

## Travel Activities and Motivation Survey

Collected under the authority of the *Statistics Act*, Revised Statutes of Canada, Chapter S19

Version française disponible

## $\odot$

### 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. But inesses involved in tourism will use the results to develop better facilities and activities for the traveling public.

Statistics Canada is conducting this survey on behalf of the Canada n 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 contributor to this survey.

#### Aux francophones:

Si ce questionnaire anginis vous a été posté par erreur et si vous en désirez un en français, veuillez composer le numero 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 Manitobà, 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 𝔄 or enter the information requested in the boxes provided. Mark all your answers clearly.

8-5300-364.1: 1999-09-16 STC/SSD-040-75154





No trips taken in past 2 years (Mark circle)	ow go to Question 1	В
Please indicate in column B which, if any, of the listed experiences you plan	to seek on a trip in	the <u>next</u> 2 years.
No trips planned for the next 2 years $O^2 \longrightarrow N$ (Mark circle)	ow go to Question 2	A
	A	В
Tourism experience	PAST 2 years (Mark all that apply)	NEXT 2 years (Mark all that appl
To rest, relax and recuperate	03 _	04 🔿
To spend quality time with the family away from home	05	06 🔿
To visit friends or relatives who live in other cities / countries	07 0	08 🔵
For intimacy and romance	0.40	10 🔿
To experience different cultures and ways of life	11	12
To visit historical sites and important places in history	13	14 🔵
To spend time with a group of good friends	15	16 🔵
To see natural wonders and important natural sites	17	18 🔵
To experience the good life with fine cuisine good wine, being pampered	19 🔵	20 🔿
To visit casinos and gamble	21 🔵	22 🔿
To visit a popular, trendy p. tce	23	24 🔿
To be someplace that feels familiar and safe	25 🔵	26 🔵
To experience adventure and excitement	27	28 🔵
To experience city life (e.g., nightlife, shopping, museums)	29 🔿	30 🔵
To escape winter weather	31	32
To experience unspoiled nature	33 🔵	34 🔵
To participate in a hobby or sport (e.g., golf, fishing, photography)	35 🔵	36 🔵
To participate in a hands-on learning experience (e.g., archaeological digs, cooking courses, learning another language)	37	38 🔵
For spiritual or religious experiences	39 🔿	40 🔿

CT	TIVITIES WHILE TRAVELLING FOR ANY REASON:			
A.	What activities have you participated in over the past 2 yea purpose? Mark all that apply in column A.	rs while on trips of one or m	ore nights for any	
	No trips taken in past 2 years (Mark circle)	Now go to Q	uestion 2B	
в.	What activities are you likely to participate in over the <u>next</u> purpose? Mark all that apply in column B.	2 years while on trips of one	or more nights for any	
	No trips planned for the next 2 years 002 (Mark circle)	Now go to Q	uestion 3 on page 9	
ſ		A	В	
		What did you do?	What will you do?	
	Outdoor and recreational activities	Participated while on any trip of one or more nights in the PAST 2 years	Likely to participate while on any trip of one or more nights in the NEXT 2 years	
		(Mark all that apply)	(*1ark all that apply)	
	Bird watching	003 🔿	004	
	Whale watching	005	006	
	Other wildlife viewing	007	008 🔾	
	Wildflowers / flora viewing	063	010 🔵	
	Recreational biking	011	012	
	Mountain biking	013	014 🔵	
	Biking - as an overnight touring trip	015	016 🔵	
	Motorcycling - day excursions on an overnight touring trip	017	018 🔵	
	Motorcycling - as an overnight touring trip	019 🔵	020 🔵	
	Kayaking or canoeing	021	022 🔵	
	Motor boating	023 🔵	024 🔵	
	Sailing	025	026	
	Wind surfing	027 🔵	028 🔵	
	White water rafting	029 🔵	030 🔵	
	Ice climbing	031 🔵	032 🔵	
	Rock climbing	033 🔵	034 🔵	
	Dog sledding	035	036 🔵	
	Seeing northern lights or other arctic experiences	037 🔵	038 🔾	
	Fishing - fresh water	039 🔿	040 🔿	
	Fishing - salt water	041 🔵	042 🔿	
	Ice fishing	043 🔿	044 🔵	
	Working out in a fitness centre	045 🔿	046 🔵	
	Jogging outdoors	047 🔿	048 🔵	
	Going on picnics in park settings	049 🔵	050 🔵	
L			<u> </u>	

	Α	В
	What did you do?	What will you do?
Outdoor and recreational activities	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 year (Mark all that apply)
Golfing - play an occasional game while on a trip		
Golfing - stay at a golf resort for one or more nights	053 ()	054 (
	055 ()	056 (
Golfing - take a packaged golf tour to play on various courses	057 ()	058
Hang-gliding	059 ()	060 (
Hiking or back-packing in wilderness settings	061	062 ()
Horseback riding	063 ()	064
Hot air ballooning		
Hunting - big game	065	066
Hunting - birds or small game	067	068
Parachuting	069	070 _
Bungee jumping	071	072
Playing baseball or softball	073	074
Playing basketball	075	076 🔵
Going bowling	07' 🔿	078
Playing chess or backgammon	079	080
Curling	081	082 🔵
Playing football	083 ()	084 🔾
Playing ice hockey	085 🔵	086 🔾
Playing squash	087 🔵	088 🔵
Playing soccer	089	090 🔿
Playing tennis	091	092 🔿
Playing volleyball	093 🔿	094 🔿
Ice skating	095	096
In-line / roller ska ing	097	098 🔾
Skiing - cross country	099	100
Skiing - cross country as an overnight touring trip	101	102
Skiing - downhill	103	104
Heli-skiing	105	106
Snowboarding	107	108
Snowmobiling - day use on organized trail	109	110
Snowmobiling - as an overnight touring trip	111	112
Sunbathing or sitting on a beach	113	114 (
Scuba diving	115	116
Swimming in lakes	117 ()	118 (
Swimming in oceans	119	120

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

	А	В
	What did you do?	What will you do?
Cultural and entertainment activities	Participated while on any trip of one or more nights in the PAST 2 year	Likely to participate while on any trip of one or more nights in the NEXT 2 year
	(Mark all that apply)	(Mark all that apply)
Amusement parks like Disneyland	175	176 🔵
Garden attractions such as Cypress Gardens, Tivoli Park or Butchart Gardens	177	178
Botanical gardens	179	180 🔵
Planetariums	181	182 🔵
Zoos	183	184 🔵
Aquariums	185	186 🔵
Natural wonders such as Niagara Falls or the Grand Canyon	187	188
Auto races (as a spectator)	189	190 (
Professional baseball games (as a spectator)	191	192
Professional basketball games (as a spectator)	193 )	194 🔿
Professional figure skating (as a spectator)	195	196
Professional football games (as a spectator)	157	198
Professional golf tournaments (as a spectator)	19.3	200 🔿
Professional ice hockey games (as a spectator)	201	202 🔿
Horse races	203	204 🔵
National or international sporting events such as the Oly pic Games (as a spectator)	205 🔿	206 🔵
Amateur sports / arts / hobby tournaments and competitions (as a spectator or participant)	207	208 🔿
Recreational dancing	209 🔿	210 🔵
Casinos	211	212 🔿
Local outdoor cafes	213	214 🔿
Movies	215	216
Restaurant dining - regional or local cooking	217	218
Restaurant dining - internationally acclaimed restaurants	219	220 🔿
Shop or browse - bookstores or music stores	221	222 🔿
Shop or browse - antiques	223	224 🔿
Shop or browse - gourmet foods in retail stores or farms	225	226 🔵
Shop or browse - local arts & crafts studios or exhibitions	227	228 🔿
Shop or browse - clothing, shoes and jewellery	229	230 🔵
Pick-your-own farms or participating in harvesting	231	232 🔵
Read for relaxation or personal interest (while on trip)	233	234 (

	Α	В
	What did you do?	What will you do?
Accommodation-related activities	Participated while on any trip of one or more nights in the PAST 2 years	Likely to participate while on any trip of one or more nights in the NEXT 2 year
	(Mark all that apply)	(Mark all that apply)
Camping - in large public campgrounds in national or provincial parks	235	236 🔵
Camping - in campgrounds outside national or provincial parks	237	238
Camping - in wilderness settings	239	240
Staying at a lakeside resort in summer	241 )	242
Staying at a lakeside resort in winter	243	244
Staying at a ski resort or mountain resort in summer	245	246
Staying at a ski resort or mountain resort in winter	247 )	248
Staying at a seaside resort in summer	2400	250 🔵
Staying at a seaside resort in winter	251	252 🔿
Staying at a remote or fly-in lodge	253	254 🔵
Staying at a remote or fly-in outpost	255	256 🔵
Staying at a wilderness lodge you can drive to by ar	257	258 🔵
Staying at a private cottage or condo you own	259	260 🔵
Staying at a private cຕແລງຈັດ. condo you rent	261	262
Staying at a cooking school with accommodation on the premises	263	264
Staying at a wine tasting school with accommodation on the premises	265	266
Staying at a gourmet restaurant with accommodation on the premises	267	268 🔵
Staying at a health spa	269	270
Staying at a working farm or guest ranch	271	272
Staying at a bed & breakfast	273 (	274 (

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

	Α	В
	What did you do?	What will you do?
Day touring (while on a trip of one or more nights)	Participated while on any trip of one or mo a nights in the PAST 2 years	Likely to participate while on any trip of one or more nights in the NEXT 2 years
	(Ma:-v all that apply)	(Mark all that apply)
Coastal or lakeshore scenic drives in your own / rental vehicle	287	288
Guided bus day tours in a city	289	290 🔿
Scenic day tours in the countryside by bus	291	292 🔿
Scenic day tours by air	293	294 🔿
Scenic day or evening tours by boat	295 🔵	296 🔿
Scenic day tours by train	297	298
Going to wineries for day visits and tastings	299 🔿	300 🔿

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

GETAWAYS	STAKEN IN	THE PAST 2	YEARS

NITION: Getaways: Trips of 1 to 3 nights away from home, primarily for plea trips on which you visited friends and relatives.	sure, including pleasur
3. Did you take any getaway trips (1 to 3 nights) in the past 2 years and, if so, in which season(s) did you take these trips?	Getaways (1 to 3 nights)
No getaway trips taken in past 2 years (Mark circle) 1 Now go to Question 8 on page 11	(Mark all that apply)
Took at least 1 trip in the winter	2 🔿
Took at least 1 trip in the spring	3 🔾
Took at least 1 trip in the summer	4
	Ũ
Took at least 1 trip in the fall	50
	5 Getaways (1 to 3 nights)
Took at least 1 trip in the fall 4. With whom did you travel on the getaway trips (1 to 3 nights) that you took in the	Getaways
Took at least 1 trip in the fall 4. With whom did you travel on the getaway trips (1 to 3 nights) that you took in the past 2 years?	Getaways (1 to 3 nights)
Took at least 1 trip in the fall 4. With whom did you travel on the getaway trips (1 to 3 nights) that you took in the past 2 years? Alone, no travel companion	Getaways (1 to 3 nights) (Mark all that apply)
Took at least 1 trip in the fall 4. With whom did you travel on the getaway trips (1 to 3 nights) that you took in the	Getaways (1 to 3 nights) (Mark all that apply)
Took at least 1 trip in the fall 4. With whom did you travel on the getaway trips (1 to 3 nights) that you took in the past 2 years? Alone, no travel companion With friends or business associates (no family members)	Getaways (1 to 3 nights) (Mark all that apply)
Took at least 1 trip in the fall         4. With whom did you travel on the getaway trips (1 to 3 nights) that you took in the past 2 years?         Alone, no travel companion         With friends or business associates (no family members)         With spouse / partner, as a couple, without children	Getaways (1 to 3 nights) (Mark all that apply)

5. Were any of the getaway trips you took in the past 2 years taken as part of a scheduled group tour?	Getaways (1 to 3 nights)
Yes	1
No	2
Don't know	3 🔿

6. What types of accommodation did you use on your getaway trips in the past 2 years?	Getaways (1 to 3 nights)	
	(Mark all that apply)	
Homes of friends & relatives	01 🔵	
Hotels / Resorts / Country inns	02	
Motels	03 🔵	
Bed & breakfasts	04 🔿	
Cottage, rented	05 🔵	
Cottage, your own	06 🔵	
Fishing or hunting lodges	07	

<ol><li>What types of accommodation did you use on your getawa years? (continued)</li></ol>	ay trips in the past 2 (1 to 3 nights) (Mark all that apply)
Campgrounds / RV parks - Fully serviced (water, sewer, electricity)	08 🔾
Campgrounds / RV parks - Electricity only	09 🔾
Unserviced campgrounds or backcountry	10 🔾
Other	11 🔿
IF CAMPING: What type of camping equipment did you	use <u>most often</u> ? (Mark one only)
Tent	12 🔾
Tent trailer	13 🔵
Truck camper or van	14 🔾
Travel trailer / fifth wheel	15
Motorhome	16
<ol> <li>What information sources did you use to plan your getawa years?</li> </ol>	ay trips in the past 2 Getaways (1 to 3 nights)
- People have different ways of getting information on desti accommodations, sites, maps and so on. Please indicate	which on is you have
- People have different ways of getting information on desti	inations. whir:h on אין s you have (Mark all that apply)
People have different ways of getting information on desti accommodations, sites, maps and so on. Please indicate relied on for getaway trips you took in the past 2 years.	which on is you have
A travel agent	whir:h on vs יכט have (Mark all that apply)
People have different ways of getting information on desti accommodations, sites, maps and so on. Please indicate relied on for getaway trips you took in the past 2 years.	whii:h oi. vou have (Mark all that apply)
People have different ways of getting information on desti accommodations, sites, maps and so on. Please indicate relied on for getaway trips you took in the past 2 years.	whit is on its you have     (Mark all that apply)       01     01       02     02
People have different ways of getting information on desti accommodations, sites, maps and so on. Please indicate relied on for getaway trips you took in the past 2 years. A travel agent An airline's reservation system An auto club such as the CAA Internet / The World Wide Web	whit is on its you have     (Mark all that apply)       01     01       02     03
People have different ways of getting information on desti accommodations, sites, maps and so on. Please indicate relied on for getaway trips you took in the past 2 years. A travel agent An airline's reservation system An auto club such as the CAA Internet / The World Wide Web Articles in newspapers / magazines	whit is on its you have (Mark all that apply)
A travel agent An airline's reservation system An auto club such as the CAA Internet / The World Wide Web Articles in newspapers / magazines Travel information offices . r c. untries, regions, or cities, including any print	whill the only is you have     (Mark all that apply)       01     01       02     03       03     04       04     05       06     06
People have different ways of getting information on desti accommodations, sites, maps and so on. Please indicate relied on for getaway trips you took in the past 2 years. A travel agent An airline's reservation system An auto club such as the CAA Internet / The World Wide Web Articles in newspapers / magazines Advertisements in newspapers. / magazines Travel information offices r c. untries, regions, or cities, including any print them	whit :h on is you have     (Mark all that apply)       01     01       02     03       03     04       05     06
People have different ways of getting information on desti accommodations, sites, maps and so on. Please indicate relied on for getaway trips you took in the past 2 years.	whill the only is you have       (Mark all that apply)         01       01         02       03         03       04         05       06         06       07
People have different ways of getting information on desti accommodations, sites, maps and so on. Please indicate relied on for getaway trips you took in the past 2 years.	whit :h on is you have       (Mark all that apply)         01       01         02       02         03       03         04       05         06       06         08       08
People have different ways of getting information on desti accommodations, sites, maps and so on. Please indicate relied on for getaway trips you took in the past 2 years. A travel agent An airline's reservation system An auto club such as the CAA Internet / The World Wide Web Articles in newspapers / magazines Travel information offices + r ck untries, regions, or cities, including any print them Travel guide book * such as Fodder's or Michelin Advice of friends / relatives Visits to trade / travel / sportsmen's shows	whill the only symbol       (Mark all that apply)         01       01         02       02         03       03         04       04         05       06         06       07         08       09         10       01
Programs on television	whill the only symbol         (Mark all that apply)           01         01           02         02           03         04           04         05           06         06           08         09           10         11
People have different ways of getting information on desti accommodations, sites, maps and so on. Please indicate relied on for getaway trips you took in the past 2 years.	whit is on its you have       (Mark all that apply)         01       01         02       02         03       03         04       04         05       06         06       07         08       09         10       11         11       12
People have different ways of getting information on destinaccommodations, sites, maps and so on. Please indicate relied on for getaway trips you took in the past 2 years.         A travel agent         An airline's reservation system         An auto club such as the CAA         Internet / The World Wide Web         Articles in newspapers / magazines         Travel information offices r c. untries, regions, or cities, including any print them         Travel guide book - such as Fodder's or Michelin	whill the only symbol         (Mark all that apply)           01         01           02         02           03         04           04         05           06         06           08         09           10         11

aseason(s) did you take these trips?       (4 or m         No vacation trips taken in past 2 years       (Mark a         (Mark circle)       1       Now go to Question 13 on page 13         Took at least 1 trip in the winter       1       Now go to Question 13 on page 13         Took at least 1 trip in the winter       1       Took at least 1 trip in the syning         Took at least 1 trip in the syning       1       1         Took at least 1 trip in the syning       1       1         Took at least 1 trip in the syning       1       1         Took at least 1 trip in the fall       1       1         9. With whom did you travel on the vacation trips (4 or more nights) that you took 1       Var (4 or m         Mark a       1       1       1         9. With whom did you travel on the vacation trips (4 or more nights) that you took 1       Var (4 or m         Mark a       1       1       1         9. With friends or business associates (no family members)       1       1         With your immediate family, including children       1       1         With your immediate family, including children       1       1         With your immediate family and friends or other relatives       1       1         Other       1       1       1	luding
No vacation trips taken in past 2 years (Mark circle)       Now go to Question 13 on page 13         Took at least 1 trip in the winter	ations ore nights)
Took at least 1 trip in the winter         Took at least 1 trip in the spring         Took at least 1 trip in the summer         Took at least 1 trip in the fall         9. With whom did you travel on the vacation trips (4 or more nights) that you took in the past 2 years?         Var         (4 or m         (Mark a         Alone, no travel companion         With friends or business associates (no family members)         With your immediate family, including children         With your immediate family, including children         With your immediate family, including children         With your immediate family and friends or other relatives         Other         10. Were any of the vacation trips vou sook in the past 2 years taken as part of a scheduled group tour?         Yes         No         Don't know	ll that apply
Took at least 1 trip in the spring	2
Took at least 1 trip in the summer         Took at least 1 trip in the fall         9. With whom did you travel on the vacation trips (4 or more nights) that you took 'n (4 or m) (Mark at the past 2 years?         9. With whom did you travel on the vacation trips (4 or more nights) that you took 'n (4 or m) (Mark at the past 2 years?         9. With whom did you travel on the vacation trips (4 or more nights) that you took 'n (4 or m) (Mark at the past 2 years?         9. With whom did you travel on the vacation trips (4 or more nights) that you took 'n (4 or m) (Mark at the past 2 years)         9. With friends or business associates (no family members)         With your immediate family, including children         With your immediate family and friends or other relatives         Other         10. Were any of the vacation trips you look in the past 2 years taken as part of a scheduled group tour?         Yes         No         Don't know         11. What types of accommodation did you use on your vacation trips in the past 2 Vac (4 or m)	<sup>2</sup> O
Took at least 1 trip in the fall         9. With whom did you travel on the vacation trips (4 or more nights) that you took in the past 2 years?         (4 or m         (Mark a         Alone, no travel companion         With friends or business associates (no family members)         With spouse / partner, as a couple, without children         With your immediate family and friends or other relatives         Other         10. Were any of the vacation trips you look in the past 2 years taken as part of a scheduled group tour?         Yes         No         Don't know	3
9. With whom did you travel on the vacation trips (4 or more nights) that you took the past 2 years?       Var (4 or more nights) that you took in the past 2 years taken as part of a scheduled group tour?         10. Were any of the vacation trips you yook in the past 2 years taken as part of a scheduled group tour?       Var (4 or more nights)         Yes       10. Were any of the vacation trips you yook in the past 2 years taken as part of a scheduled group tour?       Var (4 or more nights)         Yes       10. What types of accommodation did you use on your vacation trips in the past 2 years?       Var (4 or more nights)	4 <u> </u>
It is past 2 years?       (4 or m         (Mark a       (Mark a         Alone, no travel companion       (Mark a         With friends or business associates (no family members)       (With spouse / partner, as a couple, without children         With your immediate family, including children       (Mark a         With your immediate family and friends or other relatives       (Other         Io. Were any of the vacation trins you took in the past 2 years taken as part of a scheduled group tour?       Vac (4 or m         Yes       (Don't know)         Io. What types of accommodation did you use on your vacation trips in the past 2 years?       Vac (4 or m	5
It is past 2 years?       (4 or m         (Mark a       (Mark a         Alone, no travel companion       (Mark a         With friends or business associates (no family members)       (With spouse / partner, as a couple, without children         With your immediate family, including children       (With your immediate family and friends or other relatives         Other       (4 or m         10. Were any of the vacation trins you took in the past 2 years taken as part of a scheduled group tour?       Vac (4 or m         Yes       (A or m         No       (Don't know)         11. What types of accommodation did you use on your vacation trips in the past 2 years?       Vac (4 or m	
Alone, no travel companion       Alone, no travel companion         With friends or business associates (no family members)       With spouse / partner, as a couple, without children         With your immediate family, including children       With your immediate family and friends or other relatives         With your immediate family and friends or other relatives       Other         10. Were any of the vacation trips volu look in the past 2 years taken as part of a scheduled group tour?       Vac (4 or methods)         Yes       No         No       Don't know         11. What types of accommodation did you use on your vacation trips in the past 2 (4 or methods)       Vac (4 or methods)	ations ore nights) Il that apply
With spouse / partner, as a couple, without children         With your immediate family, including children         With your immediate family and friends or other relatives         Other         10. Were any of the vacation trine you look in the past 2 years taken as part of a scheduled group tour?         Yes         No         Don't know         11. What types of accommodation did you use on your vacation trips in the past 2 years?	1 ()
With spouse / partner, as a couple, without children         With your immediate family, including children         With your immediate family and friends or other relatives         Other         10. Were any of the vacation trips you look in the past 2 years taken as part of a scheduled group tour?         Yes         No         Don't know         11. What types of accommodation did you use on your vacation trips in the past 2 (4 or main trips in trips in the past 2 (4 or main trips in trip	2
With your immediate family, including children         With your immediate family and friends or other relatives         Other         10. Were any of the vacation trines you took in the past 2 years taken as part of a scheduled group tour?         Yes         No         Don't know         11. What types of accommodation did you use on your vacation trips in the past 2 years?	3
With your immediate family and friends or other relatives         Other         10. Were any of the vacation trips you book in the past 2 years taken as part of a scheduled group tour?         Yes         No         Don't know         11. What types of accommodation did you use on your vacation trips in the past 2 years?	4 ()
Other         10. Were any of the vacation trips you book in the past 2 years taken as part of a scheduled group tour?       Vac (4 or m)         Yes	5 ()
10. Were any of the vacation trips you took in the past 2 years taken as part of a scheduled group tour?       Vac (4 or m)         Yes	3 ()
Yes     (4 or m       Yes	
No	ations ore nights)
Don't know         11. What types of accommodation did you use on your vacation trips in the past 2 vac (4 or m (4 or m))	1 ()
11. What types of accommodation did you use on your vacation trips in the past 2 years?       Vac (4 or m)	2 🔿
years? (4 or m	3 ()
years? (4 or m	
(IMARK a	ations ore nights)
1	ll that apply
Homes of friends & relatives	1 🔿
	2 ()
Motels 0	3 (
Bed & breakfasts 0	4 🔿
Cottage, rented 0	5 ()
Cottage, your own	<sup>5</sup> ()

11. What types of accommodation did you use on your vacation trips in the past 2 years? (continued)	Vacations (4 or more nights)
	(Mark all that apply)
Campgrounds / RV parks - Fully serviced (water, sewer, electricity)	08
Campgrounds / RV parks - Electricity only	09 🔿
Unserviced campgrounds or backcountry	10 🔿
Other	11 🔿
IF CAMPING: What type of camping equipment did you use most often?	(Mark one only)
Tent	12
Tent trailer	13
Truck camper or van	14
Travel trailer / fifth wheel	15
Motorhome	16
12. What information sources did you use to plan your vacation trips in the p <sub>i</sub> st 2 years?	Vacations (4 or more nights)
People have different ways of getting information on destinations. accommodations, sites, maps and so on. Please indicate which on is you have relied on for vacation trips you took in the past 2 years.	(Mark all that apply)
accommodations, sites, maps and so on. Please indicate which on vs you have	(Mark all that apply)
accommodations, sites, maps and so on. Please indicate which on vs you have	(Mark all that apply)
accommodations, sites, maps and so on. Please indicate which on is you have relied on for vacation trips you took in the past 2 years.	
accommodations, sites, maps and so on. Please indicate which on is you have relied on for vacation trips you took in the past 2 years.	01
accommodations, sites, maps and so on. Please indicate which on is you have relied on for vacation trips you took in the past 2 years. A travel agent An airline's reservation system	0102
A travel agent An auto club such as the CAA	01 02 03
accommodations, sites, maps and so on. Please indicate which on its you have relied on for vacation trips you took in the past 2 years. A travel agent An airline's reservation system An auto club such as the CAA Internet / The World Wide Web	
A travel agent An airline's reservation system An auto club such as the CAA Internet / The World Wide Web Articles in newspapers / magazine a	01 02 03 04 05
accommodations, sites, maps and so on. Please indicate which on is you have relied on for vacation trips you took in the past 2 years. A travel agent An airline's reservation system An auto club such as the CAA Internet / The World Wide Web Articles in newspapers / magazines Advertisements in newspapers / magazines Travel information offices in countries, regions, or cities, including any printed information received from	01 () 02 () 03 () 04 () 05 () 06 ()
accommodations, sites, maps and so on. Please indicate which on its you have relied on for vacation trips you took in the past 2 years.  A travel agent An airline's reservation system An auto club such as the CAA Internet / The World Wide Web Articles in newspapers / magazines Advertisements in newspapers. / magazines Travel information offices r c. untries, regions, or cities, including any printed information received from them	01 02 03 04 05 06 07
accommodations, sites, maps and so on. Please indicate which on its you have relied on for vacation trips you took in the past 2 years. A travel agent An airline's reservation system An auto club such as the CAA Internet / The World Wide Web Articles in newspapers / magazines Travel information offices in recruiting, regions, or cities, including any printed information received from them Travel guide book is such as Fodder's or Michelin	01 02 03 04 05 06 07 08
accommodations, sites, maps and so on. Please indicate which on its you have relied on for vacation trips you took in the past 2 years. A travel agent An airline's reservation system An auto club such as the CAA Internet / The World Wide Web Articles in newspapers / magazines Advertisements in newspaper. / magazines Travel information offices in cumtries, regions, or cities, including any printed information received from them Travel guide book, such as Fodder's or Michelin Advice of friends / relatives	01 02 03 04 05 06 07 08 09
accommodations, sites, maps and so on. Please indicate which on its you have relied on for vacation trips you took in the past 2 years.  A travel agent An airline's reservation system An auto club such as the CAA Internet / The World Wide Web Articles in newspapers / magazines Travel information offices , if c, untries, regions, or cities, including any printed information received from them Travel guide book such as Fodder's or Michelin Advice of friends / relatives Visits to trade / travel / sportsmen's shows	01 02 03 04 05 06 07 08 09 10
accommodations, sites, maps and so on. Please indicate which on is you have relied on for vacation trips you took in the past 2 years.  A travel agent An airline's reservation system An auto club such as the CAA Internet / The World Wide Web Articles in newspapers / magazines Travel information offices is recountries, regions, or cities, including any printed information received from them Travel guide book, such as Fodder's or Michelin Advice of friends / relatives Visits to trade / travel / sportsmen's shows Programs on television	01 02 03 04 05 06 07 08 09 10 11
accommodations, sites, maps and so on. Please indicate which on is you have relied on for vacation trips you took in the past 2 years. A travel agent An airline's reservation system An auto club such as the CAA Internet / The World Wide Web Articles in newspapers / magazines Advertisements in newspaper, / magazines Travel information offices, including any printed information received from them Travel guide book, such as Fodder's or Michelin Advice of friends / relatives Visits to trade / travel / sportsmen's shows Programs on television Advertisements on television	01 0 02 0 03 0 04 0 05 0 06 0 07 0 08 0 09 0 10 0 11 0 12 0

INITION:	include at least 2 of the following:	travel service. They h
	<ul> <li>Transportation to the destination</li> <li>Transportation at the destination</li> <li>Vehicle rental</li> <li>Accommodation</li> <li>Food / Meals</li> <li>Entertainment</li> </ul>	
13. How o	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 🗋
Sometimes		2 🔵
Rarely		3
Never		4
	getaway trips	5
Don't know		6
		Y
		Vacationa
14. How o	often do you use packaged deals for <u>vacation trips</u> (4 or more nights)?	Vacations (4 or more nights) (Mark one only)
	often do you use packaged deals for <u>vacation trips</u> (4 or more nights)?	(4 or more nights)
14. How of Always Sometimes		(4 or more nights) (Mark one only)
Always		(4 or more nights) (Mark one only)
Always Sometimes		(4 or more nights) (Mark one only)
Always Sometimes Rarely Never		(4 or more nights) (Mark one only) 1 2 3 3
Always Sometimes Rarely Never	vacation trips	(4 or more nights) (Mark one only) 1 2 3 3 4 4
Always Sometimes Rarely Never Do not take	vacation trips	(4 or more nights) (Mark one only) 1 2 3 3 4 5 5
Always Sometimes Rarely Never Do not take Don't know	vacation trips	(4 or more nights) (Mark one only) 1 2 3 3 4 5 5
Always Sometimes Rarely Never Do not take Don't know	vacation trips	(4 or more nights) (Mark one only) 1 2 3 4 5 6
Always Sometimes Rarely Never Do not take Don't know <b>15. What</b> in the	vacation trips types of packaged dears, any, have you used for getaways and vacations past 2 years?	(4 or more nights) (Mark one only) 1 2 3 4 5 6 (Mark all that apply)
Always Sometimes Rarely Never Do not take Don't know <b>15. What</b> in the	vacation trips types of packaged deals, many, have you used for getaways and vacations past 2 years? touring packag cruit a package	(4 or more nights)         (Mark one only)         1         2         3         4         5         6         (Mark all that apply)         1
Always Sometimes Rarely Never Do not take Don't know 15. What in the Motorcoach A resort or o	vacation trips types of packaged deals, in any, have you used for getaways and vacations past 2 years? touring package cruit a peckage ackage	(4 or more nights)         (Mark one only)         1         2         3         4         5         6         (Mark all that apply,         1         2
Always Sometimes Rarely Never Do not take Don't know <b>15. What</b> in the A resort or of A theatre pa	vacation trips         types of packaged dears, if any, have you used for getaways and vacations past 2 years?         in touring package         e past 2 years?         in touring package         re package         re package	(4 or more nights)         (Mark one only)         1         2         3         4         5         6         (Mark all that apply,         1         2         3         4         5         6         1         2         3         3
Always Sometimes Rarely Never Do not take Don't know <b>15. What</b> in the Motorcoach A resort or o A theatre pa An adventur	vacation trips         types of packaged deals, wany, have you used for getaways and vacations past 2 years?         n touring package         cruits package         re package         ge	(4 or more nights) (Mark one only) 1 2 3 4 5 6 (Mark all that apply, (Mark all that apply, 1 2 3 4 4 4 5 5 6 6 7 7 7 7 7 7 7 7 7 7 7 7 7
Always Sometimes Rarely Never Do not take Don't know <b>15. What</b> in the Motorcoach A resort or o A theatre pa An adventur A ski packa	vacation trips         types of packaged deals, wany, have you used for getaways and vacations past 2 years?         n touring package         cruits package         re package         ge	(4 or more nights)         (Mark one only)         1         2         3         4         5         6         (Mark all that apply)         1         2         3         4         5         6         1         2         3         4         5         1         2         3         4         5
Always Sometimes Rarely Never Do not take Don't know <b>15. What</b> <b>in the</b> Motorcoach A resort or o A theatre pa An adventur A ski packa A city packa	vacation trips  vacation trips  types of packaged dears, any, have you used for getaways and vacations past 2 years?  touring r ackag cruics package re package ge ge ge ge ge	(4 or more nights)         (Mark one only)         1         2         3         4         5         6         (Mark all that apply)         1         2         3         4         5         6         1         2         3         4         5         6         1         2         3         4         5         6

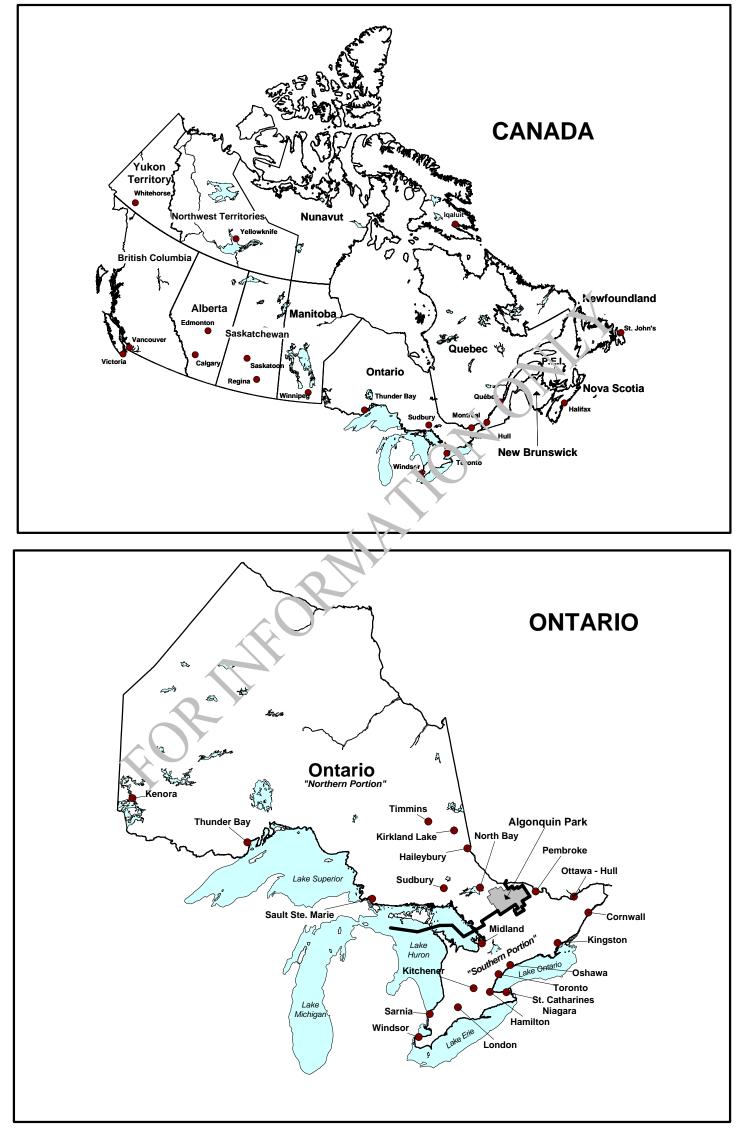
# TRAVEL TO ONTARIO:

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

Have never been to Ontario (Mark circle)	$\rightarrow$ <sup>1</sup> Now go to Questie	on 16D	Ye	es No	Don' knov
Ontario – Northern portion			2 (	· ·	4 (
Ontario – Southern portion			5	6	7 ()
ou answered "No" or "Don't know" to herwise, continue e next few questions will ask you abo m home, taken primarily for pleasure,	ut pleasure trips. A pleasure t	rip is a tri	ip of one o	r more nigl	hts awa elatives.
16B. Have you taken a <u>pleasure</u> trip of	one or more nights in the past 2	vears to a			
location in Northern or Southern (	Ontario?		Ye	es No	Don' knov
Ontario – Northern portion			1 (	0	3 🔿
Ontario – Southern portion			4	5	6 🔾
erwise, continue Write in the number of <u>pleasure</u> trips to nights in the <u>past 2 years</u> , either pass in which these trips took place. Please note: If you took 2 trips in the	to any location in Northern or Sou ing through or as your destinatio	uthern Ont n, and also	ario in whic o please ind	h you spent icate the se	ason(s)
nights in the <u>past 2 years</u> , either pass in which these trips took place.	to any location in Northern or Sou ing through or as your destination one season, you need only to make the season of pleasure trips in	uthern Ont n, and also	ario in whic o please ind eason to inc	h you spent icate the se	ason(s)
<ul> <li>Write in the number of <u>pleasure</u> trips to nights in the <u>past 2 years</u>, either pass in which these trips took place.</li> <li>Please note: If you took 2 trips in the sector of the</li></ul>	to any location in Northern or Sou ing through or as your destinatio	uthern Ont n, and also nark that so	ario in whic o please ind eason to ind Indicate s	h you spent icate the set licate that at	ason(s) Eleast
<ul> <li>Write in the number of <u>pleasure</u> trips to nights in the <u>past 2 years</u>, either pass in which these trips took place.</li> <li>Please note: If you took 2 trips in the second second</li></ul>	to any location in Northern or Sou ing through or as your destination one season, you need only to make the season of pleasure trips in	uthern Ont n, and also nark that so	ario in whic o please ind eason to ind Indicate s	h you spent licate the set licate that at season(s):	ason(s) Eleast
<ul> <li>erwise, continue</li> <li>Write in the number of <u>pleasure</u> trips to nights in the <u>past 2 years</u>, either pass in which these trips took place.</li> <li>Please note: If you took 2 trips in the sone trip took place in that season.</li> </ul>	to any location in Northern or Sou ing through or as your destination some season, you need only to m Number of pleasure trips in past 2 years	uthern Ont n, and also nark that so	ario in whic o please ind eason to ind Indicate s Mark approp	th you spent licate the set licate that at season(s):	e least
<ul> <li>Write in the number of <u>pleasure</u> trips to nights in the <u>past 2 years</u>, either passion which these trips took place.</li> <li>Please note: If you took 2 trips in the sone trip took place in that season.</li> </ul>	to any location in Northern or Sorting through or as your destinations one season, you need only to make a some season, you need on season, you need on season,	uthern Ont n, and also nark that so ( Winter	ario in whic please ind eason to inc Indicate s Mark approp	h you spent icate the set licate that at season(s): priate circle(s	e least
<ul> <li>Write in the number of <u>pleasure</u> trips to nights in the <u>past 2 years</u>, either pass in which these trips took place.</li> <li>Please note: If you took 2 trips in the sone trip took place in that season.</li> <li>Location(s) where volustaye 1 for 1 or more nights:</li> <li>Ontario – Northern portion</li> </ul>	to any location in Northern or Sorting through or as your destinations one season, you need only to make a season, you need on	uthern Ont n, and also nark that so ( Winter 02 07 y (includin	ario in whic please ind eason to inc Indicate s (Mark approp Spring 03	th you spent licate the set licate that an season(s): priate circle(s Summer 04	ason(s) : least )) Fall 05 ( 10 (

# **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.



## IMPRESSIONS OF CANADA AND ONTARIO:

### 17. What are your general impressions of Canada and Ontario?

Using a ten point scale, where 10 is "agree completely" and 1 is "disagree completely" mark the appropriate circle for each item in each row for Canada and Ontario. Mark the (97) "Dont know" for any item you cannot rate.

Ex	ample:	Disagree completely	Agree Do completely kno	o o m n lotoly	Agree completely	
1.	A place with beautiful scenery	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	$\gamma \circ \circ \circ \circ$	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	$\overset{6}{\swarrow} \overset{7}{\bigcirc} \overset{8}{\bigcirc} \overset{9}{\bigcirc} \overset{10}{\bigcirc} \overset{10}{\odot} \overset{10}{\odot}{\odot} \overset{10}{\odot} \overset{10}{} \overset{10}{} \overset{10}{} \overset{10}{} \overset{10}{} \overset{10}{}$	97
		Ca	nada	(	Ontario	
1.	A place with beautiful scenery	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$		$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	$ \bigcirc \begin{array}{c} 6 & 7 & 8 & 9 & 10 \\ \bigcirc & \bigcirc & \bigcirc & \bigcirc & \bigcirc \\ \end{array} $	97
2.	A great place to relax and get away from it all	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	$\sim$ $\sim$ $\sim$ $\sim$	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	6 7 8 9 10	97
3.	A great place to see important historical sites and significant places in history	$\begin{array}{cccccccccccccccccccccccccccccccccccc$		$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	6 7 8 9 10	97
4.	A great place to experience city life (for example: night clubs, shopping, museums)	$\begin{array}{cccccccccccccccccccccccccccccccccccc$		$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	$ \bigcirc 6 & 7 & 8 & 9 & 10 \\ \bigcirc & \bigcirc & \bigcirc & \bigcirc & \bigcirc & \bigcirc & \bigcirc \\ \bigcirc & \bigcirc & \bigcirc$	97
5.	A place with many cultural attractions and events	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$		$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	6 7 8 9 10 0 0 0 0	97
6.	A great place to see and experience aboriginal culture	$\begin{array}{cccccccccccccccccccccccccccccccccccc$		$\begin{array}{c c} 97 \\ \bigcirc \\ \end{array} \begin{array}{c} 1 & 2 & 3 \\ \bigcirc \\$	$ \bigcirc \begin{array}{c} 6 & 7 & 8 & 9 & 10 \\ \bigcirc & \bigcirc & \bigcirc & \bigcirc & \bigcirc \\ \end{array} $	97
7.	A place that is very safe for visitors	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$		$\begin{array}{c c} 97 \\ \hline \\ 0 \\ \hline \\ \end{array} \begin{array}{c} 1 \\ \hline \\ 0 \\ \hline \\ \end{array} \begin{array}{c} 3 \\ \hline \\ 0 \\ \hline \\ \end{array} \begin{array}{c} 4 \\ \hline \\ 0 \\ \hline \\ \end{array} \begin{array}{c} 5 \\ \hline \\ 0 \\ \hline \\ \end{array} \begin{array}{c} 0 \\ \hline \end{array} \begin{array}{c} 0 \\ \hline \\ \end{array} \begin{array}{c} 0 \\ \hline \end{array} \begin{array}{c} 0 \\ \end{array} \begin{array}{c} 0 \\ \end{array} \end{array} \begin{array}{c} 0 \\ \end{array} \begin{array}{c} 0 \\ \end{array} \end{array} \begin{array}{c} 0 \\ \end{array} \begin{array}{c} 0 \\ \end{array} \end{array} \end{array} \begin{array}{c} 0 \\ \end{array} \end{array} \end{array} $	6 7 8 9 10	97
8.	A place with lots of things for families to see and do	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	$\sim \sim \sim \sim \sim$	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	6 7 8 9 10	97
9.	A place with lots of things for young adults to see and do	$\begin{array}{cccccccccccccccccccccccccccccccccccc$		$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	6 7 8 9 10	97
10.	A place with lots of things for mature adults to see and do	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$		$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	6 7 8 9 10	97
11.	A place that is very clean and well cared for	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$		$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	6 7 8 9 10	97
12.	A place with very friendly people	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$		$\begin{array}{c c} 97 \\ \bigcirc \end{array} \begin{array}{c} 1 & 2 & 3 & 4 & 5 \\ \bigcirc & \bigcirc & \bigcirc & \bigcirc & \bigcirc & \bigcirc \\ \end{array}$	$ \bigcirc 6 7 8 9 10 \\ \bigcirc $	97
13.	One of the best destinations to visit in summer		~ ~ ~ ~ ~	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	6 7 8 9 10	97
14.	One of the best destinations to visit in winter	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	$\sim$ $\sim$ $\sim$ $\sim$	$\begin{array}{c c} 97 \\ \bigcirc \end{array} \begin{array}{c} 1 & 2 & 3 & 4 & 5 \\ \bigcirc & \bigcirc & \bigcirc & \bigcirc & \bigcirc & \bigcirc & \bigcirc \\ \end{array}$	6 7 8 9 10	97
15.	A place that offers excellent value fc. money	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$		$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	6 7 8 9 10	97
16.	A popular, trendy place	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$		$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	$ \bigcirc \begin{array}{c} 6 & 7 & 8 & 9 & 10 \\ \bigcirc & \bigcirc & \bigcirc & \bigcirc & \bigcirc \\ \end{array} $	97
17.	A great place to experience the "good life" - fine cuisine, goor' wine, _ ning pampered	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$		$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	6 7 8 9 10 O O O O O	97
18.	A place you go to for romance	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$		$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	6 7 8 9 10	97
19.	One of the best destinations for outdoor activities	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$		$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	6 7 8 9 10 O O O O O	97
20.	A great place to experience different cultures and ways of life	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$		$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	6 7 8 9 10	97
21.	A place that respects the natural environment	$\begin{array}{cccccccccccccccccccccccccccccccccccc$		$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	6 7 8 9 10	97
22.	A great place to go for fishing	$\begin{array}{cccccccccccccccccccccccccccccccccccc$		$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	6 7 8 9 10 O O O O O	97
23.	A great place to go for hunting	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$		$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	6 7 8 9 10	97
24.	A place with interesting shops	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$		$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	6 7 8 9 10	97
25.	A great place to experience adventure and excitement			$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	6 7 8 9 10 () () () () ()	97

### 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.

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

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 O No 2 O

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

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