

# A Look at Overnight Visitors to Metro Vancouver, 2015

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Source:

All data used in this analysis is based on the Statistics Canada International Travel Survey and Travel Survey of Residents of Canada, as tabulated by Research Resolutions & Consulting Ltd. All computations, use and interpretation of these data are entirely that of Tourism Vancouver.

Total Visitors also derived from Tourism Vancouver's Visitor Volume Model, MNP

# Overnight Visitors by Origin Total Volumes and Spending

There were an estimated 9,368,521 million overnight visitors to Metro Vancouver in 2015, an increase of 4.8% over 2014.

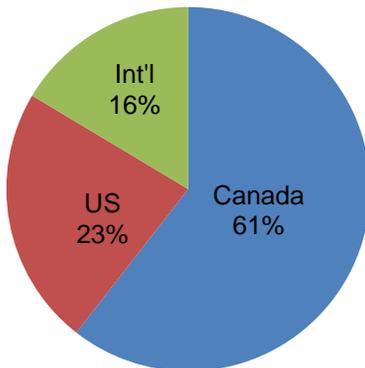
Spending by overnight visitors to Metro Vancouver was more than \$4.46 billion in 2015.

Overnight Visitors (millions)

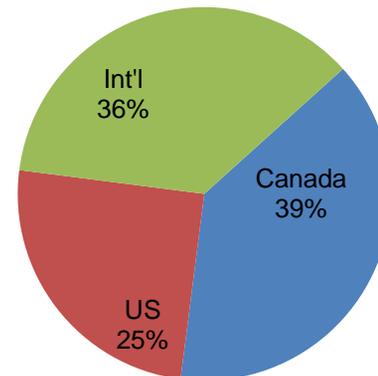
	2012	2013	2014	2015
Canada	5.19	5.27	5.5	5.68
US	1.88	1.96	1.97	2.16
Int'l	1.27	1.34	1.46	1.54
Total	8.34	8.57	8.93	9.37

Total overnight visitors	9,368,521
Average length of stay	4.9
Average spending/nt	\$96.30
2015 total spending	\$4.46 billion

**2015 Visitors**



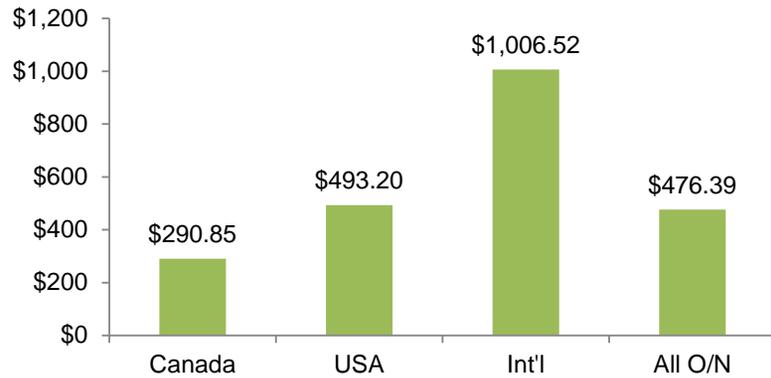
**2015 Visitor Spending**



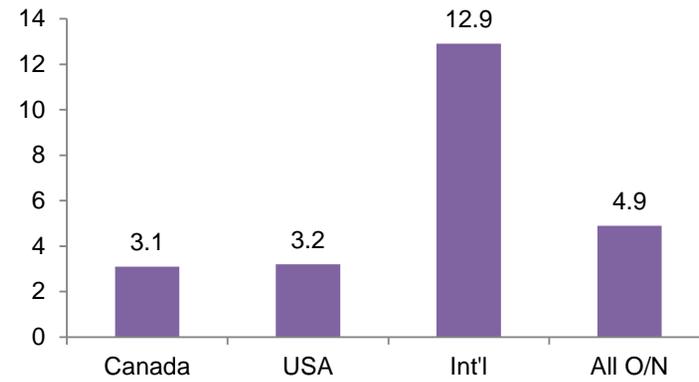
# Spending per Trip and Length of Stay

International visitors to Metro Vancouver have the greatest spending per trip, and the longest length of stay in the area.

### Spending per Trip



### Length of Stay (nts)



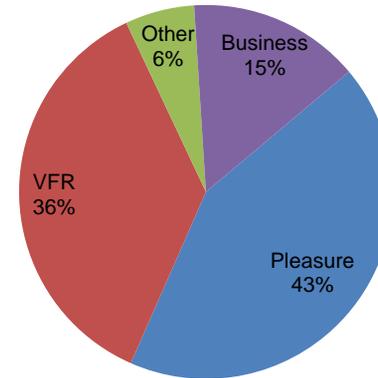
# Spending per Trip and Length of Stay

Visitors come to the Metro Vancouver area for 3 main reasons: to visit friends and relatives (VFR), for pleasure (vacation) and for business (including conventions). "Other" includes personal and medical reasons.

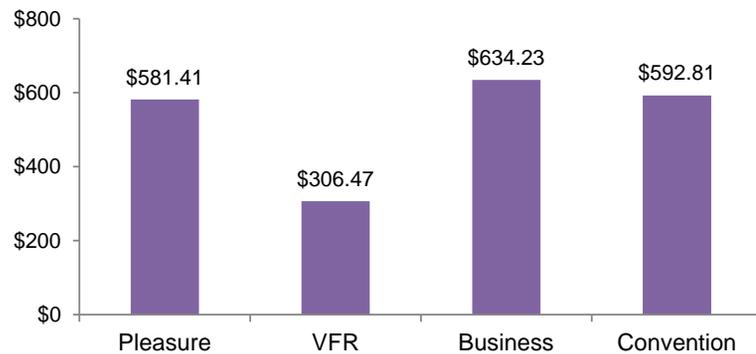
The average VFR visitor stays the longest, but spends the least per trip due to their lack of use of paid accommodation, (hotel, motel, B&B). Only 18% of all VFR visitors pay for accommodation, while 79% of business, 82% of convention and 70% of pleasure visitors stay in paid accommodation.

Business visitors spend slightly more on average per trip than other market segments.

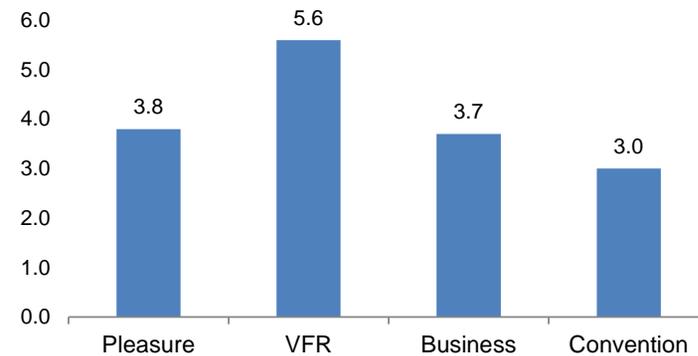
## Overnight Visitors by Trip Purpose



## Average Spending per Trip



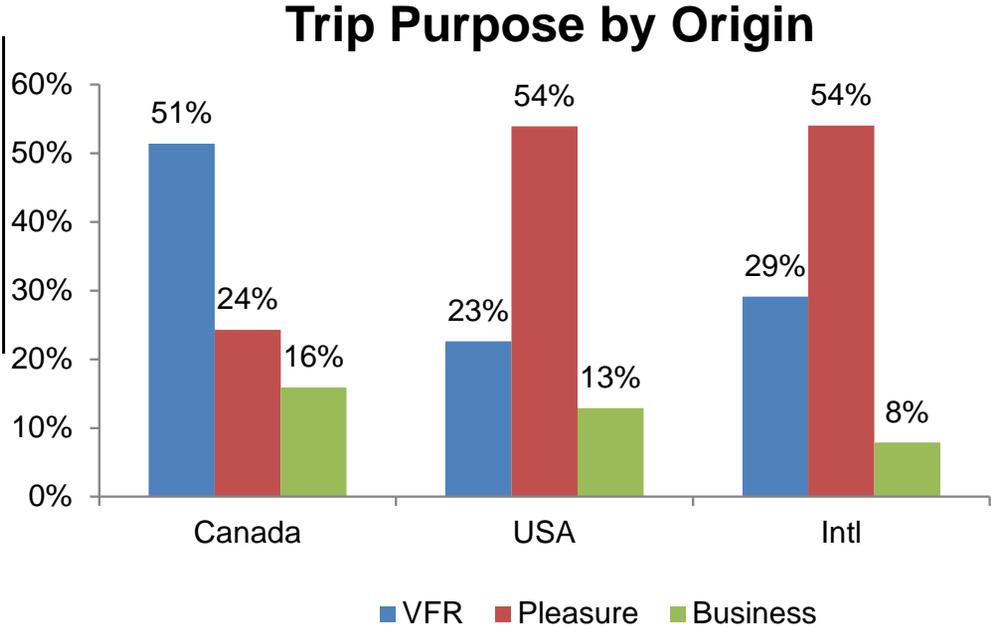
## Average Length of Stay (nts)



# Overnight Visitor's Trip Purpose by Origin

More than four in ten overnight visitors say the main purpose of their trip to the Vancouver area is for pleasure.

Canadian visitors to Metro Vancouver are twice as likely to be visiting friends and relatives than visitors from the United States. Visitors from International markets are in the area mainly for a pleasure trip, as are visitors from the US.



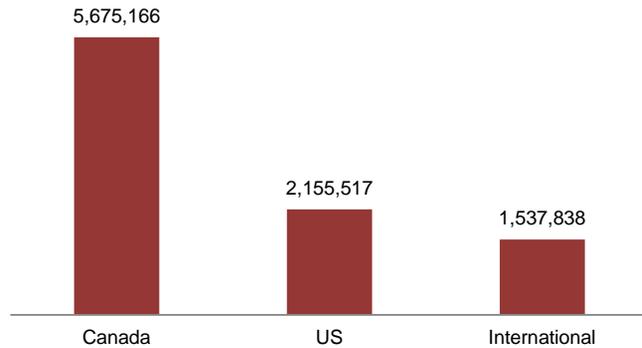
# A Closer Look - All Overnight Visitors

9,368,521  
in 2015

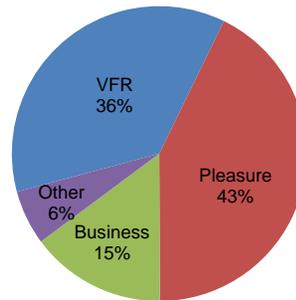
\$4,463,069,719  
visitor spending

45,905,753  
total nights

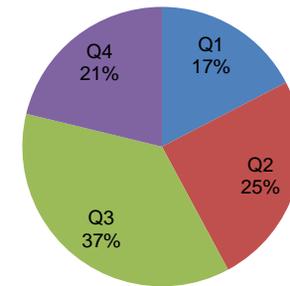
### Origin of Visitors



### Trip Purpose



### Season



#### Average Spending per Trip

Accommodation	\$165.10
Food	\$144.93
Retail and other	\$76.88
Transportation	\$50.66
Entertainment	\$38.82

#### Top Trip Activities

Sightseeing	32.0%
Restaurant/bar/club	37.9%
Shopping	29.8%
National, Provincial or nature park	26.1%
Visiting friends and relatives	28.5%

#### Trip Profile

Size of party	1.5
Length of stay - nights	4.9
Average spending per trip	\$476.39
Adults only	90.2%

#### Accommodation

Hotel/motel	48.9%
Friends and relatives	41.9%
Campground/RV park	1.5%

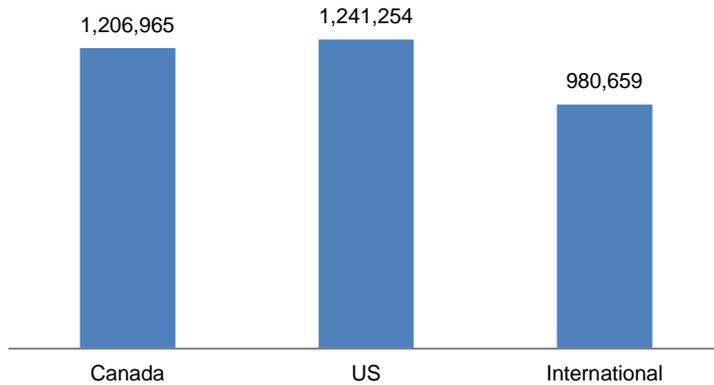
# A Closer Look - Pleasure

3,428,879  
in 2015

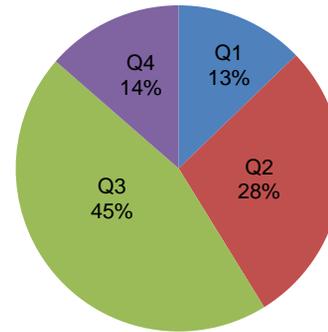
\$1,993,584,539  
visitor spending

13,029,740  
total nights

## Origin of Visitors



## Season



## Average Spending per Trip

Food	\$176.55
Accommodation	\$210.34
Retail and other	\$92.19
Transportation	\$49.76
Entertainment	\$52.57

## Top Trip Activities

Sightseeing	53.7%
Restaurant/bar/club	53.4%
Shopping	45.7%
National, Provincial or nature park	41.7%
Visiting friends and relatives	19.8%

## Trip Profile

Size of party	1.9
Length of stay - nights	3.8
Average spending per trip	\$581.41
Adults only	86.0%

## Accommodation

Hotel/motel	70.0%
Friends and relatives	16.4%
Campground/RV park	3.2%

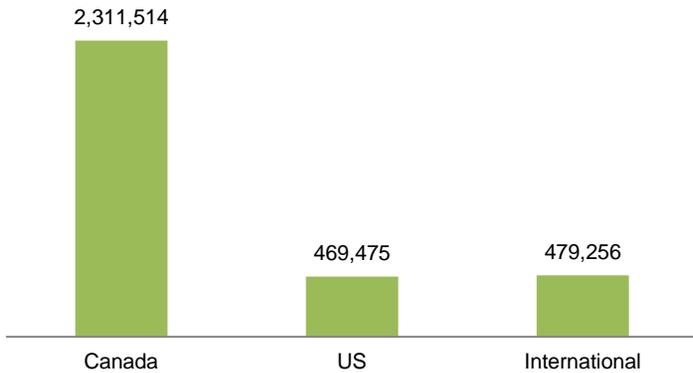
# A Closer Look - VFR

3,260,245  
in 2015

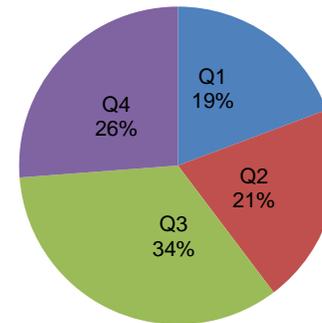
\$999,167,285  
visitor spending

18,257,372  
total nights

## Origin of Visitors



## Season



### Average Spending per Trip

Food	\$108.96
Retail and other	\$67.33
Accommodation	\$60.32
Transportation	\$43.18
Entertainment	\$26.68

### Top Trip Activities

Sightseeing	17.8%
Restaurant/bar/club	26.9%
Shopping	20.1%
National, Provincial or nature park	19.4%
Visiting friends and relatives	44.5%

### Trip Profile

Size of party	1.5
Length of stay - nights	5.6
Average spending per trip	\$306.47
Adults only	90.6%

### Accommodation

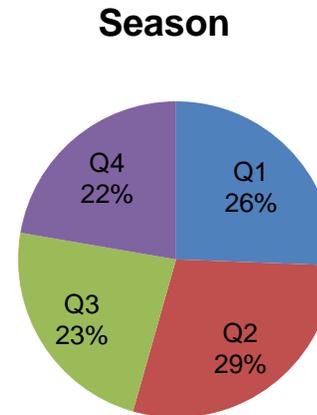
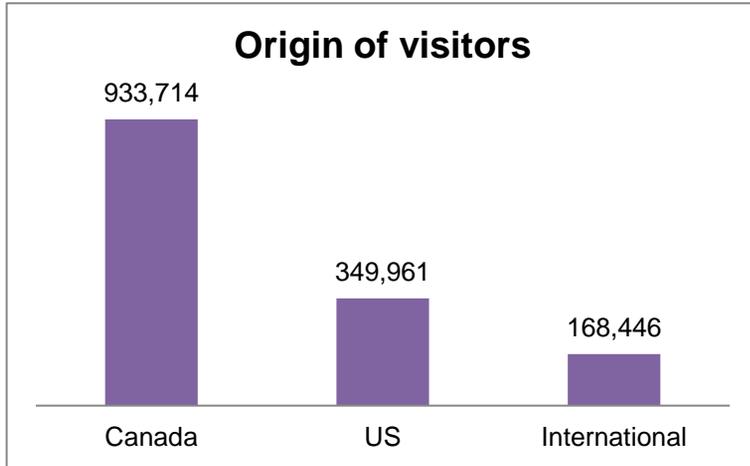
Friends and relatives	78.9%
Hotel/motel	18.5%
Campground/RV park	0.5%

# A Closer Look - Business

1,452,121  
in 2015

\$920,978,702  
visitor spending

5,372,848  
total nights



#### Average Spending per Trip

Accommodation	\$327.70
Food	\$160.23
Transportation	\$68.86
Retail and other	\$54.89
Entertainment	\$22.55

#### Top Trip Activities

Sightseeing	15.2%
Restaurant/bar/club	32.6%
Shopping	15.6%
National, Provincial or nature park	9.7%
Visiting friends and relatives	9.7%

#### Trip Profile

Size of party	1.1
Length of stay - nights	3.7
Average spending per trip	\$634.23
Adults only	96.7%

#### Accommodation

Hotel/motel	78.6%
Friends and relatives	11.9%
Campground/RV park	0.0%

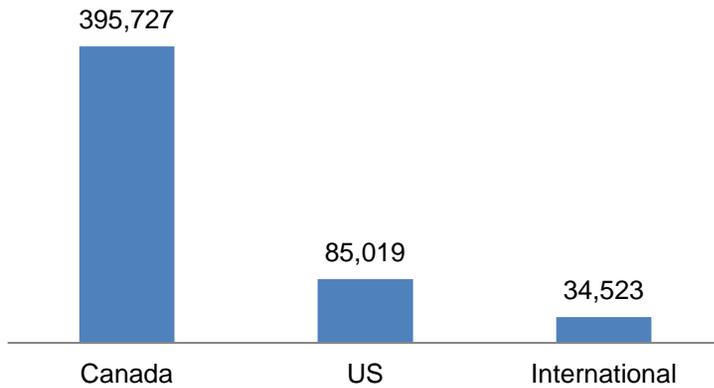
# A Closer Look - Conventions

515,269  
in 2015

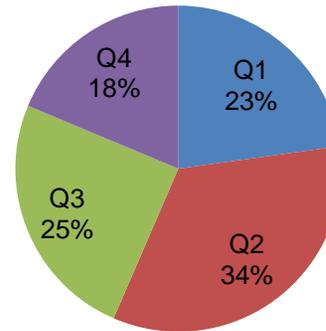
\$305,456,616  
visitor spending

1,545,807  
total nights

**Origin of Visitors**



**Season**



**Average Spending per Trip**

Accommodation	\$327.08
Food	\$148.83
Retail and other	\$40.93
Transportation	\$62.83
Entertainment	\$13.14

**Top Trip Activities**

Sightseeing	15.0%
Restaurant/bar/club	22.5%
Shopping	13.5%
National, Provincial or nature park	14.1%
Visiting friends and relatives	9.4%

**Trip Profile**

Size of party	1.1
Length of stay - nights	3
Average spending per trip	\$592.81
Adults only	97.1%

**Accommodation**

Hotel/motel	82.3%
Friends and relatives	12.8%
Campground/RV park	0.0%

## Overnight Visitors Profile by Trip Purpose

(Party Size, Composition, Length of Stay, Season of Visit and Accommodation Use)

	Total	Pleasure	VFR	Business	Convention
Party Size	1.5	1.9	1.5	1.1	1.1
Length of Stay (nts)	4.9	3.8	5.6	3.7	3.0

Visitors whose main trip purpose is VFR have the longest length of stay, and business and convention visitors have the smallest party size.

	Total	Pleasure	VFR	Business	Convention
Adults Only	90.2%	86.0%	90.6%	96.7%	97.1%
Adults with Children	7.1%	10.6%	7.6%	1.4%	2.1%

Visitor parties are made up mostly of adults only. Business and convention visitors are least likely to have children along on their trip.

Accommodation Use	Total	Pleasure	VFR	Business	Convention
Hotel/motel	48.9%	69.7%	18.5%	78.6%	82.3%
Friends and relatives	41.9%	16.4%	78.9%	11.9%	12.8%
Campground/RV park/back country camping	1.5%	3.2%	0.5%	0.0%	0.0%

Four out of five business visitors use some kind of paid accommodation, while four out of five VFR visitors stay with friends and relatives. Only half of all visitors stay in some kind of paid accommodation.

Season of visit	Total	Pleasure	VFR	Business	Convention
Jan - Mar (Q. 1)	17.4%	12.8%	19.3%	25.6%	22.8%
Apr - Jun (Q. 2)	24.7%	28.4%	20.4%	28.8%	33.7%
Jul - Sep (Q. 3)	36.6%	45.2%	34.1%	23.3%	24.8%
Oct - Dec (Q. 4)	21.2%	13.6%	26.2%	22.3%	18.7%

Overall, twice as many visitors come to Metro Vancouver in Q. 3 (July through September) than in Q. 1 (January through March). Business visitors are more evenly distributed throughout the year than other segments.

## Overnight Visitors Profile by Trip Purpose (Trip Activities and Other Cities Visited)

Activity on trip	Total	Pleasure	VFR	Business	Convention
Sightseeing	32.0%	53.7%	17.8%	15.2%	15.0%
Restaurant/bar/club	37.9%	53.4%	26.9%	32.6%	22.5%
Shopping	29.8%	45.7%	20.1%	15.5%	13.5%
National, Provincial or nature park	26.1%	41.7%	19.4%	9.7%	14.1%
Visiting friends and relatives	28.5%	19.8%	44.5%	9.7%	9.4%
Historic Site	18.1%	31.0%	11.0%	7.5%	11.6%
Museum or art gallery	16.4%	23.8%	11.8%	6.9%	8.5%
Wildlife viewing or birdwatching	12.2%	21.0%	7.6%	5.0%	5.5%
Performance such as a play or concert	13.4%	17.3%	10.1%	5.8%	2.8%
Festival or Fair	11.7%	14.1%	10.3%	4.8%	3.6%
Beach	18.0%	20.3%	21.5%	7.6%	8.1%
Zoo or aquarium	9.7%	14.2%	7.7%	4.9%	5.5%
Hiking or backpacking	16.9%	19.2%	18.6%	7.0%	8.7%

Pleasure visitors participate in activities more often on their trip than other visitors. Sightseeing, dining out, shopping, visiting friends and relatives and visiting National, Provincial or nature parks.

It is important to note that visitors may have participated in these activities at any point of their trip in Canada, and the activity may not have been in Metro Vancouver. (although, as seen below, relatively few visitors travel to other cities on the same trip.)

Other cities visited on trip	Total	Pleasure	VFR	Business	Convention
Victoria	11.1%	18.4%	6.5%	2.9%	1.8%
Whistler	n/a	n/a	n/a	n/a	n/a
Calgary	5.1%	8.8%	2.4%	4.5%	4.5%
Toronto	3.2%	5.6%	1.5%	3.1%	0.9%

One in ten visitors to the Metro Vancouver area also visit Victoria. Pleasure visitors are the most likely of all visitors to experience another destination on their trip.

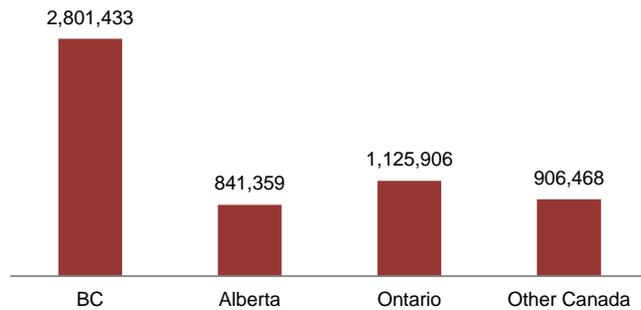
# A Closer Look - Canada

5,675,166  
in 2015

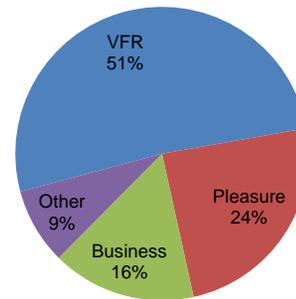
\$1,650,622,031  
visitor spending

17,593,015  
total nights

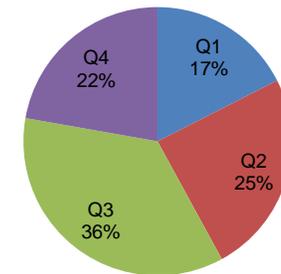
## Major Canadian Markets 2015



## Trip Purpose



## Season



## Average Spending per Trip

Food	\$96.35
Accommodation	\$87.93
Retail and other	\$33.63
Transportation	\$49.41
Entertainment	\$23.53

## Top Trip Activities

Hiking or backpacking	18.9%
Beach	17.2%
Visiting friends and relatives	16.3%
National, Provincial or nature park	14.1%
Restaurant/bar/club	8.9%

## Trip Profile

Size of party	1.5
Length of stay - nights	3.1
Average spending per trip	\$290.85
Adults only	92.7%

## Accommodation

Friends and relatives	54.5%
Hotel/motel	37.8%
Campground/RV park	1.7%

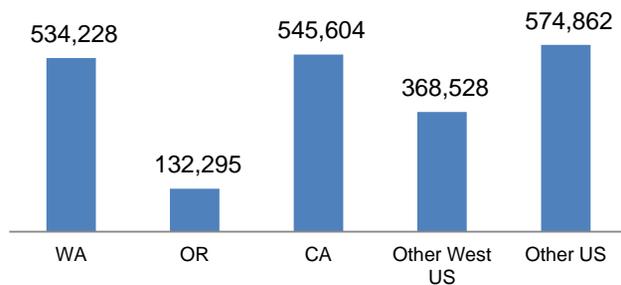
# A Closer Look - USA

2,155,517  
in 2015

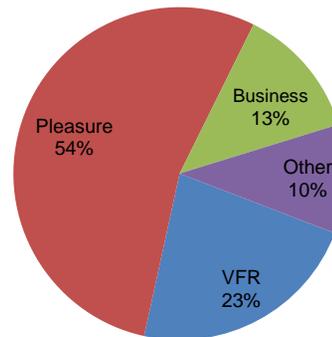
\$1,063,100,984  
visitor spending

6,897,654  
total nights

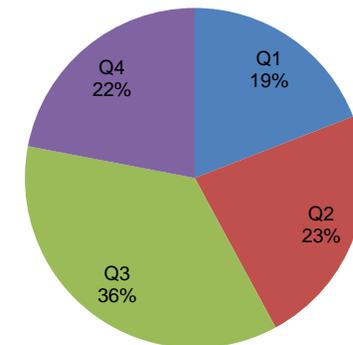
### Major US Markets 2015



### Trip Purpose



### Season



#### Average Spending per Trip

Accommodation	\$206.68
Food	\$162.03
Entertainment	\$36.57
Retail and other	\$54.72
Transportation	\$33.20

#### Top Trip Activities

Sightseeing	56.8%
Restaurant/bar/club	70.1%
Shopping	48.5%
National, Provincial or nature park	27.4%
Visiting friends and relatives	34.4%

#### Trip Profile

Size of party	1.7
Length of stay - nights	3.2
Average spending per trip	\$493.20
Adults only	86.7%

#### Accommodation

Hotel/motel	67.8%
Friends and relatives	23.4%
Campground/RV park	0.7%

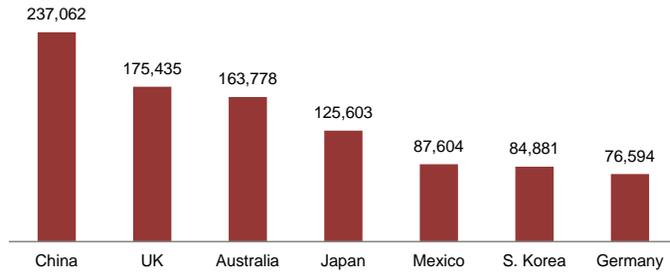
## A Closer Look - International

1,537,838  
in 2015

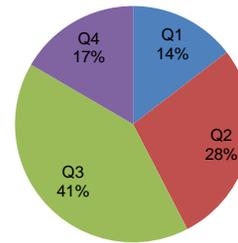
\$1,547,864,704  
visitor spending

19,838,110  
total nights

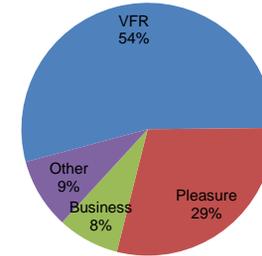
### Major International Markets 2015



### Season



### Trip Purpose



### Average Spending per Trip

Accommodation	\$341.74
Food	\$267.84
Retail and other	\$233.56
Entertainment	\$86.66
Transportation	\$76.72

### Top Trip Activities

Sightseeing	77.9%
Restaurant/bar/club	76.5%
Shopping	75.4%
National, Provincial or nature park	57.3%
Visiting friends and relatives	54.3%

### Trip Profile

Size of party	1.5
Length of stay - nights	12.9
Average spending per trip	\$1,006.52
Adults only	86.1%

### Accommodation

Hotel/motel	55.4%
Friends and relatives	30.8%
Campground/RV park	1.9%

## Overnight Visitors Profile by Market Origin

(Party Size, Composition, Length of Stay, Season of Visit, Trip Purpose and Accommodation Use)

	Total	Canada	USA	Int'l
Party Size	1.5	1.5	1.7	1.5
Length of Stay (nts)	4.9	3.1	3.2	12.9

International visitors have the longest length of stay, and visitors from the USA have a slightly larger average party size, of all overnight visitors.

Party Composition	Total	Canada	USA	Int'l
Adults Only	90.2%	92.7%	86.7%	86.1%
Adults with Children	7.1%	7.1%	8.2%	5.7%

Visitors from the US are the most likely to have children along on their trip.

Season of visit	Total	Canada	USA	Int'l
Jan - Mar (Q.1)	17.4%	17.5%	19.1%	14.6%
Apr - Jun (Q. 2)	24.7%	24.5%	23.0%	27.8%
Jul - Sep (Q. 3)	36.6%	35.7%	35.9%	41.0%
Oct - Dec (Q. 4)	21.2%	22.2%	22.0%	16.6%

Most visitors come to Metro Vancouver in the spring and summer (April through September). Visitors from International markets are less slightly less likely to come in fall and winter months than Canadians or Americans.

Trip Purpose	Total	Canada	USA	Int'l
Pleasure	42.7%	24.3%	53.9%	54.0%
Visiting friends and relatives	36.4%	51.4%	22.6%	29.1%
Business	14.9%	15.9%	12.9%	7.9%

The overall main reason for traveling to Vancouver is for pleasure. More Canadians state their main trip purpose as visiting friends and relatives than visitors from the US and International markets.

Accommodation Use	Total	Canada	USA	Int'l
Hotel/motel	48.9%	37.8%	67.8%	55.4%
Friends and relatives	41.9%	54.5%	23.4%	30.8%
Campground/RV park/ back country camping	1.5%	1.7%	0.7%	1.9%

More than half of Canadian visitors stay with friends and relatives while in Metro Vancouver, while the majority of visitors from the US and overseas markets use some kind of paid accommodation.

## Overnight Visitors Profile by Market Origin (Trip Activities and Other Cities Visited)

Activity on trip	Total	Canada	USA	Int'l
Sightseeing	32.0%	3.7%	56.8%	77.9%
Restaurant/bar/club	37.9%	8.9%	70.1%	76.5%
Shopping	29.8%	4.5%	48.5%	75.4%
National, Provincial or nature park	26.1%	14.1%	27.4%	57.3%
Visiting friends and relatives	28.5%	16.3%	34.4%	54.3%
Historic Site	18.1%	4.7%	26.4%	44.4%
Museum or art gallery	16.4%	7.3%	18.7%	38.3%
Wildlife viewing or birdwatching	12.2%	5.0%	12.4%	31.4%
Performance such as a play or concert	13.4%	8.3%	15.3%	25.1%
Festival or Fair	11.7%	3.9%	18.1%	25.0%
Beach	18.0%	17.2%	14.9%	24.1%
Zoo or aquarium	9.7%	5.5%	8.8%	22.4%
Hiking or backpacking	16.9%	18.9%	8.8%	21.8%

Compared to their US and International counterparts, Canadian visitors take part in relatively few activities on their trip.

Seven in ten American visitors are at restaurants/bars/clubs, close to six in ten are sightseeing and almost half are shopping.

More than three quarters of International visitors are sightseeing, visiting restaurants/bars/clubs, and shopping. More than half also visit a National, Provincial or nature park, and friends and relatives. Overall, International visitors are more interested in every activity than Americans and Canadians.

Other cities visited on trip	Total	Canada	USA	Int'l
Victoria	11.1%	3.1%	10.9%	33.0%
Whistler	n/a	n/a	n/a	n/a
Calgary	5.1%	1.7%	1.6%	18.5%
Toronto	3.2%	0.4%	1.2%	13.5%

International visitors are also far more likely to be visiting other destinations on their trip than visitors from the US and Canada.

Very few visitors from Canada are visiting other major Canadian cities as part of their trip.

## Overnight Visitors Profile by Market Origin - International (Party Size, Composition, Length of Stay, Season of Visit)

	Total Int'l Visitors	UK	Germany	Japan	Australia
Party Size	1.5	1.7	1.6	1.3	1.7
Length of Stay (nts)	12.9	6.2	5.1	12.4	6.8

While all international markets had similar party sizes, visitors from Japan had by far the longest average length of stay.

	Total Int'l Visitors	UK	Germany	Japan	Australia
Party Composition					
Adults Only	86.1%	86.2%	81.1%	88.3%	92.5%
Adults with Children	5.7%	3.0%	7.0%	5.2%	3.0%

Visitor parties are primarily made up of adults only.

	Total Int'l Visitors	UK	Germany	Japan	Australia
Season of visit					
Jan - Mar (Q.1)	14.6%	14.0%	9.9%	17.9%	15.0%
Apr - Jun (Q. 2)	27.8%	29.7%	28.2%	22.2%	30.7%
Jul - Sep (Q. 3)	41.0%	41.8%	52.2%	38.3%	36.5%
Oct - Dec (Q. 4)	16.6%	14.5%	9.7%	21.6%	17.7%

Across the board, International visitors are visiting mainly in the summer months (July to September). German visitors - more than half choose to travel to Vancouver during that time. The spring months are the most popular season for travel.

## Overnight Visitors Profile by Market Origin - International (Trip Purpose and Accommodation Use)

Trip Purpose	Total Int'l Visitors	UK	Germany	Japan	Australia
Pleasure	54.0%	67.5%	69.5%	46.9%	75.0%
Visiting friends and relatives	29.1%	25.7%	16.0%	26.4%	10.1%
Business	7.9%	5.0%	7.9%	8.6%	8.0%

Overall, the International visitor's main reason for visiting Metro Vancouver is for pleasure, and this is except in the case of China, where the stated main purpose is almost equally for visiting friends and relatives.

Accommodation Use	Total Int'l Visitors	UK	Germany	Japan	Australia
Hotel/motel	55.4%	76.2%	58.4%	54.8%	69.8%
Friends and relatives	30.8%	18.7%	21.3%	33.5%	21.9%
Campground/RV park	1.9%	1.0%	14.0%	0.0%	0.0%

The majority of International visitors are using paid accommodation during their stay in the Vancouver area. Asian markets are more likely to be staying with friends and relatives than other international visitors. Japanese visitors are more likely to camp.

## Overnight Visitors Profile by Market Origin - International (Trip Activity and Other Cities Visited)

Activity on trip	Total Int'l visitors	UK	Germany	Japan	Australia	South Korea	China
Sightseeing	77.9%	91.6%	92.6%	79.9%	93.8%	76.9%	61.8%
Restaurant/bar/club	76.5%	95.1%	93.8%	68.4%	89.7%	74.7%	55.8%
Shopping	75.4%	80.0%	82.5%	89.7%	84.1%	74.6%	68.3%
National, Provincial or nature park	57.3%	80.2%	80.4%	33.0%	76.9%	61.1%	33.8%
Visiting friends and relatives	54.3%	44.3%	39.4%	44.0%	45.0%	46.9%	71.8%
Historic Site	44.4%	56.3%	52.4%	22.0%	52.8%	39.0%	41.8%
Museum or art gallery	38.3%	43.9%	40.7%	29.3%	46.8%	29.1%	31.3%
Wildlife viewing or birdwatching	31.4%	55.5%	64.1%	13.0%	42.8%	16.8%	4.4%
Performance such as a play or concert	25.1%	16.4%	9.9%	27.5%	10.8%	19.7%	31.2%
Festival or Fair	25.0%	11.8%	15.0%	37.7%	13.4%	29.0%	32.8%
Beach	24.1%	30.3%	49.5%	19.8%	15.8%	50.4%	12.9%
Zoo or aquarium	22.4%	17.9%	26.9%	17.3%	16.4%	23.2%	18.4%
Hiking or backpacking	21.8%	24.4%	62.2%	19.2%	20.6%	19.6%	1.4%

Sightseeing, dining out, and shopping are popular activities for all international markets. Visitors from Germany, the UK and Australia are more interested in National, Provincial and nature parks, and wildlife viewing or birdwatching than the average International visitor. South Koreans and Germans are the most likely to go to the beach, and Germans are by far the most active hikers and backpackers.

Other cities visited on trip	Total Int'l visitors	UK	Germany	Japan	Australia	South Korea	China
Victoria	33.0%	30.6%	46.5%	13.8%	47.4%	13.3%	33.6%
Calgary	18.5%	31.6%	34.5%	9.3%	21.2%	21.2%	2.3%
Toronto	13.5%	11.8%	6.0%	9.3%	8.6%	20.5%	26.6%
Montréal	6.2%	4.4%	1.1%	2.6%	5.3%	6.9%	12.6%
Niagara	5.1%	5.1%	3.1%	3.0%	0.6%	8.9%	9.9%
Ottawa	4.4%	1.4%	4.7%	0.0%	5.0%	2.9%	11.8%
Quebec City	3.1%	0.6%	0.6%	0.3%	5.5%	3.6%	6.2%

International visitors frequently visit other Canadian cities as part of their trip to Vancouver. Visitors from Germany, the UK and Australia are highly interested in Western cities. The Japanese, while much less likely to be visiting other cities, are equally as likely to be going to Toronto as they are to Calgary. Visitors from China are the most likely to be visiting Montreal and Ottawa, and visitors from China and South Korea are visiting Toronto more than other International visitors. Information on visits to Whistler was unavailable in the 2014 Cities data.