



## RESEARCH SERVICES

# Travel Activities and Motivations of Canadian 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 Canadian Residents: An Overview", is based on a survey of Canadian and U.S. travellers conducted between January and June 2006. This report deals only with the travel patterns and attitudes of Canadians. A separate report on the travel patterns of U.S. residents, entitled "Travel Activities and Motivations of U.S. Residents: An Overview" was released on Tourism British Columbia's Corporate web site: [www.tourismbc.com/research](http://www.tourismbc.com/research).

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

### **Overnight Travel by Canadians**

- In the last two years, 84% of adult Canadians, or 20.9 million Canadians, took at least one overnight trip, while 3.9 million Canadians did not take any such trips.
- Most of the Canadians who did not travel cited time or financial constraints as the reasons for not travelling. Although reasons related to health concerns at the destination and concerns about terrorism were among other reasons Canadians gave for not travelling, the proportion of Canadian non-travellers who mentioned these reasons for not travelling was much lower than the proportion of Americans who did so.
- Nearly all Canadian travellers have travelled in Canada during the past 10 years. The United States was the top foreign destination visited by Canadians, followed by Europe and the Caribbean.
- On overnight trips, Canadians most enjoy: dining at restaurants that offer local ingredients and recipes; shopping for clothing, shoes or jewellery; shopping for books and music; strolling around a city to observe its buildings and architecture; and sunbathing on a beach.
- Although Canadians enjoy shopping and dining when they travel, these activities do not constitute the main reason for their travel. Dining was the main reason for taking an overnight trip for only 7% of Canadians who included dining as a trip activity. Similarly, only 10% of Canadians who included shopping as a trip activity indicated that shopping was the main reason for an overnight trip.
- Only for 23 out of the 194 activities contained in the TAMS questionnaire did 50% or more Canadian travellers who had participated in the activity indicate that the activity was the main motivator for at least one trip. These Canadians accounted for 32% of the total travellers. This suggests that most overnight pleasure trips by Canadians are not motivated by a single activity.

## **Trip Planning**

- In 2004-2005, the majority (62%) of adult Canadians who took vacation trips were personally involved in planning all their overnight, out-of-town pleasure or vacation trips. Of those who were involved in trip planning, the majority (65%) used the Internet as one of their trip planning tools.
- Canadian travellers also relied on other sources of information for trip planning. More than 80% of Canadians involved in planning their pleasure trips used the advice of friends and relatives, or their own past experience, or a travel agent.
- Nearly a quarter of adult Canadians 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.
- In planning overnight pleasure trips, Canadians are more likely to use hotel or resort websites than other types of websites. Contrary to American travellers, they are also likely to use the website of a country's, state's, province's or city's tourism authority.
- Slightly more than one-third (37%) of Canadian pleasure travellers used the Internet to make travel purchases (such as airline tickets).

## **Decision Making Process**

- The majority of Canadian 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 Canadian travellers find highly important when they take overnight pleasure or vacation trips. Two of these relate to the benefits of travel on relieving the impacts of stress, boredom or workloads on individual mental health.
- 82% of all Canadian travellers used travel to relieve stress in one form or another. Some 57% of travellers reported that they sought knowledge and mental stimulation, while 66% wanted to maintain or improve relationships.
- Almost two-thirds (62%) of Canadian 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 Canadian travellers: feeling safe at the destination (66%) and having no health concerns at the destination (50%).

- If all the conditions that relate to either safety or comfort are combined, then 83% of Canadian travellers rate safety and/or comfort as highly important when choosing a destination for a pleasure trip.
- If all the conditions related to cost are combined, one finds that 62% of Canadians rate cost as highly important when choosing a destination for a pleasure trip.

### **Impressions and Ratings of Destinations**

- British Columbia is by far the most appealing of all the destinations respondents to the survey were asked to rate. 70% of respondents rated BC as very appealing while Quebec and Ontario were each rated as very appealing by 46% of respondents. Hawaii was the most appealing US destination rated, with 60% of respondents rating it as very appealing.

### **Activity Participation at Home**

- Canadian adults (travellers and non-travellers) reported that their preferred outdoor activities at home are outings to parks, swimming, exercising and gardening.
- Preferred entertainment activities at home are: eating in restaurants, attending festivals or fairs, going to amateur sports events and going to pick-your-own farms or farmers' markets.
- Even when they are home, travellers are more active than non-travellers.

### **Cottage and Recreational Vehicle Ownership**

- 32% of Canadian travellers (or 6.7 million) have access to a cottage, cabin or vacation home. Most of these cottages and vacation homes are in Canada and most are in the travellers' home province.
- Over half a million Canadian travellers have cottages or vacation homes outside Canada.

### **Media Habits**

- The vast majority (87%) of Canadian travellers read the weekday edition of a newspaper in a typical week and a similar proportion reads the weekend edition of a newspaper.
- 45% of Canadian travellers read the travel section of a daily newspaper frequently or occasionally and 46% read the travel section of a weekend edition frequently or occasionally.

- Entertainment and music magazines, such as People and TV Guide, and general interest magazines such as Harper's, enjoyed the highest magazine readership among Canadian travellers.
- Movies on TV, news/current affairs and dramas (such as Law & Order, The West Wing and the OC) had the highest audience among Canadian travellers. Only 3% of Canadian travellers stated that they do not watch TV on a regular basis.
- Nearly all Canadian travellers reported listening to the radio on a regular basis.
- 81% of Canadian travellers use the Internet as a source of information for personal use. Web sites with information on weather, travel, entertainment and health are visited by Canadian travellers more often than other sites.
- About a quarter of Canadian travellers belong to a frequent flyer program and 38% are members of an automobile club such as CAA.

### **Vacation Days**

- 21% of all Canadian travellers had 14 or fewer days of paid vacation given to them by their employer, in 2005, while 47% were not paid employees.
- Of Canadians who were entitled to paid vacations, 38% used 14 or fewer of these days in 2005. Among those who used one or more days of their paid vacations, 12% did not use any days for travel and 39% used nine or fewer days for travel.

### **Demographics**

- Canadian travellers are on average younger than non-travellers and have almost double the household income of non-travellers.
- Compared to travellers, a higher proportion of non-travellers are retired and a lower proportion of non-travellers are employed as full time paid employees.
- The vast majority of Canadian travellers live with a spouse or partner and about one-quarter have children under the age of 18. Proportionally, more Canadian non-travellers live alone or with children but no spouse/partner.
- 80% of Canadian travellers were born in Canada as compared to 74% of Canadian non-travellers. About two-thirds of the Canadian travellers' parents were born in Canada.
- Canadian travellers are significantly more educated than Canadian non-travellers. About 29% of Canadian travellers have 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 Canadians. A separate report about the travel patterns of Americans, "Travel Activities and Motivations of U.S. Residents: An Overview", is available on Tourism British Columbia's Corporate website: [www.tourismbc.com/research](http://www.tourismbc.com/research).

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 Canadian survey consisted of a telephone and a mailback survey:

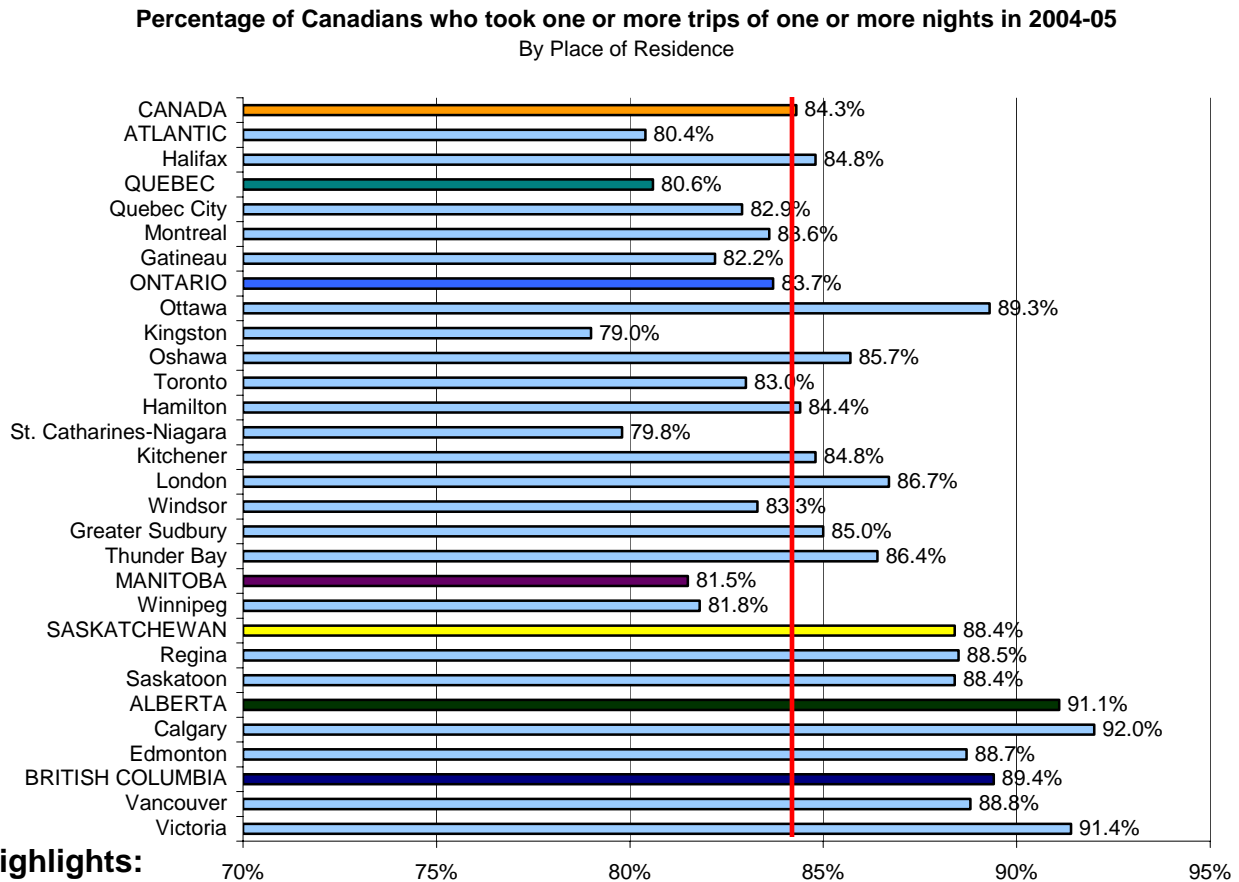
- The household response rate to the telephone survey was 65.4%.
- Among those who qualified to receive the paper questionnaire, the response rate was 53.5%.
- The Canadian database consists of 53,150 completed records from the telephone survey and 24,692 completed paper questionnaires.

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 CANADIANS

### INCIDENCE OF OVERNIGHT TRAVEL



- 84%, or 20.9 million adult Canadians (18 years of age or older) took at least one overnight, out-of-town trip during the two year period 2004-05.
- Canadians residing in Calgary and Vancouver were the most likely to travel overnight while residents of Atlantic Canada and Quebec were the least likely to do so.
- 3.9 million adult Canadians (16% of the total adult population) reported that they did not take any overnight trips during 2004-05.

## REASONS FOR NOT TAKING OVERNIGHT TRIPS

| REASON   | % of Canadian Non-Travellers | Canadian Non-Travellers (3.9 million) |
|--|------------------------------|---------------------------------------|
| Financial reasons (not enough money, unemployed, etc.)               | 19%                          | 754,279                               |
| Too expensive / I would rather spend the money on something else     | 12%                          | 480,815                               |
| Not enough time to travel  | 11%                          | 443,737                               |
| Sick / Infirm / Disabled   | 12%                          | 453,394                               |
| Nobody to travel with  | 2%                           | 60,162                                |
| No particular reason   | 15%                          | 581,249                               |
| No interest / Nothing to see or do that appeals to me                | 13%                          | 507,063                               |
| No out-of-town family or friends to visit                            | 2%                           | 59,227                                |
| I have young children  | 4%                           | 165,518                               |
| Recently made a major purchase (house, car, etc.)                    | 1%                           | 55,533                                |
| <b>Worried about health issues at the destination</b>                | 1%                           | 35,572                                |
| <b>Too much hassle to travel (passports, border crossings, etc.)</b> | 1%                           | 36,595                                |
| I am done travelling   | 1%                           | 53,813                                |
| Too old to travel  | 4%                           | 173,500                               |
| <b>Worried about terrorism</b>                                       | 0%                           | 8,126                                 |
| Language difficulties / Don't speak the language                     | 0%                           | 4,771                                 |
| Some other reason  | 11%                          | 435,035                               |
| Don't Know   | 0%                           | 5,508                                 |
| <b>Not Stated</b>  | 14%                          | 555,939                               |

Note: Multiple responses were allowed.

### Highlights:

- In addition to citing financial and time constraints as the top reasons for not taking overnight, out-of-town trips, Canadians who did not travel also cited a general lack of interest in travel.
- Although a few Canadians mentioned fears about health issues or terrorism at the destination as reasons for not taking overnight trips, these issues are much less important to Canadians than they are to Americans.

## DESTINATIONS VISITED

| DESTINATION                  | Canadian travellers in 2004-05 | % of total travellers (20.9 mil) | Canadian travellers in last 10 years | % of total travellers (20.9 mil) |
|------------------------------|--------------------------------|----------------------------------|--------------------------------------|----------------------------------|
| U.S.                         | 10,292,835                     | 49%                              | 14,316,890                           | 69%                              |
| <b>CANADA (NET)</b>          | <b>19,594,105</b>              | <b>94%</b>                       | <b>20,150,951</b>                    | <b>97%</b>                       |
| Newfoundland & Labrador      | 901,739                        | 4%                               | 1,861,539                            | 9%                               |
| Prince Edward Island         | 1,452,838                      | 7%                               | 3,672,920                            | 18%                              |
| New Brunswick                | 2,397,134                      | 11%                              | 4,766,015                            | 23%                              |
| Nova Scotia                  | 2,576,708                      | 12%                              | 5,099,651                            | 24%                              |
| Quebec                       | 7,951,183                      | 38%                              | 10,590,509                           | 51%                              |
| <b>Ontario</b>               | <b>10,855,552</b>              | <b>52%</b>                       | <b>13,317,695</b>                    | <b>64%</b>                       |
| Manitoba                     | 1,886,878                      | 9%                               | 3,460,452                            | 17%                              |
| Saskatchewan                 | 2,339,226                      | 11%                              | 3,914,517                            | 19%                              |
| Alberta                      | 5,232,837                      | 25%                              | 7,676,426                            | 37%                              |
| <b>British Columbia</b>      | <b>6,122,235</b>               | <b>29%</b>                       | <b>8,776,019</b>                     | <b>42%</b>                       |
| Yukon                        | 214,527                        | 1%                               | 674,577                              | 3%                               |
| Northwest Territories        | 143,927                        | 1%                               | 466,595                              | 2%                               |
| Nunavut                      | 64,156                         | 0%                               | 165,935                              | 1%                               |
| MEXICO                       | 2,422,605                      | 12%                              | 4,848,291                            | 23%                              |
| SOUTH/CENTRAL AMERICA        | 964,942                        | 5%                               | 1,944,678                            | 9%                               |
| THE CARIBBEAN                | 3,088,832                      | 15%                              | 5,242,042                            | 25%                              |
| EUROPE (incl. UK&RUSSIA)     | 3,163,604                      | 15%                              | 6,279,693                            | 30%                              |
| ASIA                         | 1,145,012                      | 5%                               | 2,185,759                            | 10%                              |
| AUSTRALIA/NEW ZEALAND/AFRICA | 1,145,012                      | 5%                               | 1,591,284                            | 8%                               |

Note: Numbers and percentages do not sum to 100% because travellers visit more than one place.

### Highlights:

- Over the last ten years and in the most recent two-year period, Canada and the U.S. dominated Canadians' choices of travel destinations.

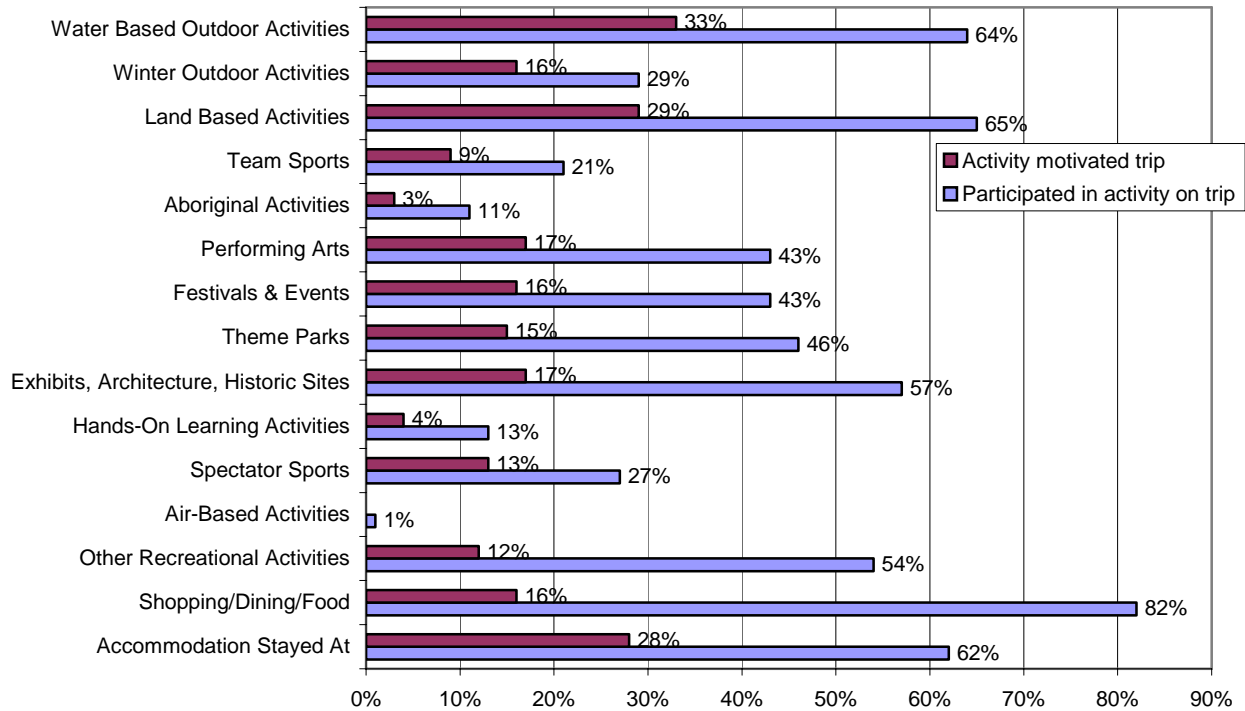
## ACTIVITY PARTICIPATION WHILE ON OVERNIGHT TRIPS AND IMPORTANCE OF ACTIVITIES AS TRIP MOTIVATORS

### Highlights for All Activity Tables:

- Only 23 activities, of the 194 activities contained in the TAMS questionnaire, were the main trip motivator for at least one pleasure trip for 50% or more Canadian travellers who had participated in those activities on trips. These Canadians accounted for 32% of the total travellers. This suggests that Canadians are not motivated by single activities to take overnight trips and most activities are not primary trip motivators.
- 32% of Canadian 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 to the other questions in the survey, this high percentage most likely signifies that for a large portion of Canadian travellers, single activities do not act as trip-motivators.
- Activities that were top trip motivators (some of the trips that included these activities) were:
  - Big game hunting
    - 76% of the Canadian travellers who participated in big game hunting indicated that some of their trips were motivated by this activity (800,000; 3.9% of all travellers went on at least one trip that included big game hunting).
  - Snowmobiling - as an overnight touring trip
    - 73% of the Canadian travellers who participated in an overnight snowmobile touring trip indicated that some of their trips were motivated by this activity (345,000; 1.7% of all travellers went on at least one trip that included overnight snowmobile touring).
  - Golfing - package golf tour to play on various courses (73%)
    - 73% of the Canadian travellers who participated in a package golf tour indicated that some of their trips were motivated by this activity (420,000; 2.0% of all travellers went on at least one trip that included a package golf tour).
  - Motorcycling as an overnight touring trip
    - 73% of the Canadian travellers who participated in an overnight motorcycling touring trip indicated that some of their trips were motivated by this activity (320,000; 1.5% of all travellers went on at least one overnight motorcycling touring trip).
- Winter outdoor activities, as a group, had the highest ratio of trips motivated by these activities to total trips containing these activities (56%).
- Dining at restaurants that offer local ingredients and recipes, shopping for clothing, shoes or jewellery, shopping for books and music, strolling around a city to observe its buildings and architecture, and sunbathing on a beach are the most popular single activities for overnight Canadian travellers.

- Although Canadians 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 in only 7% of all the trips that had dining as an activity. Similarly, in only 10% of the trips that had shopping as an activity, shopping was the main reason for the trip.

### Activities Participated on Overnight Trips in 2004-05



| <b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b> | <b>Canadian Travellers</b> | <b>% of total travellers (20.9 mil)</b> | <b>% of travellers for whom this activity motivated some of their trips</b> |
|---|----------------------------|---|---|
| <b>WATER-BASED OUTDOOR ACTIVITIES (NET)</b>           | <b>13,329,390</b>          | <b>64%</b>                              | <b>33%</b>  |
| Fishing - fresh water                                 | 4,227,732                  | 20%                                     | 10%   |
| Fishing - salt water                                  | 856,001                    | 4%                                      | 1%  |
| Fishing - trophy fishing                              | 149,808                    | 1%                                      | 0%  |
| Kayaking or canoeing – freshwater                     | 2,334,205                  | 11%                                     | 4%  |
| Kayaking or canoeing – ocean                          | 783,552                    | 4%                                      | 1%  |
| Kite surfing  | 56,797                     | 0%                                      | *   |
| Motor boating   | 3,614,404                  | 17%                                     | 4%  |
| Parasailing   | 272,164                    | 1%                                      | *   |
| Sailing   | 888,368                    | 4%                                      | 1%  |
| Scuba diving in lakes / rivers                        | 157,993                    | 1%                                      | *   |
| Scuba diving in sea / ocean                           | 553,464                    | 3%                                      | 1%  |
| Snorkeling in lakes or rivers                         | 488,099                    | 2%                                      | *   |
| Snorkeling in sea / ocean                             | 2,052,088                  | 10%                                     | 1%  |
| Sunbathing or sitting on a beach                      | 8,142,936                  | 39%                                     | 17%   |
| Swimming in lakes                                     | 7,031,678                  | 34%                                     | 9%  |
| Swimming in oceans                                    | 5,687,633                  | 27%                                     | 8%  |
| Water skiing  | 1,096,068                  | 5%                                      | 1%  |
| White water rafting                                   | 541,446                    | 3%                                      | 1%  |
| Wind surfing  | 230,457                    | 1%                                      | *   |

\* Small sample size, number has been suppressed

\* Small sample size, number has been suppressed

| <b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b>  | <b>Canadian Travellers</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>6,085,321</b>           | <b>29%</b>                   | <b>16%</b>  |
| Dog sledding   | 184,704                    | 1%                           | *   |
| Ice fishing  | 1,084,909                  | 5%                           | 3%  |
| Ice-skating  | 2,069,668                  | 10%                          | 2%  |
| Cross country skiing                                   | 1,207,659                  | 6%                           | 2%  |
| Cross/back country skiing as an overnight touring trip | 229,888                    | 1%                           | 1%  |
| Downhill skiing  | 2,449,910                  | 12%                          | 8%  |
| Heli-skiing  | 48,096                     | 0%                           | *   |
| Ski touring  | 19,133                     | 0%                           | *   |
| Snowboarding   | 849,586                    | 4%                           | 2%  |
| Snowmobiling - day use on organized trail              | 919,654                    | 4%                           | 2%  |
| Snowmobiling - as an overnight touring trip            | 344,618                    | 2%                           | 1%  |
| Snowshoeing  | 856,315                    | 4%                           | 1%  |

| <b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b> | <b>Canadian travellers</b> | <b>% of total travellers</b> | <b>% of travellers for whom this activity</b> |
|---|----------------------------|------------------------------|---|
|---|----------------------------|------------------------------|---|



|   |                   |            | motivated some of their trips |
|---|-------------------|------------|-------------------------------|
| <b>LAND-BASED ACTIVITIES (NET)</b>                                  | <b>13,626,681</b> | <b>65%</b> | <b>29%</b>                    |
| All terrain vehicle - used one on a same day excursion              | 1,547,718         | 7%         | 2%                            |
| All terrain vehicle - used one as part of an overnight touring trip | 433,132           | 2%         | 1%                            |
| Bungee jumping  | 76,521            | 0%         | *                             |
| Climbing - Ice climbing   | 42,365            | 0%         | *                             |
| Climbing - Rock climbing  | 333,799           | 2%         | *                             |
| Climbing - Mountain climbing / trekking                             | 640,969           | 3%         | 1%                            |
| Cycling - same day excursion  | 2,225,414         | 11%        | 3%                            |
| Cycling - mountain biking   | 823,915           | 4%         | 1%                            |
| Cycling as an overnight touring trip                                | 284,507           | 1%         | 1%                            |
| Fitness - Working out in a fitness centre                           | 1,955,600         | 9%         | 1%                            |
| Fitness - Jogging or exercising outdoors                            | 2,272,089         | 11%        | 1%                            |
| Golfing - played an occasional game                                 | 3,220,747         | 15%        | 3%                            |
| Golfing - played during a stay at a golf resort                     | 880,157           | 4%         | 2%                            |
| Golfing - package golf tour to play on various courses              | 419,627           | 2%         | 1%                            |
| Hiking- same day excursion while on overnight trip                  | 4,798,694         | 23%        | 5%                            |
| Hiking in wilderness with overnight camping                         | 1,495,369         | 7%         | 4%                            |
| Horseback - Same day horseback riding excursion                     | 959,042           | 5%         | 1%                            |
| Horseback - Travel by horse with overnight stops                    | 82,028            | 0%         | *                             |
| Hunting big game  | 804,577           | 4%         | 3%                            |
| Hunting small game  | 447,351           | 2%         | 1%                            |
| Hunting birds   | 320,145           | 2%         | 1%                            |
| In-line / roller blading  | 597,062           | 3%         | *                             |
| Mini-golf   | 2,515,967         | 12%        | 1%                            |
| Motorcycling - day excursion while on an overnight trip             | 493,633           | 2%         | 1%                            |
| Motorcycling as an overnight touring trip                           | 318,789           | 2%         | 1%                            |
| Skateboarding   | 129,668           | 1%         | *                             |
| Visited national, provincial, state nature park                     | 6,042,579         | 29%        | 11%                           |
| Viewing northern lights   | 1,169,453         | 6%         | 1%                            |
| Wildflowers / flora viewing   | 2,071,873         | 10%        | 2%                            |
| Wildlife viewing - Bird watching                                    | 2,002,635         | 10%        | 2%                            |
| Wildlife viewing –<br>Whale watching & other marine life            | 2,210,519         | 11%        | 3%                            |
| Wildlife viewing - Watching land based animals                      | 2,755,110         | 13%        | 2%                            |

\* Small sample size, number has been suppressed

| <b>ACTIVITIES DURING OVERNIGHT TRIPS<br/>IN<br/>2004-2005</b>  | <b>Canadian Travellers</b> | <b>% of total<br/>travellers</b> | <b>% of travellers for<br/>whom this activity<br/>motivated some of their<br/>trips</b> |
|--|----------------------------|----------------------------------|---|
| <b>TEAM SPORTS (NET)</b>   | <b>4,470,437</b>           | <b>21%</b>                       | <b>9%</b>   |
| Badminton  | 406,913                    | 2%                               | *   |
| Baseball or softball   | 622,801                    | 3%                               | 2%  |
| Basketball   | 332,169                    | 2%                               | 1%  |
| Beach volleyball   | 752,617                    | 4%                               | *   |
| Board games  | 1,302,339                  | 6%                               | *   |
| Bowling  | 780,299                    | 4%                               | 1%  |
| Curling  | 310,469                    | 1%                               | 1%  |
| Football   | 234,452                    | 1%                               | *   |
| Ice hockey   | 1,067,214                  | 5%                               | 3%  |
| Paintball  | 173,834                    | 1%                               | *   |
| Soccer   | 521,388                    | 2%                               | 1%  |
| Squash   | 69,935                     | 0%                               | *   |
| Tennis   | 536,128                    | 3%                               | *   |
| Volleyball   | 517,121                    | 2%                               | 1%  |
| <b>ABORIGINAL ACTIVITIES (NET)</b>   | <b>2,307,397</b>           | <b>11%</b>                       | <b>3%</b>   |
| Aboriginal cultural experiences in a remote or rural setting where you stayed for one or more nights | 561,439                    | 3%                               | 1%  |
| Aboriginal heritage attractions (e.g., museums, interpretive centres)                                | 1,494,562                  | 7%                               | 1%  |
| Aboriginal festivals and events (e.g., pow wows)   | 539,903                    | 3%                               | 1%  |
| Aboriginal cuisine (tasted or sampled)   | 666,069                    | 3%                               | 1%  |
| Aboriginal arts and crafts shows   | 985,903                    | 5%                               | 1%  |
| Aboriginal outdoor adventure or sports   | 232,168                    | 1%                               | *   |

\* Small sample size, number has been suppressed

| <b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b>               | <b>Canadian Travellers</b> | <b>% of total travellers</b> | <b>% of travellers for whom this activity motivated some of their trips</b> |
|---|----------------------------|------------------------------|---|
| <b>PERFORMING ARTS (NET)</b>  | <b>8,990,382</b>           | <b>43%</b>                   | <b>17%</b>  |
| Ballet or other dance performances                                  | 1,211,842                  | 6%                           | 2%  |
| Classical or symphony concert                                       | 1,220,638                  | 6%                           | 2%  |
| Country / western music concerts                                    | 1,091,660                  | 5%                           | 2%  |
| Free outdoor performance (e.g., theatre, concert) in a park setting | 3,459,990                  | 17%                          | 3%  |
| Jazz concert  | 836,958                    | 4%                           | 1%  |
| Live theatre  | 3,379,641                  | 16%                          | 5%  |
| Live theatre with dinner  | 1,620,839                  | 8%                           | 3%  |
| Opera   | 475,488                    | 2%                           | 1%  |
| Rock & roll / popular concert                                       | 2,603,760                  | 12%                          | 6%  |
| Stand-up comedy clubs & other variety shows                         | 1,923,512                  | 9%                           | 2%  |
| Circus  | 745,056                    | 4%                           | 1%  |
| <b>FESTIVALS &amp; EVENTS (NET)</b>                                 | <b>9,038,556</b>           | <b>43%</b>                   | <b>16%</b>  |
| Carnivals   | 1,398,090                  | 7%                           | 2%  |
| International film festivals  | 364,586                    | 2%                           | *   |
| Literary festivals or events  | 230,435                    | 1%                           | *   |
| Music festivals   | 1,474,137                  | 7%                           | 3%  |
| Theatre festivals   | 468,130                    | 2%                           | 1%  |
| Farmers' markets or country fairs                                   | 3,993,031                  | 19%                          | 4%  |
| Exhibition or fairs   | 2,377,239                  | 11%                          | 4%  |
| Religious festivals   | 1,009,997                  | 5%                           | 2%  |
| Food / drink festivals  | 1,108,066                  | 5%                           | 1%  |
| Ethnic festivals  | 873,789                    | 4%                           | 1%  |
| Western theme events such as rodeos                                 | 721,775                    | 3%                           | 1%  |
| Gay pride parades   | 208,437                    | 1%                           | *   |
| Firework displays   | 3,199,274                  | 15%                          | 3%  |
| Hot air balloon festivals   | 329,639                    | 2%                           | 1%  |
| Comedy festivals  | 365,892                    | 2%                           | 1%  |

\* Small sample size, number has been suppressed

| <b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b>           | <b>Canadian travellers</b> | <b>% of total travellers</b> | <b>% of travellers for whom this activity motivated some of their trips</b> |
|---|----------------------------|------------------------------|---|
| <b>THEME PARKS (NET)</b>  | <b>9,560,111</b>           | <b>46%</b>                   | <b>15%</b>  |
| Amusement park  | 4,351,196                  | 21%                          | 8%  |
| Aquariums   | 2,709,382                  | 13%                          | 2%  |
| Botanical gardens   | 2,924,380                  | 14%                          | 3%  |
| Garden theme park   | 1,391,850                  | 7%                           | 1%  |
| Musical attractions   | 1,006,384                  | 5%                           | 1%  |
| Movie theme park  | 717,410                    | 3%                           | 1%  |
| Planetarium   | 635,053                    | 3%                           | 1%  |
| Science & technology theme park                                 | 1,364,885                  | 7%                           | 1%  |
| Water theme park  | 2,143,717                  | 10%                          | 3%  |
| Wax museums   | 723,670                    | 3%                           | *   |
| Zoos  | 3,385,129                  | 16%                          | 4%  |
| Entertainment farms (corn maze, petting zoo)                    | 1,316,428                  | 6%                           | 1%  |
| <b>EXHIBITS, ARCHTECTURE, HISTORIC SITES (NET)</b>              | <b>11,872,008</b>          | <b>57%</b>                   | <b>17%</b>  |
| Art galleries   | 3,859,904                  | 18%                          | 3%  |
| Historical replicas of cities/towns with historic re-enactments | 2,088,517                  | 10%                          | 3%  |
| Museums - children's museums                                    | 742,963                    | 4%                           | 1%  |
| Museums - general history or heritage museums                   | 4,672,996                  | 22%                          | 4%  |
| Museums - science or technology museums                         | 2,053,030                  | 10%                          | 2%  |
| Museums - military / war museums                                | 1,876,757                  | 9%                           | 2%  |
| Paleontological / archaeological sites                          | 1,408,621                  | 7%                           | 2%  |
| Strolling around a city to observe its buildings & architecture | 8,189,397                  | 39%                          | 8%  |
| Well known historic sites or buildings                          | 5,993,006                  | 29%                          | 6%  |
| Other historic sites monuments and buildings                    | 4,883,247                  | 23%                          | 4%  |
| Well known natural "wonders"                                    | 4,787,535                  | 23%                          | 6%  |
| <b>HANDS-ON LEARNING ACTIVITIES (NET)</b>                       | <b>2,706,304</b>           | <b>13%</b>                   | <b>4%</b>   |
| Archaeological digs   | 195,991                    | 1%                           | *   |
| Cooking / wine tasting courses                                  | 722,214                    | 3%                           | 1%  |
| Courses to learn another language                               | 397,865                    | 2%                           | 1%  |
| Curatorial tours  | 264,154                    | 1%                           | *   |
| Harvesting and / or other farm operations                       | 581,763                    | 3%                           | 1%  |
| Historical re-enactments (as an actor)                          | 93,787                     | 0%                           | *   |
| Interpretive program at a historic site or park                 | 956,456                    | 5%                           | 1%  |
| Wilderness skills courses                                       | 302,044                    | 1%                           | 1%  |

\* Small sample size, number has been suppressed

| <b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b>            | <b>Canadian travellers</b> | <b>% of total travellers</b> | <b>% of travellers for whom this activity motivated some of their trips</b> |
|--|----------------------------|------------------------------|---|
| <b>SPECTATOR SPORTS (NET)</b>                                    | <b>5,622,487</b>           | <b>27%</b>                   | <b>13%</b>  |
| Amateur sports tournaments/competitions                          | 2,214,321                  | 11%                          | 5%  |
| Amateur tournaments and competitions other than sports           | 280,155                    | 1%                           | 1%  |
| Auto races   | 823,836                    | 4%                           | 2%  |
| Professional baseball games                                      | 1,068,523                  | 5%                           | 2%  |
| Professional basketball games                                    | 292,808                    | 1%                           | *   |
| Professional figure skating                                      | 159,262                    | 1%                           | *   |
| Professional football games                                      | 675,948                    | 3%                           | 2%  |
| Professional golf tournaments                                    | 197,555                    | 1%                           | 0%  |
| Professional ice hockey games                                    | 1,891,263                  | 9%                           | 4%  |
| Professional soccer games  | 217,450                    | 1%                           | *   |
| Horse races  | 570,741                    | 3%                           | 1%  |
| Equine (horse) competitions                                      | 250,396                    | 1%                           | *   |
| Curling bonspiel   | 332,309                    | 2%                           | 1%  |
| National/international sporting events, e.g., the Olympics games | 198,609                    | 1%                           | 1%  |
| <b>AIR-BASED ACTIVITIES (NET)</b>                                | <b>233,124</b>             | <b>1%</b>                    | <b>*</b>  |
| Hang gliding   | 61,643                     | 0%                           | *   |
| Hot air ballooning   | 88,458                     | 0%                           | *   |
| Parachuting  | 102,289                    | 0%                           | *   |
| <b>OTHER RECREATIONAL ACTIVITIES (NET)</b>                       | <b>11,276,432</b>          | <b>54%</b>                   | <b>12%</b>  |
| Day visit to a health and wellness spa                           | 1,956,601                  | 9%                           | 3%  |
| Photography  | 3,079,455                  | 15%                          | 2%  |
| Recreational dancing   | 1,392,207                  | 7%                           | 1%  |
| Went to casino(s)  | 5,218,740                  | 25%                          | 6%  |
| Went to the movies / cinema                                      | 5,691,695                  | 27%                          | 4%  |
| Went to lmax movie theatres                                      | 2,350,757                  | 11%                          | 2%  |

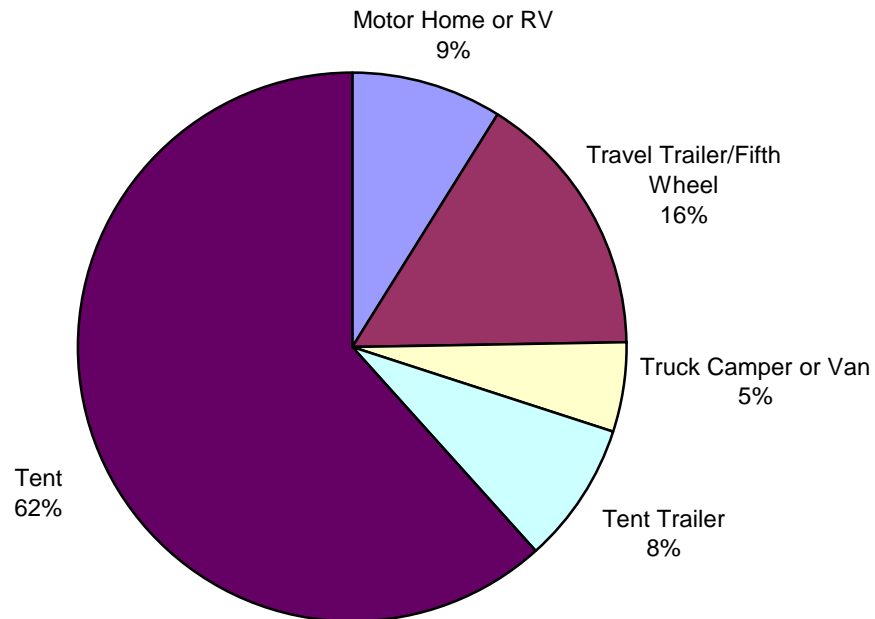
\* Small sample size, number has been suppressed

| <b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004-2005</b>                     | <b>Canadian travellers</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>17,156,612</b>          | <b>82%</b>                   | <b>16%</b>  |
| Dining at restaurants offering local ingredients & recipes                | 11,649,615                 | 56%                          | 5%  |
| Dining at high-end restaurants of international reputation                | 3,533,111                  | 17%                          | 2%  |
| Dining at other high-end restaurants                                      | 5,523,823                  | 26%                          | 3%  |
| Dining at a farm  | 1,020,534                  | 5%                           | 1%  |
| Shop/browse - bookstores or music stores                                  | 8,461,762                  | 41%                          | 3%  |
| Shop/browse - antiques  | 4,807,123                  | 23%                          | 2%  |
| Shop/browse - gourmet foods in retail stores                              | 3,584,737                  | 17%                          | 1%  |
| Shop/browse - local arts & crafts studios/exhibits                        | 7,596,491                  | 36%                          | 3%  |
| Shop/browse - clothing, shoes and jewelry                                 | 11,617,048                 | 56%                          | 7%  |
| Shop/browse - greenhouse or garden centre                                 | 3,412,007                  | 16%                          | 2%  |
| Went to local outdoor cafes   | 7,875,158                  | 38%                          | 3%  |
| Went to wineries for day visits and tasting                               | 3,348,679                  | 16%                          | 3%  |
| Went to breweries for day visits and tasting                              | 1,215,443                  | 6%                           | 1%  |
| Went to fruit picking at farms or open fields                             | 2,265,787                  | 11%                          | 2%  |
| Visited food processing plants such as cheese factory                     | 1,322,035                  | 6%                           | 1%  |
| <b>ACCOMODATION-RELATED ACTIVITIES (NET) - STAYED AT:</b>                 | <b>12,973,660</b>          | <b>62%</b>                   | <b>28%</b>  |
| Lakeside / riverside resort   | 4,469,793                  | 21%                          | 7%  |
| Ski resort or mountain resort   | 2,728,761                  | 13%                          | 5%  |
| Seaside resort  | 4,070,225                  | 19%                          | 7%  |
| Remote or fly-in wilderness lodge   | 315,928                    | 2%                           | 1%  |
| Remote or fly-in wilderness outpost                                       | 118,812                    | 1%                           | *   |
| Wilderness lodge you can drive to by car                                  | 1,132,204                  | 5%                           | 2%  |
| Cooking school  | 73,197                     | 0%                           | *   |
| Wine tasting school   | 68,317                     | 0%                           | *   |
| Country inn or resort because it had a gourmet restaurant on the premises | 1,010,462                  | 5%                           | 2%  |
| Health spa  | 1,166,301                  | 6%                           | 2%  |
| Farm or guest ranch   | 604,846                    | 3%                           | 1%  |
| On a houseboat  | 299,876                    | 1%                           | 1%  |
| A public campground in a nature park                                      | 5,206,549                  | 25%                          | 11%   |
| A private campground  | 3,744,979                  | 18%                          | 6%  |
| A camp site in a wilderness setting (not a campground)                    | 1,698,239                  | 8%                           | 4%  |
| A motor home or RV while traveling or touring (not a camping trip)        | 926,331                    | 4%                           | 1%  |

\* Small sample size, number has been suppressed

## SHELTER USED ON CAMPING TRIPS

Type of Shelter Most Often Used on Camping Trips  
During 2004-05



### Highlights:

- Of the 8 million adult Canadians (39% of all travellers) who went camping in 2004-05, 63% used a tent as the type of shelter most often used. Travel trailer/fifth wheeler was the second most popular camping shelter accounting for 15% of Canadian campers.

## TOURS

| TYPES OF TOURS TAKEN IN 2004-2005   | Number    | % of total travellers (20.9 mil) |
|---|-----------|----------------------------------|
| An organized or guided group tour where you stayed for one or more nights at different locations                                    | 2,063,036 | 10%                              |
| An organized or guided group tour where you stayed for one or more nights at a single location (e.g., casino, spa, etc.)            | 1,589,148 | 8%                               |
| 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 | 4,408,180 | 21%                              |
| 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             | 5,782,546 | 28%                              |
| 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       | 3,562,615 | 17%                              |
| An unspecified type of same day tour  | 620,078   | 3%                               |
| None of the above   | 6,762,769 | 32%                              |
| Not stated  | 3,219,172 | 15%                              |
| "WHERE DID YOU GO ON THESE SAME DAY TOURS IN 2004-2005?"  | Number    | % of total travellers            |
| Around the countryside - scenic drives  | 4,449,719 | 21%                              |
| Around the city   | 4,650,819 | 22%                              |
| As a pilot or passenger of airplane or helicopter   | 378,339   | 2%                               |
| On the water (sightseeing cruise)   | 2,566,262 | 12%                              |
| To a winery / wineries  | 1,118,284 | 5%                               |
| To a factory / factories  | 530,344   | 3%                               |
| To a casino   | 1,310,783 | 6%                               |
| Wilderness / outdoor tour   | 2,573,217 | 12%                              |
| Some other type of tour   | 1,946,253 | 9%                               |
| Not stated  | 3,219,172 | 15%                              |

### Highlights:

- In 2004-2005, 7.7 million adult Canadians (37% of Canadian travellers) took a same-day tour, either self-guided or organized, while on an overnight trip. "Around the city" and "Around the country-side" were the most popular types of same-day tours (22% & 21% respectively).
- Self-guided tours were of equal importance to organized or guided tours.



## CRUISES

| Types of Overnight Cruises in 2004-2005 | Number            | % of total travellers (20.9 mil) |
|---|-------------------|----------------------------------|
| <b>OCEAN CRUISE (NET)</b>               | <b>1,766,334</b>  | <b>8%</b>                        |
| Ocean cruise - Alaska                   | 339,398           | 2%                               |
| Ocean cruise - Caribbean                | 1,067,451         | 5%                               |
| Ocean cruise - other                    | 653,167           | 3%                               |
| <b>LAKE/RIVER CRUISES (NET)</b>         | <b>901,512</b>    | <b>4%</b>                        |
| Great Lakes cruise                      | 156,212           | 1%                               |
| Cruise on the St. Lawrence River        | 393,742           | 2%                               |
| Cruise on another lake or river         | 470,315           | 2%                               |
| <b>SUBMARINE CRUISE</b>                 | <b>26,310</b>     | <b>0%</b>                        |
| <b>SOME OTHER TYPE OF CRUISE</b>        | <b>324,241</b>    | <b>2%</b>                        |
| <b>DID NOT TAKE A CRUISE</b>            | <b>14,257,051</b> | <b>68%</b>                       |
| <b>NOT STATED</b>                       | <b>3,894,263</b>  | <b>19%</b>                       |

### Highlights:

- Approximately 13% of adult Canadian travellers took a cruise in 2004-2005.
- Though Caribbean cruises are by far the most popular types of cruises, the combined lake/ river cruise market (4%) was almost as large as the Caribbean cruise market (5%) and was larger than the Alaska cruise market (2%).

## BUSINESS TRAVEL

### Incidence of Business or Job-related Travel

| TYPES OF BUSINESS OR JOB-RELATED TRAVEL IN 2004-2005                | Number            | % of total travellers (20.9 mil) |
|---|-------------------|----------------------------------|
| <b>TOOK ANY TYPE OF BUSINESS TRIP (NET)</b>                         | <b>6,852,514</b>  | <b>33%</b>                       |
| Business meetings   | 3,373,303         | 16%                              |
| Trade shows   | 1,353,856         | 6%                               |
| Business conventions  | 1,392,803         | 7%                               |
| Conferences or seminars   | 2,904,920         | 14%                              |
| Employer-paid training  | 2,077,599         | 10%                              |
| Some other business reason  | 2,403,354         | 12%                              |
| <b>I HAVE NOT TAKEN ANY OUT-OF-TOWN JOB-RELATED OVERNIGHT TRIPS</b> | <b>11,874,030</b> | <b>57%</b>                       |
| <b>NOT STATED</b>   | <b>2,148,765</b>  | <b>10%</b>                       |

### Highlights:

- One third (33%) of adult Canadian travellers took at least one overnight business trip, travelling almost as often to attend conferences or seminars as to attend business meetings.

## 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 (20.9 mil)</b> |
|--|----------------------|---|
| Yes  | 1,779,766            | 9%                                      |
| No   | 12,629,315           | 60%                                     |
| Don't have an employer   | 4,737,611            | 23%                                     |
| Did not take pleasure or vacation trips  | 929,015              | 4%                                      |
| Not stated   | 799,602              | 4%                                      |

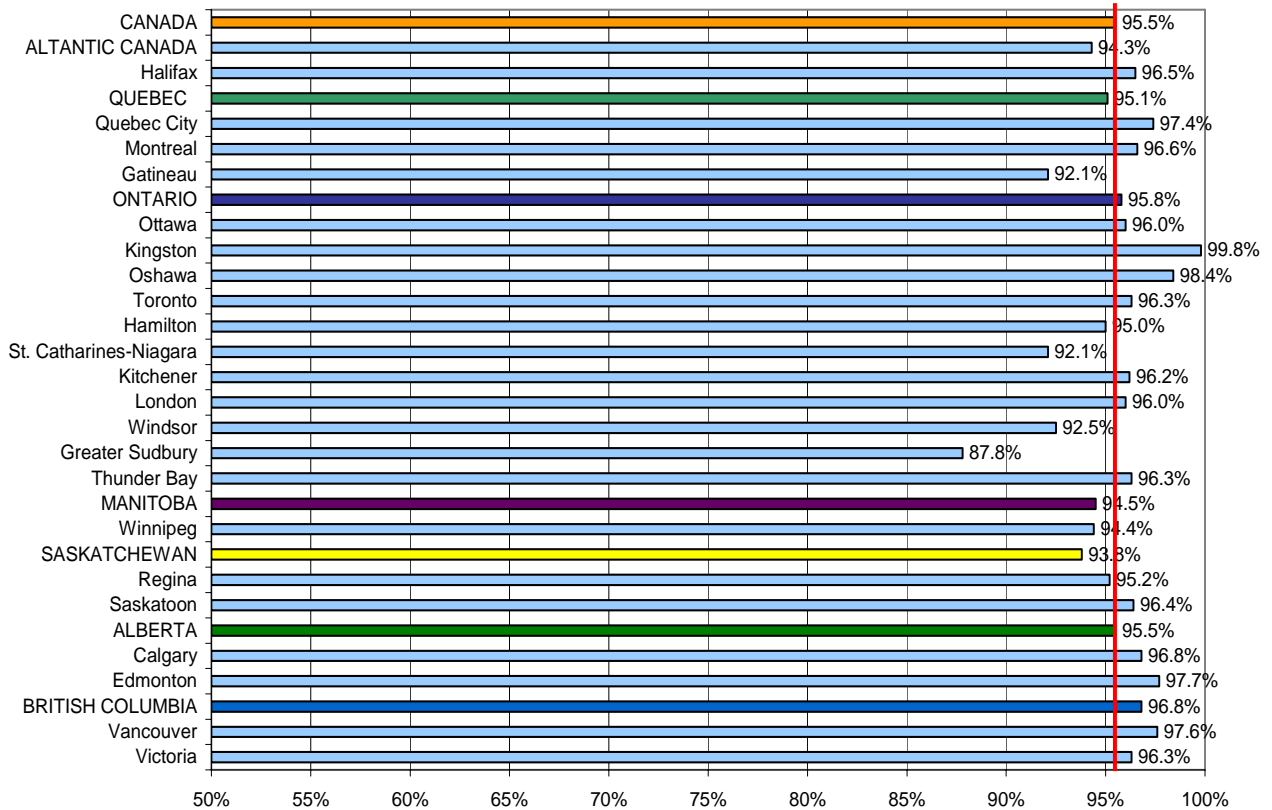
### Highlights:

- 9% of Canadian travellers received as a reward an overnight vacation planned and paid by their employers.
- In the bullet point above, if one excludes those who did not answer the question as well as the Canadians who did not have an employer and those who did not take vacation trips, then this percentage climbs to 12%. In other words, 12% of the Canadian travellers who answered this question, had an employer and took pleasure or vacation trips in 2004-05, received an overnight vacation planned and paid by their employer as a reward.

# PLEASURE OR VACATION TRAVEL

## Incidence of Overnight Pleasure or Vacation Travel

Canadian travellers who took pleasure trips one or more nights in 2004-05 - By Place of Residence  
As a % of total travellers



### Highlights:

- Of the 20.9 million Canadians who took overnight trips, 96% (19.9 million) travelled for pleasure or vacations.
- The incidence of pleasure travel among Canadian travellers varied across the country with Kingston having the highest incidence and Sudbury the lowest.

## NUMBER OF PLEASURE OR VACATION TRIPS

| NUMBER OF OVERNIGHT PLEASURE OR VACATION TRIPS IN 2004-2005 | Number    | % of total travellers (20.9 mil) |
|---|-----------|----------------------------------|
| None  | 929,015   | 4%                               |
| One   | 2,045,112 | 10%                              |
| Two   | 2,909,147 | 14%                              |
| Three   | 2,402,158 | 12%                              |
| Four  | 1,985,390 | 10%                              |
| Five or more  | 9,097,702 | 44%                              |
| Not Stated  | 1,506,786 | 7%                               |
| Average   | 4.5       | -                                |

### Highlights:

- Although 4% of adult Canadian travellers did not take any overnight pleasure or vacation trip in the past 2 years (they took only business related trips), almost 44% had taken 5 or more trips.
- On average, adult Canadians travellers took 4.5 overnight pleasure or vacation trips during 2004-5.

## PLACES VISITED DURING PLEASURE OR VACATION TRIPS

| SELECTED PLACES VISITED FOR OVERNIGHT PLEASURE OR VACATION TRIPS IN 2004-2005 | Number            | % of pleasure travellers (19.9 mil) |
|---|-------------------|-------------------------------------|
| <b>Canada</b>   | <b>17,421,379</b> | <b>87%</b>                          |
| Newfoundland & Labrador   | 681,741           | 3%                                  |
| Prince Edward Island  | 1,215,525         | 6%                                  |
| Nova Scotia   | 1,861,384         | 9%                                  |
| New Brunswick   | 1,883,347         | 9%                                  |
| Quebec  | 6,373,323         | 32%                                 |
| Ontario   | 8,898,941         | 45%                                 |
| Manitoba  | 1,246,773         | 6%                                  |
| Saskatchewan  | 1,624,315         | 8%                                  |
| Alberta   | 3,978,593         | 20%                                 |
| <b>British Columbia</b>   | <b>5,022,967</b>  | <b>25%</b>                          |
| Yukon   | 143,985           | 1%                                  |
| Northwest Territories   | 87,000            | 0%                                  |
| Nunavut   | 25,149            | 0%                                  |
| <b>The United States</b>  | <b>8,789,612</b>  | <b>44%</b>                          |
| Arizona   | 565,693           | 3%                                  |
| California  | 1,541,016         | 8%                                  |
| Florida   | 2,403,693         | 12%                                 |
| Hawaii  | 497,448           | 2%                                  |
| Maine   | 668,430           | 3%                                  |
| Massachusetts   | 573,536           | 3%                                  |
| Michigan  | 780,929           | 4%                                  |
| Nevada  | 1,014,615         | 5%                                  |
| New York State  | 2,228,649         | 11%                                 |
| Ohio  | 430,935           | 2%                                  |
| Oregon  | 421,770           | 2%                                  |
| Pennsylvania  | 477,562           | 2%                                  |
| Vermont   | 413,124           | 2%                                  |
| Washington State  | 1,041,650         | 5%                                  |
| <b>Other Countries/Regions</b>  | <b>6,817,514</b>  | <b>34%</b>                          |
| Mexico  | 2,014,544         | 10%                                 |
| South / Central America   | 733,113           | 4%                                  |
| The Caribbean   | 2,616,197         | 13%                                 |
| Europe (Inc. UK & Russia)   | 2,533,218         | 13%                                 |
| Asia  | 874,926           | 4%                                  |
| Australia/New Zealand/Africa  | 445,744           | 2%                                  |

### Highlights:

- Of the 19.9 million adult Canadians who took one or more overnight pleasure or vacation trips, 87% travelled domestically, 44% visited the United States, and 34% visited other countries.
- Although Hawaii is the second most appealing destination to Canadians (see pg 46), it only received 2% of Canadian pleasure travellers.

## NUMBER OF OVERNIGHT TRIPS 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 |                  |                |                   |                |            |
|   | TOTAL                              | 1                | 2              | 3+                | Not Stated     | Average    |
| <b>NOVA SCOTIA</b>  | 2,099,390                          | 1,039,379        | 310,067        | 475,031           | 274,913        | 2          |
| As % of pleasure travellers to destination  |                                    | 50%              | 15%            | 23%               | 13%            |            |
| <b>QUEBEC</b>   | 6,611,329                          | 2,140,040        | 1,321,753      | 2,736,877         | 412,659        | 2.5        |
| As % of pleasure travellers to destination  |                                    | 32%              | 20%            | 41%               | 6%             |            |
| <b>ONTARIO</b>  | 9,136,949                          | 2,349,240        | 1,949,706      | 4,379,934         | 458,069        | 3.6        |
| As % of pleasure travellers to destination  |                                    | 26%              | 21%            | 48%               | 5%             | -          |
| <b>MANITOBA</b>   | 1,484,780                          | 587,292          | 219,774        | 412,770           | 264,944        | 2.2        |
| As % of pleasure travellers to destination  |                                    | 40%              | 15%            | 28%               | 18%            |            |
| <b>SASKATCHEWAN</b>   | 1,862,321                          | 747,638          | 304,113        | 537,445           | 273,125        | 2.2        |
| As % of pleasure travellers to destination  |                                    | 40%              | 16%            | 29%               | 15%            |            |
| <b>ALBERTA</b>  | 4,216,600                          | 1,592,662        | 814,234        | 1,466,435         | 343,269        | 2.3        |
| As % of pleasure travellers to destination  |                                    | 38%              | 19%            | 35%               | 8%             |            |
| <b>BRITISH COLUMBIA</b>   | <b>5,260,973</b>                   | <b>1,853,278</b> | <b>984,358</b> | <b>2,071,631</b>  | <b>351,706</b> | <b>2.5</b> |
| As % of pleasure travellers to destination  |                                    | <b>35%</b>       | <b>19%</b>     | <b>39%</b>        | <b>7%</b>      |            |
| <b>FLORIDA</b>  | 2,641,700                          | 1,486,402        | 575,127        | 286,675           | 293,496        | 1.6        |
| As % of pleasure travellers to destination  |                                    | 56%              | 22%            | 11%               | 11%            |            |
| <b>NEW YORK STATE</b>   | 2,466,654                          | 1,344,267        | 387,291        | 426,801           | 308,295        | 1.8        |
| As % of pleasure travellers to destination  |                                    | 54%              | 16%            |                   | 12%            | 107%       |
| <b>CALIFORNIA</b>   | 1,779,023                          | 1,097,510        | 261,174        | 165,351           | 254,988        | 1.5        |
| As % of pleasure travellers to destination  |                                    | <b>62%</b>       | <b>15%</b>     | <b>9%</b>         | <b>14%</b>     |            |
|   | <b>TOTAL</b>                       | <b>1</b>         | <b>2+</b>      | <b>Not Stated</b> | <b>Average</b> |            |
| <b>NEVADA</b>   | 1,252,622                          | 758,148          | 233,910        | 260,564           | 1.5            |            |
| As % of pleasure travellers to destination  |                                    | 61%              | 19%            | 21%               |                |            |
| <b>MEXICO</b>   | 2,252,550                          | 1,536,348        | 456,681        | 259,521           | 1.5            |            |
| As % of pleasure travellers to destination  |                                    | 68%              | 20%            | 12%               |                |            |
| <b>SOUTH / CENTRAL AMERICA</b>  | 971,119                            | 538,760          | 167,681        | 264,678           | 1.5            |            |
| As % of pleasure travellers to destination  |                                    | 55%              | 17%            | 27%               |                |            |
| <b>THE CARIBBEAN</b>  | 2,854,203                          | 1,763,182        | 796,523        | 294,498           | 1.6            |            |
| As % of pleasure travellers to destination  |                                    | 62%              | 28%            | 10%               |                |            |
| <b>EUROPE (Including U.K. &amp; RUSSIA)</b>   | 2,771,226                          | 1,661,338        | 842,167        | 267,721           | 1.7            |            |
| As % of pleasure travellers to destination  |                                    | 60%              | 30%            | 10%               |                |            |

### Highlights:

- As expected, the number of trips to Canadian destinations that Canadians take for pleasure or vacation is higher than the number of trips they take to foreign destinations.
- Ontario, Quebec and British Columbia had the highest proportion of frequent pleasure travellers.

## NUMBER OF OVERNIGHT TRIPS BY BRITISH COLUMBIANS 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 |                |                |                   |                |            |
|   | TOTAL                              | 1              | 2              | 3+                | Not Stated     | Average    |
| <b>NOVA SCOTIA</b>  | 121,071                            | 81,382         | 12,422         | 2,736             | 24,531         | 1.2        |
| As % of pleasure travellers to destination  |                                    | 67%            | 10%            | 2%                | 20%            |            |
| <b>QUEBEC</b>   | 235,336                            | 154,469        | 25,786         | 30,015            | 25,066         | 1.6        |
| As % of pleasure travellers to destination  |                                    | 66%            | 11%            | 13%               | 11%            |            |
| <b>ONTARIO</b>  | 461,457                            | 228,141        | 108,159        | 93,296            | 31,861         | 2          |
| As % of pleasure travellers to destination  |                                    | 49%            | 23%            | 20%               | 7%             | -          |
| <b>MANITOBA</b>   | 183,646                            | 109,722        | 28,297         | 19,223            | 26,404         | 1.5        |
| As % of pleasure travellers to destination  |                                    | 60%            | 15%            | 10%               | 14%            |            |
| <b>SASKATCHEWAN</b>   | 241,935                            | 144,712        | 39,938         | 31,488            | 25,797         | 1.6        |
| As % of pleasure travellers to destination  |                                    | 60%            | 17%            | 13%               | 11%            |            |
| <b>ALBERTA</b>  | 1,010,821                          | 446,369        | 281,942        | 234,204           | 48,306         | 2          |
| As % of pleasure travellers to destination  |                                    | 44%            | 28%            | 23%               | 5%             |            |
| <b>BRITISH COLUMBIA</b>   | <b>2,177,603</b>                   | <b>415,330</b> | <b>354,586</b> | <b>1,316,994</b>  | <b>90,693</b>  | <b>3.1</b> |
| As % of pleasure travellers to destination  |                                    | <b>19%</b>     | <b>16%</b>     | <b>60%</b>        | <b>4%</b>      |            |
| <b>FLORIDA</b>  | 150,827                            | 102,209        | 10,734         | 14,798            | 23,086         | 1.4        |
| As % of pleasure travellers to destination  |                                    | 68%            | 7%             | 10%               | 15%            |            |
| <b>NEW YORK STATE</b>   | 122,792                            | 80,632         | 9,974          | 9,101             | 23,085         | 1.4        |
| As % of pleasure travellers to destination  |                                    | 66%            | 8%             | 7%                | 19%            |            |
| <b>CALIFORNIA</b>   | 607,648                            | 372,644        | 114,671        | 90,410            | 29,923         | 1.7        |
| As % of pleasure travellers to destination  |                                    | 61%            | 19%            | 15%               | 5%             |            |
|   | <b>TOTAL</b>                       | <b>1</b>       | <b>2+</b>      | <b>Not Stated</b> | <b>Average</b> |            |
| <b>NEVADA</b>   | 268,360                            | 168,347        | 73,905         | 26,108            | 1.6            |            |
| As % of pleasure travellers to destination  |                                    | 63%            | 28%            | 10%               |                |            |
| <b>MEXICO</b>   | 513,309                            | 386,165        | 100,615        | 26,529            | 1.4            |            |
| As % of pleasure travellers to destination  |                                    | 75%            | 20%            | 5%                |                |            |
| <b>SOUTH / CENTRAL AMERICA</b>  | 104,109                            | 67,684         | 13,804         | 22,621            | 1.3            |            |
| As % of pleasure travellers to destination  | 100%                               | 65%            | 13%            | 22%               |                |            |
| <b>THE CARIBBEAN</b>  | 212,945                            | 159,574        | 30,348         | 23,023            | 1.3            |            |
| As % of pleasure travellers to destination  |                                    | 75%            | 14%            | 11%               |                |            |
| <b>EUROPE (Including U.K. &amp; RUSSIA)</b>   | 392,896                            | 262,033        | 105,540        | 25,323            | 1.6            |            |
| As % of pleasure travellers to destination  |                                    | 67%            | 27%            | 6%                |                |            |

### Highlights:

- More British Columbian residents travelled within British Columbia than outside of the province to other destinations in 2004-05 (2.1 million).
- Only half as many BC residents travelled to Alberta in 2004-05 (1.0 million).
- 60% of British Columbians went on 3 or more overnight pleasure trips within BC in 2004-05.



## NUMBER OF OVERNIGHT TRIPS BY ALBERTA RESIDENTS 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 |                |                |                   |                |            |
|   | TOTAL                              | 1              | 2              | 3+                | Not Stated     | Average    |
| <b>NOVA SCOTIA</b>  | 141,123                            | 95,722         | 12,031         | 8,154             | 25,216         | 1.3        |
| As % of pleasure travellers to destination  |                                    | 68%            | 9%             | 6%                | 18%            |            |
| <b>QUEBEC</b>   | 153,397                            | 95,005         | 23,749         | 9,787             | 24,856         | 1.4        |
| As % of pleasure travellers to destination  |                                    | 62%            | 15%            | 6%                | 16%            |            |
| <b>ONTARIO</b>  | 406,539                            | 198,883        | 114,291        | 62,367            | 30,998         | 1.9        |
| As % of pleasure travellers to destination  |                                    | 49%            | 28%            | 15%               | 8%             |            |
| <b>MANITOBA</b>   | 192,439                            | 97,719         | 38,935         | 29,441            | 26,344         | 1.8        |
| As % of pleasure travellers to destination  |                                    | 51%            | 20%            | 15%               | 14%            |            |
| <b>SASKATCHEWAN</b>   | 531,102                            | 229,210        | 129,672        | 141,544           | 30,676         | 2.1        |
| As % of pleasure travellers to destination  |                                    | 43%            | 24%            | 27%               | 6%             |            |
| <b>ALBERTA</b>  | 1,474,746                          | 274,074        | 208,147        | 910,753           | 81,772         | 3.1        |
| As % of pleasure travellers to destination  |                                    | 19%            | 14%            | 62%               | 6%             |            |
| <b>BRITISH COLUMBIA</b>   | <b>1,283,615</b>                   | <b>401,430</b> | <b>323,483</b> | <b>520,842</b>    | <b>37,860</b>  | <b>2.5</b> |
| As % of pleasure travellers to destination  |                                    | <b>31%</b>     | <b>25%</b>     | <b>41%</b>        | <b>3%</b>      |            |
| <b>FLORIDA</b>  | 141,947                            | 94,887         | 11,931         | 11,207            | 23,922         | 1.4        |
| As % of pleasure travellers to destination  |                                    | 67%            | 8%             | 8%                | 17%            |            |
| <b>NEW YORK STATE</b>   | 93,374                             | 55,212         | 5,709          | 8,891             | 23,562         | 1.5        |
| As % of pleasure travellers to destination  |                                    | 59%            | 6%             | 10%               | 25%            |            |
| <b>CALIFORNIA</b>   | 264,424                            | 170,346        | 50,197         | 18,957            | 24,924         | 1.4        |
| As % of pleasure travellers to destination  |                                    | 64%            | 19%            | 7%                | 9%             |            |
|   | <b>TOTAL</b>                       | <b>1</b>       | <b>2+</b>      | <b>Not Stated</b> | <b>Average</b> |            |
| <b>NEVADA</b>   | 216,745                            | 131,992        | 59,699         | 25,054            |                | 1.6        |
| As % of pleasure travellers to destination  |                                    | 61%            | 28%            | 12%               |                |            |
| <b>MEXICO</b>   | 353,030                            | 258,436        | 68,658         | 25,936            |                | 1.4        |
| As % of pleasure travellers to destination  |                                    | 73%            | 19%            | 7%                |                |            |
| <b>SOUTH / CENTRAL AMERICA</b>  | 82,328                             | 44,477         | 13,398         | 24,453            |                | 1.5        |
| As % of pleasure travellers to destination  |                                    | 54%            | 16%            | 30%               |                |            |
| <b>THE CARIBBEAN</b>  | 212,261                            | 143,205        | 42,670         | 26,386            |                | 1.5        |
| As % of pleasure travellers to destination  |                                    | 67%            | 20%            | 12%               |                |            |
| <b>EUROPE (Including U.K. &amp; RUSSIA)</b>   | 211,485                            | 131,731        | 54,931         | 24,823            |                | 1.6        |
| As % of pleasure travellers to destination  |                                    | 62%            | 26%            | 12%               |                |            |

### Highlights:

- More Albertans travelled within Alberta than outside of the province to other destinations in 2004-05 (1.5 million).
- Almost as many Albertans travelled to British Columbia in 2004-05 (1.3 million).
- Of the 1.3 million who travelled to BC, 31% took one overnight pleasure trip while an additional 66% completed 2 or more.

## NUMBER OF OVERNIGHT TRIPS BY ONTARIO RESIDENTS 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 |           |           |                   |                |         |
|   | TOTAL                              | 1         | 2         | 3+                | Not Stated     | Average |
| <b>NOVA SCOTIA</b>  | 737,473                            | 450,211   | 109,638   | 79,871            | 97,753         | 1.5     |
| As % of pleasure travellers to destination  |                                    | 61%       | 15%       | 11%               | 13%            |         |
| <b>QUEBEC</b>   | 2,165,638                          | 1,071,035 | 491,806   | 469,710           | 133,087        | 1.9     |
| As % of pleasure travellers to destination  |                                    | 49%       | 23%       | 22%               | 6%             |         |
| <b>ONTARIO</b>  | 5,917,850                          | 888,771   | 1,136,252 | 3,650,759         | 242,068        | 4.3     |
| As % of pleasure travellers to destination  |                                    | 15%       | 19%       | 62%               | 4%             | -       |
| <b>MANITOBA</b>   | 403,743                            | 185,002   | 43,116    | 79,448            | 96,177         | 1.9     |
| As % of pleasure travellers to destination  |                                    | 46%       | 11%       | 20%               | 24%            |         |
| <b>SASKATCHEWAN</b>   | 292,609                            | 145,221   | 30,382    | 21,622            | 95,384         | 1.5     |
| As % of pleasure travellers to destination  |                                    | 50%       | 10%       | 7%                | 33%            |         |
| <b>ALBERTA</b>  | 728,341                            | 435,892   | 113,826   | 84,038            | 94,585         | 1.6     |
| As % of pleasure travellers to destination  |                                    | 60%       | 16%       | 12%               | 13%            |         |
| <b>BRITISH COLUMBIA</b>   | 1,005,322                          | 602,199   | 168,283   | 131,052           | 103,788        | 1.6     |
| As % of pleasure travellers to destination  |                                    | 60%       | 17%       | 13%               | 10%            |         |
| <b>FLORIDA</b>  | 1,471,100                          | 794,598   | 373,239   | 185,118           | 118,145        | 1.7     |
| As % of pleasure travellers to destination  |                                    | 54%       | 25%       | 13%               | 8%             |         |
| <b>NEW YORK STATE</b>   | 1,488,063                          | 804,571   | 249,825   | 287,196           | 146,471        | 1.8     |
| As % of pleasure travellers to destination  |                                    | 54%       | 17%       | 19%               | 10%            |         |
| <b>CALIFORNIA</b>   | 506,926                            | 315,014   | 70,054    | 31,857            | 90,001         | 1.4     |
| As % of pleasure travellers to destination  |                                    | 62%       | 14%       | 6%                | 18%            |         |
|   | <b>TOTAL</b>                       | <b>1</b>  | <b>2+</b> | <b>Not Stated</b> | <b>Average</b> |         |
| <b>NEVADA</b>   | 457,358                            | 286,372   | 71,956    | 99,030            | 1.4            |         |
| As % of pleasure travellers to destination  |                                    | 63%       | 16%       | 22%               |                |         |
| <b>MEXICO</b>   | 836,106                            | 555,511   | 180,119   | 100,476           | 1.5            |         |
| As % of pleasure travellers to destination  |                                    | 66%       | 22%       | 12%               |                |         |
| <b>SOUTH / CENTRAL AMERICA</b>  | 418,646                            | 248,160   | 61,392    | 109,094           | 1.4            |         |
| As % of pleasure travellers to destination  |                                    | 59%       | 15%       | 26%               |                |         |
| <b>THE CARIBBEAN</b>  | 1,370,712                          | 833,699   | 411,114   | 125,899           | 1.7            |         |
| As % of pleasure travellers to destination  |                                    | 61%       | 30%       | 9%                |                |         |
| <b>EUROPE (Including U.K. &amp; RUSSIA)</b>   | 1,295,684                          | 767,139   | 420,913   | 107,632           | 1.7            |         |
| As % of pleasure travellers to destination  |                                    | 59%       | 32%       | 8%                |                |         |

### Highlights:

- More Ontarians travelled within Ontario than outside of the province to other destinations in 2004-05 (6 million).
- 1 million Ontarians took at least 1 overnight pleasure trip to British Columbia in 2004-05. Of those, 30% made at least 2 or more overnight pleasure trips.

## NUMBER OF OVERNIGHT TRIPS TO NORTH/SOUTH ONTARIO

| NUMBER OF OVERNIGHT PLEASURE TRIPS TAKEN IN 2004-2005 TO SOUTHERN AND NORTHERN ONTARIO |                                    |           |           |            |         |
|--|------------------------------------|-----------|-----------|------------|---------|
| DESTINATION OF OVERNIGHT PLEASURE TRIP   | Number of Overnight Pleasure Trips |           |           |            |         |
|  | 1                                  | 2         | 3+        | Not Stated | Average |
| SOUTHERN ONTARIO   | 2,236,883                          | 1,710,226 | 3,273,702 | 431,458    | 2.6     |
| As % of pleasure travellers to destination   | 29%                                | 22%       | 43%       | 6%         |         |
| NORTHERN ONTARIO   | 1,005,255                          | 655,737   | 1,094,818 | 431,458    | 2.4     |
| As % of pleasure travellers to destination   | 32%                                | 21%       | 34%       | 14%        |         |

### Highlights:

- Among adult Canadians who visited Ontario for pleasure or vacation and answered this question, 86% visited Southern Ontario and 33% visited Northern Ontario.
- The average number of pleasure trips is slightly higher for Southern Ontario than it is for Northern Ontario.

## TRIP PLANNING

### Involvement with Planning

| INVOLVEMENT WITH THE PLANNING OF OVERNIGHT PLEASURE TRIPS IN 2004-2005            | Number     | % of pleasure travellers (19.9 mil)                     |
|---|------------|---|
| <b>FREQUENCY OF INVOLVEMENT</b>   |            |   |
| All of the trips  | 12,335,077 | 62%   |
| Most of the trips   | 3,003,239  | 15%   |
| Some of the trips   | 2,055,297  | 10%   |
| None of the trips   | 1,874,717  | 9%  |
| Not stated  | 677,965    | 3%  |
| Travellers who are involved (in at least some trips)                              | 17,393,613 | 87%   |
| <b>MAIN PERSON RESPONSIBLE FOR THE PLANNING</b>                                   |            |   |
|   | Number     | % of travellers who are involved in planning (17.4 mil) |
| Yourself  | 6,965,233  | 40%   |
| Your spouse or partner  | 2,686,826  | 15%   |
| Someone else in household   | 396,392    | 2%  |
| Shared responsibility involving yourself and another household member             | 5,499,440  | 32%   |
| Shared responsibility involving other members of your household, but not yourself | 81,124     | 0%  |
| Someone else in household   | 997,556    | 6%  |
| Not stated  | 1,474,846  | 8%  |

### Highlights:

- The majority (62%) of adult Canadian pleasure travellers got personally involved in planning all overnight, out-of-town pleasure or vacation trips. About one-quarter was involved with planning of some of these trips and only 9% did not get involved at all.
- Of those who were involved with planning at least some of their overnight pleasure trips, 40% were the main person responsible for planning the trips, while their spouse/partner was the main planner in 15% of the cases.

## INFORMATION SOURCES

| INFORMATION SOURCES USED TO PLAN OVERNIGHT PLEASURE TRIPS IN 2004-2005           | Number     | % of travellers who are involved in planning (17.4 mil) |
|--|------------|---|
| A travel agent   | 5,928,408  | 34%   |
| An internet website  | 11,320,446 | 65%   |
| An electronic newsletter or magazine received by e-mail                          | 732,027    | 4%  |
| An auto club such as AAA   | 3,069,296  | 18%   |
| Articles in newspapers/magazines   | 3,614,796  | 21%   |
| Advertisements in newspapers/magazines   | 2,469,646  | 14%   |
| Visitor information centres  | 4,050,322  | 23%   |
| Travel guide books such as Fodor's or Michelin                                   | 2,350,751  | 14%   |
| Advice of friends or relatives/word-of-mouth                                     | 8,862,553  | 51%   |
| Visits to trade, travel or sportsmen's shows                                     | 528,988    | 3%  |
| Programs on television   | 1,297,478  | 7%  |
| Advertisements on television   | 882,423    | 5%  |
| Travel information received in the mail  | 1,534,184  | 9%  |
| Past experience/been there before  | 8,674,514  | 50%   |
| Maps   | 5,659,173  | 33%   |
| Official travel guides or brochures from state/provincial/national organizations | 4,477,065  | 26%   |
| None of the above  | 1,023,220  | 6%  |
| Not stated   | 117,414    | 1%  |

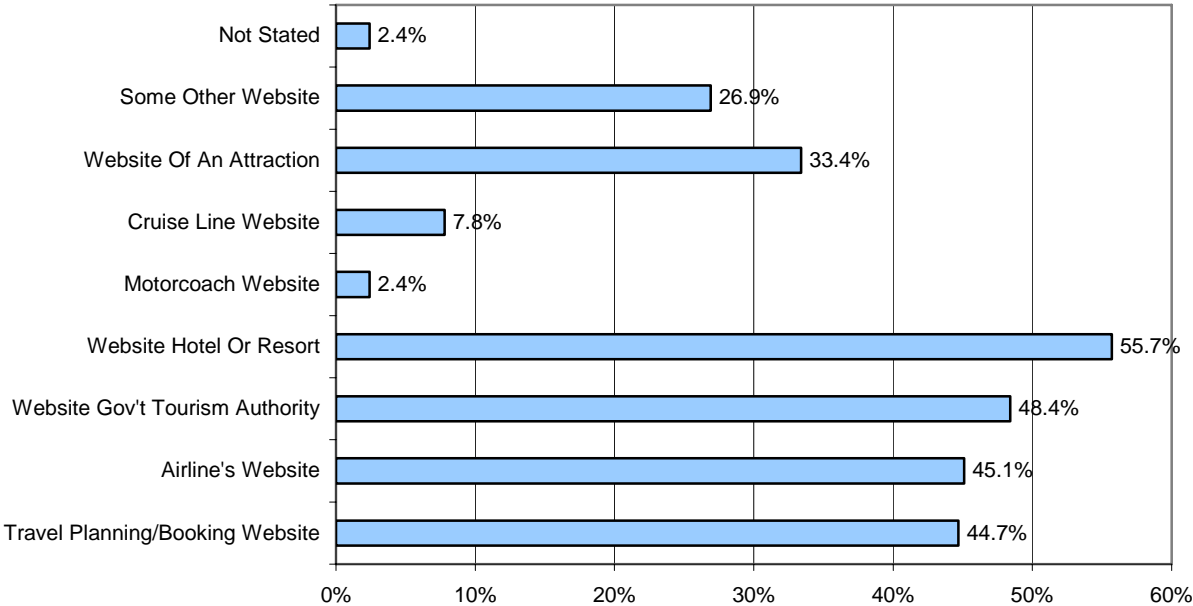
### Highlights:

- The majority of adult Canadians 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, people were as important. More than 80% of Canadians 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.
- About a quarter (24%) of the adult Canadians 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 trips of one or more nights

Canadian travellers who used the internet to plan their trips=11.4 mil



### Highlights:

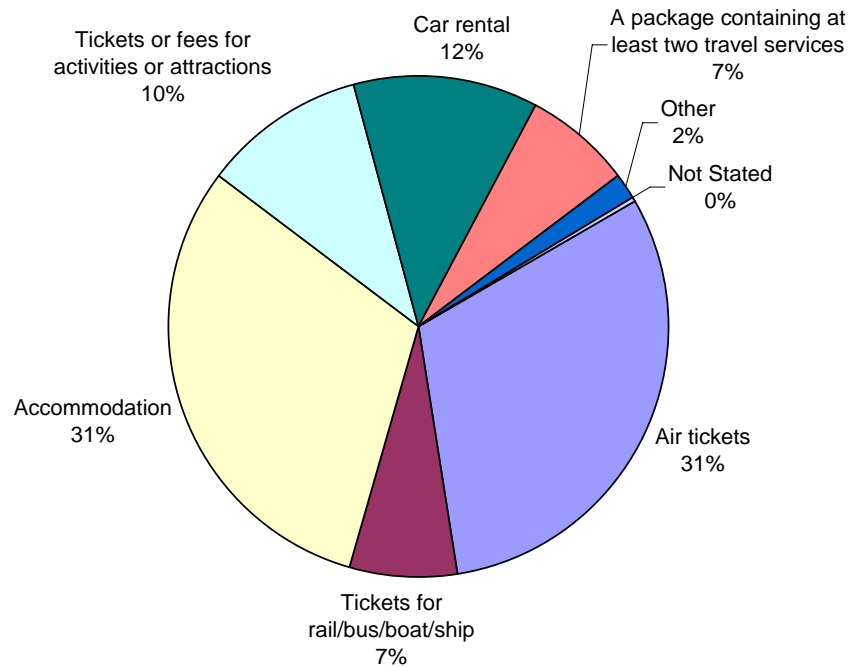
- When planning overnight pleasure trips, the majority of Canadian travellers use the website of a hotel or resort (56%). Nearly half of all Canadian travellers who used the internet to plan trips use the website of a country's, state's, province's or city's tourism authority (48%).

## 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    | % of total pleasure travellers (19.9 mil) |
|---|-----------|---|
| YES   | 7,294,570 | 37%                                       |
| NO  | 5,236,187 | 26%                                       |
| DON'T KNOW/NOT SURE   | 429,654   | 2%  |
| NOT STATED  | 709,608   | 4%  |

### Types of travel services purchased over the Internet for trips of one or more nights

Among those who use the Internet to purchase travel services = 7.3 mil



### Highlights:

- Slightly over one-third of Canadian pleasure travellers purchased travel services over the Internet (substantially lower than their American counterparts).
- Of those who purchased travel services over the Internet (7.3 million), most purchased accommodation services and air tickets (31% for both). Purchasing tickets over the Internet for other modes of public transport was not common (7%).

## PURCHASES OF TRAVEL PACKAGES

| NUMBER OF OVERNIGHT PLEASURE TRIPS OVER THE LAST 2 YEARS IN WHICH A TRAVEL PACKAGE WAS PURCHASED | Number     | % of total pleasure travellers (19.9 mil) |
|--|------------|---|
| MOST OR ALL OF THEM  | 1,421,115  | 7%  |
| ONE, OR SOME OF THEM   | 4,775,114  | 24%                                       |
| NONE OF THEM   | 12,430,566 | 62%                                       |
| NOT STATED   | 1,319,499  | 7%  |

| “If you were to purchase a travel package, what types of travel services would you like included?”              | Number     | % of total pleasure travellers (19.9 mil) |
|---|------------|---|
| TRANSPORTATION TO THE DESTINATION   | 14,411,036 | 72%                                       |
| TRANSPORTATION WHILE AT THE DESTINATION   | 9,932,714  | 50%                                       |
| ACCOMMODATION   | 16,229,258 | 81%                                       |
| FOOD OR BEVERAGES   | 10,419,192 | 52%                                       |
| TICKETS OR FEES FOR SPECIFIC ACTIVITIES OR ATTRACTIONS (Theatres, Museums, Art Galleries, Amusement Parks, etc) | 9,006,718  | 45%                                       |
| SOME OTHER SERVICE(S)   | 2,333,960  | 12%                                       |
| NOT STATED  | 1,436,828  | 7%  |

### Highlights:

- The majority (62%) of Canadian pleasure travellers did not purchase travel packages for overnight pleasure or vacation trips.
- Only 7% of Canadian travellers buy travel packages for most or all of their pleasure trips and one-quarter of all Canadian pleasure travellers have purchased a travel package for at least one of their overnight pleasure trips.
- If Canadian pleasure travellers were to purchase a travel package the kind of services they would like included are: transportation to and at the destination, accommodation, food and beverage and tickets to activities and attractions.



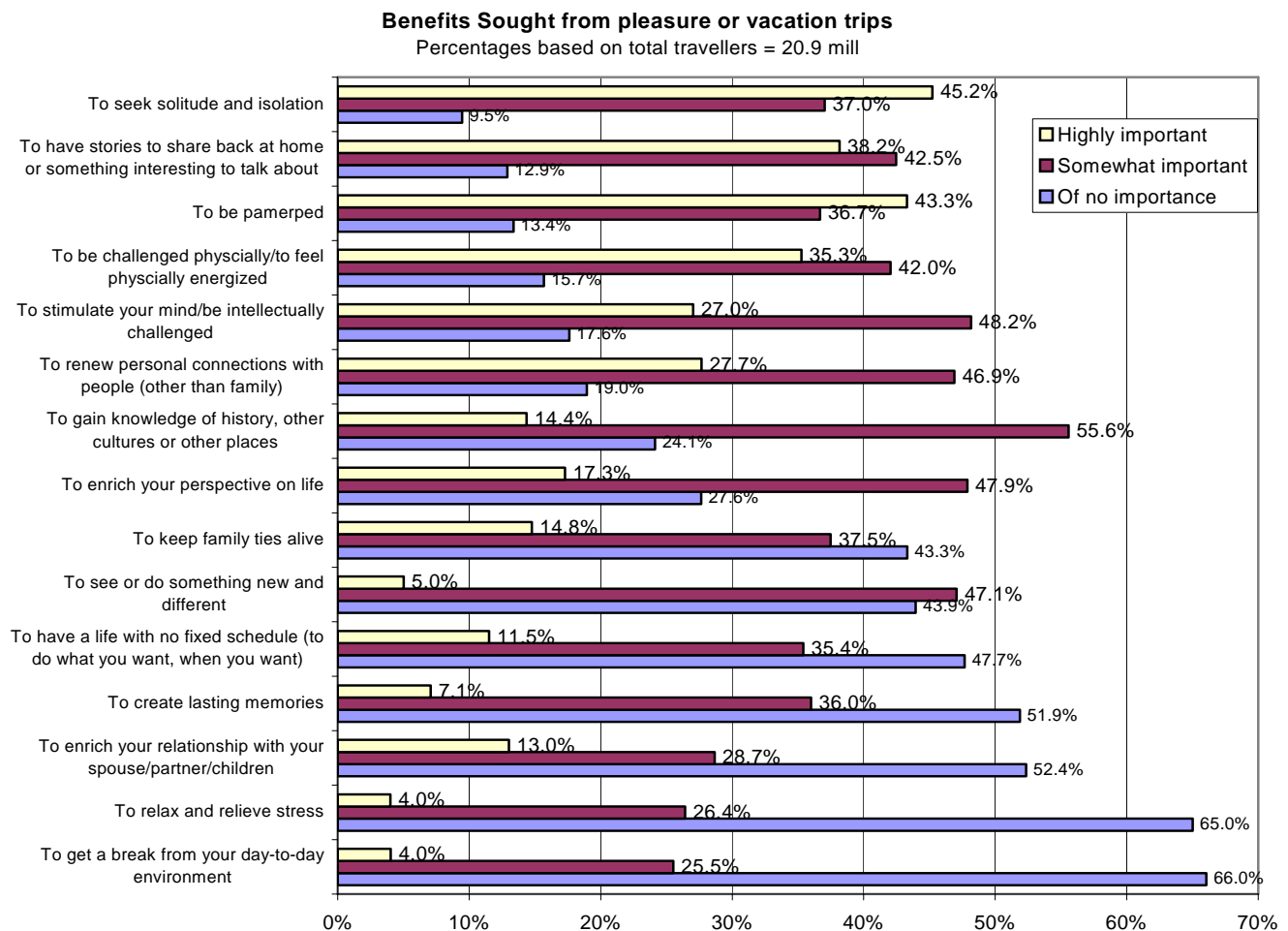
## DECISION-MAKING PROCESS: DESTINATION OR EXPERIENCE?

| TOOK THIS TYPE OF TRIP IN 2004-2005   | SUMMER VACATION TRIPS |                                   | WINTER VACATION TRIPS |                                   |
|---|-----------------------|-----------------------------------|-----------------------|-----------------------------------|
|   | Number                | % of Pleasure Travellers          | Number                | % of Pleasure Travellers          |
| Yes   | 17,232,065            | 86%                               | 12,764,500            | 64%                               |
| No  | 2,313,779             | 12%                               | 6,737,700             | 34%                               |
| Not Stated  | 400,450               | 2%                                | 444,094               | 2%                                |
| “Apart from any cost or budgetary considerations, what did you consider <u>first</u> when planning this type of trip?”    | Number                | % of Travellers with Summer Trips | Number                | % of Travellers with Winter Trips |
| Started with a desired destination in mind  | 7,535,897             | 44%                               | 5,655,127             | 44%                               |
| Started by considering certain specific activities you wanted to do (shop, hike, golf, visit amusement park, etc.)        | 2,121,946             | 12%                               | 1,818,866             | 14%                               |
| Started with the idea of a certain type of vacation experience (family vacation, romance, socializing with friends, etc.) | 3,695,108             | 21%                               | 2,265,922             | 18%                               |
| Looked for packaged deals without considering specific destinations, activities or travel experiences                     | 219,508               | 1%                                | 377,138               | 3%                                |
| Considered something else first   | 673,747               | 4%                                | 540,964               | 4%                                |
| Don't know/not sure   | 533,811               | 3%                                | 253,473               | 2%                                |
| Someone else planned the trip   | 806,366               | 5%                                | 783,560               | 6%                                |
| Not stated  | 1,645,682             | 10%                               | 1,069,451             | 8%                                |

### Highlights:

- 86% of Canadian overnight pleasure travellers took at least one summer vacation in 2004-2005 and 64% took a winter vacation.
- The survey investigated the decision-making process of Canadians when planning trips and compared summer and winter trip planning processes.
- Regardless of whether they were planning summer or winter vacations, the majority of Canadian pleasure travellers started their planning process by considering first the destination they wanted to visit.

## BENEFITS SOUGHT FROM PLEASURE OR VACATION TRIPS



### Highlights:

- There are four categories of benefits that 50% or more of Canadian travellers seek when they take overnight pleasure or vacation trips:
  - To get a break from day-to-day environment
  - To relax and relieve stress
  - To enrich one's relationship with his/her partner/children
  - To create lasting memories

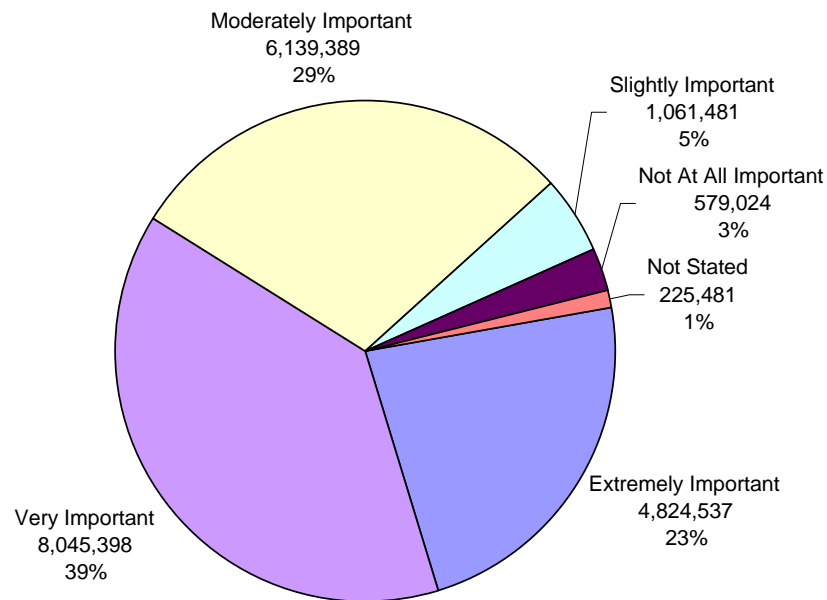
The top two benefits relate to the benefits of travel in relieving the impacts that stress, boredom or work loads have on individual mental health.

- Those who travel to relieve stress (i.e. to relax, to seek solitude, to have no fixed schedule & to get a break from the day-to-day environment) accounted for 82% of all Canadian travellers. Those who sought knowledge and mental stimulation accounted for 57% and those who sought to improve or maintain relationships accounted for 66%.

## 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?"*

Percentages based on total travellers = 20.9 mil



### Highlights:

- Almost two-thirds (62%) of Canadian 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

|  | Highly Important  | Somewhat Important | Of No Importance |
|--|---|--------------------|------------------|
| “How Important are each of the following conditions when choosing a destination for an overnight pleasure trip?” | Percentages based on total number of Canadian travellers = 20.9 million |                    |                  |
| No health concerns at the destination  | 50%   | 38%                | 8%               |
| Feeling safe at the destination  | 66%   | 28%                | 4%               |
| Being familiar with the culture and language of the destination  | 14%   | 56%                | 27%              |
| Being at a place that is very different, culturally, than yours  | 9%  | 47%                | 40%              |
| Having friends or relatives living there   | 11%   | 27%                | 59%              |
| Low cost package deals available for the destination   | 23%   | 50%                | 23%              |
| Destination is disabled-person-friendly  | 6%  | 15%                | 73%              |
| Lots of things for children to see/ do   | 17%   | 22%                | 56%              |
| Lots of things for adults to see/do  | 38%   | 51%                | 7%               |
| Information about the destination available on the internet  | 25%   | 43%                | 27%              |
| Great shopping opportunities   | 12%   | 41%                | 43%              |
| Availability of luxury accommodation   | 7%  | 26%                | 55%              |
| Availability of mid-range accommodation  | 29%   | 50%                | 13%              |
| Availability of budget accommodation   | 22%   | 44%                | 23%              |
| Availability of camping  | 13%   | 24%                | 51%              |
| Convenient access by car   | 43%   | 41%                | 11%              |
| Direct access by air   | 29%   | 42%                | 22%              |
| Convenient access by train/bus   | 13%   | 37%                | 39%              |
| Not stated   | 1.0%  |                    |                  |

### Highlights:

- The two considerations that were the most frequently rated as highly important by Canadian travellers were: feeling safe at the destination (66%) and having no health concerns at the destination (50%).
- 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 their comfort and safety at the destination – 83% of Canadian travellers rated these conditions as highly important
  - Conditions that relate to the costs of travelling to a destination – 62% rated those as highly important

## IMPRESSIONS AND RATINGS OF DESTINATIONS

### Appeal of a Destination

| DESTINATION RATINGS ON A 10-POINT SCALE<br>1= Very Unappealing<br>10= Very Appealing | Very Appealing<br>(scores of 8, 9 or 10)                                | Very Unappealing<br>(scores of 1, 2 or 3) | No impression/<br>Can't Rate | Not Stated |
|--|---|---|------------------------------|------------|
|  | Percentages based on total number of Canadian travellers = 20.9 million |   |                              |            |
| Newfoundland & Labrador  | 33%   | 13%                                       | 15%                          | 7%         |
| Prince Edward Island   | 41%   | 7%  | 11%                          | 6%         |
| Nova Scotia  | 42%   | 7%  | 11%                          | 6%         |
| New Brunswick  | 32%   | 9%  | 11%                          | 6%         |
| Quebec   | 46%   | 13%                                       | 6%                           | 5%         |
| Ontario  | 46%   | 9%  | 4%                           | 4%         |
| Manitoba   | 12%   | 24%                                       | 14%                          | 7%         |
| Saskatchewan   | 12%   | 27%                                       | 14%                          | 7%         |
| Alberta  | 41%   | 9%  | 9%                           | 6%         |
| British Columbia   | 70%   | 3%  | 7%                           | 5%         |
| Yukon  | 26%   | 21%                                       | 18%                          | 8%         |
| Northwest Territories  | 20%   | 25%                                       | 19%                          | 8%         |
| New York State   | 33%   | 15%                                       | 10%                          | 7%         |
| Colorado   | 26%   | 15%                                       | 17%                          | 8%         |
| Florida  | 45%   | 12%                                       | 8%                           | 6%         |
| California   | 51%   | 8%  | 10%                          | 7%         |
| Hawaii   | 60%   | 6%  | 11%                          | 7%         |
| Arizona  | 34%   | 12%                                       | 15%                          | 7%         |
| Did not answer any parts of the question   |   |   |                              | 1%         |

### Highlights:

- British Columbia is by far the most appealing of the destinations listed above for the majority of Canadian travellers with 70% rating British Columbia as a Very Appealing travel destination.
- For three out of the 12 Canadian jurisdictions, the proportion of Canadian travellers who rated them as very unappealing was greater than the proportion who rated them as very appealing travel destinations (Manitoba, Saskatchewan and Northwest Territories).
- Among the 18 destinations listed, British Columbia had the largest positive difference between the percentages of respondents who rated the province as very appealing compared to those that rated it as very unappealing.

## REASONS TO TRAVEL TO DESTINATION

| DESTINATIONS                             | THERE ARE <b>MANY</b> GOOD REASONS TO TRAVEL TO THIS DESTINATION        | THERE ARE <b>SOME</b> GOOD REASONS TO TRAVEL TO THIS DESTINATION | THERE ARE <b>NO</b> GOOD REASONS TO TRAVEL TO THIS DESTINATION | <b>Not Stated</b> |
|--|---|--|--|-------------------|
|  | Percentages based on total number of Canadian travellers = 20.9 million |  |  |                   |
| Newfoundland & Labrador                  | 27%   | 45%  | 22%  | 6%                |
| Prince Edward Island                     | 32%   | 50%  | 13%  | 5%                |
| Nova Scotia                              | 32%   | 48%  | 14%  | 5%                |
| New Brunswick                            | 23%   | 53%  | 19%  | 5%                |
| Quebec                                   | 41%   | 39%  | 16%  | 4%                |
| Ontario                                  | 43%   | 43%  | 10%  | 4%                |
| Manitoba                                 | 8%  | 45%  | 42%  | 6%                |
| Saskatchewan                             | 8%  | 42%  | 44%  | 6%                |
| Alberta                                  | 34%   | 45%  | 15%  | 6%                |
| British Columbia                         | 64%   | 26%  | 5%   | 5%                |
| Yukon                                    | 17%   | 40%  | 37%  | 7%                |
| Northwest Territories                    | 12%   | 38%  | 43%  | 7%                |
| New York State                           | 30%   | 45%  | 19%  | 6%                |
| Colorado                                 | 19%   | 49%  | 25%  | 7%                |
| Florida                                  | 40%   | 40%  | 14%  | 5%                |
| California                               | 46%   | 36%  | 11%  | 6%                |
| Hawaii                                   | 54%   | 30%  | 10%  | 6%                |
| Arizona                                  | 23%   | 48%  | 23%  | 7%                |
| Did not answer any parts of the question |   |  |  | 1%                |

### Highlights:

- A destination may be appealing but it may not provide travellers a lot of reasons to go there. Other destinations that are also appealing may be closer, safer or cheaper.
- British Columbia received the highest scores among Canadian travellers, surpassing again Hawaii.
- There are five destinations where the proportion of Canadian travellers that indicated that there were many good reasons to visit them is smaller than the proportion of travellers who found no good reasons to go there (Manitoba, Saskatchewan, Yukon, Northwest Territories and Colorado).

## ACTIVITY PARTICIPATION AT HOME

### Outdoor Activities

| OUTDOOR ACTIVITIES PARTICIPATED IN FREQUENTLY OR OCCASIONALLY DURING A TYPICAL YEAR | % of total adult population (24.8 million) | % of travellers (20.9 million) |
|---|--|--------------------------------|
| Canoeing or Kayaking  | 14%  | 16%                            |
| Camping   | 34%  | 38%                            |
| Cycling   | 40%  | 43%                            |
| Cross-Country Skiing  | 11%  | 12%                            |
| Downhill Skiing   | 14%  | 16%                            |
| Day Outing to a Park  | 62%  | 66%                            |
| Fishing   | 28%  | 30%                            |
| Golfing   | 25%  | 28%                            |
| Hiking  | 44%  | 47%                            |
| Horseback Riding  | 6%   | 7%                             |
| Hunting   | 8%   | 8%                             |
| Ice-Skating   | 26%  | 28%                            |
| Jogging   | 23%  | 24%                            |
| Picnicking  | 50%  | 52%                            |
| Rollerblading   | 13%  | 14%                            |
| Sailing or Other Boating  | 20%  | 23%                            |
| Skateboarding   | 2%   | 2%                             |
| Snowboarding  | 4%   | 5%                             |
| Snowmobiling  | 9%   | 10%                            |
| Swimming  | 55%  | 59%                            |
| Playing Racquet Sports  | 18%  | 19%                            |
| Playing Team Sports   | 21%  | 23%                            |
| Exercise Home/Fitness Club  | 59%  | 60%                            |
| Gardening   | 57%  | 59%                            |
| Riding an All-Terrain Vehicle   | 14%  | 14%                            |

### Highlights:

- When not travelling, Canadian adults and travellers said that their preferred outdoor activities at home are outings to parks, swimming, exercising and gardening.
- In terms of all outdoor activities, travellers are more active than non-travellers.

## Entertainment Activities

| ENTERTAINMENT ACTIVITIES PARTICIPATED IN FREQUENTLY OR OCCASIONALLY DURING A TYPICAL YEAR | % of total adult population (24.8 million) | % of travellers (20.9 million) |
|---|--|--------------------------------|
| Amateur Sports Events   | 38%  | 41%                            |
| Art Galleries Or Art Shows  | 28%  | 31%                            |
| The Ballet  | 7%   | 7%                             |
| Bars with Live Pop/Rock Bands   | 25%  | 27%                            |
| Botanical Gardens   | 24%  | 25%                            |
| Classical Music Concerts  | 15%  | 16%                            |
| Dancing   | 28%  | 30%                            |
| Day Spas  | 12%  | 13%                            |
| Eat in Restaurants  | 88%  | 90%                            |
| Festivals or Fairs  | 57%  | 60%                            |
| Gamble In Casinos   | 17%  | 18%                            |
| Historic Site/Heritage Building   | 36%  | 39%                            |
| Jazz Clubs  | 7%   | 7%                             |
| Live Theatre  | 32%  | 34%                            |
| Museums   | 30%  | 32%                            |
| Operas  | 6%   | 6%                             |
| Pick-Your-Own Farm/Farm Market  | 40%  | 41%                            |
| Professional Sports Events  | 29%  | 31%                            |
| Rock Music Concerts   | 20%  | 22%                            |
| Rodeos  | 7%   | 8%                             |
| Amusement or Theme Parks  | 27%  | 28%                            |
| Zoos or Aquariums   | 29%  | 31%                            |
| Stay Hotel/B&B In your own city   | 9%   | 10%                            |

### Highlights:

- When not travelling, Canadian adults and travellers say that their preferred entertainment activities at home are: eating in restaurants, attending festivals or fairs, going to amateur sports events and going to pick-your-own farms or farmers' markets.
- In all entertainment activities, travellers are more active than non-travellers.



## COTTAGE OR VACATION HOME OWNERSHIP AND LOCATION

|  |   |
|--|---|
| <b>“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)”</b> | <b>% of travellers<br/>(20.9 million)</b> |
| Yes  | 32%                                       |
| No   | 65%                                       |
| Not Stated   | 3%  |
| <b>“Where is this cottage, cabin or vacation home located?”</b>  | <b>% of travellers<br/>(20.9 million)</b> |
| Your own province  | 28%                                       |
| In some other Canadian province  | 5%  |
| Outside Canada   | 3%  |
| Not stated   | 3%  |

### Highlights:

- 32% of Canadian travellers (or 6.7 million people) have access to a cottage, cabin or vacation home.
- The majority (99.5%) of these cottages and vacation homes are in Canada, with 85% of them being located in the travellers’ own home province.
- Over half a million Canadian travellers (624,867 people) have cottages or vacation homes outside Canada.

## RECREATION VEHICLE OWNERSHIP

| “Do you or does someone else in your household, own...?” | % of travellers<br>(20.9 million) |
|--|-----------------------------------|
| A Motor Home, Camper Or RV                               | 15%                               |
| A Snowmobile   | 10%                               |
| An All-Terrain Vehicle (ATV)                             | 13%                               |
| A Motor Boat   | 17%                               |
| A Sailboat   | 3%                                |
| A Canoe Or Kayak   | 15%                               |
| None Of The Above  | 58%                               |
| Not Stated   | 4%                                |

### Highlights:

- 15% of adult Canadian travellers own a motor home, camper or RV and 17% own a motor boat.
- More Canadian travellers own a motor home/RV, snowmobile, ATV, or canoe/kayak than engage in related activities while on a trip. However, in the case of sailboats and motor boats, fewer Canadians own them than use them on overnight trips.

## MEDIA HABITS

### Newspapers

|  |                                   |
|--|-----------------------------------|
| <b>“Which of the following newspapers do you normally read in a typical week?”</b>     | <b>% of travellers (20.9 mil)</b> |
| Daily Newspaper Weekday Edition  | 87%                               |
| Weekend Edition Of A Newspaper   | 87%                               |
| Local Community Newspaper  | 60%                               |
| Other Newspapers   | 17%                               |
| Don't Read The Newspaper   | 12%                               |
| Not Stated   | 0%                                |
| <b>“How often do you read the travel section of a daily newspaper?”</b>                | <b>% of travellers (20.9 mil)</b> |
| Frequently   | 18%                               |
| Occasionally   | 27%                               |
| Rarely   | 26%                               |
| Never  | 16%                               |
| Not Stated   | 1%                                |
| <b>“How often do you read the travel section of a weekend edition of a newspaper?”</b> | <b>% of travellers (20.9 mil)</b> |
| Frequently   | 21%                               |
| Occasionally   | 25%                               |
| Rarely   | 24%                               |
| Never  | 16%                               |
| Not Stated   | 1%                                |

#### Highlights:

- The vast majority of Canadian travellers (87%) read the weekday edition of a newspaper in a typical week and a similar percentage reads the weekend edition of a newspaper.
- 45% of Canadian travellers read the travel section of a daily newspaper frequently or occasionally and 46% read the weekend travel section with the same frequency.

## Magazines

| “Which of the following magazines do you read in a typical month?” | % of travellers (20.9 million) |
|--|--------------------------------|
| Automobile & Cycle Magazines (e.g. Motor Trends)                   | 13%                            |
| Business, Finance & Investing (e.g., Forbes)                       | 16%                            |
| Computer, Electronics & Technology                                 | 10%                            |
| Crafts, Antiques & Collectibles                                    | 13%                            |
| Entertainment & Music (e.g., People, TV Guide)                     | 32%                            |
| Family & Parenting (e.g., Today’s Parent)                          | 9%                             |
| Fashion & Beauty (e.g., Vogue)                                     | 23%                            |
| Food & Cooking (e.g., Gourmet)                                     | 26%                            |
| General Interest (e.g., Harper’s, Reader’s Digest)                 | 30%                            |
| Health, Fitness, & Well Living                                     | 21%                            |
| Home & Garden  | 24%                            |
| Magazines About Your City (e.g., Chicago Magazine)                 | 12%                            |
| News Magazine (e.g., Time, Newsweek)                               | 23%                            |
| Outdoor Activities/Sports (e.g., Backpacker, Sail)                 | 12%                            |
| Photography & Video  | 4%                             |
| Professional Sports(e.g., Sports Illustrated)                      | 8%                             |
| Regional Magazines   | 8%                             |
| Science & Geography (e.g., National Geographic)                    | 16%                            |
| Travel (e.g., Conde Nast)  | 11%                            |
| Other Magazines  | 28%                            |
| Don't read magazines in a typical month                            | 12%                            |
| Not Stated   | 1%                             |

### Highlights:

- Entertainment and music magazines, such as *People* and *TV Guide*, and general interest magazines such as Harper’s, enjoy the highest readership among Canadian travellers.
- Entertainment and Music (32%), General Interest (30%) and Food and Cooking (26%) are the top three types of magazines that Canadian travellers read regularly.
- Surprisingly, only 11% of Canadian travellers regularly read travel magazines such as *Conde Nast* and *Travel & Leisure*.

## Television

| “Which of the following types of television programs do you normally watch?” | % of travellers (20.9 million) |
|--|--------------------------------|
| Biography  | 42%                            |
| Cooking Shows  | 32%                            |
| Dramas   | 56%                            |
| History  | 42%                            |
| Home & Garden Shows  | 34%                            |
| Late Night Talk Shows  | 27%                            |
| Movies On TV   | 70%                            |
| Music/Music Video Shows/Channels   | 25%                            |
| News/Current Affairs   | 64%                            |
| Reality Shows  | 39%                            |
| Science & Nature Shows   | 43%                            |
| Science Fiction/Fantasy Shows  | 19%                            |
| Shopping Channels  | 5%                             |
| Situation Comedies   | 51%                            |
| Soap Operas/Daytime Dramas   | 23%                            |
| Sports/Sports Shows  | 43%                            |
| Travel Shows   | 30%                            |
| Other Television Shows   | 29%                            |
| Don't Normally Watch TV  | 3%                             |
| Not Stated   | 0%                             |

### Highlights:

- In terms of television shows, movies on TV, news/current affairs, dramas, such as *Law & Order* and *The West Wing*, and situation comedies enjoy the biggest audiences among Canadian travellers.
- Movies on TV (70%); News/Current Affairs (64%) and Dramas (56%) are the most commonly watched types of television programs among Canadian travellers.
- Over a quarter of Canadians normally watch travel shows (30%).
- Only 3% of Canadian travellers reported that they do not watch TV on a regular basis.

## Radio

| “Which of the following types of radio programs do you listen to?” | % of travellers (20.9 million) |
|--|--------------------------------|
| All Sports   | 11%                            |
| Classical Music  | 17%                            |
| Country Music  | 24%                            |
| Jazz/Big Band  | 9%                             |
| Modern Rock/Alternative Rock                                       | 36%                            |
| Multicultural  | 8%                             |
| News/Talk/Information  | 38%                            |
| Oldies (50s, 60s, 70s, 80s)  | 35%                            |
| Soft Music/Adult Contemporary                                      | 25%                            |
| Top 40/Current Hits  | 24%                            |
| Some Other Program   | 16%                            |
| Don't Normally Listen To Radio                                     | 8%                             |
| Not Stated   | 1%                             |
| “Which of the following types of radio stations do you listen to?” | % of travellers (20.9 million) |
| Public Stations  | 48%                            |
| Commercial Stations  | 61%                            |
| Not Stated   | 5%                             |

### Highlights:

- Almost all Canadian travellers listen to the radio on a regular basis, **which makes this medium very important from a marketing perspective.**
- Radio stations that broadcast news/talk/information were the most popular stations among Canadian travellers (38%).
- The majority of Canadian travellers listen to commercial radio stations (61%).

## INTERNET USE

|   |   |
|---|---|
| <b>“Do you use the Internet as a source of information for personal use?”</b> | <b>% of travellers<br/>(20.9 million)</b> |
| Yes   | 81%                                       |
| No  | 18%                                       |
| Not Stated  | 1%  |
| <b>“What types of websites do you normally visit for personal use?”</b>       | <b>% of travellers<br/>(20.9 million)</b> |
| Entertainment   | 39%                                       |
| Games   | 26%                                       |
| Health  | 33%                                       |
| House And Home  | 21%                                       |
| Magazine Sites  | 13%                                       |
| Network News Sites  | 27%                                       |
| Newspaper Sites   | 24%                                       |
| Shopping (All Types)  | 26%                                       |
| Sites For Specific Interests  | 27%                                       |
| Sports  | 21%                                       |
| Travel  | 38%                                       |
| Weather   | 43%                                       |
| Other   | 31%                                       |
| Not Stated  | 5%  |

### Highlights:

- 81% of Canadian travellers use the Internet as a source of information for personal use. Canadian travellers visit websites most frequently for information on weather (43%), on travel (38%), on health (33%) and on entertainment (39%).

## MEMBERSHIP IN ORGANIZATIONS AND PROGRAMS

| “Are you a member of any of the following organizations or programs?” | % of travellers (20.9 million) |
|---|--------------------------------|
| Automobile Club like CAA  | 38%                            |
| Sports Club   | 23%                            |
| Book/Reading Club   | 5%                             |
| Community Service Club  | 11%                            |
| Nature/Environment Club/Group   | 3%                             |
| Travel Club   | 2%                             |
| Hobby Club  | 5%                             |
| Frequent Flyer Program  | 25%                            |
| Hotel/Car Rent Loyalty Program  | 9%                             |
| Other   | 16%                            |
| None Of The Above   | 28%                            |
| Not Stated  | 4%                             |

### Highlights:

- About a quarter of Canadian travellers belong to a frequent flyer program and 38% are members of an automobile club such as CAA.
- Slightly over a quarter of Canadian travellers do not belong to any of the organizations listed (28%).

## GENERAL ATTITUDES



| <p><b>“Indicate the extent to which you feel the statements below apply to you”<br/>(On a 5-point scale)</b></p> | <p><b>Applies very much<br/>(scores of 4 or 5)<br/>As % of total travellers<br/>(20.9 million)</b></p> | <p><b>Applies very little<br/>(scores of 1 or 2)<br/>As % of total travellers<br/>(20.9 million)</b></p> |
|--|--|--|
| I prefer to visit undiscovered places before too many hotels and restaurants are built                           | 28%  | 46%  |
| I am actively involved in a regular, rigorous fitness program  | 21%  | 57%  |
| I believe chance has little to do with success in life   | 33%  | 28%  |
| I have much more energy than most people my age  | 33%  | 25%  |
| I often buy new products before they come down in price  | 15%  | 61%  |
| I make decisions quickly and easily  | 36%  | 27%  |
| Did not answer any parts of the question   | 1%   |  |

### Highlights:

- About one-third of Canadian travellers say: they make decisions quickly and easily (36%), have more energy than most people their age (33%), chance has little to do with success in life (33%) and they prefer to visit undiscovered places before the mass travel market moves in (28%). Some (15%) 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<br>(20.9 million)   | % of travellers<br>(3.9 million)  |
|--|---|---|
| 0 - 4 days   | 10%   | 11%   |
| 5 - 9 days   | 2%  | 2%  |
| 10 - 14 days   | 9%  | 7%  |
| 15 - 19 days   | 10%   | 5%  |
| 20 or more days  | 20%   | 8%  |
| Not stated   | 3%  | 3%  |
| PAID VACATION DAYS TAKEN IN 2005   | As % of paid<br>employees who<br>travelled in the past 2<br>years<br>(11.0 million)                                 | As % of paid<br>employees who did not<br>travel in the past 2<br>years<br>(1.4 million) |
| Did not have any paid vacations  | 18%   | 28%   |
| None   | 3%  | 8%  |
| 1 - 4 days   | 2%  | 3%  |
| 5 - 9 days   | 8%  | 9%  |
| 10 - 14 days   | 18%   | 18%   |
| 15 - 19 days   | 18%   | 12%   |
| 20 or more days  | 29%   | 16%   |
| Not stated   | 4%  | 6%  |
| PAID VACATION DAYS TAKEN & USED FOR<br>OUT-OF-TOWN OVERNIGHT VACATION<br>TRIPS | As % of paid<br>employees who<br>travelled in past 2<br>years & took paid<br>vacation days in 2005<br>(8.3 million) | Not applicable  |
| None   | 12%   |   |
| 1 - 4 days   | 13%   |   |
| 5 - 9 days   | 26%   |   |
| 10 - 14 days   | 25%   |   |
| 15 - 19 days   | 14%   |   |
| 20 or more days  | 11%   |   |
| Not Stated   | 0%  |   |

### Highlights:

- In 2005, 21% of all Canadian travellers had 14 or fewer days of paid vacations given to them by their employer in 2005, while 47% of them were not paid employees.
- Of Canadians who were entitled paid vacations, 38% used 14 or fewer of these days in 2005. Among those who used one or more days of their paid vacations in 2005, 12% did not use any days for travel and 39% used one to nine days for travel.

## DEMOGRAPHICS

### Age and Household income

| AGE OF RESPONDENT    | % of travellers<br>(20.9 million) | % of non-travellers<br>(3.9 million) |
|----------------------|-----------------------------------|--------------------------------------|
| 18-24                | 13%                               | 9%                                   |
| 25-34                | 19%                               | 12%                                  |
| 35-44                | 20%                               | 18%                                  |
| 45-54                | 20%                               | 18%                                  |
| 55-64                | 14%                               | 15%                                  |
| 65 and over          | 14%                               | 29%                                  |
| Average Age          | 44.7 years                        | 50.7 years                           |
| HOUSEHOLD INCOME     | % of travellers<br>(20.9 million) | % of non-travellers<br>(3.9 million) |
| Under \$20,000       | 6%                                | 21%                                  |
| \$20,000 to \$39,999 | 15%                               | 27%                                  |
| \$40,000 to \$59,999 | 17%                               | 15%                                  |
| \$60,000 to \$79,999 | 15%                               | 7%                                   |
| \$80,000 to \$99,999 | 12%                               | 4%                                   |
| \$100,000 or more    | 22%                               | 4%                                   |
| Not Stated           | 13%                               | 21%                                  |

### Highlights:

- Canadian travellers are younger than non-travellers (average age: 45 versus 51) and have almost double the household income of non-travellers (average household income: \$71,500 versus \$41,000).

## Occupation and Household Composition

| <b>OCCUPATION/WORK STATUS</b>  | <b>% of travellers<br/>(20.9 mil)</b> | <b>% of non-travellers<br/>(3.9 mil)</b> |
|--|---------------------------------------|--|
| Work 30 or more hours/week as paid employee                                | 47%                                   | 31%                                      |
| Work as paid employee but part-time (less than 30 hours/week)              | 5%                                    | 4%                                       |
| Self-employed/ Unpaid worker at a family business                          | 10%                                   | 8%                                       |
| Going to school  | 7%                                    | 4%                                       |
| Homemaker  | 5%                                    | 8%                                       |
| Retired  | 18%                                   | 30%                                      |
| Other  | 6%                                    | 13%                                      |
| Not Stated   | 1%                                    | 1%                                       |
| <b>HOUSEHOLD COMPOSITION (“DO YOU LIVE:”)</b>                              | <b>% of travellers<br/>(20.9 mil)</b> | <b>% of non-travellers<br/>(3.9 mil)</b> |
| Alone  | 11%                                   | 20%                                      |
| With spouse/partner and no children 17 years or younger                    | 38%                                   | 31%                                      |
| With spouse/partner and children 17 years or under                         | 22%                                   | 17%                                      |
| With spouse/partner and children 18 years and over but none under 17 years | 8%                                    | 6%                                       |
| With children and no spouse  | 7%                                    | 10%                                      |
| With someone other than spouse/partner or child                            | 14%                                   | 14%                                      |
| Not stated   | 1%                                    | 2%                                       |

### Highlights:

- Compared to travellers, a higher proportion of Canadian non-travellers are retired and a lower proportion have full-time, paid employment.
- The vast majority of Canadian travellers live with a spouse or partner and about one-quarter of them have children under the age of 18. On the other hand, more Canadian non-travellers live alone or with children but no spouse/partner.

## Respondent's Place of Birth

| RESPONDENT'S PLACE OF BIRTH                                      | % of travellers<br>(20.9 million)                             | % of non-travellers<br>(3.9 million)                              |
|--|---|---|
| Canada   | 80%   | 74%   |
| US/Western Europe/Australia/New Zealand                          | 7%  | 5%  |
| Asia (Toronto, Vancouver CMAs)                                   | 4%  | 6%  |
| Other (Toronto, Vancouver CMAs)                                  | 4%  | 6%  |
| Asia/Other (rest of Canada)                                      | 5%  | 8%  |
| Not Stated   | 0%  | 0%  |
| "In what year did you first come to Canada to live permanently?" | % of travellers who were born outside Canada<br>(4.2 million) | % of non-travellers who were born outside Canada<br>(1.0 million) |
| 1996-2006  | 24%   | 28%   |
| 1981-1995  | 26%   | 27%   |
| 1966-1980  | 28%   | 21%   |
| 1965 or earlier  | 21%   | 23%   |
| Not Stated   | 1%  | 1%  |

### Highlights:

- 80% of Canadian travellers were born in Canada, compared to 74% of Canadian non-travellers.
- The arrival to Canada of the Canadian travellers who were born outside the country seems to be fairly evenly distributed throughout the decades, while for the non-travellers this arrival seems to be more concentrated in the years after 1980 – a factor that may also be contributing to their status as non-travellers.

**Parent’s Place of Birth**

| Country of birth | % of travellers<br>(20.9 million) |        | % of non-travellers<br>(3.9 million) |        |
|------------------|-----------------------------------|--------|--------------------------------------|--------|
|                  | Mother                            | Father | Mother                               | Father |
| Canada           | 64%                               | 62%    | 68%                                  | 66%    |
| Outside Canada   | 35%                               | 36%    | 32%                                  | 33%    |
| Not Stated       | 1%                                | 2%     | 0%                                   | 1%     |

**Highlights:**

- About one-third of the parents of travellers and non-travellers were born outside Canada, with travellers having a slightly higher incidence of having one or both of their parents born outside the country.

## Education

| <b>LEVEL OF EDUCATION COMPLETED</b>   | <b>% of travellers<br/>(20.9 million)</b> | <b>% of non-<br/>travellers<br/>(3.9 million)</b> |
|---------------------------------------|---|---|
| Less than high school                 | 11%                                       | 35%   |
| High school diploma                   | 27%                                       | 30%   |
| Some post-secondary                   | 11%                                       | 7%  |
| Post-secondary diploma or certificate | 21%                                       | 14%   |
| University degree                     | 29%                                       | 12%   |
| Not stated                            | 1%  | 2%  |

### Highlights:

- Canadian travellers are significantly more educated than Canadian non-travellers, with 29% of Canadian travellers having a university degree.