

# CANADIAN TRAVEL MARKET

## Canadian Travellers to Other Provinces in Canada

### *A Profile Report*

**February 6, 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, 44.9% of adult Canadians (11,136,282) took an overnight trip to another Canadian province. 78.7% (8,760,554) of these trips were “pleasure trips”. 80.0% took a trip to an adjacent province while 53.4% travelled to a non-adjacent province. (Note: Due to the structure of the Canadian TAMS database, travel within the Atlantic Region by the residents of the Atlantic Region is not considered out-of-province travel.)

Those who visited another province are most likely to live in Saskatchewan, Alberta and Manitoba. Those from Ontario, Quebec and the Atlantic Region are the least likely to have taken a trip to another province in the last two years.

Relative to those who only travelled within their own province, Inter-Province Travellers are slightly over-represented among those 45 and older. They are also slightly more likely to be married and slightly less likely to have children 18 or younger living at home. They are generally better-educated and report above-average household incomes. As such, Inter-Province Travellers are over-represented among affluent, mature couples.

Inter-Province Travellers are more active in culture and entertainment activities while on trips than those who did not travel outside of their province. They were especially likely to have attended sporting events, to have taken part in educational, participatory activities (e.g., aboriginal cultural experiences) and to have visited historical attractions and educational exhibits. They were also more likely to have attended live art performances and to have taken part in wine, beer and food tastings. Inter-Province Travellers were also more active in outdoor activities while travelling, and especially golfing, skiing, nature-oriented activities (e.g., hiking, climbing and paddling) and fitness activities. They were also more likely to have taken self-guided, multi-location tours, organized, sameday tours, city tours, wilderness tours and tours of wineries and factories. Inter-Province Travellers most often stayed in public or private campgrounds or resorts. However, they were especially likely to have stayed at a ski or mountain resort or a wilderness accommodation or to have toured with a motor home or RV.

Inter-Province Travellers tend to seek vacations that provide intellectual stimulation, novelty and learning opportunities. They also are more likely than others to take vacations to renew personal connections with friends

Inter-Province Travellers are above-average users of the Internet to plan (64.7%) and book travel (44.1%) and above-average users of travel media. They may also be targeted through business, finance and investing magazines, city lifestyle magazines, news media and classical music or country music radio stations.



## Canadian Travellers to Other Provinces in Canada

### Market Incidence

Over the last two years, 44.9% of adult Canadians (11,136,282) took an overnight trip to another province or region in Canada (for any purpose). (Note: Due to the structure of the Canadian TAMS database, travel within the Atlantic Region by the residents of the Atlantic Region is not considered out-of-province travel. In this report “Inter-province Travel” will refer to trips from provinces (other than the Atlantic Provinces) to another province or the Atlantic Region or a trip from the Atlantic Region to another province outside of the Atlantic Region).

78.7% (8,760,554) of those who took a trip to another province report taking a “pleasure trip” to another province. Overall, 47.5% of Canadian Pleasure Travellers reported taking at least one pleasure trip to another province in Canada during the past two years. Among those who took a pleasure trip to another province, 94.7% took two or more pleasure trips to another province in the last two years.

Fig. 1 Incidence of Trips<sup>1</sup> to Other Provinces in Canada during the Past Two Years

	Travel to Other Provinces in Canada
Number of Out-of-Province Canadians Taking a Trip to Another Province or Region (Any Purpose) <sup>2</sup>	11,136,282
Percent of Canadian Population	44.9%
Number of Out-of-Province Canadians Taking a Pleasure Trip to Another Province or Region <sup>3</sup>	8,760,554
Percent of Canadian Pleasure Travellers <sup>4</sup>	47.5%
Percent of Canadian Pleasure Travellers Taking Two or More Pleasure Trips to Another Province or Region <sup>5</sup>	94.7%

- 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 other provinces outside their home province 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 other provinces 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 other provinces.
- 5 - This row reports the percent of out-of-province Canadian Pleasure Travellers who visited other provinces who took two or more pleasure trips to other provinces during the last two years.

### Incidence by Region

Those who took a pleasure trip to another province are most likely to live in the Prairie Provinces (i.e., Saskatchewan, Alberta & Manitoba). Residents of Quebec, Ontario and the Atlantic Region were the least likely to have taken a pleasure trip to another Canadian province during the last two years.

Fig. 2 Geographic Distribution of Those Who Took a Trip to Other Provinces in Canada

	Population	Estimated Number Who Took a Pleasure Trip to Another Province	Percent of Pleasure Travellers Who Took a Pleasure Trip to Another Province	Percent of Total Population Who Took a Pleasure Trip to Another Province
Canada	24,776,103	10,853,543	58.9%	48.4%
Atlantic Provinces	1,822,494	712,795	56.2%	44.2%
Quebec	5,940,869	2,185,574	52.1%	41.0%
Ontario	9,671,592	3,727,357	52.0%	42.1%
Manitoba	843,107	487,423	81.9%	64.6%
Saskatchewan	706,325	479,807	88.6%	76.3%
Alberta	2,465,540	1,694,947	84.5%	75.9%
British Columbia	3,326,176	1,565,641	58.8%	51.6%

## Demographic Profile

Relative to those who did not take a trip to another province, Inter-Province Travellers are more likely to be male and slightly over-represented among those 45 to 54 years older. They are also slightly more likely to be married and slightly less likely to have children 18 or younger living at home. They are more likely to have a university degree and report above-average household incomes. Overall, Inter-Province travellers are slightly over-represented among affluent, mature couples.

Fig. 3 Demographic Profile of Visitors to Other Provinces Relative to All Out-of-Province Canadian Pleasure Travellers

Attribute	Size of Market	Took a Pleasure Trip to Another Province	Did Not Take a Pleasure Trip to Another Province <sup>1</sup>	Pleasure Travellers	Index <sup>2</sup>
		10,853,543	7,585,966	18,439,508	100
Gender	Male	50.5%	46.4%	48.8%	104
	Female	49.5%	53.6%	51.2%	97
Age of Respondent	18 to 24	12.1%	13.8%	12.8%	94
	25 to 34	19.6%	18.9%	19.3%	101
	35 to 44	20.2%	21.1%	20.5%	98
	45 to 54	20.9%	19.5%	20.3%	103
	55 to 64	14.2%	14.0%	14.1%	101
	65 Plus	13.1%	12.7%	12.9%	101
Average Age		44.8	44.2	44.5	N/A
Marital Status	Not married	31.1%	33.8%	32.2%	97
	Married	68.9%	66.2%	67.8%	102
Parental Status	No children under 18	71.8%	70.1%	71.1%	101
	Children under 18	28.2%	29.9%	28.9%	98
Education	High school or less	32.9%	41.0%	36.2%	91
	Some post-secondary	11.1%	11.3%	11.2%	99
	Post-secondary diploma/certificate	21.0%	23.2%	21.9%	96
	University degree	35.1%	24.4%	30.7%	114
Household Income	Under \$20,000	4.9%	6.8%	5.7%	86
	\$20,000 to \$39,999	13.3%	16.2%	14.5%	92
	\$40,000 to \$59,999	14.7%	19.1%	16.5%	89
	\$60,000 to \$79,999	14.5%	16.3%	15.2%	95
	\$80,000 to \$99,999	12.6%	11.7%	12.2%	103
	\$100,000 or more	27.7%	15.8%	22.8%	121
	Not stated	12.2%	14.1%	13.0%	94
Average Household Income		\$77,457	\$66,067	\$72,829	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 another province on any trip.
- 2 - The "Index" is calculated by dividing the percent for those who visited other provinces 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 another province during the last two years are more frequent travellers, with 56.4% 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 the average Canadian Pleasure Traveller to have travelled to the United States as well to Mexico, the Caribbean and overseas destinations.

84.9% of those who visited another province also took a trip within their own province. 80.0% took a trip to an adjacent province while 53.4% travelled to a non-adjacent province. Travellers to other provinces were especially likely to have visited Ontario, Quebec, British Columbia and Alberta.

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

	Took a Pleasure Trip to Another Province	Did Not Take a Pleasure Trip to Another Province	Pleasure Travellers
Size of Market	10,853,543	7,585,966	18,439,508
Canada	100.0%	87.3%	94.8%
Took a trip within own province / region	84.9%	87.3%	85.9%
Took a trip to an adjacent province / region	80.0%	0.0%	47.1%
Took a trip to non-adjacent province / region	53.4%	0.0%	31.4%
Newfoundland and Labrador	6.0%	1.9%	4.3%
Prince Edward Island	10.5%	2.4%	7.2%
New Brunswick	17.0%	4.5%	11.8%
Nova Scotia	18.9%	3.9%	12.7%
Quebec	49.2%	24.2%	38.9%
Ontario	64.3%	38.1%	53.5%
Manitoba	14.8%	1.0%	9.2%
Saskatchewan	18.9%	0.7%	11.4%
Alberta	41.7%	3.2%	25.8%
Another Province/Region	43.1%	12.9%	30.6%
Yukon	1.7%	0.0%	1.0%
Northwest Territories	1.1%	0.0%	0.7%
Nunavut	0.5%	0.0%	0.3%
United States	55.7%	43.5%	50.7%
Mexico	14.4%	9.5%	12.4%
Caribbean	16.4%	14.4%	15.6%
All other destinations	22.3%	18.3%	20.6%

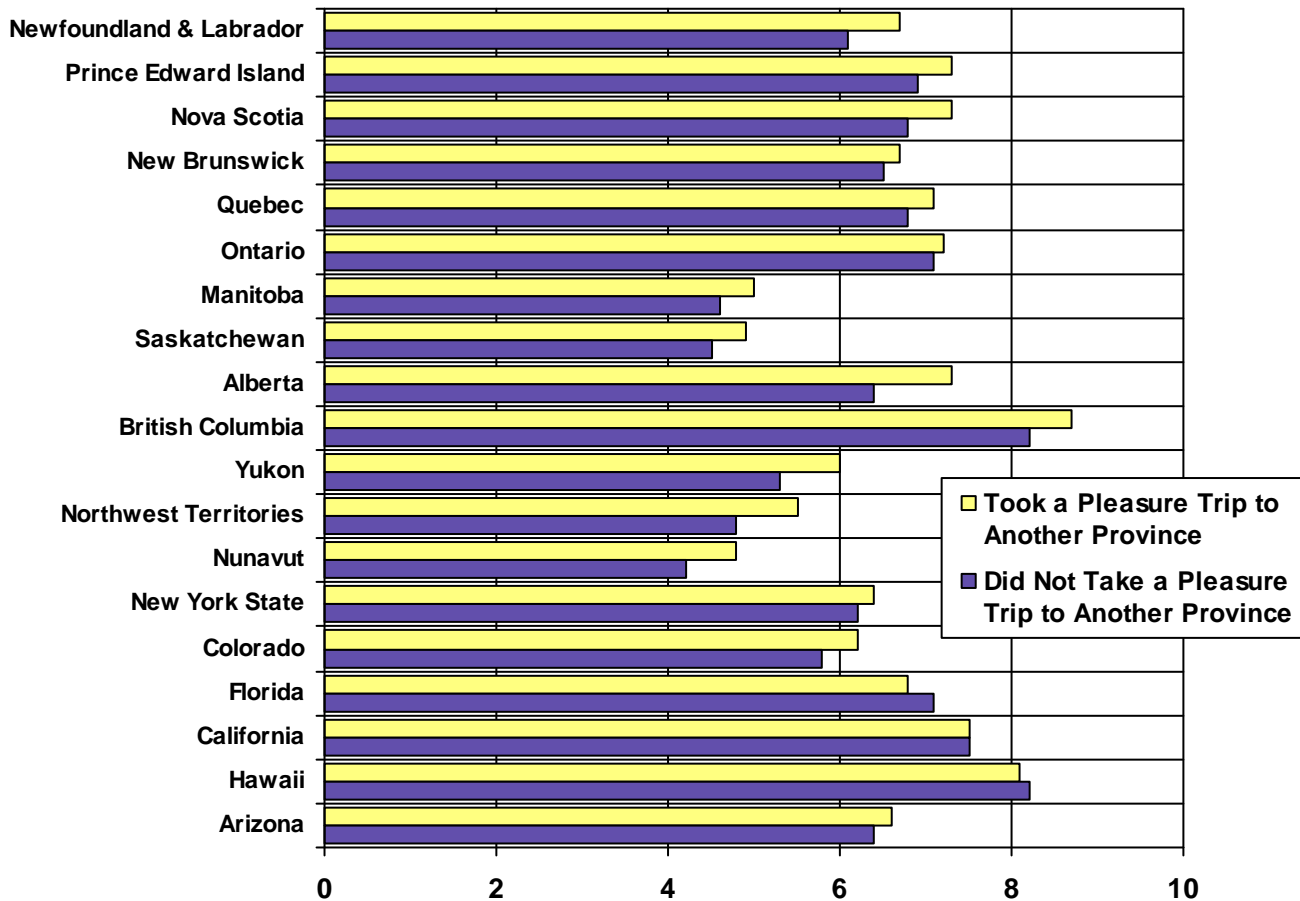
**Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories**

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 another province have a more favourable impression of all Canadian destinations than do those who only took trips within their own province. British Columbia (8.7) was perceived as being the most appealing Canadian destination followed by Alberta, Nova Scotia and Prince Edward Island (all 7.3).

The appeal of the six U.S. reference states among those who visited another Canadian province is comparable to that of those who only travelled within their own province. Hawaii (8.1) was considered the most attractive U.S. destination.

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 Not on Trips

Canadian Pleasure Travellers who took a pleasure trip to another province are somewhat more active than the average Canadian Pleasure Traveller in culture and entertainment activities while NOT travelling. Relative to the average Canadian Pleasure Traveller, they were more likely to patronize local live art (e.g., the ballet, the opera, classical music concerts, jazz clubs, live theatre, rock concerts). They are also more likely to visit local educational attractions and exhibits (e.g., historical sites or heritage buildings, museums, art galleries), local sporting events (e.g., local rodeos, professional sports, amateur sports tournaments) and local day spas. This may partially reflect the fact that Inter-Province Travellers are more affluent and better able to afford these types of attractions and events.

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

	Took a Pleasure Trip to Another Province	Did Not Take a Pleasure Trip to Another Province	Pleasure Travellers	Index
Size of Market	10,853,543	7,585,966	18,439,508	100
Going out to eat in restaurants	92.5%	90.0%	91.5%	101
Going to festivals or fairs	62.8%	59.5%	61.4%	102
Going to amateur sporting events	44.7%	38.1%	42.0%	106
Going to historic sites or heritage buildings	42.4%	34.9%	39.3%	108
Going to pick-your-own farms or farmers' market	41.1%	40.8%	41.0%	100
Going to live theatre	37.9%	30.4%	34.8%	109
Going to museums	37.1%	26.5%	32.7%	113
Going to art galleries or art shows	35.7%	26.2%	31.8%	112
Going to professional sporting events	34.7%	28.2%	32.1%	108
Going to zoos or aquariums	32.1%	28.1%	30.4%	105
Going dancing	30.2%	29.3%	29.9%	101
Going to bars with live pop or rock bands	29.4%	25.3%	27.7%	106
Going to amusement or theme parks	28.8%	29.0%	28.9%	100
Going to botanical gardens	26.6%	23.6%	25.4%	105
Going to rock music concerts	24.3%	19.9%	22.4%	108
Going to classical music concerts	18.4%	13.8%	16.5%	112
Going to gamble in casinos	18.2%	18.0%	18.1%	100
Going to day spas	14.9%	12.1%	13.8%	109
Staying overnight in a hotel or B&B in own city	10.3%	9.3%	9.9%	104
Going to rodeos	9.3%	4.4%	7.3%	128
Going to jazz clubs	9.3%	5.0%	7.5%	124
Going to the ballet	8.6%	5.5%	7.3%	117
Going to the opera	7.6%	5.2%	6.6%	115

### Outdoor Activities Pursued While on Trips

Canadians who visited another province were quite active in outdoor activities while on trips during the past two years. Ocean activities were the most popular outdoor activity on pleasure trips followed by wildlife viewing, boating and swimming. Relative to the average Canadian Pleasure Traveller, those who visited another province were especially likely to go golfing and skiing (e.g., downhill skiing, cross-country skiing) and to participate in fitness activities (exercise and jogging, cycling). They were also more likely than others to participate in nature-oriented activities (e.g., wildlife viewing; hiking, climbing & paddling) as well as resort-based, water activities (e.g., sailing, scuba diving, snorkeling) while on trips. Again, this may partially reflect the fact that those who travelled to other provinces are more affluent.

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 Another Province	Did Not Take a Pleasure Trip to Another Province	Pleasure Travellers	Index
Size of Market	10,853,543	7,585,966	18,439,508	100
Ocean Activities (e.g., swimming in ocean, sunbathing)	51.8%	43.9%	48.5%	107
Wildlife Viewing	46.9%	33.1%	41.2%	114
Boating & Swimming (e.g., motorboating, swimming in lakes)	44.4%	36.3%	41.1%	108
Hiking, Climbing & Paddling	38.8%	27.3%	34.1%	114
Sports & Games (e.g., tennis, board games)	25.1%	19.3%	22.7%	110
Fishing	23.9%	23.2%	23.6%	101
Golfing	22.1%	12.9%	18.3%	121
Exercising & Jogging	18.8%	11.7%	15.9%	119
Downhill Skiing & Snowboarding	18.0%	9.8%	14.6%	123
Cycling	15.4%	10.8%	13.5%	114
Skating (e.g., ice skating, rollerblading)	13.9%	9.2%	12.0%	116
Team Sports (e.g., hockey, baseball)	12.9%	9.2%	11.4%	113
Snowmobiling & ATVing	11.9%	10.6%	11.3%	105
Cross-country Skiing & Snowshoeing	10.7%	7.3%	9.3%	115
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	7.2%	5.0%	6.3%	115
Horseback Riding	5.7%	3.8%	4.9%	116
Hunting	5.0%	4.3%	4.7%	106
Freshwater Scuba & Snorkeling	3.5%	2.3%	3.0%	118
Motorcycling	3.2%	2.7%	3.0%	107
Wilderness Activities (e.g., wilderness skills course)	2.5%	2.2%	2.4%	105
Extreme Air Sports (e.g., parachuting)	1.3%	0.8%	1.1%	118

### Outdoor Activities Pursued While Not on Trips

Canadians who visited another province in the past two years are also quite active in outdoor activities while NOT travelling. Similar to the average Canadian Pleasure Traveller, the majority of those who visited another province go on outings to local parks and picnic, exercise, swim, and garden while not travelling. However, relative to the average Canadian Pleasure Traveller, those who visited another province are more likely to go golfing and skiing (e.g., downhill skiing) and to participate in fitness activities (e.g., jogging, exercising). They are also more likely to participate in nature-oriented activities (e.g., hiking, camping, canoeing or kayaking) while not travelling.

Fig. 9 Outdoor Activities Pursued While NOT on Trips

	Took a Pleasure Trip to Another Province	Did Not Take a Pleasure Trip to Another Province	Pleasure Travellers	Index
Size of Market	10,853,543	7,585,966	18,439,508	100
Day outing to a park	69.4%	63.2%	66.9%	104
Exercising at home or at a fitness club	63.6%	57.2%	61.0%	104
Swimming	61.8%	58.1%	60.3%	103
Gardening	60.0%	59.4%	59.8%	100
Picnicking	54.7%	50.7%	53.1%	103
Hiking	51.6%	44.7%	48.8%	106
Cycling	46.5%	41.2%	44.3%	105
Camping	41.1%	35.0%	38.6%	107
Golfing	32.4%	25.0%	29.4%	110
Ice-skating	30.1%	26.2%	28.5%	106
Fishing	28.9%	29.8%	29.3%	99
Jogging	25.8%	21.5%	24.1%	107
Playing team sports	24.6%	20.5%	22.9%	107
Sailing or other boating	24.5%	21.9%	23.4%	104
Playing racquet sports (e.g., tennis or badminton)	19.4%	18.8%	19.1%	101
Downhill skiing	19.2%	11.9%	16.2%	118
Canoeing or kayaking	18.9%	14.1%	16.9%	112
Rollerblading	15.3%	13.1%	14.4%	106
Riding an all-terrain vehicle (ATV)	14.4%	14.2%	14.3%	101
Cross-country skiing	13.2%	11.4%	12.5%	106
Snowmobiling	9.8%	9.7%	9.8%	100
Hunting	8.2%	7.1%	7.7%	106
Horseback riding	7.6%	5.7%	6.8%	111
Snowboarding	5.8%	3.9%	5.0%	115
Skateboarding	1.6%	1.6%	1.6%	99

### Accommodation Stayed In While on Trips

Those who visited another province 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, Inter-Province Travellers were especially likely to have stayed at a ski or mountain resort or at a wilderness accommodation (e.g., remote campsite, remote lodge or outpost). They were also more likely to have toured using a motor home or RV or a houseboat during the past two years.

Fig. 10 Accommodation Stayed In While on Trips

	Took a Pleasure Trip to Another Province	Did Not Take a Pleasure Trip to Another Province	Pleasure Travellers	Index
Size of Market	10,853,543	7,585,966	18,439,508	100
A Public Campground in a National, State, Provincial or Municipal Park	30.0%	21.2%	26.4%	114
Lakeside / Riverside Resort	25.6%	17.6%	22.3%	115
Seaside Resort	23.6%	16.6%	20.7%	114
A Private Campground	20.8%	16.0%	18.8%	110
Ski Resort or Mountain Resort	18.0%	8.2%	13.9%	129
A Camp Site in a Wilderness Setting (Not a Campground)	10.1%	6.4%	8.6%	118
Health Spa	6.4%	5.3%	5.9%	108
Wilderness Lodge You Can Drive to by Car	6.2%	4.8%	5.6%	111
A Motor Home or RV while Travelling or Touring (Not a Camping Trip)	5.7%	2.8%	4.5%	127
Country Inn or Resort with Gourmet Restaurant	5.4%	4.6%	5.1%	107
Farm or Guest Ranch	3.4%	2.5%	3.0%	113
Remote or Fly-In Wilderness Lodge	2.1%	0.9%	1.6%	131
On a Houseboat	1.8%	0.7%	1.4%	134
Remote or Fly-In Wilderness Outpost	0.8%	0.2%	0.6%	142
Cooking School	0.5%	0.2%	0.4%	128
Wine Tasting School	0.4%	0.1%	0.3%	146

### Tours and Cruises Taken During Past Two Years

Those who visited another province were more likely than the typical Canadian Pleasure Traveller to have taken tours and cruises in the past two years. The most popular tours taken were sameday tours (both self-guided and guided), city tours and scenic countryside drives. However, relative to the average Canadian Pleasure Traveller, Inter-Province Travellers were especially likely to have taken self-guided, multi-location tours, organized, sameday tours and city tours. They were also more likely to have taken tours of wineries and factories, wilderness tours and air tours by airplane or helicopter. Those who visited other provinces were also somewhat more likely to have taken freshwater sightseeing cruises, cruises on the Great Lakes and Alaskan cruises during the last two years. This suggests that travel between the provinces is often associated with touring (especially self-guided touring) or cruise activities.

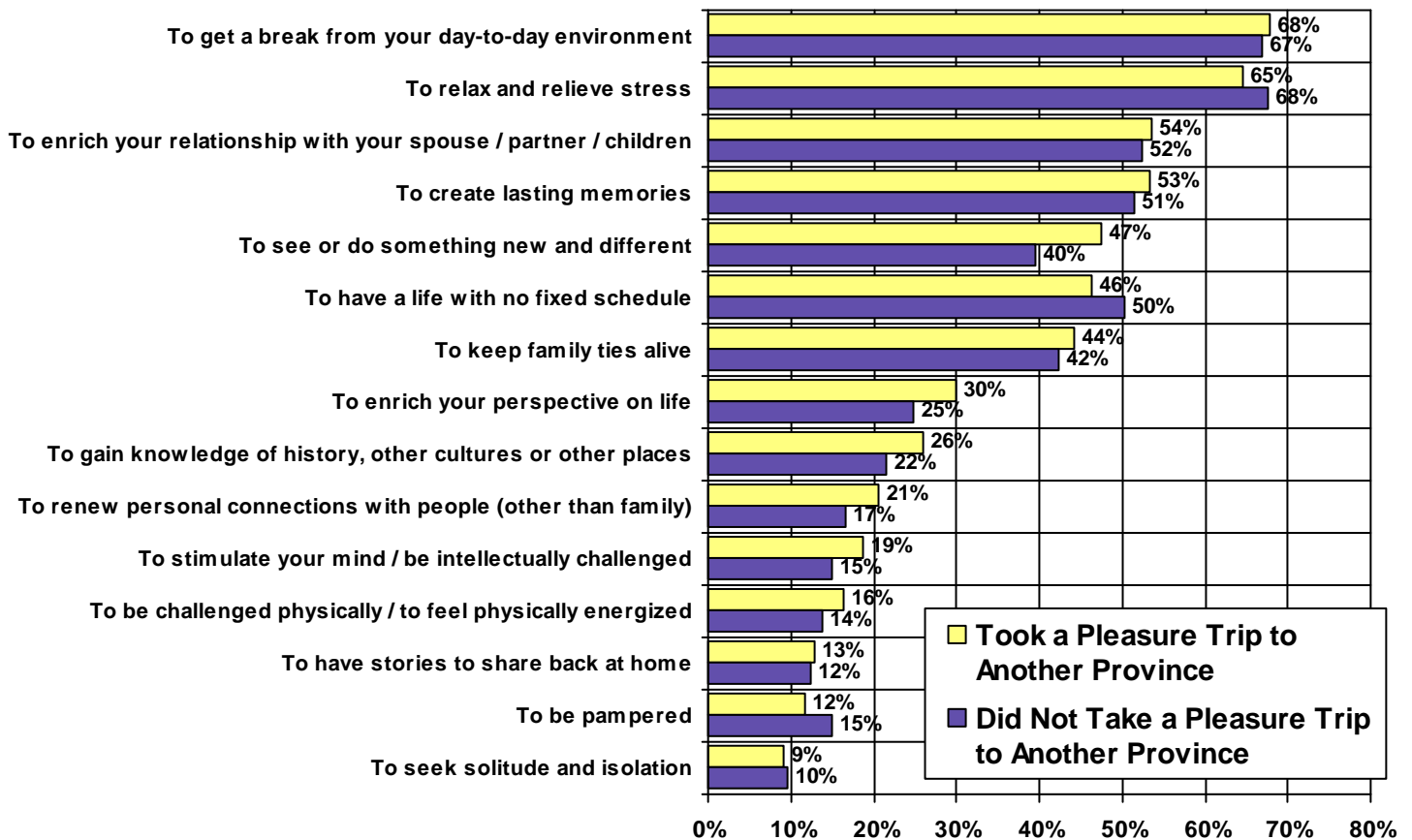
Fig. 11 Tours and Cruises Taken During Past Two Years

	Took a Pleasure Trip to Another Province	Did Not Take a Pleasure Trip to Another Province	Pleasure Travellers	Index
Size of Market	10,853,543	7,585,966	18,439,508	100
A self-guided, sameday tour while on an overnight trip	33.2%	23.6%	29.3%	114
Around the city	26.5%	18.9%	23.4%	114
Around the countryside - scenic drives	25.8%	17.7%	22.4%	115
An organized, sameday guided tour while on an overnight trip	25.6%	17.4%	22.2%	115
A self-guided, overnight tour where you stayed in different locations	21.6%	13.2%	18.1%	119
On the water (sightseeing cruise)	15.1%	10.2%	13.1%	115
Wilderness tour	14.9%	10.4%	13.0%	114
Some other type of tour	11.6%	7.4%	9.8%	117
An organized, overnight guided tour where you stayed in different locations	11.5%	8.0%	10.1%	114
An organized, overnight guided tour where you stayed in a single location	8.8%	6.5%	7.8%	112
To a casino	7.3%	5.4%	6.5%	112
To a winery	7.2%	3.4%	5.6%	128
Caribbean ocean cruise	6.0%	4.5%	5.4%	111
Ocean cruise – Other	3.9%	2.5%	3.3%	118
To a factory	3.2%	1.9%	2.6%	120
Cruise on another lake or river	2.5%	2.2%	2.4%	107
In the air as a pilot or passenger of an airplane or helicopter	2.4%	1.2%	1.9%	127
Cruise on the St. Lawrence River	2.2%	1.6%	1.9%	112
Alaskan ocean cruise	2.0%	1.1%	1.6%	121
Some other type of cruise	1.8%	1.3%	1.6%	111
Great Lakes cruise	1.0%	0.5%	0.8%	121
Submarine cruise	0.2%	0.1%	0.1%	133

### Benefits Sought While on Vacation

Similar to other Canadian Pleasure Travellers, the majority of those who visited another province take vacations to get a break from their day-to-day environment, relax and relieve stress, enrich family relationships and create lasting memories. However, relative to the typical Canadian Pleasure Traveller, Inter-Province Travellers are more likely to seek vacations that provide intellectual stimulation, novelty (e.g., see or do something new and different) and learning opportunities. They also are more likely to take vacations to renew personal connections with friends (perhaps living in other provinces).

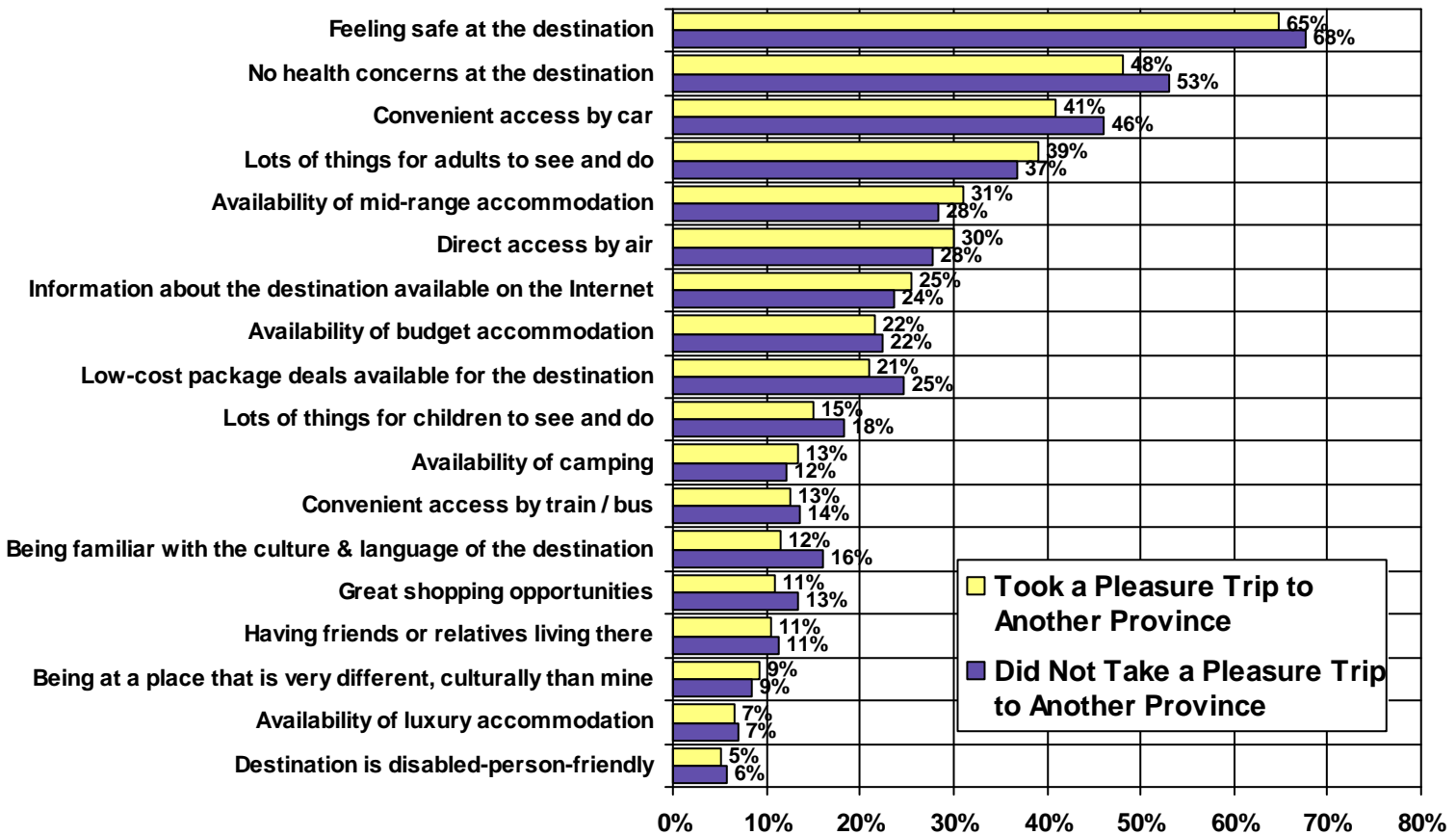
Fig.12 Benefits Sought While on Vacation  
(Percent Rating Each Benefit as "Highly Important")



### Other Attributes of a Destination Considered Important

Similar to other Canadian Pleasure Travellers, Inter-Province Travellers consider it important that they feel safe at a destination. However, they are slightly more likely than other Canadian Pleasure Travellers to consider it important that a destination has lots of activities for adults and mid-range priced accommodation available. On the other hand, they consider it less important than other Canadian Pleasure Travellers that a destination is conveniently accessible by car, has lots of activities for children or has a familiar culture and language.

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



## How Destinations Are Selected

Those who visited another province in the past two years are more likely than other Canadian Pleasure Travellers to begin planning a vacation with a particular destination in mind. For winter trips, they are also more likely to first consider what types of activities they would like to do while on vacation.

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

	Took a Pleasure Trip to Another Province	Did Not Take a Pleasure Trip to Another Province	Pleasure Travellers	Index
Size of Market	10,853,543	7,585,966	18,439,508	100
<b>Summer</b>				
Started with a desired destination in mind	50.8%	44.9%	48.5%	105
Started by considering specific activities wanted to do	13.8%	13.8%	13.8%	100
Started with a certain type of vacation experience in mind	23.1%	24.7%	23.7%	97
Looked for packaged deals - no destination in mind	1.3%	1.3%	1.3%	99
Considered something else first	4.4%	4.1%	4.3%	103
Don't know / Other	6.7%	11.1%	8.4%	79
<b>Winter</b>				
Started with a desired destination in mind	49.8%	46.5%	48.6%	103
Started by considering specific activities wanted to do	17.4%	12.5%	15.6%	112
Started with a certain type of vacation experience in mind	18.7%	20.2%	19.3%	97
Looked for packaged deals - no destination in mind	2.9%	3.8%	3.2%	89
Considered something else first	4.2%	5.5%	4.7%	90
Don't know / Other	7.0%	11.4%	8.6%	81

### Trip Planning and Information Sources Consulted

Similar to the average Canadian Pleasure Traveller, most of those who took a trip to another province in the past two years were responsible for planning their trips either on their own (43.1%) or with someone else (16.3%). When making vacation plans, they tend to consult a wider variety of sources than the average Canadian Pleasure Traveller. Most of those who visited another province use Internet websites, word-of-mouth and past experience to plan travel. However, this travel segment is more likely than others to obtain travel information from travel guidebooks such as Fodor's, maps, official government travel guides or brochures or visitors centers, auto clubs such as CAA and information received in the mail or by email.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Took a Pleasure Trip to Another Province	Did Not Take a Pleasure Trip to Another Province	Pleasure Travellers	Index
Size of Market		10,853,543	7,585,966	18,439,508	100
Who Plans Trips?	Respondent plans trips	43.1%	40.4%	42.0%	103
	Trip planning a shared responsibility	16.3%	16.6%	16.4%	99
	Someone else plans trips	40.6%	43.0%	41.5%	98
Information Sources Consulted	An Internet website	69.9%	58.2%	65.2%	107
	Advice of others / Word-of-mouth	54.9%	45.4%	51.1%	107
	Past experience / Been there before	53.1%	46.3%	50.4%	105
	Maps	37.5%	25.1%	32.6%	115
	A travel agent	36.3%	30.8%	34.1%	106
	Official travel guides or brochures from state / province	30.3%	19.3%	26.0%	117
	Visitor information centres	26.6%	18.6%	23.4%	114
	Articles in newspapers / magazines	23.4%	17.0%	20.9%	112
	An auto club such as CAA	20.7%	13.0%	17.7%	117
	Travel guide books such as Fodor's	16.3%	9.5%	13.6%	120
	Advertisements in newspapers / magazines	14.9%	13.2%	14.3%	105
	Travel information received in the mail	10.3%	6.6%	8.8%	116
	Programs on television	8.5%	6.0%	7.5%	113
	An electronic newsletter or magazine received by e-mail	5.0%	2.9%	4.2%	119
	Advertisements on television	4.8%	5.3%	5.0%	96
Visits to trade, travel or sports shows	3.7%	2.2%	3.1%	120	

### Use of the Internet to Plan and Arrange Trips

Canadians who took a trip to another province in the past two years are above-average users of the Internet to plan (64.7%) and book travel (44.1%). Most of those who visited another province consult hotel or resort websites, official tourism websites of countries, regions or cities, airline websites and travel planning / booking websites (e.g., Expedia). Similar to most Canadian Pleasure Travellers who use the Internet, those who visited another province most often use the Internet to purchase airline tickets and accommodation. However, they are more likely than others to use the Internet to book car rentals and 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 Another Province	Did Not Take a Pleasure Trip to Another Province	Pleasure Travellers	Index
Size of Market		10,853,543	7,585,966	18,439,508	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	35.3%	48.8%	40.8%	86
	Uses Internet to plan trips only	20.6%	24.3%	22.1%	93
	Uses Internet to book part of trip	44.1%	26.9%	37.0%	119
Types of Websites Consulted	A website of a hotel or resort	59.7%	52.0%	57.0%	105
	A tourism website of a country / region / city	53.6%	42.8%	49.8%	108
	An airline website	53.2%	33.7%	46.3%	115
	A travel planning / booking website	50.0%	37.8%	45.7%	109
	A website of an attraction	36.0%	31.6%	34.5%	105
	Some other website	27.7%	27.4%	27.6%	100
	A cruise line website	8.6%	7.1%	8.1%	107
	A motorcoach website	2.8%	1.8%	2.5%	114
Parts of Trips Booked Over The Internet	Air tickets	75.5%	55.4%	69.5%	109
	Accommodation	69.2%	68.9%	69.2%	100
	Car rental	31.3%	17.4%	27.1%	115
	Tickets or fees for specific activities or attractions	23.2%	24.8%	23.6%	98
	Tickets for rail, bus or boat / ship fares	17.0%	11.4%	15.3%	111
	A package containing two or more items	15.7%	14.8%	15.4%	102
	Other	3.1%	5.8%	3.9%	80

### Media Consumption Habits

Canadians who took pleasure trips to another province are slightly more likely to consume travel media (e.g., travel sections of newspapers, travel programs on television and travel websites) than other Canadian Pleasure Travellers. They may also be effectively reached through business, finance and investing magazines, city lifestyle magazines, news media (e.g., news magazines, all-news/talk radio) and classical music or country music radio stations.

Fig. 17 Media Consumption Habits

		Took a Pleasure Trip to Another Province	Did Not Take a Pleasure Trip to Another Province	Pleasure Travellers	Index
Size of Market		10,853,543	7,585,966	18,439,508	100
Newspaper Readership	Reads daily newspaper	87.6%	86.7%	87.3%	100
	Reads weekend edition of newspaper	87.6%	86.8%	87.3%	100
	Reads local neighbourhood or community newspapers	62.4%	60.3%	61.5%	101
	Reads other types of newspapers	17.2%	17.1%	17.2%	100
	Frequently or occasionally reads travel section of daily newspaper	48.1%	42.3%	45.7%	105
	Frequently or occasionally reads travel section of weekend newspaper	50.0%	43.5%	47.3%	106
Types of Magazines Read (Top 5 Indexed)	Business, finance and investing	18.7%	12.9%	16.3%	115
	Magazines about your city	13.4%	10.0%	12.0%	112
	News magazine	26.8%	20.3%	24.2%	111
	Outdoor activities / sports	14.2%	10.9%	12.8%	110
	Science and geography	18.2%	14.3%	16.6%	110
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	31.5%	28.6%	30.3%	104
	Biography	42.8%	41.7%	42.3%	101
	Sports / sports shows	43.7%	42.9%	43.3%	101
	History	42.1%	41.5%	41.8%	101
	News / current affairs	64.6%	64.3%	64.5%	100
Type of Radio Programs Listened To (Top 5 Indexed)	Classical music	18.6%	15.3%	17.2%	108
	News / Talk / Information	41.7%	36.1%	39.4%	106
	All sports	11.6%	10.2%	11.1%	105
	Jazz / Big band	9.2%	8.2%	8.8%	105
	Country music	24.7%	22.7%	23.8%	103
Types of Websites Visited (Top 5 Indexed)	Travel	54.8%	44.0%	50.6%	108
	Network news sites (e.g., CBC, CNN)	38.5%	32.5%	36.1%	106
	Newspaper sites	33.4%	29.4%	31.8%	105
	Sports	28.0%	25.2%	26.9%	104
	Weather	57.6%	53.8%	56.1%	103

**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	

<b>Appendix One</b>		
<b>Canadian TAMS 2006 Culture and Entertainment Segmentation</b>		
<b>Activity Segment</b>	<b>Activities in Segment</b>	
<b>Agro-Tourism</b>	Dining At A Farm	Harvesting and /or Other Farm Operations
	Went Fruit Picking at Farms or Open Fields	
<b>National &amp; International Sporting Events</b>	Curling Bonspiel	National /International Sporting Events such as the Olympic Games
	Professional Figure Skating	
<b>Gardens Theme Attractions</b>	Garden Theme Park	Botanical Gardens
<b>Amateur Tournaments</b>	Amateur Sports Tournaments and Competitions	Amateur Tournaments and Competitions other than Sports-related
<b>Musical Concerts, Festivals &amp; Attractions</b>	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
<b>Comedy Festivals &amp; Clubs</b>	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	