



RESEARCH SERVICES

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

Extreme Skiing 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, 0.3% (567,211) of adult Americans participated in extreme skiing activities while on an out-of-town, overnight trip of one or more nights. Cross-country or back-country skiing as an overnight touring trip (0.2%) was the most popular extreme skiing activity, followed by heli-skiing (0.1%) and ski touring (0.1%). The majority of those who went extreme skiing (60.2% or 341,549) stated this activity was the main reason for taking at least one trip in the past two years.

Extreme Skiers tend to be male, single and 18 to 34 years of age. This segment is very affluent with above-average education (30.3% with post-graduate degree) and household incomes (\$94,788). They are over-represented in Alaska and the Pacific, Mountain, and New England regions of the United States.

Extreme Skiers are frequent travelers and were much more likely than the average U.S. Pleasure Traveler to have taken a trip to Canada (37.9% versus 14.6%). The most common destinations were Ontario, British Columbia and Quebec; however Extreme Skiers are considerably over-represented among U.S. Pleasure Travelers to all Canadian provinces and territories.

Extreme Skiers were much more likely than the average U.S. Pleasure Traveler to have participated in a broad range of outdoor activities while on trips. They were particularly likely to have participated in strenuous outdoor activities such as cross-country skiing and snowshoeing, extreme air sports, 'board & blade' activities (e.g., ice skating, skateboarding), sailing and surfing, and downhill skiing and snowboarding. They were also much more likely than the average U.S. Pleasure Traveler to have stayed at a remote or fly-in wilderness lodge or outpost. They pursued culture and entertainment activities while on trips with the same enthusiasm as they pursued outdoor activities, with exceptionally high participation in a broad range of cultural activities and sporting events. Not surprisingly, Extreme Skiers seek vacation destinations that allow them to be physically energized and that offer many opportunities to learn and to enrich their lives.

Most Extreme Skiers use the Internet for trip planning (81.3%) and have booked at least part of a trip online (66.2%) in the past two years. This segment can be targeted most effectively through both traditional travel media and specialty magazines (e.g., photography and video, city lifestyle, outdoor activity & sports, business & finance).

Travel Activity and Motivation Survey (TAMS)

The TAMS survey examines the recreational activities and travel habits of Canadians and Americans. The survey examines out-of-town, travel behaviour of one or more nights over the past two years and provides detailed information on Travelers' 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 went extreme skiing while on a trip, and compares them with other U.S. Pleasure Travelers (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.

Extreme Skiing While on Trips

Market Incidence

Over the last two years, 0.3% (567,211) of adult Americans participated in extreme skiing activities while on an out-of-town, overnight trip of one or more nights. A cross-country or back-country, overnight, ski touring trip (0.2%) was the most popular activity in this category, followed by heli-skiing (0.1%) and ski jouring (0.1%).

Most of those who participated in Extreme Skiing activities while on trips (60.2%, or 341,549 adult Americans) reported that this activity was the main reason for taking at least one trip in the past two years. Heli-skiing (66.5%) was slightly more likely to have been the main reason for taking a trip than either cross-country or back-country ski touring (53.4%) or ski jouring (48.2%).

Fig. 1 Incidence of Extreme Skiing While on Trips¹

Size of Market	Number of Extreme Skiers ²	Percent Main Reason for Trip ³	Percent of Pleasure Travelers ⁴	Percent of Total U.S. Population ⁵
Extreme Skiing (All Activities)	567,211	60.2%	0.3%	0.3%
Cross-country / Back-country skiing as an overnight touring trip	377,148	53.4%	0.2%	0.2%
Heli-skiing	210,107	66.5%	0.1%	0.1%
Ski jouring / Skijoring	166,649	48.2%	0.1%	0.1%
Participated in all three extreme skiing activities	64,142	40.5%	LT 0.1%	LT 0.1%

- 1 - "Trips" are defined as out-of-town trips for any purpose involving an overnight stay of one or more nights. Trips NOT involving overnight stays are NOT examined in this report.
- 2 - "Extreme Skiers" are defined as individuals who participated in extreme skiing activities while on an out-of-town 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 Travelers" 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 Travelers 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

Extreme Skiers tend to be over-represented relative to the average U.S. Pleasure Traveler among those living in Alaska and the Pacific, Mountain and New England regions of the United States. They live in communities of all sizes.

Fig. 2 Geographic Distribution & Population Size of Those Who Went Extreme Skiing While on Trips

	Total Population	Estimated Number Who Went Extreme Skiing on a Trip	Percent of Pleasure Travelers in Region Extreme Skiing on a Trip	Percent of Total Regional Population Extreme Skiing on a Trip
United States	222,846,268	567,211	0.3%	0.3%
New England	11,095,629	33,186	0.4%	0.3%
Middle Atlantic	31,005,526	52,917	0.2%	0.2%
East North Central	34,621,254	61,059	0.2%	0.2%
West North Central	15,024,360	28,504	0.2%	0.2%
South Atlantic	42,602,998	64,806	0.2%	0.2%
East South Central	13,597,436	31,855	0.3%	0.2%
West South Central	24,853,901	60,922	0.3%	0.2%
Mountain	15,030,720	55,829	0.5%	0.4%
Pacific	34,529,689	166,334	0.6%	0.5%
Alaska	484,754	11,799	2.8%	2.4%
Not Available	745,757	11,799	1.9%	1.6%
Less than 100,000	29,429,442	65,822	0.3%	0.2%
100,000 to 499,999	36,551,501	71,297	0.3%	0.2%
500,000 to 1,999,999	52,335,815	79,769	0.2%	0.2%
2,000,000 or more	103,783,753	338,523	0.4%	0.3%

Extreme Skiers are most likely to live in Alaska, Vermont, Oregon and Colorado (see Fig. 3 on next page).

Fig. 3 Those Who Went Extreme Skiing While on Trips by U.S. State

Region	State	Population of State	Estimated Number of Extreme Skiers	Percent of Pleasure Travelers in State	Percent of State Population
United States	All States	222,846,268	567,211	0.3%	0.3%
New England	Connecticut	2,685,692	9,078	0.4%	0.3%
	Maine	1,047,770	5,104	0.7%	0.5%
	Massachusetts	4,423,562	11,917	0.3%	0.3%
	New Hampshire	1,604,344	1,211	0.1%	0.1%
	Rhode Island	837,445	0	0.0%	0.0%
	Vermont	496,816	5,876	1.5%	1.2%
Middle Atlantic	New Jersey	6,708,501	12,600	0.2%	0.2%
	New York	14,727,054	34,197	0.3%	0.2%
	Pennsylvania	9,569,972	6,120	0.1%	0.1%
East North Central	Illinois	9,521,097	9,030	0.1%	0.1%
	Indiana	4,717,624	4,602	0.1%	0.1%
	Michigan	7,709,890	24,222	0.4%	0.3%
	Ohio	8,412,962	13,802	0.2%	0.2%
	Wisconsin	4,259,682	9,403	0.3%	0.3%
West North Central	Iowa	2,262,393	0	0.0%	0.0%
	Kansas	2,304,474	4,149	0.2%	0.2%
	Minnesota	3,946,220	15,453	0.5%	0.4%
	Missouri	4,138,758	8,062	0.3%	0.2%
	Nebraska	1,304,361	0	0.0%	0.0%
	North Dakota	488,140	841	0.2%	0.2%
	South Dakota	580,015	0	0.0%	0.0%
South Atlantic	Delaware	646,427	0	0.0%	0.0%
	District of Columbia	521,285	0	0.0%	0.0%
	Florida	13,937,467	8,871	0.1%	0.1%
	Georgia	6,668,302	16,108	0.3%	0.2%
	Maryland	3,428,206	7,909	0.3%	0.2%
	North Carolina	6,651,453	10,353	0.2%	0.2%
	South Carolina	3,241,944	0	0.0%	0.0%
	Virginia	5,957,159	21,564	0.5%	0.4%
	West Virginia	1,550,755	0	0.0%	0.0%
East South Central	Alabama	3,431,591	0	0.0%	0.0%
	Kentucky	3,447,277	0	0.0%	0.0%
	Mississippi	2,156,793	13,375	1.0%	0.6%
	Tennessee	4,561,775	18,480	0.6%	0.4%
West South Central	Arkansas	2,103,346	0	0.0%	0.0%
	Louisiana	3,367,908	0	0.0%	0.0%
	Oklahoma	2,643,565	0	0.0%	0.0%
	Texas	16,739,082	60,922	0.5%	0.4%
Mountain	Arizona	4,451,660	9,056	0.3%	0.2%
	Colorado	3,501,822	29,494	1.0%	0.8%
	Idaho	1,044,920	0	0.0%	0.0%
	Montana	726,027	3,922	0.7%	0.5%
	Nevada	1,809,582	0	0.0%	0.0%
	New Mexico	1,433,596	6,619	0.6%	0.5%
	Utah	1,671,322	6,737	0.5%	0.4%
Wyoming	391,790	0	0.0%	0.0%	
Pacific	Alaska	484,754	11,799	2.8%	2.4%
	California	26,965,837	119,802	0.5%	0.5%
	Oregon	2,793,303	24,331	1.1%	0.9%
	Washington	4,770,549	22,201	0.6%	0.5%

Demographic Profile

Extreme Skiers tend to be male, single and between the ages of 18 and 34. This segment is very affluent. Extreme Skiers are much more likely than average to have a university education with 30.3% holding a post-graduate degree. Their household incomes tend to be well above-average (\$94,788).

Fig. 4 Demographic Profile of Extreme Skiers Relative to All U.S. Pleasure Travelers

		Extreme Skiers	Non-Extreme Skiers ¹	Pleasure Travelers	Index ²
Attribute	Size of Market	567,211	169,943,030	170,510,241	100
Gender	Male	60.0%	48.5%	48.5%	124
	Female	40.0%	51.5%	51.5%	78
Age of Respondent	18 to 24	20.2%	10.8%	10.8%	186
	25 to 34	28.0%	20.9%	21.0%	134
	35 to 44	15.1%	17.3%	17.3%	87
	45 to 54	16.5%	21.1%	21.0%	78
	55 to 64	16.3%	15.5%	15.5%	105
	65 Plus	4.0%	14.5%	14.4%	28
Average Age		39.1	45.5	45.4	N/A
Marital Status	Not married	36.5%	30.5%	30.5%	120
	Married	63.5%	69.5%	69.5%	91
Parental Status	No children under 18	73.3%	70.0%	70.0%	105
	Children under 18	26.7%	30.0%	30.0%	89
Education	High school or less	11.2%	20.5%	20.5%	55
	Trade, Technical, Community Col.	18.4%	21.4%	21.4%	86
	University Degree	40.0%	41.1%	41.1%	98
	Post Graduate Degree	30.3%	17.0%	17.1%	178
Household Income	Under \$20,000	7.4%	8.1%	8.1%	91
	\$20,000 to \$39,999	14.4%	16.2%	16.2%	89
	\$40,000 to \$59,999	9.9%	16.7%	16.7%	59
	\$60,000 to \$79,999	17.0%	14.7%	14.7%	116
	\$80,000 to \$99,999	9.7%	11.6%	11.6%	84
	\$100,000 to \$149,999	10.5%	14.4%	14.4%	73
	\$150,000 or more	17.8%	6.6%	6.7%	267
Not stated	13.2%	11.7%	11.7%	113	
Average Household Income		\$94,788	\$74,236	\$74,303	N/A

- 1 - "Non-Extreme Skiers" are 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 participate in extreme skiing activities on any trip. The numbers of Extreme Skiers and Non-Extreme Skiers equal the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for Extreme Skiers in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which Extreme Skiers are over or under-represented relative to the average Pleasure Traveler. An index of 100 means the percent participating in the activity is the same as that of the average U.S. Pleasure Traveler. Index values over 100 indicate that those participating in the activity are over-represented relative to the average U.S. Pleasure Traveler. Index values less than 100 indicate that those participating in the activity are under-represented relative to the average U.S. Pleasure Traveler.

Travel Activity (During Last Two Years)

Extreme Skiers are frequent travelers and were more likely than the average U.S. Pleasure Traveler to have taken trips both within their own state and to other U.S. states in the past two years. They were also much more likely to have visited Mexico, the Caribbean and overseas destinations.

Extreme Skiers were much more likely than the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (37.9% versus 14.6%). They were especially likely to have taken trips to Ontario (26.2%), British Columbia (20.1%) and Quebec (15.8%). In relative terms, they were considerably more likely than the average U.S. Pleasure Traveler to have visited Newfoundland and Labrador, Saskatchewan, Manitoba, the Yukon and Nunavut.

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

	Extreme Skiers	Non-Extreme Skiers	Pleasure Travelers	Index
Size of Market	567,211	169,943,030	170,510,241	100
All destinations	94.3%	85.4%	85.4%	110
Canada	37.9%	14.5%	14.6%	260
Newfoundland and Labrador	7.3%	0.4%	0.4%	1752
Prince Edward Island	3.5%	0.6%	0.6%	581
New Brunswick	7.0%	0.8%	0.8%	859
Nova Scotia	8.8%	1.3%	1.3%	658
Quebec	15.8%	3.1%	3.1%	511
Ontario	26.2%	8.2%	8.3%	317
Manitoba	6.9%	0.5%	0.5%	1310
Saskatchewan	6.4%	0.5%	0.5%	1332
Alberta	9.6%	1.2%	1.2%	800
British Columbia	20.1%	4.1%	4.1%	487
Yukon	7.1%	0.5%	0.6%	1251
Northwest Territories	2.8%	0.4%	0.4%	708
Nunavut	2.0%	LT 0.1%	LT 0.1%	4216
Own State	92.3%	79.7%	79.7%	116
Other parts of the U.S.	94.5%	90.6%	90.6%	104
Mexico	28.5%	13.5%	13.6%	210
Caribbean	26.7%	12.7%	12.7%	209
All other destinations	32.8%	9.5%	9.6%	344

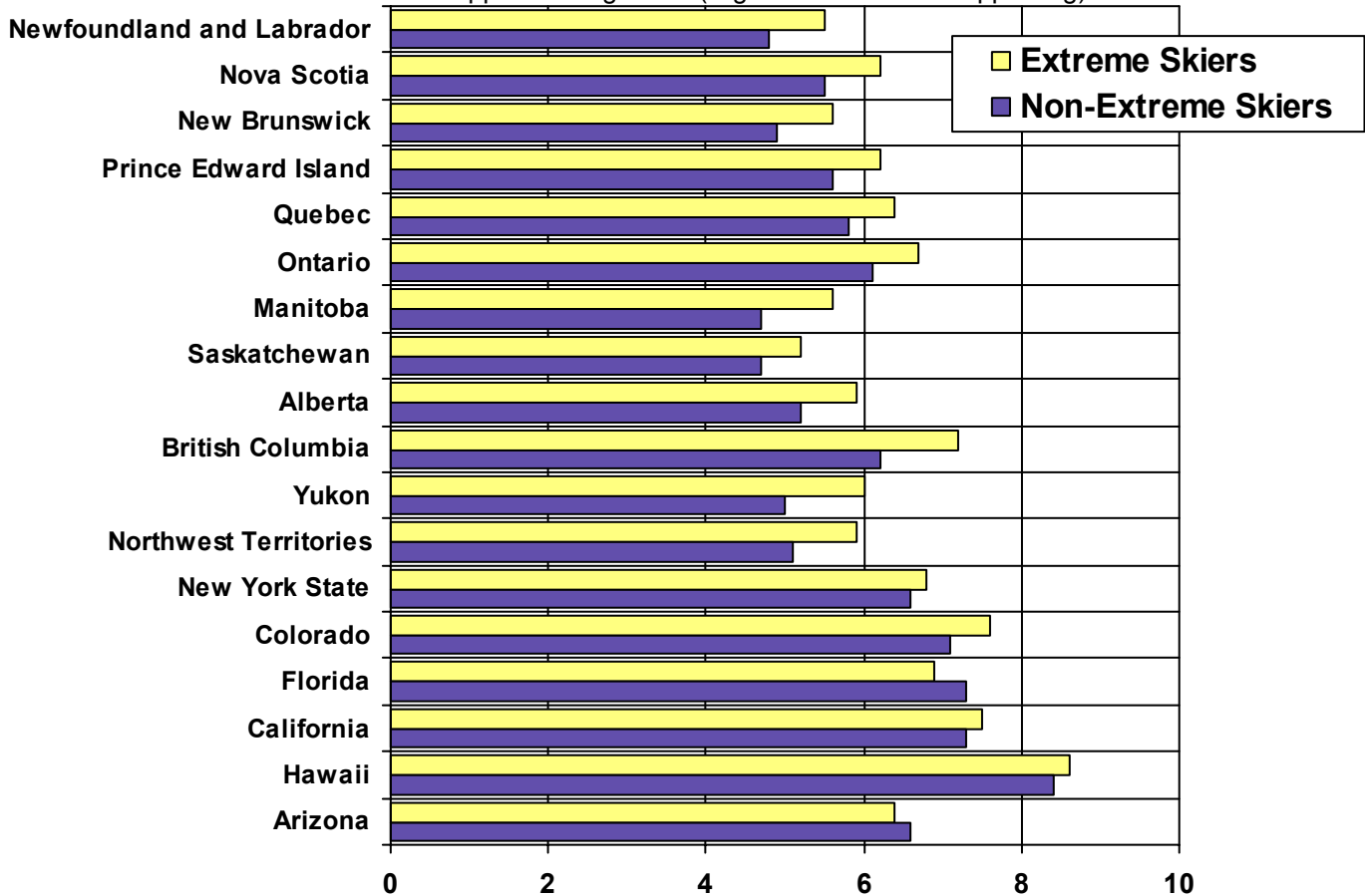
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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.

Overall, the appeal ratings of Extreme Skiers were higher than the ratings of other U.S. Pleasure Travelers for all Canadian provinces and territories. British Columbia (7.2) received the highest rating, followed by Ontario (6.7) and Quebec (6.4).

Extreme Skiers rate three of the U.S. states (Arizona, New York State, Florida) as less appealing than British Columbia as trip destinations. Hawaii (8.6) received the highest rating overall, followed by Colorado (7.6).

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 Outdoor Activities Pursued While on Trips

Extreme Skiers were much more likely than the average U.S. Pleasure Traveler to have participated in a broad range of outdoor activities while on trips in the past two years. Most Extreme Skiers participated in ocean activities, hiking, climbing and paddling, boating and swimming, downhill skiing and snowboarding, wildlife viewing, and games and individual sports. Relative to the average U.S. Pleasure Traveler, Extreme Skiers were especially more likely to have engaged in cross-country skiing and snowshoeing, extreme air sports, 'board & blade' activities (e.g., ice skating, skateboarding), sailing and surfing, and downhill skiing and snowboarding when on trips.

In part, these patterns reflect the fact that this segment primarily consists of young, single and affluent males, which are attributes that tend to be associated with higher levels of outdoor physical activity.

Fig. 7 Other Outdoor Activities Pursued While on Trips
(See Appendix One for a Definition of Each Type of Outdoor Activity)

	Extreme Skiers	Non-Extreme Skiers	Pleasure Travelers	Index
Size of Market	567,211	169,943,030	170,510,241	100
Ocean Activities (e.g., swimming in ocean, ocean kayaking)	72.8%	39.5%	39.6%	184
Hiking, Climbing & Paddling	68.8%	23.3%	23.5%	293
Boating & Swimming (e.g., motorboating, swimming in lakes)	63.3%	20.9%	21.0%	301
Downhill Skiing & Snowboarding	59.2%	7.9%	8.0%	736
Wildlife Viewing	57.4%	34.8%	34.9%	164
Games & Individual Sports (e.g., tennis, board games)	51.4%	22.1%	22.2%	231
Cross-country Skiing & Snowshoeing	47.6%	1.7%	1.9%	2545
Fishing	44.6%	18.3%	18.4%	242
Exercising and Jogging	40.9%	14.0%	14.1%	290
Snowmobiling & ATVing	40.3%	7.0%	7.1%	565
Sailing and Surfing (e.g., sailing, windsurfing, parasailing)	36.5%	4.7%	4.8%	766
Cycling	34.9%	6.2%	6.3%	552
Board and Blade (e.g., skateboarding, ice-skating)	31.3%	3.9%	4.0%	776
Golfing	30.9%	10.6%	10.7%	290
Scuba & Snorkelling	27.8%	4.0%	4.1%	683
Horseback Riding	25.6%	6.1%	6.2%	415
Team Sports (e.g., football, baseball, basketball)	23.3%	7.8%	7.9%	296
Extreme Air Sports (e.g., parachuting, bungee jumping)	21.5%	1.7%	1.7%	1247
Hunting	20.8%	5.3%	5.4%	385
Motorcycling	18.9%	3.0%	3.1%	618

Outdoor Activities Pursued While Not on Trips

The very high level of outdoor activity among Extreme Skiers while on trips is also apparent when they are NOT traveling. The majority of Extreme Skiers exercised at home or at a fitness club, took day outings to parks, went swimming, hiked, biked, gardened at home, picnicked, and camped when not on trips. This segment was also much more likely than the average U.S. Pleasure Traveler to go cross-country skiing, snowboarding, downhill skiing, snowmobiling, skateboarding, and canoeing and kayaking when not on a trip.

Fig. 8 Outdoor Activities Pursued While NOT on Trips

	Extreme Skiers	Non-Extreme Skiers	Pleasure Travelers	Index
Size of Market	567,211	169,943,030	170,510,241	100
Exercising at home or at a fitness club	75.6%	56.0%	56.0%	135
Day outing to a park	71.8%	63.1%	63.1%	114
Swimming	65.3%	56.5%	56.5%	116
Hiking	64.9%	32.4%	32.5%	200
Cycling	58.7%	22.7%	22.9%	257
Picnicking	58.6%	47.7%	47.7%	123
Gardening	56.3%	53.1%	53.1%	106
Camping	50.5%	26.6%	26.7%	189
Downhill skiing	47.9%	5.6%	5.7%	839
Fishing	47.5%	32.7%	32.8%	145
Jogging	46.5%	19.4%	19.5%	238
Sailing or other boating	39.9%	19.9%	20.0%	200
Playing team sports	36.8%	15.7%	15.8%	233
Cross-country skiing	33.7%	2.4%	2.5%	1341
Canoeing or kayaking	32.7%	7.8%	7.8%	416
Hunting	31.6%	18.2%	18.3%	173
Playing racquet sports (e.g., tennis or badminton)	30.0%	13.1%	13.2%	227
Riding an all-terrain vehicle (ATV)	29.7%	11.4%	11.5%	259
Horseback riding	27.1%	8.5%	8.6%	315
Hunting	24.0%	11.7%	11.8%	204
Snowboarding	22.8%	2.6%	2.7%	847
Ice-skating	20.9%	5.4%	5.5%	381
Rollerblading	19.5%	7.3%	7.3%	267
Snowmobiling	17.3%	3.3%	3.3%	523
Skateboarding	9.2%	2.2%	2.2%	421

Culture and Entertainment Activities Pursued While on Trips

In addition to outdoor activities, Extreme Skiers are very active in a broad range of entertainment activities when on trips. Most Extreme Skiers participated in activities involving food (e.g., shopping & dining, fine dining & spas, and wine, beer & food tastings), exhibitions (e.g., historical sites, museums & art galleries, theme parks & exhibits, science & technology exhibits), and live entertainment (e.g., fairs & festivals, and casino, theatre & comedy clubs).

Relative to the average U.S. Pleasure Traveler, Extreme Skiers were much more likely to participate in cultural activities that involve learning (e.g., participatory historical activities, archaeological digs & sites, aboriginal cultural experiences). They were also much more likely than average to attend arts events (e.g., high art performances, theatre, film & music festivals) and sporting events (e.g., national & international sporting events, amateur tournaments, professional sporting events).

Fig. 9 Cultural and Entertainment Activities Pursued While on Trips
(See Appendix Two for a Definition of Each Type of Culture & Entertainment Activity)

	Extreme Skiers	Non-Extreme Skiers	Pleasure Travelers	Index
Size of Market	567,211	169,943,030	170,510,241	100
Shopping and Dining	88.4%	77.7%	77.7%	114
Historical Sites, Museums & Art Galleries	78.4%	53.4%	53.5%	147
Fairs and Festivals	69.5%	40.9%	41.0%	170
Casino, Theatre and Comedy Clubs	64.3%	45.4%	45.4%	141
Theme Parks & Exhibits	64.3%	48.9%	49.0%	131
Fine Dining and Spas	61.8%	32.9%	33.0%	188
Wine, Beer and Food Tastings	56.1%	22.8%	22.9%	245
Science and Technology Exhibits	50.8%	24.7%	24.8%	205
Rock Concerts and Recreational Dancing	45.6%	15.2%	15.3%	299
High Art Performances	43.8%	10.8%	10.9%	400
Equestrian & Western Events	38.0%	15.4%	15.5%	246
Professional Sporting Events	37.4%	16.0%	16.1%	232
Theatre, Film & Musical Festivals	36.1%	8.2%	8.3%	435
Agro-Tourism	35.6%	13.5%	13.5%	263
Garden Theme Attractions	35.5%	13.6%	13.7%	260
Amateur Tournaments	25.7%	7.6%	7.7%	335
Participatory Historical Activities	24.6%	3.9%	3.9%	626
Aboriginal Cultural Experiences	24.6%	8.5%	8.6%	286
Archaeological Digs & Sites	20.7%	5.5%	5.5%	375
National & International Sporting Events	16.0%	1.8%	1.9%	864

Culture and Entertainment Activities Pursued While Not on Trips

Most Extreme Skiers went to restaurants, visited festivals or fairs, visited zoos or aquariums, attended amateur sporting events and visited museums while NOT traveling. Relative to the average U.S. Pleasure Traveler, Extreme Skiers were especially likely to go to live arts performances when not on trips, including jazz clubs, the opera, the ballet, and classical music concerts. They were also more likely to go to rodeos, and to stay overnight in a hotel or a B&B in their own community.

Fig. 10 Cultural and Entertainment Activities Pursued While Not on Trips

	Extreme Skiers	Non-Extreme Skiers	Pleasure Travelers	Index
Size of Market	567,211	169,943,030	170,510,241	100
Going out to eat in restaurants	88.4%	92.8%	92.8%	95
Going to festivals or fairs	73.2%	65.4%	65.5%	112
Going to zoos or aquariums	56.4%	45.6%	45.6%	124
Going to amateur sporting events	53.8%	39.8%	39.9%	135
Going to museums	51.7%	37.4%	37.5%	138
Going to historic sites or heritage buildings	49.9%	40.1%	40.1%	124
Going to professional sporting events	49.8%	34.8%	34.9%	143
Going to art galleries or art shows	49.4%	27.7%	27.8%	178
Going to live theatre	48.5%	29.1%	29.2%	166
Going to bars with live pop or rock bands	42.9%	23.5%	23.6%	182
Going to amusement or theme parks	42.8%	38.1%	38.1%	112
Going to rock music concerts	41.2%	21.2%	21.3%	193
Going to pick-your-own farms or farmers' market	40.7%	31.6%	31.6%	129
Going to gamble in casinos	38.0%	28.0%	28.0%	136
Going dancing	35.8%	20.8%	20.8%	172
Going to classical music concerts	34.7%	14.8%	14.9%	233
Going to botanical gardens	28.5%	19.9%	20.0%	143
Staying overnight in a hotel or B&B in own city	28.4%	10.5%	10.6%	269
Going to jazz clubs	25.2%	7.9%	7.9%	318
Going to the ballet	23.6%	7.0%	7.0%	335
Going to day spas	22.4%	10.2%	10.3%	218
Going to rodeos	19.9%	8.2%	8.2%	243
Going to the opera	19.3%	5.7%	5.7%	335

Accommodations Stayed In While on Trips

The majority of Extreme Skiers stayed at a ski or mountain resort while on a trip in the past two years. They were much more likely than the average U.S. Pleasure Traveler to have stayed in a remote or fly-in wilderness lodge or outpost or on a farm, a houseboat or guest ranch or to have attended a wine tasting school or cooking school.

Fig. 11 Accommodations Stayed In While on Trips

	Extreme Skiers	Non-Extreme Skiers	Pleasure Travelers	Index
Size of Market	567,211	169,943,030	170,510,241	100
Ski Resort or Mountain Resort	60.2%	18.2%	18.4%	327
Seaside Resort	47.7%	37.6%	37.7%	127
A Public Campground in a National, State, Provincial or Municipal Park	42.2%	34.8%	34.8%	121
Lakeside/Riverside Resort	40.7%	25.5%	25.6%	159
A Camp Site in a Wilderness Setting (Not a Campground)	31.8%	9.5%	9.6%	330
A Private Campground	27.7%	20.9%	20.9%	132
On a Houseboat	24.1%	2.8%	2.9%	822
Farm or Guest Ranch	23.6%	4.0%	4.1%	575
Wilderness Lodge You Can Drive to by Car	23.3%	7.1%	7.2%	324
Health Spa	22.8%	6.4%	6.5%	353
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	19.3%	8.7%	8.7%	221
Cooking School	17.5%	1.1%	1.2%	1483
Country Inn or Resort with Gourmet Restaurant	17.2%	4.0%	4.1%	423
Remote or Fly-In Wilderness Lodge	15.4%	1.6%	1.7%	910
Remote or Fly-In Wilderness Outpost	12.6%	0.8%	0.9%	1389
Wine Tasting School	11.2%	0.8%	0.9%	1283

Tours and Cruises Taken During Past Two Years

Both self-guided and guided tours were popular among Extreme Skiers. Relative to the average U.S. Pleasure Traveler, Extreme Skiers were especially more likely to take tours that involve overnight stays in different locations. Extreme Skiers were much more likely than the average U.S. Pleasure Traveler to have taken each of the other types of tours in the past two years, and particularly air tours as a passenger or pilot on an airplane or helicopter, winery tours and factory tours. Similarly, they were much more likely to have taken a Great Lakes cruise, a submarine cruise and a St. Lawrence River cruise.

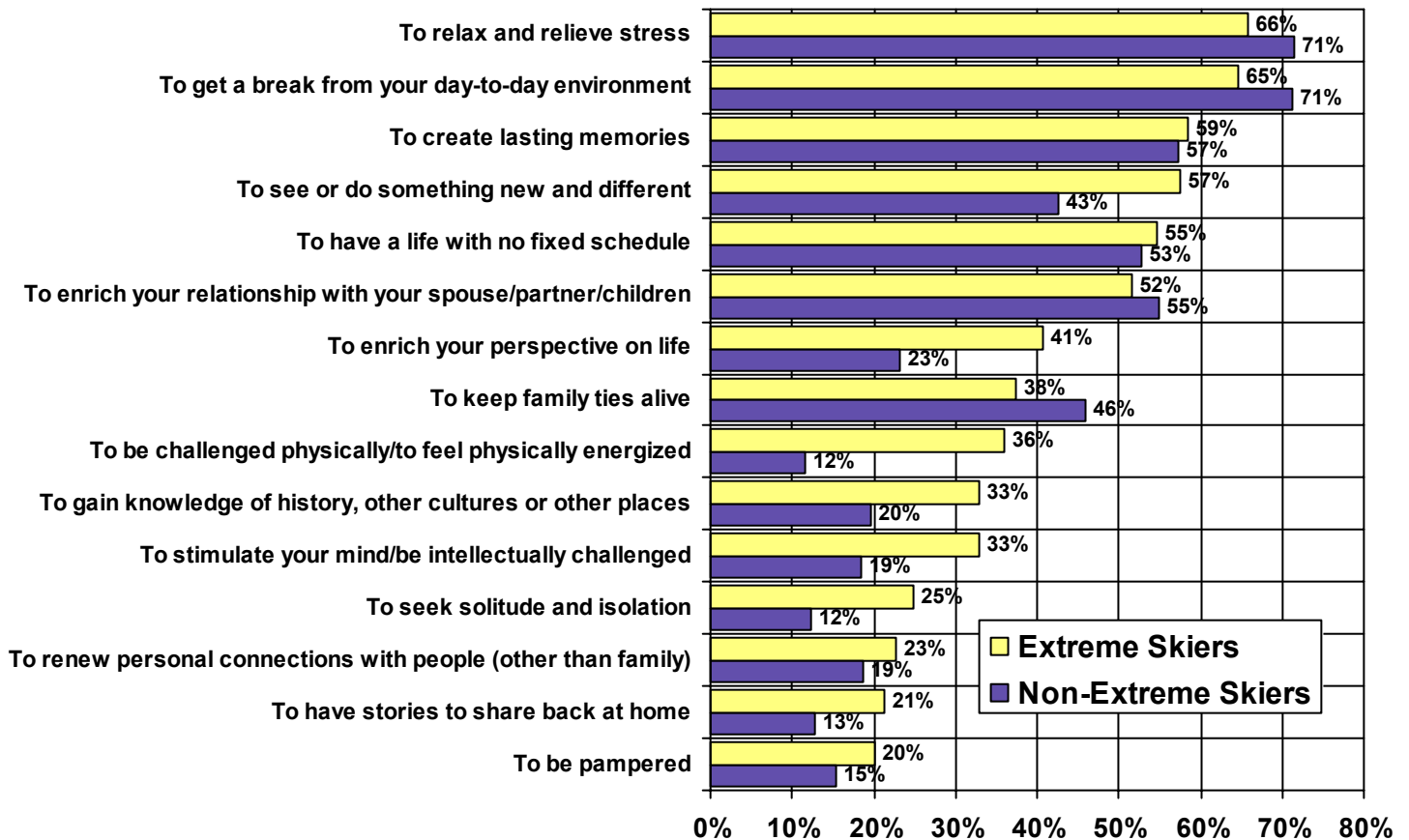
Fig. 12 Tours and Cruises Taken During Past Two Years

	Extreme Skiers	Non-Extreme Skiers	Pleasure Travelers	Index
Size of Market	567,211	169,943,030	170,510,241	100
A self-guided sameday tour while on an overnight trip	32.8%	19.2%	19.2%	171
A self-guided overnight tour where you stayed in different locations	30.2%	10.3%	10.4%	290
An organized overnight guided tour where you stayed in different locations	29.1%	7.8%	7.9%	370
An organized sameday guided tour while on an overnight trip	26.8%	18.5%	18.5%	144
Around the city	24.7%	15.7%	15.8%	156
Wilderness tour	21.5%	7.4%	7.4%	290
Around the country side - scenic drives	21.2%	13.1%	13.1%	162
An organized overnight guided tour where you stayed in a single location	19.8%	6.7%	6.7%	294
Caribbean ocean cruise	19.5%	9.0%	9.0%	217
On the water (sightseeing cruise)	18.5%	7.7%	7.8%	239
Ocean cruise – Other	16.8%	4.8%	4.8%	349
To a winery	15.1%	3.5%	3.6%	423
Some other type of tour	14.7%	8.8%	8.8%	166
To a casino	12.1%	4.9%	4.9%	246
Alaskan ocean cruise	8.0%	2.5%	2.5%	321
Cruise on another lake or river	7.8%	2.0%	2.0%	395
To a factory	7.7%	1.8%	1.8%	423
Great Lakes cruise	7.2%	0.4%	0.4%	1852
In the air as a pilot or passenger of an airplane or helicopter	7.0%	1.4%	1.4%	498
Some other type of cruise	5.8%	1.7%	1.7%	340
Submarine cruise	2.2%	0.2%	0.2%	908
Cruise on the St. Lawrence River	1.4%	0.3%	0.3%	492

Benefits Sought While on Vacation

Most Extreme Skiers take a vacation in order to relax and relieve stress, to get a break from their day-to-day environment, to create lasting memories, to see or do something new and different, to live without a fixed schedule and to enrich family relationships. Extreme Skiers are more likely than other U.S. Pleasure Travelers to place high importance on seeing or doing something new and different when on a vacation. They are also more likely than others to seek learning experiences (e.g., enrich their perspective on life, gain knowledge of history or other cultures and places, stimulate their mind or be intellectually challenged), physical challenge and solitude and isolation while on vacation.

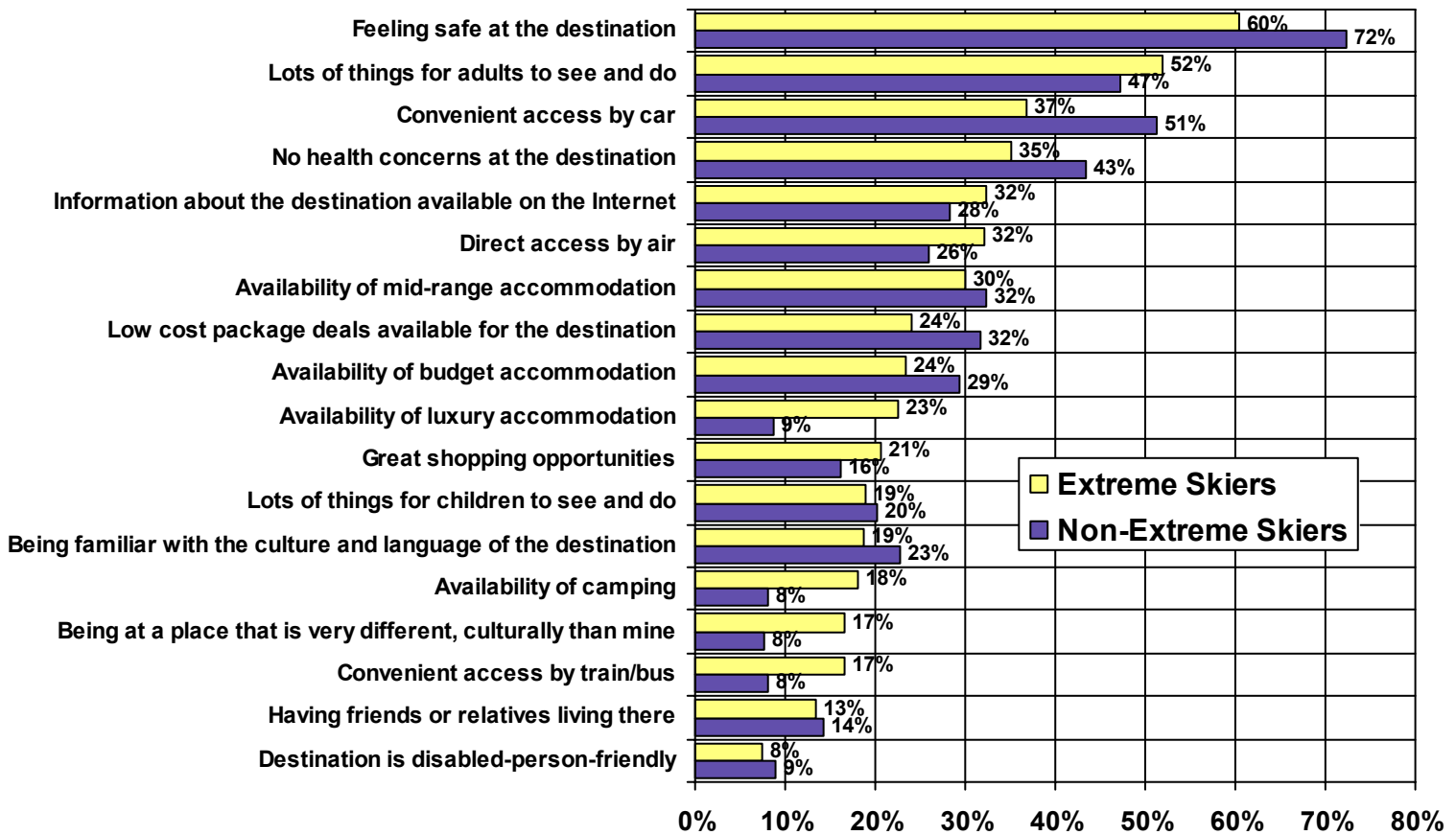
Fig.13 Benefits Sought While on Vacation
(Percent Rating Each Benefit as "Highly Important")



Other Attributes of a Destination Considered Important

The majority of Extreme Skiers consider feeling safe and having lots of things for adults to see and do as highly important attributes of a vacation destination. Relative to other U.S. Pleasure Travelers, Extreme Skiers are more likely to consider it important that a destination has both luxury accommodations and camping and is directly accessible by air, bus or train. It is less important to Extreme Skiers that a destination is conveniently accessible by car.

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



How Destinations Are Selected

Respondents were asked a series of questions concerning how they select destinations. Although Extreme Skiers tend to start trip planning with a particular destination in mind, they are more likely than average to start their vacation planning, and especially winter vacations, by considering what activities they like to do while on vacation. In the summer, they are more likely than the average U.S. Pleasure Traveler to look for package deals without a particular destination in mind.

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

	Extreme Skiers	Non-Extreme Skiers	Pleasure Travelers	Index
Size of Market	567,211	169,943,030	170,510,241	100
Summer				
Started with a desired destination in mind	47.4%	58.2%	58.2%	81
Started by considering specific activities wanted to do	14.1%	9.9%	9.9%	142
Started with a certain type of vacation experience in mind	18.4%	17.3%	17.3%	106
Looked for packaged deals - no destination in mind	6.3%	1.1%	1.1%	563
Considered something else first	4.2%	4.6%	4.6%	92
Don't know / other	9.6%	8.9%	8.9%	108
Winter				
Started with a desired destination in mind	45.8%	59.0%	58.9%	78
Started by considering specific activities wanted to do	35.3%	11.2%	11.3%	313
Started with a certain type of vacation experience in mind	8.6%	14.8%	14.8%	58
Looked for packaged deals - no destination in mind	0.0%	1.4%	1.4%	0
Considered something else first	4.8%	5.3%	5.3%	90
Don't know / other	5.6%	8.3%	8.3%	68

Trip Planning and Information Sources Consulted

Just over one-half of Extreme Skiers (54.5%) participate in planning vacation trips. However, they are slightly more likely than average to leave trip planning in part (18.3%) or entirely (45.5%) to someone else.

The most frequently consulted source of travel information is the Internet. Most Extreme Skiers also rely on past experiences and the advice of family and friends. Relative to the average U.S. Pleasure Traveler, they are more likely to obtain travel information from trade, travel and sports shows, electronic newsletters or magazines, travel guidebooks, television programs, and newspaper or magazine articles.

Fig. 16 Who Plans Vacations and Information Sources Consulted

		Extreme Skiers	Non-Extreme Skiers	Pleasure Travelers	Index
Size of Market		567,211	169,943,030	170,510,241	100
Who Plans Trips?	Respondent plans trips	36.2%	39.2%	39.2%	92
	Trip planning a shared responsibility	18.3%	17.6%	17.6%	104
	Someone else plans trips	45.5%	43.2%	43.2%	105
Information Sources Consulted	An Internet website	87.9%	75.9%	76.0%	116
	Advice of others / Word-of-mouth	58.2%	45.3%	45.4%	128
	Past experience / Been there before	57.3%	54.5%	54.5%	105
	Maps	42.0%	32.6%	32.7%	129
	Articles in newspapers / magazines	40.1%	18.1%	18.1%	221
	A travel agent	35.8%	18.6%	18.6%	192
	Official travel guides or brochures from state / province	35.0%	20.5%	20.6%	170
	Visitor information centres	34.6%	20.3%	20.4%	170
	Travel guide books such as Fodor's	31.9%	11.9%	12.0%	266
	An auto club such as AAA	31.1%	24.0%	24.0%	130
	Travel information received in the mail	30.7%	15.7%	15.8%	195
	An electronic newsletter or magazine received by e-mail	19.1%	6.0%	6.0%	318
	Advertisements in newspapers / magazines	18.4%	10.8%	10.9%	169
	Programs on television	17.6%	7.1%	7.1%	247
	Visits to trade, travel or sports shows	10.4%	2.4%	2.4%	425
Advertisements on television	5.8%	4.0%	4.0%	146	

Use of the Internet to Plan and Arrange Trips

Four-fifths of Extreme Skiers use the Internet for planning a trip (81.3%) and two-thirds purchase at least part of a trip online (66.2%). The majority use travel planning / booking websites such as Expedia, hotel or resort websites, and airline websites. They also are more likely than average to use the website of a motorcoach line.

Extreme Skiers most often book airline tickets, accommodations and car rentals over the Internet. They are much more likely than the average U.S. Pleasure Traveler to have used the Internet for purchasing tickets for rail, bus or boat / ship fares.

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

		Extreme Skiers	Non-Extreme Skiers	Pleasure Travelers	Index
	Size of Market	567,211	169,943,030	170,510,241	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	18.7%	31.0%	31.0%	61
	Uses Internet to plan trips only	15.1%	20.1%	20.1%	75
	Uses Internet to book part of trip	66.2%	48.9%	48.9%	135
Types of Websites Consulted	A travel planning / booking website	71.0%	55.6%	55.6%	128
	A website of a hotel or resort	65.1%	53.3%	53.3%	122
	An airline's website	63.4%	45.5%	45.6%	139
	A tourism website of a country / region / city	42.0%	35.1%	35.1%	120
	A website of an attraction	39.9%	33.3%	33.4%	120
	Some other website	31.7%	25.0%	25.1%	126
	A cruise line website	27.5%	12.4%	12.4%	221
	A motorcoach website	11.2%	1.3%	1.3%	841
Parts of Trips Booked Over The Internet	Air tickets	85.2%	70.5%	70.6%	121
	Accommodations	77.1%	71.8%	71.9%	107
	Car rental	63.0%	37.9%	38.0%	166
	Tickets or fees for specific activities or attractions	49.1%	26.2%	26.3%	186
	A package containing two or more items	32.6%	17.7%	17.8%	183
	Tickets for rail, bus or boat / ship fares	31.5%	11.8%	11.9%	266
	Other	6.4%	2.9%	2.9%	218

Media Consumption Habits

Extreme Skiers can be effectively targeted through various travel-related media. The majority of Extreme Skiers frequently or occasionally read the travel section of daily and weekend newspapers, watch travel shows on television and visit travel websites. They also are much more likely than the average U.S. Pleasure Traveler to visit magazine websites and to read a variety of specialized magazines, including photography and video, outdoor activity and sport, business, finance and investment, and city lifestyle and regional magazines. This segment is also more likely than average to listen to a wide variety of radio programming, including multicultural, jazz, classical music and adult contemporary music.

Fig. 18 Media Consumption Habits

		Extreme Skiers	Non-Extreme Skiers	Pleasure Travelers	Index
Size of Market		567,211	169,943,030	170,510,241	100
Newspaper Readership	Reads daily newspaper	63.1%	59.9%	59.9%	105
	Reads weekend edition of newspaper	51.9%	55.5%	55.5%	93
	Reads local neighbourhood or community newspapers	53.9%	49.5%	49.5%	109
	Reads other types of newspapers	30.7%	13.8%	13.9%	221
	Frequently or occasionally reads travel section of daily newspaper	62.2%	42.9%	43.0%	145
	Frequently or occasionally reads travel section of weekend newspaper	66.5%	49.3%	49.3%	135
Types of Magazines Read (Top 5 Indexed)	Photography and video	16.7%	3.9%	3.9%	428
	Magazines about your city	25.2%	6.9%	6.9%	364
	Outdoor activities / sports	34.8%	10.6%	10.7%	325
	Business, finance and investing	42.2%	13.9%	14.0%	302
	Regional magazines	16.6%	6.8%	6.8%	244
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	53.0%	28.9%	28.9%	183
	Shopping channels	13.5%	7.7%	7.7%	175
	Biography	49.8%	32.8%	32.9%	151
	History	56.9%	44.9%	45.0%	127
	Music / Music video shows / channels	35.1%	28.1%	28.1%	125
Type of Radio Programs Listened To (Top 5 Indexed)	Multicultural	14.7%	4.7%	4.7%	310
	Jazz / Big band	23.8%	10.0%	10.0%	238
	Classical music	29.2%	14.1%	14.1%	206
	Soft music / Adult contemporary	41.4%	24.6%	24.6%	168
	All sports	20.0%	11.9%	11.9%	168
Types of Websites Visited (Top 5 Indexed)	Magazine sites	38.1%	14.7%	14.8%	257
	Sports	44.4%	29.9%	30.0%	148
	Newspaper sites	41.0%	29.6%	29.6%	139
	Travel	64.9%	47.9%	48.0%	135
	Sites for specific activities or interests	43.5%	32.5%	32.5%	134

Appendix One: 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	

Appendix Two 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 Two		
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	
Agro-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