

**U.S. TRAVEL MARKET**

**Attending Theatre, Film & Music Festivals  
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





### 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 theatre, film or music festivals 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 Theatre, Film and Music Festivals While on Trips

### Market Incidence

Over the last two years, 6.5% (14,172,252) of adult Americans attended a theatre, film or music festival while on an out-of-town, overnight trip of one or more nights. The most popular type of festival attended on trips was a music festival (4.8%). Other cultural festivals attended while traveling include theatre festivals (1.2%) comedy festivals (0.8%), international film festivals (0.7%), and literary festivals or events (0.7%).

46.9% (6,651,124 adult Americans) of those who attended a theatre, film or music festival 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 music festival or an international film festival was most often cited as the main reason for taking a trip. A comedy festival was least likely to be mentioned as the main reason for taking a trip.

Fig. 1 Incidence of Attending Theatre, Film & Music Festivals While on Trips<sup>1</sup>

Size of Market	Number Who Went to Theatre, Film & Music Festivals <sup>2</sup>	Percent Main Reason for Trip <sup>3</sup>	Percent of Pleasure Travelers <sup>4</sup>	Percent of Total U.S. Population <sup>5</sup>
Theatre, Film & Music Festivals (All Activities)	14,172,252	46.9%	8.3%	6.5%
Music festival	10,572,805	47.4%	6.2%	4.8%
Theatre festival	2,573,732	38.2%	1.5%	1.2%
Comedy festival	1,695,843	29.5%	1.0%	0.8%
International film festival	1,626,496	42.6%	1.0%	0.7%
Literary festival or event	1,566,657	37.2%	0.9%	0.7%
Participated in all five activities	134,270	25.4%	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 theatre, film or music festivals 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 a theatre, film or music festival while traveling are over-represented among those living in Alaska and the Middle Atlantic, East South Central, East North Central and Pacific regions of the United States. They are also more likely to live in large cities (population 2 million or more).

Fig. 2 Geographic Distribution & Population Size of Those Who Attended Theatre, Film & Music Festivals While on Trips

	Total Population	Estimated Number Who Went to Theatre / Film / Music Festival on a Trip	Percent of Pleasure Travelers in Region Who Went to Theatre / Film/ Music Festival on a Trip	Percent of Total Regional Population Went to Theatre/ Film/ Music Festival on a Trip
United States	222,846,268	14,172,252	8.3%	6.5%
New England	11,095,629	707,598	8.3%	6.5%
Middle Atlantic	31,005,526	2,297,525	10.0%	7.5%
East North Central	34,621,254	2,321,385	8.7%	6.8%
West North Central	15,024,360	852,475	7.1%	5.7%
South Atlantic	42,602,998	2,549,648	7.9%	6.1%
East South Central	13,597,436	851,891	8.9%	6.3%
West South Central	24,853,901	1,408,935	7.8%	5.7%
Mountain	15,030,720	754,427	6.2%	5.1%
Pacific	34,529,689	2,388,111	8.6%	7.0%
Alaska	484,754	40,258	9.5%	8.3%
Not Available	745,757	47,747	7.7%	6.4%
Less than 100,000	29,429,442	1,526,651	7.4%	5.3%
100,000 to 499,999	36,551,501	2,096,779	7.7%	5.8%
500,000 to 1,999,999	52,335,815	3,241,995	8.1%	6.3%
2,000,000 or more	103,783,753	7,259,080	8.8%	7.1%

Those who attended theatre, film and music festivals while on trips are most likely to live in Mississippi, Louisiana, Nebraska, New York and Connecticut. They are least likely to live in Montana, New Mexico, West Virginia, Idaho and Rhode Island (see Fig. 3 on next page).

Fig. 3 Those Who Attended Theatre, Film &amp; Music Festivals While on Trips by U.S. State

Region	State	Population of State	Estimated Number Went to Theatre/ Film/Music Festival	Percent of Pleasure Travelers in State	Percent of State Population
United States	All States	222,846,268	14,172,252	8.3%	6.5%
New England	Connecticut	2,685,692	207,764	10.1%	8.0%
	Maine	1,047,770	41,576	5.7%	4.0%
	Massachusetts	4,423,562	341,321	9.7%	7.8%
	New Hampshire	1,604,344	64,825	5.4%	4.0%
	Rhode Island	837,445	33,345	4.8%	4.0%
	Vermont	496,816	18,768	4.9%	3.8%
Middle Atlantic	New Jersey	6,708,501	522,821	10.0%	7.8%
	New York	14,727,054	1,121,224	10.2%	7.8%
	Pennsylvania	9,569,972	653,479	9.6%	7.0%
East North Central	Illinois	9,521,097	738,343	9.9%	8.0%
	Indiana	4,717,624	256,290	7.2%	5.4%
	Michigan	7,709,890	525,207	8.8%	6.9%
	Ohio	8,412,962	458,920	7.4%	5.5%
	Wisconsin	4,259,682	342,624	9.9%	8.1%
West North Central	Iowa	2,262,393	109,499	6.1%	5.0%
	Kansas	2,304,474	95,390	5.4%	4.1%
	Minnesota	3,946,220	280,006	8.3%	7.1%
	Missouri	4,138,758	181,849	5.7%	4.4%
	Nebraska	1,304,361	109,411	10.5%	8.4%
	North Dakota	488,140	39,179	9.5%	8.3%
	South Dakota	580,015	37,141	8.3%	7.0%
South Atlantic	Delaware	646,427	40,209	8.2%	7.6%
	District of Columbia	521,285	25,571	7.4%	4.9%
	Florida	13,937,467	811,406	7.6%	6.0%
	Georgia	6,668,302	473,945	9.3%	7.2%
	Maryland	3,428,206	163,140	6.1%	4.8%
	North Carolina	6,651,453	449,607	9.1%	6.8%
	South Carolina	3,241,944	175,119	7.4%	5.7%
	Virginia	5,957,159	375,360	8.2%	6.4%
	West Virginia	1,550,755	35,290	4.1%	2.3%
East South Central	Alabama	3,431,591	240,790	10.0%	7.0%
	Kentucky	3,447,277	140,217	5.8%	4.3%
	Mississippi	2,156,793	178,695	12.9%	8.3%
	Tennessee	4,561,775	292,190	8.8%	6.4%
West South Central	Arkansas	2,103,346	141,718	10.0%	6.7%
	Louisiana	3,367,908	272,992	12.1%	8.3%
	Oklahoma	2,643,565	165,685	8.8%	6.3%
	Texas	16,739,082	828,540	6.6%	5.0%
Mountain	Arizona	4,451,660	226,333	6.4%	5.2%
	Colorado	3,501,822	206,381	7.1%	6.0%
	Idaho	1,044,920	37,498	4.6%	3.6%
	Montana	726,027	17,585	2.9%	2.4%
	Nevada	1,809,582	104,455	7.2%	5.8%
	New Mexico	1,433,596	41,355	3.8%	2.9%
	Utah	1,671,322	102,710	7.3%	6.1%
	Wyoming	391,790	18,110	5.4%	4.6%
Pacific	Alaska	484,754	40,258	9.5%	8.3%
	California	26,965,837	1,912,320	8.7%	7.2%
	Oregon	2,793,303	181,117	8.4%	6.6%
	Washington	4,770,549	294,673	7.7%	6.2%

## Demographic Profile

Relative to the average U.S. Pleasure Traveler, those who attended theatre, film and music festivals are over-represented among 18 to 24 year olds. While most are married, those who are not married and those without children at home are over-represented in this segment. They are more likely than average to hold an advanced educational degree (23.7%) and their household incomes are slightly above-average (\$79,645).

Fig. 4 Demographic Profile of Those Who Attended a Theatre, Film & Music Festivals on Trips Relative to All U.S. Pleasure Travelers

Attribute	Size of Market	Attended a Theatre, Film or Music Festival	Did Not Attend a Theatre, Film or Music Festival <sup>1</sup>	Pleasure Travelers	Index <sup>2</sup>
		14,172,252	156,337,989	170,510,241	100
Gender	Male	50.1%	48.4%	48.5%	103
	Female	49.9%	51.6%	51.5%	97
Age of Respondent	18 to 24	13.8%	10.6%	10.8%	127
	25 to 34	20.8%	21.0%	21.0%	99
	35 to 44	15.6%	17.4%	17.3%	90
	45 to 54	21.7%	21.0%	21.0%	103
	55 to 64	16.0%	15.4%	15.5%	103
	65 Plus	12.1%	14.6%	14.4%	84
Average Age		44.2	45.6	45.4	N/A
Marital Status	Not married	38.2%	29.8%	30.5%	125
	Married	61.8%	70.2%	69.5%	89
Parental Status	No children under 18	79.7%	69.1%	70.0%	114
	Children under 18	20.3%	30.9%	30.0%	68
Education	High school or less	16.0%	20.9%	20.5%	78
	Trade, Technical, Community Col.	18.7%	21.6%	21.4%	87
	University Degree	41.6%	41.0%	41.1%	101
	Post Graduate Degree	23.7%	16.5%	17.1%	139
Household Income	Under \$20,000	8.9%	8.0%	8.1%	110
	\$20,000 to \$39,999	14.6%	16.4%	16.2%	90
	\$40,000 to \$59,999	15.8%	16.8%	16.7%	95
	\$60,000 to \$79,999	14.2%	14.7%	14.7%	97
	\$80,000 to \$99,999	10.8%	11.7%	11.6%	93
	\$100,000 to \$149,999	14.6%	14.3%	14.4%	102
	\$150,000 or more	9.7%	6.4%	6.7%	145
Not stated	11.4%	11.7%	11.7%	97	
Average Household Income		\$79,645	\$73,817	\$74,303	N/A

- 1 - Those who "Did Not Attend a Theatre, Film & Music Festivals" 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 theatre, film or music festival on any trip. The number of Theatre, Film & Music Festival Attendees and Non-Attendees equals the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for those who attended a festival in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which those who attended these festivals 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 theatre, film and music festivals while on trips traveled more frequently 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 much more likely than the average U.S. Pleasure Traveler to have visited Mexico, the Caribbean and overseas destinations.

Those who attended theatre, film and music festivals while on trips were also much more likely to have taken a trip to Canada in the past two years (25.1% versus 14.6%). The most common destinations in Canada were Ontario (16.2%), Quebec (7.9%) and British Columbia (7.6%), however, this segment is highly over-represented among U.S. visitors to all Canadian provinces or territories. As such, theatre, film and music festival attendees are a prime target market for Canadian event-based tourism initiatives.

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

	Attended a Theatre, Film or Music Festival	Did Not Attend a Theatre, Film or Music Festival	Pleasure Travelers	Index
Size of Market	14,172,252	156,337,989	170,510,241	100
All destinations	93.7%	84.7%	85.4%	110
Canada	25.1%	13.6%	14.6%	172
Newfoundland and Labrador	1.1%	0.4%	0.4%	271
Prince Edward Island	1.7%	0.5%	0.6%	272
New Brunswick	2.1%	0.7%	0.8%	260
Nova Scotia	2.8%	1.2%	1.3%	212
Quebec	7.9%	2.7%	3.1%	255
Ontario	16.2%	7.5%	8.3%	196
Manitoba	1.2%	0.5%	0.5%	232
Saskatchewan	1.2%	0.4%	0.5%	256
Alberta	2.5%	1.1%	1.2%	211
British Columbia	7.6%	3.8%	4.1%	183
Yukon	1.3%	0.5%	0.6%	227
Northwest Territories	1.1%	0.3%	0.4%	289
Nunavut	0.1%	LT 0.1%	LT 0.1%	264
Own State	89.4%	78.8%	79.7%	112
Other parts of the U.S.	95.3%	90.2%	90.6%	105
Mexico	21.5%	12.9%	13.6%	159
Caribbean	18.5%	12.2%	12.7%	146
All other destinations	17.6%	8.8%	9.5%	184

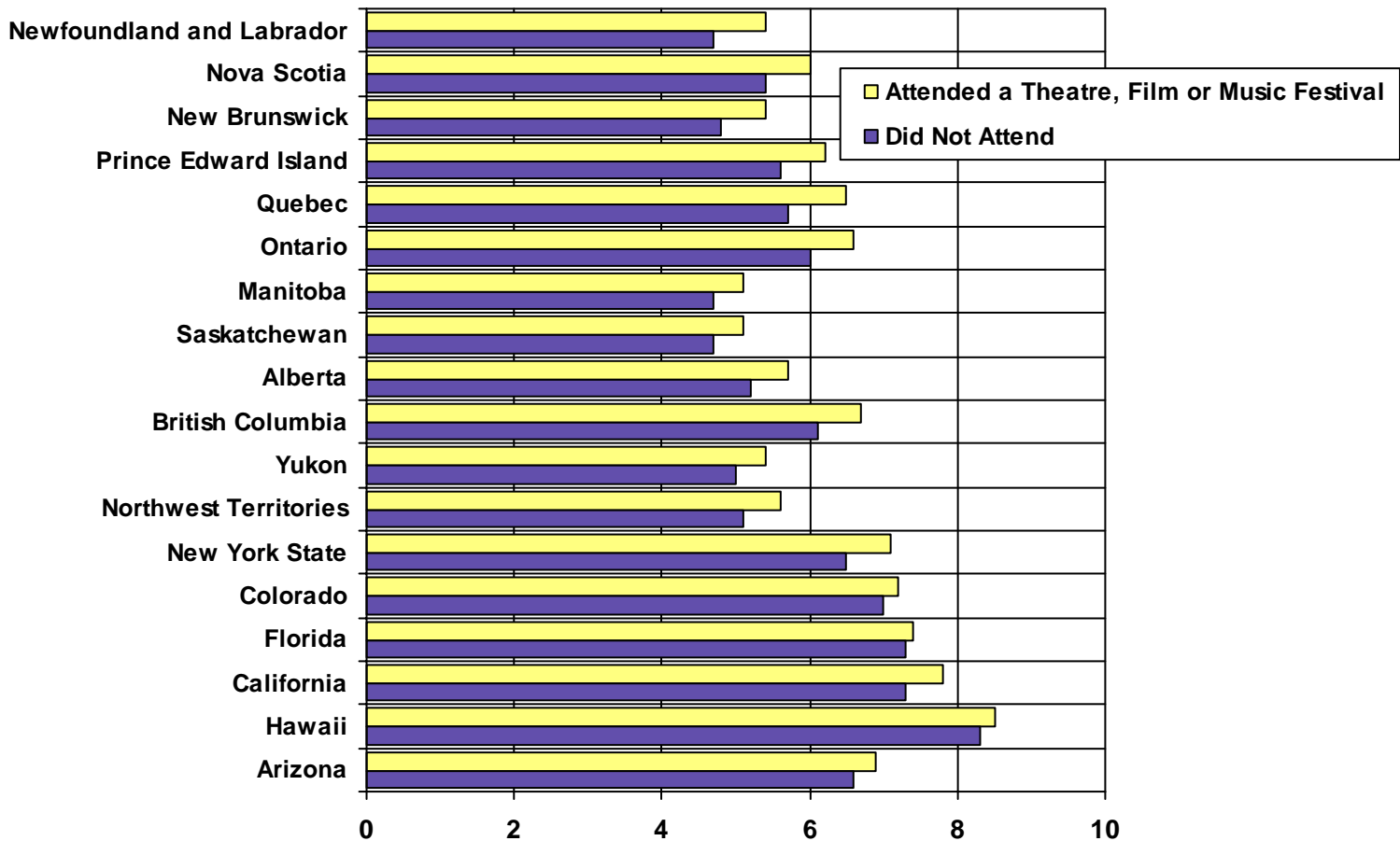
**Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories**

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 theatre, film and music festivals while on trips gave higher ratings than other U.S. Pleasure Travelers to all the Canadian provinces and territories. British Columbia (6.7), Ontario (6.6), Quebec (6.5) and PEI (6.2) received the highest ratings.

However, similar to other U.S. Pleasure Travelers, those who attended theatre, film and music festivals rated the U.S. reference states as being more appealing than any of the Canadian provinces or territories with Hawaii (8.5) receiving the highest rating.

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 theatre, film and music festivals while on trips were very active in other culture and entertainment activities while traveling. The majority in this segment went shopping and dining, visited historical sites, museums and art galleries, went to casinos, theatre and comedy clubs, visited theme parks and exhibits and went fine dining and to spas. Moreover, this segment was at least three times more likely than the average U.S. Pleasure Traveler to go to rock concerts, go recreational dancing, attend high art performances, and attend national and international sporting events.

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

	Attended a Theatre, Film or Music Festival	Did Not Attend a Theatre, Film or Music Festival	Pleasure Travelers	Index
Size of Market	14,172,252	156,337,989	170,510,241	100
Shopping & Dining	92.1%	76.4%	77.7%	119
Fairs & Festivals	77.4%	37.7%	41.0%	189
Historical Sites, Museums & Art Galleries	77.3%	51.3%	53.5%	145
Casino, Theatre & Comedy Clubs	70.1%	43.2%	45.4%	154
Theme Parks & Exhibits	69.8%	47.1%	49.0%	142
Fine Dining & Spas	54.4%	31.0%	33.0%	165
Science & Technology Exhibits	48.3%	22.7%	24.8%	195
Rock Concerts & Recreational Dancing	45.6%	12.5%	15.3%	299
Wine, Beer & Food Tastings	43.3%	21.1%	22.9%	189
High Art Performances	38.6%	8.4%	10.9%	352
Professional Sports Events	34.9%	14.4%	16.1%	216
Equestrian & Western Events	34.1%	13.8%	15.5%	221
Garden Theme Attractions	31.6%	12.0%	13.7%	231
Agro-Tourism	29.8%	12.1%	13.5%	220
Aboriginal Cultural Experiences	22.4%	7.3%	8.6%	260
Amateur Tournaments	16.2%	6.9%	7.7%	212
Archaeological Digs & Sites	13.8%	4.8%	5.5%	251
Participatory Historical Activities	12.6%	3.1%	3.9%	321
National & International Sporting Events	7.2%	1.4%	1.9%	386

### Culture and Entertainment Activities Pursued While Not on Trips

Travelers who attend theatre, film and music festivals are also very engaged in culture and entertainment pursuits when NOT traveling. In addition to patronizing local live theatre, the majority dine in restaurants, attend festivals or fairs and visit historic sites, heritage buildings, zoos, aquariums, art galleries and art shows. They are also much more likely than the average U.S. Pleasure Traveler to enjoy the local nightlife (e.g., rock music concerts, bars with live pop or rock bands, jazz clubs), stay in a local hotel or B&B, visit day spas and attend the ballet or opera when not traveling.

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

	Attended a Theatre, Film or Music Festival	Did Not Attend a Theatre, Film or Music Festival	Pleasure Travelers	Index
Size of Market	14,172,252	156,337,989	170,510,241	100
Going out to eat in restaurants	94.1%	92.7%	92.8%	101
Going to festivals or fairs	81.3%	64.0%	65.5%	124
Going to museums	57.7%	35.7%	37.5%	154
Going to historic sites or heritage buildings	57.4%	38.6%	40.1%	143
Going to zoos or aquariums	57.2%	44.6%	45.6%	125
Going to live theatre	51.3%	27.2%	29.2%	176
Going to art galleries or art shows	51.1%	25.6%	27.8%	184
Going to amateur sporting events	49.5%	39.0%	39.9%	124
Going to amusement or theme parks	47.0%	37.3%	38.1%	123
Going to professional sporting events	44.8%	34.0%	34.9%	128
Going to bars with live pop or rock bands	43.4%	21.8%	23.6%	184
Going to rock music concerts	41.4%	19.5%	21.3%	194
Going to pick-your-own farms or farmers' market	40.4%	30.8%	31.6%	128
Going dancing	37.7%	19.3%	20.8%	181
Going to botanical gardens	35.3%	18.6%	20.0%	177
Going to gamble in casinos	34.8%	27.4%	28.0%	124
Going to classical music concerts	33.1%	13.2%	14.9%	222
Going to jazz clubs	24.4%	6.4%	7.9%	308
Staying overnight in a hotel or B&B in own city	21.0%	9.6%	10.6%	199
Going to day spas	19.9%	9.4%	10.3%	194
Going to the ballet	18.0%	6.1%	7.0%	256
Going to the opera	15.4%	4.9%	5.7%	268
Going to rodeos	12.6%	7.8%	8.2%	154

### Outdoor Activities Pursued While on Trips

Travelers who attended theatre, film and music festivals were also quite active in outdoor activities while on trips. The majority of those who attended theatre, film and music festivals while on trips participated in wildlife viewing and ocean activities. They were also at least twice as likely as the average U.S. Pleasure Traveler to participate in many of the more strenuous outdoor activities while traveling, including exercising and jogging, team sports, downhill skiing and snowboarding, cycling, horseback riding, 'board & blade' activities (e.g., ice-skating), sailing and surfing, scuba diving and snorkeling, cross-country skiing and snowshoeing and extreme sports (e.g., extreme air sports, extreme skiing). This segment's high involvement in strenuous outdoor activities reflects the fact that there is a significant concentration of younger travelers (18 to 24 years of age) who are typically very active in outdoor pursuits while traveling.

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

	Attended a Theatre, Film or Music Festival	Did Not Attend a Theatre, Film or Music Festival	Pleasure Travelers	Index
Size of Market	14,172,252	156,337,989	170,510,241	100
Wildlife Viewing	55.0%	33.1%	34.9%	157
Ocean Activities (e.g., swimming in ocean, ocean kayaking)	54.4%	38.2%	39.6%	137
Hiking, Climbing & Paddling	41.0%	21.9%	23.5%	175
Games & Individual Sports (e.g., tennis, board games)	39.7%	20.6%	22.2%	179
Boating & Swimming (e.g., motorboating, swimming in lakes)	37.3%	19.6%	21.0%	177
Exercising & Jogging	29.7%	12.7%	14.1%	211
Fishing	25.2%	18.2%	18.8%	134
Team Sports (e.g., football, baseball, basketball)	17.1%	7.1%	7.9%	216
Downhill Skiing & Snowboarding	16.4%	7.3%	8.0%	204
Cycling	15.5%	5.5%	6.3%	245
Golfing	15.2%	10.3%	10.7%	142
Horseback Riding	13.4%	5.5%	6.2%	217
Snowmobiling & ATVing	13.2%	6.6%	7.1%	185
Board & Blade (e.g., skateboarding, ice-skating)	12.8%	3.2%	4.0%	318
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	12.2%	4.1%	4.8%	255
Scuba & Snorkelling	8.8%	3.6%	4.1%	215
Extreme Air Sports (e.g., parachuting, bungee jumping)	7.1%	1.2%	1.7%	411
Hunting	6.6%	5.3%	5.4%	122
Cross-country Skiing & Snowshoeing	5.9%	1.5%	1.9%	315
Motorcycling	5.8%	2.8%	3.1%	190
Extreme Skiing (e.g., heli-skiing, overnight x-country trips)	1.4%	0.2%	0.3%	435

### Outdoor Activities Pursued While Not on Trips

Theatre, film and music festival attendees are also very active in outdoor activities when not traveling. The majority go on day outings to a park and picnicking, exercise at home or at a fitness club, go swimming and garden when not traveling. Relative to the average U.S. Pleasure Traveler, they are also much more likely to go horseback riding, canoeing or kayaking, snowboarding, cross-country skiing and skateboarding. On the other hand, they are less likely than average to go hunting.

Fig. 10 Outdoor Activities Pursued While NOT on Trips

	Attended a Theatre, Film or Music Festival	Did Not Attend a Theatre, Film or Music Festival	Pleasure Travelers	Index
Size of Market	14,172,252	156,337,989	170,510,241	100
Day outing to a park	75.4%	62.0%	63.1%	120
Exercising at home or at a fitness club	66.8%	55.1%	56.0%	119
Swimming	65.4%	55.7%	56.5%	116
Picnicking	60.4%	46.6%	47.7%	126
Gardening	56.5%	52.8%	53.1%	106
Hiking	46.7%	31.2%	32.5%	144
Fishing	36.1%	32.4%	32.8%	110
Camping	34.7%	26.0%	26.7%	130
Cycling	33.9%	21.9%	22.9%	148
Jogging	31.1%	18.5%	19.5%	159
Sailing or other boating	27.5%	19.3%	20.0%	138
Playing team sports	23.8%	15.1%	15.8%	151
Playing racquet sports (e.g., tennis or badminton)	21.7%	12.4%	13.2%	165
Golfing	20.0%	18.1%	18.3%	110
Horseback riding	15.2%	8.0%	8.6%	177
Riding an all-terrain vehicle (ATV)	13.8%	11.3%	11.5%	120
Canoeing or kayaking	13.8%	7.3%	7.8%	176
Rollerblading	12.2%	6.9%	7.3%	167
Hunting	11.1%	11.8%	11.8%	94
Downhill skiing	9.6%	5.4%	5.7%	168
Ice-skating	8.6%	5.2%	5.5%	157
Snowboarding	5.9%	2.4%	2.7%	219
Cross-country skiing	5.5%	2.2%	2.5%	221
Snowmobiling	5.3%	3.1%	3.3%	162
Skateboarding	5.3%	1.9%	2.2%	242

### Accommodations Stayed In While on Trips

Those who attended theatre, film and music festivals while on trips most often stayed at seaside resorts, public campgrounds, or at lakeside or riverside resorts. This segment was also much more likely than the average U.S. Pleasure Traveler to have stayed in many of the more atypical accommodation types, including health spas, country inns or resorts with a gourmet restaurant, farm or guest ranches, houseboats, cooking or wine tasting schools and a remote or fly-in wilderness lodge or outpost.

Fig. 11 Accommodations Stayed In While on Trips

	Attended a Theatre, Film or Music Festival	Did Not Attend a Theatre, Film or Music Festival	Pleasure Travelers	Index
Size of Market	14,172,252	156,337,989	170,510,241	100
Seaside Resort	46.3%	36.5%	37.7%	123
A Public Campground in a National, State, Provincial or Municipal Park	41.7%	33.9%	34.8%	120
Lakeside / Riverside Resort	35.8%	24.2%	25.6%	140
Ski Resort or Mountain Resort	25.4%	17.5%	18.4%	138
A Private Campground	24.8%	20.4%	20.9%	118
Health Spa	15.3%	5.3%	6.5%	237
A Camp Site in a Wilderness Setting (Not a Campground)	14.6%	9.0%	9.6%	152
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	13.6%	8.1%	8.7%	156
Wilderness Lodge You Can Drive to by Car	11.4%	6.6%	7.2%	158
Country Inn or Resort with Gourmet Restaurant	10.3%	3.3%	4.1%	252
Farm or Guest Ranch	8.3%	3.5%	4.1%	202
On a Houseboat	7.6%	2.3%	2.9%	260
Cooking School	4.1%	0.8%	1.2%	344
Wine Tasting School	3.6%	0.5%	0.9%	409
Remote or Fly-In Wilderness Lodge	3.2%	1.5%	1.7%	191
Remote or Fly-In Wilderness Outpost	2.5%	0.7%	0.9%	280

### Tours and Cruises Taken During Past Two Years

Those who attended theatre, film and music festivals while on trips were also much more likely than the average U.S. Pleasure Traveler to have taken tours and cruises in the past two years. The most popular types of tours were self-guided sameday tours and city tours. However, they were also much more likely than average to take overnight tours and air tours and to tour casinos, wineries and factories. Those who attended theatre, film and music festivals also frequently took Caribbean cruises. Relative to the average U.S. Pleasure Traveler, they were also more likely to have taken specialized cruises such as a Great Lakes cruise or a cruise on the St. Lawrence River.

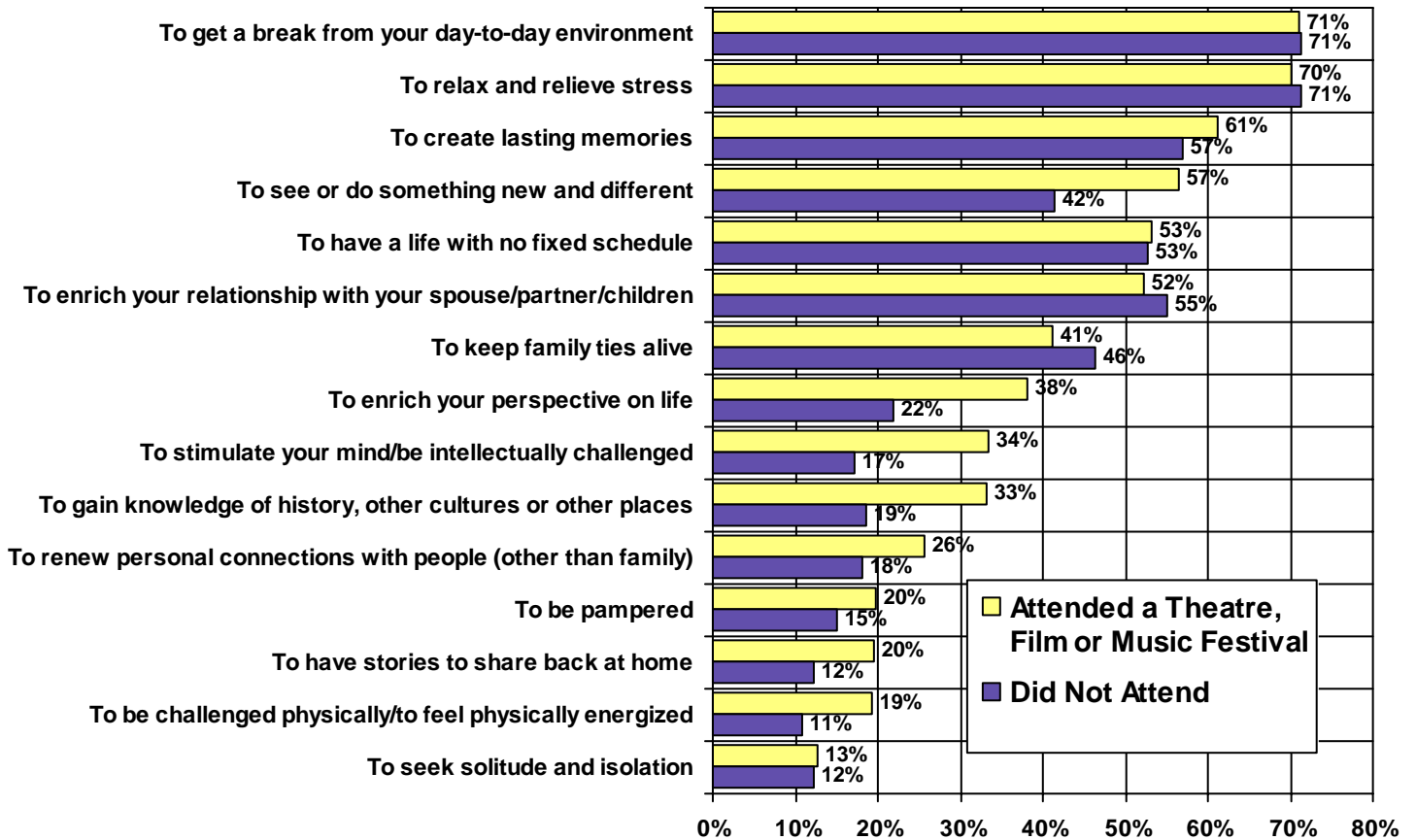
Fig. 12 Tours and Cruises Taken During Past Two Years

	Attended a Theatre, Film or Music Festival	Did Not Attend a Theatre, Film or Music Festival	Pleasure Travelers	Index
Size of Market	14,172,252	156,337,989	170,510,241	100
A self-guided sameday tour while on an overnight trip	30.4%	18.2%	19.2%	158
Around the city	27.3%	14.7%	15.8%	173
An organized sameday guided tour while on an overnight trip	25.1%	17.9%	18.5%	135
Around the country side - scenic drives	23.2%	12.2%	13.1%	177
A self-guided overnight tour where you stayed in different locations	22.7%	9.3%	10.4%	218
An organized overnight guided tour where you stayed in different locations	16.4%	7.1%	7.9%	209
An organized overnight guided tour where you stayed in a single location	14.4%	6.0%	6.7%	214
On the water (sightseeing cruise)	13.9%	7.2%	7.8%	178
Some other type of tour	12.9%	8.5%	8.8%	146
Caribbean ocean cruise	12.7%	8.7%	9.0%	141
Wilderness tour	12.4%	7.0%	7.4%	167
To a casino	10.4%	4.4%	4.9%	213
To a winery	8.8%	3.1%	3.6%	245
Ocean cruise - Other	6.8%	4.6%	4.8%	141
Cruise on another lake or river	5.1%	1.7%	2.0%	256
Some other type of cruise	4.6%	1.4%	1.7%	268
To a factory	4.5%	1.6%	1.8%	247
Alaskan ocean cruise	4.1%	2.3%	2.5%	164
In the air as a pilot or passenger of an airplane or helicopter	3.6%	1.2%	1.4%	259
Great Lakes cruise	2.1%	0.2%	0.4%	535
Submarine cruise	0.9%	0.2%	0.2%	345
Cruise on the St. Lawrence River	0.5%	0.3%	0.3%	182

### Benefits Sought While on Vacation

As with most U.S. Pleasure Travelers, the majority of those who attended theatre, film and music festivals while on trips take vacations to get a break from their day-to-day environment, relax and relieve stress, create lasting memories, see or do something new or different, to have no fixed schedule and enrich family relationships. However, relative to the average U.S. Pleasure Traveler, this segment values vacation destinations that are novel, culturally distinctive, intellectually stimulating (e.g., enrich perspective on life, mental stimulation or challenges) and offer opportunities to be physically challenged. They also look for vacation destinations that allow them to renew personal connections with their friends.

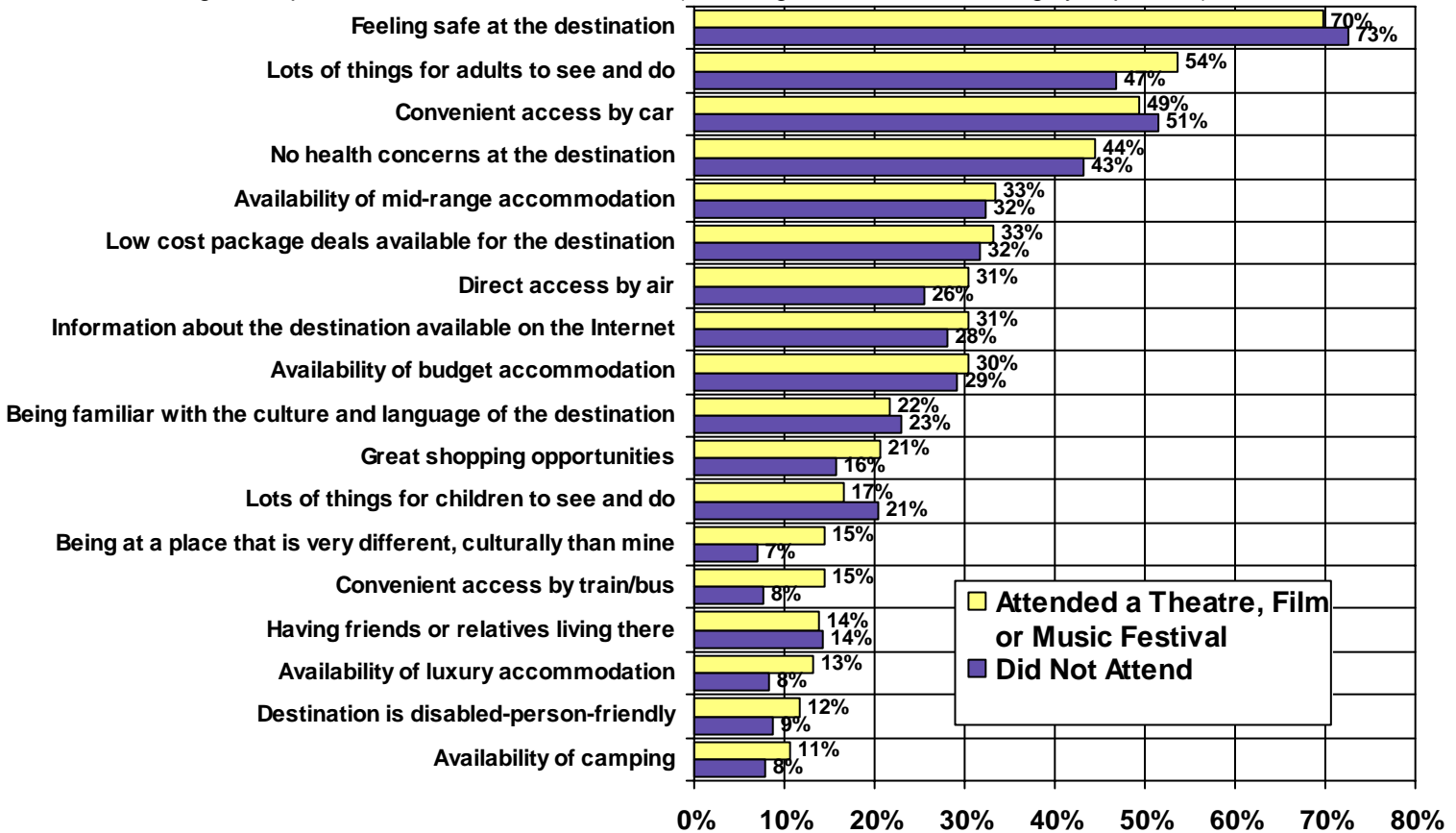
Fig.13 Benefits Sought While on Vacation  
(Percent Rating Each Benefit as "Highly Important")



**Other Attributes of a Destination Considered Important**

As with most U.S. Pleasure Travelers, the majority of those who attended theatre, film and music festivals while on trips consider it important that they feel safe at a destination and have lots to see and do. However, relative to other U.S. Pleasure Travelers, they value destinations that are culturally different from their home and can be conveniently accessed by air, train or bus. They also look for destinations that offer great shopping opportunities and luxury accommodation.

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



### How Destinations Are Selected

Similar to most U.S. Pleasure Travelers, the majority of those who attended theatre, film and music festivals while on trips start their trip planning with a specific destination in mind. However, those who attended theatre, film and music festivals are more likely than the average U.S. Pleasure Traveler to select a destination based on the specific activities they want to do and tend to exhibit above-average interest in discount travel packages.

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

	Attended a Theatre, Film or Music Festival	Did Not Attend a Theatre, Film or Music Festival	Pleasure Travelers	Index
Size of Market	14,172,252	156,337,989	170,510,241	100
<b>Summer</b>				
Started with a desired destination in mind	56.1%	58.4%	58.2%	96
Started by considering specific activities wanted to do	13.2%	9.6%	9.9%	133
Started with a certain type of vacation experience in mind	18.7%	17.2%	17.3%	108
Looked for packaged deals - no destination in mind	2.3%	1.0%	1.1%	206
Considered something else first	3.7%	4.7%	4.6%	80
Don't know / Other	5.9%	9.2%	8.9%	67
<b>Winter</b>				
Started with a desired destination in mind	55.2%	59.3%	58.9%	94
Started by considering specific activities wanted to do	15.1%	10.9%	11.3%	134
Started with a certain type of vacation experience in mind	17.3%	14.5%	14.8%	117
Looked for packaged deals - no destination in mind	2.2%	1.3%	1.4%	154
Considered something else first	4.0%	5.5%	5.3%	76
Don't know / Other	6.2%	8.5%	8.3%	75

### Trip Planning and Information Sources Consulted

Most of those who attended theatre, film and music festivals on trips were responsible for planning their trips either on their own (45.5%) or with someone else (16.0%). When making vacation plans, they consult a much 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 when planning trips. However, relative to the average U.S. Pleasure Traveler, they are twice as likely to obtain trip planning 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. They are also above-average users of state or provincial travel guides and visitor information centres.

Fig. 16 Who Plans Vacations and Information Sources Consulted

		Attended a Theatre, Film or Music Festival	Did Not Attend a Theatre, Film or Music Festival	Pleasure Travelers	Index
Size of Market		14,172,252	156,337,989	170,510,241	100
Who Plans Trips?	Respondent plans trips	45.5%	38.6%	39.2%	116
	Trip planning a shared responsibility	16.0%	17.7%	17.6%	91
	Someone else plans trips	38.5%	43.6%	43.2%	89
Information Sources Consulted	An Internet website	82.6%	75.4%	76.0%	109
	Past experience / Been there before	62.3%	53.8%	54.5%	114
	Advice of others / Word-of-mouth	55.3%	44.4%	45.4%	122
	Maps	44.5%	31.6%	32.7%	136
	Official travel guides or brochures from state / province	32.9%	19.4%	20.6%	160
	Articles in newspapers / magazines	32.5%	16.8%	18.1%	179
	Visitor information centres	32.1%	19.3%	20.4%	158
	An auto club such as AAA	31.2%	23.3%	24.0%	130
	A travel agent	25.7%	18.0%	18.6%	138
	Travel information received in the mail	24.0%	15.0%	15.8%	152
	Travel guide books such as Fodor's	21.7%	11.1%	12.0%	181
	Advertisements in newspapers / magazines	20.5%	10.0%	10.9%	189
	Programs on television	15.8%	6.3%	7.1%	222
	An electronic newsletter or magazine received by e-mail	12.0%	5.4%	6.0%	201
	Advertisements on television	8.5%	3.6%	4.0%	212
Visits to trade, travel or sports shows	6.1%	2.1%	2.4%	248	

### Use of the Internet to Plan and Arrange Trips

75.8% of those in who attended theatre, film or musical festivals use the Internet to plan or book trips. They are more likely than the average U.S. Pleasure Traveler to use the Internet to book trip components (56.8%). The majority use travel planning/booking websites (e.g., Expedia), hotel or resort websites and airline websites. Airline tickets and accommodation are the trip components most often purchased online. However, this segment is much more likely than average to consult motorcoach websites and to purchase tickets for travel by train, bus, boat or ship.

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

		Attended a Theatre, Film or Music Festival	Did Not Attend a Theatre, Film or Music Festival	Pleasure Travelers	Index
	Size of Market	14,172,252	156,337,989	170,510,241	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	24.3%	31.6%	31.0%	78
	Uses Internet to plan trips only	19.0%	20.2%	20.1%	94
	Uses Internet to book part of trip	56.8%	48.2%	48.9%	116
Types of Websites Consulted	A travel planning / booking website	65.1%	54.7%	55.6%	117
	A website of a hotel or resort	58.7%	52.8%	53.3%	110
	An airline's website	54.6%	44.6%	45.6%	120
	A tourism website of a country / region / city	44.2%	34.2%	35.1%	126
	A website of an attraction	42.0%	32.5%	33.4%	126
	Some other website	31.5%	24.4%	25.1%	126
	A cruise line website	16.1%	12.1%	12.4%	129
	A motorcoach website	2.8%	1.2%	1.3%	207
Parts of Trips Booked Over The Internet	Air tickets	78.9%	69.7%	70.6%	112
	Accommodations	76.1%	71.4%	71.9%	106
	Car rental	47.8%	36.9%	38.0%	126
	Tickets or fees for specific activities or attractions	38.8%	25.0%	26.3%	147
	A package containing two or more items	25.2%	17.0%	17.8%	141
	Tickets for rail, bus or boat / ship fares	21.4%	10.8%	11.9%	180
	Other	4.2%	2.8%	2.9%	142

### Media Consumption Habits

Those who attended theatre, film and music festivals when on trips are much more likely than the average U.S. Pleasure Traveler to listen to music on the radio and on television (e.g., music channels & shows). Their musical tastes are diverse, ranging from classical music to jazz to modern rock. This segment also avidly consumes travel-related media including the travel sections of the daily and weekend newspapers, travel magazines, travel-related television programs and travel websites. They are twice as likely to read magazines specific to a particular city or region's lifestyle and events.

Fig. 1 Media Consumption Habits

		Attended a Theatre, Film or Music Festival	Did Not Attend a Theatre, Film or Music Festival	Pleasure Travelers	Index
	Size of Market	14,172,252	156,337,989	170,510,241	100
Newspaper Readership	Reads daily newspaper	67.2%	59.2%	59.9%	112
	Reads weekend edition of newspaper	59.8%	55.1%	55.5%	108
	Reads local neighbourhood or community newspapers	57.6%	48.8%	49.5%	116
	Reads other types of newspapers	24.8%	12.9%	13.9%	179
	Frequently or occasionally reads travel section of daily newspaper	58.0%	41.6%	43.0%	135
	Frequently or occasionally reads travel section of weekend newspaper	63.7%	48.0%	49.3%	129
Types of Magazines Read (Top 5 Indexed)	Photography and video	10.2%	3.3%	3.9%	262
	Travel (e.g., Condé Nast)	24.6%	9.4%	10.6%	231
	Magazines about your city	15.4%	6.1%	6.9%	222
	Regional magazines	13.7%	6.2%	6.8%	202
	Science and geography	24.0%	13.1%	14.0%	171
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	43.1%	27.7%	28.9%	149
	Shopping channels	11.2%	7.4%	7.7%	144
	Biography	46.1%	31.7%	32.9%	140
	Music / Music video shows / channels	39.2%	27.1%	28.1%	140
	Late night talk shows	36.5%	26.2%	27.1%	135
Type of Radio Programs Listened To (Top 5 Indexed)	Multicultural	11.9%	4.1%	4.7%	252
	Jazz / Big band	20.2%	9.1%	10.0%	202
	Classical music	23.7%	13.3%	14.1%	167
	Modern rock / Alternative rock	42.4%	32.0%	32.9%	129
	All sports	15.0%	11.6%	11.9%	126
Types of Websites Visited (Top 5 Indexed)	Magazine sites	22.4%	14.1%	14.8%	152
	Newspaper sites	37.5%	28.9%	29.6%	127
	Travel	59.7%	46.9%	48.0%	125
	Network news sites (e.g., CNN)	47.5%	37.8%	38.7%	123
	Sites for specific activities or interests	39.4%	31.9%	32.5%	121

Appendix One		
U.S. TAMS 2006 Culture and Entertainment Segmentation		
Activity Segment	Activities in Segment	
<b>Historical Sites, Museums &amp; Art Galleries</b>	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
<b>Shopping &amp; Dining</b>	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
<b>Aboriginal Cultural Experiences</b>	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
<b>Fairs &amp; Festivals</b>	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
<b>Science &amp; Technology Exhibits</b>	Science or Technology Museums	Children's Museums
	Science & Technology Theme Parks	Went to an Imax Movie Theatre
	Planetarium	
<b>Theme Parks &amp; Exhibits</b>	Amusement Park	Aquariums
	Water Theme Park	Zoos
	Movie Theme Park	Wax Museums
<b>High Art Performances</b>	Classical or Symphony Concert	Ballet or Other Dance Performances
	Opera	Jazz Concert
<b>Professional Sporting Events</b>	Professional Football Games	Professional Golf Tournaments
	Professional Basketball Games	Professional Ice Hockey Games
	Professional Baseball Games	
<b>Theatre, Film &amp; Musical Festivals</b>	Theatre Festivals	International Film Festivals
	Comedy Festivals	Music Festivals
	Literary Festivals or Events	
<b>Tastings</b>	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)
<b>Casino, Theatre &amp; Comedy Clubs</b>	Stand-Up Comedy Clubs and Other Variety Shows	Live Theatre with Dinner
	Went to a Casino	Live Theatre
<b>Participatory Historical Activities</b>	Historical Re-Enactments (as an Actor)	Interpretive Program at a Historic Site or National /Provincial Park
	Curatorial Tours	
<b>National &amp; International Sporting Events</b>	National /International Sporting Events such as the Olympic Games	Curling Bonspiel
	Professional Figure Skating	Professional Soccer Games

<b>Appendix One</b>		
<b>U.S. TAMS 2006 Culture and Entertainment Segmentation</b>		
<b>Gardens Theme Attractions</b>	Garden Theme Park	Botanical Gardens
<b>Rock Concerts &amp; Dancing</b>	Rock & Roll /Popular Music Concert	Recreational Dancing
<b>Archaeological Digs &amp; Sites</b>	Archaeological Digs	Paleontological /Archaeological Sites
<b>Equestrian &amp; Western Events</b>	Equine (Horse) Competitions	Country /Western Music Concerts
	Western Theme Events (e.g., Rodeos)	Auto Races
	Horse Races	
<b>Fine Dining &amp; Spas</b>	High-End Restaurants with an International Reputation	Day Visit to a Health and Wellness Spa while on an Overnight Trip
	Other High-End Restaurants	
<b>Agro-Tourism</b>	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)
<b>Amateur Tournaments</b>	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	