

U.S. TRAVEL MARKET

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

Overview Report

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Ontario Ministry of Tourism, Ontario Tourism Marketing Partnership Corporation, Quebec Ministry of Tourism,
Travel Manitoba, Canadian Tourism Commission, Tourism Saskatchewan, Atlantic Canada Tourism
Partnership, Alberta Tourism, Parks, Recreation and Culture, Department of Canadian Heritage, Tourism British
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Executive Summary

Over the last two years, 57.8% (128,892,397) of adult Americans participated in an outdoor activity while on an out-of-town, overnight trip of one or more nights. This represents 74.6% of the U.S. Pleasure Travelers (i.e., those who took at least one pleasure trip). As the number of outdoor activities participated in increases, travelers are progressively more likely to be male, younger, married, better educated and to have higher household incomes.

Travel and the Number of Outdoor Activities

There is a strong association between the number of outdoor activities participated in and the likelihood that the respondent traveled to Canada. Only 8.4% of those who did not participate in an outdoor activity while on a trip visited Canada in the last two years compared to 23.2% of those who participated in six or more outdoor activities. Those who participated in a larger number of outdoor activities were especially likely to have taken a trip to Newfoundland and Labrador, Alberta, British Columbia, New Brunswick and Canada's three territories suggesting that these destinations may be especially attractive to those interested in outdoor activities.

There is also a strong association between the number of outdoor activities participated in while traveling and participation in outdoor activities while not traveling. In all instances, those who participated in an increased number of outdoor activities while on trips were more likely to participate in outdoor activities while not traveling. They were also more likely to have participated in culture and entertainment activities while traveling, and especially those related to sports or involving participation (e.g., participatory historical activities). There is also a strong association between the number of outdoor activities participated in while on trips and the number of tours and cruises taken during the past two years.

Those who participate in a greater number of outdoor activities are more likely to seek vacations that are physically energizing and challenging. They are also more likely to look for vacation destinations that are novel, provide opportunities to learn and allow them to create lasting memories. Travelers who are active in outdoor activities consider it more important that a destination offers lots of things for adults to see and do and has camping available. They consider it less important that a destination has friends or family close by, a familiar culture and language or is accessible to persons with disabilities.

Less than half of those who did NOT participate in outdoor activities use the Internet to plan and book travel while 82.7% of those who participated in six or more outdoor activities on trips use the Internet to plan or book travel. Accordingly, the Internet is an important channel by which to reach those more active in outdoor activities.

Outdoor Activity Types

The 81 outdoor 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 21 outdoor activity types (or segments) that are similar to one another in that individuals who participate in one outdoor activity within the segment are also likely to participate in others within the same group while on a trip. The outdoor activity types include athletic activities (i.e., golfing; cycling; exercising and jogging; game and individual sports; teams sports; extreme air sports; board and blade activities), nature-oriented activities (i.e., hunting; fishing; hiking, climbing and paddling; wildlife viewing; horseback riding), winter activities (downhill skiing and snowboarding; cross-country skiing and snowshoeing; extreme skiing), water-related activities (boating and swimming; ocean activities; sailing and surfing; scuba diving and snorkeling) and motorized activities (snowmobiling and ATVing; motorcycling).

The most common outdoor activity types participated in while on trips during the past two years were ocean activities (e.g., swimming in an ocean, sunbathing or sitting on a beach) and wildlife viewing (e.g., viewing animals, bird watching, whale-watching). These are relatively passive activities which can be enjoyed by travelers of all ages. Other common outdoor activities included hiking, climbing and paddling and games and individual sports (e.g., tennis, bowling, board games, volleyball). Outdoor activities which require considerable physical exertion (e.g., extreme air sports; extreme skiing; board and blade activities; cycling) or special equipment or skills (e.g., motorcycling; sailing and surfing; snowmobiling and ATVing) were much less likely to be have been undertaken while on trips.

There is wide variation in how often an outdoor activity type is cited as the main reason for a trip ranging from 73.2% for hunting to 14.1% for exercising and jogging. Outdoor activity types which were most often considered the main reason for a trip tend to require a distinctive location or terrain in order to undertake the activity (e.g., hunting, downhill skiing and snowboarding, extreme skiing). However, activities which may be undertaken in a wide range of destination types and terrain (e.g., golfing; exercise and jogging; cycling; individual sports like tennis) were much less likely to be the main reason for taking a trip.

Certain outdoor activity types exhibit wide variation between U.S. regions (e.g., hunting; motorcycling) while others are relatively evenly distributed across all U.S. regions (e.g., golfing; wildlife viewing; team sports; horseback riding). Some outdoor activity types are skewed towards rural areas (e.g., hunting; motorcycling), while others were more likely to be undertaken by travelers from larger urban areas (e.g., sailing and surfing; scuba and snorkeling; downhill skiing and snowboarding).

Males are much more likely than females to go hunting, golfing and fishing and to play team sports while on trips. Outdoor activities which require more physical strength (e.g., extreme skiing, extreme air sports) were also more likely to be pursued by male travelers than by female travelers. Outdoor activities which tend to be gender-neutral tend to be less strenuous (e.g., wildlife viewing; ocean activities; games and individual sports). Horseback riding was the only outdoor activity type significantly more likely to be pursued by females than by males.

Young couples and young singles, tend to be more likely to participate in outdoor activities while traveling. Conversely, older couples and older singles (i.e., those 55 and older) tend to be under-represented among the participants of most outdoor activity types. Certain activities (e.g. wildlife viewing; fishing) tend to exhibit little variation by lifecycle stage, while those requiring more physical exertion (e.g., downhill skiing and snowboarding; extreme skiing; hiking, climbing and paddling) exhibit considerable variation across the lifecycle stages, with higher participation by younger travelers.

Outdoor activities which involve more expensive equipment, special skills or physical strength (e.g., sailing and surfing; scuba diving; downhill skiing; golfing) were more often undertaken by travelers with higher household incomes. Hunting, fishing and wildlife viewing were the outdoor activity types more often associated with household incomes that are lower than is observed in other outdoor activity types.

Those who participated in cross-country skiing and snowshoeing, extreme skiing and extreme air sports were the most likely to have taken a trip to Canada. Those who went hunting, fishing or motorcycling (which are activities which tend to be more appealing to less affluent travelers or older travelers), as well as those who participated in ocean activities or games and individual sports, were the least likely to have taken a trip to Canada during the past two years.

Analysis of the other outdoor activities undertaken by each activity type suggests an association between hunting, fishing and snowmobiling and ATViing. There also appears to be an association between sailing and surfing and scuba diving and snorkeling; activities which are most often undertaken at seaside resorts.

There is a strong relationship between the outdoor activities undertaken while on a trip and the outdoor activities pursued while not traveling. Thus, golfers go golfing, hunters go hunting, anglers go fishing, cyclers go cycling, and those who exercise and jog while on a trip continue to do so when not traveling.

There is a relatively strong association between the type of outdoor activities participated in and the types of accommodation stayed in over the last two years. For example, those who participated in nature-oriented activities (e.g., hunting, fishing, wildlife viewing, hiking, climbing and paddling) were most likely to have stayed in a public campground. Those who skied (downhill skiing and snowboarding, cross-country skiing and snowshoeing, extreme skiing) were more likely to have stayed in a ski resort; and those who participated in a resort-based activity (e.g., golfing, ocean activities, sailing and surfing, scuba and snorkeling) were especially likely to have stayed at a seaside resort.

There is also an association between the types of outdoor activities undertaken on trips and the types of tours and cruises taken. For example, those who pursued nature-oriented outdoor activities (e.g., hunting; fishing; wildlife viewing; hiking, paddling and canoeing; horseback riding) were more likely than the average U.S. Pleasure Traveler to have taken a wilderness tour. On the other hand, those who participated in water-related outdoor activities (e.g., ocean activities; sailing and surfing; scuba and snorkeling) were more likely to have taken a Caribbean cruise or a water sightseeing cruise.

The benefits sought on vacation also vary by outdoor activity type. Those who went hunting or fishing are much more likely than the average U.S. Pleasure Traveler to seek solitude and isolation while on vacation and consider it more important that they have stories to share back home. Those who participated in ocean activities, sailing and surfing or scuba diving or snorkeling, (which are activities often participated in at a seaside resort), consider “being pampered” to be a more important vacation benefit. And those who participated in more strenuous activities (e.g., cycling, exercising and jogging, downhill skiing and snowboarding, extreme air sports) were more than 50% more likely than the average U.S. Pleasure Traveler to consider it very important that their vacation travel was physically challenging and energizing.

There is also a relationship between the outdoor activity types pursued while traveling and the information sources used to plan trips. For example, those who participated in nature-oriented outdoor activities (e.g., hunting; fishing; hiking, climbing and paddling), as well as those who participated in competitive sports (golfing; team sports; games and individual sports) are more likely to obtain information from trade, travel and sports shows than the average U.S. Pleasure Traveler. Travel agents and travel guide books are more often used by those who participate in resort-based activities (e.g., ocean activities; sailing and surfing; scuba diving and snorkeling), while official government travel guides or brochures are more often consulted by those who participated in hiking, climbing and paddling while on a trip during the past two years.

Summary of 21 Outdoor Activity Types

Cross-Country Skiing and Snowshoeing

[1.4% (3,191,997) of Americans went cross-country skiing or snowshoeing while on a trip]
Cross-Country Skiers and Snowshoers are affluent and frequent travelers. They are the best educated of the 21 outdoor activity types and report the third highest household income (\$99,325). They are also the most likely to have taken a trip to Canada in the last two years (37.7% versus 14.6% for the average U.S. Pleasure Traveler) and have the most positive impression of Canada of the 21 outdoor activity types. As such, despite the small size of this segment, Cross-Country Skiers and Snowshoers are an excellent target sector for Canadian tourism initiatives. Cross-Country Skiers and Snowshoers seek vacations that offer novelty, intellectual stimulation and physical challenge. They were much more likely than the average U.S. Pleasure Traveler to participate in physically challenging outdoor activities and to participate in intellectually enriching culture (e.g., participatory historical activities, archaeological digs) and entertainment activities (e.g., high art performances). This segment can be targeted most effectively through travel-related media, educational television and multicultural and classical music radio stations.

Extreme Skiing

[Only 0.3% (567,211) of Americans participated in an extreme skiing activity while on a trip]
Extreme skiers are frequent travelers and the second most likely outdoor activity types to have taken a trip to Canada (37.7%). As such, they are an excellent target market for Canadian tourism initiatives despite being a very small segment. Extreme Skiers tend to be male, single and 18 to 34 years of age. This segment is quite affluent with above-average education and household incomes (\$94,788). Extreme Skiers were much more likely than the average U.S. Pleasure Traveler to have participated in a broad range of outdoor activities while on trips and especially strenuous outdoor activities such as cross-country skiing and snowshoeing, extreme air sports, sailing and surfing, and downhill skiing and snowboarding. They also pursue a wide range of culture and entertainment activities and especially sports-related events. Extreme Skiers seek vacation destinations that allow them to be physically energized and that offer opportunities to learn. This segment can be targeted most effectively through traditional travel media and specialty magazines (e.g., photography and video, city lifestyle, business & finance).

Extreme Air Sports

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

Those who have participated in an extreme air sport were the third most likely outdoor activity type to have taken a trip to Canada in the past two years (32.2%). Their positive attitude toward Canadian destinations and frequent travel makes them a prime, albeit small, target market for Canadian tourism initiatives. This segment is predominantly young (18 to 34 years old), single and male. They are more affluent than the average U.S. Pleasure Traveler with higher household incomes and post-secondary education. They seek vacation destinations that offer novelty and opportunities to learn. They participate in a full range of physically challenging outdoor activities while on trips, and are much more likely than the average U.S. Pleasure Traveler to engage in unusual or skilled outdoor activities, such as extreme skiing, downhill skiing and snowboarding, sailing and surfing, and scuba and snorkelling. This segment can be reached most effectively through travel-related media, and especially the Internet.

Board and Blade Activities

[3.1% (6,969,316) of Americans participated in a board and blade activity while on a trip, including ice-skating, inline skating, rollerblading, ice hockey and skateboarding]

Those who participated in a Board and Blade activity were the fourth most likely to have taken a trip to Canada in the last two years (26.5%) making this an excellent segment for Canadian tourism initiatives. Board and Bladers tend to be male, young singles or young couples and are the second youngest of the 21 outdoor activity types. Their household incomes are above-average despite their relative youth. This segment seeks vacations that are high-energy and that offer opportunities to be physically challenged through strenuous outdoor activities. They also exhibit considerable interest in novelty and professional sporting events. They can be reached most effectively through travel-related media (especially the Internet) and sports-related media.

Cycling

[4.9% (10,787,235) of Americans went cycling while on a trip]

Those who go cycling while on trips tend to be male, between 35 and 54, and married with children under 18 at home. They are one of the best educated of the outdoor activity types and have above-average household incomes. They were the fifth most likely of the 21 outdoor activity types to have taken a trip to Canada in the last two years (26.1%). They seek vacations that are physically challenging (e.g., cross-country skiing and snowshoeing, fitness and jogging) and culturally stimulating (e.g., theatre, film and music festivals, high arts performances). Cyclists are keen consumers of travel-related media and exhibit considerable sophistication in their television viewing and radio preferences. These media may be the most effective channels to reach this segment.

Sailing and Surfing

[3.7% (8,119,822) of Americans went sailing or surfing while on a trip]

Those who went sailing and surfing on a trip tend to be male, 18 to 44 years of age, married and affluent. They are among the best educated of the outdoor activity segments and report the second highest household incomes (\$100,646). They were the sixth most likely outdoor activity type to have taken a trip to Canada in the past two years (25.8%) making this a prime target market for Canadian tourism activities. This segment seeks luxury accommodation and pampering and they most often stay at seaside resorts. They exhibit considerable interest in water-related activities (e.g., boating & swimming, scuba & snorkeling) as well as ocean cruises. They also exhibit strong interest in high art performances and sporting events. This segment can be reached most effectively through travel agents, city lifestyle magazines and business magazines.

Downhill Skiing and Snowboarding

[6.2% (13,702,969) went downhill skiing or snowboarding while on trip]

Downhill Skiers and Snowboarders were the seventh most likely to have taken a trip to Canada in the past two years (24.8%) and are an excellent market for Canadian tourism initiatives. They tend to be younger (18 to 34), single and male. They are more affluent than the average U.S. Pleasure Traveler with the fourth highest average household income and education level. Downhill Skiers and Snowboarders enjoy physically challenging outdoor activities including both winter activities (e.g., cross-country skiing and snowshoeing) and summer activities (e.g., scuba and snorkelling). They are more likely to attend sporting events, theatre and comedy clubs, rock concerts, and wine, beer and food tastings. Downhill Skiers and Snowboarders seek vibrant, high-energy vacations that are physically challenging and offer something novel to see or do. They can be best reached through sports-related media.

Horseback Riding

[4.7% (10,506,278) of Americans went horseback riding while on a trip]

Those who went horseback riding on trips were the eighth most likely to have taken a trip to Canada (24.8%) making this a segment with above-average potential for Canadian tourism initiatives. Unlike most other outdoor activity types, horseback riders are more likely to be female than male. The majority are married and this segment is over-represented among young couples and mature families. Horseback riders exhibit considerable interest in nature-oriented activities (e.g., wildlife viewing, hiking, climbing and paddling, agro-tourism, and garden attractions) and equestrian and western events. They seek vacations that create lasting memories and help to enrich couple or family relations. This segment can best be reached through magazines and television programs with a science and nature theme.

Scuba & Snorkeling

[3.1% (6,938,725) of Americans went scuba diving or snorkeling on a trip]

Scuba divers and Snorkelers are primarily male, 18 to 44 and married. They are the most affluent outdoor segment in the market with high household incomes (\$102,032) and levels of education (73.1% post-secondary graduates). They are the ninth most likely outdoor activity type to have taken a trip to Canada (23.3%) and tend to exhibit a preference for warm weather destinations (e.g., Mexico, the Caribbean) making this an interesting, albeit challenging segment for Canadian tourism initiatives. This segment seeks vacations that combine physical challenge with intellectual stimulation and luxurious pampering. They exhibit particular interest in water sports, spas, nightlife and dancing. They read magazines about sports and business and often watch science and nature programming, science fiction and late-night talk shows.

Exercising and Jogging

[10.9% (23,994,555) of Americans worked-out in a fitness center or jogged while on a trip]

Those who exercise or jog while on trips are generally quite affluent with higher household incomes and university education. They tend to reside in large cities and in the coastal U.S. states. They are the tenth most likely outdoor activity type to have taken a trip to Canada (22.4%). However, because exercising and jogging is rarely the main reason for taking a trip (14.1%), this segment offers less interest for Canadian tourism initiatives than others identified in this research. Exercisers and Joggers seek physically challenging and energizing vacations but also exhibit interest in learning about different cultures. They show a preference for sporting events, theatre, film and music festivals and high art performances. They can be reached most effectively through media with a health and fitness theme.

Golfing

[8.2% (18,189,169) of adult Americans played golf while on trips]

Golfers were the eleventh most likely outdoor activity type to have taken a trip to Canada in the last two years (22.1%). They are more affluent than the average U.S. Pleasure Traveler with the fifth highest average household incomes and the sixth highest level of education. They are more often male, married and the eldest of the 21 outdoor activity types. They are quite active in outdoor activities and especially winter sports (e.g., downhill skiing), competitive sports (e.g., tennis), cycling, fitness and jogging. They exhibit particular interest in professional sporting events and prefer luxury accommodation, fine dining and spas. Golfers seek vacations that are physically challenging, relaxing and allow them to enrich their relationship with their families. They are less interested in being intellectually stimulated. Their media preferences are clearly oriented toward sports.

Hiking, Climbing and Paddling

[18.1% (40,009,742) of adult Americans went hiking, climbing or paddling on a trip]

Hiking, climbing and paddling has wide appeal among male and female travelers across a broad age range. While better educated than the average U.S. Pleasure Traveler, this segment reports household incomes which are typical of active U.S. Pleasure Travelers. They were the twelfth most likely to have taken a trip to Canada in the last two years (21.5%) and offer promising tourism potential for Alberta, BC and the Yukon. Hikers, Climbers and Paddlers seek vacations that allow them to get in touch with nature and they exhibit particular interest in nature-oriented outdoor activities (e.g., wildlife viewing) and cultural pursuits (e.g., archaeological sites, garden theme attractions, agro-tourism). They are more likely than others to stay in campgrounds and remote locations, and consider novelty, learning opportunities and isolation to be important attributes of a vacation destination. Hikers, Climbers and Paddlers can best be reached through nature and science television programming and magazines.

Wildlife Viewing

[26.9% (59,539,747) of Americans went wildlife viewing while on a trip]

Wildlife viewing is the second most common outdoor activity type. Those who went wildlife viewing tend to be older (i.e., this is the second oldest of the 21 outdoor activity types). This segment was the thirteenth most likely to have taken a trip to Canada in the last two years (21.3%) although wildlife viewers are over-represented among U.S. visitors to the western provinces and Canadian territories. Wildlife Viewers prefer vacations that allow them to enjoy nature and be intellectually stimulated and they enjoy hiking, climbing and paddling, cross-country skiing and snowshoeing, garden-themed attractions and aboriginal cultural experiences. They can best be reached through media with a nature or a domestic theme (e.g., home and garden magazines).

Snowmobiling and ATVing

[5.5% (12,162,091) of Americans went snowmobile or ATVing while on a trip]

Snowmobile and ATVers tend to be male and are over-represented among young singles and young couples. They are slightly less likely to have advanced education and are slightly more likely to live in rural areas and smaller towns and cities. They were the fourteenth most likely to have taken a trip to Canada (20.2%) but are over-represented among U.S. visitors to Manitoba, Saskatchewan, the Yukon and Newfoundland and Labrador and may offer moderate potential for these destinations. They exhibit particular interest in wilderness settings and are most likely to participate in activities such as hunting, motorcycling, and cross-country skiing and snowshoeing. They also are interested in equestrian and western events, sports and agro-tourism. They seek unstructured, relaxing vacations with no fixed schedule and can best be reached through automobile and motorcycle magazines and sports-related media.

Boating and Swimming

[16.2% (35,876,397) of Americans went fresh-water boating and swimming while on a trip]
Boaters and Swimmers are typically 18 to 44 years of age, married and over-represented among young couples, young families and mature families. Their household income and level of education are only slightly above-average. They were the fifteenth most likely outdoor activity type to have taken a trip to Canada (19.6%) and offer modest potential for most Canadian tourism destinations. Boaters and Swimmers tend to stay at public campgrounds or at lakeside or riverside resorts when on trips and exhibit particular interest in water-related outdoor activities (e.g., fishing) and nature-oriented activities (e.g., hiking, climbing and paddling). They tend to seek family-oriented vacations that allow them to enrich family relationships. This segment can be most effectively targeted through travel-related websites and family and parenting magazines.

Hunting

[4.2% (9,203,197) of adult Americans went hunting while on trip]
Hunters are more likely to be male than any other outdoor segment (73.1% are male). They are over-represented among young families and tend to live in the northern and western U.S. states and in rural areas. Despite living relatively close to the Canadian border, hunters were the sixteenth most likely of the outdoor activity types to have traveled to Canada (19.0%). However, hunters are over-represented among U.S. visitors to Manitoba, Saskatchewan and the Canadian territories and may offer good potential for those markets. Hunters seek physically challenging vacations that provide solitude and isolation. They prefer nature-oriented outdoor pursuits (e.g., fishing, hiking, climbing and paddling, boating and swimming), equestrian and western events and sporting events and tend to stay in campgrounds and wilderness areas. They exhibit particular interest in sports-related media, nature and science television shows and country music.

Team Sports

[6.1% (13,447,743) of Americans played a team sport while on trip]
Those who play team sports while on a trip are primarily young (18 to 34), single and male although they are also over-represented among mature families. They are more likely than the average U.S. Pleasure Traveler to have a university degree, but their household incomes are only slightly above-average. They tend to live in the central and western U.S. states, and in smaller towns or rural areas. They are the seventeenth most likely of the 21 outdoor activity types to have taken a trip to Canada (18.8%) but are over-represented among U.S. visitors to Manitoba and Saskatchewan. This segment exhibits considerable interest in competitive games and individual sports (e.g., tennis) and in physically challenging outdoor activities such as skateboarding, extreme sports, cycling, downhill skiing and snowboarding. Their cultural and entertainment interests are

predominately sports-related. While this segment has below-average potential for Canadian tourism initiatives, they can best be reached through sports-related media.

Fishing

[14.6% (32,072,450) of Americans went fishing while on a trip]

Those who went fishing while on trips tend to be male, married and 35 to 54 years old. Their household incomes and level of education are average and they are more likely to live in smaller cities, towns and rural areas. Anglers were the eighteenth most likely of the 21 outdoor activity types to have taken a trip to Canada (17.9%) although this segment is over-represented among U.S. visitors to Manitoba, Saskatchewan, Ontario, the Yukon and the Northwest Territories. Anglers were active in many other nature-oriented outdoor activities while on trips (e.g., wildlife viewing, hiking, climbing and paddling) and exhibit an above-average interest in activities with a western or sports theme. They can be targeted most effectively through nature or sports-related media.

Games and Individual Sports

[14.9% (37,901,009) of Americans played a game or an individual sport while on a trip]

Those who played games or individual sports while on trips are primarily younger adults (18 to 44 years) with children and over-represented among young singles, young couples and the family lifecycle segments. Their household incomes and level of education are slightly above-average. They are the third least likely outdoor activity type to have taken a trip to Canada (17.6%) although slightly over-represented among U.S. visitors to Newfoundland and Labrador, New Brunswick, Ontario and Quebec. They exhibit above-average interest in sports-related activities and seek vacations that offer family-oriented benefits with lots to see and do for both adults and children. The most effective way to reach this segment is through sports-oriented and family-oriented media.

Motorcycling

[2.4% (5,213,401) of adult Americans went motorcycling while on a trip]

Motorcyclists are typically males, married and between 35 and 54 years of age. They are over-represented among mature families, mature couples and mature singles.

Motorcyclists are more likely than average to have a trade or technical education and their household incomes (\$81,482) are somewhat above-average. They were the second least likely of the 21 outdoor activity types to have taken a trip to Canada (17.5%), but are over-represented among U.S. visitors to Manitoba, Saskatchewan and Newfoundland and Labrador. In addition to motorcycling, this segment is more likely to go snowmobiling and ATVing and to participate in wilderness-oriented activities such as hiking, climbing and paddling, fishing and hunting. They are also more likely to stay in public campgrounds, wilderness campsites and motor homes. Motorcyclists take

vacations to get a break from their day-to-day environment, relax and relieve stress, create lasting memories and live without a fixed schedule. Their interest in outdoor and wilderness activities is reflected in the types of magazines they read and television programs they watch (e.g., science and nature). Their radio program preferences lean toward modern rock or country music.

Ocean Activities

[30.4% (67,469,472) of adult American participated in an Ocean Activity while on a trip]

More American travelers participated more often in an ocean activity (e.g., sunbathing on a beach, swimming in the ocean, ocean snorkeling, ocean kayaking or canoeing) than any other outdoor activity type. However, they were the least likely to have taken a trip to Canada of the 21 outdoor activity types (17.4%) and more likely to have taken a trip to Mexico or the Caribbean. They are slightly more likely to be female than male, most often between 18 to 44 years of age and married with children under 18 living at home. They exhibit particular interest in water-related activities (e.g., sailing & surfing, scuba diving) as well as family-oriented activities (e.g., theme parks & exhibits, fairs & festivals) and were most likely to have stayed at a seaside resort. Those who participated in ocean activities while on trips use vacations to relax and get a break from their day-to-day environment. They consider it important that a destination has mid-range priced accommodation and direct access by air. This segment can be targeted most effectively through travel-related media, travel agents and fashion and lifestyle magazines.

Travel Activity and Motivation Survey (TAMS)

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

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

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

TAMS was sponsored by the following organizations:

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

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

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

This report profiles persons who participated in various types of outdoor activities while on a trip during the last two years. This report is an overview of the 21 outdoor activity segments profiled the U.S. TAMS database.

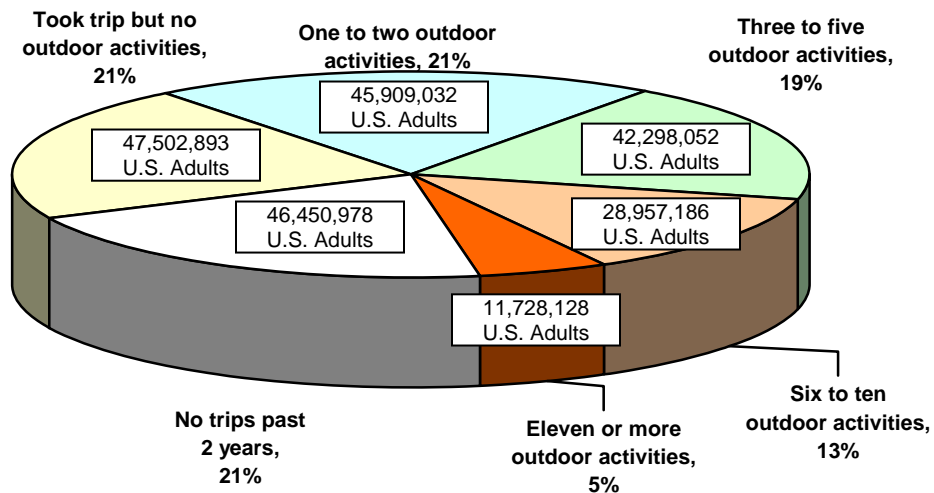
Outdoor Activities While on Trips

Market Incidence

Over the last two years, 57.8% (128,892,397) of adult Americans participated in an outdoor activity¹ while on an out-of-town, overnight trip² of one or more nights. Overall, 20.6% (45,909,032) participated in one or two outdoor activities, 19.0% (42,298,052) participated in three to five outdoor activities, 13.0% (28,957,186) participated in six to ten outdoor activities and 5.3% (11,728,128) participated in eleven or more outdoor activities while on a trip during the past two years. 21.3% (47,502,893) took at least one overnight trip of one or more nights but did not participate in an outdoor activity.

Among U.S. Pleasure Travelers³, 74.6% participated in at least one outdoor activity while on a trip during the past two years.

Fig. 1.1 Incidence of Outdoor Activities¹ While On Trips²



- 1 - "Outdoor activities" are defined as any of the 81 outdoor activities listed in the TAMS questionnaire which were done on an out-of-town, overnight trip of one or more nights. See Appendix One for a listing of all outdoor 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 pleasure trip of one or more nights in the last two years.

Incidence of Outdoor Participation by Region, State and Population Size

Participation in outdoor activities while on trips is more likely among travelers from Alaska and the Pacific, Mountain and New England regions of the United States. Participation in outdoor activities is least likely among travelers from the South Atlantic, East South Central and West South Central regions of the United States. The level of participation in outdoor activities while on trips tends to increase slightly as the population of the area increases, with those from larger cities the most likely to have participated in outdoor activities while on trips.

Fig. 1.2 Geographic Distribution & Population Size of Those Who Participated in an Outdoor Activity While on Trips

	Total Population	Estimated Number Who Participated in an Outdoor Activity on a Trip	Percent of Pleasure Travelers in Region Who Participated in an Outdoor Activity on a Trip	Percent of Total Regional Population Who Participated in an Outdoor Activity on a Trip	Average Number of Outdoor Activities Participated in on a Trip
United States	222,846,268	127,258,653	74.6%	57.8%	2.8
New England	11,095,629	6,778,655	79.2%	61.6%	3.1
Middle Atlantic	31,005,526	17,380,600	75.4%	56.7%	2.8
East North Central	34,621,254	20,251,042	76.1%	59.1%	2.9
West North Central	15,024,360	9,012,093	74.8%	60.7%	3.0
South Atlantic	42,602,998	23,616,631	73.6%	56.3%	2.6
East South Central	13,597,436	7,181,391	75.1%	53.6%	2.4
West South Central	24,853,901	12,664,759	69.9%	52.0%	2.3
Mountain	15,030,720	9,388,470	77.5%	63.2%	3.2
Pacific	34,529,689	20,592,010	73.8%	60.3%	3.2
Alaska	484,754	393,003	93.1%	81.5%	6.6
Not Available	745,757	525,304	84.7%	70.7%	5.3
Less than 100,000	29,429,442	14,850,190	71.6%	51.4%	2.3
100,000 to 499,999	36,551,501	19,966,152	73.5%	55.3%	2.6
500,000 to 1,999,999	52,335,815	29,877,181	75.0%	57.9%	2.7
2,000,000 or more	103,783,753	62,039,827	75.5%	60.4%	3.0

In terms of the average number of outdoor activities participated in, those from Alaska, Minnesota, Utah, Colorado and North Dakota were the most active in outdoor activities while on trips during the past two years. Those from West Virginia, Arkansas, Louisiana and Maine participated in the fewest outdoor activities while traveling during the past two years (see Fig. 1.3 on next page).

Demographic Profile

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

Fig. 1.4 Demographic Profile of Those Participating in Outdoor Activities on Trips

		Size of Market	Took no pleasure trips in last two years	Took a pleasure trip but did not participate in an outdoor activity	Participated in one to two outdoor activities	Participated in three to five outdoor activities	Participated in six to ten outdoor activities
Attribute	Size of Market	52,336,027	43,251,588	44,896,863	41,838,572	40,523,218	
Gender	Male	48.3%	42.9%	48.8%	49.0%	53.7%	
	Female	51.7%	57.1%	51.2%	51.0%	46.3%	
Age of Respondent	18 to 24	11.5%	8.8%	10.3%	10.7%	13.7%	
	25 to 34	15.9%	17.4%	20.3%	22.5%	23.9%	
	35 to 44	13.0%	12.9%	17.9%	18.7%	19.7%	
	45 to 54	19.6%	18.9%	20.4%	22.0%	23.1%	
	55 to 64	16.4%	17.6%	15.8%	15.1%	13.3%	
	65 Plus	23.6%	24.4%	15.4%	10.9%	6.4%	
Average Age		49.5	50.0	45.9	44.0	41.5	
Marital Status	Not married	49.9%	36.7%	29.8%	27.6%	27.9%	
	Married	50.1%	63.3%	70.2%	72.4%	72.1%	
Parental Status	No children under 18	78.7%	77.1%	69.4%	67.0%	66.2%	
	Children under 18	21.3%	22.9%	30.6%	33.0%	33.8%	
Education	High school or less	46.1%	27.4%	23.3%	17.9%	12.7%	
	Trade, Technical, Community Col.	23.3%	23.0%	22.8%	20.7%	18.9%	
	University Degree	24.5%	37.2%	39.1%	42.7%	45.7%	
	Post Graduate Degree	6.2%	12.5%	14.9%	18.7%	22.7%	
Household Income	Under \$20,000	29.3%	13.1%	8.0%	6.0%	4.9%	
	\$20,000 to \$39,999	25.0%	22.9%	17.0%	14.0%	10.7%	
	\$40,000 to \$59,999	14.0%	16.8%	18.3%	17.0%	14.5%	
	\$60,000 to \$79,999	7.1%	13.0%	14.9%	15.7%	15.3%	
	\$80,000 to \$99,999	4.2%	8.9%	11.5%	13.1%	13.1%	
	\$100,000 to \$149,999	3.9%	9.0%	13.5%	16.1%	19.3%	
	\$150,000 or more	1.3%	3.4%	5.0%	7.3%	11.3%	
	Not stated	15.1%	13.0%	11.8%	10.9%	11.0%	
Average Household Income		\$39,740	\$58,991	\$70,582	\$78,796	\$89,734	

Travel Activity (During Last Two Years)

There is also a strong association between the number of outdoor activities participated in during the past two years and the likelihood that the individual traveled. For example, only 8.6% of those who did not participate in an outdoor activity while on a trip visited Canada while 23.2% of those who participated in six or more outdoor activities on trips took a trip to Canada in the last two years.

The association between the likelihood of a trip to various areas in Canada and the number of outdoor activities undertaken while on trips is especially strong for travel to Newfoundland and Labrador, Alberta, British Columbia, New Brunswick and Canada's three territories.

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

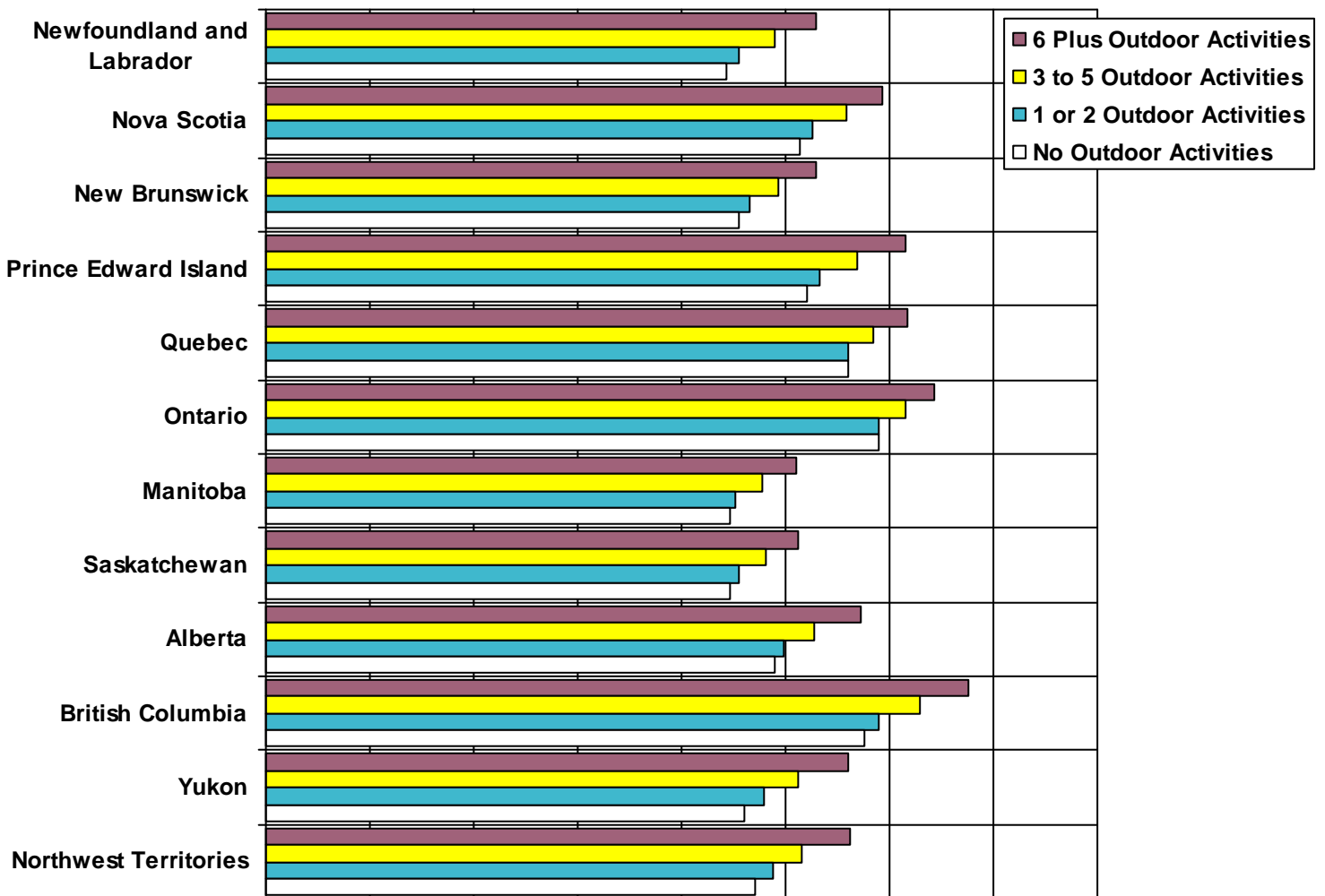
	Took a pleasure trip but did not participate in an outdoor activity	Participated in one to two outdoor activities	Participated in three to five outdoor activities	Participated in six or more outdoor activities
Size of Market	43,251,588	44,896,863	41,838,572	40,523,218
All destinations	74.1%	83.4%	89.7%	95.2%
Canada	8.6%	11.5%	15.7%	23.2%
Newfoundland and Labrador	0.1%	0.4%	0.4%	0.7%
Prince Edward Island	0.3%	0.4%	0.6%	1.1%
New Brunswick	0.4%	0.6%	0.8%	1.5%
Nova Scotia	0.8%	1.2%	1.3%	2.1%
Quebec	1.8%	2.3%	3.1%	5.4%
Ontario	5.1%	6.6%	8.6%	13.1%
Manitoba	0.3%	0.4%	0.5%	0.9%
Saskatchewan	0.3%	0.3%	0.5%	0.9%
Alberta	0.6%	0.8%	1.1%	2.5%
British Columbia	1.9%	2.7%	4.6%	7.6%
Yukon	0.2%	0.3%	0.6%	1.2%
Northwest Territories	0.2%	0.3%	0.5%	0.7%
Nunavut	0.1%	0.0%	0.0%	0.1%
Own State	68.7%	77.2%	83.3%	90.5%
Other parts of United States	84.2%	90.2%	92.6%	95.9%
Mexico	6.0%	9.4%	15.8%	24.0%
Caribbean	5.3%	8.8%	14.5%	23.1%
All other destinations	6.0%	7.3%	9.6%	15.7%

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 outdoor activities participated in while traveling increases. An increase in the appeal of various provinces and territories and the number of outdoor activities participated in is stronger for the Canadian territories, the Atlantic Provinces, British Columbia and Alberta. This suggests that these regions of Canada may be especially appealing to U.S. Pleasure Travelers who are active in outdoor activities while on trips.

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



Outdoor Activities Pursued While Not on Trips

As might be expected, there is a strong association between the number of outdoor activities participated in while traveling and participation in outdoor activities when not traveling. In all instances, those who participated in an increased number of outdoor activities while on trips were more likely to participate in outdoor activities while not traveling. The relationship between the number of outdoor activities participated in while traveling and outdoor pursuits at home is especially evident for strenuous winter sports (e.g., downhill skiing, cross-country skiing, snowboarding, ice skating) as well as nature-oriented outdoor activities (e.g., hiking, camping, fishing). This association is less pronounced for less strenuous activities such as picnicking, gardening and day outings to a park. The age and physical ability of the individual may be partly responsible for the strong association between the outdoor activity level while traveling and not traveling.

Fig. 1.7 Outdoor Activities Pursued While NOT on Trips

	Did not take any pleasure trips	Took a pleasure trip but no outdoor activities	Participated in one to two outdoor activities	Participated in three to five outdoor activities	Participated in six or more outdoor activities
Size of Market	52,336,027	43,251,588	44,896,863	41,838,572	40,523,218
Day outing to a park	42.6%	52.1%	59.4%	67.0%	75.0%
Swimming	31.2%	39.5%	51.4%	62.9%	73.8%
Exercising at home or at a fitness club	36.8%	46.1%	52.2%	58.3%	68.5%
Gardening	41.2%	46.6%	50.1%	56.5%	59.8%
Picnicking	32.4%	39.6%	44.5%	49.8%	57.8%
Hiking	13.3%	16.7%	25.2%	36.2%	53.7%
Fishing	25.1%	21.5%	30.5%	36.0%	43.9%
Camping	14.1%	13.3%	22.4%	29.8%	42.5%
Cycling	11.6%	12.1%	17.2%	24.0%	39.5%
Sailing or other boating	7.6%	9.7%	15.5%	21.9%	33.8%
Jogging	10.4%	12.0%	15.6%	19.6%	31.8%
Golfing	6.1%	8.5%	16.5%	21.1%	27.8%
Playing team sports	8.9%	8.6%	13.0%	16.5%	26.0%
Playing racquet sports (e.g., tennis)	6.2%	6.8%	10.2%	13.1%	23.5%
Canoeing or kayaking	2.4%	2.5%	4.2%	7.5%	18.0%
Riding an all-terrain vehicle (ATV)	7.8%	6.1%	10.0%	12.9%	17.4%
Hunting	8.9%	5.8%	11.2%	13.4%	17.1%
Horseback riding	4.8%	5.0%	6.4%	8.7%	14.7%
Downhill skiing	1.0%	1.2%	3.2%	5.9%	13.1%
Rollerblading	3.9%	3.9%	5.2%	8.0%	12.7%
Ice-skating	2.2%	2.4%	4.0%	5.8%	10.1%
Snowmobiling	1.5%	1.4%	2.3%	3.4%	6.4%
Cross-country skiing	0.6%	0.6%	1.3%	2.3%	6.1%
Snowboarding	1.0%	0.8%	1.6%	2.6%	6.0%
Skateboarding	1.8%	1.0%	1.7%	1.9%	4.3%

Culture and Entertainment Activities Pursued While Not on Trips

The percent pursuing each culture and entertainment activity while NOT traveling also tends to be positively associated with the number of outdoor activity types pursued while on trips, although, less so than is noted for culture and entertainment activities undertaken while traveling. The culture and entertainment activities which are most likely to appeal to younger travelers (e.g., attending rock concerts, dancing, going to a bar with live music) exhibit the strongest association with the number of outdoor activity types pursued while on trips. By contrast, activities which are more likely to appeal to more mature audiences (e.g., attending classical musical concerts, going to the opera, dining in restaurants, gambling in a casino) exhibit the weakest association with the number of outdoor activity types pursued while on trips.

Fig. 1.9 Cultural and Entertainment Activities Pursued While NOT on Trips

	Did not take any pleasure trips	Took a pleasure trip but no outdoor activities	Participated in one to two outdoor activities	Participated in three to five outdoor activities	Participated in six or more outdoor activities
Size of Market	52,336,027	43,251,588	44,896,863	41,838,572	40,523,218
Going out to eat in restaurants	71.1%	89.7%	92.3%	94.2%	95.3%
Going to festivals or fairs	42.5%	58.3%	62.4%	68.6%	73.1%
Going to zoos or aquariums	26.4%	37.3%	43.1%	48.6%	54.3%
Going to amateur sporting events	21.3%	28.3%	36.9%	43.2%	52.0%
Going to historic sites or heritage buildings	19.9%	34.6%	36.6%	41.5%	48.6%
Going to museums	17.6%	31.5%	33.9%	38.4%	46.9%
Going to professional sporting events	15.7%	24.0%	32.2%	38.1%	46.3%
Going to amusement or theme parks	22.5%	31.6%	36.8%	40.3%	44.4%
Going to pick-your-own farms or farmers' market	24.3%	26.8%	28.8%	32.9%	38.3%
Going to art galleries or art shows	11.1%	22.6%	23.7%	28.4%	37.0%
Going to live theatre	11.7%	25.1%	26.3%	29.5%	36.3%
Going to bars with live pop or rock bands	13.0%	15.9%	20.2%	24.7%	34.3%
Going to rock music concerts	10.8%	14.0%	18.3%	22.7%	30.9%
Going to gamble in casinos	16.1%	27.8%	27.2%	27.8%	29.3%
Going dancing	12.9%	16.5%	18.0%	21.6%	27.8%
Going to botanical gardens	9.4%	16.1%	16.8%	20.8%	26.8%
Going to classical music concerts	7.4%	13.6%	12.3%	14.7%	19.4%
Going to day spas	3.5%	6.6%	8.3%	11.3%	15.4%
Staying overnight in a hotel or B&B in your own city	4.5%	8.9%	9.1%	10.6%	13.8%
Going to jazz clubs	4.2%	6.5%	6.7%	7.4%	11.4%
Going to rodeos	5.7%	6.1%	7.2%	8.5%	11.3%
Going to the ballet	2.6%	6.1%	5.9%	6.4%	10.1%
Going to the opera	2.3%	5.3%	4.8%	5.0%	8.0%

Accommodations Stayed In While On Trips

There is also an association between the number of types of outdoor 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 wilderness-related accommodation (e.g., remote or fly-in wilderness outpost or lodge, campsite in a wilderness area, wilderness area accessible by car, public campground) indicating that those who pursue wilderness settings were the most likely to be active in a wide range of outdoor activities while on trips. On the other hand, there is only a very weak relationship between the number of types of outdoor activities pursued while on trips and the likelihood that the individual stayed at a wine tasting school, a cooking school or a country inn with an on-premise gourmet restaurant.

Fig. 1.10 Accommodations Stayed In While on Trips

	Took a pleasure trip but no outdoor activities	Participated in one to two outdoor activities	Participated in three to five outdoor activities	Participated in six or more outdoor activities
Size of Market	43,251,588	44,896,863	41,838,572	40,523,218
Seaside Resort	25.8%	31.1%	35.8%	45.8%
A Public Campground in a National, State, Provincial or Municipal Park	23.3%	30.1%	31.6%	42.8%
Lakeside / Riverside Resort	21.9%	19.0%	22.9%	32.2%
Ski Resort or Mountain Resort	9.0%	13.3%	15.9%	25.5%
A Private Campground	18.0%	17.9%	19.1%	24.7%
A Camp Site in a Wilderness Setting (Not a Campground)	3.8%	5.5%	7.7%	14.9%
Wilderness Lodge You Can Drive to by Car	3.9%	4.8%	5.4%	10.7%
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	8.7%	7.7%	7.7%	10.0%
Health Spa	4.9%	4.1%	5.4%	8.9%
Country Inn or Resort Because It had a Gourmet Restaurant on the Premise	4.7%	2.7%	2.7%	5.7%
Farm or Guest Ranch	3.6%	3.2%	3.3%	5.3%
On a Houseboat	1.0%	1.3%	2.2%	4.9%
Remote or Fly-In Wilderness Lodge	0.4%	0.8%	1.3%	2.8%
Cooking School	0.8%	0.4%	0.8%	1.9%
Remote or Fly-In Wilderness Outpost	0.2%	0.3%	0.5%	1.7%
Wine Tasting School	1.0%	0.3%	0.5%	1.5%

Tours and Cruises Taken During Past Two Years

The number of outdoor activities participated in while on trips is also positively associated with the percent taking various tours and cruises while on trips during the last two years. The strongest association is for wilderness tours, although there is also a very strong association between the number of types of outdoor activities pursued and the likelihood that the individual took some of the more specialized types of cruises (e.g., submarine cruise, Great Lakes cruise) or took a tour in a helicopter or airplane as a pilot or passenger. The weakest association between the number of outdoor activity types pursued while on trips and touring is observed for guided tours and tour to casinos. Guided tours and casino tours tend to be more appealing to older travelers.

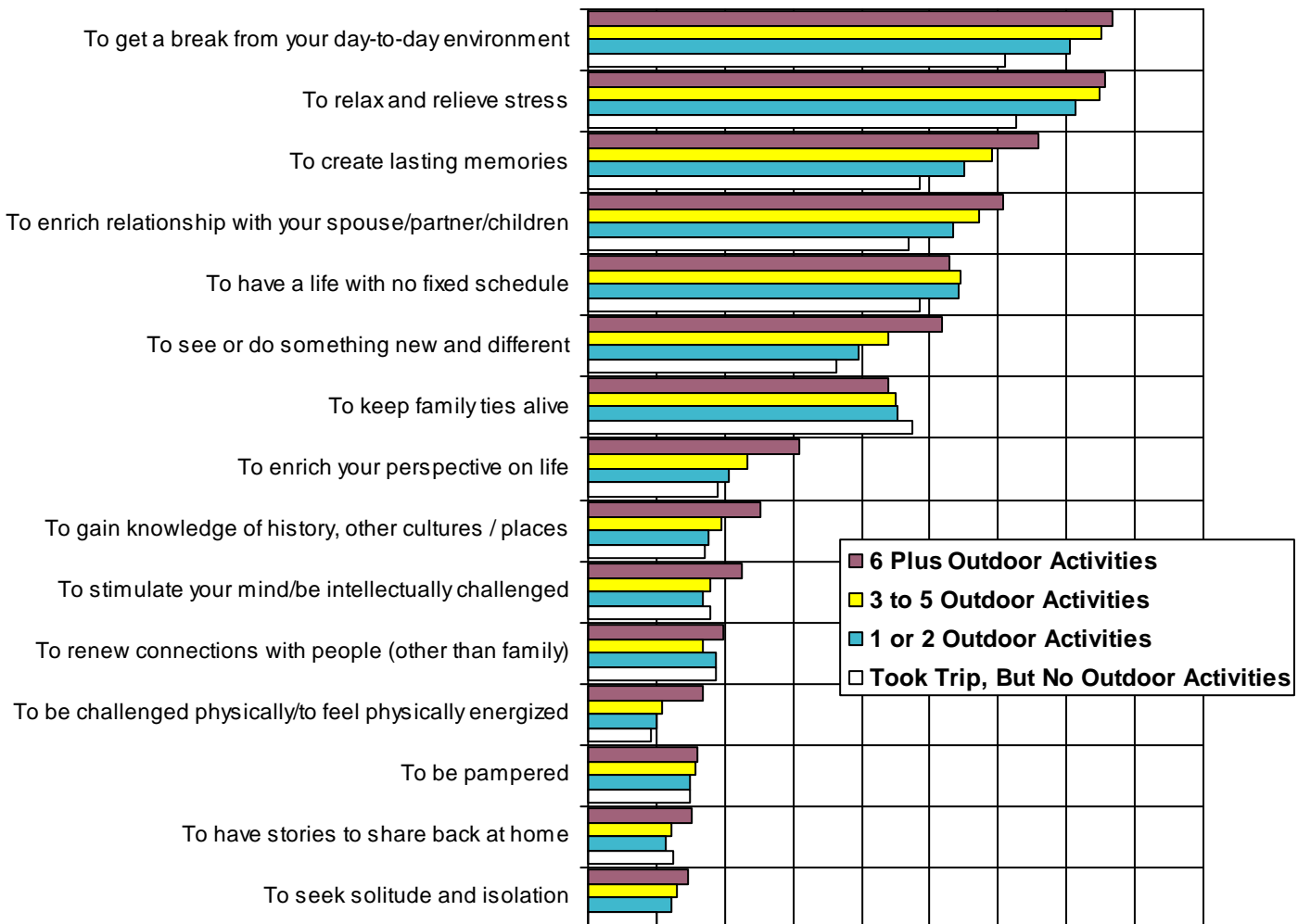
Fig. 1.11 Tours and Cruises Taken During Past Two Years

	Took a pleasure trip but no outdoor activities	Participated in one to two outdoor activities	Participated in three to five outdoor activities	Participated in six or more outdoor activities
Size of Market	43,251,588	44,896,863	41,838,572	40,523,218
A self-guided sameday tour while on an overnight trip	9.7%	13.8%	21.3%	33.1%
An organized sameday guided tour while on an overnight trip	10.5%	14.6%	20.7%	29.3%
Around the city	9.2%	11.9%	17.0%	25.9%
Around the country side - scenic drives	5.6%	9.1%	14.2%	24.4%
A self-guided overnight tour where you stayed in different locations	4.8%	7.2%	11.5%	18.7%
Wilderness tour	1.5%	3.5%	8.1%	17.5%
On the water (sightseeing cruise)	3.1%	4.7%	8.0%	16.0%
Caribbean ocean cruise	4.4%	7.0%	10.1%	14.9%
Some other type of tour	4.9%	7.2%	9.8%	13.9%
An organized overnight guided tour where you stayed in different locations	5.2%	6.4%	7.9%	12.3%
An organized overnight guided tour where you stayed in a single location	5.0%	5.4%	6.9%	9.9%
To a casino	3.2%	3.5%	4.6%	8.6%
To a winery	1.3%	2.2%	3.4%	7.8%
Ocean cruise - Other	3.1%	3.7%	5.1%	7.4%
Alaskan ocean cruise	1.5%	1.8%	2.4%	4.5%
Cruise on another lake or river	1.1%	1.3%	2.2%	3.4%
In the air as a pilot or passenger of an airplane or helicopter	0.5%	0.7%	1.3%	3.4%
To a factory	1.0%	1.1%	2.0%	3.3%
Some other type of cruise	1.0%	1.4%	1.4%	3.1%
Great Lakes cruise	0.1%	0.2%	0.3%	1.0%
Submarine cruise	0.1%	0.1%	0.3%	0.6%
Cruise on the St. Lawrence River	0.2%	0.3%	0.2%	0.4%

Benefits Sought While on Vacation

The number and type of benefit sought while on vacation tend to increase as a function of the number of outdoor activities participated in increases. Those who were active in a broader range of outdoor activities simply desire more from their vacations. The association between the percent who sought various benefits and the number of outdoor activity types participated in is particularly strong for those who seek to be challenged physically and feel physically energized. Those who participated in an increased number of outdoor activity types are also more likely to take vacations that enrich their perspective on life, allow them to gain knowledge of the history and culture or other destinations, allow them to do and see something new and allow them to create lasting memories. Those more active in outdoor pursuits while traveling are also more likely to state that they sometimes seek solitude and isolation while on vacation.

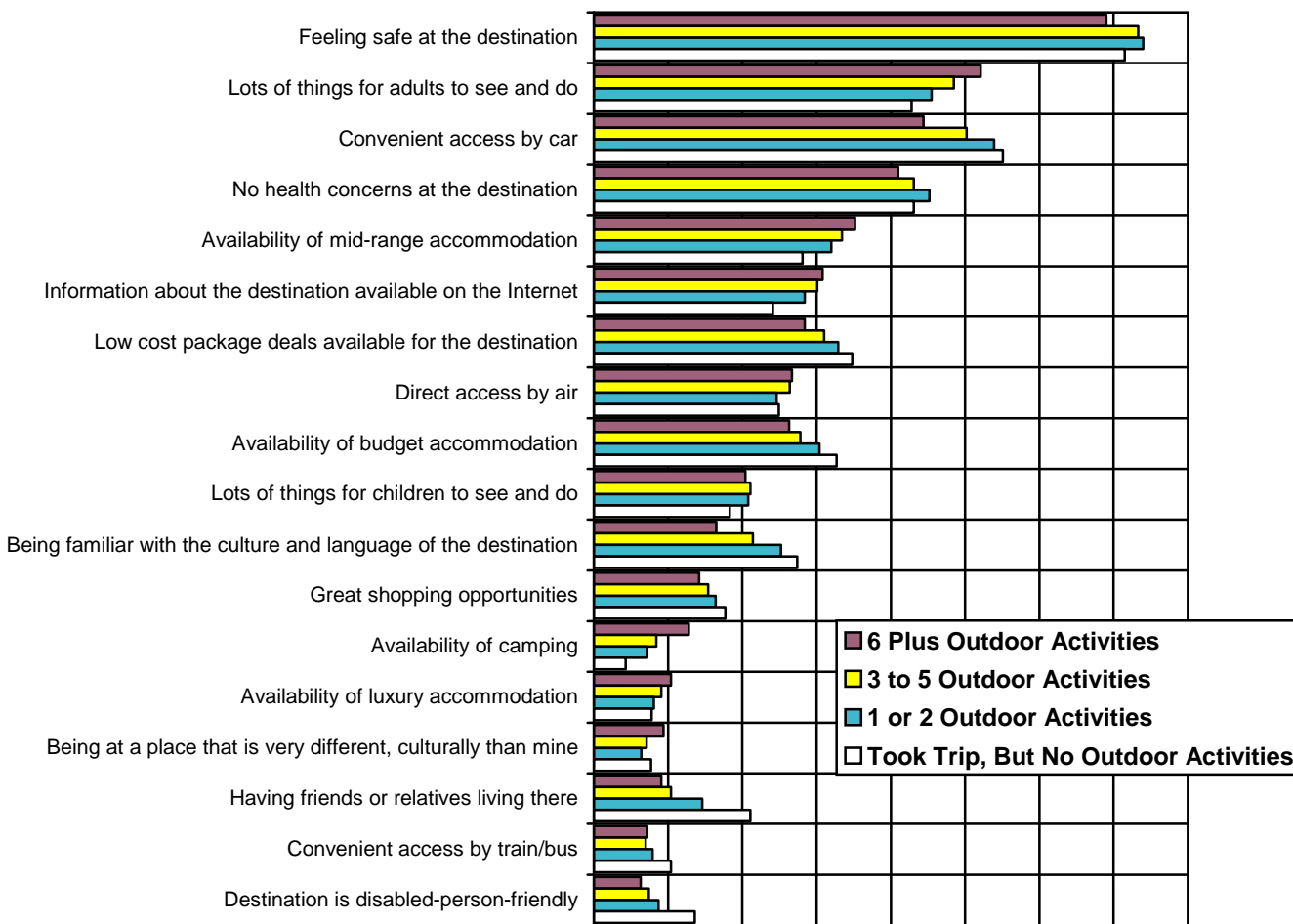
Fig.1.12 Benefits Sought While on Vacation
(Percent Rating Each Benefit as “Highly Important”)



Other Attributes of a Destination Considered Important

Similar to other U.S. Pleasure Travelers, those who participate in a greater number of outdoor activity types consider it important that a destination is safe and offers lots of things for adults to see and do. However, relative to U.S. Pleasure Travelers who did not participate in outdoor activities, those active in outdoor activities while traveling consider it more important that a destination offers lots of things for adults to see and do, has mid-range priced accommodation or camping available and has information about the destination on the Internet. Conversely, those who are more active in outdoor activities consider it less important that a destination has friends or family close by, has a familiar culture and language, is readily accessible by car and is accessible to people with disabilities.

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



How Destinations Are Selected

Respondents were asked a series of questions concerning how they select destinations. For winter trips, the percent who stated that they begin by considering what types of activities they would like to do tends to increase as the number of outdoor activities participated in increases. This trend is much weaker for summer trips.

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

	Took a pleasure trip but no outdoor activities	Participated in one to two outdoor activities	Participated in three to five outdoor activities	Participated in six or more outdoor activities
Size of Market	43,251,588	44,896,863	41,838,572	40,523,218
Summer				
Started with a desired destination in mind	57.7%	57.9%	59.3%	57.8%
Started by considering specific activities wanted to do	8.1%	9.4%	10.5%	11.3%
Started with a certain type of vacation experience in mind	15.2%	16.7%	17.1%	19.7%
Looked for packaged deals - no destination in mind	1.1%	0.9%	1.0%	1.5%
Considered something else first	5.9%	4.9%	4.4%	3.5%
Don't Know / Other	12.0%	10.3%	7.7%	6.3%
Winter				
Started with a desired destination in mind	59.4%	58.8%	61.3%	56.7%
Started by considering specific activities wanted to do	6.1%	9.0%	10.3%	17.4%
Started with a certain type of vacation experience in mind	13.7%	15.0%	14.6%	15.4%
Looked for packaged deals - no destination in mind	1.3%	1.2%	1.4%	1.7%
Considered something else first	7.8%	6.0%	5.2%	3.3%
Don't Know / Other	11.7%	10.0%	7.1%	5.5%

Trip Planning and Information Sources Consulted

There is no association between the number of outdoor activity types participated in while on trips and who is responsible for making the travel plans. However, those who participate in a greater number of outdoor activities were more likely to consult a wider range of information sources when planning a trip. The association between the number of outdoor activity types pursued while on trips and the likelihood that specific types of information sources are utilized is especially apparent for travel, trade and sports shows, travel guide books, e-newsletters, television programs and official government travel brochures.

Fig. 1.15 Who Plans Vacations and Information Sources Consulted

		Took a pleasure trip but no outdoor activities	Participated in one to two outdoor activities	Participated in three to five outdoor activities	Participated in six or more outdoor activities
Size of Market		43,251,588	44,896,863	41,838,572	40,523,218
Who Plans Trips?	Respondent plans trips	39.8%	38.9%	38.3%	39.8%
	Planning a shared responsibility	14.8%	18.4%	18.9%	18.3%
	Someone else plans trips	45.5%	42.7%	42.9%	41.9%
Information Sources Consulted	An Internet website	62.0%	73.0%	80.8%	87.2%
	Past experience	43.5%	49.8%	57.6%	66.3%
	Advice of others/Word-of-mouth	32.3%	40.2%	48.2%	60.0%
	Maps	24.1%	29.0%	33.7%	43.4%
	Official travel guides or brochures from state / province	9.7%	15.8%	22.3%	33.9%
	Visitor information centres	10.7%	16.0%	23.0%	31.3%
	Articles in newspapers / magazines	9.2%	13.1%	19.1%	30.7%
	An auto club such as AAA	18.1%	21.5%	25.8%	30.2%
	A travel agent	12.2%	15.1%	19.7%	27.2%
	Travel information received in the mail	9.4%	13.4%	16.8%	23.1%
	Travel guide books such as Fodor's	5.3%	7.9%	12.6%	21.9%
	Advertisements in newspapers / magazines	6.7%	8.2%	11.4%	16.9%
	Programs on television	3.3%	4.8%	7.4%	12.8%
	An electronic newsletter or magazine received by e-mail	2.7%	4.6%	6.3%	10.2%
	Advertisements on television	2.6%	3.0%	4.1%	6.1%
	Visits to trade, travel or sports shows	0.8%	1.6%	2.5%	4.8%

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 outdoor activity types participated in while traveling increases. Thus, while less than half of those who did not participate in an outdoor activity while on a trip use the Internet, 82.7% of those who participated in six or more types of outdoor activities use the Internet to plan or book travel. The relation between the number of outdoor activities participated in and the use of various types of Internet websites is especially strong for cruise line websites, motorcoach websites and the website of a country, region or city. There is also a strong association between the number of outdoor activity types participated in while on trips and the likelihood that the individual booked their travel over the Internet, and especially vacation packages.

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

		Took a pleasure trip but no outdoor activities	Participated in one to two outdoor activities	Participated in three to five outdoor activities	Participated in six or more outdoor activities
Size of Market		43,251,588	44,896,863	41,838,572	40,523,218
Percent Using Internet to Plan or Book Travel	Does not use the Internet	46.7%	34.2%	24.4%	17.3%
	Uses Internet to plan trips only	17.6%	20.9%	22.1%	19.9%
	Uses Internet to book part of trip	35.6%	44.9%	53.5%	62.8%
Types of Websites Consulted	A travel planning / booking website	47.0%	51.3%	55.5%	65.2%
	A website of a hotel or resort	44.8%	49.2%	54.3%	61.6%
	An airline's website	37.6%	40.3%	45.5%	55.4%
	A tourism website of a country / region / city	23.0%	30.4%	36.4%	46.0%
	A website of an attraction	24.7%	29.1%	34.1%	42.1%
	Some other website	21.5%	21.9%	24.6%	30.6%
	A cruise line website	6.0%	9.3%	13.2%	18.6%
	A motorcoach website	0.8%	1.1%	1.2%	2.0%
Parts of Trips Booked Over The Internet	Tickets for rail, bus, boat/ship fares	62.9%	66.9%	70.3%	78.3%
	Tickets or fees for specific activities or attractions	64.4%	69.4%	72.6%	77.7%
	A package containing 2 plus items	25.7%	34.2%	38.8%	47.7%
	Car rental	20.3%	21.5%	25.6%	34.6%
	Other	11.3%	13.9%	17.1%	25.4%
	Accommodations	8.6%	8.8%	11.0%	17.1%
	Air tickets	6.1%	4.6%	3.5%	2.9%

Media Consumption Habits

Those who participated in a greater number of outdoor activity types while traveling were more likely to read the travel section of a daily and weekend newspaper. They were also more likely to read travel magazines, visit travel websites and watch travel-related television programs than those who did not participate in outdoor activities while on trips.

Fig. 1.17 Media Consumption Habits

		Took a pleasure trip but no outdoor activities	Participated in one to two outdoor activities	Participated in three to five outdoor activities	Participated in six or more outdoor activities
Size of Market		43,251,588	44,896,863	41,838,572	40,523,218
Newspaper Readership	Reads daily newspaper	60.4%	59.6%	59.5%	60.1%
	Reads weekend edition of newspaper	53.1%	53.8%	57.1%	58.3%
	Reads local neighbourhood or community newspapers	47.9%	47.5%	49.8%	53.4%
	Reads other types of newspapers	13.0%	12.9%	13.1%	16.6%
	Frequently or occasionally reads travel section of daily newspaper	38.1%	41.1%	44.1%	49.1%
	Frequently or occasionally reads travel section of weekend newspaper	42.3%	45.9%	51.9%	57.9%
Types of Magazines Read (Top 5 Indexed)	Photography and video	3.6%	8.4%	11.6%	19.9%
	Regional magazines	8.4%	11.4%	13.4%	17.7%
	Professional sports	2.7%	3.3%	3.8%	6.0%
	Computers, electronics & technology	9.8%	11.9%	14.8%	19.9%
	Travel (e.g., Condé Nast)	10.4%	12.2%	14.2%	19.9%
Type of Television Programs Watched (Top 5 Indexed)	Situation comedies (e.g., Friends)	32.0%	33.8%	37.5%	44.4%
	Shopping channels	35.3%	38.4%	41.8%	42.9%
	Travel shows	46.2%	49.9%	54.5%	55.7%
	News/current affairs (e.g., 60 Minutes)	25.1%	25.2%	26.9%	31.4%
	Music/Music video shows/channels	30.7%	30.4%	33.4%	35.2%
Type of Radio Programs Listened To	Multicultural	7.8%	10.9%	12.9%	16.5%
	Top 40/Current hits	23.0%	28.7%	36.8%	44.0%
	Classical music	24.1%	24.8%	30.2%	37.4%
	All sports	37.6%	44.7%	46.9%	51.5%
Types of Websites Visited (Top 5 Indexed)	House and home	19.9%	23.6%	28.2%	33.3%
	Entertainment	28.4%	29.5%	33.9%	38.3%
	Travel	25.6%	27.3%	29.1%	32.4%
	Health	22.3%	22.3%	25.9%	28.4%
	Weather	13.5%	13.1%	14.2%	18.2%

Development of the Outdoor Activity Segmentation

Method

The 81 outdoor 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 21 outdoor activity types (or 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 outdoor activities is associated with each activity type with higher values signifying closer association with the activity factor.

Fig. 2.1 Outdoor Activity Segments Identified by Factor Analysis

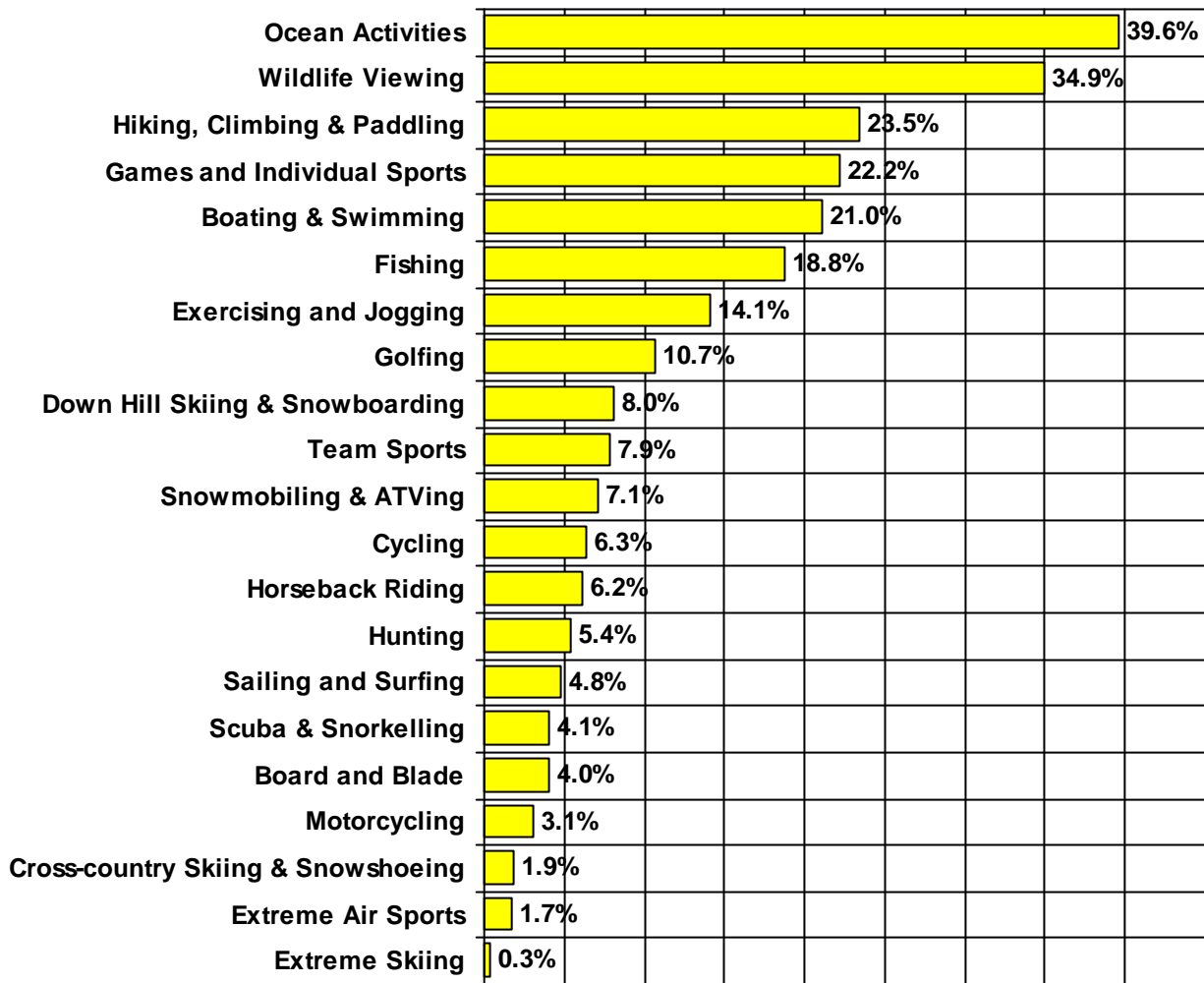
General Activity	Activity Segment	Specific Activities	Factor Loading
Athletic Activities	Golfing	Golfing - Played During a Stay at a Golf Resort with Overnight Stay	0.81
		Golfing - Golf Tour Package to Play on Various Courses	0.73
		Golfing - Played an Occasional Game While on a Trip	0.64
	Cycling	Cycling - As an Overnight Touring Trip	0.62
		Cycling - Recreational Cycling, Same Day Excursion	0.54
		Cycling - Maintaining Biking	0.50
	Exercising & Jogging	Fitness - Working Out in a Fitness Centre	0.79
		Fitness - Jogging or Exercising Outdoors	0.78
	Games & Individual Sports	Board Games	0.59
		Volleyball	0.58
		Beach Volleyball	0.58
		Bowling	0.54
		Badminton	0.52
		Tennis	0.47
		Mini-Golf	0.34
	Team Sports	Football	0.69
		Baseball or Softball	0.60
		Basketball	0.57
		Soccer	0.35
	Extreme Air Sports	Parachuting	0.63
		Hang Gliding	0.63
Hot Air Ballooning		0.49	
Bungee Jumping		0.33	
Board and Blade Activities	Ice Hockey	0.60	
	Ice-Skating	0.55	
	In-Line / Roller Blading	0.50	
	Skateboarding	0.40	
Outdoor Nature Activities	Hunting	Hunting - Small Game	0.80
		Hunting - Birds	0.77
		Hunting - Big Game	0.71
	Fishing	Fishing - Fresh Water	0.33
		Fishing - Ice Fishing	0.27

General Activity	Activity Segment	Specific Activities	Factor Loading
Outdoor Nature Activities (Cont'd)	Hiking, Climbing & Paddling	Fishing - Salt Water	0.23
		Fishing - Trophy Fishing	0.21
		Climbing - Mountain Climbing /Trekking	0.58
		Climbing - Rock Climbing	0.55
		Hiking / Backpacking in Wilderness Setting With Overnight Camping or Lodging	0.55
		Hiking - Same Day Excursion While on a Multi-day Trip	0.49
		Kayaking or Canoeing – Freshwater	0.35
		White Water Rafting	0.27
		Climbing - Ice Climbing	0.22
		Wilderness Skills Courses	0.31
	Wildlife Viewing	Wildlife Viewing - Land Based Animals	0.77
		Wildlife Viewing - Bird Watching	0.73
		Wildflowers / Flora Viewing	0.69
		Wildlife Viewing - Whale Watching and Other Marine Life	0.61
		Nature Park - Visited National, Provincial / State Park	0.50
		Viewing Northern Lights	0.34
	Horseback Riding	Horseback Riding - With an Overnight Stop	0.69
Horseback Riding - Same Day Excursion		0.58	
Winter Activities	Downhill skiing and snowboarding	Snowboarding	0.63
		Skiing – Downhill	0.46
	Cross-country skiing and snow shoeing	Skiing - Cross Country	0.68
		Snowshoeing	0.67
	Extreme Skiing	Skiing - Heli-Skiing	0.74
		Skiing - Ski Jouring	0.71
Skiing - Cross Country / Back Country as an Overnight Touring Trip	0.53		
Water-Related Activities	Boating & Swimming	Motor Boating	0.69
		Swimming in Lakes	0.65
		Water Skiing	0.60
	Ocean Activities	Swimming in Oceans	0.73
		Sunbathing or Sitting on a Beach	0.71
		Snorkeling in Sea /Ocean	0.65
		Kayaking or Canoeing - Ocean	0.32
	Sailing and Surfing	Sailing	0.45
		Wind Surfing	0.40
		Parasailing	0.40
		Kite Surfing	0.38
	Scuba & Snorkeling	Scuba Diving in Lakes /Rivers	0.73
		Snorkeling in Lakes or Rivers	0.61
Scuba Diving in Sea /Ocean		0.52	
Motorized Activities	Snowmobiling & ATVing	All Terrain Vehicle (ATV) - Overnight Touring Trip	0.69
		All Terrain Vehicle (ATV) - Same Day Excursion	0.61
		Snowmobiling - As an Overnight Touring Trip	0.46
		Snowmobiling - Day Use on Organized Trail	0.39
	Motorcycling	Motorcycling - As a Overnight Touring Trip	0.86
		Motorcycling - Day Excursion	0.86

Market Incidence of Outdoor Activity Segments

The most common outdoor activity types participated in on trips during the past two years were ocean activities (e.g., swimming in an ocean, sunbathing or sitting on a beach) and wildlife viewing (e.g., viewing animals, bird watching, whale watching). These are relatively passive activities which can be enjoyed by travelers of all ages. Other common outdoor activity types include hiking, climbing and paddling, and games and individual sports (e.g., tennis, bowling, board games, volleyball). Outdoor activities which require considerable physical exertion (e.g., extreme air sports; extreme skiing; broad and blade activities; cycling) or special equipment or skills (e.g., motorcycling; sailing and surfing; snowmobiling and ATVing) are much less likely to be have been undertaken while on trips.

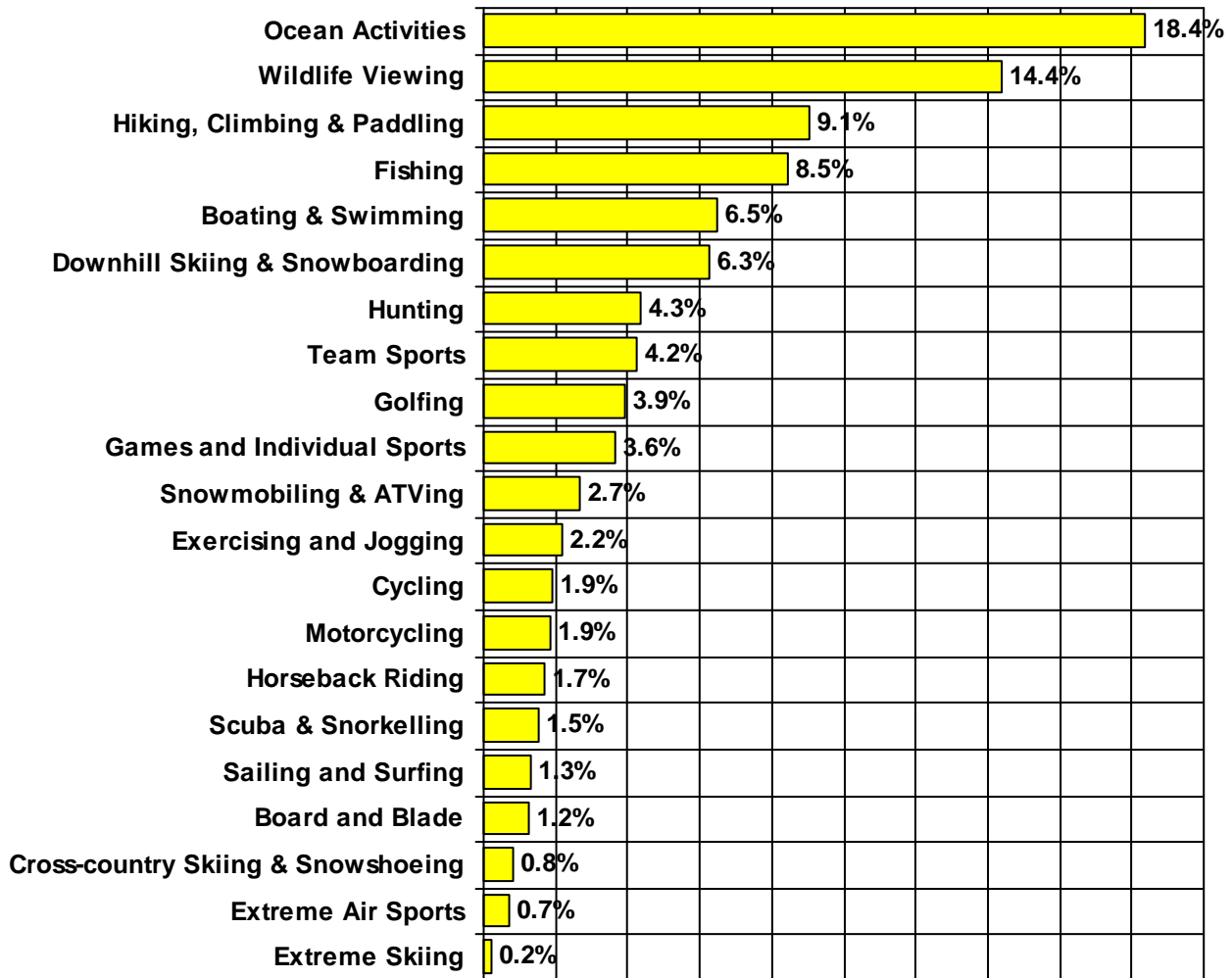
Fig. 2.2 Percent Participating in Each Outdoor Activity Type While On a Trip
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)



Percent Stating Outdoor Activity Type was Main Reason for a Trip

The most common outdoor activity types which were identified as the main reason for at least one trip in the last two years include ocean activities, wildlife viewing and hiking, climbing and paddling. These are also the most frequent outdoor activities undertaken while on trips. However, the percentage of travelers who participated in an activity and stated that this was the main reason for a least one trip varies widely across the 21 outdoor activity types (see Fig. 2.4).

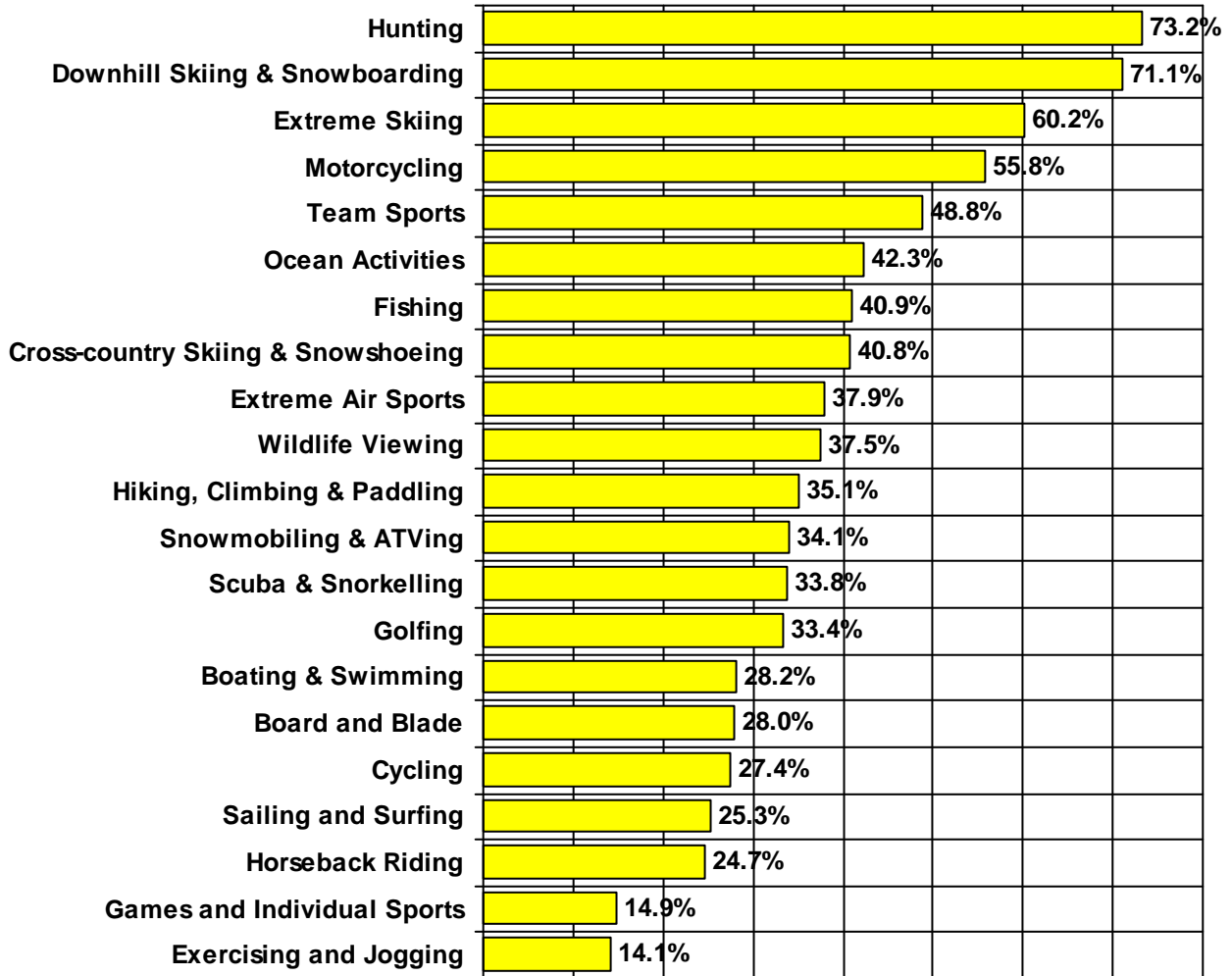
Fig. 2.3 Percent Who Report Outdoor Activity Type Was Main Reason for At Least One Trip (Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)



Percent of Participants Stating Activity Was Main Reason for a Trip

Figure 2.4 shows the percent of travelers who participated in each outdoor activity type and stated that one of the activities in the category was the main reason for 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 73.2% for hunting to 14.1% for exercising and jogging. Activity types which were most often considered the main reason for a trip tend to require a distinctive location or terrain in order to undertake the activity (e.g., hunting, downhill skiing and snowboarding, extreme skiing). However, activities which may be undertaken in a wide range of destination types (e.g., golfing, exercise and jogging, cycling, individual sports like tennis) were much less likely to be the main reason for a trip. Team sports represent an interesting anomaly to this pattern and may reflect the touring activity of teams to participate in out-of-town competitions.

Fig. 2.4 Percent of Participants Stating That Outdoor 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)



Outdoor Activity by U.S. Region

Fig. 2.5 shows the percent of U.S. Pleasure Travelers who participated in each of the 21 outdoor 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 certain outdoor activity types exhibit wide variation between the regions (e.g., hunting, motorcycling) while others are relatively evenly distributed across all regions (e.g., golfing, wildlife viewing, team sports, horseback riding). This analysis also indicated that travelers from certain regions of the United States exhibit relatively distinctive outdoor activity patterns such as Alaska (with above-average outdoor activity participation) and the Middle Atlantic (with below-average participation rates).

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
Golfing	11.6%	9.3%	12.6%	12.5%	10.5%	11.5%	8.7%	10.5%	10.1%	13.9%
Hunting	3.4%	3.7%	5.9%	9.4%	3.8%	6.0%	7.4%	8.7%	3.7%	24.1%
Fishing	12.9%	15.3%	19.8%	25.5%	18.1%	20.2%	19.8%	22.1%	17.3%	59.9%
Wildlife Viewing	33.3%	31.9%	36.8%	36.5%	33.3%	33.6%	32.8%	38.3%	37.5%	55.2%
Hiking, Climbing & Paddling	25.3%	20.2%	23.7%	22.9%	19.9%	21.1%	20.3%	30.9%	29.1%	45.3%
Boating & Swimming	25.5%	19.5%	26.0%	28.3%	16.6%	19.4%	18.6%	19.2%	20.9%	33.8%
Ocean Activities	50.9%	47.3%	38.5%	31.1%	44.4%	39.0%	30.9%	32.9%	37.5%	42.7%
Sailing and Surfing	6.6%	5.8%	4.3%	4.0%	4.4%	4.0%	3.7%	3.8%	5.8%	6.4%
Scuba & Snorkeling	4.5%	4.0%	3.8%	3.2%	4.0%	3.3%	4.1%	4.1%	4.8%	7.5%
Fitness and Jogging	14.6%	15.1%	14.0%	12.0%	14.4%	11.7%	12.2%	12.7%	16.2%	18.7%
Cycling	7.8%	7.0%	6.8%	5.8%	5.3%	4.3%	3.3%	7.1%	8.4%	15.6%
Motorcycling	3.9%	1.9%	2.8%	3.6%	2.8%	3.4%	2.7%	4.9%	3.5%	4.2%
Horseback Riding	5.0%	5.8%	6.3%	5.9%	6.0%	5.2%	6.2%	7.2%	6.8%	8.4%
Snowmobiling & ATVing	5.4%	6.1%	7.2%	8.1%	4.7%	4.8%	7.4%	12.9%	8.6%	29.4%
Down Hill Skiing & Snowboarding	10.6%	8.3%	5.9%	5.7%	6.4%	4.9%	7.3%	10.7%	12.3%	15.9%
Cross-country Skiing & Snowshoeing	4.3%	2.1%	1.9%	1.9%	0.7%	0.8%	0.8%	3.3%	2.5%	14.4%
Extreme Skiing	0.4%	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%	0.5%	0.6%	2.8%
Board & Blade	6.0%	4.8%	4.1%	4.1%	3.9%	2.2%	2.6%	3.7%	4.5%	10.7%
Extreme Air Sports	2.3%	1.7%	1.5%	1.6%	1.3%	2.0%	1.2%	2.2%	2.2%	3.3%
Team Sports	5.9%	7.5%	8.3%	8.3%	7.7%	7.6%	8.3%	8.3%	8.1%	10.1%
Games and Individual Sports	25.1%	27.6%	24.6%	21.4%	24.3%	21.9%	16.1%	18.2%	18.6%	19.0%

4 - The colour-coding scheme in this table is based on indexing where the percent who participated in each outdoor activity type in each region is divided by the percent who participated in the activity among all U.S. Pleasure Travelers: Index values above 140 are gold; index values between 121 and 140 are light yellow; index values between 80 and 120 are white; index values between 60 and 79 are light blue, and index values below 60 are purple.

Outdoor Activity Participation by Population Size

Fig. 2.6 shows the percent of U.S. Pleasure Travelers who participated in each of the 21 outdoor 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 participate in outdoor activities while traveling. On the other hand, those from rural areas were the least likely to participate in outdoor activities while traveling. The analysis also indicates that some outdoor activity types are skewed toward rural areas (e.g., hunting; motorcycling) while others (e.g., sailing and surfing; scuba and snorkeling; downhill skiing and snowboarding) were more likely to be undertaken by travelers from more urban areas. Note that many of the more popular outdoor activities (e.g., wildlife viewing; boating and swimming; hiking, climbing and paddling) exhibit little variation by the size of the city, town or area.

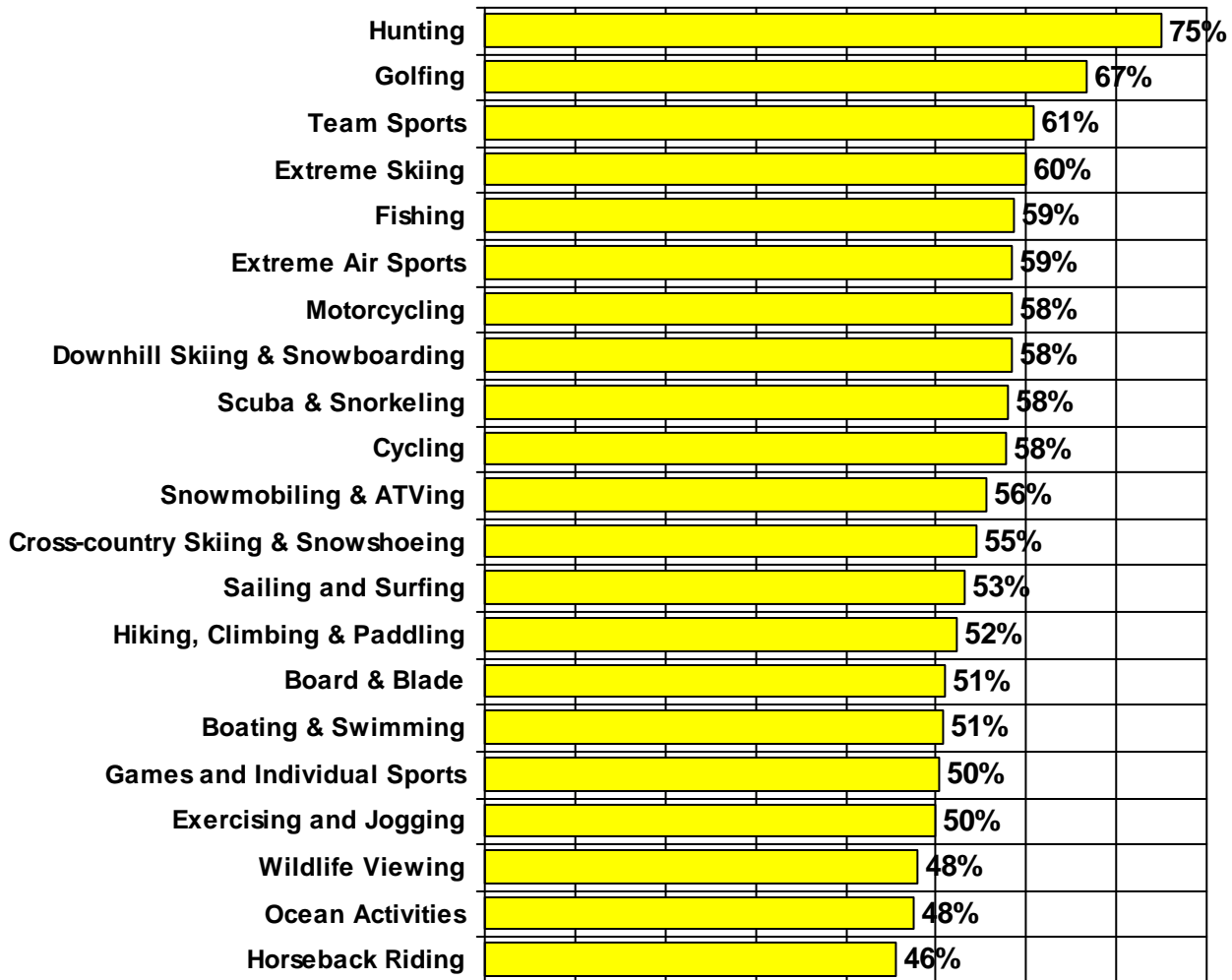
Fig. 2.6 Percent Participating in Each Outdoor Activity Type by Size of City / Town / Region
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	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
Golfing	8.7%	10.2%	11.5%	10.9%
Hunting	9.5%	7.0%	5.5%	3.7%
Fishing	22.6%	21.1%	19.3%	16.6%
Wildlife Viewing	33.2%	35.8%	34.7%	35.1%
Hiking, Climbing & Paddling	20.0%	22.5%	23.4%	24.6%
Boating & Swimming	21.0%	21.1%	21.0%	21.0%
Ocean Activities	30.6%	35.3%	40.5%	42.8%
Sailing and Surfing	3.1%	3.4%	4.2%	5.9%
Scuba & Snorkeling	2.6%	3.1%	3.4%	5.1%
Exercising and Jogging	9.6%	11.1%	13.6%	16.3%
Cycling	4.5%	6.1%	5.3%	7.3%
Motorcycling	4.1%	3.7%	3.1%	2.5%
Horseback Riding	4.8%	6.3%	5.6%	6.7%
Snowmobiling & ATVing	8.1%	7.7%	6.4%	6.9%
Downhill Skiing & Snowboarding	4.8%	6.2%	6.5%	10.2%
Cross-country Skiing & Snowshoeing	1.3%	1.5%	1.7%	2.2%
Extreme Skiing	0.3%	0.3%	0.2%	0.4%
Board and Blade	2.6%	4.2%	3.6%	4.5%
Extreme Air Sports	1.6%	1.5%	1.8%	1.8%
Team Sports	8.2%	8.7%	8.1%	7.4%
Games and Individual Sports	19.4%	20.7%	22.6%	23.3%

Outdoor Activity Participation by Gender

Overall, males are more likely than females to participate in outdoor activities while on trips. Fig. 2.7 shows the percentage who participated in each of the activity types who are male. Hunting, golfing, fishing and team sports were the outdoor activities most likely to be participated in by males. Activities which require more physical strength (e.g., extreme skiing, extreme air sports) were also more likely to be pursued by male travelers than by female travelers. Activities which tend to be gender-neutral are often less strenuous (e.g., wildlife viewing, ocean activities, games and individual sports). Horseback riding was the only outdoor activity significantly more likely to be pursued by female pleasure travelers (54%) than by male pleasure travelers (46%).

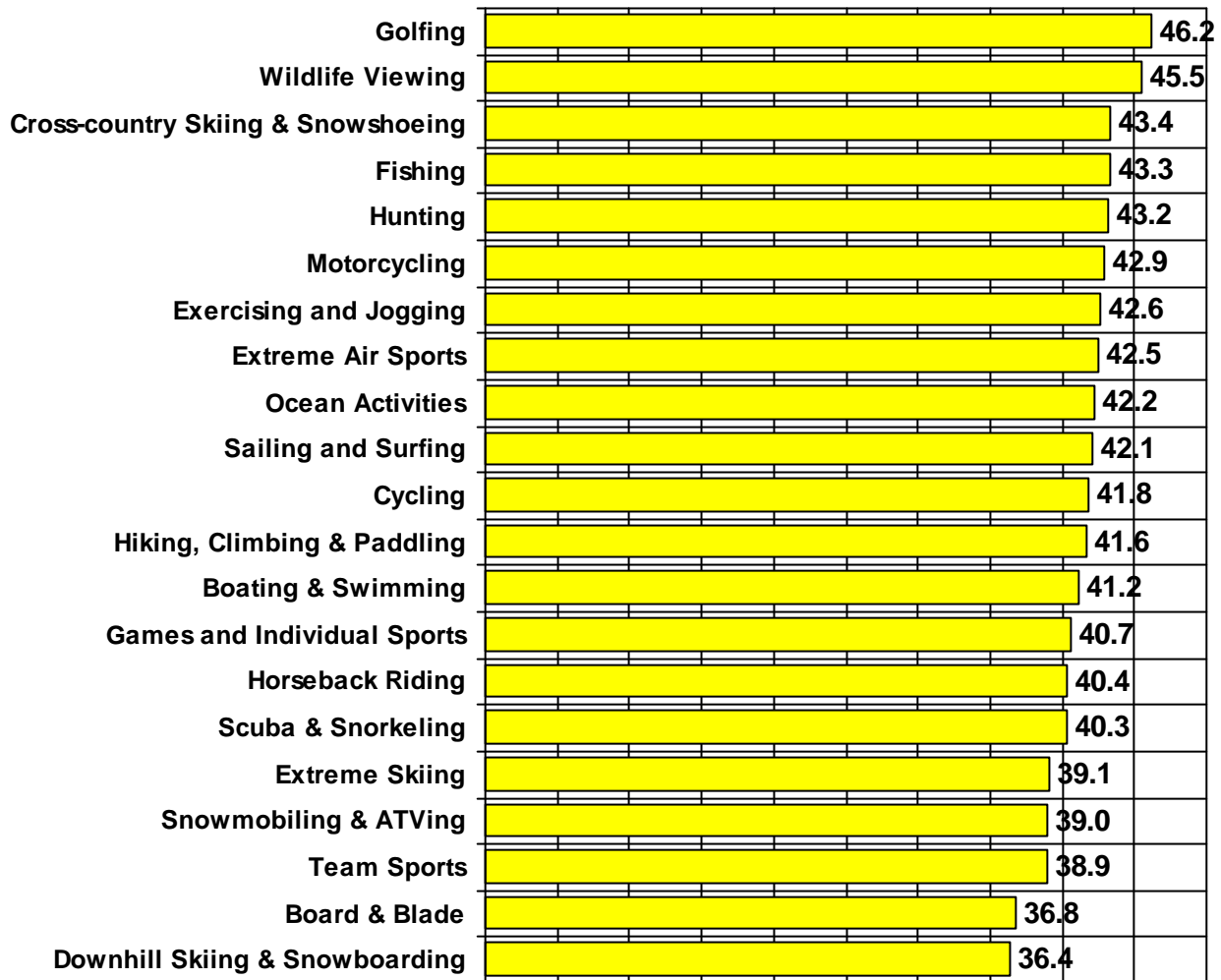
Fig. 2.7 Percent of Activity Type Participants Who are Male
 (Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)



Average Age of Participant by Outdoor Activity Type

Those who golfed and viewed wildlife while on a trip tend to be older than the average U.S. Pleasure Traveler (42.1 years old). The average age of those who went cross-country skiing and snowshoeing, fishing, and hunting is also slightly higher than the average traveler. Activities which tend to be more strenuous (e.g., downhill skiing and snowboarding; board and blade activities such as skateboarding and in-line skating; extreme skiing) were more likely to have been undertaken by younger pleasure travelers. The average age of those who participated in team sports or went snowmobiling and ATVing while on a trip is also somewhat younger than the average U.S. Pleasure Traveler.

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



Percent Participating in Outdoor Activity Types by Lifecycle Stage⁵

The percent who participated in each of the 21 outdoor activity types while on a trip has been shown with colour-coded indexing⁴ by lifecycle stage in Fig. 2.9. This analysis indicates that Young Couples, and to a certain extent, Young Singles, tend to be more likely to participate in outdoor activities while traveling. Conversely, Older Couples and Older Singles (i.e., those 55 and older) tend to be under-represented among the participants of most outdoor activity types. Certain activities (e.g. wildlife viewing; fishing) tend to exhibit little variation by lifecycle stage, while those requiring more physical exertion (e.g., downhill skiing and snowboarding; extreme sports; hiking, climbing and paddling) exhibit considerable variation across the lifecycle stages, primarily by age.

Fig. 2.9 Percent of Participants for Each Outdoor 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
Golfing	11.4%	7.2%	11.4%	19.0%	16.6%	4.5%	25.3%	4.7%
Hunting	10.9%	7.2%	17.2%	20.7%	16.9%	4.2%	19.3%	3.5%
Fishing	12.2%	7.2%	15.4%	21.9%	15.5%	4.9%	18.5%	4.3%
Wildlife Viewing	10.7%	7.8%	13.3%	18.6%	16.1%	5.5%	20.9%	7.2%
Hiking, Climbing & Paddling	15.9%	10.0%	13.1%	20.9%	15.6%	5.7%	14.2%	4.6%
Boating & Swimming	15.1%	8.4%	16.0%	23.7%	14.6%	4.7%	13.2%	4.2%
Ocean Activities	14.2%	8.8%	14.7%	21.8%	15.5%	5.0%	15.5%	4.6%
Sailing and Surfing	16.9%	9.9%	10.3%	19.5%	17.0%	5.8%	16.5%	4.2%
Scuba & Snorkelling	17.9%	11.7%	12.0%	19.0%	18.1%	5.5%	12.2%	3.5%
Exercising and Jogging	15.9%	9.5%	12.0%	19.7%	15.2%	6.3%	16.3%	5.1%
Cycling	14.8%	10.2%	12.1%	22.8%	16.7%	6.2%	13.4%	3.7%
Motorcycling	9.8%	7.8%	11.1%	23.2%	23.0%	7.3%	14.7%	3.2%
Horseback Riding	14.1%	10.8%	14.0%	26.4%	16.2%	5.4%	10.0%	3.0%
Snowmobiling & ATVing	17.5%	11.2%	15.5%	20.8%	15.9%	4.5%	11.5%	3.2%
Down Hill Skiing & Snowboarding	26.6%	12.7%	13.4%	22.0%	11.6%	4.6%	7.0%	2.1%
Cross-country Skiing & Snowshoeing	15.6%	10.2%	8.1%	19.2%	17.9%	5.5%	18.9%	4.6%
Extreme Skiing	22.0%	15.5%	8.3%	21.3%	12.6%	3.2%	13.9%	3.2%
Board and Blade	24.2%	10.5%	14.8%	26.7%	10.0%	4.2%	7.2%	2.3%
Extreme Air Sports	16.4%	13.0%	9.5%	13.1%	15.4%	6.7%	19.0%	6.9%
Team Sports	23.5%	8.5%	13.6%	23.1%	11.9%	5.0%	10.9%	3.5%
Games and Individual Sports	16.3%	9.5%	16.1%	23.3%	13.2%	5.2%	12.1%	4.4%

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.

Percent Participating in Outdoor Activity Types by Level of Formal Education

The education level of those who participated in each of the 21 outdoor 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 many of the outdoor activity types while on a trip. This is especially evident for more strenuous outdoor pursuits such as downhill skiing and snowboarding, cross-country skiing and snowshoeing, extreme skiing, sailing and surfing and hiking, climbing and paddling. Overall, those with a high school education or less were much less likely to participate in outdoor activities while traveling than were those with a university degree or a post-graduate degree.

Fig. 2.10 Education Level of Participants for Each Outdoor 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
Golfing	10.5%	15.7%	49.1%	24.7%
Hunting	23.5%	26.7%	37.5%	12.3%
Fishing	22.3%	23.4%	40.3%	14.0%
Wildlife Viewing	15.8%	20.6%	42.2%	21.5%
Hiking, Climbing & Paddling	12.8%	19.0%	43.9%	24.2%
Boating & Swimming	18.0%	21.2%	42.9%	17.8%
Ocean Activities	15.8%	19.4%	44.7%	20.0%
Sailing and Surfing	11.3%	15.2%	47.5%	26.0%
Scuba & Snorkelling	10.7%	16.2%	47.8%	25.3%
Exercising and Jogging	9.9%	15.9%	45.4%	28.7%
Cycling	10.7%	17.1%	46.2%	26.0%
Motorcycling	21.9%	29.2%	38.3%	10.6%
Horseback Riding	14.4%	19.2%	45.3%	21.1%
Snowmobiling & ATVing	21.4%	24.6%	41.7%	12.3%
Downhill Skiing & Snowboarding	9.8%	14.5%	51.6%	24.1%
Cross-country Skiing & Snowshoeing	7.2%	14.3%	41.5%	37.0%
Extreme Skiing	11.2%	18.4%	40.0%	30.3%
Board and Blade	15.2%	18.6%	45.9%	20.2%
Extreme Air Sports	14.3%	22.2%	43.0%	20.5%
Team Sports	17.9%	17.5%	47.8%	16.8%
Games and Individual Sports	16.3%	20.0%	44.6%	19.2%

Average Household Income of Participants by Outdoor Activity Type

The household income of the average U.S. Pleasure Traveler is \$74,303. Therefore, those who participated in all 21 outdoor activity types tend to have higher household incomes. Activities which often involve more expensive equipment and are more physically strenuous (e.g., sailing and surfing; scuba diving and snorkeling; downhill skiing; golfing) were more often undertaken by travelers with higher household incomes. Hunting, fishing and wildlife viewing were the activities where participants report the lowest household incomes.

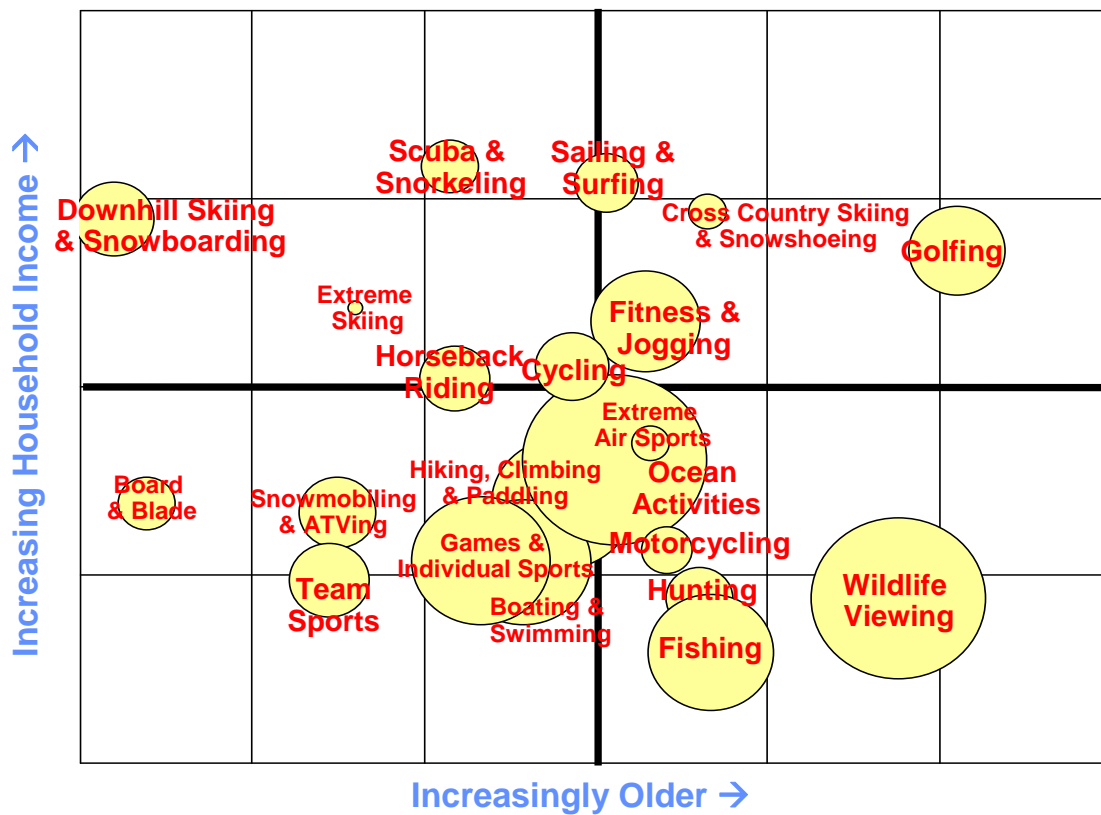
Fig. 2.11 Average Household Income of Participants by Outdoor Activity Type
 (Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

Scuba & Snorkelling	\$102,032
Sailing and Surfing	\$100,646
Cross-country Skiing & Snowshoeing	\$99,325
Downhill Skiing & Snowboarding	\$98,886
Golfing	\$97,381
Extreme Skiing	\$94,788
Exercising and Jogging	\$93,587
Cycling	\$91,281
Horseback Riding	\$90,481
Extreme Air Sports	\$87,454
Ocean Activities	\$86,226
Board and Blade	\$84,200
Hiking, Climbing & Paddling	\$83,957
Snowmobiling & ATVing	\$83,490
Motorcycling	\$81,482
Games and Individual Sports	\$80,879
Boating & Swimming	\$80,870
Team Sports	\$79,859
Wildlife Viewing	\$78,959
Hunting	\$78,852
Fishing	\$76,138

Household Income, Age and Outdoor Activity Participation

An examination of the average age and household income of those who participate in various types of outdoor activities indicates that some activities were more likely to be undertaken by affluent mature travelers (e.g., cross-country skiing; golfing) while others were more likely to be participated in by affluent younger travelers (e.g., downhill skiing and snowboarding; extreme skiing; scuba and snorkeling). There are also outdoor activity types which tend to appeal more to older, less affluent travelers (e.g., wildlife viewing; fishing; hunting) and to younger, less affluent travelers (e.g., board and blade activities such as rollerblading, inline skating; team sports; snowmobiling and ATVing).

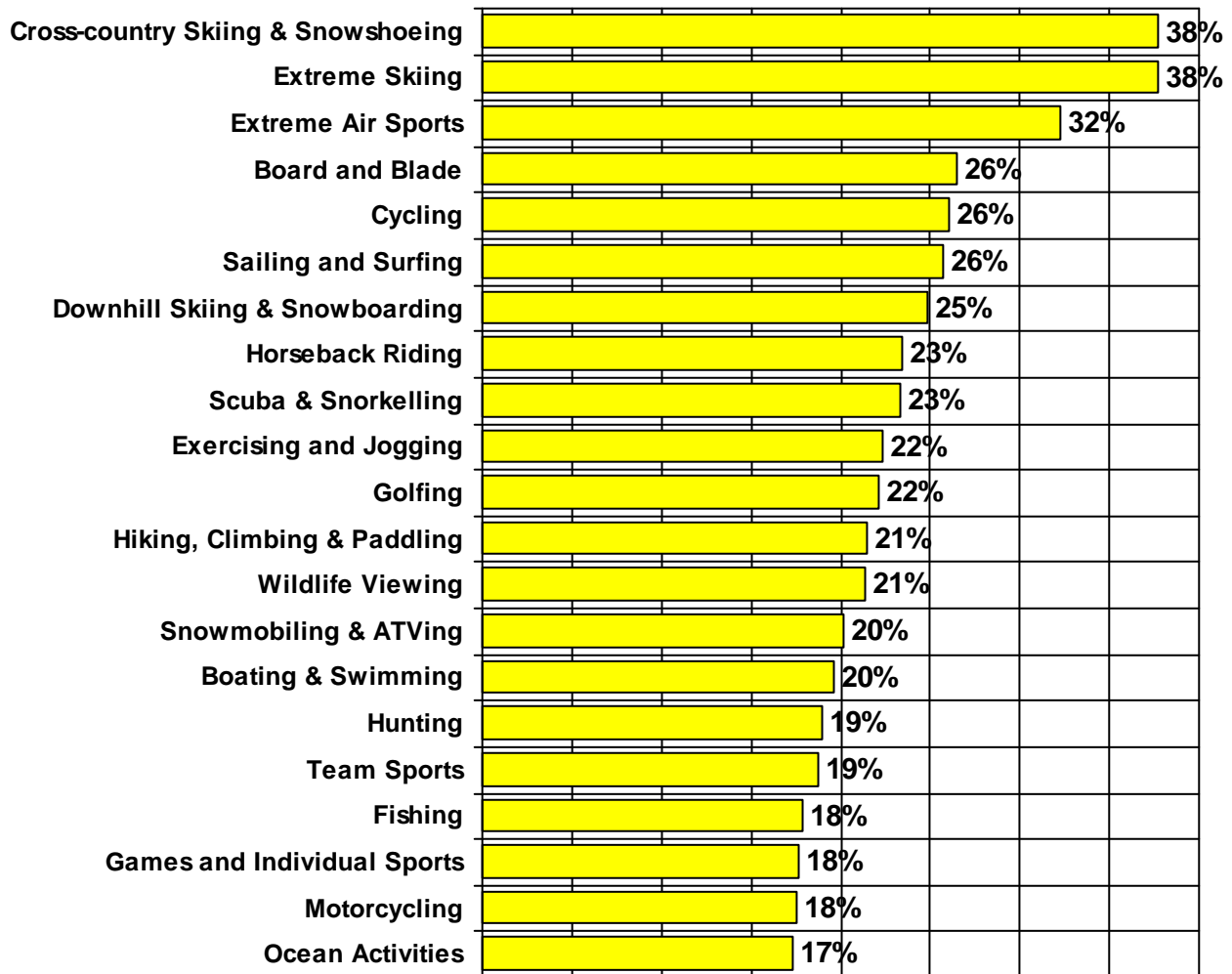
Fig. 2.12 Average Age and Household Income of Participant in Each Outdoor Activity Type
 Size of the Circle Denotes the Percent Who Participated in the Activity Type While on a Trip
 (Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)



Travel to Canada by Outdoor Activity Type

Overall, those who participated in outdoor 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 participated in cross-country skiing and snowshoeing, extreme skiing and extreme air sports were especially likely to have taken a trip to Canada. Those who went hunting, fishing or motorcycling (which are activities which tend to be more appealing to less affluent travelers or older travelers), as well as those who participated in ocean activities or games and individual sports, were the least likely to have taken a trip to Canada during the past two years.

Fig. 2.13 Percent Taking a Trip to Canada in the Past Two Years by Outdoor 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 Outdoor Activity Type

Fig. 2.14 shows the percent who participated in each outdoor 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 an outdoor activity were over-represented relative to the average U.S. Pleasure Traveler.

In general, those who participated in an outdoor activity were much more likely to have taken a trip to one of the Atlantic Provinces, Quebec or Ontario. This is especially evident for those who participated in cross-country skiing or snowshoeing, extreme skiing, extreme air sports or one of the board and blade activities (e.g., ice-skating). Those who went fishing, participated in ocean activities or games and individual sports were the least 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 Outdoor 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
Golfing	0.6%	1.2%	1.3%	1.8%	4.8%	12.9%
Hunting	0.8%	1.1%	1.1%	1.9%	3.9%	11.2%
Fishing	0.4%	0.7%	1.0%	1.4%	3.3%	11.0%
Wildlife Viewing	0.7%	1.1%	1.4%	2.1%	4.5%	11.5%
Hiking, Climbing & Paddling	0.8%	1.0%	1.3%	2.1%	4.7%	11.4%
Boating & Swimming	0.7%	0.9%	1.1%	1.6%	4.5%	12.4%
Ocean Activities	0.5%	0.7%	1.0%	1.6%	4.2%	9.8%
Sailing and Surfing	1.5%	1.8%	2.4%	3.6%	8.7%	16.1%
Scuba & Snorkeling	0.7%	1.1%	1.6%	2.0%	7.0%	12.8%
Exercising and Jogging	0.7%	1.1%	1.1%	2.0%	5.5%	12.6%
Cycling	0.8%	1.2%	1.4%	2.2%	6.5%	14.3%
Motorcycling	1.2%	1.1%	1.6%	2.6%	3.9%	9.6%
Horseback Riding	0.9%	0.9%	1.3%	2.1%	5.3%	14.0%
Snowmobiling & ATVing	1.0%	0.9%	1.0%	1.5%	4.6%	11.5%
Downhill Skiing & Snowboarding	0.8%	0.7%	1.2%	1.6%	7.2%	13.2%
Cross-country Skiing & Snowshoeing	2.1%	2.2%	2.9%	4.7%	12.0%	20.7%
Extreme Skiing	7.3%	3.5%	7.0%	8.8%	15.8%	26.2%
Board and Blade	1.4%	1.8%	1.6%	2.8%	7.6%	17.9%
Extreme Air Sports	3.1%	2.7%	4.2%	5.7%	13.0%	20.2%
Team Sports	0.6%	0.8%	1.0%	1.6%	4.4%	11.1%
Games and Individual Sports	0.6%	0.7%	1.1%	1.6%	3.9%	10.7%

5 - The colour-coding scheme in this table is based on indexing where the percent who participated in each outdoor 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 and the Territories by Outdoor Activity Type

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

In general, those who participated in an outdoor activity were much more likely to have taken a trip to one of the western provinces or to the Yukon or the Northwest Territories. This is especially the case for those who participated in cross-country skiing, extreme skiing, extreme air sports or one of the board and blade activities (e.g., ice skating). Those who went golfing, fishing, participated in ocean activities or games, individual sports or team sports were the least over-represented among U.S. Pleasure Travelers who to a trip to Western Canada, the Yukon or the Northwest Territories.

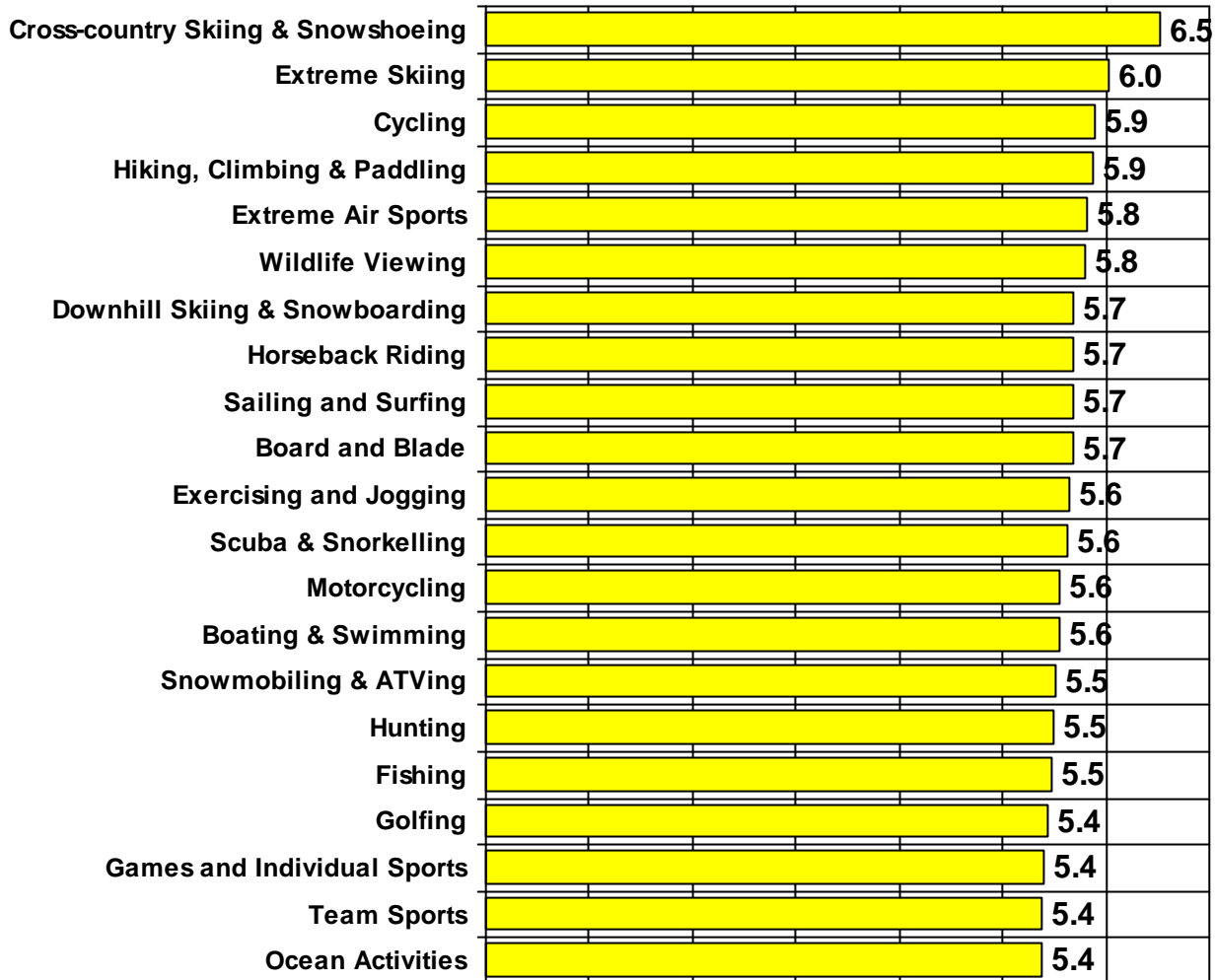
Fig. 2.15 Percent Taking a Trip to Western Canada, the Yukon or the Northwest Territories in the Past 2 Years by Outdoor Activity Type
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	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
Golfing	0.9%	0.7%	2.3%	7.1%	0.8%	0.7%
Hunting	1.7%	1.7%	1.7%	4.6%	1.2%	0.7%
Fishing	1.0%	0.9%	1.5%	4.9%	1.1%	0.6%
Wildlife Viewing	0.9%	0.9%	2.3%	7.5%	1.2%	0.7%
Hiking, Climbing & Paddling	0.7%	0.7%	2.3%	7.4%	0.9%	0.4%
Boating & Swimming	0.9%	0.7%	1.5%	5.3%	1.0%	0.5%
Ocean Activities	0.5%	0.5%	1.3%	5.0%	0.7%	0.3%
Sailing and Surfing	1.3%	1.3%	2.4%	8.4%	1.5%	0.8%
Scuba & Snorkeling	0.9%	0.9%	1.8%	9.1%	1.1%	0.7%
Exercising and Jogging	0.9%	0.8%	2.2%	7.3%	0.9%	0.7%
Cycling	0.7%	0.7%	2.6%	9.1%	1.4%	0.8%
Motorcycling	1.7%	1.3%	2.3%	5.6%	1.0%	0.6%
Horseback Riding	1.0%	1.0%	2.8%	7.5%	1.0%	0.6%
Snowmobiling & ATVing	1.1%	1.1%	2.0%	7.0%	1.5%	0.7%
Downhill Skiing & Snowboarding	0.9%	0.8%	2.3%	8.7%	0.9%	0.5%
Cross-country Skiing & Snowshoeing	2.1%	1.9%	5.0%	15.1%	2.9%	0.8%
Extreme Skiing	6.9%	6.4%	9.6%	20.1%	7.1%	2.8%
Board and Blade	1.4%	1.4%	2.5%	7.0%	1.3%	0.8%
Extreme Air Sports	3.1%	3.1%	4.6%	10.2%	2.8%	2.2%
Team Sports	1.0%	0.8%	1.6%	5.2%	0.6%	0.5%
Games and Individual Sports	0.6%	0.5%	1.4%	4.8%	0.7%	0.5%

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 went cross-country skiing and snowshoeing gave the highest appeal rating to the Canadian provinces and territories. Those who participated in extreme skiing or an extreme air sport, as well as those who went cycling, hiking, climbing or paddling, or wildlife viewing were also more likely to rate the Canadian provinces and territories 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.

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 (Ontario, Quebec) receiving more positive appeal ratings overall. There is relatively little variation in the appeal ratings as a function of the outdoor activities pursued while on trips.

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
Golfing	4.9	5.6	5.1	5.8	5.9	6.2
Hunting	4.9	5.4	4.8	5.4	5.4	6.0
Fishing	5.0	5.5	4.9	5.7	5.6	6.2
Wildlife Viewing	5.3	6.0	5.4	6.2	6.2	6.4
Hiking, Climbing & Paddling	5.5	6.1	5.4	6.2	6.2	6.4
Boating & Swimming	5.1	5.7	5.1	5.9	6.0	6.3
Ocean Activities	4.9	5.6	4.9	5.8	6.0	6.2
Sailing and Surfing	5.3	5.9	5.3	6.1	6.2	6.3
Scuba & Snorkeling	5.3	5.8	5.2	6.0	6.0	6.3
Exercising and Jogging	5.2	5.8	5.2	6.1	6.3	6.4
Cycling	5.5	6.1	5.4	6.3	6.3	6.5
Motorcycling	5.2	5.7	5.1	5.7	5.6	6.1
Horseback Riding	5.1	5.7	5.1	6.0	6.1	6.4
Snowmobiling & ATVing	5.0	5.5	4.9	5.6	5.7	6.1
Downhill Skiing & Snowboarding	5.2	5.8	5.1	6.0	6.3	6.4
Cross-country Skiing & Snowshoeing	6.2	6.8	6.2	7.0	6.8	6.8
Extreme Skiing	5.5	6.2	5.6	6.2	6.4	6.7
Board and Blade	5.3	5.8	5.2	6.1	6.4	6.6
Extreme Air Sports	5.3	5.9	5.2	6.1	6.2	6.5
Team Sports	4.8	5.5	4.9	5.7	5.9	6.3
Games and Individual Sports	4.9	5.6	5.0	5.8	6.0	6.3

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 21 outdoor 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 outdoor activities pursued while on trips.

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
Golfing	4.8	4.8	5.4	6.5	5.1	5.1
Hunting	5.1	5.4	5.6	6.1	5.8	5.9
Fishing	5.0	5.1	5.4	6.2	5.5	5.6
Wildlife Viewing	5.1	5.2	5.7	6.8	5.7	5.6
Hiking, Climbing & Paddling	5.2	5.2	5.8	6.9	5.7	5.7
Boating & Swimming	5.0	5.0	5.5	6.4	5.3	5.4
Ocean Activities	4.7	4.7	5.3	6.3	5.1	5.1
Sailing and Surfing	5.1	5.0	5.6	6.7	5.4	5.4
Scuba & Snorkeling	5.0	5.0	5.4	6.6	5.5	5.6
Exercising and Jogging	5.0	5.0	5.6	6.7	5.3	5.3
Cycling	5.2	5.2	5.9	7.0	5.7	5.7
Motorcycling	5.0	5.2	5.5	6.3	5.6	5.7
Horseback Riding	5.1	5.2	5.6	6.6	5.6	5.6
Snowmobiling & ATVing	5.0	5.1	5.5	6.4	5.6	5.7
Downhill Skiing & Snowboarding	4.9	5.0	5.7	7.0	5.5	5.5
Cross-country Skiing & Snowshoeing	5.7	5.8	6.5	7.6	6.5	6.5
Extreme Skiing	5.6	5.2	5.9	7.2	6.0	5.9
Board and Blade	5.0	5.0	5.5	6.6	5.4	5.4
Extreme Air Sports	5.3	5.4	5.9	6.8	5.6	5.6
Team Sports	4.8	4.8	5.3	6.3	5.1	5.2
Games and Individual Sports	4.8	4.8	5.3	6.3	5.0	5.1

Other Outdoor Activities Pursued While on Trips by Outdoor 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 for all 21 outdoor activity types. Wildlife viewing, hiking, climbing and paddling, boating and swimming and games and individual sports were also frequently participated in by all of the 21 of the outdoor activity types.

Fig. 2.19 Other Outdoor Activity Types Undertaken While on a Trip by Outdoor 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
Golfing	Ocean Activities (58.2%)	Games and Individual Sports (41.4%)	Wildlife Viewing (40.3%)
Hunting	Fishing (65.1%)	Ocean Activities (43.7%)	Wildlife Viewing (42.7%)
Fishing	Ocean Activities (53.4%)	Wildlife Viewing (49.2%)	Boating & Swimming (47.8%)
Wildlife Viewing	Ocean Activities (53.9%)	Hiking, Climbing & Paddling (45.0%)	Games and Individual Sports (34.6%)
Hiking, Climbing & Paddling	Wildlife Viewing (66.9%)	Ocean Activities (58.3%)	Boating & Swimming (40.5%)
Boating & Swimming	Ocean Activities (69.6%)	Wildlife Viewing (53.9%)	Hiking, Climbing & Paddling (45.1%)
Ocean Activities	Wildlife Viewing (47.6%)	Boating & Swimming (37.0%)	Games and Individual Sports (35.6%)
Sailing and Surfing	Ocean Activities (84.3%)	Wildlife Viewing (54.3%)	Boating & Swimming (51.4%)
Scuba & Snorkeling	Ocean Activities (87.5%)	Hiking, Climbing & Paddling (50.0%)	Wildlife Viewing (50.0%)
Exercising and Jogging	Ocean Activities (68.2%)	Wildlife Viewing (55.8%)	Hiking, Climbing & Paddling (47.0%)
Cycling	Ocean Activities (71.9%)	Hiking, Climbing & Paddling (64.7%)	Wildlife Viewing (63.2%)
Motorcycling	Ocean Activities (55.3%)	Wildlife Viewing (44.9%)	Boating & Swimming (41.7%)
Horseback Riding	Ocean Activities (66.7%)	Wildlife Viewing (61.9%)	Hiking, Climbing & Paddling (55.3%)
Snowmobiling & ATVing	Ocean Activities (59.2%)	Wildlife Viewing (49.9%)	Boating & Swimming (47.1%)
Downhill Skiing & Snowboarding	Ocean Activities (65.5%)	Hiking, Climbing & Paddling (49.0%)	Boating & Swimming (43.3%)
Cross-country Skiing & Snowshoeing	Hiking, Climbing & Paddling (71.2%)	Ocean Activities (69.8%)	Wildlife Viewing (65.6%)
Extreme Skiing	Ocean Activities (72.8%)	Hiking, Climbing & Paddling (68.8%)	Boating & Swimming (63.3%)
Board and Blade	Ocean Activities (71.5%)	Games and Individual Sports (58.3%)	Wildlife Viewing (57.4%)
Extreme Air Sports	Ocean Activities (63.4%)	Wildlife Viewing (56.9%)	Hiking, Climbing & Paddling (51.9%)
Team Sports	Ocean Activities (56.4%)	Games and Individual Sports (52.9%)	Wildlife Viewing (45.7%)
Games and Individual Sports	Ocean Activities (63.5%)	Wildlife Viewing (54.4%)	Boating & Swimming (38.6%)

Other outdoor activities pursued while on a trip were also examined after indexing each of the activity types (i.e., dividing the percent who participated in each activity type by the percent who participated in the activity type among all U.S. Pleasure Travelers).

Examining the outdoor activities in this manner reveals a much more complex pattern between the outdoor activities undertaken while on trips. For example, this analysis suggests a stronger link between hunting, fishing and snowmobiling and ATVing. There

also appears to be an association between sailing and surfing and scuba diving and snorkeling, all activities which are often undertaken at seaside resorts. There is also an association between exercising and jogging, cycling, sailing and surfing and board and blade activities (e.g., rollerblading), which are all activities which tend to be more strenuous.

Fig. 2.20 Other Outdoor Activity Types Undertaken While on a Trip by Outdoor Activity Types
[Indexed Values]
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

	Most Over Indexed	Second Most Over-Indexed	Third Most Over-Indexed
Golfing	Downhill Skiing & Snowboarding	Board and Blade	Cycling
Hunting	Snowmobiling & ATVing	Fishing	Motorcycling
Fishing	Hunting	Snowmobiling & ATVing	Boating & Swimming
Wildlife Viewing	Hiking, Climbing & Paddling	Cycling	Horseback Riding
Hiking, Climbing & Paddling	Cycling	Horseback Riding	Board and Blade
Boating & Swimming	Board and Blade	Sailing and Surfing	Cycling
Ocean Activities	Scuba & Snorkeling	Sailing and Surfing	Cycling
Sailing and Surfing	Scuba & Snorkeling	Board and Blade	Cycling
Scuba & Snorkeling	Sailing and Surfing	Board and Blade	Downhill Skiing & Snowboarding
Exercising and Jogging	Cycling	Board and Blade	Sailing and Surfing
Cycling	Board and Blade	Sailing and Surfing	Exercising and Jogging
Motorcycling	Snowmobiling & ATVing	Hunting	Board and Blade
Horseback Riding	Board and Blade	Sailing and Surfing	Scuba & Snorkeling
Snowmobiling & ATVing	Hunting	Motorcycling	Board and Blade
Downhill Skiing & Snowboarding	Board and Blade	Scuba & Snorkeling	Sailing and Surfing
Cross-country Skiing & Snowshoeing	Downhill Skiing & Snowboarding	Cycling	Board and Blade
Extreme Skiing	Board and Blade	Sailing and Surfing	Downhill Skiing & Snowboarding
Board and Blade	Downhill Skiing & Snowboarding	Cycling	Team Sports
Extreme Air Sports	Sailing and Surfing	Board and Blade	Scuba & Snorkeling
Team Sports	Board and Blade	Cycling	Downhill Skiing & Snowboarding
Games and Individual Sports	Board and Blade	Team Sports	Cycling

Outdoor Activities Pursued While Not Traveling by Outdoor Activity Type

Regardless of what outdoor activity types were pursued while on trips, most individuals are likely to go on day outings to a park, exercise or go swimming while not traveling. However, there is a strong relationship between the outdoor activities undertaken while on a trip and the outdoor activity pursued while not traveling. Thus, golfers go golfing; hunters go hunting, anglers go fishing, cyclers go cycling and those who exercise and jog on trips continue to do so while not traveling. Similarly, those who viewed wildlife while on trips are quite likely to be gardeners, while those who participated in water-related activities while on trips (e.g., ocean activities, boating and swimming, sailing and surfing, scuba and snorkeling) are quite likely to go swimming while not traveling.

Fig. 2.21 Outdoor Activities Undertaken While Not Traveling by Outdoor 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
Golfing	Golfing (82.4%)	Exercising (65.4%)	Swimming (64.1%)
Hunting	Hunting (86.3%)	Fishing (79.5%)	Day outing to a park (64.1%)
Fishing	Fishing (79.5%)	Day outing to a park (64.1%)	Swimming (62.8%)
Wildlife Viewing	Day outing to a park (74.8%)	Gardening (63.2%)	Swimming (63.1%)
Hiking, Climbing & Paddling	Day outing to a park (74.8%)	Swimming (63.1%)	Exercising (61.5%)
Boating & Swimming	Swimming (77.0%)	Day outing to a park (73.8%)	Exercising (61.5%)
Ocean Activities	Swimming (72.7%)	Day outing to a park (68.8%)	Exercising (63.6%)
Sailing and Surfing	Swimming (72.9%)	Day outing to a park (69.3%)	Exercising (69.0%)
Scuba & Snorkeling	Swimming (75.3%)	Day outing to a park (66.5%)	Exercising (66.3%)
Exercising and Jogging	Exercising (87.4%)	Day outing to a park (71.7%)	Swimming (68.9%)
Cycling	Day outing to a park (77.8%)	Cycling (77.3%)	Swimming (74.0%)
Motorcycling	Day outing to a park (68.9%)	Swimming (66.5%)	Exercising (60.5%)
Horseback Riding	Day outing to a park (73.3%)	Swimming (71.4%)	Exercising (66.1%)
Snowmobiling & ATVing	Day outing to a park (68.9%)	Swimming (68.2%)	Exercising (59.8%)
Downhill Skiing & Snowboarding	Swimming (70.4%)	Exercising (69.8%)	Day outing to a park (66.8%)
Cross-country Skiing & Snowshoeing	Day outing to a park (78.8%)	Exercising (75.0%)	Hiking (73.9%)
Extreme Skiing	Exercising (75.6%)	Day outing to a park (71.8%)	Swimming (65.3%)
Board and Blade	Day outing to a park (78.1%)	Swimming (76.8%)	Exercising (69.9%)
Extreme Air Sports	Day outing to a park (73.6%)	Swimming (68.0%)	Exercising (64.8%)
Team Sports	Day outing to a park (68.7%)	Swimming (68.4%)	Exercising (66.9%)
Games and Individual Sports	Day outing to a park (72.5%)	Swimming (70.3%)	Exercising (63.4%)

The outdoor activities undertaken when not traveling were examined after indexing (i.e., by dividing the percent who participated in each outdoor activity by the percent who participated in the outdoor activity among all U.S. Pleasure Travelers). This analysis reveals an even stronger relationship between the types of activities undertaken while traveling and the activities pursued while not traveling. This is especially evident for winter activities (e.g., downhill skiing and snowboarding; cross-country skiing and snowshoeing; extreme skiing) as well as outdoor activities which have a nature-orientation (e.g., hunting; fishing; wildlife viewing; hiking, climbing and paddling).

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

	Most Over Indexed	Second Most Over-Indexed	Third Most Over-Indexed
Golfing	Golfing	Downhill skiing	Cross-country skiing
Hunting	Hunting	Snowmobiling	Riding an ATV
Fishing	Hunting	Fishing	Snowmobiling
Wildlife Viewing	Cross-country skiing	Canoeing or kayaking	Hiking
Hiking, Climbing & Paddling	Canoeing or kayaking	Cross-country skiing	Hiking
Boating & Swimming	Cross-country skiing	Canoeing or kayaking	Sailing or other boating
Ocean Activities	Downhill skiing	Snowboarding	Canoeing or kayaking
Sailing and Surfing	Cross-country skiing	Downhill skiing	Skateboarding
Scuba & Snorkeling	Downhill skiing	Snowboarding	Cross-country skiing
Exercising and Jogging	Jogging	Downhill skiing	Playing racquet sports
Cycling	Cross-country skiing	Cycling	Canoeing or kayaking
Motorcycling	Snowmobiling	Riding an ATV	Hunting
Horseback Riding	Horseback riding	Cross-country skiing	Ice-skating
Snowmobiling & ATVing	Snowmobiling	Riding an ATV	Snowboarding
Downhill Skiing & Snowboarding	Downhill skiing	Snowboarding	Cross-country skiing
Cross-country Skiing & Snowshoeing	Cross-country skiing	Downhill skiing	Canoeing or kayaking
Extreme Skiing	Cross-country skiing	Snowboarding	Downhill skiing
Board and Blade	Skateboarding	Ice-skating	Snowboarding
Extreme Air Sports	Cross-country skiing	Snowboarding	Skateboarding
Team Sports	Skateboarding	Playing team sports	Snowboarding
Games and Individual Sports	Playing racquet sports	Playing team sports	Ice-skating

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 percent who participated in the activity among all U.S. Pleasure Travelers) suggests that there is a relationship between the outdoor activities pursued and the culture and entertainment activities pursued while on trips. For example, those who participated in a competitive sport while on a trip (e.g., golfing; team sports; games and individual sports) were more likely to go to professional and amateur sporting events while on trips. Those who participated in outdoor activities involving animals (e.g., hunting; fishing; horseback riding) were more likely to attend western and equestrian events. There is also an association between participating in nature-oriented activities (e.g., wildlife viewing; fishing; hiking; climbing and paddling) and taking part in participatory historical activities.

Fig. 2.24 Culture and Entertainment Activity Types Undertaken While on a Trip by Outdoor Activity Type – 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
Golfing	Professional Sporting Events	Amateur Tournaments	Wine, Beer and Food Tastings
Hunting	Equestrian & Western Events	Amateur Tournaments	Agro-Tourism
Fishing	Equestrian & Western Events	Participatory Historical Activities	Amateur Tournaments
Wildlife Viewing	Participatory Historical Activities	Aboriginal Cultural experiences	Archaeological Digs & Sites
Hiking, Climbing & Paddling	Archaeological Digs & Sites	Participatory Historical Activities	Aboriginal Cultural experiences
Boating & Swimming	Participatory Historical Activities	Agro-Tourism	Theatre, Film & Musical Festivals
Ocean Activities	Rock Concerts & Recreational Dancing	Amateur Tournaments	Archaeological Digs & Sites
Sailing and Surfing	Participatory Historical Activities	High Art Performances	Theatre, Film & Musical Festivals
Scuba & Snorkeling	Archaeological Digs & Sites	Participatory Historical Activities	Rock Concerts & Recreational Dancing
Exercising and Jogging	High Art Performances	Amateur Tournaments	Theatre, Film & Musical Festivals
Cycling	Participatory Historical Activities	Theatre, Film & Musical Festivals	Amateur Tournaments
Motorcycling	Equestrian & Western Events	Rock Concerts & Recreational Dancing	Amateur Tournaments
Horseback Riding	Participatory Historical Activities	Equestrian & Western Events	Archaeological Digs & Sites
Snowmobiling & ATVing	Equestrian & Western Events	Amateur Tournaments	Agro-Tourism
Downhill Skiing & Snowboarding	Theatre, Film & Musical Festivals	Amateur Tournaments	Rock Concerts and Recreational Dancing
Cross-country Skiing & Snowshoeing	Participatory Historical Activities	Aboriginal Cultural experiences	Archaeological Digs & Sites
Extreme Skiing	Participatory Historical Activities	Theatre, Film & Musical Festivals	High Art Performances
Board and Blade	Theatre, Film & Musical Festivals	Amateur Tournaments	Rock Concerts and Recreational Dancing
Extreme Air Sports	Theatre, Film & Musical Festivals	Participatory Historical Activities	High Art Performances
Team Sports	Amateur Tournaments	Professional Sporting Events	Theatre, Film & Musical Festivals
Games and Individual Sports	Amateur Tournaments	Theatre, Film & Musical Festivals	Agro-Tourism

Note: Low incidence activities distort indexing. Therefore, because only 1.4% of the respondents went to a national or international sporting event in the last two years, this activity was excluded from this analysis.

Culture & Entertainment Activities Pursued While NOT Traveling

Regardless of the outdoor activities pursued while traveling, dining in a restaurant and attending festivals and fairs are the culture and entertainment activities most often pursued when not traveling. Fig. 2.25 shows the third, fourth and fifth most frequently pursued culture and entertainment activity while not traveling by those who participated in each of the 21 outdoor activity types. Those who participated in competitive sports (e.g., golfing; team sports) are more likely to go to professional and amateur sporting events. On the other hand, those who participated in outdoor activities with a nature-orientation (e.g., hunting; fishing; wildlife viewing), as well as those who participated in water sports, exhibit an above-average interest in zoos or aquariums.

Fig. 2.25 Culture and Entertainment Activity⁶ Types Undertaken While NOT Traveling by Outdoor 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
Golfing	Going to amateur sporting events (59.2%)	Going to professional sporting events (57.7%)	Going to zoos or aquariums (48.2%)
Hunting	Going to amateur sporting events (51.0%)	Going to zoos or aquariums (44.6%)	Going to historic sites or heritage buildings (41.8%)
Fishing	Going to zoos or aquariums (49.7%)	Going to amateur sporting events (48.5%)	Going to historic sites or heritage buildings (41.6%)
Wildlife Viewing	Going to zoos or aquariums (54.8%)	Going to historic sites or heritage buildings (51.9%)	Going to museums (49.3%)
Hiking, Climbing & Paddling	Going to zoos or aquariums (52.0%)	Going to historic sites or heritage buildings (48.8%)	Going to museums (47.4%)
Boating & Swimming	Going to zoos or aquariums (52.8%)	Going to amateur sporting events (50.1%)	Going to amusement or theme parks (45.2%)
Ocean Activities	Going to zoos or aquariums (51.5%)	Going to amateur sporting events (46.9%)	Going to amusement or theme parks (44.4%)
Sailing and Surfing	Going to zoos or aquariums (51.5%)	Going to amateur sporting events (49.3%)	Going to museums (48.8%)
Scuba & Snorkeling	Going to zoos or aquariums (51.2%)	Going to professional sporting events (48.4%)	Going to amateur sporting events (48.1%)
Exercising and Jogging	Going to zoos or aquariums (51.3%)	Going to amateur sporting events (50.6%)	Going to museums (48.3%)
Cycling	Going to zoos or aquariums (54.6%)	Going to amateur sporting events (52.5%)	Going to historic sites or heritage buildings (51.1%)
Motorcycling	Going to amateur sporting events (49.1%)	Going to zoos or aquariums (48.8%)	Going to historic sites or heritage buildings (46.2%)
Horseback Riding	Going to zoos or aquariums (56.6%)	Going to amusement or theme parks (47.5%)	Going to amateur sporting events (46.6%)
Snowmobiling & ATVing	Going to amateur sporting events (48.8%)	Going to zoos or aquariums (48.5%)	Going to amusement or theme parks (45.1%)
Downhill Skiing & Snowboarding	Going to amateur sporting events (50.7%)	Going to professional sporting events (50.3%)	Going to zoos or aquariums (45.7%)
Cross-country Skiing & Snowshoeing	Going to historic sites or heritage buildings (57.2%)	Going to museums (54.9%)	Going to art galleries or art shows (50.8%)
Extreme Skiing	Going to zoos or aquariums (56.4%)	Going to amateur sporting events (53.8%)	Going to museums (51.7%)
Board and Blade	Going to zoos or aquariums (58.7%)	Going to amateur sporting events (57.9%)	Going to professional sporting events (55.3%)
Extreme Air Sports	Going to zoos or aquariums (58.9%)	Going to historic sites or heritage buildings (56.2%)	Going to amusement or theme parks (54.0%)
Team Sports	Going to amateur sporting events (68.5%)	Going to professional sporting events (61.1%)	Going to zoos or aquariums (52.4%)
Games and Individual Sports	Going to zoos or aquariums (54.4%)	Going to amateur sporting events (51.4%)	Going to amusement or theme parks (48.5%)

6- "Going out to eat in a restaurant" and "attending festivals and fairs" were the most frequently undertaken culture and entertainment activity for all 21 outdoor activity types and are not shown in this table.

Examining the culture and entertainment activities pursued while not traveling after indexing (i.e., dividing the percent who participated in each activity by the percent who participated in the activity among all U.S. Pleasure Travelers) suggests that there is an association between the type of culture and entertainment activities undertaken when not on a trip and the outdoor activities pursued while traveling. For example, those who participate in activities involving animals (e.g., hunting; fishing; horseback riding) are more likely to go to rodeos; those who participate in resort-based activities (e.g., ocean activities; sailing and surfing; scuba diving and snorkeling; golfing) are more likely to go to day spas when not traveling; and those activities which tend to be undertaken by younger travelers (e.g., downhill skiing and snowboarding; board and blade activities) tend to be associated with attendance at rock concerts.

Fig. 2.26 Culture and Entertainment Activity⁶ Types Undertaken While NOT Traveling by Outdoor 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
Golfing	Going to professional sporting events	Going to amateur sporting events	Going to day spas
Hunting	Going to rodeos	Staying overnight in a hotel or B&B in your own city	Going to amateur sporting events
Fishing	Going to rodeos	Staying overnight in a hotel or B&B in your own city	Going to bars with live pop or rock bands
Wildlife Viewing	Going to botanical gardens	Going to art galleries or art shows	Going to classical music concerts
Hiking, Climbing & Paddling	Going to art galleries or art shows	Going to botanical gardens	Going to classical music concerts
Boating & Swimming	Going to bars with live pop or rock bands	Going to rock music concerts	Going to rodeos
Ocean Activities	Going to day spas	Going to rock music concerts	Going to bars with live pop or rock bands
Sailing and Surfing	Going to jazz clubs	Going to day spas	Going to the opera
Scuba & Snorkeling	Going to day spas	Going to jazz clubs	Going to the opera
Exercising and Jogging	Going to day spas	Going to jazz clubs	Going to the opera
Cycling	Going to jazz clubs	Going to day spas	Going to the ballet
Motorcycling	Going to rodeos	Going to bars with live pop or rock bands	Going to rock music concerts
Horseback Riding	Going to rodeos	Going to day spas	Going to the ballet
Snowmobiling & ATVing	Going to rodeos	Going to bars with live pop or rock bands	Going to rock music concerts
Downhill Skiing & Snowboarding	Going to rock music concerts	Going to bars with live pop or rock bands	Going to day spas
Cross-country Skiing & Snowshoeing	Going to the ballet	Going to the opera	Going to jazz clubs
Extreme Skiing	Going to the opera	Going to the ballet	Going to jazz clubs
Board and Blade	Going to rock music concerts	Going to the ballet	Going to jazz clubs
Extreme Air Sports	Going to jazz clubs	Going to the opera	Going to day spas
Team Sports	Going to professional sporting events	Going to amateur sporting events	Staying overnight in a hotel or B&B in your own city
Games and Individual Sports	Going to rock music concerts	Going to professional sporting events	Going to day spas

Accommodations Stayed In While on Trips

There is a relatively strong association between the type of outdoor activities participated in and the types of accommodation stayed in over the last two years. For example, those who participated in nature-oriented activities (e.g., hunting; fishing; wildlife viewing; hiking, climbing and paddling) were most likely to have stayed in a public campground during the past two years. Those who skied (downhill skiing and snowboarding; cross-country skiing and snowshoeing; extreme skiing) were more likely to have stayed in a ski resort; and those who participated in a resort-based activity (e.g., golfing; ocean activities; sailing and surfing; scuba and snorkeling) were especially likely to have stayed at a seaside resort.

Fig. 2.27 Accommodations Stayed In While On a Trip by Outdoor 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
Golfing	Seaside Resort (30.7%)	Lakeside / Riverside Resort (21.6%)	A Public Campground (20.5%)
Hunting	A Public Campground (35.6%)	A Private Campground (21.8%)	Lakeside / Riverside Resort (21.2%)
Fishing	A Public Campground (33.7%)	Seaside Resort (23.6%)	Lakeside / Riverside Resort (23.0%)
Wildlife Viewing	A Public Campground (28.5%)	Seaside Resort (26.6%)	Lakeside / Riverside Resort (19.5%)
Hiking, Climbing & Paddling	A Public Campground (35.8%)	Seaside Resort (26.7%)	Lakeside / Riverside Resort (21.3%)
Boating & Swimming	A Public Campground (34.4%)	Lakeside / Riverside Resort (27.3%)	Seaside Resort (26.5%)
Ocean Activities	Seaside Resort (35.5%)	A Public Campground (22.0%)	Lakeside / Riverside Resort (17.5%)
Sailing and Surfing	Seaside Resort (46.8%)	Lakeside / Riverside Resort (26.6%)	A Public Campground (26.2%)
Scuba & Snorkeling	Seaside Resort (44.5%)	A Public Campground (28.9%)	Lakeside / Riverside Resort (23.8%)
Exercising and Jogging	Seaside Resort (34.0%)	A Public Campground (24.6%)	Lakeside / Riverside Resort (21.4%)
Cycling	A Public Campground (38.6%)	Seaside Resort (34.4%)	Lakeside / Riverside Resort (25.7%)
Motorcycling	A Public Campground (34.3%)	Seaside Resort (25.7%)	A Private Campground (23.4%)
Horseback Riding	Seaside Resort (33.6%)	A Public Campground (31.7%)	Lakeside / Riverside Resort (27.0%)
Snowmobiling & ATVing	A Public Campground (34.3%)	Seaside Resort (29.0%)	Lakeside / Riverside Resort (24.5%)
Downhill Skiing & Snowboarding	Ski Resort or Mountain Resort (53.6%)	Seaside Resort (31.5%)	A Public Campground (29.2%)
Cross-country Skiing & Snowshoeing	Ski Resort or Mountain Resort (42.7%)	A Public Campground (39.9%)	Seaside Resort (32.2%)
Extreme Skiing	Ski Resort or Mountain Resort (50.2%)	Seaside Resort (39.8%)	A Public Campground (35.2%)
Board and Blade	Seaside Resort (34.1%)	A Public Campground (33.9%)	Ski Resort or Mountain Resort (26.5%)
Extreme Air Sports	Seaside Resort (37.6%)	A Public Campground (37.2%)	Lakeside / Riverside Resort (32.7%)
Team Sports	A Public Campground (27.6%)	Seaside Resort (25.8%)	Lakeside / Riverside Resort (20.8%)
Games and Individual Sports	Seaside Resort (28.6%)	A Public Campground (24.5%)	Lakeside / Riverside Resort (20.2%)

Inspection of the types of accommodation stayed in after indexing suggests that there is a strong association between the types of outdoor activities participated in while on trips and the types of accommodation stayed in. Therefore, those who participated in nature-oriented activities (hunting; fishing; wildlife viewing) were much more likely to have camped in a wilderness setting. Those who participated in resort-based activities (e.g., golfing; ocean activities; sailing and surfing) were more likely to have stayed at a health spa, a gourmet restaurant, country inn or a ski resort. Farm or guest ranches were especially popular if the outdoor activity type was more common among young families with children under 13 (e.g., hunting; games and individual sports; team sports).

Fig. 2.28 Accommodation Stayed In While On a Trip by Outdoor Activity Types - Indexed
(Base: Those Who Took at Least One Pleasure Trip in the Last Two Years; N=170,510,214)

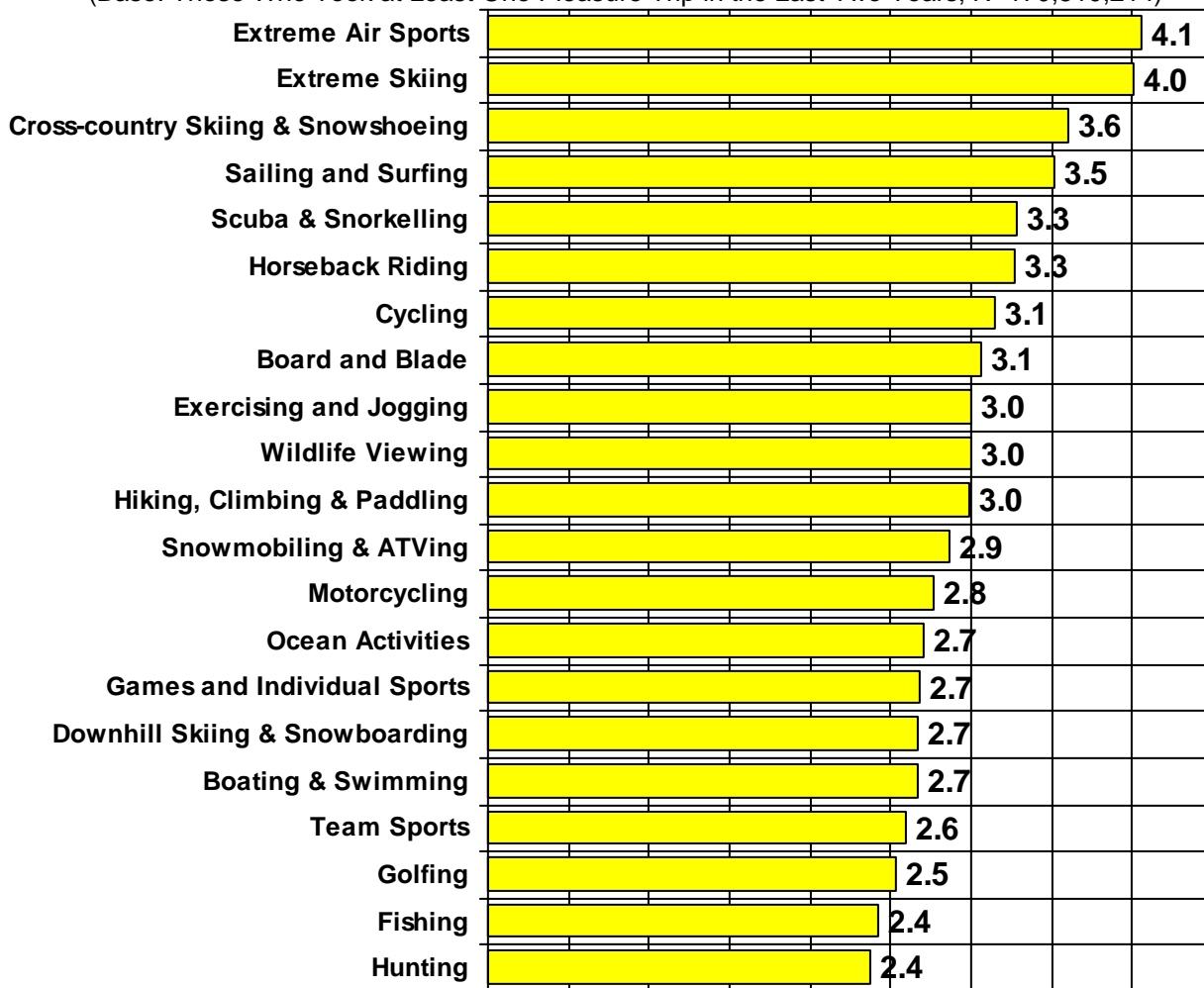
	Most Highly Indexed	Second Most Highly Indexed	Third Most Highly Indexed
Golfing	Health Spa	Ski Resort or Mountain Resort	Gourmet Restaurant Country Inn or Resort
Hunting	A Camp Site in a Wilderness Setting	Farm or Guest Ranch	Wilderness Lodge You Can Drive to by Car
Fishing	A Camp Site in a Wilderness Setting	Wilderness Lodge You Can Drive to by Car	Farm or Guest Ranch
Wildlife Viewing	Wilderness Lodge You Can Drive to by Car	Farm or Guest Ranch	A Camp Site in a Wilderness Setting
Hiking, Climbing & Paddling	A Camp Site in a Wilderness Setting	Wilderness Lodge You Can Drive to by Car	A Public Campground
Boating & Swimming	A Camp Site in a Wilderness Setting	Lakeside / Riverside Resort	A Private Campground
Ocean Activities	Seaside Resort	Health Spa	Ski Resort or Mountain Resort
Sailing and Surfing	Health Spa	Gourmet Restaurant Country Inn or Resort	Farm or Guest Ranch
Scuba & Snorkelling	Health Spa	Gourmet Restaurant Country Inn or Resort	Ski Resort or Mountain Resort
Exercising and Jogging	Health Spa	Gourmet Restaurant Country Inn or Resort	Ski Resort or Mountain Resort
Cycling	A Camp Site in a Wilderness Setting	Health Spa	Ski Resort or Mountain Resort
Motorcycling	A Camp Site in a Wilderness Setting	Farm or Guest Ranch	A Motor Home or RV while Traveling
Horseback Riding	Farm or Guest Ranch	Wilderness Lodge You Can Drive to by Car	Health Spa
Snowmobiling & ATVing	A Camp Site in a Wilderness Setting	Farm or Guest Ranch	A Motor Home or RV while Traveling
Downhill Skiing & Snowboarding	Ski Resort or Mountain Resort	Health Spa	A Camp Site in a Wilderness Setting
Cross-country Skiing & Snowshoeing	Gourmet Restaurant Country Inn or Resort	Ski Resort or Mountain Resort	A Camp Site in a Wilderness Setting
Extreme Skiing	Farm or Guest Ranch	Gourmet Restaurant Country Inn or Resort	Health Spa
Board and Blade	Health Spa	Gourmet Restaurant Country Inn or Resort	Ski Resort or Mountain Resort
Extreme Air Sports	Health Spa	Gourmet Restaurant Country Inn or Resort	Farm or Guest Ranch
Team Sports	Farm or Guest Ranch	Health Spa	Gourmet Restaurant Country Inn or Resort
Games and Individual Sports	Health Spa	Gourmet Restaurant Country Inn or Resort	Farm or Guest Ranch

Note: Accommodation stayed in by less than 2% of the market were deleted from this analysis because low incidences distort indexing. This included "fly-in wilderness lodges", "fly-in remote outposts", "cooking schools" and "wine-tasting schools".

Tours and Cruises While on Trips

Respondents were asked whether they had taken any 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 21 outdoor activity types. Those who participated in an extreme sport, as well as those who went cross-country skiing and snowshoeing, or sailing and surfing, were the most likely to have taken the largest number of tour and cruise types. Hunters, fishers and golfers took the fewest number of tour and cruise types during the past two years.

Fig. 2.29 Average Number of Tour Types Taken in Last Two Years by Outdoor 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. Most individuals took a self-guided, sameday tour, 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 outdoor activity types participated in while on a trip.

Fig. 2.30 Most Popular Tours and Cruises by Outdoor 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
Golfing	A self-guided sameday tour (23.8%)	A sameday guided tour (21.5%)	Tour around a city (19.8%)
Hunting	A self-guided sameday tour (21.1%)	A sameday guided tour (18.8%)	Country-side scenic drives (15.0%)
Fishing	A self-guided sameday tour (23.5%)	A sameday guided tour (18.6%)	Tour around a city (16.5%)
Wildlife Viewing	A self-guided sameday tour (30.9%)	A sameday guided tour (27.0%)	Tour around a city (23.9%)
Hiking, Climbing & Paddling	A self-guided sameday tour (32.0%)	A sameday guided tour (26.4%)	Tour around a city (22.9%)
Boating & Swimming	A self-guided sameday tour (26.5%)	A sameday guided tour (21.8%)	Tour around a city (20.2%)
Ocean Activities	A sameday guided tour (26.1%)	A self-guided sameday tour (26.0%)	Tour around a city (21.7%)
Sailing and Surfing	A sameday guided tour (33.6%)	A self-guided sameday tour (31.0%)	Tour around a city (28.1%)
Scuba & Snorkeling	A sameday guided tour (31.5%)	A self-guided sameday tour (31.4%)	Tour around a city (25.1%)
Exercising and Jogging	A self-guided sameday tour (30.2%)	A sameday guided tour (27.3%)	Tour around a city (25.1%)
Cycling	A self-guided sameday tour (32.6%)	A sameday guided tour (26.8%)	Tour around a city (25.3%)
Motorcycling	A self-guided sameday tour (26.9%)	A sameday guided tour (21.8%)	Country-side scenic drives (20.3%)
Horseback Riding	A sameday guided tour (32.6%)	A self-guided sameday tour (31.8%)	Tour around a city (25.2%)
Snowmobiling & ATVing	A self-guided sameday tour (26.7%)	A sameday guided tour (23.9%)	Tour around a city (20.0%)
Downhill Skiing & Snowboarding	A self-guided sameday tour (25.2%)	A sameday guided tour (22.4%)	Tour around a city (19.4%)
Cross-country Skiing & Snowshoeing	A self-guided sameday tour (37.7%)	Country-side scenic drives (27.6%)	A sameday guided tour (27.3%)
Extreme Skiing	A self-guided sameday tour (32.8%)	A self-guided multi-location tour (30.1%)	A multi-location, multi-day guided tour (29.1%)
Board and Blade	A self-guided sameday tour (30.2%)	A sameday guided tour (23.6%)	Tour around a city (22.9%)
Extreme Air Sports	A self-guided sameday tour (33.9%)	A sameday guided tour (33.7%)	Tour around a city (30.6%)
Team Sports	A self-guided sameday tour (24.0%)	A sameday guided tour (21.4%)	Tour around a city (21.0%)
Games and Individual Sports	A self-guided sameday tour (26.6%)	A sameday guided tour (23.8%)	Tour around a city (21.9%)

However, examining the tours and cruises taken while on a trip by each of the outdoor activity types after indexing (i.e., dividing the percent who participated in each activity by the percent who participated in the activity among all U.S. Pleasure Travelers) suggests that there is a relationship between the types of outdoor activity pursued while on trips

and the types of cruises and tours taken during the last two years. For example, those who pursued nature-oriented outdoor activities (e.g., hunting; fishing; wildlife viewing; hiking, paddling and canoeing; horseback riding) were more likely to have taken a wilderness tour than the average U.S. Pleasure Traveler. On the other hand, those who participated in water-related outdoor activities (e.g., ocean activities; sailing and surfing; scuba and snorkeling) were more likely to have taken a Caribbean cruise or a water sightseeing cruise. Those who pursued various outdoor winter activities (e.g., downhill skiing and snowboarding; cross-country skiing and snowshoeing; extreme skiing) were more likely to have taken winery tours, while those who played competitive sports (e.g., golfing; team sports; games and individual sports) were more likely to have taken a tour of a casino than the average U.S. Pleasure Traveler.

Fig. 2.31 Most Popular Tours and Cruises by Outdoor 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
Golfing	Tour of winery	Caribbean ocean cruise	Tour of a casino
Hunting	Wilderness tour	A self-guided multi-location tour	Tour of a casino
Fishing	Wilderness tour	Tour of a casino	Tour of winery
Wildlife Viewing	Wilderness tour	Alaskan ocean cruise	Country-side scenic drives
Hiking, Climbing & Paddling	Wilderness tour	Tour of winery	A self-guided multi-location tour
Boating & Swimming	Wilderness tour	Tour of winery	A self-guided multi-location tour
Ocean Activities	Caribbean ocean cruise	Water sightseeing cruise	Tour of winery
Sailing and Surfing	Water sightseeing cruise	Tour of winery	Caribbean ocean cruise
Scuba & Snorkeling	Caribbean ocean cruise	Water sightseeing cruise	Tour of winery
Exercising and Jogging	Tour of winery	Wilderness tour	Water sightseeing cruise
Cycling	Wilderness tour	Tour of winery	Water sightseeing cruise
Motorcycling	Tour of winery	Tour of a casino	A single location multi-day guided tour
Horseback Riding	Wilderness tour	Tour of winery	Water sightseeing cruise
Snowmobiling & ATVing	Wilderness tour	Alaskan ocean cruise	Tour of a casino
Downhill Skiing & Snowboarding	Tour of winery	A self-guided multi-location tour	Wilderness tour
Cross-country Skiing & Snowshoeing	Tour of winery	Wilderness tour	Alaskan ocean cruise
Extreme Skiing	Tour of winery	A multi-location, multi-day guided tour	Alaskan ocean cruise
Board and Blade	Tour of winery	Tour of a casino	Wilderness tour
Extreme Air Sports	Tour of winery	A multi-location, multi-day guided tour	Tour of a casino
Team Sports	A single location multi-day guided tour	Tour of a casino	Tour of winery
Games and Individual Sports	Tour of a casino	Wilderness tour	Tour of winery

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 live without a fixed schedule (52.7%). These vacation benefits are consistently among the top five or six benefits (of the fifteen assessed in TAMS) for all 21 outdoor activity types.

However, examining the vacation benefits sought after indexing reveals a subtler relationship between the outdoor activities pursued while on a trip and the types of benefits sought while on vacation.

For example, those who went hunting or fishing are much more likely than the average U.S. Pleasure Traveler to seek out solitude and isolation while on vacation and consider it more important that they have stories to share back home. Those who participated in ocean activities, went sailing and surfing or went scuba diving or snorkeling, (which are activities often participated in at a seaside resort), consider “being pampered” to be a more important vacation benefit.

The most commonly over-indexed vacation benefit among those who pursued various types of outdoor activities while on trips is to be challenged and energized physically. Those who participated in more strenuous activities (e.g., cycling; exercising and jogging; downhill skiing and snowboarding; cross-country skiing and snowshoeing; extreme air sports; extreme skiing; sailing and surfing; scuba diving and snorkeling; broad and blade activities) were over 50% more likely than the average U.S. Pleasure Traveler to consider it very important that their vacation travel was physically challenging and energizing.

Fig. 2.32 Vacation Benefits Sought by Outdoor 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
Golfing	To be challenged and energized physically	To relax and relieve stress	To enrich family relationships
Hunting	To seek solitude and isolation	To be challenged and energized physically	To have stories to share back at home
Fishing	To seek solitude and isolation	To be challenged and energized physically	To have stories to share back at home
Wildlife Viewing	To gain knowledge of history/culture	To enrich your perspective on life	To stimulate your mind intellectually
Hiking, Climbing & Paddling	To be challenged and energized physically	To gain knowledge of history/culture	To enrich your perspective on life
Boating & Swimming	To be challenged and energized physically	To seek solitude and isolation	To have stories to share back at home
Ocean Activities	To be pampered	To enrich your perspective on life	To create lasting memories
Sailing and Surfing	To be pampered	To enrich your perspective on life	To be challenged and energized physically
Scuba & Snorkeling	To be challenged and energized physically	To be pampered	To have stories to share back at home
Exercising and Jogging	To be challenged and energized physically	To enrich your perspective on life	To stimulate your mind intellectually
Cycling	To be challenged and energized physically	To enrich your perspective on life	To stimulate your mind intellectually
Motorcycling	To be challenged and energized physically	To seek solitude and isolation	To be pampered
Horseback Riding	To be challenged and energized physically	To gain knowledge of history/culture	To enrich your perspective on life
Snowmobiling & ATVing	To be challenged and energized physically	To have stories to share back at home	To seek solitude and isolation
Downhill Skiing & Snowboarding	To be challenged and energized physically	To have stories to share back at home	To enrich your perspective on life
Cross-country Skiing & Snowshoeing	To be challenged and energized physically	To gain knowledge of history/culture	To stimulate your mind intellectually
Extreme Skiing	To be challenged and energized physically	To seek solitude and isolation	To stimulate your mind intellectually
Board and Blade	To be challenged and energized physically	To have stories to share back at home	To enrich your perspective on life
Extreme Air Sports	To be challenged and energized physically	To stimulate your mind intellectually	To have stories to share back at home
Team Sports	To be challenged and energized physically	To have stories to share back at home	To renew personal connections with others
Games and Individual Sports	To be challenged and energized physically	To create lasting memories	To have stories to share back at home

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 a 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 21 outdoor activity types. However, examining the attributes of a destination considered important after indexing reveals a relationship between the outdoor activities pursued while on a trip and the destination attributes considered important.

Relative to the average U.S. Pleasure Traveler, those who pursued nature-oriented outdoor activities (e.g., hunting; fishing; wildlife viewing; hiking, climbing and paddling; horseback riding) were much more likely to consider it important that a destination has camping available.

Those who pursued resort-oriented activities (e.g., golfing; ocean activities; sailing and surfing; scuba and snorkeling; downhill skiing and snowboarding) are more likely to consider it important that a destination offers luxury accommodation and that a destination is directly accessible by air.

Cultural distinctiveness was considered important by 13 of the 21 outdoor activity groups and especially by those who went sailing and surfing, scuba diving and snorkeling, or cross-country skiing and snowshoeing. Cultural distinctiveness is also considered more important by those who participated in extreme skiing, an extreme air sport or a board and blade activity. By contrast, those who went hunting consider it more important that the destination has a familiar culture and language.

Those who went hunting or fishing, as well as those who played games or individual sports while on trips, were more likely than the average U.S. Pleasure Traveler to consider it important that a destination offers a lot of things for children to see and do. These activity types are more likely to be undertaken by young families (see Fig. 2.9).

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

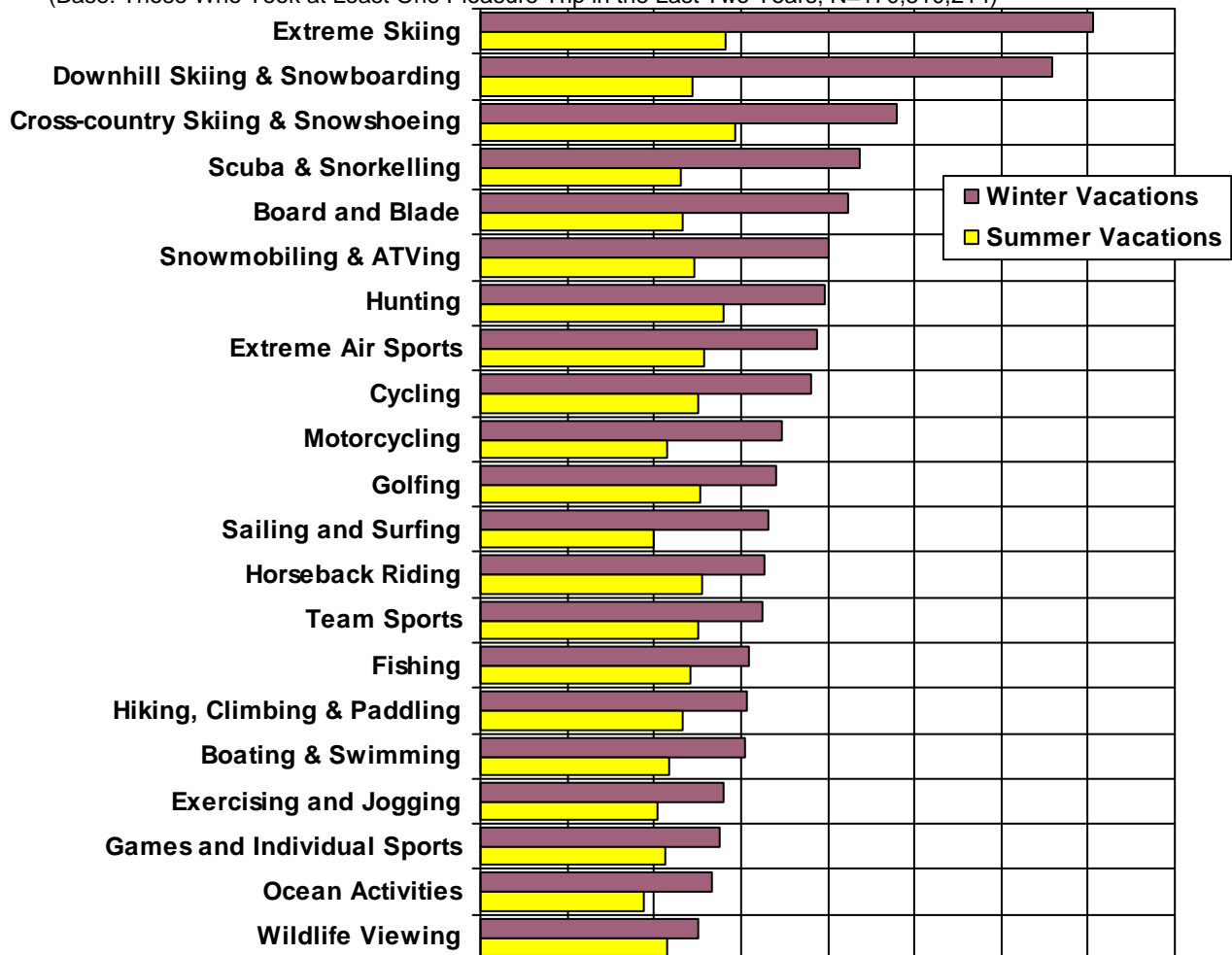
	Most Highly Indexed	Second Most Highly Indexed	Third Most Highly Indexed
Golfing	Availability of luxury accommodation	Direct access by air	Availability of mid-range accommodation
Hunting	Availability of camping	Lots of things for children to see and do	Familiar culture and language
Fishing	Availability of camping	Lots of things for children to see and do	Convenient access by car
Wildlife Viewing	Availability of camping	Different culturally than home	Lots of things for adults to see and do
Hiking, Climbing & Paddling	Availability of camping	Different culturally than home	Lots of things for adults to see and do
Boating & Swimming	Availability of camping	Lots of things for children to see and do	Lots of things for adults to see and do
Ocean Activities	Availability of luxury accommodation	Availability of mid-range accommodation	Direct access by air
Sailing and Surfing	Availability of luxury accommodation	Different culturally than home	Direct access by air
Scuba & Snorkeling	Availability of luxury accommodation	Different culturally than home	Direct access by air
Exercising and Jogging	Availability of luxury accommodation	Different culturally than home	Direct access by air
Cycling	Availability of camping	Different culturally than home	Lots of things for adults to see and do
Motorcycling	Availability of camping	Availability of luxury accommodation	Lots of things for adults to see and do
Horseback Riding	Availability of camping	Different culturally than home	Availability of luxury accommodation
Snowmobiling & ATVing	Availability of camping	Availability of luxury accommodation	Different culturally than home
Downhill Skiing & Snowboarding	Availability of luxury accommodation	Different culturally than home	Direct access by air
Cross-country Skiing & Snowshoeing	Availability of camping	Different culturally than home	Convenient access by train/bus
Extreme Skiing	Availability of luxury accommodation	Availability of camping	Different culturally than home
Board and Blade	Different culturally than home	Availability of luxury accommodation	Availability of camping
Extreme Air Sports	Different culturally than home	Availability of luxury accommodation	Availability of camping
Team Sports	Different culturally than home	Availability of luxury accommodation	Great shopping opportunities
Games and Individual Sports	Lots of things for children to see and do	Information on destination on Internet	Availability of luxury accommodation

How Destinations Are Selected

Most travelers begin planning summer vacations (58.2%) and winter vacations (58.9%) with a desired destination in mind. This pattern is observed for all 21 outdoor activity types. However, those who pursue outdoor activities while on trips are much more likely than the average U.S. Pleasure Traveler to begin their winter vacation planning by considering what activities they would like to do (18.9% on average versus 11.3% for the average U.S. Pleasure Traveler). This difference is less evident for summer vacation travel (11.9% on average versus 9.9% for the average U.S. Pleasure Traveler).

Sectors of the market that are especially likely to begin their vacation planning by considering the types of activities they would like to do include those who pursue winter activities (e.g., extreme skiing; downhill skiing and snowboarding; cross-country skiing and snowshoeing) as well as those who went hunting, scuba diving or snorkeling, snowmobiling and ATVing, or participated in one of the board and blade activities.

Fig. 2.34 Percent Who Start Planning with Specific Activity in Mind by Outdoor Activity Type
(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 three sources of information were the most commonly used by all 21 outdoor activity types.

However, indexing the responses indicated that many information sources are much more likely to be used by those who participate in various types of outdoor activity than the average U.S. Pleasure Traveler. For example, those who participated in nature-oriented outdoor activities (e.g., hunting; fishing; hiking, climbing and paddling), as well as those who participated in competitive sports (golfing; team sports; games and individual sports), are more likely to obtain information from trade, travel and sports shows than the average U.S. Pleasure Traveler. Electronic newsletters and magazines are also more often used to plan trips by many of the activity sectors (e.g., golfing; motorcycling; sailing and surfing; extreme air sports).

Travel agents and travel guide books are more often used by those who participate in resort-based activities (e.g., ocean activities; sailing and surfing; scuba diving and snorkeling), while official government travel guides or brochures are more often consulted by those who participated in wildlife viewing or hiking, climbing and paddling during the past two years.

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

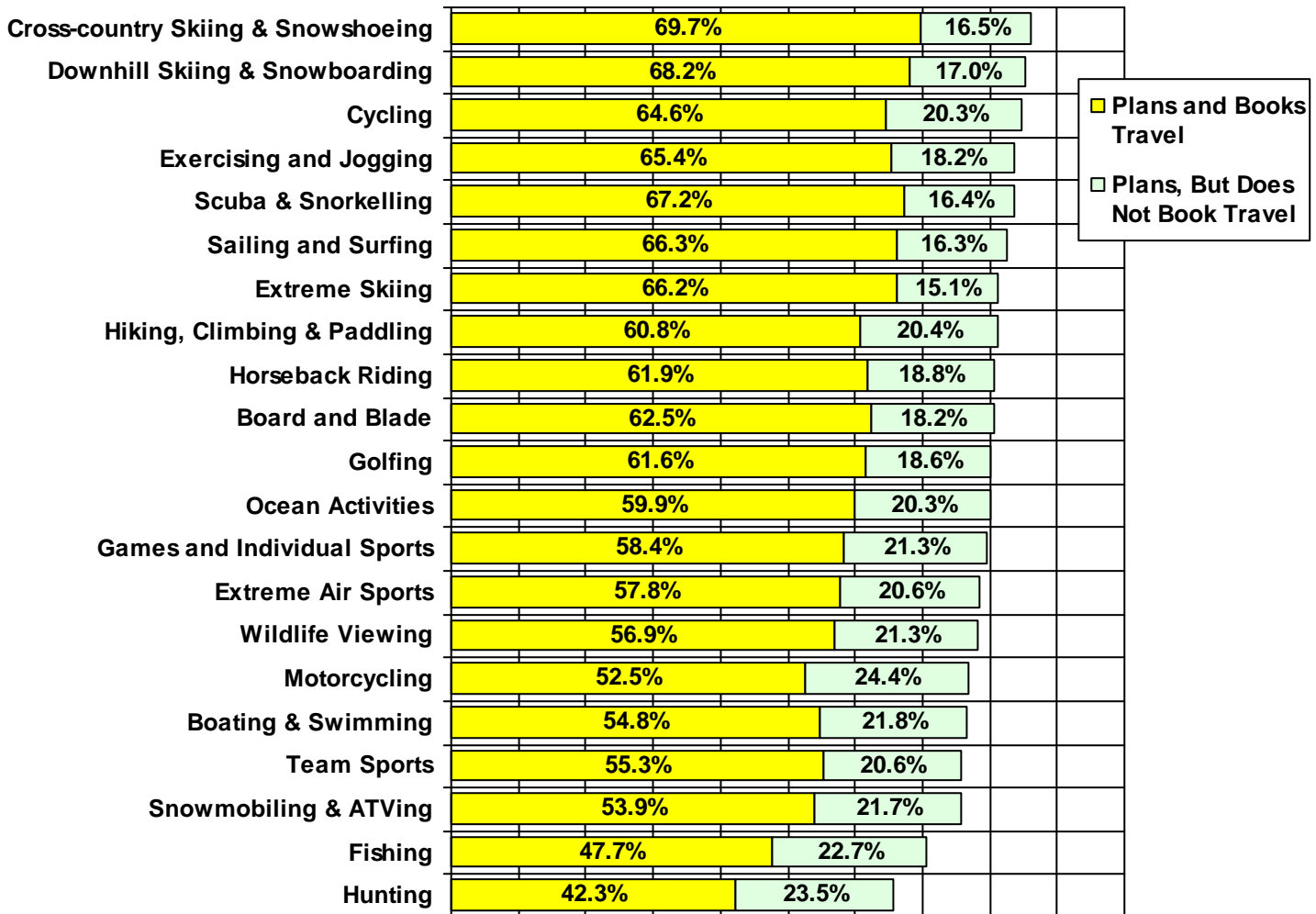
	Most Highly Indexed	Second Most Highly Indexed	Third Most Highly Indexed
Golfing	Visits to trade, travel or sports shows	Travel guide books	Electronic newsletter or magazine
Hunting	Visits to trade, travel or sports shows	Advertisements on television	Programs on television
Fishing	Visits to trade, travel or sports shows	Programs on television	Advertisements on television
Wildlife Viewing	Official government travel guides or brochures	Visitor information centres	Programs on television
Hiking, Climbing & Paddling	Travel guide books	Official government travel guides or brochures	Visits to trade, travel or sports shows
Boating & Swimming	Visits to trade, travel or sports shows	Programs on television	Advertisements on television
Ocean Activities	Travel guide books	A travel agent	Electronic newsletter or magazine
Sailing and Surfing	A travel agent	Electronic newsletter or magazine	Travel guide books
Scuba & Snorkeling	Visits to trade, travel or sports shows	A travel agent	Travel guide books
Exercising and Jogging	Electronic newsletter or magazine	Travel guide books	Articles in newspapers / magazines
Cycling	Travel guide books	Visits to trade, travel or sports shows	Programs on television
Motorcycling	Visits to trade, travel or sports shows	Electronic newsletter or magazine	Advertisements on television
Horseback Riding	Visits to trade, travel or sports shows	Programs on television	Travel guide books
Snowmobiling & ATVing	Visits to trade, travel or sports shows	Programs on television	Advertisements on television
Downhill Skiing & Snowboarding	Travel guide books	Electronic newsletter or magazine	Visits to trade, travel or sports shows
Cross-country Skiing & Snowshoeing	Visits to trade, travel or sports shows	Travel guide books	Programs on television
Extreme Skiing	Visits to trade, travel or sports shows	Electronic newsletter or magazine	Travel guide books
Board and Blade	Advertisements on television	Visits to trade, travel or sports shows	Programs on television
Extreme Air Sports	Visits to trade, travel or sports shows	Programs on television	Electronic newsletter or magazine
Team Sports	Visits to trade, travel or sports shows	Advertisements on television	Programs on television
Games and Individual Sports	Advertisements on television	Electronic newsletter or magazine	Visits to trade, travel or sports shows

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. Overall, 19 of the 21 outdoor activity types were more likely to have purchased travel over the Internet than the average U.S. Pleasure Traveler. Only those who went fishing or hunting were less likely to use the Internet than the average U.S. Pleasure Traveler.

Those who went cross-country skiing and snowshoeing, downhill skiing and snowboarding and cycling were the most likely to plan and purchase travel over the Internet.

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

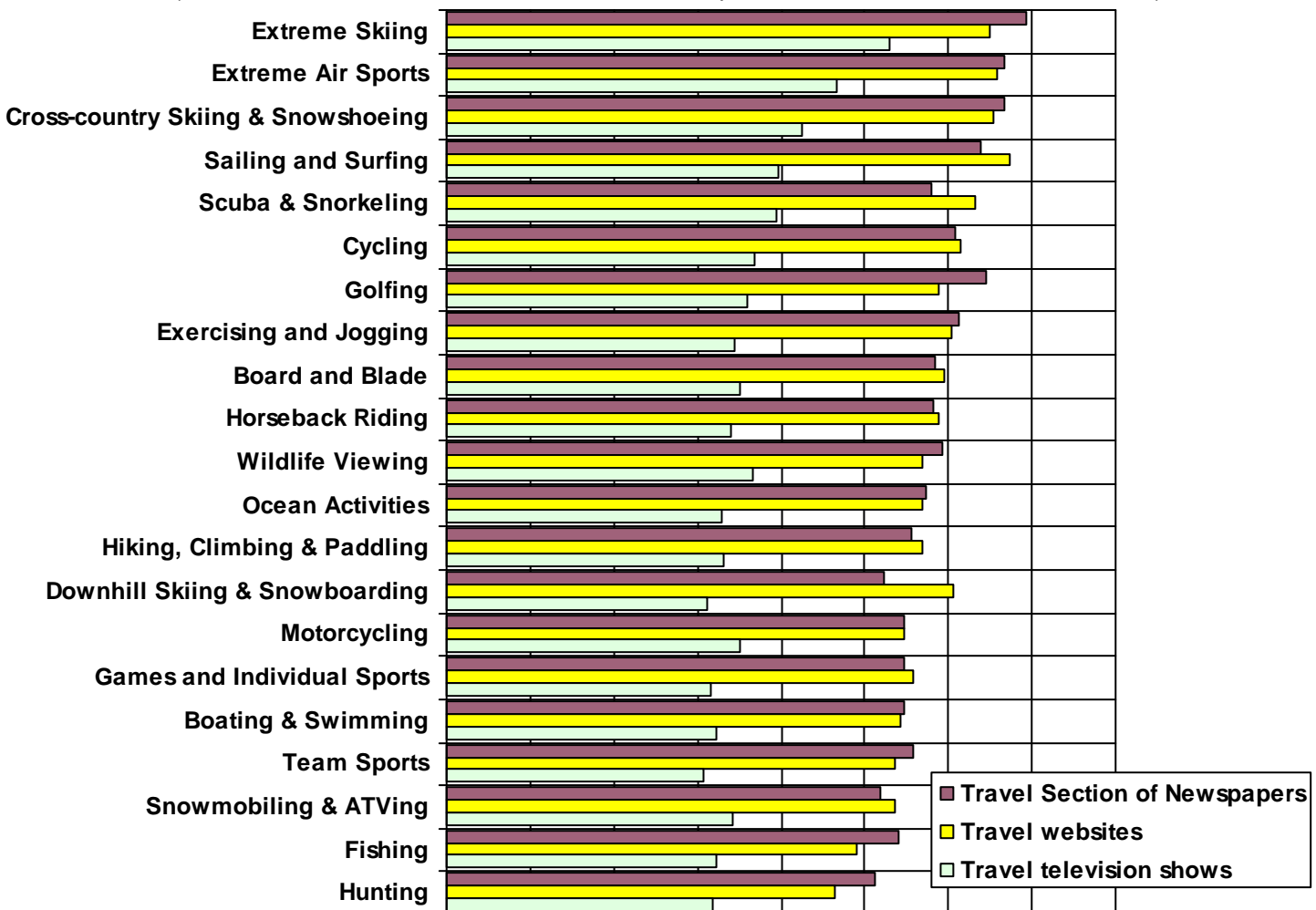


Use of Travel Related Media

Individuals who participated in outdoor activities while on trips are more likely than the average U.S. Pleasure Traveler to read the travel section of a newspaper, visit travel-related websites, watch travel-related television programs and read travel-related magazines. This is evident for 20 of the 21 outdoor activity types. Hunting was the only activity type associated with below-average travel-related media consumption.

Those who went extreme skiing or participated in an extreme air sport, as well as those who went cross-country skiing and snowshoeing, sailing and surfing, scuba and snorkeling, cycling, golfing and exercising and jogging were the most likely to consume travel-related media. It is noted that these are among the most affluent of the outdoor activity types with above-average education and household incomes.

Fig. 2.37 Percent Reading Travel Section of Newspaper, Watching Travel Television Shows and Visiting Travel-Related Websites by Outdoor 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