

**U.S. TRAVEL MARKET**

**Aboriginal Cultural Experiences  
While on Trips  
Of One or More Nights**

*A Profile Report*

**July 4, 2007**

**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





### Travel Activity and Motivation Survey (TAMS)

The TAMS survey examines the recreational activities and travel habits of Canadians and Americans. The survey examines out-of-town, overnight travel behaviour of one or more nights over the past two years and provides detailed information on Travelers' activities, travel motivators, places visited, type of accommodation used, impressions of Canada, its provinces and territories, demographics and media consumption patterns.

TAMS represents a comprehensive assessment of travel behaviour and motivators and provides a rich and authoritative database by which to develop marketing strategies and travel products to attract visitors to Canada. In particular, TAMS was designed to:

- Identify existing and potential tourism markets;
- Measure the likelihood of these tourism markets being attracted to vacation experiences in Canada;
- Create packaging opportunities for each of these markets;
- Determine how to reach these markets (i.e., in terms of media strategies); and
- Provide information on how to fine-tune and target existing marketing campaigns.

TAMS was sponsored by the following organizations:

Ontario Ministry of Tourism	Quebec Ministry of Tourism
Ontario Tourism Marketing Partnership Corporation	Travel Manitoba
Canadian Tourism Commission	Tourism Saskatchewan
Atlantic Canada Tourism Partnership	Parks Canada Agency
Department of Canadian Heritage	Tourism British Columbia
Alberta Tourism, Parks, Recreation and Culture	Government of Yukon
Government of Northwest Territories	Statistics Canada

The survey was conducted in Canada and the United States between January 2006 and June 2006 and it includes only adults (18 years and over). The reference period for the data is 2004 and 2005.

The U.S. database is used in this current report. This survey was conducted by mail with an established U.S. mail panel. 60,649 completed questionnaires were returned. The mail panel response rate for this survey was 71.3%. The data have been weighted to project the results to the United States population.

This report profiles those who engaged in aboriginal cultural experiences while on a trip, and compares them with other U.S. Pleasure Travelers (i.e., took at least one pleasure trip in the last two years). This report is part of a series of 43 Activity Reports prepared using the U.S. TAMS database.

## Aboriginal Cultural Experiences While on Trips

### Market Incidence

Over the last two years, 6.6% (14,641,128) of adult Americans engaged in aboriginal cultural experiences while on an out-of-town, overnight trip of one or more nights. The most popular experience was visiting aboriginal heritage attractions, such as museums and interpretative centres (4.6%). Visiting aboriginal arts and crafts shows was the next most popular activity (2.6%), followed by sampling aboriginal cuisine (2.0%), attending aboriginal festivals or events (2.0%), attending an aboriginal experience in a remote or rural setting (1.7%), and participating in an aboriginal outdoor adventure or sport (0.8%).

31.1% (4,552,422 adult Americans) of those who engaged in an aboriginal cultural experience reported that this activity was the main reason for taking at least one trip in the past two years. Attending an aboriginal festival or event and participating in an aboriginal experience in a remote or rural setting were more likely than other activities to be the main reason for taking at least one trip.

Fig. 1 Incidence of Aboriginal Cultural Experiences While on Trips<sup>1</sup>

	Number of Aboriginal Cultural Experiencers <sup>2</sup>	Percent Main Reason for Trip <sup>3</sup>	Percent of Pleasure Travelers <sup>4</sup>	Percent of Total U.S. Population <sup>5</sup>
Size of Market	14,641,128	4,552,422	170,510,241	222,846,268
Aboriginal Cultural Experiences (All Activities)	14,641,128	31.1%	8.6%	6.6%
Aboriginal heritage attractions	10,212,094	24.8%	6.0%	4.6%
Aboriginal arts and crafts shows	5,755,443	26.3%	3.4%	2.6%
Aboriginal cuisine	4,409,960	22.6%	2.6%	2.0%
Aboriginal festivals & events	4,354,170	37.6%	2.6%	2.0%
Aboriginal cultural experiences in a remote or rural setting	3,860,845	37.7%	2.3%	1.7%
Aboriginal outdoor adventures/sports	1,690,431	29.5%	1.0%	0.8%
Participated in all six activities	524,224	30.0%	0.3%	0.2%

- 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 - "Aboriginal Cultural Experiencers" are defined as individuals who engaged in aboriginal cultural experiences while on an out-of-town, overnight trip of one or more nights during the past two years and who took at least one out-of-town pleasure trip of one or more nights during the past two years. This column reports the number of individuals who participated in the activity on at least one trip during the last two years.
- 3 - This column reports the percent who participated in each activity who stated that the activity was the main reason for taking at least one trip during the past two years.
- 4 - "Pleasure Travelers" are defined as individuals who have taken at least one out-of-town pleasure trip of one or more nights in the last two years. This column reports the percent of Pleasure Travelers who participated in each activity on at least one trip during the last two years.
- 5 - This column reports the percent of the Total U.S. Adult Market who participated in each activity on a trip during the past two years.

### Incidence by Region, State and Population Size

Relative to the average U.S. Pleasure Traveler, those who engaged in aboriginal cultural experiences when on trips are over-represented among those living in Alaska and the Mountain, Pacific and New England regions of the United States. They are more likely to be found in small cities, towns and rural areas (population less than 500,000) than in mid-sized or larger cities.

Fig. 2 Geographic Distribution & Population Size of Those Who Engaged in Aboriginal Cultural Experiences While on Trips

	Total Population	Estimated Number of Aboriginal Cultural Experiencers	Percent of Pleasure Travelers in Region Aboriginal Cultural Experiences on a Trip	Percent of Total Regional Population Aboriginal Cultural Experiences on a Trip
United States	222,846,268	14,641,128	8.6%	6.6%
New England	11,095,629	752,440	8.8%	6.8%
Middle Atlantic	31,005,526	1,760,968	7.6%	5.7%
East North Central	34,621,254	2,225,159	8.4%	6.5%
West North Central	15,024,360	1,033,581	8.6%	6.9%
South Atlantic	42,602,998	2,501,044	7.8%	5.9%
East South Central	13,597,436	686,448	7.2%	5.1%
West South Central	24,853,901	1,418,787	7.8%	5.8%
Mountain	15,030,720	1,331,258	11.0%	8.9%
Pacific	34,529,689	2,841,767	10.2%	8.3%
Alaska	484,754	89,676	21.2%	18.5%
Not Available	745,757	98,764	15.9%	13.2%
Less than 100,000	29,429,442	1,895,367	9.1%	6.5%
100,000 to 499,999	36,551,501	2,436,775	9.0%	6.7%
500,000 to 1,999,999	52,335,815	3,189,711	8.0%	6.2%
2,000,000 or more	103,783,753	7,020,510	8.5%	6.8%

Aboriginal Cultural Experiencers are most likely to live in Alaska, New Mexico, Montana, Nevada, Oregon and Washington. They are least likely to live in District of Columbia, Wyoming, New Hampshire, Nebraska and Tennessee (see Fig. 3 on next page).



## Demographic Profile

Aboriginal Cultural Experiencers tend to be older than the average U.S. Pleasure Traveler and they are especially over-represented among travelers 55 to 64 years old. They are typically married but generally do not have dependent children (under 18 years of age) living at home. Their level of education (24.9% postgraduate degree) and household incomes (\$79,911) are above-average.

Fig. 4 Demographic Profile of Those Who Engaged in Aboriginal Cultural Experiences on a Trip Relative to All U.S. Pleasure Travelers

Attribute	Size of Market	Aboriginal Cultural Experiencers	Non-Aboriginal Cultural Experiencers <sup>1</sup>	Pleasure Travelers	Index <sup>2</sup>
		14,641,128	155,869,113	170,510,241	100
Gender	Male	49.5%	48.4%	48.5%	102
	Female	50.5%	51.6%	51.5%	98
Age of Respondent	18 to 24	9.1%	11.0%	10.8%	84
	25 to 34	17.2%	21.3%	21.0%	82
	35 to 44	16.3%	17.4%	17.3%	94
	45 to 54	21.3%	21.0%	21.0%	101
	55 to 64	20.8%	15.0%	15.5%	134
	65 Plus	15.3%	14.3%	14.4%	106
Average Age		47.4	45.3	45.4	N/A
Marital Status	Not married	29.8%	30.6%	30.5%	98
	Married	70.2%	69.4%	69.5%	101
Parental Status	No children under 18	76.9%	69.4%	70.0%	110
	Children under 18	23.1%	30.6%	30.0%	77
Education	High school or less	14.6%	21.1%	20.5%	71
	Trade, Technical, Community Col.	20.2%	21.5%	21.4%	94
	University Degree	40.3%	41.1%	41.1%	98
	Post Graduate Degree	24.9%	16.3%	17.1%	146
Household Income	Under \$20,000	8.0%	8.1%	8.1%	99
	\$20,000 to \$39,999	13.2%	16.5%	16.2%	81
	\$40,000 to \$59,999	16.0%	16.8%	16.7%	96
	\$60,000 to \$79,999	15.0%	14.7%	14.7%	102
	\$80,000 to \$99,999	12.3%	11.5%	11.6%	107
	\$100,000 to \$149,999	15.4%	14.3%	14.4%	107
	\$150,000 or more	8.8%	6.5%	6.7%	131
Not stated	11.3%	11.7%	11.7%	97	
Average Household Income		\$79,911	\$73,774	\$74,303	N/A

- 1 - "Non-Aboriginal Cultural Experiencers" are defined as individuals who took at least one out-of-town, pleasure trip of one or more nights in the last two years but did not engage in aboriginal cultural experience activities on any trip. The numbers of Aboriginal Cultural Experiencers and Non-Aboriginal Cultural Experiencers equal the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for Aboriginal Cultural Experiencers in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which Aboriginal Cultural Experiencers are over or under-represented relative to the average Pleasure Traveler. An index of 100 means the percent participating in the activity is the same as that of the average U.S. Pleasure Traveler. Index values over 100 indicate that those participating in the activity are over-represented relative to the average U.S. Pleasure Traveler. Index values less than 100 indicate that those participating in the activity are under-represented relative to the average U.S. Pleasure Traveler.

### Travel Activity (During Last Two Years)

Over the past two years, Aboriginal Cultural Experiencers have traveled more frequently than the average U.S. Pleasure Traveler. They were more likely than average to have taken trips both within their own state and to other American states. They were also much more likely than average to have visited Mexico, the Caribbean and overseas destinations.

Aboriginal Cultural Experiences were almost twice as likely as the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (28.1% versus 14.6%). The most common destinations in Canada were Ontario (14.4%), British Columbia (12.6%) and Quebec (6.3%). However, they are over-represented among U.S. Travelers to all of the Canadian provinces and territories, and especially the northern territories (Yukon, Northwest Territories, Nunavut), the Western Provinces (British Columbia, Alberta, Saskatchewan, Manitoba), Newfoundland & Labrador, and Prince Edward Island.

Fig. 5 Percent Traveling to Canada and Other Destinations during Past Two Years

	Aboriginal Cultural Experiencers	Non-Aboriginal Cultural Experiencers	Pleasure Travelers	Index
Size of Market	14,641,128	155,869,113	170,510,241	100
All destinations	92.8%	84.7%	85.4%	109
Canada	28.1%	13.3%	14.6%	193
Newfoundland and Labrador	1.4%	0.3%	0.4%	332
Prince Edward Island	2.0%	0.5%	0.6%	327
New Brunswick	2.4%	0.7%	0.8%	290
Nova Scotia	3.0%	1.2%	1.3%	225
Quebec	6.3%	2.8%	3.1%	204
Ontario	14.4%	7.7%	8.3%	175
Manitoba	1.6%	0.4%	0.5%	307
Saskatchewan	1.6%	0.4%	0.5%	325
Alberta	3.9%	0.9%	1.2%	322
British Columbia	12.6%	3.3%	4.1%	305
Yukon	2.7%	0.4%	0.6%	477
Northwest Territories	1.3%	0.3%	0.4%	326
Nunavut	0.1%	0.0%	0.0%	280
Own State	87.0%	79.0%	79.7%	109
Other parts of the U.S.	95.5%	90.2%	90.6%	105
Mexico	22.9%	12.7%	13.6%	169
Caribbean	17.2%	12.3%	12.7%	135
All other destinations	21.7%	8.4%	9.6%	227

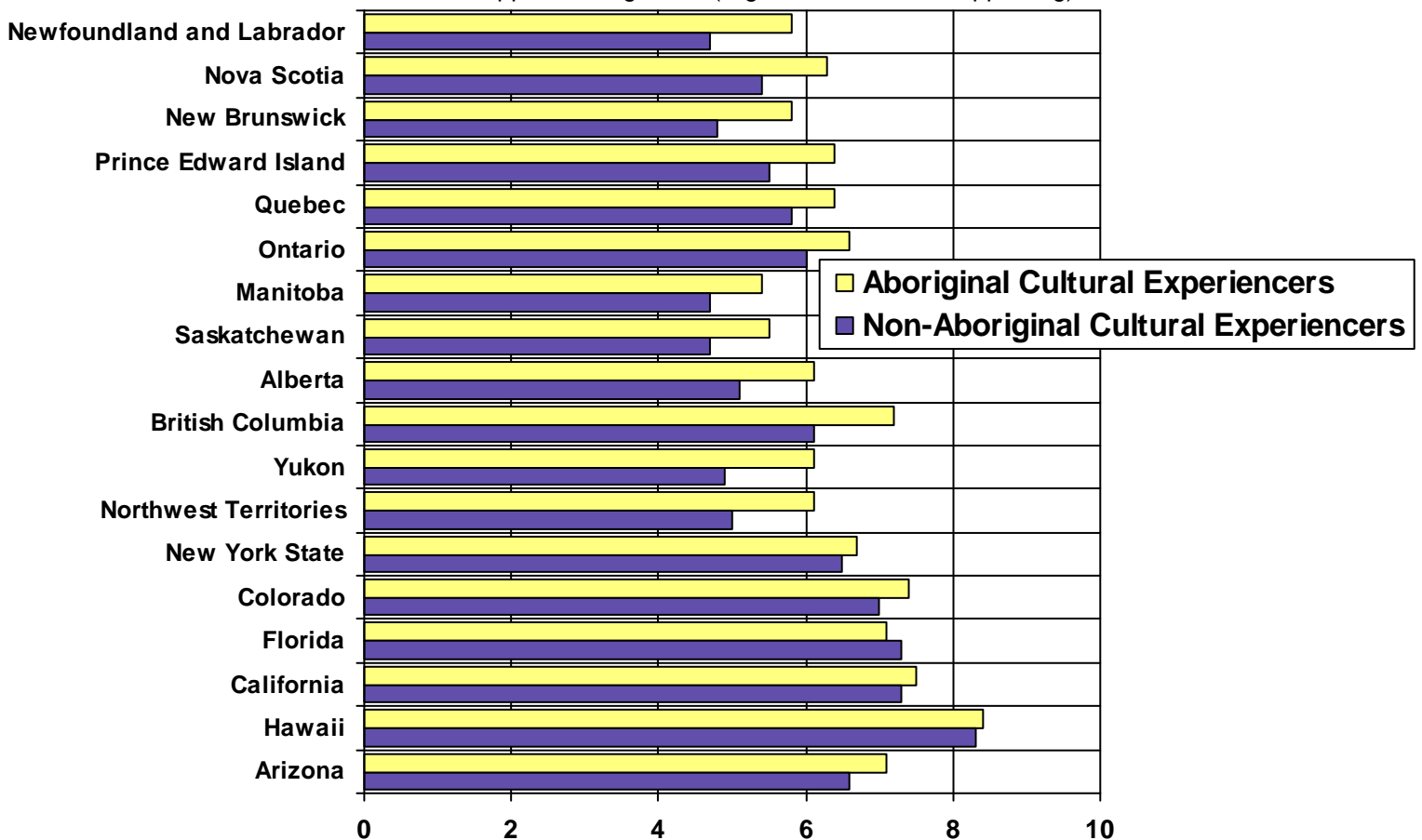
**Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories**

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.

Aboriginal Cultural Experiencers gave higher ratings than other U.S. Pleasure Travelers to all Canadian destinations. British Columbia (7.2) received the highest rating, followed by Ontario (6.6), Quebec (6.4) and Prince Edward Island (6.4).

In comparison to the U.S. reference states, Aboriginal Cultural Experiencers rate British Columbia as more appealing than New York State and comparable to Arizona and Florida. This high rating is atypical of most U.S. Pleasure Travelers suggesting that Aboriginal Cultural Experiencers may be a prime market for Canadian tourism promotional activities.

Fig. 6 Overall Rating of Appeal of Provinces, Territories and Selected U.S. States on a 10-Point Appeal Rating Scale (Higher Scores=More Appealing)



### Other Culture and Entertainment Activities Pursued While on Trips

Relative to the average U.S. Pleasure Traveler, Aboriginal Cultural Experiencers were much more likely to participate in most culture and entertainment activities while on trips. The large majority of Aboriginal Cultural Experiencers went shopping and dining, visited historical sites, museums and art galleries, attended fairs and festivals, visited theme parks and exhibits, and went to casinos, theatre and comedy clubs. However, Aboriginal Cultural Experiencers were at least twice as likely as the average U.S. Pleasure Traveler to undertake other cultural experiences on trips, including high art performances, archaeological digs and sites, theatre, film and music festivals, and participatory historical activities. Aboriginal Cultural Experiencers were also much more likely than the average U.S. Pleasure Traveler to pursue activities that offer an opportunity to learn (e.g., science & technology exhibits, garden theme attractions, agro-tourism) and to attend national and international sporting events while on a trip.

Fig. 7 Cultural and Entertainment Activities Pursued While on Trips  
(See Appendix One for a Definition of Each Type of Culture & Entertainment Activity)

	Aboriginal Cultural Experiencers	Non-Aboriginal Cultural Experiencers	Pleasure Travelers	Index
Size of Market	14,641,128	155,869,113	170,510,241	100
Shopping & Dining	94.0%	76.2%	77.7%	121
Historical Sites, Museums & Art Galleries	86.9%	50.3%	53.5%	162
Fairs & Festivals	70.5%	38.2%	41.0%	172
Theme Parks & Exhibits	67.0%	47.3%	49.0%	137
Casino, Theatre & Comedy Clubs	63.5%	43.7%	45.4%	140
Fine Dining & Spas	49.7%	31.4%	33.0%	151
Science & Technology Exhibits	49.5%	22.5%	24.8%	200
Wine, Beer & Food Tastings	43.7%	21.0%	22.9%	191
Garden Theme Attractions	36.6%	11.5%	13.7%	268
Agro-Tourism	31.9%	11.8%	13.5%	236
Equestrian & Western Events	29.0%	14.2%	15.5%	188
Rock Concerts & Recreational Dancing	27.7%	14.1%	15.3%	182
High Art Performances	27.2%	9.4%	10.9%	249
Professional Sporting Events	25.4%	15.2%	16.1%	158
Archaeological Digs & Sites	22.1%	4.0%	5.5%	400
Theatre, Film & Musical Festivals	21.6%	7.1%	8.3%	260
Participatory Historical Activities	16.5%	2.7%	3.9%	421
Amateur Tournaments	14.9%	7.0%	7.7%	194
National & International Sporting Events	5.9%	1.5%	1.9%	320

### Culture and Entertainment Activities Pursued While Not on Trips

Aboriginal Cultural Experiencers were also more likely than the average U.S. Pleasure Traveler to participate in culture and entertainment activities when NOT traveling. The majority of Aboriginal Cultural Experiencers went to restaurants and visited festivals or fairs, historic sites or heritage buildings, museums, and zoos or aquariums when not traveling. They were also much more likely than the average U.S. Pleasure Traveler to go to art galleries and art shows and to attend live arts performances (e.g., classical music concerts, ballet, opera).

Fig. 8 Cultural and Entertainment Activities Pursued While Not on Trips

	Aboriginal Cultural Experiencers	Non-Aboriginal Cultural Experiencers	Pleasure Travelers	Index
Size of Market	14,641,128	155,869,113	170,510,241	100
Going out to eat in restaurants	94.3%	92.7%	92.8%	102
Going to festivals or fairs	76.2%	64.5%	65.5%	116
Going to historic sites or heritage buildings	62.0%	38.1%	40.1%	154
Going to museums	59.1%	35.5%	37.5%	158
Going to zoos or aquariums	55.1%	44.7%	45.6%	121
Going to art galleries or art shows	48.8%	25.8%	27.8%	176
Going to amateur sporting events	43.7%	39.5%	39.9%	109
Going to live theatre	41.9%	28.0%	29.2%	144
Going to pick-your-own farms or farmers' market	40.3%	30.8%	31.6%	127
Going to amusement or theme parks	39.6%	38.0%	38.1%	104
Going to professional sporting events	36.2%	34.8%	34.9%	104
Going to botanical gardens	35.7%	18.5%	20.0%	179
Going to gamble in casinos	28.9%	27.9%	28.0%	103
Going to bars with live pop or rock bands	26.3%	23.3%	23.6%	112
Going to classical music concerts	26.2%	13.8%	14.9%	176
Going dancing	25.9%	20.4%	20.8%	124
Going to rock music concerts	24.8%	21.0%	21.3%	116
Staying overnight in a hotel or B&B in own city	15.0%	10.1%	10.6%	142
Going to day spas	14.0%	9.9%	10.3%	137
Going to the ballet	13.3%	6.5%	7.0%	189
Going to jazz clubs	12.4%	7.5%	7.9%	157
Going to rodeos	12.4%	7.8%	8.2%	151
Going to the opera	10.9%	5.3%	5.7%	191

### Outdoor Activities Pursued While on Trips

Aboriginal Cultural Experiencers were much more likely than the average U.S. Pleasure Traveler to have participated in outdoor activities while on trips in the past two years.

The majority of Aboriginal Cultural Experiencers went wildlife viewing and participated in ocean activities when on trips. In fact, this segment was twice as likely as the average U.S. Pleasure Traveler to have gone wildlife viewing. In addition, Aboriginal Cultural Experiencers are much more likely to have gone hiking, climbing and paddling, cycling, horseback riding, sailing and surfing, scuba and snorkeling, cross-country skiing and snowshoeing, and to have participated in a 'blade and board activity' (e.g., ice skating) or an extreme sport (e.g. extreme air sports, extreme skiing) when on trips.

Fig. 9 Outdoor Activities Pursued While on Trips  
(See Appendix Two for a Definition of Each Type of Outdoor Activity)

	Aboriginal Cultural Experiencers	Non-Aboriginal Cultural Experiencers	Pleasure Travelers	Index
Size of Market	14,641,128	155,869,113	170,510,241	100
Wildlife Viewing	72.1%	31.4%	34.9%	206
Ocean Activities (e.g., swimming in ocean, ocean kayaking)	55.8%	38.0%	39.6%	141
Hiking, Climbing & Paddling	48.9%	21.1%	23.5%	209
Games & Individual Sports (e.g., tennis, board games)	35.2%	21.0%	22.2%	159
Boating & Swimming (e.g., motorboating, swimming in lakes)	34.7%	19.8%	21.0%	165
Fishing	27.0%	17.6%	18.4%	147
Exercising & Jogging	26.7%	12.9%	14.1%	190
Golfing	14.5%	10.3%	10.7%	136
Cycling	14.1%	5.6%	6.3%	223
Horseback Riding	13.9%	5.4%	6.2%	225
Team Sports (e.g., football, baseball, basketball)	12.7%	7.4%	7.9%	162
Snowmobiling & ATVing	12.7%	6.6%	7.1%	178
Downhill Skiing & Snowboarding	11.7%	7.7%	8.0%	145
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	10.3%	4.2%	4.8%	217
Board & Blade (e.g., skateboarding, ice-skating)	9.1%	3.6%	4.0%	226
Scuba & Snorkeling	8.8%	3.6%	4.1%	216
Hunting	7.6%	5.2%	5.4%	141
Cross-country Skiing & Snowshoeing	6.1%	1.5%	1.9%	326
Motorcycling	5.7%	2.8%	3.1%	185
Extreme Air Sports (e.g., parachuting, bungee jumping)	5.7%	1.4%	1.7%	328
Extreme Skiing (e.g., heli-skiing, overnight x-country trips)	1.0%	0.3%	0.3%	286

### Outdoor Activities Pursued While Not on Trips

When NOT traveling, Aboriginal Cultural Experiencers were more likely to have participated in outdoor activities than the average U.S. Pleasure Traveler. The majority of Aboriginal Cultural Experiencers went on day outings to a park, went picnicking, exercised at home or at a fitness club, gardened at home and went swimming when not traveling. They were also more likely than the average U.S. Pleasure Traveler to go hiking, horseback riding, canoeing or kayaking, and cross-country skiing when not traveling.

Fig. 10 Outdoor Activities Pursued While NOT on Trips

	Aboriginal Cultural Experiencers	Non-Aboriginal Cultural Experiencers	Pleasure Travelers	Index
Size of Market	14,641,128	155,869,113	170,510,241	100
Day outing to a park	74.0%	62.1%	63.1%	117
Exercising at home or at a fitness club	64.6%	55.2%	56.0%	115
Gardening	63.1%	52.1%	53.1%	119
Swimming	61.8%	56.0%	56.5%	109
Picnicking	59.6%	46.6%	47.7%	125
Hiking	49.6%	30.9%	32.5%	153
Fishing	36.7%	32.4%	32.8%	112
Camping	36.5%	25.8%	26.7%	137
Cycling	31.7%	22.0%	22.9%	139
Sailing or other boating	25.4%	19.4%	20.0%	127
Jogging	23.4%	19.1%	19.5%	120
Golfing	19.1%	18.2%	18.3%	104
Playing racquet sports (e.g., tennis or badminton)	18.0%	12.7%	13.2%	136
Playing team sports	17.9%	15.6%	15.8%	113
Horseback riding	14.6%	8.0%	8.6%	170
Riding an all-terrain vehicle (ATV)	14.2%	11.2%	11.5%	124
Hunting	13.8%	11.6%	11.8%	117
Canoeing or kayaking	13.0%	7.4%	7.8%	166
Rollerblading	9.1%	7.2%	7.3%	124
Downhill skiing	7.9%	5.5%	5.7%	139
Ice-skating	7.5%	5.3%	5.5%	136
Cross-country skiing	5.5%	2.2%	2.5%	221
Snowmobiling	4.4%	3.2%	3.3%	133
Snowboarding	3.7%	2.6%	2.7%	137
Skateboarding	2.8%	2.1%	2.2%	129

### Accommodations Stayed In While on Trips

Similar to U.S. Pleasure Travelers overall, Aboriginal Cultural Experiencers were most likely to stay at a seaside resort or in a public campground when on trips in the past two years. However, relative to the average U.S. Pleasure Traveler, Aboriginal Cultural Experiencers were much more likely to have stayed at several of the more unique types of accommodation, especially a wilderness lodge or outpost (e.g., wilderness lodge you can drive to by car, a remote or fly-in wilderness lodge or outpost), a country inn or resort with a gourmet restaurant, and a cooking or wine tasting school.

Fig. 11 Accommodations Stayed In While on Trips

	Aboriginal Cultural Experiencers	Non-Aboriginal Cultural Experiencers	Pleasure Travelers	Index
Size of Market	14,641,128	155,869,113	170,510,241	100
Seaside Resort	31.2%	17.1%	18.3%	170
A Public Campground in a National, State, Provincial or Municipal Park	28.6%	15.8%	16.9%	169
Lakeside/Riverside Resort	24.1%	11.3%	12.4%	194
A Private Campground	18.7%	9.4%	10.2%	183
Ski Resort or Mountain Resort	17.4%	8.2%	9.0%	194
A Camp Site in a Wilderness Setting (Not a Campground)	11.8%	4.0%	4.7%	252
Wilderness Lodge You Can Drive to by Car	10.5%	2.8%	3.5%	301
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	9.0%	3.8%	4.2%	213
Health Spa	7.6%	2.7%	3.1%	242
Country Inn or Resort with Gourmet Restaurant	5.8%	1.6%	2.0%	290
Farm or Guest Ranch	5.3%	1.7%	2.0%	265
On a Houseboat	3.9%	1.2%	1.4%	275
Remote or Fly-In Wilderness Lodge	3.3%	0.6%	0.8%	402
Remote or Fly-In Wilderness Outpost	2.1%	0.3%	0.4%	474
Cooking School	2.0%	0.4%	0.6%	357
Wine Tasting School	1.6%	0.3%	0.4%	383

### Tours and Cruises Taken During Past Two Years

Aboriginal Cultural Experiencers were much more likely than the average U.S. Pleasure Traveler to have taken tours and cruises in the past two years. This segment most often went on sameday tours (both organized and self-guided), city tours and scenic drives through the countryside while on trips. Aboriginal Cultural Experiencers were also much more likely than average to have taken a wilderness tour, a winery tour, and an air tour by airplane or helicopter in the past two years. In terms of cruises, Aboriginal Cultural Experiencers were much more likely than the average U.S. Pleasure Traveler to have taken an Alaskan ocean cruise, and some of the more unique cruises (e.g., Great Lakes cruise, St. Lawrence River cruise).

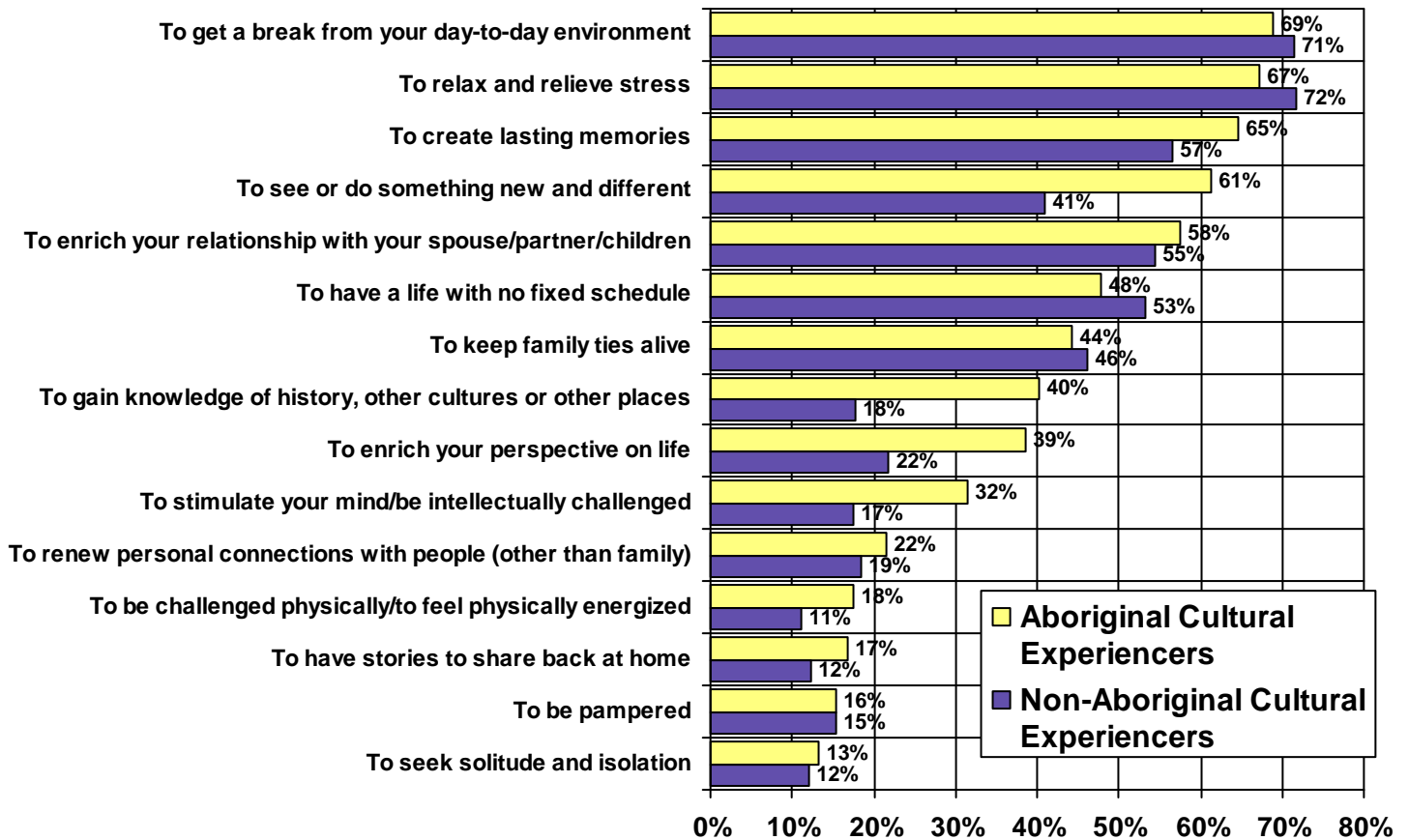
Fig. 12 Tours and Cruises Taken During Past Two Years

	Aboriginal Cultural Experiencers	Non-Aboriginal Cultural Experiencers	Pleasure Travelers	Index
Size of Market	14,641,128	155,869,113	170,510,241	100
A self-guided sameday tour while on an overnight trip	37.9%	17.4%	19.2%	198
An organized sameday guided tour while on an overnight trip	34.8%	17.0%	18.5%	188
Around the city	31.4%	14.3%	15.8%	199
Around the country side - scenic drives	31.1%	11.4%	13.1%	237
A self-guided overnight tour where you stayed in different locations	24.1%	9.1%	10.4%	232
Wilderness tour	21.4%	6.1%	7.4%	288
On the water (sightseeing cruise)	18.9%	6.7%	7.8%	243
An organized overnight guided tour where you stayed in different locations	18.5%	6.9%	7.9%	235
Some other type of tour	16.9%	8.1%	8.8%	191
An organized overnight guided tour where you stayed in a single location	13.6%	6.1%	6.7%	202
Caribbean ocean cruise	11.7%	8.7%	9.0%	130
To a casino	10.4%	4.4%	4.9%	212
To a winery	10.1%	3.0%	3.6%	282
Ocean cruise – Other	9.2%	4.4%	4.8%	191
Alaskan ocean cruise	8.0%	2.0%	2.5%	319
Cruise on another lake or river	5.1%	1.7%	2.0%	257
To a factory	4.9%	1.5%	1.8%	270
In the air as a pilot or passenger of an airplane or helicopter	4.8%	1.1%	1.4%	338
Some other type of cruise	4.6%	1.4%	1.7%	267
Great Lakes cruise	1.4%	0.3%	0.4%	370
Cruise on the St. Lawrence River	0.8%	0.2%	0.3%	273
Submarine cruise	0.6%	0.2%	0.2%	246

**Benefits Sought While on Vacation**

As with most U.S. Pleasure Travelers, the majority of Aboriginal Cultural Experiencers take a vacation to get a break from their day-to-day environment, relax and relieve stress, create lasting memories, see or do something new and different, and enrich family relationships. However, relative to the average U.S. Pleasure Traveler, Aboriginal Cultural Experiencers consider it much more important that a destination offers opportunities to see or do something new and different and opportunities to learn (e.g., gain knowledge of the history and culture of a destination, enrich their perspectives on life, be intellectually stimulated).

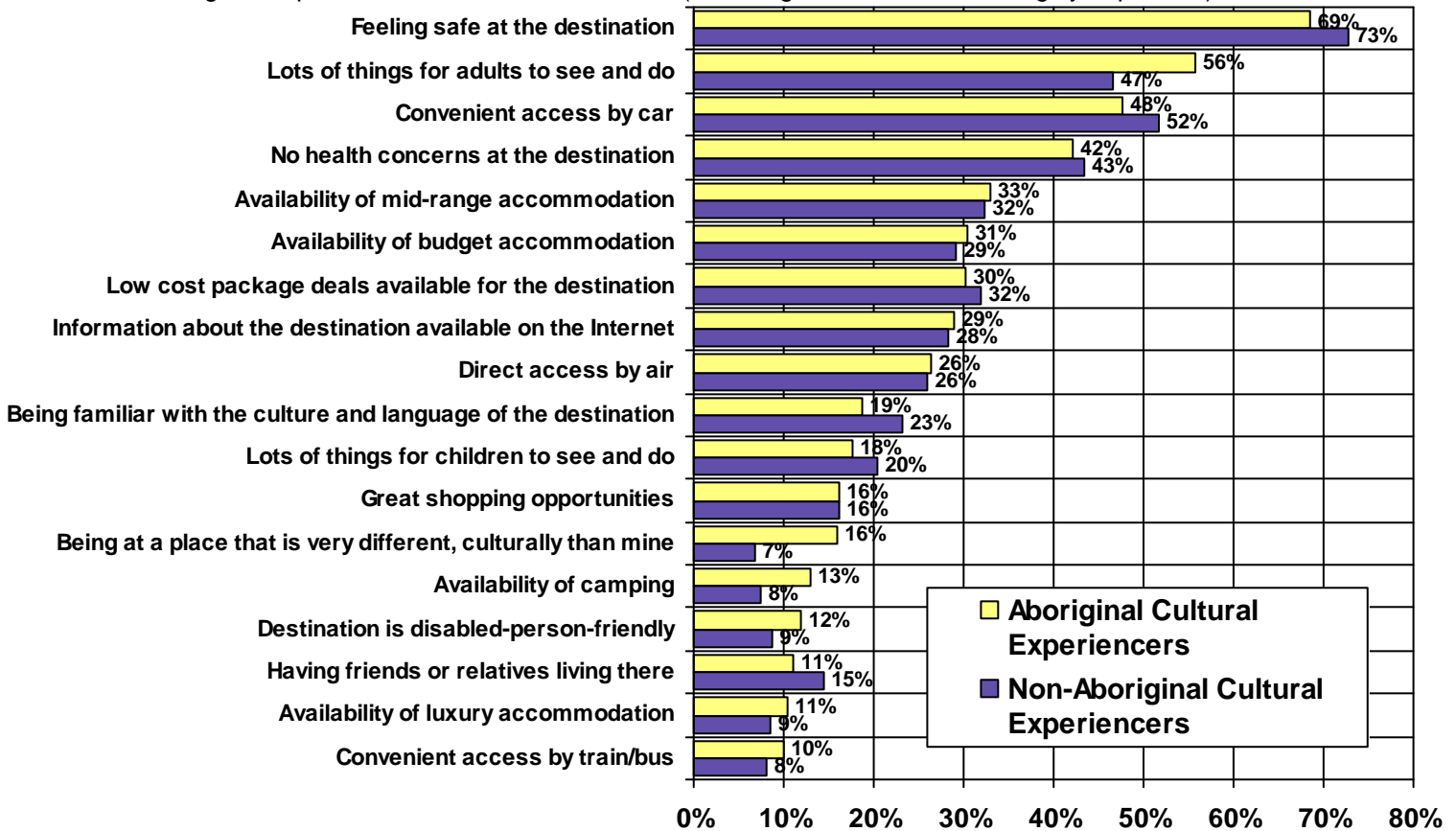
Fig.13 Benefits Sought While on Vacation  
(Percent Rating Each Benefit as “Highly Important”)



### Other Attributes of a Destination Considered Important

Most Aboriginal Cultural Experiencers consider it important that they feel safe at a destination and that the destination has a lot of things for adults to see and do. Relative to the average U.S. Pleasure Traveler, they consider it more important that the destination is culturally distinct and has camping available.

Fig. 14 Importance of Destination Attributes (% Rating Each Attribute as "Highly Important")



### How Destinations Are Selected

Respondents were asked a series of questions concerning how they select destinations. Similar to U.S. Pleasure Travellers overall, the majority of Aboriginal Cultural Experiencers have a desired destination in mind when they start planning a winter or summer trip. However, this segment is slightly more likely than the average U.S. Pleasure Traveler to start their trip planning by considering what specific activities they want to do. They are also more likely to look for package deals regardless of the destination.

Fig. 15 How Destinations Are Selected (Summer and Winter Vacations)

	Aboriginal Cultural Experiencers	Non-Aboriginal Cultural Experiencers	Pleasure Travelers	Index
Size of Market	14,641,128	155,869,113	170,510,241	100
<b>Summer</b>				
Started with a desired destination in mind	57.8%	58.3%	58.2%	99
Started by considering specific activities wanted to do	12.1%	9.7%	9.9%	122
Started with a certain type of vacation experience in mind	19.0%	17.1%	17.3%	110
Looked for packaged deals - no destination in mind	1.7%	1.1%	1.1%	153
Considered something else first	3.9%	4.7%	4.6%	85
Don't Know / Other	5.6%	9.2%	8.9%	63
<b>Winter</b>				
Started with a desired destination in mind	59.5%	58.9%	58.9%	101
Started by considering specific activities wanted to do	12.8%	11.1%	11.3%	114
Started with a certain type of vacation experience in mind	16.0%	14.6%	14.8%	108
Looked for packaged deals - no destination in mind	1.6%	1.4%	1.4%	115
Considered something else first	3.9%	5.5%	5.3%	73
Don't Know / Other	6.1%	8.5%	8.3%	74

### Trip Planning and Information Sources Consulted

The majority of Aboriginal Cultural Experiencers were solely (39.8%) or partly responsible (17.6%) for planning their vacation trips. When making vacation plans, they tended to consult a wider variety of sources than the typical U.S. Pleasure Traveler. The majority of Aboriginal Cultural Experiencers use Internet websites, past experience, word-of-mouth and maps as sources for travel information. However, relative to the average U.S. Pleasure Traveler, they are more likely to get travel information from official travel guides or brochures from a state or province, travel guidebooks such as Fodor's, television programs, email newsletters or magazines, and visits to trade, travel or sports shows.

Fig. 16 Who Plans Vacations and Information Sources Consulted

		Aboriginal Cultural Experiencers	Non-Aboriginal Cultural Experiencers	Pleasure Travelers	Index
Size of Market		14,641,128	155,869,113	170,510,241	100
Who Plans Trips?	Respondent plans trips	39.8%	39.1%	39.2%	101
	Trip planning a shared responsibility	17.6%	17.6%	17.6%	100
	Someone else plans trips	42.7%	43.3%	43.2%	99
Information Sources Consulted	An Internet website	82.7%	75.3%	76.0%	109
	Past experience / Been there before	62.4%	53.7%	54.5%	115
	Advice of others / Word-of-mouth	57.2%	44.2%	45.4%	126
	Maps	50.4%	30.9%	32.7%	154
	Official travel guides or brochures from state / province	42.4%	18.4%	20.6%	206
	Visitor information centres	38.4%	18.6%	20.4%	188
	Articles in newspapers / magazines	35.3%	16.4%	18.1%	195
	An auto club such as AAA	34.9%	22.9%	24.0%	146
	Travel information received in the mail	28.8%	14.5%	15.8%	183
	A travel agent	28.5%	17.7%	18.6%	153
	Travel guide books such as Fodor's	25.5%	10.7%	12.0%	212
	Advertisements in newspapers / magazines	19.6%	10.0%	10.9%	180
	Programs on television	16.5%	6.2%	7.1%	231
	An electronic newsletter or magazine received by e-mail	12.2%	5.4%	6.0%	204
	Advertisements on television	7.5%	3.6%	4.0%	187
Visits to trade, travel or sports shows	5.6%	2.1%	2.4%	229	

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

The Internet is an important tool for Aboriginal Cultural Experiencers when planning and booking trips. This segment was more likely than average to use the Internet when planning and booking travel (77.9% planning, 56.9% booking online). The majority of Aboriginal Cultural Experiencers use travel planning / booking websites such as Expedia, hotel or resort websites, airline websites, and official tourism websites of countries, regions or cities.

Aboriginal Cultural Experiencers most often book accommodation and airline tickets over the Internet. They are also particularly more likely than the average U.S. Pleasure Traveler to use the Internet to purchase tickets for rail, bus or boat / ship fares.

Fig. 17 Use of the Internet to Plan and Book Travel

		Aboriginal Cultural Experiencers	Non-Aboriginal Cultural Experiencers	Pleasure Travelers	Index
	Size of Market	14,641,128	155,869,113	170,510,241	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	22.1%	31.8%	31.0%	71
	Uses Internet to plan trips only	21.0%	20.0%	20.1%	104
	Uses Internet to book part of trip	56.9%	48.2%	48.9%	116
Types of Websites Consulted	A travel planning / booking website	60.5%	55.1%	55.6%	109
	A website of a hotel or resort	58.8%	52.7%	53.3%	110
	An airline's website	52.1%	44.9%	45.6%	114
	A tourism website of a country / region / city	50.9%	33.4%	35.1%	145
	A website of an attraction	44.7%	32.1%	33.4%	134
	Some other website	32.4%	24.3%	25.1%	129
	A cruise line website	19.8%	11.6%	12.4%	159
	A motorcoach website	2.6%	1.2%	1.3%	196
Parts of Trips Booked Over The Internet	Accommodations	77.0%	71.3%	71.9%	107
	Air tickets	75.6%	70.0%	70.6%	107
	Car rental	46.3%	37.0%	38.0%	122
	Tickets or fees for specific activities or attractions	35.1%	25.4%	26.3%	133
	A package containing two or more items	23.5%	17.2%	17.8%	132
	Tickets for rail, bus or boat / ship fares	20.4%	10.9%	11.9%	172
	Other	4.3%	2.8%	2.9%	147



Appendix One		
U.S. 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
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	Went to Local Outdoor Cafes
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	Free Outdoor Performances (e.g., Theatre, Concerts) in a Park
	Food/Drink Festivals	Circus
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	Wax Museums
High Art Performances	Classical or Symphony Concert	Ballet or Other Dance Performances
	Opera	Jazz Concert
Professional Sporting Events	Professional Football Games	Professional Golf Tournaments
	Professional Basketball Games	Professional Ice Hockey Games
	Professional Baseball Games	
Theatre, Film & Musical Festivals	Theatre Festivals	International Film Festivals
	Comedy Festivals	Music Festivals
	Literary Festivals or Events	
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)
Casino, Theatre & Comedy Clubs	Stand-Up Comedy Clubs and Other Variety Shows	Live Theatre with Dinner
	Went to a Casino	Live Theatre
Participatory Historical Activities	Historical Re-Enactments (as an Actor)	Interpretive Program at a Historic Site or National /Provincial Park
	Curatorial Tours	
National & International Sporting Events	National /International Sporting Events such as the Olympic Games	Curling Bonspiel
	Professional Figure Skating	Professional Soccer Games

<b>Appendix One</b>		
<b>U.S. TAMS 2006 Culture and Entertainment Segmentation</b>		
<b>Gardens Theme Attractions</b>	Garden Theme Park	Botanical Gardens
<b>Rock Concerts &amp; Dancing</b>	Rock & Roll /Popular Music Concert	Recreational Dancing
<b>Archaeological Digs &amp; Sites</b>	Archaeological Digs	Paleontological /Archaeological Sites
<b>Equestrian &amp; Western Events</b>	Equine (Horse) Competitions	Country /Western Music Concerts
	Western Theme Events (e.g., Rodeos)	Auto Races
	Horse Races	
<b>Fine Dining &amp; Spas</b>	High-End Restaurants with an International Reputation	Day Visit to a Health and Wellness Spa while on an Overnight Trip
	Other High-End Restaurants	
<b>Agro-Tourism</b>	Dining At A Farm	Harvesting and /or Other Farm Operations
	Went Fruit Picking at Farms or Open Fields	Entertainment Farms (e.g., Corn Maze, Petting Barnyard)
<b>Amateur Tournaments</b>	Amateur Sports Tournaments and Competitions	Amateur Tournaments and Competitions other than Sports-related

## Appendix Two: U.S. 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	White Water Rafting
	Hiking /Backpacking in Wilderness Setting With Overnight Camping or Lodging	Same Day Hiking Excursion While on a Trip of 1+ Nights
	Ice Climbing	Wilderness Skills Courses
Boating & Swimming	Motorboating	Swimming in Lakes
	Water Skiing	
Ocean Activities	Swimming in Oceans	Snorkelling in Sea /Ocean
	Sunbathing, Sitting on a Beach	Ocean Kayaking or Canoeing
Sailing & Surfing	Sailing	Parasailing
	Wind Surfing	Kite Surfing
Scuba & Snorkelling	Scuba Diving in Lakes /Rivers	Scuba Diving in Sea /Ocean
	Snorkelling 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	Snowshoeing
Extreme Skiing	Heli-Skiing	Cross Country or Back Country as an Overnight Touring Trip
	Ski Jouring	
Hockey, Skating, Rollerblading & Skateboarding	Ice-Hockey	In-Line /Rollerblading
	Ice-Skating	Skateboarding
Extreme Air Sports	Parachuting	Hot Air Ballooning
	Hang Gliding	Bungee Jumping
Team Sports	Football	Basketball
	Baseball or Softball	Soccer
Games & Individual Sports	Board Games	Badminton
	Volleyball	Tennis
	Beach Volleyball	Mini-Golf
	Bowling	