



## RESEARCH SERVICES

# Travel Activities and Motivations of U.S. Residents: An Overview

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## ACKNOWLEDGEMENTS

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

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

This report was written by the Ontario Ministry of Tourism and was subject to minor revisions for a British Columbian audience. Tourism British Columbia is pleased to acknowledge the major and continuing role played by the Ontario Ministry of Tourism in the TAMS partnership.

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

## **EXECUTIVE SUMMARY**

This report, entitled “Travel Activities and Motivations of U.S. Residents: An Overview”, is based on a survey of Canadian and American travellers conducted between January and June 2006. This report deals only with the travel patterns and attitudes of Americans. A separate report on the travel patterns of Canadians, entitled “Travel Activities and Motivations of Canadian Residents: An Overview” will be released later this year.

Unless otherwise specified, data in this report pertaining to American travel patterns refer to the two-year time period including 2004 and 2005.

### **Overnight Travel by Americans**

- In the last two years, 79% of adult Americans, or 176 million Americans, took at least one overnight trip, while 46 million Americans did not take any such trips.
- Although most Americans who did not travel cited time or financial constraints, 8.7% mentioned reasons related to health and terrorism issues and 5.4% gave reasons related to hassles at border crossings. These are new issues that did not arise in surveys prior to the terrorist attacks of September 11, 2001.
- In the last ten years, as well as in the last two years, Canada was the top foreign destination visited by Americans for overnight trips. In the last two years, 30% of American travellers visited Canada, Mexico or the Caribbean while 16% took an overnight trip outside North America.
- On overnight trips, Americans most enjoy: dining at restaurants that offer local ingredients and recipes, shopping for clothing, shoes or jewelry, visiting casinos or amusement parks, and strolling around a city to observe its buildings and architecture.
- Although American travellers enjoy shopping and dining (79%), that is not what brings them to the destination. Dining was the main reason for taking overnight trips in only 12% of all the trips that included dining as an activity. Similarly, only in 13% of the trips in which Americans engaged in shopping, was shopping the main reason for taking the trip.
- Only a few (26 out of 194 activities included in TAMS) of the activities undertaken by overnight American travellers were trip-motivators in most (50% or more) of the trips that included the activity. This suggests that most single activities do not act as trip motivators.

- Of the single activities that Americans engaged in during their overnight trips:
  - 78% of trips containing hunting for big game were primarily motivated by hunting big game (3.6% of all travellers went on at least one trip that included big game hunting)
  - 76% of trips that included a package golf tour were primarily motivated by taking a package golf tour (1.3% of all travellers went on at least one trip that included a package golf tour)
  - 72% of trips containing downhill skiing were primarily motivated by downhill skiing (6.2% of all travellers went on at least one trip that included downhill skiing)

## **Trip Planning**

- In 2004-2005, the majority (63%) of adult Americans were personally involved in planning all of their overnight, out-of-town pleasure or vacation trips. Of those who were involved with planning, the majority (76%) used the Internet as one of their trip planning tools.
- American travelers also relied on other sources of information to help plan their trips. Over 50% of Americans relied on their own past experience and approximately 45% relied on the advice of friends or relative when planning overnight pleasure trips. Less than a quarter of Americans relied on a travel agent (19%).
- Nearly a quarter of adult Americans who were involved in planning overnight pleasure trips used advertising (in newspapers, or on TV or in publications received by mail) as a source of information.
- When planning overnight pleasure trips, Americans were more likely to use hotel or travel websites such as Expedia and Travelocity than government-related web sites.
- Almost half of the American pleasure travellers used the Internet to make travel purchases (such as airline tickets).

## **Decision Making Process**

- The majority of American overnight pleasure travellers started their trip-planning process by considering the destination they wanted to visit, rather than activities or travel experiences.
- There are five types of benefits that 50% or more of American travellers find highly important when they take overnight pleasure or vacation trips. Three relate to the impact of travel on mental health associated with boredom, routine work and highly structured life while the other two relate to developing lasting relationships and memories.
- 85% of all American travellers used travel to relieve stress in one form or another. Some 54% of travellers reported that they sought knowledge and mental stimulation, while 69% wanted to maintain or improve relationships.
- Two-thirds (67%) of the American travellers indicated that the choice of the destination for a pleasure or vacation trip is very or extremely important to them (at least as important as buying a house or car).
- In choosing a destination, two conditions were important to a majority of American travellers: Feeling safe at the destination (72%) and having convenient access to the destination by car (51%).
- Among American travellers, 79% rate comfort and safety as highly important, and 67% rate the cost of travel as highly important.

## **Impressions and Ratings of Destinations**

- About one-third of American travellers had no impressions of Canadian provinces or territories and were unable to rate them.
- For eight out of 12 Canadian jurisdictions the proportion of American travellers who rated them as very unappealing was greater than the proportion who rated them as very appealing travel destinations. The four jurisdictions that received higher ratings as very appealing were: British Columbia, Ontario, Quebec and Prince Edward Island. A higher percentage of Americans (26%) rated British Columbia as “very appealing” than any other province. British Columbia also had the largest positive differential (+12%) between those Americans who rated the provinces as “very appealing” versus those who rated it as “very unappealing”.
- Hawaii was by far the most appealing destination for the majority of American travellers (69% rated as “very appealing”).

## **Cottage and Recreational Vehicle Ownership**

- Almost 20% of American travellers (or 34.5 million) have access to a cottage, cabin or vacation home. Almost all of these cottages and vacation homes are in the United States (93%) and most are in the travellers' home states.
- Almost one million American travellers have cottages or vacation homes in Canada, 60% of which are located in Ontario.

## **Media Habits**

- About 60% of American travellers read the weekday edition of a newspaper in a typical week and an additional 26% read it occasionally or rarely. Similar proportions read the weekend edition of a newspaper.
- 42% of American travellers read the travel section of a daily newspaper and 49% read the travel section of a weekend edition frequently or occasionally.
- Entertainment and music magazines, such as People and TV Guide, enjoyed the highest magazine readership among American travellers (34%).
- Movies on TV and dramas (such as Law & Order, The West Wing and the OC) had the highest audience among American travellers (70% and 63% respectively). Only 3% of American travellers stated that they do not watch TV on a regular basis.
- Nearly all American travellers reported listening to the radio on a regular basis.
- Slightly less than one-third of American travellers belong to a frequent flyer program and 42% are members of an automobile club such as AAA.

## **Vacation Days**

- In 2005, 20% of all American travellers received 1 to 14 days of paid vacations from their employer in 2005. 14% of all American travellers received no paid vacation days from their employer.
- Of Americans who were entitled to paid vacations, 22% did not use any of their vacation days while 39% used between 1 and 14 days in 2005. Among those who used one or more days of their paid vacations in 2005, 9% did not use any days for travel and 41% used just one week for travel.



## **Demographics**

- American travellers are on average younger than non-travellers and have double the household income of non-travellers.
- Compared to travellers, higher proportions of American non-travellers are retired, suffer from a long-term illness, or are unemployed, and lower proportions are employed as full time paid employees.
- The vast majority of American travellers live with a spouse or partner and about one-third have children under the age of 18.
- American travellers are significantly more educated than American non-travellers. Over 38% of American travellers had a university degree.

## Introduction

This report is based on the 2006 Travel Activities and Motivations Survey (TAMS), which examined the recreational activities and travel habits of Canadians and Americans during 2004 and 2005. The survey 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.

This report deals only with the travel patterns and attitudes of Americans. A separate report about the travel patterns of Canadians, "Travel Activities and Motivations of Canadian Residents: An Overview", will be released later this year.

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 British Columbia;
- Identify packaging opportunities for each of these markets;
- Determine how to reach these markets (i.e. in terms of communication strategies); and
- Provide information on how to better fine-tune and target existing marketing campaigns.

TAMS was sponsored by 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>2</sup>  
The Government of Yukon  
The Government of Northwest Territories

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, thus only the travel characteristics and behaviours of Americans of at least 18 years of age were examined by TAMS.

The reference period for the data is 2004 and 2005 and, unless otherwise specified, data in this report refers to this period.

'Trips' in this report refers to overnight out-of-town travel.

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<sup>2</sup> Tourism British Columbia's participation was supported financially by the Ministry of Tourism, Sport and the Arts.

The U.S. TAMS consisted of a mailback survey as an existing mail panel was utilized for the project.

- The panel's response rate for the survey was 71%.
- The U.S. database consists of 60,649 completed responses.

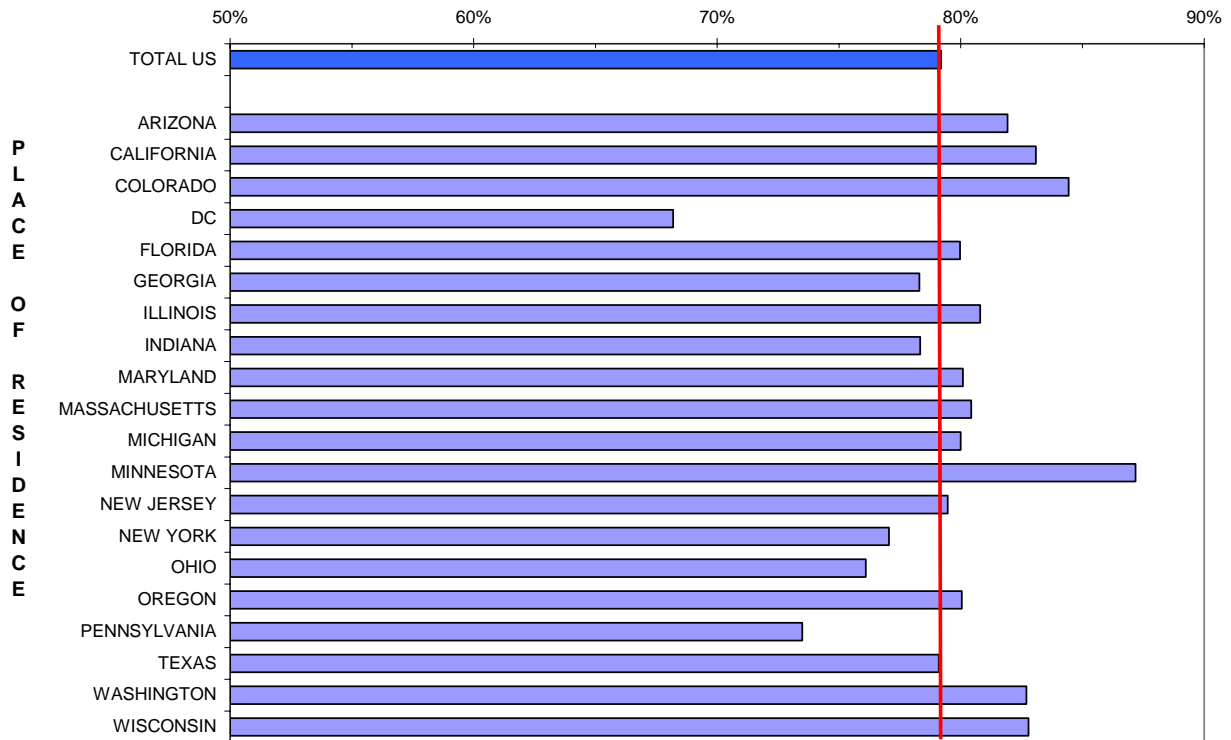
This is the second TAMS project; the first was completed in 2000. For the 2006 TAMS the questionnaire was adjusted to better meet the needs of tourism stakeholders. Some of the differences include:

- More detailed questions regarding activities, as well as identifying the activities that were the primary motivators for trips;
- Identification of the travel decision-maker in the family and the process of selecting trip types;
- Identification of planning sequence regarding destinations, experiences or activities;
- Ratings of various factors as to their importance in deciding where to travel;
- More detailed questions regarding media habits;
- Additional questions on ethnic/cultural background to identify the country of birth of the parents of the respondents as well as the time of immigration; and
- Ratings of Canadian and foreign jurisdictions as destinations for pleasure travel.

# OVERNIGHT TRAVEL BY AMERICANS

## INCIDENCE OF OVERNIGHT TRAVEL

PERCENT OF AMERICANS WHO TOOK ONE OR MORE TRIPS OF ONE OR MORE NIGHTS DURING 2004-05  
Selected US States



### Highlights:

- 79%, or 176 million adult Americans (18 years of age or older) took at least one overnight, out-of-town trip during the two year period 2004-05.
- Americans residing in Minnesota, Colorado, California, Washington, Wisconsin and Arizona were the most likely to travel overnight.
- 46 million adult Americans (21% of the total adult population) reported that they did not take any overnight trips during 2004-05.

## REASONS FOR NOT TAKING OVERNIGHT TRIPS

REASON	American Non-Travellers (000s)	% of Americans Non-Travellers (46.5 million)
Financial reasons (not enough money, unemployed, etc.)	19,697	42.4%
Too expensive / I would rather spend the money on something else	12,841	27.6%
Not enough time to travel	7,748	16.7%
Sick / Infirm / Disabled	6,725	14.5%
Nobody to travel with	4,576	9.9%
No particular reason	4,037	8.7%
No interest / Nothing to see or do that appeals to me	3,508	7.6%
No out-of-town family or friends to visit	3,485	7.5%
I have young children	3,149	6.8%
Recently made a major purchase (house, car, etc.)	2,626	5.7%
<b>Worried about health issues at the destination</b>	<b>2,540</b>	<b>5.5%</b>
<b>Too much hassle to travel (passports, border crossings, etc.)</b>	<b>2,522</b>	<b>5.4%</b>
I am done travelling	2,489	5.4%
Too old to travel	2,459	5.3%
<b>Worried about terrorism</b>	<b>2,200</b>	<b>4.7%</b>
Language difficulties / Don't speak the language	639	1.4%
Some other reason	4,409	9.5%
Don't Know	365	0.8%
<b>Not Stated</b>	<b>7,787</b>	<b>16.8%</b>

Note: Multiple responses were allowed.

### Highlights:

- Americans cited financial and time constraints as the top reasons for not taking overnight, out-of-town trips.
- Fears about health issues or terrorism at the destination are new issues that did not appear in the previous TAMS (1999/2000) and seem to reflect the anxiety stemming from wars, SARS and the September 11, 2001 terror attacks.

## DESTINATIONS VISITED

DESTINATION	American travellers in 2004-05 (000s)	% of total travellers (176.4 mil)	American travellers in the last 10 years (000s)	% of total travellers (176.4 mil)
U.S. (NET)	173,790	98.5%	174,819	99.1%
Home State	138,937	78.8%	149,522	84.8%
Other U.S State(s)	156,955	89.0%	166,784	94.6%
<b>CANADA (NET)</b>	<b>24,982</b>	<b>14.2%</b>	<b>46,611</b>	<b>26.4%</b>
Newfoundland & Labrador	708	0.4%	1,869	1.1%
Prince Edward Island	1,041	0.6%	2,822	1.6%
New Brunswick	1,399	0.8%	3,377	1.9%
Nova Scotia	2,297	1.3%	5,572	3.2%
Quebec	5,323	3.0%	12,335	7.0%
Ontario	14,181	8.0%	27,046	15.3%
Manitoba	896	0.5%	2,430	1.4%
Saskatchewan	831	0.5%	2,237	1.3%
Alberta	2,056	1.2%	5,594	3.2%
<b>British Columbia</b>	<b>7,049</b>	<b>4.0%</b>	<b>15,813</b>	<b>9.0%</b>
Yukon Territory	968	0.5%	2,412	1.4%
Northwest Territories	673	0.4%	1,632	0.9%
Nunavut	82	0.0%	274	0.2%
Mexico	23,250	13.2%	42,159	23.9%
South/Central America	5,758	3.3%	10,849	6.2%
The Caribbean	21,740	12.3%	38,312	21.7%
EUROPE (incl. UK&RUSSIA)	15,581	8.8%	31,945	18.1%
AUSTRALIA/NEW ZEALAND	1,622	0.9%	4,917	2.8%
ASIA	5,166	2.9%	9,821	5.6%
AFRICA	1,268	0.7%	3,380	1.9%
SOME OTHER DESTINATION	5,990	3.4%	10,994	6.2%
<b>NOT STATED</b>	1,350	0.8%	883	0.5%

Note: Numbers and percentages do not add up to 100% because some travellers visited more than one place.

### Highlights:

- 14% of all American travellers took an overnight trip to Canada in the last 2 years. Ontario had the most travellers (8%) followed by British Columbia (4%) and Quebec (3%)
- Over the last ten years and in the most recent two-year period, Canada has been the top foreign destination visited by Americans for overnight trips.

## DESTINATIONS VISITED: Washington & Californian Residents

DESTINATION	Washington Resident Travellers in 2004-05 (000s)	% of Washington travellers (3.95 mil)	Californian Resident Travellers in 2004-05 (000s)	% of Californian travellers (22.4 mil)
TOTAL TRAVELLERS	3,946	100.0%	22,406	100.0%
U.S. (NET)	3,884	98.4%	22,128	98.8%
Home State	3,331	84.4%	20,107	89.7%
Other U.S State(s)	3,468	87.9%	18,685	83.4%
<b>CANADA (NET)</b>	1,387	35.2%	2,611	11.7%
Newfoundland & Labrador	19	0.5%	66	0.3%
Prince Edward Island	11	0.3%	108	0.5%
New Brunswick	6	0.2%	86	0.4%
Nova Scotia	24	0.6%	176	0.8%
Quebec	36	0.9%	499	2.2%
Ontario	96	2.4%	892	4.0%
Manitoba	20	0.5%	69	0.3%
Saskatchewan	32	0.8%	81	0.4%
Alberta	161	4.1%	347	1.5%
<b>British Columbia</b>	1,310	33.2%	1,601	7.1%
Yukon Territory	50	1.3%	141	0.6%
Northwest Territories	29	0.7%	97	0.4%
Nunavut	0	0.0%	4	0.0%
Mexico	554	14.0%	5,387	24.0%
South/Central America	120	3.0%	991	4.4%
The Caribbean	274	7.0%	1,685	7.5%
EUROPE (incl. UK&RUSSIA)	349	8.8%	2,612	11.7%
AUSTRALIA/NEW ZEALAND	58	1.5%	391	1.7%
ASIA	165	4.2%	1,644	7.3%
AFRICA	21	0.5%	248	1.1%
SOME OTHER DESTINATION	117	3.0%	787	3.5%
<b>NOT STATED</b>	20	0.5%	130	0.6%

Note: Numbers and percentages do not add up to 100% because some travellers visited more than one place.

### Highlights:

- Approximately 35% of Washington residents (1.4 million) travelled to Canada on at least one overnight trip in 2004-05. The large majority travelled to BC (94%).
- A third of Washington travellers took a trip to British Columbia in the last 2 years (33%).
- Overall, 22.4 million California residents travelled in the past 2 years. Over 10% of Californian residents travelled to Canada and the majority of those residents travelled to BC (61%).

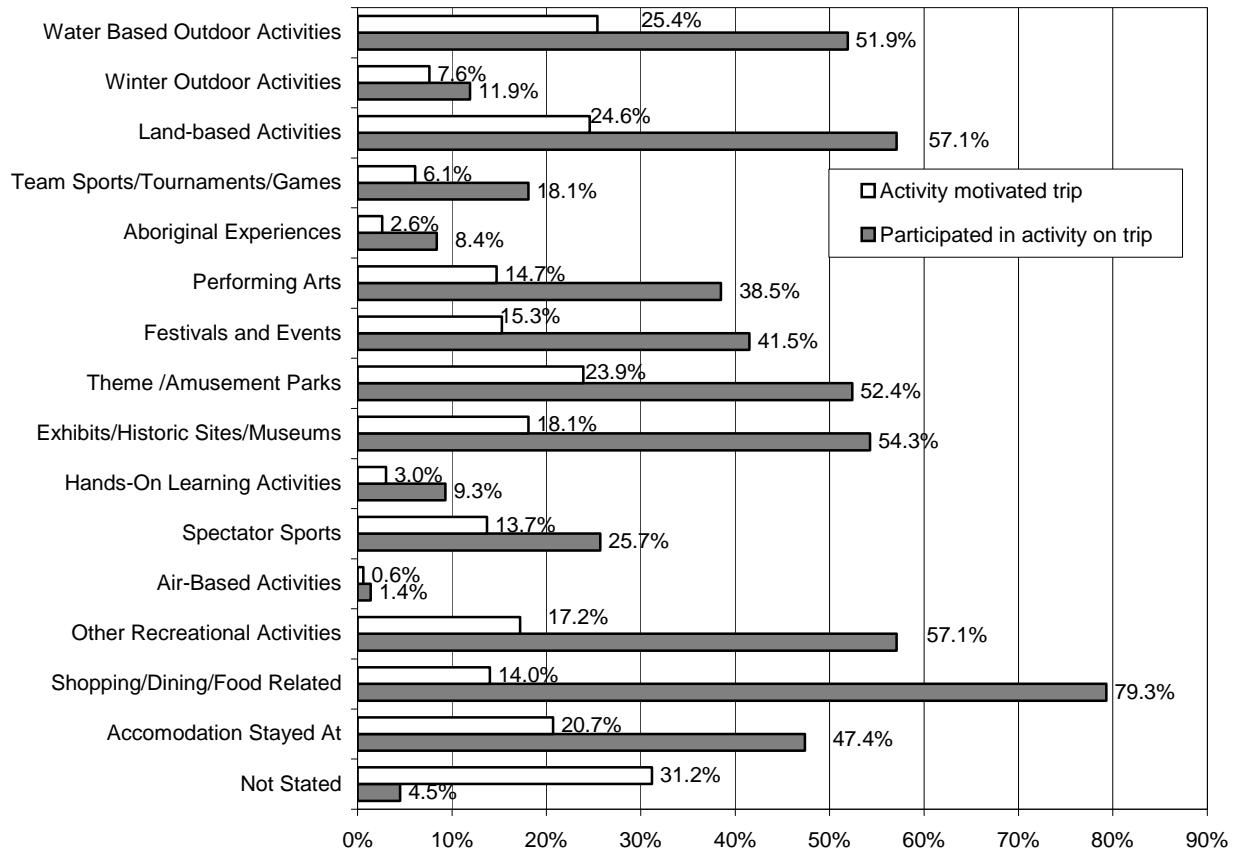
## ACTIVITY PARTICIPATION WHILE ON OVERNIGHT TRIPS AND IMPORTANCE OF ACTIVITIES AS TRIP MOTIVATORS

### Highlights for All Activity Tables:

- Only 26 activities, of the 194 activities contained in the TAMS questionnaire, were the main trip motivator in 50% or more of the trips that included them. This suggests that most activities are not primary trip motivators.
- 31% of American travellers did not mention any activity as the main reason for taking any of their trips, either because single activities do not act as trip-motivators for many travellers or because of non-response to this question. Given the low non-response rates in all of the other TAMS questions, this high percentage most likely signifies again that for a large portion of American travellers, single activities do not act as trip-motivators.
- Activities that were usually the primary motivator of trips that included them were:
  - Big-game hunting
    - 78% of trips with big game hunting were motivated by hunting big game (3.6% of all travellers went on at least one trip that included big game hunting).
  - Package golf tours
    - 76% of trips that included a package golf tour (1.3% of all travellers went on at least one trip that included a package golf tour).
  - Motorcycle overnight touring
    - 75% of trips containing motorcycle touring (1.4% of all travellers went on at least one trip that overnight motorcycle touring).
  - Downhill skiing
    - 72% of trips containing downhill skiing (6.2% of all travellers went on at least one trip that included downhill skiing).
- Dining at restaurants that offer local ingredients and recipes (57%), shopping for clothing, shoes or jewellery (48%), going to a casino (34%) or an amusement park (33%) and strolling around a city to observe buildings and architecture (33%) are the most frequent activities for overnight travelers.
- Although American travelers enjoy shopping and dining when they travel, they tend to list other activities as the primary reason for their travel. Dining was the main reason for taking trips of one or more nights on only 12% of all the trips that had dining as an activity. Similarly, only for 13% of the trips that had shopping as an activity was shopping the main reason for the trip.
- 39.3 million (22%) American travellers have stayed at a campground on at least one overnight trip in the last 2 years. Of those 39.3 million, 74% stayed at a public campground or in a nature park.
- Nearly a fifth of American travellers stayed at a seaside resort in the last 2 years (18%) and 9% have stayed at a ski or mountain resort.



## Activities Participated on Overnight Trips in 2004-05



- Over three quarters of American Travellers participated in Shopping/Dining/Food related activities on at least one overnight trip in the last 2 years. Only 14% of American travellers were primarily motivated by Shopping/Dining/Food Related activities.
- Over fifty percent of American travellers participated in Exhibits/Historic Sites/Museums activities (54%); Land-based activities (57%); Theme/Amusement Park activities (53%) and Water-Based activities (52%).
- As a group, Winter Outdoor activities had the highest ratio of trips primarily motivated by these activities to total trips containing these activities (64%).

<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b>	<b>American Travellers (000s)</b>	<b>% of total travellers (176.4 mil)</b>	<b>% of travellers for whom this activity motivated some of their trips</b>
<b>WATER-BASED OUTDOOR ACTIVITIES (NET)</b>	<b>91,509</b>	<b>51.9%</b>	<b>25.4%</b>
Fishing (Net)	32,118	18.2%	7.3%
Fishing – Fresh Water	25,330	14.4%	5.7%
Fishing – Salt Water	12,362	7.0%	2.4%
Fishing – Trophy Fishing	1,350	0.8%	0.4%
Kayaking/Canoeing (Net)	11,557	6.6%	1.8%
Kayaking or Canoeing – Fresh Water	8,598	4.9%	1.6%
Kayaking or Canoeing - Ocean	4,033	2.3%	0.4%
Kite Surfing	423	0.2%	0.1%
Motor Boating	15,708	8.9%	2.4%
Parasailing	3,428	1.9%	0.3%
Sailing	4,694	2.7%	0.8%
Scuba (Net)	5,629	3.2%	1.2%
Scuba Diving in Lakes/Rivers	918	0.5%	0.2%
Scuba Diving in Sea/Ocean	5,252	3.0%	1.1%
Snorkeling (Net)	18,746	10.6%	2.4%
Snorkeling in Lakes or Rivers	1,920	1.1%	0.2%
Snorkeling in Sea/Ocean	17,983	10.2%	2.3%
Sunbathing or Sitting on a Beach	49,779	28.2%	12.1%
Swimming (Net)	60,066	34.1%	10.4%
Swimming in Lakes	27,991	15.9%	3.8%
Swimming in Oceans	47,108	26.7%	8.4%
Water Skiing	6,552	3.7%	1.1%
White Water Rafting	5,089	2.9%	1.4%
Wind Surfing	631	0.4%	0.1%

<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b>	<b>American travellers (000s)</b>	<b>% of total travellers</b>	<b>% of travellers for whom this activity motivated some of their trips</b>
<b>WINTER OUTDOOR ACTIVITIES (NET)</b>	<b>20,936</b>	<b>11.9%</b>	<b>7.6%</b>
Dog Sledding	593	0.3%	0.1%
Ice Fishing	2,337	1.3%	0.8%
Ice-Skating	3,761	2.1%	0.4%
Skiing (Net)	12,545	7.1%	5.0%
Cross Country	2,431	1.4%	0.6%
Cross/Back Country as an Overnight Touring Trip	380	0.2%	0.1%
Downhill	10,960	6.2%	4.5%
Heli-skiing	216	0.1%	0.1%
Ski Jouring	173	0.1%	0.0%
Snowboarding	4,452	2.5%	1.5%
Snowmobiling	3,414	1.9%	1.0%
Day Use on Organized Trail	3,220	1.8%	0.9%
As an Overnight Touring Trip	650	0.4%	0.3%
Snowshoeing	1,369	0.8%	0.2%
<b>LAND-BASED ACTIVITIES (NET)</b>	<b>100,773</b>	<b>57.1%</b>	<b>24.6%</b>
All Terrain Vehicle (Net)	9,862	5.6%	1.6%
Used One for a Same Day Excursion	9,373	5.3%	1.5%
Used One as Part of an Overnight Touring Trip	1,759	1.0%	0.5%
Bungee Jumping	729	0.4%	0.1%
Climbing (Net)	7,077	4.0%	1.4%
Ice Climbing	253	0.1%	0.1%
Rock Climbing	3,284	1.9%	0.6%
Mountain Climbing	4,777	2.7%	1.0%
Cycling (Net)	10,883	6.2%	1.7%
Same Day Excursion	8,451	4.8%	1.1%
Mountain Biking	3,437	1.9%	0.6%
Used one for an Overnight Tourism Trip	962	0.5%	0.3%
Fitness (Net)	24,263	13.8%	1.9%
Working Out in a Fitness Centre	17,212	9.8%	1.2%
Jogging or Exercising Outdoors	15,851	9.0%	1.3%
Golfing (Net)	18,377	10.4%	3.5%
Played an Occasional Game	16,343	9.3%	2.1%
Played During Stay at a Golf Resort	5,080	2.9%	1.8%
Took Package Golf Tour to Play On Various Courses	2,236	1.3%	1.0%

<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b>	<b>American Travellers (000s)</b>	<b>% of total travellers (176.4 mil)</b>	<b>% of travellers for whom this activity motivated some of their trips</b>
<b>LAND-BASED ACTIVITIES - Continued</b>			
Hiking (Net)	<b>32,129</b>	<b>18.2%</b>	<b>5.6%</b>
Same Day Excursion While on Overnight Trip	29,661	16.8%	4.0%
Hiking in Wilderness with Overnight Camping	7,446	4.2%	2.6%
Horseback Riding (Net)	10,553	6.0%	1.5%
Same Day Horseback Riding Excursion	10,211	5.8%	1.3%
Travelled by Horse with Overnight Stops	948	0.5%	0.3%
Hunting (Net)	9,288	5.3%	3.8%
Big Game	6,417	3.6%	2.8%
Small Game	4,153	2.4%	1.4%
Birds	3,434	1.9%	1.2%
In-line/Roller Blading	2,105	1.2%	0.2%
Mini-Golf	23,121	13.1%	1.2%
Motorcycling (Net) MOTORCYCLING (NET)	5,283	3.0%	1.7%
Day Excursion While on Overnight Trip	4,667	2.6%	1.3%
As an Overnight Touring Trip	2,500	1.4%	1.1%
Visited National, Provincial, State Nature Park	45,375	25.7%	10.0%
Skateboarding	1,178	0.7%	0.2%
Viewing Northern Lights	3,762	2.1%	0.6%
Wildflowers/Flora Viewing	15,319	8.7%	1.7%
Wildlife Viewing (Net)	30,841	17.5%	4.4%
Bird Watching	12,128	6.9%	1.3%
Whale Watching and Other Marine Life	14,097	8.0%	2.1%
Land Based Animals	22,268	12.6%	3.0%
<b>TEAM SPORTS (NET)</b>	<b>31,935</b>	<b>18.1%</b>	<b>6.1%</b>
Badminton	1,541	0.9%	0.1%
Baseball or Softball	6,262	3.6%	1.7%
Basketball	4,909	2.8%	0.9%
Beach Volleyball	4,296	2.4%	0.4%
Board Game	12,365	7.0%	0.5%
Bowling	8,600	4.9%	1.2%
Curling	249	0.1%	0.0%
Football	4,237	2.4%	1.2%
Ice Hockey	1,400	0.8%	0.5%
Paintball	1,471	0.8%	0.2%
Soccer	2,807	1.6%	0.8%
Squash	184	0.1%	0.0%
Tennis	4,491	2.5%	0.5%
Volleyball	4,120	2.3%	0.5%

Comedy Festivals	1,747	1.0%	0.3%
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<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b>	<b>American Travellers (000s)</b>	<b>% of total travellers (176.4 mil)</b>	<b>% of travellers for whom this activity motivated some of their trips</b>
<b>ABORIGINAL ACTIVITIES (NET)</b>	<b>14,752</b>	<b>8.4%</b>	<b>2.6%</b>
Aboriginal Cultural Experiences in a Remote or Rural Setting Where You Stayed for One or More Nights	3,889	2.2%	0.8%
Aboriginal Heritage Attractions (e.g. Museums, Interpretive Centres)	10,253	5.8%	1.4%
Aboriginal Festivals and Events (e.g. Pow Wows)	4,400	2.5%	0.9%
Aboriginal Cuisine (Tasted or Sampled)	4,460	2.5%	0.6%
Aboriginal Arts and Crafts Shows	5,810	3.3%	0.9%
Aboriginal Outdoor Adventure or Sports	1,734	1.0%	0.3%
<b>PERFORMING ARTS (NET)</b>	<b>67,997</b>	<b>38.5%</b>	<b>14.7%</b>
Ballet or Other Dance Performances	9,009	5.1%	1.6%
Classical or Symphony Concerts	8,736	5.0%	1.6%
Country/Western Music Concerts	12,106	6.9%	2.8%
Free Outdoor Performance (e.g. Theatre, Concert) in a Park Setting	23,963	13.6%	2.8%
Jazz Concert	6,393	3.6%	1.1%
Live Theatre	23,011	13.0%	4.0%
Live Theatre with Dinner	10,994	6.2%	1.9%
Opera	3,182	1.8%	0.8%
Rock & Roll/Popular Concert	20,309	11.5%	5.4%
Stand-up Comedy Clubs & Other Variety Shows	19,023	10.8%	2.2%
Circus	6,878	3.9%	1.2%
<b>FESTIVALS &amp; EVENTS (NET)</b>	<b>73,291</b>	<b>41.5%</b>	<b>15.3%</b>
Carnivals	15,437	8.8%	2.3%
International Film Festivals	1,655	0.9%	0.4%
Literary Festivals or Events	1,621	0.9%	0.3%
Music Festivals	10,704	6.1%	2.9%
Theatre Festivals	2,645	1.5%	0.6%
Farmers' Markets or Country Fairs	32,140	18.2%	3.6%
Exhibitions or Fairs	18,463	10.5%	3.2%
Religious Festivals	8,680	4.9%	2.4%
Food/drink Festivals	17,124	9.7%	2.8%
Ethnic Festivals	9,292	5.3%	1.5%
Western Theme Events such as Rodeos	5,588	3.2%	1.2%
Gay Pride Parades	2,406	1.4%	0.6%
Firework Displays	27,448	15.6%	3.4%
Hot Air Balloon Festivals	3,725	2.1%	0.9%

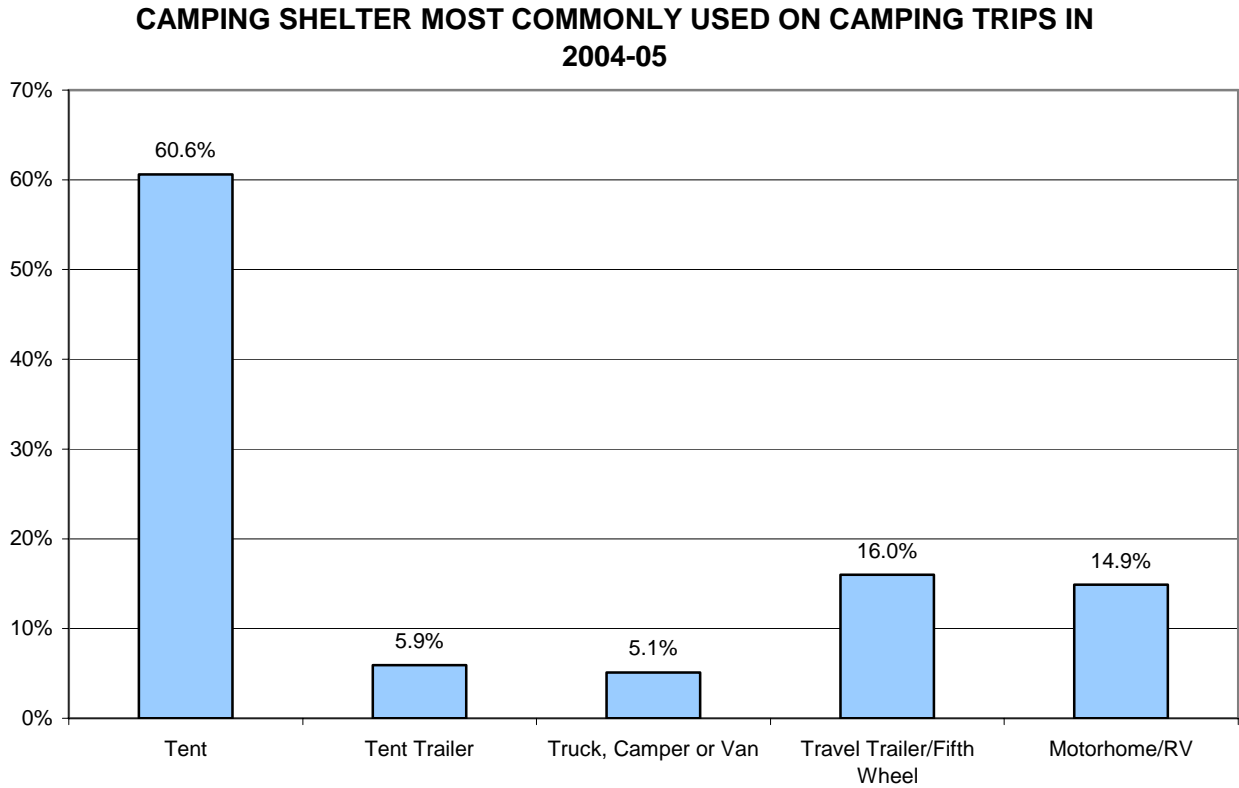
<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b>	<b>American Travellers (000s)</b>	<b>% of total travellers (176.4 mil)</b>	<b>% of travellers for whom this activity motivated some of their trips</b>
<b>THEME PARKS (NET)</b>	<b>92,519</b>	<b>52.4%</b>	<b>23.9%</b>
Amusement Park	57,903	32.8%	17.7%
Aquarium	35,088	19.9%	5.1%
Botanical Gardens	20,228	11.5%	2.1%
Garden Theme Park	7,218	4.1%	1.1%
Musical Attractions	8,261	4.7%	1.4%
Movie Theme Parks	12,048	6.8%	2.7%
Planetarium	7,867	4.5%	1.0%
Science & Technology Theme Park	8,270	4.7%	1.2%
Water Theme Park	21,496	12.2%	4.7%
Wax Museums	7,125	4.0%	0.8%
Zoos	35,049	19.9%	5.4%
Entertainment farms (Corn Maze, Petting Zoo)	10,912	6.2%	1.5%
<b>EXHIBITS, ARCHITECTURE, HISTORIC SITES (NET)</b>	<b>95,814</b>	<b>54.3%</b>	<b>18.1%</b>
Art Galleries	24,755	14.0%	2.8%
Historical replicas of Cities/Towns with Historic Re-enactments	16,132	9.1%	2.9%
Museums (Net)	50,468	28.6%	6.3%
Children's Museums	10,691	6.1%	1.3%
General History or Heritage Museums	33,461	19.0%	3.8%
Science or Technology Museums	20,645	11.7%	2.6%
Military/War Museums	17,660	10.0%	2.4%
Palentological/Archeological Sites	8,748	5.0%	1.3%
Strolling Around a City to Observe its Buildings & Architecture	56,945	32.3%	6.8%
Well Known Historic Sites or Buildings	51,478	29.2%	7.4%
Other Historic Sites Monuments and Buildings	42,809	24.3%	5.6%
Well Known Natural "Wonders"	36,223	20.5%	6.9%
<b>HANDS-ON LEARNING ACTIVITIES (NET)</b>	<b>16,427</b>	<b>9.3%</b>	<b>3.0%</b>
Archaeological Digs	1,666	0.9%	0.3%
Cooking/Wine Tasting Courses	7,109	4.0%	1.1%
Courses to Learn Another Language	1,369	0.8%	0.3%
Curatorial Tours	1,814	1.0%	0.3%
Harvesting and/or Other Farm Operations	2,659	1.5%	0.5%
Historical Re-Enactments (As an Actor)	1,355	0.8%	0.4%
Interpretive Program at a Historic Site or Park	4,684	2.7%	0.6%
Wilderness Skills Courses	1,508	0.9%	0.3%

<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b>	<b>American Travellers (000s)</b>	<b>% of total travellers (176.4 mil)</b>	<b>% of travellers for whom this activity motivated some of their trips</b>
<b>SPECTATOR SPORTS (NET)</b>	<b>45,284</b>	<b>25.7%</b>	<b>13.7%</b>
Amateur Sports (Net)			
Amateur Sports Tournaments/Competitions	12,389	7.0%	3.6%
Amateur Tournaments and Competitions Other Than Sports	1,742	1.0%	0.4%
Auto Races	9,641	5.5%	3.5%
Professional Sports (Net)			
Professional Baseball Games	18,004	10.2%	4.1%
Professional Basketball Games	5,534	3.1%	1.2%
Professional Figure Skating	1,129	0.6%	0.3%
Professional Football Games	9,753	5.5%	2.9%
Professional Golf Tournaments	2,209	1.3%	0.6%
Professional Ice Hockey Games	4,253	2.4%	0.9%
Professional Soccer Games	1,532	0.9%	0.3%
Horse Races	5,224	3.0%	1.2%
Equine (Horse) Competitions	2,086	1.2%	0.6%
Curling Bonspiel	152	0.1%	0.0%
National/International Sporting Events, e.g. the Olympic Games	857	0.5%	0.3%
<b>AIR-BASED ACTIVITIES (NET)</b>	<b>2,409</b>	<b>1.4%</b>	<b>0.6%</b>
Hang Gliding	390	0.2%	0.1%
Hot Air Balloons	1,660	0.9%	0.4%
Parachuting	735	0.4%	0.2%
<b>OTHER RECREATIONAL ACTIVITIES (NET)</b>	<b>100,730</b>	<b>57.1%</b>	<b>17.2%</b>
Day Visit to a Health and Wellness Spa	12,687	7.2%	1.4%
Photography	27,003	15.3%	2.0%
Recreational Dancing	8,329	4.7%	0.7%
Went to Casino(s)	60,594	34.4%	13.1%
Went to the Movies/Cinema	45,605	25.9%	3.3%
Went to Imax Movie Theatres	21,163	12.0%	2.0%

<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b>	<b>American travellers (000s)</b>	<b>% of total travellers</b>	<b>% of travellers for whom this activity motivated some of their trips</b>
<b>SHOPPING/DINING/FOOD (NET)</b>	<b>139,848</b>	<b>79.3%</b>	<b>14.0%</b>
Dining (Net)	114,473	64.9%	7.5%
At Restaurants Offering Local Ingredients & Recipes	99,627	56.5%	5.8%
At High-End Restaurants of International Reputation	28,535	16.2%	2.3%
At Other High-End Restaurants	42,326	24.0%	2.4%
At a Farm	6,237	3.5%	0.6%
Shopping (Net) SHOPPING (NET)	116,855	66.2%	8.4%
Shop/Browse – Bookstores or Music Stores	59,194	33.6%	2.8%
Shop/Browse – Antiques	40,076	22.7%	2.7%
Shop/Browse – Gourmet Foods in Retail Stores	27,033	15.3%	1.4%
Shop/Browse – Local Arts & Crafts Studies/ Exhibits	57,244	32.5%	3.0%
Shop/Browse – Clothing, Shoes and Jewelry	85,011	48.2%	5.2%
Shop/Browse – Greenhouse or Garden Centre	18,477	10.5%	1.3%
Went to Local Outdoor Cafes	48,202	27.3%	2.1%
Went to Wineries for day Visits and Tasting	27,391	15.5%	3.2%
Went to Breweries for Day Visits and Tasting	13,389	7.6%	1.3%
Went to Fruit Picking at Farms or Open Fields	10,155	5.8%	1.3%
Visited Food Processing Plants such as Cheese Factory	9,478	5.4%	0.9%
<b>ACCOMODATION-RELATED ACTIVITIES (NET) STAYED AT:</b>	<b>83,631</b>	<b>47.4%</b>	<b>20.7%</b>
Lakeside/Riverside Resort	21,363	12.1%	4.4%
Ski Resort or Mountain Resort	15,374	8.7%	3.6%
Seaside Resort	31,380	17.8%	6.8%
Wilderness (Net)	7,218	4.1%	1.7%
Remote or Fly-in Wilderness Lodge	1,415	0.8%	0.4%
Remote or fly-in Wilderness Outpost	762	0.4%	0.2%
Wilderness Lodge You Can Drive to by Car	5,977	3.4%	1.3%
Cooking School	1,006	0.6%	0.2%
Wine Tasting School	755	0.4%	0.2%
Country Inn or Resort Because it had a Gourmet Restaurant on the Premises	3,432	1.9%	0.6%
Health Spa	5,411	3.1%	0.8%
Farm or Guest Ranch	3,452	2.0%	0.6%
On a Houseboat	2,477	1.4%	0.7%
Campground (Net)	39,314	22.3%	9.6%
A Public Campground in a Nature Park	29,085	16.5%	7.1%
A Private Campground	17,484	9.9%	3.7%
A Camp Site in a Wilderness Setting(Not a Campground)	8,073	4.6%	1.8%
A Motor Home or RV While Travelling or Touring (Not a Camping Trip)	7,338	4.2%	1.4%



## SHELTER USED ON CAMPING TRIPS



### Highlights:

- Of the 48 million adult Americans who went camping, 61% used a tent. Travel trailer/fifth wheeler was the second most popular choice accounting for 16% of American campers with Motorhome/RV accounting for 15%.

## TOURS

TYPES OF TOURS TAKEN IN 2004-2005	Number (000s)	% of total travellers (176.4 Million)
An Organized or Guided Group Tour where you Stayed for One or More Nights at Different Locations	13,509	7.7%
An Organized or Guided Group Tour where you Stayed for One or More Nights at a Single Location (e.g, Casino, Spa, etc.)	11,552	6.5%
An Organized or Guided Group Tour Excursion of Less Than One Day's Duration(A Same day Tour) while on a Trip of One or More Nights	31,745	18.0%
A Self-guided (i.e., Not Part of an organized Group Tour) Same Day Tour Excursion while on a Trip of One or More Nights	32,901	18.7%
A Self-Guided Tour (i.e., Not Part of an Organized Group Tour) on which you Stayed in Different Places for One or More Nights	17,760	10.1%
None of the Above	73,392	41.6%
Not Stated	35,906	20.4%
Net: Organized Tours	43,783	24.8%
Net: Self-Guided Tours	41,548	23.6%
Net: Same Day Tours (Self-guided or Organized)	51,270	29.1%
"WHERE DID YOU GO ON THESE SAME DAY TOURS IN 2004-2005?"	Number (000s)	% of total travellers (176.4 Million)
Around the Countryside – Scenic Drives	22,461	12.7%
Around the City	27,044	15.3%
As a Pilot or Passenger of Airplane or Helicopter	2,403	1.4%
On the Water (Sightseeing Cruise)	13,289	7.5%
To a Winery/Wineries	6,138	3.5%
To a Factory/Factories	3,129	1.8%
To a Casino	8,408	4.8%
Wilderness/Outdoor Tour	12,723	7.2%
Some Other Type of Tour	15,126	8.6%
Not Stated	2,239	1.3%

### Highlights:

- In 2004-2005, 51 million adult Americans (29%) took a same-day tour, either self-guided or organized, while on an overnight trip. "Around the City" was the most popular type of same-day tour.
- Self-guided tours were of equal importance to organized or guided tours.
- 42% of American travellers did not take any guided or self-guided tours.

## CRUISES

Types of Overnight Cruises in 2004-2005	Number (000s)	% of total travellers (176.4 mil)
<b>OCEAN CRUISE (NET)</b>	<b>23,612</b>	<b>13.4%</b>
Ocean Cruise - Alaska	4,265	2.4%
Ocean Cruise – Caribbean	15,369	8.7%
Ocean Cruise - Other	8,210	4.7%
<b>LAKE/RIVER CRUISES (NET)</b>	<b>4,185</b>	<b>2.4%</b>
Great Lakes Cruise	666	0.4%
Cruise on the St. Lawrence River	485	0.3%
Cruise on Another Lake or River	3,379	1.9%
<b>SUBMARINE CRUISE</b>	<b>422</b>	<b>0.2%</b>
<b>SOME OTHER TYPE OF CRUISE</b>	<b>2,937</b>	<b>1.7%</b>
<b>DID NOT TAKE A CRUISE</b>	<b>118,467</b>	<b>67.2%</b>
<b>NOT STATED</b>	<b>29,647</b>	<b>16.8%</b>

### Highlights:

- Approximately 16% of adult American travellers took a cruise in 2004-2005.
- Though Caribbean cruises were by far the most popular types of cruises, the combined lake/ river cruise market was nearly as large as the Alaska cruise market.

## BUSINESS TRAVEL

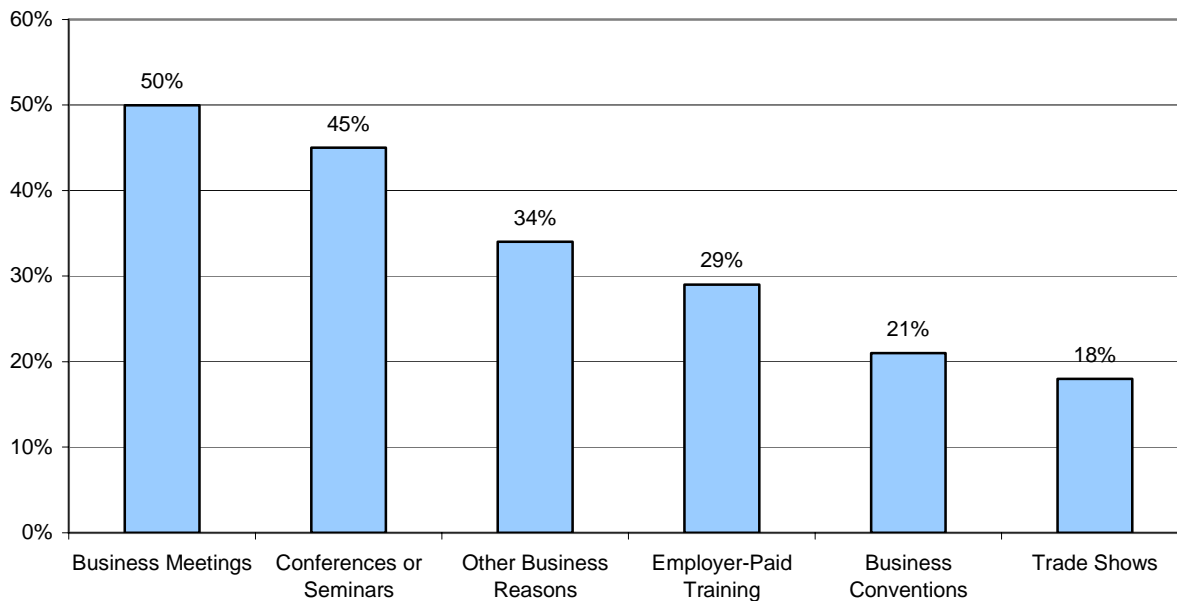
### Incidence of Business or Job-Related Travel

TYPES OF BUSINESS OR JOB-RELATED TRAVEL IN 2004-2005	Number (000s)	% of total travellers (176.4 mil)
<b>TOOK ANY TYPE OF BUSINESS TRIPS (NET)</b>	<b>57,145</b>	<b>32.4%</b>
Business Meetings	28,398	16.1%
Trade Shows	10,180	5.8%
Business Conventions	12,190	6.9%
Conferences or Seminars	25,722	14.6%
Employer-Paid Training	16,404	9.3%
Some Other Business Reason	19,276	10.9%
<b>I HAVE NOT TAKEN ANY OUT-OF-TOWN JOB-RELATED OVERNIGHT TRIPS</b>	<b>105,845</b>	<b>60.0%</b>
<b>NOT STATED</b>	<b>13,405</b>	<b>7.6%</b>

### Highlights:

- About a third (32%) of adult American travellers took at least one overnight business trip, travelling nearly as often to attend conferences or seminars as to attend business meetings.

### AMERICAN TRAVELLERS WHO TRAVELLED FOR BUSINESS REASONS IN 2004-05



## INCENTIVE TRAVEL

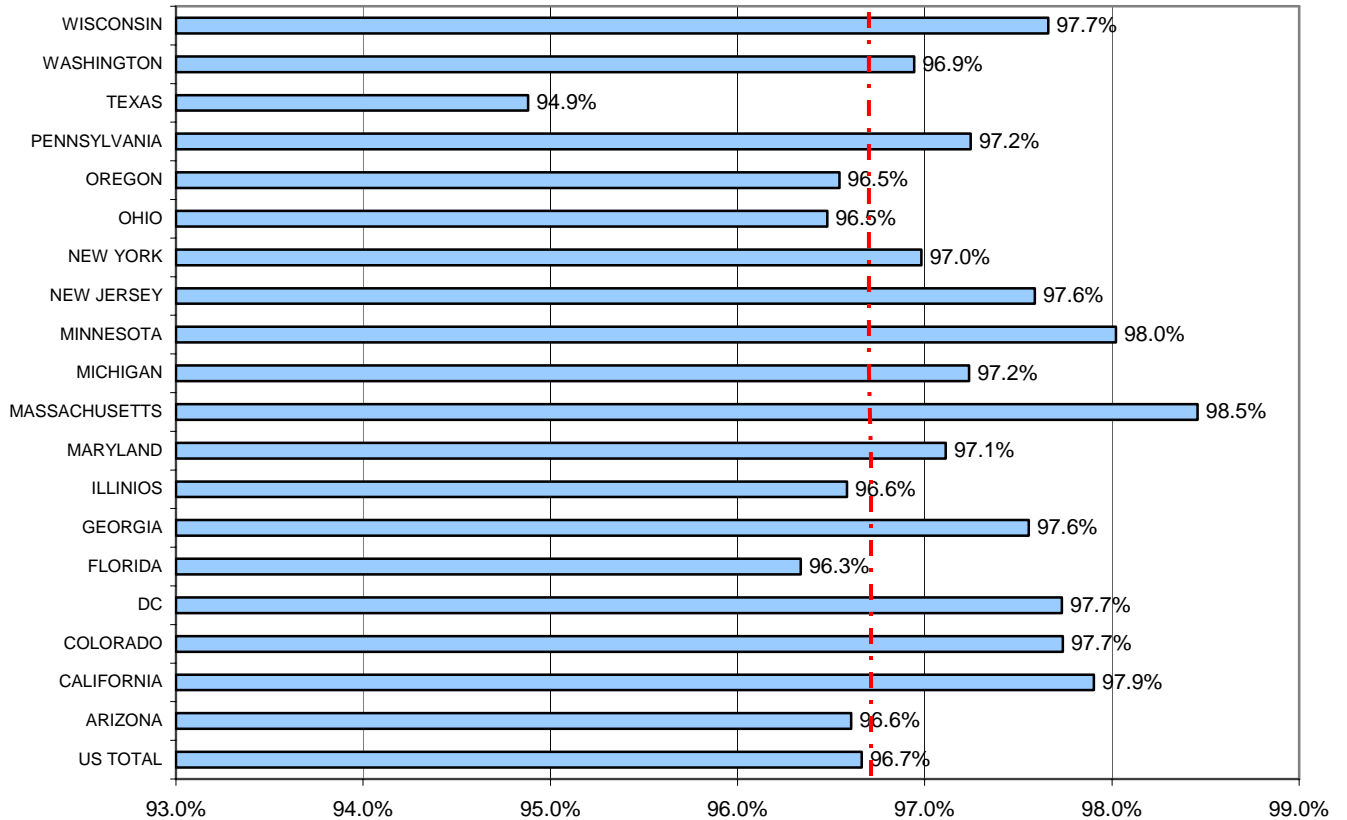
<b>“Has your employer provided you with a fully paid, overnight vacation as a reward?”</b>	<b>Number (000s)</b>	<b>% of total travellers (176.4 mil)</b>
Yes	6,808	3.9%
No	115,126	65.3%
Don't Have an Employer	41,388	23.5%
Not Stated	7,189	4.1%

### Highlights:

- Only 4% of American travellers received an overnight vacation planned and paid by their employers as a reward.
- In the bullet point above, if one excludes those who did not answer the question as well as the Americans who did not have an employer, then this percentage climbs to 6%. In other words, 6% of the American travellers who answered this question and had an employer received an overnight vacation planned and paid by their employer as a reward.

## PLEASURE OR VACATION TRAVEL

### Incidence of Overnight Pleasure or Vacation Travel



#### Highlights:

- Of the 176 million Americans who took overnight trips, almost 97%, or 171 million travelled for pleasure or vacations.
- The incidence of pleasure travel among American travellers varied considerably by state with Washington State and California both having a higher incidence of travel than average.

## NUMBER OF PLEASURE OR VACATION TRIPS

NUMBER OF OVERNIGHT PLEASURE OR VACATION TRIPS IN 2004-2005	Number (000s)	% of total travellers (176.4 mil)
None	5,332	3.0%
One	17,805	10.1%
Two	30,470	17.3%
Three	24,952	14.1%
Four	22,405	12.7%
Five or More	70,371	39.9%
Not Stated	5,060	2.9%

### Highlights:

- Although 3% of adult American travellers did not take any overnight pleasure or vacation trip in the past 2 years (they took only business related trips), almost 40% had taken 5 or more pleasure trips.
- On average, adult American pleasure travellers took 4.3 overnight pleasure or vacation trips during 2004-05.

## PLACES VISITED DURING PLEASURE OR VACATION TRIPS

SELECTED PLACES VISITED FOR OVERNIGHT PLEASURE OR VACATION TRIPS IN 2004-2005	Number (000s)	% of pleasure travellers (170.5 mil)
<b>The United States</b>	<b>163,094</b>	<b>95.7%</b>
Florida	45,641	26.8%
California	38,023	22.3%
Nevada	24,362	14.3%
New York State	23,547	13.8%
Texas	20,635	12.1%
Pennsylvania	18,788	11.0%
Arizona	16,526	9.7%
Tennessee	16,406	9.6%
Illinois	16,266	9.5%
Colorado	13,687	8.0%
Michigan	13,032	7.6%
Washington DC	11,511	6.8%
Massachusetts	11,061	6.5%
Hawaii	9,614	5.6%
<b>Canada</b>	<b>20,792</b>	<b>12.2%</b>
Atlantic Provinces	2,580	1.5%
Quebec	4,089	2.4%
Ontario	11,920	7.0%
Manitoba	703	0.4%
Saskatchewan	599	0.4%
Alberta	1,459	0.9%
<b>British Columbia</b>	<b>5,340</b>	<b>3.1%</b>
Yukon	674	0.4%
Northwest Territories	435	0.3%
<b>Other Countries/Regions</b>	<b>42,357</b>	<b>24.8%</b>
Mexico	18,751	11.0%
South / Central America	4,238	2.5%
The Caribbean	18,364	10.8%
Europe (Incl. UK & Russia)	12,261	7.2%
Australia / New Zealand	1,238	0.7%
Asia	3,784	2.2%
Africa	971	0.6%
<b>Not Stated</b>	<b>5,472</b>	<b>3.2%</b>

### Highlights:

- Of the 171 million adult Americans who took one or more overnight pleasure or vacation trips, 96% visited the United States, 12% Canada and 25% other countries.
- Canada is the top foreign destination for American overnight pleasure travellers and Ontario receives the largest share of these visitors (7%) and British Columbia receives the second largest share (3%).
- Although Hawaii is a more appealing destination to Americans than Florida (see page 45), Florida received far more visitors.



## NUMBER OF OVERNIGHT TRIPS BY AMERICANS TO SPECIFIC DESTINATIONS

NUMBER OF OVERNIGHT PLEASURE TRIPS TAKEN IN 2004-2005 TO SPECIFIC DESTINATIONS SELECTED STATES, PROVINCES AND COUNTRIES							
DESTINATION OF OVERNIGHT PLEASURE TRIP	Number of Overnight Pleasure Trips (000s)						
	TOTAL	1	2	3	4	5+	Not Stated
CALIFORNIA (000s)	38,023	16,346	8,310	4,335	2,331	6,173	528
As % of pleasure travellers to destination		43.0%	21.9%	11.4%	6.1%	16.2%	1.4%
FLORIDA (000s)	45,640	22,473	11,937	4,238	2,187	4,267	538
As % of pleasure travellers to destination		49.2%	26.2%	9.3%	4.8%	9.3%	1.2%
NEVADA (000s)	24,360	12,485	5,605	2,271	1,467	2,161	371
As % of pleasure travellers to destination	1	51.3%	23.0%	9.3%	6.0%	8.9%	1.5%
NEW YORK STATE (000s)	23,547	11,932	4,977	2,229	1,230	2,822	357
As % of pleasure travellers to destination		50.7%	21.1%	9.5%	5.2%	12.0%	1.5%
QUEBEC (000s)	4,088	3,060	576	166	68	99	119
As % of pleasure travellers to destination		74.8%	14.1%	4.1%	1.7%	2.4%	2.9%
ONTARIO (000s)	11,920	6,693	2,044	424	299	404	2,056
As % of pleasure travellers to destination		56.2%	17.2%	3.6%	2.5%	3.4%	17.2%
MANITOBA (000s)	704	458	139	51	11	16	29
As % of pleasure travellers to destination		65.1%	19.7%	7.2%	1.6%	2.2%	4.2%
SASKATCHEWAN (000s)	599	467	85	16	6	6	19
As % of pleasure travellers to destination		77.9%	14.3%	2.7%	1.1%	1.0%	3.1%
ALBERTA (000s)	1,460	1,164	161	43	29	19	44
As % of pleasure travellers to destination		79.7%	11.1%	2.9%	2.0%	1.3%	3.0%
<b>BRITISH COLUMBIA (000s)</b>	<b>5,341</b>	<b>4,164</b>	<b>671</b>	<b>198</b>	<b>97</b>	<b>123</b>	<b>88</b>
As % of pleasure travellers to destination		<b>78.0%</b>	<b>12.6%</b>	<b>3.7%</b>	<b>1.8%</b>	<b>2.3%</b>	<b>1.6%</b>
YUKON (000s)	673	541	82	13	8	7	22
As % of pleasure travellers to destination		80.3%	12.2%	1.9%	1.2%	1.0%	3.3%
NORTHWEST TER. (000s)	436	348	61	7	10	2	8
As % of pleasure travellers to destination		79.9%	14.1%	1.5%	2.3%	0.5%	1.7%
MEXICO (000s)	18,751	12,811	3,757	897	368	677	241
As % of pleasure travellers to destination		68.3%	20.0%	4.8%	2.0%	3.6%	1.3%
THE CARIBBEAN (000s)	18,364	12,789	3,497	931	386	499	262
As % of pleasure travellers to destination		69.6%	19.0%	5.1%	2.1%	2.7%	1.4%
EUROPE (000s)	12,261	8,416	2,302	632	294	471	146
As % of pleasure travellers to destination		68.6%	18.8%	5.2%	2.4%	3.8%	1.2%

### Highlights:

- As expected, the number of trips that Americans take to US destinations for pleasure or vacation is higher than the number of trips they take to foreign destinations.
- Of the 5.3 million American travellers who have travelled to British Columbia for pleasure or vacations in the last 2 years, 78% have only been once, 13% have been twice and 8% have been three or more times.

## NUMBER OF OVERNIGHT TRIPS BY RESIDENTS OF WASHINGTON STATE TO SPECIFIC DESTINATIONS

NUMBER OF OVERNIGHT PLEASURE TRIPS TAKEN IN 2004-2005 TO SPECIFIC DESTINATIONS SELECTED STATES, PROVINCES AND COUNTRIES								
DESTINATION OF OVERNIGHT PLEASURE TRIP	Number of Overnight Pleasure Trips (000s)							
	TOTAL	1	2	3	4	5+	Not Stated	
WASHINGTON (000's)	2,250	505	420	300	211	772	42	
as % of Washington pleasure travellers to destination		22.3%	18.7%	13.4%	9.4%	34.4%	1.9%	
CALIFORNIA (000s)	1,342	694	355	117	51	101	24	
as % of Washington pleasure travellers to destination		51.8%	26.5%	8.7%	3.8%	7.5%	1.8%	
FLORIDA (000s)	342	241	68	19	4	7	3	
as % of Washington pleasure travellers to destination		70.4%	19.8%	5.6%	1.2%	2.0%	1.0%	
HAWAII (000's)	436	323	78	22	8	5	0	
as % of Washington pleasure travellers to destination		74.2%	17.8%	5.0%	1.8%	1.2%	0%	
NEVADA (000s)	693	349	206	65	27	36	10	
as % of Washington pleasure travellers to destination		50.3%	29.7%	9.4%	3.9%	5.2%	1.4%	
NEW YORK STATE (000s)	215	158	16	22	3	8	8	
as % of Washington pleasure travellers to destination		73.6%	7.6%	10.3%	1.2%	3.7%	3.6%	
<b>BRITISH COLUMBIA (000s)</b>	<b>1,070</b>	<b>648</b>	<b>216</b>	<b>93</b>	<b>36</b>	<b>67</b>	<b>10</b>	
as % of Washington pleasure travellers to destination		<b>60.6%</b>	<b>20.2%</b>	<b>8.7%</b>	<b>3.4%</b>	<b>6.2%</b>	<b>0.9%</b>	
QUEBEC (000s)	27	22	2	0	0	0	3	
as % of Washington pleasure travellers to destination		80.4%	8.5%	0%	0%	0%	11.1%	
ONTARIO (000s)	79	45	11	4	0	4	15	
as % of Washington pleasure travellers to destination		57.4%	13.3%	5.5%	0%	5.2%	18.6%	
MANITOBA (000s)	19	14	0	0	2	3	0	
as % of Washington pleasure travellers to destination		73.2%	0%	0%	11.7%	15.0%	0%	
SASKATCHEWAN (000s)	21	21	0	0	0	0	0	
as % of Washington pleasure travellers to destination		100%	0%	0%	0%	0%	0%	
ALBERTA (000s)	106	81	16	6	0	3	0.3	
as % of Washington pleasure travellers to destination		74.7%	14.4%	5.1%	0%	3.1%	2.8%	
YUKON (000s)	48	34	4	1	0	5	4	
as % of Washington pleasure travellers to destination		75.8%	8.8%	2.5%	0%	12.1%	0.8%	
NORTHWEST TER. (000s)	13	10	1	0	0	2	0	
as % of Washington pleasure travellers to destination		75.5%	11.0%	0%	0%	13.5%	0%	
THE CARIBBEAN (000s)	235	184	38	3	2	8	0	
as % of Washington pleasure travellers to destination		78.3%	16.5%	1.2%	0.7%	3.4%	0%	
MEXICO (000s)	410	348	7	11	18	21	5	
as % of Washington pleasure travellers to destination		72.6%	15.9%	2.3%	3.8%	4.4%	1.0%	
EUROPE (000s)	283	203	50	14	6	7	3	
as % of Washington pleasure travellers to destination		1	71.6%	17.5%	5.1%	2.3%	2.5%	1.1%

### Highlights:

- 1 million Washington residents travelled to British Columbia on at least one overnight pleasure trip in 2004-05. Of those, 60% travelled to British Columbia once in the two year period, 20% travelled twice and 18% travelled at least 3 or more times.
- British Columbia was the most visited Canadian destination by Washington State pleasure travellers in 2004-05.

## NUMBER OF OVERNIGHT TRIPS BY CALIFORNIANS TO SPECIFIC DESTINATIONS

NUMBER OF OVERNIGHT PLEASURE TRIPS TAKEN IN 2004-2005 TO SPECIFIC DESTINATIONS SELECTED STATES, PROVINCES AND COUNTRIES							
DESTINATION OF OVERNIGHT PLEASURE TRIP	Number of Overnight Pleasure Trips (000s)						
	TOTAL	1	2	3	4	5+	Not Stated
WASHINGTON (000's)	1,765	1,110	386	113	63	76	17
as % of Californian pleasure travellers to destination		62.9%	21.9%	6.4%	3.5%	4.3%	1.0%
CALIFORNIA (000s)	16,540	3,645	3,666	2,612	1,482	4,856	279
as % of Californian pleasure travellers to destination		22.0%	22.2%	15.8%	9.0%	29.4%	1.7%
FLORIDA (000s)	2,041	1,407	433	63	42	80	16
as % of Californian pleasure travellers to destination		68.9%	21.2%	3.1%	2.1%	3.9%	0.8%
HAWAII (000's)	3,252	2,232	653	138	67	134	28
as % of Californian pleasure travellers to destination		68.7%	20.1%	4.2%	2.1%	4.1%	0.9%
NEVADA (000s)	8,390	2,985	2,254	1,037	730	1,261	123
as % of Californian pleasure travellers to destination		35.6%	26.9%	12.4%	8.7%	15.0%	1.5%
NEW YORK STATE (000s)	2,308	1,536	427	170	71	85	19
as % of Californian pleasure travellers to destination		66.6%	18.5%	7.4%	3.1%	3.7%	0.8%
<b>BRITISH COLUMBIA (000s)</b>	<b>1,285</b>	<b>1,023</b>	<b>149</b>	<b>60</b>	<b>14</b>	<b>10</b>	<b>29</b>
as % of Californian pleasure travellers to destination		<b>79.7%</b>	<b>11.6%</b>	<b>4.6%</b>	<b>1.1%</b>	<b>0.8%</b>	<b>2.2%</b>
QUEBEC (000s)	364	301	47	2	0	4	10
as % of Californian pleasure travellers to destination		82.6%	12.9%	0.6%	0.0%	1.1%	2.9%
ONTARIO (000s)	705	424	76	2	7	23	173
as % of Californian pleasure travellers to destination		60.2%	10.8%	0.3%	0.9%	3.3%	24.5%
MANITOBA (000s)	56	52	0	0	0	4	0
as % of Californian pleasure travellers to destination		93.0%	0.0%	0.0%	0.0%	7.0%	0.0%
SASKATCHEWAN (000s)	70	68	0	0	0	2	0
as % of Californian pleasure travellers to destination		97.4%	0.0%	0.0%	0.0%	2.6%	0.0%
ALBERTA (000s)	273	223	31	6	5	2	6
as % of Californian pleasure travellers to destination		82.0%	11.3%	2.3%	1.7%	0.7%	2.0%
YUKON (000s)	109	106	3	0	0	0	0
as % of Californian pleasure travellers to destination		97.0%	3.0%	0.0%	0.0%	0.0%	0.0%
NORTHWEST TER. (000s)	63	39	24	0	0	0	0
as % of Californian pleasure travellers to destination		62.2%	37.9%	0.0%	0.0%	0.0%	0.0%
THE CARIBBEAN (000s)	1,413	1,176	138	37	8	23	31
as % of Californian pleasure travellers to destination		83.3%	9.8%	2.6%	0.6%	1.6%	2.2%
MEXICO (000s)	4,495	2,830	1,068	269	69	188	71
as % of Californian pleasure travellers to destination		63.0%	23.8%	6.0%	1.5%	4.2%	1.6%
EUROPE (000s)	2,050	1,444	388	81	42	81	14
as % of Californian pleasure travellers to destination		70.5%	18.9%	4.0%	2.0%	3.9%	0.7%

### Highlights:

- More Californian residents travelled to British Columbia on at least one overnight pleasure trip in 2004-05 than any other Canadian province (1.3 million).
- Of the 1.3 million Californian pleasure travellers, 80% travelled to British Columbia once in the two year period, 12% travelled twice and 7% travelled at least 3 or more times.

## TRIP PLANNING

### Involvement with Planning

<b>INVOLVEMENT WITH THE PLANNING OF OVERNIGHT PLEASURE TRIPS IN 2004-2005</b>	<b>Number (000s)</b>	<b>% of pleasure travellers (170.5 mil)</b>
<b>Frequency of Involvement</b>		
All of the Trips	107,595	63.1%
Most of the Trips	24,984	14.7%
Some of the Trips	16,151	9.5%
None of the Trips	14,287	8.4%
Not Stated	7,494	4.4%
<b>Travellers who are Involved (Some trips or more)</b>	<b>148,730</b>	<b>87.2%</b>
		<b>% of travellers involved in planning (148.7 mil)</b>
<b>Main Person Responsible for the Planning</b>		
Number (000s)		
Yourself	63,871	42.9%
Your Spouse or Partner	27,815	18.7%
Someone Else in your Household	4,042	2.7%
Shared Responsibility involving Yourself and Another Household Member	42,228	28.4%
Shared Responsibility Involving Other Members of Your Household, but Not Yourself	877	0.6%
Someone Else Not in Your Household	7,084	4.8%
Not Stated	2,813	1.9%

### Highlights:

- The majority (63%) of adult Americans got personally involved in planning all overnight, out-of-town pleasure or vacation trips. About one-quarter got involved with some of these trips and only 9% did not get involved at all.
- Of the Americans who were involved with planning at least some of their overnight pleasure trips, 43% were the main person responsible for planning the trips, while their spouse/partner was the main planner in 19% of the cases.

## INFORMATION SOURCES

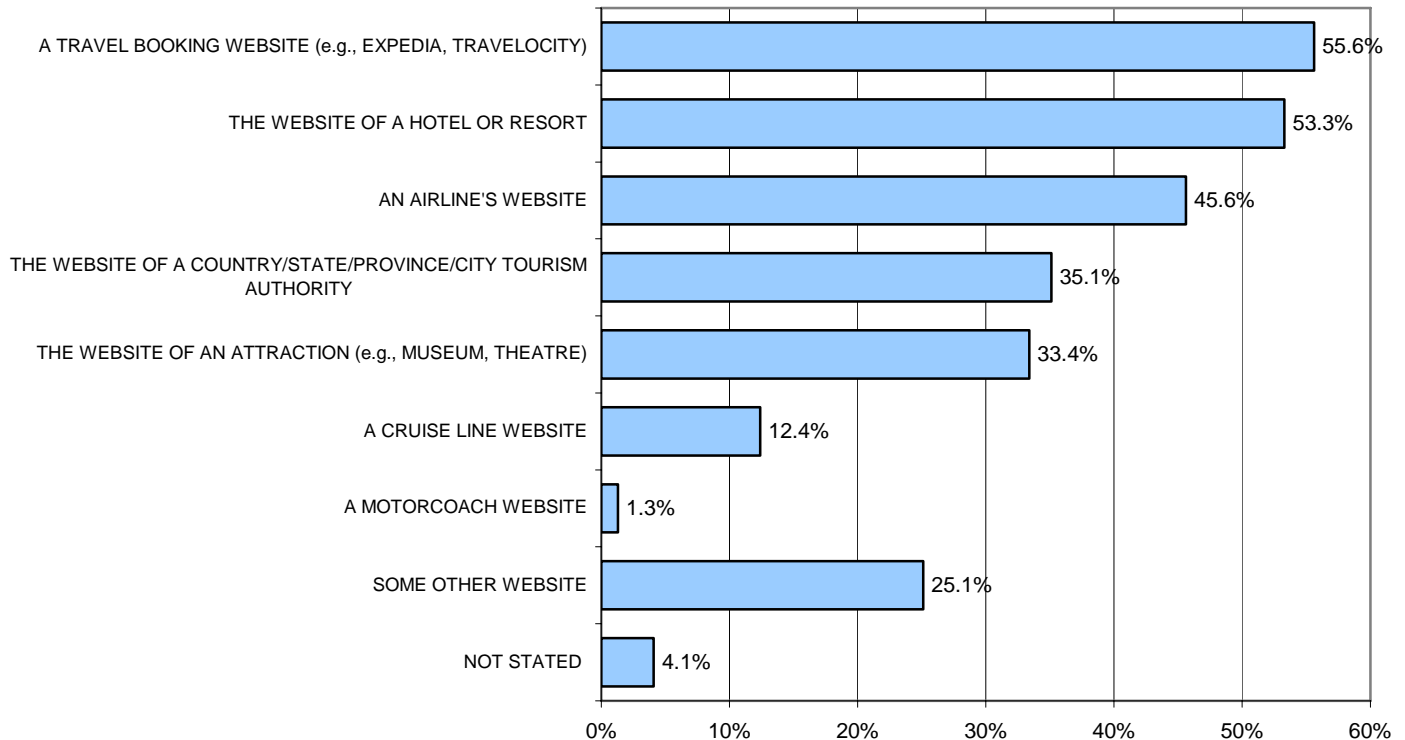
INFORMATION SOURCES USED TO PLAN OVERNIGHT PLEASURE TRIPS IN 2004-2005	Number (000s)	% of travellers involved in planning (148.7 mil)
A Travel Agent	27,726	18.6%
An Internet Website	113,010	76.0%
An Electronic Newsletter or Magazine Received by Email	8,934	6.0%
An Auto Club such as AAA	35,709	24.0%
Articles in Newspapers/Magazines	26,984	18.1%
Advertisements in Newspapers/Magazines	16,175	10.9%
Visitor Information Centres	30,316	20.4%
Travel Guide Books Such as Fodor's or Michelin	17,848	12.0%
Advice of Friends or Relatives/Word-of-Mouth	67,480	45.4%
Visits to Trade Travel or Sportsmen's Shows	3,631	2.4%
Programs on Television	10,608	7.1%
Advertisements on Television	5,926	4.0%
Travel Information Received in the Mail	23,442	15.8%
Past Experience/Been There Before	81,039	54.5%
Maps	48,587	32.7%
Official Travel Guides or brochures from State/Provincial/National Organizations	30,595	20.6%
None of the Above	7,869	5.3%
Not Stated	1,255	0.8%

### Highlights:

- The majority of adult Americans who were involved in planning their overnight pleasure trips used the Internet as a source of information.
- Although the Internet was an important source of information, other sources were also important. More than 75% of Americans who were involved in the planning of their pleasure trips used the advice of their friends/relatives, their own past experience, or a travel agent.
- Almost a quarter (24%) of the adult Americans who were involved in trip-planning used advertising (in newspapers, on TV or in publications received by mail) as a source of information for planning overnight pleasure trips.

## TYPES OF WEBSITES USED

**TYPES OF WEBSITES USED IN 2004-05 TO PLAN OVERNIGHT TRIPS**  
**Americans Who Used the Internet as a Source of Planning Information =113.0 million**



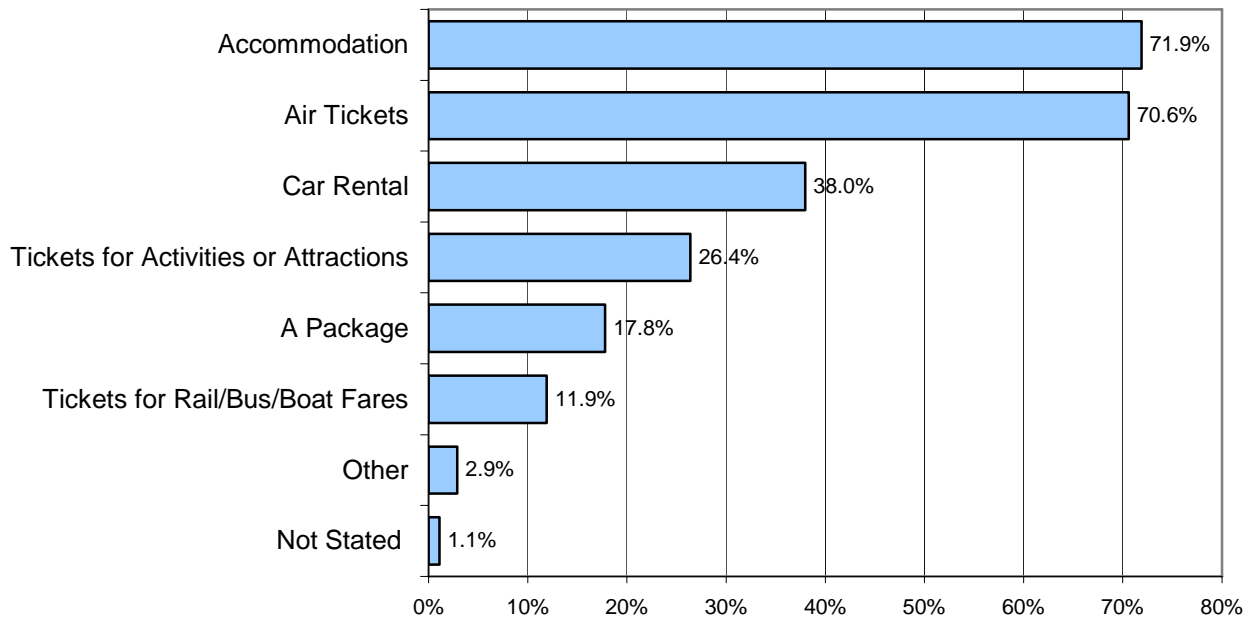
### Highlights:

- In planning overnight pleasure trips during 2004 - 05, Americans were more likely to use hotel or travel websites such as Expedia and Travelocity than government-related web sites. Americans were more likely to use government-related web sites over cruise the website of a specific attraction, cruise line or motor coach.

## BOOKING ON THE INTERNET

“Were any parts of the pleasure or vacation trips of one or more nights you took during the past 2 years actually booked over the Internet either by you or by someone else in your travel party or household?”	Number (000s)	% of total pleasure travellers (170.5 mil)
Yes	83,420	48.9%
No	74,411	43.6%
Don't Know/Not Sure	5,620	3.3%
Not Stated	7,059	4.1%

### TYPES OF TRAVEL SERVICES PURCHASED ON THE INTERNET



### Highlights:

- Almost half of American pleasure travellers purchased travel services over the Internet (49%).
- Of those who purchased travel services over the Internet, most purchased accommodation services and air tickets. Purchasing tickets over the Internet for other modes of public transport was less common.

## PURCHASES OF TRAVEL PACKAGES

<b>NUMBER OF OVERNIGHT PLEASURE TRIPS OVER THE LAST 2 YEARS IN WHICH A TRAVEL PACKAGE WAS PURCHASED</b>	<b>Number (000s)</b>	<b>% of total pleasure travellers (170.5 mil)</b>
<b>Any of them (Net)</b>	<b>40,874</b>	<b>24.0%</b>
Most or All of Them	7,679	4.5%
One, or Some of Them	33,195	19.5%
<b>None of Them</b>	<b>118,168</b>	<b>69.3%</b>
<b>Don't Know/Not Sure</b>	<b>4,790</b>	<b>2.8%</b>
<b>Not Stated</b>	<b>6,678</b>	<b>3.9%</b>

<b>"If You Were to Purchase a Travel Package, What Types of Travel Services Would You Like Included?"</b>	<b>Number (000s)</b>	<b>% of total pleasure travellers</b>
<b>Transportation (Net)</b>	<b>129,470</b>	<b>75.9%</b>
Transportation to the Destination	116,973	68.6%
Transportation while at the Destination	99,704	58.5%
<b>Accommodation</b>	<b>135,165</b>	<b>79.3%</b>
<b>Food or Beverages</b>	<b>74,367</b>	<b>43.6%</b>
<b>Tickets or Fees for Specific Activities or Attractions (Theatres, Museums, Art Galleries, Amusement Parks, etc.)</b>	<b>99,180</b>	<b>58.2%</b>
<b>Some Other Service(s)</b>	<b>28,338</b>	<b>16.6%</b>
<b>Not Stated</b>	<b>16,403</b>	<b>9.6%</b>

### Highlights:

- The vast majority (69%) of American pleasure travellers do not purchase travel packages for overnight pleasure or vacation trips.
- Only 5% of American travellers always buy travel packages while one-quarter of all American pleasure travellers have purchased a travel package for at least one of their overnight pleasure trips.
- If American pleasure travellers were to purchase a travel package, the kind of services they would like included are transportation to and at the destination, accommodation and tickets to activities and attractions. Although food was of a secondary importance, a significant proportion of Americans indicated that they would like it included in the package as well.



## DECISION-MAKING PROCESS: DESTINATION OR EXPERIENCE?

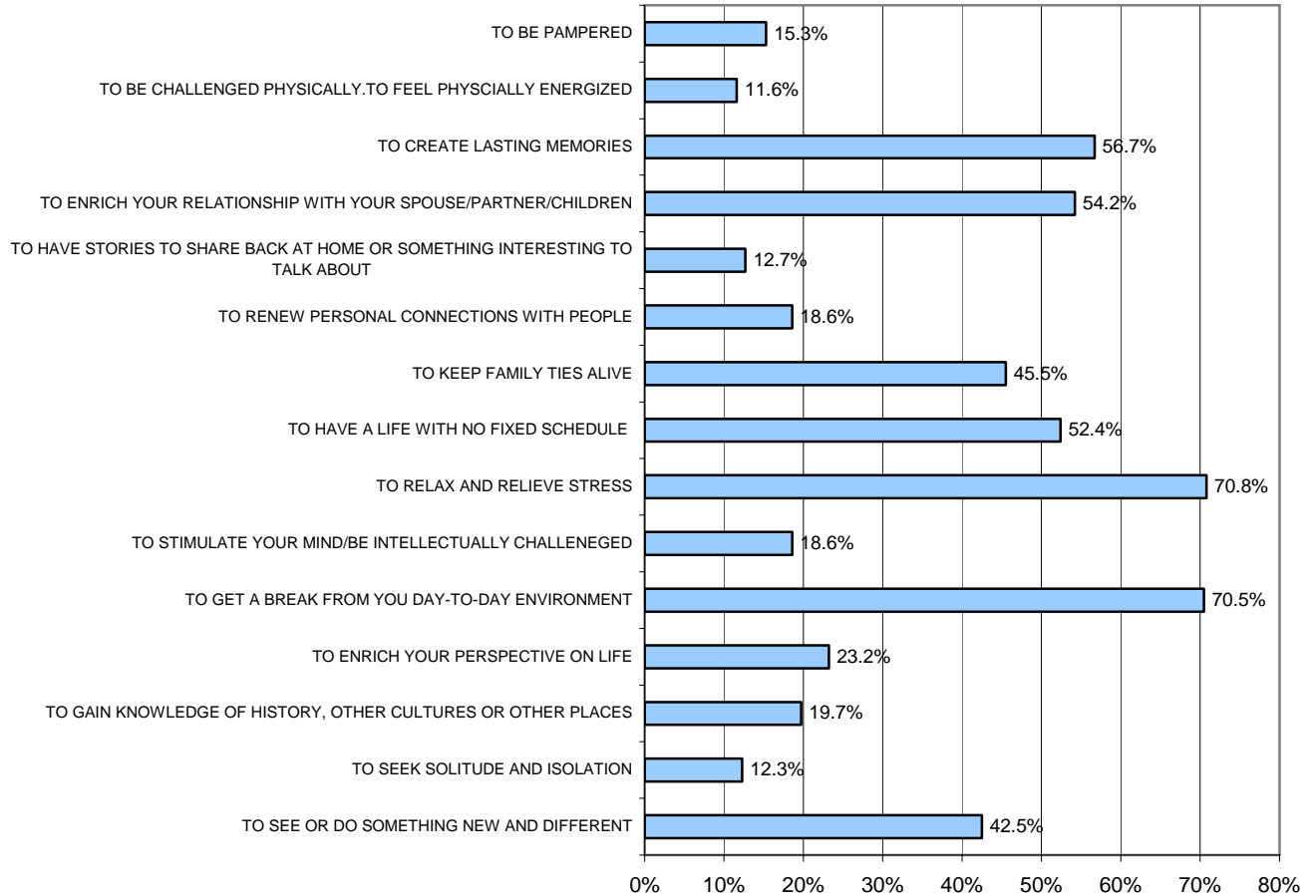
TOOK THIS TYPE OF TRIP IN 2004-2005	SUMMER VACATION TRIPS		WINTER VACATION TRIPS	
	Number (000s)	% of Pleasure Travellers	Number (000s)	% of Pleasure Travellers
Yes	136,127	79.8%	102,282	60.0%
No	28,251	16.6%	61,899	36.3%
Not Stated	6,132	3.6%	6,330	3.7%
“Apart from any cost or budgetary considerations, what did you consider <u>first</u> when planning this type of trip?”	Number (000s)	% of Travellers with Summer Trips	Number (000s)	% of Travellers with Winter Trips
Started with a Desired Destination in Mind	75,339	55.3%	57,487	56.2%
Started by Considering Certain Specific Activities You Wanted to Do (Shop, Hike, Golf, Visit Amusement Park, etc.)	12,847	9.4%	10,987	10.7%
Started with the Idea of a Certain Type of Vacation Experience (Family Vacation, Romance, Socializing with Friends, etc.)	22,381	16.4%	14,400	14.1%
Looked for Packaged Deals without Considering Specific Destinations, Activities or Travel Experiences	1,443	1.1%	1,396	1.4%
Considered Something Else at First	5,927	4.4%	5,216	5.1%
Don't Know/Not Sure	2,979	2.2%	1,849	1.8%
Someone Else Planned the Trip	8,509	6.3%	6,212	6.1%
Not Stated	6,702	4.9%	4,734	4.6%

### Highlights:

- Approximately 80% of American overnight pleasure travellers took at least one summer vacation in 2004-2005 and 60% took a winter vacation.
- The survey investigated the decision-making process of Americans when planning trips and compared summer and winter trip planning processes.
- Regardless of whether they were planning summer or winter vacations, the majority of American pleasure travellers started their planning process by first considering the destination they wanted to visit.

## BENEFITS SOUGHT FROM PLEASURE OR VACATION TRIPS

Percentages based on total travellers = 176.4 million



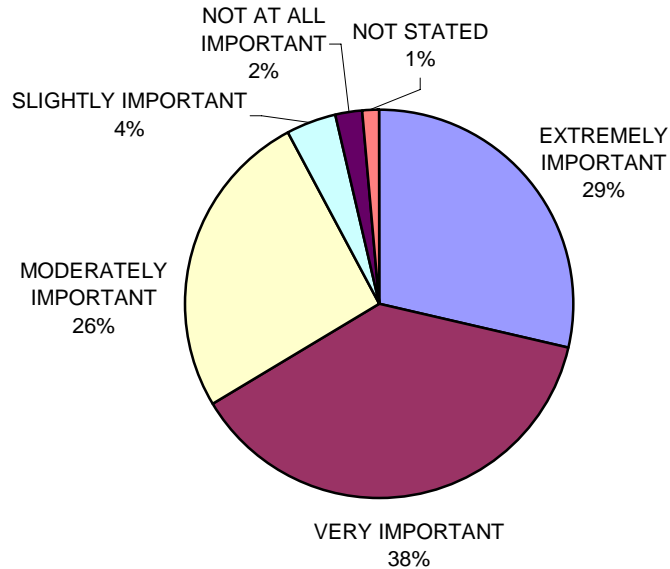
### Highlights:

- There are five categories of benefits that 50% or more of American travellers find highly important when they take overnight pleasure or vacation trips. Three of them relate to the impact that travel has on individual mental health associated with boredom, routine work and highly structured life.
- Those who travel to relieve stress (i.e. to relax, to seek solitude, to have no fixed schedule and to get a break from the day-to-day activities) accounted for 85% of all American travellers. Those who sought knowledge and mental stimulation accounted for 54% and those who sought to improve or maintain relationships accounted for 69%.

## THE IMPORTANCE OF THE CHOICE OF DESTINATION

“For some people, the decision about which destination to choose for a pleasure trip is extremely important – as important as deciding how much to spend on a house or car. For others, the decision is not important at all. How important is the choice of destination to you?”

*Percentage based on total travellers*



### Highlights:

- Two-thirds (67%) of American travellers indicated that the choice of the destination for a pleasure or vacation trip is very or extremely important to them (at least as important as buying a house or car).

## IMPORTANT CONSIDERATIONS IN CHOOSING A DESTINATION

“How Important are each of the following conditions when choosing a destination for an overnight pleasure trip?”	Highly Important	Somewhat Important	Of No Importance
	Percentages based on total number of American travellers = 176.4 million		
No Health Concerns at the Destination	43.1%	40.1%	14.2%
Feeling Safe at the Destination	72.0%	23.6%	2.5%
Being Familiar with the Culture and the Language of the Destination	22.9%	58.2%	16.5%
Being at a Place That is Very Different, Culturally, than Yours	7.6%	42.2%	47.5%
Having Friends or Relatives Living There	14.1%	29.4%	54.4%
Low Cost Package Deals Available for the Destination	31.9%	47.7%	17.9%
Destination is Disabled-Person-Friendly	9.2%	18.4%	69.5%
Lots of Things for Children to See/Do	20.1%	22.5%	54.6%
Lots of Things for Adults to See/Do	47.0%	45.4%	5.3%
Information About the Destination Available on the Internet	28.2%	45.1%	23.8%
Great Shopping Opportunities	16.0%	46.1%	35.4%
Availability of Luxury Accommodations	8.8%	30.8%	53.7%
Availability of Mid-Range Accommodation	32.0%	50.2%	13.1%
Availability of Budget Accommodation	29.5%	45.2%	20.1%
Availability of Camping	8.0%	20.5%	64.4%
Convenient Access by Car	51.1%	39.6%	6.7%
Direct Access by Air	25.6%	44.8%	25.0%
Convenient Access by Train/Bus	8.2%	32.7%	53.4%
Not Stated		1.3%	

### Highlights:

- The two considerations that were the most frequently rated as highly important by American travellers were: feeling safe at the destination (72%) and having convenient access to the destination by car (51%).
- Since some items in the above table refer to the same underlying consumer need (for example, “safety at the destination” and “no health concerns” are both about safety), we have grouped the responses as follows:
  - Conditions that relate to the comfort and safety at the destination – 79% of American travellers rated these conditions as highly important.
  - Conditions that relate to the costs of travelling to a destination – 67% rated those as highly important.

## IMPRESSIONS AND RATINGS OF DESTINATIONS

### Appeal of a Destination

DESTINATION RATINGS ON A 10-POINT SCALE 1= Very Unappealing 10= Very Appealing	Very Appealing (scores of 8, 9 or 10)	Very Unappealing (scores of 1, 2 or 3)	No impression/ Can't Rate	Not Stated
	Percentages based on total number of American travellers = 176.4 million			
Newfoundland & Labrador	10.4%	20.3%	38.1%	3.4%
Nova Scotia	17.1%	17.1%	31.6%	3.3%
New Brunswick	10.3%	19.0%	38.6%	3.7%
Prince Edward Island	17.4%	15.7%	33.5%	3.6%
Quebec	21.9%	16.0%	23.9%	3.5%
Ontario	24.2%	12.8%	21.5%	3.3%
Manitoba	8.5%	18.9%	38.8%	3.7%
Saskatchewan	9.4%	19.7%	37.6%	3.7%
Alberta	14.0%	17.5%	34.0%	3.6%
British Columbia	26.4%	14.1%	27.0%	3.6%
Yukon	15.4%	21.9%	32.9%	3.6%
Northwest Territories	15.4%	20.9%	31.6%	4.1%
New York State	37.2%	13.7%	6.9%	3.2%
Colorado	42.7%	7.7%	7.7%	3.4%
Florida	52.0%	10.8%	2.9%	2.8%
California	51.8%	10.5%	4.1%	3.1%
Hawaii	68.2%	5.6%	4.9%	3.0%
Arizona	37.0%	11.4%	6.4%	3.2%
Did Not Answer Any Part of the Question		1.7%		

### Highlights:

- About one-third of American travellers had no impressions of any Canadian province or territory and were unable to rate them.
- For eight out of 12 Canadian jurisdictions the proportion of American travellers who rated them as very unappealing was greater than the proportion who rated them as very appealing travel destinations. The four jurisdictions that received higher ratings as very appealing vs. very unappealing were Prince Edward Island, Quebec, Ontario and British Columbia.
- Among Canadian provinces, British Columbia had the largest positive difference between the percentages of respondents who rated the province as very appealing compared and those that rated it as very unappealing.
- Hawaii was by far the most appealing of the destinations listed above for the majority of American travellers.

## REASONS TO TRAVEL TO DESTINATION

DESTINATIONS	THERE ARE MANY GOOD REASONS TO TRAVEL TO THIS DESTINATION	THERE ARE SOME GOOD REASONS TO TRAVEL TO THIS DESTINATION	THERE ARE NO GOOD REASONS TO TRAVEL TO THIS DESTINATION	Not Stated
	Percentages based on total number of American travellers = 176.4 million			
Newfoundland & Labrador	7.5%	40.7%	47.4%	4.4%
Nova Scotia	12.4%	43.5%	39.9%	4.3%
New Brunswick	7.1%	40.7%	47.4%	4.9%
Prince Edward Island	12.5%	43.1%	39.8%	4.6%
Quebec	18.0%	45.0%	32.6%	4.4%
Ontario	19.2%	48.6%	28.0%	4.2%
Manitoba	5.3%	40.4%	49.4%	4.9%
Saskatchewan	5.9%	39.9%	49.4%	4.7%
Alberta	9.7%	42.1%	43.5%	4.8%
British Columbia	20.8%	40.8%	33.7%	4.7%
Yukon	10.9%	38.4%	46.1%	4.6%
Northwest Territories	11.1%	40.4%	43.8%	4.7%
New York State	39.4%	42.8%	14.4%	3.4%
Colorado	40.2%	45.7%	10.5%	3.6%
Florida	52.7%	34.6%	9.7%	3.0%
California	52.5%	34.3%	9.9%	3.3%
Hawaii	65.9%	24.8%	6.0%	3.3%
Arizona	31.0%	51.4%	14.0%	3.6%
Did Not Answer Any Part of the Question		1.9%		

### Highlights:

- A destination may be appealing but it may not provide travellers with many reasons to go there. Other destinations that are also appealing may be closer, safer or cheaper.
- British Columbia, Ontario and Quebec received the highest scores among Canadian jurisdictions, but even for these three provinces the ratings are not high when compared to some US states.

## COTTAGE OR VACATION HOME OWNERSHIP AND LOCATION

“Do you have access to a private cottage, cabin or vacation home on a regular basis? (owned by you, a friend or family member that you can use on a regular basis)”		% of travellers (176.4 million)
Yes		19.6%
No		79.5%
Not Stated		1.0%
“Where is this cottage, cabin or vacation home located?”		% of travellers (176.4 million)
The United States		18.3%
Your Own State		10.8%
Anywhere Else In U.S.		9.1%
Canada		0.5%
Newfoundland & Labrador		0.0%
Prince Edward Island		0.1%
Nova Scotia		0.1%
New Brunswick		0.1%
Quebec		0.1%
Ontario		0.3%
Manitoba		0.1%
Saskatchewan		0.0%
Alberta		0.1%
British Columbia		0.2%
Yukon		0.0%
Northwest Territories		0.0%
Nunavut		0.0%
Other Country		1.6%
Mexico		0.6%
The Caribbean		0.5%
Some Other Place		0.9%
Not Stated		0.9%

### Highlights:

- Only 19.6% of American travellers (or 34.5 million people) have access to a cottage, cabin or vacation home.
- The majority (93%) of these cottages and vacation homes are in the United States, with 55% of being located in the travellers’ own home states.
- Almost 1 million American travellers (949,185 people) have cottages or vacation homes in Canada, 60% of which are in Ontario.

## RECREATION VEHICLE OWNERSHIP

<b>“Do you or does someone else in your household, own...?”</b>	<b>% of travellers (176.4 million)</b>
A Motor Home, Camper Or RV	12.3%
A Snowmobile	3.1%
An All-Terrain Vehicle (ATV)	10.6%
A Motor Boat	13.4%
A Sailboat	2.0%
A Canoe Or Kayak	7.3%
None Of The Above	68.5%
Not Stated	2.0%

### Highlights:

- Only 12% of adult American travellers own a motor home, camper or RV and 13% own a motor boat.
- More American travellers own a motor home/RV, snowmobile, ATV, motor boat, or canoe than engage in related activities while on a trip. However, in the case of sailboats, fewer Americans own them (2%) than use them on overnight trips (3%).



## MEDIA HABITS

### Newspapers

<b>“Which of the following newspapers do you normally read in a typical week?”</b>	<b>% of travellers (176.4 mil)</b>
Daily Newspaper Weekday Edition	59.7%
Weekend Edition Of A Newspaper	57.0%
Local Community Newspaper	49.3%
Other Newspapers	13.9%
Don't Read The Newspaper	12.9%
Read Daily Newspapers Occasionally/Rarely	26.2%
Read Weekend Newspapers Occasionally/Rarely	28.7%
Not Stated	0.7%
<b>“How often do you read the travel section of a daily newspaper?”</b>	<b>% of travellers (176.4 mil)</b>
Frequently	17.1%
Occasionally	25.3%
Rarely	25.0%
Never	18.1%
Not Stated	0.9%
<b>“How often do you read the travel section of a weekend edition of a newspaper?”</b>	<b>% of travellers (176.4 mil)</b>
Frequently	23.7%
Occasionally	24.9%
Rarely	22.4%
Never	14.4%
Not Stated	1.0%

#### Highlights:

- About 60% of American travellers read the weekday edition of a newspaper in a typical week and an additional 26% read it occasionally or rarely. Similar numbers of Americans read the weekend edition of a newspaper.
- 42% of American travellers read the travel section of a daily newspaper frequently or occasionally and 49% read the weekend travel section with the same frequency.

## Magazines

“Which of the following magazines do you read in a typical month?”	% of travellers (176.4 million)
Automobile & Cycle Magazines (e.g., Motor Trends)	19.8%
Business, Finance & Investing (e.g., Forbes)	13.9%
Computer, Electronics & Technology	12.4%
Crafts, Antiques & Collectibles	16.5%
Entertainment & Music (e.g., People, TV Guide)	33.5%
Family & Parenting (e.g., Today’s Parent)	12.1%
Fashion & Beauty (e.g., Vogue)	13.8%
Food & Cooking (e.g., Gourmet)	21.4%
General Interest (e.g., Harper’s, Reader’s Digest)	20.7%
Health, Fitness, & Well Living	20.8%
Home & Garden	24.7%
Magazines About Your City (e.g., Chicago Magazine)	6.9%
News Magazine (e.g., Time, Newsweek)	20.3%
Outdoor Activities/Sports (e.g., Backpacker, Sail)	10.6%
Photography & Video	3.9%
Professional Sports(e.g., Sports Illustrated)	12.5%
Regional Magazines	6.8%
Science & Geography (e.g., National Geographic)	14.0%
Travel (e.g., Conde Nast)	10.4%
Other Magazines	41.0%
Don’t read magazines in a typical month	9.6%
Not Stated	0.9%

### Highlights:

- Entertainment and music magazines, such as *People* and *TV Guide*, enjoy the highest readership among American travellers.
- Entertainment and Music (34%) Home & Garden (25%) and Food & Cooking (21%) are the top three types of magazines that American travellers read regularly.
- Surprisingly, only 10% of American travellers read regularly travel magazines such as *Conde Nast* and *Travel & Leisure*.

## Television

“Which of the following types of television programs do you normally watch?”	% of travellers (176.4 million)
Biography	32.8%
Cooking Shows	36.9%
Dramas	62.7%
History	45.0%
Home & Garden Shows	32.2%
Late Night Talk Shows	26.9%
Movies On TV	69.9%
Music/Music Video Shows/Channels	28.0%
News/Current Affairs	57.8%
Reality Shows	39.1%
Science & Nature Shows	36.8%
Science Fiction/Fantasy Shows	24.0%
Shopping Channels	7.7%
Situation Comedies	51.1%
Soap Operas/Daytime Dramas	15.4%
Sports/Sports Shows	44.8%
Travel Shows	28.5%
Other Television Shows	38.0%
Don't Normally Watch TV	2.5%
Not Stated	0.8%

### Highlights:

- In terms of television shows, movies and dramas such as *Law & Order*, *The West Wing* and *OC* enjoy the biggest audiences among American travellers.
- Movies on TV (70%); Dramas (63%) and News/Current Affairs (58%) are the most commonly watched types of television programs among American travellers.
- Over a quarter of American travellers normally watch travel shows (29%).
- Only 3% of American travellers reported that they do not watch TV on a regular basis.

## Radio

<b>“Which of the following types of radio programs do you listen to?”</b>	<b>% of travellers (176.4 million)</b>
All Sports	11.8%
Classical Music	14.1%
Country Music	32.4%
Jazz/Big Band	10.0%
Modern Rock/Alternative Rock	32.7%
Multicultural	4.7%
News/Talk/Information	32.2%
Oldies (50s, 60s, 70s, 80s)	43.7%
Soft Music/Adult Contemporary	24.4%
Top 40/Current Hits	25.8%
Some Other Program	19.4%
Don't Normally Listen To Radio	0.0%
Not Stated	8.4%
<b>“Which of the following types of radio stations do you listen to?”</b>	<b>% of travellers (176.4 million)</b>
Public Stations	37.7%
Commercial Stations	69.7%
Not Stated	6.2%

### Highlights:

- Nearly all American travellers listen to the radio on a regular basis.
- Radio stations that play “oldies” music were the most popular stations among American travellers.
- The majority of American travellers listen to commercial radio stations (70%).

## INTERNET USE

<b>“Do you use the Internet as a source of information for personal use?”</b>		<b>% of travellers (176.4 million)</b>
Yes		80.1%
No		18.5%
Not Stated		1.4%
<b>“What types of websites do you normally visit for personal use?”</b>		<b>% of travellers (176.4 million)</b>
Entertainment		42.8%
Games		32.7%
Health		33.4%
House And Home		22.9%
Magazine Sites		11.8%
Network News Sites		30.9%
Newspaper Sites		23.6%
Shopping (All Types)		45.2%
Sites For Specific Interests		25.9%
Sports		23.9%
Travel		37.8%
Weather		46.7%
Other		27.2%
Not Stated		0.9%

### Highlights:

- 80% of American travellers use the Internet as a source of information for personal use. American travellers visit websites most frequently for information on weather (47%), shopping (45%) and entertainment (43%).

## MEMBERSHIP IN ORGANIZATIONS AND PROGRAMS

<b>“Are you a member of any of the following organizations or programs?”</b>	<b>% of travellers (176.4 million)</b>
Automobile Club like AAA	42.1%
Sports Club	15.5%
Book/Reading Club	10.6%
Community Service Club	10.3%
Nature/Environment Club/Group	5.2%
Travel Club	4.1%
Hobby Club	5.9%
Frequent Flyer Program	29.7%
Hotel/Car Rent Loyalty Program	19.7%
Other	17.7%
None Of The Above	25.6%
Not Stated	2.4%

### Highlights:

- Slightly less than one-third of American travellers belong to a frequent flyer program while 42% are members of an automobile club such as AAA.
- A quarter of American travellers do not belong to any of the organizations listed (26%).

## GENERAL ATTITUDES

<b>“Indicate the extent to which you feel the statements below apply to you” (On a 5-point scale)</b>	<b>Applies very much (scores of 4 or 5) As % of total travellers (176.4 million)</b>	<b>Applies very little (scores of 1 or 2) As % of total travellers (176.4 million)</b>
I prefer to visit undiscovered places before too many hotels and restaurants are built	28.2%	41.5%
I am actively involved in a regular, rigorous fitness program	19.6%	59.9%
I believe chance has little to do with success in life	30.6%	29.2%
I have much more energy than most people my age	33.4%	27.5%
I often buy new products before they come down in price	17.0%	57.8%
I make decisions quickly and easily	33.9%	27.2%
Did not answer any parts of the question	0.7%	

### Highlights:

- About one-third of American travellers say that they make decisions quickly and easily, have more energy than most people their age, that chance has little to do with success in life and that they prefer to visit undiscovered places before the mass travel market moves in. Some 17% state that they buy products before they come down in price.
- Such individuals are considered to be leaders among consumers, and their decisions and discoveries of products, services and destinations influence other travellers.

## VACATIONS DAYS

AVAILABLE PAID VACATION DAYS IN 2005		% of Travellers (176.4 million)
None		13.6%
1-7 Days		6.0%
8-14 Days		14.1%
15-21 Days		15.1%
22-30 Days		7.5%
31-60 Days		1.5%
61-365 Days		0.6%
Not Stated		7.3%
PAID VACATION DAYS TAKEN IN 2005		As % of paid employees who travelled in the past 2 years (115.9 million)
None		21.5%
1-7 Days		14.3%
8-14 Days		24.1%
15-21 Days		19.7%
22-30 Days		7.3%
31-60 Days		1.8%
61-365 Days		0.8%
Not Stated		10.6%
PAID VACATION DAYS TAKEN & USED FOR OUT-OF-TOWN OVERNIGHT VACATION TRIPS		As % of paid employees who travelled in past 2 years & took paid vacation days in 2005 (78.8 million)
None		8.9%
1-7 Days		41.0%
8-14 Days		32.6%
15-21 Days		13.4%
22-30 Days		2.5%
31-60 Days		0.6%
61-365 Days		0.3%
Not Stated		0.7%

### Highlights:

- In 2005, 20% of all American travellers received 1 to 14 days of paid vacations from their employer in 2005. 14% of all American travellers received no paid vacation days from their employer.
- Of Americans who were entitled paid vacations, 22% did not use any of their vacation days while 38% used between 1 and 14 days in 2005. Among those who used one or more days of their paid vacations in 2005, 9% did not use any days for travel and 41% used just one week for travel.



## DEMOGRAPHICS

### Age and Household income

AGE OF RESPONDENT	% of travellers (176.4 million)	% of non-travellers (46.5 million)
18-20	4.4%	5.0%
21-25	8.3%	8.4%
26-30	10.2%	7.7%
31-35	10.7%	7.9%
36-40	8.3%	5.9%
41-45	8.9%	7.4%
46-50	10.8%	9.8%
51-55	10.1%	9.5%
56-60	8.5%	8.8%
61-65	6.5%	6.8%
66-70	4.9%	5.6%
71-75	3.5%	5.5%
76 and over	4.9%	11.7%
Average Age	45.6 years	49.7 years

HOUSEHOLD INCOME	% of travellers (176.4 million)	% of non-travellers (46.5 million)
Under \$20,000	8.5%	30.6%
\$20,000 to \$39,999	16.5%	25.2%
\$40,000 to \$59,999	16.7%	13.8%
\$60,000 to \$79,999	14.5%	6.8%
\$80,000 to \$99,999	11.4%	3.9%
\$100,000 to \$149,999	14.1%	3.6%
\$150,000 to \$249,999	4.9%	0.7%
\$250,000 Or More	1.7%	0.4%
Don't Know	7.0%	7.7%
Not Stated	4.8%	7.1%

#### Highlights:

- American travellers are younger than non-travellers (average age: 46 versus 50) and have nearly double the household income of non-travellers (average household income: \$76,000 versus \$39,000).

## Occupation and Household Composition

<b>OCCUPATION/WORK STATUS</b>	<b>% of travellers (176.4 mil)</b>	<b>% of non-travellers (46.5 mil)</b>
Work 30 or more hours/week as paid employee	50.2%	32.2%
Work as paid employee but part-time (less than 30 hours/week)	7.4%	7.1%
Self-employed	7.4%	5.1%
Unpaid worker at a family business	0.3%	0.5%
Looking for work	1.7%	4.0%
Going to school	4.4%	3.4%
Caring for children (unpaid)	2.8%	2.3%
Retired	15.1%	21.4%
Maternity/paternal leave	0.2%	0.1%
Long-term illness/disability	2.7%	9.6%
Other	1.9%	3.6%
Not Stated	3.6%	7.5%
<b>HOUSEHOLD COMPOSITION ("DO YOU LIVE:")</b>	<b>% of travellers (176.4 mil)</b>	<b>% of non-travellers (46.5 mil)</b>
Alone	11.4%	18.7%
Spouse/Partner	69.1%	49.1%
Birth/step/adopted children 18 years and over	15.9%	17.3%
Birth/step/adopted children 17 years and under	29.7%	21.1%
Son/daughter in-law	1.0%	2.0%
Grandchildren	2.8%	5.8%
Mother/step mother	10.5%	15.0%
Father/step father	7.7%	9.4%
Siblings	7.2%	10.5%
Brother/sister in-law	0.8%	1.1%
Grandfather/grandmother	0.8%	1.4%
Relative not listed above	2.6%	3.8%
Lodger/boarder	0.9%	0.9%
Roommates not listed above	3.7%	2.9%
Not Stated	1.4%	4.4%

### Highlights:

- Compared to travellers, a higher proportion of American non-travellers are retired, suffer from a long-term illness, or are unemployed, while a lower proportion has full-time, paid employment.
- The vast majority of American travellers live with a spouse or partner and approximately one-third of travellers have children under the age of 18. More American non-travellers than travellers live alone.

## Respondent's Place of Birth

<b>RESPONDENT'S PLACE OF BIRTH</b>	<b>% of travellers (176.4 million)</b>	<b>% of non-travellers (46.5 million)</b>
Canada	0.4%	0.3%
China/Hong Kong	0.3%	0.3%
Cuba	0.1%	0.3%
France	0.1%	0.0%
Germany	0.5%	0.5%
Great Britain/UK	0.3%	0.1%
India	0.2%	0.1%
Italy	0.1%	0.0%
Jamaica	0.1%	0.1%
Mexico	0.3%	0.5%
Philippines	0.2%	0.2%
Poland	0.1%	0.0%
Russia	0.1%	0.1%
South Korea	0.1%	0.0%
Ukraine	0.1%	0.1%
United States	93.3%	90.3%
Vietnam	0.2%	0.2%
Other	1.8%	1.5%
Not Stated	1.9%	5.3%

### Highlights:

- 93% of American travellers were born in the U.S., compared to 90% of American non-travellers.
- Germany and Canada are the top two countries of origin for American travellers who were not born in the U.S.

## Parent's Place of Birth

PLACE OF BIRTH OF PARENTS	% of travellers (176.4 million)	% of non-travellers (46.5 million)
Australia	0.1%	0.0%
Barbados	0.0%	0.0%
Belgium	0.1%	0.1%
Canada	1.1%	0.9%
China/Hong Kong	0.6%	0.6%
Cuba	0.3%	0.4%
Dominican Republic	0.1%	0.0%
El Salvador	0.1%	0.1%
France	0.2%	0.1%
Germany	1.5%	1.6%
Great Britain/UK	1.0%	0.8%
Greece	0.1%	0.2%
Holland/The Netherlands	0.3%	0.1%
India	0.3%	0.2%
Italy	1.1%	1.2%
Ireland	0.4%	0.4%
Jamaica	0.1%	0.3%
Mexico	1.1%	1.5%
Philippines	0.4%	0.3%
Poland	0.7%	0.8%
Portugal	0.2%	0.2%
Russia	0.5%	0.6%
Serbia	0.1%	0.1%
South Korea	0.2%	0.1%
Switzerland	0.1%	0.1%
Ukraine	0.2%	0.3%
United States	88.3%	84.5%
Vietnam	0.3%	0.2%
Other	3.6%	3.6%
Not Stated	3.6%	6.8%

### Highlights:

- 88% of American travellers' parents were born in the U.S., with Germany, Canada, Italy and Mexico being the top countries of origin for those who were born outside the U.S.

### Education

<b>LEVEL OF EDUCATION COMPLETED</b>	<b>% of travellers (176.4 million)</b>	<b>% of non-travellers (46.5 million)</b>
Some elementary or less	0.1%	0.9%
Completed elementary school	0.3%	1.3%
Some high school	3.1%	11.4%
High school diploma	17.0%	33.1%
Some trade, technical or vocational school or community, business or nursing college	10.7%	12.5%
Some university/state college	18.2%	14.5%
Diploma or certificate from trade, technical or vocational school	10.4%	10.1%
Bachelor or undergraduate degree or teacher's college (B.A., B.Sc, B.Ed)	21.8%	8.5%
Degree in medicine, dentistry, veterinary medicine, optometry	0.8%	0.3%
Earned Doctorate or Masters (PhD, MBA, M.A., M.Sc., M.Ed.)	12.5%	3.1%
Some Post-graduate work but no degree	3.4%	1.7%
Other	0.6%	0.7%
Not Stated	1.2%	1.7%

**Highlights:**

- American travellers are significantly more educated than American non-travellers. More than 38% of American travellers have at least a university degree.