

Travel Motivation of Independent Youth Leisure Travellers

by

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Abstract

The overall purpose of this study was to better understand why youth travellers are visiting Manitoba. A web-survey was administered to visitors of the Hostelling International - Canada, Manitoba Region website.

Youth leisure travellers planning to visit Manitoba were found to be between 24 and 28 years of age, mostly from Canada and Australia, not students, but educated and employed, with between \$501 and \$3,500 available for travel purposes. Respondents' travel plans were found to include; travel alone or with one other person, an average stay of 5 days planned for Manitoba, travel by rented vehicle or by bus, and the use of the internet, guidebooks and family and friends as information sources prior to travel.

Dominant motives for travel to Manitoba were uncovered, and relationships of Manitoba specific travel motives were found with several demographic and travel characteristics. The results of this study can be used by the Manitoba tourism sector to market Manitoba travel experiences and to emphasize how they cater to one or more dominant travel motives. This will enable them to better attract and satisfy their customers.

Key Terms: youth, independent leisure travel, motive, motivation, Manitoba, backpackers, Leisure Motivation Scale, Hostelling International.

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Chapter 1: Introduction

Youth travel is not a new trend; youth have been travelling independently for centuries. One example of such travel was *le grand tour* of the seventeenth and eighteenth centuries, in which the sons of British noblemen would travel to continental Europe to learn language, art, music, law and finance (MacCannell, 1976; Riley, 1988). Tourism is the fastest growing sector in the world (CTHRC, 2005), and according to the World Tourism Organization, the youth tourism market accounts for 20% of global tourism and is the fastest growing segment of travellers (as cited in d'Anjou, 2004).

Youth are usually considered to be those who are too old to be classified as children, but still are not fully mature or experienced. Independent youth travellers are often referred to as backpackers based on travel characteristics that tend to be associated with this type of traveller (Loker-Murphy & Pearce, 1995).

Although youth travel is recognized as an important travel market, it has received little attention from researchers (d'Anjou, 2004). Recently, researchers and organizations have begun to collect information and statistics with a focus on the youth market. This recognition is a positive step as there are several recognized advantages associated with independent youth tourism. Independent youth travellers tend to travel year round, bringing business during the slower shoulder and off seasons, and they also tend to travel country-wide, spreading their tourist dollars beyond the usual tourist destinations. While travelling, independent youth frequently use public transportation, and normally only carry essentials, thus purchasing needed items from local businesses and benefiting the local economy. Independent youth travellers are associated with longer stays in countries visited and are likely to return in later stages of their lives (d'Anjou, 2004; Nash, Thyne

& Davies, 2006). These advantages make the youth backpacker market an attractive segment for the Manitoba tourism sector. Manitoba's tourism sector is growing, and tourism planners are currently considering markets on which to focus their attention and resources, youth tourism has been identified as one of those markets (N. McInnis, personal communication, March 16, 2006).

Independent youth travel can generally be considered leisure, and leisure travel motivation is an area that has received a considerable amount of attention from researchers. Travel motivation has been studied from various perspectives, examining various groups of travellers (Beard & Ragheb, 1983; Crompton, 1979; Dann, 1977; Fodness, 1994; Pearce & Lee, 2005; Riley, 1995), and, like motivation in general, impelling travel motives have been found to differ among types of travellers (Cohen, 1972; Prebensen, Larsen & Abelsen, 2003; Reisinger & Mavondo, 2004; Yuan & McDonald, 1990), and across travel situations (Iso-Ahola, 1982; Pearce & Lee, 2005; Ryan, 1998).

In order to better understand why independent youth travellers are visiting Manitoba, we need to understand what motivates them to travel in general and to visit Manitoba, specifically. The purpose of this study then, is to examine the motivation of youth leisure travellers planning to visit Manitoba. Motives were examined using a web-based survey and responses were analyzed by comparing means and correlating responses with other reported characteristics.

Understanding youth travel motives will better enable the Manitoba tourism sector to market to this segment, and may stimulate further research into this under-researched market by providing a foundation upon which to develop future studies. This

research contributes to the body of knowledge in the area of travel motivation by providing information regarding the motivation of backpackers. It also contributes to the knowledge regarding backpackers in general as there has been little research done in the area of backpacker motivation (Loker-Murphy & Pearce, 1995), therefore exploratory research of this nature is necessary as a foundation for future research in this area.

Definition of Key Terms

There are a number of key terms used throughout this document. Definitions of the terms are provided in order to ensure a common understanding among all readers.

Tourism has been defined as “the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes” (World Tourism Organization as cited in Canadian Tourism Commission, 1996:webpage).

In the past, definitions of youth and youth cultures have been plagued by stereotypes and anxiety about lack of discipline and uncontrollable behavior (Pearson, 1983). Various classifications of youth exist, some of which are based on legal classifications (for voting, drinking alcohol, driving, etc.), others have defined youth in terms of age in years, and others argue that youth should be defined in social terms (Skelton & Valentine, 1998), although this definition would be harder to measure. Youth have been defined as being between 15 and 24 years of age (Statistics Canada, 2004a), between 16 and 25 years of age (World Tourism Organization as cited in d’Anjou, 2004), and as aged 16 to 30 years (Youth Tourism Consortium of Canada as cited in d’Anjou, 2004). In a study of backpacker motivation, Loker-Murphy (1996) found that 90% of

respondents were less than 30 years of age. Reisinger and Mavondo's (2004) study of the differences in male and female youth travel markets included youth between 16 and 30 years of age. In their study on travel roles over the life-course, Gibson & Yiannakis (2002) found that age 30 years was a turning point in the lives of their respondents, a point at which life became more serious and travel patterns changed. For the purposes of this paper, **youth** will be defined as being individuals between age 18 and 30 years. This definition is based on the definitions of youth from the above mentioned organizations and researchers, and takes into account the difficulty of doing research with participants under the age of majority (18 years in Canada).

d'Anjou (2004) divides youth into independent and group categories, and further divides the group category into school-based and non-school-based travel. School-based travel and other group travel are somewhat more likely to be for reasons other than leisure (such as for education or competition), therefore, this research will focus on independent youth leisure travellers. For the purpose of this paper, **independent travellers** are defined as travellers who travel alone, or in small groups (fewer than six persons).

Backpackers have been identified as having "a preference for budget accommodation, independently organized travel and an emphasis on meeting other travellers, [typically] aged between 20 and 24 years of age, longer rather than brief holidays, and an emphasis on informal and participatory holiday activities" (Nash et al., 2006: 526).

Throughout this document, **motivation** refers to the overall concept of drives influencing people toward certain actions or preferences, such as the models of

motivation; the social psychological model of tourism motivation (Iso-Ahola, 1982), Maslow's Hierarchy of Needs (Maslow, 1970), and the travel career approach to motivation (Pearce & Lee, 2005). **Motive** refers to the specific drives of travellers, such as to learn, to explore, to be with others, and to be active (Beard & Ragheb, 1983).

Chapter 2: Literature Review

Youth Travel

Over the past two decades, one trend for youth has been the tendency to live with their parents longer (Dunn, 1992). This has allowed youth to spend their money on discretionary items, such as entertainment and travel. The current generation of youth has been referred to by Gulli (2006) as the *Debt Generation*. Gulli (2006) and Acerbi (2006) reported that youth today are spending all of the money they make, or sometimes more, on discretionary items such as clothing, travel, and high-end food and drink. The youth of today are unconcerned with saving for the future and want to experience things now and worry about paying for them later. Travel is sought by many young adults who want to see and experience the world before becoming tied to a work routine (Gulli, 2006); they consider an extended trip as a once in a lifetime opportunity (d'Anjou, 2004) or a rite of passage (Sorensen, 2003). Support for youth travel has also increased, likely as a result of parents, educators and employers having been past youth travellers themselves. Youth travel is now viewed as an important part of personal development (d'Anjou, 2004), identity formation, and as a way to gain cultural capital (Desforges, 1998).

According to the World Tourism Organization, 20 percent of world tourism is from the youth and student market and the average backpacker to Canada spends \$3,366 during their trip (as cited in Hecht & Martin, 2006; see also d'Anjou, 2004). d'Anjou also states that the population of youth is increasing on a global scale, and that today's youth travel is increasing both in terms of frequency and distance, and is also occurring at a younger age than in the past (see also Richards & Wilson, 2004; Sorensen, 2003).

Independent youth travellers are said to make detailed travel plans prior to departure, and to be responsive to marketing initiatives. Other countries have targeted youth with their marketing campaigns (e.g., Australia, New Zealand, and the UK) and have reported success in attracting youth travellers (d'Anjou, 2004; Loker-Murphy, 1996). To better understand the youth travellers to be examined, a more in-depth look at the backpacker phenomenon is necessary.

Backpacking

Backpackers are associated with having “a preference for budget accommodation, independently organized travel and an emphasis on meeting other travellers, [typically] aged between 20 and 24 years of age, longer rather than brief holidays, and an emphasis on informal and participatory holiday activities” (Nash, Thyne & Davies, 2006:526; see also Richards & Wilson, 2004; Teo & Leong, 2006; Welk, 2004).

Backpackers have been identified as being predominantly from northern European countries (the United Kingdom, Ireland and Scandinavia), other countries which yield noteworthy numbers of backpackers include; Australia, New Zealand, South Africa and Israel. There are fewer backpackers originating from North America, and based on population, Canada produces a higher proportion of backpackers than the United States (O'Reilly, 2006).

Backpacker travellers also tend to prefer getting off the well-known and popular tourists routes, enjoying the discovery of lesser known locations (d'Anjou, 2004; Visser, 2004), and wanting to feel “free, independent and open-minded” (Welk, 2004:80). Ironically, while trying to do their own thing, most backpackers do similar things, just

like other groups of tourists (Welk, 2004). The extended nature of backpacker travel, the tendency to visit multiple destinations in one trip, the budget-minded travel that influences accommodation and transportation choices, and the individually planned nature of travel were again emphasized by Loker-Murphy & Pearce (1995) and Noy (2004). The emphasis on meeting others (both other travellers as well as local people in the areas visited) as a central motivation for backpacker travel was echoed by many researchers (Loker-Murphy & Pearce, 1995; Murphy, 2001; Nash et al., 2006; Noy, 2004; Riley, 1988). The defining characteristics of backpackers serve not only to identify them as a group of travellers, but also to differentiate them from other tourists (Welk, 2004).

The term backpacker has evolved from the earlier *budget travellers* (Riley, 1988) likely due to the fact that most travellers in this group use large backpacks to carry all of their belongings with them on their trip (Hampton, 1998). Riley's *budget travellers* were characterized by many of the same features as today's backpackers, including; preference for travelling alone, being educated, most often being of European (Western) descent, middle class, single, concerned with budgeting for travel, and being in a transition period of their lives. The term *budget traveller* was not used to describe the travellers' socio-economic status, but their focus on and need for budgeting as part of their travel experience. The travellers examined by Riley were taking trips of at least one year in length, which required them to budget accordingly. Another interesting feature of these travellers was that they tended to view the cost of products and services relative to the host country, and not to their home country. This was also identified as part of the

backpacker culture, where getting the best deal is synonymous with being a seasoned or skilled traveller (Riley, 1988; Sorensen, 2003).

In his examination of the communication and interaction styles of backpackers, Noy (2004) found them to be different from those of other tourist segments. The features of backpacker tourism, such as; extended length of the trip and the continuous search for budget prices contribute to their unique communication and interaction styles. Communication with other travellers is one of the main attractions and/or identifying features of backpacker travel. Social interactions with other travellers are highly valued and form an integral part of the travel experience (Loker-Murphy & Pearce, 2005; Murphy, 2001; Noy, 2004). Backpackers value the self-changing nature of travel experiences (Richards & Wilson, 2004), however, they have been found to downplay such experiences in conversation due to their desire to dissociate from grandiosity and pretentiousness, which they consider a characteristic of other travellers or tourists and not of a backpacker (Noy, 2004). Word-of-mouth communication is also highly valued by backpackers and travel decisions are often based on information transmitted in this way. Reliance on others for travel information may be one reason why travellers have indicated that they form personal relationships with other travellers in a much shorter period of time than they would normally in a home environment (Murphy, 2001; Riley, 1988; Sorensen, 2003).

In addition to the self-changing nature of backpacker travel, other motives for backpacker travel have been identified as; the desire for freedom, seeking adventure in a different setting, and to learn about foreign places. Favorite experiences most often related to environmentally or socially oriented activities (Loker-Murphy & Pearce, 1995).

Backpacker tourists are generally viewed as outside or an alternative to mainstream tourism (Loker-Murphy & Pearce, 1995; Riley, 1988; Visser, 2004). Backpackers themselves view their travel as outside the mainstream, and enjoy increased status as a backpacker through long periods of travel, lack of a fixed itinerary, departure from the beaten track and the ability to stretch their dollars (Uriely, Yonay, & Simchai, 2002). However, Noy (2004) and O'Reilly (2006) claim that the differences between backpacker travel and other forms of tourism have been decreasing over the past few decades and Noy finds that this indicates that research on backpacker travel can provide insight into other types of tourism. Cohen sees "an emerging gap between the ideology and practice of backpacking. He also notes that, as backpacking has changed over the years, it has also diversified" (Richards & Wilson, 2004:11 regarding Cohen's chapter in the same volume). Other tourist groups have also been found to believe that they too are unique travellers, unlike so called typical tourists (Prebensen, Larsen & Abelsen, 2003), which lends support to Noy's contention that the difference between backpackers and other travellers is decreasing. The backpackers, ironically, serve as catalysts for tourism development, by seeking out new destinations, and are also referred to as innovators (Rogers, 1995) since they are the first to adopt something (or somewhere) considered new. Backpacker travel increases interest in these new destinations, which encourages development, and essentially the unique, private location becomes a part of the mass tourism phenomenon (Cohen, 1972; Riley, 1988). Visser (2004) called this process "opening up new territory for tourism markets" (p.287). When looking at this pattern from the tourist area cycle of evolution standpoint (Butler, 1980); backpackers prefer locations in the exploration and involvement stages, when few tourists visit the area and

local residents are just starting to become involved in tourist enterprises. The willingness to visit new areas and experience new activities is part of the backpackers' adventuresome, risk-taking, and sensation-seeking traveller type (d'Anjou, 2004; Elsrud, 2001).

The Association for Tourism and Leisure Education's Backpacker Research Group (BRG) conducted a survey in 2002 to study the social and cultural aspects of young travellers. They found young travellers to be motivated to travel by their desire to explore other cultures, increase their knowledge and to relax mentally (Richards & Wilson, 2004). Other characteristics of youth travel were found to correspond with those found in other research, and include; long duration of travel, and rigorous information search (consulting many information sources prior to departure). Experienced travellers were also found to consult more sources both prior to departure and while on their trip, while monetary expenditure was found to be influenced by the duration of the trip and the destination visited. Due to the young travellers' search for experiences, a wide variety of activities were found to be undertaken during their travel (Richards & Wilson, 2004).

Backpackers: Risk-taking and Sensation-seeking

Youth travellers have been identified as being less sensitive to risk than other types of travellers, and have been referred to as pioneers (d'Anjou, 2004). Travellers examined have indicated that when travelling, risk starts as soon as you are away from the usual home environment. While travelling, things are unfamiliar and cultural differences can make social interactions and situations seem risk-laden (Elsrud, 2001).

High scores on the Sensation-Seeking Scale have been associated with travellers who tend to make their own travel arrangements, and prefer active, spontaneous trips, and less comfortable trips than those who scored low (Pizam, Jeong, Reichel, van Boemmel, Lusson, Steynbert, State-Costache, Volo, Kroesbacher, Kucerova & Montmany, 2004). This is of interest, because backpackers tend to make their own travel arrangements, and tend to stay in hostels. Hostel accommodation is considered less comfortable than hotel or resort accommodation in a physical sense. This may not be relevant when looking at comfort from an emotional or belonging standpoint, as many youth would be more comfortable among the backpackers at a hostel than at an upscale hotel.

Motives for adventure travel have been divided into two groups; *centrality* (self-awareness, self-discovery, achievement and self-actualization) and *self-expression* (control, affiliation, social contact) (Sung, 2004). Adventure travellers were then divided into six clusters based on the specific characteristics found in each traveller type; *General Enthusiasts*, *Budget Youngsters*, *Soft Moderates*, *Upper High Naturalists*, *Family Vacationers*, and *Active Soloists*. In Sung's study, adventure travellers were found to have the following characteristics (in general); younger (19-34 years of age), men, single without children, from Western countries, professional or managerial occupations, well educated, and affluent. Most of these characteristics are consistent with those associated with youth travellers (Gulli, 2006) and backpackers (Riley, 1988); this is especially true when looking at Sung's *Budget Youngster* cluster of adventure travellers. The *Budget Youngster* adventure travellers were identified as; young (between 19-34 years of age), single, low income, and tend to arrange trips independently (Sung, 2004).

Reisinger and Mavondo (2005) focused on perceived risk in travel which refers to the perception or uncertainty of a negative outcome associated with the purchase of a product or service. They indicated that the perception of risk in the world is growing; this has increased the desire for safety and security for most travellers. Since youth and backpackers appear to be more tolerant of risk (d'Anjou, 2004; Elsrud, 2001; Loker-Murphy & Pearce, 1995; Noy, 2004; Teo & Leong, 2006), numbers are less likely than other travel markets to see extreme fluctuations after negative world events.

O'Reilly (2006) states that backpacking has entered the mainstream and therefore is less adventurous. In countries where extensive backpacker infrastructure exists, risk and adventure are created by some of the "backpacker-oriented tour companies" and their advertising campaigns (Cohen, 1989). The fact that what they provide is actually staged authenticity is concealed, unlike the staged authenticity presented to some other tourist groups. Not all backpackers recognize the staged nature of these experiences, and this therefore reinforces their perception that their trip is risky and adventurous (Richards & Wilson, 2004).

Backpacker Gaze

Perceptions of risk are not the only perceptions associated with tourism. Perceptions that travellers have of the local people, and those that the local people have of the travellers, can have an impact on the travel experience. The term *tourist gaze* was coined by Urry (1992) and refers to the perceptions or gaze of the tourists toward the locals and toward the features of the tourism experience, including the landscape. Maoz (2006) expands upon this phenomenon to include the gaze of the locals back toward the

tourists, using the term *mutual gaze* to refer to the simultaneous gaze of each group. She indicates that backpackers are perceived to be interested in preventing change, that they value the local people and practices as symbols of the authenticity of their travel experience, and that although local residents are aware of the *tourist gaze*, tourists are not aware of the *local gaze*. She also indicates that local people take advantage of the quest for authenticity by tourists such that culture becomes a commodity that can be managed and sold for a profit. She found that the *mutual gaze* inhibits development of authentic connections and experiences between local residents and backpackers because it results in avoidance behaviours, and negative attitudes within both groups. She recommends that education will be necessary to combat these negative attitudes and perceptions on both sides of the gaze. As an extension of the *mutual gaze*, the idea that tourists also *gaze* at one another has been identified specifically through the backpackers' desire to stand out from other tourists, as well as other backpackers (Muzaini, 2006), and the manner in which prestige is conferred upon travellers by other travellers (Riley, 1995).

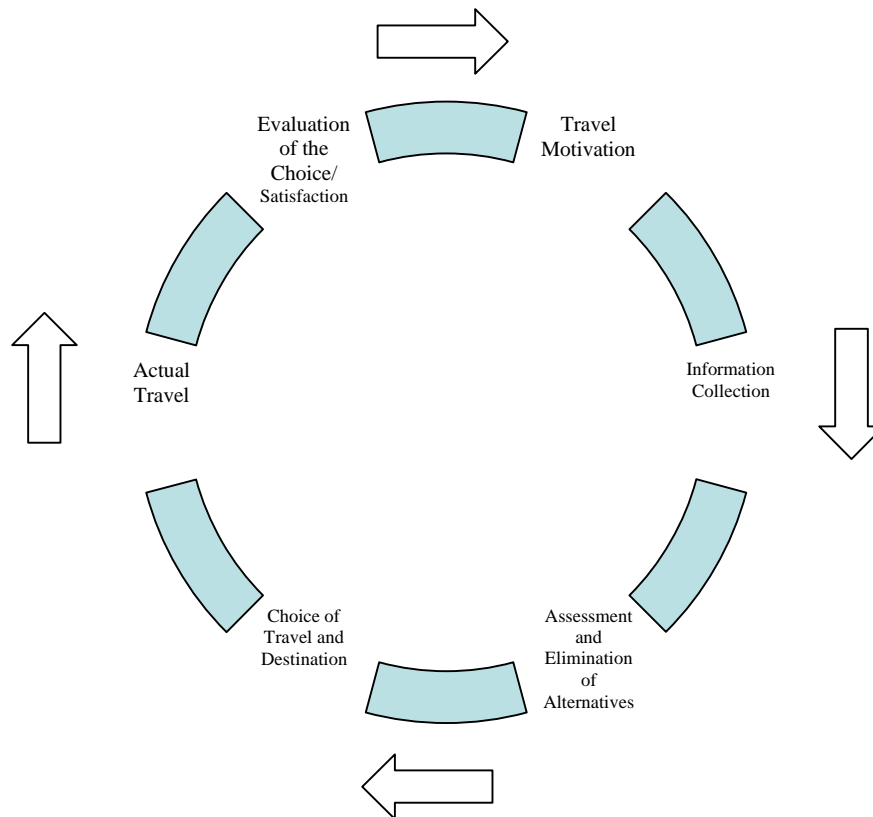
Travel Decision Making

Perceived risk is also a factor in travel decision making; travel choices are risks taken by travellers. These risks include time expenditure, financial expenditure, risking the satisfaction of expectations and desires, and risk of social stress (Mansfield, 1992). The more information that exists about a region, the more familiar it will seem to travellers (and therefore less risky), and therefore more travellers are likely to visit (Spreitzhofer, 1998).

Travel decision making is a process which involves several stages (See Figure 1). Motivation to travel is the starting point in the travel decision making process, followed by information collection, and assessment and elimination of destination alternatives. Once travellers have this information, they choose a destination, and participate in the actual travel. Finally, after travel is complete, travellers evaluate their satisfaction with the destination choice, and this evaluation will then influence future motivation for travel (Mansfeld, 1992).

This study will focus mainly on the first stage in this process, travel motivation, and secondarily on information search. The study examines travel motives, methods of information search, and helpfulness of various information sources as reported by independent youth leisure travellers.

Figure 1: Stages in travel decision making



Note: Based on ideas from Mansfeld (1992).

Travel Motivation

According to Parrinello (1993), “the importance of motivation in tourism is quite obvious. It acts as a trigger that sets off all the events involved in travel” (p.233) (See also Figure 1 and Mansfeld, 1992). Motives are generally accepted as “an internal factor that arouses, directs, and integrates a person’s behavior” (Murray, 1964:7). Motivation to travel is defined as “a meaningful state of mind which adequately disposes an actor or a group of actors to travel” (Dann, 1981:205). Once an individual is aware of a potentially satisfying situation, a sequence of motivated behavior is initiated with the goal of reaching that satisfied state (Iso-Ahola, 1982). Although models of motivation have

existed for a number of years, researchers have not come to a common agreement on travel motivators (Harrill & Potts, 2002). One possible reason for this is that measuring motivation is a difficult task (Iso-Ahola, 1982; Mansfeld, 1992) although not an impossible one. Research methods are said to be adequate to gather data on tourist motivation that is both valid and reliable (Iso-Ahola, 1982).

Perhaps the most well-known theory of motivation is Maslow's Hierarchy of Needs, which places needs on a hierarchy of importance. People are said to be motivated in order to meet these needs, as the lower-level needs are met, the higher level needs gain in importance until they are also met, and in this way motives move the person along the hierarchy until they reach the point of self-actualization, where the person is at peace with themselves (See Figure 2). Self-actualized people have the ability to "see human nature for what it is and not for what they would prefer it to be" (p. 156). Maslow (1970) assumes that "motivation is constant, never ending, fluctuating, and complex" (p. 24). He believes that motivation is the result of needs or goals, and not of drives, in other words, he asserts that people are pulled toward the goal, not pushed away from an unwanted state. He also believes that motivation is influenced by situations and he recognizes that people are "attracted to the mysterious, to the unknown" (Maslow, 1970:49).

Figure 2: Maslow's Hierarchy of Needs

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(Maslow, 1970; figure adapted from Nickerson & Kerr, 2004)

Although Maslow's motivation theory is well known and often quoted (for example see Nickerson & Kerr, 2004; 2007) there has been debate about the hierarchical nature of the model (Neher, 1991) and about contradictions within Maslow's own work (Cullen, 1997; Neher, 1991). It has been stated that after the development of Maslow's Hierarchy of Needs, that it was widely accepted, despite the fact that there is limited empirical evidence to support its use (Cullen, 1997). Neher also points out that at times hardships (or unmet lower level needs) endured by individuals can have the effect of bringing people together (the social need, according to Maslow); this would be impossible while adhering to Maslow's hierarchy (Maslow, 1970). When testing

Maslow's theory for the ordering of the needs hierarchy, as well as tests of his claim that need satisfaction diminishes the importance of that need for the long-term, researchers have returned mixed results (Neher, 1991).

There has also been debate about the innate nature of higher level needs, and questions about why Maslow downplayed the impact that culture can have on a person's motivation (Neher, 1991). Maslow has been identified as having had a shift in perspective during his career. He originally believed that people should be viewed first as a part of their cultural group, and second as individuals (Maslow, 1937) and later was quoted as having changed his opinion to the view that people are individuals first, and part of their cultural group second (Hoffmann, 1988). After having had this shift of opinion, it is interesting that the hierarchy of needs remained in its original form.

Despite the debate about Maslow's theory, models of travel motivation have been based on his hierarchy of needs. One such model is the *travel career ladder* developed by Pearce (1988). This *travel career* refers to the changing motivation and patterns of travel over a person's lifespan and suggests that destination choice is influenced by previous travel experience (Gibson & Yiannakis, 2002). The *travel career ladder* claims that travellers move through a predictable series of stages and that their travel motivation can be predicted based on their stage. They found that some motives were important to all travellers studied (escape/relax, novelty, relationship, and self-development). Other motives were emphasized by experienced travellers only (host-site involvement, meeting locals, and seeking nature) and some were emphasized by inexperienced travellers only (stimulation, self-actualization, security, nostalgia, romance and recognition). They also found that Western travellers typically started out by visiting Western culture-based

countries (Canada, USA, Europe, Australia) and progressed toward visiting “exotic” destinations (Asia, Africa) (Pearce, 1988).

Ryan (1998) critiques the *travel career ladder* concept by arguing that age and past travel experience are not necessary for travellers to be motivated by higher level needs. He also argues that the ladder does not seem to be only for ascending, but that travellers may climb on at different points and may move up or down depending on their motives for a given trip. He identifies the model’s usefulness, not in terms of a ladder to be climbed as tourist experience is gained, but as an indication that as people travel, they are better able to choose travel destinations that will fulfill their needs and leave them satisfied (Ryan, 1998). Support for the travel biography (Cohen, 1979) rather than the ladder (Pearce, 1988) was found in a study of backpackers, who reportedly enjoyed various experiences during their trip (Uriely, Yonay, & Simchai, 2002). This relates to previous discussion regarding motivation as a hierarchical versus a transitory force. If travel experiences do not appear to follow the *travel career ladder* (Ryan, 1998; Uriely, Yonay & Simchai, 2002), which was based on Maslow’s hierarchy of needs, then perhaps travel motivation also does not follow the need hierarchy, and motives are perhaps also ephemeral in nature.

One need that Maslow described as outside the hierarchy is the need for aesthetics. Although not studied in a scientific manner, Maslow stated that he found a need for aesthetics in certain individuals, in that they could be cured by beautiful surroundings. This proposition has also been made by *Attention Restoration Theory* (Kaplan & Kaplan, 1989; Norling & Sibthorp, 2006). *Attention Restoration Theory* claims that the mind is restored by the following factors; being away, the extent to which

the mind is involved with new information to process, fascination (which can be active or passive in nature), and the compatibility of the environment to the activities undertaken (Hammitt, 2004; Kaplan & Kaplan, 1989; Norling & Sibthorp, 2006). The factors of the *Attention Restoration Theory* appear to be well suited to discussions of leisure tourism, especially as being away, and fascination with the new place visited are key components of the travel experience.

Tourism motivation has been found to be complex, involving multiple motives (Snepenger, King, Marshall & Uysal, 2006). Travel motives are often studied as a list of reasons for travel, such as to relax, to go to the beach, or to visit an attraction. The list method is seen as inadequate because it does not take into account the goals and needs of the traveller (Fodness, 1994). Fodness used functional theory to analyze tourism. Functional theory hypothesizes that people have certain attitudes in order to serve their psychosocial needs and this was extended to tourism. Reasons for travel were seen to represent needs, and travel was seen to satisfy those needs. Travel themes were then divided into four groups; knowledge/minimization of punishment, social adjustive, value-expressive, and reward maximization. This study took a consumer-behaviour approach to tourism and clusters were formed in order that the author could make suggestions for marketing to the various tourist clusters (Fodness, 1994).

Cohen (1972) used a continuum from novelty to familiarity to divide tourists into types. His first two types were categorized as *institutionalized* tourist types. The *organized mass tourist* was the tourist who was least adventurous and most likely to travel as part of an organized group tour; familiarity is at its highest with this group. The *individual mass tourist* type was similar, but was less likely to plan the entire trip or be

totally bound to a group. The last two types were called *non-institutionalized* tourist types. The *explorer* arranges their trip independently; however this type of traveller maintains a certain level of comfort and routine from everyday life while travelling. The *drifter* also arranges their trip independently, and tends to believe that the institutional tourist experience is not authentic. The *drifter* immerses in the host culture and does not have a fixed travel itinerary. Novelty is high with this group, and familiarity low. The *drifter* traveller type has been compared to the backpacker phenomenon (Riley, 1988). While some of the characteristics are consistent between *drifters* and backpackers, the negative attributes that have come to be identified with *drifters* (begging, hedonism, anarchy, and aimlessness) are not compatible with the budget travellers Riley encountered. Sorensen (2003) echoed the claim that backpackers are not “deviants or escapees” but that “they are (future) pillars of society, on temporary leave from affluence” (p. 852).

Using the concepts of *push* and *pull* as the basis for examining tourist motivation is generally accepted (Dann, 1977). *Push* factors are those that drive the tourist to leave their current situation (escape, boredom, etc.), and *pull* factors are those that encourage or attract the tourist to the vacation destination (sun, sea, different culture, etc.). Dann’s model views travel as compensatory and identifies anomie as the *push* factor, driving individuals to escape from their home environment, feelings of isolation, and to communicate with others. The *push* factors of daily life are those which lead to the anomic feeling of isolation, such as commuting to work, time spent at work, and watching television. These work obligations and the habit of watching television in the evening were reported to interfere or inhibit the person’s ability to have interaction with

family and friends. This interaction is therefore sought on vacation, where the anomic traveller seeks to replace their everyday life with the “more exciting world of the other” (p. 189). According to Parrinello (1993), the *push* motivation dominates the impetus for travel, and it is normal everyday life that supplies the *push* for motivation. He also links motivation to anticipation and past experience. He states that there is a difference between motivation that is *because-of* and that is *in-order-to* and that elements from past experience can help to create or negate motivation.

Ego-enhancement (as a *pull* factor) was identified by Dann (1977) as the need for recognition, although ego-enhancement has also been described as a *push* factor (see Fodness, 1994). Dann states that ego is often enhanced by socio-economic status, but that another method of enhancement is vacation travel. He identifies *trip dropping* – recounting stories of travel and vacations - as evidence that vacations are a source of prestige and status. The location of the trip was also seen to enhance the ego; an expensive resort would allow the person to interact with other exclusive travellers, or even to take on another personality for the duration of the trip. A trip to a less-developed country would result in the traveller feeling superior to the host community. Dann states that travel is the only activity that can provide this type of “self recognition” (1977:187). It should be noted however that due to the fact that backpacking has become more accessible and commonplace, the prestige and status associated with it have diminished, however, if presented in a certain manner the backpacker experience can still provide prestige or status enhancement (O’Reilly, 2006).

Dann (1977) recommends a focus on the *push* factors when examining tourist motivation; he finds them to be antecedent to the *pull* factors. The person must first be

motivated to travel before they can be motivated to select a certain destination. In a study of tourism behaviour and prestige, prestige was found to be determined in two ways; based on the attractions visited or activities undertaken while travelling, or based on the evaluation of the “travellers’ knowledge, actions, skills, abilities and attitudinal dispositions” (Riley, 1995:631). Prestige was found to be based on the perceived exclusivity of the travel, and to a certain degree on the difference between expected travel behaviours and the departure of the traveller from these expectations. It was also noted that prestige is placed on the traveller by the observer, and that travellers seeking prestige in an obvious way were perceived negatively (Riley, 1995). This evaluation of prestige fits in well with our backpacker travellers, who are seeking the authentic experiences (not prestige itself) in order to gain prestige. The backpacker’s seeking of the authentic is therefore a round-about way of seeking prestige and recognition as a skilled traveller as for to seek prestige itself would be considered a contravention of the backpacker code of conduct.

Crompton (1979) examined pleasure travel vacation, and recognized that motivation is one variable that impacts tourist behavior. In examining why people travel, he also used the *push* and *pull* concepts. Crompton identified *push* factors as socio-psychological and *pull* factors as cultural. These cultural motives were identified as being not from within the person, but as being aroused by the destination. He argued that *push* factors can not only motivate a person to take a vacation, but also can influence the destination selection. Crompton also found that for some people the destination is unimportant, and is merely a location for their socio-psychological needs (motives) to be met. In Crompton’s study, the description of the vacation as a break from routine was

identified by almost all respondents. The socio-psychological motives were, escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of (or escape from) kinship relationships, and facilitation of social interaction. He found that many respondents had difficulty expressing these motives.

The cultural motives identified by Crompton (1979) were novelty and education. Crompton suggests that destinations are selected based on their perceived ability to satisfy traveller motives. He suggests the tourism sector should focus product development and marketing on unmet socio-psychological motives in order to attract vacationers. He states that efforts need to be made to help travellers understand their real motives, and travel agents could expand their services to include travel counseling in a manner similar to leisure counselors that emerged in the late 1970s. He cautioned that the desire for novelty could inhibit repeat travel, as the destination visited would no longer be classified as novel, and therefore would not fulfill the novelty motive.

Iso-Ahola (1982) built on the idea of *push* and *pull* and proposed a social psychological theory of tourism motivation where the motivational forces are *seeking* and *escaping*. *Seeking* refers in this case to personal and interpersonal rewards, and *escaping* refers to personal or interpersonal environments. These factors are at opposite ends of two continua, but a traveller can be influenced by both simultaneously and can be influenced differently by these factors from trip to trip, or even at different times within a trip. For example, an individual may be escaping their home environment by travelling, but may not feel they have fully escaped unless they can take part in (seek) an activity, such as golf which provides them a sense of accomplishment (Ryan & Glendon, 1998).

Another trip might be undertaken for the purpose of meeting others, and a tour group may be selected as a way to ensure that other travellers will be available to interact with (Ryan & Glendon, 1998). These two examples could also be combined in one trip experience, where mastery of skills could be undertaken on one day (seeking accomplishment, this could also be escaping the interpersonal environment if the activity is undertaken independently). Meeting new people could occur on a day-tour the next day (seeking new interaction/escaping familiar company).

It has been stated that although *push* and *pull* may seem independent, that they are “dependent on each other because people’s decisions to travel are formed, either consciously or unconsciously in a two-stage sequence” (Kim, Oh & Jogaratnam, 2006:75) and also that more research is needed into how *push* and *pull* are related (Snepenger et al., 2006).

Yuan and McDonald (1990) found that the importance of *pull* factors differed between respondents from different countries. The *pull* factors they identified include; budget, culture and history, wilderness, ease of travel, cosmopolitan environment, facilities and hunting. They stated that *pull* factors are fuelled by the attractions at a destination and that while travellers were found to travel for similar reasons (similar *push* motives), the reasons for choosing a particular destination differed (dissimilar *pull* motives). More recent research supports Yuan and McDonald’s claim that travellers have similar reasons (*push* motives) for travel and has found the core *push* motives, which do not vary based on level of travel experience, to include: escape, relaxation, relation enhancement, and self-development (Pearce & Lee, 2005; Snepenger et al., 2006).

Mansfeld's (1992) critical review moves away from the social psychological model of motivation and toward a motivation-choice model, emphasizing that motivation is starting point that leads to travel. Evaluation of the motivation stage is said to provide insight into goal setting, destination choice and travel behavior (Mansfeld, 1992).

Using travel motives has been recognized as a method of grouping tourist types (Loker-Murphy, 1996). Bieger & Laesser (2002) examined market segmentation by motivation. They found that, among Swiss travellers, the offerings of a destination, the number of people participating in the trip, and type of trip were predictors of travel motivation, relating to the *pull* factors discussed earlier, rather than the *push* factors. They concluded that the motivation does not influence the travel destination, but the destination influences the travel motivation – the opposite of what would be expected. They divided travellers into the following clusters; *compulsory travellers*, *cultural hedonists*, *family travel*, and *me(e/a)t marketing*. *Compulsory (leisure) travel* was identified as travel that had some obligation, such as visiting family or friends, or as being part of a family obligation. This group was characterized by a larger number of young travellers (under age 36 years) and with shorter trips of only one or two nights. *Cultural hedonism* travel was characterized by the combination of culture and nature and trips tended to last two to seven nights. They were more likely to have two-person travel groups and to live in two-person households. They tended to be highly educated and half of these travellers were over age 45 years. *Family travel* is characterized by short trips within the country and by a large percentage of travellers (30 percent) under the age of 15 years. Most of these groups are larger than two persons and spending time with family is of importance. *Me(e/a)t marketing* travel means personality marketing to both the body

(meat) and the communication with others (meet). This type of travel is more likely to take place at a sea-side location and to last more than seven nights; they are however, socio-demographically similar to the *family travel* group. The *me(e/a)t marketing* group are also similar in characteristics to the *cultural hedonists*; however, the size of group tends to be larger and children, teens and young adults are more likely to be included in the *me(e/a)t marketing* group. *Cultural hedonists* and *me(e/a)t markets* were found to be influenced by the communications of a destination. Those in the *family travel* group were found to be motivated by *push* factors and not influenced by communications, however information on availability of products was important to this group (Bieger & Laesser, 2002).

Riley (1988) stated that budget travellers' motivation is both *push* and *pull* in nature. She identified *push* factors as the escape from monotony of the everyday routine, work, marriage and other responsibilities. She found that many long-term budget travellers were in a transition period in their lives; either just finished college, or perhaps taking a break from career, and were using the long-term travel as a way to escape making decisions about career or the future. *Pull* factors identified by Riley included curiosity about other countries and cultures, and the desire for adventure and freedom. A youth travel survey conducted in eight countries by the Association for Tourism and Leisure

Education (ATLAS) found that the top three reasons youth travel are to; explore other cultures, experience excitement, and increase knowledge (Richards & Wilson, 2003).

Beard and Ragheb (1983) developed the Leisure Motivation Scale (LMS) (See Table 1) and divided leisure motivation into four subscales; *intellectual*, *social*,

competence-mastery, and *stimulus-avoidance*. In 1998, Ryan and Glendon applied the LMS to tourism; they selected the LMS due to their assessment of its rigor. Their study clustered travellers into 11 different groups, based on motivation. They determined that the LMS developed by Beard and Ragheb (1983) could be shortened and applied to leisure travellers and that the four dimensions (sub-scales) of Beard and Ragheb can be used to propose types or clusters of leisure travellers (Ryan & Glendon, 1998).

Table 1: Leisure Motivation Scale items

Leisure Motivation Items used by Beard & Ragheb (1983:224-225)

One of my reasons for engaging in leisure activities is...

(1) never true (2) seldom true (3) somewhat true (4) often true (5) always true

Intellectual Factor

- *1. to expand my interests
- *2. to seek stimulation
- *3. to make things more meaningful to me
- 4. to learn about things around me
- 5. to satisfy my curiosity
- 6. to explore new ideas
- 7. to learn about myself
- 8. to expand my knowledge
- 9. to discover new things
- 10. to be creative
- *11. to be original
- 12. to use my imagination

Social Factor

- *13. to be with others
- 14. to build friendships with others
- 15. to interact with others
- 16. to develop close friendships
- 17. to meet new and different people
- *18. to help others
- *19. so others would think well of me for doing it
- 20. to reveal my thoughts, feelings, or physical skills to others
- *21. to influence others
- 22. to be socially competent and skillful
- 23. to gain a feeling of belonging
- 24. to gain other's respect

Competency/Mastery Factor

- *25. to get a feeling of achievement
- *26. to see what my abilities are
- 27. to challenge my abilities
- *28. because I enjoy mastering things
- 29. to be good in doing them
- 30. to improve my skills and ability in doing them
- *31. to compete against others
- 32. to be active
- 33. to develop physical skills and abilities
- 34. to keep in shape physically
- 35. to use my physical abilities
- 36. to develop physical fitness

Stimulus Avoidance Factor

- *37. to be in a calm atmosphere
- *38. to avoid crowded areas
- 39. to slow down
- 40. because I sometimes like to be alone
- 41. to relax physically
- 42. to relax mentally
- 43. to avoid the hustle and bustle of daily life
- 44. to rest
- 45. to relieve stress and tension
- *46. to do something simple and easy
- 47. to unstructured my time
- *48. to get away from the responsibilities of my everyday life

* Items with stars can be excluded when using the short version of the scale.

The LMS does not examine the interactions between motives and does not measure satisfaction after participation (Ryan & Glendon, 1998), although it was used in

a study by Lounsbury and Polik (1992) to study satisfaction following a vacation. The Beard and Rageb (1983) LMS has been dismissed as being nothing more than rating the importance of a list of reasons for participating in leisure (Mannell & Iso-Ahola, 1987). By taking the ratings that individuals assign to leisure in general, this scale ignores the dynamic nature of leisure motivation and does not provide any insight as to what invokes tourist motives (Mannell & Iso-Ahola, 1987). Previous researchers have used this scale to study vacation time (Ryan & Glendon, 1998). It should be noted that vacation often means time off from work, but does not always mean travel occurs during this time period (Lounsbury & Polik, 1992). Motives for travel and motives for time off from work may be quite different among respondents.

Despite the above weaknesses, the LMS has several important strengths. "It is empirically derived, it is factor based, it has sound psychometric properties" (Lounsbury & Polik, 1992:108), and it is considered a rigorous scale (Ryan & Glendon, 1998). The LMS has previously been used for research of tourism as a leisure activity (Lounsbury & Polik, 1992; Ryan & Glendon, 1998), and it has been used to propose types or clusters of travellers (Ryan & Glendon, 1998). The LMS has provided alpha reliabilities of .89 to .91 for the short scale. Alpha reliabilities are considered good when they are above .70, and are considered exceptionally high when they are in the .80 to .99 range. Strong alpha reliabilities indicate consistent responses to the survey items (Rocky Mountain Behavioral Science Institute, Inc., 2003). A major strength of the LMS is that it studies leisure motivation in general, as opposed to focusing on motivation for a particular leisure activity (Reddon, Pope, Friel & Sinha, 1996). This is important in the study of tourist motivation, because generally tourism includes many different leisure activities

and focusing on motivation for one activity would provide a very incomplete picture of tourism motivation. Using the Beard and Ragheb (1983) LMS, both Lounsbury and Polik, and Ryan and Glendon found that the leisure motivation constructs proposed by Beard and Ragheb can be adapted for measuring vacation needs (or motives).

The Research Study

This study investigates the motives of independent youth leisure travellers planning to visit the Canadian province of Manitoba. Motives were examined for both travel in general, as well as specifically for travel to Manitoba. The province of Manitoba was selected because youth tourism is an understudied market in the province, the University of Manitoba is located in the province, the researcher resides in the province, and the provincial crown corporation, Travel Manitoba, had identified an interest in and support for research in the area of youth tourism.

The current research in youth backpacker tourism is not extensive and several gaps exist. There has been research in the area of tourist motivation (see for example, Crompton, 1979; Dann, 1977; Harrill & Potts, 2002; Lau & McKercher, 2004); however, few have researched the motivation of youth backpackers (Loker-Murphy & Pearce, 1995; Noy, 2004; Uriely, Yonay & Simchai, 2002). Past research has focused on satisfaction (Hecht & Martin, 2006; Nash et al., 2006) or on describing the characteristics of backpackers (Loker-Murphy & Pearce, 1995; Riley, 1988; Sorensen, 2003) and no research was found that examined pre-trip intentions of independent youth travellers. Little research has been done in Canada (d'Anjou, 2004; Hecht & Martin, 2006), and none was found that focused on independent youth leisure travellers visiting Manitoba.

To address the lack of research in the areas of independent youth travel to Manitoba, backpackers, and travel motivation, the following exploratory research question is proposed:

What motivates independent youth leisure travellers to visit Manitoba?

By examining youth travel motivation we aim to gain a better understanding of the motives of youth travelling to Manitoba and to contribute to the current knowledge of the independent youth travel market. This research question is exploratory in nature and seeks to explore the motives of youth leisure travellers planning to visit Manitoba. Objectives of this research include:

1. To determine which motives are most dominant among independent youth tourists/backpackers planning to visit Manitoba;
2. To explore relationships of Manitoba specific travel motives with demographics and other travel characteristics;
3. To provide direction for future Manitoba tourism sector marketing efforts;
4. To stimulate further research on the youth travel market in general and in Manitoba, specifically;
5. To provide a foundation for future research on the youth travel market in Manitoba; and,
6. To contribute to the literature and general knowledge base on youth travel.

Chapter 3: Method

Research Design

Research design and methodology are important elements in any research project, and must be appropriate to the aims and questions of the proposed research. Methodology refers to the overall process of conducting research; the research design describes the steps taken to answer particular research questions (Marczyk, DeMatteo & Festinger, 2005). In order to make an informed selection that will address the objectives of the research in an effective and efficient manner, the rationale for the method selected is discussed.

Although the choice of any given methodology is influenced by a variety of factors, the most important is that the method chosen be appropriate for the questions to be asked and the target population. Other factors include, the financial cost, the time required, the availability of the researcher, etc. The challenge for this study is to find a method appropriate for youth that will enable the researcher to reach the respondents prior to their travel to Manitoba, in a timely and cost effective manner.

True experimental design involves the random assignment of participants into an experimental and a control group, administration of a treatment to the experimental group only and then comparison of the results of the two groups (Marczyk, DeMatteo & Festinger, 2005). This method is not appropriate for an exploratory study on travel motivation, as the motivation of the control group is outside the command of the researcher.

Quasi-experimental design involves no random assignment; groups are instead assigned by the researcher with the aim to keep the groups as similar as possible. This is

also sometimes achieved by doing time-series tests where the same group are tested at different times and the results compared (Marczyk, DeMatteo & Festinger, 2005). This type of design is also not ideal for this motivation study, again, because assignment of participants into groups, based on similarities, still will not afford the researcher any command over the motivation of a control group. Due to the fact that motivation changes over time and across situations (Iso-Ahola, 1982; Pearce & Lee, 2005; Ryan, 1998), time-series tests would not likely be effective for this research.

Non-experimental design appears to be the most commonly used by backpacker tourism researchers (Firth & Hing, 1999; Hampton, 1998; Hecht & Martin, 2006; Murphy, 2001; Nash et al., 2006; Teo & Leong, 2006; Uriely, Yonay & Simchai, 2002). This design of research includes descriptive and correlational studies; however, it lacks the ability to control other variables and the environment being studied (Marczyk, DeMatteo & Festinger, 2005). A descriptive study of youth backpacker motivation, as it relates to Manitoba, could provide a starting point for future researchers, and this exploratory study aims to provide a descriptive profile of the study sample. Thus, non-experimental design is appropriate for this study. There are several different types of non-experimental designs, such as case studies, focus groups, and surveys.

Case study research involves in-depth examination of an individual or group. A great detail of information is required for this type of research, and the results are based on more comprehensive information than is possible with experimental or quasi-experimental designs. Due to the fact that this type of research is descriptive in nature, it can tell us what occurred, but not always the reason for the occurrence. Drawbacks of this type of research include the increased potential for researcher bias to penetrate the

results, and the amount of information required usually necessitates the use of a small number of participants, which limits the generalizability of the results (Marczyk, DeMatteo & Festinger, 2005).

Focus groups involve gathering a small group of individuals together for a discussion on a certain topic. This design facilitates an open forum for discussion of opinions and offers the opportunity for clarification of participant answers. Focus groups are often used as a starting point in research and are followed by other methods such as questionnaires. For the discussion to run effectively, a trained moderator and a great deal of preparation are needed. Due to the small group size, random sampling is not usually possible. A disadvantage is that the presence of the moderator and the other group members can have an effect on the responses of participants (Marczyk, DeMatteo & Festinger, 2005). This method would be extremely costly, given the purpose of the proposed research is to examine pre-visit motivation of travellers to Manitoba. Gathering participants prior to their visit to Manitoba would be cost prohibitive.

Survey studies involve asking large numbers of participants to answer questions about their behaviours, attitudes or opinions. Survey results can be exploratory, descriptive, and can find relationships among characteristics of participants (Marczyk, DeMatteo & Festinger, 2005). Survey studies appear to be the most common among youth backpacker researchers (Bieger & Laesser, 2002; Firth & Hing, 1999; Hampton, 1998; Hecht & Martin, 2006; Nash et al., 2006; Pearce & Lee, 2005; Prebensen et al, 2003; Pizam et al. 2004; Reisinger & Mavondo, 2004, 2005; Ryan, 1998; Ryan & Glendon, 1998; Sung, 2004). Surveys can be aimed at examining information in a descriptive or explanatory manner. Descriptive surveys describe something and can

allow for description of a population over time by using the survey at different times and then comparing data. Explanatory surveys aim to point out potential causal relationships between variables. They cannot conclusively indicate that X causes Y, however, they can show a strong correlational relationship between the two variables and indicate that a causal relationship is likely (Williams, 2003). This study aims to provide descriptive information that could be collected again at a later date by another researcher and compared to the data collected by this study. This study also aims to provide an indication of potential causal relationships between traveller motives and other respondent characteristics. As such, a survey appears to be an appropriate method of collecting this information.

Various mechanics are used in the administration of surveys, including face-to-face, telephone, and mail. It has been suggested that if response rate is the main concern of the research, use of face-to-face administration would be advisable, however, if cost is the main concern, mail-out surveys are the superior option (Marczyk et al., 2005).

Most face-to-face surveys of tourists and backpackers were researcher – participant interviews (Crompton, 1979; Dann, 1977; Firth & Hing, 1999; Hampton, 1998; Hecht & Martin, 2006; Murphy, 2001; Pearce & Lee, 2005; Teo & Leong, 2006; Uriely, Yonay & Simchai, 2002; Yuan & McDonald, 1990). Using face-to-face surveys clarification of responses is possible, and longer surveys can be completed by interview and can cover much more than a self-administered questionnaire. When arrangements for the interview have been made in advance, response rate will generally be higher as respondents will be more likely to be committed to an interview than to a questionnaire (Williams, 2003). Interviews can be very time consuming, poor interview skills can

impact the responses of the participants and attention to location is important in order for the respondent to feel comfortable. Interviewers or participants may have to travel a great distance to take part in the interview, making this method cost prohibitive. Due to the fact that pre-trip motivation is to be investigated in this study, travel to interview the participants in their own province or country would be extremely expensive.

Telephone interviews have the advantage of assuring anonymity, and the cost of phone calls is much reduced when compared to travel to an interview. Disadvantages are that visual aids cannot be used as they could in a face-to-face situation, response rate is lower when using the telephone to solicit respondents, and the length of a telephone survey must be shorter than a face-to-face interview in order to maintain the respondents' attention (Williams, 2003). In addition, recently respondents have developed a negative attitude toward telephone surveys due to over-use by tele-marketers. This has greatly decreased the willingness of respondents to participate in this type of research (Dillman, 2000). A market researcher specializing in youth marketing has recommended that telephone research be abandoned and that the internet be used in its place (Acerbi, 2006). Due to the pre-trip nature of the proposed research, the cost of long-distance phone charges to conduct telephone interviews makes this method cost prohibitive. Another factor is the privacy legislation, which does not allow for personal information to be disclosed and could make acquiring private telephone numbers difficult. This would be especially difficult today, given the prevalence of cellular phones and the fact that cellular numbers are usually unlisted. Cellular phones appear to be popular among youth, the target market.

Mail-out or self-completion surveys have also been extensively used in tourism and backpacker research (Bieger & Laesser, 2002; Firth & Hing, 1999; Hampton, 1998; Hecht & Martin, 2006; Nash et al., 2005; Pearce & Lee, 2005; Pizam et al. 2004; Prebensen et al, 2003; Reisinger & Mavondo, 2004, 2005; Ryan, 1998; Ryan & Glendon, 1998; Sung, 2004). These are the most common form of survey (William, 2003) largely due to the following list of advantages; cost is substantially less than for other methods, even when you take postage into account, and the anonymity of respondents which can be achieved. An additional advantage of the self-completion survey is that respondents have been found to yield fewer socially desirable answers than they do in face-to-face or telephone interviews (Dillman, 1998). Disadvantages of self-completion surveys include that clarification of questions is not possible, and response rates tend to be low. The simplicity of this method can constrain the type of questions asked, and respondent literacy is important for question comprehension. Development of a good questionnaire is important in order to produce reliable results (Williams, 2003), and to address language barriers, such as might be encountered when respondents are international tourists.

By making use of advances in technology, another format for administering mail-out questionnaires is sending questionnaires out via email or by hosting them on websites. The advantages and disadvantages of electronic surveys have been discussed by Roos (2002) and Young & Ross (2002/2003). Electronic surveys allow the information collected to be transferred automatically into a database, thus avoiding time consuming data entry and the possibility of data entry error, and reducing administrative time and costs that occur when using traditional postal mail. Surveys can also be sent and returned instantly, omitting the time needed to send and receive postal mail, as well as the cost of

postage. Another advantage is that the instructions can be included as needed, avoiding the need to include a separate set of instructions (Dillman, 2000). Electronic surveys are not restricted to a certain geographic area; they allow survey of people in virtually any part of the world (Dillman, 2000). This advantage will also allow the researcher to collect motivation information from participants prior to their trip experience; it has been suggested by Mannell & Iso-Ahola (1987) that motives should be measured prior to the leisure activity.

Electronic surveys are more environmentally friendly because they do not create paper waste, as do paper-based questionnaires. If desired, electronic surveys can include animation, and video or audio clips (Young & Ross, 2002/2003) and they can be encrypted to ensure secure data transmission between the respondent and the researcher (Roos, 2002). The advantages of electronic surveys are many, although disadvantages do exist. Based on the demographics of internet users, the sample gathered from the electronic survey will likely be socio-demographically biased and it may prove difficult to attain a truly random or representative sample. This was not considered to be an issue for this study as internet use is wide-spread for travel research, bookings and communications (Sorensen, 2003). In Canada 64 percent of households have at least one member who uses the internet regularly (Statistics Canada, 2004b), and this percentage shows increases each year. In Australia 67 percent of households have a computer at home and 56 percent have internet access (Australian Bureau of Statistics, 2006). Based on the extensive use of this technology, youth are assumed to have a high level of comfort with computers and the internet, and due to the affluent nature of travellers (Gulli, 2006; Riley, 1988), access to this technology is also assumed. Youth have been

found to use the internet to stay in touch while travelling, and the role of the internet as an information source for youth travellers has also been acknowledged (Richards & Wilson, 2004).

There are concerns regarding electronic survey administration, such as incompatibility between monitors or internet browsers and the electronic survey, and also that multiple submissions of the survey by one respondent could be possible. If the electronic survey is sent out via e-mail, many recipients may not open the file due to the amount of spam received via email. Young and Ross (2002/2003) indicate that the disadvantages of electronic surveys are decreasing as technological improvements occur. Young and Ross compared postal and electronic survey methods and found that the electronic surveys were returned much faster than the postal mail surveys, and costs of the electronic survey were significantly lower as compared to costs for the postal mail survey. The advantage of the postal mail survey, in the Young and Ross study, was that a higher response rate overall was achieved. They indicated that this may be due to the fact that the paper-based survey is visible to the respondent, the electronic survey is not as visible, and therefore can more easily be forgotten. Other surveys cited in the Young and Ross article found no differences in response rates between electronic and postal mail surveys. One of Young and Ross' suggestions was to use electronic surveys with groups of individuals who are already on-line, such as having the survey select every 50th visitor to a certain website (Roos, 2002). Young and Ross (2002/2003) caution that although this method is convenient, it may result in a biased sample. He indicates that by using email addresses a random sample can be used, which would be more credible.

Young and Ross (2002/2003) suggest considering the following items to enhance the appearance of electronic surveys: “graphic design, length of the questionnaire, number of questions per screen, font size, animation, java-applets [used for interactive features], dynamic html [can customize images or information to individual users]” (p. 130). They also suggest that more research is needed on techniques and procedures, such as use of email addresses, follow up procedures, and the use of incentives for completion of electronic surveys (Young & Ross, 2002/2003). Choice of method should be based first and foremost, on technology available to the researcher, and secondly, the choice of method needs to consider the implications that method will have on the willingness and ability of the respondents to reply to the survey (Roos, 2002).

To address the choice of method Travel Manitoba offered their assistance and the use of their *Inquisite* software in-kind. The *Inquisite* software is a web survey software system which offers all of the benefits of a self-completion survey with the advantages of the web-based electronic format.

“Inquisite is an easy to use web survey software system that allows non-technical users the ability to easily manage their own web-based surveys. Inquisite eliminates the high cost of outsourcing and puts you in control of the entire survey process. With Inquisite, you can target specific groups, reach faraway employees or customers in real time, and view customizable, multi-level reports immediately. Easier to complete than paper surveys and less intrusive than telephone polls, Inquisite's robust features let you create high-end surveys without the high-end costs” [italics added] (Inquisite, 2006: Product Overview webpage).

It is inevitable that the method chosen will have an impact on the ability of independent youth travellers to respond. The youth targeted for this study will likely have access to computers and the internet, either while at home, school or work. Based on previous research, they are also likely to maintain contact with friends and family

while travelling and are likely to use the internet as part of these communications (Sorensen, 2003), computer skills are now taught in school and are necessary for most skilled work (Dillman, 2000); therefore, familiarity and comfort with the survey tool are not seen to be a constraint to participation. The increasing number of activities which once required human interactions, and are now completed using self-completion with new technology (i.e. automatic banking machines, internet banking, purchase of travel tickets on-line) (Dillman, 2000) also contributes to respondent comfort and familiarity with the process used for survey completion.

Willingness to participate may be more of a concern when using the electronic survey. When travellers are on the road, they are often paying for internet time, which could discourage survey completion, due to the cost of internet time to the respondent. If time constraints on internet access are present, it may also have a negative impact on responses, as respondents will likely not want to spend their limited internet time on completion of a survey. To overcome lack of willingness to participate, an incentive could be used to encourage respondents to complete the survey.

After consideration of the advantages and disadvantages of the various methods and mechanics involved in various research designs, and based on the availability of the *Inquisite* software and its cost-saving features, a web-based self-completion survey was developed. This survey was used to gather information regarding the travel motives, travel characteristics and demographic characteristics of independent youth travellers planning to visit Manitoba.

The survey was developed and implemented following the Dillman Tailored Design Method (Dillman, 2000) and based on the Leisure Motivation Scale (Beard & Ragheb, 1983).

The web-based survey was placed on the Hostelling International - Canada, Manitoba Region (HI-C-MB) website. After analysis of the youth travel organizations in Manitoba, the HI-C-MB web-site was selected as the most appropriate location to host the survey. Manitoba organizations which target the youth travel market include; a travel agency (i.e., Travel CUTS), a hop-on-hop-off bus tour operator (i.e., The Toban Experience); and several accommodations providers (e.g., Hostelling International Canada - Manitoba Region (HI-C-MB), Backpackers Winnipeg Guest House International, Flin Flon Friendship Centre Hostel, Maskwa Project Hostel (Powerview), Blue Skies Ranch (Arnes), and the Room to Grow Eco-Retreat Centre (Boissevain)).

Travel CUTS would not likely provide a population of travellers coming to Manitoba as they would be a better source for travellers leaving the province. The Toban Experience is a new Manitoba company. Its target market is youth travellers, and perhaps more specifically youth backpacker travellers; however, the company had only been in existence for one year when research began and, as such, had not accumulated a large enough customer base to allow for an adequate sample.

Youth travellers coming to Manitoba are most likely to be reached through well known accommodation providers. Of the accommodation providers, perhaps the most well known is HI-C-MB. HI-C-MB is part of a global network of hostels and is advertised nationally and internationally with other HI hostels (see www.hihostels.ca or www.iyhf.org).

HI-C-MB runs Ivey House Hostel in Winnipeg, Manitoba and hosts travellers for 8000 overnights (approximately 3500 individual guests) each year (Rutherford, unpublishedA; D. Rutherford, personal communication, May 8, 2006), most of whom are young travellers (Hostelling International – Canada, 2006). Of the other accommodation providers; Backpackers Winnipeg Guest House International is not open year-round (D. Rutherford, personal communication, April 23, 2007) and the other accommodation providers are located outside the provincial capital, and therefore may not host enough travellers to generate an adequate sample.

The HI-C-MB website was selected for the following reasons; their focus on the youth market, the fact that they are the main accommodation provider for backpackers visiting Manitoba, their connection to a nation-wide network of backpacker accommodation, their initial interest and commitment to this research project, and the ability of their website to reach the youth travellers this survey wishes to target.

To guard against a lack of participant willingness to respond, respondents were advised that those who completed the survey would be entered into a draw for free overnight stays at the Hostelling International Ivey House Hostel in Winnipeg. Incentives have not always proven to increase response rates (Dillman, 2000), however, due to the budget consciousness of backpacker travellers, it was anticipated that the chance to win free accommodation would encourage respondents to complete the survey. Draws (at approximately one-month intervals) were made and free overnights were awarded to randomly selected respondents who had completed the questionnaire.

Sampling Method

It has been suggested that when using an internet survey as the single evaluation method, that a representative sample is not possible, and that this is only appropriate when researching a specific population (Roos, 2002). The proposed study aims to research the specific population of independent youth travellers planning to visit Manitoba and a sample that is representative of the general population was not a goal for this study.

In order for respondents to be eligible for this study, they were required to meet the following selection criteria; be willing to participate in the survey, be between the ages of 18 and 30 years, be travelling alone or in a group of 5 or fewer people, and be planning a leisure trip to Manitoba.

Coverage error is a possibility due to the survey method. Coverage error occurs when not all members of the population being studied have an equal chance of being surveyed (Dillman, 2000). The number of youth travellers who go to the HI-C-MB website prior to their visit is unknown. By using visitation to this website as selection criteria travellers who do not visit the website prior to their travel to Manitoba were not included in this study. As this was an exploratory study, the findings will be used as an indication of the motives for travel.

Instrumentation

Based on the literature review, including the various methods researchers have previously used in the evaluation of leisure travel motivation, the Leisure Motivation Scale (LMS), developed by Beard and Ragheb (1983) was used as the basis for this

survey. The rigour of the LMS scale, the alpha reliabilities ranging from .89 to .91 (Beard & Ragheb, 1983), and the previous use of the scale to study travellers (Lounsbury & Polik, 1992; Ryan & Glendon, 1998) featured prominently in this decision. Although the LMS does not examine the interactions between motives, does not measure satisfaction after participation (Ryan & Glendon, 1998), and does not provide any insight as to what brings about tourist motives (Mannell & Iso-Ahola, 1987) those are not objectives of this study. Given the exploratory nature of this research study, the strengths of the scale and its ease of administration outweighed the weaknesses for this particular research. The LMS has been modified for use with independent youth travellers, in order to examine travel research methods, and motives examined by other researchers (Firth & Hing, 1999; Lau & McKercher, 2004; Ryan & Glendon, 1998) were incorporated into the scale for this study (See Table 2).

Table 2: Motive items

Survey Respondents answered the following two questions by rating the motive items on a 7-point scale.

1. One of my reasons for travelling in general is...

2. One of my reasons for travelling to Manitoba is...

(1) Never True (2) Almost Never True (3) Seldom True (4) Somewhat True (5) Often True (6) Usually True (7) Always True

Intellectual

1. *TO LEARN ABOUT THINGS AROUND ME
2. *TO SATISFY MY CURIOSITY
3. *TO EXPLORE NEW IDEAS
4. *TO LEARN ABOUT MYSELF
5. *TO EXPAND MY KNOWLEDGE
6. *TO DISCOVER NEW THINGS
7. TO SEE NEW PLACES/NEW THINGS
8. TO EXPERIENCE DIFFERENT CULTURES AND WAYS OF LIFE
9. TO SEE CULTURAL HERITAGE SITES (EG. MUSEUMS, GALLERIES, HISTORIC SITES)

Social

10. *TO BUILD FRIENDSHIPS WITH OTHERS
11. *TO INTERACT WITH LOCAL RESIDENTS
12. *TO INTERACT WITH OTHER TRAVELLERS
13. *TO GAIN A FEELING OF BELONGING
14. *TO DEVELOP CLOSE FRIENDSHIPS
15. *TO MEET NEW AND DIFFERENT PEOPLE
16. TO VISIT FRIENDS AND RELATIVES

Competency/mastery

17. *TO CHALLENGE MY ABILITIES
18. *TO BE A SKILLED TRAVELLER
19. *TO IMPROVE MY SKILLS AND ABILITY AS A TRAVELLER

20. *TO USE MY PHYSICAL ABILITIES
21. *TO BE ACTIVE
22. *TO GAIN OTHER'S RESPECT
23. TO HAVE SOMETHING TO TALK ABOUT WHEN I GET HOME
24. TO VISIT SOMEWHERE OTHERS HAVE NOT VISITED
25. TO DO THINGS I HAVE NEVER DONE
26. TO DO THE THINGS THE LOCALS DO
27. TO CONTRIBUTE SOMETHING TO THE PLACES I VISIT

Stimulus avoidance

28. *TO SLOW DOWN
29. *BECAUSE I SOMETIMES LIKE TO BE ALONE
30. *TO RELAX PHYSICALLY
31. *TO RELAX MENTALLY
32. *TO REST
33. *TO RELIEVE STRESS AND TENSION
34. TO VISIT A COUNTRYSIDE ENVIRONMENT
35. TO BE IN A SAFE ENVIRONMENT

Other

36. TO EXPERIENCE EXCITEMENT
37. TO HAVE FUN, TO BE ENTERTAINED
38. TO ATTEND FESTIVALS AND CELEBRATIONS
39. TO PARTICIPATE IN NIGHTLIFE
40. TO ENJOY LANDSCAPES AND NATURE
41. TO TRAVEL SOMEWHERE AFFORDABLE

* Based on ideas from the Leisure Motivation Scale (LMS) (Beard & Ragheb, 1983); Beard & Ragheb, 1983; Firth & Hing, 1999; Lau & McKercher, 2004; Ryan & Glendon, 1998.

Phase I – pre-test

The first phase of research involved a pre-test of the survey in-person to twenty-seven individual youth backpacker guests staying at the Hostelling International Ivey House Hostel in Winnipeg, Manitoba, Canada. The pre-test was a paper-based version of the survey (See Appendix A) and took place over a four day period in mid-August 2006. The purpose of the pre-test was to permit the respondents to add comments or to ask questions regarding the survey instrument, to detect any inconsistencies or areas where clarification may be needed, and to ensure that all respondents could answer every question, as recommended by Dillman (1978; 2000).

The researcher was present at the hostel each evening during the four-day pre-test period. The researcher was positioned in the kitchen/common room in the hostel where guests gather in the evenings to prepare meals, watch television, and to meet other travellers. Guests were asked in person if they would be interested in responding to a survey in exchange for having their name entered into a draw for a free overnight stay at the hostel. Once respondents had agreed to participate, they were given the option to terminate their involvement at any point during survey completion, and also had the option of not replying to questions they did not wish to answer. None of the participants returned their surveys prior to completion, however, some respondents omitted questions on the survey. Each day individuals who completed the survey had their name placed in a draw for a free night stay at the hostel, once the draw had been completed draw ballots were shredded. This incentive proved to be very much appreciated by the budget-conscious youth travellers. The hostel was very accommodating with the distribution of

the free overnights; if a winner of the draw had pre-paid their accommodation, the hostel refunded the guest's payment.

Phase II – test web survey

After Phase I was completed, the survey was manually inputted into the *Inquisite* software program to create the web-based survey. Once the survey had been created in this new web format approximately 15 new participants were asked to complete it. The purpose of Phase II was to ensure that the survey was comprehensible, easy to use, and to verify the amount of time respondents would require to complete the survey. Respondents were recruited in-person by the researcher, and were mainly graduate students studying at the University of Manitoba.

During this phase the survey was not available for mass completion, respondents were provided with a web-link to access the survey and were given instructions on how to answer the screening questions. This was done to allow them to complete the entire survey, even if they did not possess the target characteristics for respondents to the Phase III survey. Completions at this phase were not used in the final data analysis and data were destroyed by deleting the electronic files once this phase was complete.

Phase III – web survey

The *Inquisite* software program was used to survey visitors to the HI-C-MB website, offering them the opportunity to complete the survey for a chance to win free overnights at the Hostelling International Ivey House Hostel in Winnipeg (See Appendix B). Once they agreed to participate in the survey, respondents had the option to terminate

their involvement at any point during survey completion, and had the option of not replying to questions they did not wish to answer. Response rate was to be measured based on the number of respondents who elected to respond to the survey in contrast to the number who elected not to participate. Draws were made at approximately one-month intervals and winners were notified by email that they had won two free nights of dorm accommodation at the Ivey House Hostel. A coupon was sent as an email attachment which could then be redeemed for their free accommodation (See Appendix C).

Data were collected from the web-based survey from September until December 2006. This time frame was selected to include the popular Fall polar bear season. Information gathered by the web-based survey includes demographic information, travel information sources used, planned trip characteristics, motivation for visiting Manitoba, and motivation for travel in general. Motives were measured using the Beard and Ragheb (1983) Leisure Motivation Scale, with modifications based on other travel motivation research (Firth & Hing, 1999; Lau & McKercher, 2004; Ryan & Glendon, 1998), and on the results of the elicitation survey. This was to ensure appropriateness of the survey instrument for the independent youth traveller market. Respondents answered a number of statements, indicating how true motives are for their travel in general, and for their visit to Manitoba specifically. The statement “One of my reasons for engaging in travel is...” (adapted from Beard & Ragheb, 1983:222) was followed by a number of motive items such as; ‘to seek stimulation, to explore new ideas, to gain other’s respect, to be active’ (Beard & Ragheb, 1983:224). Each statement was rated by respondents on a rating scale: (1) never true (2) almost never true (3) seldom true (4) somewhat true (5)

often true (6) usually true (7) always true (adapted from Beard & Ragheb, 1983). Demographic, trip characteristic and travel information questions used mostly closed-ended answer options, and respondents selected the most appropriate. Some questions (such as year of birth) were fill-in-the-blank, and respondents were asked to enter the appropriate answer in the space provided. The data gathered from the web-based survey were analyzed using SPSS 13.0 (SPSS Inc., 2004).

Analysis of Data

Data were analyzed in stages to address the objectives of the research. First, descriptive statistics were used to create a profile of our respondents and their travel motives. Data were then tested for normality using the Kolmogorov-Smirnov test with Lilliefors Significance Correction, and the Shapiro-Wilk test.

The Kolmogorov-Smirnov test is used to test whether the data follow a specified distribution; the alternative test is usually chi-square (Lilliefors, 1967). Advantages of using the Kolmogorov-Smirnov test are that it is possible to use it with small sample sizes (such as the one in this study), when results of the chi-square test are debatable, and it is said to be a more powerful test than the chi-square test when used with any sample size (Lilliefors, 1967). Lilliefors has created a table for use with the Kolmogorov-Smirnov test when the mean and variance of the population are unknown and must be estimated from the sample; this table reduces the chance of type I error (Lilliefors, 1967). Type I error is when results are found to be significantly different, when in fact they are not (Hassard, 1991).

The Shapiro-Wilk test for normality has been shown to be effective even for very small samples ($N < 20$), and when compared to other tests (such as chi-square, standardized 3rd and 4th moments, Cramer-Von Mises, and Kolmogorov-Smirnov) has been found to be quite sensitive to non-normality. The drawback of the Shapiro-Wilk test is that it can be cumbersome to use for large samples (Shapiro & Wilk, 1965), however since this research involves a small sample size this will not pose a problem.

To address the first research objective of this study, to determine which motives are most dominant among independent youth tourists/backpackers planning to visit Manitoba, the Wilcoxon test (for related samples) was used. This test identified differences between responses to the general travel motive items and the Manitoba specific travel motive items. This test was used because the same respondents answered the motive items from two different perspectives, as related to their general travel motives, and as related to their Manitoba specific travel motives. The Wilcoxon test is the non-parametric equivalent of the t-test for related samples (Langdrige, 2004). The Wilcoxon test was selected over the compare means (or paired samples t-test) because compare means assumes that data follow a normal distribution (Hassard, 1991), and the data collected for this study were tested and found to be non-normal for the most part.

To address the second research objective, to explore relationships between travel motives, demographics, and trip characteristics the non-parametric bivariate Spearman's correlation coefficient was used. This test was selected because the majority of the variables are ordinal and the data are non-normal. These comparisons also speak to our third objective of providing future direction for Manitoba tourism sector marketing initiatives.

Spearman's correlation coefficient was selected over Pearson's correlation coefficient because Pearson's is only suitable for parametric data (Langdridge, 2004). The Spearman Correlation describes the relatedness of two variables (Langdridge, 2004), but has been said to be meaningless for variables with more than two categories (such as nationality or religion) (Gaur and Gaur, 2006). To overcome this limitation, certain nominal variables were grouped into two categories for more accurate analysis. These variables are, Mode of Transportation (coded as private = 1 and public = 2), Use of a travel agent (coded as yes = 1 and no = 2 for each type of service that could be booked using a travel agent; i.e.: accommodation, airfare, tours, etc.), and employment status (coded as employed = 1 and unemployed = 2 Note: student status was a separate question).

Originally the researcher had planned to use exploratory factor analysis in the analysis of the data collected. Exploratory factor analysis was selected over confirmative factor analysis for several reasons; 1) it would enable us to combine items which appear to be measuring the same thing (Haslam & McGarty, 2003), thus reducing the data for subsequent analysis, 2) due to the use of conflicting methods used for research on travel motivation (hierarchies vs. ephemeral) there is no predetermined theory to confirm or deny, 3) exploratory factor analysis is often used in instrument and theory development (Haig, n.d.), due to the absence of a predetermined theory, this method was deemed appropriate for this study. It was hoped that exploratory factor analysis would determine whether the same four dimensions (Beard & Ragheb, 1983) were found in our backpacker population. Unfortunately, due to the small number of responses, the sample was not large enough to allow for a proper factor analysis. The recommended sample

size for factor analysis is 200-300, with 500 being considered excellent (Gaur & Gaur, 2006). In this study only 59 responses were received, well below the recommended sample size.

Chapter 4: Results

The results of the survey are divided into sections, the first section describes the survey response. The second section provides a profile of respondents according to their demographic and trip characteristics. Next the results of the comparison between the means of the general and Manitoba specific motive items are presented. Finally, correlations between Manitoba specific travel motive items, demographics, and trip characteristics are addressed (See Appendix F for full Frequency Tables).

Survey Response

The original goal for the number of respondents during Phase I pre-testing of the research was 40 respondents. Due to low occupancy (unexpected during the summer months) at the hostel this figure was not attained. The researcher could have continued to collect pre-test responses; however, decided against this due to the costs associated with providing the incentive. The hostel is part of a not-for-profit organization and was losing revenue by allowing the researcher to continue offering a free overnight for each day of research. In addition, the researcher had received constructive comments and questions from respondents during the four-day research period at the hostel, therefore twenty-seven responses was deemed sufficient for the pre-test. As a result of feedback from the pre-test changes were made to some of the wording in the survey to increase comprehension of certain questions, especially for respondents whose first language is not English.

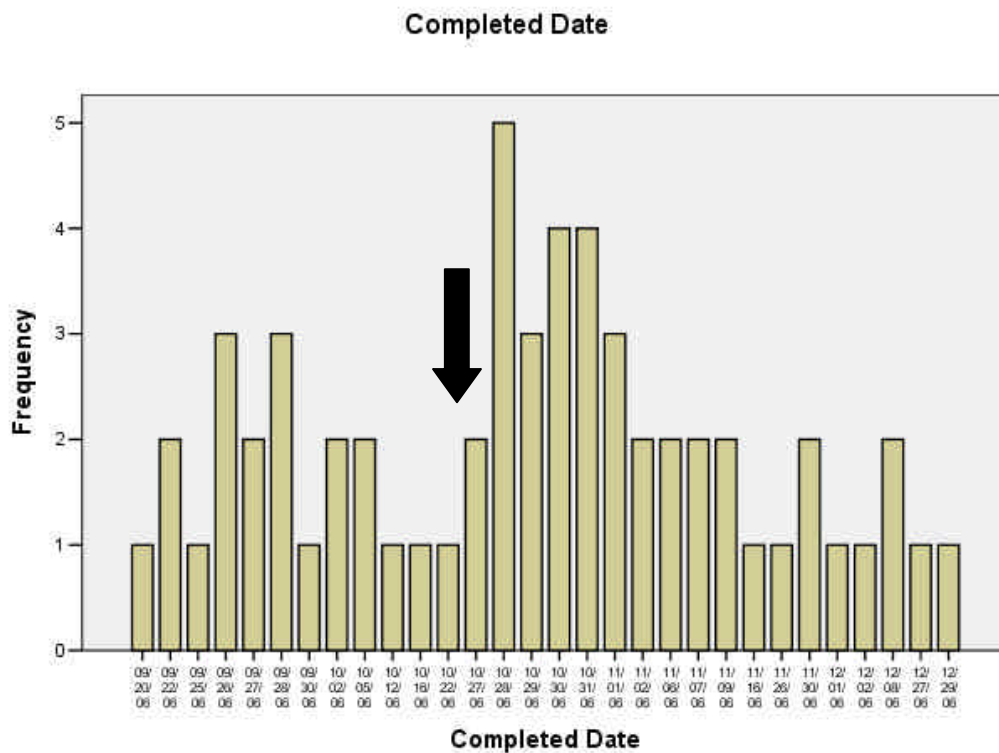
Other suggestions from respondents included: that the survey was too long, that there were too many question and answer options in the motive section of the survey, and

that the respondents did not like the repetition of the questions in the motive section. These recommendations were considered, and some motive questions were omitted based on the difficult wording used and their similarity to other questions in the survey. The repetition of questions was necessary in order to compare the answers to the two different motive questions (motives for travel to Manitoba and motives for travel in general); this repetition resulted in the length of the survey. Suggestions from Phase II resulted in some minor changes to the final web-survey, including some editorial changes, clarification of directions for completion, and the re-arranging the format of the repeated motive questions.

During Phase III the final survey was originally placed on the HI-C-MB website as a redirect. When website visitors clicked on the HI-Winnipeg link they were first redirected to the survey, and upon survey completion, directed back to the HI-Winnipeg website. During the first two weeks 40 responses to the survey were received. After this initial period, a complaint was received from HI-Canada staff members who found the re-direct in the website interfered with their viewing of the webpage and frustrated those who had already completed the survey. The survey was added to the HI-Winnipeg website as a 'click here' icon for travellers to select if they so choose. In the next week the number of completed surveys rose to only 50, and the following week responses rose to only 54. At this point the researcher attempted to have the survey link re-instated as a website re-direct, however, with the addition of a 'cookie' that would recognize those who had already been offered the survey and not re-direct them to the survey after the initial offering. This request was denied by HI-Canada. Posters/signs (See Appendix D) were then sent to the HI hostels across Canada to post in common areas of the hostels to

encourage travellers to visit the HI-Manitoba website to complete the survey. At least 10 hostels were reported to have posted the posters/signs at their facilities across Canada, including HI Hostels in Vancouver (2 hostels), Montreal, Edmonton, Calgary, Regina and Toronto (D. Rutherford, personal communication, March 22, 2007). After sending out the posters to the hostels, responses to the survey increased for approximately ten days (See Figure 3, arrow indicates date of poster distribution), indicating that posters in Canadian hostels were an effective method of encouraging travellers to complete the survey.

Figure 3: Survey Responses by Date



In the end, a total of 105 visitors requested the survey between September 19th and December 29th 2006. After eliminating 46 based on responses to the screening

questions (respondents were not part of the target population for this research), 59 completed surveys were used for data analysis. Due to the lack of information regarding number of visitors to the website, population size is unknown and response rate can not be calculated. The web-based nature of the survey, and the anonymity of non-respondents, meant that conducting a follow up test for non-response bias was not possible. This results in a lack of knowledge about possible differences between respondents and non-respondents.

Profile

Demographic information was collected to enable exploration of how the demographic characteristics of the travellers relate to other information collected (as stated in Dillman, 1978). Using the demographic information collected, a profile of independent youth travellers planning to visit Manitoba has been created.

Socio-demographic characteristics of respondents

Just over half of the screened respondents were female (59.3%). The majority of respondents were between 24 and 28 years of age (57.8%); among these respondents, 30.5 percent were from Canada, 20.3 percent from Australia, 6.8 percent from Japan, and 6.8 percent from New Zealand. Several other countries were represented by one to three respondents each (1.7 to five percent each) including; China, Denmark, England & Wales, France, Hong Kong, Mexico, Netherlands, Scotland, South Africa, Spain, Switzerland, Taiwan, and the United States of America. Statistics for actual overnight stays from September to December 2006 at HI Ivey House Hostel were as follows; 49 percent from Canada, 12 percent from Australia, 16 percent from Japan, and 1 percent

from New Zealand, overnights during this period also included guests from England and Wales, France, Germany, Korea, Switzerland, and the United States of America (Rutherford, unpublishedB) (See Table 3).

Among the respondents, 64.4 percent reported that they were not students in 2005. However, the education level reported by respondents was very high, 27.1 percent reported having a graduate degree or higher, 37.3 percent having completed university or college, and a further 20.3 percent having some university or college (See Table 3).

The 2005 employment status of respondents was reported to be, 57.6 percent employed full-time, 30.5 percent employed part-time, and 5.1 percent unemployed. The majority of respondents reporting a 2005 personal income of greater than \$10,000, with 18.6 percent reporting income between \$20,001 and \$30,000, and 27.1 percent above \$30,001. Funds available for travel when leaving on the trip were reported as being mostly between \$501 and \$3,500, with 10.2 percent having less than \$500 available, 40.7 percent having \$501 - \$2,000 available and 22 percent having \$2,001 – \$3,500 available (See Table 3).

Table 3: Socio-demographic characteristics of respondents

		Frequency	Percent
Gender	MALE	24	40.7
	FEMALE	35	59.3
Age (in years)	30	6	10.2
	29	4	6.8
	28	8	13.6
	27	7	11.9
	26	6	10.2
	25	7	11.9
	24	6	10.2
	23	4	6.8
	22	4	6.8
	20	2	3.4
	19	3	5.1
Mean age: 26 years			
Country of Origin	CANADA	18	30.5
	AUSTRALIA	12	20.3
	JAPAN	4	6.8
	NEW ZEALAND	4	6.8
Student	YES	21	35.6
	NO	38	64.4
Education Level	SOME FORMAL SCHOOLING COMPLETED HIGH SCHOOL	1	1.7
	SOME UNIVERSITY/COLLEGE COMPLETED	8	13.6
	UNIVERSITY/COLLEGE GRADUATE DEGREE OR HIGHER	12	20.3
		22	37.3
		16	27.1
Employment	FULL-TIME	34	57.6
	PART-TIME	18	30.5
	UNEMPLOYED	3	5.1
	SELF EMPLOYED	1	1.7
	OTHER	3	5.1
Personal Income	LESS THAN \$3,000	8	13.6
	\$3,001-\$10,000	11	18.6
	\$10,001-\$20,000	13	22.0
	\$20,001-\$30,000	11	18.6
	\$30,001 OR MORE	16	27.1
Funds for Travel	LESS THAN \$500	6	10.2
	\$501-\$2,000	24	40.7
	\$2,001-\$3,500	13	22.0
	\$3,501-\$5,000	4	6.8
	\$5,001-\$6,500	4	6.8
	\$6,501-\$8,000	5	8.5
	\$8,001-\$10,000	3	5.1

Travel characteristics of respondents

Of the survey respondents, 40.7 percent reported that they would be travelling alone, and 42.4 percent reported that they would travel with one other person. The planned length of stay in Manitoba ranged from one to 180 days, with a mean of, 8.78 days, a median of 5 days and a mode of 3 days. Removal of the outlier (180 days, which was much higher than the next highest value of 30 days) provided a mean of 5.77 days, and the median and mode remained unchanged. The planned stays reported by survey respondents are slightly longer than the 2.35 night average (2-3 days) reported by the hostel for the 2005-06 fiscal year (D. Rutherford, personal communication, March 2, 2007). Survey results were perhaps impacted by a few respondents with longer planned stays, which affected our results due to the low response rate. For consistency with HI-C-MB statistics it would have been appropriate for the survey to inquire about nights of stay rather than days of stay, as HI-C-MB keep their records in overnights.

The most popular modes of transportation within Canada were reported as; Car, Van or Motorcycle (Rented) (22%) and Bus (22%) (See Table 4).

Table 4: Main mode of transportation within Canada

Mode of Transportation	Frequency	Percent
CAR, VAN OR MOTORCYCLE (RENTED)	13	22.0
CAR, VAN OR MOTORCYCLE (OWNED)	10	16.9
HITCHHIKING	3	5.1
CAMPER VAN/MOTORHOME	1	1.7
BUS	13	22.0
JUMP-ON-JUMP OFF TRANSPORTATION SERVICE	4	6.8
TRAIN	7	11.9
AIRPLANE	7	11.9

With regard to travel arrangements being booked by a travel agent, the respondents overwhelmingly responded that they did not plan on booking their travel arrangements using a travel agent (See Table 5). They also reported that for the most part they did not use a travel agent as a source for pre-trip information (only 40.7 percent used this source) (See Table 7).

Table 5: Travel services to be booked through a travel agent

	N	Yes		No		Don't Know	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Airfare	57	19	33.3	30	52.6	8	14.0
Accommodation	57	3	5.3	47	82.5	7	12.3
Tours	57	8	14.0	40	70.2	9	15.8
Transportation	57	6	10.5	46	80.7	5	8.8
Other	51	1	2.0	29	56.9	21	41.2

Information Search

When asked about the main source for travel information prior to departure, the Internet was identified as the leading source for information search by 57.6 percent of respondents (See Table 6), and was reported to be Helpful (32.2%) or Very Helpful (54.2%) by most respondents (See Table 7).

Table 6: Main information source prior to departure

	Frequency	Percent
Internet	34	57.6
Guide Book	12	20.3
Family and Friends	10	16.9
Travel Brochures	1	1.7
Tourist Boards	1	1.7
Other	1	1.7

When asked regarding specific websites, most responded that they did not use the websites listed. The websites included; www.travelmanitoba.com (used by 36.2 percent of respondents), www.canadatourism.com (used by 28.6 percent of respondents), and other travel websites such as Travelocity, Expedia, etc were used by just over half of respondents (used by 55.2 percent of respondents), however 12.1 percent of respondents found the sites to be Not Very Helpful. Interestingly, 36.8 percent of respondents reported *not* using www.hihostels.ca as a source for travel information prior to departure; however, this website was where the link to the survey was located (See Table 7). This could indicate that accommodation information is not considered to be *travel* information by respondents to this survey.

With regard to travel guide books, 64.4 percent of respondents reported using books for travel information; and, 28.8 percent of respondents found books to be Helpful and 18.6 percent reported them to be Very Helpful. Advice from family and friends appeared to be a much more common information source for pre-travel information (83.1 percent of respondents used this source) and only 6.8 percent found the source to be Not Very Helpful.

Other information sources were reported to have lower levels of use; Tour Operators (used by 20.3 percent of respondents), Travel Brochures (used by 50% of respondents), Newspapers/Magazines (used by 41.4 percent of respondents), and Tourist Boards (used by 17.9 percent of respondents) (See Table 7).

Table 7: Use and helpfulness of information sources

	Percent					
	Did not use	Not at all helpful	Not very helpful	Somewhat helpful	Helpful	Very helpful
Internet (in general)	3.4	0.0	1.7	8.5	32.2	54.2
Travel Manitoba website	63.8	0.0	3.4	12.1	15.5	5.2
Hostelling International website	36.8	0.0	1.8	15.8	31.6	14.0
Canadian Tourism Commission website	71.4	0.0	8.9	10.7	8.9	0.0
Travel websites	44.8	0.0	12.1	17.2	22.4	3.4
Guide Book	36.2	0.0	3.4	12.1	29.3	19.0
Family or Friends	16.9	0.0	6.8	22.0	30.5	23.7
Travel Agent	59.3	0.0	10.2	16.9	13.6	0.0
Tour Operators	79.7	1.7	6.8	10.2	0.0	1.7
Travel Brochures	50.0	1.7	6.9	24.1	13.8	3.4
Newspapers/Magazines	58.6	0.0	12.1	19.0	6.9	3.4
Tourist Boards	82.1	0.0	8.9	5.4	1.8	1.8
Other	84.0	0.0	10.0	0.0	4.0	2.0

When asked how many times per year they travel (non-work related), responses ranged from 0 to 15 times per year, with a mean of 2.92 times, a median of two times and a mode of one time, indicating that the vast majority of respondents travel between one and three times each year.

Tests of Normality

The results of the two tests for normality show that the majority of the data collected in this study does not follow the normal distribution (See Appendix E). The Kolmogorov-Smirnov test with Lilliefors Significance Correction and the Shapiro-Wilk test found that some motive items on the survey had significant results ($p = 0.05$) indicating that responses to those questions yielded a normal distribution. Only one question was found to have significantly ($p = 0.05$) normal distribution by both tests. This question was the motive item BECAUSE I SOMETIMES LIKE TO BE ALONE.

To continue data analysis, there were two options; transformation of the data or use of non-parametric statistics. Transformation of data expresses the data in a different format allowing the researcher to overcome the non-normal distribution and heterogeneity of variance (Howell, 2002) and making it possible to use parametric statistics. Non-parametric statistics, on the other hand, do not assume that data follow a normal distribution pattern, but are often awkward to use. Parametric tests tend to be more powerful than their non-parametric counterparts, and have been shown to be robust even when assumptions (of normality and equality of variance) are not met exactly (Hassard, 1991). For variables measured using an ordinal scale, non-parametric methods should be used (Hassard, 1991). Ordinal scales and nominal categories are used for measurement of most variables in this research study, and the data were tested and found to be mostly non-normal; therefore non-parametric methods were used for continued data analysis.

Travel Motives

Travel motive items were rated by respondents on a seven-point rating scale where 1 = Never True, 2 = Almost Never True, 3 = Seldom True, 4 = Somewhat True, 5 = Often True, 6 = Usually True, and 7 = Always True. Means for the motive items ranged between 3.43 and 6.33 (See Table 8). The means are predominantly skewed toward the higher end of the scale, indicating that for the most part, respondents agreed to varying degrees with the motive statements. This indicates that for the respondents to this survey, the majority of the motive items listed on the survey were indeed reasons for travel.

All motive items had means for general travel motives reported as slightly higher than means for Manitoba specific motives, with the exception of the following motive

items (where Manitoba specific motive means were slightly higher than general travel motive means); TO SLOW DOWN, TO VISIT A COUNTRYSIDE ENVIRONMENT, TO INTERACT WITH LOCAL RESIDENTS and TO BE IN A SAFE ENVIRONMENT. The only mean that is significantly different ($p = 0.05$) in this group is that of the TO SLOW DOWN motive item, all others were slightly higher for Manitoba, but not significantly so, according to the Wilcoxon test (see next section).

Wilcoxon test results for travel motives

Results of the Wilcoxon test showed that some motives showed no significant difference in responses when comparing general and Manitoba specific reasons for travel, those motive items include;

- TO BUILD FRIENDSHIPS WITH OTHERS
- TO INTERACT WITH LOCAL RESIDENTS
- TO GAIN OTHER'S RESPECT
- TO BE A SKILLED TRAVELLER
- BECAUSE I SOMETIMES LIKE TO BE ALONE
- TO RELAX PHYSICALLY
- TO REST
- TO CONTRIBUTE SOMETHING TO THE PLACES I VISIT
- TO VISIT FRIENDS AND RELATIVES
- TO HAVE FUN, TO BE ENTERTAINED
- TO VISIT A COUNTRYSIDE ENVIRONMENT
- TO DO THE THINGS THE LOCALS DO
- TO ENJOY LANDSCAPES AND NATURE
- TO BE IN A SAFE ENVIRONMENT

The majority of motive items showed significant difference ($p = 0.05$) between general and Manitoba specific travel motive items. General travel motive means were higher on the 7-point scale than Manitoba specific travel motive means, with the exception of the motive item TO SLOW DOWN, which had a Manitoba specific mean higher than that of the general travel motive for this item (See Table 8).

These results indicate that for the most part respondents felt that they agreed more strongly with motive items as they related to their general reasons for travel, and agreed less strongly with the items as they related to their reasons for travel to Manitoba. The exception to this being that they agreed more strongly that they were travelling to Manitoba TO SLOW DOWN, however, it should be noted that the mean for this item was only 4.4 (closest to “somewhat true” on the 7-point scale) and as such represents an average of slight agreement rather than strong agreement that this is a reason for a visit to Manitoba.

Table 8: Motive item means and Wilcoxon results

	Z	Asymp. Sig. (2-tailed)	N	Mean for travel in general	N	Mean for travel to Manitoba
TO LEARN ABOUT THINGS AROUND ME	-2.711	0.007	59	6.05	59	5.64
TO SATISFY MY CURIOSITY	-2.129	0.033	59	5.98	58	5.74
TO EXPLORE NEW IDEAS	-2.924	0.003	59	5.85	57	5.3
TO LEARN ABOUT MYSELF	-3.334	0.001	59	5.59	59	4.98
TO EXPAND MY KNOWLEDGE	-1.893	0.058	59	6.03	58	5.74
TO DISCOVER NEW THINGS	-2.652	0.008	59	6.32	59	5.98
TO INTERACT WITH OTHER TRAVELLERS	-2.120	0.034	59	5.10	59	4.78
TO GAIN A FEELING OF BELONGING	-3.210	0.001	59	4.19	59	3.73
TO CHALLENGE MY ABILITIES	-3.944	0.000	59	5.32	59	4.42
TO IMPROVE MY SKILLS AND ABILITY AS A TRAVELLER	-2.272	0.023	59	4.88	56	4.55
TO BE ACTIVE	-4.004	0.000	59	5.54	59	4.95
TO USE MY PHYSICAL ABILITIES	-2.902	0.004	59	4.97	59	4.49
TO DEVELOP CLOSE FRIENDSHIPS	-2.197	0.028	59	4.83	58	4.52
TO SLOW DOWN	-2.509	0.012	59	4.05	58	4.4
TO RELAX MENTALLY	-3.407	0.001	59	5.19	59	4.78
TO RELIEVE STRESS AND TENSION	-2.690	0.007	59	5.00	59	4.68
TO MEET NEW AND DIFFERENT PEOPLE	-2.161	0.031	59	5.73	59	5.42
TO EXPERIENCE EXCITEMENT	-2.281	0.023	56	5.95	58	5.53
TO HAVE SOMETHING TO TALK ABOUT WHEN I GET HOME	-2.419	0.016	57	4.84	58	4.57
TO SEE NEW PLACES/NEW THINGS	-3.134	0.002	56	6.32	58	5.83
TO EXPERIENCE DIFFERENT CULTURES AND WAYS OF LIFE	-3.766	0.000	57	6.33	58	5.57
TO SEE CULTURAL HERITAGE SITES (EG. MUSEUMS, GALLERIES, HISTORIC SITES)	-3.353	0.001	57	5.70	58	5.12
TO VISIT SOMEWHERE OTHERS HAVE NOT VISITED	-2.052	0.040	58	4.53	59	4.03
TO DO THINGS I HAVE NEVER DONE	-3.096	0.002	59	5.92	59	5.31
TO ATTEND FESTIVALS AND CELEBRATIONS	-2.744	0.006	59	5.2	59	4.56
TO PARTICIPATE IN NIGHTLIFE	-2.128	0.033	59	5.19	59	4.98
TO TRAVEL SOMEWHERE AFFORDABLE	-1.992	0.046	59	5.63	59	5.32
TO BE IN A SAFE ENVIRONMENT	-1.432	0.152	59	5.02	59	5.17
TO BUILD FRIENDSHIPS WITH OTHERS	-0.924	0.355	59	5.58	59	5.44
TO INTERACT WITH LOCAL RESIDENTS	-1.354	0.176	59	5.54	58	5.67
TO GAIN OTHER'S RESPECT	-1.823	0.068	59	3.64	58	3.43
TO BE A SKILLED TRAVELLER	-1.774	0.076	58	4.69	59	4.44
BECAUSE I SOMETIMES LIKE TO BE ALONE	-0.818	0.413	59	3.81	59	3.66
TO RELAX PHYSICALLY	-1.322	0.186	59	4.63	59	4.46
TO REST	-1.193	0.233	59	4.58	59	4.42
TO CONTRIBUTE SOMETHING TO THE PLACES I VISIT	-1.183	0.237	59	3.90	59	3.86
TO VISIT FRIENDS AND RELATIVES	-0.059	0.953	57	4.91	58	4.79
TO HAVE FUN, TO BE ENTERTAINED	-1.632	0.103	57	6.00	58	5.78
TO VISIT A COUNTRYSIDE ENVIRONMENT	-1.343	0.179	59	4.85	59	5.07
TO DO THE THINGS THE LOCALS DO	-0.372	0.710	59	5.36	58	5.24
TO ENJOY LANDSCAPES AND NATURE	-1.426	0.154	59	5.83	59	5.64

Comparison of Motives (General vs. Manitoba)

Items with means higher than 5.5 (higher than “often true” on the 7-point scale)

for both general and Manitoba specific travel motives include;

- TO LEARN ABOUT THINGS AROUND ME
- TO SATISFY MY CURIOSITY
- TO EXPAND MY KNOWLEDGE
- TO DISCOVER NEW THINGS
- TO BUILD FRIENDSHIPS WITH OTHERS
- TO INTERACT WITH LOCAL RESIDENTS
- TO HAVE FUN TO BE ENTERTAINED
- TO SEE NEW PLACES/NEW THINGS
- TO EXPERIENCE DIFFERENT CULTURES AND WAYS OF LIFE
- TO ENJOY LANDSCAPES AND NATURE

These motive items can therefore be considered more dominant travel motives for the respondents of the survey and marketing messages regarding Manitoba could speak to these motives for travel.

Travel motive items with means higher than 5.5 for general travel motives only (Manitoba specific means were lower) include;

- TO TRAVEL SOMEWHERE AFFORDABLE
- TO SEE CULTURAL HERITAGE SITES
- TO DO THINGS I HAVE NEVER DONE
- TO BE ACTIVE
- TO MEET NEW AND DIFFERENT PEOPLE
- TO EXPERIENCE EXCITEMENT
- TO EXPLORE NEW IDEAS
- TO LEARN ABOUT MYSELF

These items appear to also be dominant general travel motives for the respondents to the survey, however, the means were significantly ($p = 0.05$) lower for Manitoba specific travel motives. Therefore, it appears that for respondents to this survey these motive items were seen as reasons for travel in general, but less so as reason for travel to

Manitoba specifically. These items could be addressed in marketing initiatives by helping potential travellers to understand how Manitoba travel products could address these motives.

On the other end of the rating scale, certain motive items had means below four (less than “somewhat true” on the 7-point scale) for both general and Manitoba specific travel motive items, these include;

- TO GAIN OTHER’S RESPECT
- BECAUSE SOMETIMES I LIKE TO BE ALONE
- TO CONTRIBUTE SOMETHING TO THE PLACES I VISIT

These motive items can be considered less dominant for the respondents to this survey.

In one case, while the general travel motive mean for TO GAIN A FEELING OF BELONGING remained above four (4.19), the Manitoba specific travel motive mean for this item was significantly ($p = 0.05$) lower (3.73). This indicates that this motive item was significantly less of a reason for travel to Manitoba than it was a reason for travel in general for the respondents to this survey.

Correlational Relationships among variables

Using the (bivariate) Spearman Correlation several significant correlations ($p = 0.05$) were found between Manitoba specific motive items, demographics, and trip characteristics reported by respondents.

Travel Characteristics and Manitoba specific Travel Motives

Number of people in the travel group correlated positively with; TO SEE CULTURAL HERITAGE SITES, TO DO THINGS I HAVE NEVER DONE, TO PARTICIPATE IN NIGHTLIFE, TO ENJOY LANDSCAPES AND NATURE, and TO BE IN A SAFE ENVIRONMENT (See Table 9). This suggests that travellers who planned on travelling with several other travellers (maximum group size of five people for this study) agreed that they wanted to see and do new things, but that they wanted to do so safely, perhaps the adage “safety in numbers” is appropriate here. Another interpretation could be that those who are willing to travel independently are less risk sensitive and therefore do not feel a strong need to be in a safe environment.

Table 9: Motive correlation with number of people in travel group

Motive Items		Number of people in travel group
TO SEE CULTURAL HERITAGE SITES (EG. MUSEUMS, GALLERIES, HISTORIC SITES)	Correlation Coefficient	0.280
	Sig. (2-tailed)	0.033
	N	58
TO DO THINGS I HAVE NEVER DONE	Correlation Coefficient	0.263
	Sig. (2-tailed)	0.045
	N	59
TO PARTICIPATE IN NIGHTLIFE	Correlation Coefficient	0.314
	Sig. (2-tailed)	0.016
	N	59
TO ENJOY LANDSCAPES AND NATURE	Correlation Coefficient	0.289
	Sig. (2-tailed)	0.026
	N	59
TO BE IN A SAFE ENVIRONMENT	Correlation Coefficient	0.309
	Sig. (2-tailed)	0.017
	N	59

Planned length of stay in Manitoba correlated positively with; TO BUILD FRIENDSHIPS WITH OTHERS, TO INTERACT WITH LOCAL RESIDENTS, and TO VISIT FRIENDS AND RELATIVES and correlated negatively with BECAUSE I SOMETIMES LIKE TO BE ALONE, and TO SEE CULTURAL HERITAGE SITES (See Table 10). These results indicate a focus on people, friendship and interaction, and less of a motive for cultural heritage for longer stay guests.

Table 10: Motive correlation with planned length of stay in Manitoba

Motive items		Planned length of stay in Manitoba
TO BUILD FRIENDSHIPS WITH OTHERS	Correlation Coefficient	0.394
	Sig. (2-tailed)	0.002
	N	58
TO INTERACT WITH LOCAL RESIDENTS	Correlation Coefficient	0.324
	Sig. (2-tailed)	0.013
	N	57
BECAUSE I SOMETIMES LIKE TO BE ALONE	Correlation Coefficient	-0.307
	Sig. (2-tailed)	0.018
	N	58
TO VISIT FRIENDS AND RELATIVES	Correlation Coefficient	0.411
	Sig. (2-tailed)	0.001
	N	57
TO SEE CULTURAL HERITAGE SITES (EG. MUSEUMS, GALLERIES, HISTORIC SITES)	Correlation Coefficient	-0.279
	Sig. (2-tailed)	0.035
	N	57

Funds available for travel correlated negatively with; TO GAIN A FEELING OF BELONGING, TO SLOW DOWN, BECAUSE I SOMETIMES LIKE TO BE ALONE, TO RELAX PHYSICALLY, TO RELAX MENTALLY, TO REST, TO RELIEVE STRESS AND TENSION, and TO CONTRIBUTE SOMETHING TO THE PLACES I VISIT (See Table 11). Indicating that as funds available for travel purposes increased, agreement with the listed motive items decreased. This result is interesting as the

characteristic of having a higher level of funds doesn't intuitively correspond to the listed motive items. This result could be ambiguous due to the low response rate, and a larger sample may help to clarify the relationship between these variables.

Table 11: Motive correlation with funds available for travel

Motive Items		Funds available for travel
TO GAIN A FEELING OF BELONGING	Correlation Coefficient	-0.283
	Sig. (2-tailed)	0.029
	N	59
TO SLOW DOWN	Correlation Coefficient	-0.498
	Sig. (2-tailed)	0.000
	N	58
BECAUSE I SOMETIMES LIKE TO BE ALONE	Correlation Coefficient	-0.351
	Sig. (2-tailed)	0.006
	N	59
TO RELAX PHYSICALLY	Correlation Coefficient	-0.289
	Sig. (2-tailed)	0.025
	N	59
TO RELAX MENTALLY	Correlation Coefficient	-0.323
	Sig. (2-tailed)	0.012
	N	59
TO REST	Correlation Coefficient	-0.308
	Sig. (2-tailed)	0.017
	N	59
TO RELIEVE STRESS AND TENSION	Correlation Coefficient	-0.275
	Sig. (2-tailed)	0.034
	N	59
TO CONTRIBUTE SOMETHING TO THE PLACES I VISIT	Correlation Coefficient	-0.259
	Sig. (2-tailed)	0.047
	N	59

Mode of transportation (coded as private = 1 and public = 2) correlated negatively with TO RELAX PHYSICALLY (See Table 12). This indicates that respondents who planned on using private transportation agreed more strongly with the motive item TO RELAX PHYSICALLY than respondents who planned on using public transportation.

Table 12: Motive Correlation with mode of transportation

Motive Item	Transportation
	Correlation Coefficient
	-0.295
	Sig. (2-tailed)
	0.023
TO RELAX PHYSICALLY	N
	59

Bookings made through a travel agent were analyzed because one of the characteristics of backpackers is that they arrange travel independently (Loker-Murphy & Pearce; 1995; Nash, Thyne & Davies, 2006; Noy; 2004), without the assistance of a travel agent. This parallels the findings of this study in that bookings through travel agents were not planned by most respondents; however, several travel agent related variables have correlations with motive items. Booking airfare through a travel agent (coded as 1 = yes and 2 = no) correlated negatively with; TO BUILD FRIENDSHIPS WITH OTHERS and positively with TO SLOW DOWN (See Table 13). This indicates that respondents who planned on booking their airfare through a travel agent agreed more strongly with the motive item TO BUILD FRIENDSHIPS WITH OTHERS, and less strongly with the motive item TO SLOW DOWN. Booking tours or booking transportation through a travel agent (coded as 1 = yes and 2 = no) both correlated negatively with TO USE MY PHYSICAL ABILITIES. This indicates that those who planned on booking tours or transportation through a travel agent agreed more strongly

with the motive item TO USE MY PHYSICAL ABILITIES. Ratings of helpfulness of travel agents as a travel information source correlated positively with the motive items TO BUILD FRIENDSHIPS WITH OTHERS, TO GAIN OTHER'S RESPECT and TO USE MY PHYSICAL ABILITIES (See Table 14). This indicates that as responses to helpfulness increased, responses to the motive items also increased in agreement.

Table 13: Motive correlation with bookings through a travel agent

Motive Items		Bookings through a travel agent			
		Airfare	Accommodation	Tours	Transportation
TO BUILD FRIENDSHIPS WITH OTHERS	Correlation Coefficient	-0.360	-0.092	-0.156	-0.152
	Sig. (2-tailed)	0.010	0.521	0.289	0.278
	N	49	50	48	52
TO USE MY PHYSICAL ABILITIES	Correlation Coefficient	-0.233	-0.185	-0.312	-0.288
	Sig. (2-tailed)	0.106	0.197	0.030	0.037
	N	49	50	48	52
TO SLOW DOWN	Correlation Coefficient	0.291	0.198	0.069	0.106
	Sig. (2-tailed)	0.042	0.166	0.637	0.454
	N	49	50	48	52

Table 14: Motive correlation with use and helpfulness of a travel agent

Motive Items	TRAVEL AGENT	
TO BUILD FRIENDSHIPS WITH OTHERS	Correlation Coefficient	0.285
	Sig. (2-tailed)	0.029
	N	59
TO GAIN OTHER'S RESPECT	Correlation Coefficient	0.273
	Sig. (2-tailed)	0.038
	N	58
TO USE MY PHYSICAL ABILITIES	Correlation Coefficient	0.390
	Sig. (2-tailed)	0.002
	N	59
TO BE IN A SAFE ENVIRONMENT	Correlation Coefficient	0.273
	Sig. (2-tailed)	0.037
	N	59

Demographics and Manitoba Specific Travel Motives

Gender (coded as M = 1 and F = 2) correlated negatively with TO INTERACT WITH OTHER TRAVELLERS, and TO USE MY PHYSICAL ABILITIES (See Table 15). Therefore, females agreed less strongly with these motive items.

Education level correlated positively with; TO SATISFY MY CURIOSITY, TO LEARN ABOUT MYSELF, TO BUILD FRIENDSHIPS WITH OTHERS, and TO DEVELOP CLOSE FRIENDSHIPS (See Table 15). As education level increased, agreement with the listed motive items also increased, revealing a focus on learning, and relationship building as motives for educated travellers.

Table 15: Motive correlation with gender and education

Motive Items		Gender	Education
TO SATISFY MY CURIOSITY	Correlation Coefficient	-0.048	0.280
	Sig. (2-tailed)	0.719	0.033
	N	58	58
TO LEARN ABOUT MYSELF	Correlation Coefficient	-0.109	0.300
	Sig. (2-tailed)	0.410	0.021
	N	59	59
TO BUILD FRIENDSHIPS WITH OTHERS	Correlation Coefficient	-0.098	0.276
	Sig. (2-tailed)	0.461	0.035
	N	59	59
TO INTERACT WITH OTHER TRAVELLERS	Correlation Coefficient	-0.296	-0.035
	Sig. (2-tailed)	0.023	0.793
	N	59	59
TO USE MY PHYSICAL ABILITIES	Correlation Coefficient	-0.371	0.123
	Sig. (2-tailed)	0.004	0.354
	N	59	59
TO DEVELOP CLOSE FRIENDSHIPS	Correlation Coefficient	-0.115	0.322
	Sig. (2-tailed)	0.388	0.014
	N	58	58

Personal income correlated negatively with; TO CHALLENGE MY ABILITIES, and BECAUSE I SOMETIMES LIKE TO BE ALONE, and correlated positively with TO PARTICIPATE IN NIGHTLIFE (See Table 16). Therefore, as personal income increased, respondents' were more motivated to travel to participate in nightlife, but less motivated to challenge themselves or to be alone.

Student status (Coded as student = 1 and non-student = 2) correlated negatively with; TO CHALLENGE MY ABILITIES, TO IMPROVE MY SKILLS AND ABILITY AS A TRAVELLER, and TO DEVELOP CLOSE FRIENDSHIPS (See Table 16). This indicates that respondents who were students agreed more strongly with the listed motive items.

Table 16: Motive correlation with personal income and student status

Motive Items		Personal income in	
		2005	Student status
TO CHALLENGE MY ABILITIES	Correlation Coefficient	-0.336	-0.300
	Sig. (2-tailed)	0.009	0.021
	N	59	59
TO IMPROVE MY SKILLS AND ABILITY AS A TRAVELLER	Correlation Coefficient	-0.191	-0.270
	Sig. (2-tailed)	0.159	0.044
	N	56	56
TO DEVELOP CLOSE FRIENDSHIPS	Correlation Coefficient	-0.309	-0.280
	Sig. (2-tailed)	0.018	0.033
	N	58	58
BECAUSE I SOMETIMES LIKE TO BE ALONE	Correlation Coefficient	-0.297	-0.055
	Sig. (2-tailed)	0.023	0.680
	N	59	59
TO PARTICIPATE IN NIGHTLIFE	Correlation Coefficient	0.272	-0.015
	Sig. (2-tailed)	0.037	0.911
	N	59	59
TO BE IN A SAFE ENVIRONMENT	Correlation Coefficient	0.247	0.134
	Sig. (2-tailed)	0.060	0.312
	N	59	59

Employment (coded as 1 = employed and 2 = not employed) correlated negatively with; TO HAVE FUN, TO BE ENTERTAINED, TO SEE CULTURAL HERITAGE SITES, TO DO THINGS I HAVE NEVER DONE, TO ATTEND FESTIVALS AND CELEBRATIONS, TO TRAVEL SOMEWHERE AFFORDABLE, and TO BE IN A SAFE ENVIRONMENT (See Table 17). This indicates that respondents who were employed agreed more strongly with the motive items listed. It is interesting that respondents who are employed agreed more strongly with the motive TO TRAVEL SOMEWHERE AFFORDABLE, than did those who are unemployed, which leads us to question why respondents consider themselves to be unemployed and if this is by choice. Student status was a separate question on the survey, and therefore, respondents who answered *Yes* to being a student may have answered *Unemployed* for the employment question.

Table 17: Motive correlations with employment

Motive Items		Employment
TO HAVE FUN, TO BE ENTERTAINED	Correlation Coefficient	-0.327
	Sig. (2-tailed)	0.012
	N	58
TO SEE CULTURAL HERITAGE SITES (EG. MUSEUMS, GALLERIES, HISTORIC SITES)	Correlation Coefficient	-0.319
	Sig. (2-tailed)	0.015
	N	58
TO DO THINGS I HAVE NEVER DONE	Correlation Coefficient	-0.262
	Sig. (2-tailed)	0.045
	N	59
TO ATTEND FESTIVALS AND CELEBRATIONS	Correlation Coefficient	-0.294
	Sig. (2-tailed)	0.024
	N	59
TO TRAVEL SOMEWHERE AFFORDABLE	Correlation Coefficient	-0.333
	Sig. (2-tailed)	0.010
	N	59
TO BE IN A SAFE ENVIRONMENT	Correlation Coefficient	-0.309
	Sig. (2-tailed)	0.017
	N	59

Age, number of trips per year, and booking accommodation through a travel agent did not correlate with any motive items.

Travel Characteristics and Demographics

Number of people in the travel group correlated positively with personal income, and correlated negatively with transportation (coded as 1 = private and 2 = public), and employment (coded as 1 = employed and 2 = not employed). This indicates groups with higher numbers of the people had members with higher personal incomes and members were more likely to use private modes of transportation and to be employed (See Table 18).

Table 18: Travel characteristic and demographic correlation with number in travel group

		Number of people in travel group
Personal income in 2005	Correlation Coefficient	0.263
	Sig. (2-tailed)	0.045
	N	59
Transportation	Correlation Coefficient	-0.409
	Sig. (2-tailed)	0.001
	N	59
Employment	Correlation Coefficient	-0.307
	Sig. (2-tailed)	0.018
	N	59

Planned length of stay in Manitoba correlated positively with funds available for travel purposes, and correlated negatively with booking airfare through a travel agent (coded as 1 = yes and 2 = no). Therefore, as planned length of stay increased, funds available for travel increased and respondents were more likely to book airfare through a travel agent (See Table 19).

Table 19: Travel characteristic correlation with length of stay in Manitoba

		Planned length of stay in Manitoba
Funds available for travel	Correlation Coefficient	0.289
	Sig. (2-tailed)	0.028
	N	58
Booking airfare through a travel agent	Correlation Coefficient	-0.325
	Sig. (2-tailed)	0.024
	N	48

Age (coded as year of birth) correlated negatively with personal income and student status (coded as 1 = student and 2 = non-student). This finding makes intuitive sense as the younger the respondent the lower their income and the more likely they are to be a student (See Table 20).

Table 20: Travel characteristic and demographic correlation with age

		Age
Personal income in 2005	Correlation Coefficient	-0.318
	Sig. (2-tailed)	0.016
	N	57
Student status	Correlation Coefficient	-0.405
	Sig. (2-tailed)	0.002
	N	57

Funds available for travel correlated negatively with the number of trips per year, and booking airfare and transportation through a travel agent (coded as 1 = yes and 2 = no), and correlated positively with planned length of stay in Manitoba and mode of transportation (coded as 1 = private and 2 = public) (See Table 21). This indicates that the more funds available for travel, the fewer trips were taken per year and the more likely the respondent was to book airfare and transportation through a travel agent, to use public modes of transportation and to stay for a longer duration in Manitoba. These findings are interesting as it makes sense that taking fewer trips in a year would allow travellers to have more funds available for one longer trip, and using public transportation could allow them to stretch their funds further and allow them to travel for an even longer time period.

Table 21: Travel characteristic correlation with funds available for travel

		Funds available for travel
Planned length of stay in Manitoba	Correlation Coefficient	0.289
	Sig. (2-tailed)	0.028
	N	58
Number of trips per year	Correlation Coefficient	-0.300
	Sig. (2-tailed)	0.021
	N	59
Transportation	Correlation Coefficient	0.328
	Sig. (2-tailed)	0.011
	N	59
Booking airfare through a travel agent	Correlation Coefficient	-0.610
	Sig. (2-tailed)	0.000
	N	49
Booking transportation through a travel agent	Correlation Coefficient	-0.290
	Sig. (2-tailed)	0.037
	N	52

Personal income correlated positively with number of people in the travel group and student status (coded as 1 = student and 2 = non-student) and negatively with age and employment (coded as 1 = employed and 2 = not employed). Therefore, as personal income increased, respondents were less likely to be a student, more likely to be employed, more likely to travel with one or more others, and likely to be older (See Table 22).

Table 22: Travel characteristic and demographic correlation with personal income

		Personal income in 2005
Number of people in travel group	Correlation Coefficient	0.263
	Sig. (2-tailed)	0.045
	N	59
Age	Correlation Coefficient	-0.318
	Sig. (2-tailed)	0.016
	N	57
Student status	Correlation Coefficient	0.472
	Sig. (2-tailed)	0.000
	N	59
Employment	Correlation Coefficient	-0.374
	Sig. (2-tailed)	0.003
	N	59

Gender and education level did not correlate with any other demographic, information search, or trip characteristics. This result is surprising, as one would intuitively expect to see a relationship between education and income level and/or employment status, and perhaps even funds available for travel, however none of these relationships were found in this group of respondents. This could be due to low number of respondents to this survey, and further research would be needed to support this finding.

Chapter 5: Discussion

Profile

Many of the characteristics of backpackers, drifters, or budget travellers reported in the literature were echoed in the responses to this survey. These types of travellers have been reported to be educated, to travel alone (Riley, 1988), and to prefer independently organized travel (Nash et al., 2006; Riley, 1988). These results are consistent with the responses to this survey; most respondents had completed university or college and many had a graduate degree or higher, 40.7 percent of respondents to this survey reported that they would be travelling alone, and most did not plan on booking travel services using a travel agent, and did not use a travel agent as a pre-trip information source. Most respondents to this survey had \$501 or more available for travel, with 22 percent having \$2,001 - \$3,500 available (this was also the mean). This is comparable to the WTO finding that the average backpacker to Canada spends \$3,366 during their trip (as cited in Hecht & Martin, 2006; see also d'Anjou, 2004).

Some characteristics reported by the respondents to this survey are not consistent with the characteristics of backpackers as they are reported in the literature. The majority of respondents to this survey were between the ages of 24 and 28 years of age, this is older than the reported age of backpackers from other literature, which states that backpackers are usually between 20 and 24 years of age (Nash et al., 2006). Backpackers have also been said to originate from mostly northern European countries (O'Reilly, 2006) or from Western countries (Riley, 1988). In this study northern European countries were not among the top countries of origin, however, many respondents were from Western countries (Canada, Australia, New Zealand, England and Wales, France

Germany, Switzerland and the USA). This is consistent with the occupancy statistics from HI-C-MB, where countries making up the most overnights are predominantly Western countries (Rutherford, unpublishedA; unpublishedB). Previous studies (Nash et al, 2006; O'Reilly, 2006; Riley 1988) took place in various locations around the world, but not in North America, and this could be the reason for the different findings for countries of origin.

Although the results of the survey respondents profile do not match the reported characteristics of backpackers exactly, they are quite similar and therefore it is reasonable to conclude that the survey reached a population of travellers who can realistically be classified as backpackers.

Sung (2004) found adventure travellers to have the following characteristics (in general): younger (19-34 years of age), men, from Western countries, professional or managerial occupations, well educated, less sensitive to risk than other traveller groups, and affluent. Sung's *Budget Youngster* adventure travellers were identified as: young (between 19-34 years of age), low income, and tend to arrange trips independently. These characteristics also closely match our respondent profile, indicating that the respondents to our survey could also be categorized as adventure travellers.

Comparison of motive items and Leisure Motivation Scale factors

Beard and Ragheb's (1983) Leisure Motivation Scale (LMS) divided leisure motivation into four subscales; *intellectual*, *social*, *competence-mastery*, and *stimulus-avoidance* (See Table 1). The dominant motives found in this study were, for the most part, part of the Beard and Ragheb *intellectual* subscale. This "component of leisure

motivation assesses the extent to which individuals are motivated to engage in leisure activities [travel in this study] which involve substantial mental activities such as learning, exploring, discovering, creating or imagining” (Beard & Ragheb, 1983:225). This fits with the Backpacker Research Group (BRG) findings that backpackers desire to explore other cultures and to increase knowledge (Richards & Wilson, 2004).

Other dominant motives (some from the Beard and Ragheb LMS and some from other sources) fit in with the Beard and Ragheb *social* subscale. This “component assesses the extent to which individuals engage in leisure activities [travel in this study] for social reasons” (pp. 225). This component includes two needs: the *need for friendship and interpersonal relationships* and the *need for the esteem of others* (Beard and Ragheb, 1983). It is the first of those two needs that appears to be the more dominant for respondents to this study (based on the dominant motives found), and this is also consistent with the characteristics of backpackers reported in previous research (Loker-Murphy & Pearce, 1995; Murphy, 2001; Nash et al., 2006; Noy, 2004; Richards & Wilson, 2004; Riley, 1988; Riley, 1995).

Two of the least dominant motives found in this study were BECAUSE I SOMETIMES LIKE TO BE ALONE and TO GAIN OTHER’S RESPECT. These items were from the *stimulus avoidance* and *social* subscales respectively. Intuitively one might expect *stimulus avoidance* to be one of the major reasons for travel. To ‘relax’ or to ‘get away from it all’ are often reasons we hear people say they would like to go on a vacation. However this was not the result found in this study and points to the dominance of the motives for exploration and discovery among travellers in this age cohort. The fact that a *social* motive has appeared as least dominant is a surprise, since

several *social*-type motives were found to be dominant. When we look at the motive item itself, TO GAIN OTHER'S RESPECT, this item is part of the second need in the *social* subscale, the *need for the esteem of others*. In backpacker culture, this is a motive, however, that can not be admitted (Richards & Wilson, 2004; Riley, 1995). Backpacker travellers do want respect from others, but they attempt to hide this want and go about gaining respect in a round-about way, such as getting the 'best deal' or finding a 'new/undiscovered' location (Richards & Wilson, 2004; Riley, 1995).

Comparison with previous research on backpackers

The value placed on word-of-mouth communication between backpacker travellers has been identified by several researchers (Murphy, 2001; Riley, 1988; Sorensen, 2003). This was consistent with the number of respondents who reported using advice from family and friends as a source of pre-trip information, and that almost all respondents felt that this information was at least Somewhat Helpful, indicating that personal word-of-mouth communication is also valued as a source of pre-trip information. While rigorous information search is considered to be a characteristic of backpacker travel, the information sources listed on the survey were reported as 'Did Not Use' by many respondents. The internet, advice from family and friends, and guide books were the most used information sources among respondents in this study. Further research in this area could confirm these findings and contrast the use of information sources prior to and during travel.

Youth and backpackers have been said to be less risk sensitive than other groups of travellers (d'Anjou, 2004; Elsrud, 2001; Loker-Murphy & Pearce, 1995; Noy, 2004;

Teo & Leong, 2006), this is consistent with the finding that TO BE IN A SAFE ENVIRONMENT was not found to be a dominant motive for respondents to this survey. Sung (2004) divided adventure travellers into two groups based on motives, and these motives can be compared to some of the dominant motives of the respondents to this study (See Table 23).

Table 23: Motive comparison (adventure travellers and respondents to this study)

Sung's groups	Dominant motives found in this study
Centrality self-awareness self-discovery achievement self actualization	TO EXPAND MY KNOWLEDGE TO LEARN ABOUT MYSELF TO DO THINGS I HAVE NEVER DONE TO LEARN ABOUT THINGS AROUND ME TO SATISFY MY CURIOSITY TO DISCOVER NEW THINGS TO SEE NEW PLACES/NEW THINGS TO EXPERIENCE DIFFERENT CULTURES AND WAYS OF LIFE TO EXPLORE NEW IDEAS
Self-expression control affiliation social contact	TO EXPERIENCE DIFFERENT CULTURES AND WAYS OF LIFE TO BUILD FRIENDSHIPS WITH OTHERS TO INTERACT WITH LOCAL RESIDENTS TO MEET NEW AND DIFFERENT PEOPLE

It appears that the motives of adventure travellers, as identified by Sung (2004), are also consistent with the dominant motives found in this study. The similarities between adventure travellers and backpackers, in terms of characteristics, motives and risk-sensitivity are an interesting finding. More research in this area could determine the extent of the congruence of these two groups.

Backpackers have been found to value the self-changing nature of travel experiences (Richards & Wilson, 2004). This value of self-change provides agreement to the dominance of the following motives; TO EXPAND MY KNOWLEDGE, TO

DISCOVER NEW THINGS, TO DO THINGS I HAVE NEVER DONE, TO EXPLORE NEW IDEAS, TO LEARN ABOUT MYSELF. It should be noted that only the first two of those motives were dominant in responses to the travel to Manitoba motive items.

Comparison with previous research on motivation

The dominant motives found in this study are consistent with the top three reasons youth travel (to explore other cultures, experience excitement, and increase knowledge) found by the Association for Tourism and Leisure Education (ATLAS) survey (Richards & Wilson, 2003).

The correlation of motives with the planned length of stay in Manitoba is consistent with the backpacker characteristics of longer stays, and emphasis on meeting locals and other travellers (Loker-Murphy & Pearce, 1995; Murphy, 2001; Nash et al., 2006; Noy, 2004; Riley, 1988). Bieger and Laesser (2002) found that the number of people participating in the trip was a predictor of travel motivation, and this study also found a correlation between motive items and of the number of people in the travel group.

Findings of various researchers have pointed to several dominant travel motives. Riley (1988) stated that budget travellers' motives include the following: escape from monotony of the everyday routine, work, marriage and other responsibilities, curiosity about other countries and cultures, and the desire for adventure and freedom. Pearce (1988) found that dominant motives for all travellers studied included: escape/relax, novelty, relationship, and self-development, these are very similar to their reported core *push* motives have been identified as; escape, relaxation, relationship enhancement, and

self-development (Pearce & Lee, 2005; Snepenger et al., 2006). Research by the BRG found young travellers to be motivated by desire to explore other cultures, increase knowledge, and to relax mentally (Richards & Wilson, 2004). Crompton (1979) identified *push* motives as: escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of (or escape from) kinship relationships, and facilitation of social interaction.

The findings from the above research are consistent with the reported dominant motives from this study (both for travel in general and for travel to Manitoba), with the exception of the *pull* motive to ENJOY LANDSCAPES AND NATURE. This motive does relate to Maslow's aesthetic need, however, it was not studied in a scientific manner by Maslow (1970). It is possible that the dominance of this motive is related to Canada's reputation as a country with vast 'untouched' wilderness. This would be consistent with Bieger and Laesser's (2002) conclusion that motivation does not influence travel destination, but the destination influences travel motivation. In addition, there is consistency between reported dominant travel motives from past research and the motives reported as dominant for travel in general (but less dominant for travel to Manitoba specifically) with the exception of the motives TO TRAVEL SOMEWHERE AFFORDABLE, and TO BE ACTIVE. The affordability of travel destinations was likely not a component of much of the past travel motivation research, and it could be argued that this motive is more segment or destination related. Other research repeatedly found relaxation or mental relaxation to be dominant (Crompton, 1979; Pearce, 1988, Pearce & Lee, 2005; Snepenger et al., 2006), the relaxation motives were not among the dominant motives found in this study. The dominance of activity for the respondents in

this study does not necessarily indicate that travellers are not motivated to relax mentally, but could be related to the desire to do, see, and experience. Dominant motives reported in this study correspond to the motives found for adventure travel (Sung, 2004). If the travellers who responded to this study are indeed adventure travellers, then non-dominance of the relaxation motives is not surprising, as they would be more motivated by the motives listed above.

The motive TO GAIN OTHER'S RESPECT had low scores in this study. This finding supports Riley's (1995) finding that backpackers seek prestige and recognition as a skilled traveller by seeking authentic experiences, and that admitting to seeking prestige itself is considered a contravention of the backpacker code of conduct. Backpackers tend to downplay certain experiences in conversation due to their desire to dissociate from grandiosity and pretentiousness, which they consider a characteristic of other travellers or tourists and not of a backpacker (Richards & Wilson, 2004). The low score on the motive item BECAUSE I SOMETIMES LIKE TO BE ALONE is also consistent with the backpackers' emphasis on interaction with other backpackers and with local residents (Loker-Murphy & Pearce, 1995; Murphy, 2001; Nash et al., 2006; Noy, 2004; Riley, 1988).

The lack of correlation between motive items, age, and number of trips per year was somewhat surprising. This finding contradicts the *travel career ladder* theory (Pearce, 1988), in which certain travel motives are more emphasized by experienced travellers, who would likely (although not necessarily) be older and take more trips per year. This could be due in part to the fact that this study focused on youth, therefore older travellers who may have more travel experience were not included in the population

studied. Another possibility is that number of trips overall may increase with age, but not number of trips per year, as was the variable used in this study. Using the *travel career ladder* theory the number of trips per year should also correlate to the traveller's country of origin (Pearce, 1988). Unfortunately, due to the low response in this study, comparison of country of origin with other variables was not possible.

Chapter 6: Implications and Conclusion

This study provided an overview of the motivation, demographics, and travel characteristics of youth independent leisure travellers planning to visit Manitoba. The study has provided insight into the characteristics of these travellers and has explored the relationships among these characteristics.

Contribution of research

To the best of our knowledge, this study provided the first opportunity to assess the motivation and travel characteristics of youth independent travellers planning to visit Manitoba, and to assess relationships between the various characteristics. Previous research has studied backpackers' communication styles (Noy, 2004), social and cultural aspects (Richards & Wilson, 2004), risk creation (Elsrud, 2001), and their contribution to tourism development (Cohen, 1972; Riley 1998; Visser, 2004). Motivation has been studied from various perspectives, namely *push* and *pull* (Crompton, 1979; Dann, 1977), seeking and escaping (Iso-Ahola, 1982), behavior and prestige (Riley, 1995), tourists types (Bieger & Laesser, 2002; Cohen, 1972; Loker-Murphy, 1996), and the Leisure Motivation Scale (Beard & Ragheb, 1983). Theories have been developed, namely Maslow's Hierarchy of Needs (Maslow, 1970), and the *Travel Career Ladder* (Pearce & Lee, 2005). The characteristics found by previous researchers were compared to the responses in this study.

The findings of this research study support the findings of previous research in the areas of: backpacker characteristics (d'Anjou, 2004; Hecht & Martin, 2006; Nash et al.,

2006; Riley, 1988) and adventure traveller characteristics (Sung, 2004), word-of-mouth communications (Murphy, 2001; Riley, 1988; Sorensen, 2003), sensitivity to risk (d'Anjou, 2004; Elsrud, 2001; Loker-Murphy & Pearce, 1995; Noy, 2004; Teo & Leong, 2006), value of the self-changing nature of travel (Richards & Wilson, 2004), and dominant travel motives (Bieger & Laesser, 2002; Crompton, 1979; Loker-Murphy & Pearce, 1995; Maslow, 1970; Murphy, 2001; Nash et al., 2006; Noy, 2004; Pearce, 1988; Pearce & Lee, 2005; Richards & Wilson, 2004; Riley, 1988; Snepenger et al., 2006; Sung, 2004). The findings of this research do not support the *travel career ladder* theory (Pearce, 1988).

Implications for tourism practice

The first set of objectives of this research was to identify dominant travel motives, and explore relationships of Manitoba specific travel motives with other travel characteristics, both of which have been accomplished. Other objectives were to further this field of research by stimulating further research on the youth travel market in general and in Manitoba, specifically, to provide a foundation for future research on the youth travel market in Manitoba, and contribute to the literature and general knowledge base on youth travel. This study contributes to the existing literature in the areas of travel motivation, youth travel, backpacker travel, and travel to Manitoba. These areas have been said to lack empirical research (d'Anjou, 2004; Loker-Murphy & Pearce, 1995), and this study is assisting to close this gap in research.

The final objective was to provide direction for future Manitoba tourism sector marketing efforts. The results from this study may have direct or indirect implications

for the Manitoba tourism sector. The province of Manitoba is beginning to focus some attention and research on the youth travel market. The information gathered by this study will be useful for tourism organizations in Manitoba. It provides them with information regarding the information search and motives for youth travellers. This will enable them to provide tourism products that speak to those motives, and will help them to better market those products. With the knowledge of the motives that drive independent youth travellers to visit Manitoba, tourism organizations can ensure that their products satisfy those motives and that their advertising includes messages about how their products can satisfy those motives.

The results of this study indicate that the internet, guide books and family and friends are overwhelmingly the most used information sources. Therefore, when marketing to the youth market, dedicating resources to brochures does not appear to be an effective marketing strategy. Resources should be dedicated to websites, and advertising or information provided to guide book publishers to reach this market. This group also does not use travel agents for the most part, so travel agents can not be relied upon to sell travel products to this target market. The youth who responded to this study planned to travel by private vehicle or bus for the most part; therefore, advertising on road signs and in bus depots would be more effective than advertising in an airport.

The knowledge of the dominant travel motives of independent youth travellers identified in this study can be used by the Manitoba tourism sector to provide travel experiences that youth travellers want. In order to succeed, tourism businesses must not just meet traveller expectations, but surpass them (Nickerson & Kerr, 2007). By ensuring that the available Manitoba travel experiences cater to one or more of the dominant travel

motives, Manitoba tourism businesses can ensure that they have satisfied customers. For example, keeping in mind that two of the dominant motives found are TO INTERACT WITH LOCAL RESIDENTS and TO EXPERIENCE DIFFERENT CULTURES AND WAYS OF LIFE, a Manitoba travel company could design an experience for travellers during which they would have the chance to experience Canadian Aboriginal culture and have the opportunity to interact with Manitobans. By marketing this experience as a chance to meet Manitobans and experience Canadian Aboriginal cultures, the company should have success in selling this experience to backpackers, because it speaks directly to some of their dominant motives for travel. This is not to recommend that new travel products must be developed, rather Manitoba currently has some excellent travel products, and marketing them based on the identified travel motives, will assist them to reach the youth market with their existing products.

Based on comparisons of travel motives and travel characteristics, it is likely that travellers who conform to certain characteristics may be more likely to have some motives than others. This enables the Manitoba tourism sector to better target their future marketing efforts and develop products (i.e., tourist experiences) that match travellers' motives. Tourism businesses can use the information gathered when marketing their products. For example, if a business would like to focus on youth independent travellers with higher funds available for travel, they would see from this study that travellers who had more funds available for travel took fewer trips per year, were more likely to book their airfare or transportation through a travel agent, were more likely to use public transportation and to stay longer in Manitoba. Therefore marketing through travel agents

could be used to reach these travellers. Since this group uses public transportation, placing advertising in bus depots and rail stations would also be an effective strategy.

Interestingly, youth who did make bookings through travel agents also agreed with the motive item TO GAIN OTHER'S RESPECT. Both of those characteristics are not consistent with those of a backpacker, therefore youth who use travel agents may be a traveller group unto themselves. Given the small sample size in this study, further research is needed to support this speculation.

Another example of how the findings of this study could be used for marketing is for a business who markets their travel products through universities and colleges. Travellers who are educated and/or students were found to be motivated to travel by learning, challenge and relationship building. Incorporating messages such as 'Challenge Your Abilities', 'Learn About Aboriginal Culture' or 'Where Friendships Are Made' should speak to the motives of these travellers and would be beneficial to include in marketing campaigns at a university or college.

Due to the small sample size and the exploratory nature of this study, results do not conclusively indicate that certain travel characteristics cause certain motives to be dominant, or vice versa. However there appear to be strong correlational relationships between some variables studied and further research is needed to support those findings.

Study limitations and future research

The number of responses to this study was very low. Incentives have not always proven to increase response rates (Dillman, 2000), and this appears to have been the case with this study. Other factors that may have contributed to the low response rate include:

self-selection as a survey participant, average number of visits to the website selected is unknown, the length of the survey, and the web based survey format may not have appealed to respondents. The self-selection as a respondent to the web survey was not the intended method of data collection, however, due to complications with the website owners, self-selection resulted in being the selection method. The hosting of the survey on a website also excluded travellers who did not visit the website prior to their trip, and limited responses to those who had internet access and were willing to spend time completing an online survey.

The low response rate was a major limitation and did not allow the use of factor analysis and, due to non-normal distribution, made the results of most parametric statistical procedures unsuitable. Non-parametric statistics were used in their place, but the results should still be regarded with caution as they represent only the views of the small number of respondents to this survey and cannot be generalized to a larger population.

In addition to the low response rate, the population size is unknown, and therefore the response rate is also unknown. The respondents were anonymous and self-selected for survey completion; there was no way to check for self-selection or non-response bias. This is of concern, because there could be real differences in the responses of those who responded and those who chose not to respond. Another reason for the low response rate could have been the short period of time, and use of a single website for data collection. Extension of the time period and use of more websites to collect data may have allowed for more responses, however, it also may have had the effect of decreasing response rate, due to the potential for more people to respond. The time of year of data collection may

also have influenced responses and collection of survey responses at different times of the year may yield different results. Further research can be undertaken at a later date to ensure that motives identified by this study are consistent with those found at other times of the year.

This study is limited to independent or small group travel, only addresses travellers planning on visiting the province of Manitoba, and may not provide the same results as would be found if the study had included a wider or different traveller group or geographic area. A further limitation lies in the fact that the survey was completed by individuals who are intending to travel to Manitoba, this intention is not a guarantee that they will travel, and we did not gather information about those who are not motivated to travel to Manitoba.

A question which had the potential to cause difficulty in final analysis was that regarding the education level of respondents. Due to the differing educational systems in other countries, categories such as high-school may not have been understood or selected by respondents who would normally fall into that category. This does not appear to have been a problem for respondents, as this question did not have missing values (non-response), however, the fact that the education level of respondents was very high could point to non-completion of the survey by those with lower education levels. The surveys returned to the researcher were those that had been completed only, surveys in progress, or started and not completed, were not included in the results.

Due to the international nature of travel, the language chosen for the survey is of concern. The translation process is costly and due to a lack of available funds, translation of the survey was not possible for this research study. Based on the number of overnights

and countries of origin of Ivey House Hostel guests in 2004/05 (Rutherford, unpublishedA), French and Japanese would have been the most logical choices for translation (in addition to English). French and Japanese translations are recommended based on the overnight numbers from 2004-05; Quebec (559), France (140) and Japan (544) (Rutherford, unpublishedA). The majority of respondents to this survey were from English speaking countries (Canada, Australia, and New Zealand), however Japan was one of the countries that generated a number of responses to the survey, therefore Japanese would have been a good choice for translation of the survey. Language could have been another reason for non-response; if respondents did not understand the questions they may have opted not to participate in the survey, or may not have completed the survey.

It is important to continue research of the understudied youth market, and it is hoped that this study will stimulate future research by providing preliminary findings which can be tested by future studies. Further research, with a larger sample of the population, is needed to determine if the findings from this study are consistent with the general population of backpackers planning to visit Manitoba and to allow for comparisons of more variables (such as country of origin). More research is needed in the areas of: motivation, youth, and backpackers, and the impact of these on tourism in general, and in the province of Manitoba. In-depth interviews could be used to uncover motives that have not yet been identified by researchers, and to provide insight into the travel decision making process. Longitudinal studies are needed to illustrate how motives may change over time and how they impact the entire travel decision making cycle.

According to d'Anjou (2004) youth travel will be affected by the following trends: they will be a demanding and challenging market (savvy travellers who shop around for value and to ensure their expectations will be met), safety and security will continue to be of concern, more people will be involved in their decision to travel (schools, parents, etc.). 'Sustained economic growth' (p. 24), and the influence of technology were also identified by d'Anjou as trends that will impact youth travel. Research focusing on these trends should provide interesting information for the Manitoban and Canadian tourism sectors.

Conclusion

In summary, this study assessed the motivation and characteristics of youth independent leisure travellers. This study indicated that the travellers surveyed had characteristics consistent with those of backpackers and adventure travellers, as identified by previous research, and correlations were found between select demographic characteristics, travel motives, trip characteristics and information search. This study supported the findings of the majority of previous research on backpackers and motivation. The exception was the *travel career ladder* theory, which was not supported by the results of this study.

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Appendix A: Pre-Test (Paper Based) Survey

Introductory Script (to be read to potential participants)

Hi, my name is Cheryl Perrett. I'm a Masters student at the University of Manitoba. As part of my Masters Thesis I am doing research on youth tourism and motivation. Would you be willing to complete a survey as part of this research?

Screening Questions (also to be read to potential participants)

Are you willing to participate in a survey about the motivation of youth travellers visiting Manitoba?

Are you between the ages of 18 and 30 years?

Are you travelling alone or in a group of 5 or fewer people?

Are you travelling for pleasure/non-work purposes?

Participants who answer YES to ALL of the above questions are eligible to participate in this survey.

TRAVEL MOTIVATION OF INDEPENDENT YOUTH LEISURE TRAVELLERS
A Masters Thesis Research Project
University of Manitoba

Thank you for agreeing to participate in this study. You will be providing valuable information for youth tourism development in the province of Manitoba. Individual responses will be kept strictly confidential; responses will be stored in a locked filing cabinet, in a locked office at the University of Manitoba. There will be no identifying features on the responses and no way to link your responses to you personally. Upon completion of the study, the survey responses will be destroyed by shredding. Please note: your personal contact information will not be stored long-term, once the draws for free overnights have been completed, all personal information collected will be disposed of by shredding.

The Education & Nursing Research Ethics Board at the University of Manitoba has approved this research. If you have any questions or concerns about this project you may contact the Human Ethics Secretariat at 204-474-7122 or either of the project coordinators:

Masters student: Cheryl Perrett 204-474-7494

or

Academic Advisor: Dr. Michael Campbell 204-474-8514

A summary of the results of this research may be viewed on the following websites after April 1, 2006: www.travelmanitoba.com or <http://www.hihostels.ca/Manitoba/en/index.aspx?sortcode=2.0> or by contacting the researcher at youthtourismresearch@gmail.com

You may keep this paper for your records.

TRAVEL MOTIVATION OF INDEPENDENT YOUTH LEISURE TRAVELLERS
A Masters Thesis Research Project
University of Manitoba

The purpose of this research project is to identify the reasons youth independent leisure travellers visit Manitoba.

Your participation in this survey is entirely voluntary and will involve answering a number of questions regarding your travel, your reasons for travel, and some questions about yourself. The survey will take approximately 10 minutes to complete. The researcher will be available while you complete your survey, feel free to ask for clarification or new information throughout your participation. You may withdraw from the study at any time. To withdraw from the study, please stop answering the questions, you may submit the unfinished survey to the researcher, or simply dispose of the survey in the nearest garbage or recycling bin. You may also refrain from answering any questions you prefer to omit. There will be no prejudice or consequence for withdrawal or question omission.

To the best of the researchers' knowledge the research poses no risks to the participants.

Benefits of your participation include; a chance to win free overnights at Ivey House Hostel, providing Manitoba a better understanding of youth traveller wants and needs, and better enabling Manitoba to satisfy youth traveller wants and needs.

As a thank you for your participation, you will be provided with a ballot for a chance to win a free overnight at Ivey House Hostel. The draw will take place at the end of the day.

Entry in the draw is voluntary; you may choose not to enter the draw.

- Check this box to indicate that you have read and understood the above information and agree to participate in this survey.**

To begin the survey, turn to the next page...

Please answer the following questions as they relate to your current travel in Manitoba.

1. How many people, including you, are in your travel group? _____
2. How long are you staying in Manitoba on this trip? _____ days
3. Within Canada, what is your main mode of transportation on this trip? (*check one*)
 - Car, van, motorcycle (rented)
 - Car, van, motorcycle (owned)
 - Hitchhiking
 - Campervan/motorhome
 - Bus
 - Jump-on-jump off transportation service
 - Train
 - Airplane
 - Bicycle
 - Other, specify: _____

4. For each of the following items, did you book through a travel agent?
(*circle one answer for each item*)

Airfare	yes	no	don't know
Accommodation	yes	no	don't know
Tours	yes	no	don't know
Transportation	yes	no	don't know
Other	yes	no	don't know
	If yes, specify: _____		

5. Which was your main source for travel information prior to leaving on your trip? (*check one*)
 - Internet
 - Guide book
 - Advice from friends or family
 - Tour operator
 - Travel brochures
 - Newspapers/magazines
 - Tourist Board(s)
 - Travel agent
 - Other, specify: _____

6. What other sources of travel information did you use while preparing for your trip? (*use the scale to indicate how helpful you found the information source, if you did not use the information source, circle n/a*)

		Not at all helpful	Not very helpful	Somewhat helpful	Helpful	Very helpful
Internet (in general)	n/a	1	2	3	4	5
Travel Manitoba www.travelmanitoba.com	n/a	1	2	3	4	5
Hostelling International -Canada www.hihostels.ca	n/a	1	2	3	4	5
Canadian Tourism Commission www.canadatourism.com	n/a	1	2	3	4	5
Travel Websites (eg. Travelocity, expedia, etc.)	n/a	1	2	3	4	5
Guide book (eg. Lonely Planet, Frommers, Rough Guide, Moon, etc.)	n/a	1	2	3	4	5
Advice from friends or family	n/a	1	2	3	4	5
Travel agent	n/a	1	2	3	4	5
Tour operators	n/a	1	2	3	4	5
Travel brochures	n/a	1	2	3	4	5
Newspapers/magazines	n/a	1	2	3	4	5
Tourist Board(s)	n/a	1	2	3	4	5
Other, specify: _____	n/a	1	2	3	4	5

Continue on next page...

In this section, please answer each item based on your reasons for travel in general.
(for each item, circle one of the response options)

7. One of my reasons for travelling is...

	never true	almost never true	seldom true	somewhat true	often true	usually true	always true
to learn about things around me	1	2	3	4	5	6	7
to satisfy my curiosity	1	2	3	4	5	6	7
to explore new ideas	1	2	3	4	5	6	7
to learn about myself	1	2	3	4	5	6	7
to expand my knowledge	1	2	3	4	5	6	7
to discover new things	1	2	3	4	5	6	7
to be creative	1	2	3	4	5	6	7
to use my imagination	1	2	3	4	5	6	7
to build friendships with others	1	2	3	4	5	6	7
to interact with local residents	1	2	3	4	5	6	7
To interact with other travellers	1	2	3	4	5	6	7
to develop close friendships	1	2	3	4	5	6	7
to meet new and different people	1	2	3	4	5	6	7
	never true	almost never true	seldom true	somewhat true	often true	usually true	always true
to reveal my thoughts, feelings, or physical skills to others	1	2	3	4	5	6	7
to be socially competent and skillful	1	2	3	4	5	6	7
to gain a feeling of belonging	1	2	3	4	5	6	7
to challenge my abilities	1	2	3	4	5	6	7
to gain other's respect	1	2	3	4	5	6	7
to be a skilled traveller	1	2	3	4	5	6	7
to improve my skills and ability as a traveller	1	2	3	4	5	6	7
to be active	1	2	3	4	5	6	7
to develop physical skills and abilities	1	2	3	4	5	6	7
to keep in shape physically	1	2	3	4	5	6	7
to use my physical abilities	1	2	3	4	5	6	7
	never true	almost never true	seldom true	somewhat true	often true	usually true	always true
to develop physical fitness	1	2	3	4	5	6	7
to slow down	1	2	3	4	5	6	7
because I sometimes like to be alone	1	2	3	4	5	6	7
to relax physically	1	2	3	4	5	6	7
to relax mentally	1	2	3	4	5	6	7
to avoid the hustle and bustle of daily life	1	2	3	4	5	6	7
to rest	1	2	3	4	5	6	7
to relieve stress and tension	1	2	3	4	5	6	7
to unstructure my time	1	2	3	4	5	6	7
To contribute something to the places I visit	1	2	3	4	5	6	7
To visit friends and relatives	1	2	3	4	5	6	7
To find myself	1	2	3	4	5	6	7
To experience excitement	1	2	3	4	5	6	7
To have something to talk about when I get home	1	2	3	4	5	6	7
To see new places/new things	1	2	3	4	5	6	7

Continue on next page...

7. continued...

One of my reasons for travelling is...

	never true	almost never true	seldom true	somewhat true	often true	usually true	always true
To experience different cultures and ways of life	1	2	3	4	5	6	7
To see cultural/heritage sites (eg. Museums, galleries, historic sites)	1	2	3	4	5	6	7
To have fun, to be entertained	1	2	3	4	5	6	7
To visit somewhere others have not visited	1	2	3	4	5	6	7
To visit a rural environment	1	2	3	4	5	6	7
To do things I have never done	1	2	3	4	5	6	7
To do the things the locals do	1	2	3	4	5	6	7
To attend festivals and celebrations	1	2	3	4	5	6	7
To participate in nightlife	1	2	3	4	5	6	7
To be pampered	1	2	3	4	5	6	7
To enjoy landscapes and nature	1	2	3	4	5	6	7
To travel somewhere affordable	1	2	3	4	5	6	7
To be in a safe environment	1	2	3	4	5	6	7
To eat at good quality restaurants	1	2	3	4	5	6	7
To stay at good quality accommodation	1	2	3	4	5	6	7
To do things I have never done	1	2	3	4	5	6	7

Are there other reasons why you travel that are not included in the lists on the previous two pages? If yes, please list them below.

Continue on next page...

The following information is important to better understand and utilize the information gathered in this survey.

8. Sex (*check one*)
 - Male
 - Female

9. Country of origin (*check one*)
 - Canada
 - United States of America
 - Australia
 - Japan
 - France
 - United Kingdom
 - Other, specify: _____

10. Enter your year of Birth: _____

11. Education completed (*check one*)
 - no formal schooling
 - some formal schooling
 - completed high school
 - some university/college
 - completed university/college
 - graduate degree or higher

12. How much money did you have available to you for travel purposes when you started your trip to Canada (in Canadian dollars)? (*check one*)
 - Less than \$500
 - \$501-\$2,000
 - \$2,001-\$3,500
 - \$3,501-\$5,000
 - \$5,001-\$6,500
 - \$6,501-\$8,000
 - \$8,000-\$10,000
 - more than \$10,000

13. Which best describes your personal income in 2005? (*check one*)
 - less than \$3000
 - 3,001-10,000
 - 10,001-20,000
 - 20,001-30,000
 - 30,001 or more

14. Are you a student?
 - Yes
 - No

15. Which best describes your employment in 2005? (*check one*)
 - full-time
 - part-time
 - unemployed
 - self-employed
 - retired
 - other, specify: _____

16. How often do you travel (non-work related)? _____ times per year

Continue on next page...

This section repeats the reason for travel items, this time, please answer each item based on your reasons for travel to Manitoba.

(for each item, circle one of the response options)

17. One of my reasons for travelling to Manitoba is...

	never true	almost never true	seldom true	somewhat true	often true	usually true	always true
to learn about things around me	1	2	3	4	5	6	7
to satisfy my curiosity	1	2	3	4	5	6	7
to explore new ideas	1	2	3	4	5	6	7
to learn about myself	1	2	3	4	5	6	7
to expand my knowledge	1	2	3	4	5	6	7
to discover new things	1	2	3	4	5	6	7
to be creative	1	2	3	4	5	6	7
to use my imagination	1	2	3	4	5	6	7
to build friendships with others	1	2	3	4	5	6	7
to interact with local residents	1	2	3	4	5	6	7
To interact with other travellers	1	2	3	4	5	6	7
to develop close friendships	1	2	3	4	5	6	7
to meet new and different people	1	2	3	4	5	6	7
	never true	almost never true	seldom true	somewhat true	often true	usually true	always true
to reveal my thoughts, feelings, or physical skills to others	1	2	3	4	5	6	7
to be socially competent and skillful	1	2	3	4	5	6	7
to gain a feeling of belonging	1	2	3	4	5	6	7
to challenge my abilities	1	2	3	4	5	6	7
to gain other's respect	1	2	3	4	5	6	7
to be a skilled traveller	1	2	3	4	5	6	7
to improve my skills and ability as a traveller	1	2	3	4	5	6	7
to be active	1	2	3	4	5	6	7
to develop physical skills and abilities	1	2	3	4	5	6	7
to keep in shape physically	1	2	3	4	5	6	7
to use my physical abilities	1	2	3	4	5	6	7
	never true	almost never true	seldom true	somewhat true	often true	usually true	always true
to develop physical fitness	1	2	3	4	5	6	7
to slow down	1	2	3	4	5	6	7
because I sometimes like to be alone	1	2	3	4	5	6	7
to relax physically	1	2	3	4	5	6	7
to relax mentally	1	2	3	4	5	6	7
to avoid the hustle and bustle of daily life	1	2	3	4	5	6	7
to rest	1	2	3	4	5	6	7
to relieve stress and tension	1	2	3	4	5	6	7
to unstructure my time	1	2	3	4	5	6	7
To contribute something to the places I visit	1	2	3	4	5	6	7
To visit friends and relatives	1	2	3	4	5	6	7
To find myself	1	2	3	4	5	6	7
To experience excitement	1	2	3	4	5	6	7
To have something to talk about when I get home	1	2	3	4	5	6	7
To see new places/new things	1	2	3	4	5	6	7

Continue on next page...

17. continued...

One of my reasons for travelling to Manitoba is...

	never true	almost never true	seldom true	somewhat true	often true	usually true	always true
To experience different cultures and ways of life	1	2	3	4	5	6	7
To see cultural/heritage sites (eg. Museums, galleries, historic sites)	1	2	3	4	5	6	7
To have fun, to be entertained	1	2	3	4	5	6	7
To visit somewhere others have not visited	1	2	3	4	5	6	7
To visit a rural environment	1	2	3	4	5	6	7
To do things I have never done	1	2	3	4	5	6	7
To do the things the locals do	1	2	3	4	5	6	7
To attend festivals and celebrations	1	2	3	4	5	6	7
To participate in nightlife	1	2	3	4	5	6	7
To be pampered	1	2	3	4	5	6	7
To enjoy landscapes and nature	1	2	3	4	5	6	7
To travel somewhere affordable	1	2	3	4	5	6	7
To be in a safe environment	1	2	3	4	5	6	7
To eat at good quality restaurants	1	2	3	4	5	6	7
To stay at good quality accommodation	1	2	3	4	5	6	7
To do things I have never done	1	2	3	4	5	6	7

Are there other reasons why you travelled to Manitoba that are not included in the above list? If yes, please list them below.

Thank you for your time.

Please submit your survey to the researcher and complete your ballot for your chance to win a free overnight at Ivey House.

Appendix B: Web Survey*

*this survey is in text format and does not represent the appearance of the survey in web-format

Page 1

WIN A FREE TWO NIGHT STAY AT IVEY HOUSE HOSTEL!!!

Complete a survey for your chance to win.

To learn more click the Next button below...

Page 2

TRAVEL MOTIVATION OF INDEPENDENT YOUTH LEISURE TRAVELLERS

A Masters of Arts Research Project

University of Manitoba

Respond to a survey for a chance to win FREE overnights.

The purpose of this research project is to identify the reasons youth independent leisure travellers visit Manitoba. Your participation will provide Manitoba with a better understanding of youth traveller wants and needs and guidance on how to satisfy them.

Your participation in this survey is entirely voluntary and will involve answering a number of questions regarding your travel, your reasons for travel, and some questions about yourself. The survey will take approximately 12 minutes to complete. Individual responses will be kept strictly confidential. You may refrain from answering any questions you prefer to omit. Just click "NEXT" to move to the next question/page or to discontinue, completely close the web page. You can also save your survey responses and return later to finish, to do this click "SAVE".

If you have questions regarding this research study, contact the researchers at youthtourismresearch@gmail.com

As a thank you for your participation, you will be entered for a chance to win two free overnights at Ivey House Hostel in Winnipeg, Manitoba.

Draws will take place periodically between September and December; you will be notified by email if you are a winner. Entry in the draw is voluntary.

The Education & Nursing Research Ethics Board at the University of Manitoba has approved this research. If you have any questions or concerns about this project you may contact the Human Ethics Secretariat at 204-474-7122 or either of the project coordinators:

Masters student: Cheryl Perrett 204-474-7494

or

Academic Advisor: Dr. Michael Campbell 204-474-8514

A summary of the results of this research may be viewed on the following websites after April 1, 2007:

www.travelmanitoba.com or

<http://www.hihostels.ca/Manitoba/en/index.aspx?sortcode=2.0>

or by contacting the researcher at youthtourismresearch@gmail.com

To indicate that you have read and understood the above information and agree to participate in this survey
CLICK NEXT BELOW...

Page 3

Please answer each question in this section by selecting either YES or NO.

Are you willing to participate in a survey about the motivation of youth travellers visiting Manitoba?

{Choose one}

YES

NO

Click NEXT below to continue...

Page 4

Are you between the ages of 18 and 30 years?

{Choose one}

YES

NO

Click NEXT to continue...

Page 5

Are you planning to visit Manitoba in the future?

{Choose one}

YES

NO

Click NEXT to continue...

Page 6

Will you be travelling alone or in a group of five (5) or fewer people?

{Choose one}

YES

NO

Click NEXT to continue...

Page 7

Will you be travelling for pleasure/non-work purposes?

{Choose one}

YES

NO

Click NEXT to continue...

Page 8

Please answer the following questions as they relate to your planned travel to Manitoba.

1. How many people, including you, will be in your travel group? (enter number of people)

{Enter text answer}

[_____]

2. How many days do you plan to stay in Manitoba during your trip? (enter number of days)

{Enter text answer}

[_____]

3. Within Canada, what will be your main mode of transportation? (choose one)

{Choose one}

CAR, VAN OR MOTORCYCLE (RENTED)

CAR, VAN OR MOTORCYCLE (OWNED)

HITCHHIKING

CAMPER VAN/MOTORHOME

BUS

JUMP-ON-JUMP OFF TRANSPORTATION SERVICE

TRAIN

AIRPLANE

BICYCLE

OTHER

Click NEXT to continue...

Page 9

4. For each of the following items, do you plan to book through a travel agent? (choose one answer for each item)

AIRFARE

{Choose one}

YES

NO

DON'T KNOW

ACCOMMODATION

{Choose one}

YES

NO

DON'T KNOW

TOURS

{Choose one}

YES

NO

DON'T KNOW

TRANSPORTATION

{Choose one}

YES

NO

DON'T KNOW

OTHER

{Choose one}

- YES
- NO
- DON'T KNOW

5. Which is your main source for travel information before leaving on your trip?

(choose one)

- INTERNET
- GUIDE BOOK
- ADVICE FROM FRIENDS OR FAMILY
- TOUR OPERATOR
- TRAVEL BROCHURES
- NEWSPAPERS/MAGAZINES
- TOURIST BOARD(S)
- TRAVEL AGENT
- OTHER

Click NEXT to continue...

Page 10

6. Travel information sources are listed below. Please indicate how helpful each item was in helping you to prepare for your trip. If you did not use an item, select 'Did not use'.

(choose one answer for each item)

{Choose one}

- Did not use
- Not at all helpful
- Not very helpful
- Somewhat helpful
- Helpful
- Very helpful

INTERNET (IN GENERAL)

TRAVEL MANITOBA WWW.TRAVELMANITOBA.COM

HOSTELLING INTERNATIONAL - CANADA WWW.HIHOSTELS.CA

CANADIAN TOURISM COMMISSION WWW.CANADATOURISM.COM

TRAVEL WEBSITES (EG. TRAVELOCITY, EXPEDIA, ETC.)

GUIDE BOOK (EG. LONELY PLANET, FROMMERS, ROUGH GUIDE, MOON, ETC.)

ADVICE FROM FRIENDS OR FAMILY

TRAVEL AGENT

TOUR OPERATORS

TRAVEL BROCHURES

NEWSPAPERS/MAGAZINES

TOURIST BOARD(S)

OTHER

Click NEXT to continue...

In this section, please answer each item based on your reasons for travel in general and then answer the same items with your reasons for travel to Manitoba.

7. One of my reasons for travelling in general is...
(choose one answer for each item)

{Choose one}

- Never True
- Almost Never True
- Seldom True
- Somewhat True
- Often True
- Usually True
- Always True

TO LEARN ABOUT THINGS AROUND ME
TO SATISFY MY CURIOSITY
TO EXPLORE NEW IDEAS
TO LEARN ABOUT MYSELF
TO EXPAND MY KNOWLEDGE
TO DISCOVER NEW THINGS
TO BUILD FRIENDSHIPS WITH OTHERS
TO INTERACT WITH LOCAL RESIDENTS

One of my reasons for travelling to Manitoba is...
(choose one answer for each item)

{Choose one}

- Never True
- Almost Never True
- Seldom True
- Somewhat True
- Often True
- Usually True
- Always True

TO LEARN ABOUT THINGS AROUND ME
TO SATISFY MY CURIOSITY
TO EXPLORE NEW IDEAS
TO LEARN ABOUT MYSELF
TO EXPAND MY KNOWLEDGE
TO DISCOVER NEW THINGS
TO BUILD FRIENDSHIPS WITH OTHERS
TO INTERACT WITH LOCAL RESIDENTS

Click NEXT to continue...

Page 12

7. continued.....

One of my reasons for travelling in general is...

(choose one answer for each item)

{Choose one}

- Never True
- Almost Never True
- Seldom True
- Somewhat True
- Often True
- Usually True
- Always True

TO INTERACT WITH OTHER TRAVELLERS
TO GAIN A FEELING OF BELONGING
TO CHALLENGE MY ABILITIES
TO GAIN OTHER'S RESPECT
TO BE A SKILLED TRAVELLER
TO IMPROVE MY SKILLS AND ABILITY AS A TRAVELLER
TO BE ACTIVE
TO USE MY PHYSICAL ABILITIES

One of my reasons for travelling to Manitoba is...

(choose one answer for each item)

{Choose one}

- Never True
- Almost Never True
- Seldom True
- Somewhat True
- Often True
- Usually True
- Always True

TO INTERACT WITH OTHER TRAVELLERS
TO GAIN A FEELING OF BELONGING
TO CHALLENGE MY ABILITIES
TO GAIN OTHER'S RESPECT
TO BE A SKILLED TRAVELLER
TO IMPROVE MY SKILLS AND ABILITY AS A TRAVELLER
TO BE ACTIVE
TO USE MY PHYSICAL ABILITIES

Click NEXT to continue...

Page 13

7. continued.....

One of my reasons for travelling in general is...

(choose one answer for each item)

{Choose one}

- Never True
- Almost Never True
- Seldom True
- Somewhat True
- Often True
- Usually True
- Always True

TO DEVELOP CLOSE FRIENDSHIPS
TO MEET NEW AND DIFFERENT PEOPLE
TO SLOW DOWN
BECAUSE I SOMETIMES LIKE TO BE ALONE
TO RELAX PHYSICALLY
TO RELAX MENTALLY
TO REST
TO RELIEVE STRESS AND TENSION
TO CONTRIBUTE SOMETHING TO THE PLACES I VISIT

One of my reasons for travelling to Manitoba is...

(choose one answer for each item)

{Choose one}

- Never True
- Almost Never True
- Seldom True
- Somewhat True
- Often True
- Usually True
- Always True

TO DEVELOP CLOSE FRIENDSHIPS
TO MEET NEW AND DIFFERENT PEOPLE
TO SLOW DOWN
BECAUSE I SOMETIMES LIKE TO BE ALONE
TO RELAX PHYSICALLY
TO RELAX MENTALLY
TO REST
TO RELIEVE STRESS AND TENSION
TO CONTRIBUTE SOMETHING TO THE PLACES I VISIT

Click NEXT to continue...

Page 14

7. continued.....

One of my reasons for travelling in general is...
(choose one answer for each item)

{Choose one}

- Never True
- Almost Never True
- Seldom True
- Somewhat True
- Often True
- Usually True
- Always True

TO VISIT FRIENDS AND RELATIVES
TO EXPERIENCE EXCITEMENT
TO HAVE SOMETHING TO TALK ABOUT WHEN I GET HOME
TO HAVE FUN, TO BE ENTERTAINED
TO SEE NEW PLACES/NEW THINGS
TO EXPERIENCE DIFFERENT CULTURES AND WAYS OF LIFE
TO SEE CULTURAL HERITAGE SITES (EG. MUSEUMS, GALLERIES, HISTORIC SITES)

One of my reasons for travelling to Manitoba is...
(choose one answer for each item)

{Choose one}

- Never True
- Almost Never True
- Seldom True
- Somewhat True
- Often True
- Usually True
- Always True

TO VISIT FRIENDS AND RELATIVES
TO EXPERIENCE EXCITEMENT
TO HAVE SOMETHING TO TALK ABOUT WHEN I GET HOME
TO HAVE FUN, TO BE ENTERTAINED
TO SEE NEW PLACES/NEW THINGS
TO EXPERIENCE DIFFERENT CULTURES AND WAYS OF LIFE
TO SEE CULTURAL HERITAGE SITES (EG. MUSEUMS, GALLERIES, HISTORIC SITES)

Click NEXT to continue...

Page 15

7. continued.....

One of my reasons for travelling in general is...
(choose one answer for each item)

{Choose one}

- Never True
- Almost Never True
- Seldom True
- Somewhat True
- Often True
- Usually True
- Always True

TO VISIT SOMEWHERE OTHERS HAVE NOT VISITED
TO VISIT A COUNTRYSIDE ENVIRONMENT
TO DO THINGS I HAVE NEVER DONE
TO DO THE THINGS THE LOCALS DO
TO ATTEND FESTIVALS AND CELEBRATIONS
TO PARTICIPATE IN NIGHTLIFE
TO ENJOY LANDSCAPES AND NATURE
TO TRAVEL SOMEWHERE AFFORDABLE
TO BE IN A SAFE ENVIRONMENT

One of my reasons for travelling to Manitoba is...
(choose one answer for each item)

{Choose one}

- Never True
- Almost Never True
- Seldom True
- Somewhat True
- Often True
- Usually True
- Always True

TO VISIT SOMEWHERE OTHERS HAVE NOT VISITED
TO VISIT A COUNTRYSIDE ENVIRONMENT
TO DO THINGS I HAVE NEVER DONE
TO DO THE THINGS THE LOCALS DO
TO ATTEND FESTIVALS AND CELEBRATIONS
TO PARTICIPATE IN NIGHTLIFE
TO ENJOY LANDSCAPES AND NATURE
TO TRAVEL SOMEWHERE AFFORDABLE
TO BE IN A SAFE ENVIRONMENT

Click NEXT to continue...

The following information is important to better understand and utilize the information gathered in this survey.

8. Sex

(choose one)

{Choose one}

- MALE
- FEMALE

9. Country of origin (select your answer from the drop down menu)

- ALGERIA
- ARGENTINA
- AUSTRALIA
- AUSTRIA
- SAUDI ARABIA
- BANGLADESH
- BELGIUM
- BRAZIL
- BOLIVIA
- BOSNIA AND HERZEGOVINA
- CANADA
- CHILE
- CHINA
- COLOMBIA
- COSTA RICA
- CROATIA
- CZECH REPUBLIC
- DENMARK
- ECUADOR
- EGYPT
- ENGLAND & WALES
- ESTONIA
- FINLAND
- FRANCE
- GERMANY
- HONG KONG
- HUNGARY
- ICELAND
- INDIA
- IRELAND (Northern)
- IRELAND (Republic of)
- ISRAEL
- ITALY
- JAPAN
- KENYA
- KOREA
- KUWAIT
- LEBANON
- LIBYA
- LITHUANIA
- LUXEMBOURG
- MACEDONIA FYR
- MALAYSIA
- MALTA
- MEXICO
- MOROCCO
- NEPAL
- NETHERLANDS
- NEW CALEDONIA
- NEW ZEALAND
- NORWAY
- PAKISTAN
- PERU
- PHILIPPINES
- POLAND
- PORTUGAL
- QATAR
- ROMANIA
- RUSSIA
- SAUDI ARABIA
- SCOTLAND
- SERBIA AND MONTENEGRO
- SINGAPORE
- SLOVAK REPUBLIC
- SLOVENIA
- SOUTH AFRICA
- SPAIN
- SUDAN
- SWEDEN
- SWITZERLAND
- TAIWAN
- THAILAND
- TUNISIA
- TURKEY
- UGANDA
- UKRAINE
- UNITED ARAB EMIRATES
- UNITED STATES
- URUGUAY
- VENEZUELA
- OTHER

10. Enter your year of Birth:

{Enter answer}

[19..

]

11. Education completed

{Choose one}

- NO FORMAL SCHOOLING
- SOME FORMAL SCHOOLING
- COMPLETED HIGH SCHOOL
- SOME UNIVERSITY/COLLEGE
- COMPLETED UNIVERSITY/COLLEGE
- GRADUATE DEGREE OR HIGHER

Click NEXT to continue...

Page 17

12. How much money will you have available to you for travel purposes when you leave on your trip to Canada (in Canadian dollars)?

{Choose one}

- LESS THAN \$500
- \$501-\$2,000
- \$2,001-\$3,500
- \$3,501-\$5,000
- \$5,001-\$6,500
- \$6,501-\$8,000
- \$8,001-\$10,000
- MORE THAN \$10,000

13. Which best describes your personal income in 2005?

{Choose one}

- LESS THAN \$3000
- 3,001-10,000
- 10,001-20,000
- 20,001-30,000
- 30,001 OR MORE

14. Are you a student?

{Choose one}

- YES
- NO

Click NEXT to continue...

Page 18

15. Which best describes your employment in 2005?

(choose one)

{Choose one}

- FULL-TIME
- PART-TIME
- UNEMPLOYED
- SELF-EMPLOYED
- OTHER

16. How many times per year do you travel (non-work related)?
(please enter number of times per year)
[_____]

Click NEXT to continue...

Page 19

Thank you for your time.

If you wish to be entered into the draw for two free overnights at Ivey House Hostel in Winnipeg, Manitoba, please enter the information below:

NAME:
{Enter text answer}
[_____]

EMAIL:
{Enter text answer}
[_____]

**your personal information will not be used for any purpose other than to draw for the free overnights. It will not be shared with any other party and will not be linked to your survey responses. You will be notified by email if you have won free overnights. Once the draws for free overnights have been completed, your personal information will be deleted from our files.

A summary of the results of this research may be viewed after April 1, 2007 on the following websites:
www.travelmanitoba.com or
<http://www.hihostels.ca/Manitoba/en/index.aspx?sortcode=2.0>
or by contacting the researcher at youthtourismresearch@gmail.com

To submit your survey, click Finish...

Thank you!

Appendix C: Winner Coupon

Thank you for completing the
tourism survey!



WINNER NAME HERE.

This coupon is valid for a FREE two-night stay at HI-Ivey House Hostel in Winnipeg, MB

Present this coupon and photo identification at the hostel front desk to redeem your free nights.

Valid for dorm accommodation for one person for two nights. Reservations are recommended to ensure availability. No cash value. Expiry date: December 31, 2007.

Appendix D: Poster

Travelling across Canada?

Staying in Winnipeg?

Win a FREE two-night
stay at HI-Ivey House



Complete an on-line survey for
your chance to win

Visit www.hihostels.ca/manitoba and click
on the HI-Winnipeg link

Appendix E: Tests of Normality

	Kolmogorov-Smirnov(a)			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
1. How many people, including you, will be in your travel group?	.277	37	.000	.820	37	.000
2. How many days do you plan to stay in Manitoba during your trip?	.224	37	.000	.739	37	.000
length of stay in MB	.193	37	.001	.903	37	.004
3. Within Canada, what will be your main mode of transportation?	.225	37	.000	.846	37	.000
Booked with a travel agent:						
AIRFARE	.307	37	.000	.785	37	.000
ACCOMMODATION	.480	37	.000	.487	37	.000
TOURS	.403	37	.000	.666	37	.000
TRANSPORTATION	.448	37	.000	.512	37	.000
OTHER	.387	37	.000	.624	37	.000
5. Which is your main source for travel information before leaving on your trip?	.268	37	.000	.670	37	.000
Helpfulness of information sources:						
INTERNET (IN GENERAL)	.303	37	.000	.668	37	.000
TRAVEL MANITOBA						
WWW.TRAVELMANITOBA.COM	.392	37	.000	.698	37	.000
HOSTELLING						
INTERNATIONAL - CANADA	.309	37	.000	.755	37	.000
WWW.HIHOSTELS.CA						
CANADIAN TOURISM COMMISSION						
WWW.CANADATOURISM.COM	.459	37	.000	.582	37	.000
TRAVEL WEBSITES (EG. TRAVELOCITY, EXPEDIA, ETC.)	.266	37	.000	.829	37	.000
GUIDE BOOK (EG. LONELY PLANET, FROMMERS, ROUGH GUIDE, MOON, ETC.)	.277	37	.000	.775	37	.000
ADVICE FROM FRIENDS OR FAMILY	.214	37	.000	.822	37	.000
TRAVEL AGENT	.433	37	.000	.638	37	.000
TOUR OPERATORS	.523	37	.000	.372	37	.000
TRAVEL BROCHURES	.360	37	.000	.746	37	.000
NEWSPAPERS/ MAGAZINES	.342	37	.000	.771	37	.000
TOURIST BOARD(S)	.482	37	.000	.511	37	.000

OTHER	.493	37	.000	.460	37	.000
Motive items:						
31. TO LEARN ABOUT THINGS AROUND ME	.279	37	.000	.804	37	.000
32. TO SATISFY MY CURIOSITY	.238	37	.000	.819	37	.000
33. TO EXPLORE NEW IDEAS	.208	37	.000	.861	37	.000
34. TO LEARN ABOUT MYSELF	.219	37	.000	.860	37	.000
35. TO EXPAND MY KNOWLEDGE	.319	37	.000	.765	37	.000
36. TO DISCOVER NEW THINGS	.395	37	.000	.679	37	.000
37. TO BUILD FRIENDSHIPS WITH OTHERS	.194	37	.001	.866	37	.000
38. TO INTERACT WITH LOCAL RESIDENTS	.181	37	.004	.881	37	.001
39. TO LEARN ABOUT THINGS AROUND ME	.227	37	.000	.842	37	.000
40. TO SATISFY MY CURIOSITY	.244	37	.000	.840	37	.000
41. TO EXPLORE NEW IDEAS	.165	37	.013	.888	37	.001
42. TO LEARN ABOUT MYSELF	.150	37	.034	.909	37	.005
43. TO EXPAND MY KNOWLEDGE	.279	37	.000	.813	37	.000
44. TO DISCOVER NEW THINGS	.284	37	.000	.796	37	.000
45. TO BUILD FRIENDSHIPS WITH OTHERS	.196	37	.001	.861	37	.000
46. TO INTERACT WITH LOCAL RESIDENTS	.240	37	.000	.830	37	.000
47. TO INTERACT WITH OTHER TRAVELLERS	.184	37	.003	.901	37	.003
48. TO GAIN A FEELING OF BELONGING	.175	37	.006	.942	37	.053
49. TO CHALLENGE MY ABILITIES	.163	37	.014	.893	37	.002
50. TO GAIN OTHER'S RESPECT	.148	37	.040	.940	37	.046
51. TO BE A SKILLED TRAVELLER	.228	37	.000	.882	37	.001
52. TO IMPROVE MY SKILLS AND ABILITY AS A TRAVELLER	.219	37	.000	.902	37	.003
53. TO BE ACTIVE	.183	37	.003	.872	37	.001

54. TO USE MY PHYSICAL ABILITIES	.188	37	.002	.906	37	.004
55. TO INTERACT WITH OTHER TRAVELLERS	.170	37	.009	.909	37	.005
56. TO GAIN A FEELING OF BELONGING	.167	37	.011	.941	37	.049
57. TO CHALLENGE MY ABILITIES	.140	37	.064	.936	37	.035
58. TO GAIN OTHER'S RESPECT	.182	37	.003	.916	37	.008
59. TO BE A SKILLED TRAVELLER	.163	37	.014	.910	37	.006
60. TO IMPROVE MY SKILLS AND ABILITY AS A TRAVELLER	.129	37	.124	.913	37	.007
61. TO BE ACTIVE	.207	37	.000	.901	37	.003
62. TO USE MY PHYSICAL ABILITIES	.172	37	.007	.914	37	.007
63. TO DEVELOP CLOSE FRIENDSHIPS	.172	37	.007	.917	37	.009
64. TO MEET NEW AND DIFFERENT PEOPLE	.207	37	.000	.864	37	.000
65. TO SLOW DOWN	.186	37	.002	.943	37	.056
66. BECAUSE I SOMETIMES LIKE TO BE ALONE	.140	37	.063	.926	37	.017
67. TO RELAX PHYSICALLY	.150	37	.036	.940	37	.045
68. TO RELAX MENTALLY	.164	37	.014	.891	37	.002
69. TO REST	.160	37	.018	.942	37	.053
70. TO RELIEVE STRESS AND TENSION	.193	37	.001	.924	37	.015
71. TO CONTRIBUTE SOMETHING TO THE PLACES I VISIT	.144	37	.050	.938	37	.041
72. TO DEVELOP CLOSE FRIENDSHIPS	.124	37	.164	.926	37	.017
73. TO MEET NEW AND DIFFERENT PEOPLE	.172	37	.007	.882	37	.001
74. TO SLOW DOWN	.184	37	.003	.927	37	.019
75. BECAUSE I SOMETIMES LIKE TO BE ALONE	.134	37	.092	.949	37	.087
76. TO RELAX PHYSICALLY	.198	37	.001	.932	37	.026
77. TO RELAX MENTALLY	.183	37	.003	.914	37	.008
78. TO REST	.207	37	.000	.929	37	.021
79. TO RELIEVE STRESS AND TENSION	.224	37	.000	.907	37	.005
80. TO CONTRIBUTE SOMETHING TO THE PLACES I VISIT	.154	37	.026	.920	37	.011

81. TO VISIT FRIENDS AND RELATIVES	.145	37	.047	.934	37	.031
82. TO EXPERIENCE EXCITEMENT	.208	37	.000	.840	37	.000
83. TO HAVE SOMETHING TO TALK ABOUT WHEN I GET HOME	.157	37	.022	.925	37	.015
84. TO HAVE FUN, TO BE ENTERTAINED	.241	37	.000	.837	37	.000
85. TO SEE NEW PLACES/NEW THINGS	.293	37	.000	.759	37	.000
86. TO EXPERIENCE DIFFERENT CULTURES AND WAYS OF LIFE	.310	37	.000	.745	37	.000
87. TO SEE CULTURAL HERITAGE SITES (EG. MUSEUMS, GALLERIES, HISTORIC SITES)	.202	37	.001	.873	37	.001
88. TO VISIT FRIENDS AND RELATIVES	.279	37	.000	.754	37	.000
89. TO EXPERIENCE EXCITEMENT	.207	37	.000	.861	37	.000
90. TO HAVE SOMETHING TO TALK ABOUT WHEN I GET HOME	.153	37	.029	.906	37	.004
91. TO HAVE FUN, TO BE ENTERTAINED	.240	37	.000	.844	37	.000
92. TO SEE NEW PLACES/NEW THINGS	.271	37	.000	.821	37	.000
93. TO EXPERIENCE DIFFERENT CULTURES AND WAYS OF LIFE	.205	37	.000	.873	37	.001
94. TO SEE CULTURAL HERITAGE SITES (EG. MUSEUMS, GALLERIES, HISTORIC SITES)	.158	37	.021	.900	37	.003
95. TO VISIT SOMEWHERE OTHERS HAVE NOT VISITED	.150	37	.035	.933	37	.028
96. TO VISIT A COUNTRYSIDE ENVIRONMENT	.179	37	.004	.933	37	.028
97. TO DO THINGS I HAVE NEVER DONE	.209	37	.000	.852	37	.000
98. TO DO THE THINGS THE LOCALS DO	.189	37	.002	.908	37	.005
99. TO ATTEND FESTIVALS AND CELEBRATIONS	.166	37	.012	.923	37	.013
100. TO PARTICIPATE IN NIGHTLIFE	.169	37	.009	.919	37	.010
101. TO ENJOY LANDSCAPES AND NATURE	.270	37	.000	.842	37	.000

102. TO TRAVEL SOMEWHERE AFFORDABLE	.229	37	.000	.900	37	.003
103. TO BE IN A SAFE ENVIRONMENT	.178	37	.005	.922	37	.013
104. TO VISIT SOMEWHERE OTHERS HAVE NOT VISITED	.178	37	.004	.893	37	.002
105. TO VISIT A COUNTRYSIDE ENVIRONMENT	.200	37	.001	.875	37	.001
106. TO DO THINGS I HAVE NEVER DONE	.201	37	.001	.864	37	.000
107. TO DO THE THINGS THE LOCALS DO	.205	37	.000	.858	37	.000
108. TO ATTEND FESTIVALS AND CELEBRATIONS	.146	37	.043	.939	37	.042
109. TO PARTICIPATE IN NIGHTLIFE	.205	37	.000	.891	37	.002
110. TO ENJOY LANDSCAPES AND NATURE	.220	37	.000	.862	37	.000
111. TO TRAVEL SOMEWHERE AFFORDABLE	.168	37	.010	.859	37	.000
112. TO BE IN A SAFE ENVIRONMENT	.135	37	.085	.901	37	.003
8. Sex	.373	37	.000	.631	37	.000
9. Country of origin	.195	37	.001	.863	37	.000
10. Enter your year of Birth:	.195	37	.001	.920	37	.011
11. Education completed	.235	37	.000	.872	37	.001
12. How much money will you have available to you for travel purposes when you leave on your trip to Canada (in Canadian dollars)?	.288	37	.000	.786	37	.000
13. Which best describes your personal income in 2005?	.181	37	.004	.898	37	.003
14. Are you a student?	.401	37	.000	.616	37	.000
15. Which best describes your employment in 2005?	.326	37	.000	.640	37	.000
16. How many times per year do you travel (non-work related)?	.241	37	.000	.694	37	.000

a Lilliefors Significance Correction

Appendix F: Frequency Tables

Frequencies

		Number of people in travel group	Planned length of stay in Manitoba	Main mode of transportation within Canada	Transportation (private/public)
N	Valid	59	58	59	59
	Missing	0	1	0	0
Mean		1.81	8.78	4.24	18.4407
Median		2.00	5.00	5.00	2.0000
Mode		2	3	1	2.00
Std. Deviation		0.973	23.343	2.615	129.85991
Variance		0.947	544.911	6.839	16,863.596
Minimum		0	0	1	1.00
Maximum		5	180	10	999.00

a. Multiple modes exist. The smallest value is shown

Gender	Country of origin	Year of Birth	Education completed	How much money will you have available to you for travel purposes when you leave on your trip to Canada (in Canadian dollars)?	Personal Income in 2005	Student status	Employment in 2005
59	59	57	59	59	59	59	59
0	0	2	0	0	0	0	0
1.59	26.88	1,980.35	4.75	3.05	3.27	1.64	1.66
2.00	11.00	1,980.00	5.00	2.00	3.00	2.00	1.00
2	11	1,978	5	2	5	2	1
0.495	24.459	3.056	1.060	1.665	1.400	0.483	1.027
0.245	598.244	9.339	1.124	2.773	1.960	0.233	1.056
1	3	1,975	2	1	1	1	1
2	78	1,987	6	7	5	2	5

Employment (employed/ not employed)	How many times per year do you travel (non- work related)?	Bookings to be made through a travel agent				
		AIRFARE	ACCOMMODATION	TOURS	TRANSPORTATION	OTHER
59	59	57	57	57	57	51
0	0	2	2	2	2	8
51.7966	2.92	1.81	2.07	2.02	1.98	2.39
1.0000	2.00	2.00	2.00	2.00	2.00	2.00
1.00	1	2	2	2	2	2
221.11697	2.641	0.667	0.417	0.551	0.443	0.532
48,892.717	6.975	0.444	0.174	0.303	0.196	0.283
1.00	0	1	1	1	1	1
999.00	15	3	3	3	3	3

Bookings to be made through a travel agent – categories for correlation analysis				
Airfare	Accommodation	Tours	Transportation	Other
49	50	48	52	30
10	9	11	7	29
1.6122	1.9400	1.8333	1.8846	1.9667
2.0000	2.0000	2.0000	2.0000	2.0000
2.00	2.00	2.00	2.00	2.00
0.49229	0.23990	0.37662	0.32260	0.18257
0.242	0.058	0.142	0.104	0.033
1.00	1.00	1.00	1.00	1.00
2.00	2.00	2.00	2.00	2.00

Main source for travel information before leaving on trip	INTERNET (IN GENERAL)	TRAVEL MANITOBA WWW.TRAVELMANITO BA.COM	HOSTELLING INTERNATIONAL - CANADA WWW.HIHOSTELS.C A	CANADIAN TOURISM COMMISSION WWW.CANADATOURI SM.COM
59	59	58	57	56
0	0	1	2	3
1.85	5.29	2.31	3.47	1.86
1.00	6.00	1.00	4.00	1.00
1	6	1	1	1
1.472	1.084	1.828	2.001	1.432
2.166	1.174	3.341	4.004	2.052
1	1	1	1	1
9	6	6	6	5

TRAVEL WEBSITES (EG. TRAVELOCITY, EXPEDIA, ETC.)	GUIDE BOOK (EG. LONELY PLANET, FROMMERS, ROUGH GUIDE, MOON, ETC.)	ADVICE FROM FRIENDS OR FAMILY	TRAVEL AGENT	TOUR OPERATORS	TRAVEL BROCHURES
58	58	59	59	59	58
1	1	0	0	0	1
2.83	3.55	4.20	2.25	1.54	2.60
3.00	4.00	5.00	1.00	1.00	1.50
1	1	5	1	1	1
1.788	2.053	1.690	1.604	1.164	1.736
3.198	4.217	2.854	2.572	1.356	3.015
1	1	1	1	1	1
6	6	6	5	6	6

NEWSPAPERS/MAGAZINES	TOURIST BOARD(S)	OTHER
58	56	50
1	3	9
2.26	1.50	1.46
1.00	1.00	1.00
1	1	1
1.617	1.160	1.164
2.616	1.345	1.356
1	1	1
6	6	6

Travel motive items – travel in general

TO LEARN ABOUT THINGS AROUND ME	TO SATISFY MY CURIOSITY	TO EXPLORE NEW IDEAS	TO LEARN ABOUT MYSELF	TO EXPAND MY KNOWLEDGE
59	59	59	59	59
0	0	0	0	0
6.05	5.98	5.85	5.59	6.03
6.00	6.00	6.00	6.00	6.00
7	7	7	7	7
1.057	1.058	1.031	1.341	1.129
1.118	1.120	1.063	1.797	1.275
4	4	4	2	3
7	7	7	7	7

TO DISCOVER NEW THINGS	TO BUILD FRIENDSHIPS WITH OTHERS	TO INTERACT WITH LOCAL RESIDENTS	TO INTERACT WITH OTHER TRAVELLERS	TO GAIN A FEELING OF BELONGING	TO CHALLENGE MY ABILITIES
59	59	59	59	59	59
0	0	0	0	0	0
6.32	5.58	5.54	5.10	4.19	5.32
7.00	6.00	6.00	5.00	4.00	5.00
7	6	7	6	3	6
0.899	1.329	1.317	1.572	1.624	1.357
0.808	1.766	1.735	2.472	2.637	1.843
4	2	2	2	1	1
7	7	7	7	7	7

TO GAIN OTHER'S RESPECT	TO BE A SKILLED TRAVELLER	TO IMPROVE MY SKILLS AND ABILITY AS A TRAVELLER	TO BE ACTIVE	TO USE MY PHYSICAL ABILITIES	TO DEVELOP CLOSE FRIENDSHIPS
59	58	59	59	59	59
0	1	0	0	0	0
3.64	4.69	4.88	5.54	4.97	4.83
4.00	4.00	5.00	6.00	5.00	5.00
4	4	4	5	5	4
1.740	1.688	1.609	1.264	1.450	1.404
3.026	2.849	2.589	1.597	2.102	1.971
1	1	1	1	1	2
7	7	7	7	7	7

TO MEET NEW AND DIFFERENT PEOPLE	TO SLOW DOWN	BECAUSE I SOMETIMES LIKE TO BE ALONE	TO RELAX PHYSICALLY	TO RELAX MENTALLY	TO REST
59	59	59	59	59	59
0	0	0	0	0	0
5.73	4.05	3.81	4.63	5.19	4.58
6.00	4.00	4.00	5.00	5.00	5.00
7	4	4	5	5	6
1.172	1.613	1.581	1.628	1.420	1.694
1.373	2.601	2.499	2.652	2.016	2.869
3	1	1	1	2	1
7	7	7	7	7	7

TO RELIEVE STRESS AND TENSION	TO CONTRIBUTE SOMETHING TO THE PLACES I VISIT	TO VISIT FRIENDS AND RELATIVES	TO EXPERIENCE EXCITEMENT	TO HAVE SOMETHING TO TALK ABOUT WHEN I GET HOME	TO HAVE FUN, TO BE ENTERTAINED
59	59	57	56	57	57
0	0	2	3	2	2
5.00	3.90	4.91	5.95	4.84	6.00
5.00	4.00	5.00	6.00	5.00	6.00
5	4	5	7	4	6
1.438	1.768	1.418	1.135	1.709	1.035
2.069	3.127	2.010	1.288	2.921	1.071
1	1	2	2	1	3
7	7	7	7	7	7

TO SEE NEW PLACES/NEW THINGS	TO EXPERIENCE DIFFERENT CULTURES AND WAYS OF LIFE	TO SEE CULTURAL HERITAGE SITES (EG. MUSEUMS, GALLERIES, HISTORIC SITES)	TO VISIT SOMEWHERE OTHERS HAVE NOT VISITED	TO VISIT A COUNTRYSIDE ENVIRONMENT	TO DO THINGS I HAVE NEVER DONE
56	57	57	58	59	59
3	2	2	1	0	0
6.32	6.33	5.70	4.53	4.85	5.92
7.00	7.00	6.00	5.00	5.00	6.00
7	7	7	5	5	7
0.897	0.951	1.195	1.749	1.284	1.179
0.804	0.905	1.427	3.060	1.649	1.389
3	3	3	1	2	2
7	7	7	7	7	7

TO DO THE THINGS THE LOCALS DO	TO ATTEND FESTIVALS AND CELEBRATIONS	TO PARTICIPATE IN NIGHTLIFE	TO ENJOY LANDSCAPES AND NATURE	TO TRAVEL SOMEWHERE AFFORDABLE	TO BE IN A SAFE ENVIRONMENT
59	59	59	59	59	59
0	0	0	0	0	0
5.36	5.20	5.19	5.83	5.63	5.02
6.00	5.00	6.00	6.00	6.00	5.00
6	6	6	6	6	6
1.270	1.349	1.581	1.117	1.230	1.570
1.613	1.820	2.499	1.247	1.514	2.465
1	2	1	2	2	1
7	7	7	7	7	7

Travel motive items – travel to Manitoba

TO LEARN ABOUT THINGS AROUND ME	TO SATISFY MY CURIOSITY	TO EXPLORE NEW IDEAS	TO LEARN ABOUT MYSELF	TO EXPAND MY KNOWLEDGE
59	58	57	59	58
0	1	2	0	1
5.64	5.74	5.30	4.98	5.74
6.00	6.00	5.00	5.00	6.00
7	7	7	7	7
1.297	1.250	1.535	1.687	1.208
1.681	1.564	2.356	2.845	1.458
2	2	1	1	2
7	7	7	7	7

TO DISCOVER NEW THINGS	TO BUILD FRIENDSHIPS WITH OTHERS	TO INTERACT WITH LOCAL RESIDENTS	TO INTERACT WITH OTHER TRAVELLERS	TO GAIN A FEELING OF BELONGING	TO CHALLENGE MY ABILITIES
59	59	58	59	59	59
0	0	1	0	0	0
5.98	5.44	5.67	4.78	3.73	4.42
6.00	6.00	6.00	5.00	4.00	5.00
7	7	7	7	3	5
1.137	1.500	1.369	1.791	1.720	1.793
1.293	2.251	1.873	3.209	2.960	3.214
2	1	1	1	1	1
7	7	7	7	7	7

TO GAIN OTHER'S RESPECT	TO BE A SKILLED TRAVELLER	TO IMPROVE MY SKILLS AND ABILITY AS A TRAVELLER	TO BE ACTIVE	TO USE MY PHYSICAL ABILITIES	TO DEVELOP CLOSE FRIENDSHIPS
58	59	56	59	59	58
1	0	3	0	0	1
3.43	4.44	4.55	4.95	4.49	4.52
3.00	4.00	5.00	5.00	5.00	5.00
3	4	4	5	5	4
1.827	1.859	1.858	1.602	1.601	1.799
3.337	3.458	3.452	2.566	2.565	3.237
1	1	1	1	1	1
7	7	7	7	7	7

TO MEET NEW AND DIFFERENT PEOPLE	TO SLOW DOWN	BECAUSE I SOMETIMES LIKE TO BE ALONE	TO RELAX PHYSICALLY	TO RELAX MENTALLY	TO REST
59	58	59	59	59	59
0	1	0	0	0	0
5.42	4.40	3.66	4.46	4.78	4.42
6.00	4.00	4.00	4.00	5.00	4.00
7	4	4	4	4	4
1.522	1.736	1.678	1.535	1.415	1.642
2.317	3.015	2.814	2.356	2.002	2.697
1	1	1	1	1	1
7	7	7	7	7	7

TO RELIEVE STRESS AND TENSION	TO CONTRIBUTE SOMETHING TO THE PLACES I VISIT	TO VISIT FRIENDS AND RELATIVES	TO EXPERIENCE EXCITEMENT	TO HAVE SOMETHING TO TALK ABOUT WHEN I GET HOME	TO HAVE FUN, TO BE ENTERTAINED
59	59	58	58	58	58
0	0	1	1	1	1
4.68	3.86	4.79	5.53	4.57	5.78
5.00	4.00	6.00	6.00	5.00	6.00
5	4	7	7	7	7
1.456	1.833	2.419	1.524	1.920	1.185
2.119	3.361	5.851	2.323	3.688	1.405
1	1	1	1	1	3
7	7	7	7	7	7

TO SEE NEW PLACES/NEW THINGS	TO EXPERIENCE DIFFERENT CULTURES AND WAYS OF LIFE	TO SEE CULTURAL HERITAGE SITES (EG. MUSEUMS, GALLERIES, HISTORIC SITES)	TO VISIT SOMEWHERE OTHERS HAVE NOT VISITED	TO VISIT A COUNTRYSIDE ENVIRONMENT	TO DO THINGS I HAVE NEVER DONE
58	58	58	59	59	59
1	1	1	0	0	0
5.83	5.57	5.12	4.03	5.07	5.31
6.00	6.00	5.00	5.00	5.00	6.00
7	7	7	1	5	7
1.326	1.416	1.687	2.109	1.518	1.674
1.759	2.004	2.845	4.447	2.306	2.802
2	2	1	1	1	1
7	7	7	7	7	7

TO DO THE THINGS THE LOCALS DO	TO ATTEND FESTIVALS AND CELEBRATIONS	TO PARTICIPATE IN NIGHTLIFE	TO ENJOY LANDSCAPES AND NATURE	TO TRAVEL SOMEWHERE AFFORDABLE	TO BE IN A SAFE ENVIRONMENT
58	59	59	59	59	59
1	0	0	0	0	0
5.24	4.56	4.98	5.64	5.32	5.17
5.00	5.00	5.00	6.00	6.00	5.00
5	5	6	6	7	6
1.548	1.831	1.852	1.200	1.665	1.610
2.397	3.354	3.431	1.440	2.774	2.591
1	1	1	2	1	1
7	7	7	7	7	7

Frequency Table

How many people, including you, will be in your travel group?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	1	1.7	1.7	1.7
1	24	40.7	40.7	42.4
2	25	42.4	42.4	84.7
3	4	6.8	6.8	91.5
4	4	6.8	6.8	98.3
5	1	1.7	1.7	100.0
Total	59	100.0	100.0	

How many days do you plan to stay in Manitoba during your trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	1.7	1.7	1.7
	1	1	1.7	1.7	3.4
	2	6	10.2	10.3	13.8
	3	12	20.3	20.7	34.5
	4	7	11.9	12.1	46.6
	5	10	16.9	17.2	63.8
	6	1	1.7	1.7	65.5
	7	10	16.9	17.2	82.8
	8	1	1.7	1.7	84.5
	10	3	5.1	5.2	89.7
	14	2	3.4	3.4	93.1
	15	2	3.4	3.4	96.6
	30	1	1.7	1.7	98.3
	180	1	1.7	1.7	100.0
	Total	58	98.3	100.0	
Missing	999	1	1.7		
Total		59	100.0		

Within Canada, what will be your main mode of transportation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CAR, VAN OR MOTORCYCLE (RENTED)	13	22.0	22.0	22.0
	CAR, VAN OR MOTORCYCLE (OWNED)	10	16.9	16.9	39.0
	HITCHHIKING	3	5.1	5.1	44.1
	CAMPER VAN/MOTORHOME	1	1.7	1.7	45.8
	BUS	13	22.0	22.0	67.8
	JUMP-ON-JUMP OFF TRANSPORTATION SERVICE	4	6.8	6.8	74.6
	TRAIN	7	11.9	11.9	86.4
	AIRPLANE	7	11.9	11.9	98.3
	OTHER	1	1.7	1.7	100.0
	Total	59	100.0	100.0	

Transportation – categories used for correlation analysis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	private	27	45.8	45.8	45.8
	public	31	52.5	52.5	98.3
	999.00	1	1.7	1.7	100.0
	Total	59	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	24	40.7	40.7	40.7
	FEMALE	35	59.3	59.3	100.0
	Total	59	100.0	100.0	

Country of origin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AUSTRALIA	12	20.3	20.3	20.3
	CANADA	18	30.5	30.5	50.8
	CHINA	1	1.7	1.7	52.5
	DENMARK	1	1.7	1.7	54.2
	ENGLAND & WALES	2	3.4	3.4	57.6
	FRANCE	3	5.1	5.1	62.7
	HONG KONG	1	1.7	1.7	64.4
	JAPAN	4	6.8	6.8	71.2
	MEXICO	2	3.4	3.4	74.6
	NETHERLANDS	1	1.7	1.7	76.3
	NEW ZEALAND	4	6.8	6.8	83.1
	SCOTLAND	1	1.7	1.7	84.7
	SOUTH AFRICA	1	1.7	1.7	86.4
	SPAIN	2	3.4	3.4	89.8
	SWITZERLAND	1	1.7	1.7	91.5
	TAIWAN	2	3.4	3.4	94.9
	UNITED STATES	3	5.1	5.1	100.0
	Total	59	100.0	100.0	

Year of Birth:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1975	1	1.7	1.8	1.8
	1976	5	8.5	8.8	10.5
	1977	4	6.8	7.0	17.5
	1978	8	13.6	14.0	31.6
	1979	7	11.9	12.3	43.9
	1980	6	10.2	10.5	54.4
	1981	7	11.9	12.3	66.7
	1982	6	10.2	10.5	77.2
	1983	4	6.8	7.0	84.2
	1984	4	6.8	7.0	91.2
	1986	2	3.4	3.5	94.7
	1987	3	5.1	5.3	100.0
	Total	57	96.6	100.0	
Missing	999	2	3.4		
Total		59	100.0		

Education completed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SOME FORMAL SCHOOLING	1	1.7	1.7	1.7
	COMPLETED HIGH SCHOOL	8	13.6	13.6	15.3
	SOME UNIVERSITY/COLLEGE	12	20.3	20.3	35.6
	COMPLETED UNIVERSITY/COLLEGE	22	37.3	37.3	72.9
	GRADUATE DEGREE OR HIGHER	16	27.1	27.1	100.0
	Total	59	100.0	100.0	

How much money will you have available to you for travel purposes when you leave on your trip to Canada (in Canadian dollars)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LESS THAN \$500	6	10.2	10.2	10.2
	\$501-\$2,000	24	40.7	40.7	50.8
	\$2,001-\$3,500	13	22.0	22.0	72.9
	\$3,501-\$5,000	4	6.8	6.8	79.7
	\$5,001-\$6,500	4	6.8	6.8	86.4
	\$6,501-\$8,000	5	8.5	8.5	94.9
	\$8,001-\$10,000	3	5.1	5.1	100.0
	Total	59	100.0	100.0	

Which best describes your personal income in 2005?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LESS THAN \$3000	8	13.6	13.6	13.6
	3,001-10,000	11	18.6	18.6	32.2
	10,001-20,000	13	22.0	22.0	54.2
	20,001-30,000	11	18.6	18.6	72.9
	30,001 OR MORE	16	27.1	27.1	100.0
	Total	59	100.0	100.0	

Are you a student?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	21	35.6	35.6	35.6
	NO	38	64.4	64.4	100.0
	Total	59	100.0	100.0	

Which best describes your employment in 2005?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FULL-TIME	34	57.6	57.6	57.6
	PART-TIME	18	30.5	30.5	88.1
	UNEMPLOYED	3	5.1	5.1	93.2
	SELF-EMPLOYED	1	1.7	1.7	94.9
	OTHER	3	5.1	5.1	100.0
	Total	59	100.0	100.0	

Employment – categories used for correlation analysis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	employed	53	89.8	89.8	89.8
	not employed	3	5.1	5.1	94.9
	999.00	3	5.1	5.1	100.0
	Total	59	100.0	100.0	

How many times per year do you travel (non-work related)?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	1	1.7	1.7	1.7
0	1	1.7	1.7	3.4
1	18	30.5	30.5	33.9
2	12	20.3	20.3	54.2
3	13	22.0	22.0	76.3
4	3	5.1	5.1	81.4
5	6	10.2	10.2	91.5
6	1	1.7	1.7	93.2
8	1	1.7	1.7	94.9
10	2	3.4	3.4	98.3
15	1	1.7	1.7	100.0
Total	59	100.0	100.0	

Bookings to be made through a travel agent

AIRFARE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	19	32.2	33.3	33.3
NO	30	50.8	52.6	86.0
DON'T KNOW	8	13.6	14.0	100.0
Total	57	96.6	100.0	
Missing 999	2	3.4		
Total	59	100.0		

ACCOMMODATION

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	3	5.1	5.3	5.3
NO	47	79.7	82.5	87.7
DON'T KNOW	7	11.9	12.3	100.0
Total	57	96.6	100.0	
Missing 999	2	3.4		
Total	59	100.0		

TOURS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	8	13.6	14.0	14.0
	NO	40	67.8	70.2	84.2
	DON'T KNOW	9	15.3	15.8	100.0
	Total	57	96.6	100.0	
Missing	999	2	3.4		
Total		59	100.0		

TRANSPORTATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	6	10.2	10.5	10.5
	NO	46	78.0	80.7	91.2
	DON'T KNOW	5	8.5	8.8	100.0
	Total	57	96.6	100.0	
Missing	999	2	3.4		
Total		59	100.0		

OTHER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	1	1.7	2.0	2.0
	NO	29	49.2	56.9	58.8
	DON'T KNOW	21	35.6	41.2	100.0
	Total	51	86.4	100.0	
Missing	999	8	13.6		
Total		59	100.0		

Bookings to be made through a travel agent
Categories used for correlation analysis (1 = Yes and 2 = No)

Airfare

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	19	32.2	38.8	38.8
	2.00	30	50.8	61.2	100.0
	Total	49	83.1	100.0	
Missing	System	10	16.9		
Total		59	100.0		

Accommodation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	5.1	6.0	6.0
	2.00	47	79.7	94.0	100.0
	Total	50	84.7	100.0	
Missing	System	9	15.3		
Total		59	100.0		

Tours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	13.6	16.7	16.7
	2.00	40	67.8	83.3	100.0
	Total	48	81.4	100.0	
Missing	System	11	18.6		
Total		59	100.0		

Transportation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	10.2	11.5	11.5
	2.00	46	78.0	88.5	100.0
	Total	52	88.1	100.0	
Missing	System	7	11.9		
Total		59	100.0		

Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.7	3.3	3.3
	2.00	29	49.2	96.7	100.0
	Total	30	50.8	100.0	
Missing	System	29	49.2		
Total		59	100.0		

Information Sources

Which is your main source for travel information before leaving on your trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	INTERNET	34	57.6	57.6	57.6
	GUIDE BOOK	12	20.3	20.3	78.0
	ADVICE FROM FRIENDS OR FAMILY	10	16.9	16.9	94.9
	TRAVEL BROCHURES	1	1.7	1.7	96.6
	TOURIST BOARD(S)	1	1.7	1.7	98.3
	OTHER	1	1.7	1.7	100.0
	Total	59	100.0	100.0	

INTERNET (IN GENERAL)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Did not use	2	3.4	3.4	3.4
	Not very helpful	1	1.7	1.7	5.1
	Somewhat helpful	5	8.5	8.5	13.6
	Helpful	19	32.2	32.2	45.8
	Very helpful	32	54.2	54.2	100.0
	Total	59	100.0	100.0	

TRAVEL MANITOBA WWW.TRAVELMANITOBA.COM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Did not use	37	62.7	63.8	63.8
	Not very helpful	2	3.4	3.4	67.2
	Somewhat helpful	7	11.9	12.1	79.3
	Helpful	9	15.3	15.5	94.8
	Very helpful	3	5.1	5.2	100.0
	Total	58	98.3	100.0	
Missing	999	1	1.7		
Total		59	100.0		

HOSTELLING INTERNATIONAL - CANADA WWW.HIHOSTELS.CA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Did not use	21	35.6	36.8	36.8
	Not very helpful	1	1.7	1.8	38.6
	Somewhat helpful	9	15.3	15.8	54.4
	Helpful	18	30.5	31.6	86.0
	Very helpful	8	13.6	14.0	100.0
	Total	57	96.6	100.0	
Missing	999	1	1.7		
	System	1	1.7		
	Total	2	3.4		
Total		59	100.0		

CANADIAN TOURISM COMMISSION WWW.CANADATOURISM.COM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Did not use	40	67.8	71.4	71.4
	Not very helpful	5	8.5	8.9	80.4
	Somewhat helpful	6	10.2	10.7	91.1
	Helpful	5	8.5	8.9	100.0
	Total	56	94.9	100.0	
Missing	999	3	5.1		
Total		59	100.0		

TRAVEL WEBSITES (EG. TRAVELOCITY, EXPEDIA, ETC.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Did not use	26	44.1	44.8	44.8
	Not very helpful	7	11.9	12.1	56.9
	Somewhat helpful	10	16.9	17.2	74.1
	Helpful	13	22.0	22.4	96.6
	Very helpful	2	3.4	3.4	100.0
	Total	58	98.3	100.0	
Missing	999	1	1.7		
Total		59	100.0		

GUIDE BOOK (EG. LONELY PLANET, FROMMERS, ROUGH GUIDE, MOON, ETC.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Did not use	21	35.6	36.2	36.2
	Not very helpful	2	3.4	3.4	39.7
	Somewhat helpful	7	11.9	12.1	51.7
	Helpful	17	28.8	29.3	81.0
	Very helpful	11	18.6	19.0	100.0
	Total	58	98.3	100.0	
Missing	999	1	1.7		
Total		59	100.0		

ADVICE FROM FRIENDS OR FAMILY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Did not use	10	16.9	16.9	16.9
	Not very helpful	4	6.8	6.8	23.7
	Somewhat helpful	13	22.0	22.0	45.8
	Helpful	18	30.5	30.5	76.3
	Very helpful	14	23.7	23.7	100.0
	Total	59	100.0	100.0	

TRAVEL AGENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Did not use	35	59.3	59.3	59.3
	Not very helpful	6	10.2	10.2	69.5
	Somewhat helpful	10	16.9	16.9	86.4
	Helpful	8	13.6	13.6	100.0
	Total	59	100.0	100.0	

TOUR OPERATORS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Did not use	47	79.7	79.7	79.7
	Not at all helpful	1	1.7	1.7	81.4
	Not very helpful	4	6.8	6.8	88.1
	Somewhat helpful	6	10.2	10.2	98.3
	Very helpful	1	1.7	1.7	100.0
	Total	59	100.0	100.0	

TRAVEL BROCHURES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Did not use	29	49.2	50.0	50.0
	Not at all helpful	1	1.7	1.7	51.7
	Not very helpful	4	6.8	6.9	58.6
	Somewhat helpful	14	23.7	24.1	82.8
	Helpful	8	13.6	13.8	96.6
	Very helpful	2	3.4	3.4	100.0
	Total	58	98.3	100.0	
Missing	999	1	1.7		
Total		59	100.0		

NEWSPAPERS/MAGAZINES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Did not use	34	57.6	58.6	58.6
	Not very helpful	7	11.9	12.1	70.7
	Somewhat helpful	11	18.6	19.0	89.7
	Helpful	4	6.8	6.9	96.6
	Very helpful	2	3.4	3.4	100.0
	Total	58	98.3	100.0	
Missing	999	1	1.7		
Total		59	100.0		

TOURIST BOARD(S)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Did not use	46	78.0	82.1	82.1
	Not very helpful	5	8.5	8.9	91.1
	Somewhat helpful	3	5.1	5.4	96.4
	Helpful	1	1.7	1.8	98.2
	Very helpful	1	1.7	1.8	100.0
	Total	56	94.9	100.0	
Missing	999	2	3.4		
	System	1	1.7		
	Total	3	5.1		
Total		59	100.0		

OTHER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Did not use	42	71.2	84.0	84.0
	Not very helpful	5	8.5	10.0	94.0
	Helpful	2	3.4	4.0	98.0
	Very helpful	1	1.7	2.0	100.0
	Total	50	84.7	100.0	
Missing	999	9	15.3		
Total		59	100.0		

Travel Motive Items – Travel In General

TO LEARN ABOUT THINGS AROUND ME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat True	6	10.2	10.2	10.2
	Often True	13	22.0	22.0	32.2
	Usually True	12	20.3	20.3	52.5
	Always True	28	47.5	47.5	100.0
	Total	59	100.0	100.0	

TO SATISFY MY CURIOSITY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat True	8	13.6	13.6	13.6
	Often True	9	15.3	15.3	28.8
	Usually True	18	30.5	30.5	59.3
	Always True	24	40.7	40.7	100.0
	Total	59	100.0	100.0	

TO EXPLORE NEW IDEAS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat True	7	11.9	11.9	11.9
	Often True	15	25.4	25.4	37.3
	Usually True	17	28.8	28.8	66.1
	Always True	20	33.9	33.9	100.0
	Total	59	100.0	100.0	

TO LEARN ABOUT MYSELF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost Never True	1	1.7	1.7	1.7
	Seldom True	3	5.1	5.1	6.8
	Somewhat True	9	15.3	15.3	22.0
	Often True	14	23.7	23.7	45.8
	Usually True	11	18.6	18.6	64.4
	Always True	21	35.6	35.6	100.0
	Total	59	100.0	100.0	

TO EXPAND MY KNOWLEDGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Seldom True	2	3.4	3.4	3.4
	Somewhat True	4	6.8	6.8	10.2
	Often True	12	20.3	20.3	30.5
	Usually True	13	22.0	22.0	52.5
	Always True	28	47.5	47.5	100.0
	Total	59	100.0	100.0	

TO DISCOVER NEW THINGS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat True	2	3.4	3.4	3.4
	Often True	11	18.6	18.6	22.0
	Usually True	12	20.3	20.3	42.4
	Always True	34	57.6	57.6	100.0
	Total	59	100.0	100.0	

TO BUILD FRIENDSHIPS WITH OTHERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost Never True	2	3.4	3.4	3.4
	Seldom True	2	3.4	3.4	6.8
	Somewhat True	9	15.3	15.3	22.0
	Often True	10	16.9	16.9	39.0
	Usually True	19	32.2	32.2	71.2
	Always True	17	28.8	28.8	100.0
	Total	59	100.0	100.0	

TO INTERACT WITH LOCAL RESIDENTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost Never True	1	1.7	1.7	1.7
	Seldom True	4	6.8	6.8	8.5
	Somewhat True	7	11.9	11.9	20.3
	Often True	15	25.4	25.4	45.8
	Usually True	14	23.7	23.7	69.5
	Always True	18	30.5	30.5	100.0
	Total	59	100.0	100.0	

TO INTERACT WITH OTHER TRAVELLERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost Never True	5	8.5	8.5	8.5
	Seldom True	7	11.9	11.9	20.3
	Somewhat True	6	10.2	10.2	30.5
	Often True	12	20.3	20.3	50.8
	Usually True	17	28.8	28.8	79.7
	Always True	12	20.3	20.3	100.0
	Total	59	100.0	100.0	

TO GAIN A FEELING OF BELONGING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	4	6.8	6.8	6.8
	Almost Never True	4	6.8	6.8	13.6
	Seldom True	13	22.0	22.0	35.6
	Somewhat True	13	22.0	22.0	57.6
	Often True	10	16.9	16.9	74.6
	Usually True	11	18.6	18.6	93.2
	Always True	4	6.8	6.8	100.0
	Total	59	100.0	100.0	

TO CHALLENGE MY ABILITIES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	2	3.4	3.4	3.4
	Almost Never True	1	1.7	1.7	5.1
	Somewhat True	10	16.9	16.9	22.0
	Often True	17	28.8	28.8	50.8
	Usually True	18	30.5	30.5	81.4
	Always True	11	18.6	18.6	100.0
	Total	59	100.0	100.0	

TO GAIN OTHER'S RESPECT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	8	13.6	13.6	13.6
	Almost Never True	8	13.6	13.6	27.1
	Seldom True	12	20.3	20.3	47.5
	Somewhat True	14	23.7	23.7	71.2
	Often True	7	11.9	11.9	83.1
	Usually True	6	10.2	10.2	93.2
	Always True	4	6.8	6.8	100.0
	Total	59	100.0	100.0	

TO BE A SKILLED TRAVELLER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	4	6.8	6.9	6.9
	Almost Never True	2	3.4	3.4	10.3
	Seldom True	3	5.1	5.2	15.5
	Somewhat True	21	35.6	36.2	51.7
	Often True	8	13.6	13.8	65.5
	Usually True	9	15.3	15.5	81.0
	Always True	11	18.6	19.0	100.0
	Total	58	98.3	100.0	
Missing	System	1	1.7		
Total		59	100.0		

TO IMPROVE MY SKILLS AND ABILITY AS A TRAVELLER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	3	5.1	5.1	5.1
	Almost Never True	2	3.4	3.4	8.5
	Seldom True	3	5.1	5.1	13.6
	Somewhat True	18	30.5	30.5	44.1
	Often True	8	13.6	13.6	57.6
	Usually True	15	25.4	25.4	83.1
	Always True	10	16.9	16.9	100.0
	Total	59	100.0	100.0	

TO BE ACTIVE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	1	1.7	1.7	1.7
	Seldom True	2	3.4	3.4	5.1
	Somewhat True	7	11.9	11.9	16.9
	Often True	18	30.5	30.5	47.5
	Usually True	15	25.4	25.4	72.9
	Always True	16	27.1	27.1	100.0
	Total	59	100.0	100.0	

TO USE MY PHYSICAL ABILITIES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	3	5.1	5.1	5.1
	Almost Never True	1	1.7	1.7	6.8
	Seldom True	2	3.4	3.4	10.2
	Somewhat True	13	22.0	22.0	32.2
	Often True	17	28.8	28.8	61.0
	Usually True	16	27.1	27.1	88.1
	Always True	7	11.9	11.9	100.0
	Total	59	100.0	100.0	

TO DEVELOP CLOSE FRIENDSHIPS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost Never True	5	8.5	8.5	8.5
	Seldom True	3	5.1	5.1	13.6
	Somewhat True	16	27.1	27.1	40.7
	Often True	16	27.1	27.1	67.8
	Usually True	11	18.6	18.6	86.4
	Always True	8	13.6	13.6	100.0
	Total	59	100.0	100.0	

TO MEET NEW AND DIFFERENT PEOPLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Seldom True	3	5.1	5.1	5.1
	Somewhat True	6	10.2	10.2	15.3
	Often True	14	23.7	23.7	39.0
	Usually True	17	28.8	28.8	67.8
	Always True	19	32.2	32.2	100.0
	Total	59	100.0	100.0	

TO SLOW DOWN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Never True	4	6.8	6.8	6.8
Almost Never True	6	10.2	10.2	16.9
Seldom True	10	16.9	16.9	33.9
Somewhat True	19	32.2	32.2	66.1
Often True	8	13.6	13.6	79.7
Usually True	7	11.9	11.9	91.5
Always True	5	8.5	8.5	100.0
Total	59	100.0	100.0	

BECAUSE I SOMETIMES LIKE TO BE ALONE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Never True	3	5.1	5.1	5.1
Almost Never True	11	18.6	18.6	23.7
Seldom True	12	20.3	20.3	44.1
Somewhat True	13	22.0	22.0	66.1
Often True	12	20.3	20.3	86.4
Usually True	4	6.8	6.8	93.2
Always True	4	6.8	6.8	100.0
Total	59	100.0	100.0	

TO RELAX PHYSICALLY

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Never True	1	1.7	1.7	1.7
Almost Never True	6	10.2	10.2	11.9
Seldom True	8	13.6	13.6	25.4
Somewhat True	12	20.3	20.3	45.8
Often True	14	23.7	23.7	69.5
Usually True	8	13.6	13.6	83.1
Always True	10	16.9	16.9	100.0
Total	59	100.0	100.0	

TO RELAX MENTALLY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost Never True	4	6.8	6.8	6.8
	Seldom True	2	3.4	3.4	10.2
	Somewhat True	11	18.6	18.6	28.8
	Often True	17	28.8	28.8	57.6
	Usually True	12	20.3	20.3	78.0
	Always True	13	22.0	22.0	100.0
	Total	59	100.0	100.0	

TO REST

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	2	3.4	3.4	3.4
	Almost Never True	6	10.2	10.2	13.6
	Seldom True	9	15.3	15.3	28.8
	Somewhat True	10	16.9	16.9	45.8
	Often True	11	18.6	18.6	64.4
	Usually True	13	22.0	22.0	86.4
	Always True	8	13.6	13.6	100.0
	Total	59	100.0	100.0	

TO RELIEVE STRESS AND TENSION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	1	1.7	1.7	1.7
	Almost Never True	2	3.4	3.4	5.1
	Seldom True	6	10.2	10.2	15.3
	Somewhat True	10	16.9	16.9	32.2
	Often True	18	30.5	30.5	62.7
	Usually True	12	20.3	20.3	83.1
	Always True	10	16.9	16.9	100.0
	Total	59	100.0	100.0	

TO CONTRIBUTE SOMETHING TO THE PLACES I VISIT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	5	8.5	8.5	8.5
	Almost Never True	9	15.3	15.3	23.7
	Seldom True	11	18.6	18.6	42.4
	Somewhat True	15	25.4	25.4	67.8
	Often True	7	11.9	11.9	79.7
	Usually True	5	8.5	8.5	88.1
	Always True	7	11.9	11.9	100.0
	Total	59	100.0	100.0	

TO VISIT FRIENDS AND RELATIVES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost Never True	4	6.8	7.0	7.0
	Seldom True	5	8.5	8.8	15.8
	Somewhat True	12	20.3	21.1	36.8
	Often True	15	25.4	26.3	63.2
	Usually True	13	22.0	22.8	86.0
	Always True	8	13.6	14.0	100.0
	Total	57	96.6	100.0	
Missing	999	2	3.4		
Total		59	100.0		

TO EXPERIENCE EXCITEMENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost Never True	1	1.7	1.8	1.8
	Seldom True	1	1.7	1.8	3.6
	Somewhat True	3	5.1	5.4	8.9
	Often True	12	20.3	21.4	30.4
	Usually True	17	28.8	30.4	60.7
	Always True	22	37.3	39.3	100.0
	Total	56	94.9	100.0	
Missing	999	3	5.1		
Total		59	100.0		

TO HAVE SOMETHING TO TALK ABOUT WHEN I GET HOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	3	5.1	5.3	5.3
	Almost Never True	3	5.1	5.3	10.5
	Seldom True	5	8.5	8.8	19.3
	Somewhat True	12	20.3	21.1	40.4
	Often True	12	20.3	21.1	61.4
	Usually True	10	16.9	17.5	78.9
	Always True	12	20.3	21.1	100.0
	Total	57	96.6	100.0	
Missing	999	2	3.4		
Total		59	100.0		

TO HAVE FUN, TO BE ENTERTAINED

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Seldom True	2	3.4	3.5	3.5
	Somewhat True	3	5.1	5.3	8.8
	Often True	9	15.3	15.8	24.6
	Usually True	22	37.3	38.6	63.2
	Always True	21	35.6	36.8	100.0
	Total	57	96.6	100.0	
Missing	999	2	3.4		
Total		59	100.0		

TO SEE NEW PLACES/NEW THINGS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Seldom True	1	1.7	1.8	1.8
	Somewhat True	1	1.7	1.8	3.6
	Often True	7	11.9	12.5	16.1
	Usually True	17	28.8	30.4	46.4
	Always True	30	50.8	53.6	100.0
	Total	56	94.9	100.0	
Missing	999	3	5.1		
Total		59	100.0		

TO EXPERIENCE DIFFERENT CULTURES AND WAYS OF LIFE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Seldom True	1	1.7	1.8	1.8
	Somewhat True	2	3.4	3.5	5.3
	Often True	7	11.9	12.3	17.5
	Usually True	14	23.7	24.6	42.1
	Always True	33	55.9	57.9	100.0
	Total	57	96.6	100.0	
Missing	999	2	3.4		
Total		59	100.0		

TO SEE CULTURAL HERITAGE SITES (EG. MUSEUMS, GALLERIES, HISTORIC SITES)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Seldom True	2	3.4	3.5	3.5
	Somewhat True	8	13.6	14.0	17.5
	Often True	15	25.4	26.3	43.9
	Usually True	12	20.3	21.1	64.9
	Always True	20	33.9	35.1	100.0
	Total	57	96.6	100.0	
Missing	999	2	3.4		
Total		59	100.0		

TO VISIT SOMEWHERE OTHERS HAVE NOT VISITED

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	3	5.1	5.2	5.2
	Almost Never True	6	10.2	10.3	15.5
	Seldom True	8	13.6	13.8	29.3
	Somewhat True	9	15.3	15.5	44.8
	Often True	12	20.3	20.7	65.5
	Usually True	12	20.3	20.7	86.2
	Always True	8	13.6	13.8	100.0
	Total	58	98.3	100.0	
Missing	999	1	1.7		
Total		59	100.0		

TO VISIT A COUNTRYSIDE ENVIRONMENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost Never True	2	3.4	3.4	3.4
	Seldom True	6	10.2	10.2	13.6
	Somewhat True	16	27.1	27.1	40.7
	Often True	17	28.8	28.8	69.5
	Usually True	11	18.6	18.6	88.1
	Always True	7	11.9	11.9	100.0
	Total	59	100.0	100.0	

TO DO THINGS I HAVE NEVER DONE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost Never True	1	1.7	1.7	1.7
	Seldom True	1	1.7	1.7	3.4
	Somewhat True	6	10.2	10.2	13.6
	Often True	9	15.3	15.3	28.8
	Usually True	19	32.2	32.2	61.0
	Always True	23	39.0	39.0	100.0
	Total	59	100.0	100.0	

TO DO THE THINGS THE LOCALS DO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	1	1.7	1.7	1.7
	Seldom True	3	5.1	5.1	6.8
	Somewhat True	10	16.9	16.9	23.7
	Often True	15	25.4	25.4	49.2
	Usually True	19	32.2	32.2	81.4
	Always True	11	18.6	18.6	100.0
	Total	59	100.0	100.0	

TO ATTEND FESTIVALS AND CELEBRATIONS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost Never True	1	1.7	1.7	1.7
	Seldom True	8	13.6	13.6	15.3
	Somewhat True	8	13.6	13.6	28.8
	Often True	13	22.0	22.0	50.8
	Usually True	19	32.2	32.2	83.1
	Always True	10	16.9	16.9	100.0
	Total	59	100.0	100.0	

TO PARTICIPATE IN NIGHTLIFE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Never True	2	3.4	3.4	3.4
Almost Never True	2	3.4	3.4	6.8
Seldom True	4	6.8	6.8	13.6
Somewhat True	11	18.6	18.6	32.2
Often True	9	15.3	15.3	47.5
Usually True	18	30.5	30.5	78.0
Always True	13	22.0	22.0	100.0
Total	59	100.0	100.0	

TO ENJOY LANDSCAPES AND NATURE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Almost Never True	1	1.7	1.7	1.7
Seldom True	1	1.7	1.7	3.4
Somewhat True	6	10.2	10.2	13.6
Often True	8	13.6	13.6	27.1
Usually True	26	44.1	44.1	71.2
Always True	17	28.8	28.8	100.0
Total	59	100.0	100.0	

TO TRAVEL SOMEWHERE AFFORDABLE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Almost Never True	1	1.7	1.7	1.7
Seldom True	3	5.1	5.1	6.8
Somewhat True	7	11.9	11.9	18.6
Often True	10	16.9	16.9	35.6
Usually True	23	39.0	39.0	74.6
Always True	15	25.4	25.4	100.0
Total	59	100.0	100.0	

TO BE IN A SAFE ENVIRONMENT

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Never True	2	3.4	3.4	3.4
Almost Never True	4	6.8	6.8	10.2
Seldom True	1	1.7	1.7	11.9
Somewhat True	14	23.7	23.7	35.6
Often True	11	18.6	18.6	54.2
Usually True	17	28.8	28.8	83.1
Always True	10	16.9	16.9	100.0
Total	59	100.0	100.0	

Travel Motive Items – Travel to Manitoba Specifically

TO LEARN ABOUT THINGS AROUND ME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost Never True	1	1.7	1.7	1.7
	Seldom True	2	3.4	3.4	5.1
	Somewhat True	9	15.3	15.3	20.3
	Often True	14	23.7	23.7	44.1
	Usually True	12	20.3	20.3	64.4
	Always True	21	35.6	35.6	100.0
	Total	59	100.0	100.0	

TO SATISFY MY CURIOSITY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost Never True	1	1.7	1.7	1.7
	Seldom True	1	1.7	1.7	3.4
	Somewhat True	10	16.9	17.2	20.7
	Often True	8	13.6	13.8	34.5
	Usually True	18	30.5	31.0	65.5
	Always True	20	33.9	34.5	100.0
	Total	58	98.3	100.0	
Missing	999	1	1.7		
Total		59	100.0		

TO EXPLORE NEW IDEAS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	1	1.7	1.8	1.8
	Almost Never True	3	5.1	5.3	7.0
	Seldom True	1	1.7	1.8	8.8
	Somewhat True	12	20.3	21.1	29.8
	Often True	13	22.0	22.8	52.6
	Usually True	10	16.9	17.5	70.2
	Always True	17	28.8	29.8	100.0
	Total	57	96.6	100.0	
Missing	999	2	3.4		
Total		59	100.0		

TO LEARN ABOUT MYSELF

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	2	3.4	3.4	3.4
	Almost Never True	4	6.8	6.8	10.2
	Seldom True	5	8.5	8.5	18.6
	Somewhat True	10	16.9	16.9	35.6
	Often True	13	22.0	22.0	57.6
	Usually True	11	18.6	18.6	76.3
	Always True	14	23.7	23.7	100.0
	Total	59	100.0	100.0	

TO EXPAND MY KNOWLEDGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost Never True	1	1.7	1.7	1.7
	Somewhat True	9	15.3	15.5	17.2
	Often True	14	23.7	24.1	41.4
	Usually True	13	22.0	22.4	63.8
	Always True	21	35.6	36.2	100.0
	Total	58	98.3	100.0	
Missing	System	1	1.7		
Total		59	100.0		

TO DISCOVER NEW THINGS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost Never True	1	1.7	1.7	1.7
	Somewhat True	5	8.5	8.5	10.2
	Often True	13	22.0	22.0	32.2
	Usually True	14	23.7	23.7	55.9
	Always True	26	44.1	44.1	100.0
	Total	59	100.0	100.0	

TO BUILD FRIENDSHIPS WITH OTHERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	1	1.7	1.7	1.7
	Almost Never True	2	3.4	3.4	5.1
	Seldom True	3	5.1	5.1	10.2
	Somewhat True	9	15.3	15.3	25.4
	Often True	11	18.6	18.6	44.1
	Usually True	15	25.4	25.4	69.5
	Always True	18	30.5	30.5	100.0
	Total	59	100.0	100.0	

TO INTERACT WITH LOCAL RESIDENTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	1	1.7	1.7	1.7
	Seldom True	3	5.1	5.2	6.9
	Somewhat True	8	13.6	13.8	20.7
	Often True	9	15.3	15.5	36.2
	Usually True	17	28.8	29.3	65.5
	Always True	20	33.9	34.5	100.0
	Total	58	98.3	100.0	
Missing	999	1	1.7		
Total		59	100.0		

TO INTERACT WITH OTHER TRAVELLERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	2	3.4	3.4	3.4
	Almost Never True	5	8.5	8.5	11.9
	Seldom True	9	15.3	15.3	27.1
	Somewhat True	10	16.9	16.9	44.1
	Often True	9	15.3	15.3	59.3
	Usually True	10	16.9	16.9	76.3
	Always True	14	23.7	23.7	100.0
	Total	59	100.0	100.0	

TO GAIN A FEELING OF BELONGING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	8	13.6	13.6	13.6
	Almost Never True	5	8.5	8.5	22.0
	Seldom True	15	25.4	25.4	47.5
	Somewhat True	12	20.3	20.3	67.8
	Often True	9	15.3	15.3	83.1
	Usually True	6	10.2	10.2	93.2
	Always True	4	6.8	6.8	100.0
	Total	59	100.0	100.0	

TO CHALLENGE MY ABILITIES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	5	8.5	8.5	8.5
	Almost Never True	5	8.5	8.5	16.9
	Seldom True	7	11.9	11.9	28.8
	Somewhat True	11	18.6	18.6	47.5
	Often True	13	22.0	22.0	69.5
	Usually True	10	16.9	16.9	86.4
	Always True	8	13.6	13.6	100.0
	Total	59	100.0	100.0	

TO GAIN OTHER'S RESPECT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	11	18.6	19.0	19.0
	Almost Never True	9	15.3	15.5	34.5
	Seldom True	12	20.3	20.7	55.2
	Somewhat True	9	15.3	15.5	70.7
	Often True	7	11.9	12.1	82.8
	Usually True	7	11.9	12.1	94.8
	Always True	3	5.1	5.2	100.0
	Total	58	98.3	100.0	
Missing	999	1	1.7		
Total		59	100.0		

TO BE A SKILLED TRAVELLER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	7	11.9	11.9	11.9
	Almost Never True	1	1.7	1.7	13.6
	Seldom True	8	13.6	13.6	27.1
	Somewhat True	15	25.4	25.4	52.5
	Often True	10	16.9	16.9	69.5
	Usually True	7	11.9	11.9	81.4
	Always True	11	18.6	18.6	100.0
	Total	59	100.0	100.0	

TO IMPROVE MY SKILLS AND ABILITY AS A TRAVELLER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	6	10.2	10.7	10.7
	Almost Never True	1	1.7	1.8	12.5
	Seldom True	8	13.6	14.3	26.8
	Somewhat True	12	20.3	21.4	48.2
	Often True	10	16.9	17.9	66.1
	Usually True	8	13.6	14.3	80.4
	Always True	11	18.6	19.6	100.0
	Total	56	94.9	100.0	
Missing	999	3	5.1		
Total		59	100.0		

TO BE ACTIVE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	2	3.4	3.4	3.4
	Almost Never True	3	5.1	5.1	8.5
	Seldom True	6	10.2	10.2	18.6
	Somewhat True	8	13.6	13.6	32.2
	Often True	18	30.5	30.5	62.7
	Usually True	10	16.9	16.9	79.7
	Always True	12	20.3	20.3	100.0
	Total	59	100.0	100.0	

TO USE MY PHYSICAL ABILITIES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	5	8.5	8.5	8.5
	Almost Never True	2	3.4	3.4	11.9
	Seldom True	7	11.9	11.9	23.7
	Somewhat True	11	18.6	18.6	42.4
	Often True	16	27.1	27.1	69.5
	Usually True	15	25.4	25.4	94.9
	Always True	3	5.1	5.1	100.0
	Total	59	100.0	100.0	

TO DEVELOP CLOSE FRIENDSHIPS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	3	5.1	5.2	5.2
	Almost Never True	7	11.9	12.1	17.2
	Seldom True	6	10.2	10.3	27.6
	Somewhat True	12	20.3	20.7	48.3
	Often True	12	20.3	20.7	69.0
	Usually True	7	11.9	12.1	81.0
	Always True	11	18.6	19.0	100.0
	Total	58	98.3	100.0	
Missing	999	1	1.7		
Total		59	100.0		

TO MEET NEW AND DIFFERENT PEOPLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	2	3.4	3.4	3.4
	Almost Never True	1	1.7	1.7	5.1
	Seldom True	2	3.4	3.4	8.5
	Somewhat True	10	16.9	16.9	25.4
	Often True	12	20.3	20.3	45.8
	Usually True	14	23.7	23.7	69.5
	Always True	18	30.5	30.5	100.0
	Total	59	100.0	100.0	

TO SLOW DOWN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	4	6.8	6.9	6.9
	Almost Never True	6	10.2	10.3	17.2
	Seldom True	5	8.5	8.6	25.9
	Somewhat True	16	27.1	27.6	53.4
	Often True	9	15.3	15.5	69.0
	Usually True	11	18.6	19.0	87.9
	Always True	7	11.9	12.1	100.0
	Total	58	98.3	100.0	
Missing	999	1	1.7		
Total		59	100.0		

BECAUSE I SOMETIMES LIKE TO BE ALONE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	7	11.9	11.9	11.9
	Almost Never True	10	16.9	16.9	28.8
	Seldom True	9	15.3	15.3	44.1
	Somewhat True	15	25.4	25.4	69.5
	Often True	8	13.6	13.6	83.1
	Usually True	8	13.6	13.6	96.6
	Always True	2	3.4	3.4	100.0
	Total	59	100.0	100.0	

TO RELAX PHYSICALLY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	2	3.4	3.4	3.4
	Almost Never True	5	8.5	8.5	11.9
	Seldom True	5	8.5	8.5	20.3
	Somewhat True	21	35.6	35.6	55.9
	Often True	11	18.6	18.6	74.6
	Usually True	8	13.6	13.6	88.1
	Always True	7	11.9	11.9	100.0
	Total	59	100.0	100.0	

TO RELAX MENTALLY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	1	1.7	1.7	1.7
	Almost Never True	3	5.1	5.1	6.8
	Seldom True	4	6.8	6.8	13.6
	Somewhat True	18	30.5	30.5	44.1
	Often True	15	25.4	25.4	69.5
	Usually True	10	16.9	16.9	86.4
	Always True	8	13.6	13.6	100.0
	Total	59	100.0	100.0	

TO REST

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	3	5.1	5.1	5.1
	Almost Never True	5	8.5	8.5	13.6
	Seldom True	6	10.2	10.2	23.7
	Somewhat True	19	32.2	32.2	55.9
	Often True	10	16.9	16.9	72.9
	Usually True	8	13.6	13.6	86.4
	Always True	8	13.6	13.6	100.0
	Total	59	100.0	100.0	

TO RELIEVE STRESS AND TENSION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	2	3.4	3.4	3.4
	Almost Never True	2	3.4	3.4	6.8
	Seldom True	7	11.9	11.9	18.6
	Somewhat True	14	23.7	23.7	42.4
	Often True	18	30.5	30.5	72.9
	Usually True	9	15.3	15.3	88.1
	Always True	7	11.9	11.9	100.0
	Total	59	100.0	100.0	

TO CONTRIBUTE SOMETHING TO THE PLACES I VISIT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	6	10.2	10.2	10.2
	Almost Never True	9	15.3	15.3	25.4
	Seldom True	11	18.6	18.6	44.1
	Somewhat True	14	23.7	23.7	67.8
	Often True	7	11.9	11.9	79.7
	Usually True	4	6.8	6.8	86.4
	Always True	8	13.6	13.6	100.0
	Total	59	100.0	100.0	

TO VISIT FRIENDS AND RELATIVES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	12	20.3	20.7	20.7
	Almost Never True	3	5.1	5.2	25.9
	Seldom True	2	3.4	3.4	29.3
	Somewhat True	6	10.2	10.3	39.7
	Often True	4	6.8	6.9	46.6
	Usually True	7	11.9	12.1	58.6
	Always True	24	40.7	41.4	100.0
	Total	58	98.3	100.0	
Missing	999	1	1.7		
Total		59	100.0		

TO EXPERIENCE EXCITEMENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	1	1.7	1.7	1.7
	Almost Never True	2	3.4	3.4	5.2
	Seldom True	4	6.8	6.9	12.1
	Somewhat True	5	8.5	8.6	20.7
	Often True	12	20.3	20.7	41.4
	Usually True	14	23.7	24.1	65.5
	Always True	20	33.9	34.5	100.0
	Total	58	98.3	100.0	
Missing	999	1	1.7		
Total		59	100.0		

TO HAVE SOMETHING TO TALK ABOUT WHEN I GET HOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	5	8.5	8.6	8.6
	Almost Never True	5	8.5	8.6	17.2
	Seldom True	6	10.2	10.3	27.6
	Somewhat True	12	20.3	20.7	48.3
	Often True	9	15.3	15.5	63.8
	Usually True	8	13.6	13.8	77.6
	Always True	13	22.0	22.4	100.0
	Total	58	98.3	100.0	
Missing	999	1	1.7		
Total		59	100.0		

TO HAVE FUN, TO BE ENTERTAINED

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Seldom True	3	5.1	5.2	5.2
	Somewhat True	6	10.2	10.3	15.5
	Often True	12	20.3	20.7	36.2
	Usually True	17	28.8	29.3	65.5
	Always True	20	33.9	34.5	100.0
	Total	58	98.3	100.0	
Missing	999	1	1.7		
Total		59	100.0		

TO SEE NEW PLACES/NEW THINGS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost Never True	1	1.7	1.7	1.7
	Seldom True	3	5.1	5.2	6.9
	Somewhat True	6	10.2	10.3	17.2
	Often True	10	16.9	17.2	34.5
	Usually True	13	22.0	22.4	56.9
	Always True	25	42.4	43.1	100.0
	Total	58	98.3	100.0	
Missing	999	1	1.7		
Total		59	100.0		

TO EXPERIENCE DIFFERENT CULTURES AND WAYS OF LIFE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost Never True	1	1.7	1.7	1.7
	Seldom True	6	10.2	10.3	12.1
	Somewhat True	6	10.2	10.3	22.4
	Often True	11	18.6	19.0	41.4
	Usually True	14	23.7	24.1	65.5
	Always True	20	33.9	34.5	100.0
	Total	58	98.3	100.0	
Missing	999	1	1.7		
Total		59	100.0		

TO SEE CULTURAL HERITAGE SITES (EG. MUSEUMS, GALLERIES, HISTORIC SITES)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	1	1.7	1.7	1.7
	Almost Never True	3	5.1	5.2	6.9
	Seldom True	8	13.6	13.8	20.7
	Somewhat True	9	15.3	15.5	36.2
	Often True	9	15.3	15.5	51.7
	Usually True	11	18.6	19.0	70.7
	Always True	17	28.8	29.3	100.0
	Total	58	98.3	100.0	
Missing	999	1	1.7		
Total		59	100.0		

TO VISIT SOMEWHERE OTHERS HAVE NOT VISITED

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	13	22.0	22.0	22.0
	Almost Never True	4	6.8	6.8	28.8
	Seldom True	6	10.2	10.2	39.0
	Somewhat True	6	10.2	10.2	49.2
	Often True	12	20.3	20.3	69.5
	Usually True	11	18.6	18.6	88.1
	Always True	7	11.9	11.9	100.0
	Total	59	100.0	100.0	

TO VISIT A COUNTRYSIDE ENVIRONMENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	3	5.1	5.1	5.1
	Almost Never True	1	1.7	1.7	6.8
	Seldom True	3	5.1	5.1	11.9
	Somewhat True	10	16.9	16.9	28.8
	Often True	17	28.8	28.8	57.6
	Usually True	15	25.4	25.4	83.1
	Always True	10	16.9	16.9	100.0
	Total	59	100.0	100.0	

TO DO THINGS I HAVE NEVER DONE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	3	5.1	5.1	5.1
	Almost Never True	1	1.7	1.7	6.8
	Seldom True	5	8.5	8.5	15.3
	Somewhat True	6	10.2	10.2	25.4
	Often True	13	22.0	22.0	47.5
	Usually True	13	22.0	22.0	69.5
	Always True	18	30.5	30.5	100.0
	Total	59	100.0	100.0	

TO DO THE THINGS THE LOCALS DO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	3	5.1	5.2	5.2
	Almost Never True	1	1.7	1.7	6.9
	Seldom True	2	3.4	3.4	10.3
	Somewhat True	8	13.6	13.8	24.1
	Often True	16	27.1	27.6	51.7
	Usually True	15	25.4	25.9	77.6
	Always True	13	22.0	22.4	100.0
	Total	58	98.3	100.0	
Missing	999	1	1.7		
Total		59	100.0		

TO ATTEND FESTIVALS AND CELEBRATIONS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never True	5	8.5	8.5	8.5
	Almost Never True	3	5.1	5.1	13.6
	Seldom True	9	15.3	15.3	28.8
	Somewhat True	10	16.9	16.9	45.8
	Often True	12	20.3	20.3	66.1
	Usually True	9	15.3	15.3	81.4
	Always True	11	18.6	18.6	100.0
	Total	59	100.0	100.0	

TO PARTICIPATE IN NIGHTLIFE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Never True	4	6.8	6.8	6.8
Almost Never True	5	8.5	8.5	15.3
Seldom True	3	5.1	5.1	20.3
Somewhat True	7	11.9	11.9	32.2
Often True	11	18.6	18.6	50.8
Usually True	15	25.4	25.4	76.3
Always True	14	23.7	23.7	100.0
Total	59	100.0	100.0	

TO ENJOY LANDSCAPES AND NATURE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Almost Never True	1	1.7	1.7	1.7
Seldom True	1	1.7	1.7	3.4
Somewhat True	9	15.3	15.3	18.6
Often True	13	22.0	22.0	40.7
Usually True	18	30.5	30.5	71.2
Always True	17	28.8	28.8	100.0
Total	59	100.0	100.0	

TO TRAVEL SOMEWHERE AFFORDABLE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Never True	4	6.8	6.8	6.8
Almost Never True	1	1.7	1.7	8.5
Somewhat True	11	18.6	18.6	27.1
Often True	11	18.6	18.6	45.8
Usually True	15	25.4	25.4	71.2
Always True	17	28.8	28.8	100.0
Total	59	100.0	100.0	

TO BE IN A SAFE ENVIRONMENT

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Never True	3	5.1	5.1	5.1
Almost Never True	1	1.7	1.7	6.8
Seldom True	3	5.1	5.1	11.9
Somewhat True	12	20.3	20.3	32.2
Often True	11	18.6	18.6	50.8
Usually True	15	25.4	25.4	76.3
Always True	14	23.7	23.7	100.0
Total	59	100.0	100.0	

Appendix G: Correlation Tables

Manitoba Motives and Trip Characteristics/Demographics

		Number of people in travel group	Planned length of stay in Manitoba	Gender	Age	Education completed	Funds available for travel purposes	Personal income in 2005
Motive Items - travel to Manitoba								
TO LEARN ABOUT THINGS AROUND ME	Correlation Coefficient	0.135	0.040	-0.067	0.055	0.254	-0.094	-0.005
	Sig. (2-tailed)	0.308	0.764	0.613	0.686	0.052	0.478	0.972
	N	59	58	59	57	59	59	59
TO SATISFY MY CURIOSITY	Correlation Coefficient	0.143	-0.085	-0.048	0.016	0.280	-0.079	0.118
	Sig. (2-tailed)	0.283	0.528	0.719	0.908	0.033	0.557	0.376
	N	58	57	58	56	58	58	58
TO EXPLORE NEW IDEAS	Correlation Coefficient	0.146	-0.007	-0.067	0.088	0.110	-0.078	-0.116
	Sig. (2-tailed)	0.279	0.957	0.623	0.521	0.414	0.564	0.392
	N	57	56	57	55	57	57	57
TO LEARN ABOUT MYSELF	Correlation Coefficient	-0.064	0.032	-0.109	0.114	0.300	-0.077	-0.133
	Sig. (2-tailed)	0.630	0.809	0.410	0.398	0.021	0.561	0.316
	N	59	58	59	57	59	59	59
TO EXPAND MY KNOWLEDGE	Correlation Coefficient	0.155	0.060	-0.126	0.034	0.246	-0.036	0.017
	Sig. (2-tailed)	0.245	0.656	0.345	0.806	0.063	0.787	0.902
	N	58	57	58	56	58	58	58
TO DISCOVER NEW THINGS	Correlation Coefficient	0.178	0.064	-0.113	0.111	0.134	0.051	0.023
	Sig. (2-tailed)	0.178	0.634	0.395	0.409	0.310	0.704	0.865
	N	59	58	59	57	59	59	59
TO BUILD FRIENDSHIPS WITH OTHERS	Correlation Coefficient	0.096	0.395	-0.098	0.049	0.276	0.130	-0.131
	Sig. (2-tailed)	0.469	0.002	0.461	0.718	0.035	0.325	0.324
	N	59	58	59	57	59	59	59
TO INTERACT WITH LOCAL RESIDENTS	Correlation Coefficient	0.114	0.324	0.020	0.023	0.154	0.034	-0.040
	Sig. (2-tailed)	0.395	0.014	0.884	0.866	0.249	0.798	0.763
	N	58	57	58	56	58	58	58
TO INTERACT WITH OTHER TRAVELLERS	Correlation Coefficient	0.074	0.002	-0.296	0.227	-0.035	0.139	-0.168
	Sig. (2-tailed)	0.579	0.989	0.023	0.089	0.793	0.295	0.203
	N	59	58	59	57	59	59	59

TO GAIN A FEELING OF BELONGING	Correlation Coefficient	0.005	-0.111	-0.020	0.102	0.047	-0.284	-0.250
	Sig. (2-tailed)	0.972	0.405	0.883	0.452	0.722	0.029	0.056
	N	59	58	59	57	59	59	59
TO CHALLENGE MY ABILITIES	Correlation Coefficient	-0.044	0.060	-0.232	0.185	0.045	0.029	-0.336
	Sig. (2-tailed)	0.738	0.653	0.077	0.169	0.735	0.830	0.009
	N	59	58	59	57	59	59	59
TO GAIN OTHER'S RESPECT	Correlation Coefficient	0.028	-0.018	-0.129	0.143	-0.064	-0.204	-0.219
	Sig. (2-tailed)	0.835	0.892	0.333	0.295	0.633	0.124	0.098
	N	58	57	58	56	58	58	58
TO BE A SKILLED TRAVELLER	Correlation Coefficient	0.025	-0.062	-0.132	0.153	-0.057	-0.095	-0.242
	Sig. (2-tailed)	0.848	0.644	0.319	0.257	0.668	0.474	0.065
	N	59	58	59	57	59	59	59
TO IMPROVE MY SKILLS AND ABILITY AS A TRAVELLER	Correlation Coefficient	0.043	-0.077	-0.107	0.267	-0.074	-0.114	-0.191
	Sig. (2-tailed)	0.754	0.574	0.435	0.051	0.589	0.402	0.159
	N	56	55	56	54	56	56	56
TO BE ACTIVE	Correlation Coefficient	-0.008	-0.216	-0.243	0.066	0.104	-0.070	-0.108
	Sig. (2-tailed)	0.951	0.104	0.064	0.624	0.432	0.601	0.414
	N	59	58	59	57	59	59	59
TO USE MY PHYSICAL ABILITIES	Correlation Coefficient	-0.119	0.010	-0.371	0.113	0.123	0.057	-0.179
	Sig. (2-tailed)	0.368	0.940	0.004	0.403	0.354	0.667	0.175
	N	59	58	59	57	59	59	59
TO DEVELOP CLOSE FRIENDSHIPS	Correlation Coefficient	0.078	0.235	-0.115	0.093	0.322	0.110	-0.309
	Sig. (2-tailed)	0.562	0.078	0.388	0.496	0.014	0.413	0.018
	N	58	57	58	56	58	58	58
TO MEET NEW AND DIFFERENT PEOPLE	Correlation Coefficient	0.068	0.069	-0.144	0.119	0.178	0.044	-0.171
	Sig. (2-tailed)	0.609	0.607	0.277	0.378	0.178	0.742	0.194
	N	59	58	59	57	59	59	59
TO SLOW DOWN	Correlation Coefficient	0.098	-0.214	0.153	0.081	0.022	-0.499	-0.036
	Sig. (2-tailed)	0.462	0.110	0.251	0.555	0.871	0.000	0.786
	N	58	57	58	56	58	58	58
BECAUSE I SOMETIMES LIKE TO BE ALONE	Correlation Coefficient	-0.149	-0.307	-0.073	0.125	-0.058	-0.351	-0.297
	Sig. (2-tailed)	0.262	0.019	0.582	0.356	0.665	0.006	0.023
	N	59	58	59	57	59	59	59

TO RELAX PHYSICALLY	Correlation Coefficient	0.242	-0.115	0.184	0.000	0.076	-0.290	0.096
	Sig. (2-tailed)	0.065	0.392	0.164	1.000	0.569	0.026	0.468
	N	59	58	59	57	59	59	59
TO RELAX MENTALLY	Correlation Coefficient	0.094	-0.091	0.172	0.077	0.088	-0.323	-0.102
	Sig. (2-tailed)	0.480	0.497	0.193	0.570	0.506	0.013	0.441
	N	59	58	59	57	59	59	59
TO REST	Correlation Coefficient	0.153	-0.110	0.152	0.107	0.071	-0.308	-0.052
	Sig. (2-tailed)	0.248	0.412	0.249	0.429	0.592	0.018	0.696
	N	59	58	59	57	59	59	59
TO RELIEVE STRESS AND TENSION	Correlation Coefficient	-0.059	-0.067	0.096	0.021	0.069	-0.275	-0.175
	Sig. (2-tailed)	0.658	0.616	0.472	0.874	0.601	0.035	0.185
	N	59	58	59	57	59	59	59
TO CONTRIBUTE SOMETHING TO THE PLACES I VISIT	Correlation Coefficient	0.071	-0.188	0.037	0.149	-0.018	-0.259	-0.220
	Sig. (2-tailed)	0.595	0.157	0.781	0.269	0.895	0.047	0.094
	N	59	58	59	57	59	59	59
TO VISIT FRIENDS AND RELATIVES	Correlation Coefficient	0.239	0.411	0.056	0.202	0.254	0.155	0.149
	Sig. (2-tailed)	0.071	0.001	0.676	0.136	0.054	0.245	0.266
	N	58	57	58	56	58	58	58
TO EXPERIENCE EXCITEMENT	Correlation Coefficient	0.228	0.086	-0.032	0.033	0.122	0.018	-0.012
	Sig. (2-tailed)	0.086	0.524	0.814	0.812	0.360	0.894	0.927
	N	58	57	58	56	58	58	58
TO HAVE SOMETHING TO TALK ABOUT WHEN I GET HOME	Correlation Coefficient	0.187	0.155	-0.185	0.195	0.049	-0.147	-0.123
	Sig. (2-tailed)	0.161	0.248	0.165	0.149	0.717	0.270	0.357
	N	58	57	58	56	58	58	58
TO HAVE FUN, TO BE ENTERTAINED	Correlation Coefficient	0.214	0.100	0.033	0.070	0.140	-0.047	-0.049
	Sig. (2-tailed)	0.106	0.458	0.807	0.611	0.296	0.728	0.712
	N	58	57	58	56	58	58	58
TO SEE NEW PLACES/NEW THINGS	Correlation Coefficient	0.159	0.005	-0.076	0.032	0.190	0.097	-0.029
	Sig. (2-tailed)	0.234	0.969	0.568	0.817	0.153	0.470	0.828
	N	58	57	58	56	58	58	58
TO EXPERIENCE DIFFERENT CULTURES AND WAYS OF LIFE	Correlation Coefficient	0.165	-0.017	-0.014	0.012	0.144	0.096	-0.173
	Sig. (2-tailed)	0.217	0.903	0.916	0.927	0.281	0.473	0.195
	N	58	57	58	56	58	58	58

TO SEE CULTURAL HERITAGE SITES	Correlation Coefficient	0.280	-0.280	-0.008	-	0.100	-0.058	-0.023
	Sig. (2-tailed)	0.033	0.035	0.955	0.979	0.454	0.666	0.864
	N	58	57	58	56	58	58	58
TO VISIT SOMEWHERE OTHERS HAVE NOT VISITED	Correlation Coefficient	0.161	0.034	-0.252	0.134	0.030	0.084	-0.199
	Sig. (2-tailed)	0.223	0.801	0.054	0.321	0.823	0.527	0.131
	N	59	58	59	57	59	59	59
TO VISIT A COUNTRYSIDE ENVIRONMENT	Correlation Coefficient	0.115	0.151	-0.149	0.008	0.039	0.021	-0.081
	Sig. (2-tailed)	0.387	0.259	0.261	0.954	0.770	0.877	0.540
	N	59	58	59	57	59	59	59
TO DO THINGS I HAVE NEVER DONE	Correlation Coefficient	0.263	0.171	-0.061	0.022	0.024	0.149	-0.048
	Sig. (2-tailed)	0.045	0.198	0.644	0.873	0.856	0.259	0.716
	N	59	58	59	57	59	59	59
TO DO THE THINGS THE LOCALS DO	Correlation Coefficient	0.120	0.173	-0.085	0.063	-0.015	-0.046	-0.069
	Sig. (2-tailed)	0.368	0.199	0.527	0.646	0.911	0.734	0.605
	N	58	57	58	56	58	58	58
TO ATTEND FESTIVALS AND CELEBRATIONS	Correlation Coefficient	0.223	0.033	-0.031	-	-0.041	-0.060	0.181
	Sig. (2-tailed)	0.090	0.805	0.817	0.614	0.757	0.653	0.170
	N	59	58	59	57	59	59	59
TO PARTICIPATE IN NIGHTLIFE	Correlation Coefficient	0.314	0.092	-0.163	0.010	-0.091	0.074	0.272
	Sig. (2-tailed)	0.016	0.493	0.217	0.940	0.493	0.577	0.037
	N	59	58	59	57	59	59	59
TO ENJOY LANDSCAPES AND NATURE	Correlation Coefficient	0.289	0.171	-0.086	-	0.078	-0.057	-0.083
	Sig. (2-tailed)	0.026	0.199	0.517	0.685	0.555	0.671	0.534
	N	59	58	59	57	59	59	59
TO TRAVEL SOMEWHERE AFFORDABLE	Correlation Coefficient	0.253	0.046	-0.136	0.154	-0.109	-0.182	0.142
	Sig. (2-tailed)	0.053	0.731	0.303	0.254	0.409	0.168	0.284
	N	59	58	59	57	59	59	59
TO BE IN A SAFE ENVIRONMENT	Correlation Coefficient	0.309	0.051	0.076	0.014	-0.039	-0.110	0.247
	Sig. (2-tailed)	0.017	0.705	0.569	0.920	0.770	0.407	0.060
	N	59	58	59	57	59	59	59

Manitoba Motives and Trip Characteristics/Demographics Continued...

		Student status	Trips per year (non-work related)	Transportation (private/public)	Employment (employed/not employed)
Motive Items - travel to Manitoba					
TO LEARN ABOUT THINGS AROUND ME	Correlation Coefficient	-0.110	0.017	-0.082	-0.041
	Sig. (2-tailed)	0.407	0.896	0.537	0.760
	N	59	59	59	59
TO SATISFY MY CURIOSITY	Correlation Coefficient	-0.149	-0.111	-0.156	-0.179
	Sig. (2-tailed)	0.264	0.407	0.243	0.178
	N	58	58	58	58
TO EXPLORE NEW IDEAS	Correlation Coefficient	-0.190	0.068	-0.066	-0.110
	Sig. (2-tailed)	0.158	0.616	0.627	0.414
	N	57	57	57	57
TO LEARN ABOUT MYSELF	Correlation Coefficient	-0.104	0.063	-0.076	0.070
	Sig. (2-tailed)	0.434	0.636	0.565	0.601
	N	59	59	59	59
TO EXPAND MY KNOWLEDGE	Correlation Coefficient	-0.115	-0.069	-0.049	0.017
	Sig. (2-tailed)	0.391	0.605	0.712	0.897
	N	58	58	58	58
TO DISCOVER NEW THINGS	Correlation Coefficient	-0.115	-0.116	0.041	-0.110
	Sig. (2-tailed)	0.388	0.380	0.755	0.406
	N	59	59	59	59
TO BUILD FRIENDSHIPS WITH OTHERS	Correlation Coefficient	-0.137	0.067	-0.014	-0.078
	Sig. (2-tailed)	0.301	0.615	0.919	0.557
	N	59	59	59	59
TO INTERACT WITH LOCAL RESIDENTS	Correlation Coefficient	0.062	-0.051	-0.012	-0.004
	Sig. (2-tailed)	0.642	0.705	0.930	0.977
	N	58	58	58	58
TO INTERACT WITH OTHER TRAVELLERS	Correlation Coefficient	-0.252	0.053	0.066	-0.207
	Sig. (2-tailed)	0.054	0.688	0.620	0.116
	N	59	59	59	59
TO GAIN A FEELING OF BELONGING	Correlation Coefficient	-0.024	0.121	-0.071	0.195
	Sig. (2-tailed)	0.855	0.361	0.592	0.139
	N	59	59	59	59
TO CHALLENGE MY ABILITIES	Correlation Coefficient	-0.300	0.014	0.121	0.032
	Sig. (2-tailed)	0.021	0.916	0.360	0.811
	N	59	59	59	59

TO GAIN OTHER'S RESPECT	Correlation Coefficient	-0.030	0.177	-0.071	0.068
	Sig. (2-tailed)	0.821	0.185	0.596	0.614
	N	58	58	58	58
TO BE A SKILLED TRAVELLER	Correlation Coefficient	-0.247	0.110	-0.051	-0.101
	Sig. (2-tailed)	0.059	0.408	0.701	0.447
	N	59	59	59	59
TO IMPROVE MY SKILLS AND ABILITY AS A TRAVELLER	Correlation Coefficient	-0.270	0.116	-0.049	-0.173
	Sig. (2-tailed)	0.044	0.394	0.721	0.203
	N	56	56	56	56
TO BE ACTIVE	Correlation Coefficient	-0.186	-0.025	-0.095	-0.076
	Sig. (2-tailed)	0.158	0.850	0.473	0.566
	N	59	59	59	59
TO USE MY PHYSICAL ABILITIES	Correlation Coefficient	-0.102	0.007	0.042	0.035
	Sig. (2-tailed)	0.442	0.961	0.754	0.795
	N	59	59	59	59
TO DEVELOP CLOSE FRIENDSHIPS	Correlation Coefficient	-0.280	0.102	0.068	0.068
	Sig. (2-tailed)	0.033	0.446	0.612	0.613
	N	58	58	58	58
TO MEET NEW AND DIFFERENT PEOPLE	Correlation Coefficient	-0.091	0.025	-0.007	-0.061
	Sig. (2-tailed)	0.494	0.852	0.956	0.644
	N	59	59	59	59
TO SLOW DOWN	Correlation Coefficient	0.061	0.253	-0.176	-0.022
	Sig. (2-tailed)	0.651	0.056	0.187	0.868
	N	58	58	58	58
BECAUSE I SOMETIMES LIKE TO BE ALONE	Correlation Coefficient	-0.055	0.135	0.099	0.136
	Sig. (2-tailed)	0.680	0.308	0.458	0.303
	N	59	59	59	59
TO RELAX PHYSICALLY	Correlation Coefficient	0.214	0.209	-0.295	-0.115
	Sig. (2-tailed)	0.104	0.113	0.023	0.387
	N	59	59	59	59
TO RELAX MENTALLY	Correlation Coefficient	0.180	0.089	-0.236	0.054
	Sig. (2-tailed)	0.171	0.503	0.072	0.684
	N	59	59	59	59
TO REST	Correlation Coefficient	0.128	0.202	-0.231	-0.063
	Sig. (2-tailed)	0.335	0.126	0.078	0.633
	N	59	59	59	59
TO RELIEVE STRESS AND TENSION	Correlation Coefficient	0.051	0.052	-0.100	-0.030
	Sig. (2-tailed)	0.700	0.695	0.451	0.820
	N	59	59	59	59

TO CONTRIBUTE SOMETHING TO THE PLACES I VISIT	Correlation Coefficient	-0.008	0.042	0.021	0.005
	Sig. (2-tailed)	0.949	0.751	0.877	0.972
	N	59	59	59	59
TO VISIT FRIENDS AND RELATIVES	Correlation Coefficient	0.031	0.192	-0.117	-0.044
	Sig. (2-tailed)	0.815	0.149	0.380	0.740
	N	58	58	58	58
TO EXPERIENCE EXCITEMENT	Correlation Coefficient	-0.239	-0.010	-0.079	-0.227
	Sig. (2-tailed)	0.070	0.939	0.557	0.087
	N	58	58	58	58
TO HAVE SOMETHING TO TALK ABOUT WHEN I GET HOME	Correlation Coefficient	-0.190	0.237	-0.145	-0.171
	Sig. (2-tailed)	0.153	0.073	0.278	0.201
	N	58	58	58	58
TO HAVE FUN, TO BE ENTERTAINED	Correlation Coefficient	-0.181	0.046	-0.173	-0.327
	Sig. (2-tailed)	0.175	0.730	0.194	0.012
	N	58	58	58	58
TO SEE NEW PLACES/NEW THINGS	Correlation Coefficient	-0.160	-0.002	-0.101	-0.203
	Sig. (2-tailed)	0.230	0.990	0.449	0.127
	N	58	58	58	58
TO EXPERIENCE DIFFERENT CULTURES AND WAYS OF LIFE	Correlation Coefficient	-0.127	0.033	-0.087	-0.140
	Sig. (2-tailed)	0.341	0.804	0.516	0.296
	N	58	58	58	58
TO SEE CULTURAL HERITAGE SITES (EG. MUSEUMS, GALLERIES, HISTORIC SITES)	Correlation Coefficient	-0.169	0.117	-0.109	-0.319
	Sig. (2-tailed)	0.206	0.380	0.416	0.015
	N	58	58	58	58
TO VISIT SOMEWHERE OTHERS HAVE NOT VISITED	Correlation Coefficient	-0.199	0.052	-0.042	-0.093
	Sig. (2-tailed)	0.130	0.694	0.754	0.484
	N	59	59	59	59
TO VISIT A COUNTRYSIDE ENVIRONMENT	Correlation Coefficient	0.004	0.064	-0.051	-0.156
	Sig. (2-tailed)	0.974	0.631	0.703	0.237
	N	59	59	59	59
TO DO THINGS I HAVE NEVER DONE	Correlation Coefficient	-0.193	0.002	-0.008	-0.262
	Sig. (2-tailed)	0.143	0.986	0.950	0.045
	N	59	59	59	59
TO DO THE THINGS THE LOCALS DO	Correlation Coefficient	0.019	0.127	-0.089	-0.144
	Sig. (2-tailed)	0.888	0.342	0.505	0.282
	N	58	58	58	58
TO ATTEND FESTIVALS AND CELEBRATIONS	Correlation Coefficient	-0.035	0.255	0.183	-0.294
	Sig. (2-tailed)	0.794	0.051	0.166	0.024
	N	59	59	59	59

TO PARTICIPATE IN NIGHTLIFE	Correlation Coefficient	-0.015	0.052	-0.078	-0.232
	Sig. (2-tailed)	0.911	0.695	0.559	0.076
	N	59	59	59	59
TO ENJOY LANDSCAPES AND NATURE	Correlation Coefficient	-0.155	0.002	-0.151	-0.080
	Sig. (2-tailed)	0.241	0.989	0.253	0.547
	N	59	59	59	59
TO TRAVEL SOMEWHERE AFFORDABLE	Correlation Coefficient	-0.042	0.071	-0.133	-0.333
	Sig. (2-tailed)	0.754	0.596	0.314	0.010
	N	59	59	59	59
TO BE IN A SAFE ENVIRONMENT	Correlation Coefficient	0.134	0.080	-0.093	-0.309
	Sig. (2-tailed)	0.312	0.547	0.485	0.017
	N	59	59	59	59

Travel Motive Items and Bookings through a Travel Agent

		Bookings through a travel agent				
		Airfare	Accommodation	Tours	Tranpsortation	Other
Motive Items - travel to Manitoba						
TO LEARN ABOUT THINGS AROUND ME	Correlation Coefficient	-0.057	-0.151	0.134	-0.098	-
	Sig. (2-tailed)	0.699	0.296	0.365	0.491	0.201
	N	49	50	48	52	30
TO SATISFY MY CURIOSITY	Correlation Coefficient	-0.057	-0.137	0.123	-0.099	-
	Sig. (2-tailed)	0.700	0.344	0.406	0.487	0.203
	N	48	50	48	52	30
TO EXPLORE NEW IDEAS	Correlation Coefficient	-0.135	-0.116	0.052	-0.150	.
	Sig. (2-tailed)	0.367	0.433	0.728	0.300	.
	N	47	48	47	50	28
TO LEARN ABOUT MYSELF	Correlation Coefficient	-0.006	-0.178	0.010	-0.254	-
	Sig. (2-tailed)	0.967	0.215	0.945	0.070	0.220
	N	49	50	48	52	30
TO EXPAND MY KNOWLEDGE	Correlation Coefficient	-0.042	-0.038	0.131	-0.089	.
	Sig. (2-tailed)	0.775	0.795	0.378	0.533	.
	N	48	49	47	51	29
TO DISCOVER NEW THINGS	Correlation Coefficient	-0.184	-0.078	0.060	-0.067	-
	Sig. (2-tailed)	0.206	0.592	0.684	0.638	0.183
	N	49	50	48	52	30

TO BUILD FRIENDSHIPS WITH OTHERS	Correlation Coefficient	-0.361	-0.093	-	-0.153	-
	Sig. (2-tailed)	0.011	0.521	0.290	0.279	0.242
	N	49	50	48	52	30
TO INTERACT WITH LOCAL RESIDENTS	Correlation Coefficient	-0.278	-0.053	-	-0.105	-
	Sig. (2-tailed)	0.055	0.718	0.542	0.461	0.287
	N	48	49	47	51	30
TO INTERACT WITH OTHER TRAVELLERS	Correlation Coefficient	-0.180	0.068	-	-0.045	0.304
	Sig. (2-tailed)	0.215	0.639	0.236	0.753	0.102
	N	49	50	48	52	30
TO GAIN A FEELING OF BELONGING	Correlation Coefficient	0.091	-0.021	-	-0.043	0.275
	Sig. (2-tailed)	0.535	0.886	0.978	0.763	0.142
	N	49	50	48	52	30
TO CHALLENGE MY ABILITIES	Correlation Coefficient	-0.158	0.015	-	-0.073	0.272
	Sig. (2-tailed)	0.279	0.919	0.868	0.607	0.147
	N	49	50	48	52	30
TO GAIN OTHER'S RESPECT	Correlation Coefficient	-0.041	-0.079	-	-0.103	0.243
	Sig. (2-tailed)	0.782	0.588	0.562	0.473	0.195
	N	48	49	47	51	30
TO BE A SKILLED TRAVELLER	Correlation Coefficient	-0.002	0.018	0.025	-0.031	0.273
	Sig. (2-tailed)	0.992	0.902	0.868	0.829	0.144
	N	49	50	48	52	30
TO IMPROVE MY SKILLS AND ABILITY AS A TRAVELLER	Correlation Coefficient	-0.049	0.034	0.062	-0.015	0.276
	Sig. (2-tailed)	0.743	0.819	0.681	0.919	0.147
	N	47	49	47	51	29
TO BE ACTIVE	Correlation Coefficient	0.023	-0.190	-	-0.181	-
	Sig. (2-tailed)	0.877	0.187	0.225	0.200	0.162
	N	49	50	48	52	30
TO USE MY PHYSICAL ABILITIES	Correlation Coefficient	-0.233	-0.185	-	-0.289	-
	Sig. (2-tailed)	0.107	0.197	0.031	0.038	0.100
	N	49	50	48	52	30
TO DEVELOP CLOSE FRIENDSHIPS	Correlation Coefficient	-0.272	0.009	-	-0.169	0.109
	Sig. (2-tailed)	0.061	0.951	0.284	0.232	0.567
	N	48	50	48	52	30

TO MEET NEW AND DIFFERENT PEOPLE	Correlation Coefficient	-0.209	-0.036	-	-0.225	-
	Sig. (2-tailed)	0.150	0.804	0.331	0.109	0.179
	N	49	50	48	52	30
TO SLOW DOWN	Correlation Coefficient	0.292	0.199	0.070	0.106	0.296
	Sig. (2-tailed)	0.042	0.167	0.637	0.454	0.113
	N	49	50	48	52	30
BECAUSE I SOMETIMES LIKE TO BE ALONE	Correlation Coefficient	0.201	0.021	-	-0.020	0.272
	Sig. (2-tailed)	0.166	0.886	0.534	0.886	0.146
	N	49	50	48	52	30
TO RELAX PHYSICALLY	Correlation Coefficient	0.017	-0.143	-	-0.168	-
	Sig. (2-tailed)	0.910	0.322	0.232	0.233	0.143
	N	49	50	48	52	30
TO RELAX MENTALLY	Correlation Coefficient	0.062	-0.093	-	-0.103	-
	Sig. (2-tailed)	0.671	0.522	0.362	0.468	0.141
	N	49	50	48	52	30
TO REST	Correlation Coefficient	0.069	0.119	-	0.014	0.296
	Sig. (2-tailed)	0.636	0.411	0.890	0.920	0.112
	N	49	50	48	52	30
TO RELIEVE STRESS AND TENSION	Correlation Coefficient	0.112	0.161	0.100	0.070	0.307
	Sig. (2-tailed)	0.444	0.264	0.501	0.622	0.099
	N	49	50	48	52	30
TO CONTRIBUTE SOMETHING TO THE PLACES I VISIT	Correlation Coefficient	0.030	0.041	0.053	-0.144	0.283
	Sig. (2-tailed)	0.838	0.775	0.719	0.308	0.130
	N	49	50	48	52	30
TO VISIT FRIENDS AND RELATIVES	Correlation Coefficient	-0.268	-0.025	-	-0.147	-
	Sig. (2-tailed)	0.063	0.863	0.450	0.305	0.333
	N	49	49	47	51	30
TO EXPERIENCE EXCITEMENT	Correlation Coefficient	-0.222	-0.056	-	-0.131	-
	Sig. (2-tailed)	0.125	0.702	0.919	0.361	0.217
	N	49	49	47	51	30
TO HAVE SOMETHING TO TALK ABOUT WHEN I GET HOME	Correlation Coefficient	-0.105	0.058	0.066	-0.004	0.293
	Sig. (2-tailed)	0.471	0.692	0.661	0.977	0.116
	N	49	49	47	51	30

TO HAVE FUN, TO BE ENTERTAINED	Correlation Coefficient	-0.150	0.056	0.092	-0.088	-
	Sig. (2-tailed)	0.303	0.701	0.540	0.537	0.022
	N	49	49	47	51	30
TO SEE NEW PLACES/NEW THINGS	Correlation Coefficient	-0.233	-0.016	0.066	-0.113	-
	Sig. (2-tailed)	0.107	0.914	0.660	0.429	0.191
	N	49	49	47	51	30
TO EXPERIENCE DIFFERENT CULTURES AND WAYS OF LIFE	Correlation Coefficient	-0.275	0.009	0.013	-0.132	-
	Sig. (2-tailed)	0.056	0.949	0.931	0.355	0.055
	N	49	49	47	51	30
TO SEE CULTURAL HERITAGE SITES (EG. MUSEUMS, GALLERIES, HISTORIC SITES)	Correlation Coefficient	-0.056	-0.071	0.155	0.114	-
	Sig. (2-tailed)	0.702	0.630	0.298	0.426	0.088
	N	49	49	47	51	30
TO VISIT SOMEWHERE OTHERS HAVE NOT VISITED	Correlation Coefficient	-0.104	-0.006	0.014	-0.051	-
	Sig. (2-tailed)	0.478	0.967	0.923	0.720	0.240
	N	49	50	48	52	0.201
TO VISIT A COUNTRYSIDE ENVIRONMENT	Correlation Coefficient	-0.177	0.090	0.253	0.056	0.297
	Sig. (2-tailed)	0.223	0.535	0.083	0.696	0.111
	N	49	50	48	52	30
TO DO THINGS I HAVE NEVER DONE	Correlation Coefficient	-0.220	0.150	0.101	0.051	0.295
	Sig. (2-tailed)	0.129	0.300	0.493	0.717	0.113
	N	49	50	48	52	30
TO DO THE THINGS THE LOCALS DO	Correlation Coefficient	-0.125	0.072	0.109	-0.027	0.233
	Sig. (2-tailed)	0.393	0.620	0.463	0.850	0.216
	N	49	50	48	52	30
TO ATTEND FESTIVALS AND CELEBRATIONS	Correlation Coefficient	-0.159	0.015	0.117	0.114	0.250
	Sig. (2-tailed)	0.274	0.919	0.430	0.422	0.182
	N	49	50	48	52	30
TO PARTICIPATE IN NIGHTLIFE	Correlation Coefficient	-0.179	0.089	0.041	-0.016	0.252
	Sig. (2-tailed)	0.219	0.538	0.781	0.908	0.179
	N	49	50	48	52	30
TO ENJOY LANDSCAPES AND NATURE	Correlation Coefficient	-0.080	0.154	0.249	0.083	0.247
	Sig. (2-tailed)	0.585	0.286	0.088	0.558	0.189
	N	49	50	48	52	30

TO TRAVEL SOMEWHERE AFFORDABLE	Correlation Coefficient	-0.076	0.111	0.073	-0.045	0.211
	Sig. (2-tailed)	0.602	0.443	0.624	0.750	0.262
	N	49	50	48	52	30
TO BE IN A SAFE ENVIRONMENT	Correlation Coefficient	-0.161	0.057	0.054	-0.033	0.142
	Sig. (2-tailed)	0.270	0.696	0.717	0.817	0.453
	N	49	50	48	52	30

Travel Characteristics and Demographics

		Use and helpfulness of TRAVEL AGENT as an information source	# of people in travel group	Planned length of stay in Manitoba	Gender	Year of Birth	Education level	Funds for travel	Personal income in 2005	Student status	# of leisure trips per year	Transportation	Employment
Use and helpfulness of TRAVEL AGENT as an information source	Correlation Coefficient	1.000	-0.159	0.185	0.021	0.041	0.127	0.481	0.103	0.116	0.053	0.227	-
	Sig. (2-tailed)	.	0.230	0.164	0.877	0.760	0.336	0.000	0.437	0.380	0.692	0.084	0.475
	N	59	59	58	59	57	59	59	59	59	59	59	59
Number of people in travel group	Correlation Coefficient	-0.159	1.000	-0.029	0.232	-	0.034	-	0.263	-0.140	0.164	-0.409	-
	Sig. (2-tailed)	0.230	.	0.827	0.077	0.189	0.795	0.528	0.045	0.289	0.216	0.001	0.018
	N	59	59	58	59	57	59	59	59	59	59	59	59
Planned length of stay in Manitoba	Correlation Coefficient	0.185	-0.029	1.000	-0.053	0.132	-0.121	0.289	-0.086	0.131	0.037	0.048	0.086
	Sig. (2-tailed)	0.164	0.827	.	0.692	0.332	0.367	0.028	0.521	0.325	0.783	0.723	0.521
	N	58	58	58	58	56	58	58	58	58	58	58	58
Gender	Correlation Coefficient	0.021	0.232	-0.053	1.000	-	0.219	-	0.191	0.177	0.080	0.016	-
	Sig. (2-tailed)	0.877	0.077	0.692	.	0.136	0.096	0.331	0.148	0.180	0.547	0.903	0.663
	N	59	59	58	59	57	59	59	59	59	59	59	59
Year of Birth	Correlation Coefficient	0.041	-0.189	0.132	-0.200	1.000	-0.215	-	-0.318	-0.405	-0.184	-0.056	-
	Sig. (2-tailed)	0.760	0.160	0.332	0.136	.	0.108	0.065	0.016	0.002	0.170	0.679	0.883
	N	57	57	56	57	57	57	57	57	57	57	57	57

Education completed	Correlation Coefficient	0.127	0.034	-0.121	0.219	-	1.000	0.118	0.012	-0.064	-0.061	-0.110	0.059
	Sig. (2-tailed)	0.336	0.795	0.367	0.096	0.108		0.373	0.930	0.630	0.646	0.407	0.659
	N	59	59	58	59	57	59	59	59	59	59	59	59
Funds available for travel	Correlation Coefficient	0.481	-0.084	0.289	-0.129	-	0.118	1.000	0.061	-0.043	-0.300	0.328	-
	Sig. (2-tailed)	0.000	0.528	0.028	0.331	0.065	0.373		0.644	0.744	0.021	0.011	0.110
	N	59	59	58	59	57	59	59	59	59	59	59	59
Personal income in 2005	Correlation Coefficient	0.103	0.263	-0.086	0.191	-	0.012	0.061	1.000	0.472	0.215	-0.077	-
	Sig. (2-tailed)	0.437	0.045	0.521	0.148	0.318	0.930	0.644		0.000	0.103	0.562	0.374
	N	59	59	58	59	57	59	59	59	59	59	59	59
Student status	Correlation Coefficient	0.116	-0.140	0.131	0.177	-	-0.064	-	0.472	1.000	0.201	-0.029	-
	Sig. (2-tailed)	0.380	0.289	0.325	0.180	0.405	0.630	0.744	0.000		0.126	0.830	0.473
	N	59	59	58	59	57	59	59	59	59	59	59	59
Number of leisure trips per year	Correlation Coefficient	0.053	0.164	0.037	0.080	-	-0.061	-	0.215	0.201	1.000	-0.173	-
	Sig. (2-tailed)	0.692	0.216	0.783	0.547	0.184	0.646	0.021	0.103	0.126		0.189	0.019
	N	59	59	58	59	57	59	59	59	59	59	59	59
Transportation (private/public)	Correlation Coefficient	0.227	-0.409	0.048	0.016	-	-0.110	0.328	-0.077	-0.029	-0.173	1.000	0.075
	Sig. (2-tailed)	0.084	0.001	0.723	0.903	0.056	0.407	0.011	0.562	0.830	0.189		0.570
	N	59	59	58	59	57	59	59	59	59	59	59	59
Employment (employed/not employed)	Correlation Coefficient	-0.095	-0.307	0.086	-0.058	-	0.059	-	-0.374	-0.095	-0.019	0.075	1.000
	Sig. (2-tailed)	0.475	0.018	0.521	0.663	0.020	0.659	0.408	0.003	0.473	0.885	0.570	
	N	59	59	58	59	57	59	59	59	59	59	59	59

Airfare booked through a travel agent	Correlation Coefficient	-0.664	-0.149	-0.325	-0.032	0.110	-0.114	-	-0.018	-0.032	0.171	-0.234	0.268
	Sig. (2-tailed)	0.000	0.307	0.024	0.829	0.461	0.435	0.000	0.901	0.829	0.241	0.105	0.063
	N	49	49	48	49	47	49	49	49	49	49	49	49
Accommodation booked through a travel agent	Correlation Coefficient	-0.334	-0.070	0.210	-0.224	0.015	-0.164	-	-0.009	0.174	0.117	-0.047	-
	Sig. (2-tailed)	0.018	0.629	0.148	0.118	0.919	0.256	0.295	0.951	0.226	0.419	0.746	0.298
	N	50	50	49	50	48	50	50	50	50	50	50	50
Tours booked through a travel agent	Correlation Coefficient	-0.377	0.210	-0.004	-0.056	-	-0.067	-	-0.015	0.040	0.079	-0.171	-
	Sig. (2-tailed)	0.008	0.153	0.977	0.704	0.656	0.651	0.125	0.922	0.790	0.595	0.245	0.153
	N	48	48	47	48	46	48	48	48	48	48	48	48
Transportation booked through a travel agent	Correlation Coefficient	-0.493	0.111	0.061	-0.066	-	-0.102	-	-0.142	0.005	0.103	0.034	-
	Sig. (2-tailed)	0.000	0.435	0.673	0.644	0.357	0.471	0.037	0.315	0.972	0.468	0.808	0.580
	N	52	52	51	52	50	52	52	52	52	52	52	52
Other travel services booked through a travel agent	Correlation Coefficient	-0.430	-0.082	0.126	-0.186	0.273	-0.255	-	-0.211	-0.131	0.198	0.174	0.062
	Sig. (2-tailed)	0.018	0.666	0.517	0.326	0.151	0.173	0.102	0.263	0.489	0.295	0.359	0.746
	N	30	30	29	30	29	30	30	30	30	30	30	30

Travel Characteristics and Demographics Continued...

		Bookings through a travel agent				
		Airfare	Accommodation	Tours	Transportation	Other
Use and helpfulness of TRAVEL AGENT as an information source	Correlation Coefficient	-0.664	-0.334	-	-0.493	-
	Sig. (2-tailed)	0.000	0.018	0.377	0.008	0.430
	N	49	50	48	52	30
Number of people in travel group	Correlation Coefficient	-0.149	-0.070	0.210	0.111	-
	Sig. (2-tailed)	0.307	0.629	0.153	0.435	0.082
	N	49	50	48	52	30
Planned length of stay in Manitoba	Correlation Coefficient	-0.325	0.210	-	0.061	0.126
	Sig. (2-tailed)	0.024	0.148	0.004	0.673	0.517
	N	48	49	47	51	29
Gender	Correlation Coefficient	-0.032	-0.224	-	-0.066	-
	Sig. (2-tailed)	0.829	0.118	0.056	0.644	0.186
	N	49	50	48	52	30
Year of Birth	Correlation Coefficient	0.110	0.015	-	-0.133	0.273
	Sig. (2-tailed)	0.461	0.919	0.067	0.357	0.151
	N	47	48	46	50	29
Education completed	Correlation Coefficient	-0.114	-0.164	-	-0.102	-
	Sig. (2-tailed)	0.435	0.256	0.067	0.471	0.255
	N	49	50	48	52	30
Funds available for travel	Correlation Coefficient	-0.610	-0.151	-	-0.290	-
	Sig. (2-tailed)	0.000	0.295	0.225	0.037	0.305
	N	49	50	48	52	30

Personal income in 2005	Correlation	-0.018	-0.009	-	-0.142	-
	Coefficient			0.015		0.211
	Sig. (2-tailed)	0.901	0.951	0.922	0.315	0.263
	N	49	50	48	52	30
Student status	Correlation	-0.032	0.174	0.040	0.005	-
	Coefficient					0.131
	Sig. (2-tailed)	0.829	0.226	0.790	0.972	0.489
	N	49	50	48	52	30
Number of leisure trips per year	Correlation	0.171	0.117	0.079	0.103	0.198
	Coefficient					
	Sig. (2-tailed)	0.241	0.419	0.595	0.468	0.295
	N	49	50	48	52	30
Transportation (private/public)	Correlation	-0.234	-0.047	-	0.034	0.174
	Coefficient			0.171		
	Sig. (2-tailed)	0.105	0.746	0.245	0.808	0.359
	N	49	50	48	52	30
Employment (employed/not employed)	Correlation	0.268	-0.150	-	-0.078	0.062
	Coefficient			0.209		
	Sig. (2-tailed)	0.063	0.298	0.153	0.580	0.746
	N	49	50	48	52	30
Airfare booked through a travel agent	Correlation	1.000	0.186	0.226	0.181	0.411
	Coefficient					
	Sig. (2-tailed)	.	0.227	0.150	0.235	0.033
	N	49	44	42	45	27
Accommodation booked through a travel agent	Correlation	0.186	1.000	0.375	0.475	1.000
	Coefficient					
	Sig. (2-tailed)	0.227	.	0.012	0.001	.
	N	44	50	44	48	29
Tours booked through a travel agent	Correlation	0.226	0.375	1.000	0.734	0.694
	Coefficient					
	Sig. (2-tailed)	0.150	0.012	.	0.000	0.000
	N	42	44	48	46	28

Transportation booked through a travel agent	Correlation Coefficient	0.181	0.475	0.734	1.000	0.695
	Sig. (2-tailed)	0.235	0.001	0.000	.	0.000
	N	45	48	46	52	30
Other travel services booked through a travel agent	Correlation Coefficient	0.411	1.000	0.694	0.695	1.000
	Sig. (2-tailed)	0.033	.	0.000	0.000	.
	N	27	29	28	30	30