



ALBERTA LEISURE TRAVEL  
INTENTIONS STUDY  
(November 1<sup>st</sup>, 2004 – April 30<sup>th</sup>, 2005)

Full Report

Presented to:  
Alberta Economic Development

December 2004

Table of Contents

**Background and Objectives ..... 4**

    Background..... 4

    Research Objectives ..... 4

    Research Methodology ..... 5

    Weighting Sample to Target Population..... 5

**Executive Summary ..... 6**

    Key Findings ..... 6

        Alberta Overview — Travel Intentions ..... 6

        Alberta Overview — Trip Resources ..... 7

        Alberta Overview — Marketing Awareness and Retention ..... 7

        Alberta Overview — Centennial Awareness..... 7

**Alberta Overview ..... 8**

    Travel Intentions..... 8

        Trip Intentions..... 8

        Trip Destinations Within Alberta..... 11

        Destinations Within Alberta ..... 13

        Destinations Outside Alberta ..... 14

        Trip Duration ..... 15

        Trip Participants..... 16

    Trip Resources ..... 17

        Advance Planning ..... 17

        Information Sources..... 18

        Marketing Awareness and Retention ..... 19

        Centennial Awareness..... 19

**Profile of Visitors ..... 21**

    Alberta North..... 21

        Visitor Origin..... 21

        Destination Profiling..... 22

        Traveller Profile ..... 22

    Edmonton and Area ..... 23

        Visitor Origin..... 23

        Destination Profiling..... 24

        Traveller Profile ..... 24

    Alberta Central ..... 25

        Visitor Origin..... 25

        Destination Profiling..... 26

        Traveller Profile ..... 26

    Canadian Rockies ..... 27

        Visitor Origin..... 27

        Destination Profiling..... 28

        Traveller Profile ..... 28

    Calgary and Area ..... 29

        Visitor Origin..... 29

        Destination Profiling..... 30

|  |           |
|--|-----------|
| Traveller Profile .....                          | 30        |
| Alberta South.....                               | 31        |
| Visitor Origin.....                              | 31        |
| Destination Profiling.....                       | 32        |
| Traveller Profile.....                           | 32        |
| <b>Appendix 1: Segment results .....</b>         | <b>33</b> |
| Intended Trips.....                              | 33        |
| When do people intend to take these trips? ..... | 34        |
| Who do they plan to travel with?.....            | 35        |
| How far in advance do they plan? .....           | 36        |
| Centennial.....                                  | 37        |
| <b>Appendix 2: Survey Instrument .....</b>       | <b>38</b> |

## Background and Objectives

### **Background**

- Leisure trips by Alberta residents account for approximately 75% of all trips made in Alberta and half of the revenue generated. Recent trends and world events suggest that Albertans' travel within the province will only increase in the foreseeable future. These provincial and regional markets will remain key sources of tourism visitors and revenues.
- Alberta Economic Development (AED) and Travel Alberta (TA) have commissioned this research study to understand the immediate leisure travel intentions of Albertans in the next 6 months (November 1, 2004 – April 30, 2005), and study these trends over a period of at least the next 3 years. This research will primarily focus on travel in Alberta, and will be used to assist marketing efforts.

### **Research Objectives**

- The main goal of the research is to provide insight into the leisure travel intentions of Albertans, such as when and where the trips are to be taken, and how these decisions are made. This information will be used to assist Alberta's tourism businesses and Tourism Destination Regions (TDR's) by providing usable information for marketing initiatives.
- To provide AED and TA with the appropriate information required to address these goals, this research project addresses the following specific objectives:
  1. Track information on a recurring basis twice a year regarding intentions of Alberta resident adults to travel within the next 6 months for leisure purposes within Alberta.
  2. Provide tourism businesses and TDR's with information needed for a more strategic and targeted approach to cross-promotion and product development.
  3. Track awareness of various promotional campaigns throughout Alberta based on the benchmark established in the spring and fall surveys of 2003.
  4. Gather information to help profile the origin of visitors to major hubs/destinations in the province (Calgary, Edmonton, Mountain Parks).
  5. Determine how "issues of the day" may impact intentions of Albertans to travel within the next 6-month period.

### Research Methodology

- The target population is:
  - Residents of Alberta, who are a decision-maker in their household, are 18 years or older, have taken at least 1 leisure trip (at least 80 km away from home) in the past 12 months, and are intending to make at least 1 leisure trip between November 1, 2004 and April 30, 2005.
- 1399 respondents completed an 8-minute telephone survey between September 23 – September 29, 2004.
- Random Digit Dialling sample was obtained to get a statistically accurate sample of Alberta households, including unlisted telephone numbers.
- Results were weighted to the age and gender characteristics of Albertans over the age of 18.
- Significant differences are reported at the 95% confidence level.

### Weighting Sample to Target Population

- Since sampling of the target population was constrained by quota targets for the TDR's, the results were weighted to reflect the total population of the Census Divisions within each region based on the 2001 Statistics Canada census. The data were also weighted so that the distribution of age and gender are reflective of Alberta as a whole.
  - Please note that the non-qualifiers in the study had ages that were consistent with the respondents that qualified, so it was determined that weighting to the overall age and gender based on the 2001 Statistics Canada census was appropriate.

|                                   | Number of Completes | Sample Proportion | Population Proportion |
|-----------------------------------|---------------------|-------------------|-----------------------|
| <b>Age / Gender</b>               |                     |                   |                       |
| Males 18-24                       | 58                  | 4.1%              | 7.0%                  |
| Males 25-44                       | 272                 | 19.4%             | 21.4%                 |
| Males 45-54                       | 128                 | 9.1%              | 9.6%                  |
| Males 55-64                       | 59                  | 4.2%              | 5.4%                  |
| Males 65+                         | 38                  | 2.7%              | 6.1%                  |
| Females 18-24                     | 56                  | 4.0%              | 6.7%                  |
| Females 25-44                     | 418                 | 29.9%             | 21.3%                 |
| Females 45-54                     | 213                 | 15.2%             | 9.3%                  |
| Females 55-64                     | 95                  | 6.8%              | 5.4%                  |
| Females 65+                       | 62                  | 4.4%              | 7.7%                  |
| <b>Tourism Destination Region</b> |                     |                   |                       |
| Alberta South                     | 199                 | 14.2%             | 10.3%                 |
| Calgary and Area                  | 348                 | 24.9%             | 34.1%                 |
| Alberta Central                   | 199                 | 14.2%             | 16.9%                 |
| Edmonton and Area                 | 353                 | 25.2%             | 31.2%                 |
| Alberta North                     | 200                 | 14.3%             | 6.3%                  |
| Canadian Rockies                  | 100                 | 7.1%              | 1.1%                  |
| <b>Total</b>                      | <b>1399</b>         | <b>100%</b>       | <b>100%</b>           |

## Executive Summary

### Key Findings

#### Alberta Overview — Travel Intentions

- Albertan Travellers (those planning to take at least 1 trip between November 1, 2004 and April 30, 2005) are planning to take an average of 6.1 leisure trips during the next 6 months. These include trips both within and outside Alberta. This is up significantly from 5.3 trips planned between November 2003 and April 2004.
  - Significantly more trips are planned for December than for other months, which is most likely due to the Holidays.
  - Compared to the previous year, the number of trips planned for November has increased significantly.
  - Albertan travellers living in Edmonton and Area are planning to take significantly less trips during the next 6 months than travellers from almost every other region at 5.0 trips on average.
- Alberta will receive the largest proportion of Albertans' leisure travel, with 79% of trips planned to Alberta destinations.
  - Albertan travellers are planning to take significantly more trips in Alberta than one year ago, with an average of 4.8 trips planned in Alberta (vs. 4.1 in November 2003 – April 2004).
- While over one-third of Albertan travellers are planning at least one trip to Edmonton and Area, Calgary and Area, Canadian Rockies, or Alberta Central during the next 6 months, only 11% are planning a trip to Alberta North.
  - Albertan travellers are planning to take significantly more trips to Alberta Central than one year ago, with 33% of travellers planning to visit Alberta Central in the next 6 months (compared to 28% in November 2003 – April 2004).
- An average of 1.3 trips are planned by Albertan travellers to destinations outside the province, compared to 1.2 in the previous year.
  - British Columbia is the top destination, with 49% of all Albertan travellers planning at least 1 trip to British Columbia during the next 6 months.
  - Since last year, Albertan travellers are more likely to travel to the United States. 33% of Albertan travellers are planning on taking at least one trip to the United States in the next 6 months, compared to 22% one year ago.
  - Travellers living in the Canadian Rockies are planning a larger number of trips outside Alberta than some of the other regions.
- Over half of all trips that Albertan travellers expect to make in the next 6 months will be a weekend in duration.
- Most of the trips planned for the next 6 months will include either adult couples or families with children.

### Alberta Overview — Trip Resources

- While almost one-third of Albertan travellers take trips with only one week or less planning, the majority are planned anywhere between 2 weeks and 3 months in advance.
- The top information resources used to plan leisure trips include: the Internet (38%), Word-of-mouth (27%), Previous experience (22%), and the AMA, including the AMA website (20%).

### Alberta Overview — Marketing Awareness and Retention

- One-third of Albertan travellers (35%) recall seeing or hearing any slogans, themes, or catchy phrases promoting travel in Alberta in the past 12 months.
- Although no longer in use, the slogans that Albertan travellers are most likely to recall are Travel Alberta (89%) and Take an Alberta Break (75%).

### Alberta Overview — Centennial Awareness

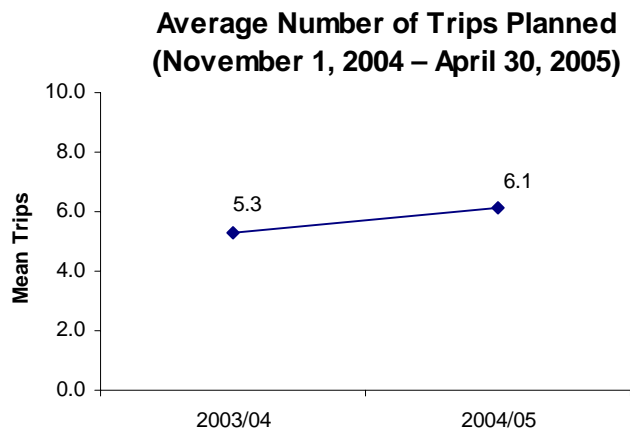
- Three-quarters of Albertan travellers are aware of the Alberta Centennial next year.
  - Awareness of the Centennial was highest in Edmonton and Area, at 82%.
  - Awareness has increased significantly since May 2004, when only 66% of Albertan travellers surveyed indicated being aware of the centennial.

## Alberta Overview

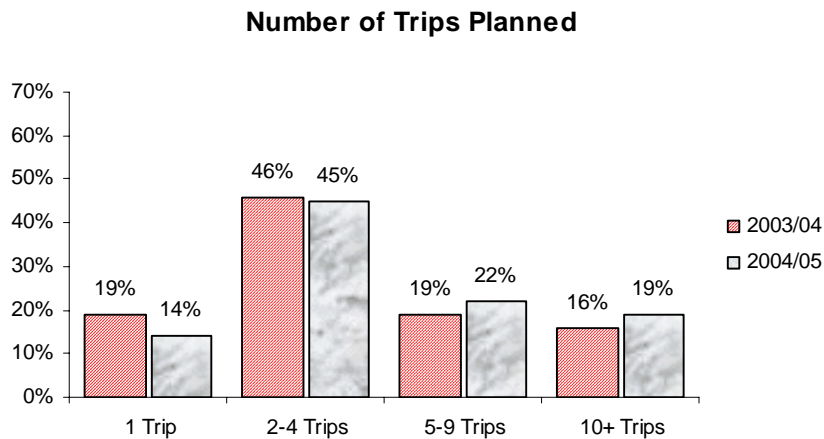
### Travel Intentions

#### Trip Intentions<sup>1</sup>

- Albertan travellers are planning to take 6.1 trips, on average, over the next 6 months (November 1, 2004 – April 30, 2005). These include trips both within and outside Alberta.
- The total trips planned are significantly higher than November 2003 – April 2004.



- Contributing to the increase in total trips compared to one year ago is the significant increase in Albertan travellers who are planning 5 or more trips (from 35% to 41%).



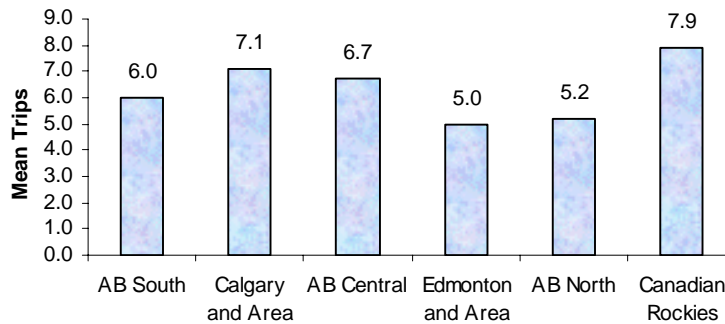
<sup>1</sup> Source: Q1: Total Trips Planned  
Base: Albertan Travellers (UNW: 2003/04 = 1418, 2004/05 = 1399)



Trip Intentions (continued)<sup>2</sup>

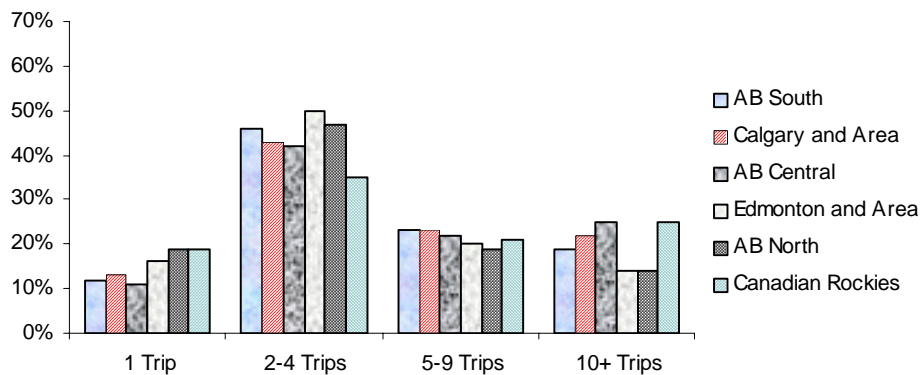
- Albertan travellers living in Edmonton and Area are planning to take significantly fewer trips during the next 6 months than travellers from almost every other region.
  - Albertan travellers from Alberta North are also planning significantly fewer trips over the next 6 months compared to travellers from Calgary and Area and the Canadian Rockies.

**Average Trips Planned (November 1, 2004 – April 30, 2005) by TDR**



- The lower average number of trips among travellers in Edmonton and Area is related to a lower proportion of travellers from this region that are planning 10 or more trips.

**Number of Trips Planned**



**Note:** The regional breakdowns in the “Alberta Overview” section include the regions of *residence* (not destination).

<sup>2</sup> Source: Q1: Total Trips Planned

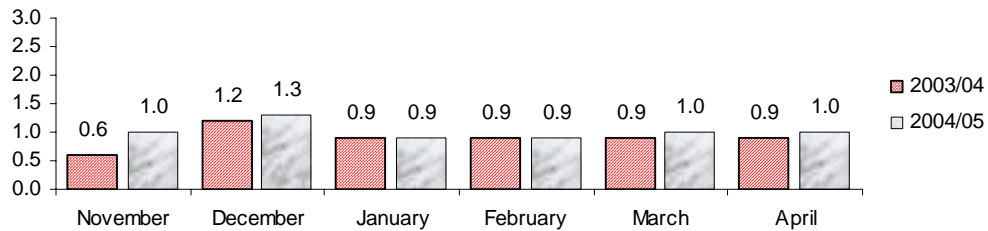
Base: Albertan Travellers (UNW: AB South=199, Calgary=348, AB Central=199, Edmonton=353, AB North=200, Rockies=100)

Trip Intentions (continued)<sup>3</sup>

- When viewing the average number of trips planned by month, it is not surprising to see that the largest number of trips will be taken during December. Significantly more trips are planned for December than in other months.
- The number of trips planned in November has increased since the previous year.

3

**Average Number of Trips Planned by Albertans by Month**

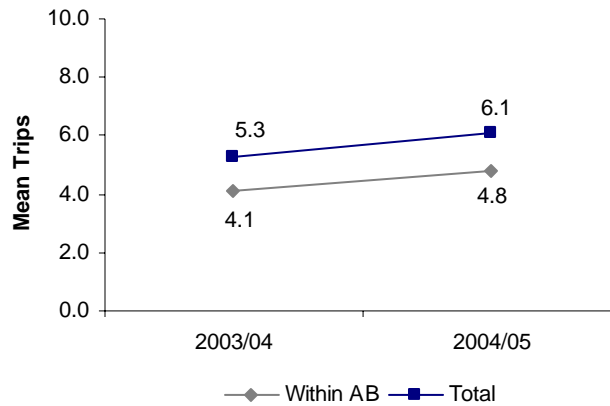


<sup>3</sup> Source: Q2: Total Trips by Month  
Base: Albertan Travellers (UNW: 2003/04 = 1424, 2004/05 = 1399)

Trip Destinations Within Alberta<sup>4</sup>

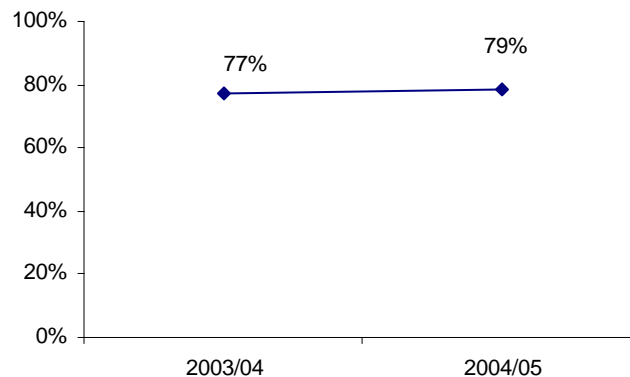
- Of all trips intended over the next 6 months, almost 5 trips will be taken within Alberta.
  - This is significantly higher (17%) than the number of Alberta trips planned during November 2003 – April 2004.

**Average Number of Trips Within Alberta**



- Similar to November 2003 – April 2004, nearly 80% of all trips planned during the next 6 months will be to Alberta destinations.

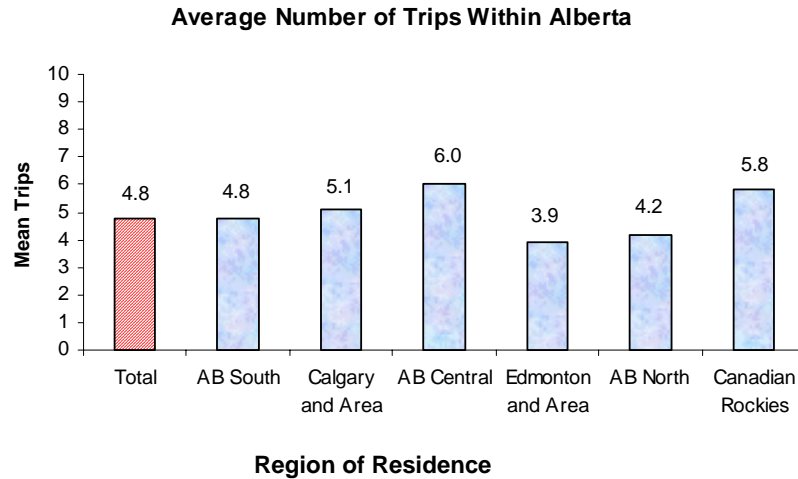
**Proportion of Trips Within Alberta**



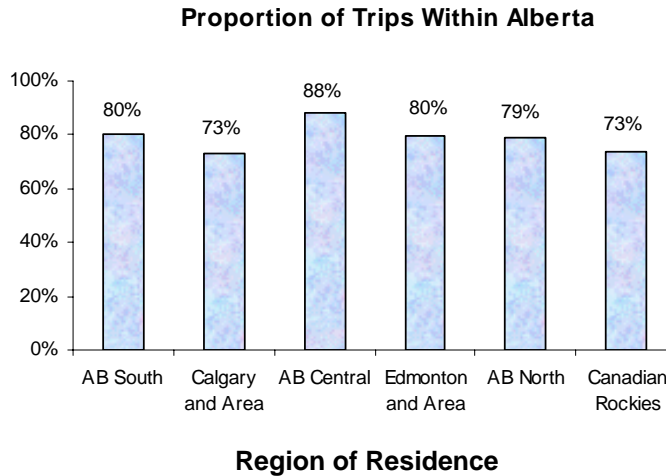
<sup>4</sup> Source: Q3: Trips within / outside AB  
 Base: Albertan Travellers (UNW: 2003/04 = 1424, 2004/05 = 1399)

Trip Destinations Within Alberta (continued)<sup>5</sup>

- Since travellers in Edmonton and Area are taking significantly less trips overall, it is not surprising that they are taking significantly fewer trips in-province than travellers from almost every other region.



- Travellers in Alberta Central plan to take a larger proportion of their trips inside Alberta, compared to most of the other regions.

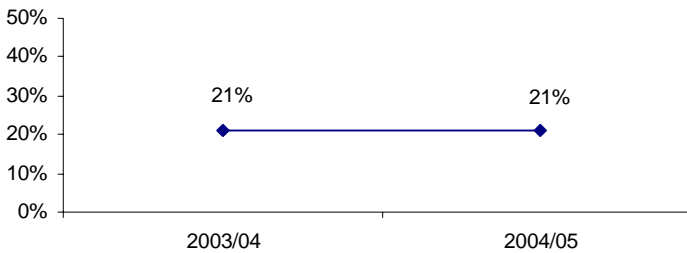


<sup>5</sup> Source: Q3: Trips within/outside AB  
 Base: Albertan Travellers (UNW: South=199, Calgary=348, Central=199, Edmonton=353, North=200, Rockies=100)

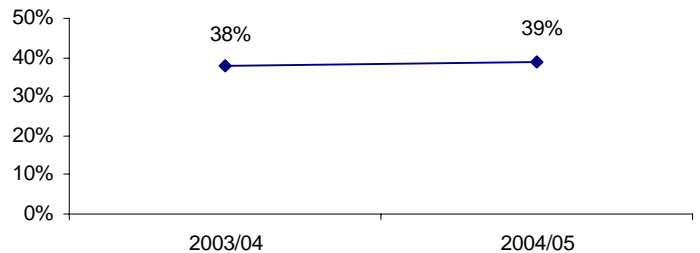
**Destinations Within Alberta<sup>6</sup>**

- While over one-third of Albertan travellers are planning at least one trip to Edmonton and Area, Calgary and Area, Canadian Rockies, or Alberta Central during the next 6 months, only 11% are planning a trip to Alberta North\*.
- Compared to November 2003 – April 2004, significantly more Albertans are planning to take at least one trip to Alberta Central in the next 6 months.

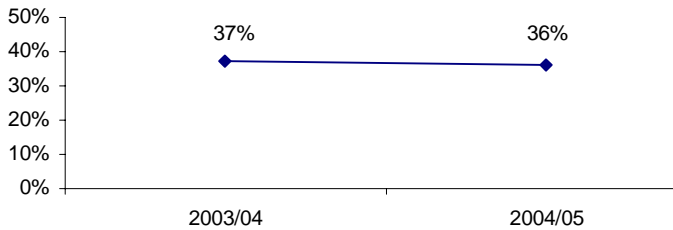
**Proportion of Albertans Traveling to Alberta South**



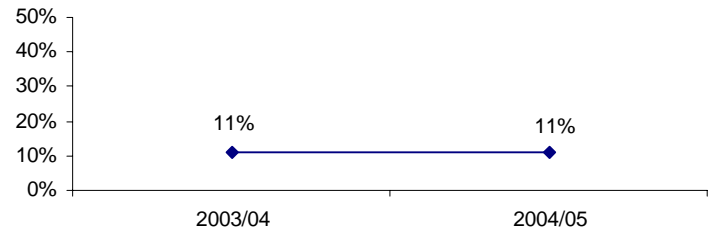
**Proportion of Albertans Traveling to Edmonton and Area**



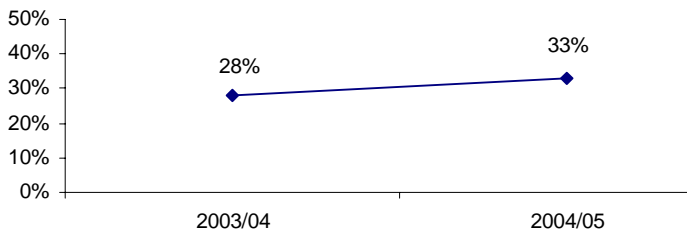
**Proportion of Albertans Traveling to Calgary and Area**



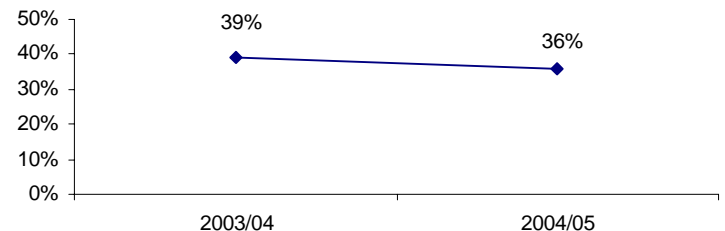
**Proportion of Albertans Traveling to Alberta North**



**Proportion of Albertans Traveling to Alberta Central**



**Proportion of Albertans Traveling to the Rockies**

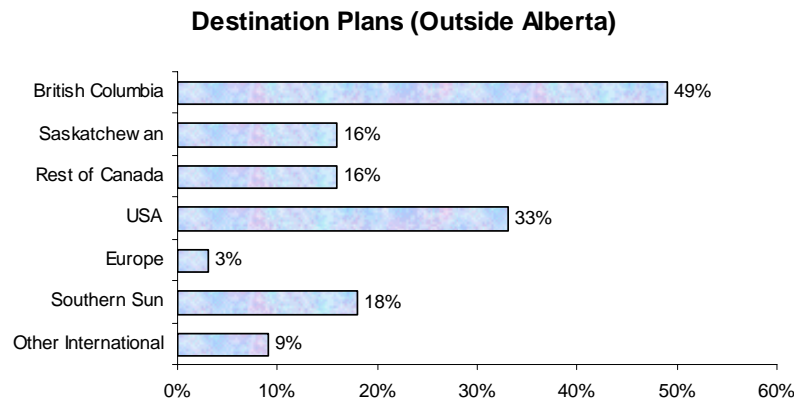
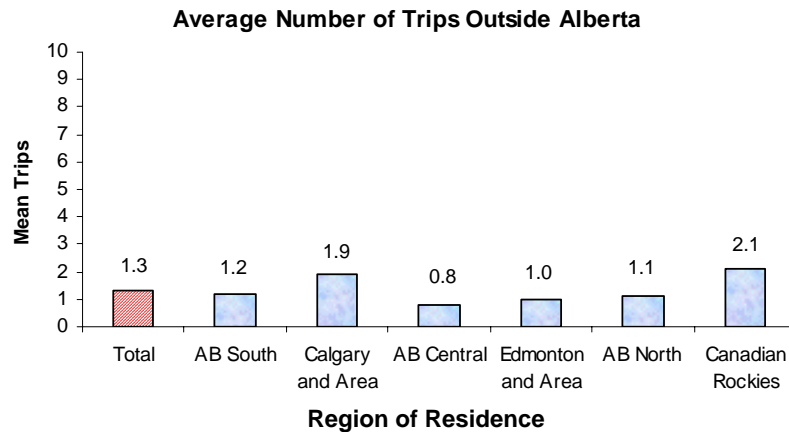


\* In the 2004 survey, respondents could mention up to 4 key travel destinations, whereas in the 2003 survey there was a maximum of 3 mentions.

<sup>6</sup> Source: Q6: Destinations planned within AB  
Base: All Respondents (UNW: 2003/04 = 1170, 2004/05 = 1223)

## Destinations Outside Alberta <sup>7</sup>

- An average of 1.3 trips are planned by Albertan travellers to destinations outside the province, compared to 1.2 in the previous year.
- Travellers from the Canadian Rockies and Calgary and Area are planning a larger number of trips outside Alberta than travellers from some of the other regions. This is likely due to their close proximity to British Columbia, since two-thirds of the travellers in this region plan to go to B.C. in the next 6 months.
- Overall, British Columbia attracts the largest number of Alberta travellers. Almost half of Albertan travellers are planning to take at least one trip to B.C. during the next 6 months. The U.S. is the next most popular destination for Albertan travellers, with one-third of the travellers planning to take at least one trip to the U.S. in the next 6 months.



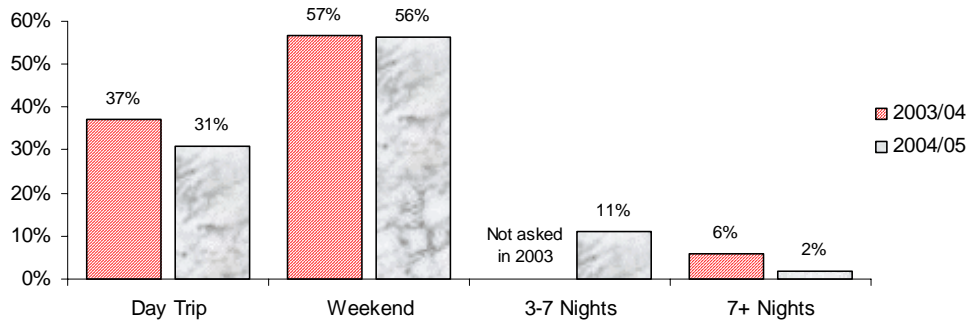
<sup>7</sup> Source: Q3: Trips within/outside AB; Q3c: Dest. plans outside AB

Base: Albertan Travellers (UNW: South=199, Calgary=348, Central=199, Edmonton=353, North=200, Canadian Rockies=100); Plan to visit outside of Alberta (UNW: 2004/05 = 684)

## Trip Duration<sup>8</sup>

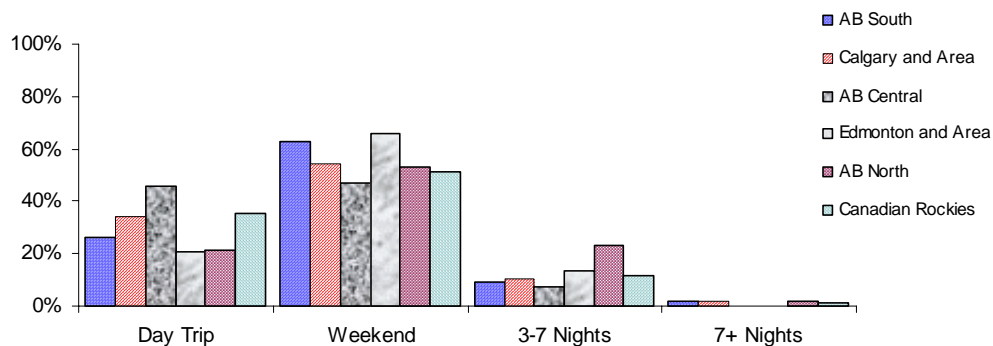
- Over half of all trips to be taken by Albertan travellers within Alberta between November 1, 2004 and April 30, 2005 will be a weekend in duration.
- The proportion of day trips and the proportion of trips lasting one week or longer, are significantly lower compared to last year.
  - Note that in 2003, the question listed only ‘one night stay’, ‘a weekend or long weekend’, and ‘1 week or longer’ as options.

**Proportion of Alberta Trips by Duration**



- Travellers from Alberta Central are planning to take a significantly greater proportion of day trips than travellers from almost any other region.
- On the other end of the scale, travellers from Alberta North are planning to take a greater number of trips that are 3 nights or longer than travellers from all other regions.

**Proportion of Alberta Trips by Duration (by Region of Residence)**

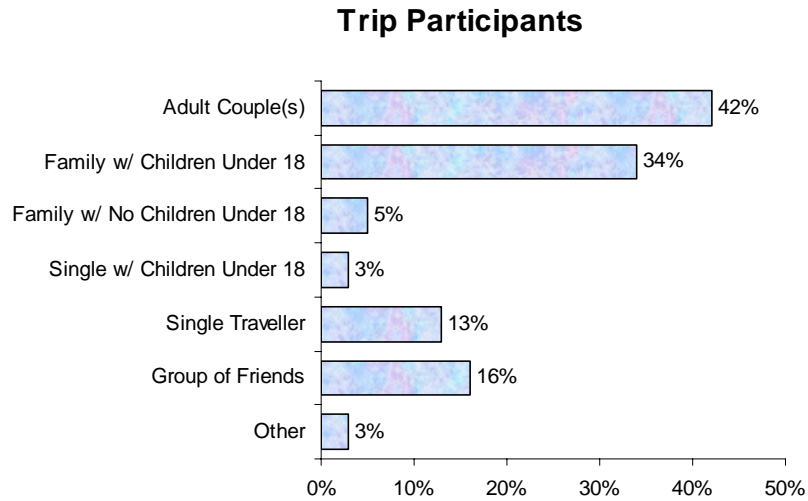


<sup>8</sup> Source: Q5: Trip duration

Base: Albertans travelling in-province (UNW: 2003/04 = 1171 , 2004/05 = 1241 ; South=176, Calgary=306, Central=181, Edmonton=309, North=185, Rockies=84)

## Trip Participants<sup>9</sup>

- Most of the trips planned for the next 6 months will include either adult couples or families with children.



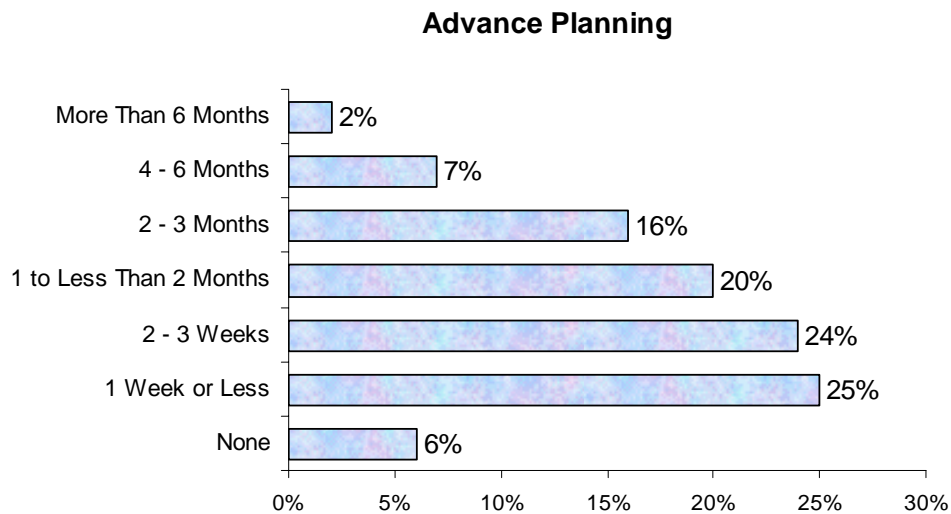
<sup>9</sup> Source: Q10: Trip participants  
Base: Albertan Travellers (UNW: 2004/05 = 1399)



## Trip Resources

### Advance Planning<sup>10</sup>

- While almost one-third of Albertan travellers take trips with only one week or less planning, the majority are planned anywhere between 2 weeks and 3 months in advance.
- Travellers from the Edmonton region are more likely to plan a trip in advance than travellers from most other regions.



<sup>10</sup> Source: Q7b: Advance planning  
Base: Albertan Travellers (UNW: 2004/05 = 1351)

**Information Sources** <sup>11</sup>

- The most common sources of information for travel are the Internet, word-of-mouth, previous experience, and the AMA. Few differences are found in the information sources used by travellers from each region.
  - Only 14% of travellers 65 or older use the Internet when making travel plans, which is much lower than the average traveller.
  - The AMA is less useful in reaching young adults and low-income households, as only 5% of 18 to 24 year olds and 4% of households with income less than \$25,000 use the AMA for information.

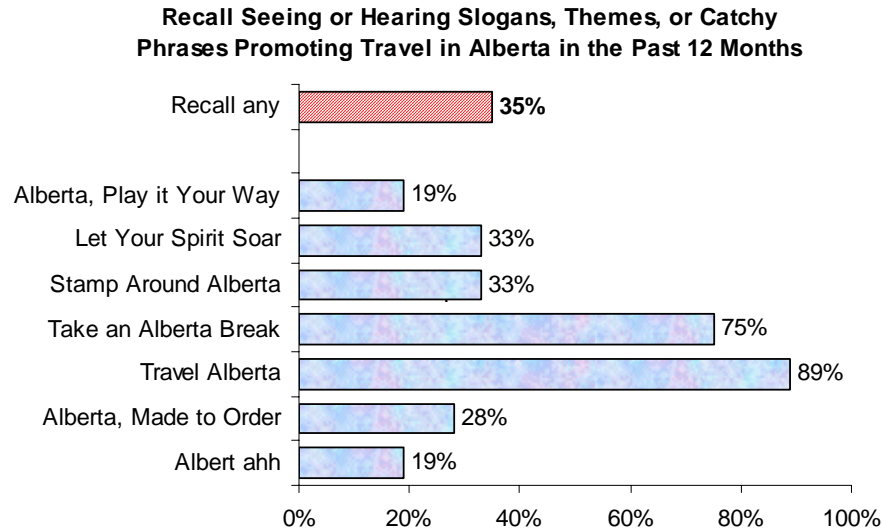
**Region of Residence**

|                                    | Total | AB South (A) | Calgary and Area (B) | AB Central (C) | Edmonton and Area (D) | AB North (E) | Canadian Rockies (F) |
|------------------------------------|-------|--------------|----------------------|----------------|-----------------------|--------------|----------------------|
| <b>Main Sources of Information</b> |       |              |                      |                |                       |              |                      |
| Internet in general                | 38%   | 31%          | 42% AE               | 36% E          | 42% AE                | 22%          | 32%                  |
| Friends/Family/Word-of-mouth       | 27%   | 27%          | 25%                  | 32%            | 27%                   | 22%          | 33%                  |
| Previous experiences/visits        | 22%   | 27% C        | 22%                  | 15%            | 23% C                 | 24%          | 20%                  |
| Alberta Motor Assn (AMA)           | 18%   | 17%          | 13%                  | 21%            | 23% BEF               | 14%          | 12%                  |
| AMA website                        | 2%    | 4%           | 1%                   | 2%             | 3%                    | 1%           | 1%                   |
| Brochures and pamphlets            | 8%    | 6%           | 10% F                | 10% F          | 7%                    | 5%           | 3%                   |
| Newspapers                         | 7%    | 6%           | 6%                   | 7%             | 7%                    | 10%          | 9%                   |
| Travel Alberta website             | 5%    | 4%           | 5%                   | 5%             | 6%                    | 4%           | 5%                   |
| Tourist information centres        | 5%    | 9% BD        | 4%                   | 7%             | 4%                    | 5%           | 8%                   |
| Television                         | 3%    | 6% D         | 3%                   | 4%             | 1%                    | 7% D         | 6% D                 |
| Magazines                          | 3%    | 2%           | 2%                   | 3%             | 3%                    | 2%           | 2%                   |
| Campground guide                   | 3%    | 1%           | 3%                   | 1%             | 4%                    | 1%           | 0%                   |
| Accommodation guide                | 3%    | 1%           | 2%                   | 4%             | 3%                    | 2%           | 0%                   |
| Tour books                         | 2%    | 1%           | 3%                   | 2%             | 3%                    | 2%           | 3%                   |
| Radio                              | 1%    | 1%           | 1%                   | 1%             | 1%                    | 1%           | 3%                   |
| Tourism Calgary website            | 1%    | 1%           | 0%                   | 2%             | 0%                    | 1%           | 0%                   |
| Edmonton Tourism website           | 1%    | 0%           | 1%                   | 2%             | 0%                    | 1%           | 0%                   |
| 1-800/Toll free tourism #s         | 1%    | 1%           | 0%                   | 1%             | 1%                    | 0%           | 3%                   |
| 1-800 Hotel Reser. #s              | 1%    | 1%           | 1%                   | 1%             | 1%                    | 0%           | 0%                   |
| Event calendar                     | 0%    | 2%           | 0%                   | 0%             | 0%                    | 0%           | 0%                   |
| Travel agencies                    | 0%    | 0%           | 0%                   | 0%             | 0%                    | 0%           | 0%                   |
| Billboards                         | 0%    | 0%           | 0%                   | 0%             | 0%                    | 0%           | 0%                   |
| Bed and Breakfast listings         | 0%    | 1%           | 0%                   | 0%             | 0%                    | 0%           | 0%                   |
| Other                              | 19%   | 20%          | 19%                  | 18%            | 17%                   | 22%          | 25%                  |
| Not Applicable                     | 5%    | 7%           | 5%                   | 4%             | 5%                    | 9%           | 9%                   |

The letters beside the numbers indicate which segments are significantly different. For example, significantly more respondents in Edmonton and Area use the Internet than those in either Alberta South or Alberta North.

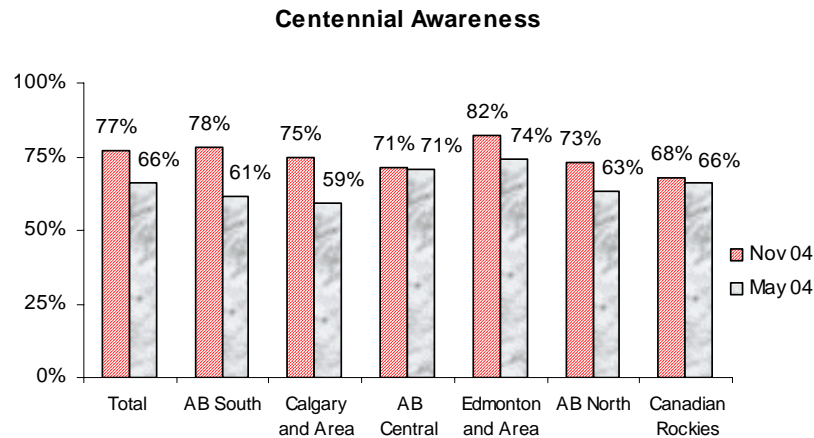
**Marketing Awareness and Retention**<sup>12</sup>

- One-third of Albertan travellers (35%) recall seeing or hearing slogans, themes, or catchy phrases promoting travel in Alberta in the past 12 months.
  - Although no longer in use, the phrases that Albertan travellers are most likely to recall are Travel Alberta (89%) and Take an Alberta Break (75%).



**Centennial Awareness**<sup>13a</sup>

- Just over three-quarters of Albertan travellers are aware of the Alberta Centennial next year.
  - Centennial awareness tends to be higher among travellers from Edmonton and Area.
  - Overall awareness of the Centennial has increased compared to May 2004, when only 66% of Albertans surveyed indicated being aware.



<sup>11</sup> Source: Q8a: Recall any slogans, themes, or catchy phrases; Q8b: Have seen or heard any of the following slogans promoting travel  
Base: Albertan Travellers (UNW: Total=1399)

<sup>13a</sup> Source: Q9: Centennial Awareness

Base: Albertan Travellers (UNW: Total=1399; South=199, Calgary=348, Central=199, Edmonton=353, North=200, Rockies=100)

Demographics <sup>13</sup>

|  | Total  | AB South (A) | Calgary and Area (B) | AB Central (C) | Edmonton and Area (D) | AB North (E) | Canadian Rockies (F) |
|--|--------|--------------|----------------------|----------------|-----------------------|--------------|----------------------|
| <b>Age</b>                                   |        |              |                      |                |                       |              |                      |
| 18 - 24                                      | 14%    | 14%          | 14%                  | 14%            | 14%                   | 14%          | 14%                  |
| 25 - 44                                      | 43%    | 43%          | 43%                  | 43%            | 43%                   | 43%          | 43%                  |
| 45 - 54                                      | 19%    | 19%          | 19%                  | 19%            | 19%                   | 19%          | 19%                  |
| 55 - 64                                      | 11%    | 11%          | 11%                  | 11%            | 11%                   | 11%          | 11%                  |
| 65 or older                                  | 14%    | 14%          | 14%                  | 14%            | 14%                   | 14%          | 14%                  |
| Mean Age                                     | 43.1   | 43.1         | 43.1                 | 43.1           | 43.1                  | 43.1         | 43.1                 |
| <b>Income</b>                                |        |              |                      |                |                       |              |                      |
| Less than \$25,000                           | 8%     | 16% BDE      | 8%                   | 8%             | 6%                    | 8%           | 9%                   |
| \$25,000 to less than \$50,000               | 23%    | 28% BE       | 17%                  | 34% BE         | 24%                   | 17%          | 29% BE               |
| \$50,000 to less than \$100,000              | 44%    | 37%          | 46%                  | 40%            | 49% A                 | 39%          | 42%                  |
| \$100,000 and over                           | 24%    | 20%          | 28% ACD              | 18%            | 21%                   | 37% ACDF     | 20%                  |
| Average Income (\$ thousands)                | \$68.0 | \$61.7       | \$71.5 ACF           | \$62.7         | \$68.3 AC             | \$74.1 ACDF  | \$64.3               |
| <b>Family Composition</b>                    |        |              |                      |                |                       |              |                      |
| Single adult household                       | 19%    | 17%          | 21%                  | 16%            | 21%                   | 18%          | 20%                  |
| 2 adults with children                       | 38%    | 39%          | 36%                  | 41%            | 39%                   | 40%          | 39%                  |
| 2 adults without children                    | 33%    | 34%          | 33%                  | 34%            | 32%                   | 33%          | 29%                  |
| Single parent with children living at home   | 4%     | 4%           | 5%                   | 4%             | 4%                    | 4%           | 6%                   |
| Other (include if there are children or not) | 5%     | 6%           | 6%                   | 5%             | 4%                    | 6%           | 7%                   |
| <b>Trip Participants</b>                     |        |              |                      |                |                       |              |                      |
| Adult couple(s)                              | 42%    | 41%          | 43%                  | 40%            | 43%                   | 42%          | 35%                  |
| Family with children under 18                | 34%    | 36%          | 33%                  | 38%            | 32%                   | 36%          | 30%                  |
| Family with no children under 18             | 5%     | 4%           | 6%                   | 3%             | 6%                    | 5%           | 3%                   |
| Single adult with children under 18          | 3%     | 2%           | 3%                   | 3%             | 3%                    | 1%           | 5%                   |
| Single Traveller                             | 13%    | 11%          | 15% C                | 7%             | 13% C                 | 14%          | 16%                  |
| Group of friends travelling together         | 16%    | 11%          | 18% A                | 16%            | 16%                   | 15%          | 25% A                |
| Other  | 3%     | 3%           | 3%                   | 3%             | 4% F                  | 2%           | 1%                   |
| <b>Segmentation</b>                          |        |              |                      |                |                       |              |                      |
| Urban Explorer                               | 27%    | 38% BCD      | 26%                  | 24%            | 23%                   | 40% BCD      | 34%                  |
| Accomplisher                                 | 18%    | 12%          | 19% A                | 18%            | 17%                   | 22% A        | 30% ABCD             |
| Comfort Seeker                               | 37%    | 32%          | 38% EF               | 41% EF         | 37% EF                | 23%          | 23%                  |
| Real Relaxer                                 | 19%    | 18%          | 17%                  | 17%            | 23% F                 | 14%          | 13%                  |

The letters beside the numbers indicate which segments are significantly different. For example, significantly more respondents in the Canadian Rockies make trips as single travellers than those in Alberta South, Edmonton and Area, or Alberta North.

<sup>12</sup> Source: D2: Year of birth; D3: Income; D1: Family composition; Q10: Leisure trip composition  
 Base: Albertan Travellers (UNW Total=1399 South=199, Calgary=348, Central=199, Edmonton=353, North=200, Rockies=100)

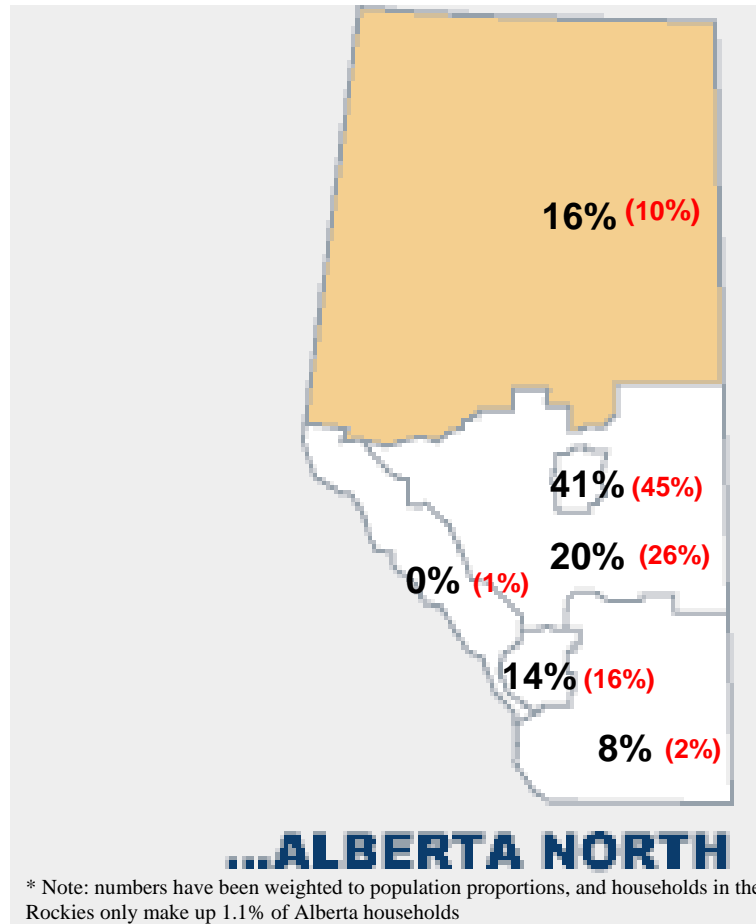
## Profile of Visitors

### Alberta North

#### Visitor Origin <sup>14</sup>

- Travellers from Edmonton and Area will make up 41% of all Albertan leisure travellers to Alberta North over the next 6 months.
- With only 11% of Albertan travellers planning to travel to Alberta North, this region will receive the lowest proportion of Alberta visitors of all of the Tourism Destination Regions.
- On the map below, bold percentages indicate the proportion of visitors from each TDR intending to travel in Alberta North during the period November 2004 through April 2005. Proportions from one year ago are noted in brackets.

#### Total Visitors to Alberta North by Place of Residence (e.g., 41% of Visitors to Alberta North reside in Edmonton and Area)



<sup>13</sup> Source: TDR: Place of Residence; Q6: Destination in Alberta  
Base: All respondents travelling to AB North (UNW: 2003/04=134, 2004/05=163)

### Destination Profiling

- Residents of Alberta North are the ones planning the most trips in Alberta North over the next 6 months.
- Particularly travellers from Calgary and Area are planning to take significantly fewer trips to Alberta North over the next 6 months than travellers from other regions.
- Travellers to Alberta North are planning to go to Alberta South and the Canadian Rockies less than half as often as to the other regions.

### Traveller Profile

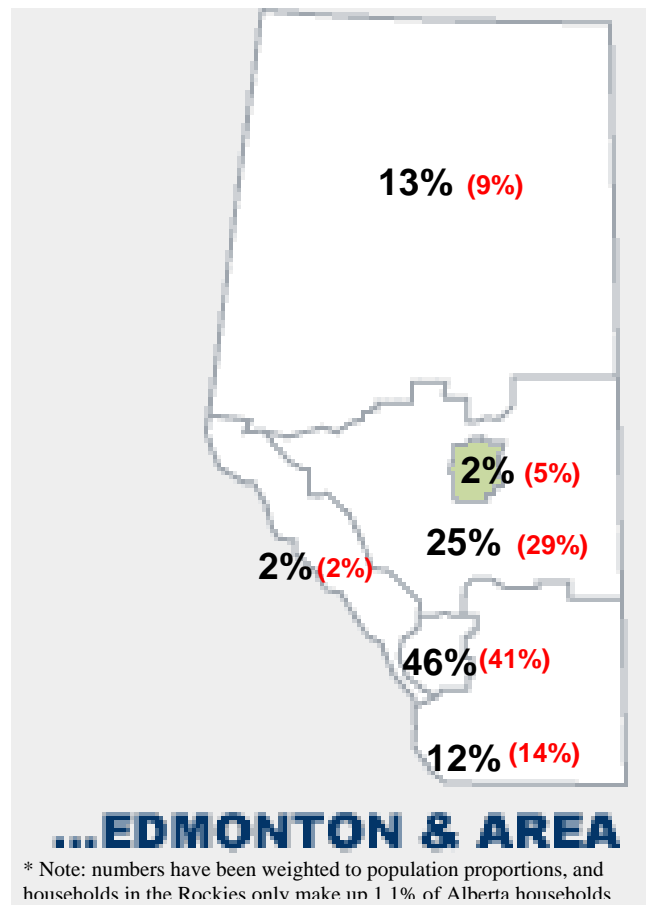
- The average age of Alberta travellers coming to Alberta North is 43, which is the same as the average of all Alberta Travellers.
- There is a statistically even split between males and females planning to visit the region.
- Average household income for travellers visiting Alberta North is \$65,400, which is not statistically different from the average for all Albertan travellers at \$68,000.
- Sources of information cited by visitors to Alberta North are very similar to those cited by Albertan travellers overall.
- Over 40% of Alberta travellers visiting Alberta North plan to travel as adult couples during the next 6 months, and almost 40% as families with children under 18.

## Edmonton and Area

### Visitor Origin <sup>15</sup>

- Travellers from Calgary and Area will make up the largest proportion of all Albertan leisure travellers to Edmonton and Area over the next 6 months, at 46%.
- With 39% of all Albertan travellers planning to travel to Edmonton and Area at least once in the next 6 months, this region will be one of the most popular destinations among Albertan travellers over the next 6 months.
- On the map below, bold percentages indicate the proportion of visitors from each TDR intending to travel in Edmonton and Area during the period November 2004 through April 2005. Proportions from one year ago are noted in brackets.

### Total Visitors to Edmonton and Area by Place of Residence (e.g., 46% of Visitors to Edmonton and Area reside in Calgary and Area)



<sup>14</sup> Source: TDR: Place of Residence; Q6: Destination in Alberta  
Base: All respondents travelling to Edmonton and Area (UNW: 2003/04=525, 2004/05=537)

### Destination Profiling

- Travellers from Alberta North and Alberta Central are the ones planning relatively more trips to Edmonton and Area between November 1, 2004 and April 30, 2005.
- Not surprisingly, travellers from Alberta South are planning on taking significantly fewer trips to Edmonton and Area than those from other regions.
- Travellers to Edmonton and area are planning to go to the other five Alberta regions in relatively similar numbers.

### Traveller Profile

- The mean age of Alberta travellers coming to Edmonton and Area is 43, which is the same as the average of all Alberta Travellers.
- There is a statistically even split between males and females planning to visit the region.
- Mean household income for travellers visiting Edmonton and Area is \$71,800, which is not statistically different from the average for all Albertan travellers at \$68,000.
- Sources of information cited by visitors to Edmonton and Area are very similar to those cited by Albertan travellers overall.
- Over 40% of Alberta travellers visiting Edmonton and Area plan to travel as adult couples during the next 6 months, and almost 40% as families with children under 18 years old.

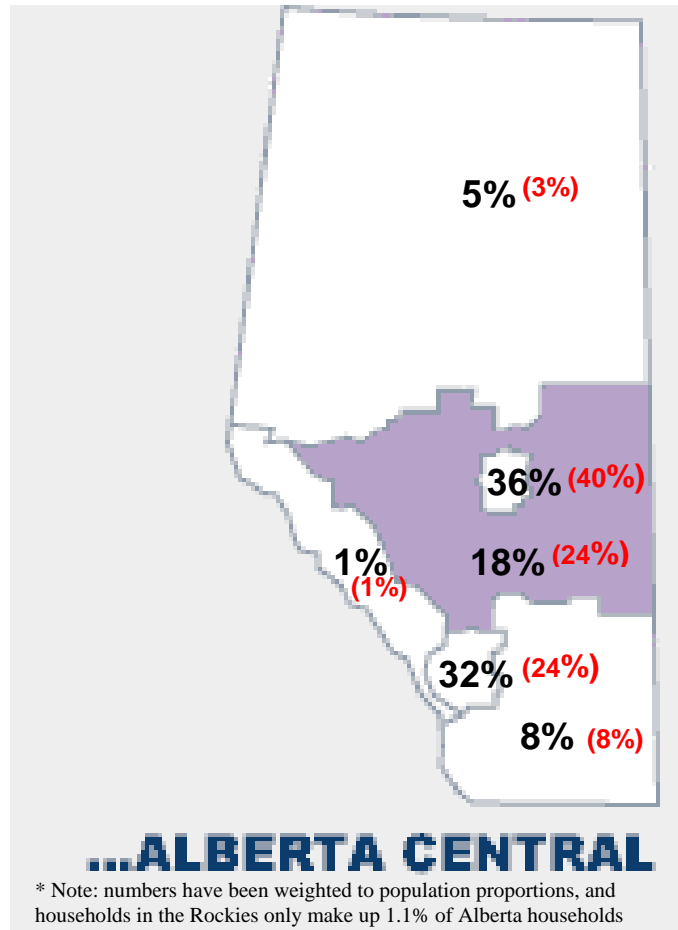


## Alberta Central

### Visitor Origin <sup>16</sup>

- Travellers from Edmonton and Area will make up 36% of Albertan leisure travellers to Alberta Central over the next 6 months.
- One-third of Alberta travellers plan to travel to Alberta Central at least once in the next 6 months.
- On the map below, bold percentages indicate the proportion of visitors from each TDR intending to travel in Alberta Central during the period November 2004 through April 2005. Proportions from one year ago are noted in brackets.

### Total Visitors to Alberta Central by Place of Residence (e.g., 36% of Visitors to Alberta Central reside in Edmonton and Area)



<sup>15</sup> Source: TDR: Place of Residence; Q6: Destination in Alberta  
Base: All respondents travelling to Alberta Central (UNW: 2003/04=296, 2004/05=375)

### Destination Profiling

- Travellers from Alberta North are planning on taking significantly fewer trips to Alberta Central than travellers from most other regions.
- Travellers to Alberta Central are generally also planning on going to Edmonton and Area and Calgary and Area.

### Traveller Profile

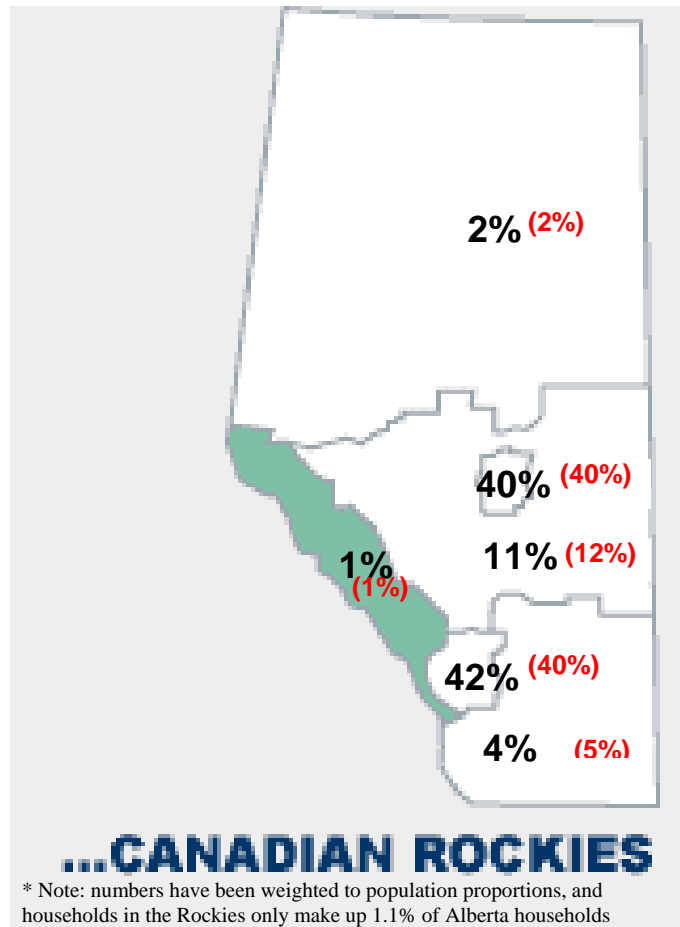
- The mean age of Alberta travellers coming to Alberta Central is 44, which is statistically on par with the average age of all Albertan travellers at 43.
- There is a statistically even split between males and females planning to visit the region.
- Mean household income for travellers visiting Alberta Central is \$67,300, which is not statistically different from the average for all Albertan travellers at \$68,000.
- Sources of information cited by visitors to Alberta Central are very similar to those cited by Albertan travellers overall.
- Over 40% of Alberta travellers visiting Alberta Central plan to travel as adult couples during the next 6 months, and 35% as families with children under 18.

## Canadian Rockies

### Visitor Origin <sup>17</sup>

- Travellers from the Calgary and Edmonton regions will make up 82% of all Albertan leisure travellers to the Canadian Rockies over the next 6 months.
- 36% of Albertan travellers plan to travel to the Canadian Rockies at least once in the next 6 months.
- On the map below, bold percentages indicate the proportion of visitors from each TDR intending to travel in the Canadian Rockies during the period November 2004 through April 2005. Proportions from one year ago are noted in brackets.

### Total Visitors to Canadian Rockies by Place of Residence (e.g., 40% of Visitors to Canadian Rockies reside in Edmonton and Area)



<sup>16</sup> Source: TDR: Place of Residence; Q6: Destination in Alberta  
Base: All respondents travelling to Canadian Rockies (UNW: 2003/04=397, 2004/05=400)

### Destination Profiling

- Travellers from the Canadian Rockies themselves, as well as travellers from Calgary and Area are planning on taking significantly more trips to the Canadian Rockies over the next 6 months than travellers from the other regions.
- Travellers to the Canadian Rockies also plan on going to the Edmonton and Calgary regions, as well as Alberta Central.

### Traveller Profile

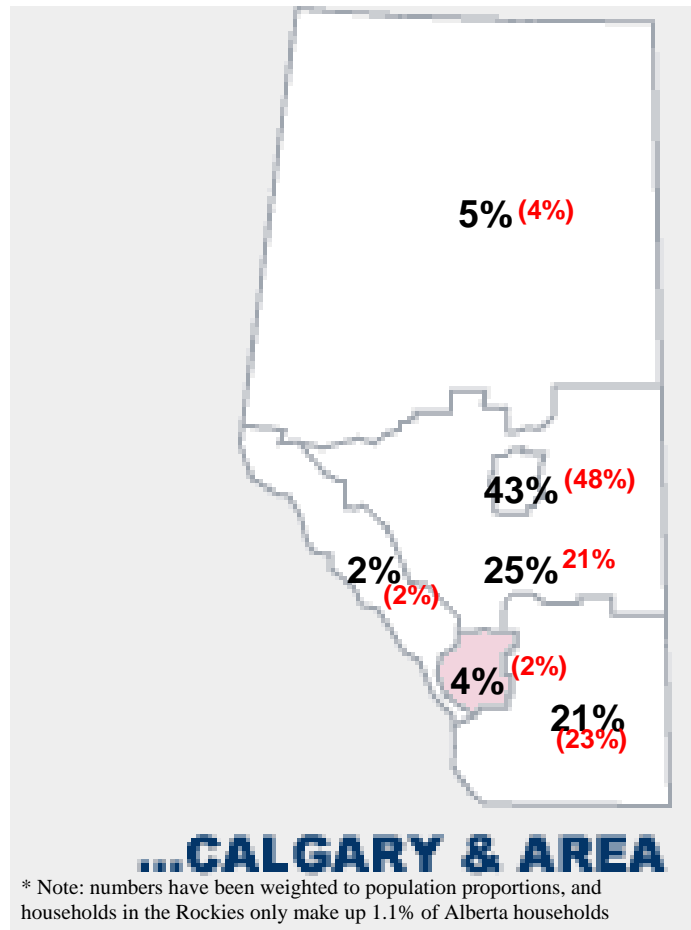
- The mean age of Alberta travellers coming to the Canadian Rockies is 40, which is statistically on par with the average age of all Albertan travellers at 43.
- There is a statistically even split between males and females planning to visit the region.
- Mean household income for travellers visiting the Canadian Rockies is significantly higher than for almost all other Tourism Destination Regions at \$73,000.
- Travellers to the Canadian Rockies use the Internet as a source of information significantly more than visitors to any of the other regions.
- 44% of Alberta travellers visiting the Canadian Rockies plan to travel as adult couples during the next 6 months, and 41% as families with children under 18.
  - The Canadian Rockies have a somewhat higher concentration of groups of friends travelling together than some of the other regions.

## Calgary and Area

### Visitor Origin <sup>18</sup>

- Travellers from Edmonton and Area will make up 43% of all Albertan leisure travellers to Calgary and Area over the next 6 months.
- 36% of Albertan travellers plan to travel to Calgary and Area at least once in the next 6 months.
- On the map below, bold percentages indicate the proportion of visitors from each TDR intending to travel in Calgary and Area during the period November 2004 through April 2005. Proportions from one year ago are noted in brackets.

### Total Visitors to Calgary and Area by Place of Residence (e.g., 43% of Visitors to Calgary and Area reside in Edmonton and Area)



<sup>17</sup> Source: TDR: Place of Residence; Q6: Destination in Alberta  
Base: All respondents travelling to Calgary and Area (UNW: 2003/04=490, 2004/05=491)

### Destination Profiling

- Travellers from the Canadian Rockies, as well as travellers from Alberta South are planning on taking significantly more trips to Calgary and Area over the next 6 months than travellers from the other regions.
  - Travellers from Alberta Central are also planning on taking significantly more trips to the Calgary region over the next 6 months than the remaining three regions.
- Travellers to Calgary and Area are also planning trips to Edmonton and Area and Alberta Central.

### Traveller Profile

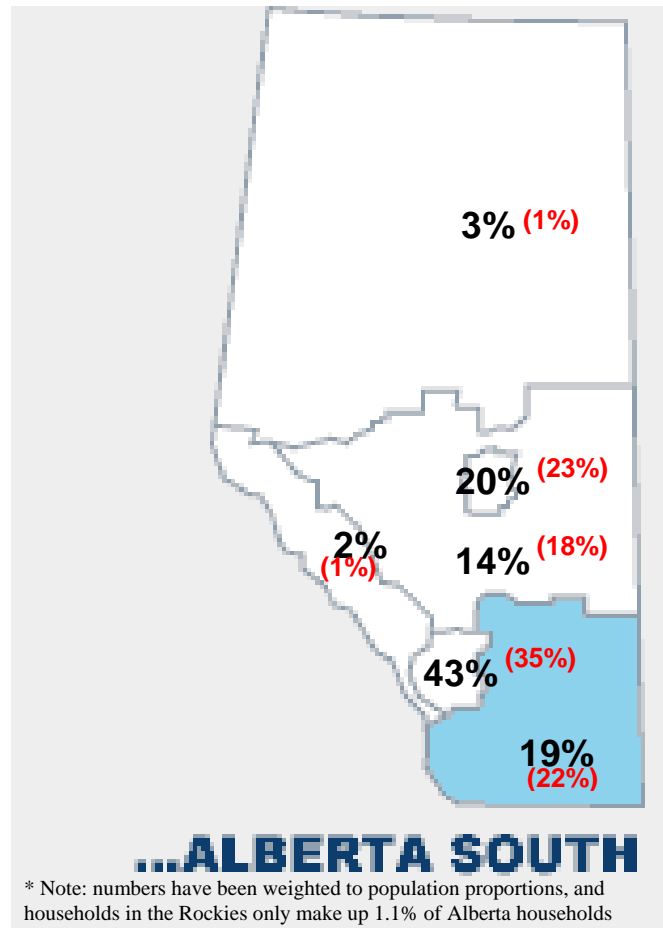
- The mean age of Alberta travellers coming to Calgary and Area is 42, which is statistically on par with the average age of all Albertan travellers at 43.
- There is a statistically even split between males and females planning to visit the region.
- Mean household income for travellers visiting Calgary and Area is \$67,400, which is not statistically different from the average for all Albertan travellers at \$68,000.
- Sources of information cited by visitors to Calgary and Area are very similar to those cited by Albertan travellers overall.
- 41% of Alberta travellers visiting Calgary and Area typically travel as adult couples and 36% travel as families with children under 18.

## Alberta South

### Visitor Origin <sup>19</sup>

- Travellers from Calgary and Area will make up 43% of all Albertan leisure travellers to Alberta South over the next 6 months.
- With only 21% of Albertan travellers planning to travel to Alberta South, this region will receive the second lowest proportion of Alberta visitors of all of the Tourism Destination Regions.
- On the map below, bold percentages indicate the proportion of visitors from each TDR intending to travel in Alberta South during the period November 2004 through April 2005. Proportions from one year ago are noted in brackets.

### Total Visitors to Alberta South by Place of Residence (e.g., 43% of Visitors to Alberta South reside in Calgary and Area)



<sup>18</sup> Source: TDR: Place of Residence; Q6: Destination in Alberta  
Base: All respondents travelling to Alberta South (UNW: 2003/04=236, 2004/05=257)

### Destination Profiling

- Travellers from Alberta South itself, as well as travellers from the Canadian Rockies and Calgary and Area, are planning on taking significantly more trips to Alberta South than travellers from the other three regions.
- Travellers to Alberta South are planning to go to the other Alberta regions (with the exception of Alberta North) in relatively similar numbers.

### Traveller Profile

- The mean age of Alberta travellers coming to Alberta South is 45, which is statistically on par with the average age of all Albertan travellers at 43.
- There is a statistically even split between males and females planning to visit the region.
- Mean household income for travellers visiting Alberta South is \$67,700, which is not statistically different from the average for all Albertan travellers at \$68,000.
- Sources of information cited by visitors to Alberta South are very similar to those cited by Albertan travellers overall.
- Almost half of Alberta travellers visiting Alberta South typically travel as adult couples and about a third travel as families with children under 18.



## Appendix 1: Segment results

The following is an analysis of the latest Alberta Resident Winter Travel Intentions by customer segment. In April 2004, the Alberta Resident Interest and Motivation Study was conducted. From this study four customer segments were developed and a classification model for these segments. The classification model consists of eight questions. These questions were added to the survey instrument for the Winter Travel Intentions in order to classify all respondents into one of the four customer segments.

The following table shows the % of respondents in the Winter Travel Intentions that fall into each segment within each Tourism Destination Region.

|                           | UE         | AC         | CS         | RR         |
|---------------------------|------------|------------|------------|------------|
| <b>Provincial Average</b> | 27%        | 18%        | 37%        | 19%        |
| AB South                  | <b>38%</b> | 12%        | 32%        | 18%        |
| Calgary & Area            | 26%        | <b>19%</b> | <b>38%</b> | 17%        |
| AB Central                | 24%        | 18%        | <b>41%</b> | 17%        |
| Edmonton & Area           | 23%        | 17%        | 37%        | <b>23%</b> |
| AB North                  | <b>40%</b> | <b>22%</b> | 23%        | 14%        |
| Cdn Rockies               | 34%        | <b>30%</b> | 23%        | 13%        |

### **Intended Trips**

Similar to the results in the Alberta Resident Interest and Motivation Study, Accomplishers intend to take the most trips over the coming months (7 trips). This is higher than the provincial average of 6.1 trips. 70% of these trips will be within Alberta, while 30% will be outside Alberta. While both Urban Explorers and Real Relaxers plan to take less than the provincial average, 5.6 and 5.3 respectively.

The table below shows the breakdown of where each segment intends to take trips outside Alberta. Consistent with other research the most often mentioned destination outside of Alberta remains to be British Columbia, but both the USA and Southern Sun destinations have strong appeal over the coming winter months.

|   | UE         | AC         | CS         | RR         | Provincial Average |
|---|------------|------------|------------|------------|--------------------|
| <b># of Intended Trips (November 1<sup>st</sup> to April 30<sup>th</sup>)</b> | 5.6        | <b>7.0</b> | <b>6.3</b> | 5.3        | 6.1                |
| # of intended Trips <b>within</b> Alberta                                     | 4.5        | <b>4.9</b> | <b>5.2</b> | 4.4        | 4.8                |
| # of Intended trips <b>outside</b> Alberta                                    | 1.1        | <b>2.1</b> | 1.1        | 0.9        | 1.3                |
| <b>Trips outside Alberta</b>  |            |            |            |            |                    |
| British Columbia  | 47%        | 45%        | <b>52%</b> | 45%        | 49%                |
| Saskatchewan  | 16%        | 14%        | 14%        | <b>17%</b> | 16%                |
| Other Canada  | 15%        | <b>22%</b> | <b>19%</b> | 16%        | 16%                |
| USA   | <b>37%</b> | 27%        | 27%        | 25%        | 33%                |
| Southern Sun  | 18%        | <b>23%</b> | <b>19%</b> | <b>25%</b> | 18%                |
| Europe  | 2%         | <b>7%</b>  | <b>4%</b>  | 1%         | 3%                 |
| Other International   | 4%         | <b>13%</b> | 8%         | 7%         | 9%                 |

**When do people intend to take these trips?**

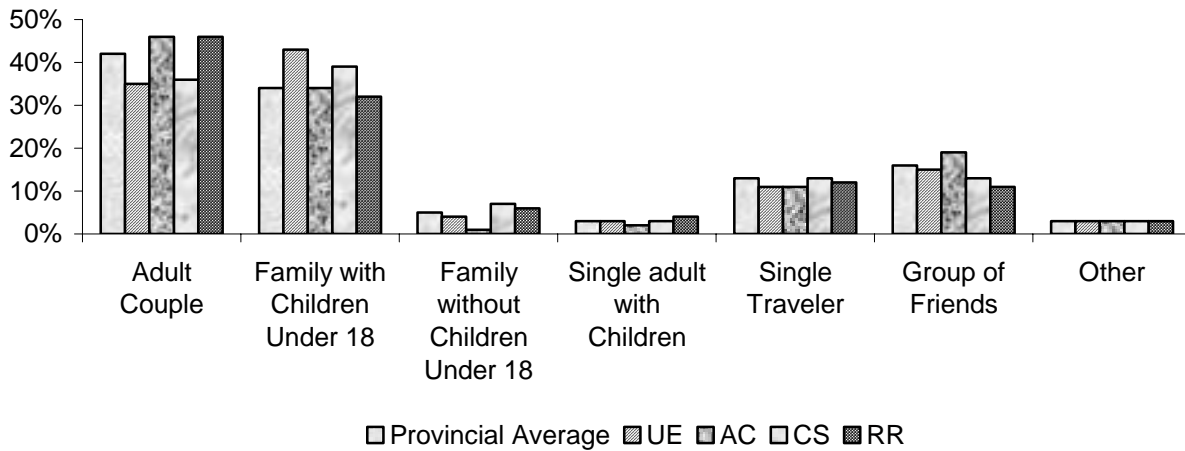
The following chart shows the average number of trips per month by segment. You will notice that the largest number of trips will be taken during December, most likely due to the holidays. January and February show the least number of trips planned. Accomplishers have a higher average number of trips planned in every month, while Urban Explorers have the same or lower number planned, than the provincial average.

|          | UE  | AC         | CS         | RR  | Provincial Average |
|----------|-----|------------|------------|-----|--------------------|
| November | 0.9 | <b>1.1</b> | 1.0        | 1.0 | 1.0                |
| December | 1.2 | <b>1.5</b> | 1.3        | 1.2 | 1.3                |
| January  | 0.8 | <b>1.1</b> | 0.9        | 0.7 | 0.9                |
| February | 0.9 | <b>1.1</b> | <b>1.0</b> | 0.8 | 0.9                |
| March    | 0.9 | <b>1.2</b> | <b>1.1</b> | 0.8 | 1.0                |
| April    | 0.9 | <b>1.1</b> | 1.0        | 0.9 | 1.0                |

Note: Bolded numbers indicate higher than provincial average

### Who do they plan to travel with?

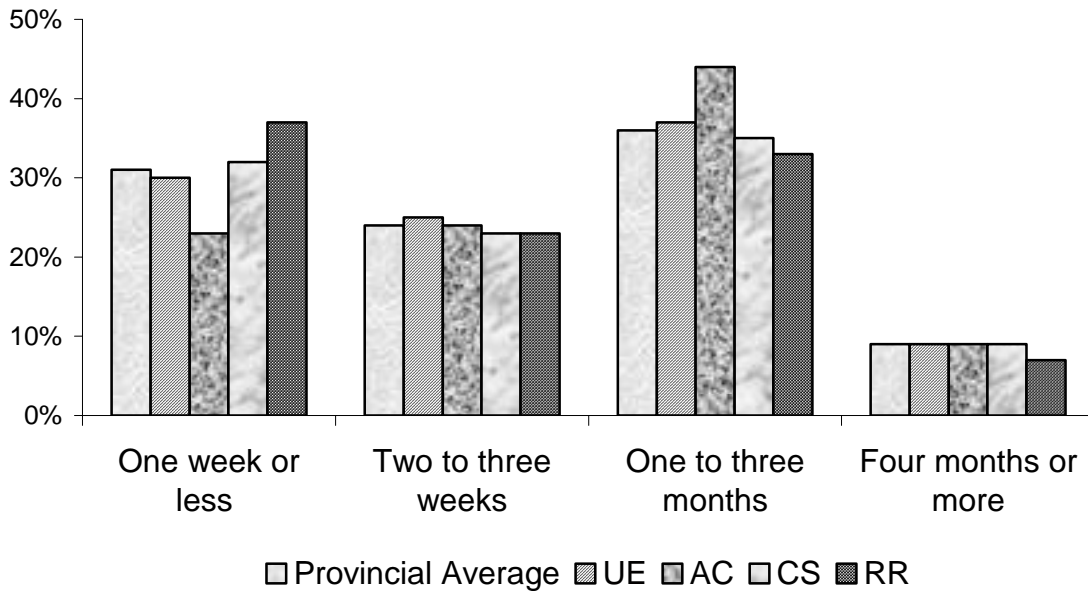
Accomplishers and Real Relaxers are most likely to travel as an adult couple or as a group of friends compared to the provincial average. Urban Explorers and Comfort Seekers are most likely to travel as a family with children.



|                                  | UE         | AC         | CS         | RR         | Provincial Average |
|----------------------------------|------------|------------|------------|------------|--------------------|
| Adult Couple                     | 35%        | <b>46%</b> | 36%        | <b>46%</b> | 42%                |
| Family with Children Under 18    | <b>43%</b> | 34%        | <b>39%</b> | 32%        | 34%                |
| Family without Children Under 18 | 4%         | 1%         | <b>7%</b>  | 6%         | 5%                 |
| Single adult with Children       | 3%         | 2%         | 3%         | <b>4%</b>  | 3%                 |
| Single Traveler                  | 11%        | 11%        | 13%        | 12%        | 13%                |
| Group of Friends                 | 15%        | <b>19%</b> | 13%        | 11%        | 16%                |
| Other                            | 3%         | 3%         | 3%         | 3%         | 3%                 |

**How far in advance do they plan?**

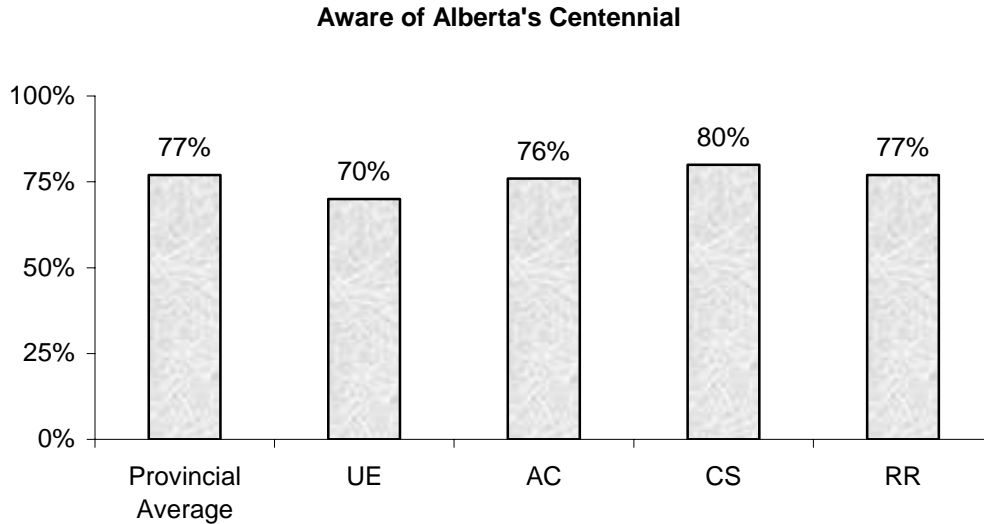
Real Relaxers and Comfort Seekers are the most likely to plan little to none, while Accomplishers and Urban Explorers tend to plan out their trips. This is most likely due to the fact that Accomplishers tend to engage in more activities while on vacation and as a result need to plan ahead of time. Meanwhile, Real Relaxers tend to simply relax and unwind during their leisure trips and do not engage in as many activities.



|                     | UE         | AC         | CS         | RR         | Provincial Average |
|---------------------|------------|------------|------------|------------|--------------------|
| One week or less    | 30%        | 23%        | <b>32%</b> | <b>37%</b> | 31%                |
| Two to three weeks  | <b>25%</b> | 24%        | 23%        | 23%        | 24%                |
| One to three months | <b>37%</b> | <b>44%</b> | 35%        | 33%        | 36%                |
| Four months or more | 9%         | 9%         | 9%         | 7%         | 9%                 |

## Centennial

In April, 73% of respondents indicated that they were aware of the Alberta Centennial. (Alberta Resident Interest and Motivation Study). In October, 77% of respondents were aware of the celebration. Urban Explorers have a lower awareness while Comfort Seekers and Real Relaxers are slightly above the provincial average for awareness.



From the Interest and Motivation Study we know that certain segments are more willing than others to participate in activities during the Centennial. Accomplishers and Comfort Seekers were more likely to state that they will “probably be traveling within Alberta more than usual to visit different activities during the Centennial”.

## Appendix 2: Survey Instrument

### Alberta Economic Development — Travel Intentions

Int. Hello, my name is \_\_\_\_\_, and I am calling on behalf of Alberta's Tourism Industry about your holiday travel plans for the next six months. The survey will take about 5–10 minutes to complete. May I speak with someone at least 18 and makes travel decisions for your household? *(Please check (✓) only one.)*

- <sub>1</sub> **Yes, speaking** *(Go to Int2.)*
- <sub>2</sub> **Yes, getting person** *(Go to Int1.)*
- <sub>3</sub> **Busy, call back later** *(Go to p25.)*
- <sub>4</sub> **No, refusal** *(Go to T1.)*

Int1. Hello, my name is \_\_\_\_\_, and I am calling on behalf of Alberta's Tourism Industry about your holiday travel plans for the next six months. The survey will take about 5–10 minutes to complete. May I speak with someone at least 18 and makes travel decisions for your household? *(Please check (✓) only one.)*

- <sub>1</sub> **Yes, continue** *(Go to S1.)*
- <sub>2</sub> **Later, Call Back** *(Go to p25.)*
- <sub>3</sub> **No, refusal** *(Go to T1.)*

Int2. Thank you. Would now be a good time to go through some questions with you? *(Please check (✓) only one.)*

- <sub>1</sub> **Yes, continue** *(Go to S1.)*
- <sub>2</sub> **Later, call back** *(Go to p25.)*
- <sub>3</sub> **No, refusal** *(Go to T1.)*

S1. In the past twelve months, have you traveled at least 80 km away from home, one way, within Alberta for at least one overnight trip? *(Please check (✓) only one.)*

- <sub>1</sub> **Yes**
- <sub>2</sub> **No**

S2. Gender (Do not Ask) (*Please check (✓) only one.*)

- <sub>1</sub> Male  
<sub>2</sub> Female

*Goto T2 when S1<>1*

Q1. For the purpose of this study, a trip is defined as any leisure travel to a destination at least 80 km away from home, one way, regardless of the length of time away from home. This includes visits to family and friends, travel to special events such as weddings, for sporting events and all other types of leisure travel. This does NOT include personal errands such as going for groceries, doctor appointments, commuting, or moving to a new home.

With this in mind, how many leisure trips does your household intend to make between November 1st 2004 and April 30th, 2005?

\_\_\_\_\_

Q2. To the best of your knowledge how many of these <var>Q1\_ans</var> trips are you planning to take in the month of...?

(IF ONLY 1 TRIP, SAY "To the best of your knowledge, are you planning to take this trip in ...")

|             | Total |
|-------------|-------|
| a. November |       |
| b. December |       |
| c. January  |       |
| d. February |       |
| e. March    |       |
| f. April    |       |
| g. Total    |       |
| Total       |       |

Q3. How many of these <var>Q1\_ans</var> trips will be ... (IF ONLY 1, SAY "Will this trip be ...")

|                    | Total |
|--------------------|-------|
| a. Within Alberta  |       |
| b. Outside Alberta |       |
| c. Total           |       |
| Total              |       |

Q3c. What destinations outside Alberta do you plan to visit? *(Please check (✓) all that apply.)*

- <sub>1</sub> British Columbia
- <sub>2</sub> Saskatchewan
- <sub>3</sub> The rest of Canada
- <sub>4</sub> USA
- <sub>5</sub> Europe
- <sub>6</sub> Southern Sun (includes Mexico, Caribbean and other tropical destinations)
- <sub>7</sub> Other International

Q4. You have said that your household intends to make <var>Q3\_ans</var> leisure trip(s) within Alberta over the next 6 months. Thinking about the number of trips you made last year between the months of November 2003 and April 2004, would you say your household will make... *(Please check (✓) only one.)*

- <sub>1</sub> More trips than last year
- <sub>2</sub> Fewer trips than last year
- <sub>3</sub> About the same number of trips

Q5. For the <var>Q3\_ans</var> trip(s) that you plan to make within Alberta over the next 6 months, <var>trips</var>?

|                       | Total |
|-----------------------|-------|
| a. A day trip         |       |
| b. A weekend          |       |
| c. 3 – 7 nights       |       |
| d. More than 7 nights |       |
| e. Total              |       |
| <b>Total</b>          |       |

Q6. During your leisure trips over the next 6 months, what key destinations within Alberta are you planning to visit?

|                  |  |
|------------------|--|
| a. Destination 1 |  |
| b. Destination 2 |  |
| c. Destination 3 |  |
| d. Destination 4 |  |



Q6b. How many trips do you plan on making to each key destination?

|                      | Total |
|----------------------|-------|
| a. < Destination 1 > | Trips |
| b. < Destination 2 > | Trips |
| c. < Destination 3 > | Trips |
| d. < Destination 4 > | Trips |
| Total                | Trips |

*Interviewer notes: (DO NOT READ LIST, RECORD ALL RESPONSES)*

Q7. When it comes to finding information for planning your leisure trips **in Alberta**, where do you obtain this information, or what are the main sources of information you rely on? (Please check (✓) all that apply.)

- <sub>1</sub> Alberta Motor Assn (AMA)
- <sub>2</sub> AMA website
- <sub>3</sub> Travel Alberta website
- <sub>4</sub> Tourism Calgary website
- <sub>5</sub> Tourism Edmonton website
- <sub>6</sub> Internet in general
- <sub>7</sub> Brochures and pamphlets
- <sub>8</sub> Friends/Family/Word of Mouth
- <sub>9</sub> Television
- <sub>10</sub> Radio
- <sub>11</sub> Magazines
- <sub>12</sub> Billboards
- <sub>13</sub> Tourist Information Centres
- <sub>14</sub> Newspapers
- <sub>15</sub> Previous experiences/visits
- <sub>16</sub> Accommodation guide
- <sub>17</sub> Campground guide
- <sub>18</sub> Bed and Breakfast listings
- <sub>19</sub> 1-800/Toll free tourism #s
- <sub>20</sub> 1-800 Hotel Reser. #s
- <sub>21</sub> Event Calendar
- <sub>22</sub> Tour Books
- <sub>23</sub> Not Applicable
- <sub>24</sub> Other (Please specify.) \_\_\_\_\_

Q7b. For leisure trips taken between November 1 and April 30, how far in advance would you usually start to plan these trips (i.e., when do you start collecting information about prospective destinations)?

|           | Total |
|-----------|-------|
| a. Weeks  |       |
| b. Months |       |
| Total     |       |

Q8a. Do you recall seeing or hearing any slogans, themes, or catchy phrases promoting travel in Alberta in the past 12 months? (Please check (✓) only one.)

- <sub>1</sub> Yes  
<sub>2</sub> No  
<sub>3</sub> Unsure

Q8b. Please tell me if you have seen or heard any of the following slogans promoting travel in Alberta in the past 12 months: (Please check (✓) one per row.)

|   | Yes                                   | No                                    | Unsure                                |
|---|---------------------------------------|---------------------------------------|---------------------------------------|
| a. Alberta, Play it Your Way            | <input type="checkbox"/> <sub>1</sub> | <input type="checkbox"/> <sub>2</sub> | <input type="checkbox"/> <sub>3</sub> |
| b. Let Your Spirit Soar                 | <input type="checkbox"/> <sub>1</sub> | <input type="checkbox"/> <sub>2</sub> | <input type="checkbox"/> <sub>3</sub> |
| c. Stamp Around Alberta                 | <input type="checkbox"/> <sub>1</sub> | <input type="checkbox"/> <sub>2</sub> | <input type="checkbox"/> <sub>3</sub> |
| d. Take an Alberta Break                | <input type="checkbox"/> <sub>1</sub> | <input type="checkbox"/> <sub>2</sub> | <input type="checkbox"/> <sub>3</sub> |
| e. Travel Alberta                       | <input type="checkbox"/> <sub>1</sub> | <input type="checkbox"/> <sub>2</sub> | <input type="checkbox"/> <sub>3</sub> |
| f. Alberta, Made to Order               | <input type="checkbox"/> <sub>1</sub> | <input type="checkbox"/> <sub>2</sub> | <input type="checkbox"/> <sub>3</sub> |
| g. Albert ahh (with two h's at the end) | <input type="checkbox"/> <sub>1</sub> | <input type="checkbox"/> <sub>2</sub> | <input type="checkbox"/> <sub>3</sub> |

Q9. Are you aware that Alberta is celebrating its 100th anniversary in 2005? (Please check (✓) only one.)

- <sub>1</sub> Yes  
<sub>2</sub> No

Q10. Which of the following best describe the likely composition of your leisure travel trips taken between November 2004 and April 2005? *(Please check (✓) all that apply.)*

- <sub>1</sub> **Adult couple(s)**
- <sub>2</sub> **Family with children under 18**
- <sub>3</sub> **Family with no children under 18**
- <sub>4</sub> **Single adult with children under 18**
- <sub>5</sub> **Single Traveler**
- <sub>6</sub> **Group of friends traveling together**
- <sub>7</sub> **Other** *(Please specify.)* \_\_\_\_\_

C1a. Now I have a few questions for classification purposes only:

Which word best describes your destination preference when thinking about your 3–7 day leisure trips. *(Please check (✓) only one.)*

- <sub>1</sub> **Excitement**
- <sub>2</sub> **Tranquil**

C1b. Which word best describes your destination preference when thinking about your 3–7 day leisure trips. *(Please check (✓) only one.)*

- <sub>1</sub> **City**
- <sub>2</sub> **Rural**

C1c. Which word best describes your destination preference when thinking about your 3–7 day leisure trips *(Please check (✓) only one.)*

- <sub>1</sub> **Familiar**
- <sub>2</sub> **Unfamiliar**

C2. How well does the following statement describe you: "I like to challenge myself when I'm on a leisure trip." *(Please check (✓) only one.)*

- <sub>1</sub> **Does describe me**
- <sub>2</sub> **Does not describe**

C3a. Is one of the reasons you take 3–7 day leisure trips:

"To do things you've never done before." *(Please check (✓) only one.)*

<sub>1</sub> Yes

<sub>2</sub> No

C3b. Is one of the reasons you take 3–7 day leisure trips:

"For some peace and quiet." *(Please check (✓) only one.)*

<sub>1</sub> Yes

<sub>2</sub> No

C3c. Is one of the reasons you take 3–7 day leisure trips:

"To strengthen family bonds." *(Please check (✓) only one.)*

<sub>1</sub> Yes

<sub>2</sub> No

C4. How much do you agree with the following statement: "We carefully plan our trip before actually going." *(Please check (✓) only one.)*

<sub>1</sub> Agree

<sub>2</sub> Disagree

D1. How would you describe your household status? Would you describe it as:  
*(Please check (✓) only one.)*

<sub>1</sub> Single adult household

<sub>2</sub> 2 adults with children

<sub>3</sub> 2 adults without children

<sub>4</sub> Single parent with children living at home

<sub>5</sub> Other (include if there are children or not) *(Please specify.)*

D2. What category best describes your age? *(Please check (✓) only one.)*

- <sub>1</sub> 18 – 19 years
- <sub>2</sub> 20 – 24
- <sub>3</sub> 25 – 34
- <sub>4</sub> 35 – 44
- <sub>5</sub> 45 – 54
- <sub>6</sub> 55 – 64
- <sub>7</sub> 65 – 69
- <sub>8</sub> 70 or older

D3. Which of the following categories best describes the TOTAL income earned by everyone in the household before taxes last year? *(Please check (✓) only one.)*

- <sub>1</sub> Less than \$25,000
- <sub>2</sub> \$25,000 to less than \$50,000
- <sub>3</sub> \$50,000 to less than \$100,000
- <sub>4</sub> \$100,000 and over

end. Those are all the questions that I have for you today. Thank you so much for participating in this survey, have a great evening.

T1. Thank you for your time. Have a nice evening.

T2. Those are all the questions that I have for you today, thank you so much for your time.

help. HELP SCREEN

**PURPOSE OF STUDY**

To find out where Albertans travel to and why.

**COMPANY**

Advanis is a market research company and we are calling from Edmonton, Alberta.

**SPONSOR**

Alberta Economic Development

**MY NAME**

Your phone number was randomly selected from a list of households across Alberta.

**CONFIDENTIALITY**

Your answers will be held confidential. Your name will never be associated with any of your answers.

**TIME**

Only about five to ten minutes of your time will be needed today.

**CONTACT**

Our phone number is 1-888-255-5224, please ask for a Supervisor.

## Please contact us at:

16th Floor, Sun Life Place  
10123 - 99 Street  
Edmonton, Alberta, Canada T5J 3H1  
Phone: (780) 944-9212  
Fax: (780) 426-7622  
E-mail: [Matthijs\\_Visser@advanis.ca](mailto:Matthijs_Visser@advanis.ca)  
[www.advanis.ca](http://www.advanis.ca)