



## Executive Summary

Over the last two years, 0.4% of adult Americans (822,954) took an overnight pleasure trip to Saskatchewan. This represents 0.5% of U.S. Pleasure Travellers. Of those who took a trip to Saskatchewan, 19.6% took two or more trips to the province the last two years.

Those who visited Saskatchewan are most likely to live in neighbouring North Dakota. There is also an above-average rate of visits among the residents of Montana, Alaska, South Dakota, and, rather interestingly, Delaware. They tend to be over-represented among those from smaller cities and rural areas. Saskatchewan Visitors are frequent travellers and considerably more likely than the average U.S. Pleasure Traveller to have visited all regions of Canada during the past two years.

U.S. visitors to Saskatchewan are over-represented among those 55 and older. They are also more likely to have a post-graduate degree (30.6%) and an above-average household income (\$89,373). As such, visitors to Saskatchewan are over-represented among affluent, mature couples; one of the most sought after sectors of the travel market. Their age and affluence are reflected in the activities they pursue while on trips.

Those who visited Saskatchewan were much more likely to have taken part in participatory, educational activities (e.g., aboriginal cultural experiences, participatory historical activities) and to have attended art performances and attractions (e.g., high art performances, theatre, film and music festivals) while on trips. Their cultural pursuits suggest that this travel segment is interested in learning experiences, intellectual stimulation and live entertainment. They were also very active in outdoor activities while on trips and especially nature-oriented and sportsman activities (e.g., fishing, hunting, hiking, climbing and paddling, wildlife viewing), motorized recreational activities (e.g., snowmobiling, ATVing, motorcycling) and fitness activities (e.g., exercising and jogging, cycling). They are much more likely than average to have taken tours and cruises, and especially guided tours. They usually stay in campgrounds or resorts but are more likely than others to have toured in a motor home or to have stayed in a wilderness setting.

Saskatchewan visitors prefer highly active vacations that provide intellectual stimulation, opportunities to learn (e.g., gain knowledge of history and other cultures or places) and novelty. They are less likely than others to take vacations merely to relax.

Saskatchewan visitors are slightly less likely than average to use the Internet for planning (66.7%) and booking travel (45.7%). However, they are above-average consumers of travel media and may also be effectively targeted through educational

television programs and magazines, news and current affairs media and multicultural and classical music radio stations.

### **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 Travellers' 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 took a trip to Saskatchewan during the past two years and compares them with other U.S. Pleasure Travellers (i.e., took at least one pleasure trip in the last two years). This report is part of a series of eight reports reviewing U.S. travellers to specific destinations within Canada prepared using the U.S. TAMS



## U.S. Travellers to Saskatchewan

### Market Incidence

Over the last two years, 0.4% of adult Americans (822,954) took an overnight pleasure trip to Saskatchewan. This represents 0.4% of U.S. Pleasure Travellers. Of those who took a trip to Saskatchewan, 19.6% took two or more pleasure trips to this province in the last two years.

Fig. 1 Incidence of Trips<sup>1</sup> to Saskatchewan During the Past Two Years

	Saskatchewan
Number of Americans Taking a Trip <sup>2</sup>	822,954
Percent of U.S. Pleasure Travellers <sup>3</sup>	0.5%
Percent of U.S. Population <sup>4</sup>	0.4%
Percent of Saskatchewan Visitors Taking Two or More Pleasure Trips to Saskatchewan <sup>5</sup>	19.6%

- 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 took at least one overnight trip to Saskatchewan in the last two years for any purpose.
- 3 - "Pleasure Travellers" 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 row reports the percent of U.S. Pleasure Travellers who took a trip to Saskatchewan.
- 4 - This row reports the percent of the Total U.S. Adult Market who took a trip to Saskatchewan during the past two years.
- 5 - This row reports the percent of U.S. Pleasure Travellers who visited Saskatchewan who took two or more pleasure trips to Saskatchewan during the last two years.

### Incidence by Region, State and Population Size

Relative to the average U.S. Pleasure Traveller, those who took a trip to Saskatchewan are over-represented among those living in Alaska and the West North Central region of the United States. They are more likely to live in small towns and rural areas (population less than 100,000) than in mid-sized and larger communities.

Fig. 2 Geographic Distribution & Population Size of Those Who Took a Trip to Saskatchewan

	Total Population	Estimated Number Who Took a Trip to Saskatchewan	Percent of Pleasure Travellers in Region Who Took a Trip to Saskatchewan	Percent of Total Regional Population Who Took a Trip to Saskatchewan
United States	222,846,268	822,954	0.5%	0.4%
New England	11,095,629	35,593	0.4%	0.3%
Middle Atlantic	31,005,526	40,449	0.2%	0.1%
East North Central	34,621,254	122,737	0.5%	0.4%
West North Central	15,024,360	183,411	1.5%	1.2%
South Atlantic	42,602,998	137,400	0.4%	0.3%
East South Central	13,597,436	32,611	0.3%	0.2%
West South Central	24,853,901	63,740	0.4%	0.3%
Mountain	15,030,720	71,282	0.6%	0.5%
Pacific	34,529,689	118,580	0.4%	0.4%
Alaska	484,754	17,150	4.1%	3.5%
Not Available	745,757	17,150	2.8%	2.3%
Less than 100,000	29,429,442	208,619	1.0%	0.7%
100,000 to 499,999	36,551,501	129,609	0.5%	0.4%
500,000 to 1,999,999	52,335,815	147,545	0.4%	0.3%
2,000,000 or more	103,783,753	320,031	0.4%	0.3%

Those who visited Saskatchewan are most likely to live in neighbouring North Dakota. There is also an above-average rate of visits among the residents of Montana, Alaska, South Dakota and rather interestingly, Delaware. As would be expected, the likelihood of a visit to Saskatchewan generally declines as the distance of the state from Saskatchewan increases (see Fig. 3 on next page).

Fig. 3 Those Who Took a Trip to Saskatchewan by U.S. State

Region	State	Population of State	Estimated Number Taking Trip to Saskatchewan	Percent of Pleasure Travellers in State	Percent of State Population
United States	All States	222,846,268	822,954	0.5%	0.4%
New England	Connecticut	2,685,692	18,371	0.9%	0.7%
	Maine	1,047,770	8,238	1.1%	0.8%
	Massachusetts	4,423,562	4,283	0.1%	0.1%
	New Hampshire	1,604,344	1,759	0.1%	0.1%
	Rhode Island	837,445	2,942	0.4%	0.4%
	Vermont	496,816	0	0.0%	0.0%
Middle Atlantic	New Jersey	6,708,501	6,626	0.1%	0.1%
	New York	14,727,054	17,713	0.2%	0.1%
	Pennsylvania	9,569,972	16,111	0.2%	0.2%
East North Central	Illinois	9,521,097	39,757	0.5%	0.4%
	Indiana	4,717,624	12,878	0.4%	0.3%
	Michigan	7,709,890	25,516	0.4%	0.3%
	Ohio	8,412,962	19,560	0.3%	0.2%
	Wisconsin	4,259,682	25,026	0.7%	0.6%
West North Central	Iowa	2,262,393	13,955	0.8%	0.6%
	Kansas	2,304,474	16,638	0.9%	0.7%
	Minnesota	3,946,220	56,328	1.7%	1.4%
	Missouri	4,138,758	28,732	0.9%	0.7%
	Nebraska	1,304,361	17,957	1.7%	1.4%
	North Dakota	488,140	38,315	9.3%	7.8%
	South Dakota	580,015	11,487	2.6%	2.0%
South Atlantic	Delaware	646,427	11,996	2.5%	1.9%
	District of Columbia	521,285	0	0.0%	0.0%
	Florida	13,937,467	39,491	0.4%	0.3%
	Georgia	6,668,302	24,385	0.5%	0.4%
	Maryland	3,428,206	15,030	0.6%	0.4%
	North Carolina	6,651,453	12,229	0.2%	0.2%
	South Carolina	3,241,944	13,165	0.6%	0.4%
	Virginia	5,957,159	21,103	0.5%	0.4%
	West Virginia	1,550,755	0	0.0%	0.0%
East South Central	Alabama	3,431,591	14,046	0.6%	0.4%
	Kentucky	3,447,277	18,566	0.8%	0.5%
	Mississippi	2,156,793	0	0.0%	0.0%
	Tennessee	4,561,775	0	0.0%	0.0%
West South Central	Arkansas	2,103,346	0	0.0%	0.0%
	Louisiana	3,367,908	8,249	0.4%	0.2%
	Oklahoma	2,643,565	9,568	0.5%	0.4%
	Texas	16,739,082	45,923	0.4%	0.3%
Mountain	Arizona	4,451,660	21,810	0.6%	0.5%
	Colorado	3,501,822	13,748	0.5%	0.4%
	Idaho	1,044,920	0	0.0%	0.0%
	Montana	726,027	16,243	2.7%	2.2%
	Nevada	1,809,582	0	0.0%	0.0%
	New Mexico	1,433,596	6,389	0.6%	0.4%
	Utah	1,671,322	7,398	0.5%	0.6%
Wyoming	391,790	5,694	1.7%	1.5%	
Pacific	Alaska	484,754	17,150	4.1%	3.5%
	California	26,965,837	80,724	0.4%	0.3%
	Oregon	2,793,303	10,503	0.5%	0.4%
	Washington	4,770,549	27,353	0.7%	0.7%

## Demographic Profile

U.S. Pleasure Travellers who visited Saskatchewan are more likely to be male than female. They are generally older (57.8% 55 years of age or older) than the average U.S. Pleasure Traveller and consistent with this fact, less likely to have dependent children 18 and younger living at home (87.3%). They are also much more likely to have a post-graduate degree (30.6%) and report above-average household incomes. As such, visitors to Saskatchewan are over-represented among affluent, mature couples: one of the most sought after travel sectors in the marketplace.

Fig. 4 Demographic Profile of Visitors to Saskatchewan Relative to All U.S. Pleasure Travellers

Attribute	Size of Market	Took a Trip to Saskatchewan	Did Not Take a Trip to Saskatchewan <sup>1</sup>	Pleasure Travellers	Index <sup>2</sup>
		822,954	169,687,288	170,510,241	100
Gender	Male	56.7%	48.5%	48.5%	117
	Female	43.3%	51.5%	51.5%	84
Age of Respondent	18 to 24	3.2%	10.9%	10.8%	29
	25 to 34	14.8%	21.0%	21.0%	70
	35 to 44	9.5%	17.3%	17.3%	55
	45 to 54	14.8%	21.1%	21.0%	70
	55 to 64	20.7%	15.4%	15.5%	134
	65 Plus	37.1%	14.3%	14.4%	257
Average Age		55.7	45.4	45.4	N/A
Marital Status	Not married	28.2%	30.6%	30.5%	92
	Married	71.8%	69.4%	69.5%	103
Parental Status	No children under 18	87.3%	69.9%	70.0%	125
	Children under 18	12.7%	30.1%	30.0%	42
Education	High school or less	12.9%	20.5%	20.5%	63
	Trade, Technical, Community Col.	20.7%	21.4%	21.4%	97
	University Degree	35.8%	41.1%	41.1%	87
	Post Graduate Degree	30.6%	17.0%	17.1%	179
Household Income	Under \$20,000	2.8%	8.1%	8.1%	34
	\$20,000 to \$39,999	12.9%	16.3%	16.2%	80
	\$40,000 to \$59,999	14.8%	16.7%	16.7%	89
	\$60,000 to \$79,999	15.8%	14.7%	14.7%	108
	\$80,000 to \$99,999	16.3%	11.6%	11.6%	141
	\$100,000 to \$149,999	13.6%	14.4%	14.4%	95
	\$150,000 or more	11.6%	6.7%	6.7%	174
Not stated	12.1%	11.7%	11.7%	104	
Average Household Income		\$89,373	\$74,231	\$74,303	N/A

- 1 - Defined as an individual 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 to Saskatchewan on any trip.
- 2 - The "Index" is calculated by dividing the percent for those who visited Saskatchewan in each group by the percent of U.S. Pleasure Travellers in each group. The Index indicates the extent to which visitors are over or under-represented relative to the average U.S. Pleasure Traveller. An index of 100 means the percent of visitors is the same as that of the average U.S. Pleasure Traveller. Index values over 100 indicate that visitors are over-represented and index values less than 100 indicate that visitors are under-represented relative to the average U.S. Pleasure Traveller.

### Travel Activity (During Last Two Years)

Those who visited Saskatchewan during the last two years are frequent travellers with 66.4% taking five or more pleasure trips in the last two years. (Note: 42.4% of U.S. Pleasure Travellers took five or more pleasure trips in the last two years). As such, they were more likely than the average U.S. Pleasure Traveller to have taken trips within their home state, to have travelled to other parts of the United States and to have travelled to Mexico, the Caribbean and overseas destinations during the last two years.

U.S. Pleasure Travellers who visited Saskatchewan were also more likely to have travelled to other parts of Canada, with the majority having also visited Alberta (61.7%) and British Columbia (58.1%). Relative to the average U.S. Pleasure Traveller, they were also especially likely to have also visited Manitoba, the Northern Territories and the Atlantic Region during the last two years.

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

	Took a Trip to Saskatchewan	Did Not Take a Trip to Saskatchewan	Pleasure Travellers	Index
Size of Market	822,954	169,687,288	170,510,241	100
All destinations	100.0%	85.3%	85.4%	117
Canada	100.0%	14.1%	14.6%	687
Newfoundland & Labrador	12.9%	0.4%	0.4%	3091
Prince Edward Island	15.0%	0.5%	0.6%	2462
New Brunswick	19.0%	0.7%	0.8%	2340
Nova Scotia	20.4%	1.2%	1.3%	1522
Quebec	27.3%	3.0%	3.1%	880
Ontario	45.8%	8.1%	8.3%	554
Manitoba	44.3%	0.3%	0.5%	8415
Saskatchewan	100.0%	0.0%	0.5%	20683
Alberta	61.7%	0.9%	1.2%	5139
British Columbia	58.1%	3.9%	4.1%	1408
Yukon	22.2%	0.5%	0.6%	3915
Northwest Territories	19.3%	0.3%	0.4%	4881
Nunavut	3.8%	LT 0.1%	LT 0.1%	8126
Own State	85.9%	79.7%	79.7%	108
Other parts of the U.S.	98.0%	90.6%	90.6%	108
Mexico	30.0%	13.5%	13.6%	220
Caribbean	31.8%	12.6%	12.7%	249
All other destinations	30.5%	9.4%	9.6%	319

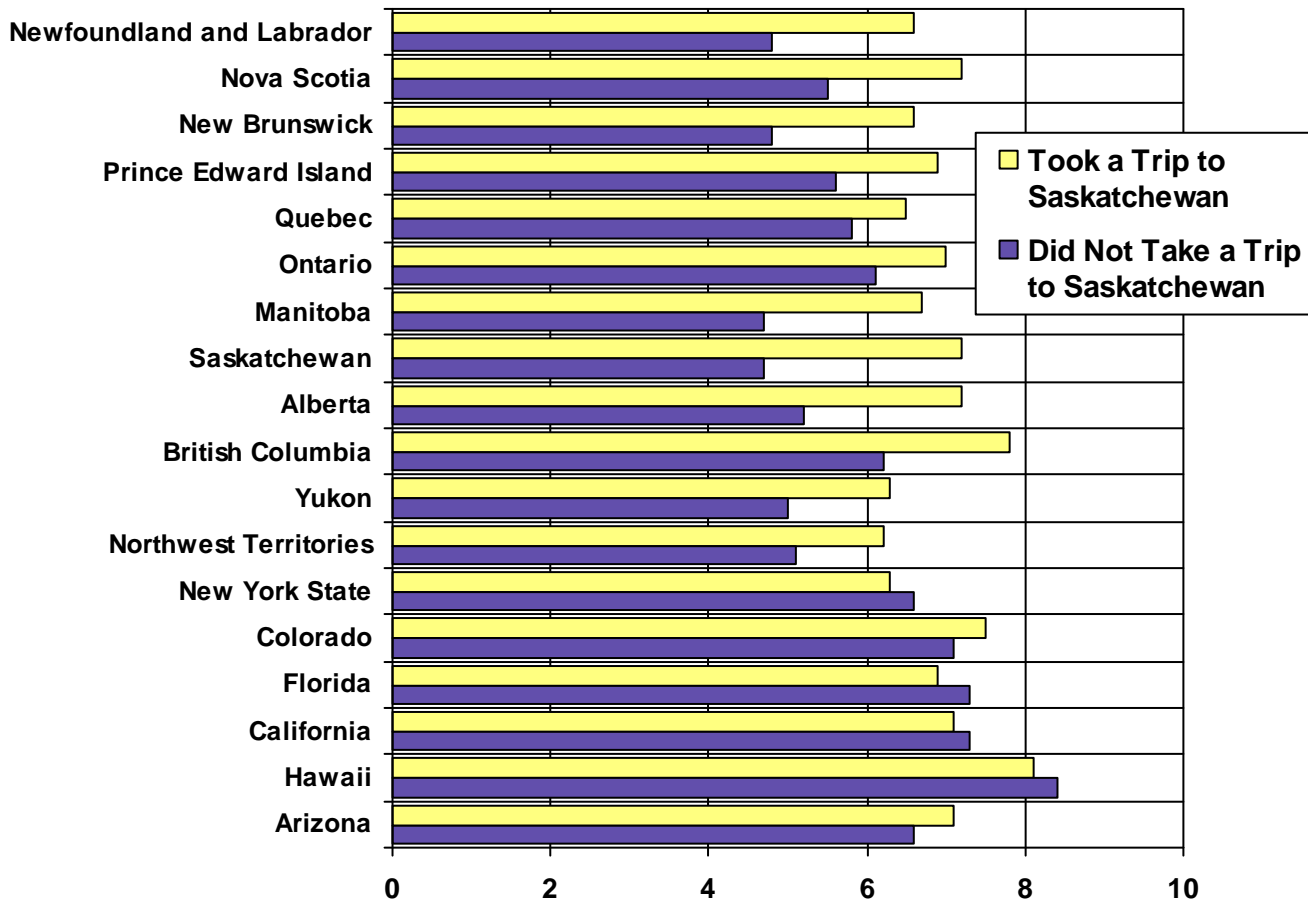
**Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories**

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 visited Saskatchewan have a much more favourable impression of all Canadian destinations than does the average U.S. Pleasure Traveller. British Columbia (7.8) received the highest rating among Canadian destinations followed by Alberta (7.2), Saskatchewan (7.2) and Nova Scotia (7.2).

On the other hand, with the exception of a more favourable impression of Colorado and Arizona, the perceived appeal of the other U.S. reference states is comparable to that of other U.S. Pleasure Travellers.

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



### Culture and Entertainment Activities Pursued While on Trips

U.S. Pleasure Travellers who visited Saskatchewan are much more active than the average U.S. Pleasure Traveller in culture and entertainment pursuits while on trips. They frequently go shopping and dining, visit historical sites, museums and art galleries and go to casinos, live theatre and comedy clubs while on trips. Relative to the average U.S. Pleasure Traveller, visitors to Saskatchewan were much more likely to have taken part in participatory, educational activities (e.g., aboriginal cultural experiences, participatory historical activities, archaeological digs, agro-tourism) and to have attended live art performances (e.g., high art performances) and theatre, film and music festivals while on trips. They were also more likely to have attended sporting events (e.g., equestrian & western events, professional sporting events, national & international sporting events). Their cultural pursuits suggest that this travel segment is interested in learning experiences, intellectual stimulation and live entertainment.

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

	Took a Trip to Saskatchewan	Did Not Take a Trip to Saskatchewan	Pleasure Travellers	Index
Size of Market	822,954	169,687,288	170,510,241	100
Shopping and Dining	85.0%	77.7%	77.7%	109
Historical Sites, Museums & Art Galleries	74.2%	53.4%	53.5%	139
Casino, Theatre and Comedy Clubs	61.6%	45.3%	45.4%	136
Fairs and Festivals	58.2%	40.9%	41.0%	142
Theme Parks & Exhibits	53.5%	48.9%	49.0%	109
Science and Technology Exhibits	45.3%	24.7%	24.8%	183
Wine, Beer and Food Tastings	42.3%	22.8%	22.9%	184
Fine Dining and Spas	41.0%	32.9%	33.0%	124
Equestrian & Western Events	30.0%	15.4%	15.5%	194
Aboriginal Cultural Experiences	27.9%	8.5%	8.6%	325
High Art Performances	27.8%	10.9%	10.9%	254
Professional Sporting Events	27.7%	16.1%	16.1%	172
Garden Theme Attractions	27.4%	13.6%	13.7%	201
Agro-Tourism	24.0%	13.5%	13.5%	178
Rock Concerts and Recreational Dancing	21.6%	15.2%	15.3%	142
Theatre, Film & Musical Festivals	21.3%	8.2%	8.3%	256
Archaeological Digs & Sites	17.9%	5.5%	5.5%	324
Participatory Historical Activities	17.9%	3.9%	3.9%	456
Amateur Tournaments	14.4%	7.6%	7.7%	187
National & International Sporting Events	5.5%	1.8%	1.9%	298



## Outdoor Activities Pursued While on Trips

Those who visited Saskatchewan were much more active than the average U.S. Pleasure Traveller in outdoor activities while on trips during the past two years. Relative to the average U.S. Pleasure Traveller, they were especially likely to participate in nature-oriented and sportsman activities (e.g., fishing, hunting, hiking, climbing and paddling, wildlife viewing, horseback riding), motorized recreational activities (e.g., snowmobiling & ATVing, motorcycling) and fitness activities (e.g., exercising and jogging, cycling) while on trips during the past two years.

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

	Took a Trip to Saskatchewan	Did Not Take a Trip to Saskatchewan	Pleasure Travellers	Index
Size of Market	822,954	169,687,288	170,510,241	100
Wildlife Viewing	62.5%	34.8%	34.9%	179
Ocean Activities (e.g., swimming in ocean, ocean kayaking)	37.2%	39.6%	39.6%	94
Hiking, Climbing & Paddling	35.2%	23.4%	23.5%	150
Fishing	34.2%	18.7%	18.8%	182
Boating & Swimming (e.g., motorboating, swimming in lakes)	31.7%	21.0%	21.0%	151
Games & Individual Sports (e.g., tennis, board games)	24.8%	22.2%	22.2%	112
Exercising & Jogging	22.6%	14.0%	14.1%	160
Hunting	18.9%	5.3%	5.4%	350
Snowmobiling & ATVing	16.7%	7.1%	7.1%	235
Golfing	15.4%	10.6%	10.7%	145
Downhill Skiing & Snowboarding	13.4%	8.0%	8.0%	167
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	13.2%	4.7%	4.8%	277
Team Sports (e.g., football, baseball, basketball)	13.0%	7.9%	7.9%	165
Horseback Riding	12.6%	6.1%	6.2%	205
Board & Blade (e.g., skateboarding, ice-skating)	11.3%	4.0%	4.0%	281
Extreme Air Sports (e.g., parachuting, bungee jumping)	10.9%	1.7%	1.7%	634
Cycling	9.6%	6.3%	6.3%	151
Motorcycling	8.2%	3.0%	3.1%	269
Cross-country Skiing & Snowshoeing	7.5%	1.8%	1.9%	399
Scuba & Snorkeling	7.2%	4.1%	4.1%	176
Extreme Skiing (e.g., heli-skiing, overnight x-country trips)	4.4%	0.3%	0.3%	1329

### Outdoor Activities Pursued While Not on Trips

When NOT travelling, those who visited Saskatchewan continue to be very active in many outdoor activities. The majority exercise, garden, go on day outings to local parks and picnic and swim while not travelling. Relative to the average U.S. Pleasure Traveller, they are especially likely to participate in nature-oriented activities (e.g., hunting, fishing, horseback riding, camping, canoeing and kayaking), to drive recreational vehicles (e.g., snowmobiling, ATVing) and to go skiing (e.g., cross-country skiing, downhill skiing).

Fig. 10 Outdoor Activities Pursued While NOT on Trips

	Took a Trip to Saskatchewan	Did Not Take a Trip to Saskatchewan	Pleasure Travellers	Index
Size of Market	822,954	169,687,288	170,510,241	100
Exercising at home or at a fitness club	65.0%	56.0%	56.0%	116
Gardening	59.8%	53.1%	53.1%	113
Day outing to a park	59.0%	63.1%	63.1%	93
Picnicking	54.9%	47.7%	47.7%	115
Swimming	50.0%	56.6%	56.5%	88
Hiking	45.0%	32.4%	32.5%	138
Fishing	41.8%	32.7%	32.8%	128
Camping	34.0%	26.7%	26.7%	127
Sailing or other boating	29.9%	19.9%	20.0%	150
Cycling	29.8%	22.8%	22.9%	130
Hunting	24.3%	11.7%	11.8%	206
Golfing	20.9%	18.3%	18.3%	114
Jogging	20.7%	19.5%	19.5%	106
Riding an all-terrain vehicle (ATV)	18.9%	11.4%	11.5%	165
Horseback riding	15.9%	8.6%	8.6%	185
Playing team sports	14.8%	15.8%	15.8%	94
Playing racquet sports (e.g., tennis or badminton)	13.6%	13.2%	13.2%	103
Canoeing or kayaking	13.4%	7.8%	7.8%	170
Downhill skiing	9.5%	5.7%	5.7%	167
Snowmobiling	7.5%	3.3%	3.3%	226
Rollerblading	7.2%	7.3%	7.3%	98
Cross-country skiing	7.0%	2.5%	2.5%	280
Ice-skating	5.8%	5.5%	5.5%	105
Snowboarding	3.8%	2.7%	2.7%	143
Skateboarding	3.1%	2.2%	2.2%	143

### Accommodation Stayed In While on Trips

Those who visited Saskatchewan primarily stayed in public and private campgrounds and resorts (e.g., lakeside or riverside resorts, seaside resorts, ski or mountain resorts) during the last two years. However, relative to the average U.S. Pleasure Traveller, they were particularly likely to have toured in a motor home or houseboat. They were also much more likely to have stayed in a wilderness area, at a guest farm or ranch, a ski or mountain resort or in accommodation that specializes in fine cuisine (e.g., country inn or resort with gourmet restaurant, cooking or wine tasting school).

Fig. 11 Accommodation Stayed In While on Trips

	Took a Trip to Saskatchewan	Did Not Take a Trip to Saskatchewan	Pleasure Travellers	Index
Size of Market	822,954	169,687,288	170,510,241	100
A Public Campground in a National, State, Provincial or Municipal Park	30.9%	16.9%	16.9%	182
Seaside Resort	27.3%	18.3%	18.3%	149
A Private Campground	25.0%	10.1%	10.2%	246
Lakeside / Riverside Resort	24.9%	12.4%	12.4%	200
Ski Resort or Mountain Resort	22.2%	8.9%	9.0%	248
A Motor Home or RV while Travelling or Touring (Not a Camping Trip)	19.0%	4.2%	4.2%	448
Wilderness Lodge You Can Drive to by Car	10.4%	3.5%	3.5%	299
A Camp Site in a Wilderness Setting (Not a Campground)	9.8%	4.7%	4.7%	208
Farm or Guest Ranch	8.6%	2.0%	2.0%	428
On a Houseboat	6.7%	1.4%	1.4%	470
Country Inn or Resort with Gourmet Restaurant	6.5%	2.0%	2.0%	330
Remote or Fly-In Wilderness Lodge	6.4%	0.8%	0.8%	783
Remote or Fly-In Wilderness Outpost	6.4%	0.4%	0.4%	1452
Health Spa	6.3%	3.1%	3.1%	200
Cooking School	4.4%	0.6%	0.6%	759
Wine Tasting School	2.1%	0.4%	0.4%	489

### Tours and Cruises Taken During Past Two Years

Those who visited Saskatchewan were much more likely than the average U.S. Pleasure Traveller to have taken tours and cruises during the last two years. Sameday and overnight tours (both guided and self-guided) were the most popular tours taken by this travel segment. However, relative to the average U.S. Pleasure Traveller, those who visited Saskatchewan were especially likely to have taken freshwater and ocean cruises (e.g., Alaskan cruise, Great Lakes cruise, St. Lawrence River cruise), organized single location and multi-location tours and tours of wineries, factories or casinos during the last two years. Their interest in organized tours reflects this travel segment's keen interest in learning opportunities while on trips.

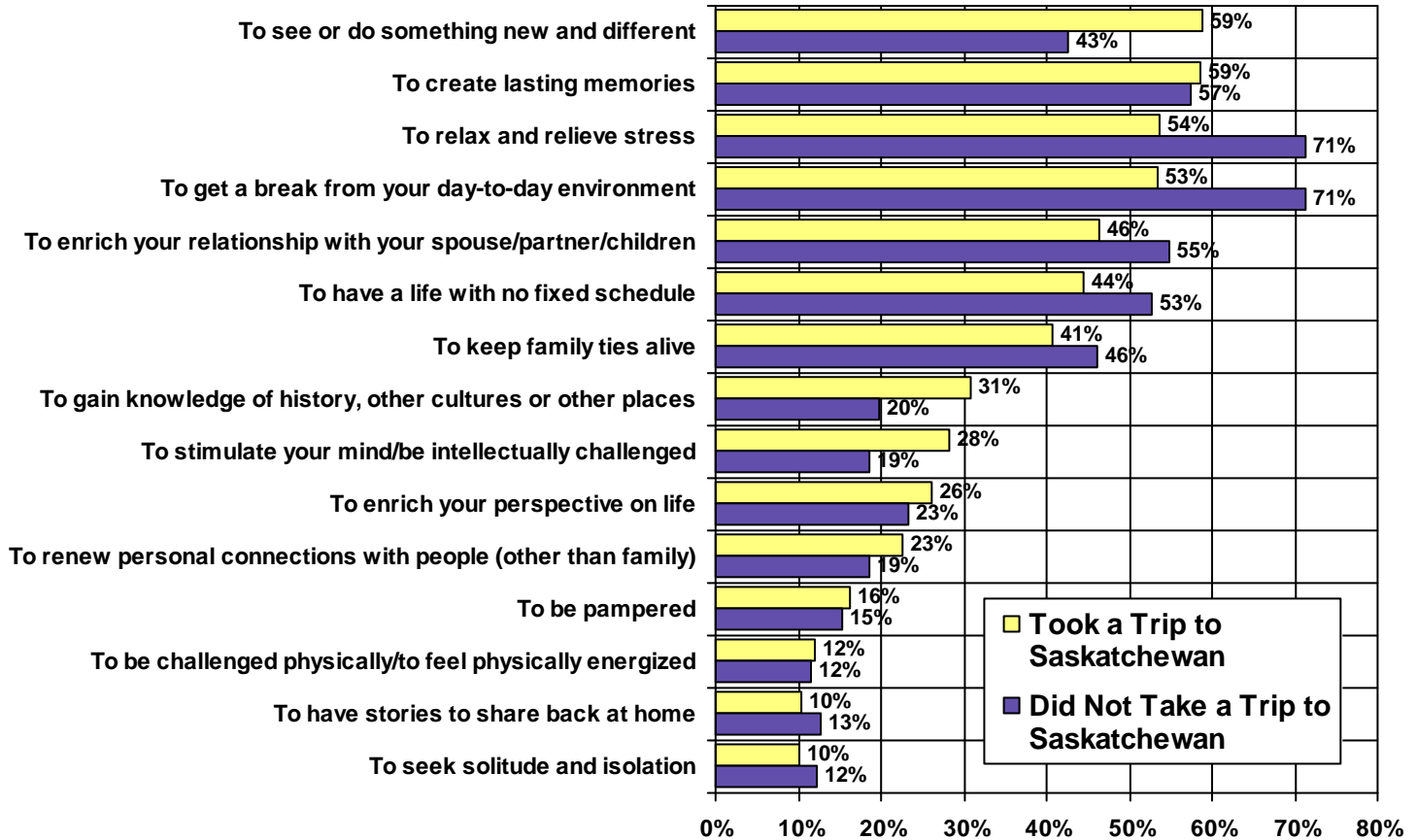
Fig. 12 Tours and Cruises Taken During Past Two Years

	Took a Trip to Saskatchewan	Did Not Take a Trip to Sask.	Pleasure Travellers	Index
Size of Market	822,954	169,687,288	170,510,241	100
An organized, sameday, guided tour while on an overnight trip	34.8%	18.5%	18.5%	188
An organized, overnight, guided tour where you stayed in different locations	28.7%	7.8%	7.9%	364
A self-guided, overnight tour where you stayed in different locations	26.6%	10.3%	10.4%	256
An organized, overnight, guided tour where you stayed in a single location	26.3%	6.6%	6.7%	391
A self-guided, sameday tour while on an overnight trip	25.5%	19.2%	19.2%	133
Around the country side - scenic drives	25.2%	13.0%	13.1%	192
Caribbean ocean cruise	24.2%	8.9%	9.0%	269
Around the city	23.3%	15.7%	15.8%	148
Alaskan ocean cruise	22.7%	2.4%	2.5%	910
On the water (sightseeing cruise)	21.9%	7.7%	7.8%	282
Wilderness tour	15.9%	7.4%	7.4%	214
Some other type of tour	15.7%	8.8%	8.8%	178
Ocean cruise - Other	15.1%	4.8%	4.8%	315
To a winery	13.0%	3.5%	3.6%	364
To a factory	10.4%	1.8%	1.8%	568
To a casino	9.9%	4.9%	4.9%	203
Some other type of cruise	9.9%	1.7%	1.7%	580
In the air as a pilot or passenger of an airplane or helicopter	5.7%	1.4%	1.4%	403
Cruise on another lake or river	4.6%	2.0%	2.0%	233
Cruise on the St. Lawrence River	3.1%	0.3%	0.3%	1100
Great Lakes cruise	2.3%	0.4%	0.4%	598
Submarine cruise	2.1%	0.2%	0.2%	856

### Benefits Sought While on Vacation

As with most U.S. Pleasure Travellers, those who visited Saskatchewan take vacations to relax and relieve stress, get a break from their day-to-day environment, create lasting memories and to see or do something new and different. However, relative to other U.S. Pleasure Travellers, those who visited Saskatchewan prefer highly active vacations that provide intellectual stimulation, opportunities to learn (e.g., gain knowledge of history and other cultures or places) and novelty. They are less likely than others to take vacations merely to relax and relieve stress or to seek isolation and solitude. Therefore, the key success factor for attracting this travel segment is to promote a destination as offering lots to see and do with unique learning opportunities.

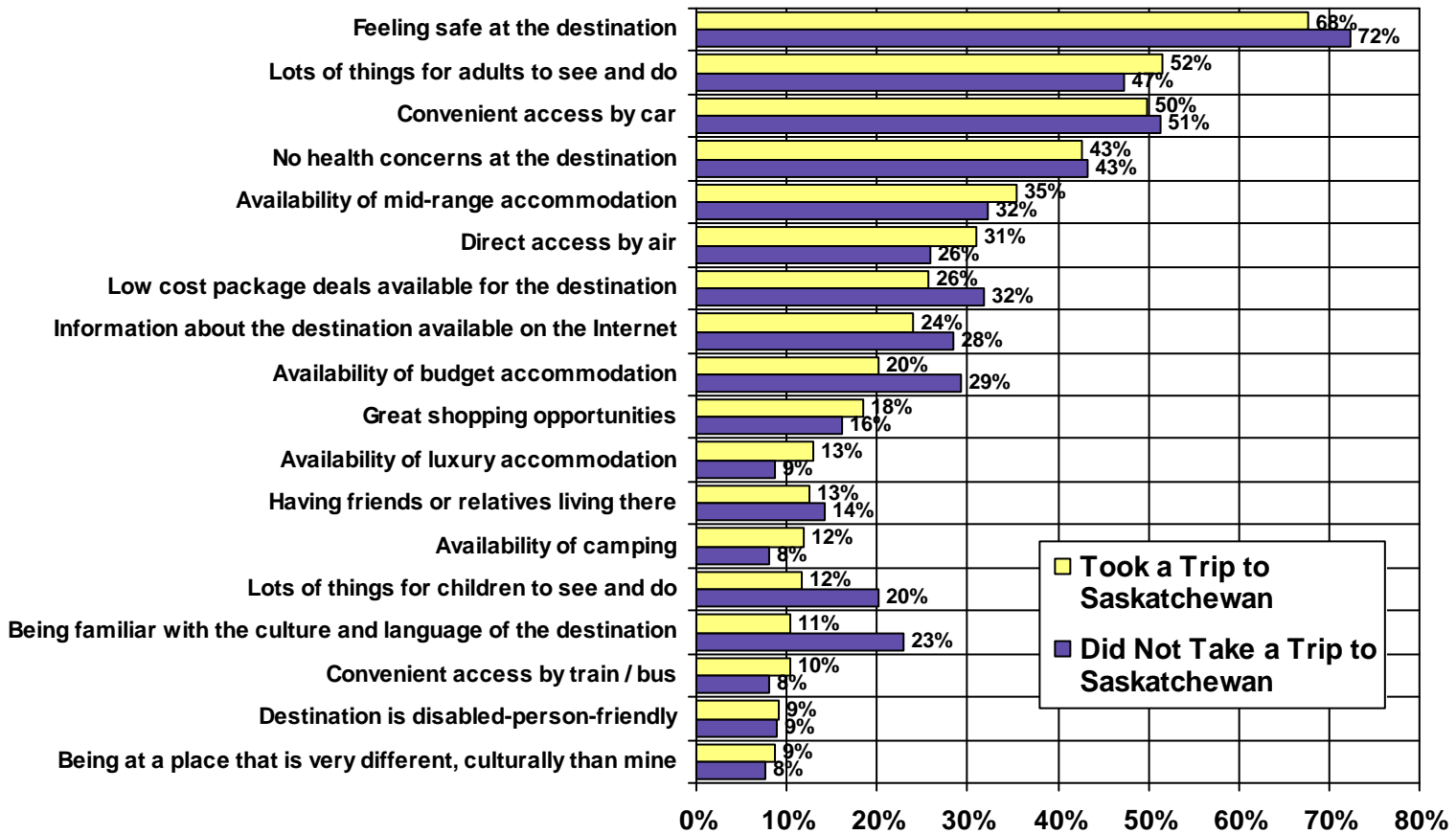
Fig.13 Benefits Sought While on Vacation  
(Percent Rating Each Benefit as "Highly Important")



### Other Attributes of a Destination Considered Important

Similar to other U.S. Pleasure Travellers, those who visited Saskatchewan consider it important that they feel safe at a destination. However, relative to other U.S. Pleasure Travellers, Saskatchewan visitors are especially likely to look for destinations that are culturally distinctive, have both luxury accommodation and camping available and great shopping opportunities. They also consider it important that a destination is directly accessible either by air, bus or train. On the other hand, reflecting their age and affluence, they are less concerned whether a destination has lots of activities for children, budget accommodation or discount packages and information available on the Internet.

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



## How Destinations Are Selected

Almost two-thirds of those who have visited Saskatchewan in the past two years start planning vacations with a particular destination in mind. They are slightly more likely to begin planning trips with a destination in mind than the average U.S. Pleasure Traveller. They also slightly more likely than the average U.S. Pleasure Traveller to begin planning summer vacations by first considering what activities they would like to do.

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

	Took a Trip to Saskatchewan	Did Not Take a Trip to Saskatchewan	Pleasure Travellers	Index
Size of Market	822,954	169,687,288	170,510,241	100
<b>Summer</b>				
Started with a desired destination in mind	65.5%	58.2%	58.2%	113
Started by considering specific activities wanted to do	11.3%	9.9%	9.9%	114
Started with a certain type of vacation experience in mind	15.9%	17.3%	17.3%	92
Looked for packaged deals - no destination in mind	0.7%	1.1%	1.1%	64
Considered something else first	2.6%	4.6%	4.6%	56
Don't know / Other	4.0%	8.9%	8.9%	45
<b>Winter</b>				
Started with a desired destination in mind	62.5%	58.9%	58.9%	106
Started by considering specific activities wanted to do	11.4%	11.3%	11.3%	101
Started with a certain type of vacation experience in mind	14.4%	14.8%	14.8%	97
Looked for packaged deals - no destination in mind	1.9%	1.4%	1.4%	134
Considered something else first	4.3%	5.4%	5.3%	80
Don't know / Other	5.5%	8.3%	8.3%	66

### Trip Planning and Information Sources Consulted

Similar to the average U.S. Pleasure Traveller, most of those who visited Saskatchewan were responsible for planning their trips either on their own (40.4%) or with someone else (19.4%). When making vacation plans, they tend to consult a wider variety of sources than the average U.S. Pleasure Traveller. The majority use Internet websites, past experience, word-of-mouth and maps to plan their travel. However, visitors to Saskatchewan are more likely than average to obtain travel information from television programs and advertising, newspaper and magazine advertising and articles, direct mail, travel agents and trade, travel or sports shows.

Fig. 16 Who Plans Vacations and Information Sources Consulted

		Took a Trip to Saskatchewan	Did Not Take a Trip to Saskatchewan	Pleasure Travellers	Index
Size of Market		822,954	169,687,288	170,510,241	100
Who Plans Trips?	Respondent plans trips	40.4%	39.2%	39.2%	103
	Trip planning a shared responsibility	19.4%	17.6%	17.6%	110
	Someone else plans trips	40.3%	43.2%	43.2%	93
Information Sources Consulted	An Internet website	68.9%	76.0%	76.0%	91
	Advice of others / Word-of-mouth	59.2%	45.3%	45.4%	131
	Past experience / Been there before	58.5%	54.5%	54.5%	107
	Maps	56.1%	32.5%	32.7%	172
	Official travel guides or brochures from state / province	42.5%	20.5%	20.6%	206
	Travel information received in the mail	41.4%	15.6%	15.8%	263
	An auto club such as AAA	39.3%	23.9%	24.0%	164
	A travel agent	37.0%	18.5%	18.6%	199
	Articles in newspapers / magazines	35.6%	18.1%	18.1%	196
	Visitor information centres	34.8%	20.3%	20.4%	171
	Advertisements in newspapers / magazines	26.1%	10.8%	10.9%	240
	Travel guide books such as Fodor's	19.2%	12.0%	12.0%	160
	Programs on television	18.8%	7.1%	7.1%	263
	Visits to trade, travel or sports shows	12.8%	2.4%	2.4%	524
	Advertisements on television	12.4%	3.9%	4.0%	310
An electronic newsletter or magazine received by e-mail	10.1%	6.0%	6.0%	169	

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

Those who took a trip to Saskatchewan are slightly less likely than the average U.S. Pleasure Traveller to use the Internet to research (65.0%) and book travel (45.7%). They most often consult hotel or resort websites and airline websites. However, relative to the average U.S. Pleasure Traveller, Saskatchewan Visitors are especially likely to visit the websites of cruise lines or motorcoach lines. As with the typical U.S. Pleasure Traveller, Saskatchewan visitors most often use the Internet to purchase airline tickets and accommodation. However, Saskatchewan visitors are more likely than others to use the Internet to purchase vacation packages and tickets for travel by rail, bus or boat / ship.

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

		Took a Trip to Saskatchewan	Did Not Take a Trip to Saskatchewan	Pleasure Travellers	Index
	Size of Market	822,954	169,687,288	170,510,241	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	35.0%	30.9%	31.0%	113
	Uses Internet to plan trips only	19.3%	20.1%	20.1%	96
	Uses Internet to book part of trip	45.7%	48.9%	48.9%	93
Types of Websites Consulted	A website of a hotel or resort	64.7%	53.3%	53.3%	121
	An airline website	59.6%	45.5%	45.6%	131
	A travel planning / booking website	52.9%	55.7%	55.6%	95
	A tourism website of a country / region / city	51.0%	35.0%	35.1%	145
	A website of an attraction	39.3%	33.3%	33.4%	118
	Some other website	29.5%	25.0%	25.1%	118
	A cruise line website	27.0%	12.4%	12.4%	217
	A motorcoach website	7.2%	1.3%	1.3%	542
Parts of Trips Booked Over The Internet	Air tickets	71.1%	70.6%	70.6%	101
	Accommodation	64.7%	71.9%	71.9%	90
	Car rental	48.7%	37.9%	38.0%	128
	A package containing two or more items	35.0%	17.7%	17.8%	197
	Tickets for rail, bus or boat / ship fares	32.6%	11.8%	11.9%	275
	Tickets or fees for specific activities or attractions	26.6%	26.3%	26.3%	101
	Other	4.3%	2.9%	2.9%	147

## Media Consumption Habits

Those who travelled to Saskatchewan are more likely than average to consume travel media (e.g., travel sections of newspapers, travel magazines, travel programs, travel websites). They may also be effectively reached through educational television programs (e.g., history, biography, science & nature shows) and magazines (e.g., science & geography), news and current events programming (e.g., newspapers, network news websites, television news, news/talk radio, weather websites) and multicultural and classical music radio stations.

Fig. 18 Media Consumption Habits

		Took a Trip to Saskatchewan	Did Not Take a Trip to Saskatchewan	Pleasure Travellers	Index
Size of Market		822,954	169,687,288	170,510,241	100
Newspaper Readership	Reads daily newspaper	76.0%	59.8%	59.9%	127
	Reads weekend edition of newspaper	58.9%	55.5%	55.5%	106
	Reads local neighbourhood or community newspapers	60.8%	49.5%	49.5%	123
	Reads other types of newspapers	22.8%	13.8%	13.9%	165
	Frequently or occasionally reads travel section of daily newspaper	62.3%	42.9%	43.0%	145
	Frequently or occasionally reads travel section of weekend newspaper	66.5%	49.2%	49.3%	135
Types of Magazines Read (Top 5 Indexed)	Travel (e.g., Conde Nast)	25.9%	10.6%	10.6%	243
	Outdoor activities / sports	23.4%	10.6%	10.7%	218
	Science and geography	30.1%	14.0%	14.0%	214
	General interest	39.9%	20.7%	20.8%	192
	Regional magazines	12.8%	6.8%	6.8%	188
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	46.1%	28.9%	28.9%	159
	History	57.8%	44.9%	45.0%	128
	Biography	42.2%	32.8%	32.9%	128
	News / current affairs	72.1%	57.9%	58.0%	124
	Science & nature shows	45.6%	36.7%	36.8%	124
Type of Radio Programs Listened To (Top 5 Indexed)	Multicultural	8.5%	4.7%	4.7%	180
	Classical music	25.1%	14.1%	14.1%	178
	News / Talk / Information	50.2%	32.3%	32.4%	155
	Jazz / Big band	15.5%	10.0%	10.0%	155
	Soft music/Adult contemporary	32.0%	24.6%	24.6%	130
Types of Websites Visited (Top 5 Indexed)	Weather	61.1%	58.5%	58.5%	104
	Travel	53.3%	47.9%	48.0%	111
	Network news sites (e.g., CNN)	48.7%	38.6%	38.7%	126
	Entertainment	47.8%	53.8%	53.7%	89
	Health	46.1%	41.8%	41.8%	110

<b>Appendix One</b>		
<b>U.S. TAMS 2006 Culture and Entertainment Segmentation</b>		
<b>Activity Segment</b>	<b>Activities in Segment</b>	
<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	