

**U.S. TRAVEL MARKET**

**Ocean Activities While on Trips  
Of One or More Nights**

*A Profile Report*

**May 18, 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  
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Columbia, Parks Canada Agency, Government of Yukon, Government of Northwest Territories







## Ocean Activities While on Trips

### Market Incidence

Over the last two years, 30.4% (67,469,472) of adult Americans participated in Ocean Activities while on an out-of-town, overnight trip of one or more nights. The most popular Ocean Activities were sunbathing or sitting on a beach (22.3%), and swimming in the ocean (21.1%). Snorkeling (8.1%) and ocean kayaking or canoeing (1.8%) were less popular. Only 0.8% of adult Americans participated in all four of these activities while on trips in the past two years.

42.3% of those who participated in Ocean Activities while on trips (28,541,974 adult Americans) reported that this activity was the main reason for taking at least one trip in the past two years. Sunbathing or sitting on a beach (42.8%) was most likely to have been the main reason for taking a trip, followed by swimming (31.3%), snorkeling (22.4%), and ocean kayaking or canoeing (15.1%).

Fig. 1 Incidence of Ocean Activities While on Trips<sup>1</sup>

|   | Number Who Did Ocean Activities <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                            | 67,469,472                                   | 28,541,974                                | 170,510,241                                | 222,846,268                                   |
| Ocean Activities (All Activities)         | 67,469,472                                   | 42.3%                                     | 39.6%                                      | 30.4%   |
| Sunbathing or sitting on a beach          | 49,511,936                                   | 42.8%                                     | 29.0%                                      | 22.3%   |
| Swimming                                  | 46,944,249                                   | 31.3%                                     | 27.5%                                      | 21.1%   |
| Snorkeling                                | 17,870,383                                   | 22.4%                                     | 10.5%                                      | 8.1%  |
| Ocean kayaking or canoeing                | 4,017,292                                    | 15.1%                                     | 2.4%                                       | 1.8%  |
| Participated in all four Ocean Activities | 1,678,524                                    | 7.7%                                      | 1.0%                                       | 0.8%  |

- 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 Ocean Activities 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 Ocean Activities on trips are over-represented among those living in the east coast regions of the United States (e.g., New England, Middle Atlantic, South Atlantic) and in Alaska. They are also over-represented in medium to large cities (population 500,000 or more).

Fig. 2 Geographic Distribution & Population Size of Those Who Did Ocean Activities While on Trips

|                      | Total Population | Estimated Number Who Did Ocean Activities | Percent of Pleasure Travelers in Region Who Did Ocean Activities on a Trip | Percent of Total Regional Population Who Did Ocean Activities on a Trip |
|----------------------|------------------|---|--|---|
| United States        | 222,846,268      | 67,469,472                                | 39.6%  | 30.4%   |
| New England          | 11,095,629       | 4,358,896                                 | 50.9%  | 39.4%   |
| Middle Atlantic      | 31,005,526       | 10,898,964                                | 47.3%  | 35.4%   |
| East North Central   | 34,621,254       | 10,262,406                                | 38.5%  | 29.8%   |
| West North Central   | 15,024,360       | 3,748,597                                 | 31.1%  | 25.0%   |
| South Atlantic       | 42,602,998       | 14,244,941                                | 44.4%  | 33.7%   |
| East South Central   | 13,597,436       | 3,729,646                                 | 39.0%  | 27.6%   |
| West South Central   | 24,853,901       | 5,602,421                                 | 30.9%  | 22.6%   |
| Mountain             | 15,030,720       | 3,981,514                                 | 32.9%  | 26.7%   |
| Pacific              | 34,529,689       | 10,461,735                                | 37.5%  | 30.4%   |
| Alaska               | 484,754          | 180,352                                   | 42.7%  | 37.2%   |
| Not Available        | 745,757          | 273,945                                   | 44.2%  | 36.7%   |
| Less than 100,000    | 29,429,442       | 6,347,718                                 | 30.6%  | 21.7%   |
| 100,000 to 499,999   | 36,551,501       | 9,586,138                                 | 35.3%  | 26.4%   |
| 500,000 to 1,999,999 | 52,335,815       | 16,111,392                                | 40.5%  | 31.0%   |
| 2,000,000 or more    | 103,783,753      | 35,150,278                                | 42.8%  | 34.0%   |

Those who participated in Ocean Activities on trips are most likely to live in the District of Columbia, Massachusetts, Delaware, New Jersey, Maryland, Connecticut and Rhode Island. They are least likely to live in landlocked states including South Dakota, Montana, New Mexico, Arkansas, Kansas and Wyoming (see Fig. 3 on next page).



## Demographic Profile

Unlike most outdoor activity types, those who participated in Ocean Activities on a trip are slightly more likely to be female than male. The majority are young or middle-aged adults (18 to 44 years of age) and married. They are more likely than the average U.S. Pleasure Traveler to have dependent children (under 18 years of age) living at home. This is a relatively affluent segment with above-average levels of education (64.7% university degree) and household incomes (\$86,226).

Fig. 4 Demographic Profile of Ocean Activity Participants Relative to All U.S. Pleasure Travelers

| Attribute                | Size of Market                   | Ocean Activities | Non-Ocean Activities <sup>1</sup> | Pleasure Travelers | Index <sup>2</sup> |
|--------------------------|----------------------------------|------------------|-----------------------------------|--------------------|--------------------|
|                          |                                  | 67,469,472       | 103,040,769                       | 170,510,241        | 100                |
| Gender                   | Male                             | 47.5%            | 49.2%                             | 48.5%              | 98                 |
|                          | Female                           | 52.5%            | 50.8%                             | 51.5%              | 102                |
| Age of Respondent        | 18 to 24                         | 12.6%            | 9.7%                              | 10.8%              | 116                |
|                          | 25 to 34                         | 23.8%            | 19.1%                             | 21.0%              | 113                |
|                          | 35 to 44                         | 19.9%            | 15.6%                             | 17.3%              | 115                |
|                          | 45 to 54                         | 22.4%            | 20.1%                             | 21.0%              | 107                |
|                          | 55 to 64                         | 13.4%            | 16.8%                             | 15.5%              | 87                 |
|                          | 65 Plus                          | 7.9%             | 18.7%                             | 14.4%              | 55                 |
| Average Age              |                                  | 42.2             | 47.6                              | 45.4               | N/A                |
| Marital Status           | Not married                      | 27.8%            | 32.4%                             | 30.5%              | 91                 |
|                          | Married                          | 72.2%            | 67.6%                             | 69.5%              | 104                |
| Parental Status          | No children under 18             | 64.8%            | 73.5%                             | 70.0%              | 93                 |
|                          | Children under 18                | 35.2%            | 26.5%                             | 30.0%              | 117                |
| Education                | High school or less              | 15.8%            | 23.6%                             | 20.5%              | 77                 |
|                          | Trade, Technical, Community Col. | 19.4%            | 22.6%                             | 21.4%              | 91                 |
|                          | University Degree                | 44.7%            | 38.6%                             | 41.1%              | 109                |
|                          | Post Graduate Degree             | 20.0%            | 15.2%                             | 17.1%              | 117                |
| Household Income         | Under \$20,000                   | 5.1%             | 10.1%                             | 8.1%               | 63                 |
|                          | \$20,000 to \$39,999             | 11.6%            | 19.3%                             | 16.2%              | 71                 |
|                          | \$40,000 to \$59,999             | 15.5%            | 17.5%                             | 16.7%              | 93                 |
|                          | \$60,000 to \$79,999             | 15.1%            | 14.4%                             | 14.7%              | 103                |
|                          | \$80,000 to \$99,999             | 13.4%            | 10.4%                             | 11.6%              | 115                |
|                          | \$100,000 to \$149,999           | 18.6%            | 11.6%                             | 14.4%              | 130                |
|                          | \$150,000 or more                | 9.8%             | 4.6%                              | 6.7%               | 147                |
| Not stated               | 11.0%                            | 12.1%            | 11.7%                             | 94                 |                    |
| Average Household Income |                                  | \$86,226         | \$66,395                          | \$74,303           | N/A                |

1 - "Non-Ocean Activities" 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 Ocean Activities on any trip. The numbers of Ocean Activities and Non-Ocean Activities equal the number of Pleasure Travelers.

2 - The "Index" is calculated by dividing the percent for Ocean Activity participants in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which those who did Ocean Activities 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 Ocean Activities on trips traveled more frequently than the average U.S. Pleasure Traveler. They were more likely than average to have taken trips within their own state and to other American states in the past two years. They were much more likely than average to have visited the Caribbean, Mexico and overseas destinations.

Those who participated in Ocean Activities while traveling were slightly more likely than the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (17.4% versus 14.6%). They were most likely to visit Ontario (9.8%), British Columbia (5.0%) and Quebec (4.2%). This segment was also more likely than the average U.S. Pleasure Traveler to have visited one of the eastern Canadian provinces (e.g., Newfoundland and Labrador, Nova Scotia, Prince Edward Island, New Brunswick). The east coast skew in the travel patterns of this segment of the market reflects the fact that they live primarily on the U.S. Eastern seaboard.

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

|                           | Ocean Activities | Non-Ocean Activities | Pleasure Travelers | Index |
|---------------------------|------------------|----------------------|--------------------|-------|
| Size of Market            | 67,469,472       | 103,040,769          | 170,510,241        | 100   |
| All destinations          | 90.8%            | 81.8%                | 85.4%              | 106   |
| Canada                    | 17.4%            | 12.7%                | 14.6%              | 119   |
| Newfoundland and Labrador | 0.5%             | 0.4%                 | 0.4%               | 124   |
| Prince Edward Island      | 0.7%             | 0.5%                 | 0.6%               | 119   |
| New Brunswick             | 1.0%             | 0.7%                 | 0.8%               | 122   |
| Nova Scotia               | 1.6%             | 1.2%                 | 1.3%               | 117   |
| Quebec                    | 4.2%             | 2.4%                 | 3.1%               | 134   |
| Ontario                   | 9.8%             | 7.2%                 | 8.3%               | 119   |
| Manitoba                  | 0.5%             | 0.5%                 | 0.5%               | 98    |
| Saskatchewan              | 0.5%             | 0.5%                 | 0.5%               | 94    |
| Alberta                   | 1.3%             | 1.1%                 | 1.2%               | 107   |
| British Columbia          | 5.0%             | 3.6%                 | 4.1%               | 121   |
| Yukon                     | 0.7%             | 0.5%                 | 0.6%               | 116   |
| Northwest Territories     | 0.3%             | 0.4%                 | 0.4%               | 88    |
| Nunavut                   | LT 0.1%          | 0.1%                 | LT 0.1%            | 69    |
| Own State                 | 83.8%            | 77.0%                | 79.7%              | 105   |
| Other parts of the U.S.   | 94.8%            | 87.9%                | 90.6%              | 105   |
| Mexico                    | 22.4%            | 7.8%                 | 13.6%              | 165   |
| Caribbean                 | 23.8%            | 5.5%                 | 12.7%              | 187   |
| All other destinations    | 13.2%            | 7.1%                 | 9.6%               | 139   |

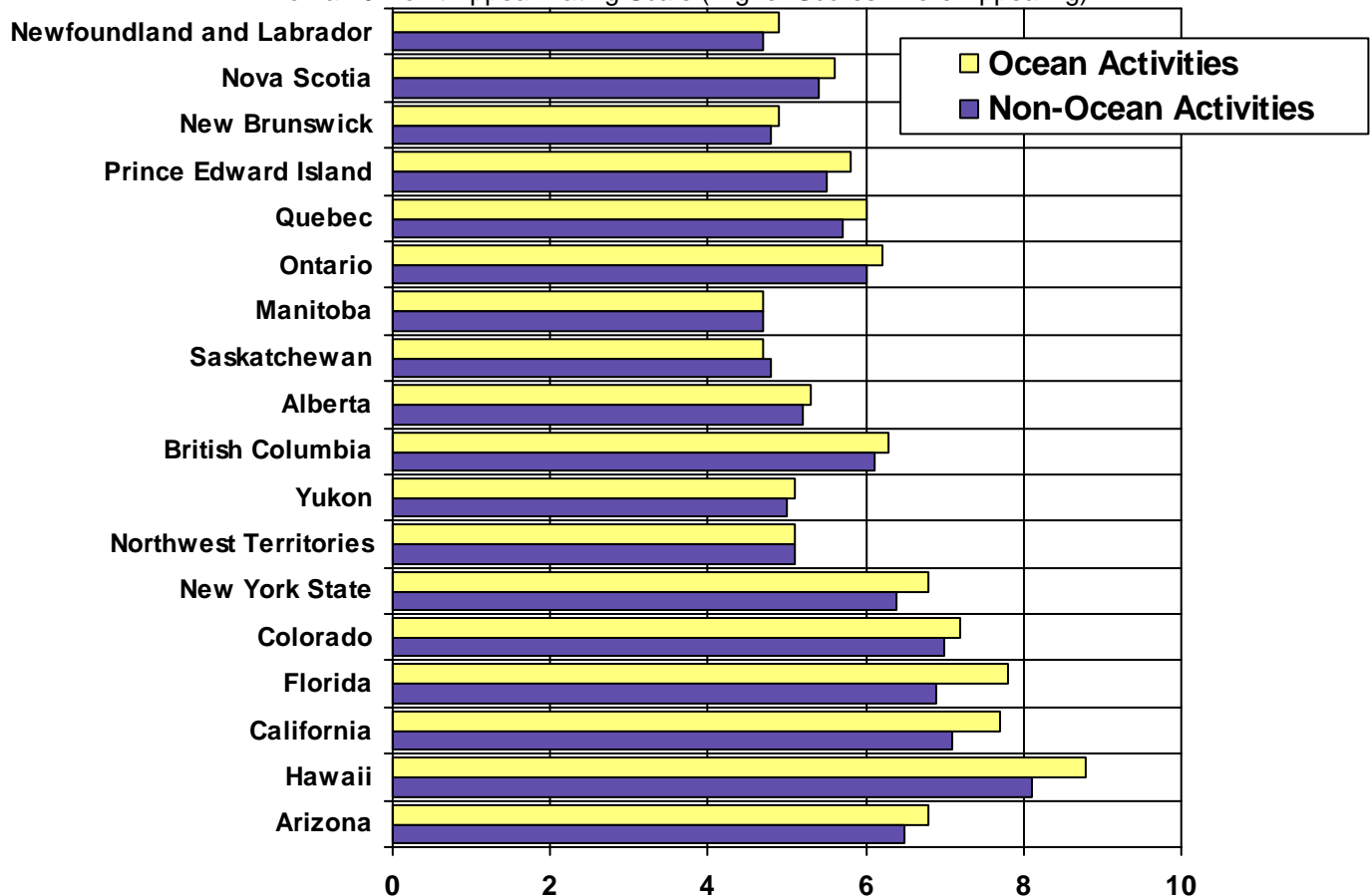
**Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories**

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.

British Columbia (6.3) received the highest rating among the Canadian destinations, followed by Ontario (6.2) and Quebec (6.0). The appeal ratings for the east coast provinces (Newfoundland & Labrador, Nova Scotia, New Brunswick, PEI) were higher among those who participated in Ocean Activities on trips than was observed for those who did not participate in such activities.

Overall, U.S. Pleasure Travelers rated the six reference U.S. states as more appealing than any of the Canadian destinations. Hawaii (8.6) received the highest rating from the Ocean Activities segment, followed by Florida (7.8) and California (7.7).

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 participated in Ocean Activities were much more active than the average U.S. Pleasure Traveler in other outdoor activities while on trips in the past two years. They were most likely to go wildlife viewing, boating and swimming, and play games and individual sports when on trips. Relative to the average U.S. Pleasure Traveler, those who participated in Ocean Activities on trips were much more likely to have engaged in other water-based activities (e.g., sailing and surfing; scuba and snorkeling), fitness activities (e.g., exercising and jogging; cycling), board & blade activities (e.g., rollerblading, skateboarding) and skiing activities (e.g., downhill skiing and snowboarding; cross-country skiing and snowshoeing) when on a trip.

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

|   | Ocean Activities | Non-Ocean Activities | Pleasure Travelers | Index |
|---|------------------|----------------------|--------------------|-------|
| Size of Market  | 67,469,472       | 103,040,769          | 170,510,241        | 100   |
| Wildlife Viewing  | 47.6%            | 26.6%                | 34.9%              | 136   |
| Boating & Swimming (e.g., motorboating, swimming in lakes)    | 37.0%            | 10.6%                | 21.0%              | 176   |
| Games & Individual Sports (e.g., tennis, board games)         | 35.6%            | 13.4%                | 22.2%              | 160   |
| Hiking, Climbing & Paddling                                   | 34.6%            | 16.2%                | 23.5%              | 147   |
| Fishing   | 25.0%            | 14.1%                | 18.4%              | 136   |
| Exercising and Jogging  | 24.3%            | 7.4%                 | 14.1%              | 172   |
| Golfing   | 15.7%            | 7.4%                 | 10.7%              | 147   |
| Downhill Skiing & Snowboarding                                | 13.3%            | 4.6%                 | 8.0%               | 166   |
| Cycling   | 11.5%            | 2.9%                 | 6.3%               | 182   |
| Team Sports (e.g., football, baseball, basketball)            | 11.2%            | 5.7%                 | 7.9%               | 143   |
| Snowmobiling & ATVing   | 10.7%            | 4.8%                 | 7.1%               | 150   |
| Horseback Riding  | 10.4%            | 3.4%                 | 6.2%               | 169   |
| Sailing and Surfing (e.g., sailing, windsurfing, parasailing) | 10.1%            | 1.2%                 | 4.8%               | 213   |
| Scuba & Snorkeling  | 9.0%             | 0.8%                 | 4.1%               | 221   |
| Board & Blade (e.g., ice skating, skateboarding)              | 7.3%             | 1.9%                 | 4.0%               | 181   |
| Hunting   | 6.0%             | 5.0%                 | 5.4%               | 110   |
| Motorcycling  | 4.3%             | 2.3%                 | 3.1%               | 140   |
| Cross-country Skiing & Snowshoeing                            | 3.3%             | 0.9%                 | 1.9%               | 176   |
| Extreme Air Sports (e.g., parachuting, bungee jumping)        | 2.8%             | 1.0%                 | 1.7%               | 160   |
| Extreme Skiing (e.g., heli-skiing, overnight x-country trips) | 0.6%             | 0.1%                 | 0.3%               | 184   |

### Outdoor Activities Pursued While Not on Trips

Most of those who participated in Ocean Activities while on trips also went swimming while NOT traveling. The majority also went on day outings to parks, exercised at home or at a fitness club, gardened at home and went picnicking when not on trips. This segment was more likely than the average U.S. Pleasure Traveler to have participated in other water-related activities (e.g., sailing or other boating, canoeing or kayaking) and several winter activities (e.g., downhill skiing, ice skating, snowmobiling, cross-country skiing, snowboarding) when not on a trip.

Fig. 8 Outdoor Activities Pursued While NOT on Trips

|  | Ocean Activities | Non-Ocean Activities | Pleasure Travelers | Index |
|--|------------------|----------------------|--------------------|-------|
| Size of Market                                     | 67,469,472       | 103,040,769          | 170,510,241        | 100   |
| Swimming   | 72.7%            | 45.9%                | 56.5%              | 129   |
| Day outing to a park                               | 68.9%            | 59.3%                | 63.1%              | 109   |
| Exercising at home or at a fitness club            | 63.6%            | 51.1%                | 56.0%              | 113   |
| Gardening  | 56.8%            | 50.7%                | 53.1%              | 107   |
| Picnicking   | 52.2%            | 44.8%                | 47.7%              | 109   |
| Hiking   | 39.6%            | 27.9%                | 32.5%              | 122   |
| Fishing  | 34.8%            | 31.4%                | 32.8%              | 106   |
| Camping  | 30.4%            | 24.2%                | 26.7%              | 114   |
| Cycling  | 29.4%            | 18.6%                | 22.9%              | 128   |
| Sailing or other boating                           | 26.5%            | 15.7%                | 20.0%              | 133   |
| Jogging  | 25.1%            | 15.9%                | 19.5%              | 129   |
| Hunting  | 22.7%            | 15.4%                | 18.3%              | 124   |
| Playing team sports                                | 20.0%            | 13.1%                | 15.8%              | 126   |
| Playing racquet sports (e.g., tennis or badminton) | 17.9%            | 10.1%                | 13.2%              | 136   |
| Riding an all-terrain vehicle (ATV)                | 13.1%            | 10.4%                | 11.5%              | 114   |
| Canoeing or kayaking                               | 11.3%            | 5.6%                 | 7.8%               | 144   |
| Hunting  | 11.3%            | 12.1%                | 11.8%              | 96    |
| Horseback riding                                   | 10.4%            | 7.4%                 | 8.6%               | 121   |
| Rollerblading                                      | 10.2%            | 5.4%                 | 7.3%               | 139   |
| Downhill skiing                                    | 8.9%             | 3.6%                 | 5.7%               | 156   |
| Ice-skating  | 7.9%             | 3.9%                 | 5.5%               | 143   |
| Snowmobiling                                       | 4.1%             | 2.8%                 | 3.3%               | 125   |
| Snowboarding                                       | 3.9%             | 1.9%                 | 2.7%               | 146   |
| Cross-country skiing                               | 3.5%             | 1.8%                 | 2.5%               | 141   |
| Skateboarding                                      | 3.0%             | 1.7%                 | 2.2%               | 136   |

### Culture and Entertainment Activities Pursued While on Trips

Relative to the average U.S. Pleasure Traveler, those participating in Ocean Activities are quite active in many culture and entertainment activities when on trips. The most popular culture and entertainment activities for this segment include going shopping and dining, visiting historical sites, museums and art galleries, visiting theme parks and exhibits, going to casinos, theatre and comedy clubs, and attending fairs and festivals.

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

|   | Ocean Activities | Non-Ocean Activities | Pleasure Travelers | Index |
|---|------------------|----------------------|--------------------|-------|
| Size of Market                            | 67,469,472       | 103,040,769          | 170,510,241        | 100   |
| Shopping and Dining                       | 88.3%            | 70.8%                | 77.7%              | 114   |
| Historical Sites, Museums & Art Galleries | 64.3%            | 46.3%                | 53.5%              | 120   |
| Theme Parks & Exhibits                    | 63.6%            | 39.4%                | 49.0%              | 130   |
| Casino, Theatre and Comedy Clubs          | 55.6%            | 38.7%                | 45.4%              | 122   |
| Fairs and Festivals                       | 54.8%            | 31.9%                | 41.0%              | 134   |
| Fine Dining and Spas                      | 45.1%            | 25.0%                | 33.0%              | 137   |
| Science and Technology Exhibits           | 32.2%            | 19.9%                | 24.8%              | 130   |
| Wine, Beer and Food Tastings              | 30.5%            | 18.0%                | 22.9%              | 133   |
| Rock Concerts and Recreational Dancing    | 22.7%            | 10.4%                | 15.3%              | 149   |
| Professional Sporting Events              | 22.0%            | 12.2%                | 16.1%              | 137   |
| Equestrian & Western Events               | 19.6%            | 12.7%                | 15.5%              | 127   |
| Garden Theme Attractions                  | 18.9%            | 10.2%                | 13.7%              | 139   |
| Agro-Tourism                              | 18.5%            | 10.3%                | 13.5%              | 137   |
| High Art Performances                     | 15.1%            | 8.2%                 | 10.9%              | 138   |
| Aboriginal Cultural Experiences           | 12.1%            | 6.3%                 | 8.6%               | 141   |
| Theatre, Film & Musical Festivals         | 11.4%            | 6.3%                 | 8.3%               | 137   |
| Amateur Tournaments                       | 11.0%            | 5.5%                 | 7.7%               | 144   |
| Archaeological Digs & Sites               | 7.8%             | 4.0%                 | 5.5%               | 142   |
| Participatory Historical Activities       | 5.5%             | 2.9%                 | 3.9%               | 139   |
| National & International Sporting Events  | 2.8%             | 1.2%                 | 1.9%               | 152   |

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

When not traveling, most of those who participated in Ocean Activities on trips went to restaurants, visited festivals or fairs, and visited zoos or aquariums. Relative to the average U.S. Pleasure Traveler, individuals in this segment were more likely to visit day spas and to participate in music-oriented entertainment activities when not on trips (e.g., bars with live pop or rock music, rock concerts, dancing).

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

|   | Ocean Activities | Non-Ocean Activities | Pleasure Travelers | Index |
|---|------------------|----------------------|--------------------|-------|
| Size of Market                                  | 67,469,472       | 103,040,769          | 170,510,241        | 100   |
| Going out to eat in restaurants                 | 95.5%            | 91.1%                | 92.8%              | 103   |
| Going to festivals or fairs                     | 71.3%            | 61.6%                | 65.5%              | 109   |
| Going to zoos or aquariums                      | 51.5%            | 41.8%                | 45.6%              | 113   |
| Going to amateur sporting events                | 46.9%            | 35.3%                | 39.9%              | 118   |
| Going to amusement or theme parks               | 44.3%            | 34.0%                | 38.1%              | 116   |
| Going to professional sporting events           | 42.7%            | 29.8%                | 34.9%              | 122   |
| Going to historic sites or heritage buildings   | 42.2%            | 38.8%                | 40.1%              | 105   |
| Going to museums                                | 40.6%            | 35.4%                | 37.5%              | 108   |
| Going to pick-your-own farms or farmers' market | 34.4%            | 29.7%                | 31.6%              | 109   |
| Going to live theatre                           | 33.5%            | 26.3%                | 29.2%              | 115   |
| Going to art galleries or art shows             | 31.4%            | 25.4%                | 27.8%              | 113   |
| Going to bars with live pop or rock bands       | 30.7%            | 18.9%                | 23.6%              | 130   |
| Going to gamble in casinos                      | 28.9%            | 27.4%                | 28.0%              | 103   |
| Going to rock music concerts                    | 28.1%            | 16.8%                | 21.3%              | 132   |
| Going dancing                                   | 25.7%            | 17.6%                | 20.8%              | 124   |
| Going to botanical gardens                      | 21.7%            | 18.9%                | 20.0%              | 109   |
| Going to classical music concerts               | 15.8%            | 14.3%                | 14.9%              | 106   |
| Going to day spas                               | 14.5%            | 7.5%                 | 10.3%              | 141   |
| Staying overnight in a hotel or B&B in own city | 11.8%            | 9.7%                 | 10.6%              | 112   |
| Going to jazz clubs                             | 9.4%             | 6.9%                 | 7.9%               | 119   |
| Going to rodeos                                 | 8.4%             | 8.1%                 | 8.2%               | 102   |
| Going to the ballet                             | 8.1%             | 6.3%                 | 7.0%               | 115   |
| Going to the opera                              | 6.3%             | 5.3%                 | 5.7%               | 110   |

### Accommodations Stayed In While on Trips

In the past two years, the majority of those who participated in Ocean Activities on trips stayed at a seaside resort. Public campgrounds were the next most popular type of accommodation, followed by a lakeside or riverside resort. They were more likely than the average U.S. Pleasure Traveler to have stayed at a health spa or on a houseboat while on a trip in the past two years.

Fig. 11 Accommodations Stayed In While on Trips

|  | Ocean Activities | Non-Ocean Activities | Pleasure Travelers | Index |
|--|------------------|----------------------|--------------------|-------|
| Size of Market   | 67,469,472       | 103,040,769          | 170,510,241        | 100   |
| Seaside Resort   | 53.9%            | 19.0%                | 37.7%              | 143   |
| A Public Campground in a National, State, Provincial or Municipal Park | 33.4%            | 36.5%                | 34.8%              | 96    |
| Lakeside / Riverside Resort  | 26.6%            | 24.4%                | 25.6%              | 104   |
| Ski Resort or Mountain Resort  | 20.6%            | 15.9%                | 18.4%              | 112   |
| A Private Campground   | 19.8%            | 22.2%                | 20.9%              | 95    |
| A Camp Site in a Wilderness Setting (Not a Campground)                 | 9.4%             | 9.9%                 | 9.6%               | 97    |
| Health Spa   | 8.0%             | 4.7%                 | 6.5%               | 123   |
| A Motor Home or RV while Traveling or Touring (Not a Camping Trip)     | 7.6%             | 10.0%                | 8.7%               | 88    |
| Wilderness Lodge You Can Drive to by Car                               | 7.1%             | 7.3%                 | 7.2%               | 99    |
| Country Inn or Resort with Gourmet Restaurant                          | 4.4%             | 3.7%                 | 4.1%               | 107   |
| Farm or Guest Ranch  | 3.8%             | 4.4%                 | 4.1%               | 93    |
| On a Houseboat   | 3.6%             | 2.2%                 | 2.9%               | 122   |
| Remote or Fly-In Wilderness Lodge                                      | 2.0%             | 1.4%                 | 1.7%               | 117   |
| Cooking School   | 1.4%             | 0.9%                 | 1.2%               | 117   |
| Remote or Fly-In Wilderness Outpost                                    | 1.1%             | 0.7%                 | 0.9%               | 117   |
| Wine Tasting School  | 1.0%             | 0.8%                 | 0.9%               | 110   |

### Tours and Cruises Taken During Past Two Years

Those who participated in Ocean Activities most often took sameday tours (e.g., self-guided and guided tours, city tours, scenic countryside drives) while on trips in the past two years. Relative to the average U.S. Pleasure Traveler, this segment was much more likely to have taken a Caribbean cruise. They were also especially more likely than average to take a sightseeing cruise, a submarine cruise, an air tour as a passenger or pilot, a winery tour and a wilderness tour.

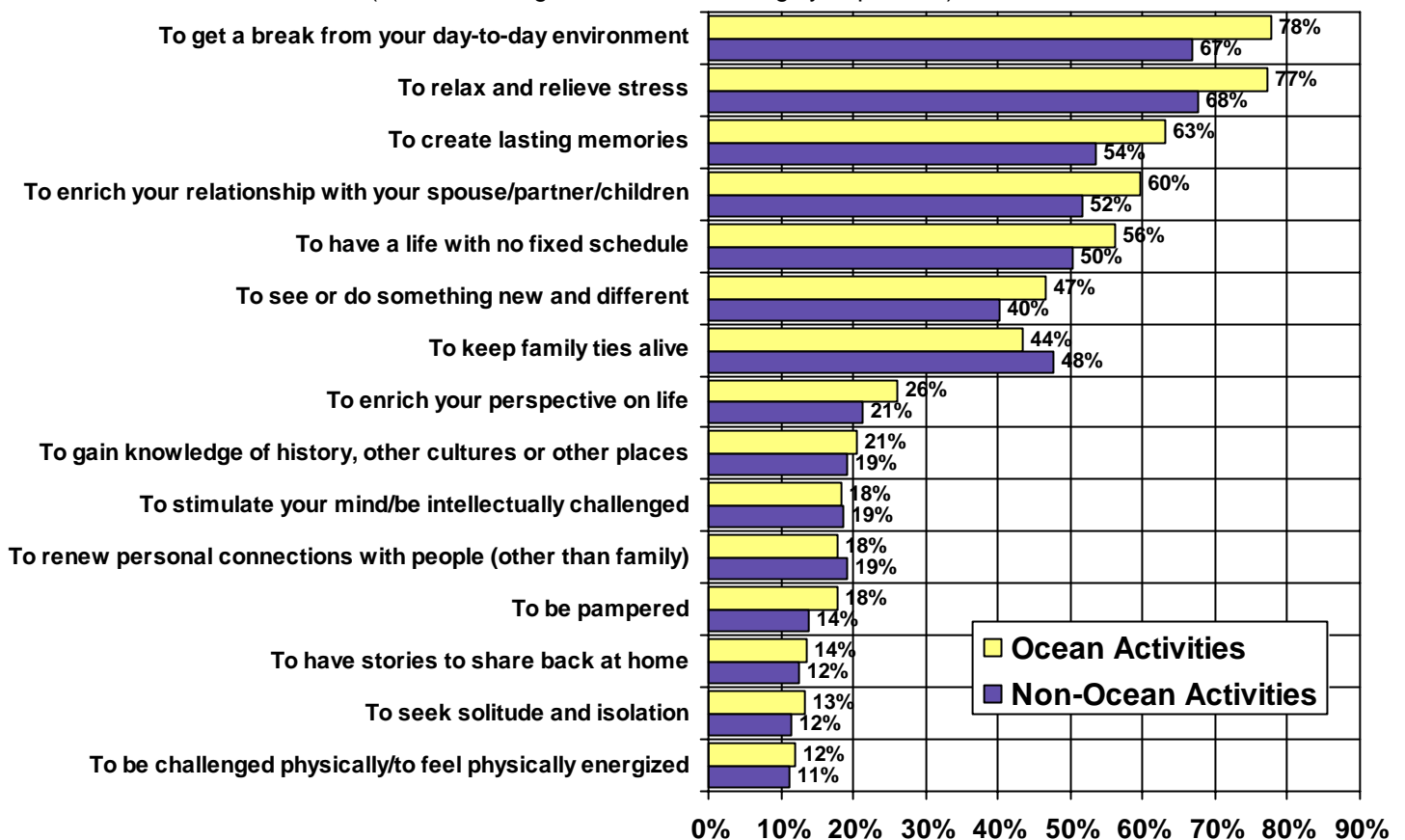
Fig. 12 Tours and Cruises Taken During Past Two Years

|  | Ocean Activities | Non-Ocean Activities | Pleasure Travelers | Index |
|--|------------------|----------------------|--------------------|-------|
| Size of Market   | 67,469,472       | 103,040,769          | 170,510,241        | 100   |
| An organized sameday guided tour while on an overnight trip                | 26.1%            | 13.6%                | 18.5%              | 141   |
| A self-guided sameday tour while on an overnight trip                      | 26.0%            | 14.7%                | 19.2%              | 135   |
| Around the city  | 21.7%            | 11.9%                | 15.8%              | 138   |
| Around the country side - scenic drives                                    | 18.4%            | 9.6%                 | 13.1%              | 140   |
| Caribbean ocean cruise   | 15.6%            | 4.7%                 | 9.0%               | 174   |
| A self-guided overnight tour where you stayed in different locations       | 13.7%            | 8.2%                 | 10.4%              | 132   |
| On the water (sightseeing cruise)  | 12.6%            | 4.6%                 | 7.8%               | 162   |
| Some other type of tour  | 11.7%            | 6.9%                 | 8.8%               | 133   |
| Wilderness tour  | 11.4%            | 4.9%                 | 7.4%               | 153   |
| An organized overnight guided tour where you stayed in different locations | 9.6%             | 6.8%                 | 7.9%               | 122   |
| An organized overnight guided tour where you stayed in a single location   | 7.9%             | 6.0%                 | 6.7%               | 117   |
| Ocean cruise - Other   | 6.9%             | 3.4%                 | 4.8%               | 144   |
| To a casino  | 6.6%             | 3.8%                 | 4.9%               | 136   |
| To a winery  | 5.5%             | 2.3%                 | 3.6%               | 153   |
| Alaskan ocean cruise   | 2.8%             | 2.3%                 | 2.5%               | 113   |
| Cruise on another lake or river  | 2.6%             | 1.6%                 | 2.0%               | 132   |
| To a factory   | 2.4%             | 1.4%                 | 1.8%               | 132   |
| In the air as a pilot or passenger of an airplane or helicopter            | 2.2%             | 0.9%                 | 1.4%               | 159   |
| Some other type of cruise  | 2.2%             | 1.4%                 | 1.7%               | 129   |
| Great Lakes cruise   | 0.6%             | 0.3%                 | 0.4%               | 145   |
| Submarine cruise   | 0.5%             | 0.1%                 | 0.2%               | 182   |
| Cruise on the St. Lawrence River   | 0.3%             | 0.3%                 | 0.3%               | 110   |

### Benefits Sought While on Vacation

Most of those who participated in Ocean Activities while on a trip use their vacations to get a break from their day-to-day environment, relax and relieve stress, create lasting memories, enrich family relationships, and live without a fixed schedule. In fact, this segment tends to place more importance on each of these benefits than the average U.S. Pleasure Traveler. Those who participate in Ocean Activities on trips are also more likely to seek destinations that offer new and different things to see and do and allow them to enrich their perspective on life.

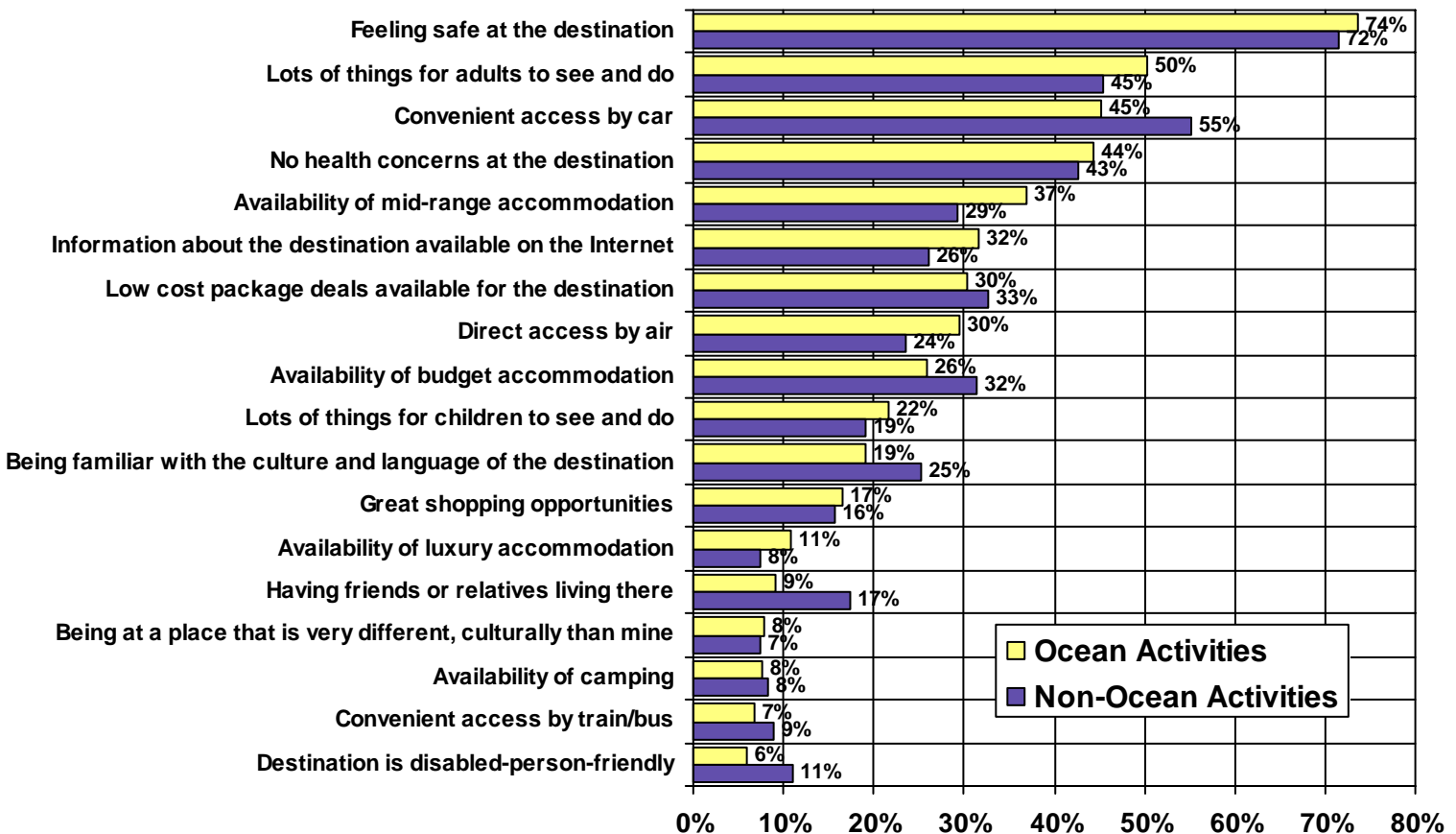
Fig.13 Benefits Sought While on Vacation  
(Percent Rating Each Benefit as "Highly Important")



### Other Attributes of a Destination Considered Important

The majority of those who participated in Ocean Activities on trips consider it important to feel safe at a destination and have lots to see and do. Relative to the average U.S. Pleasure Traveler, they consider it important that a destination has mid-ranged cost accommodation, information on the Internet and direct access by air. They are less likely than the average U.S. Pleasure Traveler to consider it important that a destination is easily accessible by car, offers budget accommodation, has a familiar language and culture, or has friends or relatives living nearby.

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



### How Destinations Are Selected

Respondents were asked a series of questions concerning how they select destinations. Most of those who participated in Ocean Activities on trips start their trip planning with a particular destination in mind. They are also more likely than the average U.S. Pleasure Traveler to look for package deals without having a particular destination in mind for both their summer and winter vacations, although this is not the most common practice for those in the Ocean Activities segment.

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

|  | Ocean Activities | Non-Ocean Activities | Pleasure Travelers | Index |
|--|------------------|----------------------|--------------------|-------|
| <b>Size of Market</b>                                      | 67,469,472       | 103,040,769          | 170,510,241        | 100   |
| <b>Summer</b>  |                  |                      |                    |       |
| Started with a desired destination in mind                 | 58.7%            | 57.8%                | 58.2%              | 101   |
| Started by considering specific activities wanted to do    | 9.4%             | 10.3%                | 9.9%               | 95    |
| Started with a certain type of vacation experience in mind | 18.8%            | 16.1%                | 17.3%              | 109   |
| Looked for packaged deals - no destination in mind         | 1.3%             | 0.9%                 | 1.1%               | 119   |
| Considered something else first                            | 3.9%             | 5.1%                 | 4.6%               | 86    |
| Don't Know / Other   | 7.7%             | 9.8%                 | 8.9%               | 87    |
| <b>Winter</b>  |                  |                      |                    |       |
| Started with a desired destination in mind                 | 58.9%            | 59.0%                | 58.9%              | 100   |
| Started by considering specific activities wanted to do    | 13.3%            | 9.7%                 | 11.3%              | 118   |
| Started with a certain type of vacation experience in mind | 15.0%            | 14.6%                | 14.8%              | 101   |
| Looked for packaged deals - no destination in mind         | 1.9%             | 1.1%                 | 1.4%               | 130   |
| Considered something else first                            | 4.2%             | 6.3%                 | 5.3%               | 79    |
| Don't Know / Other   | 6.8%             | 9.4%                 | 8.3%               | 83    |

### Trip Planning and Information Sources Consulted

As with most U.S. Pleasure Travelers, those who participated in Ocean Activities on trips (58.5%) are involved in planning vacations. The majority use Internet websites, their own past experiences, and the experiences or advice of others for travel information. They are also more likely than the average U.S. Pleasure Traveler to obtain information from a travel guide book (e.g., Fodor's), a travel agent and an electronic newsletter or magazine received by e-mail.

Fig. 16 Who Plans Vacations and Information Sources Consulted

|   |   | Ocean Activities | Non-Ocean Activities | Pleasure Travelers | Index |
|---|---|------------------|----------------------|--------------------|-------|
| Size of Market                          |   | 67,469,472       | 103,040,769          | 170,510,241        | 100   |
| Who Plans Trips?                        | Respondent plans trips                                    | 39.9%            | 38.7%                | 39.2%              | 102   |
|   | Trip planning a shared responsibility                     | 18.6%            | 16.9%                | 17.6%              | 106   |
|   | Someone else plans trips                                  | 41.5%            | 44.4%                | 43.2%              | 96    |
| Information Sources Consulted           | An Internet website                                       | 85.3%            | 69.4%                | 76.0%              | 112   |
|   | Past experience / Been there before                       | 60.8%            | 50.1%                | 54.5%              | 112   |
|   | Advice of others / Word-of-mouth                          | 53.6%            | 39.6%                | 45.4%              | 118   |
|   | Maps  | 34.0%            | 31.7%                | 32.7%              | 104   |
|   | An auto club such as AAA                                  | 27.4%            | 21.6%                | 24.0%              | 114   |
|   | A travel agent  | 25.8%            | 13.6%                | 18.6%              | 139   |
|   | Official travel guides or brochures from state / province | 25.4%            | 17.1%                | 20.6%              | 124   |
|   | Visitor information centres                               | 24.0%            | 17.8%                | 20.4%              | 118   |
|   | Articles in newspapers / magazines                        | 23.4%            | 14.4%                | 18.1%              | 129   |
|   | Travel information received in the mail                   | 18.7%            | 13.7%                | 15.8%              | 119   |
|   | Travel guide books such as Fodor's                        | 17.4%            | 8.2%                 | 12.0%              | 145   |
|   | Advertisements in newspapers / magazines                  | 13.4%            | 9.1%                 | 10.9%              | 123   |
|   | Programs on television                                    | 9.1%             | 5.8%                 | 7.1%               | 127   |
|   | An electronic newsletter or magazine received by e-mail   | 8.2%             | 4.5%                 | 6.0%               | 136   |
|   | Advertisements on television                              | 4.9%             | 3.4%                 | 4.0%               | 122   |
| Visits to trade, travel or sports shows | 3.0%  | 2.1%             | 2.4%                 | 123                |       |

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

Those who participated in Ocean Activities on trips are more likely than the average U.S. Pleasure Traveler to use the Internet to plan trips (80.2%) and to purchase trip components (59.9%). The majority use travel planning / booking websites (e.g., Expedia), hotel or resort websites and airline websites. They most often book accommodation and airline tickets over the Internet. This segment is also more likely than average to use the Internet to book travel packages and to purchase rail, bus or boat / ship fares in advance.

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

|   |  | Ocean Activities | Non-Ocean Activities | Pleasure Travelers | Index |
|---|--|------------------|----------------------|--------------------|-------|
|   | Size of Market   | 67,469,472       | 103,040,769          | 170,510,241        | 100   |
| Percent Using Internet to Plan or Book Travel | Does not use the Internet                              | 19.9%            | 38.2%                | 31.0%              | 64    |
|   | Uses Internet to plan trips only                       | 20.3%            | 20.0%                | 20.1%              | 101   |
|   | Uses Internet to book part of trip                     | 59.9%            | 41.8%                | 48.9%              | 122   |
| Types of Websites Consulted                   | A travel planning / booking website                    | 62.5%            | 49.7%                | 55.6%              | 112   |
|   | A website of a hotel or resort                         | 58.7%            | 48.6%                | 53.3%              | 110   |
|   | An airline's website                                   | 52.1%            | 39.9%                | 45.6%              | 114   |
|   | A tourism website of a country / region / city         | 39.8%            | 31.1%                | 35.1%              | 113   |
|   | A website of an attraction                             | 36.5%            | 30.7%                | 33.4%              | 109   |
|   | Some other website                                     | 25.7%            | 24.5%                | 25.1%              | 103   |
|   | A cruise line website                                  | 17.9%            | 7.7%                 | 12.4%              | 144   |
|   | A motorcoach website                                   | 1.4%             | 1.3%                 | 1.3%               | 106   |
| Parts of Trips Booked Over The Internet       | Air tickets  | 75.4%            | 66.0%                | 70.6%              | 107   |
|   | Accommodations   | 74.8%            | 69.1%                | 71.9%              | 104   |
|   | Car rental   | 43.7%            | 32.6%                | 38.0%              | 115   |
|   | Tickets or fees for specific activities or attractions | 30.0%            | 23.0%                | 26.3%              | 114   |
|   | A package containing two or more items                 | 22.1%            | 13.7%                | 17.8%              | 124   |
|   | Tickets for rail, bus or boat / ship fares             | 14.3%            | 9.5%                 | 11.9%              | 121   |
|   | Other  | 3.3%             | 2.6%                 | 2.9%               | 111   |

### Media Consumption Habits

Travel-related media are the most effective channels by which to reach those who participate in Ocean Activities while on trips. This segment is more likely than the average U.S. Pleasure Traveler to read the travel sections of daily and weekend newspapers, read travel magazines, watch travel-related television programs and visit travel websites. They are also more likely than average to read magazines on fashion and beauty, and city lifestyles. They most often listen to pop and rock music radio stations (e.g., Top 40 or current hits, modern or alternative rock).

Fig. 18 Media Consumption Habits

|   |  | Ocean Activities | Non-Ocean Activities | Pleasure Travelers | Index |
|---|--|------------------|----------------------|--------------------|-------|
| Size of Market                                      |  | 67,469,472       | 103,040,769          | 170,510,241        | 100   |
| Newspaper Readership                                | Reads daily newspaper  | 59.6%            | 60.1%                | 59.9%              | 99    |
|   | Reads weekend edition of newspaper                                   | 58.3%            | 53.7%                | 55.5%              | 105   |
|   | Reads local neighbourhood or community newspapers                    | 50.9%            | 48.6%                | 49.5%              | 103   |
|   | Reads other types of newspapers                                      | 13.9%            | 13.9%                | 13.9%              | 100   |
|   | Frequently or occasionally reads travel section of daily newspaper   | 46.7%            | 40.6%                | 43.0%              | 109   |
|   | Frequently or occasionally reads travel section of weekend newspaper | 55.0%            | 45.6%                | 49.3%              | 112   |
| Types of Magazines Read (Top 5 Indexed)             | Travel (e.g., Condé Nast)  | 14.9%            | 7.8%                 | 10.6%              | 140   |
|   | Fashion and beauty   | 17.8%            | 11.5%                | 14.0%              | 127   |
|   | Magazines about your city  | 8.6%             | 5.8%                 | 6.9%               | 124   |
|   | Outdoor activities / sports  | 12.6%            | 9.5%                 | 10.7%              | 118   |
|   | Business, finance and investing                                      | 16.3%            | 12.4%                | 14.0%              | 117   |
| Type of Television Programs Watched (Top 5 Indexed) | Reality shows (e.g., American Idol)                                  | 45.5%            | 35.6%                | 39.5%              | 115   |
|   | Travel shows   | 32.9%            | 26.3%                | 28.9%              | 114   |
|   | Situation comedies (e.g., Friends)                                   | 57.2%            | 47.7%                | 51.5%              | 111   |
|   | Late night talk shows  | 29.5%            | 25.5%                | 27.1%              | 109   |
|   | Music/Music video shows / channels                                   | 30.0%            | 26.8%                | 28.1%              | 107   |
| Type of Radio Programs Listened To (Top 5 Indexed)  | Top 40 / Current hits  | 33.1%            | 21.5%                | 26.1%              | 127   |
|   | Modern rock / Alternative rock                                       | 40.3%            | 28.0%                | 32.9%              | 123   |
|   | All sports   | 13.6%            | 10.8%                | 11.9%              | 114   |
|   | Soft music / Adult contemporary                                      | 27.6%            | 22.6%                | 24.6%              | 112   |
|   | Multicultural  | 5.3%             | 4.4%                 | 4.7%               | 111   |
| Types of Websites Visited (Top 5 Indexed)           | Travel   | 56.8%            | 41.4%                | 48.0%              | 118   |
|   | Magazine sites   | 16.2%            | 13.8%                | 14.8%              | 109   |
|   | Entertainment  | 58.3%            | 50.3%                | 53.7%              | 108   |
|   | Network news sites (e.g., CNN)                                       | 41.8%            | 36.3%                | 38.7%              | 108   |
|   | Shopping (all types)   | 61.3%            | 53.3%                | 56.8%              | 108   |

| 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<br>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    |