

U.S. TRAVEL MARKET

**Sailing and Surfing While on Trips
Of One or More Nights**

A Profile Report

May 18, 2007

Prepared by Lang Research Inc. on behalf of:

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



Executive Summary

Over the last two years, 3.7% (8,119,822) of adult Americans participated in Sailing and Surfing activities while on an out-of-town, overnight trip of one or more nights. Sailing (2.1%) was the most popular activity, followed by parasailing (1.5%), windsurfing (0.3%) and kite surfing (0.2%). 25.3% (2,053,023) of the Sailors and Surfers reported that this activity was the main reason for taking at least one trip in the past two years.

Sailors and Surfers tend to be male, 18 to 44 years of age, married and affluent. They are less likely than the average U.S. Pleasure Traveler to have dependent children (under 18) living at home. Their levels of education (73.5% university degree) and household incomes (\$100,646) are well above-average. They are over-represented in Alaska and the New England, Middle Atlantic and Pacific regions of the United States.

Over the past two years, Sailors and Surfers traveled much more frequently than the average U.S. Pleasure Traveler and they were much more likely to have taken a trip to Canada (25.8% versus 14.6%). The most common destinations were Ontario, Quebec and British Columbia, however, they were highly over-represented among U.S. Pleasure Travelers to all Canadian provinces and territories.

Sailors and Surfers were much more likely than the average U.S. Pleasure Traveler to have participated in a wide range of outdoor activities while on trip in the past two years. They were particularly more likely than average to participate in water-based outdoor activities (e.g., ocean activities, boating & swimming, scuba & snorkeling) and to have taken ocean cruises (e.g., Caribbean, Alaskan and other ocean cruises). Most Sailors and Surfers stayed at a seaside resort during the past two years, and they were much more likely than average to stay at a health spa while on a trip. In addition to their participation in outdoor activities, Sailors and Surfers were much more likely than the average U.S. Pleasure Traveler to attend cultural attractions (e.g., high art performances, participatory historical activities) and sporting events (e.g. professional events, national & international events) while on trips. They consider it important that a vacation destination offers both learning opportunities and luxury.

Sailors and Surfers use the Internet extensively for researching, planning and booking their travel. They are avid consumers of travel-related media in all forms and they are especially likely to read travel magazines. They are much more likely than average to obtain travel information through travel agents, travel guidebooks (e.g., Fodor's) and electronic newsletters or 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, travel behaviour of one or more nights over the past two years and provides detailed information on Travelers' activities, travel motivators, places visited, type of accommodation used, impressions of Canada, its provinces and territories, demographics and media consumption patterns.

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

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

TAMS was sponsored by the following organizations:

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

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

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

This report profiles those who went sailing or surfing while on a trip, and compares them with other U.S. Pleasure Travelers (i.e., took at least one overnight pleasure trip in the last two years). This report is part of a series of 43 Activity Reports prepared using the U.S. TAMS database.

Sailing and Surfing While on Trips

Market Incidence

Over the last two years, 3.7% (8,119,822) of adult Americans went Sailing and Surfing while on an out-of-town, overnight trip of one or more nights. Sailing was the most popular activity (2.1%), followed by parasailing (1.5%), windsurfing (0.3%) and kite surfing (0.2%).

25.3% of those who went Sailing and Surfing while on trips (2,053,023 adult Americans) reported that this activity was the main reason for taking at least one trip in the past two years. Windsurfing (35.5%), kite surfing (31.2%) and sailing (31.0%) were more likely than parasailing (14.1%) to have been considered the main reason for taking a trip.

Fig. 1 Incidence of Sailing and Surfing While on Trips¹

| | Number Who Went Sailing and Surfing ² | Percent Main Reason for Trip ³ | Percent of Pleasure Travelers ⁴ | Percent of Total U.S. Population ⁵ |
|--------------------------------------|--|---|--|---|
| Size of Market | 8,119,822 | 2,053,023 | 170,510,241 | 222,846,268 |
| Sailing and Surfing (All Activities) | 8,119,822 | 25.3% | 4.8% | 3.7% |
| Sailing | 4,671,466 | 31.0% | 2.7% | 2.1% |
| Parasailing | 3,409,647 | 14.1% | 2.0% | 1.5% |
| Windsurfing | 628,194 | 35.5% | 0.4% | 0.3% |
| Kite surfing | 416,119 | 31.2% | 0.2% | 0.2% |
| Participated in all four activities | 53,735 | 45.8% | LT 0.1% | LT 0.1% |

- 1 - "Trips" are defined as out-of-town trips for any purpose involving an overnight stay of one or more nights. Trips NOT involving overnight stays are NOT examined in this report.
- 2 - "Sailors and Surfers" are defined as individuals who participated in sailing or surfing activities while on an out-of-town trip, overnight of one or more nights during the past two years and who took at least one out-of-town pleasure trip of one or more nights during the past two years. This column reports the number of individuals who participated in the activity on at least one trip during the last two years.
- 3 - This column reports the percent who participated in each activity who stated that the activity was the main reason for taking at least one trip during the past two years.
- 4 - "Pleasure Travelers" are defined as individuals who have taken at least one out-of-town pleasure trip of one or more nights in the last two years. This column reports the percent of Pleasure Travelers who participated in each activity on at least one trip during the last two years.
- 5 - This column reports the percent of the Total U.S. Adult Market who participated in each activity on a trip during the past two years.

Incidence by Region, State and Population Size

Relative to the average U.S. Pleasure Traveler, Sailors and Surfers tend to be over-represented among those living in Alaska and the New England, Middle Atlantic and Pacific regions of the United States. They are most likely to live in large cities (population 2 million or more).

Fig. 2 Geographic Distribution & Population Size of Those Who Went Sailing and Surfing While on Trips

| | Total Population | Estimated Number Who Went Sailing and Surfing on a Trip | Percent of Pleasure Travelers in Region Who Went Sailing and Surfing on a Trip | Percent of Total Regional Population Who Went Sailing and Surfing on a Trip |
|----------------------|------------------|---|--|---|
| United States | 222,846,268 | 8,119,822 | 4.8% | 3.7% |
| New England | 11,095,629 | 566,720 | 6.6% | 5.1% |
| Middle Atlantic | 31,005,526 | 1,345,799 | 5.8% | 4.4% |
| East North Central | 34,621,254 | 1,141,466 | 4.3% | 3.3% |
| West North Central | 15,024,360 | 484,851 | 4.0% | 3.2% |
| South Atlantic | 42,602,998 | 1,425,677 | 4.4% | 3.4% |
| East South Central | 13,597,436 | 384,303 | 4.0% | 2.8% |
| West South Central | 24,853,901 | 674,705 | 3.7% | 2.7% |
| Mountain | 15,030,720 | 454,527 | 3.8% | 3.1% |
| Pacific | 34,529,689 | 1,614,770 | 5.8% | 4.7% |
| Alaska | 484,754 | 27,005 | 6.4% | 5.6% |
| Not Available | 745,757 | 42,014 | 6.8% | 5.6% |
| Less than 100,000 | 29,429,442 | 638,583 | 3.1% | 2.2% |
| 100,000 to 499,999 | 36,551,501 | 911,396 | 3.4% | 2.5% |
| 500,000 to 1,999,999 | 52,335,815 | 1,664,480 | 4.2% | 3.2% |
| 2,000,000 or more | 103,783,753 | 4,863,349 | 5.9% | 4.7% |

Sailors and Surfers are most likely to live in New Hampshire, Rhode Island, Connecticut, District of Columbia, Maryland, Maine and New Jersey. They are least likely to live in Montana, New Mexico, West Virginia, Nebraska and South Carolina (see Fig. 3 on next page).

Fig. 3 Those Who Went Sailing and Surfing While on Trips by U.S. State

| Region | State | Population of State | Estimated Number of Sailors and Surfers | Percent of Pleasure Travelers in State | Percent of State Population |
|--------------------|----------------------|---------------------|---|--|-----------------------------|
| United States | All States | 222,846,268 | 8,119,822 | 4.8% | 3.7% |
| New England | Connecticut | 2,685,692 | 154,829 | 7.5% | 5.8% |
| | Maine | 1,047,770 | 50,025 | 6.9% | 4.8% |
| | Massachusetts | 4,423,562 | 172,796 | 4.9% | 3.9% |
| | New Hampshire | 1,604,344 | 107,429 | 9.0% | 6.7% |
| | Rhode Island | 837,445 | 57,511 | 8.3% | 6.9% |
| | Vermont | 496,816 | 24,130 | 6.3% | 4.9% |
| Middle Atlantic | New Jersey | 6,708,501 | 359,172 | 6.9% | 5.4% |
| | New York | 14,727,054 | 665,102 | 6.0% | 4.6% |
| | Pennsylvania | 9,569,972 | 321,525 | 4.7% | 3.4% |
| East North Central | Illinois | 9,521,097 | 359,802 | 4.8% | 3.9% |
| | Indiana | 4,717,624 | 115,641 | 3.2% | 2.5% |
| | Michigan | 7,709,890 | 250,853 | 4.2% | 3.3% |
| | Ohio | 8,412,962 | 250,994 | 4.1% | 3.0% |
| | Wisconsin | 4,259,682 | 164,176 | 4.8% | 3.9% |
| West North Central | Iowa | 2,262,393 | 59,661 | 3.3% | 2.6% |
| | Kansas | 2,304,474 | 80,059 | 4.5% | 3.5% |
| | Minnesota | 3,946,220 | 178,734 | 5.3% | 4.5% |
| | Missouri | 4,138,758 | 119,485 | 3.7% | 2.9% |
| | Nebraska | 1,304,361 | 21,852 | 2.1% | 1.7% |
| | North Dakota | 488,140 | 10,819 | 2.6% | 2.2% |
| | South Dakota | 580,015 | 14,243 | 3.2% | 2.5% |
| South Atlantic | Delaware | 646,427 | 22,874 | 4.7% | 3.5% |
| | District of Columbia | 521,285 | 25,467 | 7.3% | 4.9% |
| | Florida | 13,937,467 | 429,653 | 4.0% | 3.1% |
| | Georgia | 6,668,302 | 297,519 | 5.8% | 4.5% |
| | Maryland | 3,428,206 | 186,100 | 7.0% | 5.5% |
| | North Carolina | 6,651,453 | 187,797 | 3.8% | 2.8% |
| | South Carolina | 3,241,944 | 50,035 | 2.1% | 1.5% |
| | Virginia | 5,957,159 | 209,685 | 4.6% | 3.5% |
| | West Virginia | 1,550,755 | 16,545 | 1.9% | 1.1% |
| East South Central | Alabama | 3,431,591 | 71,339 | 3.0% | 2.1% |
| | Kentucky | 3,447,277 | 68,740 | 2.8% | 2.0% |
| | Mississippi | 2,156,793 | 86,127 | 6.2% | 4.0% |
| | Tennessee | 4,561,775 | 158,096 | 4.8% | 3.5% |
| West South Central | Arkansas | 2,103,346 | 32,045 | 2.3% | 1.5% |
| | Louisiana | 3,367,908 | 81,323 | 3.6% | 2.4% |
| | Oklahoma | 2,643,565 | 43,406 | 2.3% | 1.6% |
| | Texas | 16,739,082 | 517,931 | 4.1% | 3.1% |
| Mountain | Arizona | 4,451,660 | 115,681 | 3.3% | 2.6% |
| | Colorado | 3,501,822 | 162,151 | 5.6% | 4.6% |
| | Idaho | 1,044,920 | 23,985 | 2.9% | 2.3% |
| | Montana | 726,027 | 3,993 | 0.7% | 1.2% |
| | Nevada | 1,809,582 | 64,117 | 4.4% | 3.5% |
| | New Mexico | 1,433,596 | 9,121 | 0.8% | 0.6% |
| | Utah | 1,671,322 | 63,943 | 4.6% | 3.8% |
| Pacific | Wyoming | 391,790 | 11,536 | 3.5% | 2.9% |
| | Alaska | 484,754 | 27,005 | 6.4% | 5.6% |
| | California | 26,965,837 | 1,353,279 | 6.2% | 5.0% |
| | Oregon | 2,793,303 | 62,069 | 2.9% | 2.2% |
| | Washington | 4,770,549 | 199,422 | 5.2% | 4.2% |

Demographic Profile

Sailors and Surfers are more likely to be male than female and younger (predominantly 18 to 44 years old) than the average U.S. Pleasure Traveler. Most Sailors and Surfers are married, but they are less likely than average to have dependent children (under 18) living at home. Sailors and Surfers are quite affluent, with levels of education (47.5% university degree, 26.0% postgraduate degree) and household incomes (\$100,646) that tend to be well above-average.

Fig. 4 Demographic Profile of Sailors and Surfers Relative to All U.S. Pleasure Travelers

| | | Sailors and Surfers | Non-Sailors and Surfers ¹ | Pleasure Travelers | Index ² |
|--------------------------|----------------------------------|---------------------|--------------------------------------|--------------------|--------------------|
| Attribute | Size of Market | 8,119,822 | 162,390,419 | 170,510,241 | 100 |
| Gender | Male | 53.2% | 48.3% | 48.5% | 110 |
| | Female | 46.8% | 51.7% | 51.5% | 91 |
| Age of Respondent | 18 to 24 | 14.1% | 10.7% | 10.8% | 130 |
| | 25 to 34 | 22.0% | 20.9% | 21.0% | 105 |
| | 35 to 44 | 19.3% | 17.2% | 17.3% | 112 |
| | 45 to 54 | 22.5% | 21.0% | 21.0% | 107 |
| | 55 to 64 | 15.1% | 15.5% | 15.5% | 98 |
| | 65 Plus | 6.9% | 14.8% | 14.4% | 48 |
| Average Age | | 42.1 | 45.6 | 45.4 | N/A |
| Marital Status | Not married | 30.5% | 30.5% | 30.5% | 100 |
| | Married | 69.5% | 69.5% | 69.5% | 100 |
| Parental Status | No children under 18 | 71.6% | 69.9% | 70.0% | 102 |
| | Children under 18 | 28.4% | 30.1% | 30.0% | 95 |
| Education | High school or less | 11.3% | 21.0% | 20.5% | 55 |
| | Trade, Technical, Community Col. | 15.2% | 21.7% | 21.4% | 71 |
| | University Degree | 47.5% | 40.7% | 41.1% | 116 |
| | Post Graduate Degree | 26.0% | 16.6% | 17.1% | 152 |
| Household Income | Under \$20,000 | 3.9% | 8.3% | 8.1% | 49 |
| | \$20,000 to \$39,999 | 7.8% | 16.7% | 16.2% | 48 |
| | \$40,000 to \$59,999 | 11.6% | 16.9% | 16.7% | 70 |
| | \$60,000 to \$79,999 | 13.7% | 14.7% | 14.7% | 93 |
| | \$80,000 to \$99,999 | 14.0% | 11.5% | 11.6% | 121 |
| | \$100,000 to \$149,999 | 21.7% | 14.0% | 14.4% | 151 |
| | \$150,000 or more | 15.2% | 6.2% | 6.7% | 228 |
| Not stated | | 11.9% | 11.7% | 11.7% | 102 |
| Average Household Income | | \$100,646 | \$72,990 | \$74,303 | N/A |

- 1 - "Non-Sailors and Surfers" are defined as individuals who took at least one out-of-town pleasure trip of one or more nights in the last two years but did not participate in sailing or surfing activities on any trip. The numbers of Sailors and Surfers and Non-Sailors and Surfers equal the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for Sailors and Surfers in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which Sailors and Surfers are over or under-represented relative to the average Pleasure Traveler. An index of 100 means the percent participating in the activity is the same as that of the average U.S. Pleasure Traveler. Index values over 100 indicate that those participating in the activity are over-represented relative to the average U.S. Pleasure Traveler. Index values less than 100 indicate that those participating in the activity are under-represented relative to the average U.S. Pleasure Traveler.

Travel Activity (During Last Two Years)

Sailors and Surfers travel much more frequently than the average U.S. Pleasure Traveler. They were more likely have taken trips within their own state and to other American states and much more likely to have visited Mexico, the Caribbean and overseas destinations.

Sailors and Surfers were also more likely than the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (25.8% versus 14.6%). They were especially likely to have taken trips to Ontario (16.1%), Quebec (8.7%) and British Columbia (8.4%). Relative to the average U.S. Pleasure Traveler, they were especially likely to have visited the eastern provinces (e.g., Newfoundland & Labrador, New Brunswick, PEI, Nova Scotia), Quebec, Manitoba, Saskatchewan and the northern territories (e.g., Nunavut, Yukon, Northwest Territories).

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

| | Sailors and Surfers | Non-Sailors and Surfers | Pleasure Travelers | Index |
|---------------------------|---------------------|-------------------------|--------------------|-------|
| Size of Market | 8,119,822 | 162,390,419 | 170,510,241 | 100 |
| All destinations | 94.9% | 84.9% | 85.4% | 111 |
| Canada | 25.8% | 14.0% | 14.6% | 177 |
| Newfoundland and Labrador | 1.5% | 0.4% | 0.4% | 373 |
| Prince Edward Island | 1.8% | 0.6% | 0.6% | 295 |
| New Brunswick | 2.4% | 0.7% | 0.8% | 296 |
| Nova Scotia | 3.6% | 1.2% | 1.3% | 268 |
| Quebec | 8.7% | 2.8% | 3.1% | 281 |
| Ontario | 16.1% | 7.9% | 8.3% | 194 |
| Manitoba | 1.3% | 0.5% | 0.5% | 249 |
| Saskatchewan | 1.3% | 0.4% | 0.5% | 276 |
| Alberta | 2.4% | 1.1% | 1.2% | 199 |
| British Columbia | 8.4% | 3.9% | 4.1% | 204 |
| Yukon | 1.5% | 0.5% | 0.6% | 262 |
| Northwest Territories | 0.8% | 0.4% | 0.4% | 203 |
| Nunavut | 0.2% | LT 0.1% | LT 0.1% | 518 |
| Own State | 87.7% | 79.3% | 79.7% | 110 |
| Other parts of the U.S. | 95.9% | 90.3% | 90.6% | 106 |
| Mexico | 35.5% | 12.5% | 13.6% | 261 |
| Caribbean | 36.9% | 11.5% | 12.7% | 290 |
| All other destinations | 23.5% | 8.8% | 9.6% | 246 |

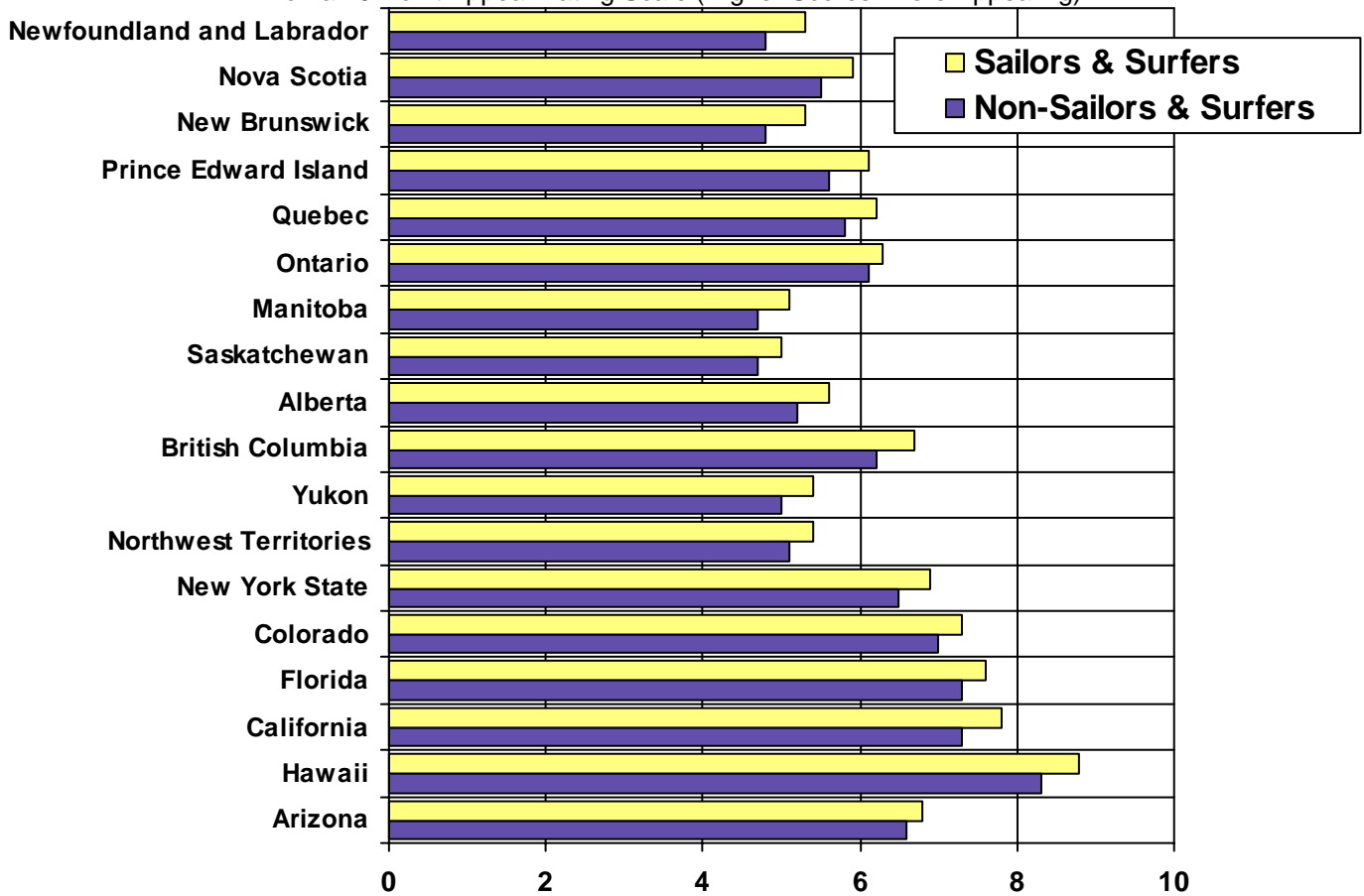
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

The respondents were asked to rate the appeal of each of Canada's provinces and territories on a ten-point appeal scale where "10" is "Very Appealing" and "1" is "Very Unappealing". They were also asked to rate selected U.S. states (New York State, Colorado, Florida, California, Hawaii and Arizona) to provide a frame of reference.

Overall, the appeal ratings of Sailors and Surfers were higher than the ratings of other U.S. Pleasure Travelers for all destinations. British Columbia (6.7) received the highest rating among the Canadian destinations, followed by Ontario (6.3) and Quebec (6.2).

U.S. Pleasure Travelers as a whole tended to rate the six reference states as more appealing than any of the Canadian provinces or territories. Hawaii (8.8) received the highest rating among Sailors and Surfers, followed by California (7.8) and Florida (7.6).

Fig. 6 Overall Rating of Appeal of Provinces, Territories and Selected U.S. States on a 10-Point Appeal Rating Scale (Higher Scores=More Appealing)



Other Outdoor Activities Pursued While on Trips

Sailors and Surfers were much more likely than the average U.S. Pleasure Traveler to have participated in a wide range of outdoor activities while on trips during the past two years. The large majority (84.3%) participated in ocean activities (e.g., swimming, sunbathing, wildlife viewing, and freshwater boating and swimming while on trips. Relative to the average U.S. Pleasure Traveler, Sailors and Surfers were especially likely to have engaged in physically strenuous outdoor activities including scuba diving and snorkelling, cycling, horseback riding, board and blade activities (e.g., ice skating, skateboarding), winter activities (downhill skiing & snowboarding; cross-country skiing & snowshoeing) and extreme sports (e.g., extreme air sports; extreme skiing).

In part, these patterns reflect the fact that this segment consists primarily of young, affluent males; attributes that tend to be associated with higher levels of outdoor physical activity.

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

| | Sailors and Surfers | Non-Sailors and Surfers | Pleasure Travelers | Index |
|---|---------------------|-------------------------|--------------------|-------|
| Size of Market | 8,119,822 | 162,390,419 | 170,510,241 | 100 |
| Ocean Activities (e.g., swimming in ocean, ocean kayaking) | 84.3% | 37.3% | 39.6% | 213 |
| Wildlife Viewing | 54.3% | 33.9% | 34.9% | 156 |
| Boating & Swimming (e.g., motorboating, swimming in lakes) | 51.4% | 19.5% | 21.0% | 244 |
| Hiking, Climbing & Paddling | 49.9% | 22.1% | 23.5% | 213 |
| Games & Individual Sports (e.g., tennis, board games) | 45.5% | 21.1% | 22.2% | 205 |
| Exercising and Jogging | 36.0% | 13.0% | 14.1% | 256 |
| Fishing | 29.6% | 17.8% | 18.4% | 161 |
| Downhill Skiing & Snowboarding | 25.6% | 7.2% | 8.0% | 318 |
| Cycling | 21.8% | 5.6% | 6.3% | 345 |
| Horseback Riding | 20.7% | 5.4% | 6.2% | 336 |
| Golfing | 20.6% | 10.2% | 10.7% | 193 |
| Scuba & Snorkelling | 19.2% | 3.3% | 4.1% | 471 |
| Snowmobiling & ATVing | 17.8% | 6.6% | 7.1% | 249 |
| Team Sports (e.g., football, baseball, basketball) | 16.8% | 7.4% | 7.9% | 213 |
| Board & Blade (e.g., ice skating, skateboarding) | 14.6% | 3.5% | 4.0% | 363 |
| Extreme Air Sports (e.g., parachuting, bungee jumping) | 9.7% | 1.3% | 1.7% | 564 |
| Hunting | 8.5% | 5.2% | 5.4% | 157 |
| Cross-country Skiing & Snowshoeing | 8.1% | 1.6% | 1.9% | 432 |
| Motorcycling | 7.7% | 2.8% | 3.1% | 252 |
| Extreme Skiing (e.g., heli-skiing, overnight x-country trips) | 2.5% | 0.2% | 0.3% | 766 |

Outdoor Activities Pursued While Not on Trips

The extremely high level of outdoor activity displayed by Sailors and Surfers while on trips is also apparent when they are NOT traveling. The majority of Sailors and Surfers went swimming and on day outings to parks, exercised at home or at a fitness club, gardened and went picnicking when not on trips. In addition to sailing and other boating activities, this segment was also much more likely than the average U.S. Pleasure Traveler to include canoeing or kayaking and various winter sports (e.g., downhill skiing, cross-country skiing, snowboarding) among their activities when not on traveling.

Fig. 8 Outdoor Activities Pursued While NOT on Trips

| | Sailors and Surfers | Non-Sailors and Surfers | Pleasure Travelers | Index |
|--|---------------------|-------------------------|--------------------|-------|
| Size of Market | 8,119,822 | 162,390,419 | 170,510,241 | 100 |
| Swimming | 72.9% | 55.7% | 56.5% | 129 |
| Day outing to a park | 69.3% | 62.8% | 63.1% | 110 |
| Exercising at home or at a fitness club | 69.0% | 55.4% | 56.0% | 123 |
| Gardening | 55.9% | 52.9% | 53.1% | 105 |
| Picnicking | 52.0% | 47.5% | 47.7% | 109 |
| Hiking | 47.3% | 31.7% | 32.5% | 146 |
| Sailing or other boating | 46.3% | 18.6% | 20.0% | 232 |
| Cycling | 39.5% | 22.0% | 22.9% | 173 |
| Camping | 34.4% | 26.3% | 26.7% | 129 |
| Fishing | 34.2% | 32.7% | 32.8% | 105 |
| Jogging | 32.1% | 18.9% | 19.5% | 165 |
| Hunting | 26.1% | 17.9% | 18.3% | 143 |
| Playing racquet sports (e.g., tennis or badminton) | 23.6% | 12.7% | 13.2% | 179 |
| Playing team sports | 23.2% | 15.4% | 15.8% | 147 |
| Canoeing or kayaking | 19.0% | 7.3% | 7.8% | 242 |
| Downhill skiing | 15.6% | 5.2% | 5.7% | 273 |
| Horseback riding | 15.5% | 8.2% | 8.6% | 180 |
| Riding an all-terrain vehicle (ATV) | 14.2% | 11.3% | 11.5% | 123 |
| Rollerblading | 13.4% | 7.0% | 7.3% | 183 |
| Hunting | 11.5% | 11.8% | 11.8% | 98 |
| Ice-skating | 9.1% | 5.3% | 5.5% | 166 |
| Cross-country skiing | 7.5% | 2.3% | 2.5% | 298 |
| Snowboarding | 6.7% | 2.5% | 2.7% | 249 |
| Snowmobiling | 6.3% | 3.2% | 3.3% | 191 |
| Skateboarding | 5.8% | 2.0% | 2.2% | 266 |

Culture and Entertainment Activities Pursued While on Trips

Sailors and Surfers were much more likely than the average U.S. Pleasure Traveler to participate in culture and entertainment activities while on trips. The most popular culture and entertainment attractions for Sailors and Surfers include historical sites, museums and art galleries, theme parks and exhibits, casinos, theatre and comedy clubs and spas. Relative to the average U.S. Pleasure Traveler, Sailors and Surfers were especially likely to patronize the arts (e.g., high art performances, theatre, film & music festivals) and cultural experiences with a learning theme (e.g., archaeological digs & sites, participatory historical activities, aboriginal cultural experiences). This segment was also much more likely than average to go to rock concerts and recreational dancing, and to attend sporting events (e.g., amateur tournaments, national and international sporting events) when on trips.

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

| | Sailors and Surfers | Non-Sailors and Surfers | Pleasure Travelers | Index |
|---|---------------------|-------------------------|--------------------|-------|
| Size of Market | 8,119,822 | 162,390,419 | 170,510,241 | 100 |
| Shopping and Dining | 90.9% | 77.0% | 77.7% | 117 |
| Historical Sites, Museums & Art Galleries | 71.9% | 52.5% | 53.5% | 135 |
| Theme Parks & Exhibits | 67.8% | 48.0% | 49.0% | 139 |
| Casino, Theatre and Comedy Clubs | 67.8% | 44.3% | 45.4% | 149 |
| Fairs and Festivals | 65.4% | 39.7% | 41.0% | 160 |
| Fine Dining and Spas | 60.1% | 31.6% | 33.0% | 183 |
| Science and Technology Exhibits | 44.6% | 23.8% | 24.8% | 180 |
| Wine, Beer and Food Tastings | 42.7% | 21.9% | 22.9% | 186 |
| Rock Concerts and Recreational Dancing | 33.6% | 14.3% | 15.3% | 220 |
| Professional Sporting Events | 30.4% | 15.4% | 16.1% | 189 |
| High Art Performances | 29.3% | 10.0% | 10.9% | 268 |
| Garden Theme Attractions | 28.8% | 12.9% | 13.7% | 211 |
| Agro-Tourism | 25.9% | 12.9% | 13.5% | 191 |
| Equestrian & Western Events | 25.6% | 14.9% | 15.5% | 166 |
| Theatre, Film & Musical Festivals | 21.2% | 7.7% | 8.3% | 255 |
| Aboriginal Cultural Experiences | 18.6% | 8.1% | 8.6% | 217 |
| Amateur Tournaments | 15.7% | 7.3% | 7.7% | 205 |
| Archaeological Digs & Sites | 13.5% | 5.1% | 5.5% | 245 |
| Participatory Historical Activities | 11.0% | 3.6% | 3.9% | 279 |
| National & International Sporting Events | 5.8% | 1.7% | 1.9% | 312 |

Culture and Entertainment Activities Pursued While Not on Trips

Sailors and Surfers were also more likely than the average U.S. Pleasure Traveler to pursue a wide range of culture and entertainment activities when NOT traveling. Most Sailors and Surfers went out to restaurants, visited festivals or fairs, and visited zoos or aquariums when not traveling. They were also much more likely than the average U.S. Pleasure Traveler to visit day spas, go to jazz clubs, and attend live opera and ballet performances. Clearly, this affluent sector of the market has an active and sophisticated lifestyle with diverse cultural and entertainment interests.

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

| | Sailors and Surfers | Non-Sailors and Surfers | Pleasure Travelers | Index |
|---|---------------------|-------------------------|--------------------|-------|
| Size of Market | 8,119,822 | 162,390,419 | 170,510,241 | 100 |
| Going out to eat in restaurants | 95.5% | 92.7% | 92.8% | 103 |
| Going to festivals or fairs | 72.8% | 65.1% | 65.5% | 111 |
| Going to zoos or aquariums | 51.5% | 45.3% | 45.6% | 113 |
| Going to amateur sporting events | 49.3% | 39.4% | 39.9% | 124 |
| Going to museums | 48.8% | 36.9% | 37.5% | 130 |
| Going to professional sporting events | 48.5% | 34.2% | 34.9% | 139 |
| Going to historic sites or heritage buildings | 48.5% | 39.7% | 40.1% | 121 |
| Going to live theatre | 44.9% | 28.4% | 29.2% | 154 |
| Going to amusement or theme parks | 44.5% | 37.8% | 38.1% | 117 |
| Going to art galleries or art shows | 41.9% | 27.1% | 27.8% | 151 |
| Going to bars with live pop or rock bands | 36.5% | 22.9% | 23.6% | 155 |
| Going to pick-your-own farms or farmers' market | 35.4% | 31.4% | 31.6% | 112 |
| Going dancing | 34.2% | 20.2% | 20.8% | 164 |
| Going to rock music concerts | 33.9% | 20.7% | 21.3% | 159 |
| Going to gamble in casinos | 33.6% | 27.7% | 28.0% | 120 |
| Going to botanical gardens | 26.1% | 19.7% | 20.0% | 130 |
| Going to classical music concerts | 22.0% | 14.5% | 14.9% | 148 |
| Going to day spas | 20.8% | 9.8% | 10.3% | 202 |
| Going to jazz clubs | 17.2% | 7.5% | 7.9% | 217 |
| Staying overnight in a hotel or B&B in own city | 16.8% | 10.2% | 10.6% | 159 |
| Going to the ballet | 12.8% | 6.8% | 7.0% | 182 |
| Going to the opera | 10.8% | 5.5% | 5.7% | 189 |
| Going to rodeos | 10.4% | 8.1% | 8.2% | 126 |

Accommodations Stayed In While on Trips

The majority of Sailors and Surfers stayed at a seaside resort while on a trip in the past two years. Sailors and Surfers were also much more likely than the average U.S. Pleasure Traveler have stayed at a health spa, on a houseboat, at a cooking or wine tasting school, and at remote or fly-in wilderness lodge or outpost.

Fig. 11 Accommodations Stayed In While on Trips

| | Sailors and Surfers | Non-Sailors and Surfers | Pleasure Travelers | Index |
|--|---------------------|-------------------------|--------------------|-------|
| Size of Market | 8,119,822 | 162,390,419 | 170,510,241 | 100 |
| Seaside Resort | 60.3% | 35.8% | 37.7% | 160 |
| Lakeside / Riverside Resort | 34.2% | 24.9% | 25.6% | 134 |
| A Public Campground in a National, State, Provincial or Municipal Park | 33.7% | 34.9% | 34.8% | 97 |
| Ski Resort or Mountain Resort | 28.4% | 17.6% | 18.4% | 154 |
| A Private Campground | 20.2% | 21.0% | 20.9% | 96 |
| Health Spa | 14.7% | 5.8% | 6.5% | 228 |
| A Camp Site in a Wilderness Setting (Not a Campground) | 12.0% | 9.4% | 9.6% | 124 |
| A Motor Home or RV while Traveling or Touring (Not a Camping Trip) | 10.6% | 8.6% | 8.7% | 121 |
| Wilderness Lodge You Can Drive to by Car | 10.0% | 6.9% | 7.2% | 140 |
| On a Houseboat | 8.9% | 2.4% | 2.9% | 302 |
| Country Inn or Resort with Gourmet Restaurant | 7.6% | 3.8% | 4.1% | 187 |
| Farm or Guest Ranch | 7.2% | 3.9% | 4.1% | 174 |
| Cooking School | 4.5% | 0.9% | 1.2% | 378 |
| Remote or Fly-In Wilderness Lodge | 4.1% | 1.5% | 1.7% | 243 |
| Remote or Fly-In Wilderness Outpost | 2.8% | 0.8% | 0.9% | 310 |
| Wine Tasting School | 2.4% | 0.7% | 0.9% | 278 |

Tours and Cruises Taken During Past Two Years

Sailors and Surfers were more likely than the average U.S. Pleasure Traveler to have taken tours and cruises while on trips during the past two years. They were most likely to have taken sameday tours (e.g., self-guided and guided tours, city tours, scenic countryside drives) when on a trip. Relative to the average U.S. Pleasure Traveler, Sailors and Surfers were particularly more likely to have taken cruises, and especially ocean cruises (e.g., Caribbean ocean cruise, Alaskan cruise) and speciality cruises (e.g., Great Lakes cruise, submarine cruise, St. Lawrence River cruise). They were much more likely than average to have taken a winery tour and an air tour as a pilot or passenger.

Fig. 12 Tours and Cruises Taken During Past Two Years

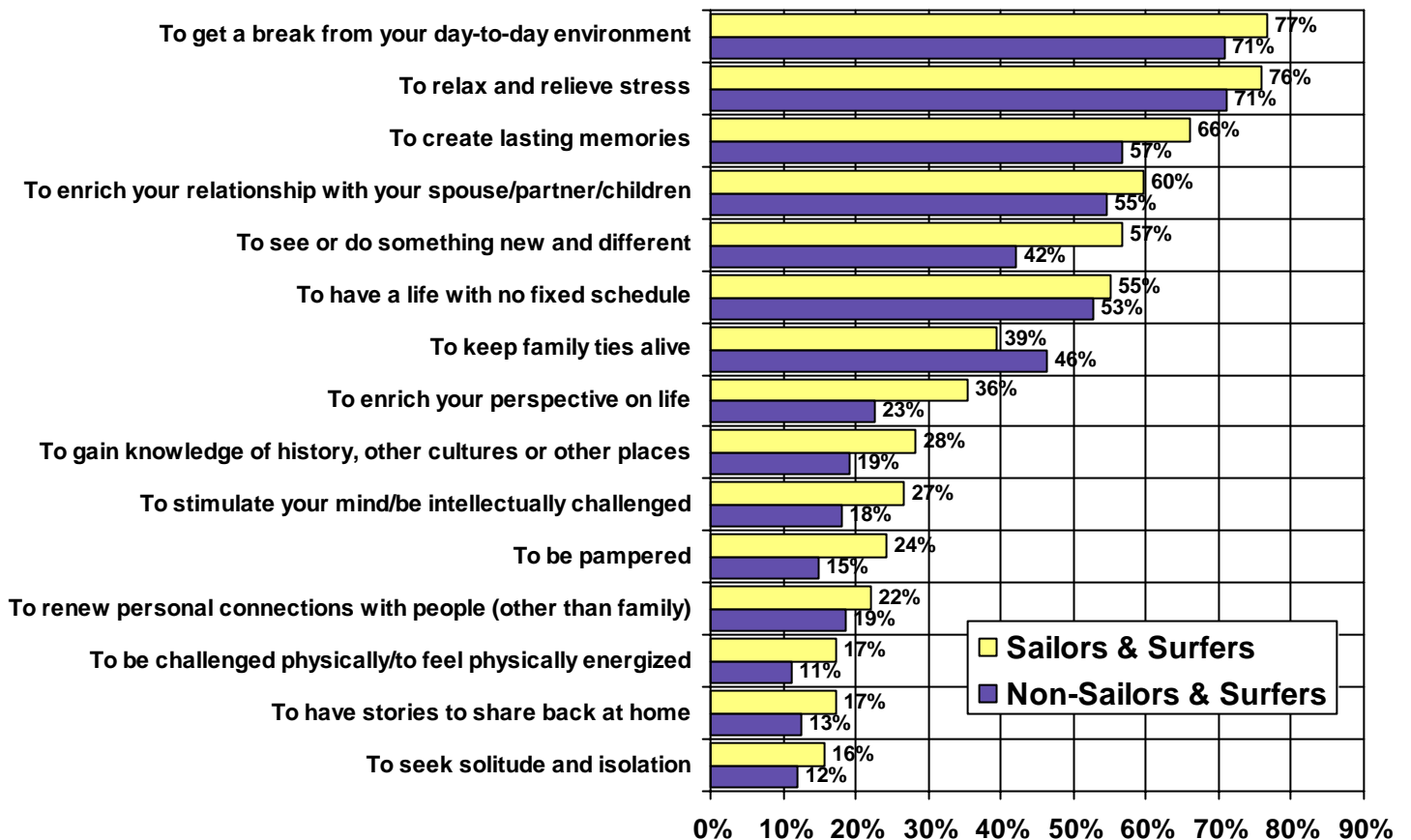
| | Sailors and Surfers | Non-Sailors and Surfers | Pleasure Travelers | Index |
|--|---------------------|-------------------------|--------------------|-------|
| Size of Market | 8,119,822 | 162,390,419 | 170,510,241 | 100 |
| An organized sameday guided tour while on an overnight trip | 33.6% | 17.8% | 18.5% | 181 |
| A self-guided sameday tour while on an overnight trip | 31.0% | 18.6% | 19.2% | 162 |
| Around the city | 28.1% | 15.2% | 15.8% | 178 |
| Around the country side - scenic drives | 24.2% | 12.5% | 13.1% | 185 |
| On the water (sightseeing cruise) | 23.1% | 7.0% | 7.8% | 298 |
| Caribbean ocean cruise | 22.6% | 8.3% | 9.0% | 251 |
| A self-guided overnight tour where you stayed in different locations | 19.7% | 9.9% | 10.4% | 190 |
| An organized overnight guided tour where you stayed in different locations | 16.8% | 7.4% | 7.9% | 213 |
| Wilderness tour | 13.9% | 7.1% | 7.4% | 187 |
| Some other type of tour | 13.4% | 8.6% | 8.8% | 151 |
| An organized overnight guided tour where you stayed in a single location | 13.2% | 6.4% | 6.7% | 196 |
| Ocean cruise - Other | 12.7% | 4.4% | 4.8% | 265 |
| To a casino | 10.2% | 4.6% | 4.9% | 208 |
| To a winery | 9.2% | 3.3% | 3.6% | 258 |
| Some other type of cruise | 5.9% | 1.5% | 1.7% | 342 |
| Alaskan ocean cruise | 5.4% | 2.3% | 2.5% | 218 |
| In the air as a pilot or passenger of an airplane or helicopter | 5.2% | 1.2% | 1.4% | 372 |
| Cruise on another lake or river | 5.0% | 1.8% | 2.0% | 251 |
| To a factory | 3.6% | 1.7% | 1.8% | 198 |
| Great Lakes cruise | 1.6% | 0.3% | 0.4% | 409 |
| Submarine cruise | 1.1% | 0.2% | 0.2% | 427 |
| Cruise on the St. Lawrence River | 0.7% | 0.3% | 0.3% | 261 |

Benefits Sought While on Vacation

Most Sailors and Surfers take a vacation to get a break from their day-to-day environment, relax and relieve stress, create lasting memories, enrich family relationships, see or do something new or different, and live without a fixed schedule. Sailors and Surfers are especially more likely than the average U.S. Pleasure Traveler to seek out destinations that allow them to see and do something new and provide opportunities for learning (e.g., enrich their perspective on life, gain knowledge of history and cultures, stimulate their mind, be intellectually challenged).

This segment also values luxury and considers it very important that a destination allows them to be pampered.

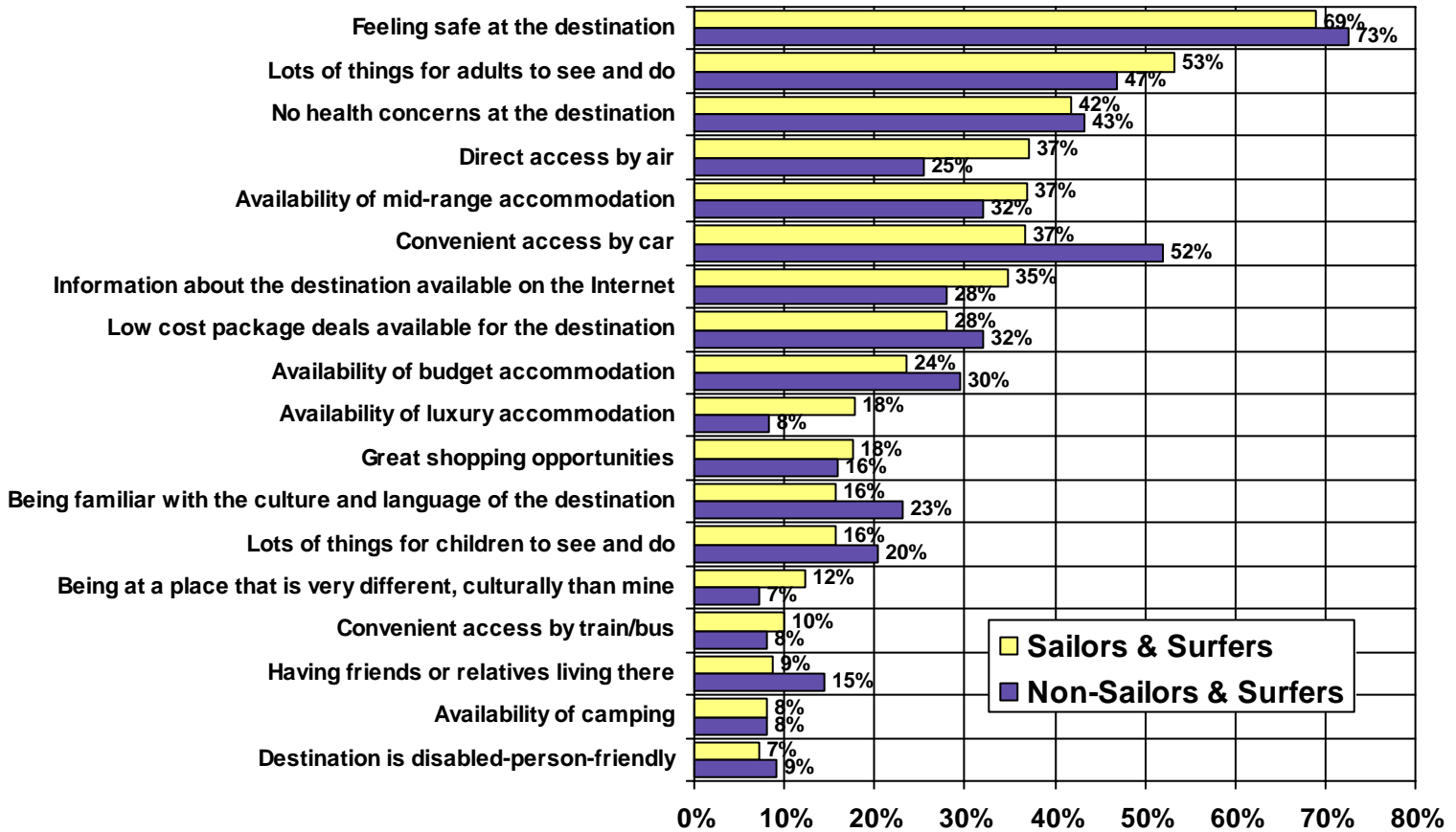
Fig.13 Benefits Sought While on Vacation
(Percent Rating Each Benefit as "Highly Important")



Other Attributes of a Destination Considered Important

The majority of Sailors and Surfers consider it important that they feel safe at a destination and have lots to see and do. They consider it more important than the average U.S. Pleasure Traveler that the destination is directly accessible by air, offers luxury accommodation, has information readily available on the Internet and has a culture different from their own. Conversely, they are less concerned than the average U.S. Pleasure Traveler that the destination is conveniently accessible by car, offers budget-priced accommodation, has lots of things for children to see and do and is close to friends and relatives.

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



How Destinations Are Selected

Respondents were asked a series of questions concerning how they select destinations. Similar to the average U.S. Pleasure Traveler, the majority of Sailors and Surfers start planning a trip with a particular destination in mind. However, they are more likely than the average U.S. Pleasure Traveler to select winter destinations by first considering the specific activities they would like to do while on the vacation. They are also more likely than average to look for summer and winter package deals without a specific destination in mind.

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

| | Sailors and Surfers | Non-Sailors and Surfers | Pleasure Travelers | Index |
|--|---------------------|-------------------------|--------------------|-------|
| Size of Market | 8,119,822 | 162,390,419 | 170,510,241 | 100 |
| Summer | | | | |
| Started with a desired destination in mind | 56.2% | 58.3% | 58.2% | 97 |
| Started by considering specific activities wanted to do | 10.0% | 9.9% | 9.9% | 101 |
| Started with a certain type of vacation experience in mind | 21.0% | 17.1% | 17.3% | 121 |
| Looked for packaged deals - no destination in mind | 1.9% | 1.1% | 1.1% | 169 |
| Considered something else first | 3.8% | 4.6% | 4.6% | 83 |
| Don't know / Other | 7.1% | 9.0% | 8.9% | 80 |
| Winter | | | | |
| Started with a desired destination in mind | 57.0% | 59.1% | 58.9% | 97 |
| Started by considering specific activities wanted to do | 16.6% | 10.9% | 11.3% | 147 |
| Started with a certain type of vacation experience in mind | 15.9% | 14.7% | 14.8% | 108 |
| Looked for packaged deals - no destination in mind | 1.8% | 1.4% | 1.4% | 126 |
| Considered something else first | 3.6% | 5.5% | 5.3% | 67 |
| Don't know / Other | 5.1% | 8.5% | 8.3% | 62 |

Trip Planning and Information Sources Consulted

Similar to the average U.S. Pleasure Traveler, most Sailors and Surfers (59.5%) participate in planning vacation trips. Sailors and Surfers consult a wide variety of information sources when planning vacations. They rely primarily on Internet websites, past experience and word-of-mouth for travel information. However, Sailors and Surfers are also much more likely to obtain information from travel agents, travel guide books (e.g., Fodor's) and electronic newsletters or magazines received by e-mail.

Fig. 16 Who Plans Vacations and Information Sources Consulted

| | | Sailors and Surfers | Non-Sailors and Surfers | Pleasure Travelers | Index |
|---|---|---------------------|-------------------------|--------------------|-------|
| | Size of Market | 8,119,822 | 162,390,419 | 170,510,241 | 100 |
| Who Plans Trips? | Respondent plans trips | 41.7% | 39.1% | 39.2% | 106 |
| | Trip planning a shared responsibility | 17.8% | 17.6% | 17.6% | 101 |
| | Someone else plans trips | 40.5% | 43.4% | 43.2% | 94 |
| Information Sources Consulted | An Internet website | 87.1% | 75.4% | 76.0% | 115 |
| | Past experience / Been there before | 60.3% | 54.2% | 54.5% | 111 |
| | Advice of others / Word-of-mouth | 58.4% | 44.7% | 45.4% | 129 |
| | Maps | 38.0% | 32.4% | 32.7% | 116 |
| | A travel agent | 37.9% | 17.6% | 18.6% | 203 |
| | An auto club such as AAA | 31.9% | 23.6% | 24.0% | 133 |
| | Official travel guides or brochures from state / province | 30.3% | 20.1% | 20.6% | 147 |
| | Articles in newspapers/magazines | 27.5% | 17.6% | 18.1% | 152 |
| | Visitor information centres | 25.5% | 20.1% | 20.4% | 125 |
| | Travel guide books such as Fodor's | 24.0% | 11.4% | 12.0% | 200 |
| | Travel information received in the mail | 22.3% | 15.4% | 15.8% | 142 |
| | Advertisements in newspapers/magazines | 16.2% | 10.6% | 10.9% | 149 |
| | Programs on television | 12.6% | 6.8% | 7.1% | 177 |
| | An electronic newsletter or magazine received by e-mail | 12.2% | 5.7% | 6.0% | 202 |
| | Advertisements on television | 5.8% | 3.9% | 4.0% | 146 |
| Visits to trade, travel or sports shows | 4.4% | 2.3% | 2.4% | 180 | |

Use of the Internet to Plan and Arrange Trips

Sailors and Surfers use the Internet extensively for both planning and booking their trips. They are much more likely than the average U.S. Pleasure Traveler to use the Internet for planning a trip (82.6%) and for purchasing trip components online (66.3%). The majority of Sailors and Surfers use travel planning / booking websites (e.g., Expedia), hotel or resort websites, and airline websites. Sailors and Surfers most often book airline tickets, accommodations and car rentals over the Internet. They are also much more likely than average to use the Internet for booking trip packages and rail, bus or boat / ship fares.

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

| | | Sailors and Surfers | Non-Sailors and Surfers | Pleasure Travelers | Index |
|---|--|---------------------|-------------------------|--------------------|-------|
| Size of Market | | 8,119,822 | 162,390,419 | 170,510,241 | 100 |
| Percent Using Internet to Plan or Book Travel | Does not use the Internet | 17.4% | 31.6% | 31.0% | 56 |
| | Uses Internet to plan trips only | 16.3% | 20.3% | 20.1% | 81 |
| | Uses Internet to book part of trip | 66.3% | 48.1% | 48.9% | 136 |
| Types of Websites Consulted | A travel planning/booking website | 71.2% | 54.7% | 55.6% | 128 |
| | A website of a hotel or resort | 62.4% | 52.8% | 53.3% | 117 |
| | An airline's website | 61.9% | 44.6% | 45.6% | 136 |
| | A tourism website of a country / region / city | 42.3% | 34.7% | 35.1% | 120 |
| | A website of an attraction | 35.3% | 33.3% | 33.4% | 106 |
| | Some other website | 28.1% | 24.9% | 25.1% | 112 |
| | A cruise line website | 25.9% | 11.6% | 12.4% | 208 |
| | A motorcoach website | 2.6% | 1.3% | 1.3% | 194 |
| Parts of Trips Booked Over The Internet | Air tickets | 84.0% | 69.6% | 70.6% | 119 |
| | Accommodations | 76.4% | 71.5% | 71.9% | 106 |
| | Car rental | 52.0% | 37.0% | 38.0% | 137 |
| | Tickets or fees for specific activities or attractions | 32.4% | 25.9% | 26.3% | 123 |
| | A package containing two or more items | 32.1% | 16.8% | 17.8% | 180 |
| | Tickets for rail, bus or boat / ship fares | 22.1% | 11.2% | 11.9% | 186 |
| | Other | 4.3% | 2.8% | 2.9% | 145 |

Media Consumption Habits

Sailors and Surfers are avid consumers of travel-related media in all formats. The majority of Sailors and Surfers frequently or occasionally read the travel sections of daily and weekend newspapers and visit travel websites. They are more likely than average to watch travel-related programs on television and are keen readers of travel magazines. Sailors and Surfers also show particular interest in magazines about photography and video, outdoor activity and sports, city lifestyles, and business, finance and investments. Their radio programming preferences are eclectic and include multicultural, jazz or big band and classical music.

Fig. 18 Media Consumption Habits

| | | Sailors and Surfers | Non-Sailors and Surfers | Pleasure Travelers | Index |
|---|--|---------------------|-------------------------|--------------------|-------|
| Size of Market | | 8,119,822 | 162,390,419 | 170,510,241 | 100 |
| Newspaper Readership | Reads daily newspaper | 62.3% | 59.8% | 59.9% | 104 |
| | Reads weekend edition of newspaper | 59.9% | 55.3% | 55.5% | 108 |
| | Reads local neighbourhood or community newspapers | 52.6% | 49.4% | 49.5% | 106 |
| | Reads other types of newspapers | 18.2% | 13.7% | 13.9% | 131 |
| | Frequently or occasionally reads travel section of daily newspaper | 53.5% | 42.4% | 43.0% | 125 |
| | Frequently or occasionally reads travel section of weekend newspaper | 61.5% | 48.7% | 49.3% | 125 |
| Types of Magazines Read (Top 5 Indexed) | Travel (e.g., Condé Nast) | 23.4% | 10.0% | 10.6% | 220 |
| | Photography and video | 7.9% | 3.7% | 3.9% | 202 |
| | Outdoor activities/sports | 19.8% | 10.3% | 10.7% | 185 |
| | Magazines about your city | 12.6% | 6.6% | 6.9% | 182 |
| | Business, finance and investing | 24.3% | 13.5% | 14.0% | 174 |
| Type of Television Programs Watched (Top 5 Indexed) | Travel shows | 39.6% | 28.4% | 28.9% | 137 |
| | Shopping channels | 9.0% | 7.7% | 7.7% | 117 |
| | Biography | 37.9% | 32.6% | 32.9% | 115 |
| | Late night talk shows | 30.9% | 26.9% | 27.1% | 114 |
| | Science & nature shows | 41.3% | 36.5% | 36.8% | 112 |
| Type of Radio Programs Listened To (Top 5 Indexed) | Multicultural | 7.6% | 4.6% | 4.7% | 161 |
| | Jazz / Big band | 15.6% | 9.7% | 10.0% | 156 |
| | Classical music | 20.8% | 13.8% | 14.1% | 147 |
| | All sports | 17.1% | 11.7% | 11.9% | 143 |
| | Modern rock / Alternative rock | 43.2% | 32.4% | 32.9% | 131 |
| Types of Websites Visited (Top 5 Indexed) | Travel | 67.3% | 46.9% | 48.0% | 140 |
| | Magazine sites | 18.9% | 14.6% | 14.8% | 128 |
| | Network news sites (e.g., CNN) | 46.7% | 38.2% | 38.7% | 121 |
| | Sports | 36.2% | 29.6% | 30.0% | 121 |
| | Newspaper sites | 34.0% | 29.4% | 29.6% | 115 |

| 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 |