

CANADIAN TRAVEL MARKET

Out-of-Region Travel by Residents of the Atlantic Region

A Profile Report

February 8, 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, 56.2% (1,023,397) of adult residents of the Atlantic Region took an overnight trip outside of the Atlantic Region (for any purpose). 88.8% (908,861) of those who took a trip outside of the region report that they took at least one out-of-region, pleasure trip during the past two years. (Note: Given the structure of the Canadian TAMS database, travel between the Atlantic Region provinces is not classified as out-of-province travel.) 56.2% of the out-of-region pleasure trips were to other Canadian destinations, while 46.7% of the out-of-region pleasure trips were to destinations outside of Canada.

Relative to those who only took pleasure trips within the Atlantic Region, residents who travelled outside of the region are more likely to be female, 55 years of age and older, not married and without children 18 or younger living at home. They are also more likely to have a university degree and report higher household incomes. This suggests that those who travelled outside of the region may have more discretionary income for travel activities and fewer parental commitments.

91.7% of those who took a trip outside of the Atlantic Region also took a trip within the region during the last two years. 40.8% took a trip to the adjacent province of Quebec while 65.1% took a trip to a non-adjacent province, most often Ontario and Alberta. In terms of out-of-country travel, they most often visited the United States.

Relative to within-region pleasure travellers, out-of-region travellers were especially likely to have participated in cultural and entertainment activities including attending live art performances, literary and film festivals, professional sporting events and equestrian and western events. They were also more like than others to have visited historical sites, museums and art galleries, to have taken part in educational, participatory activities, to have gambled in a casino and to have participated in a wine, beer or food tasting while on trips. Out-of-region travellers were also more likely to have golfed and skied and to have participated in nature-oriented activities and resort-based, water activities while on trips.

Out-of-region travellers are more likely to prefer vacations that provide intellectual stimulation, learning opportunities, novelty and a chance to be pampered. They are also more likely to take vacations to renew personal connections with friends.

Out-of-region travellers are much more likely than within-region travellers to use the Internet to plan (59.5% vs. 25.5%) and book travel (40.9% vs. 5.1%). They may also be targeted through travel media, news media, business, finance and investing magazines and multicultural, jazz / big band or classical 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 residents of the Atlantic Region who took a pleasure trip outside of the region and compares them with pleasure travellers who did not take a trip outside of the Atlantic Region. This report is part of a series of eight reports reviewing the provincial and regional travel activities of Canadian Pleasure Travellers prepared using the Canadian TAMS database.

Out-of-Region Travel by Residents of the Atlantic Region

Market Incidence

Over the last two years, 56.2% (1,023,397) of adult residents of the Atlantic Region took an overnight trip outside of the Atlantic Region (for any purpose). 88.8% (908,861) of those who took a trip outside of the Atlantic Region report that they took at least one pleasure trip to another province in Canada during the past two years. Overall, 71.7% of those who took a pleasure trip (i.e., Pleasure Travellers) report taking at least one pleasure trip outside of the Atlantic Region. Residents of the Atlantic Region were the least likely to have taken pleasure trips outside of their region during the last two years. (Note: Due to the nature of the Canadian TAMS database, travel between the provinces within the Atlantic Region is not defined as out-of-province travel).

56.2% of Atlantic Region residents taking pleasure trips outside of the region reported visiting other Canadian destinations. 46.7% of those taking pleasure trips outside of the region went to destinations outside of Canada.

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

	Atlantic Region
Number Taking a Trip Outside of the Region (Any Purpose) ²	1,023,397
Percent of Atlantic Regional Population	56.2%
Number Taking a Pleasure Trip Outside of Region ³	908,861
Percent of Pleasure Travellers in Atlantic Region ⁴	71.7%
Percent Taking a Pleasure Trip to Another Canadian Destination Outside of the Atlantic Region ⁵	56.2%
Percent Taking a Pleasure Trip Outside of Canada ⁶	46.7%

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

Demographic Profile

Relative to those who only took pleasure trips within the Atlantic Region, residents who travelled outside of the region are more likely to be female (54.1% vs. 48.9%), 55 years of age and older (30.6% vs. 24.1%), not married (28.2% vs. 25.6%) and without children 18 or younger living at home (76.8% vs. 65.3%). They are also more likely to have a university degree (31.5% vs. 16.3%) and report higher household incomes (\$65,388 vs. \$50,374). This suggests that those who travelled outside of the Atlantic Region may have more discretionary income for travel and fewer parental commitments.

Fig. 2 Demographic Profile of Residents of the Atlantic Region Who Took an Out-of-Region Trip

Attribute	Size of Market	Took a Pleasure Trip Outside of the Atlantic Region	Only Took Pleasure Trips Within the Atlantic Region ¹	Total Pleasure Travellers in the Atlantic Region	Index ²
		908,861	358,938	1,267,799	100
Gender	Male	45.9%	51.1%	47.4%	97
	Female	54.1%	48.9%	52.6%	103
Age of Respondent	18 to 24	12.5%	12.9%	12.6%	99
	25 to 34	18.4%	17.7%	18.2%	101
	35 to 44	17.3%	24.0%	19.2%	90
	45 to 54	21.2%	21.3%	21.2%	100
	55 to 64	16.5%	11.3%	15.0%	110
	65 Plus	14.1%	12.8%	13.7%	103
Average Age		45.6	44.2	45.2	N/A
Marital Status	Not married	28.2%	25.6%	27.5%	103
	Married	71.8%	74.4%	72.5%	99
Parental Status	No children under 18	76.8%	65.3%	73.5%	104
	Children under 18	23.2%	34.7%	26.5%	88
Education	High school or less	39.2%	47.6%	41.6%	94
	Some post-secondary	12.0%	9.5%	11.3%	106
	Post-secondary diploma/certificate	17.2%	26.5%	19.8%	87
	University degree	31.5%	16.3%	27.2%	116
Household Income	Under \$20,000	7.6%	8.9%	8.0%	95
	\$20,000 to \$39,999	14.8%	28.2%	18.6%	79
	\$40,000 to \$59,999	20.1%	20.3%	20.1%	100
	\$60,000 to \$79,999	16.8%	19.2%	17.5%	96
	\$80,000 to \$99,999	11.9%	4.0%	9.7%	123
	\$100,000 or more	14.8%	5.5%	12.2%	122
	Not stated	14.1%	13.9%	14.0%	100
Average Household Income		\$65,388	\$50,374	\$61,132	N/A

- 1 - "Only Took Pleasure Trips Within the Atlantic Region" is defined as individuals who took at least one out-of-town, overnight pleasure trip in the last two years but did not take a trip outside of the region.
- 2 - The "Index" is calculated by dividing the percent for those who took an out-of-region trip by the total percent of pleasure travellers in each group. The Index indicates the extent to which out-of-region travellers are over or under-represented relative to all pleasure travellers in the Atlantic Region. An index of 100 means the percent of Out-of-Region Travellers is the same as that of the average pleasure traveller. Index values over 100 indicate that Out-of-Region Travellers are over-represented relative to the average pleasure traveller. Index values less than 100 indicate that out-of-region travellers are under-represented relative to the average pleasure traveller in the Region.

Travel Activity (During Last Two Years)

91.7% of those who took a trip outside of the Atlantic Region also took a trip within the Atlantic Region during the last two years. In terms of out-of-region Canadian travel, 40.8% took a trip to the adjacent province of Quebec, while 65.1% took a trip to a non-adjacent province or territory; most often Ontario (56.0%) and Alberta (15.6%).

In terms of out-of-country travel, out-of-region travellers residents were most likely to have taken trips to the United States (50.5%). 17.1% took a trip to the Caribbean and 15.2% took a trip to an overseas destination, but only 5.8% took a trip to Mexico in the last two years.

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

	Took a Pleasure Trip Outside of the Atlantic Region	Only Took Pleasure Trips Within the Atlantic Region	Total Pleasure Travellers in the Atlantic Region
Size of Market	908,861	358,938	1,267,799
Canada	97.8%	100.0%	98.4%
Took a trip within own province/region	91.7%	100.0%	94.1%
Took a trip to an adjacent province/region	40.8%	0.0%	29.3%
Took a trip to non-adjacent province/region	65.1%	0.0%	46.7%
Newfoundland & Labrador	24.5%	32.0%	26.6%
Prince Edward Island	38.7%	28.4%	35.8%
New Brunswick	68.3%	61.0%	66.2%
Nova Scotia	64.1%	50.6%	60.2%
Quebec	40.8%	0.0%	29.2%
Ontario	56.0%	0.0%	40.2%
Manitoba	5.1%	0.0%	3.7%
Saskatchewan	6.1%	0.0%	4.4%
Alberta	15.6%	0.0%	11.2%
British Columbia	13.3%	0.0%	9.5%
Yukon	0.3%	0.0%	0.2%
Northwest Territories	0.3%	0.0%	0.2%
Nunavut	0.6%	0.0%	0.4%
United States	50.5%	0.0%	36.2%
Mexico	5.8%	0.0%	4.1%
Caribbean	17.1%	0.0%	12.2%
All other destinations	15.2%	0.0%	10.9%

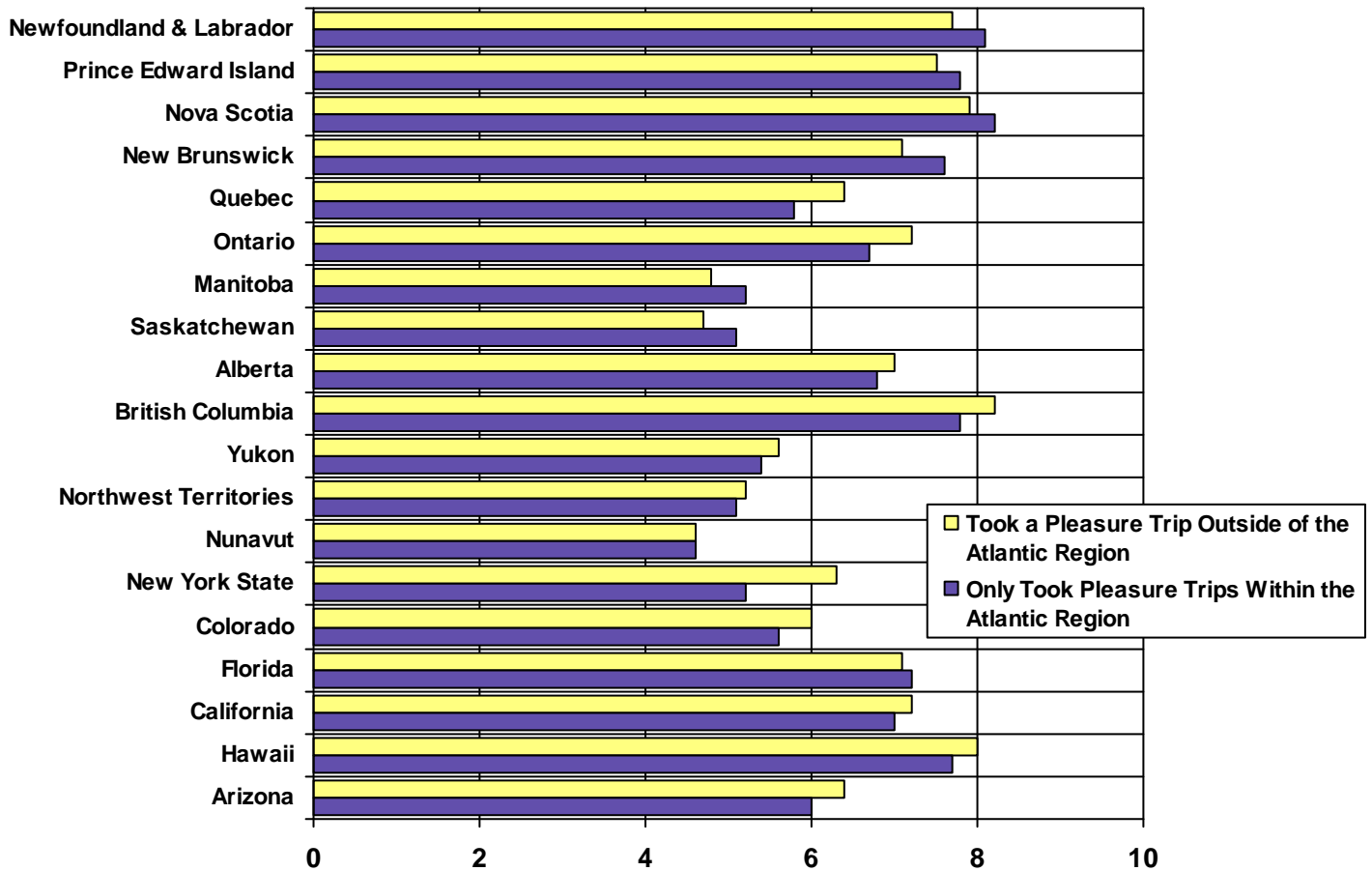
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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.

Atlantic Residents who took trips outside of the region have a more favourable impression of British Columbia, Ontario, Alberta and Quebec than those who only travelled within the region. On the other hand, those who only travelled within the Atlantic Region had a more favourable impression of the four Atlantic Provinces.

Out-of-region travellers also had more favourable impressions of several of the U.S. reference states including New York State, Arizona, Colorado and Hawaii.

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

Atlantic Region residents who took trips outside of the region were more likely to pursue culture and entertainment activities while on trips than those who only took trips within the region. Relative to those who only travelled within the Atlantic Region, out-of-region travellers were especially likely to have attended live art performances (e.g., comedy festivals and clubs, high art performances, live theatre, musical concerts), literary and film festivals, professional sporting events and equestrian and western events. They were also more likely than others to have visited historical sites, museums and art galleries, to have taken part in educational, participatory activities (e.g., aboriginal cultural experiences), to have gambled in a casino and to have participated in wine, beer or food tastings while on trips during the last two years. In part, this pattern reflects the fact that some of these attractions and events are less available within the Atlantic Region. However, it does suggest that culture and entertainment activities may be one reason why residents travel outside of the Atlantic Region.

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 the Atlantic Region	Only Took Pleasure Trips Within the Atlantic Region	Total Pleasure Travellers in the Atlantic Region	Index
Size of Market	908,861	358,938	1,267,799	100
Shopping & Dining	88.8%	71.3%	83.8%	106
Historical Sites, Museums & Art Galleries	64.3%	38.9%	57.1%	113
Theme Parks & Exhibits	42.2%	36.0%	40.4%	104
Musical Concerts, Festivals & Attractions	40.9%	23.8%	36.0%	113
Fairs & Festivals	39.7%	30.4%	37.1%	107
Science & Technology Exhibits	27.1%	15.4%	23.8%	114
Live Theatre	25.9%	8.0%	20.8%	124
Wine, Beer & Food Tastings	21.9%	8.4%	18.1%	121
Casinos	21.7%	11.0%	18.7%	116
Professional Sporting Events	19.0%	1.9%	14.1%	134
Garden Theme Attractions	17.8%	7.2%	14.8%	120
Amateur Tournaments	15.0%	10.7%	13.8%	109
Aboriginal Cultural Experiences	11.1%	3.1%	8.9%	126
Agro-Tourism	10.1%	11.2%	10.4%	97
High Art Performances	9.5%	1.9%	7.3%	129
Comedy Festivals & Clubs	9.0%	1.1%	6.8%	133
Participatory Historical Activities	7.4%	2.8%	6.1%	122
Spas	6.0%	2.5%	5.0%	120
National & International Sporting Events	5.2%	2.1%	4.3%	120
Equestrian & Western Events	4.8%	1.1%	3.7%	128
Literary & Film Festivals	1.4%	0.0%	1.0%	139

Culture and Entertainment Activities Pursued While Not on Trips

As with the majority of Atlantic Region Pleasure Travellers, out-of-region travellers frequently dine in local restaurants and attend local fairs or festivals. However, relative to those who only travelled within the Atlantic Region, out-of-region travellers are especially likely to patronize local live art performances (e.g., theatre, classical music concerts, live theatre, jazz clubs, ballet, opera, rock concerts). They are also more likely than others to attend local professional sporting events and local rodeos and to visit local art galleries and art shows, botanical gardens and day spas.

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

	Took a Pleasure Trip Outside of the Atlantic Region	Only Took Pleasure Trips Within the Atlantic Region	Total Pleasure Travellers in the Atlantic Region	Index
Size of Market	908,861	358,938	1,267,799	100
Going out to eat in restaurants	92.6%	86.4%	90.9%	102
Going to festivals or fairs	62.9%	58.4%	61.7%	102
Going to amateur sporting events	48.5%	44.1%	47.3%	103
Going to pick-your-own farms or farmers' market	47.9%	43.5%	46.7%	103
Going to historic sites or heritage buildings	42.9%	42.0%	42.6%	101
Going dancing	38.0%	40.2%	38.6%	98
Going to live theatre	36.2%	16.8%	30.7%	118
Going to bars with live pop or rock bands	33.6%	27.6%	31.9%	105
Going to museums	30.8%	27.5%	29.9%	103
Going to professional sporting events	27.9%	17.9%	25.0%	111
Going to art galleries or art shows	27.3%	12.5%	23.1%	118
Going to amusement or theme parks	25.4%	27.3%	25.9%	98
Going to rock music concerts	25.3%	14.8%	22.3%	113
Going to zoos or aquariums	21.8%	20.8%	21.6%	101
Going to botanical gardens	18.8%	11.4%	16.7%	112
Going to classical music concerts	14.7%	5.2%	12.0%	122
Going to gamble in casinos	12.8%	12.2%	12.7%	101
Going to day spas	12.7%	4.6%	10.4%	122
Staying overnight in a hotel or B&B in own city	11.1%	11.6%	11.3%	99
Going to jazz clubs	6.8%	2.1%	5.5%	124
Going to the ballet	5.0%	2.0%	4.2%	121
Going to the opera	3.1%	0.4%	2.3%	133
Going to rodeos	2.5%	0.0%	1.8%	139

Outdoor Activities Pursued While on Trips

Atlantic Region residents who travelled outside of the region were more active in outdoor activities relative to those who only travelled within the region. They were especially likely to go golfing and skiing (e.g., downhill skiing, cross-country skiing) and to have participated in nature-oriented activities (e.g., hiking, climbing and paddling, wildlife viewing, horseback riding, wilderness activities) as well as resort-based, water activities (e.g., swimming in the ocean, sailing, windsurfing, parasailing) while on trips. On the other hand, they were less likely to go hunting or fishing or to ride a snowmobile or ATV while on trips than were those who only took pleasure trips within the Atlantic Region.

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 the Atlantic Region	Only Took Pleasure Trips Within the Atlantic Region	Total Pleasure Travellers in the Atlantic Region	Index
Size of Market	908,861	358,938	1,267,799	100
Ocean Activities (e.g., swimming in ocean, sunbathing)	43.1%	31.3%	39.8%	108
Wildlife Viewing	40.4%	33.7%	38.5%	105
Hiking, Climbing & Paddling	27.7%	17.3%	24.7%	112
Boating & Swimming (e.g., motorboating, swimming in lakes)	26.6%	21.5%	25.1%	106
Sports & Games (e.g., tennis, board games)	20.4%	17.5%	19.6%	104
Golfing	17.8%	8.4%	15.1%	118
Exercising & Jogging	17.6%	12.9%	16.3%	108
Fishing	14.7%	22.9%	17.0%	86
Team Sports (e.g., hockey, baseball)	11.5%	12.4%	11.8%	98
Snowmobiling & ATVing	10.9%	22.4%	14.1%	77
Downhill Skiing & Snowboarding	10.7%	5.8%	9.3%	115
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	9.6%	1.2%	7.2%	133
Cycling	8.4%	7.0%	8.0%	105
Cross-country Skiing & Snowshoeing	7.2%	3.9%	6.3%	115
Skating (e.g., ice skating, rollerblading)	7.0%	10.0%	7.9%	89
Hunting	6.0%	13.2%	8.0%	75
Horseback Riding	4.6%	1.3%	3.7%	125
Motorcycling	3.6%	2.2%	3.2%	113
Freshwater Scuba & Snorkeling	2.1%	2.1%	2.1%	100
Wilderness Activities (e.g., wilderness skills course)	1.5%	0.6%	1.2%	119
Extreme Air Sports (e.g., parachuting)	0.6%	1.1%	0.7%	78

Outdoor Activities Pursued While Not on Trips

Atlantic Region Pleasure Travellers frequently go on day outings to local parks and picnic, exercise, swim and garden while not on trips. However, while not travelling, those who took trips outside of the region are more likely to play sports (e.g., golf, racquet sports [e.g., tennis], team sports), to go downhill skiing and snowboarding and to participate in nature-oriented activities (e.g., hiking, canoeing or kayaking, horseback riding). These are often the same activities that they undertake while on trips. On the other hand, those who only take pleasure trips within the Atlantic Region are more likely to go fishing, hunting, ATVing and snowmobiling while not travelling. These latter activities are often more common in a rural setting which may indicate that rural residents are less likely to take trips outside of the Atlantic Region.

Fig. 8 Outdoor Activities Pursued While NOT on Trips

	Took a Pleasure Trip Outside of the Atlantic Region	Only Took Pleasure Trips Within the Atlantic Region	Total Pleasure Travellers in the Atlantic Region	Index
Size of Market	908,861	358,938	1,267,799	100
Day outing to a park	64.0%	59.1%	62.6%	102
Exercising at home or at a fitness club	62.8%	60.6%	62.2%	101
Swimming	60.8%	55.7%	59.3%	102
Gardening	56.8%	55.0%	56.3%	101
Hiking	48.9%	41.4%	46.8%	105
Picnicking	48.8%	51.4%	49.5%	98
Camping	43.3%	51.0%	45.5%	95
Cycling	31.3%	30.0%	31.0%	101
Sailing or other boating	29.1%	31.0%	29.6%	98
Fishing	28.9%	39.2%	31.8%	91
Ice-skating	27.5%	29.1%	28.0%	98
Golfing	26.8%	20.4%	25.0%	107
Canoeing or kayaking	24.5%	18.4%	22.8%	108
Playing team sports	23.7%	19.9%	22.6%	105
Jogging	23.1%	25.8%	23.9%	97
Riding an all-terrain vehicle (ATV)	22.8%	27.3%	24.1%	95
Snowmobiling	13.9%	28.0%	17.9%	78
Hunting	13.8%	22.0%	16.1%	86
Playing racquet sports (e.g., tennis or badminton)	13.6%	10.3%	12.7%	107
Downhill skiing	13.1%	11.4%	12.6%	104
Cross-country skiing	12.1%	14.0%	12.6%	96
Rollerblading	8.5%	9.4%	8.8%	97
Horseback riding	7.0%	6.3%	6.8%	103
Snowboarding	3.3%	2.8%	3.2%	104
Skateboarding	2.2%	4.8%	2.9%	75

Accommodation Stayed In While on Trips

Both out-of-region travellers and those who only took trips within the Atlantic Region were most likely to have stayed in a public campground in the past two years. However, Out-of-region travellers were more likely to have stayed at ski or mountain resorts and seaside resorts as well as accommodation that specializes in fine cuisine (e.g., inn with gourmet restaurant, cooking or wine tasting school). Out-of-region travellers were also more likely to have stayed in a wilderness area and to have toured with a motor home or RV during the last two years.

Fig. 9 Accommodation Stayed In While on Trips

	Took a Pleasure Trip Outside of the Atlantic Region	Only Took Pleasure Trips Within the Atlantic Region	Total Pleasure Travellers in the Atlantic Region	Index
Size of Market	908,861	358,938	1,267,799	100
A Public Campground in a National, State, Provincial or Municipal Park	25.1%	22.3%	24.3%	103
Seaside Resort	19.1%	8.7%	16.2%	118
A Private Campground	19.1%	20.2%	19.4%	98
Lakeside / Riverside Resort	10.6%	9.2%	10.2%	104
Ski Resort or Mountain Resort	8.2%	3.4%	6.9%	120
A Camp Site in a Wilderness Setting (Not a Campground)	6.9%	9.2%	7.6%	91
A Motor Home or RV while Travelling or Touring (Not a Camping Trip)	5.1%	2.7%	4.4%	115
Wilderness Lodge You Can Drive to by Car	4.2%	4.1%	4.2%	101
Country Inn or Resort with Gourmet Restaurant	2.6%	1.3%	2.2%	117
Health Spa	2.0%	1.3%	1.8%	111
Farm or Guest Ranch	1.6%	0.8%	1.4%	116
Remote or Fly-In Wilderness Lodge	1.0%	0.2%	0.8%	130
On a Houseboat	0.9%	0.4%	0.7%	120
Remote or Fly-In Wilderness Outpost	0.3%	0.0%	0.2%	139
Cooking School	0.1%	0.0%	0.1%	139
Wine Tasting School	0.1%	0.0%	0.1%	139

Tours and Cruises Taken During Past Two Years

Atlantic Region residents who travelled outside of the region were much more likely to have taken tours and cruises during the last two years. Sameday tours (both self-guided and guided), city tours and scenic countryside drives were the most popular types of tours taken by this travel segment. However, relative to those who only took pleasure trips within the Atlantic Region, out-of-region travellers were especially likely to have taken organized, sameday tours, organized, multi-location tours, city tours, scenic countryside drives and wilderness tours. Out-of-region travellers were also more likely to have taken both freshwater cruises (e.g., St. Lawrence River, Great Lakes) and ocean cruises (e.g., Caribbean, Alaskan) during the last two years.

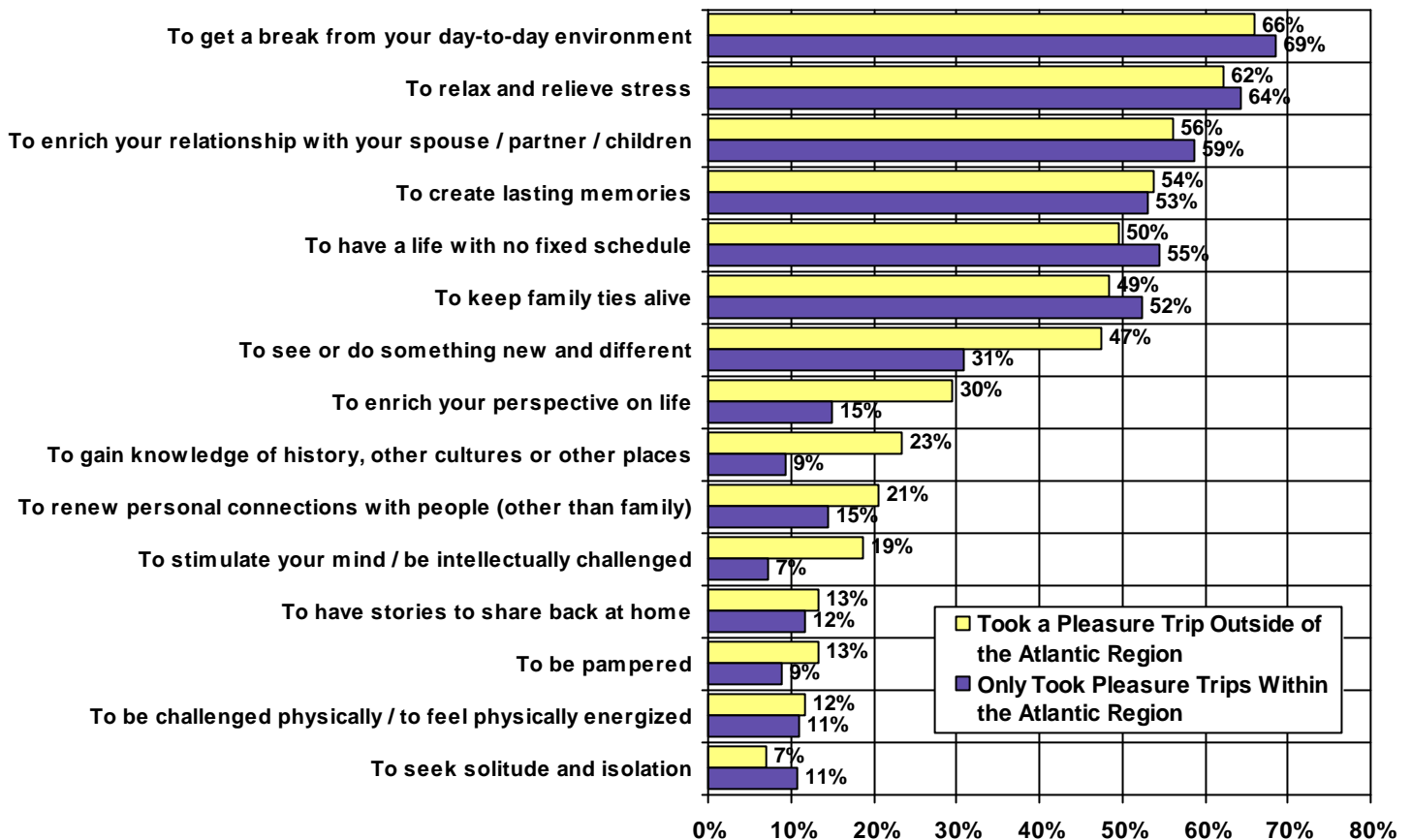
Fig. 10 Tours and Cruises Taken During Past Two Years

	Took a Pleasure Trip Outside of the Atlantic Region	Only Took Pleasure Trips Within the Atlantic Region	Total Pleasure Travellers in the Atlantic Region	Index
Size of Market	908,861	358,938	1,267,799	100
A self-guided, sameday tour while on an overnight trip	28.7%	13.0%	24.3%	118
Around the city	27.8%	10.1%	22.8%	122
An organized, sameday guided tour while on an overnight trip	22.8%	4.4%	17.6%	130
Around the countryside - scenic drives	21.3%	11.8%	18.6%	114
A self-guided, overnight tour where you stayed in different locations	15.3%	6.9%	12.9%	118
Wilderness tour	11.1%	6.1%	9.7%	114
On the water (sightseeing cruise)	10.7%	4.4%	8.9%	120
Some other type of tour	9.8%	3.5%	8.0%	122
An organized, overnight guided tour where you stayed in different locations	7.8%	1.9%	6.2%	127
An organized, overnight guided tour where you stayed in a single location	5.6%	2.1%	4.6%	122
To a winery	4.4%	2.6%	3.9%	113
Caribbean ocean cruise	3.4%	0.0%	2.4%	139
To a casino	3.3%	0.8%	2.6%	128
To a factory	3.0%	2.4%	2.8%	106
Cruise on another lake or river	2.1%	0.4%	1.7%	129
In the air as a pilot or passenger of an airplane or helicopter	1.5%	0.3%	1.2%	130
Some other type of cruise	1.3%	1.2%	1.2%	102
Ocean cruise - Other	1.0%	0.1%	0.8%	134
Alaskan ocean cruise	0.8%	0.0%	0.6%	139
Cruise on the St. Lawrence River	0.7%	0.2%	0.6%	125
Great Lakes cruise	0.3%	0.0%	0.2%	139
Submarine cruise	0.3%	0.0%	0.2%	139

Benefits Sought While on Vacation

Most Pleasure Travellers from the Atlantic Region take vacations to get a break from their day-to-day environment, relax and relieve stress, enrich family relationships, create lasting memories and live without a fixed schedule. However, out-of-region travellers are more likely to prefer vacations that provide intellectual stimulation, learning opportunities (e.g., learn about the history and culture of the destination), novelty (i.e., to see and do something new) and a chance to be pampered. They are also more likely to take vacations to renew personal connections with friends. By contrast, those who only travelled within the region are more likely to prefer vacations that offer isolation and solitude and allow them to keep family ties alive.

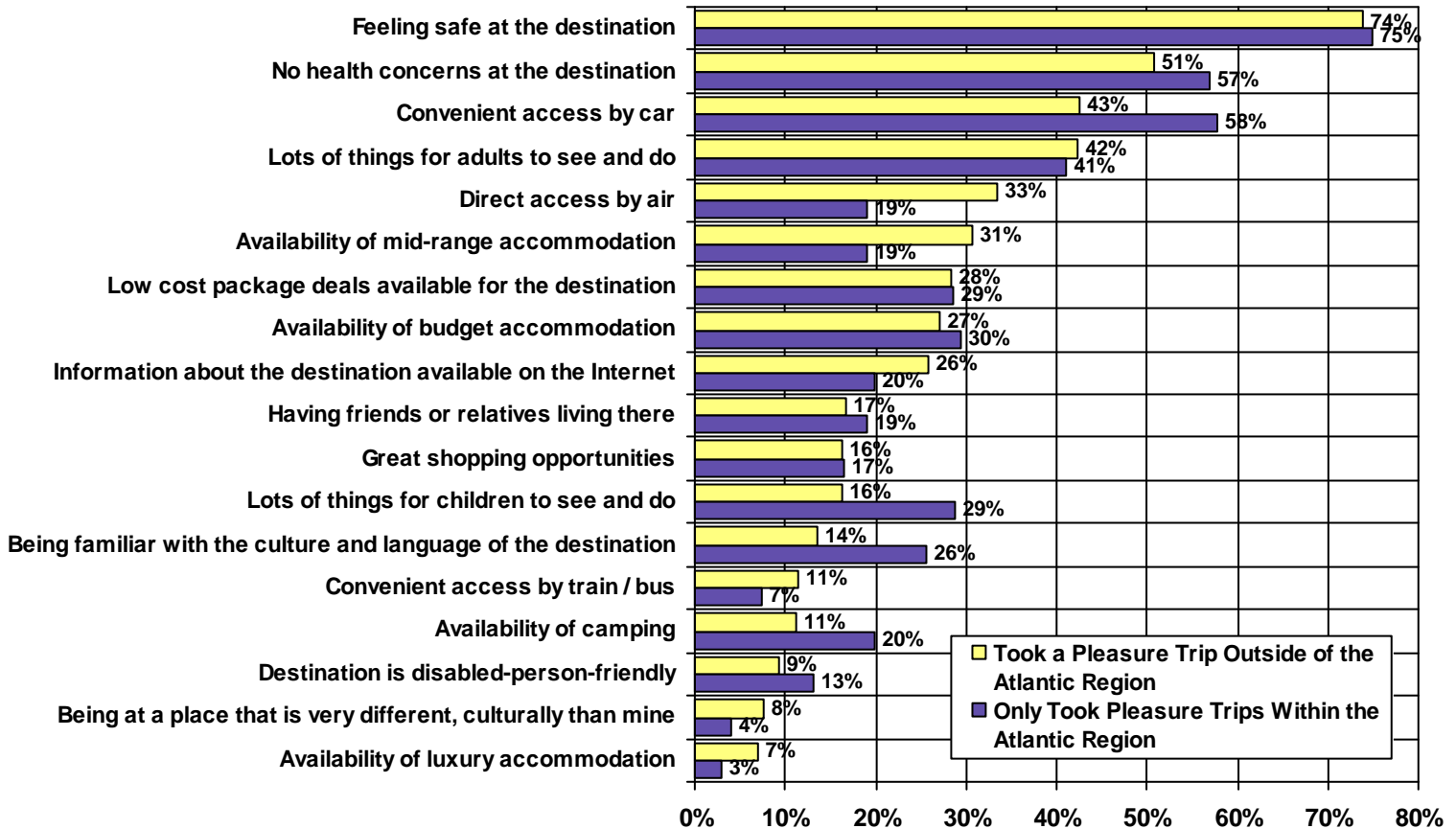
Fig.11 Benefits Sought While on Vacation
(Percent Rating Each Benefit as "Highly Important")



Other Attributes of a Destination Considered Important

The majority of Pleasure Travellers from the Atlantic Region consider it important that they feel safe at a destination. However those who travelled outside of the region consider it more important that a destination is culturally distinctive, has mid-range or luxury accommodation available, is conveniently accessible by air, train or bus and has information available on the Internet. On the other hand, those who only took pleasure trips within the Atlantic Region are more likely to consider it important that a destination has a familiar culture and language, is conveniently accessible by car, has lots of activities for children to see and do and has family or friends living nearby. Within-region travellers are also more likely to look for destinations that offer camping and that are suitable for persons with disabilities.

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



How Destinations Are Selected

Atlantic Region Pleasure Travellers who travelled out-of-region are more likely than within-region travellers to begin planning vacations with a particular destination in mind. On the other hand, those who only travel within the region are more likely to first consider what types of vacation experiences they would like to have and what types of activity they would like to do while on vacation. This pattern may occur if those who travel within the region tend to go to the same destination on repeated trips.

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

	Took a Pleasure Trip Outside of the Atlantic Region	Only Took Pleasure Trips Within the Atlantic Region	Total Pleasure Travellers in the Atlantic Region	Index
Size of Market	908,861	358,938	1,267,799	100
Summer				
Started with a desired destination in mind	55.3%	34.9%	49.4%	112
Started by considering specific activities wanted to do	10.3%	16.0%	12.0%	86
Started with a certain type of vacation experience in mind	21.3%	26.2%	22.7%	94
Looked for packaged deals - no destination in mind	1.0%	1.1%	1.0%	96
Considered something else first	4.5%	2.6%	4.0%	114
Don't know / Other	7.6%	19.2%	11.0%	69
Winter				
Started with a desired destination in mind	53.5%	35.4%	49.7%	108
Started by considering specific activities wanted to do	10.6%	20.1%	12.6%	84
Started with a certain type of vacation experience in mind	19.1%	26.6%	20.7%	92
Looked for packaged deals - no destination in mind	1.9%	0.2%	1.5%	123
Considered something else first	5.1%	7.7%	5.6%	90
Don't know / Other	9.8%	10.0%	9.9%	100

Trip Planning and Information Sources Consulted

Atlantic Region Pleasure Travellers are typically responsible for planning their trips either alone (43.7%) or with someone else (16.1%). Out-of-region travellers tend to consult a wider range of travel information to plan their trips. They were much more likely than those who did not travel out-of-region to obtain information from travel agents, auto clubs, Internet websites, maps, the official government travel guides and travel guidebooks such as Fodor's. On the other hand, those who only took trips within the Atlantic Region were more likely to obtain travel information from television advertising.

Fig. 14 Who Plans Vacations and Information Sources Consulted

		Took a Pleasure Trip Outside of the Atlantic Region	Only Took Pleasure Trips Within the Atlantic Region	Total Pleasure Travellers in the Atlantic Region	Index
Size of Market		908,861	358,938	1,267,799	100
Who Plans Trips?	Respondent plans trips	45.7%	38.4%	43.7%	105
	Trip planning a shared responsibility	14.7%	19.7%	16.1%	91
	Someone else plans trips	39.6%	41.9%	40.2%	98
Information Sources Consulted	An Internet website	64.4%	29.7%	55.2%	117
	Past experience / Been there before	52.4%	44.7%	50.3%	104
	Advice of others / Word-of-mouth	51.7%	44.1%	49.6%	104
	Maps	34.4%	18.4%	30.1%	114
	A travel agent	33.0%	3.1%	25.1%	132
	Official travel guides or brochures from state / province	31.1%	18.6%	27.7%	112
	Visitor information centres	29.0%	27.9%	28.7%	101
	Articles in newspapers / magazines	15.5%	10.4%	14.1%	110
	An auto club such as CAA	11.6%	1.3%	8.9%	131
	Advertisements in newspapers / magazines	11.1%	9.0%	10.6%	105
	Travel information received in the mail	10.1%	8.2%	9.6%	105
	Travel guide books such as Fodor's	9.9%	5.2%	8.7%	115
	Advertisements on television	5.8%	7.9%	6.3%	91
	Programs on television	5.4%	4.8%	5.2%	103
	An electronic newsletter or magazine received by e-mail	4.3%	2.7%	3.9%	111
Visits to trade, travel or sports shows	2.8%	1.3%	2.4%	116	

Media Consumption Habits

Relative to those who only travelled within the region, Atlantic Region residents who took out-of-region trips are much more likely to consume travel media, including the travel sections of newspapers, travel websites, travel shows on television and travel magazines. Out-of-region travellers may also be effectively targeted through news media (e.g., news / talk / information radio, newspaper websites, network news websites, news magazines), photography and video magazines and business and investing magazines. They may also be effectively reached multicultural, jazz / big band or classical music radio stations.

Fig. 16 Media Consumption Habits

		Took a Pleasure Trip Outside of the Atlantic Region	Only Took Pleasure Trips Within the Atlantic Region	Total Pleasure Travellers in the Atlantic Region	Index
	Size of Market	908,861	358,938	1,267,799	100
Newspaper Readership	Reads daily newspaper	83.4%	85.8%	84.1%	99
	Reads weekend edition of newspaper	82.8%	84.7%	83.3%	99
	Reads local neighbourhood or community newspapers	51.1%	48.6%	50.4%	101
	Reads other types of newspapers	14.1%	15.5%	14.5%	97
	Frequently or occasionally reads travel section of daily newspaper	45.5%	26.5%	40.1%	113
	Frequently or occasionally reads travel section of weekend newspaper	44.1%	22.5%	38.0%	116
Types of Magazines Read (Top 5 Indexed)	Photography and video	4.8%	1.0%	3.7%	129
	Business, finance and investing	11.6%	4.7%	9.7%	120
	Travel (e.g., Condé Nast)	7.9%	3.4%	6.6%	120
	News magazine	24.3%	17.4%	22.3%	109
	Fashion and beauty	23.0%	18.2%	21.6%	106
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	29.8%	20.2%	27.1%	110
	Late night talk shows	18.0%	13.9%	16.9%	107
	Biography	47.6%	42.5%	46.1%	103
	Sports / sports shows	45.6%	40.7%	44.2%	103
	Home & garden shows	35.7%	31.9%	34.6%	103
Type of Radio Programs Listened To (Top 5 Indexed)	Multicultural	4.4%	1.6%	3.6%	122
	Jazz / Big band	5.7%	2.4%	4.8%	120
	Classical music	13.6%	6.9%	11.7%	116
	News / Talk / Information	43.6%	29.9%	39.7%	110
	All sports	5.8%	4.5%	5.4%	107
Types of Websites Visited (Top 5 Indexed)	Travel	54.6%	20.8%	46.6%	117
	Newspaper sites	32.9%	24.9%	31.0%	106
	Shopping (all types)	39.2%	32.3%	37.6%	104
	Network news sites (e.g., CBC, CNN)	38.1%	31.9%	36.7%	104
	Health	46.4%	39.2%	44.7%	104

**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	