

U.S. TRAVEL MARKET

**Exercising and Jogging While on Trips
Of One or More Nights**

A Profile Report

March 23, 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



Exercising and Jogging While on Trips

Executive Summary

Over the last two years, 10.9% (23,994,555) of adult Americans worked-out in a fitness center, or exercised or jogged outdoors (i.e., Exercising and Jogging), while on an out-of-town, overnight trip of one or more nights. Of these travelers, 14.1% reported that exercising or jogging was the main reason for taking at least one trip.

Compared to the average U.S. Pleasure Traveler, those who exercise or jog while on trips tend to be younger (18 to 44) and more affluent with higher household incomes and university education. They tend to reside in large cities and in the coastal U.S. states.

Those who exercised or jogged while on trips were more likely than the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (22.4% versus 14.6%). The most common destinations were Ontario, British Columbia and Quebec, however, this sector of the market is over-represented among U.S. Pleasure Travelers to all Canadian provinces and territories making them a prime target for Canadian tourism.

Consistent with their relative affluence and youth, Exercisers / Joggers participate in a wide range of outdoor and cultural / entertainment activities while on trips. Relative to the average U.S. Pleasure Traveler, they are especially likely to participate in strenuous outdoor activities (e.g., cycling, cross-country skiing and snowshoeing, rollerblading and skateboarding). They are also more likely to attend national and international sporting events, amateur tournaments, theatre, film and music festivals, and high arts performances. These patterns reflect the fact that Exercisers / Joggers are more likely than the average U.S. Pleasure Traveler to take vacations to be physically challenged and energized, to learn about the culture and history of other places and to be intellectually stimulated.

Those who exercised or jogged while on trips were more likely than the average U.S. Pleasure Traveler to have stayed at seaside resorts, health spas, and wine tasting or cooking schools during the past two years. They were also more likely to have taken a cruise (e.g., ocean cruise, Great Lakes cruise) in the past two years.

Exercisers / Joggers tend to consult the Internet for travel information and most have booked travel online. The majority read the travel section of a weekend newspaper and visits travel-related websites. They are more likely than the average U.S. Pleasure Traveler to obtain travel information from email newsletters, guide books such as Fodor's, and newspaper or magazine articles. They are also more likely to read magazines about health, fitness and wellness. Therefore, these media are the most efficient by which to reach this segment.

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, 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	Alberta Economic Development
Department of Canadian Heritage	Tourism British Columbia
Parks Canada Agency	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 included 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 persons who have exercised or jogged while on a trip and compares them with other U.S. Pleasure Travelers (i.e., those who took at least one pleasure trip or vacation in the last two years). This report is part of a series of 43 Activity Reports prepared using the U.S. TAMS database.

Exercising and Jogging While on Trips

Market Incidence

Over the last two years, 10.9% (23,994,555) of adult Americans worked-out in a fitness center, or exercised or jogged outdoors while on an out-of-town, overnight trip of one or more nights. 7.7% reported working-out in a fitness centre; while 7.1% went jogging or exercised outdoors. 3.9% participated in both of these fitness activities while on a trip in the past two years.

Of those who exercised or jogged on trips, only 14.1% reported that fitness was the main reason for taking at least one trip in the past two years. 14.9% of those who jogged or exercised outdoors and 11.9% of those who worked-out at a fitness centre reported that these activities were the main reason for taking at least one trip in the last two years.

Fig. 1 Incidence of Exercising / Jogging While on Trips¹

Size of Market	Number of Exercisers / Joggers ²	Percent Main Reason for Trip ³	Percent of Pleasure Travelers ⁴	Percent of Total U.S. Population ⁵
Exercising and Jogging (All Activities)	23,994,555	14.1%	14.1%	10.9%
Working-out in a fitness centre	16,997,996	11.9%	10.0%	7.7%
Jogging or exercising outdoors	15,702,820	14.9%	9.2%	7.1%
Participated in both fitness activities	8,706,261	11.3%	5.1%	3.9%

- 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- "Exercisers / Joggers" are defined as individuals who worked-out at a fitness center, jogged or exercised outdoors while on an out-of-town 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

Exercisers / Joggers are over-represented relative to the average U.S. Pleasure Traveler on the east and west coasts of the United States (e.g., Alaska, Pacific and Middle Atlantic regions). They also tend to be over-represented in the larger cities (2 million or more in population).

Fig. 2 Geographic Distribution and Population Size of Those Who Exercise / Jog While on Trips

	Total Population	Estimated Number Who Exercised/ Jogged on a Trip	Percent of Pleasure Travelers in Region Who Exercised / Jogged on a Trip	Percent of Total Regional Population Who Exercised / Jogged on a Trip
United States	222,846,268	23,994,555	14.1%	10.9%
New England	11,095,629	1,253,749	14.6%	11.4%
Middle Atlantic	31,005,526	3,490,393	15.1%	11.4%
East North Central	34,621,254	3,728,283	14.0%	10.9%
West North Central	15,024,360	1,440,693	12.0%	9.7%
South Atlantic	42,602,998	4,606,490	14.4%	10.9%
East South Central	13,597,436	1,121,314	11.7%	8.5%
West South Central	24,853,901	2,212,170	12.2%	9.0%
Mountain	15,030,720	1,534,003	12.7%	10.3%
Pacific	34,529,689	4,528,421	16.2%	13.2%
Alaska	484,754	79,040	18.7%	16.3%
Not available	745,757	113,934	18.4%	15.3%
Less than 100,000	29,429,442	1,997,874	9.6%	6.9%
100,000 to 499,999	36,551,501	3,019,105	11.1%	8.4%
500,000 to 1,999,999	52,335,815	5,435,555	13.6%	10.5%
2,000,000 or more	103,783,753	13,428,087	16.3%	13.1%

Those who exercise or jog while on trips are especially likely to be from the District of Columbia, Alaska, Delaware, Virginia, New Jersey, California and Illinois. They are least often from West Virginia, Idaho, Arkansas, Montana, Louisiana and Alabama (see Fig. 3 on next page).

Demographic Profile

Exercisers and Joggers are similar to U.S. Pleasure Travelers in terms of gender, marital status and parental status. However, they tend to be younger (18 to 44 years of age) and are much more affluent than the average U.S. Pleasure Traveler with higher household incomes and university education.

Fig. 4 Demographic Profile of Exercisers / Joggers Relative to All U.S. Pleasure Travelers

		Exercisers / Joggers	Non-Exercisers and Joggers ¹	Pleasure Travelers	Index ²
Attribute	Size of Market	23,994,555	146,515,686	170,510,241	100
Gender	Male	49.9%	48.3%	48.5%	103
	Female	50.1%	51.7%	51.5%	97
Age of Respondent	18 to 24	12.6%	10.5%	10.8%	117
	25 to 34	23.5%	20.5%	21.0%	112
	35 to 44	18.9%	17.0%	17.3%	109
	45 to 54	22.0%	20.9%	21.0%	105
	55 to 64	14.8%	15.6%	15.5%	96
	65 Plus	8.1%	15.4%	14.4%	56
Average Age		42.6	45.9	45.4	N/A
Marital Status	Not married	31.1%	30.4%	30.5%	102
	Married	68.9%	69.6%	69.5%	99
Parental Status	No children under 18	69.4%	70.1%	70.0%	99
	Children under 18	30.6%	29.9%	30.0%	102
Education	High school or less	9.9%	22.2%	20.5%	48
	Trade, Technical, Community Col.	15.9%	22.3%	21.4%	75
	University Degree	45.4%	40.3%	41.1%	111
	Post Graduate Degree	28.7%	15.2%	17.1%	168
Household Income	Under \$20,000	4.5%	8.7%	8.1%	56
	\$20,000 to \$39,999	9.6%	17.3%	16.2%	59
	\$40,000 to \$59,999	14.1%	17.1%	16.7%	85
	\$60,000 to \$79,999	14.9%	14.6%	14.7%	102
	\$80,000 to \$99,999	13.1%	11.3%	11.6%	113
	\$100,000 to \$149,999	19.0%	13.6%	14.4%	133
	\$150,000 or more	13.5%	5.6%	6.7%	203
	Not stated	11.2%	11.8%	11.7%	96
Average Household Income		\$93,587	\$71,125	\$74,303	N/A

- 1- "Non-Exercisers / Joggers" 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 exercise or jog on any trip. The number of Exercisers / Joggers and Non-Exercisers / Joggers equals the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for Exerciser / Joggers in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which Exercisers / Joggers are over or under-represented relative to the average U.S. 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)

Exercisers / Joggers are more likely than the average U.S. Pleasure Traveler to have taken a trip during the past two years. Almost all the Exercisers / Joggers have traveled to other parts of the United States in the past two years. They are also more likely than the average U.S. Pleasure Traveler to have visited Mexican, Caribbean and overseas destinations.

Exercisers / Joggers are also more likely than the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (22.4% versus 14.6%). They are especially likely to have taken a trip to Ontario (12.6%), British Columbia (7.3%) and Quebec (5.5%). In fact, they are considerably more likely than the average U.S. Pleasure Traveler to have visited all of the Canadian provinces or territories (except Nunavut).

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

	Exercisers / Joggers	Non- Exercisers / Joggers	Pleasure Travelers	Index
Size of Market	23,994,555	146,515,686	170,510,241	100
All destinations	92.5%	84.3%	85.4%	108
Canada	22.4%	13.3%	14.6%	154
Newfoundland and Labrador	0.7%	0.4%	0.4%	162
Prince Edward Island	1.1%	0.5%	0.6%	174
New Brunswick	1.1%	0.8%	0.8%	134
Nova Scotia	2.0%	1.2%	1.3%	149
Quebec	5.5%	2.7%	3.1%	177
Ontario	12.6%	7.6%	8.3%	152
Manitoba	0.9%	0.5%	0.5%	168
Saskatchewan	0.8%	0.4%	0.5%	160
Alberta	2.2%	1.0%	1.2%	180
British Columbia	7.3%	3.6%	4.1%	176
Yukon	0.9%	0.5%	0.6%	159
Northwest Territories	0.7%	0.4%	0.4%	168
Nunavut	0.0%	0.1%	0.0%	40
Own State	86.2%	78.6%	79.7%	108
Other parts of United States	96.3%	89.7%	90.6%	106
Mexico	23.6%	11.9%	13.6%	174
Caribbean	23.3%	11.0%	12.7%	183
All other destinations	16.8%	8.4%	9.6%	176

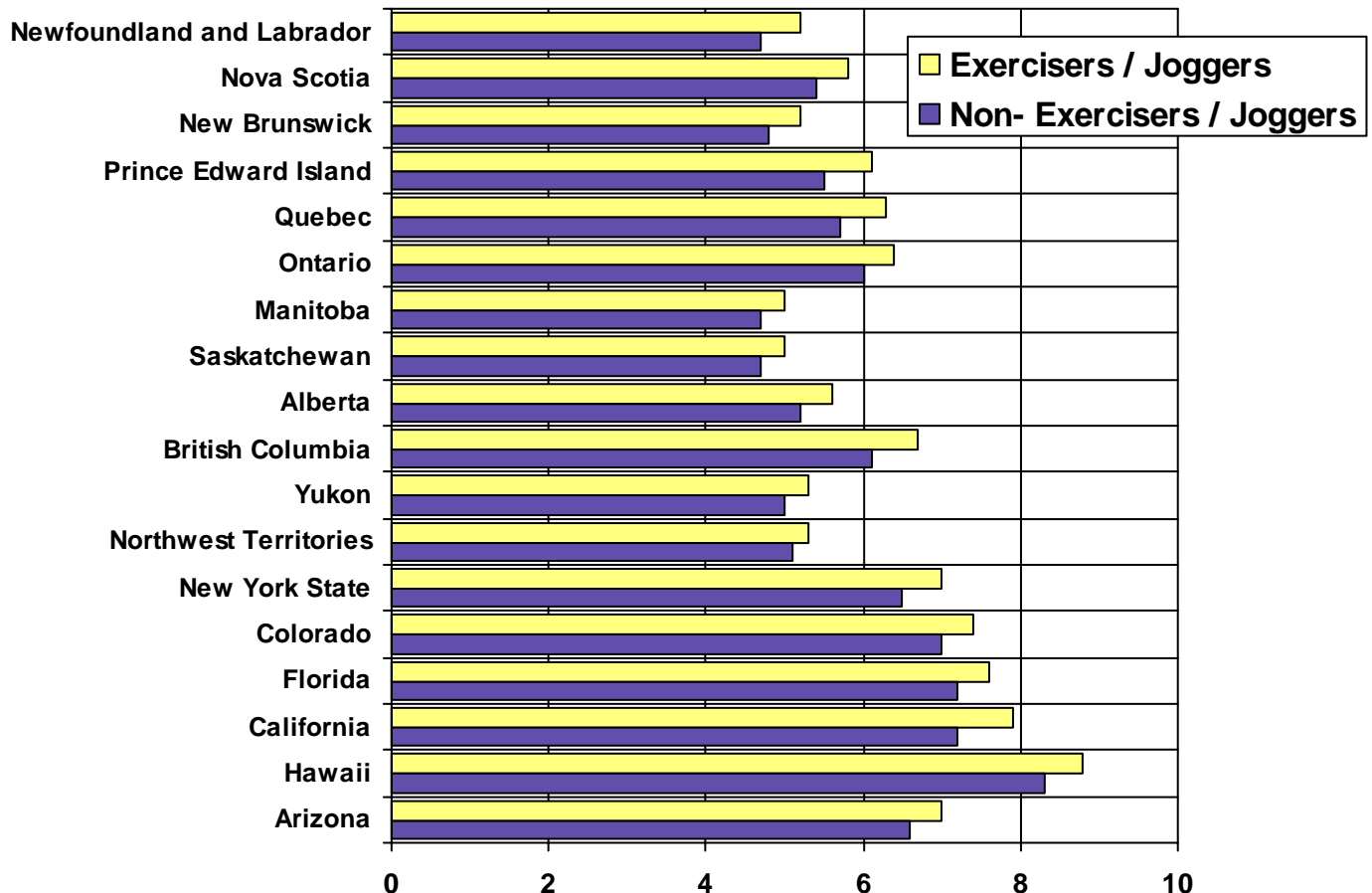
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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.

Overall, the appeal ratings of Exercisers / Joggers are higher than those of Non-Exercisers / Joggers regardless of the destination. Exercisers / Joggers rate British Columbia as the most appealing province (6.7) followed by Ontario, Quebec and Prince Edward Island. Manitoba and Saskatchewan receive the lowest ratings on the appeal measure.

U.S. Pleasure Travelers (both those who exercise or jog on trips and those who do not), rate the six reference U.S. states as more appealing than any of the Canadian provinces or territories, with Hawaii (8.8) receiving the highest appeal rating overall.

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 Outdoor Activities Pursued While on Trips

Exercisers / Joggers were active in a full range of outdoor activities while on vacation. Most Exercisers / Joggers have included Ocean Activities (e.g., swimming in ocean, ocean kayaking) and Wildlife Viewing in their trips during the last two years. Relative to the average U.S. Pleasure Traveler, Exercisers / Joggers are much more likely to have participated in strenuous physical activities, including both winter (cross-country skiing and snowshoeing, extreme skiing, downhill skiing and snowboarding) and summer activities (rollerblading and skateboarding, extreme air sports, scuba and snorkelling). They are also more active in both individual activities (e.g., cycling, sailing and surfing, horseback riding) and competitive sports (e.g., games and individual sports, team sports, golfing).

In part, these patterns reflect the fact that this segment is predominately young, affluent, and presumably fit, all of which are attributes that would tend to be associated with higher levels of outdoor physical activity.

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

	Exercisers / Joggers	Non-Exercisers / Joggers	Pleasure Travelers	Index
Size of Market	23,994,555	146,515,686	170,510,241	100
Ocean Activities (e.g., swimming in ocean, ocean kayaking)	68.2%	34.9%	39.6%	172
Wildlife Viewing	55.8%	31.5%	34.9%	160
Hiking, Climbing & Paddling	47.0%	19.6%	23.5%	200
Games & Individual Sports (e.g., tennis, board games)	45.8%	18.4%	22.2%	206
Boating & Swimming (e.g., motorboating, swimming in lakes)	37.8%	18.3%	21.0%	180
Fishing	23.8%	17.5%	18.4%	129
Golfing	20.0%	9.1%	10.7%	187
Cycling	19.7%	4.1%	6.3%	311
Downhill Skiing & Snowboarding	17.8%	6.4%	8.0%	221
Team Sports (e.g., football, baseball, basketball)	17.4%	6.3%	7.9%	221
Horseback Riding	13.5%	5.0%	6.2%	220
Sailing and Surfing (e.g., sailing, windsurfing, parasailing)	12.2%	3.5%	4.8%	256
Snowmobiling & ATVing	11.7%	6.4%	7.1%	164
Board and Blade (e.g., skateboarding, ice-skating)	11.3%	2.8%	4.0%	280
Scuba & Snorkelling	9.1%	3.2%	4.1%	224
Hunting	5.8%	5.3%	5.4%	108
Cross-country Skiing & Snowshoeing	5.5%	1.3%	1.9%	292
Motorcycling	4.5%	2.8%	3.1%	147
Extreme Air Sports (e.g., parachuting, bungee jumping)	4.2%	1.3%	1.7%	245
Extreme Skiing (e.g., heli-skiing, overnight x-country trips)	1.0%	0.2%	0.3%	290

Outdoor Activities Pursued While Not on Trips

The comparatively high level of activity among Exercisers / Joggers while traveling is also evident when they are NOT traveling. Thus, in addition to being very likely to exercise at home or at a fitness club, most Exercisers / Joggers go on day outings to parks, go swimming, garden at home and go picnicking. Relative to the average U.S. Pleasure Traveler, this segment is much more likely to go jogging, cross-country and downhill skiing, and to play racquet sports when not on trips.

Fig. 8 Outdoor Activities Pursued While NOT on Trips

	Exercisers / Joggers	Non- Exercisers / Joggers	Pleasure Travelers	Index
Size of Market	23,994,555	146,515,686	170,510,241	100
Exercising at home or at a fitness club	87.5%	50.9%	56.0%	156
Day outing to a park	71.7%	61.7%	63.1%	114
Swimming	68.9%	54.5%	56.5%	122
Gardening	57.4%	52.4%	53.1%	108
Picnicking	55.1%	46.5%	47.7%	115
Hiking	48.9%	29.8%	32.5%	150
Jogging	47.6%	14.9%	19.5%	244
Cycling	39.6%	20.1%	22.9%	173
Fishing	30.0%	33.2%	32.8%	92
Camping	29.2%	26.3%	26.7%	110
Playing team sports	24.5%	14.4%	15.8%	155
Sailing or other boating	24.3%	19.2%	20.0%	122
Playing racquet sports (e.g., tennis or badminton)	23.9%	11.4%	13.2%	181
Hunting	23.5%	17.4%	18.3%	129
Canoeing or kayaking	13.3%	7.0%	7.8%	170
Rollerblading	12.8%	6.4%	7.3%	175
Horseback riding	11.8%	8.1%	8.6%	137
Downhill skiing	11.2%	4.8%	5.7%	197
Riding an all-terrain vehicle (ATV)	11.0%	11.6%	11.5%	96
Ice-skating	9.2%	4.9%	5.5%	168
Hunting	8.7%	12.3%	11.8%	74
Cross-country skiing	5.6%	2.0%	2.5%	222
Snowboarding	4.2%	2.4%	2.7%	157
Snowmobiling	3.9%	3.2%	3.3%	118
Skateboarding	3.3%	2.0%	2.2%	149

Culture and Entertainment Activities Pursued While on Trips

Relative to the average U.S. Pleasure Traveler, Exercisers / Joggers tend to pursue a wider variety of cultural and entertainment activities while on trips. They are especially likely to have attended national and international sporting events, amateur tournaments and professional sporting events. They are also more to have attended high art performances, theatre, film and music festivals and to have gone to rock concerts or recreational dancing. Relative to the average U.S. Pleasure Traveler they are also more likely to have participated in archaeological digs and participatory historical activities.

Fig. 9 Cultural and Entertainment Activities Pursued While on Trips
(See Appendix Two for a Definition of Each Type of Culture & Entertainment Activity)

	Exercisers / Joggers	Non- Exercisers / Joggers	Pleasure Travelers	Index
Size of Market	23,994,555	146,515,686	170,510,241	100
Shopping and Dining	93.7%	75.1%	77.7%	121
Historical Sites, Museums & Art Galleries	75.2%	49.9%	53.5%	141
Theme Parks & Exhibits	66.0%	46.2%	49.0%	135
Fairs and Festivals	65.8%	36.9%	41.0%	161
Casino, Theatre and Comedy Clubs	64.7%	42.3%	45.4%	142
Fine Dining and Spas	55.8%	29.2%	33.0%	169
Science and Technology Exhibits	40.5%	22.2%	24.8%	163
Wine, Beer and Food Tastings	38.7%	20.3%	22.9%	169
Professional Sporting Events	30.2%	13.8%	16.1%	187
Rock Concerts and Recreational Dancing	29.7%	12.9%	15.3%	195
Agro-Tourism	24.1%	11.8%	13.5%	178
Garden Theme Attractions	23.9%	12.0%	13.7%	175
High Art Performances	23.5%	8.9%	10.9%	215
Equestrian & Western Events	22.9%	14.2%	15.5%	148
Theatre, Film & Musical Festivals	17.5%	6.8%	8.3%	211
Amateur Tournaments	16.4%	6.2%	7.7%	213
Aboriginal Cultural Experiences	16.3%	7.3%	8.6%	190
Archaeological Digs & Sites	10.8%	4.7%	5.5%	195
Participatory Historical Activities	7.8%	3.3%	3.9%	199
National & International Sporting Events	5.1%	1.3%	1.9%	272

Culture and Entertainment Activities Pursued While Not on Trips

Exercisers / Joggers also participate in a variety of cultural and entertainment pursuits when NOT traveling. Most Exercisers / Joggers visit local festivals or fairs, zoos or aquariums, and amateur sports events. They also exhibit more interest than the average U.S. Pleasure Traveler in day spas and live art performances (e.g., going to jazz clubs, operas and ballets). Clearly, this young, affluent sector has an active lifestyle with numerous and diverse cultural and entertainment interests.

Fig. 10 Cultural and Entertainment Activities Pursued While Not on Trips

	Exercisers / Joggers	Non-Exercisers / Joggers	Pleasure Travelers	Index
Size of Market	23,994,555	146,515,686	170,510,241	100
Going out to eat in restaurants	95.4%	92.4%	92.8%	103
Going to festivals or fairs	71.2%	64.5%	65.5%	109
Going to zoos or aquariums	51.3%	44.7%	45.6%	112
Going to amateur sporting events	50.6%	38.1%	39.9%	127
Going to museums	48.3%	35.7%	37.5%	129
Going to historic sites or heritage buildings	47.0%	39.0%	40.1%	117
Going to professional sporting events	46.4%	33.0%	34.9%	133
Going to amusement or theme parks	41.6%	37.5%	38.1%	109
Going to live theatre	40.6%	27.3%	29.2%	139
Going to art galleries or art shows	40.2%	25.7%	27.8%	145
Going to pick-your-own farms or farmers' market	36.9%	30.7%	31.6%	117
Going to bars with live pop or rock bands	32.3%	22.1%	23.6%	137
Going to rock music concerts	29.9%	19.9%	21.3%	140
Going dancing	29.8%	19.4%	20.8%	143
Going to gamble in casinos	28.5%	27.9%	28.0%	102
Going to botanical gardens	25.2%	19.1%	20.0%	126
Going to classical music concerts	21.7%	13.8%	14.9%	146
Going to day spas	19.8%	8.7%	10.3%	193
Going to jazz clubs	14.6%	6.8%	7.9%	185
Staying overnight in a hotel or B&B in own city	14.3%	10.0%	10.6%	135
Going to the ballet	11.5%	6.3%	7.0%	164
Going to the opera	9.4%	5.1%	5.7%	164
Going to rodeos	8.3%	8.2%	8.2%	101

Accommodations Stayed In While on Trips

The most popular type of accommodation for those who exercised and jogged while on trips was a seaside resort. Exercisers / Joggers were also likely to have camped in a public campground or stayed in a lakeside / riverside resort, or a ski / mountain resort during the past two years. Exercisers / Joggers also have a strong interest in 'healthy indulgence' while on trips and are much more likely than the average U.S. Pleasure Traveler to have stayed at a health spa, a wine tasting school or a cooking school.

Fig. 11 Accommodations Stayed in While on Trips

	Exercisers / Joggers	Non- Exercisers / Joggers	Pleasure Travelers	Index
Size of Market	23,994,555	146,515,686	170,510,241	100
Seaside Resort	50.3%	34.6%	37.7%	133
A Public Campground in a National, State, Provincial or Municipal Park	36.4%	34.4%	34.8%	104
Lakeside / Riverside Resort	31.7%	24.1%	25.6%	124
Ski Resort or Mountain Resort	26.0%	16.6%	18.4%	141
A Private Campground	20.8%	21.0%	20.9%	99
Health Spa	12.9%	4.9%	6.5%	200
A Camp Site in a Wilderness Setting (Not a Campground)	11.5%	9.2%	9.6%	120
Wilderness Lodge You Can Drive to by Car	9.3%	6.7%	7.2%	130
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	8.4%	8.8%	8.7%	96
Country Inn or Resort with Gourmet Restaurant	6.6%	3.5%	4.1%	161
Farm or Guest Ranch	5.6%	3.8%	4.1%	136
On a Houseboat	5.2%	2.4%	2.9%	176
Remote or Fly-In Wilderness Lodge	2.5%	1.5%	1.7%	145
Cooking School	2.2%	0.9%	1.2%	184
Wine Tasting School	1.7%	0.7%	0.9%	194
Remote or Fly-In Wilderness Outpost	1.6%	0.7%	0.9%	177

Tours and Cruises Taken During Past Two Years

Exercisers / Joggers were more likely than the average U.S. Pleasure Traveler to have taken various tours or cruises during the past two years. They were especially likely to have taken both self-guided and organized sameday tours, tours around a city, and scenic drives in the country. They were much more likely than the average U.S. Pleasure Traveler to have taken a winery tour, an air trip as a pilot or passenger, a wilderness tour and a cruise (e.g., a Great Lakes cruise, a submarine cruise, a Caribbean ocean cruise, an Alaskan ocean cruise).

Fig. 12 Tours and Cruises Taken During Past Two Years

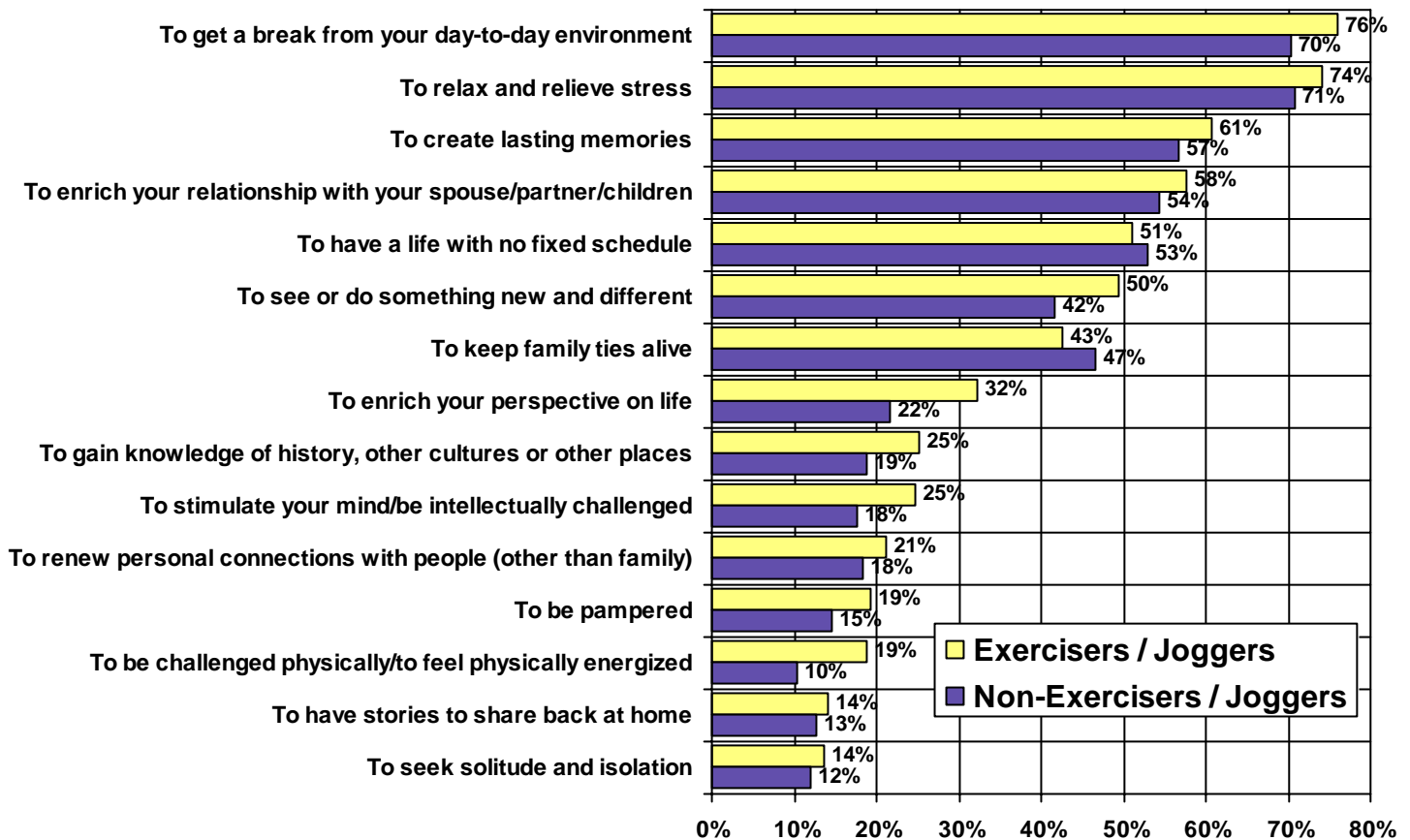
	Exercisers / Joggers	Non- Exercisers / Joggers	Pleasure Travelers	Index
Size of Market	23,994,555	146,515,686	170,510,241	100
A self-guided sameday tour while on an overnight trip	30.2%	17.4%	19.2%	157
An organized sameday guided tour while on an overnight trip	27.3%	17.1%	18.5%	147
Around the city	25.1%	14.2%	15.8%	159
Around the country side - scenic drives	21.0%	11.8%	13.1%	160
A self-guided overnight tour where you stayed in different locations	17.1%	9.3%	10.4%	165
Caribbean ocean cruise	15.7%	7.9%	9.0%	175
Wilderness tour	14.0%	6.4%	7.4%	188
On the water (sightseeing cruise)	13.7%	6.8%	7.8%	176
Some other type of tour	12.2%	8.3%	8.8%	138
An organized overnight guided tour where you stayed in different locations	12.1%	7.2%	7.9%	153
An organized overnight guided tour where you stayed in a single location	10.3%	6.1%	6.7%	153
To a casino	7.8%	4.4%	4.9%	159
Ocean cruise - Other	7.7%	4.3%	4.8%	161
To a winery	7.0%	3.0%	3.6%	196
Alaskan ocean cruise	4.0%	2.2%	2.5%	161
To a factory	3.4%	1.6%	1.8%	185
Cruise on another lake or river	3.3%	1.8%	2.0%	167
Some other type of cruise	2.8%	1.5%	1.7%	166
In the air as a pilot or passenger of an airplane or helicopter	2.8%	1.2%	1.4%	199
Great Lakes cruise	0.9%	0.3%	0.4%	236
Submarine cruise	0.5%	0.2%	0.2%	185
Cruise on the St. Lawrence River	0.4%	0.3%	0.3%	139

Benefits Sought While On a Vacation

Similar to the average U.S. Pleasure Traveler, the vacation benefits sought by Exercisers / Joggers most often involve getting a break from their day-to-day environment, relaxing and relieving stress, creating lasting memories, enriching family relationships and living without a fixed schedule. Among these benefits, getting a break, relaxing and relieving stress, and creating lasting memories are more important to those who exercise or jog on trips than to those who do not.

Relative to the average U.S. Pleasure Traveler, Exercisers / Joggers are more likely to seek to be pampered when on a vacation. However, Exercisers / Joggers also view vacations as opportunities to be challenged physically and to feel physically energized, to see or do something different, to enrich their perspective on life, to learn about the history and culture of other places, and to be intellectually stimulated.

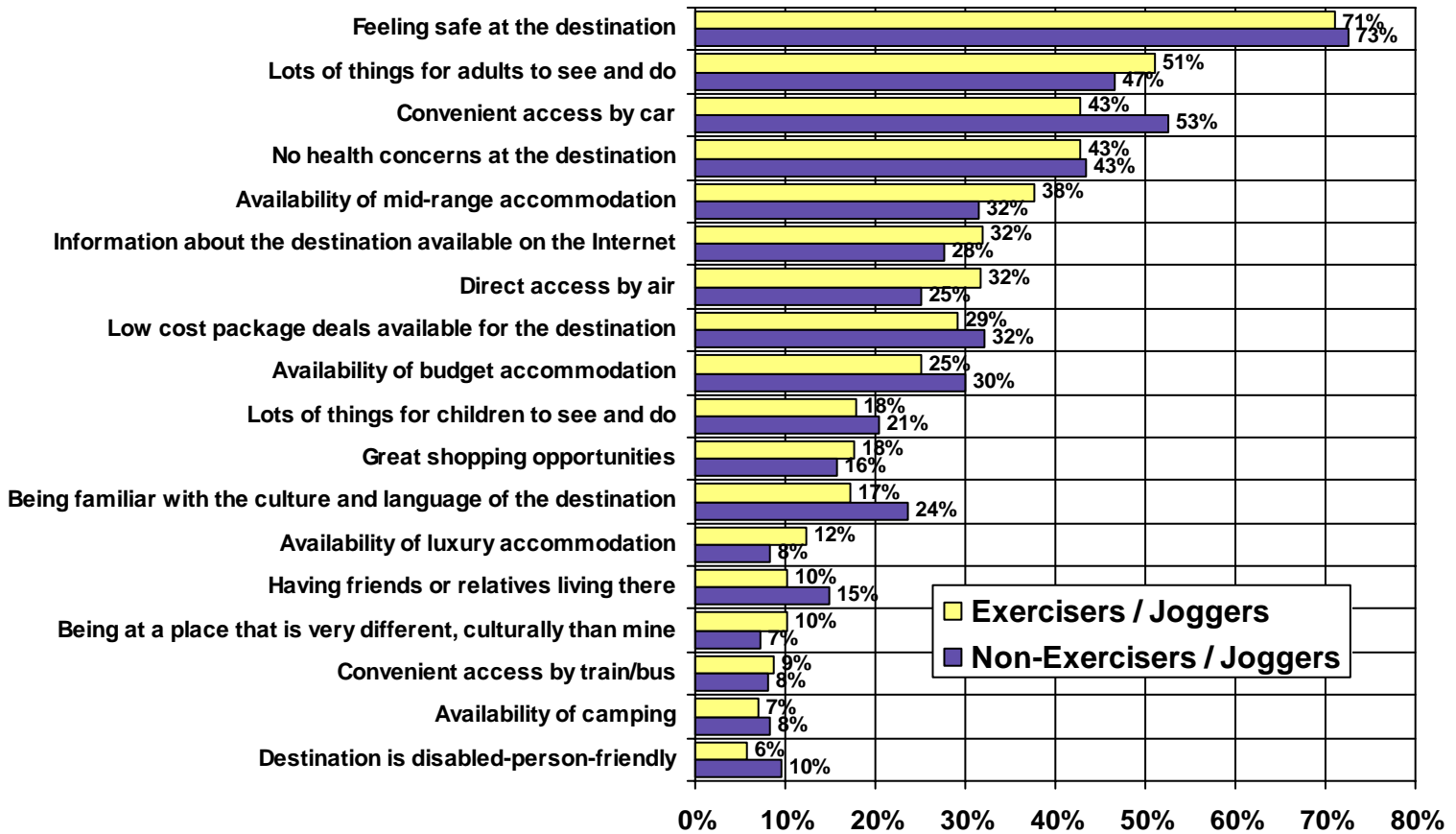
Fig.13 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as “Highly Important”)



Other Attributes of a Destination Considered Important

Most Exercisers / Joggers consider safety and having lots of things to see and do as highly important attributes of a vacation destination. However, relative to those who have not exercised or jogged on trips, Exercisers / Joggers look for vacation destinations that offer luxurious or mid-range accommodations, direct access by air and that are culturally distinctive from home. They also consider it less important that the destination is conveniently accessible by car or that their friends or relatives live at the destination.

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



How Destinations are Selected

The respondents were asked a series of questions concerning how they select destinations for vacation trips. Similar to the average U.S. Pleasure Traveler, the majority of those who exercise or jog on trips start with a particular destination in mind. However, they are more likely than the average U.S. Pleasure Traveler to look for packaged deals without having a specific destination in mind.

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

	Exercisers / Joggers	Non- Exercisers / Joggers	Pleasure Travelers	Index
Size of Market	23,994,555	146,515,686	170,510,241	100
Summer				
Started with a desired destination in mind	58.9%	58.1%	58.2%	101
Started by considering specific activities wanted to do	10.2%	9.9%	9.9%	103
Started with a certain type of vacation experience in mind	19.1%	17.0%	17.3%	110
Looked for packaged deals - no destination in mind	1.4%	1.1%	1.1%	122
Considered something else first	4.2%	4.6%	4.6%	92
Don't know / Other	6.2%	9.4%	8.9%	70
Winter				
Started with a desired destination in mind	58.2%	59.1%	58.9%	99
Started by considering specific activities wanted to do	14.0%	10.7%	11.3%	124
Started with a certain type of vacation experience in mind	15.9%	14.5%	14.8%	108
Looked for packaged deals - no destination in mind	1.8%	1.3%	1.4%	129
Considered something else first	3.9%	5.7%	5.3%	73
Don't know / Other	6.1%	8.7%	8.3%	74

Trip Planning and Information Sources Consulted

Those who exercise or jog on trips usually participate in the planning of vacation travel (60.0%). The most frequently consulted source of information is the Internet, although past experience and the advice of family and friends are also taken into consideration by most Exercisers / Joggers. Relative to the average U.S. Pleasure Traveler, those who exercise and jog while on trips tend to consult a wider variety of information sources and are especially more likely to obtain vacation travel information from electronic newsletters or magazines received by email, travel guide books such as Fodor's, articles in newspapers or magazines, and travel-related programs on television.

Fig. 16 Who Plans Vacations and Information Sources Consulted

		Exercisers / Joggers	Non- Exercisers / Joggers	Pleasure Travelers	Index
Size of Market		23,994,555	146,515,686	170,510,241	100
Who Plans Trips?	Respondent plans trips	42.2%	38.7%	39.2%	108
	Trip planning a shared responsibility	17.8%	17.6%	17.6%	101
	Someone else plans trips	40.0%	43.8%	43.2%	93
Information Sources Consulted	An Internet website	88.3%	73.8%	76.0%	116
	Past experience/Been there before	64.4%	52.8%	54.5%	118
	Advice of others/Word-of-mouth	58.4%	43.1%	45.4%	129
	Maps	40.2%	31.4%	32.7%	123
	An auto club such as AAA	29.7%	23.0%	24.0%	124
	Articles in newspapers / magazines	29.4%	16.2%	18.1%	162
	Official travel guides or brochures from state / province	29.2%	19.1%	20.6%	142
	A travel agent	27.5%	17.1%	18.6%	148
	Visitor information centres	26.6%	19.3%	20.4%	130
	Travel information received in the mail	22.0%	14.7%	15.8%	140
	Travel guide books such as Fodor's	21.7%	10.3%	12.0%	181
	Advertisements in newspapers / magazines	15.7%	10.0%	10.9%	145
	An electronic newsletter or magazine received by e-mail	11.4%	5.1%	6.0%	190
	Programs on television	11.0%	6.5%	7.1%	154
	Advertisements on television	5.5%	3.7%	4.0%	138
Visits to trade, travel or sports shows	3.1%	2.3%	2.4%	126	

Use of the Internet to Plan and Arrange Trips

The Internet is a particularly important tool among Exercisers / Joggers for both planning trips (83.6%) and booking parts of trips (65.4%). Most Exercisers / Joggers use travel planning / booking sites such as Expedia, and hotel and airline sites. They are also more likely than the average U.S. Pleasure Traveler to consult cruise-line websites.

Most Exercisers / Joggers have booked accommodations and airline tickets over the Internet for vacation travel. They are also more likely than the average U.S. Pleasure Traveler to have used the Internet to purchase vacation packages containing two or more items, and for obtaining rail, bus or boat / ship tickets.

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

		Exercisers / Joggers	Non-Exercisers / Joggers	Pleasure Travelers	Index
Size of Market		23,994,555	146,515,686	170,510,241	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	16.4%	33.4%	31.0%	53
	Uses Internet to plan trips only	18.2%	20.4%	20.1%	90
	Uses Internet to book part of trip	65.4%	46.2%	48.9%	134
Types of Websites Consulted	A travel planning / booking website	66.9%	53.3%	55.6%	120
	A website of a hotel or resort	63.4%	51.2%	53.3%	119
	An airline's website	60.2%	42.5%	45.6%	132
	A tourism website of a country / region / city	41.8%	33.7%	35.1%	119
	A website of an attraction	38.7%	32.3%	33.4%	116
	Some other website	28.0%	24.5%	25.1%	112
	A cruise line website	18.9%	11.1%	12.4%	152
	A motorcoach website	1.7%	1.3%	1.3%	128
Parts of Trips Booked Over The Internet	Air tickets	80.6%	68.2%	70.6%	114
	Accommodations	76.9%	70.7%	71.9%	107
	Car rental	48.1%	35.6%	38.0%	127
	Tickets or fees for specific activities or attractions	32.6%	24.9%	26.3%	124
	A package containing two or more items	24.1%	16.3%	17.8%	135
	Tickets for rail, bus or boat / ship fares	16.7%	10.8%	11.9%	141
	Other	3.7%	2.8%	2.9%	125

Media Consumption Habits

Most Exercisers / Joggers read the travel section of a weekend newspaper and visit travel-related websites. Relative to the average U.S. Pleasure Traveler, those who have exercised or jogged on trips were more likely to read magazines or watch television programs related to travel. They were also more likely than the average U.S. Pleasure Traveler to visit magazine websites and to read magazines about health, fitness and wellness, city lifestyle, business and finance, and fashion and beauty. Their radio listening preferences include both niche (e.g., multicultural, jazz, classical) and mainstream programming (e.g., sports, Top 40 music).

Fig. 18 Media Consumption Habits

		Exercisers / Joggers	Non-Exercisers / Joggers	Pleasure Travelers	Index
Size of Market		23,994,555	146,515,686	170,510,241	100
Newspaper Readership	Reads daily newspaper	62.1%	59.5%	59.9%	104
	Reads weekend edition of newspaper	60.1%	54.8%	55.5%	108
	Reads local neighbourhood or community newspapers	53.1%	49.0%	49.5%	107
	Reads other types of newspapers	18.4%	13.1%	13.9%	133
	Frequently or occasionally reads travel section of daily newspaper	49.9%	41.8%	43.0%	116
	Frequently or occasionally reads travel section of weekend newspaper	58.6%	47.8%	49.3%	119
Types of Magazines Read (Top 5 Indexed)	Health, fitness and well living	39.5%	17.8%	20.8%	190
	Magazines about your city	12.2%	6.1%	6.9%	176
	Business, finance and investing	23.6%	12.4%	14.0%	169
	Travel (e.g., Condé Nast)	17.7%	9.5%	10.6%	167
	Fashion and beauty	20.9%	12.8%	14.0%	150
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	34.4%	28.0%	28.9%	119
	Sports/sports shows	49.8%	44.2%	45.0%	111
	Late night talk shows	29.7%	26.6%	27.1%	110
	Music/Music video shows/channels	29.9%	27.8%	28.1%	107
	Reality shows (e.g., American Idol)	41.7%	39.2%	39.5%	106
Type of Radio Programs Listened To (Top 5 Indexed)	Multicultural	7.8%	4.2%	4.7%	165
	All sports	17.5%	11.0%	11.9%	146
	Jazz/Big band	14.4%	9.3%	10.0%	144
	Classical music	19.1%	13.3%	14.1%	135
	Top 40/Current hits	34.5%	24.7%	26.1%	132
Types of Websites Visited (Top 5 Indexed)	Magazine sites	19.8%	13.9%	14.8%	134
	Sports	38.3%	28.4%	30.0%	128
	Travel	60.4%	45.6%	48.0%	126
	Network news sites (e.g., CNN)	47.9%	36.9%	38.7%	124
	Newspaper sites	36.5%	28.3%	29.6%	123

Appendix One: 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	

Appendix Two 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

Appendix Two		
U.S. TAMS 2006 Culture and Entertainment Segmentation		
Gardens Theme Attractions	Garden Theme Park	Botanical Gardens
Rock Concerts & Dancing	Rock & Roll / Popular Music Concert	Recreational Dancing
Archaeological Digs & Sites	Archaeological Digs	Paleontological / Archaeological Sites
Equestrian & Western Events	Equine (Horse) Competitions	Country / Western Music Concerts
	Western Theme Events (e.g., Rodeos)	Auto Races
	Horse Races	
Fine Dining & Spas	High-End Restaurants with an International Reputation	Day Visit to a Health and Wellness Spa while on an Overnight Trip
	Other High-End Restaurants	
Agro-Tourism	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)
Amateur Tournaments	Amateur Sports Tournaments and Competitions	Amateur Tournaments and Competitions other than Sports-related