



## **RESEARCH & PLANNING**

# **Travel Activities and Motivations of Canadian Visitors to BC: Activity Profile**

## **Focus on History and Heritage**

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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 <sup>1</sup>
Parks Canada	The Government of Yukon
Statistics Canada	The Government of Northwest Territories

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## I. Executive Summary

### MILLIONS OF CANADIANS ARE SEEKING HISTORY AND HERITAGE EXPERIENCES

History and Heritage Tourists, as defined in this report, represent a subset of all Canadians who went to historic or heritage sites or engaged associated trip activities. They are overnight pleasure travellers who say they recently took a trip in order to engage in these activities<sup>2</sup>. At over 2 million, History and Heritage Tourists - Canadian adults who take vacations *in order to engage and history and heritage activities* - are an important market for British Columbia. They represent 1-in-8 of the 20 million Canadian overnight pleasure travellers to *any destination* (12%) and 1-in-8 of the 6 million Canadians who have come to British Columbia (12%) for a vacation in the past two years or so (2004 and 2005).

Of the 20.9 million Canadian Travellers, 29% visited well-known historic sites or buildings, 23% visited other historic sites, monuments and buildings, 22% visited general history or heritage museums, 10% visited historical replica of cities or towns with historic re-enactment, 10% visited science or technology museums, 9% visited military or war museums, 7% visited palaeontology/archaeology sites, 5% went to an interpretive program at a historic site or national/provincial park, 4% visited children's museums, 1% went to visit an archaeological dig, 1% took a curatorial tour, and less than 1% participated in historical re-enactments as an actor.

### BRITISH COLUMBIA ATTRACTS ARCHAEOLOGY AND INTERPRETIVE PROGRAM TOURISTS AT A HIGHER THAN AVERAGE RATE.

While small niche markets, Archaeology Tourists and tourists motivated by Interpretive Programs are more likely to have travelled to British Columbia recently as would be expected given their share of the total Canadian pleasure travel market. The Archaeology Tourists sector represents about 3% of the 6 million Canadian adults with pleasure travel experiences in British Columbia during 2004 or 2005, and tourists on Interpretive Programs represent 1%.

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<sup>2</sup> The activities used to define this market sector are as follows: Visit archaeological dig; take a curatorial tour; participate in historical re-enactment (as an actor); go to interpretive program at a historic site or national/provincial park; visit historical replica of cities or towns with historic re-enactments; visit any of the following types of museums -- children's, history or heritage, science or technology, military/war; visit palaeontology/archaeology site; visit well-known historic sites or buildings; visit other historic sites, monuments and buildings.

**HISTORIC SITES ARE VERY POPULAR.**

Of the many individual activities that could have motivated a vacation among History and Heritage Tourists, well-known historic sites/buildings is the most popular. This activity is identified as the main reason for a trip by over half of the market segment. Other historic sites and general history museums are also widely cited as the reason for a recent overnight pleasure trip by 1-in-3 History and Heritage Tourists.

To a lesser extent as trip drivers are: historical replicas of cities or towns with re-enactments, science/technology museums, paleo/archaeological digs and military/war museum, which are named as the main reason for a recent overnight pleasure trip by more than 1-in-7 History and Heritage Tourists.

**MUSEUM AND HISTORIC SITES TOURISTS OVERLAP.**

With over one-half of Canadians in the Museum Tourists segment of the History and Heritage sector also claiming to take trips in order to visit various types of historic sites (53%), Museum Tourists and Historic Site share many of the same demographic, behavioural and attitudinal characteristics as one another.

**ARCHAEOLOGY TOURISTS COULD BE AN IMPORTANT NICHE MARKET FOR BRITISH COLUMBIA.**

Archaeology Tourists are History and Heritage Tourists who have taken recent overnight pleasure trips in order to participate in archaeological or palaeontology-oriented experiences. This niche market represents close to 400,000 Canadians or about one-sixth of all History and Heritage Tourists and 3% of the Canadians who have recently visited British Columbia. They may be particularly important to British Columbia because they more closely resemble the profile of Canadian tourists currently attracted to the province than does the History and Heritage Tourist per se.

**THEY LIVE IN EVERY CANADIAN PROVINCE BUT ARE CONCENTRATED IN CENTRAL CANADA.**

History and Heritage Tourists live in every province but are concentrated in Central Canada and to a lesser degree in the West.

History and heritage activities seem to be particularly popular among pleasure tourists who reside in the larger cities, such as **Toronto** (18%), **Montreal** (12%) and **Vancouver** (8%). In contrast, History and Heritage Tourists are less likely to live in the Maritimes and the Prairie Provinces.

**Archaeology Tourists** differ from the larger History and Heritage market in their regional distribution across Canada. **Montreal** has the highest percentage of Archaeology Tourists (11%); this is followed by **Vancouver** (10%), **Toronto** (9%) and **Edmonton** (8%). **Edmonton** is home to about 1-in-29 adult Canadians (3%) but significantly more Archaeology Tourists (1-in-13, 8%) live in the city.

Regional marketing efforts to attract History and Heritage Tourists from Central Canada may be challenging, particularly in light of increased airfares, as these tourists are concentrated in Toronto and Montreal. However, one should take advantage of the closer proximity of Archaeology Tourists from the Albertan market.

#### **MEN AND WOMEN OF ALL AGES SEEK HISTORY/HERITAGE TOURISM EXPERIENCES.**

History and Heritage tourists span all age categories but tend to be in their mid-thirties to mid-fifties. Over 2-in-5 History and Heritage Tourists and Archaeology Tourists are aged between 35 and 54 years. There are more Archaeology Tourists aged 35 to 44 (23%) than all History and Heritage Tourists (19%) and there are fewer Archaeology Tourists aged 65 and above (11%) than all History and Heritage Tourists (14%).

Men and women are about equally likely to be History and Heritage Tourists. However, there are more younger (18-34 years old) male History and Heritage Tourists and Archaeology Tourists (1-in-3) than female and there are more female History and Heritage Tourists 55 years and older and Archaeology Tourists (1-in-3) than males (1-in-4).

#### **HISTORY AND HERITAGE TOURISTS ARE AFFLUENT AND EDUCATED.**

Tourists in these niche markets tend to be more **highly educated** and to be more **affluent** than are typical Canadian pleasure tourists. 37% of History and Heritage Tourists have a **university degree**, and 40% of Archaeology Tourists are university educated (compared to 30% of Canadian travellers to any destination). 1-in-4 History and Heritage Tourists and Archaeology Tourists report incomes in the more affluent **\$100,000+** bracket (compared to 1-in-5 Canadian travellers to any destination).

## ONTARIO AND QUEBEC ARE THE MAIN COMPETITORS FOR THESE TRAVELLERS.

Ontario (61%) and Quebec (48%) - are the main provincial competitors for Canadian History and Heritage Tourists. Whilst Ontario (52%), followed closely by Alberta (51%) are the main provincial competitor for Archaeology Tourists. There are significantly more Archaeology Tourists who have travelled to Saskatchewan (25%), Alberta (51%) and British Columbia (45%) than have Canadian travellers as a whole to any destination (Saskatchewan 11%, Alberta 25% and British Columbia 30%). British Columbia is especially successful in attracting Archaeology Tourists (45%) vis à vis the general travelling public in Canada (30%).

The **United States** clearly leads the International market (57%) but other foreign competitive destinations for History and Heritage Tourists include *Europe*, the *Caribbean* and *Mexico* (13%). History and Heritage Tourists, particularly Archaeology Tourists are more likely than *typical* Canadian tourists to any destination, to travel to other countries and regions, and they are significantly more likely to travel to **Europe**.

## A SAFE DESTINATION WITH THAT POSES NO HEALTH CONCERNS ARE TOP PRIORITIES FOR HISTORY AND HERITAGE TOURISTS.

Most History and Heritage Tourists and Archaeology Tourists start a trip planning process with a *destination* in mind. For History and Heritage Tourists this is followed by the **type of vacation experience** they wish to have and then on the **activities** they want to enjoy while on their trip. While for Archaeology Tourists it is followed by on the **activities** they want to enjoy while on their trip and then by the **type of vacation experience** they wish to have

For **History and Heritage Tourists** the destination should be *safe*, pose *no health concerns*, offer *many things for adults to see and do*, have *convenient access by car* and offer *mid-range accommodation*.

For **Archaeology Tourists** the destination should be *safe*, offer *many things for adults to see and do*, have *convenient access by car*, pose *no health concerns*, and offer *mid-range accommodation*.

## **ARCHAEOLOGY TOURIST ARE HIGHER INVOLVEMENT TRAVELLERS THAN THE BROADER HISTORY AND HERITAGE MARKET.**

Despite the low levels of intersection between History and Heritage Tourists and many other activity sectors of interest, these history/heritage enthusiasts are more apt to take trips in order to engage in other activities than are Canadian pleasure travellers in general. History and Heritage Tourists are three times as likely to be Aboriginal Activity Tourists, and at least twice as likely to be Hikers, Nordic Skiers, Cyclists/Mountain Bikers and/or Backcountry Lodge Guests.

Members of the subset of History and Heritage Tourists with particular interest in archaeology and/or palaeontology are higher involvement travellers than are those in the more broadly defined group. Compared to the Canadian travelling public as a whole, Archaeology Tourists are over five times as likely to be Aboriginal Activity Tourists; at least four times as likely to be Divers and Snorkellers, River Rafters, and/or Nordic Skiers, over three times as likely to be Cyclists/Mountain Bikers and/or hikers, and twice as likely to be Backcountry Lodge Guests, Campers/RV'ers, Sea Kayaker, Alpine Skiers, Golfers and/or travellers on a self-guided overnight tour.

## **JUST BEING IN NATURE MAY BE SUFFICIENT.**

When taken as a whole, the outdoor activity profile of History and Heritage Tourists suggests individuals who observe rather than interact with nature. Outdoor activities that attract at least 1-in-3 of these tourists on an any participation basis are limited to seeing well-known wonders, going to nature parks, sunbathing or sitting on a beach, swimming in lakes or oceans, camping, hiking, and viewing flora and/or fauna, birds and animals.. Of these activities, **natural wonders** and **nature parks** are most apt to be trip drivers (main activity).

Compared to the History and Heritage Tourist segment as a whole, **Archaeology Tourists** are much more likely to participate (any) in a variety of outdoor activities, and they are more active on their vacations. Compared to Canadian pleasure travellers **Archaeology Tourists** are also more involved, they are thirteen times more likely to go snorkelling (lakes/rivers), ten times more likely to play badminton, nine times more likely to go bowling or view Northern Lights, eight times more likely to play football, mini-golf or view wildflowers/flora, and seven times more likely to go windsurfing, in-line/roller blading, go bird watching, view land based wildlife or play board games.

**CITY ARCHITECTURE, PERFORMANCES, FESTIVAL & EVENTS AND ART GALLERIES ARE POPULAR TRIP ACTIVITIES.**

Apart from the history/heritage activities used to define the market segment, History and Heritage Tourists tend to utilize destinations' cultural, culinary and retail infrastructure as things to see and do while on overnight pleasure trips rather than as the driving force behind or motivation for their trips.

For example, two-thirds have strolled around a city to observe its buildings and architecture on recent pleasure trips and over two-fifths have taken a trip in order to engage in this activity. A similar pattern is evident for attending arts performances, 61% take part in the activity and 39% are motivated to take a trip because of the activity.

The Archaeology Tourist subset is more culturally oriented than is the History and Heritage Tourist segment as a whole. These archaeology/palaeontology tourists are even more inclined to seek out cities' architecture, attend arts performances and festivals and events, go to art galleries, and participate in hands on learning activities both as trip drivers and as any trip activity than are members of the more broadly defined History and Heritage segment, Canadian visitors to B.C. or any destination.

**ENTERTAINMENT, DINING AND SHOPPING ARE THINGS TO "SEE AND DO".**

Over one-quarter of History and Heritage and one-third of Archaeology Tourists have gone to theme parks while on recent overnight pleasure trips with about one-fifth of History and Heritage and one-quarter of Archaeology Tourists naming theme parks as a trip motivator. Around 3-in-10 History and Heritage and Archaeology Tourists have attended live theatre, while 1-in-6 have been motivated by this activity. Archaeology Tourists are drawn to visiting zoos, with over two-fifths participating in the activity and one-quarter being motivated by it. Other attractions such as casino's, movies/cinema, botanical gardens and attending firework displays and free outdoor performances are included as one of many activities on trip itineraries. These same activities are more popular, both as trip drivers and as things to see and do (any) among Archaeology Tourists than they are within the broader History and Heritage segment.

Similar to many entertainment-oriented activities, shopping, dining out at restaurants offering local ingredients and cuisine and visiting local outdoor cafes are much more common trip experiences (any) than trip drivers for History and Heritage Tourists.



### THE INTERNET TOPS THE CHART AS A TRIP PLANNING TOOL.

Of the many sources of travel information available to History and Heritage Tourists, the internet tops the chart. Over 6-in-10 History and Heritage Tourists and 7-in-10 Archaeology Tourists rely on the **internet** for travel information and 5-in-10 History and Heritage Tourists and 6-in-10 Archaeology Tourists rely on anecdotal information provided by **friends and relatives** and on their own **past experience**. Over 4-in-10 History and Heritage Tourists and Archaeology Tourists rely on **maps** and on **official DMO travel guides** to obtain travel information.

In the main, these are the same sources of information that may be influencing Canadian pleasure travellers who have recently done so, to take trips to British Columbia.

Archaeology Tourists use more information sources than do members of the broader History and Heritage segment.

### HISTORY & HERITAGE AND ARCHAEOLOGY TOURISTS HAVE VERY FAVOURABLE IMPRESSIONS OF BRITISH COLUMBIA.

Canadian History and Heritage and Archaeology Tourists are most enthusiastic about **British Columbia** as an *appealing destination* for pleasure travel; History and Heritage Tourists accord B.C. a rating of 8.7 and Archaeology Tourists an even higher rating of 9.0 on a ten-point scale. Though lower than B.C.'s, moderately favourable ratings are accorded a host of destinations, including **Hawaii, California, Quebec, Ontario, Nova Scotia, Prince Edward Island and Alberta**.

**British Columbia** is given the highest rating as an appealing destination for pleasure travel, and only 12% of Canadian History and Heritage Tourists and 5% of Archaeology Tourists refrained from rating the province, thus indicating that Canadian travellers are knowledgeable about the destination and its touristic appeal.

### ARCHAEOLOGY TOURISTS OFFER SPECIAL PROMISE FOR BRITISH COLUMBIA.

Archaeology Tourists, while representing only 15% of Canadians in the History and Heritage sector, share demographic, travel and attitudinal characteristics that resemble the types of Canadian tourists who are coming to British Columbia now. They are more highly educated, more affluent, more widely travelled, and more interested in learning about other cultures and places and being intellectually challenged than is the more broadly defined Canadian History and Heritage

Tourist. Archaeology Tourists are also one and half times as likely to have recently been to British Columbia as are History and Heritage Tourists as a whole.

For these reasons, Archaeology Tourists constitute a niche segment that may hold particular promise for archaeology/palaeontology sites and other history/heritage attractions within British Columbia.

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## II. Introduction

### A. Background and Objectives

The Travel Activities and Motivation Survey (TAMS) survey examines the recreational activities and travel habits of Canadians and Americans. The survey examines out-of-town, overnight travel behaviour of one or more nights from 2004 to 2005 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.

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 Canadian survey consisted of a telephone and a mail back survey:

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

Visitors engage in tourism activities based on their personal interests and requirements, selecting from the many and varied types of experiences offered in their destinations. They can be grouped into market segments or *activity-based* sectors, reflecting the experiences they seek when they travel – to British Columbia or elsewhere.

Whether in its cities, towns or countryside, British Columbia clearly offers a wide array of tourism experiences and attracts tourists from many different sectors. By learning more about Canadians who are in the market for some of these travel experiences,

British Columbia's tourism businesses can more effectively target their products and marketing efforts to attract tourists.

To support these efforts, *Experiences B.C. Sector Development Program*, Tourism British Columbia (TBC) and other stakeholders selected the following array of activity-based sectors as the focus of a series of Canadian tourist profiles based on the recently released 2006 Travel Activities and Motivation Survey.<sup>3</sup>

- River Rafters
- Backcountry Lodge Guests
- Recreational Cyclists/Mountain Bikers
- **History and Heritage Tourists**
- Snowmobilers
- Divers & Snorkellers
- Nordic Skiers & Other Non-Alpine Winter Sport Participants<sup>4</sup>
- Golfers
- Alpine Skiers
- Aboriginal Activity Tourists
- Anglers
- Self-Guided Overnight Touring Travellers
- Hikers
- Campers/RVers

Even though these profiles span a wide range of tourism experiences, it is recognized that they cover only a fraction of the experiences British Columbia offers its tourists. This profile describes **History and Heritage Tourists**.

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<sup>3</sup> See Appendix for a brief description of the TAMS study and the activities used to define each of the activity sectors.

<sup>4</sup> Throughout this report, *Nordic Skiers* is used as a convenient "short form" to cover travellers who claim to have taken trips for any of the following main reasons in the past two years: cross-country skiing, ski touring, dog sledding, snow shoeing and cross-country or back country skiing as an overnight touring trip.

## B. The Canadian History and Heritage Tourists Report

For purposes of this report, Canadian **History** and **Heritage Tourists** are Canadian adults (18 years of age or over) who claim to have taken an overnight pleasure trip to any destination in the past two years<sup>5</sup> and indicate that one or more of the following was the **main reason** for at least one of the overnight trips they took over this same time period.

### Main Reason for trip was to ....

- Visit an archaeological dig
- Take a curatorial tour
- Participate in historical re-enactment (as an actor)
- Go to interpretive program at a historic site or national/provincial park
- Visit historical replica of cities or towns with historic re-enactments
- Visit children's museum
- Visit general history or heritage museum
- Visit science or technology museum
- Visit military/war museum
- Visit palaeontology/archaeology site
- Visit well-known historic sites or buildings
- Visit other historic sites, monuments and buildings

### Note to Readers

Activities and locations visited are *independent* of one another.

In other words, Canadian History & Heritage Tourists claim to have taken an overnight trip motivated by history or heritage in the past two years or so and to have taken overnight pleasure trips to specific destinations but TAMS does not provide information that links the activities to the destination(s) visited. Thus, History & Heritage Tourists may or may not have been to a historic site or museum in a particular country, province or state they have visited recently for an overnight pleasure trip.

People who take a trip in order to engage in one or more of the activities listed above are only a fraction of tourists who participate in these history and heritage-oriented activities while on their vacations. Of the 20.9 million Canadian Travellers, 1% went to visit an archaeological dig (195,991), 1% took a curatorial tour (264,154), less than 1% participated in historical re-enactments as an actor (93,787), 5% went to an interpretive program at a historic site or national/provincial park (956,456), 10% visited historical replica of cities or towns with historic re-enactment (2,088,517), 4% visited children's museums (742,963), 22% visited general history or heritage museums (4,672,996), 10% visited science or technology museums (2,053,030), 9% visited military or war museums (1,876,757), 7% visited palaeontology/archaeology sites (1,408,621), while

<sup>5</sup> Since fieldwork for the TAMS study was conducted between January and June 2006, the "past two years" likely refers to 2004 and 2005. It is important to note, however, that when asked to report travel activities over a two-year period, consumers are prone to imprecision by focussing on "salient trips" (most memorable, most expensive, etc.) and/or by "telescoping" the specified time period (extending the time frame over which trips are reported beyond the specified two years). In light of this potential imprecision, a liberal interpretation of the "reference period" is advised. Throughout this report, the terms "past two years or so" and "recent" are commonly used to describe the "past two year" recall period.

29% visited well-known historic sites or buildings (5,993,006) and 23% visited other historic sites, monuments and buildings (4,883,247).<sup>6</sup>

There is, of course, considerable overlap in the activity profiles of History and Heritage Tourists. For example, over 1-in-3 of the Canadian travellers who take trips in order to see historic sites (Historic Sites Tourists) also take trips to visit museums (36%), over 1-in-10 visit archaeological sites (12%) and less than 1-in-10 are interested in interpretive programs (6.3%). In turn, over 1-in-2 museum goers also take trips in order to see historic sites (53%), while 1-in-6 visit archaeological sites (15%) and fewer than 1-in-10 are interested in interpretive programs (8%). Over 1-in-2 Archaeology Tourists (56%) and Tourists in Interpretive Programs (56%) are also Historic Sites Tourists and over 2-in-5 are also Museum Tourists (Archaeology Tourists 47%; Interpretive Programs 46%) (see Table D, page 22).

History and Heritage Tourists are the focus of this report because as the “dedicated” or “hard core” market, they represent a crystallization of the interests and characteristics that might attract more casual participants to the activity.

The report provides the following information:

- Size of the sector
- Incidence of travel experience in British Columbia
- Demographic profile
- Competitive destinations
- Ratings of British Columbia as a destination
- Other popular trip activities
- Trip planning and media behaviour
- Benefits of travel

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<sup>6</sup> See *Travel Activities and Motivations of Canadian Residents: An Overview*, Tourism BC, May 2007, pg 20 [http://www.tourism.bc.ca/pdf/TAMSCan2006\\_Overview.pdf](http://www.tourism.bc.ca/pdf/TAMSCan2006_Overview.pdf)

### III. Overview of Canadian Tourism Activity Sectors

#### A. The Canadian Pleasure Travel Market to British Columbia

Tourism businesses in British Columbia are competing for the attention of about 20 million Canadian adults who are in the market for overnight vacations (see Table A).<sup>7</sup> These individuals claim to have taken at least one overnight pleasure or vacation trip over a two-year period. They represent three-fifths of the 33 million Canadians.

Over two-fifths (43%) of the Canadian overnight pleasure travel market, or about 8.6 million tourists, have had *some* experience with British Columbia over the past decade.<sup>8</sup> They may have been on a vacation or visiting friends and relatives while on their pleasure trip to the province. Of the overnight travellers who took trips for any reason, just under one-third claim to have visited British Columbia in the past two years or so (2004 and 2005) (30% or 6.0 million).

TABLE A: OVERVIEW OF BRITISH COLUMBIA'S MARKET SIZE	Recent Canadian Pleasure Travellers Any Destination	
Unweighted base	(23,156)	
Weighted, Projected	19,946,295	
<b>Overnight Trips to British Columbia</b>		
Pleasure, past 10 years	8,555,082	42.9%
Pleasure, past 2 years	6,002,103	30.1%

Source: Canadian TAMS Special Tabulations prepared for Tourism British Columbia.

Most of these recent Canadian visitors to the province – 6 million of them – were on vacation or pleasure trips. In other words, while tourism businesses in British Columbia may be competing for the attention of about 20 million Canadian overnight pleasure travellers, they have attracted 3-in-10 (30%) of these tourists to the province over a two-year period. The profiles of various activity-based sectors<sup>9</sup> described in this report are based on Canadians who have taken a recent overnight pleasure trip to *any destination* (20 million) and, where feasible, on the subset of these tourists who have taken an overnight pleasure trip to/in to British Columbia over the two-year period (6 million).<sup>10</sup>

<sup>7</sup> Adults are defined as individuals 18 years of age or older.

<sup>8</sup> Since fieldwork for the TAMS study was conducted between January and June 2006, the “past ten years” likely refers to 1995 through 2005 and the “past two years” likely refers to 2004 and 2005. See footnote in Section II.B for more information on interpreting these recall periods.

<sup>9</sup> Sectors are defined in terms of selective activities as the *main reason* for a trip because these “dedicated” markets represent a crystallization of the interests and characteristics that might attract more casual participants to the activity (*any* participation). It is recognized that the sectors included in the profiles cover only a fraction of the experiences British Columbia offers its tourists.

<sup>10</sup> Sample sizes of less than 100 records for tourists with recent pleasure trips in British Columbia are not sufficiently robust to warrant analysis.



## B. Tourism Activity Sector Size<sup>11</sup>

Several outdoor-oriented tourism segments of importance to British Columbia represent relatively small *niche* markets, both within the overall Canadian pleasure travel market and among those who have recent tourism experience in British Columbia.<sup>12</sup> Examples of these niche markets include **River Rafters** and **Sea Kayakers**. Each of these sectors represents approximately 1-in-100 Canadian overnight pleasure travellers (see Table B).

Trips driven by **snowmobiling** or **diving and snorkelling** are slightly more common, representing about 1-in-40 Canadian overnight pleasure tourists. **Aboriginal activity tourists**, those staying in **wilderness or remote lodges** and **Nordic skiers** represent about 1-in-33 Canadian pleasure visitors. **Cyclists** represent 1-in-26 pleasure tourists while **Golfers** represent 1-in-17 and **Hikers** 1-in-13.

In contrast, trips driven by interests in **History and Heritage**, **Camping and RVing** or **Self-Directed Touring**, **Alpine Skiing** and **Angling** are more widespread, representing more than 1-in-10 Canadian overnight pleasure tourists and considerably higher proportions of those who have recently visited British Columbia.

An index that compares the proportion of *all* Canadian tourists in a sector to British Columbia's share is displayed in Table B. In this type of index, "100" is the baseline, representing what British Columbia's share would be if the province were attracting a sector's members at the same rate as the sector members occur in the Canadian overnight pleasure travel market. The province's success in attracting visitors within a sector is evident in the extent to which its index score is greater than 100. Conversely, British Columbia's relative weakness would be evident in the extent to which a score is less than 100.

Based on this index, British Columbia is attracting Canadians in **each** sector at a **higher rate** than they occur in the Canadian travelling public:

- Sea Kayakers
- Alpine Skiers
- Divers & Snorkellers
- River Rafters
- Aboriginal Activity Tourists
- Golfers
- Self-Guided Overnight Touring Travellers

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<sup>11</sup> Does not represent all participants in this activity, but instead represents those who were motivated to travel to participate in this activity.

<sup>12</sup> Sample sizes of less than 100 records for tourists with recent pleasure trips in British Columbia are not sufficiently robust to warrant analysis.

- Cyclists/Mountain Bikers
- Hikers
- Nordic Skiers
- Campers/RVers

TABLE B: OVERVIEW OF SELECTED SECTOR MARKET SIZE <sup>1</sup>	Canadian Overnight Pleasure Travellers In Past 2 Years				
	Any Destination		British Columbia		Index**
Unweighted base	(23,156)		(7,788)		
Weighted, Projected	19,946,295		6,002,103		
<i>In Rank Order by Tourists to British Columbia</i>					
Self-Guided Overnight Touring Travellers	3,531,758	17.7%	1,345,572	22.4%	127
Campers/RVers	3,205,733	16.1%	1,062,448	17.7%	110
Alpine Skiers	1,942,803	9.7%	896,103	14.9%	154
<b>History and Heritage Tourists</b>	<b>2,420,162</b>	<b>12.1%</b>	<b>731,231</b>	<b>12.2%</b>	<b>100</b>
Historic Sites Tourists	1,690,304	8.5%	523,154	8.7%	102
Museum Tourists	1,149,214	5.8%	300,720	5.0%	86
Archaeology Tourists	371,211	1.9%	165,586	2.8%	147
Interpretive Programs	189,224	0.9%	68,276	1.1%	122
Anglers	2,277,825	11.4%	651,917	10.9%	96
Hikers	1,523,989	7.6%	565,180	9.4%	124
Golfers	1,109,796	5.6%	431,021	7.2%	129
Recreational Cyclists/Mountain Bikers	761,808	3.8%	288,960	4.8%	126
Nordic Skiers	632,917	3.2%	225,129	3.8%	119
Aboriginal Activity Tourists	564,047	2.8%	220,826	3.7%	132
Divers & Snorkellers	459,261	2.3%	202,907	3.4%	148
Backcountry Lodge Guests	578,207	2.9%	155,296	2.6%	90
Snowmobilers	498,926	2.5%	112,498	1.9%	76
River Rafters	215,481	1.1%	98,220	1.6%	145
Sea Kayakers	153,231	0.8%	84,351	1.4%	175

Source: Canadian TAMS Special Tabulations prepared for Tourism British Columbia.

<sup>1</sup>Sectors represent overnight pleasure travellers who name specific activities as the **main reason** for one or more overnight trips over a two-year period. These sectors were selected by Tourism British Columbia for the purposes of this report. This list does not represent the full range of sectors in the British Columbian tourism industry. \*\*Index calculation: Percentage of Pleasure visitors to BC in activity sector divided by All Canadian Pleasure (Any Destination) in activity sector, multiplied by 100.

### **C. Tourism Activity Sector Cross-Over**

Travellers take different trips for different reasons, depending on their interests, their day-to-day realities, the time of year and a host of other factors. For example an individual might take a summer trip with a primary objective of doing sea kayaking or white water rafting. The same person might take a trip in the winter to ski or to go to museums.

Because travellers often seek a variety of tourism experiences and destinations and because the period covered by the TAMS study is about two years, it is not surprising that the **same** person could be a Sea Kayaker, a River Rafter, an Alpine Skier, a History and Heritage tourist and so on. In other words, the sectors profiled in these materials are not mutually exclusive.

The extent to which membership in the various tourism activity sectors is duplicated is important for understanding how best to package and promote the types of tourism experiences each sector offers potential visitors to British Columbia. As is evident in the following two charts, substantial crossover among the sectors is comparatively rare. In fact, in only two sectors, **Sea Kayaking** and **Back-county lodge guests**, are at least half the members *also* members of another key sector: Hikers and Anglers (respectively) (see Charts A, B).

Chart A: Tourism Activity Sector Cross-Over							
<i>At least 20% Duplication</i>							
Level of Duplication	HISTORY/HERITAGE	ABORIGINAL ACTIVITY	SELF-GUIDED TOURING	CAMPERS/RVers	ALPINE SKIERS	NORDIC SKIERS	SNOW-MOBILERS
50%+							
49%-45%							
44%-40%		History/Heritage				Hikers	
						Campers/RVers	
39%-35%		Campers/RVers				Self-Guided Touring	Anglers
							Campers/RVers
34%-30%	Self-Guided Touring	Campers/RVers			Campers/RVers	Alpine Skiers	
	Campers/RVers	Self-Guided Touring				Cycling/Mtn Biking	
29%-25%		Hikers			Self-Guided Touring	History/Heritage	
24%-20%		Anglers	History/Heritage	Self-Guided Touring	History/Heritage		Self-Guided Touring
			Campers/RVers	History/Heritage	Hikers		
				Anglers			
				Hikers			
				Alpine Skiers			

Generally, duplication of between one-third to one-half is most common between smaller *niche* outdoor sectors and larger, more broadly defined sectors such as History/Heritage, Camping and Self-Guided Touring. For example, between one-third to almost one-half of **Nordic Skiers** are also categorized as Hikers, Campers, Self-Guided Touring travellers, Alpine Skiers and Cyclists.

In contrast, those in the **History/Heritage** sector do not generally take trips motivated by the outdoor activities highlighted in this series of reports. Instead, there is a relatively low level of duplication (30% to 34%) between these history/heritage enthusiasts and those who take trips in order to do self-guided touring and/or to camp.

Chart B: Tourism Activity Sector Cross-Over <i>At least 20% Duplication</i>								
<i>Level of Duplication</i>	RIVER RAFTERS	SEA KAYAKERS	BACK-COUNTRY LODGES	CYCLISTS	HIKERS	DIVERS/ SNORKELERS	GOLFERS	ANGLERS
50%+		Hikers	Anglers					
49%-45%			Campers/ RVers		Campers/ RVers			
44%-40%	Alpine Skiers			Campers/ RVers				
39%-35%	Campers/ RVers			Hikers		Alpine Skiers		
	Self-Guided Touring							
34%-30%	Hikers	Campers/ RVers		Alpine Skiers	Self-Guided Touring	Self-Guided Touring		Campers/ RVers
		Alpine Skiers		Self-Guided Touring	History/ Heritage	Anglers		
		Self-Guided Touring				Campers/ RVers		
29%-25%		Nordic Skiers	History/ Heritage	History/ Heritage	Alpine Skiers	Hikers		
			Self-Guided Touring	Nordic Skiers				
24%-20%	Anglers	Cycling/ Mtn Biking		Anglers		History/ Heritage	Campers/ RVers	Self-Guided Touring
		History/ Heritage					Anglers	
							Self-Guided Touring	
							Alpine Skiers	

**Sea Kayakers, River Rafters and Cyclists**, like Nordic Skiers tend to take vacations in order to engage in a relatively wide variety of out-door activities, including hiking, camping and Alpine skiing (see Chart B). **River Rafters, Sea Kayakers, Divers/Snorkellers**, and **Golfers**, on the other hand, are not as widely represented in other tourism activity sectors.

## IV. History and Heritage Tourists Market Profile

### A. Market Composition

The History and Heritage Tourist sector is composed of pleasure tourists who indicated that at least one of the following activities was the main reason for a recent trip in the past two years (2004 and 2005).

- **Historic Buildings/Sites (Historic Site Tourists)**
  - Participate in historical re-enactment (as an actor)
  - Visit historical replica of cities or towns with historic re-enactments
  - Visit well-known historic sites or buildings
  - Visit other historic sites, monuments and buildings
- **Museums (Museum Tourists)**
  - Visit general history or heritage museum
  - Visit science or technology museum
  - Visit military/war museum
  - Visit children's museum
  - Take a curatorial tour
- **Archaeology/Palaeontology (Archaeology Tourists)**
  - Visit an archaeological dig
  - Visit palaeontology/archaeology site
- **Interpretive Programs**
  - Go to interpretive program at a historic site or national/provincial park

History and Heritage Tourists represent 1-in-8 of both the 20 million Canadian overnight pleasure travellers to *any destination* (12%) and the 6 million Canadians who have come to British Columbia for a vacation in the past two years or so (12%).

**Historic Site Tourists** – those who seek a historic building or site experience as the main reason for taking a trip (70%) - dominate this sector, representing over 2-in-3 History and Heritage Tourists. A further 1-in-2 Canadians claim to visit **museums** (48%), while 1-in-7 are **archaeology tourists** (15%) and less than 1-in-10 visit **interpretive programs** (8%).



Table C below illustrates the percentage and total number of Canadian History and Heritage Tourists as well as Canadian Overnight Pleasure Travellers, to any destination and British Columbia, who indicated that their *main trip purpose* was to go engage in history and heritage activities:<sup>13</sup>

TABLE C: MAIN REASON FOR TAKING OVERNIGHT TRIPS IN 2004-2005	Total History & Heritage Tourists	Total Canadian Pleasure Tourists British Columbia	Total Canadian Pleasure Tourists Any Destination
<i>Unweighted Base</i>	(2,838)	(7,788)	(23,156)
<i>Weighted, Projected</i>	2,420,162	6,002,103	19,946,295
<b>History &amp; Heritage Tourists</b>	2,420,162	731,231	2,420,162
<i>Percentage</i>	100%	12.2%	12.1%
<b>Historic Sites Tourists</b>	1,690,304	523,154	1,690,304
<i>Percentage</i>	69.8%	8.7%	8.5%
<b>Museum Tourists</b>	1,149,214	300,720	1,149,214
<i>Percentage</i>	47.5%	5.0%	5.8%
<b>Archaeology Tourists</b>	371,211	165,586	371,211
<i>Percentage</i>	15.3%	2.8%	1.9%
<b>Interpretive Programs</b>	189,224	68,276	189,224
<i>Percentage</i>	7.8%	1.1%	0.9%

Source: Canadian TAMS Special Tabulations, prepared by Tourism British Columbia.

### Individual Activities

Of the many individual activities that could have motivated a vacation among History and Heritage Tourists, **well-known historic sites/buildings** is the most popular. This activity is identified as the main reason for a trip by more than 1-in-2 of the market segment (51%). **Other historic sites** (35%) and **general history museums** (32%) are trip drivers that are also widely cited as the reason for a recent overnight pleasure trip for 1-in-3 History and Heritage Tourists. To a lesser extent **Historical replicas of cities or towns** with re-enactments (22%), **science/technology museums** (17%), **paleo/archaeological sites** (14%) and **military/war museums** (13%) are also named as the main reason for a recent overnight pleasure trip by History and Heritage Tourists. While **interpretive programs** at historic sites or in parks is a trip driver for about 1-in-12 (8%).

### Overlapping Interests among History and Heritage Tourists

With over 1-in-3 Canadians in the **Historic Sites Tourist** segment of the History and Heritage sector also claiming to take trips in order to visit Museums (36%) and more than 1-in-2 of **Museum Tourists** taking trips to visit historic sites (53%) (see Table D below), Historic Site Tourists and Museum Tourists share many of the same demographic, behavioural and attitudinal characteristics. In turn, because each of these

<sup>13</sup> Some History & Heritage Tourists have participated in more than one history and heritage tourist activity over a two-year period, explaining why the percentages shown above add to more than one hundred percent.

segments contributes so many travellers to the History and Heritage Tourist sector as a whole, Historic Sites and Museum Tourists effectively determine the characteristics of the sector.

In contrast, only about 1-in-8 members of the Historic Site segment (12%) and slightly more Museum tourists (15%) take trips driven by an interest in archaeology and/or palaeontology (Archaeology Tourists). These **Archaeology Tourists**, while a comparatively small segment, exhibit different demographic, behavioural and attitudinal characteristics than are evident for the sector as a whole. Consequently, Archaeology Tourists are singled out for special analysis in the pages that follow.

TABLE D: OVERLAP AMONG HISTORY & HERITAGE TOURISTS	Total History & Heritage Tourists	Historic Sites Tourists	Museum Tourists	Archaeology Tourists	Interpretive Programs
<i>Unweighted Base</i>	(2,838)	(2,016)	(1,331)	(454)	(217)
<i>Weighted, Projected</i>	2,420,162	1,690,304	1,149,214	371,211	189,224
<b>History &amp; Heritage Tourists</b>	<b>2,420,162</b>	<b>1,690,304</b>	<b>1,149,214</b>	<b>371,211</b>	<b>189,224</b>
<i>Percentage</i>	100%	100%	100%	100%	100%
<b>Historic Sites Tourists</b>	<b>1,690,304</b>	<b>1,690,304</b>	<b>604,582</b>	<b>206,318</b>	<b>106,279</b>
<i>Percentage</i>	69.8%	100%	52.6%	55.6%	56.2%
<b>Museum Tourists</b>	<b>1,149,214</b>	<b>604,582</b>	<b>1,149,214</b>	<b>174,870</b>	<b>86,099</b>
<i>Percentage</i>	47.5%	35.8%	100%	47.1%	45.5%
<b>Archaeology Tourists</b>	<b>371,211</b>	<b>206,318</b>	<b>174,870</b>	<b>371,211</b>	<b>48,565</b>
<i>Percentage</i>	15.3%	12.2%	15.2%	100%	25.7%
<b>Interpretive Programs</b>	<b>189,224</b>	<b>106,279</b>	<b>86,099</b>	<b>48,565</b>	<b>189,224</b>
<i>Percentage</i>	7.8%	6.3%	7.5%	13.1%	100%

Source: Canadian TAMS Special Tabulations, prepared by Tourism British Columbia.

## B. Regional and Demographic Characteristics

### 1. Place of Residence

At over 2 million, History and Heritage Tourists - Canadian adults who take vacations *in order to engage and history and heritage activities* - are an important market for British Columbia. They represent 1-in-8 of the 20 million Canadian overnight pleasure travellers to *any destination* (12%, 2,420,162) and 1-in-8 of the 6 million Canadians who have come to British Columbia (12%, 731,231) for a vacation in the past two years or so (2004 and 2005).

At over 300,000 **Archaeology Tourists** – Canadian adults who take trips driven by an interest in archaeology and/or palaeontology represent 1-in-53 Canadian overnight pleasure travellers to *any destination* (2%, 371,211) and 1-in-36 of the six million Canadians who have come to British Columbia for a vacation in the past two years or so (3%, 165,586).

Table 1 provides the place of residence by city, which emerge as noteworthy for History and Heritage Tourists.

- History and Heritage Tourists live in every province.
- History and heritage activities seem to be particularly popular among pleasure tourists who reside in the larger cities, such as **Toronto** (18%), **Montreal** (12%) and **Vancouver** (8%).
- **Vancouver** has the highest percentage of all History and Heritage Tourists (8%) and Archaeology Tourists (10%) in the West.
- In contrast, History and Heritage Tourists are less likely to live in the Maritimes and the Prairie Provinces.
- **Archaeology Tourists** differ from the larger History and Heritage market in their regional distribution across Canada. **Montreal** has the highest percentage of Archaeology Tourists (11%); this is followed by **Vancouver** (10%), **Toronto** (9%) and **Edmonton** (8%).
- **Edmonton** is home to about 1-in-29 adult Canadians (3%) but significantly more Archaeology Tourists (1-in-13, 8%) live in the city.

Regional marketing efforts to attract History and Heritage Tourists from Central Canada may be challenging, particularly in light of increased airfares, as these tourists are concentrated in Toronto and Montreal. However, one should take advantage of the closer proximity of Archaeology Tourists from the Albertan market.

TABLE 1: PLACE OF RESIDENCE	History & Heritage Tourists		All Canadian Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(2,838)	(454)	(7,788)	(23,156)
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295
<b>Incidence of History &amp; Heritage Tourists</b>	<b>100%</b>	<b>100%</b>	<b>12.2%</b>	<b>12.1%</b>
<b>Incidence of Archaeology Tourists</b>	<b>15.3%</b>	<b>100%</b>	<b>2.8%</b>	<b>1.9%</b>
<b>Maritimes</b>				
Halifax	0.9%	0.9%	0.6%	1.2%
<b>Quebec</b>				
Quebec City	2.2%	1.6%	0.4%	2.3%
Montreal	11.8%	11.1%	4.1%	11.6%
<b>Ontario</b>				
Ottawa	3.5%	2.6%	2.0%	2.9%
Oshawa	1.1%	0.3%	0.5%	1.1%
Toronto	18.1%	9.4%	9.1%	16.6%
Hamilton	2.5%	1.0%	1.3%	2.2%
Kitchener	1.5%	0.8%	0.7%	1.5%
London	1.5%	1.5%	0.6%	1.5%
Windsor	1.3%	0.8%	0.3%	1.0%
<b>Manitoba</b>				
Winnipeg	1.5%	2.2%	2.4%	2.1%
<b>Saskatchewan</b>				
Regina	0.6%	1.2%	0.9%	0.6%
Saskatoon	0.6%	0.7%	1.2%	0.8%
<b>Alberta</b>				
Calgary	3.0%	5.2%	9.0%	3.7%
Edmonton	4.0%	7.9%	7.6%	3.4%
<b>British Columbia</b>				
Vancouver	7.7%	9.9%	20.6%	7.7%
Victoria	1.4%	0.9%	3.2%	1.1%

Source: Canadian TAMS Special Tabulations, prepared for Tourism British Columbia. "All Canadian Pleasure Tourists" are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

## 2. Personal and Household Characteristics

### Age & Gender

While every age group is represented among all History and Heritage Tourists and Archaeology Tourists, there are slight differences between them.

- **History and Heritage Tourists** are somewhat evenly distributed among the age categories, with around 1-in-6 in all age categories (except for 35-44 years and 45-54 years of age, representing 1-in-5 of these tourists) (see Table 2).
- Over 2-in-5 History and Heritage Tourists (41%) and Archaeology Tourists (45%) are aged between **35 and 54 years**. Close to three-quarters of all History and Heritage Tourists (72%) and Archaeology Tourists (74%) are **35 years of age or older**.
- There are more Archaeology Tourists aged **35 to 44** (23%) than all History and Heritage Tourists (19%) and there are fewer Archaeology Tourists aged **65 and above** (11%) than all History and Heritage Tourists (14%).
- **Women** (52%) are more likely to be **History and Heritage Tourists** than are men (48%). **Men** (51%) are slightly more likely to be **Archaeology Tourists** than are women (49%).
- Over 2-in-5 History and Heritage Tourists (male 40%; female 41%) and Archaeology Tourists (male 44%; female 47%) are aged **35 to 54 years**.
- There is a higher percentage of **younger (18-34 years old) male** History and Heritage Tourists (31%) and Archaeology Tourists (32%) than female (History & Heritage 26%; Archaeology 21%) and there are more **female** History and Heritage Tourists **55 years and older** (33%) and Archaeology Tourists (33%) than males (History & Heritage 29%; Archaeology 25%).

TABLE 2: AGE & GENDER	History & Heritage Tourists		All Canadian Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(2,838)	(454)	(7,788)	(23,156)
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295
<b>Age</b>				
18 – 24 Years	13.6%	10.3%	12.9%	12.7%
25 – 34 Years	14.7%	16.0%	18.4%	18.8%
35 – 44 Years	18.8%	23.2%	18.7%	20.4%
45 – 54 Years	22.0%	21.9%	21.3%	20.2%
55 – 64 Years	16.7%	17.9%	14.9%	14.4%
65+ Years	14.2%	10.6%	13.9%	13.5%
<b>Gender</b>				
<b>Men</b>				
18 – 34 Years	31.0%	31.7%	32.8%	32.2%
35 – 54 Years	40.4%	43.5%	39.5%	41.0%
55+ Years	28.6%	24.7%	27.7%	26.7%
<b>Women</b>				
18 – 34 Years	26.0%	20.5%	29.8%	30.7%
35 – 54 Years	41.1%	46.9%	40.4%	40.3%
55+ Years	32.9%	32.6%	29.8%	29.0%

Source: Canadian TAMS Special Tabulations, prepared for Tourism British Columbia. "All Canadian Pleasure Tourists" are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

### Education, Occupation and Income

History and Heritage Tourists differ from Canadian travellers to B.C. and any destination, in terms of education and occupation/work status but are similar in terms of household income.

Compared to Canadian travellers to B.C. and any destination, History and Heritage Tourists are:

- More apt to be university educated, with close to two-fifths having at least one university degree (37%) (Canadians to B.C. 35%, to any destination 30%).
- More likely to be going to school (10%) (Canadians to B.C. & to any destination 7%).
- As likely to be retired (18%) (Canadians to B.C. 18%, to any destination 17%).
- Less likely to be employed full-time (45%) (Canadians to B.C. 58%, to any destination 48%).
- Less likely to be self-employed/unpaid worker at a family business (8%) (Canadians to B.C. 13%, to any destination 10%).

Compared to all History and Heritage Tourists, Archaeology Tourists are:

- More apt to be university educated, with two-fifths having at least one university degree (40%).
- More likely to be employed full-time (53%) and less likely to be retired (15%).

Despite their differences in education and work status, History and Heritage Tourists are quite similar to one another with respect to **household incomes**. Both groups represent a broad range of incomes. Over 3-in-10 report household incomes under \$60,000 (35% History & Heritage and Archaeology Tourists), while around 3-in-10 report incomes in the \$60,000 to under \$100,000 bracket (28% History & Heritage; 31% Archaeology Tourists), and 1-in-4 fall within the more affluent \$100,000+ bracket (25% History & Heritage and Archaeology Tourists).



TABLE 3: EDUCATION, OCCUPATION, INCOME	History & Heritage Tourists		All Canadian Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(2,838)	(454)	(7,788)	(23,156)
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295
<b>Education</b>				
High school diploma or less	30.3%	26.8%	32.6%	36.7%
Some post-secondary	10.7%	10.3%	11.9%	10.9%
Post-secondary diploma or certificate	21.1%	22.1%	19.5%	21.6%
University degree+	37.3%	40.2%	35.4%	30.0%
<b>Occupation/Work Status</b>				
Work 30+ hrs/week as paid employee	44.9%	52.6%	58.3%	47.8%
Work as paid employee but part- time (less than 30 hrs/week)	5.4%	6.8%	6.1%	5.4%
Self-employed/Unpaid worker at a family business	7.6%	4.4%	12.8%	9.9%
Going to school	10.2%	10.0%	6.5%	7.2%
Homemaker	4.8%	4.7%	6.1%	5.5%
Retired	18.4%	15.3%	17.8%	17.4%
<b>Household Income</b>				
Under \$40,000	18.1%	18.3%	17.8%	20.6%
\$40,000 - \$59,999	17.1%	17.8%	13.9%	14.6%
\$60,000 - \$99,999	27.6%	31.3%	27.0%	27.1%
\$100,000+	25.1%	25.2%	29.3%	22.4%

Source: Canadian TAMS Special Tabulations prepared for Tourism British Columbia. "All Canadian Pleasure Tourists" are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

### 3. Household Composition

Over 2-in-3 **History and Heritage Tourists** and **Archaeology Tourists** (both 69%) live with a spouse or partner (with or without children) and 2-in-5 live with a spouse or partner with no children 17 years or younger (History & Heritage 40%; Archaeology Tourists 42%) (see Table 4).

**History and Heritage Tourists** and **Archaeology Tourists** are less likely to live with a spouse /partner and children 17 years or younger (both 19%) than are typical tourists to British Columbia (24%) or any destination (22%).

**Archaeology Tourists** are less likely to live with children and no spouse (3%), than are History and Heritage Tourists (5%), typical tourists to British Columbia (5%) and any destination (7%).

TABLE 4: HOUSEHOLD CHARACTERISTICS	History & Heritage Tourists		All Canadian Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(2,838)	(454)	(7,788)	(23,156)
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295
<b>"Do you live:"</b>				
Alone	10.9%	12.5%	10.3%	10.7%
With spouse/partner & no children 17 years or younger	39.7%	42.1%	38.6%	38.0%
With spouse/partner & children 17 years or under	19.4%	18.7%	23.5%	22.0%
With spouse/partner & children 18 years & over but none under 17 years	9.8%	8.2%	7.9%	7.8%
With children and no spouse	5.2%	2.9%	5.1%	6.7%
Someone other than spouse/child	13.8%	12.9%	13.4%	13.6%

Source: Canadian TAMS Special Tabulations prepared for Tourism British Columbia. "All Canadian Pleasure Tourists" are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

## V. Competitive Destinations

### A. Worldwide Destinations for Overnight Pleasure Trips

When asked to identify the destinations of the overnight pleasure trips they took over a two-year period, virtually all History and Heritage Tourists indicated that they have taken recent vacations within Canada and close to 3-in-10 claim to have travelled *only within Canada* (History & Heritage and Archaeology Tourists 28%); this is the same as Canadian travellers to B.C. (28%), but lower than Canadian pleasure travellers to any destination (36%) (see Table 5). Over 1-in-2 have been to the **United States** on a recent overnight pleasure (History & Heritage 57%; Archaeology Tourists 55%) suggesting that the U.S.A. is a particularly attractive destination for these history and heritage enthusiasts, however, this is lower than Canadian tourists to B.C. (60%) but higher than Canadian pleasure tourists as a whole that have been to any destination recently (51%).

**British Columbia** is especially successful in attracting **Archaeology Tourists** (45%) vis à vis the general travelling public in Canada (30%), but attracts all History and Heritage Tourists (30%) at the same rate general as the travelling public in Canada (30%).

**Ontario** (61%) and **Quebec** (48%) - are the main provincial competitors for Canadian **History and Heritage**

**Tourists**. Whilst Ontario (52%), followed closely by Alberta (51%) are the main provincial competitor for Archaeology Tourists. There are significantly more **Archaeology Tourists** who have travelled to **Saskatchewan** (25%), **Alberta** (51%) and **British Columbia** (45%) than have Canadian travellers as a whole to any destination (Saskatchewan 11%, Alberta 25% and British Columbia 30%).

The **United States** clearly leads the **International market** (57%) but other foreign competitive destinations for History and Heritage Tourists include *Europe* (28%), the *Caribbean* (16%) and *Mexico* (13%). History and Heritage Tourists, particularly Archaeology Tourists, are more likely than *typical* Canadian tourists to any destination, to travel to other countries and regions, and they are significantly more likely to travel to **Europe** (History & Heritage 28%, Archaeology Tourists 29%), than Canadian visitors to B.C. (19%) or any destination (16%).

#### Note to Readers

Activities and locations visited are *independent* of one another.

In other words, Canadian History & Heritage Tourists claim to have taken an overnight trip motivated by history or heritage in the past two years or so and to have taken overnight pleasure trips to specific destinations but TAMS does not provide information that links the activities to the destination(s) visited. Thus History & Heritage Tourists may or may not have been to a historic site or museum in a particular country, province or state they have visited recently for an overnight pleasure trip.

TABLE 5: COMPETITIVE DESTINATIONS WORLDWIDE*	History & Heritage Tourists		All Canadian Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(2,838)	(454)	(7,788)	(23,156)
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295
<b>Canada</b>				
Newfoundland & Labrador	4.2%	4.6%	3.4%	4.3%
Prince Edward Island	9.6%	8.6%	6.3%	7.2%
Nova Scotia	13.5%	14.7%	10.8%	11.7%
New Brunswick	15.2%	15.7%	9.0%	12.6%
Quebec	47.7%	37.3%	23.8%	38.5%
Ontario	61.1%	51.6%	40.2%	52.8%
Manitoba	9.8%	10.7%	16.0%	9.1%
Saskatchewan	13.4%	25.2%	23.2%	11.2%
Alberta	28.8%	50.8%	57.2%	25.4%
<b>British Columbia</b>	<b>30.2%</b>	<b>44.6%</b>	<b>100%</b>	<b>30.1%</b>
Yukon	1.5%	2.9%	3.1%	1.0%
Northwest Territories	0.8%	1.6%	1.8%	0.7%
Nunavut	0.4%	1.1%	0.5%	0.3%
<b>United States</b>	<b>56.5%</b>	<b>55.0%</b>	<b>59.8%</b>	<b>50.6%</b>
<b>Other Countries/Regions</b>				
Mexico	13.4%	19.1%	18.6%	12.0%
South/Central America	6.3%	11.0%	5.6%	4.8%
Caribbean	16.1%	18.2%	14.2%	15.4%
Europe (Incl. the UK and Russia)	28.0%	29.3%	18.7%	15.6%
Asia	9.8%	10.5%	8.7%	5.5%
Australia/New Zealand/Africa	3.8%	8.3%	4.3%	2.9%
<b>Destination patterns</b>				
<b>Only Canada</b>	<b>27.5%</b>	<b>28.2%</b>	<b>28.1%</b>	<b>35.6%</b>
Canada & U.S.A. only	50.8%	49.5%	54.5%	61.2%
Canada & Other Countries (Not USA)	43.5%	45.0%	40.2%	49.4%
Canada & Mexico only	28.4%	29.1%	30.7%	37.3%
U.S.A. only	1.0%	0.2%	0.0%	2.2%

Source: Canadian TAMS Special Tabulations, prepared for Tourism British Columbia. \*Locations visited on overnight pleasure trip, past two years. "All Canadian Pleasure Tourists" are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

## B. Destinations: Roles & Ratings

### 1. Importance of Destination

For most Canadian History and Heritage Tourists (44%) and Archaeology Tourists (50%) the first consideration in planning their most recent **summer** trip was **destination** (see Table 8). For **History and Heritage Tourists** around 1-in-5 begins with the **type of vacation experience** they wish to have (18%) and 1-in-7 on the **activities** they wish to participate in (13%). While for **Archaeology Tourists** 1-in-5 begins with the activities they wish to participate in (18%) and 1-in-7 on **type of vacation experience** they wish to have (13%). This level of **activity-driven** planning is higher than is the case among typical Canadian tourists to British Columbia (10%) or in the Canadian travel market as a whole (11%).

Like summer trips, when planning a **winter** trip Canadian **History and Heritage Tourists** (30%) and **Archaeology Tourists** (32%) first consideration was the **destination**, followed by the on **type of vacation experience** they wish to have (History & Heritage 13%; Archaeology Tourists 14%). A slightly lower proportion of these tourists start their trip planning process with a focus on the **activities** they wish to participate in (History & Heritage 11%; Archaeology Tourists 12%).

Destination is more important to all History and Heritage Tourists (69%) than to Archaeology Tourists (61%). Although over 6-in-10 Archaeology Tourists claim that it is *extremely* or *very important* to them, this is lower than Canadians with recent pleasure travel experience in British Columbia (63%) or travellers as a whole (62%).

TABLE 8: CONSIDERATIONS/ IMPORTANCE OF DESTINATION	History & Heritage Tourists		All Canadian Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(2,838)	(454)	(7,788)	(23,156)
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295
<b>First Consideration for Most Recent Summer Trip</b>				
Start with destination	44.2%	49.8%	43.2%	37.8%
Start with activities	13.1%	18.3%	9.6%	10.6%
Start with type of vacation experience	17.7%	12.8%	18.4%	18.5%
Look for package deal (with out destination)	1.1%	2.2%	1.1%	1.1%
<b>First Consideration for Most Recent Winter Trip</b>				
Start with destination	29.6%	31.9%	32.5%	28.4%
Start with activities	11.1%	12.4%	11.6%	9.1%
Start with type of vacation experience	13.1%	14.0%	12.8%	11.4%
Look for package deal (with out destination)	1.6%	1.6%	1.4%	1.9%
<b>Importance of Destination</b>				
Extremely/Very Important	68.6%	61.2%	63.0%	62.1%
Extremely important	26.2%	22.6%	23.9%	23.1%
Very important	42.4%	38.6%	39.1%	39.0%
Average*	2.9	2.7	2.8	2.8

Source: Canadian TAMS Special Tabulations prepared for Tourism British Columbia. \*Average based on assigned values of 5 for "extremely important" to 1 for "not at all important". Averages are calculated only on those volunteering an opinion. Percentages for "first consideration" do not add to 100% because not all response categories are shown. "All Canadian Pleasure Tourists" are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

## 2. Importance of Conditions in Destination Choice

Overnight pleasure travellers were asked to rate a variety of “conditions” in terms of their importance in making a destination choice. A three-point semantic scale was used.<sup>14</sup>

History and Heritage Tourists and Archaeology Tourists resemble Canadian overnight pleasure travellers as a whole in terms of the conditions they accord *high importance* when selecting a destination. Like other Canadian tourists, History and Heritage Tourists put *feeling safe* (65%) at the top of their list, followed by a destination that poses *no health concerns* (51%), has *many things for adults to see and do* (44%) and has *convenient access by car* (44%). Although Archaeology Tourists also put *feeling safe* (54%) at the top of their list, they differ from History and Heritage Tourists in the rest of their rankings, they favour having *many things for adults to see and do* (49%), followed by *convenient access by car* (45%), and then by a destination that poses *no health concerns* (42%) (see Table 9). Around 3-in-10 History and Heritage Tourists and Archaeology Tourists place high importance on a destination that offers *mid-range lodging* and offers *direct access by air*.

There are some noteworthy differences between History and Heritage Tourists and Archaeology Tourists:

- **History and Heritage Tourists** are more apt to take into account a destination that poses *no health concerns* (51%), offers *convenient access by train/bus* (16%) and has *great shopping* available (11%) than are Archaeology Tourists (no health concerns 42%; train/bus access 12% and great shopping 8%).
- **Archaeology Tourists** are more likely to be motivated the *availability of budget accommodation* (30%), *camping* (20%) and having *many things for adults to see and do* (49%) than are History and Heritage Tourists (budget accommodation 24%; camping 15%; adults to see/do 44%), visitors to B.C. (budget accommodation 22%; camping 14%; adults to see/do 39%), or Canadian travellers as a whole (budget accommodation 22%; camping 13%; adults to see/do 38%).
- Archaeology Tourists are less likely to be motivated by the availability of *destination information on the internet* (23%) than are History and Heritage Tourists (25%), visitors to B.C. (26%) or Canadian travellers as a whole (25%).

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<sup>14</sup> “Highly important”, “Somewhat important”, and “Of no importance”.

- Archaeology Tourists are less likely to be motivated by having *great shopping* available (8%) than are History and Heritage Tourists (11%), visitors to B.C. (11%) or Canadian travellers as a whole (12%).

**Summary: Considerations Deemed *Highly Important* By At Least 1-in-4 History and Heritage Tourists and Archaeology Tourists<sup>15</sup>**

	<u>History &amp;</u>		<u>Canadian Pleasure Tourists</u>	
	<u>Heritage</u> <u>(Total)</u>	<u>Archaeology</u> <u>Tourists</u>	<u>To British</u> <u>Columbia</u>	<u>Any</u> <u>Destination</u>
Feeling safe	64.7%	54.1%	65.1%	65.9%
No health concerns	50.5%	41.5%	46.8%	49.9%
Lots for adults to see/do	44.3%	48.8%	39.2%	38.0%
Convenient Access by Car	44.2%	45.0%	36.2%	43.3%
Mid Range accommodation	32.9%	33.0%	29.6%	29.6%
Direct Access by Air	30.1%	28.1%	31.6%	28.9%
Information available on the internet	24.6%	22.9%	25.7%	24.6%
Budget Accommodation	23.8%	29.8%	21.5%	21.7%

Conditions rated as not being of high importance for History and Heritage and Archaeology Tourists are being familiar with the culture and language, having great shopping, having friends and relatives there, the availability of luxury accommodation and being disabled-person friendly.

<sup>15</sup> See Table 9 for full array of considerations deemed “highly important” and “of no importance”.



TABLE 9: CONDITIONS FOR SELECTING A DESTINATION	History & Heritage Tourists		All Canadian Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination*
Unweighted base	(2,838)	(454)	(7,788)	(23,156)
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295
<i>Bold rows are proportion stating "Highly Important" In rank order by Total History &amp; Heritage</i>				
<b>Feeling safe</b>	<b>64.7%</b>	<b>54.1%</b>	<b>65.1%</b>	<b>65.9%</b>
Of no importance	2.8%	4.2%	3.1%	3.5%
<b>No health concerns</b>	<b>50.5%</b>	<b>41.5%</b>	<b>46.8%</b>	<b>49.9%</b>
Of no importance	8.5%	11.6%	8.8%	8.2%
<b>Lots for adults to see/do</b>	<b>44.3%</b>	<b>48.8%</b>	<b>39.2%</b>	<b>38.0%</b>
Of no importance	5.3%	4.8%	7.2%	7.3%
<b>Convenient access by car</b>	<b>44.2%</b>	<b>45.0%</b>	<b>36.2%</b>	<b>43.3%</b>
Of no importance	12.2%	13.3%	13.6%	11.5%
<b>Mid-range accommodation</b>	<b>32.9%</b>	<b>33.0%</b>	<b>29.6%</b>	<b>29.6%</b>
Of no importance	12.1%	17.9%	12.6%	12.8%
<b>Direct access by air</b>	<b>30.1%</b>	<b>28.1%</b>	<b>31.6%</b>	<b>28.9%</b>
Of no importance	22.4%	22.8%	17.0%	21.7%
<b>Information available on internet</b>	<b>24.6%</b>	<b>22.9%</b>	<b>25.7%</b>	<b>24.6%</b>
Of no importance	26.1%	25.8%	24.7%	27.1%
<b>Budget accommodation</b>	<b>23.8%</b>	<b>29.8%</b>	<b>21.5%</b>	<b>21.7%</b>
Of no importance	22.9%	24.0%	23.4%	23.8%
<b>Low cost packages available</b>	<b>19.6%</b>	<b>17.4%</b>	<b>20.9%</b>	<b>22.8%</b>
Of no importance	25.8%	25.2%	27.3%	23.1%
<b>Convenient access by train/bus</b>	<b>16.4%</b>	<b>12.4%</b>	<b>11.4%</b>	<b>13.1%</b>
Of no importance	32.2%	32.1%	40.3%	39.3%
<b>Camping</b>	<b>15.2%</b>	<b>20.3%</b>	<b>13.9%</b>	<b>12.8%</b>
Of no importance	49.1%	43.4%	48.7%	50.6%
<b>Very different culture than own</b>	<b>14.3%</b>	<b>15.7%</b>	<b>9.1%</b>	<b>8.9%</b>
Of no importance	32.8%	41.8%	39.6%	39.7%
<b>Lots for children to see/do</b>	<b>14.3%</b>	<b>16.7%</b>	<b>13.7%</b>	<b>16.4%</b>
Of no importance	60.8%	61.4%	62.0%	56.5%
<b>Familiar with culture &amp; language</b>	<b>11.7%</b>	<b>12.7%</b>	<b>10.8%</b>	<b>13.6%</b>
Of no importance	30.7%	32.9%	28.6%	26.9%
<b>Great shopping</b>	<b>11.4%</b>	<b>7.6%</b>	<b>11.1%</b>	<b>12.3%</b>
Of no importance	47.3%	55.2%	45.0%	43.2%
<b>Have friends or relatives there</b>	<b>6.9%</b>	<b>5.5%</b>	<b>10.2%</b>	<b>11.1%</b>
Of no importance	65.1%	67.1%	59.6%	59.0%
<b>Luxury accommodation</b>	<b>5.8%</b>	<b>5.0%</b>	<b>5.7%</b>	<b>6.8%</b>
Of no importance	55.9%	62.1%	57.5%	54.5%
<b>Disabled-person-friendly</b>	<b>5.8%</b>	<b>3.9%</b>	<b>3.6%</b>	<b>5.6%</b>
Of no importance	74.8%	79.9%	79.6%	73.8%

Source: Canadian TAMS Special Tabulations prepared for Tourism British Columbia. **Bold rows** are proportion stating "Highly Important". \*Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

### 3. Appeal of Various Destinations

Canadian History and Heritage Tourists are most enthusiastic about **British Columbia** as an *appealing destination* for pleasure travel; History and Heritage Tourists accord B.C. a rating of 8.7 and Archaeology Tourists an even higher rating of 9.0 on a ten-point scale (see Table 10).<sup>16</sup> Though lower than B.C.'s, moderately favourable ratings are accorded a host of destinations, including **Hawaii** (History & Heritage 8.1; Archaeology 7.8), **California** (History & Heritage 7.6; Archaeology 7.1), **Quebec** (History & Heritage 7.5; Archaeology 7.4), **Ontario** (History & Heritage 7.5; Archaeology 7.2), **Nova Scotia** (History & Heritage 7.4; Archaeology 7.8), **Prince Edward Island** (History & Heritage 7.3; Archaeology 7.6) and **Alberta** (History & Heritage 7.3; Archaeology 7.5).

**Summary: Most Appealing Destinations among History and Heritage Tourists and Archaeology Tourists (with an average score of at least 7.0)<sup>17</sup>**

	<u>History &amp; Heritage</u>	<u>Archaeology Tourists</u>	<u>Canadian Pleasure Tourists</u>	
			<u>To British Columbia</u>	<u>Total</u>
<b>British Columbia</b>	<b>8.7</b>	<b>9.0</b>	<b>9.0</b>	<b>8.8</b>
Hawaii	8.1	7.8	8.1	8.3
California	7.6	7.1	7.4	8.4
Quebec	7.5	7.4	6.7	9.0
Ontario	7.5	7.2	6.6	9.2
Nova Scotia	7.4	7.8	7.2	8.4
Prince Edward Island	7.3	7.6	7.2	8.3
Alberta	7.3	7.5	7.3	8.5
Yukon	6.2	7.4	6.4	7.5
Newfoundland & Labrador	6.7	7.3	6.8	7.9

**British Columbia** is given the highest rating as an appealing destination for pleasure travel, and only 12% of Canadian History and Heritage Tourists and 5% of Archaeology Tourists refrained from rating the province, thus indicating that Canadian travellers are knowledgeable about the destination and its touristic appeal.

<sup>16</sup> Two image questions associated with specific destinations were included in the TAMS study. One of these asked travellers to use a ten-point bi-polar rating scale ranging from *very appealing* (10) to *very unappealing* (1) to assess each destination's appeal for a pleasure trip. The second question associated with reasons to travel to a destination is discussed in the following chapter. Many potential tourists refrained from offering opinions about the destinations included in this question, presumably because they did not have sufficient information about the destination to form a clear image.

<sup>17</sup> See Table 10 for full array of average ratings and proportion unable/unwilling to rate each destination.

The impact of direct experience with a destination seems to play a role in Canadian consumers' appraisals. For example, among Canadians who have recently travelled to British Columbia, the province's overall appeal rating is higher (9.0) than that volunteered by all Canadian pleasure travellers (8.8). The challenge, of course, is getting these history and heritage enthusiasts back to the province!

**TABLE 10: APPEAL OF VARIOUS DESTINATIONS**

	History & Heritage Tourists		All Canadian Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination*
Unweighted base	(2,838)	(454)	(7,788)	(23,156)
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295
<i>Bold rows are average ratings**</i>				
<b>British Columbia</b>	<b>8.7</b>	<b>9.0</b>	<b>9.0</b>	<b>8.8</b>
No rating provided	11.8%	4.7%	2.1%	12.4%
<b>Newfoundland &amp; Labrador</b>	<b>6.7</b>	<b>7.3</b>	<b>6.8</b>	<b>7.9</b>
No rating provided	19.2%	15.0%	19.5%	21.5%
<b>Nova Scotia</b>	<b>7.4</b>	<b>7.8</b>	<b>7.2</b>	<b>8.4</b>
No rating provided	13.4%	7.8%	14.5%	16.3%
<b>New Brunswick</b>	<b>6.8</b>	<b>6.8</b>	<b>6.5</b>	<b>8.3</b>
No rating provided	14.1%	8.0%	16.8%	16.9%
<b>Prince Edward Island</b>	<b>7.3</b>	<b>7.6</b>	<b>7.2</b>	<b>8.3</b>
No rating provided	14.3%	9.5%	15.5%	16.6%
<b>Quebec</b>	<b>7.5</b>	<b>7.4</b>	<b>6.7</b>	<b>9.0</b>
No rating provided	7.2%	7.0%	11.1%	10.2%
<b>Ontario</b>	<b>7.5</b>	<b>7.2</b>	<b>6.6</b>	<b>9.2</b>
No rating provided	5.5%	5.2%	8.0%	8.0%
<b>Manitoba</b>	<b>5.1</b>	<b>5.2</b>	<b>4.8</b>	<b>7.9</b>
No rating provided	19.1%	10.0%	14.6%	21.1%
<b>Saskatchewan</b>	<b>4.9</b>	<b>5.0</b>	<b>4.8</b>	<b>7.9</b>
No rating provided	18.8%	8.7%	13.4%	20.7%
<b>Alberta</b>	<b>7.3</b>	<b>7.5</b>	<b>7.3</b>	<b>8.5</b>
No rating provided	13.4%	5.0%	6.8%	15.3%
<b>Yukon</b>	<b>6.2</b>	<b>7.4</b>	<b>6.4</b>	<b>7.5</b>
No rating provided	22.4%	13.2%	19.5%	24.9%
<b>Northwest Territories</b>	<b>5.6</b>	<b>6.6</b>	<b>5.8</b>	<b>7.4</b>
No rating provided	23.7%	12.4%	21.1%	25.7%
<b>Nunavut</b>	<b>5.0</b>	<b>6.0</b>	<b>5.0</b>	<b>7.2</b>
No rating provided	26.3%	22.3%	24.3%	28.1%
<b>New York State</b>	<b>6.7</b>	<b>6.4</b>	<b>6.2</b>	<b>8.4</b>
No rating provided	12.4%	14.5%	14.1%	16.0%
<b>Colorado</b>	<b>6.3</b>	<b>6.6</b>	<b>6.1</b>	<b>7.6</b>
No rating provided	22.7%	14.7%	19.9%	24.5%
<b>Florida</b>	<b>6.9</b>	<b>6.3</b>	<b>6.5</b>	<b>8.7</b>
No rating provided	12.2%	12.4%	12.2%	13.5%
<b>California</b>	<b>7.6</b>	<b>7.1</b>	<b>7.4</b>	<b>8.4</b>
No rating provided	13.8%	11.9%	10.5%	16.0%
<b>Hawaii</b>	<b>8.1</b>	<b>7.8</b>	<b>8.1</b>	<b>8.3</b>
No rating provided	16.5%	11.3%	12.5%	17.1
<b>Arizona</b>	<b>6.7</b>	<b>6.9</b>	<b>6.5</b>	<b>7.8</b>
No rating provided	19.4%	10.5%	15.9%	21.1%

Source: Canadian TAMS Special Tabulations prepared for Tourism British Columbia. \*\*Bold rows are average ratings calculated using a ten-point bi-polar rating scale ranging from very appealing (10) to very unappealing (1). Averages are calculated on those volunteering a rating only. \*Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

#### 4. Number of Good Reasons to Visit Various Destinations

Not too surprisingly, the *same* destinations accorded high *appeal* ratings are also the ones that emerge at the top of History and Heritage Tourists' lists for having *many good reasons* to visit on a pleasure trip (see Table 11).<sup>18</sup> Specifically, **British Columbia** tops the list with over 7-in-10 History and Heritage Tourists' (70%) and Archaeology Tourists (76%) stating that there are *many good reasons* to go to this destination.

British Columbia surpasses all other Canadian and U.S. destinations, as a destination that offers History and Heritage Tourists *many good reasons* to visit. Other destinations with many reasons to visit, according to History and Heritage Tourists and Archaeology Tourists are Hawaii, Quebec and California.

Significantly more Archaeology Tourists, than Canadian History and Heritage Tourists, pleasure tourists to B.C. and any destination, state that there are many good reasons to visit the Northwest Territories, Nunavut, the Yukon, Nova Scotia, Newfoundland & Labrador, Prince Edward Island, Alberta, Arizona and Colorado.

**Summary: Destinations with At Least One-Half Saying *Many Good Reasons* to Visit**  
(in rank order within each category)

<u>History &amp; Heritage Tourists</u>		<u>Archaeology Tourists</u>		<u>Canadian Pleasure Tourists</u>			
				<u>To British Columbia Total</u>			
B.C.	70%	B.C.	76%	B.C.	83%	B.C.	65%
Hawaii	56%	Nova Scotia	51%	Hawaii	56%	Hawaii	55%
Quebec	51%			California	50%		
California	50%						

As with the *appeal* rating discussed in the previous chapter, the province has a favourable image among those who have experienced what it can offer. For example, among Canadians who have recently travelled to British Columbia, 83% state that there are *many good reasons* to visit the province, compared to 65% of all Canadian pleasure travellers.

<sup>18</sup> Consumers were asked to indicate which of three statements best described their feelings about taking a pleasure trip to the same destinations for which they rated *appeal* (see previous section). The statements were *there are NO good reasons to travel to this destination*, *SOME good reasons* and *MANY good reasons to travel to this destination*.

TABLE 11: NUMBER OF REASONS TO VISIT VARIOUS DESTINATIONS	History & Heritage Tourists		All Canadian Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination*
Unweighted base	(2,838)	(454)	(7,788)	(23,156)
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295
<i>% stating "MANY" good reasons to visit In Rank order by Total History &amp; Heritage</i>				
<b>British Columbia</b>	<b>70.4%</b>	<b>76.3%</b>	<b>83.4%</b>	<b>64.6%</b>
Hawaii	56.0%	52.5%	55.5%	54.6%
Quebec	51.3%	42.9%	35.3%	41.6%
California	50.2%	45.4%	49.8%	47.1%
Ontario	48.0%	37.4%	35.4%	43.3%
Alberta	39.6%	47.2%	45.3%	34.9%
Florida	39.5%	35.4%	35.0%	40.4%
Nova Scotia	39.4%	50.9%	33.5%	32.4%
Prince Edward Island	35.9%	41.2%	33.8%	32.0%
New York State	35.2%	23.2%	30.8%	30.4%
Newfoundland & Labrador	32.3%	43.1%	30.3%	27.4%
New Brunswick	27.2%	28.6%	21.3%	22.9%
Arizona	24.4%	32.3%	22.1%	22.9%
Yukon	21.9%	41.0%	22.1%	16.9%
Colorado	20.4%	25.2%	17.8%	18.7%
Northwest Territories	15.5%	32.4%	15.5%	12.3%
Nunavut	11.9%	21.6%	11.0%	9.1%
Manitoba	7.8%	7.8%	8.6%	7.5%
Saskatchewan	7.7%	10.3%	10.1%	7.7%

Source: Canadian TAMS Special Tabulations prepared for Tourism British Columbia. Proportions are those stating MANY good reasons to visit. \*Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so

## VI. Activities on Overnight Trips

### A. Introduction

The 2006 TAMS questionnaire included approximately 190 activities a person may have engaged in while on a trip. In addition to capturing *incidence* of participation in this array of activities, the study asks consumers to indicate whether an activity they engaged in on *any* overnight trip in the past two years (2004 and 2005) was a *main reason for taking any of these trips*.<sup>19</sup>

#### Not Necessarily in Canada or British Columbia

TAMS 2006 provides two important but independent measures - where tourists went and what tourists did. Even though the tourists singled out for special scrutiny in this report claim to have taken an overnight pleasure trip motivated by **seeing historic or heritage sites, going to museums or engaging in hands on historical activities** in the past two years, these activities are not linked to any specific destination these tourists claim to have visited over the same time period.

Thus, a trip prompted by **visiting well-known historic sites or participating in an archaeological dig** could have taken place in many parts of British Columbia, other Canadian provinces and across the U.S.A. Similarly, the park for a camping experience could have been Pacific Rim, Glacier, Death Valley, Grand Canyon, or any other park in the world; a winery could have been in the Okanagan Valley, Napa, Niagara or Bordeaux.

#### “Main Reason” and “Any Participation”

Tourists who indicate that a particular activity is the *main reason for taking a trip* are, in effect, expressing a much more significant commitment to the activity than are those who say they engaged in a particular activity on at least one of the overnight trips they took recently. In the following section, information is presented for selected individual or groups of related activities that *drive History and Heritage Tourists* to take overnight pleasure trips (*main reason*) and the level of *any* participation in these same activities.

Summary tables displaying the *main* and *any* activities information for **overnight pleasure tourists to British Columbia** and to **any destination** that correspond to the activity profiles of **History and Heritage Tourists** provided in this chapter are appended (see Tables A1, A2 and A3).

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<sup>19</sup> Presumably, “these trips” are those on which the specific activity took place.

## **B. Trip Activities & Drivers**

### **1. History and Heritage Tourists' Cross-Over with Other Trip Activity Sectors**

As demonstrated by their comparatively low levels of representation in other activity based tourism sectors, History and Heritage Tourists can be described as low involvement travellers.<sup>20</sup>

#### **History and Heritage Tourists**

Despite the low levels of intersection between History and Heritage Tourists and many other activity sectors of interest, these history/heritage enthusiasts are more apt to take trips in order to engage in other activities than are Canadian pleasure travellers in general (see Index, based on the share of History and Heritage Tourists in each other activity sector relative to the Canadian pleasure market in total).

- Compared to the Canadian travelling public as a whole, History and Heritage Tourists are three times as likely to be Aboriginal Activity Tourists, and
- at least twice as likely to be Hikers, Nordic Skiers, Cyclists/Mountain Bikers and/or Backcountry Lodge Guests.

#### **Archaeology Tourists**

Members of the subset of History and Heritage Tourists with particular interest in archaeology and/or palaeontology are higher involvement travellers than are those in the more broadly defined group. For example, compared to the Canadian travelling public as a whole, Archaeology Tourists are:

- over five times as likely to be Aboriginal Activity Tourists;
- at least four times as likely to be Divers and Snorkellers, River Rafters, and/or Nordic Skiers,
- over three times as likely to be Cyclists/Mountain Bikers and/or hikers, and
- twice as likely to be Backcountry Lodge Guests, Campers/RVers, Sea Kayakers, Alpine Skiers, Golfers and/or travellers on a self-guided overnight tour.

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<sup>20</sup> Summary tables displaying the *main* and *any* activities information for **overnight pleasure tourists to British Columbia** and to **any destination** that correspond to the activity profiles of History & Heritage Tourists provided in this chapter are appended (see Table A1).



TABLE 12: CROSS-OVER  
WITH OTHER SELECTED  
TRIP ACTIVITY SECTORS

	History & Heritage Tourists		All Canadian Pleasure Tourists		Index to All Canadian Tourists**	
	Total	Archaeology Tourists	To British Columbia	Any Destination*	Total	Archaeology Tourists
Unweighted base	(2,838)	(454)	(7,788)	(23,156)		
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295		
<i>In Rank order by Total History &amp; Heritage</i>						
History and Heritage Tourists	100%	100%	12.2%	12.1%	826	826
Self-Guided Overnight Touring Travellers	33.3%	35.5%	22.4%	17.7%	188	201
Campers/RV'ers	31.2%	45.0%	17.7%	16.1%	194	280
Hikers	19.4%	27.4%	9.4%	7.6%	255	361
Alpine Skiers	16.1%	20.8%	14.9%	9.7%	166	214
Anglers	15.8%	18.9%	10.9%	11.4%	139	166
Aboriginal Activity Tourists	9.6%	16.1%	3.7%	2.8%	343	575
Golfers	8.5%	11.7%	7.2%	5.6%	152	209
Cycling/Mountain Biking	8.3%	14.9%	4.8%	3.8%	218	392
Nordic Skiers	7.5%	13.0%	3.8%	3.2%	234	406
Backcountry Lodge Guests	6.1%	8.3%	2.6%	2.9%	210	286
Divers & Snorkellers	4.5%	10.5%	3.4%	2.3%	196	457
Snowmobilers	3.3%	2.7%	1.9%	2.5%	132	108
River Rafters	1.5%	4.6%	1.6%	1.1%	136	418
Sea Kayakers	1.2%	1.8%	1.4%	0.8%	150	225

Source: Canadian TAMS Special Tabulations prepared for Tourism British Columbia. \*Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so. \*\*Index calculation: Percentage History & Heritage Tourists and Archaeology Tourists in activity sector divided by All Canadian Pleasure (Any Destination) in activity sector, multiplied by 100.

## 2. Major Trip Activity Groups

By definition, all History and Heritage Tourists are motivated to take overnight pleasure trips in order to engage in history and heritage activities. Consequently, they are all members of the more broadly defined Exhibits/Historic Sites/Museums market. Like most tourists however, History and Heritage Tourists take different trips for different reasons, depending on their day-to-day realities, the time of year and a host of other factors.<sup>21</sup>

- In addition to taking trips to go to visit museums and historic sites over 1-in-2 of these Canadians History and Heritage Tourists take trips motivated by engaging in at least one **land-based outdoor activity** (History & Heritage 54%; Archaeology Tourists 69%) and one **water-based outdoor activity** (History & Heritage 51%; Archaeology Tourists 56%), and staying in **accommodation** (History & Heritage 53%; Archaeology Tourists 66%). Whilst 1-in-2 **Archaeology Tourists** are motivated by **Performing Arts** (51%) and by attending **Theme/Amusement Parks/Movies** (51%), 2-in-5 History & Heritage Tourists are interested in these activities (Performing Arts 39%, Theme/Amusement Parks/Movies 41%).
- Over 4-in-10 History and Heritage Tourists are motivated by **shopping and dining** experiences (History & Heritage 44%; Archaeology Tourists 43%) and by attending **Theme/Amusement Parks/Movies** (History & Heritage 41%; Archaeology Tourists 51%).
- Over 3-in-10 History and Heritage Tourists and over 4-in-10 Archaeology Tourists are motivated by attending **Performing Arts** (History & Heritage 39%; Archaeology Tourists 51%) and **Festivals and Events** (History & Heritage 37%; Archaeology Tourists 40%). Whilst 3-in-10 Archaeology Tourists participate in **outdoor winter activities** (36%) and **hands-on learning activities** (32%).

Not surprisingly, *participation* rates for these groups of activities are appreciably higher than are *motivation* rates. For example, more History and Heritage Tourists *participated* in at least one performing arts experience while on a recent overnight pleasure trip (History & Heritage 61%; Archaeology Tourists 72%) than claim to have taken a trip motivated by one of these activities (History & Heritage 39%; Archaeology Tourists 51%). Shopping and dining experiences are especially likely to be “one-of-many” trip activities (History & Heritage 92%; Archaeology Tourists 91%) but the driving force behind a trip for fewer segment members (History & Heritage 44%; Archaeology Tourists 43%).

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<sup>21</sup> Summary tables displaying the *main* and *any* activities information for **overnight pleasure tourists to British Columbia** and to **any destination** that correspond to the activity profiles of History & Heritage Tourists provided in this chapter are appended (see Table A1).

### Comparison to Canadian Pleasure Travellers

Compared to *all* Canadian overnight pleasure travellers, History and Heritage Tourists and Archaeology Tourists are more than twice as likely to identify all trip activities as ones that *motivated* recent trips (main reason) and they are six times as likely to identify exhibits, historic sites and museums as trip motivators.

- **History and Heritage Tourists** are five times as likely to identify hands-on leaning activities as are *all* Canadian overnight pleasure travellers, and are more than three times as likely to identify aboriginal activities as ones that *motivated* recent trips (main reason).

Archaeology Tourists seem to have more extensive travel interests than do History and Heritage Tourists as a whole. Consequently, it is not surprising to find that they are more apt to be motivated by a wider variety of trip activities than those in the more broadly defined sector.

- **Archaeology Tourists** are nine times as likely to identify hands-on leaning activities as are *all* Canadian overnight pleasure travellers, they are seven times as likely to identify air-based activities, six times as likely to identify aboriginal activities and three times as likely to identify theme/amusement parks as ones that *motivated* recent trips (main reason).

**Summary: Activities that are three times as likely to have motivated (main reason) a recent overnight trip for History and Heritage Tourists and/or Archaeology Tourists, compared to all Canadian Pleasure travellers.**

<u>Major Activity Group</u>	<u>Main Reason</u>		
	<b>History &amp; Heritage</b>	<b>Archaeology Tourists</b>	<b>All Canadian Pleasure Tourists</b>
Exhibits/Historic Sites/Museums	98%	99%	17%
Theme /Amusement Parks	41%	51%	15%
Hands-on Learning	18%	32%	4%
Aboriginal Experiences	10%	16%	3%
Air Based	1%	2%	0.3%

See Table A1, appended, for additional figures and comparisons to Canadian tourists with recent travel experience in British Columbia.

TABLE 13: MAJOR ACTIVITY GROUPS – MAIN & ANY	History & Heritage Tourists (Total)		Archaeology Tourists	
	Main Reason	Any Participation	Main Reason	Any Participation
Unweighted base	(2,838)	(2,838)	(454)	(454)
Weighted, Projected	2,420,162	2,420,162	371,211	371,211
<i>Rank order among History &amp; Heritage Total - Main Reason</i>				
<b>Exhibits/Historic Sites/Museums</b>	<b>96.6%</b>	<b>98.7%</b>	<b>98.7%</b>	<b>99.6%</b>
Historic Site/Buildings	51.2%	66.5%	44.0%	66.9%
Other Historic Sites/Buildings	35.2%	55.5%	37.9%	60.9%
Museum - History/Heritage	32.4%	54.5%	38.7%	64.8%
Historical Replica/Re-Enactment	21.7%	30.2%	25.9%	35.3%
Museum - Science/Technology	17.1%	27.3%	25.4%	34.8%
Paleo/Archaeological Sites	14.3%	21.6%	93.4%	94.0%
Museum - Military / War	13.2%	24.4%	17.5%	23.8%
Interpretive Program	7.8%	13.1%	13.1%	21.4%
Museum - Children's	5.5%	9.4%	3.7%	11.3%
Archaeological Digs	2.1%	3.3%	13.5%	16.9%
Curatorial Tours	1.6%	3.9%	1.5%	3.5%
Historical Re-Enactments	1.4%	1.9%	2.1%	3.5%
<b>Outdoor Land Based Activities</b>	<b>54.3%</b>	<b>77.4%</b>	<b>69.3%</b>	<b>89.9%</b>
<b>Accommodation Stayed at</b>	<b>52.8%</b>	<b>76.9%</b>	<b>65.5%</b>	<b>83.2%</b>
<b>Outdoor Water Based Activities</b>	<b>50.8%</b>	<b>73.2%</b>	<b>56.3%</b>	<b>79.8%</b>
<b>Shopping/Dining/Food Related</b>	<b>44.1%</b>	<b>92.0%</b>	<b>42.6%</b>	<b>91.0%</b>
<b>Theme/Amusement Parks/Movies</b>	<b>40.8%</b>	<b>64.2%</b>	<b>50.5%</b>	<b>77.3%</b>
<b>Performing Arts</b>	<b>38.6%</b>	<b>61.1%</b>	<b>50.5%</b>	<b>71.9%</b>
<b>Festivals &amp; Events</b>	<b>37.3%</b>	<b>59.9%</b>	<b>39.7%</b>	<b>63.3%</b>
<b>Outdoor Winter Activities</b>	<b>27.4%</b>	<b>37.0%</b>	<b>35.7%</b>	<b>43.9%</b>
<b>Spectator Sports</b>	<b>22.9%</b>	<b>33.6%</b>	<b>27.4%</b>	<b>35.8%</b>
<b>Hands-on Learning Activities</b>	<b>17.8%</b>	<b>29.5%</b>	<b>31.5%</b>	<b>47.7%</b>
<b>Team Sports/Tournaments/Games</b>	<b>15.7%</b>	<b>28.4%</b>	<b>22.9%</b>	<b>34.5%</b>
<b>Aboriginal Experiences</b>	<b>9.6%</b>	<b>21.4%</b>	<b>16.1%</b>	<b>37.8%</b>
<b>Air Based Activities</b>	<b>0.8%</b>	<b>1.7%</b>	<b>2.1%</b>	<b>3.0%</b>

Source: Canadian TAMS Special Tabulations prepared for Tourism British Columbia.

### 3. Individual Trip Activities: The Outdoors

When taken as a whole, the outdoor activity profile of History and Heritage Tourists suggests individuals who observe rather than interact with nature (see Table 14).<sup>22</sup> Outdoor activities that attract at least 1-in-3 of these tourists on an any participation basis are limited to seeing well-known wonders, going to nature parks, sunbathing or sitting on a beach, swimming in lakes or oceans, camping, hiking, and viewing flora and/or fauna, birds and animals. Of these activities, **natural wonders** and **nature parks** are most apt to be trip drivers (main activity).

Compared to the History and Heritage Tourist segment as a whole, **Archaeology Tourists** are much more likely to participate (any) in a variety of outdoor activities, and they are more active on their vacations, they enjoy swimming in lakes (51%) or oceans (38%), going for a hike (51%) and/or camping (public campground 52%, private campground 32%).

#### Comparison to Canadian Pleasure Travellers

Compared to the typical Canadian overnight pleasure traveller, History and Heritage Tourists and Archaeology Tourists are more likely to identify passive outdoor activities such as sunbathing on a beach, and *active* ones such as swimming, as ones that motivated recent trips (main reason) and as activities that they engaged in on these trips (any participation).

These **History and Heritage Tourists** are five times more likely than Canadian pleasure travellers to go snorkelling (lakes/rivers), play mini-golf, view wildflowers/flora or play board games. They are four times more likely to go and view Northern Lights, play badminton, go windsurfing, go bowling, view land based wildlife and birds, than are Canadian pleasure travellers.

**Archaeology Tourists** are more involved and are thirteen times more likely than Canadian pleasure travellers to go snorkelling (lakes/rivers), ten times more likely to play badminton, nine times more likely to go bowling or view Northern Lights, eight times more likely to play football, mini-golf or view wildflowers/flora, and seven times more likely to go windsurfing, in-line/roller blading, go bird watching, view land based wildlife or play board games.

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<sup>22</sup> Summary tables displaying the *main* and *any* activities information for **overnight pleasure tourists to British Columbia** and to **any destination** that correspond to the activity profiles of History & Heritage Tourists or Archaeology Tourists provided in this chapter are appended (see Table A2).

**Summary of Outdoor activities where History and Heritage Tourists are more than four times as likely than Canadian Pleasure Travellers to be motivated by (main reason) for a recent overnight trip.** <sup>23</sup> (In rank order from highest – snorkelling in lakes/ivers 5 times - to lowest; viewing birds 4 times more likely than Canadian Pleasure Travellers).

	<u>Main Reason</u>	
	<b>History &amp; Heritage Tourists</b>	<b>All Canadian Pleasure Tourists</b>
Snorkelling In Lakes/Rivers	1.4%	0.3%
Mini Golf	3.3%	0.7%
Viewing Wildflowers/Flora	7.2%	1.6%
Board Games	0.9%	0.2%
Viewing Northern Lights	2.6%	0.6%
Badminton	0.8%	0.2%
Windsurfing	0.4%	0.1%
Bowling	3.5%	0.9%
Viewing Wildlife - Land Based Animals	9.4%	2.5%
Viewing Wildlife - Bird watching	6.1%	1.7%

See Table A2, appended, for additional figures and comparisons to Canadian tourists with recent travel experience in British Columbia.

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<sup>23</sup> Not all of these activities are included in Table 14 because the activities presented in the summary table required that one-third of History & Heritage Tourists declare an activity as a main reason for an overnight pleasure trip.

TABLE 14: INDIVIDUAL OUTDOOR ACTIVITIES – MAIN & ANY*	History & Heritage Tourists (Total)		Archaeology Tourists	
	Main Reason	Any Participation	Main Reason	Any Participation
Unweighted base	(2,838)	(2,838)	(454)	(454)
Weighted, Projected	2,420,162	2,420,162	371,211	371,211
<i>Rank order among History &amp; Heritage (Total) - Main Reason</i>				
Well known natural wonders	31.9%	44.3%	44.6%	59.6%
Nature Park- National/Provincial	30.6%	45.2%	45.3%	60.7%
Sunbathing/Sitting On A Beach	28.3%	49.0%	29.9%	59.6%
A Public Campground	23.3%	34.5%	39.1%	52.0%
Swimming In Lakes	18.5%	42.6%	22.6%	51.0%
Swimming In Oceans	15.8%	34.4%	16.4%	38.3%
Hiking - Same Day Excursion	15.0%	33.6%	22.8%	50.8%
A Private Campground	12.0%	23.1%	17.3%	31.5%
Wildlife - Land Based Animals	9.4%	24.0%	17.4%	36.6%
Wildflowers / Flora Viewing	7.2%	19.5%	12.3%	32.2%
Wildlife - Bird Watching	6.1%	17.2%	12.0%	29.5%

Source: TAMS Canadian Special Tabulations, prepared for Tourism British. \*Activities shown here are those that are named by at least 1-in-3 History & Heritage Tourists or Archaeology Tourists as ones they participated in (any) on a recent overnight trip.

#### 4. Individual Trip Activities: Culture, Entertainment, Dining, Shopping & Sports

By definition, History and Heritage Tourists take trips in order to engage in various historical and cultural activities such as seeing historic sites (well known 51%, other 35%) and going to museums (32%). They are also motivated to take trips in order to see cities' architecture (44%), to attend arts performances (39%) and festivals and events (37%), and to a lesser degree, to attend historical re-enactments (22%) and go to art galleries (20%)<sup>24</sup> (see Table 15).

In addition to these culturally oriented activities, the majority of History and Heritage Tourists have recently taken overnight pleasure trips with an entertainment focus. With the exceptions of spectator sporting events, theme parks, live theatre and zoos, entertainment activities are things to see and do while on overnight pleasure trips rather than the driving force behind or motivation for the trip.

##### Culture

Along with the history/heritage activities used to define the market segment, **History and Heritage Tourists** are more inclined than Canadian visitors to B.C. or any destination, to engage in cultural activities as both trip motivators as well as "one-of-many" trip activities. For example, two-thirds (66%) have strolled around a city to observe its buildings and architecture on recent pleasure trips and over two-fifths (44%) have taken a trip in order to engage in this activity. A similar pattern is evident for attending arts performances, 61% take part in the activity and 39% are motivated to take a trip because of the activity. The difference between *participation* rates and *motivation* rates is not as great as compared to the other categories.

The **Archaeology Tourist** subset is more culturally oriented than is the History and Heritage Tourist segment as a whole. These archaeology/palaeontology tourists are even more inclined to seek out cities' architecture, attend arts performances and festivals and events, go to art galleries, and participate in hands on learning activities both as trip drivers and as any trip activity than are members of the more broadly defined History and Heritage segment, Canadian visitors to B.C. or any destination.

##### Entertainment

Over one-quarter of History and Heritage (28%) and one-third of Archaeology Tourists (37%) have gone to theme parks while on recent overnight pleasure trip, with about one-fifth of History and Heritage (18%) and one-quarter of Archaeology Tourists (24%) naming theme parks as a trip motivator. Around 3-in-10 History and Heritage (27%)

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<sup>24</sup> Summary tables displaying the *main* and *any* activities information for **overnight pleasure tourists to British Columbia** and to **any destination** that correspond to the activity profiles of History & Heritage Tourists and Archaeology Tourists in this chapter are appended (see Table A3).



and Archaeology Tourists (31%) have attended live theatre, while 1-in-6 have been motivated by this activity. Archaeology Tourists are drawn to visiting zoos, with over two-fifths (42%) participating in the activity and one-quarter being motivated by it (25%). Other attractions such as casino's, movies/cinema, botanical gardens and attending firework displays and free outdoor performances are included as one of many activities on trip itineraries. These same activities are more popular, both as trip drivers and as things to see and do (any) among Archaeology Tourists than they are within the broader History and Heritage segment.

### **Dining**

Similar to many entertainment-oriented activities, dining out is a much more common trip experience (any) than trip drivers (main) for History and Heritage Tourists and Archaeology Tourists. Around 1-in-5 of both segments are motivated by dining out at **restaurants offering local ingredients and cuisine.**

### **Shopping**

Shopping for apparel, local arts and crafts, books or music, antiques, at a greenhouse/garden centre and/or for gourmet food is a common trip pastime for History and Heritage Tourists and Archaeology Tourists, but tends not to be the motivation for their recent overnight pleasure travel. These same activities are more popular, both as trip drivers and as things to see and do (any) among Archaeology Tourists than they are within the broader History and Heritage segment.

### **Sports**

Over 1-in-3 History and Heritage Tourists and Archaeology Tourists attend spectator-sporting events.

### **Comparison to Canadian Pleasure Travellers**

As noted in the previous section, compared to *all* Canadian overnight pleasure travellers, History and Heritage Tourists are more than seven times as likely than the *typical* Canadian pleasure traveller to identify a wide range of cultural, entertainment and culinary activities as ones that *motivated* recent trips (main reason) or were engaged in on these trips (any participation).

When it comes to other activities (i.e. not historic sites etc.) History and Heritage Tourists are more likely to engage in these activities or take trips for these activities (see summary table below). They are six times as likely to be motivated to visit wax museums and over five times as likely to visit art galleries, attend courses to learn another language, visit planetariums, stroll around a city to see its buildings, visit science & technology theme parks, visit garden theme parks, visit food processing plants, attend aboriginal arts/crafts shows and attend literary festivals or events, than are *typical* Canadian pleasure travellers (as a main trip motivator).

**Summary of other activities where History and Heritage Tourists are five times more likely than Canadian Pleasure Travellers to be motivated by (main reason) for a recent overnight trip.**<sup>25</sup> (In rank order from highest – Wax Museums at 6 times - to lowest, Literary Festivals or events at 5 times more likely than Canadian Pleasure Travellers).

<u>Other Activities</u>	<u>Main Reason</u>	
	<b>History &amp; Heritage Tourists</b>	<b>All Canadian Pleasure Tourists</b>
Wax Museums	1.8%	0.3%
Art Gallery	19.9%	3.4%
Courses Learn Another Language	2.9%	0.5%
Planetarium	2.9%	0.5%
Stroll a city to see buildings	43.7%	8.2%
Science & Technology Theme Park	7.4%	1.4%
Garden Theme Park	6.8%	1.3%
Visit food processing plants	4.1%	0.8%
Aboriginal Arts/Crafts Shows	4.1%	0.8%
Literary Festivals Or Events	2.0%	0.4%

**Archaeology Tourists** are even more involved than the broader History and Heritage segment, and are more than fourteen times more likely than Canadian pleasure travellers to visit planetariums, twelve times as likely to attend literary festivals or events, eleven times as likely to attend science & technology theme parks or go hot air ballooning, ten times as likely to attend courses to learn another language or attend non-sport amateur tournaments, nine times as likely to visit garden theme parks, art galleries, visit food processing plants or participate in hands-on learning experiences, more than eight times as likely to participate in aboriginal experiences, attend ethnic festivals, visit entertainment farms, seven times as likely to be interested in photography and engage in shopping experiences, and six times as likely to stroll around a city to see its architecture.

See Table A3, appended, for additional activities and comparisons to Canadian tourists with recent travel experience in British Columbia.

<sup>25</sup> These activities are not included in Table 15 because the activities presented in the summary table required that one-third of History & Heritage Tourists declare an activity as a main reason for an overnight pleasure trip.

TABLE 15: OTHER INDIVIDUAL ACTIVITIES – MAIN & ANY*	History & Heritage Tourists (Total)		Archaeology Tourists	
	Main Reason	Any Participation	Main Reason	Any Participation
Unweighted base	(2,838)	(2,838)	(454)	(454)
Weighted, Projected	2,420,162	2,420,162	371,211	371,211
<i>In rank order by main reason within each subgroup (Total History &amp; Heritage)</i>				
<b>Cultural &amp; Heritage</b>				
Historic sites – well known	51.2%	66.5%	44.0%	66.9%
Strolling around a city to see architecture	43.7%	65.5%	45.5%	70.2%
Any Performing Arts	38.6%	61.1%	50.5%	71.9%
Festival & Events	37.3%	59.9%	39.7%	63.3%
Historic sites – other	35.2%	55.5%	37.9%	60.9%
Museum - History/Heritage	32.4%	54.5%	38.7%	64.8%
Historical Replica/Re-Enactment	21.7%	30.2%	25.9%	35.3%
Art Galleries	19.9%	39.4%	30.0%	47.3%
Hands on Learning Activities	17.8%	29.5%	31.5%	47.7%
Museum - Science/Technology	17.1%	27.3%	25.4%	34.8%
Paleo/Archaeological Sites	14.3%	21.6%	93.4%	94.0%
Farmers' Markets/Country Fair	13.7%	30.1%	19.2%	37.6%
<b>Sports</b>				
Spectator Sports (Any)	22.9%	33.6%	27.4%	35.8%
Team Sports, Tournaments, Games (Any)	15.7%	28.4%	22.9%	34.5%
<b>Entertainment</b>				
Amusement park	18.3%	28.3%	24.3%	36.5%
Live Theatre	15.8%	27.4%	17.7%	30.7%
Zoos	15.0%	27.2%	24.3%	42.4%
Casino	14.6%	31.9%	11.3%	32.1%
Movies/cinema	13.7%	39.6%	15.6%	44.1%
Botanical Gardens	11.4%	25.8%	18.9%	39.5%
Firework displays	11.2%	23.7%	11.9%	29.8%
Free Outdoor Performances	11.2%	28.1%	16.9%	37.0%
Photography	6.5%	22.0%	12.0%	36.1%
<b>Food &amp; Dining</b>				
Dining - restaurants offering local ingredients and recipes	21.5%	70.9%	22.2%	77.3%
Local outdoor cafes	11.5%	56.2%	13.1%	61.3%
Dining - other high-end (not with international reputation)	11.3%	36.9%	10.5%	40.8%
Wineries Day Visits Tasting	10.3%	27.2%	13.2%	32.1%

TABLE 15: OTHER INDIVIDUAL ACTIVITIES – MAIN & ANY*	History & Heritage Tourists (Total)		Archaeology Tourists	
	Main Reason	Any Participation	Main Reason	Any Participation
Unweighted base	(2,838)	(2,838)	(454)	(454)
Weighted, Projected	2,420,162	2,420,162	371,211	371,211
<i>In rank order by main reason within each subgroup (Total History &amp; Heritage)</i>				
<b>Shopping</b>				
Clothing, shoes, jewellery	19.1%	62.5%	18.3%	61.3%
Local arts & crafts studios	13.8%	53.5%	14.9%	64.7%
Bookstores or music stores	13.6%	52.8%	19.0%	65.1%
Antiques	9.1%	35.6%	15.8%	44.2%
Greenhouse/Garden Centre	8.6%	26.5%	12.2%	36.6%
Retail Gourmet Foods	6.9%	25.8%	10.7%	32.7%

Source: TAMS Canadian Special Tabulations, prepared by Tourism British Columbia. \*Activities shown here are those that are named by at least about 1-in-3 History & Heritage and Archaeology Tourists as ones they participated in (any) on a recent overnight trip.

## 5. Overnight Cruises & Organized Group Tours

Most History and Heritage Tourists are not recent overnight cruise passengers (see Table 16). Of the 1-in-9 History and Heritage Tourists and 1-in-7 Archaeology Tourists who have taken an overnight ocean cruise in the past two years or so (2004 and 2005), destinations in the Caribbean and other locations are more popular than Alaska.

Of those who participate in **overnight group tours**, History and Heritage Tourists who have gone on an overnight-organized tour display a slight preference for tours to *multiple* (History & Heritage 20%; Archaeology Tourists 27%) versus *single* destinations (History & Heritage & Archaeology Tourists 13%). They are also more likely to participate in single and multiple destination tours than are recent Canadian travellers to B.C. (single 8%; multiple 12%) or any other destination (single 8%; multiple 10%).

More History and Heritage Tourists claim to have taken **self-directed** same day touring trips over a two-year period (History & Heritage 44%; Archaeology Tourists 49%) than self-directed day tours that are not organized (History & Heritage 33%; Archaeology Tourists 36%). This is significantly higher than for recent Canadian travellers to B.C. (same day 35%; not organized 22%) or any other destination (same day 29%; not organized 18%).

Significantly more **Archaeology Tourists** take organised **same day group tours** (42%) than do than the Canadian travelling public as a whole (22%), or those who have recently travelled to British Columbia (28%).

Favoured themes for organized day excursions include tours around the city, countryside tours, sightseeing cruises and wilderness or outdoor tours. **Archaeology Tourists** are four times as likely to take tours of factories and three times as likely to take tours of wineries, wilderness or outdoor tours and twice as likely to take all other tours, as are *typical* Canadian pleasure travellers.

TABLE 16: CRUISES/GROUP TOURS	History & Heritage Tourists		All Canadian Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination*
Unweighted base	(2,838)	(454)	(7,788)	(23,156)
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295
<b>Took any overnight cruise in past 2 years</b>				
<b>Type of Cruise/Destination</b>				
<b>Ocean (Net)</b>	<b>11.4%</b>	<b>13.5%</b>	<b>12.6%</b>	<b>8.8%</b>
Ocean – Caribbean	6.0%	6.6%	5.9%	5.3%
Ocean – Other	5.4%	8.4%	5.1%	3.2%
Ocean – Alaska	2.4%	3.7%	4.0%	1.7%
<b>Lake or River cruise (Net)</b>	<b>8.1%</b>	<b>9.7%</b>	<b>3.0%</b>	<b>4.4%</b>
St. Lawrence River	3.5%	4.2%	0.7%	1.9%
Great Lakes	1.2%	0.4%	0.4%	0.8%
Other lake/River	4.6%	6.3%	2.2%	2.3%
<b>Touring</b>				
Overnight group tour – multiple locations	20.4%	27.2%	12.2%	10.2%
Overnight group tour – single Location	13.0%	13.4%	8.2%	7.9%
Organized group tour – same day	32.1%	41.9%	28.3%	21.9%
Self-Directed tour – same day	44.3%	49.2%	34.8%	28.6%
Self-Directed tour – not organized	33.3%	35.5%	22.4%	17.7%
Unspecified same day tours	1.1%	0.5%	1.9%	2.9%
<b>Type of Organized Day Tour</b> <i>(In rank order by Total History &amp; Heritage)</i>				
City	35.1%	39.7%	28.4%	22.9%
Countryside	34.5%	44.0%	26.4%	22.0%
Sightseeing cruise (day excursion)	20.5%	26.3%	15.9%	12.8%
Wilderness/outdoor	19.7%	36.9%	15.6%	12.7%
Casino	10.8%	12.0%	6.6%	6.5%
Wineries	10.2%	16.7%	8.7%	5.6%
Factory	5.3%	9.7%	4.2%	2.6%
Airplane/helicopter (pilot or passenger)	3.2%	4.3%	3.0%	1.9%

Source: TAMS Canadian Special Tabulations, prepared for Tourism British Columbia. \*Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. \*To British Columbia is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

## VII. Trip Planning

### A. Who Does the Planning?

The majority of History and Heritage Tourists and Archaeology Tourists claim to have *personal involvement* in trip planning for **all** or **most** trips planned over the past two years (2004 and 2005).

In most households, the main responsibility for travel planning falls to the history/heritage enthusiast, or is shared with other household members.

TABLE 17: TRAVEL PLANNING	History & Heritage Tourists		All Canadian Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination*
Unweighted base	(2,838)	(454)	(7,788)	(23,156)
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295
<b>Frequency of personal involvement in trip planning, past 2 years</b>				
All	66.8%	69.8%	65.9%	61.8%
Most	15.3%	14.3%	16.7%	15.1%
Some	9.9%	8.3%	9.6%	10.3%
None/not stated	8.1%	7.7%	7.8%	12.8%
<b>Main responsibility for trip planning</b>				
Respondent	37.9%	35.9%	37.8%	34.9%
Shared with other household member	29.3%	33.7%	28.7%	27.6%
Spouse/partner	12.6%	9.4%	15.0%	13.5%
Other/not stated/not involved in travel planning	13.3%	14.1%	13.0%	14.8%

Source: TAMS Canadian Special Tabulations, prepared for Tourism British Columbia. \*Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

## B. Travel Information Sources & Travel Media

Of the many sources of travel information available to History and Heritage Tourists, the internet tops the chart (see Table 18). Over 6-in-10 History and Heritage Tourists and 7-in-10 Archaeology Tourists rely on the **internet** for travel information and 5-in-10 History and Heritage Tourists and 6-in-10 Archaeology Tourists rely on anecdotal information provided by **friends and relatives** and on their own **past experience**. Over 4-in-10 History and Heritage Tourists and Archaeology Tourists rely on **maps** and on **official DMO travel guides** to obtain travel information. Archaeology Tourists use more information sources than do members of the broader History and Heritage segment.

In the main, these are the same sources of information that may be influencing Canadian pleasure travellers who have recently done so, to take trips to British Columbia.

Although not a commonly used source of information, consumer travel shows or sportsmen's shows are more widely used by History and Heritage Tourists (6%) and Archaeology Tourists (10%) than by Canadian overnight pleasure travellers as a whole (3%) or those who have recently travelled to British Columbia (3%).

**Summary: Travel Information Sources for at least 1-in-3 History and Heritage Tourists, Archaeology Tourists, Recent Pleasure Tourists to British Columbia and Any Destination.** (In rank order in each column)

<u>History &amp; Heritage Tourists</u>	<u>Archaeology Tourists</u>	<u>Canadian Pleasure Tourists</u>	
		<u>To British Columbia</u>	<u>Total</u>
Internet website	Internet website	Internet website	Internet website
Advice of friends/relatives	Advice of friends/relatives	Advice of friends/relatives	Advice of friends/relatives
Past experience	Past experience	Past experience	Past experience
Maps	Maps	Maps	Travel Agent
Official DMO travel guides	Travel Agent	Travel agent	
Visitor Information Centres	Official DMO travel guides		
Travel Agent	Visitor Information Centres		
Articles in Newspaper/Magazine	Articles in Newspaper/Magazine		



With most History and Heritage Tourists and Archaeology Tourists relying on the internet for travel planning and with one-half saying that they *normally* visit **travel websites**, the internet has the greatest reach for history and heritage oriented tourism attractions in British Columbia. Both History and Heritage Tourists and Archaeology Tourists are more apt to watch **televised travel shows** (History & Heritage 42%; Archaeology Tourists 44%) than to read the **travel section** in their daily newspaper (History & Heritage 26%; Archaeology Tourists 24%).

Compared to recent Canadian tourists to British Columbia, Canadian overnight pleasure travellers as a whole, History and Heritage Tourists and especially those in the Archaeology Tourist segment are more likely to read travel sections in a local newspaper's weekend or weekday editions.

**Archaeology Tourists** are especially likely to be magazine readers, with about 2-in-5 saying that in a typical month they read general interest and news magazines and 1-in-3 reading science/geography magazines such as National Geographic and home/garden publications, while 1-in-4 read food/wine magazines such as Gourmet, health/fitness and well living magazines, and entertainment/music publications. Their readership of science and geography publications (39%) is noticeably higher than that evident for History and Heritage Tourists (25%) as a whole, travellers to B.C. (21%) and Canadians to any destination (16%).

TABLE 18: INFORMATION SOURCES FOR TRAVEL PLANNING & GENERAL MEDIA HABITS	History & Heritage Tourists		All Canadian Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination*
Unweighted base	(2,838)	(454)	(7,788)	(23,156)
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295
<i>In rank order by Total History &amp; Heritage</i>				
<b>SOURCES OF TRAVEL PLANNING INFO</b>				
Internet website	65.6%	73.0%	67.2%	57.2%
Advice of friends/relatives	55.1%	61.6%	52.4%	44.9%
Past experience	51.3%	60.7%	52.1%	43.9%
Maps	40.8%	48.1%	39.0%	28.6%
Official DMO travel guides	40.4%	42.6%	27.2%	22.7%
Visitor information centres	36.2%	38.4%	24.7%	20.5%
Travel agent	35.9%	43.0%	36.0%	30.4%
Articles in Newspaper/Magazine	30.0%	34.4%	21.3%	18.4%
Auto club	24.0%	24.9%	19.9%	15.6%
Travel guide books	23.1%	27.9%	18.1%	11.8%
Advertisements in Newspaper/Magazine	21.3%	20.5%	12.8%	12.5%
Travel information in mail	13.5%	20.6%	7.6%	7.8%
Television Programs	11.1%	15.5%	9.0%	6.6%
Television Advertisements	7.5%	8.2%	4.0%	4.5%
Electronic newsletters via e-mail	6.8%	10.0%	4.6%	3.7%
Trade, travel, sportsmen's shows	5.6%	9.8%	3.2%	2.7%
<b>TRAVEL MEDIA</b>				
Frequently read Travel Section daily newspaper	25.6%	23.8%	21.1%	17.9%
Frequently read weekend edition of newspaper	33.2%	32.4%	24.8%	21.9%
<b>Magazines read in typical month</b> <i>(In rank order by Total History &amp; Heritage)</i>				
General Interest	37.3%	40.6%	33.0%	30.7%
News magazine	33.3%	41.0%	25.8%	23.6%
Entertainment/Music	31.8%	27.7%	31.1%	32.0%
Food & Cooking	28.8%	28.3%	26.2%	26.5%
Home & Garden	27.5%	33.5%	23.8%	24.5%
Fashion & Beauty	25.6%	18.8%	21.6%	23.3%
Science and geography	24.7%	38.9%	20.6%	16.3%
Health, fitness and well living	21.9%	27.9%	24.7%	21.7%
Business/Finance	21.9%	23.9%	19.0%	16.0%
Travel	18.8%	19.7%	11.3%	11.5%
Outdoor activities/sports	14.1%	22.4%	15.4%	12.6%
<b>Normally watch Travel Shows on TV</b>	42.2%	44.3%	33.1%	30.3%
<b>Normally visit Travel websites</b>	48.9%	57.8%	46.3%	39.0%

Source: TAMS Canadian Special Tabulations, prepared for Tourism British Columbia. \*Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

### C. Internet Use for Travel Inquiries & Bookings

As noted in the previous section, 6-in-10 History and Heritage Tourists and 7-in-10 Archaeology Tourists who have taken a recent pleasure trip to British Columbia rely on the internet for travel planning. However, History and Heritage Tourists and Archaeology Tourists differ on which websites they most commonly use for travel planning (see Table 19):

- **History and Heritage Tourists** rely on **hotel/resort** sites (43%), **destination marketing organization** sites (39%), **airline** sites (33%), **attractions** sites (32%) and travel sites such as *Expedia* or *Travelocity* (31%) for travel planning.
- **Archaeology Tourists** rely on **hotel/resort** sites (48%), **airline** sites (42%), **destination marketing organization** sites (41%), **attractions** sites (39%) and **travel** sites such as *Expedia* or *Travelocity* (37%) and for travel planning.

Not surprisingly, **booking** on-line is less common than is searching for information on the internet. Nonetheless, 2-in-5 History and Heritage Tourists and 1-in-2 Archaeology Tourists claim to have made a travel-related booking on-line over the past two years or so (History & Heritage 44%; Archaeology Tourists 50%). As their website preferences would suggest, the most common on-line bookings for History and Heritage Tourists and Archaeology Tourists is for **accommodation** (History & Heritage 36%; Archaeology Tourists 41%), followed by **air tickets** (History & Heritage 30%; Archaeology Tourists 39%) and to a lesser degree, tickets for **car rentals** (History & Heritage 14%; Archaeology Tourists 16%) and **attractions** (History & Heritage 14%; Archaeology Tourists 17%).

Use of the internet for travel planning and for booking travel arrangements is more widespread among History and Heritage Tourists (44%) and Archaeology Tourists (50%) than among Canadian overnight pleasure travellers (37%) as a whole but is lower for History and Heritage Tourists (44%) compared to Canadian overnight pleasure travellers to British Columbia (49%).

TABLE 19: WEBSITE USAGE FOR TRAVEL PLANNING	History & Heritage Tourists		All Canadian Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination*
Unweighted base	(2,838)	(454)	(7,788)	(23,156)
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295
<b>Used Internet website for vacation information, past 2 years</b>	<b>65.6%</b>	<b>73.0%</b>	<b>67.2%</b>	<b>57.2%</b>
<b>Internet website(s) used</b>				
<i>(Among Users, in rank order by Total History &amp; Heritage)</i>				
Hotel/resort	42.6%	47.9%	40.2%	31.9%
Destination marketing organization	38.5%	41.4%	34.4%	27.7%
Airline	32.9%	42.1%	39.2%	25.8%
Attraction	32.1%	39.2%	23.7%	19.1%
Travel planning/booking	31.2%	37.3%	34.4%	25.6%
Cruise	6.6%	9.4%	6.2%	4.5%
Motorcoach	2.6%	6.7%	1.6%	1.4%
Other	21.3%	24.3%	17.4%	15.4%
<b>Any Internet Bookings in Past 2 Years</b>	<b>43.8%</b>	<b>50.4%</b>	<b>49.2%</b>	<b>36.6%</b>
<i>(Among All Overnight Pleasure Travellers)</i>				
<b>Items Purchased On-Line</b>				
<i>(Among Users, in rank order by Total History &amp; Heritage)</i>				
Accommodation	36.0%	41.0%	33.8%	
Air tickets	29.9%	39.0%	39.2%	25.1%
Car rental	14.3%	16.4%	16.5%	9.8%
Tickets for activities/attractions	13.5%	16.6%	11.9%	8.5%
Rail, bus, boat tickets	9.9%	10.0%	8.7%	5.6%
Package deal (2+ items)	7.8%	10.3%	7.7%	5.6%

Source: TAMS Canadian Special Tabulations, prepared for Tourism British Columbia. \*Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. \*To British Columbia\* is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

## VIII. Other Travel-Related Information

### A. Use of Package Deals

Purchase of package deals in the past two years (2004 and 2005) is relatively uncommon among History and Heritage Tourists (see Table 20). Fewer than 1-in-10 say they relied on a package deal for *all* or *most* of their trips (History & Heritage 7%; Archaeology Tourists 6%) over the past two years or so and a 1-in-3 have used package deals for *one* or *some* of these trips (History & Heritage 31%; Archaeology Tourists 34%).

History and Heritage Tourists and Archaeology Tourists who purchase packages want them to include accommodation and transportation to the destination. History and Heritage Tourists are then interested in tickets for activities and attractions (53%), followed by transportation at the destination (53%) and food and beverages (52%); whereas Archaeology Tourists are interested in transportation at the destination (58%), followed by tickets for activities and attractions (52%) and food and beverages (49%).

TABLE 20: PACKAGE DEALS	History & Heritage Tourists		All Canadian Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination*
Unweighted base	(2,838)	(454)	(7,788)	(23,156)
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295
<b>Frequency of Purchasing Packages in the Past 2 Years</b>				
Most/all trips	6.5%	5.6%	5.9%	7.1%
One/some trips	31.1%	34.4%	27.0%	23.9%
No trips/not stated/not sure	62.4%	60.0%	67.1%	68.9%
<b>Desired Components of Packages</b> (Among Purchasers of Packages)				
<i>In rank order by Total History &amp; Heritage</i>				
Accommodation	82.8%	84.3%	84.4%	81.4%
Transport to destination	74.8%	78.1%	80.2%	72.2%
Tickets for activities/attractions	53.0%	51.5%	43.1%	45.2%
Transport at destination	52.8%	57.8%	51.9%	49.8%
Food and beverage	51.8%	48.8%	48.5%	52.2%
Other	13.4%	17.9%	11.9%	11.7%

Source: TAMS Canadian Special Tabulations, prepared for Tourism British Columbia. \*Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. \*To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

## B. Benefits Sought From Pleasure Travel

At the top of the list of benefits for taking pleasure or vacation trips for 6-in-10 **History and Heritage Tourists** and **Archaeology Tourists** is the ability to *relax/relieve stress* (History & Heritage 64%, Archaeology Tourists 66%), a **break from the day-to-day environment** (History & Heritage 64%, Archaeology Tourists 62%) and to *see and do something new or different* (History & Heritage 57%, Archaeology Tourists 62%) (see Table 21).<sup>26</sup> Over 5-in-10 **History and Heritage Tourists** and **Archaeology Tourists** would like their vacation to be the basis of lasting *memories* (History & Heritage & Archaeology Tourists 57%) and to help *enrich familial relationships* (History & Heritage 53%, Archaeology Tourists 56%).

The **Archaeology Tourist** subset of the larger market shares many of the priorities of History and Heritage Tourists although Archaeology Tourists put more prominence on seeing and doing new and different things (62%), expanding their knowledge of history, other cultures and other places (61%), enriching their perspective on life (43%) and being intellectually stimulated or challenged (36%).

### Summary: 5 Top *Highly Important* Benefits in Rank Order among History and Heritage Tourists, Archaeology Tourists and Recent Pleasure Tourists to British Columbia and Any Destination<sup>27</sup>

		Canadian Pleasure Tourists	
<u>History &amp; Heritage Tourists</u>	<u>Archaeology Tourists</u>	<u>To British Columbia</u>	<u>Total</u>
Relax/relieve stress	Relax/relieve stress	Break from day-to-day	Break from day-to-day
Break from day-to-day	Break from day-to-day	Relax/relieve stress	Relax/relieve stress
New/different	New/different	Memories	Enrich Relations – partner/children
Memories	Knowledge of history culture/places	Enrich Relations – partner/children	Memories
Enrich Relations – partner/children	Memories	New/different	No fixed schedule

<sup>26</sup> Consumers were asked to indicate the importance they attach to a variety of possible *benefits* from pleasure travel using a three-point semantic scale ranging from *of no importance* to *highly important*. The figures presented in this section are the proportion of tourists who claim a benefit is *highly important*.

<sup>27</sup> For full array, see Table 21.

With several exceptions, these are the same benefits of vacations deemed to be highly important by recent Canadian tourists to British Columbia and Canadian overnight pleasure travellers in general. Compared to these typical Canadian tourists, more Archaeology Tourists place a high priority on expanding their knowledge, being intellectually stimulated, seeing and doing new and different things and enriching their perspectives on life.

Benefits with low appeal to History and Heritage and Archaeology Tourists include, renewing connections with people (other than family), being physically challenged<sup>28</sup>, having stories to tell once the trip is over, being pampered and experiencing solitude and isolation.

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<sup>28</sup> To be challenged physically/feel physically energized.

TABLE 21: BENEFITS SOUGHT FROM PLEASURE TRAVEL	History & Heritage Tourists		All Canadian Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination*
Unweighted base	(2,838)	(454)	(7,788)	(23,156)
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295
<i>% Stating "Highly Important"</i>				
<i>In rank order by Total History &amp; Heritage Tourists</i>				
Relax/relieve stress	64.3%	65.6%	65.0%	65.4%
Break from day-to-day environment	63.9%	61.9%	66.5%	66.8%
See/do something new/different	57.2%	61.8%	49.3%	44.0%
Create lasting memories	57.1%	56.5%	55.6%	52.3%
Enrich relationship with partner/children	53.1%	56.3%	54.5%	52.8%
Knowledge of history, cultures, places	46.3%	60.6%	27.7%	24.3%
No fixed schedule	45.8%	41.2%	42.8%	47.8%
Keep family ties alive	41.9%	35.8%	43.6%	43.5%
Enrich perspectives on life	38.3%	42.5%	31.9%	27.7%
Stimulate mind/intellectual challenge	27.4%	35.5%	19.3%	17.4%
Renew personal connections (non-family)	20.5%	17.0%	20.3%	18.9%
Physical challenge	17.9%	20.4%	18.1%	15.7%
Stories to share	15.7%	14.8%	12.4%	12.9%
To be pampered	12.7%	11.2%	9.9%	13.3%
Solitude and isolation	10.0%	10.0%	8.9%	9.3%

Source: TAMS Canadian Special Tabulations, prepared for Tourism British Columbia. \*Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. \*To British Columbia\* is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.



### C. Incidence of Summer/Winter Trips

Almost all History and Heritage say that they have taken an overnight pleasure trip during the **summer months** (History & Heritage 92%, Archaeology Tourists 96%); this is higher than the Canadian travelling public as a whole (86%), and those with recent travel to British Columbia (90%) (see Table 22).

More Archaeology Tourists take **winter trips** (72%) compared to the broader History and Heritage segment (67%), the Canadian travelling public as a whole (64%), and those with recent travel to British Columbia (70%).

TABLE 22: INCIDENCE OF SUMMER/ WINTER PLEASURE TRIPS	History & Heritage Tourists		All Canadian Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination*
Unweighted base	(2,838)	(454)	(7,788)	(23,156)
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295
<b>Took Overnight Pleasure Trip in Past 2 Years In . . .</b>				
Summer	91.9%	96.0%	89.7%	86.4%
Winter	66.9%	71.5%	70.4%	64.0%

Source: TAMS Canadian Special Tabulations, prepared for Tourism British Columbia. \*Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. \*To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so

### D. Memberships in Various Organizations

Over 4-in-10 History and Heritage Tourists (43%) and Archaeology Tourists (44%) are members of an **Auto club**, 3-in-10 of a **frequent flyer program** (History & Heritage 30%; Archaeology Tourists 35%) or a **sports club** (History & Heritage 27%; Archaeology Tourists 33%) (see Table 23).

Compared to the Canadian travelling public as a whole, memberships for History and Heritage Tourists and Archaeology Tourists are higher for all listed organizations. However, when comparing History and Heritage Tourists with visitors to British Columbia, their memberships are lower for auto clubs, frequent flyer programs, sports programs and hotel/car rental loyalty programs.

TABLE 23: MEMBERSHIPS	History & Heritage Tourists		All Canadian Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination*
Unweighted base	(2,838)	(454)	(7,788)	(23,156)
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295
<i>In rank order by Total History &amp; Heritage</i>				
Auto club	43.3%	43.7%	46.5%	38.3%
Frequent flyer program	30.4%	34.9%	38.3%	25.7%
Sports club	26.5%	30.2%	28.9%	23.5%
Community service club	16.0%	17.4%	11.2%	10.7%
Hotel/car rental loyalty program	13.1%	14.2%	14.0%	8.8%
Hobby club	7.4%	8.1%	5.4%	4.6%
Book/reading club	7.0%	8.6%	5.4%	4.9%
Nature/environmental club	4.9%	7.0%	4.6%	3.5%
Travel club	3.7%	3.4%	2.9%	2.1%

Source: TAMS Canadian Special Tabulations, prepared for Tourism British Columbia. \*Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so

### E. Shelter Used Most Often on Camping Trips

Over 4-in-10 Canadian History and Heritage Tourists (45%) and 5-in-10 Archaeology Tourists (57%) have taken a camping trip in the past two years. Of these History and Heritage Tourists that camp, they use a *tent* most often for shelter on recent camping trips (History & Heritage 30%; Archaeology Tourists 36%) to a much greater extent than they rely on a *motor home or RV* for shelter (History & Heritage 4%; Archaeology Tourists 3%).

Use of a *tent* among Archaeology Tourists who go camping (36%), is higher than is the case among the broader History and Heritage segment (30%), typical Canadian tourists (25%) who have been camping and those who have recently travelled to British Columbia (28%).

	History & Heritage Tourists		All Canadian Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination*
Unweighted base	(2,838)	(454)	(7,788)	(23,156)
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295
<b>Took Camping Trip in Past Two Years (2004 and 2005).</b>	<b>45.4%</b>	<b>56.7%</b>	<b>46.2%</b>	<b>40.0%</b>
<i>In rank order by Total History &amp; Heritage</i>				
Tent	29.6%	36.4%	28.2%	25.4%
Travel trailer/fifth wheel	5.8%	6.4%	7.1%	6.0%
Motor home or RV	4.1%	3.4%	5.0%	3.4%
Tent trailer	3.1%	5.1%	2.7%	3.2%
Truck camper or van	2.8%	5.4%	3.3%	2.0%

Source: TAMS Canadian Special Tabulations, prepared for Tourism British Columbia. \*Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. \*To British Columbia\* is the subset of \*All Canadian Pleasure Tourists\* who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

## F. Lodging

Use of lodging among History and Heritage Tourists (77%) and Archaeology Tourists (83%) is higher than is the case among typical Canadian tourists (64%) and those who have recently travelled to British Columbia (73%).

Staying at a public campground is a popular form of accommodation for History and Heritage Tourists (35%) and even more Archaeology Tourists (52%). Resorts are also popular with History and Heritage Tourists, with 3-in-10 staying at lakeside/riverside resorts (History & Heritage Tourists 33%; Archaeology Tourists 37%) or at a seaside resort (History & Heritage Tourists 29%; Archaeology Tourists 36%) and 1-in-5 enjoys staying at ski or mountain resorts (History & Heritage Tourists 19%; Archaeology Tourists 23%).

	History & Heritage Tourists		All Canadian Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination*
Unweighted base	(2,838)	(454)	(7,788)	(23,156)
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295
<i>In rank order by any participation within each subgroup (Total History &amp; Heritage)</i>				
<b>Used Any Lodging</b>	<b>76.9%</b>	<b>83.2%</b>	<b>73.4%</b>	<b>63.8%</b>
<b>Camping</b>				
Public campground in national/provincial/state park	34.5%	52.0%	32.8%	25.8%
Private Campground	23.1%	31.5%	22.9%	18.4%
Campsite in wilderness setting	13.6%	23.5%	12.1%	8.4%
<b>Resort/Spa</b>				
Lakeside/riverside resort	32.6%	36.5%	26.6%	22.1%
Seaside Resort	29.1%	35.6%	26.5%	20.3%
Ski resort or mountain resort	19.2%	23.1%	23.8%	13.6%
Health Spa	9.2%	10.5%	6.9%	5.8%
<b>Backcountry Lodge/Outpost</b>				
Wilderness Lodge By Car	8.7%	11.4%	5.6%	5.5%
Remote/Fly-In Wilderness Lodge	2.2%	4.9%	2.7%	1.6%
Remote/Fly-In Wilderness Outpost	0.9%	3.0%	1.0%	0.6%
<b>Motorhome/RV while touring (not camping)</b>	6.8%	11.0%	7.0%	4.5%
<b>Farm or guest ranch</b>	4.3%	6.9%	4.5%	2.9%
<b>Houseboat</b>	2.3%	3.9%	2.5%	1.4%

Source: TAMS Canadian Special Tabulations, prepared for Tourism British Columbia. \*Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

## G. Recreation Ownership

History and Heritage Tourists have greater access to **cottages and/or cabins** than do Archaeology Tourists, recent visitors to British Columbia and the Canadian travelling public as a whole.

1-in-5 Archaeology Tourists own canoes or kayaks (22%) or a motor home/camper/RV (22%); ownership of these types of equipment is appreciably higher than it is among the broader History and Heritage segment (Canoe/kayak 17%; Motorhome/RV 16%), recent visitors to British Columbia (Canoe/kayak 17%; Motorhome/RV 20%), and the Canadian travelling public as a whole (Canoe/kayak & Motorhome/RV 15%).

Ownership of an ATV, snowmobile or sailboat is less common.

TABLE 25: RECREATION OWNERSHIP	History & Heritage Tourists		All Canadian Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination*
Unweighted base	(2,838)	(454)	(7,788)	(23,156)
Weighted, Projected	2,420,162	371,211	6,002,103	19,946,295
<i>In rank order by Total History &amp; Heritage</i>				
<b>Cottage/Cabin</b>				
Cottage/cabin regular access	34.8%	27.3%	32.1%	32.8%
Cottage/cabin in home province	28.7%	21.5%	25.0%	27.9%
Cottage/cabin other province	7.0%	7.5%	8.1%	4.8%
Cottage/cabin outside Canada	3.6%	3.7%	3.4%	3.1%
Canoe/kayak	17.2%	22.4%	17.3%	15.4%
Motor home, camper, RV	16.0%	21.7%	19.8%	15.3%
Motor boat	15.9%	17.0%	17.2%	17.0%
All-terrain vehicle (ATV)	10.3%	8.9%	11.3%	12.9%
Snowmobile	8.6%	6.7%	7.3%	10.0%
Sailboat	4.1%	3.0%	4.4%	3.1%

Source: TAMS Canadian Special Tabulations, prepared for Tourism British Columbia. \*Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. \*To British Columbia\* is the subset of \*All Canadian Pleasure Tourists\* who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

## IX. Appendices

### A. About the Travel Activities and Motivation Survey (TAMS)

The 2006 Travel Activity and Motivation Survey (TAMS) was sponsored by the following organizations:

Alberta Tourism, Parks, Recreation and Culture <sup>29</sup>	Parks Canada
Atlantic Canada Tourism Partnership	Ontario Tourism Marketing Partnership
Canadian Tourism Commission	Quebec Ministry of Tourism
Department of Canadian Heritage	Statistics Canada
Government of Northwest Territories	Tourism British Columbia
Government of Yukon	Tourism Manitoba
Ontario Ministry of Tourism	Tourism Saskatchewan

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 Canadian survey consisted of a telephone and a mail back survey:

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

Tourism British Columbia used the TAMS Canadian data files provided by TAMS partners. As such, the organisation takes no responsibility for the quality of the data or the accuracy of the weighting and projection processes.

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<sup>29</sup> Formerly *Alberta Economic Development*.

## B. Trip Activity Sector Definitions

The following activities as the *main reason* for at least one overnight trip in the past two years (2004 and 2005) are used to define each of the Trip Activity Sectors mentioned in this report. Note that the sectors are NOT mutually exclusive.

Name	Main Activities on At Least One Overnight Trip in Past 2 Years
<b>River Outfitters</b>	White water rafting
<b>Sea Kayaking</b>	Kayaking or canoeing – ocean
<b>Backcountry Lodges</b>	Remote or fly-in wilderness lodge Remote or fly-in wilderness outpost Wilderness lodge you can drive to by car
<b>Cycling/Mountain Biking</b>	Recreational cycling, same day excursion Cycling – as an overnight touring trip Mountain biking
<b>History and Heritage</b>	Archaeological digs Curatorial tours Historical re-enactments (as an actor) Interpretive program at a historic site or national/provincial park Historical replicas of cities or towns with historic re-enactments Children’s museums General history or heritage museums Science or technology museums Military/war museums Paleontological/archaeological sites Well known historic sites or buildings Other historic sites, monuments and buildings
<b>Snowmobiling</b>	Snowmobiling – Day use on organized trail Snowmobiling – As an overnight touring trip
<b>Diving</b>	Scuba diving in lakes/rivers Scuba diving in sea/ocean Snorkelling in lakes or rivers Snorkelling in sea/ocean
<b>Nordic Ski/Related Activities</b>	Cross country skiing Cross country or back country skiing as an overnight touring trip Snow shoeing Dog sledding Ski Jouring
<b>Golfing</b>	Golfing – played an occasional game while on a trip Golfing – played during a stay at a golf resort for one or more

Name	Main Activities on At Least One Overnight Trip in Past 2 Years
	nights
	Golfing – took a package golf tour to play on various courses
<b>Alpine Skiing</b>	Downhill skiing
	Heli-skiing
	Snowboarding
<b>Aboriginal Activities</b>	Aboriginal cultural experiences in a remote or rural setting where you stayed for one or more nights
	Aboriginal heritage attractions (e.g., museums, interpretive centres)
	Aboriginal festivals and events (e.g., Pow Wows)
	Aboriginal cuisine (tasted or sampled)
	Aboriginal arts and crafts shows
	Aboriginal outdoor adventure and/or sports
<b>Fishing</b>	Fishing – fresh water
	Fishing – salt water
<b>Any Self-Guided Overnight Touring</b>	A self-guided tour that was not part of an organized or guided group on which you stayed in different places for one or more nights
<b>Hiking/Trails</b>	Hiking – same day excursion while on a trip of one or more nights
	Hiking/Backpacking in wilderness settings with overnight camping or lodging
<b>Day Hikes</b>	Hiking – same day excursion while on a trip of one or more nights
<b>Backpacking - Overnight</b>	Hiking/Backpacking in wilderness settings with overnight camping or lodging
<b>Camping/RVing (NET)</b>	A public campground in a national, state, provincial or municipal park
	A private campground
	A camp site in a wilderness setting (not a campground)
	A motor home or RV while travelling or touring (not a camping trip)
<b>Camping/Tents or RVs</b>	As above, excluding “A motor home or RV while travelling or touring (not a camping trip)”
<b>Camping - Tents</b>	Camping as “Main” and use Tent/Tent Trailer
<b>Camping – RV</b>	Camping as “Main” and use Truck camper/van, Travel trailer/fifth wheel, or Motor Home/RV
<b>RVing (non-camping)</b>	A motor home or RV while travelling or touring (not a camping trip) as “Main” AND NO Camping as “Main” and use Truck camper/van, Travel trailer/fifth wheel, or Motor Home/RV
<b>Non-Campers</b>	NOT Camping – Tents (16C) and NOT Camping – RV (16D)



### C. Trip Activities – Recent B.C. and Any Destination Pleasure Travellers

TABLE A1: MAJOR ACTIVITY GROUPS – MAIN & ANY	Overnight Trip Activities - Canadian Pleasure Tourists			
	To British Columbia		To Any Destination*	
	Main Reason	Any Participation	Main Reason	Any Participation
Unweighted base	(7,788)	(7,788)	(23,156)	(23,156)
Weighted, Projected	6,002,103	6,002,103	19,946,295	19,946,295
<b>Outdoor Land Based Activities</b>	33.7%	76.7%	29.4%	66.9%
<b>Outdoor Water Based Activities</b>	34.2%	70.8%	33.3%	65.3%
<b>Accommodation Stayed at</b>	30.8%	73.4%	28.3%	63.8%
<b>Outdoor Winter Activities</b>	19.9%	34.8%	16.8%	29.7%
<b>Performing Arts</b>	16.6%	47.7%	17.6%	44.3%
<b>Festivals &amp; Events</b>	15.3%	49.7%	15.8%	44.1%
<b>Theme/Amusement Parks/Movies</b>	14.5%	54.5%	15.4%	46.7%
<b>Shopping/Dining/Food Related</b>	13.0%	89.2%	16.0%	83.6%
<b>Exhibits/Historic Sites/Museums</b>	17.4%	68.2%	17.4%	58.5%
<b>Spectator Sports</b>	15.3%	33.8%	13.4%	27.5%
<b>Team Sports/Tournaments/Games</b>	9.0%	23.5%	8.8%	21.8%
<b>Hands-On Learning Activities</b>	4.2%	16.9%	3.7%	13.3%
<b>Aboriginal Experiences</b>	3.7%	17.5%	2.8%	11.3%
<b>Air-Based Activities</b>	0.5%	1.6%	0.3%	1.1%

Source: TAMS Canadian Special Tabulations, prepared for Tourism British Columbia. \*Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. \*To British Columbia\* is the subset of \*All Canadian Pleasure Tourists\* who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

TABLE A2: INDIVIDUAL OUTDOOR ACTIVITIES – MAIN & ANY**	Overnight Trip Activities - Canadian Pleasure Tourists			
	To British Columbia		To Any Destination	
	Main Reason	Any Participation	Main Reason	Any Participation
Unweighted base	(7,788)	(7,788)	(23,156)	(23,156)
Weighted, Projected	6,002,103	6,002,103	19,946,295	19,946,295
<i>In rank order by Main Reason – To British Columbia</i>				
Sunbathing or sitting on a beach	18.0%	45.1%	17.5%	40.2%
A Public campground	13.2%	32.8%	11.6%	25.8%
Nature park	12.5%	38.8%	11.5%	29.9%
Swimming in lakes	9.3%	40.4%	8.8%	34.5%
A Private campground	7.3%	22.9%	6.5%	18.4%
Swimming in oceans	6.8%	33.0%	8.4%	28.2%
Well known natural wonders	6.8%	31.2%	6.3%	23.8%
Hiking - same day excursion	6.5%	33.1%	5.3%	23.8%
Viewing Wildlife - Land Based Animals	2.9%	17.9%	2.5%	13.6%
Viewing Wildlife - Bird Watching	1.7%	11.5%	1.7%	9.9%
Viewing Wildflowers/Flora	1.6%	13.2%	1.6%	10.2%

Source: TAMS Canadian Special Tabulations, prepared for Tourism British Columbia. \*\*Activities shown here are those that are named by at least 1-in-3 History & Heritage Tourists or Archaeology Tourists as ones they participated in (any) on a recent overnight trip. \*Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non pleasure trip in the past two years or so. "To British Columbia" is the subset of "All Canadian Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

TABLE A3: OTHER INDIVIDUAL ACTIVITIES – MAIN &amp; ANY\*\*

	Overnight Trip Activities - Canadian Pleasure Tourists			
	To British Columbia		To Any Destination	
	Main Reason	Any Participation	Main Reason	Any Participation
Unweighted base	(7,788)	(7,788)	(23,156)	(23,156)
Weighted, Projected	6,002,103	6,002,103	19,946,295	19,946,295
<i>In rank order by main reason within each subgroup (To British Columbia)</i>				
<b>Cultural &amp; Heritage</b>				
Any Performing Arts	16.6%	47.7%	17.6%	44.3%
Festival & Events	15.3%	49.7%	15.8%	44.1%
Strolling around a city to see architecture	8.5%	50.0%	8.2%	40.5%
Historic sites – well known	6.7%	38.6%	6.2%	29.7%
Historic sites – other	4.5%	29.6%	4.3%	24.3%
Hands on Learning Activities	4.2%	16.9%	3.7%	13.3%
Art Galleries	3.8%	25.6%	3.4%	19.2%
Museum - History/Heritage	3.7%	29.7%	3.9%	23.1%
Farmers' Markets/ Country Fair	2.9%	26.1%	3.8%	19.6%
Museum - Science/Technology	1.7%	12.4%	2.1%	10.1%
Historical Replica/Re-Enactment	2.8%	13.0%	2.6%	10.3%
Paleo/Archaeological Sites	2.6%	11.6%	1.7%	7.0%
<b>Sports</b>				
Spectator Sports (Any)	15.3%	33.8%	13.4%	27.5%
Team Sports/Tournaments/Games	9.0%	23.5%	8.8%	21.8%
<b>Entertainment</b>				
Amusement park	8.6%	23.7%	8.6%	21.3%
Casino	4.9%	26.9%	5.9%	25.6%
Live Theatre	4.7%	18.8%	5.6%	16.7%
Zoos	3.5%	18.7%	4.3%	16.6%
Botanical Gardens	3.1%	20.5%	2.6%	14.4%
Movies/cinema	3.2%	33.9%	3.7%	27.9%
Free Outdoor Performances	2.6%	18.5%	3.4%	17.1%
Firework displays	2.5%	15.9%	3.2%	15.7%
Photography	1.9%	22.5%	1.6%	15.1%
<b>Shopping</b>				
Clothing, shoes, jewellery	5.5%	63.7%	6.9%	57.0%
Bookstores or music stores	2.9%	51.7%	3.4%	41.4%
Local arts & crafts studios	2.8%	47.3%	3.1%	37.5%
Antiques	1.6%	28.3%	2.1%	23.5%
Shop - Greenhouse/Garden Centre	1.6%	19.9%	2.2%	16.7%
Shop - Retail Gourmet Foods	1.6%	22.3%	1.5%	17.6%
<b>Food &amp; Dining</b>				
Dining – restaurants offering local ingredients and recipes	4.2%	65.1%	5.5%	57.1%
Wineries Day Visits Tasting	3.4%	24.4%	2.9%	16.5%
Dining - other high-end (not with international reputation)	2.6%	33.8%	2.8%	27.3%
Local outdoor cafes	2.4%	48.6%	2.8%	38.9%

Source: TAMS Canadian Special Tabulations, prepared for Tourism British Columbia. \*\*Activities shown here are those that are named by at least about 1-in-3 History & Heritage Tourists and Archaeology Tourists as ones they participated in (any) on a recent overnight trip. \*Any Destination - All Canadian Tourists - are Canadians 18 years of age or over who claim to have taken at least one overnight pleasure/non-pleasure trip in the past two years or so. \*To British Columbia\* is the subset of \*All Canadian Pleasure Tourists\* who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

