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Everyone needs  
a little Island time.



## Travel Trends 2008

TripAdvisor announced the results of its annual travel trends survey of more than 2,500 travelers from around the world. The following is a glimpse of some of the top trends identified in the survey .

### Clean Conscious

80% of respondents are concerned about germs, bacteria and viruses when traveling.

### Growing Greener

26% of respondents said they will be more environmentally conscious in their travel decisions in the coming year.

### Weak Dollar Woos Outsiders

54% of respondents from outside the U.S. said that favourable exchange rates will inspire them to travel to the U.S. more in the next 12 months. On the contrary, 41% of Americans said the unfavourable exchange rates will either prevent them from going, or limit their travel to Europe in the coming year.

### Waste Not, Want Not?

54% of Americans have four or more weeks of vacation time each year, and 47 percent believe they "need" six weeks of vacation or more. But, they are not even spending all the time they currently have. Only 64% of Americans used all of their vacation time in the past year.

### Head of the Class

32% of travelers (and 34% of Americans) are planning to engage in educational activity on vacation this year, such as a cooking or art class, up from 25% (and 28% of Americans), last year.

### Outside Influences

45% of Americans said the possibility of natural disasters (such as a hurricane, tsunami or earthquake) is on their mind, and 36% said the cost of fuel influences where to go on their next vacation, despite the recent decline in gas prices. 5% said uncertainty with mortgage rates is affecting the way they plan travel in the next year, and 6% said the volatile stock market is affecting their travel decisions.

### Additional Travel Tidbits

Travelers will average about three vacations in the coming year. Beaches continue to get hotter, as 64% plan to vacation to a sandy destination this year, compared to 59% last year.

Source: *Travel Industry Wire*, November 1st, 2007

**“1-in-4 live in three Pacific states: California, Oregon, and Washington.”**

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## American Nordic Skiers

At over one and half million, American Nordic Skiers who vacation in order to participate in cross country skiing, snowshoeing, dog sledding, ski touring and cross country or backcountry skiing as an overnight trip—are an important tourism market for British Columbia.

This sector represents about 5% of the 5.3 million American adults with travel experiences in British Columbia over a two-year period. 4-in-10 American Nordic skiers have been to Canada on a recent overnight pleasure trip.

They live in just about every U.S. state, however Nordic skiers 1-in-4 live in three Pacific states: California, Oregon, and Washington. This region is an especially strong feeder market for British Columbia.

Men may predominate, but 4-in-10 Nordic Skiers are women. All age groups are represented, but a higher percentage are age 45 years of age and above.

Tourists in this niche market tend to be more highly educated (two-thirds), are more apt to occupy professional or managerial positions (one third) and to be more affluent (two-fifths fall within \$100k+ bracket) than are typical American pleasure tourists.

Ontario is the principle Canadian competitor for these American travelers attracting 23% compared to British Columbia's (17%). Atlantic Canada (15%) and Quebec (13%) are also a source of Canadian competition within this market.

Three quarters of American Nordic Skiers are drawn to Sun/Sea states for overnight pleasure trips. Florida, followed by California, New York, Arizona and Nevada (more likely for gambling not Nordic activities) are the most popular destinations for these tourists.

These tourists are looking for **safe** destinations, one that has **many things for adults to see and do**, offers **convenient access by car**, provides **information about the destination on the internet** and has **mid-range lodging**.

Land based & water based **outdoor activities** in the same area are trip motivators for this group. **Entertainment oriented activities**—particularly *family activities* such as zoos, aquariums, fairs, fireworks, free outdoor performances, etc are also driving trip motivators.

Over 8-in-10 of these tourists rely on internet for travel information, 6-in-10 rely on their own past experience and anecdotal information provided by friends and relatives. About two-fifths rely on maps and official DMO travel guides, while over one-third rely on auto clubs, newspapers and Visitor Information Centres to obtain travel information.

**Key Challenge: Awareness & Image Building.** BC is attracting only 5% of the American Nordic Skier market. Until more of them are aware of the ski and outdoor activities BC can offer, they may not explore beyond competing destinations in the U.S. and elsewhere in the world.

Source: *Travel Activities and Motivations of U.S. Visitors to BC: Activity Profile—Focus on Nordic Skiers & Other Non-Alpine Winter Sport Participants (July 2007)*

