



## **RESEARCH AND PLANNING**

# **Travel Activities and Motivations of U.S. Residents: Activity Profile**

## **Agri-Tourism Activities While on Trips**

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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 Ontario Tourism Marketing Partnership  
The Canadian Tourism Commission  
The Atlantic Canada Opportunities Agency  
The Department of Canadian Heritage  
Parks Canada  
Statistics Canada

The Quebec Ministry of Tourism  
Tourism Manitoba  
Tourism Saskatchewan  
Alberta Economic Development  
Tourism British Columbia<sup>1</sup>  
The Government of Yukon  
The Government of Northwest Territories

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

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## Executive Summary

Over the last two years, 10.4% (23,067,110) of adult Americans participated in an agri-tourism activity while on an out-of-town, overnight trip of one or more nights. Going to an entertainment farm (4.9%) or a fruit-picking farm (4.6%) were the most popular activities, followed by dining at a farm (2.8%) and visiting a harvesting or other farm operation (1.2%). 23.8% (5,489,762) of those participating in agri-tourism reported that this activity was the main reason for taking at least one trip in the past two years.

Relative to the average U.S. Pleasure Traveller, those who participated in agri-tourism while on trips are somewhat more likely to be female and married with dependent children (18 and under) living at home. This segment is similar to the overall average in terms of age, education and household income (\$76,866). They are overrepresented in Alaska and the New England and Middle Atlantic regions of the United States. They are well-represented in communities of all sizes.

Over the past two years, those who participated in agri-tourism activities on trips travelled more frequently than the average U.S. Pleasure Traveller and they were more likely to have taken a trip to Canada (22.3% versus 14.6%). The most common Canadian destinations were Ontario, British Columbia and Quebec, however they were highly over-represented among U.S. visitors to all Canadian provinces and territories making this segment a good target for Canadian tourism initiatives.

Travellers who participated in agri-tourism activities were more active on trips than the average U.S. Pleasure Traveller. They were especially likely to have engaged in family activities and often visited educational attractions (e.g., historical sites, museums & art galleries, science & technology exhibits). They were also more active than the average U.S. Pleasure Traveller in outdoor activities and especially horseback riding and strenuous outdoor pursuits (e.g., cycling, board and blade activities, extreme sports). This segment was also more likely to take tours and cruises and especially tours in the wilderness or countryside and fresh water cruises. They most often stayed at public campgrounds and were much more likely than average to stay in a country setting (e.g., farm or guest ranch). This segment looks for vacations that are family-oriented (e.g., enrich family relationships, keep family ties alive), intellectually stimulating, physically challenging and offer lots to see and do for both adults and children.

Most of those who participated in agri-tourism activities while on trips used the Internet to plan (75.6%) and book trips (53.6%) in the past two years. They are avid consumers of travel-related media and can also be effectively targeted through family and home-oriented media (e.g., parenting magazines, home and garden television).

### Travel Activity and Motivation Survey (TAMS)

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

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

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

TAMS was sponsored by the following organizations:

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

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

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

This report profiles those who participated in an agri-tourism activity while on a trip, and compares them with other U.S. Pleasure Travellers (i.e., took at least one pleasure trip in the last two years). This report is part of a series of 43 Activity Reports prepared using the U.S. TAMS database.

## Participating in Agri-Tourism While on Trips

### Market Incidence

Over the last two years, 10.4% (23,067,110) of adult Americans participated in an agri-tourism activity while on an out-of-town, overnight trip of one or more nights. Going to an entertainment farm (4.9%) or a fruit-picking farm (4.6%) were the most popular activities followed by dining at a farm (2.8%) and visiting a harvesting or other farm operation (1.2%).

23.8% (5,489,762 adult Americans) of those who participated in an agri-tourism activity while on a trip reported that this activity was the main reason for taking at least one trip in the past two years. Visiting a harvesting or other farm operation was more likely to be the main reason for taking a trip than visiting an entertainment farm, fruit-picking, or dining at a farm.

Fig. 1 Incidence of Participating in Agri-Tourism While on Trips<sup>1</sup>

	Number Who Participated in Agri-Tourism <sup>2</sup>	Percent Main Reason for Trip <sup>3</sup>	Percent of Pleasure Travellers <sup>4</sup>	Percent of Total U.S. Population <sup>5</sup>
Size of Market	23,067,110	5,489,762	170,510,241	222,846,268
Agri-Tourism (All Activities)	23,067,110	23.8%	13.5%	10.4%
Entertainment farm (e.g., corn maze, petting barnyard)	10,851,100	24.3%	6.4%	4.9%
Fruit picking at farm or open field	10,075,120	22.4%	5.9%	4.6%
Dining at a farm	6,141,772	16.1%	3.6%	2.8%
Harvesting and/or other farm operations	2,614,550	35.2%	1.5%	1.2%
Participated in all four activities	263,034	23.8%	0.2%	0.1%

- 1 - "Trips" are defined as out-of-town trips for any purpose involving an overnight stay of one or more nights. Trips NOT involving overnight stays are NOT examined in this report.
- 2 - Defined as individuals who participated in agri-tourism while on an out-of-town, overnight trip of one or more nights during the past two years and who took at least one out-of-town, overnight pleasure trip of one or more nights during the past two years. This column reports the number of individuals who participated in the activity on at least one trip during the last two years.
- 3 - This column reports the percent who participated in each activity who stated that the activity was the main reason for taking at least one trip during the past two years.
- 4 - "Pleasure Travellers" are defined as individuals who have taken at least one out-of-town pleasure trip of one or more nights in the last two years. This column reports the percent of Pleasure Travellers who participated in each activity on at least one trip during the last two years.
- 5 - This column reports the percent of the Total U.S. Adult Market who participated in each activity on a trip during the past two years.

### Incidence by Region, State and Population Size

Relative to the average U.S. Pleasure Traveller, those who participated in agri-tourism activities while on trips are over-represented in Alaska and the New England and Middle Atlantic regions of the United States. They are well-represented in communities of all sizes.

Fig. 2 Geographic Distribution & Population Size of Those Who Participated in Agri-Tourism Activities While on Trips

	Total Population	Estimated Number Who Participated in Agri-Tourism Activities on a Trip	Percent of Pleasure Travellers in Region Participated in Agri-Tourism Activities on a Trip	Percent of Total Regional Population Participated in Agri-Tourism Activities on a Trip
United States	222,846,268	23,067,110	13.5%	10.4%
New England	11,095,629	1,481,271	17.3%	13.4%
Middle Atlantic	31,005,526	3,534,919	15.3%	11.5%
East North Central	34,621,254	3,779,238	14.2%	11.1%
West North Central	15,024,360	1,761,238	14.6%	11.8%
South Atlantic	42,602,998	4,002,841	12.5%	9.5%
East South Central	13,597,436	1,222,138	12.8%	9.1%
West South Central	24,853,901	1,930,710	10.7%	7.9%
Mountain	15,030,720	1,566,301	12.9%	10.5%
Pacific	34,529,689	3,704,466	13.3%	10.8%
Alaska	484,754	83,988	19.9%	17.7%
Not Available	745,757	117,559	18.9%	16.0%
Less than 100,000	29,429,442	2,876,233	13.9%	9.9%
100,000 to 499,999	36,551,501	3,590,825	13.2%	9.9%
500,000 to 1,999,999	52,335,815	5,103,764	12.8%	9.8%
2,000,000 or more	103,783,753	11,378,728	13.9%	11.1%

Those who participated in agri-tourism when on trips are most likely to live in New Hampshire, South Dakota, Alaska, Maine and Wyoming. They are least likely to live in Alabama, Texas, Maryland, District of Columbia and Kansas (see Fig. 3 on next page).

Fig. 3 Those Who Participated in Agri-Tourism While on Trips by U.S. State

Region	State	Population of State	Estimated Number Who Participated in Agri-Tourism	Percent of Pleasure Travellers in State	Percent of State Population
United States	All States	222,846,268	23,067,110	13.5%	10.4%
New England	Connecticut	2,685,692	279,548	13.5%	10.4%
	Maine	1,047,770	133,517	18.4%	12.7%
	Massachusetts	4,423,562	595,940	17.0%	13.5%
	New Hampshire	1,604,344	322,941	27.1%	20.1%
	Rhode Island	837,445	93,384	13.4%	11.2%
	Vermont	496,816	55,940	14.6%	11.3%
Middle Atlantic	New Jersey	6,708,501	854,295	16.4%	12.9%
	New York	14,727,054	1,786,738	16.2%	12.2%
	Pennsylvania	9,569,972	893,886	13.1%	9.4%
East North Central	Illinois	9,521,097	1,125,461	15.1%	12.2%
	Indiana	4,717,624	490,053	13.7%	10.5%
	Michigan	7,709,890	876,839	14.6%	11.5%
	Ohio	8,412,962	795,779	12.9%	9.6%
	Wisconsin	4,259,682	491,106	14.3%	11.7%
West North Central	Iowa	2,262,393	291,982	16.3%	13.1%
	Kansas	2,304,474	185,147	10.5%	8.0%
	Minnesota	3,946,220	484,751	14.4%	12.4%
	Missouri	4,138,758	467,064	14.6%	11.3%
	Nebraska	1,304,361	167,003	16.0%	12.8%
	North Dakota	488,140	65,984	16.1%	13.8%
	South Dakota	580,015	99,308	22.1%	17.1%
South Atlantic	Delaware	646,427	53,265	10.9%	9.7%
	District of Columbia	521,285	35,099	10.1%	6.7%
	Florida	13,937,467	1,261,267	11.7%	9.1%
	Georgia	6,668,302	613,890	12.1%	9.2%
	Maryland	3,428,206	266,749	10.0%	8.0%
	North Carolina	6,651,453	601,923	12.2%	9.2%
	South Carolina	3,241,944	377,875	16.0%	11.9%
	Virginia	5,957,159	640,522	13.9%	10.8%
	West Virginia	1,550,755	152,249	17.5%	9.8%
East South Central	Alabama	3,431,591	203,917	8.4%	5.9%
	Kentucky	3,447,277	373,693	15.3%	10.8%
	Mississippi	2,156,793	224,941	16.3%	10.9%
	Tennessee	4,561,775	419,587	12.6%	9.2%
West South Central	Arkansas	2,103,346	212,331	14.9%	10.1%
	Louisiana	3,367,908	288,670	12.8%	8.6%
	Oklahoma	2,643,565	216,542	11.5%	8.4%
	Texas	16,739,082	1,213,167	9.7%	7.4%
Mountain	Arizona	4,451,660	482,208	13.7%	11.0%
	Colorado	3,501,822	341,913	11.8%	9.9%
	Idaho	1,044,920	96,725	11.8%	9.3%
	Montana	726,027	77,202	12.8%	10.6%
	Nevada	1,809,582	227,972	15.7%	12.6%
	New Mexico	1,433,596	119,073	10.8%	8.3%
	Utah	1,671,322	160,611	11.5%	9.7%
	Wyoming	391,790	60,598	18.2%	16.1%
Pacific	Alaska	484,754	83,988	19.9%	17.7%
	California	26,965,837	2,847,102	13.0%	10.6%
	Oregon	2,793,303	302,554	14.0%	10.9%
	Washington	4,770,549	554,811	14.5%	11.7%



## Demographic Profile

Those who participated in agri-tourism activities while on trips are slightly more likely to be female than male. This family-oriented segment is over-represented among those who are married with dependent children (18 and under) living at home. They are similar to the average U.S. Pleasure Traveller in terms of age, education and household income.

Fig. 4 Demographic Profile of Those Who Participated in Agri-Tourism on a Trip Relative to All U.S. Pleasure Travellers

Attribute	Size of Market	Participated in Agri-Tourism Activity	Did Not Participate in Agri-Tourism Activity <sup>1</sup>	Pleasure Travellers	Index <sup>2</sup>
		23,067,110	147,443,131	170,510,241	100
Gender	Male	46.4%	48.9%	48.5%	96
	Female	53.6%	51.1%	51.5%	104
Age of Respondent	18 to 24	9.2%	11.1%	10.8%	85
	25 to 34	21.8%	20.8%	21.0%	104
	35 to 44	19.0%	17.0%	17.3%	110
	45 to 54	20.0%	21.2%	21.0%	95
	55 to 64	16.3%	15.3%	15.5%	105
	65 Plus	13.7%	14.5%	14.4%	95
Average Age		45.5	45.4	45.4	N/A
Marital Status	Not married	25.7%	31.3%	30.5%	84
	Married	74.3%	68.7%	69.5%	107
Parental Status	No children under 18	65.1%	70.8%	70.0%	93
	Children under 18	34.9%	29.2%	30.0%	116
Education	High school or less	17.8%	20.9%	20.5%	87
	Trade, Technical, Community Col.	22.2%	21.2%	21.4%	104
	University Degree	40.5%	41.1%	41.1%	99
	Post Graduate Degree	19.5%	16.7%	17.1%	114
Household Income	Under \$20,000	7.6%	8.2%	8.1%	94
	\$20,000 to \$39,999	14.9%	16.4%	16.2%	92
	\$40,000 to \$59,999	16.8%	16.7%	16.7%	101
	\$60,000 to \$79,999	14.8%	14.7%	14.7%	101
	\$80,000 to \$99,999	11.9%	11.5%	11.6%	103
	\$100,000 to \$149,999	14.7%	14.3%	14.4%	103
	\$150,000 or more	7.4%	6.6%	6.7%	111
	Not stated	11.9%	11.7%	11.7%	101
Average Household Income		\$76,866	\$73,903	\$74,303	N/A

- 1 - Those who "Did Not Participate in an Agri-Tourism Activity" are defined as individuals who took at least one out-of-town, overnight pleasure trip of one or more nights in the last two years but did not participate in any agri-tourism activity on any trip.
- 2 - The "Index" is calculated by dividing the percent for those who participated in agri-tourism in each group by the percent of Pleasure Travellers in each group. The Index indicates the extent to which those who participated in agri-tourism are over or under-represented relative to the average Pleasure Traveller. An index of 100 means the percent participating in the activity is the same as that of the average U.S. Pleasure Traveller. Index values over 100 indicate that those participating in the activity are over-represented relative to the average U.S. Pleasure Traveller. Index values less than 100 indicate that those participating in the activity are under-represented relative to the average U.S. Pleasure Traveller.



### Travel Activity (During Last Two Years)

Over the past two years, those who participated in agri-tourism activities while on trips travelled more frequently than the average U.S. Pleasure Traveller. They were slightly more likely than average to have travelled within the United States, but more likely than average to have visited Mexico, the Caribbean and overseas destinations.

Travellers who participated in an agri-tourism activity were more likely than the average U.S. Pleasure Traveller to have taken a trip to Canada in the past two years (22.3% versus 14.6%). The most common destinations in Canada were Ontario (13.0%), British Columbia (6.9%) and Quebec (6.0%). However this segment is over-represented among U.S. visitors to all Canadian provinces and territories making them an interesting target for Canadian tourism initiatives.

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

	Participated in Agri-Tourism Activity	Did Not Participate in Agri-Tourism Activity	Pleasure Travellers	Index
Size of Market	23,067,110	147,443,131	170,510,241	100
All destinations	92.6%	84.3%	85.4%	108
Canada	22.3%	13.4%	14.6%	153
Newfoundland and Labrador	1.0%	0.3%	0.4%	246
Prince Edward Island	1.6%	0.5%	0.6%	267
New Brunswick	1.6%	0.7%	0.8%	200
Nova Scotia	2.2%	1.2%	1.3%	163
Quebec	6.0%	2.6%	3.1%	194
Ontario	13.0%	7.5%	8.3%	158
Manitoba	1.1%	0.4%	0.5%	208
Saskatchewan	0.9%	0.4%	0.5%	178
Alberta	2.1%	1.1%	1.2%	176
British Columbia	6.9%	3.7%	4.1%	167
Yukon	1.6%	0.4%	0.6%	277
Northwest Territories	0.9%	0.3%	0.4%	221
Nunavut	0.2%	LT 0.1%	LT 0.1%	394
Own State	88.3%	78.4%	79.7%	111
Other parts of the U.S.	95.2%	89.9%	90.6%	105
Mexico	17.7%	12.9%	13.6%	130
Caribbean	15.3%	12.3%	12.7%	120
All other destinations	14.6%	8.8%	9.5%	153

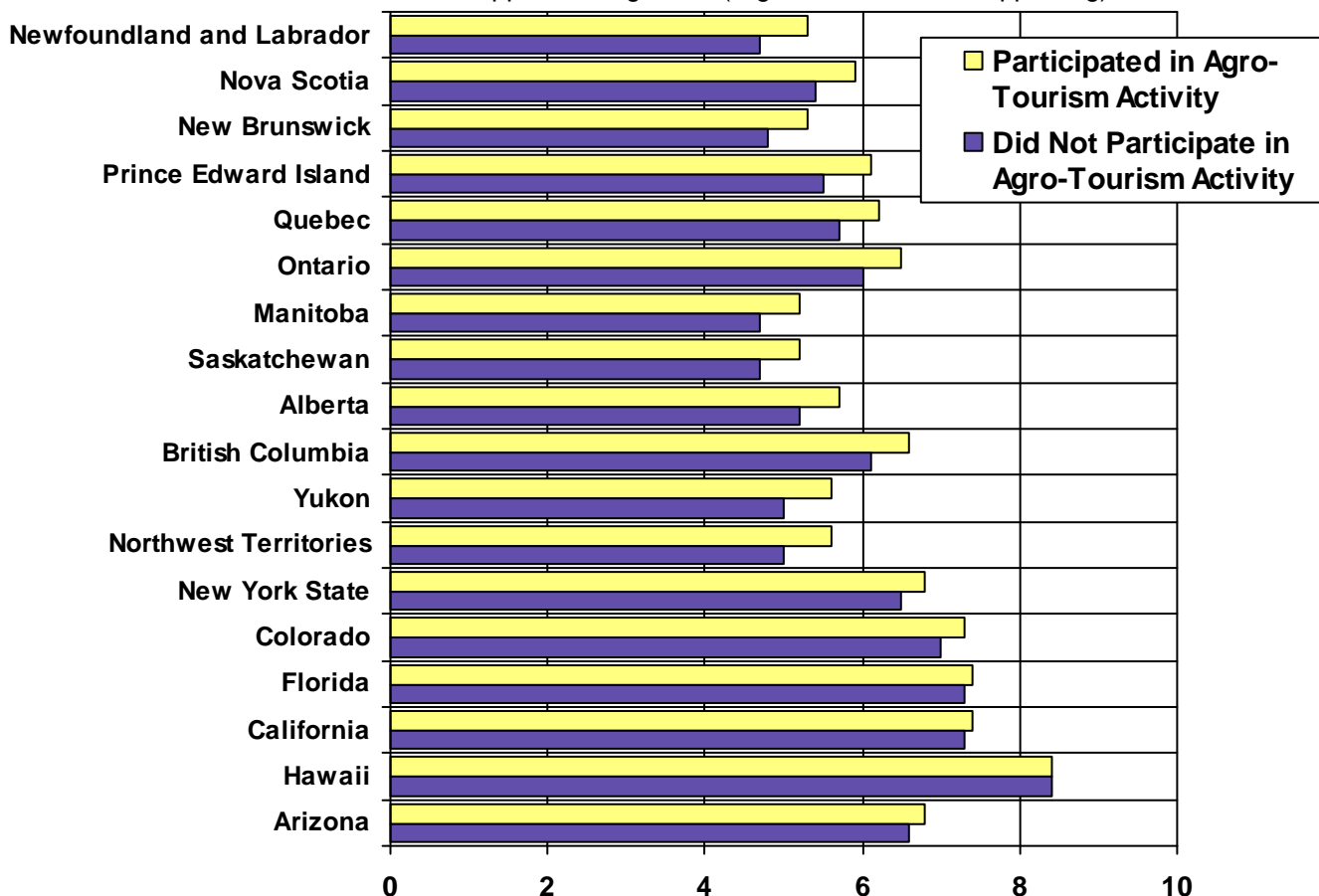
**Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories**

The respondents were asked to rate the appeal of each of Canada's provinces and territories on a ten-point appeal scale where "10" is "Very Appealing" and "1" is "Very Unappealing". They were also asked to rate selected U.S. states (New York State, Colorado, Florida, California, Hawaii and Arizona) to provide a frame of reference.

Those who participated in an agri-tourism activity while on a trip gave higher appeal ratings than other U.S. Pleasure Travellers to all Canadian destinations. British Columbia (6.6) received the highest rating, followed by Ontario (6.5), Quebec (6.2) and Prince Edward Island (6.1).

Similar to other U.S. Pleasure Travellers, those who took part in agri-tourism activities while on trips rated the U.S. reference states as more appealing than the Canadian provinces or territories. Hawaii (8.4) received the highest rating among all destinations.

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



### Other Culture and Entertainment Activities Pursued While on Trips

Those who participated in agri-tourism on trips were more likely than the average U.S. Pleasure Traveller to pursue a wide range of culture and entertainment activities while travelling. Most went shopping and dining, visited historical sites, museums and art galleries, theme parks and exhibits, and festivals and fairs. Relative to the average U.S. Pleasure Traveller, this segment was especially likely to visit attractions that are suitable for children and provide opportunities to learn (e.g., theme parks & exhibits, science & technology exhibits, garden theme attractions, aboriginal cultural experiences, participatory historical activities). They were also much more likely to attend theatrical and musical attractions (e.g., high art performances, theatre, film and music festivals) as well as sporting events (e.g., amateur tournaments, national & international sporting events).

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

	Participated in Agri-Tourism Activity	Did Not Participate in Agri-Tourism Activity	Pleasure Travellers	Index
Size of Market	23,067,110	147,443,131	170,510,241	100
Shopping & Dining	93.1%	75.3%	77.7%	120
Historical Sites, Museums & Art Galleries	76.8%	49.8%	53.5%	144
Theme Parks & Exhibits	74.3%	45.0%	49.0%	152
Fairs & Festivals	72.1%	36.1%	41.0%	176
Casino, Theatre & Comedy Clubs	60.4%	43.1%	45.4%	133
Science & Technology Exhibits	49.7%	20.9%	24.8%	200
Fine Dining & Spas	48.0%	30.6%	33.0%	146
Wine, Beer & Food Tastings	44.6%	19.5%	22.9%	195
Garden Theme Attractions	31.6%	10.9%	13.7%	232
Equestrian & Western Events	30.3%	13.1%	15.5%	196
Professional Sporting Events	26.4%	14.5%	16.1%	164
Rock Concerts & Recreational Dancing	26.2%	13.5%	15.3%	172
High Art Performances	22.5%	9.1%	10.9%	205
Aboriginal Cultural Experiences	20.2%	6.8%	8.6%	236
Theatre, Film & Musical Festivals	18.3%	6.8%	8.3%	220
Amateur Tournaments	15.1%	6.5%	7.7%	197
Archaeological Digs & Sites	12.7%	4.4%	5.5%	229
Participatory Historical Activities	11.6%	2.7%	3.9%	295
National & International Sporting Events	5.2%	1.3%	1.9%	278

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

Those who participated in an agri-tourism activity while travelling were also quite active in culture and entertainment activities while NOT travelling. The majority in this segment dined in local restaurants and attended local festivals and fairs, zoos and aquariums, and historic sites and museums when not travelling. They were also more likely than the average U.S. Pleasure Traveller to visit activities that have an agricultural theme such as botanical gardens, pick-your-own farms, farmer's markets and rodeos. However, those who participated in agri-tourism also exhibit above-average interest in live art performances (e.g., classical music, ballet, opera), overnight stays in local hotels or B&B's and visits to day spas.

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

	Participated in Agri-Tourism Activity	Did Not Participate in Agri-Tourism Activity	Pleasure Travellers	Index
Size of Market	23,067,110	147,443,131	170,510,241	100
Going out to eat in restaurants	94.5%	92.6%	92.8%	102
Going to festivals or fairs	77.5%	63.6%	65.5%	118
Going to zoos or aquariums	61.2%	43.2%	45.6%	134
Going to historic sites or heritage buildings	55.3%	37.8%	40.1%	138
Going to museums	52.4%	35.2%	37.5%	140
Going to pick-your-own farms or farmers' market	51.8%	28.4%	31.6%	164
Going to amusement or theme parks	48.6%	36.5%	38.1%	128
Going to amateur sporting events	47.0%	38.8%	39.9%	118
Going to art galleries or art shows	38.9%	26.0%	27.8%	140
Going to professional sporting events	38.0%	34.4%	34.9%	109
Going to live theatre	37.0%	27.9%	29.2%	127
Going to botanical gardens	31.8%	18.1%	20.0%	159
Going to gamble in casinos	30.4%	27.6%	28.0%	108
Going to bars with live pop or rock bands	26.8%	23.1%	23.6%	114
Going to rock music concerts	25.6%	20.6%	21.3%	120
Going dancing	25.4%	20.1%	20.8%	122
Going to classical music concerts	22.1%	13.8%	14.9%	148
Staying overnight in a hotel or B&B in own city	16.5%	9.6%	10.6%	156
Going to day spas	15.6%	9.5%	10.3%	152
Going to rodeos	13.5%	7.4%	8.2%	164
Going to the ballet	11.4%	6.4%	7.0%	162
Going to jazz clubs	10.8%	7.5%	7.9%	136
Going to the opera	9.7%	5.1%	5.7%	168

### Outdoor Activities Pursued While on Trips

Travellers who participated in agri-tourism were also quite active in outdoor activities while on trips. The majority went wildlife viewing and participated in ocean activities (e.g., swimming) while on trips. However, relative to the average U.S. Pleasure Traveller, this segment was especially likely to engage in strenuous outdoor activities (e.g., extreme air sports, extreme skiing, board and blade activities, cycling, downhill skiing and snowboarding, team sports, exercising and jogging). They also exhibit above-average interest in horseback riding while on trips.

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

	Participated in Agri- Tourism Activity	Did Not Participate in Agri-Tourism Activity	Pleasure Travellers	Index
Size of Market	23,067,110	147,443,131	170,510,241	100
Wildlife Viewing	59.2%	31.1%	34.9%	169
Ocean Activities (e.g., swimming in ocean, ocean kayaking)	54.1%	37.3%	39.6%	137
Hiking, Climbing & Paddling	40.0%	20.9%	23.5%	170
Games & Individual Sports (e.g., tennis, board games)	38.7%	19.7%	22.2%	174
Boating & Swimming (e.g., motorboating, swimming in lakes)	37.2%	18.5%	21.0%	177
Fishing	28.2%	17.3%	18.8%	150
Exercising & Jogging	25.1%	12.3%	14.1%	178
Team Sports (e.g., football, baseball, basketball)	14.9%	6.8%	7.9%	189
Golfing	13.9%	10.2%	10.7%	130
Horseback Riding	13.4%	5.0%	6.2%	217
Snowmobiling & ATVing	13.3%	6.2%	7.1%	187
Cycling	12.7%	5.3%	6.3%	200
Downhill Skiing & Snowboarding	12.3%	7.4%	8.0%	153
Board & Blade (e.g., skateboarding, ice-skating)	9.7%	3.1%	4.0%	241
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	9.1%	4.1%	4.8%	191
Hunting	8.9%	4.9%	5.4%	165
Scuba & Snorkelling	7.0%	3.6%	4.1%	172
Extreme Air Sports (e.g., parachuting, bungee jumping)	5.1%	1.2%	1.7%	293
Motorcycling	5.0%	2.7%	3.1%	164
Cross-country Skiing & Snowshoeing	4.4%	1.5%	1.9%	234
Extreme Skiing (e.g., heli-skiing, overnight x-country trips)	0.9%	0.2%	0.3%	263

### Outdoor Activities Pursued While Not on Trips

When NOT travelling, those who participated in an agri-tourism activity were more likely than the average U.S. Pleasure Traveller to participate in outdoor activities. The majority in this segment went on day outings to local parks and picnicking, went swimming, exercised at home or at a fitness club and gardened when not travelling. Relative to the average U.S. Pleasure Traveller, they were particularly more likely to engage in nature-oriented activities such as cross-country skiing, horseback riding, snowmobiling and canoeing and kayaking while not travelling.

Fig. 10 Outdoor Activities Pursued While NOT on Trips

	Participated in Agri- Tourism Activity	Did Not Participate in Agri-Tourism Activity	Pleasure Travellers	Index
Size of Market	23,067,110	147,443,131	170,510,241	100
Day outing to a park	77.4%	60.9%	63.1%	123
Swimming	66.9%	54.9%	56.5%	118
Gardening	63.8%	51.4%	53.1%	120
Picnicking	63.6%	45.3%	47.7%	133
Exercising at home or at a fitness club	61.4%	55.2%	56.0%	110
Hiking	45.7%	30.4%	32.5%	141
Fishing	40.7%	31.5%	32.8%	124
Camping	36.4%	25.2%	26.7%	136
Cycling	31.7%	21.5%	22.9%	139
Sailing or other boating	26.4%	19.0%	20.0%	132
Jogging	24.7%	18.7%	19.5%	127
Playing team sports	19.9%	15.2%	15.8%	126
Golfing	19.8%	18.0%	18.3%	108
Playing racquet sports (e.g., tennis or badminton)	19.6%	12.2%	13.2%	148
Riding an all-terrain vehicle (ATV)	16.4%	10.7%	11.5%	143
Hunting	15.4%	11.2%	11.8%	131
Horseback riding	14.8%	7.6%	8.6%	172
Canoeing or kayaking	12.3%	7.2%	7.8%	156
Rollerblading	11.9%	6.6%	7.3%	162
Ice-skating	9.2%	4.9%	5.5%	167
Downhill skiing	8.0%	5.3%	5.7%	141
Snowmobiling	6.0%	2.9%	3.3%	181
Cross-country skiing	4.6%	2.2%	2.5%	182
Snowboarding	3.9%	2.5%	2.7%	145
Skateboarding	3.4%	2.0%	2.2%	154

### Accommodations Stayed In While on Trips

A public campground and a seaside resort were the most popular types of accommodation during the past two years among agri-tourism participants. Relative to the average U.S. Pleasure Traveller, this segment was much more likely to have stayed in accommodation located in the countryside, such as a farm or guest ranch, a country inn or resort with gourmet restaurant or a remote wilderness lodge or outpost. This pattern is consistent with this segment's interest in agriculture. They were also much more likely than average to stay at a wine-tasting or cooking school.

Fig. 11 Accommodations Stayed In While on Trips

	Participated in Agri-Tourism Activity	Did Not Participate in Agri-Tourism Activity	Pleasure Travellers	Index
Size of Market	23,067,110	147,443,131	170,510,241	100
A Public Campground in a National, State, Provincial or Municipal Park	30.4%	14.8%	16.9%	180
Seaside Resort	28.9%	16.7%	18.3%	158
Lakeside/Riverside Resort	24.0%	10.6%	12.4%	193
A Private Campground	18.3%	8.9%	10.2%	180
Ski Resort or Mountain Resort	15.6%	7.9%	9.0%	174
A Camp Site in a Wilderness Setting (Not a Campground)	9.9%	3.9%	4.7%	211
A Motor Home or RV while Travelling or Touring (Not a Camping Trip)	9.0%	3.5%	4.2%	212
Farm or Guest Ranch	8.7%	0.9%	2.0%	436
Wilderness Lodge You Can Drive to by Car	8.5%	2.7%	3.5%	243
Health Spa	7.4%	2.5%	3.1%	236
Country Inn or Resort with Gourmet Restaurant	5.9%	1.4%	2.0%	297
On a Houseboat	4.0%	1.0%	1.4%	277
Remote or Fly-In Wilderness Lodge	2.6%	0.5%	0.8%	314
Cooking School	2.1%	0.3%	0.6%	368
Remote or Fly-In Wilderness Outpost	1.5%	0.3%	0.4%	328
Wine Tasting School	1.4%	0.3%	0.4%	336



### Tours and Cruises Taken During Past Two Years

Travellers who engaged in an agri-tourism activity were more likely than the average U.S. Pleasure Traveller to have taken tours and cruises during the past two years. Sameday tours (both organized and self-guided), city tours and scenic countryside drives were the most popular types of tours for this segment. However, they were much more likely to have taken multiple-location, overnight tours, wilderness tours and tours of factories or wineries during the past two years. Agri-tourism participants were also much more likely than average to take cruises, and especially fresh-water cruises (e.g., cruise on a lake or river, Great Lakes cruise) during the past two years.

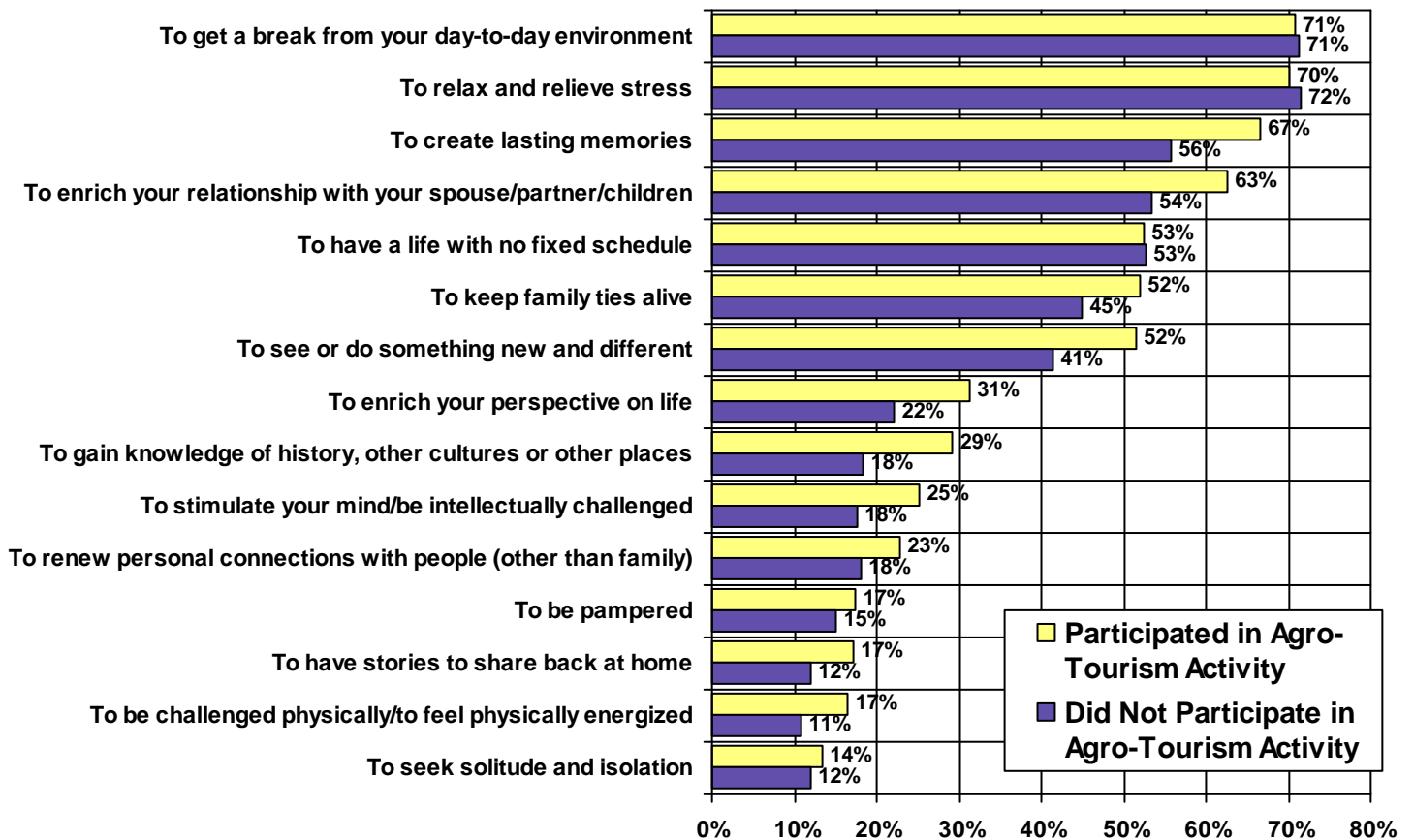
Fig. 12 Tours and Cruises Taken During Past Two Years

	Participated in Agri-Tourism Activity	Did Not Participate in Agri-Tourism Activity	Pleasure Travellers	Index
Size of Market	23,067,110	147,443,131	170,510,241	100
A self-guided sameday tour while on an overnight trip	31.9%	17.2%	19.2%	166
An organized sameday guided tour while on an overnight trip	26.6%	17.3%	18.5%	143
Around the city	25.6%	14.2%	15.8%	163
Around the country side - scenic drives	24.6%	11.3%	13.1%	188
A self-guided overnight tour where you stayed in different locations	18.6%	9.1%	10.4%	179
An organized overnight guided tour where you stayed in different locations	15.3%	6.7%	7.9%	194
Some other type of tour	14.5%	7.9%	8.8%	164
Wilderness tour	14.4%	6.3%	7.4%	194
On the water (sightseeing cruise)	14.0%	6.8%	7.8%	181
An organized overnight guided tour where you stayed in a single location	12.4%	5.8%	6.7%	184
Caribbean ocean cruise	10.7%	8.7%	9.0%	119
To a casino	9.3%	4.2%	4.9%	189
To a winery	8.3%	2.8%	3.6%	232
Ocean cruise – Other	7.0%	4.5%	4.8%	146
To a factory	5.2%	1.3%	1.8%	285
Cruise on another lake or river	4.3%	1.6%	2.0%	219
Alaskan ocean cruise	3.9%	2.3%	2.5%	156
Some other type of cruise	3.4%	1.5%	1.7%	197
In the air as a pilot or passenger of an airplane or helicopter	3.1%	1.1%	1.4%	221
Great Lakes cruise	1.1%	0.3%	0.4%	288
Cruise on the St. Lawrence River	0.6%	0.2%	0.3%	212
Submarine cruise	0.5%	0.2%	0.2%	214

### Benefits Sought While on Vacation

As with most U.S. Pleasure Travellers, agri-tourism participants take vacations to get a break from their day-to-day environment, relax and relieve stress and live without a fixed schedule. Relative to other U.S. Pleasure Travellers, this segment is especially likely to consider it important that a vacation creates lasting memories and enriches their family life. They seek vacations that are intellectually stimulating, physically challenging and provide opportunities to learn (e.g., seeing or doing something new and different, enrich their perspective on life, gain knowledge of other cultures or places).

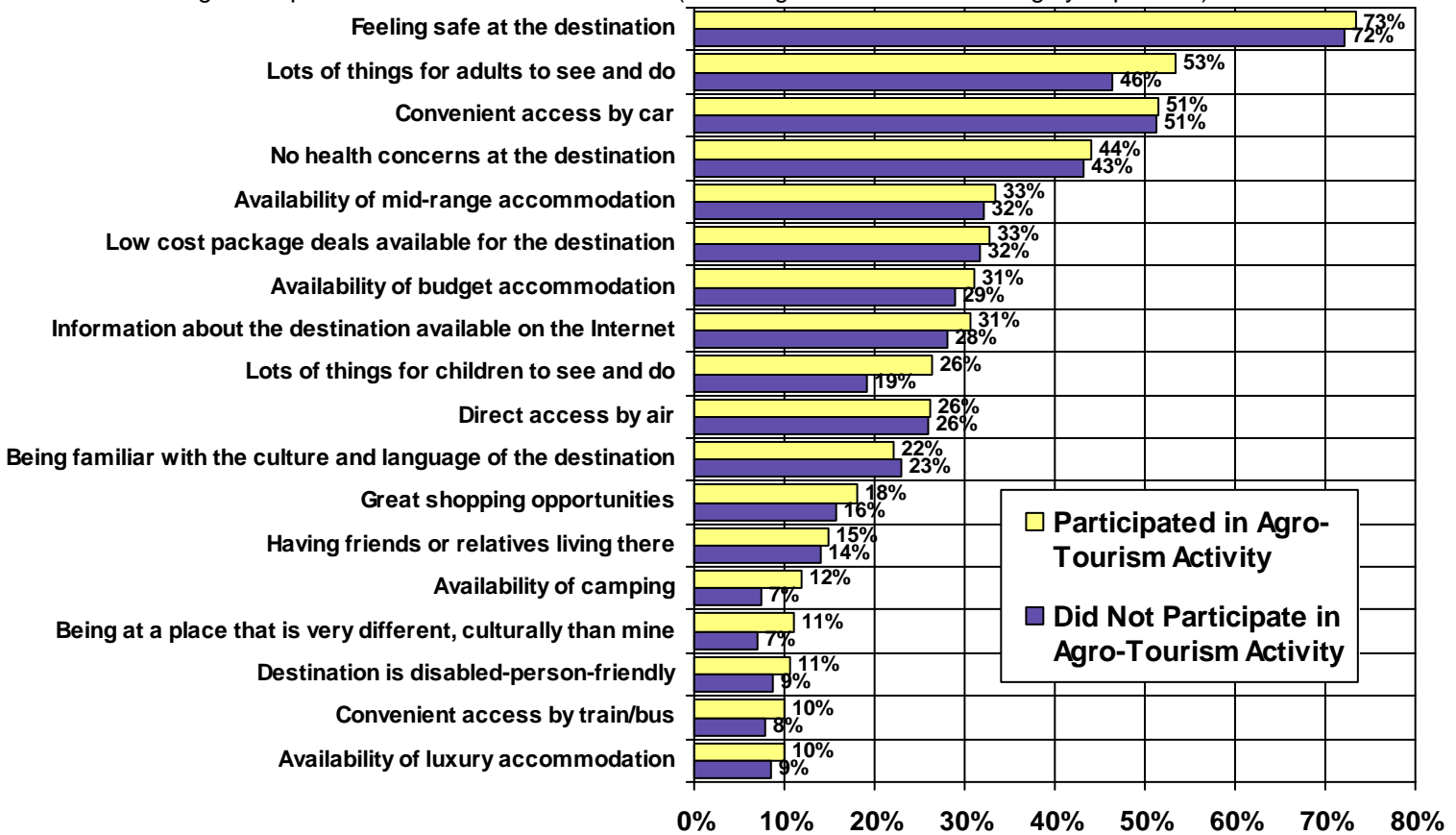
Fig.13 Benefits Sought While on Vacation  
(Percent Rating Each Benefit as "Highly Important")



### Other Attributes of a Destination Considered Important

As with most travellers, agri-tourism participants consider it important that they feel safe at a destination and have lots to see and do. They also consider it important that a destination is conveniently accessible by car. Relative to other U.S. Pleasure Travellers, they are more likely to consider it important that a destination has lots of activities for children, has camping available and is culturally distinctive.

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



### How Destinations Are Selected

As with most U.S. Pleasure Travellers, the majority of travellers who participated in an agri-tourism activity start planning vacations with a desired destination in mind. However, this segment is more likely than the average U.S. Pleasure Traveller to begin planning by considering what activities they would like to do while on vacation. This segment also exhibits above-average interest in discount vacation packages.

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

	Participated in Agri- Tourism Activity	Did Not Participate in Agri-Tourism Activity	Pleasure Travellers	Index
Size of Market	23,067,110	147,443,131	170,510,241	100
<b>Summer</b>				
Started with a desired destination in mind	56.3%	58.5%	58.2%	97
Started by considering specific activities wanted to do	10.9%	9.8%	9.9%	109
Started with a certain type of vacation experience in mind	21.0%	16.6%	17.3%	122
Looked for packaged deals - no destination in mind	1.7%	1.0%	1.1%	148
Considered something else first	4.3%	4.6%	4.6%	93
Don't know / Other	5.9%	9.4%	8.9%	66
<b>Winter</b>				
Started with a desired destination in mind	57.2%	59.3%	58.9%	97
Started by considering specific activities wanted to do	13.4%	10.9%	11.3%	119
Started with a certain type of vacation experience in mind	16.7%	14.4%	14.8%	113
Looked for packaged deals - no destination in mind	1.8%	1.4%	1.4%	127
Considered something else first	4.4%	5.5%	5.3%	83
Don't know / Other	6.5%	8.6%	8.3%	78

### Trip Planning and Information Sources Consulted

Similar to the average U.S. Pleasure Traveller, most of those who participated in an agri-tourism activity while travelling were responsible for planning their trips either on their own (39.6%) or with someone else (18.7%). However, this segment consults a wider variety of information sources than the average U.S. Pleasure Traveller. The majority use Internet websites, past experience and word-of-mouth as sources for travel information. They were particularly more likely to obtain trip planning information from official provincial or state sources such as official travel guides and visitor information centres. They were also much more likely than average to obtain trip information from television programs and advertising and trade, travel or sports shows.

Fig. 16 Who Plans Vacations and Information Sources Consulted

		Participated in Agri- Tourism Activity	Did Not Participate in Agri-Tourism Activity	Pleasure Travellers	Index
Size of Market		23,067,110	147,443,131	170,510,241	100
Who Plans Trips?	Respondent plans trips	39.6%	39.1%	39.2%	101
	Trip planning a shared responsibility	18.7%	17.4%	17.6%	106
	Someone else plans trips	41.6%	43.5%	43.2%	96
Information Sources Consulted	An Internet website	80.8%	75.2%	76.0%	106
	Past experience / Been there before	63.3%	53.0%	54.5%	116
	Advice of others / Word-of-mouth	55.3%	43.7%	45.4%	122
	Maps	43.9%	30.8%	32.7%	134
	Visitor information centres	34.8%	18.0%	20.4%	171
	Official travel guides or brochures from state/province	33.9%	18.4%	20.6%	165
	An auto club such as AAA	33.0%	22.5%	24.0%	138
	Articles in newspapers / magazines	29.7%	16.2%	18.1%	164
	Travel information received in the mail	25.3%	14.2%	15.8%	161
	A travel agent	24.9%	17.6%	18.6%	134
	Travel guide books such as Fodor's	18.8%	10.9%	12.0%	157
	Advertisements in newspapers / magazines	17.9%	9.7%	10.9%	165
	Programs on television	13.6%	6.1%	7.1%	190
	An electronic newsletter or magazine received by e-mail	9.7%	5.4%	6.0%	162
	Advertisements on television	7.7%	3.4%	4.0%	194
Visits to trade, travel or sports shows	5.8%	1.9%	2.4%	240	

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

Those who participated in agri-tourism while on trips are slightly more likely than the average U.S. Pleasure Traveller to use the Internet to plan (75.6%) and book (53.6%) travel. The majority use travel planning / booking websites (e.g., Expedia), hotel or resort websites and airline websites and they are most likely to purchase accommodation and airline tickets online. This segment was also more likely than average to consult and purchase tickets from the websites of specific attractions and to use the Internet to purchase tickets for travel by rail, bus or boat/ship.

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

		Participated in Agri- Tourism Activity	Did Not Participate in Agri-Tourism Activity	Pleasure Travellers	Index
	Size of Market	23,067,110	147,443,131	170,510,241	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	24.4%	32.0%	31.0%	79
	Uses Internet to plan trips only	22.0%	19.8%	20.1%	109
	Uses Internet to book part of trip	53.6%	48.2%	48.9%	109
Types of Websites Consulted	A travel planning / booking website	59.8%	54.9%	55.6%	107
	A website of a hotel or resort	57.9%	52.5%	53.3%	109
	An airline's website	49.9%	44.8%	45.6%	110
	A tourism website of a country / region / city	45.3%	33.3%	35.1%	129
	A website of an attraction	45.0%	31.3%	33.4%	135
	Some other website	30.5%	24.1%	25.1%	122
	A cruise line website	14.9%	12.0%	12.4%	120
	A motorcoach website	2.3%	1.2%	1.3%	171
Parts of Trips Booked Over The Internet	Accommodations	75.0%	71.3%	71.9%	104
	Air tickets	75.0%	69.8%	70.6%	106
	Car rental	45.0%	36.7%	38.0%	119
	Tickets or fees for specific activities or attractions	35.6%	24.7%	26.3%	135
	A package containing two or more items	22.5%	17.0%	17.8%	127
	Tickets for rail, bus or boat / ship fares	16.6%	11.0%	11.9%	140
	Other	3.4%	2.9%	2.9%	114

### Media Consumption Habits

Travellers who participated in an agri-tourism activity are more likely than the average U.S. Pleasure Traveller to consume travel-related media, including the travel sections of newspapers, travel magazines, travel-related television programs and travel-related websites. In addition, this segment may also be targeted effectively through media that focuses on family and home (e.g., family & parenting magazines, home and garden television shows).

Fig. 18 Media Consumption Habits

		Participated in Agri-Tourism Activity	Did Not Participate in Agri-Tourism Activity	Pleasure Travellers	Index
Size of Market		23,067,110	147,443,131	170,510,241	100
Newspaper Readership	Reads daily newspaper	61.7%	59.6%	59.9%	103
	Reads weekend edition of newspaper	58.8%	55.0%	55.5%	106
	Reads local neighbourhood or community newspapers	56.9%	48.4%	49.5%	115
	Reads other types of newspapers	19.8%	12.9%	13.9%	143
	Frequently or occasionally reads travel section of daily newspaper	52.4%	41.5%	43.0%	122
	Frequently or occasionally reads travel section of weekend newspaper	59.1%	47.8%	49.3%	120
Types of Magazines Read (Top 5 Indexed)	Photography and video	6.9%	3.4%	3.9%	178
	Travel (e.g., Condé Nast)	18.1%	9.5%	10.6%	170
	Regional magazines	11.2%	6.1%	6.8%	164
	Magazines about your city	10.8%	6.3%	6.9%	156
	Family and parenting	19.0%	11.2%	12.3%	155
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	38.2%	27.5%	28.9%	132
	Shopping channels	9.8%	7.4%	7.7%	127
	Home & garden shows	40.9%	31.0%	32.4%	126
	Science & nature shows	44.7%	35.5%	36.8%	121
	Biography	39.9%	31.8%	32.9%	121
Type of Radio Programs Listened To (Top 5 Indexed)	Multicultural	7.3%	4.3%	4.7%	154
	Classical music	18.3%	13.5%	14.1%	129
	Soft music / Adult contemporary	30.1%	23.7%	24.6%	122
	Jazz / Big band	12.1%	9.7%	10.0%	121
	News / Talk / Information	38.9%	31.4%	32.4%	120
Types of Websites Visited (Top 5 Indexed)	House and home	36.7%	27.5%	28.7%	128
	Magazine sites	18.8%	14.2%	14.8%	127
	Sites for specific activities or interests	39.8%	31.4%	32.5%	122
	Travel	58.2%	46.4%	48.0%	121
	Newspaper sites	34.4%	28.8%	29.6%	116



Appendix One U.S. TAMS 2006 Culture and Entertainment Segmentation		
Activity Segment	Activities in Segment	
Historical Sites, Museums & Art Galleries	Well-known Historic Sites or Buildings	Well-known Natural Wonders
	Other Historic Sites, Monuments and Buildings	Historical Replicas of Cities or Towns With Historic Re-Enactments
	Strolling Around a City to Observe Buildings and Architecture	Museum - Military /War Museums
	Museum - General History or Heritage Museums	Art Galleries
Shopping & Dining	Shop Or Browse - Bookstore or Music Store	Shop Or Browse - Antiques
	Shop Or Browse - Clothing, Shoes and Jewellery	Shop Or Browse - Gourmet Foods in Retail Stores
	Shop Or Browse - Local Arts & Crafts Studios or Exhibitions	Shop Or Browse - Greenhouse or Garden Centre
	Dining - Restaurants Offering Local Ingredients and Recipes	Went to Local Outdoor Cafes
Aboriginal Cultural Experiences	Aboriginal Cuisine (Tasted or Sampled)	Aboriginal Arts and Crafts Shows
	Aboriginal Heritage Attractions (e.g., Museums, Interpretive Centres)	Aboriginal Cultural Experiences in a Remote or Rural Setting
	Aboriginal Festivals & Events (e.g., Powwows)	Aboriginal Outdoor Adventure and /or Sports
Fairs & Festivals	Farmers' Markets or Country Fairs	Firework Displays
	Carnivals	Ethnic Festivals
	Exhibition or Fairs	Free Outdoor Performances (e.g., Theatre, Concerts) in a Park
	Food/Drink Festivals	Circus
Science & Technology Exhibits	Science or Technology Museums	Children's Museums
	Science & Technology Theme Parks	Went to an Imax Movie Theatre
	Planetarium	
Theme Parks & Exhibits	Amusement Park	Aquariums
	Water Theme Park	Zoos
	Movie Theme Park	Wax Museums
High Art Performances	Classical or Symphony Concert	Ballet or Other Dance Performances
	Opera	Jazz Concert
Professional Sporting Events	Professional Football Games	Professional Golf Tournaments
	Professional Basketball Games	Professional Ice Hockey Games
	Professional Baseball Games	
Theatre, Film & Musical Festivals	Theatre Festivals	International Film Festivals
	Comedy Festivals	Music Festivals
	Literary Festivals or Events	
Tastings	Went to Wineries for Day Visits and Tasting	Cooking/Wine Tasting Courses
	Went to Breweries for Day Visits and Tasting	Visited Food Processing Plants (e.g., Cheese Factory)
Casino, Theatre & Comedy Clubs	Stand-Up Comedy Clubs and Other Variety Shows	Live Theatre with Dinner
	Went to a Casino	Live Theatre
Participatory Historical Activities	Historical Re-Enactments (as an Actor)	Interpretive Program at a Historic Site or National /Provincial Park
	Curatorial Tours	
National & International Sporting Events	National/International Sporting Events such as the Olympic Games	Curling Bonspiel
	Professional Figure Skating	Professional Soccer Games

<b>Appendix One</b>		
<b>U.S. TAMS 2006 Culture and Entertainment Segmentation</b>		
<b>Gardens Theme Attractions</b>	Garden Theme Park	Botanical Gardens
<b>Rock Concerts &amp; Dancing</b>	Rock & Roll /Popular Music Concert	Recreational Dancing
<b>Archaeological Digs &amp; Sites</b>	Archaeological Digs	Paleontological /Archaeological Sites
<b>Equestrian &amp; Western Events</b>	Equine (Horse) Competitions	Country /Western Music Concerts
	Western Theme Events (e.g., Rodeos)	Auto Races
	Horse Races	
<b>Fine Dining &amp; Spas</b>	High-End Restaurants with an International Reputation	Day Visit to a Health and Wellness Spa while on an Overnight Trip
	Other High-End Restaurants	
<b>Agri-Tourism</b>	Dining At A Farm	Harvesting and /or Other Farm Operations
	Went Fruit Picking at Farms or Open Fields	Entertainment Farms (e.g., Corn Maze, Petting Barnyard)
<b>Amateur Tournaments</b>	Amateur Sports Tournaments and Competitions	Amateur Tournaments and Competitions other than Sports-related

**Appendix Two: U.S. TAMS 2006 Outdoor Activity Segmentation**

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