

**U.S. TRAVEL MARKET**

**Visiting Fairs and Festivals While on Trips  
Of One or More Nights**

*A Profile Report*

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**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  
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## Executive Summary

Over the last two years, 31.7% (69,847,152) of adult Americans visited fairs and festivals while on an out-of-town, overnight trip of one or more nights. A farmers' market or country fair (14.4%) was the most popular, followed by a fireworks display (12.3%), a free outdoor performance such as a play or concert (10.8%), an exhibition or fair (8.3%), a food or drink festival (7.7%), a carnival (6.9%), an ethnic festival (4.2%) and a circus (3.1%). 29.8% (20,824,610) of those visiting Fairs and Festivals reported that this activity was the main reason for taking at least one trip in the past two years.

Those who visited fairs and festivals on trips are similar to the average U.S. Pleasure Traveler in terms of gender, age, marital status and parental status, however, their level of education (61.8% university degree or higher) and household incomes (\$78,425) are above-average. They are over-represented in Alaska and the New England, Middle Atlantic, East North Central and Pacific regions. They tend to live in large cities with populations of 2 million or more.

Over the past two years, those who visited fairs and festivals on trips traveled more frequently than the average U.S. Pleasure Traveler and were more likely to have taken a trip to Canada (19.3% versus 14.6%). The most common Canadian destinations visited include Ontario, British Columbia and Quebec. However, those who visited fairs and festivals are over-represented among U.S. travelers to all provinces and territories.

Those who visited fairs and festivals on trips were more likely than average to participate in a wide range of culture and entertainment activities while on trips in the past two years. Relative to the average U.S. Pleasure Traveler, they were especially likely to attend theatre, film and music festivals and were more likely to participate in a wide range of outdoor activities on trips (e.g., ocean activities, wildlife viewing), and to take a variety of tours and cruises. Those who visited fairs and festivals on trips exhibit particular interest in food-related activities. They were more likely than the average U.S. Pleasure Traveler to go fine dining and to visit spas, to have stayed at a country inn or resort with a gourmet restaurant or a cooking or wine tasting school and to have taken a winery tour. They seek vacation destinations that offer novelty, intellectual stimulation and opportunities to learn (e.g., gain knowledge of history and other cultures or places).

The majority in this segment have used the Internet to plan (75.6%) and book travel (54.8%) in the past two years. They are avid consumers of travel-related media (including websites, newspapers, magazines, television). Home and garden-related programming is also an effective method to reach this segment (e.g., house & home websites, home & garden and cooking TV shows, craft, antique & collectible magazines).



## Visiting Fairs and Festivals While on Trips

### Market Incidence

Over the last two years, 31.7% (69,847,152) of adult Americans visited a fair or festival while on an out-of-town, overnight trip of one or more nights. The most popular fairs and festivals were visits to a farmers' market or a country fair (14.4%), watching fireworks displays (12.3%) and attending free outdoor performances in a park, such as a play or concert (10.8%). Other types of fairs and festivals visited while on trips include exhibitions or fairs (8.3%), food or drink festivals (7.7%), carnivals (6.9%), ethnic festivals (4.2%) and the circus (3.1%).

29.8% (20,824,610 adult Americans) reported that visiting a fair or festival was the main reason for taking at least one trip in the past two years. The less commonly visited type of fair or festival (e.g., exhibition or fair, food / drink festival, carnival, ethnic festival, circus) was more likely to be cited as the main reason for taking a trip.

Fig. 1 Incidence of Visiting Fairs and Festivals While on Trips<sup>1</sup>

Size of Market	Number of Fair & Festival Visitors <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>
Fairs and Festivals (All Activities)	69,847,152	29.8%	41.0%	31.7%
Farmers' markets or country fairs	31,859,782	19.6%	18.7%	14.4%
Fireworks displays	27,190,050	21.6%	15.9%	12.3%
Free outdoor performances in a park (e.g., theatre, concert)	23,718,605	20.8%	13.9%	10.8%
Exhibitions or fairs	18,300,478	30.7%	10.7%	8.3%
Food/Drink festivals	16,960,113	28.9%	9.9%	7.7%
Carnivals	15,193,748	26.6%	8.9%	6.9%
Ethnic festivals	9,192,368	28.6%	5.4%	4.2%
Circuses	6,781,111	30.3%	4.0%	3.1%
Participated in all eight activities	356,956	23.1%	0.2%	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 - "Fairs and Festivals Visitors" are defined as individuals who visited a fair or festival 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 visited fairs and festivals when on trips tend to be over-represented among those living in Alaska and the New England, Middle Atlantic, East North Central and Pacific regions of the United States. They are more likely to be found in large cities (population 2 million or more) than in smaller communities or rural areas.

Fig. 2 Geographic Distribution & Population Size of Those Who Visited Fairs and Festivals While on Trips

	Total Population	Estimated Number Who Visited Fairs and Festivals on a Trip	Percent of Pleasure Travelers in Region Who Visited Fairs and Festivals on a Trip	Percent of Total Regional Population Who Visited Fairs and Festivals on a Trip
United States	222,846,268	69,847,152	41.0%	31.7%
New England	11,095,629	3,929,121	45.9%	35.7%
Middle Atlantic	31,005,526	10,407,648	45.2%	33.9%
East North Central	34,621,254	11,216,452	42.1%	32.8%
West North Central	15,024,360	4,893,338	40.6%	32.9%
South Atlantic	42,602,998	13,098,859	40.8%	31.2%
East South Central	13,597,436	3,446,457	36.1%	25.5%
West South Central	24,853,901	6,346,146	35.0%	26.1%
Mountain	15,030,720	4,626,157	38.2%	31.0%
Pacific	34,529,689	11,663,784	41.8%	34.0%
Alaska	484,754	219,189	51.9%	45.4%
Not Available	745,757	285,452	46.0%	38.4%
Less than 100,000	29,429,442	8,102,664	39.0%	27.9%
100,000 to 499,999	36,551,501	10,560,592	38.9%	29.3%
500,000 to 1,999,999	52,335,815	15,946,884	40.0%	30.8%
2,000,000 or more	103,783,753	34,951,560	42.5%	34.0%

Those visiting fairs and festivals on trips are most likely to live in Alaska, Nebraska, New Hampshire, New Jersey and Massachusetts. They are least likely to live in Arkansas, Montana, Alabama, Kansas and Wyoming (see Fig. 3 on next page).

Fig. 3 Those Who Visited Fairs and Festivals While on Trips by U.S. State

Region	State	Population of State	Estimated Number of Fairs and Festivals Visitors	Percent of Pleasure Travelers in State	Percent of State Population
United States	All States	222,846,268	69,847,152	41.0%	31.7%
New England	Connecticut	2,685,692	946,157	45.8%	35.9%
	Maine	1,047,770	258,448	35.7%	24.7%
	Massachusetts	4,423,562	1,626,560	46.4%	37.0%
	New Hampshire	1,604,344	607,477	50.9%	37.9%
	Rhode Island	837,445	315,838	45.4%	37.7%
	Vermont	496,816	174,642	45.6%	35.2%
Middle Atlantic	New Jersey	6,708,501	2,418,501	46.5%	36.7%
	New York	14,727,054	4,997,911	45.4%	34.1%
	Pennsylvania	9,569,972	2,991,236	43.7%	31.5%
East North Central	Illinois	9,521,097	3,325,377	44.8%	35.3%
	Indiana	4,717,624	1,386,211	38.7%	30.0%
	Michigan	7,709,890	2,499,765	41.7%	32.7%
	Ohio	8,412,962	2,491,685	40.3%	29.9%
	Wisconsin	4,259,682	1,513,414	43.9%	35.8%
West North Central	Iowa	2,262,393	709,838	39.7%	31.5%
	Kansas	2,304,474	593,252	33.5%	26.1%
	Minnesota	3,946,220	1,520,683	45.1%	38.7%
	Missouri	4,138,758	1,163,423	36.3%	28.4%
	Nebraska	1,304,361	542,601	51.9%	42.6%
	North Dakota	488,140	166,063	40.5%	34.2%
	South Dakota	580,015	197,478	43.9%	34.0%
South Atlantic	Delaware	646,427	180,852	37.0%	31.7%
	District of Columbia	521,285	121,500	35.0%	23.3%
	Florida	13,937,467	4,050,989	37.7%	29.6%
	Georgia	6,668,302	2,108,151	41.4%	31.8%
	Maryland	3,428,206	1,164,153	43.7%	34.1%
	North Carolina	6,651,453	2,123,175	43.1%	32.2%
	South Carolina	3,241,944	964,786	40.8%	30.8%
	Virginia	5,957,159	2,069,381	45.1%	34.9%
	West Virginia	1,550,755	315,871	36.3%	21.4%
East South Central	Alabama	3,431,591	792,042	32.8%	23.1%
	Kentucky	3,447,277	878,938	36.1%	25.7%
	Mississippi	2,156,793	555,338	40.2%	25.7%
	Tennessee	4,561,775	1,220,139	36.7%	27.0%
West South Central	Arkansas	2,103,346	427,367	30.0%	20.7%
	Louisiana	3,367,908	916,512	40.7%	28.2%
	Oklahoma	2,643,565	714,697	37.9%	27.0%
	Texas	16,739,082	4,287,571	34.1%	26.2%
Mountain	Arizona	4,451,660	1,369,366	38.9%	31.0%
	Colorado	3,501,822	1,175,888	40.7%	33.9%
	Idaho	1,044,920	291,304	35.4%	28.4%
	Montana	726,027	187,767	31.2%	25.9%
	Nevada	1,809,582	507,786	35.1%	28.1%
	New Mexico	1,433,596	487,186	44.3%	34.0%
	Utah	1,671,322	494,980	35.3%	30.1%
	Wyoming	391,790	111,880	33.6%	28.6%
Pacific	Alaska	484,754	219,189	51.9%	45.4%
	California	26,965,837	9,208,285	42.0%	34.4%
	Oregon	2,793,303	866,387	40.1%	31.7%
	Washington	4,770,549	1,589,111	41.5%	33.5%

## Demographic Profile

Those visiting fairs and festivals when on trips have a similar demographic profile to the average U.S. Pleasure Traveler in terms of gender, age, marital status and parental status. However, their socio-economic status is more affluent as they are more likely to have a university or postgraduate degree (61.8%) and they report above-average household incomes (\$78,425 on average).

Fig. 4 Demographic Profile of Those Who Visited Fairs and Festivals on a Trip Relative to All U.S. Pleasure Travelers

Attribute	Size of Market	Fairs and Festivals Visitors	Did Not Visit a Fair or Festival <sup>1</sup>	Pleasure Travelers	Index <sup>2</sup>
		69,847,152	100,663,089	170,510,241	100
Gender	Male	47.8%	49.1%	48.5%	98
	Female	52.2%	50.9%	51.5%	101
Age of Respondent	18 to 24	10.1%	11.4%	10.8%	93
	25 to 34	20.6%	21.2%	21.0%	98
	35 to 44	17.5%	17.2%	17.3%	101
	45 to 54	22.1%	20.3%	21.0%	105
	55 to 64	17.0%	14.4%	15.5%	110
	65 Plus	12.8%	15.6%	14.4%	89
Average Age		45.4	45.5	45.4	N/A
Marital Status	Not married	29.4%	31.3%	30.5%	96
	Married	70.6%	68.7%	69.5%	102
Parental Status	No children under 18	70.7%	69.5%	70.0%	101
	Children under 18	29.3%	30.5%	30.0%	98
Education	High school or less	17.3%	22.7%	20.5%	84
	Trade, Technical, Community Col.	20.9%	21.7%	21.4%	98
	University Degree	42.0%	40.4%	41.1%	102
	Post Graduate Degree	19.8%	15.2%	17.1%	116
Household Income	Under \$20,000	7.1%	8.8%	8.1%	88
	\$20,000 to \$39,999	14.4%	17.5%	16.2%	88
	\$40,000 to \$59,999	16.3%	17.0%	16.7%	98
	\$60,000 to \$79,999	15.3%	14.3%	14.7%	104
	\$80,000 to \$99,999	12.1%	11.3%	11.6%	104
	\$100,000 to \$149,999	15.9%	13.3%	14.4%	110
	\$150,000 or more	7.7%	6.0%	6.7%	115
Not stated	11.4%	11.9%	11.7%	98	
Average Household Income		\$78,425	\$71,428	\$74,303	N/A

- 1 - Those who "Did not visit a fairs or festival" 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 visit a fair or festival on any trip. The number of "Fairs and Festival Visitors" and "Did Not Visit a Fair or Festivals" equals the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for Fairs and Festivals Visitors in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which Fairs and Festivals Visitors 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)

Those who visited a fair or festival on a trip traveled more frequently than the average U.S. Pleasure Traveler and were more likely to have taken trips both within their own state and to other U.S. states. They were also more likely to have visited Mexico, the Caribbean and overseas destinations.

Those who visited fairs and festivals on trips were more likely than the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (19.3% versus 14.6%). The most common Canadian destinations were Ontario (11.1%), British Columbia (5.6%) and Quebec (4.6%), however, this segment is over-represented among U.S. visitors to all Canadian provinces or territories.

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

	Fair and Festival Visitors	Did Not Visit a Fair or Festival	Pleasure Travelers	Index
Size of Market	69,847,152	100,663,089	170,510,241	100
All destinations	91.1%	81.5%	85.4%	107
Canada	19.3%	11.3%	14.6%	132
Newfoundland and Labrador	0.6%	0.3%	0.4%	152
Prince Edward Island	1.0%	0.3%	0.6%	163
New Brunswick	1.2%	0.5%	0.8%	150
Nova Scotia	2.0%	0.9%	1.3%	147
Quebec	4.6%	2.1%	3.1%	148
Ontario	11.1%	6.3%	8.3%	134
Manitoba	0.7%	0.4%	0.5%	132
Saskatchewan	0.7%	0.3%	0.5%	142
Alberta	1.7%	0.9%	1.2%	141
British Columbia	5.6%	3.1%	4.1%	135
Yukon	0.9%	0.3%	0.6%	160
Northwest Territories	0.5%	0.3%	0.4%	137
Nunavut	0.1%	LT 0.1%	LT 0.1%	116
Own State	86.1%	75.2%	79.7%	108
Other parts of the U.S.	93.9%	88.4%	90.6%	104
Mexico	17.4%	10.9%	13.6%	128
Caribbean	15.9%	10.5%	12.7%	125
All other destinations	12.2%	7.7%	9.6%	127

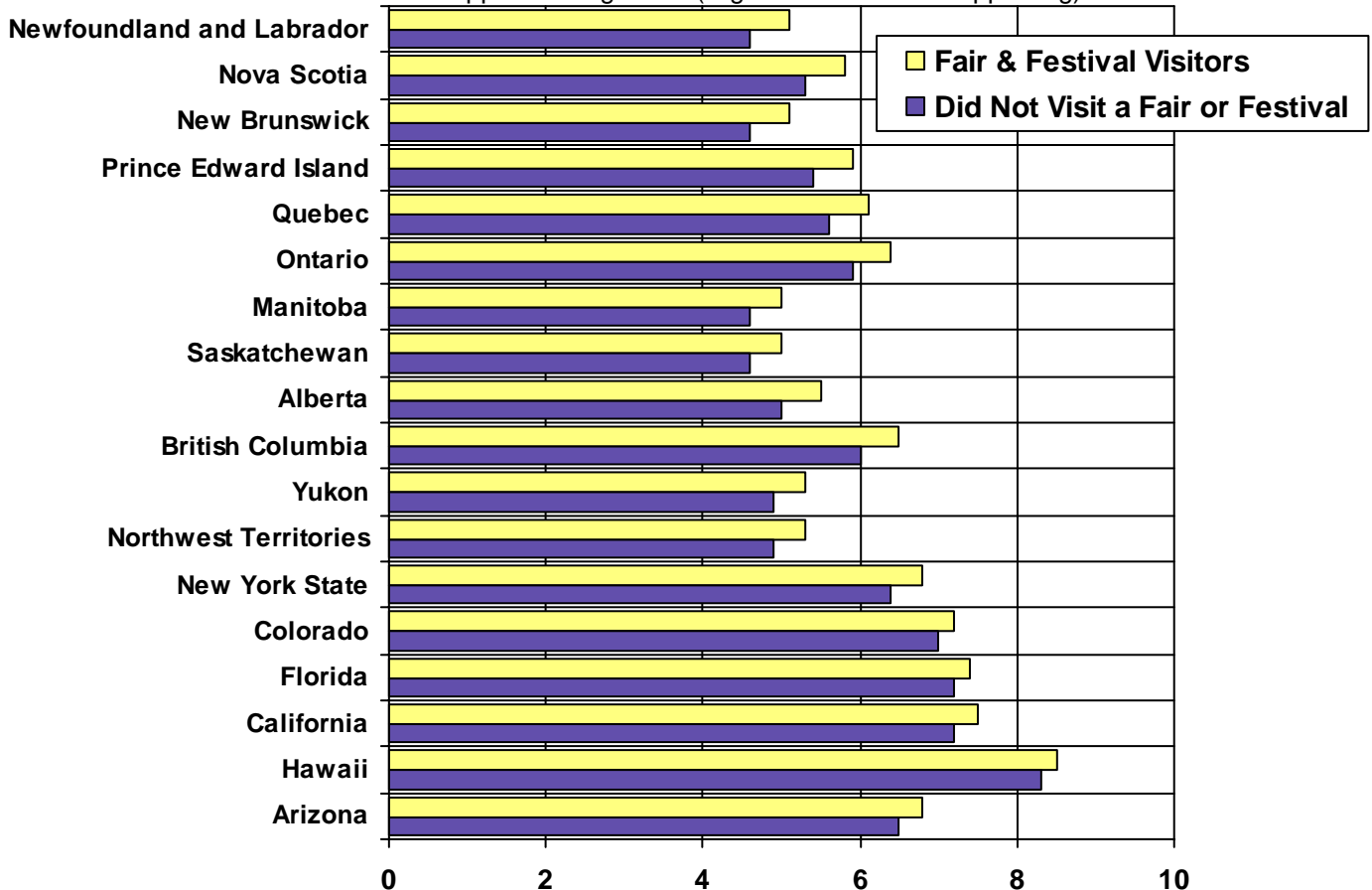
**Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories**

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.

Those who visited fairs and festivals when on trips gave higher ratings than other U.S. Pleasure Travelers to all Canadian destinations. British Columbia (6.5) received the highest rating, followed by Ontario (6.4) and Quebec (6.1).

Overall, U.S. Pleasure Travelers tended to rate the six U.S. reference states as more appealing than the Canadian provinces or territories. Hawaii (8.4) received the highest rating among all destinations from those visiting fairs and festivals on trips.

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, those who visited fairs and festivals on trips were more likely to have participated in a wide range of culture and entertainment activities while traveling during the past two years. Almost all in this segment went shopping and dining when on trips, and the majority visited historical sites, museums and art galleries, theme parks and exhibits, and casinos, theatre and comedy clubs. Relative to the average U.S. Pleasure Traveler, those visiting fairs and festivals on trips were especially likely to attend theatre, film or music festivals. They were also more likely to attend fine arts performances, garden attractions and national and international sporting events. Relative to the average U.S. Pleasure Traveler, those visiting fairs and festivals on trips were more likely to participate in aboriginal cultural experiences, participatory historical activities and agro-tourism activities. This is consistent with the fact that this sector seeks opportunities to learn and to be intellectually stimulated while on vacation.

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

	Fair and Festival Visitors	Did Not Visit a Fair or Festival	Pleasure Travelers	Index
Size of Market	69,847,152	100,663,089	170,510,241	100
Shopping & Dining	90.4%	68.9%	77.7%	116
Historical Sites, Museums & Art Galleries	71.0%	41.3%	53.5%	133
Theme Parks & Exhibits	65.6%	37.4%	49.0%	134
Casino, Theatre & Comedy Clubs	59.9%	35.4%	45.4%	132
Fine Dining & Spas	44.5%	24.9%	33.0%	135
Science & Technology Exhibits	37.9%	15.7%	24.8%	153
Wine, Beer & Food Tastings	34.9%	14.6%	22.9%	152
Rock Concerts & Recreational Dancing	24.8%	8.6%	15.3%	163
Equestrian & Western Events	24.8%	9.0%	15.5%	160
Professional Sporting Events	24.0%	10.6%	16.1%	149
Agro-Tourism	23.8%	6.4%	13.5%	176
Garden Theme Attractions	23.4%	6.9%	13.7%	171
High Art Performances	19.4%	5.1%	10.9%	177
Theatre, Film & Musical Festivals	15.7%	3.2%	8.3%	189
Aboriginal Cultural Experiences	14.8%	4.3%	8.6%	172
Amateur Tournaments	11.7%	4.9%	7.7%	152
Archaeological Digs & Sites	9.1%	3.1%	5.5%	164
Participatory Historical Activities	7.0%	1.8%	3.9%	179
National & International Sporting Events	3.4%	0.8%	1.9%	181

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

Those who visited fairs and festivals when on trips were quite active in culture and entertainment activities while NOT traveling. The majority went to restaurants and visited zoos or aquariums when not traveling. They were also more likely than the average U.S. Pleasure Traveler to visit art galleries and art shows, classical music concerts, the ballet, the opera, jazz clubs and botanical gardens.

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

	Fair and Festival Visitors	Did Not Visit a Fair or Festival	Pleasure Travelers	Index
Size of Market	69,847,152	100,663,089	170,510,241	100
Going out to eat in restaurants	94.9%	91.4%	92.8%	102
Going to festivals or fairs	76.9%	57.5%	65.5%	117
Going to zoos or aquariums	53.5%	40.2%	45.6%	117
Going to historic sites or heritage buildings	49.2%	33.9%	40.1%	122
Going to museums	46.6%	31.1%	37.5%	124
Going to amateur sporting events	45.9%	35.7%	39.9%	115
Going to amusement or theme parks	43.5%	34.4%	38.1%	114
Going to professional sporting events	39.9%	31.4%	34.9%	114
Going to pick-your-own farms or farmers' market	39.0%	26.4%	31.6%	123
Going to art galleries or art shows	37.4%	21.1%	27.8%	135
Going to live theatre	36.5%	24.0%	29.2%	125
Going to gamble in casinos	32.4%	24.9%	28.0%	116
Going to bars with live pop or rock bands	28.8%	19.9%	23.6%	122
Going to botanical gardens	26.7%	15.3%	20.0%	134
Going dancing	26.0%	17.3%	20.8%	125
Going to rock music concerts	25.2%	18.6%	21.3%	119
Going to classical music concerts	19.8%	11.5%	14.9%	133
Staying overnight in a hotel or B&B in own city	14.2%	8.0%	10.6%	134
Going to day spas	13.6%	8.0%	10.3%	132
Going to jazz clubs	11.4%	5.5%	7.9%	144
Going to rodeos	10.2%	6.8%	8.2%	125
Going to the ballet	9.7%	5.2%	7.0%	137
Going to the opera	7.8%	4.3%	5.7%	136

### Outdoor Activities Pursued While on Trips

Those who visited fairs and festivals when on a trip were more likely than the average U.S. Pleasure Traveler to have participated in a wide array of outdoor activities while traveling during the past two years. One-half of those visiting fairs and festivals on trips participated in ocean activities (e.g., swimming, sun bathing) and wildlife viewing. Relative to the average U.S. Pleasure Traveler, this segment was especially likely to exercise and jog, cycle and cross-country ski and to participate in a 'board & blade' activity (e.g., ice-skating) or an extreme sport (e.g. extreme air sports, extreme skiing).

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

	Fair and Festival Visitors	Did Not Visit a Fair or Festival	Pleasure Travelers	Index
Size of Market	69,847,152	100,663,089	170,510,241	100
Ocean Activities (e.g., swimming in ocean, ocean kayaking)	52.9%	30.3%	39.6%	134
Wildlife Viewing	51.2%	23.6%	34.9%	147
Games & Individual Sports (e.g., tennis, board games)	34.8%	13.5%	22.2%	157
Hiking, Climbing & Paddling	33.3%	16.7%	23.5%	142
Boating & Swimming (e.g., motorboating, swimming in lakes)	31.6%	13.7%	21.0%	150
Fishing	24.0%	14.5%	18.4%	130
Exercising & Jogging	22.6%	8.2%	14.1%	161
Golfing	14.2%	8.2%	10.7%	133
Team Sports (e.g., football, baseball, basketball)	11.6%	5.3%	7.9%	147
Downhill Skiing & Snowboarding	10.6%	6.2%	8.0%	132
Cycling	10.6%	3.4%	6.3%	167
Snowmobiling & ATVing	9.9%	5.2%	7.1%	139
Horseback Riding	9.6%	3.8%	6.2%	155
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	7.6%	2.8%	4.8%	160
Board & Blade (e.g., skateboarding, ice-skating)	7.0%	1.9%	4.0%	175
Hunting	6.5%	4.7%	5.4%	120
Scuba & Snorkelling	5.8%	2.9%	4.1%	142
Motorcycling	4.3%	2.2%	3.1%	140
Cross-country Skiing & Snowshoeing	3.2%	1.0%	1.9%	169
Extreme Air Sports (e.g., parachuting, bungee jumping)	3.1%	0.8%	1.7%	178
Extreme Skiing (e.g., heli-skiing, overnight x-country trips)	0.6%	0.2%	0.3%	170

### Outdoor Activities Pursued While Not on Trips

When not traveling, those who visited fairs and festivals on trips were more active in outdoor activities than the average U.S. Pleasure Traveler. The majority took day outings to a park, went swimming, exercised at home or at a fitness club, gardened at home and went picnicking when not traveling. Relative to the average U.S. Pleasure Traveler, this segment was more likely to go horseback riding, canoeing and kayaking, ice-skating, cross-country skiing and skateboarding when not traveling.

Fig. 10 Outdoor Activities Pursued While NOT on Trips

	Fair and Festival Visitors	Did Not Visit a Fair or Festival	Pleasure Travelers	Index
Size of Market	69,847,152	100,663,089	170,510,241	100
Day outing to a park	72.1%	56.9%	63.1%	114
Swimming	63.3%	51.8%	56.5%	112
Exercising at home or at a fitness club	60.9%	52.7%	56.0%	109
Gardening	58.4%	49.4%	53.1%	110
Picnicking	56.8%	41.4%	47.7%	119
Hiking	39.7%	27.5%	32.5%	122
Fishing	36.4%	30.2%	32.8%	111
Camping	31.1%	23.6%	26.7%	117
Cycling	28.3%	19.1%	22.9%	124
Sailing or other boating	24.3%	16.9%	20.0%	122
Jogging	22.9%	17.1%	19.5%	118
Golfing	20.3%	16.9%	18.3%	111
Playing team sports	18.1%	14.2%	15.8%	115
Playing racquet sports (e.g., tennis or badminton)	16.6%	10.9%	13.2%	126
Riding an all-terrain vehicle (ATV)	12.7%	10.6%	11.5%	111
Hunting	12.2%	11.5%	11.8%	104
Horseback riding	11.2%	6.8%	8.6%	131
Canoeing or kayaking	10.3%	6.2%	7.8%	131
Rollerblading	9.3%	6.0%	7.3%	127
Downhill skiing	7.2%	4.7%	5.7%	126
Ice-skating	7.2%	4.3%	5.5%	130
Snowmobiling	4.2%	2.7%	3.3%	127
Cross-country skiing	3.7%	1.7%	2.5%	149
Snowboarding	3.3%	2.3%	2.7%	122
Skateboarding	3.0%	1.6%	2.2%	137

### Accommodations Stayed In While on Trips

Similar to the average U.S. Pleasure Traveler, those who visited fairs and festivals were most likely to have stayed at seaside resorts and public campgrounds. Relative to the average U.S. Pleasure Traveler, they were especially likely to have stayed at a country inn or resort with a gourmet restaurant and a cooking or wine tasting school.

Fig. 11 Accommodations Stayed In While on Trips

	Fair and Festival Visitors	Did Not Visit a Fair or Festival	Pleasure Travelers	Index
Size of Market	69,847,152	100,663,089	170,510,241	100
Seaside Resort	41.8%	33.2%	37.7%	111
A Public Campground in a National, State, Provincial or Municipal Park	37.5%	31.9%	34.8%	108
Lakeside / Riverside Resort	30.7%	20.0%	25.6%	120
A Private Campground	23.0%	18.7%	20.9%	110
Ski Resort or Mountain Resort	20.9%	15.8%	18.4%	113
A Camp Site in a Wilderness Setting (Not a Campground)	10.3%	8.9%	9.6%	107
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	10.1%	7.2%	8.7%	116
Wilderness Lodge You Can Drive to by Car	8.6%	5.6%	7.2%	120
Health Spa	8.5%	4.2%	6.5%	132
Country Inn or Resort with Gourmet Restaurant	5.9%	2.1%	4.1%	143
Farm or Guest Ranch	5.3%	2.8%	4.1%	128
On a Houseboat	4.0%	1.7%	2.9%	138
Remote or Fly-In Wilderness Lodge	2.0%	1.3%	1.7%	121
Cooking School	1.8%	0.5%	1.2%	149
Wine Tasting School	1.4%	0.3%	0.9%	158
Remote or Fly-In Wilderness Outpost	1.1%	0.7%	0.9%	120

### Tours and Cruises Taken During Past Two Years

Those who visited fairs and festivals exhibited considerable interest in tours and cruises during the past two years. The types of tours taken most often included sameday tours (both organized and self-guided), city tours and scenic drives through the countryside. However, relative to the average U.S. Pleasure Traveler, those who visited fairs and festivals were much more likely to have also visited a casino, a winery and a factory, and to have taken an air tour as a pilot or passenger. They exhibit above-average interest in speciality cruises as well, including cruises on the Great Lakes or St. Lawrence River and submarine cruises.

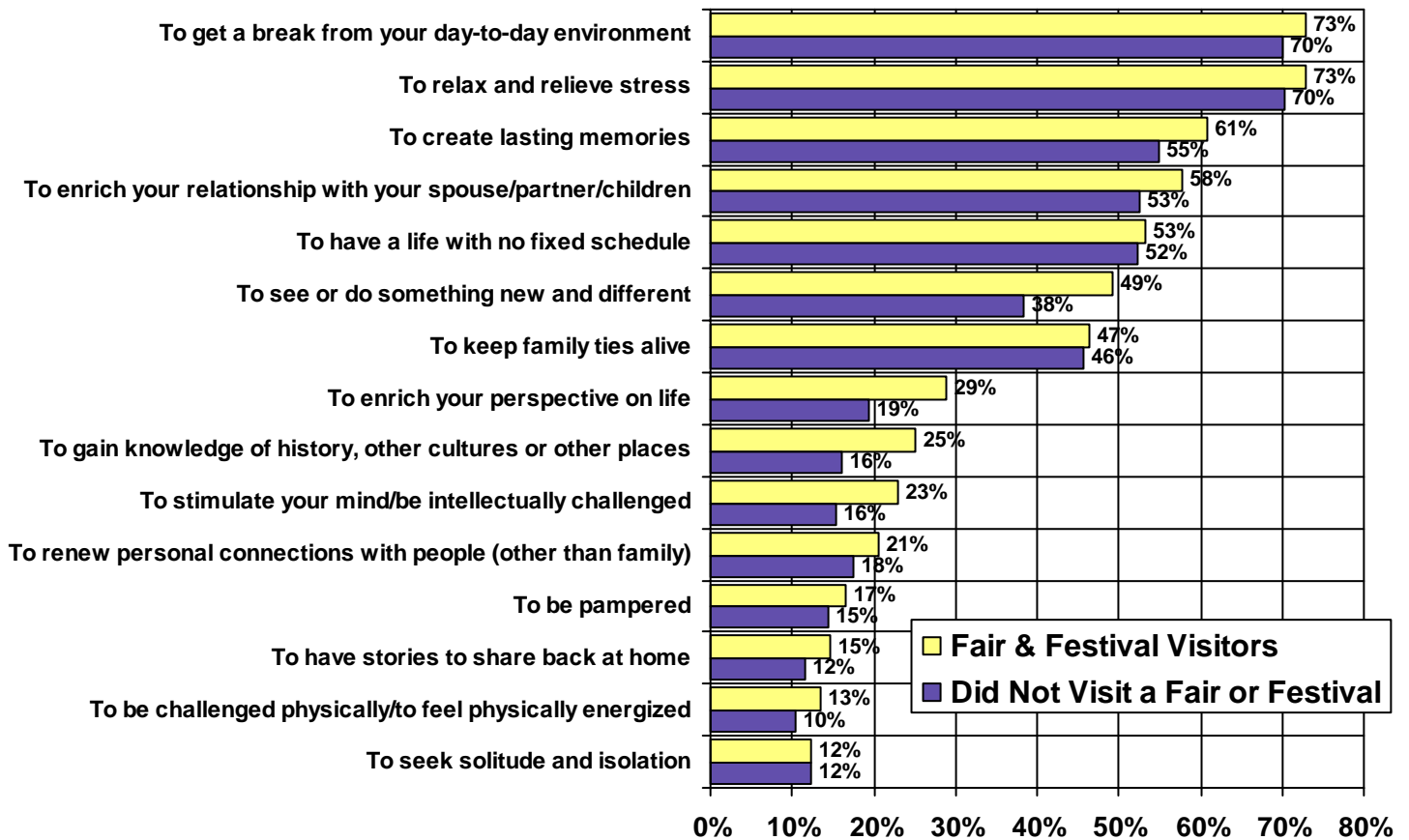
Fig. 12 Tours and Cruises Taken During Past Two Years

	Fair and Festival Visitors	Did Not Visit a Fair or Festival	Pleasure Travelers	Index
Size of Market	69,847,152	100,663,089	170,510,241	100
A self-guided sameday tour while on an overnight trip	27.0%	13.8%	19.2%	140
An organized sameday guided tour while on an overnight trip	23.3%	15.2%	18.5%	126
Around the city	22.3%	11.2%	15.8%	141
Around the country side - scenic drives	19.3%	8.8%	13.1%	147
A self-guided overnight tour where you stayed in different locations	15.6%	6.7%	10.4%	151
On the water (sightseeing cruise)	11.5%	5.2%	7.8%	148
Some other type of tour	11.3%	7.1%	8.8%	128
An organized overnight guided tour where you stayed in different locations	11.0%	5.7%	7.9%	140
Caribbean ocean cruise	10.9%	7.6%	9.0%	122
Wilderness tour	10.7%	5.2%	7.4%	143
An organized overnight guided tour where you stayed in a single location	9.9%	4.5%	6.7%	147
To a casino	7.9%	2.8%	4.9%	162
Ocean cruise - Other	6.1%	3.9%	4.8%	128
To a winery	5.9%	1.9%	3.6%	166
Alaskan ocean cruise	3.2%	2.0%	2.5%	127
Cruise on another lake or river	3.2%	1.2%	2.0%	160
To a factory	2.9%	1.1%	1.8%	161
Some other type of cruise	2.6%	1.1%	1.7%	154
In the air as a pilot or passenger of an airplane or helicopter	2.3%	0.8%	1.4%	165
Great Lakes cruise	0.7%	0.2%	0.4%	188
Cruise on the St. Lawrence River	0.4%	0.2%	0.3%	153
Submarine cruise	0.4%	0.1%	0.2%	165

### Benefits Sought While on Vacation

As with most U.S. Pleasure Travelers, those visiting fairs and festivals while on trips take a vacation to get a break from their day-to-day environment, relax and relieve stress, create lasting memories, enrich family relationships and live without a fixed schedule. However, relative to the average U.S. Pleasure Traveler, this segment is more likely to consider it important that a vacation allows them to create lasting memories and enrich their family relationships. They also consider it more important that the destination offers unique experiences (e.g., to see or do something new and different), intellectual stimulation and learning opportunities (e.g., enrich your perspective on life, gain knowledge of history and other cultures or places).

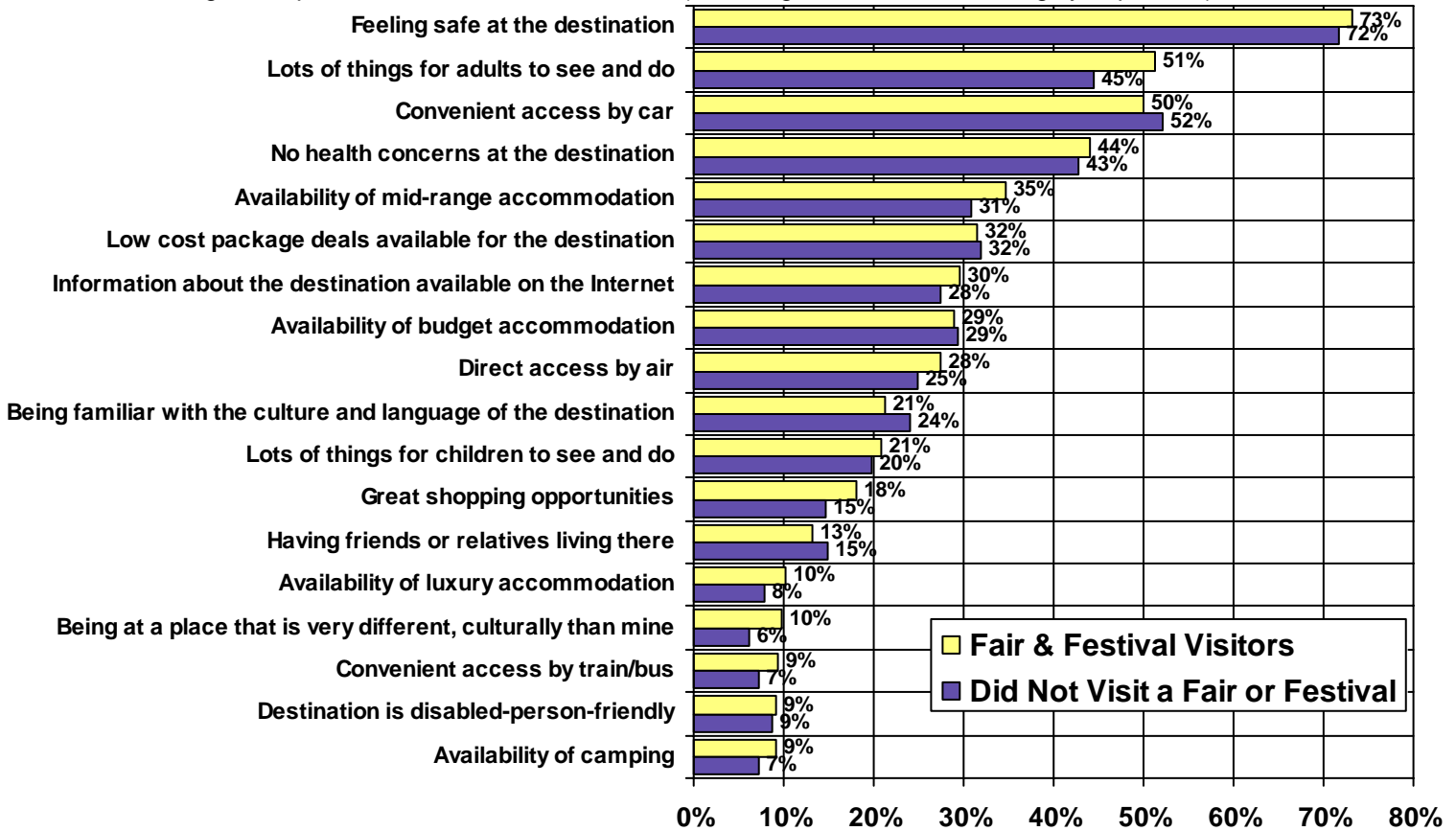
Fig.13 Benefits Sought While on Vacation  
(Percent Rating Each Benefit as "Highly Important")



### Other Attributes of a Destination Considered Important

As with the majority of U.S. Pleasure Travelers, those who visited fairs and festivals while on trips consider it important that the destination is safe, offers lots to see and do and is conveniently accessible by car. Relative to other U.S. Pleasure Travelers, this segment is slightly more likely to consider it important that a destination offers mid-range priced accommodation and has a distinctive culture from home.

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 Travelers overall, most of those who visited fairs and festivals on trips have a desired destination in mind when they start planning a winter or summer trip. Those who visited fairs and festivals on trips select their destinations in a manner which is similar to that observed for the average U.S. Pleasure Traveler.

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

	Fair and Festival Visitors	Did Not Visit a Fair or Festival	Pleasure Travelers	Index
Size of Market	69,847,152	100,663,089	170,510,241	100
<b>Summer</b>				
Started with a desired destination in mind	58.7%	57.9%	58.2%	101
Started by considering specific activities wanted to do	10.5%	9.5%	9.9%	105
Started with a certain type of vacation experience in mind	18.5%	16.3%	17.3%	107
Looked for packaged deals - no destination in mind	1.3%	0.9%	1.1%	119
Considered something else first	4.0%	5.0%	4.6%	87
Don't Know / Other	7.0%	10.3%	8.9%	79
<b>Winter</b>				
Started with a desired destination in mind	59.3%	58.6%	58.9%	101
Started by considering specific activities wanted to do	12.3%	10.4%	11.3%	109
Started with a certain type of vacation experience in mind	16.5%	13.3%	14.8%	112
Looked for packaged deals - no destination in mind	1.5%	1.4%	1.4%	106
Considered something else first	4.3%	6.3%	5.3%	80
Don't Know / Other	6.2%	10.1%	8.3%	75

### Trip Planning and Information Sources Consulted

Most of those who visited fairs and festivals while on trips are solely (40.4%) or partly responsible (17.8%) for planning their vacations. The majority use Internet websites, past experience and word-of-mouth to obtain travel information. Relative to the average U.S. Pleasure Traveler, this segment is more likely to get travel information from television programs and television advertising and from trade, travel and sports shows.

Fig. 16 Who Plans Vacations and Information Sources Consulted

		Fair and Festival Visitors	Did Not Visit a Fair or Festival	Pleasure Travelers	Index
Size of Market		69,847,152	100,663,089	170,510,241	100
Who Plans Trips?	Respondent plans trips	40.4%	38.3%	39.2%	103
	Trip planning a shared responsibility	17.8%	17.5%	17.6%	101
	Someone else plans trips	41.8%	44.2%	43.2%	97
Information Sources Consulted	An Internet website	80.8%	72.4%	76.0%	106
	Past experience / Been there before	61.2%	49.5%	54.5%	112
	Advice of others / Word-of-mouth	52.9%	39.8%	45.4%	117
	Maps	39.1%	27.9%	32.7%	120
	An auto club such as AAA	29.3%	20.1%	24.0%	122
	Official travel guides or brochures from state/province	28.4%	14.8%	20.6%	138
	Visitor information centres	28.4%	14.5%	20.4%	139
	Articles in newspapers/magazines	26.4%	12.0%	18.1%	146
	A travel agent	22.4%	15.8%	18.6%	120
	Travel information received in the mail	20.9%	11.9%	15.8%	133
	Travel guide books such as Fodor's	17.0%	8.3%	12.0%	142
	Advertisements in newspapers / magazines	15.8%	7.2%	10.9%	145
	Programs on television	10.9%	4.4%	7.1%	153
	An electronic newsletter or magazine received by e-mail	9.0%	3.8%	6.0%	149
	Advertisements on television	6.0%	2.5%	4.0%	150
	Visits to trade, travel or sports shows	3.8%	1.5%	2.4%	155

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

Those who visited fairs and festivals when on trips are more likely than the average U.S. Pleasure Traveler to use the Internet to plan and book trips (75.6% planning, 54.8% booking online). The majority use travel planning / booking websites such as Expedia, hotel or resort websites and airline websites. Those visiting fairs and festivals on trips most often book accommodation and airline tickets over the Internet.

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

		Fair and Festival Visitors	Did Not Visit a Fair or Festival	Pleasure Travelers	Index
	<b>Size of Market</b>	69,847,152	100,663,089	170,510,241	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	24.5%	35.5%	31.0%	79
	Uses Internet to plan trips only	20.8%	19.6%	20.1%	103
	Uses Internet to book part of trip	54.8%	44.9%	48.9%	112
Types of Websites Consulted	A travel planning / booking website	59.7%	52.3%	55.6%	107
	A website of a hotel or resort	58.0%	49.5%	53.3%	109
	An airline's website	50.7%	41.3%	45.6%	111
	A tourism website of a country / region / city	41.1%	30.2%	35.1%	117
	A website of an attraction	39.4%	28.4%	33.4%	118
	Some other website	27.7%	22.9%	25.1%	110
	A cruise line website	14.9%	10.4%	12.4%	120
	A motorcoach website	1.8%	0.9%	1.3%	136
Parts of Trips Booked Over The Internet	Accommodations	74.9%	69.3%	71.9%	104
	Air tickets	74.6%	67.1%	70.6%	106
	Car rental	43.3%	33.4%	38.0%	114
	Tickets or fees for specific activities or attractions	31.5%	22.0%	26.3%	120
	A package containing two or more items	21.1%	15.0%	17.8%	119
	Tickets for rail, bus or boat / ship fares	15.0%	9.2%	11.9%	126
	Other	3.3%	2.6%	2.9%	112

### Media Consumption Habits

Those who visited fairs and festivals on trips are avid consumers of travel-related media. The majority in this segment visit travel websites and read the travel sections of daily and weekend newspapers. They are also more likely than the average U.S. Pleasure Traveler to read travel magazines and watch travel programs on television. Those who visited fairs and festivals on trips also exhibit above-average interest in home-related programming and watch home and garden and cooking shows on television. They also visit house and home websites and read magazines on crafts, antiques and collectibles.

Fig. 18 Media Consumption Habits

		Fair and Festival Visitors	Did Not Visit a Fair or Festival	Pleasure Travelers	Index
	Size of Market	69,847,152	100,663,089	170,510,241	100
Newspaper Readership	Reads daily newspaper	63.4%	57.5%	59.9%	106
	Reads weekend edition of newspaper	59.2%	53.0%	55.5%	107
	Reads local neighbourhood or community newspapers	55.2%	45.7%	49.5%	111
	Reads other types of newspapers	17.5%	11.4%	13.9%	126
	Frequently or occasionally reads travel section of daily newspaper	51.0%	37.4%	43.0%	119
	Frequently or occasionally reads travel section of weekend newspaper	58.1%	43.2%	49.3%	118
Types of Magazines Read (Top 5 Indexed)	Travel (e.g., Condé Nast)	15.5%	7.2%	10.6%	146
	Photography and video	5.6%	2.7%	3.9%	144
	Magazines about your city	9.9%	4.8%	6.9%	143
	Regional magazines	9.8%	4.8%	6.8%	143
	Crafts, antiques and collectibles	21.0%	13.4%	16.5%	127
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	36.3%	23.9%	28.9%	125
	Shopping channels	9.1%	6.7%	7.7%	118
	Home & garden shows	37.3%	28.9%	32.4%	115
	Biography	37.5%	29.6%	32.9%	114
	Cooking shows	41.9%	33.6%	37.0%	113
Type of Radio Programs Listened To (Top 5 Indexed)	Multicultural	6.4%	3.6%	4.7%	135
	Jazz / Big band	12.4%	8.3%	10.0%	124
	Classical music	16.9%	12.3%	14.1%	119
	Soft music / Adult contemporary	28.5%	21.9%	24.6%	116
	News / Talk / Information	36.4%	29.6%	32.4%	112
Types of Websites Visited (Top 5 Indexed)	Travel	57.0%	41.4%	48.0%	119
	Magazine sites	17.1%	13.1%	14.8%	116
	House and home	32.0%	26.3%	28.7%	112
	Newspaper sites	32.8%	27.3%	29.6%	111
	Sites for specific activities or interests	35.8%	30.1%	32.5%	110

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 and 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	