

U.S. TRAVEL MARKET

**Culture and Entertainment Activities
While on Trips
of One or More Nights**

Overview Report

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Executive Summary

Over the last two years, 73.2% (163,188,817) of adult Americans participated in a culture and entertainment activity while on an out-of-town, overnight trip of one or more nights. Among U.S. Pleasure Travelers³, 92.5% participated in at least one culture and entertainment activity while on a trip during the past two years. U.S. Pleasure Travelers are much more likely to have participated in a greater number of culture and entertainment activities (10.0 culture and entertainment activities on average) than in outdoor activities (3.6 outdoor activities on average).

The number of culture and entertainment activities participated in while on trips tends to increase as the population of the area increases, with travelers from larger cities more likely to have participated in a greater number of culture and entertainment activities. As the number of culture and entertainment activities increases, respondents are progressively more likely to be married, better educated and to have higher household incomes. This pattern is consistent with the fact that the level of activity on trips (for both outdoor and for culture and entertainment activities) increases as the affluence of the traveler increases. This suggests that advertising directed at more affluent households is likely to attract more active travelers.

Travel and the Number of Culture and Entertainment Activities

There is also a strong association between the number of culture and entertainment activities participated in while on trips and the likelihood that the individual traveled to Canada. While only 5.9% of U.S. Pleasure Travelers who did not participate in a culture and entertainment activity visited Canada in the last two years, 23.2% of those who participated in eleven or more culture and entertainment activities while on trips visited Canada. The association between the likelihood of a trip to various regions in Canada and the number of travel-related culture and entertainment activities undertaken is especially strong for travel to Newfoundland and Labrador, the Yukon, Quebec, Alberta and British Columbia.

Overall, the appeal of all Canadian provinces and territories increase as the number of culture and entertainment activities participated in while traveling increases. This pattern is particularly evident for British Columbia, Quebec and the Atlantic Provinces suggesting that these regions of Canada may be especially appealing to U.S. Pleasure Travelers who are active in culture and entertainment activities.

As might be expected, there is a strong association between the number of culture and entertainment activities participated in while traveling and participation in culture and entertainment activities while not traveling. This relationship is especially evident for patronage of the ballet, live theatre, art galleries and art shows and museums. These

activities are more often found in larger cities and tend to appeal to more affluent sectors of the travel market.

Those who participate in a greater number of culture and entertainment activities seek vacation experiences that are intellectually stimulating and offer opportunities to learn. They are also more likely to consider it important that a vacation offers novelty (i.e., to see and do something different, a different culture and language) and creates lasting memories. They consider it less important that the destination has family or friends living nearby.

The importance of the Internet as a trip planning and booking tool increases as the number of culture and entertainment activities participated in while traveling increases. Thus, while only 37.4% of those who did not participate in a culture and entertainment activity while on a trip use the Internet, 82.0% of those who participated in eleven or more culture and entertainment activities use the Internet to plan or book travel. The relation between the number of culture and entertainment activity types participated in and the use of various types of Internet websites is especially strong for websites related to specific attractions, cruise websites and the websites of a specific region or city.

As the number of travel-related culture and entertainment activities participated in increases, individuals are progressively more likely to read the travel section of the daily and weekend newspaper and travel magazines, to visit travel websites and to watch travel-related television programs. This suggests that the advertising culture and entertainment activities to travelers may be especially effective through the travel media.

Culture and Entertainment Activity Types

The 98 culture and entertainment activities assessed in the U.S. TAMS 2006 survey were submitted to a factor analysis to identify activities which tend to be undertaken by the same individuals while on trips. This analysis identified twenty culture and entertainment activity types (or segments) that are similar to one another in that individuals who participate in one activity within a group are also likely to participate in other activities within the same group while on a trip. The culture and entertainment activities types include History and Cultural Exploration (visiting historical sites, museums and art galleries; aboriginal cultural experiences; participatory historical activities; agro-tourism; archaeological digs and sites), Live Entertainment (attending high art performances; casino, theatre and comedy clubs; rock concerts and recreational dancing), Themed Attractions (science and technology exhibits; theme parks and exhibits; garden-themed attractions), Festivals and Fairs (theatre, film and musical festivals, local fairs and festivals), Sporting Events (professional sporting events; national and international sporting events; amateur tournaments; equestrian and western

events) and Shopping, Dining and Spas (shopping and dining; tastings; fine dining and spas).

The most common culture and entertainment activity type participated in while on trips was shopping and dining. Other common culture and entertainment activity types include visiting historical sites, museums and art galleries, visiting theme parks and exhibits, going to casinos, live theatre and comedy clubs and attending festivals and fairs. On the other hand, relatively few U.S. Pleasure Travelers visited an archaeological site or dig, took part in a participatory historical activity or attended a national or international sporting event. The most common culture and entertainment activity types which were identified as the “main reason” for taking at least one trip in the last two years include visiting a theme park or exhibit, going to a casino, theatre or comedy club and visiting historical sites, museums and art galleries. This pattern underscores the strong impact of mega-theme parks such as Disney World and Las Vegas casinos of U.S. Pleasure travel.

The percent of travelers who participated in each culture and entertainment activity type and stated that it was the main reason for taking at least one trip varies widely, from 51.4% for amateur tournaments to 14.1% for fine dining and spa visits. Events (e.g., amateur tournaments, theatre, film and musical festivals, professional sporting events, rock concerts, equestrian or western events) are more likely to be cited as the main reason for taking at least one trip than are travel activities such as shopping and dining or visits to attractions (e.g., garden-themed attractions, science and technology exhibits). This reflects the importance of events as a means by which to stimulate pleasure travel.

Travelers from large cities were more likely to attend high art performances, tasting and national and international sporting events while on trips. Those from rural areas and smaller towns were more likely to attend western and equestrian events and amateur tournaments. However, most culture and entertainment activities, and especially the more common activities, exhibit little variation by region or population density.

Overall, females are slightly more likely to participate in culture and entertainment activities while on trips and especially agro-tourism, high art performances and shopping and dining. Males are slightly more likely to attend sporting events and participate in archaeological digs. Most culture and entertainment activity types are gender-neutral.

Theatre, film and music festivals, theme parks and exhibits, rock concerts and sporting events tend to appeal to younger travelers. Participatory historical activities, high art performances and garden-themed attractions tend to appeal more to more mature travelers. In general, younger travelers are more likely to participate in high-energy,

physically-stimulating activities while more mature travelers are more likely to seek out novelty, opportunities to learn and intellectual stimulation.

There is wide variation in the participation rates in various culture and entertainment activity types across the lifecycle stages. For example, young singles and young couples are over-represented among attendees at sporting events, theatre, film and music festivals and rock concerts; young families exhibit particular interest in theme parks and exhibits and agro-tourism; mature families exhibit above-average participation rates in amateur tournaments (with their teenaged children most likely competing); middle-aged couples and senior couples exhibit particular interest in tastings and garden-themed attractions; and middle-aged singles exhibit above-average interest in high art performances, theatre, film and music festivals and rock concerts. This illustrates the importance of understanding which lifecycle sectors are attracted to each of the culture and entertainment types when developing advertising and marketing strategies.

There is a positive association between level of education and the likelihood that individuals participated in most of the culture and entertainment activity types while on a trip. This is especially the case for high art performances and activities which offer an opportunity to learn (e.g., aboriginal cultural experiences, archaeological digs and sites).

Participation in activities which involve fine cuisine (e.g., fine dining, tastings) or attractions and events which are typically expensive (e.g., high art performances, professional sporting events, international sporting events) tend to be associated with higher household incomes. Conversely, equestrian and western events, agro-tourism and festivals and fairs are more often associated with lower household incomes.

Those who participated in “cultural” and “educational” activities (e.g., participatory historical activities, aboriginal cultural experiences, archaeological digs and sites, high art performances) were more likely to have visited Canada than those who participated in entertainment activities (e.g., visits to theme parks or exhibits, festivals and fairs, fine dining and spas, shopping and dining). This would suggest that Canadian destinations appeal more to those interested in learning opportunities and exploring a different culture than to those who are primarily interested in entertainment and pampering.

There is a strong relationship between the culture and entertainment activities pursued and other similar cultural and entertainment activities undertaken while on trips. For example, those who attended sporting events were more likely to have attended other types of sporting events, those who attended live performances are more likely to attend other types of live performances and those who took part in a participatory cultural activity are more likely to have taken part in other participatory cultural activities. This

indicates that travel packages which combine several culture and entertainment activity types may be especially appealing to U.S. Pleasure Travelers.

There is an even stronger relationship between the types of culture and entertainment activities undertaken while traveling and the cultural and entertainment activities pursued while not traveling. Thus, for example, individuals who visit festivals and fairs on trips also visit festivals and fairs at home, those who go to spas while traveling also visit local spas, those who visit historical sites, museums and art galleries while traveling also visit local museums and art galleries and those who attend rock concerts on trips attend local rock concerts. This suggests that a promotion of Canadian culture and entertainment activities at similar types of U.S. events and attractions is likely to be quite effective.

There is also a relationship between the types of culture and entertainment activities pursued while on trips and the types of vacation benefits considered important. For example, those who went to attractions which tend to appeal to children (e.g., theme parks and exhibits, science and technology museums, agro-tourism) consider it important that a vacation helps keep family ties alive and enriches their relationship with family members. Those who participated in fine dining and spas or visited a casino, cuisine, theatre or comedy club consider it important that they are pampered while on vacations. Those who went shopping and dining or attended festivals and fairs consider it important that their vacations are relaxing, relieve stress and have no fixed schedule. By contrast, those who took part in participatory cultural activities (e.g., participatory historical activity, archaeological dig or site) consider it important that a vacation is intellectually stimulating, enriches their perspective on life and allows them to gain knowledge concerning the history or culture of an area.

Some culture and entertainment activity segments (e.g., aboriginal cultural experiences, participatory historical activities, archaeological digs and sites, high art performances, theatre, film and music festivals, garden-themed attractions) consider it important that a destination is culturally different from home. These tend to be better educated travelers who tend to seek novelty when they travel. These segments are also among the most likely to have taken a trip to Canada in the last two years.

Other culture and entertainment activity types (e.g., shopping and dining; casino, theatre and comedy clubs, professional sports), and especially those who participated in activities which tend to appeal to young families (e.g., science and technology exhibits, theme parks and exhibits, agro-tourism), consider it more important that a destination has a familiar culture and language. These culture and entertainment activity types are among the least likely to have taken a trip to Canada in the last two years.

Summary of 20 Culture and Entertainment Activity Types

Participatory Historical Activities

[3.0% (6,693,506) of adult Americans took part in participatory historical activities while on a trip] Those who took part in a participatory historical activity type were the most likely to have taken a trip to Canada in the last two years (32.8% versus 14.6% for the average U.S. Pleasure Traveler) and represent an excellent target market for Canadian tourism initiatives. This segment is comprised of the oldest participants of the twenty culture and entertainment activity types, with over-representation among mature and senior couples and mature singles. They have above-average education (67.9% have post secondary educations) and household incomes (\$80,934). Travelers who took part in participatory historical activities were active in a wide range of culture and entertainment pursuits while on trips, and especially those offering an opportunity to learn (e.g., aboriginal cultural experiences, visits to historical sites, museums and art galleries). They were also very active in outdoor activities and exhibit particular interest in activities and accommodation that bring them close to nature (e.g., wildlife viewing, hiking, climbing and paddling, wilderness tours, wilderness lodges). They seek vacation destinations that are intellectually stimulating, culturally distinctive, nature-oriented and provide opportunities to learn. They are avid consumers of travel-related media and can also be targeted effectively through city and regional magazines, classical music radio stations and history, nature and science media.

National and International Sporting Events

[1.4% (3,166,274) of adult Americans attended a national or international sporting event on a trip] Those who attended a national or international sporting event were the second most likely of the culture and entertainment activity types to have taken a trip to Canada (30.4%). They have very positive attitudes towards Canadian destinations and as such, they are an excellent target market for Canadian tourism initiatives despite being a very small segment. Those who attended a national or international sporting event are slightly more likely to be male and are over-represented among young singles and young couples. They are well-educated (71.4% have post-secondary educations; third highest of the 20 culture and entertainment segments) and have above-average household incomes (\$88,675; fifth highest). This segment is very active when they travel and especially in sports-related activities, both as a spectator and as a participant. They also exhibit above-average interest in live art performances, theatre, film and music festivals and strenuous outdoor activities. They seek vacations that offer novelty, intellectual stimulation, physical challenge and opportunities to learn. National and International Sporting Event attendees frequently use the Internet to plan and book travel and they can be most effectively targeted through travel-related and sports-related media.

Garden Theme Attractions

[1.3% (2,940,847) of Americans participated in an Extreme Air Sport while on a trip]

Those who have visited a garden-themed attraction were the third most likely of the culture and entertainment activity types to have taken a trip to Canada in the past two years (28.5%). Their positive attitude toward Canadian destinations and their frequent travel activities makes them a prime, albeit small, target market for Canadian tourism initiatives. This segment is the third oldest of the culture and entertainment activity types and they are over-represented among mature couples and senior couples. They are moderately affluent with above-average education (68.2% have post secondary educations) and household incomes (\$83,478). They seek vacation destinations that offer novelty, intellectual stimulation, cultural distinctiveness and opportunities to learn. They exhibit particular interest in attractions with an educational theme (e.g., science & technology exhibits, aboriginal cultural experiences, archaeological digs), but also enjoy high art performances and fine cuisine. This segment can be reached most effectively through travel-related media and home and garden / natural science magazines and television programs.

Aboriginal Cultural Experiences

[6.6% (14,641,128) of adult Americans participated in an aboriginal cultural experience on trips]

Those who engaged in an aboriginal cultural experience were the fourth most likely of the culture and entertainment activity types to have taken a trip to Canada in the past two years (28.1%). They exhibit very positive attitudes toward Canadian destinations and represent a strong target market for Canadian tourism activities. This segment is the sixth oldest of the culture and entertainment segments and they over-represented among mature couples, senior couples and senior singles. They are moderately affluent with above-average education (65.2% have post secondary educations) and household incomes (\$79,911). They seek vacation destinations that offer novelty and opportunities to learn. They exhibit particular interest in activities that bring them close to nature (e.g., wildlife viewing, hiking, climbing and paddling, wilderness tours, Alaskan ocean cruises). They are avid consumers of travel information and frequently obtain travel information from government guides, brochures and websites. They also exhibit an above-average interest in news and current events programming.

Archaeological Digs and Sites

[4.2% (9,414,005) of adult Americans visited archaeological digs and sites on a trip]

Those who visited an archaeological dig or site on a trip were the fifth most likely of the culture and entertainment activity types to have taken a trip to Canada in the past two years (27.7%). They exhibit the most positive attitude toward Canadian destinations of any segment and are an excellent target market for Canadian tourism activities. This segment is the fourth oldest of the culture and entertainment segments and they are

over-represented among senior couples. They are also the best educated of the culture and entertainment segments (74.6% have post secondary educations) and have the highest average household incomes (\$95,591). They were very active travelers and exhibit particular interest in attractions and activities that offer an opportunity to learn and bring them close to nature. However they are also interested in fine cuisine (e.g., wine, beer & food tastings). They seek vacations that offer novelty and intellectual stimulation. They are avid consumers of travel-related media and exhibit particular interest in magazines and television programs which focus on natural science, news and current events. They are the most frequent users of the Internet to research and book travel.

High Art Performances

[8.5% (18,666,340) of adult Americans attended a high art performance while on a trip]

Those who attended a high art performance (ballet, classical music, jazz concert, opera) on a trip were the sixth most likely of the culture and entertainment activity types to have taken a trip to Canada in the past two years (27.3%). They exhibit the sixth most positive attitude toward Canadian destinations of the culture and entertainment activity types and are a promising target market for Canadian tourism initiatives, especially concerning Ontario, British Columbia and Quebec. This segment is the second oldest of the culture and entertainment activity types and they are over-represented among mature and senior singles and senior couples. They are the second best educated of the culture and entertainment segments (74.2% have post secondary educations) and have the fourth highest household incomes (\$89,351). They seek vacation destinations that are novel, intellectually stimulating and offer gourmet cuisine, fine wine, luxury accommodation and spas. They are avid consumers of travel-related media but can also be reached through arts-related media (e.g., city lifestyle magazines, jazz or classical music radio) and current events media (e.g., newspapers, news radio, news websites).

Wine, Beer and Food Tastings

[17.7% (39,091,123) of adult Americans attended a wine, beer or food tastings while on a trip]

Those who took part in a wine, beer or food tasting while on a trip were the seventh most likely of the culture and entertainment activity segment to have taken a trip to Canada in the past two years (25.1%). They exhibit moderately positive attitude toward Canadian destinations and are a promising target market for Canadian tourism initiatives launched within winery regions and especially for Ontario and British Columbia. This segment is the fifth oldest of the culture and entertainment segments and they are over-represented among young, mature and senior couples. They are the ninth best educated of the culture and entertainment segments (67.9% have post secondary educations) and have the third highest household incomes (\$89,722). They seek destinations that are novel, intellectually stimulating, offer excellent cuisine and provide opportunities to learn. They

are avid consumers of travel-related media and can also be targeted effectively through media related to cuisine and house and home.

Theatre, Film and Musical Festivals

[6.5% (14,172,252) of adult Americans attended a theatre, film or music festival while on a trip] Those who attended a theatre, film or music festival were the eighth most likely of the culture and entertainment activity types to have taken a trip to Canada in the past two years (25.1%). They exhibit positive attitudes toward Canadian destinations (especially Quebec and Ontario), and often state (46.9%) that attending a festival was the main reason for at least one trip. As such, this is a very good target market for Canadian destinations that have these types of festivals. This segment is relatively young and over-represented among young singles, young couples and mature singles. They are moderately affluent (65.3% have post-secondary educations; average household income is \$79,645). They are very active in both cultural (e.g., high art performances) and entertainment activities (e.g., rock concerts) while on trips and also frequently participate in strenuous outdoor activities (e.g., downhill skiing and snowboarding). They seek vacations that are novel, social, intellectually stimulating and energetic. They can be targeted most effectively through radio stations and television with musical programming, magazines that focus on a given region or city (e.g., the New Yorker) and official tourism guides and information centres.

Professional Sporting Events

[12.5% (27,464,064) of adult Americans attended a professional sporting event while on a trip] Those who attended a professional sporting event were the ninth most likely of the culture and entertainment activity types to have taken a trip to Canada in the past two years (22.5%). They exhibit positive attitudes toward Quebec and Ontario, and often (45.9%) state that attending a professional sporting event was the main reason for taking at least one trip. As such, this is a very good target market for Quebec and Ontario. This segment is predominantly male (59%) and the third youngest of the culture and entertainment segments. They are over-represented among young singles and young couples. They are quite affluent (68.8% have post-secondary educations) and have the sixth highest average household income at \$88,675. While traveling, they often participate in strenuous outdoor activities (e.g., downhill skiing & snowboarding) and enjoy nightlife activities (e.g., rock concerts and recreational dancing), the arts (e.g., theatre, film and music festivals) and sporting events (e.g., amateur tournaments). They take vacations to relax and relieve stress, get a break from their day-to-day environment and have no fixed schedule. This segment can be targeted most effectively through sports-related media.

Agro-Tourism

[10.4% (23,067,110) of adult Americans participated in an agro-tourism activity while on a trip] Those who participated in an agro-tourism activity (e.g., entertainment farm, fruit-picking farm, dining at a farm, and visiting a harvesting or other farm operation) were the tenth most likely of the culture and entertainment activity types to have taken a trip to Canada in the past two years (22.3%). They exhibit a moderately positive attitude toward Canadian destinations (especially Ontario and British Columbia) and are a moderately interesting target market for Canadian tourism initiatives. This segment is over-represented among young families (with children 12 and under). They are the second least likely to have a post-secondary education (60.0%) and report the second lowest average household incomes (\$76,866) of the culture and entertainment activity types. They seek vacations that are family-oriented, intellectually stimulating, physically challenging and offer lots to see and do for both adults and children. Consistent with this, they are most likely to have engaged in family activities (e.g., horseback riding, cycling) and often visited educational attractions (e.g., historical sites, museums & art galleries, science & technology exhibits). They were also more likely to stay in public campgrounds and in a country setting (e.g., farm or guest ranch). This segment can be effectively targeted through family and home-oriented media (e.g., parenting magazines).

Science and Technology Exhibits

[19.1% (42,267,186) of adult Americans visited a science and technology exhibit while on trips] Those who visited a science and technology exhibit while on a trip were tied with agro-tourism participants as the tenth most likely of the culture and entertainment activity types to have taken a trip to Canada in the past two years (22.3%). They exhibit moderately positive attitudes toward Canadian destinations (especially Ontario and British Columbia) and are an interesting secondary target market for Canadian tourism activities. This segment is over-represented among young and mature families and they are moderately affluent with above-average education (68.1% have a post-graduate education) and household incomes (\$83,286). This segment is more likely than others to take family-oriented trips and to look for vacation destinations that are novel, offer opportunities to learn and lots for children to see and do. While on trips they enjoy shopping and dining, visits to historical sites, museums and art galleries, theme parks and exhibits and relaxing outdoor activities such as wildlife viewing, sunbathing and swimming. They are especially likely to visit the websites of specific attractions to obtain information and purchase tickets. This segment can best be reached through media with a science and nature theme (e.g., science & geography magazines).

Amateur Tournaments

[5.9% (13,082,310) of adult Americans attended an amateur tournament while on a trip] Those who attended an amateur tournament while on a trip were the twelfth most likely of the culture and entertainment activity types to have taken a trip to Canada in the past two years (21.0%). They exhibit a moderately positive attitude toward Canadian destinations (especially Ontario and British Columbia) however, since their travel is often determined by the location of the tournament (51.4% state that attending an amateur tournament was the main reason for at least one trip), they are a less interesting target market for Canadian tourism activities. This segment is more often male, often from smaller cities and towns and over-represented among mature families with teenage children (who are likely to be the participants in these tournaments). They are moderately affluent with above-average education (68.8% have a post-graduate education) and household incomes (\$84,756). They take vacations to get a break from their day-to-day environment, relax and relieve stress, create lasting memories and enrich family relationships. While traveling, they like to attend major sporting events and equestrian and western events, to exercise and jog, and to play golf, team sports and individual sports. This segment can be effectively targeted through sports-related media.

Equestrian and Western Events

[12.0% (26,347,324) of adult Americans attended equestrian and western events while on a trip] Those who attended an equestrian and western event while on a trip were the thirteen most likely of the culture and entertainment activity segment to have taken a trip to Canada in the past two years (20.6%). Overall, their impressions of Canada are the third lowest of the 20 culture and entertainment activity types, however, given that 50% report that attending an equestrian and western event was the main reason for at least one trip (the second highest), they may be of interest to Canadian regions that host such events. This segment is over-represented among those from smaller cities and towns as well as mature and senior couples. They are the least well-educated of the 20 culture and entertainment activity types (54.8% have a post-graduate education) and report the lowest average household income (\$76,438). While traveling they enjoy horseback riding and agro-tourism and they are more likely than average to participate in outdoor activities such as snowmobiling and ATVing, hunting and motorcycling. They seek vacation destinations that offer something new and different to see and do and consider it important that a destination is conveniently accessible by car and has camping available. This segment can be most effectively targeted through country music radio stations and sports-related media.

Fine Dining and Spas

[25.5% (56,185,945) of adult Americans went fine dining or visited a spa while on a trip]

Those who went fine dining or visited a spa while on a trip were the fourteen most likely of the culture and entertainment activity types to have taken a trip to Canada in the past two years (20.3%). Overall, they have modest impressions of Canadian destinations, but may be of interest to larger urban centers and spa operators in Canada (although fine dining and spa visits are the activities least often cited as the main reason for taking a trip). This segment is over-represented among those from larger urban centers as well as young couples. They are relatively well-educated (68.8% have a post-graduate education) and report the second highest average household income (\$91,604) of the 20 culture and entertainment activity types. While traveling they enjoy shopping, historical sites, museums, art galleries, casinos, live theatre, comedy clubs and wine, beer and food tastings. They also enjoy wildlife viewing, playing golf and sailing and surfing. This activity type seeks vacation destinations that are novel, intellectually stimulating, offer lots to see and do and allow them to be pampered. They can be most effectively targeted through lifestyle magazines, cultural media (e.g., jazz radio stations) and business-related media.

Rock Concerts and Recreational Dancing

[11.8% (26,005,373) of adult Americans went to a rock concert or recreational dancing on a trip]

Those who attended rock concerts or went recreational dancing while on trips were the fifteenth most likely of the culture and entertainment activity types to have taken a trip to Canada in the past two years (19.8%). Overall, they have modest impressions of Canadian destinations, but may be of interest to larger urban centers hosting rock concerts (as 47.2% stated they made at least one trip to attend a rock concert). They are typically from larger urban centers, the youngest of the 20 culture and entertainment activity types and over-represented among young singles and young couples. They are relatively well-educated (64.7% have a post-graduate education) and report above average household incomes (\$81,480). While traveling, they enjoy live arts performances, theatre, film and music festivals and physically strenuous outdoor activities. They also enjoy fine dining, winery tours and health spas. This segment seeks high-energy, activity-oriented vacation destinations that offer novelty, lots to see and do, intellectual stimulation, physical challenge, great shopping opportunities and an opportunity to be pampered. They can be most effectively targeted through music and entertainment media.

Historical Sites, Museums and Art Galleries

[41.4% (91,158,918) of adult Americans visited historical sites, museums & art galleries on trips] Visiting historical sites, museums and art galleries is the second most common cultural and entertainment activity type. However, this activity segment is the sixteenth most likely to have taken a trip to Canada in the past two years (19.7%). Overall, they have modest impressions of Canadian destinations, but do have a relatively positive impression of Ontario, Quebec and British Columbia. This segment is over-represented among those from larger urban centers as well as senior couples. They are relatively well-educated (65.8% have a post-graduate education) and report above-average household incomes (\$80,734). They seek vacation destinations that offer opportunities to learn and are more likely than average to participate in less strenuous outdoor activities such as wildlife viewing. They are more likely than the average U.S. Pleasure Traveler to obtain travel information from official travel guides and brochures. They are avid consumers of travel-related media (and especially travel magazines) and exhibit particular interest in news and current events media.

Casino, Theatre and Comedy Clubs

[35.1% (77,456,942) of adult Americans went to a casino, live theatre or comedy club on a trip] Those who went to a casino, live theatre or a comedy club were the fourth least likely of the twenty culture and entertainment activity types to have taken a trip to Canada in the past two years (19.6%). Overall, they have modest impressions of Canadian destinations, but may be of interest to areas that have casinos, as 38.1% stated they made at least one trip to visit a casino. This segment is over-represented among those from larger urban centers as well as young couples, mature couples and senior couples. They are moderately well-educated (61.8% have a post-graduate education) and report above-average household incomes (\$81,201). They enjoy live performances (e.g., high arts), fine cuisine, theatre, film and music festivals and ocean cruises. They look for vacation destinations which offer mid-priced or luxury accommodation, lots to see and do and an opportunity to be pampered. They are also more responsive to travel packages than the average U.S. Pleasure Traveler. They can be most effectively targeted through magazines that focus on city lifestyles and business, finance and investing.

Fairs and Festivals

[31.7% (69,847,152) of adult Americans visited fairs and festivals while on a trip] Those who went to a fair or festival (e.g., country fair, fireworks display, outdoor play or concert, carnival, ethnic festival) while on a trip were the third least likely of the twenty culture and entertainment activity types to have taken a trip to Canada in the past two years (19.3%). They have modest impressions of Canadian destinations, but may be of interest to Canadian areas that have larger festivals and fairs, as 29.8% stated they

made at least one trip to visit a fair or festival. Their demographic profile is similar to that of the average U.S. Pleasure Traveler although their level of education (61.8% have a post-graduate education) and household incomes (\$78,425) are somewhat above-average. They enjoy fine dining, winery tours, theatre, film and music festivals, spas and less strenuous outdoor activities (e.g., sunbathing, wildlife viewing). They seek vacation destinations that offer novelty, intellectual stimulation and opportunities to learn. They can be most effectively targeted through home and garden, craft and antique television shows, magazines and websites.

Theme Parks and Exhibits

[37.8% (83,501,751) of adult Americans visited theme parks and exhibits while on a trip]
Visiting a theme park or exhibit (e.g., amusement park, zoo, aquarium, water-theme park, movie theme park, wax museum) is the third most common cultural and entertainment activity type. However, this activity segment is the second least likely to have taken a trip to Canada in the past two years (16.7%). Overall, they have the least positive impressions of Canadian destinations and as such, this segment will be a challenge for Canadian tourism initiatives. This segment is over-represented among young families and mature families and they tend to vacation as a family. Their level of education (60.8% university or higher) and household incomes (\$78,940) are slightly above-average. They prefer relaxing vacations that enrich family relationships and offer lots of things to see and do for both adults and children. They can best be reached through family-oriented media such as family and parenting magazines.

Shopping and Dining

[60.4% (132,497,116) of adult Americans went shopping or dining on a trip]
Shopping or dining while on a trip is the most common cultural and entertainment activity type. However, this activity segment is the least likely to have taken a trip to Canada in the past two years (16.0%). Overall, they have the second least positive impressions of Canadian destinations and as such, this segment will be a challenge for Canadian tourism initiatives. This segment is over-represented among females, but beyond that their demographic profile is similar to that of the average U.S. Pleasure Traveler. Their level of education (60.8% university or higher) and household incomes (\$77,517) are slightly above-average. They prefer relaxing vacations, sightseeing and less strenuous outdoor activities (e.g., sunbathing). They look for destinations that offer plenty of shopping opportunities, mid-range priced accommodation, direct access by air and lots of things for adults to see and do. Shoppers and Diners can best be reached through television shopping channels and shopping websites.

Travel Activity and Motivation Survey (TAMS)

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

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

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

TAMS was sponsored by the following organizations:

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

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

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

This report profiles persons who participated in various types of culture and entertainment activities while on trips during the last two years. This report provides an overview of the twenty culture and entertainment activity segments identified in the U.S. TAMS database.



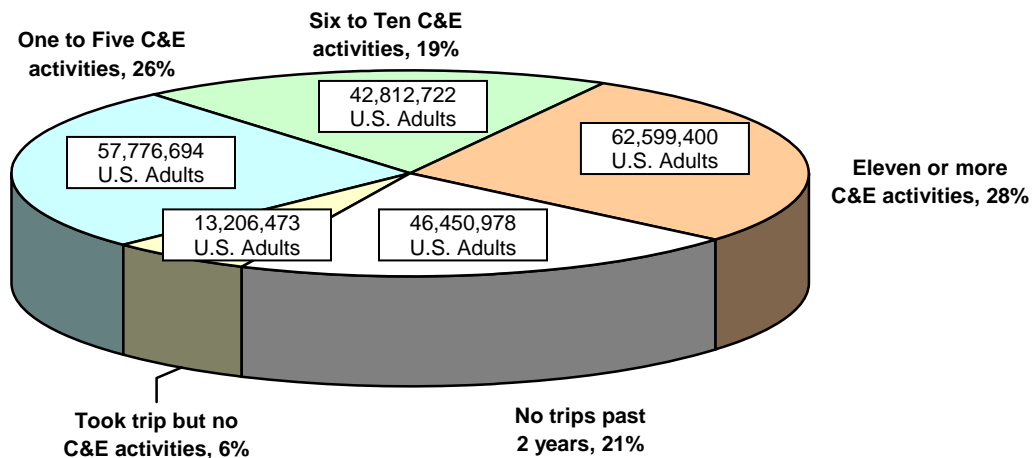
Culture and Entertainment Activities While on Trips

Market Incidence

Over the last two years, 73.2% (163,188,817) of adult Americans participated in a culture and entertainment activity¹ while on an out-of-town, overnight trip² of one or more nights. Overall, 25.9% (57,776,694) participated in one to five culture and entertainment activities, 19.2% (42,812,722) participated in six to ten culture and entertainment activities and 28.1% (62,599,400) participated in eleven or more culture and entertainment activities while on a trip during the past two years. Only 5.9% (13,206,473) took at least one overnight trip of one or more nights but did not participate in a culture and entertainment activity.

Among U.S. Pleasure Travelers³, 92.5% participated in at least one culture and entertainment activity while on a trip during the past two years. Moreover, U.S. Pleasure Travelers are much more likely to have participated in a greater number of culture and entertainment activities (10.0 culture and entertainment activities on average) than in outdoor activities (3.6 outdoor activities on average).

Fig. 1.1 Incidence of Culture and Entertainment Activities¹ While On Trips²



- 1 - "Culture and Entertainment activities" are defined as any of the 97 culture and entertainment activities listed in the TAMS questionnaire which were undertaken on an out-of-town, overnight trip of one or more nights. See Appendix One for a listing of all culture and entertainment activities.
- 2 - "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.
- 3 - "U.S. Pleasure Travelers" are defined as individuals who took at least one out-of-town, overnight pleasure trip in the last two years.

Incidence of Outdoor Participation by Region, State and Population Size

Participation in culture and entertainment activities while on trips is more likely among travelers from Alaska and the Pacific, Middle Atlantic and the New England regions of the United States. Participation in culture and entertainment activities is least likely among travelers from the East South Central and West South Central regions of the United States. The number of culture and entertainment activities participated in while on trips tends to increase as the population of the area increases, with those from larger cities more likely to have participated in a greater number of culture and entertainment activities while on trips.

Fig. 1.2 Geographic Distribution & Population Size of Those Who Participated in a Culture and Entertainment Activity While on Trips

	Total Population	Estimated Number Who Participated in a C&E Activity on a Trip	Percent of Pleasure Travelers in Region Who Participated in a C&E Activity on a Trip	Percent of Total Regional Population Who Participated in a C&E Activity on a Trip	Average Number of C&E Activities Participated in on a Trip
United States	222,846,268	160,132,366	93.9%	73.2%	7.7
New England	11,095,629	8,107,925	94.7%	74.0%	8.2
Middle Atlantic	31,005,526	21,827,970	94.7%	71.5%	8.0
East North Central	34,621,254	24,995,932	93.9%	73.5%	7.6
West North Central	15,024,360	11,238,138	93.3%	76.4%	7.8
South Atlantic	42,602,998	30,132,326	93.9%	71.9%	7.5
East South Central	13,597,436	8,938,910	93.5%	67.5%	6.7
West South Central	24,853,901	16,865,290	93.1%	70.3%	6.8
Mountain	15,030,720	11,343,137	93.6%	76.7%	7.9
Pacific	34,529,689	26,279,538	94.1%	77.2%	8.8
Alaska	484,754	403,201	95.5%	84.9%	11.6
Not Available	745,757	584,314	94.2%	79.5%	10.2
Less than 100,000	29,429,442	19,226,730	92.6%	67.2%	6.5
100,000 to 499,999	36,551,501	25,419,797	93.6%	71.2%	7.2
500,000 to 1,999,999	52,335,815	37,376,284	93.9%	72.7%	7.5
2,000,000 or more	103,783,753	77,525,241	94.4%	75.9%	8.4

In terms of the average number of culture and entertainment activities participated in, those from Alaska, California, New Jersey, Massachusetts, Nebraska, Minnesota and Connecticut were the most active in culture and entertainment activities while on trips during the past two years. Many of these states are among the more heavily populated areas of the United States. Those from Kentucky, Alabama, Arkansas, Maine and West Virginia participated in the fewest culture and entertainment activities while traveling during the past two years (see Fig. 1.3 on next page).

Demographic Profile

The number of culture and entertainment activities participated in while on trips is directly related to the demographics of the respondents. Thus, as the number of culture and entertainment activities increases, respondents are progressively more likely to be married, better educated and to have higher household incomes.

Fig. 1.4 Demographic Profile of Those Participating in Culture & Entertainment Activities on Trips

	Took no pleasure trips in last two years	Took a pleasure trip but did not participate in a C&E activity	Participated in one to five C&E activities	Participated in six to ten C&E activities	Participated in eleven or more C&E activities
Size of Market	52,336,027	10,377,875	55,700,897	42,221,263	62,210,207
Male	48.3%	52.9%	48.7%	47.4%	48.4%
Female	51.7%	47.1%	51.3%	52.6%	51.6%
18 to 24	11.5%	12.2%	11.9%	10.4%	10.0%
25 to 34	15.9%	16.1%	20.7%	23.0%	20.6%
35 to 44	13.0%	15.4%	17.6%	17.6%	17.1%
45 to 54	19.6%	19.5%	20.2%	20.8%	22.2%
55 to 64	16.4%	15.1%	14.2%	14.4%	17.5%
65 Plus	23.6%	21.7%	15.4%	13.8%	12.8%
Average Age	49.5	48.2	45.3	44.8	45.5
Not married	49.9%	39.2%	32.4%	29.3%	28.2%
Married	50.1%	60.8%	67.6%	70.7%	71.8%
No children under 18	78.7%	74.6%	67.7%	67.7%	72.9%
Children under 18	21.3%	25.4%	32.3%	32.3%	27.1%
High school or less	46.1%	33.2%	27.8%	19.0%	12.9%
Trade, Technical, Community Col.	23.3%	25.8%	23.2%	21.6%	18.9%
University Degree	24.5%	33.1%	37.7%	42.8%	44.2%
Post Graduate Degree	6.2%	7.9%	11.4%	16.6%	24.0%
Under \$20,000	29.3%	16.3%	10.5%	7.3%	5.1%
\$20,000 to \$39,999	25.0%	23.6%	20.3%	16.0%	11.5%
\$40,000 to \$59,999	14.0%	16.4%	18.0%	16.9%	15.4%
\$60,000 to \$79,999	7.1%	12.2%	14.0%	15.2%	15.3%
\$80,000 to \$99,999	4.2%	7.7%	10.2%	12.0%	13.2%
\$100,000 to \$149,999	3.9%	7.3%	10.8%	15.4%	18.0%
\$150,000 or more	1.3%	2.8%	4.0%	6.0%	10.2%
Not stated	15.1%	13.8%	12.1%	11.1%	11.3%
Average Household Income	\$39,740	\$54,353	\$64,163	\$74,259	\$86,567

Travel Activity (During Past Two Years)

There is also a strong association between the number of culture and entertainment activities participated in during the past two years and the likelihood that the individual traveled to all types of destinations. This is evident for travel to Canada where only 5.9% of those who did not participate in a culture and entertainment activity while on a trip visited Canada in the last two years compared to 23.2% of those who participated in eleven or more culture and entertainment activities.

The association between the likelihood of a trip to various areas in Canada and the number of culture and entertainment activities undertaken while on trips is especially strong for travel to Newfoundland and Labrador, the Yukon, Quebec, Alberta and British Columbia.

Fig. 1.5 Percent Traveling to Canada and Other Destinations during Past Two Years as a Function of the Number of Culture and Entertainment Activities Participated In on Trips

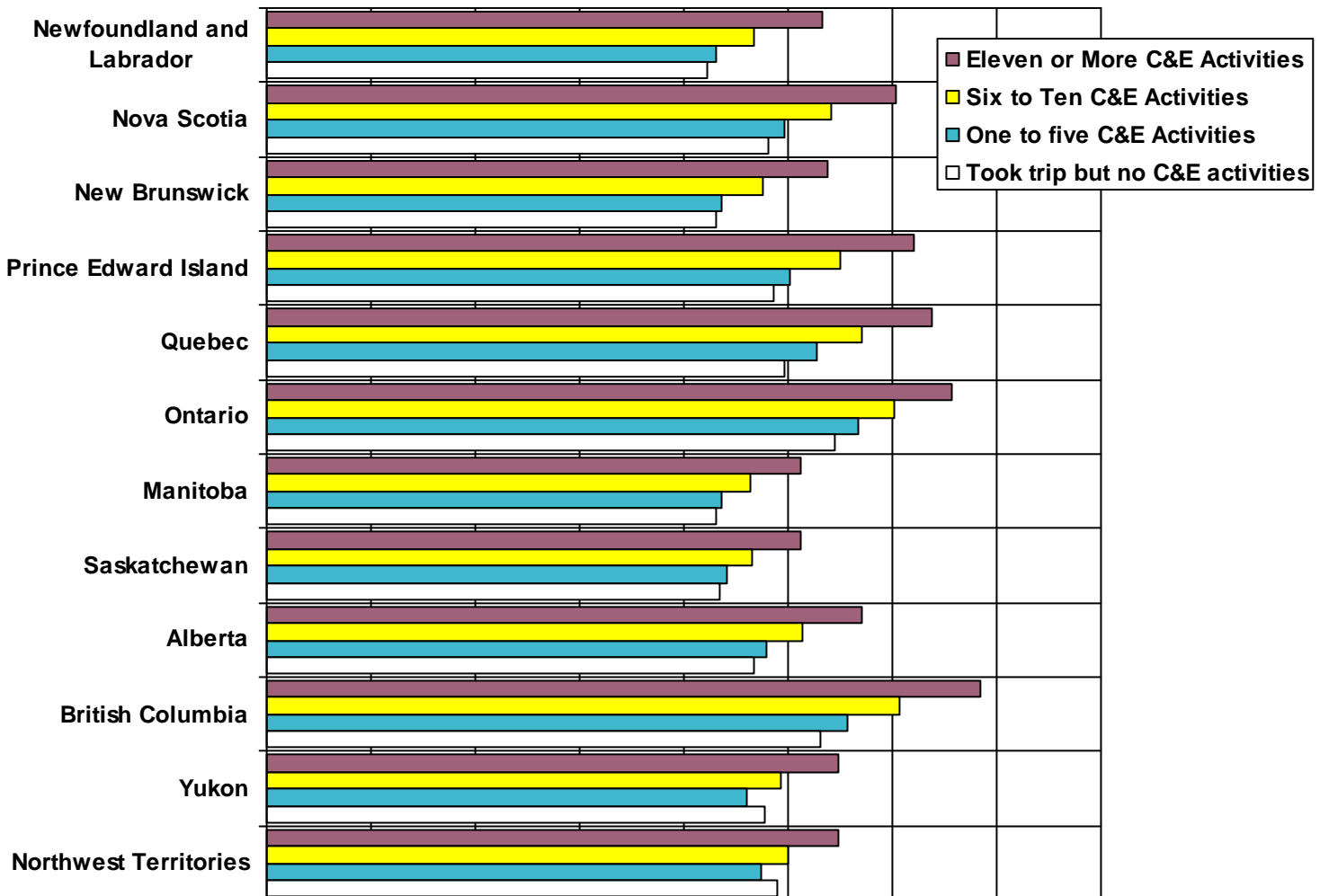
	Took a pleasure trip but did not participate in a C&E activity	Participated in one to five C&E activities	Participated in six to ten C&E activities	Participated in eleven or more C&E activities
Size of Market	10,377,875	55,700,897	42,221,263	62,210,207
All destinations	72.1%	78.4%	85.9%	93.3%
Canada	5.9%	8.2%	12.3%	23.2%
Newfoundland and Labrador	0.1%	0.1%	0.2%	0.8%
Prince Edward Island	0.2%	0.1%	0.4%	1.3%
New Brunswick	0.5%	0.2%	0.5%	1.6%
Nova Scotia	0.5%	0.5%	0.9%	2.5%
Quebec	0.8%	1.4%	2.1%	5.6%
Ontario	3.7%	4.7%	7.1%	13.0%
Manitoba	0.4%	0.2%	0.5%	0.8%
Saskatchewan	0.3%	0.2%	0.5%	0.8%
Alberta	0.3%	0.5%	0.9%	2.2%
British Columbia	1.1%	1.8%	3.2%	7.3%
Yukon	0.2%	0.2%	0.4%	1.1%
Northwest Territories	0.3%	0.2%	0.3%	0.7%
Nunavut	0.0%	0.0%	0.0%	0.1%
Own State	67.8%	72.3%	79.9%	87.9%
Other parts of United States	73.6%	85.1%	92.9%	96.6%
Mexico	5.1%	8.2%	11.9%	20.9%
Caribbean	4.2%	7.6%	11.6%	19.5%
All other destinations	3.6%	5.5%	7.8%	15.3%

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 as well as the Yukon and the Northwest Territories on a ten-point appeal scale where "10" is "Very Appealing" and "1" is "Very Unappealing".

Overall, the appeal ratings of all provinces and territories tend to increase as the number of culture and entertainment activities participated in while traveling increases. An increase in the appeal of various provinces and territories and the number of culture and entertainment activities participated in while traveling is especially strong for British Columbia, Quebec and the Atlantic Provinces. This suggests that these regions may be especially appealing to U.S. Pleasure Travelers who are active in culture and entertainment activities.

Fig. 1.6 Overall Rating of Appeal of Provinces and Territories as a Function of the Number of Culture and Entertainment Activities Participated in While on a Trip
Rating on a 10-Point Appeal Scale Where Higher Scores=More Appealing



Culture and Entertainment Activities Pursued While Not on Trips

As might be expected, there is a strong association between the number of culture and entertainment activities participated in while traveling and participation in culture and entertainment activities when not traveling. Those who participated in an increased number of culture and entertainment activities while on a trips were more likely to participate in all measured culture and entertainment activities while not traveling. The relationship between the number of culture and entertainment activities participated in while traveling and culture and entertainment pursuits at home is especially evident for patronage of the ballet and live theatre, art galleries and art shows and museums. These activities are more often found in larger cities and tend to appeal to more affluent sectors of the travel market. The association is less pronounced for common activities (e.g., dining in restaurants, attending festivals and fairs) and for activities which are more common in less populated areas (e.g., pick-your-own farm or farmer's market or rodeos).

Fig. 1.7 Culture and Entertainment Activities Pursued While NOT on Trips

	Took no pleasure trips in last two years	Took a pleasure trip but did not participate in a C&E activity	Participated in one to five C&E activities	Participated in six to ten C&E activities	Participated in eleven or more C&E activities
Size of Market	52,336,027	10,377,875	55,700,897	42,221,263	62,210,207
Going out to eat in restaurants	71.1%	80.9%	90.1%	94.3%	96.2%
Going to festivals or fairs	42.5%	43.2%	56.0%	65.1%	77.8%
Going to zoos or aquariums	26.4%	28.9%	37.1%	45.2%	56.4%
Going to amateur sporting events	21.3%	26.0%	33.2%	39.7%	48.3%
Going to historic sites or heritage buildings	19.9%	21.8%	27.0%	37.1%	57.0%
Going to amusement or theme parks	22.5%	24.3%	33.7%	38.3%	44.3%
Going to museums	17.6%	18.8%	23.2%	34.1%	55.7%
Going to professional sporting events	15.7%	21.3%	28.0%	35.1%	43.1%
Going to pick-your-own farms or farmers' market	24.3%	23.5%	26.0%	29.7%	39.2%
Going to gamble in casinos	16.1%	15.9%	25.3%	27.0%	33.1%
Going to live theatre	11.7%	14.2%	18.1%	26.1%	43.6%
Going to art galleries or art shows	11.1%	11.5%	14.4%	23.4%	45.4%
Going to bars with live pop or rock bands	13.0%	13.4%	18.9%	22.0%	30.5%
Going dancing	12.9%	12.4%	15.9%	19.5%	27.6%
Going to rock music concerts	10.8%	11.4%	16.1%	20.7%	28.0%
Going to botanical gardens	9.4%	10.6%	11.4%	17.1%	31.1%
Going to classical music concerts	7.4%	7.8%	8.5%	12.0%	23.8%
Staying overnight in local hotel or B&B	4.5%	7.3%	7.6%	9.1%	14.7%
Going to day spas	3.5%	3.9%	6.1%	8.7%	16.1%
Going to rodeos	5.7%	5.6%	7.2%	7.2%	10.2%
Going to jazz clubs	4.2%	4.2%	4.2%	5.9%	13.2%
Going to the ballet	2.6%	2.6%	3.3%	5.8%	12.0%
Going to the opera	2.3%	3.3%	3.1%	3.6%	10.0%

Outdoor Activities Pursued While on Trips

There is also an association between the number of types of culture and entertainment activities pursued while on trips and the percent who participated in each of the outdoor activity types while on a trip during the past two years. This association is observed for twenty of the twenty-one outdoor activity types, the one exception being hunting. There is a particularly strong association for less strenuous outdoor activities such as ocean activities (e.g., sunbathing, swimming in the ocean) and wildlife viewing. The association between the number of culture and entertainment activity types participated in while on trips and participation in outdoor activities is weaker for more strenuous outdoor activities (e.g., extreme air sports, extreme skiing, cross-country skiing and snowshoeing) and for outdoor activities involving vehicles (e.g., motorcycling, snowmobiling and ATVing). It should be noted that motorcycling and snowmobiling and ATVing are more likely to be undertaken by travelers from smaller towns and rural areas who also exhibit less interest in culture and entertainment pursuits while traveling.

Fig. 1.8 Outdoor Activities Pursued While on Trips
(See Appendix Two for a Definition of Each Type of Outdoor Activity)

	Took a pleasure trip but did not participate in a C&E activity	Participated in one to five C&E activities	Participated in six to ten C&E activities	Participated in eleven or more C&E activities
Size of Market	10,377,875	55,700,897	42,221,263	62,210,207
Ocean Activities	10.0%	25.0%	39.3%	57.7%
Wildlife Viewing	6.5%	16.3%	33.0%	57.6%
Hiking, Climbing & Paddling	7.5%	11.3%	21.2%	38.6%
Games and Individual Sports	3.1%	9.9%	21.0%	37.3%
Boating & Swimming	7.5%	12.1%	18.6%	33.0%
Fishing	13.7%	14.9%	17.5%	24.0%
Exercising and Jogging	1.1%	4.7%	11.4%	26.4%
Golfing	3.1%	6.2%	9.9%	16.4%
Downhill Skiing & Snowboarding	3.4%	4.6%	7.2%	12.5%
Team Sports	2.6%	4.3%	6.9%	12.6%
Snowmobiling & ATVing	4.1%	5.0%	5.9%	10.4%
Cycling	1.0%	2.4%	4.6%	11.9%
Horseback Riding	1.2%	2.5%	4.7%	11.3%
Hunting	5.8%	4.9%	5.0%	6.1%
Sailing and Surfing	1.1%	2.0%	3.2%	8.9%
Scuba & Snorkelling	1.0%	1.9%	3.2%	7.1%
Board and Blade	0.6%	1.3%	2.9%	7.8%
Motorcycling	1.5%	2.1%	2.7%	4.4%
Cross-country Skiing & Snowshoeing	0.3%	0.6%	1.3%	3.7%
Extreme Air Sports	0.2%	0.4%	0.7%	3.8%
Extreme Skiing	0.0%	0.1%	0.3%	0.6%

Outdoor Activities Pursued While Not on Trips

The percent who participated in each outdoor activity while NOT traveling also tends to positively associated with the number of culture and entertainment activities pursued while on trips, albeit, less so than is noted for travel-related culture and entertainment activities. Outdoor activities which are less strenuous (e.g., day outings to parks, picnicking, swimming) are the most closely associated with the number of culture and entertainment activities undertaken while traveling. There is also a positive association between the number of culture and entertainment activities undertaken and the likelihood that the individual exercised at home or a fitness club or went jogging. By contrast, the likelihood that the individual went hunting declines as the number of travel-related culture and entertainment activities pursued increases. There is also a weak association for fishing, snowmobiling, ATVing, snowboarding and skateboarding.

Fig. 1.9 Outdoor Activities Pursued While NOT on Trips

	Took no pleasure trips in last two years	Took a pleasure trip but did not participate in a C&E activity	Participated in one to five C&E activities	Participated in six to ten C&E activities	Participated in eleven or more C&E activities
Size of Market	52,336,027	10,377,875	55,700,897	42,221,263	62,210,207
Day outing to a park	42.6%	46.7%	55.3%	63.6%	72.5%
Exercising at home or fitness club	36.8%	38.7%	49.1%	55.6%	65.5%
Swimming	31.2%	39.1%	50.0%	56.6%	65.2%
Gardening	41.2%	44.5%	47.4%	51.9%	60.4%
Picnicking	32.4%	36.3%	40.3%	46.3%	57.3%
Fishing	25.1%	33.0%	32.5%	31.3%	33.9%
Hiking	13.3%	19.5%	23.6%	30.4%	44.0%
Camping	14.1%	23.0%	24.4%	25.6%	30.1%
Cycling	11.6%	15.0%	17.8%	20.7%	30.2%
Jogging	10.4%	11.1%	15.3%	18.7%	25.3%
Sailing or other boating	7.6%	15.1%	16.4%	17.9%	25.4%
Golfing	6.1%	11.4%	15.4%	17.9%	22.3%
Playing team sports	8.9%	10.1%	13.5%	15.3%	19.1%
Playing racquet sports	6.2%	8.0%	9.0%	12.2%	18.5%
Hunting	8.9%	14.3%	12.7%	11.0%	11.1%
Riding an all-terrain vehicle (ATV)	7.8%	11.5%	11.8%	10.2%	12.0%
Horseback riding	4.8%	6.1%	6.5%	7.6%	11.5%
Canoeing or kayaking	2.4%	5.7%	5.2%	6.4%	11.5%
Rollerblading	3.9%	4.5%	5.6%	7.0%	9.6%
Ice-skating	2.2%	2.9%	4.0%	4.7%	7.9%
Downhill skiing	1.0%	4.1%	3.8%	5.1%	8.1%
Snowmobiling	1.5%	3.0%	2.8%	2.9%	4.1%
Snowboarding	1.0%	2.2%	1.9%	2.6%	3.5%
Skateboarding	1.8%	1.6%	1.7%	2.0%	2.9%
Cross-country skiing	0.6%	1.2%	1.3%	1.8%	4.3%

Accommodations Stayed In While On Trips

There is an association between the number of types of culture and entertainment activities pursued while traveling and the likelihood that the individual stayed in most types of accommodation over the past two years. This association is especially strong for resorts and spas (e.g., lakeside or riverside resorts, seaside resorts, country inns with gourmet restaurants, spas) suggesting that resort and spa patrons are especially likely to exhibit an interest in cultural and entertainment pursuits. On the other hand, there is a relatively weak relationship between the number of types of culture and entertainment activities pursued while on trips and the likelihood that the individual stayed in a wilderness area or public campground or toured in a motor home or RV.

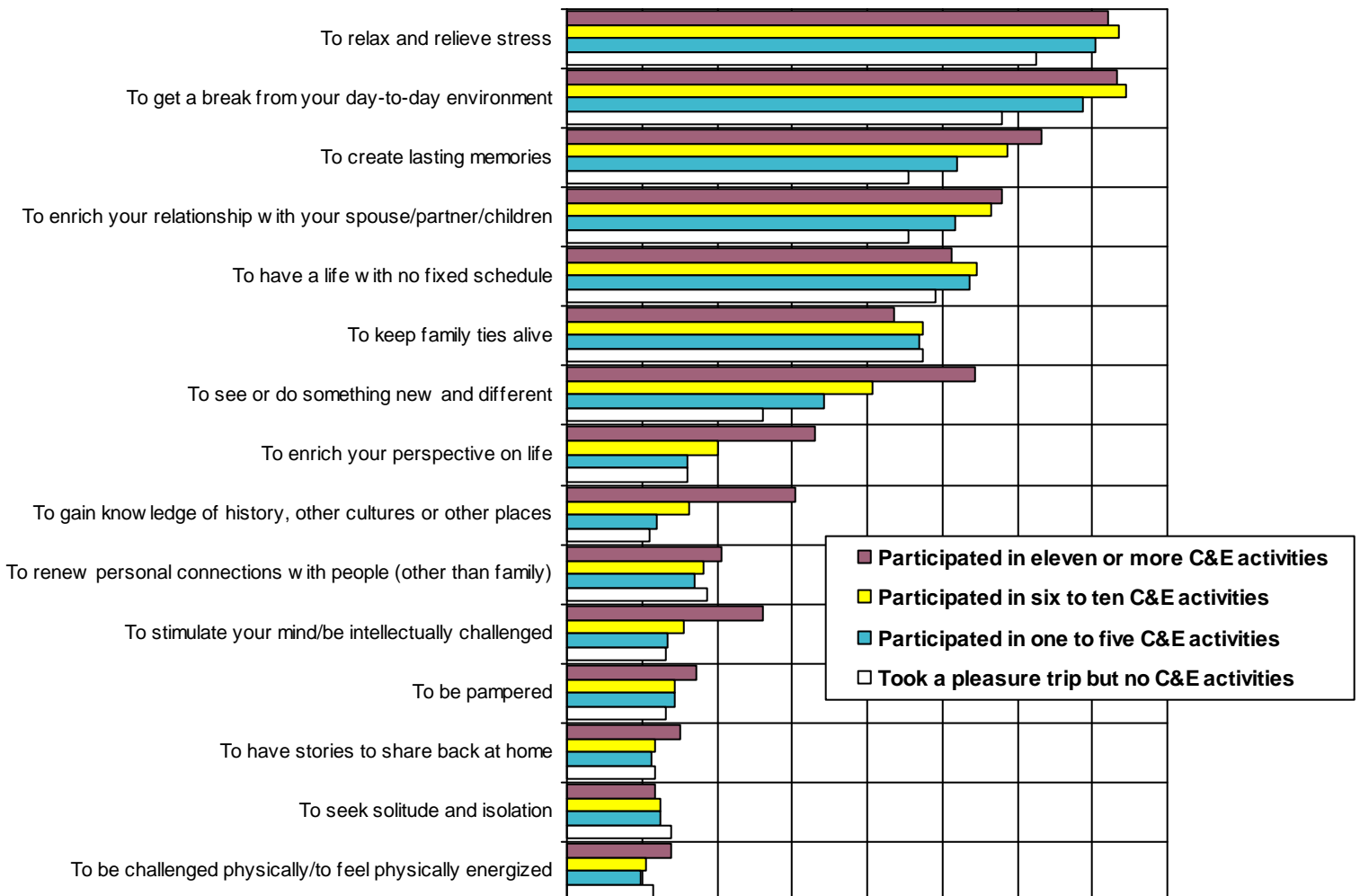
Fig. 1.10 Accommodations Stayed In While on Trips

	Took a pleasure trip but did not participate in a C&E activity	Participated in one to five C&E activities	Participated in six to ten C&E activities	Participated in eleven or more C&E activities
Size of Market	10,377,875	55,700,897	42,221,263	62,210,207
Seaside Resort	3.5%	8.5%	15.4%	31.6%
A Public Campground in a National, State, Provincial or Municipal Park	8.4%	11.0%	15.3%	24.8%
Lakeside / Riverside Resort	2.0%	5.8%	9.2%	22.4%
A Private Campground	4.9%	6.8%	9.0%	14.9%
Ski Resort or Mountain Resort	2.3%	4.0%	7.2%	15.7%
A Camp Site in a Wilderness Setting (Not a Campground)	3.2%	2.9%	3.5%	7.4%
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	2.0%	2.3%	3.2%	7.0%
Wilderness Lodge You Can Drive to by Car	1.2%	1.7%	2.2%	6.4%
Health Spa	0.3%	0.6%	1.6%	6.9%
Farm or Guest Ranch	0.7%	1.0%	1.2%	3.7%
Country Inn or Resort Because It had a Gourmet Restaurant on the Premise	0.3%	0.4%	0.9%	4.5%
On a Houseboat	0.1%	0.6%	0.7%	2.9%
Remote or Fly-In Wilderness Lodge	0.0%	0.3%	0.5%	1.6%
Cooking School	0.0%	0.1%	0.2%	1.4%
Remote or Fly-In Wilderness Outpost	0.1%	0.1%	0.3%	0.9%
Wine Tasting School	0.0%	0.1%	0.2%	1.0%

Benefits Sought While on Vacation

The types of benefits sought while on vacation tend to vary as a function of the number of culture and entertainment activities participated in while traveling increases. Those who were active in a greater number of culture and entertainment activities are more likely to look for intellectual stimulation and opportunities to learn while on vacation. They are also more likely to consider it important that a vacation offers novelty (i.e., to see and do something different) and creates lasting memories. On the other hand, as the number of travel-related culture and entertainment activities participated in increases, travelers are less likely to consider it important that a destination offers solitude and isolation. There is also no relationship between the number of culture and entertainment activities pursued on trips and the importance of keeping family ties together and renewing personal connections.

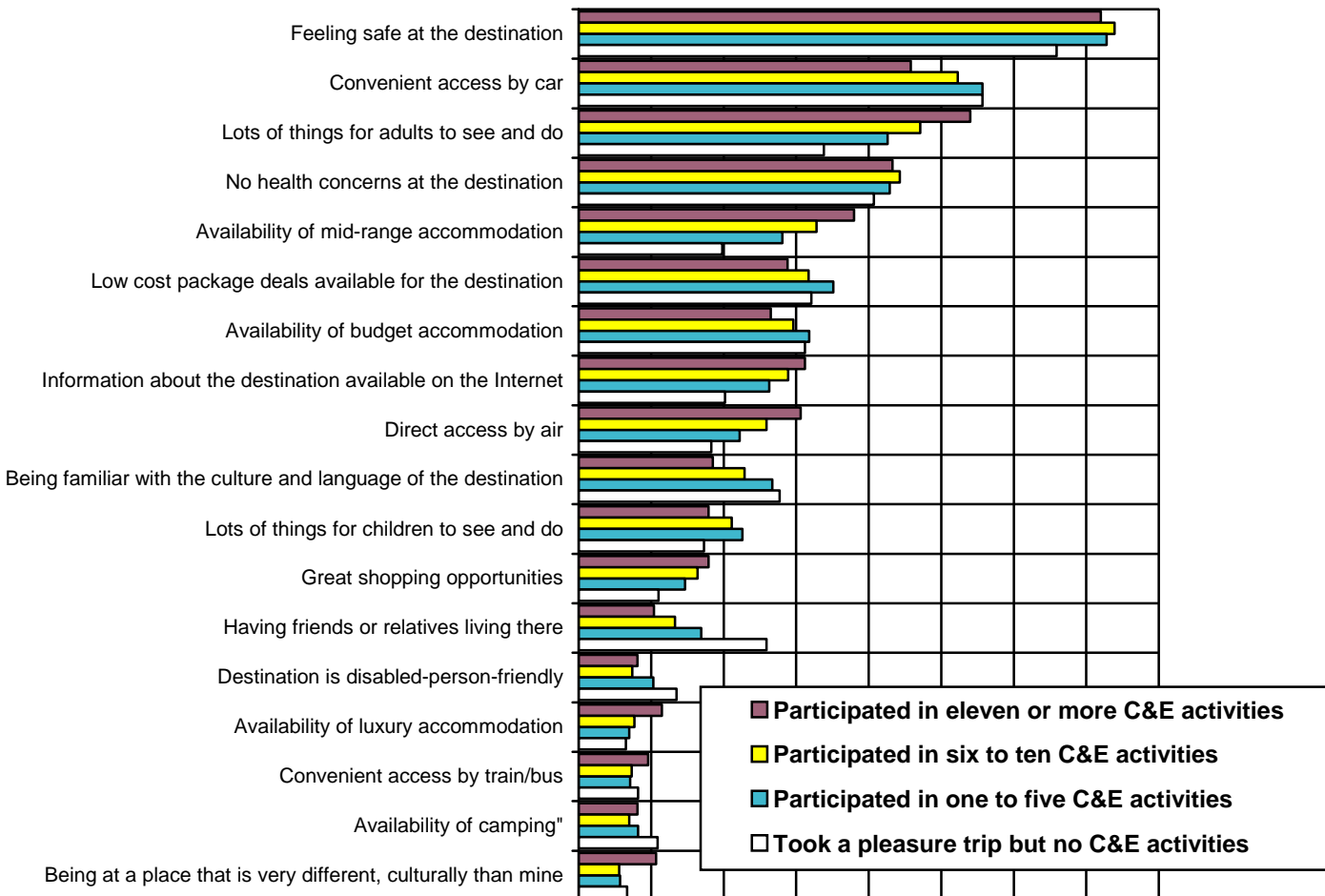
Fig.1.12 Benefits Sought While on Vacation
(Percent Rating Each Benefit as “Highly Important”)



Other Attributes of a Destination Considered Important

As the number of travel-related culture and entertainment activities undertaken increases, travelers consider it progressively more important that the destination offers lots of things for adults and children to see and do, great shopping opportunities, direct access by air and information readily available on the Internet. They also consider it more important that a destination has both mid-range priced accommodation and luxury accommodation. As the number of culture and entertainment activities undertaken increases, travelers consider it progressively less important that the destination has family or friends living nearby, has a familiar culture or language, offers camping or is disabled-person-friendly.

Fig. 1.13 Importance of Destination Attributes (% Rating Each Attribute as "Highly Important")



How Destinations Are Selected

Regardless of the number of culture and entertainment activities pursued while traveling, the majority of pleasure travelers begin planning both summer and winter vacations with a desired destination in mind. However, for winter trips, the percent who stated that they begin by considering what types of activities they would like to do and what vacation experiences they would like to have increases as the number of culture and entertainment activities participated in increases. This trend is somewhat weaker for summer vacations than for winter vacations.

Fig. 1.14 How Destinations Are Selected (Summer and Winter Vacations)

	Took a pleasure trip but did not participate in a C&E activity	Participated in one to five C&E activities	Participated in six to ten C&E activities	Participated in eleven or more C&E activities
Size of Market	10,377,875	55,700,897	42,221,263	62,210,207
Summer				
Started with a desired destination in mind	52.6%	55.7%	59.9%	59.7%
Started by considering specific activities wanted to do	8.2%	9.8%	9.7%	10.3%
Started with a certain type of vacation experience in mind	15.4%	16.4%	16.7%	18.6%
Looked for packaged deals - no destination in mind	0.7%	0.7%	1.0%	1.6%
Considered something else first	7.9%	5.1%	4.2%	4.0%
Don't Know / Other	15.2%	12.4%	8.5%	5.8%
Winter				
Started with a desired destination in mind	54.6%	56.6%	60.1%	60.1%
Started by considering specific activities wanted to do	8.6%	9.7%	11.3%	12.5%
Started with a certain type of vacation experience in mind	9.9%	13.7%	14.3%	16.1%
Looked for packaged deals - no destination in mind	1.1%	1.1%	1.2%	1.8%
Considered something else first	10.4%	6.7%	5.6%	3.9%
Don't Know / Other	15.5%	12.2%	7.6%	5.6%

Trip Planning and Information Sources Consulted

Those who participate in a greater number of culture and entertainment activities while on trips are only slightly more likely to take part in the planning of travel. However, they are more likely to consult a wider range of information sources when planning a trip. The association between the number of culture and entertainment activities pursued while on trips and the likelihood that specific types of information sources are utilized is especially apparent for television programs, travel guide books, newspaper / magazine articles and advertising and official government travel brochures.

Fig. 1.15 Who Plans Vacations and Information Sources Consulted

		Size of Market	Took a pleasure trip but did not participate in a C&E activity	Participated in one to five C&E activities	Participated in six to ten C&E activities	Participated in eleven or more C&E activities
		10,377,875	55,700,897	42,221,263	62,210,207	
Who Plans Trips?	Respondent plans trips		37.9%	37.1%	38.9%	41.4%
	Trip planning a shared responsibility		15.2%	17.0%	18.0%	18.2%
	Someone else plans trips		46.9%	45.9%	43.1%	40.4%
Information Sources Consulted	An Internet website		45.4%	65.9%	78.6%	86.3%
	Past experience / Been there before		33.4%	44.7%	54.9%	64.8%
	Advice of others / Word-of-mouth		23.7%	34.0%	44.9%	57.6%
	Maps		19.3%	22.4%	30.1%	44.3%
	An auto club such as AAA		11.0%	15.4%	22.7%	33.4%
	Official travel guides or brochures from state / province		4.8%	8.4%	17.7%	34.2%
	Visitor information centres		5.3%	9.6%	17.3%	33.0%
	A travel agent		7.5%	11.6%	17.1%	26.8%
	Articles in newspapers / magazines		3.4%	7.0%	13.8%	31.7%
	Travel information received in the mail		4.5%	8.0%	13.8%	24.7%
	Travel guide books such as Fodor's		1.8%	3.5%	8.3%	22.5%
	Advertisements in newspapers / magazines		2.1%	4.9%	8.9%	18.0%
	Programs on television		0.9%	2.1%	4.7%	13.6%
	An electronic newsletter or magazine		1.7%	2.1%	4.1%	10.9%
	Advertisements on television		1.2%	1.9%	2.9%	6.7%
	Visits to trade, travel or sports shows		1.2%	1.1%	1.6%	4.2%

Use of the Internet to Plan and Arrange Trips

The importance of the Internet as a trip planning and booking tool increases as the number of culture and entertainment activities participated in while traveling increases. Thus, while only 37.4% of those who did not participate in a culture and entertainment activity while on a trip use the Internet, 82.0% of those who participated in eleven or more culture and entertainment activities use the Internet to plan or book travel. The relation between the number of culture and entertainment activity types participated in and the use of various types of Internet websites is especially strong for websites related to a specific attraction, cruise websites and the website of a specific country, region or city. There is also a strong association between the number of culture and entertainment activities participated in while on trips and the likelihood that the individual booked travel over the Internet, and especially car rentals and vacation packages.

Fig. 1.16 Use of the Internet to Plan and Book Travel

		Took a pleasure trip but did not participate in a C&E activity	Participated in one to five C&E activities	Participated in six to ten C&E activities	Participated in eleven or more C&E activities
Size of Market		10,377,875	55,700,897	42,221,263	62,210,207
Percent Using Internet to Plan or Book Travel	Does not use the Internet	64.6%	42.0%	27.3%	18.0%
	Uses Internet to plan trips only	13.6%	21.1%	21.2%	19.6%
	Uses Internet to book part of trip	21.7%	36.9%	51.5%	62.4%
Types of Websites Consulted	A travel planning / booking website	37.8%	44.5%	53.5%	64.9%
	A website of a hotel or resort	32.2%	42.9%	50.6%	62.7%
	An airline's website	28.4%	33.2%	42.3%	56.2%
	A tourism website of a country / region / city	18.9%	22.7%	31.8%	45.8%
	A website of an attraction	8.6%	22.4%	30.1%	43.7%
	Some other website	25.6%	21.1%	21.8%	29.4%
	A cruise line website	6.0%	7.0%	10.0%	17.6%
	A motorcoach website	1.0%	0.7%	0.9%	2.0%
Parts of Trips Booked Over The Internet	Tickets or fees for specific activities or attractions	54.3%	64.5%	69.9%	77.9%
	Tickets for rail, bus or boat / ship fares	60.2%	60.3%	68.4%	77.8%
	A package containing two or more items	20.8%	26.8%	35.1%	46.5%
	Car rental	5.9%	17.3%	21.5%	35.1%
	Other	5.5%	11.6%	15.6%	23.0%
	Accommodations	7.5%	6.5%	8.1%	17.1%
	Air tickets	8.0%	5.3%	3.9%	3.2%

Media Consumption Habits

As the number of culture and entertainment activities participated in while traveling increases, individuals are progressively more likely to read the travel section of the daily and weekend newspaper. They were also progressively more likely to read travel magazines, visit travel websites and watch travel-related television programs than those who participate in fewer or no culture and entertainment activities while traveling. This suggests that advertising culture and entertainment activities to travelers may be especially effective through the travel media.

Fig. 1.17 Media Consumption Habits

		Took a pleasure trip but did not participate in a C&E activity	Participated in one to five C&E activities	Participated in six to ten C&E activities	Participated in eleven or more C&E activities
Size of Market		10,377,875	55,700,897	42,221,263	62,210,207
Newspaper Readership	Reads daily newspaper	52.8%	56.1%	58.8%	65.3%
	Reads weekend edition of newspaper	46.3%	50.9%	56.1%	60.8%
	Reads local neighbourhood or community newspapers	41.5%	44.4%	47.8%	56.6%
	Reads other types of newspapers	10.2%	9.9%	12.0%	19.3%
	Frequently or occasionally reads travel section of daily newspaper	28.5%	33.5%	41.3%	55.0%
	Frequently or occasionally reads travel section of weekend newspaper	30.4%	38.3%	48.2%	63.1%
Types of Magazines Read (Top 5-Indexed)	Travel (e.g., Conde Nast)	3.4%	4.6%	7.7%	19.2%
	Regional magazines	2.7%	3.9%	5.5%	11.0%
	Magazines about your city	2.8%	3.5%	4.9%	12.1%
	Fashion and beauty	7.6%	10.8%	13.1%	18.5%
	Business, finance and investing	8.1%	9.0%	12.9%	20.1%
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	16.9%	19.9%	26.4%	40.8%
	Home & garden shows	25.1%	27.4%	31.2%	38.8%
	Reality shows	31.0%	38.6%	40.5%	41.1%
	Situation comedies	40.7%	48.2%	53.1%	55.0%
	Biography	25.8%	27.3%	30.4%	40.7%
Type of Radio Programs Listened To	All sports	7.8%	9.5%	12.1%	14.7%
	Top 40 / Current hits	17.7%	22.8%	26.6%	30.1%
	Soft music / Adult contemporary	17.0%	19.4%	24.1%	30.9%
	News / Talk/ Information	23.5%	25.9%	30.6%	40.9%
Types of Websites Visited (Top 5 Indexed)	Travel	23.8%	33.4%	47.1%	63.1%
	Magazine sites	10.6%	11.2%	13.3%	19.2%
	Newspaper sites	21.6%	24.1%	27.4%	36.3%
	Network news sites (e.g., CNN)	29.0%	32.2%	36.3%	46.5%
	Shopping (all types)	43.9%	50.4%	57.4%	63.0%

Development of the Culture and Entertainment Activity Segmentation

Method

The 98 culture and entertainment activities assessed in the U.S. TAMS 2006 survey were submitted to a factor analysis to identify activities which tend to be undertaken by the same individuals while on trips. This analysis identified twenty activity segments that are similar to one another in that individuals who participate in one activity within the group are also likely to participate in others within the same group while on a trip. The factor loading indicates the extent to which each of the individual culture and entertainment activities is associated with each culture and entertainment activity type with higher values signifying closer association with the activity syndrome.

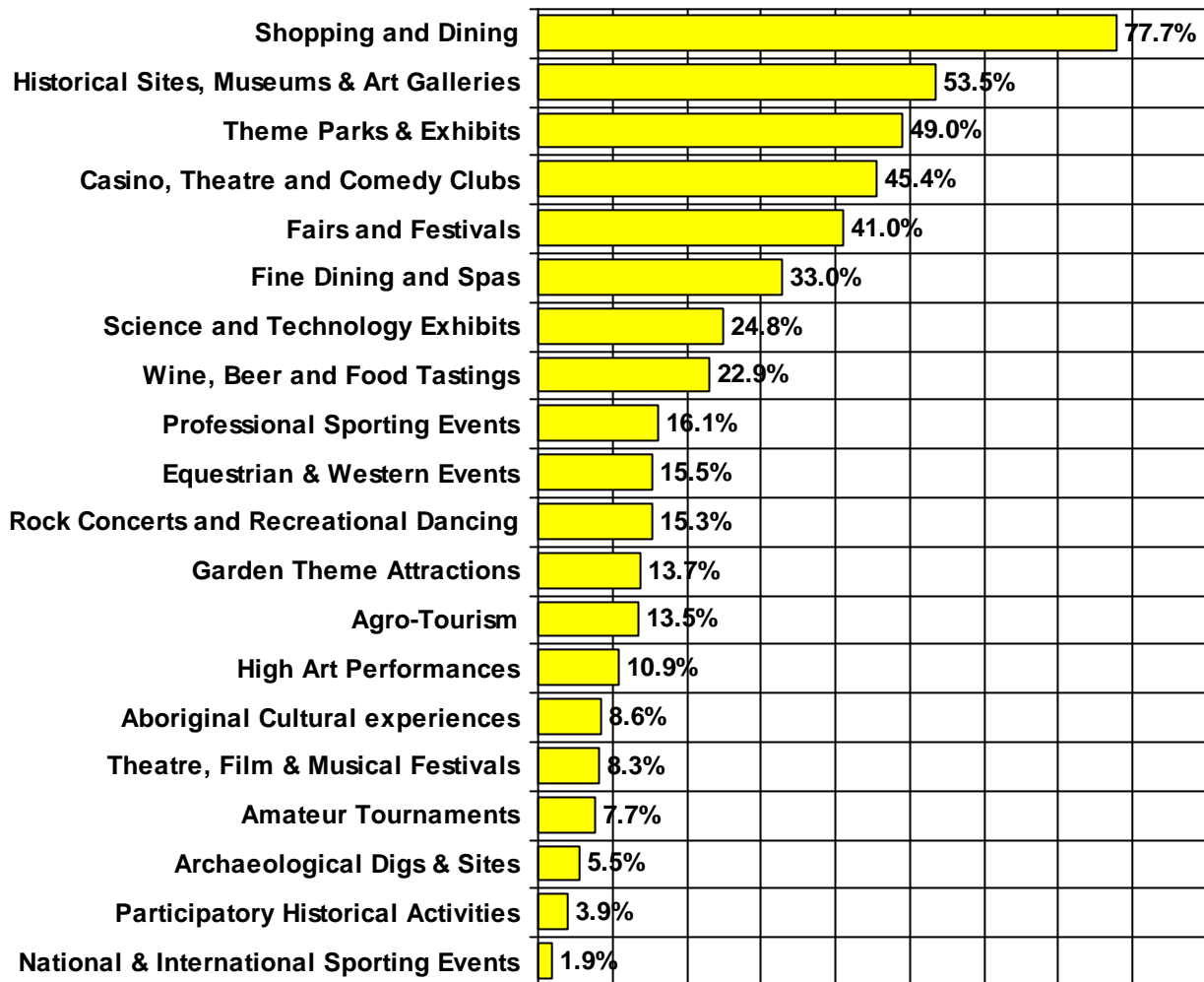
Fig. 2.1 Culture and Entertainment Activity Segments Identified by Factor Analysis

General Activity	Activity Segment	Specific Activities	Factor Loading
History and Culture Exploration	Historical Sites, Museums & Art Galleries	Well Known Historic Sites or Buildings	0.76
		Other Historic Sites, Monuments and Buildings	0.75
		Strolling Around a City to Observe Its Buildings and Architecture	0.63
		Museum - General History or Heritage Museums	0.59
		Well Known Natural Wonders	0.51
		Historical Replicas of Cities or Towns With Historic Re-Enactments	0.45
		Museum - Military/War Museums	0.44
		Art Galleries	0.40
	Aboriginal Cultural Experiences	Aboriginal Cuisine (Tasted or Sampled)	0.76
		Aboriginal Arts and Crafts Shows	0.74
		Aboriginal Festivals And Events (e.g., Pow Wows)	0.69
		Aboriginal Heritage Attractions (e.g., Museums, Interpretive Centres)	0.66
		Aboriginal Cultural Experiences in a Remote or Rural Setting	0.66
		Aboriginal Outdoor Adventure and/or Sports	0.59
	Participatory Historical Activities	Historical Re-Enactments (as an Actor)	0.63
		Interpretive Program at a Historic Site or National/Provincial Park	0.53
		Curatorial Tours	0.44
	Agro-Tourism	Dining At A Farm	0.59
		Harvesting and /or Other Farm Operations	0.50
		Went to Fruit Picking at Farms or Open Fields	0.48
Entertainment Farms (e.g., Corn Maze, Petting Barnyard)		0.33	
Archaeological Digs & Sites	Archaeological Digs	0.49	
	Paleontological/Archaeological Sites	0.45	

Market Incidence of Culture and Entertainment Activity Segments

The most common culture and entertainment activity type participated in while on trips during the past two years was shopping and dining. This activity was undertaken by 77.7% of the U.S. Pleasure Travelers on at least one trip during the past two years. Other common culture and entertainment activity types include visiting historical sites, museums and art galleries, visiting theme parks and exhibits, going to casinos, live theatre and comedy clubs and attending festivals and fairs. On the other hand, relatively few U.S. Pleasure Travelers visited an archaeological site or dig, took part in a participatory historical activity or attended a national or international sporting event.

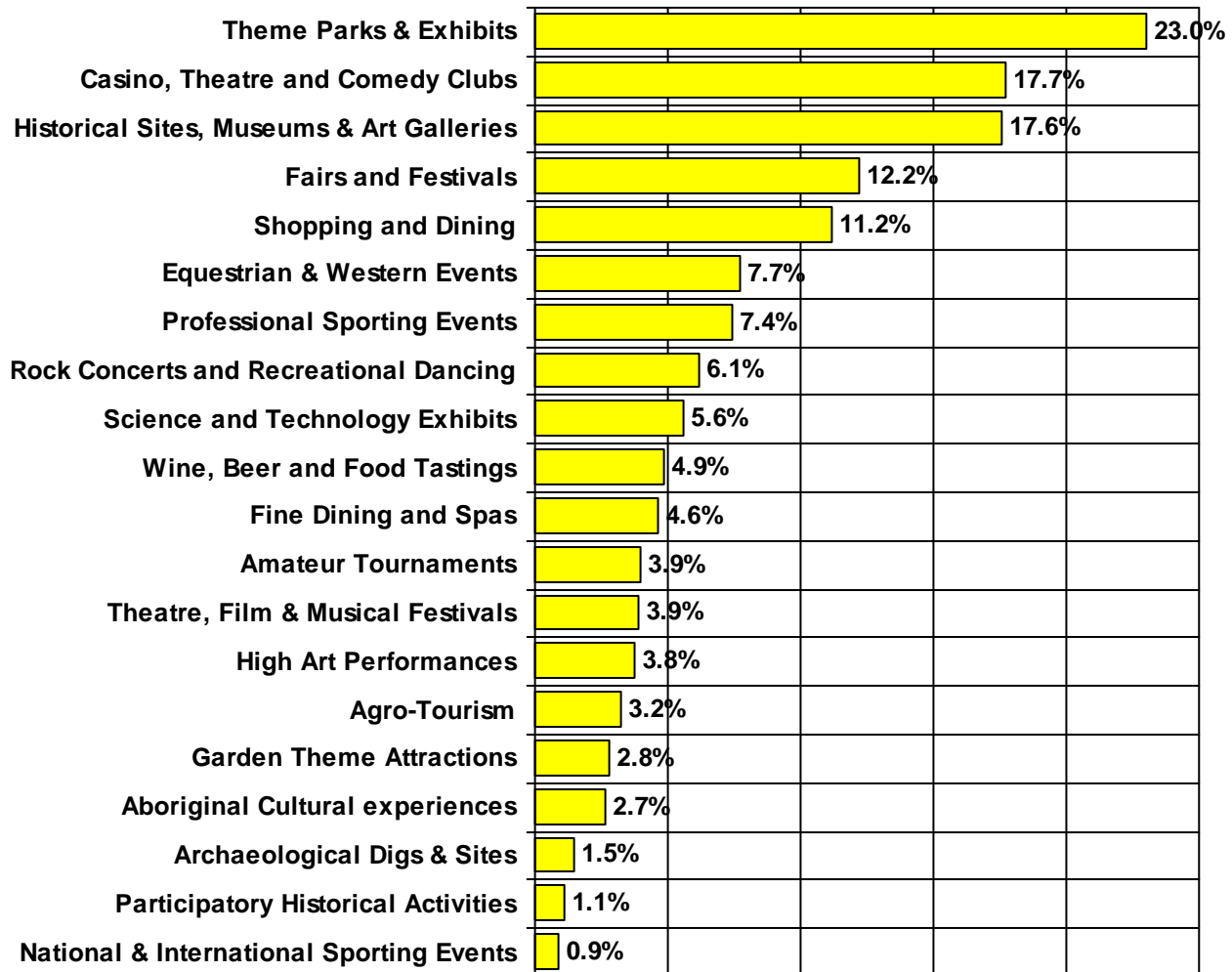
Fig. 2.2 Percent Participating in Each Culture and Entertainment Activity Type While On a Trip (Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)



Culture and Entertainment Activity Types as Main Reason for a Trip

The most common culture and entertainment activity types which were identified as the main reason for at least one trip in the last two years include visiting a theme park or exhibit, going to a casino, theatre or comedy club and visiting historical sites, museums and art galleries. This pattern underscores the strong draw of mega-theme parks such as Disney World and Las Vegas casinos. However, the percentage of travelers who participated in each culture and entertainment activity type and stated that this was the main reason for a least one trip varies widely across the twenty culture and entertainment activity types (see Fig. 2.4).

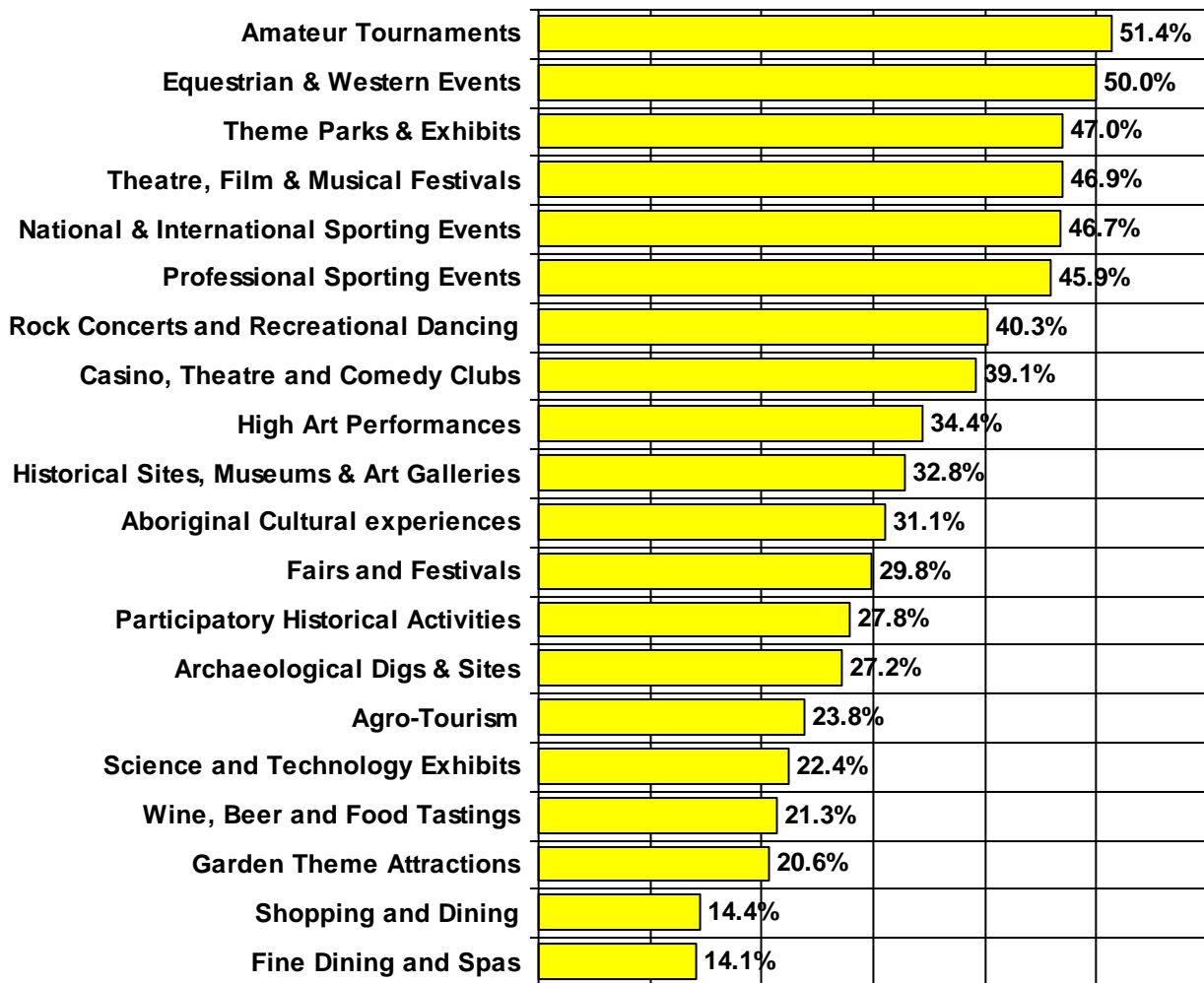
Fig. 2.3 Percent Who Report Culture & Entertainment Activity Type Was Main Reason for a Trip
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)



Percent of Participants Stating Activity Was Main Reason for a Trip

Figure 2.4 shows the percent of travelers who participated in each culture and entertainment activity type and stated that one of the activities in the category was the main reason for taking at least one trip in the past two years. There is wide variation in how often activity types are cited as the main reason for a trip ranging from 51.4% for amateur tournaments to 14.1% for fine dining and spa visits. Events (e.g., amateur tournaments, theatre, film and musical festivals, professional sporting events, rock concerts, equestrian or western events) are more likely to be cited as the main reason for taking a trip than vacation pastimes such as shopping and dining or visits to specific attractions (e.g., garden-themed attractions, science and technology exhibits). This reflects the importance of events as a means by which to stimulate pleasure travel.

Fig. 2.4 Percent Stating That Culture and Entertainment Activity Type was Main Reason for a Trip (Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)



Culture and Entertainment Activity Participation by U.S. Region

Fig. 2.5 shows the percent of U.S. Pleasure Travelers who participated in each of the twenty culture and entertainment activity types while on a trip for each U.S. census region. This table is colour-coded⁴ to indicate areas where the percent participating is higher (yellow to bright yellow) or lower (light blue to purple) relative to the average U.S. Pleasure Traveler. This analysis indicates that, with the exception of Alaska, and to a certain extent the Pacific Region, there is relatively little variation between regions in terms of the participation rate for each of the culture and entertainment activity types.

Fig. 2.5 Percent Participating in Each Outdoor Activity Type by Region
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	Alaska
Market Size	8,564,092	23,048,920	26,626,514	12,040,565	32,087,933	9,556,389	18,123,430	12,119,993	27,920,080	422,325
Historical Sites, Museums & Art Galleries	55.0%	54.4%	53.9%	52.9%	52.4%	47.9%	52.5%	54.4%	55.3%	13.9%
Shopping and Dining	78.5%	78.9%	77.1%	77.1%	78.9%	77.9%	76.1%	76.3%	77.6%	24.1%
Aboriginal Cultural experiences	8.8%	7.6%	8.4%	8.6%	7.8%	7.2%	7.8%	11.0%	10.3%	59.9%
Fairs and Festivals	45.9%	45.2%	42.1%	40.6%	40.8%	36.1%	35.0%	38.2%	41.9%	55.2%
Science and Technology Exhibits	25.4%	24.6%	24.7%	25.2%	24.3%	25.9%	25.6%	23.8%	24.6%	45.3%
Theme Parks & Exhibits	48.5%	51.4%	48.1%	45.0%	53.2%	50.6%	45.0%	46.1%	48.0%	33.8%
High Art Performances	11.8%	12.1%	10.2%	8.3%	10.5%	10.9%	9.0%	11.0%	13.3%	42.7%
Professional Sporting Events	16.2%	16.1%	17.2%	18.6%	15.9%	13.9%	14.5%	15.5%	16.2%	6.4%
Theatre, Film & Musical Festivals	8.3%	10.0%	8.7%	7.1%	7.9%	8.9%	7.8%	6.2%	8.6%	7.5%
Wine, Beer and Food Tastings	23.9%	24.1%	24.4%	22.1%	20.2%	16.5%	17.8%	22.6%	29.3%	18.7%
Casino, Theatre and Comedy Clubs	45.2%	49.8%	44.8%	44.2%	40.2%	40.1%	40.5%	47.6%	53.0%	15.6%
Participatory Historical Activities	4.0%	4.3%	3.5%	4.2%	3.6%	3.2%	3.2%	3.5%	5.1%	4.2%
Fine Dining and Spas	34.4%	34.9%	31.1%	28.1%	33.0%	31.0%	30.0%	32.9%	37.2%	8.4%
Equestrian & Western Events	15.9%	13.8%	16.4%	18.3%	15.5%	17.7%	15.2%	16.5%	13.4%	29.4%
Agro-Tourism	17.3%	15.3%	14.2%	14.6%	12.5%	12.8%	10.7%	12.9%	13.4%	15.9%
National & International Sporting Events	1.9%	2.1%	1.6%	1.8%	2.0%	1.6%	1.5%	1.7%	2.1%	14.4%
Garden Theme Attractions	14.0%	14.6%	13.5%	14.0%	13.6%	9.9%	12.7%	13.3%	15.0%	2.8%
Rock Concerts and Recreational Dancing	16.9%	17.4%	14.0%	14.1%	14.5%	14.1%	12.0%	14.3%	18.4%	10.7%
Archaeological Digs & Sites	4.0%	4.8%	4.4%	5.8%	4.9%	5.2%	5.7%	8.7%	6.9%	3.3%
Amateur Tournaments	6.0%	6.8%	7.8%	9.6%	7.7%	9.0%	7.7%	7.6%	7.5%	10.1%

4 - The colour-coding scheme in this table is based on indexing where the percent who participated in each culture and entertainment activity type in each region is divided by the percent who participated in the activity among all U.S. Pleasure Travelers: Index values above 120 are gold; index values between 111 and 120 are light yellow; index values between 90 and 110 are white; index values between 80 and 89 are light blue, and index values below 80 are purple.



Culture and Entertainment Activity Participation by Population Size

Fig. 2.6 shows the percent of U.S. Pleasure Travelers who participated in each of the twenty culture and entertainment activity types while on a trip relative to the population of the city, town or region. As with Fig. 2.5, Fig. 2.6 is colour-coded to indicate areas where the participation rate is higher (yellow to bright yellow) or lower (light blue to purple) relative to the average U.S. Pleasure Traveler.⁴ This analysis indicates that travelers from large cities were somewhat more likely to attend high art performances and tasting and to attend national and international sporting events while on trips. On the other hand, those from rural areas and smaller towns were more likely to attend western and equestrian events and amateur tournaments. Note that many of the more popular culture and entertainment activities (e.g., visiting historical sites, museums and art galleries, shopping and dining, attending festivals and fairs) exhibit little variation by population.

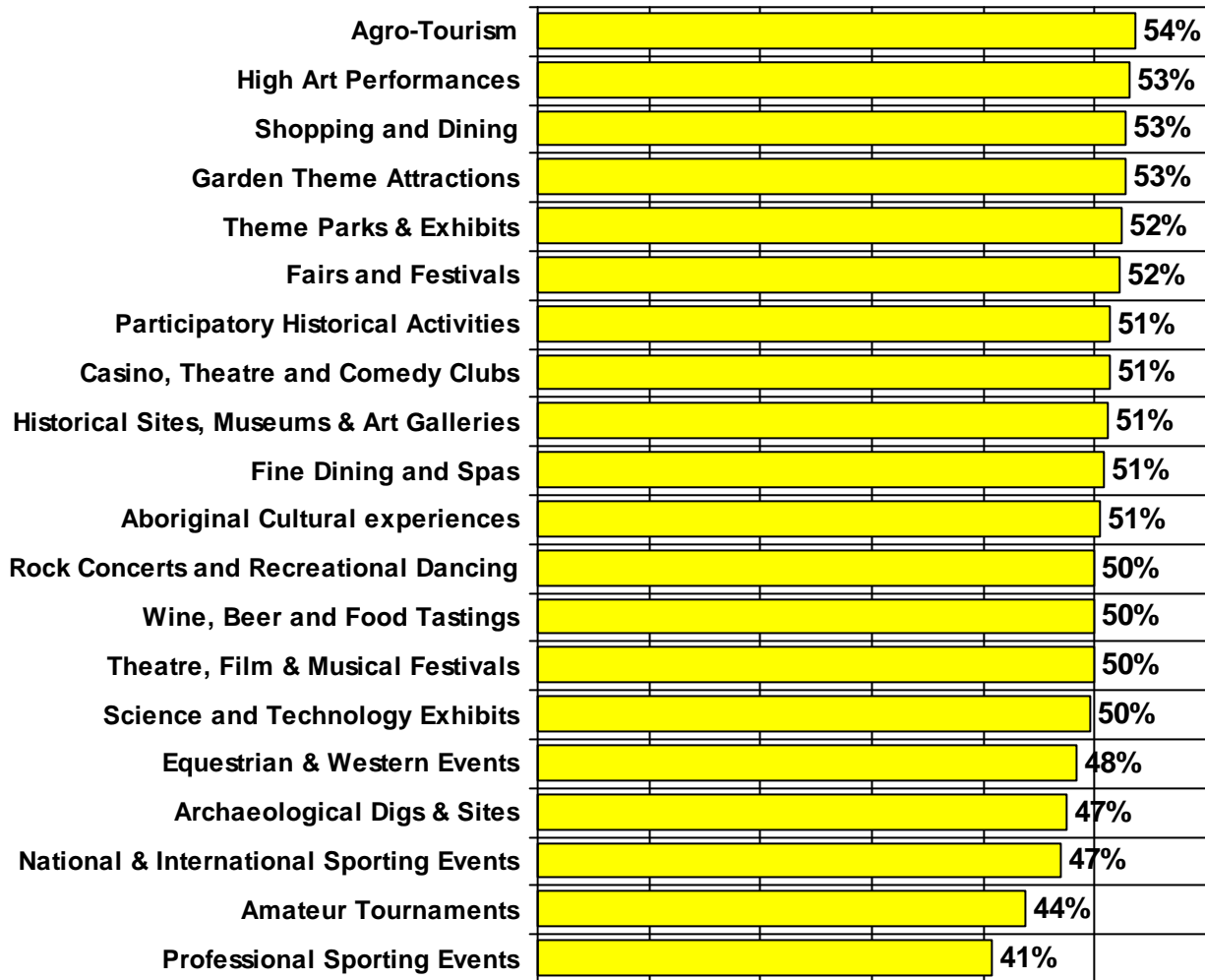
Fig. 2.6 Percent Participating in Each Culture & Entertainment Activity Type by Population of Area
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	Less than 100,000	100,000 to 499,999	500,000 to 1,999,999	2,000,000 or more
Size of Market	20,752,252	27,163,191	39,823,434	82,150,947
Historical Sites, Museums & Art Galleries	48.4%	50.9%	53.1%	55.8%
Shopping and Dining	75.3%	76.9%	77.6%	78.6%
Aboriginal Cultural experiences	9.1%	9.0%	8.0%	8.5%
Fairs and Festivals	39.0%	38.9%	40.0%	42.5%
Science and Technology Exhibits	24.0%	24.9%	24.8%	24.9%
Theme Parks & Exhibits	47.0%	50.3%	49.9%	48.6%
High Art Performances	8.7%	9.1%	10.3%	12.4%
Professional Sporting Events	14.9%	17.2%	16.6%	15.8%
Theatre, Film & Musical Festivals	7.4%	7.7%	8.1%	8.8%
Wine, Beer and Food Tastings	18.2%	20.5%	21.2%	25.7%
Casino, Theatre and Comedy Clubs	39.4%	41.9%	43.6%	49.1%
Participatory Historical Activities	3.9%	4.1%	3.7%	4.0%
Fine Dining and Spas	26.5%	31.0%	31.2%	36.1%
Equestrian & Western Events	20.6%	17.3%	15.7%	13.4%
Agro-Tourism	13.9%	13.2%	12.8%	13.9%
National & International Sporting Events	1.4%	1.4%	2.0%	2.1%
Garden Theme Attractions	11.8%	12.8%	12.7%	14.8%
Rock Concerts and Recreational Dancing	13.9%	15.3%	14.3%	16.0%
Archaeological Digs & Sites	4.7%	5.0%	5.2%	6.0%
Amateur Tournaments	8.5%	8.5%	8.0%	7.0%

Culture and Entertainment Activity Participation by Gender

Overall, females are slightly more likely than males to participate in culture and entertainment activities while on trips (51.5% for females versus 48.5% for males). Fig. 2.7 shows the percentage who participated in each of the activity types who are female. Agro-tourism, high art performances and shopping and dining are slightly more likely to appeal to female travelers than male travelers. On the other hand, sporting events (i.e., professional sports, amateur tournament, national and international sporting events) and archaeological digs and sites are slightly more likely to appeal to male travelers than female travelers. However, most culture and entertainment types are gender-neutral.

Fig. 2.7 Percent of Activity Type Participants Who are Female
 (Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)



Average Age of Participant by Culture and Entertainment Activity Type

There is relatively wide variation in the average age of participants across the twenty culture and entertainment activities. Theatre, film and music festivals, theme parks and exhibits, rock concerts and sporting events tend to appeal to younger travelers. On the other hand, participatory historical activities, high art performances and garden-themed attractions tend to appeal more to the more mature sectors of the U.S. pleasure travel market. In general, younger travelers are more likely to participate in high-energy, physically-stimulating activities while more mature travelers are more likely to seek out novelty, opportunities to learn and intellectual stimulation.

Fig. 2.8 Average Age of Participant by Culture and Entertainment Activity Type
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

Participatory Historical Activities	49.1
High Art Performances	48.4
Garden Theme Attractions	48.0
Archaeological Digs & Sites	47.8
Wine, Beer and Food Tastings	47.7
Aboriginal Cultural experiences	47.4
Equestrian & Western Events	47.2
Casino, Theatre and Comedy Clubs	46.4
Historical Sites, Museums & Art Galleries	46.4
Agro-Tourism	45.5
Shopping and Dining	45.5
Fairs and Festivals	45.4
Amateur Tournaments	45.3
Fine Dining and Spas	45.2
Science and Technology Exhibits	44.5
Theatre, Film & Musical Festivals	44.2
National & International Sporting Events	44.1
Professional Sporting Events	43.9
Theme Parks & Exhibits	42.1
Rock Concerts and Recreational Dancing	40.3

Culture and Entertainment Activity Types by Lifecycle Stage⁵

The distribution of those who participated in each of the 20 Culture and Entertainment Activity Types by lifecycle stage has been shown with colour-coded indexing⁴ in Fig. 2.9. This analysis indicates that there is wide variation in the participation rates in various culture and entertainment activity types across the lifecycle stages. For example, Young Single and Young Couples are over-represented among attendees at sporting events, theatre, film and music festivals and rock concerts; Young Families exhibit particular interest in theme parks and exhibits and agro-tourism; Mature Families exhibit above-average participation rates in amateur tournament (with their teenaged children most likely competing); Middle-Aged Couples and Senior Couples exhibit above-average interest in tastings and garden-themed attractions; and Middle-Aged Singles exhibit particular interest in the high art, theatre, film and music festivals and rock concerts.

Fig. 2.9 Percent Participating in Each Culture & Entertainment Activity Type By Lifecycle Stage⁵
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	Young Singles	Young Couples	Young Families	Mature Families	Middle Aged Couples	Middle Aged Singles	Older Couples	Older Singles
Size of Market	21,626,811	11,892,723	22,528,662	30,846,718	24,989,990	9,786,569	34,451,018	14,387,749
Historical Sites, Museums & Art Galleries	12.0%	7.2%	11.1%	17.4%	15.8%	5.8%	22.6%	8.1%
Shopping and Dining	12.4%	7.5%	12.8%	17.7%	15.2%	5.6%	20.8%	8.0%
Aboriginal Cultural experiences	11.0%	7.0%	7.9%	16.3%	17.3%	6.1%	24.9%	9.5%
Fairs and Festivals	12.1%	7.3%	12.5%	18.0%	15.7%	6.0%	20.9%	7.5%
Science and Technology Exhibits	12.0%	7.5%	15.4%	20.8%	13.5%	5.2%	19.3%	6.4%
Theme Parks & Exhibits	13.2%	8.3%	17.8%	22.8%	13.5%	4.8%	14.7%	5.0%
High Art Performances	12.9%	7.0%	7.5%	14.4%	14.2%	7.2%	25.4%	11.3%
Professional Sporting Events	16.3%	8.8%	11.1%	18.6%	14.4%	5.8%	19.2%	5.9%
Theatre, Film & Musical Festivals	18.5%	8.5%	7.5%	14.3%	16.4%	7.9%	18.9%	8.0%
Wine, Beer and Food Tastings	9.8%	8.2%	9.2%	15.4%	18.1%	5.4%	26.1%	7.9%
Casino, Theatre and Comedy Clubs	12.1%	8.3%	10.1%	15.6%	16.5%	6.0%	22.5%	8.8%
Participatory Historical Activities	10.2%	5.1%	7.6%	17.3%	16.2%	6.7%	27.8%	9.0%
Fine Dining and Spas	12.1%	9.8%	11.6%	16.4%	16.2%	5.4%	21.1%	7.4%
Equestrian & Western Events	11.4%	6.6%	9.2%	15.3%	17.6%	6.2%	24.9%	8.7%
Agro-Tourism	8.9%	7.8%	17.5%	19.1%	13.6%	4.9%	20.7%	7.6%
National & International Sporting Events	17.6%	8.8%	7.5%	20.6%	12.7%	6.7%	18.0%	8.2%
Garden Theme Attractions	9.2%	7.5%	9.6%	15.9%	17.8%	5.3%	26.3%	8.5%
Rock Concerts and Recreational Dancing	21.8%	10.9%	9.6%	16.3%	16.0%	7.3%	13.6%	4.5%
Archaeological Digs & Sites	11.1%	7.3%	7.5%	16.7%	16.8%	5.4%	27.2%	8.0%
Amateur Tournaments	14.7%	6.1%	9.0%	23.5%	13.4%	5.7%	20.8%	6.7%

5- Young refers to persons 18 to 34; Middle-aged refers to persons 35 to 54; Older refers to persons 55 and older. Young Families have children 12 and younger living at home; Mature Families have children 13 to 18 living at home with no children under the age of 12. Couples are individuals who are married or living common-law with their partner.

Culture and Entertainment Activity Types by Level of Formal Education

The level of education of those who participated in each of the twenty culture and entertainment activities while on a trip has been shown with colour-coded indexing⁴ in Fig. 2.10. This analysis indicates that there is a positive association between the level of education and the likelihood that the individual participated in most of the culture and entertainment activity types while on a trip. This is especially evident for the percent who attended a high art performance and those who took part in activities which offer an opportunity to learn (e.g., aboriginal cultural experiences, participatory historical activities, archaeological digs and sites). One exception to this pattern is observed for equestrian and western events which tend to appeal more to those with a trade, technical or community college education.

Fig. 2.10 Education Level of Participants for Each Culture and Entertainment Activity Type
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	High school or less	Trade, Technical, Community College	University Degree	Post Graduate Degree
Size of Market	34,959,011	36,434,990	69,999,654	29,116,586
Historical Sites, Museums & Art Galleries	15.1%	19.6%	43.0%	22.3%
Shopping and Dining	18.0%	20.6%	42.5%	18.9%
Aboriginal Cultural experiences	14.6%	20.2%	40.3%	24.9%
Fairs and Festivals	17.3%	20.9%	42.0%	19.8%
Science and Technology Exhibits	12.9%	19.1%	44.4%	23.7%
Theme Parks & Exhibits	18.2%	21.0%	43.0%	17.8%
High Art Performances	9.8%	15.9%	44.2%	30.0%
Professional Sporting Events	13.8%	17.4%	46.2%	22.6%
Theatre, Film & Musical Festivals	16.0%	18.7%	41.6%	23.7%
Wine, Beer and Food Tastings	13.0%	19.1%	43.6%	24.3%
Casino, Theatre and Comedy Clubs	17.6%	20.6%	42.5%	19.3%
Participatory Historical Activities	13.7%	18.4%	40.5%	27.4%
Fine Dining and Spas	13.3%	17.9%	45.1%	23.7%
Equestrian & Western Events	22.2%	23.8%	39.4%	14.6%
Agro-Tourism	17.8%	22.2%	40.5%	19.5%
National & International Sporting Events	12.5%	16.0%	45.3%	26.1%
Garden Theme Attractions	12.5%	19.3%	42.5%	25.7%
Rock Concerts and Recreational Dancing	15.6%	19.7%	46.7%	18.0%
Archaeological Digs & Sites	9.7%	15.6%	41.1%	33.5%
Amateur Tournaments	13.5%	17.6%	45.0%	23.8%

Household Income of Participants by Culture and Entertainment Activity Type

The household income of the average U.S. Pleasure Traveler is \$74,303. Therefore, those who participated in all twenty culture and entertainment activity types tend to have higher household incomes than the average U.S. Pleasure Traveler. Participation in activities which involve fine cuisine (e.g., fine dining, tastings) or attractions and event which are typically expensive (e.g., high art performances, professional sporting events, international sporting events) tend to be associated with higher household incomes. Conversely, equestrian and western events, agro-tourism and festivals and fairs are more often associated with lower household incomes.

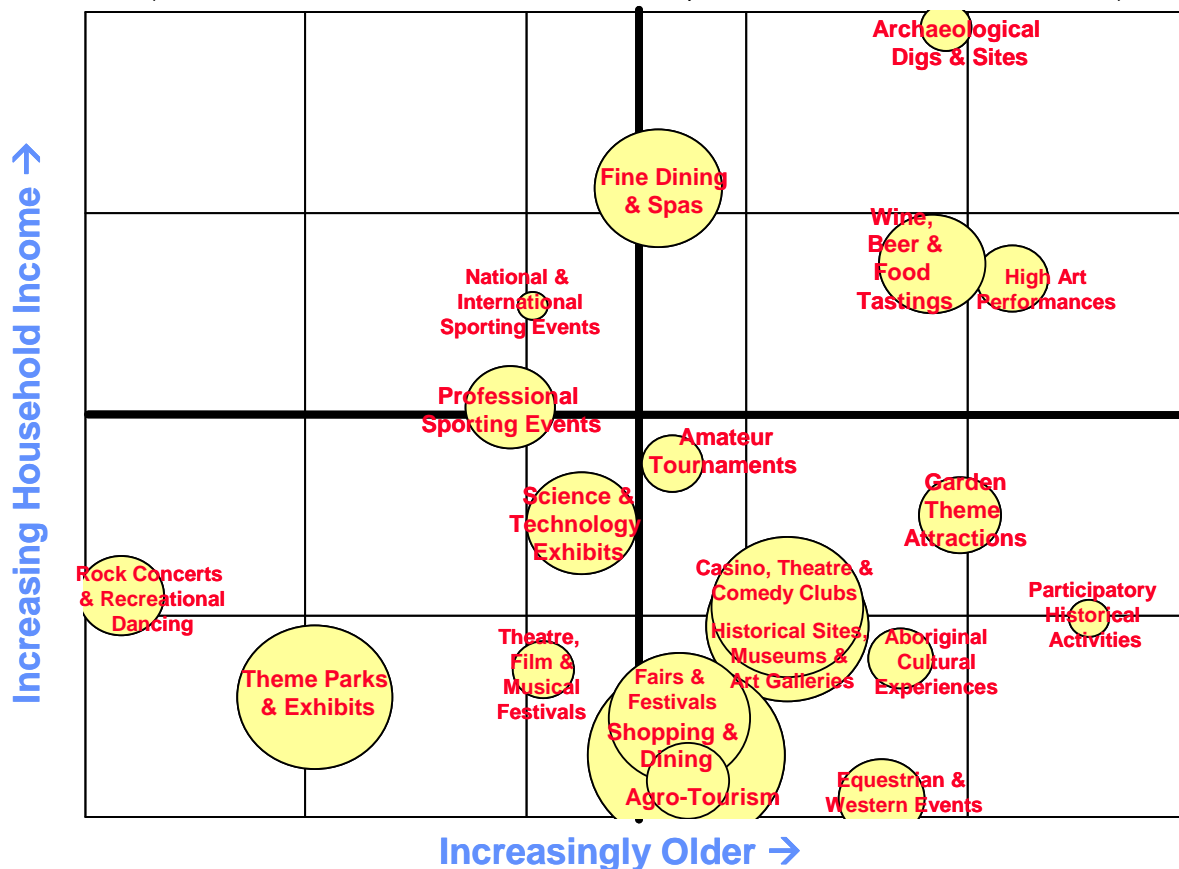
Fig. 2.11 Average Household Income of Participants by Culture and Entertainment Activity Type (Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

Archaeological Digs & Sites	\$95,591
Fine Dining and Spas	\$91,604
Wine, Beer and Food Tastings	\$89,722
High Art Performances	\$89,351
National & International Sporting Events	\$88,675
Professional Sporting Events	\$86,175
Amateur Tournaments	\$84,756
Garden Theme Attractions	\$83,478
Science and Technology Exhibits	\$83,286
Rock Concerts and Recreational Dancing	\$81,480
Casino, Theatre and Comedy Clubs	\$81,201
Participatory Historical Activities	\$80,934
Historical Sites, Museums & Art Galleries	\$80,734
Aboriginal Cultural experiences	\$79,911
Theatre, Film & Musical Festivals	\$79,645
Theme Parks & Exhibits	\$78,940
Fairs and Festivals	\$78,425
Shopping and Dining	\$77,517
Agro-Tourism	\$76,866
Equestrian & Western Events	\$76,438

Household Income, Age and Culture and Entertainment Activity Participation

An examination of the average age and household income of those who participated in various types of culture and entertainment activities indicates that some activities were more likely to be undertaken by affluent mature travelers (e.g., visits to archaeological digs and sites, tastings, high art performances) while others were more likely to be participated in by affluent younger travelers (e.g., professional sporting events, national and international sporting events). There are also culture and entertainment activity types which tend to appeal more to older, less affluent travelers (e.g., participatory historical activities, aboriginal cultural experiences, casino, theatre and comedy clubs) and to younger, less affluent travelers (e.g., theme parks and exhibits, rock concerts and recreational dancing).

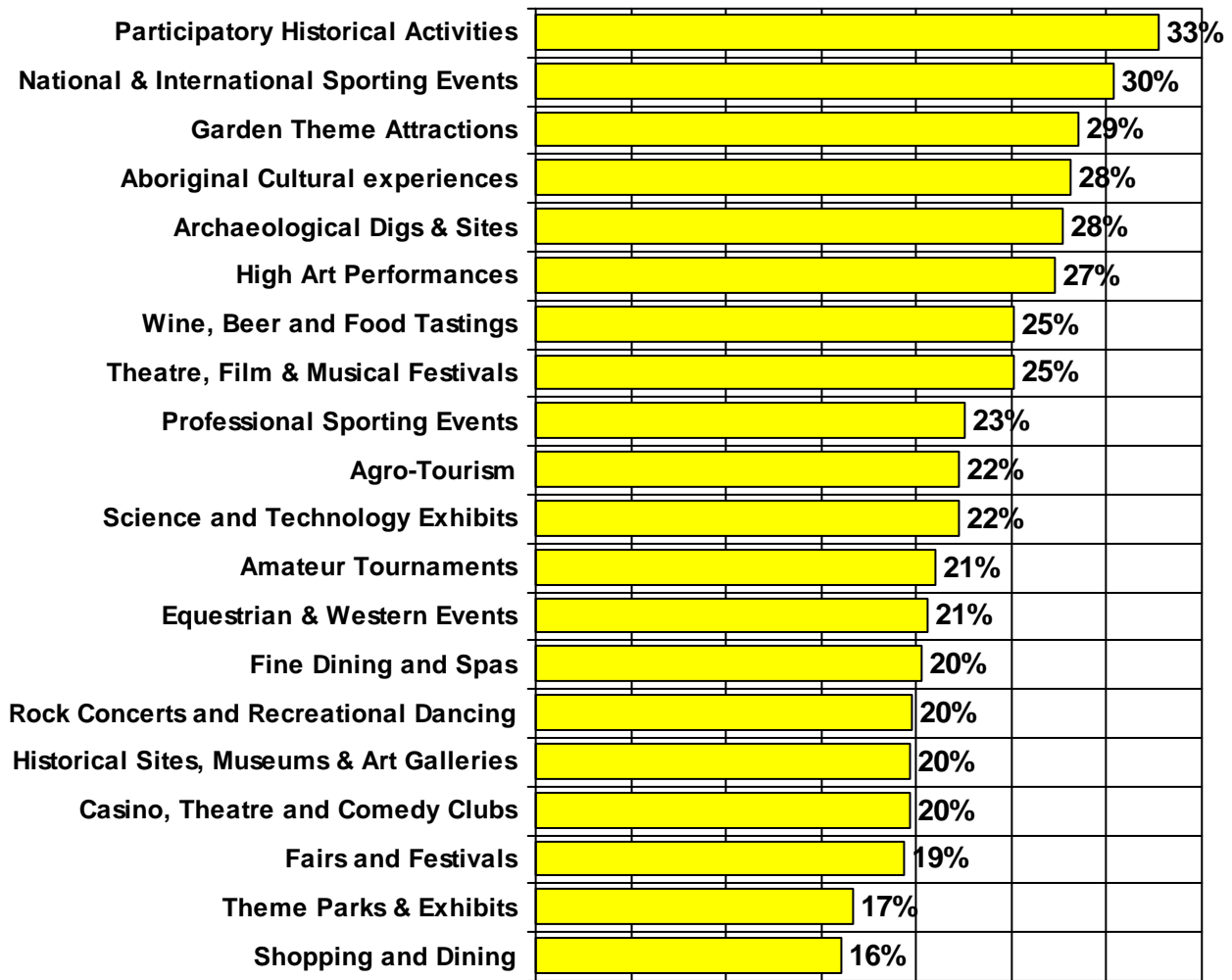
Fig. 2.12 Average Age and Household Income for Each Culture and Entertainment Activity Type
 Size of the Circle Denotes the Percent Who Participated in the Activity Type While on a Trip
 (Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)



Travel to Canada by Culture and Entertainment Activity Type

Overall, those who participated in culture and entertainment activities while on trips were more likely to have taken a trip to Canada during the past two years than the average U.S. Pleasure Traveler (of which 14.5% took a trip to Canada). Those who were involved in participatory historical activities and those who attended a national or international sporting event were especially likely to have taken a trip to Canada. Those who went to theme parks or exhibits were the least likely to have taken a trip to Canada during the past two years. Because almost all travelers go shopping and dining while on vacation, the likelihood of a trip to Canada is similar to that of the average U.S. Pleasure Traveler. Overall, there appears to be a relationship between participation in cultural and educational activities (as opposed to entertainment activities) and travel to Canada.

Fig. 2.13 Percent Taking a Trip to Canada by Culture and Entertainment Activity Type
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)



Travel to Eastern Canada by Culture and Entertainment Activity Type

Fig. 2.14 shows the percent who participated in each culture and entertainment activity type who took a trip to each of the eastern provinces in the last two years. The colour-coding⁵ in Fig. 2.14 indicates provinces where those participating in a culture and entertainment activity are over-represented relative to the average U.S. Pleasure Traveler. In general, those who participated in culture and entertainment activities were much more likely to have taken a trip to one of the Atlantic Provinces, Quebec and Ontario. This is especially evident for those who took part in participatory activities such as participatory historical activities, archaeological digs and sites and aboriginal cultural experiences. Those who attended high art performances, national and international sporting events, garden-themed attractions and theatre, film and musical festivals are also significantly over-represented among U.S. Pleasure Travelers who took a trip to Eastern Canada during the past two years.

Fig. 2.14 Percent Taking a Trip to Eastern Canada in the Past 2 Years by Culture and Entertainment Activity Type
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	Newfoundland and Labrador	Prince Edward Island	New Brunswick	Nova Scotia	Quebec	Ontario
Size of Market	708,215	1,040,454	1,385,333	2,280,457	5,280,524	14,077,085
Historical Sites, Museums & Art Galleries	0.6%	1.0%	1.3%	2.0%	4.5%	11.0%
Shopping and Dining	0.5%	0.7%	0.9%	1.5%	3.5%	9.1%
Aboriginal Cultural experiences	1.4%	2.0%	2.4%	3.0%	6.3%	14.4%
Fairs and Festivals	0.6%	1.0%	1.2%	2.0%	4.6%	11.1%
Science and Technology Exhibits	0.8%	1.2%	1.4%	2.1%	5.3%	12.9%
Theme Parks & Exhibits	0.5%	0.7%	0.9%	1.4%	3.7%	9.8%
High Art Performances	1.4%	2.2%	2.3%	3.3%	7.4%	15.2%
Professional Sporting Events	0.7%	1.2%	1.4%	2.0%	5.0%	13.4%
Theatre, Film & Musical Festivals	1.1%	1.7%	2.1%	2.8%	7.9%	16.2%
Wine, Beer and Food Tastings	0.9%	1.4%	1.7%	2.7%	6.1%	14.3%
Casino, Theatre and Comedy Clubs	0.6%	0.9%	1.2%	2.1%	4.4%	11.3%
Participatory Historical Activities	1.9%	3.4%	3.8%	4.4%	8.4%	17.6%
Fine Dining and Spas	0.7%	0.9%	1.1%	1.9%	5.1%	11.3%
Equestrian & Western Events	0.9%	1.3%	1.6%	2.6%	4.9%	11.9%
Agro-Tourism	1.0%	1.6%	1.6%	2.2%	6.0%	13.0%
National & International Sporting Events	2.7%	2.2%	2.7%	4.1%	9.5%	19.2%
Garden Theme Attractions	1.3%	1.8%	2.1%	3.4%	7.2%	15.5%
Rock Concerts and Recreational Dancing	0.6%	1.0%	1.1%	2.2%	4.9%	11.3%
Archaeological Digs & Sites	1.5%	2.1%	2.6%	3.2%	6.8%	15.1%
Amateur Tournaments	0.8%	1.0%	1.1%	1.8%	4.8%	12.4%

5 - The colour-coding scheme in this table is based on indexing where the percent who participated in each culture and entertainment activity type that took a trip to a given province is divided by the percent of U.S. Pleasure Travelers who took a trip to each province. Index values above 200 are gold while index values between 150 and 200 are light yellow.

Travel to Western Canada / Territories by Culture & Entertainment Activity Type

Fig. 2.15 shows the percent who participated in each culture and entertainment activity type who took a trip to each of the western provinces, the Yukon and the Northwest Territories in the last two years. The colour-coding⁵ in Fig. 2.15 indicates provinces or territories where those participating in a culture and entertainment activity type were over-represented relative to the average U.S. Pleasure Traveler.

Those who participated in culture and entertainment activities were much more likely to have taken a trip to one of the western provinces or to the Yukon or the Northwest Territories. As with Eastern Canada, this is especially evident for those who took part in participatory activities such as participatory historical activities, archaeological digs and sites and aboriginal cultural experiences. Those who attended high art performances, national and international sporting events, garden-themed attractions and theatre, film and musical festivals were also significantly over-represented among U.S. Pleasure Travelers who traveled to Western Canada during the past two years.

Fig. 2.15 Percent Taking a Trip to Western Canada, the Yukon or the Northwest Territories in the Past 2 Years by Culture and Entertainment Activity Type

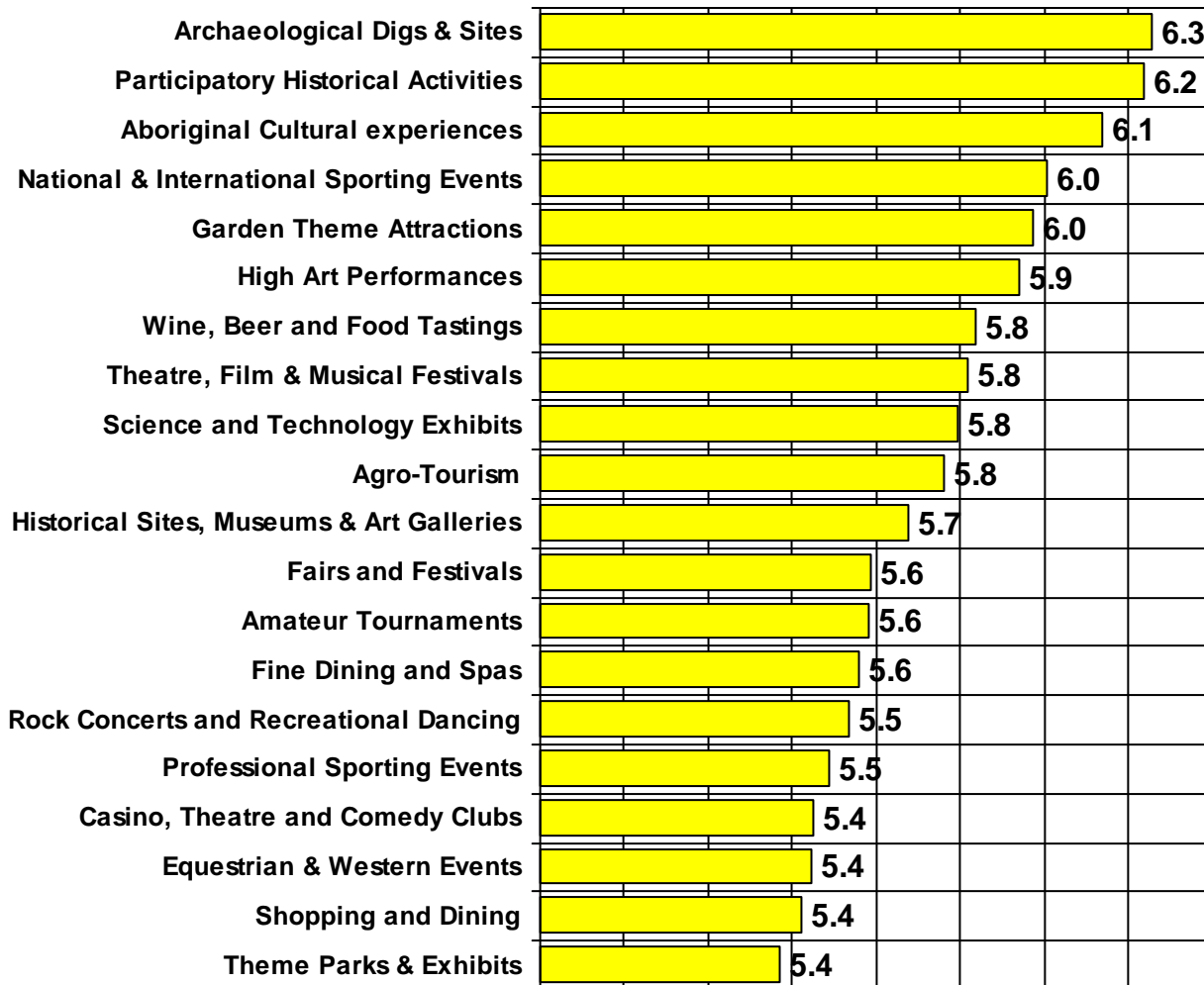
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	Manitoba	Saskatchewan	Alberta	British Columbia	Yukon	Northwest Territories
Size of Market	896,699	824,412	2,045,950	7,038,327	967,533	673,257
Historical Sites, Museums & Art Galleries	0.7%	0.7%	1.7%	6.0%	0.9%	0.5%
Shopping and Dining	0.6%	0.5%	1.4%	4.7%	0.7%	0.4%
Aboriginal Cultural experiences	1.6%	1.6%	3.9%	12.6%	2.7%	1.3%
Fairs and Festivals	0.7%	0.7%	1.7%	5.6%	0.9%	0.5%
Science and Technology Exhibits	0.9%	0.9%	2.1%	7.0%	1.2%	0.7%
Theme Parks & Exhibits	0.6%	0.5%	1.3%	4.8%	0.7%	0.5%
High Art Performances	1.1%	1.2%	2.9%	9.6%	1.6%	0.9%
Professional Sporting Events	0.8%	0.8%	2.0%	7.0%	1.0%	0.6%
Theatre, Film & Musical Festivals	1.2%	1.2%	2.5%	7.6%	1.3%	1.1%
Wine, Beer and Food Tastings	0.8%	0.9%	2.2%	8.6%	1.3%	0.8%
Casino, Theatre and Comedy Clubs	0.7%	0.7%	1.7%	5.7%	0.8%	0.5%
Participatory Historical Activities	1.9%	2.2%	4.6%	13.0%	3.5%	1.6%
Fine Dining and Spas	0.6%	0.6%	1.7%	6.6%	0.8%	0.5%
Equestrian & Western Events	1.1%	0.9%	2.2%	6.1%	1.2%	0.7%
Agro-Tourism	1.1%	0.9%	2.1%	6.9%	1.6%	0.9%
National & International Sporting Events	1.4%	1.4%	2.8%	9.9%	3.0%	1.3%
Garden Theme Attractions	1.1%	1.0%	2.7%	10.7%	1.7%	1.0%
Rock Concerts and Recreational Dancing	0.8%	0.7%	1.7%	5.9%	0.8%	0.6%
Archaeological Digs & Sites	1.2%	1.6%	3.7%	11.8%	2.2%	1.1%
Amateur Tournaments	0.8%	0.9%	1.9%	7.4%	1.2%	0.6%

Impressions of Canada by Outdoor Activity Type

Those who were familiar with each Canadian province or territory were asked to rate the province or territory on a 10-point appeal scale where “10” is “Very Appealing” and “1” is “Very Unappealing”. Examination of the average rating for all provinces and territories indicated that those who took part in participatory activities such as archaeological digs, participatory historical activities and aboriginal cultural experiences gave the highest average appeal rating to the Canadian provinces and territories. By contrast, those who went to theme parks and exhibits, shopping and dining and equestrian and western events were the least likely to perceive Canadian destinations as appealing. It should be noted that those who gave higher appeal ratings were also more likely to have taken a trip to Canada in the last two years (see Fig. 2.13).

Fig. 2.16 Average appeal rating of Canadian Provinces / Territories on Ten-Point Appeal Scale - Higher Scores Denote More Favourable Rating - (Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)



Appeal Ratings of Eastern Provinces by Outdoor Activity Type

The appeal of the Eastern Provinces varies widely with the larger, and perhaps better known provinces (i.e., Ontario, Quebec) receiving more positive appeal ratings overall. There is relatively little variation in the appeal ratings as a function of the culture and entertainment activity types pursued while on trips during the past two years.

Fig. 2.17 Average Appeal Rating of Eastern Canadian Provinces on Ten-Point Appeal Scale
- Higher Scores Denote More Favourable Rating / Scores Are Colour-Coded -
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	Newfoundland and Labrador	Prince Edward Island	New Brunswick	Nova Scotia	Quebec	Ontario
Historical Sites, Museums & Art Galleries	5.2	5.9	5.3	6.1	6.2	6.4
Shopping and Dining	4.9	5.6	5.0	5.8	6.0	6.2
Aboriginal Cultural experiences	5.8	6.3	5.8	6.4	6.4	6.6
Fairs and Festivals	5.1	5.8	5.1	5.9	6.1	6.4
Science and Technology Exhibits	5.4	6.0	5.4	6.2	6.3	6.5
Theme Parks & Exhibits	4.9	5.5	4.9	5.7	5.9	6.2
High Art Performances	5.5	6.1	5.5	6.3	6.6	6.7
Professional Sporting Events	5.0	5.6	5.0	5.8	6.0	6.4
Theatre, Film & Musical Festivals	5.4	6.0	5.4	6.2	6.5	6.6
Wine, Beer and Food Tastings	5.4	6.1	5.5	6.2	6.4	6.6
Casino, Theatre and Comedy Clubs	4.9	5.6	5.0	5.7	6.0	6.3
Participatory Historical Activities	5.8	6.6	5.9	6.5	6.6	6.8
Fine Dining and Spas	5.1	5.8	5.1	5.9	6.2	6.4
Equestrian & Western Events	4.9	5.6	5.0	5.7	5.8	6.2
Agro-Tourism	5.3	5.9	5.3	6.1	6.2	6.5
National & International Sporting Events	5.4	6.1	5.5	6.2	6.6	7.0
Garden Theme Attractions	5.6	6.3	5.6	6.4	6.5	6.6
Rock Concerts and Recreational Dancing	5.0	5.7	5.0	5.9	6.2	6.4
Archaeological Digs & Sites	6.0	6.6	6.0	6.6	6.5	6.7
Amateur Tournaments	5.1	5.7	5.1	5.8	6.0	6.4

Appeal Ratings of Western Provinces / Territories by Outdoor Activity Type

As with the Eastern Provinces, the appeal of the western provinces varies widely with British Columbia receiving the highest overall rating by all 20 culture and entertainment activity types. Manitoba and Saskatchewan tend to receive lower ratings, perhaps because they are less well-known to U.S. Pleasure Travelers. There is relatively little variation in the appeals ratings as a function of the culture and entertainment activity types pursued while on trips, although those who participated in equestrian and western events and agro-tourism and those who attended amateur tournaments or a national and international sporting event did have a more favourable impression of Manitoba and Saskatchewan than other U.S. Pleasure Travelers.

Fig. 2.18 Average Appeal Rating of Western Provinces and Territories on Ten-Point Appeal Scale
- Higher Scores Denote More Favourable Rating/ Scores Are Colour-Coded -
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	Manitoba	Saskatchewan	Alberta	British Columbia	Yukon	Northwest Territories
Historical Sites, Museums & Art Galleries	5.0	5.0	5.6	6.7	5.4	5.4
Shopping and Dining	4.8	4.8	5.3	6.3	5.1	5.2
Aboriginal Cultural experiences	5.4	5.5	6.1	7.2	6.1	6.1
Fairs and Festivals	5.0	5.0	5.5	6.5	5.3	5.3
Science and Technology Exhibits	5.2	5.1	5.7	6.8	5.4	5.5
Theme Parks & Exhibits	4.8	4.8	5.3	6.3	5.0	5.1
High Art Performances	5.2	5.2	5.9	7.0	5.6	5.5
Professional Sporting Events	4.9	4.9	5.4	6.5	5.2	5.2
Theatre, Film & Musical Festivals	5.1	5.1	5.7	6.7	5.4	5.6
Wine, Beer and Food Tastings	5.1	5.2	5.7	6.9	5.5	5.5
Casino, Theatre and Comedy Clubs	4.8	4.8	5.4	6.4	5.2	5.2
Participatory Historical Activities	5.4	5.5	6.2	7.1	6.1	6.1
Fine Dining and Spas	4.9	4.9	5.5	6.6	5.2	5.2
Equestrian & Western Events	4.9	5.0	5.4	6.2	5.3	5.4
Agro-Tourism	5.2	5.2	5.7	6.6	5.6	5.6
National & International Sporting Events	5.5	5.4	6.0	7.0	5.6	5.7
Garden Theme Attractions	5.3	5.3	5.8	7.0	5.6	5.6
Rock Concerts and Recreational Dancing	4.9	4.9	5.4	6.5	5.2	5.3
Archaeological Digs & Sites	5.5	5.6	6.2	7.4	6.1	6.0
Amateur Tournaments	5.0	5.0	5.5	6.6	5.4	5.4

Examining the culture and entertainment activities pursued while on a trip after indexing (i.e., dividing the percent who participated in each activity by the average percent who participated in the activities) suggests that there is a strong relationship between the culture and entertainment activities pursued and other culture and entertainment activities undertaken while on trips. For example, those who attended sporting events (e.g., professional sporting events, amateur tournaments, national and international sporting events) were likely to have attended other sporting events while on trips; those who attended live performances (e.g., high art performances, rock concerts) are more likely to attend other types of performances; and those who took part in a participatory cultural activity (e.g., participatory historical activities, aboriginal cultural experiences, archaeological digs) are likely to have taken part in other participatory cultural activities.

Fig. 2.20 Culture and Entertainment Activity Types Undertaken While on a Trip– Indexed Scores
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	Most Highly Indexed	Second Most Highly Indexed	Third Most Highly Indexed
Historical Sites, Museums & Art Galleries	Shopping and Dining	Casino, Theatre and Comedy Clubs	Fine Dining and Spas
Shopping and Dining	Historical Sites, Museums & Art Galleries	Fine Dining and Spas	Casino, Theatre and Comedy Clubs
Aboriginal Cultural experiences	Archaeological Digs & Sites	Participatory Historical Activities	Garden Theme Attractions
Fairs and Festivals	Shopping and Dining	Theme Parks & Exhibits	Casino, Theatre and Comedy Clubs
Science and Technology Exhibits	Theme Parks & Exhibits	Garden Theme Attractions	Historical Sites, Museums & Art Galleries
Theme Parks & Exhibits	Shopping and Dining	Science and Technology Exhibits	Fairs and Festivals
High Art Performances	Theatre, Film & Musical Festivals	National & International Sporting Events	Rock Concerts and Recreational Dancing
Professional Sporting Events	Amateur Tournaments	National & International Sporting Events	Rock Concerts and Recreational Dancing
Theatre, Film & Musical Festivals	Rock Concerts and Recreational Dancing	High Art Performances	National & International Sporting Events
Wine, Beer and Food Tastings	Fine Dining and Spas	Shopping and Dining	Casino, Theatre and Comedy Clubs
Casino, Theatre and Comedy Clubs	Shopping and Dining	Fine Dining and Spas	Theme Parks & Exhibits
Participatory Historical Activities	Archaeological Digs & Sites	Aboriginal Cultural experiences	Agro-Tourism
Fine Dining and Spas	Shopping and Dining	Casino, Theatre and Comedy Clubs	Wine, Beer and Food Tastings
Equestrian & Western Events	Rock Concerts and Recreational Dancing	Professional Sporting Events	Fairs and Festivals
Agro-Tourism	Participatory Historical Activities	Garden Theme Attractions	Science and Technology Exhibits
National & International Sporting Events	Amateur Tournaments	Professional Sporting Events	High Art Performances
Garden Theme Attractions	Archaeological Digs & Sites	Participatory Historical Activities	Aboriginal Cultural experiences
Rock Concerts and Recreational Dancing	Theatre, Film & Musical Festivals	Equestrian & Western Events	Professional Sporting Events
Archaeological Digs & Sites	Participatory Historical Activities	Aboriginal Cultural experiences	Garden Theme Attractions
Amateur Tournaments	National & International Sporting Events	Professional Sporting Events	Equestrian & Western Events

Culture & Entertainment Activities Pursued While NOT Traveling

Dining in a restaurant and attending festivals and fairs are the most common culture and entertainment activities pursued while not traveling by all 20 culture and entertainment activity types. Fig. 2.21 shows the third, fourth and fifth most frequently pursued culture and entertainment activity while NOT traveling. This analysis reveals a clear relationship between the types of culture and entertainment activities undertaken while traveling and not traveling. For example, those who exhibit an interest in the history and culture of an area (e.g., visits historical sites, museums and art galleries, aboriginal cultural experiences) are more likely to visit local historical sites and museums while not traveling; those who attend live performances (e.g., high arts, rock concerts, professional sporting events) while traveling tend to go to similar types of performance when not traveling; and those who attended a casino on a trip also go to local casinos.

Fig. 2.21 Culture and Entertainment Activity⁶ Types Undertaken While NOT Traveling by Culture and Entertainment Activity Types
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	Third Most Popular	Fourth Most Popular	Fifth Most Popular
Historical Sites, Museums & Art Galleries	Going to historic sites or heritage buildings (53.2%)	Going to museums (50.2%)	Going to zoos or aquariums (50.2%)
Shopping and Dining	Going to zoos or aquariums (47.9%)	Going to historic sites or heritage buildings (43.5%)	Going to amateur sporting events (41.8%)
Aboriginal Cultural experiences	Going to historic sites or heritage buildings (62.0%)	Going to museums (59.1%)	Going to zoos or aquariums (55.1%)
Fairs and Festivals	Going to zoos or aquariums (53.5%)	Going to historic sites or heritage buildings (49.2%)	Going to museums (46.6%)
Science and Technology Exhibits	Going to zoos or aquariums (60.4%)	Going to museums (57.0%)	Going to historic sites or heritage buildings (54.3%)
Theme Parks & Exhibits	Going to zoos or aquariums (59.0%)	Going to amusement or theme parks (52.9%)	Going to amateur sporting events (45.4%)
High Art Performances	Going to museums (63.6%)	Going to historic sites or heritage buildings (60.6%)	Going to live theatre (58.8%)
Professional Sporting Events	Going to professional sporting events (71.8%)	Going to amateur sporting events (63.0%)	Going to zoos or aquariums (52.1%)
Theatre, Film & Musical Festivals	Going to museums (57.7%)	Going to historic sites or heritage buildings (57.4%)	Going to zoos or aquariums (57.4%)
Wine, Beer and Food Tastings	Going to historic sites or heritage buildings (55.3%)	Going to museums (52.5%)	Going to zoos or aquariums (52.0%)
Casino, Theatre and Comedy Clubs	Going to zoos or aquariums (48.2%)	Going to gamble in casinos (46.4%)	Going to historic sites or heritage buildings (45.8%)
Participatory Historical Activities	Going to historic sites or heritage buildings (73.9%)	Going to museums (67.7%)	Going to zoos or aquariums (57.5%)
Fine Dining and Spas	Going to zoos or aquariums (49.4%)	Going to historic sites or heritage buildings (47.9%)	Going to museums (47.1%)
Equestrian & Western Events	Going to zoos or aquariums (54.2%)	Going to amateur sporting events (53.1%)	Going to historic sites or heritage buildings (50.2%)
Agro-Tourism	Going to zoos or aquariums (61.2%)	Going to historic sites or heritage buildings (55.3%)	Going to museums (52.4%)
National & International Sporting Events	Going to amateur sporting events (66.3%)	Going to professional sporting events (61.5%)	Going to zoos or aquariums (57.7%)
Garden Theme Attractions	Going to museums (61.2%)	Going to historic sites or heritage buildings (60.9%)	Going to zoos or aquariums (60.6%)
Rock Concerts and Recreational Dancing	Going to rock music concerts (53.6%)	Going to zoos or aquariums (51.5%)	Going to bars with live pop or rock bands (50.3%)
Archaeological Digs & Sites	Going to historic sites or heritage buildings (68.0%)	Going to museums (67.5%)	Going to zoos or aquariums (54.7%)
Amateur Tournaments	Going to amateur sporting events (79.0%)	Going to professional sporting events (52.8%)	Going to zoos or aquariums (49.8%)

Examining the culture and entertainment activities pursued while not traveling after indexing suggests that there is even a stronger association between the type of culture and entertainment activities undertaken when on a trip and the activities pursued while NOT traveling. In fact, the culture and entertainment type undertaken while traveling is typically among the top one or two indexed activities undertaken while not traveling across all twenty culture and entertainment activity types (e.g., festivals and fairs, theme parks and exhibits, professional sporting events, casinos, fine dining and spas). This suggests that promoting Canadian culture and entertainment activities at similar types of events and attractions in the United States is likely to be quite effective.

Fig. 2.22 Culture and Entertainment Activity⁶ Types Undertaken While NOT Traveling by Culture and Entertainment Activity Types – Indexed Values (Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	Most Highly Indexed	Second Most Highly Indexed	Third Most Highly Indexed
Historical Sites, Museums & Art Galleries	Going out to eat in restaurants	Going to historic sites or heritage buildings	Going to museums
Shopping and Dining	Going out to eat in restaurants	Going to festivals or fairs	Going to amusement or theme parks
Aboriginal Cultural experiences	Going to botanical gardens	Going to art galleries or art shows	Going to historic sites or heritage buildings
Fairs and Festivals	Going to festivals or fairs	Going to pick-your-own farms or farmers' market	Going out to eat in restaurants
Science and Technology Exhibits	Going to zoos or aquariums	Going to museums	Going to amusement or theme parks
Theme Parks & Exhibits	Going to amusement or theme parks	Going to zoos or aquariums	Going out to eat in restaurants
High Art Performances	Going to the opera	Going to the ballet	Going to jazz clubs
Professional Sporting Events	Going to professional sporting events	Going to amateur sporting events	Going to rock music concerts
Theatre, Film & Musical Festivals	Going to jazz clubs	Going to the opera	Going to rock music concerts
Wine, Beer and Food Tastings	Going to gamble in casinos	Going to day spas	Going to live theatre
Casino, Theatre and Comedy Clubs	Going to gamble in casinos	Going out to eat in restaurants	Going to bars with live pop or rock bands
Participatory Historical Activities	Going to classical music concerts	Going to the opera	Going to historic sites or heritage buildings
Fine Dining and Spas	Going to day spas	Going to gamble in casinos	Going out to eat in restaurants
Equestrian & Western Events	Going to rodeos	Going to gamble in casinos	Going to professional sporting events
Agro-Tourism	Going to pick-your-own farms or farmers' market	Going to rodeos	Going to zoos or aquariums
National & International Sporting Events	Going to the ballet	Going to the opera	Going to professional sporting events
Garden Theme Attractions	Going to botanical gardens	Going to classical music concerts	Going to art galleries or art shows
Rock Concerts and Recreational Dancing	Going to rock music concerts	Going to bars with live pop or rock bands	Going dancing
Archaeological Digs & Sites	Going to the opera	Going to botanical gardens	Going to museums
Amateur Tournaments	Going to amateur sporting events	Going to professional sporting events	Going to bars with live pop or rock bands

Outdoor Activities Pursued on Trips by Culture and Entertainment Activity Type

The wide popularity of ocean activities is apparent when considering other outdoor activities undertaken while on a trip. Ocean activities were the first or second most popular outdoor activity type for all 20 culture and entertainment activity types. Wildlife viewing, hiking, climbing and paddling, boating and swimming and games and individual sports were also frequently participated in by all culture and entertainment activity types.

Fig. 2.23 Outdoor Activity Types Undertaken on a Trip by Culture & Entertainment Activity Types
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	Most Popular	Second Most Popular	Third Most Popular
Historical Sites, Museums & Art Galleries	Wildlife Viewing (50.0%)	Ocean Activities (46.6%)	Hiking, Climbing & Paddling (32.6%)
Shopping and Dining	Ocean Activities (45.0%)	Wildlife Viewing (40.4%)	Hiking, Climbing & Paddling (26.7%)
Aboriginal Cultural experiences	Wildlife Viewing (72.1%)	Ocean Activities (55.8%)	Hiking, Climbing & Paddling (48.9%)
Fairs and Festivals	Ocean Activities (52.9%)	Wildlife Viewing (51.2%)	Games and Individual Sports (34.8%)
Science and Technology Exhibits	Wildlife Viewing (53.8%)	Ocean Activities (51.4%)	Hiking, Climbing & Paddling (37.1%)
Theme Parks & Exhibits	Ocean Activities (51.4%)	Wildlife Viewing (45.0%)	Games and Individual Sports (32.7%)
High Art Performances	Ocean Activities (54.7%)	Wildlife Viewing (53.6%)	Hiking, Climbing & Paddling (39.3%)
Professional Sporting Events	Ocean Activities (54.1%)	Wildlife Viewing (45.4%)	Games and Individual Sports (38.3%)
Theatre, Film & Musical Festivals	Wildlife Viewing (55.0%)	Ocean Activities (54.4%)	Hiking, Climbing & Paddling (41.0%)
Wine, Beer and Food Tastings	Ocean Activities (52.7%)	Wildlife Viewing (52.3%)	Hiking, Climbing & Paddling (37.3%)
Casino, Theatre and Comedy Clubs	Ocean Activities (48.5%)	Wildlife Viewing (41.5%)	Games and Individual Sports (29.2%)
Participatory Historical Activities	Wildlife Viewing (74.6%)	Ocean Activities (55.0%)	Hiking, Climbing & Paddling (51.5%)
Fine Dining and Spas	Ocean Activities (54.1%)	Wildlife Viewing (44.2%)	Hiking, Climbing & Paddling (31.0%)
Equestrian & Western Events	Ocean Activities (50.2%)	Wildlife Viewing (49.7%)	Boating & Swimming (35.5%)
Agro-Tourism	Wildlife Viewing (59.2%)	Ocean Activities (54.1%)	Hiking, Climbing & Paddling (40.0%)
National & International Sporting Events	Ocean Activities (60.3%)	Wildlife Viewing (56.6%)	Games and Individual Sports (49.8%)
Garden Theme Attractions	Wildlife Viewing (65.8%)	Ocean Activities (54.8%)	Hiking, Climbing & Paddling (41.6%)
Rock Concerts and Recreational Dancing	Ocean Activities (58.9%)	Wildlife Viewing (49.3%)	Games and Individual Sports (38.5%)
Archaeological Digs & Sites	Wildlife Viewing (69.3%)	Ocean Activities (56.2%)	Hiking, Climbing & Paddling (52.3%)
Amateur Tournaments	Ocean Activities (56.8%)	Wildlife Viewing (47.5%)	Games and Individual Sports (42.7%)

Other outdoor activities pursued while on a trip were also examined after indexing each of the outdoor activity types (i.e., dividing the percent who participated in each activity type by the average percent who participated in each activity). Examining the outdoor activities in this manner reveals a much clearer association between the types of culture

and entertainment activities undertaken while traveling and the outdoor activities pursued. For example, those who attended sporting events while traveling were also more likely to participate in sports activities while on trips; those who enjoyed fine cuisine while traveling (e.g., wine, beer and food tastings, fine dining and spas) were more likely to play golf and those who took part in participatory activities (e.g., participatory historical activities, aboriginal cultural experiences, archaeological digs) were more likely to go cross-country skiing and shoe shoeing (as all of these activities tend to appeal more to better educated sectors of the U.S. pleasure travel market).

Fig. 2.24 Outdoor Activity Types Undertaken While on a Trip by Culture and Entertainment Activity Types [Indexed Values]
 (Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	Most Highly Indexed	Second Most Highly Indexed	Third Most Highly Indexed
Historical Sites, Museums & Art Galleries	Wildlife Viewing	Ocean Activities	Hiking, Climbing & Paddling
Shopping and Dining	Ocean Activities	Fishing	Wildlife Viewing
Aboriginal Cultural experiences	Cross-country Skiing & Snowshoeing	Wildlife Viewing	Hiking, Climbing & Paddling
Fairs and Festivals	Ocean Activities	Fishing	Games and Individual Sports
Science and Technology Exhibits	Wildlife Viewing	Games and Individual Sports	Hiking, Climbing & Paddling
Theme Parks & Exhibits	Ocean Activities	Games and Individual Sports	Fishing
High Art Performances	Sailing and Surfing	Exercising and Jogging	Cross-country Skiing & Snowshoeing
Professional Sporting Events	Team Sports	Golfing	Hunting
Theatre, Film & Musical Festivals	Board and Blade	Cross-country Skiing & Snowshoeing	Sailing and Surfing
Wine, Beer and Food Tastings	Golfing	Downhill Skiing & Snowboarding	Hiking, Climbing & Paddling
Casino, Theatre and Comedy Clubs	Golfing	Ocean Activities	Fishing
Participatory Historical Activities	Cross-country Skiing & Snowshoeing	Sailing and Surfing	Wildlife Viewing
Fine Dining and Spas	Golfing	Ocean Activities	Downhill Skiing & Snowboarding
Equestrian & Western Events	Hunting	Motorcycling	Fishing
Agro-Tourism	Hunting	Snowmobiling & ATVing	Boating & Swimming
National & International Sporting Events	Board and Blade	Team Sports	Cross-country Skiing & Snowshoeing
Garden Theme Attractions	Wildlife Viewing	Hiking, Climbing & Paddling	Cycling
Rock Concerts and Recreational Dancing	Motorcycling	Board and Blade	Scuba & Snorkelling
Archaeological Digs & Sites	Hiking, Climbing & Paddling	Scuba & Snorkelling	Cross-country Skiing & Snowshoeing
Amateur Tournaments	Team Sports	Golfing	Hunting

Outdoor Activities Pursued While Not Traveling by Culture & Entertainment

Activity Type

Regardless of what culture and entertainment activity types were pursued while on trips, most individuals are likely to go on day outings to parks, exercise at home or at a fitness club, go swimming or garden at home while not traveling. These four outdoor activities were most commonly undertaken while not traveling by all twenty types of culture and entertainment activities.

Fig. 2.25 Outdoor Activities Undertaken While NOT Traveling
by Culture and Entertainment Activity Type
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	Most Popular	Second Most Popular	Third Most Popular
Historical Sites, Museums & Art Galleries	Day outing to a park (67.9%)	Exercising at home or at a fitness club (61.0%)	Swimming (59.5%)
Shopping and Dining	Day outing to a park (65.5%)	Exercising at home or at a fitness club (59.1%)	Swimming (58.9%)
Aboriginal Cultural experiences	Day outing to a park (74.0%)	Exercising at home or at a fitness club (64.6%)	Gardening (63.1%)
Fairs and Festivals	Day outing to a park (72.1%)	Swimming (63.3%)	Exercising at home or at a fitness club (60.9%)
Science and Technology Exhibits	Day outing to a park (72.8%)	Swimming (65.3%)	Exercising at home or at a fitness club (62.3%)
Theme Parks & Exhibits	Day outing to a park (70.9%)	Swimming (66.3%)	Exercising at home or at a fitness club (59.9%)
High Art Performances	Day outing to a park (71.9%)	Exercising at home or at a fitness club (68.1%)	Swimming (63.1%)
Professional Sporting Events	Day outing to a park (66.9%)	Exercising at home or at a fitness club (64.9%)	Swimming (63.0%)
Theatre, Film & Musical Festivals	Day outing to a park (75.4%)	Exercising at home or at a fitness club (66.8%)	Swimming (65.4%)
Wine, Beer and Food Tastings	Day outing to a park (69.1%)	Exercising at home or at a fitness club (63.6%)	Gardening (61.4%)
Casino, Theatre and Comedy Clubs	Day outing to a park (64.3%)	Exercising at home or at a fitness club (60.6%)	Swimming (59.2%)
Participatory Historical Activities	Day outing to a park (77.0%)	Gardening (67.9%)	Exercising at home or at a fitness club (65.5%)
Fine Dining and Spas	Day outing to a park (65.9%)	Exercising at home or at a fitness club (64.7%)	Swimming (61.8%)
Equestrian & Western Events	Day outing to a park (69.2%)	Swimming (64.4%)	Gardening (60.5%)
Agro-Tourism	Day outing to a park (77.5%)	Swimming (66.9%)	Gardening (63.8%)
National & International Sporting Events	Day outing to a park (71.5%)	Exercising at home or at a fitness club (68.2%)	Swimming (65.5%)
Garden Theme Attractions	Day outing to a park (74.6%)	Gardening (67.1%)	Exercising at home or at a fitness club (63.8%)
Rock Concerts and Recreational Dancing	Day outing to a park (70.8%)	Swimming (68.3%)	Exercising at home or at a fitness club (65.6%)
Archaeological Digs & Sites	Day outing to a park (69.9%)	Exercising at home or at a fitness club (65.1%)	Gardening (64.3%)
Amateur Tournaments	Day outing to a park (68.7%)	Swimming (67.2%)	Exercising at home or at a fitness club (66.6%)

The outdoor activities undertaken while NOT traveling were examined after indexing (i.e., by dividing the percent who participated in each outdoor activity by the average percent who participated in the activity). This analysis reveals a moderately strong relationship between the culture and entertainment activities undertaken while traveling and the outdoor activities pursued while not traveling. This is especially evident for those who attended sporting events while traveling who are observed to be more likely to participate in sports activities while not traveling. Those who took part in participatory activities (e.g., participatory historical activities, aboriginal cultural experiences, archaeological digs and sites) were more likely to go cross-country skiing. There is also a relationship between fine cuisine (e.g., wine, beer and food tastings, fine dining and spas) and the likelihood that the individuals played golf while not traveling.

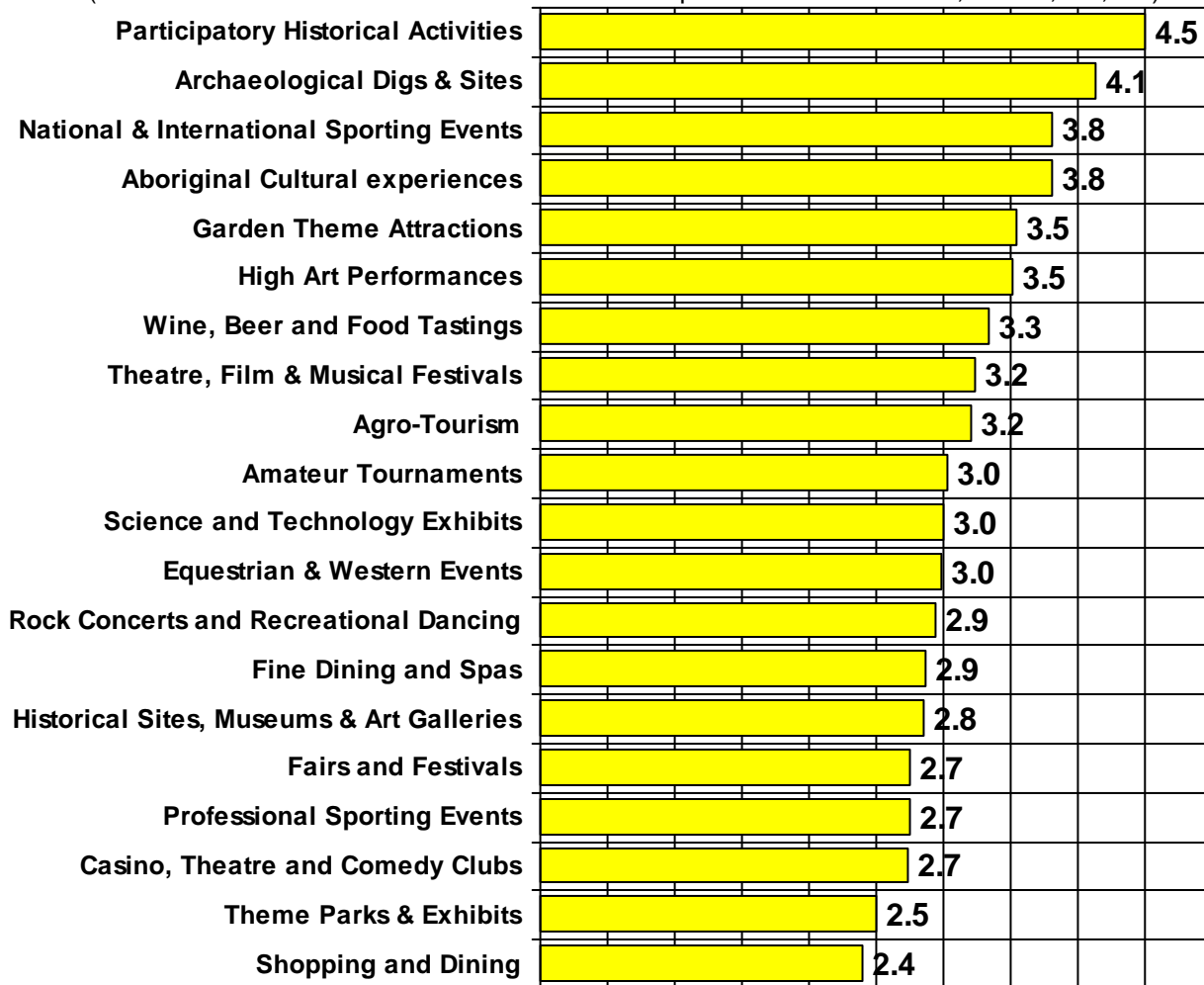
Fig. 2.22 Outdoor Activities Undertaken While Not Traveling by Culture & Entertainment Activity Type- Indexed
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	Most Highly Indexed	Second Most Highly Indexed	Third Most Highly Indexed
Historical Sites, Museums & Art Galleries	Gardening	Day outing to a park	Exercising at home or at a fitness club
Shopping and Dining	Gardening	Exercising at home or at a fitness club	Swimming
Aboriginal Cultural experiences	Cross-country skiing	Hiking	Camping
Fairs and Festivals	Fishing	Day outing to a park	Picnicking
Science and Technology Exhibits	Rollerblading	Cycling	Swimming
Theme Parks & Exhibits	Swimming	Rollerblading	Fishing
High Art Performances	Cross-country skiing	Playing racquet sports	Jogging
Professional Sporting Events	Golfing	Playing team sports	Jogging
Theatre, Film & Musical Festivals	Skateboarding	Snowboarding	Rollerblading
Wine, Beer and Food Tastings	Downhill skiing	Cross-country skiing	Golfing
Casino, Theatre and Comedy Clubs	Golfing	Exercising at home or at a fitness club	Fishing
Participatory Historical Activities	Cross-country skiing	Canoeing or kayaking	Camping
Fine Dining and Spas	Golfing	Exercising at home or at a fitness club	Jogging
Equestrian & Western Events	Hunting	Riding an all-terrain vehicle (ATV)	Horseback riding
Agro-Tourism	Snowmobiling	Riding an all-terrain vehicle (ATV)	Hunting
National & International Sporting Events	Ice-skating	Snowboarding	Skateboarding
Garden Theme Attractions	Gardening	Cross-country skiing	Hiking
Rock Concerts and Recreational Dancing	Skateboarding	Snowboarding	Rollerblading
Archaeological Digs & Sites	Hiking	Canoeing or kayaking	Cross-country skiing
Amateur Tournaments	Playing team sports	Golfing	Skateboarding

Tours and Cruises While on Trips

Respondents were asked whether they had taken each of fourteen different types of tours and nine different types of cruises during the past two years while on trips. Fig. 2.29 presents the average number of tours and cruise types taken by the 20 culture and entertainment activity types. Those who took part in a participatory activity (e.g., participatory historical activity, archaeological digs and sites, aboriginal cultural experiences) were the most likely to have taken tours and cruises during the past two years. Those who attended a national or international sporting event also frequently took tours and cruises. Those who went to a theme park or exhibit and those who went shopping and dining took the fewest number of tours and cruises during the past two years.

Fig. 2.29 Average Number of Tour Types Taken by Culture and Entertainment Activity Types (Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)



The most popular tours and cruises taken by each outdoor activity type are shown in Fig. 2.30. U.S. Pleasure Travelers were most likely to have taken self-guided, sameday tours, a sameday guided tour or a tour around a city during the past two years. There was little variation in terms of the three most popular tours and cruises taken by the twenty types of culture and entertainment activities.

Fig. 2.30 Most Popular Tours and Cruises by Culture and Entertainment Activity Types
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	Most Popular	Second Most Popular	Third Most Popular
Historical Sites, Museums & Art Galleries	A self-guided sameday tour (28.7%)	A sameday guided tour (26.8%)	Tour around a city (24.4%)
Shopping and Dining	A self-guided sameday tour (22.5%)	A sameday guided tour (21.5%)	Tour around a city (18.7%)
Aboriginal Cultural experiences	A self-guided sameday tour (37.9%)	A sameday guided tour (34.8%)	Tour around a city (31.4%)
Fairs and Festivals	A self-guided sameday tour (27.0%)	A sameday guided tour (23.3%)	Tour around a city (22.3%)
Science and Technology Exhibits	A self-guided sameday tour (29.1%)	A sameday guided tour (26.4%)	Tour around a city (25.3%)
Theme Parks & Exhibits	A self-guided sameday tour (23.5%)	A sameday guided tour (21.7%)	Tour around a city (19.3%)
High Art Performances	A self-guided sameday tour (32.7%)	A sameday guided tour (31.2%)	Tour around a city (30.9%)
Professional Sporting Events	A self-guided sameday tour (25.3%)	A sameday guided tour (23.9%)	Tour around a city (22.4%)
Theatre, Film & Musical Festivals	A self-guided sameday tour (30.4%)	Tour around a city (27.3%)	A self-guided sameday tour (25.0%)
Wine, Beer and Food Tastings	A self-guided sameday tour (31.8%)	A sameday guided tour (31.0%)	Tour around a city (27.1%)
Casino, Theatre and Comedy Clubs	A self-guided sameday tour (24.9%)	A sameday guided tour (24.9%)	Tour around a city (22.1%)
Participatory Historical Activities	A self-guided sameday tour (43.9%)	A sameday guided tour (41.2%)	Tour around a city (37.9%)
Fine Dining and Spas	A self-guided sameday tour (27.2%)	A sameday guided tour (26.7%)	Tour around a city (23.9%)
Equestrian & Western Events	A self-guided sameday tour (28.6%)	A sameday guided tour (24.3%)	Tour around a city (23.4%)
Agro-Tourism	A self-guided sameday tour (31.9%)	A sameday guided tour (26.6%)	Tour around a city (25.6%)
National & International Sporting Events	A self-guided sameday tour (33.1%)	A sameday guided tour (31.9%)	Tour around a city (30.9%)
Garden Theme Attractions	A self-guided sameday tour (34.9%)	A sameday guided tour (31.7%)	Tour around a city (31.5%)
Rock Concerts and Recreational Dancing	A self-guided sameday tour (29.0%)	A sameday guided tour (24.5%)	Tour around a city (24.0%)
Archaeological Digs & Sites	A self-guided sameday tour (41.6%)	A sameday guided tour (39.5%)	Tour around a city (35.9%)
Amateur Tournaments	A self-guided sameday tour (30.3%)	A sameday guided tour (26.3%)	Tour around a city (25.6%)

However, examining the tours and cruises taken by each of the culture and entertainment activity types after indexing (i.e., dividing the percent who participated in each activity by the average percent who participated in the activity) suggests that there is a modest relationship between the types of culture and entertainment activities pursued while on trips and types of cruises and tours taken during the last two years. For example, those who took part in a participatory cultural activity (e.g., aboriginal cultural

experience, participatory historical activities, archaeological digs and sites, agro-tourism) were more likely to have taken a wilderness tour; those who visited historical sites, museums and art galleries were most likely to have taken a sameday, single location guided and self-guided tour; those who participated in a wine, beer or food tasting were more likely to have taken a tour of a winery or a factory; and those who visited a science and technology exhibit were more likely to have taken a submarine cruise.

Fig. 2.31 Most Popular Tours and Cruises by Culture and Entertainment Activity Types - Indexed (Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	Most Highly Indexed	Second Most Highly Indexed	Third Most Highly Indexed
Historical Sites, Museums & Art Galleries	An sameday guided tour	A self-guided sameday tour	Tour around a city
Shopping and Dining	Caribbean ocean cruise	An sameday guided tour	A self-guided sameday tour
Aboriginal Cultural experiences	Alaskan ocean cruise	Wilderness tour	An air tour in a plane or helicopter
Fairs and Festivals	A self-guided sameday tour	Caribbean ocean cruise	Country side tour or scenic drives
Science and Technology Exhibits	Submarine cruise	A self-guided multi-location tour	Tour around a city
Theme Parks & Exhibits	Caribbean ocean cruise	An sameday guided tour	A self-guided sameday tour
High Art Performances	Cruise on the St. Lawrence River	A multi-location guided tour	A single location guided tour
Professional Sporting Events	Caribbean ocean cruise	A single location guided tour	Tour of a casino
Theatre, Film & Musical Festivals	Great Lakes cruise	Submarine cruise	Cruise on another lake or river
Wine, Beer and Food Tastings	Tour of a winery	Tour of a factory	Alaskan ocean cruise
Casino, Theatre and Comedy Clubs	Caribbean ocean cruise	Tour of a casino	An sameday guided tour
Participatory Historical Activities	Cruise on the St. Lawrence River	Cruise on another lake or river	Wilderness tour
Fine Dining and Spas	Caribbean ocean cruise	An sameday guided tour	Sightseeing cruise
Equestrian & Western Events	Tour of a casino	Great Lakes cruise	Cruise on the St. Lawrence River
Agro-Tourism	Tour of a factory	Country side tour or scenic drives	Wilderness tour
National & International Sporting Events	Great Lakes cruise	Tour of a casino	A single location guided tour
Garden Theme Attractions	Cruise on the St. Lawrence River	Country side tour or scenic drives	Alaskan ocean cruise
Rock Concerts and Recreational Dancing	Caribbean ocean cruise	Tour of a casino	A self-guided sameday tour
Archaeological Digs & Sites	Wilderness tour	A multi-location guided tour	Cruise on another lake or river
Amateur Tournaments	Sightseeing cruise	A self-guided sameday tour	Tour around a city

Benefits Sought While on Vacation

The majority of travelers take vacations in order to relax and relieve stress (71.3%), to get a break from their everyday environment (71.9%), to enrich their relations with family members (57.3%), to create lasting memories (54.8%) or to have no fixed schedules (52.7%). These vacation benefits are consistently among the top five or six vacation benefits sought by all twenty culture and entertainment activity types.

However, examining the vacation benefits sought after indexing reveals a strong relationship between the culture and entertainment activity types pursued while on trips and the types of vacation benefits considered important.

For example, those who went to attractions which tend to appeal to children (e.g., theme parks and exhibits, science and technology museums, agro-tourism) consider it important that a vacation helps keep family ties alive and enriches their relationship with family members. Those who went fine dining or visited a spa or visited a casino, cuisine, theatre or comedy club consider it important that they are pampered while on vacations. Those who went shopping and dining or attended festivals and fairs consider it important that their vacation is relaxing and relieves stress, helps keeps family ties alive and has no fixed schedule.

By contrast, those who took part in participatory cultural activities (e.g., participatory historical activity, aboriginal cultural experience, archaeological dig or site) consider it important that a vacation is intellectually stimulating, enriches their perspective on life and allows them to gain knowledge of the history or culture of an area.

It is clear that different sectors of the travel market view vacations differently. Some consider a vacation as an opportunity to learn and be intellectually stimulated, others use vacations to renew relationships with family members while still others view vacations as opportunities to indulge in the finer things in life.

Other Attributes of a Destination Considered Important

Most travelers consider it very important that they feel safe at a destination (72.3%). They also consider it important that the destination is conveniently accessible by car (51.3%), offers lots to see and do for adults (47.3%) and has no health concerns (43.3%). These four destination attributes were rated as the most important attributes of a destination by all twenty culture and entertainment activity types. However, indexing reveals a more complex relationship between the culture and entertainment activities pursued while on a trip and some of the destination attributes considered important.

For example, those who took part in participatory activities (e.g., aboriginal cultural experiences, participatory historical activities, archaeological digs and sites) consider it important that a destination is culturally different from home. Cultural distinctiveness is also important to those who attended high art performances, theatre, film and music festivals and garden-themed attractions. These culture and entertainment activities tend to appeal more to better educated travelers, indicating that those with more education are more likely to seek out novel destinations. It should also be noted that these culture and entertainment activity types are among the most likely to have taken a trip to Canada in the last two years.

Those who participated in activities which tend to appeal to families with younger children (e.g., science and technology exhibits, theme parks and exhibits, festivals and fairs, agro-tourism) consider it more important that a destination has lots for children to see and do. They are also more likely to consider it important that a destination has a familiar culture and language. Destinations with a familiar culture and language also appeal to those who went shopping and dining, those who visited casinos, theatre and comedy clubs and those who attended professional sporting events. These culture and entertainment activity types are among the least likely to have taken a trip to Canada in the last two years.

Those who pursued culture and entertainment activities that appeal to higher income travelers (e.g., high art performances, fine dining and spas, professional sporting events) tend to consider it important that a destination offers luxury accommodation and is directly accessible by air. On the other hand, those who took part in participatory activities (archaeological digs and sites, aboriginal cultural experiences, participatory

historical activities, agro-tourism) consider it more important that a destination offers camping facilities.

Fig. 2.33 Other Attributes of Destinations Considered Important by Culture and Entertainment Activity Types - Indexed
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

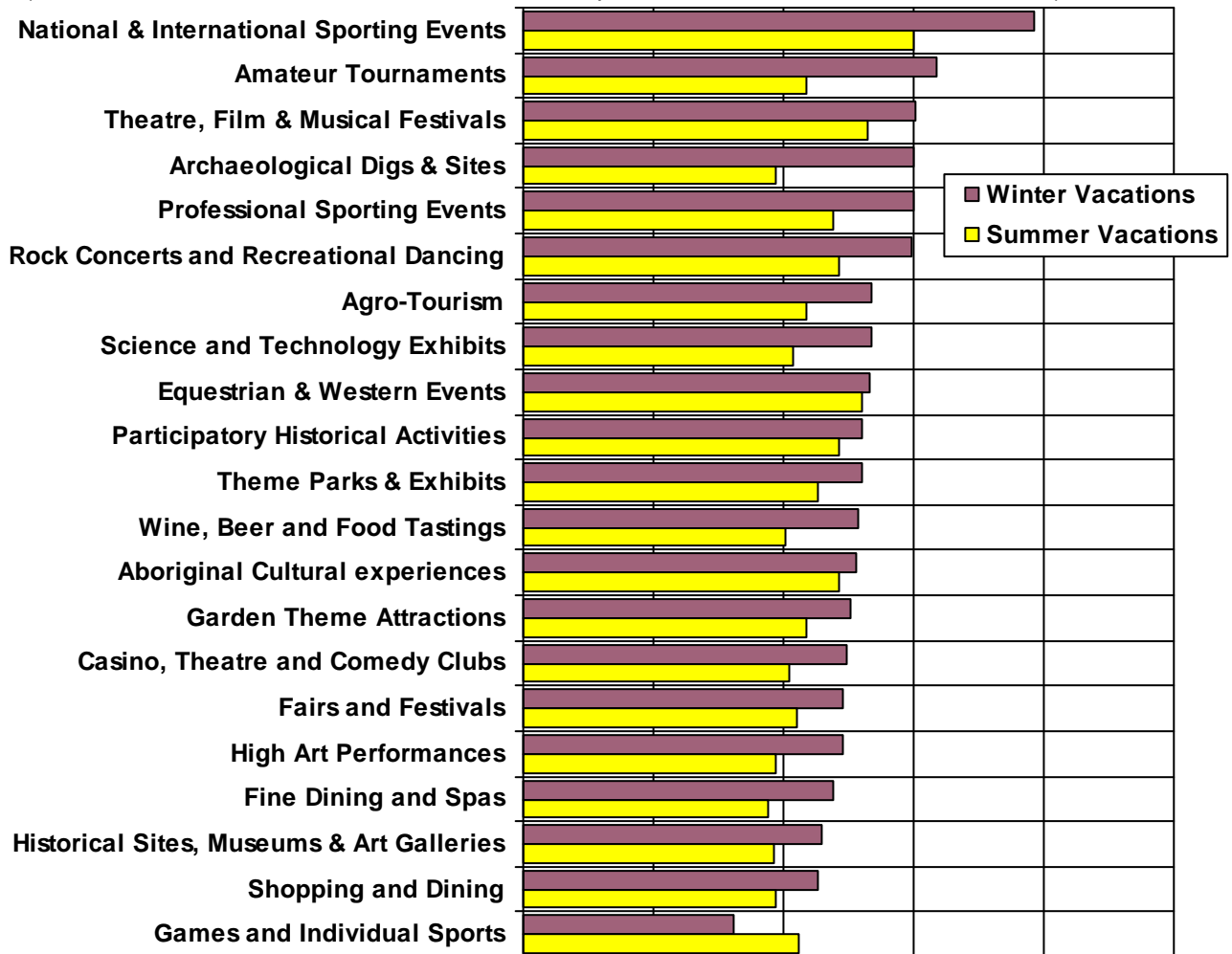
	Most Highly Indexed	Second Most Highly Indexed	Third Most Highly Indexed
Historical Sites, Museums & Art Galleries	Convenient access by car	Feeling safe at the destination	No health concerns at the destination
Shopping and Dining	Having friends or relatives living there	Being familiar with the culture and language of the destination	Lots of things for children to see and do
Aboriginal Cultural experiences	Being at a place that is very different, culturally than mine	Availability of camping	Destination is disabled-person-friendly
Fairs and Festivals	Lots of things for children to see and do	Having friends or relatives living there	Being familiar with the culture and language of the destination
Science and Technology Exhibits	Lots of things for children to see and do	Information about the destination available on the Internet	Convenient access by car
Theme Parks & Exhibits	Lots of things for children to see and do	Being familiar with the culture and language of the destination	Low cost package deals available for the destination
High Art Performances	Availability of luxury accommodation	Being at a place that is very different, culturally than mine	Direct access by air
Professional Sporting Events	Direct access by air	Availability of luxury accommodation	Being familiar with the culture and language of the destination
Theatre, Film & Musical Festivals	Convenient access by train/bus	Being at a place that is very different, culturally than mine	Destination is disabled-person-friendly
Wine, Beer and Food Tastings	Direct access by air	Availability of mid-range accommodation	Feeling safe at the destination
Casino, Theatre and Comedy Clubs	Direct access by air	Being familiar with the culture and language of the destination	Availability of mid-range accommodation
Participatory Historical Activities	Availability of camping	Destination is disabled-person-friendly	Being at a place that is very different, culturally than mine
Fine Dining and Spas	Availability of luxury accommodation	Direct access by air	Great shopping opportunities
Equestrian & Western Events	Availability of camping	Being familiar with the culture and language of the destination	Convenient access by car
Agro-Tourism	Lots of things for children to see and do	Availability of camping	Having friends or relatives living there
National & International Sporting Events	Convenient access by train/bus	Having friends or relatives living there	Being at a place that is very different, culturally than mine
Garden Theme Attractions	Convenient access by train/bus	Being at a place that is very different, culturally than mine	Availability of mid-range accommodation
Rock Concerts and Recreational Dancing	Availability of luxury accommodation	Great shopping opportunities	Information about the destination available on the Internet
Archaeological Digs & Sites	Being at a place that is very different, culturally than mine	Availability of camping	Convenient access by train/bus
Amateur Tournaments	Having friends or relatives living there	Lots of things for children to see and do	Convenient access by car

How Destinations Are Selected

Most U.S. Pleasure Travelers begin planning summer (58.2%) and winter vacations (58.9%) with a specific destination in mind. However, those who pursue culture and entertainment activities while on trips were slightly more likely than the average U.S. Pleasure Traveler to begin planning their winter vacations by considering what activities they would like to do (13.6% on average versus 11.3% for the average U.S. Pleasure Traveler). This difference is less evident for summer vacation travel (11.1% on average versus 9.9% for the average U.S. Pleasure Traveler).

Those who attended specific events (e.g., amateur tournaments, national and international sporting events, theatre, film and music festivals, professional sporting events) were especially likely to begin their vacation planning by first considering the type of activities they would like to do.

Fig. 2.34 Percent Who Start Planning with Specific Activity in Mind
 (Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)



Information Sources Consulted to Plan Vacations

The majority of vacation travelers use the Internet (76.0%) and their past travel experiences (54.5%) to plan vacations. The advice of family and friends is also frequently used in the planning process (45.4%). These are the three information sources most often used by all twenty culture and entertainment activity types.

However, indexing the responses indicated that many information sources are much more likely to be used by those who participate in specific types of culture and entertainment activities. For example, those who took part in a participatory cultural activity (e.g., aboriginal cultural experience, participatory historical activity, archaeological digs and sites) are more likely to use official government travel guides and brochures to plan their trips. Those who attended a specific event (e.g., professional sporting events, equestrian and western event, amateur tournament, theatre, film and musical festivals, rock concerts, national and international sporting events) were more likely to report obtaining trip planning information from television advertising. Those who attended live performances (e.g., rock concerts, high arts performances) were more likely to have obtained travel-related information from an electronic newsletter.

Travel agents are used more often by those who participate in entertainment and cuisine-related activities (e.g., fine dining and spas; casino, theatre and comedy clubs; high art performances; wine, beer and food tastings), while official travel guides are more often consulted by those who participated in activities which take place in nature (e.g., aboriginal cultural experiences, archaeological digs and sites). These patterns may be useful in the development of media strategies by which to promote certain types of culture and entertainment activities.

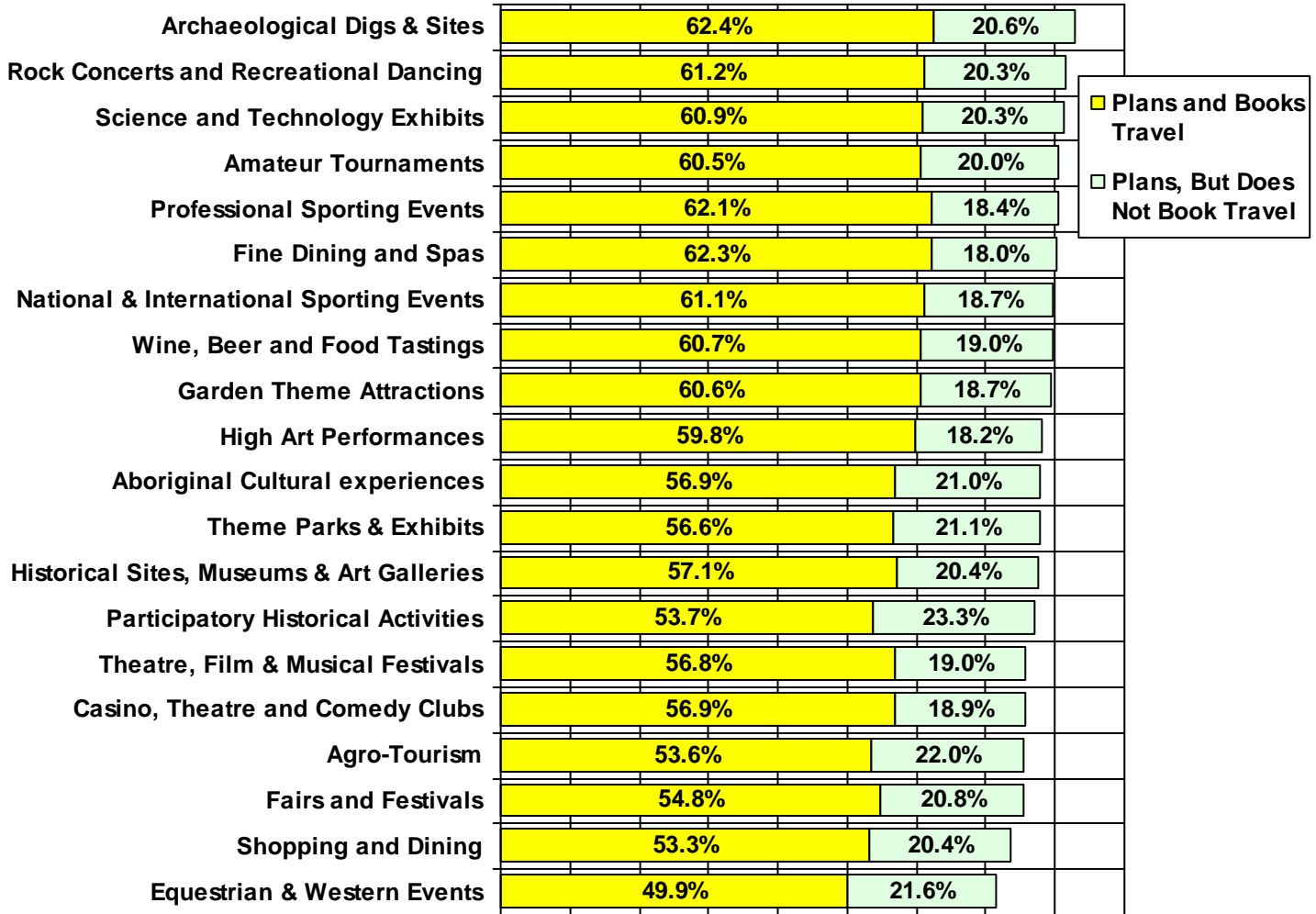
Fig. 2.35 Information Sources Consulted by Culture and Entertainment Activity Types - Indexed
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	Most Highly Indexed	Second Most Highly Indexed	Third Most Highly Indexed
Historical Sites, Museums & Art Galleries	An Internet website	Past experience / Been there before	Maps
Shopping and Dining	An Internet website	Past experience / Been there before	Advice of others / Word-of-mouth
Aboriginal Cultural experiences	Official travel guides or brochures from state/province	Visitor information centres	Travel guide books such as Fodor's
Fairs and Festivals	Past experience / Been there before	Advice of others / Word-of-mouth	An Internet website
Science and Technology Exhibits	Visitor information centres	An auto club such as AAA	Maps
Theme Parks & Exhibits	An Internet website	Past experience / Been there before	Advice of others / Word-of-mouth
High Art Performances	A travel agent	Travel guide books such as Fodor's	An electronic newsletter or magazine received by e-mail
Professional Sporting Events	An Internet website	Advertisements on television	Advice of others / Word-of-mouth
Theatre, Film & Musical Festivals	Visits to trade, travel or sports shows	Advertisements on television	Programs on television
Wine, Beer and Food Tastings	An auto club such as AAA	Travel guide books such as Fodor's	A travel agent
Casino, Theatre and Comedy Clubs	An Internet website	A travel agent	Past experience / Been there before
Participatory Historical Activities	Visits to trade, travel or sports shows	Official travel guides or brochures from state/province	Programs on television
Fine Dining and Spas	An Internet website	A travel agent	Past experience / Been there before
Equestrian & Western Events	Visits to trade, travel or sports shows	Advertisements on television	Past experience / Been there before
Agro-Tourism	Visits to trade, travel or sports shows	Advertisements on television	Visitor information centres
National & International Sporting Events	Visits to trade, travel or sports shows	A travel agent	Advertisements on television
Garden Theme Attractions	Travel guide books such as Fodor's	Official travel guides or brochures from state/province	Articles in newspapers / magazines
Rock Concerts and Recreational Dancing	An electronic newsletter or magazine received by e-mail	Advertisements on television	An Internet website
Archaeological Digs & Sites	Travel guide books such as Fodor's	Programs on television	Official travel guides or brochures from state/province
Amateur Tournaments	Visits to trade, travel or sports shows	Advertisements on television	Past experience / Been there before

Use of the Internet to Plan and Arrange Trips

The Internet is a very important travel planning tool with 69.0% of the market either planning their trips (20.1%) or both planning and purchasing travel (48.9%) over the Internet. All twenty culture and entertainment activity types were more likely than the average U.S. Pleasure Traveler to have planned and purchased travel over the Internet.

Fig. 2.36 Percent Using Internet to Plan / Purchase Trip Components by Culture and Entertainment Activity Types
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

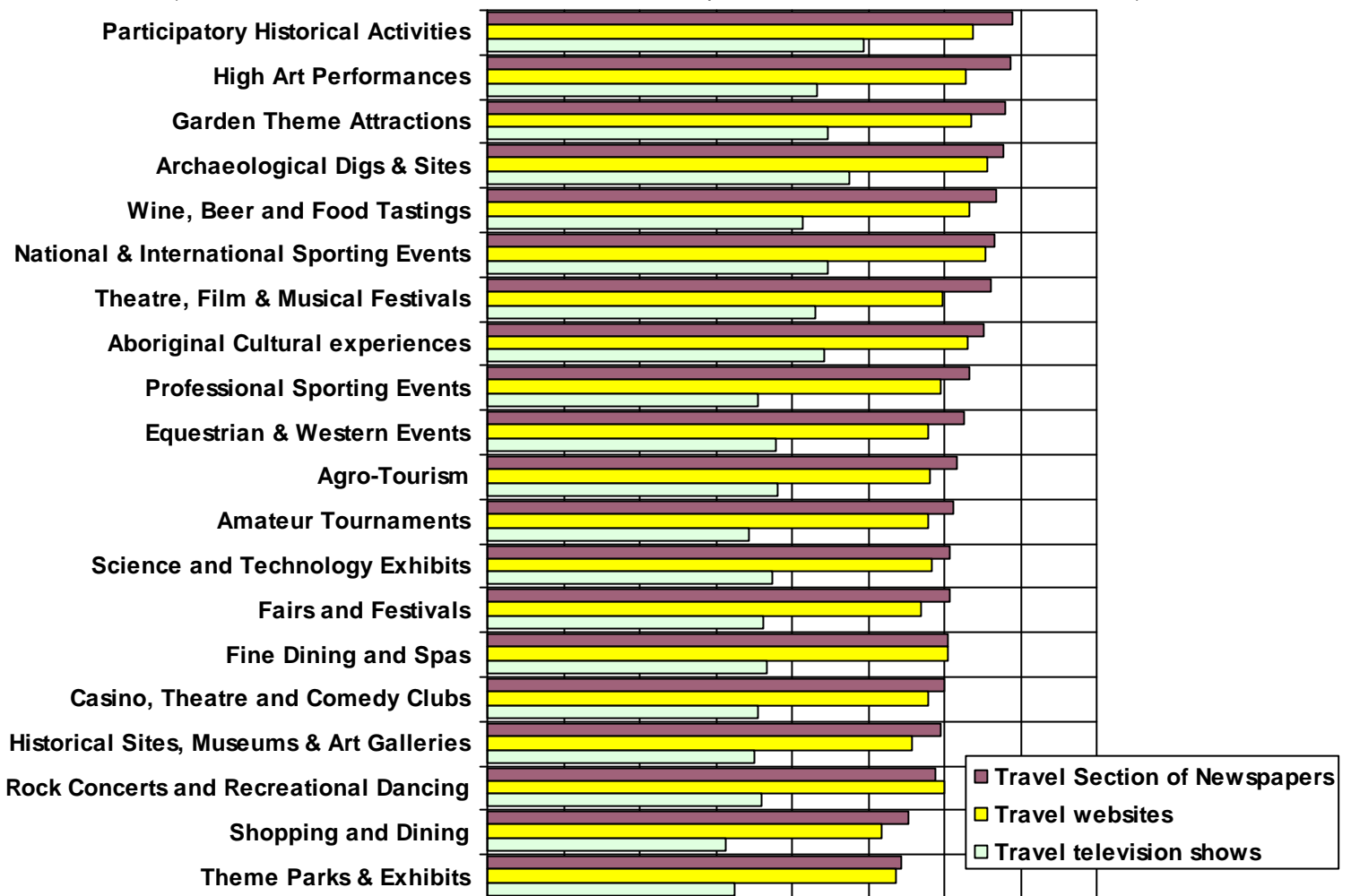


Use of Travel Related Media

Individuals who participated in culture and entertainment activities while on trips are more likely than the average U.S. Pleasure Traveler to read the travel section of the newspaper, visit travel-related websites, watch travel-related television programs and read travel-related magazines. This is evident for all twenty culture and entertainment activity types.

Those who took part in participatory cultural activities (e.g., participatory historical activities, archaeological digs and sites) were the most avid consumers of travel media. However, consumption of travel media is high across all of the twenty culture and entertainment activity types.

Fig. 2.37 Percent Reading Travel Section of Newspaper, Watching Travel Television Shows and Visiting Travel-Related Websites by Culture and Entertainment Activity Types (Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)



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	Snorkeling in Sea /Ocean
	Sunbathing, Sitting on a Beach	Ocean Kayaking or Canoeing
Sailing & Surfing	Sailing	Parasailing
	Wind Surfing	Kite Surfing
Scuba & Snorkeling	Scuba Diving in Lakes /Rivers	Scuba Diving in Sea /Ocean
	Snorkeling in Lakes /Rivers	
Fitness & Jogging	Working Out in Fitness Centre	Jogging or Exercising Outdoors
Cycling	Overnight Touring Trip	Recreational - Same Day Excursion
	Mountain Biking	
Motorcycling	Overnight Touring Trip	Same Day Excursion
Horseback Riding	With an Overnight Stop	Same Day Excursion
Snowmobiling & ATVing	All Terrain Vehicle - Overnight Touring Trip	Snowmobiling As an Overnight Touring Trip
	All Terrain Vehicle - Same Day Excursion	Snowmobiling Day Use on Organized Trail
Downhill Skiing & Snowboarding	Snowboarding	Downhill Skiing
Cross-country Skiing & Snowshoeing	Cross-country Skiing	Snowshoeing
Extreme Skiing	Heli-Skiing	Cross Country or Back Country as an Overnight Touring Trip
	Ski Jouring	
Hockey, Skating, Rollerblading & Skateboarding	Ice Hockey	In-Line /Rollerblading
	Ice Skating	Skateboarding
Extreme Air Sports	Parachuting	Hot Air Ballooning
	Hang Gliding	Bungee Jumping
Team Sports	Football	Basketball
	Baseball or Softball	Soccer
Games & Individual Sports	Board Games	Badminton
	Volleyball	Tennis
	Beach Volleyball	Mini-Golf
	Bowling	

Appendix Two U.S. TAMS 2006 Culture and Entertainment Segmentation		
Activity Segment	Activities in Segment	
Historical Sites, Museums & Art Galleries	Well-known Historic Sites or Buildings	Well-known Natural Wonders
	Other Historic Sites, Monuments and Buildings	Historical Replicas of Cities or Towns With Historic Re-Enactments
	Strolling Around a City to Observe Buildings and Architecture	Museum - Military /War Museums
	Museum - General History or Heritage Museums	Art Galleries
Shopping & Dining	Shop Or Browse - Bookstore or Music Store	Shop Or Browse - Antiques
	Shop Or Browse - Clothing, Shoes and Jewellery	Shop Or Browse - Gourmet Foods in Retail Stores
	Shop Or Browse - Local Arts & Crafts Studios or Exhibitions	Shop Or Browse - Greenhouse or Garden Centre
	Dining - Restaurants Offering Local Ingredients and Recipes	Went to Local Outdoor Cafes
Aboriginal Cultural Experiences	Aboriginal Cuisine (Tasted or Sampled)	Aboriginal Arts and Crafts Shows
	Aboriginal Heritage Attractions (e.g., Museums, Interpretive Centres)	Aboriginal Cultural Experiences in a Remote or Rural Setting
	Aboriginal Festivals & Events (e.g., Powwows)	Aboriginal Outdoor Adventure and /or Sports
Fairs & Festivals	Farmers' Markets or Country Fairs	Firework Displays
	Carnivals	Ethnic Festivals
	Exhibition or Fairs	Free Outdoor Performances (e.g., Theatre, Concerts) in a Park
	Food/Drink Festivals	Circus
Science & Technology Exhibits	Science or Technology Museums	Children's Museums
	Science & Technology Theme Parks	Went to an Imax Movie Theatre
	Planetarium	
Theme Parks & Exhibits	Amusement Park	Aquariums
	Water Theme Park	Zoos
	Movie Theme Park	Wax Museums
High Art Performances	Classical or Symphony Concert	Ballet or Other Dance Performances
	Opera	Jazz Concert
Professional Sporting Events	Professional Football Games	Professional Golf Tournaments
	Professional Basketball Games	Professional Ice Hockey Games
	Professional Baseball Games	
Theatre, Film & Musical Festivals	Theatre Festivals	International Film Festivals
	Comedy Festivals	Music Festivals
	Literary Festivals or Events	
Tastings	Went to Wineries for Day Visits and Tasting	Cooking /Wine Tasting Courses
	Went to Breweries for Day Visits and Tasting	Visited Food Processing Plants (e.g., Cheese Factory)
Casino, Theatre & Comedy Clubs	Stand-Up Comedy Clubs and Other Variety Shows	Live Theatre with Dinner
	Went to a Casino	Live Theatre
Participatory Historical Activities	Historical Re-Enactments (as an Actor)	Interpretive Program at a Historic Site or National /Provincial Park
	Curatorial Tours	
National & International Sporting Events	National /International Sporting Events such as the Olympic Games	Curling Bonspiel
	Professional Figure Skating	Professional Soccer Games

Appendix Two		
U.S. TAMS 2006 Culture and Entertainment Segmentation		
Gardens Theme Attractions	Garden Theme Park	Botanical Gardens
Rock Concerts & Dancing	Rock & Roll / Popular Music Concert	Recreational Dancing
Archaeological Digs & Sites	Archaeological Digs	Paleontological / Archaeological Sites
Equestrian & Western Events	Equine (Horse) Competitions	Country / Western Music Concerts
	Western Theme Events (e.g., Rodeos)	Auto Races
	Horse Races	
Fine Dining & Spas	High-End Restaurants with an International Reputation	Day Visit to a Health and Wellness Spa while on an Overnight Trip
	Other High-End Restaurants	
Agro-Tourism	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)
Amateur Tournaments	Amateur Sports Tournaments and Competitions	Amateur Tournaments and Competitions other than Sports-related