



RESEARCH SERVICES

Travel Activities and Motivations of U.S. Visitors to BC: Activity Profile

Focus on History & Heritage Tourists

July 2007

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Acknowledgments

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

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

TAMS was a partnership of the following organizations:

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

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Tourism British Columbia would like to acknowledge that this report was written by Judy Rogers of Research Resolutions Consulting Ltd.

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

I. Executive Summary

MILLIONS OF AMERICANS ARE SEARCHING FOR HISTORY AND HERITAGE.

Of the 166.0 million American pleasure tourist market as a whole, almost 1-in-2 or about 78.0 million say they went to historic sites or re-enactments, museums or archaeology/paleontology sites or park interpretive programs while on a recent overnight pleasure trip. Of this sizeable market, 1-in-20 or approximately 3.9 million say they have taken an overnight pleasure trip to British Columbia over a two-year period.

History and Heritage Tourists, as defined in this report, represent a subset of all Americans who went to historic or heritage sites or engaged associated trip activities. They are overnight pleasure travellers who say they recently took a trip *in order to* engage in these activities.² Those for whom a history or heritage activity was the *main reason* for a trip constitute about one-third of American tourists who engage in these activities as *one-of-many* things they see and do while travelling. Thus, the History and Heritage Tourist market segment represents approximately 23.2 million Americans, or about fourteen percent of the U.S. pleasure traveling public.

BRITISH COLUMBIA ATTRACTS HISTORY AND HERITAGE TOURISTS AT A HIGHER THAN AVERAGE RATE.

History and Heritage Tourists have travelled to British Columbia recently at a higher rate than would be expected given their share of the total U.S. pleasure travel market. At approximately 1,180,000, this sector represents over one-fifth (22%) of the 5.3 million American adults with pleasure travel experiences in British Columbia over a two-year period.

² The activities used to define this market sector are as follows: Visit archaeological dig; take curatorial tour; participate in historical re-enactment (as an actor); go to interpretive program at a historic site or national/provincial park; visit historical replica of cities or towns with historic re-enactments; visit any of the following types of museums -- children's, history or heritage, science or technology, military/war; visit palaeontology/archaeology site; visit well-known historic sites or buildings; visit other historic sites, monuments and buildings.

HISTORIC SITES ARE VERY POPULAR.

Of the many individual activities that could have motivated a vacation among History and Heritage Tourists, *well-known historic sites/buildings* is the most popular. This activity is identified as the main reason for a trip by over half of the market segment (55%). *Other historic sites* are also widely cited as the reason for a recent overnight pleasure trip (42%).

To a lesser extent, *general history museums* are trip drivers, identified by almost 3-in-10 History and Heritage Tourists. *Historical replicas of cities or towns with re-enactments, science/technology museums* and *military/war museums* are named as the main reason for a recent overnight pleasure trip by approximately 1-in-5 History and Heritage Tourists.

HISTORIC SITE AND MUSEUM TOURISTS OVERLAP.

With almost three-fifths of Americans in the *Historic Site Tourist* segment of the History and Heritage sector also claiming to take trips in order to visit various types of museums (57%), *Historic Site* and *Museum Tourists* share many of the same demographic, behavioural and attitudinal characteristics as one another.

ARCHAEOLOGY TOURISTS COULD BE AN IMPORTANT NICHE MARKET FOR BRITISH COLUMBIA.

Archaeology Tourists are History and Heritage Tourists who have taken recent overnight pleasure trips in order to participate in **archaeological or palaeontology-oriented experiences**. This niche market represents about 2.5 million Americans or about one-tenth of all History and Heritage Tourists and one-twentieth of the Americans who have recently visited British Columbia. They may be particularly important to British Columbia because they more closely resemble the profile of American tourists currently attracted to the province than does the History and Heritage Tourist *per se*.

HISTORY AND HERITAGE TOURISTS LIVE IN ALL PARTS OF THE U.S.A.

They are distributed across the United States in a manner that is almost identical to the adult population as a whole and to the American overnight pleasure travel market.

Archaeology Tourists differ from the larger History and Heritage market in their regional distribution across the United States. Specifically, they tend to be under-represented in the eastern U.S.A., but over represented in the western parts of the country. Marketing efforts to attract Archaeology Tourists may be

facilitated by their concentration in the Pacific region – a region that is an especially strong feeder market for British Columbia.

MEN AND WOMEN OF ALL AGES SEEK HISTORY/HERITAGE TOURISM EXPERIENCES.

Every age group is represented among History and Heritage Tourists. About 1-in-10 Americans in the segment are young adults (18 to 24 years) and almost twice this proportion is between 25 and 34 years of age or between 35 and 44 years of age. One-quarter are in their mid-forties to mid-fifties (23%) and over one-third are at least 55 years of age or older. Men and women are about equally likely to be History and Heritage Tourists.

History and Heritage Tourists as a whole are younger than Americans who have recently taken an overnight pleasure trip to British Columbia. Almost 1-in-2 *typical visitors* to the province are at least 55 years of age but only about 1-in-3 History and Heritage Tourists are in this age group.

HISTORY AND HERITAGE TOURISTS ARE IN HIGHER SOCIO-ECONOMIC GROUPS THAN TYPICAL U.S. TOURISTS.

Compared to American adults and travellers in general, History and Heritage Tourists are more apt to be university educated, with over two-fifths having at least one university degree (45%); more likely to live in households with at least one person occupying an executive, managerial or professional position (33%); and to have higher annual household incomes, with 3-in-10 claiming to have incomes of at least \$100,000.

While they have more formal education, higher occupational status and higher incomes than typical American travellers, History and Heritage Tourists do not reach the level of affluence and education evident among Americans who have recently taken overnight pleasure trips to British Columbia.

The **Archaeology Tourist** sub-set of this larger group does, however, closely resemble the socio-economic profile of typical British Columbia tourists from the U.S. They are especially likely to have graduated from university, to represent households with executive or managerial wage earners and to have household incomes of at least \$100,000.

THEY ARE INTERNATIONAL TRAVELLERS.

Even though over half of American History and Heritage Tourists have travelled *only* within their own country, one-fifth of them have been to Canada on a recent overnight pleasure trip. This is a noticeably higher rate of travel to Canada than is evident for the U.S. pleasure travel market as a whole. Not only have History and Heritage Tourists been to *Canada* at a higher rate than most American pleasure travellers, but they have also been to *other countries* at a much higher rate.

A penchant for travel *outside* the U.S.A. is especially evident among **Archaeology Tourists**. Over 1-in-4 of these tourists have recently travelled in Canada and/or to Europe.

In light of their willingness to travel to foreign destinations, History and Heritage Tourists and especially those in the Archaeology segment of this market seem to be good candidates for trips to British Columbia. At the same time, British Columbia will be competing with destinations around the world for these tourists.

ONTARIO IS THE PRINCIPLE CANADIAN COMPETITOR FOR THESE AMERICAN TOURISTS.

Over a two-year period, this central Canadian province attracted more than twice as many History and Heritage Tourists (12%) as did British Columbia (5%). Ontario and British Columbia are somewhat closer to parity among Archaeology Tourists, although Ontario attracted more of these Americans (16%) than did British Columbia (10%) over the two-year time span.

FEW STATES ARE CLEAR WINNERS AS U.S. DESTINATIONS FOR HISTORY AND HERITAGE TOURISTS.

Not only are History and Heritage Tourists and Archaeology Tourists widely travelled *internationally*, but also they travel extensively *within* the U.S.A. At least 1-in-10 say have visited as many as seventeen (17) states other than the one in which they live for pleasure trips over a two-year period. The number of states visited recently by at least 1-in-10 Archaeology Tourists increases to twenty-six (26).

Thus, few single states emerge as clear “winners” although Florida attracted over 1-in-4 History and Heritage possibly because of the sun/sea activities available in this state. Florida’s prominence as a destination contributes to the strong lure of sun/sea locations within the U.S., whether to see historic or heritage sites or to engage in other tourism experiences. Collectively, these destinations, including

Florida, California, and Nevada attract three-fifths of History and Heritage Tourists for overnight pleasure trips.

A SAFE DESTINATION IS A PRIORITY.

Most History and Heritage Tourists start a trip planning process with a *destination* in mind although about one-fifth start the planning process with a focus on the **type of vacation experience** they wish to have and one-sixth begin with the **activities** they want to enjoy while on their trip. The destination should be *safe*, have *many things for adults to see and do*, offer *convenient access by car* and pose *no health concerns*.

THEY ARE NOT OUTDOOR-ORIENTED TOURISTS.

There is comparatively little overlap between History and Heritage Tourists and other sectors of interest to tourism businesses in British Columbia. Specifically, few tourists in this activity sector take trips motivated by the **outdoor** activities highlighted in this series of reports. Instead, the only noteworthy duplication between these history/heritage enthusiasts and other sectors occurs with American travellers who take trips in order to do **self-guided touring** and/or to **camp**.³

JUST BEING IN NATURE MAY BE SUFFICIENT.

The *outdoor* activity profile of History and Heritage Tourists suggests travellers seeking comparatively sedentary experiences and passive interactions with nature. They seem to want to *see nature* rather than to *engage* nature. The outdoor activities that attract at least 1-in-3 of these tourists on an *any participation* basis are limited to seeing well-known wonders, going to nature parks, sunbathing or sitting on a beach, viewing flora and/or fauna and camping.

Compared to the History and Heritage Tourist segment as a whole, Archaeology Tourists are much more likely to participate in a variety of outdoor activities but like the larger history/heritage segment, tend to observe the outdoors, focussing on seeing natural wonders, nature parks, plants and animals.

³Sectors are defined in terms of selective activities as the main reason for a trip because these “dedicated” markets represent a crystallization of the interests and characteristics that might attract more casual participants to the activity (any participation). Fifteen sectors were selected by Tourism British Columbia for the purposes of this project. These sectors do not represent the full range of sectors in the British Columbian tourism industry. See the Appendix for a list of sectors and their definitions.

CITY ARCHITECTURE, PERFORMANCES AND ART GALLERIES ARE POPULAR TRIP ACTIVITIES.

Apart from the history/heritage activities used to define the market segment, History and Heritage Tourists tend to utilize destinations' cultural, culinary and retail infrastructure as *things to see and do* while on overnight pleasure trips rather than as the driving force behind or motivation for their trips.

For example, almost three-fifths have strolled around a city to observe its buildings and architecture on recent pleasure trips but only about 1-in-3 have taken a trip in order to engage in this activity. Similar patterns are evident for attending arts performances such as classical music concerts, opera or ballet, going to art galleries and/or to Aboriginal cultural events or attractions. These tourists are more likely to engage in these activities *as one of their trip activities* than they are to consider them as the driving force behind the trip.

The Archaeology Tourist subset is more *culturally oriented* than is the History and Heritage Tourist segment as a whole. These archaeology/palaeontology tourists are more inclined to seek out cities' architecture, go to art galleries, attend cultural performances and Aboriginal events both as *trip drivers* and as *any trip* activity than are members of the more broadly defined History and Heritage segment.

ENTERTAINMENT, DINING AND SHOPPING ARE THINGS TO "SEE AND DO".

Over two-fifths of History and Heritage and Archaeology Tourists have gone to theme parks, and/or casinos while on recent overnight pleasure trips with about one-third of each group naming theme parks as a *trip motivator* and about one-quarter saying they took a trip motivated by an interest in gambling (casinos) or going to a spectator sporting event. Other attractions such as zoos, aquariums and farmers' markets or country fairs are included as *one of many* activities on trip itineraries for about 1-in-3 History and Heritage Tourists and for more than 4-in-10 Archaeology Tourists.

Similar to many entertainment-oriented activities, shopping, dining out at restaurants offering *local* ingredients and cuisine and visiting local outdoor cafes are much more common trip experiences (any) than trip drivers for History and Heritage Tourists.

THE INTERNET TOPS THE CHART AS A TRIP PLANNING TOOL.

Three-quarters of History and Heritage Tourists rely on the internet for travel information but of the many others available to them, relatively few travel information sources enjoy widespread use. Over half of these tourists rely on their own past experience and/or anecdotal information provided by friends and relatives. About two-fifths include maps among their sources of travel information.

Use of official DMO travel guides is characteristic of one-third of History and Heritage Tourists and two-fifths of Archaeology Tourists. These archaeology-oriented travellers tend to use more information sources than do members of the broader History and Heritage segment. At least 1-in-3 Archaeology Tourists also use newspapers, visitor information centres, automobile clubs and/or travel agents as sources of travel information.

BRITISH COLUMBIA IS RATED MORE FAVOURABLY THAN OTHER CANADIAN DESTINATIONS.

American History and Heritage Tourists and Archaeology Tourists are most enthusiastic about Hawaii as an *appealing destination* for pleasure travel. They accord this tropical state a rating of 8.4 on a ten-point scale. Though significantly lower than Hawaii's, moderately favourable ratings are accorded a host of destinations, including California, Colorado, and Florida.

At 6.8 among History and Heritage Tourists, **British Columbia** is rated comparably to New York State and Arizona and higher than *any* other Canadian province or territory. Despite the province's moderate success among those offering an appraisal, over one-quarter of U.S. History and Heritage Tourists refrain from rating the province, presumably because they know too little about the destination to offer an opinion about its touristic appeal.

Ratings of British Columbia are appreciably higher within the Archaeology Tourist subset (7.4), possibly reflecting these tourists' greater propensity to have travelled to the province recently. Among these tourists, British Columbia is rated on par with California and Colorado and higher than Florida or any other Canadian destination.

ARCHAEOLOGY TOURISTS OFFER SPECIAL PROMISE FOR BRITISH COLUMBIA.

Archaeology Tourists, while representing only 2.5 million of the 23.2 million Americans in the History and Heritage sector, share demographic, travel and attitudinal characteristics that resemble the types of American tourists who are

coming to British Columbia now. They are more highly educated, more affluent, more widely travelled, more heavily concentrated in traditional west coast feeder markets, and more interested in learning about other cultures and places and being intellectually challenged than is the more broadly defined American History and Heritage Tourist. Archaeology Tourists are also twice as likely to have recently been to British Columbia as are History and Heritage Tourists as a whole.

For these reasons, Archaeology Tourists constitute a niche segment that may hold particular promise for archaeology/palaeontology sites and other history/heritage attractions within British Columbia.

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II. Introduction

A. Background and Objectives

Visitors engage in tourism activities based on their personal interests and requirements, selecting from the many and varied types of experiences offered in their destinations. They can be grouped into market segments or *activity-based* sectors, reflecting the experiences they seek when they travel – to British Columbia or elsewhere.

Whether in its cities, towns or countryside, British Columbia clearly offers a wide array of tourism experiences and attracts tourists from many different sectors. By learning more about Americans who are in the market for some of these travel experiences, British Columbia's tourism businesses can more effectively target their products and marketing efforts to attract tourists.

To support these efforts, *Experiences B.C. Sector Development Program*, Tourism British Columbia (TBC) and other stakeholders selected the following array of activity-based sectors as the focus of a series of American tourist profiles based on the recently released 2006 Travel Activities and Motivation Survey (TAMS).⁴

- River Rafters
- Backcountry Lodge Guests
- Cyclists/Mountain Bikers
- **History and Heritage Tourists**
- Snowmobilers
- Divers & Snorkellers
- Nordic Skiers & Other Non-Alpine Winter Sport Participants⁵
- Golfers
- Alpine Skiers
- Aboriginal Activity Tourists
- Anglers
- Self-Guided Overnight Touring Travellers
- Hikers
- Campers/RVers

Even though these profiles span a wide range of tourism experiences, it is recognized that they cover only a fraction of the experiences British Columbia offers its tourists. Tourism British Columbia (TBC) commissioned Research Resolutions & Consulting Ltd. to prepare the American tourist profiles. This profile describes **History and Heritage Tourists**. Additional profiles will be issued over the coming months.

⁴ See Appendix for a brief description of the TAMS study and the activities used to define each of the activity sectors.

⁵ Throughout this report, *Nordic Skiers* is used as a convenient "short form" to cover travellers who claim to have taken trips for any of the following main reasons in the past two years: cross country skiing, ski touring, dog sledding, snow shoeing.

B. The American History and Heritage Tourists Report

For purposes of this report, **History and Heritage Tourists** are American adults (18 years of age or over) who claim to have taken an overnight pleasure trip to any destination in the past two years and indicate that one or more of the following was the **main reason** for at least one of the overnight trips they took over this same time period.

Main reason for trip was to . . .

Visit an archaeological dig

Take curatorial tour

Participate in historical re-enactment (as an actor)

Go to interpretive program at a historic site or national/provincial park

Visit historical replica of cities or towns with historic re-enactments

Visit children's museum

Visit general history or heritage museum

Visit science or technology museum

Visit military/war museum

Visit palaeontology/archaeology site

Visit well-known historic sites or buildings

Visit other historic sites, monuments and buildings

Note to Readers

Activities and locations visited are independent of one another.

In other words, American History and Heritage Tourists claim to have taken an overnight trip motivated by history or heritage in the past two years or so and to have taken overnight pleasure trips to specific destinations but TAMS does not provide information that links the activities to the destination(s) visited. Thus, History and Heritage Tourists may or may not have been to a historic site or museum in a particular country, province or state they have visited recently for an overnight pleasure trip.

People who take a trip *in order to* go to engage in one or more of the activities listed above are only a fraction of American tourists who participate in these history and heritage-oriented activities while on their vacations. In fact, seventy-eight million Americans say they participated in history/heritage activities while on trips over a two-year period.⁶ Of these 78.0 million American pleasure tourists, 23.2 million (5%) say they took a trip *in order to* engage in one or more of these activities.

History and Heritage enthusiasts – those for whom going to a historic site, museum or participating in park interpretive programs is the main reason for a trip – are dominated by travellers who visit **historic sites** (76%), followed by those who take trips in order to go to **museums** (48%). Trips motivated by **archaeology or paleontology** are considerably less common (11%) as are those driven by an interest in participating in **park interpretative programs** (4%). There is, of course, considerable *overlap* in the activity profiles of History and Heritage Tourists. For example, about one-third of the American travellers who take trips in order to see historic sites *also* take trips to visit museums (36%). In turn, over half of museum-goers *also* take trips in order to see historic sites (57%).⁷

⁶ See Detailed Tabulations, Volume 4, page 2-5.

⁷ See Table 1, page 24.

History and Heritage Tourists are the focus of this report because as “dedicated” or “hard core” markets, they represent a crystallization of the interests and characteristics that might attract more casual participants to the activity.

The report provides the following information:

- Size of the sector
- Incidence of travel experience in British Columbia
- Demographic profile
- Competitive destinations
- Ratings of British Columbia as a destination
- Other popular trip activities
- Trip planning and media behaviour
- Benefits of travel

III. Overview of U.S. Tourism Activity Sectors

A. The U.S. Pleasure Travel Market to British Columbia

Tourism businesses in British Columbia are competing for the attention of about 166.0 million American adults who are in the market for overnight vacations (see Table A).⁸ These individuals claim to have taken at least one overnight pleasure or vacation trip over a two-year period. They represent three-quarters of the 222.8 million adults who live in the U.S.A.

Close to one-tenth of the American overnight pleasure travel market, or about 15.4 million tourists, have had *some* experience with British Columbia over the past decade (9%).⁹ They may have been on a vacation, visiting friends and relatives or on a business trip to the province. Of these overnight travellers who took trips for any reason, close to half claim to have visited British Columbia in the past two years or so (45% or 6.9 million).

TABLE A: OVERVIEW OF BRITISH COLUMBIA'S MARKET SIZE	Recent U.S. Pleasure Travellers Any Destination	
Unweighted base	(45,697)	
Weighted, Projected	166,003,000	
Overnight Trips to British Columbia		
Any purpose, past 10 years	15,377,000	9%
Any purpose, past 2 years	6,933,000	4%
Pleasure, past 2 years	5,340,000	3%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volume 4, page 47.

Most of these recent U.S. visitors to the province – 5.3 million of them – were on vacation or pleasure trips. In other words, while tourism businesses in British Columbia may be competing for the attention of about 166.0 million American overnight pleasure travellers, they have attracted 1-in-33 (3%) of these tourists to the province over a two-year period.

⁸ Adults are defined as individuals 18 years of age or older.

⁹ Since fieldwork for the TAMS study was conducted between January and June 2006, the “past ten years” likely refers to 1995 through 2005 and the “past two years” likely refers to 2004 and 2005. See footnote in Section II.B for more information on interpreting these recall periods.

The profiles of various activity-based sectors¹⁰ described in this report are based on Americans who have taken a recent overnight pleasure trip to *any destination* (166.0 million) and, where feasible, on the subset of these tourists who have been to British Columbia over the two-year period (5.3 million).¹¹

¹⁰ Sectors are defined in terms of selective activities as the *main reason* for a trip because these “dedicated” markets represent a crystallization of the interests and characteristics that might attract more casual participants to the activity (*any* participation). It is recognized that the sectors included in the profiles cover only a fraction of the experiences British Columbia offers its tourists.

¹¹ Sample sizes of less than 100 records for tourists with recent pleasure trips in British Columbia are not sufficiently robust to warrant analysis.

B. Tourism Activity Sector Size

Several outdoor-oriented tourism segments of importance to British Columbia represent relatively small *niche* markets, both within the overall U.S. pleasure travel market and among those who have recent tourism experience in British Columbia.¹² Examples of these niche markets include **River Rafter**s, **Sea Kayakers**, **Snowmobilers** and **Nordic Skiers**. Each of these sectors represents approximately 1-in-100 U.S. overnight pleasure travellers [see Table B].

Trips driven by **cycling** or staying in **wilderness or remote lodges** are slightly more common, representing about 1-in-50 U.S. overnight pleasure tourists. **Golfers** represent 1-in-25 pleasure tourists while **Hikers** and **Alpine Skiers** represent just over 1-in-20 (each). Approximately 1-in-12 are **Anglers**.

TABLE B: OVERVIEW OF SELECTED SECTOR MARKET SIZE¹	U.S. Overnight Pleasure Travellers To . . . In Past 2 Years				
	Any Destination		British Columbia		
Unweighted base	(45,697)		(1,706)		
Weighted, Projected	166,003,000		5,340,000		
<i>In Rank Order by Tourists to British Columbia</i>					Index
Self-Guided Overnight Touring Travellers	17,550,000	11%	1,370,000	26%	236
History and Heritage Tourists	23,218,000	14%	1,180,000	22%	157
Campers/RVers	17,426,000	11%	833,000	16%	145
Alpine Skiers	9,637,000	6%	689,000	13%	217
Hikers	9,704,000	6%	607,000	11%	183
Anglers	12,380,000	8%	598,000	11%	138
Aboriginal Activity Tourists	4,442,000	3%	454,000	9%	300
Divers & Snorkellers	5,410,000	3%	360,000	7%	233
Golfers	5,890,000	4%	352,000	7%	175
Cyclists/Mountain Bikers	2,914,000	2%	305,000	6%	300
Nordic Skiers	1,567,000	1%	265,000	5%	500
Backcountry Lodge Guests	2,873,000	2%	224,000	4%	200
River Rafters	2,406,000	1%	157,000	3%	300
Snowmobilers	1,712,000	1%	101,000	2%	200
Sea Kayakers	575,000	*	77,000	1%	333

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volume 1, page 1. *Less than 0.5%. ¹Sectors represent overnight pleasure travellers who name specific activities as the **main reason** for one or more overnight trips over a two-year period. These sectors were selected by Tourism British Columbia for the purposes of this report. This list does not represent the full range of sectors in the British Columbian tourism industry.

¹² Sample sizes of less than 100 records for tourists with recent pleasure trips in British Columbia are not sufficiently robust to warrant analysis.

In contrast, trips driven by interests in **History and Heritage, Camping and RVing** or **Self-Directed Touring** are more widespread, representing more than 1-in-10 U.S. overnight pleasure tourists and considerably higher proportions of those who have recently visited British Columbia.

An index that compares the proportion of *all* American tourists in a sector to British Columbia's share is displayed in Table B. In this type of index, "100" is the baseline, representing what British Columbia's share would be if the province were attracting a sector's members at the same rate as the sector members occur in the U.S. overnight pleasure travel market. The province's success in attracting visitors within a sector is evident in the extent to which its index score is greater than 100. Conversely, British Columbia's relative weakness would be evident in the extent to which a score is less than 100.

Based on this index, British Columbia is attracting Americans in **each** sector at an appreciably higher rate than they occur in the U.S. travelling public. Sectors over-represented at **three or more times** the expected rate include:

- Nordic Skiers
- Sea Kayakers
- Aboriginal Activity Tourists
- Cyclists/Mountain Bikers
- River Rafters

Other activity-based tourists who come to British Columbia at about **twice** the expected rate based on their incidence in the U.S. pleasure travel market include:

- Self-Guided Overnight Touring Travellers
- Divers & Snorkellers
- Alpine Skiers
- Backcountry Lodge Guests
- Snowmobilers

The remaining sectors are also over-represented among recent U.S. tourists to British Columbia, but not to the extent of those described above:

- Hikers
- Anglers
- Golfers
- Campers/RVers
- Heritage and History Tourists.

C. Tourism Activity Sector Cross-Over

Travellers take different trips for different reasons, depending on their interests, their day-to-day realities, the time of year and a host of other factors. For example the same individual might take a summer trip with a primary objective of doing sea kayaking or white water rafting. The same person might take a trip in the winter to ski or to go to museums.

Because travellers often seek a variety of tourism experiences and destinations and because the period covered by the TAMS study is about two years, it is not surprising that the **same** person could be a Sea Kayaker, a River Rafter, an Alpine Skier, a History and Heritage tourist and so on. In other words, the sectors profiled in these materials are not mutually exclusive.

The extent to which membership in the various tourism activity sectors is duplicated is important for understanding how best to package and promote the types of tourism experiences each sector offers potential visitors to British Columbia. As is evident in the following two charts, substantial crossover among the sectors is comparatively rare. In fact, in only the **Aboriginal Activity** sector are at least half the members *also* members of another key sector: History and Heritage Tourists (see Charts A, B).

Chart A: Tourism Activity Sector Cross-Over <i>At least 20% Duplication</i>							
Level of Duplication	HISTORY/HERITAGE	ABORIGINAL ACTIVITY	SELF-GUIDED TOURING	CAMPERS/RVers	ALPINE SKIERS	NORDIC SKIERS	SNOW-MOBILERS
50%+		History/Heritage					
30% - 49%						Hikers	Alpine Skiers
						Alpine Skiers	Campers/RVers
						History/Heritage	
						Self-Guided Touring	
20% - 29%	Self-Guided Touring	Campers/RVers	History/Heritage	History/Heritage	Campers/RVers	Campers/RVers	Anglers
	Campers/RVers	Self-Guided Touring		Hikers	History/Heritage	Cyclists	History/Heritage
		Hikers				Anglers	

Generally, duplication of between one-third to one-half is most common between smaller *niche* outdoor sectors and larger, more broadly defined sectors such as History/Heritage, Camping and Self-Guided Touring. For example, between one-third and one-half of **Nordic Skiers** are also categorized as Hikers, Alpine Skiers, History/Heritage and Self-Guided Touring travellers.

In contrast, those in the **History/Heritage** sector do not generally take trips motivated by the outdoor activities highlighted in this series of reports. Instead, there is a relatively low level of duplication (20% to 29%) between these history/heritage enthusiasts and those who take trips in order to do self-guided touring and/or to camp.

Chart B: Tourism Activity Sector Cross-Over								
<i>At least 20% Duplication</i>								
<i>Level of Duplication</i>	RIVER RAFTERS	SEA KAYAKERS	BACK- COUNTRY LODGES	CYCLISTS	HIKERS	DIVERS/ SNORKEL- LERS	GOLFERS	ANGLERS
50%+								
30% - 49%	Campers/ RVers	Divers & Snorkellers	Campers/ RVers	Hikers	Campers/ RVers			
	Alpine Skiers	Hikers	History/ Heritage	History/ Heritage	History/ Heritage			
		Campers/ RVers	Anglers	Campers/ RVers				
		Self-Guided Touring						
20% - 29%	History/ Heritage	Alpine Skiers	Self-Guided Touring	Alpine Skiers	Self- Guided Touring	History/ Heritage	History/ Heritage	Campers/ RVers
	Self- Guided Touring	History/ Heritage	Hikers	Self- Guided Touring		Alpine Skiers		History/ Heritage
	Hikers	Anglers		Anglers		Campers/ RVers		
	Anglers							

Sea Kayakers, like Nordic Skiers tend to take vacations in order to engage in a relatively wide variety of activities, including diving/snorkelling, hiking, camping, and self-guided touring (see Chart B). **Divers/Snorkellers**, **Golfers**, and **Anglers**, on the other hand, are not widely represented in other tourism activity sectors.

IV. History and Heritage Tourists Market Profile

A. Market Segments

The History and Heritage Tourist sector is composed of pleasure tourists who indicated that at least one of the following activities was the main reason for a recent trip.

- **Historic Buildings/Sites (Historic Site Tourists)**
 - Participate in historical re-enactment (as an actor)*
 - Visit historical replica of cities or towns with historic re-enactments*
 - Visit well-known historic sites or buildings*
 - Visit other historic sites, monuments and buildings*
- **Museums (Museum Tourists)**
 - Visit general history or heritage museum*
 - Visit science or technology museum*
 - Visit military/war museum*
 - Visit children's museum*
 - Take curatorial tour*
- **Archaeology/Palaeontology (Archaeology Tourists)**
 - Visit an archaeological dig*
 - Visit palaeontology/archaeology site*
- **Interpretive Programs**
 - Go to interpretive program at a historic site or national/provincial park*

As noted in Chapter III, History and Heritage Tourists are the largest single sector identified for special attention in this series of reports. These overnight pleasure tourists represent approximately one-tenth of *all* American adults (18 years of age or over) and one-seventh of the U.S. overnight pleasure travel market, or 23.2 million people (see Table 1). Compared to the travelling public as a whole (11%), History and Heritage Tourists are over-represented among Americans who have recent pleasure travel experiences in British Columbia (22%).

Historic Site Tourists – those who seek a historic building or site experience as the main reason for taking a trip – dominate this sector, representing 3-in-4 History and Heritage Tourists (see Table 1). A further 1-in-2 of these travellers are **Museum Tourists**, claiming to have taken a trip in order to go to a museum (48%), one-tenth have taken a trip to visit a archaeology/palaeontology site (**Archaeology Tourists**, 11%) and relatively few have taken trips motivated by interest in *interpretive programs* at historic sites or in parks (4%).

Individual Activities

Of the many individual activities that could have motivated a vacation among History and Heritage Tourists, *well-known historic sites/buildings* is the most popular. This activity is identified as the main reason for a trip by over half of the market segment (55%). *Other historic sites* are also widely cited as the reason for a recent overnight pleasure trip (42%). To a lesser extent, *general history museums* are trip drivers, identified by almost 3-in-10 History and Heritage Tourists. *Historical replicas of cities or towns with re-enactments, science/technology museums* and *military/war museums* are named as the main reason for a recent overnight pleasure trip by approximately 1-in-5 History and Heritage Tourists.

As noted previously, engaging in archaeological and/or palaeontology-oriented activities motivates trips for 1-in-10 History and Heritage Tourists while interpretive programs at historic sites or in parks is a trip driver for about 1-in-25.

Overlapping Interests among History and Heritage Tourists

With almost three-fifths of Americans in the *Museum Tourist* segment of the History and Heritage sector also claiming to take trips in order to visit historic sites (57%), *Historic Site* and *Museum Tourists* share many of the same demographic, behavioural and attitudinal characteristics.¹³ In turn, because each of these segments contributes so many travellers to the History and Heritage Tourist sector as a whole, *Historic Site* and *Museum Tourists* effectively determine the characteristics of the sector.

In contrast, only about 1-in-10 members of the *Historic Site* segment (9%) and slightly more *Museum* tourists (12%) take trips driven by an interest in archaeology and/or palaeontology (*Archaeology Tourists*). These *Archaeology Tourists*, while a comparatively small segment, exhibit strikingly different demographic, behavioural and attitudinal characteristics than are evident for the sector as a whole. Consequently, *Archaeology Tourists* are singled out for special analysis in the pages that follow.

¹³ The **History and Heritage Tourist** sector as a whole and the subset of **Archaeology Tourists** are the primary groups analyzed in this report because the archaeology tourists exhibit more salient differences vis à vis the History and Heritage market as a whole than does any other subset of this market.

**TABLE 1: INCIDENCE & ACTIVITY
OVERLAP AMONG HISTORY AND
HERITAGE TOURISTS**

	History & Heritage Tourists			All U.S. Pleasure Tourists		U.S. Population
	Total	Historic Sites	Museums	To British Columbia	Any Destination	Adults (18+ Years)
Unweighted base	(6,197)	(4,656)	(2,950)	(1,706)	(45,697)	(60,649)
Weighted, Projected	23,218,000	17,541,000	11,036,000	5,340,000	166,003,000	222,846,000
History/ Heritage Tourists	100%	100%	100%	22%	14%	11%
Historic Buildings/Sites	76%	100%	57%	17%	11%	8%
Well-known historic sites, buildings	55%	73%	44%	13%	8%	6%
Other historic sites, monuments, buildings	42%	55%	38%	10%	6%	5%
Historical replicas of cities/towns with re-enactments	22%	29%	21%	4%	3%	2%
Historical re-enactment (as an actor)	3%	4%	3%	1%	*	*
Museums	48%	36%	100%	13%	7%	5%
General history	28%	25%	59%	8%	4%	3%
Science/technology	20%	16%	41%	5%	3%	2%
Military/war	18%	17%	37%	6%	3%	2%
Children's	10%	6%	20%	2%	1%	1%
Curatorial tours	2%	2%	4%	1%	*	*
Archaeology/palaeontology	11%	9%	12%	5%	2%	1%
Interpretive programs	4%	4%	5%	2%	1%	1%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, pages 1-2, 8-2/3. "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so. *Less than 0.5%.

B. Regional and Demographic Characteristics

1. Place of Residence

The place of residence by U.S. Census Regions and the individual states that emerge as noteworthy for History and Heritage Tourists are displayed in Table 2. For a list of the states in each of the U.S. Census Regions, please refer to the appendix.

History and Heritage Tourists live in almost every state and are distributed across the United States in a manner that is very similar to the adult population as a whole and to the American overnight pleasure travel market. Thus, about 1-in-5 reside in the South Atlantic region, led by Florida; and about one-seventh live in each of the Mid-Atlantic, East North Central and Pacific regions.

By virtue of the size of their resident populations, **California, Texas, and New York**, followed by **Florida, Pennsylvania, and Illinois** are the largest single state contributors to the History and Heritage market.

Archaeology Tourists differ from the larger History and Heritage market in their regional distribution across the United States. Specifically, they tend to be under-represented in the eastern U.S.A., including the Middle Atlantic and East North Central regions but over represented in the western parts of the country.

- The **Pacific** states are home to about 1-in-6 adult Americans (16%) and History and Heritage Tourists (15%) but more Archaeology Tourists (20%) live in the three Pacific states: California, Oregon or Washington. California is the most populated of the Pacific states, accounting for about 1-in-8 adult Americans (12%) but for 1-in-6 Archaeology Tourists (17%).
- Engaging in archaeology and/or palaeontology activities also seems to be particularly popular among pleasure tourists in **Mountain** states. One-eighth of the Archaeology Tourist market lives in these states (12%) whereas only 1-in-14 adult Americans do (7%).

Marketing efforts to attract Archaeology Tourists may be facilitated by their concentration in the Pacific region – a region that is an especially strong feeder market for British Columbia.

TABLE 2: PLACE OF RESIDENCE	History & Heritage Tourists		All U.S. Pleasure Tourists		U.S. Population
	Total	Archaeology Tourists	To British Columbia	Any Destination	Adults (18+ Years)
Unweighted base	(6,197)	(650)	(1,706)	(45,697)	(60,649)
Weighted, Projected	23,218,000	2,506,000	5,340,000	166,003,000	222,846,000
New England	5%	3%	3%	5%	5%
Massachusetts	2%	1%	1%	2%	2%
Middle Atlantic	15%	10%	6%	14%	14%
New York	7%	5%	3%	6%	7%
Pennsylvania	5%	3%	1%	4%	4%
New Jersey	4%	2%	2%	3%	3%
East North Central	16%	10%	9%	16%	16%
Michigan	3%	3%	2%	4%	4%
Illinois	5%	4%	3%	4%	4%
Ohio	4%	2%	2%	4%	4%
West North Central	7%	7%	5%	7%	7%
South Atlantic	19%	16%	11%	19%	19%
Georgia	4%	3%	2%	3%	3%
North Carolina	3%	2%	1%	3%	3%
Virginia	3%	3%	2%	3%	3%
Florida	6%	5%	5%	6%	6%
East South Central	6%	7%	2%	6%	6%
West South Central	11%	14%	6%	11%	11%
Texas	8%	10%	5%	7%	8%
Mountain	6%	12%	7%	7%	7%
Colorado	1%	3%	1%	2%	2%
Arizona	2%	2%	2%	2%	2%
Pacific	15%	20%	50%	16%	16%
California	13%	17%	24%	13%	12%
Washington	2%	2%	20%	2%	2%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, page 42. "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

2. Personal and Household Characteristics

Age & Gender

Every age group is represented among History and Heritage Tourists. About 1-in-10 Americans in the segment are young adults (18 to 24 years) and almost twice this proportion is between 25 and 34 years of age or between 35 and 44 years of age (16%, each) (see Table 3). One-quarter are in their mid-forties to mid-fifties (23%) and over one-third are at least 55 years of age or older. Men and women are about equally likely to be History and Heritage Tourists.

History and Heritage Tourists' age profile is quite similar to *all* American adults and all overnight pleasure travellers, but differs from Americans who have recently taken an overnight pleasure trip to British Columbia. Those with recent experience in the province are more apt to be at least 55 years of age (45%) than are History and Heritage Tourists (36%). In turn, men are somewhat more likely to be recent British Columbia tourists (53%) than they are to fall within the History and Heritage Tourist market (49%).

The age and gender profile of those in the Archaeology segment is quite similar to the profile of History and Heritage Tourists.

TABLE 3: AGE & GENDER	History & Heritage Tourists		All U.S. Pleasure Tourists		U.S. Population
	Total	Archaeology Tourists	To British Columbia	Any Destination	Adults (18+ Years)
Unweighted base	(6,197)	(650)	(1,706)	(45,697)	(60,649)
Weighted, Projected	23,218,000	2,506,000	5,340,000	166,003,000	222,846,000
Age					
18 – 24 Years	9%	10%	6%	11%	11%
25 – 34 Years	16%	14%	15%	21%	20%
35 – 44 Years	16%	14%	14%	17%	16%
45 – 54 Years	23%	21%	21%	21%	21%
55 – 64 Years	19%	23%	21%	16%	16%
65+ Years	17%	18%	24%	14%	17%
Gender					
Men	49%	53%	53%	49%	48%
18 – 34 Years	12%	12%	11%	16%	16%
35 – 54 Years	19%	19%	20%	18%	18%
55+ Years	18%	22%	23%	15%	15%
Women	51%	47%	47%	52%	52%
18 – 34 Years	13%	12%	10%	16%	15%
35 – 54 Years	20%	16%	16%	20%	19%
55+ Years	18%	19%	21%	15%	17%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, page 38. "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

Race, Education, Occupation, and Income

Almost all American History and Heritage Tourists, like tourists who live in the U.S.A. as a whole, are white (see Table 4). They differ from the U.S. adult population and typical American tourists, however, in terms of their education, occupational status and income. Compared to American adults and travellers in general, History and Heritage Tourists are:

- More apt to be university educated, with over two-fifths having at least one university degree (45%);
- More likely to live in households with at least one person occupying an executive, managerial or professional position (33%); and
- More likely to have higher annual household incomes, with 3-in-10 claiming to have incomes of at least \$100,000.

While they have more formal education, higher occupational status and higher incomes than typical American travellers, History and Heritage Tourists do not reach the level of affluence and education evident among Americans who have recently taken overnight pleasure trips to British Columbia. The **Archaeology Tourist** sub-set of this larger group does, however, closely resemble the socio-economic profile of typical British Columbia tourists from the U.S.

Compared to the History and Heritage market as a whole, those who are Archaeology Tourists are especially likely to have graduated from university (52%), to represent households with executive or managerial wage earners (38%) and to have household incomes of at least \$100,000 (37%).

TABLE 4: RACE, EDUCATION, OCCUPATION, INCOME	History & Heritage Tourists		All U.S. Pleasure Tourists		U.S. Population
	Total	Archaeology Tourists	To British Columbia	Any Destination	Adults (18+ Years)
Unweighted base	(6,197)	(650)	(1,706)	(45,697)	(60,649)
Weighted, Projected	23,218,000	2,506,000	5,340,000	166,003,000	222,846,000
Race					
White	86%	88%	87%	86%	84%
African American	5%	2%	2%	6%	7%
Asian American	3%	3%	4%	2%	2%
Other/Not stated	6%	6%	7%	6%	7%
Education					
High school diploma or less	15%	13%	9%	20%	26%
Some post-secondary	28%	23%	23%	29%	29%
Post-secondary diploma or certificate	10%	9%	9%	10%	10%
University degree+	45%	52%	56%	39%	33%
Labour Force Participant¹	63%	61%	62%	66%	61%
Retirees	18%	20%	26%	15%	16%
Executive/Manager /Professional²	33%	38%	32%	30%	26%
Household Income³					
Under \$40,000	23%	20%	14%	27%	36%
\$40,000 - \$59,999	17%	16%	16%	19%	18%
\$60,000 - \$99,999	31%	27%	31%	30%	26%
\$100,000 - \$149,999	20%	22%	22%	16%	12%
\$100,000+	29%	37%	39%	24%	20%
\$150,000+	9%	16%	17%	8%	6%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, pages 34, 35, 36, 37.

¹ Labour force participant¹ includes working full time, part time and self-employed. ² Male or female head of household. ³ Note: 2005 household incomes have been re-percentage on total stating an income (US\$). "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

3. Life Stage

Since History and Heritage Tourists are very similar to adult Americans who have taken overnight pleasure trips over the past two years or so in terms of their age distribution, it is not surprising that they also closely resemble these larger groups in terms of their stage of life. Specifically, one-half of them are parents, about one third represent couples and one-eighth live alone. On average, they live in households of about three people.

Members of the History/Heritage segment are more apt to be parents in general (50%) and particularly *middle* or *older parents* than are recent tourists to British Columbia (35%). In contrast, Archaeology Tourists more closely resemble the life stage of recent visitors to the province – fewer of them are parents (41%) and more of them are couples (43%).

TABLE 5: HOUSEHOLD CHARACTERISTICS	History and Heritage Tourists		All U.S. Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(6,197)	(650)	(1,706)	(45,697)
Weighted, Projected	23,218,000	2,506,000	5,340,000	166,003,000
HOUSEHOLD SIZE				
1 person	12%	13%	14%	12%
2 people	36%	44%	46%	34%
3 person	19%	15%	15%	19%
4 people	19%	14%	14%	20%
5+ people	13%	14%	9%	14%
Average (all ages)	2.9	2.8	2.6	3.0
LIFESTAGE¹				
Young singles	3%	3%	3%	3%
Middle singles	6%	8%	7%	6%
Older singles	4%	3%	4%	3%
Young couple	10%	10%	12%	11%
Working older couple	15%	18%	18%	13%
Retired older couple	10%	15%	16%	9%
Young parent	10%	5%	7%	13%
Middle parent	10%	7%	5%	11%
Older parent	30%	28%	23%	28%
Any singles	12%	13%	14%	12%
Any couples	35%	43%	46%	34%
Any parent	50%	41%	35%	51%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, pages 39, 41.

¹TNS definitions for these groups are appended to this report. No cross editing with other household composition variables was performed by Research Resolutions. "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so. Percentages do not add to 100% because some respondents refrained from answering the question.

V. Competitive Destinations

A. Worldwide Destinations for Overnight Pleasure Trips

When asked to identify the destinations of the overnight pleasure trips they took over a two-year period, virtually all History and Heritage Tourists indicated that they have taken recent vacations within the U.S.A. and over half claim to travel *only* within their own country (56%, see Table 6). One-fifth of them have been to Canada on a recent overnight pleasure trip (19%), suggesting that Canada is a particularly attractive destination for these history and heritage enthusiasts. Why? Because their propensity to visit Canada over the past two years or so is noticeably higher than the U.S. pleasure travel market as a whole (13%).

Not only have History and Heritage Tourists been to *Canada* at a higher rate than most American pleasure travellers, but they have also been to *other countries* at a much higher rate: 34% for History and Heritage Tourists compared to 26% of all U.S. overnight pleasure tourists. In fact, they have recently travelled to Europe (14%) at twice the rate evident for typical American pleasure tourists (7%).

A penchant for travel *outside* the U.S.A. is especially evident among **Archaeology Tourists**. Over 1-in-4 of these tourists have recently travelled in Canada and/or to Europe (27%, each). Slightly fewer have been to destinations in Mexico (23%) and/or the Caribbean (20%).

Over half of Archaeology Tourists have travelled *outside* Canada and the U.S.A. over a two-year period (52%). This level of foreign travel is comparable to that evident among recent overnight pleasure tourists to British Columbia (52%) and appreciably higher than is the case among History and Heritage Tourists (34%) or American overnight pleasure travellers as a whole (26%).

In light of their willingness to travel to foreign destinations, History and Heritage Tourists and especially those in the Archaeology segment of this market seem to be good candidates for trips to British Columbia. At the same time, British Columbia will be competing with destinations around the world for these tourists.

Note to Readers

Activities and locations visited are *independent* of one another.

In other words, American History and Heritage Tourists claim to have taken an overnight trip motivated by history or heritage in the past two years or so and to have taken overnight pleasure trips to specific destinations but TAMS does not provide information that links the activities to the destination(s) visited. Thus, History and Heritage Tourists may or may not have been to a historic site or museum in a particular country, province or state they have visited recently for an overnight pleasure trip.

**TABLE 6: COMPETITIVE DESTINATIONS
WORLDWIDE***

	History and Heritage Tourists		All U.S. Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(6,197)	(650)	(1,706)	(45,697)
Weighted, Projected	23,218,000	2,506,000	5,340,000	166,003,000
Canada	19%	27%	100%	13%
U.S.A.	99%	99%	100%	98%
Other Countries (NET)	34%	52%	52%	26%
Mexico	14%	23%	27%	11%
Caribbean	13%	20%	24%	11%
Europe	14%	27%	21%	7%
South/Central America	4%	12%	9%	3%
Asia	3%	7%	7%	2%
Africa	1%	4%	2%	1%
Australia/New Zealand	1%	4%	3%	1%
Destination patterns				
Only U.S.A.	56%	39%	-	67%
U.S.A. & Canada only	10%	9%	48%	7%
U.S.A. & Mexico only	5%	5%	-	5%
U.S.A. & Canada & Other Countries	10%	18%	51%	5%
U.S.A. & Other Countries only (not Canada or Mexico)	14%	20%	-	11%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, page 47.

*Locations visited on overnight pleasure trip, past two years. "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

B. Canadian Destinations

Approximately one-eighth of History and Heritage Tourists have had some travel experience in British Columbia over a ten-year period (13%), but less than half this proportion has been to the province on an overnight pleasure trip in the past two years (5%, see Table 7).

Recent overnight pleasure travel experiences in British Columbia are twice as common among Archaeology Tourists (10%) as they are among the larger History and Heritage Tourist sector (5%). As noted earlier, however, these recent British Columbia tourists may or may not have visited a heritage site, museum or archaeological dig in British Columbia or any other specific destination they claim to have visited recently.

Ontario is the principle Canadian competitor for these American travellers. Over a two-year period, this central Canadian province attracted more than twice as many History and Heritage Tourists (12%) as did British Columbia (5%). Ontario and British Columbia are somewhat closer to parity among Archaeology Tourists, although Ontario attracted more of these Americans (16%) than did British Columbia (10%) over the two-year time span.

TABLE 7: COMPETITIVE CANADIAN DESTINATIONS*

	History and Heritage Tourists		All U.S. Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(6,197)	(650)	(1,706)	(45,697)
Weighted, Projected	23,218,000	2,506,000	5,340,000	166,003,000
British Columbia				
Any purpose, past 10 years	13%	22%	100%	9%
Any purpose, past 2 years	7%	14%	100%	4%
Pleasure, past 2 years	5%	10%	100%	3%
Overnight Pleasure Trips in Past 2 Years to . . .				
Atlantic Canada	3%	5%	8%	2%
Quebec	5%	7%	9%	3%
Ontario	12%	16%	17%	7%
Man/Sask	1%	3%	7%	1%
Alberta	2%	5%	15%	1%
Yukon	1%	3%	9%	**

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, page 47.

*Locations visited on overnight pleasure trip, past two years. "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so. **Less than 0.5%

C. Out-of-State U.S. Pleasure Travel Destinations

To identify key competitive destinations *within* the U.S., this analysis focuses on **out-of-state** overnight pleasure travel by History and Heritage Tourists (see Table 8). Information on visitation by these travellers to *all* states, including their “home state” can be found in the detailed tabulations.¹⁴

Not only are History and Heritage Tourists and Archaeology Tourists widely travelled *internationally*, but also they are widely travelled *within* the U.S.A. The array of states other than their own at least 1-in-10 say have visited on pleasure trips over a two year period is extensive. Perhaps because one-tenth or more History and Heritage Tourists have been to as many as seventeen (17) other states over the two-year period, few single states emerge as clear “winners”.

As the exception, **Florida** attracted over 1-in-4 History and Heritage (27%) possibly because of the sun/sea activities available in this state. Florida’s prominence as a destination contributes to the strong lure of **sun/sea** locations within the U.S., whether to see historic or heritage sites or to engage in other tourism experiences. Collectively, these destinations, including Florida, California, and Nevada attract three-fifths of History and Heritage Tourists for overnight pleasure trips (60%).

On a destination-by-destination basis, **New York, California, Nevada** and the **District of Columbia** attracted fewer than 1-in-5 members of this market segment over two years. These locations represent competition for British Columbia’s historical and heritage sites.

A very similar pattern is evident for Archaeology Tourists. Like the larger History and Heritage market, these tourists have been to many different states over a two-year period. In fact, at least one-tenth of them have visited twenty-six states apart from their “own”. They show a marked interest in **sun/sea** destinations (67%), with **Florida, Arizona, California, Nevada** and **New York** at the top of their destination list.

To assess the impact of state residents travelling *within* their own state, the U.S. destination choices of History and Heritage Tourists and Archaeology Tourists are shown on the following page, *excluding* and *including* state residents for the U.S. market leaders. Not surprisingly, because of California’s sheer size and rich tourism product base, the impact is most obvious for this state.

¹⁴ See Volumes 1 – 4, Table 47.

<u>Destinations</u>	<u>Excluding State Residents</u>		<u>Including State Residents¹⁵</u>	
	History and Heritage Tourists	Archaeology Tourists	History and Heritage Tourists	Archaeology Tourists
Florida	27%	27%	31%	31%
New York State	18%	19%	21%	23%
California	17%	21%	27%	35%
Nevada	16%	19%	16%	19%
Washington D.C.	16%	17%	16%	17%

When residents are included, California captures over one-quarter of the entire American History/Heritage market and one-third of the archaeology subset of this market (on trips that may or may not have included engaging in a history or heritage-oriented activity). British Columbia will, needless to say, be competing with California as a destination for California *residents* and for the History and Heritage Tourists who live in other U.S. states.

¹⁵ See above.

TABLE 8: OUT-OF-STATE U.S. DESTINATIONS* (Excluding "Own State")

	History and Heritage Tourists		All U.S. Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(6,197)	(650)	(1,706)	(45,697)
Weighted, Projected	23,218,000	2,506,000	5,340,000	166,003,000
Sun/Sea States (S)	60%	67%	75%	54%
<i>In rank order by History and Heritage Tourists</i>				
Florida (S)	27%	27%	25%	23%
New York State	18%	19%	19%	11%
California (S)	17%	21%	32%	13%
Nevada (S)	16%	19%	28%	14%
Washington D.C.	16%	17%	13%	7%
Pennsylvania	15%	12%	12%	9%
Virginia	14%	12%	9%	7%
Tennessee	13%	12%	9%	9%
Arizona (S)	12%	22%	23%	9%
Illinois	12%	16%	14%	8%
Georgia	12%	13%	9%	8%
North Carolina	11%	11%	9%	8%
Colorado	10%	17%	18%	7%
Texas (S)	10%	13%	13%	7%
Ohio	10%	9%	8%	7%
Massachusetts	10%	10%	11%	6%
South Carolina	10%	10%	7%	7%
Missouri	9%	11%	9%	6%
Indiana	8%	10%	6%	5%
Michigan	8%	10%	9%	6%
Wisconsin	7%	10%	8%	5%
Hawaii	6%	13%	19%	6%
New Mexico	6%	13%	10%	4%
Utah	6%	14%	12%	4%
Washington	6%	10%	29%	4%
Montana	5%	10%	13%	3%
Wyoming	5%	10%	10%	3%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, page 48. *Out-of-state locations visited on overnight pleasure trip, past two years. States displayed represent destinations visited by at least 10% of History and Heritage Tourists. "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

D. Destinations: Roles & Ratings

1. Importance of Destination

As they say in retail, destination, destination, destination! For two-thirds of U.S. History and Heritage Tourists and Archaeology Tourists, the first consideration in planning their most recent summer and/or winter trip was **destination** (see Table 9). At the same time, about one-fifth of these tourists start their trip planning process with a focus on the **type of vacation experience** they wish to have (21% each) and about one-sixth begin with the **activities** they want to enjoy while on their trip (16% each).

These levels of experience-driven and activity-driven planning are about on par with typical U.S. tourists to British Columbia (19% and 16% respectively) and the American travel market as a whole (20% and 13% respectively). History/Heritage and Archaeology Tourists also put a premium on destination choice *per se*, with over 7-in-10 claiming that it is *extremely* or *very important* to them. This is the same level of importance accorded destination *per se* as is the case among Americans with recent pleasure travel experience in British Columbia (73%).

TABLE 9: CONSIDERATIONS/ IMPORTANCE OF DESTINATION	History and Heritage Tourists		All U.S. Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(6,197)	(650)	(1,706)	(45,697)
Weighted, Projected	23,218,000	2,506,000	5,340,000	166,003,000
First Consideration for Most Recent Summer/Winter Trip (NET)*				
Start with destination	65%	66%	72%	62%
Start with activities	16%	16%	16%	13%
Start with type of vacation experience	21%	21%	19%	20%
Look for package deal	3%	3%	3%	2%
Importance of Destination				
Extremely/Very Important	72%	72%	73%	67%
Extremely important	33%	41%	31%	29%
Very important	39%	31%	42%	39%
Average**	4.0	4.1	4.0	3.9

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, pages 22, 24.

*Based on respondents who reported taking a summer and/or winter overnight pleasure trip in past two years. **Average based on assigned values of 5 for "extremely important" to 1 for "not at all important". Averages are calculated only on those volunteering an opinion. Percentages for "first consideration" do not add to 100% because not all response categories are shown. "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

2. Importance of Conditions in Destination Choice

Overnight pleasure travellers were asked to rate a variety of “conditions” in terms of their importance in making a destination choice. A three-point semantic scale was used.¹⁶

On balance, History and Heritage Tourists and Archaeology Tourists resemble American overnight pleasure travellers as a whole in terms of the conditions they accord *high importance* when selecting a destination. Like other American tourists, members of these history/heritage segments put *feeling safe* at the top of their list (74% History/Heritage; 67% Archaeology) (see Table 10). Approximately 6-in-10 of them seek a destination with *many things for adults to see and do* (56% History/Heritage; 61% Archaeology) and about half want *convenient access by car* (53% History/Heritage; 46% Archaeology). Two-fifths also place high importance on a destination that poses *no health concerns* (44% History/Heritage; 41% Archaeology).

Mid-range lodging, low cost travel packages, information on the internet, direct air access and/or *budget accommodation* are also identified as salient factors in a destination choice by about 3-in-10 History and Heritage Tourists.

Summary: Considerations Deemed *Highly Important* By At Least 1-in-3 History and Heritage Tourists/Archaeology Tourists

	U.S. Pleasure Tourists			
	History and Heritage Tourists	Archaeology Tourists	To British Columbia	Total
Feeling safe	74%	67%	67%	73%
Lots for adults to see/do	56%	61%	50%	48%
Convenient access by car	53%	46%	35%	51%
No health concerns	44%	41%	40%	43%
Mid-range accommodation	37%	36%	37%	33%
Direct access by air	31%	33%	34%	26%
Low cost packages available	31%	27%	21%	32%
Information available on internet	31%	30%	28%	28%

While the conditions they value when making destination choices are very similar, there is one noteworthy difference between the larger History/Heritage segment and the subset of Archaeology Tourists. Only 1-in-8 History and Heritage Tourists (12%) place a high level of importance on a destination that is *very different, culturally, than yours* whereas 1-in-5 Archaeology Tourists (21%) do so.

¹⁶ “Highly important”, “Somewhat important”, and “Of no importance”.

TABLE 10: CONDITIONS FOR SELECTING A DESTINATION

	History and Heritage Tourists		All U.S. Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(6,197)	(650)	(1,706)	(45,697)
Weighted, Projected	23,218,000	2,506,000	5,340,000	166,003,000
Bold rows are proportion stating "Highly Important".				
<i>In rank order by History and Heritage Tourists</i>				
Feeling safe	74%	67%	67%	73%
Of no importance	2%	3%	2%	2%
Lots for adults to see/do	56%	61%	50%	48%
Of no importance	4%	4%	4%	5%
Convenient access by car	53%	46%	35%	51%
Of no importance	7%	13%	12%	7%
No health concerns	44%	41%	40%	43%
Of no importance	14%	18%	14%	14%
Mid-range accommodation	37%	36%	37%	33%
Of no importance	10%	10%	9%	13%
Low cost packages available	31%	27%	21%	32%
Of no importance	19%	24%	26%	18%
Information available on internet	31%	30%	28%	28%
Of no importance	22%	24%	23%	24%
Direct access by air	31%	33%	34%	26%
Of no importance	23%	21%	14%	25%
Budget accommodation	30%	28%	22%	29%
Of no importance	21%	24%	27%	21%
Familiar with culture & language	21%	17%	12%	23%
Of no importance	17%	23%	24%	17%
Lots for children to see/do	19%	15%	10%	20%
Of no importance	58%	66%	71%	55%
Great shopping	17%	13%	11%	16%
Of no importance	35%	41%	44%	36%
Very different culture than own	12%	21%	11%	8%
Of no importance	39%	27%	34%	48%
Convenient access by train/bus	11%	13%	9%	8%
Of no importance	48%	42%	45%	54%
Have friends or relatives there	10%	11%	7%	14%
Of no importance	60%	66%	64%	55%
Disabled-person-friendly	10%	9%	8%	9%
Of no importance	69%	72%	77%	71%
Luxury accommodation	10%	13%	9%	9%
Of no importance	52%	49%	48%	54%
Camping	10%	13%	9%	8%
Of no importance	65%	58%	63%	65%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, pages 25. **Bold rows** are proportion stating "Highly Important". "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

3. Appeal of Various Destinations

American History and Heritage Tourists and Archaeology Tourists are most enthusiastic about Hawaii as an *appealing destination* for pleasure travel. They accord this tropical state a rating of 8.4 on a ten-point scale (see Table 11).¹⁷ Though significantly lower than Hawaii's, moderately favourable ratings are accorded a host of destinations, including California (7.5 each), Colorado (7.3 History/Heritage; 7.5 Archaeology), and Florida (7.3 History/Heritage; 7.1 Archaeology).

At 6.8 among **History and Heritage Tourists**, British Columbia is rated comparably to New York State and Arizona and higher than *any* other Canadian province or territory. Despite British Columbia's moderate success among those offering an appraisal, it is important to note that over one-quarter of U.S. History and Heritage Tourists refrain from rating the province, presumably because they know too little about the destination to offer an opinion about its touristic appeal.

Summary: Highest Appeal Destinations among History and Heritage Tourists/ Archaeology Tourists

	History and Heritage Tourists	Archaeology Tourists	U.S. Pleasure Tourists	
			To British Columbia	Total
Hawaii	8.4	8.4	8.5	8.4
California	7.5	7.5	7.8	7.3
Colorado	7.3	7.5	7.5	7.1
Florida	7.3	7.1	6.8	7.3
New York State	6.9	6.9	7.0	6.6
Arizona	6.9	7.0	7.0	6.6
British Columbia	6.8	7.4	8.7	6.2

The fact that **Archaeology Tourists** have visited British Columbia at twice the rate (10%) as is the case among members of the broader History and Heritage market (5%) may explain the substantively higher rating accorded the province among the archaeology subset (7.4). Among Archaeology Tourists, British Columbia is rated comparably to California and Colorado, and higher than Florida, New York State, Arizona and *any* other Canadian province or territory. Like members of the larger History and Heritage market, however, over one-quarter of U.S. Archaeology Tourists

¹⁷ Two image questions associated with specific destinations were included in the TAMS study. One of these asked travellers to use a ten-point bi-polar rating scale ranging from *very appealing* (10) to *very unappealing* (1) to assess each destination's appeal for a pleasure trip. The second question associated with reasons to travel to a destination is discussed in the following chapter. Many potential tourists refrained from offering opinions about the Canadian destinations included in this question, presumably because they did not have sufficient information about the destination to form a clear image.

refrain from rating the province, presumably because they know too little about the destination to offer an opinion about its touristic appeal.

The impact of direct experience with a destination seems to play a role in American consumers' appraisals. For example, among Americans who have recently travelled to British Columbia, the province's overall appeal rating is dramatically higher (8.7) than that volunteered by History and Heritage Tourists (6.8), or all U.S. pleasure travellers (6.2), most of whom have no direct experience with British Columbia.

Among History and Heritage Tourists **who have been to British Columbia in the past two years or so**, the province achieves a rating of 8.8, surpassing the image leader - Hawaii.¹⁸ The challenge, of course, is getting these history and heritage enthusiasts to the province!

¹⁸ See detailed tables, Volume 1, page 26-10 for figures.

TABLE 11: APPEAL OF VARIOUS DESTINATIONS

	History and Heritage Tourists		All U.S. Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(6,197)	(650)	(1,706)	(45,697)
Weighted, Projected	23,218,000	2,506,000	5,340,000	166,003,000
Bold rows are average ratings*				
British Columbia	6.8	7.4	8.7	6.2
No rating provided	27%	26%	2%	31%
Newfoundland & Labrador	5.3	5.9	6.0	4.8
No rating provided	38%	30%	29%	42%
Nova Scotia	6.1	6.6	6.7	5.5
No rating provided	30%	25%	24%	35%
New Brunswick	5.4	6.1	6.1	4.9
No rating provided	39%	34%	31%	43%
Prince Edward Island	6.2	6.7	6.9	5.6
No rating provided	33%	31%	25%	38%
Quebec	6.4	6.7	6.8	5.8
No rating provided	23%	19%	18%	28%
Ontario	6.6	6.9	6.8	6.1
No rating provided	21%	21%	19%	25%
Manitoba	5.2	5.6	5.6	4.7
No rating provided	40%	34%	31%	43%
Saskatchewan	5.2	5.7	5.6	4.8
No rating provided	38%	32%	29%	42%
Alberta	5.8	6.4	6.8	5.2
No rating provided	35%	32%	22%	38%
Yukon	5.5	6.2	6.3	5.1
No rating provided	33%	27%	24%	37%
Northwest Territories	5.6	6.1	6.1	5.1
No rating provided	33%	31%	26%	36%
New York State	6.9	6.9	7.0	6.6
No rating provided	8%	8%	8%	10%
Colorado	7.3	7.5	7.5	7.1
No rating provided	10%	8%	8%	11%
Florida	7.3	7.1	6.8	7.3
No rating provided	5%	4%	6%	6%
California	7.5	7.5	7.8	7.3
No rating provided	6%	5%	3%	7%
Hawaii	8.4	8.4	8.5	8.4
No rating provided	7%	5%	5%	8%
Arizona	6.9	7.0	7.0	6.6
No rating provided	8%	6%	6%	10%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, page 26. ***Bold rows** are average ratings calculated using a ten-point bi-polar rating scale ranging from very appealing (10) to very unappealing (1). Averages are calculated on those volunteering a rating only. "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

4. Number of Good Reasons to Visit Various Destinations

Not too surprisingly, the *same* destinations accorded high *appeal* ratings are also the ones that emerge at the top of History and Heritage Tourists' lists for having *many good reasons* to visit on a pleasure trip (see Table 12).¹⁹ Specifically, Hawaii tops the list with 7-in-10 stating that there are many good reasons to go to this tropical destination. British Columbia is well down in the sequence, with only about one-quarter of History and Heritage Tourists (28%) claiming that there are *many* good reasons to go to this province. Led by Hawaii, California, Florida and Colorado far surpass British Columbia as a destination with many reasons to visit according to History and Heritage Tourists.

More Archaeology Tourists identify British Columbia, along with Colorado and almost every other *Canadian* destination as offering *many good reasons to visit* than do members of the more broadly defined History and Heritage segment. Specifically, almost 4-in-10 Archaeology Tourists say there are many good reasons to visit British Columbia but only about 3-in-10 History and Heritage Tourists make this claim (28%).

Summary: Destinations With At Least One-Half Saying *Many Good Reasons to Visit* (in rank order within each category)²⁰

<u>History & Heritage</u>		<u>Archaeology</u>		U.S. Pleasure Tourists			
				<u>To British Columbia</u>		<u>Total</u>	
Hawaii	69%	Hawaii	72%	B.C.	73%	Hawaii	67%
California	56%	California	59%	Hawaii	72%	Florida	54%
Florida	55%	Colorado	56%	California	63%	California	53%
		Florida	51%				
				Less than One-Half			
Colorado	49%	New York	47%			Colorado	41%
New York	46%	Arizona	39%			New York State	40%
Arizona	36%	B.C.	38%			Arizona	31%
B.C.	28%					B.C.	21%

Among History and Heritage Tourists who have recently travelled to British Columbia, however, 3-in-4 say that there are many good reasons to go (74%).²¹ As with the *appeal* rating discussed in the previous chapter, the province has a much more favourable image among those who have experienced what it can offer.

¹⁹ Consumers were asked to indicate which of three statements best described their feelings about taking a pleasure trip to the same destinations for which they rated *appeal* (see previous section). The statements were *there are NO good reasons to travel to this destination*, *SOME good reasons . . .* and *MANY good reasons to travel to this destination*.

²⁰ See Table 11 for the full array of ratings. Note: to display British Columbia in the rank order sequence, some destinations beneath the 50% threshold are shown.

²¹ See Detailed Tables, Volume 1, page 27-4.

**TABLE 12: NUMBER OF REASONS TO VISIT
VARIOUS DESTINATIONS**

	History and Heritage Tourists		All U.S. Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(6,197)	(650)	(1,706)	(45,697)
Weighted, Projected	23,218,000	2,506,000	5,340,000	166,003,000
% stating "MANY" good reasons to visit				
British Columbia	28%	38%	73%	21%
<i>Rank order among History and Heritage Tourists</i>				
Hawaii	69%	72%	72%	67%
California	56%	59%	63%	53%
Florida	55%	51%	45%	54%
Colorado	46%	56%	46%	41%
New York State	46%	47%	47%	40%
Arizona	36%	39%	35%	31%
Ontario	27%	34%	28%	20%
Quebec	26%	30%	33%	18%
Nova Scotia	19%	27%	25%	13%
Prince Edward Island	18%	27%	25%	13%
Yukon	16%	23%	23%	11%
Northwest Territories	15%	20%	20%	11%
Alberta	14%	22%	27%	10%
Newfoundland & Labrador	11%	19%	16%	8%
New Brunswick	11%	19%	16%	7%
Saskatchewan	9%	13%	10%	6%
Manitoba	8%	11%	9%	5%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, page 27. Proportions are those stating MANY good reasons to visit. "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

VI. Activities On Overnight Trips

A. Introduction

The 2006 TAMS questionnaire included approximately 190 activities a person may have engaged in while on a trip. In addition to capturing *incidence* of participation in this array of activities, the study asks consumers to indicate whether an activity they engaged in on *any* overnight trip in the past two years was a *main reason for taking any of these trips*.²²

Not Necessarily in Canada or British Columbia

TAMS 2006 provides two important but independent measures - where tourists went and what tourists did. Even though the tourists singled out for special scrutiny in this report claim to have taken an overnight pleasure trip motivated by seeing **historic or heritage sites**, going to **museums** or engaging in *hands on* **historical activities** in the past two years, these activities are not linked to any specific destination these tourists claim to have visited over the same time period.

Thus, a trip prompted by visiting well-known historic sites or participating in an archaeological dig could have taken place in many parts of British Columbia, other Canadian provinces and across the U.S.A. Similarly, the museum could have been the Museum of Anthropology at the University of British Columbia, the Royal Ontario Museum in Toronto, the Smithsonian in Washington D.C. or any other museum in the world; a winery could have been in the Okanagan Valley, Napa, Niagara or Bordeaux.

“Main Reason” and “Any Participation”

Tourists who indicate that a particular activity is the *main reason for taking a trip* are, in effect, expressing a much more significant commitment to the activity than are those who say they engaged in a particular activity on at least one of the overnight trips they took recently. In the following section, information is presented for selected individual or groups of related activities that *drive* History and Heritage Tourists to take overnight pleasure trips (*main reason*) and the level of *any* participation in these same activities.

Summary tables displaying the *main* and *any* activities information for **overnight pleasure tourists to British Columbia** and to **any destination** that correspond to the activity profiles of History and Heritage Tourists provided in this chapter are appended. For the complete array of individual *main* and *any* activities, the reader is directed to the detailed tabulations, under separate cover.

²² Presumably, “these trips” are those on which the specific activity took place.

B. Trip Activities & Drivers

1. History and Heritage Tourists' Cross-Over with Other Trip Activity Sectors

As demonstrated by their comparatively low levels of representation in other activity-based tourism sectors, History and Heritage Tourists can be described as *low-involvement* travellers.²³

History and Heritage Tourists

Despite the low levels of intersection between History and Heritage Tourists and many other activity sectors of interest, these history/heritage enthusiasts are *more* apt to take trips in order to engage in other activities than are American pleasure travellers in general (see Index scores in Table 13, based on the share of History and Heritage Tourists in each other activity sector relative to the American pleasure market in total).

- Compared to the U.S. travelling public as a whole, History and Heritage Tourists are about **seven times** as likely to be Campers/RVers.
- They are also at least **three times** as likely to be Aboriginal Activity Tourists, Nordic Skiers and/or River Rafters.

Archaeology Tourists

Members of the subset of History and Heritage Tourists with particular interest in archaeology and/or palaeontology are *higher involvement* travellers than are those in the more broadly defined group. For example, compared to the U.S. travelling public as a whole, Archaeology Tourists are:

- about **nine times** as likely to be Campers/RVers and/or Aboriginal Activity Tourists;
- at least **five times** as likely to be Backcountry Lodge Guests, Nordic Skiers, Divers and Snorkellers and/or River Rafters.

²³ Summary tables displaying the *main* and *any* activities information for **overnight pleasure tourists to British Columbia** and to **any destination** that correspond to the activity profiles of History and Heritage Tourists provided in this chapter are appended. For the complete array of individual *main* and *any* activities, the reader is directed to the detailed tabulations, under separate cover.

**TABLE 13: CROSS-OVER WITH OTHER
SELECTED TRIP ACTIVITY SECTORS**

	History and Heritage Tourists		All U.S. Pleasure Tourists		Index to All U.S. Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination	History/ Heritage	Archaeology
Unweighted base	(6,197)	(650)	(1,706)	(45,697)		
Weighted, Projected	23,218,000	2,506,000	5,340,000	166,003,000		
<i>Rank order among History and Heritage Tourists</i>						
History and Heritage Tourists	100%	100%	22%	14%	714	714
Archaeology Tourists	11%	100%	6%	3%	367	3,333
Self-Guided Overnight Touring Travellers	22%	30%	26%	11%	200	273
Campers/RVers	21%	28%	6%	3%	700	933
Hikers	13%	27%	11%	6%	217	450
Aboriginal Activity Tourists	11%	26%	9%	3%	367	867
Anglers	10%	16%	11%	8%	125	200
Alpine Skiers	8%	14%	13%	6%	133	233
Divers & Snorkellers	7%	16%	7%	3%	233	533
Golfers	6%	10%	7%	4%	150	250
Backcountry Lodge Guests	5%	13%	4%	2%	250	650
Cyclists/Mountain Bikers	4%	9%	6%	2%	200	450
River Rafters	3%	5%	3%	1%	300	500
Nordic Skiers	2%	6%	5%	1%	300	600
Snowmobilers	2%	4%	2%	1%	200	400
Sea Kayakers	1%	3%	1%	*	333	1,000

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, page 1. *Less than 0.5%. "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so. These sectors were selected by Tourism British Columbia for the purposes of this report. This list does not represent the full range of sectors in the British Columbian tourism industry.

2. Major Trip Activity Groups

Like most tourists, History and Heritage Tourists take different trips for different reasons, depending on their day-to-day realities, the time of year and a host of other factors.²⁴

- In addition to taking trips in order to go to historic sites or museums, over half of these Americans take trips in order to engage in at least one **land-based outdoor activity** such as camping, hiking, bird watching or viewing land-based animals.
- Two-fifths have taken recent overnight pleasure trips in order to engage in a **water-based outdoor activity** including fishing, diving, snorkelling, river rafting and canoeing, and **entertainment** activities such as theme parks, casinos and movies and /or have taken trips to enjoy **dining and wine-related** experiences.
- **Fairs and Festivals** are trip motivators for about 1-in-3 History and Heritage Tourists.
- Staying in a seaside or lakeside **resort** or spa as a reason for taking a trip is characteristic of over 1-in-4 History and Heritage Tourists. A similar proportion say they have taken holidays to go to **spectator sporting events** such as professional baseball or football games.
- **Cultural performances** attract about one-fifth of History and Heritage Tourists.

As noted in the previous section, Archaeology Tourists seem to have more extensive travel interests than do History and Heritage Tourists as a whole. Consequently, it is not surprising to find that they are more apt to be motivated by a wider variety of trip activities than those in the more broadly defined sector.

- Seven-in-ten of these Americans take trips in order to engage in at least one **land-based outdoor activity** such as camping, hiking, bird watching or viewing land-based animals.

²⁴ Summary tables displaying the *main* and *any* activities information for **overnight pleasure tourists to British Columbia** and to **any destination** that correspond to the activity profiles of History and Heritage Tourists provided in this chapter are appended. For the complete array of individual *main* and *any* activities, the reader is directed to the detailed tabulations, under separate cover.

- About half have taken recent overnight pleasure trips in order to engage in a **water-based outdoor activity** and/or **culinary/wine** experiences and slightly fewer have taken trips driven by interests in **entertainment** activities such as theme parks, casinos and movies.
- Compared to History and Heritage Tourists as a whole, those in the Archaeology segment are also more inclined to take trips to see **festivals/fairs, Aboriginal events and activities, art galleries, performing arts** events and concerts, and to go to a seaside or lakeside **resort** or spa and to engage in **outdoor winter activities** such as skiing as the *main reason* for a trip.

Not surprisingly, *participation* rates for many activities are appreciably higher than are *motivation* rates. For example, more History and Heritage and Archaeology Tourists *participated* in at least one land-based outdoor activity while on a recent overnight pleasure trip (75% History and Heritage; 86% Archaeology) than claim to have taken a trip motivated by one of these activities (54% History and Heritage; 70% Archaeology).

Food and wine experiences are especially likely to be “one-of-many” trip activities (85% History and Heritage; 92% Archaeology) but the driving force behind a trip for relatively few segment members (40% History and Heritage; 50% Archaeology). Similarly, over half of History and Heritage Tourists went to a fair or festival or an amusement park or other form of entertainment on a recent trip but less than two-fifths of them took the trip in order to do so.

Compared to *all* U.S. overnight pleasure travellers, History and Heritage Tourists and especially Archaeology Tourists are much more likely to identify activities in each of the major activity groups as ones that *motivated* recent trips (main reason).

<u>Major Activity Group</u>	<u>Main Reason</u>			<u>Any Participation</u>		
	History/ Heritage	Arch- aeology	All U.S. Pleasure Tourists	History/ Heritage	Arch- aeology	All U.S. Pleasure Tourists
Outdoor Land-Based	54%	70%	30%	75%	86%	63%
Theme/Amusement Parks	43%	46%	22%	58%	61%	43%
Food/Wine	40%	50%	13%	85%	92%	74%
Fairs/Festivals	34%	44%	14%	56%	69%	41%

See Table A1, appended, for additional figures and comparisons to U.S. tourists with recent travel experience in British Columbia.

TABLE 14: MAJOR ACTIVITY GROUPS – MAIN & ANY	History and Heritage Tourists		Archaeology Tourists	
	Main Reason	Any Participation	Main Reason	Any Participation
Unweighted base	(6,197)	(6,197)	(650)	(650)
Weighted, Projected	23,218,000	23,218,000	2,506,000	2,506,000
Outdoor Land Based Activities	54%	75%	70%	86%
Outdoor Water Based Activities	43%	61%	54%	72%
Historic Sites/Buildings	78%	86%	92%	96%
Resorts	28%	44%	39%	59%
Theme/Amusement Parks/Movies (Entertainment)	43%	58%	46%	61%
Food & Wine	40%	85%	50%	92%
Fairs/Festivals	34%	56%	44%	69%
Spectator Sports	27%	37%	30%	42%
Outdoor Winter Activities	12%	16%	20%	25%
Aboriginal Culture/Events	11%	18%	26%	41%
Performing Arts	19%	34%	26%	46%
Art Galleries	16%	30%	30%	50%
Museums	48%	68%	51%	72%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volume 1, pages 2/11.

3. Individual Trip Activities: The Outdoors

When taken as a whole, the *outdoor* activity profile of **History and Heritage Tourists** suggests individuals who *observe* rather than *interact* with nature (see Table 15).²⁵ Outdoor activities that attract at least 1-in-3 of these tourists on an *any participation* basis are limited to seeing well-known wonders, going to nature parks, sunbathing or sitting on a beach, viewing flora and/or fauna and camping. Of these activities, natural wonders and nature parks are most apt to be trip drivers (*main activity*).

Compared to the History and Heritage Tourist segment as a whole, Archaeology Tourists are much more likely to participate in a variety of outdoor activities but like the larger history/heritage segment, tend to observe the outdoors, focussing on seeing natural wonders, nature parks, plants and animals.

In many respects, History and Heritage Tourists resemble typical U.S. overnight pleasure travellers in their outdoor interests when on trips. Those in the history/heritage segment are, however, more apt to be *motivated* (main reason) by camping, visiting nature parks, and sunbathing on a beach or swimming in oceans than is the typical U.S. tourist.

See Table A2, appended, for additional figures and comparisons to U.S. tourists with recent travel experience in British Columbia.

²⁵ Summary tables displaying the *main* and *any* activities information for **overnight pleasure tourists to British Columbia** and to **any destination** that correspond to the activity profiles of History and Heritage Tourists provided in this chapter are appended. For the complete array of individual *main* and *any* activities, the reader is directed to the detailed tabulations, under separate cover.

TABLE 15: INDIVIDUAL OUTDOOR ACTIVITIES – MAIN & ANY*	History and Heritage Tourists		Archaeology Tourists	
	Main Reason	Any Participation	Main Reason	Any Participation
Unweighted base	(6,197)	(6,197)	(650)	(650)
Weighted, Projected	23,218,000	23,218,000	2,506,000	2,506,000
Camping	20%	31%	27%	44%
Public campground	15%	25%	22%	35%
Nature park	26%	41%	41%	54%
Well known natural wonders	30%	42%	52%	65%
Flora/fauna viewing	16%	33%	31%	51%
Wildlife viewing – land based animals	10%	22%	22%	38%
Whale watching	7%	14%	16%	28%
Wildflowers/flora	6%	16%	16%	32%
Bird watching	5%	12%	15%	26%
Sunbathing or sitting on a beach	21%	35%	24%	42%
Swimming in oceans	17%	33%	23%	43%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volume 3, pages 2/11. *Activities shown here are those that are named by at least about 1-in-3 History and Heritage Tourists as ones they participated in (any) on a recent overnight trip. For the complete list of activities, see the detailed tabulations, under separate cover.

4. Individual Trip Activities: Culture, Entertainment, Food/Wine, Shopping

By definition, History and Heritage Tourists take trips *in order to* engage in various historical and cultural activities such as seeing historic sites and going to museums. They are also motivated to take trips in order to see cities' architecture (36%), and to a lesser degree, to attend concerts, plays and other arts performances (19%), go to art galleries (16%) and, less commonly, to attend Aboriginal events (11%) (see Table 16).

In addition to these culturally oriented activities, the majority of History and Heritage Tourists have recently taken overnight pleasure trips with an entertainment focus. With the exceptions of theme parks, casinos, and spectator sporting events, entertainment activities are *things to see and do* while on overnight pleasure trips rather than the driving force behind or motivation for the trip.²⁶

Culture

Apart from the history/heritage activities used to define the market segment, History and Heritage Tourists are somewhat more inclined to engage in cultural activities as "one-of-many" trip activities than they are to be motivated to take overnight pleasure trips in order to engage in these activities. For example, almost three-fifths (57%) have strolled around a city to observe its buildings and architecture on recent pleasure trips but only about 1-in-3 have taken a trip in order to engage in this activity. Similar patterns are evident for attending arts performances such as classical music concerts, opera or ballet, going to art galleries and/or to Aboriginal cultural events or attractions. These tourists are more likely to engage in these activities *as one of their trip activities* than they are to consider them as the driving force behind the trip.

The Archaeology Tourist subset is more *culturally oriented* than is the History and Heritage Tourist segment as a whole. These archaeology/palaeontology tourists are more inclined to seek out cities' architecture, go to art galleries, attend cultural performances and Aboriginal events both as *trip drivers* and as *any* trip activity than are members of the more broadly defined History and Heritage segment.

Entertainment

Over two-fifths of History and Heritage and Archaeology Tourists have gone to theme parks and/or casinos while on recent overnight pleasure trips with about one-third of each group naming theme parks as a *trip motivator* and about one-quarter saying they took a trip motivated by an interest in gambling (casinos). Other attractions such as zoos, aquariums and farmers' markets or country fairs are included as *one of many*

²⁶ Summary tables displaying the *main* and *any* activities information for **overnight pleasure tourists to British Columbia** and to **any destination** that correspond to the activity profiles of History and Heritage Tourists provided in this chapter are appended. For the complete array of individual *main* and *any* activities, the reader is directed to the detailed tabulations, under separate cover.

activities on trip itineraries for about 1-in-3 History and Heritage Tourists. These same activities are more popular, both as trip *drivers* and as things to see and do (*any*) among Archaeology Tourists than they are within the broader History and Heritage segment.

Food

Dining out at restaurants offering *local* ingredients and cuisine, visiting local outdoor cafes and dining at internationally acclaimed restaurants are much more common trip experiences (*any*) than trip drivers for both History and Heritage and Archaeology Tourists.

Shopping

Shopping for apparel, books or music and local arts and crafts is a common trip pastime for History and Heritage and Archaeology Tourists but tends not to be the motivation for their recent overnight pleasure travel.

Comparison to U.S. Pleasure Travellers

As noted in the previous section, compared to *all* U.S. overnight pleasure travellers, History and Heritage and Archaeology Tourists are more likely to take trips to engage in outdoor activities. To an even greater extent, these history enthusiasts are also more likely than the *typical* American pleasure traveller to identify a wide range of cultural, entertainment and culinary activities as ones that *motivated* recent trips (main reason). Furthermore, more American History and Heritage Tourists and an even higher proportion of Archaeology Tourists participate in these activities as one of many things to see and do on trips than is the case among all American travellers.

	<u>Main Reason</u>			<u>Any Participation</u>		
	History/ Heritage	Arch- aeology	All U.S. Pleasure Tourists	History/ Heritage	Arch- aeology	All U.S. Pleasure Tourists
<u>Other Activities</u>						
Amusement parks	34%	35%	18%	45%	45%	34%
Casinos	25%	24%	14%	43%	45%	36%
Restaurants - local ingredients/recipes	22%	29%	6%	68%	78%	58%
Strolling in a city to see architecture	36%	45%	7%	57%	67%	34%
Art galleries	16%	30%	3%	30%	50%	15%
Shopping - Clothing, shoes, jewellery	17%	22%	5%	57%	63%	50%

See Table A3, appended, for additional activities and comparisons to U.S. tourists with recent travel experience in British Columbia.

TABLE 16: OTHER INDIVIDUAL ACTIVITIES – MAIN & ANY*	History and Heritage Tourists		Archaeology Tourists	
	Main Reason	Any Participation	Main Reason	Any Participation
Unweighted base	(6,197)	(6,197)	(650)	(650)
Weighted, Projected	23,218,000	23,218,000	2,506,000	2,506,000
<i>In rank order by main reason within each subgroup (History and Heritage Tourists)</i>				
Culture & Heritage				
Historic sites/buildings (any)	78%	86%	92%	96%
Historic sites - well known	55%	71%	51%	73%
Historic sites – other	42%	60%	47%	69%
Historic replicas with re-enactments	22%	29%	29%	38%
Museums (any)	48%	68%	51%	72%
General History Museum	28%	47%	38%	58%
Science/Technology Museum	20%	31%	29%	42%
Military/War Museum	18%	29%	26%	36%
Strolling around a city to see architecture	36%	57%	45%	67%
Performing Arts (any)	19%	34%	26%	46%
Art galleries	16%	30%	30%	50%
Aboriginal Culture/Events	11%	18%	26%	41%
Entertainment				
Amusement park	34%	45%	35%	45%
Casino	25%	43%	24%	45%
Zoos	19%	34%	27%	42%
Aquariums	18%	34%	30%	45%
Farmers' markets or country fairs	14%	30%	21%	42%
Movies/cinema	13%	37%	18%	44%
Food & Wine				
Dining – restaurants offering local ingredients and recipes	22%	68%	29%	78%
Local outdoor cafes	11%	43%	18%	57%
Dining – high end restaurants	11%	34%	14%	43%
Shopping				
Clothing, shoes, jewellery	17%	57%	22%	63%
Bookstores or music stores	13%	48%	19%	56%
Antiques	12%	37%	18%	46%
Local arts & crafts studios	13%	49%	20%	62%
Gourmet foods	7%	24%	12%	35%
Spectator Sports (Any)				
	27%	37%	30%	42%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volume 1, pages 2/11. *Activities shown here are those that are named by at least about 1-in-3 History and Heritage Tourists as ones they participated in (any) on a recent overnight trip. For the complete list of activities, see the detailed tabulations, under separate cover. Shaded activities are those used to define the History and Heritage Tourist segment.

5. Overnight Cruises & Organized Group Tours

Approximately one-quarter of History and Heritage Tourists and one-third of Archaeology Tourists have recently been overnight cruise passengers (see Table 17). Caribbean cruises are the most popular among these tourists, far surpassing Alaska as a cruise destination.

Of the 4-in-10 History and Heritage Tourists who participated in *any* overnight group tour, about equal proportions claim to have taken an **organized** overnight group tour (23%) as to have taken **self-directed** touring trips over a two-year period (22%). Those who have gone on an overnight organized tour do not display a strong preference for tours to *single* versus *multiple* destinations. A very similar pattern is evident among the 5-in-10 Archaeology Tourists who say they have participated in any overnight group tour in the past couple of years.

Taking a day tour while on an overnight trip is more characteristic of History and Heritage Tourists (47%) than is taking any type of overnight tour (38%) but equally common within the Archaeology Tourists subset. These same-day group tourists are equally inclined to take self-directed and organized day tours.

Favoured themes for organized day excursions include tours around a city and/or the countryside, sightseeing cruises, and wilderness or outdoor tours. These same themes are popular among History and Heritage Tourists who take *self-directed* day touring excursions.²⁷

²⁷ See Detailed Tabulations, Volumes 1, 4 page 13-2 for figures.

TABLE 17: CRUISES/GROUP TOURS	History and Heritage Tourists		All U.S. Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(6,197)	(650)	(1,706)	(45,697)
Weighted, Projected	23,218,000	2,506,000	5,340,000	166,003,000
Took any overnight cruise in past 2 years	23%	36%	49%	17%
Type of Cruise/Destination				
Ocean - Caribbean	12%	16%	19%	9%
Ocean - Other	7%	13%	15%	5%
Ocean - Alaska	4%	8%	29%	3%
Great Lakes	1%	3%	1%	*
Overnight Touring (NET)	38%	51%	48%	20%
Organized Tour	23%	34%	32%	12%
Multiple Location	16%	29%	26%	8%
Single Location	13%	20%	16%	7%
Self-Directed Touring	22%	30%	26%	11%
Same-Day Touring on Overnight Trip (NET)	47%	55%	57%	30%
Self-Directed Touring	32%	40%	38%	20%
Organized Excursion	30%	40%	43%	19%
Type of Organized Day Tour				
<i>Among Organized Day Tour Takers</i>	(100%)	(100%)	(100%)	(100%)
City	62%	72%	69%	54%
Countryside	47%	62%	60%	42%
Sightseeing cruise (day excursion)	35%	39%	50%	34%
Wilderness/outdoor	27%	44%	45%	26%
Casino	18%	18%	18%	14%
Wineries	17%	27%	21%	13%
Factory	10%	19%	14%	7%
Airplane/helicopter (pilot or passenger)	7%	11%	16%	6%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, pages 12/14. *Less than 0.5%. "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

VII. Trip Planning

A. Who Does the Planning?

Almost all History and Heritage and Archaeology Tourists claim to have *personal involvement* in trip planning for **all** or **most** trips planned over the past two years.

In most households, the main responsibility for travel planning falls to the history/heritage enthusiast or is shared with other household members.

TABLE 18: TRAVEL PLANNING	History and Heritage Tourists		All U.S. Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(6,197)	(650)	(1,706)	(45,697)
Weighted, Projected	23,218,000	2,506,000	5,340,000	166,003,000
Frequency of personal involvement in trip planning, past 2 years				
All	66%	71%	69%	65%
Most	17%	14%	18%	15%
Some	9%	10%	10%	10%
None/not stated	8%	5%	4%	10%
Main responsibility for trip planning				
Respondent	39%	42%	41%	39%
Shared with other household member	26%	26%	26%	25%
Spouse/partner	18%	17%	20%	17%
Other/not stated/not involved in travel planning	15%	15%	13%	19%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, pages 16, 17.
 "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

B. Travel Information Sources & Travel Media

Of the many available, relatively few travel information sources enjoy widespread use among History and Heritage Tourists apart from the internet, personal connections and maps. The **internet** tops the chart for History and Heritage Tourists (75%) and Archaeology Tourists (81%) (see Table 19). Over half of these tourists rely on their own **past experience** and somewhat less use anecdotal information provided by **friends and relatives**. About two-fifths of the history/heritage segment members (41%) and slightly more Archaeology Tourists (51%) include **maps** among their sources of travel information. Use of **official DMO travel guides** is characteristic of 1-in-3 History and Heritage Tourists and more Archaeology Tourists (41%).

Archaeology Tourists use more information sources than do members of the broader History and Heritage segment. In addition to those noted above, at least 1-in-3 members of the archaeology subset also use **newspapers**, **visitor information centres**, **automobile clubs** and/or **travel agents** as sources of travel information.

In the main, these are the same sources of information that may be influencing American pleasure travellers who have recently done so to take trips to British Columbia.

Travel Information Sources for at least 1-in-3 History and Heritage/ Archaeology Tourists , Recent Pleasure Tourists to British Columbia and Any Destination

(in rank order in each column)

<u>History/Heritage</u>	<u>Archaeology</u>	<u>U.S. Pleasure Tourists</u>	
		<u>To British Columbia</u>	<u>Total</u>
Internet website	Internet website	Internet website	Internet website
Past experience	Past experience	Past experience	Past experience
Friends/relatives	Friends/relatives	Friends/relatives	Friends/relatives
Maps	Maps	Maps	
DMO travel guides	Newspapers	DMO travel guides	
	DMO travel guides	Newspapers	
	Visitor Info Centres	Auto club	
	Auto club	Travel agent	
	Travel agent		

With most History and Heritage Tourists relying on the internet for travel planning and almost one-half saying that they *normally* visit **travel websites**, the internet has the greatest reach for heritage and history oriented tourism attractions in British Columbia.

Archaeology Tourists are somewhat more apt to read the travel section in weekday (32%) and weekend (35%) editions of their local newspaper and to normally watch

televised travel shows (53%) than are Americans in the more broadly defined History and Heritage segment. Similarly, Archaeology Tourists are especially likely to be magazine readers, with about 1-in-3 saying that in a typical month they read **science/geography magazines** such as *National Geographic*, **home/garden** publications, **news** magazines, **food/wine** magazines such as *Gourmet*, and general **travel magazines** such as *Condé Nast*. Their readership of travel and science publications is noticeably higher than that evident for History and Heritage Tourists as a whole.

Compared to recent American tourists to British Columbia, History and Heritage Tourists and especially those in the Archaeology Tourist segment are more likely to read science/geography and general travel magazines. Frequent readership of travel sections in a local newspaper's weekend or weekday editions is also more common among History and Heritage Tourists than it is among U.S. overnight pleasure travellers as a whole. Readership of newspaper travel sections is, however, less common among History and Heritage Tourists than it is among Americans who have recently travelled to British Columbia.²⁸

²⁸ More information on magazine readership, television viewing, radio listening and website use is available in the detailed tabulations provided under separate cover. See Tables 36 – 41.

TABLE 19: INFORMATION SOURCES FOR TRAVEL PLANNING & GENERAL MEDIA HABITS

	History and Heritage Tourists		All U.S. Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(6,197)	(650)	(1,706)	(45,697)
Weighted, Projected	23,218,000	2,506,000	5,340,000	166,003,000
<i>In rank order by History and Heritage Tourists</i>				
SOURCES OF TRAVEL PLANNING INFO				
Internet website	75%	81%	82%	68%
Past experience	56%	56%	60%	49%
Advice of friends/relatives	47%	53%	54%	41%
Maps	41%	51%	49%	29%
Official DMO travel guides	34%	41%	42%	18%
Visitor information centres	32%	38%	28%	18%
Any newspaper	32%	44%	40%	20%
Articles	28%	42%	36%	16%
Advertisements	16%	21%	20%	10%
Auto club	31%	35%	40%	22%
Travel information in mail	24%	32%	30%	14%
Travel agent	23%	35%	38%	17%
Travel guide books	20%	31%	30%	11%
Any television	14%	21%	19%	8%
Programs	12%	19%	17%	6%
Advertisements	6%	8%	6%	4%
Electronic newsletters via e-mail	8%	15%	12%	5%
Trade, travel, sportsmen's shows	4%	7%	7%	2%
TRAVEL MEDIA				
Frequently read newspaper Travel Section				
In weekday editions	24%	32%	34%	16%
In weekend editions	28%	35%	36%	20%
Magazines read in typical month				
Travel	19%	29%	28%	11%
Entertainment/music	37%	34%	33%	34%
Food/cooking	27%	33%	28%	21%
Home/garden	30%	36%	32%	25%
News	29%	36%	33%	21%
Science/geography	22%	34%	26%	14%
Normally watch Travel Shows on TV	41%	53%	48%	29%
Normally visit Travel websites	47%	55%	57%	39%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, pages 18, 28, 29, 30, 32. "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so. More information on magazine readership, television viewing, radio listening and website use is available in the detailed tabulations provided under separate cover. See Tables 36 – 41.

C. Internet Use for Travel Inquiries & Bookings

As noted in the previous section, most History and Heritage and Archaeology Tourists rely on the internet for travel planning. Hotel/resort sites and travel sites such as *Expedia* or *Travelocity* are the most commonly used websites among these American tourists who rely on the internet for travel planning (see Table 20). Other sites used by more than 2-in-5 internet users include airline, attractions and/or destination marketing organization sites.

Not surprisingly, **booking** on-line is less common than is searching for information on the internet. Nonetheless, over half of American History and Heritage Tourists (53%) and slightly more Archaeology Tourists (59%) claim to have made a travel-related booking on line over the past two years or so. As their website preferences would suggest, the most common on-line bookings are accommodation followed by air tickets and, to a lesser degree, car rentals and attractions.

Use of the internet for travel planning and for booking travel arrangements is slightly more widespread among History and Heritage Tourists than among U.S. overnight pleasure travellers as a whole.

TABLE 20: WEBSITE USAGE FOR TRAVEL PLANNING

	History and Heritage Tourists		All U.S. Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(6,197)	(650)	(1,706)	(45,697)
Weighted, Projected	23,218,000	2,506,000	5,340,000	166,003,000
Used Internet website for travel planning, past 2 years	75%	81%	82%	68%
	(100%)	(100%)	(100%)	(100%)
<u>Internet website(s) used</u> (Among Users)				
Hotel/resort	61%	59%	66%	53%
Travel planning/booking	59%	64%	68%	56%
Airline	49%	58%	67%	46%
Destination marketing organization	47%	54%	50%	35%
Attraction	45%	45%	40%	33%
Cruise	15%	26%	35%	12%
Motorcoach	3%	5%	3%	1%
Other	28%	37%	31%	25%
Any Internet Purchases in Past 2 Years (Among All Overnight Pleasure Travellers)	53%	59%	68%	47%
	(100%)	(100%)	(100%)	(100%)
<u>Items Purchased On-Line</u> (Among Purchasers)				
Accommodation	79%	83%	77%	72%
Air tickets	72%	78%	86%	71%
Car rental	44%	48%	55%	39%
Tickets for activities/attractions	38%	38%	34%	27%
Package deal (2+ items)	22%	26%	31%	18%
Rail, bus, boat tickets	19%	25%	27%	12%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, pages 19, 20.
 "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

VIII. Other Travel-Related Information

A. Use of Package Deals

Purchase of package deals in the past two years is relatively uncommon among History and Heritage Tourists (see Table 21). Only about 1-in-20 say they relied on a package deal for *all* or *most* of their trips over the past two years or so and a further 1-in-4 have used package deals for *one* or *some* of these trips. The incidence of buying packaged tours is somewhat higher among Archaeology Tourists than is the case within the broader history/heritage market.

Those who purchase packages want them to include accommodation, transportation to the destination, followed by transportation at the destination and tickets for activities and attractions. Somewhat fewer would like the package to include food and beverages.

TABLE 21: PACKAGE DEALS	History and Heritage Tourists		All U.S. Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(6,197)	(650)	(1,706)	(45,697)
Weighted, Projected	23,218,000	2,506,000	5,340,000	166,003,000
Frequency of Purchasing Packages in Past 2 Years				
Most/all trips	6%	8%	7%	5%
One/some trips	27%	34%	42%	20%
No trips/not stated/not sure	67%	58%	51%	75%
Desired Components of Packages (Among Purchasers of Packages)				
Accommodation	(100%)	(100%)	(100%)	(100%)
Transport to destination	92%	93%	96%	91%
Transport at destination	84%	89%	89%	85%
Tickets for activities/attractions	71%	78%	74%	67%
Food and beverage	70%	68%	68%	62%
Other	53%	56%	52%	52%
	24%	32%	26%	22%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, page 21. "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

B. Benefits Sought From Pleasure Travel

At the top of the list of benefits for taking pleasure or vacation trips among History and Heritage Tourists are a **break from the day-to-day environment** and the trip's ability to **relieve stress** (see Table 22).²⁹ Seven-in-ten of these travellers attach a high level of importance to these attributes.

Approximately three-fifths want their vacations to be the basis of lasting **memories**, to help **enrich familial relationships** and/or provide them with the opportunity to **see and do different things**. About half want to **abandon a fixed schedule** and/or **keep family ties alive**.

The Archaeology Tourist subset of the larger market shares many of the priorities of History and Heritage Tourists although Archaeology Tourists put more prominence on seeing **and doing new and different things**, expanding their **knowledge of history, other cultures and other places**, being **intellectually stimulated** or challenged, and **enriching their perspective** on life.

With several noteworthy exceptions, these are the same benefits of vacations deemed to be highly important by recent American tourists to British Columbia and American overnight pleasure travellers in general. Compared to these *typical* American tourists, more Archaeology Tourists place a high priority on expanding their knowledge, being intellectually stimulated and enriching their perspectives.

5 Top Highly Important Benefits in Rank Order Among History and Heritage/Archaeology Tourists and Recent Pleasure Tourists to British Columbia and Any Destination³⁰

<u>History/Heritage</u>	<u>Archaeology</u>	<u>U.S. Pleasure Tourists</u>	
		<u>To British Columbia</u>	<u>Total</u>
Break from day-to-day	New/different	Break from day-to-day	Break from day-to-day
Relax/relieve stress	Break from day-to-day	Relax/relieve stress	Relax/relieve stress
Memories	Relax/relieve stress	Memories	Memories
Relations - partner/children	Memories	New/different	Relations - partner/children
New/different	Gain knowledge	Relations -partner/children	No fixed schedule

²⁹ Consumers were asked to indicate the importance they attach to a variety of possible *benefits* from pleasure travel using a three-point semantic scale ranging from *of no importance* to *highly important*. The figures presented in this section are the proportion of tourists who claim a benefit is *highly important*.

³⁰ For full array, see Table 22.

Benefits with *low appeal* to History and Heritage Tourists include **being pampered, having stories to tell** once the trip is over, **being physically challenged**³¹ and finding **solitude and isolation**.

TABLE 22: BENEFITS SOUGHT FROM PLEASURE TRAVEL (*Highly important*)

	History and Heritage Tourists		All U.S. Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(6,197)	(650)	(1,706)	(45,697)
Weighted, Projected	23,218,000	2,506,000	5,340,000	166,003,000
<i>% Stating "Highly Important"</i>				
<i>In rank order by History and Heritage Tourists</i>				
Break from day-to-day environment	70%	67%	62%	72%
Relax/relieve stress	69%	66%	62%	72%
Create lasting memories	64%	63%	60%	58%
See/do something new/different	57%	69%	59%	43%
Enrich relationship with partner/children	57%	54%	52%	55%
No fixed schedule	50%	45%	41%	53%
Keep family ties alive	45%	40%	38%	46%
Knowledge of history, cultures, places	39%	57%	36%	20%
Enrich perspectives	35%	49%	36%	23%
Stimulate mind/intellectual challenge	30%	46%	29%	19%
Renew personal connections (non-family)	20%	15%	19%	19%
To be pampered	16%	19%	15%	15%
Stories to share	16%	18%	13%	13%
Physical challenge	15%	22%	14%	12%
Solitude and isolation	12%	17%	11%	12%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, page 23. "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

³¹ To be challenged physically/feel physically energized.

C. Incidence of Summer/Winter Trips

Almost all History and Heritage and Archaeology Tourists say that they have taken an overnight pleasure trip during the summer months (86% each) and at least 2-in-3 have taken winter trips (see Table 23).

TABLE 23: INCIDENCE OF SUMMER/ WINTER PLEASURE TRIPS	History and Heritage Tourists		All U.S. Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(6,197)	(650)	(1,706)	(45,697)
Weighted, Projected	23,218,000	2,506,000	5,340,000	166,003,000
Took Overnight Pleasure Trip in Past 2 Years				
In . . .				
Summer	86%	86%	90%	82%
Winter	67%	72%	81%	62%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, page 22. "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

D. Memberships in Various Organizations

Auto club membership is characteristic of 1-in-2 History and Heritage and Archaeology Tourists (Table 24). About 1-in-3 History and Heritage Tourists and 1-in-2 Archaeology Tourists are members of a frequent flyer program. Hotel or car rental loyalty programs are not widely popular among these tourists with about 1-in-4 History and Heritage Tourists and 1-in-3 Archaeology Tourists claiming membership. Generally, these membership levels are *lower* than those evident for recent visitors to British Columbia but are quite consistent with those of the American travelling public as a whole.

TABLE 24: MEMBERSHIPS	History and Heritage Tourists		All U.S. Pleasure Tourists	
	Total	Archaeology Tourists	To British Columbia	Any Destination
Unweighted base	(6,197)	(650)	(1,706)	(45,697)
Weighted, Projected <i>In rank order by History and Heritage Tourists</i>	23,218,000	2,506,000	5,340,000	166,003,000
Auto club	49%	50%	59%	43%
Frequent flyer program	37%	51%	62%	31%
Hotel/car rental loyalty program	26%	31%	40%	20%
Sports club	18%	22%	26%	16%
Community service club	16%	20%	18%	10%
Book/reading club	14%	16%	13%	11%
Hobby club	9%	11%	9%	6%
Nature/environmental club	8%	18%	9%	5%
Travel club	8%	13%	11%	4%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volumes 1, 4, page 33. "All U.S. Pleasure Tourists" are Americans 18 years of age or over who claim to have taken at least one overnight pleasure trip in the past two years or so. "To British Columbia" is the subset of "All U.S. Pleasure Tourists" who have taken at least one overnight pleasure trip to British Columbia in the past two years or so.

IX. Appendices

A. About the Travel Activities and Motivation Survey (TAMS)

The 2006 Travel Activity and Motivation Survey (TAMS) was sponsored by the following organizations:

Alberta Tourism, Parks, Recreation and Culture ³²	Ontario Tourism Marketing Partnership
Atlantic Canada Tourism Partnership	Parks Canada
Canadian Tourism Commission	Quebec Ministry of Tourism
Department of Canadian Heritage	Statistics Canada
Government of Northwest Territories	Tourism British Columbia
Government of Yukon	Tourism Manitoba
Ontario Ministry of Tourism	Tourism Saskatchewan

TNS Canadian Facts conducted the U.S. portion of the study between January and June 2006. The universe under study was composed of American adults (18 years and over) who were members of TNS Canadian Facts' mail panel.

Over the course of the fieldwork, 60,649 self-completed questionnaires were returned and processed by TNS Canadian Facts. Among panel members who were asked to participate in the study, the response rate was approximately 71%. The supplier has not provided the recruitment rate for panel members. In the absence of this information, it is not possible to estimate the actual response rate for the study or to comment on the representativeness of the sample overall.

Survey data were weighted and projected to the U.S. adult population based on U.S. Census estimates of household size, age and gender at a variety of city/state and/or regional levels.

Research Resolutions used the TAMS U.S. data files provided by TAMS partners. As such, the firm takes no responsibility for the quality of the data or the accuracy of the weighting and projection processes.

³² Formerly *Alberta Economic Development*.

B. Trip Activity Sector Definitions

The following activities as the *main reason* for at least one overnight trip in the past two years are used to define each of the Trip Activity Sectors mentioned in this report. Note that the sectors are NOT mutually exclusive.

Name	Main Activities on At Least One Overnight Trip in Past 2 Years
River Outfitters	White water rafting
Sea Kayaking	Kayaking or canoeing — ocean
Backcountry Lodges	Remote or fly-in wilderness lodge
	Remote or fly-in wilderness outpost
	Wilderness lodge you can drive to by car
Cycling/Mountain Biking	
	Recreational cycling, same day excursion
	Cycling — as an overnight touring trip
	Mountain biking
History and Heritage	
	Archaeological digs
	Curatorial tours
	Historical re-enactments (as an actor)
	Interpretive program at a historic site or national/provincial park
	Historical replicas of cities or towns with historic re-enactments
	Children's museums
	General history or heritage museums
	Science or technology museums
	Military/war museums
	Paleontological/archaeological sites
	Well known historic sites or buildings
	Other historic sites, monuments and buildings
Snowmobiling	Snowmobiling — Day use on organized trail
	Snowmobiling — As an overnight touring trip
Diving	Scuba diving in lakes/rivers
	Scuba diving in sea/ocean
	Snorkelling in lakes or rivers
	Snorkelling in sea/ocean
Nordic Ski/Related Activities	Cross country skiing
	Cross country or back country skiing as an overnight touring trip
	Snow shoeing
	Dog sledding
	Ski Jouring

Golfing	Golfing — played an occasional game while on a trip
	Golfing — played during a stay at a golf resort for one or more nights
	Golfing — took a package golf tour to play on various courses
Alpine Skiing	Downhill skiing
	Heli-skiing
	Snowboarding
Aboriginal Activities	Aboriginal cultural experiences in a remote or rural setting where you stayed for one or more nights
	Aboriginal heritage attractions (e.g., museums, interpretive centres)
	Aboriginal festivals and events (e.g., Pow Wows)
	Aboriginal cuisine (tasted or sampled)
	Aboriginal arts and crafts shows
	Aboriginal outdoor adventure and/or sports
Fishing	Fishing — fresh water
	Fishing — salt water
Any Self-Guided Overnight Touring	A self-guided tour that was not part of an organized or guided group on which you stayed in different places for one or more nights
Hiking/Trails	Hiking — same day excursion while on a trip of one or more nights
	Hiking/Backpacking in wilderness settings with overnight camping or lodging
Camping/RVing (NET)	A public campground in a national, state, provincial or municipal park
	A private campground
	A camp site in a wilderness setting (not a campground)
	A motor home or RV while traveling or touring (not a camping trip)
Camping/Tents or RVs	As above, excluding “A motor home or RV while traveling or touring (not a camping trip)”
Camping - Tents	Camping as “Main” and use Tent/Tent Trailer
Camping – RV	Camping as “Main” and use Truck camper/van, Travel trailer/fifth wheel, or Motor Home/RV
RVing (non-camping)	
	A motor home or RV while traveling or touring (not a camping trip) as “Main” AND NO Camping as “Main” and use Truck camper/van, Travel trailer/fifth wheel, or Motor Home/RV

C. U.S. Census Regions & States**New England**

Maine
New Hampshire
Vermont

Massachusetts

Connecticut

Rhode Island

Middle Atlantic

New York State

Pennsylvania

New Jersey

South Atlantic

Maryland

Delaware

Washington DC

West Virginia

Virginia

North Carolina

South Carolina

Georgia

Florida

East North Central

Wisconsin

Michigan

Illinois

Indiana

Ohio

West North Central

North Dakota

South Dakota

Minnesota

Iowa

Nebraska

Kansas

Missouri

East South Central

Kentucky

Tennessee

Mississippi

Alabama

West South Central

Oklahoma

Arkansas

Texas

Louisiana

Mountain

Montana

Idaho

Wyoming

Nevada

Utah

Colorado

New Mexico

Arizona

Pacific

Washington State

Oregon

California

Alaska**Hawaii**

D. TNS Canadian Facts' "Lifestages" Definitions

- 1 - YOUNG SINGLES:
 - 1-Member Household
 - Age of Head Under 35
- 2 - MIDDLE SINGLES:
 - 1-Member Household
 - Age of Head from 35 to 65
- 3 - OLDER SINGLES:
 - 1-Member Household
 - Age of Head Over 65
- 4 - YOUNG COUPLE:
 - Multimember Household
 - Age of Head Under 45
 - Married or Non-related Individual(s) of Opposite Sex 18+ Present
 - No Children Present
- 5 - WORKING OLDER COUPLE:
 - Multimember Household
 - Age of Head 45 and Over
 - Head of Household Employed
 - No Children Present
 - Married or Non-related Individual(s) of Opposite Sex 18+ Present
- 6 - RETIRED OLDER COUPLE
 - Multimember Household
 - Age of Head 45 and Over
 - Head of Household NOT Employed
 - No Children Present
 - Married or Non-related Individual(s) of Opposite Sex 18+ Present
- 7 - YOUNG PARENT
 - Multimember Household
 - Age of Head Under 45
 - Youngest Child Under 6
- 8 - MIDDLE PARENT:
 - Multimember Household
 - Age of Head Under 45
 - Youngest Child 6+
- 9 - OLDER PARENT:
 - Multimember Household
 - Age of Head 45+
 - Child at Home - Any Age
- 0 - ROOMMATES
 - Head of Household Living with a Non-relative 18+ of Same Sex

E. Trip Activities – Recent B.C. and Any Destination Pleasure Travellers

TABLE A1: MAJOR ACTIVITY GROUPS – MAIN & ANY	Overnight Trip Activities - U.S. Pleasure Tourists			
	To British Columbia		To Any Destination	
	Main Reason	Any Participation	Main Reason	Any Participation
Unweighted base	(1,706)	(1,706)	(45,697)	(45,697)
Weighted, Projected	5,340,000	5,340,000	166,003,000	166,003,000
Outdoor Land Based Activities	50%	85%	30%	63%
Outdoor Water Based Activities	40%	68%	30%	56%
Resorts	23%	54%	13%	32%
Theme/Amusement Parks/Movies (Entertainment)	22%	50%	22%	43%
Food & Wine	22%	88%	13%	74%
Spectator Sports	21%	41%	14%	27%
Outdoor Winter Activities	19%	27%	8%	12%
Fairs/Festivals	19%	57%	14%	41%
Historic Sites/Buildings	17%	63%	11%	38%
Performing Arts	15%	40%	7%	20%
Museums	13%	55%	7%	30%
Aboriginal Culture/Events	9%	28%	3%	9%
Art Galleries	7%	36%	3%	15%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volume 4, pages 2/11.

TABLE A2: INDIVIDUAL OUTDOOR ACTIVITIES – MAIN & ANY*

	Overnight Trip Activities - U.S. Pleasure Tourists			
	To British Columbia		To Any Destination	
	Main Reason	Any Participation	Main Reason	Any Participation
Unweighted base	(1,706)	(1,706)	(45,697)	(45,697)
Weighted, Projected	5,340,000	5,340,000	166,003,000	166,003,000
Camping	15%	33%	10%	23%
Public campground	12%	27%	7%	17%
Private campground	6%	15%	4%	10%
Camp site in wilderness setting	4%	9%	2%	5%
Sunbathing or sitting on a beach	14%	36%	13%	29%
Swimming in oceans	9%	33%	9%	28%
Alpine skiing/snow boarding	13%	17%	6%	8%
Nature park	23%	50%	10%	27%
A public campground in national/state/provincial park	12%	27%	7%	17%
Fishing	11%	23%	8%	19%
Fresh water	8%	17%	6%	15%
Salt water	5%	12%	3%	7%
Swimming in lakes	5%	21%	4%	16%
Well known natural wonders	19%	48%	7%	21%
Scuba diving/snorkelling	7%	26%	3%	12%
Snorkelling in seas/oceans	5%	24%	2%	11%
Seaside resorts (lodging)	12%	34%	7%	19%
Hiking - same day excursion on overnight trip	8%	36%	4%	18%
Hiking/backpacking as an overnight trip	6%	9%	3%	4%
Flora/fauna viewing	17%	50%	5%	21%
Wildlife viewing – land based animals	10%	33%	3%	13%
Wildflowers/flora	5%	25%	2%	9%
Whale watching	10%	31%	2%	8%
Bird watching	5%	20%	1%	7%
Cycling	6%	15%	2%	6%
Recreational cycling	4%	12%	1%	5%
Mountain biking	3%	6%	1%	2%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volume 4, pages 2/11. *Activities shown here are those that are named by at least 1-in-3 History and Heritage Tourists as ones they participated in (any) on a recent overnight trip. For the complete list of activities, see the detailed tabulations, under separate cover. *Less than 0.5%.

TABLE A3: OTHER INDIVIDUAL ACTIVITIES – MAIN & ANY*

	Overnight Trip Activities - U.S. Pleasure Tourists			
	To British Columbia		To Any Destination	
	Main Reason	Any Participation	Main Reason	Any Participation
Unweighted base	(1,706)	(1,706)	(45,697)	(45,697)
Weighted, Projected	5,340,000	5,340,000	166,003,000	166,003,000
Cultural & Heritage				
Strolling in a city to see architecture	13%	58%	7%	34%
Well known historic sites	13%	54%	8%	30%
Museums (any)	13%	55%	7%	30%
General history	8%	41%	4%	20%
Military/war	6%	22%	3%	10%
Science or Technology	5%	27%	3%	12%
Historic sites -other	10%	47%	6%	25%
Art galleries	7%	36%	3%	15%
Performing arts	15%	40%	7%	20%
Any Aboriginal Culture/Events	9%	28%	3%	9%
Aboriginal heritage attractions (museums/interpretive centres)	6%	23%	2%	6%
Aboriginal arts and crafts	3%	11%	1%	3%
Entertainment				
Amusement parks	18%	35%	18%	34%
Casino	16%	50%	14%	36%
Aquariums	8%	33%	5%	21%
Zoos	8%	31%	6%	21%
Farmers' markets or country fairs	7%	35%	4%	19%
Movies/cinemas	5%	41%	3%	27%
Food & Wine				
Dining – restaurants offering local ingredients and recipes	10%	73%	6%	58%
Dining - other high-end (not with international reputation)	6%	42%	3%	25%
Local outdoor cafes	4%	50%	2%	28%
Wine tasting (day visit)	10%	39%	3%	16%
Shopping				
Clothing, shoes, jewellery	7%	57%	5%	50%
Bookstores or music stores	5%	54%	3%	35%
Local arts & crafts studios	6%	55%	3%	34%
Antiques	5%	34%	3%	23%

Source: TAMS U.S. Special Tabulations, prepared for Tourism British Columbia by Research Resolutions, Volume 4, pages 2/11. *Activities shown here are those that are named by at least 1-in-3 History and Heritage Tourists as ones they participated in (any) on a recent overnight trip. For the complete list of activities, see the detailed tabulations, under separate cover.