

CANADIAN TRAVEL MARKET

**Out-of-Province Travel by
Residents of Alberta**

A Profile Report

February 7, 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
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Executive Summary

Over the last two years, 82.8% (2,042,443) of adult Alberta residents took an out-of-province, overnight trip (for any purpose). 90.4% (1,846,759) of those who took a trip outside of Alberta reported taking an out-of-province pleasure trip during the past two years. 84.5% of the out-of-province pleasure trips were taken to Canadian destinations and especially British Columbia (76.8%). 59.8% of the out-of-province pleasure trips were to destinations outside of Canada, primarily to the United States (49.9%).

Out-of-province travellers are similar to within-province travellers in terms of their gender and age. However, out-of-province travellers are more likely to be married and less likely to have children 18 and younger living at home. Out-of-province pleasure travellers are also more likely to have university degrees and higher household incomes. This suggests that affluent couples are most likely to take trips outside of Alberta.

Out-of-province travellers were more active in culture and entertainment activities while on trips than within-province travellers. Out-of-province travellers were especially more likely to have visited historical sites, museums and art galleries and to have attended live arts performances. They were also more likely to have gambled at casinos, participated in wine, beer and food tastings and attended professional sporting events. On the other hand, those who travelled exclusively within Alberta were more likely to have attended amateur sporting events and equestrian or western events. Out-of-province travellers were also more active in outdoor activities while on trips and especially warm-weather, resort-based activities, golfing, downhill skiing and exercising and jogging. By contrast, those who only took pleasure trips within Alberta were more likely to have gone hunting, cycling and motorcycling. Out-of-province travellers more often took self-guided and guided, multi-location tours, city tours, tours of wineries, factories and casinos. Within-province travellers primarily took self-guided, sameday tours and scenic country drives.

Out-of-province travellers prefer vacations that provide learning opportunities and novelty. Within-province travellers prefer vacations that allow them to keep family ties alive. Within-province travellers also prefer destinations that are conveniently accessible by car, train or bus, have a familiar culture and language, have lots of activities for children and budget accommodation or camping available.

Out-of-province travellers are much more likely to use the Internet to plan (69.3%) and book (45.3%) travel than within-province travellers. They are also much more likely to use travel media. Out-of-province travellers may also be most effectively reached through news and current events media and soft rock radio stations. Within-province travellers may best be reached through home-oriented magazines, entertainment television (e.g., situation comedies) and oldies and country music radio stations.

Out-of-Province Travel by Residents of Alberta

Market Incidence

Over the last two years, 82.8% (2,042,443) of adult Alberta residents took an out-of-province, overnight trip (for any purpose). 90.4% (1,846,759) of those who took a trip outside of Alberta report that they took at least one out-of-province, pleasure trip during the past two years.

Overall, 92.1% of those who took a pleasure trip (i.e., Pleasure Travellers) report taking at least one pleasure trip outside of the province. Alberta residents were the third most likely to take pleasure trips outside of their province during the last two years just marginally behind the residents of Manitoba (92.5%) and Saskatchewan (92.5%).

84.5% of Alberta out-of-province travellers took trips to other Canadian destinations.

59.8% of the out-of-province travellers visited destinations outside of Canada.

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

	Alberta
Number Taking a Trip Outside of the Province (Any Purpose) ²	2,042,443
Percent of Provincial Population	82.8%
Number Taking a Pleasure Trip Outside of Province ³	1,846,759
Percent of Pleasure Travellers in Province ⁴	92.1%
Percent Taking a Pleasure Trip to Another Canadian Destination Outside of Province ⁵	84.5%
Percent Taking a Pleasure Trip Outside of Canada ⁶	59.8%

- 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 - This row reports the number of Alberta residents who took at least one overnight trip outside Alberta in the last two years for any purpose.
- 3 - This row reports the number of Alberta residents who took an out-of-province "pleasure trip" 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 Alberta "Pleasure Travellers" who took an out-of-province pleasure trip in the last two years.
- 5 - This row reports the percent of out-of-province, pleasure trips to other Canadian destinations.
- 6 - This row reports the percent of out-of-province, pleasure trips to destinations outside of Canada.

Travel Activity (During Last Two Years)

79.9% of those who took a trip outside of Alberta also took a trip within the province during the last two years. In terms of Canadian travel, out-of-province travellers most often visited British Columbia (76.8%) followed by Saskatchewan (36.5%), Ontario (26.1%) and Manitoba (12.9%).

In terms of out-of-country travel, out-of-province travellers were most likely to have taken trips to the United States (49.9%). 19.0% visited Mexico, 17.8% took a trip to an overseas destination and 10.8% travelled to the Caribbean during the last two years.

Fig. 3 Percent Travelling to Other Canadian Destinations during Past Two Years

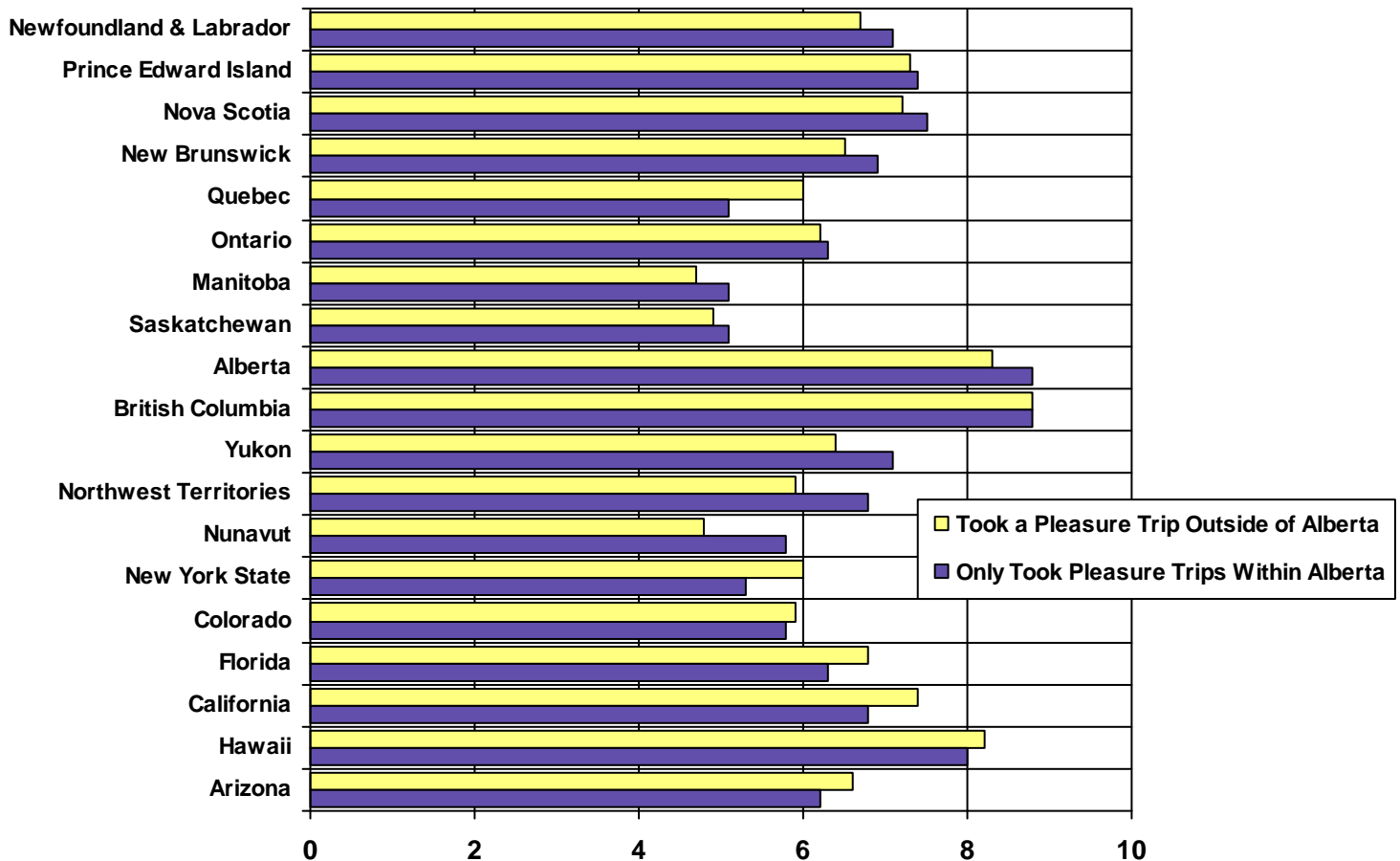
	Took a Pleasure Trip Outside of Alberta	Only Took Pleasure Trips Within Alberta	Total Pleasure Travellers in Alberta
Size of Market	1,846,759	158,543	2,005,302
Canada	96.5%	100.0%	96.8%
Took a trip within own province / region	79.9%	100.0%	81.5%
Took a trip to an adjacent province / region	86.1%	0.0%	79.3%
Took a trip to non-adjacent province / region	37.4%	0.0%	34.5%
Newfoundland & Labrador	2.9%	0.0%	2.7%
Prince Edward Island	3.7%	0.0%	3.4%
New Brunswick	7.2%	0.0%	6.6%
Nova Scotia	5.2%	0.0%	4.8%
Quebec	10.7%	0.0%	9.9%
Ontario	26.1%	0.0%	24.0%
Manitoba	12.9%	0.0%	11.9%
Saskatchewan	36.5%	0.0%	33.6%
Alberta	79.9%	100.0%	81.5%
British Columbia	76.8%	0.0%	70.7%
Yukon	2.2%	0.0%	2.1%
Northwest Territories	2.4%	0.0%	2.2%
Nunavut	0.3%	0.0%	0.3%
United States	49.9%	0.0%	46.0%
Mexico	19.0%	0.0%	17.5%
Caribbean	10.8%	0.0%	9.9%
All other destinations	17.8%	0.0%	16.4%

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

The respondents were asked to rate the appeal of each of Canada's provinces and territories on a ten-point appeal scale where "10" is "Very Appealing" and "1" is "Very Unappealing". They were also asked to rate selected U.S. states (New York State, Colorado, Florida, California, Hawaii and Arizona) to provide a frame of reference.

Those who travelled outside of Alberta have a more favourable impression of Quebec as well as the six U.S. reference states than did those who travelled exclusively within the province. However, the destination that was most appealing to out-of-province travellers was British Columbia (8.3) followed by Alberta (8.3) and Hawaii (8.2). On the other hand, those who travelled exclusively within Alberta have a more favourable impression of Alberta, the Atlantic Region, Manitoba and the Northern territories than did out-of-province travellers. This pattern may reflect the fact that persons who have travelled exclusively within Alberta during the last two years have previously lived in these areas.

Fig. 4 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

Alberta residents who travelled outside of the province were more active in most culture and entertainment activities while on trips than those who travelled exclusively within the province. Relative to within-province travellers, out-of-province travellers were more likely to have gone shopping and dining, to have visited historical sites, museums and art galleries and to have visited theme parks and exhibits while on trips during the last two years. They were also more likely to have attended live arts performances (e.g., musical concerts, live theatre, high art performances), gambled at casinos, participated in wine, beer and food tastings and attended professional sporting events while on trips. On the other hand, those who travelled exclusively within Alberta were more likely to have attended amateur sporting events and equestrian or western events. Within-province travellers were also more likely to have participated in agro-tourism activities (e.g., fruit picking at a farm) while on a trip.

Fig. 5 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 Outside of Alberta	Only Took Pleasure Trips Within Alberta	Total Pleasure Travellers in Alberta	Index
Size of Market	1,846,759	158,543	2,005,302	100
Shopping & Dining	87.7%	56.3%	85.2%	103
Historical Sites, Museums & Art Galleries	65.4%	35.4%	63.1%	104
Theme Parks & Exhibits	47.6%	33.1%	46.4%	102
Fairs & Festivals	38.8%	25.9%	37.8%	103
Musical Concerts, Festivals & Attractions	35.5%	27.6%	34.8%	102
Science & Technology Exhibits	26.7%	22.5%	26.3%	101
Casinos	25.6%	6.9%	24.1%	106
Wine, Beer & Food Tastings	22.5%	4.6%	21.1%	107
Professional Sporting Events	20.8%	9.5%	19.9%	104
Garden Theme Attractions	19.9%	6.3%	18.8%	106
Live Theatre	18.7%	5.3%	17.7%	106
Agro-Tourism	16.5%	19.6%	16.8%	99
Amateur Tournaments	14.8%	16.7%	14.9%	99
Aboriginal Cultural Experiences	12.8%	6.0%	12.2%	104
Equestrian & Western Events	11.9%	15.7%	12.2%	98
Comedy Festivals & Clubs	9.9%	4.0%	9.5%	105
High Art Performances	9.5%	3.4%	9.0%	105
Spas	8.9%	1.5%	8.3%	107
Participatory Historical Activities	8.7%	3.7%	8.3%	105
National & International Sporting Events	5.4%	7.4%	5.5%	97
Literary & Film Festivals	1.8%	2.9%	1.9%	95

Culture and Entertainment Activities Pursued While Not on Trips

Albertans who took an out-of-province trip during the last two years are also more active in local culture and entertainment activities while not travelling than those who took pleasure trips exclusively within the province. Out-of-province travellers are especially likely to patronize local live art performances (e.g., live theatre, the opera, jazz clubs, classical music concerts) and to attend professional sports events. They are also more likely to gamble in local casinos. By contrast, those who travelled exclusively within Alberta during the last two years are slightly more likely to visit local amusement or theme parks, go to local bars with live music, go dancing and stay overnight in a local hotel or B&B. These differences may reflect the relative affluence of out-of-province travellers.

Fig. 6 Culture and Entertainment Activities Pursued While Not on Trips

	Took a Pleasure Trip Outside of Alberta	Only Took Pleasure Trips Within Alberta	Total Pleasure Travellers in Alberta	Index
Size of Market	1,846,759	158,543	2,005,302	100
Going out to eat in restaurants	92.7%	90.8%	92.5%	100
Going to festivals or fairs	63.5%	56.8%	62.9%	101
Going to amateur sporting events	52.8%	51.5%	52.7%	100
Going to professional sporting events	41.7%	33.7%	41.1%	102
Going to pick-your-own farms or farmers' market	41.1%	43.1%	41.3%	100
Going to historic sites or heritage buildings	40.3%	39.7%	40.2%	100
Going to zoos or aquariums	37.3%	37.9%	37.4%	100
Going to amusement or theme parks	31.7%	33.7%	31.9%	99
Going to museums	31.3%	32.5%	31.4%	100
Going to rodeos	31.0%	28.3%	30.8%	101
Going to live theatre	30.5%	22.4%	29.9%	102
Going to bars with live pop or rock bands	29.0%	34.4%	29.4%	99
Going dancing	28.6%	32.2%	28.9%	99
Going to rock music concerts	25.9%	25.3%	25.8%	100
Going to art galleries or art shows	24.8%	21.7%	24.6%	101
Going to botanical gardens	22.3%	20.6%	22.2%	101
Going to gamble in casinos	17.5%	11.0%	17.0%	103
Going to classical music concerts	14.6%	11.6%	14.4%	102
Going to day spas	13.1%	12.2%	13.1%	101
Staying overnight in a hotel or B&B in own city	8.9%	10.0%	9.0%	99
Going to jazz clubs	6.8%	4.5%	6.6%	103
Going to the opera	5.1%	2.8%	4.9%	104
Going to the ballet	4.2%	11.5%	4.8%	88

Outdoor Activities Pursued While on Trips

Out-of-province travellers were much more active in outdoor activities while on trips than were those who travelled exclusively within the province. In relative terms, out-of-province travellers were more likely to have taken part in warm-weather, resort-based activities (e.g., swimming in the ocean, sunbathing, sailing and surfing), to have gone downhill skiing and snowboarding and to have played golf and other sports (e.g., team sports, tennis) while on trips. They were also more likely to have exercised or jogged or participated in nature-oriented activities (e.g., hiking, climbing and paddling, wildlife viewing) than those who travel exclusively within the province. By contrast, those who only took pleasure trips within Alberta were more likely to have gone hunting, cycling and motorcycling while on trips during the last two years.

Fig. 7 Outdoor Activities Pursued While on Trips
(See Appendix Two for a Definition of Each Type of Outdoor Activity)

	Took a Pleasure Trip Outside of Alberta	Only Took Pleasure Trips Within Alberta	Total Pleasure Travellers in Alberta	Index
Size of Market	1,846,759	158,543	2,005,302	100
Ocean Activities (e.g., swimming in ocean, sunbathing)	51.7%	19.7%	49.2%	105
Wildlife Viewing	50.4%	44.1%	49.9%	101
Boating & Swimming (e.g., motorboating, swimming in lakes)	46.5%	31.4%	45.3%	103
Hiking, Climbing & Paddling	40.2%	27.8%	39.3%	103
Sports & Games (e.g., tennis, board games)	28.1%	13.9%	27.0%	104
Golfing	27.1%	10.7%	25.8%	105
Fishing	23.5%	25.0%	23.6%	100
Downhill Skiing & Snowboarding	21.2%	6.3%	20.0%	106
Exercising & Jogging	20.0%	7.5%	19.0%	105
Team Sports (e.g., hockey, baseball)	15.4%	6.5%	14.7%	105
Snowmobiling & ATVing	15.0%	15.0%	15.0%	100
Skating (e.g., ice skating, rollerblading)	14.5%	11.1%	14.3%	102
Cycling	14.4%	23.3%	15.1%	95
Horseback Riding	7.7%	5.9%	7.5%	102
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	7.0%	0.9%	6.5%	107
Cross-country Skiing & Snowshoeing	6.6%	6.9%	6.6%	100
Hunting	3.8%	9.4%	4.2%	90
Motorcycling	3.4%	6.9%	3.7%	93
Freshwater Scuba & Snorkeling	2.7%	2.1%	2.6%	102
Wilderness Activities (e.g., wilderness skills course)	2.1%	1.8%	2.1%	101
Extreme Air Sports (e.g., parachuting)	0.9%	2.1%	1.0%	91

Outdoor Activities Pursued While Not on Trips

While NOT travelling, out-of-province travellers continue to be quite active in outdoor activities. Relative to those who travelled exclusively with Alberta, out-of-province travellers are more likely to go golfing, downhill skiing and snowboarding and take part in fitness activities (e.g., exercising, jogging). They are also more likely to go canoeing and kayaking, hiking and sailing while not on trips. By contrast, those who only took trips within the province are more likely to go camping and to participate in sportsmen activities (e.g., hunting, fishing). They are also more likely to go ATVing, snowmobiling and cross-country skiing. Many of the activities that are more likely to be undertaken by within-province travellers are more frequently pursued in less populated areas. This may suggest that those who live in smaller towns or rural areas are less likely to take trips outside of Alberta than those who live in larger urban centers.

Fig. 8 Outdoor Activities Pursued While NOT on Trips

	Took a Pleasure Trip Outside of Alberta	Only Took Pleasure Trips Within Alberta	Total Pleasure Travellers in Alberta	Index
Size of Market	1,846,759	158,543	2,005,302	100
Day outing to a park	72.1%	71.8%	72.1%	100
Exercising at home or at a fitness club	65.5%	48.3%	64.2%	102
Gardening	59.2%	61.9%	59.5%	100
Swimming	59.1%	56.8%	58.9%	100
Picnicking	57.6%	63.0%	58.0%	99
Hiking	55.1%	44.2%	54.2%	102
Camping	52.4%	59.5%	53.0%	99
Cycling	43.6%	43.2%	43.6%	100
Golfing	41.6%	16.7%	39.7%	105
Ice-skating	33.0%	30.9%	32.8%	100
Fishing	29.9%	40.7%	30.7%	97
Playing team sports	26.6%	20.6%	26.2%	102
Jogging	26.6%	20.2%	26.1%	102
Sailing or other boating	22.1%	13.9%	21.5%	103
Riding an all-terrain vehicle (ATV)	21.7%	29.7%	22.3%	97
Downhill skiing	21.0%	10.6%	20.2%	104
Rollerblading	17.3%	13.5%	17.0%	102
Playing racquet sports (e.g., tennis or badminton)	16.8%	14.4%	16.6%	101
Snowmobiling	13.1%	19.6%	13.6%	96
Canoeing or kayaking	12.1%	9.0%	11.9%	102
Horseback riding	10.8%	10.9%	10.8%	100
Cross-country skiing	9.0%	15.2%	9.5%	95
Snowboarding	8.6%	3.8%	8.2%	105
Hunting	7.3%	13.1%	7.7%	94
Skateboarding	1.6%	3.5%	1.8%	92

Accommodation Stayed In While on Trips

Out-of-province travellers were much more likely than those who travelled exclusively within Alberta to have stayed at resorts (e.g., seaside resorts, lakeside or riverside resorts, ski or mountain resorts) and wilderness lodges (e.g., lodges accessible by car, remote or fly-in lodges or outposts) in the last two years. They were also more likely to have toured in a motor home or RV and on a houseboat and to have stayed in accommodation that specializes in fine cuisine (e.g., inns or resorts with gourmet dining, cooking or wine tasting schools). On the other hand, those who travelled exclusively within the province most often went camping (e.g., public campgrounds, private campgrounds, wilderness campsites). Within-province travellers were also more likely to have stayed at a farm or guest ranch during the last two years.

Fig. 9 Accommodation Stayed In While on Trips

	Took a Pleasure Trip Outside of Alberta	Only Took Pleasure Trips Within Alberta	Total Pleasure Travellers in Alberta	Index
Size of Market	1,846,759	158,543	2,005,302	100
A Public Campground in a National, State, Provincial or Municipal Park	35.2%	40.0%	35.6%	99
A Private Campground	28.5%	20.2%	27.8%	102
Lakeside / Riverside Resort	25.4%	6.7%	23.9%	106
Ski Resort or Mountain Resort	24.4%	8.6%	23.1%	105
Seaside Resort	20.2%	0.2%	18.6%	109
A Camp Site in a Wilderness Setting (Not a Campground)	12.7%	13.7%	12.8%	99
A Motor Home or RV while Travelling or Touring (Not a Camping Trip)	8.1%	5.0%	7.8%	103
Farm or Guest Ranch	4.5%	9.5%	4.9%	92
Wilderness Lodge You Can Drive to by Car	4.4%	1.9%	4.2%	105
On a Houseboat	3.3%	0.2%	3.1%	108
Health Spa	2.9%	1.9%	2.9%	103
Remote or Fly-In Wilderness Lodge	2.6%	0.0%	2.4%	109
Country Inn or Resort with Gourmet Restaurant	1.7%	0.5%	1.6%	106
Cooking School	0.3%	0.0%	0.2%	109
Remote or Fly-In Wilderness Outpost	0.2%	0.0%	0.2%	109
Wine Tasting School	0.1%	0.0%	0.1%	109

Tours and Cruises Taken During Past Two Years

Out-of-province travellers were much more likely to have taken tours and cruises during the last two years than were those who travelled exclusively within Alberta. Relative to within-province travellers, out-of-province travellers were especially likely to have taken self-guided and guided, multi-location tours, city tours, tours of wineries, factories and casinos and wilderness tours during the past two years. They also were more likely to have taken freshwater cruises and ocean cruises during the last two years. Those who travelled exclusively within Alberta primarily took self-guided, sameday tours, scenic drives in the countryside and wilderness tours.

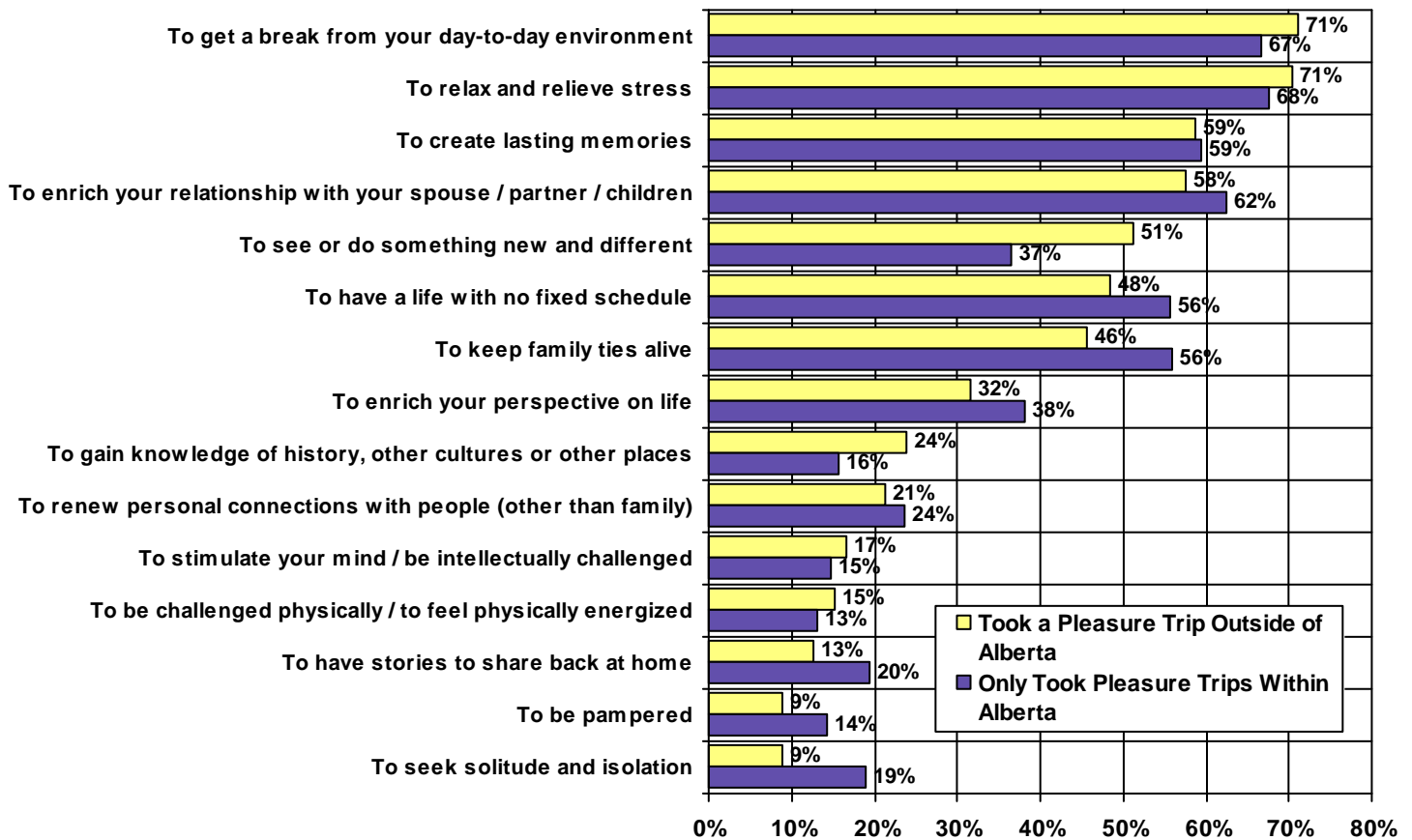
Fig. 10 Tours and Cruises Taken During Past Two Years

	Took a Pleasure Trip Outside of Alberta	Only Took Pleasure Trips Within Alberta	Total Pleasure Travellers in Alberta	Index
Size of Market	1,846,759	158,543	2,005,302	100
A self-guided, sameday tour while on an overnight trip	33.4%	13.5%	31.8%	105
An organized, sameday guided tour while on an overnight trip	28.6%	5.1%	26.7%	107
Around the city	26.5%	8.3%	25.1%	106
Around the countryside - scenic drives	25.2%	11.3%	24.1%	105
A self-guided, overnight tour where you stayed in different locations	19.0%	5.4%	17.9%	106
Wilderness tour	17.0%	10.7%	16.5%	103
On the water (sightseeing cruise)	15.8%	3.1%	14.8%	107
Some other type of tour	11.5%	2.6%	10.8%	107
An organized,overnight guided tour where you stayed in different locations	8.1%	1.0%	7.5%	107
To a winery	7.0%	0.0%	6.5%	109
An organized, overnight guided tour where you stayed in a single location	6.8%	1.5%	6.4%	107
To a casino	6.0%	2.4%	5.7%	105
Caribbean ocean cruise	5.4%	0.0%	5.0%	108
To a factory	4.2%	0.0%	3.9%	109
Ocean cruise - Other	3.2%	0.0%	3.0%	108
In the air as a pilot or passenger of an airplane or helicopter	2.0%	0.0%	1.8%	109
Cruise on another lake or river	1.7%	5.6%	2.0%	85
Alaskan ocean cruise	1.5%	0.0%	1.4%	109
Some other type of cruise	1.4%	0.0%	1.3%	109
Cruise on the St. Lawrence River	0.6%	0.0%	0.5%	109
Submarine cruise	0.3%	0.5%	0.3%	95
Great Lakes cruise	0.1%	0.0%	0.1%	109

Benefits Sought While on Vacation

As with most Canadian Pleasure Travellers, Alberta pleasure travellers tend to take vacations to get a break from their day-to-day environment, relax and relieve stress, create lasting memories and to enrich their relationships with family members. However, those who took trips outside of the province are more likely to prefer vacations that provide learning opportunities (e.g., learn about the history and culture of the destination) and novelty (i.e., to see and do something new). By contrast, those who travel exclusively within the province are more likely to prefer vacations that allow them to keep family ties alive, have stories to share back home, be pampered and enjoy solitude and isolation.

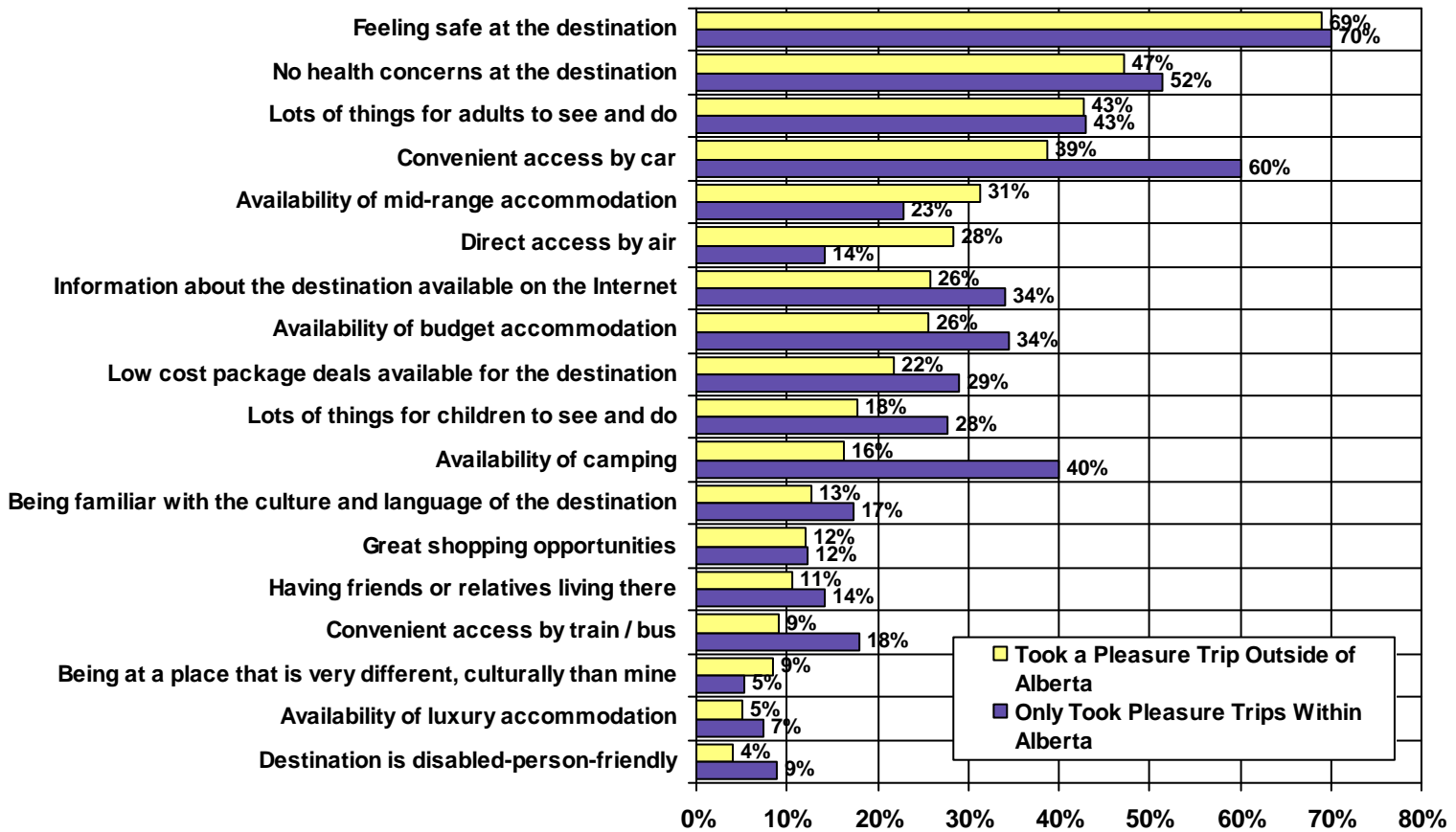
Fig.11 Benefits Sought While on Vacation
(Percent Rating Each Benefit as "Highly Important")



Other Attributes of a Destination Considered Important

As with most Canadian Pleasure Travellers, Alberta Pleasure Travellers consider it important that they feel safe at a destination. However, those who took trips outside of the province are more likely to value destinations that are conveniently accessible by air, have mid-range priced accommodation and are culturally distinctive. By contrast, those who only took trips within Alberta consider it more important that a destination is conveniently accessible by car, train or bus, has a familiar culture and language, lots of activities for children and either budget priced accommodation or camping available. Within-province travellers are also more likely to look for destinations that have low-cost package deals and that are accessible to persons with disabilities.

Fig. 12 Importance of Destination Attributes (% Rating Each Attribute as "Highly Important")



How Destinations Are Selected

Alberta Pleasure Travellers most often begin planning vacations with a particular destination in mind. However, those who travelled outside the province were particularly more likely to first select the destination first when planning winter trips.

Fig. 13 How Destinations Are Selected (Summer and Winter Vacations)

	Took a Pleasure Trip Outside of Alberta	Only Took Pleasure Trips Within Alberta	Total Pleasure Travellers in Alberta	Index
Size of Market	1,846,759	158,543	2,005,302	100
Summer				
Started with a desired destination in mind	48.3%	48.1%	48.3%	100
Started by considering specific activities wanted to do	16.0%	18.9%	16.2%	99
Started with a certain type of vacation experience in mind	22.6%	14.7%	21.9%	103
Looked for packaged deals - no destination in mind	1.7%	0.0%	1.6%	109
Considered something else first	4.5%	2.9%	4.3%	103
Don't know / Other	7.0%	15.5%	7.7%	91
Winter				
Started with a desired destination in mind	52.0%	35.8%	50.8%	102
Started by considering specific activities wanted to do	18.3%	16.2%	18.2%	101
Started with a certain type of vacation experience in mind	18.0%	14.6%	17.8%	101
Looked for packaged deals - no destination in mind	2.0%	1.1%	1.9%	104
Considered something else first	3.6%	3.8%	3.6%	100
Don't know / Other	6.0%	28.5%	7.7%	78

Use of the Internet to Plan and Arrange Trips

Out-of-province travellers are much more likely to have used the Internet to plan (63.9%) and book travel (45.3%) than those who travelled exclusively within the province (34.9% plan, 6.3% book). This difference is primarily related to the much higher use of airline websites (55.0% versus 4.1%) and travel planning or booking websites (50.8% versus 11.3%) by out-of-province travellers. Those who took trips outside Alberta are also more likely to visit hotel or resort websites, the tourism websites of specific countries, regions or cities and cruise line websites.

As with most Canadian Pleasure Travellers, Alberta Pleasure Travellers most often purchase airline tickets and accommodation online. However, out-of-province travellers also frequently use the Internet to rent cars, to buy tickets for specific activities or attractions and to purchase vacation packages.

Fig. 15 Use of the Internet to Plan and Book Travel

		Took a Pleasure Trip Outside of Alberta	Only Took Pleasure Trips Within Alberta	Total Pleasure Travellers in Alberta	Index
Size of Market		1,846,759	158,543	2,005,302	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	36.1%	65.1%	38.4%	94
	Uses Internet to plan trips only	18.6%	28.6%	19.4%	96
	Uses Internet to book part of trip	45.3%	6.3%	42.2%	107
Types of Websites Consulted	A website of a hotel or resort	56.8%	43.6%	56.2%	101
	An airline website	55.0%	4.1%	52.7%	104
	A tourism website of a country / region / city	52.1%	31.3%	51.2%	102
	A travel planning / booking website	50.8%	11.3%	49.1%	104
	A website of an attraction	30.7%	28.4%	30.6%	100
	Some other website	24.1%	52.3%	25.4%	95
	A cruise line website	7.3%	2.3%	7.1%	103
	A motorcoach website	2.0%	3.1%	2.1%	98
Parts of Trips Booked Over The Internet	Air tickets	76.9%	24.1%	76.3%	101
	Accommodation	65.1%	70.9%	65.2%	100
	Car rental	29.0%	11.0%	28.7%	101
	Tickets or fees for specific activities or attractions	22.4%	0.0%	22.1%	101
	A package containing two or more items	17.4%	9.9%	17.3%	101
	Tickets for rail, bus or boat / ship fares	12.2%	0.0%	12.1%	101
	Other	2.6%	10.3%	2.7%	97

Media Consumption Habits

Out-of-province travellers are much more likely than within-province travellers to use travel media (e.g., travel sections of newspapers, travel websites, travel television shows). The out-of-province travellers may also be effectively targeted through news and current events media (e.g., news & current affairs television, news / talk / information radio, news websites) and soft rock radio stations. Those who travelled exclusively within Alberta may best be reached through home-oriented magazines (e.g., family and parenting magazines), science fiction and fantasy shows, situation comedies and oldies (50s, 60s, 70s, 80s) and country music radio stations.

Fig. 16 Media Consumption Habits

		Took a Pleasure Trip Outside of Alberta	Only Took Pleasure Trips Within Alberta	Total Pleasure Travellers in Alberta	Index
	Size of Market	1,846,759	158,543	2,005,302	100
Newspaper Readership	Reads daily newspaper	85.7%	80.8%	85.3%	100
	Reads weekend edition of newspaper	85.9%	78.3%	85.3%	101
	Reads local neighbourhood or community newspapers	56.0%	58.0%	56.1%	100
	Reads other types of newspapers	16.2%	14.0%	16.1%	101
	Frequently or occasionally reads travel section of daily newspaper	45.3%	29.0%	44.0%	103
	Frequently or occasionally reads travel section of weekend newspaper	46.8%	30.9%	45.6%	103
Types of Magazines Read (Top 5 Indexed)	Travel (e.g., Condé Nast)	9.8%	5.6%	9.4%	104
	Regional magazines	7.9%	4.8%	7.6%	103
	Computers, electronics and technology	9.7%	6.1%	9.4%	103
	Health, fitness and well living	25.8%	17.4%	25.1%	103
	Fashion and beauty	20.3%	14.0%	19.8%	103
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	30.1%	21.3%	29.4%	102
	News / current affairs	62.6%	45.8%	61.3%	102
	Reality shows (e.g., Canadian Idol)	43.3%	35.1%	42.6%	102
	Late night talk shows	14.3%	12.7%	14.2%	101
	Soap operas / Daytime dramas	12.3%	11.5%	12.2%	101
Type of Radio Programs Listened To (Top 5 Indexed)	Soft music / Adult contemporary	22.7%	13.3%	22.0%	103
	News / Talk / Information	32.7%	20.1%	31.7%	103
	Multicultural	7.3%	4.6%	7.1%	103
	All sports	13.6%	8.6%	13.2%	103
	Jazz / Big band	6.5%	5.3%	6.4%	101
Types of Websites Visited (Top 5 Indexed)	Travel	55.4%	33.3%	53.9%	103
	Sports	29.9%	20.8%	29.2%	102
	Network news sites (e.g., CBC, CNN)	30.0%	21.0%	29.4%	102
	Shopping (all types)	34.5%	24.4%	33.8%	102
	Weather	57.5%	43.6%	56.6%	102

**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	