



Travel Activities and Motivations of U.S. Residents

An Overview

January 2007



TABLE OF CONTENTS

EXECUTIVE SUMMARY.....3

INTRODUCTION.....7

OVERNIGHT TRAVEL BY AMERICANS.....9

 Incidence of Overnight Travel 9

 Reasons for not Taking Overnight Trips 10

 Destinations Visited 11

 Activity Participation while on Overnight Trips and Importance
of Specific Activities as Trip Motivators 12

 Shelter Used on Camping Trips 21

 Tours 22

 Cruises 23

BUSINESS TRAVEL.....24

 Incidence of Business or Job-related Travel 24

 Incentive Travel 25

PLEASURE OR VACATION TRAVEL26

 Incidence of Overnight Pleasure or Vacation Travel 26

 Number of Pleasure or Vacation Trips 27

 Places Visited During Pleasure or Vacation Trips 28

 Number of Overnight Trips to Specific Destinations 29

TRIP PLANNING30

 Involvement with Planning 30

 Information Sources 31

 Types of Websites Used 32

 Booking on the Internet 33

 Purchases of Travel Packages 34

DECISION-MAKING PROCESS.....35

 Destination or Experience? 35

 Benefits Sought from Pleasure or Vacation Trips 36

 The Importance of the Choice of Destination 37

 Important Considerations in Choosing a Destination 38

IMPRESSIONS AND RATINGS OF DESTINATIONS.....39

 Appeal of a Destination 39

 Reasons to Travel to Destination 40

ACTIVITY PARTICIPATION AT HOME.....41

- Outdoor Activities 41
- Entertainment Activities 42

COTTAGE OR VACATION HOME OWNERSHIP AND LOCATION43

RECREATION VEHICLE OWNERSHIP44

MEDIA HABITS45

- Newspapers 45
- Magazines 46
- Television 47
- Radio 48
- Internet Use 49
- Membership in Organizations and Programs 50

GENERAL ATTITUDES.....51

VACATIONS DAYS52

DEMOGRAPHICS.....53

- Age and Household income 53
- Occupation and Household Composition 54
- Respondent’s Place of Birth 55
- Parent’s Place of Birth 56
- Education 57

EXECUTIVE SUMMARY

This report, entitled “Travel Activities and Motivations of U.S. Residents: An Overview”, is based on a survey of Canadian and American travellers conducted between January and June 2006. However, this report deals only with the travel patterns and attitudes of Americans. The report about the travel patterns of Canadians, entitled “Travel Activities and Motivations of Canadian Residents: An Overview” has been released on the Alberta-Canada website: www.alberta-canada.com/statpub/tourismResearch/tams_national.cfm.

Unless otherwise specified, data in this report pertaining to American travel patterns refer to the two-year time period including 2004 and 2005.

Overnight Travel by Americans

- In the last two years, 79% of adult Americans, or 176 million, took at least one overnight trip, while 46 million did not take any such trips.
- Although most Americans who did not travel cited time or financial constraints, 8.7% mentioned reasons related to health and terrorism issues and 5.4% gave reasons related to hassles at border crossings. These are new issues that did not arise in surveys prior to the terror attacks of September 11, 2001.
- In the last ten years, as well as in the last two years, Canada was the top foreign destination visited by Americans for overnight trips. In the last two years, 30% of American travellers have visited Canada, Mexico or the Caribbean and only 16% have taken an overnight trip outside North America.
- On overnight trips, Americans most enjoy: dining at restaurants that offer local ingredients and recipes, shopping for clothing, shoes or jewelry, visiting casinos or amusement parks, and strolling around a city to observe its buildings and architecture.
- Although American travellers enjoy shopping and dining (79%), that is not what brings them to the destination. Dining was the main reason for taking overnight trips in only 12% of all the trips that had dining as an activity. Similarly, only in 13% of the trips in which Americans engaged in shopping, was shopping the main reason for taking these trips.
- Only 26 out of the 194 activities undertaken by overnight American travellers were trip-motivators in 50% or more of the trips that included the activity. This suggests that on the whole, single activities do not act as trip motivators.
- Of the activities that Americans engaged in during their overnight trips:
 - 78% of trips containing hunting for big game were primarily motivated for hunting big game.
 - 76% of trips that included a package golf tour were primarily motivated by taking a package golf tour.

- 75% of trips containing motorcycling as an overnight touring trip were primarily motivated by motorcycling as an overnight touring trip.
- 72% of trips containing downhill skiing were primarily motivated by downhill skiing.
- 70% of the trips that used a snowmobile for an overnight touring trip were primarily motivated to use a snowmobile for an overnight touring trip.

Trip Planning

- In 2004-05, the majority (63%) of adult Americans got personally involved in planning all of their overnight, out-of-town pleasure or vacation trips. And of those who got involved with planning, the majority (76%) used the Internet as one of their trip planning tools.
- Almost half of the American pleasure travellers used the Internet to make travel purchases (such as airline tickets).
- In planning overnight pleasure trips, Americans are more likely to use hotel or travel websites such as Expedia and Travelocity than government-related web sites
- American travellers relied on other sources of information to help plan their trip. Approximately 55% of travellers who are involved in planning an overnight pleasure trip relied on their past experiences and 45% relied on advice of friends or relatives. Less than a quarter of travellers relied on a travel agent (19%).
- Nearly a quarter of adult Americans who were involved in planning overnight pleasure trips used advertising (in newspapers, or on TV or in publications received by mail) as a source of information.

Decision Making Process

- The majority of American overnight pleasure travellers started their trip-planning process by considering the destination they wanted to visit, rather than activities or travel experiences.
- There are five benefits that more than 50% of American travellers seek when they take overnight pleasure or vacation trips. Three of them relate to the positive impact that travel has on individual mental health including reduced boredom and a break from routine work and a highly structured life.
- 85% of all American travellers used travel to relieve stress in one form or another. Some 54% of travellers reported that they sought knowledge and mental stimulation, while 69% wanted to maintain or improve relationships.
- Two-thirds (67%) of the American travellers indicated that the choice of the destination for a pleasure or vacation trip is very or extremely important to them (at least as important as buying a house or a car).

- In choosing a destination, two conditions were vital to a majority of American travellers: Feeling safe at the destination (72%) and having convenient access to the destination by car (51%).
- Among American travellers, 79% rate comfort and safety as highly important, and 67% rate the cost of travel as highly important.

Impressions and Ratings of Destinations

- About one-third of American travellers had no impressions of Canadian provinces or territories and were unable to rate them.
- For eight out of 12 Canadian jurisdictions the proportion of American travellers who rated them as very unappealing is greater than the proportion who rated them as very appealing travel destinations. The four jurisdictions that received higher appeal ratings were: Prince Edward Island, Quebec, Ontario and British Columbia.
- Hawaii is by far the most appealing destination for the majority of American travellers.

Activity Participation at Home

- American adults (travellers and non-travellers) say that their preferred outdoor activities at home are outings to parks, swimming, exercising and gardening.
- Even when they are home, travellers are more active than non-travellers.

Cottage and Recreational Vehicle Ownership

- Almost 20% of American travellers (or 34.5 million) have access to a cottage, cabin or vacation home. Almost all of these cottages and vacation homes are in the United States (93%) and most are in the travellers' home states.
- Almost 1 million American travellers (949,185) have cottages or vacation homes in Canada, 60% of which are located in Ontario.

Media Habits

- About 60% of American travellers read the weekday edition of a newspaper in a typical week and an additional 26% read it occasionally or rarely. Similar proportions read the weekend edition of a newspaper.
- 42% of American travellers read the travel section of a daily newspaper frequently or occasionally and 49% read the travel section of a weekend edition with the same frequency.

- Entertainment and music magazines, such as *People* and *TV Guide*, enjoyed the highest readership among American travellers.
- Movies on TV and dramas (such as *Law & Order*, *The West Wing* and *The O.C.*) had the highest audience among American travellers. Only 3% of American travellers stated that they do not watch TV on a regular basis.
- It would appear that all American travellers listen to the radio on a regular basis. Radio stations that play “oldies” music were the most popular among American travellers.
- 80% of American travellers use the Internet as a source of information for personal use. Websites with information on weather, shopping and entertainment are visited by American travellers more often than other sites.
- Slightly less than one-third of American travellers belong to a frequent flyer program and 42% are members of an automobile club such as AAA.

Vacation Days

- In 2005, 20% of all American travellers received 1 to 14 days of paid vacation from their employer. 14% of all American travellers received no paid vacations days from their employer.
- In 2005, of the Americans who were entitled to paid vacation, 22% did not use any of their vacation days while 38% used between 1 and 14 days.

Demographics

- American travellers are on average younger than non-travellers and have nearly double the household income of non-travellers.
- Compared to travellers, higher proportions of American non-travellers are retired, suffer from a long-term illness, or are unemployed and lower proportions are employed as full time paid employees.
- The vast majority of American travellers live with a spouse or partner and about one-third of them have children under the age of 18.
- American travellers are significantly more educated than American non-travellers. Over 38% of American travellers have a university degree.

INTRODUCTION

This report is based on the 2006 Travel Activities and Motivations Survey (TAMS), which examined the recreational activities and travel habits of Canadians and Americans looking at their travel behaviour over the past two-year period. The survey 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.

This report deals only with the travel patterns and attitudes of Americans. The report on the Canadian travel patterns has been released on the Alberta-Canada website: www.alberta-canada.com/statpub/tourismResearch/tams_national.cfm.

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 Alberta;
- Create packaging opportunities for each of these markets;
- Determine how to reach these markets (i.e. in terms of communication strategies); and
- Provide information on how to better fine-tune and target existing marketing campaigns.

TAMS was sponsored by the following organizations:

The Ontario Ministry of Tourism
The Ontario Tourism Marketing Partnership
The Canadian Tourism Commission
The Atlantic Canada Opportunities Agency
The Department of Canadian Heritage
Parks Canada
Statistics Canada

The Quebec Ministry of Tourism
Tourism Manitoba
Tourism Saskatchewan
Alberta Tourism, Parks, Recreation & Culture
Tourism BC
The Government of Yukon
The Government of Northwest Territories

The survey was conducted in Canada and the United States between January 2006 and June 2006. Only adults (18 years and over) were recruited to complete the survey, thus only the travel characteristics and behaviours of Americans of at least 18 years of age were examined by TAMS.

The reference period for the data is 2004 and 2005 and, unless otherwise specified, data in this report refers to this period.

'Trips' in this report refers to overnight out-of-town travel.

The U.S. survey consisted of a mailback survey only a existing mail panel was utilized.

- The panel's response rate for this survey was 71%.
- The U.S. database consists of 60,649 completed responses

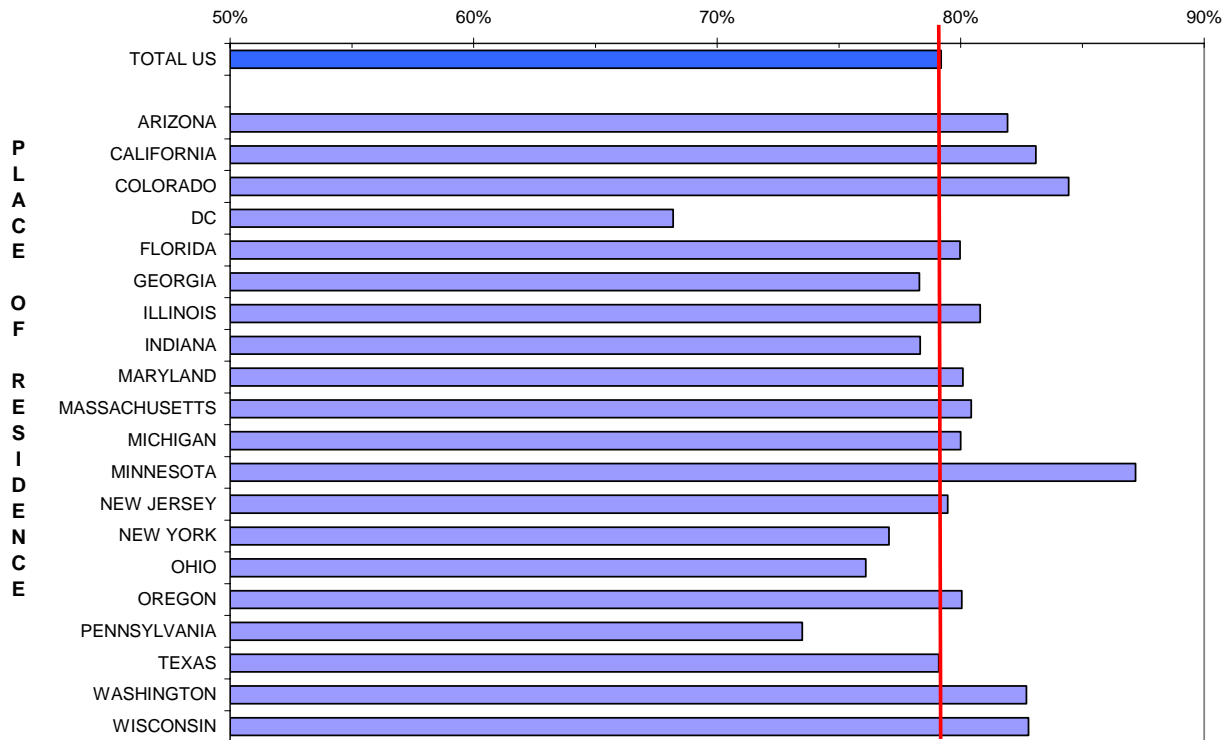
This is the second TAMS survey; the first was completed in 2000. For the 2006 TAMS, the questionnaire was adjusted to better meet the needs of our tourism stakeholders. Some of the differences include:

- More detailed questions regarding activities, as well as identifying the activities that were the primary motivators for trips;
- Identification of the travel decision-maker in the family and the process of selecting trip types;
- Identification of planning sequence regarding destinations, experiences or activities;
- Ratings of various factors as to their importance in deciding where to travel;
- More detailed questions regarding media habits;
- Additional questions on ethnic/cultural background to identify the country of birth of the parents of the respondents as well as the time of immigration; and
- Ratings of Canadian and foreign jurisdictions as destinations for pleasure travel.

OVERNIGHT TRAVEL BY AMERICANS

Incidence of Overnight Travel

PERCENT OF AMERICANS WHO TOOK ONE OR MORE TRIPS OF ONE OR MORE NIGHTS DURING 2004-05
Selected US States



Highlights:

- 79%, or 176 million, of adult Americans (18 years of age or older) took at least one overnight, out-of-town trip during the two year period 2004-05.
- Americans residing in Minnesota, Colorado, California, Washington, Wisconsin and Arizona were the most likely to travel overnight.
- 46 million adult Americans (21% of the total adult population) reported that they did not take any overnight trips.

Reasons for not Taking Overnight Trips

REASON	% of Americans who did not travel	Number of Americans who did not travel (46.5 million)
Financial reasons (not enough money, unemployed, etc.)	42%	19,697
Too expensive / I would rather spend the money on something else	28%	12,841
Not enough time to travel	17%	7,748
Sick / Infirm / Disabled	14%	6,725
Nobody to travel with	10%	4,576
No particular reason	9%	4,037
No interest / Nothing to see or do that appeals to me	8%	3,508
No out-of-town family or friends to visit	8%	3,485
I have young children	7%	3,149
Recently made a major purchase (house, car, etc.)	6%	2,626
Worried about health issues at the destination	5%	2,540
Too much hassle to travel (passports, border crossings, etc.)	5%	2,522
I am done travelling	5%	2,489
Too old to travel	5%	2,459
Worried about terrorism	5%	2,200
Language difficulties / Don't speak the language	1%	639
Some other reason	9%	4,409
Don't Know	1%	365
Not Stated	17%	7,787

Note: Multiple responses were allowed.

Highlights:

- Americans cited financial and time constraints as the top reasons for not taking overnight, out-of-town trips.
- Fears about health issues or terrorism at the destination are new issues that did not appear the last time this survey was done (1999/2000) and seem to reflect the anxiety stemming from wars, SARS and the September 11, 2001 terror attacks.

Destinations Visited

DESTINATION	# of American travellers who visited this destination in 2004-05 (000s)	% of total traveller (176.4 million)	# of American travellers who visited this destination in the last 10 years (000s)	% of total travellers (176.4 million)
U.S. (NET)	173,790	98.5%	174,819	99.1%
YOUR OWN STATE	138,937	78.8%	149,522	84.8%
SOME OTHER U.S. STATE	156,955	89.0%	166,784	94.6%
CANADA (NET)	24,982	14.2%	46,611	26.4%
NEWFOUNDLAND & LABRADOR	708	0.4%	1,869	1.1%
PRINCE EDWARD ISLAND	1,041	0.6%	2,822	1.6%
NEW BRUNSWICK	1,399	0.8%	3,377	1.9%
NOVA SCOTIA	2,297	1.3%	5,572	3.2%
QUEBEC	5,323	3.0%	12,335	7.0%
ONTARIO	14,181	8.0%	27,046	15.3%
MANITOBA	896	0.5%	2,430	1.4%
SASKATCHEWAN	831	0.5%	2,237	1.3%
ALBERTA	2,056	1.2%	5,594	3.2%
BRITISH COLUMBIA	7,049	4.0%	15,813	9.0%
YUKON	968	0.5%	2,412	1.4%
NORTHWEST TERRITORIES	673	0.4%	1,632	0.9%
NUNAVUT	82	0.0%	274	0.2%
MEXICO	23,250	13.2%	42,159	23.9%
SOUTH/CENTRAL AMERICA	5,758	3.3%	10,849	6.2%
THE CARIBBEAN	21,740	12.3%	38,312	21.7%
EUROPE (incl. UK&RUSSIA)	15,581	8.8%	31,945	18.1%
AUSTRALIA/NEW ZEALAND	1,622	0.9%	4,917	2.8%
ASIA	5,166	2.9%	9,821	5.6%
AFRICA	1,268	0.7%	3,380	1.9%
SOME OTHER DESTINATION	5,990	3.4%	10,994	6.2%
NOT STATED	1,350	0.8%	883	0.5%

Note: Numbers and percentages do not add up to 100% because travellers visit more than one place.

Highlights:

- 14% of all American travellers took an overnight trip to Canada in the last 2 years. Ontario had the most travellers (8%) followed by British Columbia (4%) and Quebec (3%).
- Over the last ten years and in the most recent two-year period, Canada has been the top foreign destination visited by American for overnight trips.

Activity Participation while on Overnight Trips and Importance of Specific Activities as Trip Motivators

Highlights for All Activity Tables:

- Only 26 out of the 194 activities undertaken by overnight American travellers were trip-motivators in 50% or more of the trips that included the activity. This suggests that on the whole, single activities do not act as trip motivators.
- 31% of American travellers did not mention any activity as the main reason for taking any of their trips, either because single activities do not act as trip-motivators for many travellers or because they did not want to bother answering a long question. Given the low non-response rates in all of the other TAMS questions, this high percentage most likely signifies again that for a large portion of American travellers, single activities do not act as trip-motivators.
- Of the single activities that Americans engaged in during their overnight trips:
 - 78% of trips containing hunting for big game were primarily motivated by hunting big game.
 - 76% of trips that included a package golf tour were primarily motivated by taking a package golf tour.
 - 75% of trips containing motorcycling as an overnight touring trip were primarily motivated by motorcycling as an overnight touring trip.
 - 72% of trips containing downhill skiing were primarily motivated by downhill skiing.
 - 70% of the trips that used a snowmobile for an overnight touring trip were primarily motivated to use a snowmobile for on overnight touring trip.
- Dining at restaurants that offer local ingredients and recipes (57%), shopping for clothing, shoes or jewellery (48%), going to a casino (34%) or an amusement park (33%) and strolling around a city to observe buildings and architecture (33%) are the most popular single activities for overnight travellers.
- Although American travellers enjoy shopping and dining when they travel, they tend to list other activities as the primary reason for their travel. Dining was the main reason for taking trips of one or more nights in only 12% of all the trips that had dining as an activity. Similarly, only in 13% of the trips that had shopping as an activity was shopping the main reason for the trip.
- Winter outdoor activities as a group had the highest ratio of trips motivated by these activities to total trips containing these activities (64%).

ACTIVITIES DURING OVERNIGHT TRIPS IN 2004 – 2005	American travellers (000s)	% of total travellers (176.4 million)	% of travellers for whom this activity motivated some of their trips
WATER-BASED OUTDOOR ACTIVITIES (NET)	91,509	51.9%	25.4%
FISHING (NET)	32,118	18.2%	7.3%
FISHING - FRESH WATER	25,330	14.4%	5.7%
FISHING - SALT WATER	12,362	7.0%	2.4%
FISHING - TROPHY FISHING	1,350	0.8%	0.4%
KAYAKING/CANOEING (NET)	11,557	6.6%	1.8%
KAYAKING OR CANOEING – FRESHWATER	8,598	4.9%	1.6%
KAYAKING OR CANOEING – OCEAN	4,033	2.3%	0.4%
KITE SURFING	423	0.2%	0.1%
MOTOR BOATING	15,708	8.9%	2.4%
PARASAILING	3,428	1.9%	0.3%
SAILING	4,694	2.7%	0.8%
SCUBA (NET)	5,629	3.2%	1.2%
SCUBA DIVING IN LAKES / RIVERS	918	0.5%	0.2%
SCUBA DIVING IN SEA / OCEAN	5,252	3.0%	1.1%
SNORKELING (NET)	18,746	10.6%	2.4%
SNORKELING IN LAKES OR RIVERS	1,920	1.1%	0.2%
SNORKELING IN SEA / OCEAN	17,983	10.2%	2.3%
SUNBATHING OR SITTING ON A BEACH	49,779	28.2%	12.1%
SWIMMING (NET)	60,066	34.1%	10.4%
SWIMMING IN LAKES	27,991	15.9%	3.8%
SWIMMING IN OCEANS	47,108	26.7%	8.4%
WATER SKIING	6,552	3.7%	1.1%
WHITE WATER RAFTING	5,089	2.9%	1.4%
WIND SURFING	631	0.4%	0.1%

ACTIVITIES DURING OVERNIGHT TRIPS IN 2004 - 2005	American travellers (000s)	% of total travellers (176.4 million)	% of travellers for whom this activity motivated some of their trips
WINTER OUTDOOR ACTIVITIES (NET)	20,936	11.9%	7.6%
DOG SLEDDING	593	0.3%	0.1%
ICE FISHING	2,337	1.3%	0.8%
ICE-SKATING	3,761	2.1%	0.4%
SKIING (NET)	12,545	7.1%	5.0%
CROSS COUNTRY	2,431	1.4%	0.6%
CROSS/BACK COUNTRY AS AN OVERNIGHT TOURING TRIP	380	0.2%	0.1%
DOWNHILL	10,960	6.2%	4.5%
HELI-SKIING	216	0.1%	0.1%
SKI JOURING	173	0.1%	0.0%
SNOWBOARDING	4,452	2.5%	1.5%
SNOWMOBILING	3,414	1.9%	1.0%
DAY USE ON ORGANIZED TRAIL	3,220	1.8%	0.9%
AS AN OVERNIGHT TOURING TRIP	650	0.4%	0.3%
SNOWSHOEING	1,369	0.8%	0.2%
LAND-BASED ACTIVITIES (NET)	100,773	57.1%	24.6%
ALL TERRAIN VEHICLE (NET)	9,862	5.6%	1.6%
USED ONE FOR A SAME DAY EXCURSION	9,373	5.3%	1.5%
USED ONE AS PART OF AN OVERNIGHT TOURING TRIP	1,759	1.0%	0.5%
BUNGEE JUMPING	729	0.4%	0.1%
CLIMBING (NET)	7,077	4.0%	1.4%
ICE CLIMBING	253	0.1%	0.1%
ROCK CLIMBING	3,284	1.9%	0.6%
MOUNTAIN CLIMBING / TREKKING	4,777	2.7%	1.0%
CYCLING (NET)	10,883	6.2%	1.7%
SAME DAY EXCURSION	8,451	4.8%	1.1%
MOUNTAINING BIKING	3,437	1.9%	0.6%
USED ONE FOR AN OVERNIGHT TOURING TRIP	962	0.5%	0.3%
FITNESS (NET)	24,263	13.8%	1.9%
WORKING OUT IN A FITNESS CENTRE	17,212	9.8%	1.2%
JOGGING OR EXERCISING OUTDOORS	15,851	9.0%	1.3%
GOLFING (NET)	18,377	10.4%	3.5%
PLAYED AN OCCASIONAL GAME	16,343	9.3%	2.1%
PLAYED DURING A STAY AT A GOLF RESORT	5,080	2.9%	1.8%
TOOK PACKAGE GOLF TOUR TO PLAY ON VARIOUS COURSES	2,236	1.3%	1.0%

ACTIVITIES DURING OVERNIGHT TRIPS IN 2004 – 2005	American travellers (000s)	% of total travellers (176.4 million)	% of travellers for whom this activity motivated some of their trips
LAND-BASED ACTIVITIES - Continued			
HIKING (NET)	32,129	18.2%	5.6%
SAME DAY EXCURSION WHILE ON OVERNIGHT TRIP	29,661	16.8%	4.0%
HIKING IN WILDERNESS WITH OVERNIGHT CAMPING	7,446	4.2%	2.6%
HORSEBACK RIDING (NET)	10,553	6.0%	1.5%
SAME DAY HORSEBACK RIDING EXCURSION TRAVELED BY HORSE WITH OVERNIGHT STOPS	10,211	5.8%	1.3%
	948	0.5%	0.3%
HUNTING (NET)	9,288	5.3%	3.8%
BIG GAME	6,417	3.6%	2.8%
SMALL GAME	4,153	2.4%	1.4%
BIRDS	3,434	1.9%	1.2%
IN-LINE / ROLLER BLADING	2,105	1.2%	0.2%
MINI-GOLF	23,121	13.1%	1.2%
MOTORCYCLING (NET)	5,283	3.0%	1.7%
DAY EXCURSION WHILE ON AN OVERNIGHT TRIP	4,667	2.6%	1.3%
AS AN OVERNIGHT TOURING TRIP	2,500	1.4%	1.1%
VISITED NATIONAL, PROVINCIAL, STATE NATIONAL PARK	45,375	25.7%	10.0%
SKATEBOARDING	1,178	0.7%	0.2%
VIEWING NORTHERN LIGHTS	3,762	2.1%	0.6%
WILDFLOWERS / FLORA VIEWING	15,319	8.7%	1.7%
WILDLIFE VIEWING (NET)	30,841	17.5%	4.4%
BIRD WATCHING	12,128	6.9%	1.3%
WHALE WATCHING AND OTHER MARINE LIFE	14,097	8.0%	2.1%
LAND BASED ANIMALS	22,268	12.6%	3.0%
TEAM SPORTS (NET)	31,935	18.1%	6.1%
BADMINTON	1,541	0.9%	0.1%
BASEBALL OR SOFTBALL	6,262	3.6%	1.7%
BASKETBALL	4,909	2.8%	0.9%
BEACH VOLLEYBALL	4,296	2.4%	0.4%
BOARD GAMES	12,365	7.0%	0.5%
BOWLING	8,600	4.9%	1.2%
CURLING	249	0.1%	0.0%
FOOTBALL	4,237	2.4%	1.2%
ICE HOCKEY	1,400	0.8%	0.5%
PAINTBALL	1,471	0.8%	0.2%
SOCCER	2,807	1.6%	0.8%
SQUASH	184	0.1%	0.0%
TENNIS	4,491	2.5%	0.5%
VOLLEYBALL	4,120	2.3%	0.5%

ACTIVITIES DURING OVERNIGHT TRIPS IN 2004 – 2005	American travellers (000s)	% of total travellers (176.4 million)	% of travellers for whom this activity motivated some of their trips
ABORIGINAL ACTIVITIES (NET)	14,752	8.4%	2.6%
ABORIGINAL CULTURAL EXPERIENCES IN A REMOTE OR RURAL SETTING WHERE YOU STAYED FOR ONE OR MORE NIGHTS	3,889	2.2%	0.8%
ABORIGINAL HERITAGE ATTRACTIONS (e.g. MUSEUMS, INTERPRETIVE CENTRES)	10,253	5.8%	1.4%
ABORIGINAL FESTIVALS AND EVENTS (e.g., POW WOWS)	4,400	2.5%	0.9%
ABORIGINAL CUISINE (TASTED OR SAMPLED)	4,460	2.5%	0.6%
ABORIGINAL ARTS AND CRAFTS SHOWS	5,810	3.3%	0.9%
ABORIGINAL OUTDOOR ADVENTURE OR SPORTS	1,734	1.0%	0.3%
PERFORMING ARTS (NET)	67,997	38.5%	14.7%
BALLET OR OTHER DANCE PERFORMANCES	9,009	5.1%	1.6%
CLASSICAL OR SYMPHONY CONCERT	8,736	5.0%	1.6%
COUNTRY / WESTERN MUSIC CONCERTS	12,106	6.9%	2.8%
FREE OUTDOOR PERFORMANCE (e.g., THEATRE, CONCERT) IN A PARK SETTING	23,963	13.6%	2.8%
JAZZ CONCERT	6,393	3.6%	1.1%
LIVE THEATRE	23,011	13.0%	4.0%
LIVE THEATRE WITH DINNER	10,994	6.2%	1.9%
OPERA	3,182	1.8%	0.8%
ROCK & ROLL / POPULAR CONCERT	20,309	11.5%	5.4%
STAND-UP COMEDY CLUBS & OTHER VARIETY SHOWS	19,023	10.8%	2.2%
CIRCUS	6,878	3.9%	1.2%
FESTIVALS & EVENTS (NET)	73,291	41.5%	15.3%
CARNIVALS	15,437	8.8%	2.3%
INTERNATIONAL FILM FESTIVALS	1,655	0.9%	0.4%
LITERARY FESTIVALS OR EVENTS	1,621	0.9%	0.3%
MUSIC FESTIVALS	10,704	6.1%	2.9%
THEATRE FESTIVALS	2,645	1.5%	0.6%
FARMERS' MARKETS OR COUNTRY FAIRS	32,140	18.2%	3.6%
EXHIBITION OR FAIRS	18,463	10.5%	3.2%
RELIGIOUS FESTIVALS	8,680	4.9%	2.4%
FOOD / DRINK FESTIVALS	17,124	9.7%	2.8%
ETHNIC FESTIVALS	9,292	5.3%	1.5%
WESTERN THEME EVENTS SUCH AS RODEOS	5,588	3.2%	1.2%
GAY PRIDE PARADES	2,406	1.4%	0.6%
FIREWORK DISPLAYS	27,448	15.6%	3.4%
HOT AIR BALLOON FESTIVALS	3,725	2.1%	0.9%
COMEDY FESTIVALS	1,747	1.0%	0.3%

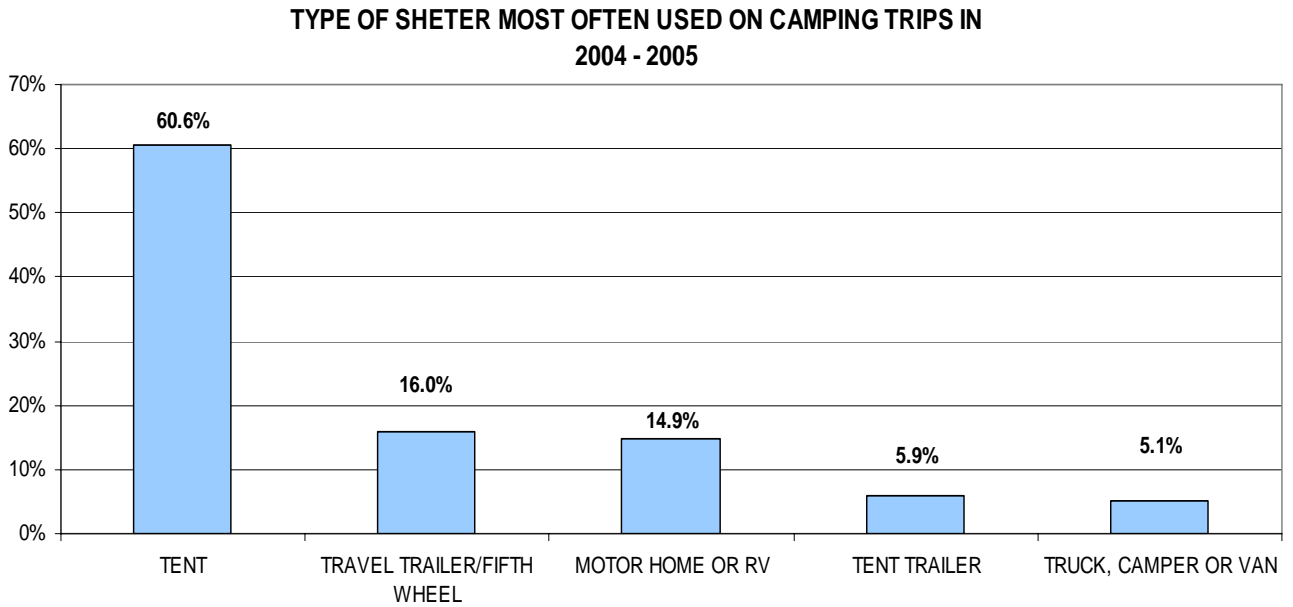
ACTIVITIES DURING OVERNIGHT TRIPS IN 2004 - 2005	American travellers (000s)	% of total travellers (176.4 million)	% of travellers for whom this activity motivated some of their trips
THEME PARKS (NET)	92,519	52.4%	23.9%
AMUSEMENT PARK	57,903	32.8%	17.7%
AQUARIUMS	35,088	19.9%	5.1%
BOTANICAL GARDENS	20,228	11.5%	2.1%
GARDEN THEME PARK	7,218	4.1%	1.1%
MUSICAL ATTRACTIONS	8,261	4.7%	1.4%
MOVIE THEME PARK	12,048	6.8%	2.7%
PLANETARIUM	7,867	4.5%	1.0%
SCIENCE & TECHNOLOGY THEME PARK	8,270	4.7%	1.2%
WATER THEME PARK	21,496	12.2%	4.7%
WAX MUSEUMS	7,125	4.0%	0.8%
ZOOS	35,049	19.9%	5.4%
ENTERTAINMENT FARMS (CORN MAZE, PETTING ZOO)	10,912	6.2%	1.5%
EXHIBITS, ARCHITECTURE, HISTORIC SITES (NET)	95,814	54.3%	18.1%
ART GALLERIES	24,755	14.0%	2.8%
HISTORICAL REPLICAS OF CITIES/TOWNS WITH HISTORIC RE-ENACTMENTS	16,132	9.1%	2.9%
MUSEUMS (NET)	50,468	28.6%	6.3%
CHILDREN'S MUSEUMS	10,691	6.1%	1.3%
GENERAL HISTORY OR HERITAGE MUSEUMS	33,461	19.0%	3.8%
SCIENCE OR TECHNOLOGY MUSEUMS	20,645	11.7%	2.6%
MILITARY / WAR MUSEUMS	17,660	10.0%	2.4%
PALEONTOLOGICAL / ARCHAEOLOGICAL SITES	8,748	5.0%	1.3%
STROLLING AROUND A CITY TO OBSERVE ITS BUILDINGS & ARCHITECTURE	56,945	32.3%	6.8%
WELL KNOWN HISTORIC SITES OR BUILDINGS	51,478	29.2%	7.4%
OTHER HISTORIC SITES MONUMENTS AND BUILDINGS	42,809	24.3%	5.6%
WELL KNOWN NATURAL "WONDERS"	36,223	20.5%	6.9%
HANDS-ON LEARNING ACTIVITIES (NET)	16,427	9.3%	3.0%
ARCHAEOLOGICAL DIGS	1,666	0.9%	0.3%
COOKING / WINE TASTING COURSES	7,109	4.0%	1.1%
COURSES TO LEARN ANOTHER LANGUAGE	1,369	0.8%	0.3%
CURATORIAL TOURS	1,814	1.0%	0.3%
HARVESTING AND / OR OTHER FARM OPERATIONS	2,659	1.5%	0.5%
HISTORICAL RE-ENACTMENTS (AS AN ACTOR)	1,355	0.8%	0.4%
INTERPRETIVE PROGRAM AT A HISTORIC SITE OR PARK	4,684	2.7%	0.6%
WILDERNESS SKILLS COURSES	1,508	0.9%	0.3%

ACTIVITIES DURING OVERNIGHT TRIPS IN 2004 - 2005	American travellers (000s)	% of total travellers (176.4 million)	% of travellers for whom this activity motivated some of their trips
SPECTATOR SPORTS (NET)	45,284	25.7%	13.7%
AMATEUR SPORTS (NET)			
AMATEUR SPORTS TOURNAMENTS/COMPETITIONS	12,389	7.0%	3.6%
AMATEUR TOURNAMENTS AND COMPETITIONS OTHER THAN SPORTS	1,742	1.0%	0.4%
AUTO RACES	9,641	5.5%	3.5%
PROFESSIONAL SPORTS (NET)			
PROFESSIONAL BASEBALL GAMES	18,004	10.2%	4.1%
PROFESSIONAL BASKETBALL GAMES	5,534	3.1%	1.2%
PROFESSIONAL FIGURE SKATING	1,129	0.6%	0.3%
PROFESSIONAL FOOTBALL GAMES	9,753	5.5%	2.9%
PROFESSIONAL GOLF TOURNAMENTS	2,209	1.3%	0.6%
PROFESSIONAL ICE HOCKEY GAMES	4,253	2.4%	0.9%
PROFESSIONAL SOCCER GAMES	1,532	0.9%	0.3%
HORSE RACES	5,224	3.0%	1.2%
EQUINE (HORSE) COMPETITIONS	2,086	1.2%	0.6%
CURLING BONSPIEL	152	0.1%	0.0%
NATIONAL/INTERNATIONAL SPORTING EVENTS, e.g., THE OLYMPIC GAMES	857	0.5%	0.3%
AIR-BASED ACTIVITIES (NET)	2,409	1.4%	0.6%
HANG GLIDING	390	0.2%	0.1%
HOT AIR BALLOONING	1,660	0.9%	0.4%
PARACHUTING	735	0.4%	0.2%
OTHER RECREATIONAL ACTIVITIES (NET)	100,730	57.1%	17.2%
DAY VISIT TO A HEALTH AND WELLNESS SPA	12,687	7.2%	1.4%
PHOTOGRAPHY	27,003	15.3%	2.0%
RECREATIONAL DANCING	8,329	4.7%	0.7%
WENT TO CASINO(S)	60,594	34.4%	13.1%
WENT TO THE MOVIES / CINEMA	45,605	25.9%	3.3%
WENT TO IMAX MOVIE THEATRES	21,163	12.0%	2.0%

ACTIVITIES DURING OVERNIGHT TRIPS IN 2004 - 2005	American travellers (000s)	% of total travellers (176.4 million)	% of travellers for whom this activity motivated some of their trips
SHOPPING/DINING/FOOD (NET)	139,848	79.3%	14.0%
DINING (NET)	114,473	64.9%	7.5%
AT RESTAURANTS OFFERING LOCAL INGREDIENTS & RECIPES	99,627	56.5%	5.8%
AT HIGH-END RESTAURANTS OF INTERNATIONAL REPUTATION	28,535	16.2%	2.3%
AT OTHER HIGH-END RESTAURANTS	42,326	24.0%	2.4%
AT A FARM	6,237	3.5%	0.6%
SHOPPING (NET)	116,855	66.2%	8.4%
SHOP/BROWSE - BOOKSTORES OR MUSIC STORES	59,194	33.6%	2.8%
SHOP/BROWSE - ANTIQUES	40,076	22.7%	2.7%
SHOP/BROWSE - GOURMET FOODS IN RETAIL STORES	27,033	15.3%	1.4%
SHOP/BROWSE - LOCAL ARTS & CRAFTS/STUDIOS/EXHIBITS	57,244	32.5%	3.0%
SHOP/BROWSE - CLOTHING, SHOES AND JEWELRY	85,011	48.2%	5.2%
SHOP/BROWSE - GREENHOUSE OR GARDEN CENTRE	18,477	10.5%	1.3%
WENT TO LOCAL OUTDOOR CAFES	48,202	27.3%	2.1%
WENT TO WINERIES FOR DAY VISITS AND TASTING	27,391	15.5%	3.2%
WENT TO BREWERIES FOR DAY VISITS AND TASTING	13,389	7.6%	1.3%
WENT TO FRUIT PICKING AT FARMS OR OPEN FIELDS	10,155	5.8%	1.3%
VISITED FOOD PROCESSING PLANTS SUCH AS CHEESE FACTORY	9,478	5.4%	0.9%

ACTIVITIES DURING OVERNIGHT TRIPS IN 2004 - 2005	American travellers (000s)	% of total travellers (176.4 million)	% of travellers for whom this activity motivated some of their trips
ACCOMODATION-RELATED ACTIVITIES (NET) STAYED AT:	83,631	47.4%	20.7%
LAKESIDE / RIVERSIDE RESORT	21,363	12.1%	4.4%
SKI RESORT OR MOUNTAIN RESORT	15,374	8.7%	3.6%
SEASIDE RESORT	31,380	17.8%	6.8%
WILDERNESS (NET)	7,218	4.1%	1.7%
REMOTE OR FLY-IN WILDERNESS LODGE	1,415	0.8%	0.4%
REMOTE OR FLY-IN WILDERNESS OUTPOST	762	0.4%	0.2%
WILDERNESS LODGE YOU CAN DRIVE TO BY CAR	5,977	3.4%	1.3%
COOKING SCHOOL	1,006	0.6%	0.2%
WINE TASTING SCHOOL	755	0.4%	0.2%
COUNTRY INN OR RESORT BECAUSE IT HAD A GOURMET RESTAURANT ON THE PREMISES	3,432	1.9%	0.6%
HEALTH SPA	5,411	3.1%	0.8%
FARM OR GUEST RANCH	3,452	2.0%	0.6%
ON A HOUSEBOAT	2,477	1.4%	0.7%
CAMPGROUND (NET)	39,314	22.3%	9.6%
A PUBLIC CAMPGROUND IN A NATURE PARK	29,085	16.5%	7.1%
A PRIVATE CAMPGROUND	17,484	9.9%	3.7%
A CAMP SITE IN A WILDERNESS SETTING (NOT A CAMPGROUND)	8,073	4.6%	1.8%
A MOTOR HOME OR RV WHILE TRAVELING OR TOURING (NOT A CAMPING TRIP)	7,338	4.2%	1.4%

Shelter Used on Camping Trips



Highlights:

- Of the 48 million adult Americans who went camping, 61% used a tent. Travel trailer/fifth wheel was the second most popular choice accounting for 16% of American campers. Motor Homes/RVs accounted for 15%.

Tours

TYPES OF TOURS TAKEN IN 2004-2005	Number (000s)	% of total travellers (176.4 million)
AN ORGANIZED OR GUIDED GROUP TOUR WHERE YOU STAYED FOR ONE OR MORE NIGHTS AT DIFFERENT LOCATIONS	13,509	7.7%
AN ORGANIZED OR GUIDED GROUP TOUR WHERE YOU STAYED FOR ONE OR MORE NIGHTS AT A SINGLE LOCATION (e.g., CASINO, SPA, etc.)	11,552	6.5%
AN ORGANIZED OR GUIDED GROUP TOUR EXCURSION OF LESS THAN ONE DAY'S DURATION (A SAME DAY TOUR) WHILE ON A TRIP OF ONE OR MORE NIGHTS	31,745	18.0%
A SELF-GUIDED (i.e., NOT PART OF AN ORGANIZED GROUP TOUR) SAME DAY TOUR EXCURSION WHILE ON A TRIP OF ONE OR MORE NIGHTS	32,901	18.7%
A SELF-GUIDED TOUR (i.e., NOT PART OF AN ORGANIZED GROUP TOUR) ON WHICH YOU STAYED IN DIFFERENT PLACES FOR ONE OR MORE NIGHTS	17,760	10.1%
NONE OF THE ABOVE	73,392	41.6%
NOT STATED	35,906	20.4%
NET: ORGANIZED TOURS	43,783	24.8%
NET: SELF-GUIDED TOURS	41,548	23.6%
NET: SAME DAY TOURS (Self-guided or organized)	51,270	29.1%
"WHERE DID YOU GO ON THESE SAME DAY TOURS IN 2004-2005?"	Number (000s)	% of total travellers (176.4 million)
AROUND THE COUNTRYSIDE - SCENIC DRIVES	22,461	12.7%
AROUND THE CITY	27,044	15.3%
AS A PILOT OR PASSENGER OF AIRPLANE OR HELICOPTER	2,403	1.4%
ON THE WATER (SIGHTSEEING CRUISE)	13,289	7.5%
TO A WINERY / WINERIES	6,138	3.5%
TO A FACTORY / FACTORIES	3,129	1.8%
TO A CASINO	8,408	4.8%
WILDERNESS / OUTDOOR TOUR	12,723	7.2%
SOME OTHER TYPE OF TOUR	15,126	8.6%
NOT STATED	2,239	1.3%

Highlights:

- In 2004-05, 51 million adult Americans (or 29%) took a same-day tour, either self-guided or organized, while on an overnight trip. "Around the City" was the most popular type of same-day tour.
- Self-guided tours were of equal importance to organized or guided tours.
- 42% of American travellers did not take any guided or self-guided tours.

Cruises

Types of Overnight Cruises in 2004 - 2005	Number (000s)	% of total travellers (176.4 million)
OCEAN CRUISE (NET)	23,612	13.4%
OCEAN CRUISE - ALASKA	4,265	2.4%
OCEAN CRUISE - CARIBBEAN	15,369	8.7%
OCEAN CRUISE - OTHER	8,210	4.7%
LAKE/RIVER CRUISES (NET)	4,185	2.4%
GREAT LAKES CRUISE	666	0.4%
CRUISE ON THE ST. LAWRENCE RIVER	485	0.3%
CRUISE ON ANOTHER LAKE OR RIVER	3,379	1.9%
SUBMARINE CRUISE	422	0.2%
SOME OTHER TYPE OF CRUISE	2,937	1.7%
DID NOT TAKE A CRUISE	118,467	67.2%
NOT STATED	29,647	16.8%

Highlights:

- Approximately 16% of adult American travellers took a cruise in 2004-05.
- Though Caribbean cruises are by far the most popular types of cruises, the combined lake/river cruise market was as large as the Alaska cruise market.

BUSINESS TRAVEL

Incidence of Business or Job-related Travel

TYPES OF BUSINESS OR JOB-RELATED TRAVEL IN 2004 - 2005	Number (000s)	% of total travellers (176.4 million)
TOOK ANY TYPE OF BUSINESS TRIPS (NET)	57,145	32.4%
BUSINESS MEETINGS	28,398	16.1%
TRADE SHOWS	10,180	5.8%
BUSINESS CONVENTIONS	12,190	6.9%
CONFERENCES OR SEMINARS	25,722	14.6%
EMPLOYER-PAID TRAINING	16,404	9.3%
SOME OTHER BUSINESS REASON	19,276	10.9%
I HAVE NOT TAKEN ANY OUT-OF-TOWN JOB-RELATED OVERNIGHT TRIPS	105,845	60.0%
NOT STATED	13,405	7.6%

Highlights:

- About a third (32%) of adult American travellers took at least one overnight business trip, travelling as often to attend conferences or seminars as to attend business meetings.

AMERICAN TRAVELLERS WHO TRAVELLED FOR BUSINESS REASONS IN
2004 - 2005



Incentive Travel

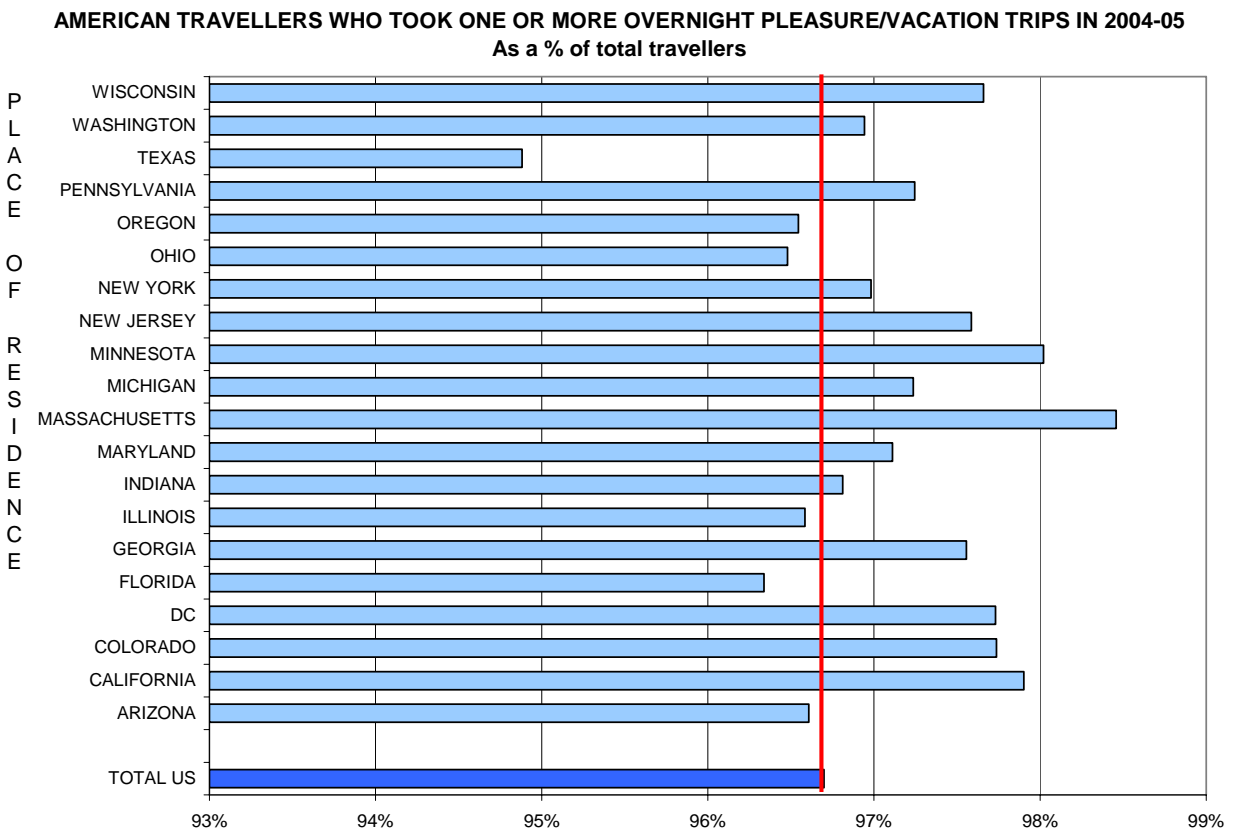
“Has your employer provided you with a fully paid, overnight vacation as a reward?”	Number (000s)	% of total travellers (176.4 million)
YES	6,808	3.9%
NO	115,126	65.3%
DON'T HAVE AN EMPLOYER	41,388	23.5%
NOT STATED	7,189	4.1%

Highlights:

- Only 4% of American travellers received an overnight vacation planned and paid by their employers as a reward.
- In the bullet point above, if one excludes those who did not answer the question as well as the Americans who did not have an employer, then this percentage climbs to 6%. In other words, 6% of the American travellers who answered this question and had an employer received an overnight vacation planned and paid by their employer as a reward.

PLEASURE OR VACATION TRAVEL

Incidence of Overnight Pleasure or Vacation Travel



Highlights:

- Of the 176 million Americans who took overnight trips, 97%, or 171 million travelled for pleasure or vacations.
- The incidence of pleasure travel among American travellers varied considerably by state with Massachusetts reporting one of the highest incidences and Texas, one of the lowest.

Number of Pleasure or Vacation Trips

NUMBER OF OVERNIGHT PLEASURE OR VACATION TRIPS IN 2004-2005	Number (000s)	% of total travellers (176.4 million)
NONE	5,332	3.0%
ONE	17,805	10.1%
TWO	30,470	17.3%
THREE	24,952	14.1%
FOUR	22,405	12.7%
FIVE OR MORE	70,371	39.9%
NOT STATED	5,060	2.9%

Highlights:

- Although 3% of adult American travellers did not take any overnight pleasure or vacation trips in the past 2 years. Of them, almost 40% had taken 5 or more business related trips.
- On average, adult American travellers took 4.3 overnight pleasure or vacation trips during 2004–05.

Places Visited During Pleasure or Vacation Trips

SELECTED PLACES VISITED FOR OVERNIGHT PLEASURE OR VACATION TRIPS IN 2004-2005	Number (000s)	% of pleasure travellers (170.5 million)
The United States	163,094	95.7%
Florida	45,641	26.8%
California	38,023	22.3%
Nevada	24,362	14.3%
New York State	23,547	13.8%
Texas	20,635	12.1%
Pennsylvania	18,788	11.0%
Arizona	16,526	9.7%
Tennessee	16,406	9.6%
Illinois	16,266	9.5%
Colorado	13,687	8.0%
Michigan	13,032	7.6%
Washington DC	11,511	6.8%
Massachusetts	11,061	6.5%
Hawaii	9,614	5.6%
Canada	20,792	12.2%
Atlantic Provinces	2,580	1.5%
Quebec	4,089	2.4%
Ontario	11,920	7.0%
Manitoba	703	0.4%
Saskatchewan	599	0.4%
Alberta	1,459	0.9%
British Columbia	5,340	3.1%
Yukon	674	0.4%
Northwest Territories	435	0.3%
Other Countries/Regions	42,357	24.8%
Mexico	18,751	11.0%
South / Central America	4,238	2.5%
The Caribbean	18,364	10.8%
Europe (Incl. UK & Russia)	12,261	7.2%
Australia / New Zealand	1,238	0.7%
Asia	3,784	2.2%
Africa	971	0.6%
Not Stated	5,472	3.2%

Highlights:

- Of the 171 million adult Americans who took one or more overnight pleasure or vacation trips, 96% visited the United States, 12% visited Canada and 25% visited other countries.
- Canada is the top foreign destination for American overnight pleasure travellers and Ontario receives the largest share of these visitors.

Number of Overnight Trips to Specific Destinations

NUMBER OF OVERNIGHT PLEASURE TRIPS TAKEN IN 2004 - 2005 TO SPECIFIC DESTINATIONS SELECTED STATES, PROVINCES AND COUNTRIES						
DESTINATION OF OVERNIGHT PLEASURE TRIP	Number of Overnight Pleasure Trips					
	1	2	3	4	5+	Not Stated
CALIFORNIA (000s)	16,346	8,310	4,335	2,331	6,173	528
As % of pleasure travellers to destination	43.0%	21.9%	11.4%	6.1%	16.2%	1.4%
FLORIDA (000s)	22,473	11,937	4,238	2,187	4,267	538
As % of pleasure travellers to destination	49.2%	26.2%	9.3%	4.8%	9.3%	1.2%
NEVADA (000s)	12,485	5,605	2,271	1,467	2,161	371
As % of pleasure travellers to destination	51.3%	23.0%	9.3%	6.0%	8.9%	1.5%
NEW YORK STATE (000s)	11,932	4,977	2,229	1,230	2,822	357
As % of pleasure travellers to destination	50.7%	21.1%	9.5%	5.2%	12.0%	1.5%
QUEBEC (000s)	3,060	576	166	68	99	119
As % of pleasure travellers to destination	74.8%	14.1%	4.1%	1.7%	2.4%	2.9%
ONTARIO (000s)	6,693	2,044	424	299	404	2,056
As % of pleasure travellers to destination	56.2%	17.2%	3.6%	2.5%	3.4%	17.2%
MANITOBA (000s)	458	139	51	11	16	29
As % of pleasure travellers to destination	65.1%	19.7%	7.2%	1.6%	2.2%	4.2%
SASKATCHEWAN (000s)	467	85	16	6	6	19
As % of pleasure travellers to destination	77.9%	14.3%	2.7%	1.1%	1.0%	3.1%
ALBERTA (000s)	1,164	161	43	29	19	44
As % of pleasure travellers to destination	79.7%	11.1%	2.9%	2.0%	1.3%	3.0%
BRITISH COLUMBIA (000s)	4,164	671	198	97	123	88
As % of pleasure travellers to destination	78.0%	12.6%	3.7%	1.8%	2.3%	1.6%
YUKON (000s)	541	82	13	8	7	22
As % of pleasure travellers to destination	80.3%	12.2%	1.9%	1.2%	1.0%	3.3%
NORTHWEST TER. (000s)	348	61	7	10	2	8
As % of pleasure travellers to destination	79.9%	14.1%	1.5%	2.3%	0.5%	1.7%
MEXICO (000s)	12,811	3,757	897	368	677	241
As % of pleasure travellers to destination	68.3%	20.0%	4.8%	2.0%	3.6%	1.3%
THE CARIBBEAN (000s)	12,789	3,497	931	386	499	262
As % of pleasure travellers to destination	69.6%	19.0%	5.1%	2.1%	2.7%	1.4%
EUROPE (000s)	8,416	2,302	632	294	471	146
As % of pleasure travellers to destination	68.6%	18.8%	5.2%	2.4%	3.8%	1.2%

Highlights:

- As expected, the number of trips to U.S. destinations that Americans take for pleasure or vacation is higher than the number of trips they take to foreign destinations.

TRIP PLANNING

Involvement with Planning

INVOLVEMENT WITH THE PLANNING OF OVERNIGHT PLEASURE TRIPS IN 2004 - 2005	Number (000s)	% of pleasure travellers (170.5 million)
Frequency of Involvement		
ALL OF THE TRIPS	107,595	63.1%
MOST OF THE TRIPS	24,984	14.7%
SOME OF THE TRIPS	16,151	9.5%
NONE OF THE TRIPS	14,287	8.4%
NOT STATED	7,494	4.4%
TRAVELLERS WHO ARE INVOLVED (Some trips or more)	148,730	87.2%
MAIN PERSON RESPONSIBLE FOR PLANNING		
	Number (000s)	% of travellers who are involved in planning (148.7 million)
YOURSELF	63,871	42.9%
YOUR SPOUSE OR PARTNER	27,815	18.7%
SOMEONE ELSE IN HOUSEHOLD	4,042	2.7%
SHARED RESPONSIBILITY INVOLVING YOURSELF AND ANOTHER HOUSEHOLD MEMBER	42,228	28.4%
SHARED RESPONSIBILITY INVOLVING OTHER MEMBERS OF YOUR HOUSEHOLD, BUT NOT YOURSELF	877	0.6%
SOMEONE ELSE IN HOUSEHOLD	7,084	4.8%
NOT STATED	2,813	1.9%

Highlights:

- The majority (63%) of adult Americans were personally involved in planning all overnight, out-of-town pleasure or vacation trips. About one-quarter were involved with some of these trips and only 9% were not involved at all.
- Of the Americans who were involved with planning at least some of their overnight pleasure trips, 43% were the main person responsible for planning the trips, while their spouse/partner was the main planner in 19% of the cases.

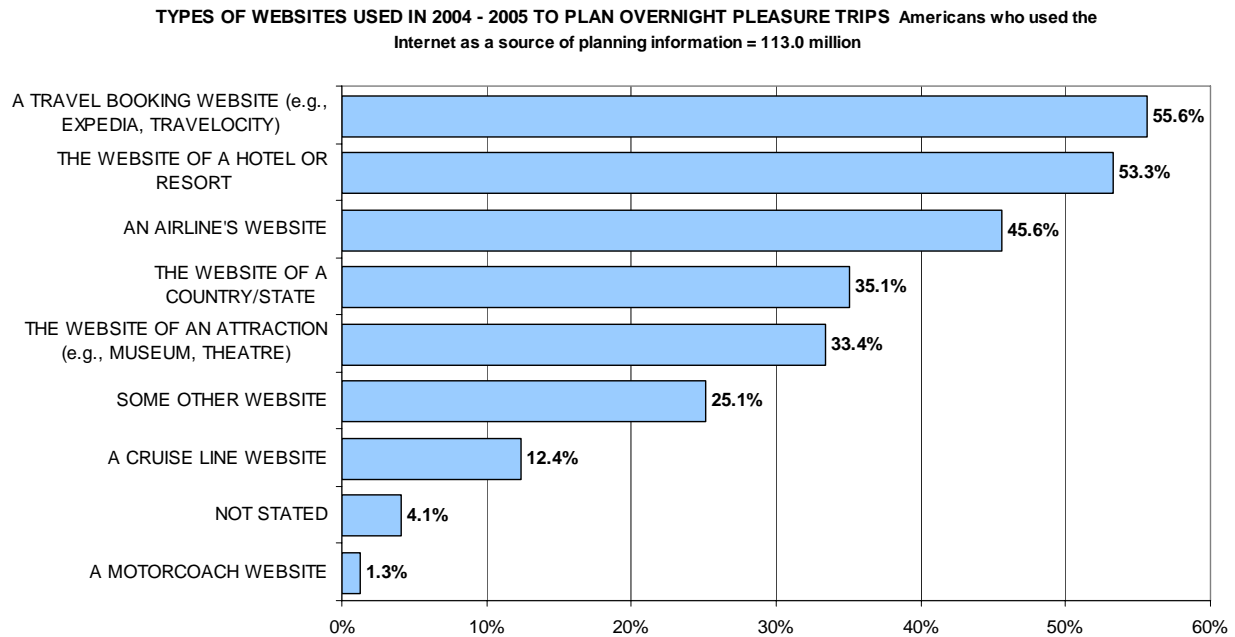
Information Sources

INFORMATION SOURCES USED TO PLAN OVERNIGHT PLEASURE TRIPS IN 2004 - 2005	Number (000s)	% of travellers who are involved in planning (148.7 million)
A TRAVEL AGENT	27,726	18.6%
AN INTERNET WEBSITE	113,010	76.0%
AN ELECTRONIC NEWSLETTER OR MAGAZINE RECEIVED BY E-MAIL	8,934	6.0%
AN AUTO CLUB SUCH AS AAA	35,709	24.0%
ARTICLES IN NEWSPAPERS/MAGAZINES	26,984	18.1%
ADVERTISEMENTS IN NEWSPAPERS/MAGAZINES	16,175	10.9%
VISITOR INFORMATION CENTRES	30,316	20.4%
TRAVEL GUIDE BOOKS SUCH AS FODOR'S OR MICHELIN	17,848	12.0%
ADVICE OF FRIENDS OR RELATIVES/WORD-OF-MOUTH	67,480	45.4%
VISITS TO TRADE, TRAVEL OR SPORTSMEN'S SHOWS	3,631	2.4%
PROGRAMS ON TELEVISION	10,608	7.1%
ADVERTISEMENTS ON TELEVISION	5,926	4.0%
TRAVEL INFORMATION RECEIVED IN THE MAIL	23,442	15.8%
PAST EXPERIENCE/BEEN THERE BEFORE	81,039	54.5%
MAPS	48,587	32.7%
OFFICIAL TRAVEL GUIDES OR BROCHURES FROM STATE / PROVINCIAL / NATIONAL ORGANIZATIONS	30,595	20.6%
NONE OF THE ABOVE	7,869	5.3%
NOT STATED	1,255	0.8%

Highlights:

- The majority of adult Americans who were involved in planning their overnight pleasure trips used the Internet as a source of information.
- Although the Internet was an important source of information, people were as important. More than 75% of Americans who were involved in the planning of their pleasure trips used the advice of their friends/relatives, past experiences, or a travel agent.
- Less than a quarter (24%) of the adult Americans who were involved in trip-planning used advertising (in newspapers, on TV or in publications received by mail) as a source of information for planning overnight pleasure trips.

Types of Websites Used



Note: Multiple responses were allowed.

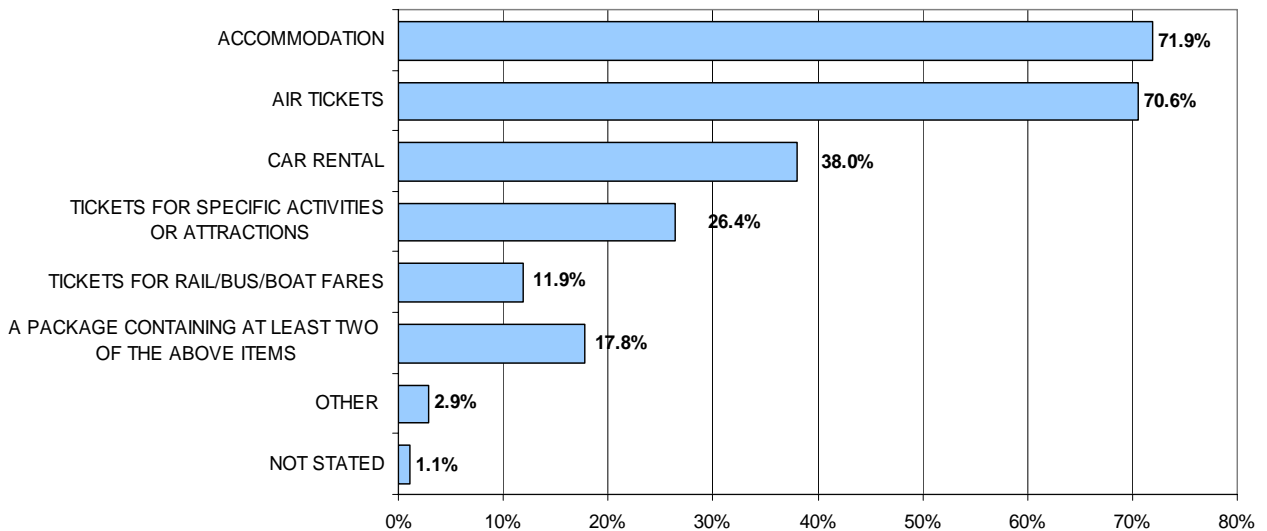
Highlights:

- In planning overnight pleasure trips in 2004-05, Americans were most likely to use hotel or travel websites such as Expedia and Travelocity than government-related web sites.

Booking on the Internet

“Were any parts of the pleasure or vacation trips of one or more nights you took during the past 2 years actually booked over the Internet either by you or by someone else in your travel party or household?”	Number (000s)	% of total pleasure travellers (170.5 million)
YES	83,420	48.9%
NO	74,411	43.6%
DON'T KNOW/NOT SURE	5,620	3.3%
NOT STATED	7,059	4.1%

TYPES OF TRAVEL SERVICES PURCHASED ON THE INTERNET
 Percentage based on those who had purchased travel services on the Internet = 83.4 million



Highlights:

- Almost half (49%) of American pleasure travellers purchased travel services over the Internet.
- Of those who purchased travel services over the Internet, most purchased accommodation services and air tickets. Purchasing tickets over the Internet for other modes of public transport was less common.

Purchases of Travel Packages

NUMBER OF OVERNIGHT PLEASURE TRIPS OVER THE LAST 2 YEARS IN WHICH A TRAVEL PACKAGE WAS PURCHASED	Number (000s)	% of total pleasure travellers (170.5 million)
ANY OF THEM (NET)	40,874	24.0%
MOST OR ALL OF THEM	7,679	4.5%
ONE, OR SOME OF THEM	33,195	19.5%
NONE OF THEM	118,168	69.3%
DON'T KNOW/NOT SURE	4,790	2.8%
NOT STATED	6,678	3.9%

“If You Were to Purchase a Travel Package, What Types of Travel Services Would You Like Included?”	Number (000s)	% of total pleasure travellers (170.5 million)
TRANSPORTATION (NET)	129,470	75.9%
TRANSPORTATION TO THE DESTINATION	116,973	68.6%
TRANSPORTATION WHILE AT THE DESTINATION	99,704	58.5%
ACCOMMODATION	135,165	79.3%
FOOD OR BEVERAGES	74,367	43.6%
TICKETS OR FEES FOR SPECIFIC ACTIVITIES OR ATTRACTIONS (Theatres, Museums, Art Galleries, Amusement Parks, etc)	99,180	58.2%
SOME OTHER SERVICE(S)	28,338	16.6%
NOT STATED	16,403	9.6%

Highlights:

- The vast majority (69%) of American pleasure travellers do not purchase travel packages for overnight pleasure or vacation trips.
- Only 5% of American travellers always buy travel packages. One-quarter of all American pleasure travellers have purchased a travel package for at least one of their overnight pleasure trips.
- If American pleasure travellers were to purchase a travel package, the kind of services they would like included involve transportation to and while at the destination, accommodation and tickets to activities and attractions. Although food was of a secondary importance, a significant proportion of Americans indicated that they would like it included in the package as well.

DECISION-MAKING PROCESS

Destination or Experience?

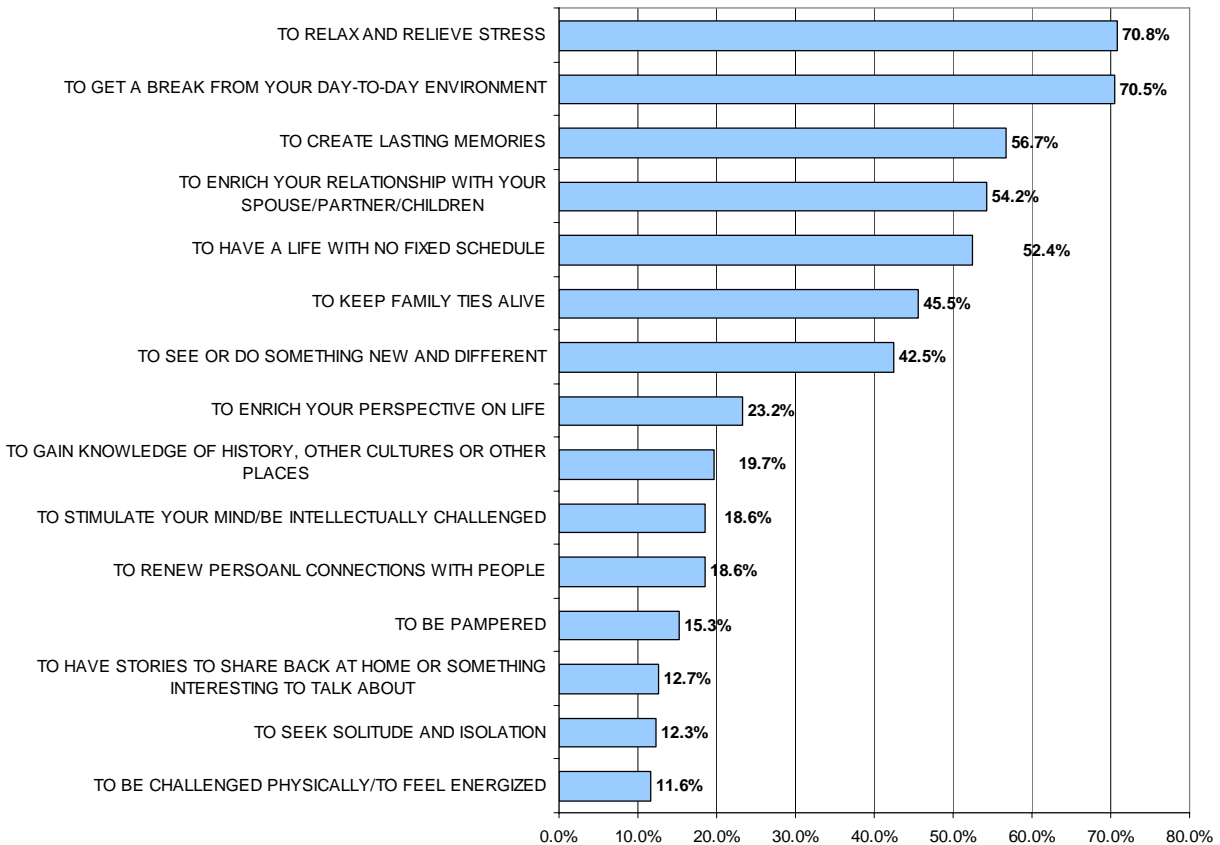
TOOK THIS TYPE OF TRIP IN 2004 - 2005	SUMMER VACATION TRIPS		WINTER VACATION TRIPS	
	Number (000s)	% of Pleasure Travellers (170.5 million)	Number (000s)	% of Pleasure Travellers (170.5 million)
YES	136,127	79.8%	102,282	60.0%
NO	28,251	16.6%	61,899	36.3%
NOT STATED	6,132	3.6%	6,330	3.7%
“Apart from any cost or budgetary considerations, what did you consider <u>first</u> when planning this type of trip?”	Number (000s)	% of Travellers with Summer Trips	Number (000s)	% of Travellers with Winter Trips
STARTED WITH A DESIRED DESTINATION IN MIND	75,339	55.3%	57,487	56.2%
STARTED BY CONSIDERING CERTAIN SPECIFIC ACTIVITIES YOU WANTED TO DO (SHOP, HIKE, GOLF, VISIT AMUSEMENT PARK, etc.)	12,847	9.4%	10,987	10.7%
STARTED WITH THE IDEA OF A CERTAIN TYPE OF VACATION EXPERIENCE (FAMILY VACATION, ROMANCE, SOCIALIZING WITH FRIENDS, etc.)	22,381	16.4%	14,400	14.1%
LOOKED FOR PACKAGED DEALS WITHOUT CONSIDERING SPECIFIC DESTINATIONS, ACTIVITIES OR TRAVEL EXPERIENCES	1,443	1.1%	1,396	1.4%
CONSIDERED SOMETHING ELSE FIRST	5,927	4.4%	5,216	5.1%
DON'T KNOW/NOT SURE	2,979	2.2%	1,849	1.8%
SOMEONE ELSE PLANNED THE TRIP	8,509	6.3%	6,212	6.1%
NOT STATED	6,702	4.9%	4,734	4.6%

Highlights:

- Nearly 80% of American overnight pleasure travellers took at least one summer vacation in 2004-05 and 60% took a winter vacation.
- The survey investigated the decision-making process of Americans when planning trips and compared summer and winter trip planning processes.
- Regardless of whether they were planning summer or winter vacations, the majority of American pleasure travellers started their planning process by considering first the destination they wanted to visit first.
- The widespread belief that travellers are looking for “experiences” does not correspond to the way that American travellers start thinking about vacations.

Benefits Sought from Pleasure or Vacation Trips

BENEFIT SOUGHT RANKED HIGHLY IMPORTANT
 Percentages based on total travellers = 176.4 million



Note: Multiple responses were allowed.

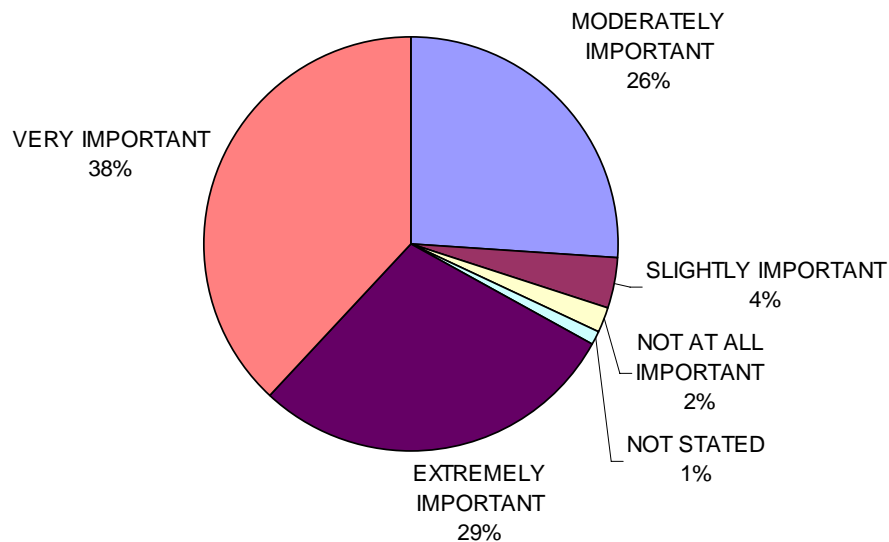
Highlights:

- There are five benefits that more than 50% of American travellers seek when they take overnight pleasure or vacation trips. Three of them relate to the positive impact that travel has on individual mental health including reduced boredom and a break from routine work and a highly structured life.
- Those who travel to relieve stress (i.e. to relax, to seek solitude, to have no fixed schedule and to get a break from the day-to-day activities) accounted for 85% of all American travellers. Those who sought knowledge and mental stimulation accounted for 54% and those who sought to improve or maintain relationships accounted for 69%.

The Importance of the Choice of Destination

“For some people, the decision about which destination to choose for a pleasure trip is extremely important – as important as deciding how much to spend on a house or car. For others, the decision is not important at all. How important is the choice of destination to you?”

IMPORTANCE OF THE CHOICE OF DESTINATION
Percentages based on total travellers = 176.4 million



Highlights:

- Two-thirds (67%) of American travellers indicated that the choice of the destination for a pleasure or vacation trip is very or extremely important to them (at least as important as buying a house or car).

Important Considerations in Choosing a Destination

“How Important are each of the following conditions when choosing a destination for an overnight pleasure trip?”	Highly Important	Somewhat Important	Of No Importance
	Percentages based on total number of American travellers = 176.4 million		
NO HEALTH CONCERNS AT THE DESTINATION	43.1%	40.1%	14.2%
FEELING SAFE AT THE DESTINATION	72.0%	23.6%	2.5%
BEING FAMILIAR WITH THE CULTURE AND LANGUAGE OF THE DESTINATION	22.9%	58.2%	16.5%
BEING AT A PLACE THAT IS VERY DIFFERENT, CULTURALLY, THAN YOURS	7.6%	42.2%	47.5%
HAVING FRIENDS OR RELATIVES LIVING THERE	14.1%	29.4%	54.4%
LOW COST PACKAGE DEALS AVAILABLE FOR THE DESTINATION	31.9%	47.7%	17.9%
DESTINATION IS DISABLED-PERSON-FRIENDLY	9.2%	18.4%	69.5%
LOTS OF THINGS FOR CHILDREN TO SEE/ DO	20.1%	22.5%	54.6%
LOTS OF THINGS FOR ADULTS TO SEE/DO	47.0%	45.4%	5.3%
INFORMATION ABOUT THE DESTINATION AVAILABLE ON THE INTERNET	28.2%	45.1%	23.8%
GREAT SHOPPING OPPORTUNITIES	16.0%	46.1%	35.4%
AVAILABILITY OF LUXURY ACCOMMODATION	8.8%	30.8%	53.7%
AVAILABILITY OF MID-RANGE ACCOMMODATION	32.0%	50.2%	13.1%
AVAILABILITY OF BUDGET ACCOMMODATION	29.5%	45.2%	20.1%
AVAILABILITY OF CAMPING	8.0%	20.5%	64.4%
CONVENIENT ACCESS BY CAR	51.1%	39.6%	6.7%
DIRECT ACCESS BY AIR	25.6%	44.8%	25.0%
CONVENIENT ACCESS BY TRAIN/BUS	8.2%	32.7%	53.4%
NOT STATED	1.3%		

Highlights:

- The two considerations that were the most frequently rated as highly important by American travellers were: feeling safe at the destination (72%) and having convenient access to the destination by car (51%).
- Since some items in the above table refer to the same underlying consumer need (for example, “safety at the destination” and “no health concerns” are both about safety), we have grouped the responses as follows:
 - Conditions that relate to comfort and safety at the destination – 79% of American travellers rated these conditions as highly important
 - Conditions that relate to the costs of travelling to a destination – 67% rated those conditions as highly important

IMPRESSIONS AND RATINGS OF DESTINATIONS

Appeal of a Destination

DESTINATION RATINGS ON A 10 - POINT SCALE 1 = Very Unappealing 10 = Very Appealing	Very Appealing (scores of 8, 9 or 10)	Very Unappealing (scores of 1, 2 or 3)	No impression/ Can't Rate	Not Stated
	Percentages based on total number of American travellers = 176.4 million			
NEWFOUNDLAND & LABRADOR	10.4%	20.3%	38.1%	3.4%
NOVA SCOTIA	17.1%	17.1%	31.6%	3.3%
NEW BRUNSWICK	10.3%	19.0%	38.6%	3.7%
PRINCE EDWARD ISLAND	17.4%	15.7%	33.5%	3.6%
QUEBEC	21.9%	16.0%	23.9%	3.5%
ONTARIO	24.2%	12.8%	21.5%	3.3%
MANITOBA	8.5%	18.9%	38.8%	3.7%
SASKATCHEWAN	9.4%	19.7%	37.6%	3.7%
ALBERTA	14.0%	17.5%	34.0%	3.6%
BRITISH COLUMBIA	26.4%	14.1%	27.0%	3.6%
YUKON	15.4%	21.9%	32.9%	3.6%
NORTHWEST TERRITORIES	15.4%	20.9%	31.6%	4.1%
NEW YORK STATE	37.2%	13.7%	6.9%	3.2%
COLORADO	42.7%	7.7%	7.7%	3.4%
FLORIDA	52.0%	10.8%	2.9%	2.8%
CALIFORNIA	51.8%	10.5%	4.1%	3.1%
HAWAII	68.2%	5.6%	4.9%	3.0%
ARIZONA	37.0%	11.4%	6.4%	3.2%
DID NOT ANSWER ANY PARTS OF THE QUESTION	1.7%			

Highlights:

- About one-third of American travellers had no impressions of any Canadian province or territory and were unable to rate them.
- For eight out of 12 Canadian jurisdictions the proportion of American travellers who rated them as very unappealing is greater than the proportion who rated them as very appealing travel destinations. The four jurisdictions that received higher appeal ratings were: Prince Edward Island, Quebec, Ontario and British Columbia.
- Hawaii is by far the most appealing of the destinations listed above for the majority of American travellers.

Reasons to Travel to Destination

	THERE ARE MANY GOOD REASONS TO TRAVEL TO THIS DESTINATION	THERE ARE SOME GOOD REASONS TO TRAVEL TO THIS DESTINATION	THERE ARE NO GOOD REASONS TO TRAVEL TO THIS DESTINATION	Not Stated
DESTINATIONS	Percentages based on total number of American travellers = 176.4 million			
NEWFOUNDLAND & LABRADOR	7.5%	40.7%	47.4%	4.4%
NOVA SCOTIA	12.4%	43.5%	39.9%	4.3%
NEW BRUNSWICK	7.1%	40.7%	47.4%	4.9%
PRINCE EDWARD ISLAND	12.5%	43.1%	39.8%	4.6%
QUEBEC	18.0%	45.0%	32.6%	4.4%
ONTARIO	19.2%	48.6%	28.0%	4.2%
MANITOBA	5.3%	40.4%	49.4%	4.9%
SASKATCHEWAN	5.9%	39.9%	49.4%	4.7%
ALBERTA	9.7%	42.1%	43.5%	4.8%
BRITISH COLUMBIA	20.8%	40.8%	33.7%	4.7%
YUKON	10.9%	38.4%	46.1%	4.6%
NORTHWEST TERRITORIES	11.1%	40.4%	43.8%	4.7%
NEW YORK STATE	39.4%	42.8%	14.4%	3.4%
COLORADO	40.2%	45.7%	10.5%	3.6%
FLORIDA	52.7%	34.6%	9.7%	3.0%
CALIFORNIA	52.5%	34.3%	9.9%	3.3%
HAWAII	65.9%	24.8%	6.0%	3.3%
ARIZONA	31.0%	51.4%	14.0%	3.6%
DID NOT ANSWER ANY PARTS OF THE QUESTION	1.9%			

Highlights:

- A destination may be appealing but it may not provide travellers a lot of reasons to go there. Other destinations that are also appealing may be closer, safer or cheaper.
- British Columbia, Ontario and Quebec received the highest scores among Canadian jurisdictions, but even for these three provinces the ratings are not high when compared to some U.S. locations.

ACTIVITY PARTICIPATION AT HOME

Outdoor Activities

OUTDOOR ACTIVITIES PARTICIPATED IN FREQUENTLY OR OCCASIONALLY DURING A TYPICAL YEAR	% of total adult population (222.8 million)	% of travellers (176.4 million)
Canoeing Or Kayaking	6.6%	7.7%
Camping	23.7%	26.3%
Cycling	20.2%	22.5%
Cross-Country Skiing	2.1%	2.5%
Downhill Skiing	4.6%	5.6%
Day Outing To A Park	58.3%	62.5%
Fishing	31.0%	32.5%
Golfing	15.4%	18.0%
Hiking	28.0%	32.0%
Horseback Riding	7.7%	8.5%
Hunting	11.1%	11.7%
Ice-Skating	4.7%	5.4%
Jogging	17.4%	19.3%
Picnicking	44.1%	47.3%
Rollerblading	6.5%	7.2%
Sailing Or Other Boating	17.1%	19.6%
Skateboarding	2.1%	2.2%
Snowboarding	2.3%	2.6%
Snowmobiling	2.9%	3.3%
Swimming	50.6%	55.8%
Playing Racquet Sports	11.6%	13.0%
Playing Team Sports	14.2%	15.7%
Exercise Home/Fitness Club	51.5%	55.5%
Gardening	50.3%	52.8%
Riding All-Terrain Vehicle	10.6%	11.4%

Highlights:

- When not travelling, American adults say that their preferred outdoor activities at home are outings to parks (58%), exercising (52%), swimming (51%), and gardening (50%).
- In terms of all outdoor activities, travellers are more active than non-travellers.

Entertainment Activities

ENTERTAINMENT ACTIVITIES PARTICIPATED IN FREQUENTLY OR OCCASIONALLY DURING A TYPICAL YEAR	% of total adult population (222.8 million)	% of travellers (176.4 million)
Amateur Sports Events	35.5%	39.4%
Art Galleries Or Art Shows	23.8%	27.3%
The Ballet	6.0%	6.9%
Bars Live Pop/Rock Bands	21.1%	23.2%
Botanical Gardens	17.5%	19.7%
Classical Music Concerts	13.1%	14.7%
Dancing	19.0%	20.6%
Day Spas	8.7%	10.1%
Eat In Restaurants	87.7%	92.2%
Festivals Or Fairs	60.1%	64.8%
Gamble In Casinos	25.2%	27.6%
Historic Site/Heritage Building	35.4%	39.7%
Jazz Clubs	7.0%	7.8%
Live Theatre	25.1%	28.7%
Museums	32.8%	37.0%
Operas	4.9%	5.6%
Pick-Your-Own Farm/Farm Market	29.9%	31.3%
Professional Sports Events	30.4%	34.3%
Rock Music Concerts	18.8%	21.0%
Rodeos	7.6%	8.2%
Amusement Or Theme Parks	34.5%	37.6%
Zoos Or Aquariums	41.1%	45.2%
Stay Hotel/B&B In Own City	9.1%	10.4%

Highlights:

- When not travelling, American adults say that their preferred entertainment activities at home are: eating in restaurants (88%), attending festivals or fairs (60%), and going to zoos or aquariums (41%).
- In all entertainment activities, travellers are more active than non-travellers.

COTTAGE OR VACATION HOME OWNERSHIP AND LOCATION

“Do you have access to a private cottage, cabin or vacation home on a regular basis? (owned by you, a friend or family member that you can use on a regular basis)”	% of travellers (176.4 million)
YES	19.6%
NO	79.5%
NOT STATED	1.0%
“Where is this cottage, cabin or vacation home located?”	% of travellers (176.4 million)
The United States	18.3%
Your Own State	10.8%
Anywhere Else In U.S.	9.1%
Canada	0.5%
Newfoundland & Labrador	0.0%
Prince Edward Island	0.1%
Nova Scotia	0.1%
New Brunswick	0.1%
Quebec	0.1%
Ontario	0.3%
Manitoba	0.1%
Saskatchewan	0.0%
Alberta	0.1%
British Columbia	0.2%
Yukon	0.0%
Northwest Territories	0.0%
Nunavut	0.0%
Other Country	1.6%
Mexico	0.6%
The Caribbean	0.5%
Some Other Place	0.9%
Not Stated	0.9%

Highlights:

- Almost 20% of American travellers (or 34.5 million people) have access to a cottage, cabin or vacation home.
- The majority (93%) of these cottages and vacation homes are in the United States, with 55% of being located in the travellers’ own home states.
- Almost 1 million American travellers (949,185 people) have cottages or vacation homes in Canada, 60% of which are in Ontario.

RECREATION VEHICLE OWNERSHIP

“Do you or does someone else in your household, own...?”	% of travellers (176.4 million)
A Motor Home, Camper Or RV	12.3%
A Snowmobile	3.1%
An All-Terrain Vehicle (ATV)	10.6%
A Motor Boat	13.4%
A Sailboat	2.0%
A Canoe Or Kayak	7.3%
None Of The Above	68.5%
Not Stated	2.0%

Highlights:

- 12% of adult American travellers own a motor home, camper or RV and 13% own a motor boat.
- More American travellers own a motor home/RV, snowmobile, ATV, motor boat, or canoe than engage in related activities while on a trip. However, in the case of sailboats, fewer Americans own them than use them on overnight trips.

MEDIA HABITS

Newspapers

“Which of the following newspapers do you normally read in a typical week?”	% of travellers (176.4 million)
Daily Newspaper Weekday Edition	59.7%
Weekend Edition Of A Newspaper	57.0%
Local Community Newspaper	49.3%
Other Newspapers	13.9%
Don't Read The Newspaper	12.9%
Read Daily Newspapers Occasionally/Rarely	26.2%
Read Weekend Newspapers Occasionally/Rarely	28.7%
Not Stated	0.7%
“How often do you read the travel section of a daily newspaper?”	% of travellers (176.4 million)
Frequently	17.1%
Occasionally	25.3%
Rarely	25.0%
Never	18.1%
Not Stated	0.9%
“How often do you read the travel section of a weekend edition of a newspaper?”	% of travellers (176.4 million)
Frequently	23.7%
Occasionally	24.9%
Rarely	22.4%
Never	14.4%
Not Stated	1.0%

Highlights:

- About 60% of American travellers read the weekday edition of a newspaper in a typical week. An additional 26% read it occasionally or rarely. Similar numbers of Americans read the weekend edition of a newspaper.
- 42% of American travellers read the travel section of a daily newspaper frequently or occasionally and 49% read the weekend travel section with the same frequency.

Magazines

“Which of the following magazines do you read in a typical month?”	% of travellers (176.4 million)
Automobile & Cycle Magazines (e.g., Motor Trends)	19.8%
Business, Finance & Investing (e.g., Forbes)	13.9%
Computer, Electronics & Technology	12.4%
Crafts, Antiques & Collectibles	16.5%
Entertainment & Music (e.g., People, TV Guide)	33.5%
Family & Parenting (e.g., Today’s Parent)	12.1%
Fashion & Beauty (e.g., Vogue)	13.8%
Food & Cooking (e.g., Gourmet)	21.4%
General Interest (e.g., Harper’s, Reader’s Digest)	20.7%
Health, Fitness, & Well Living	20.8%
Home & Garden	24.7%
Magazines About Your City (e.g., Chicago Magazine)	6.9%
News Magazine (e.g., Time, Newsweek)	20.3%
Outdoor Activities/Sports (e.g., Backpacker, Sail)	10.6%
Photography & Video	3.9%
Professional Sports(e.g., Sports Illustrated)	12.5%
Regional Magazines	6.8%
Science & Geography (e.g., National Geographic)	14.0%
Travel (e.g., Conde Nast)	10.4%
Other Magazines	41.0%
Don't read magazines in a typical month	9.6%
Not Stated	0.9%

Highlights:

- Entertainment and music magazines, such as *People* and *TV Guide*, enjoy the highest readership among American travellers.
- Entertainment and Music (34%); Home and Garden (25%) and Food and Cooking (21%) are the top three types of magazine that American travellers read regularly.
- Only 10% of American travellers regularly read travel magazines such as *Conde Nast* and *Travel & Leisure*.

Television

“Which of the following types of television programs do you normally watch?”	% of travellers (176.4 million)
Biography	32.8%
Cooking Shows	36.9%
Dramas	62.7%
History	45.0%
Home & Garden Shows	32.2%
Late Night Talk Shows	26.9%
Movies On TV	69.9%
Music/Music Video Shows/Channels	28.0%
News/Current Affairs	57.8%
Reality Shows	39.1%
Science & Nature Shows	36.8%
Science Fiction/Fantasy Shows	24.0%
Shopping Channels	7.7%
Situation Comedies	51.1%
Soap Operas/Daytime Dramas	15.4%
Sports/Sports Shows	44.8%
Travel Shows	28.5%
Other Television Shows	38.0%
Don't Normally Watch TV	2.5%
Not Stated	0.8%

Highlights:

- In terms of television shows, movies and dramas such as *Law & Order*, *The West Wing* and *The O.C.* enjoy the biggest audiences among American travellers.
- Movies on TV (70%), Dramas (63%) and News/Current Affairs (58%) are the most commonly watched types of television programs among American travellers.
- Only 3% of American travellers reported that they do not watch TV on a regular basis.

Radio

“Which of the following types of radio programs do you listen to?”	% of travellers (176.4 million)
All Sports	11.8%
Classical Music	14.1%
Country Music	32.4%
Jazz/Big Band	10.0%
Modern Rock/Alternative Rock	32.7%
Multicultural	4.7%
News/Talk/Information	32.2%
Oldies (50s, 60s, 70s, 80s)	43.7%
Soft Music/Adult Contemporary	24.4%
Top 40/Current Hits	25.8%
Some Other Program	19.4%
Don't Normally Listen To Radio	0.0%
Not Stated	8.4%
“Which of the following types of radio stations do you listen to?”	% of travellers (176.4 million)
Public Stations	37.7%
Commercial Stations	69.7%
Not Stated	6.2%

Highlights:

- Nearly all American travellers listen to the radio on a regular basis.
- Radio stations that play “oldies” music were the most popular stations among American travellers.
- The majority of American travellers listen to commercial radio stations (70%).

Internet Use

“Do you use the Internet as a source of information for personal use?”	% of travellers (176.4 million)
Yes	80.1%
No	18.5%
Not Stated	1.4%
“What types of websites do you normally visit for personal use?”	% of travellers (176.4 million)
Entertainment	42.8%
Games	32.7%
Health	33.4%
House And Home	22.9%
Magazine Sites	11.8%
Network News Sites	30.9%
Newspaper Sites	23.6%
Shopping (All Types)	45.2%
Sites For Specific Interests	25.9%
Sports	23.9%
Travel	37.8%
Weather	46.7%
Other	27.2%
Not Stated	0.9%

Highlights:

- 80% of American travellers use the Internet as a source of information for personal use. American travellers visit websites most frequently for information on weather (43%), shopping (45%) and entertainment (43%).

Membership in Organizations and Programs

“Are you a member of any of the following organizations or programs?”	% of travellers (176.4 million)
Automobile Club like AAA	42.1%
Sports Club	15.5%
Book/Reading Club	10.6%
Community Service Club	10.3%
Nature/Environment Club/Group	5.2%
Travel Club	4.1%
Hobby Club	5.9%
Frequent Flyer Program	29.7%
Hotel/Car Rent Loyalty Program	19.7%
Other	17.7%
None Of The Above	25.6%
Not Stated	2.4%

Highlights:

- Slightly less than one-third of American travellers belong to a frequent flyer program and 42% are members of an automobile club such as AAA.
- A quarter (26%) of American travellers do not belong to any of the organizations listed.

GENERAL ATTITUDES

“Indicate the extent to which you feel the statements below apply to you” (On a 5-point scale)	Applies very much (Scores of 4 or 5) As % of total travellers (176.4 million)	Applies very little (Scores of 1 or 2) As % of total travellers (176.4 million)
I prefer to visit undiscovered places before too many hotels and restaurants are built	28.2%	41.5%
I am actively involved in a regular, rigorous fitness program	19.6%	59.9%
I believe chance has little to do with success in life	30.6%	29.2%
I have much more energy than most people my age	33.4%	27.5%
I often buy new products before they come down in price	17.0%	57.8%
I make decisions quickly and easily	33.9%	27.2%
Did not answer any parts of the question	0.7%	

Highlights:

- About one-third of American travellers say they make decisions quickly and easily, have more energy than most people their age, chance has little to do with success in life and they prefer to visit undiscovered places before the mass travel market moves in. Some (17%) state that they buy new products before they come down in price.
- Such individuals are considered to be leaders among consumers, and their decisions and discoveries of products, services and destinations influence other travellers.

VACATIONS DAYS

AVAILABLE PAID VACATION DAYS IN 2005	% of Travellers (176.4 million)
None	13.6%
1-7 Days	6.0%
8-14 Days	14.1%
15-21 Days	15.1%
22-30 Days	7.5%
31-60 Days	1.5%
61-365 Days	0.6%
Not Stated	7.3%
PAID VACATION DAYS TAKEN IN 2005	As % of paid employees who travelled in the past 2 years (115.9 million)
None	21.5%
1-7 Days	14.3%
8-14 Days	24.1%
15-21 Days	19.7%
22-30 Days	7.3%
31-60 Days	1.8%
61-365 Days	0.8%
Not Stated	10.6%
PAID VACATION DAYS TAKEN & USED FOR OUT-OF-TOWN OVERNIGHT VACATION TRIPS	As % of paid employees who travelled in past 2 years & took paid vacation days in 2005 (78.8 million)
None	8.9%
1-7 Days	41.0%
8-14 Days	32.6%
15-21 Days	13.4%
22-30 Days	2.5%
31-60 Days	0.6%
61-365 Days	0.3%
Not Stated	0.7%

Highlights:

- In 2005, 20% of all American travellers received 1 to 14 days of paid vacation from their employer. 14% of all American travellers received no paid vacations days from their employer.
- In 2005, of the Americans who were entitled to paid vacation, 22% did not use any of their vacation days while 38% used between 1 and 14 days.

DEMOGRAPHICS

Age and Household income

AGE OF RESPONDENT	% of travellers (176.4 million)	% of non-travellers (46.5 million)
18-20	4.4%	5.0%
21-25	8.3%	8.4%
26-30	10.2%	7.7%
31-35	10.7%	7.9%
36-40	8.3%	5.9%
41-45	8.9%	7.4%
46-50	10.8%	9.8%
51-55	10.1%	9.5%
56-60	8.5%	8.8%
61-65	6.5%	6.8%
66-70	4.9%	5.6%
71-75	3.5%	5.5%
76 and over	4.9%	11.7%
Average Age	45.6 years	49.7 years
HOUSEHOLD INCOME	% of travellers (176.4 million)	% of non-travellers (46.5 million)
Under \$20,000	8.5%	30.6%
\$20,000 to \$39,999	16.5%	25.2%
\$40,000 to \$59,999	16.7%	13.8%
\$60,000 to \$79,999	14.5%	6.8%
\$80,000 to \$99,999	11.4%	3.9%
\$100,000 to \$149,999	14.1%	3.6%
\$150,000 to \$249,999	4.9%	0.7%
\$250,000 Or More	1.7%	0.4%
Don't Know	7.0%	7.7%
Not Stated	4.8%	7.1%

Highlights:

- American travellers are younger than non-travellers (average age: 46 versus 50) and have nearly double the household income of non-travellers (average household income: \$76,000 versus \$39,000).

Occupation and Household Composition

OCCUPATION/WORK STATUS	% of travellers (176.4 million)	% of non-travellers (46.5 million)
Work 30 or more hours/week as paid employee	50.2%	32.2%
Work as paid employee but part-time (less than 30 hours/week)	7.4%	7.1%
Self-employed	7.4%	5.1%
Unpaid worker at a family business	0.3%	0.5%
Looking for work	1.7%	4.0%
Going to school	4.4%	3.4%
Caring for children (unpaid)	2.8%	2.3%
Retired	15.1%	21.4%
Maternity/paternal leave	0.2%	0.1%
Long-term illness/disability	2.7%	9.6%
Other	1.9%	3.6%
Not Stated	3.6%	7.5%
HOUSEHOLD COMPOSITION (“DO YOU LIVE:”)	% of travellers (176 million)	% of non-travellers (46.5 million)
Alone	11.4%	18.7%
Spouse/Partner	69.1%	49.1%
Birth/step/adopted children 18 years and over	15.9%	17.3%
Birth/step/adopted children 17 years and under	29.7%	21.1%
Son/daughter in-law	1.0%	2.0%
Grandchildren	2.8%	5.8%
Mother/step mother	10.5%	15.0%
Father/step father	7.7%	9.4%
Siblings	7.2%	10.5%
Brother/sister in-law	0.8%	1.1%
Grandfather/grandmother	0.8%	1.4%
Relative not listed above	2.6%	3.8%
Lodger/boarder	0.9%	0.9%
Roommates not listed above	3.7%	2.9%
Not Stated	1.4%	4.4%

Highlights:

- Compared to travellers, higher proportions of American non-travellers are retired, suffer from a long-term illness, or are unemployed and lower proportions have full-time, paid employment.
- The vast majority of American travellers live with a spouse or partner and about one-third of them have children under the age of 18. On the other hand, more American non-travellers live alone.

Respondent's Place of Birth

RESPONDENT'S PLACE OF BIRTH	% of travellers (176.4 million)	% of non-travellers (46.5 million)
Canada	0.4%	0.3%
China/Hong Kong	0.3%	0.3%
Cuba	0.1%	0.3%
France	0.1%	0.0%
Germany	0.5%	0.5%
Great Britain/UK	0.3%	0.1%
India	0.2%	0.1%
Italy	0.1%	0.0%
Jamaica	0.1%	0.1%
Mexico	0.3%	0.5%
Philippines	0.2%	0.2%
Poland	0.1%	0.0%
Russia	0.1%	0.1%
South Korea	0.1%	0.0%
Ukraine	0.1%	0.1%
United States	93.3%	90.3%
Vietnam	0.2%	0.2%
Other	1.8%	1.5%
Not Stated	1.9%	5.3%

Highlights:

- 93% of American travellers were born in the U.S., compared to 90% of American non-travellers.
- Germany and Canada are the top two countries of origin for American travellers who were not born in the U.S.

Parent's Place of Birth

PLACE OF BIRTH OF PARENTS	% of travellers (176.4 million)	% of non-travellers (46.5 million)
Australia	0.1%	0.0%
Barbados	0.0%	0.0%
Belgium	0.1%	0.1%
Canada	1.1%	0.9%
China/Hong Kong	0.6%	0.6%
Cuba	0.3%	0.4%
Dominican Republic	0.1%	0.0%
El Salvador	0.1%	0.1%
France	0.2%	0.1%
Germany	1.5%	1.6%
Great Britain/UK	1.0%	0.8%
Greece	0.1%	0.2%
Holland/The Netherlands	0.3%	0.1%
India	0.3%	0.2%
Italy	1.1%	1.2%
Ireland	0.4%	0.4%
Jamaica	0.1%	0.3%
Mexico	1.1%	1.5%
Philippines	0.4%	0.3%
Poland	0.7%	0.8%
Portugal	0.2%	0.2%
Russia	0.5%	0.6%
Serbia	0.1%	0.1%
South Korea	0.2%	0.1%
Switzerland	0.1%	0.1%
Ukraine	0.2%	0.3%
United States	88.3%	84.5%
Vietnam	0.3%	0.2%
Other	3.6%	3.6%
Not Stated	3.6%	6.8%

Highlights:

- 88% of American travellers' parents were born in the U.S., with Germany, Canada, Italy and Mexico being the top countries of origin for those whose parents were born outside the U.S.

Education

LEVEL OF EDUCATION COMPLETED	% of travellers (176.4 million)	% of non-travellers (46.5 million)
Some elementary or less	0.1%	0.9%
Completed elementary school	0.3%	1.3%
Some high school	3.1%	11.4%
High school diploma	17.0%	33.1%
Some trade, technical or vocational school or community, business or nursing college	10.7%	12.5%
Some university/state college	18.2%	14.5%
Diploma or certificate from trade, technical or vocational school	10.4%	10.1%
Bachelor or undergraduate degree or teacher's college (B.A., B.Sc, B.Ed)	21.8%	8.5%
Degree in medicine, dentistry, veterinary medicine, optometry	0.8%	0.3%
Earned Doctorate or Masters (PhD, MBA, M.A., M.Sc., M.Ed.)	12.5%	3.1%
Some Post-graduate work but no degree	3.4%	1.7%
Other	0.6%	0.7%
Not Stated	1.2%	1.7%

Highlights:

- American travellers are significantly more educated than American non-travellers. More than 38% of American travellers have a university degree.