



RESEARCH AND PLANNING

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

Attending Amateur Sports Tournaments 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 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
Statistics Canada	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, 5.9% (13,082,310) of adult Americans attended an amateur tournament while on an out-of-town, overnight trip of one or more nights. More adult Americans attended a sports-related tournament (5.6%) than a non-sports-related tournament (0.8%) while on trips. One-half (51.4% or 6,728,338 adult Americans) of those who attended an amateur tournament while on a trip 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 attended amateur tournaments while on trips are more likely to be male, and to be either young (18 to 24 years of age) or middle-aged (45 to 54) with dependent children (18 and under) living at home. This segment has above-average levels of education (68.8% university degree or higher) and household incomes (\$84,756). They are over-represented in Alaska and the West North Central and East South Central regions of the United States and in mid-sized and smaller communities (population less than 2 million).

Over the past two years, those who attended amateur tournaments while on trips travelled more often than the average U.S. Pleasure Traveller and they were somewhat more likely to have taken a trip to Canada (21.0% versus 14.6%). The most common Canadian destinations were Ontario, British Columbia and Quebec, however, they are over-represented among U.S. travellers to all Canadian provinces and territories.

Those who attended amateur tournaments while on trips were much more active in culture and entertainment activities and outdoor activities than the typical U.S. Pleasure Traveller. They were especially likely to attend major sporting events (e.g., professional sports, national & international events) and equestrian and western events, to exercise and jog and to play golf, games and individual sports and team sports while on trips. They also exhibit above-average interest in participatory outdoor attractions (e.g., participatory historical activities, agri-tourism) and theatrical and musical performances (e.g., high art performances, theatre, film and music festivals). In addition, they were more likely than average to take tours (e.g., sameday tours, casino tour) and cruises (e.g., sightseeing cruises). Their preferred types of accommodation were seaside, lakeside or riverside resorts and public campgrounds. Similar to other U.S. Pleasure Travellers, this segment seeks vacations that give them a break from their day-to-day environment and allows them to relieve stress.

Those who attended amateur tournaments while travelling were more likely than average to use the Internet to plan (80.5%) and book travel (60.5%). They can be effectively targeted through sports-related media, including sports magazines, television programs, all-sports radio stations and sports websites.

Travel Activity and Motivation Survey (TAMS)

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

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

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

TAMS was sponsored by the following organizations:

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

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

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

This report profiles those who attended amateur tournaments 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.

Attending Amateur Tournaments While on Trips

Market Incidence

Over the last two years, 5.9% of adult Americans (13,082,310) attended an amateur tournament while on an out-of-town, overnight trip of one or more nights. More adult Americans attended a sports-related amateur tournament or competition (5.6%) than a non-sports-related tournament or competition (0.8%) while on a trip in the past two years.

One-half (51.4% or 6,728,338 adult Americans) of those who attended an amateur tournament while on a trip reported that this activity was the main reason for taking at least one trip in the past two years.

Fig. 1 Incidence of Attending Amateur Tournaments While on Trips¹

	Number Who Attended Amateur Tournaments ²	Percent Main Reason for Trip ³	Percent of Pleasure Travellers ⁴	Percent of Total U.S. Population ⁵
Size of Market	13,082,310	6,728,338	170,510,241	222,846,268
Amateur Tournaments (All Activities)	13,082,310	51.4%	7.7%	5.9%
Amateur sports tournaments and competitions	12,304,917	51.1%	7.2%	5.6%
Non-sport amateur tournaments and competitions	1,722,271	44.1%	1.0%	0.8%
Participated in both activities	944,878	33.3%	0.6%	0.4%

- 1 - "Trips" are defined as out-of-town trips for any purpose involving an overnight stay of one or more nights. Trips NOT involving overnight stays are NOT examined in this report.
- 2 - Defined as individuals who attended amateur tournaments while on an out-of-town, overnight trip of one or more nights during the past two years and who took at least one out-of-town pleasure trip of one or more nights during the past two years. This column reports the number of individuals who participated in the activity on at least one trip during the last two years.
- 3 - This column reports the percent who participated in each activity who stated that the activity was the main reason for taking at least one trip during the past two years.
- 4 - "Pleasure 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 attended amateur tournaments while on trips are over-represented among those living in Alaska and the West North Central and East South Central regions of the United States. They are slightly more likely to live in mid-sized and smaller communities (population less than 2 million) than in large cities.

Fig. 2 Geographic Distribution & Population Size of Those Who Attended Amateur Tournaments While on Trips

	Total Population	Estimated Number Attending Amateur Tournaments on a Trip	Percent of Pleasure Travellers in Region Attending Amateur Tournaments on a Trip	Percent of Total Regional Population Attending Amateur Tournaments on a Trip
United States	222,846,268	13,082,310	7.7%	5.9%
New England	11,095,629	509,957	6.0%	4.6%
Middle Atlantic	31,005,526	1,574,178	6.8%	5.1%
East North Central	34,621,254	2,072,546	7.8%	6.0%
West North Central	15,024,360	1,161,243	9.6%	7.8%
South Atlantic	42,602,998	2,468,840	7.7%	5.8%
East South Central	13,597,436	856,077	9.0%	6.3%
West South Central	24,853,901	1,398,974	7.7%	5.7%
Mountain	15,030,720	921,738	7.6%	6.2%
Pacific	34,529,689	2,070,276	7.4%	6.0%
Alaska	484,754	48,482	11.5%	10.0%
Not Available	745,757	66,160	10.7%	8.9%
Less than 100,000	29,429,442	1,761,120	8.5%	6.0%
100,000 to 499,999	36,551,501	2,303,533	8.5%	6.4%
500,000 to 1,999,999	52,335,815	3,168,150	8.0%	6.1%
2,000,000 or more	103,783,753	5,783,346	7.0%	5.6%

Those who attended amateur tournaments when on trips are most likely to live in Wyoming, Mississippi, Iowa, South Dakota, Oklahoma and Alaska. They are least likely to live in New Hampshire, Maine, Massachusetts, Idaho, District of Columbia and New York State (see Fig. 3 on next page).

Fig. 3 Those Who Attended Amateur Tournaments While on Trips by U.S. State

Region	State	Population of State	Estimated Number Attending Amateur Tournaments	Percent of Pleasure Travellers in State	Percent of State Population
United States	All States	222,846,268	13,082,310	7.7%	5.9%
New England	Connecticut	2,685,692	149,820	7.3%	5.6%
	Maine	1,047,770	34,379	4.7%	3.5%
	Massachusetts	4,423,562	186,319	5.3%	4.2%
	New Hampshire	1,604,344	47,701	4.0%	3.0%
	Rhode Island	837,445	58,148	8.4%	6.9%
	Vermont	496,816	33,590	8.8%	6.8%
Middle Atlantic	New Jersey	6,708,501	383,750	7.4%	5.7%
	New York	14,727,054	643,171	5.8%	4.4%
	Pennsylvania	9,569,972	547,258	8.0%	5.8%
East North Central	Illinois	9,521,097	575,285	7.7%	6.2%
	Indiana	4,717,624	238,690	6.7%	5.1%
	Michigan	7,709,890	453,287	7.6%	5.9%
	Ohio	8,412,962	502,229	8.1%	6.0%
	Wisconsin	4,259,682	303,055	8.8%	7.2%
West North Central	Iowa	2,262,393	224,729	12.6%	9.9%
	Kansas	2,304,474	201,790	11.4%	8.8%
	Minnesota	3,946,220	303,880	9.0%	7.7%
	Missouri	4,138,758	211,878	6.6%	5.2%
	Nebraska	1,304,361	118,609	11.3%	9.1%
	North Dakota	488,140	44,269	10.8%	9.3%
	South Dakota	580,015	56,087	12.5%	10.4%
South Atlantic	Delaware	646,427	52,332	10.7%	8.1%
	District of Columbia	521,285	19,718	5.7%	3.8%
	Florida	13,937,467	782,507	7.3%	5.7%
	Georgia	6,668,302	304,438	6.0%	4.6%
	Maryland	3,428,206	218,625	8.2%	6.4%
	North Carolina	6,651,453	405,961	8.2%	6.1%
	South Carolina	3,241,944	251,225	10.6%	7.9%
	Virginia	5,957,159	352,643	7.7%	5.9%
	West Virginia	1,550,755	81,391	9.4%	5.2%
East South Central	Alabama	3,431,591	156,504	6.5%	4.6%
	Kentucky	3,447,277	213,178	8.8%	6.2%
	Mississippi	2,156,793	175,051	12.7%	8.1%
	Tennessee	4,561,775	311,344	9.4%	6.8%
West South Central	Arkansas	2,103,346	94,430	6.6%	4.5%
	Louisiana	3,367,908	162,115	7.2%	4.8%
	Oklahoma	2,643,565	216,935	11.5%	8.2%
	Texas	16,739,082	925,494	7.4%	5.6%
Mountain	Arizona	4,451,660	208,584	5.9%	4.8%
	Colorado	3,501,822	240,540	8.3%	6.9%
	Idaho	1,044,920	46,490	5.7%	4.4%
	Montana	726,027	58,293	9.7%	8.0%
	Nevada	1,809,582	96,345	6.7%	5.3%
	New Mexico	1,433,596	88,467	8.0%	6.2%
	Utah	1,671,322	122,987	8.8%	7.4%
	Wyoming	391,790	60,032	18.0%	15.3%
Pacific	Alaska	484,754	48,482	11.5%	10.0%
	California	26,965,837	1,591,744	7.3%	5.9%
	Oregon	2,793,303	166,533	7.7%	6.1%
	Washington	4,770,549	311,999	8.2%	6.6%

Demographic Profile

Those who attended amateur tournaments on trips are more likely to be male. They are over-represented among 18 to 24 year olds (who may be tournament participants) as well as those 45 to 54 with dependent children 18 and under living at home (who may be tournament organizers or parents). This segment has above-average levels of education (68.8% university degree) and household incomes (\$84,756).

Fig. 4 Demographic Profile of Those Who Attended Amateur Tournament on a Trip Relative to All U.S. Pleasure Travellers

Attribute	Size of Market	Attended Amateur Tournaments	Did Not Attend Amateur Tournaments ¹	Pleasure Travellers	Index ²
		13,082,310	157,427,931	170,510,241	100
Gender	Male	56.3%	47.9%	48.5%	116
	Female	43.7%	52.1%	51.5%	85
Age of Respondent	18 to 24	12.3%	10.7%	10.8%	113
	25 to 34	17.3%	21.3%	21.0%	83
	35 to 44	17.9%	17.2%	17.3%	103
	45 to 54	23.3%	20.8%	21.0%	111
	55 to 64	16.2%	15.4%	15.5%	105
	65 Plus	13.1%	14.5%	14.4%	91
Average Age		45.3	45.5	45.4	N/A
Marital Status	Not married	31.5%	30.5%	30.5%	103
	Married	68.5%	69.5%	69.5%	99
Parental Status	No children under 18	68.5%	70.1%	70.0%	98
	Children under 18	31.5%	29.9%	30.0%	105
Education	High school or less	13.5%	21.1%	20.5%	66
	Trade, Technical, Community Col.	17.6%	21.7%	21.4%	83
	University Degree	45.0%	40.7%	41.1%	110
	Post Graduate Degree	23.8%	16.5%	17.1%	140
Household Income	Under \$20,000	5.4%	8.3%	8.1%	67
	\$20,000 to \$39,999	12.3%	16.6%	16.2%	76
	\$40,000 to \$59,999	15.8%	16.8%	16.7%	95
	\$60,000 to \$79,999	14.8%	14.7%	14.7%	101
	\$80,000 to \$99,999	13.7%	11.4%	11.6%	118
	\$100,000 to \$149,999	17.5%	14.1%	14.4%	122
	\$150,000 or more	9.2%	6.5%	6.7%	137
	Not stated	11.4%	11.7%	11.7%	97
Average Household Income		\$84,756	\$73,431	\$74,303	N/A

- 1 - Defined as individuals who took at least one out-of-town, pleasure trip of one or more nights in the last two years but did not attend an amateur tournament on any trip. The number of Amateur Tournament Attendees and Non-Attendees equals the number of U.S. Pleasure Travellers.
- 2 - The "Index" is calculated by dividing the percent for those who attended amateur tournaments in each group by the percent of Pleasure Travellers in each group. The Index indicates the extent to which those who attended amateur tournaments 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)

Those who attended amateur tournaments while on trips travelled more frequently over the past two years than the average U.S. Pleasure Traveller. They were more likely than average to have taken trips both within their own state and to other American states during the past two years. They were also more likely than average to have visited Mexico, the Caribbean and overseas destinations.

Those who attended amateur tournaments while on trips were 43.8% more likely than the average U.S. Pleasure Traveller to have taken a trip to Canada in the past two years (21.0% versus 14.6%). The most common destinations in Canada were Ontario (12.4%), British Columbia (7.4%) and Quebec (4.8%). However, this activity segment is over-represented among U.S. Travellers to all Canadian provinces or territories.

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

	Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travellers	Index
Size of Market	13,082,310	157,427,931	170,510,241	100
All destinations	93.4%	84.7%	85.4%	109
Canada	21.0%	14.0%	14.6%	144
Newfoundland and Labrador	0.8%	0.4%	0.4%	191
Prince Edward Island	1.0%	0.6%	0.6%	164
New Brunswick	1.1%	0.8%	0.8%	135
Nova Scotia	1.8%	1.3%	1.3%	137
Quebec	4.8%	3.0%	3.1%	155
Ontario	12.4%	7.9%	8.3%	150
Manitoba	0.8%	0.5%	0.5%	153
Saskatchewan	0.9%	0.4%	0.5%	187
Alberta	1.9%	1.1%	1.2%	158
British Columbia	7.4%	3.9%	4.1%	179
Yukon	1.2%	0.5%	0.6%	205
Northwest Territories	0.6%	0.4%	0.4%	153
Nunavut	0.1%	LT 0.1%	LT 0.1%	160
Own State	89.8%	78.9%	79.7%	113
Other parts of the U.S.	96.0%	90.2%	90.6%	106
Mexico	19.5%	13.1%	13.6%	144
Caribbean	17.6%	12.3%	12.7%	138
All other destinations	12.4%	9.3%	9.5%	129

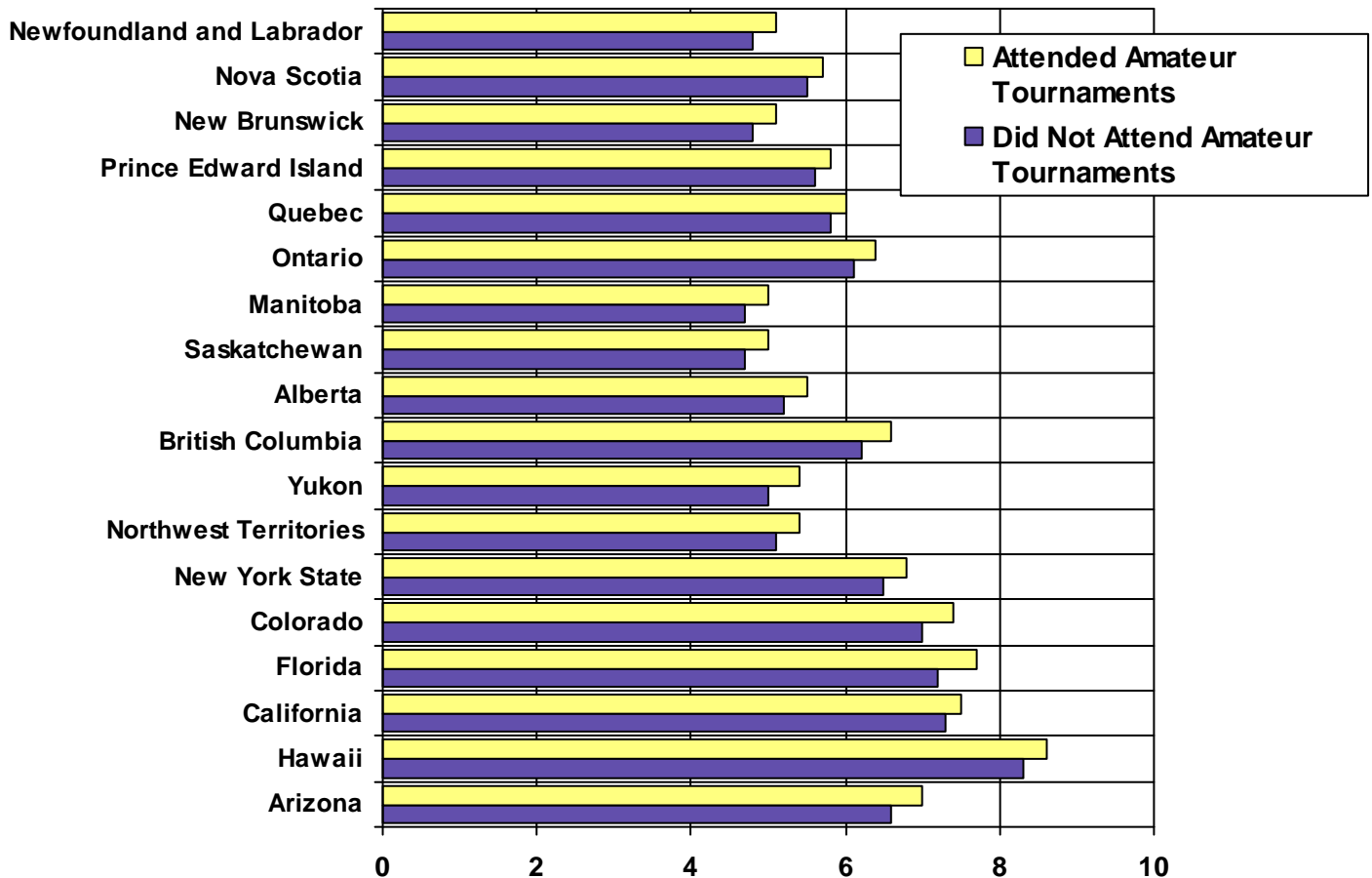
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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

Those who attended amateur tournaments while on trips gave slightly higher ratings than other U.S. Pleasure Travellers to all Canadian destinations. British Columbia (6.6) received the highest rating, followed by Ontario (6.4) and Quebec (6.0).

Along with other U.S. Pleasure Travellers, those who attended amateur tournaments on trips rated the six U.S. reference states as more appealing destinations than the Canadian provinces or territories. Hawaii (8.6) 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 attended amateur tournaments on trips taken in the past two years were much more likely than the average U.S. Pleasure Traveller to pursue a wide array of culture and entertainment activities while on trips. As with most U.S. Pleasure Travellers, they were most likely to go shopping and dining and visit historical sites, museums and art galleries while on trips. However, relative to the average U.S. Pleasure Traveller, they were especially likely to attend sports and competitions, including professional sporting events, equestrian and western events and national and international sporting events. They also exhibit above-average interest in participatory attractions (e.g., participatory historical activities, archaeological digs and sites, aboriginal cultural experiences, agri-tourism) as well as theatrical and musical performances (e.g., high art performances, theatre, film & music festivals).

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

	Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travellers	Index
Size of Market	13,082,310	157,427,931	170,510,241	100
Shopping & Dining	90.5%	76.6%	77.7%	116
Historical Sites, Museums & Art Galleries	70.4%	52.1%	53.5%	132
Theme Parks & Exhibits	66.0%	47.6%	49.0%	135
Casino, Theatre & Comedy Clubs	62.5%	44.0%	45.4%	138
Fairs & Festivals	62.3%	39.2%	41.0%	152
Fine Dining & Spas	49.3%	31.6%	33.0%	150
Science & Technology Exhibits	42.4%	23.3%	24.8%	171
Professional Sporting Events	40.9%	14.0%	16.1%	254
Wine, Beer & Food Tastings	37.5%	21.7%	22.9%	164
Equestrian & Western Events	30.0%	14.2%	15.5%	194
Rock Concerts & Recreational Dancing	29.4%	14.1%	15.3%	193
Agri-Tourism	26.6%	12.4%	13.5%	197
Garden Theme Attractions	24.7%	12.8%	13.7%	181
High Art Performances	24.0%	9.9%	10.9%	219
Theatre, Film & Musical Festivals	17.6%	7.5%	8.3%	212
Aboriginal Cultural Experiences	16.6%	7.9%	8.6%	194
Archaeological Digs & Sites	10.7%	5.1%	5.5%	194
Participatory Historical Activities	9.3%	3.5%	3.9%	237
National & International Sporting Events	8.4%	1.3%	1.9%	452

Culture and Entertainment Activities Pursued While Not on Trips

Travellers who attended amateur tournaments are also quite active in culture and entertainment activities while NOT travelling. The majority in this segment dined in restaurants and attended festivals or fairs while not on trips. However, relative to the average U.S. Pleasure Traveller, this segment exhibits particular interest in amateur sporting events and professional sporting events.

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

	Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travellers	Index
Size of Market	13,082,310	157,427,931	170,510,241	100
Going out to eat in restaurants	95.4%	92.6%	92.8%	103
Going to amateur sporting events	79.0%	36.6%	39.9%	198
Going to festivals or fairs	71.0%	65.0%	65.5%	108
Going to professional sporting events	52.8%	33.4%	34.9%	151
Going to zoos or aquariums	49.8%	45.3%	45.6%	109
Going to historic sites or heritage buildings	47.7%	39.5%	40.1%	119
Going to museums	43.8%	37.0%	37.5%	117
Going to amusement or theme parks	43.7%	37.7%	38.1%	115
Going to live theatre	37.3%	28.5%	29.2%	128
Going to art galleries or art shows	35.6%	27.1%	27.8%	128
Going to pick-your-own farms or farmers' market	34.8%	31.3%	31.6%	110
Going to gamble in casinos	32.2%	27.7%	28.0%	115
Going to bars with live pop or rock bands	31.4%	22.9%	23.6%	133
Going to rock music concerts	28.2%	20.7%	21.3%	132
Going dancing	26.7%	20.3%	20.8%	128
Going to botanical gardens	22.6%	19.7%	20.0%	113
Going to classical music concerts	19.3%	14.5%	14.9%	129
Staying overnight in a hotel or B&B in own city	13.2%	10.3%	10.6%	125
Going to day spas	13.1%	10.0%	10.3%	128
Going to jazz clubs	12.3%	7.5%	7.9%	156
Going to rodeos	11.1%	8.0%	8.2%	135
Going to the ballet	9.6%	6.8%	7.0%	136
Going to the opera	7.2%	5.6%	5.7%	126

Outdoor Activities Pursued While on Trips

Those who attended amateur tournaments on trips were much more likely than the average U.S. Pleasure Traveller to have participated in outdoor activities while on trips, and especially those that involve sports or games. For example, they were two to three times more likely than the typical U.S. Pleasure Traveller to play games and individual sports, golf and team sports while on a trip. They also exhibit considerable interest in energetic activities such as exercising and jogging, cycling, sailing and surfing, downhill skiing and snowboarding, cross-country skiing and snowshoeing, 'board & blade' activities and extreme sports (e.g., extreme air sports, extreme skiing).

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

	Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travellers	Index
Size of Market	13,082,310	157,427,931	170,510,241	100
Ocean Activities (e.g., swimming in ocean, ocean kayaking)	56.8%	38.1%	39.6%	144
Wildlife Viewing	47.5%	33.9%	34.9%	136
Games & Individual Sports (e.g., tennis, board games)	42.7%	20.5%	22.2%	192
Boating & Swimming (e.g., motorboating, swimming in lakes)	36.7%	19.7%	21.0%	175
Hiking, Climbing & Paddling	35.9%	22.4%	23.5%	153
Exercising & Jogging	30.0%	12.7%	14.1%	213
Fishing	28.5%	18.0%	18.8%	152
Team Sports (e.g., football, baseball, basketball)	25.8%	6.4%	7.9%	327
Golfing	23.4%	9.6%	10.7%	219
Downhill Skiing & Snowboarding	16.1%	7.4%	8.0%	201
Cycling	14.6%	5.6%	6.3%	231
Snowmobiling & ATVing	13.6%	6.6%	7.1%	190
Horseback Riding	13.5%	5.6%	6.2%	219
Board & Blade (e.g., skateboarding, ice-skating)	11.5%	3.4%	4.0%	284
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	9.8%	4.3%	4.8%	205
Hunting	9.1%	5.1%	5.4%	169
Scuba & Snorkelling	7.2%	3.8%	4.1%	178
Motorcycling	6.0%	2.8%	3.1%	195
Extreme Air Sports (e.g., parachuting, bungee jumping)	4.8%	1.5%	1.7%	277
Cross-country Skiing & Snowshoeing	4.2%	1.7%	1.9%	227
Extreme Skiing (e.g., heli-skiing, overnight x-country trips)	1.1%	0.3%	0.3%	335

Outdoor Activities Pursued While Not on Trips

Those who attended amateur tournaments while on trips are also quite active in outdoor activities while not travelling. 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 while not travelling. Relative to the average U.S. Pleasure Traveller, they were particularly likely to participate in team sports, golfing, jogging and racquet sports when not on trips.

Fig. 10 Outdoor Activities Pursued While NOT on Trips

	Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travellers	Index
Size of Market	13,082,310	157,427,931	170,510,241	100
Day outing to a park	68.7%	62.6%	63.1%	109
Swimming	67.2%	55.6%	56.5%	119
Exercising at home or at a fitness club	66.6%	55.2%	56.0%	119
Gardening	56.4%	52.8%	53.1%	106
Picnicking	53.7%	47.3%	47.7%	112
Hiking	41.6%	31.7%	32.5%	128
Fishing	38.3%	32.3%	32.8%	117
Playing team sports	32.5%	14.4%	15.8%	206
Camping	31.9%	26.3%	26.7%	119
Cycling	31.3%	22.2%	22.9%	137
Golfing	30.5%	17.3%	18.3%	167
Jogging	30.2%	18.6%	19.5%	155
Sailing or other boating	27.0%	19.4%	20.0%	135
Playing racquet sports (e.g., tennis or badminton)	22.1%	12.5%	13.2%	167
Hunting	15.3%	11.5%	11.8%	130
Riding an all-terrain vehicle (ATV)	14.6%	11.2%	11.5%	127
Canoeing or kayaking	12.7%	7.4%	7.8%	162
Horseback riding	11.6%	8.3%	8.6%	135
Downhill skiing	10.4%	5.3%	5.7%	183
Rollerblading	10.0%	7.1%	7.3%	137
Ice-skating	9.4%	5.2%	5.5%	171
Snowmobiling	5.1%	3.2%	3.3%	156
Snowboarding	5.0%	2.5%	2.7%	184
Cross-country skiing	4.5%	2.3%	2.5%	180
Skateboarding	4.2%	2.0%	2.2%	191

Accommodations Stayed In While on Trips

A seaside resort was the most popular type of accommodation used in the past two years by those who attended amateur tournaments on trips. Public campgrounds and lakeside or riverside resorts were also popular accommodation types. Relative to the typical U.S. Pleasure Traveller, this segment was especially likely to have stayed at resorts (e.g., seaside, lakeside, riverside, ski or mountain, inn or resort with gourmet restaurant). They were also more likely to have stayed at some of the more unusual types of accommodation, including a farm or guest ranch, a houseboat, a cooking or wine tasting school, and a remote or fly-in wilderness lodge or outpost.

Fig. 11 Accommodations Stayed In While on Trips

	Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travellers	Index
Size of Market	13,082,310	157,427,931	170,510,241	100
Seaside Resort	31.7%	17.2%	18.3%	173
A Public Campground in a National, State, Provincial or Municipal Park	26.2%	16.2%	16.9%	155
Lakeside/Riverside Resort	23.2%	11.6%	12.4%	186
Ski Resort or Mountain Resort	17.9%	8.2%	9.0%	200
A Private Campground	15.9%	9.7%	10.2%	156
A Camp Site in a Wilderness Setting (Not a Campground)	8.8%	4.3%	4.7%	187
A Motor Home or RV while Travelling or Touring (Not a Camping Trip)	7.6%	4.0%	4.2%	179
Health Spa	7.3%	2.8%	3.1%	233
Wilderness Lodge You Can Drive to by Car	7.0%	3.2%	3.5%	200
Country Inn or Resort with Gourmet Restaurant	5.1%	1.7%	2.0%	258
Farm or Guest Ranch	4.8%	1.8%	2.0%	242
On a Houseboat	4.4%	1.2%	1.4%	308
Remote or Fly-In Wilderness Lodge	2.3%	0.7%	0.8%	274
Cooking School	1.9%	0.5%	0.6%	337
Wine Tasting School	1.5%	0.3%	0.4%	348
Remote or Fly-In Wilderness Outpost	1.4%	0.4%	0.4%	325

Tours and Cruises Taken During Past Two Years

Those who attended amateur tournaments while on trips were more likely than the average U.S. Pleasure Traveller to have taken tours and cruises in the past two years. The most popular tours taken by this segment include sameday tours (both organized and self-guided), city tours and scenic countryside drives. They were twice as likely as the average U.S. Pleasure Traveller to have taken a casino tour, a winery tour, a factory tour, and an air tour in an airplane or helicopter. This segment was also twice as likely as average to take sightseeing cruises (e.g., sightseeing cruise, Great Lakes cruise, submarine cruise).

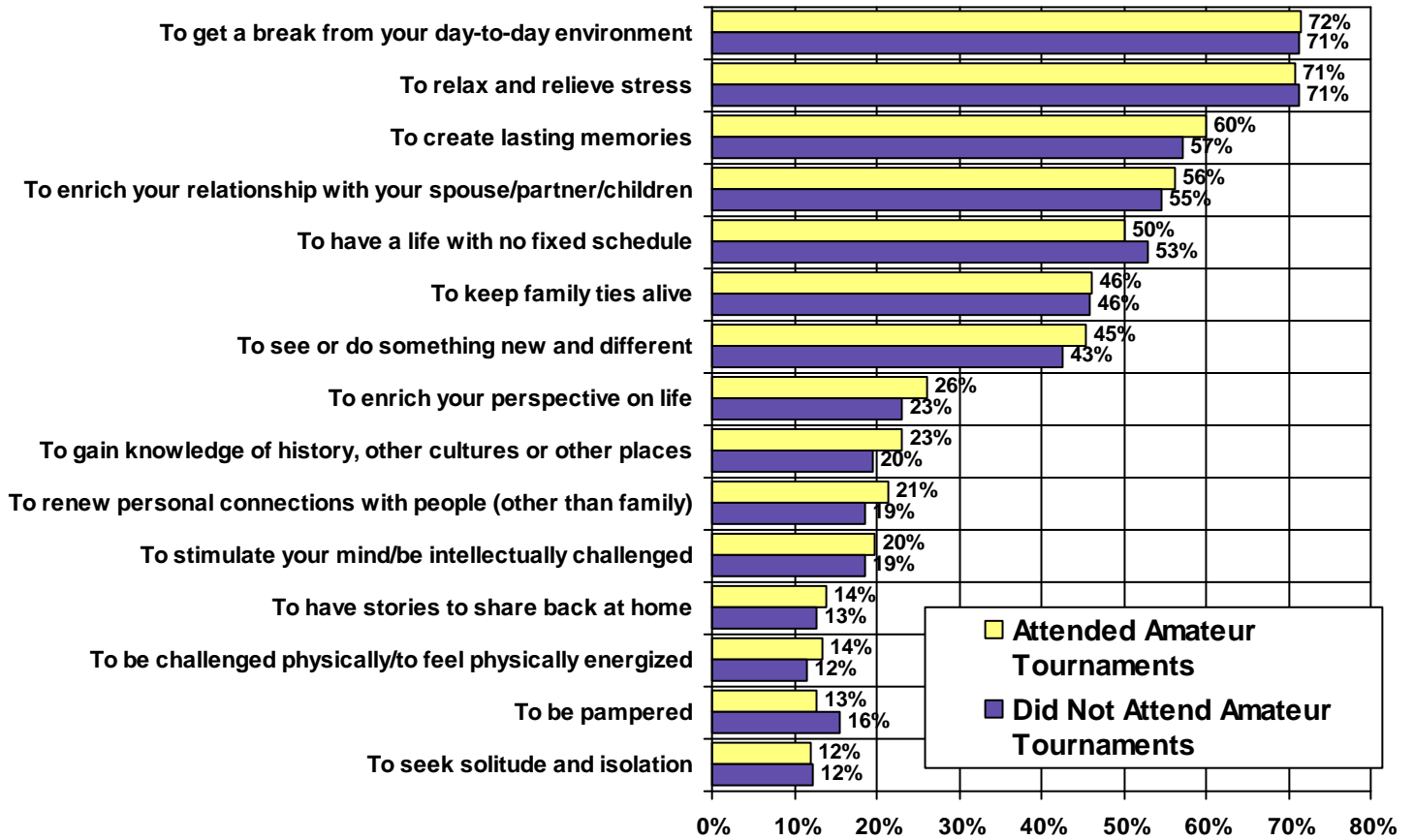
Fig. 12 Tours and Cruises Taken During Past Two Years

	Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travellers	Index
Size of Market	13,082,310	157,427,931	170,510,241	100
A self-guided sameday tour while on an overnight trip	30.3%	18.3%	19.2%	158
An organized sameday guided tour while on an overnight trip	26.3%	17.9%	18.5%	142
Around the city	25.6%	15.0%	15.8%	162
Around the country side - scenic drives	21.6%	12.4%	13.1%	165
A self-guided overnight tour where you stayed in different locations	16.7%	9.9%	10.4%	161
On the water (sightseeing cruise)	14.8%	7.2%	7.8%	191
Some other type of tour	13.6%	8.4%	8.8%	154
Wilderness tour	12.8%	7.0%	7.4%	172
Caribbean ocean cruise	12.5%	8.7%	9.0%	139
An organized overnight guided tour where you stayed in different locations	11.4%	7.6%	7.9%	145
An organized overnight guided tour where you stayed in a single location	11.0%	6.4%	6.7%	163
To a casino	9.5%	4.5%	4.9%	194
To a winery	7.4%	3.3%	3.6%	207
Ocean cruise - Other	6.4%	4.7%	4.8%	134
To a factory	3.9%	1.7%	1.8%	212
Alaskan ocean cruise	3.8%	2.4%	2.5%	151
Cruise on another lake or river	3.2%	1.9%	2.0%	164
Some other type of cruise	3.0%	1.6%	1.7%	175
In the air as a pilot or passenger of an airplane or helicopter	2.5%	1.3%	1.4%	177
Great Lakes cruise	0.9%	0.3%	0.4%	233
Submarine cruise	0.6%	0.2%	0.2%	253
Cruise on the St. Lawrence River	0.3%	0.3%	0.3%	112

Benefits Sought While on Vacation

As with most U.S. Pleasure Travellers, the majority of those who attended amateur tournaments take a vacation to get a break from their day-to-day environment, relax and relieve stress, create lasting memories, enrich family relationships and live without a fixed schedule. Overall, the vacation benefits sought by this segment are similar to those sought by the average U.S. Pleasure Traveller.

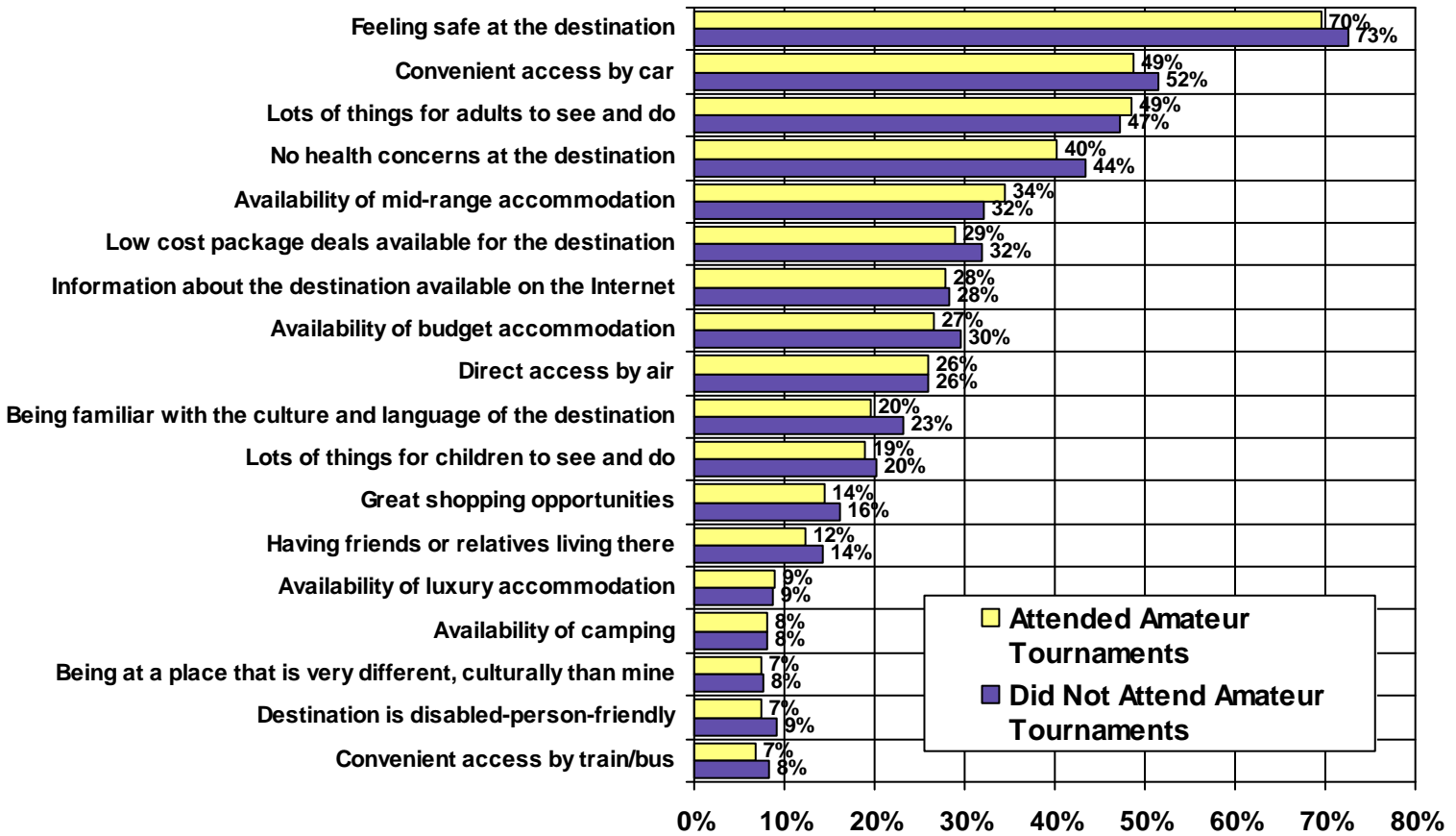
Fig.13 Benefits Sought While on Vacation
(Percent Rating Each Benefit as "Highly Important")



Other Attributes of a Destination Considered Important

As with most U.S. Pleasure Travellers, those who attended amateur tournaments consider it important that they feel safe while on vacation. They also consider it important that a destination is conveniently accessible by car, offers lots to see and do, has no health concerns and has mid-range priced accommodation. The attributes considered important in a destination are comparable to those valued by the typical U.S. Pleasure Traveller.

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



How Destinations Are Selected

Similar to the average U.S. Pleasure Traveller, the majority of those who attended amateur tournaments on trips start planning trips with a desired destination in mind. However, relative to the average U.S. Pleasure Traveller, this segment is more likely to begin planning winter trips by considering what activities they want to do while on a trip. This may reflect the fact that these travellers often take trips specifically to attend amateur tournaments.

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

	Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travellers	Index
Size of Market	13,082,310	157,427,931	170,510,241	100
Summer				
Started with a desired destination in mind	60.0%	58.0%	58.2%	103
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	18.2%	17.2%	17.3%	105
Looked for packaged deals - no destination in mind	1.4%	1.1%	1.1%	127
Considered something else first	3.8%	4.7%	4.6%	83
Don't know / Other	5.8%	9.2%	8.9%	65
Winter				
Started with a desired destination in mind	57.9%	59.0%	58.9%	98
Started by considering specific activities wanted to do	15.9%	10.8%	11.3%	141
Started with a certain type of vacation experience in mind	14.1%	14.8%	14.8%	96
Looked for packaged deals - no destination in mind	1.2%	1.5%	1.4%	82
Considered something else first	3.9%	5.5%	5.3%	72
Don't know / Other	7.0%	8.4%	8.3%	85

Trip Planning and Information Sources Consulted

Similar to the average U.S. Pleasure Traveller, most of those who attended amateur tournaments on trips were responsible for planning their trips either on their own (42.9%) or with someone else (16.9%). When making vacation plans, they tended to consult a wider variety of sources than the average U.S. Pleasure Traveller. The majority use Internet websites, past experience and word-of-mouth to plan trips. They were particularly likely to obtain trip planning information from articles and advertising in newspapers or magazines, television programs and advertising, email newsletters or magazines and trade, travel or sports shows.

Fig. 16 Who Plans Vacations and Information Sources Consulted

		Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travellers	Index
Size of Market		13,082,310	157,427,931	170,510,241	100
Who Plans Trips?	Respondent plans trips	42.9%	38.9%	39.2%	109
	Trip planning a shared responsibility	16.9%	17.7%	17.6%	96
	Someone else plans trips	40.2%	43.5%	43.2%	93
Information Sources Consulted	An Internet website	85.3%	75.2%	76.0%	112
	Past experience / Been there before	66.1%	53.5%	54.5%	121
	Advice of others / Word-of-mouth	57.2%	44.3%	45.4%	126
	Maps	44.9%	31.6%	32.7%	137
	An auto club such as AAA	31.6%	23.3%	24.0%	132
	Visitor information centres	29.2%	19.6%	20.4%	143
	Official travel guides or brochures from state / province	29.1%	19.8%	20.6%	141
	Articles in newspapers/magazines	28.6%	17.2%	18.1%	157
	A travel agent	24.2%	18.1%	18.6%	130
	Travel information received in the mail	22.6%	15.2%	15.8%	143
	Advertisements in newspapers/magazines	18.2%	10.2%	10.9%	167
	Travel guide books such as Fodor's	17.0%	11.6%	12.0%	141
	Programs on television	13.2%	6.6%	7.1%	186
	An electronic newsletter or magazine received by e-mail	9.9%	5.7%	6.0%	165
	Advertisements on television	7.6%	3.7%	4.0%	190
Visits to trade, travel or sports shows	5.8%	2.1%	2.4%	237	

Use of the Internet to Plan and Arrange Trips

Those who attended amateur tournaments while on trips are more likely than the average U.S. Pleasure Traveller to use the Internet to plan (80.5%) and book travel (60.5%). The majority use travel planning / booking websites (e.g., Expedia), hotel or resort websites, and airline websites. The trip components most commonly purchased on-line include accommodation and airline tickets.

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

		Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travellers	Index
	Size of Market	13,082,310	157,427,931	170,510,241	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	19.4%	31.9%	31.0%	63
	Uses Internet to plan trips only	20.0%	20.1%	20.1%	100
	Uses Internet to book part of trip	60.5%	48.0%	48.9%	124
Types of Websites Consulted	A travel planning/booking website	64.1%	54.8%	55.6%	115
	A website of a hotel or resort	61.8%	52.5%	53.3%	116
	An airline's website	54.2%	44.7%	45.6%	119
	A website of an attraction	40.5%	32.7%	33.4%	121
	A tourism website of a country / region / city	40.2%	34.6%	35.1%	114
	Some other website	27.7%	24.8%	25.1%	111
	A cruise line website	15.9%	12.1%	12.4%	128
	A motorcoach website	2.1%	1.3%	1.3%	153
Parts of Trips Booked Over The Internet	Accommodations	76.8%	71.3%	71.9%	107
	Air tickets	76.3%	70.0%	70.6%	108
	Car rental	44.5%	37.3%	38.0%	117
	Tickets or fees for specific activities or attractions	32.8%	25.7%	26.3%	124
	A package containing two or more items	22.6%	17.3%	17.8%	127
	Tickets for rail, bus or boat / ship fares	15.0%	11.5%	11.9%	126
	Other	3.1%	2.9%	2.9%	107

Media Consumption Habits

The strong interest in sports shown by this segment is clearly reflected in their media consumption habits. Relative to the average U.S. Pleasure Traveller, this segment is much more likely to read professional sports magazines, watch sports-related programming on television, listen to all-sports radio and visit sports-related websites. They are also more likely than average to read the travel section of newspapers, watch travel-related shows on television and visit travel-related websites.

Fig. 18 Media Consumption Habits

		Attended Amateur Tournaments	Did Not Attend Amateur Tournaments	Pleasure Travellers	Index
Size of Market		13,082,310	157,427,931	170,510,241	100
Newspaper Readership	Reads daily newspaper	69.0%	59.1%	59.9%	115
	Reads weekend edition of newspaper	59.7%	55.2%	55.5%	107
	Reads local neighbourhood or community newspapers	57.6%	48.9%	49.5%	116
	Reads other types of newspapers	18.9%	13.4%	13.9%	136
	Frequently or occasionally reads travel section of daily newspaper	51.2%	42.3%	43.0%	119
	Frequently or occasionally reads travel section of weekend newspaper	58.9%	48.5%	49.3%	119
Types of Magazines Read (Top 5 Indexed)	Professional sports	28.1%	11.4%	12.6%	223
	Outdoor activities/sports	19.3%	10.0%	10.7%	180
	Magazines about your city	11.2%	6.6%	6.9%	162
	Business, finance and investing	21.5%	13.3%	14.0%	154
	Regional magazines	10.5%	6.5%	6.8%	154
Type of Television Programs Watched (Top 5 Indexed)	Sports/sports shows	68.9%	43.0%	45.0%	153
	Late night talk shows	33.3%	26.6%	27.1%	123
	Travel shows	34.3%	28.5%	28.9%	119
	Biography	38.5%	32.4%	32.9%	117
	History	50.4%	44.5%	45.0%	112
Type of Radio Programs Listened To (Top 5 Indexed)	All sports	26.0%	10.8%	11.9%	218
	Jazz/Big band	13.3%	9.7%	10.0%	133
	Multicultural	5.8%	4.6%	4.7%	123
	Top 40/Current hits	31.2%	25.7%	26.1%	120
	Soft music/Adult contemporary	29.3%	24.2%	24.6%	119
Types of Websites Visited (Top 5 Indexed)	Sports	51.4%	28.0%	30.0%	172
	Travel	57.9%	47.1%	48.0%	121
	Newspaper sites	35.3%	29.1%	29.6%	119
	Sites for specific activities or interests	36.2%	32.2%	32.5%	111
	Network news sites (e.g., CNN)	42.9%	38.3%	38.7%	111

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

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

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

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