



RESEARCH SERVICES

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

Golfing while on Trips

April 2007

Research Services
Tourism British Columbia
300-1803 Douglas St.
Box 9830 Stn. Prov. Gov't.
Victoria, BC V8W 9W5
Web: www.tourismbc.com/research
Email: Research@tourismbc.com
Phone: 250-387-1567



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.

This report was prepared by Lang Research Inc. on behalf of the project partners 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.

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

Golfing While on Trips

Executive Summary

Over the last two years, 8.2% (18,189,169) of adult Americans played golf while on an out-of-town, overnight trip of one or more nights. Of those who golfed, 33.4% (6,067,369) reported that golfing was the main reason for taking at least one trip.

Those who golfed while on a trip tend to be more affluent than the average U.S. Pleasure Traveller with higher household incomes and university education. They are more likely to be male, married and over-represented among those 55 to 64. The incidence of Golfers is higher in the northern U.S. and New England states indicating that on average, Golfers live closer to Canada than the average U.S. Pleasure Traveller.

Consistent with this fact, Golfers have been more likely than the average U.S. Pleasure Traveller to have taken a trip to Canada in the past two years, and especially trips to Ontario and British Columbia. In relative terms, they are over-represented among U.S. travellers to Prince Edward Island, Alberta, British Columbia and the NWT.

An examination of the other outdoor vacation activities undertaken by Golfers reveals that this sector is quite active in many other types of outdoor activities and especially winter sports (e.g., downhill skiing). They are also frequently active in other competitive sports (e.g., tennis) and strenuous physical activities such as cycling, fitness and jogging. This is consistent with the fact that Golfers are more likely to take pleasure trips to be challenged physically and feel physically energized, despite being over represented among those 55 to 64. On the other hand, they are less likely than the average U.S. Pleasure Traveller to seek intellectual stimulation while on a pleasure trip.

While on a trip, Golfers are also more interested than Non-Golfers in events related to sports (e.g., professional sports) and may be responsive to travel sports packages. They prefer luxury accommodations, fine dining and spas and are more likely than the average U.S. Pleasure Traveller to have participated in wine, beer and food tastings while on a trip.

Golfers are most likely to have consulted the Internet for travel information and frequently book travel online. Relative to the average U.S. Pleasure Traveller, Golfers are heavier users of a variety of information sources concerning travel, and especially information from trade, travel and sports shows and travel guide books (e.g., Fodor's).

Their media preferences are clearly oriented towards sports magazines, sports radio and television programming and sports-related Internet sites. As such, sports-related media are likely to be the most efficient means by which to reach those who golf while on a trip.

Travel Activity and Motivation Survey (TAMS)

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

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

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

TAMS was sponsored by the following organizations:

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

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

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

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

Golfing While on Trips

Market Incidence

Over the last two years, 8.2% (18,189,169) of adult Americans played golf while on an out-of-town trip of one or more nights. 7.3% reported playing “an occasional game of golf while on a trip” while 2.3% went to a golf resort and 1.0% purchased a golf tour package that allowed them to play on several courses. 0.5% participated in all three golfing activities while on trips during the past two years.

Of those who golfed, 33.4% (6,067,369) reported that golfing was the main reason for taking at least one trip in the past two years. The majority of those who went to a golf resort for an overnight stay (62.2%), as well as the majority of those who purchased a golf tour package to play on various courses (76.4%) reported that these activities were the main reason for taking at least one trip over the course of the last two years.

Fig. 1 Incidence of Golfing While on Trips¹

	Number of Golfers ²	Percent Main Reason for Trip ³	Percent of Pleasure Travellers ⁴	Percent of Total U.S. Population ⁵
Size of Market	18,189,169	6,067,369	170,510,241	222,846,268
Golfing (All Activities)	18,189,169	33.4%	10.7%	8.2%
Played an occasional game while on a trip	16,179,802	22.2%	9.5%	7.3%
Played during an overnight stay at a golf resort	5,046,885	62.2%	3.0%	2.3%
Golf tour package to play on various courses	2,184,577	76.4%	1.3%	1.0%
Participated in All Three Golfing Activities	1,047,398	46.7%	0.6%	0.5%

- 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 - “Golfers” are defined as individuals who golfed 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 Travellers” are defined as individuals who have taken at least one out-of-town pleasure trip of one or more nights in the last two years. This column reports the percent of Pleasure Travellers who participated in each activity on at least one trip during the last two years.
- 5 - This column reports the percent of the Total U.S. Adult Market who participated in each activity on a trip during the past two years.

Market Incidence by Activity

Of the 18.2 million American travellers who golfed on at least one overnight pleasure trip in 2004-05, almost ninety percent played an occasional game while on a trip (89% representing 16.2 million) while just over a quarter played golf while staying at a golf resort (27.7% representing 5.1 million). Only 12% played golf as part of a golf tour package (2.2 million) and less than one tenth participated in all three golfing activities while on overnight trips in 2004-05 (5.8% representing 1.1 million).

Nearly two thirds of pleasure travellers who took part in a golf tour package also played golf during an overnight stay at a golf resort (63.4%) and/or played an occasional game of golf (61.9%). 70% of golfers who played golf while staying at a golf resort also played an occasional game of golf while only 21.8% of golfers who played an occasional game of golf also played golf while staying at a golf resort.

	Golfing (All Activities)	Occasional Game	Overnight stay at a golf resort	Golf tour package	All Three Golfing Activities
Size of Market	18,189,169	16,179,802	5,046,885	2,184,577	1,047,398
Played an occasional game while on a trip	16,179,802 89.0%	16,179,802 100%	3,532,248 70.0%	1,351,685 61.9%	1,047,398 100%
Played during an overnight stay at a golf resort	5,046,885 27.7%	3,532,248 21.8%	5,046,885 100.0%	1,385,560 63.4%	1,047,398 100%
Golf tour package to play on various courses	2,184,577 12.0%	1,351,685 8.4%	1,385,560 27.5%	2,184,577 100.0%	1,047,398 100%
Participated in All Three Golfing Activities	1,047,398 5.8%	1,047,398 6.5%	1,047,398 20.8%	1,047,398 47.9%	1,047,398 100%

Table percentages should be read horizontally as a percentage of the total size of the column golfing activity. For example, 21.8% of golfers who played an occasional game of golf (column) also played golf during an overnight stay at a golf resort (row).

Incidence by Region, State and Population Size

Golfers are well represented in all regions of the United States. However, they are more likely to be found in the northern regions of the United States (e.g., East North Central, West North Central, New England, Alaska), and, to a certain extent, in larger cities.

Fig. 2 Geographic Distribution and Population Size of Those Who Golf While on Trips

	Total Population	Estimated Number Who Played Golfed while on a Trip	Percent of Pleasure Travellers in Region who Golfed on a Trip	Percent of Total Regional Population who Golfed on a trip
United States	222,846,268	18,189,169	10.7%	8.2%
New England	11,095,629	990,746	11.6%	9.1%
Middle Atlantic	31,005,526	2,144,731	9.3%	7.1%
East North Central	34,621,254	3,364,901	12.6%	9.8%
West North Central	15,024,360	1,500,022	12.5%	10.0%
South Atlantic	42,602,998	3,384,428	10.5%	8.0%
East South Central	13,597,436	1,095,866	11.5%	8.1%
West South Central	24,853,901	1,573,044	8.7%	6.4%
Mountain	15,030,720	1,270,113	10.5%	8.6%
Pacific	34,529,689	2,806,530	10.1%	8.2%
Alaska	484,754	58,788	13.9%	12.1%
Not Available	745,757	84,847	13.7%	11.4%
Less than 100,000	29,429,442	1,815,257	8.7%	6.3%
100,000 to 499,999	36,551,501	2,761,360	10.2%	7.7%
500,000 to 1,999,999	52,335,815	4,577,811	11.5%	8.8%
2,000,000 or more	103,783,753	8,949,893	10.9%	8.7%

Those who golfed while on trips are especially likely to be from Rhode Island, North Dakota, Michigan, Minnesota, Wisconsin and Alaska. They are least often from Maine, Louisiana, Vermont and West Virginia (see Fig. 3 on next page).

Fig. 3 Those Who Golf While on Trips by U.S. State

Region	State	Population of State	Estimated Number of Golfers	Percent of Pleasure Travellers in State	Percent of State Population
United States	All States	222,846,268	18,189,169	10.7%	8.2%
New England	Connecticut	2,685,692	237,490	11.5%	9.2%
	Maine	1,047,770	30,196	4.2%	2.9%
	Massachusetts	4,423,562	455,159	13.0%	10.3%
	New Hampshire	1,604,344	118,600	9.9%	7.4%
	Rhode Island	837,445	130,490	18.8%	15.6%
	Vermont	496,816	18,810	4.9%	4.8%
Middle Atlantic	New Jersey	6,708,501	515,769	9.9%	8.1%
	New York	14,727,054	955,669	8.7%	6.6%
	Pennsylvania	9,569,972	673,293	9.8%	7.3%
East North Central	Illinois	9,521,097	903,688	12.2%	9.6%
	Indiana	4,717,624	355,338	9.9%	7.5%
	Michigan	7,709,890	900,598	15.0%	11.7%
	Ohio	8,412,962	699,808	11.3%	8.4%
	Wisconsin	4,259,682	505,467	14.7%	11.9%
West North Central	Iowa	2,262,393	244,735	13.7%	10.8%
	Kansas	2,304,474	224,463	12.7%	10.1%
	Minnesota	3,946,220	506,205	15.0%	12.9%
	Missouri	4,138,758	288,161	9.0%	7.0%
	Nebraska	1,304,361	138,466	13.2%	10.6%
	North Dakota	488,140	62,520	15.2%	12.8%
	South Dakota	580,015	35,472	7.9%	6.1%
South Atlantic	Delaware	646,427	67,749	13.9%	10.5%
	District of Columbia	521,285	31,862	9.2%	6.1%
	Florida	13,937,467	1,042,261	9.7%	7.5%
	Georgia	6,668,302	560,113	11.0%	8.5%
	Maryland	3,428,206	288,057	10.8%	8.5%
	North Carolina	6,651,453	537,135	10.9%	8.2%
	South Carolina	3,241,944	252,807	10.7%	7.8%
	Virginia	5,957,159	550,532	12.0%	9.4%
	West Virginia	1,550,755	53,913	6.2%	3.5%
East South Central	Alabama	3,431,591	272,720	11.3%	7.9%
	Kentucky	3,447,277	260,512	10.7%	7.6%
	Mississippi	2,156,793	176,015	12.7%	8.2%
	Tennessee	4,561,775	386,619	11.6%	8.5%
West South Central	Arkansas	2,103,346	116,202	8.2%	5.5%
	Louisiana	3,367,908	107,947	4.8%	3.4%
	Oklahoma	2,643,565	143,140	7.6%	5.4%
	Texas	16,739,082	1,205,755	9.6%	7.2%
Mountain	Arizona	4,451,660	347,340	9.9%	7.9%
	Colorado	3,501,822	318,756	11.0%	9.2%
	Idaho	1,044,920	68,339	8.3%	6.5%
	Montana	726,027	57,339	9.5%	7.9%
	Nevada	1,809,582	137,969	9.5%	7.6%
	New Mexico	1,433,596	127,137	11.6%	9.6%
	Utah	1,671,322	179,500	12.8%	10.9%
	Wyoming	391,790	33,734	10.1%	8.6%
Pacific	Alaska	484,754	58,788	13.9%	12.1%
	California	26,965,837	2,131,603	9.7%	8.0%
	Oregon	2,793,303	221,762	10.3%	8.0%
	Washington	4,770,549	453,165	11.8%	9.5%

Demographic Profile

Golfers tend to be more affluent than the average U.S. Pleasure Traveller with higher household incomes and university education. They are also much more likely to be male, married and between the ages of 55 and 64. However, they are no more likely to have children than the average U.S. Pleasure Traveller.

Fig. 4 Demographic Profile of Golfers Relative to All U.S. Pleasure Travellers

Attribute	Size of Market	Golfers	Non-Golfers ¹	Pleasure Travellers	Index ²
		18,189,169	152,321,072	170,510,241	100
Gender	Male	66.8%	46.3%	48.5%	138
	Female	33.2%	53.7%	51.5%	64
Age of Respondent	18 to 24	8.5%	11.1%	10.8%	78
	25 to 34	19.5%	21.1%	21.0%	93
	35 to 44	17.8%	17.2%	17.3%	103
	45 to 54	22.6%	20.9%	21.0%	107
	55 to 64	19.0%	15.0%	15.5%	123
	65 Plus	12.7%	14.6%	14.4%	88
Average Age		46.2	45.4	45.4	N/A
Marital Status	Not married	22.9%	31.5%	30.5%	75
	Married	77.1%	68.5%	69.5%	111
Parental Status	No children under 18	70.6%	69.9%	70.0%	101
	Children under 18	29.4%	30.1%	30.0%	98
Education	High school or less	10.5%	21.7%	20.5%	51
	Trade, Technical, Community Col.	15.7%	22.0%	21.4%	73
	University Degree	49.1%	40.1%	41.1%	120
	Post Graduate Degree	24.7%	16.2%	17.1%	145
Household Income	Under \$20,000	2.7%	8.7%	8.1%	34
	\$20,000 to \$39,999	7.9%	17.2%	16.2%	49
	\$40,000 to \$59,999	13.7%	17.0%	16.7%	82
	\$60,000 to \$79,999	15.6%	14.6%	14.7%	107
	\$80,000 to \$99,999	14.4%	11.2%	11.6%	124
	\$100,000 to \$149,999	21.4%	13.5%	14.4%	149
	\$150,000 or more	13.6%	5.8%	6.7%	204
	Not stated	10.7%	11.8%	11.7%	91
Average Household Income		\$97,381	\$71,512	\$74,303	N/A

- 1- "Non-Golfers" 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 play golf on any trip. The number of Golfers and Non-Golfers equals the number of Pleasure Travellers.
- 2 - The "Index" is calculated by dividing the percent for Golfers in each group by the percent of Pleasure Travellers in each group. The Index indicates the extent to which golfers are over or under-represented relative to the average Pleasure Traveller. An index of 100 means the percent participating in the activity is the same as that of the average U.S. Pleasure Traveller. Index values over 100 indicate that those participating in the activity are over-represented relative to the average U.S. Pleasure Traveller. Index values less than 100 indicate that those participating in the activity are under-represented relative to the average U.S. Pleasure Traveller.

Demographic Profile by Golfing Activity

U.S. Pleasure Travellers who play golf as part of a golf tour package are more likely to be male than travellers who play the occasional game of golf and travellers who stay at overnight at a golf resort. Golfers who play golf at an overnight golf resort and/or play golf as part of a tour package are also slightly older than travellers who play an occasional game of golf while on overnight trips. All types of golfers tend to be married while the traveller who plays the occasional game of golf is more likely to have children under the age of 18 at home.

Readers should note the demographic differences between the individual golfing activities presented in this table and consider these differences when interpreting tables that present aggregated 'golfer' values.

Fig. 5 Demographic Profile of Type of Golfers Relative to All U.S. Pleasure Travellers

Attribute	Size of Market	Golfing (All Activities)	Occasional Game	Overnight stay at a golf resort	Golf tour package
		18,189,169	16,179,802	5,046,885	2,184,577
Gender	Male	66.8%	67.0%	68.0%	73.4%
	Female	33.2%	33.0%	32.0%	26.6%
Age of Respondent	18 to 24	8.5%	8.7%	4.5%	6.1%
	25 to 34	19.5%	20.1%	15.6%	13.6%
	35 to 44	17.8%	17.6%	15.8%	16.9%
	45 to 54	22.6%	22.6%	24.6%	25.3%
	55 to 64	19.0%	18.5%	24.8%	23.7%
	65 +	12.7%	12.4%	14.8%	14.3%
Average Age		46.2	45.8	49.3	49.1
Marital Status	Married	79.8%	79.9%	81.9%	78.7%
	Not married	20.2%	20.1%	18.1%	21.3%
Parental Status	Children under 18	29.4%	30.1%	25.2%	21.1%
	No Children under 18	70.6%	69.9%	74.8%	78.9%
Education	High school or less	10.5%	10.3%	9.4%	9.2%
	Trade, Technical, Community Col.	15.7%	15.4%	14.5%	17.1%
	University	49.1%	49.2%	48.7%	48.2%
	Post Graduate	24.7%	25.1%	27.4%	25.5%
Household Income	Under \$20,000	2.7%	2.8%	1.1%	1.5%
	\$20,000 to \$39,999	7.9%	8.0%	4.8%	7.0%
	\$40,000 to \$59,999	13.7%	13.6%	11.7%	11.4%
	\$60,000 to \$79,999	15.6%	15.7%	14.8%	14.5%
	\$80,000 to \$99,999	14.4%	14.5%	14.0%	12.6%
	\$100,000 to \$149,999	21.4%	21.2%	25.1%	22.0%
	\$150,000 or more	13.6%	14.0%	18.2%	17.7%
	Not stated	10.7%	10.1%	10.4%	13.4%
Average Income		\$97,381	\$97,544	\$108,743	\$105,091

Travel Activity (During Last Two Years)

Golfers are frequent travellers and much more likely than the average U.S. Pleasure Traveller to have taken trips during the past two years. Golfers frequently travel in their own state and to other parts of the United States as well as Mexico and the Caribbean.

They are also more likely than the average U.S. Pleasure Traveller to have taken a trip to Canada in the past two years (22.1% versus 13.6%). They are especially likely to have taken a trip to Ontario (12.9%) and British Columbia (7.1%). In relative terms, (based on the Index), they were considerably more likely than other U.S. Pleasure Travellers to have visited Prince Edward Island (Index=200), Alberta (Index=192), the Northwest Territories (Index=173) and British Columbia (Index=171).

Fig. 6 Percent Traveling to Canada and Other Destinations during Past Two Years

	Golfers	Non-Golfers	Pleasure Travellers	Index
Size of Market	18,189,169	152,321,072	170,510,241	100
All destinations	91.5%	84.7%	85.4%	107
Canada	22.1%	13.7%	14.6%	152
Newfoundland and Labrador	0.6%	0.4%	0.4%	149
Prince Edward Island	1.2%	0.5%	0.6%	200
New Brunswick	1.3%	0.8%	0.8%	162
Nova Scotia	1.8%	1.3%	1.3%	134
Quebec	4.8%	2.9%	3.1%	155
Ontario	12.9%	7.7%	8.3%	156
Manitoba	0.9%	0.5%	0.5%	167
Saskatchewan	0.7%	0.5%	0.5%	144
Alberta	2.3%	1.1%	1.2%	192
British Columbia	7.1%	3.8%	4.1%	171
Yukon	0.8%	0.5%	0.6%	144
Northwest Territories	0.7%	0.4%	0.4%	173
Nunavut	0.1%	0.0%	0.0%	178
Own State	86.1%	78.9%	79.7%	108
Other parts of United States	96.9%	89.9%	90.6%	107
Mexico	21.4%	12.7%	13.6%	158
Caribbean	20.6%	11.8%	12.7%	161
All other destinations	12.1%	9.2%	9.6%	126

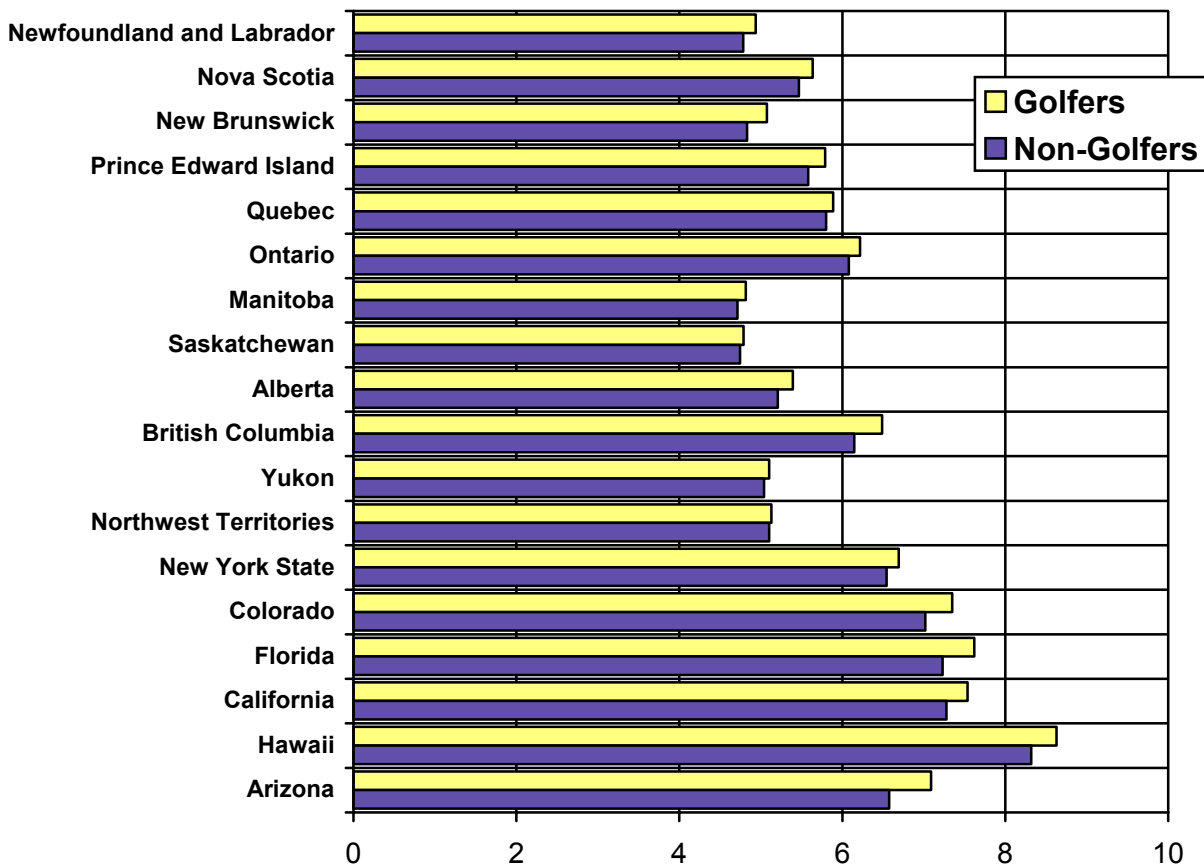
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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 Golfers are comparable to those of Non-Golfers. Golfers rate British Columbia as the most appealing province followed by Ontario, Quebec and Prince Edward Island. Manitoba and Saskatchewan received the lowest rating on the appeal measure.

On the other hand, American Pleasure Travellers (both Golfers and Non-Golfers), tend to rate the six reference U.S. states as more appealing than any of the Canadian provinces or territories, with Hawaii receiving the highest appeal rating overall.

Fig. 7 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

An examination of the other outdoor vacation activities pursued by those who have golfed while on a trip reveals that this sector is quite active in many other types of outdoor activities, and especially winter sports (e.g., downhill skiing and snowboarding, cross-country skiing and snowshoeing, extreme skiing and hockey, skating, rollerblading and skateboarding [Board & Blade]). This may reflect the fact that those who golf on trips are over-represented in the northern United States (see Fig. 2). Golfers are also frequently active in other competitive sports such as individual sports and team sports as well as strenuous activities such as extreme air sports, cycling, fitness and jogging, sailing and surfing, and scuba and snorkelling.

In part, this reflects the fact that this segment is predominately male and affluent, which are attributes that tend to be associated with higher levels of outdoor, physical activity.

Fig. 8 Other Outdoor Activities Pursued While on Trips
(See Appendix One for a Definition of Each Type of Outdoor Activity)

	Golfers	Non-Golfers	Pleasure Travellers	Index
Size of Market	18,189,169	152,321,072	170,510,241	100
Ocean Activities (e.g. swimming in ocean, ocean kayaking)	58.2%	37.3%	39.6%	147
Games & Individual Sports (e.g., tennis, board games)	41.4%	19.9%	22.2%	186
Wildlife Viewing	40.3%	34.3%	34.9%	115
Boating & Swimming (e.g., motor boating, swimming in lakes)	34.5%	19.4%	21.0%	164
Hiking, Climbing & Paddling	30.8%	22.6%	23.5%	131
Fishing	30.1%	17.0%	18.4%	164
Exercising and Jogging	26.4%	12.6%	14.1%	187
Downhill Skiing & Snowboarding	18.3%	6.8%	8.0%	228
Team Sports (e.g., football, baseball, basketball)	15.7%	7.0%	7.9%	199
Cycling	13.2%	5.5%	6.3%	209
Snowmobiling & ATVing	12.5%	6.5%	7.1%	175
Horseback Riding	11.6%	5.5%	6.2%	188
Hunting	9.7%	4.9%	5.4%	180
Sailing and Surfing (e.g., sailing, windsurfing, parasailing)	9.2%	4.2%	4.8%	193
Board and Blade (e.g. ice-hockey, skateboarding; ice-skating)	8.6%	3.5%	4.0%	214
Scuba & Snorkelling	8.4%	3.5%	4.1%	207
Cross-country Skiing & Snowshoeing	4.1%	1.6%	1.9%	221
Motorcycling	4.1%	2.9%	3.1%	134
Extreme Air Sports (e.g., parachuting, bungee jumping)	3.5%	1.5%	1.7%	202
Extreme Skiing (e.g., heli-skiing, overnight x-country trips)	1.0%	0.3%	0.3%	290

Outdoor Activities Pursued While Not on Trips

The comparatively high activity level among Golfers while on trips is also apparent when they are NOT traveling. Thus, in addition to being very likely to golf, Golfers also frequently exercise at home or at a fitness club, swim, go on day outings to parks and garden at home. As well, relative to the average U.S. Pleasure Traveller, Golfers are much more likely to participate in outdoor winter activities (e.g., downhill and cross-country skiing, snowboarding, snowmobiling, ice-skating), perhaps reflecting the fact that they are over-represented in the northern regions of the United States (see Fig. 2). Golfers are also more likely to participate in other competitive sports (e.g., team sports, racket sports), as well as strenuous outdoor activities including canoeing and kayaking, sailing and boating, and cycling and hiking. Relative to the average U.S. Pleasure Traveller, Golfers are the least likely to participate in somewhat passive outdoor activities such as picnicking, day outings to parks, and gardening.

Fig. 9 Outdoor Activities Pursued While NOT on Trips

	Golfers	Non-Golfers	Pleasure Travellers	Index
Size of Market	18,189,169	152,321,072	170,510,241	100
Golfing	82.4%	10.6%	18.3%	451
Exercising at home or at a fitness club	65.4%	54.9%	56.0%	117
Swimming	64.1%	55.6%	56.5%	113
Day outing to a park	61.9%	63.2%	63.1%	98
Gardening	57.3%	52.6%	53.1%	108
Picnicking	46.0%	48.0%	47.7%	96
Hiking	40.4%	31.6%	32.5%	124
Fishing	38.8%	32.0%	32.8%	118
Cycling	30.1%	22.0%	22.9%	131
Playing team sports	28.2%	14.3%	15.8%	178
Camping	27.8%	26.6%	26.7%	104
Sailing or other boating	27.2%	19.1%	20.0%	136
Jogging	26.9%	18.6%	19.5%	138
Playing racquet sports (e.g., tennis or badminton)	22.2%	12.1%	13.2%	168
Hunting	15.2%	11.4%	11.8%	129
Downhill skiing	13.0%	4.8%	5.7%	227
Riding an all-terrain vehicle (ATV)	11.4%	11.5%	11.5%	100
Canoeing or kayaking	10.8%	7.5%	7.8%	137
Horseback riding	9.8%	8.4%	8.6%	114
Rollerblading	9.2%	7.1%	7.3%	125
Ice skating	8.2%	5.2%	5.5%	148
Snowmobiling	5.1%	3.1%	3.3%	154
Cross-country skiing	4.7%	2.2%	2.5%	188
Snowboarding	4.3%	2.5%	2.7%	162
Skateboarding	2.7%	2.1%	2.2%	125

Culture and Entertainment Activities Pursued While on Trips

Those who have golfed while on a trip are also more active in most cultural and entertainment activities while traveling. Relative to the other U.S. Pleasure Travelers, Golfers are especially likely to partake in activities related to sports (e.g., professional sporting events, amateur tournaments, national and international sporting events) while on trips. Golfers are also likely to go to wine, beer and food tastings, to equestrian and western events, to go fine dining or to spas, and to attend high art performance while on trips.

Fig. 10 Cultural and Entertainment Activities Pursued While on Trips
(See Appendix Two for a Definition of Each Type of Culture & Entertainment Activity)

	Golfers	Non-Golfers	Pleasure Travelers	Index
Size of Market	18,189,169	152,321,072	170,510,241	100
Shopping and Dining	88.1%	76.5%	77.7%	113
Historical Sites, Museums & Art Galleries	63.2%	52.3%	53.5%	118
Casino, Theatre and Comedy Clubs	62.8%	43.3%	45.4%	138
Theme Parks & Exhibits	59.7%	47.7%	49.0%	122
Fairs and Festivals	54.6%	39.3%	41.0%	133
Fine Dining and Spas	52.4%	30.6%	33.0%	159
Professional Sporting Events	38.3%	13.5%	16.1%	238
Wine, Beer and Food Tastings	37.2%	21.2%	22.9%	162
Science and Technology Exhibits	34.8%	23.6%	24.8%	140
Equestrian & Western Events	24.8%	14.3%	15.5%	161
Rock Concerts and Recreational Dancing	23.2%	14.3%	15.3%	152
Garden Theme Attractions	18.8%	13.1%	13.7%	138
Agro-Tourism	17.6%	13.0%	13.5%	130
Amateur Tournaments	16.8%	6.6%	7.7%	219
High Art Performances	16.8%	10.2%	10.9%	153
Theatre, Film & Musical Festivals	11.8%	7.9%	8.3%	142
Aboriginal Cultural experiences	11.7%	8.2%	8.6%	136
Archaeological Digs & Sites	7.7%	5.3%	5.5%	140
Participatory Historical Activities	5.6%	3.7%	3.9%	142
National & International Sporting Events	3.9%	1.6%	1.9%	210

Culture and Entertainment Activities Pursued While Not on Trips

While NOT traveling, Golfers are also more likely than the average U.S. Pleasure Traveller to participate in a variety of cultural and entertainment pursuits. Relative to the average U.S. Pleasure Traveller, Golfers are much more likely to go to professional and amateur sporting events, to visits spas, to go to jazz clubs, bars with live pop or rock bands and to attend rock concerts. They also exhibit an above average interest in live theatre, art galleries or art shows, casinos and the opera. Clearly, this affluent sector of the market has an active lifestyle with numerous and diverse cultural and entertainment interests.

Fig. 11 Cultural and Entertainment Activities Pursued While Not on Trips

	Golfers	Non-Golfers	Pleasure Travellers	Index
Size of Market	18,189,169	152,321,072	170,510,241	100
Going out to eat in restaurants	96.0%	92.5%	92.8%	103
Going to festivals or fairs	67.5%	65.2%	65.5%	103
Going to amateur sporting events	59.2%	37.6%	39.9%	148
Going to professional sporting events	57.7%	32.2%	34.9%	165
Going to zoos or aquariums	48.2%	45.3%	45.6%	106
Going to historic sites or heritage buildings	42.7%	39.8%	40.1%	106
Going to museums	41.0%	37.1%	37.5%	109
Going to amusement or theme parks	40.1%	37.9%	38.1%	105
Going to live theatre	38.6%	28.0%	29.2%	132
Going to gamble in casinos	35.9%	27.1%	28.0%	128
Going to art galleries or art shows	34.4%	27.0%	27.8%	124
Going to bars with live pop or rock bands	31.7%	22.6%	23.6%	134
Going to pick-your-own farms or farmers' market	31.4%	31.6%	31.6%	100
Going to rock music concerts	28.0%	20.5%	21.3%	131
Going dancing	25.0%	20.3%	20.8%	120
Going to botanical gardens	21.6%	19.8%	20.0%	108
Going to classical music concerts	17.2%	14.6%	14.9%	116
Going to day spas	14.9%	9.7%	10.3%	145
Staying overnight in a hotel or B&B in own city	12.9%	10.3%	10.6%	122
Going to jazz clubs	11.4%	7.5%	7.9%	144
Going to rodeos	8.9%	8.1%	8.2%	108
Going to the ballet	8.3%	6.9%	7.0%	117
Going to the opera	6.9%	5.6%	5.7%	120

Accommodations Stayed In While on a Trip

Seaside Resorts and Lakeside/Riverside resorts are among the most common types of accommodations Golfers have used during the past two years while on trips. However, relative to the average U.S. Pleasure Traveller, Golfers are more likely to have stayed in some of the more exotic types of accommodations including remote or fly-in wilderness lodges or outposts, health spas, ski resorts or mountain resorts and wine-tasting schools. On the other hand, they are less likely than the typical U.S. Pleasure Traveller to camp in a public or private campground. Affluent Golfers clearly prefer luxury accommodations.

Fig. 12 Accommodations Stayed in While on Trips

	Golfers	Non-Golfers	Pleasure Travellers	Index
Size of Market	18,189,169	152,321,072	170,510,241	100
Seaside Resort	47.3%	36.1%	37.7%	125
Lakeside/Riverside Resort	33.2%	24.3%	25.6%	130
A Public Campground in a National, State, Provincial or Municipal Park	31.6%	35.4%	34.8%	91
Ski Resort or Mountain Resort	26.8%	17.0%	18.4%	145
A Private Campground	18.5%	21.3%	20.9%	89
A Camp Site in a Wilderness Setting (Not a Campground)	10.1%	9.6%	9.6%	105
Health Spa	9.6%	5.9%	6.5%	149
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	9.1%	8.7%	8.7%	104
Wilderness Lodge you can drive to by car	8.3%	7.0%	7.2%	116
Country Inn or Resort with Gourmet Restaurant	5.5%	3.9%	4.1%	134
Farm or Guest Ranch	4.2%	4.1%	4.1%	102
On a Houseboat	4.2%	2.7%	2.9%	142
Remote or Fly-In Wilderness Lodge	2.9%	1.5%	1.7%	169
Remote or Fly-In Wilderness Outpost	1.7%	0.8%	0.9%	183
Cooking School	1.5%	1.1%	1.2%	131
Wine Tasting School	1.3%	0.8%	0.9%	146

Tours and Cruises Taken During Past Two Years

Golfers also frequently report taking tours or cruises during the past two years. They are especially likely to have taken self-guided tours, tours around a city or scenic drives in the country. Relative to the average U.S. Pleasure Traveller, Golfers are much more likely to have taken several of the more unusual tours and cruises including a submarine cruise, a cruise on the Great Lakes or the St. Lawrence River, and air trips as a pilot or passenger. They are also more likely to have taken a cruise in the Caribbean, tours to a casino and a wine tour.

Fig. 13 Tours and Cruises Taken During Past Two Years

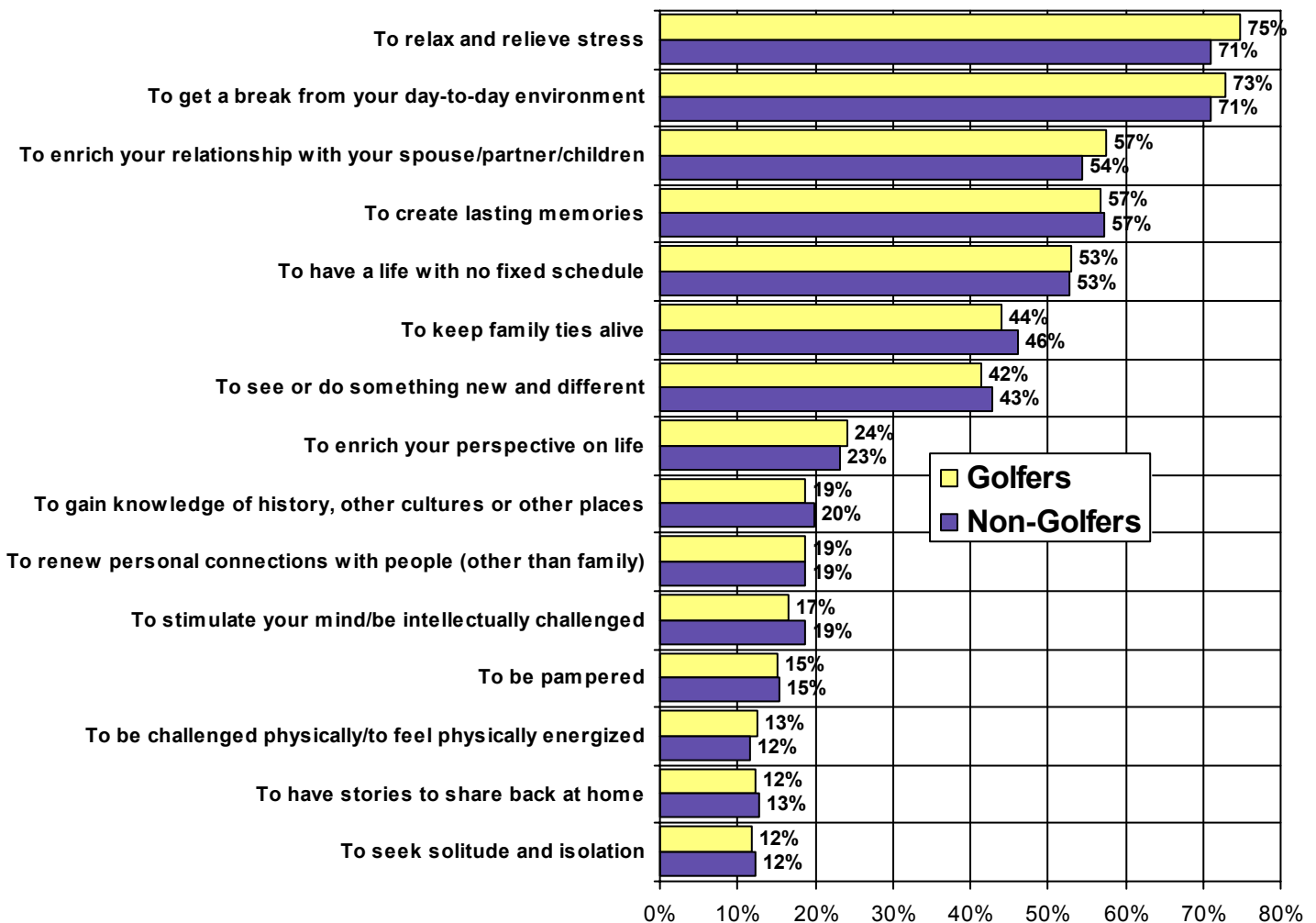
	Golfers	Non-Golfers	Pleasure Travellers	Index
Size of Market	18,189,169	152,321,072	170,510,241	100
A self-guided sameday tour while on an overnight trip	23.8%	18.6%	19.2%	124
An organized sameday guided tour while on an overnight trip	21.5%	18.2%	18.5%	116
Around the city	19.8%	15.3%	15.8%	125
Around the country side - scenic drives	16.5%	12.7%	13.1%	126
A self-guided overnight tour where you stayed in different locations	13.9%	10.0%	10.4%	134
Caribbean ocean cruise	13.8%	8.4%	9.0%	153
An organized overnight guided tour where you stayed in different locations	10.5%	7.6%	7.9%	133
On the water (sightseeing cruise)	10.4%	7.5%	7.8%	134
Some other type of tour	10.3%	8.7%	8.8%	116
Wilderness tour	9.2%	7.2%	7.4%	124
An organized overnight guided tour where you stayed in a single location	8.3%	6.5%	6.7%	123
To a casino	7.1%	4.6%	4.9%	145
To a winery	6.3%	3.3%	3.6%	175
Ocean cruise – Other	6.2%	4.6%	4.8%	129
Alaskan ocean cruise	3.3%	2.4%	2.5%	134
To a factory	2.4%	1.8%	1.8%	130
Cruise on another lake or river	2.3%	1.9%	2.0%	119
In the air as a pilot or passenger of an airplane or helicopter	2.3%	1.3%	1.4%	162
Some other type of cruise	1.9%	1.7%	1.7%	111
Great Lakes cruise	0.8%	0.3%	0.4%	193
Submarine cruise	0.5%	0.2%	0.2%	208
Cruise on the St. Lawrence River	0.4%	0.3%	0.3%	154

Benefits Sought While On a Vacation

The vacation benefits sought by those who golf while on trips are similar to those of Non-Golfers. Thus, like other U.S. Pleasure Travellers, Golfers most often take vacations to relax and relieve stress, to get a break from their day-to-day environment and have no fixed schedule, to enrich familial relationships and keep family ties alive, to create lasting memories and to see and do something different.

However, relative to Non-Golfers, Golfers are more likely to take vacations to be challenged physically and feel physically energized, to relax and relieve stress and enrich their relationship with their spouse/partner or children. Compared to Non-Golfers, Golfers are less likely to seek intellectual stimulation while on a vacation.

Fig.14 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as “Highly Important”)

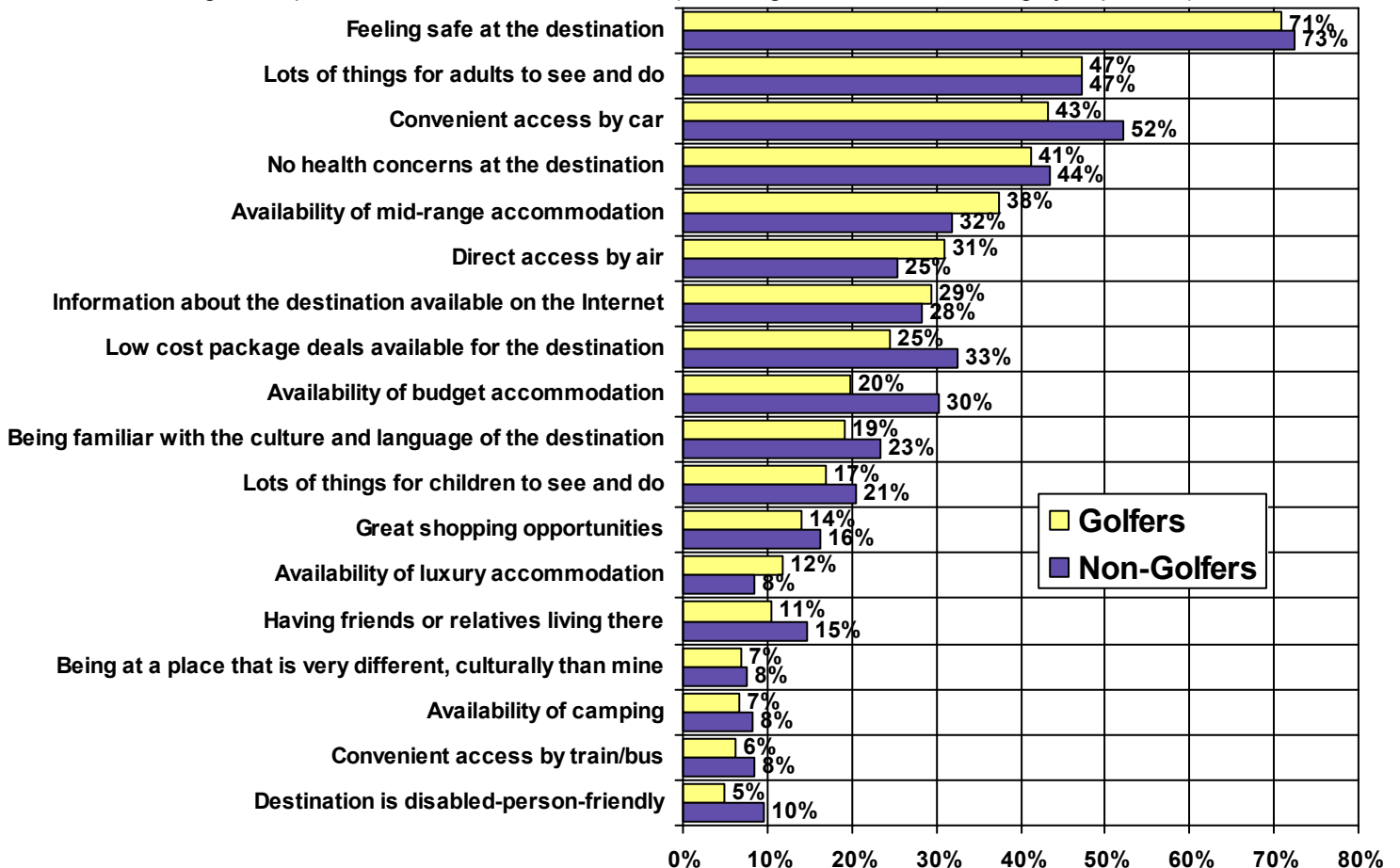


Other Attributes of a Destination Considered Important

The attributes of a destination that are considered highly important by Golfers also parallel those considered important by Non-Golfers. Thus, it is important to Golfers and Non-Golfers that they feel safe at a destination and that there are no health concerns, that there is lots to see and do and that the destination is accessible by car.

Relative to Non-Golfers, Golfers are more likely to consider it highly important that a destination offers luxury, or at least mid-range accommodations and that the destination is accessible by air. On the other hand, they are less likely than Non-Golfers to consider it highly important that a destination offers budget accommodations or camping or low-cost package deals. Compared to Non-Golfers, Golfers are also less likely to consider it important that a destination is disabled-person-friendly, accessible by train, bus or car, that there are friends and family at the destination or that the destination offers a lot of things for children to do.

Fig. 15 Importance of Destination Attributes (% Rating Each Attribute as "Highly Important")



How Destinations are Selected

Those who golf while on trips were asked a series of questions concerning how they select destinations. Similar to the typical U.S. Pleasure Traveller, the majority of Golfers start with a particular destination in mind. However, relative to the average U.S. Pleasure Traveller, Golfers are more likely to state that they start by considering specific activities they would like to do while on vacation. Golfers are less likely than the average U.S. Pleasure Traveller to begin their summer vacation planning by looking for a packaged deal with no destination in mind.

Fig. 16 How Destinations Are Selected (Summer and Winter Vacations)

	Golfers	Non-Golfers	Pleasure Travellers	Index
Size of Market	18,189,169	152,321,072	170,510,241	100
Summer				
Started with a desired destination in mind	60.0%	58.0%	58.2%	103
Started by considering specific activities wanted to do	12.7%	9.6%	9.9%	128
Started with a certain type of vacation experience in mind	16.7%	17.4%	17.3%	97
Looked for packaged deals- no destination in mind	0.9%	1.1%	1.1%	76
Considered something else first	3.9%	4.7%	4.6%	85
Don't know / Other	5.9%	9.3%	8.9%	66
Winter				
Started with a desired destination in mind	58.5%	59.0%	58.9%	99
Started by considering specific activities wanted to do	17.0%	10.4%	11.3%	151
Started with a certain type of vacation experience in mind	13.5%	14.9%	14.8%	91
Looked for packaged deals- no destination in mind	1.4%	1.4%	1.4%	97
Considered something else first	3.5%	5.6%	5.3%	65
Don't know / Other	6.1%	8.6%	8.3%	74

Trip Planning and Information Sources Consulted

Golfers usually (59.3%) participate in the planning of their vacations, although this is more likely to be a shared responsibility than is the case for the average U.S. Pleasure Traveller. The most frequently consulted source of information is the Internet, although past experience and the advice of family and friends are also taken into consideration by the majority of Golfers. However, relative to the average U.S. Pleasure Traveller, Golfers are more likely to obtain information about travel from trade, travel and sports shows, travel guide books such as Fodor's, electronic newsletters received by email, and articles/programs and advertising from newspapers, magazines and television.

Fig. 17 Who Plans Vacations and Information Sources Consulted

		Golfers	Non-Golfers	Pleasure Travellers	Index
Size of Market		18,189,169	152,321,072	170,510,241	100
Who Plans Trips?	Respondent plans trips	37.7%	39.4%	39.2%	96
	Trip planning a shared responsibility	21.6%	17.1%	17.6%	123
	Someone else plans trips	40.7%	43.5%	43.2%	94
Information Sources Consulted	An Internet website	85.8%	74.8%	76.0%	113
	Past experience / Been there before	61.4%	53.6%	54.5%	113
	Advice of others / Word-of-mouth	53.8%	44.3%	45.4%	119
	Maps	33.7%	32.5%	32.7%	103
	An auto club such as AAA	29.2%	23.4%	24.0%	122
	Articles in newspapers / magazines	26.0%	17.2%	18.1%	143
	A travel agent	24.6%	17.9%	18.6%	132
	Official travel guides or brochures from state/province	24.2%	20.1%	20.6%	118
	Visitor information centres	22.0%	20.2%	20.4%	108
	Travel information received in the mail	19.1%	15.3%	15.8%	121
	Travel guide books such as Fodor's	17.9%	11.3%	12.0%	149
	Advertisements in newspapers / magazines	15.2%	10.3%	10.9%	140
	Programs on television	10.1%	6.8%	7.1%	142
	An electronic newsletter or magazine received by e-mail	8.9%	5.7%	6.0%	148
	Advertisements on television	5.3%	3.8%	4.0%	134
Visits to trade, travel or sports shows	4.5%	2.2%	2.4%	186	

Use of the Internet to Plan and Arrange Trips

The Internet is an especially important vacation planning tool for Golfers. 80% have used the Internet to plan trips, and 62% have purchased at least a part of a trip over the Internet in the past two years. Travel planning / booking sites such Expedia, and hotel and airline sites, are especially likely to be used by this sector. Air tickets, accommodations and car rentals are components of trips most often purchased over the Internet.

Fig. 18 Use of the Internet to Plan and Book Travel

		Golfers	Non-Golfers	Pleasure Travellers	Index
Size of Market		18,189,169	152,321,072	170,510,241	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	19.8%	32.3%	31.0%	64
	Uses Internet to plan trips only	18.6%	20.3%	20.1%	93
	Uses Internet to book part of trip	61.6%	47.4%	48.9%	126
Types of Websites Consulted	A travel planning / booking website	64.9%	54.3%	55.6%	117
	A website of a hotel or resort	61.6%	52.1%	53.3%	116
	An airline's website	59.2%	43.6%	45.6%	130
	A tourism website of a country / region / city	37.5%	34.8%	35.1%	107
	A website of an attraction	32.6%	33.5%	33.4%	98
	Some other website	24.6%	25.1%	25.1%	98
	A cruise line website	17.0%	11.8%	12.4%	137
	A motorcoach website	1.8%	1.3%	1.3%	135
Parts of Trips Booked Over The Internet	Air tickets	80.3%	69.0%	70.6%	114
	Accommodations	76.6%	71.1%	71.9%	107
	Car rental	49.7%	36.1%	38.0%	131
	Tickets or fees for specific activities or attractions	30.7%	25.7%	26.3%	116
	A package containing two or more items	22.1%	17.1%	17.8%	124
	Tickets for rail, bus or boat / ship fares	13.8%	11.6%	11.9%	116
	Other	3.2%	2.9%	2.9%	109

Media Consumption Habits

The keen interest in sporting activities among Golfers is also evident in their media consumption preferences. Thus, relative to the average U.S. Pleasure Traveller, Golfers are more likely to read magazines about outdoor activities and sports and professional sports, to watch sports programming on television, to listen to sports programs on the radio and to visit sports-related websites. Golfers also exhibit an above average interest in news and information programming as well as travel related media (e.g., travel sections of the newspaper, travel magazines, travel programming on television and travel-related websites).

Fig. 19 Media Consumption Habits

		Golfers	Non-Golfers	Pleasure Travellers	Index
Size of Market		18,189,169	152,321,072	170,510,241	100
Newspaper Readership	Reads daily newspaper	69.7%	58.7%	59.9%	116
	Reads weekend edition of newspaper	64.3%	54.5%	55.5%	116
	Reads local neighbourhood or community newspapers	55.2%	48.9%	49.5%	111
	Reads other types of newspapers	16.5%	13.6%	13.9%	119
	Frequently or occasionally reads travel section of daily newspaper	54.2%	41.6%	43.0%	126
	Frequently or occasionally reads travel section of weekend newspaper	62.0%	47.8%	49.3%	126
Types of Magazines Read (Top 5 Indexed)	Outdoor activities / sports (e.g., Golf)	28.8%	8.6%	10.7%	269
	Professional sports	26.8%	10.9%	12.6%	212
	Business, finance and investing	25.8%	12.6%	14.0%	185
	Magazines about your city	10.3%	6.5%	6.9%	149
	Travel (e.g., Conde Nast)	15.3%	10.1%	10.6%	144
Type of Television Programs Watched (Top 5 Indexed)	Sports/sports shows	71.3%	41.9%	45.0%	158
	Travel shows	35.9%	28.1%	28.9%	124
	Late night talk shows	33.6%	26.3%	27.1%	124
	History	50.3%	44.3%	45.0%	112
	News/current affairs (e.g., 60 Minutes)	64.4%	57.2%	58.0%	111
Type of Radio Programs Listened To (Top 5 Indexed)	All sports	28.0%	10.0%	11.9%	235
	News / Talk / Information	41.0%	31.4%	32.4%	127
	Soft music / Adult contemporary	28.9%	24.1%	24.6%	117
	Jazz/Big band	11.4%	9.9%	10.0%	113
	Modern rock / Alternative rock	36.3%	32.5%	32.9%	110
Types of Websites Visited (Top 5 Indexed)	Sports	52.0%	27.1%	30.0%	174
	Travel	58.9%	46.5%	48.0%	123
	Network news sites (e.g., CNN)	47.1%	37.6%	38.7%	122
	Weather	67.2%	57.3%	58.5%	115
	Newspaper sites	33.6%	29.1%	29.6%	113

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