



## **RESEARCH AND PLANNING**

# **Travel Activities and Motivations of Canadian Residents: Activity Profile**

## **Freshwater Scuba Diving & Snorkelling While on Trips**

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## Acknowledgments

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

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

TAMS was a partnership of the following organizations:

The Ontario Ministry of Tourism  
The Ontario Tourism Marketing Partnership  
The Canadian Tourism Commission  
The Atlantic Canada Opportunities Agency  
The Department of Canadian Heritage  
Parks Canada  
Statistics Canada

The Quebec Ministry of Tourism  
Tourism Manitoba  
Tourism Saskatchewan  
Alberta Economic Development  
Tourism British Columbia<sup>1</sup>  
The Government of Yukon  
The Government of Northwest Territories

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## Executive Summary

Over the last two years, 2.2% (556,454) of adult Canadians went freshwater scuba diving or snorkeling while on an out-of-town, overnight trip of one or more nights. Freshwater scuba diving and snorkeling was the eighteenth most common outdoor activity undertaken by Canadian Pleasure Travellers while travelling in the past two years. Snorkeling (1.8%) was more popular than scuba diving (0.6%) in lakes and rivers. Of those who went freshwater scuba diving and snorkeling, only 21.8% (121,422) reported that this activity was the main reason for taking at least one trip.

Relative to the average Canadian Pleasure Traveller, those who went freshwater scuba diving and snorkeling while on trips are more likely to be male (62.2%) and young to middle-aged (18 to 54). They are over-represented among Young Singles, Young Couples and Mature Families. This is an affluent segment with above-average levels of post-secondary education (62.8%) and the third highest household income (\$86,733) of the 21 outdoor activity types. They are over-represented among those living in Ontario and British Columbia.

Those who went freshwater scuba diving and snorkeling travelled extensively over the past two years. They were the most likely of the 21 outdoor activity types to have visited Mexico (29.4%), the second most likely to have travelled to the United States (66.8%) and the third most likely to have visited the Caribbean (26.4%). They were also the second most likely to have taken a trip within their own province or region (96.1%) and the third most likely to have travelled to an adjacent province or region (61.7%).

Those who went freshwater scuba diving and snorkeling while on trips were exceptionally active while on trips. Relative to the average Canadian Pleasure Traveller, this segment was at least twice as likely to participate in most outdoor and culture and entertainment activities and especially water-based activities (e.g., boating & swimming), sporting activities and events (e.g., team sports, professional sports events), and wilderness activities (e.g., hiking, climbing & paddling, wilderness tour). They were also much more likely than average to have stayed at resorts (e.g., lakeside, riverside, ski or mountain) and wilderness accommodation (e.g., campsite, lodge or outpost). Those who went freshwater scuba diving and snorkeling seek vacations that are novel, educational, physically challenging and enrich family relationships.

Those who went freshwater scuba diving and snorkeling are above-average users of the Internet to plan (74.6%) and book (50.9%) travel. They can be most effectively targeted effectively through media specializing in outdoor activity, technology and sports.



## Freshwater Scuba Diving & Snorkeling While on Trips

### Market Incidence

Over the last two years, only 2.2% (556,454) of adult Canadians went freshwater scuba diving or snorkeling while on an out-of-town, overnight trip of one or more nights.

Freshwater scuba diving and snorkeling was the eighteenth most common outdoor activity undertaken by Canadian Pleasure Travellers while travelling in the past two years. 1.8% went snorkeling and 0.6% went scuba diving in lakes or rivers when on trips. 0.2% (48,272 adult Canadians) participated in both of these activities while on trips during the past two years. Those who went scuba diving in lakes or rivers (48.0%) were more likely than those who snorkeled in lakes and rivers (12.7%) to report that this activity was the main reason for taking at least one trip in the past two years.

Fig. 1 Incidence of Freshwater Scuba Diving & Snorkeling While on Trips<sup>1</sup>

	Number of Freshwater Scuba Divers & Snorkelers <sup>2</sup>	Percent Main Reason for Trip <sup>3</sup>	Percent of Pleasure Travellers <sup>4</sup>	Percent of Total Canadian Population <sup>5</sup>
Size of Market	556,454	121,422	18,439,508	24,776,103
Freshwater Scuba & Snorkeling (All Activities)	556,454	21.8%	3.0%	2.2%
Snorkeling in lakes & rivers	455,051	12.7%	2.5%	1.8%
Scuba diving in lakes & rivers	149,675	48.0%	0.8%	0.6%
Participated in both activities	48,272	17.3%	0.3%	0.2%

- 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 - Defined as individuals who went freshwater scuba diving or snorkeling 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 trip during the past two years.
- 4 - "Pleasure Travellers" are defined as individuals who have taken at least one out-of-town pleasure trip of one or more nights in the last two years. This column reports the percent of Pleasure Travellers who participated in each activity on at least one trip during the last two years.
- 5 - This column reports the percent of the Total Canadian Adult Market who participated in each activity on a trip during the past two years.

### Incidence by Region

Relative to the average Canadian Pleasure Traveller, those who went freshwater scuba diving or snorkeling while on trips are most likely to live in Ontario and British Columbia.

They are least likely to live in Manitoba and Saskatchewan.

Fig. 2 Geographic Distribution of Freshwater Scuba Diving and Snorkeling While on Trips

	Total Population	Estimated Number Who Went Freshwater Scuba Diving & Snorkeling on a Trip	Percent of Pleasure Travellers in Region Who Went Freshwater Scuba Diving & Snorkeling on a Trip	Percent of Total Regional Population Who Went Freshwater Scuba Diving & Snorkeling on a Trip
Canada	24,776,103	556,454	3.0%	2.2%
Atlantic Provinces	1,822,494	26,581	2.1%	1.5%
Quebec	5,940,869	92,191	2.2%	1.6%
Ontario	9,671,592	278,102	3.9%	2.9%
Manitoba	843,107	10,010	1.7%	1.2%
Saskatchewan	706,325	10,647	2.0%	1.5%
Alberta	2,465,540	52,548	2.6%	2.1%
British Columbia	3,326,176	86,376	3.2%	2.6%

## Demographic Profile

Relative to the average Canadian Pleasure Traveller, those who went freshwater scuba diving and snorkeling while on trips are more likely to be male (62.2%) and over-represented among Young Singles, Young Couples and Mature Families (with teenage children). This affluent segment has an above-average level of education and the third highest household income (\$86,733) of the 21 outdoor activity types.

Fig. 3 Demographic Profile of Freshwater Scuba Divers & Snorkeling Relative to All Canadian Pleasure Travellers

Attribute	Size of Market	Freshwater Scuba Divers & Snorkelers	Did Not Go Freshwater Scuba Diving or Snorkeling <sup>1</sup>	Pleasure Travellers	Index <sup>2</sup>
		556,454	17,883,055	18,439,508	100
Gender	Male	62.2%	48.4%	48.8%	127
	Female	37.8%	51.6%	51.2%	74
Age of Respondent	18 to 24	16.6%	12.7%	12.8%	130
	25 to 34	22.6%	19.2%	19.3%	117
	35 to 44	26.7%	20.3%	20.5%	130
	45 to 54	24.0%	20.2%	20.3%	118
	55 to 64	7.1%	14.4%	14.1%	50
	65 Plus	3.0%	13.2%	12.9%	23
Average Age		39.1	44.7	44.5	N/A
Marital Status	Not married	34.7%	32.1%	32.2%	108
	Married	65.3%	67.9%	67.8%	96
Parental Status	No children under 18	63.3%	71.3%	71.1%	89
	Children under 18	36.7%	28.7%	28.9%	127
Education	High school or less	24.6%	36.6%	36.2%	68
	Some post-secondary	12.7%	11.1%	11.2%	113
	Post-secondary diploma/certificate	25.1%	21.8%	21.9%	115
	University degree	37.7%	30.5%	30.7%	123
Household Income	Under \$20,000	2.7%	5.8%	5.7%	47
	\$20,000 to \$39,999	11.2%	14.6%	14.5%	77
	\$40,000 to \$59,999	6.9%	16.8%	16.5%	42
	\$60,000 to \$79,999	17.5%	15.2%	15.2%	115
	\$80,000 to \$99,999	10.6%	12.3%	12.2%	86
	\$100,000 or more	34.8%	22.4%	22.8%	153
	Not stated	16.4%	12.9%	13.0%	126
Average Household Income		\$86,502	\$72,421	\$72,829	N/A

- 1 - "Did Not Go Freshwater Scuba Diving or Snorkeling" is defined as individuals who took at least one out-of-town, overnight pleasure trip of one or more nights in the last two years but did not go freshwater scuba diving or snorkeling on any trip. The number of Freshwater Scuba & Snorkelers and Non-Freshwater Scuba & Snorkelers equals the number of Pleasure Travellers.
- 2 - The "Index" is calculated by dividing the percent for Freshwater Scuba & Snorkelers in each group by the percent of Pleasure Travellers in each group. The Index indicates the extent to which Freshwater Scuba & Snorkelers are over or under-represented relative to the average Pleasure Traveller. An index of 100 means the percent participating in the activity is the same as that of the average Canadian Pleasure Traveller. Index values over 100 indicate that those participating in the activity are over-represented relative to the average Canadian Pleasure Traveller. Index values less than 100 indicate that those participating in the activity are under-represented relative to the average Canadian Pleasure Traveller.

### Travel Activity (During Last Two Years)

Those who went freshwater scuba diving and snorkeling travelled extensively over the past two years. They were the most likely of the 21 outdoor activity types to have visited Mexico (29.4%), the second most likely to have travelled to the United States (66.8%) and the third most likely to have visited the Caribbean (26.4%).

They also travelled extensively within Canada with 99.5% taking at least one trip within Canada. They were the second most likely to have taken a trip within their own province or region (96.1%), the third most likely to have travelled to an adjacent province or region (61.7%) and fifth most likely to have travelled to a non-adjacent province or region (40.0%). As a result, they were over-represented among visitors to all provinces, regions and territories in Canada.

Fig. 4 Percent Travelling Within Canada and to Other Destinations during Past Two Years

	Freshwater Scuba Divers & Snorkelers	Did Not Go Freshwater Scuba Diving or Snorkeling	Pleasure Travellers	Index
Size of Market	556,454	17,883,055	18,439,508	100
Canada	99.5%	94.6%	94.8%	105
Took a trip within own province / region	96.1%	85.5%	85.9%	112
Took a trip to an adjacent province / region	61.7%	48.1%	48.6%	127
Took a trip to non-adjacent province / region	40.0%	31.2%	31.4%	127
Newfoundland and Labrador	7.5%	4.2%	4.3%	175
Prince Edward Island	10.1%	7.1%	7.2%	140
New Brunswick	13.4%	11.8%	11.8%	113
Nova Scotia	16.3%	12.6%	12.7%	129
Quebec	49.6%	38.6%	38.9%	127
Ontario	70.3%	53.0%	53.5%	131
Manitoba	12.2%	9.1%	9.2%	134
Saskatchewan	14.4%	11.3%	11.4%	126
Alberta	30.3%	25.7%	25.8%	117
British Columbia	41.8%	30.3%	30.6%	136
Yukon	2.4%	1.0%	1.0%	243
Northwest Territories	1.0%	0.7%	0.7%	145
Nunavut	0.4%	0.3%	0.3%	150
United States	66.8%	50.2%	50.7%	132
Mexico	29.4%	11.9%	12.4%	238
Caribbean	26.4%	15.3%	15.6%	169
All other destinations	35.2%	23.3%	23.6%	149



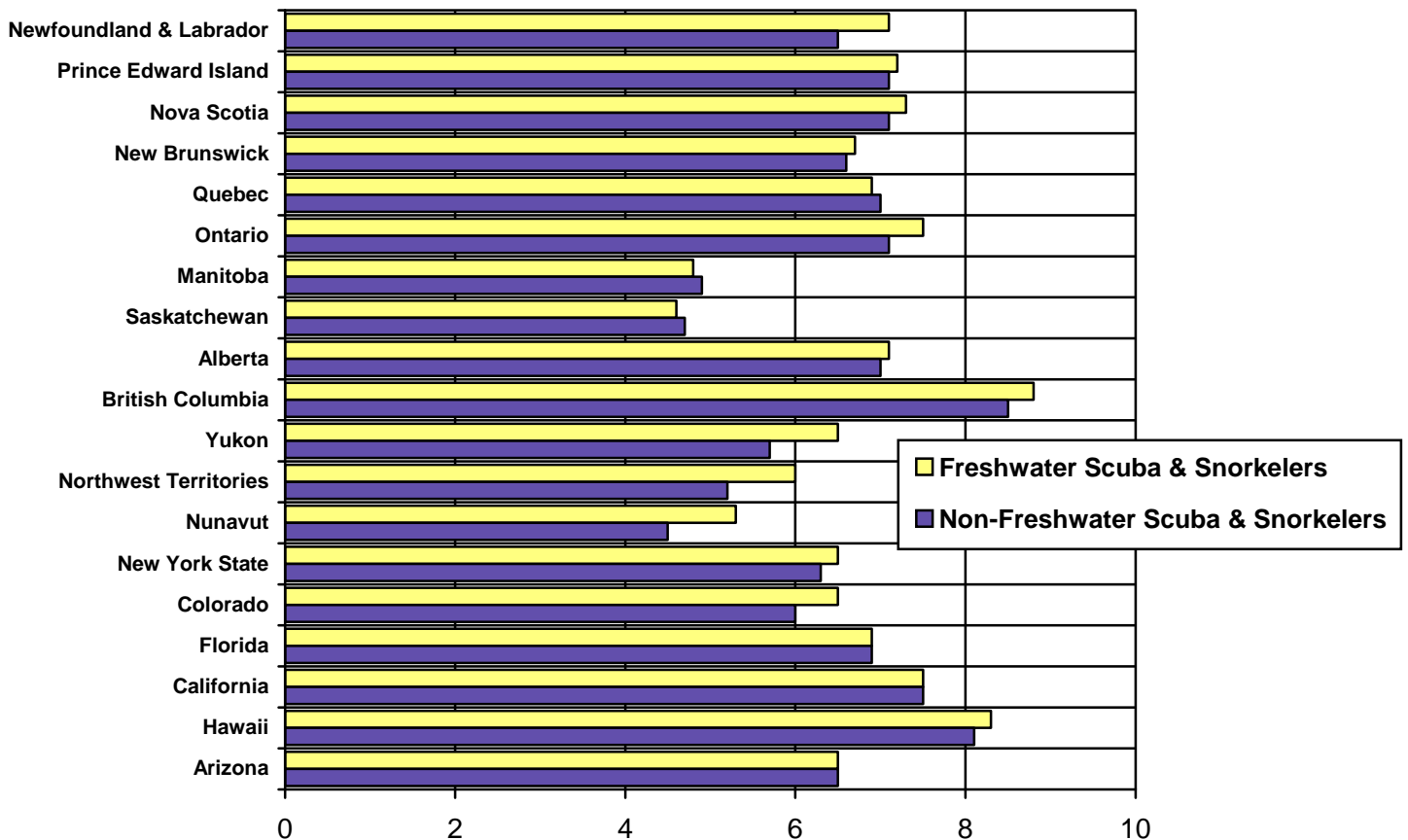
**Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories**

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.

Those who went freshwater scuba diving and snorkeling while on trips rated British Columbia (8.8) as most appealing among all destinations. They also gave relatively high appeal ratings for Ontario (7.5), Nova Scotia (7.3) and Prince Edward Island (7.2). As well, Newfoundland and Labrador and the northern territories (i.e., Yukon, NWT, Nunavut) were perceived as more appealing to freshwater scuba divers and snorkelers than to other Canadian Pleasure Travellers.

Among the U.S. reference states, Hawaii (8.3) received the highest rating. New York State and Colorado (both 6.5) also received above-average ratings from this segment.

Fig. 5 Overall Appeal Ratings 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

Those who went freshwater scuba diving or snorkeling while on trips were very active in outdoor activities while travelling during the past two years. They were two to four times more likely than the average Canadian Pleasure Traveller to participate in 14 of the 20 other outdoor activity types. The majority in this segment participated in ocean activities (e.g., sunbathing, swimming in ocean), went boating and swimming (e.g., motorboating, swimming in lake), hiking, climbing and paddling and wildlife viewing while on trips. Relative to the average Canadian Pleasure Traveller, they were much more likely to participate in all water-based activities (e.g., boating & swimming; fishing, sailing & surfing), sports (e.g., sports & games, team sports), and a wide range of physically challenging or skilled activities (e.g., downhill skiing and snowboarding, cycling, wilderness activities, extreme air sports) while on trips. In part, this pattern of participation in skilled and strenuous outdoor activities reflects the fact that this segment is predominately male and affluent, which are attributes that tend to be associated with higher levels of outdoor physical activity.

Fig. 6 Other Outdoor Activities Pursued While on Trips  
(See Appendix One for a Definition of Each Type of Outdoor Activity)

	Freshwater Scuba Divers & Snorkelers	Did Not Go Freshwater Scuba Diving or Snorkeling	Pleasure Travellers	Index
Size of Market	556,454	17,883,055	18,439,508	100
Ocean Activities (e.g., swimming in ocean, sunbathing)	88.8%	47.3%	48.5%	183
Boating & Swimming (e.g., motorboating, swimming in lakes)	84.5%	39.8%	41.1%	206
Hiking, Climbing & Paddling	68.4%	33.0%	34.1%	201
Wildlife Viewing	68.3%	40.4%	41.2%	166
Fishing	48.3%	22.8%	23.6%	205
Sports & Games (e.g., tennis, board games)	45.0%	22.0%	22.7%	198
Downhill Skiing & Snowboarding	40.4%	13.8%	14.6%	276
Exercising & Jogging	39.9%	15.1%	15.9%	251
Cycling	37.0%	12.8%	13.5%	273
Golfing	32.0%	17.9%	18.3%	175
Skating (e.g., ice skating, rollerblading)	28.5%	11.4%	12.0%	239
Team Sports (e.g., hockey, baseball)	25.5%	10.9%	11.4%	225
Cross-country Skiing & Snowshoeing	24.6%	8.8%	9.3%	265
Snowmobiling & ATVing	24.6%	10.9%	11.3%	217
Sailing & Surfing (e.g., sailing, windsurfing, parasailing)	20.6%	5.8%	6.3%	327
Wilderness Activities (e.g., wilderness skills course)	9.6%	2.1%	2.4%	404
Horseback Riding	8.9%	4.8%	4.9%	182
Motorcycling	8.8%	2.8%	3.0%	294
Hunting	7.1%	4.6%	4.7%	150
Extreme Air Sports (e.g., parachuting)	3.4%	1.1%	1.1%	299

### Outdoor Activities Pursued in a Typical Year

The high level of activity pursued on trips by those who went freshwater scuba diving and snorkeling was also apparent when they do not travel. The majority of those in this segment went swimming and on day outings to parks, exercised at home or at a fitness club, went hiking, cycling, picnicking and camping and gardened at home. As well, relative to the average Canadian Pleasure Traveller, they were particularly more likely to participate in sailing or other boating activities, canoeing or kayaking, downhill skiing, snowboarding and skateboarding while not travelling.

Fig. 7 Outdoor Activities Pursued in a Typical Year

	Freshwater Scuba Divers & Snorkelers	Did Not Go Freshwater Scuba Diving or Snorkeling	Pleasure Travellers	Index
Size of Market	556,454	17,883,055	18,439,508	100
Swimming	85.8%	59.5%	60.3%	142
Day outing to a park	77.4%	66.5%	66.9%	116
Exercising at home or at a fitness club	73.3%	60.6%	61.0%	120
Hiking	69.8%	48.1%	48.8%	143
Gardening	62.8%	59.7%	59.8%	105
Cycling	61.6%	43.8%	44.3%	139
Picnicking	55.4%	53.0%	53.1%	104
Camping	53.9%	38.1%	38.6%	140
Sailing or other boating	44.2%	22.8%	23.4%	189
Golfing	43.0%	28.9%	29.4%	147
Ice-skating	42.0%	28.1%	28.5%	147
Canoeing or kayaking	41.2%	16.1%	16.9%	244
Fishing	40.5%	28.9%	29.3%	138
Jogging	39.4%	23.6%	24.1%	164
Downhill skiing	38.1%	15.5%	16.2%	235
Playing team sports	36.1%	22.5%	22.9%	157
Playing racquet sports (e.g., tennis or badminton)	31.5%	18.8%	19.1%	165
Rollerblading	24.7%	14.1%	14.4%	172
Cross-country skiing	23.0%	12.1%	12.5%	185
Riding an all-terrain vehicle (ATV)	18.8%	14.1%	14.3%	132
Snowmobiling	12.5%	9.7%	9.8%	127
Horseback riding	11.4%	6.7%	6.8%	168
Snowboarding	11.4%	4.8%	5.0%	226
Hunting	10.7%	7.6%	7.7%	138
Skateboarding	4.2%	1.5%	1.6%	265

### Culture and Entertainment Activities Pursued While on Trips

Those who went freshwater scuba diving and snorkeling were also quite active in a wide range of culture and entertainment activities while on trips. They frequently went shopping and dining, visited historical sites, museums and art galleries, visited theme parks and exhibits and attended musical concerts. Relative to the average Canadian Pleasure Traveller, they were especially likely to attend sporting events (e.g., professional sporting events, amateur tournaments, national & international sporting events) and live art performances (e.g., high arts, comedy clubs and festivals) and take part in educational participatory activities (e.g., aboriginal cultural experiences, participatory historical activities) while on trips.

Fig. 8 Culture and Entertainment Activities Pursued While on Trips  
(See Appendix Two for a Definition of Each Type of Culture & Entertainment Activity)

	Freshwater Scuba Divers & Snorkelers	Did Not Go Freshwater Scuba Diving or Snorkeling	Pleasure Travellers	Index
Size of Market	556,454	17,883,055	18,439,508	100
Shopping & Dining	93.7%	82.5%	82.9%	113
Historical Sites, Museums & Art Galleries	79.8%	57.6%	58.3%	137
Theme Parks & Exhibits	61.6%	38.5%	39.2%	157
Musical Concerts, Festivals & Attractions	56.9%	32.0%	32.7%	174
Fairs & Festivals	54.0%	37.2%	37.7%	143
Science & Technology Exhibits	48.6%	22.3%	23.1%	210
Wine, Beer & Food Tastings	41.7%	23.2%	23.8%	175
Casinos	36.9%	25.6%	25.9%	142
Professional Sporting Events	32.9%	15.1%	15.7%	210
Live Theatre	32.0%	20.7%	21.1%	152
Agri-Tourism	27.8%	15.3%	15.7%	177
Amateur Tournaments	27.2%	11.3%	11.8%	230
Garden Theme Attractions	26.3%	17.3%	17.6%	149
High Art Performances	22.8%	10.6%	11.0%	208
Comedy Festivals & Clubs	22.7%	9.8%	10.1%	224
Aboriginal Cultural Experiences	22.7%	11.3%	11.6%	195
Spas	20.2%	9.7%	10.0%	201
Participatory Historical Activities	13.5%	6.5%	6.7%	203
Equestrian & Western Events	12.6%	6.5%	6.7%	189
National & International Sporting Events	7.5%	3.1%	3.2%	235
Literary & Film Festivals	4.5%	2.5%	2.6%	176

### Culture and Entertainment Activities Pursued in a Typical Year

Those who went freshwater scuba diving and snorkeling were also more active than the average Canadian Pleasure Traveller in almost all culture and entertainment pursuits while not travelling. The majority dined in local restaurants, visited local festivals and fairs, attended local amateur sporting events and visited local historic sites or heritage buildings. Relative to the average Canadian Pleasure Traveller, they were especially likely to attend live rock music and jazz performances (e.g., bars with live pop or rock bands, rock music concerts, jazz clubs).

Fig. 9 Culture and Entertainment Activities Pursued in a Typical Year

	Freshwater Scuba Divers & Snorkelers	Did Not Go Freshwater Scuba Diving or Snorkeling	Pleasure Travellers	Index
Size of Market	556,454	17,883,055	18,439,508	100
Going out to eat in restaurants	92.6%	91.5%	91.5%	101
Going to festivals or fairs	65.9%	61.3%	61.4%	107
Going to amateur sporting events	55.2%	41.6%	42.0%	132
Going to historic sites or heritage buildings	51.5%	38.9%	39.3%	131
Going to bars with live pop or rock bands	49.1%	27.0%	27.7%	177
Going to museums	44.7%	32.4%	32.7%	137
Going to professional sporting events	43.8%	31.7%	32.1%	137
Going to live theatre	41.8%	34.6%	34.8%	120
Going to art galleries or art shows	41.8%	31.5%	31.8%	132
Going to rock music concerts	39.6%	21.9%	22.4%	176
Going to zoos or aquariums	37.0%	30.2%	30.4%	122
Going to pick-your-own farms or farmers' market	36.7%	41.1%	41.0%	89
Going to amusement or theme parks	33.7%	28.7%	28.9%	117
Going dancing	31.4%	29.8%	29.9%	105
Going to botanical gardens	26.8%	25.3%	25.4%	106
Going to classical music concerts	22.1%	16.3%	16.5%	134
Going to gamble in casinos	18.8%	18.1%	18.1%	104
Going to day spas	18.6%	13.6%	13.8%	135
Going to jazz clubs	12.9%	7.4%	7.5%	171
Staying overnight in a hotel or B&B in own city	12.3%	9.8%	9.9%	125
Going to the ballet	9.9%	7.2%	7.3%	136
Going to the opera	8.4%	6.5%	6.6%	127
Going to rodeos	7.1%	7.3%	7.3%	97

### Accommodation Stayed In While on a Trip

Those who went freshwater scuba diving and snorkeling while on trips most often stayed at public campgrounds and seaside resorts in the last two years. They were more likely than the typical Canadian Pleasure Traveller to have stayed at resorts (e.g., lakeside or riverside resort, ski or mountain resort) and wilderness accommodation (e.g., wilderness campsite, wilderness lodge accessible by car, remote or fly-in wilderness lodge or outpost).

Fig. 10 Accommodation Stayed in While on Trips

	Freshwater Scuba Divers & Snorkelers	Did Not Go Freshwater Scuba Diving or Snorkeling	Pleasure Travellers	Index
Size of Market	556,454	17,883,055	18,439,508	100
A Public Campground in a National, State, Provincial or Municipal Park	46.7%	25.7%	26.4%	177
Seaside Resort	43.7%	20.0%	20.7%	211
Lakeside / Riverside Resort	39.5%	21.8%	22.3%	177
Ski Resort or Mountain Resort	32.7%	13.4%	13.9%	235
A Private Campground	28.9%	18.5%	18.8%	154
A Camp Site in a Wilderness Setting (Not a Campground)	22.1%	8.2%	8.6%	258
Wilderness Lodge You Can Drive to by Car	13.7%	5.4%	5.6%	244
Health Spa	12.3%	5.7%	5.9%	207
A Motor Home or RV while Travelling or Touring (Not a Camping Trip)	8.3%	4.4%	4.5%	184
Country Inn or Resort with Gourmet Restaurant	7.6%	5.0%	5.1%	149
Remote or Fly-In Wilderness Lodge	7.4%	1.4%	1.6%	465
Farm or Guest Ranch	6.1%	2.9%	3.0%	202
On a Houseboat	3.5%	1.3%	1.4%	259
Remote or Fly-In Wilderness Outpost	3.2%	0.5%	0.6%	567
Wine Tasting School	0.3%	0.3%	0.3%	124
Cooking School	0.2%	0.4%	0.4%	68

### Tours and Cruises Taken During Past Two Years

Those who went freshwater scuba diving and snorkeling while on trips were much more likely than the average Canadian Pleasure Traveller to have taken tours or cruises in the past two years. The most common tours taken by this segment were self-guided sameday tours, guided sameday tours, scenic countryside drives and city tours. Relative to the typical Canadian Pleasure Traveller, those who went freshwater scuba diving or snorkeling were more than twice as likely to have taken guided tours, wilderness tours, tours of factories and air tours in an airplane or helicopter. They were also more than twice as likely to have taken sightseeing cruises, Caribbean ocean cruises and other specialized cruises (e.g., Great Lakes cruise, cruise on another lake or river) during the past two years.

Fig. 11 Tours and Cruises Taken During Past Two Years

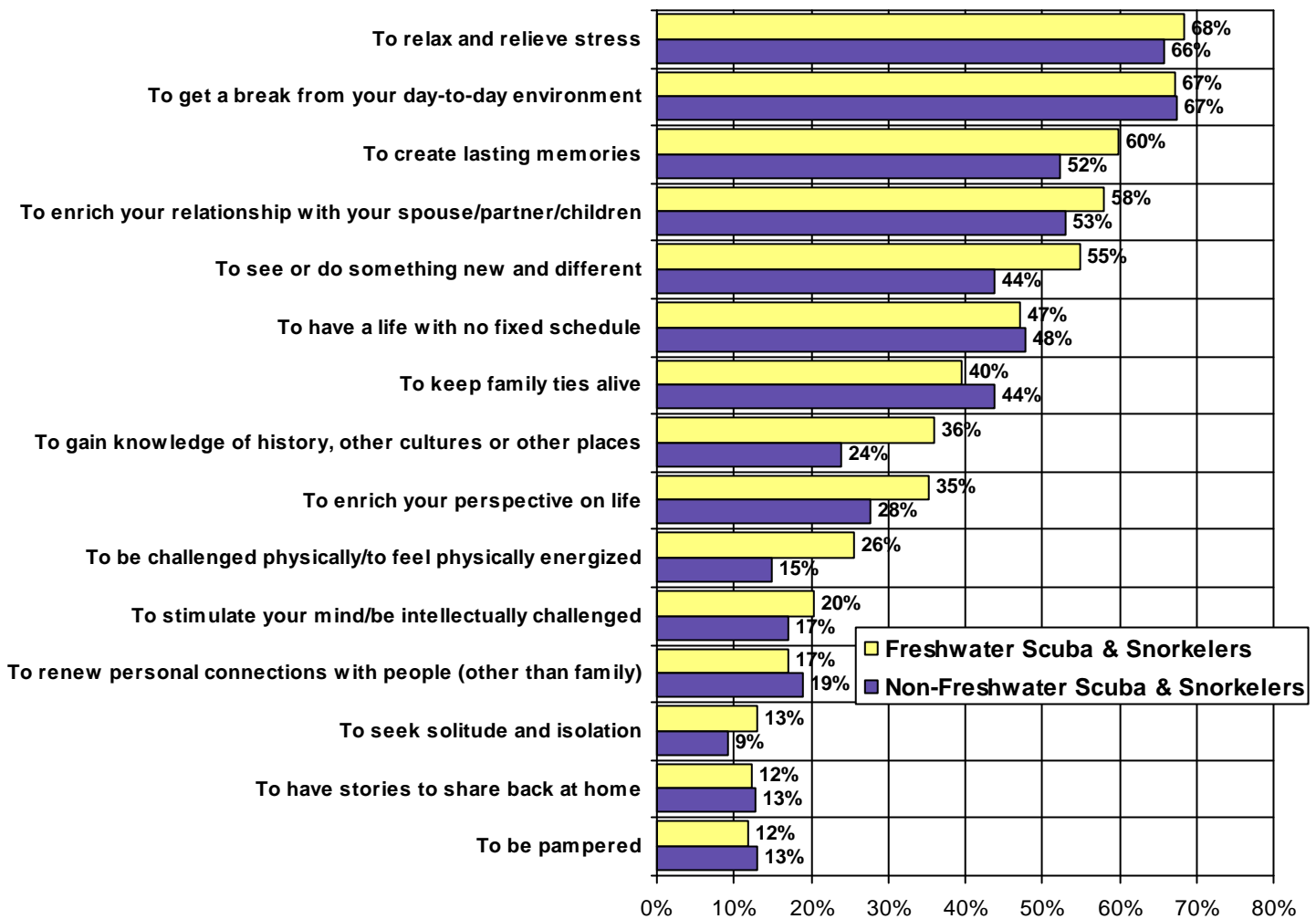
	Freshwater Scuba Divers & Snorkelers	Did Not Go Freshwater Scuba Diving or Snorkeling	Pleasure Travellers	Index
Size of Market	556,454	17,883,055	18,439,508	100
A self-guided, sameday tour while on an overnight trip	53.0%	28.5%	29.3%	181
An organized, sameday, guided tour while on an overnight trip	44.7%	21.5%	22.2%	201
Around the countryside - scenic drives	38.8%	21.9%	22.4%	173
Around the city	38.1%	22.9%	23.4%	163
On the water (sightseeing cruise)	30.8%	12.5%	13.1%	235
A self-guided, overnight tour where you stayed in different locations	30.4%	17.7%	18.1%	168
Wilderness tour	29.2%	12.5%	13.0%	224
Some other type of tour	19.4%	9.6%	9.8%	197
An organized, overnight, guided tour where you stayed in different locations	18.1%	9.8%	10.1%	180
An organized, overnight, guided tour where you stayed in a single location	17.2%	7.5%	7.8%	219
Caribbean ocean cruise	10.5%	5.2%	5.4%	194
To a winery	9.1%	5.5%	5.6%	160
To a casino	8.5%	6.5%	6.5%	131
To a factory	8.1%	2.5%	2.6%	306
Cruise on another lake or river	4.8%	2.3%	2.4%	203
In the air as a pilot or passenger of an airplane or helicopter	4.7%	1.8%	1.9%	249
Ocean cruise – Other	4.5%	3.3%	3.3%	135
Cruise on the St. Lawrence River	3.7%	1.9%	1.9%	189
Alaskan ocean cruise	2.6%	1.6%	1.6%	159
Great Lakes cruise	2.4%	0.7%	0.8%	306
Some other type of cruise	1.9%	1.6%	1.6%	119
Submarine cruise	0.2%	0.1%	0.1%	176



### Benefits Sought While On a Vacation

As with most Canadian Pleasure Travellers, those who went freshwater scuba diving and snorkeling while on trips take vacations to relax and relieve stress, to get a break from their day-to-day environment, to create lasting memories, to enrich family relationships, and to see or do something new or different. Relative to other Canadian Pleasure Travellers, this segment seeks vacations that offer novelty (e.g., seeing or doing something new and different, creating lasting memories), are intellectually stimulating (e.g., gain knowledge of history and cultures, enrich their perspective on life) are physically challenging and energizing and enrich their family relationships.

Fig.12 Benefits Sought While On a Vacation  
(Percent Rating Each Benefit as “Highly Important”)

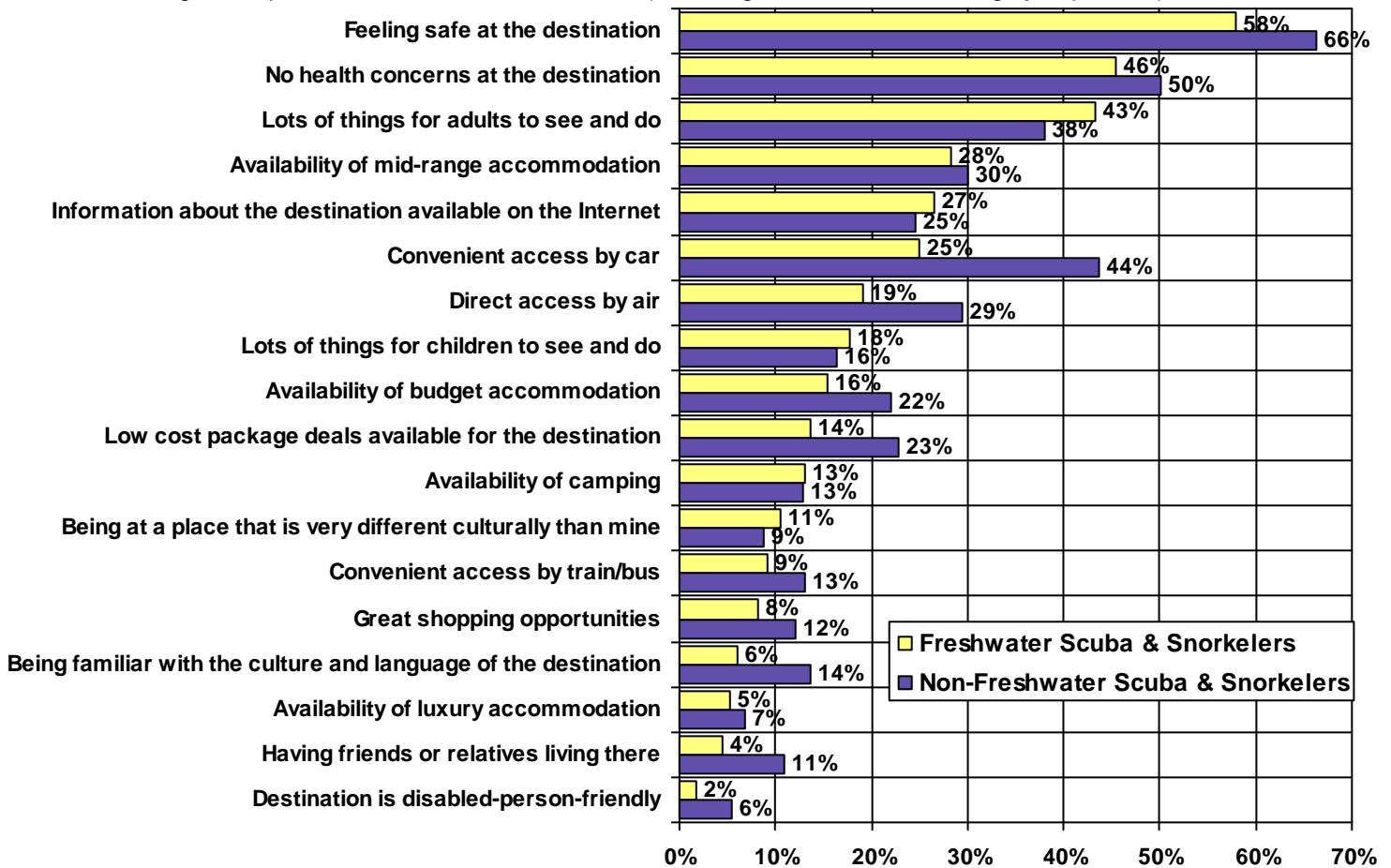




### Other Attributes of a Destination Considered Important

As with most Canadian Pleasure Travellers, the majority of those who went freshwater scuba diving and snorkeling consider it important that they feel safe at a destination, although to a lesser extent than others. Relative to other Canadian Pleasure Travellers, this highly active segment considers it important that a destination has lots of things for adults to see and do. On the other hand, they consider it less important that the destination is conveniently accessible by air, car, bus or train, offers low prices (e.g., budget accommodations, low-cost package deals), provides great shopping opportunities, has a familiar language or culture, has friends and family living nearby and is accessible to persons with disabilities.

Fig. 13 Importance of Destination Attributes (% Rating Each Attribute as "Highly Important")



## How Destinations are Selected

Most of those who went freshwater scuba diving and snorkeling start planning for summer trips with a particular destination in mind. They are also more likely to be responsive to discount packages for summer travel. For winter trips, they typically begin planning with a destination in mind. However, they are more likely than average to begin their winter trip planning by considering what specific activities they would like to do.

Fig. 14 How Destinations Are Selected (Summer and Winter Vacations)

	Freshwater Scuba Divers & Snorkelers	Did Not Go Freshwater Scuba Diving or Snorkeling	Pleasure Travellers	Index
Size of Market	556,454	17,883,055	18,439,508	100
<b>Summer</b>				
Started with a desired destination in mind	56.8%	48.2%	48.5%	117
Started by considering specific activities wanted to do	13.9%	13.8%	13.8%	101
Started with a certain type of vacation experience in mind	17.4%	23.9%	23.7%	73
Looked for packaged deals - no destination in mind	3.0%	1.3%	1.3%	228
Considered something else first	3.4%	4.3%	4.3%	78
Don't know / Other	5.5%	8.5%	8.4%	66
<b>Winter</b>				
Started with a desired destination in mind	42.9%	48.8%	48.6%	88
Started by considering specific activities wanted to do	28.6%	15.1%	15.6%	184
Started with a certain type of vacation experience in mind	16.5%	19.4%	19.3%	86
Looked for packaged deals - no destination in mind	2.3%	3.2%	3.2%	72
Considered something else first	3.6%	4.7%	4.7%	77
Don't know / Other	6.1%	8.7%	8.6%	71

### Trip Planning and Information Sources Consulted

The majority of those who went freshwater scuba diving or snorkeling when on trips were responsible for planning their trips either on their own (44.7%) or with someone else (17.1%). When making vacation plans, this segment consults a wider range of sources than the average Canadian Pleasure Traveller. The majority use the Internet, word-of-mouth and past experiences to plan travel. They were especially more likely than average to obtain information from travel agents, maps, official tourism sources (e.g., travel guides or brochures from states or provinces, visitor information centres), articles and advertising in newspapers or magazines, an auto club, travel guidebooks such as Fodor's, television programs, email newsletters or magazines and trade, travel or sports shows.

Fig. 15 Who Plans Vacations and Information Sources Consulted

		Freshwater Scuba Divers & Snorkelers	Did Not Go Freshwater Scuba Diving or Snorkeling	Pleasure Travellers	Index
Size of Market		556,454	17,883,055	18,439,508	100
Who Plans Trips?	Respondent plans trips	44.7%	42.0%	42.0%	106
	Trip planning a shared responsibility	17.1%	16.4%	16.4%	104
	Someone else plans trips	38.2%	41.6%	41.5%	92
Information Sources Consulted	An Internet website	80.7%	64.7%	65.2%	124
	Advice of others / Word-of-mouth	69.8%	50.5%	51.1%	137
	Past experience / Been there before	65.0%	49.9%	50.4%	129
	A travel agent	48.7%	33.7%	34.1%	143
	Maps	48.2%	32.1%	32.6%	148
	Official travel guides or brochures from state / province	37.5%	25.6%	26.0%	145
	Visitor information centres	33.0%	23.1%	23.4%	141
	Articles in newspapers / magazines	30.7%	20.6%	20.9%	147
	An auto club such as CAA	24.6%	17.4%	17.7%	139
	Travel guide books such as Fodor's	23.7%	13.3%	13.6%	174
	Advertisements in newspapers / magazines	21.6%	14.0%	14.3%	152
	Programs on television	13.6%	7.3%	7.5%	181
	Travel information received in the mail	10.3%	8.8%	8.8%	117
	An electronic newsletter or magazine received by e-mail	7.7%	4.1%	4.2%	186
	Visits to trade, travel or sports shows	5.6%	3.0%	3.1%	180
Advertisements on television	5.2%	5.0%	5.0%	105	

### Use of the Internet to Plan and Arrange Trips

Those who went freshwater scuba diving or snorkeling when on trips are more likely than the average Canadian Pleasure Traveller to use the Internet to plan (74.6% ranked seventh of the 21 outdoor activity types) and book travel (50.9% ranked fifth of the 21 outdoor activity types). The majority in this segment use hotel or resort websites, the official tourism websites of specific countries, regions or cities, travel planning or booking websites (e.g., Expedia) and airline websites. Accommodation and airline tickets were the most frequent trip components purchased online. They were also more likely than the typical Canadian Pleasure Traveller to rent cars, purchase tickets for specific activities or attractions and fares for rail, bus or boat / ship over the Internet.

Fig. 16 Use of the Internet to Plan and Book Travel

		Freshwater Scuba Divers & Snorkelers	Did Not Go Freshwater Scuba Diving or Snorkeling	Pleasure Travellers	Index
	Size of Market	556,454	17,883,055	18,439,508	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	25.4%	41.3%	40.8%	62
	Uses Internet to plan trips only	23.7%	22.1%	22.1%	107
	Uses Internet to book part of trip	50.9%	36.6%	37.0%	137
Types of Websites Consulted	A website of a hotel or resort	62.9%	56.8%	57.0%	110
	A tourism website of a country / region / city	61.4%	49.4%	49.8%	123
	A travel planning / booking website	52.5%	45.4%	45.7%	115
	An airline website	51.4%	46.1%	46.3%	111
	A website of an attraction	43.7%	34.1%	34.5%	127
	Some other website	34.7%	27.3%	27.6%	126
	A cruise line website	9.5%	8.0%	8.1%	117
	A motorcoach website	3.1%	2.4%	2.5%	125
Parts of Trips Booked Over The Internet	Accommodation	84.1%	68.5%	69.2%	122
	Air tickets	71.9%	69.4%	69.5%	104
	Car rental	41.8%	26.5%	27.1%	154
	Tickets or fees for specific activities or attractions	31.1%	23.3%	23.6%	132
	Tickets for rail, bus or boat / ship fares	20.0%	15.1%	15.3%	131
	A package containing two or more items	19.5%	15.2%	15.4%	127
	Other	3.7%	3.9%	3.9%	95

## Media Consumption Habits

Those who went freshwater scuba diving and snorkeling while on trips were slightly more likely than the average Canadian Pleasure Traveller to read the travel sections of their daily and weekend newspapers and to visit travel websites. This segment can be most effectively targeted through nature and the outdoor media (e.g., outdoor activities & sports magazines, science & geography magazines, science & nature television shows), sports media, technology magazines (e.g., computers, electronics & technology; photography & video), and science fiction and fantasy television programs. They may also be reached through modern or alternative rock music radio stations.

Fig. 17 Media Consumption Habits

		Freshwater Scuba Divers & Snorkelers	Did Not Go Freshwater Scuba Diving or Snorkeling	Pleasure Travellers	Index
Size of Market		556,454	17,883,055	18,439,508	100
Newspaper Readership	Reads daily newspaper	86.8%	87.3%	87.3%	99
	Reads weekend edition of newspaper	86.9%	87.3%	87.3%	100
	Reads local neighbourhood or community newspapers	60.9%	61.6%	61.5%	99
	Reads other types of newspapers	16.2%	17.2%	17.2%	94
	Frequently or occasionally reads travel section of daily newspaper	51.8%	45.5%	45.7%	113
	Frequently or occasionally reads travel section of weekend newspaper	52.5%	47.2%	47.3%	111
Types of Magazines Read (Top 5 Indexed)	Outdoor activities / sports	26.6%	12.4%	12.8%	207
	Science and geography	30.1%	16.2%	16.6%	182
	Computers, electronics and technology	18.7%	10.1%	10.4%	180
	Professional sports	14.2%	8.3%	8.5%	166
	Photography and video	6.6%	4.0%	4.1%	163
Type of Television Programs Watched (Top 5 Indexed)	Science fiction / Fantasy shows	29.4%	18.9%	19.2%	153
	History	53.9%	41.4%	41.8%	129
	Science & nature shows	54.9%	43.5%	43.8%	125
	Sports / sports shows	49.8%	43.1%	43.3%	115
	Biography	47.6%	42.2%	42.3%	113
Type of Radio Programs Listened To (Top 5 Indexed)	Modern rock/Alternative rock	56.4%	36.5%	37.1%	152
	All sports	15.2%	10.9%	11.1%	137
	Jazz / Big band	11.4%	8.7%	8.8%	131
	News / Talk / Information	48.3%	39.1%	39.4%	123
	Oldies (50s, 60s, 70s, 80s)	42.2%	34.2%	34.5%	122
Types of Websites Visited (Top 5 Indexed)	Sites for specific activities or interests	52.4%	35.3%	35.9%	146
	Sports	34.0%	26.7%	26.9%	126
	Travel	58.1%	50.3%	50.6%	115
	Games	37.1%	32.7%	32.8%	113
	Entertainment	57.8%	51.3%	51.5%	112



<b>Appendix Two</b>		
<b>Canadian TAMS 2006 Culture and Entertainment Segmentation</b>		
<b>Activity Segment</b>	<b>Activities in Segment</b>	
<b>Historical Sites, Museums &amp; Art Galleries</b>	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 Paleontological/Archaeological Sites
<b>Shopping &amp; Dining</b>	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	High-End Restaurants with an International Reputation
	Went to Local Outdoor Cafes	Other High-End Restaurants
<b>Aboriginal Cultural Experiences</b>	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
<b>Fairs &amp; Festivals</b>	Farmers' Markets or Country Fairs	Firework Displays
	Carnivals	Ethnic Festivals
	Exhibition or Fairs	Food /Drink Festivals
<b>Science &amp; Technology Exhibits</b>	Science or Technology Museums	Children's Museums
	Science & Technology Theme Parks	Went to an Imax Movie Theatre
	Planetarium	
<b>Theme Parks &amp; Exhibits</b>	Amusement Park	Aquariums
	Water Theme Park	Zoos
	Movie Theme Park	Entertainment Farms (e.g., Corn Maze, Petting Zoo)
	Wax Museums	
<b>High Art Performances</b>	Classical or Symphony Concert	Ballet or Other Dance Performances
	Opera	
<b>Professional Sporting Events</b>	Professional Football Games	Professional Golf Tournaments
	Professional Basketball Games	Professional Ice Hockey Games
	Professional Baseball Games	Professional Soccer Games
<b>Live Theatre</b>	Live Theatre	Live Theatre with Dinner
	Theatre Festivals	
<b>Literary &amp; Film Festivals</b>	Literary Festivals or Events	International Film Festivals
<b>Tastings</b>	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)
<b>Casinos</b>	Went to a Casino	
<b>Spas</b>	Day Visit to a Health & Wellness Spas while on an Overnight Trip	
<b>Participatory Historical Activities</b>	Historical Re-Enactments (as an Actor)	Interpretive Program at a Historic Site or National /Provincial Park
	Curatorial Tours	Archaeological Digs
<b>Equestrian &amp; Western Events</b>	Equine (Horse) Competitions	Western Theme Events (e.g., Rodeos)
	Horse Races	



<b>Appendix Two</b>		
<b>Canadian TAMS 2006 Culture and Entertainment Segmentation</b>		
<b>Agri-Tourism</b>	Dining At A Farm	Harvesting and /or Other Farm Operations
	Went Fruit Picking at Farms or Open Fields	
<b>National &amp; International Sporting Events</b>	Curling Bonspiel	National /International Sporting Events such as the Olympic Games
	Professional Figure Skating	
<b>Gardens Theme Attractions</b>	Garden Theme Park	Botanical Gardens
<b>Amateur Tournaments</b>	Amateur Sports Tournaments and Competitions	Amateur Tournaments and Competitions other than Sports-related
<b>Musical Concerts, Festivals &amp; Attractions</b>	Music Festivals	Musical Attractions
	Jazz Concert	Free Outdoor Performances (e.g., Theatre, Concerts) in a Park
	Rock & Roll/Popular Music Concert	Country & Western Music Concert
<b>Comedy Festivals &amp; Clubs</b>	Comedy Festivals	Stand-up Comedy Clubs & Other Variety Shows