



# Travel Activities and Motivations of Canadian Residents

*An Overview*

March 2007



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## EXECUTIVE SUMMARY

This report, entitled “Travel Activities and Motivations of Canadian Residents: An Overview”, is based on a survey of Canadian and U.S. travellers conducted between January and June 2006. However, this report deals only with the travel patterns and attitudes of Canadians. The report about the travel patterns of U.S. residents, entitled “Travel Activities and Motivations of U.S. Residents: An Overview” has been released on the Alberta-Canada website: [www.alberta-canada.com/statpub/tourismResearch/tams\\_national.cfm](http://www.alberta-canada.com/statpub/tourismResearch/tams_national.cfm).

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

### Overnight Travel by Canadians

- In the last two years, 84% of adult Canadians, or 20.9 million, took at least one overnight trip, while 3.9 million did not take any such trips.
- Most of the Canadians who did not travel cite time or financial constraints as the reasons for not doing so. Although reasons related to health concerns at the destination or terrorism issues now appear on Canadians’ answers to this question, the proportion of Canadian non-travellers who mention these as reasons for not travelling is nowhere near the proportion of Americans who mention these reasons.
- Nearly every Canadian traveller has travelled in Canada. The United States is the top foreign destination visited by Canadians, followed by Europe and the Caribbean.
- Compared to the past ten years, over the last two years the proportion of Canadians visiting Europe declined more than other destinations.
- On overnight trips, Canadians most enjoy: dining at restaurants that offer local ingredients and recipes; shopping for clothing, shoes or jewellery; shopping for books and music; strolling around a city to observe its buildings and architecture; and sunbathing on a beach.
- Although Canadians enjoy shopping and dining when they travel, these are not the activities that motivate them to travel. Only 11% of the Canadian travellers who had participated in dining indicated that dining was the main reason for taking some of their trips. Similarly, only 14% of the Canadian travellers who had participated in shopping indicated that shopping was the main reason for taking some of their trips.
- Only a few (23 out of the 194 activities included in TAMS) of the activities undertaken by overnight Canadian travellers were trip-motivators in more than 50% of trips that included the activity. This suggests that on the whole, single activities do not act as trip motivators.

## **Trip Planning**

- In 2004-05, the majority (62%) of adult Canadians who took vacation trips got personally involved in planning all of their overnight, out-of-town pleasure or vacation trips. Of those who got involved with planning, the majority (65%) used the Internet to do so.
- A bit over one-third (37%) of the Canadian pleasure travellers used the Internet to make travel purchases (such as airline tickets).
- Canadian travellers relied on their own past experiences and/or anecdotal information provided by friends and relatives. More than 80% of Canadians who were involved in planning their pleasure trips used the advice of friends and relatives, a travel agent or past experiences.
- Nearly a quarter of adult Canadians who were involved in planning overnight pleasure trips used advertising (in newspapers, or on TV or in publications received by mail) as a source of information.
- In planning overnight pleasure trips, Canadians are more likely to use hotel or resort websites than other types of websites. Contrary to American travellers, they are also likely to use the website of a destination's tourism authority.

## **Decision Making Process**

- The majority of Canadian overnight pleasure travellers started their trip-planning process by considering the destination they wanted to visit, rather than activities or travel experiences (88%).
- 82% of all Canadian travellers used travel to relieve stress in one form or another. Some 57% of travellers reported that they sought knowledge and mental stimulation, while 66% wanted to maintain or improve relationships.
- Almost two-thirds (62%) of Canadian travellers indicated that the choice of the destination for a pleasure or vacation trip is very or extremely important to them (at least as important as buying a house or car).
- In choosing a destination, two conditions were vital to a majority of Canadian travellers: Feeling safe at the destination (66%) and having no health concerns at the destination (50%).

## **Impressions and Ratings of Destinations**

- British Columbia is by far the most appealing of the Canadian provinces. It exceeds the appeal of a selection of U.S. destinations as well.

- Of the eighteen destinations listed in the TAMS questionnaire there are only three where the proportion of Canadian travellers that rate them as very unappealing is higher than the proportion that rate them as very appealing (Manitoba, Saskatchewan and Northwest Territories).

### **Activity Participation at Home**

- Canadian adults (travellers and non-travellers) say that their preferred outdoor activities at home are outings to parks (62%), exercising (59%), gardening (57%) and swimming (55%).
- Their preferred entertainment activities at home are eating in restaurants (88%), attending festivals or fairs (57%), going to pick-your-own farms or farmers' markets (40%) and going to amateur sports events (38%).

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

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

### **Media Habits**

- The vast majority (87%) of Canadian travellers read the weekday edition of a newspaper in a typical week. A similar proportion reads the weekend edition of a newspaper.
- 45% of Canadian travellers read the travel section of a daily newspaper frequently or occasionally. 46% read the travel section of a weekend edition with the same frequency.
- Entertainment and music magazines, such as *People* and *TV Guide*, and general interest magazines such as **Harper's** enjoyed the highest readership among Canadian travellers.
- Movies on TV, news/current affairs and dramas (such as *Law & Order*, *The West Wing* and *The O.C.*) had the highest audience among Canadian travellers.
- Only 3% of Canadian travellers stated that they do not watch TV on a regular basis.
- Almost all Canadian travellers listen to the radio on a regular basis.

- 81% of Canadian travellers use the Internet as a source of information for personal use. Canadian travellers visit websites most frequently for information on weather (43%), entertainment (39%) and travel (38%).
- About a quarter (25%) of Canadian travellers belong to a frequent flyer program and 38% are members of an automobile club such as CAA.

### **Vacation Days**

- In 2005, 21% of all Canadian travellers had 14 or fewer days of paid vacation given to them by their employer.
- Of Canadians who were entitled to paid vacations, 38% used 14 or fewer of these days in 2005. Among those who used one or more days of their paid vacations in 2005, 13% used 1 – 4 days for travel and 26% used 5 – 9 days for travel.

### **Demographics**

- Canadian travellers are, on average, younger than non-travellers (average age: 45 versus 51) and have almost double the household income of non-travellers (average household income: \$71,500 versus \$41,000).
- Compared to travellers, higher proportions of Canadian non-travellers are retired and lower proportions are employed as full-time, paid employees.
- The vast majority of Canadian travellers live with a spouse or partner (68%) and about one-quarter of them have children under the age of 18 (22%). Proportionally, more Canadian non-travellers live alone or with children, but without a spouse/partner.
- Canadian travellers are significantly more educated than Canadian non-travellers, with 29% of travellers having a university degree.

## INTRODUCTION

This report is based on the 2006 Travel Activities and Motivations Survey (TAMS), which examined the recreational activities and travel habits of Canadians and Americans looking at their travel behaviour over the past two-year period. The survey provides detailed information on travellers' activities, travel motivators, places visited, type of accommodation used, impressions of Canada, its provinces and territories, demographics and media consumption patterns.

This report deals only with the travel patterns and attitudes of Canadians. The report on the U.S. travel patterns has been released on the Alberta-Canada website: [www.alberta-canada.com/statpub/tourismResearch/tams\\_national.cfm](http://www.alberta-canada.com/statpub/tourismResearch/tams_national.cfm).

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 Alberta;
- Create packaging opportunities for each of these markets;
- Determine how to reach these markets (i.e. in terms of communication strategies); and
- Provide information on how to better fine-tune and target existing marketing campaigns.

TAMS was sponsored by the following organizations:

The Ontario Ministry of Tourism  
The Ontario Tourism Marketing Partnership  
The Canadian Tourism Commission  
The Atlantic Canada Opportunities Agency  
The Department of Canadian Heritage  
Parks Canada  
Statistics Canada

The Quebec Ministry of Tourism  
Tourism Manitoba  
Tourism Saskatchewan  
Alberta Tourism, Parks, Recreation & Culture  
Tourism BC  
The Government of Yukon  
The Government of Northwest Territories

The survey was conducted in Canada and the United States between January 2006 and June 2006. Only adults (18 years and over) were recruited to complete the survey. Thus, only the travel characteristics and behaviours of Canadians of at least 18 years of age were examined by TAMS.

The reference period for the data is 2004 and 2005 and, unless otherwise specified, data in this report refers to this period.

'Trips' in this report refers to overnight out-of-town travel.



The Canadian survey consisted of a telephone and a mailback survey:

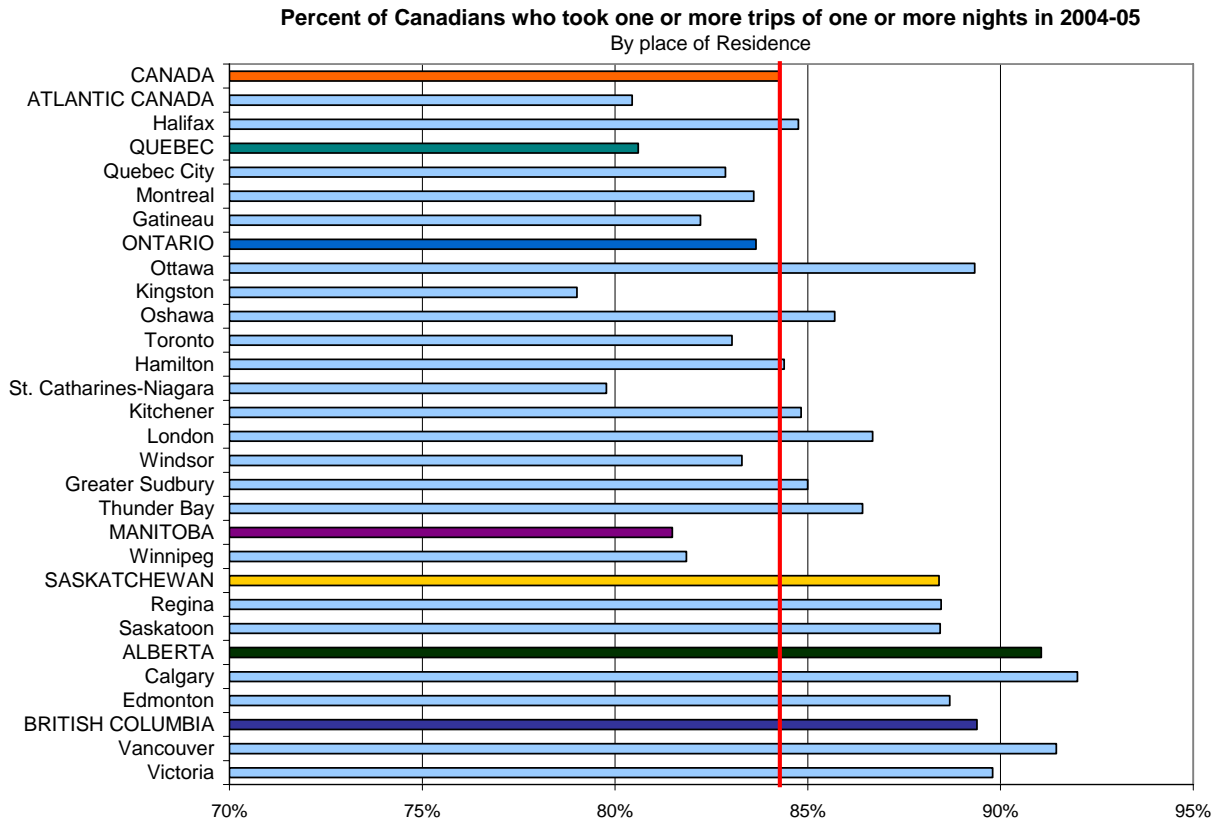
- The household response rate on the telephone survey was 65.4%.
- Among those who qualified to receive the paper questionnaire the response rate was 53.5%.
- The Canadian database consists of 53,150 completed records from the telephone survey and 24,692 completed paper questionnaires.

In this second TAMS survey (the first was completed in 2000), the questionnaire was adjusted to better meet the needs of our tourism stakeholders. Some of the differences include:

- More detailed questions regarding activities, as well as identifying the activities that were the primary motivators for trips;
- Identification of the travel decision-maker in the family and the process of selecting trip types;
- Identification of planning sequence regarding destinations, experiences or activities;
- Ratings of various factors as to their importance in deciding where to travel;
- More detailed questions regarding media habits;
- Additional questions on ethnic/cultural background to identify the country of birth of the parents of the respondents as well as the time of immigration; and
- Ratings of Canadian and foreign jurisdictions as destinations for pleasure travel.

# OVERNIGHT TRAVEL BY CANADIANS

## Incidence of Overnight Travel



### Highlights:

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

## Reasons for not Taking Overnight Trips

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

### Highlights:

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

## Destinations Visited

DESTINATION	# of Canadian travellers who visited this destination in 2004-05	% of total travellers (20.9 million)	# of Canadian travellers who visited this destination in the last 10 years	% of total travellers (20.9 million)
U.S.	10,292,835	49%	14,316,890	69%
CANADA (NET)	19,594,105	94%	20,150,951	97%
NEWFOUNDLAND & LABRADOR	901,739	4%	1,861,539	9%
PRINCE EDWARD ISLAND	1,452,838	7%	3,672,920	18%
NEW BRUNSWICK	2,397,134	11%	4,766,015	23%
NOVA SCOTIA	2,576,708	12%	5,099,651	24%
QUEBEC	7,951,183	38%	10,590,509	51%
ONTARIO	10,855,552	52%	13,317,695	64%
MANITOBA	1,886,878	9%	3,460,452	17%
SASKATCHEWAN	2,339,226	11%	3,914,517	19%
<b>ALBERTA</b>	<b>5,232,837</b>	<b>25%</b>	<b>7,676,426</b>	<b>37%</b>
BRITISH COLUMBIA	6,122,235	29%	8,776,019	42%
YUKON	214,527	1%	674,577	3%
NORTHWEST TERRITORIES	143,927	1%	466,595	2%
NUNAVUT	64,156	0%	165,935	1%
MEXICO	2,422,605	12%	4,848,291	23%
SOUTH/CENTRAL AMERICA	964,942	5%	1,944,678	9%
THE CARIBBEAN	3,088,832	15%	5,242,042	25%
EUROPE (incl. UK&RUSSIA)	3,163,604	15%	6,279,693	30%
ASIA	1,145,012	5%	2,185,759	10%
AUSTRALIA/NEW ZEALAND/AFRICA	1,145,012	5%	1,591,284	8%

Note: Numbers and percentages do not add up to 100% because travellers visit more than one destination.

### Highlights:

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

## Activity Participation while on Overnight Trips and Importance of Specific Activities as Trip Motivators

### Highlights for All Activity Tables:

- Shopping and dining are Canadian travellers' most popular activities. Destinations that aspire to attract the mass travel market need to evaluate the shopping and dining opportunities that they offer to their visitors.
- Dining at restaurants that offer local ingredients and recipes, shopping for clothing, shoes or jewellery, shopping for books and music, strolling around a city to observe its buildings and architecture, and sunbathing on a beach are the most popular single activities for overnight Canadian travellers.
- Although Canadians enjoy shopping and dining when they travel, these are not the activities that motivate them to travel. Only 11% of the Canadian travellers who had participated in dining indicated that dining was the main reason for taking some of their trips. Similarly, only 14% of the Canadian travellers who had participated in shopping indicated that shopping was the main reason for taking some of their trips.
- The top trip motivators were (i.e., some of the trips where these activities occurred were taken for the main reason of engaging in them):
  - Big game hunting (76% of the Canadian travellers who participated in big game hunting indicated that some of their trips were motivated by this activity)
  - Snowmobiling - as an overnight touring trip (73%)
  - Golfing - package golf tour to play on various courses (73%)
  - Motorcycling as an overnight touring trip (73%)
- Winter outdoor activities as a group had the highest ratio of trips motivated by these activities to total trips containing these activities (56%).
- Only a few (23 out of the 194 activities included in TAMS) of the activities undertaken by overnight Canadian travellers were trip-motivators in more than 50% of trips that included the activity. This suggests that on the whole, single activities do not act as trip motivators.
- Overall, 3.7% of Canadian travellers did not answer the questions regarding activity participation, either because they did not do any of the activities listed in the questionnaire or because they did not want to bother with a long question.
- As well, 32% of Canadian travellers did not mention any activity as the main reason for taking any of their trips, either because single activities do not act as trip-motivators for many travellers or because they did not want to bother answering a long question. Given the low non-response rates in all of the other TAMS questions, this high percentage most likely signifies, again, that for a large portion of Canadian travellers, single activities do not act as trip-motivators.

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

\* Small sample size, number has been suppressed

<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004 - 2005</b>	<b>Canadian travellers</b>	<b>% of total travellers (20.9 million)</b>	<b>% of travellers for whom this activity motivated some of their trips</b>
<b>WINTER OUTDOOR ACTIVITIES (NET)</b>	<b>6,085,321</b>	<b>29%</b>	<b>16%</b>
Dog sledding	184,704	1%	*
Ice fishing	1,084,909	5%	3%
Ice-skating	2,069,668	10%	2%
Cross country skiing	1,207,659	6%	2%
Cross/back country skiing as an overnight touring trip	229,888	1%	1%
Downhill skiing	2,449,910	12%	8%
Heli-skiing	48,096	0%	*
Ski jouring	19,133	0%	*
Snowboarding	849,586	4%	2%
Snowmobiling - day use on organized trail	919,654	4%	2%
Snowmobiling - as an overnight touring trip	344,618	2%	1%
Snowshoeing	856,315	4%	1%
<b>LAND-BASED ACTIVITIES (NET)</b>	<b>13,626,681</b>	<b>65%</b>	<b>29%</b>
All terrain vehicle - used one on a same day excursion	1,547,718	7%	2%
All terrain vehicle - used one as part of an overnight touring trip	433,132	2%	1%
Bungee jumping	76,521	0%	*
Climbing - Ice climbing	42,365	0%	*
Climbing - Rock climbing	333,799	2%	*
Climbing - Mountain climbing / trekking	640,969	3%	1%
Cycling - same day excursion	2,225,414	11%	3%
Cycling - mountain biking	823,915	4%	1%
Cycling as an overnight touring trip	284,507	1%	1%
Fitness - Working out in a fitness centre	1,955,600	9%	1%
Fitness - Jogging or exercising outdoors	2,272,089	11%	1%
Golfing - played an occasional game	3,220,747	15%	3%
Golfing - played during a stay at a golf resort	880,157	4%	2%
Golfing - package golf tour to play on various courses	419,627	2%	1%
Hiking- same day excursion while on overnight trip	4,798,694	23%	5%
Hiking in wilderness with overnight camping	1,495,369	7%	4%
Horseback - Same day horseback riding excursion	959,042	5%	1%
Horseback - Traveled by horse with overnight stops	82,028	0%	*

\* Small sample size, number has been suppressed

<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004 - 2005</b>	<b>Canadian travellers</b>	<b>% of total travellers (20.9 million)</b>	<b>% of travellers for whom this activity motivated some of their trips</b>
<b>LAND-BASED ACTIVITIES CONT.</b>			
Hunting big game	804,577	4%	3%
Hunting small game	447,351	2%	1%
Hunting birds	320,145	2%	1%
In-line / roller blading	597,062	3%	*
Mini-golf	2,515,967	12%	1%
Motorcycling - day excursion while on an overnight trip	493,633	2%	1%
Motorcycling as an overnight touring trip	318,789	2%	1%
Skateboarding	129,668	1%	*
Visited national, provincial, state nature park	6,042,579	29%	11%
Viewing northern lights	1,169,453	6%	1%
Wildflowers / flora viewing	2,071,873	10%	2%
Wildlife viewing - Bird watching	2,002,635	10%	2%
Wildlife viewing - Whale watching & other marine life	2,210,519	11%	3%
Wildlife viewing - Watching land based animals	2,755,110	13%	2%
<b>TEAM SPORTS (NET)</b>	<b>4,470,437</b>	<b>21%</b>	<b>9%</b>
Badminton	406,913	2%	*
Baseball or softball	622,801	3%	2%
Basketball	332,169	2%	1%
Beach volleyball	752,617	4%	*
Board games	1,302,339	6%	*
Bowling	780,299	4%	1%
Curling	310,469	1%	1%
Football	234,452	1%	*
Ice hockey	1,067,214	5%	3%
Paintball	173,834	1%	*
Soccer	521,388	2%	1%
Squash	69,935	0%	*
Tennis	536,128	3%	*
Volleyball	517,121	2%	1%

\* Small sample size, number has been suppressed



<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004 - 2005</b>	<b>Canadian travellers</b>	<b>% of total travellers (20.9 million)</b>	<b>% of travellers for whom this activity motivated some of their trips</b>
<b>ABORIGINAL ACTIVITIES (NET)</b>	<b>2,307,397</b>	<b>11%</b>	<b>3%</b>
Aboriginal cultural experiences in a remote or rural setting where you stayed for one or more nights	561,439	3%	1%
Aboriginal heritage attractions (e.g., museums, interpretive centres)	1,494,562	7%	1%
Aboriginal festivals and events (e.g., pow wows)	539,903	3%	1%
Aboriginal cuisine (tasted or sampled)	666,069	3%	1%
Aboriginal arts and crafts shows	985,903	5%	1%
Aboriginal outdoor adventure or sports	232,168	1%	*
<b>PERFORMING ARTS (NET)</b>	<b>8,990,382</b>	<b>43%</b>	<b>17%</b>
Ballet or other dance performances	1,211,842	6%	2%
Classical or symphony concert	1,220,638	6%	2%
Country / western music concerts	1,091,660	5%	2%
Free outdoor performance (e.g., theatre, concert) in a park setting	3,459,990	17%	3%
Jazz concert	836,958	4%	1%
Live theatre	3,379,641	16%	5%
Live theatre with dinner	1,620,839	8%	3%
Opera	475,488	2%	1%
Rock & roll / popular concert	2,603,760	12%	6%
Stand-up comedy clubs & other variety shows	1,923,512	9%	2%
Circus	745,056	4%	1%
<b>FESTIVALS &amp; EVENTS (NET)</b>	<b>9,038,556</b>	<b>43%</b>	<b>16%</b>
Carnivals	1,398,090	7%	2%
International film festivals	364,586	2%	*
Literary festivals or events	230,435	1%	*
Music festivals	1,474,137	7%	3%
Theatre festivals	468,130	2%	1%
Farmers' markets or country fairs	3,993,031	19%	4%
Exhibition or fairs	2,377,239	11%	4%
Religious festivals	1,009,997	5%	2%
Food / drink festivals	1,108,066	5%	1%
Ethnic festivals	873,789	4%	1%
Western theme events such as rodeos	721,775	3%	1%
Gay pride parades	208,437	1%	*
Firework displays	3,199,274	15%	3%
Hot air balloon festivals	329,639	2%	1%
Comedy festivals	365,892	2%	1%

\* Small sample size, number has been suppressed

<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004 - 2005</b>	<b>Canadian travellers</b>	<b>% of total travellers (20.9 million)</b>	<b>% of travellers for whom this activity motivated some of their trips</b>
<b>THEME PARKS (NET)</b>	<b>9,560,111</b>	<b>46%</b>	<b>15%</b>
Amusement park	4,351,196	21%	8%
Aquariums	2,709,382	13%	2%
Botanical gardens	2,924,380	14%	3%
Garden theme park	1,391,850	7%	1%
Musical attractions	1,006,384	5%	1%
Movie theme park	717,410	3%	1%
Planetarium	635,053	3%	1%
Science & technology theme park	1,364,885	7%	1%
Water theme park	2,143,717	10%	3%
Wax museums	723,670	3%	*
Zoos	3,385,129	16%	4%
Entertainment farms (corn maze, petting zoo)	1,316,428	6%	1%
<b>EXHIBITS, ARCHTECTURE, HISTORIC SITES (NET)</b>	<b>11,872,008</b>	<b>57%</b>	<b>17%</b>
Art galleries	3,859,904	18%	3%
Historical replicas of cities/towns with historic re-enactments	2,088,517	10%	3%
Museums - children's museums	742,963	4%	1%
Museums - general history or heritage museums	4,672,996	22%	4%
Museums - science or technology museums	2,053,030	10%	2%
Museums - military / war museums	1,876,757	9%	2%
Paleontological / archaeological sites	1,408,621	7%	2%
Strolling around a city to observe its buildings & architecture	8,189,397	39%	8%
Well known historic sites or buildings	5,993,006	29%	6%
Other historic sites monuments and buildings	4,883,247	23%	4%
Well known natural "wonders"	4,787,535	23%	6%
<b>HANDS-ON LEARNING ACTIVITIES (NET)</b>	<b>2,706,304</b>	<b>13%</b>	<b>4%</b>
Archaeological digs	195,991	1%	*
Cooking / wine tasting courses	722,214	3%	1%
Courses to learn another language	397,865	2%	1%
Curatorial tours	264,154	1%	*
Harvesting and / or other farm operations	581,763	3%	1%
Historical re-enactments (as an actor)	93,787	0%	*
Interpretive program at a historic site or park	956,456	5%	1%
Wilderness skills courses	302,044	1%	1%

\* Small sample size, number has been suppressed

<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004 - 2005</b>	<b>Canadian travellers</b>	<b>% of total travellers (20.9 million)</b>	<b>% of travellers for whom this activity motivated some of their trips</b>
<b>SPECTATOR SPORTS (NET)</b>	<b>5,622,487</b>	<b>27%</b>	<b>13%</b>
Amateur sports tournaments/competitions	2,214,321	11%	5%
Amateur tournaments and competitions other than sports	280,155	1%	1%
Auto races	823,836	4%	2%
Professional baseball games	1,068,523	5%	2%
Professional basketball games	292,808	1%	*
Professional figure skating	159,262	1%	*
Professional football games	675,948	3%	2%
Professional golf tournaments	197,555	1%	0%
Professional ice hockey games	1,891,263	9%	4%
Professional soccer games	217,450	1%	*
Horse races	570,741	3%	1%
Equine (horse) competitions	250,396	1%	*
Curling bonspiel	332,309	2%	1%
National/international sporting events, e.g., the Olympics games	198,609	1%	1%
<b>AIR-BASED ACTIVITIES (NET)</b>	<b>233,124</b>	<b>1%</b>	<b>*</b>
Hang gliding	61,643	0%	*
Hot air ballooning	88,458	0%	*
Parachuting	102,289	0%	*
<b>OTHER RECREATIONAL ACTIVITIES (NET)</b>	<b>11,276,432</b>	<b>54%</b>	<b>12%</b>
Day visit to a health and wellness spa	1,956,601	9%	3%
Photography	3,079,455	15%	2%
Recreational dancing	1,392,207	7%	1%
Went to casino(s)	5,218,740	25%	6%
Went to the movies / cinema	5,691,695	27%	4%
Went to Imax movie theatres	2,350,757	11%	2%

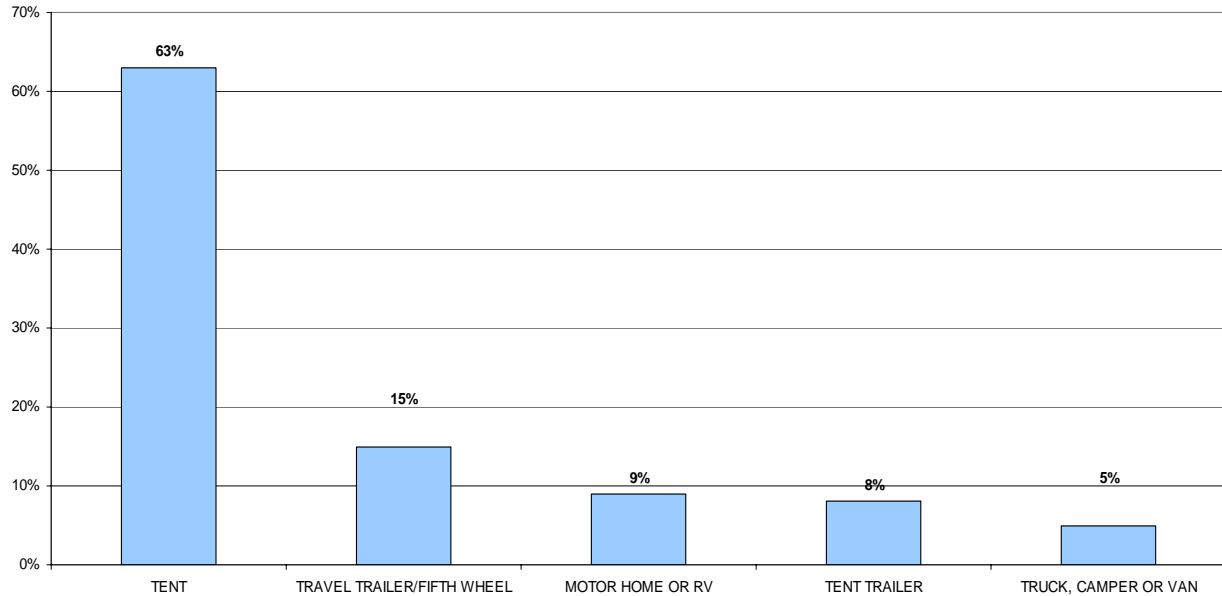
\* Small sample size, number has been suppressed

<b>ACTIVITIES DURING OVERNIGHT TRIPS IN 2004 - 2005</b>	<b>Canadian travellers</b>	<b>% of total travellers (20.9 million)</b>	<b>% of travellers for whom this activity motivated some of their trips</b>
<b>SHOPPING/DINING/FOOD (NET)</b>	<b>17,156,612</b>	<b>82%</b>	<b>16%</b>
Dining at restaurants offering local ingredients & recipes	11,649,615	56%	5%
Dining at high-end restaurants of international reputation	3,533,111	17%	2%
Dining at other high-end restaurants	5,523,823	26%	3%
Dining at a farm	1,020,534	5%	1%
Shop/browse - bookstores or music stores	8,461,762	41%	3%
Shop/browse - antiques	4,807,123	23%	2%
Shop/browse - gourmet foods in retail stores	3,584,737	17%	1%
Shop/browse - local arts & crafts studios/exhibits	7,596,491	36%	3%
Shop/browse - clothing, shoes and jewelry	11,617,048	56%	7%
Shop/browse - greenhouse or garden centre	3,412,007	16%	2%
Went to local outdoor cafes	7,875,158	38%	3%
Went to wineries for day visits and tasting	3,348,679	16%	3%
Went to breweries for day visits and tasting	1,215,443	6%	1%
Went to fruit picking at farms or open fields	2,265,787	11%	2%
Visited food processing plants such as cheese factory	1,322,035	6%	1%
<b>ACCOMODATION-RELATED ACTIVITIES (NET) - STAYED AT:</b>	<b>12,973,660</b>	<b>62%</b>	<b>28%</b>
Lakeside / riverside resort	4,469,793	21%	7%
Ski resort or mountain resort	2,728,761	13%	5%
Seaside resort	4,070,225	19%	7%
Remote or fly-in wilderness lodge	315,928	2%	1%
Remote or fly-in wilderness outpost	118,812	1%	*
Wilderness lodge you can drive to by car	1,132,204	5%	2%
Cooking school	73,197	0%	*
Wine tasting school	68,317	0%	*
Country inn or resort because it had a gourmet restaurant on the premises	1,010,462	5%	2%
Health spa	1,166,301	6%	2%
Farm or guest ranch	604,846	3%	1%
On a houseboat	299,876	1%	1%
A public campground in a nature park	5,206,549	25%	11%
A private campground	3,744,979	18%	6%
A camp site in a wilderness setting (not a campground)	1,698,239	8%	4%
A motor home or RV while traveling or touring (not a camping trip)	926,331	4%	1%

\* Small sample size, number has been suppressed

## Shelter Used on Camping Trips

TYPE OF SHELTER MOST OFTEN USED ON CAMPING TRIPS  
During 2004 - 2005



### Highlights:

- Of the 8 million adult Canadians (or 39% of Canadians) who went camping, 63% used a tent. Travel trailer/fifth wheel was the second most popular choice, accounting for 15% of Canadian campers.

## Tours

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

### Highlights:

- In 2004–05, 7.7 million adult Canadians (or 37% of Canadian travellers) took a same-day tour, either self-guided or organized, while on an overnight trip. “Around the city” and “Around the country-side” were the most popular types of same-day tours.
- Self-guided tours were of equal importance to organized or guided tours.

## Cruises

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

### Highlights:

- Approximately 14% of adult Canadian travellers took a cruise in 2004-05.
- Though Caribbean cruises are by far the most popular types of cruises, the combined lake/ river cruise market was as large as the Caribbean cruise market.

## BUSINESS TRAVEL

### Incidence of Business or Job-related Travel

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

#### Highlights:

- One third (33%) of adult Canadian travellers took at least one overnight business trip, travelling almost as often to attend conferences or seminars as to attend business meetings in 2004 - 2005.



## Incentive Travel

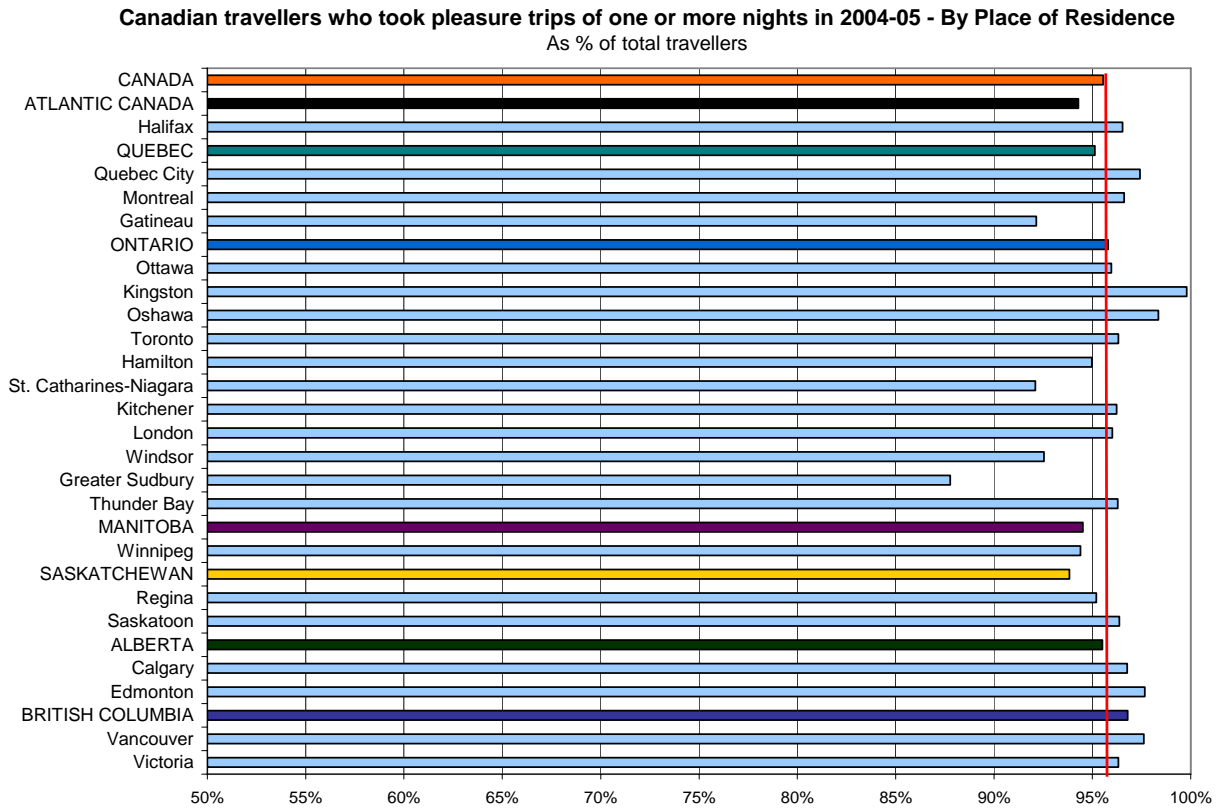
<b>“Has your employer provided you with a fully paid, overnight vacation as a reward?”</b>	<b>Number</b>	<b>% of total travellers (20.9 million)</b>
Yes	1,779,766	9%
No	12,629,315	60%
Don't have an employer	4,737,611	23%
Did not take pleasure or vacation trips	929,015	4%
Not stated	799,602	4%

### Highlights:

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

## PLEASURE OR VACATION TRAVEL

### Incidence of Overnight Pleasure or Vacation Travel



#### Highlights:

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

## Number of Pleasure or Vacation Trips

NUMBER OF OVERNIGHT PLEASURE OR VACATION TRIPS IN 2004-2005	Number	% of total travellers (20.9 million)
NONE	929,015	4%
ONE	2,045,112	10%
TWO	2,909,147	14%
THREE	2,402,158	12%
FOUR	1,985,390	10%
FIVE OR MORE	9,097,702	44%
NOT STATED	1,506,786	7%
AVERAGE	4.5	-

### Highlights:

- Although 4% of adult Canadian travellers did not take any overnight pleasure or vacation trips in the past 2 years (they took only business related trips), almost 44% of adult Canadian travellers had taken 5 or more trips.
- On average, the adult Canadians travellers who answered this question took 4.5 overnight pleasure or vacation trips during 2004-05, while those who answered the question and had taken a pleasure or vacation trip took 4.7 trips.

## Places Visited During Pleasure or Vacation Trips

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

### Highlights:

- Of the 19.9 million adult Canadians who took one or more overnight pleasure or vacation trips, 87% visited Canada, 44% visited the United States, and 34% visited other countries.

## Number of Overnight Trips to Specific Destinations

<b>NUMBER OF OVERNIGHT PLEASURE TRIPS TAKEN IN 2004-2005 TO SPECIFIC DESTINATIONS - SELECTED STATES, PROVINCES AND COUNTRIES</b>					
<b>DESTINATION OF OVERNIGHT PLEASURE TRIP</b>	<b>Number of Overnight Pleasure Trips</b>				
	<b>1</b>	<b>2</b>	<b>3+</b>	<b>Not Stated</b>	<b>Average</b>
NOVA SCOTIA	1,039,379	310,067	475,031	274,913	2
As % of pleasure travellers to destination	50%	15%	23%	13%	
QUEBEC	2,140,040	1,321,753	2,736,877	412,659	2.5
As % of pleasure travellers to destination	32%	20%	41%	6%	
ONTARIO	2,349,240	1,949,706	4,379,934	458,069	3.6
As % of pleasure travellers to destination	26%	21%	48%	5%	
MANITOBA	587,292	219,774	412,770	264,944	2.2
As % of pleasure travellers to destination	40%	15%	28%	18%	
SASKATCHEWAN	747,638	304,113	537,445	273,125	2.2
As % of pleasure travellers to destination	40%	16%	29%	15%	
<b>ALBERTA</b>	<b>1,592,662</b>	<b>814,234</b>	<b>1,466,435</b>	<b>343,269</b>	<b>2.3</b>
<b>As % of pleasure travellers to destination</b>	<b>38%</b>	<b>19%</b>	<b>35%</b>	<b>8%</b>	
BRITISH COLUMBIA	1,853,278	984,358	2,071,631	351,706	2.5
As % of pleasure travellers to destination	35%	19%	39%	7%	
FLORIDA	1,486,402	575,127	286,675	293,496	1.6
As % of pleasure travellers to destination	56%	22%	11%	11%	
NEW YORK STATE	1,344,267	387,291	426,801	308,295	1.8
As % of pleasure travellers to destination	54%	16%	17%	12%	
CALIFORNIA	1,097,510	261,174	165,351	254,988	1.5
As % of pleasure travellers to destination	62%	15%	9%	14%	
	1	2+	Not Stated	Average	
NEVADA	758,148	233,910	260,564	1.5	
As % of pleasure travellers to destination	61%	19%	21%		
MEXICO	1,536,348	456,681	259,521	1.5	
As % of pleasure travellers to destination	68%	20%	12%		
SOUTH / CENTRAL AMERICA	538,760	167,681	264,678	1.5	
As % of pleasure travellers to destination	55%	17%	27%		
THE CARIBBEAN	1,763,182	796,523	294,498	1.6	
As % of pleasure travellers to destination	62%	28%	10%		
EUROPE (Including U.K. & RUSSIA)	1,661,338	842,167	267,721	1.7	
As % of pleasure travellers to destination	60%	30%	10%		

### Highlights:

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

## TRIP PLANNING

### Involvement with Planning

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

### Highlights:

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

## Information Sources

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

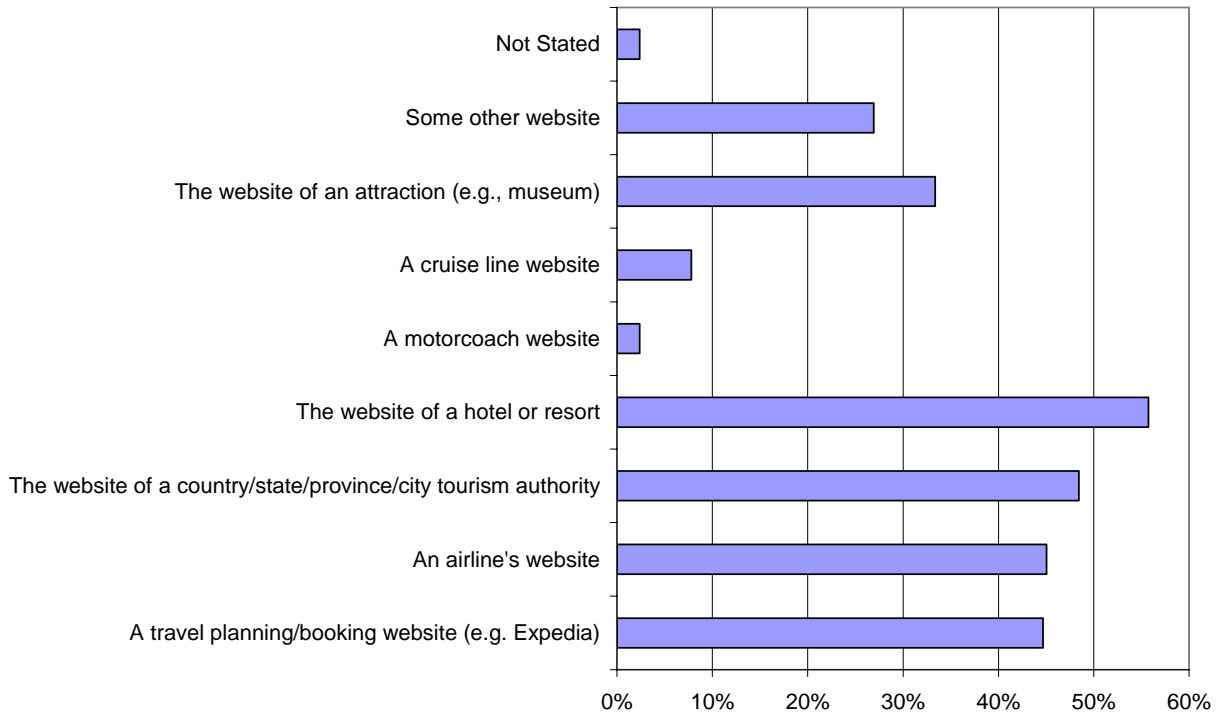
### Highlights:

- The majority of adult Canadians who were involved in planning their overnight pleasure trips used the Internet as a source of information (65%).
- Canadian travellers relied on their own past experiences and/or anecdotal information provided by friends and relatives. More than 80% of Canadians who were involved in planning their pleasure trips used the advice of friends and relatives, a travel agent or past experiences.
- About a quarter (24%) of the adult Canadians who were involved in trip-planning used advertising (in newspapers, on TV or in publications received by mail) as a source of information for planning overnight pleasure trips.

## Types of Websites Used

### Types of websites used in 2004-05 to plan trips of one or more nights

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



### Highlights:

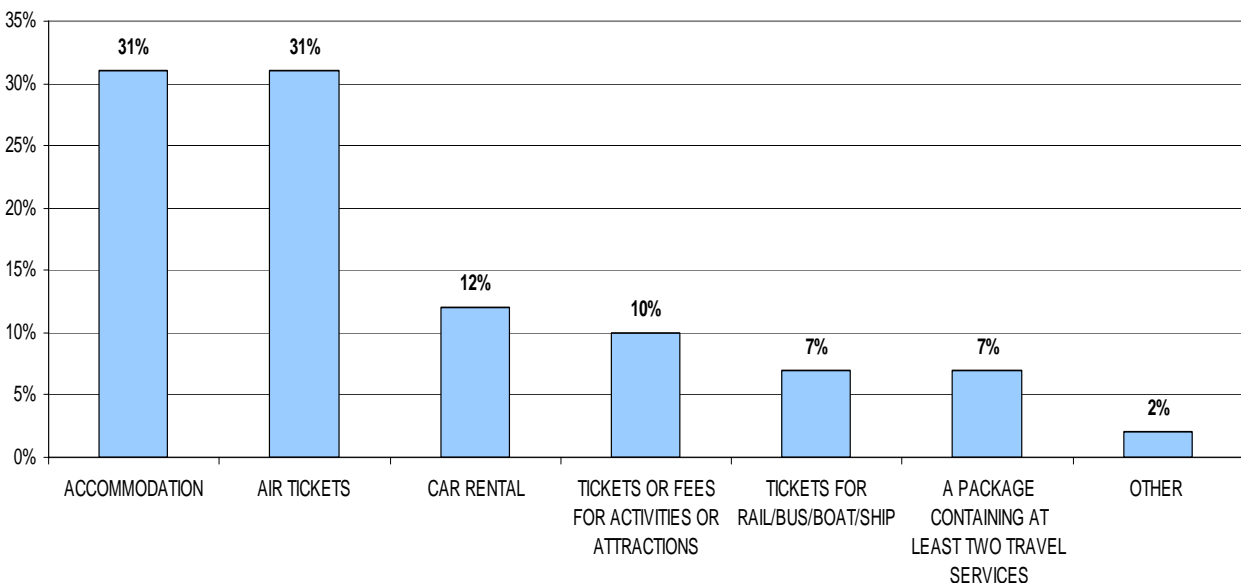
- In planning overnight pleasure trips, Canadians are most likely to use the website of a hotel or resort. Contrary to American travellers, they are also likely to use the website of a destination's tourism authority.



## Booking on the Internet

“Were any parts of the pleasure or vacation trips of one or more nights you took during the past 2 years actually booked over the Internet either by you or by someone else in your travel party or household?”	Number	% of total pleasure travellers (19.9 million)
YES	7,294,570	37%
NO	5,236,187	26%
DON'T KNOW/NOT SURE	429,654	2%
NOT STATED	709,608	4%

**TYPES OF TRAVEL SERVICES PURCHASED OVER THE INTERNET FOR TRIPS OF ONE OR MORE NIGHTS**  
Among those who use the Internet to purchase travel services = 7.3 million



### Highlights:

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

## Purchases of Travel Packages

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

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

### Highlights:

- The majority of Canadian pleasure travellers (62%) have not purchased travel packages for overnight pleasure or vacation trips in the past two years.
- Only 7% of Canadian travellers buy travel packages for most or all of their pleasure trips and one-quarter of all Canadian pleasure travellers have purchased a travel package for at least one of their overnight pleasure trips in the past two years.
- If Canadian pleasure travellers were to purchase a travel package, the kind of services they would like included involve accommodation (81%), transportation to and at the destination (72%), food and beverage (52%) and tickets to activities and attractions (45%).

## DECISION-MAKING PROCESS

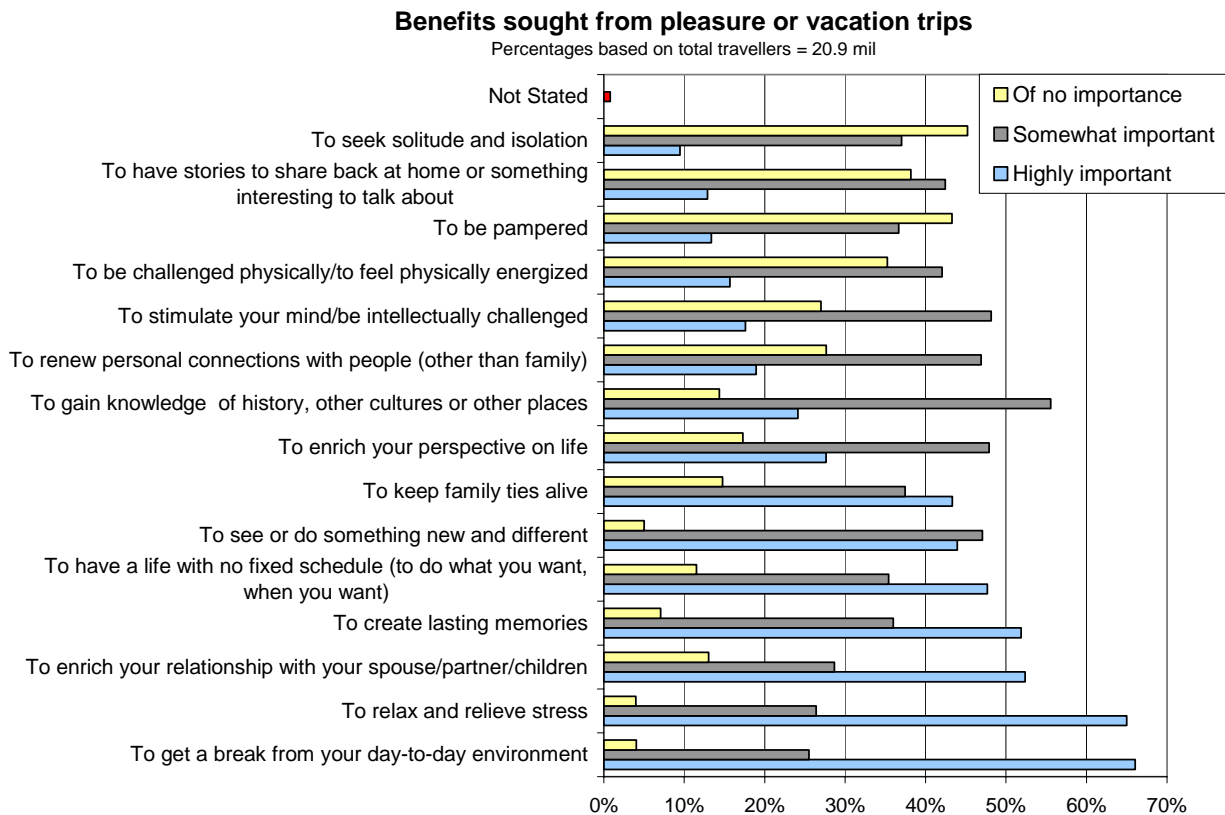
### Destination or Experience?

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

### Highlights:

- 86% of Canadian overnight pleasure travellers took at least one summer vacation in 2004-05 and 64% took a winter vacation.
- The survey investigated the decision-making process of Canadians when planning trips and compared summer and winter trip planning processes.
- Regardless of whether they were planning summer or winter vacations, a large number of Canadian pleasure travellers started their planning process by considering first the destination they wanted to visit.

## Benefits Sought from Pleasure or Vacation Trips



### Highlights:

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

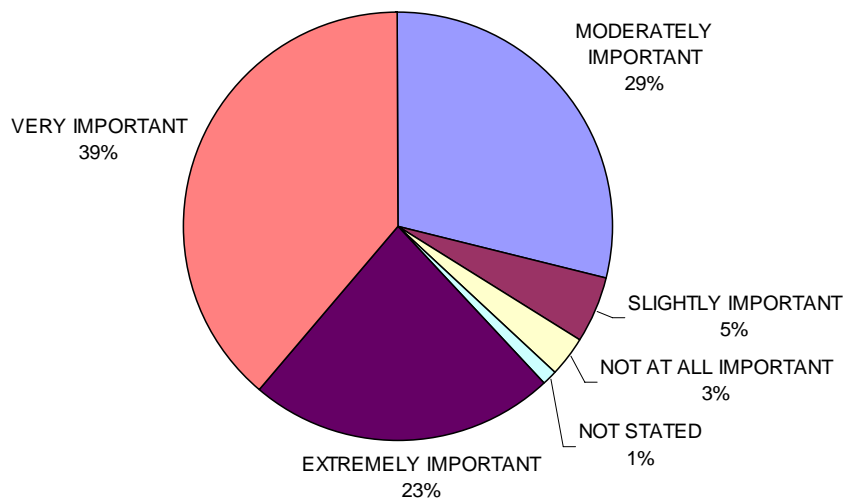
The top two of them relate to the benefits of travel in relieving the impacts that stress, boredom or work loads have on individual mental health.

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

## The Importance of the Choice of Destination

“For some people, the decision about which destination to choose for a pleasure trip is extremely important – as important as deciding how much to spend on a house or car. For others, the decision is not important at all. How important is the choice of destination to you?”

**IMPORTANCE OF THE CHOICE OF DESTINATION**  
Percentages based on total travellers = 20.9 million



### Highlights:

- Almost two-thirds (62%) of Canadian travellers indicated that the choice of the destination for a pleasure or vacation trip is very or extremely important to them (at least as important as buying a house or car).

## Important Considerations in Choosing a Destination

“How Important are each of the following conditions when choosing a destination for an overnight pleasure trip?”	Highly Important	Somewhat Important	Of No Importance
	Percentages based on total number of Canadian travellers = 20.9 million		
No health concerns at the destination	50%	38%	8%
Feeling safe at the destination	66%	28%	4%
Being familiar with the culture and language of the destination	14%	56%	27%
Being at a place that is very different, culturally, than yours	9%	47%	40%
Having friends or relatives living there	11%	27%	59%
Low cost package deals available for the destination	23%	50%	23%
Destination is disabled-person-friendly	6%	15%	73%
Lots of things for children to see/ do	17%	22%	56%
Lots of things for adults to see/do	38%	51%	7%
Information about the destination available on the internet	25%	43%	27%
Great shopping opportunities	12%	41%	43%
Availability of luxury accommodation	7%	26%	55%
Availability of mid-range accommodation	29%	50%	13%
Availability of budget accommodation	22%	44%	23%
Availability of camping	13%	24%	51%
Convenient access by car	43%	41%	11%
Direct access by air	29%	42%	22%
Convenient access by train/bus	13%	37%	39%
Not stated	1%		

### Highlights:

- The two considerations in choosing a destination that were the most frequently rated as highly important by Canadian travellers were: feeling safe at the destination (66%) and having no health concerns at the destination (50%).
- Since some items in the above table refer to the same underlying consumer need (for example, “safety at the destination” and “no health concerns” are both about safety), we have grouped the responses as follows:
  - Conditions that relate to their comfort and safety at the destination – 83% of Canadian travellers rated these conditions as highly important
  - Conditions that relate to the costs of travelling to a destination – 62% rated those as highly important

## IMPRESSIONS AND RATINGS OF DESTINATIONS

### Appeal of a Destination

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

### Highlights:

- British Columbia is by far the most appealing of the destinations listed above for the majority of Canadian travellers.
- Of the eighteen destinations listed in the TAMS questionnaire there are only three where the proportion of Canadian travellers that rate them as very unappealing is higher than the proportion that rate them as very appealing (Manitoba, Saskatchewan and Northwest Territories).

## Reasons to Travel to Destination

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

### Highlights:

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



## ACTIVITY PARTICIPATION AT HOME

### Outdoor Activities

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

### Highlights:

- When not travelling, Canadian adults and travellers say that their preferred outdoor activities at home are outings to parks (62%), exercising (59%), gardening (57%) and swimming (55%).
- In terms of all outdoor activities, travellers are more active than non-travellers.

## Entertainment Activities

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

### Highlights:

- When not travelling, Canadian adults and travellers say that their preferred entertainment activities at home are: eating in restaurants (88%), attending festivals or fairs (57%), going to pick-you-own farms or farmers' markets (40%) and going to amateur sports events (38%).
- In all entertainment activities, travellers are more active than non-travellers.

## COTTAGE OR VACATION HOME OWNERSHIP AND LOCATION

“Do you have access to a private cottage, cabin or vacation home on a regular basis? (owned by you, a friend or family member that you can use on a regular basis)”	% of travellers (20.9 million)
Yes	32%
No	65%
Not Stated	3%
“Where is this cottage, cabin or vacation home located?”	% of travellers (20.9 million)
Your own province	28%
In some other Canadian province	5%
Outside Canada	3%
Not stated	3%

### Highlights:

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

## RECREATION VEHICLE OWNERSHIP

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

### Highlights:

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

## MEDIA HABITS

### Newspapers

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

#### Highlights:

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

## Magazines

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

### Highlights:

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

## Television

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

### Highlights:

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

## Radio

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

### Highlights:

- Almost all Canadian travellers listen to the radio on a regular basis.
- Radio stations that broadcast news/talk/information were the most popular stations among Canadian travellers.
- The majority of Canadian travellers listen to commercial radio stations (61%).



## Internet Use

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

### Highlights:

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

## Membership in Organizations and Programs

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

### Highlights:

- About a quarter (25%) of Canadian travellers belongs to a frequent flyer program and 38% are members of an automobile club such as CAA.
- Over a quarter (28%) of Canadian travellers do not belong to any of the organizations listed.

## GENERAL ATTITUDES

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

### Highlights:

- About one-third of Canadian travellers say that make decisions quickly and easily, have more energy than most people their age, chance has little to do with success in life and they prefer to visit undiscovered places before the mass travel market moves in. Some 15% state that they buy new products before they come down in price.
- Such individuals are considered to be leaders among consumers, and their decisions and discoveries of products, services and destinations influence other travellers.

## VACATIONS DAYS

<b>AVAILABLE PAID VACATION DAYS IN 2005</b>	<b>% of travellers (20.9 million)</b>	<b>% of travellers (3.9 million)</b>
0 - 4 days	10%	11%
5 - 9 days	2%	2%
10 - 14 days	9%	7%
15 - 19 days	10%	5%
20 or more days	20%	8%
Not stated	3%	3%
<b>PAID VACATION DAYS TAKEN IN 2005</b>	<b>As % of paid employees who travelled in the past 2 years (11.0 million)</b>	<b>As % of paid employees who did not travel in the past 2 years (1.4 million)</b>
Did not have any paid vacations	18%	28%
None	3%	8%
1 - 4 days	2%	3%
5 - 9 days	8%	9%
10 - 14 days	18%	18%
15 - 19 days	18%	12%
20 or more days	29%	16%
Not stated	4%	6%
<b>PAID VACATION DAYS TAKEN &amp; USED FOR OUT-OF-TOWN OVERNIGHT VACATION TRIPS</b>	<b>As % of paid employees who travelled in past 2 years &amp; took paid vacation days in 2005 (8.3 million)</b>	<b>Not applicable</b>
None	12%	
1 - 4 days	13%	
5 - 9 days	26%	
10 - 14 days	25%	
15 - 19 days	14%	
20 or more days	11%	
Not Stated	0%	

### Highlights:

- In 2005, 21% of all Canadian travellers had 14 or fewer days of paid vacations given to them by their employer.
- In 2005, 64% of Canadian travellers, who had taken and used paid vacation days for out-of-town overnight vacation trips, used between 1 and 14 days. Among those who used between 1 and 14 days of their paid vacations in 2005, 13% used 1 – 4 days for travel, 26% used 5 – 9 days for travel and 25% used 9 -14 days for travel.

## DEMOGRAPHICS

### Age and Household income

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

### Highlights:

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

## Occupation and Household Composition

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

### Highlights:

- Compared to travellers, higher proportions of Canadian non-travellers are retired and lower proportions have full-time, paid employment.
- The vast majority of Canadian travellers live with a spouse or partner (68%) and about one-quarter of them have children under the age of 18 (22%). On the other hand, more Canadian non-travellers live alone or with children but no spouse/partner.

## Respondent's Place of Birth

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

### Highlights:

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

## Parent's Place of Birth

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

### Highlights:

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

## Education

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

### Highlights:

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