

U.S. TRAVEL MARKET

**Visiting Science and Technology Exhibits
While on Trips
Of One or More Nights**

A Profile Report

July 4, 2007

Prepared by Lang Research Inc. on behalf of:

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



Executive Summary

Over the last two years, 19.1% (42,267,186) of adult Americans visited a science and technology exhibit while on an out-of-town, overnight trip of one or more nights. An IMAX theatre (9.5%) and a science and technology museum (9.3%) were the most popular venues visited, followed by a children's museum (4.8%), a science and technology theme park (3.7%) and a planetarium (3.5%). 22.4% (9,479,158) of those visiting science and technology exhibits reported that this activity was the main reason for taking at least one trip in the past two years.

Relative to the average U.S. Pleasure Traveler, Science and Technology Exhibit Visitors are over-represented among 35 to 44 year olds who are married with dependent children (under 18) living at home. This suggests that these attractions may appeal most to those traveling with children. Their level of education (68.1% university degree or higher) and household incomes (\$83,286) are above-average. They are well-represented across the United States and in communities of all sizes.

Over the past two years, Science and Technology Exhibit Visitors traveled more frequently than the average U.S. Pleasure Traveler and were more likely to have taken a trip to Canada (22.3% versus 14.6%). The most common Canadian destinations were Ontario, British Columbia and Quebec, however they are over-represented among U.S visitors to all Canadian provinces and territories.

Science and Technology Exhibit Visitors participated in an extensive range of activities when on trips. They were more likely than the average U.S. Pleasure Traveler to engage in all types of culture and entertainment activity (e.g., shopping & dining, historical sites, museums & art galleries, theme parks & exhibits), outdoor activities (e.g., wildlife viewing, ocean activities), and tours and cruises (e.g., sameday guided or self-guided tours, sightseeing cruises). They tended to stay at seaside resorts, public campgrounds, or lakeside or riverside resorts. This segment is more likely than others to take family-oriented trips and to seek vacation experiences that are novel and offer opportunities to learn. They are also interested in destinations that offer lots for children to see and do.

The Internet is a very important tool for this segment. Most used the Internet for planning (81.2%) and booking (60.9%) trips in the past two years. They are more likely than the average U.S. Pleasure Traveler to use the specific website of an attraction or an exhibit to obtain information and purchase tickets. They are avid consumers of travel-related media and can also be targeted through media with a science and nature theme (e.g., science & geography 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 visited science and technology exhibits while on a trip, and compares them with other U.S. Pleasure Travelers (i.e., took at least one pleasure trip in the last two years). This report is part of a series of 43 Activity Reports prepared using the U.S. TAMS database.

Visiting Science and Technology Exhibits While on Trips

Market Incidence

Over the last two years, 19.1% (42,267,186) of adult Americans visited science and technology exhibits while on an out-of-town, overnight trip of one or more nights. The most popular activities were visiting an IMAX movie theatre (9.5%) and visiting a science and technology museum (9.3%). Visiting a children’s museum (4.8%) was next most popular type of exhibit, followed by a science and technology theme park (3.7%), and a planetarium (3.5%).

22.4% (9,479,158 adult Americans) of those who visited science and technology exhibits reported that this activity was the main reason for taking at least one trip in the past two years. Visiting a museum, theme park or planetarium was more likely to be the main reason for taking a trip than visiting an IMAX theatre.

Fig. 1 Incidence of Visiting Science and Technology Exhibits While on Trips¹

	Number of Science and Technology Exhibit Visitors ²	Percent Main Reason for Trip ³	Percent of Pleasure Travelers ⁴	Percent of Total U.S. Population ⁵
Size of Market	42,267,186	9,479,158	170,510,241	222,846,268
Science and Technology Exhibits (All Activities)	42,267,186	22.4%	24.8%	19.1%
IMAX movie theatre	20,989,682	16.5%	12.3%	9.5%
Science or technology museum	20,508,459	22.6%	12.0%	9.3%
Children's museum	10,619,966	21.1%	6.2%	4.8%
Science and Technology theme park	8,187,499	24.8%	4.8%	3.7%
Planetarium	7,813,297	23.0%	4.6%	3.5%
Participated in all five activities	571,818	23.5%	0.3%	0.3%

- 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 - "Science and Technology Exhibit Visitors" are defined as individuals who visited science and technology exhibits while on an out-of-town, overnight trip of one or more nights during the past two years and who took at least one out-of-town pleasure trip of one or more nights during the past two years. This column reports the number of individuals who participated in the activity on at least one trip during the last two years.
- 3 - This column reports the percent who participated in each activity who stated that the activity was the main reason for taking at least one trip during the past two years.
- 4 - "Pleasure Travelers" are defined as individuals who have taken at least one out-of-town pleasure trip of one or more nights in the last two years. This column reports the percent of Pleasure Travelers who participated in each activity on at least one trip during the last two years.
- 5 - This column reports the percent of the Total U.S. Adult Market who participated in each activity on a trip during the past two years.

Incidence by Region, State and Population Size

Science and Technology Exhibit Visitors are well-represented in all regions of the United States and across communities of all sizes. Relative to the average U.S. Pleasure Traveler, they are slightly over-represented among those living in Alaska and the East South Central, West South Central, New England and West North Central regions of the United States.

Fig. 2 Geographic Distribution & Population Size of Those Who Visited Science and Technology Exhibits While on Trips

	Total Population	Estimated Number Who Visited Science and Technology Exhibits	Percent of Pleasure Travelers in Region Who Visited Science and Technology Exhibits on a Trip	Percent of Total Regional Population Who Visited Science and Technology Exhibits on a Trip
United States	222,846,268	42,267,186	24.8%	19.1%
New England	11,095,629	2,178,303	25.4%	19.7%
Middle Atlantic	31,005,526	5,672,016	24.6%	18.4%
East North Central	34,621,254	6,585,332	24.7%	19.2%
West North Central	15,024,360	3,035,193	25.2%	20.5%
South Atlantic	42,602,998	7,801,749	24.3%	18.4%
East South Central	13,597,436	2,475,809	25.9%	18.3%
West South Central	24,853,901	4,646,782	25.6%	19.0%
Mountain	15,030,720	2,886,636	23.8%	19.4%
Pacific	34,529,689	6,856,004	24.6%	19.9%
Alaska	484,754	129,362	30.6%	26.7%
Not Available	745,757	172,431	27.8%	23.1%
Less than 100,000	29,429,442	4,985,392	24.0%	17.2%
100,000 to 499,999	36,551,501	6,772,132	24.9%	18.7%
500,000 to 1,999,999	52,335,815	9,856,366	24.8%	19.0%
2,000,000 or more	103,783,753	20,480,865	24.9%	19.9%

Science and Technology Exhibit Visitors are most likely to live in New Hampshire, Mississippi, Alaska, Vermont and New Jersey. They are least likely to live in Nevada, District of Columbia, Idaho, North Dakota and Maryland (see Fig. 3 on next page).

Fig. 3 Those Who Visited Science and Technology Exhibits While on Trips by U.S. State

Region	State	Population of State	Estimated Number Visited Sci & Tech Exhibits	Percent of Pleasure Travelers in State	Percent of State Population
United States	All States	222,846,268	42,267,186	24.8%	19.1%
New England	Connecticut	2,685,692	558,101	27.0%	20.8%
	Maine	1,047,770	167,520	23.1%	16.0%
	Massachusetts	4,423,562	792,535	22.6%	18.1%
	New Hampshire	1,604,344	398,627	33.4%	24.8%
	Rhode Island	837,445	147,498	21.2%	17.6%
	Vermont	496,816	114,021	29.8%	23.0%
Middle Atlantic	New Jersey	6,708,501	1,486,310	28.6%	22.5%
	New York	14,727,054	2,573,327	23.4%	17.6%
	Pennsylvania	9,569,972	1,612,379	23.6%	16.9%
East North Central	Illinois	9,521,097	1,862,858	25.1%	19.8%
	Indiana	4,717,624	922,307	25.8%	19.6%
	Michigan	7,709,890	1,598,090	26.6%	21.0%
	Ohio	8,412,962	1,437,298	23.3%	17.2%
	Wisconsin	4,259,682	764,778	22.2%	18.2%
West North Central	Iowa	2,262,393	481,078	26.9%	21.6%
	Kansas	2,304,474	464,388	26.2%	20.5%
	Minnesota	3,946,220	811,951	24.1%	20.7%
	Missouri	4,138,758	784,301	24.5%	19.3%
	Nebraska	1,304,361	291,487	27.9%	22.8%
	North Dakota	488,140	83,860	20.4%	17.2%
	South Dakota	580,015	118,127	26.3%	20.4%
South Atlantic	Delaware	646,427	116,023	23.7%	17.9%
	District of Columbia	521,285	61,754	17.8%	11.8%
	Florida	13,937,467	2,561,069	23.9%	18.6%
	Georgia	6,668,302	1,256,582	24.7%	18.9%
	Maryland	3,428,206	559,338	21.0%	16.4%
	North Carolina	6,651,453	1,129,595	22.9%	17.1%
	South Carolina	3,241,944	639,158	27.0%	19.9%
	Virginia	5,957,159	1,290,280	28.1%	21.8%
	West Virginia	1,550,755	187,950	21.6%	12.1%
East South Central	Alabama	3,431,591	632,476	26.2%	18.4%
	Kentucky	3,447,277	598,072	24.6%	17.5%
	Mississippi	2,156,793	425,318	30.8%	19.7%
	Tennessee	4,561,775	819,943	24.7%	18.0%
West South Central	Arkansas	2,103,346	314,952	22.1%	15.0%
	Louisiana	3,367,908	582,843	25.9%	18.2%
	Oklahoma	2,643,565	464,364	24.6%	17.6%
	Texas	16,739,082	3,284,623	26.1%	19.9%
Mountain	Arizona	4,451,660	853,208	24.2%	19.3%
	Colorado	3,501,822	708,554	24.5%	20.4%
	Idaho	1,044,920	165,718	20.2%	15.9%
	Montana	726,027	140,427	23.4%	19.3%
	Nevada	1,809,582	240,109	16.6%	13.3%
	New Mexico	1,433,596	308,218	28.0%	22.2%
	Utah	1,671,322	377,256	26.9%	22.7%
	Wyoming	391,790	93,145	27.9%	23.8%
Pacific	Alaska	484,754	129,362	30.6%	26.7%
	California	26,965,837	5,529,925	25.2%	20.6%
	Oregon	2,793,303	463,547	21.5%	16.6%
	Washington	4,770,549	862,532	22.5%	18.3%

Demographic Profile

Science and Technology Exhibit Visitors are slightly over-represented among 35 to 44 year olds. They tend to be married and are more likely than the average U.S. Pleasure Traveler to have dependent children (under 18 years of age) living at home. Their level of education and household income are above-average.

Fig. 4 Demographic Profile of Those Who Visited Science and Technology Exhibits on a Trip Relative to All U.S. Pleasure Travelers

Attribute	Size of Market	Science & Technology Exhibit Visitors	Did Not Visit a Science & Technology Exhibit ¹	Pleasure Travelers	Index ²
		42,267,186	128,243,055	170,510,241	100
Gender	Male	50.4%	47.9%	48.5%	104
	Female	49.6%	52.1%	51.5%	96
Age of Respondent	18 to 24	10.2%	11.0%	10.8%	94
	25 to 34	22.2%	20.6%	21.0%	106
	35 to 44	19.5%	16.6%	17.3%	113
	45 to 54	20.9%	21.1%	21.0%	100
	55 to 64	15.2%	15.6%	15.5%	98
	65 Plus	12.0%	15.2%	14.4%	84
Average Age		44.5	45.8	45.4	N/A
Marital Status	Not married	27.4%	31.6%	30.5%	90
	Married	72.6%	68.4%	69.5%	105
Parental Status	No children under 18	65.1%	71.7%	70.0%	93
	Children under 18	34.9%	28.3%	30.0%	117
Education	High school or less	12.9%	23.0%	20.5%	63
	Trade, Technical, Community Col.	19.1%	22.1%	21.4%	89
	University Degree	44.4%	40.0%	41.1%	108
	Post Graduate Degree	23.7%	14.9%	17.1%	139
Household Income	Under \$20,000	5.5%	8.9%	8.1%	68
	\$20,000 to \$39,999	12.5%	17.5%	16.2%	77
	\$40,000 to \$59,999	16.4%	16.8%	16.7%	98
	\$60,000 to \$79,999	15.5%	14.4%	14.7%	106
	\$80,000 to \$99,999	13.1%	11.1%	11.6%	113
	\$100,000 to \$149,999	17.1%	13.5%	14.4%	119
	\$150,000 or more	9.0%	5.9%	6.7%	135
	Not stated	11.0%	11.9%	11.7%	94
Average Household Income		\$83,286	\$71,311	\$74,303	N/A

- 1 - Those who "Did Not Visit a Science and Technology Exhibit" are defined as individuals who took at least one out-of-town, pleasure trip of one or more nights in the last two years but did not visit a science and technology exhibit on any trip. The number of Science and Technology Exhibit Visitors and Non-Visitors equal the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for Science and Technology Exhibit Visitors each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which Science and Technology Exhibit Visitors are over or under-represented relative to the average U.S. Pleasure Traveler. An index of 100 means the percent participating in the activity is the same as that of the average U.S. Pleasure Traveler. Index values over 100 indicate that those participating in the activity are over-represented relative to the average U.S. Pleasure Traveler. Index values less than 100 indicate that those participating in the activity are under-represented relative to the average U.S. Pleasure Traveler.

Travel Activity (During Last Two Years)

Science and Technology Exhibit Visitors traveled more frequently over the past two years than the average U.S. Pleasure Traveler. They were more likely than average to have taken trips both within their own state and to other American states in the past two years. They were also more likely than average to have visited Mexico, the Caribbean and overseas destinations.

Science and Technology Exhibit Visitors were more likely than the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (22.3% versus 14.6%). The most common destinations in Canada were Ontario (12.9%), British Columbia (7.0%) and Quebec (5.3%). However, relative to the average U.S. Pleasure Traveler, this segment was much more likely to have visited each of the other Canadian provinces or territories, and especially the northern territories (Yukon, Northwest Territories, Nunavut), and Newfoundland & Labrador.

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

	Science & Technology Exhibit Visitors	Did Not Visit a Science & Technology Exhibit	Pleasure Travelers	Index
Size of Market	42,267,186	128,243,055	170,510,241	100
All destinations	91.6%	83.4%	85.4%	107
Canada	22.3%	12.0%	14.6%	153
Newfoundland and Labrador	0.8%	0.3%	0.4%	183
Prince Edward Island	1.2%	0.4%	0.6%	200
New Brunswick	1.4%	0.6%	0.8%	177
Nova Scotia	2.1%	1.1%	1.3%	160
Quebec	5.3%	2.4%	3.1%	171
Ontario	12.9%	6.7%	8.3%	156
Manitoba	0.9%	0.4%	0.5%	177
Saskatchewan	0.9%	0.4%	0.5%	183
Alberta	2.1%	0.9%	1.2%	172
British Columbia	7.0%	3.2%	4.1%	170
Yukon	1.2%	0.4%	0.6%	210
Northwest Territories	0.7%	0.3%	0.4%	190
Nunavut	0.1%	LT 0.1%	LT 0.1%	228
Own State	86.9%	77.3%	79.7%	109
Other parts of the U.S.	95.8%	88.9%	90.6%	106
Mexico	18.1%	12.1%	13.6%	134
Caribbean	16.5%	11.5%	12.7%	129
All other destinations	13.5%	8.2%	9.6%	142

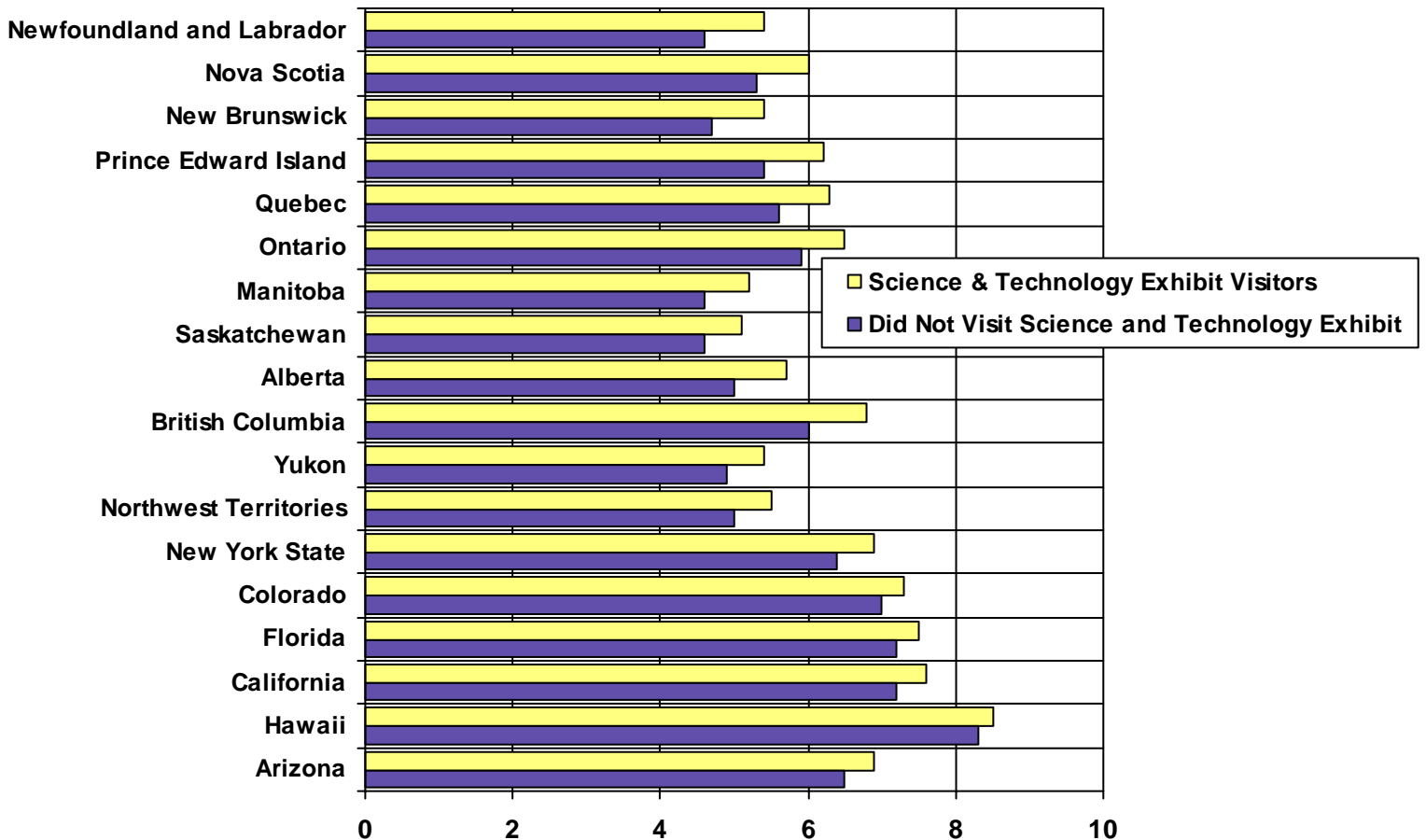
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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.

Science and Technology Exhibit Visitors gave higher ratings than other U.S. Pleasure Travelers to all Canadian destinations. British Columbia (6.8) received the highest rating, followed by Ontario (6.5), Quebec (6.3) and Prince Edward Island (6.2).

U.S. Pleasure Travelers (both Science and Technology Exhibit Visitors and Non-Visitors) tended to rate the U.S. reference states as more appealing than any of the Canadian provinces or territories. Hawaii (8.5) received the highest rating from this segment among all destinations.

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



Other Culture and Entertainment Activities Pursued While on Trips

Science and Technology Exhibit Visitors were much more likely than the average U.S. Pleasure Traveler to pursue a wide range of culture and entertainment activities while on trips. Almost all Science and Technology Exhibit Visitors went shopping and dining and the majority also visited historical sites, museums and art galleries, theme parks and exhibits, fairs and festivals, and casinos, theatre and comedy clubs. The cultural interests of this segment are clearly diverse. They were twice as likely as the average U.S. Pleasure Traveler to visit garden theme attractions, engage in agro-tourism, attend high art performances, participate in aboriginal cultural experiences, visit archaeological digs and sites, engage in participatory historical activities, and attend national and international sporting events when on trips in the past two years.

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

	Science & Technology Exhibit Visitors	Did Not Visit a Science & Technology Exhibit	Pleasure Travelers	Index
Size of Market	42,267,186	128,243,055	170,510,241	100
Shopping & Dining	91.2%	73.3%	77.7%	117
Historical Sites, Museums & Art Galleries	81.1%	44.4%	53.5%	152
Theme Parks & Exhibits	76.0%	40.1%	49.0%	155
Fairs & Festivals	62.6%	33.8%	41.0%	153
Casino, Theatre & Comedy Clubs	61.4%	40.2%	45.4%	135
Fine Dining & Spas	48.8%	27.7%	33.0%	148
Wine, Beer & Food Tastings	38.4%	17.8%	22.9%	167
Garden Theme Attractions	29.9%	8.3%	13.7%	219
Professional Sporting Events	27.7%	12.3%	16.1%	172
Agro-Tourism	27.1%	9.1%	13.5%	200
Rock Concerts & Recreational Dancing	25.4%	11.9%	15.3%	166
Equestrian & Western Events	24.6%	12.4%	15.5%	159
High Art Performances	22.1%	7.3%	10.9%	202
Aboriginal Cultural Experiences	17.1%	5.8%	8.6%	200
Theatre, Film & Musical Festivals	16.2%	5.7%	8.3%	195
Amateur Tournaments	13.1%	5.9%	7.7%	171
Archaeological Digs & Sites	12.7%	3.2%	5.5%	229
Participatory Historical Activities	8.8%	2.3%	3.9%	225
National & International Sporting Events	4.5%	1.0%	1.9%	242

Culture and Entertainment Activities Pursued While Not on Trips

Science and Technology Exhibit Visitors were more likely than the average U.S. Pleasure Traveler to pursue culture and entertainment activities when NOT traveling. The majority of Science and Technology Exhibit Visitors dined in restaurants and visited festivals or fairs, zoos or aquariums, museums, and historic sites or heritage buildings when not traveling. They were also more likely than the average U.S. Pleasure Traveler to visit art galleries, art shows and botanical gardens and attend live arts performances (e.g., classical music concerts, the ballet, opera).

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

	Science & Technology Exhibit Visitors	Did Not Visit a Science & Technology Exhibit	Pleasure Travelers	Index
Size of Market	42,267,186	128,243,055	170,510,241	100
Going out to eat in restaurants	95.1%	92.1%	92.8%	102
Going to festivals or fairs	74.2%	62.6%	65.5%	113
Going to zoos or aquariums	60.4%	40.8%	45.6%	132
Going to museums	57.0%	31.1%	37.5%	152
Going to historic sites or heritage buildings	54.3%	35.5%	40.1%	135
Going to amateur sporting events	46.8%	37.6%	39.9%	117
Going to amusement or theme parks	46.3%	35.4%	38.1%	121
Going to art galleries or art shows	42.2%	23.0%	27.8%	152
Going to live theatre	40.4%	25.5%	29.2%	139
Going to professional sporting events	40.1%	33.2%	34.9%	115
Going to pick-your-own farms or farmers' market	37.1%	29.8%	31.6%	117
Going to botanical gardens	30.5%	16.5%	20.0%	153
Going to gamble in casinos	29.0%	27.7%	28.0%	104
Going to bars with live pop or rock bands	25.8%	22.8%	23.6%	110
Going to rock music concerts	25.7%	19.9%	21.3%	120
Going dancing	24.0%	19.8%	20.8%	115
Going to classical music concerts	22.9%	12.2%	14.9%	154
Staying overnight in a hotel or B&B in own city	14.3%	9.3%	10.6%	135
Going to day spas	14.1%	9.0%	10.3%	137
Going to jazz clubs	11.8%	6.6%	7.9%	149
Going to the ballet	11.6%	5.6%	7.0%	164
Going to rodeos	10.0%	7.6%	8.2%	122
Going to the opera	9.4%	4.6%	5.7%	163

Outdoor Activities Pursued While on Trips

Science and Technology Exhibit Visitors were more likely than the average U.S. Pleasure Traveler to have participated in a wide range of outdoor activities while on trips in the past two years. Wildlife viewing and ocean activities were pursued by most Science and Technology Exhibit Visitors while traveling. As well, relative to the average U.S. Pleasure Traveler, this segment was more than twice as likely to have gone cycling and cross-country skiing and snowshoeing and to have participated in a ‘board & blade’ activity (e.g., ice-skating) or an extreme sport (e.g. extreme air sports, extreme skiing) when on a trip.

Fig. 9 Outdoor Activities Pursued While on Trips
(See Appendix Two for a Definition of Each Type of Outdoor Activity)

	Science & Technology Exhibit Visitors	Did Not Visit a Science & Technology Exhibit	Pleasure Travelers	Index
Size of Market	42,267,186	128,243,055	170,510,241	100
Wildlife Viewing	53.8%	28.7%	34.9%	154
Ocean Activities (e.g., swimming in ocean, ocean kayaking)	51.4%	35.7%	39.6%	130
Hiking, Climbing & Paddling	37.1%	19.0%	23.5%	158
Games & Individual Sports (e.g., tennis, board games)	35.3%	17.9%	22.2%	159
Boating & Swimming (e.g., motorboating, swimming in lakes)	31.0%	17.8%	21.0%	147
Exercising & Jogging	23.0%	11.1%	14.1%	163
Fishing	22.4%	17.1%	18.4%	122
Golfing	15.0%	9.2%	10.7%	140
Downhill Skiing & Snowboarding	12.8%	6.5%	8.0%	160
Team Sports (e.g., football, baseball, basketball)	12.8%	6.3%	7.9%	162
Cycling	12.0%	4.5%	6.3%	190
Horseback Riding	10.4%	4.7%	6.2%	170
Snowmobiling & ATVing	10.2%	6.1%	7.1%	143
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	8.6%	3.5%	4.8%	180
Board & Blade (e.g., skateboarding, ice-skating)	8.4%	2.6%	4.0%	209
Scuba & Snorkelling	6.6%	3.2%	4.1%	162
Hunting	5.9%	5.2%	5.4%	110
Motorcycling	4.2%	2.7%	3.1%	136
Cross-country Skiing & Snowshoeing	3.9%	1.2%	1.9%	206
Extreme Air Sports (e.g., parachuting, bungee jumping)	3.9%	1.0%	1.7%	223
Extreme Skiing (e.g., heli-skiing, overnight x-country trips)	0.7%	0.2%	0.3%	205

Outdoor Activities Pursued While Not on Trips

Science and Technology Exhibit Visitors were also quite active in outdoor activities when not traveling. Most Science and Technology Exhibit Visitors went on day outings to a park, went swimming, exercised at home or at a fitness club, gardened at home, and went picnicking when not traveling. Relative to the average U.S. Pleasure Traveler, they were especially likely to go canoeing or kayaking, downhill skiing, cross-country skiing, ice-skating and skateboarding when not traveling.

Fig. 10 Outdoor Activities Pursued While NOT on Trips

	Science & Technology Exhibit Visitors	Did Not Visit a Science & Technology Exhibit	Pleasure Travelers	Index
Size of Market	42,267,186	128,243,055	170,510,241	100
Day outing to a park	72.8%	59.9%	63.1%	115
Swimming	65.2%	53.7%	56.5%	115
Exercising at home or at a fitness club	62.3%	54.0%	56.0%	111
Gardening	57.5%	51.6%	53.1%	108
Picnicking	56.8%	44.8%	47.7%	119
Hiking	43.1%	29.0%	32.5%	133
Fishing	34.3%	32.2%	32.8%	105
Camping	31.6%	25.1%	26.7%	118
Cycling	30.8%	20.3%	22.9%	135
Jogging	24.5%	17.9%	19.5%	125
Sailing or other boating	23.9%	18.7%	20.0%	120
Golfing	20.8%	17.5%	18.3%	114
Playing team sports	19.5%	14.6%	15.8%	124
Playing racquet sports (e.g., tennis or badminton)	18.4%	11.5%	13.2%	139
Riding an all-terrain vehicle (ATV)	12.8%	11.1%	11.5%	111
Canoeing or kayaking	12.1%	6.4%	7.8%	155
Horseback riding	12.1%	7.4%	8.6%	141
Hunting	11.4%	11.9%	11.8%	97
Rollerblading	10.3%	6.3%	7.3%	141
Downhill skiing	8.5%	4.8%	5.7%	149
Ice-skating	8.2%	4.6%	5.5%	149
Cross-country skiing	4.2%	1.9%	2.5%	169
Snowmobiling	4.2%	3.0%	3.3%	126
Snowboarding	3.7%	2.3%	2.7%	139
Skateboarding	3.4%	1.8%	2.2%	154

Accommodations Stayed In While on Trips

Science and Technology Exhibit Visitors tended to stay at seaside resorts, public campgrounds and lakeside or riverside resorts when on trips. Relative to the average U.S. Pleasure Traveler, this segment was much more likely to have stayed in accommodations which offer superior food and drink (e.g., cooking school, wine tasting school, country inn or resort with gourmet restaurant, health spa). They were also more likely to have stayed on a houseboat or at a remote or fly-in wilderness lodge or outpost.

Fig. 11 Accommodations Stayed In While on Trips

	Science & Technology Exhibit Visitors	Did Not Visit a Science & Technology Exhibit	Pleasure Travelers	Index
Size of Market	42,267,186	128,243,055	170,510,241	100
Seaside Resort	43.0%	35.1%	37.7%	114
A Public Campground in a National, State, Provincial or Municipal Park	39.6%	32.5%	34.8%	114
Lakeside / Riverside Resort	32.6%	22.2%	25.6%	128
A Private Campground	23.5%	19.7%	20.9%	112
Ski Resort or Mountain Resort	23.2%	16.1%	18.4%	126
A Camp Site in a Wilderness Setting (Not a Campground)	11.4%	8.8%	9.6%	118
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	10.6%	7.8%	8.7%	122
Health Spa	10.2%	4.6%	6.5%	158
Wilderness Lodge You Can Drive to by Car	9.7%	5.9%	7.2%	136
Country Inn or Resort with Gourmet Restaurant	6.4%	3.0%	4.1%	157
Farm or Guest Ranch	5.6%	3.4%	4.1%	136
On a Houseboat	4.7%	2.1%	2.9%	161
Remote or Fly-In Wilderness Lodge	2.5%	1.3%	1.7%	150
Cooking School	2.2%	0.7%	1.2%	183
Wine Tasting School	1.5%	0.6%	0.9%	175
Remote or Fly-In Wilderness Outpost	1.5%	0.6%	0.9%	162

Tours and Cruises Taken During Past Two Years

Science and Technology Exhibit Visitors were much more likely than the average U.S. Pleasure Traveler to have taken tours and cruises in the past two years. The most popular tours were sameday tours (both organized and self-guided), city tours and scenic drives through the countryside while on trips. They were approximately twice as likely as the average U.S. Pleasure Traveler to have taken a winery tour, a factory tour and an air tour by airplane or helicopter in the past two years. The most popular types of cruises among Science and Technology Exhibit Visitors were sightseeing cruises and Caribbean ocean cruises. This segment was much more likely than the average U.S. Pleasure Traveler to have taken specialized cruises, such as a submarine cruise and cruises on the Great Lakes or St. Lawrence River.

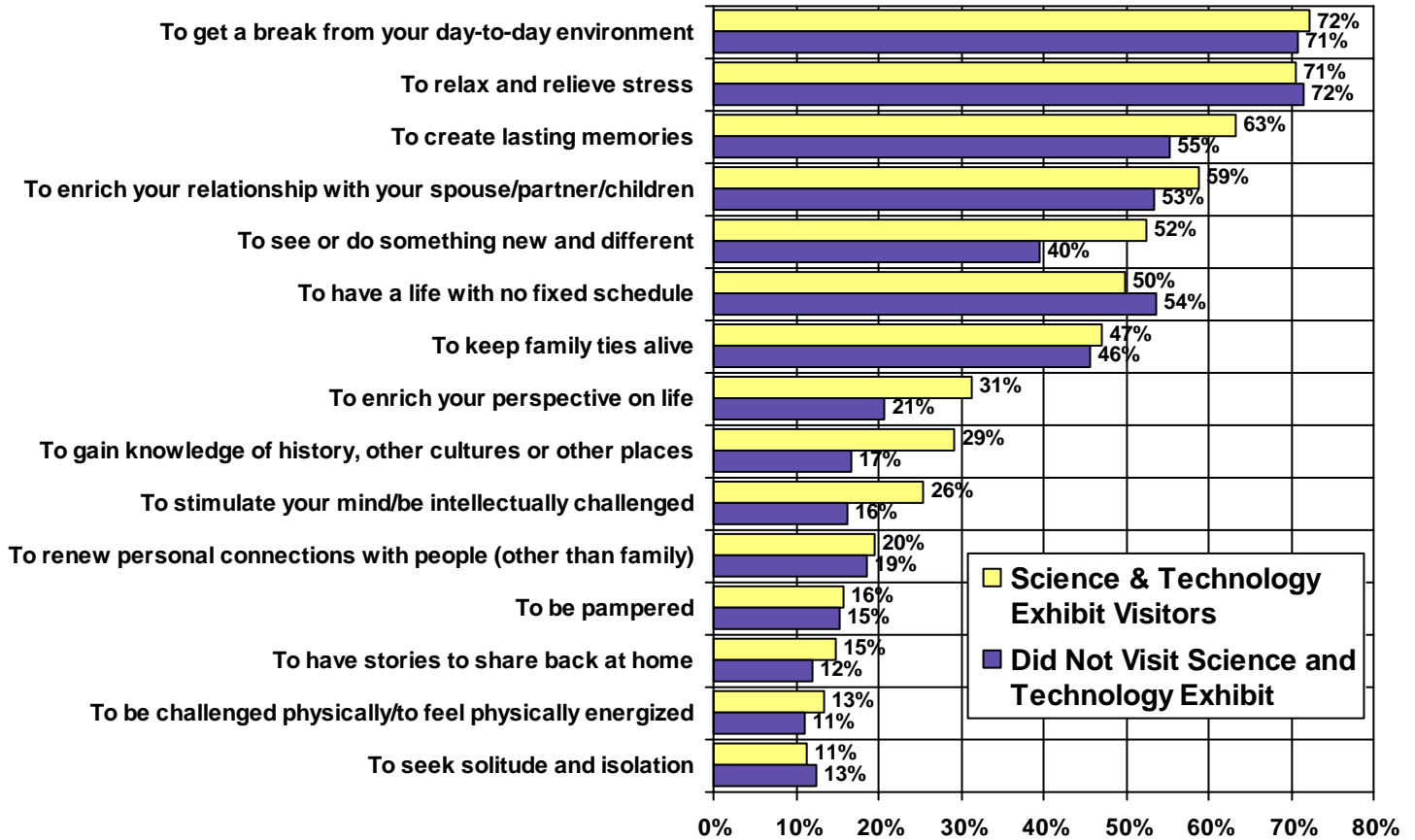
Fig. 12 Tours and Cruises Taken During Past Two Years

	Science & Technology Exhibit Visitors	Did Not Visit a Science & Technology Exhibit	Pleasure Travelers	Index
Size of Market	42,267,186	128,243,055	170,510,241	100
A self-guided sameday tour while on an overnight trip	29.1%	15.9%	19.2%	152
An organized sameday guided tour while on an overnight trip	26.8%	15.8%	18.5%	145
Around the city	25.3%	12.6%	15.8%	160
Around the country side - scenic drives	20.2%	10.8%	13.1%	154
A self-guided overnight tour where you stayed in different locations	18.3%	7.8%	10.4%	176
An organized overnight guided tour where you stayed in different locations	13.4%	6.0%	7.9%	171
On the water (sightseeing cruise)	13.3%	5.9%	7.8%	171
Some other type of tour	13.0%	7.5%	8.8%	147
Wilderness tour	12.4%	5.8%	7.4%	166
Caribbean ocean cruise	11.7%	8.1%	9.0%	131
An organized overnight guided tour where you stayed in a single location	10.7%	5.4%	6.7%	159
To a casino	8.0%	3.9%	4.9%	164
To a winery	6.8%	2.5%	3.6%	191
Ocean cruise - Other	6.6%	4.2%	4.8%	138
Alaskan ocean cruise	3.9%	2.0%	2.5%	157
To a factory	3.8%	1.2%	1.8%	208
Cruise on another lake or river	3.5%	1.5%	2.0%	176
Some other type of cruise	2.9%	1.3%	1.7%	170
In the air as a pilot or passenger of an airplane or helicopter	2.8%	0.9%	1.4%	201
Great Lakes cruise	0.8%	0.2%	0.4%	217
Submarine cruise	0.5%	0.2%	0.2%	217
Cruise on the St. Lawrence River	0.5%	0.2%	0.3%	179

Benefits Sought While on Vacation

As with most U.S. Pleasure Travelers, the majority of Science and Technology Exhibit Visitors take a vacation to get a break from their day-to-day environment, relax and relieve stress, create lasting memories, enrich family relationships and see or do something new and different. Relative to other U.S. Pleasure Travelers, Science and Technology Exhibit Visitors are more likely to consider novelty (e.g., seeing or doing something new and different) as an important vacation benefit. They are also more likely than others to consider it important that a vacation is intellectually stimulating and offers opportunities to learn (e.g., enriched perspective on life, new knowledge of history and other cultures or places, mental stimulation or intellectual challenges).

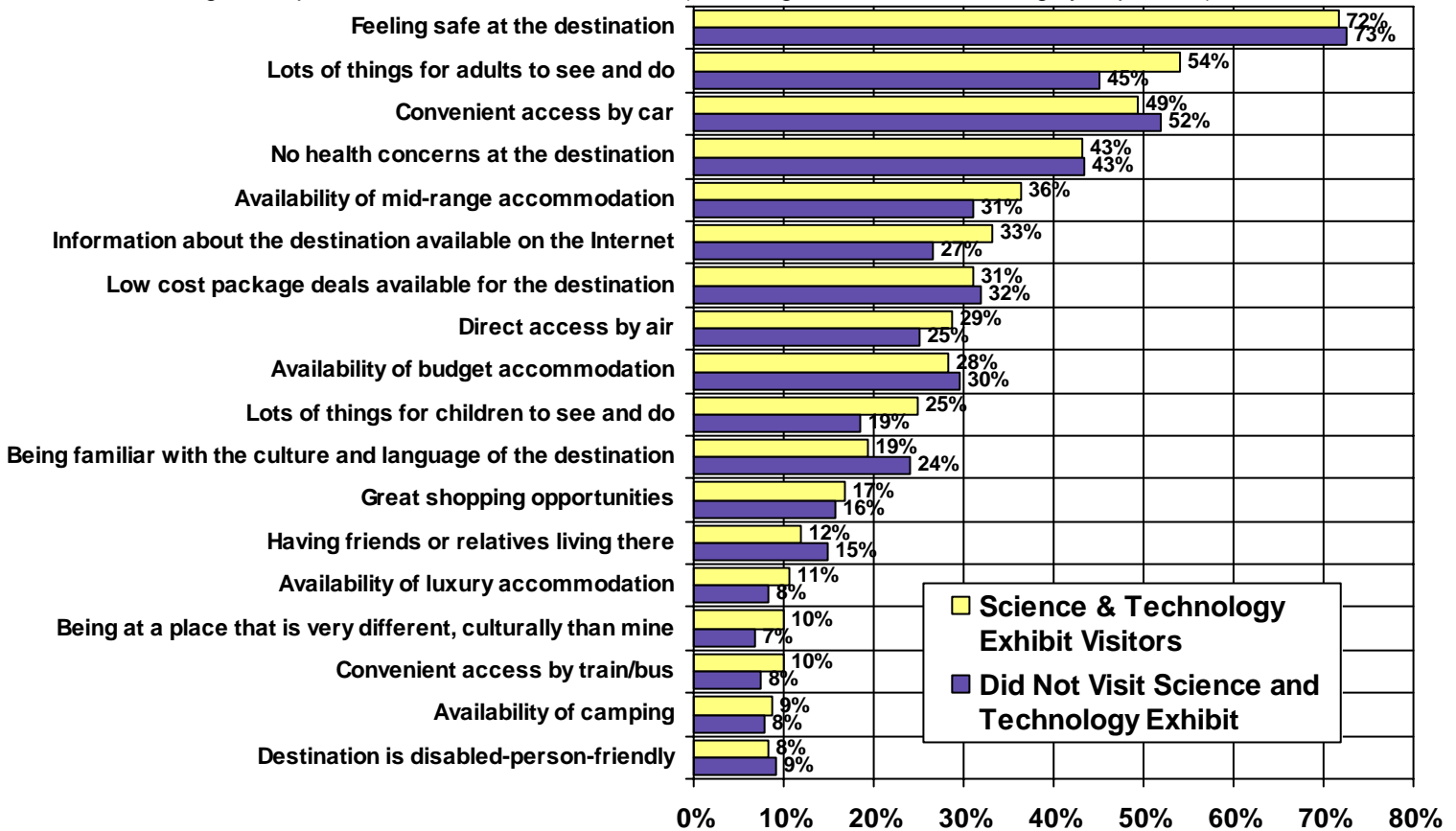
Fig.13 Benefits Sought While on Vacation
(Percent Rating Each Benefit as "Highly Important")



Other Attributes of a Destination Considered Important

Most Science and Technology Exhibit Visitors consider it important that they feel safe at a destination and have lots to see and do. Relative to the average U.S. Pleasure Traveler, they consider it more important that a destination has lots of things to see and do for both adults and children. They are also more likely to consider it important that a destination offers mid-range priced accommodation and provides information on the Internet.

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 most U.S. Pleasure Travelers, the majority of Science and Technology Exhibit Visitors start planning a summer or winter trip with a desired destination already in mind. However, this segment is more likely than the average U.S. Pleasure Traveler to start planning a trip by looking for a package deal without having a specific destination in mind.

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

	Science & Technology Exhibit Visitors	Did Not Visit a Science & Technology Exhibit	Pleasure Travelers	Index
Size of Market	42,267,186	128,243,055	170,510,241	100
Summer				
Started with a desired destination in mind	59.9%	57.6%	58.2%	103
Started by considering specific activities wanted to do	10.4%	9.8%	9.9%	104
Started with a certain type of vacation experience in mind	18.2%	17.0%	17.3%	105
Looked for packaged deals - no destination in mind	1.4%	1.0%	1.1%	130
Considered something else first	4.0%	4.8%	4.6%	88
Don't Know / Other	6.0%	9.9%	8.9%	68
Winter				
Started with a desired destination in mind	59.3%	58.8%	58.9%	101
Started by considering specific activities wanted to do	13.4%	10.4%	11.3%	119
Started with a certain type of vacation experience in mind	15.6%	14.4%	14.8%	105
Looked for packaged deals - no destination in mind	1.9%	1.2%	1.4%	133
Considered something else first	4.4%	5.7%	5.3%	83
Don't Know / Other	5.4%	9.4%	8.3%	66

Trip Planning and Information Sources Consulted

Most Science and Technology Exhibit Visitors are responsible for planning their trips either on their own (40.1%) or with someone else (18.5%). They tended to consult a wider variety of sources than the average U.S. Pleasure Traveler when planning vacations. The majority of Science and Technology Exhibit Visitors use Internet websites, past experience and word-of-mouth to plan vacations. Relative to the average U.S. Pleasure Traveler, they are particularly more likely to get travel information from official travel guides or brochures from a state or province, travel guidebooks such as Fodor's, television, newspapers or magazines, email newsletters and visits to trade, travel or sports shows.

Fig. 16 Who Plans Vacations and Information Sources Consulted

		Science & Technology Exhibit Visitors	Did Not Visit a Science & Technology Exhibit	Pleasure Travelers	Index
Size of Market		42,267,186	128,243,055	170,510,241	100
Who Plans Trips?	Respondent plans trips	40.1%	38.9%	39.2%	102
	Trip planning a shared responsibility	18.5%	17.3%	17.6%	105
	Someone else plans trips	41.4%	43.8%	43.2%	96
Information Sources Consulted	An Internet website	86.2%	72.4%	76.0%	113
	Past experience / Been there before	62.4%	51.7%	54.5%	115
	Advice of others / Word-of-mouth	55.1%	42.0%	45.4%	121
	Maps	44.5%	28.5%	32.7%	136
	An auto club such as AAA	33.6%	20.6%	24.0%	140
	Visitor information centres	33.4%	15.8%	20.4%	164
	Official travel guides or brochures from state / province	33.2%	16.1%	20.6%	161
	Articles in newspapers / magazines	29.4%	14.2%	18.1%	162
	Travel information received in the mail	23.4%	13.1%	15.8%	149
	A travel agent	23.3%	17.0%	18.6%	125
	Travel guide books such as Fodor's	20.1%	9.1%	12.0%	168
	Advertisements in newspapers / magazines	17.5%	8.5%	10.9%	161
	Programs on television	13.1%	5.0%	7.1%	184
	An electronic newsletter or magazine received by e-mail	10.8%	4.3%	6.0%	180
	Advertisements on television	6.7%	3.0%	4.0%	167
	Visits to trade, travel or sports shows	4.0%	1.9%	2.4%	164

Use of the Internet to Plan and Arrange Trips

Science and Technology Exhibit Visitors are more likely than the average U.S. Pleasure Traveler to book travel over the Internet (60.9%). Altogether, 81.2% of Science and Technology Exhibit Visitors have used the Internet to either plan a vacation or to purchase trip components. The majority in this segment use travel planning / booking websites such as Expedia, hotel or resort websites and airline websites. They are also more likely than the average U.S. Pleasure Traveler to consult the specific websites of attractions or exhibits to obtain information or purchase tickets.

Science and Technology Exhibit Visitors most often book accommodation and airline tickets over the Internet. They are also more likely than the average U.S. Pleasure Traveler to use the Internet to purchase tickets for specific activities or attractions and rail, bus or boat / ship fares.

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

		Science & Technology Exhibit Visitors	Did Not Visit a Science & Technology Exhibit	Pleasure Travelers	Index
	Size of Market	42,267,186	128,243,055	170,510,241	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	18.7%	35.0%	31.0%	61
	Uses Internet to plan trips only	20.3%	20.0%	20.1%	101
	Uses Internet to book part of trip	60.9%	45.0%	48.9%	125
Types of Websites Consulted	A travel planning/booking website	62.5%	52.8%	55.6%	112
	A website of a hotel or resort	60.7%	50.2%	53.3%	114
	An airline's website	52.4%	42.7%	45.6%	115
	A website of an attraction	47.7%	27.4%	33.4%	143
	A tourism website of a country / region / city	44.9%	31.0%	35.1%	128
	Some other website	29.0%	23.4%	25.1%	116
	A cruise line website	15.1%	11.3%	12.4%	121
	A motorcoach website	2.1%	1.0%	1.3%	156
Parts of Trips Booked Over The Internet	Accommodations	77.3%	69.4%	71.9%	108
	Air tickets	74.7%	68.7%	70.6%	106
	Car rental	45.8%	34.5%	38.0%	121
	Tickets or fees for specific activities or attractions	36.6%	21.7%	26.3%	139
	A package containing two or more items	22.9%	15.5%	17.8%	128
	Tickets for rail, bus or boat/ship fares	17.2%	9.5%	11.9%	145
	Other	3.7%	2.6%	2.9%	126

Media Consumption Habits

Science and Technology Exhibit Visitors are more likely than the average U.S. Pleasure Traveler to consume travel-related media, including the travel sections of the daily and weekend newspapers, travel magazines, travel shows on television and travel-oriented websites. Their interest in science and technology is reflected in their television viewing habits (e.g., science & nature, science fiction & fantasy) and magazine preferences (e.g., photography & video, science & geography). They are also keen consumers of news and current events programming.

Fig. 18 Media Consumption Habits

		Science & Technology Exhibit Visitors	Did Not Visit a Science & Technology Exhibit	Pleasure Travelers	Index
Size of Market		42,267,186	128,243,055	170,510,241	100
Newspaper Readership	Reads daily newspaper	62.7%	59.0%	59.9%	105
	Reads weekend edition of newspaper	58.9%	54.4%	55.5%	106
	Reads local neighbourhood or community newspapers	54.1%	48.0%	49.5%	109
	Reads other types of newspapers	18.5%	12.4%	13.9%	133
	Frequently or occasionally reads travel section of daily newspaper	50.9%	40.4%	43.0%	118
	Frequently or occasionally reads travel section of weekend newspaper	58.4%	46.3%	49.3%	118
Types of Magazines Read (Top 5 Indexed)	Photography and video	6.8%	2.9%	3.9%	174
	Magazines about your city	11.0%	5.6%	6.9%	160
	Science and geography	22.3%	11.3%	14.0%	159
	Travel (e.g., Condé Nast)	16.4%	8.7%	10.6%	154
	Regional magazines	10.2%	5.7%	6.8%	150
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	37.5%	26.1%	28.9%	130
	Science & nature shows	45.5%	33.9%	36.8%	124
	Science fiction / Fantasy shows	28.5%	22.5%	24.0%	119
	Biography	38.3%	31.1%	32.9%	117
	History	52.0%	42.6%	45.0%	116
Type of Radio Programs Listened To (Top 5 Indexed)	Classical music	19.5%	12.4%	14.1%	138
	Multicultural	6.5%	4.2%	4.7%	137
	Jazz/Big band	12.6%	9.2%	10.0%	126
	News / Talk / Information	39.1%	30.2%	32.4%	121
	Soft music / Adult contemporary	28.7%	23.3%	24.6%	117
Types of Websites Visited (Top 5 Indexed)	Magazine sites	18.4%	13.5%	14.8%	125
	Travel	58.3%	44.3%	48.0%	121
	Network news sites (e.g., CNN)	46.2%	35.9%	38.7%	119
	Newspaper sites	35.1%	27.6%	29.6%	119
	Sites for specific activities or interests	36.5%	31.1%	32.5%	112

Appendix One		
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 and Technology Exhibits	Science or Technology Museums	Children's Museums
	Science and 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 One		
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

Appendix Two: U.S. TAMS 2006 Outdoor Activity Segmentation

Activity Segment	Activities in Segment	
Golfing	Played During a Stay at a Golf Resort with Overnight Stay	Golf Tour Package to Play on Various Courses
	Played an Occasional Game While on a Trip	
Hunting	Hunting for Small Game	Hunting for Birds
	Hunting for Big Game	
Fishing	Fresh Water Fishing	Salt Water Fishing
	Ice Fishing	Trophy Fishing
Wildlife Viewing	Viewing Land Based Animals	Bird Watching
	Whale Watching & Other Marine Life	Visited National, Provincial /State Park
	Wildflowers /Flora Viewing	Viewing Northern Lights
Hiking, Climbing & Paddling	Mountain Climbing /Trekking	Fresh Water Kayaking /Canoeing
	Rock Climbing	White Water Rafting
	Hiking /Backpacking in Wilderness Setting With Overnight Camping or Lodging	Same Day Hiking Excursion While on a Trip of 1+ Nights
	Ice Climbing	Wilderness Skills Courses
Boating & Swimming	Motorboating	Swimming in Lakes
	Water Skiing	
Ocean Activities	Swimming in Oceans	Snorkelling in Sea /Ocean
	Sunbathing, Sitting on a Beach	Ocean Kayaking or Canoeing
Sailing & Surfing	Sailing	Parasailing
	Wind Surfing	Kite Surfing
Scuba & Snorkelling	Scuba Diving in Lakes /Rivers	Scuba Diving in Sea /Ocean
	Snorkelling in Lakes /Rivers	
Exercising & Jogging	Working Out in Fitness Centre	Jogging or Exercising Outdoors
Cycling	Overnight Touring Trip	Recreational - Same Day Excursion
	Mountain Biking	
Motorcycling	Overnight Touring Trip	Same Day Excursion
Horseback Riding	With an Overnight Stop	Same Day Excursion
Snowmobiling & ATVing	All Terrain Vehicle - Overnight Touring Trip	Snowmobiling As an Overnight Touring Trip
	All Terrain Vehicle - Same Day Excursion	Snowmobiling Day Use on Organized Trail
Downhill Skiing & Snowboarding	Snowboarding	Downhill Skiing
Cross-country Skiing & Snowshoeing	Cross-country Skiing	Snowshoeing
Extreme Skiing	Heli-Skiing	Cross Country or Back Country as an Overnight Touring Trip
	Ski Jouring	
Hockey, Skating, Rollerblading & Skateboarding	Ice-Hockey	In-Line /Rollerblading
	Ice-Skating	Skateboarding
Extreme Air Sports	Parachuting	Hot Air Ballooning
	Hang Gliding	Bungee Jumping
Team Sports	Football	Basketball
	Baseball or Softball	Soccer
Games & Individual Sports	Board Games	Badminton
	Volleyball	Tennis
	Beach Volleyball	Mini-Golf
	Bowling	