

	YOUNG URBAN CULTURAL ENTHUSIASTS - QUÉBEC		YOUNG URBAN CULTURAL ENTHUSIASTS - ONTARIO		ACTIVE OUTDOORSY SUBURBAN FAMILIES - QUÉBEC		OUTDOORSY SUBURBAN FAMILIES - ONTARIO	
	%	ABOVE AVERAGE?	%	ABOVE AVERAGE?	%	ABOVE AVERAGE?	%	ABOVE AVERAGE?
FALL COLORS	36-38%	Average	35-39.5%	Average	31-37%	Average	34-39%	Average
EXPLORING PLACES MOST TOURISTS WON'T GO	25-30%	Yes	28-30.5%	Yes	19-25.5%	Average	21-26%	Average
SELF-GUIDED DRIVING TOURS OR ROAD TRIPS	23-30%	Average	27-35%	Average	28.5-31%	Yes	34-44%	Yes
TRAVEL TO REMOTE DESTINATIONS	16-23%	Yes	22-28.5%	Yes	16.5-19%	Average	18-23%	Average
OUTDOOR ACTIVITIES								
BEACHES								
Oceanside Beaches	47-49%	Average	51.5-57%	Average	53.5-59%	Yes	58-60%	Yes
Lakeside Beaches	37-43%	Average	43.5-46.5%	Average	38-46%	Yes	47-49%	Yes
NATIONAL, PROVINCIAL OR NATURE PARKS	47.5-50%	Average	45-51%	Average	47.5-51%	Average	48-49%	Average
NATURAL ATTRACTIONS (LIKE MOUNTAINS OR WATERFALLS)	45-53%	Average	53-59%	Average	47-53%	Average	59-60%	Yes
LAND-BASED SOFT ADVENTURES								
Hiking or Backpacking (participated occasionally/regularly)	45.5%	Average	37%	Average	57%	Yes	41%	Average
Hiking or Walking in Nature	44-58%	Average	52.5-59%	Average	53-60%	Average	56-57%	Average
Guided Nature Tours	19-23%	Average	18-20%	Average	18-23%	Average	18-20%	Average
Casual Biking	17-21%	Average	19.5-24%	Yes	21-22%	Yes	14.5-17%	Average
Road Cycling	15-17%	Average	11-15%	Yes	15-19.5%	Yes	6.5-8%	No
Ziplining	10-14%	Yes	16-18%	Average	9-17%	Yes	17-21%	Yes
Mountain Biking	8.5-11%	Yes	10.5-13%	Yes	7-11%	Average	8-10%	Average
WILDLIFE VIEWING	30-37.5%	Average	42-46.5%	Average	32-35%	Average	45-46%	Yes
Bird Watching	12%	Average	12%	Average	11%	Average	12.5%	No
Whale Watching (participated occasionally/regularly)	7%	No	5%	Average	8%	Average	4%	No
UNIQUE ACCOMMODATIONS AND/OR GLAMPING	30%	Average	28%	Yes	24%	Average	24%	Average
CAMPING	21-29.5%	Average	27-37%	Average	23-26.5%	Average	35-40%	Yes
% of Camping reservations in New Brunswick Provincial Parks sold to this group	17%	No	10%	No	41%	Yes	23%	Yes
% of Camping reservations in New Brunswick National Parks sold to this group	23-29%	Average	14%	Average	38-40%	Yes	18.5-20%	Yes
Renting a Recreational Vehicle (RV)	4-7%	Average	6-10%	Average	6.5-8.5%	Yes	8.5-11.5%	Yes
WATER-BASED SOFT ADVENTURES								
Kayak, Canoeing or Stand-Up Paddle Board	19-23.5%	Average	25.5-31%	Yes	18-24.5%	Average	23-29%	Yes
Guided Boat Tours	17-19%	Average	14-19%	Average	15-24%	Average	16-21%	Average
Powerboat & Jet Skiing (participated occasionally/regularly)	8%	No	9.50%	Average	13%	Yes	11%	Yes
GOLF	5.5-9%	No	10.5-13%	No	12-15%	Yes	17-19%	Yes
FISHING OR HUNTING	9-13%	No	13-13.5%	No	14-16%	Average	15-18%	Average
CITY ACTIVITIES								
LOCAL FOOD / CUISINE								
Trying Local Food and Drink	41-49%	Average	59-64%	Yes	41-46%	Average	54-65%	Average
Fine Dining	31-37%	Average	34-37%	Yes	35-45%	Yes	26-29%	Average
Breweries or Wineries	27-29%	Average	32.5-39%	Average	33.5-40%	Yes	35-37%	Yes
Culinary Tours or Cooking Classes	14-17%	Yes	17-18%	Yes	11-18%	Average	12%	Average
Agricultural or Country Farm Tours	10-12%	Yes	9.5-11.5%	Average	7-9%	No	9-10%	Average
URBAN EXPERIENCES								
Green Spaces such as Parks or Gardens	34-45%	Yes	37-47%	Yes	35-38%	Average	32-38%	Average
Guided City Tours	27-36%	Average	24.5-29%	Average	29-34.5%	Average	22.5-26%	Average
Shopping for items that help remember trip	25-32%	Yes	30-39%	Average	23-26%	Average	29.5-38%	Average
Amusement or Theme Parks	23.5-30.5%	Average	23-29%	Average	29-34%	Yes	28-32%	Yes
Shopping for Clothes and Shoes	19-31%	Yes	25.5-35%	Average	13-23%	Average	27-35%	Average
Spas or Wellness Centres	16-20%	Average	17-23%	Yes	20-26%	Yes	17.5-18%	Average
Nightlife	14-23%	Yes	19.5-26%	Yes	12-13.5%	No	15-19%	Average
Exhibitions, Carnivals, Fairs, Markets (visited in the past year)	8%	No	10.5%	Average	8.5%	Average	11%	Average
Zoos, Aquariums (visited in the past year)	7%	No	10%	Average	11%	Yes	9%	Average
Video Arcades or Indoor Amusement Centres (visited in the past year)	3%	Yes	3%	Yes	3%	Yes	2.5%	No
HISTORY & CULTURE								
Historical, Archaeological or World Heritage Sites	38-44%	Average	41.5-44%	Average	38-42.5%	Average	41-43%	Average
Art Galleries or Museums	36-44%	Yes	38.5-45%	Yes	30-37%	Average	29.5-31%	Average
Historical Sites (visited in the past year)	28%	Yes	15%	Yes	22.5%	Average	10.5%	No
Exploring Indigenous Culture	20-25%	Average	23-26%	Yes	15.5-25.5%	Average	20-21%	Average
Art Galleries, Museums or Science Centers (visited in the past year)	18%	Yes	19%	Yes	14%	No	15.5%	Average
Major theatres/halls/auditoriums (visited in the past year)	12%	Yes	11.5%	Yes	10.5%	Average	8.5%	Average
Ballet, Symphony, Opera (attended in the past year)	5%	Yes	4%	Yes	3%	No	3%	No
FESTIVALS AND/OR EVENTS								
Cultural or Traditional Festivals	23.5-30.5%	Yes	34-35%	Yes	21-22%	Average	29-30%	Average
Live Shows	26-30.5%	Average	31.5-39%	Average	25.5-31%	Average	35-36%	Yes
Music Festivals	22-27%	Average	26-29%	Yes	23%	Average	26-27%	Yes
Food and Drink Festival or Event	21-28%	Yes	39-42%	Yes	22-23%	Average	36.5-40%	Yes
Comedy Festivals	13-19%	Average	15-17%	Yes	14-16%	Average	13.5-17%	Yes
Sporting Events	11-15%	Average	18-22%	Average	15-19%	Yes	24-26.5%	Yes
Movie Festivals	9-12%	Yes	11.5-13%	Yes	5-8%	No	7-9.5%	Average
PHOTOGRAPHY	26%	Average	31.5%	Average	24%	Average	33.5%	Average

*LEGEND: Yes = Above average Average = Closer to a Yes Average = Average Average = Closer to a No No = Below Average