



RESEARCH SERVICES

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

Hunting while on Trips

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Acknowledgments

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

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

TAMS was a partnership of the following organizations:

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

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

This report was prepared by Lang Research Inc. on behalf of the project partners and was subject to minor revisions for a British Columbian audience. Tourism British Columbia is pleased to acknowledge the major and continuing role played by the Ontario Ministry of Tourism in the TAMS partnership.

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Hunting While on Trips

Executive Summary

Over the last two years, 4.2% (9,203,197) of adult Americans went hunting while on an out-of-town, overnight trip of one or more nights. Of those who hunted, 73.2% (6,734,874) reported that hunting was the main reason for taking at least one trip.

Those who hunt while on trips are more likely to be male, between 35 and 44 years old, and married with children under 18. They have slightly higher household incomes, but are less likely to have attended university than the average U.S. Pleasure Traveler. They are also more likely to reside in the northern and western U.S. states and in rural areas. Hunters live closer to Canada than the average U.S. Pleasure Traveler.

Hunters were more likely than the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (19.0% versus 14.6%) and especially a trip to Ontario. In relative terms, they are over-represented among U.S. travelers to the western provinces and territories, including Saskatchewan, Manitoba, the Yukon, the Northwest Territories and Nunavut. This indicates that Hunters are a prime target market for these regions.

Hunters are involved in many other types of outdoor activities when on trips and especially those with a nature theme (e.g., fishing, hiking, climbing and paddling, boating and swimming, snowmobiling and ATVing). This is consistent with hunters' preference for physically challenging vacations that provide solitude and isolation. Hunters also are more likely than the average U.S. Pleasure Traveler to attend events with western or rural themes (e.g., equestrian and western events) or sporting events (e.g., amateur tournaments). This provides important insight as to how to package vacations to appeal to those who hunt.

Hunters tend to stay in public or private campgrounds. They also are more likely than other to stay in wilderness lodges or campsites, and at farms or guest ranches.

Most Hunters consult the Internet for travel information, although they are less likely than the average U.S. Pleasure Traveler to book their travel online. Relative to the average U.S. Pleasure Traveler, Hunters are more likely to obtain travel information from trade, travel and sports shows, and from television, newspaper and magazine advertising.

Their media preferences are clearly oriented towards outdoor activities and sporting magazines, nature and science television shows, and sports-related television shows. The majority of Hunters also listen to country music on the radio. As such, these media are likely to be the most efficient means by which to reach those who hunt while on trips.

Travel Activity and Motivation Survey (TAMS)

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

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

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

TAMS was sponsored by the following organizations:

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

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

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

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

Hunting While on Trips

Market Incidence

Over the last two years, 4.2% (9,203,197) of adult Americans went hunting while on an out-of-town trip of one or more nights. 2.9% reported hunting for large game animals; while 1.9% hunted for small game and 1.5% hunted for birds. Less than one percent (0.6%) participated in all three hunting activities while on trips in the past two years.

Of those who hunted, 73.2% (6,734,874) reported that hunting was the main reason for taking at least one trip in the past two years. Those who went big game hunting (77.7%) were more likely than bird hunters (60.8%) or small game hunters (57.7%) to report that this type of activity was the main reason for taking at least one trip in the past two years.

Fig. 1 Incidence of Hunting While on Trips¹

	Number of Hunters ²	Percent Main Reason for Trip ³	Percent of Pleasure Travelers ⁴	Percent of Total U.S. Population ⁵
Size of Market	9,203,197	6,734,874	170,510,241	222,846,268
Hunting (All Activities)	9,203,197	73.2%	5.4%	4.2%
Big game hunting	6,361,262	77.7%	3.7%	2.9%
Small game hunting	4,119,492	57.7%	2.4%	1.9%
Bird hunting	3,397,101	60.8%	2.0%	1.5%
Participated in all three hunting activities	1,342,875	52.5%	0.8%	0.6%

- 1- "Trips" are defined as out-of-town trips for any purpose involving an overnight stay of one or more nights. Trips NOT involving overnight stays are NOT examined in this report.
- 2- "Hunters" are defined as individuals who hunted while on an out-of-town trip of one or more nights during the past two years and who took at least one out-of-town pleasure trip of one or more nights during the past two years. This column reports the number of individuals who participated in the activity on at least one trip during the last two years.
- 3- This column reports the percent who participated in each activity who stated that the activity was the main reason for taking at least one trip during the past two years.
- 4- "Pleasure Travelers" are defined as individuals who have taken at least one out-of-town, pleasure trip of one or more nights in the last two years. This column reports the percent of Pleasure Travelers who participated in each activity on at least one trip during the last two years.
- 5- This column reports the percent of the Total U.S. Adult Market who participated in each activity on a trip during the past two years.

Market Incidence by Activity

Of the 9.2 million American travellers who participated in hunting related activities on at least one overnight pleasure trip in 2004-05, almost seventy percent participated in big game hunting activities while on a trip (69.1% representing 6.3 million) and almost forty-five percent participated in small game hunting related activities (44.8% representing 4.1 million). Over a third participated in bird hunting and approximately 15% participated in big game, small game and bird hunting activities while on overnight trips in 2004-05 (14.6% representing 1.3 million)

Over fifty percent of American pleasure travellers who participated in bird hunting while on overnight trips also hunted for big game (50.7%) and/or small game (58.0%). Over fifty percent of small game hunters also hunted for big game while less than a third of big game hunters also participated in bird hunting activities (27.1%) on overnight trips in 2004-05.

Fig. 2 Incidence of Hunting by Activity Type While on Trips

	Hunting (All Activities)	Big Game Hunting	Small Game Hunting	Bird Hunting	All Three Hunting Activities
Size of Market	9,203,197	6,361,262	4,119,492	3,397,101	1,342,875
Big Game Hunting	6,361,262 69.1%	6,361,262 100.0%	2,324,396 56.4%	1,723,929 50.7%	1,342,875 100.0%
Small Game Hunting	4,119,492 44.8%	2,324,396 36.5%	4,119,492 100.0%	1,969,208 58.0%	1,342,875 100.0%
Bird Hunting	3,397,101 36.9%	1,723,929 27.1%	1,969,208 47.8%	3,397,101 100.0%	1,342,875 100.0%
Participated in All Three Hunting Activities	1,342,875 14.6%	1,342,875 21.1%	1,342,875 32.6%	1,342,875 39.5%	1,342,875 100.0%

Table percentages should be read horizontally as a percentage of the total size of the column hunting activity. For example, 36.5% of hunters who hunted for big game (column) also hunted for small game.

Incidence by Region, State and Population Size

Hunters tend to reside in the western regions of the United States and outside of big cities. They are over-represented, relative to all U.S. Pleasure Travelers, in the West North Central, Mountain and West South Central regions of the United States as well as Alaska; and in small towns and rural areas.

Fig. 3 Geographic Distribution and Population Size of Those Who Hunt While on Trips

	Total Population	Estimated Number Who Hunted on a Trip	Percent of Pleasure Travelers in Region Who Hunted on a Trip	Percent of Total Regional Population Who Hunted on a Trip
United States	222,846,268	9,203,197	5.4%	4.2%
New England	11,095,629	294,530	3.4%	2.7%
Middle Atlantic	31,005,526	858,345	3.7%	2.8%
East North Central	34,621,254	1,567,511	5.9%	4.6%
West North Central	15,024,360	1,133,715	9.4%	7.7%
South Atlantic	42,602,998	1,232,648	3.8%	2.9%
East South Central	13,597,436	570,232	6.0%	4.2%
West South Central	24,853,901	1,343,459	7.4%	5.4%
Mountain	15,030,720	1,054,516	8.7%	7.1%
Pacific	34,529,689	1,046,402	3.7%	3.0%
Alaska	484,754	101,839	24.1%	21.0%
Not Available	745,757	109,168	17.6%	14.6%
Less than 100,000	29,429,442	1,980,177	9.5%	6.8%
100,000 to 499,999	36,551,501	1,893,469	7.0%	5.2%
500,000 to 1,999,999	52,335,815	2,184,493	5.5%	4.2%
2,000,000 or more	103,783,753	3,035,889	3.7%	3.0%

Those who hunted while on trips are especially likely to be from the northern and western states of Alaska, Wyoming, North Dakota, South Dakota, Idaho and Montana. They are least often from highly urbanized states on the east and west coasts such as New Jersey, Rhode Island, Florida, Connecticut and California (see Fig. 3 on next page).

Demographic Profile

Hunters are much more likely to be male than female, to be 35 to 44 years of age, and to be married with children at home. They tend to have a higher household income than the average U.S. Pleasure Traveler, although they are less likely to have a postsecondary education.

Fig. 5 Demographic Profile of Hunters Relative to All U.S. Pleasure Travelers

Attribute	Size of Market	Hunters	Non-Hunters ¹	Pleasure Travelers	Index ²
		9,203,197	161,307,044	170,510,241	100
Gender	Male	74.9%	47.0%	48.5%	154
	Female	25.1%	53.0%	51.5%	49
Age of Respondent	18 to 24	11.0%	10.8%	10.8%	101
	25 to 34	22.6%	20.9%	21.0%	108
	35 to 44	20.8%	17.1%	17.3%	120
	45 to 54	21.7%	21.0%	21.0%	103
	55 to 64	15.4%	15.5%	15.5%	100
	65 Plus	8.4%	14.8%	14.4%	58
Average Age		43.2	45.6	45.4	N/A
Marital Status	Not married	21.5%	31.1%	30.5%	70
	Married	78.5%	68.9%	69.5%	113
Parental Status	No children under 18	63.5%	70.4%	70.0%	91
	Children under 18	36.5%	29.6%	30.0%	122
Education	High school or less	23.5%	20.3%	20.5%	115
	Trade, Technical, Community Col.	26.7%	21.1%	21.4%	125
	University Degree	37.5%	41.3%	41.1%	91
	Post Graduate Degree	12.3%	17.3%	17.1%	72
Household Income	Under \$20,000	5.8%	8.2%	8.1%	71
	\$20,000 to \$39,999	14.2%	16.4%	16.2%	88
	\$40,000 to \$59,999	17.7%	16.6%	16.7%	106
	\$60,000 to \$79,999	16.8%	14.6%	14.7%	114
	\$80,000 to \$99,999	12.1%	11.6%	11.6%	104
	\$100,000 to \$149,999	14.3%	14.4%	14.4%	99
	\$150,000 or more	7.9%	6.6%	6.7%	119
Not stated	11.2%	11.7%	11.7%	96	
Average Household Income		\$78,852	\$74,043	\$74,303	N/A

1- "Non-Hunters" are defined as individuals who took at least one out-of-town, pleasure trip of one or more nights in the last two years but did not hunt on any trip. The number of Hunters and Non-Hunters equals the number of Pleasure Travelers

2 - The "Index" is calculated by dividing the percent for Hunters in each group by the percent of U.S. Pleasure Travelers in each group. The Index indicates the extent to which hunters are over or under-represented relative to the average U.S. Pleasure Traveler. An index of 100 means the percent participating in the activity is the same as that of the average U.S. Pleasure Traveler. Index values over 100 indicate that those participating in the activity are over-represented relative to the average U.S. Pleasure Traveler. Index values less than 100 indicate that those participating in the activity are under-represented relative to the average U.S. Pleasure Traveler.

Demographic Profile by Hunting Activity

U.S. Pleasure Travellers who hunt on overnight pleasure trips are predominantly male. This trend is seen across all the types of hunting activities with approximately a quarter of all types of hunters being female. Small game hunters have the largest representation of females with just over a quarter (27%) as compared to big game and bird hunters (24.4% & 22.4%). Pleasure travellers who hunt for birds are wealthier and have a higher level of education than travellers who hunt for big and/or small game animals. All hunters tend to be married with the majority having no children under the 18 years of age at home.

Readers should note the demographic differences between the individual hunting activities presented in this table and consider these differences when interpreting the tables that present aggregated 'hunter' values

Fig. 6 Demographic Profile of Types of Hunters Relative to All U.S. Pleasure Travellers

Attribute	Size of Marker	Hunting (All Activities)	Big Game Hunting	Small Game Hunting	Bird Hunting
		9,203,197	6,361,262	4,119,492	3,397,101
Gender	Male	74.9%	75.6%	73.0%	77.6%
	Female	25.1%	24.4%	27.0%	22.4%
Age	18 to 24	11.0%	9.4%	14.0%	12.0%
	25 to 34	22.6%	23.1%	23.4%	22.0%
	35 to 44	20.8%	21.7%	16.9%	18.5%
	45 to 54	21.7%	22.8%	20.7%	21.4%
	55 to 64	15.4%	14.9%	16.3%	16.8%
	65 +	8.4%	8.1%	8.7%	9.3%
Average Age		43.2	43.3	42.7	43.5
Marital Status	Married	80.2%	80.4%	77.7%	76.2%
	Not married	18.6%	18.0%	21.2%	22.7%
Parental Status	Children under 18	36.5%	36.3%	36.9%	32.8%
	No Children under 18	63.5%	63.7%	63.1%	67.2%
Education	High school or less	23.5%	25.1%	25.6%	19.2%
	Trade, Technical, Community Col.	26.7%	28.6%	27.4%	24.0%
	University Degree	37.5%	34.8%	35.6%	41.3%
	Post Graduate Degree	12.3%	11.5%	11.4%	15.6%
Household Income	Under \$20,000	5.8%	6.1%	6.8%	4.9%
	\$20,000 to \$39,999	14.2%	14.1%	14.2%	11.2%
	\$40,000 to \$59,999	17.7%	17.8%	18.2%	14.3%
	\$60,000 to \$79,999	16.8%	17.3%	17.8%	16.5%
	\$80,000 to \$99,999	12.1%	11.7%	10.8%	12.6%
	\$100,000 to \$149,999	14.3%	14.5%	12.9%	17.1%
	\$150,000 or more	7.9%	7.4%	8.0%	10.0%
Not stated	11.2%	11.0%	11.2%	13.3%	
Average Household Income		\$78,852	\$77,731	\$77,223	\$87,674

Travel Activity (During Last Two Years)

Hunters are frequent travelers and more likely than the average U.S. Pleasure Traveler to have taken a trip during the past two years. They frequently travel in their own state and to other parts of the United States.

Hunters are also more likely than the average U.S. Pleasure Traveler to have taken a trip to Canada in the past two years (19.0% versus 14.6%). They are especially likely to have taken a trip to Ontario (11.2%). In relative terms (based on the Index), they were considerably more likely than other U.S. Pleasure Travelers to have traveled to Saskatchewan (Index=349), Manitoba (Index=320), all three Canadian Territories (Overall Index=203), and Newfoundland and Labrador (Index=200).

Fig. 7 Percent Traveling to Canada and Other Destinations during Past Two Years

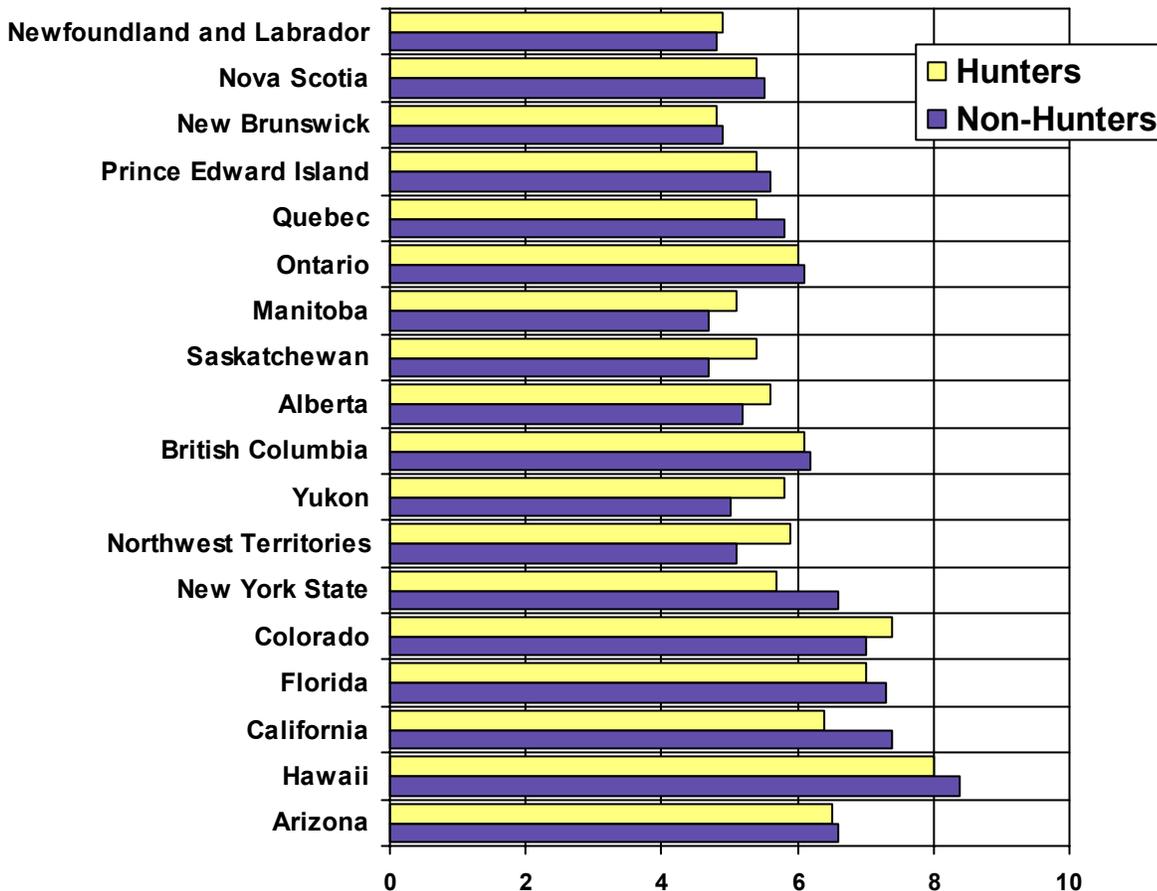
	Hunters	Non-Hunters	Pleasure Travelers	Index
Size of Market	9,203,197	161,307,044	170,510,241	100
All destinations	95.7%	84.8%	85.4%	112
Canada	19.0%	14.3%	14.6%	130
Newfoundland and Labrador	0.8%	0.4%	0.4%	200
Prince Edward Island	1.1%	0.6%	0.6%	185
New Brunswick	1.1%	0.8%	0.8%	138
Nova Scotia	1.9%	1.3%	1.3%	142
Quebec	3.9%	3.1%	3.1%	127
Ontario	11.2%	8.1%	8.3%	135
Manitoba	1.7%	0.5%	0.5%	320
Saskatchewan	1.7%	0.4%	0.5%	349
Alberta	1.7%	1.2%	1.2%	142
British Columbia	4.6%	4.1%	4.1%	112
Yukon	1.2%	0.5%	0.6%	220
Northwest Territories	0.7%	0.4%	0.4%	187
Nunavut	0.2%	0.0%	0.0%	338
Own State	93.1%	78.9%	79.7%	117
Other parts of United States	89.9%	90.7%	90.6%	99
Mexico	17.2%	13.4%	13.6%	127
Caribbean	12.0%	12.8%	12.7%	94
All other destinations	10.0%	9.5%	9.6%	105

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

The respondents were asked to rate the appeal of each of Canada’s provinces and territories on a ten-point appeal scale where “10” is “Very Appealing” and “1” is “Very Unappealing”. They were also asked to rate selected U.S. states (New York State, Colorado, Florida, California, Hawaii and Arizona) to provide a frame of reference. Overall, Hunters rated British Columbia and Ontario as the most appealing provinces. Unlike Non-Hunters, however, Hunters rated the Yukon and Northwest Territories as the next most appealing Canadian destinations, followed by Alberta. Saskatchewan and Manitoba also receive better ratings among Hunters than among Non-Hunters.

U.S. Pleasure Travelers (both Hunters and Non-Hunters), tend to rate the reference U.S. states as more appealing than any of the Canadian provinces or territories. However, larger urban states such as California and New York receive lower ratings among Hunters than among Non-Hunters.

Fig. 8 Overall Rating of Appeal of Provinces, Territories and Selected U.S. States On a 10-Point Appeal Rating Scale (Higher Scores=More Appealing)



Other Outdoor Activities Pursued While on Trips

Hunters participate in many other types of outdoor activities besides hunting. For example, most Hunters also go fishing when on trips. They also pursue other activities in natural settings, including wildlife viewing, boating and swimming, and hiking, climbing and paddling. Hunters are much more likely than the average U.S. Pleasure Traveler to participate in snowmobiling and ATVing (Index=419), extreme skiing (Index=385), motorcycling (Index=339), extreme air sports (Index=235), cross-country skiing and snowshoeing (Index=225), and horseback riding (Index=224). In part this reflects the fact that Hunters are more often male and situated in the northern United States.

Fig. 9 Other Outdoor Activities Pursued While on Trips
(See Appendix One for a Definition of Each Type of Outdoor Activity)

	Hunters	Non-Hunters	Pleasure Travelers	Index
Size of Market	9,203,197	161,307,044	170,510,241	100
Fishing	63.4%	15.8%	18.4%	345
Ocean Activities (e.g., swimming in ocean, ocean kayaking)	43.6%	39.3%	39.6%	110
Wildlife Viewing	42.7%	34.5%	34.9%	122
Boating & Swimming (e.g., motorboating, swimming in lakes)	42.0%	19.8%	21.0%	200
Hiking, Climbing & Paddling	35.6%	22.8%	23.5%	152
Snowmobiling & ATVing	29.9%	5.8%	7.1%	419
Games & Individual Sports (e.g., tennis, board games)	25.2%	22.1%	22.2%	113
Golfing	19.2%	10.2%	10.7%	180
Team Sports (e.g., football, baseball, basketball)	15.9%	7.4%	7.9%	202
Exercising and Jogging	15.2%	14.0%	14.1%	108
Horseback Riding	13.8%	5.7%	6.2%	224
Downhill Skiing & Snowboarding	13.5%	7.7%	8.0%	168
Motorcycling	10.4%	2.6%	3.1%	339
Cycling	10.1%	6.1%	6.3%	160
Board and Blade (e.g. ice-hockey, skateboarding; ice-skating)	7.8%	3.8%	4.0%	194
Scuba & Snorkelling	7.7%	3.9%	4.1%	190
Sailing and Surfing (e.g., sailing, windsurfing, parasailing)	7.5%	4.6%	4.8%	157
Cross-country Skiing & Snowshoeing	4.2%	1.7%	1.9%	225
Extreme Air Sports (e.g., parachuting, bungee jumping)	4.1%	1.6%	1.7%	235
Extreme Skiing (e.g., heli-skiing, overnight x-country trips)	1.3%	0.3%	0.3%	385

Outdoor Activities Pursued While Not on Trips

The comparatively high activity level among Hunters while on trips is also apparent when they are NOT travelling. Thus, in addition to being very likely to hunt, they also frequently participate in nature-oriented outdoor activities such as fishing, day outings, swimming, gardening and camping. As well, relative to the average U.S. Pleasure Traveler, Hunters are much more likely to participate in snowmobiling, riding an all-terrain vehicle, snowboarding, horseback riding, sailing or boating, cross-country skiing, and canoeing or kayaking. On the other hand, Hunters are less likely to exercise at home or at a fitness club. Hunters' interests in outdoor nature-oriented activities are supported by easy access to natural environments and wilderness areas in the northern and western U.S. states, and in towns and rural areas.

Fig. 10 Outdoor Activities Pursued While NOT on Trips

	Hunters	Non-Hunters	Pleasure Travelers	Index
Size of Market	9,203,197	161,307,044	170,510,241	100
Hunting	86.3%	7.5%	11.8%	733
Fishing	79.5%	30.1%	32.8%	243
Day outing to a park	64.1%	63.0%	63.1%	102
Swimming	62.8%	56.2%	56.5%	111
Gardening	59.9%	52.7%	53.1%	113
Camping	58.5%	24.9%	26.7%	219
Exercising at home or at a fitness club	53.5%	56.2%	56.0%	95
Picnicking	51.2%	47.5%	47.7%	107
Hiking	46.6%	31.7%	32.5%	144
Sailing or other boating	42.3%	18.7%	20.0%	212
Riding an all-terrain vehicle (ATV)	40.9%	9.8%	11.5%	357
Cycling	28.8%	22.5%	22.9%	126
Hunting	28.2%	17.7%	18.3%	154
Playing team sports	23.2%	15.4%	15.8%	147
Jogging	22.8%	19.3%	19.5%	117
Horseback riding	18.8%	8.0%	8.6%	219
Canoeing or kayaking	16.1%	7.4%	7.8%	205
Playing racquet sports (e.g., tennis or badminton)	14.5%	13.1%	13.2%	110
Snowmobiling	12.5%	2.8%	3.3%	378
Downhill skiing	10.8%	5.4%	5.7%	190
Ice skating	8.8%	5.3%	5.5%	160
Rollerblading	8.7%	7.2%	7.3%	119
Snowboarding	5.9%	2.5%	2.7%	220
Cross-country skiing	5.3%	2.4%	2.5%	209
Skateboarding	4.9%	2.0%	2.2%	224

Culture and Entertainment Activities Pursued While on Trips

Those who hunt while on trips tend to pursue a relatively narrow range of cultural and entertainment activities. Relative to the average U.S. Pleasure Traveler, Hunters are especially likely to participate in activities with a western or rural theme (e.g., equestrian and western events, agro-tourism) as well as attend events related to sports (e.g., amateur tournaments, professional sporting events, national and international sporting events). Hunters are less likely than other U.S. Pleasure Travelers to go to historical sites, museums and art galleries, theme parks and exhibits, and high art performances.

Fig. 11 Cultural and Entertainment Activities Pursued While on Trips
(See Appendix Two for a Definition of Each Type of Culture & Entertainment Activity)

	Hunters	Non-Hunters	Pleasure Travelers	Index
Size of Market	9,203,197	161,307,044	170,510,241	100
Casino, Theatre and Comedy Clubs	33.8%	30.5%	30.7%	110
Equestrian & Western Events	21.5%	11.5%	12.1%	179
Theme Parks & Exhibits	19.9%	22.1%	22.0%	90
Fine Dining and Spas	18.8%	20.0%	19.9%	95
Fairs and Festivals	18.2%	19.2%	19.2%	95
Shopping and Dining	17.0%	16.1%	16.1%	105
Wine, Beer and Food Tastings	17.0%	15.0%	15.1%	113
Rock Concerts and Recreational Dancing	16.5%	13.7%	13.8%	119
Science and Technology Exhibits	15.3%	15.2%	15.2%	101
Professional Sporting Events	15.2%	11.0%	11.2%	136
Agro-Tourism	14.2%	10.3%	10.5%	135
Historical Sites, Museums & Art Galleries	13.1%	14.8%	14.7%	89
Amateur Tournaments	11.4%	6.9%	7.1%	160
Garden Theme Attractions	10.6%	11.4%	11.3%	93
Theatre, Film & Musical Festivals	7.6%	6.8%	6.8%	111
High Art Performances	7.0%	7.7%	7.6%	91
Archaeological Digs & Sites	5.2%	5.0%	5.0%	106
Aboriginal Cultural Experiences	4.4%	4.1%	4.2%	106
Participatory Historical Activities	4.3%	3.3%	3.4%	127
National & International Sporting Events	2.1%	1.6%	1.7%	127

Culture and Entertainment Activities Pursued While Not on Trips

Consistent with this trend, Hunters pursue a relatively narrow range of cultural and entertainment activities while NOT traveling, often with a western or rural theme. For example, relative to the average U.S. Pleasure Traveler, Hunters are much more likely to go to rodeos. They also exhibit an above-average interest in an overnight stay at a local hotel or B&B, and in attending amateur sports events. They display comparatively little interest in attending arts performances such as live theatre, the opera, classical music concerts or ballet, perhaps in part because these cultural activities are primarily located in larger urban centers and Hunters are over-represented in smaller urban and rural areas.

Fig. 12 Cultural and Entertainment Activities Pursued While Not on Trips

	Hunters	Non-Hunters	Pleasure Travelers	Index
Size of Market	9,203,197	161,307,044	170,510,241	100
Going out to eat in restaurants	91.9%	92.9%	92.8%	99
Going to festivals or fairs	66.1%	65.4%	65.5%	101
Going to amateur sporting events	51.0%	39.2%	39.9%	128
Going to zoos or aquariums	44.6%	45.7%	45.6%	98
Going to historic sites or heritage buildings	41.8%	40.0%	40.1%	104
Going to professional sporting events	40.9%	34.5%	34.9%	117
Going to amusement or theme parks	38.9%	38.1%	38.1%	102
Going to pick-your-own farms or farmers' market	36.9%	31.3%	31.6%	117
Going to gamble in casinos	32.7%	27.7%	28.0%	117
Going to museums	32.1%	37.8%	37.5%	86
Going to bars with live pop or rock bands	27.9%	23.3%	23.6%	118
Going to rock music concerts	24.0%	21.1%	21.3%	113
Going dancing	23.7%	20.7%	20.8%	114
Going to rodeos	22.8%	7.4%	8.2%	278
Going to art galleries or art shows	20.9%	28.2%	27.8%	75
Going to live theatre	19.2%	29.7%	29.2%	66
Going to botanical gardens	16.5%	20.2%	20.0%	82
Staying overnight in a hotel or B&B in own city	14.6%	10.3%	10.6%	138
Going to classical music concerts	10.6%	15.1%	14.9%	71
Going to day spas	9.1%	10.4%	10.3%	88
Going to jazz clubs	6.5%	8.0%	7.9%	83
Going to the ballet	5.6%	7.1%	7.0%	79
Going to the opera	3.9%	5.8%	5.7%	68

Accommodations Stayed In While on Trips

When on trips, Hunters are most likely to stay in public or private campgrounds. Relative to the average U.S. Pleasure Traveler, Hunters are also much more likely to have stayed in a remote or fly-in wilderness outpost or lodge, a campsite in a wilderness setting, a farm or guest ranch, a houseboat or a wilderness lodge accessible by car. On the other hand, they are less likely than the average U.S. Pleasure Traveler to stay at a seaside resort, a health spa, or a ski or mountain resort.

Fig. 13 Accommodations Stayed in While on Trips

	Hunters	Non-Hunters	Pleasure Travelers	Index
Size of Market	9,203,197	161,307,044	170,510,241	100
A Public Campground in a National, State, Provincial or Municipal Park	48.9%	33.6%	34.8%	140
A Private Campground	29.9%	20.2%	20.9%	143
Lakeside / Riverside Resort	29.1%	25.3%	25.6%	114
A Camp Site in a Wilderness Setting (Not a Campground)	27.0%	8.1%	9.6%	280
Seaside Resort	26.5%	38.7%	37.7%	70
Ski Resort or Mountain Resort	16.7%	18.6%	18.4%	90
Wilderness Lodge You Can Drive to by Car	14.5%	6.5%	7.2%	202
A Motor Home or RV while Traveling or Touring (Not a Camping Trip)	13.3%	8.3%	8.7%	153
Farm or Guest Ranch	10.5%	3.5%	4.1%	255
On a Houseboat	6.7%	2.6%	2.9%	228
Remote or Fly-In Wilderness Lodge	6.4%	1.3%	1.7%	382
Health Spa	5.7%	6.5%	6.5%	89
Remote or Fly-In Wilderness Outpost	4.9%	0.6%	0.9%	533
Country Inn or Resort with Gourmet Restaurant	4.3%	4.1%	4.1%	104
Cooking School	2.2%	1.1%	1.2%	188
Wine Tasting School	1.5%	0.8%	0.9%	166

Tours and Cruises Taken During Past Two Years

Hunters were as likely as other U.S. Pleasure Travelers to have taken most types of tours or cruises during the past two years. However, relative to the average U.S. Pleasure Traveler, Hunters are much more likely to have taken several of the more unusual tours and cruises including wilderness tours, submarine cruises, and cruises on the Great Lakes or the St. Lawrence River. They are less likely to have taken a city tour, or an ocean cruise.

Fig. 141 Tours and Cruises Taken During Past Two Years

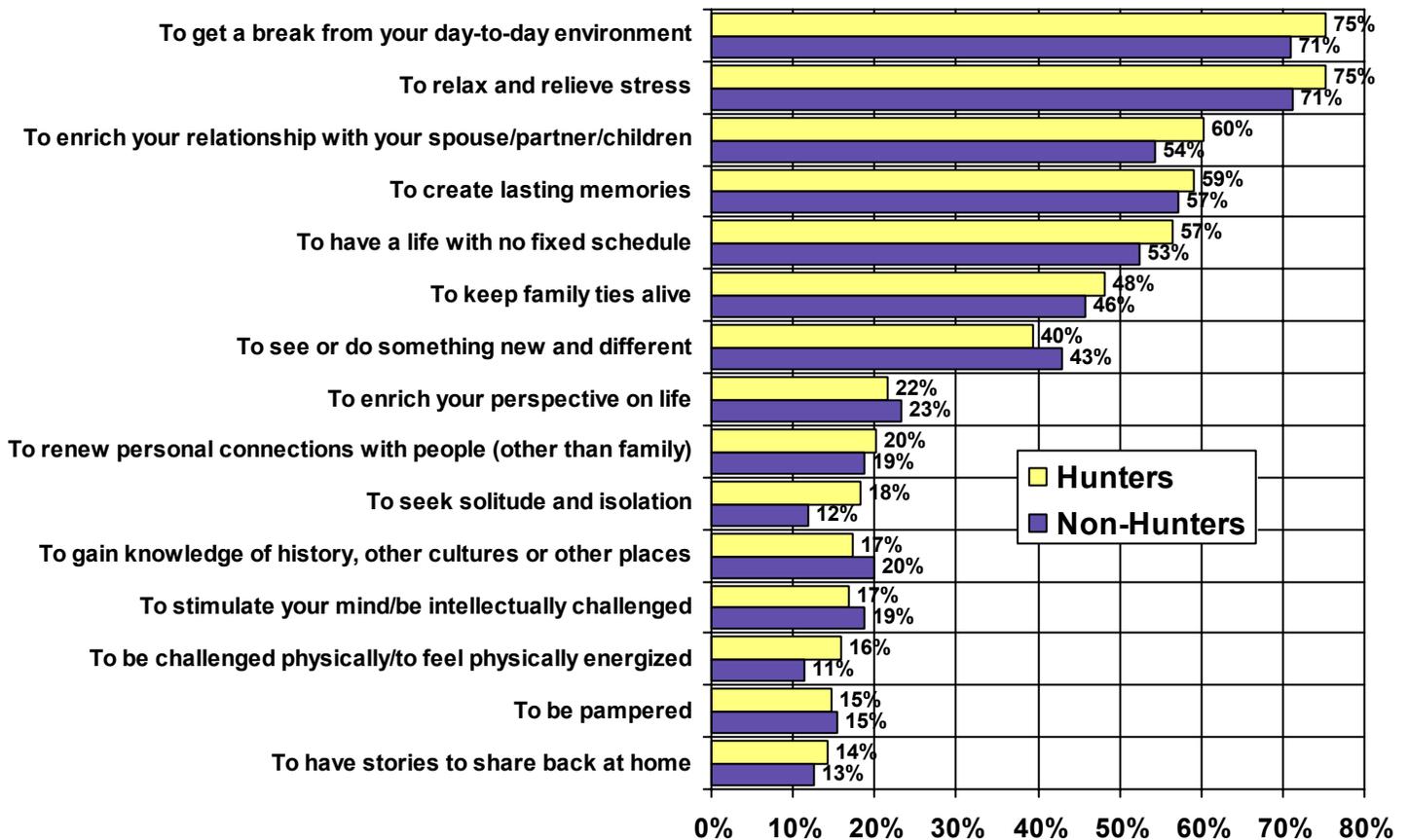
	Hunters	Non-Hunters	Pleasure Travelers	Index
Size of Market	9,203,197	161,307,044	170,510,241	100
A self-guided sameday tour while on an overnight trip	21.1%	19.1%	19.2%	110
An organized sameday guided tour while on an overnight trip	18.8%	18.5%	18.5%	102
Around the countryside - scenic drives	15.0%	13.0%	13.1%	114
Around the city	14.7%	15.8%	15.8%	93
A self-guided overnight tour where you stayed in different locations	14.0%	10.2%	10.4%	134
Wilderness tour	11.8%	7.2%	7.4%	159
Some other type of tour	10.3%	8.7%	8.8%	116
On the water (sightseeing cruise)	9.3%	7.7%	7.8%	120
Caribbean ocean cruise	8.6%	9.0%	9.0%	96
An organized overnight guided tour where you stayed in a single location	8.0%	6.7%	6.7%	119
An organized overnight guided tour where you stayed in different locations	8.0%	7.9%	7.9%	101
To a casino	6.5%	4.8%	4.9%	133
To a winery	4.6%	3.5%	3.6%	128
Ocean cruise - Other	4.2%	4.8%	4.8%	87
Alaskan ocean cruise	3.2%	2.5%	2.5%	130
Cruise on another lake or river	2.8%	1.9%	2.0%	143
Some other type of cruise	2.6%	1.7%	1.7%	154
To a factory	2.5%	1.8%	1.8%	137
In the air as a pilot or passenger of an airplane or helicopter	1.9%	1.4%	1.4%	134
Great Lakes cruise	1.6%	0.3%	0.4%	413
Submarine cruise	0.6%	0.2%	0.2%	245
Cruise on the St. Lawrence River	0.6%	0.3%	0.3%	203

Benefits Sought While On a Vacation

The vacation benefits sought by those who hunt while on trips are similar to those of Non-Hunters. Thus, like other U.S. Pleasure Travelers, Hunters most often take vacations to get a break from their day-to-day environment, to relax and relieve stress, to enrich familial relationships and keep family ties alive, to create lasting memories and to have no fixed schedule.

However, relative to Non-Hunters, Hunters are more likely to take vacations to seek solitude and isolation, and to be challenged physically or feel physically energized. Hunters are also more likely, relative to non-hunters, to seek the benefits of enriched relationships with their spouse/partner or children, to get a break from day-to-day routines, to relax and relieve stress, and to have no fixed schedule. Compared to Non-Hunters, Hunters are less likely to use their vacations to see or do something new and different or to learn about other cultures.

Fig.15 Benefits Sought While On a Vacation
(Percent Rating Each Benefit as “Highly Important”)

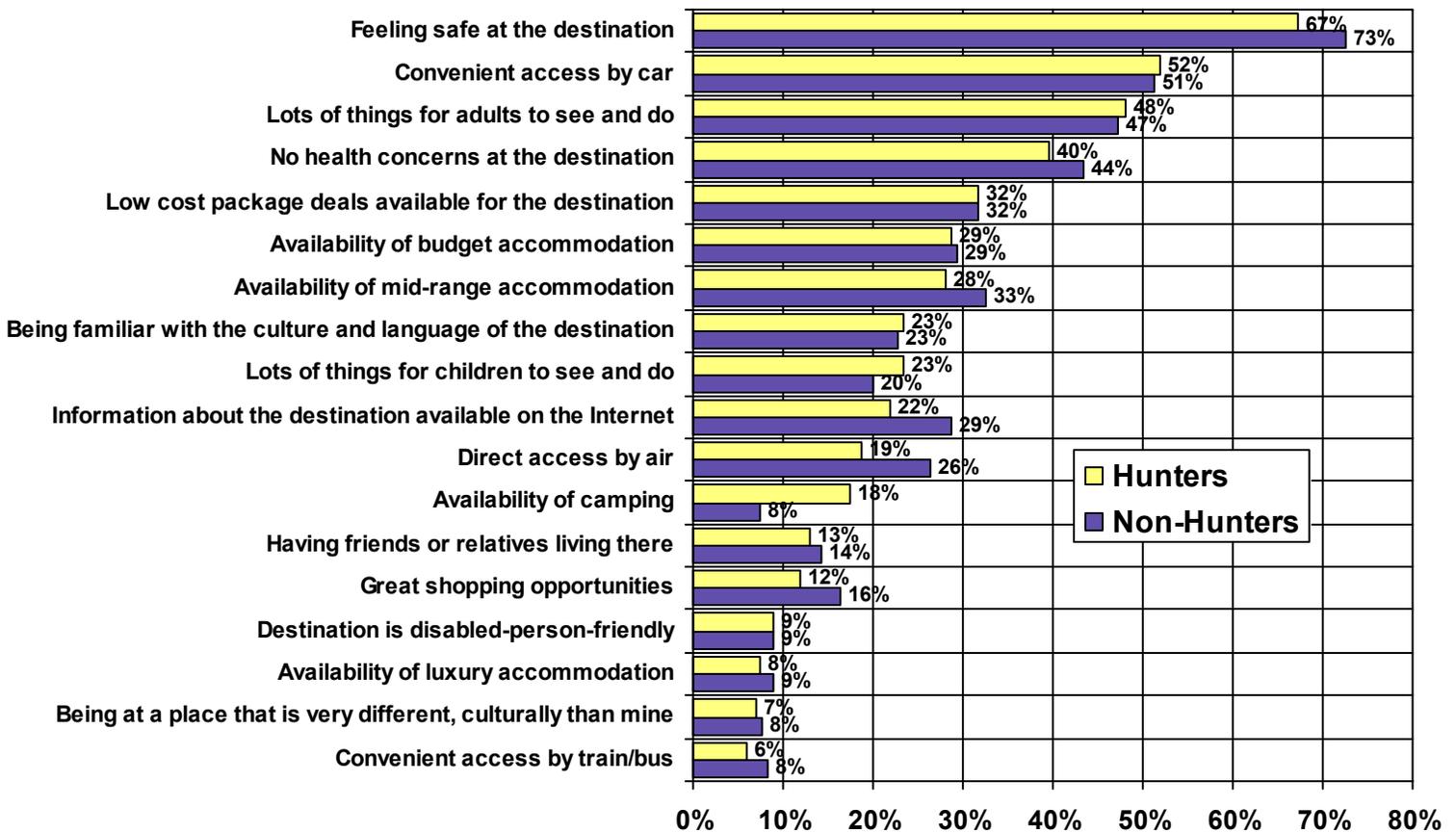


Other Attributes of a Destination Considered Important

The attributes of a destination that are considered highly important by Hunters parallel those that are considered important by Non-Hunters. Thus, it is important to both Hunters and Non-Hunters that they feel safe at a destination, that there is a lot to see and do and that the destination is accessible by car.

However, relative to Non-Hunters, Hunters are more likely to consider it highly important that camping is available at a destination. Although safety is a top consideration, Hunters are less likely than Non-Hunters to consider it highly important that a destination offers a feeling of safety and no health concerns. Hunters are also less likely to consider it important that a destination is accessible by air, has information available on the Internet, has mid-range accommodation, or offers great shopping opportunities.

Fig. 16 Importance of Destination Attributes (% Rating Each Attribute as “Highly Important”)



How Destinations are Selected

Those who hunt while on trips were asked a series of questions concerning how they select destinations. Similar to the Non-Hunters, the majority of Hunters begin with a particular destination in mind. However, relative to Non-Hunters, Hunters are more likely to begin planning a vacation by considering the types of activities they would like to do while on vacation. For summer vacations, Hunters also less likely than the average U.S. Pleasure Traveler to look for packaged deals with no destination in mind.

Fig. 17 How Destinations Are Selected (Summer and Winter Vacations)

	Hunters	Non-Hunters	Pleasure Travelers	Index
Size of Market	9,203,197	161,307,044	170,510,241	100
Summer				
Started with a desired destination in mind	55.0%	58.4%	58.2%	94
Started by considering specific activities wanted to do	14.0%	9.7%	9.9%	141
Started with a certain type of vacation experience in mind	20.6%	17.1%	17.3%	119
Looked for packaged deals - no destination in mind	0.7%	1.1%	1.1%	65
Considered something else first	3.6%	4.6%	4.6%	79
Don't know / Other	6.0%	9.0%	8.9%	68
Winter				
Started with a desired destination in mind	55.3%	59.2%	58.9%	94
Started by considering specific activities wanted to do	19.8%	10.7%	11.3%	176
Started with a certain type of vacation experience in mind	13.2%	14.9%	14.8%	89
Looked for packaged deals - no destination in mind	1.4%	1.4%	1.4%	99
Considered something else first	3.8%	5.5%	5.3%	71
Don't know / Other	6.5%	8.4%	8.3%	79

Trip Planning and Information Sources Consulted

Those who hunt while on trips (56.2%) usually participate in the planning of their vacation, although this is more likely to be a shared responsibility than is the case for the average U.S. Pleasure Traveler. The most frequently consulted source of information is the Internet. Past experience and the advice of family and friends also are taken into consideration by the majority of Hunters. However, relative to the average U.S. Pleasure Traveler, Hunters are more likely to obtain travel information from trade, travel and sports shows, and television, newspaper and magazine advertising.

Fig. 18 Who Plans Vacations and Information Sources Consulted

		Hunters	Non-Hunters	Pleasure Travelers	Index
Size of Market		9,203,197	161,307,044	170,510,241	100
Who Plans Trips?	Respondent plans trips	36.2%	39.3%	39.2%	92
	Trip planning a shared responsibility	20.0%	17.5%	17.6%	114
	Someone else plans trips	43.8%	43.2%	43.2%	101
Information Sources Consulted	An Internet website	71.6%	76.2%	76.0%	94
	Past experience /Been there before	60.6%	54.1%	54.5%	111
	Advice of others /Word-of-mouth	53.7%	44.9%	45.4%	118
	Maps	38.7%	32.3%	32.7%	119
	Official travel guides or brochures from state/province	23.1%	20.4%	20.6%	113
	Visitor information centres	22.3%	20.3%	20.4%	109
	A travel agent	19.7%	18.6%	18.6%	105
	Articles in newspapers /magazines	19.6%	18.1%	18.1%	108
	An automobile club such as AAA	18.5%	24.3%	24.0%	77
	Travel information received in the mail	17.6%	15.7%	15.8%	112
	Advertisements in newspapers / magazines	14.8%	10.6%	10.9%	136
	Programs on television	10.4%	6.9%	7.1%	147
	Visits to trade, travel or sports shows	10.4%	2.0%	2.4%	425
	Travel guide books (e.g., Fodor's)	9.3%	12.2%	12.0%	77
	Advertisements on television	7.2%	3.8%	4.0%	179
	An electronic newsletter or magazine received by e-mail	6.9%	6.0%	6.0%	115

Use of the Internet to Plan and Arrange Trips

The Internet is an important vacation planning tool for Hunters. The majority of Hunters have used the Internet to plan trips (65.8%). Less than one-half, however, have purchased part of a trip over the Internet (42.3%). Accommodations and air tickets are the trip components most often purchased over the Internet.

Fig. 19 Use of the Internet to Plan and Book Travel

		Hunters	Non-Hunters	Pleasure Travelers	Index
Size of Market		9,203,197	161,307,044	170,510,241	100
Percent Using Internet to Plan or Book Travel	Does not use the Internet	34.2%	30.8%	31.0%	110
	Uses Internet to plan trips only	23.5%	19.9%	20.1%	117
	Uses Internet to book part of trip	42.3%	49.3%	48.9%	87
Types of Websites Consulted	A travel planning / booking website	53.8%	55.7%	55.6%	97
	A website of a hotel or resort	51.3%	53.4%	53.3%	96
	An airline's website	42.9%	45.7%	45.6%	94
	A tourism website of a country / region / city	37.2%	35.0%	35.1%	106
	A website of an attraction	32.9%	33.4%	33.4%	99
	Some other website	27.5%	24.9%	25.1%	110
	A cruise line website	12.0%	12.5%	12.4%	96
	A motorcoach website	1.5%	1.3%	1.3%	110
Parts of Trips Booked Over The Internet	Accommodations	71.5%	71.9%	71.9%	99
	Air tickets	67.3%	70.7%	70.6%	95
	Car rental	36.8%	38.0%	38.0%	97
	Tickets or fees for specific activities or attractions	29.1%	26.2%	26.3%	110
	A package containing two or more items	22.4%	17.6%	17.8%	126
	Tickets for rail, bus or boat / ship fares	11.9%	11.9%	11.9%	100
	Other	3.8%	2.9%	2.9%	129

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

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