



RESEARCH SERVICES

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

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

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

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Executive Summary

Over the last two years, 26.9% (59,539,747) of adult Americans went wildlife viewing while on an out-of-town, overnight trip of one or more nights. Visiting nature parks (20.4%) and viewing land animals (10.9%) were the most popular wildlife viewing activities, followed by viewing wildflowers and other flora (6.9%), watching whales and other marine life (6.3%), birdwatching (5.4%) and viewing the northern lights (1.7%). 37.5% of Wildlife Viewers (22,302,786) reported that this activity was the main reason for taking at least one trip in the past two years.

The demographic profile of Wildlife Viewers parallels the American middle-class (25 to 64 years of age, married, above-average levels of household income and education). They are slightly more likely than the average U.S. Pleasure Traveler to have children under 18 living at home. They are over-represented in Alaska and the Mountain, Pacific, East North Central and West North Central regions of the U.S.

Wildlife Viewers were more likely than the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (21.3% versus 14.6%). The most common destinations were Ontario, British Columbia and Quebec. However, they are over-represented among U.S. Pleasure Travelers to almost all Canadian destinations, and especially the Western provinces and Canadian territories.

Wildlife Viewers prefer vacation experiences that allow them to enjoy nature and provide intellectual stimulation and educational opportunities. They were more likely than the average U.S. Pleasure Traveler to go hiking, climbing and paddling, horseback riding, and cross-country skiing and snowshoeing. They were also much more likely to have visited garden theme attractions, archaeological digs and aboriginal cultural experiences and to have taken part in participatory historical activities. During the past two years, Wildlife Viewers tended to stay at public campgrounds and seaside resorts, and they were much more likely than the average U.S. Pleasure Traveler to have stayed at a wilderness lodge or outpost and to have taken a wilderness tour.

Wildlife Viewers frequently use the Internet to obtain travel information (78.2%) and to book travel (56.9%). They are also more likely than the average U.S. Pleasure Traveler to consult official provincial or state travel information sources when planning a trip. This segment can be targeted effectively through travel-related media channels and media with a nature theme (e.g., science & nature television, science & geography magazines) or a domestic theme (e.g., home and garden magazines and television programs).

Travel Activity and Motivation Survey (TAMS)

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

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

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

TAMS was sponsored by the following organizations:

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

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

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

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

Wildlife Viewing While on Trips

Market Incidence

Over the last two years, 26.9% (59,539,747) of adult Americans went wildlife viewing while on an out-of-town, overnight trip of one or more nights. 20.4% visited a nature park, 10.0% viewed land-based animals, 6.9% viewed wildflowers and other flora, 6.3% went whale watching or viewed other marine life, 5.4% went birdwatching and 1.7% viewed the northern lights. Only 0.2% of adult Americans did all of these activities while on trips in the past two years.

Of those who went wildlife viewing while on trips, 37.5% (22,302,786 adult Americans) reported that this activity was the main reason for taking at least one trip in the past two years. Visiting a nature park (39.0%) was reported most often as the main reason for taking at least one trip, followed by viewing northern lights (26.8%), watching whales and other marine life (25.8%) and viewing land animals (23.8%). Viewing wildflowers and flora (19.1%) and bird-watching (19.3%) were least likely to be main reasons for a trip.

Fig. 1 Incidence of Wildlife Viewing While on Trips¹

	Number of Wildlife Viewers ²	Percent Main Reason for Trip ³	Percent of Pleasure Travelers ⁴	Percent of Total U.S. Population ⁵
Size of Market	59,539,747	22,302,786	170,510,241	222,846,268
Wildlife Viewing (All Activities)	59,539,747	37.5%	34.9%	26.9%
Visiting nature park (national, provincial / state)	45,103,632	39.0%	26.5%	20.4%
Viewing land-based animals	22,083,460	23.8%	13.0%	10.0%
Viewing wildflowers / flora	15,224,850	19.1%	8.9%	6.9%
Whale watching & other marine life	14,045,293	25.8%	8.2%	6.3%
Bird-watching	12,045,364	19.3%	7.1%	5.4%
Viewing northern lights	3,724,723	26.8%	2.2%	1.7%
Participated in all six wildlife viewing activities	405,593	19.6%	0.2%	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 - "Wildlife Viewers" are defined as individuals who went wildlife viewing 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 Travelers" are defined as individuals who have taken at least one out-of-town, overnight pleasure trip of one or more nights in the last two years. This column reports the percent of Pleasure Travelers who participated in each activity on at least one trip during the last two years.
- 5 - This column reports the percent of the Total U.S. Adult Market who participated in each activity on a trip during the past two years.

Incidence by Region, State and Population Size

Relative to the average U.S. Pleasure Traveler, Wildlife Viewers are over-represented in Alaska and the Mountain, Pacific, East North Central and West North Central regions of the United States. They are well-represented in communities of all sizes.

Fig. 2 Geographic Distribution & Population Size of Those Who Go Wildlife Viewing While on Trips

	Total Population	Estimated Number Who Went Wildlife Viewing on a Trip	Percent of Pleasure Travelers in Region Who Went Wildlife Viewing on a Trip	Percent of Total Regional Population Who Went Wildlife Viewing on a Trip
United States	222,846,268	59,539,747	34.9%	26.9%
New England	11,095,629	2,855,101	33.3%	25.8%
Middle Atlantic	31,005,526	7,353,899	31.9%	23.8%
East North Central	34,621,254	9,786,432	36.8%	28.4%
West North Central	15,024,360	4,389,182	36.5%	29.5%
South Atlantic	42,602,998	10,670,294	33.3%	25.3%
East South Central	13,597,436	3,212,671	33.6%	23.8%
West South Central	24,853,901	5,940,475	32.8%	24.3%
Mountain	15,030,720	4,636,903	38.3%	31.3%
Pacific	34,529,689	10,461,457	37.5%	30.5%
Alaska	484,754	233,334	55.2%	48.6%
Not available	745,757	290,267	46.8%	39.2%
Less than 100,000	29,429,442	6,888,294	33.2%	23.8%
100,000 to 499,999	36,551,501	9,726,650	35.8%	26.8%
500,000 to 1,999,999	52,335,815	13,819,473	34.7%	26.6%
2,000,000 or more	103,783,753	28,815,063	35.1%	27.9%

Wildlife Viewers are most likely to live in Alaska, Colorado, Washington, Utah, Oregon, Minnesota and Idaho. They are least likely to live in Maine, the District of Columbia, Louisiana, New York State, Florida and Connecticut (see Fig. 3 on next page).

Fig. 3 Those Who Go Wildlife Viewing While on Trips by U.S. State

Region	State	Population of State	Estimated Number Wildlife Viewers	Percent of Pleasure Travelers in State	Percent of State Population
United States	All States	222,846,268	59,539,747	34.9%	26.9%
New England	Connecticut	2,685,692	644,691	31.2%	24.0%
	Maine	1,047,770	190,226	26.3%	18.8%
	Massachusetts	4,423,562	1,282,502	36.6%	29.0%
	New Hampshire	1,604,344	391,720	32.8%	24.5%
	Rhode Island	837,445	219,688	31.6%	26.2%
	Vermont	496,816	126,274	33.0%	25.4%
Middle Atlantic	New Jersey	6,708,501	1,675,398	32.2%	25.0%
	New York	14,727,054	3,350,149	30.4%	22.8%
	Pennsylvania	9,569,972	2,328,352	34.0%	24.5%
East North Central	Illinois	9,521,097	2,669,535	35.9%	28.2%
	Indiana	4,717,624	1,216,316	34.0%	25.9%
	Michigan	7,709,890	2,269,924	37.8%	29.7%
	Ohio	8,412,962	2,293,254	37.1%	27.4%
	Wisconsin	4,259,682	1,337,404	38.8%	31.5%
West North Central	Iowa	2,262,393	640,848	35.8%	28.5%
	Kansas	2,304,474	578,795	32.7%	25.3%
	Minnesota	3,946,220	1,344,074	39.9%	34.2%
	Missouri	4,138,758	1,146,740	35.8%	28.2%
	Nebraska	1,304,361	366,603	35.0%	28.5%
	North Dakota	488,140	141,467	34.5%	29.2%
	South Dakota	580,015	170,654	38.0%	29.4%
South Atlantic	Delaware	646,427	190,500	38.9%	32.6%
	District of Columbia	521,285	98,557	28.4%	18.9%
	Florida	13,937,467	3,324,599	31.0%	24.1%
	Georgia	6,668,302	1,905,484	37.4%	28.7%
	Maryland	3,428,206	889,187	33.3%	26.1%
	North Carolina	6,651,453	1,555,623	31.6%	23.6%
	South Carolina	3,241,944	773,792	32.7%	24.1%
	Virginia	5,957,159	1,603,780	34.9%	26.9%
	West Virginia	1,550,755	328,772	37.8%	21.2%
East South Central	Alabama	3,431,591	766,558	31.7%	22.3%
	Kentucky	3,447,277	877,921	36.1%	25.7%
	Mississippi	2,156,793	475,551	34.4%	22.5%
	Tennessee	4,561,775	1,092,641	32.9%	24.2%
West South Central	Arkansas	2,103,346	464,782	32.7%	22.7%
	Louisiana	3,367,908	676,526	30.0%	20.8%
	Oklahoma	2,643,565	611,098	32.4%	23.1%
	Texas	16,739,082	4,188,069	33.3%	25.4%
Mountain	Arizona	4,451,660	1,253,421	35.6%	28.5%
	Colorado	3,501,822	1,248,601	43.2%	35.8%
	Idaho	1,044,920	322,312	39.2%	31.7%
	Montana	726,027	221,066	36.8%	30.9%
	Nevada	1,809,582	531,480	36.7%	29.4%
	New Mexico	1,433,596	356,847	32.4%	26.6%
	Utah	1,671,322	586,418	41.9%	35.7%
	Wyoming	391,790	116,758	35.0%	30.3%
Pacific	Alaska	484,754	233,334	55.2%	48.6%
	California	26,965,837	7,954,536	36.3%	29.7%
	Oregon	2,793,303	883,481	40.9%	31.8%
	Washington	4,770,549	1,623,440	42.4%	34.3%

Demographic Profile

Wildlife Viewers are well-represented among both women and men and tend to be between 25 to 64 years of age. Most are married and are slightly more likely than the average to have children under 18 living at home. The average household income of Wildlife Viewers is somewhat above-average and they are more likely to have a university or post-graduate degree than the average U.S. Pleasure Traveler.

Fig. 4 Demographic Profile of Those Going Wildlife Viewing on a Trip
Relative to All U.S. Pleasure Travelers

Attribute	Size of Market	Wildlife Viewers	Non-Wildlife Viewers ¹	Pleasure Travelers	Index ²
		59,539,747	110,970,494	170,510,241	100
Gender	Male	47.9%	48.8%	48.5%	99
	Female	52.1%	51.2%	51.5%	101
Age of Respondent	18 to 24	9.0%	11.8%	10.8%	83
	25 to 34	21.2%	20.9%	21.0%	101
	35 to 44	18.5%	16.6%	17.3%	107
	45 to 54	22.1%	20.5%	21.0%	105
	55 to 64	16.3%	15.0%	15.5%	105
	65 Plus	13.0%	15.2%	14.4%	90
Average Age		45.5	45.4	45.4	N/A
Marital Status	Not married	26.7%	32.6%	30.5%	88
	Married	73.3%	67.4%	69.5%	105
Parental Status	No children under 18	69.2%	70.5%	70.0%	99
	Children under 18	30.8%	29.5%	30.0%	103
Education	High school or less	15.8%	23.0%	20.5%	77
	Trade, Technical, Community Col.	20.6%	21.8%	21.4%	96
	University Degree	42.2%	40.5%	41.1%	103
	Post Graduate Degree	21.5%	14.7%	17.1%	126
Household Income	Under \$20,000	6.4%	9.0%	8.1%	79
	\$20,000 to \$39,999	14.3%	17.3%	16.2%	88
	\$40,000 to \$59,999	16.6%	16.7%	16.7%	99
	\$60,000 to \$79,999	15.6%	14.2%	14.7%	106
	\$80,000 to \$99,999	12.1%	11.3%	11.6%	105
	\$100,000 to \$149,999	16.1%	13.4%	14.4%	112
	\$150,000 or more	7.7%	6.1%	6.7%	115
	Not stated	11.3%	11.9%	11.7%	97
Average Household Income		\$78,959	\$71,789	\$74,303	N/A

- 1 - "Non-Wildlife Viewers" are 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 wildlife viewing on any trip. The numbers of Wildlife Viewers and Non-Wildlife Viewers equal the number of Pleasure Travelers.
- 2 - The "Index" is calculated by dividing the percent for Wildlife Viewers in each group by the percent of Pleasure Travelers in each group. The Index indicates the extent to which Wildlife Viewers are over or under-represented relative to the average Pleasure Traveler. An index of 100 means the percent participating in the activity is the same as that of the average U.S. Pleasure Traveler. Index values over 100 indicate that those participating in the activity are over-represented relative to the average U.S. Pleasure Traveler. Index values less than 100 indicate that those participating in the activity are under-represented relative to the average U.S. Pleasure Traveler.

Travel Activity (During Last Two Years)

Wildlife Viewers were more likely than the average U.S. Pleasure Traveler to have traveled within their own state or to other U.S. states. They were also more likely to have visited Mexico, the Caribbean and overseas destinations.

Wildlife Viewers were also more likely than the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (21.3% versus 14.6%). They were most likely to have visited Ontario (11.5%), British Columbia (7.5%) and Quebec (4.5%). In relative terms, Wildlife Viewers were more likely than average to have visited almost all Canadian destinations, and especially the western provinces and territories (e.g., Alberta, British Columbia, Yukon, Northwest Territories).

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

	Wildlife Viewers	Non-Wildlife Viewers	Pleasure Travelers	Index
Size of Market	59,539,747	110,970,494	170,510,241	100
All destinations	91.5%	82.1%	85.4%	107
Canada	21.3%	10.9%	14.6%	147
Newfoundland and Labrador	0.7%	0.3%	0.4%	157
Prince Edward Island	1.1%	0.4%	0.6%	177
New Brunswick	1.4%	0.5%	0.8%	173
Nova Scotia	2.1%	0.9%	1.3%	155
Quebec	4.5%	2.3%	3.1%	146
Ontario	11.5%	6.5%	8.3%	140
Manitoba	0.9%	0.3%	0.5%	164
Saskatchewan	0.9%	0.3%	0.5%	179
Alberta	2.3%	0.6%	1.2%	194
British Columbia	7.5%	2.3%	4.1%	181
Yukon	1.2%	0.2%	0.6%	205
Northwest Territories	0.7%	0.3%	0.4%	167
Nunavut	< 0.1%	0.1%	< 0.1%	78
Own State	86.6%	76.0%	79.7%	109
Other parts of the U.S.	94.0%	88.8%	90.6%	104
Mexico	17.1%	11.7%	13.6%	126
Caribbean	15.1%	11.5%	12.7%	119
All other destinations	13.2%	7.6%	9.6%	138

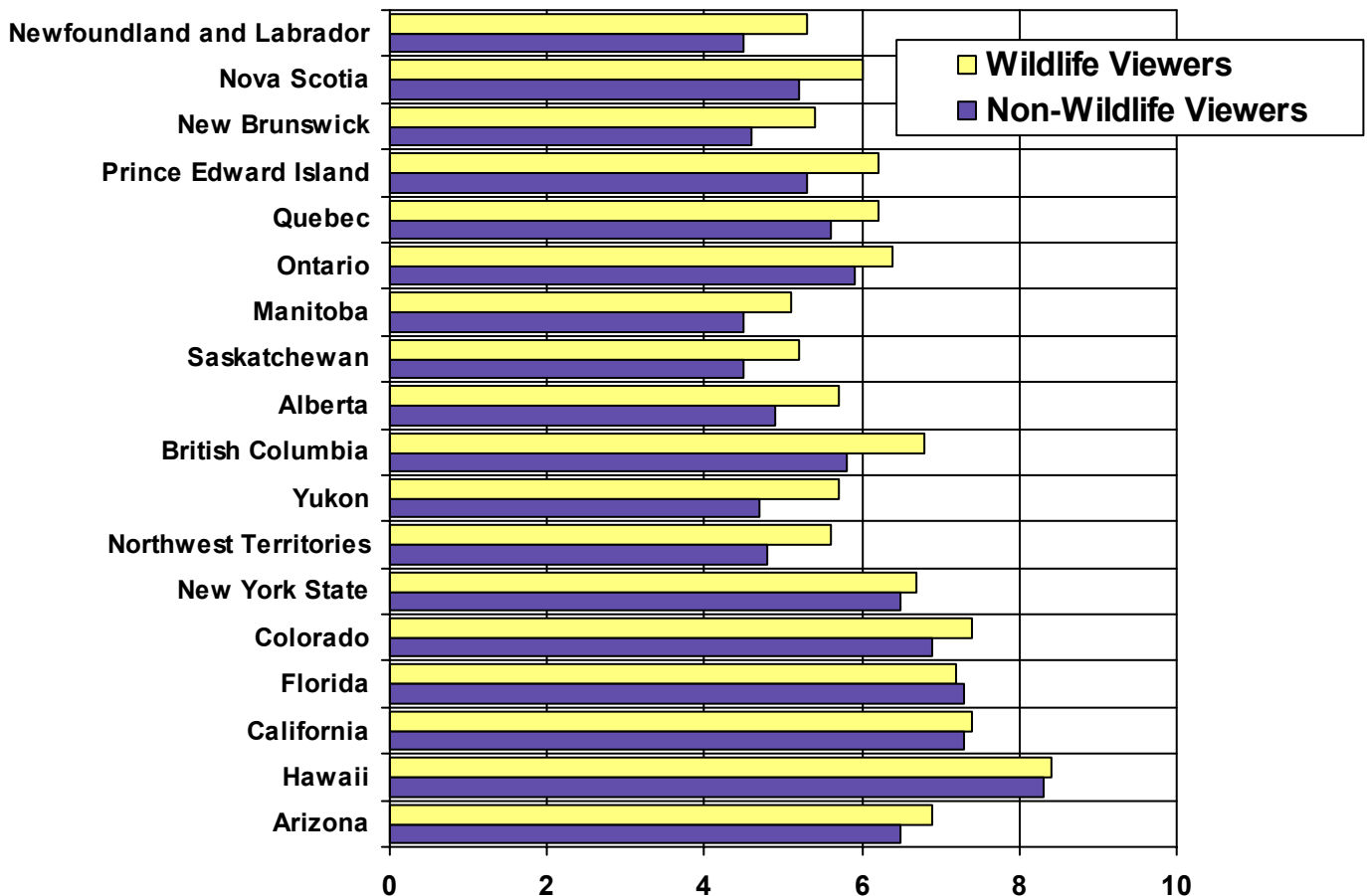
Appeal of Selected U.S. States, Canadian Provinces and Canadian Territories

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

Overall, the appeal ratings of Wildlife Viewers were higher than the ratings of other U.S. Pleasure Travelers for all Canadian destinations. British Columbia (6.8) was rated as the most appealing Canadian province, followed by Ontario (6.4), Quebec (6.2) and Prince Edward Island (6.2).

U.S. Pleasure Travelers as a whole (both Wildlife Viewers and Non-Wildlife Viewers) rate the U.S. reference states as more appealing than the Canadian provinces or territories. Among Wildlife Viewers, Hawaii (8.4) received the highest rating of all the destinations.

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



Other Outdoor Activities Pursued While on Trips

Wildlife Viewers were more active than the average U.S. Pleasure Traveler in pursuing most outdoor activities while on trips in the past two years. The majority of Wildlife Viewers participated in ocean activities (e.g., swimming, sunbathing, kayaking) when on trips. Relative to the average U.S. Pleasure Traveler, Wildlife Viewers were more likely to have gone hiking, climbing and paddling, cycling, horseback riding, and cross-country skiing and snowshoeing when on trips.

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

	Wildlife Viewers	Non-Wildlife Viewers	Pleasure Travelers	Index
Size of Market	59,539,747	110,970,494	170,510,241	100
Ocean Activities (e.g., swimming in ocean, ocean kayaking)	53.9%	31.9%	39.6%	136
Hiking, Climbing & Paddling	45.0%	11.9%	23.5%	192
Games & Individual Sports (e.g., tennis, board games)	34.7%	15.6%	22.2%	156
Boating & Swimming (e.g., motorboating, swimming in lakes)	32.5%	14.9%	21.0%	154
Fishing	26.1%	14.3%	18.4%	142
Exercising and Jogging	22.5%	9.6%	14.1%	160
Golfing	12.3%	9.8%	10.7%	115
Cycling	11.5%	3.6%	6.3%	181
Horseback Riding	10.9%	3.6%	6.2%	177
Team Sports (e.g., football, baseball, basketball)	10.3%	6.6%	7.9%	131
Snowmobiling & ATVing	10.2%	5.5%	7.1%	143
Downhill Skiing and Snowboarding	9.9%	7.0%	8.0%	123
Sailing and Surfing (e.g., sailing, windsurfing, parasailing)	7.4%	3.3%	4.8%	156
Board and Blade (e.g., skateboarding, ice-skating)	6.6%	2.6%	4.0%	164
Hunting	6.6%	4.8%	5.4%	122
Scuba & Snorkelling	5.8%	3.1%	4.1%	143
Motorcycling	3.9%	2.6%	3.1%	128
Cross-country Skiing & Snowshoeing	3.5%	1.0%	1.9%	188
Extreme Air Sports (e.g., parachuting, bungee jumping)	2.8%	1.1%	1.7%	163
Extreme Skiing (e.g., heli-skiing, overnight x-country trips)	0.5%	0.2%	0.3%	164

Outdoor Activities Pursued While Not on Trips

Wildlife Viewers were also more active outdoors than the average U.S. Pleasure Traveler when NOT traveling. When not on a trip, most Wildlife Viewers went on day outings to parks and picnicking, gardened at home, went swimming, and exercised at home or at a fitness club. Relative to the average U.S. Pleasure Traveler, Wildlife Viewers were especially more likely to go hiking, canoeing or kayaking and cross-country skiing when not on a trip. They were less likely than average to go hunting.

Fig. 8 Outdoor Activities Pursued While NOT on Trips

	Wildlife Viewers	Non-Wildlife Viewers	Pleasure Travelers	Index
Size of Market	59,539,747	110,970,494	170,510,241	100
Day outing to a park	74.8%	56.8%	63.1%	119
Gardening	63.2%	47.6%	53.1%	119
Swimming	63.1%	53.0%	56.5%	112
Exercising at home or at a fitness club	61.5%	53.1%	56.0%	110
Picnicking	58.3%	42.1%	47.7%	122
Hiking	47.3%	24.6%	32.5%	145
Fishing	36.8%	30.6%	32.8%	112
Camping	35.8%	21.8%	26.7%	134
Cycling	30.1%	19.0%	22.9%	132
Sailing or other boating	24.1%	17.7%	20.0%	121
Jogging	21.1%	18.7%	19.5%	108
Hunting	17.5%	18.7%	18.3%	95
Playing team sports	16.4%	15.5%	15.8%	104
Playing racquet sports (e.g., tennis or badminton)	15.9%	11.7%	13.2%	121
Riding an all-terrain vehicle (ATV)	12.4%	11.0%	11.5%	108
Hunting	12.4%	11.4%	11.8%	105
Canoeing or kayaking	12.0%	5.6%	7.8%	153
Horseback riding	11.0%	7.3%	8.6%	128
Rollerblading	8.4%	6.7%	7.3%	115
Downhill skiing	6.7%	5.2%	5.7%	117
Ice-skating	6.5%	5.0%	5.5%	118
Cross-country skiing	3.9%	1.8%	2.5%	154
Snowmobiling	3.7%	3.1%	3.3%	112
Snowboarding	2.8%	2.7%	2.7%	102
Skateboarding	2.5%	2.0%	2.2%	116

Culture and Entertainment Activities Pursued While on Trips

Wildlife Viewers were much more likely than the average U.S. Pleasure Traveler to have taken part in nature-related or historical activities while on a trip, including visiting garden theme attractions and aboriginal cultural experiences and taking part in archaeological digs, participatory historical activities and agro-tourism.

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

	Wildlife Viewers	Non-Wildlife Viewers	Pleasure Travelers	Index
Size of Market	59,539,747	110,970,494	222,846,268	100
Shopping and Dining	89.9%	71.1%	60.4%	149
Historical Sites, Museums & Art Galleries	76.6%	41.1%	40.9%	187
Theme Parks & Exhibits	63.2%	41.4%	37.8%	167
Fairs and Festivals	60.1%	30.7%	31.7%	190
Casino, Theatre and Comedy Clubs	54.0%	40.8%	35.1%	154
Fine Dining and Spas	41.7%	28.3%	25.5%	163
Science and Technology Exhibits	38.2%	17.6%	19.1%	200
Wine, Beer and Food Tastings	34.3%	16.8%	17.7%	194
Garden Theme Attractions	25.8%	7.2%	10.5%	245
Agro-Tourism	22.9%	8.5%	10.4%	219
Equestrian & Western Events	22.0%	11.9%	12.0%	184
Rock Concerts and Recreational Dancing	21.5%	11.9%	11.8%	183
Professional Sporting Events	20.9%	13.5%	12.5%	168
Aboriginal Cultural Experiences	17.7%	3.7%	6.6%	268
High Art Performances	16.8%	7.8%	8.5%	198
Theatre, Film & Musical Festivals	13.1%	5.8%	6.5%	203
Archaeological Digs & Sites	11.0%	2.6%	4.2%	258
Amateur Tournaments	10.4%	6.2%	5.9%	177
Participatory Historical Activities	8.4%	1.5%	3.0%	277
National & International Sporting Events	3.0%	1.2%	1.4%	208

Culture and Entertainment Activities Pursued While Not on Trips

The majority of Wildlife Viewers went to restaurants, attended festivals and fairs, visited zoos and aquariums, and visited historic sites or heritage buildings when NOT traveling. They were also more likely than the average U.S. Pleasure Traveler to visit botanical gardens when not on trips.

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

	Wildlife Viewers	Non-Wildlife Viewers	Pleasure Travelers	Index
Size of Market	59,539,747	110,970,494	170,510,241	100
Going out to eat in restaurants	94.5%	91.9%	92.8%	102
Going to festivals or fairs	72.7%	61.6%	65.5%	111
Going to zoos or aquariums	54.8%	40.7%	45.6%	120
Going to historic sites or heritage buildings	51.9%	33.8%	40.1%	129
Going to museums	49.3%	31.1%	37.5%	132
Going to amateur sporting events	43.3%	38.1%	39.9%	109
Going to amusement or theme parks	40.3%	36.9%	38.1%	106
Going to pick-your-own farms or farmers' market	38.7%	27.7%	31.6%	123
Going to art galleries or art shows	37.2%	22.7%	27.8%	134
Going to professional sporting events	36.0%	34.3%	34.9%	103
Going to live theatre	34.9%	26.1%	29.2%	120
Going to botanical gardens	29.6%	14.8%	20.0%	148
Going to gamble in casinos	26.0%	29.1%	28.0%	93
Going to bars with live pop or rock bands	24.7%	22.9%	23.6%	105
Going to rock music concerts	22.6%	20.6%	21.3%	106
Going dancing	21.2%	20.7%	20.8%	102
Going to classical music concerts	19.7%	12.3%	14.9%	132
Going to day spas	11.4%	9.7%	10.3%	111
Staying overnight in a hotel or B&B in own city	11.3%	10.1%	10.6%	107
Going to rodeos	9.9%	7.3%	8.2%	120
Going to the ballet	9.2%	5.9%	7.0%	131
Going to jazz clubs	8.9%	7.4%	7.9%	113
Going to the opera	7.3%	4.9%	5.7%	128

Accommodations Stayed In While on Trips

Wildlife Viewers tended to stay at a public campground or at a seaside resort while on trips in the past two years. This segment was also more likely than the average U.S. Pleasure Traveler to have stayed at a wilderness lodge (including a lodge accessible by car and a remote or fly-in wilderness outpost or lodge).

Fig. 11 Accommodations Stayed In While on Trips

	Wildlife Viewers	Non-Wildlife Viewers	Pleasure Travelers	Index
Size of Market	59,539,747	110,970,494	170,510,241	100
A Public Campground in a National, State, Provincial or Municipal Park	42.5%	27.7%	34.8%	122
Seaside Resort	39.6%	35.9%	37.7%	105
Lakeside / Riverside Resort	29.0%	22.4%	25.6%	113
A Private Campground	23.8%	18.3%	20.9%	113
Ski Resort or Mountain Resort	19.9%	17.1%	18.4%	108
A Camp Site in a Wilderness Setting (Not a Campground)	12.2%	7.3%	9.6%	126
Wilderness Lodge You Can Drive to by Car	10.3%	4.3%	7.2%	143
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	10.2%	7.4%	8.7%	116
Health Spa	6.7%	6.2%	6.5%	104
Farm or Guest Ranch	5.2%	3.1%	4.1%	128
Country Inn or Resort with Gourmet Restaurant	4.8%	3.4%	4.1%	117
On a Houseboat	3.5%	2.4%	2.9%	121
Remote or Fly-In Wilderness Lodge	2.3%	1.2%	1.7%	134
Remote or Fly-In Wilderness Outpost	1.5%	0.4%	0.9%	162
Cooking School	1.5%	0.9%	1.2%	124
Wine Tasting School	1.0%	0.8%	0.9%	109

Tours and Cruises Taken During Past Two Years

Wildlife Viewers were more likely than the average U.S. Pleasure Traveler to have taken tours or cruises when on a trip during the past two years. The most popular tours among Wildlife Viewers were sameday tours (both guided and self-guided), tours around a city and scenic countryside drives. Wildlife Viewers were much more likely than the average U.S. Pleasure Traveler to have taken wilderness tours, air tours as pilot or passenger of an airplane or helicopter and winery tours. They were also much more likely to have taken specialized cruises such as Alaskan ocean cruises, Great Lakes cruises and submarine cruises.

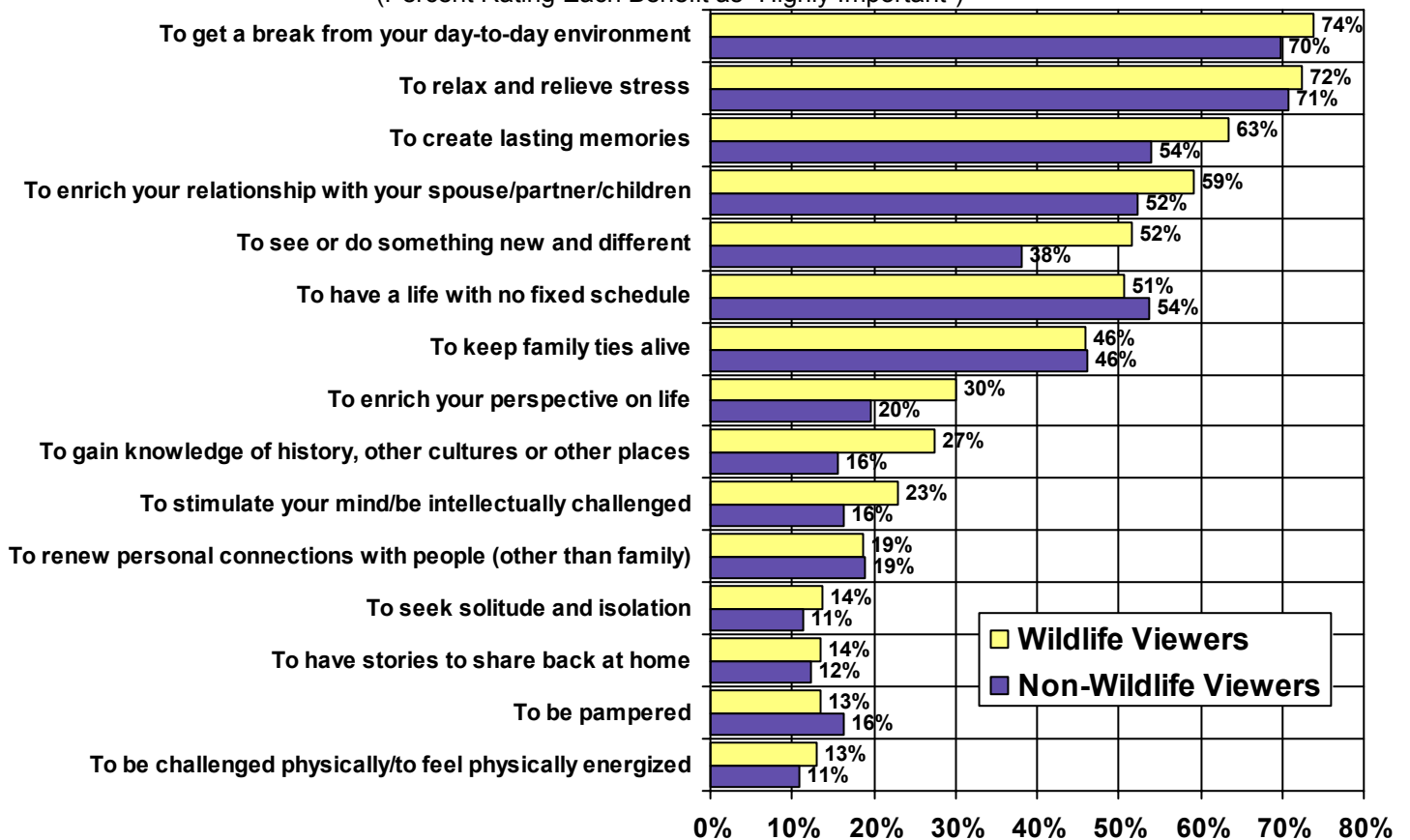
Fig. 12 Tours and Cruises Taken During Past Two Years

	Wildlife Viewers	Non-Wildlife Viewers	Pleasure Travelers	Index
Size of Market	59,539,747	110,970,494	170,510,241	100
A self-guided sameday tour while on an overnight trip	30.9%	12.9%	19.2%	161
An organized sameday guided tour while on an overnight trip	27.0%	14.0%	18.5%	146
Around the city	23.9%	11.4%	15.8%	152
Around the country side - scenic drives	23.4%	7.6%	13.1%	178
A self-guided overnight tour where you stayed in different locations	17.5%	6.6%	10.4%	168
Wilderness tour	15.6%	3.0%	7.4%	210
Some other type of tour	13.4%	6.4%	8.8%	152
On the water (sightseeing cruise)	13.4%	4.8%	7.8%	172
An organized overnight guided tour where you stayed in different locations	11.6%	5.9%	7.9%	147
Caribbean ocean cruise	10.4%	8.3%	9.0%	115
An organized overnight guided tour where you stayed in a single location	8.9%	5.6%	6.7%	132
To a casino	7.2%	3.7%	4.9%	146
Ocean cruise – Other	6.4%	4.0%	4.8%	133
To a winery	6.3%	2.1%	3.6%	176
Alaskan ocean cruise	4.6%	1.4%	2.5%	185
Cruise on another lake or river	3.2%	1.3%	2.0%	163
To a factory	3.1%	1.1%	1.8%	171
In the air as a pilot or passenger of an airplane or helicopter	2.8%	0.6%	1.4%	201
Some other type of cruise	2.6%	1.2%	1.7%	152
Great Lakes cruise	0.7%	0.2%	0.4%	180
Cruise on the St. Lawrence River	0.5%	0.2%	0.3%	159
Submarine cruise	0.4%	0.1%	0.2%	174

Benefits Sought While on Vacation

Most Wildlife Viewers take vacations in order to get a break from their day-to-day environment, to relax and relieve stress, to create lasting memories, to enrich family relationships, to see and do something new and different, and to live without a fixed schedule. Wildlife Viewers are more likely than the average U.S. Pleasure Traveler to seek out vacations that are intellectually stimulating and educational (e.g., enrich their perspective on life, allow them to learn about the history and culture of destination, create lasting memories).

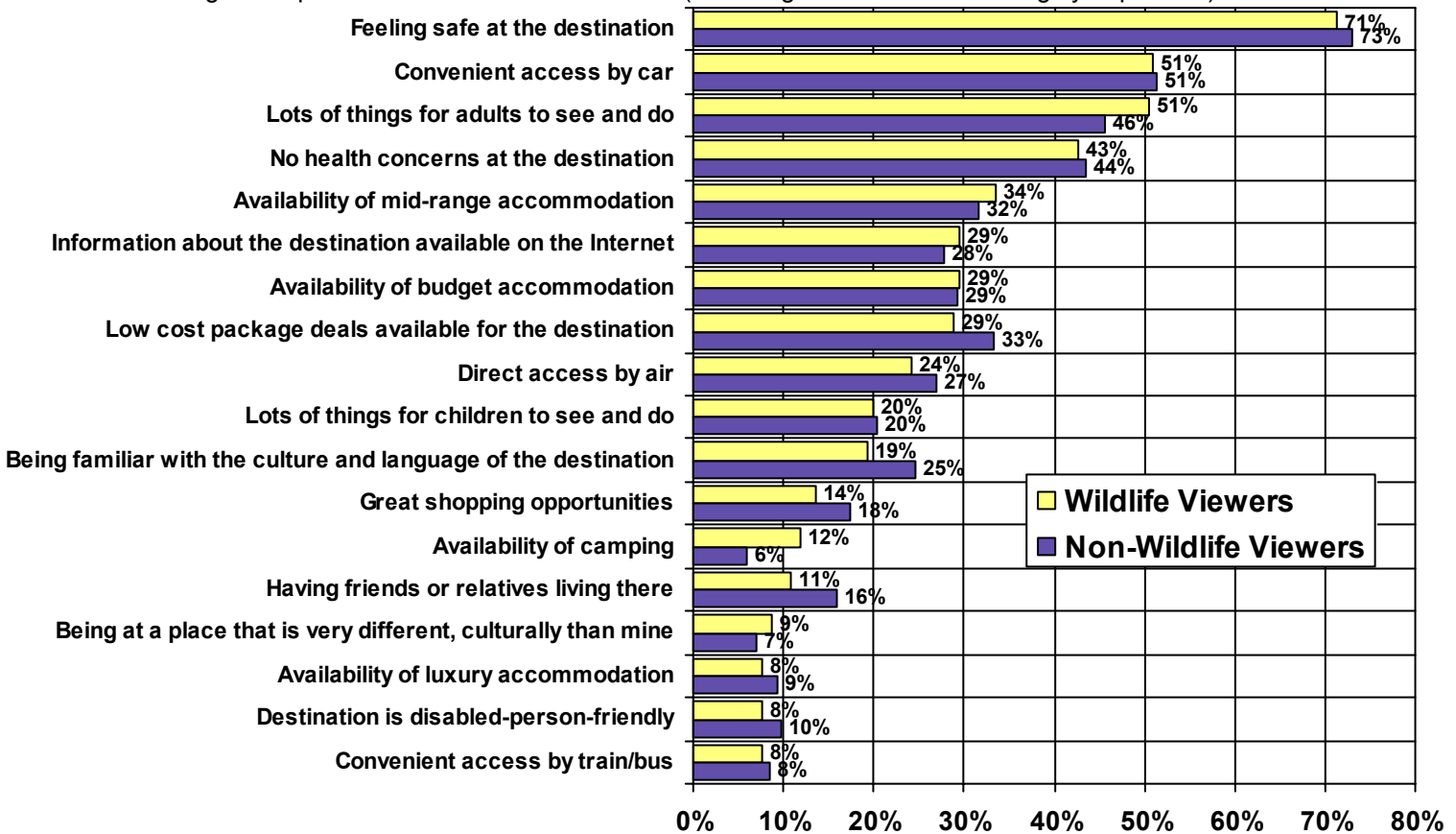
Fig. 13 Benefits Sought While on Vacation
(Percent Rating Each Benefit as "Highly Important")



Other Attributes of a Destination Considered Important

The majority of Wildlife Viewers consider safety, convenient access by car, and having lots of things for adults to see and do to be highly important attributes of a vacation destination. Compared to other U.S. Pleasure Travelers, Wildlife Viewers are more likely to rate the availability of camping as a highly important destination attribute. They were less likely to consider it important that the destination have a familiar culture and language, great shopping opportunities, offer-low cost package deals and be in close proximity to friends or relatives.

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



How Destinations Are Selected

Respondents were asked a series of questions concerning how they select destinations for their trips. Most Wildlife Viewers start to plan their trip with a desired destination in mind. They are slightly more likely than the average U.S. Pleasure Traveler to start planning a trip by thinking about the type of vacation experience they want or about specific activities that they want to do while on vacation.

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

	Wildlife Viewers	Non-Wildlife Viewers	Pleasure Travelers	Index
Size of Market	59,539,747	110,970,494	170,510,241	100
Summer				
Started with a desired destination in mind	59.3%	57.6%	58.2%	102
Started by considering specific activities wanted to do	10.8%	9.4%	9.9%	109
Started with a certain type of vacation experience in mind	18.2%	16.7%	17.3%	105
Looked for packaged deals - no destination in mind	1.2%	1.1%	1.1%	103
Considered something else first	3.9%	5.0%	4.6%	85
Don't know / Other	6.6%	10.2%	8.9%	75
Winter				
Started with a desired destination in mind	59.7%	58.4%	58.9%	101
Started by considering specific activities wanted to do	12.5%	10.5%	11.3%	111
Started with a certain type of vacation experience in mind	16.4%	13.7%	14.8%	111
Looked for packaged deals - no destination in mind	1.6%	1.3%	1.4%	113
Considered something else first	4.2%	6.1%	5.3%	79
Don't know / Other	5.5%	10.0%	8.3%	67

Trip Planning and Information Sources Consulted

Similar to U.S. Pleasure Travelers overall, the majority of Wildlife Viewers are solely (38.8%) or partially responsible (18.5%) for planning vacation trips. The majority of Wildlife Viewers consult Internet websites and rely on their own past experiences and the advice of family and friends when planning vacations. However, relative to the average U.S. Pleasure Traveler, Wildlife Viewers are more likely to obtain vacation travel information from official provincial or state sources (e.g., official travel guides or brochures, visitor information centres), articles in newspapers or magazines, travel guide books (e.g., Fodor's) and television programs.

Fig. 16 Who Plans Vacations and Information Sources Consulted

		Wildlife Viewers	Non-Wildlife Viewers	Pleasure Travelers	Index
Size of Market		59,539,747	110,970,494	170,510,241	100
Who Plans Trips?	Respondent plans trips	38.8%	39.4%	39.2%	99
	Trip planning a shared responsibility	18.5%	17.1%	17.6%	105
	Someone else plans trips	42.7%	43.5%	43.2%	99
Information Sources Consulted	An Internet website	82.9%	72.0%	76.0%	109
	Past experience / Been there before	63.8%	49.1%	54.5%	117
	Advice of others / Word-of-mouth	54.4%	40.1%	45.4%	120
	Maps	45.1%	25.4%	32.7%	138
	Official travel guides or brochures from state/province	34.4%	12.6%	20.6%	167
	Visitor information centres	32.7%	13.2%	20.4%	161
	An auto club such as AAA	31.1%	19.9%	24.0%	130
	Articles in newspapers / magazines	28.3%	12.3%	18.1%	156
	Travel information received in the mail	23.3%	11.4%	15.8%	148
	A travel agent	22.2%	16.6%	18.6%	119
	Travel guide books such as Fodor's	18.8%	8.1%	12.0%	157
	Advertisements in newspapers / magazines	15.9%	7.9%	10.9%	146
	Programs on television	11.4%	4.6%	7.1%	160
	An electronic newsletter or magazine received by e-mail	8.9%	4.4%	6.0%	147
	Advertisements on television	5.5%	3.1%	4.0%	137
Visits to trade, travel or sports shows	3.7%	1.7%	2.4%	153	

Use of the Internet to Plan and Arrange Trips

The large majority of Wildlife Viewers (78.2%) use the Internet when planning trips. Moreover, they are more likely than the average U.S. Pleasure Traveler to book trip components online (56.9%).

Most Wildlife Viewers use travel planning / booking sites such as Expedia, and the websites of hotels or resorts. They are more likely than the average U.S. Pleasure Traveler to consult the official tourism website of a specific country, region or city, the website of an attraction, and the websites of cruise or motorcoach companies.

Wildlife Viewers were most likely to book accommodations and air tickets over the Internet. Relative to the average U.S. Pleasure Traveler, they were more likely to book vacation packages as well as car rentals, tickets for specific activities or attractions and tickets for rail, bus or boat / ship fares.

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

		Wildlife Viewers	Non-Wildlife Viewers	Pleasure Travelers	Index
	Size of Market	59,539,747	110,970,494	170,510,241	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	21.8%	35.9%	31.0%	71
	Uses Internet to plan trips only	21.3%	19.5%	20.1%	106
	Uses Internet to book part of trip	56.9%	44.7%	48.9%	116
Types of Websites Consulted	A travel planning / booking website	58.9%	53.4%	55.6%	106
	A website of a hotel or resort	58.2%	50.0%	53.3%	109
	An airline's website	48.2%	43.8%	45.6%	106
	A tourism website of a country / region / city	47.8%	26.7%	35.1%	136
	A website of an attraction	43.3%	26.7%	33.4%	130
	Some other website	29.4%	22.2%	25.1%	117
	A cruise line website	15.6%	10.3%	12.4%	125
	A motorcoach website	1.9%	1.0%	1.3%	139
Parts of Trips Booked Over The Internet	Accommodations	76.6%	68.6%	71.9%	107
	Air tickets	72.3%	69.4%	70.6%	102
	Car rental	43.6%	34.1%	38.0%	115
	Tickets or fees for specific activities or attractions	31.1%	23.1%	26.3%	118
	A package containing two or more items	20.8%	15.7%	17.8%	117
	Tickets for rail, bus or boat / ship fares	15.0%	9.8%	11.9%	126
	Other	3.7%	2.4%	2.9%	126

Media Consumption Habits

Wildlife Viewers are keenly interested in travel-related media. Most Wildlife Viewers read the travel section of the weekend newspaper and visit travel websites. They are more likely than the average U.S. Pleasure Traveler to read travel magazines and to watch travel shows on television. Wildlife Viewers also exhibit high interest in nature in their television viewing, magazines read and websites visited. They are also more likely than the average U.S. Pleasure Traveler to visit 'house & home' websites, and watch 'home & garden' television programs. They tend to listen to radio stations that offer classical music, multicultural programming and news / talk / information.

Fig. 18 Media Consumption Habits

		Wildlife Viewers	Non-Wildlife Viewers	Pleasure Travelers	Index
Size of Market		59,539,747	110,970,494	170,510,241	100
Newspaper Readership	Reads daily newspaper	60.9%	59.4%	59.9%	102
	Reads weekend edition of newspaper	58.9%	53.7%	55.5%	106
	Reads local neighbourhood or community newspapers	53.7%	47.3%	49.5%	108
	Reads other types of newspapers	16.0%	12.7%	13.9%	116
	Frequently or occasionally reads travel section of daily newspaper	48.7%	39.9%	43.0%	113
	Frequently or occasionally reads travel section of weekend newspaper	56.9%	45.3%	49.3%	115
Types of Magazines Read (Top 5 Indexed)	Photography and video	5.8%	2.9%	3.9%	148
	Regional magazines	10.0%	5.1%	6.8%	147
	Science and geography	20.6%	10.5%	14.0%	146
	Travel (e.g., Condé Nast)	15.4%	8.1%	10.6%	145
	Outdoor activities/sports	13.4%	9.3%	10.7%	125
Type of Television Programs Watched (Top 5 Indexed)	Travel shows	36.6%	24.8%	28.9%	127
	Science & nature shows	45.4%	32.1%	36.8%	124
	Home & garden shows	37.5%	29.6%	32.4%	116
	Science fiction / Fantasy shows	26.6%	22.5%	24.0%	111
	History	49.8%	42.4%	45.0%	111
Type of Radio Programs Listened To (Top 5 Indexed)	Classical music	18.1%	12.0%	14.1%	128
	Multicultural	5.8%	4.2%	4.7%	122
	News / Talk / Information	37.7%	29.6%	32.4%	116
	Jazz / Big band	11.5%	9.2%	10.0%	115
	Soft music / Adult contemporary	27.6%	23.0%	24.6%	112
Types of Websites Visited (Top 5 Indexed)	Sites for specific activities or interests	39.2%	28.8%	32.5%	120
	Travel	57.0%	42.8%	48.0%	119
	Magazine sites	16.7%	13.7%	14.8%	113
	Network news sites (e.g., CNN)	43.1%	36.1%	38.7%	112
	House and home	32.0%	26.9%	28.7%	111

Appendix One: U.S. TAMS 2006 Outdoor Activity Segmentation		
Activity Segment	Activities in Segment	
Golfing	Played During a Stay at a Golf Resort with Overnight Stay	Golf Tour Package to Play on Various Courses
	Played an Occasional Game While on a Trip	
Hunting	Hunting for Small Game	Hunting for Birds
	Hunting for Big Game	
Fishing	Fresh Water Fishing	Salt Water Fishing
	Ice Fishing	Trophy Fishing
Wildlife Viewing	Viewing Land Based Animals	Bird Watching
	Whale Watching & Other Marine Life	Visited National, Provincial /State Park
	Wildflowers /Flora Viewing	Viewing Northern Lights
Hiking, Climbing & Paddling	Mountain Climbing /Trekking	Fresh Water Kayaking /Canoeing
	Rock Climbing	White Water Rafting
	Hiking /Backpacking in Wilderness Setting With Overnight Camping or Lodging	Same Day Hiking Excursion While on a Trip of 1+ Nights
	Ice Climbing	Wilderness Skills Courses
Boating & Swimming	Motorboating	Swimming in Lakes
	Water Skiing	
Ocean Activities	Swimming in Oceans	Snorkelling in Sea /Ocean
	Sunbathing, Sitting on a Beach	Ocean Kayaking or Canoeing
Sailing & Surfing	Sailing	Parasailing
	Wind Surfing	Kite Surfing
Scuba & Snorkelling	Scuba Diving in Lakes /Rivers	Scuba Diving in Sea /Ocean
	Snorkelling in Lakes /Rivers	
Exercising & Jogging	Working Out in Fitness Centre	Jogging or Exercising Outdoors
Cycling	Overnight Touring Trip	Recreational - Same Day Excursion
	Mountain Biking	
Motorcycling	Overnight Touring Trip	Same Day Excursion
Horseback Riding	With an Overnight Stop	Same Day Excursion
Snowmobiling & ATVing	All Terrain Vehicle - Overnight Touring Trip	Snowmobiling As an Overnight Touring Trip
	All Terrain Vehicle - Same Day Excursion	Snowmobiling Day Use on Organized Trail
Downhill Skiing & Snowboarding	Snowboarding	Downhill Skiing
Cross-country Skiing & Snowshoeing	Cross-country Skiing	Snowshoeing
Extreme Skiing	Heli-Skiing	Cross Country or Back Country as an Overnight Touring Trip
	Ski Jouring	
Hockey, Skating, Rollerblading & Skateboarding	Ice-Hockey	In-Line /Rollerblading
	Ice-Skating	Skateboarding
Extreme Air Sports	Parachuting	Hot Air Ballooning
	Hang Gliding	Bungee Jumping
Team Sports	Football	Basketball
	Baseball or Softball	Soccer
Games & Individual Sports	Board Games	Badminton
	Volleyball	Tennis
	Beach Volleyball	Mini-Golf
	Bowling	

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

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