Trip to the Atlantic Region ¹	Pleasure Travellers	Index ²
		1,928,287	15,243,422	17,171,709	100
Gender	Male	48.9%	48.9%	48.9%	100
	Female	51.1%	51.1%	51.1%	100
Age of Respondent	18 to 24	8.4%	13.4%	12.8%	65
	25 to 34	15.0%	19.9%	19.4%	77
	35 to 44	18.7%	20.9%	20.6%	90
	45 to 54	25.2%	19.6%	20.3%	124
	55 to 64	16.7%	13.7%	14.1%	119
	65 Plus	16.1%	12.4%	12.8%	125
Average Age		47.8	44.1	44.5	N/A
Marital Status	Not married	25.9%	33.4%	32.6%	79
	Married	74.1%	66.6%	67.4%	110
Parental Status	No children under 18	74.0%	70.5%	70.9%	104
	Children under 18	26.0%	29.5%	29.1%	89
Education	High school or less	28.5%	36.8%	35.8%	80
	Some post-secondary	10.2%	11.3%	11.2%	91
	Post-secondary diploma/certificate	22.9%	21.9%	22.0%	104
	University degree	38.4%	30.0%	31.0%	124
Household Income	Under \$20,000	3.2%	5.9%	5.6%	57
	\$20,000 to \$39,999	12.2%	14.4%	14.2%	86
	\$40,000 to \$59,999	14.1%	16.5%	16.3%	87
	\$60,000 to \$79,999	15.1%	15.1%	15.1%	100
	\$80,000 to \$99,999	13.7%	12.2%	12.4%	110
	\$100,000 or more	31.0%	22.7%	23.6%	131
	Not stated	10.8%	13.2%	12.9%	84
Average Household Income		\$81,403	\$72,679	\$73,682	N/A

1 - Defined as an individual who took at least one out-of-town, overnight pleasure trip of one or more nights in the last two years but did not go to the Atlantic Region on any trip.

2 - The "Index" is calculated by dividing the percent for those who visited the Atlantic Region in each group by the percent of Canadian Pleasure Travellers in each group. The Index indicates the extent to which visitors are over or under-represented relative to the average out-of-province Canadian Pleasure Traveller. An index of 100 means the percent of visitors is the same as that of the average out-of-province Canadian Pleasure Traveller. Index values over 100 indicate that visitors are over-represented relative to the average out-of-province Canadian Pleasure Traveller. Index values less than 100 indicate that visitors are under-represented relative to the average out-of-province Canadian Pleasure Traveller.

Travel Activity (During Last Two Years)

Those who visited the Atlantic Region during the last two years are frequent travellers, with 59.1% 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). They were more likely than other Canadian Pleasure Travellers to have travelled to the United States and the Caribbean, although they were no more likely to have visited Mexico or other overseas destinations than the average Canadian Pleasure Traveller.

In addition to visiting other provinces within the Atlantic Region, those who visited the Atlantic Region also frequently travelled to other parts of Canada and especially to Ontario (70.8%) and Quebec (66.3%).

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

	Took a Pleasure Trip to the Atlantic Region	Did Not Take a Pleasure Trip to the Atlantic Region	Pleasure Travellers	Index
Size of Market	1,928,287	15,243,422	17,171,709	100
Canada	100.0%	93.8%	94.5%	106
Took a trip within own province / region	85.6%	85.2%	85.2%	100
Took a trip to an adjacent province / region	67.0%	46.0%	48.4%	138
Took a trip to non-adjacent province / region	77.7%	24.3%	30.3%	256
Newfoundland & Labrador	19.2%	0.6%	2.7%	724
Prince Edward Island	41.1%	0.5%	5.1%	813
New Brunswick	58.9%	1.3%	7.8%	754
Nova Scotia	67.2%	1.9%	9.2%	731
Quebec	66.3%	36.3%	39.6%	167
Ontario	70.8%	52.4%	54.5%	130
Manitoba	11.8%	9.3%	9.6%	124
Saskatchewan	12.7%	11.8%	11.9%	107
Alberta	25.3%	27.1%	26.9%	94
British Columbia	29.0%	32.6%	32.2%	90
Yukon	1.4%	1.0%	1.1%	137
Northwest Territories	1.2%	0.6%	0.7%	171
Nunavut	0.8%	0.2%	0.3%	277
United States	57.6%	51.0%	51.7%	111
Mexico	13.0%	13.0%	13.0%	100
Caribbean	17.4%	15.6%	15.8%	110
All other destinations	21.3%	21.3%	21.3%	100

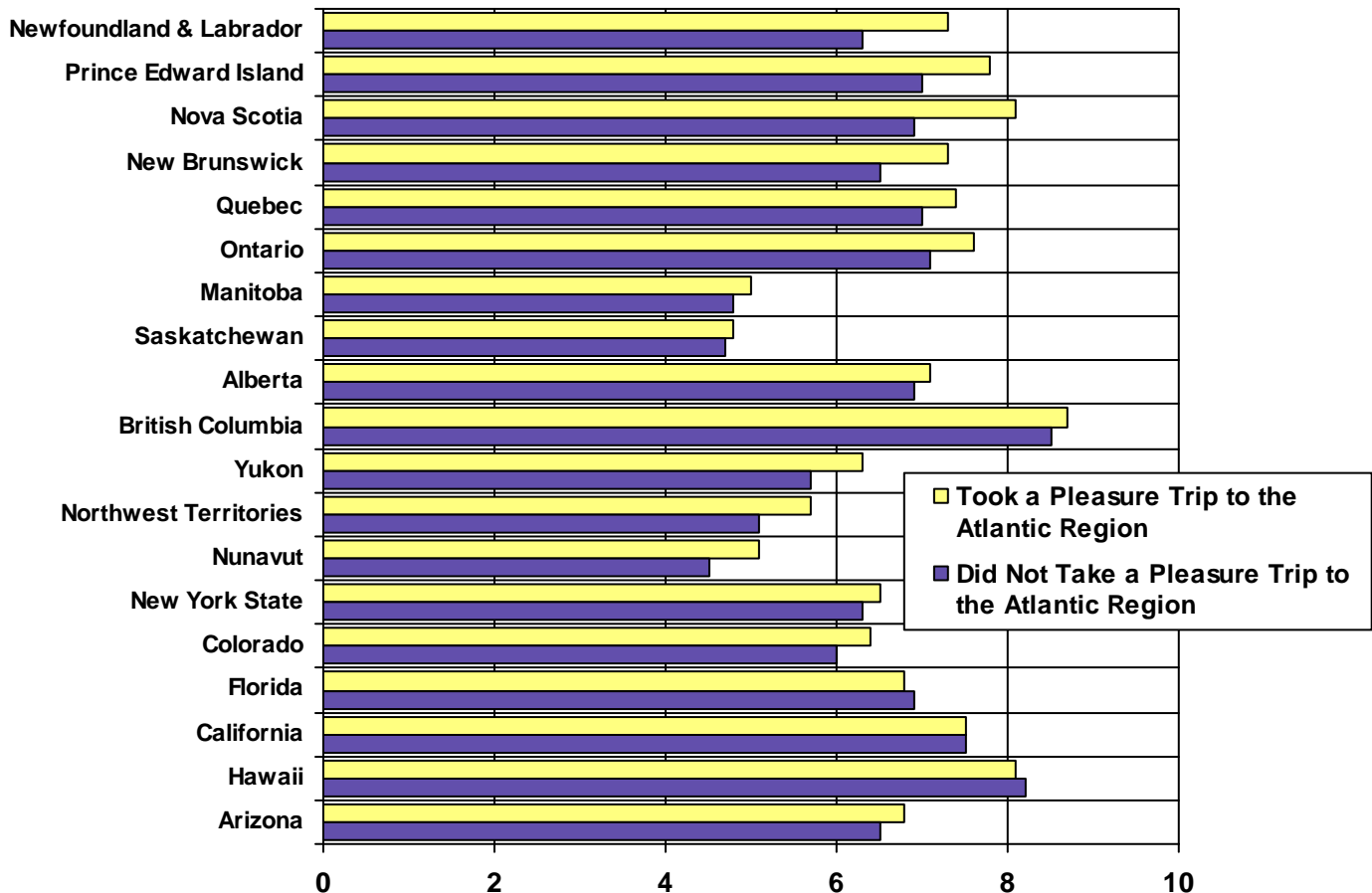
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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.

Relative to other Canadian Pleasure Travellers, those who visited the Atlantic Region have especially favourable impressions of the Atlantic Provinces as well as Ontario and Quebec. This above-average impression of Ontario and Quebec partly reflects the fact that visitors to the Atlantic Region are concentrated in these provinces.

The perceived attractiveness of the six U.S. reference states among Atlantic Region Visitors is similar to that of other Canadian Pleasure Travellers. Hawaii (8.1) was considered the most appealing U.S. destination, followed by California (7.5).

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 the Atlantic Region are more active than the average Canadian Pleasure Traveller in culture and entertainment pursuits while on trips. The most frequent activities undertaken by Atlantic Region Visitors include shopping and dining and visits to historical sites, museums and art galleries. However, relative to the average Canadian Pleasure Traveller, those who visited the Atlantic Region were especially likely to have pursued educational activities relating to history (e.g., visiting historical sites, museums, aboriginal cultural experiences, participatory historical activities). Their interest in history may be one reason why they choose to travel to the Atlantic Region. They were also more likely than others to have attended live arts performances (e.g., live theatre, high arts performances, musical concerts, festivals & attractions) and literary and film festivals, to have taken part in wine, beer and food tastings and to have visited a garden themed attraction while travelling during the last two years.

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 the Atlantic Region	Did Not Take a Pleasure Trip to the Atlantic Region	Pleasure Travellers	Index
Size of Market	1,928,287	15,243,422	17,171,709	100
Shopping & Dining	88.9%	82.0%	82.8%	107
Historical Sites, Museums & Art Galleries	72.9%	56.6%	58.4%	125
Fairs & Festivals	45.5%	36.8%	37.7%	121
Theme Parks & Exhibits	41.4%	38.8%	39.1%	106
Musical Concerts, Festivals & Attractions	40.3%	31.5%	32.5%	124
Wine, Beer & Food Tastings	37.6%	22.5%	24.2%	155
Casinos	30.6%	25.9%	26.4%	116
Science & Technology Exhibits	29.0%	22.3%	23.1%	126
Live Theatre	28.4%	20.2%	21.1%	134
Garden Theme Attractions	27.2%	16.6%	17.8%	153
Agro-Tourism	19.1%	15.7%	16.1%	119
Professional Sporting Events	17.6%	15.6%	15.8%	111
Aboriginal Cultural Experiences	17.5%	11.1%	11.8%	148
Amateur Tournaments	14.2%	11.3%	11.7%	122
High Art Performances	13.9%	10.9%	11.2%	124
Spas	13.0%	10.1%	10.4%	125
Comedy Festivals & Clubs	12.6%	10.1%	10.4%	121
Participatory Historical Activities	12.3%	6.0%	6.7%	183
Equestrian & Western Events	9.2%	6.6%	6.9%	134
Literary & Film Festivals	4.6%	2.5%	2.7%	171
National & International Sporting Events	4.3%	3.0%	3.1%	136

Culture and Entertainment Activities Pursued While Not on Trips

Canadian Pleasure Travellers who took a pleasure trip to the Atlantic Region also tend to pursue culture and entertainment activities relating to history and the performing arts when they are NOT travelling. When not on trips, the majority dine in local restaurants, attend local festivals or fairs and visit local historic sites or heritage buildings. However, relative to the average Canadian Pleasure Traveller, those who visited the Atlantic Region are especially likely to visit local museums, local historical buildings and local art galleries and art shows. They are also particularly likely to attend local live art performances including live theatre, classical music concerts, jazz clubs, the opera and the ballet.

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

	Took a Pleasure Trip to the Atlantic Region	Did Not Take a Pleasure Trip to the Atlantic Region	Pleasure Travellers	Index
Size of Market	1,928,287	15,243,422	17,171,709	100
Going out to eat in restaurants	92.8%	91.4%	91.6%	101
Going to festivals or fairs	66.6%	60.8%	61.4%	108
Going to historic sites or heritage buildings	50.9%	37.6%	39.1%	130
Going to pick-your-own farms or farmers' market	48.2%	39.6%	40.6%	119
Going to live theatre	46.1%	33.7%	35.1%	131
Going to museums	45.3%	31.4%	32.9%	138
Going to amateur sporting events	44.3%	41.3%	41.6%	106
Going to art galleries or art shows	40.3%	31.4%	32.4%	124
Going to professional sporting events	35.6%	32.2%	32.6%	109
Going to zoos or aquariums	34.7%	30.6%	31.1%	112
Going to botanical gardens	32.7%	25.2%	26.0%	126
Going dancing	31.3%	29.0%	29.2%	107
Going to amusement or theme parks	30.7%	28.9%	29.1%	105
Going to bars with live pop or rock bands	27.0%	27.4%	27.4%	99
Going to rock music concerts	22.5%	22.5%	22.5%	100
Going to classical music concerts	21.0%	16.3%	16.8%	124
Going to gamble in casinos	18.2%	18.6%	18.5%	98
Going to day spas	16.7%	13.7%	14.0%	119
Staying overnight in a hotel or B&B in own city	10.2%	9.7%	9.8%	104
Going to jazz clubs	9.3%	7.5%	7.7%	122
Going to the opera	9.2%	6.6%	6.9%	133
Going to the ballet	9.0%	7.3%	7.5%	120
Going to rodeos	6.2%	7.9%	7.7%	81

Outdoor Activities Pursued While on Trips

Canadians who visited the Atlantic Region were also quite active in outdoor activities while on pleasure trips during the past two years. Relative to the average Canadian Pleasure Traveller, Atlantic Region Visitors were especially likely to participate in nature-oriented activities (e.g., wildlife viewing, hiking, climbing and paddling, wilderness activities). They were also more likely to have participated in resort-based, water activities (e.g., sailing, swimming in the ocean or lakes), to have gone cross-country skiing and to have participated in fitness activities (exercising and jogging, cycling) while on trips. However, they were less likely than others to have gone snowmobiling, ATVing and hunting while travelling 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 the Atlantic Region	Did Not Take a Pleasure Trip to the Atlantic Region	Pleasure Travellers	Index
Size of Market	1,928,287	15,243,422	17,171,709	100
Ocean Activities (e.g., swimming in ocean, sunbathing)	59.4%	47.9%	49.2%	121
Wildlife Viewing	55.5%	39.7%	41.4%	134
Boating & Swimming (e.g., motorboating, swimming in lakes)	44.7%	42.0%	42.3%	106
Hiking, Climbing & Paddling	43.6%	33.6%	34.8%	126
Sports & Games (e.g., tennis, board games)	25.7%	22.6%	22.9%	112
Fishing	24.4%	24.0%	24.1%	101
Golfing	21.4%	18.2%	18.6%	116
Exercising & Jogging	19.8%	15.3%	15.8%	125
Downhill Skiing & Snowboarding	18.2%	14.6%	15.0%	121
Cycling	17.7%	13.5%	13.9%	127
Skating (e.g., ice skating, rollerblading)	16.7%	11.7%	12.3%	137
Cross-country Skiing & Snowshoeing	15.3%	8.8%	9.5%	160
Team Sports (e.g., hockey, baseball)	13.1%	11.1%	11.3%	116
Snowmobiling & ATVing	10.6%	11.2%	11.1%	95
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	8.0%	6.0%	6.2%	129
Horseback Riding	6.1%	4.8%	5.0%	123
Motorcycling	4.5%	2.8%	3.0%	150
Freshwater Scuba & Snorkeling	3.8%	3.0%	3.1%	125
Hunting	3.8%	4.6%	4.5%	85
Wilderness Activities (e.g., wilderness skills course)	3.3%	2.3%	2.5%	134
Extreme Air Sports (e.g., parachuting)	1.3%	1.1%	1.2%	113

Accommodation Stayed In While on Trips

Those who visited the Atlantic Region most often stayed in public or private campgrounds or resorts (e.g., lakeside or riverside resort, seaside resort, ski or mountain resort) during the past two years. However in comparison to other Canadian Pleasure Travellers, Atlantic Region Visitors were especially likely to have stayed at wilderness lodges accessible by car, country inns or resort with gourmet dining, lakeside and riverside resorts and seaside resorts. They were also more likely than others to have toured using a motor home or RV during the past two years.

Fig. 10 Accommodation Stayed In While on Trips

	Took a Pleasure Trip to the Atlantic Region	Did Not Take a Pleasure Trip to the Atlantic Region	Pleasure Travellers	Index
Size of Market	1,928,287	15,243,422	17,171,709	100
A Public Campground in a National, State, Provincial or Municipal Park	33.4%	25.6%	26.5%	126
Lakeside / Riverside Resort	33.0%	22.0%	23.2%	142
Seaside Resort	30.0%	19.9%	21.1%	142
A Private Campground	26.4%	17.8%	18.7%	141
Ski Resort or Mountain Resort	16.4%	14.2%	14.5%	113
A Camp Site in a Wilderness Setting (Not a Campground)	10.7%	8.4%	8.7%	123
Wilderness Lodge You Can Drive to by Car	8.7%	5.4%	5.7%	151
Health Spa	7.9%	6.0%	6.2%	126
Country Inn or Resort with Gourmet Restaurant	7.8%	5.0%	5.3%	148
A Motor Home or RV while Travelling or Touring (Not a Camping Trip)	7.2%	4.2%	4.5%	160
Farm or Guest Ranch	2.5%	3.3%	3.2%	80
Remote or Fly-In Wilderness Lodge	1.6%	1.7%	1.7%	97
On a Houseboat	1.5%	1.4%	1.4%	107
Remote or Fly-In Wilderness Outpost	0.6%	0.6%	0.6%	106
Cooking School	0.5%	0.4%	0.4%	122
Wine Tasting School	0.3%	0.3%	0.3%	124

Tours and Cruises Taken During Past Two Years

Those who visited the Atlantic Region were much more likely than the average Canadian Pleasure Traveller to have taken tours and cruises during the last two years. Self-guided, sameday and overnight tours, scenic countryside drives, city tours and sameday, guided tours were the most popular within this travel segment. However, relative to other Canadian Pleasure Travellers, Atlantic Region Visitors were especially likely to have taken self-guided and organized, multi-location tours, scenic country drives, wilderness tours and tours of wineries, factories and casinos. They were also much more likely than other Canadian Pleasure Travellers to have taken freshwater cruises (e.g., St. Lawrence River cruises, Great Lakes cruise). These findings suggest that tours and cruises may be an effective marketing strategy by which to promote the Atlantic Region.

Fig. 11 Tours and Cruises Taken During Past Two Years

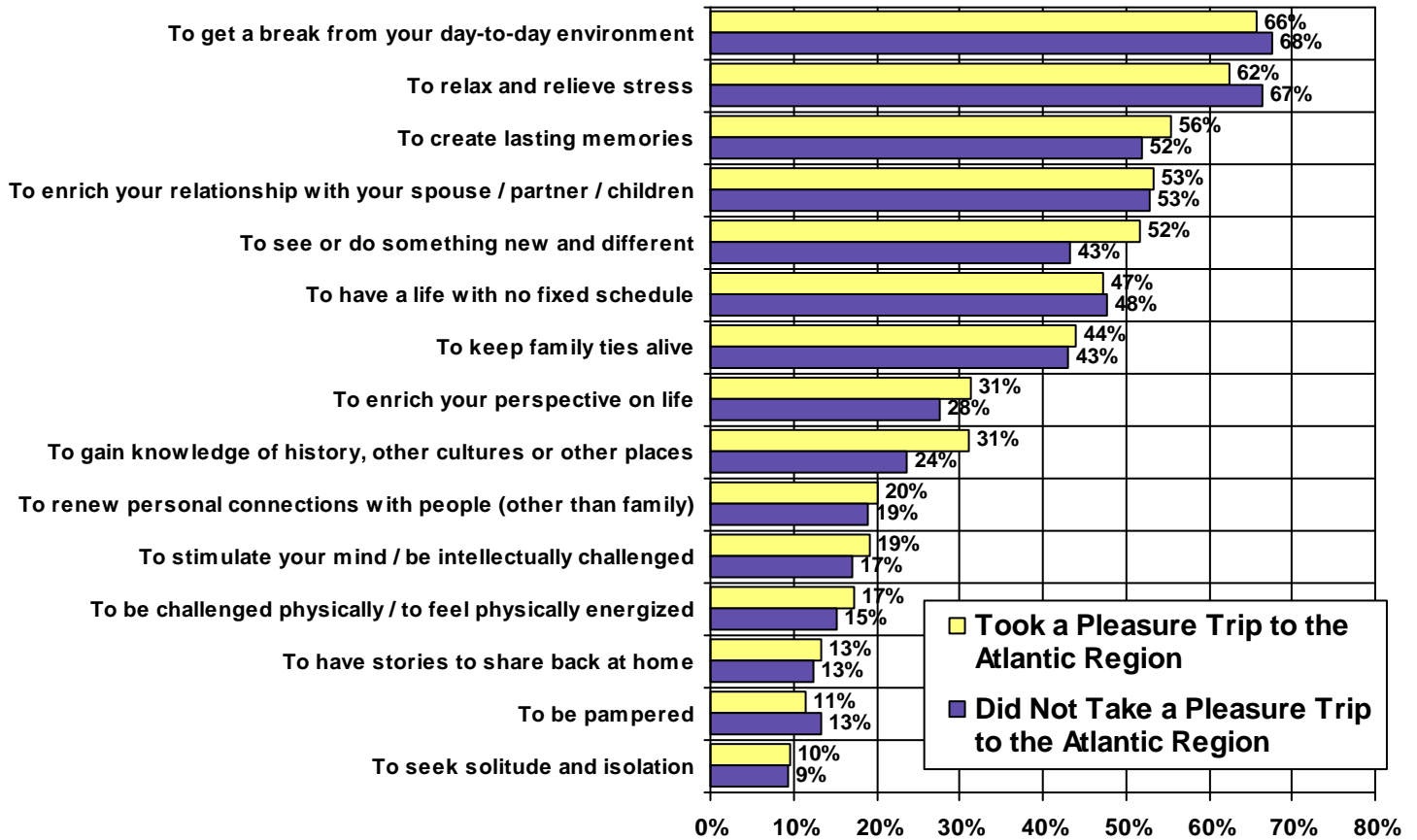
	Took a Pleasure Trip to the Atlantic Region	Did Not Take a Pleasure Trip to the Atlantic Region	Pleasure Travellers	Index
Size of Market	1,928,287	15,243,422	17,171,709	100
A self-guided, sameday tour while on an overnight trip	39.7%	28.4%	29.7%	134
Around the countryside - scenic drives	33.8%	21.3%	22.7%	149
Around the city	30.7%	22.5%	23.4%	131
An organized, sameday guided tour while on an overnight trip	28.9%	21.8%	22.6%	128
A self-guided, overnight tour where you stayed in different locations	27.8%	17.3%	18.5%	150
On the water (sightseeing cruise)	19.5%	12.6%	13.4%	146
Wilderness tour	19.1%	12.5%	13.3%	144
An organized, overnight guided tour where you stayed in different locations	14.0%	9.9%	10.4%	135
Some other type of tour	12.7%	9.6%	10.0%	127
An organized, overnight guided tour where you stayed in a single location	10.0%	7.8%	8.1%	124
To a winery	9.8%	5.3%	5.8%	170
To a casino	9.7%	6.5%	6.8%	142
Caribbean ocean cruise	7.5%	5.4%	5.6%	133
Cruise on the St. Lawrence River	4.7%	1.7%	2.0%	231
Cruise on another lake or river	4.7%	2.1%	2.4%	193
Ocean cruise - Other	4.7%	3.4%	3.5%	134
To a factory	3.6%	2.5%	2.6%	138
Some other type of cruise	2.7%	1.5%	1.6%	164
Alaskan ocean cruise	2.5%	1.6%	1.7%	147
In the air as a pilot or passenger of an airplane or helicopter	2.2%	1.9%	2.0%	115
Great Lakes cruise	1.5%	0.7%	0.8%	181

Submarine cruise	0.3%	0.1%	0.1%	268
------------------	------	------	------	-----

Benefits Sought While on Vacation

Similar to other Canadian Pleasure Travellers, those who visited the Atlantic Region take vacations in order 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, Canadians who visited the Atlantic Region are especially likely to prefer vacations that offer novelty, intellectual stimulation and learning opportunities and create lasting memories. This suggests that the Atlantic Region should promote its unique history, geography and culture to the Canadian travel market.

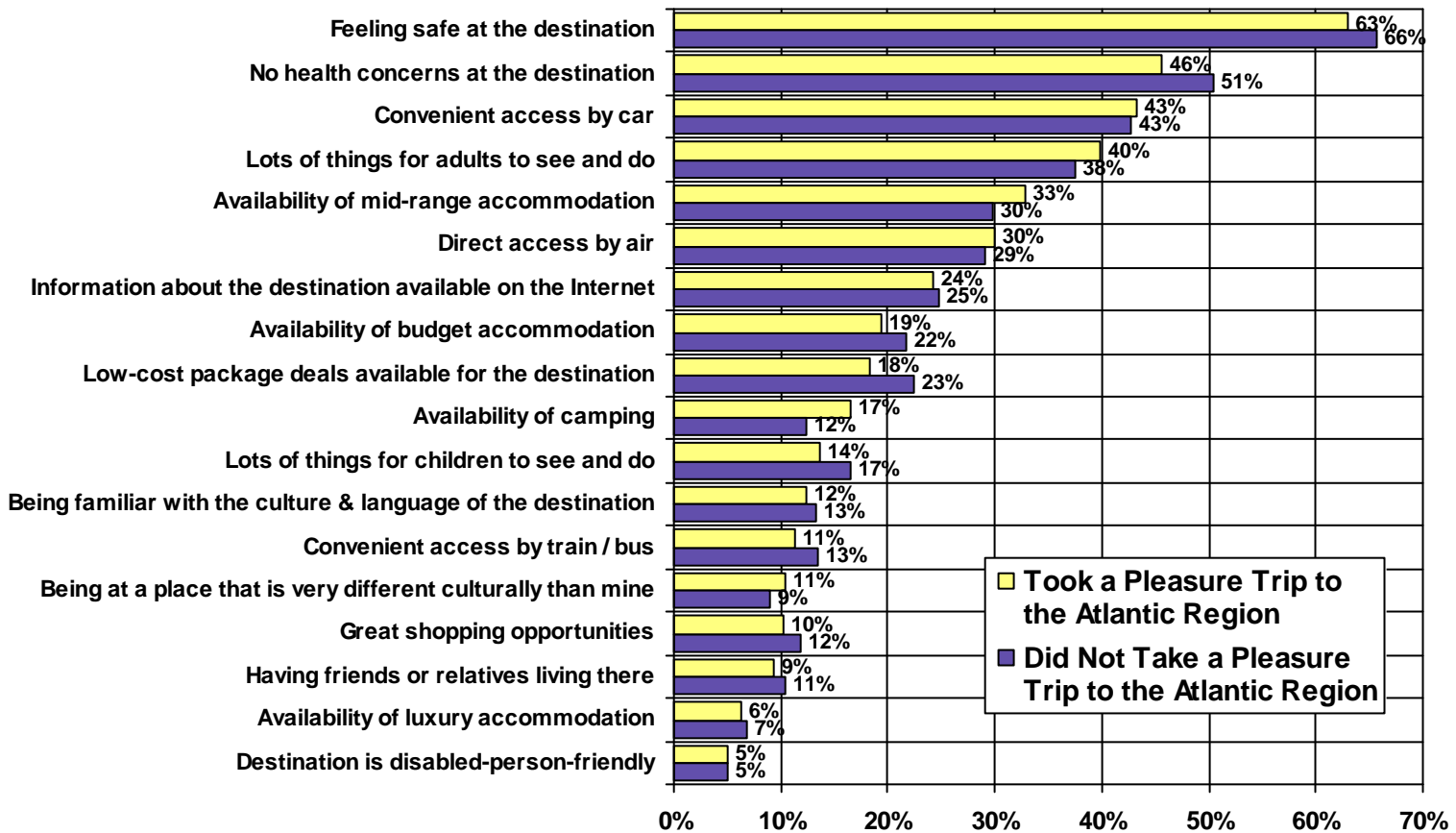
Fig.12 Benefits Sought While on Vacation
(Percent Rating Each Benefit as “Highly Important”)



Other Attributes of a Destination Considered Important

As with most Canadian Pleasure Travellers, the majority of those who visited the Atlantic Region consider it important that they feel safe at a destination. However, relative to other Canadian Pleasure Travellers, visitors to the Atlantic Region are slightly more likely to prefer culturally distinctive destinations that have lots for adults to see and do and both mid-range priced accommodation and camping available. Given their maturity and affluence, they are less likely to look for destinations that offer lots of things to see and do for children, budget accommodation and low-price vacation packages.

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



How Destinations Are Selected

Atlantic Region Visitors are more likely than the average Canadian Pleasure Traveller to start planning vacations with a particular destination in mind. They are less likely than others to begin planning their summer trips by first considering what activities they wish to pursue or vacation experiences they would like to have.

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

	Took a Pleasure Trip to the Atlantic Region	Did Not Take a Pleasure Trip to the Atlantic Region	Pleasure Travellers	Index
Size of Market	1,928,287	15,243,422	17,171,709	100
Summer				
Started with a desired destination in mind	57.1%	47.2%	48.4%	118
Started by considering specific activities wanted to do	10.8%	14.4%	13.9%	78
Started with a certain type of vacation experience in mind	21.8%	24.1%	23.8%	92
Looked for packaged deals - no destination in mind	2.0%	1.2%	1.3%	152
Considered something else first	3.1%	4.5%	4.3%	73
Don't know / Other	7.0%	9.2%	8.4%	83
Winter				
Started with a desired destination in mind	51.8%	48.1%	48.5%	107
Started by considering specific activities wanted to do	16.0%	15.8%	15.8%	101
Started with a certain type of vacation experience in mind	17.4%	19.5%	19.2%	91
Looked for packaged deals - no destination in mind	3.7%	3.3%	3.3%	112
Considered something else first	5.6%	4.5%	4.6%	123
Don't know / Other	6.5%	9.9%	8.6%	75

Use of the Internet to Plan and Arrange Trips

Canadians who took a trip to the Atlantic Region are above-average users of the Internet to plan (67.8%) and book travel (46.0%). Like most Canadian Pleasure Travellers, they frequently consult the websites of hotels or resorts. However, they are more likely than other Canadian Pleasure Travellers to consult the tourism website of a country, region or city, airline websites and the websites of cruise lines.

As with most Canadian Pleasure Travellers, Atlantic Region Visitors most often use the Internet to purchase airline tickets and accommodation. However, relative to the average Canadian Pleasure Traveller, they are more likely to use the Internet to arrange for car rentals and to purchase tickets for travel by rail, bus or boat / ship.

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

		Took a Pleasure Trip to the Atlantic Region	Did Not Take a Pleasure Trip to the Atlantic Region	Pleasure Travellers	Index
Size of Market		1,928,287	15,243,422	17,171,709	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	32.2%	41.2%	40.2%	80
	Uses Internet to plan trips only	21.8%	22.4%	22.3%	98
	Uses Internet to book part of trip	46.0%	36.4%	37.5%	123
Types of Websites Consulted	A tourism website of a country / region / city	62.1%	47.9%	49.7%	125
	A website of a hotel or resort	61.1%	56.8%	57.4%	107
	An airline website	53.3%	44.9%	46.0%	116
	A travel planning / booking website	46.6%	46.1%	46.1%	101
	A website of an attraction	37.0%	34.1%	34.5%	107
	Some other website	28.0%	27.5%	27.6%	101
	A cruise line website	10.3%	8.0%	8.3%	124
	A motorcoach website	2.7%	2.4%	2.5%	109
Parts of Trips Booked Over The Internet	Air tickets	75.5%	67.5%	68.6%	110
	Accommodation	72.6%	69.3%	69.8%	104
	Car rental	36.6%	25.8%	27.3%	134
	Tickets or fees for specific activities or attractions	21.2%	23.9%	23.5%	90
	Tickets for rail, bus or boat / ship fares	18.0%	14.8%	15.2%	118
	A package containing two or more items	14.0%	15.8%	15.5%	90
	Other	3.5%	4.1%	4.0%	87

Media Consumption Habits

Canadians who travelled to the Atlantic Region are above-average consumers of travel media including the travel sections of newspapers, travel magazines, travel programs on television and travel websites. This segment may also be effectively targeted through city lifestyle magazines, 'better living' media (e.g., home & garden television, house & home websites) and news and current events media (e.g., news magazines, television news, all-news / talk / information radio, network news websites). They may also be reached through oldies (50s to 80s), jazz / big band and adult contemporary music radio stations.

Fig. 17 Media Consumption Habits

		Took a Pleasure Trip to the Atlantic Region	Did Not Take a Pleasure Trip to the Atlantic Region	Pleasure Travellers	Index
	Size of Market	1,928,287	15,243,422	17,171,709	100
Newspaper Readership	Reads daily newspaper	87.2%	87.5%	87.5%	100
	Reads weekend edition of newspaper	87.6%	87.6%	87.6%	100
	Reads local neighbourhood or community newspapers	65.1%	62.0%	62.4%	104
	Reads other types of newspapers	15.8%	17.6%	17.4%	91
	Frequently or occasionally reads travel section of daily newspaper	53.9%	45.2%	46.1%	117
	Frequently or occasionally reads travel section of weekend newspaper	58.3%	46.7%	48.0%	121
Types of Magazines Read (Top 5 Indexed)	Travel (e.g., Condé Nast)	19.1%	11.3%	12.1%	157
	Magazines about your city	17.1%	12.0%	12.6%	136
	Regional magazines	9.4%	7.5%	7.7%	122
	Outdoor activities / sports	15.3%	12.6%	12.9%	118
	News magazine	28.6%	23.7%	24.3%	118
Type of Television Programs Watched (Top 5 Indexed)	Home & garden shows	37.5%	33.7%	34.1%	110
	Travel shows	33.2%	30.2%	30.5%	109
	History	43.9%	41.3%	41.6%	105
	News / current affairs	67.6%	64.2%	64.6%	105
	Science & nature shows	45.9%	43.8%	44.0%	104
Type of Radio Programs Listened To (Top 5 Indexed)	Oldies (50s, 60s, 70s, 80s)	40.3%	33.2%	34.0%	119
	Jazz / Big band	10.3%	8.9%	9.1%	114
	Soft music / Adult contemporary	29.4%	25.5%	26.0%	113
	News / Talk / Information	44.5%	38.7%	39.4%	113
	Classical music	19.9%	17.4%	17.7%	113
Types of Websites Visited (Top 5 Indexed)	Travel	60.9%	49.5%	50.8%	120
	House and home	33.0%	27.6%	28.2%	117
	Network news sites (e.g., CBC, CNN)	40.3%	35.6%	36.1%	112
	Shopping (all types)	34.4%	33.1%	33.2%	104
	Weather	56.8%	55.3%	55.4%	102

**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	