

**CANADIAN TRAVEL MARKET**

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

*A Profile Report*

**January 24, 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, 70.2% (6,791,709) of adult, Ontario residents took an out-of-province, overnight trip (for any purpose). Of these, 89.6% (6,084,935) report taking a pleasure trip outside of Ontario. Ontario residents were less likely to travel outside of the province than were the residents of Canada's western provinces, but more likely than the residents of Quebec and the Atlantic Region. 52.0% of the out-of-province pleasure trips taken by Ontario residents were to other Canadian destinations, while 72.3% of the out-of-province pleasure trips were to destinations outside of Canada.

83.3% of those who took a trip outside of Ontario also took a trip within the province during the last two years. In terms of out-of-province Canadian travel, 45.9% took an out-of-province trip to an adjacent province with Quebec (41.8%) by far the most common destination. 32.0% took a trip to a non-adjacent province or region. In terms of out-of-country travel, Ontario residents were most likely to have taken trips to the United States (68.9%). However, 24.1% took a trip to the Caribbean, 28.4% took a trip to an overseas destination and 14.5% took a trip to Mexico during the last two years.

Ontario residents who took an out-of-province pleasure trip are similar to those who only took pleasure trips within the province in terms of gender, age and marital status. However, out-of-province pleasure travellers are more likely to have a university degree and report higher average household incomes.

Ontario residents who took a trip outside of the province are very active in culture and entertainment pursuits while on trips. Relative to Ontario residents who only travelled within the province, out-of-province travellers were especially likely to have attended live art performances (e.g., high art performances, live theatre, musical concerts), literary and film festivals and sporting events (e.g., professional sporting events). In terms of outdoor activities, out-of-province travellers were more likely to have gone downhill skiing, golfing, exercising, jogging and cycling while on trips. By contrast, those who only took pleasure trips within the province were more likely to participate in nature-oriented activities such as fishing, hunting, boating and swimming while on trips. Out-of-province travellers prefer vacations that provide intellectual stimulation, learning opportunities, novelty and physical challenge. Those who travel exclusively within Ontario prefer vacations that offer solitude and an opportunity to enhance family relationships.

Ontario residents who travel outside of the province are above-average users of the Internet to plan and book travel than those who only travel within Ontario. Out-of-province travellers are also above-average consumers of travel media. They may also be effectively reached through city lifestyle magazines, business, finance and investing magazines, news media and multicultural and classical music radio stations.



## Out-of-Province Travel by Residents of Ontario

### Market Incidence

Over the last two years, 70.2% (6,791,709) of adult, Ontario residents took an out-of-province, overnight trip (for any purpose). 89.6% (6,084,935) of those who took a trip outside of Ontario report that they took at least one out-of-province, “pleasure trip” during the past two years.

Overall, 84.9% of those who took a pleasure trip (i.e., Pleasure Travellers) report taking at least one pleasure trip outside of the province. Ontario residents were less likely to take trips outside of the province than were the residents of Manitoba (92.5%), Saskatchewan (92.5%), Alberta (92.1%) and British Columbia (87.7%). However, they were more likely to travel outside of the province than the residents of Quebec (75.7%) or the Atlantic Region (71.7%). (Note: Due to the nature of the Canadian TAMS database, travel between the provinces in the Atlantic Region is not defined as out-of-province travel).

52.0% of the out-of-province pleasure trips taken by Ontario residents were to other Canadian destinations, while 72.3% of the out-of-province pleasure trips were to destinations outside of Canada.

Fig. 1 Incidence of Trips<sup>1</sup> from Ontario during the Past Two Years

	Residents of Ontario
Number Taking a Trip Outside of the Province (Any Purpose) <sup>2</sup>	6,791,709
Percent of Provincial Population	70.2%
Number Taking a Pleasure Trip Outside of Province <sup>3</sup>	6,084,935
Percent of Pleasure Travellers in Province <sup>4</sup>	84.9%
Percent Taking a Pleasure Trip to Another Canadian Destination Outside of Province <sup>5</sup>	52.0%
Percent Taking a Pleasure Trip Outside of Canada <sup>6</sup>	72.3%

- 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 Ontario residents who took at least one overnight trip outside Ontario in the last two years for any purpose.
- 3 - This row reports the number of Ontario 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 Ontario “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.

### Demographic Profile

Ontario residents who took an out-of-province pleasure trip are similar to those who only took pleasure trips within the province in terms of gender, age and marital status. However, out-of-province pleasure travellers are more likely to have a university degree (36.0%) than those who only travelled within the province (18.1%). Out-of-province travellers also have higher average household incomes (\$82,496 vs. \$63,276). This suggests that those who tend to take trips exclusively within the province may lack sufficient discretionary income for out-of-province travel.

Fig. 2 Demographic Profile of Ontario Residents Who Took an Out-of-Province Trip

Attribute	Size of Market	Took a Pleasure Trip Outside of Ontario	Only Took Pleasure Trips Within Ontario <sup>1</sup>	Total Pleasure Travellers in Ontario	Index <sup>2</sup>
		6,084,935	1,083,765	7,168,700	100
Gender	Male	49.3%	43.9%	48.5%	102
	Female	50.7%	56.1%	51.5%	98
Age of Respondent	18 to 24	12.0%	15.1%	12.4%	96
	25 to 34	18.9%	19.6%	19.0%	99
	35 to 44	21.6%	22.4%	21.7%	99
	45 to 54	20.0%	19.0%	19.8%	101
	55 to 64	14.0%	12.2%	13.7%	102
	65 Plus	13.6%	11.6%	13.3%	102
Average Age		44.9	43.1	44.6	N/A
Marital Status	Not married	31.0%	33.5%	31.4%	99
	Married	69.0%	66.5%	68.6%	101
Parental Status	No children under 18	70.2%	63.5%	69.2%	101
	Children under 18	29.8%	36.5%	30.8%	97
Education	High school or less	31.1%	47.1%	33.6%	93
	Some post-secondary	12.2%	13.5%	12.4%	98
	Post-secondary diploma/certificate	20.7%	21.3%	20.7%	100
	University degree	36.0%	18.1%	33.3%	108
Household Income	Under \$20,000	3.5%	9.3%	4.4%	80
	\$20,000 to \$39,999	10.2%	15.6%	11.0%	93
	\$40,000 to \$59,999	14.4%	18.8%	15.0%	96
	\$60,000 to \$79,999	13.9%	16.1%	14.2%	98
	\$80,000 to \$99,999	13.6%	12.5%	13.4%	101
	\$100,000 or more	31.3%	13.3%	28.6%	110
	Not stated	13.1%	14.2%	13.3%	99
Average Household Income		\$82,496	\$63,276	\$79,621	N/A

- 1 - "Only Took Pleasure Trips Within Ontario" 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 province.
- 2 - The "Index" is calculated by dividing the percent for those who took an out-of-province trip by the total percent of pleasure travellers in each group. The Index indicates the extent to which out-of-province pleasure travellers are over or under-represented relative to all pleasure travellers in the province. An index of 100 means the percent of out-of-province travellers is the same as that of the average pleasure traveller. Index values over 100 indicate that out-of-province travellers are over-represented relative to the average pleasure traveller in the province. Index values less than 100 indicate that out-of-province travellers are under-represented relative to the average pleasure traveller in the province.

### Travel Activity (During Last Two Years)

83.3% of those who took a trip outside of Ontario also took a trip within the province during the last two years. In terms of out-of-province Canadian travel, 45.9% took an out-of-province trip to an adjacent province with Quebec (41.8%) by far the most common destination. 32.0% took a trip to a non-adjacent province or region; most often British Columbia (17.5%), Alberta (14.3%), New Brunswick (12.5%) and Nova Scotia (11.5%).

In terms of out-of-country travel, Ontario residents were most likely to have taken trips to the United States (68.9%). However, 24.1% took a trip to the Caribbean, 28.4% took a trip to an overseas destination and 14.5% took a trip to Mexico in the last two years.

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

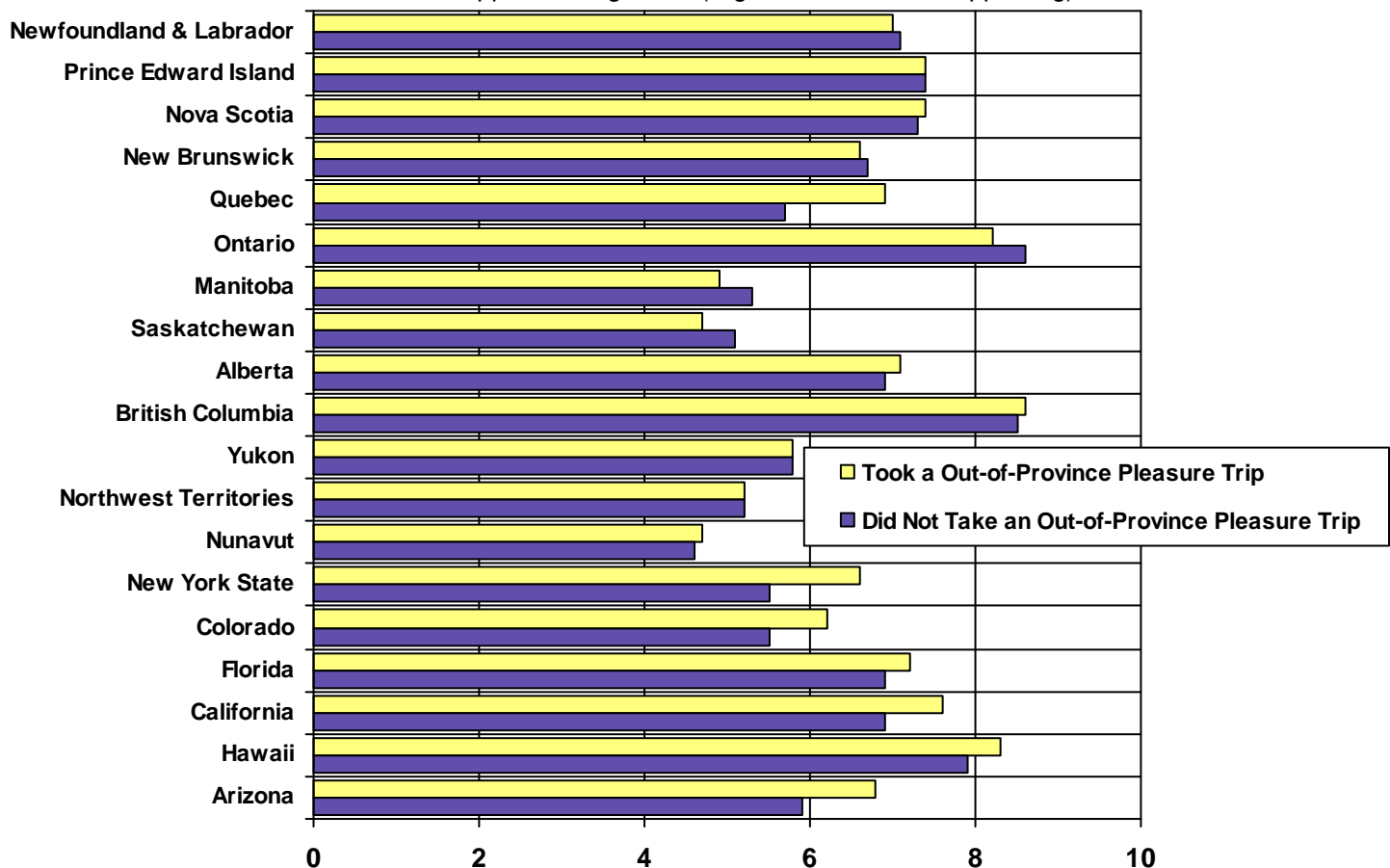
	Took a Pleasure Trip Outside of Ontario	Only Took Pleasure Trips Within Ontario	Total Pleasure Travellers in Ontario
Size of Market	6,084,935	1,083,765	7,168,700
Canada	90.9%	100.0%	92.3%
Took a trip within own province / region	83.3%	100.0%	85.8%
Took a trip to an adjacent province / region	45.9%	0.0%	38.9%
Took a trip to non-adjacent province / region	32.0%	0.0%	27.1%
Newfoundland and Labrador	4.7%	0.0%	4.0%
Prince Edward Island	7.3%	0.0%	6.2%
New Brunswick	12.5%	0.0%	10.6%
Nova Scotia	11.5%	0.0%	9.8%
Quebec	41.8%	0.0%	35.4%
Ontario	83.3%	100.0%	85.8%
Manitoba	8.1%	0.0%	6.9%
Saskatchewan	5.0%	0.0%	4.3%
Alberta	14.3%	0.0%	12.2%
British Columbia	17.5%	0.0%	14.8%
Yukon	0.5%	0.0%	0.4%
Northwest Territories	0.3%	0.0%	0.3%
Nunavut	0.2%	0.0%	0.2%
United States	68.9%	0.0%	58.5%
Mexico	14.5%	0.0%	12.3%
Caribbean	24.1%	0.0%	20.5%
All other destinations	28.4%	0.0%	24.1%

**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.

Ontario residents who took an out-of-province trip have a more favourable impression of Quebec. However, their impressions of most other Canadian destinations are comparable to those who did not travel outside of the province. One exception to this trend is that the out-of-province travellers have a less favourable impression of Manitoba and Saskatchewan than do the within-province travellers. Those who travelled outside of Ontario perceive the six U.S. reference states to be more appealing travel destinations than do those who did not take a trip outside of Ontario. It is not possible to determine whether these attitudinal differences are the result of travel activity to the United States or to a factor which contributes to their desire to travel to the United States.

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 Not on Trips

Ontario residents who took an out-of-province trip during the last two years are also more active in culture and entertainment pursuits while not travelling. They were especially likely to patronize local live art performances (e.g., the opera, ballet, classical music concerts, live theatre, jazz clubs) and to have attended professional and amateur sporting events. They are also more likely than those who did not take travel outside of Ontario to visit local museums and art galleries and to have stayed in a local hotel or B&B while not travelling. In part, this reflects the fact that out-of-province travellers are better-educated and have higher household incomes than those who only travel within Ontario.

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

	Took a Pleasure Trip Outside of Ontario	Only Took Pleasure Trips Within Ontario	Total Pleasure Travellers in Ontario	Index
Size of Market	6,084,935	1,083,765	7,168,700	100
Going out to eat in restaurants	91.6%	88.1%	91.1%	101
Going to festivals or fairs	62.9%	56.5%	61.9%	102
Going to pick-your-own farms or farmers' market	44.5%	44.8%	44.6%	100
Going to amateur sporting events	41.0%	33.3%	39.8%	103
Going to historic sites or heritage buildings	40.4%	27.3%	38.4%	105
Going to live theatre	39.9%	24.8%	37.6%	106
Going to museums	37.4%	18.5%	34.5%	108
Going to professional sporting events	36.2%	24.2%	34.4%	105
Going to art galleries or art shows	35.7%	19.5%	33.2%	107
Going to amusement or theme parks	31.3%	30.0%	31.1%	101
Going dancing	29.2%	25.3%	28.6%	102
Going to zoos or aquariums	29.1%	24.8%	28.4%	102
Going to bars with live pop or rock bands	28.2%	26.3%	28.0%	101
Going to rock music concerts	23.7%	19.7%	23.1%	103
Going to botanical gardens	22.9%	17.1%	22.0%	104
Going to gamble in casinos	22.6%	20.2%	22.2%	102
Going to classical music concerts	17.9%	9.8%	16.7%	107
Going to day spas	14.6%	6.1%	13.3%	110
Staying overnight in a hotel or B&B in own city	10.6%	3.8%	9.6%	111
Going to the ballet	9.0%	3.0%	8.1%	111
Going to jazz clubs	8.6%	5.4%	8.1%	106
Going to the opera	7.8%	3.6%	7.2%	109
Going to rodeos	2.2%	3.7%	2.4%	91

### Outdoor Activities Pursued While on Trips

Ontario residents who took a trip outside of the province were much more active in outdoor activities while on trips than are those who only travelled 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, scuba diving and snorkeling). They were also more likely to have gone downhill skiing and golfing while on trips. Fitness is also important to this travel segment as they were more likely than within-province travellers to exercise or jog and go cycling while on trips. By contrast, those who only took pleasure trips within the province were more likely to participate in nature-oriented activities such as fishing, hunting, boating and swimming while on trips.

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 Ontario	Only Took Pleasure Trips Within Ontario	Total Pleasure Travellers in Ontario	Index
Size of Market	6,084,935	1,083,765	7,168,700	100
Ocean Activities (e.g., swimming in ocean, sunbathing)	51.7%	32.1%	48.7%	106
Boating & Swimming (e.g., motorboating, swimming in lakes)	43.9%	48.3%	44.6%	98
Wildlife Viewing	39.1%	33.9%	38.4%	102
Hiking, Climbing & Paddling	33.4%	27.1%	32.4%	103
Sports & Games (e.g., tennis, board games)	25.6%	17.0%	24.3%	105
Fishing	22.1%	32.0%	23.6%	94
Golfing	21.1%	8.7%	19.3%	110
Exercising & Jogging	17.9%	8.6%	16.5%	109
Downhill Skiing & Snowboarding	16.1%	5.4%	14.5%	111
Team Sports (e.g., hockey, baseball)	12.8%	8.2%	12.1%	106
Cycling	12.5%	8.2%	11.9%	105
Skating (e.g., ice skating, rollerblading)	11.5%	6.7%	10.8%	107
Snowmobiling & ATVing	9.6%	9.5%	9.6%	100
Cross-country Skiing & Snowshoeing	7.6%	5.6%	7.3%	104
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	7.0%	4.4%	6.6%	106
Horseback Riding	5.0%	3.2%	4.7%	106
Freshwater Scuba & Snorkeling	4.1%	2.4%	3.9%	107
Hunting	2.6%	5.3%	3.0%	86
Wilderness Activities (e.g., wilderness skills course)	2.4%	2.8%	2.5%	97
Motorcycling	2.4%	1.5%	2.3%	106
Extreme Air Sports (e.g., parachuting)	1.0%	0.3%	0.9%	113

### Outdoor Activities Pursued While Not on Trips

While NOT travelling, Ontario residents who travelled outside of the province tend to be more active in outdoor activities that are typically more expensive or require special equipment (e.g., downhill skiing, snowboarding, golfing). They are also more likely to participate in many of the more strenuous outdoor activities (e.g., jogging, exercising, racket sports such as tennis). On the other hand, those who only took trips within the province are more likely to participate in nature-oriented activities such as hunting, fishing and camping and riding ATV's or snowmobiles while not travelling. Many of the activities more likely to be undertaken by within-province travellers are more common in rural areas or small towns. This may suggest that those who live in smaller towns or rural areas are less likely to take trips outside of Ontario than those who live in larger urban centers.

Fig. 8 Outdoor Activities Pursued While NOT on Trips

	Took a Pleasure Trip Outside of Ontario	Only Took Pleasure Trips Within Ontario	Total Pleasure Travellers in Ontario	Index
Size of Market	6,084,935	1,083,765	7,168,700	100
Day outing to a park	65.2%	65.1%	65.2%	100
Exercising at home or at a fitness club	64.1%	53.1%	62.5%	103
Swimming	63.5%	63.9%	63.5%	100
Gardening	62.0%	59.9%	61.7%	101
Picnicking	48.1%	46.3%	47.9%	101
Cycling	42.3%	34.6%	41.1%	103
Hiking	40.5%	38.9%	40.3%	101
Golfing	32.4%	21.9%	30.8%	105
Camping	30.0%	37.5%	31.2%	96
Ice-skating	26.9%	24.0%	26.5%	102
Jogging	25.8%	15.6%	24.3%	106
Fishing	25.1%	34.3%	26.5%	95
Sailing or other boating	24.3%	26.1%	24.5%	99
Playing team sports	22.9%	16.9%	21.9%	104
Playing racquet sports (e.g., tennis or badminton)	19.5%	11.5%	18.3%	107
Canoeing or kayaking	18.5%	15.3%	18.0%	103
Downhill skiing	15.8%	6.7%	14.4%	110
Rollerblading	13.8%	10.6%	13.3%	104
Cross-country skiing	9.7%	5.9%	9.1%	106
Riding an all-terrain vehicle (ATV)	9.1%	13.5%	9.8%	93
Snowmobiling	6.7%	11.6%	7.4%	90
Horseback riding	5.2%	5.9%	5.3%	98
Hunting	4.4%	8.2%	5.0%	88
Snowboarding	3.9%	1.7%	3.6%	110
Skateboarding	1.4%	1.9%	1.5%	95

### Accommodation Stayed In While on Trips

Those who took a trip outside of the province were much more likely to have stayed in a resort (e.g., seaside resorts, lakeside / riverside resorts, ski or mountain resorts) in the last two years. They also frequently stayed in public and private campgrounds. Relative to those who did not travel outside of the province, those who took trips outside of Ontario were especially likely to have stayed in a seaside resort or a ski or mountain resort in the last two years. They were also more likely to have stayed in many of the more exotic accommodation types (e.g., health spa, country inn or resort with a gourmet restaurant). On the other hand, those who only took within-province trips predominantly stayed in public or private campgrounds or lakeside or riverside resorts.

Fig. 9 Accommodation Stayed In While on Trips

	Took a Pleasure Trip Outside of Ontario	Only Took Pleasure Trips Within Ontario	Total Pleasure Travellers in Ontario	Index
Size of Market	6,084,935	1,083,765	7,168,700	100
Lakeside / Riverside Resort	22.6%	15.4%	21.5%	105
Seaside Resort	22.0%	0.9%	18.8%	117
A Public Campground in a National, State, Provincial or Municipal Park	21.7%	21.7%	21.7%	100
Ski Resort or Mountain Resort	15.2%	3.5%	13.4%	113
A Private Campground	13.9%	18.8%	14.6%	95
A Camp Site in a Wilderness Setting (Not a Campground)	6.6%	7.5%	6.7%	98
Health Spa	4.9%	2.3%	4.5%	109
Country Inn or Resort with Gourmet Restaurant	4.8%	3.2%	4.6%	105
Wilderness Lodge You Can Drive to by Car	4.6%	5.0%	4.7%	99
A Motor Home or RV while Travelling or Touring (Not a Camping Trip)	3.3%	1.2%	3.0%	110
Farm or Guest Ranch	2.6%	1.8%	2.5%	105
Remote or Fly-In Wilderness Lodge	1.5%	1.3%	1.5%	102
On a Houseboat	1.0%	0.3%	0.9%	111
Remote or Fly-In Wilderness Outpost	0.9%	0.7%	0.8%	103
Cooking School	0.4%	0.4%	0.4%	100
Wine Tasting School	0.3%	0.2%	0.3%	102

### Tours and Cruises Taken During Past Two Years

Ontario residents who took an out-of-province trip were much more likely to have taken tours and cruises during the last two years than were those who only travelled in Ontario. Sameday tours (both organized and self-guided) and city tours were the most popular. However, relative to within-province travellers, out-of-province travellers were especially likely to have taken multi-location and single location guided tours, tours of wineries and factories and cruises (e.g., Caribbean cruises, Alaskan cruises). Those who exclusively travelled within Ontario were most likely to have taken self-guided tours, scenic drives in the countryside and city tours.

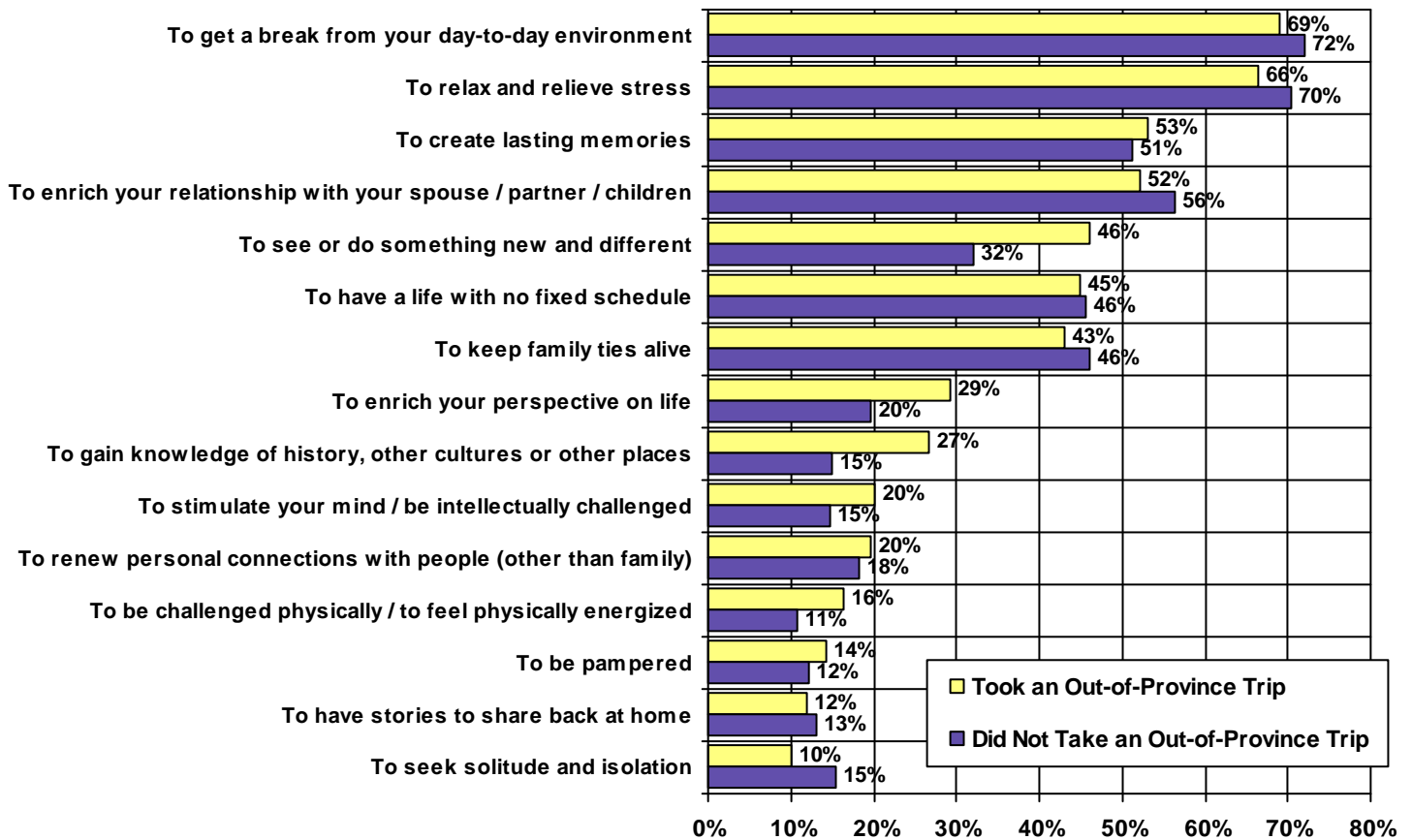
Fig. 10 Tours and Cruises Taken During Past Two Years

	Took a Pleasure Trip Outside of Ontario	Only Took Pleasure Trips Within Ontario	Total Pleasure Travellers in Ontario	Index
Size of Market	6,084,935	1,083,765	7,168,700	100
A self-guided, sameday tour while on an overnight trip	33.0%	19.7%	31.0%	106
Around the city	27.7%	12.0%	25.3%	109
An organized, sameday, guided tour while on an overnight trip	26.7%	6.9%	23.7%	113
Around the countryside - scenic drives	25.6%	11.8%	23.5%	109
A self-guided, overnight tour where you stayed in different locations	17.6%	5.8%	15.8%	111
On the water (sightseeing cruise)	15.8%	6.3%	14.4%	110
Wilderness tour	13.0%	6.3%	12.0%	108
An organized, overnight, guided tour where you stayed in different locations	11.9%	1.5%	10.3%	115
Some other type of tour	10.9%	4.1%	9.9%	110
An organized, overnight, guided tour where you stayed in a single location	9.3%	4.1%	8.5%	109
To a casino	8.4%	7.3%	8.2%	102
Caribbean ocean cruise	8.3%	0.0%	7.1%	117
To a winery	6.8%	1.9%	6.0%	112
Ocean cruise - Other	3.9%	0.0%	3.3%	118
Cruise on another lake or river	3.2%	0.8%	2.9%	113
To a factory	2.9%	0.3%	2.5%	115
Some other type of cruise	2.1%	0.1%	1.8%	117
In the air as a pilot or passenger of an airplane or helicopter	2.1%	0.8%	1.9%	111
Alaskan ocean cruise	1.8%	0.0%	1.5%	117
Great Lakes cruise	1.5%	0.5%	1.4%	111
Cruise on the St. Lawrence River	1.5%	0.9%	1.4%	106
Submarine cruise	0.1%	0.0%	0.1%	118

### Benefits Sought While on Vacation

As with most Canadian Pleasure Travellers, Ontario residents 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 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 physical challenge. By contrast, those who only travelled within the province are more likely to prefer vacations that offer solitude, allow them to keep family ties together and to enrich their relationships with family members. Clearly, those who exclusively travel within Ontario prefer quieter, nature-oriented vacations with other family members.

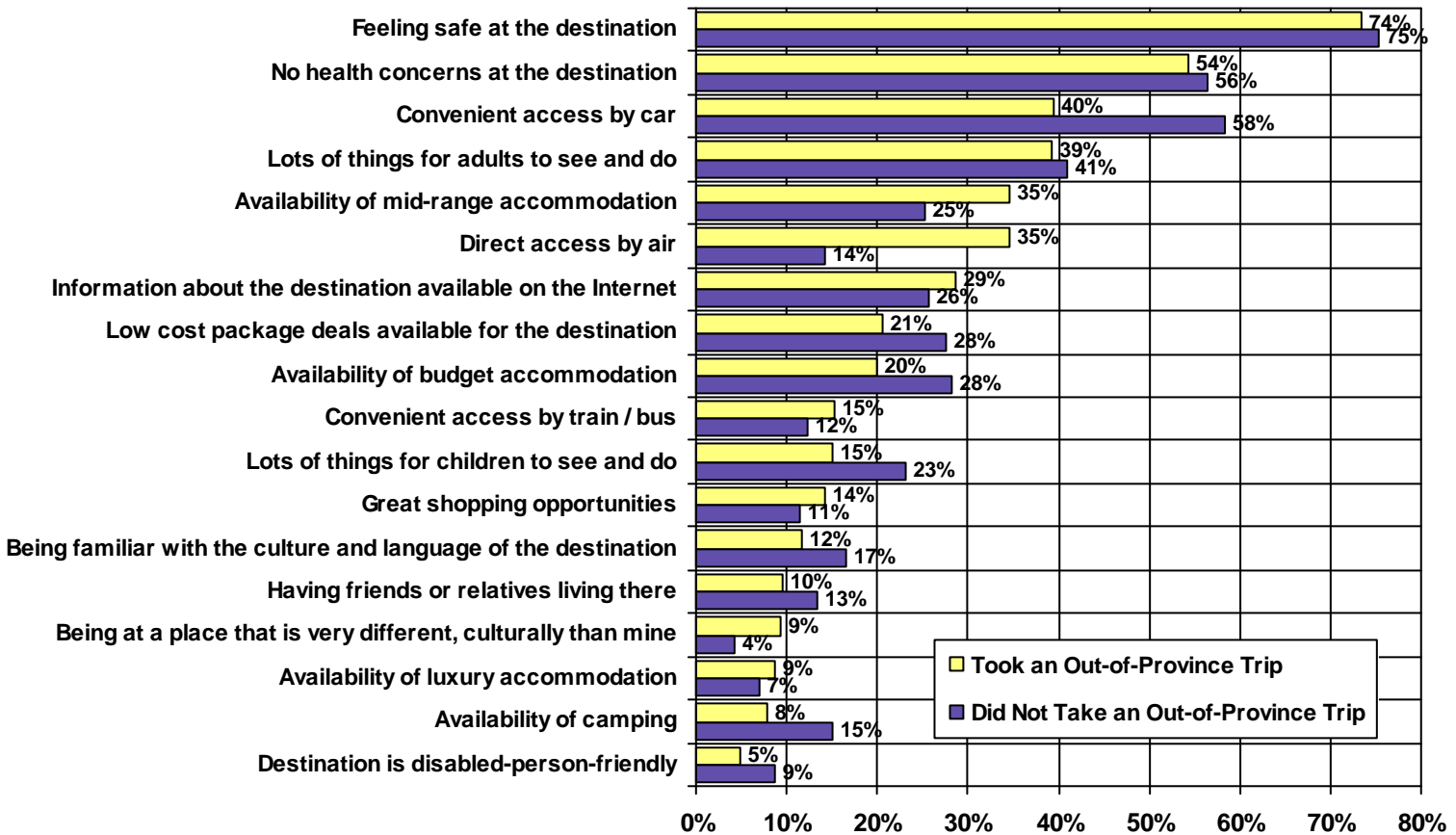
Fig.11 Benefits Sought While on Vacation  
(Percent Rating Each Benefit as “Highly Important”)



### Other Attributes of a Destination Considered Important

As with most Canadian Pleasure Travellers, Ontario 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 have a distinct culture, mid-range priced or luxury accommodation, great shopping opportunities and direct access by air, train or bus. By contrast, those who only took trips within Ontario consider it more important that a destination is conveniently accessible by car, has a familiar culture and language, has camping available, lots of activities for children to see and do and family or friends living nearby. Within-province travellers are also more likely to look for lower-cost, vacation packages and destinations that are suitable for persons with disabilities.

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



### How Destinations Are Selected

Similar to the average Canadian Pleasure Traveller, Ontario Pleasure Travellers most often begin planning vacations with a particular destination in mind. However, those who took trips outside of the province are more likely to report that they begin planning winter trips planning by first considering that types of activities they would like to do while on vacation.

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

	Took a Pleasure Trip Outside of Ontario	Only Took Pleasure Trips Within Ontario	Total Pleasure Travellers in Ontario	Index
Size of Market	6,084,935	1,083,765	7,168,700	100
<b>Summer</b>				
Started with a desired destination in mind	50.9%	48.5%	50.5%	101
Started by considering specific activities wanted to do	12.2%	10.4%	11.9%	102
Started with a certain type of vacation experience in mind	23.4%	26.0%	23.8%	98
Looked for packaged deals - no destination in mind	1.7%	0.9%	1.6%	108
Considered something else first	3.5%	3.6%	3.5%	99
Don't know / Other	8.3%	10.5%	8.6%	96
<b>Winter</b>				
Started with a desired destination in mind	50.6%	46.8%	50.2%	101
Started by considering specific activities wanted to do	15.5%	7.4%	14.6%	106
Started with a certain type of vacation experience in mind	17.5%	23.6%	18.2%	96
Looked for packaged deals - no destination in mind	3.9%	0.5%	3.5%	111
Considered something else first	3.6%	5.1%	3.8%	96
Don't know / Other	8.8%	16.7%	9.7%	91

### Trip Planning and Information Sources Consulted

Similar to the average Canadian Pleasure Traveller, Ontario Pleasure Travellers are typically responsible for planning their trips either on their own (41.3%) or with someone else (17.6%). When making vacation plans, those who travel outside of the province are more likely to consult a wider range of information resources to plan their trips. Relative to those who exclusively travelled within the province, Ontario residents who took an out-of-province trip are especially likely to obtain travel information from the Internet, travel guidebooks such as Fodor's, travel agents and automotive clubs. They are also more likely to make use of official tourism guides and brochures from states and provinces and information centers as well as travel information received in the mail or obtained through newspapers and magazines.

Fig. 14 Who Plans Vacations and Information Sources Consulted

		Took a Pleasure Trip Outside of Ontario	Only Took Pleasure Trips Within Ontario	Total Pleasure Travellers in Ontario	Index
Size of Market		6,084,935	1,083,765	7,168,700	100
Who Plans Trips?	Respondent plans trips	40.7%	44.5%	41.3%	99
	Trip planning a shared responsibility	18.1%	14.9%	17.6%	103
	Someone else plans trips	41.2%	40.5%	41.1%	100
Information Sources Consulted	An Internet website	72.7%	47.2%	69.0%	105
	Past experience / Been there before	52.5%	50.3%	52.2%	101
	Advice of others / Word-of-mouth	52.3%	41.4%	50.7%	103
	A travel agent	41.5%	3.7%	36.0%	115
	Maps	34.6%	21.7%	32.7%	106
	Official travel guides or brochures from state / province	25.3%	13.3%	23.5%	107
	Articles in newspapers / magazines	23.0%	11.6%	21.3%	108
	Visitor information centres	21.7%	15.5%	20.8%	104
	An auto club such as CAA	21.4%	7.3%	19.3%	111
	Travel guide books such as Fodor's	15.7%	1.4%	13.7%	115
	Advertisements in newspapers / magazines	15.1%	9.7%	14.3%	106
	Travel information received in the mail	8.5%	3.9%	7.8%	109
	Programs on television	7.0%	3.2%	6.4%	109
	An electronic newsletter or magazine received by e-mail	5.0%	1.7%	4.6%	111
	Advertisements on television	4.1%	3.9%	4.0%	100
Visits to trade, travel or sports shows	2.9%	2.8%	2.9%	101	



## Media Consumption Habits

Ontario residents who took trips outside of the province are much more likely to consume travel media (e.g., travel sections of newspapers, travel magazines) than those who exclusively travel in Ontario. Out-of-province travellers may also be effectively reached through city lifestyle magazines and business, finance and investing and news media (e.g., news magazines). They tend to listen to multicultural and classical music radio stations. Those who only travel in Ontario are more likely to watch soap operas and situational comedies on television and listen to country music radio stations.

Fig. 16 Media Consumption Habits

		Took a Pleasure Trip Outside of Ontario	Only Took Pleasure Trips Within Ontario	Total Pleasure Travellers in Ontario	Index
Size of Market		6,084,935	1,083,765	7,168,700	100
Newspaper Readership	Reads daily newspaper	87.5%	84.0%	87.0%	101
	Reads weekend edition of newspaper	87.6%	84.2%	87.1%	101
	Reads local neighbourhood or community newspapers	61.8%	62.6%	61.9%	100
	Reads other types of newspapers	16.1%	14.7%	15.9%	101
	Frequently or occasionally reads travel section of daily newspaper	49.0%	31.3%	46.3%	106
	Frequently or occasionally reads travel section of weekend newspaper	51.4%	31.7%	48.4%	106
Types of Magazines Read (Top 5 Indexed)	Travel (e.g., Condé Nast)	10.4%	2.6%	9.2%	113
	Business, finance and investing	19.3%	7.4%	17.5%	110
	Magazines about your city	15.2%	6.0%	13.8%	110
	News magazine	25.8%	15.2%	24.2%	107
	Professional sports	10.0%	7.1%	9.5%	104
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	28.1%	17.0%	26.4%	106
	Cooking shows	33.3%	28.8%	32.6%	102
	Shopping channels	6.3%	5.8%	6.2%	101
	Sports / sports shows	46.2%	43.0%	45.7%	101
	News / current affairs (e.g., 60 Minutes)	63.2%	59.7%	62.6%	101
	Type of Radio Programs Listened To (Top 5 Indexed)	Multicultural	6.9%	4.5%	6.6%
Classical music	18.4%	13.4%	17.6%	104	
All sports	11.1%	8.2%	10.7%	104	
News / Talk / Information	41.1%	31.3%	39.6%	104	
Jazz / Big band	10.3%	8.3%	10.0%	103	
Types of Websites Visited (Top 5 Indexed)	Travel	54.0%	27.5%	50.4%	107
	Network news sites (e.g., CBC, CNN)	37.7%	27.0%	36.2%	104
	Shopping (all types)	36.1%	29.2%	35.1%	103
	Newspaper sites	37.0%	30.4%	36.1%	103
	Magazine sites	17.0%	14.6%	16.7%	102

## Appendix One

## Canadian TAMS 2006 Culture and Entertainment Segmentation

Activity Segment	Activities in Segment	
Historical Sites, Museums & Art Galleries	Well-known Historic Sites or Buildings	Well-known Natural Wonders
	Other Historic Sites, Monuments and Buildings	Historical Replicas of Cities or Towns With Historic Re-Enactments
	Strolling Around a City to Observe Buildings and Architecture	Museum - Military /War Museums
	Museum - General History or Heritage Museums	Art Galleries Paleontological/Archaeological Sites
Shopping & Dining	Shop Or Browse - Bookstore or Music Store	Shop Or Browse – Antiques
	Shop Or Browse - Clothing, Shoes and Jewellery	Shop Or Browse - Gourmet Foods in Retail Stores
	Shop Or Browse - Local Arts & Crafts Studios or Exhibitions	Shop Or Browse - Greenhouse or Garden Centre
	Dining - Restaurants Offering Local Ingredients and Recipes	High-End Restaurants with an International Reputation
	Went to Local Outdoor Cafes	Other High-End Restaurants
Aboriginal Cultural Experiences	Aboriginal Cuisine (Tasted or Sampled)	Aboriginal Arts and Crafts Shows
	Aboriginal Heritage Attractions (e.g., Museums, Interpretive Centres)	Aboriginal Cultural Experiences in a Remote or Rural Setting
	Aboriginal Festivals & Events (e.g., Powwows)	Aboriginal Outdoor Adventure and /or Sports
Fairs & Festivals	Farmers' Markets or Country Fairs	Firework Displays
	Carnivals	Ethnic Festivals
	Exhibition or Fairs	Food /Drink Festivals
Science & Technology Exhibits	Science or Technology Museums	Children's Museums
	Science & Technology Theme Parks	Went to an Imax Movie Theatre
	Planetarium	
Theme Parks & Exhibits	Amusement Park	Aquariums
	Water Theme Park	Zoos
	Movie Theme Park	Entertainment Farms (e.g., Corn Maze, Petting Zoo)
	Wax Museums	
High Art Performances	Classical or Symphony Concert	Ballet or Other Dance Performances
	Opera	
Professional Sporting Events	Professional Football Games	Professional Golf Tournaments
	Professional Basketball Games	Professional Ice Hockey Games
	Professional Baseball Games	Professional Soccer Games
Live Theatre	Live Theatre	Live Theatre with Dinner
	Theatre Festivals	
Literary & Film Festivals	Literary Festivals or Events	International Film Festivals
Tastings	Went to Wineries for Day Visits and Tasting	Cooking /Wine Tasting Courses
	Went to Breweries for Day Visits and Tasting	Visited Food Processing Plants (e.g., Cheese Factory)
Casinos	Went to a Casino	
Spas	Day Visit to a Health & Wellness Spas while on an Overnight Trip	
Participatory Historical Activities	Historical Re-Enactments (as an Actor)	Interpretive Program at a Historic Site or National/ Provincial Park
	Curatorial Tours	Archaeological Digs
Equestrian & Western Events	Equine (Horse) Competitions	Western Theme Events (e.g., Rodeos)
	Horse Races	
Agro-Tourism	Dining At A Farm	Harvesting and /or Other Farm Operations

<b>Appendix One</b>		
<b>Canadian TAMS 2006 Culture and Entertainment Segmentation</b>		
<b>Activity Segment</b>	<b>Activities in Segment</b>	
	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	