

U.S. TRAVEL MARKET

**Cross-Country Skiing and Snowshoeing
While on Trips of One or More Nights**

A Profile Report

April 24, 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, 1.4% (3,191,997) of adult Americans went cross-country skiing or snowshoeing while on an out-of-town, overnight trip of one or more nights. More American travelers went cross-country skiing (1.1%) than snowshoeing (0.6%) while on a trip. 40.8% of the Cross-Country Skiers and Snowshoers (1,202,102) reported that this activity was the main reason for taking at least one trip.

Although a relatively small segment, Cross-Country Skiers and Snowshoers are affluent and frequent travelers. They are well-educated (37.0% postgraduate degrees) and, on average, have a high annual household income (\$99,325). Relative to the average U.S. Pleasure Traveler, they are more likely to be male and fall into one of two age groups – younger adults 18 to 34 or middle-aged adults 45 to 64. They are slightly more likely than average to be married, but less likely to have children under 18 living at home. They are over-represented in Alaska and the New England, Mountain, Pacific and Middle Atlantic regions of the United States, and are more likely to live in large cities.

Cross-Country Skiers and Snowshoers were more than twice as likely as the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (37.7% versus 14.6%). The most common destinations were Ontario, British Columbia and Quebec. However, they were over-represented among U.S. Pleasure Travelers to all Canadian provinces and territories.

Cross-Country Skiers and Snowshoers tend to seek vacations that offer diverse and unique experiences. Most Cross-Country Skiers and Snowshoers want to see or do something new and different when they travel. They are more likely than the average U.S. Pleasure Traveler to seek both physical and intellectual challenges while on a trip. In the past two years, they were much more likely than the average U.S. Pleasure Traveler to participate in physically challenging outdoor activities while on trips including extreme skiing, extreme air sports, downhill skiing and snowboarding, and cycling. They were especially likely to participate in intellectually enriching activities (e.g., participatory historical activities, archaeological digs and sites, high art performances, aboriginal cultural experiences) when on a trip. They were also more likely than the average U.S. Pleasure Traveler to go on tours and cruises and to have stayed at a ski or mountain resort in the past two years.

Almost all Cross-Country Skiers and Snowshoers consult the Internet for travel information and a large majority (69.7%) have booked travel online. They are avid consumers of travel-related media (e.g., travel sections in newspapers, magazines, television, websites), and are more likely than average to obtain travel information from trade, travel and sports shows, guide books and official government guides.

Travel Activity and Motivation Survey (TAMS)

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

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

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

TAMS was sponsored by the following organizations:

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

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

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

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

Cross-Country Skiing & Snowshoeing While on Trips

Market Incidence

Over the last two years, 1.4% (3,191,997) of adult Americans went cross-country skiing or snowshoeing while on an out-of-town, overnight trip of one or more nights. 1.1% went cross-country skiing, 0.6% went snowshoeing and 0.3% did both activities.

Of those who went Cross-Country Skiing or Snowshoeing while on trips, 40.8% (1,303,102) reported that this activity was the main reason for taking at least one trip in the past two years. Cross-country skiing (43.7%) was more likely than snowshoeing (26.2%) to be reported as the main reason for taking at least one trip.

Fig. 1 Incidence of Cross-Country Skiing & Snowshoeing While on Trips¹

	Number of Skiers / Snowshoers ²	Percent Main Reason for Trip ³	Percent of Pleasure Travelers ⁴	Percent of Total U.S. Population ⁵
Size of Market	3,191,997	1,303,102	170,510,241	222,846,268
Cross-country Skiing & Snowshoeing (All Activities)	3,191,997	40.8%	1.9%	1.4%
Cross-country skiing	2,418,720	43.7%	1.4%	1.1%
Snowshoeing	1,364,848	26.2%	0.8%	0.6%
Participated in both activities	591,570	18.9%	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 - "Skiers/Snowshoers" are defined as individuals who went cross-country skiing or snowshoeing 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, overnight 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 overnight trip during the past two years.
- 4 - "Pleasure Travelers" are defined as individuals who have taken at least one out-of-town, overnight 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, Cross-Country Skiers and Snowshoers tend to be over-represented in Alaska and the New England, Mountain, Pacific and Middle Atlantic regions of the United States. They are more likely than the average U.S. Pleasure Traveler to live in large cities with populations of 2 million or more.

Fig. 2 Geographic Distribution & Population Size of Those Who Go Cross-Country Skiing or Snowshoeing While on Trips

	Total Population	Estimated Number Who Skied / Snowshoed on a Trip	Percent of Pleasure Travelers in Region Who Skied / Snowshoed on a Trip	Percent of Total Regional Population Who Skied / Snowshoed on a Trip
United States	222,846,268	3,191,997	1.9%	1.4%
New England	11,095,629	366,757	4.3%	3.3%
Middle Atlantic	31,005,526	480,608	2.1%	1.6%
East North Central	34,621,254	508,876	1.9%	1.5%
West North Central	15,024,360	230,995	1.9%	1.5%
South Atlantic	42,602,998	224,423	0.7%	0.5%
East South Central	13,597,436	76,189	0.8%	0.6%
West South Central	24,853,901	146,035	0.8%	0.6%
Mountain	15,030,720	398,895	3.3%	2.7%
Pacific	34,529,689	698,439	2.5%	2.0%
Alaska	484,754	60,780	14.4%	12.5%
Not available	745,757	61,587	9.9%	8.3%
Less than 100,000	29,429,442	280,153	1.3%	1.0%
100,000 to 499,999	36,551,501	406,950	1.5%	1.1%
500,000 to 1,999,999	52,335,815	667,882	1.7%	1.3%
2,000,000 or more	103,783,753	1,775,426	2.2%	1.7%

Cross-Country Skiers and Snowshoers are most likely to live in Alaska, Colorado, New Hampshire, Vermont, Maine and Minnesota. They are least likely to be from Arkansas, District of Columbia, Kentucky, Missouri or South Carolina (see Fig. 3 on next page).

Fig. 3 Those Who Go Cross-Country Skiing or Snowshoeing While on Trips by U.S. State

Region	State	Population of State	Estimated Number Skiers / Snowshoers	Percent of Pleasure Travelers in State	Percent of State Population
United States	All States	222,846,268	3,191,997	1.9%	1.4%
New England	Connecticut	2,685,692	72,634	3.5%	2.7%
	Maine	1,047,770	39,096	5.4%	3.7%
	Massachusetts	4,423,562	125,742	3.6%	2.8%
	New Hampshire	1,604,344	80,848	6.8%	5.0%
	Rhode Island	837,445	22,581	3.2%	2.7%
Vermont	Vermont	496,816	25,855	6.8%	5.2%
	New Jersey	6,708,501	80,139	1.5%	1.2%
Middle Atlantic	New York	14,727,054	284,830	2.6%	2.0%
	Pennsylvania	9,569,972	115,638	1.7%	1.2%
East North Central	Illinois	9,521,097	117,960	1.6%	1.2%
	Indiana	4,717,624	19,151	0.5%	0.4%
	Michigan	7,709,890	192,202	3.2%	2.6%
	Ohio	8,412,962	60,542	1.0%	0.7%
West North Central	Wisconsin	4,259,682	119,020	3.5%	2.8%
	Iowa	2,262,393	16,087	0.9%	0.7%
	Kansas	2,304,474	18,821	1.1%	0.8%
	Minnesota	3,946,220	162,624	4.8%	4.1%
	Missouri	4,138,758	9,578	0.3%	0.2%
	Nebraska	1,304,361	10,924	1.0%	0.8%
South Atlantic	North Dakota	488,140	9,358	2.3%	1.9%
	South Dakota	580,015	3,603	0.8%	0.6%
	Delaware	646,427	3,043	0.6%	0.5%
	District of Columbia	521,285	0	0.0%	0.0%
	Florida	13,937,467	65,192	0.6%	0.5%
	Georgia	6,668,302	48,389	0.9%	0.7%
	Maryland	3,428,206	22,496	0.8%	0.7%
East South Central	North Carolina	6,651,453	31,545	0.6%	0.5%
	South Carolina	3,241,944	7,872	0.3%	0.2%
	Virginia	5,957,159	39,661	0.9%	0.7%
	West Virginia	1,550,755	6,226	0.7%	0.4%
	Alabama	3,431,591	13,781	0.6%	0.4%
	Kentucky	3,447,277	3,502	0.1%	0.1%
	Mississippi	2,156,793	26,825	1.9%	1.2%
West South Central	Tennessee	4,561,775	32,080	1.0%	0.7%
	Arkansas	2,103,346	0	0.0%	0.0%
	Louisiana	3,367,908	16,220	0.7%	0.5%
	Oklahoma	2,643,565	15,646	0.8%	0.6%
Mountain	Texas	16,739,082	114,169	0.9%	0.7%
	Arizona	4,451,660	50,450	1.4%	1.1%
	Colorado	3,501,822	208,858	7.2%	6.0%
	Idaho	1,044,920	32,474	4.0%	3.1%
	Montana	726,027	5,408	0.9%	0.7%
	Nevada	1,809,582	11,366	0.8%	0.6%
	New Mexico	1,433,596	39,639	3.6%	2.8%
Pacific	Utah	1,671,322	40,346	2.9%	2.4%
	Wyoming	391,790	10,355	3.1%	2.6%
	Alaska	484,754	60,780	14.4%	12.5%
	California	26,965,837	485,345	2.2%	1.8%
	Oregon	2,793,303	79,417	3.7%	2.8%
	Washington	4,770,549	133,677	3.5%	2.8%

Demographic Profile

Relative to the average U.S. Pleasure Traveler, Cross-Country Skiers and Snowshoers are more likely to be male and over-represented in two age categories – younger adults aged 18 to 34 and middle-aged adults 45 to 64. They are slightly more likely than the average U.S. Pleasure Traveler to be married, however less likely to have dependent children (under 18) living at home. They are very affluent, with an average household income of almost \$100,000, and with 37.0 % having an advanced degree.

Fig. 4 Demographic Profile of Those Going Cross-Country Skiing or Snowshoeing Relative to All U.S. Pleasure Travelers

Attribute	Size of Market	Skiers/ Snowshoers	Non-Skiers/ Snowshoers ¹	Pleasure Travelers	Index ²
		3,191,997	167,318,244	170,510,241	100
Gender	Male	54.6%	48.4%	48.5%	112
	Female	45.4%	51.6%	51.5%	88
Age of Respondent	18 to 24	12.0%	10.8%	10.8%	111
	25 to 34	22.4%	20.9%	21.0%	107
	35 to 44	15.1%	17.3%	17.3%	87
	45 to 54	25.5%	21.0%	21.0%	121
	55 to 64	17.4%	15.4%	15.5%	112
	65 Plus	7.7%	14.5%	14.4%	53
Average Age		43.4	45.5	45.4	N/A
Marital Status	Not married	29.5%	30.6%	30.5%	96
	Married	70.5%	69.4%	69.5%	102
Parental Status	No children under 18	73.6%	70.0%	70.0%	105
	Children under 18	26.4%	30.0%	30.0%	88
Education	High school or less	7.2%	20.8%	20.5%	35
	Trade, Technical, Community Col.	14.3%	21.5%	21.4%	67
	University Degree	41.5%	41.0%	41.1%	101
	Post Graduate Degree	37.0%	16.7%	17.1%	216
Household Income	Under \$20,000	4.5%	8.2%	8.1%	56
	\$20,000 to \$39,999	10.8%	16.3%	16.2%	67
	\$40,000 to \$59,999	11.4%	16.8%	16.7%	68
	\$60,000 to \$79,999	12.6%	14.7%	14.7%	86
	\$80,000 to \$99,999	14.3%	11.5%	11.6%	123
	\$100,000 to \$149,999	18.6%	14.3%	14.4%	129
	\$150,000 or more	17.1%	6.5%	6.7%	256
	Not stated	10.7%	11.7%	11.7%	91
Average Household Income		\$99,325	\$73,821	\$74,303	N/A

- 1 - "Non-Skiers / Snowshoers" are defined as individuals who took at least one out-of-town, overnight pleasure trip of one or more nights in the last two years but did not go cross-country skiing or snowshoeing on any trip. The numbers of Skiers / Snowshoers and Non-Skiers / Snowshoers equal the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for Skiers / Snowshoers in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which Skiers / Snowshoers 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)

Cross-Country Skiers and Snowshoers were more likely than the average U.S. Pleasure Traveler to have taken a trip within their own state, to other U.S. states, and to Mexico, the Caribbean and other overseas destinations.

Cross-Country Skiers and Snowshoers were more than twice as likely as the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (37.7% versus 14.6%). They were especially likely to have visited Ontario (20.7%), British Columbia (15.1%) and Quebec (12.0%). In relative terms, Cross-Country Skiers and Snowshoers were more likely than the average U.S. Pleasure Traveler to have visited all of the Canadian provinces or territories, and especially Newfoundland and Labrador, Alberta, Manitoba, Saskatchewan, the Yukon and Nunavut and Quebec.

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

	Skiers/ Snowshoers	Non-Skiers/ Snowshoers	Pleasure Travelers	Index
Size of Market	3,191,997	167,318,244	170,510,241	100
All destinations	97.1%	85.2%	85.4%	114
Canada	37.7%	14.1%	14.6%	259
Newfoundland and Labrador	2.1%	0.4%	0.4%	507
Prince Edward Island	2.2%	0.6%	0.6%	367
New Brunswick	2.9%	0.8%	0.8%	355
Nova Scotia	4.7%	1.3%	1.3%	353
Quebec	12.0%	2.9%	3.1%	386
Ontario	20.7%	8.0%	8.3%	250
Manitoba	2.1%	0.5%	0.5%	400
Saskatchewan	1.9%	0.5%	0.5%	399
Alberta	5.0%	1.1%	1.2%	416
British Columbia	15.1%	3.9%	4.1%	365
Yukon	2.9%	0.5%	0.6%	507
Northwest Territories	0.8%	0.4%	0.4%	197
Nunavut	0.3%	0.0%	0.0%	746
Own State	93.3%	79.4%	79.7%	117
Other parts of United States	97.5%	90.5%	90.6%	108
Mexico	22.1%	13.4%	13.6%	163
Caribbean	20.3%	12.6%	12.7%	159
All other destinations	23.2%	9.3%	9.6%	243

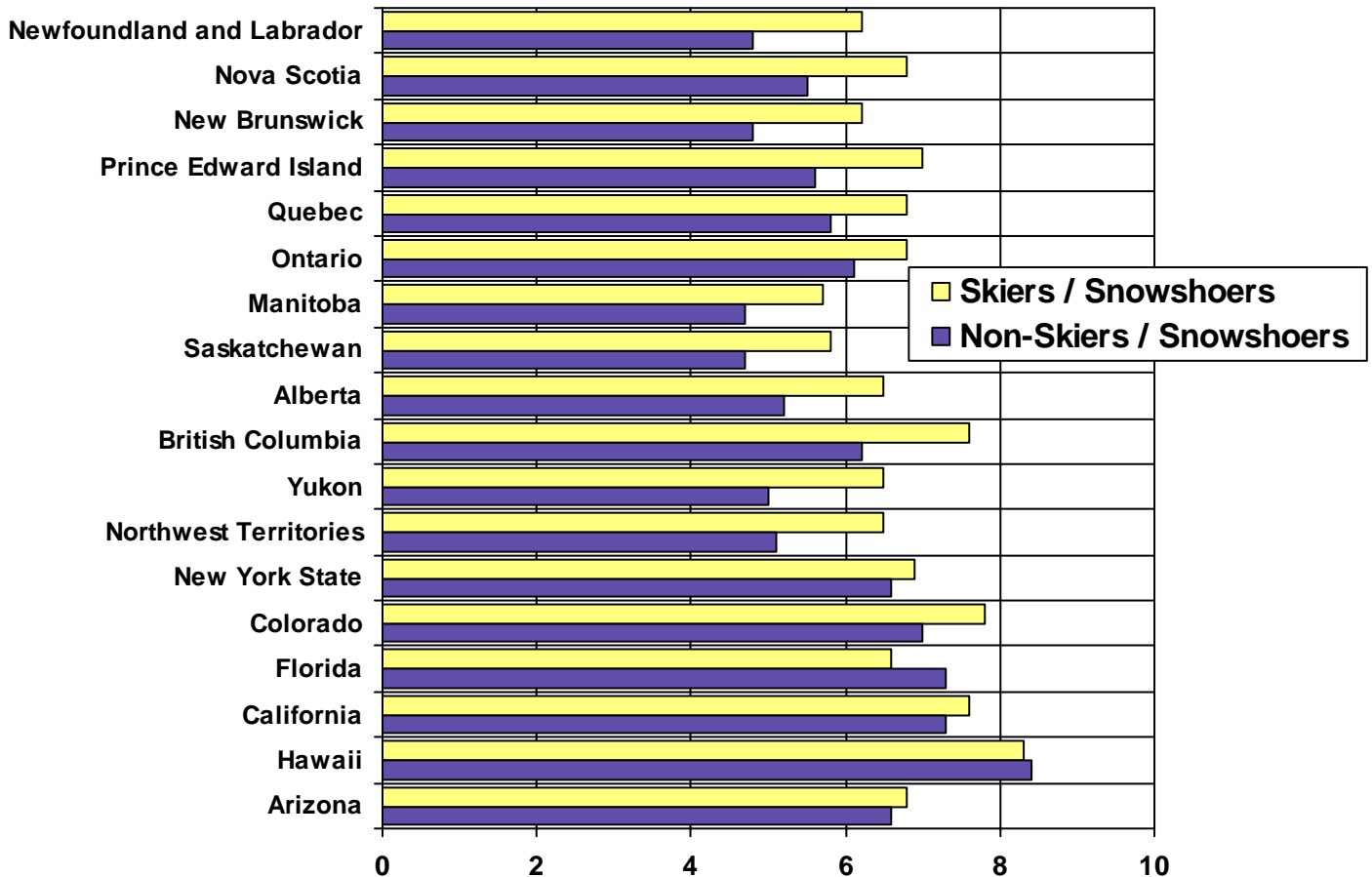
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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 Cross-Country Skiers and Snowshoers are higher than the ratings of those who did not participate in these activities for all Canadian destinations. British Columbia (7.6) is rated as the most appealing province, followed by Prince Edward Island (7.0), and Ontario, Quebec and Nova Scotia (all 6.8).

Among the six reference U.S. states, Hawaii (8.3) receives the highest rating among Cross-Country Skiers and Snowshoers. Colorado (7.8) receives a rating that is well above the average, while Florida receives a below-average rating (6.6).

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

Cross-Country Skiers and Snowshoers were much more likely than the average U.S. Pleasure Traveler to participate in a wide range of outdoor activities while on trips. The majority of Cross-Country Skiers and Snowshoers participated in hiking, climbing and paddling, ocean activities, wildlife viewing, and boating and swimming while on a trip. Among the winter-oriented outdoor activities, Cross-Country Skiers and Snowshoers were especially more likely to go extreme skiing, downhill skiing and snowboarding, and ice-skating (Board & Blade). In terms of summer outdoor activities, they were particularly likely to participate in extreme air sports, cycling, rollerblading or skateboarding (Board & Blade), scuba and snorkelling, and sailing and surfing.

In part, the enthusiasm for all types of outdoor activities while on trips reflects the fact that this segment is over-represented among 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)

	Skiers/ Snowshoers	Non-Skiers/ Snowshoers	Pleasure Travelers	Index
Size of Market	3,191,997	167,318,244	170,510,241	100
Hiking, Climbing & Paddling	71.2%	22.6%	23.5%	303
Ocean Activities (e.g., swimming in ocean, ocean kayaking)	69.8%	39.0%	39.6%	176
Wildlife Viewing	65.6%	34.3%	34.9%	188
Boating & Swimming (e.g., motorboating, swimming in lakes)	55.9%	20.4%	21.0%	266
Downhill Skiing & Snowboarding	46.1%	7.3%	8.0%	574
Games & Individual Sports (e.g., tennis, board games)	42.4%	21.8%	22.2%	191
Exercising and Jogging	41.1%	13.6%	14.1%	292
Fishing	36.1%	18.1%	18.4%	196
Cycling	34.7%	5.8%	6.3%	548
Snowmobiling & ATVing	24.9%	6.8%	7.1%	349
Golfing	23.5%	10.4%	10.7%	221
Board and Blade (e.g., skateboarding, ice-skating)	21.6%	3.7%	4.0%	535
Horseback Riding	20.6%	5.9%	6.2%	334
Sailing and Surfing (e.g., sailing, windsurfing, parasailing)	20.6%	4.5%	4.8%	432
Team Sports (e.g., football, baseball, basketball)	17.7%	7.7%	7.9%	224
Scuba & Snorkelling	16.8%	3.8%	4.1%	414
Hunting	12.2%	5.3%	5.4%	225
Extreme Air Sports (e.g., parachuting, bungee jumping)	10.2%	1.6%	1.7%	592
Motorcycling	9.3%	2.9%	3.1%	305
Extreme Skiing (e.g., heli-skiing, overnight x-country trips)	8.5%	0.2%	0.3%	2545

Outdoor Activities Pursued While Not on Trips

The very high level of activity among Cross-Country Skiers and Snowshoers while on trips is also apparent when they are NOT traveling. When not on a trip, most Cross-Country Skiers and Snowshoers engage in a variety of outdoor activities, including day outings to a park, exercising at home or at a fitness club, hiking, swimming, gardening at home, picnicking and cycling. Among the summer outdoor activities pursued while not traveling, they were much more likely than the average U.S. Pleasure Traveler to go canoeing or kayaking, jogging, rollerblading and horseback riding and to play racquet sports. This activity segment was also much more likely than the average U.S. Pleasure Traveler to go cross-country skiing, downhill skiing, snowmobiling, snowboarding and ice skating when not traveling.

Fig. 8 Outdoor Activities Pursued While NOT on Trips

	Skiers/ Snowshoers	Non-Skiers/ Snowshoers	Pleasure Travelers	Index
Size of Market	3,191,997	167,318,244	170,510,241	100
Day outing to a park	78.8%	62.8%	63.1%	125
Exercising at home or at a fitness club	75.0%	55.7%	56.0%	134
Hiking	73.9%	31.7%	32.5%	227
Swimming	67.3%	56.3%	56.5%	119
Gardening	63.9%	52.9%	53.1%	120
Picnicking	60.5%	47.5%	47.7%	127
Cycling	57.1%	22.2%	22.9%	250
Camping	51.7%	26.2%	26.7%	194
Cross-country skiing	47.9%	1.6%	2.5%	1908
Jogging	39.6%	19.1%	19.5%	203
Fishing	38.7%	32.6%	32.8%	118
Canoeing or kayaking	32.6%	7.4%	7.8%	415
Downhill skiing	31.1%	5.2%	5.7%	544
Sailing or other boating	30.8%	19.7%	20.0%	154
Playing racquet sports (e.g., tennis or badminton)	27.7%	12.9%	13.2%	210
Playing team sports	27.1%	15.6%	15.8%	171
Hunting	24.3%	18.2%	18.3%	133
Horseback riding	16.8%	8.4%	8.6%	196
Ice-skating	15.6%	5.3%	5.5%	284
Hunting	15.6%	11.7%	11.8%	132
Riding an all-terrain vehicle (ATV)	15.6%	11.4%	11.5%	136
Rollerblading	14.5%	7.2%	7.3%	198
Snowmobiling	12.5%	3.1%	3.3%	378
Snowboarding	9.4%	2.6%	2.7%	350
Skateboarding	3.6%	2.2%	2.2%	163

Culture and Entertainment Activities Pursued While on Trips

Cross-Country Skiers and Snowshoers were more likely than the average U.S. Pleasure Traveler to have participated in intellectually enriching activities when on trips in the past two years. They were much more likely than the average U.S. Pleasure Traveler to have taken part in participatory historical activities, aboriginal cultural experiences, archaeological digs and agro-tourism. They were also more likely to have attended theatre, film and musical festivals, high art performances and garden themed attractions while on a trip. Cross-Country Skiers and Snowshoers were also more likely than the average U.S. Pleasure Traveler to seek out entertainment venues while on trips. For example, they were much more likely than average to have gone to rock concerts and recreational dancing, to have participated in wine, beer and food tastings and to have attended fairs and festivals while on a trip. The diverse range of cultural and entertainment activities pursued while on a trip may reflect the fact that Cross-Country Skiers and Snowshoers tend to be very well-educated and affluent.

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

	Skiers/ Snowshoers	Non-Skiers/ Snowshoers	Pleasure Travelers	Index
Size of Market	3,191,997	167,318,244	222,846,268	100
Shopping and Dining	91.1%	77.5%	60.4%	151
Historical Sites, Museums & Art Galleries	80.1%	53.0%	40.9%	196
Fairs and Festivals	69.3%	40.4%	31.7%	219
Casino, Theatre and Comedy Clubs	64.3%	45.1%	35.1%	183
Theme Parks & Exhibits	62.7%	48.7%	37.8%	166
Fine Dining and Spas	53.8%	32.6%	25.5%	211
Wine, Beer and Food Tastings	53.1%	22.4%	17.7%	300
Science and Technology Exhibits	51.0%	24.3%	19.1%	267
Rock Concerts and Recreational Dancing	37.3%	14.8%	11.8%	317
Garden Theme Attractions	34.2%	13.3%	10.5%	325
Professional Sporting Events	33.4%	15.8%	12.5%	268
Agro-Tourism	31.6%	13.2%	10.4%	303
High Art Performances	31.0%	10.6%	8.5%	366
Aboriginal Cultural Experiences	28.0%	8.2%	6.6%	423
Equestrian & Western Events	27.6%	15.2%	12.0%	231
Theatre, Film & Musical Festivals	26.2%	8.0%	6.5%	406
Amateur Tournaments	17.4%	7.5%	5.9%	294
Archaeological Digs & Sites	17.4%	5.3%	4.2%	409
Participatory Historical Activities	14.1%	3.7%	3.0%	466
National & International Sporting Events	9.9%	1.7%	1.4%	685

Culture and Entertainment Activities Pursued While Not on Trips

Cross-Country Skiers and Snowshoers pursue a diverse range of culture and entertainment interests even when NOT traveling. While not on trips, the majority go to restaurants, festivals or fairs, historic sites or heritage buildings, museums, art galleries or art shows, and amateur sporting events. They are also much more likely than the average U.S. Pleasure Traveler to attend a wide array of performing arts including the ballet, the opera, jazz clubs and classical music concerts. Conversely, they were less likely than the average U.S. Pleasure Traveler to go to casinos or to amusement or theme parks.

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

	Skiers/ Snowshoers	Non-Skiers/ Snowshoers	Pleasure Travelers	Index
Size of Market	3,191,997	167,318,244	170,510,241	100
Going out to eat in restaurants	94.4%	92.8%	92.8%	102
Going to festivals or fairs	73.1%	65.3%	65.5%	112
Going to historic sites or heritage buildings	57.2%	39.8%	40.1%	142
Going to museums	54.9%	37.2%	37.5%	146
Going to art galleries or art shows	50.8%	27.3%	27.8%	183
Going to amateur sporting events	50.0%	39.7%	39.9%	125
Going to zoos or aquariums	48.5%	45.6%	45.6%	106
Going to live theatre	46.9%	28.8%	29.2%	161
Going to pick-your-own farms or farmers' market	45.7%	31.3%	31.6%	145
Going to professional sporting events	44.5%	34.7%	34.9%	128
Going to botanical gardens	35.7%	19.7%	20.0%	179
Going to bars with live pop or rock bands	35.7%	23.3%	23.6%	151
Going to rock music concerts	32.5%	21.1%	21.3%	152
Going to classical music concerts	30.4%	14.6%	14.9%	204
Going dancing	30.2%	20.7%	20.8%	145
Going to amusement or theme parks	29.9%	38.3%	38.1%	79
Going to gamble in casinos	25.6%	28.0%	28.0%	92
Staying overnight in a hotel or B&B in own city	18.8%	10.4%	10.6%	178
Going to jazz clubs	18.5%	7.7%	7.9%	234
Going to the ballet	17.6%	6.8%	7.0%	250
Going to day spas	17.2%	10.2%	10.3%	167
Going to the opera	13.5%	5.6%	5.7%	235
Going to rodeos	11.0%	8.2%	8.2%	134

Accommodations Stayed In While on Trips

The majority of Cross-Country Skiers and Snowshoers (52.2%) stayed at a ski resort or mountain resort while on a trip in the past two years. They also tended to stay at a public campground in a national, state / provincial or municipal park. This segment was also more likely than the average U.S. Pleasure Traveler to have stayed at a campsite in a wilderness setting. Among the more specialized accommodation types, Cross-Country Skiers and Snowshoers were much more likely than the average U.S. Pleasure Traveler to have stayed at a remote or fly-in wilderness outpost or lodge, a wine tasting or cooking school, and a country inn or resort with a gourmet restaurant.

Fig. 11 Accommodations Stayed In While on Trips

	Skiers/ Snowshoers	Non-Skiers/ Snowshoers	Pleasure Travelers	Index
Size of Market	3,191,997	167,318,244	170,510,241	100
Ski Resort or Mountain Resort	52.2%	17.3%	18.4%	283
A Public Campground in a National, State, Provincial or Municipal Park	48.8%	34.4%	34.8%	140
Seaside Resort	39.5%	37.6%	37.7%	105
Lakeside / Riverside Resort	36.3%	25.2%	25.6%	142
A Private Campground	27.1%	20.7%	20.9%	129
A Camp Site in a Wilderness Setting (Not a Campground)	26.6%	9.1%	9.6%	277
Wilderness Lodge You Can Drive to by Car	18.3%	6.8%	7.2%	254
Health Spa	12.4%	6.3%	6.5%	192
Country Inn or Resort with Gourmet Restaurant	12.0%	3.8%	4.1%	295
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	11.4%	8.6%	8.7%	131
Farm or Guest Ranch	7.8%	4.0%	4.1%	190
On a Houseboat	7.6%	2.8%	2.9%	261
Remote or Fly-In Wilderness Outpost	5.7%	0.8%	0.9%	623
Cooking School	5.6%	1.0%	1.2%	478
Remote or Fly-In Wilderness Lodge	5.4%	1.6%	1.7%	317
Wine Tasting School	4.4%	0.8%	0.9%	506

Tours and Cruises Taken During Past Two Years

Cross-Country Skiers and Snowshoers were more likely than the average U.S. Pleasure Traveler to have taken all types of tours or cruises during the past two years. They were most likely to take a self-guided or guided sameday tour, a scenic countryside drive, a city tour or a self-guided overnight tour with stays in different locations. Relative to the average U.S. Pleasure Traveler, they were much more likely to have taken unusual cruises (e.g., a Great Lakes cruise, a submarine cruise, a St. Lawrence River cruise) and tours (winery tour, airplane or helicopter tour, factory tour).

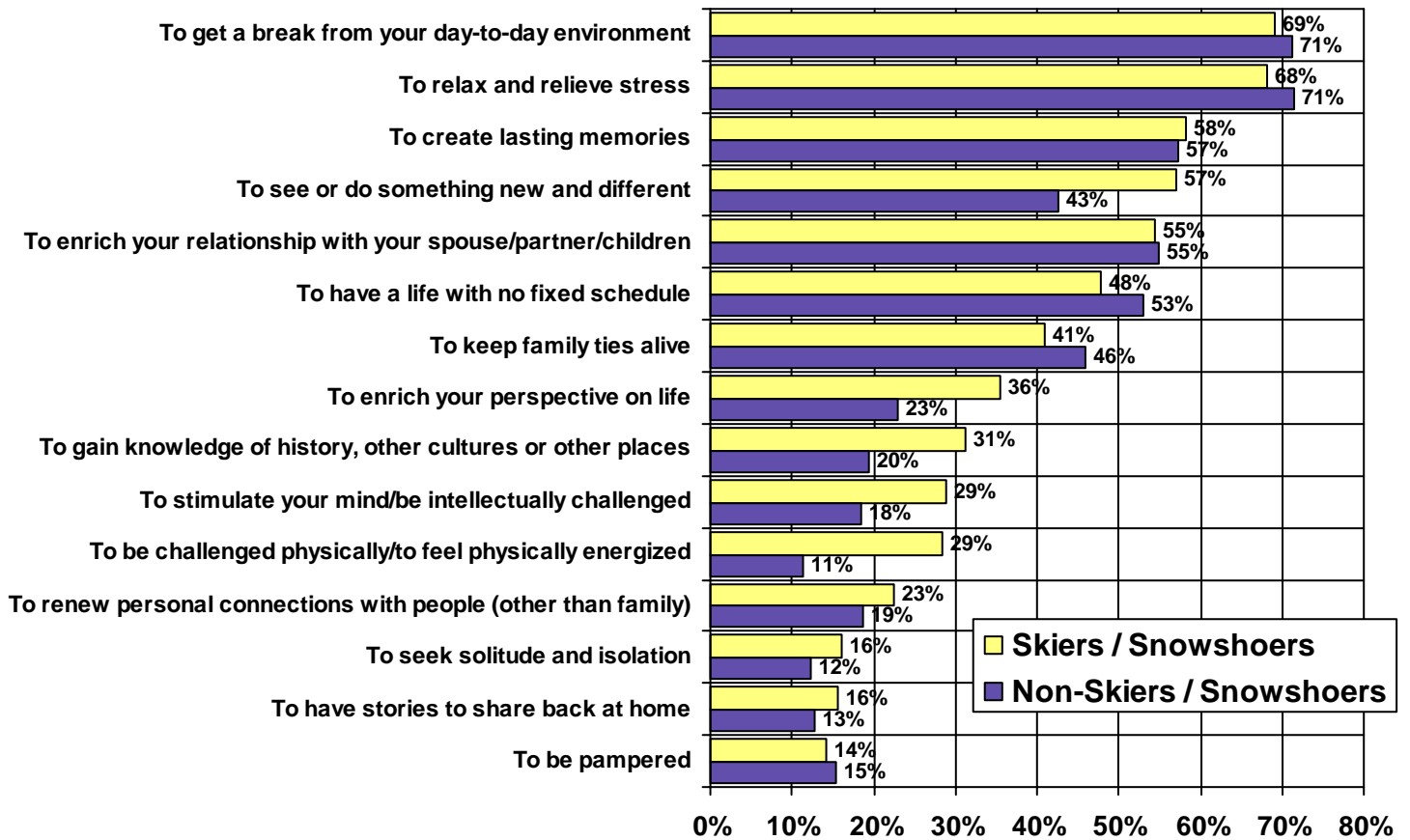
Fig. 12 Tours and Cruises Taken During Past Two Years

	Skiers/ Snowshoers	Non-Skiers/ Snowshoers	Pleasure Travelers	Index
Size of Market	3,191,997	167,318,244	170,510,241	100
A self-guided sameday tour while on an overnight trip	37.7%	18.8%	19.2%	196
Around the country side - scenic drives	27.7%	12.8%	13.1%	211
An organized sameday guided tour while on an overnight trip	27.3%	18.4%	18.5%	147
Around the city	26.3%	15.6%	15.8%	167
A self-guided overnight tour where you stayed in different locations	25.8%	10.1%	10.4%	248
Wilderness tour	21.1%	7.2%	7.4%	284
An organized overnight guided tour where you stayed in different locations	18.1%	7.7%	7.9%	230
On the water (sightseeing cruise)	16.6%	7.6%	7.8%	213
Some other type of tour	14.1%	8.7%	8.8%	160
An organized overnight guided tour where you stayed in a single location	12.8%	6.6%	6.7%	191
To a winery	11.8%	3.4%	3.6%	331
Caribbean ocean cruise	11.8%	8.9%	9.0%	132
Ocean cruise - Other	9.1%	4.7%	4.8%	190
To a casino	8.9%	4.8%	4.9%	182
Alaskan ocean cruise	6.4%	2.4%	2.5%	256
Cruise on another lake or river	6.1%	1.9%	2.0%	311
To a factory	5.4%	1.8%	1.8%	295
Some other type of cruise	4.6%	1.7%	1.7%	271
In the air as a pilot or passenger of an airplane or helicopter	4.4%	1.4%	1.4%	313
Great Lakes cruise	3.0%	0.3%	0.4%	764
Submarine cruise	1.2%	0.2%	0.2%	485
Cruise on the St. Lawrence River	1.1%	0.3%	0.3%	370

Benefits Sought While on Vacation

Most Cross-Country Skiers and Snowshoers take vacations in order to get a break from their day-to-day environment, to relax and relieve stress, to create lasting memories, to do something new and different, and to enrich family relationships. Relative to those who did not go Cross-Country Skiing or Snowshoeing when on a trip, this activity segment is more likely to seek out vacations that offer opportunities to see or do something new, to be physically energized and challenged, and to learn something new (e.g., to gain knowledge of the history and culture of a destination, to be intellectually stimulated).

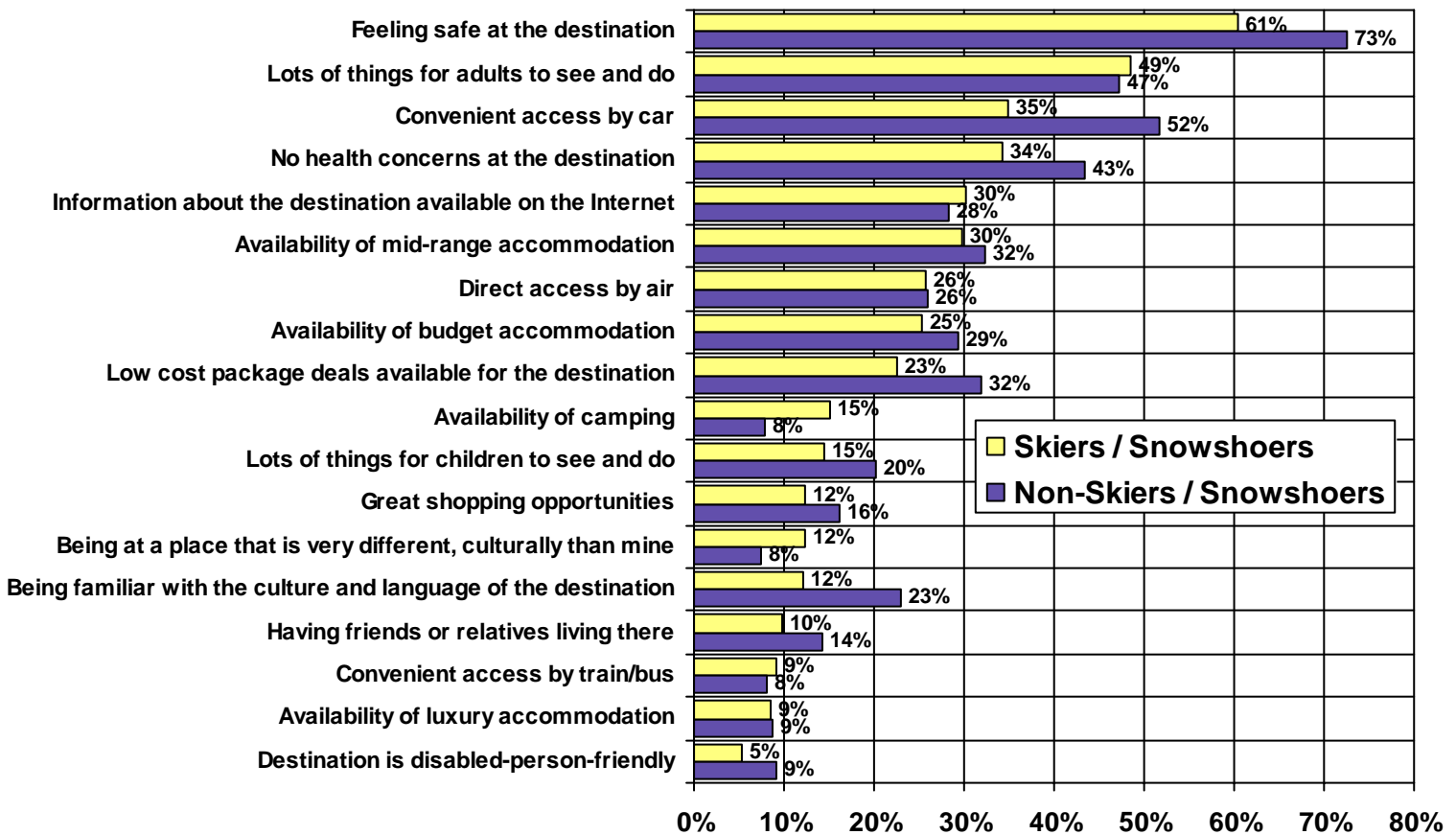
Fig.13 Benefits Sought While on Vacation
(Percent Rating Each Benefit as "Highly Important")



Other Attributes of a Destination Considered Important

The only destination attribute rated as highly important by the majority of Cross-Country Skiers and Snowshoers was the need to feel safe. Relative to the average U.S. Pleasure Traveler, this activity segment places more importance on the availability of camping and on visiting a place that offers a different culture. They are less likely than the average U.S. Pleasure Traveler to consider it important that the destination is accessible by car, has no health concerns, offers low-cost package deals, has lots of things for children to see and do, and has a familiar culture and language.

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, most Cross-Country Skiers and Snowshoers start planning a trip with a desired destination in mind. However, in contrast to the average U.S. Pleasure Traveler, Cross-Country Skiers and Snowshoers are more likely to start planning a trip by considering the specific activities that they want to do.

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

	Skiers/ Snowshoers	Non-Skiers/ Snowshoers	Pleasure Travelers	Index
Size of Market	3,191,997	167,318,244	170,510,241	100
Summer				
Started with a desired destination in mind	58.9%	58.2%	58.2%	101
Started by considering specific activities wanted to do	14.7%	9.8%	9.9%	148
Started with a certain type of vacation experience in mind	18.1%	17.3%	17.3%	105
Looked for packaged deals - no destination in mind	1.4%	1.1%	1.1%	125
Considered something else first	2.8%	4.6%	4.6%	62
Don't Know / other	4.1%	9.0%	8.9%	46
Winter				
Started with a desired destination in mind	55.7%	59.0%	58.9%	95
Started by considering specific activities wanted to do	24.0%	10.9%	11.3%	213
Started with a certain type of vacation experience in mind	12.2%	14.8%	14.8%	83
Looked for packaged deals - no destination in mind	1.7%	1.4%	1.4%	118
Considered something else first	2.4%	5.4%	5.3%	45
Don't Know / other	4.0%	8.4%	8.3%	48

Trip Planning and Information Sources Consulted

Most Cross-Country Skiers and Snowshoers are solely (42.7%) or partially responsible (17.0%) for planning vacation trips. They are more likely than the average U.S. Pleasure Traveler to consult a wide range of information sources when planning vacation trips. The most frequently consulted source for information is the Internet, however, they also rely on their own past experiences and the advice of family and friends when planning a trip. Relative to the average U.S. Pleasure Traveler, Cross-Country Skiers and Snowshoers are much more likely to obtain vacation travel information from travel guide books (e.g., Fodor's), trade, travel or sports shows, television programs and advertising, newspaper or magazine articles and advertising, official travel guides or brochures from a state / province, and visitor information centres.

Fig. 16 Who Plans Vacations and Information Sources Consulted

		Skiers/ Snowshoers	Non-Skiers/ Snowshoers	Pleasure Travelers	Index
Size of Market		3,191,997	167,318,244	170,510,241	100
Who Plans Trips?	Respondent plans trips	42.7%	39.1%	39.2%	109
	Trip planning a shared responsibility	17.0%	17.6%	17.6%	97
	Someone else plans trips	40.3%	43.3%	43.2%	93
Information Sources Consulted	An Internet website	91.3%	75.7%	76.0%	120
	Past experience / Been there before	66.3%	54.2%	54.5%	122
	Advice of others / Word-of-mouth	61.5%	45.0%	45.4%	135
	Maps	49.0%	32.3%	32.7%	150
	Official travel guides or brochures from state / province	41.3%	20.2%	20.6%	201
	Visitor information centres	37.2%	20.0%	20.4%	182
	Articles in newspapers/magazines	37.1%	17.8%	18.1%	204
	An auto club such as AAA	35.2%	23.8%	24.0%	147
	Travel guide books such as Fodor's	32.2%	11.6%	12.0%	268
	A travel agent	28.4%	18.4%	18.6%	152
	Travel information received in the mail	24.5%	15.6%	15.8%	155
	Advertisements in newspapers / magazines	20.5%	10.7%	10.9%	188
	Programs on television	15.9%	7.0%	7.1%	223
	An electronic newsletter or magazine received by e-mail	12.0%	5.9%	6.0%	200
	Advertisements on television	7.6%	3.9%	4.0%	191
Visits to trade, travel or sports shows	7.1%	2.3%	2.4%	290	

Use of the Internet to Plan and Arrange Trips

The Internet is an essential reference source for Cross-Country Skiers and Snowshoers when planning and arranging their travel. The large majority (86.2%) use the Internet when planning trips and more than two-thirds have booked at least part of a trip online (69.7%).

Most Cross-Country Skiers and Snowshoers use travel planning / booking sites (e.g., Expedia), airline sites, hotel sites, and the tourism websites of specific countries, regions or cities. The majority have booked airline tickets, accommodations and car rentals over the Internet. Cross-Country Skiers and Snowshoers are also more likely than the average U.S. Pleasure Traveler to have used the Internet to purchase trip packages and components such as rail, bus or boat / ship fares and tickets for specific activities or attractions.

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

		Skiers/ Snowshoers	Non-Skiers/ Snowshoers	Pleasure Travelers	Index
	Size of Market	3,191,997	167,318,244	170,510,241	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	13.8%	31.3%	31.0%	45
	Uses Internet to plan trips only	16.5%	20.2%	20.1%	82
	Uses Internet to book part of trip	69.7%	48.5%	48.9%	143
Types of Websites Consulted	A travel planning / booking website	68.3%	55.3%	55.6%	123
	An airline's website	65.0%	45.1%	45.6%	143
	A website of a hotel or resort	64.6%	53.0%	53.3%	121
	A tourism website of a country / region / city	54.6%	34.6%	35.1%	155
	A website of an attraction	42.4%	33.2%	33.4%	127
	Some other website	34.8%	24.8%	25.1%	139
	A cruise line website	15.4%	12.4%	12.4%	124
	A motorcoach website	3.5%	1.3%	1.3%	260
Parts of Trips Booked Over The Internet	Air tickets	84.8%	70.2%	70.6%	120
	Accommodations	81.1%	71.6%	71.9%	113
	Car rental	54.9%	37.5%	38.0%	145
	Tickets or fees for specific activities or attractions	34.3%	26.1%	26.3%	130
	A package containing two or more items	23.8%	17.6%	17.8%	134
	Tickets for rail, bus or boat / ship fares	21.7%	11.6%	11.9%	183
	Other	3.6%	2.9%	2.9%	122

Media Consumption Habits

Cross-Country Skiers and Snowshoers consume a variety of travel-related media. Most in this segment read the travel sections of daily and weekend newspapers and visit travel websites. They are also much more likely than the average U.S. Pleasure Traveler to read travel magazines and watch travel shows on television. Cross-Country Skiers and Snowshoers are also more likely than the average U.S. Pleasure Traveler to read a variety of magazines (outdoor activity or sports, photography and video, science and geography), to watch educational television programming (e.g., science and nature, history, cooking) and to listen to sophisticated radio programming (e.g., multicultural, classical music, jazz / big band).

Fig. 18 Media Consumption Habits

		Skiers/ Snowshoers	Non-Skiers/ Snowshoers	Pleasure Travelers	Index
Size of Market		3,191,997	167,318,244	170,510,241	100
Newspaper Readership	Reads daily newspaper	64.8%	59.8%	59.9%	108
	Reads weekend edition of newspaper	59.4%	55.5%	55.5%	107
	Reads local neighbourhood or community newspapers	56.0%	49.4%	49.5%	113
	Reads other types of newspapers	21.2%	13.7%	13.9%	153
	Frequently or occasionally reads travel section of daily newspaper	56.7%	42.7%	43.0%	132
	Frequently or occasionally reads travel section of weekend newspaper	64.3%	49.0%	49.3%	130
Types of Magazines Read (Top 5 Indexed)	Outdoor activities / sports	26.9%	10.4%	10.7%	251
	Photography and video	8.7%	3.8%	3.9%	224
	Science and geography	30.7%	13.7%	14.0%	219
	Travel (e.g., Condé Nast)	23.0%	10.4%	10.6%	217
	Regional magazines	13.6%	6.7%	6.8%	200
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	42.5%	28.7%	28.9%	147
	Science & nature shows	46.3%	36.6%	36.8%	126
	History	50.7%	44.9%	45.0%	113
	Late night talk shows	30.4%	27.0%	27.1%	112
	Cooking shows	40.2%	36.9%	37.0%	109
Type of Radio Programs Listened To (Top 5 Indexed)	Multicultural	10.6%	4.6%	4.7%	224
	Classical music	26.8%	13.9%	14.1%	189
	Jazz / Big band	17.6%	9.9%	10.0%	176
	News / Talk / Information	48.4%	32.1%	32.4%	149
	All sports	16.6%	11.8%	11.9%	139
Types of Websites Visited (Top 5 Indexed)	Magazine sites	20.7%	14.7%	14.8%	140
	Travel	65.4%	47.6%	48.0%	136
	Sites for specific activities or interests	43.9%	32.3%	32.5%	135
	Newspaper sites	38.6%	29.4%	29.6%	130
	Sports	37.4%	29.8%	30.0%	125

Appendix One: U.S. TAMS 2006 Outdoor Activity Segmentation		
Activity Segment	Activities in Segment	
Golfing	Played During a Stay at a Golf Resort with Overnight Stay	Golf Tour Package to Play on Various Courses
	Played an Occasional Game While on a Trip	
Hunting	Hunting for Small Game	Hunting for Birds
	Hunting for Big Game	
Fishing	Fresh Water-Fishing	Salt Water-Fishing
	Ice Fishing	Trophy Fishing
Wildlife Viewing	Viewing Land Based Animals	Bird Watching
	Whale Watching & Other Marine Life	Visited National, Provincial /State Park
	Wildflowers /Flora Viewing	Viewing Northern Lights
Hiking, Climbing & Paddling	Mountain Climbing /Trekking	Fresh Water Kayaking /Canoeing
	Rock Climbing	White Water Rafting
	Hiking /Backpacking in Wilderness Setting With Overnight Camping or Lodging	Same Day Hiking Excursion While on a Trip of 1+ Nights
	Ice Climbing	Wilderness Skills Courses
Boating & Swimming	Motorboating	Swimming in Lakes
	Water Skiing	
Ocean Activities	Swimming in Oceans	Snorkelling in Sea /Ocean
	Sunbathing, Sitting on a Beach	Ocean Kayaking or Canoeing
Sailing & Surfing	Sailing	Parasailing
	Wind Surfing	Kite Surfing
Scuba & Snorkelling	Scuba Diving in Lakes /Rivers	Scuba Diving in Sea /Ocean
	Snorkelling in Lakes /Rivers	
Exercising & Jogging	Working Out in Fitness Centre	Jogging or Exercising Outdoors
Cycling	Overnight Touring Trip	Recreational - Same Day Excursion
	Mountain Biking	
Motorcycling	Overnight Touring Trip	Same Day Excursion
Horseback Riding	With an Overnight Stop	Same Day Excursion
Snowmobiling & ATVing	All Terrain Vehicle - Overnight Touring Trip	Snowmobiling As an Overnight Touring Trip
	All Terrain Vehicle - Same Day Excursion	Snowmobiling Day Use on Organized Trail
Downhill Skiing & Snowboarding	Snowboarding	Downhill Skiing
Cross-country Skiing & Snowshoeing	Cross-country Skiing	Snowshoeing
Extreme Skiing	Heli-Skiing	Cross Country or Back Country as an Overnight Touring Trip
	Ski Jouring	
Hockey, Skating, Rollerblading & Skateboarding	Ice-Hockey	In-Line /Rollerblading
	Ice-Skating	Skateboarding
Extreme Air Sports	Parachuting	Hot Air Ballooning
	Hang Gliding	Bungee Jumping
Team Sports	Football	Basketball
	Baseball or Softball	Soccer
Games & Individual Sports	Board Games	Badminton
	Volleyball	Tennis
	Beach Volleyball	Mini-Golf
	Bowling	

Appendix Two 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