

## U.S. TRAVEL MARKET

# Visits to Historical Sites, Museums & Art Galleries 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, 41.4% (91,158,918) of adult Americans visited historical sites, museums and art galleries while on an out-of-town, overnight trip of one or more nights. Strolling around a city to observe buildings and architecture (25.6%) was the most popular activity, followed by visits to historical sites or buildings (23.1% well-known sites and buildings, 19.2% less well-known sites and buildings), visits to well-known natural wonders (16.3%), visits to museums (15.0% general history, 7.9% military), visits to art galleries (11.1%), and visits to historical replicas of cities or towns (7.2%). 32.8% (29,941,969) of those who visited historical sites, museums or galleries reported that this activity was the main reason for taking at least one trip in the past two years.

Those visiting Historical Sites, Museums and Art Galleries on trips are somewhat older and less likely than the average U.S. Pleasure Traveler to have dependent children under 18 living at home. They are more likely than average to have a university education and their household income (\$80,734) is above-average. They are over-represented in Alaska and the Pacific, New England, Mountain and Middle Atlantic regions. They tend to live in mid-sized and larger cities.

Over the past two years, those who visited Historical Sites, Museums and Art Galleries on trips were somewhat more likely to have taken a trip to Canada (19.7% versus 14.6%). The most common Canadian destinations were Ontario, British Columbia and Quebec however, these U.S. travelers were over-represented among U.S. visitors to all Canadian provinces and territories.

Those who visited Historical Sites, Museums and Art Galleries on trips were also more likely than the average U.S. Pleasure Traveler to engage in culture and entertainment activities while on trips in the past two years, and especially activities which offer an opportunity to learn (e.g., participatory historical activities, science & technology exhibit, aboriginal culture experiences). Consistent with this fact, this segment is more likely than the average U.S. Pleasure Traveler to seek vacation experiences that offer opportunities to learn (e.g., see or do something new and different, enrich perspective on life). They were also more likely than average to participate in outdoor activities when on trips, and especially wildlife viewing, and to have taken tours and cruises during the last two years.

Most use the Internet to plan their trips (77.5%), and 57.1% booked at least part of a trip online in the past two years. They are more likely than the average U.S. Pleasure Traveler to obtain travel information from official travel guides and brochures and they are avid consumers of travel-related media (especially magazines) and news and current events media (e.g., talk & news radio, newspaper websites, network news websites). These are prime media channels by which to reach this segment.

### **Travel Activity and Motivation Survey (TAMS)**

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

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

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

TAMS was sponsored by the following organizations:

Ontario Ministry of Tourism	Quebec Ministry of Tourism
Ontario Tourism Marketing Partnership Corporation	Travel Manitoba
Canadian Tourism Commission	Tourism Saskatchewan
Atlantic Canada Tourism Partnership	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 visited historical sites, museums or art galleries 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.

## Visiting Historical Sites, Museums and Art Galleries While on Trips

### Market Incidence

Over the last two years, 41.4% (91,158,918) of adult Americans visited historical sites, museums and art galleries while on an out-of-town, overnight trip of one or more nights. Strolling around a city to observe buildings and architecture (25.6%) was the most popular activity, followed by visits to historical sites or buildings (23.1% well-known sites and buildings, 19.2% less well-known sites and buildings), visits to well-known natural wonders (16.3%), visits to museums (15.0% general history, 7.9% military), visits to art galleries (11.1%), and visits to historical replicas of cities or towns (7.2%).

32.8% (29,941,969 adult Americans) reported that this activity was the main reason for taking at least one trip in the past two years. Visiting well-known natural wonders and historic city or town replicas were cited most often as the main reason for taking a trip.

Fig. 1 Incidence of Visiting Historical Sites, Museums and Art Galleries While on Trips<sup>1</sup>

	Number of Historical Site, Museum and Art Gallery 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>
Size of Market	91,158,918	29,941,969	170,510,241	222,846,268
Historical Sites, Museums and Art Galleries (All Activities)	91,158,918	32.8%	53.5%	41.4%
Strolling around a city observing buildings / architecture	56,356,362	21.1%	33.1%	25.6%
Well-known historic sites / buildings	51,010,221	25.5%	29.9%	23.1%
Other historic sites/monuments / buildings	42,414,568	23.2%	24.9%	19.2%
Well-known natural wonders	36,018,678	33.3%	21.1%	16.3%
General history / heritage museums	33,202,311	20.0%	19.5%	15.0%
Art galleries	24,602,273	19.8%	14.4%	11.1%
Military / War museums	17,499,274	24.2%	10.3%	7.9%
Historical replicas of cities / towns with historic re-enactments	16,023,147	32.1%	9.4%	7.2%
Participated in all eight activities	1,507,554	19.8%	0.9%	0.7%

- 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 - "History, Museum & Gallery Visitors" are defined as individuals who visited a historical site, museum or art gallery while on an out-of-town trip of one or more nights during the past two years and who took at least one out-of-town pleasure trip of one or more nights during the past two years. This column reports the number of individuals who participated in the activity on at least one trip during the past 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 U.S. 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 visiting Historical Sites, Museums and Art Galleries when on trips tend to be over-represented among those living in Alaska, and the Pacific, New England, Mountain and Middle Atlantic regions of the United States. They are more likely to live in mid-sized or large cities (population 500,000 or more) than in smaller cities, towns and rural areas.

Fig. 2 Geographic Distribution & Population Size of Those Who Visited Historical Sites, Museums and Art Galleries While on Trips

	Total Population	Estimated Number Who Visited a Historical Site / Museum / Art Gallery on a Trip	Percent of Pleasure Travelers in Region Who Visited a Historical Site / Museum / Art Gallery on a Trip	Percent of Total Regional Population Who Visited a Historical Site / Museum / Art Gallery on a Trip
United States	222,846,268	91,158,918	53.5%	41.4%
New England	11,095,629	4,708,251	55.0%	42.5%
Middle Atlantic	31,005,526	12,539,014	54.4%	40.8%
East North Central	34,621,254	14,351,696	53.9%	41.8%
West North Central	15,024,360	6,371,753	52.9%	43.0%
South Atlantic	42,602,998	16,830,048	52.4%	40.0%
East South Central	13,597,436	4,581,422	47.9%	34.2%
West South Central	24,853,901	9,512,953	52.5%	39.2%
Mountain	15,030,720	6,590,706	54.4%	44.4%
Pacific	34,529,689	15,424,175	55.2%	45.0%
Alaska	484,754	248,900	58.9%	51.3%
Not Available	745,757	342,736	55.2%	46.0%
Less than 100,000	29,429,442	10,038,568	48.4%	34.6%
100,000 to 499,999	36,551,501	13,815,855	50.9%	38.3%
500,000 to 1,999,999	52,335,815	21,152,805	53.1%	41.0%
2,000,000 or more	103,783,753	45,808,954	55.8%	44.5%

Those visiting Historical Sites, Museums and Art Galleries on a trip are most likely to live in Alaska, New Hampshire, Massachusetts, Colorado, Nebraska and Virginia. They are least likely to live in Maine, Alabama, Kentucky, District of Columbia and Indiana (see Fig. 3 on next page).

Fig. 3 Those Who Visited Historical Sites, Museums & Art Galleries While on Trips by U.S. State

Region	State	Population of State	Estimated Number History/Museum/ Art Gallery Visitors	Percent of Pleasure Travelers in State	Percent of State Population
United States	All States	222,846,268	91,158,918	53.5%	41.4%
New England	Connecticut	2,685,692	1,122,776	54.4%	41.8%
	Maine	1,047,770	311,183	43.0%	29.7%
	Massachusetts	4,423,562	2,037,260	58.2%	46.3%
	New Hampshire	1,604,344	694,792	58.2%	43.4%
	Rhode Island	837,445	338,037	48.6%	40.4%
	Vermont	496,816	204,202	53.4%	41.1%
Middle Atlantic	New Jersey	6,708,501	2,930,436	56.3%	44.3%
	New York	14,727,054	6,032,458	54.8%	41.2%
	Pennsylvania	9,569,972	3,576,120	52.3%	37.6%
East North Central	Illinois	9,521,097	4,162,800	56.0%	44.3%
	Indiana	4,717,624	1,717,386	48.0%	36.5%
	Michigan	7,709,890	3,172,886	52.9%	41.7%
	Ohio	8,412,962	3,491,416	56.5%	41.8%
	Wisconsin	4,259,682	1,807,207	52.5%	42.7%
West North Central	Iowa	2,262,393	884,137	49.4%	39.5%
	Kansas	2,304,474	922,456	52.1%	41.3%
	Minnesota	3,946,220	1,782,263	52.8%	45.3%
	Missouri	4,138,758	1,711,670	53.4%	41.9%
	Nebraska	1,304,361	598,596	57.2%	46.7%
	North Dakota	488,140	217,808	53.1%	44.9%
	South Dakota	580,015	254,822	56.7%	45.0%
South Atlantic	Delaware	646,427	271,019	55.4%	45.1%
	District of Columbia	521,285	161,745	46.6%	32.2%
	Florida	13,937,467	5,562,794	51.8%	40.3%
	Georgia	6,668,302	2,692,800	52.9%	40.6%
	Maryland	3,428,206	1,446,507	54.3%	42.5%
	North Carolina	6,651,453	2,432,527	49.4%	37.0%
	South Carolina	3,241,944	1,192,089	50.4%	37.5%
	Virginia	5,957,159	2,618,808	57.0%	44.3%
	West Virginia	1,550,755	451,760	51.9%	30.1%
East South Central	Alabama	3,431,591	1,081,048	44.7%	31.8%
	Kentucky	3,447,277	1,096,134	45.0%	32.0%
	Mississippi	2,156,793	692,968	50.1%	33.0%
	Tennessee	4,561,775	1,711,272	51.5%	38.1%
West South Central	Arkansas	2,103,346	748,879	52.6%	36.0%
	Louisiana	3,367,908	1,180,914	52.4%	37.2%
	Oklahoma	2,643,565	980,436	52.0%	37.1%
	Texas	16,739,082	6,602,724	52.6%	40.3%
Mountain	Arizona	4,451,660	1,830,586	52.0%	41.7%
	Colorado	3,501,822	1,663,449	57.6%	47.8%
	Idaho	1,044,920	400,770	48.8%	39.7%
	Montana	726,027	331,117	55.1%	46.1%
	Nevada	1,809,582	793,711	54.8%	43.9%
	New Mexico	1,433,596	610,641	55.5%	44.1%
	Utah	1,671,322	780,976	55.7%	47.4%
	Wyoming	391,790	179,456	53.8%	46.3%
Pacific	Alaska	484,754	248,900	58.9%	51.3%
	California	26,965,837	12,266,125	55.9%	45.7%
	Oregon	2,793,303	1,123,858	52.1%	40.6%
	Washington	4,770,549	2,034,192	53.2%	43.2%

### Demographic Profile

Those visiting Historical Sites, Museums and Art Galleries on trips tend to be slightly older than the average U.S. Pleasure Traveler. They are especially over-represented among those 55 to 64. Their level of education (65.3% university) and household incomes (\$80,734) are above-average.

Fig. 4 Demographic Profile of Those Who Visited Historical Site, Museum & Art Gallery on a Trip Relative to All U.S. Pleasure Travelers

Attribute	Size of Market	Visited a Historical Site / Museum / Art Gallery	Did Not Visit a Historical Site / Museum / Art Gallery <sup>1</sup>	Pleasure Travelers	Index <sup>2</sup>
		91,158,918	79,351,323	170,510,241	100
Gender	Male	48.8%	48.2%	48.5%	101
	Female	51.2%	51.8%	51.5%	100
Age of Respondent	18 to 24	9.7%	12.2%	10.8%	89
	25 to 34	19.3%	22.9%	21.0%	92
	35 to 44	16.6%	18.1%	17.3%	96
	45 to 54	22.4%	19.5%	21.0%	106
	55 to 64	17.5%	13.1%	15.5%	113
	65 Plus	14.6%	14.2%	14.4%	101
Average Age		46.4	44.4	45.4	N/A
Marital Status	Not married	29.1%	32.2%	30.5%	95
	Married	70.9%	67.8%	69.5%	102
Parental Status	No children under 18	72.5%	67.2%	70.0%	103
	Children under 18	27.5%	32.8%	30.0%	92
Education	High school or less	15.1%	26.7%	20.5%	74
	Trade, Technical, Community Col.	19.6%	23.4%	21.4%	92
	University Degree	43.0%	38.8%	41.1%	105
	Post Graduate Degree	22.3%	11.1%	17.1%	130
Household Income	Under \$20,000	6.3%	10.1%	8.1%	78
	\$20,000 to \$39,999	14.0%	18.8%	16.2%	86
	\$40,000 to \$59,999	15.8%	17.7%	16.7%	95
	\$60,000 to \$79,999	15.2%	14.1%	14.7%	103
	\$80,000 to \$99,999	12.4%	10.7%	11.6%	107
	\$100,000 to \$149,999	16.5%	11.8%	14.4%	115
	\$150,000 or more	8.4%	4.7%	6.7%	126
Not stated	11.4%	12.1%	11.7%	97	
Average Household Income		\$80,734	\$66,858	\$74,303	N/A

- 1 - Those who "Did not visit a Historical Site / Museum / Art Gallery" 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 historical site, museum or art gallery on any trip. The numbers of visitors to a Historical Site / Museum / Art Gallery and the number of non-visitors equal the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent who visited a Historical Site / Museum / Art Gallery in each group by the percent of U.S. Pleasure Travelers in each group. The Index indicates the extent to which those who visited a historical site / museum/ art gallery 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 visiting Historical Sites, Museums and Art Galleries on a trip were more likely than the average U.S. Pleasure Traveler to have taken trips both within their own state and to other American states in the past two years. They were also more likely to have visited Mexico, the Caribbean and overseas destinations.

Those visiting Historical Sites, Museums and Art Galleries on a trip were also more likely than the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (19.7% versus 14.6%). The most common Canadian destinations were Ontario (11.0%), British Columbia (6.0%) and Quebec (4.5%). However, in relative terms, this segment was more likely to have visited all Canadian provinces or territories, and especially the Atlantic Provinces (e.g., PEI, New Brunswick, Newfoundland & Labrador, Nova Scotia) and the Canadian Territories (e.g., Nunavut, Yukon).

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

	Visited a Historical Site / Museum / Art Gallery	Did Not Visit a Historical Site / Museum / Art Gallery	Pleasure Travelers	Index
Size of Market	91,158,918	79,351,323	170,510,241	100
All destinations	89.6%	80.6%	85.4%	105
Canada	19.7%	8.7%	14.6%	135
Newfoundland and Labrador	0.6%	0.2%	0.4%	153
Prince Edward Island	1.0%	0.2%	0.6%	158
New Brunswick	1.3%	0.3%	0.8%	157
Nova Scotia	2.0%	0.5%	1.3%	152
Quebec	4.5%	1.5%	3.1%	144
Ontario	11.0%	5.1%	8.3%	133
Manitoba	0.7%	0.4%	0.5%	129
Saskatchewan	0.7%	0.3%	0.5%	139
Alberta	1.7%	0.6%	1.2%	145
British Columbia	6.0%	1.9%	4.1%	146
Yukon	0.9%	0.2%	0.6%	162
Northwest Territories	0.5%	0.2%	0.4%	136
Nunavut	0.1%	LT 0.1%	LT 0.1%	175
Own State	83.3%	75.6%	79.7%	105
Other parts of the U.S.	94.8%	85.8%	90.6%	105
Mexico	17.2%	9.4%	13.6%	127
Caribbean	16.0%	9.0%	12.7%	126
All other destinations	12.7%	5.9%	9.6%	133

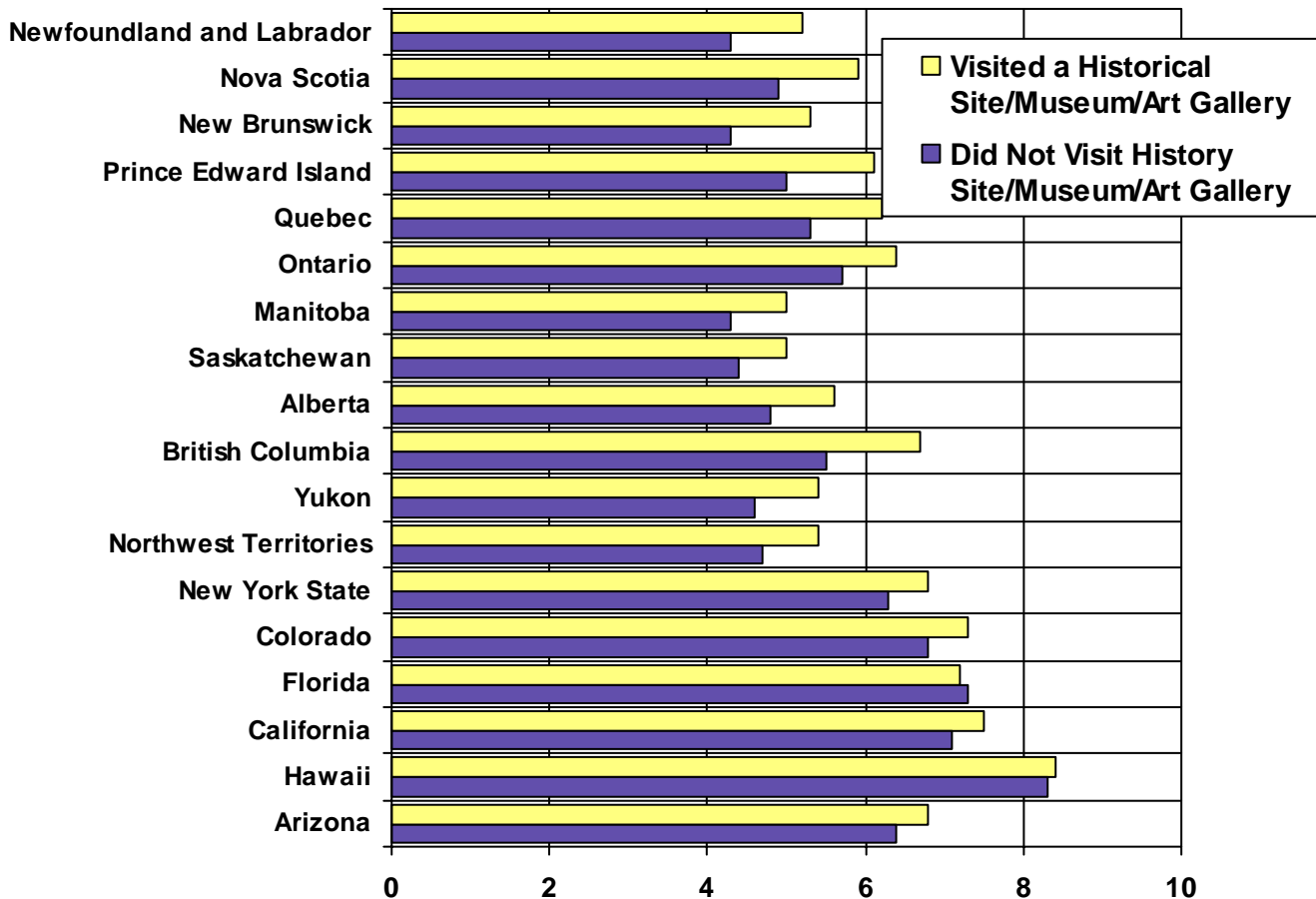
**Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories**

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 Historical Sites, Museums and Art Galleries when on trips gave higher appeal ratings than those who did not visit these attractions for all Canadian destinations. British Columbia (6.7) received the highest rating, followed by Ontario (6.4) and Quebec (6.2).

U.S. Pleasure Travelers, in general, 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 Historical Sites, Museums and Art Galleries 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**

Almost all of those who visited Historical Sites, Museums and Art Galleries on trips went shopping and dining while on trips in the past two years. The majority in this segment also went to theme parks and exhibits, casinos, theatre and comedy clubs, and fairs and festivals. Relative to the average U.S. Pleasure Traveler, this segment was especially more likely to visit attractions that provide opportunities to learn (e.g., science and technology exhibits, archaeological digs & sites, garden theme attractions, aboriginal cultural experiences, participatory historical activities). They also exhibit an above-average interest in fine art performances, and theatre, film and musical festivals relative to the average U.S. Pleasure Traveler.

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

	Visited a Historical Site / Museum / Art Gallery	Did Not Visit a Historical Site / Museum / Art Gallery	Pleasure Travelers	Index
Size of Market	91,158,918	79,351,323	170,510,241	100
Shopping & Dining	90.3%	63.2%	77.7%	116
Theme Parks & Exhibits	57.9%	38.7%	49.0%	118
Casino, Theatre & Comedy Clubs	55.3%	34.1%	45.4%	122
Fairs & Festivals	54.4%	25.6%	41.0%	133
Fine Dining & Spas	43.3%	21.1%	33.0%	131
Science & Technology Exhibits	37.6%	10.1%	24.8%	152
Wine, Beer & Food Tastings	33.1%	11.2%	22.9%	145
Garden Theme Attractions	22.0%	4.1%	13.7%	161
Professional Sporting Events	20.6%	10.9%	16.1%	128
Rock Concerts & Recreational Dancing	20.4%	9.3%	15.3%	134
Equestrian & Western Events	19.8%	10.5%	15.5%	128
Agro-Tourism	19.4%	6.8%	13.5%	144
High Art Performances	16.7%	4.3%	10.9%	153
Aboriginal Cultural Experiences	14.0%	2.4%	8.6%	162
Theatre, Film & Musical Festivals	12.0%	4.1%	8.3%	145
Amateur Tournaments	10.1%	4.9%	7.7%	132
Archaeological Digs & Sites	9.7%	0.7%	5.5%	176
Participatory Historical Activities	6.8%	0.6%	3.9%	173
National & International Sporting Events	2.8%	0.8%	1.9%	150

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

Those who visited Historical Sites, Museums and Art Galleries while on trips are also likely to visit historic sites or heritage buildings and museums while NOT traveling. The majority went to restaurants, visited festivals or fairs, and visited zoos or aquariums when not traveling. They are also much more likely than the average U.S. Pleasure Traveler to go to art galleries and shows, botanical gardens and live arts performances (e.g., classical music concerts, ballet, opera) when not traveling.

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

	Visited a Historical Site / Museum / Art Gallery	Did Not Visit a Historical Site / Museum / Art Gallery	Pleasure Travelers	Index
Size of Market	91,158,918	79,351,323	170,510,241	100
Going out to eat in restaurants	94.8%	90.6%	92.8%	102
Going to festivals or fairs	71.3%	58.7%	65.5%	109
Going to historic sites or heritage buildings	53.2%	25.1%	40.1%	133
Going to museums	50.3%	22.8%	37.5%	134
Going to zoos or aquariums	50.2%	40.3%	45.6%	110
Going to amateur sporting events	43.0%	36.3%	39.9%	108
Going to art galleries or art shows	38.7%	15.2%	27.8%	139
Going to amusement or theme parks	38.3%	37.9%	38.1%	100
Going to professional sporting events	37.5%	31.9%	34.9%	107
Going to live theatre	37.1%	20.0%	29.2%	127
Going to pick-your-own farms or farmers' market	35.1%	27.6%	31.6%	111
Going to gamble in casinos	27.9%	28.1%	28.0%	100
Going to botanical gardens	26.6%	12.3%	20.0%	133
Going to bars with live pop or rock bands	24.9%	22.0%	23.6%	106
Going to rock music concerts	23.0%	19.4%	21.3%	108
Going dancing	22.5%	18.9%	20.8%	108
Going to classical music concerts	20.2%	8.9%	14.9%	135
Going to day spas	12.0%	8.3%	10.3%	117
Staying overnight in a hotel or B&B in own city	11.4%	9.5%	10.6%	108
Going to jazz clubs	10.1%	5.5%	7.9%	127
Going to the ballet	9.6%	4.1%	7.0%	136
Going to rodeos	8.6%	7.7%	8.2%	105
Going to the opera	7.8%	3.4%	5.7%	136

**Outdoor Activities Pursued While on Trips**

Those who visited Historical Sites, Museums and Art Galleries were more likely than the average U.S. Pleasure Traveler to have participated in a wide range of outdoor activities while on trips in the past two years and especially wildlife viewing. Relative to the average U.S. Pleasure Traveler, they are also more likely to go hiking, climbing and paddling, exercising and jogging, cycling, cross-country skiing and to participate in extreme sports (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)

	Visited a Historical Site / Museum / Art Gallery	Did Not Visit a Historical Site / Museum / Art Gallery	Pleasure Travelers	Index
Size of Market	91,158,918	79,351,323	170,510,241	100
Wildlife Viewing	50.0%	17.6%	34.9%	143
Ocean Activities (e.g., swimming in ocean, ocean kayaking)	47.6%	30.3%	39.6%	120
Hiking, Climbing & Paddling	32.6%	13.0%	23.5%	139
Games & Individual Sports (e.g., tennis, board games)	28.2%	15.4%	22.2%	127
Boating & Swimming (e.g., motorboating, swimming in lakes)	25.5%	15.9%	21.0%	121
Exercising & Jogging	19.8%	7.5%	14.1%	141
Fishing	19.7%	16.9%	18.4%	107
Golfing	12.6%	8.4%	10.7%	118
Downhill Skiing & Snowboarding	9.6%	6.2%	8.0%	120
Team Sports (e.g., football, baseball, basketball)	9.3%	6.2%	7.9%	118
Cycling	9.0%	3.3%	6.3%	142
Horseback Riding	8.5%	3.5%	6.2%	137
Snowmobiling & ATVing	8.1%	6.1%	7.1%	113
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	6.4%	2.9%	4.8%	135
Board & Blade (e.g., skateboarding, ice-skating)	5.4%	2.5%	4.0%	134
Scuba & Snorkeling	5.2%	2.7%	4.1%	128
Hunting	5.2%	5.7%	5.4%	96
Motorcycling	3.6%	2.4%	3.1%	118
Cross-country Skiing & Snowshoeing	2.8%	0.8%	1.9%	150
Extreme Air Sports (e.g., parachuting, bungee jumping)	2.4%	0.9%	1.7%	140
Extreme Skiing (e.g., heli-skiing, overnight x-country trips)	0.5%	0.2%	0.3%	147

**Outdoor Activities Pursued While Not on Trips**

When NOT traveling, the majority of those who visited Historical Sites, Museums and Art Galleries on trips went on day outings to a park, exercised at home or at a fitness club, went swimming, gardened at home and went picnicking. However, relative to the average U.S. Pleasure Traveler, individuals in this segment are more likely to go hiking, canoeing or kayaking and cross-country skiing. They were less likely than average to have gone hunting, ATVing, or snowmobiling.

Fig. 10 Outdoor Activities Pursued While NOT on Trips

	Visited a Historical Site / Museum / Art Gallery	Did Not Visit a Historical Site / Museum / Art Gallery	Pleasure Travelers	Index
Size of Market	91,158,918	79,351,323	170,510,241	100
Day outing to a park	67.9%	57.6%	63.1%	108
Exercising at home or at a fitness club	61.0%	50.4%	56.0%	109
Swimming	59.5%	53.1%	56.5%	105
Gardening	58.1%	47.3%	53.1%	109
Picnicking	52.3%	42.4%	47.7%	110
Hiking	39.4%	24.5%	32.5%	121
Fishing	31.3%	34.4%	32.8%	96
Camping	27.7%	25.6%	26.7%	104
Cycling	26.4%	18.8%	22.9%	115
Jogging	21.6%	17.2%	19.5%	111
Sailing or other boating	21.3%	18.4%	20.0%	107
Golfing	19.0%	17.5%	18.3%	104
Playing team sports	16.1%	15.4%	15.8%	102
Playing racquet sports (e.g., tennis or badminton)	15.3%	10.8%	13.2%	116
Hunting	10.5%	13.2%	11.8%	89
Riding an all-terrain vehicle (ATV)	10.5%	12.6%	11.5%	91
Canoeing or kayaking	9.5%	6.0%	7.8%	121
Horseback riding	9.3%	7.8%	8.6%	109
Rollerblading	7.8%	6.8%	7.3%	106
Downhill skiing	6.5%	4.8%	5.7%	113
Ice-skating	6.1%	4.8%	5.5%	111
Cross-country skiing	3.4%	1.5%	2.5%	134
Snowmobiling	3.2%	3.5%	3.3%	96
Snowboarding	2.7%	2.6%	2.7%	102
Skateboarding	2.3%	2.1%	2.2%	103

### Accommodations Stayed In While on Trips

The most popular types of accommodation used by those visiting Historical Sites, Museums and Art Galleries when on trips are seaside resorts or public campgrounds. However, relative to the average U.S. Pleasure Traveler, this activity segment was more likely to have stayed at country inns or resorts with a gourmet restaurant, cooking and wine tasting schools and wilderness lodges or outposts (e.g., wilderness lodge you can drive to by car, a remote or fly-in wilderness lodge or outpost).

Fig. 11 Accommodations Stayed In While on Trips

	Visited a Historical Site / Museum / Art Gallery	Did Not Visit a Historical Site / Museum / Art Gallery	Pleasure Travelers	Index
Size of Market	91,158,918	79,351,323	170,510,241	100
Seaside Resort	42.0%	30.2%	37.7%	111
A Public Campground in a National, State, Provincial or Municipal Park	35.6%	33.4%	34.8%	102
Lakeside / Riverside Resort	28.5%	20.4%	25.6%	111
A Private Campground	21.1%	20.7%	20.9%	101
Ski Resort or Mountain Resort	20.8%	14.2%	18.4%	113
A Camp Site in a Wilderness Setting (Not a Campground)	10.2%	8.7%	9.6%	105
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	9.4%	7.5%	8.7%	108
Wilderness Lodge You Can Drive to by Car	8.6%	4.7%	7.2%	120
Health Spa	7.9%	3.9%	6.5%	122
Country Inn or Resort with Gourmet Restaurant	5.4%	1.8%	4.1%	131
Farm or Guest Ranch	4.8%	2.9%	4.1%	117
On a Houseboat	3.5%	2.0%	2.9%	118
Remote or Fly-In Wilderness Lodge	2.2%	0.8%	1.7%	131
Cooking School	1.5%	0.6%	1.2%	130
Remote or Fly-In Wilderness Outpost	1.1%	0.5%	0.9%	124
Wine Tasting School	1.1%	0.5%	0.9%	126

### Tours and Cruises Taken During Past Two Years

Those who visit Historical Sites, Museums and Art Galleries on trips were also more likely than the average U.S. Pleasure Traveler to have taken a wide variety of tours and cruises during the past two years. The most popular tours were sameday tours (both organized and self-guided), city tours and scenic drives through the countryside. They were also more likely to have visited a winery or factory, and to have taken an air tour as a pilot or passenger. The most popular cruises taken include sightseeing cruises, Caribbean cruises and Alaskan cruises.

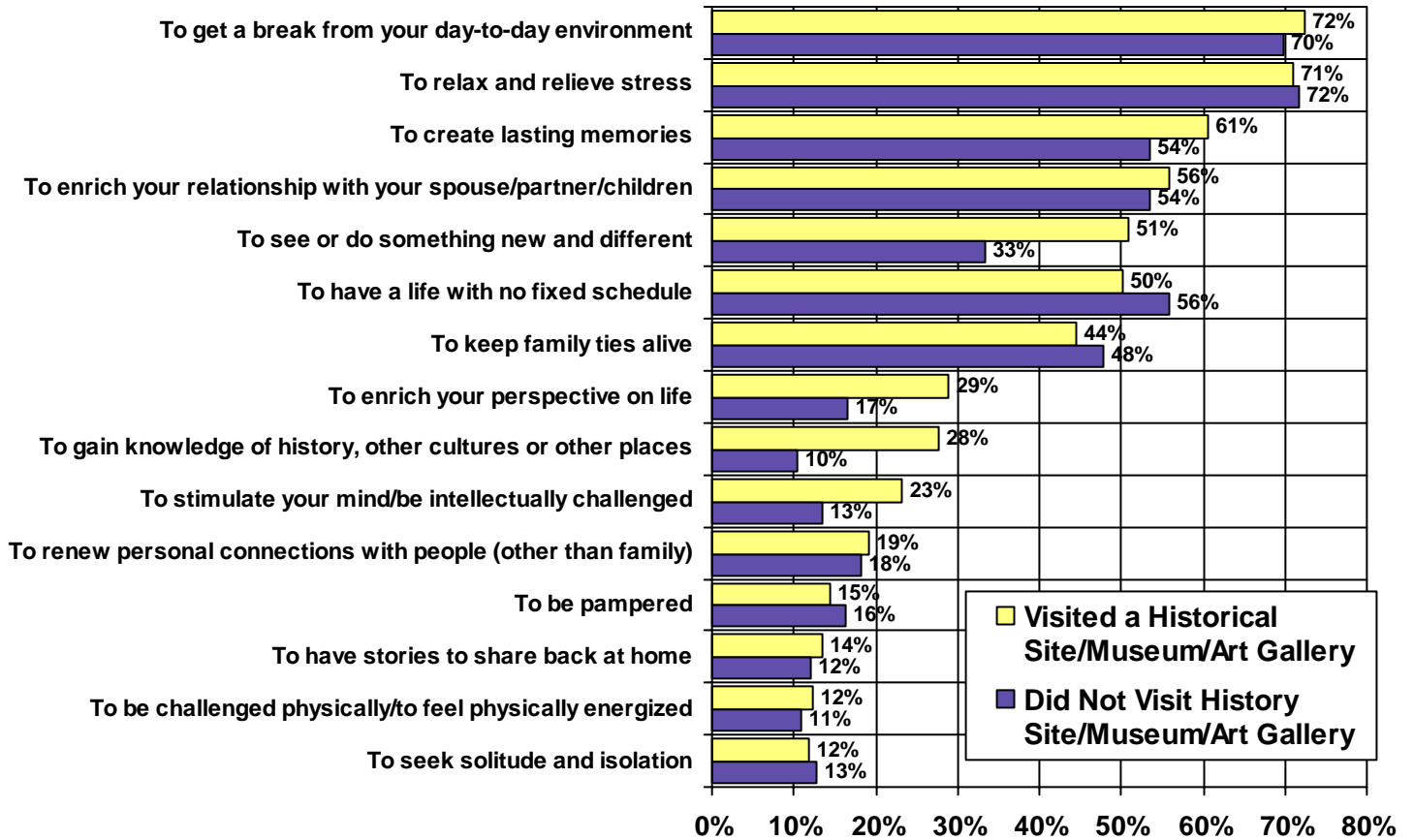
Fig. 12 Tours and Cruises Taken During Past Two Years

	Visited a Historical Site / Museum / Art Gallery	Did Not Visit a Historical Site / Museum / Art Gallery	Pleasure Travelers	Index
Size of Market	91,158,918	79,351,323	170,510,241	100
A self-guided sameday tour while on an overnight trip	28.7%	8.3%	19.2%	150
An organized sameday guided tour while on an overnight trip	26.8%	9.0%	18.5%	145
Around the city	24.4%	5.9%	15.8%	155
Around the country side - scenic drives	20.2%	4.9%	13.1%	154
A self-guided overnight tour where you stayed in different locations	16.1%	3.8%	10.4%	155
Some other type of tour	13.0%	4.0%	8.8%	147
An organized overnight guided tour where you stayed in different locations	11.9%	3.2%	7.9%	151
On the water (sightseeing cruise)	11.9%	3.0%	7.8%	153
Wilderness tour	11.2%	3.1%	7.4%	151
Caribbean ocean cruise	11.2%	6.5%	9.0%	124
An organized overnight guided tour where you stayed in a single location	9.2%	3.9%	6.7%	136
To a casino	7.1%	2.4%	4.9%	144
Ocean cruise - Other	6.4%	2.9%	4.8%	134
To a winery	5.8%	1.1%	3.6%	161
Alaskan ocean cruise	3.6%	1.2%	2.5%	144
Cruise on another lake or river	3.0%	0.8%	2.0%	152
To a factory	2.9%	0.6%	1.8%	160
Some other type of cruise	2.4%	0.9%	1.7%	141
In the air as a pilot or passenger of an airplane or helicopter	2.3%	0.4%	1.4%	160
Great Lakes cruise	0.6%	0.2%	0.4%	149
Cruise on the St. Lawrence River	0.4%	0.1%	0.3%	151
Submarine cruise	0.4%	0.1%	0.2%	149

### Benefits Sought While on Vacation

Similar to most U.S. Pleasure Travelers, those who visited Historical Sites, Museums and Art Galleries while on trips tend to 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, this activity segment is much more likely than the average U.S. Pleasure Traveler to seek novelty, intellectual stimulation and learning opportunities while on vacation (e.g., enrich your perspective on life, gain knowledge of history and other cultures or places, stimulate your mind).

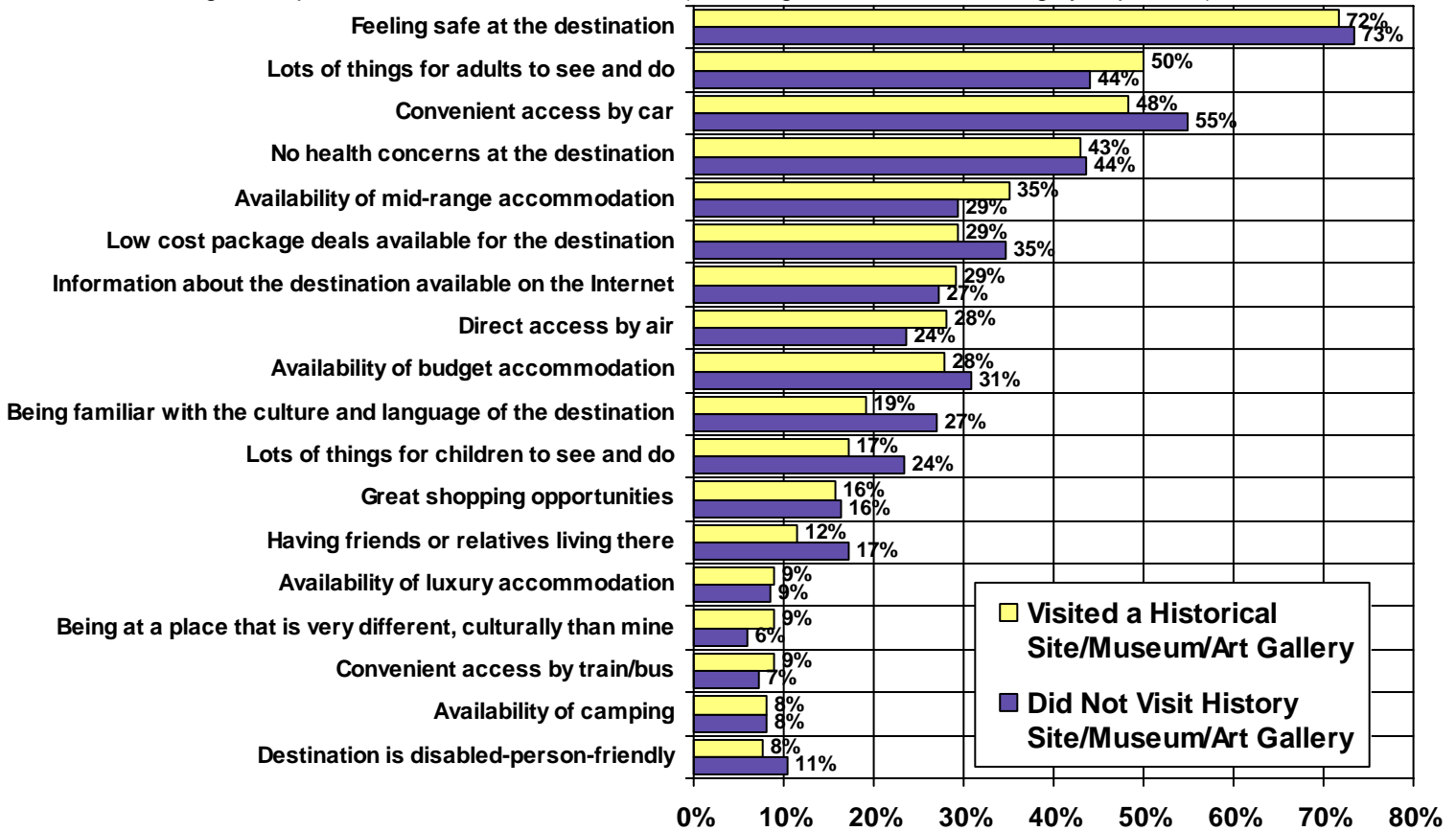
Fig.13 Benefits Sought While on Vacation  
(Percent Rating Each Benefit as “Highly Important”)



**Other Attributes of a Destination Considered Important**

The majority of those visiting Historical Sites, Museums and Art Galleries on trips consider it important that they feel safe while on vacation and have lots of things to see and do. However, relative to the average U.S. Pleasure Traveler, this segment considers it more important that a vacation destination offers mid-range priced accommodation and direct access by air. Conversely, this segment considers it less important that a destination offers lots of things for children to see and do, budget accommodations, low-cost package deals and convenient access by car. Those visiting Historical Sites, Museums and Art Galleries on trips are also less likely to consider it important that a destination has a familiar culture and language. In fact, a distinctive culture is likely to be quite appealing to this knowledge-seeking sector of the travel market.

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



### How Destinations Are Selected

Similar to most U.S. Pleasure Travelers, those who visited Historical Sites, Museums and Art Galleries on trips tend to begin their vacation planning with a desired destination in mind. However, relative to the average U.S. Pleasure Traveler, this activity segment is slightly more likely to begin planning a vacation by looking for a package deal with no particular destination in mind.

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

	Visited a Historical Site / Museum / Art Gallery	Did Not Visit a Historical Site / Museum / Art Gallery	Pleasure Travelers	Index
Size of Market	91,158,918	79,351,323	170,510,241	100
<b>Summer</b>				
Started with a desired destination in mind	60.3%	55.5%	58.2%	104
Started by considering specific activities wanted to do	9.6%	10.3%	9.9%	97
Started with a certain type of vacation experience in mind	17.7%	16.8%	17.3%	102
Looked for packaged deals - no destination in mind	1.3%	0.9%	1.1%	115
Considered something else first	4.1%	5.2%	4.6%	90
Don't Know / Other	7.0%	11.3%	8.9%	79
<b>Winter</b>				
Started with a desired destination in mind	60.0%	57.4%	58.9%	102
Started by considering specific activities wanted to do	11.5%	10.9%	11.3%	102
Started with a certain type of vacation experience in mind	15.7%	13.5%	14.8%	106
Looked for packaged deals - no destination in mind	1.6%	1.2%	1.4%	111
Considered something else first	4.6%	6.4%	5.3%	86
Don't Know / Other	6.6%	10.5%	8.3%	80

### Trip Planning and Information Sources Consulted

The majority of those who visited Historical Sites, Museums and Art Galleries on trips are solely (39.5%) or partly responsible (17.9%) for planning their vacation trips. The majority use Internet websites, past experience and word-of-mouth to obtain travel information. Relative to the average U.S. Pleasure Traveler, they are more likely to get travel information from official travel guides or brochures from a state or province, travel guidebooks such as Fodor’s, and television programs.

Fig. 16 Who Plans Vacations and Information Sources Consulted

		Visited a Historical Site / Museum / Art Gallery	Did Not Visit a Historical Site / Museum / Art Gallery	Pleasure Travelers	Index
Size of Market		91,158,918	79,351,323	170,510,241	100
Who Plans Trips?	Respondent plans trips	39.5%	38.8%	39.2%	101
	Trip planning a shared responsibility	17.9%	17.2%	17.6%	102
	Someone else plans trips	42.6%	44.0%	43.2%	99
Information Sources Consulted	An Internet website	82.6%	67.7%	76.0%	109
	Past experience / Been there before	60.0%	47.5%	54.5%	110
	Advice of others / Word-of-mouth	52.3%	36.7%	45.4%	115
	Maps	41.1%	22.0%	32.7%	126
	An auto club such as AAA	29.5%	17.1%	24.0%	123
	Official travel guides or brochures from state / province	29.3%	9.5%	20.6%	143
	Visitor information centres	28.0%	10.8%	20.4%	137
	Articles in newspapers / magazines	25.3%	9.1%	18.1%	140
	A travel agent	22.8%	13.4%	18.6%	122
	Travel information received in the mail	20.5%	9.8%	15.8%	130
	Travel guide books such as Fodor's	18.2%	4.2%	12.0%	151
	Advertisements in newspapers / magazines	14.1%	6.9%	10.9%	129
	Programs on television	10.3%	3.1%	7.1%	145
	An electronic newsletter or magazine received by e-mail	8.3%	3.1%	6.0%	139
Advertisements on television	4.9%	2.9%	4.0%	122	
Visits to trade, travel or sports shows	3.2%	1.5%	2.4%	132	

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

Those who visited Historical Sites, Museums and Art Galleries when on trips are more likely than the average U.S. Pleasure Traveler to use the Internet when planning and booking trips (77.5% planning, 57.1% booking online). The majority use travel planning / booking websites (e.g., Expedia), hotel or resort websites and airline websites. They are also more likely than average to use the tourism website of a country, region or city.

Those visiting Historical Sites, Museums and Art Galleries on trips most often book accommodation and airline tickets over the Internet. They are more likely than the average U.S. Pleasure Traveler to use the Internet to book tickets for rail, bus or boat / ship fares.

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

		Visited a Historical Site / Museum / Art Gallery	Did Not Visit a Historical Site / Museum / Art Gallery	Pleasure Travelers	Index
Size of Market		91,158,918	79,351,323	170,510,241	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	22.5%	40.7%	31.0%	73
	Uses Internet to plan trips only	20.4%	19.7%	20.1%	102
	Uses Internet to book part of trip	57.1%	39.6%	48.9%	117
Types of Websites Consulted	A travel planning / booking website	59.3%	50.0%	55.6%	107
	A website of a hotel or resort	57.9%	46.3%	53.3%	109
	An airline's website	50.7%	37.7%	45.6%	111
	A tourism website of a country / region / city	42.6%	23.6%	35.1%	121
	A website of an attraction	38.7%	25.1%	33.4%	116
	Some other website	27.2%	21.9%	25.1%	108
	A cruise line website	14.9%	8.7%	12.4%	119
	A motorcoach website	1.6%	0.9%	1.3%	123
Parts of Trips Booked Over The Internet	Accommodations	75.2%	66.4%	71.9%	105
	Air tickets	74.7%	63.7%	70.6%	106
	Car rental	42.6%	30.3%	38.0%	112
	Tickets or fees for specific activities or attractions	29.4%	21.2%	26.3%	112
	A package containing two or more items	19.9%	14.3%	17.8%	112
	Tickets for rail, bus or boat/ship fares	14.5%	7.5%	11.9%	122
	Other	3.1%	2.6%	2.9%	107

### Media Consumption Habits

Those who visited Historical Sites, Museums and Art Galleries on trips are avid consumers of travel-related media. They are more likely than the average U.S. Pleasure Traveler to read the travel sections of daily and weekend newspapers, read travel magazines, watch travel shows on television and visit travel-related websites. They are also more likely than average to consume news and information-oriented media, including newspapers, news or talk radio and news-related websites. Their interest in culture and natural history is reflected in their television viewing habits (e.g., biography, history, science & nature) and magazine preferences (e.g., science & geography).

Fig. 18 Media Consumption Habits

		Visited a Historical Site / Museum / Art Gallery	Did Not Visit a Historical Site / Museum / Art Gallery	Pleasure Travelers	Index
	Size of Market	91,158,918	79,351,323	170,510,241	100
Newspaper Readership	Reads daily newspaper	62.9%	56.5%	59.9%	105
	Reads weekend edition of newspaper	59.2%	51.3%	55.5%	107
	Reads local neighbourhood or community newspapers	53.1%	45.4%	49.5%	107
	Reads other types of newspapers	16.5%	10.9%	13.9%	119
	Frequently or occasionally reads travel section of daily newspaper	49.2%	35.8%	43.0%	114
	Frequently or occasionally reads travel section of weekend newspaper	57.1%	40.4%	49.3%	116
Types of Magazines Read (Top 5 Indexed)	Travel (e.g., Condé Nast)	14.7%	5.9%	10.6%	139
	Magazines about your city	9.4%	4.1%	6.9%	135
	Regional magazines	9.1%	4.2%	6.8%	133
	Science and geography	18.4%	9.1%	14.0%	131
	Photography and video	5.0%	2.7%	3.9%	128
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	35.1%	21.9%	28.9%	121
	Biography	37.5%	27.5%	32.9%	114
	History	50.8%	38.3%	45.0%	113
	Science & nature shows	41.4%	31.5%	36.8%	113
	Home & garden shows	35.6%	28.7%	32.4%	110
Type of Radio Programs Listened To (Top 5 Indexed)	Classical music	18.0%	9.8%	14.1%	127
	Jazz / Big band	12.3%	7.4%	10.0%	123
	News / Talk / Information	38.1%	25.9%	32.4%	117
	Multicultural	5.5%	3.8%	4.7%	117
	Soft music / Adult contemporary	27.8%	20.9%	24.6%	113
Types of Websites Visited (Top 5 Indexed)	Travel	55.7%	38.4%	48.0%	116
	Newspaper sites	33.2%	25.1%	29.6%	112
	Network news sites (e.g., CNN)	42.8%	33.6%	38.7%	111
	Magazine sites	16.3%	13.0%	14.8%	110
	Sites for specific activities or interests	34.7%	29.8%	32.5%	107

<b>Appendix One</b>		
<b>U.S. TAMS 2006 Culture and Entertainment Segmentation</b>		
<b>Activity Segment</b>	<b>Activities in Segment</b>	
<b>Historical Sites, Museums and 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 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	