



RESEARCH & PLANNING

Travel Activities and Motivations of Canadian Visitors to BC: Activity Profile

Focus on Campers and RVers

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Acknowledgments

The 2006 Travel Activities and Motivations Survey (TAMS), was a comprehensive survey of North American households designed to examine the recreational activities and travel habits and behaviours of Americans and Canadians over the past two-year period.

The survey was conducted in Canada and the United States between January 2006 and June 2006. Only adults (18 years and over) were recruited to complete the survey. The reference period for the data is 2004 and 2005.

TAMS was a partnership of the following organizations:

The Ontario Ministry of Tourism	The Quebec Ministry of Tourism
The Ontario Tourism Marketing Partnership	Tourism Manitoba
The Canadian Tourism Commission	Tourism Saskatchewan
The Atlantic Canada Opportunities Agency	Alberta Economic Development
The Department of Canadian Heritage	Tourism British Columbia ¹
Parks Canada	The Government of Yukon
The Government of Northwest Territories	Statistics Canada

Alex Athanassakos of the Ontario Ministry of Tourism served as the project manager for the TAMS partnership.

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I. Executive Summary

MILLIONS OF CANADIANS TAKE CAMPING TRIPS.

People who take a trip in order to go camping are only a fraction of tourists who go camping on their vacations. 34% of the total Canadian adult population (24.8 million) and 38% of Canadian travellers (20.9 million) indicate that they participate in camping during a typical year. In fact, eight million Canadians (39% of all travellers) say they went on a camping trip over a two-year period. Of these 8 million Canadian tourists, 3 million say they took a trip in order to go Camping/RVing.

At nearly 2 million, **Campers** – Canadian adults who take vacations *in order to go camping* (who generally rely on a tent or tent trailer for shelter) represent 1-in-10 Canadian overnight pleasure travellers to *any destination* and 1-in-10 of the six million Canadians who have come to British Columbia (B.C.) for a vacation in the past two years or so. At eight hundred thousand, **RVers** (who rely on a truck camper, travel trailer or motor home (RV) for shelter on their camping trips) represent 1-in-23 of the Canadian overnight pleasure travellers to *any destination* and 1-in-17 of the six million Canadian who have come to British Columbia for a vacation in the past two years or so.

BRITISH COLUMBIA IS SUCCESSFUL AT ATTRACTING CAMPERS AND RVers.

The Camping/RVing sector represents about eighteen percent of the 6 million Canadian adults with pleasure travel experiences in British Columbia over a two-year period. In fact, Campers comprise ten percent of British Columbia's pleasure travel market, however, B.C. attracts Campers at the same rate as does the total Canadian pleasure travel market (for this market segment). Although B.C. attracts fewer RVers than Campers, RVers comprise nearly six percent of pleasure travellers to B.C. and B.C. attracts RVer's at a higher rate compared to Canadian pleasure visitors as a whole.

PUBLIC CAMPGROUNDS ARE MOST POPULAR AMONG CAMPERS AND RVers.

While they may patronize different types of campgrounds on different trips, the majority of Campers (78%) and RVers (65%) stay in *public* campgrounds. A further 1-in-3 Canadian Campers claim to have stayed in a *private* campground (34%) and about 1-in-4 have pitched a tent in a *wilderness* campsite (24%).

Use of *private* campgrounds is more prevalent among RVers than among Campers, with half of RVers saying they have recent experience in one. Close to 1-in-5 RVers have stayed in a campsite in a wilderness setting over the past two years, suggesting that even though they use a motorized form of shelter (trailers, RVs, etc.) for “most” of their camping trips, they do not necessarily *only* use this type of shelter.

THEY LIVE IN EVERY CANADIAN PROVINCE BUT ARE CONCENTRATED IN THE LARGER CITIES.

Campers and RVers live in every province but not surprisingly, are apt to reside in provinces where camping and RVing facilities are most prevalent – such as Central Canada and the West.

Campers are distributed across Canada in a manner almost identical to the adult population as a whole. **Camping** seems to be particularly popular among pleasure tourists who reside in the larger cities such as **Toronto**, **Montreal** and **Vancouver**.

RVing seems to be particularly popular among pleasure tourists from **Montreal**, **Vancouver**, **Calgary** and **Edmonton**. **Calgary** is home to about 1-in-27 adult Canadians but significantly more RVers 1-in-16 live in the city. The same can be said for **Edmonton**, 1-in-29 adult Canadians but 1-in-18 RVers live in the city.

In contrast, Campers and RVers are less likely to live in the Maritimes and the Prairie Provinces.

Marketing efforts to attract Campers and RVers may be facilitated by their concentration in the West, which has easier access to British Columbia's National, Provincial, Municipal and Private parks and campgrounds.

CAMPERS ARE YOUNGER AND RVers ARE OLDER.

Campers are concentrated at the younger end of the age spectrum. 1-in-5 of them are young adults (18 to 24 years), and 1-in-4 are between 25 to 34 years of age and 35 to 44 years of age. Under one-fifth are in their mid-forties to mid-fifties and less than one-tenth are in their mid-fifties to mid-sixties. Only 1-in-43 Campers are 65 years of age or older.

RVers, in contrast, are more concentrated at the older end of the age spectrum. Over half of these tourists are 45 years or older (54.4%). One-fifth are in their mid-forties to mid-fifties and in their mid-fifties to mid-sixties. Unlike Campers, 1-in-7 RVers are 65 years of age or older. **RVers**

age distribution is more like the adult population as a whole (compared with Campers).

CAMPERS AND RVers ARE EVENLY DISTRIBUTED BY GENDER.

Men are marginally more likely to be **Campers** than are women, whilst **women** are marginally more likely to be **RVers** than are men.

CAMPERS HAVE MORE FORMAL EDUCATION THAN DO RVers BUT SIMILAR INCOMES.

The two camping-oriented segments differ somewhat in terms of education and occupation/work status. Specifically, 31.0% of Campers have a university degree, whereas only 16.9% of RVers are university educated. Not surprisingly in light of the age differences between the two groups, RVers are more likely to be retirees (19.0%) than are Campers (3.9%) and more Campers work for more than 30 hours a week as paid employees (63.1%) than are RVers (43.2%).

Despite their differences in age and education, Campers and RVers are quite similar to one another with respect to household incomes. Both groups represent a broad range of incomes. About 1-in-3 report household incomes under \$60,000 and in the \$60,000 to under \$100,000 bracket. Just under one-quarter of Campers and RVers fall within the more affluent \$100,000+ income range.

THE UNITED STATES IS THE KEY COMPETITOR FOR THESE CANADIAN TOURISTS.

One-half of Campers and RVers have been to the United States on a recent overnight pleasure trip, suggesting that America is a particularly attractive destination for these camping and RVing enthusiasts.

ONTARIO IS THE MAIN CANADIAN COMPETITOR FOR CAMPERS WHILST ALBERTA IS KEY FOR RVers

Ontario is the main provincial competitor for Canadian **Campers**, followed by Quebec, whilst **Alberta** is the main provincial competitor for Canadian **RVers**. British Columbia is especially successful in attracting RVers vis à vis the general travelling public in the Canada.

A SAFE DESTINATION IS A PRIORITY.

Most Campers and RVers start a trip planning process with a *destination* in mind, although about one-quarter of these tourists start their trip planning process with a focus on the **type of vacation experience** they wish to have and about one-fifth with the **activities** they want to enjoy while on their trip. The destination should be *safe*, offer *convenient access by car*, pose *no health concerns*, have *many things for adults to see and do*, and offer *camping*.

THEY ARE LOW INVOLVEMENT TOURISTS.

There is comparatively little overlap between Campers or RVers and other sectors of interest to tourism businesses in British Columbia. Specifically, about one-quarter of *Campers* are also **Hikers, Self-Guided Touring Travellers, History/Heritage Tourists** and/or **Alpine Skiers** and about one-fifth are **Anglers**, but no more than 1-in-11 are members of any other trip activity sector covered in this report.²

Over one-quarter of *RVers* are **Anglers** and nearly one-quarter are also **History/Heritage Tourists** and **Self-Guided Touring Travellers** but the only other segments to attract more than 1-in-10 RVers are **Alpine Skiing** and **Golfing**.

JUST BEING IN NATURE MAY BE SUFFICIENT.

The *outdoor* activity profile of Campers and RVers suggests groups of tourists seeking comparatively sedentary experiences and passive interactions with nature. They seem to want to be *in nature* rather than to *engage* nature, with some obvious exceptions such as hiking, especially among Campers, and fishing for RVers.

Perhaps these tourists rely on the camping experience *per se* as a means of appreciating and *being in* natural settings. Some of them may also regard camping as an economical form of accommodation for trips that are motivated by other types of activities. Regardless of the explanation, *missing* as prominent trip drivers for Campers and RVers are the more

²Sectors are defined in terms of selective activities as the main reason for a trip because these “dedicated” markets represent a crystallization of the interests and characteristics that might attract more casual participants to the activity (any participation). Fifteen sectors were selected by Tourism British Columbia for the purposes of this project. These sectors do not represent the full range of sectors in the British Columbian tourism industry. See the Appendix for a list of sectors and their definitions.

vigorous outdoor activities such as climbing, backpacking, skiing, paddling or rafting.

CAMPERS AND RVers ARE NOT ESPECIALLY DRIVEN TO TAKE CULTURAL, CULINARY OR SHOPPING TRIPS.

By and large, Campers and RVers utilize destinations' cultural, culinary and retail infrastructure as *things to see and do* while on overnight pleasure trips rather than as the driving force behind or motivation for their trips.

For example, 4-in-10 Campers and 3-in-10 RVers have strolled around a city to observe its buildings and architecture on recent pleasure trips but only 1-in-10 have taken a trip in order to engage in this activity.

Perhaps because they tend to live in families with children, Campers are particularly apt to take a trip to go to an amusement park. Even though they are more likely to be *empty nesters* than are Campers, RVers are also drawn to amusement parks. Spectator sporting events and casinos are popular entertainment venues, especially for RVers.

Similar to many entertainment-oriented activities, dining out at restaurants offering *local* ingredients and cuisine and visiting local outdoor cafes are much more common trip experiences (any) than trip drivers for Campers and RVers.

Shopping for apparel, books or music, local arts and crafts and antiques is a common trip pastime for Campers and RVers but tends not to be the motivation for their recent overnight pleasure travel.

THE INTERNET TOPS THE CHART AS A TRIP PLANNING TOOL.

Over 7-in-10 Campers and nearly 6-in-10 RVers rely on the **internet** for travel information. Nearly 6-in-10 Campers and 5-in-10 RVers rely on anecdotal information provided by **friends and relatives** and on their own **past experience** and around 4-in-10 of both market segments rely on **maps**. About one-third of both market segments rely on **official DMO travel guides**, and around 3-in-10 rely on **Visitor Information Centres** and **travel agents** to obtain travel information. In the main, these are the same sources of information that may be influencing Canadian pleasure travellers who have recently done so, to take trips to British Columbia.

CAMPERS AND RVers HAVE VERY FAVOURABLE IMPRESSIONS OF BRITISH COLUMBIA.

Canadian Campers and RVers are most enthusiastic about **British Columbia** as an *appealing destination* for pleasure travel. Campers accord B.C. a rating of 8.6 and RVers an even higher rating of 8.8 on a ten-point scale. Though significantly lower than B.C.'s, moderately favourable ratings are accorded to a host of destinations, including Hawaii, California, Alberta, Nova Scotia and Prince Edward Island.

British Columbia is given the highest rating as an appealing destination for pleasure travel, and only one-tenth of Canadian Campers and RVers refrained from rating the province, thus indicating that Canadian travellers are knowledgeable about the destination and its touristic appeal.

COMPETITION FROM THE U.S. AND OTHER CANADIAN DESTINATIONS IS THE KEY CHALLENGE.

With the myriad number of private, municipal, provincial and national parks in B.C., the province is an ideal location for both camping and RVing. At present, the province is attracting about thirty-three percent of this market. Although Campers and RVers have favourable impressions of B.C. and are aware of its touristic appeal, many choose to vacation in the United States and other Canadian provinces.

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II. Introduction

A. Background and Objectives

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.

TAM 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.

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 Canadian survey consisted of a telephone and a mail back survey:

- The household response rate to the telephone survey was 65.4%.
- Among those who qualified to receive the paper questionnaire, the response rate was 53.5%.
- The Canadian database consists of 53,150 completed records from the telephone survey and 24,692 completed paper questionnaires. The data has been weighted to project the results to the Canadian population.

Visitors engage in tourism activities based on their personal interests and requirements, selecting from the many and varied types of experiences offered in their destinations. They can be grouped into market segments or *activity-based* sectors, reflecting the experiences they seek when they travel – to British Columbia or elsewhere.

Whether in its cities, towns or countryside, British Columbia clearly offers a wide array of tourism experiences and attracts tourists from many different sectors. By learning more about Canadians who are in the market for some of these travel

experiences, British Columbia's tourism businesses can more effectively target their products and marketing efforts to attract tourists.

To support these efforts, *Experiences B.C. Sector Development Program*, Tourism British Columbia (TBC) and other stakeholders selected the following array of activity-based sectors as the focus of a series of Canadian tourist profiles based on the recently released 2006 Travel Activities and Motivation Survey (TAMS).³

- River Rafters
- Backcountry Lodge Guests
- Recreational Cyclists/Mountain Bikers
- History and Heritage Tourists
- Snowmobilers
- Divers & Snorkellers
- Nordic Skiers & Other Non-Alpine Winter Sport Participants⁴
- Golfers
- Alpine Skiers
- Aboriginal Activity Tourists
- Anglers
- Self-Guided Overnight Touring Travellers
- Hikers
- **Campers/RVers**

Even though these profiles span a wide range of tourism experiences, it is recognized that they cover only a fraction of the experiences British Columbia offers its tourists. This profile describes **Campers and RVers**.

³ See Appendix for a brief description of the TAMS study and the activities used to define each of the activity sectors.

⁴ Throughout this report, *Nordic Skiers* is used as a convenient "short form" to cover travellers who claim to have taken trips for any of the following main reasons in the past two years: cross-country skiing, ski touring, dog sledding, snow shoeing.

B. The Canadian Campers and RVers Report

For purposes of this report, Canadian **Campers** and **RVers** are Canadian adults (18 years of age or over) who claim to have taken an overnight pleasure trip to any destination in the past two years⁵ and indicate that one or more of the following was the **main reason** for at least one of the overnight trips they took over this same time period.

Main Reason for Trip

- ❖ *To stay at a **Public campground** in a national, state, provincial or municipal park*
- ❖ *To stay at a **Private campground***
- ❖ *To stay at a **Camp site in a wilderness setting (not a campground)***

Note to Readers

Activities and locations visited are *independent* of one another.

In other words, Canadian Campers and RVers claim to have taken an overnight trip motivated by camping/RVing in the past two years or so and to have taken overnight pleasure trips to specific destinations but TAMS does not provide information that links the activities to the destination(s) visited. Thus, Campers and RVers may or may not have participated in camping and/or RVing in a particular country, province or state they have visited recently for an overnight pleasure trip.

Campers and RVers are differentiated from one another by the type of shelter they used most often on the camping trips they took over the past two years.

Campers

Tent/tent trailer

RVers

Truck camper/van, travel trailer/fifth wheel, or motor home/ RV

People who take a trip in order to go camping are only a fraction of tourists who go camping on their vacations. 34% of the total Canadian adult population (24.8 million) and 38% of Canadian travellers (20.9 million) indicate that they participate in camping during a typical year. In fact, eight million Canadians (39% of all travellers) say they went on a camping trip over a two-year period.⁶ Of these 8 million Canadian tourists, 3 million say they took a trip in order to go camping (camping tents and camping RVing).

⁵ Since fieldwork for the TAMS study was conducted between January and June 2006, the “past two years” likely refers to 2004 and 2005. It is important to note, however, that when asked to report travel activities over a two-year period, consumers are prone to imprecision by focussing on “salient trips” (most memorable, most expensive, etc.) and/or by “telescoping” the specified time period (extending the time frame over which trips are reported beyond the specified two years). In light of this potential imprecision, a liberal interpretation of the “reference period” is advised. Throughout this report, the terms “past two years or so” and “recent” are commonly used to describe the “past two year” recall period.

⁶ See *Travel Activities and Motivations of Canadian Residents: An Overview*, Tourism BC, May 2007, pages 23 & 47 (http://www.tourism.bc.ca/pdf/TAMSCan2006_Overview.pdf)

These camping enthusiasts – those for whom staying in a public or private campground or a wilderness campsite is the main reason for a trip – are dominated by travellers who rely on tents or tent trailers when they camp (62.0%) rather than on camper/vans, travel trailers or RVs (26.6%).

Campers and RVers are the focus of this report because as “dedicated” or “hard core” markets, they represent a crystallization of the interests and characteristics that might attract more casual participants to the activity.

The report provides the following information:

- Size of the sector
- Incidence of travel experience in British Columbia
- Demographic profile
- Competitive destinations
- Ratings of British Columbia as a destination
- Other popular trip activities
- Trip planning and media behaviour
- Benefits of travel

III. Overview of Canadian Tourism Activity Sectors

A. The Canadian Pleasure Travel Market to British Columbia

Tourism businesses in British Columbia are competing for the attention of about 20 million Canadian adults who are in the market for overnight vacations (see Table A).⁷ These individuals claim to have taken at least one overnight pleasure or vacation trip over a two-year period. They represent three-fifths of the 33 million Canadians.

Over two-fifths (42.9%) of the Canadian overnight pleasure travel market, or about 8.6 million tourists, have had *some* experience with British Columbia over the past decade.⁸ They may have been on a vacation or visiting friends and relatives while on their pleasure trip to the province. Of overnight travellers who took trips for any reason, just under one-third claim to have visited British Columbia in the past two years or so (30.1% or 6.0 million).

TABLE A: OVERVIEW OF BRITISH COLUMBIA'S MARKET SIZE	Recent Canadian Pleasure Travellers Any Destination	
Unweighted base	(23,156)	
Weighted, Projected	19,946,295	
<u>Overnight Trips to British Columbia</u>		
Pleasure, past 10 years	8,555,082	42.9%
Pleasure, past 2 years	6,002,103	30.1%

Source: Canadian TAMS Special Tabulations prepared for Tourism British Columbia

Most of these recent Canadian visitors to the province – 6 million of them – were on vacation or pleasure trips. In other words, while tourism businesses in British Columbia may be competing for the attention of about 20 million Canadian overnight pleasure travellers, they have attracted 1-in-3 (30.1%) of these tourists to the province over a two-year period. The profiles of various activity-based sectors⁹ described in this report are based on Canadians who have taken a recent overnight pleasure trip to *any destination* (20 million) and, where feasible, on the

⁷ Adults are defined as individuals 18 years of age or older.

⁸ Since fieldwork for the TAMS study was conducted between January and June 2006, the “past ten years” likely refers to 1995 through 2005 and the “past two years” likely refers to 2004 and 2005. See footnote in Section II.B for more information on interpreting these recall periods.

⁹ Sectors are defined in terms of selective activities as the *main reason* for a trip because these “dedicated” markets represent a crystallization of the interests and characteristics that might attract more casual participants to the activity (*any* participation). It is recognized that the sectors included in the profiles cover only a fraction of the experiences British Columbia offers its tourists.

subset of these tourists who have been to British Columbia over the two-year period (6 million).¹⁰

¹⁰ Sample sizes of less than 100 records for tourists with recent pleasure trips in British Columbia are not sufficiently robust to warrant analysis.

B. Tourism Activity Sector Size¹¹

Several outdoor-oriented tourism segments of importance to British Columbia represent relatively small *niche* markets, both within the overall Canadian pleasure travel market and among those who have recent tourism experience in British Columbia.¹² Examples of these niche markets include **River Rafters** and **Sea Kayakers**. Each of these sectors represents approximately 1-in-100 Canadian overnight pleasure travellers [see Table B].

Trips driven by **snowmobiling** or **diving and snorkelling** are slightly more common, representing about 1-in-40 Canadian overnight pleasure tourists. **Aboriginal activity tourists**, those staying in **wilderness or remote lodges** and **Nordic skiers** represent about 1-in-33 Canadian pleasure visitors. **Cyclists** represent 1-in-26 pleasure tourists while **Golfers** represent 1-in-17 and **Hikers** 1-in-13.

TABLE B: OVERVIEW OF SELECTED SECTOR MARKET SIZE	Canadian Overnight Pleasure Travellers In Past 2 Years				
	Any Destination		British Columbia		
Unweighted base	(23,156)		(7,788)		
Weighted, Projected	19,946,295		6,002,103		
<i>In Rank Order by Tourists to British Columbia</i>	Index**				
Self-Guided Overnight Touring Travellers	3,531,758	17.7%	1,345,572	22.4%	127
Campers/RVers	3,205,733	16.1%	1,062,448	17.7%	110
Camping –Tents	1,987,558	10.0%	601,547	10.0%	100
Camping - RV	853,579	4.3%	346,176	5.8%	135
Alpine Skiers	1,942,803	9.7%	896,103	14.9%	154
History and Heritage Tourists	2,420,162	12.1%	731,231	12.2%	100
Anglers	2,277,825	11.4%	651,917	10.9%	96
Hikers	1,523,989	7.6%	565,180	9.4%	124
Golfers	1,109,796	5.6%	431,021	7.2%	129
Recreational Cyclists/Mountain Bikers	761,808	3.8%	288,960	4.8%	126
Nordic Skiers	632,917	3.2%	225,129	3.8%	119
Aboriginal Activity Tourists	564,047	2.8%	220,826	3.7%	132
Divers & Snorkellers	459,261	2.3%	202,907	3.4%	148
Backcountry Lodge Guests	578,207	2.9%	155,296	2.6%	90
Snowmobilers	498,926	2.5%	112,498	1.9%	76
River Rafters	215,481	1.1%	98,220	1.6%	145
Sea Kayakers	153,231	0.8%	84,351	1.4%	175

Source: Canadian TAMS Special Tabulations prepared by Tourism British Columbia

¹¹ Does not represent all participants in this activity, but instead represents those who were motivated to travel to participate in this activity.

¹² Sample sizes of less than 100 records for tourists with recent pleasure trips in British Columbia are not sufficiently robust to warrant analysis.

¹Sectors represent overnight pleasure travellers who name specific activities as the **main reason** for one or more overnight trips over a two-year period. These sectors were selected by Tourism British Columbia for the purposes of this report. This list does not represent the full range of sectors in the British Columbia tourism industry. **Index calculation: Percentage of Pleasure visitors to BC in activity sector divided by All Canadian Pleasure (Any Destination) in activity sector, multiplied by 100.

In contrast, trips driven by interests in **History and Heritage, Camping and RVing or Self-Directed Touring, Alpine Skiing and Angling** are more widespread, representing more than 1-in-10 Canadian overnight pleasure tourists and considerably higher proportions of those who have recently visited British Columbia.

An index that compares the proportion of *all* Canadian tourists in a sector to British Columbia's share is displayed in Table B. In this type of index, "100" is the baseline, representing what British Columbia's share would be if the province were attracting a sector's members at the same rate as the sector members occur in the Canadian overnight pleasure travel market (such as History and Heritage Tourists). The province's success in attracting visitors within a sector is evident in the extent to which its index score is greater than 100. Conversely, British Columbia's relative weakness would be evident in the extent to which a score is less than 100 (such as Anglers, Backcountry lodge guests and Snowmobilers).

Based on this index, British Columbia is attracting Canadians in **each** sector at a **higher rate** than they occur in the Canadian travelling public:

- Sea Kayakers
- Alpine Skiers
- Divers & Snorkellers
- River Rafters
- Aboriginal Activity Tourists
- Golfers
- Self-Guided Overnight Touring Travellers
- Cyclists/Mountain Bikers
- Hikers
- Nordic Skiers
- **Campers/RVers**

C. Tourism Activity Sector Cross-Over

Travellers take different trips for different reasons, depending on their interests, their day-to-day realities, the time of year and a host of other factors. For example an individual might take a summer trip with a primary objective of doing sea kayaking or white water rafting. The same person might take a trip in the winter to ski or to go to museums.

Because travellers often seek a variety of tourism experiences and destinations and because the period covered by the TAMS study is about two years, it is not surprising that the **same** person could be a Sea Kayaker, a River Rafter, an Alpine Skier, a History and Heritage tourist and so on. In other words, the sectors profiled in these materials are not mutually exclusive.

The extent to which membership in the various tourism activity sectors is duplicated is important for understanding how best to package and promote the types of tourism experiences each sector offers potential visitors to British Columbia. As is evident in the following two charts, substantial crossover among the sectors is comparatively rare. In fact, in only two sectors, **Sea Kayaking** and **Back-county lodge guests**, are at least half the members *also* members of another key sector: Hikers and Anglers (respectively) (see Charts A, B).

Chart A: Tourism Activity Sector Cross-Over <i>At least 20% Duplication</i>							
<i>Level of Duplication</i>	HISTORY/ HERITAGE	ABORIGINAL ACTIVITY	SELF-GUIDED TOURING	CAMPERS/ RVers	ALPINE SKIERS	NORDIC SKIERS	SNOW- MOBILERS
50%+							
49%- 45%							
44%- 40%		History/ Heritage				Hikers	
						Campers/ RVers	
39%- 35%		Campers/ RVers				Self-Guided Touring	Anglers
							Campers/ RVers
34%- 30%	Self-Guided Touring	Campers/ RVers			Campers/ RVers	Alpine Skiers	
	Campers/ RVers	Self-Guided Touring				Cycling/Mtn Biking	
29%- 25%		Hikers			Self-Guided Touring	History/ Heritage	
24%- 20%		Anglers	History/ Heritage	Self-Guided Touring	History/ Heritage		Self-Guided Touring
			Campers/ RVers	History/ Heritage	Hikers		
				Anglers			
				Hikers			
				Alpine Skiers			

Generally, duplication of between one-third to one-half is most common between smaller *niche* outdoor sectors and larger, more broadly defined sectors such as History/Heritage, Camping and Self-Guided Touring. For example, between one-third and one-half of **Nordic Skiers** are also categorized as Hikers, Campers, Self-Guided Touring travellers, Alpine Skiers and Cyclists.

In contrast, those in the **History/Heritage** sector do not generally take trips motivated by the outdoor activities highlighted in this series of reports. Instead,

there is a relatively low level of duplication (30% to 34%) between these history/heritage enthusiasts and those who take trips in order to do self-guided touring and/or to camp.

Chart B: Tourism Activity Sector Cross-Over <i>At least 20% Duplication</i>								
<i>Level of Duplication</i>	RIVER RAFTERS	SEA KAYAKERS	BACK- COUNTRY LODGES	CYCLISTS	HIKERS	DIVERS/ SNORKEL- LERS	GOLFERS	ANGLERS
50%+		Hikers	Anglers					
49%- 45%			Campers/ RVers		Campers/ RVers			
44%- 40%	Alpine Skiers			Campers/ RVers				
39 %- 35%	Campers/ RVers			Hikers		Alpine Skiers		
	Self-Guided Touring							
34%- 30%	Hikers	Campers/ RVers		Alpine Skiers	Self-Guided Touring	Self-Guided Touring		Campers/ RVers
		Alpine Skiers		Self-Guided Touring	History/ Heritage	Anglers		
		Self-Guided Touring				Campers/ RVers		
29%- 25%		Nordic Skiers	History/ Heritage	History/ Heritage	Alpine Skiers	Hikers		
			Self-Guided Touring	Nordic Skiers				
24%- 20%	Anglers	Cycling/ Mtn Biking		Anglers		History/ Heritage	Campers/ RVers	Self-Guided Touring
		History/ Heritage					Anglers	
							Self-Guided Touring	
							Alpine Skiers	

Sea Kayakers, River Rafters and Cyclists, like Nordic Skiers tend to take vacations in order to engage in a relatively wide variety of activities, including hiking, camping, Alpine skiing and self-guided touring (see Chart B).

Campers/RVers, Golfers and Anglers, on the other hand, are not widely represented in other tourism activity sectors.

IV. Campers and RVers Market Profile

A. Market Composition

The Camper and RV sectors are composed of pleasure tourists who have stayed in one or more of three types of campsites as the main reason for a recent trip. Those who seek a public campground experience dominate this sector, representing 3-in-4 Campers (78%) and 2-in-3 RVers (65%). A further 1-in-3 Canadian Campers claim to have stayed in a private campground (34%) and about 1-in-4 pitched their tent in a wilderness campsite (24%).

Use of private campgrounds is more prevalent among RVers than among Campers, with over half of RVers saying they have recent experience in one (55%). Over to 2-in-10 RVers (23%) have stayed in a campsite in a wilderness setting over the past two years, suggesting that even though they use a motorized form of shelter (trailers, RVs, etc.) for “most” of their camping trips, they do not necessarily only use this type of shelter.

Table C below illustrates the percentage and total number of Canadian Campers and RVers (on overnight pleasure trips), as well as Canadian Overnight Pleasure Travellers, to any destination and B.C.; who indicated that their *main trip purpose* was to participate in the activities listed below:

TABLE C: MAIN REASON FOR TAKING OVERNIGHT TRIPS IN 2004-2005	Total (Camp & RVing (NET))	Camping – Tents (Campers)	Camping- RV (RVers)	Total Canadian Pleasure Tourists British Columbia	Total Canadian Pleasure Tourists Any Destination
<i>Unweighted Base</i>	<i>(3,581)</i>	<i>(2,097)</i>	<i>(1,035)</i>	<i>(7,788)</i>	<i>(23,156)</i>
<i>Weighted, Projected</i>	<i>3,205,733</i>	<i>1,987,558</i>	<i>853,579</i>	<i>6,002,103</i>	<i>19,946,295</i>
Camping - Tents	1,987,558 (62.0%)	1,987,558 (100%)	0 (0%)	601,547 (10.0%)	1,987,558 (10.0)
Camping - RV	853,579 (26.6%)	0 (0%)	853,579 (100%)	346,176 (5.8%)	853,579 (4.3%)

Source: Canadian TAMS Special Tabulations, prepared by Tourism British Columbia.

Readers should bear in mind the prominence of public campground users among Campers and RVers in the analysis provided in the following pages.

B. Regional and Demographic Characteristics

1. Place of Residence

At nearly 2 million, **Campers** – Canadian adults who take vacations *in order to go camping* represent 1-in-10 Canadian overnight pleasure travellers to *any destination* (10.0%) and 1-in-10 of the six million Canadians who have come to British Columbia for a vacation in the past two years or so (10.0%).

While they are also an important market sector, **RVers** – Canadian adults who take vacations *in order to go RVing* – are less prevalent than Campers. At eight hundred thousand, RVers represent 1-in-23 of the Canadian overnight pleasure travellers to *any destination* (4.3%) and 1-in-17 of the six million Canadians who have come to British Columbia for a vacation in the past two years or so (5.8%).

Table 1 provides the place of residence by city, which emerge as noteworthy for Campers and RVers.

Campers and RVers live in every province but not surprisingly, are apt to reside in provinces where Camping and RVing facilities are most prevalent – such as Central Canada and the West.

- **Campers** are distributed across Canada in a manner almost identical to the adult population as a whole.
- **Camping** seems to be particularly popular among pleasure tourists who reside in the larger cities such as **Toronto** (13.6%), **Montreal** (11.8%) and **Vancouver** (7.2%).
- **RVing** seems to be particularly popular among pleasure tourists from **Montreal** (7.2%), **Vancouver** (6.7%), **Calgary** (6.2%) and **Edmonton** (5.5%).
- **Calgary** is home to about 1-in-27 adult Canadians (3.7%) but significantly more RVers (1-in-16 or 6.2%) live in the city. The same can be said for **Edmonton**, 1-in-29 adult Canadians but 1-in-18 RVers live in the city.
- In contrast, **Campers** and **RVers** are less likely to live in the **Maritimes** and the **Prairie Provinces**. It is interesting to note that **Toronto** is home to 1-in-6 adult Canadians (16.6%) but significantly less RVers (1-in-26 or 3.8%).

Marketing efforts to attract Campers and RVers may be facilitated by their concentration in the West, which has easier access (driving distance) to British Columbia's National, Provincial, Municipal and Private parks and campgrounds.

TABLE 1: PLACE OF RESIDENCE	Campers	RVers	All Canadian Pleasure Tourists	
	Total	Total	To British Columbia	Any Destination
Unweighted base	(2,097)	(1,035)	(7,788)	(23,156)
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295
Incidence of Campers	100%	0%	10.0%	10.0%
Incidence of RVers	0%	100%	5.8%	4.3%
Maritimes				
Halifax	1.0%	0.4%	0.6%	1.2%
Quebec				
Quebec City	2.6%	1.2%	0.4%	2.3%
Montreal	11.8%	7.2%	4.1%	11.6%
Ontario				
Ottawa	3.5%	1.0%	2.0%	2.9%
Oshawa	1.5%	0.9%	0.5%	1.1%
Toronto	13.6%	3.8%	9.1%	16.6%
Hamilton	2.3%	1.3%	1.3%	2.2%
Kitchener	1.5%	0.7%	0.7%	1.5%
London	1.4%	1.0%	0.6%	1.5%
Manitoba				
Winnipeg	2.2%	1.4%	2.4%	2.1%
Saskatchewan				
Regina	0.6%	0.7%	0.9%	0.6%
Saskatoon	0.8%	0.7%	1.2%	0.8%
Alberta				
Calgary	3.1%	6.2%	9.0%	3.7%
Edmonton	3.0%	5.5%	7.6%	3.4%
British Columbia				
Vancouver	7.2%	6.7%	20.6%	7.7%
Victoria	1.3%	1.2%	3.2%	1.1%

Source: Canadian TAMS Special Tabulations, prepared for Tourism British Columbia. "All Canadian Pleasure Tourists" are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

2. Personal and Household Characteristics

Age & Gender

While every age group is represented among Campers and RVers, there are stark contrasts between them.

- **Campers** are concentrated at the younger end of the age spectrum. 1-in-5 of them are young adults (18 to 24 years; 20.3%), 1-in-4 are between 25 to 34 years of age (27.9%) and 35 to 44 years of age (25.7%). Under one-fifth are in their mid-forties to mid-fifties (17.6%) and less than one-tenth are in their mid-fifties to mid-sixties (6.2%). Only 1-in-43 Campers are 65 years of age or older (2.3%), this is significantly lower than recent visitors to British Columbia (13.9%) or the Canadian travelling public as a whole (13.5%) (see Table 2).
- **RVers**, in contrast, are more concentrated at the older end of the age spectrum. Over half of these tourists are 45 years or older (54.4%). One-fifth are in their mid-forties to mid-fifties (21.9%) and in their mid-fifties to mid-sixties (19.4%). Unlike Campers, 1-in-7 RVers are 65 years of age or older (13.1%). **RVers** age distribution is more like the adult population as a whole (compared with Campers).
- Campers and RVers are evenly distributed by gender. Men (50.8%) are marginally more likely to be **Campers** than are women (49.2%), whilst women (50.8%) are marginally more likely to be RVers than are men (49.2%).

TABLE 2: AGE & GENDER	Campers	RVers	All Canadian Pleasure Tourists	
			To British Columbia	Any Destination
Unweighted base	Total (2,097)	Total (1,035)	(7,788)	(23,156)
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295
Age				
18 – 24 Years	20.3%	5.2%	12.9%	12.7%
25 – 34 Years	27.9%	13.7%	18.4%	18.8%
35 – 44 Years	25.7%	26.7%	18.7%	20.4%
45 – 54 Years	17.6%	21.9%	21.3%	20.2%
55 – 64 Years	6.2%	19.4%	14.9%	14.4%
65+ Years	2.3%	13.1%	13.9%	13.5%
Gender				
Men				
18 – 34 Years	49.0%	17.4%	32.8%	32.2%
35 – 54 Years	42.5%	48.2%	39.5%	41.0%
55+ Years	8.5%	34.3%	27.7%	26.7%
Women				
18 – 34 Years	47.5%	20.3%	29.8%	30.7%
35 – 54 Years	44.2%	49.0%	40.4%	40.3%
55+ Years	8.4%	30.8%	29.8%	29.0%

Source: Canadian TAMS Special Tabulations, prepared by Tourism British Columbia. "All Canadian Pleasure Tourists" are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

Education, Occupation and Income

The two camping-oriented segments differ somewhat in terms of education and occupation/work status.

- Specifically, 31.0% of Campers have a university degree, whereas only 16.9% of RVers are university educated. This could be due in part, to RVers being of an older generation when a University degree was not essential to securing stable well-paid employment, like it is into today's globally competitive environment.
- Not surprisingly in light of the age differences between the two groups, RVers are more likely to be retirees (19.0%) than are Campers (3.9%) and more Campers work for more than 30 hours a week as paid employees (63.1%) than are RVers (43.2%).

Despite their differences in age and education, Campers and RVers are quite similar to one another with respect to household incomes. Both groups represent a broad range of incomes. About 1-in-3 report household incomes under \$60,000 (34.8% Campers; 32.3% RVers), and in the \$60,000 to under \$100,000 bracket (30.8% Campers; 31.5% RVers). Just under one-quarter of Campers (22.6%) and RVers (23.0%) fall within the more affluent \$100,000+ income range.

Campers closely resemble the typical Canadian pleasure tourists as a whole in terms of education and household income, but are more likely to be in the labour force and are much less likely to be retired than are travellers in general. These Campers are, however, less affluent (\$100K+), less well educated (University degree), and less apt to be retirees than are typical Canadian tourists to British Columbia.

Similarly, RVers have a somewhat comparable education (with the exception of RVers holding fewer University degrees) and labour force participation (with the exception of fewer RVers going to school) profile to the Canadian pleasure travel market but are more apt to be retirees and to be somewhat more affluent than this larger population group. At the same time, they, like Campers, have noticeably lower tertiary education (University degree) and household income (\$100K+) levels than typical Canadian tourists to British Columbia.

TABLE 3: EDUCATION, OCCUPATION, INCOME	Campers	RVers	All Canadian Pleasure Tourists	
	Total	Total	To British Columbia	Any Destination
Unweighted base	(2,097)	(1,035)	(7,788)	(23,156)
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295
Education				
High school diploma or less	27.5%	47.5%	32.6%	36.7%
Some post-secondary	13.3%	9.3%	11.9%	10.9%
Post-secondary diploma or certificate	27.4%	25.5%	19.5%	21.6%
University degree+	31.0%	16.9%	35.4%	30.0%
Occupation/Work Status				
Work 30+ hrs/week as paid employee	63.1%	43.2%	58.3%	47.8%
Work as paid employee but part-time (less than 30 hrs/week)	4.8%	5.6%	6.1%	5.4%
Self-employed/Unpaid worker at a family business	7.8%	12.0%	12.8%	9.9%
Going to school	9.5%	3.7%	6.5%	7.2%
Homemaker	5.2%	6.7%	6.1%	5.5%
Retired	3.9%	19.0%	17.8%	17.4%
Household Income				
Under \$40,000	18.0%	15.6%	17.8%	20.6%
\$40,000 - \$59,999	16.8%	16.7%	13.9%	14.6%
\$60,000 - \$99,999	30.8%	31.5%	27.0%	27.1%
\$100,000 +	22.6%	23.0%	29.3%	22.4%

Source: Canadian TAMS Special Tabulations prepared by Tourism British Columbia. "All Canadian Pleasure Tourists" are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

3. Household Composition

About two-thirds of **Campers** (63.5%) and four-fifths of **RVers** (84.7%) live with a spouse or partner (with or without children) and about one-third of them have children 17 years or younger (Campers 29.3%; RVers 31.8%) (see Table 4).

Consistent with their ages, a higher proportion of **Campers** (19.0%) are more likely to live with someone other than a spouse/child than are **RVers** (4.7%) and *typical* tourists to British Columbia (13.4%) and any destination (13.6%). A higher percentage of **RVers** (44.4%) live a spouse/partner and no children 17 years or younger than do Campers (29.9%).

Campers are less likely to live with a spouse /partner and children 18 years and older but none under 17 (4.3%) than are RVers (8.5%) or *typical* tourists to British Columbia (7.9%) or any destination (7.8%).

Campers are more likely to live with children and no spouse (9.3%) than are **RVers** (3.5%) and *typical* tourists to British Columbia (5.1%) and any destination (6.7%).

TABLE 4: HOUSEHOLD CHARACTERISTICS	Campers	RVers	All Canadian Pleasure Tourists	
	Total	Total	To British Columbia	Any Destination
Unweighted base	(2,097)	(1,035)	(7,788)	(23,156)
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295
"Do you live:"				
Alone	7.3%	5.6%	10.3%	10.7%
With spouse/partner & no children 17 years or younger	29.9%	44.4%	38.6%	38.0%
With spouse/partner & children 17 years or under	29.3%	31.8%	23.5%	22.0%
With spouse/partner & children 18 years & over but none under 17 yrs	4.3%	8.5%	7.9%	7.8%
With children and no spouse	9.3%	3.5%	5.1%	6.7%
Someone other than spouse/child	19.0%	4.7%	13.4%	13.6%

Source: Canadian TAMS Special Tabulations prepared by Tourism British Columbia. "All Canadian Pleasure Tourists" are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so. Percentages do not add to 100% because some respondents refrained from answering the question.

V. Competitive Destinations

A. Worldwide Destinations for Overnight Pleasure Trips

When asked to identify the destinations of the overnight pleasure trips they took over a two-year period, virtually all Campers and RVers indicated that they have taken recent vacations within Canada and 2-in-5 of each group claim to travel *only within Canada* (39.0% Campers; 42.4% RVers) (see Table 5). One-half of them have been to the United States on a recent overnight pleasure trip (50.7% Campers; 48.6% RVers), suggesting that America is a particularly attractive destination for these camping and RVing enthusiasts.

British Columbia is especially successful in attracting **RVers** (40.6%) vis à vis the general travelling public in Canada (30.1%), however it shares this distinction with Alberta and Ontario.

In fact, **Alberta** is the main provincial competitor for Canadian **RVers** (46.1%) and after B.C., Ontario attracts 38.7% of the RVing market.

Ontario is the main provincial competitor for Canadian **Campers** (55.0%), followed by Quebec (47.1%) and then B.C. (30.3%). However, for **RVers** Quebec only attracts 26.9%, whilst British Columbia attracts a higher percentage at 40.6%. **British Columbia** is an attractive destination for RVing enthusiasts.

Note to Readers

Activities and locations visited are *independent* of one another.

In other words, Canadian Campers and RVers claim to have taken an overnight trip motivated by camping/RVing in the past two years or so and to have taken overnight pleasure trips to specific destinations but TAMS does not provide information that links the activities to the destination(s) visited. Thus, Campers and RVers may or may not have participated in camping/RVing activities in a particular country, province or state they have visited recently for an overnight pleasure trip.

The **United States** clearly leads the International market (50.7% Campers; 48.6% RVers) but to a lesser extent other foreign competitive destinations for Campers and RVers include *Mexico* (11.0% Campers; 12.9% RVers), *Europe* (12.5% Campers; 9.1% RVers), and the *Caribbean* (14.8% Campers; 12.4% RVers).

A higher percentage of Campers and RVers only travel in Canada (39.0% Campers; 42.4% RVers) as well as in the U.S. and Canada only (66.6% Campers; 71.6% RVers), than do recent visitors to B.C. (28.1% Canada only; 54.5% Canada & U.S. only) and Canadian travellers as a whole (35.6% Canada only; 61.2% Canada & U.S. only).

**TABLE 5: COMPETITIVE
DESTINATIONS WORLDWIDE***

	Campers	RVers	All Canadian Pleasure Tourists	
	Total	Total	To British Columbia	Any Destination
Unweighted base	(2,097)	(1,035)	(7,788)	(23,156)
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295
Canada				
Newfoundland & Labrador	4.1%	3.7%	3.4%	4.3%
Prince Edward Island	8.9%	6.1%	6.3%	7.2%
Nova Scotia	12.6%	9.1%	10.8%	11.7%
New Brunswick	14.3%	9.3%	9.0%	12.6%
Quebec	47.1%	26.9%	23.8%	38.5%
Ontario	55.0%	38.7%	40.2%	52.8%
Manitoba	9.6%	10.7%	16.0%	9.1%
Saskatchewan	11.9%	25.3%	23.2%	11.2%
Alberta	28.7%	46.1%	57.2%	25.4%
British Columbia	30.3%	40.6%	100%	30.1%
Yukon	1.1%	2.0%	3.1%	1.0%
Northwest Territories	0.5%	1.7%	1.8%	0.7%
Nunavut	0.4%	0.1%	0.5%	0.3%
United States	50.7%	48.6%	59.8%	50.6%
Other Countries/Regions				
Mexico	11.0%	12.9%	18.6%	12.0%
South/Central America	5.9%	3.1%	5.6%	4.8%
Caribbean	14.8%	12.4%	14.2%	15.4%
Europe (Incl. the UK and Russia)	12.5%	9.1%	18.7%	15.6%
Asia	3.8%	2.2%	8.7%	5.5%
Australia/New Zealand/ Africa	2.5%	2.1%	4.3%	2.9%
Destination patterns				
Only Canada.	39.0%	42.4%	28.1%	35.6%
Canada & U.S.A. only	66.6%	71.6%	54.5%	61.2%
Canada & Other Countries (Not USA)	49.3%	51.4%	40.2%	49.4%
Canada. & Mexico only	40.2%	44.8%	30.7%	37.3%
U.S.A. only	0.5%	1.0%	0.0%	2.2%

Source: Canadian TAMS Special Tabulations prepared by Tourism British Columbia. *Locations visited on overnight pleasure trip, past two years. "All Canadian Pleasure Tourists" are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

B. Destinations: Roles & Ratings

1. Importance of Destination

For most Canadian Campers and RVers the first consideration in planning their most recent **summer** trip was **destination** (37.5% Campers; 41.0% RVers) (see Table 8). At the same time, nearly one-quarter of these tourists start their trip planning process with a focus on the **type of vacation experience** they wish to have (23.1% Campers; 23.2% RVers). Nearly one-fifth began with the **activities** they wished to participate in (19.9% Campers; 15.7% RVers). This level of **activity-driven** planning is higher than is the case among typical Canadian tourists to British Columbia (9.6%) or in the Canadian travel market as a whole (10.6%).

Like summer trips, when planning a **winter** trip most Canadian Campers and RVers first consideration was the **destination** (28.4% Campers; 32.3% RVers). A significantly lower proportion of these tourists start their trip planning process with a focus on the **type of vacation experience** they wish to have (13.3% Campers; 12.5% RVers).

Like Canadians with recent pleasure travel experience in British Columbia (63.0%), Campers and RVers also put a premium on destination choice *per se*, with 6-in-10 claiming that it is *extremely* or *very important* to them (60.7% Campers; 58.4% RVers).

**TABLE 8: CONSIDERATIONS/
IMPORTANCE OF DESTINATION**

	Campers	RVers	All Canadian Pleasure Tourists	
	Total	Total	To British Columbia	Any Destination
Unweighted base	(2,097)	(1,035)	(7,788)	(23,156)
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295
First Consideration for Most Recent Summer Trip				
Start with destination	37.5%	41.0%	43.2%	37.8%
Start with activities	19.9%	15.7%	9.6%	10.6%
Start with type of vacation experience	23.1%	23.3%	18.4%	18.5%
Look for package deal (with out destination)	0.5%	0.4%	1.1%	1.1%
First Consideration for Most Recent Winter Trip				
Start with destination	28.4%	32.3%	32.5%	28.4%
Start with activities	16.2%	12.4%	11.6%	9.1%
Start with type of vacation experience	13.3%	12.5%	12.8%	11.4%
Look for package deal (with out destination)	1.5%	1.2%	1.4%	1.9%
Importance of Destination				
Extremely/Very Important	60.7%	58.4%	63.0%	62.1%
Extremely important	19.4%	19.4%	23.9%	23.1%
Very important	41.3%	39.0%	39.1%	39.0%
Average*	2.7	2.7	2.8	2.8

Source: Canadian TAMS Special Tabulations prepared by Tourism British Columbia. *Average based on assigned values of 5 for "extremely important" to 1 for "not at all important". Averages are calculated only on those volunteering an opinion. Percentages for "first consideration" do not add to 100% because not all response categories are shown. "All Canadian Pleasure Tourists" are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

2. Importance of Conditions in Destination Choice

Overnight pleasure travellers were asked to rate a variety of “conditions” in terms of their importance in making a destination choice. A three-point semantic scale was used.¹³

Campers and RVers resemble Canadian overnight pleasure travellers as a whole in terms of the conditions they accord *high importance* when selecting a destination. Like other Canadian tourists, both Campers and RVers put *feeling safe* at the top of their list (59.2% Campers; 68.4% RVers) (see Table 9). Around one-half of Campers and RVers place high importance on destinations having *convenient access by car* (49.6% Campers; 54.9% RVers). Over 2-in-5 Campers and 1-in-2 RVers also place high importance on a destination that poses *no health concerns* (43.1% Campers; 51.5% RVers), a further 2-in-5 feel that a destination should have *many things for adults to see and do* (41.0% Campers; 37.7% RVers) as well as have *camping* facilities (35.6% Campers; 42.0% RVers).

Summary: Considerations Deemed *Highly Important* By At Least 1-in-4 Campers and/or RVers¹⁴

	<u>Campers</u>	<u>RVers</u>	<u>Canadian Pleasure Tourists</u>	
			<u>To British Columbia</u>	<u>Any Destination</u>
Feeling safe	59.2%	68.4%	65.1%	65.9%
Convenient access by car	49.6%	54.9%	36.2%	43.3%
No health concerns	43.1%	51.5%	46.8%	49.9%
Lots for adults to see/do	41.0%	37.7%	39.2%	38.0%
Camping	35.6%	42.0%	13.9%	12.8%
Budget accommodation	28.0%	17.3%	21.5%	21.7%
Information available on the internet	26.5%	24.2%	25.7%	24.6%
Mid Range accommodation	24.9%	29.5%	29.6%	29.6%
Direct access by air	21.4%	26.9%	31.6%	28.9%

¹³ “Highly important”, “Somewhat important”, and “Of no importance”.

¹⁴ See Table 9 for full array of considerations deemed “highly important” and “of no importance”.

While the conditions they impose on destination choices are very similar, there are some noteworthy differences between Campers and RVers:

- **Campers** are more apt to take into account the availability of *budget lodging* (28.0% Campers; 17.3% RVers), and *convenient access by train/bus* (12.0% Campers; 9.2% RVers) than are RVers.
- **Campers** lodging preferences may be a function of their age and life stage. As younger tourists, Campers can be expected to be more budget conscious.
- **RVers** are more interested in destinations that offer *mid-range accommodation* (24.9% Campers; 29.5% RVers) and compared with Campers they are influenced by *direct access by air* (21.4% Campers; 26.9% RVers) and *great shopping* (7.7% Campers; 11.2% RVers).
- Due to their age, **RVers** are even more influenced by a destination that is *safe* (68.4%) and has *no health concerns* (51.5%), than are Campers (59.2% safety; 43.1% health), recent visitors to British Columbia (65.1% safety; 46.8% health) and Canadian travellers as a whole (65.9% safety; 49.9% health).

TABLE 9: CONDITIONS FOR
SELECTING A DESTINATION

	Campers	RVers	All Canadian Pleasure Tourists	
	Total	Total	To British Columbia	Any Destination*
Unweighted base	(2,097)	(1,035)	(7,788)	(23,156)
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295
<i>Bold rows are proportion stating "Highly Important"</i> <i>In rank order by Campers</i>				
Feeling safe	59.2%	68.4%	65.1%	65.9%
Of no importance	5.4%	2.6%	3.1%	3.5%
Convenient access by car	49.6%	54.9%	36.2%	43.3%
Of no importance	9.0%	5.2%	13.6%	11.5%
No health concerns	43.1%	51.5%	46.8%	49.9%
Of no importance	11.1%	7.8%	8.8%	8.2%
Lots for adults to see/do	41.0%	37.7%	39.2%	38.0%
Of no importance	6.7%	6.8%	7.2%	7.3%
Camping	35.6%	42.0%	13.9%	12.8%
Of no importance	17.1%	17.2%	48.7%	50.6%
Budget accommodation	28.0%	17.3%	21.5%	21.7%
Of no importance	18.9%	23.5%	23.4%	23.8%
Information available on internet	26.5%	24.2%	25.7%	24.6%
Of no importance	26.1%	33.0%	24.7%	27.1%
Mid-range accommodation	24.9%	29.5%	29.6%	29.6%
Of no importance	18.5%	19.8%	12.6%	12.8%
Low cost packages available	22.7%	22.8%	20.9%	22.8%
Of no importance	20.2%	27.2%	27.3%	23.1%
Lots for children to see/do	22.3%	22.8%	13.7%	16.4%
Of no importance	50.6%	42.5%	62.0%	56.5%
Direct access by air	21.4%	26.9%	31.6%	28.9%
Of no importance	30.9%	26.9%	17.0%	21.7%
Familiar with culture & language	12.3%	14.0%	10.8%	13.6%
Of no importance	34.1%	22.2%	28.6%	26.9%
Convenient access by train/bus	12.0%	9.2%	11.4%	13.1%
Of no importance	44.9%	45.1%	40.3%	39.3%
Very different culture than own	8.8%	8.2%	9.1%	8.9%
Of no importance	44.2%	44.3%	39.6%	39.7%
Great shopping	7.7%	11.2%	11.1%	12.3%
Of no importance	56.1%	43.8%	45.0%	43.2%
Have friends or relatives there	5.7%	7.1%	10.2%	11.1%
Of no importance	66.1%	64.3%	59.6%	59.0%
Luxury accommodation	5.2%	6.5%	5.7%	6.8%
Of no importance	66.3%	54.6%	57.5%	54.5%
Disabled-person-friendly	4.0%	4.6%	3.6%	5.6%
Of no importance	82.8%	76.3%	79.6%	73.8%

Source: Canadian TAMS Special Tabulations prepared by Tourism British Columbia. **Bold rows** are proportion stating "Highly Important". *Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

3. Appeal of Various Destinations

Canadian Campers and RVers are most enthusiastic about **British Columbia** as an *appealing destination* for pleasure travel. Campers accord B.C. a rating of 8.6 and RVers and even higher rating of 8.8 on a ten-point scale (see Table 10).¹⁵ Though significantly lower than B.C.'s, moderately favourable ratings are accorded a host of destinations, including **Hawaii** (8.1 Campers; 8.2 RVers), **California** (7.4 Campers; 7.3 RVers), **Alberta** (7.1 Campers; 7.6 RVers), **Nova Scotia** (7.1 Campers; 7.3 RVers), and **Prince Edward Island** (7.0 Campers; 7.3 RVers).

British Columbia is given the highest rating as an appealing destination for pleasure travel, and only one-tenth of Canadian Campers and RVers refrained from rating the province, thus indicating that Canadian travellers are knowledgeable about the destination and its touristic appeal.

Summary: Destinations with an appeal rating of 7.0 and higher for Campers and/or RVers¹⁶

	<u>Campers</u>	<u>RVers</u>	<u>Canadian Pleasure Tourists</u>	
			<u>To British Columbia</u>	<u>Total</u>
British Columbia	8.6	8.8	9.0	8.8
Hawaii	8.1	8.2	8.1	8.3
California	7.4	7.3	7.4	8.4
Alberta	7.1	7.6	7.3	8.5
Nova Scotia	7.1	7.3	7.2	8.4
Ontario	7.1	6.8	6.6	9.2
Quebec	7.1	6.0	6.7	9.0
Prince Edward Island	7.0	7.3	7.2	8.3
Florida	6.8	7.0	6.5	8.7
Arizona	6.3	7.1	6.5	7.8

The impact of direct experience with a destination seems to play a role in Canadian consumers' appraisals. For example, among Canadians who have recently travelled to British Columbia, the province's overall appeal rating is

¹⁵ Two image questions associated with specific destinations were included in the TAMS study. One of these asked travellers to use a ten-point bi-polar rating scale ranging from *very appealing* (10) to *very unappealing* (1) to assess each destination's appeal for a pleasure trip. The second question associated with reasons to travel to a destination is discussed in the following chapter. Many potential tourists refrained from offering opinions about the destinations included in this question, presumably because they did not have sufficient information about the destination to form a clear image.

¹⁶ See Table 10 for full array of average ratings and proportion unable/unwilling to rate each destination.

higher (9.0) than that volunteered by all Canadian pleasure travellers (8.8). The challenge, of course, is getting these camping enthusiasts back to the province!

TABLE 10: APPEAL OF VARIOUS DESTINATIONS

All Canadian Pleasure Tourists	Campers	RVers	All Canadian Pleasure Tourists	
	Total	Total	To British Columbia	Any Destination
Unweighted base	(2,097)	(1,035)	(7,788)	(23,156)
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295
<i>Bold rows are average ratings*</i>				
British Columbia	8.6	8.8	9.0	8.8
No rating provided	10.4%	8.8%	2.1%	12.4%
Newfoundland & Labrador	6.4	6.8	6.8	7.9
No rating provided	16.9%	15.4%	19.5%	21.5%
Nova Scotia	7.1	7.3	7.2	8.4
No rating provided	11.7%	9.9%	14.5%	16.3%
New Brunswick	6.6	6.8	6.5	8.3
No rating provided	11.9%	11.0%	16.8%	16.9%
Prince Edward Island	7.0	7.3	7.2	8.3
No rating provided	11.0%	11.5%	15.5%	16.6%
Quebec	7.1	6.0	6.7	9.0
No rating provided	6.2%	8.3%	11.1%	10.2%
Ontario	7.1	6.8	6.6	9.2
No rating provided	5.0%	7.8%	8.0%	8.0%
Manitoba	4.8	5.0	4.8	7.9
No rating provided	16.8%	13.6%	14.6%	21.1%
Saskatchewan	4.6	5.2	4.8	7.9
No rating provided	16.5%	12.7%	13.4%	20.7%
Alberta	7.1	7.6	7.3	8.5
No rating provided	12.2%	9.2%	6.8%	15.3%
Yukon	6.1	6.4	6.4	7.5
No rating provided	19.6%	17.1%	19.5%	24.9%
Northwest Territories	5.5	5.9	5.8	7.4
No rating provided	19.8%	17.8%	21.1%	25.7%
Nunavut	4.8	4.7	5.0	7.2
No rating provided	21.6%	22.4%	24.3%	28.1%
New York State	6.2	5.4	6.2	8.4
No rating provided	11.6%	13.7%	14.1%	16.0%
Colorado	6.1	6.3	6.1	7.6
No rating provided	19.3%	18.6%	19.9%	24.5%
Florida	6.8	7.0	6.5	8.7
No rating provided	10.3%	9.9%	12.2%	13.5%
California	7.4	7.3	7.4	8.4
No rating provided	12.9%	11.6%	10.5%	16.0%
Hawaii	8.1	8.2	8.1	8.3
No rating provided	13.2%	12.1%	12.5%	17.1
Arizona	6.3	7.1	6.5	7.8
No rating provided	17.5%	16.9%	15.9%	21.1%

Source: Canadian TAMS Special Tabulations prepared by Tourism British Columbia. *Bold rows* are average ratings calculated using a ten-point bi-polar rating scale ranging from very appealing (10) to very unappealing (1). Averages are calculated on those volunteering a rating only. **Any Destination - All Canadian Tourists* - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. **To British Columbia* is the subset of *All Canadian Pleasure Tourists* who have taken at least one overnight pleasure trip to British Columbia in the past two years or so

4. Number of Good Reasons to Visit Various Destinations

Not too surprisingly, the *same* destinations accorded high *appeal* ratings are also the ones that emerge at the top of Campers' and RVers' lists for having *many good reasons* to visit on a pleasure trip (see Table 11).¹⁷ Specifically, **British Columbia** tops the list with 7-in-10 Campers and RVers stating that there are *many good reasons* to go to this destination.

British Columbia significantly surpasses all other Canadian and U.S. destinations, as a destination that offers both Campers (70.7%) and RVers (75.0%) *many good reasons* to visit. Other destinations with many reasons to visit, according to Campers and RVers, are Hawaii, California, Quebec, Ontario, Florida and Alberta.

Summary: Destinations with At Least One-Half Saying *Many Good Reasons to Visit* (in rank order within each category)

<u>Campers</u>		<u>RVers</u>		<u>Canadian Pleasure Tourists</u>			
				<u>To British Columbia</u>		<u>Total</u>	
B.C.	71%	B.C.	75%	B.C.	83%	B.C.	65%
Hawaii	54%	Hawaii	60%	Hawaii	56%	Hawaii	55%
California	50%	California	51%	California	50%		

Like recent visitors to British Columbia and the Canadian travelling public as a whole, both Campers and RVers rank the same three destinations (B.C, Hawaii and California) in the same order, as ones that have many good reasons to visit.

As with the *appeal* rating discussed in the previous chapter, the province has a favourable image among those who have experienced what it can offer.

¹⁷ Consumers were asked to indicate which of three statements best described their feelings about taking a pleasure trip to the same destinations for which they rated *appeal* (see previous section). The statements were *there are NO good reasons to travel to this destination*, *SOME good reasons* and *MANY good reasons to travel to this destination*.

TABLE 11: NUMBER OF REASONS TO VISIT VARIOUS DESTINATIONS

	Campers	RVers	All Canadian Pleasure Tourists	
	Total	Total	To British Columbia	Any Destination
Unweighted base	(2,097)	(1,035)	(7,788)	(23,156)
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295
<i>% stating "MANY" good reasons to visit</i>				
British Columbia	70.7%	75.0%	83.4%	64.6%
<i>In rank order among Campers</i>				
Hawaii	61.0%	59.5%	55.5%	54.6%
California	51.1%	51.3%	49.8%	47.1%
Quebec	48.2%	31.0%	35.3%	41.6%
Ontario	45.1%	35.8%	35.4%	43.3%
Florida	44.5%	45.2%	35.0%	40.4%
Alberta	42.1%	47.7%	45.3%	34.9%
Nova Scotia	36.1%	39.8%	33.5%	32.4%
Prince Edward Island	33.3%	38.8%	33.8%	32.0%
New York State	30.7%	21.4%	30.8%	30.4%
Newfoundland & Labrador	30.2%	34.1%	30.3%	27.4%
New Brunswick	27.5%	28.4%	21.3%	22.9%
Yukon	22.6%	26.6%	22.1%	16.9%
Colorado	21.7%	19.3%	17.8%	18.7%
Arizona	20.1%	30.8%	22.1%	22.9%
Northwest Territories	16.3%	20.7%	15.5%	12.3%
Nunavut	11.5%	10.7%	11.0%	9.1%
Manitoba	8.1%	9.8%	8.6%	7.5%
Saskatchewan	7.6%	13.6%	10.1%	7.7%

Source: Canadian TAMS Special Tabulations prepared by Tourism British Columbia. Proportions are those stating MANY good reasons to visit. *Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. *To British Columbia is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

VI. Activities on Overnight Trips

A. Introduction

The 2006 TAMS questionnaire included approximately 190 activities a person may have engaged in while on a trip. In addition to capturing *incidence* of participation in this array of activities, the study asks consumers to indicate whether an activity they engaged in on *any* overnight trip in the past two years was a *main reason for taking any of these trips*.¹⁸

Not Necessarily in Canada or British Columbia

TAMS 2006 provides two important but independent measures - where tourists went and what tourists did. Even though the tourists singled out for special scrutiny in this report claim to have taken an overnight pleasure trip motivated by **going camping and or RVing** in the past two years, these activities are not linked to any specific destination these tourists claim to have visited over the same time period. Thus, a trip prompted by camping and or RVing could have taken place in many parts of British Columbia, other Canadian provinces and across the U.S.A. Similarly, the park for a camping experience could have been Pacific Rim, Glacier, Death Valley, Grand Canyon, or any other park in the world; a winery could have been in the Okanagan Valley, Napa, Niagara or Bordeaux.

“Main Reason” and “Any Participation”

Tourists who indicate that a particular activity is the *main reason for taking a trip* are, in effect, expressing a much more significant commitment to the activity than are those who say they engaged in a particular activity on at least one of the overnight trips they took recently. In the following section, information is presented for selected individual or groups of related activities that *drive* Campers and RVers to take overnight pleasure trips (*main reason*) and the level of *any* participation in these same activities.

Summary tables displaying the *main* and *any* activities information for **overnight pleasure tourists to British Columbia** and to **any destination** that correspond to the activity profiles of Campers and RVers provided in this chapter are appended.

¹⁸ Presumably, “these trips” are those on which the specific activity took place.

B. Trip Activities & Drivers

1. Campers' and RVers' Cross-Over with Other Trip Activity Sectors

As demonstrated by their comparatively low levels of representation in other activity-based tourism sectors, Campers and, to an even greater extent, RVers can be described as *low-involvement* travellers.¹⁹

Campers

About one-quarter of Campers are also **Hikers, Self-Guided Touring Travellers, History/Heritage Tourists** and/or **Alpine Skiers** and about one-fifth are **Anglers** and just over one-tenth are **Cyclists/Mountain Bikers** but no more than 1-in-11 are members of any other trip activity sector covered in this report (see Table 12).

Despite the low levels of intersection between Campers and many other activity sectors of interest, these tenting enthusiasts are *more* apt to take trips in order to engage in other activities than are Canadian pleasure travellers in general (see Index, based on the share of Campers in each other activity sector relative to the Canadian pleasure market in total).

- Compared to the Canadian travelling public as a whole, Campers are more than **three times** as likely to be Hikers or Backcountry Lodge Guests.
- They are also at least **twice** as likely to take trips to do cycling/mountain biking, go Nordic skiing, river rafting, sea kayaking, alpine skiing, or diving/snorkelling.

RVers

Over one-quarter of RVers are **Anglers** and nearly one-quarter are also **History/Heritage Tourists** and **Self-Guided Touring Travellers** but the only other segments to attract more than 1-in-10 RVers are **Alpine Skiing** and **Golfing** (see Table 12).

Like Campers, RVers are, however, more apt than the Canadian travelling public as a whole to be members of *other* activity-based segments:

¹⁹ Summary tables displaying the *main* and *any* activities information for **overnight pleasure tourists to British Columbia** and to **any destination** that correspond to the activity profiles of Campers and RVers provided in this chapter are appended.

- They are **three times** as likely as Canadian pleasure travellers to be Snowmobilers; and
 - More than **twice** as likely to be Backcountry Lodge Guests, Anglers, Aboriginal Activity Tourists and/or Cyclists/Mountain Bikers.
- .

TABLE 12: CROSS-OVER
WITH OTHER SELECTED
TRIP ACTIVITY SECTORS

	Campers	RVers	All Canadian Pleasure Tourists			
	Total	Total	To British Columbia	Any Destination	Index to All Canadian Tourists**	
	(2,097)	(1,035)	(7,788)	(23,156)	Campers	RVers
Unweighted base						
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295		
<i>In rank order among Campers</i>						
Campers/RVers	100%	100%	17.7%	16.1%	621	621
Hikers	28.0%	9.8%	9.4%	7.6%	368	129
Self-Guided Overnight Touring Travellers	23.4%	23.6%	22.4%	17.7%	132	133
History and Heritage Tourists	23.0%	23.8%	12.2%	12.1%	190	197
Alpine Skiers	22.7%	12.5%	14.9%	9.7%	234	129
Anglers	20.5%	26.6%	10.9%	11.4%	180	233
Cycling/Mountain Biking	11.0%	8.2%	4.8%	3.8%	289	216
Nordic Skiers	9.2%	6.0%	3.8%	3.2%	288	188
Backcountry Guests	9.0%	6.9%	2.6%	2.9%	310	238
Golfers	6.3%	10.1%	7.2%	5.6%	113	180
Divers & Snorkellers	5.1%	2.7%	3.4%	2.3%	222	117
Aboriginal Activity Tourists	5.0%	6.5%	3.7%	2.8%	179	232
Snowmobilers	3.8%	9.2%	1.9%	2.5%	152	368
River Rafter	2.9%	0.8%	1.6%	1.1%	264	73
Sea Kayakers	2.1%	0.9%	1.4%	0.8%	263	113

Source: Canadian TAMS Special Tabulations prepared by Tourism British Columbia. *Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so. **Index calculation: Percentage Campers and RVers in activity sector divided by All Canadian Pleasure (Any Destination) in activity sector, multiplied by 100.

2. Major Trip Activity Groups

Like most tourists, Campers and RVers take different trips for different reasons, depending on their day-to-day realities, the time of year and a host of other factors.²⁰

- In addition to taking trips in order to go camping using a tent or recreational vehicle, over three-fifths of Campers (61.0%) and over one-half of RVers (55.2%) take trips motivated by engaging in at least one **water-based outdoor activity**²¹.
- **Outdoor winter activities** are more apt to be trip motivators for Campers (37.5%) than they are for RVers (29.0%). The *younger* Campers are more likely to take trips in order to engage in an **outdoor winter activity** (51.8%) than are older RVers (37.1%).
- Over 3-in-10 Campers are motivated by **entertainment** activities such as theme parks, casinos and movies, the **Performing Arts**, as well as **Festivals and Events**. Whereas over 3-in-10 RVers are motivated by **shopping and dining** experiences, the **Performing Arts, Festivals and Events** and **spectator sporting events**.
- Going to **spectator sporting events** such as professional baseball or football games, as a reason for taking a trip, is characteristic of just under 1-in-4 Cyclists and 1-in-3 RVers.

Not surprisingly, *participation* rates for these groups of activities are appreciably higher than are *motivation* rates. For example, more Campers and RVers *participated* in at least one water-based outdoor activity while on a recent overnight pleasure trip (85.5% Campers; 81.3% RVers) than claim to have taken a trip motivated by one of these activities (61.0% Campers; 55.2% RVers).

Shopping and dining experiences are especially likely to be “one-of-many” trip activities (85.3% Campers; 86.9% RVers) but the driving force behind a trip for relatively few segment members (28.0% Campers; 32.1% RVers). Similarly, about two-thirds of Campers and nearly three-fifths of RVers went to a museum,

²⁰ Summary tables displaying the *main* and *any* activities information for **overnight pleasure tourists to British Columbia** and to **any destination** that correspond to the activity profiles of Campers and RVers provided in this chapter are appended.

²¹ All Campers and RVers are included in the *land-based outdoor activity segment* because “camping” is one of the activities used to define members of this group. Other key activities included in the *land-based* segment include hiking, bird watching and viewing land-based animals.

gallery or cultural performance on a recent trip but only about one-third of them took the trip in order to do so.

Compared to *all* Canadian overnight pleasure travellers, Campers and RVers are, for the most part, almost twice as likely to identify activities in each of the major activity groups as ones that *motivated* recent trips (main reason).

Summary: Activities named by at least about 1-in-3 Campers and/or RVers as ones that *motivated* (main reason) a recent overnight trip.

<u>Major Activity Group</u>	<u>Main Reason</u>			<u>Any Participation</u>		
			All Canadian Pleasure Tourists			All Canadian Pleasure Tourists
	Campers	RVers		Campers	RVers	
Accommodation						
stayed at	100%	100%	28%	100%	100%	64%
Outdoor Land Based	66%	51%	29%	86%	82%	67%
Outdoor Water-Based	61%	55%	33%	86%	81%	65%
Outdoor Winter						
Activities	38%	29%	17%	52%	37%	30%
Theme/Amusement						
Parks/Movies	33%	28%	15%	60%	56%	47%
Exhibits/Historic Sites/						
Museums	32%	28%	17%	64%	57%	59%
Performing Arts	32%	32%	18%	52%	50%	44%
Shopping/Dining/						
Food related	28%	32%	16%	85%	87%	84%
Festivals & Events	27%	30%	16%	52%	54%	44%

See Table A1, appended, for additional figures and comparisons to Canadian tourists with recent travel experience in British Columbia.

TABLE 13: MAJOR ACTIVITY GROUPS – MAIN & ANY

	Campers		RVers	
	Main Reason	Any Participation	Main Reason	Any Participation
Unweighted base	(2,097)	(2,097)	(1,035)	(1,035)
Weighted, Projected	1,987,558	1,987,558	853,579	853,579
<i>In rank order among Campers- Main Reason</i>				
Accommodation Stayed at	100%	100%	100%	100%
Outdoor Land Based Activities	65.6%	85.7%	51.3%	82.3%
Outdoor Water Based Activities	61.0%	85.5%	55.2%	81.3%
Outdoor Winter Activities	37.5%	51.8%	29.0%	37.1%
Theme/Amusement Parks/Movies	33.3%	60.3%	27.8%	55.8%
Exhibits/Historic Sites/Museums	32.2%	63.9%	28.3%	56.5%
Performing Arts	31.6%	51.9%	32.0%	49.5%
Shopping/Dining/Food Related	28.0%	85.3%	32.1%	86.9%
Festivals & Events	27.2%	52.3%	30.3%	53.8%
Spectator Sports	23.8%	34.7%	30.2%	38.0%
Team Sports/Tournaments/Games	16.4%	30.5%	16.6%	27.7%
Hands-on Learning Activities	9.7%	19.4%	10.8%	22.8%
Aboriginal Experiences	5.0%	15.6%	6.5%	15.1%
Air Based Activities	0.7%	1.9%	0.5%	1.1%

Source: Canadian TAMS Special Tabulations prepared by Tourism British Columbia.

3. Individual Trip Activities: The Outdoors

When taken as a whole, the *outdoor* activity profile of Campers and RVers suggests groups of tourists seeking comparatively sedentary experiences and passive interactions with nature (see Table 14).²² They seem to want to be *in nature* rather than to *engage* nature, with some obvious exceptions such as hiking, especially among Campers, and fishing among RVers. Perhaps these tourists rely on the camping experience *per se* as a means of appreciating and *being in* natural settings in ways that require relatively little effort on their part. Some of them may also regard camping as an economical form of accommodation for trips that are motivated by other types of activities. Regardless of the explanation, *missing* as prominent trip drivers for Campers and RVers are the more vigorous outdoor activities such as climbing, backpacking, skiing, paddling or rafting.

- Instead, over 3-in-10 Campers and 2-in-10 RVers take trips to visit a national, provincial or state **nature parks** either to visit the parks or to camp in them.
- Similar proportions take trips in order to **spend time on a beach** (30.5% Campers; 28.7% RVers) and about 2-in-10 enjoy **swimming in lakes** (22.2% Campers; 17.0% RVers).
- **Fishing**, especially in fresh water, is a motivation for a recent overnight pleasure trips for about 2-in-10 Campers (19.0%) and RVers (23.5%).
- As noted previously, **Campers** are more apt to take overnight pleasure trips motivated by **hiking** (17.7%) than are RVers (8.1%).

Compared to the typical Canadian overnight pleasure traveller, a Camper or RVer is more likely to identify *passive* and *active* outdoor activities including fishing, hiking, swimming or sunbathing on a beach as ones that *motivated* recent trips (main reason) and as activities that were engaged in on these trips (any participation). Their higher level of engagement with the outdoors on trips vis à vis the typical Canadian tourist suggests that these camping enthusiasts represent distinctive markets.

See Table A2, appended, for additional figures and comparisons to Canadian tourists with recent travel experience in British Columbia.

²² Summary tables displaying the *main* and *any* activities information for **overnight pleasure tourists to British Columbia** and to **any destination** that correspond to the activity profiles of Campers and RVers provided in this chapter are appended.

TABLE 14: INDIVIDUAL OUTDOOR
ACTIVITIES – MAIN & ANY*

	Campers		RVers	
	Main Reason	Any Participation	Main Reason	Any Participation
Unweighted base	(2,097)	(2,097)	(1,035)	(1,035)
Weighted, Projected	1,987,558	1,987,558	853,579	853,579
<i>In rank order among Campers- Main Reason</i>				
Camping				
Public campground	78.0%	80.7%	64.9%	68.4%
Private campground	34.4%	45.2%	55.2%	65.7%
Camp site in wilderness setting	23.8%	26.7%	22.6%	24.9%
Nature park	37.4%	53.0%	24.4%	41.7%
Sunbathing or sitting on a beach	30.5%	57.6%	28.7%	51.3%
Swimming in lakes	22.2%	61.5%	17.0%	46.4%
Fishing – Fresh water	19.0%	32.4%	23.5%	37.7%
Hiking, Same day excursion	17.7%	42.2%	8.1%	24.9%
Swimming in oceans	14.9%	34.8%	12.9%	26.9%
Well known natural wonders	15.2%	31.3%	12.1%	23.1%

Source: TAMS Canadian Special Tabulations, prepared by Tourism British *Activities shown here are those that are named by at least about 1-in-3 Campers or RVers as ones they participated in (any) on a recent overnight trip.

4. Individual Trip Activities: Culture, Entertainment, Dining, Shopping & Sports

By and large, Campers and RVers utilize destinations' cultural, culinary and retail infrastructure as *things to see and do* while on overnight pleasure trips rather than as the driving force behind or motivation for their trips.²³ Entertainment-oriented activities in general, and particularly performing arts, festivals and events and spectator sporting events are, however, trip motivators for Campers and RVers (see Table 15), attracting about 1-in-3 of these tourists.

Culture

Campers and RVers are more inclined to engage in a variety of cultural and heritage activities as "one-of-many" trip activities than they are to be motivated to take overnight pleasure trips in order to engage in these activities. For example, 4-in-10 Campers and 3-in-10 RVers have strolled around a city to observe its buildings and architecture on recent pleasure trips but only 1-in-10 have taken a trip in order to engage in this activity. Similar patterns are evident for seeing well-known historic sites. These tourists are nearly three times as likely to engage in these activities *as one of their trip activities* as they are to consider them as the driving force behind the trip.

Entertainment

Perhaps because they tend to live in families with children, Campers are particularly apt to take a trip to go to an **amusement park** (Main, 19.7%; Any, 32.2%). However, RVers are also drawn to amusement parks (Main, 14.6%; Any, 26.8%).

Going to **movies** is a popular trip activity (*any*) among about one-third of Campers and RVers. **Casinos** attract more RVers (Main 29.8%) than Campers (Main 26.0%). Both of these entertainment-oriented experiences are much more commonly identified as *one among many* trip activities than as a main reason for taking a trip among both Campers and RVers.

Dining

Similar to many entertainment-oriented activities, dining out at **restaurants offering local ingredients and cuisine** (Campers: Main, 9%; Any, 60%; RVers: Main, 14%; Any, 61%), and visiting **local outdoor cafes** (Campers: Main, 6%; Any, 46%; RVers: Main, 6%; Any, 36%) are much more common trip experiences (*any*) than trip drivers for Campers and RVers.

²³ Summary tables displaying the *main* and *any* activities information for **overnight pleasure tourists to British Columbia** and to **any destination** that correspond to the activity profiles of Campers and RVers provided in this chapter are appended.

Shopping

Shopping for apparel, books or music, local arts and crafts, and antiques is a common trip pastime for Campers and RVers but tends not to be the motivation for their recent overnight pleasure travel.

Comparison to Canadian Pleasure Travellers

As noted in the previous section, compared to *all* Canadian overnight pleasure travellers, Campers and RVers are more likely to engage in outdoor activities or take trips for these activities. These camping and RVing enthusiasts are also more likely than the *typical* Canadian pleasure traveller to identify a wide range of cultural, entertainment and culinary activities as ones that *motivated* recent trips (main reason) or were engaged in on these trips (any participation). Campers and RVers are about twice as likely to be *motivated* to participate in team sports, tournaments and games, to go to amusement parks, to attend spectator sporting events, to attend festivals & events, arts performances, go to well know historic sites, to stroll around a city to see architecture, to go shopping for clothing, shoes, jewellery and to dine at restaurants offering local ingredients and recipes than are *typical* Canadian pleasure travellers.

Summary: Activities named by at least about 1-in-3 Campers or RVers as ones that *they participated in* on a recent overnight trip.

<u>Other Activities</u>	<u>Main Reason</u>			<u>Any Participation</u>		
	Campers	RVers	All Canadian Pleasure Tourists	Campers	RVers	All Canadian Pleasure Tourists
Performing Arts (any)	32%	32%	18%	52%	50%	44%
Festivals& Events	27%	30%	16%	52%	54%	44%
Spectator Sports (any)	24%	30%	13%	35%	38%	28%
Amusement parks	20%	15%	9%	32%	27%	21%
Team Sports, Games Tournaments (any)	16%	17%	9%	31%	28%	22%
Strolling in a city to see architecture	16%	10%	8%	45%	31%	41%
Historic Sites – Well Known	11%	9%	6%	32%	25%	30%
Shopping – Clothing, shoes, jewellery	11%	15%	7%	57%	59%	57%
Dining - restaurants offering local ingredients & recipes	9%	14%	6%	60%	61%	57%

See Table A3, appended, for additional activities and comparisons to Canadian tourists with recent travel experience in British Columbia.

TABLE 15: OTHER INDIVIDUAL
ACTIVITIES – MAIN & ANY*

	Campers		RVers	
	Main Reason	Any Participation	Main Reason	Any Participation
Unweighted base	(2,097)	(2,097)	(1,035)	(1,035)
Weighted, Projected	1,987,558	1,987,558	853,579	853,579
<i>In rank order by main reason within each subgroup (Campers)</i>				
Cultural & Heritage				
Any Performing Arts	31.6%	51.9%	32.0%	49.5%
Festival & Events	27.2%	52.3%	30.3%	53.8%
Strolling around a city to see architecture	15.9%	45.0%	10.1%	31.1%
Historic sites - well known	11.0%	31.9%	9.0%	25.1%
Entertainment				
Amusement park	19.7%	32.2%	14.6%	26.8%
Casino	8.7%	26.0%	12.5%	29.8%
Movies/cinema	8.0%	34.7%	8.8%	31.4%
Food & Dining				
Dining – restaurants offering local ingredients and recipes	9.2%	60.2%	14.1%	60.5%
Local outdoor cafes	5.5%	45.7%	6.3%	36.3%
Shopping				
Clothing, shoes, jewellery	10.8%	56.8%	15.3%	58.7%
Bookstores or music stores	6.9%	46.3%	5.8%	38.7%
Local arts & crafts studios	5.7%	39.7%	7.0%	39.1%
Antiques	3.8%	22.7%	5.9%	32.6%
Sports				
Spectator Sports (Any)	23.8%	34.7%	30.2%	38.0%
Team Sports, Tournaments, Games (Any)	16.4%	30.5%	16.6%	27.7%

Source: TAMS Canadian Special Tabulations, prepared by Tourism British Columbia. *Activities shown here are those that are named by at least about 1-in-3 Campers or RVers as ones they participated in (any) on a recent overnight trip.

5. Overnight Cruises & Organized Group Tours

Most Campers and RVers are not recent overnight cruise passengers (see Table 16). Of the 1-in-20 Campers and about 1-in-10 RVers who have taken an overnight ocean cruise in the past two years or so, destinations in the Caribbean and other locations are more popular than Alaska.

Of those who participate in overnight group tours, more **RVers** claim to have taken an **organized** overnight group tour to *multiple locations* (11.0%), than have Campers (8.5%) or Canadian travellers as a whole (10.2%). A higher percentage of RVers also take overnight group tours to *single* destinations (9.0%) than do Campers (8.1%) or recent Canadian travellers to B.C. (8.2%) or any other destination (7.9%).

More **Campers** claim to have taken **self-directed same day** touring trips over a two-year period (38.7%) than have RVers (33.9%). Campers and RVers are somewhat more inclined to take self-directed day tours than they are to take organized ones.

Favoured themes for organized day excursions include tours around the countryside and/or a city, wilderness or outdoor tours and sightseeing cruises. However, the order of the top three tours differs for Campers and RVers, both rank countryside tours as their favourite excursion but Campers rank Wilderness tours second, whilst RVers rank City tours second.

TABLE 16: CRUISES/GROUP TOURS	Campers	RVers	All Canadian Pleasure Tourists	
	Total	Total	To British Columbia	Any Destination
Unweighted base	(2,097)	(1,035)	(7,788)	(23,156)
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295
Took any overnight cruise in past 2 years				
Type of Cruise/Destination				
Ocean (Net)	4.8%	10.0%	12.6%	8.8%
Ocean – Caribbean	3.6%	5.2%	5.9%	5.3%
Ocean – Other	1.3%	5.0%	5.1%	3.2%
Ocean – Alaska	0.5%	1.6%	4.0%	1.7%
Lake or River cruise (Net)	3.8%	4.8%	3.0%	4.4%
Great Lakes	0.7%	0.5%	0.4%	0.8%
St. Lawrence River	1.5%	1.8%	0.7%	1.9%
Other lake/River	2.0%	3.5%	2.2%	2.3%
Touring				
Overnight group tour – multiple locations	8.5%	11.0%	12.2%	10.2%
Overnight group tour –Single Location	8.1%	9.0%	8.2%	7.9%
Organized group tour – same day	25.6%	20.9%	28.3%	21.9%
Self-Directed tour – same day	38.7%	33.9%	34.8%	28.6%
Self-Directed tour – not organized	23.4%	23.6%	22.4%	17.7%
Unspecified same day tours	1.1%	2.5%	1.9%	2.9%
Type of Organized Day Tour				
<i>(In rank order by Campers)</i>				
Countryside	27.6%	28.3%	26.4%	22.0%
Wilderness/outdoor	25.8%	16.9%	15.6%	12.7%
City	24.2%	24.8%	28.4%	22.9%
Sightseeing cruise (day excursion)	15.1%	17.2%	15.9%	12.8%
Casino	7.1%	10.0%	6.6%	6.5%
Wineries	6.3%	7.2%	8.7%	5.6%
Airplane/helicopter (pilot or passenger)	2.8%	3.5%	3.0%	1.9%
Factory	2.6%	4.4%	4.2%	2.6%

Source: TAMS Canadian Special Tabulations, prepared by Tourism British Columbia *Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. *To British Columbia is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

VII. Trip Planning

A. Who Does the Planning?

The majority of Campers and RVers claim to have *personal involvement* in trip planning for **all** or **most** trips planned over the past two years.

In most households, the main responsibility for travel planning falls to the Camper or RVer or is shared with other household members.

TABLE 17: TRAVEL PLANNING	Campers	RVers	All Canadian Pleasure Tourists	
	Total	Total	To British Columbia	Any Destination
Unweighted base	(2,097)	(1,035)	(7,788)	(23,156)
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295
Frequency of personal involvement in trip planning, past 2 years				
All	62.6%	71.2%	65.9%	61.8%
Most	19.6%	14.8%	16.7%	15.1%
Some	12.5%	9.2%	9.6%	10.3%
None/not stated	5.3%	4.7%	7.8%	12.8%
Main responsibility for trip planning				
Respondent	37.3%	35.4%	37.8%	34.9%
Shared with other household member	32.9%	32.8%	28.7%	27.6%
Spouse/partner	9.8%	15.9%	15.0%	13.5%
Other/not stated/not involved in travel planning	15.8%	12.1%	13.0%	14.8%

Source: TAMS Canadian Special Tabulations, prepared by Tourism British Columbia. *Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

B. Travel Information Sources & Travel Media

Of the many sources of travel information available to Campers and RVers, the internet tops the chart (see Table 18). Over 7-in-10 Campers and nearly 6-in-10 RVers rely on the **internet** for travel information; nearly 6-in-10 Campers and 5-in-10 RVers rely on anecdotal information provided by **friends and relatives** and on their own **past experience** and around 4-in-10 of both market segments rely on **maps**. About one-third of both market segments rely on **official DMO travel guides**, and around 3-in-10 rely on **Visitor Information Centres** and **travel agents** to obtain travel information. In the main, these are the same sources of information that may be influencing Canadian pleasure travellers who have recently done so, to take trips to British Columbia.

Travel Information Sources for at least 1-in-3 Campers, RVers, Recent Pleasure Tourists to British Columbia and Any Destination

(In rank order in each column)

<u>Campers</u>	<u>RVers</u>	<u>Canadian Pleasure Tourists</u>	
		<u>To British Columbia</u>	<u>Total</u>
Internet website	Internet website	Internet website	Internet website
Advice of friends/relatives	Past experience Advice of friends/relatives	Advice of friends/relatives	Advice of friends/relatives
Past experience	Maps	Past experience	Past experience
Maps	Travel Agent	Maps	Travel Agent
Official DMO travel guides	Official DMO travel guides	Travel agent	
Visitor Information Centres	Visitor Information Centres		

With most Campers and RVers relying on the internet for travel planning and with over 4-in-10 saying that they *normally* visit **travel websites**, the internet has the greatest reach for camping/RVing-oriented tourism businesses in British Columbia. Both Campers and RVers are more apt to watch **televised travel shows** (27.2% Campers; 37.5% RVers) than to read the **travel section** in their daily newspaper (11.7% Campers; 16.9% RVers). General **travel magazines** such as *Condé Nast* are less popular (9.8% Campers; 15.2% RVers) than are **outdoor activities/sports magazines** such as *Backpacker* or *Outdoor Life* among Campers (19.0%) and RVers (18.2%).

Compared to recent Canadian tourists to British Columbia, Campers and RVers are somewhat more likely to read affinity group magazines such as *Outdoor Life* but less inclined to read generic *travel* magazines. Frequent readership of travel sections in a local newspaper's weekend or weekday editions is less common among Campers and RVers than those who have recently travelled to British Columbia or the Canadian travelling public.

TABLE 18: INFORMATION SOURCES FOR TRAVEL PLANNING & GENERAL MEDIA HABITS

	Campers	RVers	All Canadian Pleasure Tourists	
	Total	Total	To British Columbia	Any Destination
Unweighted base	(2,097)	(1,035)	(7,788)	(23,156)
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295
<i>In rank order by Campers</i>				
<u>SOURCES OF TRAVEL PLANNING INFO</u>				
Internet website	72.1%	57.1%	67.2%	57.2%
Advice of friends/relatives	59.4%	51.7%	52.4%	44.9%
Past experience	57.3%	52.2%	52.1%	43.9%
Maps	40.2%	38.7%	39.0%	28.6%
Official DMO travel guides	35.5%	31.5%	27.2%	22.7%
Visitor information centres	32.1%	29.8%	24.7%	20.5%
Travel agent	25.5%	32.3%	36.0%	30.4%
Articles in Newspaper/Magazine	22.3%	21.3%	21.3%	18.4%
Auto club	16.2%	21.5%	19.9%	15.6%
Advertisements in Newspaper/Magazine	15.9%	17.6%	12.8%	12.5%
Travel guide books	13.3%	8.8%	18.1%	11.8%
Travel information in mail	10.6%	12.2%	7.6%	7.8%
Television Programs	7.2%	8.3%	9.0%	6.6%
Television Advertisements	6.2%	5.6%	4.0%	4.5%
Trade, travel, sportsmen's shows	5.1%	7.0%	3.2%	2.7%
Electronic newsletters via e-mail	3.4%	5.5%	4.6%	3.7%
<u>TRAVEL MEDIA</u>				
Frequently read Travel Section daily newspaper	11.7%	16.9%	21.1%	17.9%
Frequently read weekend edition of newspaper	16.7%	19.2%	24.8%	21.9%
Magazines read in typical month**				
Entertainment/Music	33.4%	32.4%	31.1%	32.0%
General Interest	26.4%	34.7%	33.0%	30.7%
News magazine	24.7%	17.4%	25.8%	23.6%
Science and geography	21.0%	13.8%	20.6%	16.3%
Food & Cooking	20.9%	24.3%	26.2%	26.5%
Fashion and Beauty	20.0%	21.8%	21.6%	23.3%
Home and Garden	18.7%	26.8%	23.8%	24.5%
Travel	9.8%	15.2%	11.3%	11.5%
Normally watch Travel Shows on TV	27.2%	37.5%	33.1%	30.3%
Normally visit Travel websites	45.6%	40.8%	46.3%	39.0%

Source: TAMS Canadian Special Tabulations, prepared by Tourism British Columbia. *Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so. ** Magazines listed here (apart from Travel) are those that are named by at least about 1-in-5 Campers or RVers as ones they read in a typical month.

C. Internet Use for Travel Inquiries & Bookings

As noted in the previous section, most Campers, RVers and tourists who have taken a recent pleasure trip to British Columbia rely on the internet for travel planning. **Hotel/resort** sites (41.6% Campers; 27.4% RVers) and **Destination marketing organization** sites (39.8% Campers; 24.3% RVers) are the most commonly used websites among these Canadian tourists who rely on the internet for travel planning (see Table 19). Approximately 3-in-10 Campers and 2-in-10 RVers rely on **attractions** sites (31.0% Campers; 19.2% RVers), **Travel** sites such as *Expedia* or *Travelocity* (29.4% Campers; 20.1% RVers) and **Airline** sites (26.5% Campers; 23.4% RVers).

Not surprisingly, **booking** on-line is less common than is searching for information on the internet. Nonetheless, over 4-in-10 of Canadian Campers (44.9%) nearly 3-in-10 RVers (29.8%) claim to have made a travel-related booking on-line over the past two years or so. As their website preferences would suggest, the most common on-line bookings for Campers and RVers are **accommodation** followed by **air tickets** and, to a lesser degree, attractions and car rentals.

Use of the internet for travel planning and for booking travel arrangements is noticeably more widespread among Campers than among Canadian overnight pleasure travellers as a whole. RVers, who tend to be older than Campers, use the internet for travel planning and booking at about the same rate as (or slightly less than) do typical Canadian overnight pleasure tourists.

TABLE 19: WEBSITE USAGE FOR TRAVEL PLANNING

	Campers	RVers	All Canadian Pleasure Tourists	
	Total	Total	To British Columbia	Any Destination
Unweighted base	(2,097)	(1,035)	(7,788)	(23,156)
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295
Used Internet website for travel planning, past 2 years	72.1%	57.1%	67.2%	57.2%
<u>Internet website(s) used</u>				
<i>(Among Users, in rank order by Campers)</i>				
Hotel/resort	41.6%	27.4%	40.2%	31.9%
Destination marketing organization	39.8%	24.3%	34.4%	27.7%
Attraction	31.0%	19.9%	23.7%	19.1%
Travel planning/booking	29.4%	20.1%	34.4%	25.6%
Airline	26.5%	23.4%	39.2%	25.8%
Cruise	4.2%	4.4%	6.2%	4.5%
Motorcoach	2.0%	1.6%	1.6%	1.4%
Other	26.0%	17.1%	17.4%	15.4%
Any Internet Bookings in Past 2 Years	44.9%	29.8%	49.2%	36.6%
<i>(Among All Overnight Pleasure Travellers)</i>				
<u>Items Purchased On-Line</u>				
<i>(Among Users, in rank order by Campers)</i>				
Accommodation	32.9%	20.8%	33.8%	25.2%
Air tickets	26.1%	19.9%	39.2%	25.1%
Tickets for activities/attractions	13.4%	8.0%	11.9%	8.5%
Car rental	10.0%	6.7%	16.5%	9.8%
Package deal (2+ items)	8.2%	4.8%	7.7%	5.6%
Rail, bus, boat tickets	7.6%	3.1%	8.7%	5.6%

Source: TAMS Canadian Special Tabulations, prepared by Tourism British Columbia. *Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

VIII. Other Travel-Related Information

A. Use of Package Deals

Purchase of package deals in the past two years is relatively uncommon among Campers and RVers (see Table 20). Less than 1-in-12 say they relied on a package deal for *all* or *most* of their trips over the past two years or so and a further 1-in-4 have used package deals for *one* or *some* of these trips.

Campers and RVers who purchase packages want them to include accommodation and transportation to the destination, followed by food and beverages, transportation at the destination, and tickets for activities and attractions.

TABLE 20: PACKAGE DEALS	Campers	RVers	All Canadian Pleasure Tourists	
	Total	Total	To British Columbia	Any Destination
Unweighted base	(2,097)	(1,035)	(7,788)	(23,156)
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295
Frequency of Purchasing Packages in Past 2 Years				
Most/all trips	3.8%	7.9%	5.9%	7.1%
One/some trips	27.0%	24.9%	27.0%	23.9%
No trips/not stated/not sure	69.1%	67.2%	67.1%	68.9%
Desired Components of Packages (Among Purchasers of Packages)	(100%)	(100%)	(100%)	(100%)
<i>In rank order by Campers</i>				
Accommodation	84.9%	83.4%	84.4%	81.4%
Transport to destination	71.8%	77.3%	80.2%	72.2%
Food and beverage	57.5%	59.7%	48.5%	52.2%
Transport at destination	52.0%	57.4%	51.9%	49.8%
Tickets for activities/attractions	50.2%	53.4%	43.1%	45.2%
Other	14.5%	15.5%	11.9%	11.7%

Source: TAMS Canadian Special Tabulations, prepared by Tourism British Columbia *Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

B. Benefits Sought From Pleasure Travel

At the top of the list of benefits for taking pleasure or vacation trips is a **break from the day-to-day environment** and the ability to **relieve stress** (see Table 21).²⁴ Over three-quarters of Campers and over two-thirds of RVers attach a high level of importance to these attributes.

Over three-fifths of Campers and RVers want their vacations to be the basis of lasting **memories** and over two-thirds of RVers and nearly three-fifths of Campers want it to help **enrich familial relationships**. A higher percentage of RVers regard **abandoning a fixed schedule** (58.2%) as a highly important benefit of vacations (compared to Campers 53.2%) and a higher percentage of Campers would like to see and do **something new and/or different** (50.8%) whilst on vacation compared to RVers (43.3%). By and large, these are the same benefits of vacations deemed to be highly important by recent Canadian tourists to British Columbia and Canadian overnight pleasure travellers in general.

Summary: 5 Top Highly Important Benefits in Rank Order Among Campers, RVers and Recent Pleasure Tourists to British Columbia and Any Destination²⁵

		Canadian Pleasure Tourists	
		To British Columbia	
Campers	RVers		Total
Break from day-to-day	Relax/relieve stress	Break from day-to-day	Break from day-to-day
Relax/relieve stress	Break from day-to-day	Relax/relieve stress	Relax/relieve stress
Memories	Enrich Relations – partner/children	Memories	Enrich Relations – partner/children
Enrich Relations – partner/children	Memories	Enrich Relations – partner/children	Memories
No fixed schedule	No fixed schedule	New/different	No fixed schedule

While not as widely endorsed as those cited above **keeping family ties alive** is an important benefit of pleasure travel experiences for about two-fifths of Campers and nearly one-half of RVers. Around one-quarter are interested in

²⁴ Consumers were asked to indicate the importance they attach to a variety of possible *benefits* from pleasure travel using a three-point semantic scale ranging from *of no importance* to *highly important*. The figures presented in this section are the proportion of tourists who claim a benefit is *highly important*.

²⁵ For full array, see Table 21.

enriching ones perspective on life and gaining knowledge of history, other cultures or other places.

Benefits with low appeal to Campers and RVers include, **being physically challenged²⁶, renewing personal connections** (non-family), being **intellectually stimulated, having stories to tell** once the trip is over, having the opportunity to experience **solitude and isolation**, and **being pampered**.

TABLE 21: BENEFITS SOUGHT FROM PLEASURE TRAVEL
(Highly important)

	Campers	RVers	All Canadian Pleasure Tourists	
	Total	Total	To British Columbia	Any Destination
Unweighted base	(2,097)	(1,035)	(7,788)	(23,156)
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295
<i>% Stating "Highly Important"</i>				
<i>In rank order by Campers</i>				
Break from day-to-day environment	78.9%	67.7%	66.5%	66.8%
Relax/relieve stress	74.4%	72.1%	65.0%	65.4%
Create lasting memories	60.6%	60.8%	55.6%	52.3%
Enrich relationship with partner/children	58.7%	66.6%	54.5%	52.8%
No fixed schedule	53.2%	58.2%	42.8%	47.8%
See/do something new/different	50.8%	43.3%	49.3%	44.0%
Keep family ties alive	40.5%	48.9%	43.6%	43.5%
Enrich perspective on Life	29.9%	23.1%	31.9%	27.7%
Knowledge of history, cultures, places	24.1%	19.6%	27.7%	24.3%
Physical challenge	21.8%	14.6%	18.1%	15.7%
Renew personal connections (non-family)	20.6%	18.2%	20.3%	18.9%
Stimulate mind/intellectual challenge	18.6%	10.8%	19.3%	17.4%
Stories to share	14.1%	12.5%	12.4%	12.9%
Solitude and isolation	13.7%	13.8%	8.9%	9.3%
To be pampered	10.9%	10.7%	9.9%	13.3%

Source: TAMS Canadian Special Tabulations, prepared by Tourism British Columbia *Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

²⁶ To be challenged physically/feel physically energized.

C. Incidence of Summer/Winter Trips

Almost all Campers and RVers say that they have taken an overnight pleasure trip during the summer months (96.8%, 96.4%, respectively); this is higher than the Canadian travelling public as a whole (86.4%), and those with recent travel to British Columbia (89.7%).

Campers and RVers take winter trips at the same rate as do those with recent travel to British Columbia (70.4%) but are more apt to take winter trips (70.8% Campers; 70.3% RVers) than is the Canadian travelling public as a whole (64%) (see Table 22).

TABLE 22: INCIDENCE OF SUMMER/ WINTER PLEASURE TRIPS	Campers	RVers	All Canadian Pleasure Tourists	
			To British Columbia	Any Destination
Unweighted base	Total (2,097)	Total (1,035)	(7,788)	(23,156)
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295
Took Overnight Pleasure Trip in Past 2 Years				
In . . .				
Summer	96.8%	96.4%	89.7%	86.4%
Winter	70.8%	70.3%	70.4%	64.0%

Source: TAMS Canadian Special Tabulations, prepared by Tourism British Columbia *Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. *To British Columbia is the subset of *All Canadian Pleasure Tourists who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

D. Memberships in Various Organizations

Auto club membership is characteristic of 1-in-3 Campers (32.5%) and 2-in-5 RVers (41.9%) (see Table 23). Around one-quarter claim to have memberships in sports club and a frequent flyer program.

Generally, these membership levels are *lower* than those evident for recent visitors to British Columbia but are consistent with those of the Canadian travelling public as a whole.

TABLE 23: MEMBERSHIPS	Campers	RVers	All Canadian Pleasure Tourists	
	Total	Total	To British Columbia	Any Destination
Unweighted base	(2,097)	(1,035)	(7,788)	(23,156)
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295
<i>In rank order by Campers</i>				
Auto club	32.5%	41.9%	46.5%	38.3%
Sports club	25.6%	22.9%	28.9%	23.5%
Frequent flyer program	23.8%	26.0%	38.3%	25.7%
Community service club	10.5%	13.4%	11.2%	10.7%
Hotel/car rental loyalty program	7.9%	7.0%	14.0%	8.8%
Nature/environmental club	5.4%	3.0%	4.6%	3.5%
Hobby club	4.6%	6.0%	5.4%	4.6%
Book/reading club	4.1%	4.3%	5.4%	4.9%
Travel club	1.1%	6.2%	2.9%	2.1%

Source: TAMS Canadian Special Tabulations, prepared by Tourism British Columbia *Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

E. Shelter Used Most Often on Camping Trips

Campers say they use a *tent* most often for shelter on recent camping trips (86.3%) to a much greater extent than they rely on a *tent trailer* for shelter (13.7%). The most common form of shelter on a camping trip among RVers is a *travel trailer* (57.7%); although close to 1-in-3 rely on a motor home/RV (27.1%) and about one-seventh use a *truck camper* as their favoured form of shelter (15.2%) (see Table 24).

Use of tents and tent/trailers among Campers is appreciably higher than is the case among typical Canadian tourists who have been camping and those who have recently travelled to British Columbia.²⁷ Similarly, use of truck campers, travel trailers and motor homes most often on camping trips occurs at a much higher rate among RVers than among Canadians who have recently visited British Columbia and Canadian pleasure tourists as a whole. Note that even though all these tourists have taken a camping trip in the past two years, **Campers** and **RVers** identified camping as the *main reason* they took the trip.

TABLE 24: SHELTER USED MOST OFTEN ON CAMPING TRIPS	Campers	RVers	All Canadian Pleasure Tourists	
			To British Columbia	Any Destination
Unweighted base	Total (2,097)	Total (1,035)	(7,788)	(23,156)
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295
Took Camping Trip in Past Two Years	100%	100%	46.2%	40.0%
<i>In rank order by Campers</i>				
Tent	86.3%	0%	28.2%	25.4%
Travel trailer/ fifth wheel	0%	57.7%	7.1%	6.0%
Tent trailer	13.7%	0%	2.7%	3.2%
Motor home or RV	0%	27.1%	5.0%	3.4%
Truck camper or van	0%	15.2%	3.3%	2.0%

Source: TAMS Canadian Special Tabulations, prepared by Tourism British Columbia. *Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. *To British Columbia is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

²⁷ All Canadian Pleasure Tourists to British Columbia and "any destination" displayed in this table are those who claim to have been camping in the past two years, whether as *any* activity or a trip or as the *main* activity.

F. Lodging

A higher percentage of Campers, compared to RVers, stay in campgrounds while on vacation. Over 4-in-5 Campers have stayed at a public campground (80.7%), while over 2-in-5 have camped in a private campground (45.2%) and over 1-in-5 in a wilderness setting (26.7%). Whilst around two-thirds of RVers have stayed at a public campground (68.4%) or in a private campground (65.7%) and one-quarter in a wilderness setting (24.9%).

1-in-3 RVers (30.4%) and 1-in-4 Campers (24.6%) prefer lakeside/riverside resorts, whilst one-fifth of Campers (20.9%) and one-sixth of RVers (16.3%) choose to stay at a ski resort or mountain resort and one-fifth of both market segments favour a seaside resort (19.8% Campers; 20.6% RVers).

Use of lodging among Campers and RVers is higher than is the case among typical Canadian tourists.

TABLE 25: LODGING USED WHILE ON AN OVERNIGHT PLEASURE TRIP IN PAST TWO YEARS

	Campers	RVers	All Canadian Pleasure Tourists	
	Total	Total	To British Columbia	Any Destination
Unweighted base	(2,097)	(1,035)	(7,788)	(23,156)
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295
<i>In rank order by any participation within each subgroup (Campers)</i>				
Used Any Lodging	100%	100%	73.4%	63.8%
Camping				
Public campground in national/provincial/state park	80.7%	68.4%	32.8%	25.8%
Private Campground	45.2%	65.7%	22.9%	18.4%
Campsite in wilderness setting	26.7%	24.9%	12.1%	8.4%
Resort/Spa				
Lakeside/riverside resort	24.6%	30.4%	26.6%	22.1%
Ski resort or mountain resort	20.9%	16.3%	23.8%	13.6%
Seaside Resort	19.8%	20.6%	26.5%	20.3%
Health Spa	8.1%	8.7%	6.9%	5.8%
Wilderness/remote lodge				
Wilderness Lodge By Car	10.2%	7.2%	5.6%	5.5%
Remote/Fly-In Wilderness Lodge	2.7%	2.4%	2.7%	1.6%
Remote/Fly-In Wilderness Outpost	1.3%	1.0%	1.0%	0.6%
Farm or guest ranch	4.1%	3.4%	4.5%	2.9%
Motorhome/RV while touring (not camping)	2.1%	26.6%	7.0%	4.5%
Houseboat	1.8%	3.0%	2.5%	1.4%

Source: TAMS Canadian Special Tabulations, prepared by Tourism British Columbia *Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

G. Recreation Ownership

Around one-third of Campers and RVers have regular access to a cottage/cabin, this is about the same rate as recent visitors to British Columbia and the Canadian travelling public as a whole (see Table 25).

Among **RVers**, 3-in-4 claim to own an RV (76%), 3-in-10 own a motorboat (28.7%), 1-in-4 own an All-terrain vehicle (ATV) (25.1%) and 1-in-5 own a snowmobile (18.7%). Ownership of these types of equipment is appreciably higher among RVers than it is among recent visitors to British Columbia and the Canadian travelling public as a whole.

Nearly one-quarter of **Campers** own canoes or kayaks(23.6%); ownership of this type of equipment is appreciably higher among Campers than it is among RVers (16.3%), recent visitors to British Columbia (17.3%) and the Canadian travelling public as a whole (15.4%). However, ownership of an ATV, snowmobile or sailboat is less common.

TABLE 25: RECREATION OWNERSHIP	Campers	RVers	All Canadian Pleasure Tourists	
	Total	Total	To British Columbia	Any Destination
Unweighted base	(2,097)	(1,035)	(7,788)	(23,156)
Weighted, Projected	1,987,558	853,579	6,002,103	19,946,295
<i>In rank order by Campers</i>				
Cottage/Cabin				
Cottage/cabin regular access	32.8%	36.7%	32.1%	32.8%
Cottage/cabin in home province	28.8%	28.4%	25.0%	27.9%
Cottage/cabin other province	4.9%	9.2%	8.1%	4.8%
Cottage/cabin outside Canada	2.5%	3.1%	3.4%	3.1%
Canoe/kayak	23.6%	16.3%	17.3%	15.4%
Motor boat	17.6%	28.7%	17.2%	17.0%
Motor home, camper, RV	15.2%	76.0%	19.8%	15.3%
All-terrain vehicle (ATV)	13.3%	25.1%	11.3%	12.9%
Snowmobile	10.3%	18.7%	7.3%	10.0%
Sailboat	3.1%	1.6%	4.4%	3.1%

Source: TAMS Canadian Special Tabulations, prepared by Tourism British Columbia *Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. *To British Columbia* is the subset of *All Canadian Pleasure Tourists* who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

IX. Appendices

A. About the Travel Activities and Motivation Survey (TAMS)

The 2006 Travel Activity and Motivation Survey (TAMS) was sponsored by the following organizations:

Alberta Tourism, Parks, Recreation and Culture ²⁸	Ontario Tourism Marketing Partnership
Atlantic Canada Tourism Partnership	Parks Canada
Canadian Tourism Commission	Quebec Ministry of Tourism
Department of Canadian Heritage	Statistics Canada
Government of Northwest Territories	Tourism British Columbia
Government of Yukon	Tourism Manitoba
Ontario Ministry of Tourism	Tourism Saskatchewan

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 Canadian survey consisted of a telephone and a mail back survey:

- The household response rate to the telephone survey was 65.4%.
- Among those who qualified to receive the paper questionnaire, the response rate was 53.5%.
- The Canadian database consists of 53,150 completed records from the telephone survey and 24,692 completed paper questionnaires.
- The data has been weighted to project the results to the Canadian population.

Tourism British Columbia used the TAMS Canadian data files provided by TAMS partners. As such, the organisation takes no responsibility for the quality of the data or the accuracy of the weighting and projection processes.

²⁸ Formerly *Alberta Economic Development*.

B. Trip Activity Sector Definitions

The following activities as the *main reason* for at least one overnight trip in the past two years are used to define each of the Trip Activity Sectors mentioned in this report. Note that the sectors are NOT mutually exclusive.

Name	Main Activities on At Least One Overnight Trip in Past 2 Years
River Outfitters	White water rafting
Sea Kayaking	Kayaking or canoeing – ocean
Backcountry Lodges	Remote or fly-in wilderness lodge Remote or fly-in wilderness outpost Wilderness lodge you can drive to by car
Cycling/Mountain Biking	Recreational cycling, same day excursion Cycling – as an overnight touring trip Mountain biking
History and Heritage	Archaeological digs Curatorial tours Historical re-enactments (as an actor) Interpretive program at a historic site or national/provincial park Historical replicas of cities or towns with historic re-enactments Children's museums General history or heritage museums Science or technology museums Military/war museums Paleontological/archaeological sites Well known historic sites or buildings Other historic sites, monuments and buildings
Snowmobiling	Snowmobiling – Day use on organized trail Snowmobiling – As an overnight touring trip
Diving	Scuba diving in lakes/rivers Scuba diving in sea/ocean Snorkelling in lakes or rivers Snorkelling in sea/ocean
Nordic Ski/Related Activities	Cross country skiing Cross country or back country skiing as an overnight touring trip Snow shoeing Dog sledding Ski Jouring
Golfing	Golfing – played an occasional game while on a trip

Name	Main Activities on At Least One Overnight Trip in Past 2 Years
	Golfing — played during a stay at a golf resort for one or more nights
	Golfing — took a package golf tour to play on various courses
Alpine Skiing	Downhill skiing
	Heli-skiing
	Snowboarding
Aboriginal Activities	Aboriginal cultural experiences in a remote or rural setting where you stayed for one or more nights
	Aboriginal heritage attractions (e.g., museums, interpretive centres)
	Aboriginal festivals and events (e.g., Pow Wows)
	Aboriginal cuisine (tasted or sampled)
	Aboriginal arts and crafts shows
	Aboriginal outdoor adventure and/or sports
Fishing	Fishing — fresh water
	Fishing — salt water
Any Self-Guided Overnight Touring	A self-guided tour that was not part of an organized or guided group on which you stayed in different places for one or more nights
Hiking/Trails	Hiking — same day excursion while on a trip of one or more nights
	Hiking/Backpacking in wilderness settings with overnight camping or lodging
Day Hikes	Hiking — same day excursion while on a trip of one or more nights
Backpacking Overnight	- Hiking/Backpacking in wilderness settings with overnight camping or lodging
Camping/RVing (NET)	A public campground in a national, state, provincial or municipal park
	A private campground
	A camp site in a wilderness setting (not a campground)
	A motor home or RV while travelling or touring (not a camping trip)
Camping/Tents or RVs	As above, excluding “A motor home or RV while travelling or touring (not a camping trip)”
Camping - Tents	Camping as “Main” and use Tent/Tent Trailer
Camping – RV	Camping as “Main” and use Truck camper/van, Travel trailer/fifth wheel, or Motor Home/RV
RVing (non-camping)	A motor home or RV while travelling or touring (not a camping trip) as “Main” AND NO Camping as “Main” and use Truck camper/van, Travel trailer/fifth wheel, or Motor Home/RV
Non-Campers	NOT Camping – Tents (16C) and NOT Camping – RV (16D)

C. Trip Activities – Recent B.C. and Any Destination Pleasure Travellers

TABLE A1: MAJOR ACTIVITY GROUPS – MAIN & ANY

	Overnight Trip Activities - Canadian Pleasure Tourists			
	To British Columbia		To Any Destination	
	Main Reason	Any Participation	Main Reason	Any Participation
Unweighted base	(7,788)	(7,788)	(23,156)	(23,156)
Weighted, Projected	6,002,103	6,002,103	19,946,295	19,946,295
Outdoor Land Based Activities	33.7%	76.7%	29.4%	66.9%
Outdoor Water Based Activities	34.2%	70.8%	33.3%	65.3%
Accommodation Stayed at	30.8%	73.4%	28.3%	63.8%
Outdoor Winter Activities	19.9%	34.8%	16.8%	29.7%
Performing Arts	16.6%	47.7%	17.6%	44.3%
Festivals & Events	15.3%	49.7%	15.8%	44.1%
Theme/Amusement Parks/Movies	14.5%	54.5%	15.4%	46.7%
Shopping/Dining/Food Related	13.0%	89.2%	16.0%	83.6%
Exhibits/Historic Sites/Museums	17.4%	68.2%	17.4%	58.5%
Spectator Sports	15.3%	33.8%	13.4%	27.5%
Team Sports/Tournaments/Games	9.0%	23.5%	8.8%	21.8%
Aboriginal Experiences	3.7%	17.5%	2.8%	11.3%

Source: TAMS Canadian Special Tabulations, prepared by Tourism British Columbia

TABLE A2: INDIVIDUAL OUTDOOR
ACTIVITIES – MAIN & ANY*

	Overnight Trip Activities - Canadian Pleasure Tourists			
	To British Columbia		To Any Destination	
	Main Reason	Any Participation	Main Reason	Any Participation
Unweighted base	(7,788)	(7,788)	(23,156)	(23,156)
Weighted, Projected	6,002,103	6,002,103	19,946,295	19,946,295
<i>In rank order by Main Reason – To British Columbia</i>				
Sunbathing or sitting on a beach	18.0%	45.1%	17.5%	40.2%
Camping				
Public campground	13.2%	32.8%	11.6%	25.8%
Private campground	7.3%	22.9%	6.5%	18.4%
Camp site in wilderness setting	5.2%	12.1%	3.8%	8.4%
Nature park	12.5%	38.8%	11.5%	29.9%
Swimming in lakes	9.3%	40.4%	8.8%	34.5%
Fishing - Fresh water	8.6%	19.6%	10.1%	20.5%
Swimming in oceans	6.8%	33.0%	8.4%	28.2%
Well known natural wonders	6.8%	31.2%	6.3%	23.8%
Hiking - same day excursion	6.5%	33.1%	5.3%	23.8%

Source: TAMS Canadian Special Tabulations, prepared by Tourism British Columbia. *Activities shown here are those that are named by at least 1-in-3 Campers or RVers as ones they participated in (any) on a recent overnight trip.

TABLE A3: OTHER INDIVIDUAL
ACTIVITIES –
MAIN & ANY*

	Overnight Trip Activities - Canadian Pleasure Tourists			
	To British Columbia Main Reason	Any Participation	To Any Destination Main Reason	Any Participation
Unweighted base	(7,788)	(7,788)	(23,156)	(23,156)
Weighted, Projected	6,002,103	6,002,103	19,946,295	19,946,295
<i>In rank order by main reason within each subgroup (To British Columbia)</i>				
Cultural & Heritage				
Any Performing Arts	16.6%	47.7%	17.6%	44.3%
Festival & Events	15.3%	49.7%	15.8%	44.1%
Strolling around a city to see architecture	8.5%	50.0%	8.2%	40.5%
Historic sites - well known	6.7%	38.6%	6.2%	29.7%
Entertainment				
Amusement park	8.6%	23.7%	8.6%	21.3%
Casino	4.9%	26.9%	5.9%	25.6%
Movies/cinema	3.2%	33.9%	3.7%	27.9%
Food & Dining				
Dining – restaurants offering local ingredients and recipes	4.2%	65.1%	5.5%	57.1%
Local outdoor cafes	2.4%	48.6%	2.8%	38.9%
Shopping				
Clothing, shoes, jewellery	5.5%	63.7%	6.9%	57.0%
Bookstores or music stores	2.9%	51.7%	3.4%	41.4%
Local arts & crafts studios	2.8%	47.3%	3.1%	37.5%
Antiques	1.6%	28.3%	2.1%	23.5%
Sports				
Spectator Sports (Any)	15.3%	33.8%	13.4%	27.5%
Team Sports, Tournaments, Games (Any)	9.0%	23.5%	8.8%	21.8%

Source: TAMS Canadian Special Tabulations, prepared by Tourism British Columbia. *Activities shown here are those that are named by at least about 1-in-3 Campers or RVers as ones they participated in (any) on a recent overnight trip.