

**U.S. TRAVEL MARKET**

**Wine, Beer and Food Tastings  
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



## Executive Summary

Over the last two years, 17.7% (39,091,123) of adult Americans participated in wine, beer and food tastings while on an out-of-town, overnight trip of one or more nights. Going to a winery for a day visit and tasting was clearly the most popular activity (12.3%), followed by going to a brewery for a day visit and tasting (6.0%), visiting a food processing factory such as a cheese factory (4.3%), and taking a cooking or wine tasting course (3.2%). 21.3% (8,311,469) of those participating in tastings reported that this activity was the main reason for taking at least one trip in the past two years.

Relative to the average U.S. Pleasure Traveler, those who participated in tastings while on trips are more likely to be older (45 years of age or more), married, and without dependent children (18 and younger) living at home. This is a relatively affluent segment with above-average education and household income (\$89,722). They are overrepresented in the Pacific Region of the United States as well as in large cities.

Over the past two years, those who participated in tastings on trips traveled more frequently than the average U.S. Pleasure Traveler and they were more likely to have taken a trip to Canada (25.1% versus 14.6%). The most common Canadian destinations were Ontario, British Columbia and Quebec, however they are well over-represented among U.S. visitors to all Canadian provinces and territories, making this segment a prime target for Canadian tourism initiatives.

Travelers who participated in tastings were much more active during their trips than the average U.S. Pleasure Traveler. For example, they were twice as likely to attend high art performances and much more likely to participate in both strenuous (e.g., skiing) and more leisurely outdoor pursuits (e.g., horseback riding). In addition to touring wineries, they were much more likely than the average U.S. Pleasure Traveler to have taken other types of tours (e.g., overnight tour) and cruises (e.g., sightseeing cruise). In addition to staying at wine tasting and cooking schools, they were also more likely than average to stay at resorts (e.g., seaside resort, inn or resort with gourmet restaurant) and health spas. They seek destinations that are novel, intellectually stimulating, offer excellent cuisine and provide opportunities to learn. However, as experienced travelers, they also exhibit an above-average interest in discount vacation packages.

Most of those who participated in tastings while on trips frequently used the Internet to plan (79.7%) and book trips (60.7%) in the past two years. They are avid consumers of travel-related media and can also be targeted effectively through media related to cuisine (e.g., food & cooking magazines and television shows) and 'house & home' (e.g., home & garden television shows, house & home websites).

### 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	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 participated in wine, beer or food tastings 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.

## Wine, Beer & Food Tastings While on Trips

### Market Incidence

Over the last two years, 17.7% (39,091,123) of adult Americans participated in wine, beer and food tastings while on an out-of-town, overnight trip of one or more nights. Going to a winery (12.3%) was clearly the most popular tasting activity followed by visits to a brewery (6.0%), visiting a food processing plant such as a cheese factory (4.3%) and taking a cooking or wine tasting course (3.2%).

21.3% (8,311,469 adult Americans) of those who participated in wine, beer and food tastings while on a trip reported that this activity was the main reason for taking at least one trip in the past two years. Taking a cooking or wine tasting course was more likely to be cited as the main reason for taking a trip.

Fig. 1 Incidence of Wine, Beer & Food Tastings While on Trips<sup>1</sup>

	Number Who Went to Tastings <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	39,091,123	8,311,469	170,510,241	222,846,268
Tastings (All Activities)	39,091,123	21.3%	22.9%	17.7%
Went to winery for day visit & tasting	27,247,251	20.6%	16.0%	12.3%
Went to brewery for day visit & tasting	13,232,979	16.8%	7.8%	6.0%
Went to food processing plant (e.g., cheese factory)	9,417,520	15.9%	5.5%	4.3%
Took cooking/wine tasting course	7,029,159	27.3%	4.1%	3.2%
Participated in all four activities	640,322	16.1%	0.4%	0.3%

- 1 - "Trips" are defined as out-of-town trips for any purpose involving an overnight stay of one or more nights. Trips NOT involving overnight stays are NOT examined in this report.
- 2 - Defined as individuals who participated in wine, beer or food tastings 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 participated in tastings while on trips are over-represented among those living in the Pacific Region of the United States. They are also more likely than average to live in large cities (population 2 million or more).

Fig. 2 Geographic Distribution & Population Size of Those Who Participated in Wine, Beer & Food Tastings While on Trips

	Total Population	Estimated Number Who Went to a Tasting on a Trip	Percent of Pleasure Travelers in Region Who Went to a Tasting on a Trip	Percent of Total Regional Population Went to Tastings on a Trip
United States	222,846,268	39,091,123	22.9%	17.7%
New England	11,095,629	2,049,323	23.9%	18.5%
Middle Atlantic	31,005,526	5,565,670	24.1%	18.2%
East North Central	34,621,254	6,484,469	24.4%	18.8%
West North Central	15,024,360	2,666,196	22.1%	17.9%
South Atlantic	42,602,998	6,475,856	20.2%	15.3%
East South Central	13,597,436	1,579,201	16.5%	11.7%
West South Central	24,853,901	3,221,617	17.8%	13.1%
Mountain	15,030,720	2,743,536	22.6%	18.4%
Pacific	34,529,689	8,197,944	29.4%	23.9%
Alaska	484,754	107,310	25.4%	22.3%
Not Available	745,757	148,634	24.0%	20.0%
Less than 100,000	29,429,442	3,782,935	18.2%	13.0%
100,000 to 499,999	36,551,501	5,575,250	20.5%	15.4%
500,000 to 1,999,999	52,335,815	8,430,911	21.2%	16.2%
2,000,000 or more	103,783,753	21,153,393	25.7%	20.5%

They are most likely to live in states closely associated with wine production (e.g., Oregon, Washington, California). They are also more likely to live in Connecticut, Illinois, Rhode Island and Wisconsin. They are least likely to live in South Dakota, Oklahoma, South Carolina, New Hampshire, West Virginia and Tennessee (see Fig. 3 on next page).



## Demographic Profile

Relative to the average U.S. Pleasure Traveler, those who participated in tastings on trips are more likely to be older (57.7% are 45 or older) and married and tend not to have dependent children (under 18) living at home. They are over-represented among those with post-secondary education (67.9% university degree or higher) and their household incomes (\$89,722) are above-average.

Fig. 4 Demographic Profile of Those Who Participated in Wine, Beer & Food Tastings on a Trip Relative to All U.S. Pleasure Travelers

Attribute	Size of Market	Participated in a Wine, Beer & Food Tasting	Did Not Participate in a Wine, Beer & Food Tasting <sup>1</sup>	Pleasure Travelers	Index <sup>2</sup>
		39,091,123	131,419,119	170,510,241	100
Gender	Male	50.0%	48.1%	48.5%	103
	Female	50.0%	51.9%	51.5%	97
Age of Respondent	18 to 24	6.9%	12.0%	10.8%	64
	25 to 34	19.3%	21.5%	21.0%	92
	35 to 44	16.2%	17.6%	17.3%	94
	45 to 54	22.2%	20.7%	21.0%	106
	55 to 64	19.6%	14.3%	15.5%	126
	65 Plus	15.9%	14.0%	14.4%	110
Average Age		47.7	44.8	45.4	N/A
Marital Status	Not married	25.8%	31.9%	30.5%	85
	Married	74.2%	68.1%	69.5%	107
Parental Status	No children under 18	76.4%	68.1%	70.0%	109
	Children under 18	23.6%	31.9%	30.0%	79
Education	High school or less	13.0%	22.7%	20.5%	63
	Trade, Technical, Community Col.	19.1%	22.1%	21.4%	89
	University Degree	43.6%	40.3%	41.1%	106
	Post Graduate Degree	24.3%	14.9%	17.1%	143
Household Income	Under \$20,000	4.7%	9.1%	8.1%	59
	\$20,000 to \$39,999	10.5%	17.9%	16.2%	65
	\$40,000 to \$59,999	14.2%	17.4%	16.7%	85
	\$60,000 to \$79,999	15.5%	14.5%	14.7%	105
	\$80,000 to \$99,999	13.1%	11.1%	11.6%	113
	\$100,000 to \$149,999	19.6%	12.8%	14.4%	137
	\$150,000 or more	11.2%	5.3%	6.7%	167
Not stated	11.1%	11.8%	11.7%	95	
Average Household Income		\$89,722	\$69,681	\$74,303	N/A

- 1 - "Non-Participants" 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 participate in tastings on any trip. The number participating and not participants equals the total number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for those who participated in tastings in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which those who participated in tastings 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)

Those who participated in tastings traveled more frequently over the past two years 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 and to have visited Mexico, the Caribbean and overseas destinations during the past two years.

Those who participated in tastings when on trips were more likely than the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (25.1% versus 14.6%). The most common destinations in Canada were Ontario (14.3%), British Columbia (8.6%) and Quebec (6.1%), however this segment is over-represented among U.S. Visitors to all Canadian provinces and territories, and especially to the Atlantic Region, British Columbia, Quebec, the Yukon and the Northwest Territories.

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

	Participated in a Wine, Beer & Food Tasting	Did Not Participate in a Wine, Beer & Food Tasting	Pleasure Travelers	Index
Size of Market	39,091,123	131,419,119	170,510,241	100
All destinations	92.3%	83.4%	85.4%	108
Canada	25.1%	11.4%	14.6%	172
Newfoundland and Labrador	0.9%	0.3%	0.4%	218
Prince Edward Island	1.4%	0.4%	0.6%	231
New Brunswick	1.7%	0.5%	0.8%	215
Nova Scotia	2.7%	0.9%	1.3%	201
Quebec	6.1%	2.2%	3.1%	198
Ontario	14.3%	6.5%	8.3%	173
Manitoba	0.8%	0.4%	0.5%	156
Saskatchewan	0.9%	0.4%	0.5%	184
Alberta	2.2%	0.9%	1.2%	186
British Columbia	8.6%	2.8%	4.1%	209
Yukon	1.3%	0.3%	0.6%	237
Northwest Territories	0.8%	0.3%	0.4%	204
Nunavut	0.1%	LT 0.1%	LT 0.1%	149
Own State	86.6%	77.6%	79.7%	109
Other parts of the U.S.	96.4%	88.9%	90.6%	106
Mexico	22.0%	11.1%	13.6%	162
Caribbean	20.5%	10.4%	12.7%	161
All other destinations	15.6%	7.7%	9.5%	164

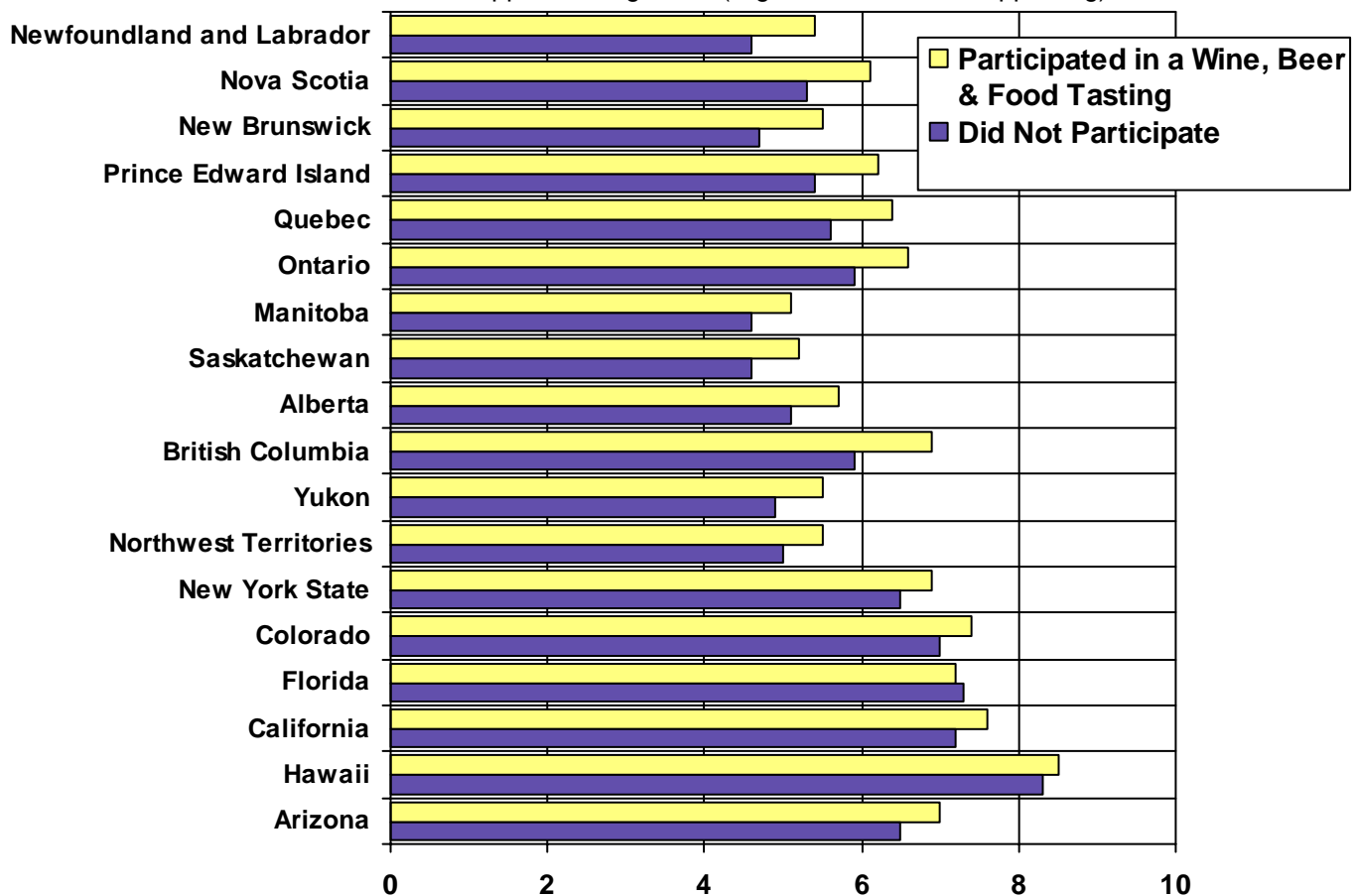
**Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories**

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 participated in tastings while on trips gave higher ratings than other U.S. Pleasure Travelers to all Canadian destinations. British Columbia (6.9) received an especially high rating, perhaps reflecting the fact that those who participated in tastings are over-represented on the west coast of the United States.

This segment rated most of the U.S. reference states as being more appealing than the Canadian provinces or territories, although British Columbia was ranked similarly to both Arizona and New York State. Hawaii (8.5) received the highest rating from this segment.

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

Travelers who participated in tastings during the past two years were more likely than the average U.S. Pleasure Traveler to also pursue other culture and entertainment activities while on trips. The majority went shopping and dining, visited historical sites, museums and art galleries, casino, theatre and comedy clubs, fairs and festivals and theme parks and exhibits. Relative to the average U.S. Pleasure Traveler, those who participated in tastings were at least twice as likely to attend high art performances, theatre, film and music festivals and national and international sporting events. They were also much likely to visit garden theme attractions and to take part in archaeological digs, aboriginal cultural experiences, participatory historical activities and agro-tourism.

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

	Participated in a Wine, Beer & Food Tasting	Did Not Participate in a Wine, Beer & Food Tasting	Pleasure Travelers	Index
Size of Market	39,091,123	131,419,119	170,510,241	100
Shopping & Dining	95.0%	72.6%	77.7%	122
Historical Sites, Museums & Art Galleries	77.3%	46.4%	53.5%	145
Casino, Theatre & Comedy Clubs	65.1%	39.6%	45.4%	143
Fairs & Festivals	62.4%	34.6%	41.0%	152
Theme Parks & Exhibits	61.6%	45.2%	49.0%	126
Fine Dining & Spas	53.5%	26.8%	33.0%	162
Science & Technology Exhibits	41.5%	19.8%	24.8%	167
Professional Sporting Events	27.5%	12.7%	16.1%	171
Garden Theme Attractions	27.2%	9.6%	13.7%	199
Agro-Tourism	26.3%	9.7%	13.5%	195
Rock Concerts & Recreational Dancing	25.7%	12.1%	15.3%	169
Equestrian & Western Events	25.4%	12.5%	15.5%	164
High Art Performances	21.6%	7.8%	10.9%	197
Aboriginal Cultural Experiences	16.4%	6.3%	8.6%	191
Theatre, Film & Musical Festivals	15.7%	6.1%	8.3%	189
Amateur Tournaments	12.6%	6.2%	7.7%	164
Archaeological Digs & Sites	11.8%	3.7%	5.5%	214
Participatory Historical Activities	8.8%	2.5%	3.9%	224
National & International Sporting Events	4.4%	1.1%	1.9%	236

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

Travelers who participated in tastings are also very active in cultural and entertainment activities when NOT on trips. Most in this segment visit restaurants, festivals or fairs, historic sites or heritage buildings, museums, and zoos or aquariums when not traveling. They are also more likely than average to attend local, live art performances (e.g., live theatre, classical music concerts, jazz clubs, the ballet, opera), art galleries and art shows, botanical gardens and day spas when not traveling.

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

	Participated in a Wine, Beer & Food Tasting	Did Not Participate in a Wine, Beer & Food Tasting	Pleasure Travelers	Index
Size of Market	39,091,123	131,419,119	170,510,241	100
Going out to eat in restaurants	95.8%	91.9%	92.8%	103
Going to festivals or fairs	75.5%	62.5%	65.5%	115
Going to historic sites or heritage buildings	55.3%	35.6%	40.1%	138
Going to museums	52.5%	33.0%	37.5%	140
Going to zoos or aquariums	52.0%	43.8%	45.6%	114
Going to amateur sporting events	45.7%	38.2%	39.9%	115
Going to live theatre	43.4%	24.9%	29.2%	149
Going to art galleries or art shows	43.3%	23.1%	27.8%	156
Going to professional sporting events	42.7%	32.6%	34.9%	122
Going to pick-your-own farms or farmers' market	39.9%	29.1%	31.6%	126
Going to amusement or theme parks	39.1%	37.8%	38.1%	103
Going to gamble in casinos	35.6%	25.7%	28.0%	127
Going to botanical gardens	31.2%	16.6%	20.0%	156
Going to bars with live pop or rock bands	30.5%	21.5%	23.6%	129
Going to rock music concerts	26.9%	19.6%	21.3%	126
Going dancing	26.8%	19.1%	20.8%	129
Going to classical music concerts	23.7%	12.3%	14.9%	159
Going to day spas	16.9%	8.3%	10.3%	164
Staying overnight in a hotel or B&B in own city	14.6%	9.4%	10.6%	138
Going to jazz clubs	13.8%	6.2%	7.9%	175
Going to the ballet	12.1%	5.5%	7.0%	172
Going to the opera	10.6%	4.3%	5.7%	184
Going to rodeos	9.5%	7.8%	8.2%	116

### Outdoor Activities Pursued While on Trips

Those who participated in tastings on trips were more likely than the average U.S. Pleasure Traveler to also participate in outdoor activities while traveling during the past two years. The majority were involved in ocean activities and wildlife viewing when traveling. Despite the maturity of this segment, they also exhibited above-average participation rates in physically challenging outdoor activities such as hiking, climbing & paddling, exercising and jogging, downhill skiing & snowboarding, 'board & blade' activities, scuba & snorkeling, cross-country skiing & snowshoeing, cycling, sailing and surfing and extreme sports activities (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)

	Participated in a Wine, Beer & Food Tasting	Did Not Participate in a Wine, Beer & Food Tasting	Pleasure Travelers	Index
Size of Market	39,091,123	131,419,119	170,510,241	100
Ocean Activities (e.g., swimming in ocean, ocean kayaking)	52.7%	35.7%	39.6%	133
Wildlife Viewing	52.3%	29.7%	34.9%	150
Hiking, Climbing & Paddling	37.3%	19.3%	23.5%	159
Games & Individual Sports (e.g., tennis, board games)	30.8%	19.7%	22.2%	139
Boating & Swimming (e.g., motorboating, swimming in lakes)	30.1%	18.3%	21.0%	143
Exercising & Jogging	23.7%	11.2%	14.1%	169
Fishing	23.6%	17.4%	18.8%	126
Golfing	17.3%	8.7%	10.7%	162
Downhill Skiing & Snowboarding	14.1%	6.2%	8.0%	175
Cycling	11.9%	4.7%	6.3%	188
Horseback Riding	11.1%	4.7%	6.2%	181
Team Sports (e.g., football, baseball, basketball)	10.9%	7.0%	7.9%	138
Snowmobiling & ATVing	10.1%	6.2%	7.1%	142
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	8.9%	3.5%	4.8%	186
Board & Blade (e.g., skateboarding, ice-skating)	7.2%	3.1%	4.0%	180
Scuba & Snorkelling	7.2%	3.2%	4.1%	176
Hunting	6.7%	5.0%	5.4%	124
Motorcycling	4.7%	2.6%	3.1%	154
Cross-country Skiing & Snowshoeing	4.3%	1.1%	1.9%	231
Extreme Air Sports (e.g., parachuting, bungee jumping)	4.3%	1.0%	1.7%	248
Extreme Skiing (e.g., heli-skiing, overnight x-country trips)	0.8%	0.2%	0.3%	245

### Outdoor Activities Pursued While Not on Trips

When NOT traveling, those who participated in tastings on trips were somewhat more likely than the average U.S. Pleasure Traveler to participate in outdoor activities. The majority go on day outings to a park and on picnics, exercise at home or at a fitness club, garden at home and go swimming while not traveling. Relative to the average U.S. Pleasure Traveler, they are also more likely to go hiking, canoeing or kayaking, downhill skiing, cross-country skiing and snowboarding while not traveling.

Fig. 10 Outdoor Activities Pursued While NOT on Trips

	Participated in a Wine, Beer & Food Tasting	Did Not Participate in a Wine, Beer & Food Tasting	Pleasure Travelers	Index
Size of Market	39,091,123	131,419,119	170,510,241	100
Day outing to a park	69.1%	61.3%	63.1%	109
Exercising at home or at a fitness club	63.6%	53.8%	56.0%	113
Gardening	61.4%	50.6%	53.1%	116
Swimming	61.0%	55.2%	56.5%	108
Picnicking	54.4%	45.8%	47.7%	114
Hiking	43.4%	29.2%	32.5%	134
Fishing	33.3%	32.6%	32.8%	102
Camping	30.1%	25.7%	26.7%	113
Cycling	29.8%	20.8%	22.9%	130
Sailing or other boating	25.6%	18.3%	20.0%	128
Golfing	23.7%	16.7%	18.3%	130
Jogging	23.2%	18.4%	19.5%	119
Playing team sports	16.8%	15.5%	15.8%	106
Playing racquet sports (e.g., tennis or badminton)	16.5%	12.2%	13.2%	125
Canoeing or kayaking	12.1%	6.6%	7.8%	154
Riding an all-terrain vehicle (ATV)	11.5%	11.5%	11.5%	100
Hunting	11.5%	11.9%	11.8%	97
Horseback riding	10.8%	7.9%	8.6%	126
Downhill skiing	9.4%	4.6%	5.7%	164
Rollerblading	8.3%	7.0%	7.3%	114
Ice-skating	6.9%	5.1%	5.5%	125
Cross-country skiing	5.0%	1.8%	2.5%	198
Snowmobiling	4.1%	3.1%	3.3%	125
Snowboarding	3.7%	2.4%	2.7%	138
Skateboarding	2.4%	2.1%	2.2%	111

### Accommodations Stayed In While on Trips

Seaside resorts were the most popular type of accommodation used in the past two years among those who participated in tastings while on trips. Public campgrounds and lakeside or riverside resorts were also popular accommodation types. This segment was much more likely than the average U.S. Pleasure Traveler to have stayed in an accommodation that specializes in cuisine such as country inns or resorts with a gourmet restaurant, cooking schools and wine tasting schools. They were also more likely than average to have stayed in some of the more unusual types of accommodation including a houseboat and a remote or fly-in wilderness lodge or outpost.

Fig. 11 Accommodations Stayed In While on Trips

	Participated in a Wine, Beer & Food Tasting	Did Not Participate in a Wine, Beer & Food Tasting	Pleasure Travelers	Index
Size of Market	39,091,123	131,419,119	170,510,241	100
Seaside Resort	45.3%	34.1%	37.7%	120
A Public Campground in a National, State, Provincial or Municipal Park	35.6%	34.5%	34.8%	102
Lakeside / Riverside Resort	33.1%	22.1%	25.6%	129
Ski Resort or Mountain Resort	25.7%	15.0%	18.4%	139
A Private Campground	22.1%	20.4%	20.9%	106
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	11.2%	7.5%	8.7%	129
Health Spa	10.8%	4.4%	6.5%	167
A Camp Site in a Wilderness Setting (Not a Campground)	10.6%	9.2%	9.6%	110
Wilderness Lodge You Can Drive to by Car	9.8%	5.9%	7.2%	137
Country Inn or Resort with Gourmet Restaurant	7.6%	2.4%	4.1%	187
Farm or Guest Ranch	5.4%	3.5%	4.1%	132
On a Houseboat	4.7%	2.1%	2.9%	161
Cooking School	3.2%	0.3%	1.2%	267
Remote or Fly-In Wilderness Lodge	2.8%	1.2%	1.7%	167
Wine Tasting School	2.2%	0.3%	0.9%	249
Remote or Fly-In Wilderness Outpost	1.6%	0.6%	0.9%	181

### Tours and Cruises Taken During Past Two Years

Travelers who took part in tastings were much more likely than the average U.S. Pleasure Traveler to have taken tours and cruises in the past two years. Sameday tours (both organized and self-guided), city tours and scenic countryside drives were the most popular types of tours taken by this segment. They were also four times more likely than the average U.S. Pleasure Traveler to have taken a winery tour and three times more likely to have toured a factory. In addition to cuisine-related tours, this segment was much more likely than average to have taken overnight tours, sightseeing cruises, casino tours and air tours, as well as many of the more unusual types of cruises (e.g., Great Lakes cruise, St. Lawrence River cruise, submarine cruise).

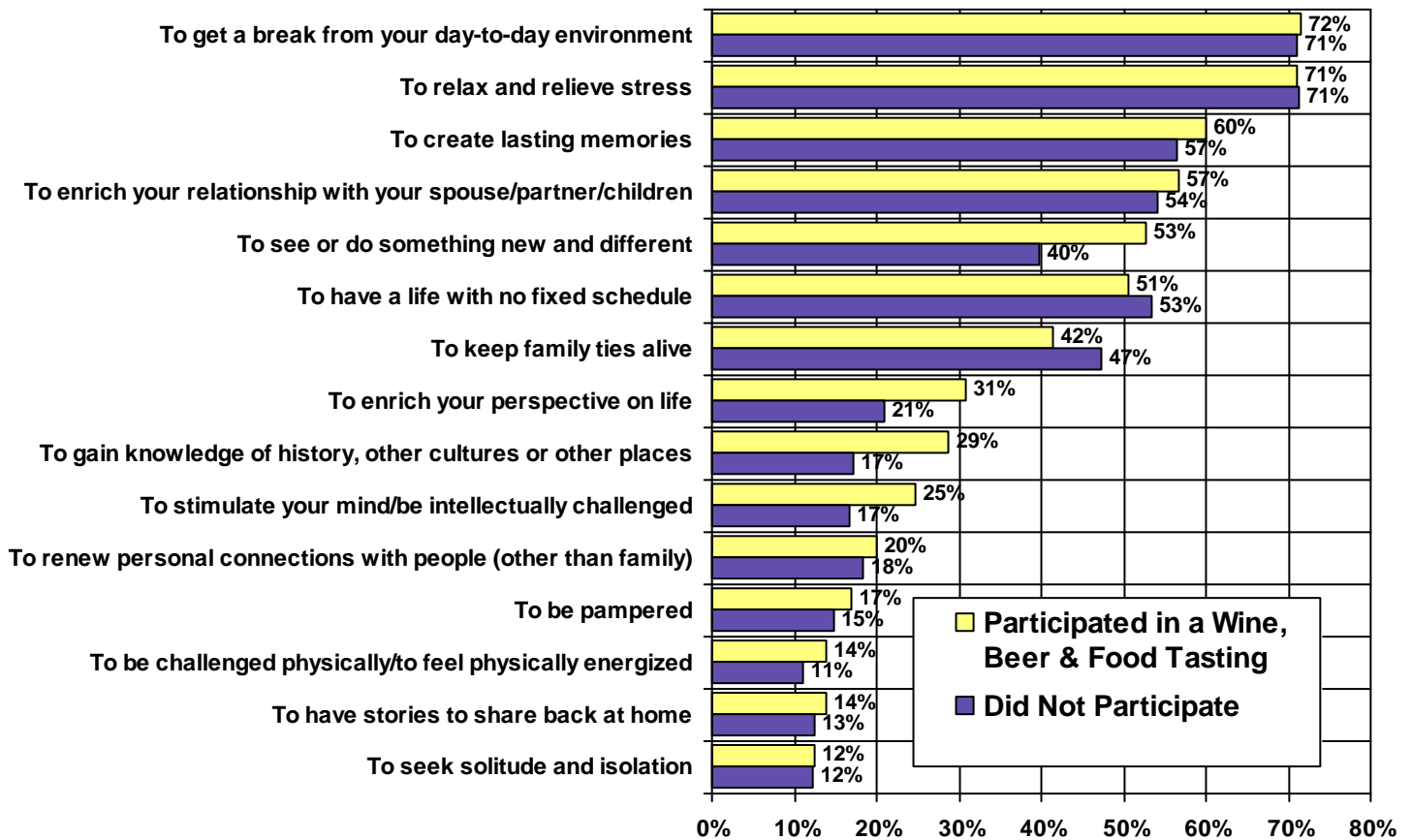
Fig. 12 Tours and Cruises Taken During Past Two Years

	Participated in a Wine, Beer & Food Tasting	Did Not Participate in a Wine, Beer & Food Tasting	Pleasure Travelers	Index
Size of Market	39,091,123	131,419,119	170,510,241	100
A self-guided sameday tour while on an overnight trip	31.8%	15.4%	19.2%	166
An organized sameday guided tour while on an overnight trip	31.0%	14.8%	18.5%	167
Around the city	27.1%	12.4%	15.8%	172
Around the country side - scenic drives	25.2%	9.5%	13.1%	193
A self-guided overnight tour where you stayed in different locations	18.7%	7.9%	10.4%	180
An organized overnight guided tour where you stayed in different locations	15.6%	5.6%	7.9%	198
On the water (sightseeing cruise)	14.8%	5.7%	7.8%	191
To a winery	14.6%	0.3%	3.6%	407
Caribbean ocean cruise	13.9%	7.5%	9.0%	155
Some other type of tour	13.3%	7.5%	8.8%	151
Wilderness tour	13.0%	5.8%	7.4%	175
An organized overnight guided tour where you stayed in a single location	12.1%	5.1%	6.7%	180
To a casino	10.0%	3.4%	4.9%	205
Ocean cruise – Other	9.1%	3.5%	4.8%	190
To a factory	5.6%	0.7%	1.8%	308
Alaskan ocean cruise	5.0%	1.7%	2.5%	201
Cruise on another lake or river	4.0%	1.4%	2.0%	200
In the air as a pilot or passenger of an airplane or helicopter	3.2%	0.9%	1.4%	226
Some other type of cruise	3.1%	1.3%	1.7%	179
Great Lakes cruise	0.9%	0.2%	0.4%	224
Cruise on the St. Lawrence River	0.6%	0.2%	0.3%	221
Submarine cruise	0.5%	0.2%	0.2%	212

### Benefits Sought While on Vacation

As with most U.S. Pleasure Travelers, the majority of those who participated in tastings take vacations to get a break from their day-to-day environment, relax and relieve stress, create lasting memories, enrich family relationships, see or do something new and different, and live without a fixed schedule. However, relative to other U.S. Pleasure Travelers, this segment especially values destinations that are novel, intellectually stimulating and that offer opportunities to learn and enrich their perspective on life.

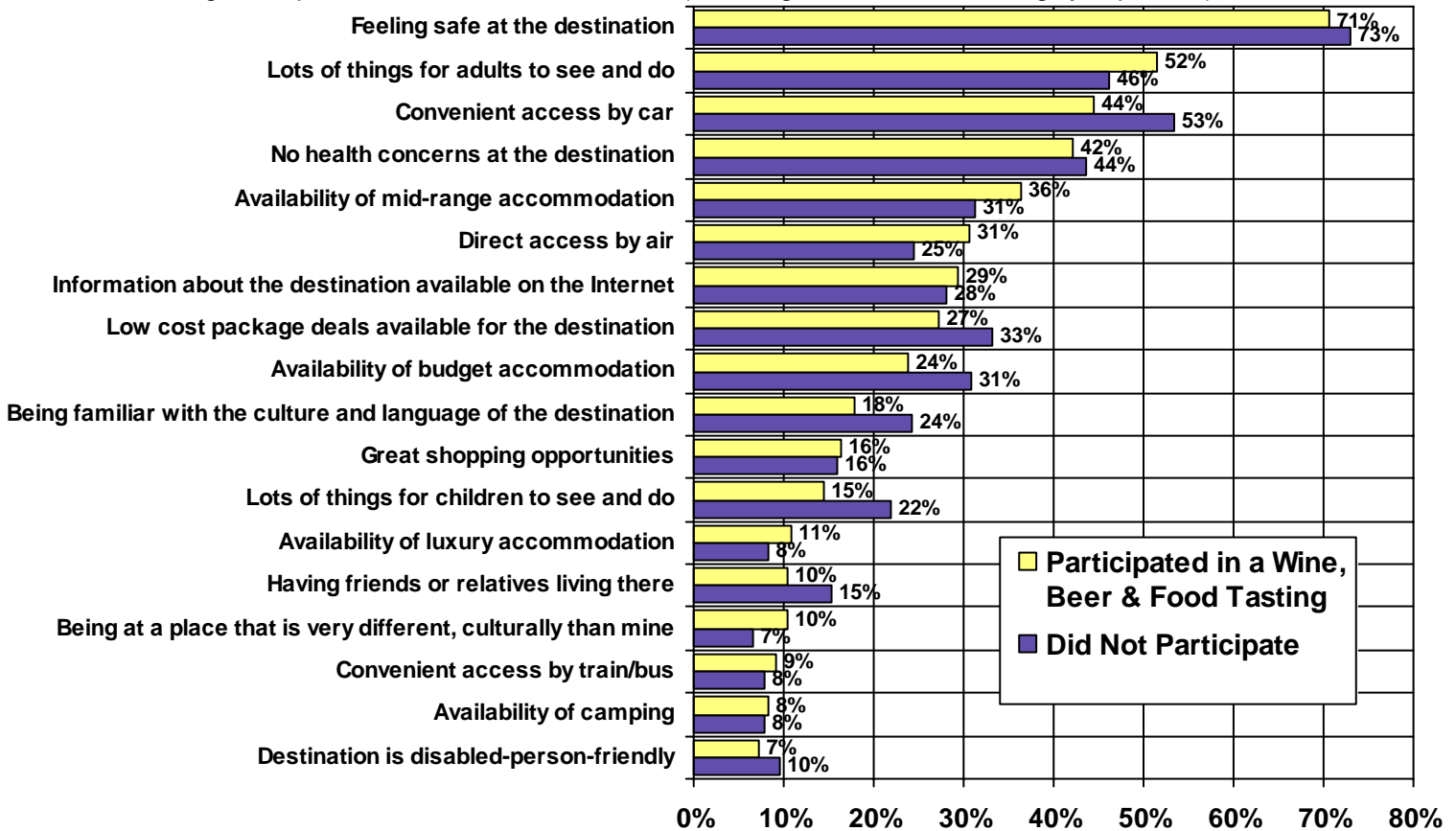
Fig.13 Benefits Sought While on Vacation  
(Percent Rating Each Benefit as “Highly Important”)



**Other Attributes of a Destination Considered Important**

As with most U.S. Pleasure Travelers, those who took part in tastings while on trips consider it important that they feel safe at a destination and have lots of things to see and do. Relative to other U.S. Pleasure Travelers, they are also more likely to consider it important that a destination offers mid-range priced accommodation and is directly accessible by air. Conversely, they are less likely to consider it important that a destination have activities for children, budget accommodation and low-cost packages.

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



### How Destinations Are Selected

As with most U.S. Pleasure Travelers, the majority of those who participated in tastings begin planning a summer or winter trip with a desired destination already in mind.

However, this segment is more likely to be more responsive to discount vacation packages than the average U.S. Pleasure Traveler.

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

	Participated in a Wine, Beer & Food Tasting	Did Not Participate in a Wine, Beer & Food Tasting	Pleasure Travelers	Index
Size of Market	39,091,123	131,419,119	170,510,241	100
<b>Summer</b>				
Started with a desired destination in mind	60.5%	57.4%	58.2%	104
Started by considering specific activities wanted to do	10.1%	9.9%	9.9%	101
Started with a certain type of vacation experience in mind	18.2%	17.0%	17.3%	105
Looked for packaged deals - no destination in mind	1.6%	0.9%	1.1%	145
Considered something else first	4.1%	4.7%	4.6%	90
Don't know / Other	5.4%	10.0%	8.9%	61
<b>Winter</b>				
Started with a desired destination in mind	60.1%	58.5%	58.9%	102
Started by considering specific activities wanted to do	12.9%	10.6%	11.3%	115
Started with a certain type of vacation experience in mind	15.7%	14.4%	14.8%	107
Looked for packaged deals - no destination in mind	2.1%	1.2%	1.4%	149
Considered something else first	3.8%	5.9%	5.3%	72
Don't know / Other	5.2%	9.4%	8.3%	63

### Trip Planning and Information Sources Consulted

Most of those who participated in tastings on trips were responsible for planning their trips either on their own (41.1%) or with someone else (18.7%). When making vacation plans, they consult a wider variety of information sources than the typical U.S. Pleasure Traveler. The majority in this segment used the Internet, past experience and word-of-mouth as sources for travel information. However, relative to the average U.S. Pleasure Traveler, they were much more likely to obtain trip planning information from newspaper or magazine articles, travel guidebooks such as Fodor's, television programs, electronic newsletters or magazines and trade, travel or sports shows.

Fig. 16 Who Plans Vacations and Information Sources Consulted

		Participated in a Wine, Beer & Food Tasting	Did Not Participate in a Wine, Beer & Food Tasting	Pleasure Travelers	Index
Size of Market		39,091,123	131,419,119	170,510,241	100
Who Plans Trips?	Respondent plans trips	41.1%	38.6%	39.2%	105
	Trip planning a shared responsibility	18.7%	17.3%	17.6%	106
	Someone else plans trips	40.2%	44.1%	43.2%	93
Information Sources Consulted	An Internet website	84.2%	73.4%	76.0%	111
	Past experience / Been there before	62.4%	52.0%	54.5%	115
	Advice of others / Word-of-mouth	54.0%	42.6%	45.4%	119
	Maps	42.0%	29.7%	32.7%	129
	An auto club such as AAA	34.6%	20.6%	24.0%	144
	Official travel guides or brochures from state / province	32.3%	16.8%	20.6%	157
	Visitor information centres	31.0%	17.0%	20.4%	152
	Articles in newspapers / magazines	30.5%	14.2%	18.1%	168
	A travel agent	27.1%	15.9%	18.6%	146
	Travel information received in the mail	23.8%	13.2%	15.8%	151
	Travel guide books such as Fodor's	22.1%	8.8%	12.0%	184
	Advertisements in newspapers / magazines	17.1%	8.9%	10.9%	157
	Programs on television	13.4%	5.1%	7.1%	188
	An electronic newsletter or magazine received by e-mail	10.5%	4.6%	6.0%	175
	Advertisements on television	5.6%	3.5%	4.0%	140
Visits to trade, travel or sports shows	4.5%	1.8%	2.4%	186	

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

79.7% of those who took part in tasting use the Internet to either plan or book trips. They are also more likely than the average U.S. Pleasure Traveler to book trip components on-line (60.7%). The majority use travel planning / booking websites such as Expedia, hotel or resort websites and airline websites. They are also more likely than average to consult a cruise line website or a motorcoach website.

Airline tickets, accommodation and car rentals are the trip components most often purchased through the Internet. However, this segment is more likely than the average U.S. Pleasure Traveler to purchase tickets on-line for travel by train, bus or boat/ship.

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

		Participated in a Wine, Beer & Food Tasting	Did Not Participate in a Wine, Beer & Food Tasting	Pleasure Travelers	Index
	Size of Market	39,091,123	131,419,119	170,510,241	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	20.3%	34.1%	31.0%	66
	Uses Internet to plan trips only	19.0%	20.4%	20.1%	95
	Uses Internet to book part of trip	60.7%	45.4%	48.9%	124
Types of Websites Consulted	A travel planning / booking website	63.3%	52.8%	55.6%	114
	A website of a hotel or resort	61.6%	50.3%	53.3%	116
	An airline's website	56.8%	41.5%	45.6%	125
	A tourism website of a country / region / city	44.8%	31.6%	35.1%	128
	A website of an attraction	39.5%	31.1%	33.4%	118
	Some other website	27.7%	24.1%	25.1%	111
	A cruise line website	18.7%	10.1%	12.4%	151
	A motorcoach website	2.1%	1.0%	1.3%	160
Parts of Trips Booked Over The Internet	Air tickets	79.5%	67.0%	70.6%	113
	Accommodations	78.2%	69.3%	71.9%	109
	Car rental	50.5%	33.0%	38.0%	133
	Tickets or fees for specific activities or attractions	32.8%	23.8%	26.3%	124
	A package containing two or more items	23.5%	15.5%	17.8%	132
	Tickets for rail, bus or boat / ship fares	17.2%	9.7%	11.9%	145
	Other	3.5%	2.7%	2.9%	118

### Media Consumption Habits

Those who participated in tastings while on trips are much more likely than the average U.S. Pleasure Traveler to consume travel-related media, including the travel sections of newspapers, travel magazines, travel-related television programs and travel-related websites. This segment may also be effectively targeted through media that focuses on cuisine (e.g., food & cooking magazines, cooking television shows) and 'house & home' (e.g., home & garden television shows). In addition, this segment is more likely than the average U.S. Pleasure Traveler to read city /regional lifestyle and event magazines, business, finance and investing magazines and news / talk / information radio.

Fig. 18 Media Consumption Habits

		Participated in a Wine, Beer & Food Tasting	Did Not Participate in a Wine, Beer & Food Tasting	Pleasure Travelers	Index
	Size of Market	39,091,123	131,419,119	170,510,241	100
Newspaper Readership	Reads daily newspaper	66.0%	58.1%	59.9%	110
	Reads weekend edition of newspaper	61.9%	53.6%	55.5%	111
	Reads local neighbourhood or community newspapers	55.3%	47.8%	49.5%	112
	Reads other types of newspapers	18.8%	12.4%	13.9%	136
	Frequently or occasionally reads travel section of daily newspaper	56.2%	39.0%	43.0%	131
	Frequently or occasionally reads travel section of weekend newspaper	64.2%	44.9%	49.3%	130
Types of Magazines Read (Top 5 Indexed)	Travel (e.g., Condé Nast)	19.7%	7.9%	10.6%	186
	Magazines about your city	11.8%	5.5%	6.9%	170
	Regional magazines	10.9%	5.6%	6.8%	160
	Food and cooking	32.1%	18.2%	21.4%	150
	Business, finance and investing	20.9%	11.9%	14.0%	150
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	41.3%	25.3%	28.9%	143
	Cooking shows	45.7%	34.4%	37.0%	123
	Home & garden shows	39.9%	30.1%	32.4%	123
	Biography	39.1%	31.0%	32.9%	119
	History	51.3%	43.1%	45.0%	114
Type of Radio Programs Listened To (Top 5 Indexed)	Jazz / Big band	14.1%	8.8%	10.0%	141
	Classical music	19.6%	12.5%	14.1%	139
	News / Talk / Information	41.0%	29.8%	32.4%	127
	All sports	15.0%	11.0%	11.9%	126
	Soft music / Adult contemporary	30.5%	22.9%	24.6%	124
Types of Websites Visited (Top 5 Indexed)	Travel	63.2%	43.2%	48.0%	132
	Magazine sites	18.1%	13.8%	14.8%	122
	Newspaper sites	35.6%	27.7%	29.6%	120
	House and home	34.2%	27.0%	28.7%	119
	Network news sites (e.g., CNN)	45.1%	36.6%	38.7%	117

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
Gardens Theme	Garden Theme Park	Botanical Gardens

<b>Attractions</b>		
<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**

<b>Activity Segment</b>	<b>Activities in Segment</b>
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<b>Golfing</b>	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	
<b>Hunting</b>	Hunting for Small Game	Hunting for Birds
	Hunting for Big Game	
<b>Fishing</b>	Fresh Water Fishing	Salt Water Fishing
	Ice Fishing	Trophy Fishing
<b>Wildlife Viewing</b>	Viewing Land Based Animals	Bird Watching
	Whale Watching & Other Marine Life	Visited National, Provincial /State Park
	Wildflowers /Flora Viewing	Viewing Northern Lights
<b>Hiking, Climbing &amp; Paddling</b>	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
<b>Boating &amp; Swimming</b>	Motorboating	Swimming in Lakes
	Water Skiing	
<b>Ocean Activities</b>	Swimming in Oceans	Snorkelling in Sea /Ocean
	Sunbathing, Sitting on a Beach	Ocean Kayaking or Canoeing
<b>Sailing &amp; Surfing</b>	Sailing	Parasailing
	Wind Surfing	Kite Surfing
<b>Scuba &amp; Snorkelling</b>	Scuba Diving in Lakes /Rivers	Scuba Diving in Sea /Ocean
	Snorkelling in Lakes /Rivers	
<b>Exercising &amp; Jogging</b>	Working Out in Fitness Centre	Jogging or Exercising Outdoors
<b>Cycling</b>	Overnight Touring Trip	Recreational - Same Day Excursion
	Mountain Biking	
<b>Motorcycling</b>	Overnight Touring Trip	Same Day Excursion
<b>Horseback Riding</b>	With an Overnight Stop	Same Day Excursion
<b>Snowmobiling &amp; ATVing</b>	All Terrain Vehicle - Overnight Touring Trip	Snowmobiling As an Overnight Touring Trip
	All Terrain Vehicle - Same Day Excursion	Snowmobiling Day Use on Organized Trail
<b>Downhill Skiing &amp; Snowboarding</b>	Snowboarding	Downhill Skiing
<b>Cross-country Skiing &amp; Snowshoeing</b>	Cross-country Skiing	Snowshoeing
<b>Extreme Skiing</b>	Heli-Skiing	Cross Country or Back Country as an Overnight Touring Trip
	Ski Jouring	
<b>Hockey, Skating, Rollerblading &amp; Skateboarding</b>	Ice-Hockey	In-Line /Rollerblading
	Ice-Skating	Skateboarding
<b>Extreme Air Sports</b>	Parachuting	Hot Air Ballooning
	Hang Gliding	Bungee Jumping
<b>Team Sports</b>	Football	Basketball
	Baseball or Softball	Soccer
<b>Games &amp; Individual Sports</b>	Board Games	Badminton
	Volleyball	Tennis
	Beach Volleyball	Mini-Golf
	Bowling	