



RESEARCH SERVICES

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

Motorcycling while on Trips

April 2007

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



Acknowledgments

The 2006 Travel Activities and Motivations Survey (TAMS), was a comprehensive survey of North American households designed to examine the recreational activities and travel habits and behaviours of Americans and Canadians over the past two-year period.

The survey was conducted in Canada and the United States between January 2006 and June 2006. Only adults (18 years and over) were recruited to complete the survey. The reference period for the data is 2004 and 2005.

TAMS was a partnership of the following organizations:

The Ontario Ministry of Tourism	The Quebec Ministry of Tourism
The Ontario Tourism Marketing Partnership	Tourism Manitoba
The Canadian Tourism Commission	Tourism Saskatchewan
The Atlantic Canada Opportunities Agency	Alberta Economic Development
The Department of Canadian Heritage	Tourism British Columbia ¹
Parks Canada	The Government of Yukon
Statistics Canada	The Government of Northwest Territories

Alex Athanassakos of the Ontario Ministry of Tourism served as the project manager for the TAMS partnership.

This report was prepared by Lang Research Inc. on behalf of the project partners. Tourism British Columbia is pleased to acknowledge the major and continuing role played by the Ontario Ministry of Tourism in the TAMS partnership.

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

Executive Summary

Over the last two years, 2.4% (5,213,401) of adult Americans went motorcycling while on an out-of-town, overnight trip of one or more nights. Motorcycling was more popular as a sameday excursion (2.1%) than as an overnight touring trip (1.1%). The majority of Motorcyclists (55.8% or 2,909,875) reported that motorcycling was the main reason for taking at least one trip in the past two years.

Motorcyclists are typically males between 35 and 54 years of age. Most are married and they are more likely than the average U.S. Pleasure Traveler to have dependent children (under 18) living at home. Motorcyclists are more likely than average to have a trade or technical education and their household incomes (\$81,482) are somewhat above-average. They are over-represented in Alaska and the Mountain, New England, West North Central, Pacific and East South Central regions of the United States.

Over the past two years, Motorcyclists traveled more frequently than the average U.S. Pleasure Traveler and they were slightly more likely to have taken a trip to Canada (17.5% versus 14.6%). The most common Canadian destinations for Motorcyclists were Ontario, British Columbia and Quebec, but they were especially over-represented among U.S. Pleasure Travelers to Manitoba, Saskatchewan and Newfoundland & Labrador.

Motorcyclists were much more likely than the average U.S. Pleasure Traveler to engage in a wide range of outdoor activities while on trips in the past two years. They were especially more likely than average to go snowmobiling and ATVing when on trips and to participate in other wilderness-oriented activities such as hiking, climbing and paddling, sportsmen activities (e.g., fishing, hunting) and extreme sports (e.g., extreme air sports, extreme skiing). Their avid interest in the outdoors was also apparent in their preference for outdoor culture and entertainment activities (e.g., equestrian and western events) and nature-based accommodations (e.g., public campground, wilderness campsite or lodge, motor home or RV). Motorcyclists were also more likely than average to take tours and cruises when on trips and especially sameday excursions and scenic countryside drives. Motorcyclists were also more likely than average to take exotic cruises such as a Great Lakes cruise or a submarine cruise.

Most Motorcyclists use the Internet for trip planning (76.9%), and one-half have booked at least part of a trip online (52.5%) in the past two years. They are much more likely than average to obtain travel information from trade, travel and sports shows. This segment can be targeted most effectively through auto and motorcycle magazines, as well as magazines and television programs on travel, outdoor activity, and science and nature.

Travel Activity and Motivation Survey (TAMS)

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

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

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

TAMS was sponsored by the following organizations:

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

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

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

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

Motorcycling While on Trips

Market Incidence

Over the last two years, 2.4% (5,213,401) of adult Americans went motorcycling while on an out-of-town, overnight trip of one or more nights. Motorcycling as a sameday excursion (2.1%) was more popular than motorcycling as an overnight touring trip (1.1%).

The majority of those who went motorcycling while on trips (55.8%, or 2,909,875 adult Americans) reported that this activity was the main reason for taking at least one trip in the past two years. An overnight touring trip by motorcycle (74.9%) was more likely to be mentioned as the main reason for taking a trip than a sameday motorcycle excursion (50.0%).

Fig. 1 Incidence of Motorcycling While on Trips¹

Size of Market	Number of Motorcyclists ²	Percent Main Reason for Trip ³	Percent of Pleasure Travelers ⁴	Percent of Total U.S. Population ⁵
Motorcycling (All Activities)	5,213,401	55.8%	3.1%	2.4%
Motorcycling as a sameday excursion	4,619,106	50.0%	2.7%	2.1%
Motorcycling as an overnight touring trip	2,461,975	74.9%	1.4%	1.1%
Participated in both motorcycling activities	1,867,680	66.5%	1.1%	0.8%

- 1 - "Trips" are defined as out-of-town trips for any purpose involving an overnight stay of one or more nights. Trips NOT involving overnight stays are NOT examined in this report.
- 2 - "Motorcyclists" are defined as individuals who participated in motorcycling activities while on an out-of-town, overnight trip of one or more nights during the past two years and who took at least one out-of-town pleasure trip of one or more nights during the past two years. This column reports the number of individuals who participated in the activity on at least one trip during the last two years.
- 3 - This column reports the percent who participated in each activity who stated that the activity was the main reason for taking at least one overnight trip during the past two years.
- 4 - "Pleasure Travelers" are defined as individuals who have taken at least one out-of-town, over-night pleasure trip of one or more nights in the last two years. This column reports the percent of Pleasure Travelers who participated in each activity on at least one trip during the last two years.
- 5 - This column reports the percent of the Total U.S. Adult Market who participated in each activity on a trip during the past two years.

Incidence by Region, State and Population Size

Relative to the average U.S. Pleasure Traveler, Motorcyclists are more likely to live in Alaska and the Mountain, New England, West North Central, Pacific and East South Central regions of the United States. They are more likely to live in small cities, towns and rural areas (population less than 500,000) than in mid-sized or large cities.

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

	Total Population	Estimated Number Who Went Motorcycling on a Trip	Percent of Pleasure Travelers in Region Motorcycling on a Trip	Percent of Total Regional Population Motorcycling on a Trip
United States	222,846,268	5,213,401	3.1%	2.4%
New England	11,095,629	337,922	3.9%	3.0%
Middle Atlantic	31,005,526	436,981	1.9%	1.5%
East North Central	34,621,254	742,513	2.8%	2.2%
West North Central	15,024,360	429,349	3.6%	2.9%
South Atlantic	42,602,998	886,164	2.8%	2.1%
East South Central	13,597,436	324,857	3.4%	2.4%
West South Central	24,853,901	480,630	2.7%	2.0%
Mountain	15,030,720	589,675	4.9%	4.0%
Pacific	34,529,689	967,392	3.5%	2.8%
Alaska	484,754	17,918	4.2%	3.7%
Not Available	745,757	17,918	2.9%	2.4%
Less than 100,000	29,429,442	860,270	4.1%	3.0%
100,000 to 499,999	36,551,501	994,666	3.7%	2.8%
500,000 to 1,999,999	52,335,815	1,247,434	3.1%	2.4%
2,000,000 or more	103,783,753	2,093,113	2.5%	2.0%

Motorcyclists are most likely to live in Vermont, Montana, Idaho, South Dakota and Nevada. They are least likely to live in District of Columbia, Maine, New Jersey, Oklahoma and West Virginia (see Fig. 3 on next page).

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

Region	State	Population of State	Estimated Number of Motorcyclists	Percent of Pleasure Travelers in State	Percent of State Population
United States	All States	222,846,268	5,213,401	3.1%	2.4%
New England	Connecticut	2,685,692	49,115	2.4%	1.8%
	Maine	1,047,770	8,996	1.2%	0.9%
	Massachusetts	4,423,562	204,321	5.8%	4.6%
	New Hampshire	1,604,344	26,058	2.2%	1.6%
	Rhode Island	837,445	14,822	2.1%	1.8%
	Vermont	496,816	34,609	9.0%	7.0%
Middle Atlantic	New Jersey	6,708,501	86,456	1.7%	1.5%
	New York	14,727,054	206,909	1.9%	1.4%
	Pennsylvania	9,569,972	143,616	2.1%	1.5%
East North Central	Illinois	9,521,097	200,716	2.7%	2.2%
	Indiana	4,717,624	79,934	2.2%	1.8%
	Michigan	7,709,890	145,853	2.4%	1.9%
	Ohio	8,412,962	163,862	2.7%	1.9%
	Wisconsin	4,259,682	152,148	4.4%	3.6%
West North Central	Iowa	2,262,393	53,370	3.0%	2.4%
	Kansas	2,304,474	49,806	2.8%	2.2%
	Minnesota	3,946,220	128,807	3.8%	3.3%
	Missouri	4,138,758	102,602	3.2%	2.6%
	Nebraska	1,304,361	43,004	4.1%	3.3%
	North Dakota	488,140	21,097	5.1%	4.3%
	South Dakota	580,015	30,663	6.8%	5.7%
South Atlantic	Delaware	646,427	20,961	4.3%	3.2%
	District of Columbia	521,285	0	0.0%	0.0%
	Florida	13,937,467	252,568	2.4%	1.8%
	Georgia	6,668,302	140,795	2.8%	2.1%
	Maryland	3,428,206	61,787	2.3%	1.8%
	North Carolina	6,651,453	154,048	3.1%	2.3%
	South Carolina	3,241,944	117,522	5.0%	3.6%
	Virginia	5,957,159	123,737	2.7%	2.2%
	West Virginia	1,550,755	14,745	1.7%	1.0%
East South Central	Alabama	3,431,591	124,530	5.2%	3.6%
	Kentucky	3,447,277	55,329	2.3%	1.6%
	Mississippi	2,156,793	55,620	4.0%	2.6%
	Tennessee	4,561,775	89,378	2.7%	2.0%
West South Central	Arkansas	2,103,346	75,916	5.3%	3.6%
	Louisiana	3,367,908	85,131	3.8%	2.8%
	Oklahoma	2,643,565	31,616	1.7%	1.2%
	Texas	16,739,082	287,967	2.3%	1.7%
Mountain	Arizona	4,451,660	103,767	2.9%	2.3%
	Colorado	3,501,822	147,690	5.1%	4.4%
	Idaho	1,044,920	67,154	8.2%	6.4%
	Montana	726,027	49,693	8.3%	6.8%
	Nevada	1,809,582	85,054	5.9%	4.7%
	New Mexico	1,433,596	58,257	5.3%	4.1%
	Utah	1,671,322	60,697	4.3%	3.7%
	Wyoming	391,790	17,364	5.2%	4.4%
Pacific	Alaska	484,754	17,918	4.2%	3.7%
	California	26,965,837	742,627	3.4%	2.8%
	Oregon	2,793,303	75,442	3.5%	2.8%
	Washington	4,770,549	149,323	3.9%	3.2%

Demographic Profile

Motorcyclists are most likely to be male and 35 to 54 years of age. They are also more likely to be married with dependent children (under 18) living at home. They are more likely than the average U.S. Pleasure Traveler to have graduated from a trade or technical school or a community college and their household incomes (\$81,482) are somewhat above average.

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

Attribute	Size of Market	Motorcyclists	Non-Motorcyclists ¹	Pleasure Travelers	Index ²
		5,213,401	165,296,840	170,510,241	100
Gender	Male	58.4%	48.2%	48.5%	120
	Female	41.6%	51.8%	51.5%	81
Age of Respondent	18 to 24	8.3%	10.9%	10.8%	76
	25 to 34	22.2%	20.9%	21.0%	106
	35 to 44	21.5%	17.1%	17.3%	124
	45 to 54	29.0%	20.8%	21.0%	138
	55 to 64	14.5%	15.5%	15.5%	94
	65 Plus	4.5%	14.7%	14.4%	31
Average Age		42.9	45.5	45.4	N/A
Marital Status	Not married	25.4%	30.7%	30.5%	83
	Married	74.6%	69.3%	69.5%	107
Parental Status	No children under 18	66.5%	70.1%	70.0%	95
	Children under 18	33.5%	29.9%	30.0%	112
Education	High school or less	21.9%	20.5%	20.5%	107
	Trade, Technical, Community Col.	29.2%	21.1%	21.4%	137
	University Degree	38.3%	41.1%	41.1%	93
	Post Graduate Degree	10.6%	17.3%	17.1%	62
Household Income	Under \$20,000	5.8%	8.2%	8.1%	72
	\$20,000 to \$39,999	13.5%	16.3%	16.2%	83
	\$40,000 to \$59,999	16.9%	16.7%	16.7%	101
	\$60,000 to \$79,999	15.2%	14.7%	14.7%	103
	\$80,000 to \$99,999	13.9%	11.5%	11.6%	120
	\$100,000 to \$149,999	17.5%	14.3%	14.4%	122
	\$150,000 or more	7.7%	6.6%	6.7%	115
	Not stated	9.5%	11.7%	11.7%	82
Average Household Income		\$81,482	\$74,071	\$74,303	N/A

- 1 - "Non-Motorcyclists" are defined as individuals who took at least one out-of-town, over-night pleasure trip of one or more nights in the last two years but did not participate in motorcycling activities on any trip. The numbers of Motorcyclists and Non-Motorcyclists equal the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for Motorcyclists in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which Motorcyclists are over or under-represented relative to the average Pleasure Traveler. An index of 100 means the percent participating in the activity is the same as that of the average U.S. Pleasure Traveler. Index values over 100 indicate that those participating in the activity are over-represented relative to the average U.S. Pleasure Traveler. Index values less than 100 indicate that those participating in the activity are under-represented relative to the average U.S. Pleasure Traveler.

Travel Activity (During Last Two Years)

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

Motorcyclists were only slightly more likely than the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (17.5% versus 14.6%). However, this segment was the second least likely to have visited Canada of the 21 outdoor activity segments (with only those who participated in Ocean Activities less likely to have visited Canada in the past two years). The most common destinations in Canada were Ontario (9.6%), British Columbia (5.6%) and Quebec (3.9%). Relative to the average U.S. Pleasure Traveler, they were somewhat more likely to have visited all of the Canadian provinces or territories, and especially Manitoba, Saskatchewan and Newfoundland and Labrador.

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

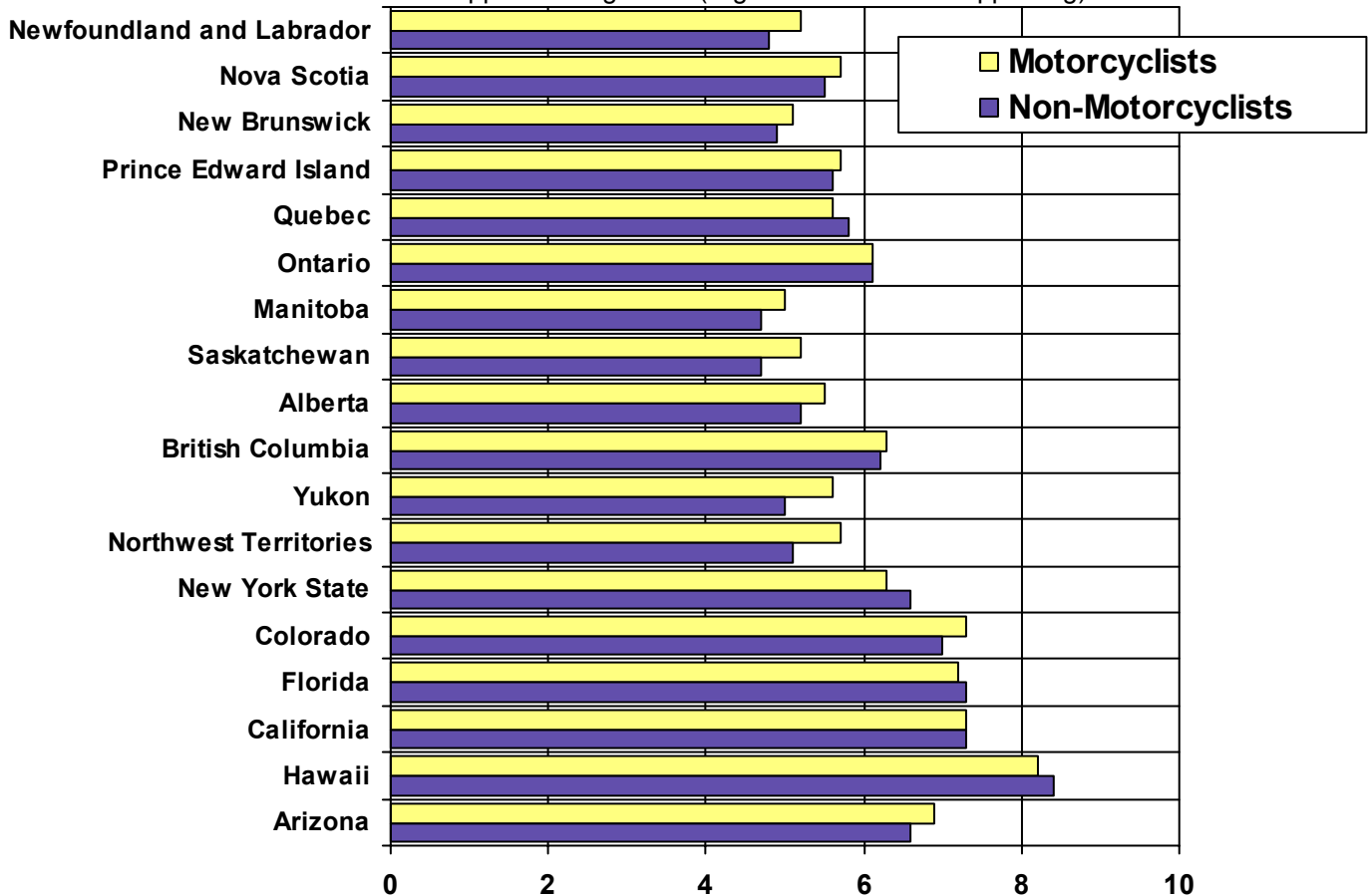
	Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market	5,213,401	165,296,840	170,510,241	100
All destinations	93.2%	85.2%	85.4%	109
Canada	17.5%	14.5%	14.6%	120
Newfoundland and Labrador	1.2%	0.4%	0.4%	277
Prince Edward Island	1.1%	0.6%	0.6%	177
New Brunswick	1.6%	0.8%	0.8%	196
Nova Scotia	2.6%	1.3%	1.3%	193
Quebec	3.9%	3.1%	3.1%	126
Ontario	9.6%	8.2%	8.3%	116
Manitoba	1.7%	0.5%	0.5%	314
Saskatchewan	1.3%	0.5%	0.5%	268
Alberta	2.3%	1.2%	1.2%	193
British Columbia	5.6%	4.1%	4.1%	136
Yukon	1.0%	0.6%	0.6%	184
Northwest Territories	0.6%	0.4%	0.4%	163
Nunavut	0.1%	LT 0.1%	LT 0.1%	183
Own State	90.8%	79.4%	79.7%	114
Other parts of the U.S.	95.2%	90.5%	90.6%	105
Mexico	21.7%	13.3%	13.6%	160
Caribbean	15.1%	12.7%	12.7%	118
All other destinations	12.3%	9.5%	9.6%	129

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

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

British Columbia (6.3) and Ontario (6.1) received the highest rating from Motorcyclists among the Canadian provinces and territories. However, relative to those who did not go motorcycling while on a trip, Motorcyclists rated the less populated Canadian destinations (e.g., Newfoundland & Labrador, Saskatchewan, The Yukon and Northwest Territories) as more appealing.

Fig. 6 Overall Rating of Appeal of Provinces, Territories and Selected U.S. States on a 10-Point Appeal Rating Scale (Higher Scores=More Appealing)



Other Outdoor Activities Pursued While on Trips

Motorcyclists were more likely than the average U.S. Pleasure Traveler to have participated in a wide range of outdoor activities while on trips in the past two years. The most popular outdoor activities among Motorcyclists include ocean activities, wildlife viewing, and boating and swimming. However, relative to the average U.S. Pleasure Traveler, Motorcyclists were more likely to participate in other motorized activities such as snowmobiling and ATVing. They also were much more likely than average to participate in wilderness-oriented activities such as hiking, climbing and paddling and sportsman activities (e.g., fishing, hunting). Those who motorcycle while on trips are also more likely than the average U.S. Pleasure Traveler to participate in more strenuous outdoor activities such as cross-country skiing & snowshoeing, extreme sports (e.g., extreme air sports, extreme skiing), downhill skiing and snowboarding, cycling, and 'board & blade' activities.

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

	Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market	5,213,401	165,296,840	170,510,241	100
Ocean Activities (e.g., swimming in ocean, ocean kayaking)	55.3%	39.1%	39.6%	140
Wildlife Viewing	44.9%	34.6%	34.9%	128
Boating & Swimming (e.g., motorboating, swimming in lakes)	41.7%	20.4%	21.0%	198
Hiking, Climbing & Paddling	37.5%	23.0%	23.5%	160
Fishing	34.1%	17.9%	18.4%	186
Games & Individual Sports (e.g., tennis, board games)	30.7%	22.0%	22.2%	138
Snowmobiling & ATVing	28.2%	6.5%	7.1%	396
Exercising & Jogging	20.6%	13.9%	14.1%	147
Downhill Skiing & Snowboarding	18.8%	7.7%	8.0%	234
Hunting	18.3%	5.0%	5.4%	339
Cycling	16.6%	6.0%	6.3%	262
Horseback Riding	16.3%	5.8%	6.2%	265
Team Sports (e.g., football, baseball, basketball)	14.6%	7.7%	7.9%	185
Golfing	14.3%	10.6%	10.7%	134
Board & Blade (e.g., skateboarding, ice-skating)	12.3%	3.8%	4.0%	306
Scuba & Snorkeling	12.2%	3.8%	4.1%	299
Sailing and Surfing (e.g., sailing, windsurfing, parasailing)	12.0%	4.5%	4.8%	252
Extreme Air Sports (e.g., parachuting, bungee jumping)	7.1%	1.6%	1.7%	411
Cross-country Skiing & Snowshoeing	5.7%	1.8%	1.9%	305
Extreme Skiing (e.g., heli-skiing, overnight x-country trips)	2.1%	0.3%	0.3%	618

Outdoor Activities Pursued While Not on Trips

The high level of outdoor activity displayed by Motorcyclists while on trips is also apparent when they are NOT traveling. The majority of Motorcyclists went on day outings to parks and picnicking, went swimming, exercised at home or at a fitness club, gardened and went camping when not on trips. They were also much more likely than the average U.S. Pleasure Traveler to go ATVing and snowmobiling when not on a trip and to a lesser extent, hunting, horseback riding, canoeing and kayaking, downhill skiing, snowboarding and skateboarding.

Fig. 8 Outdoor Activities Pursued While NOT on Trips

	Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market	5,213,401	165,296,840	170,510,241	100
Day outing to a park	68.9%	62.9%	63.1%	109
Swimming	66.5%	56.2%	56.5%	118
Exercising at home or at a fitness club	60.5%	55.9%	56.0%	108
Gardening	58.3%	52.9%	53.1%	110
Picnicking	53.0%	47.6%	47.7%	111
Camping	50.7%	25.9%	26.7%	190
Fishing	48.2%	32.3%	32.8%	147
Hiking	43.7%	32.1%	32.5%	135
Riding an all-terrain vehicle (ATV)	37.6%	10.7%	11.5%	327
Sailing or other boating	36.5%	19.4%	20.0%	183
Cycling	35.7%	22.5%	22.9%	156
Hunting	27.0%	11.3%	11.8%	229
Jogging	24.1%	19.4%	19.5%	123
Playing team sports	21.9%	15.6%	15.8%	139
Hunting	21.3%	18.2%	18.3%	117
Horseback riding	17.9%	8.3%	8.6%	209
Canoeing or kayaking	17.4%	7.5%	7.8%	221
Playing racquet sports (e.g., tennis or badminton)	17.0%	13.1%	13.2%	129
Snowmobiling	13.1%	3.0%	3.3%	397
Downhill skiing	12.5%	5.5%	5.7%	219
Rollerblading	12.5%	7.2%	7.3%	170
Ice-skating	9.6%	5.4%	5.5%	174
Snowboarding	7.9%	2.5%	2.7%	292
Skateboarding	4.6%	2.1%	2.2%	208
Cross-country skiing	4.4%	2.4%	2.5%	176

Culture and Entertainment Activities Pursued While on Trips

Motorcyclists were more likely than the average U.S. Pleasure Traveler to pursue a wide range of culture and entertainment activities while on trips. The majority of Motorcyclists went shopping and dining, visited historical sites, museums, and art galleries, went to casinos, theatre and comedy clubs, attended fairs and festivals, and visited theme parks and exhibits. However, relative to the average U.S. Pleasure Traveler, Motorcyclists were especially more likely to go to equestrian and western events and to rock concerts and recreational dancing. They also exhibit an above-average interest in sporting events (e.g., amateur tournaments, national and international sporting events).

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

	Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market	5,213,401	165,296,840	170,510,241	100
Shopping and Dining	81.7%	77.6%	77.7%	105
Historical Sites, Museums & Art Galleries	62.9%	53.2%	53.5%	118
Casino, Theatre and Comedy Clubs	60.6%	44.9%	45.4%	133
Fairs and Festivals	57.4%	40.4%	41.0%	140
Theme Parks & Exhibits	56.9%	48.7%	49.0%	116
Fine Dining and Spas	39.5%	32.7%	33.0%	120
Equestrian & Western Events	36.1%	14.8%	15.5%	234
Wine, Beer and Food Tastings	35.4%	22.5%	22.9%	154
Science and Technology Exhibits	33.7%	24.5%	24.8%	136
Rock Concerts and Recreational Dancing	30.5%	14.8%	15.3%	200
Professional Sporting Events	23.6%	15.9%	16.1%	146
Agro-Tourism	22.3%	13.3%	13.5%	164
Garden Theme Attractions	18.2%	13.5%	13.7%	133
High Art Performances	16.9%	10.8%	10.9%	155
Aboriginal Cultural Experiences	15.9%	8.4%	8.6%	185
Theatre, Film & Musical Festivals	15.8%	8.1%	8.3%	190
Amateur Tournaments	15.0%	7.4%	7.7%	195
Archaeological Digs & Sites	10.0%	5.4%	5.5%	181
Participatory Historical Activities	7.0%	3.8%	3.9%	179
National & International Sporting Events	5.0%	1.8%	1.9%	272

Culture and Entertainment Activities Pursued While Not on Trips

Most Motorcyclists dined in restaurants and visited festivals or fairs while NOT traveling. They were much more likely than the average U.S. Pleasure Traveler to go to rodeos, bars with live pop or rock music, rock concerts and dancing when not on a trip.

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

	Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market	5,213,401	165,296,840	170,510,241	100
Going out to eat in restaurants	94.4%	92.8%	92.8%	102
Going to festivals or fairs	74.4%	65.2%	65.5%	114
Going to amateur sporting events	49.1%	39.6%	39.9%	123
Going to zoos or aquariums	48.8%	45.5%	45.6%	107
Going to historic sites or heritage buildings	46.2%	39.9%	40.1%	115
Going to amusement or theme parks	44.9%	37.9%	38.1%	118
Going to bars with live pop or rock bands	41.2%	23.0%	23.6%	175
Going to professional sporting events	40.4%	34.7%	34.9%	116
Going to gamble in casinos	37.5%	27.7%	28.0%	134
Going to rock music concerts	36.1%	20.8%	21.3%	169
Going to pick-your-own farms or farmers' market	35.3%	31.5%	31.6%	112
Going to museums	34.8%	37.6%	37.5%	93
Going dancing	33.2%	20.4%	20.8%	159
Going to art galleries or art shows	26.2%	27.8%	27.8%	94
Going to live theatre	25.6%	29.3%	29.2%	88
Going to rodeos	19.2%	7.9%	8.2%	234
Going to botanical gardens	19.2%	20.0%	20.0%	96
Staying overnight in a hotel or B&B in own city	15.5%	10.4%	10.6%	147
Going to day spas	14.6%	10.1%	10.3%	142
Going to classical music concerts	13.0%	15.0%	14.9%	87
Going to jazz clubs	11.5%	7.8%	7.9%	146
Going to the ballet	7.5%	7.0%	7.0%	106
Going to the opera	6.3%	5.7%	5.7%	110

Accommodations Stayed In While on Trips

Motorcyclists were most likely to stay at a public campground when on a trip in the past two years. They were much more likely than the average U.S. Pleasure Traveler to have stayed in a wilderness area, including a wilderness campsite, a wilderness lodge accessible by car, and a remote or fly-in wilderness lodge or outpost. They were also more likely to have stayed in a motor home or RV while traveling, at a farm or guest ranch, and on a houseboat.

Fig. 11 Accommodations Stayed In While on Trips

	Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market	5,213,401	165,296,840	170,510,241	100
A Public Campground in a National, State, Provincial or Municipal Park	48.1%	34.2%	34.8%	138
Seaside Resort	36.1%	37.8%	37.7%	96
A Private Campground	32.8%	20.4%	20.9%	157
Lakeside / Riverside Resort	29.6%	25.4%	25.6%	116
Ski Resort or Mountain Resort	24.0%	18.2%	18.4%	130
A Camp Site in a Wilderness Setting (Not a Campground)	22.0%	9.1%	9.6%	228
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	19.4%	8.2%	8.7%	222
Wilderness Lodge You Can Drive to by Car	13.0%	6.9%	7.2%	181
Farm or Guest Ranch	9.3%	3.9%	4.1%	226
On a Houseboat	8.4%	2.7%	2.9%	288
Health Spa	8.4%	6.4%	6.5%	130
Country Inn or Resort with Gourmet Restaurant	8.2%	3.9%	4.1%	202
Cooking School	4.6%	1.0%	1.2%	389
Remote or Fly-In Wilderness Lodge	4.0%	1.6%	1.7%	237
Remote or Fly-In Wilderness Outpost	3.3%	0.8%	0.9%	366
Wine Tasting School	1.9%	0.8%	0.9%	223

Tours and Cruises Taken During Past Two Years

The most popular tours among Motorcyclists were sameday tours (both organized and self-guided) and scenic drives through the countryside. Among the other types of tours, Motorcyclists were especially more likely than the average U.S. Pleasure Traveler to have taken an air tour as a pilot or passenger, a tour of a casino, a winery tour and a factory tour. Motorcyclists were also more likely than the average U.S. Pleasure Traveler to have exotic cruises, such as a Great Lakes cruise or a submarine cruise.

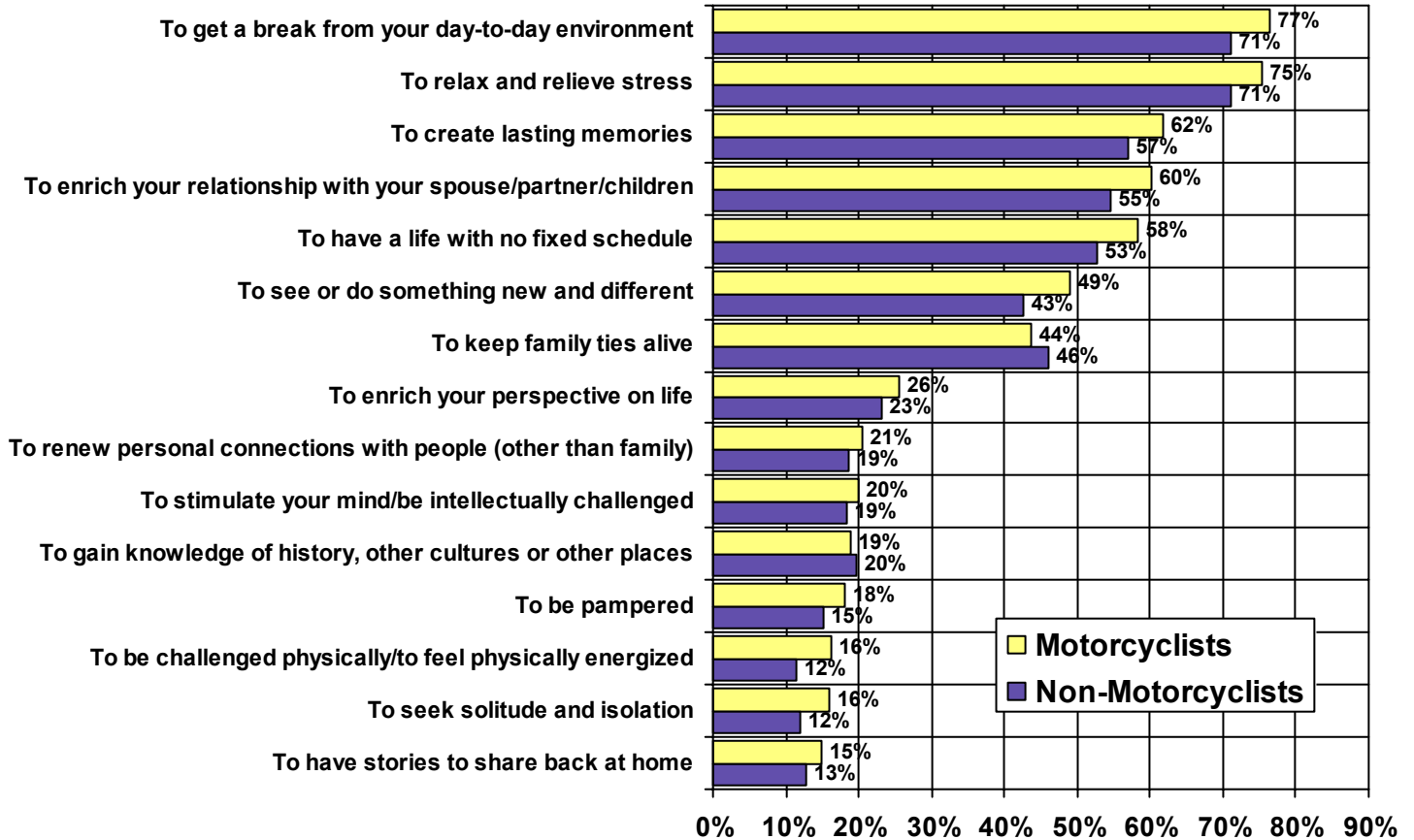
Fig. 12 Tours and Cruises Taken During Past Two Years

	Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market	5,213,401	165,296,840	170,510,241	100
A self-guided sameday tour while on an overnight trip	26.9%	19.0%	19.2%	140
An organized sameday guided tour while on an overnight trip	21.8%	18.4%	18.5%	118
Around the country side - scenic drives	20.3%	12.9%	13.1%	155
Around the city	18.2%	15.7%	15.8%	115
A self-guided overnight tour where you stayed in different locations	16.1%	10.2%	10.4%	155
Some other type of tour	12.9%	8.7%	8.8%	147
Wilderness tour	11.7%	7.3%	7.4%	157
Caribbean ocean cruise	11.2%	8.9%	9.0%	124
On the water (sightseeing cruise)	11.0%	7.7%	7.8%	142
An organized overnight guided tour where you stayed in a single location	10.8%	6.6%	6.7%	161
An organized overnight guided tour where you stayed in different locations	10.1%	7.8%	7.9%	129
To a casino	8.6%	4.8%	4.9%	175
Ocean cruise - Other	6.6%	4.7%	4.8%	138
To a winery	6.4%	3.5%	3.6%	179
Some other type of cruise	3.8%	1.6%	1.7%	219
To a factory	3.3%	1.8%	1.8%	182
In the air as a pilot or passenger of an airplane or helicopter	3.2%	1.4%	1.4%	226
Cruise on another lake or river	3.0%	1.9%	2.0%	154
Alaskan ocean cruise	2.6%	2.5%	2.5%	105
Great Lakes cruise	1.4%	0.4%	0.4%	370
Submarine cruise	0.5%	0.2%	0.2%	210
Cruise on the St. Lawrence River	0.5%	0.3%	0.3%	159

Benefits Sought While on Vacation

Most Motorcyclists take a vacation to get a break from their day-to-day environment, relax and relieve stress, create lasting memories, enrich family relationships, and live without a fixed schedule. Motorcyclists are more likely than the average U.S. Pleasure Traveler to place a higher importance on these vacation benefits.

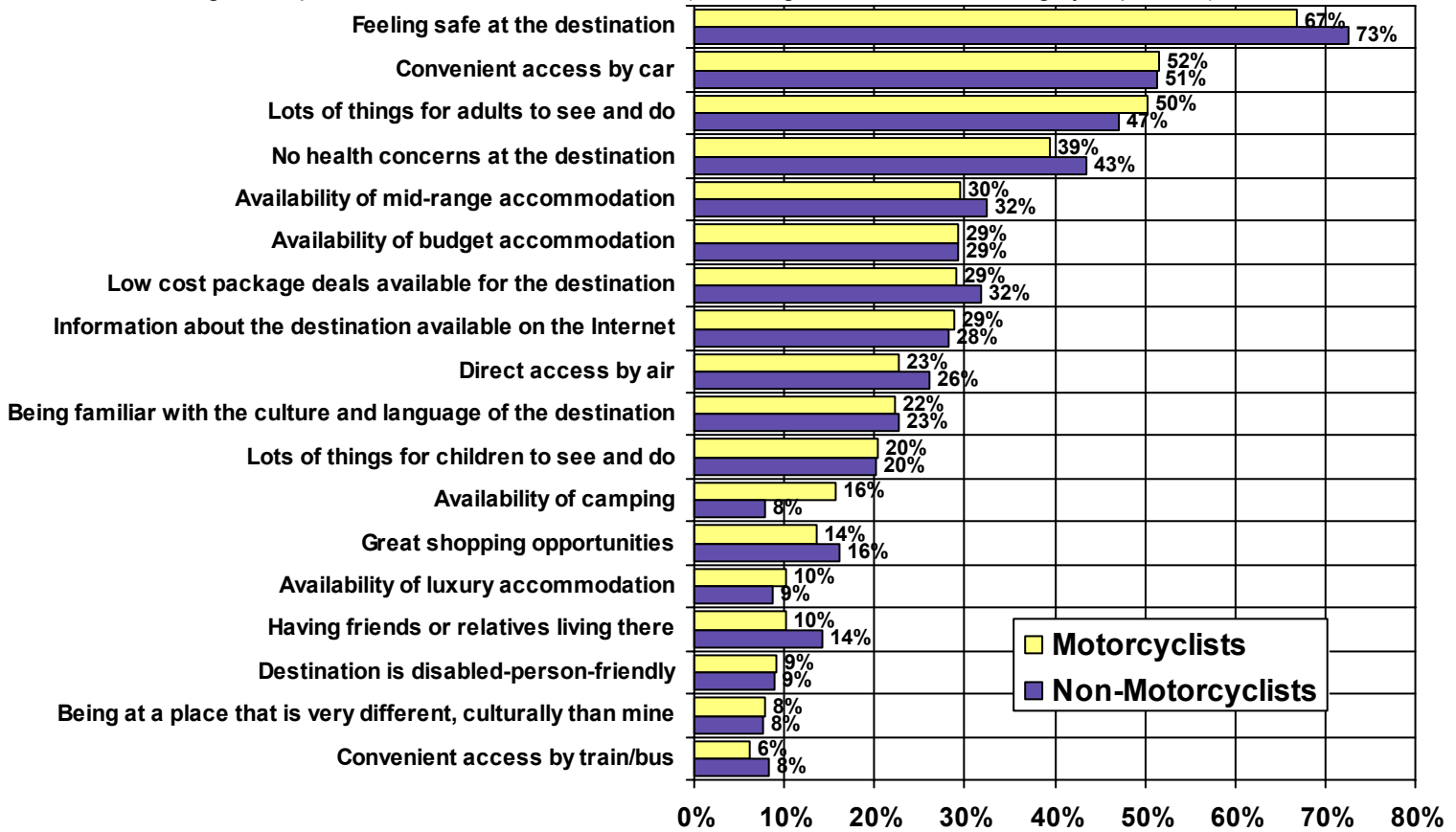
Fig.13 Benefits Sought While on Vacation
(Percent Rating Each Benefit as “Highly Important”)



Other Attributes of a Destination Considered Important

The majority of Motorcyclists consider it important that they feel safe at a destination and that the destination is conveniently accessible by car. They also consider it important that a destination offers lots of things for adults to see and do. Relative to the average U.S. Pleasure Traveler, Motorcyclists are more likely to consider it important that a destination offers camping facilities.

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



How Destinations Are Selected

Similar to the majority of U.S. Pleasure Travelers, most Motorcyclists have a specific destination in mind when they start planning a trip. They are more likely than the average U.S. Pleasure Traveler to begin planning winter vacations by considering what activities they would like to do.

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

	Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market	5,213,401	165,296,840	170,510,241	100
Summer				
Started with a desired destination in mind	57.6%	58.2%	58.2%	99
Started by considering specific activities wanted to do	10.8%	9.9%	9.9%	109
Started with a certain type of vacation experience in mind	19.3%	17.2%	17.3%	112
Looked for packaged deals - no destination in mind	1.2%	1.1%	1.1%	109
Considered something else first	3.5%	4.6%	4.6%	76
Don't know / Other	7.6%	8.9%	8.9%	86
Winter				
Started with a desired destination in mind	57.1%	59.0%	58.9%	97
Started by considering specific activities wanted to do	17.4%	11.0%	11.3%	154
Started with a certain type of vacation experience in mind	14.8%	14.8%	14.8%	100
Looked for packaged deals - no destination in mind	1.6%	1.4%	1.4%	111
Considered something else first	3.0%	5.4%	5.3%	57
Don't know / Other	6.1%	8.3%	8.3%	74

Trip Planning and Information Sources Consulted

The majority of Motorcyclists are solely (40.3%) or partially responsible (18.3%) for planning vacation trips. Most Motorcyclists use Internet websites, past experience and word-of-mouth to obtain travel information. Relative to the average U.S. Pleasure Traveler, they are much more likely to get travel information from trade, travel and sports shows. Surprisingly, they are less likely than average to use an auto club such as AAA to collect travel information.

Fig. 16 Who Plans Vacations and Information Sources Consulted

		Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market		5,213,401	165,296,840	170,510,241	100
Who Plans Trips?	Respondent plans trips	40.3%	39.1%	39.2%	103
	Trip planning a shared responsibility	18.3%	17.6%	17.6%	104
	Someone else plans trips	41.4%	43.3%	43.2%	96
Information Sources Consulted	An Internet website	81.8%	75.8%	76.0%	108
	Past experience / Been there before	59.8%	54.3%	54.5%	110
	Advice of others / Word-of-mouth	54.8%	45.1%	45.4%	121
	Maps	38.0%	32.5%	32.7%	116
	Visitor information centres	26.0%	20.2%	20.4%	127
	Official travel guides or brochures from state / province	25.5%	20.4%	20.6%	124
	Articles in newspapers/magazines	24.0%	17.9%	18.1%	132
	A travel agent	21.8%	18.5%	18.6%	117
	An auto club such as AAA	21.7%	24.1%	24.0%	91
	Travel information received in the mail	18.8%	15.7%	15.8%	119
	Advertisements in newspapers / magazines	15.1%	10.7%	10.9%	138
	Travel guide books such as Fodor's	10.6%	12.0%	12.0%	88
	Programs on television	10.2%	7.0%	7.1%	143
	An electronic newsletter or magazine received by e-mail	9.7%	5.9%	6.0%	162
	Visits to trade, travel or sports shows	8.1%	2.3%	2.4%	332
Advertisements on television	6.1%	3.9%	4.0%	153	

Use of the Internet to Plan and Arrange Trips

Motorcyclists are more likely than the average U.S. Pleasure Traveler to use the Internet to plan and book vacations (76.9% planning, 52.5% booking online). The majority of Motorcyclists use travel planning / booking websites (such as Expedia) and hotel or resort websites. They are also much more likely than average to use a motorcoach website.

Motorcyclists most often book accommodation and airline tickets over the Internet. They are also more likely than average to use the Internet to book trip packages.

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

		Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market		5,213,401	165,296,840	170,510,241	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	23.1%	31.2%	31.0%	74
	Uses Internet to plan trips only	24.4%	20.0%	20.1%	121
	Uses Internet to book part of trip	52.5%	48.8%	48.9%	107
Types of Websites Consulted	A travel planning / booking website	57.0%	55.6%	55.6%	102
	A website of a hotel or resort	55.6%	53.2%	53.3%	104
	An airline's website	43.5%	45.6%	45.6%	95
	A tourism website of a country / region / city	38.5%	35.0%	35.1%	110
	A website of an attraction	33.1%	33.4%	33.4%	99
	Some other website	30.1%	24.9%	25.1%	120
	A cruise line website	12.7%	12.4%	12.4%	102
	A motorcoach website	2.6%	1.3%	1.3%	193
Parts of Trips Booked Over The Internet	Accommodations	79.6%	71.6%	71.9%	111
	Air tickets	68.6%	70.6%	70.6%	97
	Car rental	39.8%	37.9%	38.0%	105
	Tickets or fees for specific activities or attractions	32.1%	26.2%	26.3%	122
	A package containing two or more items	28.1%	17.4%	17.8%	158
	Tickets for rail, bus or boat / ship fares	13.7%	11.8%	11.9%	115
	Other	2.6%	2.9%	2.9%	88

Media Consumption Habits

Motorcyclists may be reached most effectively through motorcycling and automobile magazines, however, Motorcyclists are also more likely than the average U.S. Pleasure Traveler to read travel magazines, watch travel shows on television and visit travel-related websites. Their interest in outdoor and wilderness activities is reflected in the other types of magazines they read (e.g., photography & video, outdoor activity & sports, science & geography) and television programs they watch (e.g., science & nature, history). Their radio program preferences lean toward modern rock or country music.

Fig. 18 Media Consumption Habits

		Motorcyclists	Non-Motorcyclists	Pleasure Travelers	Index
Size of Market		5,213,401	165,296,840	170,510,241	100
Newspaper Readership	Reads daily newspaper	55.2%	60.1%	59.9%	92
	Reads weekend edition of newspaper	53.4%	55.6%	55.5%	96
	Reads local neighbourhood or community newspapers	49.5%	49.6%	49.5%	100
	Reads other types of newspapers	14.8%	13.8%	13.9%	107
	Frequently or occasionally reads travel section of daily newspaper	47.2%	42.8%	43.0%	110
	Frequently or occasionally reads travel section of weekend newspaper	51.8%	49.2%	49.3%	105
Types of Magazines Read (Top 5 Indexed)	Automobile and cycle magazines	49.1%	19.0%	20.0%	246
	Photography and video	7.8%	3.8%	3.9%	199
	Outdoor activities / sports	20.6%	10.4%	10.7%	192
	Travel (e.g., Condé Nast)	14.4%	10.5%	10.6%	135
	Science and geography	17.7%	13.9%	14.0%	126
Type of Television Programs Watched (Top 5 Indexed)	Science fiction / Fantasy shows	32.1%	23.7%	24.0%	134
	Science & nature shows	47.5%	36.4%	36.8%	129
	History	57.3%	44.6%	45.0%	127
	Music / Music video shows / channels	35.1%	27.9%	28.1%	125
	Travel shows	35.2%	28.7%	28.9%	122
Type of Radio Programs Listened To (Top 5 Indexed)	Modern rock / Alternative rock	49.3%	32.4%	32.9%	150
	Country music	48.3%	31.9%	32.4%	149
	Multicultural	6.6%	4.7%	4.7%	139
	Jazz / Big band	13.1%	9.9%	10.0%	131
	Top 40 / Current hits	33.2%	25.9%	26.1%	127
Types of Websites Visited (Top 5 Indexed)	Sites for specific activities or interests	46.5%	32.1%	32.5%	143
	Magazine sites	17.6%	14.7%	14.8%	119
	Sports	34.2%	29.8%	30.0%	114
	Travel	54.7%	47.7%	48.0%	114
	Weather	66.2%	58.2%	58.5%	113

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

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

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

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