



Travel Activities and Motivation Survey



TO THE RESPONDENT:

Thank you for agreeing to participate in the Travel Activities and Motivation Survey.

This survey will provide information on the travel needs and interests of people living in Canada. Government tourism departments will use this information to promote a more vibrant tourism industry that will encourage Canadians to travel in Canada. Businesses involved in tourism will use the results to develop better facilities and activities for the travelling public.

Statistics Canada is conducting this survey on behalf of the Canadian Tourism Commission as well as several provincial and territorial agencies responsible for tourism. Your voluntary participation is very important because your household represents many others like yours. By completing the survey, you help ensure that the results are as complete and useful as possible.

As with all Statistics Canada surveys, the information you provide is kept confidential in accordance with the Statistics Act.

This questionnaire should be completed by the person whose name appears at the top of this page. Please return the completed questionnaire as soon as possible in the enclosed postage-paid envelope. If you would like more information on the Travel Activities and Motivation Survey, please call one of the toll-free numbers listed below.

Thank you for your valuable contribution to this survey.

Aux francophones:

Si ce questionnaire anglais vous a été posté par erreur et si vous en désirez un en français, veuillez composer le numéro sans frais que vous pouvez trouver ci-dessous.

For more information on the Travel Activities and Motivation Survey...

in the Atlantic Provinces and Quebec, call 1-800-363-6720
in Ontario (for the regional municipality of Ottawa-Carleton), call 1-800-363-6720
in Ontario (for area codes 416 and 905), call 1-800-665-3393
in Ontario (for all other area codes), call 1-877-253-4904
in Manitoba, call 1-800-665-3393
in Alberta, British Columbia and Saskatchewan, call 1-800-887-0494

HOW ANSWERS SHOULD BE MARKED OR ENTERED

Enter a check in the appropriate circle or enter the information requested in the boxes provided. Mark all your answers clearly.

YOUR TOURISM EXPERIENCES:

1A. Looking at the types of experiences listed below, indicate in column A if you have taken a trip of one or more nights in the past 2 years seeking any of them.

No trips taken in past 2 years (Mark circle)

01



Now go to Question 1B

1B. Please indicate in column B which, if any, of the listed experiences you plan to seek on a trip in the next 2 years.

No trips planned for the next 2 years (Mark circle)

02



Now go to Question 2A

Tourism experience	A	B
	PAST 2 years (Mark all that apply)	NEXT 2 years (Mark all that apply)
To rest, relax and recuperate	03 <input type="radio"/>	04 <input type="radio"/>
To spend quality time with the family away from home	05 <input type="radio"/>	06 <input type="radio"/>
To visit friends or relatives who live in other cities / countries	07 <input type="radio"/>	08 <input type="radio"/>
For intimacy and romance	09 <input type="radio"/>	10 <input type="radio"/>
To experience different cultures and ways of life	11 <input type="radio"/>	12 <input type="radio"/>
To visit historical sites and important places in history	13 <input type="radio"/>	14 <input type="radio"/>
To spend time with a group of good friends	15 <input type="radio"/>	16 <input type="radio"/>
To see natural wonders and important natural sites	17 <input type="radio"/>	18 <input type="radio"/>
To experience the good life with fine cuisine, good wine, being pampered	19 <input type="radio"/>	20 <input type="radio"/>
To visit casinos and gamble	21 <input type="radio"/>	22 <input type="radio"/>
To visit a popular, trendy place	23 <input type="radio"/>	24 <input type="radio"/>
To be someplace that feels familiar and safe	25 <input type="radio"/>	26 <input type="radio"/>
To experience adventure and excitement	27 <input type="radio"/>	28 <input type="radio"/>
To experience city life (e.g., nightlife, shopping, museums)	29 <input type="radio"/>	30 <input type="radio"/>
To escape winter weather	31 <input type="radio"/>	32 <input type="radio"/>
To experience unspoiled nature	33 <input type="radio"/>	34 <input type="radio"/>
To participate in a hobby or sport (e.g., golf, fishing, photography)	35 <input type="radio"/>	36 <input type="radio"/>
To participate in a hands-on learning experience (e.g., archaeological digs, cooking courses, learning another language)	37 <input type="radio"/>	38 <input type="radio"/>
For spiritual or religious experiences	39 <input type="radio"/>	40 <input type="radio"/>

ACTIVITIES WHILE TRAVELLING FOR ANY REASON:

2A. What activities have you participated in over the past 2 years while on trips of one or more nights for any purpose? Mark all that apply in column A.

No trips taken in past 2 years (Mark circle)

001



Now go to Question 2B

2B. What activities are you likely to participate in over the next 2 years while on trips of one or more nights for any purpose? Mark all that apply in column B.

No trips planned for the next 2 years (Mark circle)

002



Now go to Question 3 on page 9

Outdoor and recreational activities	A	B
	What did you do?	What will you do?
	Participated while on any trip of one or more nights in the PAST 2 years (Mark all that apply)	Likely to participate while on any trip of one or more nights in the NEXT 2 years (Mark all that apply)
Bird watching	003 <input type="radio"/>	004 <input type="radio"/>
Whale watching	005 <input type="radio"/>	006 <input type="radio"/>
Other wildlife viewing	007 <input type="radio"/>	008 <input type="radio"/>
Wildflowers / flora viewing	009 <input type="radio"/>	010 <input type="radio"/>
Recreational biking	011 <input type="radio"/>	012 <input type="radio"/>
Mountain biking	013 <input type="radio"/>	014 <input type="radio"/>
Biking - as an overnight touring trip	015 <input type="radio"/>	016 <input type="radio"/>
Motorcycling - day excursions on an overnight touring trip	017 <input type="radio"/>	018 <input type="radio"/>
Motorcycling - as an overnight touring trip	019 <input type="radio"/>	020 <input type="radio"/>
Kayaking or canoeing	021 <input type="radio"/>	022 <input type="radio"/>
Motor boating	023 <input type="radio"/>	024 <input type="radio"/>
Sailing	025 <input type="radio"/>	026 <input type="radio"/>
Wind surfing	027 <input type="radio"/>	028 <input type="radio"/>
White water rafting	029 <input type="radio"/>	030 <input type="radio"/>
Ice climbing	031 <input type="radio"/>	032 <input type="radio"/>
Rock climbing	033 <input type="radio"/>	034 <input type="radio"/>
Dog sledding	035 <input type="radio"/>	036 <input type="radio"/>
Seeing northern lights or other arctic experiences	037 <input type="radio"/>	038 <input type="radio"/>
Fishing - fresh water	039 <input type="radio"/>	040 <input type="radio"/>
Fishing - salt water	041 <input type="radio"/>	042 <input type="radio"/>
Ice fishing	043 <input type="radio"/>	044 <input type="radio"/>
Working out in a fitness centre	045 <input type="radio"/>	046 <input type="radio"/>
Jogging outdoors	047 <input type="radio"/>	048 <input type="radio"/>
Going on picnics in park settings	049 <input type="radio"/>	050 <input type="radio"/>

Outdoor and recreational activities	A	B
	What did you do?	What will you do?
	Participated while on any trip of one or more nights in the PAST 2 years <i>(Mark all that apply)</i>	Likely to participate while on any trip of one or more nights in the NEXT 2 years <i>(Mark all that apply)</i>
Golfing - play an occasional game while on a trip	051 <input type="radio"/>	052 <input type="radio"/>
Golfing - stay at a golf resort for one or more nights	053 <input type="radio"/>	054 <input type="radio"/>
Golfing - take a packaged golf tour to play on various courses	055 <input type="radio"/>	056 <input type="radio"/>
Hang-gliding	057 <input type="radio"/>	058 <input type="radio"/>
Hiking or back-packing in wilderness settings	059 <input type="radio"/>	060 <input type="radio"/>
Horseback riding	061 <input type="radio"/>	062 <input type="radio"/>
Hot air ballooning	063 <input type="radio"/>	064 <input type="radio"/>
Hunting - big game	065 <input type="radio"/>	066 <input type="radio"/>
Hunting - birds or small game	067 <input type="radio"/>	068 <input type="radio"/>
Parachuting	069 <input type="radio"/>	070 <input type="radio"/>
Bungee jumping	071 <input type="radio"/>	072 <input type="radio"/>
Playing baseball or softball	073 <input type="radio"/>	074 <input type="radio"/>
Playing basketball	075 <input type="radio"/>	076 <input type="radio"/>
Going bowling	077 <input type="radio"/>	078 <input type="radio"/>
Playing chess or backgammon	079 <input type="radio"/>	080 <input type="radio"/>
Curling	081 <input type="radio"/>	082 <input type="radio"/>
Playing football	083 <input type="radio"/>	084 <input type="radio"/>
Playing ice hockey	085 <input type="radio"/>	086 <input type="radio"/>
Playing squash	087 <input type="radio"/>	088 <input type="radio"/>
Playing soccer	089 <input type="radio"/>	090 <input type="radio"/>
Playing tennis	091 <input type="radio"/>	092 <input type="radio"/>
Playing volleyball	093 <input type="radio"/>	094 <input type="radio"/>
Ice skating	095 <input type="radio"/>	096 <input type="radio"/>
In-line / roller skating	097 <input type="radio"/>	098 <input type="radio"/>
Skiing - cross country	099 <input type="radio"/>	100 <input type="radio"/>
Skiing - cross country as an overnight touring trip	101 <input type="radio"/>	102 <input type="radio"/>
Skiing - downhill	103 <input type="radio"/>	104 <input type="radio"/>
Heli-skiing	105 <input type="radio"/>	106 <input type="radio"/>
Snowboarding	107 <input type="radio"/>	108 <input type="radio"/>
Snowmobiling - day use on organized trail	109 <input type="radio"/>	110 <input type="radio"/>
Snowmobiling - as an overnight touring trip	111 <input type="radio"/>	112 <input type="radio"/>
Sunbathing or sitting on a beach	113 <input type="radio"/>	114 <input type="radio"/>
Scuba diving	115 <input type="radio"/>	116 <input type="radio"/>
Swimming in lakes	117 <input type="radio"/>	118 <input type="radio"/>
Swimming in oceans	119 <input type="radio"/>	120 <input type="radio"/>

Cultural and entertainment activities	A	B
	What did you do?	What will you do?
	Participated while on any trip of one or more nights in the PAST 2 years <i>(Mark all that apply)</i>	Likely to participate while on any trip of one or more nights in the NEXT 2 years <i>(Mark all that apply)</i>
Aboriginal (e.g., Native American) cultural experiences in a remote or rural setting where you stayed for one or more nights	121 <input type="radio"/>	122 <input type="radio"/>
Pow Wows or other aboriginal (e.g., Native American) celebrations, such as the Wikwemikong Pow-Wow	123 <input type="radio"/>	124 <input type="radio"/>
Aboriginal (e.g., Native American) attractions such as the Indian Museum of North America in Arizona or the Polynesian Cultural Centre in Hawaii	125 <input type="radio"/>	126 <input type="radio"/>
French Canadian cultural experiences	127 <input type="radio"/>	128 <input type="radio"/>
Musical festivals such as the jazz festival in Montréal or the Chicago Blues Festival	129 <input type="radio"/>	130 <input type="radio"/>
International film festivals such as the Toronto Film Festival and the Cannes Film Festival	131 <input type="radio"/>	132 <input type="radio"/>
Literary festivals or events	133 <input type="radio"/>	134 <input type="radio"/>
Theatre festivals	135 <input type="radio"/>	136 <input type="radio"/>
Carnivals such as Mardi Gras, Caribana or Rio de Janeiro's Carnival	137 <input type="radio"/>	138 <input type="radio"/>
Western theme events, such as rodeos or the Calgary Stampede	139 <input type="radio"/>	140 <input type="radio"/>
Farmers' fairs or markets	141 <input type="radio"/>	142 <input type="radio"/>
Local festivals or fairs such as fall fairs, winter carnivals, Highland Games, Oktoberfests, folklore festivals	143 <input type="radio"/>	144 <input type="radio"/>
Art galleries	145 <input type="radio"/>	146 <input type="radio"/>
Children's museums	147 <input type="radio"/>	148 <input type="radio"/>
General history or heritage museums	149 <input type="radio"/>	150 <input type="radio"/>
Science or technology museums such as the Ontario Science Centre, the Smithsonian, Science North and airplane/space museums	151 <input type="radio"/>	152 <input type="radio"/>
Opera	153 <input type="radio"/>	154 <input type="radio"/>
Ballet or other dance performances	155 <input type="radio"/>	156 <input type="radio"/>
Theatre	157 <input type="radio"/>	158 <input type="radio"/>
Concerts - classical	159 <input type="radio"/>	160 <input type="radio"/>
Concerts - jazz	161 <input type="radio"/>	162 <input type="radio"/>
Concerts - rock & roll / popular	163 <input type="radio"/>	164 <input type="radio"/>
Musical attractions such as the Rock 'n Roll Museum or Jazzland	165 <input type="radio"/>	166 <input type="radio"/>
Historical replicas of cities or towns with historic re-enactments such as Upper Canada Village or Williamsburg	167 <input type="radio"/>	168 <input type="radio"/>
Historic sites such as Statue of Liberty, the Acropolis, Fort Alamo, Louisbourg, Old Fort William	169 <input type="radio"/>	170 <input type="radio"/>
Movie theme parks like MGM studios	171 <input type="radio"/>	172 <input type="radio"/>
Science & technology theme parks like Epcot Centre	173 <input type="radio"/>	174 <input type="radio"/>

Cultural and entertainment activities	A	B
	What did you do?	What will you do?
	Participated while on any trip of one or more nights in the PAST 2 year <i>(Mark all that apply)</i>	Likely to participate while on any trip of one or more nights in the NEXT 2 years <i>(Mark all that apply)</i>
Amusement parks like Disneyland	175 <input type="radio"/>	176 <input type="radio"/>
Garden attractions such as Cypress Gardens, Tivoli Park or Butchart Gardens	177 <input type="radio"/>	178 <input type="radio"/>
Botanical gardens	179 <input type="radio"/>	180 <input type="radio"/>
Planetariums	181 <input type="radio"/>	182 <input type="radio"/>
Zoos	183 <input type="radio"/>	184 <input type="radio"/>
Aquariums	185 <input type="radio"/>	186 <input type="radio"/>
Natural wonders such as Niagara Falls or the Grand Canyon	187 <input type="radio"/>	188 <input type="radio"/>
Auto races (as a spectator)	189 <input type="radio"/>	190 <input type="radio"/>
Professional baseball games (as a spectator)	191 <input type="radio"/>	192 <input type="radio"/>
Professional basketball games (as a spectator)	193 <input type="radio"/>	194 <input type="radio"/>
Professional figure skating (as a spectator)	195 <input type="radio"/>	196 <input type="radio"/>
Professional football games (as a spectator)	197 <input type="radio"/>	198 <input type="radio"/>
Professional golf tournaments (as a spectator)	199 <input type="radio"/>	200 <input type="radio"/>
Professional ice hockey games (as a spectator)	201 <input type="radio"/>	202 <input type="radio"/>
Horse races	203 <input type="radio"/>	204 <input type="radio"/>
National or international sporting events such as the Olympic Games (as a spectator)	205 <input type="radio"/>	206 <input type="radio"/>
Amateur sports / arts / hobby tournaments and competitions (as a spectator or participant)	207 <input type="radio"/>	208 <input type="radio"/>
Recreational dancing	209 <input type="radio"/>	210 <input type="radio"/>
Casinos	211 <input type="radio"/>	212 <input type="radio"/>
Local outdoor cafes	213 <input type="radio"/>	214 <input type="radio"/>
Movies	215 <input type="radio"/>	216 <input type="radio"/>
Restaurant dining - regional or local cooking	217 <input type="radio"/>	218 <input type="radio"/>
Restaurant dining - internationally acclaimed restaurants	219 <input type="radio"/>	220 <input type="radio"/>
Shop or browse - bookstores or music stores	221 <input type="radio"/>	222 <input type="radio"/>
Shop or browse - antiques	223 <input type="radio"/>	224 <input type="radio"/>
Shop or browse - gourmet foods in retail stores or farms	225 <input type="radio"/>	226 <input type="radio"/>
Shop or browse - local arts & crafts studios or exhibitions	227 <input type="radio"/>	228 <input type="radio"/>
Shop or browse - clothing, shoes and jewellery	229 <input type="radio"/>	230 <input type="radio"/>
Pick-your-own farms or participating in harvesting	231 <input type="radio"/>	232 <input type="radio"/>
Read for relaxation or personal interest (while on trip)	233 <input type="radio"/>	234 <input type="radio"/>

Accommodation-related activities	A	B
	What did you do?	What will you do?
	Participated while on any trip of one or more nights in the PAST 2 years <i>(Mark all that apply)</i>	Likely to participate while on any trip of one or more nights in the NEXT 2 years <i>(Mark all that apply)</i>
Camping - in large public campgrounds in national or provincial parks	235 <input type="radio"/>	236 <input type="radio"/>
Camping - in campgrounds outside national or provincial parks	237 <input type="radio"/>	238 <input type="radio"/>
Camping - in wilderness settings	239 <input type="radio"/>	240 <input type="radio"/>
Staying at a lakeside resort in summer	241 <input type="radio"/>	242 <input type="radio"/>
Staying at a lakeside resort in winter	243 <input type="radio"/>	244 <input type="radio"/>
Staying at a ski resort or mountain resort in summer	245 <input type="radio"/>	246 <input type="radio"/>
Staying at a ski resort or mountain resort in winter	247 <input type="radio"/>	248 <input type="radio"/>
Staying at a seaside resort in summer	249 <input type="radio"/>	250 <input type="radio"/>
Staying at a seaside resort in winter	251 <input type="radio"/>	252 <input type="radio"/>
Staying at a remote or fly-in lodge	253 <input type="radio"/>	254 <input type="radio"/>
Staying at a remote or fly-in outpost	255 <input type="radio"/>	256 <input type="radio"/>
Staying at a wilderness lodge you can drive to by car	257 <input type="radio"/>	258 <input type="radio"/>
Staying at a private cottage or condo you own	259 <input type="radio"/>	260 <input type="radio"/>
Staying at a private cottage or condo you rent	261 <input type="radio"/>	262 <input type="radio"/>
Staying at a cooking school with accommodation on the premises	263 <input type="radio"/>	264 <input type="radio"/>
Staying at a wine tasting school with accommodation on the premises	265 <input type="radio"/>	266 <input type="radio"/>
Staying at a gourmet restaurant with accommodation on the premises	267 <input type="radio"/>	268 <input type="radio"/>
Staying at a health spa	269 <input type="radio"/>	270 <input type="radio"/>
Staying at a working farm or guest ranch	271 <input type="radio"/>	272 <input type="radio"/>
Staying at a bed & breakfast	273 <input type="radio"/>	274 <input type="radio"/>

Touring and cruising (Overnight)	A	B
	What did you do?	What will you do?
	Participated while on any trip of one or more nights in the PAST 2 years <i>(Mark all that apply)</i>	Likely to participate while on any trip of one or more nights in the NEXT 2 years <i>(Mark all that apply)</i>
Guided scenic tours in the countryside, like fall colour tours where you stay one or more nights	275 <input type="radio"/>	276 <input type="radio"/>
Wandering around small towns and villages where you stay one or more nights	277 <input type="radio"/>	278 <input type="radio"/>
Touring a region's wineries where you stay one or more nights	279 <input type="radio"/>	280 <input type="radio"/>
Great Lakes cruises where you stay on board one or more nights	281 <input type="radio"/>	282 <input type="radio"/>
Submarine "cruises" where you stay on board one or more nights	283 <input type="radio"/>	284 <input type="radio"/>
Ocean cruises where you stay on board one or more nights	285 <input type="radio"/>	286 <input type="radio"/>

Day touring (while on a trip of one or more nights)	A	B
	What did you do?	What will you do?
	Participated while on any trip of one or more nights in the PAST 2 years <i>(Mark all that apply)</i>	Likely to participate while on any trip of one or more nights in the NEXT 2 years <i>(Mark all that apply)</i>
Coastal or lakeshore scenic drives in your own / rental vehicle	287 <input type="radio"/>	288 <input type="radio"/>
Guided bus day tours in a city	289 <input type="radio"/>	290 <input type="radio"/>
Scenic day tours in the countryside by bus	291 <input type="radio"/>	292 <input type="radio"/>
Scenic day tours by air	293 <input type="radio"/>	294 <input type="radio"/>
Scenic day or evening tours by boat	295 <input type="radio"/>	296 <input type="radio"/>
Scenic day tours by train	297 <input type="radio"/>	298 <input type="radio"/>
Going to wineries for day visits and tastings	299 <input type="radio"/>	300 <input type="radio"/>

Business activities (While on a trip of one or more nights)	A	B
	What did you do?	What will you do?
	Participated while on any trip of one or more nights in the PAST 2 years <i>(Mark all that apply)</i>	Likely to participate while on any trip of one or more nights in the NEXT 2 years <i>(Mark all that apply)</i>
Attend business meetings out of town	301 <input type="radio"/>	302 <input type="radio"/>
Attend trade shows out of town	303 <input type="radio"/>	304 <input type="radio"/>
Attend business conventions out of town	305 <input type="radio"/>	306 <input type="radio"/>
Attend conferences or seminars out of town	307 <input type="radio"/>	308 <input type="radio"/>
Attend company paid training out of town	309 <input type="radio"/>	310 <input type="radio"/>
Take a vacation paid for by your company (Incentive Travel)	311 <input type="radio"/>	312 <input type="radio"/>

6. What types of accommodation did you use on your getaway trips in the past 2 years? (continued)	Getaways (1 to 3 nights) <i>(Mark all that apply)</i>
Campgrounds / RV parks - Fully serviced (water, sewer, electricity)	08 <input type="radio"/>
Campgrounds / RV parks - Electricity only	09 <input type="radio"/>
Unserviced campgrounds or backcountry	10 <input type="radio"/>
Other	11 <input type="radio"/>
IF CAMPING: What type of camping equipment did you use <u>most often</u> ?	(Mark one only)
Tent	12 <input type="radio"/>
Tent trailer	13 <input type="radio"/>
Truck camper or van	14 <input type="radio"/>
Travel trailer / fifth wheel	15 <input type="radio"/>
Motorhome	16 <input type="radio"/>

7. What information sources did you use to plan your getaway trips in the past 2 years? <i>People have different ways of getting information on destinations, accommodations, sites, maps and so on. Please indicate which ones you have relied on for getaway trips you took in the past 2 years.</i>	Getaways (1 to 3 nights) <i>(Mark all that apply)</i>
A travel agent	01 <input type="radio"/>
An airline's reservation system	02 <input type="radio"/>
An auto club such as the CAA	03 <input type="radio"/>
Internet / The World Wide Web	04 <input type="radio"/>
Articles in newspapers / magazines	05 <input type="radio"/>
Advertisements in newspapers / magazines	06 <input type="radio"/>
Travel information offices for countries, regions, or cities, including any printed information received from them	07 <input type="radio"/>
Travel guide books such as Fodder's or Michelin	08 <input type="radio"/>
Advice of friends / relatives	09 <input type="radio"/>
Visits to trade / travel / sportsmen's shows	10 <input type="radio"/>
Programs on television	11 <input type="radio"/>
Advertisements on television	12 <input type="radio"/>
Travel information you received in the mail	13 <input type="radio"/>
Past experience / been there before	14 <input type="radio"/>
Other	15 <input type="radio"/>

VACATIONS TAKEN IN THE PAST 2 YEARS:

DEFINITION: *Vacations: Trips of 4 or more nights away from home, primarily for pleasure, including pleasure trips on which you visited friends and relatives.*

8. Did you take any vacations (4 nights or more) in the past 2 years and, if so, in which season(s) did you take these trips?	Vacations (4 or more nights)	
<p>No vacation trips taken in past 2 years (Mark circle) → <input type="radio"/> Now go to Question 13 on page 13</p>	(Mark all that apply)	
Took at least 1 trip in the winter		2 <input type="radio"/>
Took at least 1 trip in the spring		3 <input type="radio"/>
Took at least 1 trip in the summer		4 <input type="radio"/>
Took at least 1 trip in the fall		5 <input type="radio"/>

9. With whom did you travel on the vacation trips (4 or more nights) that you took in the past 2 years?	Vacations (4 or more nights)
	(Mark all that apply)
Alone, no travel companion	1 <input type="radio"/>
With friends or business associates (no family members)	2 <input type="radio"/>
With spouse / partner, as a couple, without children	3 <input type="radio"/>
With your immediate family, including children	4 <input type="radio"/>
With your immediate family <u>and</u> friends or other relatives	5 <input type="radio"/>
Other	6 <input type="radio"/>

10. Were any of the vacation trips you took in the past 2 years taken as part of a scheduled group tour?	Vacations (4 or more nights)
Yes	1 <input type="radio"/>
No	2 <input type="radio"/>
Don't know	3 <input type="radio"/>

11. What types of accommodation did you use on your vacation trips in the past 2 years?	Vacations (4 or more nights)
	(Mark all that apply)
Homes of friends & relatives	01 <input type="radio"/>
Hotels / Resorts / Country inns	02 <input type="radio"/>
Motels	03 <input type="radio"/>
Bed & breakfasts	04 <input type="radio"/>
Cottage, rented	05 <input type="radio"/>
Cottage, your own	06 <input type="radio"/>
Fishing or hunting lodges	07 <input type="radio"/>

11. What types of accommodation did you use on your vacation trips in the past 2 years? (continued)	Vacations (4 or more nights) <i>(Mark all that apply)</i>
Campgrounds / RV parks - Fully serviced (water, sewer, electricity)	08 <input type="radio"/>
Campgrounds / RV parks - Electricity only	09 <input type="radio"/>
Unserviced campgrounds or backcountry	10 <input type="radio"/>
Other	11 <input type="radio"/>
IF CAMPING: What type of camping equipment did you use <u>most often</u> ?	(Mark one only)
Tent	12 <input type="radio"/>
Tent trailer	13 <input type="radio"/>
Truck camper or van	14 <input type="radio"/>
Travel trailer / fifth wheel	15 <input type="radio"/>
Motorhome	16 <input type="radio"/>

12. What information sources did you use to plan your vacation trips in the past 2 years? <i>People have different ways of getting information on destinations, accommodations, sites, maps and so on. Please indicate which ones you have relied on for vacation trips you took in the past 2 years.</i>	Vacations (4 or more nights) <i>(Mark all that apply)</i>
A travel agent	01 <input type="radio"/>
An airline's reservation system	02 <input type="radio"/>
An auto club such as the CAA	03 <input type="radio"/>
Internet / The World Wide Web	04 <input type="radio"/>
Articles in newspapers / magazines	05 <input type="radio"/>
Advertisements in newspapers / magazines	06 <input type="radio"/>
Travel information offices for countries, regions, or cities, including any printed information received from them	07 <input type="radio"/>
Travel guide books such as Fodder's or Michelin	08 <input type="radio"/>
Advice of friends / relatives	09 <input type="radio"/>
Visits to trade / travel / sportsmen's shows	10 <input type="radio"/>
Programs on television	11 <input type="radio"/>
Advertisements on television	12 <input type="radio"/>
Travel information you received in the mail	13 <input type="radio"/>
Past experience / been there before	14 <input type="radio"/>
Other	15 <input type="radio"/>

PACKAGED DEALS:

DEFINITION: *Packaged deals are special prices offered for more than one type of travel service. They must include at least 2 of the following:*

- *Transportation to the destination*
- *Transportation at the destination*
- *Vehicle rental*
- *Accommodation*
- *Food / Meals*
- *Entertainment*

13. How often do you use packaged deals for <u>getaway trips</u> (1 to 3 nights)?	Getaways (1 to 3 nights) (Mark one only)
Always	1 <input type="radio"/>
Sometimes	2 <input type="radio"/>
Rarely	3 <input type="radio"/>
Never	4 <input type="radio"/>
Do not take getaway trips	5 <input type="radio"/>
Don't know	6 <input type="radio"/>

14. How often do you use packaged deals for <u>vacation trips</u> (4 or more nights)?	Vacations (4 or more nights) (Mark one only)
Always	1 <input type="radio"/>
Sometimes	2 <input type="radio"/>
Rarely	3 <input type="radio"/>
Never	4 <input type="radio"/>
Do not take vacation trips	5 <input type="radio"/>
Don't know	6 <input type="radio"/>

15. What types of packaged deals, if any, have you used for getaways and vacations in the past 2 years?	 (Mark all that apply)
Motorcoach touring package	1 <input type="radio"/>
A resort or cruise package	2 <input type="radio"/>
A theatre package	3 <input type="radio"/>
An adventure package	4 <input type="radio"/>
A ski package	5 <input type="radio"/>
A city package	6 <input type="radio"/>
An educational package	7 <input type="radio"/>
Some other type of package	8 <input type="radio"/>
None	9 <input type="radio"/>

TRAVEL TO ONTARIO:

For the following questions, please refer to the map on the next page to see the boundaries of Northern and Southern Ontario.

16A. Have you <u>ever</u> taken a trip of one or more nights to any location in Northern or Southern Ontario, for <u>any</u> purpose (including business or pleasure)?				
Have never been to Ontario (Mark circle)	→ 1 <input type="radio"/> <i>Now go to Question 16D</i>	Yes	No	Don't know
Ontario – Northern portion		2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>
Ontario – Southern portion		5 <input type="radio"/>	6 <input type="radio"/>	7 <input type="radio"/>

If you answered "No" or "Don't know" to BOTH questions above, please go to Question 16D. Otherwise, continue...

The next few questions will ask you about pleasure trips. A pleasure trip is a trip of one or more nights away from home, taken primarily for pleasure, including pleasure trips on which you visited friends and relatives.

16B. Have you taken a <u>pleasure</u> trip of one or more nights in the <u>past 2 years</u> to any location in Northern or Southern Ontario?			
	Yes	No	Don't know
Ontario – Northern portion	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>
Ontario – Southern portion	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

If you answered "No" or "Don't know" to BOTH questions above, please go to Question 16D. Otherwise, continue...

16C. Write in the number of pleasure trips to any location in Northern or Southern Ontario in which you spent any nights in the past 2 years, either passing through or as your destination, and also please indicate the season(s) in which these trips took place.

Please note: If you took 2 trips in the same season, you need only to mark that season to indicate that at least one trip took place in that season.

Location(s) where you stayed for 1 or more nights:	Number of pleasure trips in past 2 years (print number)	Indicate season(s): (Mark appropriate circle(s))			
		Winter	Spring	Summer	Fall
Ontario – Northern portion	01 <input type="text"/> <input type="text"/>	02 <input type="radio"/>	03 <input type="radio"/>	04 <input type="radio"/>	05 <input type="radio"/>
Ontario – Southern portion	06 <input type="text"/> <input type="text"/>	07 <input type="radio"/>	08 <input type="radio"/>	09 <input type="radio"/>	10 <input type="radio"/>

16D. How likely are you to take a trip of one or more nights for pleasure only (including pleasure trips on which you visited friends and relatives) in the next 2 years to Northern or Southern Ontario?

	Very likely	Fairly likely	Not likely	Don't know
Ontario – Northern portion	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>
Ontario – Southern portion	5 <input type="radio"/>	6 <input type="radio"/>	7 <input type="radio"/>	8 <input type="radio"/>

Travel Activities and Motivation Survey

Please refer to the maps below to assist you in answering questions related to Canada and Northern and Southern Ontario.



NEW TOURISM ATTRACTIONS IN ONTARIO:

18. What impact will new attractions have on your travel plans?

Agencies responsible for tourism in Ontario are considering how better to appeal to travellers such as yourself. Even if you know little or nothing about what Ontario currently has to offer to visitors, please indicate which of the following types of activities or services would make you more interested in taking a trip to Ontario.

(Mark one circle in each row)	Level of influence on decision to travel to Ontario		
	No influence	A little more interested	A lot more interested
A children-oriented amusement park such as Disneyland	01 <input type="radio"/>	02 <input type="radio"/>	03 <input type="radio"/>
A movie theme park such as Universal Studios or MGM	04 <input type="radio"/>	05 <input type="radio"/>	06 <input type="radio"/>
A musical attraction such as the Rock 'n Roll Museum, Heartland, or Jazzland	07 <input type="radio"/>	08 <input type="radio"/>	09 <input type="radio"/>
A cultural festival such as Mardi Gras	10 <input type="radio"/>	11 <input type="radio"/>	12 <input type="radio"/>
A musical festival such as the Jazz Festival in Montréal or the Chicago Blues Festival	13 <input type="radio"/>	14 <input type="radio"/>	15 <input type="radio"/>
A film festival such as the Cannes Film Festival	16 <input type="radio"/>	17 <input type="radio"/>	18 <input type="radio"/>
A heritage attraction with historical reconstructions / re-enactments such as Williamsburg	19 <input type="radio"/>	20 <input type="radio"/>	21 <input type="radio"/>
A science and technology theme park such as Epcot Centre	22 <input type="radio"/>	23 <input type="radio"/>	24 <input type="radio"/>
A garden attraction such as Cypress Gardens or Tivoli Park	25 <input type="radio"/>	26 <input type="radio"/>	27 <input type="radio"/>
An aboriginal (e.g., Native Canadian) attraction such as the Indian Museum of North America in Arizona or the Polynesian Cultural Centre in Hawaii	28 <input type="radio"/>	29 <input type="radio"/>	30 <input type="radio"/>
Cruises on the Great Lakes (one or more nights)	31 <input type="radio"/>	32 <input type="radio"/>	33 <input type="radio"/>
A wine region such as the Napa Valley in California or Cote d' Or in France	34 <input type="radio"/>	35 <input type="radio"/>	36 <input type="radio"/>
Forestry or mining attractions such as mine tours	37 <input type="radio"/>	38 <input type="radio"/>	39 <input type="radio"/>
Game parks or game preserves / wildlife viewing areas such as Custer National Park	40 <input type="radio"/>	41 <input type="radio"/>	42 <input type="radio"/>
Overnight train tours through natural terrain	43 <input type="radio"/>	44 <input type="radio"/>	45 <input type="radio"/>
World class trophy fishing tournaments	46 <input type="radio"/>	47 <input type="radio"/>	48 <input type="radio"/>

19. To avoid duplication of enquiry, Statistics Canada has entered into agreements to share the information from this survey with the Canadian Tourism Commission and the Provincial and Territorial Agencies responsible for tourism in Ontario, Manitoba, Saskatchewan, and Yukon. The information provided to these agencies will not contain any names or other identifiers and will be kept confidential and used only for statistical purposes.

Do you agree to share your answers with these agencies? → Yes ¹ No ²

**THANK YOU VERY MUCH FOR YOUR PARTICIPATION
IN THIS IMPORTANT RESEARCH STUDY.**

**PLEASE RETURN YOUR COMPLETED QUESTIONNAIRE
IN THE POSTAGE-PAID RETURN ENVELOPE**