



## RESEARCH SERVICES

# Travel Activities and Motivations of Canadian Residents: An Overview

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## ACKNOWLEDGEMENTS

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 <sup>1</sup>
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.

This report was written by the Ontario Ministry of Tourism and was subject to minor revisions for a British Columbian audience. Tourism British Columbia is pleased to acknowledge the major and continuing role played by the Ontario Ministry of Tourism in the TAMS partnership.

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<sup>1</sup> Tourism British Columbia's participation was supported financially by the Ministry of Tourism, Sport and the Arts.

## **EXECUTIVE SUMMARY**

This report, entitled "Travel Activities and Motivations of Canadian Residents: An Overview", is based on a survey of Canadian and U.S. travellers conducted between January and June 2006. This report deals only with the travel patterns and attitudes of Canadians. A separate report on the travel patterns of U.S. residents, entitled "Travel Activities and Motivations of U.S. Residents: An Overview" was released on Tourism British Columbia's Corporate web site: [www.tourismbc.com/research](http://www.tourismbc.com/research).

Unless otherwise specified, data in this report pertaining to Canadian travel patterns refer to the two-year time period including 2004 and 2005.

### **Overnight Travel by Canadians**

- In the last two years, 84% of adult Canadians, or 20.9 million Canadians, took at least one overnight trip, while 3.9 million Canadians did not take any such trips.
- Most of the Canadians who did not travel cited time or financial constraints as the reasons for not travelling. Although reasons related to health concerns at the destination and concerns about terrorism were among other reasons Canadians gave for not travelling, the proportion of Canadian non-travellers who mentioned these reasons for not travelling was much lower than the proportion of Americans who did so.
- Nearly all Canadian travellers have travelled in Canada during the past 10 years. The United States was the top foreign destination visited by Canadians, followed by Europe and the Caribbean.
- On overnight trips, Canadians most enjoy: dining at restaurants that offer local ingredients and recipes; shopping for clothing, shoes or jewellery; shopping for books and music; strolling around a city to observe its buildings and architecture; and sunbathing on a beach.
- Although Canadians enjoy shopping and dining when they travel, these activities do not constitute the main reason for their travel. Dining was the main reason for taking an overnight trip for only 7% of Canadians who included dining as a trip activity. Similarly, only 10% of Canadians who included shopping as a trip activity indicated that shopping was the main reason for an overnight trip.
- Only for 23 out of the 194 activities contained in the TAMS questionnaire did 50% or more Canadian travellers who had participated in the activity indicate that the activity was the main motivator for at least one trip. These Canadians accounted for 32% of the total travellers. This suggests that most overnight pleasure trips by Canadians are not motivated by a single activity.

## **Trip Planning**

- In 2004-2005, the majority (62%) of adult Canadians who took vacation trips were personally involved in planning all their overnight, out-of-town pleasure or vacation trips. Of those who were involved in trip planning, the majority (65%) used the Internet as one of their trip planning tools.
- Canadian travellers also relied on other sources of information for trip planning. More than 80% of Canadians involved in planning their pleasure trips used the advice of friends and relatives, or their own past experience, or a travel agent.
- Nearly a quarter of adult Canadians who were involved in planning overnight pleasure trips used advertising (in newspapers, or on TV or in publications received by mail) as a source of information.
- In planning overnight pleasure trips, Canadians are more likely to use hotel or resort websites than other types of websites. Contrary to American travellers, they are also likely to use the website of a country's, state's, province's or city's tourism authority.
- Slightly more than one-third (37%) of Canadian pleasure travellers used the Internet to make travel purchases (such as airline tickets).

## **Decision Making Process**

- The majority of Canadian overnight pleasure travellers started their trip-planning process by considering the destination they wanted to visit, rather than activities or travel experiences.
- There are five types of benefits that 50% or more of Canadian travellers find highly important when they take overnight pleasure or vacation trips. Two of these relate to the benefits of travel on relieving the impacts of stress, boredom or workloads on individual mental health.
- 82% of all Canadian travellers used travel to relieve stress in one form or another. Some 57% of travellers reported that they sought knowledge and mental stimulation, while 66% wanted to maintain or improve relationships.
- Almost two-thirds (62%) of Canadian travellers indicated that the choice of the destination for a pleasure or vacation trip is very or extremely important to them (at least as important as buying a house or car).
- In choosing a destination, two conditions were important to a majority of Canadian travellers: feeling safe at the destination (66%) and having no health concerns at the destination (50%).

- If all the conditions that relate to either safety or comfort are combined, then 83% of Canadian travellers rate safety and/or comfort as highly important when choosing a destination for a pleasure trip.
- If all the conditions related to cost are combined, one finds that 62% of Canadians rate cost as highly important when choosing a destination for a pleasure trip.

### **Impressions and Ratings of Destinations**

- British Columbia is by far the most appealing of all the destinations respondents to the survey were asked to rate. 70% of respondents rated BC as very appealing while Quebec and Ontario were each rated as very appealing by 46% of respondents. Hawaii was the most appealing US destination rated, with 60% of respondents rating it as very appealing.

### **Activity Participation at Home**

- Canadian adults (travellers and non-travellers) reported that their preferred outdoor activities at home are outings to parks, swimming, exercising and gardening.
- Preferred entertainment activities at home are: eating in restaurants, attending festivals or fairs, going to amateur sports events and going to pick-your-own farms or farmers' markets.
- Even when they are home, travellers are more active than non-travellers.

### **Cottage and Recreational Vehicle Ownership**

- 32% of Canadian travellers (or 6.7 million) have access to a cottage, cabin or vacation home. Most of these cottages and vacation homes are in Canada and most are in the travellers' home province.
- Over half a million Canadian travellers have cottages or vacation homes outside Canada.

### **Media Habits**

- The vast majority (87%) of Canadian travellers read the weekday edition of a newspaper in a typical week and a similar proportion reads the weekend edition of a newspaper.
- 45% of Canadian travellers read the travel section of a daily newspaper frequently or occasionally and 46% read the travel section of a weekend edition frequently or occasionally.

- Entertainment and music magazines, such as People and TV Guide, and general interest magazines such as Harper's, enjoyed the highest magazine readership among Canadian travellers.
- Movies on TV, news/current affairs and dramas (such as Law & Order, The West Wing and the OC) had the highest audience among Canadian travellers. Only 3% of Canadian travellers stated that they do not watch TV on a regular basis.
- Nearly all Canadian travellers reported listening to the radio on a regular basis.
- 81% of Canadian travellers use the Internet as a source of information for personal use. Web sites with information on weather, travel, entertainment and health are visited by Canadian travellers more often than other sites.
- About a quarter of Canadian travellers belong to a frequent flyer program and 38% are members of an automobile club such as CAA.

### **Vacation Days**

- 21% of all Canadian travellers had 14 or fewer days of paid vacation given to them by their employer, in 2005, while 47% were not paid employees.
- Of Canadians who were entitled to paid vacations, 38% used 14 or fewer of these days in 2005. Among those who used one or more days of their paid vacations, 12% did not use any days for travel and 39% used nine or fewer days for travel.

### **Demographics**

- Canadian travellers are on average younger than non-travellers and have almost double the household income of non-travellers.
- Compared to travellers, a higher proportion of non-travellers are retired and a lower proportion of non-travellers are employed as full time paid employees.
- The vast majority of Canadian travellers live with a spouse or partner and about one-quarter have children under the age of 18. Proportionally, more Canadian non-travellers live alone or with children but no spouse/partner.
- 80% of Canadian travellers were born in Canada as compared to 74% of Canadian non-travellers. About two-thirds of the Canadian travellers' parents were born in Canada.
- Canadian travellers are significantly more educated than Canadian non-travellers. About 29% of Canadian travellers have a university degree.



## Introduction

This report is based on the 2006 Travel Activities and Motivations Survey (TAMS), which examined the recreational activities and travel habits of Canadians and Americans during 2004 and 2005. The survey 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.

This report deals only with the travel patterns and attitudes of Canadians. A separate report about the travel patterns of Americans, "Travel Activities and Motivations of U.S. Residents: An Overview", is available on Tourism British Columbia's Corporate website: [www.tourismbc.com/research](http://www.tourismbc.com/research).

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 British Columbia;
- Identify packaging opportunities for each of these markets;
- Determine how to reach these markets (i.e. in terms of communication strategies); and
- Provide information on how to better fine-tune and target existing marketing campaigns.

TAMS was sponsored by 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>2</sup>  
The Government of Yukon  
The Government of Northwest Territories

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, thus only the travel characteristics and behaviours of Americans of at least 18 years of age were examined by TAMS.

The reference period for the data is 2004 and 2005 and, unless otherwise specified, data in this report refers to this period.

'Trips' in this report refers to overnight out-of-town travel.

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<sup>2</sup> Tourism British Columbia's participation was supported financially by the Ministry of Tourism, Sport and the Arts.

The Canadian survey consisted of a telephone and a mailback survey:

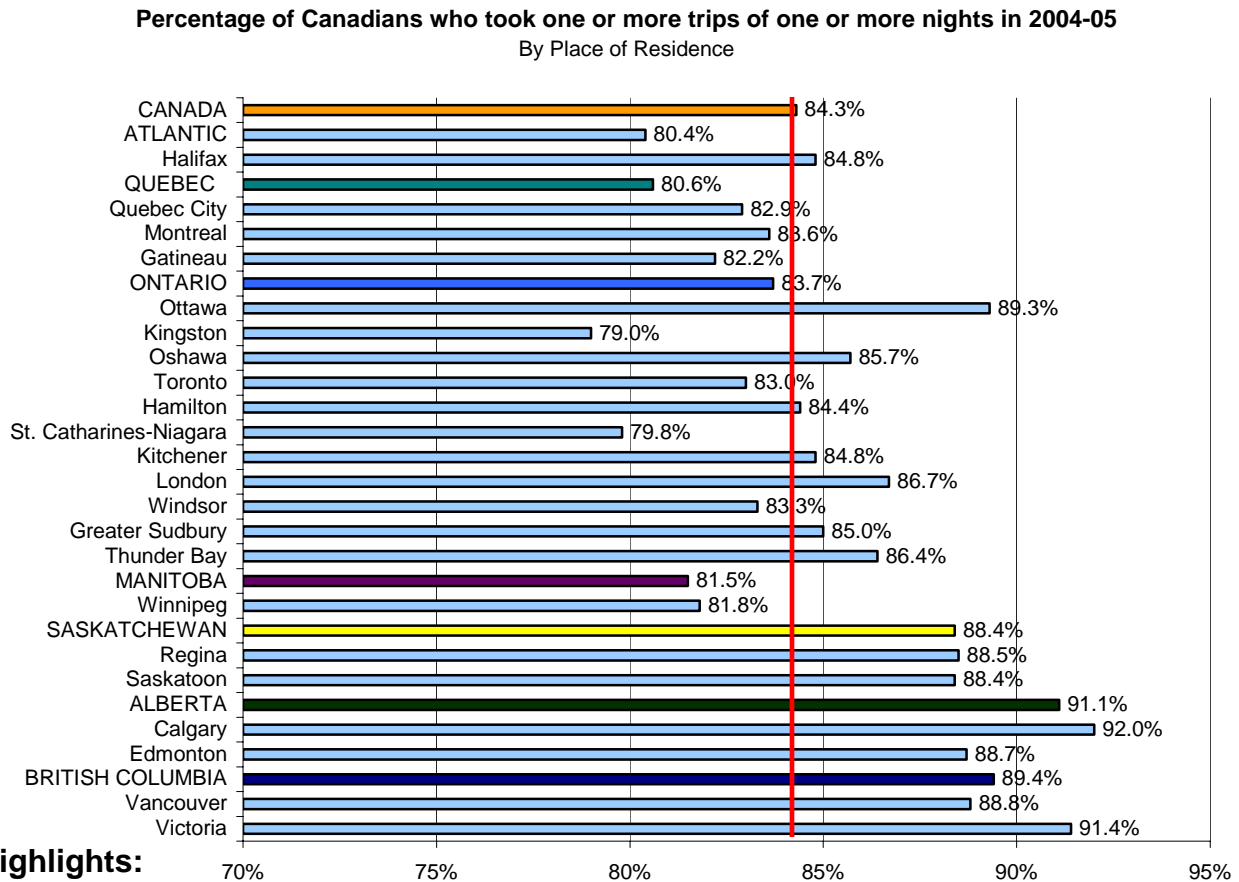
- The household response rate to the telephone survey was 65.4%.
- Among those who qualified to receive the paper questionnaire, the response rate was 53.5%.
- The Canadian database consists of 53,150 completed records from the telephone survey and 24,692 completed paper questionnaires.

This is the second TAMS project; the first was completed in 2000. For the 2006 TAMS the questionnaire was adjusted to better meet the needs of tourism stakeholders. Some of the differences include:

- More detailed questions regarding activities, as well as identifying the activities that were the primary motivators for trips;
- Identification of the travel decision-maker in the family and the process of selecting trip types;
- Identification of planning sequence regarding destinations, experiences or activities;
- Ratings of various factors as to their importance in deciding where to travel;
- More detailed questions regarding media habits;
- Additional questions on ethnic/cultural background to identify the country of birth of the parents of the respondents as well as the time of immigration; and
- Ratings of Canadian and foreign jurisdictions as destinations for pleasure travel.

## OVERNIGHT TRAVEL BY CANADIANS

### INCIDENCE OF OVERNIGHT TRAVEL



- 84%, or 20.9 million adult Canadians (18 years of age or older) took at least one overnight, out-of-town trip during the two year period 2004-05.
- Canadians residing in Calgary and Vancouver were the most likely to travel overnight while residents of Atlantic Canada and Quebec were the least likely to do so.
- 3.9 million adult Canadians (16% of the total adult population) reported that they did not take any overnight trips during 2004-05.

## REASONS FOR NOT TAKING OVERNIGHT TRIPS

REASON	% of Canadian Non-Travellers	Canadian Non-Travellers (3.9 million)
Financial reasons (not enough money, unemployed, etc.)	19%	754,279
Too expensive / I would rather spend the money on something else	12%	480,815
Not enough time to travel	11%	443,737
Sick / Infirm / Disabled	12%	453,394
Nobody to travel with	2%	60,162
No particular reason	15%	581,249
No interest / Nothing to see or do that appeals to me	13%	507,063
No out-of-town family or friends to visit	2%	59,227
I have young children	4%	165,518
Recently made a major purchase (house, car, etc.)	1%	55,533
<b>Worried about health issues at the destination</b>	1%	35,572
<b>Too much hassle to travel (passports, border crossings, etc.)</b>	1%	36,595
I am done travelling	1%	53,813
Too old to travel	4%	173,500
<b>Worried about terrorism</b>	0%	8,126
Language difficulties / Don't speak the language	0%	4,771
Some other reason	11%	435,035
Don't Know	0%	5,508
<b>Not Stated</b>	14%	555,939

Note: Multiple responses were allowed.

### Highlights:

- In addition to citing financial and time constraints as the top reasons for not taking overnight, out-of-town trips, Canadians who did not travel also cited a general lack of interest in travel.
- Although a few Canadians mentioned fears about health issues or terrorism at the destination as reasons for not taking overnight trips, these issues are much less important to Canadians than they are to Americans.

## DESTINATIONS VISITED

DESTINATION	Canadian travellers in 2004-05	% of total travellers (20.9 mil)	Canadian travellers in last 10 years	% of total travellers (20.9 mil)
U.S.	10,292,835	49%	14,316,890	69%
<b>CANADA (NET)</b>	<b>19,594,105</b>	<b>94%</b>	<b>20,150,951</b>	<b>97%</b>
Newfoundland & Labrador	901,739	4%	1,861,539	9%
Prince Edward Island	1,452,838	7%	3,672,920	18%
New Brunswick	2,397,134	11%	4,766,015	23%
Nova Scotia	2,576,708	12%	5,099,651	24%
Quebec	7,951,183	38%	10,590,509	51%
<b>Ontario</b>	<b>10,855,552</b>	<b>52%</b>	<b>13,317,695</b>	<b>64%</b>
Manitoba	1,886,878	9%	3,460,452	17%
Saskatchewan	2,339,226	11%	3,914,517	19%
Alberta	5,232,837	25%	7,676,426	37%
<b>British Columbia</b>	<b>6,122,235</b>	<b>29%</b>	<b>8,776,019</b>	<b>42%</b>
Yukon	214,527	1%	674,577	3%
Northwest Territories	143,927	1%	466,595	2%
Nunavut	64,156	0%	165,935	1%
MEXICO	2,422,605	12%	4,848,291	23%
SOUTH/CENTRAL AMERICA	964,942	5%	1,944,678	9%
THE CARIBBEAN	3,088,832	15%	5,242,042	25%
EUROPE (incl. UK&RUSSIA)	3,163,604	15%	6,279,693	30%
ASIA	1,145,012	5%	2,185,759	10%
AUSTRALIA/NEW ZEALAND/AFRICA	1,145,012	5%	1,591,284	8%

Note: Numbers and percentages do not sum to 100% because travellers visit more than one place.

### Highlights:

- Over the last ten years and in the most recent two-year period, Canada and the U.S. dominated Canadians' choices of travel destinations.

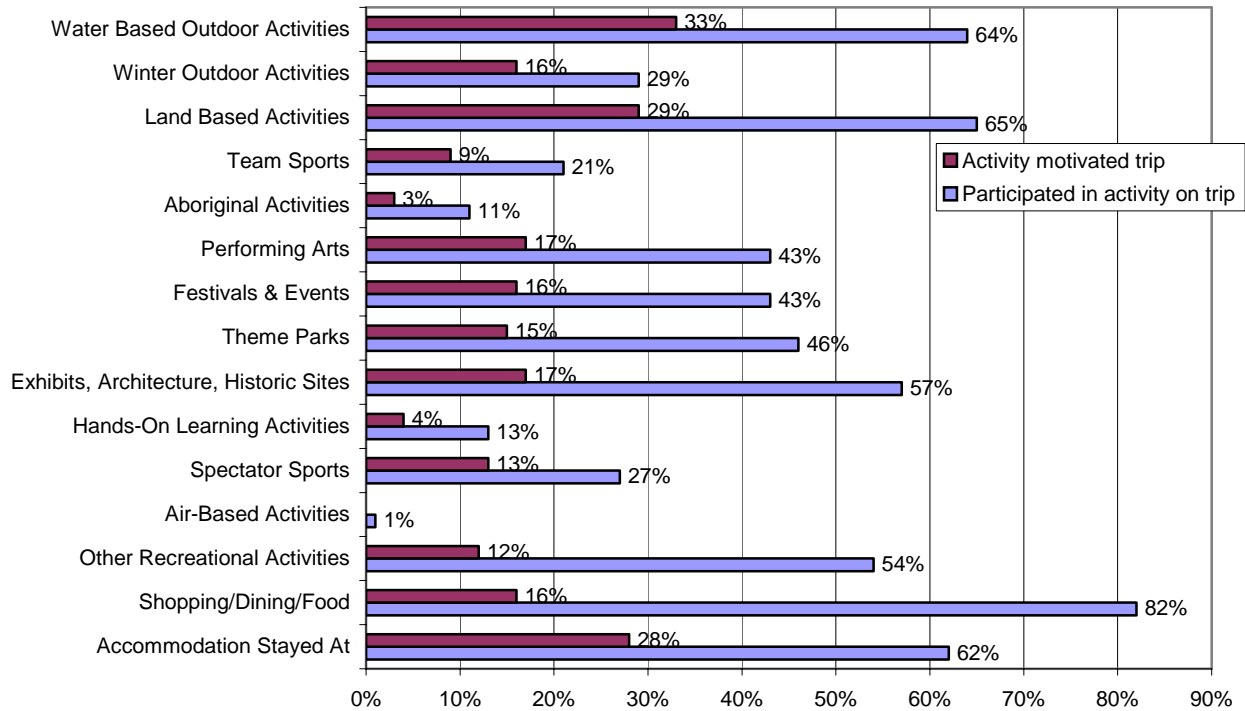
## ACTIVITY PARTICIPATION WHILE ON OVERNIGHT TRIPS AND IMPORTANCE OF ACTIVITIES AS TRIP MOTIVATORS

### Highlights for All Activity Tables:

- Only 23 activities, of the 194 activities contained in the TAMS questionnaire, were the main trip motivator for at least one pleasure trip for 50% or more Canadian travellers who had participated in those activities on trips. These Canadians accounted for 32% of the total travellers. This suggests that Canadians are not motivated by single activities to take overnight trips and most activities are not primary trip motivators.
- 32% of Canadian travellers did not mention any activity as the main reason for taking any of their trips, either because single activities do not act as trip-motivators for many travellers or because of non-response to this question. Given the low non-response rates to the other questions in the survey, this high percentage most likely signifies that for a large portion of Canadian travellers, single activities do not act as trip-motivators.
- Activities that were top trip motivators (some of the trips that included these activities) were:
  - Big game hunting
    - 76% of the Canadian travellers who participated in big game hunting indicated that some of their trips were motivated by this activity (800,000; 3.9% of all travellers went on at least one trip that included big game hunting).
  - Snowmobiling - as an overnight touring trip
    - 73% of the Canadian travellers who participated in an overnight snowmobile touring trip indicated that some of their trips were motivated by this activity (345,000; 1.7% of all travellers went on at least one trip that included overnight snowmobile touring).
  - Golfing - package golf tour to play on various courses (73%)
    - 73% of the Canadian travellers who participated in a package golf tour indicated that some of their trips were motivated by this activity (420,000; 2.0% of all travellers went on at least one trip that included a package golf tour).
  - Motorcycling as an overnight touring trip
    - 73% of the Canadian travellers who participated in an overnight motorcycling touring trip indicated that some of their trips were motivated by this activity (320,000; 1.5% of all travellers went on at least one overnight motorcycling touring trip).
- Winter outdoor activities, as a group, had the highest ratio of trips motivated by these activities to total trips containing these activities (56%).
- Dining at restaurants that offer local ingredients and recipes, shopping for clothing, shoes or jewellery, shopping for books and music, strolling around a city to observe its buildings and architecture, and sunbathing on a beach are the most popular single activities for overnight Canadian travellers.

- Although Canadians enjoy shopping and dining when they travel, they tend to list other activities as the primary reason for their travel. Dining was the main reason for taking trips of one or more nights in only 7% of all the trips that had dining as an activity. Similarly, in only 10% of the trips that had shopping as an activity, shopping was the main reason for the trip.

### Activities Participated on Overnight Trips in 2004-05



<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b>	<b>Canadian Travellers</b>	<b>% of total travellers (20.9 mil)</b>	<b>% of travellers for whom this activity motivated some of their trips</b>
<b>WATER-BASED OUTDOOR ACTIVITIES (NET)</b>	<b>13,329,390</b>	<b>64%</b>	<b>33%</b>
Fishing - fresh water	4,227,732	20%	10%
Fishing - salt water	856,001	4%	1%
Fishing - trophy fishing	149,808	1%	0%
Kayaking or canoeing – freshwater	2,334,205	11%	4%
Kayaking or canoeing – ocean	783,552	4%	1%
Kite surfing	56,797	0%	*
Motor boating	3,614,404	17%	4%
Parasailing	272,164	1%	*
Sailing	888,368	4%	1%
Scuba diving in lakes / rivers	157,993	1%	*
Scuba diving in sea / ocean	553,464	3%	1%
Snorkeling in lakes or rivers	488,099	2%	*
Snorkeling in sea / ocean	2,052,088	10%	1%
Sunbathing or sitting on a beach	8,142,936	39%	17%
Swimming in lakes	7,031,678	34%	9%
Swimming in oceans	5,687,633	27%	8%
Water skiing	1,096,068	5%	1%
White water rafting	541,446	3%	1%
Wind surfing	230,457	1%	*

\* Small sample size, number has been suppressed

\* Small sample size, number has been suppressed

<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b>	<b>Canadian Travellers</b>	<b>% of total travellers</b>	<b>% of travellers for whom this activity motivated some of their trips</b>
<b>WINTER OUTDOOR ACTIVITIES (NET)</b>	<b>6,085,321</b>	<b>29%</b>	<b>16%</b>
Dog sledding	184,704	1%	*
Ice fishing	1,084,909	5%	3%
Ice-skating	2,069,668	10%	2%
Cross country skiing	1,207,659	6%	2%
Cross/back country skiing as an overnight touring trip	229,888	1%	1%
Downhill skiing	2,449,910	12%	8%
Heli-skiing	48,096	0%	*
Ski touring	19,133	0%	*
Snowboarding	849,586	4%	2%
Snowmobiling - day use on organized trail	919,654	4%	2%
Snowmobiling - as an overnight touring trip	344,618	2%	1%
Snowshoeing	856,315	4%	1%

<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b>	<b>Canadian travellers</b>	<b>% of total travellers</b>	<b>% of travellers for whom this activity</b>
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			motivated some of their trips
<b>LAND-BASED ACTIVITIES (NET)</b>	<b>13,626,681</b>	<b>65%</b>	<b>29%</b>
All terrain vehicle - used one on a same day excursion	1,547,718	7%	2%
All terrain vehicle - used one as part of an overnight touring trip	433,132	2%	1%
Bungee jumping	76,521	0%	*
Climbing - Ice climbing	42,365	0%	*
Climbing - Rock climbing	333,799	2%	*
Climbing - Mountain climbing / trekking	640,969	3%	1%
Cycling - same day excursion	2,225,414	11%	3%
Cycling - mountain biking	823,915	4%	1%
Cycling as an overnight touring trip	284,507	1%	1%
Fitness - Working out in a fitness centre	1,955,600	9%	1%
Fitness - Jogging or exercising outdoors	2,272,089	11%	1%
Golfing - played an occasional game	3,220,747	15%	3%
Golfing - played during a stay at a golf resort	880,157	4%	2%
Golfing - package golf tour to play on various courses	419,627	2%	1%
Hiking- same day excursion while on overnight trip	4,798,694	23%	5%
Hiking in wilderness with overnight camping	1,495,369	7%	4%
Horseback - Same day horseback riding excursion	959,042	5%	1%
Horseback - Travel by horse with overnight stops	82,028	0%	*
Hunting big game	804,577	4%	3%
Hunting small game	447,351	2%	1%
Hunting birds	320,145	2%	1%
In-line / roller blading	597,062	3%	*
Mini-golf	2,515,967	12%	1%
Motorcycling - day excursion while on an overnight trip	493,633	2%	1%
Motorcycling as an overnight touring trip	318,789	2%	1%
Skateboarding	129,668	1%	*
Visited national, provincial, state nature park	6,042,579	29%	11%
Viewing northern lights	1,169,453	6%	1%
Wildflowers / flora viewing	2,071,873	10%	2%
Wildlife viewing - Bird watching	2,002,635	10%	2%
Wildlife viewing – Whale watching & other marine life	2,210,519	11%	3%
Wildlife viewing - Watching land based animals	2,755,110	13%	2%

\* Small sample size, number has been suppressed

<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b>	<b>Canadian Travellers</b>	<b>% of total travellers</b>	<b>% of travellers for whom this activity motivated some of their trips</b>
<b>TEAM SPORTS (NET)</b>	<b>4,470,437</b>	<b>21%</b>	<b>9%</b>
Badminton	406,913	2%	*
Baseball or softball	622,801	3%	2%
Basketball	332,169	2%	1%
Beach volleyball	752,617	4%	*
Board games	1,302,339	6%	*
Bowling	780,299	4%	1%
Curling	310,469	1%	1%
Football	234,452	1%	*
Ice hockey	1,067,214	5%	3%
Paintball	173,834	1%	*
Soccer	521,388	2%	1%
Squash	69,935	0%	*
Tennis	536,128	3%	*
Volleyball	517,121	2%	1%
<b>ABORIGINAL ACTIVITIES (NET)</b>	<b>2,307,397</b>	<b>11%</b>	<b>3%</b>
Aboriginal cultural experiences in a remote or rural setting where you stayed for one or more nights	561,439	3%	1%
Aboriginal heritage attractions (e.g., museums, interpretive centres)	1,494,562	7%	1%
Aboriginal festivals and events (e.g., pow wows)	539,903	3%	1%
Aboriginal cuisine (tasted or sampled)	666,069	3%	1%
Aboriginal arts and crafts shows	985,903	5%	1%
Aboriginal outdoor adventure or sports	232,168	1%	*

\* Small sample size, number has been suppressed

<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b>	<b>Canadian Travellers</b>	<b>% of total travellers</b>	<b>% of travellers for whom this activity motivated some of their trips</b>
<b>PERFORMING ARTS (NET)</b>	<b>8,990,382</b>	<b>43%</b>	<b>17%</b>
Ballet or other dance performances	1,211,842	6%	2%
Classical or symphony concert	1,220,638	6%	2%
Country / western music concerts	1,091,660	5%	2%
Free outdoor performance (e.g., theatre, concert) in a park setting	3,459,990	17%	3%
Jazz concert	836,958	4%	1%
Live theatre	3,379,641	16%	5%
Live theatre with dinner	1,620,839	8%	3%
Opera	475,488	2%	1%
Rock & roll / popular concert	2,603,760	12%	6%
Stand-up comedy clubs & other variety shows	1,923,512	9%	2%
Circus	745,056	4%	1%
<b>FESTIVALS &amp; EVENTS (NET)</b>	<b>9,038,556</b>	<b>43%</b>	<b>16%</b>
Carnivals	1,398,090	7%	2%
International film festivals	364,586	2%	*
Literary festivals or events	230,435	1%	*
Music festivals	1,474,137	7%	3%
Theatre festivals	468,130	2%	1%
Farmers' markets or country fairs	3,993,031	19%	4%
Exhibition or fairs	2,377,239	11%	4%
Religious festivals	1,009,997	5%	2%
Food / drink festivals	1,108,066	5%	1%
Ethnic festivals	873,789	4%	1%
Western theme events such as rodeos	721,775	3%	1%
Gay pride parades	208,437	1%	*
Firework displays	3,199,274	15%	3%
Hot air balloon festivals	329,639	2%	1%
Comedy festivals	365,892	2%	1%

\* Small sample size, number has been suppressed

<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b>	<b>Canadian travellers</b>	<b>% of total travellers</b>	<b>% of travellers for whom this activity motivated some of their trips</b>
<b>THEME PARKS (NET)</b>	<b>9,560,111</b>	<b>46%</b>	<b>15%</b>
Amusement park	4,351,196	21%	8%
Aquariums	2,709,382	13%	2%
Botanical gardens	2,924,380	14%	3%
Garden theme park	1,391,850	7%	1%
Musical attractions	1,006,384	5%	1%
Movie theme park	717,410	3%	1%
Planetarium	635,053	3%	1%
Science & technology theme park	1,364,885	7%	1%
Water theme park	2,143,717	10%	3%
Wax museums	723,670	3%	*
Zoos	3,385,129	16%	4%
Entertainment farms (corn maze, petting zoo)	1,316,428	6%	1%
<b>EXHIBITS, ARCHTECTURE, HISTORIC SITES (NET)</b>	<b>11,872,008</b>	<b>57%</b>	<b>17%</b>
Art galleries	3,859,904	18%	3%
Historical replicas of cities/towns with historic re-enactments	2,088,517	10%	3%
Museums - children's museums	742,963	4%	1%
Museums - general history or heritage museums	4,672,996	22%	4%
Museums - science or technology museums	2,053,030	10%	2%
Museums - military / war museums	1,876,757	9%	2%
Paleontological / archaeological sites	1,408,621	7%	2%
Strolling around a city to observe its buildings & architecture	8,189,397	39%	8%
Well known historic sites or buildings	5,993,006	29%	6%
Other historic sites monuments and buildings	4,883,247	23%	4%
Well known natural "wonders"	4,787,535	23%	6%
<b>HANDS-ON LEARNING ACTIVITIES (NET)</b>	<b>2,706,304</b>	<b>13%</b>	<b>4%</b>
Archaeological digs	195,991	1%	*
Cooking / wine tasting courses	722,214	3%	1%
Courses to learn another language	397,865	2%	1%
Curatorial tours	264,154	1%	*
Harvesting and / or other farm operations	581,763	3%	1%
Historical re-enactments (as an actor)	93,787	0%	*
Interpretive program at a historic site or park	956,456	5%	1%
Wilderness skills courses	302,044	1%	1%

\* Small sample size, number has been suppressed

<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b>	<b>Canadian travellers</b>	<b>% of total travellers</b>	<b>% of travellers for whom this activity motivated some of their trips</b>
<b>SPECTATOR SPORTS (NET)</b>	<b>5,622,487</b>	<b>27%</b>	<b>13%</b>
Amateur sports tournaments/competitions	2,214,321	11%	5%
Amateur tournaments and competitions other than sports	280,155	1%	1%
Auto races	823,836	4%	2%
Professional baseball games	1,068,523	5%	2%
Professional basketball games	292,808	1%	*
Professional figure skating	159,262	1%	*
Professional football games	675,948	3%	2%
Professional golf tournaments	197,555	1%	0%
Professional ice hockey games	1,891,263	9%	4%
Professional soccer games	217,450	1%	*
Horse races	570,741	3%	1%
Equine (horse) competitions	250,396	1%	*
Curling bonspiel	332,309	2%	1%
National/international sporting events, e.g., the Olympics games	198,609	1%	1%
<b>AIR-BASED ACTIVITIES (NET)</b>	<b>233,124</b>	<b>1%</b>	<b>*</b>
Hang gliding	61,643	0%	*
Hot air ballooning	88,458	0%	*
Parachuting	102,289	0%	*
<b>OTHER RECREATIONAL ACTIVITIES (NET)</b>	<b>11,276,432</b>	<b>54%</b>	<b>12%</b>
Day visit to a health and wellness spa	1,956,601	9%	3%
Photography	3,079,455	15%	2%
Recreational dancing	1,392,207	7%	1%
Went to casino(s)	5,218,740	25%	6%
Went to the movies / cinema	5,691,695	27%	4%
Went to lmax movie theatres	2,350,757	11%	2%

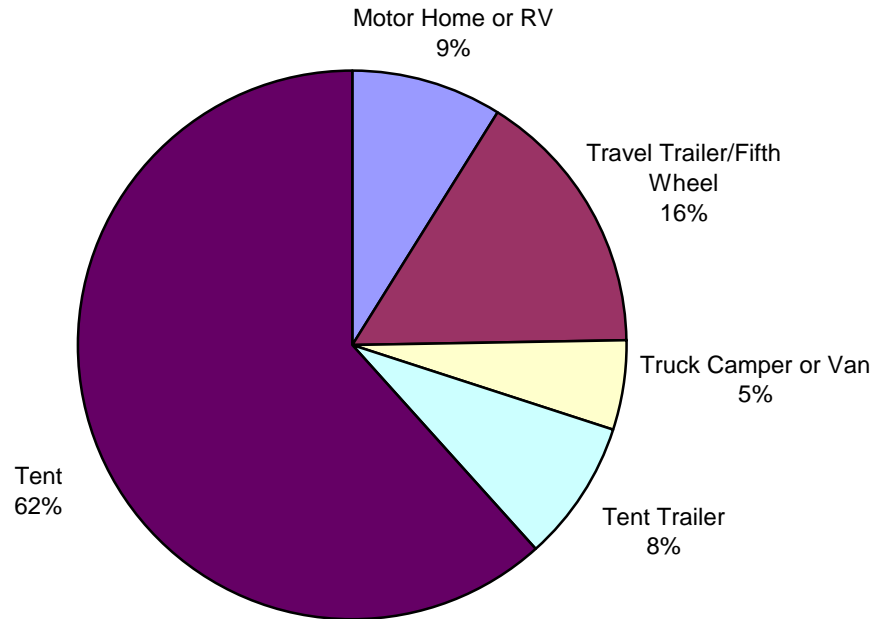
\* Small sample size, number has been suppressed

<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b>	<b>Canadian travellers</b>	<b>% of total travellers</b>	<b>% of travellers for whom this activity motivated some of their trips</b>
<b>SHOPPING/DINING/FOOD (NET)</b>	<b>17,156,612</b>	<b>82%</b>	<b>16%</b>
Dining at restaurants offering local ingredients & recipes	11,649,615	56%	5%
Dining at high-end restaurants of international reputation	3,533,111	17%	2%
Dining at other high-end restaurants	5,523,823	26%	3%
Dining at a farm	1,020,534	5%	1%
Shop/browse - bookstores or music stores	8,461,762	41%	3%
Shop/browse - antiques	4,807,123	23%	2%
Shop/browse - gourmet foods in retail stores	3,584,737	17%	1%
Shop/browse - local arts & crafts studios/exhibits	7,596,491	36%	3%
Shop/browse - clothing, shoes and jewelry	11,617,048	56%	7%
Shop/browse - greenhouse or garden centre	3,412,007	16%	2%
Went to local outdoor cafes	7,875,158	38%	3%
Went to wineries for day visits and tasting	3,348,679	16%	3%
Went to breweries for day visits and tasting	1,215,443	6%	1%
Went to fruit picking at farms or open fields	2,265,787	11%	2%
Visited food processing plants such as cheese factory	1,322,035	6%	1%
<b>ACCOMODATION-RELATED ACTIVITIES (NET) - STAYED AT:</b>	<b>12,973,660</b>	<b>62%</b>	<b>28%</b>
Lakeside / riverside resort	4,469,793	21%	7%
Ski resort or mountain resort	2,728,761	13%	5%
Seaside resort	4,070,225	19%	7%
Remote or fly-in wilderness lodge	315,928	2%	1%
Remote or fly-in wilderness outpost	118,812	1%	*
Wilderness lodge you can drive to by car	1,132,204	5%	2%
Cooking school	73,197	0%	*
Wine tasting school	68,317	0%	*
Country inn or resort because it had a gourmet restaurant on the premises	1,010,462	5%	2%
Health spa	1,166,301	6%	2%
Farm or guest ranch	604,846	3%	1%
On a houseboat	299,876	1%	1%
A public campground in a nature park	5,206,549	25%	11%
A private campground	3,744,979	18%	6%
A camp site in a wilderness setting (not a campground)	1,698,239	8%	4%
A motor home or RV while traveling or touring (not a camping trip)	926,331	4%	1%

\* Small sample size, number has been suppressed

## SHELTER USED ON CAMPING TRIPS

Type of Shelter Most Often Used on Camping Trips  
During 2004-05



### Highlights:

- Of the 8 million adult Canadians (39% of all travellers) who went camping in 2004-05, 63% used a tent as the type of shelter most often used. Travel trailer/fifth wheeler was the second most popular camping shelter accounting for 15% of Canadian campers.

## TOURS

TYPES OF TOURS TAKEN IN 2004-2005	Number	% of total travellers (20.9 mil)
An organized or guided group tour where you stayed for one or more nights at different locations	2,063,036	10%
An organized or guided group tour where you stayed for one or more nights at a single location (e.g., casino, spa, etc.)	1,589,148	8%
An organized or guided group tour excursion of less than one day's duration (a same day tour) while on a trip of one or more nights	4,408,180	21%
A self-guided (i.e., not part of an organized group tour) same day tour excursion while on a trip of one or more nights	5,782,546	28%
A self-guided tour (i.e., not part of an organized group tour) on which you stayed in different places for one or more nights	3,562,615	17%
An unspecified type of same day tour	620,078	3%
None of the above	6,762,769	32%
Not stated	3,219,172	15%
"WHERE DID YOU GO ON THESE SAME DAY TOURS IN 2004-2005?"	Number	% of total travellers
Around the countryside - scenic drives	4,449,719	21%
Around the city	4,650,819	22%
As a pilot or passenger of airplane or helicopter	378,339	2%
On the water (sightseeing cruise)	2,566,262	12%
To a winery / wineries	1,118,284	5%
To a factory / factories	530,344	3%
To a casino	1,310,783	6%
Wilderness / outdoor tour	2,573,217	12%
Some other type of tour	1,946,253	9%
Not stated	3,219,172	15%

### Highlights:

- In 2004-2005, 7.7 million adult Canadians (37% of Canadian travellers) took a same-day tour, either self-guided or organized, while on an overnight trip. "Around the city" and "Around the country-side" were the most popular types of same-day tours (22% & 21% respectively).
- Self-guided tours were of equal importance to organized or guided tours.



## CRUISES

Types of Overnight Cruises in 2004-2005	Number	% of total travellers (20.9 mil)
<b>OCEAN CRUISE (NET)</b>	<b>1,766,334</b>	<b>8%</b>
Ocean cruise - Alaska	339,398	2%
Ocean cruise - Caribbean	1,067,451	5%
Ocean cruise - other	653,167	3%
<b>LAKE/RIVER CRUISES (NET)</b>	<b>901,512</b>	<b>4%</b>
Great Lakes cruise	156,212	1%
Cruise on the St. Lawrence River	393,742	2%
Cruise on another lake or river	470,315	2%
<b>SUBMARINE CRUISE</b>	<b>26,310</b>	<b>0%</b>
<b>SOME OTHER TYPE OF CRUISE</b>	<b>324,241</b>	<b>2%</b>
<b>DID NOT TAKE A CRUISE</b>	<b>14,257,051</b>	<b>68%</b>
<b>NOT STATED</b>	<b>3,894,263</b>	<b>19%</b>

### Highlights:

- Approximately 13% of adult Canadian travellers took a cruise in 2004-2005.
- Though Caribbean cruises are by far the most popular types of cruises, the combined lake/ river cruise market (4%) was almost as large as the Caribbean cruise market (5%) and was larger than the Alaska cruise market (2%).

## BUSINESS TRAVEL

### Incidence of Business or Job-related Travel

TYPES OF BUSINESS OR JOB-RELATED TRAVEL IN 2004-2005	Number	% of total travellers (20.9 mil)
<b>TOOK ANY TYPE OF BUSINESS TRIP (NET)</b>	<b>6,852,514</b>	<b>33%</b>
Business meetings	3,373,303	16%
Trade shows	1,353,856	6%
Business conventions	1,392,803	7%
Conferences or seminars	2,904,920	14%
Employer-paid training	2,077,599	10%
Some other business reason	2,403,354	12%
<b>I HAVE NOT TAKEN ANY OUT-OF-TOWN JOB-RELATED OVERNIGHT TRIPS</b>	<b>11,874,030</b>	<b>57%</b>
<b>NOT STATED</b>	<b>2,148,765</b>	<b>10%</b>

### Highlights:

- One third (33%) of adult Canadian travellers took at least one overnight business trip, travelling almost as often to attend conferences or seminars as to attend business meetings.

## INCENTIVE TRAVEL

<b>“Has your employer provided you with a fully paid, overnight vacation as a reward?”</b>	<b>Number (000s)</b>	<b>% of total travellers (20.9 mil)</b>
Yes	1,779,766	9%
No	12,629,315	60%
Don't have an employer	4,737,611	23%
Did not take pleasure or vacation trips	929,015	4%
Not stated	799,602	4%

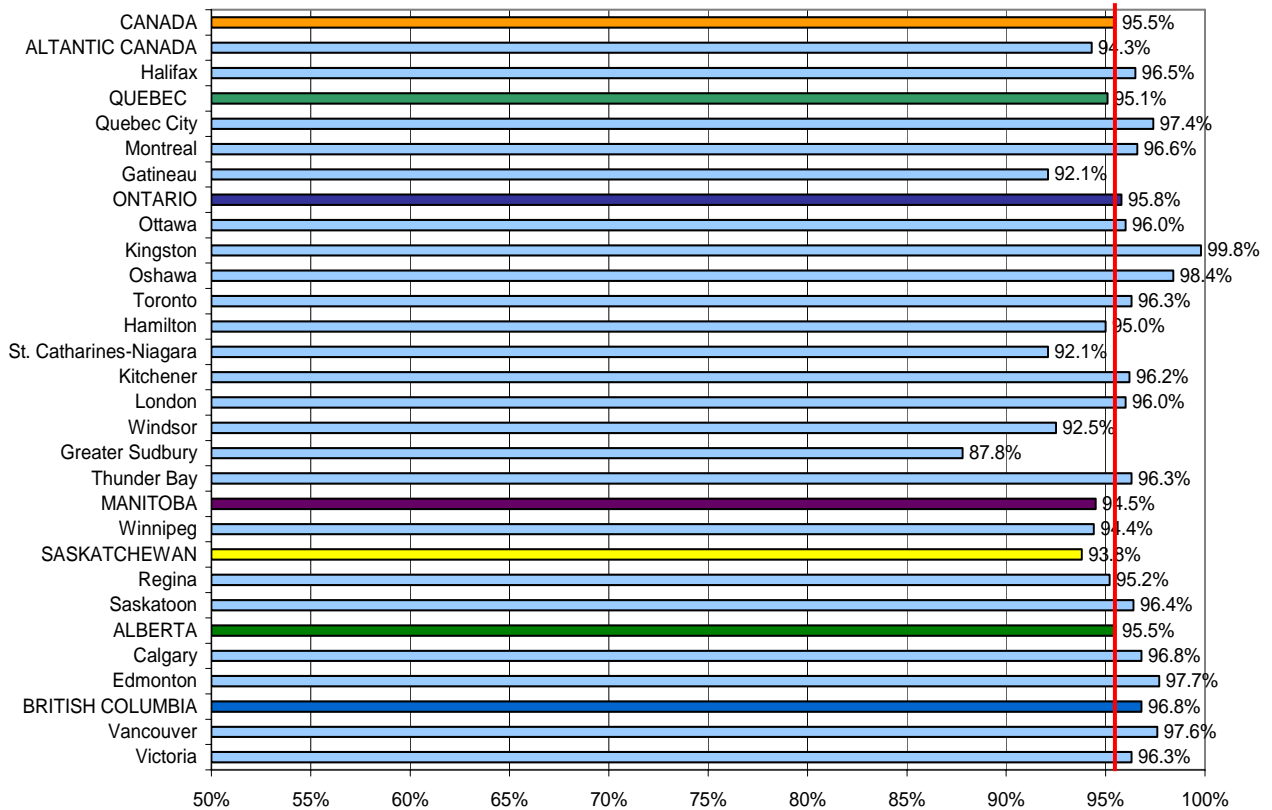
### Highlights:

- 9% of Canadian travellers received as a reward an overnight vacation planned and paid by their employers.
- In the bullet point above, if one excludes those who did not answer the question as well as the Canadians who did not have an employer and those who did not take vacation trips, then this percentage climbs to 12%. In other words, 12% of the Canadian travellers who answered this question, had an employer and took pleasure or vacation trips in 2004-05, received an overnight vacation planned and paid by their employer as a reward.

# PLEASURE OR VACATION TRAVEL

## Incidence of Overnight Pleasure or Vacation Travel

Canadian travellers who took pleasure trips one or more nights in 2004-05 - By Place of Residence  
As a % of total travellers



### Highlights:

- Of the 20.9 million Canadians who took overnight trips, 96% (19.9 million) travelled for pleasure or vacations.
- The incidence of pleasure travel among Canadian travellers varied across the country with Kingston having the highest incidence and Sudbury the lowest.

## NUMBER OF PLEASURE OR VACATION TRIPS

NUMBER OF OVERNIGHT PLEASURE OR VACATION TRIPS IN 2004-2005	Number	% of total travellers (20.9 mil)
None	929,015	4%
One	2,045,112	10%
Two	2,909,147	14%
Three	2,402,158	12%
Four	1,985,390	10%
Five or more	9,097,702	44%
Not Stated	1,506,786	7%
Average	4.5	-

### Highlights:

- Although 4% of adult Canadian travellers did not take any overnight pleasure or vacation trip in the past 2 years (they took only business related trips), almost 44% had taken 5 or more trips.
- On average, adult Canadians travellers took 4.5 overnight pleasure or vacation trips during 2004-5.

## PLACES VISITED DURING PLEASURE OR VACATION TRIPS

SELECTED PLACES VISITED FOR OVERNIGHT PLEASURE OR VACATION TRIPS IN 2004-2005	Number	% of pleasure travellers (19.9 mil)
<b>Canada</b>	<b>17,421,379</b>	<b>87%</b>
Newfoundland & Labrador	681,741	3%
Prince Edward Island	1,215,525	6%
Nova Scotia	1,861,384	9%
New Brunswick	1,883,347	9%
Quebec	6,373,323	32%
Ontario	8,898,941	45%
Manitoba	1,246,773	6%
Saskatchewan	1,624,315	8%
Alberta	3,978,593	20%
<b>British Columbia</b>	<b>5,022,967</b>	<b>25%</b>
Yukon	143,985	1%
Northwest Territories	87,000	0%
Nunavut	25,149	0%
<b>The United States</b>	<b>8,789,612</b>	<b>44%</b>
Arizona	565,693	3%
California	1,541,016	8%
Florida	2,403,693	12%
Hawaii	497,448	2%
Maine	668,430	3%
Massachusetts	573,536	3%
Michigan	780,929	4%
Nevada	1,014,615	5%
New York State	2,228,649	11%
Ohio	430,935	2%
Oregon	421,770	2%
Pennsylvania	477,562	2%
Vermont	413,124	2%
Washington State	1,041,650	5%
<b>Other Countries/Regions</b>	<b>6,817,514</b>	<b>34%</b>
Mexico	2,014,544	10%
South / Central America	733,113	4%
The Caribbean	2,616,197	13%
Europe (Inc. UK & Russia)	2,533,218	13%
Asia	874,926	4%
Australia/New Zealand/Africa	445,744	2%

### Highlights:

- Of the 19.9 million adult Canadians who took one or more overnight pleasure or vacation trips, 87% travelled domestically, 44% visited the United States, and 34% visited other countries.
- Although Hawaii is the second most appealing destination to Canadians (see pg 46), it only received 2% of Canadian pleasure travellers.

## NUMBER OF OVERNIGHT TRIPS TO SPECIFIC DESTINATIONS

NUMBER OF OVERNIGHT PLEASURE TRIPS TAKEN IN 2004-2005 TO SPECIFIC DESTINATIONS - SELECTED STATES, PROVINCES AND COUNTRIES						
DESTINATION OF OVERNIGHT PLEASURE TRIP	Number of Overnight Pleasure Trips					
	TOTAL	1	2	3+	Not Stated	Average
<b>NOVA SCOTIA</b>	2,099,390	1,039,379	310,067	475,031	274,913	2
As % of pleasure travellers to destination		50%	15%	23%	13%	
<b>QUEBEC</b>	6,611,329	2,140,040	1,321,753	2,736,877	412,659	2.5
As % of pleasure travellers to destination		32%	20%	41%	6%	
<b>ONTARIO</b>	9,136,949	2,349,240	1,949,706	4,379,934	458,069	3.6
As % of pleasure travellers to destination		26%	21%	48%	5%	-
<b>MANITOBA</b>	1,484,780	587,292	219,774	412,770	264,944	2.2
As % of pleasure travellers to destination		40%	15%	28%	18%	
<b>SASKATCHEWAN</b>	1,862,321	747,638	304,113	537,445	273,125	2.2
As % of pleasure travellers to destination		40%	16%	29%	15%	
<b>ALBERTA</b>	4,216,600	1,592,662	814,234	1,466,435	343,269	2.3
As % of pleasure travellers to destination		38%	19%	35%	8%	
<b>BRITISH COLUMBIA</b>	<b>5,260,973</b>	<b>1,853,278</b>	<b>984,358</b>	<b>2,071,631</b>	<b>351,706</b>	<b>2.5</b>
As % of pleasure travellers to destination		<b>35%</b>	<b>19%</b>	<b>39%</b>	<b>7%</b>	
<b>FLORIDA</b>	2,641,700	1,486,402	575,127	286,675	293,496	1.6
As % of pleasure travellers to destination		56%	22%	11%	11%	
<b>NEW YORK STATE</b>	2,466,654	1,344,267	387,291	426,801	308,295	1.8
As % of pleasure travellers to destination		54%	16%		12%	107%
<b>CALIFORNIA</b>	1,779,023	1,097,510	261,174	165,351	254,988	1.5
As % of pleasure travellers to destination		<b>62%</b>	<b>15%</b>	<b>9%</b>	<b>14%</b>	
	<b>TOTAL</b>	<b>1</b>	<b>2+</b>	<b>Not Stated</b>	<b>Average</b>	
<b>NEVADA</b>	1,252,622	758,148	233,910	260,564	1.5	
As % of pleasure travellers to destination		61%	19%	21%		
<b>MEXICO</b>	2,252,550	1,536,348	456,681	259,521	1.5	
As % of pleasure travellers to destination		68%	20%	12%		
<b>SOUTH / CENTRAL AMERICA</b>	971,119	538,760	167,681	264,678	1.5	
As % of pleasure travellers to destination		55%	17%	27%		
<b>THE CARIBBEAN</b>	2,854,203	1,763,182	796,523	294,498	1.6	
As % of pleasure travellers to destination		62%	28%	10%		
<b>EUROPE (Including U.K. &amp; RUSSIA)</b>	2,771,226	1,661,338	842,167	267,721	1.7	
As % of pleasure travellers to destination		60%	30%	10%		

### Highlights:

- As expected, the number of trips to Canadian destinations that Canadians take for pleasure or vacation is higher than the number of trips they take to foreign destinations.
- Ontario, Quebec and British Columbia had the highest proportion of frequent pleasure travellers.

## NUMBER OF OVERNIGHT TRIPS BY BRITISH COLUMBIANS TO SPECIFIC DESTINATIONS

NUMBER OF OVERNIGHT PLEASURE TRIPS TAKEN IN 2004-2005 TO SPECIFIC DESTINATIONS - SELECTED STATES, PROVINCES AND COUNTRIES						
DESTINATION OF OVERNIGHT PLEASURE TRIP	Number of Overnight Pleasure Trips					
	TOTAL	1	2	3+	Not Stated	Average
<b>NOVA SCOTIA</b>	121,071	81,382	12,422	2,736	24,531	1.2
As % of pleasure travellers to destination		67%	10%	2%	20%	
<b>QUEBEC</b>	235,336	154,469	25,786	30,015	25,066	1.6
As % of pleasure travellers to destination		66%	11%	13%	11%	
<b>ONTARIO</b>	461,457	228,141	108,159	93,296	31,861	2
As % of pleasure travellers to destination		49%	23%	20%	7%	-
<b>MANITOBA</b>	183,646	109,722	28,297	19,223	26,404	1.5
As % of pleasure travellers to destination		60%	15%	10%	14%	
<b>SASKATCHEWAN</b>	241,935	144,712	39,938	31,488	25,797	1.6
As % of pleasure travellers to destination		60%	17%	13%	11%	
<b>ALBERTA</b>	1,010,821	446,369	281,942	234,204	48,306	2
As % of pleasure travellers to destination		44%	28%	23%	5%	
<b>BRITISH COLUMBIA</b>	<b>2,177,603</b>	<b>415,330</b>	<b>354,586</b>	<b>1,316,994</b>	<b>90,693</b>	<b>3.1</b>
As % of pleasure travellers to destination		<b>19%</b>	<b>16%</b>	<b>60%</b>	<b>4%</b>	
<b>FLORIDA</b>	150,827	102,209	10,734	14,798	23,086	1.4
As % of pleasure travellers to destination		68%	7%	10%	15%	
<b>NEW YORK STATE</b>	122,792	80,632	9,974	9,101	23,085	1.4
As % of pleasure travellers to destination		66%	8%	7%	19%	
<b>CALIFORNIA</b>	607,648	372,644	114,671	90,410	29,923	1.7
As % of pleasure travellers to destination		61%	19%	15%	5%	
	<b>TOTAL</b>	<b>1</b>	<b>2+</b>	<b>Not Stated</b>	<b>Average</b>	
<b>NEVADA</b>	268,360	168,347	73,905	26,108	1.6	
As % of pleasure travellers to destination		63%	28%	10%		
<b>MEXICO</b>	513,309	386,165	100,615	26,529	1.4	
As % of pleasure travellers to destination		75%	20%	5%		
<b>SOUTH / CENTRAL AMERICA</b>	104,109	67,684	13,804	22,621	1.3	
As % of pleasure travellers to destination	100%	65%	13%	22%		
<b>THE CARIBBEAN</b>	212,945	159,574	30,348	23,023	1.3	
As % of pleasure travellers to destination		75%	14%	11%		
<b>EUROPE (Including U.K. &amp; RUSSIA)</b>	392,896	262,033	105,540	25,323	1.6	
As % of pleasure travellers to destination		67%	27%	6%		

### Highlights:

- More British Columbian residents travelled within British Columbia than outside of the province to other destinations in 2004-05 (2.1 million).
- Only half as many BC residents travelled to Alberta in 2004-05 (1.0 million).
- 60% of British Columbians went on 3 or more overnight pleasure trips within BC in 2004-05.



## NUMBER OF OVERNIGHT TRIPS BY ALBERTA RESIDENTS TO SPECIFIC DESTINATIONS

NUMBER OF OVERNIGHT PLEASURE TRIPS TAKEN IN 2004-2005 TO SPECIFIC DESTINATIONS - SELECTED STATES, PROVINCES AND COUNTRIES						
DESTINATION OF OVERNIGHT PLEASURE TRIP	Number of Overnight Pleasure Trips					
	TOTAL	1	2	3+	Not Stated	Average
<b>NOVA SCOTIA</b>	141,123	95,722	12,031	8,154	25,216	1.3
As % of pleasure travellers to destination		68%	9%	6%	18%	
<b>QUEBEC</b>	153,397	95,005	23,749	9,787	24,856	1.4
As % of pleasure travellers to destination		62%	15%	6%	16%	
<b>ONTARIO</b>	406,539	198,883	114,291	62,367	30,998	1.9
As % of pleasure travellers to destination		49%	28%	15%	8%	
<b>MANITOBA</b>	192,439	97,719	38,935	29,441	26,344	1.8
As % of pleasure travellers to destination		51%	20%	15%	14%	
<b>SASKATCHEWAN</b>	531,102	229,210	129,672	141,544	30,676	2.1
As % of pleasure travellers to destination		43%	24%	27%	6%	
<b>ALBERTA</b>	1,474,746	274,074	208,147	910,753	81,772	3.1
As % of pleasure travellers to destination		19%	14%	62%	6%	
<b>BRITISH COLUMBIA</b>	<b>1,283,615</b>	<b>401,430</b>	<b>323,483</b>	<b>520,842</b>	<b>37,860</b>	<b>2.5</b>
As % of pleasure travellers to destination		<b>31%</b>	<b>25%</b>	<b>41%</b>	<b>3%</b>	
<b>FLORIDA</b>	141,947	94,887	11,931	11,207	23,922	1.4
As % of pleasure travellers to destination		67%	8%	8%	17%	
<b>NEW YORK STATE</b>	93,374	55,212	5,709	8,891	23,562	1.5
As % of pleasure travellers to destination		59%	6%	10%	25%	
<b>CALIFORNIA</b>	264,424	170,346	50,197	18,957	24,924	1.4
As % of pleasure travellers to destination		64%	19%	7%	9%	
	<b>TOTAL</b>	<b>1</b>	<b>2+</b>	<b>Not Stated</b>	<b>Average</b>	
<b>NEVADA</b>	216,745	131,992	59,699	25,054		1.6
As % of pleasure travellers to destination		61%	28%	12%		
<b>MEXICO</b>	353,030	258,436	68,658	25,936		1.4
As % of pleasure travellers to destination		73%	19%	7%		
<b>SOUTH / CENTRAL AMERICA</b>	82,328	44,477	13,398	24,453		1.5
As % of pleasure travellers to destination		54%	16%	30%		
<b>THE CARIBBEAN</b>	212,261	143,205	42,670	26,386		1.5
As % of pleasure travellers to destination		67%	20%	12%		
<b>EUROPE (Including U.K. &amp; RUSSIA)</b>	211,485	131,731	54,931	24,823		1.6
As % of pleasure travellers to destination		62%	26%	12%		

### Highlights:

- More Albertans travelled within Alberta than outside of the province to other destinations in 2004-05 (1.5 million).
- Almost as many Albertans travelled to British Columbia in 2004-05 (1.3 million).
- Of the 1.3 million who travelled to BC, 31% took one overnight pleasure trip while an additional 66% completed 2 or more.

## NUMBER OF OVERNIGHT TRIPS BY ONTARIO RESIDENTS TO SPECIFIC DESTINATIONS

NUMBER OF OVERNIGHT PLEASURE TRIPS TAKEN IN 2004-2005 TO SPECIFIC DESTINATIONS - SELECTED STATES, PROVINCES AND COUNTRIES						
DESTINATION OF OVERNIGHT PLEASURE TRIP	Number of Overnight Pleasure Trips					
	TOTAL	1	2	3+	Not Stated	Average
<b>NOVA SCOTIA</b>	737,473	450,211	109,638	79,871	97,753	1.5
As % of pleasure travellers to destination		61%	15%	11%	13%	
<b>QUEBEC</b>	2,165,638	1,071,035	491,806	469,710	133,087	1.9
As % of pleasure travellers to destination		49%	23%	22%	6%	
<b>ONTARIO</b>	5,917,850	888,771	1,136,252	3,650,759	242,068	4.3
As % of pleasure travellers to destination		15%	19%	62%	4%	-
<b>MANITOBA</b>	403,743	185,002	43,116	79,448	96,177	1.9
As % of pleasure travellers to destination		46%	11%	20%	24%	
<b>SASKATCHEWAN</b>	292,609	145,221	30,382	21,622	95,384	1.5
As % of pleasure travellers to destination		50%	10%	7%	33%	
<b>ALBERTA</b>	728,341	435,892	113,826	84,038	94,585	1.6
As % of pleasure travellers to destination		60%	16%	12%	13%	
<b>BRITISH COLUMBIA</b>	1,005,322	602,199	168,283	131,052	103,788	1.6
As % of pleasure travellers to destination		60%	17%	13%	10%	
<b>FLORIDA</b>	1,471,100	794,598	373,239	185,118	118,145	1.7
As % of pleasure travellers to destination		54%	25%	13%	8%	
<b>NEW YORK STATE</b>	1,488,063	804,571	249,825	287,196	146,471	1.8
As % of pleasure travellers to destination		54%	17%	19%	10%	
<b>CALIFORNIA</b>	506,926	315,014	70,054	31,857	90,001	1.4
As % of pleasure travellers to destination		62%	14%	6%	18%	
	<b>TOTAL</b>	<b>1</b>	<b>2+</b>	<b>Not Stated</b>	<b>Average</b>	
<b>NEVADA</b>	457,358	286,372	71,956	99,030	1.4	
As % of pleasure travellers to destination		63%	16%	22%		
<b>MEXICO</b>	836,106	555,511	180,119	100,476	1.5	
As % of pleasure travellers to destination		66%	22%	12%		
<b>SOUTH / CENTRAL AMERICA</b>	418,646	248,160	61,392	109,094	1.4	
As % of pleasure travellers to destination		59%	15%	26%		
<b>THE CARIBBEAN</b>	1,370,712	833,699	411,114	125,899	1.7	
As % of pleasure travellers to destination		61%	30%	9%		
<b>EUROPE (Including U.K. &amp; RUSSIA)</b>	1,295,684	767,139	420,913	107,632	1.7	
As % of pleasure travellers to destination		59%	32%	8%		

### Highlights:

- More Ontarians travelled within Ontario than outside of the province to other destinations in 2004-05 (6 million).
- 1 million Ontarians took at least 1 overnight pleasure trip to British Columbia in 2004-05. Of those, 30% made at least 2 or more overnight pleasure trips.

## NUMBER OF OVERNIGHT TRIPS TO NORTH/SOUTH ONTARIO

NUMBER OF OVERNIGHT PLEASURE TRIPS TAKEN IN 2004-2005 TO SOUTHERN AND NORTHERN ONTARIO					
DESTINATION OF OVERNIGHT PLEASURE TRIP	Number of Overnight Pleasure Trips				
	1	2	3+	Not Stated	Average
SOUTHERN ONTARIO	2,236,883	1,710,226	3,273,702	431,458	2.6
As % of pleasure travellers to destination	29%	22%	43%	6%	
NORTHERN ONTARIO	1,005,255	655,737	1,094,818	431,458	2.4
As % of pleasure travellers to destination	32%	21%	34%	14%	

### Highlights:

- Among adult Canadians who visited Ontario for pleasure or vacation and answered this question, 86% visited Southern Ontario and 33% visited Northern Ontario.
- The average number of pleasure trips is slightly higher for Southern Ontario than it is for Northern Ontario.

## TRIP PLANNING

### Involvement with Planning

INVOLVEMENT WITH THE PLANNING OF OVERNIGHT PLEASURE TRIPS IN 2004-2005	Number	% of pleasure travellers (19.9 mil)
<b>FREQUENCY OF INVOLVEMENT</b>		
All of the trips	12,335,077	62%
Most of the trips	3,003,239	15%
Some of the trips	2,055,297	10%
None of the trips	1,874,717	9%
Not stated	677,965	3%
Travellers who are involved (in at least some trips)	17,393,613	87%
<b>MAIN PERSON RESPONSIBLE FOR THE PLANNING</b>		
	Number	% of travellers who are involved in planning (17.4 mil)
Yourself	6,965,233	40%
Your spouse or partner	2,686,826	15%
Someone else in household	396,392	2%
Shared responsibility involving yourself and another household member	5,499,440	32%
Shared responsibility involving other members of your household, but not yourself	81,124	0%
Someone else in household	997,556	6%
Not stated	1,474,846	8%

### Highlights:

- The majority (62%) of adult Canadian pleasure travellers got personally involved in planning all overnight, out-of-town pleasure or vacation trips. About one-quarter was involved with planning of some of these trips and only 9% did not get involved at all.
- Of those who were involved with planning at least some of their overnight pleasure trips, 40% were the main person responsible for planning the trips, while their spouse/partner was the main planner in 15% of the cases.

## INFORMATION SOURCES

INFORMATION SOURCES USED TO PLAN OVERNIGHT PLEASURE TRIPS IN 2004-2005	Number	% of travellers who are involved in planning (17.4 mil)
A travel agent	5,928,408	34%
An internet website	11,320,446	65%
An electronic newsletter or magazine received by e-mail	732,027	4%
An auto club such as AAA	3,069,296	18%
Articles in newspapers/magazines	3,614,796	21%
Advertisements in newspapers/magazines	2,469,646	14%
Visitor information centres	4,050,322	23%
Travel guide books such as Fodor's or Michelin	2,350,751	14%
Advice of friends or relatives/word-of-mouth	8,862,553	51%
Visits to trade, travel or sportsmen's shows	528,988	3%
Programs on television	1,297,478	7%
Advertisements on television	882,423	5%
Travel information received in the mail	1,534,184	9%
Past experience/been there before	8,674,514	50%
Maps	5,659,173	33%
Official travel guides or brochures from state/provincial/national organizations	4,477,065	26%
None of the above	1,023,220	6%
Not stated	117,414	1%

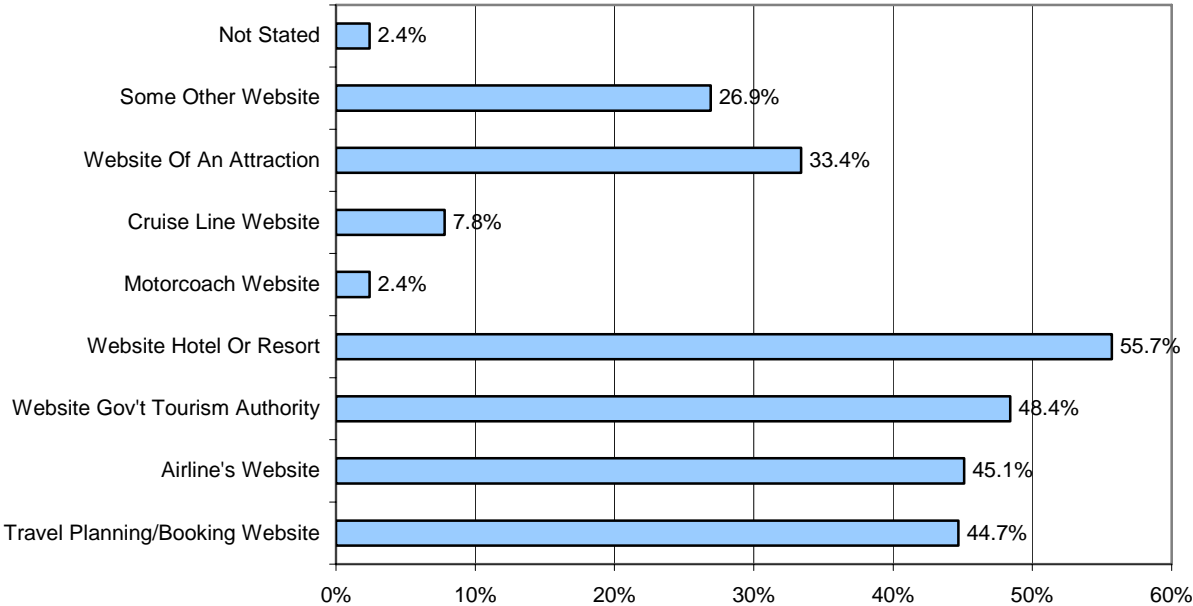
### Highlights:

- The majority of adult Canadians who were involved in planning their overnight pleasure trips used the Internet as a source of information.
- Although the Internet was an important source of information, people were as important. More than 80% of Canadians who were involved in the planning of their pleasure trips used the advice of their friends/relatives, their own past experience, or a travel agent.
- About a quarter (24%) of the adult Canadians who were involved in trip-planning used advertising (in newspapers, on TV or in publications received by mail) as a source of information for planning overnight pleasure trips.

# TYPES OF WEBSITES USED

## Types of websites used in 2004-05 to plan trips of one or more nights

Canadian travellers who used the internet to plan their trips=11.4 mil



### Highlights:

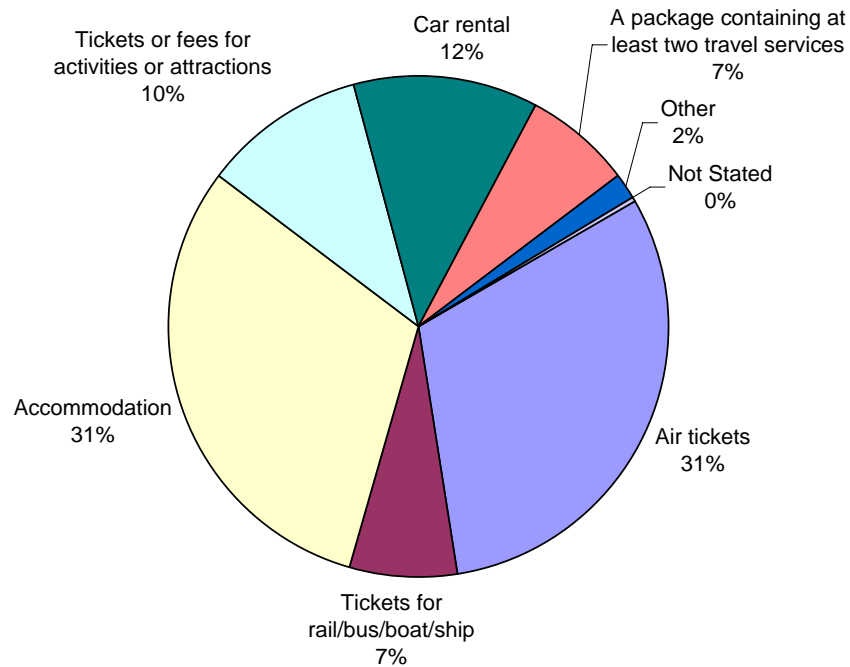
- When planning overnight pleasure trips, the majority of Canadian travellers use the website of a hotel or resort (56%). Nearly half of all Canadian travellers who used the internet to plan trips use the website of a country's, state's, province's or city's tourism authority (48%).

## BOOKING ON THE INTERNET

“Were any parts of the pleasure or vacation trips of one or more nights you took during the past 2 years actually booked over the Internet either by you or by someone else in your travel party or household?”	Number	% of total pleasure travellers (19.9 mil)
YES	7,294,570	37%
NO	5,236,187	26%
DON'T KNOW/NOT SURE	429,654	2%
NOT STATED	709,608	4%

### Types of travel services purchased over the Internet for trips of one or more nights

Among those who use the Internet to purchase travel services = 7.3 mil



### Highlights:

- Slightly over one-third of Canadian pleasure travellers purchased travel services over the Internet (substantially lower than their American counterparts).
- Of those who purchased travel services over the Internet (7.3 million), most purchased accommodation services and air tickets (31% for both). Purchasing tickets over the Internet for other modes of public transport was not common (7%).

## PURCHASES OF TRAVEL PACKAGES

NUMBER OF OVERNIGHT PLEASURE TRIPS OVER THE LAST 2 YEARS IN WHICH A TRAVEL PACKAGE WAS PURCHASED	Number	% of total pleasure travellers (19.9 mil)
MOST OR ALL OF THEM	1,421,115	7%
ONE, OR SOME OF THEM	4,775,114	24%
NONE OF THEM	12,430,566	62%
NOT STATED	1,319,499	7%

“If you were to purchase a travel package, what types of travel services would you like included?”	Number	% of total pleasure travellers (19.9 mil)
TRANSPORTATION TO THE DESTINATION	14,411,036	72%
TRANSPORTATION WHILE AT THE DESTINATION	9,932,714	50%
ACCOMMODATION	16,229,258	81%
FOOD OR BEVERAGES	10,419,192	52%
TICKETS OR FEES FOR SPECIFIC ACTIVITIES OR ATTRACTIONS (Theatres, Museums, Art Galleries, Amusement Parks, etc)	9,006,718	45%
SOME OTHER SERVICE(S)	2,333,960	12%
NOT STATED	1,436,828	7%

### Highlights:

- The majority (62%) of Canadian pleasure travellers did not purchase travel packages for overnight pleasure or vacation trips.
- Only 7% of Canadian travellers buy travel packages for most or all of their pleasure trips and one-quarter of all Canadian pleasure travellers have purchased a travel package for at least one of their overnight pleasure trips.
- If Canadian pleasure travellers were to purchase a travel package the kind of services they would like included are: transportation to and at the destination, accommodation, food and beverage and tickets to activities and attractions.



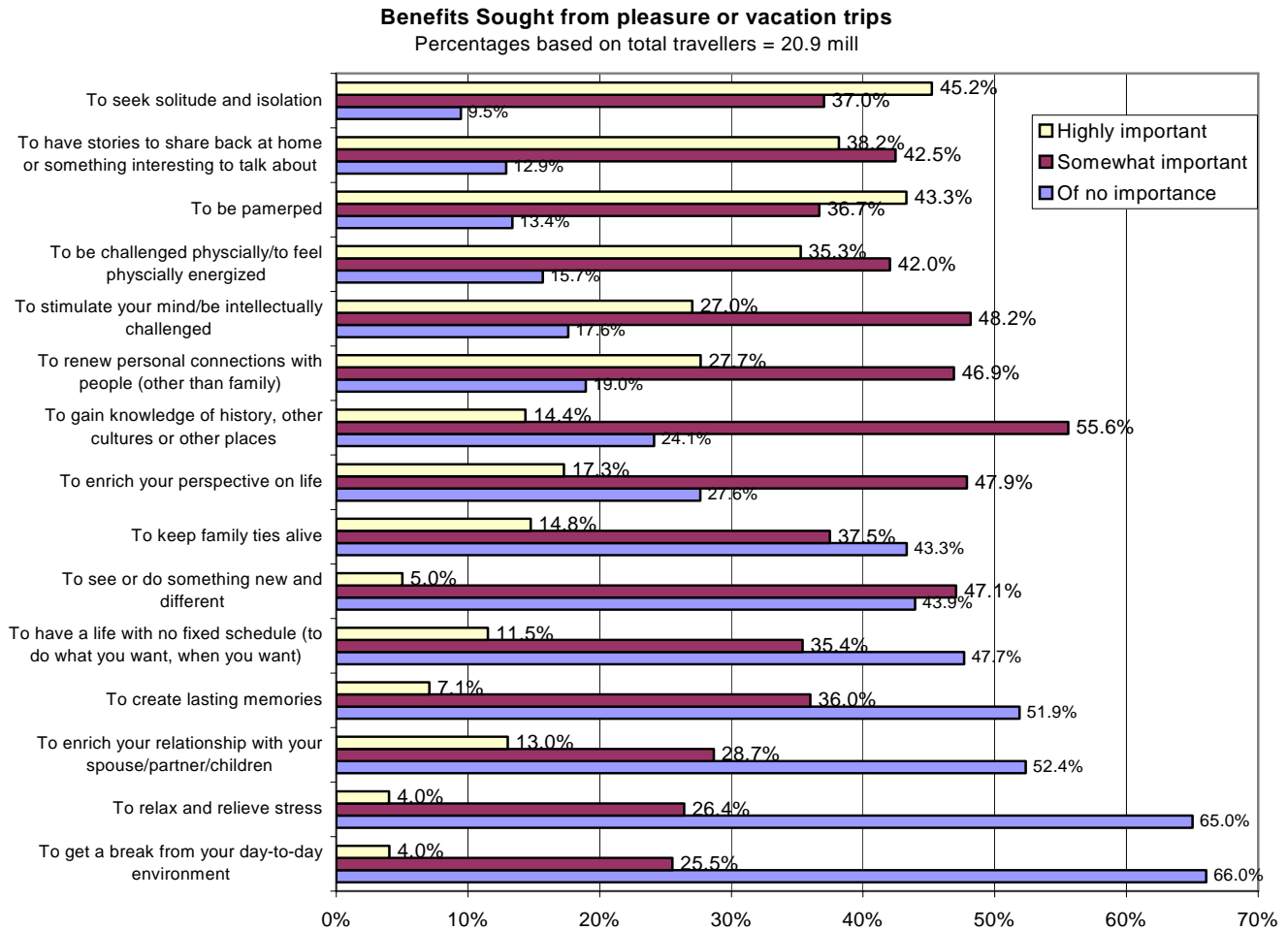
## DECISION-MAKING PROCESS: DESTINATION OR EXPERIENCE?

TOOK THIS TYPE OF TRIP IN 2004-2005	SUMMER VACATION TRIPS		WINTER VACATION TRIPS	
	Number	% of Pleasure Travellers	Number	% of Pleasure Travellers
Yes	17,232,065	86%	12,764,500	64%
No	2,313,779	12%	6,737,700	34%
Not Stated	400,450	2%	444,094	2%
“Apart from any cost or budgetary considerations, what did you consider <u>first</u> when planning this type of trip?”	Number	% of Travellers with Summer Trips	Number	% of Travellers with Winter Trips
Started with a desired destination in mind	7,535,897	44%	5,655,127	44%
Started by considering certain specific activities you wanted to do (shop, hike, golf, visit amusement park, etc.)	2,121,946	12%	1,818,866	14%
Started with the idea of a certain type of vacation experience (family vacation, romance, socializing with friends, etc.)	3,695,108	21%	2,265,922	18%
Looked for packaged deals without considering specific destinations, activities or travel experiences	219,508	1%	377,138	3%
Considered something else first	673,747	4%	540,964	4%
Don't know/not sure	533,811	3%	253,473	2%
Someone else planned the trip	806,366	5%	783,560	6%
Not stated	1,645,682	10%	1,069,451	8%

### Highlights:

- 86% of Canadian overnight pleasure travellers took at least one summer vacation in 2004-2005 and 64% took a winter vacation.
- The survey investigated the decision-making process of Canadians when planning trips and compared summer and winter trip planning processes.
- Regardless of whether they were planning summer or winter vacations, the majority of Canadian pleasure travellers started their planning process by considering first the destination they wanted to visit.

## BENEFITS SOUGHT FROM PLEASURE OR VACATION TRIPS



### Highlights:

- There are four categories of benefits that 50% or more of Canadian travellers seek when they take overnight pleasure or vacation trips:
  - To get a break from day-to-day environment
  - To relax and relieve stress
  - To enrich one's relationship with his/her partner/children
  - To create lasting memories

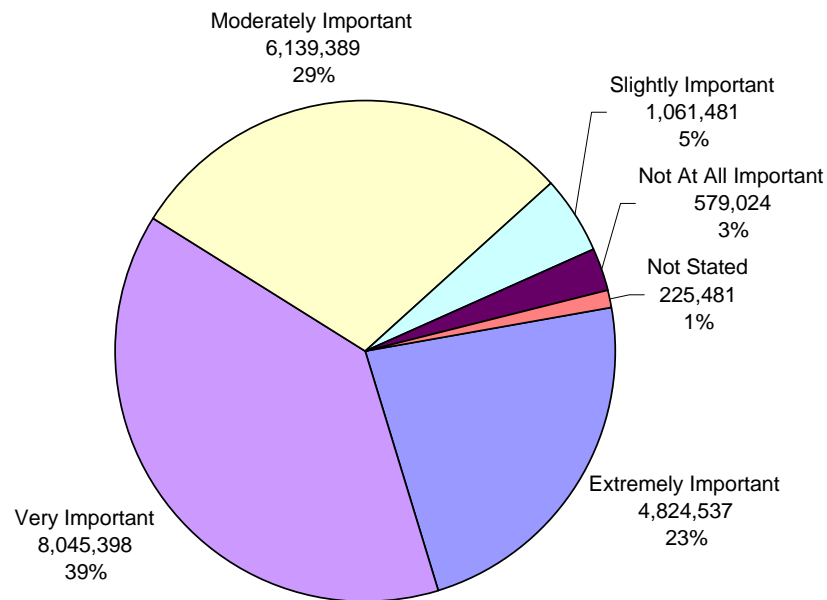
The top two benefits relate to the benefits of travel in relieving the impacts that stress, boredom or work loads have on individual mental health.

- Those who travel to relieve stress (i.e. to relax, to seek solitude, to have no fixed schedule & to get a break from the day-to-day environment) accounted for 82% of all Canadian travellers. Those who sought knowledge and mental stimulation accounted for 57% and those who sought to improve or maintain relationships accounted for 66%.

## THE IMPORTANCE OF THE CHOICE OF DESTINATION

*"For some people, the decision about which destination to choose for a pleasure trip is extremely important - as important as deciding how much to spend on a house or car. For others, the decision is not important at all. How important is the choice of destination to you?"*

Percentages based on total travellers = 20.9 mil



### Highlights:

- Almost two-thirds (62%) of Canadian travellers indicated that the choice of the destination for a pleasure or vacation trip is very or extremely important to them (at least as important as buying a house or car).

## IMPORTANT CONSIDERATIONS IN CHOOSING A DESTINATION

	Highly Important	Somewhat Important	Of No Importance
“How Important are each of the following conditions when choosing a destination for an overnight pleasure trip?”	Percentages based on total number of Canadian travellers = 20.9 million		
No health concerns at the destination	50%	38%	8%
Feeling safe at the destination	66%	28%	4%
Being familiar with the culture and language of the destination	14%	56%	27%
Being at a place that is very different, culturally, than yours	9%	47%	40%
Having friends or relatives living there	11%	27%	59%
Low cost package deals available for the destination	23%	50%	23%
Destination is disabled-person-friendly	6%	15%	73%
Lots of things for children to see/ do	17%	22%	56%
Lots of things for adults to see/do	38%	51%	7%
Information about the destination available on the internet	25%	43%	27%
Great shopping opportunities	12%	41%	43%
Availability of luxury accommodation	7%	26%	55%
Availability of mid-range accommodation	29%	50%	13%
Availability of budget accommodation	22%	44%	23%
Availability of camping	13%	24%	51%
Convenient access by car	43%	41%	11%
Direct access by air	29%	42%	22%
Convenient access by train/bus	13%	37%	39%
Not stated	1.0%		

### Highlights:

- The two considerations that were the most frequently rated as highly important by Canadian travellers were: feeling safe at the destination (66%) and having no health concerns at the destination (50%).
- Since some items in the above table refer to the same underlying consumer need (for example, “safety at the destination” and “no health concerns” are both about safety), we have grouped the responses as follows:
  - Conditions that relate to their comfort and safety at the destination – 83% of Canadian travellers rated these conditions as highly important
  - Conditions that relate to the costs of travelling to a destination – 62% rated those as highly important

## IMPRESSIONS AND RATINGS OF DESTINATIONS

### Appeal of a Destination

DESTINATION RATINGS ON A 10-POINT SCALE 1= Very Unappealing 10= Very Appealing	Very Appealing (scores of 8, 9 or 10)	Very Unappealing (scores of 1, 2 or 3)	No impression/ Can't Rate	Not Stated
	Percentages based on total number of Canadian travellers = 20.9 million			
Newfoundland & Labrador	33%	13%	15%	7%
Prince Edward Island	41%	7%	11%	6%
Nova Scotia	42%	7%	11%	6%
New Brunswick	32%	9%	11%	6%
Quebec	46%	13%	6%	5%
Ontario	46%	9%	4%	4%
Manitoba	12%	24%	14%	7%
Saskatchewan	12%	27%	14%	7%
Alberta	41%	9%	9%	6%
British Columbia	70%	3%	7%	5%
Yukon	26%	21%	18%	8%
Northwest Territories	20%	25%	19%	8%
New York State	33%	15%	10%	7%
Colorado	26%	15%	17%	8%
Florida	45%	12%	8%	6%
California	51%	8%	10%	7%
Hawaii	60%	6%	11%	7%
Arizona	34%	12%	15%	7%
Did not answer any parts of the question				1%

### Highlights:

- British Columbia is by far the most appealing of the destinations listed above for the majority of Canadian travellers with 70% rating British Columbia as a Very Appealing travel destination.
- For three out of the 12 Canadian jurisdictions, the proportion of Canadian travellers who rated them as very unappealing was greater than the proportion who rated them as very appealing travel destinations (Manitoba, Saskatchewan and Northwest Territories).
- Among the 18 destinations listed, British Columbia had the largest positive difference between the percentages of respondents who rated the province as very appealing compared to those that rated it as very unappealing.

## REASONS TO TRAVEL TO DESTINATION

DESTINATIONS	THERE ARE <b>MANY</b> GOOD REASONS TO TRAVEL TO THIS DESTINATION	THERE ARE <b>SOME</b> GOOD REASONS TO TRAVEL TO THIS DESTINATION	THERE ARE <b>NO</b> GOOD REASONS TO TRAVEL TO THIS DESTINATION	<b>Not Stated</b>
	Percentages based on total number of Canadian travellers = 20.9 million			
Newfoundland & Labrador	27%	45%	22%	6%
Prince Edward Island	32%	50%	13%	5%
Nova Scotia	32%	48%	14%	5%
New Brunswick	23%	53%	19%	5%
Quebec	41%	39%	16%	4%
Ontario	43%	43%	10%	4%
Manitoba	8%	45%	42%	6%
Saskatchewan	8%	42%	44%	6%
Alberta	34%	45%	15%	6%
British Columbia	64%	26%	5%	5%
Yukon	17%	40%	37%	7%
Northwest Territories	12%	38%	43%	7%
New York State	30%	45%	19%	6%
Colorado	19%	49%	25%	7%
Florida	40%	40%	14%	5%
California	46%	36%	11%	6%
Hawaii	54%	30%	10%	6%
Arizona	23%	48%	23%	7%
Did not answer any parts of the question				1%

### Highlights:

- A destination may be appealing but it may not provide travellers a lot of reasons to go there. Other destinations that are also appealing may be closer, safer or cheaper.
- British Columbia received the highest scores among Canadian travellers, surpassing again Hawaii.
- There are five destinations where the proportion of Canadian travellers that indicated that there were many good reasons to visit them is smaller than the proportion of travellers who found no good reasons to go there (Manitoba, Saskatchewan, Yukon, Northwest Territories and Colorado).

## ACTIVITY PARTICIPATION AT HOME

### Outdoor Activities

OUTDOOR ACTIVITIES PARTICIPATED IN FREQUENTLY OR OCCASIONALLY DURING A TYPICAL YEAR	% of total adult population (24.8 million)	% of travellers (20.9 million)
Canoeing or Kayaking	14%	16%
Camping	34%	38%
Cycling	40%	43%
Cross-Country Skiing	11%	12%
Downhill Skiing	14%	16%
Day Outing to a Park	62%	66%
Fishing	28%	30%
Golfing	25%	28%
Hiking	44%	47%
Horseback Riding	6%	7%
Hunting	8%	8%
Ice-Skating	26%	28%
Jogging	23%	24%
Picnicking	50%	52%
Rollerblading	13%	14%
Sailing or Other Boating	20%	23%
Skateboarding	2%	2%
Snowboarding	4%	5%
Snowmobiling	9%	10%
Swimming	55%	59%
Playing Racquet Sports	18%	19%
Playing Team Sports	21%	23%
Exercise Home/Fitness Club	59%	60%
Gardening	57%	59%
Riding an All-Terrain Vehicle	14%	14%

### Highlights:

- When not travelling, Canadian adults and travellers said that their preferred outdoor activities at home are outings to parks, swimming, exercising and gardening.
- In terms of all outdoor activities, travellers are more active than non-travellers.

## Entertainment Activities

ENTERTAINMENT ACTIVITIES PARTICIPATED IN FREQUENTLY OR OCCASIONALLY DURING A TYPICAL YEAR	% of total adult population (24.8 million)	% of travellers (20.9 million)
Amateur Sports Events	38%	41%
Art Galleries Or Art Shows	28%	31%
The Ballet	7%	7%
Bars with Live Pop/Rock Bands	25%	27%
Botanical Gardens	24%	25%
Classical Music Concerts	15%	16%
Dancing	28%	30%
Day Spas	12%	13%
Eat in Restaurants	88%	90%
Festivals or Fairs	57%	60%
Gamble In Casinos	17%	18%
Historic Site/Heritage Building	36%	39%
Jazz Clubs	7%	7%
Live Theatre	32%	34%
Museums	30%	32%
Operas	6%	6%
Pick-Your-Own Farm/Farm Market	40%	41%
Professional Sports Events	29%	31%
Rock Music Concerts	20%	22%
Rodeos	7%	8%
Amusement or Theme Parks	27%	28%
Zoos or Aquariums	29%	31%
Stay Hotel/B&B In your own city	9%	10%

### Highlights:

- When not travelling, Canadian adults and travellers say that their preferred entertainment activities at home are: eating in restaurants, attending festivals or fairs, going to amateur sports events and going to pick-your-own farms or farmers' markets.
- In all entertainment activities, travellers are more active than non-travellers.



## COTTAGE OR VACATION HOME OWNERSHIP AND LOCATION

<b>“Do you have access to a private cottage, cabin or vacation home on a regular basis? (owned by you, a friend or family member that you can use on a regular basis)”</b>	<b>% of travellers (20.9 million)</b>
Yes	32%
No	65%
Not Stated	3%
<b>“Where is this cottage, cabin or vacation home located?”</b>	<b>% of travellers (20.9 million)</b>
Your own province	28%
In some other Canadian province	5%
Outside Canada	3%
Not stated	3%

### Highlights:

- 32% of Canadian travellers (or 6.7 million people) have access to a cottage, cabin or vacation home.
- The majority (99.5%) of these cottages and vacation homes are in Canada, with 85% of them being located in the travellers’ own home province.
- Over half a million Canadian travellers (624,867 people) have cottages or vacation homes outside Canada.

## RECREATION VEHICLE OWNERSHIP

<b>“Do you or does someone else in your household, own...?”</b>	<b>% of travellers (20.9 million)</b>
A Motor Home, Camper Or RV	15%
A Snowmobile	10%
An All-Terrain Vehicle (ATV)	13%
A Motor Boat	17%
A Sailboat	3%
A Canoe Or Kayak	15%
None Of The Above	58%
Not Stated	4%

### Highlights:

- 15% of adult Canadian travellers own a motor home, camper or RV and 17% own a motor boat.
- More Canadian travellers own a motor home/RV, snowmobile, ATV, or canoe/kayak than engage in related activities while on a trip. However, in the case of sailboats and motor boats, fewer Canadians own them than use them on overnight trips.

## MEDIA HABITS

### Newspapers

<b>“Which of the following newspapers do you normally read in a typical week?”</b>	<b>% of travellers (20.9 mil)</b>
Daily Newspaper Weekday Edition	87%
Weekend Edition Of A Newspaper	87%
Local Community Newspaper	60%
Other Newspapers	17%
Don't Read The Newspaper	12%
Not Stated	0%
<b>“How often do you read the travel section of a daily newspaper?”</b>	<b>% of travellers (20.9 mil)</b>
Frequently	18%
Occasionally	27%
Rarely	26%
Never	16%
Not Stated	1%
<b>“How often do you read the travel section of a weekend edition of a newspaper?”</b>	<b>% of travellers (20.9 mil)</b>
Frequently	21%
Occasionally	25%
Rarely	24%
Never	16%
Not Stated	1%

#### Highlights:

- The vast majority of Canadian travellers (87%) read the weekday edition of a newspaper in a typical week and a similar percentage reads the weekend edition of a newspaper.
- 45% of Canadian travellers read the travel section of a daily newspaper frequently or occasionally and 46% read the weekend travel section with the same frequency.

## Magazines

“Which of the following magazines do you read in a typical month?”	% of travellers (20.9 million)
Automobile & Cycle Magazines (e.g. Motor Trends)	13%
Business, Finance & Investing (e.g., Forbes)	16%
Computer, Electronics & Technology	10%
Crafts, Antiques & Collectibles	13%
Entertainment & Music (e.g., People, TV Guide)	32%
Family & Parenting (e.g., Today’s Parent)	9%
Fashion & Beauty (e.g., Vogue)	23%
Food & Cooking (e.g., Gourmet)	26%
General Interest (e.g., Harper’s, Reader’s Digest)	30%
Health, Fitness, & Well Living	21%
Home & Garden	24%
Magazines About Your City (e.g., Chicago Magazine)	12%
News Magazine (e.g., Time, Newsweek)	23%
Outdoor Activities/Sports (e.g., Backpacker, Sail)	12%
Photography & Video	4%
Professional Sports(e.g., Sports Illustrated)	8%
Regional Magazines	8%
Science & Geography (e.g., National Geographic)	16%
Travel (e.g., Conde Nast)	11%
Other Magazines	28%
Don't read magazines in a typical month	12%
Not Stated	1%

### Highlights:

- Entertainment and music magazines, such as *People* and *TV Guide*, and general interest magazines such as Harper’s, enjoy the highest readership among Canadian travellers.
- Entertainment and Music (32%), General Interest (30%) and Food and Cooking (26%) are the top three types of magazines that Canadian travellers read regularly.
- Surprisingly, only 11% of Canadian travellers regularly read travel magazines such as *Conde Nast* and *Travel & Leisure*.

## Television

“Which of the following types of television programs do you normally watch?”	% of travellers (20.9 million)
Biography	42%
Cooking Shows	32%
Dramas	56%
History	42%
Home & Garden Shows	34%
Late Night Talk Shows	27%
Movies On TV	70%
Music/Music Video Shows/Channels	25%
News/Current Affairs	64%
Reality Shows	39%
Science & Nature Shows	43%
Science Fiction/Fantasy Shows	19%
Shopping Channels	5%
Situation Comedies	51%
Soap Operas/Daytime Dramas	23%
Sports/Sports Shows	43%
Travel Shows	30%
Other Television Shows	29%
Don't Normally Watch TV	3%
Not Stated	0%

### Highlights:

- In terms of television shows, movies on TV, news/current affairs, dramas, such as *Law & Order* and *The West Wing*, and situation comedies enjoy the biggest audiences among Canadian travellers.
- Movies on TV (70%); News/Current Affairs (64%) and Dramas (56%) are the most commonly watched types of television programs among Canadian travellers.
- Over a quarter of Canadians normally watch travel shows (30%).
- Only 3% of Canadian travellers reported that they do not watch TV on a regular basis.

## Radio

“Which of the following types of radio programs do you listen to?”	% of travellers (20.9 million)
All Sports	11%
Classical Music	17%
Country Music	24%
Jazz/Big Band	9%
Modern Rock/Alternative Rock	36%
Multicultural	8%
News/Talk/Information	38%
Oldies (50s, 60s, 70s, 80s)	35%
Soft Music/Adult Contemporary	25%
Top 40/Current Hits	24%
Some Other Program	16%
Don't Normally Listen To Radio	8%
Not Stated	1%
“Which of the following types of radio stations do you listen to?”	% of travellers (20.9 million)
Public Stations	48%
Commercial Stations	61%
Not Stated	5%

### Highlights:

- Almost all Canadian travellers listen to the radio on a regular basis, **which makes this medium very important from a marketing perspective.**
- Radio stations that broadcast news/talk/information were the most popular stations among Canadian travellers (38%).
- The majority of Canadian travellers listen to commercial radio stations (61%).

## INTERNET USE

<b>“Do you use the Internet as a source of information for personal use?”</b>	<b>% of travellers (20.9 million)</b>
Yes	81%
No	18%
Not Stated	1%
<b>“What types of websites do you normally visit for personal use?”</b>	<b>% of travellers (20.9 million)</b>
Entertainment	39%
Games	26%
Health	33%
House And Home	21%
Magazine Sites	13%
Network News Sites	27%
Newspaper Sites	24%
Shopping (All Types)	26%
Sites For Specific Interests	27%
Sports	21%
Travel	38%
Weather	43%
Other	31%
Not Stated	5%

### Highlights:

- 81% of Canadian travellers use the Internet as a source of information for personal use. Canadian travellers visit websites most frequently for information on weather (43%), on travel (38%), on health (33%) and on entertainment (39%).

## MEMBERSHIP IN ORGANIZATIONS AND PROGRAMS

“Are you a member of any of the following organizations or programs?”	% of travellers (20.9 million)
Automobile Club like CAA	38%
Sports Club	23%
Book/Reading Club	5%
Community Service Club	11%
Nature/Environment Club/Group	3%
Travel Club	2%
Hobby Club	5%
Frequent Flyer Program	25%
Hotel/Car Rent Loyalty Program	9%
Other	16%
None Of The Above	28%
Not Stated	4%

### Highlights:

- About a quarter of Canadian travellers belong to a frequent flyer program and 38% are members of an automobile club such as CAA.
- Slightly over a quarter of Canadian travellers do not belong to any of the organizations listed (28%).

## GENERAL ATTITUDES



<p><b>“Indicate the extent to which you feel the statements below apply to you” (On a 5-point scale)</b></p>	<p><b>Applies very much (scores of 4 or 5) As % of total travellers (20.9 million)</b></p>	<p><b>Applies very little (scores of 1 or 2) As % of total travellers (20.9 million)</b></p>
I prefer to visit undiscovered places before too many hotels and restaurants are built	28%	46%
I am actively involved in a regular, rigorous fitness program	21%	57%
I believe chance has little to do with success in life	33%	28%
I have much more energy than most people my age	33%	25%
I often buy new products before they come down in price	15%	61%
I make decisions quickly and easily	36%	27%
Did not answer any parts of the question	1%	

### Highlights:

- About one-third of Canadian travellers say: they make decisions quickly and easily (36%), have more energy than most people their age (33%), chance has little to do with success in life (33%) and they prefer to visit undiscovered places before the mass travel market moves in (28%). Some (15%) state that they buy products before they come down in price.
- Such individuals are considered to be leaders among consumers, and their decisions and discoveries of products, services and destinations influence other travellers.

## VACATIONS DAYS

AVAILABLE PAID VACATION DAYS IN 2005	% of travellers (20.9 million)	% of travellers (3.9 million)
0 - 4 days	10%	11%
5 - 9 days	2%	2%
10 - 14 days	9%	7%
15 - 19 days	10%	5%
20 or more days	20%	8%
Not stated	3%	3%
PAID VACATION DAYS TAKEN IN 2005	As % of paid employees who travelled in the past 2 years (11.0 million)	As % of paid employees who did not travel in the past 2 years (1.4 million)
Did not have any paid vacations	18%	28%
None	3%	8%
1 - 4 days	2%	3%
5 - 9 days	8%	9%
10 - 14 days	18%	18%
15 - 19 days	18%	12%
20 or more days	29%	16%
Not stated	4%	6%
PAID VACATION DAYS TAKEN & USED FOR OUT-OF-TOWN OVERNIGHT VACATION TRIPS	As % of paid employees who travelled in past 2 years & took paid vacation days in 2005 (8.3 million)	Not applicable
None	12%	
1 - 4 days	13%	
5 - 9 days	26%	
10 - 14 days	25%	
15 - 19 days	14%	
20 or more days	11%	
Not Stated	0%	

### Highlights:

- In 2005, 21% of all Canadian travellers had 14 or fewer days of paid vacations given to them by their employer in 2005, while 47% of them were not paid employees.
- Of Canadians who were entitled paid vacations, 38% used 14 or fewer of these days in 2005. Among those who used one or more days of their paid vacations in 2005, 12% did not use any days for travel and 39% used one to nine days for travel.

## DEMOGRAPHICS

### Age and Household income

AGE OF RESPONDENT	% of travellers (20.9 million)	% of non-travellers (3.9 million)
18-24	13%	9%
25-34	19%	12%
35-44	20%	18%
45-54	20%	18%
55-64	14%	15%
65 and over	14%	29%
Average Age	44.7 years	50.7 years
HOUSEHOLD INCOME	% of travellers (20.9 million)	% of non-travellers (3.9 million)
Under \$20,000	6%	21%
\$20,000 to \$39,999	15%	27%
\$40,000 to \$59,999	17%	15%
\$60,000 to \$79,999	15%	7%
\$80,000 to \$99,999	12%	4%
\$100,000 or more	22%	4%
Not Stated	13%	21%

### Highlights:

- Canadian travellers are younger than non-travellers (average age: 45 versus 51) and have almost double the household income of non-travellers (average household income: \$71,500 versus \$41,000).

## Occupation and Household Composition

<b>OCCUPATION/WORK STATUS</b>	<b>% of travellers (20.9 mil)</b>	<b>% of non-travellers (3.9 mil)</b>
Work 30 or more hours/week as paid employee	47%	31%
Work as paid employee but part-time (less than 30 hours/week)	5%	4%
Self-employed/ Unpaid worker at a family business	10%	8%
Going to school	7%	4%
Homemaker	5%	8%
Retired	18%	30%
Other	6%	13%
Not Stated	1%	1%
<b>HOUSEHOLD COMPOSITION ("DO YOU LIVE:")</b>	<b>% of travellers (20.9 mil)</b>	<b>% of non-travellers (3.9 mil)</b>
Alone	11%	20%
With spouse/partner and no children 17 years or younger	38%	31%
With spouse/partner and children 17 years or under	22%	17%
With spouse/partner and children 18 years and over but none under 17 years	8%	6%
With children and no spouse	7%	10%
With someone other than spouse/partner or child	14%	14%
Not stated	1%	2%

### Highlights:

- Compared to travellers, a higher proportion of Canadian non-travellers are retired and a lower proportion have full-time, paid employment.
- The vast majority of Canadian travellers live with a spouse or partner and about one-quarter of them have children under the age of 18. On the other hand, more Canadian non-travellers live alone or with children but no spouse/partner.

## Respondent's Place of Birth

<b>RESPONDENT'S PLACE OF BIRTH</b>	<b>% of travellers (20.9 million)</b>	<b>% of non-travellers (3.9 million)</b>
Canada	80%	74%
US/Western Europe/Australia/New Zealand	7%	5%
Asia (Toronto, Vancouver CMAs)	4%	6%
Other (Toronto, Vancouver CMAs)	4%	6%
Asia/Other (rest of Canada)	5%	8%
Not Stated	0%	0%
<b>"In what year did you first come to Canada to live permanently?"</b>	<b>% of travellers who were born outside Canada (4.2 million)</b>	<b>% of non-travellers who were born outside Canada (1.0 million)</b>
1996-2006	24%	28%
1981-1995	26%	27%
1966-1980	28%	21%
1965 or earlier	21%	23%
Not Stated	1%	1%

### Highlights:

- 80% of Canadian travellers were born in Canada, compared to 74% of Canadian non-travellers.
- The arrival to Canada of the Canadian travellers who were born outside the country seems to be fairly evenly distributed throughout the decades, while for the non-travellers this arrival seems to be more concentrated in the years after 1980 – a factor that may also be contributing to their status as non-travellers.

**Parent’s Place of Birth**

Country of birth	% of travellers (20.9 million)		% of non-travellers (3.9 million)	
	Mother	Father	Mother	Father
Canada	64%	62%	68%	66%
Outside Canada	35%	36%	32%	33%
Not Stated	1%	2%	0%	1%

**Highlights:**

- About one-third of the parents of travellers and non-travellers were born outside Canada, with travellers having a slightly higher incidence of having one or both of their parents born outside the country.

**Education**

<b>LEVEL OF EDUCATION COMPLETED</b>	<b>% of travellers (20.9 million)</b>	<b>% of non-travellers (3.9 million)</b>
Less than high school	11%	35%
High school diploma	27%	30%
Some post-secondary	11%	7%
Post-secondary diploma or certificate	21%	14%
University degree	29%	12%
Not stated	1%	2%

**Highlights:**

- Canadian travellers are significantly more educated than Canadian non-travellers, with 29% of Canadian travellers having a university degree.