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“Canada attracts 28% of all American sea kayakers, compared to only about 13% typical US pleasure tourists with recent pleasure trips to Canada”

A recent survey of Canadian and American travellers conducted between January and June 2006 gave fruit to the following Tourism BC reports of which the findings have been highlighted in this newsletter. For more information on each of these topics a link to the full report is provided.

American Sea Kayakers



- ◆ American sea kayakers (77,000) represent just over 10% of the 5.3 million Americans who vacation in BC.
- ◆ Most American sea kayakers are men in their mid-twenties to mid-thirties, or mid-forties to mid-fifties. They are parents or, less commonly a partner in a couple. They span wide education and income ranges.
- ◆ 1/5 of American sea kayakers live in CA, 1/4 in South Atlantic states, including 1-in-10 that resides in Florida.
- ◆ Canada attracts 28% of all American sea kayakers, compared to only about 13% typical US pleasure tourists with recent pleasure trips to Canada. Ontario & Quebec are the principle Canadian competitors. U.S. competitors are mostly Florida, New York, California, and Massachusetts.
- ◆ Sea kayakers give BC the highest rating within Canada for overall appeal as a pleasure destination (7.7 rating). The rating even matches that of California, Colorado, and marginally higher than Florida's.
- ◆ When planning their trip 80% rely on the Internet, 50% friends/relatives/past experiences, and 40% rely on maps and newspapers to obtain travel information.
- ◆ Half of them are Divers/Snorkelers, 1/3 are hikers/campers/RVers, and/or Self-guided overnight touring travellers.
- ◆ At present, however, the province is attracting only about 13% of this US market, suggesting that until more of them are aware of the kayaking and other outdoor activities BC can offer, they many not explore beyond competing destinations in the US and elsewhere in the world.

Source: <http://www.tourismbc.com/PDF/TBC%20US%20TAMS%20Profiles%20Kayakers%20FinalMar27.pdf>

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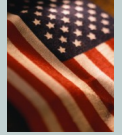
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Canadian Travellers vs. American Travellers



“only activities such as hunting for big game, packaged golf tours, and downhill skiing are frequent motivators for travel.”

“British Columbia had the highest rating of appeal amongst Americans (26%) and amongst Canadians (70%)”

- ◆ 84% of adult Canadians took at least one overnight trip in 2005, while 79% of adult Americans took at least one overnight trip.
- ◆ Both Canadian travellers and American travellers cited time or financial constraints, health concerns, and terrorism, as reasons not to travel. The latter two reasons are predominantly higher with Americans who also cited hassles at border crossings as being a top reason not to travel.
- ◆ Both Canadian travellers and American travellers consider the destination first rather than the activities or travel experiences.
- ◆ Both Canadian travellers and American travellers enjoy shopping, dining, and strolling around a city to observe its architecture. Canadians travellers also enjoy sunbathing on a beach, while most Americans cited visiting casinos or amusement parks as other top activities to participate in while vacationing.
- ◆ Preferred activities do not constitute as trip motivators. Only activities such as hunting for big game, packaged golf tours, and downhill skiing are frequent motivators for travel.
- ◆ 65% of Canadian travellers used the Internet as one of their trip planning tools and 76% of Americans did the same.
- ◆ Both Canadian travellers and American travellers rely on advice of friends/relatives, their own past experiences, and the help of a travel agent for trip planning. Americans have a higher incidence of using their own past experiences over Canadians and are less likely than Canadian to use a travel agent.
- ◆ American travellers are more likely to use a hotel/travel websites like Expedia and Travelocity than government-related web sites. While Canadians contrary to American travellers, are likely to use the website of a country/state/provincial or city tourism authority.
- ◆ Both Canadian and American travellers use travel to relieve stress, to maintain/improve relationships, and to seek knowledge and mental stimulation.
- ◆ Both Canadian and American travellers when choosing a destination want to feel safe at the destination and want no health concerns at the destination. The proportion of Americans who want to feel safe is 6% higher than Canadians. American travellers also rate highly wanting convenient access to the destination by car.
- ◆ About 1/3 of American travellers had no impressions of Canadian provinces or territories and were unable to rate them. BC, Ontario, Quebec, and PEI had high ratings of appeal. British Columbia had the highest rating of appeal amongst Americans (26%) and amongst Canadians (70%).
- ◆ Both Canadian and American travellers are on average younger than non-travellers and have double the income of non-travellers. The vast majorities live with a spouse or partner. 1/3 American travellers have children under the age of 18 and only 1/4 of Canadian travellers have the same.
- ◆ About 29% of Canadian Travellers have a university degree, while over 38% of American travellers have a university degree.
- ◆ 38% of Canadian travellers are members of an automobile club such as CAA, while 42% of American travellers belong to an automobile club such as AAA .
- ◆ 80% of Canadian travellers were born in Canada as compared to 74% of Canadian non-travellers. About 2/3 of the Canadian travellers' parents were born in Canada.

Sources:

http://www.tourismbc.com/PDF/TAMS_Canadian_Overview_Report.pdf

<http://www.tourismbc.com/PDF/TAMS%20US%20%20Overview.pdf>

“They want to be in nature rather than engage nature, with some obvious exceptions such as fishing and, especially among campers, hiking.”

American Campers & RVers

- ◆ 38.3 million Americans say they went camping in a public or private campground or in a wilderness setting using a tent, tent trailer, truck camper, travel trailer, or motor home (RV) most often. Approximately 1.7 million of those say they have taken an overnight pleasure trip to BC over a two year period.
- ◆ British Columbia is more successful in attracting RVers than Campers.
- ◆ Public campgrounds are more popular amongst Campers and RVers.
- ◆ The Pacific states (CA, OR, WA) and the Mountain states (ID, UT, CO, AZ) have higher concentrations of Campers and RVers.
- ◆ Campers are younger and RVers are older.
- ◆ Campers have more formal education than do RVers but similar incomes.
- ◆ Campers and RVers do not travel widely outside the U.S.A.
- ◆ Ontario is the principle Canadian competitor for these American tourists.
- ◆ Campers and RVers are drawn to sun/sea states.
- ◆ A safe destination is a priority.
- ◆ They are low involvement tourists.
- ◆ Just being in nature is sufficient. They want to be *in nature* rather than *engage nature*, with some obvious exceptions such as **fishing** and, especially among campers, **hiking**.
- ◆ BC is rated more favourably than other Canadian destinations for overall appeal but many U.S. campers and RVers know little about the province.
- ◆ Attracting older American RVers and younger Campers to BC will be challenging because to many do not travel outside of the U.S.A.



Source:

<http://www.tourismbc.com/PDF/TBC%20US%20TAMS%20Profiles%20Campers%20Final%20July4.pdf>

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Selected research
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