

The Outdoor Adventure Travel Market

**A Profile of Canadians & Americans Who Have Traveled for the
Main Purpose of Outdoor Adventure**

Industry, Tourism and Investment

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Executive Summary

- Canadians (2.7 million) and Americans (4.2 million) who have traveled in Canada and for the main purpose of Outdoor Adventure¹ – “main reason-Outdoor Adventurers” – account for an important portion of the total overnight pleasure travel market that has vacationed in Canada (16% and 20%, respectively).
- The main reason-Outdoor Adventure travel market has been largely untapped by the Northwest Territories and represents a potential source market. Only a minute portion has vacationed here – just 1% of the Canadian segment and 3% of the American segment – but when they travel, they engage in some activities that are first-rate and abundant in the Northwest Territories:

Any Participation in Travel Activities Characteristic of the Northwest Territories			
Canadian Main Reason-Outdoor Adventurers	%	American Main Reason-Outdoor Adventurers	%
1. Hiking	69%	1. Flora/Fauna Viewing	71%
2. Camping	64%	2. Visiting a Nature Park	62%
3. Flora/Fauna Viewing	60%	3. Hiking	62%
4. Visiting a Nature Park	58%	4. Camping	48%
5. Kayaking/Canoeing	42%	5. Photography	35%
6. Fishing	32%	6. Fishing	32%
7. Photography	26%	7. Aboriginal Culture/Events	31%
8. Aboriginal Culture/Events	23%	8. Kayaking/Canoeing	30%
9. Ice-Skating	20%	9. Whitewater Rafting	18%
10. Cross-Country Skiing	17%	10. Viewing Northern Lights	15%
11. Viewing Northern Lights	13%	11. ATVs	13%
12. Snowshoeing	12%	12. Cross-Country Skiing	12%
13. ATVs	11%	13. Hunting	11%
14. Whitewater Rafting	11%	14. Ice-Skating	9%
15. Ice-Fishing	9%	15. Rock-Climbing	9%
16. Snowmobiling	6%	16. Ice-Fishing	7%
17. Hunting	6%	17. Snowmobiling	7%
18. Rock-Climbing	5%	18. Snowshoeing	7%
19. Dog-Sledding	2%	19. Dog-Sledding	3%

- Dining and shopping, however, are what main reason-Outdoor Adventurers do most while traveling. Most like to eat in local outdoor cafés and restaurants that offer local ingredients and recipes, and shop for clothing, shoes and jewellery, local arts and crafts, and books and music.

¹ “Outdoor adventure” is defined as participation while traveling in any of the following activities: hiking; flora/fauna viewing; canoeing/kayaking; and, whitewater rafting.

- Eating out and shopping aside, the top three activities that main reason-Outdoor Adventurers engage in while traveling are:

Top 3 Travel Activities*			
Canadian Main Reason-Outdoor Adventurers	%	American Main Reason-Outdoor Adventurers	%
1. Hiking	69%	1. Flora/Fauna Viewing	71%
2. Camping	64%	2. Visiting Historic Sites/Buildings	62%
3. Flora/Fauna Viewing	60%	3. Attending Fairs/Festivals	62%

**Top 3 travel activities with the highest percentage of participation following dining and shopping.*

- Compared to the Canadian group, American main reason-Outdoor Adventurers are more interested in history (e.g., visiting historic sites and museums), culture (e.g., performing arts) and entertainment (e.g., visiting amusement parks). They tend to participate in higher proportion in these types of travel activities than in those more characteristic of the Northwest Territories.
- Overall, American main reason-Outdoor Adventurers exhibit a lot of variety in their travel activities and they want to do a lot and see a lot while traveling. They generally participate in travel activities in larger proportions than Canadians – except in some “Outdoor Adventure” activities (hiking and kayaking/canoeing), camping and some outdoor winter activities.
- Aboriginal culture/events could be an edge for the Northwest Territories in the American segment: about a quarter (24%) of American main reason-Outdoor Adventurers have visited Aboriginal heritage attractions (e.g., museums, interpretive centres) while traveling and 16% have attended Aboriginal arts and crafts shows.
- The activities that in highest proportion drive Canadian main reason-Outdoor Adventurers to travel are more closely aligned with Outdoor Adventure compared to some that drive the American group to travel. American main reason-Outdoor Adventurers have a broader range of interests strong enough to be actual trip motivators.
- Alone, certain Outdoor Adventure activities may not be enough to attract the mass main reason-Outdoor Adventure travel market to the Northwest Territories:
 - 30% and 18% of Canadian and American main reason-Outdoor Adventurers, respectively, have traveled mainly for kayaking/canoeing.
 - Just 8% and 13% of Canadian and American main reason-Outdoor Adventurers, respectively, have traveled mainly for whitewater rafting.
- However, some sectors of the market may be enthusiastic enough to travel specifically to engage in certain types of Outdoor Adventure travel activities:

- 62% and 73% of Canadian and American main reason-Outdoor Adventurers over the age of 55, respectively, have traveled mainly to view flora/fauna.
- 59% and 60% of Canadian and American main reason-Outdoor Adventurers between the ages of 18 and 34, respectively, have traveled mainly to hike.
- Whether it's the main reason for travel or not, participation in some of the more active or rugged outdoor activities (e.g., hiking, camping, kayaking/canoeing) is highest among the 18-34 cohort and decreases with age. Conversely, participation in "lighter" outdoor activities (e.g., flora/fauna viewing) increases with age. Different age groups participate at significantly different levels in "Outdoor Adventure":

"Outdoor Adventure" Travel Activities	Canadian Main Reason- Outdoor Adventurers			American Main Reason- Outdoor Adventurers		
	18-34	35-54	55+	18-34	35-54	55+
Flora/Fauna Viewing	50%	62%	76%	51%	69%	87%
Hiking	75%	68%	57%	76%	66%	49%
Kayaking/Canoeing	52%	41%	23%	42%	34%	18%
Whitewater Rafting	16%	10%	3%	25%	23%	10%

- Relevant to the Northwest Territories, main reason-Outdoor Adventurers are interested in fishing. The majority fish when they are *not* traveling and just under a third of each of the Canadian and American segments have fished while they *are* traveling. With regard to hunting, American main reason-Outdoor Adventurers have a greater interest: 23% hunt when they are *not* traveling compared to 12% of the Canadian segment, and 11% of the American segment have hunted *while* traveling compared to just 6% of the Canadian set. Men fish and hunt in greater proportion than women.
- Land-based outdoor activities are more popular than water-based outdoor activities and both are more popular than winter outdoor activities. The American group, particularly, seems more likely to travel in Canada in fair weather than winter weather. Aside from downhill skiing, the main reason-Outdoor Adventure market does not heavily engage in outdoor winter travel activities.
- Camping is the most popular form of lodging, especially in the Canadian main reason-Outdoor Adventure market where there is a marked gap between the portion that have stayed in a public campground (52%) and the next most popular form of lodging, a lakeside/riverside resort (34%). More American (22%) than Canadian (15%) main reason-Outdoor Adventurers have stayed in a wilderness lodge.
- Canadian main reason-Outdoor Adventurers engage more in self-guided touring (55%) than organized group tours (43%), while American main reason-Outdoor Adventurers engage equally in

self-guided (51%) and organized group tours (51%). Organized wilderness/outdoor day tours are popular: 55% of Canadian and 48% of American main reason-Outdoor Adventurers have taken part.

- The majority of main reason-Outdoor Adventurers are involved in planning all of their overnight pleasure trips. Most don't purchase travel packages.
- The Internet is a sure-fire way to advertise to main reason-Outdoor Adventurers, particularly those under 55. (Still, the majority of those *over* 55 use the Internet for trip planning, too.) The Internet is also a way to close the sale. The vast majority of American main reason-Outdoor Adventurers aged 18-34 and 35-54, for example, booked travel online (73% and 72%, respectively). And proportions are likely even higher now given the proliferation of the Internet economy since this data was collected nearly five years ago.
- The advice of friends or relatives and past experience (having traveled to a place before) also heavily influence the choice of travel destination. Maps, too, are among the most important sources of information used in trip planning – by all ages of the market. And, particularly for the American segment, automobile clubs (e.g., AAA) may be a channel to distribute travel information: AAA is an information source for 43% of the market (and more over 55) and the majority has a membership.
- As there is potential to capitalize on the recent success of *Ice Pilots NWT*, it is noteworthy that almost half of main reason-Outdoor Adventurers aged 18-34 watch reality TV shows, as do a sizeable share of those aged 35-54, and about a fifth of those over 55. And proportions are likely much higher now given the success of reality TV since this data was collected nearly five years ago.
- The juxtaposition of the tranquil and the wild in the Northwest Territories offers to fully satisfy what the majority of main reason-Outdoor Adventurers seek from a vacation – relaxation and stress relief, a break from the day-to-day, and a desire to see and do new and different things. Main reason-Outdoor Adventurers want to feel safe at a destination, have lots to see and do and not worry about their health.
- In most cases, the Northwest Territories needs to be top-of-mind to be chosen as a vacation destination: the majority of main reason-Outdoor Adventurers start with a desired destination in mind when planning a trip. Effort is required for the Northwest Territories to stand out as top-of-mind for main reason-Outdoor Adventurers; most other Canadian and U.S. locations hold more appeal as vacation destinations and a sizeable chunk of the market seems to feel ambivalent about a Northwest Territories vacation. Still, close to a third of each of the Canadian and American segments think the Northwest Territories is a highly appealing vacation destination and just over a fifth of each think there are many good reasons to travel here.
- Ontario and Québec show potential as source markets: 38% of Canadian main reason-Outdoor Adventurers resided in Ontario and 27% in Québec. Toronto was a larger source market than either of British Columbia or Alberta. However, proximity is a factor in choosing a place to travel: Canadian, slightly more than American, main reason-Outdoor Adventurers think that “convenient

access by car” is a highly important condition in choosing a vacation destination (46% and 41%, respectively).

Background

This report draws on results from the 2006 Travel Activities and Motivation Survey (TAMS) to form a profile of the North American Outdoor Adventure travel market.

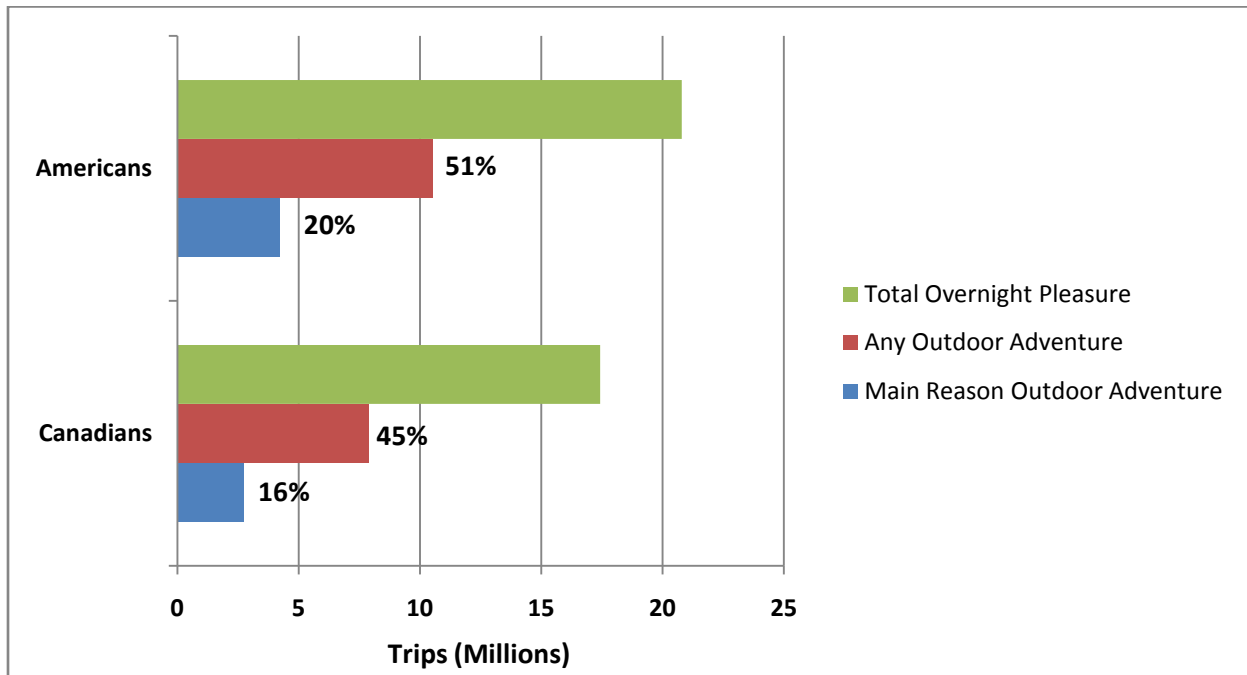
TAMS was conducted in 2006 by Statistics Canada on behalf of a Federal/Provincial/Territorial government tourism partnership to study the travel activities and habits of Canadians and Americans aged 18 years and older. The TAMS research presented in this report offers a profile of the Canadian and American respondents who had taken at least one out-of-town, overnight pleasure trip somewhere in Canada during the 2004 and 2005 reference period and claimed that “Outdoor Adventure” was the main purpose for taking at least one trip in this period. Outdoor Adventure is defined as participation in any of the following travel activities: whitewater rafting; canoeing/kayaking; hiking; and, flora/fauna viewing.

Market Size and Share

Of the 17.4 million Canadians and the 20.8 million Americans who had taken at least one out-of-town, overnight pleasure trip to any Canadian destination between 2004 and 2006, 7.9 million (45%) and 10.5 million (51%), respectively, participated in Outdoor Adventure activities. Of these, 2.7 million Canadians and 4.2 million Americans claimed Outdoor Adventure was their *main reason* for traveling. It is this group – the “main reason-Outdoor Adventurers” – that this report will focus on.

The number of trips taken by main reason-Outdoor Adventurers and the segment’s share of the total overnight pleasure travel market is charted below. As shown, a greater proportion of American overnight pleasure travelers participated in Outdoor Adventure activities, and claimed it was their main reason for travel, than Canadians.

Size and Proportion of the Main Reason-Outdoor Adventure Segment: 2004-2006



Demographic Makeup

Origin

The vast majority of Americans (92%) who traveled mainly for Outdoor Adventure were born in the States. A smaller majority of the Canadian main reason-Outdoor Adventure segment (78%) was born in Canada; 22% were immigrants.

Canadian main-reason Outdoor Adventurers were predominantly residents of Ontario (38%) and Québec (27%). Toronto was a larger source market than either of British Columbia or Alberta: 17% of the segment resided in Toronto, compared to 14% from B.C. and 12% from Alberta. This may suggest a desire for Outdoor Adventure – an escape from the city – among those living in an urban centre. Many American main reason-Outdoor Adventurers resided in California (12%), New York (9%), Michigan (8%), Washington (6%), Ohio (6%) and Florida (5%).

Gender

The Canadian main reason-Outdoor Adventure segment was half male and half female. There were slightly more males in the American segment (54%) than females (46%).

Age

The American segment was slightly older than the Canadian segment. Most Americans were aged 45 or older (60%) and most Canadians were between 25 and 54 (66%).

Education

Most American main reason-Outdoor Adventurers were highly educated: 58% held a University degree and/or had accomplished some form of post-graduate education. The largest share of the Canadian segment possessed a University degree (40%), but there were sizeable portions that either held a post-secondary diploma or certificate (24%) or were high school educated (20%). (It is possible that some respondents were high school students.)

Employment

The majority of Canadians and Americans who traveled for the main purpose of Outdoor Adventure were employed² (67%, respectively). More American than Canadian main reason-Outdoor Adventurers were retired (20% versus 10%), but a larger proportion of Canadian main reason-Outdoor Adventurers were students (9%) than in the American segment (3%).

Income

Those who claimed dual and single incomes are near in proportion, suggesting the market may be similarly single and partnered. Of Canadians who traveled mainly for Outdoor Adventure, 40% reported a single income household while 38% were in a dual income household. 40% of Americans were in a dual income household and 35% were in a single income household.

With a slightly larger proportion of American main reason-Outdoor Adventurers in dual income households versus Canadians, it makes sense that a larger proportion reported a greater total household income: the largest proportion of Americans (36%) who stated their income in the survey³ made \$100K or more (US\$) annually, followed by 32% who earned between \$60K and \$100K (US\$). The largest group

² Includes full-time (30 or more hours per week), part-time (less than 30 hours per week), and self-employed workers.

³ 90% of American main reason-Outdoor Adventurers stated their income in TAMS.

of Canadians (33%) who stated their income⁴ reported a total annual household income between \$60K and \$100K, followed by 26% who reported over \$100K annually.

Household Composition

The American group was asked about marital status, and 70% stated they were married. The largest proportion of the market claimed to live in a 2-person household (43%), and another 15% claimed to live alone, which suggests the majority of the segment has no children. The largest proportion of Canadian main-reason Outdoor Adventurers claimed to be couples with no children (36%). This was followed by couples with children under the age of 18 (20%).

Demographic Comparison

The following table compares the demographic makeup of the Canadian and American segments of the main reason-Outdoor Adventure market to that of the Canadian and American segments of the broader pleasure travel market. (The pleasure travel market is comprised of those who have taken at least one out-of-town overnight pleasure trip in Canada between 2004 and 2006.)

Demographic Traits of the Main Reason-Outdoor Adventure Market Compared to the Total Overnight Pleasure Market: 2004-2006

Demographic Characteristics	Canadian Mkt Comparison		American Mkt Comparison	
	Pleasure Travelers	Main Reason-Outdoor Adventurers	Pleasure Travelers	Main Reason-Outdoor Adventurers
Country of Birth				
Home Country	82%	78%	91%	92%
Other Country	18%	22%	7%	6%
Place of Residence				
Ontario	38%	38%		
Québec	23%	27%		
British Columbia	14%	14%		
Alberta	11%	12%		
California			10%	12%
New York			11%	9%
Michigan			8%	8%
Washington			6%	6%
Gender				
Male	49%	50%	52%	54%
Female	51%	50%	48%	46%

⁴ 89% of Canadian main reason-Outdoor Adventurers stated their income in TAMS.

Demographic Characteristics	Canadian Mkt Comparison		American Mkt Comparison	
	Pleasure Travelers	Main Reason- Outdoor Adventurers	Pleasure Travelers	Main Reason- Outdoor Adventurers
Age				
18-34	32%	40%	26%	25%
35-54	41%	41%	35%	37%
55+	27%	19%	39%	38%
Education				
Less than high school	10%	5%	2%	2%
High school diploma	26%	21%	12%	8%
Some post-secondary	11%	11%	26%	21%
Post-secondary diploma	22%	24%	10%	8%
University degree/post-grad	30%	40%	49%	58%
Labour Force Participation				
Full-time work (30+ hrs/week)	49%	53%	49%	50%
Part-time work (< 30 hrs/week)	6%	5%	7%	7%
Self-employed	10%	9%	8%	10%
Student	7%	9%	4%	3%
Retired	17%	10%	21%	20%
Household Income*				
Under \$40,000	23%	24%	18%	17%
\$40,000 - \$59,999	19%	18%	17%	15%
\$60,000 - \$99,999	32%	32%	32%	32%
\$100,000 or more	26%	26%	33%	36%

*Percentage of total that stated income.

In summary:

- Compared to the overall Canadian pleasure travel market, a slightly larger proportion of Canadian main reason-Outdoor Adventurers were born outside of Canada.
- There were slightly larger shares of main reason-Outdoor Adventurers who resided in Québec and California than in comparative pleasure travel segments.
- There was a more distinct male-female split, in favour of men, in the American main reason-Outdoor Adventure market than in the overall American pleasure travel market.
- Age categories were represented in relatively similar proportions between the American main reason-Outdoor Adventure and pleasure travel markets. In the Canadian main reason-Outdoor

Adventure market, there was a higher share of those in the 18-34 cohort and a lower share 55 and older, compared to the overall Canadian pleasure travel market.

- Compared to the respective pleasure travel markets, there were larger shares of Canadian and American main reason-Outdoor Adventurers with a University or post-graduate education.
- A smaller share of the Canadian main reason-Outdoor Adventure market was retired compared to the pleasure travel market, and a slightly larger share worked full-time.
- There were slightly more main reason-Outdoor Adventurers in the American market that made \$100K or more annually than in the overall American pleasure travel market.

Travel Activities

Main Reasons For Pleasure Travel

Not surprising, sizeable shares of the main reason-Outdoor Adventure market traveled mainly to hike, or mainly to view the flora/fauna – activities that fall under the Outdoor Adventure definition. However, substantial proportions of main reason-Outdoor Adventurers also took overnight pleasure trips during the 2004-2005 period for main reasons *other* than Outdoor Adventure.

In fact, there are many activities that main reason-Outdoor Adventurers displayed an interest in that are not included as participatory activities under the Outdoor Adventure definition, but were motivation enough to be the main reason for travel. These are shaded in gray in the tables below. (Activities are listed in the tables if they were a main reason for travel for 15% or more of main reason-Outdoor Adventurers in their respective segment).

Main Purpose of Trips Taken by Canadian Main Reason-Outdoor Adventurers: 2004-2006

CANADIAN MAIN REASON-OUTDOOR ADVENTURERS				
Main Reason for Trip		Number of Trips	As % of Main Reason Outdoor Adv.	% Compared to American Segment
1	Hiking	1,452,000	52.9%	↑
2	Visiting a Nature Park	1,109,000	40.4%	↓
3	Camping	1,052,000	38.3%	↑
4	Flora/Fauna Viewing	1,038,000	37.8%	↓
5	Sunbathing or Sitting on Beach	869,000	31.7%	↑
6	Resort/Spa	830,000	30.2%	↓
7	Kayaking/Canoeing	813,000	29.6%	↑
8	Fairs/Festivals	767,000	28.0%	↓
9	Food & Wine	766,000	27.9%	↓
10	Alpine Skiing	656,000	23.9%	↑
11	Theme/Amusement Parks	640,000	23.3%	↓
12	Historic Sites/Buildings	625,000	22.8%	↓

CANADIAN MAIN REASON-OUTDOOR ADVENTURERS				
Main Reason for Trip	Number of Trips	As % of Main Reason Outdoor Adv.	% Compared to American Segment	
13	Swimming in Lakes	617,000	22.5%	*
14	Shopping	516,000	18.8%	↓
15	Fishing	513,000	18.7%	↑
16	Well-Known Natural "Wonders"	513,000	18.7%	↓
17	Spectator Sports	501,000	18.2%	↓
18	Performing Arts	488,000	17.8%	↓
19	Swimming in Oceans	455,000	16.6%	↓
20	Team Sports/Tournaments	445,000	16.2%	↑

* Less than 15% of American main reason-Outdoor Adventurers traveled for this main purpose.

Main Purpose of Trips Taken by American Main Reason-Outdoor Adventurers: 2004-2006

AMERICAN MAIN REASON-OUTDOOR ADVENTURERS				
Main Reason for Trip	Number of Trips	As % of Main Reason Outdoor Adv.	% Compared to Canadian Segment	
1	Flora/Fauna Viewing	2,231,000	53.0%	↑
2	Hiking	1,899,000	45.1%	↓
3	Visiting a Nature Park	1,843,000	43.8%	↑
4	Theme/Amusement Parks	1,647,000	39.1%	↑
5	Food & Wine	1,444,000	34.3%	↑
6	Fairs/Festivals	1,395,000	33.1%	↑
7	Well-Known Natural "Wonders"	1,378,000	32.7%	↑
8	Historic Sites/Buildings	1,360,000	32.3%	↑
9	Spectator Sports	1,336,000	31.7%	↑
10	Resort/Spa	1,319,000	31.4%	↑
11	Camping	1,122,000	26.7%	↓
12	Sunbathing or Sitting on Beach	1,000,000	23.8%	↓
13	Casino	996,000	23.7%	*
14	Museums	995,000	23.6%	*
15	Performing Arts	896,000	21.3%	↑
16	Shopping	819,000	19.5%	↑
17	Swimming in Oceans	792,000	18.8%	↑
18	Fishing	783,000	18.6%	↓
19	Alpine Skiing	774,000	18.4%	↓
20	Zoos	742,000	17.6%	*
21	Kayaking/Canoeing	741,000	17.6%	↓
22	Aquariums	721,000	17.1%	*
23	Hands-On Learning Activities	693,000	16.5%	*
24	Team Sports/Tournaments	638,000	15.2%	↓

* Less than 15% of Canadian main reason-Outdoor Adventurers traveled for this main purpose.

The number one main reason for travel for the Canadian segment (hiking), and the top two main travel reasons for the American segment (flora/fauna viewing and hiking, respectively), fall under “Outdoor Adventure”.

Some activities that were the main reason for trips seem to correspond to Outdoor Adventure (e.g., visiting a nature park, camping). However, some main reason-Outdoor Adventurers traveled for reasons seemingly unrelated to Outdoor Adventure. This was most evident among American main reason-Outdoor Adventurers, who also traveled mainly for reasons such as to visit amusement parks (39%), or to view sporting events (32%) or to gamble (24%).

Overall, Americans who travelled mainly for Outdoor Adventure listed a greater number and variety of travel activities⁵ that were *other* main reasons for trips taken than Canadians did. This may suggest that, compared to the Canadian segment, American main reason-Outdoor Adventurers have a broader range of interests strong enough to be actual trip motivators (e.g., casino gambling, visits to zoos/aquariums, museum trips). It is also possible that American main reason-Outdoor Adventurers claimed more than one main reason for a trip – and thus traveled for more than one main purpose.

The main reason-Outdoor Adventure segment may be inclined to take separate trips for some purposes that fall under the Outdoor Adventure definition (e.g., flora/fauna viewing, hiking) but not all. For example, the survey data seems to suggest that whitewater rafting, an activity under the Outdoor Adventure definition, may not be enough on its own to be the main reason for travel for Canadian and American main reason-Outdoor Adventurers, as just 8% and 13%, respectively, traveled mainly for this. The same may be true for kayaking/canoeing in the American segment – 18% traveled mainly for this reason.

As an overall comparison, the general pleasure travel market traveled mainly for an “Outdoor Adventure” activity in the following, relatively smaller, proportions:

Main Trip Reason	Canadian Markets		American Markets	
	Main Reason- Outdoor Adventurers	Pleasure Travelers	Main Reason- Outdoor Adventurers	Pleasure Travelers
Hiking	53%	8%	45%	9%
Flora/Fauna Viewing	39%	6%	53%	11%
Kayaking/Canoeing	30%	5%	18%	4%
Whitewater Rafting	8%	1%	13%	3%

Any Participation in Various Travel Activities

Regardless of the main purpose of travel, main reason-Outdoor Adventurers participated in a great number and variety of travel activities. The tables below display the top 30 activities that the Canadian and American segments indicated *any* participation in while traveling in the reference period.

⁵ A greater number of travel activities that were participated in by 15% or more of main reason-Outdoor Adventurers.

Top 30 Travel Activities Participated in by Canadian Main Reason-Outdoor Adventurers: 2004-2006

CANADIAN MAIN REASON-OUTDOOR ADVENTURERS				
Any Participation		Number of Trips	As % of Main Reason Outdoor Adv.	% Compared to American Segment
1	Dining	2,210,000	81%	↓
2	Shopping	2,200,000	80%	↓
3	Hiking	1,890,000	69%	↑
4	Camping	1,750,000	64%	↑
5	Flora/Fauna Viewing	1,645,000	60%	↓
6	Resort/Spa	1,594,000	58%	↓
7	Visiting a Nature Park	1,587,000	58%	↓
8	Historic Sights/Buildings	1,534,000	56%	↓
9	Swimming in Lakes	1,516,000	55%	↑
10	Fairs/Festivals	1,512,000	55%	↓
11	Sunbathing or Sitting on Beach	1,509,000	55%	↑
12	Theme/Amusement Parks	1,322,000	48%	↓
13	Gardens/Aquariums/Zoos	1,263,000	46%	↓
14	Museums	1,248,000	46%	↓
15	Kayaking/Canoeing	1,155,000	42%	↑
16	Well-Known Natural "Wonders"	1,118,000	41%	↓
17	Went to the Movies	1,101,000	40%	↓
18	Swimming in Oceans	1,037,000	38%	↓
19	Performing Arts	961,000	35%	↓
20	Spectator Sports	905,000	33%	↓
21	Fishing	883,000	32%	↔
22	Art Galleries	859,000	31%	↓
23	Motor/Sailboating	836,000	31%	↑*
24	Team Sports/Tournaments	829,000	30%	↓
25	Cycling	794,000	29%	↑*
26	Free Outdoor Performances	763,000	28%	↓
27	Hands-On Learning Activities	730,000	27%	↓
28	Casino	726,000	27%	↓
29	Photography	699,000	26%	↓
30	Downhill Skiing	691,000	25%	↑*

*Did not rank in the Top 30 for the American segment.

Top 30 Travel Activities Participated in by American Main Reason-Outdoor Adventurers: 2004-2006

AMERICAN MAIN REASON-OUTDOOR ADVENTURERS				
Any Participation		Number of Trips	As % of Main Reason Outdoor Adv.	% Compared to Canadian Segment
1	Dining	3,663,000	87%	↑
2	Shopping	3,505,000	83%	↑
3	Flora/Fauna Viewing	2,996,000	71%	↑
4	Historic Sights/Buildings	2,936,000	70%	↑
5	Fairs/Festivals	2,883,000	69%	↑
6	Gardens/Aquariums/Zoos	2,781,000	66%	↑
7	Visiting a Nature Park	2,611,000	62%	↑
8	Hiking	2,596,000	62%	↓
9	Museums	2,585,000	61%	↑
10	Resort/Spa	2,576,000	61%	↑
11	Theme/Amusement Parks	2,568,000	61%	↑
12	Well-Known Natural "Wonders"	2,486,000	59%	↑
13	Casino	2,180,000	52%	↑
14	Camping	2,034,000	48%	↓
15	Spectator Sports	1,942,000	46%	↑
16	Went to the Movies	1,934,000	46%	↑
17	Sunbathing or Sitting on Beach	1,913,000	46%	↓
18	Swimming in Oceans	1,887,000	45%	↑
19	Performing Arts	1,860,000	44%	↑
20	Went to Wineries	1,750,000	42%	↑*
21	Art Galleries	1,685,000	40%	↑
22	Swimming in Lakes	1,601,000	38%	↓
23	Free Outdoor Performances	1,509,000	36%	↑
24	Hands-On Learning Activities	1,462,000	35%	↑
25	Photography	1,461,000	35%	↑
26	Fishing	1,333,000	32%	↔
27	Team Sports/Tournaments	1,322,000	31%	↑
28	Aboriginal Culture/Events	1,303,000	31%	↑*
29	Went to IMAX Movie	1,302,000	31%	↑*
30	Kayaking/Canoeing	1,254,000	30%	↓

*Did not rank in the Top 30 for the Canadian segment.

In both the Canadian and American groups, dining and shopping were the activities with the highest level of participation. Eating out is not unexpected, as all of the trips reported were out-of-town, and shopping is a trip activity typically engaged in (although it is seldom the main purpose of the trip. This holds true for main reason-Outdoor Adventurers, the vast majority of who shopped, but less than a fifth of each of the Canadian and American groups listed it as a main reason for travel.)

The thick black line in each of the two previous tables separates the activities in each segment that the majority participated in from those the minority participated in. There were slightly more activities that majority amounts of American main reason-Outdoor Adventurers participated in than majority amounts of the Canadian group (13 versus 11). There was also a greater range in the types of activities that majority amounts of the American group engaged in as compared to the Canadian segment, whose majority activities more closely aligned with “Outdoor Adventure.”

Overall, as noted with the main reason for travel data, American main reason-Outdoor Adventurers generally participated in activities in larger proportions than Canadians. The exception to this was in some activities that fall under the Outdoor Adventure definition: Canadian main reason-Outdoor Adventurers participated in larger proportions than Americans in hiking and kayaking/canoeing. They also participated in larger proportions in some other activities that seem to revolve around camping (including camping itself) – swimming in lakes, motor/sailboating and sunbathing/sitting on a beach. The American group, on the other hand, was more interested in history (visiting historic sites or buildings, and museums) than the Canadian group, as well as in cultural activities (performing arts, art galleries and Aboriginal culture/events).

These activities and others are further analyzed below by category: Outdoor Activities; Culture/Learning Activities; Entertainment Activities; Food/Wine Activities; and, “Other” Activities.

Outdoor Activities

All American and Canadian main reason-Outdoor Adventurers participated in at least one outdoor activity while traveling. Land-based outdoor activities were slightly more popular than water-based outdoor activities among each group, particularly the American group. And both land- and water-based outdoor activities were much more popular than winter outdoor activities, although the majority of Canadian main reason-Outdoor Adventurers still participated in them (54%), versus the minority of Americans (40%). This suggests that American main reason-Outdoor Adventurers may be more likely to travel in Canada in fair weather than winter weather.

The top 5 land-based, water-based and winter outdoor activities are listed below for each group.

Top 5 Outdoor Travel Activities Participated in by Canadian Main Reason-Outdoor Adventurers: 2004-2006

Top Outdoor Activities (Canadian Main Reason-Outdoor Adventurers)		
Land-Based	Water-Based	Winter
1. Hiking (69%)	1. Swimming in Lakes (55%)	1. Downhill Skiing (25%)
2. Camping (64%)	2. Sunbathing/Sitting on Beach (55%)	2. Ice-Skating (20%)
3. Flora/Fauna Viewing (60%)	3. Swimming in Oceans (38%)	3. Cross-Country Skiing (17%)
4. Visiting Nature Park (58%)	4. Freshwater Kayaking/Canoeing (37%)	4. Showshoeing (12%)
5. Cycling (29%)	5. Freshwater Fishing (30%)	5. Snowboarding (10%)

Top 5 Outdoor Travel Activities Participated in by American Main Reason-Outdoor Adventurers: 2004-2006

Outdoor Activities (American Main Reason-Outdoor Adventurers)		
Land-Based	Water-Based	Winter
1. Flora/Fauna Viewing (71%)	1. Sunbathing or Sitting on Beach (46%)	1. Downhill Skiing (20%)
2. Visiting a Nature Park (62%)	2. Swimming in Oceans (45%)	2. Cross-Country Skiing (12%)
3. Hiking (62%)	3. Swimming in Lakes (38%)	3. Ice-Skating (9%)
4. Camping (48%)	4. Freshwater Fishing (27%)	4. Snowboarding (7%)
5. Cycling (25%)	5. Freshwater Kayaking/Canoeing (26%)	5. Ice Fishing (7%)

Land-Based Outdoor Activities

American Main Reason-Outdoor Adventurers

Flora/fauna viewing was the number one land-based outdoor activity – and the number one outdoor activity generally – among American main reason-Outdoor Adventurers: 71% of the group participated in the activity while traveling. Most viewed land-based animals (53%). 41% went whale-watching, one-third viewed wildflowers, and 30% went bird-watching. The largest portion of those who viewed the flora/fauna was aged 55 and older – 87% of American main reason-Outdoor Adventurers 55+ viewed flora/fauna – and more women engaged in the activity than men. In the overall American pleasure travel market, participation in flora/fauna viewing while traveling equalled 35%.

Visiting a nature park followed in popularity; 62% of American main reason-Outdoor Adventurers visited a national or provincial/territorial/state nature park while traveling. Participation in this activity was fairly consistent across gender, age, education and income categories.

In terms of hiking, most of the American group went on same-day hiking excursions (56%), while a quarter went hiking/backpacking in the wilderness with overnight camping or lodging. Hiking, though still incredibly popular among older age groups, was more popular for the 18-34 group particularly when it took place overnight in the wilderness. Participation was fairly equal between men and women. In the overall American pleasure travel market, 28% hiked while traveling.

Public campgrounds were the most popular choice while camping: 41% of American main reason-Outdoor Adventurers stayed in a public campground (e.g., a territorial park), versus 22% who stayed in a private campground and 19% who camped in the wilderness. Most camped in a tent (65%), although the proportion was much lower among those over 55 (40%). A quarter (25%) stayed in an RV, and this percentage was higher among those over 55 (36%). Camping does not seem to be an activity required out of financial need, but rather one engaged in for enjoyment, as the percentage of American main reason-Outdoor Adventurers making less than \$60K per year who camped (51%) was not significantly higher than those making \$100K+ who camped (46%). It is a “younger” activity, though: 62% of American main reason-Outdoor Adventurers aged 18-34 camped compared to 50% aged 35-54 and 38% aged 55 and older.

One quarter of American main reason-Outdoor Adventurers cycled while traveling. Recreational cycling/same-day cycling excursions were most popular: 18% of American main reason-Outdoor Adventurers engaged in this type of cycling activity. American main reason-Outdoor Adventurers also went mountain biking and cycled as an overnight touring trip (11% and 4%, respectively).

Although the activity didn't make the top 5, it is noteworthy that 15% of American main reason-Outdoor Adventurers (or 643,000) viewed the Northern Lights while traveling. Also relevant for the Northwest Territories, 19% of American main reason-Outdoor Adventurers golfed on their travels, 13% used an All-Terrain Vehicle, 11% hunted (9% hunted big game, 7% small game, and 5% birds) and 9% went rock climbing.

Canadian Main Reason-Outdoor Adventurers

Hiking was the most popular travel activity among Canadian main reason-Outdoor Adventurers (after dining and shopping), with more than two-thirds (69%) of the segment claiming participation. Most went on a same-day hiking excursion (59%) while just over a third of the segment went hiking/backpacking overnight in the wilderness (35%). Hiking, and particularly backpacking in the wilderness overnight, was more heavily engaged in by younger travelers. In the overall Canadian pleasure travel market, 28% hiked while traveling.

Nearly two-thirds (64%) of Canadian main reason-Outdoor Adventurers camped while traveling – more than in the American group (48%). Most (52%) camped in a public campground (e.g., territorial park), while just under a third (32%) camped in a private campground, and just under a quarter (24%) camped in the wilderness. The majority (75%) camped in a tent, but this decreased with age: 88% of those aged 18-34 camped in a tent, compared to 69% of those aged 35-54 and 45% of those over 55. (The reverse was true with RV-camping: 36% of those aged 55 and older camped in an RV, compared to 19% of those aged 35-54 and just 5% of those 18-34.) Camping was participated in equally by men and women, but not across the ages. Nearly three-quarters (71%) of Canadian main reason-Outdoor Adventurers aged 18-34 camped as compared to 46% of those aged 55 and older.

Most Canadian main reason-Outdoor Adventurers also viewed flora/fauna while traveling (60%). The largest portion viewed land-based animals (34%), followed by whales and other marine life (30%), birds (27%) and wildflowers (27%). A larger percentage of Canadian main reason-Outdoor Adventurers aged 55 and older (76%) viewed flora/fauna than those in the 18-34 age range (50%). In the overall Canadian pleasure travel market, 26% viewed the flora/fauna while traveling.

The majority of Canadian main reason-Outdoor Adventurers visited a national or provincial/territorial/state nature park while traveling (58%). This activity was engaged in by a larger percentage of female Canadian main reason-Outdoor Adventurers (64%) than males (52%).

29% of Canadian main reason-Outdoor Adventurers went cycling on their travels, most on a same-day, recreational cycling excursion (24%), while some went mountain biking (10%) and cycled as an overnight touring trip (5%).

Canadian main reason-Outdoor Adventurers also went golfing (18%), viewed the northern lights (13%), went climbing (13%), and used an all-terrain vehicle (11%) while traveling. A small percentage went hunting (6%).

Water-Based Outdoor Activities

American Main Reason-Outdoor Adventurers

American main reason-Outdoor Adventurers seem to desire relaxation too while traveling, as 46% sunbathed or sat on a beach. It was the most popular water-based outdoor activity for the group, followed by swimming in oceans (45%) and lakes (38%) – all summer activities.

More relevant for the Northwest Territories are fishing and boating activities. Freshwater fishing was the most popular type of fishing activity among American main reason-Outdoor Adventurers (27% participated), and even more popular among *male* American main reason-Outdoor Adventurers: 30% of the men fished in freshwater versus 24% of female American main reason-Outdoor Adventurers. Larger percentages of American main reason-Outdoor Adventurers who fished in freshwater were aged 18-34 (32%) and 35-54 (30%) than those who were 55 and older (21%). And, a larger percentage did *not* graduate from University (31%) compared to those who did (24%).

Kayaking/canoeing was the most popular type of boating activity among American main reason-Outdoor Adventurers, and kayaking/canoeing in freshwater was more popular than in the ocean: 26% of the segment kayaked/canoed in freshwater and 9% in the ocean. Kayaking/canoeing seems to decrease in popularity as age increases: 42% of American main reason-Outdoor Adventurers aged 18-34 kayaked/canoed, compared to 34% of those aged 35-54 and 18% of those 55 and older. Of the total American pleasure travel market, 12% kayaked/canoed while traveling.

American main reason-Outdoor Adventurers also engaged in motor-boating (19%), whitewater rafting (18%) and sailing (10%). Participation in whitewater rafting was equal between male and female American main reason-Outdoor Adventurers, but greater among those aged 18-34 (25%) and 35-54 (23%) than those over 55 (10%).

Another noteworthy water-based outdoor activity is diving/snorkelling: 26% of American main reason-Outdoor Adventurers participated in some type of diving or snorkelling while traveling. Snorkelling in the sea/ocean was most popular, with 22% of the segment claiming participation.

Canadian Main Reason-Outdoor Adventurers

The majority of Canadian main reason-Outdoor Adventurers participated in “light” outdoor, summer-time water-based activities: 55% went swimming in lakes and 55% sunbathed or sat on a beach. 38% went swimming in oceans.

Kayaking/canoeing was also a very popular travel activity, with 42% of Canadian main reason-Outdoor Adventurers claiming participation. More kayaked or canoed in freshwater (37%) than in the ocean (12%). Participation was equal among men and women and across income categories, but lessened with age and increased with education. The majority (52%) of Canadian main reason-Outdoor Adventurers

aged 18-34 kayaked/canoed compared to 41% of those aged 35-54 and 23% of those aged 55 and over. 47% of Canadian main reason-Outdoor Adventurers who had graduated University kayaked/canoed compared to 39% of those who did *not* graduate University. Of the total Canadian pleasure travel market, 15% kayaked/canoed while traveling.

Approximately one third (32%) of Canadian main reason-Outdoor Adventurers fished while traveling, the largest percentage in freshwater (30%). More male (38%) than female (26%) Canadian main reason-Outdoor Adventurers fished and more of those who were *not* University graduates (35%) fished compared to those who had graduated University (28%).

Just over a quarter (26%) of Canadian main reason-Outdoor Adventurers went motor-boating while traveling, 19% went diving/snorkelling, 11% went whitewater rafting, 10% water-skied and 8% went sailing.

Winter Activities

American Main Reason-Outdoor Adventurers

Skiing was the most popular winter travel activity among American main reason-Outdoor Adventurers: 20% of the segment went downhill skiing and 12% went cross-country skiing. Even larger percentages of *male* American main reason-Outdoor Adventurers went downhill and cross-country skiing (23% and 14%, respectively). And downhill skiing, particularly, had a heavier participation by the 18-34 and 35-54 age groups (29% and 25%, respectively) than the group aged 55 and over (9%).

Snowboarding and ice-skating were also over-represented in the younger age groups. Of American main reason-Outdoor Adventurers aged 18-34, 18% went snowboarding compared to 7% aged 35-54 and only 1% aged 55 and older. As for ice-skating, 15% of American main reason-Outdoor Adventurers aged 18-34 engaged in the activity, compared to 8% aged 35-54 and 5% aged 55+.

American main reason-Outdoor Adventurers also went ice fishing (7%), snowmobiling (7%), snowshoeing (7%) and dog sledding (3%). More male than female American main reason-Outdoor Adventurers went ice fishing (11% versus 3%).

Canadian Main Reason-Outdoor Adventurers

Downhill skiing was the most popular winter activity among Canadian main reason-Outdoor Adventurers, with 25% claiming participation. An even higher percentage of those aged 18-34 downhill skied (31%), and participation decreased with age. Participation was higher among those who were University educated (33%) compared to those who weren't (20%), and perhaps accordingly, among those who made more than \$100K annually (35%) compared to those who made less than \$60K (19%).

One-fifth (20%) of Canadian main reason-Outdoor Adventurers ice-skated while traveling. This, too, was a "younger" activity.

17% of Canadian main reason-Outdoor Adventurers went cross-country skiing, 12% went snowshoeing, 10% went snowboarding, 9% went ice-fishing, 6% went snowmobiling and 2% went dog-sledding. A much larger percentage of men went ice-fishing than women (13% versus 5%).

Cultural/Learning Activities and Events

Main reason-Outdoor Adventurers also engaged heavily in cultural activities. The majority of each of the Canadian and American segments participated in cultural/learning activities and events while traveling (83% and 87%, respectively). Participation in cultural activities increased in both the Canadian and American segments by age, level of education and income. Participation in cultural/learning activities among men and women was equal in the American group, but in the Canadian group, more women than men participated (86% versus 80%).

The top 5 cultural/learning activities and events for Canadian and American main reason-Outdoor Adventurers are listed below. They are the same “top 5” for each segment.

Top 5 Cultural/Learning Travel Activities & Events Participated in by Main Reason-Outdoor Adventurers: 2004-2006

Main Reason-Outdoor Adventurers		
Cultural/Learning Activities & Events	% Can	% US
1. Exhibits, Architecture, Historic Sites/Buildings and Museums	69%	81%
2. Strolling Around a City to Observe its Buildings and Architecture	55%	59%
3. Performing Arts	35%	44%
4. Hands-On Learning Activities	27%	35%
5. Aboriginal Culture/Events	23%	31%

Exhibits, Architecture, Historic Sites/Buildings and Museums

The majority of Canadian and American main reason-Outdoor Adventurers visited exhibits, architecture, historic sites/buildings and museums while traveling (69% and 81%, respectively), and Americans engaged more heavily in these types of cultural visits. More American than Canadian main reason-Outdoor Adventurers visited historic sites/buildings (70% versus 56%), museums (61% versus 46%) and art galleries (40% versus 31%). In both segments, participation increased by age and income. In the Canadian group, women and those with a University education had a greater interest in these activities, whereas gender and education did not really affect participation in the American group.

Consistent with the above, the majority of Canadian and American main reason-Outdoor Adventurers strolled around a city to observe its buildings and architecture while traveling (55% and 59%, respectively). The Canadian group seems to be more aligned in participation with the American group in cultural visits that take place outdoors; American main reason-Outdoor Adventurers seem more inclined than Canadians to engage in indoor cultural activities.

Performing Arts

American main reason-Outdoor Adventurers also attended arts performances in greater proportions than Canadians (44% versus 35%). In each segment, live theatre was most popular, followed by music performances (classical/jazz/opera) and ballet or other dance performances. Again, in the Canadian

group, a higher percentage of women attended arts performances than men (40% versus 30%) whereas gender did not seem to affect attendance among the American group.

Hands-On Learning Activities

Just over one third (35%) of American main reason-Outdoor Adventurers and just over one quarter (27%) of Canadian main reason-Outdoor Adventurers participated in hands-on learning activities while traveling. In the American group, the activity in this category with the highest percentage of participation was cooking/wine tasting courses/school (16%) and in the Canadian group, it was an interpretive program at a historic site or national/provincial park (10%).

Aboriginal Culture/Events

Again, a higher percentage of American than Canadian main reason-Outdoor Adventurers engaged in Aboriginal culture or attended an Aboriginal event (31% versus 23%). The top 3 Aboriginal activities were the same in both segments and participation increased with age.

Top 3 Aboriginal Travel Activities Participated in by Main Reason-Outdoor Adventurers: 2004-2006

Aboriginal Culture/Events	Canadian Main Reason- Outdoor Adventurers			American Main Reason- Outdoor Adventurers		
	18-34	35-54	55+	18-34	35-54	55+
1. Visiting an Aboriginal heritage attraction	13%	17%	21%	18%	23%	30%
2. Aboriginal arts and craft shows	8%	11%	17%	11%	14%	21%
3. Aboriginal cuisine (tasted or sampled)	6%	7%	8%	11%	11%	15%

Theme/Amusement Parks and Other Entertainment Events

The vast majority of Canadian and American main reason-Outdoor Adventurers visited theme/amusement parks and/or attended other entertainment events while traveling (88% and 94%, respectively). The percentage of participation was slightly greater among younger Canadian main reason-Outdoor Adventurers, whereas age didn't affect participation in the American group.

The top 5 entertainment activities are listed below for each of the Canadian and American segments.

Top 5 Entertainment Travel Activities Participated in by Main Reason-Outdoor Adventurers: 2004-2006

Theme/Amusement Parks/Other Entertainment/Events			
Canadian Main Reason- Outdoor Adventurers	%	American Main Reason- Outdoor Adventurers	%
1. Fairs/Festivals	55%	1. Fairs/Festivals	69%
2. Theme/Amusement Parks	48%	2. Gardens/Aquariums/Zoos/Planetariums	66%
3. Gardens/Aquariums/Zoos/Planetariums	46%	3. Theme/Amusement Parks	61%
4. Went to the Movies/Cinema	40%	4. Casino	52%
5. Free Outdoor Performances in Park	28%	5. Went to the Movies/Cinema	46%

Fairs/Festivals

The majority of Canadian and American main reason-Outdoor Adventurers attended fairs/festivals while traveling (55% and 69%, respectively). The proportions in each segment who attended were fairly equal across gender, age and education categories – and income categories in the American segment – but there were a higher percentage of Canadian main reason-Outdoor Adventurers who made less than \$60K annually and attended festivals/fairs than those who made more.

The top 5 types of festivals/fairs attended were the same in each segment:

1. Farmers' markets or country fairs
2. Firework displays
3. Exhibitions or fairs
4. Food/drink festivals
5. Carnivals

The American group attended all types of festivals/fairs in higher proportions than the Canadian group.

Theme/Amusement Parks

Although visiting a theme/amusement park was second in popularity among “entertainment” travel activities for Canadian main reason-Outdoor Adventurers and ranked third for the American group, there was still a larger percentage of the American group who visited theme/amusement parks (61% versus 48%). In both segments, a larger percentage of women than men visited theme/amusement parks.

Gardens/Aquariums/Zoos/Planetariums

Two-thirds (66%) of American main reason-Outdoor Adventurers visited a garden, aquarium, zoo and/or planetarium while traveling compared to just under half (46%) of the Canadian group. Planetariums were visited the least by both segments as compared to zoos, aquariums and botanical gardens.

Casino

Just over half (52%) of American main reason-Outdoor Adventurers visited a casino while traveling. The activity didn't make the “top 5” in the Canadian group; just over one quarter (27%) of the Canadian segment went to a casino. The proportions of men and women who visited casinos were equal in both the Canadian and American segments and didn't vary much across age and income ranges. Those who were *not* University educated, however, visited casinos in higher proportions than those who were University educated, particularly in the Canadian segment.

Other Entertainment Activities

Quite a lot of American and Canadian main reason-Outdoor Adventurers went to the movies while traveling (46% and 40%, respectively). Going to the movies was more popular among the young. Nearly one third (31%) of the American segment went to an IMAX movie theatre.

Canadian and American main reason-Outdoor Adventurers also attended free outdoor performances (e.g., theatre, concerts) in a park setting (28% and 36%, respectively) and rock & roll/popular concerts (21% and 24%, respectively). Nearly a quarter (23%) of American main reason-Outdoor Adventurers went to stand-up comedy clubs and other variety shows.

Food and Wine

Most Canadian and American main reason-Outdoor Adventurers engaged in dining and food-related activities while traveling (85% and 87%, respectively). In both segments, as income levels increased, so too did the proportions who participated. In terms of dining, the majority of Canadian and American main reason-Outdoor Adventurers went to restaurants offering local ingredients and recipes (67% and 77%, respectively) and went to local outdoor cafés (55%, respectively). Nearly half (48%) of the American segment engaged in wine-/beer-related activities as compared to 27% of the Canadian segment. Visits to wineries were most popular in this category, in both segments.

Other Activities

Lodging

Main reason-Outdoor Adventurers were asked about accommodation-related activities (i.e., where they stayed while traveling). Interestingly, the majority of Canadian and American main reason-Outdoor Adventurers claimed they stayed in lodging other than a typical hotel or motel, and in fact, most of the Canadian segment camped in a public campground. The top 5 forms of lodging for the segments were, for the most part – with the exception of seaside resorts – types of lodging traditional to Canada:

Lodging			
Canadian Main Reason-Outdoor Adventurers	%	American Main Reason-Outdoor Adventurers	%
1. Public campground	52%	1. Public campground	41%
2. Lakeside/riverside resort	34%	2. Lakeside/riverside resort	35%
3. Private campground	32%	3. Seaside resort	34%
4. Seaside resort	27%	4. Ski resort or mountain resort	28%
5. Ski resort or mountain resort	25%	5. Private campground	22%

Though they didn't rank in the top 5, overall, 15% of Canadian main reason-Outdoor Adventurers and 22% of American main reason-Outdoor Adventurers stayed in a type of wilderness lodge while traveling:

Main Reason-Outdoor Adventurers		
Wilderness/Remote Lodge	% Can	% US
1. Wilderness lodge you can drive to by car	13%	15%
2. Remote or fly-in wilderness lodge	3%	7%
3. Remote or fly-in wilderness outpost	1%	5%

Compared to the Canadian group, American main reason-Outdoor Adventurers had a higher incidence of staying at a wilderness lodge, particularly a remote lodge or outpost. Overall, male more than female main reason-Outdoor Adventurers stayed at a wilderness lodge, but the male-female split was more distinct in the Canadian group: 18% of Canadian male and 12% of Canadian female main reason-Outdoor Adventurers stayed at a wilderness lodge compared to 23% of American male and 21% of American female main reason-Outdoor Adventurers. While men in the Canadian group stayed at all types of wilderness lodges in higher proportion than women, there was actually a slightly higher proportion of women in the American group (16%) who stayed at a wilderness lodge accessible by car compared to men (15%). In both segments, remote lodges and outposts were stayed at by a larger percentage of those aged 18-34 compared to those older. Age didn't much affect stays at a wilderness lodge accessible by car in the Canadian group, but in the American group, a larger portion in the 35-54 cohort (18%) stayed in this type of lodging compared to those over 55 (12%) and those aged 18-34 (16%). In the Canadian segment, a larger portion of those who made over \$100K annually stayed at a wilderness lodge compared to those in lower income brackets. In the American group, the largest share that stayed in a remote or fly-in wilderness lodge made over \$100K annually, but the highest proportion that stayed in a remote or fly-in wilderness outpost, or a wilderness lodge accessible by car, made \$60K-\$99.9K annually.

“Other” Activities

Other activities participated in by significant proportions of main reason-Outdoor Adventurers include shopping, visiting well-known natural “wonders”, attending spectator sports, engaging in team sports/tournaments/games, photography and visiting a spa.

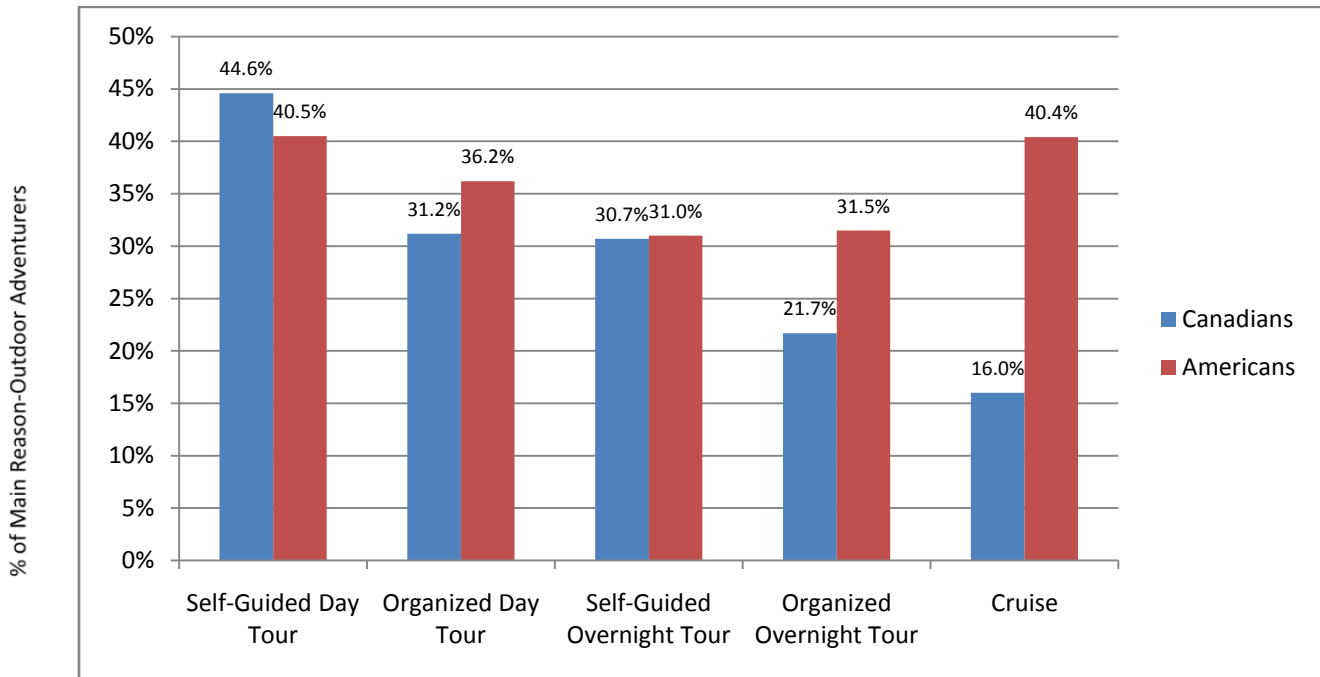
The vast majority of the Canadian and American segments shopped (80% and 83%, respectively). Majority amounts in each segment shopped or browsed clothing, shoes and jewellery, in local arts and crafts studios or exhibitions, and in bookstores or music stores. Women engaged more in shopping – and spas – than men.

Touring Activities

Many Canadian and American main reason-Outdoor Adventurers engaged in touring activities between 2004 and 2006. Day tours were most popular: 56% of the Canadian segment and 55% of the American segment took a day tour. More in each segment took a self-guided day tour than those who took an organized day tour. A scenic drive around the countryside was the most popular type of self-guided day tour among the segments, followed by a tour around the city and a wilderness/outdoor tour.

Generally-speaking, the American segment was a bit more inclined than the Canadian group to take an organized tour. About half (51%) of American main reason-Outdoor Adventurers took an organized group tour compared to 43% of the Canadian segment.

Touring Activities Engaged in by Main Reason-Outdoor Adventurers: 2004-2006



Organized/guided overnight group tours were most popular among main reason-Outdoor Adventurers who were 55 and older:

Organized/Guided Overnight Group Tours	Canadian Main Reason-Outdoor Adventurers			American Main Reason-Outdoor Adventurers		
	18-34	35-54	55+	18-34	35-54	55+
Any organized/guided overnight group tour	23%	17%	29%	27%	27%	39%
Different locations	13%	11%	21%	22%	21%	35%
Single location	14%	10%	15%	18%	14%	19%

Travel Habits

Number of Trips

Most Canadian and American main reason-Outdoor Adventurers took five or more trips between 2004 and 2006 (65% and 72%, respectively). A larger portion of main reason-Outdoor Adventurers who made more than \$100K annually took five or more trips in the reference period than those who made less.

Trip Planning

The majority of survey respondents said they were involved in planning all of their overnight pleasure trips between 2004 and 2006. In the largest percentage of cases, the person responding to the survey

listed themselves as having the main responsibility for planning overnight pleasure trips (40% of Canadian main reason-Outdoor Adventurers and 42% of American main reason-Outdoor Adventurers).

Travel Information Sources

Main reason-Outdoor Adventurers used the information sources charted below for trip-planning.

Information Sources Used by Main Reason-Outdoor Adventurers to Plan Pleasure Trips: 2004-2006

Canadian Main Reason-Outdoor Adventurers		American Main Reason-Outdoor Adventurers	
Source	%	Source	%
1. Internet	72%	1. Internet	80%
2. Friends or relatives/word-of-mouth	58%	2. Past experience/been there before	63%
3. Past experience/been there before	57%	3. Friends or relatives/word-of-mouth	56%
4. Maps	44%	4. Maps	53%
5. Travel Guides or Brochures	40%	5. Travel Guides or Brochures	48%
6. Visitor Information Centres	37%	6. Auto Club (e.g., AAA)	43%
7. Travel Agent	34%	7. Visitor Information Centres	40%
8. Newspaper/magazine articles	30%	8. Newspaper/magazine articles	40%
9. Travel guide books (e.g., Fodor's)	22%	9. Travel Information received in mail	33%
10. Auto Club (e.g., CAA)	20%	10. Travel Agent	32%
11. Travel Information received in mail	13%	11. Travel guide books (e.g., Fodor's)	31%
12. Television programs	11%	12. Newspaper/magazine advertisements	23%
13. Advertisements on Television	7%	13. Television programs	19%
14. Visits to trade, travel, sportsmen's shows	6%	14. Electronic newsletter/magazine	13%
15. Electronic newsletter/magazine	6%	15. Advertisements on Television	8%

The Internet was, by far, the most used information source by both American and Canadian main reason-Outdoor Adventurers when travel planning. The Internet was used more by those in the 18-34 and 35-54 age ranges than by those over 55, however the majority of all age groups still used the Internet as a trip-planning source. As shown in the table below, American main reason-Outdoor Adventurers who used the Internet for travel planning used travel planning/booking websites (e.g., Expedia, Travelocity) more than the Canadian group. Most American (62%) and nearly half of Canadian (47%) main reason-Outdoor Adventurers made bookings on the Internet between 2004 and 2006. The most popular bookings were for airline tickets and accommodation.

Top 5 Websites Used by Main Reason-Outdoor Adventurers Who Used Internet to Trip Plan: 2004-2006

Canadian Main Reason-Outdoor Adventurers		American Main Reason-Outdoor Adventurers	
Website	%	Website	%
1. Tourism authority	60%	1. Travel planning/booking website	68%
2. Hotel or resort	60%	2. Hotel or resort	64%
3. Airline	45%	3. Airline	61%
4. Travel planning/booking website	45%	4. Tourism authority	58%
5. Attraction	44%	5. Attraction	47%

After the Internet, word-of-mouth and past experience (e.g., having traveled to a place before) heavily influenced the choice of a travel destination. Television ads, visits to trade shows and e-newsletters were the sources of information least used in travel planning.

For American main reason-Outdoor Adventurers, auto clubs, such as the American Automobile Association, were a more important information source than for Canadians, as was travel information received through the mail. The percentage of those using these more “traditional” sources (including travel agents) increased with age in both the Canadian and American segments.

Overall, it seems that American main reason-Outdoor Adventurers were more inclined than Canadians to use multiple information sources when trip planning, given the larger percentages of Americans claiming use of various sources.

Travel Packages

The majority of Canadian and American main reason-Outdoor Adventurers did not purchase any of their trips between 2004 and 2006 as a travel package (61% and 54%, respectively). About a third (34%) of the American group purchased one, or some, of their trips as a travel package compared to 29% of the Canadian group.

Seasonality

The vast majority of Canadian and American main reason-Outdoor Adventurers traveled in the summer (95% and 93%, respectively) and a slightly smaller majority traveled in the winter (73% and 82%, respectively). In both segments, the incidence of winter travel increased as household income increased.

Recreational Habits

Club Membership

American main reason-Outdoor Adventurers had membership in various organizations in higher proportions than Canadian main reason-Outdoor Adventurers did. The majority of the American group

(59%) had a membership with an automobile club, such as the American Automobile Association, and in a frequent flyer program (54%). The highest percentages of Canadian main reason-Outdoor Adventurers had a membership with an automobile club (38%) and a frequent flyer program (28%), too. Membership with an auto club increased significantly by age: 65% of the American group aged 55 and older and 55% of the same-aged Canadian group had an auto club membership compared to 46% of the American group aged 18-34 and 27% of the Canadian group in the same age bracket. Next popular was a sports club membership, with 27% of the Canadian group and 26% of the American group holding one. Membership in the above-mentioned organizations was held by significantly greater proportions of those with a household income greater than \$100K compared to those who made less.

General Recreation and Entertainment

The table below displays the 15 activities that main reason-Outdoor Adventurers claimed to engage in with the highest level of participation during a typical year when *not* traveling. Compared to the American group, Canadian main reason-Outdoor Adventurers participated in greater proportion in activities perhaps more closely related to “Outdoor Adventure”, such as hiking, cycling and camping. The American group, on the other hand, had a higher incidence in daily life of engaging in cultural activities and visiting attractions. Hiking is the only activity under the Outdoor Adventure definition that ranks in the top 15. (However, the survey did not enquire about participation when not traveling in flora/fauna viewing and whitewater rafting.) Canoeing or kayaking, which is more seasonal, was engaged in by 61% of Canadian main reason-Outdoor Adventurers and 49% of American main reason-Outdoor Adventurers when they were not traveling.

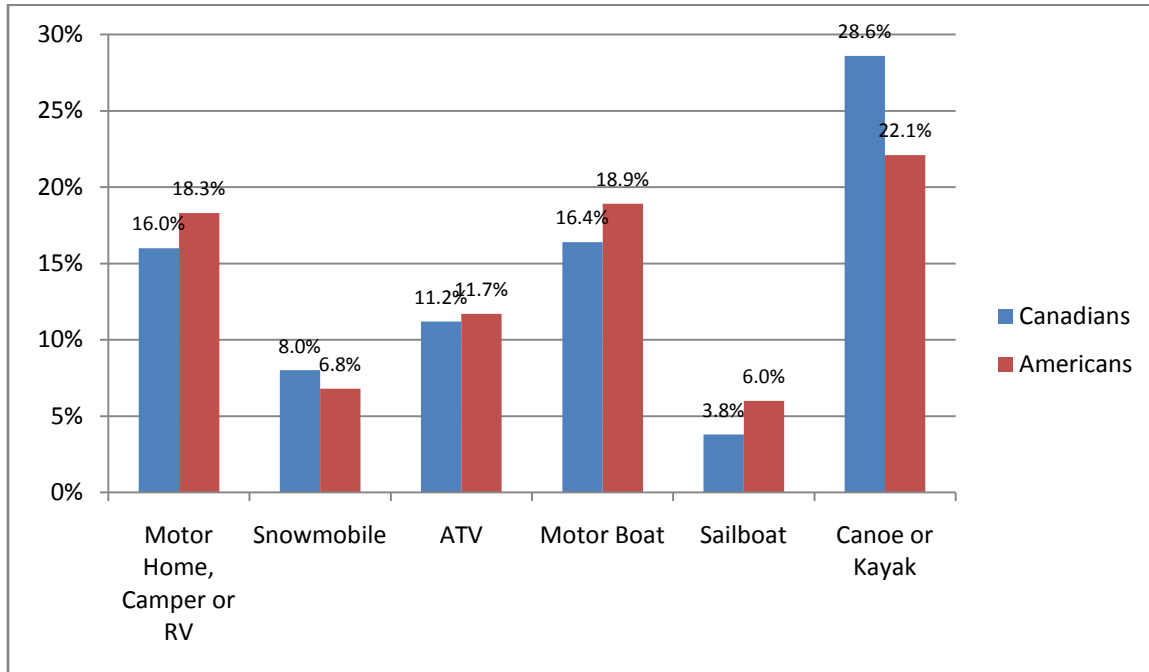
Top 15 Activities Participated in by Main Reason-Outdoor Adventurers while not Traveling: 2004-2006

Any Participation in Various Activities When <u>Not</u> Traveling			
Canadian Main Reason-Outdoor Adventurers	%	American Main Reason-Outdoor Adventurers	%
1. Going out to eat in restaurants	99%	1. Going out to eat in restaurants	98%
2. Day outing to a park	94%	2. Going to festivals or fairs	95%
3. Going to festivals or fairs	92%	3. Day outing to a park	94%
4. Hiking	89%	4. Going to historic sites/buildings	90%
5. Picnicking	88%	5. Going to museums	88%
6. Swimming	86%	6. Going to zoos or aquariums	86%
7. Going to historic sites/buildings	83%	7. Swimming	86%
8. Exercising at home/fitness club	81%	8. Picnicking	86%
9. Cycling	80%	9. Going to art galleries/art shows	83%
10. Going to museums	79%	10. Exercising at home/fitness club	83%
11. Going to art galleries/art shows	79%	11. Hiking	82%
12. Gardening	78%	12. Going to live theatre	80%
13. Camping	76%	13. Going to amateur sports events	80%
14. Going to farmers' markets	73%	14. Gardening	79%
15. Going to live theatre	73%	15. Going to botanical gardens	77%

Ownership of Recreational Items

Main reason-Outdoor Adventurers' ownership of recreational items enquired about in the survey is charted below. Of these recreational items, the largest portions of Canadian and American main reason-Outdoor Adventurers own a canoe or kayak (29% and 22%, respectively). And relevant for the Northwest Territories, 18% of the American group and 16% of the Canadian group own a motor home, camper or RV.

Ownership of Recreational Items/Boats by Main Reason-Outdoor Adventurers: 2004-2006



Private Cottage Use

Most main reason-Outdoor Adventurers do not have access to a private cottage on a regular basis, but just over a third (35%) of the Canadian group and 30% of the American group either own a cottage or use a friend or family member's cottage on a regular basis for free. The vast majority of the cottages used by each group are located in their home country.

Travel Attitudes

Benefits of Travel

When asked what benefits they sought from pleasure travel, the majority of Canadian and American main reason-Outdoor Adventurers indicated the following were highly important:

Top 5 Highly Important Benefits of Pleasure Travel				
Canadian Main Reason-Outdoor Adventurers		%	American Main Reason-Outdoor Adventurers	
		%		
1. Get break from day-to-day environment	74%	1. To relax and relieve stress	66%	
2. To relax and relieve stress	67%	2. Get break from day-to-day environment	65%	
3. To create lasting memories	56%	3. To create lasting memories	64%	
4. See or do something new and different	56%	4. See or do something new and different	63%	
5. Enrich relationship with partner/children	52%	5. Enrich relationship with partner/children	56%	

Relaxing and relieving stress and taking a break from the day-to-day were considered highly important by more of those in the younger age groups than by those over 55. In the American set, more of those in the 55+ group ranked “enriching their perspective on life” as a highly important travel benefit compared to those in the younger age groups. More of those in the 55+ group, particularly in the Canadian set, ranked “gaining knowledge of history, other cultures or other places” as a highly important travel benefit compared to those in the younger age groups. Gaining knowledge of history, other cultures or other places was also ranked as a highly important benefit by more of those with a higher household income compared to those who made less. The “benefit” of travel that ranked highest as being of *no* importance to main reason-Outdoor Adventurers was “being pampered”.

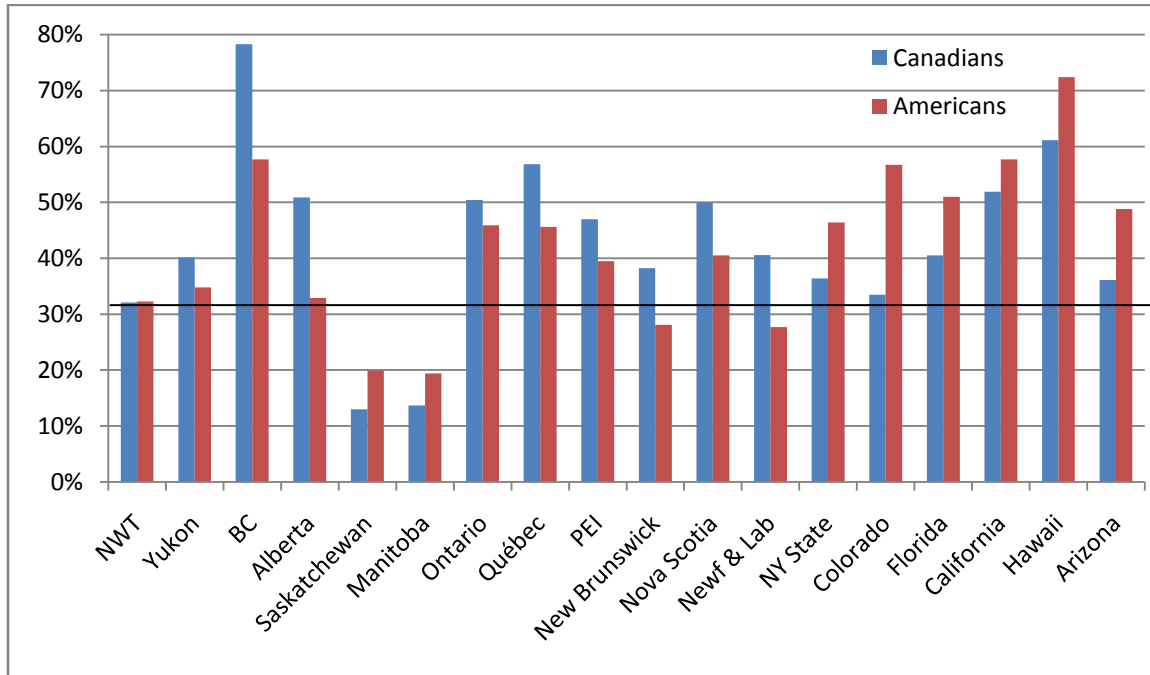
Impressions of Destinations

Survey respondents were asked to rank various destinations on a scale of 1 to 10, where “1” means it is a very unappealing destination for pleasure travel and “10” means it is a very appealing destination. Main reason-Outdoor Adventurers rated the destinations in the chart below as a 10, 9 or 8 – in other words, as having high appeal.

Most destinations placed better than the Northwest Territories. But, both the Canadian and American groups felt that Manitoba and Saskatchewan had less “high appeal” than the Northwest Territories – and the American group also thought that New Brunswick and Newfoundland & Labrador had less “high appeal”. Interestingly, while larger portions of the American group than the Canadian group ranked U.S. destinations as having high appeal – and vice versa (with the exception of Manitoba and Saskatchewan) – an equal portion felt the Northwest Territories had high appeal. A larger portion of the American group over the age of 55 (38%) ranked the Northwest Territories as highly appealing compared to those aged 18 to 34 (24%) and 35 to 54 (32%). In comparison, smaller shares of the overall Canadian and American pleasure travel markets thought the Northwest Territories had a high appeal (21% and 23%, respectively).

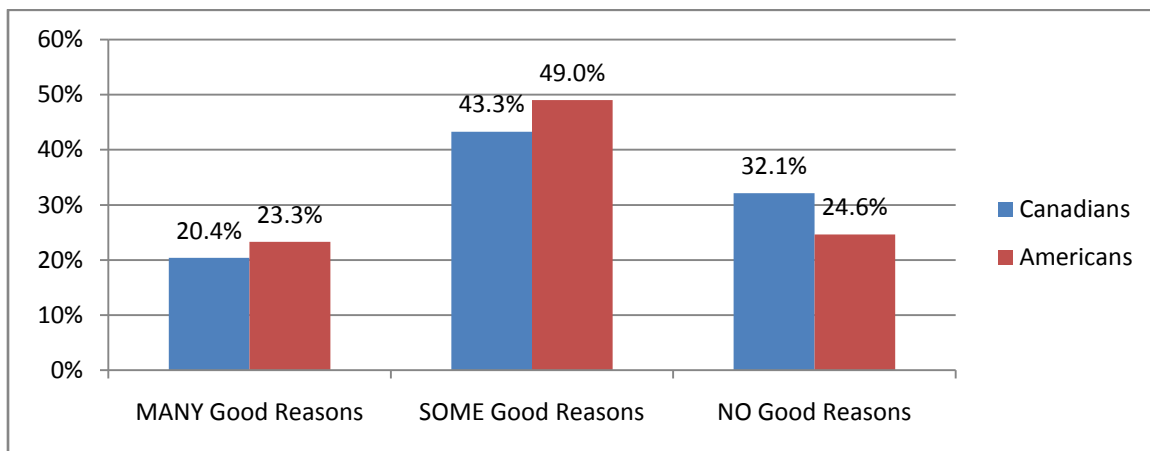
The Northwest Territories had a low appeal – a ranking of 3, 2 or 1 – for 19% of Canadian main reason-Outdoor Adventurers and 11% of American main reason-Outdoor Adventurers.

Level of “High Appeal” of Destinations Ranked by Main Reason-Outdoor Adventurers: 2004-2006



Main reason-Outdoor Adventurers also described how they felt about taking a vacation to the Northwest Territories. Less than a quarter of each of the Canadian and American segments felt there were “many good reasons” to travel to the Northwest Territories; the remainder felt there were “some good reasons” or were seemingly uninterested. Overall, the majority of main reason-Outdoor Adventurers do have some level of interest in the Northwest Territories and represent a potential travel market for the Territory. Within the market, American main reason-Outdoor Adventurers over age 55 seem keen – 26% thought there were many good reasons to travel to the Northwest Territories and 53% thought there were some good reasons.

Number of Reasons for Main Reason-Outdoor Adventurers to Travel to the NWT: 2004-2006

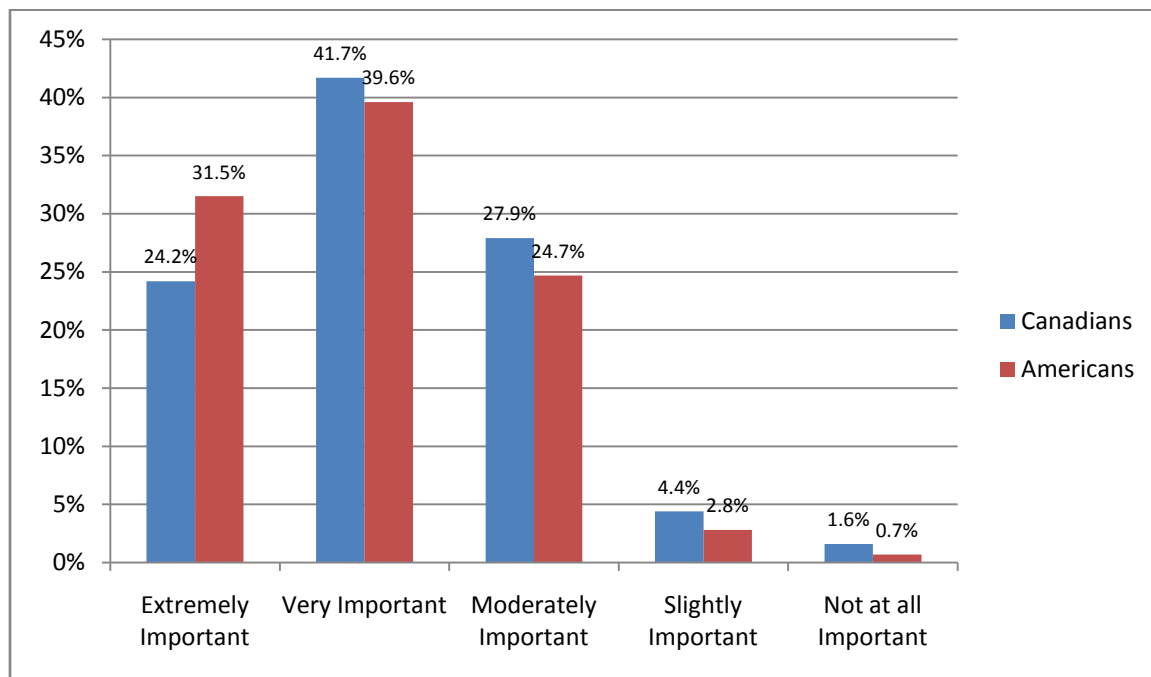


Destination Choice

Those who traveled in the summer and winter were asked what they first considered when planning their summer or winter trip, apart from any cost or budgetary considerations. The majority of the American group responded that they started with a desired destination in mind when planning their summer and winter trips (55%, respectively). The largest portion of the Canadian group also started with a desired destination in mind – more so in the summer (44%) than in the winter (39%) – but they had a slightly higher incidence compared to the American group of considering certain specific activities or a certain type of vacation experience. In both groups, certain specific activities (e.g., skiing) were more of a factor in planning winter travel.

In line with the above, the decision about which destination to choose for a vacation is slightly more important to American main reason-Outdoor Adventurers. And, as age increased among American main reason-Outdoor Adventurers, destination choice was considered by more as “extremely important”. Interestingly, the opposite was true in the Canadian group.

Importance of Destination Choice for Main Reason-Outdoor Adventurers: 2004-2006



Main reason-Outdoor Adventurers indicated the following were highly important conditions when choosing a vacation destination:

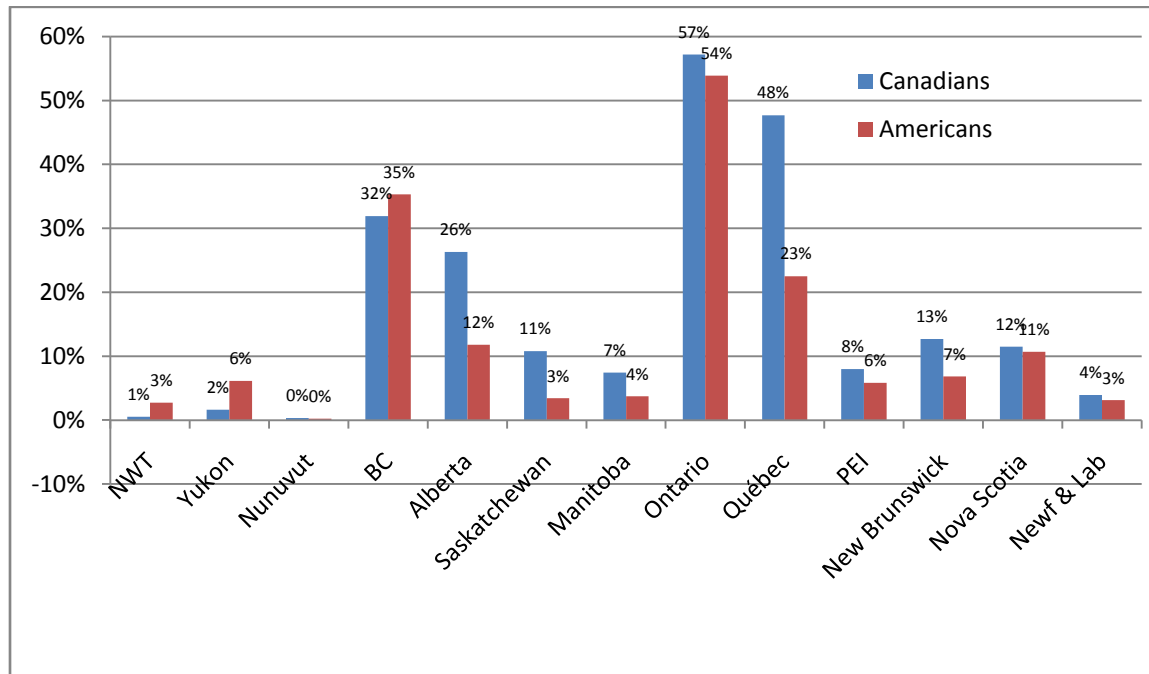
Top 5 Highly Important Conditions for Vacation Destination Choice				
Canadian Main Reason-Outdoor Adventurers		%	American Main Reason-Outdoor Adventurers	
		%		
1. Feeling safe at the destination	56%	1. Feeling safe at the destination	67%	
2. Convenient access by car	46%	2. Lots of things for adults to see and do	54%	
3. Lots of things for adults to see and do	44%	3. Convenient access by car	41%	
4. No health concerns at the destination	42%	4. No health concerns at the destination	40%	
5. Availability of budget accommodation	27%	5. Availability of mid-range accommodation	35%	

As age increased among main reason-Outdoor Adventurers, so too did the percentages of those who rated “no health concerns” and “feeling safe” as highly important in choosing a vacation destination. And, feeling safe at a destination was highly important for a larger percentage of women than men. Direct air access was a condition that was highly important for more of those aged 55+ than those younger, particularly in the American segment. The availability of budget accommodation and camping were highly important for larger percentages of those in the younger age groups and those who had lower household incomes. It was also highly important to more in the younger age groups compared to those over 55 to have lots to see and do and to have information about the destination available on the Internet. The condition that was ranked by the most as being of *no* importance when choosing a vacation destination was that “the destination is disabled-person-friendly”. Of note, though, given that most source markets are aging, a disabled-person-friendly destination was important to 29% of American main reason-Outdoor Adventurers over the age of 55 and 23% of the same Canadian group.

Destinations Visited

The vast majority of Canadian and American main reason-Outdoor Adventurers had *not* visited the Northwest Territories in the 10 years prior to 2006 (97% and 95%, respectively) and only a very small percentage had vacationed in the Territory between 2004 and 2006 (1% and 3%, respectively). Those over 55 had a higher incidence of visiting the Northwest Territories. Other Canadian vacation destinations chosen by main reason-Outdoor Adventurers are charted below. (They had all taken at least one vacation somewhere in Canada between 2004 and 2006).

Canadian Locations Vacated in by Main Reason-Outdoor Adventurers: 2004-2006



Media Behaviour

Overall, the majority of main reason-Outdoor Adventurers read their local neighbourhood or community newspaper, and most read it daily and on weekends. All age groups didn't read the newspaper equally, though. Of those over 55, 44% in the American group and 41% in the Canadian group frequently read the travel section of the weekday newspaper, compared to 15% in the American group and 9% in the Canadian group aged 18-34 who frequently read it. In fact, 21% of Canadian main reason-Outdoor Adventurers aged 18-34 and 20% of the same group of Americans didn't read the newspaper at all.

A higher percentage of main reason-Outdoor Adventurers aged 18-34 didn't read magazines during a typical month either, compared to those who were older: 15% of the Canadian group aged 18-34 and 11% of the American group the same age didn't read magazines. Men also had a higher incidence of not reading magazines than women: 14% of men in the Canadian group and 7% of men in the American group did not read magazines compared to women who did not (9% in the Canadian group and 3% in the American group). (Men and women claimed to read the newspaper in fairly equal percentages.) The highest portion of those aged 18-34 read entertainment and music magazines (e.g., People) – 38% of the American group and 31% of the Canadian group in this age bracket. Main reason-Outdoor Adventurers over 55 read home and garden, general interest (e.g., Reader's Digest), food and cooking and news magazines in the highest proportions. Those over 55 and those with a household income over \$100K read travel magazines in higher proportion. And men, more than women, read outdoor activities/sports magazines.

Overall, main reason-Outdoor Adventurers over 55 watched various types of television programs in higher proportions than those younger. However, dramas, late night talk shows, music channels, reality shows, science fiction/fantasy shows and comedies were watched in higher proportions by those younger. Travel shows, in particular, were watched more by main reason-Outdoor Adventurers over 55: 53% of this Canadian age group and 59% of this American age group watched travel shows compared to 34% of the Canadian segment aged 18-34 and 38% of the American segment aged 18-34.

The majority of American and Canadian main reason-Outdoor Adventurers claimed to listen to the radio. In both segments, the highest percentages of main reason-Outdoor Adventurers aged 35-54 and 55+ listened to news/talk/information radio programs while the highest proportion of those aged 18-34 listened to modern rock/alternative rock on the radio.

Most main reason-Outdoor Adventurers used the Internet as a source of information (89% of the Canadian group and 83% of the American group). Women and men used the Internet in equal proportions, but different age groups used it in different proportions. Over 90% of main reason-Outdoor Adventurers aged 18-34 and 35-54 used the Internet compared to 73% of those over 55 in the Canadian group and 68% of those over 55 in the American group. Internet usage also increased as household income increased: 97% of the Canadian group making more than \$100K and 90% of the same American group used the Internet compared to 82% of the Canadian group making less than \$60K and 77% of the same American group. Of websites normally visited, travel websites were the most popular after weather sites. 57% of American main reason-Outdoor Adventurers and 50% of Canadian main reason-Outdoor Adventurers normally visited travel websites. In their respective segments, visits to travel websites were even higher among women, University graduates, those under 55 and those with an income greater than \$60K.