

**U.S. TRAVEL MARKET**

**Playing Games & Individual Sports  
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



## Playing Games & Individual Sports While on Trips

### Executive Summary

Over the last two years, 14.9% (37,901,009) of adult Americans played games or individual sports (i.e., mini-golf, board games, bowling, tennis, beach volleyball, volleyball, badminton) while on an out-of-town overnight trip or one or more nights. Among those who participated, 14.9% (5,640,849) reported that these activities were the main reason for taking at least one trip.

Those who played games or individual sports while on trips are more likely than the average U.S. Pleasure Traveler to be younger adults (18 to 44 years) with children under 18 living at home. Household incomes and level of education are above-average. They are most likely to reside in the northern and eastern United States indicating that they tend to live closer to Canada than the average U.S. Pleasure Traveler.

Consistent with this fact, those who have played games or individual sports while on trips were slightly more likely than the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (17.6% versus 14.6%). They were most likely to have taken a trip to Ontario, British Columbia and Quebec. In relative terms, they are over-represented among U.S. Pleasure Travelers who visited Newfoundland & Labrador, New Brunswick, Ontario and Quebec during the past two years.

Those who have participated in games or individual sports while on trips were also active in a wide range of other outdoor activities, and especially team sports, “board & blade” activities (e.g., rollerblading or ice skating), cycling, extreme sports, exercising and jogging. They have also participated in a variety of culture and entertainment activities while on trips, ranging from sports-related events (e.g., amateur, professional and international sporting events) to artistic attractions (e.g., theatre, film and musical festivals) and educational activities (e.g., participatory historical activities).

Those who played games or individual sports while on trips are more likely than the average U.S. Pleasure Traveler to seek vacations that offer family-oriented benefits (e.g., enriching family relationships). They also consider it important that a destination has lots of things to see and do for both adults and children. During the past two years, they have most often stayed at seaside resorts and public campgrounds, and were more likely than the average U.S. Pleasure Traveler to have taken tours and cruises.

Those who have played games or individual sports while on trips frequently use the Internet to obtain travel information and frequently book travel online. The most effective media channels by which to reach this segment are sports-related radio programs, television shows and magazines and family / parenting magazines.

### Travel Activity and Motivation Survey (TAMS)

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

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

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

TAMS was sponsored by the following organizations:

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

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

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

This report profiles persons who participated in games or individual sports while on an overnight 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.

## Playing Games & Individual Sports While on Trips

### Market Incidence

Over the last two years, 17.1% (37,901,009) of adult Americans played games or individual sports while on an out-of-town, overnight trip of one or more nights. Mini-golf was played most often (10.4%) followed by board games (5.5%), bowling (3.9%), tennis (2.0%), beach volleyball (1.9%), volleyball (1.8%) and badminton (0.7%).

Of those who have played games or individual sports while on trips, 14.9% (5,640,849) reported that a game or individual sport in this category was the main reason for taking at least one trip in the past two years. Those who participated in bowling (24.4%), tennis (21.2%) and volleyball (20.3%) were the most likely to report that these activities were the main reason for taking at least one trip. Playing board games (6.9%) and mini-golf (8.8%) were rarely identified as the main reason for taking a trip.

Fig. 1 Incidence of Playing Games & Individual Sports While on Trips<sup>1</sup>

	Number Who Played Games / Individual Sports <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	37,901,009	5,640,849	170,510,241	222,846,268
Games & Individual Sports (All Activities)	37,901,009	14.9%	22.2%	17.1%
Mini-golf	23,022,487	8.8%	13.5%	10.4%
Board games	12,284,315	6.9%	7.2%	5.5%
Bowling	8,508,430	24.4%	5.0%	3.9%
Tennis	4,453,763	21.2%	2.6%	2.0%
Beach volleyball	4,264,425	14.6%	2.5%	1.9%
Volleyball	4,057,643	20.3%	2.4%	1.8%
Badminton	1,527,669	14.3%	0.9%	0.7%
Participated in all seven games/individual sports	102,187	14.4%	0.1%	0.0%

- 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 - Those who "Played Games or Individual Sports" are defined as individuals who played games or individual sports 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 this type of 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

Those who played games or individual sports while on a trip are well-represented in all regions of the United States. However, they are more likely to be found in the eastern and northern regions of the United States (e.g., Middle Atlantic, New England, East North Central), and, to a certain extent, in larger cities.

Fig. 2 Geographic Distribution and Population Size of Those Who Play Games & Individual Sports While on Trips

	Total Population	Estimated Number Who Played Games / Individual Sports while on a Trip	Percent of Pleasure Travelers in Region Who Played Games / Individual Sports on a Trip	Percent of Total Regional Population Played Games / Individual Sports on a Trip
United States	222,846,268	37,901,009	22.2%	17.1%
New England	11,095,629	2,149,715	25.1%	19.5%
Middle Atlantic	31,005,526	6,356,551	27.6%	20.7%
East North Central	34,621,254	6,543,146	24.6%	19.1%
West North Central	15,024,360	2,580,359	21.4%	17.3%
South Atlantic	42,602,998	7,794,224	24.3%	18.4%
East South Central	13,597,436	2,093,090	21.9%	15.5%
West South Central	24,853,901	2,919,820	16.1%	11.8%
Mountain	15,030,720	2,203,138	18.2%	14.7%
Pacific	34,529,689	5,180,668	18.6%	15.2%
Alaska	484,754	80,298	19.0%	16.6%
Not Available	745,757	129,058	20.8%	17.3%
Less than 100,000	29,429,442	4,033,028	19.4%	13.8%
100,000 to 499,999	36,551,501	5,614,779	20.7%	15.5%
500,000 to 1,999,999	52,335,815	9,010,401	22.6%	17.3%
2,000,000 or more	103,783,753	19,113,743	23.3%	18.6%

Those who played games or individual sports while on a trip are especially likely to be from Delaware, Maryland, New Jersey, Georgia and Pennsylvania. They are least often from Idaho, Arkansas, Montana, Nevada and Oklahoma (see Fig. 3 on next page).



## Demographic Profile

Relative to the average U.S. Pleasure Traveler, those who played games or individual sports while on trips are more likely to be younger adults (18 to 44) with children under 18 living at home. Their household incomes are above-average and they are more likely to have a university education than the average U.S. Pleasure Traveler.

Fig. 4 Demographic Profile of Those Who Played Games/Individual Sports While on a Trip Relative to All U.S. Pleasure Travelers

Attribute	Size of Market	Games/ Individual Sports	Non-Games/ Individual Sports <sup>1</sup>	Pleasure Travelers	Index <sup>2</sup>
		37,901,009	132,609,232	170,510,241	100
Gender	Male	50.4%	48.0%	48.5%	104
	Female	49.6%	52.0%	51.5%	96
Age of Respondent	18 to 24	14.6%	9.8%	10.8%	135
	25 to 34	26.0%	19.5%	21.0%	124
	35 to 44	20.7%	16.3%	17.3%	120
	45 to 54	20.9%	21.1%	21.0%	99
	55 to 64	10.9%	16.8%	15.5%	70
	65 Plus	6.9%	16.6%	14.4%	48
Average Age		40.6	46.8	45.4	N/A
Marital Status	Not married	30.1%	30.7%	30.5%	99
	Married	69.9%	69.3%	69.5%	101
Parental Status	No children under 18	62.1%	72.3%	70.0%	89
	Children under 18	37.9%	27.7%	30.0%	126
Education	High school or less	16.3%	21.7%	20.5%	79
	Trade, Technical, Community Col.	20.0%	21.8%	21.4%	93
	University Degree	44.6%	40.0%	41.1%	109
	Post Graduate Degree	19.2%	16.5%	17.1%	112
Household Income	Under \$20,000	6.2%	8.6%	8.1%	76
	\$20,000 to \$39,999	13.3%	17.1%	16.2%	82
	\$40,000 to \$59,999	16.3%	16.8%	16.7%	98
	\$60,000 to \$79,999	15.3%	14.5%	14.7%	105
	\$80,000 to \$99,999	12.8%	11.2%	11.6%	110
	\$100,000 to \$149,999	16.5%	13.8%	14.4%	115
	\$150,000 or more	8.2%	6.2%	6.7%	123
	Not stated	11.4%	11.8%	11.7%	98
Average Household Income		\$80,879	\$72,417	\$74,303	N/A

- 1 - "Non-Games/Individual Sports" are defined as individuals who took at least one out-of-town pleasure trip of one or more nights during the past two years but did not play any of the games or individual sports in this category on any trip. The number of individual who played games and individual sports and the number who did not play games and individual sports equal the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent of individual in each group who played games or individual sports while on a trip by the percent of U.S. Pleasure Travelers in each group. The Index indicates the extent to which the sector is 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 played games or individual sports while on a trip were more likely than the average U.S. Pleasure Traveler to have taken a trip during the past two years, most often within their own state or to another part of the United States. Relative to the average U.S. Pleasure Traveler, they were also more likely to have taken a trip to Mexico or the Caribbean.

They were also more likely than the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (17.6% versus 14.6%). They were especially likely to have taken a trip to Ontario (10.7%), British Columbia (4.8%) and Quebec (3.9%). In relative terms, (based on the Index), they were more likely than the average U.S. Pleasure Traveler to have visited eastern and central Canadian provinces, including Newfoundland and Labrador (Index=139), New Brunswick (Index=135), Ontario (Index=130) and Quebec (Index=126). This pattern partially reflects the fact that this travel sector tends to reside in the northeastern regions of the United States (see Fig. 2).

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

	Games/ Individual Sports	Non-Games/ Individual Sports	Pleasure Travelers	Index
Size of Market	37,901,009	132,609,232	170,510,241	100
All destinations	90.7%	83.9%	85.4%	106
Canada	17.6%	13.7%	14.6%	121
Newfoundland and Labrador	0.6%	0.4%	0.4%	139
Prince Edward Island	0.7%	0.6%	0.6%	113
New Brunswick	1.1%	0.7%	0.8%	135
Nova Scotia	1.6%	1.3%	1.3%	119
Quebec	3.9%	2.9%	3.1%	126
Ontario	10.7%	7.6%	8.3%	130
Manitoba	0.6%	0.5%	0.5%	117
Saskatchewan	0.5%	0.5%	0.5%	111
Alberta	1.4%	1.1%	1.2%	118
British Columbia	4.8%	3.9%	4.1%	116
Yukon	0.7%	0.5%	0.6%	126
Northwest Territories	0.5%	0.4%	0.4%	128
Nunavut	0.1%	0.0%	0.0%	113
Own State	85.9%	77.9%	79.7%	108
Other parts of United States	95.0%	89.3%	90.6%	105
Mexico	18.2%	12.3%	13.6%	134
Caribbean	17.4%	11.4%	12.7%	137
All other destinations	11.2%	9.1%	9.6%	117

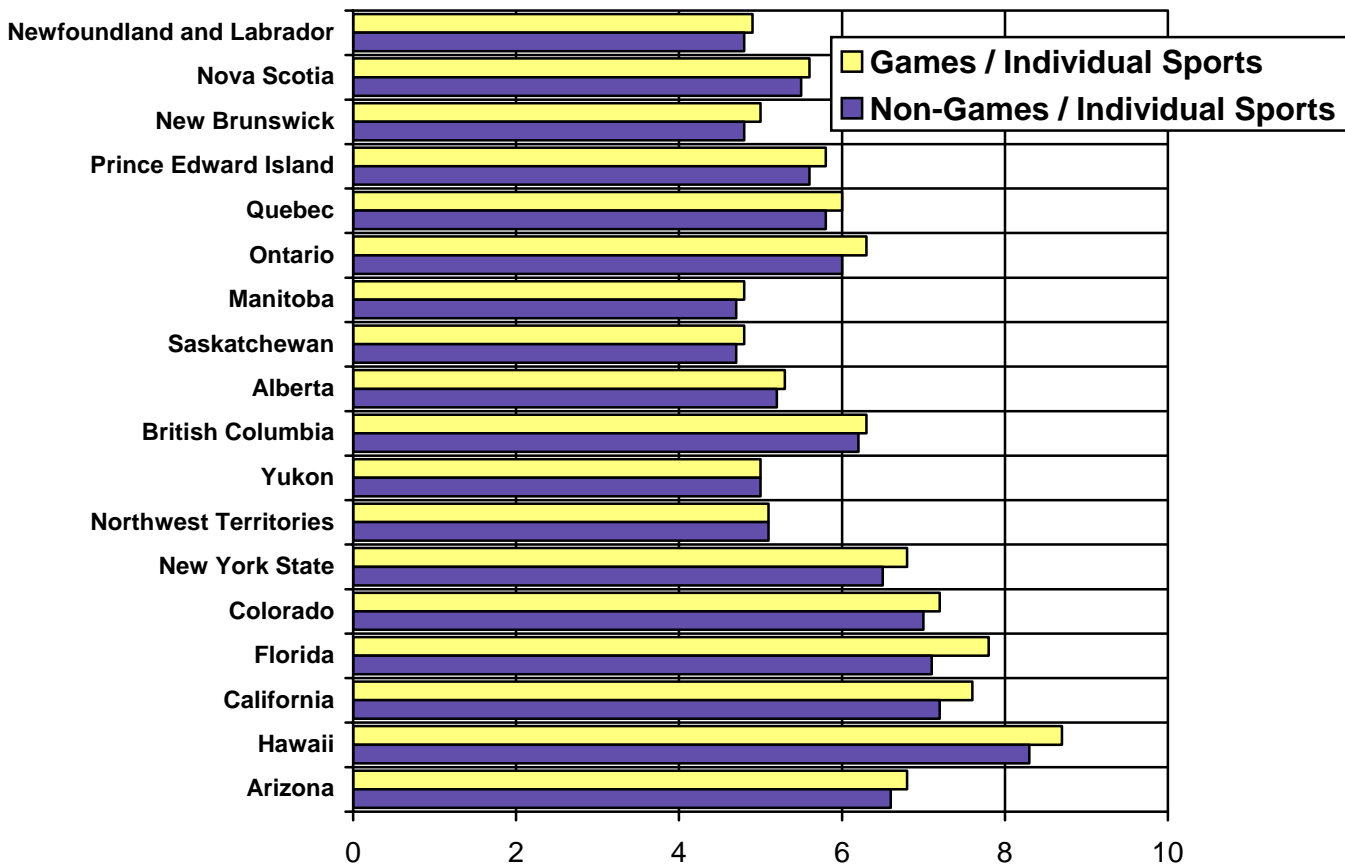
**Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories**

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 those who participated in games or individual sports while on a trip are slightly higher than the ratings of non-participants. British Columbia and Ontario (both 6.3) were rated as the most appealing provinces, followed by Quebec and Prince Edward Island. Manitoba and Saskatchewan received the lowest rating on the appeal measure.

Those who played games or individual sports while on a trip tend to rate the six reference U.S. states as more appealing than any of the Canadian provinces or territories, with Hawaii (8.7) receiving the highest 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

Those who played games or individual sports while on trips were also very active in many other types of outdoor activities. Most have participated in ocean activities and wildlife viewing when on a trip. They were also much more likely than the average U. S. Pleasure Traveler to participate in team sports and in physically strenuous individual activities such as exercising and jogging, cycling, skateboarding and ice skating, extreme skiing and extreme air sports while on a trip.

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

	Games / Individual Sports	Non-Games / Individual Sports	Pleasure Travelers	Index
Size of Market	37,901,009	132,609,232	170,510,241	100
Ocean Activities (e.g., swimming in ocean, ocean kayaking)	63.5%	32.7%	39.6%	160
Wildlife Viewing	54.4%	29.3%	34.9%	156
Boating & Swimming (e.g., motorboating, swimming in lakes)	38.6%	16.0%	21.0%	183
Hiking, Climbing & Paddling	38.3%	19.2%	23.5%	163
Exercising and Jogging	29.0%	9.8%	14.1%	206
Fishing	26.6%	16.1%	18.4%	144
Golfing	19.9%	8.0%	10.7%	186
Team Sports (e.g., football, baseball, basketball)	18.8%	4.8%	7.9%	238
Downhill Skiing & Snowboarding	14.3%	6.3%	8.0%	178
Cycling	13.6%	4.2%	6.3%	216
Horseback Riding	13.1%	4.2%	6.2%	213
Snowmobiling & ATVing	11.7%	5.8%	7.1%	165
Board and Blade (e.g., skateboarding, ice-skating)	10.6%	2.2%	4.0%	262
Sailing and Surfing (e.g., sailing, windsurfing, parasailing)	9.8%	3.3%	4.8%	205
Scuba & Snorkelling	7.2%	3.2%	4.1%	176
Hunting	6.1%	5.2%	5.4%	113
Motorcycling	4.2%	2.7%	3.1%	138
Extreme Air Sports (e.g., parachuting, bungee jumping)	3.7%	1.2%	1.7%	217
Cross-country Skiing & Snowshoeing	3.6%	1.4%	1.9%	191
Extreme Skiing (e.g., heli-skiing, overnight x-country trips)	0.8%	0.2%	0.3%	231

**Outdoor Activities Pursued While Not on Trips**

The comparatively high activity level among those who have played games or individual sports while on trips is also apparent when they are NOT traveling. The majority go on picnics and day outings to parks, go swimming, exercise at home or at a fitness club and garden. The other outdoor activities pursued at home by this segment are similar to the activities that they participate in while on trips. Thus, relative to the average U.S. Pleasure Traveler, those who played games or individual sports while on trips are also more likely to participate in racquet sports, skateboarding, team sports, ice skating and rollerblading when not traveling.

Fig. 8 Outdoor Activities Pursued While NOT on Trips

	Games/ Individual Sports	Non-Games/ Individual Sports	Pleasure Travelers	Index
Size of Market	37,901,009	132,609,232	170,510,241	100
Day outing to a park	72.5%	60.4%	63.1%	115
Swimming	70.3%	52.6%	56.5%	124
Exercising at home or at a fitness club	63.4%	53.9%	56.0%	113
Picnicking	55.7%	45.5%	47.7%	117
Gardening	52.8%	53.2%	53.1%	99
Hiking	40.1%	30.3%	32.5%	123
Fishing	35.8%	31.9%	32.8%	109
Camping	31.7%	25.2%	26.7%	119
Cycling	31.5%	20.4%	22.9%	138
Jogging	27.5%	17.2%	19.5%	141
Playing team sports	27.3%	12.5%	15.8%	173
Golfing	26.9%	15.8%	18.3%	147
Playing racquet sports (e.g., tennis or badminton)	25.2%	9.8%	13.2%	191
Sailing or other boating	25.0%	18.5%	20.0%	125
Riding an all-terrain vehicle (ATV)	12.5%	11.2%	11.5%	109
Rollerblading	12.3%	5.9%	7.3%	169
Horseback riding	11.6%	7.7%	8.6%	135
Canoeing or kayaking	11.0%	6.9%	7.8%	141
Hunting	10.8%	12.1%	11.8%	92
Ice-skating	9.4%	4.4%	5.5%	170
Downhill skiing	9.1%	4.7%	5.7%	160
Snowmobiling	4.4%	3.0%	3.3%	133
Snowboarding	4.3%	2.2%	2.7%	159
Skateboarding	4.0%	1.7%	2.2%	183
Cross-country skiing	3.8%	2.1%	2.5%	151

**Culture and Entertainment Activities Pursued While on Trips**

Those who played games or individual sports while on a trip were also more active in most cultural and entertainment activities while traveling. Relative to the average U.S. Pleasure Traveler, those who played games or individual sports while on trips were especially likely to have attended a sporting event (e.g., professional sporting events, amateur tournaments, national and international sporting events) while on trips. They were also more likely to go to rock concerts and dances, and to pursue artistic and educational activities (including participatory historical activities, theatre, film and music festivals, agro-tourism and high art performances).

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

	Games / Individual Sports	Non-Games / Individual Sports	Pleasure Travelers	Index
Size of Market	37,901,009	132,609,232	170,510,241	100
Shopping and Dining	90.9%	73.9%	77.7%	117
Theme Parks & Exhibits	72.0%	42.4%	49.0%	147
Historical Sites, Museums & Art Galleries	67.8%	49.4%	53.5%	127
Fairs and Festivals	64.1%	34.3%	41.0%	157
Casino, Theatre and Comedy Clubs	59.6%	41.4%	45.4%	131
Fine Dining and Spas	44.7%	29.6%	33.0%	136
Science and Technology Exhibits	39.4%	20.6%	24.8%	159
Wine, Beer and Food Tastings	31.8%	20.4%	22.9%	139
Professional Sporting Events	27.8%	12.8%	16.1%	172
Rock Concerts and Recreational Dancing	26.4%	12.1%	15.3%	173
Equestrian & Western Events	24.6%	12.8%	15.5%	159
Agro-Tourism	23.6%	10.7%	13.5%	174
Garden Theme Attractions	21.3%	11.5%	13.7%	156
High Art Performances	18.0%	8.9%	10.9%	165
Theatre, Film & Musical Festivals	14.9%	6.4%	8.3%	179
Amateur Tournaments	14.7%	5.7%	7.7%	192
Aboriginal Cultural Experiences	13.6%	7.1%	8.6%	159
Archaeological Digs & Sites	8.0%	4.8%	5.5%	144
Participatory Historical Activities	6.8%	3.1%	3.9%	173
National & International Sporting Events	4.2%	1.2%	1.9%	224

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

Those who played games or individual sports while on trips were also more likely than the average U.S. Pleasure Traveler to participate in a variety of cultural and entertainment pursuits while NOT traveling. Relative to the average U.S. Pleasure Traveler, they are especially likely to go to professional and amateur sporting events, to attend rock or pop music concerts, to go to bars with pop or rock bands, to go dancing, and to go to day spas.

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

	Games / Individual Sports	Non-Games / Individual Sports	Pleasure Travelers	Index
Size of Market	37,901,009	132,609,232	170,510,241	100
Going out to eat in restaurants	95.6%	92.0%	92.8%	103
Going to festivals or fairs	71.0%	63.9%	65.5%	108
Going to zoos or aquariums	54.4%	43.1%	45.6%	119
Going to amateur sporting events	51.4%	36.6%	39.9%	129
Going to amusement or theme parks	48.5%	35.2%	38.1%	127
Going to professional sporting events	45.6%	31.8%	34.9%	131
Going to historic sites or heritage buildings	42.4%	39.5%	40.1%	106
Going to museums	42.2%	36.1%	37.5%	113
Going to pick-your-own farms or farmers' market	35.4%	30.5%	31.6%	112
Going to live theatre	33.2%	28.0%	29.2%	114
Going to art galleries or art shows	30.9%	26.9%	27.8%	111
Going to bars with live pop or rock bands	30.6%	21.5%	23.6%	130
Going to gamble in casinos	29.3%	27.6%	28.0%	105
Going to rock music concerts	28.6%	19.2%	21.3%	134
Going dancing	25.7%	19.4%	20.8%	123
Going to botanical gardens	21.4%	19.6%	20.0%	107
Going to classical music concerts	16.0%	14.6%	14.9%	108
Staying overnight in a hotel or B&B in own city	13.5%	9.7%	10.6%	128
Going to day spas	13.4%	9.4%	10.3%	131
Going to jazz clubs	9.2%	7.5%	7.9%	117
Going to rodeos	8.9%	8.0%	8.2%	109
Going to the ballet	7.9%	6.8%	7.0%	112
Going to the opera	6.1%	5.6%	5.7%	106

### Accommodations Stayed In While On Trips

Those who played games or individual sports while on trips were most likely to have stayed at seaside resorts, public campgrounds and lakeside / riverside resorts during the past two years. Relative to the average U.S. Pleasure Traveler, this segment was also more likely to have stayed on a houseboat, at a cooking or wine tasting school, at a wilderness outpost and at a health spa during the past two years.

Fig. 11 Accommodations Stayed In While on Trips

	Games / Individual Sports	Non-Games / Individual Sports	Pleasure Travelers	Index
Size of Market	37,901,009	132,609,232	170,510,241	100
Seaside Resort	43.8%	35.1%	37.7%	116
A Public Campground in a National, State, Provincial or Municipal Park	37.6%	33.7%	34.8%	108
Lakeside / Riverside Resort	31.0%	23.3%	25.6%	121
A Private Campground	23.8%	19.7%	20.9%	114
Ski Resort or Mountain Resort	22.8%	16.6%	18.4%	124
A Camp Site in a Wilderness Setting (Not a Campground)	10.8%	9.1%	9.6%	112
Health Spa	9.0%	5.4%	6.5%	139
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	8.8%	8.7%	8.7%	100
Wilderness Lodge You Can Drive to by Car	8.3%	6.7%	7.2%	116
Country Inn or Resort with Gourmet Restaurant	5.3%	3.5%	4.1%	131
Farm or Guest Ranch	5.1%	3.7%	4.1%	125
On a Houseboat	4.3%	2.4%	2.9%	147
Remote or Fly-In Wilderness Lodge	2.0%	1.6%	1.7%	119
Cooking School	1.7%	0.9%	1.2%	147
Remote or Fly-In Wilderness Outpost	1.3%	0.7%	0.9%	146
Wine Tasting School	1.2%	0.7%	0.9%	140

### Tours and Cruises Taken During Past Two Years

Relative to the average U.S. Pleasure Traveler, those who played games or individual sports while on trips were more likely to have taken tours and cruises during the past two years. They were especially likely to have taken self-guided tours, city tours or scenic drives in the country. Relative to the average U.S. Pleasure Traveler, they were also more likely to have taken casino tours, factory tours, flights as a pilot or passenger in a plane or helicopter, wilderness tours, and Great Lakes or St. Lawrence River cruises.

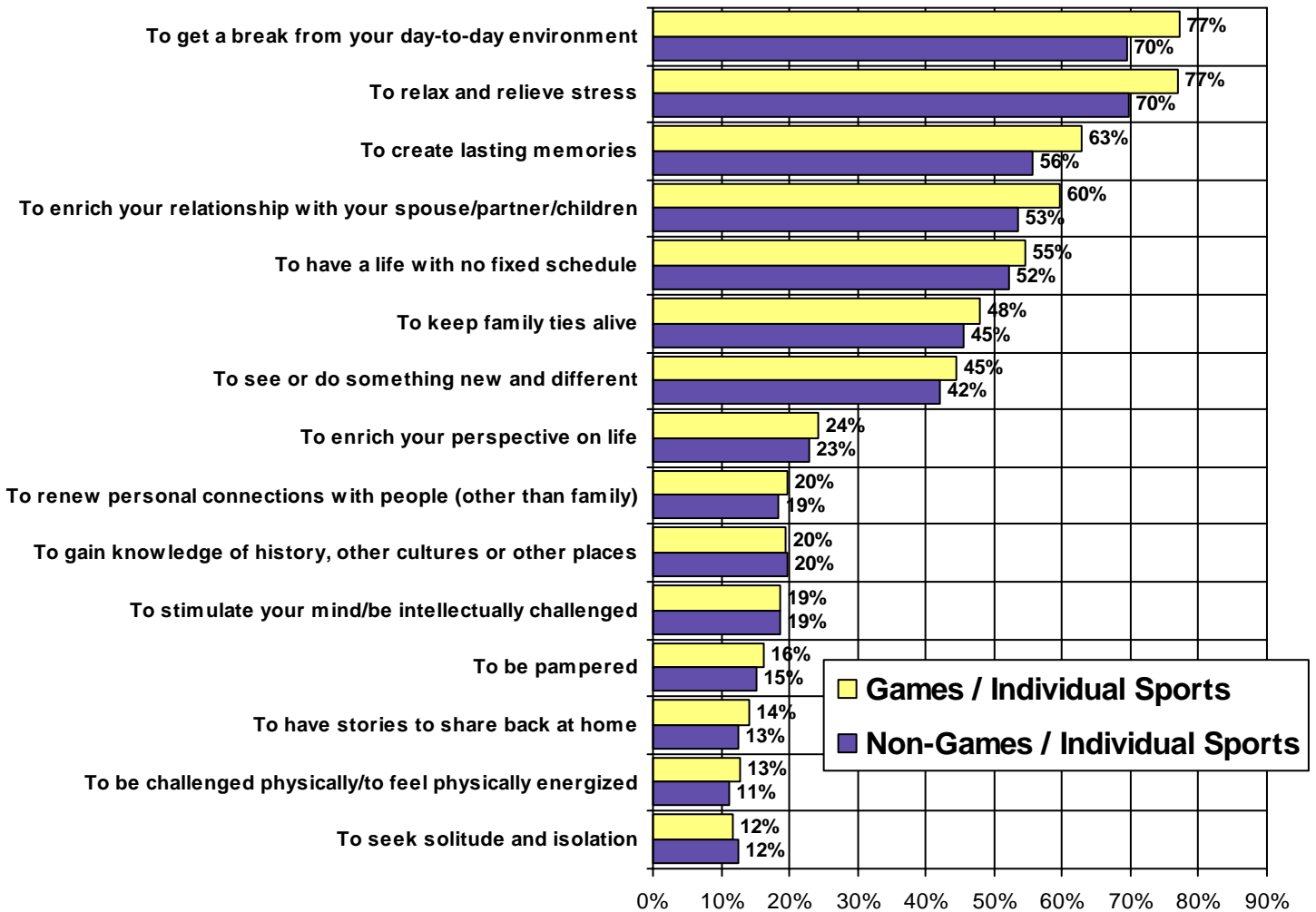
Fig. 12 Tours and Cruises Taken During Past Two Years

	Games / Individual Sports	Non-Games / Individual Sports	Pleasure Travelers	Index
Size of Market	37,901,009	132,609,232	170,510,241	100
A self-guided sameday tour while on an overnight trip	26.6%	17.1%	19.2%	139
An organized sameday guided tour while on an overnight trip	23.8%	17.0%	18.5%	128
Around the city	21.9%	14.0%	15.8%	139
Around the country side - scenic drives	17.6%	11.8%	13.1%	135
A self-guided overnight tour where you stayed in different locations	14.2%	9.3%	10.4%	137
Caribbean ocean cruise	11.8%	8.2%	9.0%	131
Some other type of tour	11.7%	8.0%	8.8%	132
On the water (sightseeing cruise)	11.2%	6.8%	7.8%	144
Wilderness tour	10.9%	6.4%	7.4%	147
An organized overnight guided tour where you stayed in different locations	9.4%	7.4%	7.9%	119
An organized overnight guided tour where you stayed in a single location	9.0%	6.1%	6.7%	133
To a casino	7.4%	4.2%	4.9%	151
Ocean cruise – Other	5.9%	4.5%	4.8%	123
To a winery	5.2%	3.1%	3.6%	145
To a factory	2.9%	1.5%	1.8%	158
Cruise on another lake or river	2.8%	1.7%	2.0%	140
Alaskan ocean cruise	2.7%	2.4%	2.5%	108
Some other type of cruise	2.3%	1.5%	1.7%	135
In the air as a pilot or passenger of an airplane or helicopter	2.1%	1.2%	1.4%	152
Great Lakes cruise	0.6%	0.3%	0.4%	150
Submarine cruise	0.5%	0.2%	0.2%	182
Cruise on the St. Lawrence River	0.4%	0.3%	0.3%	124

### Benefits Sought While On Vacation

Those who played games or individual sports while on trips are more likely than the average U.S. Pleasure Traveler to consider it important that their vacations provide a break from their day-to-day environment and allow them to relax and relieve stress. They also consider it very important that their vacations allow them to create lasting memories, enrich family relationships and to keep family ties alive. The importance of family-oriented vacation benefits reflects the fact that this travel sector is more likely than the average U.S. Pleasure Traveler to have children under 18 living at home.

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

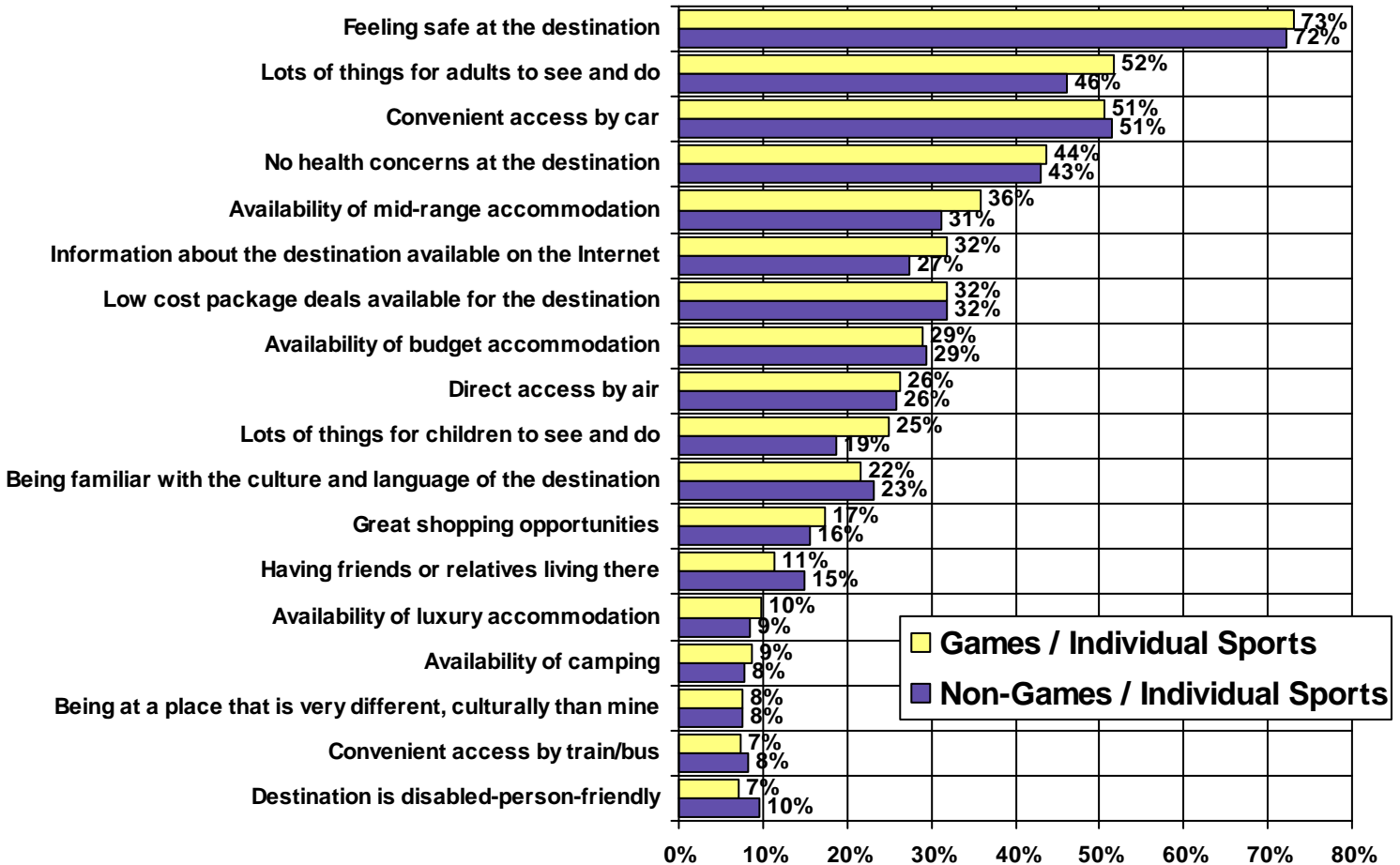


**Other Attributes of a Destination Considered Important**

Attributes of a destination that are considered highly important by those who played games or individual sports while on trips are similar to those who do not participate in such activities. For example, both groups consider it important that they feel safe at the destination and that the destination is accessible by car.

However, relative to those who do not play games or individual sports while on trips, those who have participated in these activities consider it more important that a destination offers lots of things to see and do for both adults and children. They also consider it important that the destination offers mid-ranged accommodations and information on the Internet.

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. The majority of those who played games or individual sports while on a trip start with a particular destination in mind. However, relative to the average U.S. Pleasure Traveler, they are more likely to begin their vacation planning by considering what types of activities they would like to do or what vacation experiences they would like to have. They are also more likely than the average U.S. Pleasure Traveler to look for packaged deals without a specific destination in mind.

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

	Games / Individual Sports	Non-Games / Individual Sports	Pleasure Travelers	Index
Size of Market	37,901,009	132,609,232	170,510,241	100
<b>Summer</b>				
Started with a desired destination in mind	56.7%	58.7%	58.2%	97
Started by considering specific activities wanted to do	10.6%	9.7%	9.9%	107
Started with a certain type of vacation experience in mind	20.1%	16.4%	17.3%	116
Looked for packaged deals - no destination in mind	1.4%	1.0%	1.1%	129
Considered something else first	3.7%	4.9%	4.6%	81
Don't know / Other	7.5%	9.3%	8.9%	84
<b>Winter</b>				
Started with a desired destination in mind	56.3%	59.8%	58.9%	96
Started by considering specific activities wanted to do	13.8%	10.4%	11.3%	123
Started with a certain type of vacation experience in mind	17.2%	13.9%	14.8%	116
Looked for packaged deals - no destination in mind	1.6%	1.4%	1.4%	111
Considered something else first	4.1%	5.8%	5.3%	77
Don't know / Other	7.0%	8.7%	8.3%	85

### Trip Planning and Information Sources Consulted

Similar to the average U.S. Pleasure Traveler, those who have played games or individual sports while on trips usually participate in the planning of their vacations (56.8%). The majority of individuals in this travel sector use the Internet, past experience and the advice of family and friends to plan trips. However, relative to the average U.S. Pleasure Traveler, those who have played games or individual sports while on a trip are more likely to obtain trip planning information from television programs and advertising, trade, travel and sports shows, and electronic newsletters received by email. They are also more likely than the average U.S. Pleasure Traveler to make use of official travel guides and brochures from government agencies, visitor centers, travel guide books such as Fodor's and information received in the mail.

Fig. 16 Who Plans Vacations and Information Sources Consulted

		Games / Individual Sports	Non-Games / Individual Sports	Pleasure Travelers	Index
Size of Market		37,901,009	132,609,232	170,510,241	100
Who Plans Trips?	Respondent plans trips	39.1%	39.2%	39.2%	100
	Trip planning a shared responsibility	17.7%	17.6%	17.6%	101
	Someone else plans trips	43.2%	43.2%	43.2%	100
Information Sources Consulted	An Internet website	85.1%	73.2%	76.0%	112
	Past experience / Been there before	62.9%	52.0%	54.5%	115
	Advice of others / Word-of-mouth	56.2%	42.1%	45.4%	124
	Maps	38.5%	30.9%	32.7%	118
	An auto club such as AAA	28.6%	22.6%	24.0%	119
	Visitor information centres	28.2%	18.0%	20.4%	138
	Official travel guides or brochures from state / province	27.9%	18.4%	20.6%	136
	Articles in newspapers / magazines	24.4%	16.2%	18.1%	135
	A travel agent	22.2%	17.6%	18.6%	119
	Travel information received in the mail	21.0%	14.2%	15.8%	133
	Travel guide books such as Fodor's	16.5%	10.7%	12.0%	137
	Advertisements in newspapers / magazines	14.9%	9.7%	10.9%	137
	Programs on television	10.3%	6.2%	7.1%	144
	An electronic newsletter or magazine received by e-mail	8.9%	5.1%	6.0%	148
	Advertisements on television	6.1%	3.3%	4.0%	154
Visits to trade, travel or sports shows	3.5%	2.1%	2.4%	145	

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

The Internet is an especially important vacation planning tool for those who have played games or individual sports while on trips. 79.7% have used the Internet to plan trips, and 58.4% have booked part of a trip over the Internet in the past two years. Most individuals in this sector have used travel planning / booking sites such as Expedia, and hotel or resort websites. They are also more likely than the average U.S. Pleasure Traveler to consult the websites of specific attractions. Accommodations, air tickets and car rentals are the components of trips most often purchased by way of the Internet.

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

		Games/ Sports	Non-Games/ Sports	Pleasure Travelers	Index
	Size of Market	37,901,009	132,609,232	170,510,241	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	20.3%	34.0%	31.0%	66
	Uses Internet to plan trips only	21.3%	19.8%	20.1%	106
	Uses Internet to book part of trip	58.4%	46.2%	48.9%	119
Types of Websites Consulted	A travel planning / booking website	61.8%	53.5%	55.6%	111
	A website of a hotel or resort	60.0%	51.0%	53.3%	113
	An airline's website	49.4%	44.2%	45.6%	108
	A website of an attraction	43.6%	29.8%	33.4%	131
	A tourism website of a country / region / city	40.8%	33.1%	35.1%	116
	Some other website	27.8%	24.1%	25.1%	111
	A cruise line website	15.5%	11.4%	12.4%	125
	A motorcoach website	1.7%	1.2%	1.3%	128
Parts of Trips Booked Over The Internet	Accommodations	75.5%	70.5%	71.9%	105
	Air tickets	72.3%	69.9%	70.6%	102
	Car rental	40.9%	36.9%	38.0%	108
	Tickets or fees for specific activities or attractions	33.3%	23.8%	26.3%	126
	A package containing two or more items	21.3%	16.5%	17.8%	120
	Tickets for rail, bus or boat / ship fares	14.4%	10.9%	11.9%	121
	Other	3.1%	2.9%	2.9%	104

### Media Consumption Habits

The keen interest in sporting activities exhibited by those who played games or individual sports while on trips is also evident in their media preferences. Thus, relative to the average U.S. Pleasure Traveler, those who played games or individual sports while on trips are more likely to listen to sports-related radio programs, watch sports on television and read sports-related magazines. They are also more likely to visit sports-related websites. In addition, they exhibit above-average interest in family and parenting magazines as well as travel-related magazines and websites.

Fig. 18 Media Consumption Habits

		Games / Individual Sports	Non-Games / Individual Sports	Pleasure Travelers	Index
Size of Market		37,901,009	132,609,232	170,510,241	100
Newspaper Readership	Reads daily newspaper	59.5%	60.0%	59.9%	99
	Reads weekend edition of newspaper	58.2%	54.8%	55.5%	105
	Reads local neighbourhood or community newspapers	52.9%	48.6%	49.5%	107
	Reads other types of newspapers	15.0%	13.6%	13.9%	108
	Frequently or occasionally reads travel section of daily newspaper	44.6%	42.5%	43.0%	104
	Frequently or occasionally reads travel section of weekend newspaper	52.3%	48.5%	49.3%	106
Types of Magazines Read (Top 5 Indexed)	Professional sports	18.6%	10.9%	12.6%	147
	Family and parenting	16.2%	11.1%	12.3%	132
	Travel (e.g., Condé Nast)	13.8%	9.7%	10.6%	130
	Magazines about your city	9.0%	6.3%	6.9%	130
	Photography and video	5.0%	3.6%	3.9%	128
Type of Television Programs Watched (Top 5 Indexed)	Reality shows (e.g., American Idol)	47.0%	37.4%	39.5%	119
	Late night talk shows	31.2%	25.9%	27.1%	115
	Situation comedies (e.g., Friends)	58.8%	49.4%	51.5%	114
	Music / Music video shows/channels	32.1%	26.9%	28.1%	114
	Sports / Sports shows	51.3%	43.2%	45.0%	114
Type of Radio Programs Listened To (Top 5 Indexed)	All sports	16.8%	10.5%	11.9%	141
	Top 40 / Current hits	35.3%	23.5%	26.1%	135
	Modern rock / Alternative rock	41.4%	30.5%	32.9%	126
	Multicultural	5.8%	4.4%	4.7%	121
	Soft music / Adult contemporary	27.9%	23.7%	24.6%	113
Types of Websites Visited (Top 5 Indexed)	Sports	37.6%	27.5%	30.0%	125
	Magazine sites	17.9%	13.8%	14.8%	121
	Travel	55.9%	45.5%	48.0%	117
	Entertainment	61.9%	51.2%	53.7%	115
	Games	46.1%	39.1%	40.8%	113

## 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	
<b>Historical Sites, Museums &amp; Art Galleries</b>	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
<b>Shopping &amp; Dining</b>	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
<b>Aboriginal Cultural Experiences</b>	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
<b>Fairs &amp; Festivals</b>	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
<b>Science &amp; Technology Exhibits</b>	Science or Technology Museums	Children's Museums
	Science & Technology Theme Parks	Went to an Imax Movie Theatre
	Planetarium	
<b>Theme Parks &amp; Exhibits</b>	Amusement Park	Aquariums
	Water Theme Park	Zoos
	Movie Theme Park	Wax Museums
<b>High Art Performances</b>	Classical or Symphony Concert	Ballet or Other Dance Performances
	Opera	Jazz Concert
<b>Professional Sporting Events</b>	Professional Football Games	Professional Golf Tournaments
	Professional Basketball Games	Professional Ice Hockey Games
	Professional Baseball Games	
<b>Theatre, Film &amp; Musical Festivals</b>	Theatre Festivals	International Film Festivals
	Comedy Festivals	Music Festivals
	Literary Festivals or Events	
<b>Tastings</b>	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)
<b>Casino, Theatre &amp; Comedy Clubs</b>	Stand-Up Comedy Clubs and Other Variety Shows	Live Theatre with Dinner
	Went to a Casino	Live Theatre
<b>Participatory Historical Activities</b>	Historical Re-Enactments (as an Actor)	Interpretive Program at a Historic Site or National /Provincial Park
	Curatorial Tours	
<b>National &amp; International Sporting Events</b>	National /International Sporting Events such as the Olympic Games	Curling Bonspiel
	Professional Figure Skating	Professional Soccer Games

<b>Appendix Two</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