

U.S. TRAVEL MARKET

**Attending Professional Sports Events
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, 12.5% (27,464,064) of adult Americans attended a professional sports event while on an out-of-town, overnight trip of one or more nights. Baseball games were the most popular professional sports event attended on trips (8.1%), followed by football games (4.4%), basketball games (2.5%), ice hockey games (1.9%) and golf tournaments (1.0%). 45.9% (12,602,543) of those who attended a professional sports event 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, those who attend professional sports events while on trips are more likely to be young, single males 18 to 34 years of age. They are relatively affluent with an above-average level of education and above-average household incomes (\$86,175). They are over-represented in Alaska and the West North Central, East North Central and New England regions of the United States.

Over the past two years, those who attended professional sports events while on trips traveled more frequently than the average U.S. Pleasure Traveler and they were more likely to have taken a trip to Canada (22.5% versus 14.6%). The most common Canadian destinations were Ontario, British Columbia and Quebec, however, this segment is over-represented among U.S. travelers to all Canadian provinces and territories.

Those who attend professional sports events as spectators are much more likely than the average U.S. Pleasure Traveler to also play sports (e.g., games & individual sports, golf, team sports) and to participate in strenuous outdoor activities (e.g., downhill skiing & snowboarding) while on trips. They are also more likely than average to take advantage of nightlife activities (e.g., rock concerts & recreational dancing), the arts (e.g., theatre, film and music festivals) and other sporting events (e.g., amateur tournaments) while traveling. This segment most often stayed at a seaside resort or public campground while on trips and was more likely than average to take tours (especially casino, winery or factory tours) and cruises.

This segment is more likely than the average U.S. Pleasure Traveler to use the Internet to plan (80.5%) and book (62.1%) travel. They were particularly likely to have purchased tickets for specific activities or attractions online (presumably for professional sports events).

This segment can be targeted most effectively through sports-related media, including professional sports magazines, television sports game or talk shows, all-sports radio stations and sports-related websites.

Travel Activity and Motivation Survey (TAMS)

The TAMS survey examines the recreational activities and travel habits of Canadians and Americans. The survey examines out-of-town, 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 attended professional sports events 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.

Attending Professional Sports Events While on Trips

Market Incidence

Over the last two years, 12.5% (27,464,064) of adult Americans attended a professional sports event while on an out-of-town, overnight trip of one or more nights. The professional sports event attended most often was a professional baseball game (8.1%). Professional football games (4.4%) were the next most popular event, followed by basketball games (2.5%), ice hockey games (1.9%) and golf tournaments (1.0%).

45.9% (12,602,543 adult Americans) of those who attended a professional sports event while on a trip reported that this activity was the main reason for taking at least one trip in the past two years. Attending a professional football game or a golf tournament was more likely to be the main reason for taking a trip than attending a professional baseball game, an ice hockey game or a basketball game.

Fig. 1 Incidence of Attending Professional Sports Events While on Trips¹

	Number Who Attended a Pro Sport Events ²	Percent Main Reason for Trip ³	Percent of Pleasure Travelers ⁴	Percent of Total U.S. Population ⁵
Size of Market	27,464,064	12,602,543	170,510,241	222,846,268
Professional Sporting Events (All Activities)	27,464,064	45.9%	16.1%	12.5%
Professional baseball game	17,835,210	39.9%	10.5%	8.1%
Professional football game	9,660,023	53.3%	5.7%	4.4%
Professional basketball game	5,426,179	38.2%	3.2%	2.5%
Professional ice hockey game	4,211,379	39.1%	2.5%	1.9%
Professional golf tournament	2,180,356	47.6%	1.3%	1.0%
Participated in all five activities	154,252	24.6%	0.1%	0.1%

- 1 - "Trips" are defined as out-of-town trips for any purpose involving an overnight stay of one or more nights. Trips NOT involving overnight stays are NOT examined in this report.
- 2 - Defined as individuals who attended a professional sports event 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

Relative to the average U.S. Pleasure Traveler, those who attended professional sports events while on trips are over-represented among those living in Alaska and the West North Central, East North Central and New England regions of the United States. They are slightly more likely to live in small to mid-sized cities (population 100,000 to 1,999,999) rather than in large cities or small towns and rural areas.

Fig. 2 Geographic Distribution & Population Size of Those Who Attended Professional Sports Events While on Trips

	Total Population	Estimated Number Who Went to Pro Sports Event on a Trip	Percent of Pleasure Travelers in Region Who Went to Pro Sports Event on a Trip	Percent of Total Regional Population Went to Pro Sports Event on a Trip
United States	222,846,268	27,464,064	16.1%	12.5%
New England	11,095,629	1,387,510	16.2%	12.6%
Middle Atlantic	31,005,526	3,719,671	16.1%	12.1%
East North Central	34,621,254	4,592,228	17.2%	13.4%
West North Central	15,024,360	2,237,914	18.6%	15.0%
South Atlantic	42,602,998	5,105,027	15.9%	12.1%
East South Central	13,597,436	1,332,005	13.9%	9.9%
West South Central	24,853,901	2,633,720	14.5%	10.8%
Mountain	15,030,720	1,875,355	15.5%	12.6%
Pacific	34,529,689	4,505,627	16.1%	13.2%
Alaska	484,754	75,007	17.8%	15.5%
Not Available	745,757	123,799	20.0%	16.6%
Less than 100,000	29,429,442	3,088,327	14.9%	10.6%
100,000 to 499,999	36,551,501	4,672,959	17.2%	12.9%
500,000 to 1,999,999	52,335,815	6,605,394	16.6%	12.8%
2,000,000 or more	103,783,753	12,973,584	15.8%	12.6%

Those who attended professional sports events while on trips are most likely to live in South Dakota, Nebraska, Iowa, Nevada and South Carolina. They are least likely to live in West Virginia, Arkansas, District of Columbia, Oklahoma, Utah and Idaho (see Fig. 3 on next page).

Demographic Profile

Relative to the average U.S. Pleasure Traveler, those who attended professional sports events while on trips are more likely to be young (35.4% 18 to 34 years of age), single (31.7% not married) males. Their level of education (68.8% university or higher) and household incomes (\$86,175) are above-average.

Fig. 4 Demographic Profile of Those Who Attended a Professional Sports Event on a Trip Relative to All U.S. Pleasure Travelers

Attribute	Size of Market	Pro Sports Event Attendee	Did Not Attend Pro Sports Event ¹	Pleasure Travelers	Index ²
		27,464,064	143,046,177	170,510,241	100
Gender	Male	59.3%	46.5%	48.5%	122
	Female	40.7%	53.5%	51.5%	79
Age of Respondent	18 to 24	12.1%	10.6%	10.8%	111
	25 to 34	23.3%	20.5%	21.0%	111
	35 to 44	17.0%	17.3%	17.3%	99
	45 to 54	21.0%	21.0%	21.0%	100
	55 to 64	14.7%	15.6%	15.5%	95
	65 Plus	11.9%	14.9%	14.4%	83
Average Age		43.9	45.7	45.4	N/A
Marital Status	Not married	31.7%	30.3%	30.5%	104
	Married	68.3%	69.7%	69.5%	98
Parental Status	No children under 18	71.6%	69.7%	70.0%	102
	Children under 18	28.4%	30.3%	30.0%	95
Education	High school or less	13.8%	21.8%	20.5%	67
	Trade, Technical, Community Col.	17.4%	22.1%	21.4%	81
	University Degree	46.2%	40.1%	41.1%	113
	Post Graduate Degree	22.6%	16.0%	17.1%	132
Household Income	Under \$20,000	5.4%	8.6%	8.1%	67
	\$20,000 to \$39,999	11.5%	17.2%	16.2%	71
	\$40,000 to \$59,999	15.1%	17.0%	16.7%	91
	\$60,000 to \$79,999	15.7%	14.5%	14.7%	107
	\$80,000 to \$99,999	13.7%	11.2%	11.6%	118
	\$100,000 to \$149,999	18.0%	13.6%	14.4%	126
	\$150,000 or more	10.1%	6.0%	6.7%	151
	Not stated	10.5%	11.9%	11.7%	90
Average Household Income		\$86,175	\$71,987	\$74,303	N/A

- 1 - Those who "Did not attend a Pro Sports Event" 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 attend a professional sports event on any trip. The number of Pro Sports Event Attendee and Non-Attendees equals the number of U.S. Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for those who attended a Pro Sports Event in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which those who attended Professional Sports Events 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)

Those who attended professional sports events while on trips traveled more frequently over the past two years than the average U.S. Pleasure Traveler. They were more likely to have taken trips both within their own state and to other American states and to have visited Mexico, the Caribbean and overseas destinations.

Those who attended professional sports events while on trips were also more likely than the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (22.5% versus 14.6%). The most common destinations in Canada were Ontario (13.4%), British Columbia (7.0%) and Quebec (5.0%), however, this segment is over-represented among U.S. visitors to all Canadian provinces or territories and especially Prince Edward Island. As such, this segment has good potential for Canadian tourism initiatives.

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

	Pro Sports Event Attendee	Did Not Attend Pro Sports Event	Pleasure Travelers	Index
Size of Market	27,464,064	143,046,177	170,510,241	100
All destinations	92.5%	84.0%	85.4%	108
Canada	22.5%	13.0%	14.6%	155
Newfoundland and Labrador	0.7%	0.4%	0.4%	179
Prince Edward Island	1.2%	0.5%	0.6%	204
New Brunswick	1.4%	0.7%	0.8%	169
Nova Scotia	2.0%	1.2%	1.3%	149
Quebec	5.0%	2.7%	3.1%	162
Ontario	13.4%	7.3%	8.3%	163
Manitoba	0.8%	0.5%	0.5%	161
Saskatchewan	0.8%	0.4%	0.5%	172
Alberta	2.0%	1.0%	1.2%	165
British Columbia	7.0%	3.6%	4.1%	169
Yukon	1.0%	0.5%	0.6%	168
Northwest Territories	0.6%	0.4%	0.4%	156
Nunavut	0.1%	LT 0.1%	LT 0.1%	162
Own State	88.0%	78.1%	79.7%	110
Other parts of the U.S.	96.0%	89.6%	90.6%	106
Mexico	20.2%	12.3%	13.6%	149
Caribbean	18.7%	11.6%	12.7%	147
All other destinations	12.6%	9.0%	9.5%	132

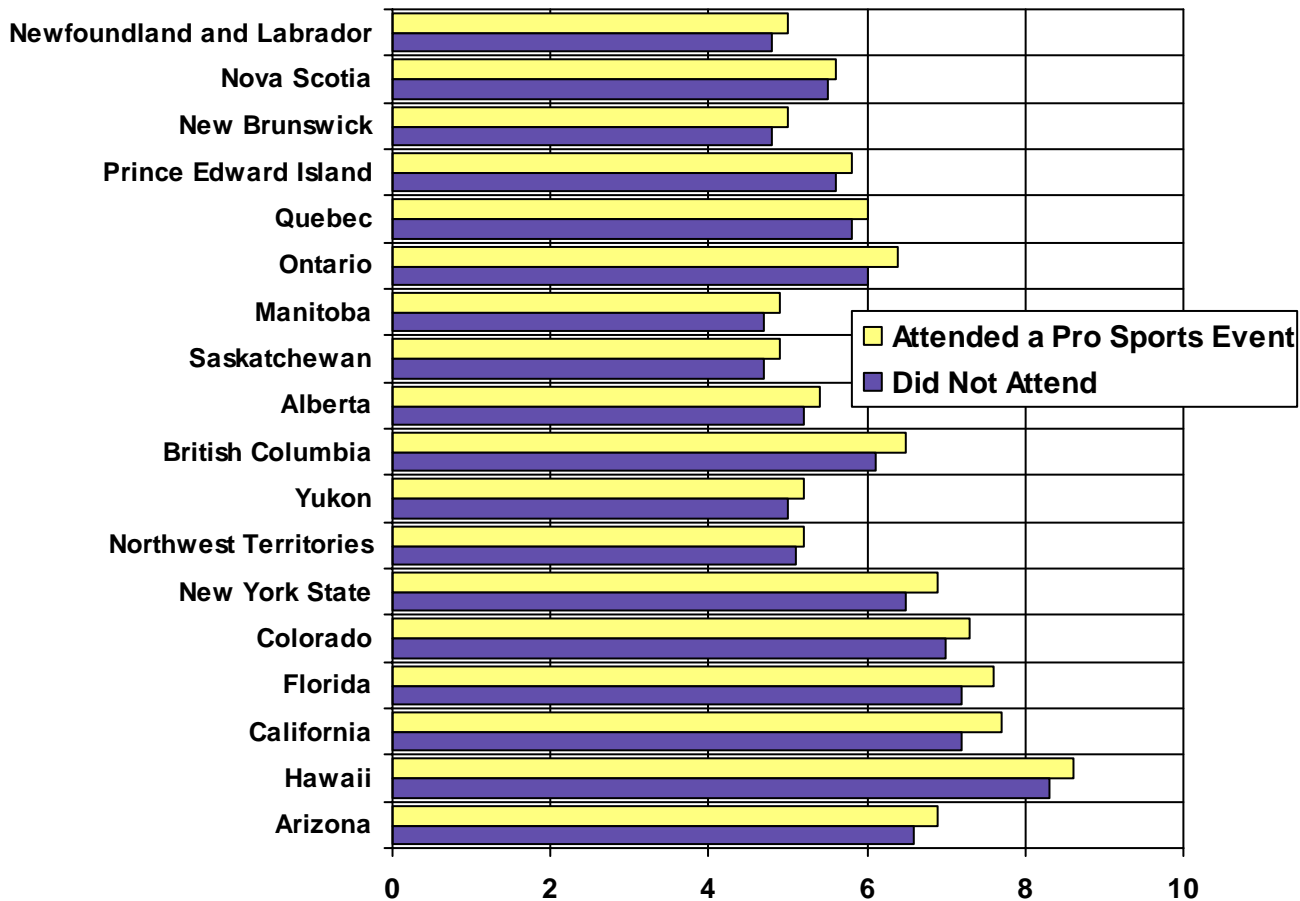
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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.

Those who attended professional sports events while on trips gave slightly higher ratings than other U.S. Pleasure Travelers to all Canadian destinations. British Columbia (6.5) and Ontario (6.4) received the highest ratings among the Canadian destinations.

Professional Sports Event attendees tended to rate the U.S. reference states as being more appealing than any of the Canadian provinces or territories. Hawaii (8.6) received the highest rating from this segment.

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

Those who attended professional sports events while on trips were much more likely than the average U.S. Pleasure Traveler to also pursue a broad range of culture and entertainment activities while traveling. The majority went shopping and dining, visited theme parks and exhibits, visited historical sites, museums and art galleries, went to casinos, theatre and comedy clubs, attended fairs and festivals and went fine dining and to spas. However, relative to the average U.S. Pleasure Traveler, this segment was also much more likely to attend other sporting events (e.g., amateur tournaments, national & international sporting events) and to attend theatre, film and music festivals and go to rock concerts and recreational dancing.

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

	Pro Sports Event Attendee	Did Not Attend Pro Sports Event	Pleasure Travelers	Index
Size of Market	27,464,064	143,046,177	170,510,241	100
Shopping & Dining	89.4%	75.5%	77.7%	115
Theme Parks & Exhibits	70.1%	44.9%	49.0%	143
Historical Sites, Museums & Art Galleries	68.5%	50.6%	53.5%	128
Casino, Theatre & Comedy Clubs	67.0%	41.3%	45.4%	148
Fairs & Festivals	61.1%	37.1%	41.0%	149
Fine Dining & Spas	50.6%	29.6%	33.0%	154
Science & Technology Exhibits	42.7%	21.4%	24.8%	172
Wine, Beer & Food Tastings	39.2%	19.8%	22.9%	171
Rock Concerts & Recreational Dancing	30.3%	12.4%	15.3%	199
Equestrian & Western Events	28.9%	12.9%	15.5%	187
Garden Theme Attractions	22.5%	12.0%	13.7%	164
Agro-Tourism	22.2%	11.9%	13.5%	164
High Art Performances	21.7%	8.9%	10.9%	198
Amateur Tournaments	19.5%	5.4%	7.7%	254
Theatre, Film & Musical Festivals	18.0%	6.5%	8.3%	216
Aboriginal Cultural Experiences	13.5%	7.6%	8.6%	158
Archaeological Digs & Sites	8.3%	5.0%	5.5%	150
Participatory Historical Activities	6.6%	3.4%	3.9%	167
National & International Sporting Events	6.4%	1.0%	1.9%	346

Culture and Entertainment Activities Pursued While Not on Trips

Those who attended professional sports events while on trips were somewhat more likely to also participate in culture and entertainment activities while NOT traveling. In addition to attending professional sports events, the majority in this segment go to restaurants and visit festivals or fairs, amateur sporting events and zoos or aquariums. They are particularly more likely than average to enjoy local nightlife activities (e.g., rock music concerts, bars with live pop or rock bands, jazz clubs), local hotels or B&B's and day spas when not traveling.

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

	Pro Sports Event Attendee	Did Not Attend Pro Sports Event	Pleasure Travelers	Index
Size of Market	27,464,064	143,046,177	170,510,241	100
Going out to eat in restaurants	95.4%	92.3%	92.8%	103
Going to professional sporting events	71.8%	27.8%	34.9%	206
Going to festivals or fairs	70.0%	64.6%	65.5%	107
Going to amateur sporting events	63.0%	35.4%	39.9%	158
Going to zoos or aquariums	52.1%	44.4%	45.6%	114
Going to amusement or theme parks	47.1%	36.4%	38.1%	124
Going to historic sites or heritage buildings	46.7%	38.9%	40.1%	116
Going to museums	44.5%	36.1%	37.5%	119
Going to live theatre	38.4%	27.4%	29.2%	132
Going to gamble in casinos	37.8%	26.1%	28.0%	135
Going to rock music concerts	34.7%	18.7%	21.3%	163
Going to art galleries or art shows	34.3%	26.5%	27.8%	124
Going to bars with live pop or rock bands	34.1%	21.5%	23.6%	145
Going to pick-your-own farms or farmers' market	33.3%	31.3%	31.6%	105
Going dancing	27.6%	19.5%	20.8%	132
Going to botanical gardens	22.6%	19.5%	20.0%	113
Going to classical music concerts	18.7%	14.2%	14.9%	126
Staying overnight in a hotel or B&B in own city	16.2%	9.5%	10.6%	153
Going to day spas	14.6%	9.4%	10.3%	142
Going to jazz clubs	13.8%	6.8%	7.9%	175
Going to rodeos	10.7%	7.7%	8.2%	130
Going to the ballet	9.0%	6.7%	7.0%	127
Going to the opera	8.0%	5.3%	5.7%	139

Outdoor Activities Pursued While on Trips

Those who attended professional sports events on trips were much more likely than the average U.S. Pleasure Traveler to have participated in most outdoor activities while traveling during the past two years. They were much more likely than average to play sports when on trips (e.g., games & individual sports, golfing, team sports) and to engage in high-energy outdoor activities, including exercising and jogging, downhill skiing and snowboarding, cycling, 'board & blade' activities (e.g., ice-skating), cross-country skiing and snowshoeing and extreme sports (e.g., extreme air sports, extreme skiing) while on trips. This strong interest in energetic outdoor activities reflects the fact that this segment has an above-average concentration of young, affluent males, who are generally quite active in strenuous, outdoor physical activity.

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

	Pro Sports Event Attendee	Did Not Attend Pro Sports Event	Pleasure Travelers	Index
Size of Market	27,464,064	143,046,177	170,510,241	100
Ocean Activities (e.g., swimming in ocean, ocean kayaking)	54.1%	36.8%	39.6%	137
Wildlife Viewing	45.4%	32.9%	34.9%	130
Games & Individual Sports (e.g., tennis, board games)	38.3%	19.1%	22.2%	172
Hiking, Climbing & Paddling	32.8%	21.7%	23.5%	140
Boating & Swimming (e.g., motorboating, swimming in lakes)	32.1%	18.9%	21.0%	152
Fishing	26.4%	17.3%	18.8%	141
Exercising & Jogging	26.4%	11.7%	14.1%	187
Golfing	25.3%	7.9%	10.7%	238
Team Sports (e.g., football, baseball, basketball)	23.8%	4.8%	7.9%	302
Downhill Skiing & Snowboarding	14.8%	6.7%	8.0%	184
Cycling	11.8%	5.3%	6.3%	186
Snowmobiling & ATVing	11.4%	6.3%	7.1%	160
Board & Blade (e.g., skateboarding, ice-skating)	10.7%	2.8%	4.0%	265
Horseback Riding	10.2%	5.4%	6.2%	165
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	9.0%	3.9%	4.8%	189
Hunting	8.2%	4.9%	5.4%	152
Scuba & Snorkelling	7.3%	3.5%	4.1%	178
Extreme Air Sports (e.g., parachuting, bungee jumping)	4.6%	1.2%	1.7%	268
Motorcycling	4.5%	2.8%	3.1%	146
Cross-country Skiing & Snowshoeing	3.9%	1.5%	1.9%	207
Extreme Skiing (e.g., heli-skiing, overnight x-country trips)	0.8%	0.2%	0.3%	232

Outdoor Activities Pursued While Not on Trips

When NOT traveling, those who attended professional sports events are more likely than the average U.S. Pleasure Traveler to participate in a wide array of outdoor activities.

The majority go on day outings to parks and picnicking, exercise at home or at a fitness club, go swimming and garden at home when not traveling. They are also more likely than the average U.S. Pleasure Traveler to participate in sports (e.g., golfing, team sports, racquet sports), skiing (e.g., downhill skiing, snowboarding, cross-country skiing) and 'board & blade' activities (e.g., rollerblading, ice-skating and skateboarding) when not traveling.

Fig. 10 Outdoor Activities Pursued While NOT on Trips

	Pro Sports Event Attendee	Did Not Attend Pro Sports Event	Pleasure Travelers	Index
Size of Market	27,464,064	143,046,177	170,510,241	100
Day outing to a park	66.9%	62.4%	63.1%	106
Exercising at home or at a fitness club	64.9%	54.3%	56.0%	116
Swimming	63.0%	55.3%	56.5%	111
Gardening	52.8%	53.1%	53.1%	99
Picnicking	50.1%	47.3%	47.7%	105
Hiking	38.6%	31.3%	32.5%	119
Fishing	37.2%	31.9%	32.8%	114
Golfing	34.0%	15.3%	18.3%	186
Jogging	29.4%	17.6%	19.5%	151
Playing team sports	29.3%	13.2%	15.8%	186
Cycling	29.0%	21.7%	22.9%	127
Camping	28.8%	26.3%	26.7%	108
Sailing or other boating	25.0%	19.0%	20.0%	125
Playing racquet sports (e.g., tennis or badminton)	20.5%	11.8%	13.2%	155
Hunting	13.1%	11.5%	11.8%	111
Riding an all-terrain vehicle (ATV)	12.8%	11.2%	11.5%	112
Rollerblading	10.9%	6.6%	7.3%	150
Horseback riding	10.9%	8.1%	8.6%	127
Canoeing or kayaking	10.6%	7.3%	7.8%	135
Downhill skiing	9.8%	4.9%	5.7%	172
Ice-skating	8.9%	4.9%	5.5%	161
Snowmobiling	4.9%	3.0%	3.3%	148
Snowboarding	4.5%	2.3%	2.7%	166
Cross-country skiing	4.1%	2.2%	2.5%	163
Skateboarding	3.6%	1.9%	2.2%	163

Accommodations Stayed In While on Trips

Those who attended professional sports events when on trips tended to stay at a seaside resort, a public campground, or at a lakeside or riverside resort while traveling in the past two years. In addition, this segment was more likely than the average U.S. Pleasure Traveler to have stayed in some of the more unusual types of accommodation, including a health spa, houseboat, cooking or wine tasting school and a remote or fly-in wilderness lodge or outpost.

Fig. 11 Accommodations Stayed In While on Trips

	Pro Sports Event Attendee	Did Not Attend Pro Sports Event	Pleasure Travelers	Index
Size of Market	27,464,064	143,046,177	170,510,241	100
Seaside Resort	46.1%	35.5%	37.7%	122
A Public Campground in a National, State, Provincial or Municipal Park	36.5%	34.4%	34.8%	105
Lakeside / Riverside Resort	33.0%	23.6%	25.6%	129
Ski Resort or Mountain Resort	25.1%	16.7%	18.4%	136
A Private Campground	21.0%	20.9%	20.9%	101
A Camp Site in a Wilderness Setting (Not a Campground)	11.6%	9.1%	9.6%	120
Health Spa	10.9%	5.3%	6.5%	169
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	9.9%	8.4%	8.7%	114
Wilderness Lodge You Can Drive to by Car	9.8%	6.5%	7.2%	137
Country Inn or Resort with Gourmet Restaurant	6.3%	3.5%	4.1%	153
Farm or Guest Ranch	5.4%	3.8%	4.1%	133
On a Houseboat	5.0%	2.4%	2.9%	169
Remote or Fly-In Wilderness Lodge	2.9%	1.4%	1.7%	171
Cooking School	2.4%	0.8%	1.2%	207
Wine Tasting School	2.2%	0.5%	0.9%	250
Remote or Fly-In Wilderness Outpost	1.7%	0.7%	0.9%	190

Tours and Cruises Taken During Past Two Years

Those who attended professional sports events while on trips were more likely than the average U.S. Pleasure Traveler to have taken tours and cruises of all types in the past two years. The most popular types of tours included sameday tours (both organized and self-guided) and city tours. The most popular types of cruises were Caribbean cruises and sightseeing cruises. Those who attended professional sports events while on trips were particularly more likely than average to have taken organized overnight tours and air tours as well as tours of casinos, wineries and factories. Professional sports event attendees were also more likely to have taken many of the specialized cruises, including a Great Lakes cruise.

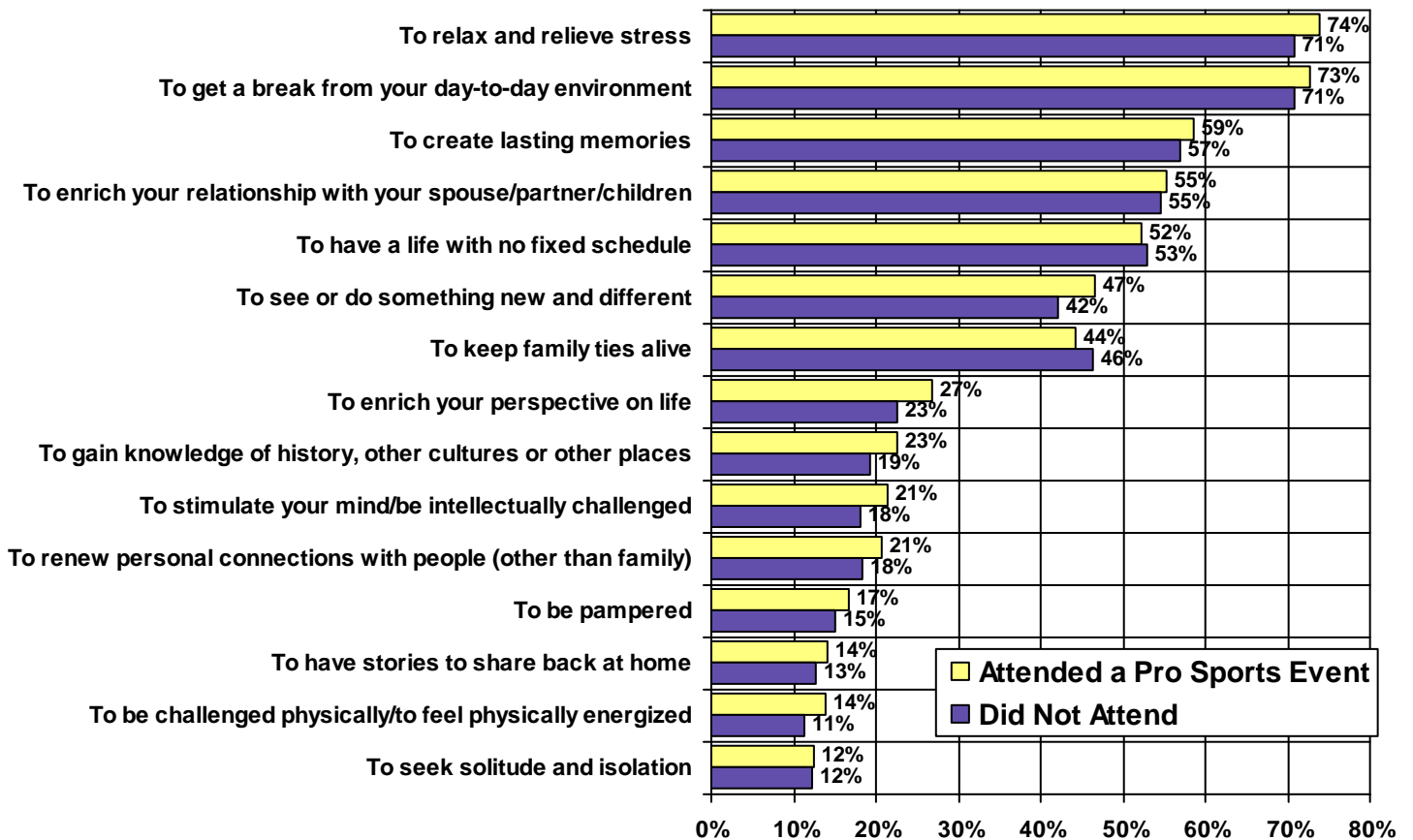
Fig. 12 Tours and Cruises Taken During Past Two Years

	Pro Sports Event Attendee	Did Not Attend Pro Sports Event	Pleasure Travelers	Index
Size of Market	27,464,064	143,046,177	170,510,241	100
A self-guided sameday tour while on an overnight trip	25.3%	18.0%	19.2%	132
An organized sameday guided tour while on an overnight trip	23.9%	17.5%	18.5%	129
Around the city	22.4%	14.5%	15.8%	142
Around the country side - scenic drives	16.6%	12.4%	13.1%	127
A self-guided overnight tour where you stayed in different locations	15.3%	9.4%	10.4%	147
Caribbean ocean cruise	12.5%	8.3%	9.0%	140
On the water (sightseeing cruise)	12.2%	6.9%	7.8%	157
An organized overnight guided tour where you stayed in different locations	11.7%	7.1%	7.9%	149
An organized overnight guided tour where you stayed in a single location	11.5%	5.8%	6.7%	171
Some other type of tour	10.9%	8.4%	8.8%	123
Wilderness tour	10.0%	6.9%	7.4%	135
To a casino	8.9%	4.1%	4.9%	182
To a winery	6.6%	3.0%	3.6%	185
Ocean cruise – Other	6.3%	4.5%	4.8%	131
Cruise on another lake or river	3.4%	1.7%	2.0%	174
Alaskan ocean cruise	3.3%	2.3%	2.5%	133
To a factory	3.2%	1.6%	1.8%	174
Some other type of cruise	2.9%	1.5%	1.7%	170
In the air as a pilot or passenger of an airplane or helicopter	2.6%	1.2%	1.4%	184
Great Lakes cruise	1.1%	0.3%	0.4%	280
Submarine cruise	0.4%	0.2%	0.2%	167
Cruise on the St. Lawrence River	0.4%	0.3%	0.3%	137

Benefits Sought While on Vacation

The vacation benefits sought by those who attend professional sports events while on trips are comparable to that of the average U.S. Pleasure Traveler. Thus, like most U.S. Pleasure Travelers, those who attend professional sports events take vacations to relax and relieve stress, get a break from their day-to-day environment, create lasting memories, enrich family relationships and live without a fixed schedule. However, this segment is slightly more likely to value novelty and physical stimulation when on a trip than the average U.S. Pleasure Traveler.

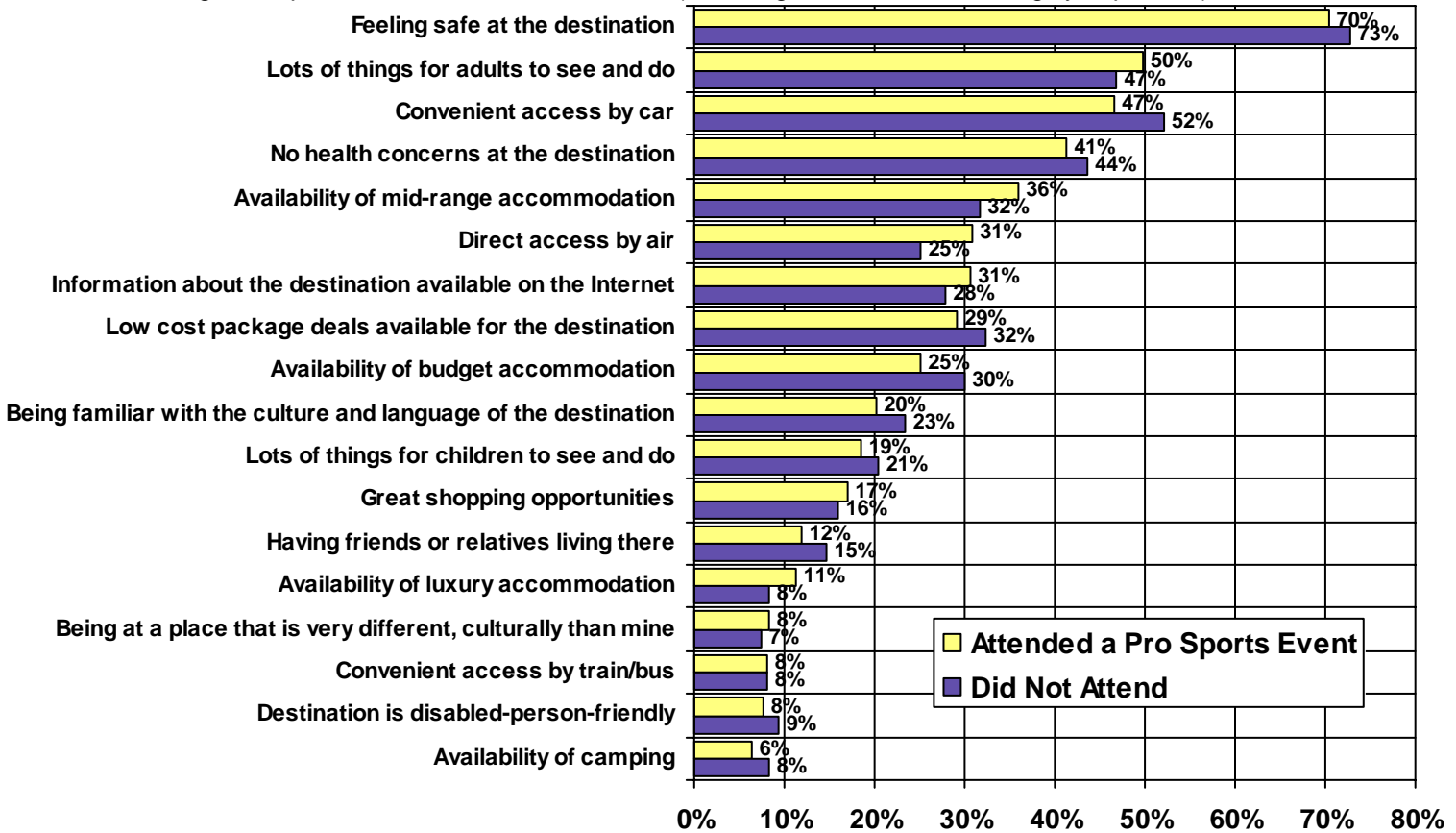
Fig.13 Benefits Sought While on Vacation
(Percent Rating Each Benefit as "Highly Important")



Other Attributes of a Destination Considered Important

As with most U.S. Pleasure Travelers, those who attended professional sports events consider it important that they feel safe and have lots of things to see and do when on vacation. Relative to other U.S. Pleasure Travelers, they are more likely to consider it important that a destination offers mid-range priced accommodation and is directly accessible by air.

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



How Destinations Are Selected

Similar to other U.S. Pleasure Travelers, the majority of those who attend professional sports events when on trips start planning a summer or winter trip with a desired destination in mind. However, this segment is slightly more likely than average to select a destination (and especially for summer vacations) based on specific activities they want to do on their trip.

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

	Pro Sports Event Attendee	Did Not Attend Pro Sports Event	Pleasure Travelers	Index
Size of Market	27,464,064	143,046,177	170,510,241	100
Summer				
Started with a desired destination in mind	59.1%	58.0%	58.2%	102
Started by considering specific activities wanted to do	11.9%	9.5%	9.9%	119
Started with a certain type of vacation experience in mind	17.4%	17.3%	17.3%	100
Looked for packaged deals - no destination in mind	1.6%	1.0%	1.1%	144
Considered something else first	3.9%	4.7%	4.6%	86
Don't know / Other	6.1%	9.5%	8.9%	69
Winter				
Started with a desired destination in mind	59.6%	58.8%	58.9%	101
Started by considering specific activities wanted to do	15.0%	10.4%	11.3%	133
Started with a certain type of vacation experience in mind	14.7%	14.8%	14.8%	100
Looked for packaged deals - no destination in mind	1.7%	1.4%	1.4%	118
Considered something else first	3.6%	5.8%	5.3%	68
Don't know / Other	5.4%	8.9%	8.3%	65

Trip Planning and Information Sources Consulted

Most of those who attended professional sports events on trips were responsible for planning their trips either on their own (40.9%) or with someone else (18.8%). When making vacation plans, they consult a wider variety of sources than the typical U.S. Pleasure Traveler. The majority in this segment use Internet websites, past experience and word-of-mouth as sources of information when planning travel. Relative to the average U.S. Pleasure Traveler, they are more likely to obtain information from articles and advertising in newspapers or magazines, travel guidebooks such as Fodor's, television programs and advertising, electronic newsletters / magazines and trade, travel or sports shows.

Fig. 16 Who Plans Vacations and Information Sources Consulted

		Pro Sports Event Attendee	Did Not Attend Pro Sports Event	Pleasure Travelers	Index
Size of Market		27,464,064	143,046,177	170,510,241	100
Who Plans Trips?	Respondent plans trips	40.9%	38.8%	39.2%	104
	Trip planning a shared responsibility	18.8%	17.4%	17.6%	107
	Someone else plans trips	40.3%	43.8%	43.2%	93
Information Sources Consulted	An Internet website	85.8%	74.0%	76.0%	113
	Past experience / Been there before	61.9%	53.0%	54.5%	114
	Advice of others / Word-of-mouth	54.3%	43.6%	45.4%	120
	Maps	38.1%	31.6%	32.7%	117
	An auto club such as AAA	30.8%	22.6%	24.0%	128
	Official travel guides or brochures from state / province	26.9%	19.3%	20.6%	131
	Articles in newspapers / magazines	26.8%	16.4%	18.1%	148
	Visitor information centres	25.8%	19.3%	20.4%	127
	A travel agent	25.0%	17.4%	18.6%	134
	Travel information received in the mail	21.3%	14.6%	15.8%	135
	Travel guide books such as Fodor's	18.2%	10.8%	12.0%	151
	Advertisements in newspapers / magazines	16.9%	9.7%	10.9%	156
	Programs on television	11.4%	6.3%	7.1%	160
	An electronic newsletter or magazine received by e-mail	9.3%	5.3%	6.0%	155
	Advertisements on television	6.9%	3.4%	4.0%	173
Visits to trade, travel or sports shows	4.5%	2.0%	2.4%	183	

Use of the Internet to Plan and Arrange Trips

80.5% of those who attended professional sports events while on trips used the Internet to either plan or book travel. They are much more likely than the average U.S. Pleasure Traveler to purchase travel components over the Internet (62.1%). The majority use travel planning / booking websites such as Expedia, hotel or resort websites and airline websites. Airline tickets and accommodation are the trip components booked most often over the Internet. This segment is also more likely than average to use the Internet to purchase tickets for specific activities or attractions.

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

		Pro Sports Event Attendee	Did Not Attend Pro Sports Event	Pleasure Travelers	Index
	Size of Market	27,464,064	143,046,177	170,510,241	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	19.5%	33.2%	31.0%	63
	Uses Internet to plan trips only	18.4%	20.4%	20.1%	91
	Uses Internet to book part of trip	62.1%	46.4%	48.9%	127
Types of Websites Consulted	A travel planning / booking website	65.1%	53.4%	55.6%	117
	A website of a hotel or resort	61.2%	51.5%	53.3%	115
	An airline's website	57.0%	42.9%	45.6%	125
	A website of an attraction	39.0%	32.1%	33.4%	117
	A tourism website of a country / region / city	38.5%	34.3%	35.1%	110
	Some other website	26.6%	24.7%	25.1%	106
	A cruise line website	15.6%	11.7%	12.4%	126
	A motorcoach website	1.5%	1.3%	1.3%	116
Parts of Trips Booked Over The Internet	Air tickets	77.8%	68.7%	70.6%	110
	Accommodations	75.8%	70.9%	71.9%	105
	Car rental	45.9%	35.9%	38.0%	121
	Tickets or fees for specific activities or attractions	37.2%	23.6%	26.3%	141
	A package containing two or more items	22.8%	16.5%	17.8%	128
	Tickets for rail, bus or boat / ship fares	14.8%	11.1%	11.9%	125
	Other	3.0%	2.9%	2.9%	104

Media Consumption Habits

The keen interest in sports among those who attended professional sports events while on trips is clearly evident in their media consumption habits. They are much more likely than the average U.S. Pleasure Traveler to read magazines about professional sports, watch sports on television, listen to all-sports radio and visit sports-related websites. This segment is also more likely than average to consume travel-related media, including the travel sections of newspapers, travel magazines, travel-related television shows and travel-related websites.

Fig. 18 Media Consumption Habits

		Pro Sports Event Attendee	Did Not Attend Pro Sports Event	Pleasure Travelers	Index
Size of Market		27,464,064	143,046,177	170,510,241	100
Newspaper Readership	Reads daily newspaper	68.7%	58.2%	59.9%	115
	Reads weekend edition of newspaper	60.9%	54.5%	55.5%	110
	Reads local neighbourhood or community newspapers	53.4%	48.8%	49.5%	108
	Reads other types of newspapers	18.4%	13.0%	13.9%	133
	Frequently or occasionally reads travel section of daily newspaper	54.2%	40.8%	43.0%	126
	Frequently or occasionally reads travel section of weekend newspaper	61.0%	47.1%	49.3%	124
Types of Magazines Read (Top 5 Indexed)	Professional sports	31.4%	9.0%	12.6%	248
	Magazines about your city	11.5%	6.0%	6.9%	167
	Outdoor activities / sports	17.3%	9.4%	10.7%	161
	Business, finance and investing	22.3%	12.4%	14.0%	160
	Travel (e.g., Condé Nast)	16.1%	9.6%	10.6%	152
Type of Television Programs Watched (Top 5 Indexed)	Sports / sports shows	70.0%	40.2%	45.0%	155
	Late night talk shows	34.6%	25.6%	27.1%	128
	Travel shows	35.5%	27.7%	28.9%	123
	Biography	37.9%	31.9%	32.9%	115
	Music / Music video shows / channels	31.7%	27.4%	28.1%	113
Type of Radio Programs Listened To (Top 5 Indexed)	All sports	28.9%	8.7%	11.9%	242
	Jazz/Big band	12.3%	9.6%	10.0%	123
	Top 40 / Current hits	31.9%	25.0%	26.1%	122
	News / Talk / Information	39.4%	31.1%	32.4%	122
	Modern rock / Alternative rock	39.7%	31.6%	32.9%	121
Types of Websites Visited (Top 5 Indexed)	Sports	56.5%	24.4%	30.0%	188
	Travel	59.5%	45.6%	48.0%	124
	Network news sites (e.g., CNN)	47.8%	36.8%	38.7%	124
	Newspaper sites	36.0%	28.3%	29.6%	122
	Magazine sites	17.7%	14.2%	14.8%	119

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 & 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 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	