

2014 Overnight Visitor to Metro Vancouver - Visitor Profile

Total Visitors:	8,935,437	<u>GEOGRAPHIC ORIGIN:</u>	
Average Party Size:	1.5	Canada	5,496,188
Average Length of Stay (nights):	4.9	United States	1,974,281
Total Spending:	\$4,104,716,372	Asia/Pacific	900,223
Average Spending per Person per Night:	\$93.75	Europe	408,378
Average Spending per Party per Night:	\$138.40	Other International	156,367
Average Spending per Person per Trip:	\$463.78		
<u>SPENDING BY CATEGORY:</u>		<u>VISIT DURATION :</u>	
	per trip		
Accommodation	\$160.74	1 night	30.5%
Food & beverage, in restaurants & bars	\$110.93	2 nights	22.1%
Food & beverage, in stores during trip	\$30.20	3 nights	15.4%
Retail - Clothing	\$55.71	4 nights	8.5%
Retail - Other	\$19.14	5 nights	5.3%
Recreation & entertainment	\$37.71	6-9 nights	8.3%
Local transportation (city bus, subway, taxi)	\$10.71	10-16 nights	5.0%
Vehicle operation (incl. gas & repairs)	\$23.89	17-30 nights	2.2%
Vehicle rental	\$14.75	31 or more nights	2.8%
Average spending per person	\$463.78		
<u>ACCOMMODATION USED:</u>		<u>PARTY SIZE :</u>	
All paid roofed accommodation	50.7%	1 person	65.0%
Hotel	47.3%	2 persons	27.2%
Motel	1.6%	3 persons	4.0%
Bed and breakfast (Canadian visitors only)	0.4%	4 persons	3.1%
Resort/Spa (Canadian visitors only)	0.0%	5 persons	0.6%
Boat or cruise ship (Canadian visitors only)	0.2%	6 or more persons	0.2%
Other paid roofed accommodation	1.5%		
Campground/RV park or back country camping	1.5%	<u>AGE GROUPS :</u>	
All unpaid accommodation	44.2%	Under 18 (US/Intl visitors only)	3.6%
Home of friends/relatives	41.9%	18-24	11.4%
Other unpaid accommodation	2.3%	25-34	18.2%
Other/Not stated	5.6%	35-44	13.9%
		45-54	15.7%
		55-64	17.4%
		65 years & over	17.6%
		Not stated	2.3%
<u>TRIP ACTIVITIES:</u>		<u>PARTY COMPOSITION :</u>	
National, provincial or nature park (A)	26.1%	1 adult (18+)	63.3%
Camping/Any camping nights (A)	3.6%	2 adults	24.9%
Boating/canoeing/kayaking (Net) (A)	5.8%	3 adults	1.3%
Canoeing or kayaking (A)	3.2%	4 adults or more	0.8%
Boating (A)	3.7%	Total adults only	90.2%
Beach (A)	18.0%	1 adult with children/teens	2.3%
Fishing (A)	2.2%	2 adults with children/teens	4.2%
Wildlife viewing or bird watching (A)	12.2%	3 adults or more with children/teens	0.5%
Hiking or backpacking (A)	16.9%	Total adults with children/teens	7.1%
Cycling (A)	6.2%	Children/teens only	0.6%
Golfing (A)	1.7%	Not stated	2.05%
Hunting (A)	0.5%		
Performance such as a play or concert (B,D)	13.4%	<u>TRANSPORTATION USED (IN CANADA):</u>	
Aboriginal event (B,D)	1.4%	Car/Truck/Camper or RV (private or rented)	60.0%
Festival or fair (B,D)	11.7%	Rented auto	10.0%
Historic site (B,D)	18.1%	Commercial airplane	22.1%
Museum or art gallery (B,D)	16.4%	Bus	12.5%
Theme or amusement park (D)	4.3%	Rail	4.6%
Zoo or aquarium (D)	9.7%	Ship/Boat	15.8%
Casino (D)	6.1%	Other	19.6%
Team sports (participant)	3.1%	Not stated	0.7%
Sports event as a spectator (D)	6.3%		
Snowmobiling (A, C)	0.2%	<u>SURVEY QUARTER :</u>	
Cross country skiing or snowshoeing (A,C)	0.6%	1ST. QUARTER	17.39%
Downhill skiing or snowboarding (Net) (A,C)	2.0%	2ND. QUARTER	24.74%
ATV (A) (US/Intl visitors only)	0.3%	3RD. QUARTER	36.63%
Movies (D) (US/Intl visitors only)	3.1%	4TH. QUARTER	21.24%
Business meeting, conference or seminar (US/Intl visito	4.4%		
Medical or other health treatment (US/Intl visitors only)	0.7%		
Other activities	60.8%		
Visit friends or relatives	28.5%		
Shopping	29.8%		
Sightseeing	32.0%		
Restaurant/bar/club	37.9%		
Other activity	9.4%		
None/no activities mentioned	16.4%		
Any Outdoor activity (Net "A")	41.9%		
Any Cultural activity (Net "B")	36.0%		
Any Winter Outdoor activity (Net "C")	2.4%		
Any Entertainment/Cultural activity (Net "D")	44.6%		

Sources:

Adapted from: Statistics Canada, 2014 International Travel Survey Microdata and/or 2014 Travel Survey of Residents of Canada Microdata. All computations on these microdata were prepared by Research Resolutions and Consulting Ltd. on behalf of the Cities Project Partners. Tourism Vancouver's Visitor Volume Model, MNP.