

Overnight Visitors to Metro Vancouver - 2014

Harmonized Data

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GLOSSARY OF TERMS AND NOTES

ITS - International Travel Survey. Source of data on US visitors and Overseas visitors to Canada.

TSRC - Travel Survey of Residents of Canada. Source of data on Canadian travellers within Canada.

Pleasure Visitor - overnight visitor whose stated main trip purpose is pleasure. Shopping is considered a subset of pleasure

Visiting Friends and Relatives Visitor (VFR) - overnight visitor whose stated main trip purpose is to visit friends and relatives.

Business Visitor - overnight visitor whose stated main trip purpose is business. Also includes those who report a main reason as "business meeting/sales/service call" (excluded as tourists by Statistics Canada) and name "attend a meeting, conference or seminar" as one of their trip activities. Business convention is a subset of business in the ITS. In the TSRC, convention trips may be business or non-business related.

Cultural Visitors - overnight visitor who attended a cultural performance such as a play or concert, festival or fair, museum or gallery, or historic site. On the TSRC this category also includes aboriginal event. **This group is a subset of all Business, Pleasure, and VFR Visitors.**

Please note - visitors whose main trip purpose is for personal reasons, including students in Canada for fewer than 75 nights, religious or medical reasons, and other reasons, are not accounted for in the Cities profiles. In addition, cultural visitors is a subset of other categories. Therefore, it is not possible to add volumes and expenditure data of various subsets to total overall harmonized data.

CMA - Census Metropolitan Area - Area consisting of one or more neighbouring municipalities situated around a major urban core.

CD - Census Division - Group of neighbouring municipalities joined together for the purposes of regional planning and managing common services (such as police or ambulance services).

Definition of "trip" - Foreign: travel that takes the travel party outside its usual environment,(crossing an international border). Exclusions: travellers who do not clear customs (in transit), crew members, students in Canada for more than 75 nights, commuters, and visitors travelling on military or diplomatic business.

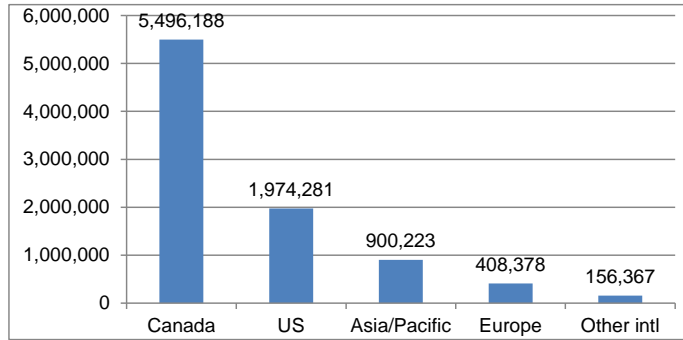
Domestic: Out-of-town trips with main purpose of visiting friends or relatives, for pleasure, vacation or holiday, for personal or business reasons. Note that a minimum one-way distance of 40 kilometres is required for same-day trips to be considered touristic.

A note about spending:

Average expenditures **exclude** commercial carrier dollars spent by overseas travellers to enter/leave Canada and in most cases, commercial carrier fares to travel within Canada.

The Overnight Visitor to Metro Vancouver - A Snapshot of 2014

Total Number of Visitors
8,935,437

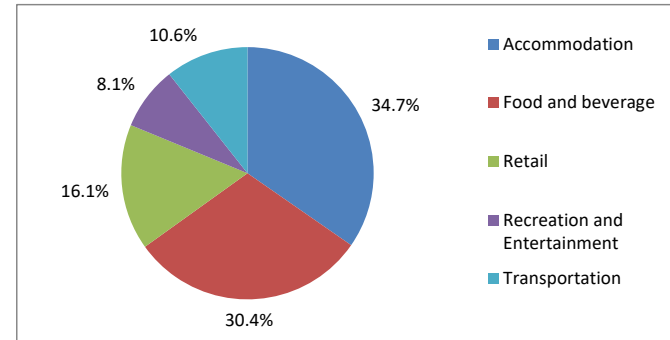


Trip Profile	
Size of party	1.5
Parties of 2 people or less	92.2%
Length of stay (# of nights, average)	4.9
3 nights or less	68.1%
Adults only	90.2%
Age - 45 years or older	50.7%

Accommodation	
Hotel/motel/B&B/cruise ship	49.6%
Friends and relatives	41.9%
Campground/RV park	1.5%

Transportation	
Private or rented vehicle	60.0%
Commercial airplane	22.1%
Ship or boat	15.8%

Average Spending
per person/nt: \$93.75
per party/nt: \$138.40
per person/trip: \$463.78



Trip Activities	
Restaurant/bar/club	37.9%
Sightseeing	32.0%
Shopping	29.8%
Sightseeing	28.5%
National, Provincial or nature park	26.1%
Historic Site	18.1%

Trip Purpose	
Pleasure	37.8%
Visiting friends and relatives	39.6%
Business	13.5%

Season of visit	
Winter (January-March)	17.4%
Spring (April-June)	24.7%
Summer (July-September)	36.6%
Fall (October-December)	21.2%

The 2014 Overnight Visitor to Metro Vancouver - The Big Picture

	2014
Total Visitors:	8,935,437
Average Party Size:	1.5
Average Length of Stay (nights):	4.9
Total Spending:	\$4,104,716,372
Average Spending per Person per Night:	\$93.75
Average Spending per Party per Night:	\$138.40
Average Spending per Person per Trip:	\$463.78

SPENDING BY CATEGORY:	per trip	per night
Accommodation	\$160.74	\$32.49
Food & beverage, in restaurants & bars	\$110.93	\$22.42
Food & beverage, in stores during trip	\$30.20	\$6.10
Retail - Clothing	\$55.71	\$11.26
Retail - Other	\$19.14	\$3.87
Recreation & entertainment	\$37.71	7.64
Local transportation (city bus, subway, taxi)	\$10.71	\$2.16
Vehicle operation (incl. gas & repairs)	\$23.89	\$4.83
Vehicle rental	\$14.75	\$2.98
Average spending per person	\$463.78	\$93.75

GEOGRAPHIC ORIGIN:		
Canada	5,496,188	61.5%
United States	1,974,281	22.1%
Asia/Pacific	900,223	10.1%
Europe	408,378	4.6%
Other International	156,367	1.7%

PRIMARY TRIP PURPOSE :	
To visit friends or relatives	39.6%
Pleasure	37.8%
Holiday, leisure or recreation	36.5%
Other personal (includes shopping)	1.2%
Business	13.5%
Business convention (includes non-business convention for Canadian visitors)	5.2%
Business tourist (see glossary)	2.6%
Other business reason	5.7%
All other/Not stated	9.1%

PARTY SIZE :	
1 person	65.0%
2 persons	27.2%
3 persons	4.0%
4 persons	3.1%
5 persons	0.6%
6 or more persons	0.2%

VISIT DURATION :	
1 night	30.5%
2 nights	22.1%
3 nights	15.4%
4 nights	8.5%
5 nights	5.3%
6-9 nights	8.3%
10-16 nights	5.0%
17-30 nights	2.2%
31 or more nights	2.8%

The 2014 Overnight Visitor to Metro Vancouver - The Big Picture

2014

AGE GROUPS :

Under 18 (US/Intl visitors only)	3.6%
18-24	11.4%
25-34	18.2%
35-44	13.9%
45-54	15.7%
55-64	17.4%
65 years & over	17.6%
Not stated	2.3%

PARTY COMPOSITION :

1 adult (18+)	63.3%
2 adults	24.9%
3 adults	1.3%
4 adults or more	0.8%
Total adults only	90.2%
1 adult with children/teens	2.3%
2 adults with children/teens	4.2%
3 adults or more with children/teens	0.5%
Total adults with children/teens	7.1%
Children/teens only	0.6%
Not stated	2.1%

GENDER:

Male	48.4%
Female	51.0%
Not stated	0.6%

PRIMARY TRANSPORTATION USED (IN CANADA):

Car/Truck/Camper or RV (private or rented)	60.0%
Rented auto	10.0%
Commercial airplane	22.1%
Bus	12.5%
Rail	4.6%
Ship/Boat	15.8%
Other	19.6%
Not stated	0.7%

The 2014 Overnight Visitor to Metro Vancouver - The Big Picture

2014

TRIP ACTIVITIES (IN CANADA) :

National, provincial or nature park (A)	26.1%
Camping/Any camping nights (A)	3.6%
Boating/canoeing/kayaking (Net) (A)	5.8%
Canoeing or kayaking (A)	3.2%
Boating (A)	3.7%
Beach (A)	18.0%
Fishing (A)	2.2%
Wildlife viewing or bird watching (A)	12.2%
Hiking or backpacking (A)	16.9%
Cycling (A)	6.2%
Golfing (A)	1.7%
Hunting (A)	0.5%
Performance such as a play or concert (B,D)	13.4%
Aboriginal event (B,D)	1.4%
Festival or fair (B,D)	11.7%
Historic site (B,D)	18.1%
Museum or art gallery (B,D)	16.4%
Theme or amusement park (D)	4.3%
Zoo or aquarium (D)	9.7%
Casino (D)	6.1%
Team sports (participant)	3.1%
Sports event as a spectator (D)	6.3%
Snowmobiling (A, C)	0.2%
Cross country skiing or snowshoeing (A,C)	0.6%
Downhill skiing or snowboarding (Net) (A,C)	2.0%
ATV (A) (US/Intl visitors only)	0.3%
Movies (D) (US/Intl visitors only)	3.1%
Business meeting, conference or seminar (US/Intl visitors only)	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%

ACCOMMODATION USED:

All paid roofed accommodation	50.7%
Hotel	47.3%
Motel	1.6%
Bed and breakfast (Canadian visitors only)	0.4%
Resort/Spa (Canadian visitors only)	0.0%
Boat or cruise ship (Canadian visitors only)	0.2%
Other paid roofed accommodation	1.5%
Campground/RV park or back country camping	1.5%
All unpaid accommodation	44.2%
Home of friends/relatives	41.9%
Other unpaid accommodation	2.3%
Other/Not stated	5.6%

SURVEY QUARTER :

1st Quarter (January - March)	1,554,297	17.4%
2nd Quarter (April - June)	2,210,406	24.7%
3rd Quarter (July - September)	3,272,804	36.6%
4th Quarter (October - December)	1,897,930	21.2%

The 2014 Overnight Visitor to Metro Vancouver - The Big Picture

	2014
OTHER CANADIAN DESTINATIONS VISITED:	
Halifax CMA	0.2%
Québec City Area	0.7%
Montréal CMA	1.5%
Ottawa-Gatineau CMA	1.1%
Niagara CD	1.0%
Toronto CMA	3.2%
Windsor CD	0.0%
Winnipeg CMA	0.4%
Saskatoon CMA	0.2%
Regina CMA	0.3%
Calgary CMA	5.1%
Edmonton CMA	1.0%
Victoria CMA	11.1%

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

The 2014 Overnight Visitor to Metro Vancouver - Pleasure Visitor

	2014
Total Visitors:	3,266,942
Average Party Size:	1.9
Average Length of Stay (nights):	3.8
Total Spending:	\$1,871,219,437
Average Spending per Person per Night:	\$150.73
Average Spending per Party per Night:	\$274.56
Average Spending per Person per Trip:	\$566.01

SPENDING BY CATEGORY:

	per trip	per night
Accommodation	\$204.75	\$54.53
Food & beverage, in restaurants & bars	\$137.13	\$36.52
Food & beverage, in stores during trip	\$34.73	\$9.25
Retail - Clothing	\$54.67	\$14.56
Retail - Other	\$35.13	\$9.34
Recreation & entertainment	\$51.18	\$13.63
Local transportation (city bus, subway, taxi)	\$9.94	\$2.65
Vehicle operation (incl. gas & repairs)	\$18.48	\$4.92
Vehicle rental	\$20.00	\$5.33
Average spending per person	\$566.01	\$150.73

COUNTRY OF RESIDENCE:

Canada	35.2%
United States	36.2%
Asia/Pacific	14.4%
Europe	12.2%
Other International Countries	2.0%

PRIMARY TRIP PURPOSE :

Pleasure	100.0%
Holiday, leisure, recreation	96.7%
Other personal pleasure (includes shopping)	3.3%

PARTY SIZE :

1 person	40.2%
2 persons	46.6%
3 persons	5.8%
4 persons	6.2%
5 persons	0.8%
6 or more persons	0.4%

VISIT DURATION :

1 night	29.2%
2 nights	24.3%
3 nights	18.1%
4 nights	8.2%
5 nights	6.3%
6-9 nights	7.8%
10-16 nights	3.1%
17-30 nights	2.4%
31 or more nights	0.6%

The 2014 Overnight Visitor to Metro Vancouver - Pleasure Visitor

2014

AGE GROUPS :

Under 18 (US/Intl visitors only)	5.4%
18-24	8.6%
25-34	14.3%
35-44	12.6%
45-54	17.4%
55-64	18.6%
65 years & over	19.9%
Not stated	3.2%

PARTY COMPOSITION :

1 adult (18+)	38.9%
2 adults	42.8%
3 adults	2.5%
4 adults or more	1.8%
Total adults only	86.0%
1 adult with children/teens	3.0%
2 adults with children/teens	6.4%
3 adults or more with children/teens	1.3%
Total adults with children/teens	10.6%
Children/teens only	0.5%
Not stated	3.0%

GENDER:

Male	45.6%
Female	53.5%
Not stated	0.9%

PRIMARY TRANSPORTATION USED (IN CANADA):

Car/Truck/Camper or RV (private or rented)	55.2%
Rented auto	16.9%
Commercial airplane	20.9%
Bus	19.3%
Rail	9.2%
Ship/Boat	26.3%
Other	26.7%
Not stated	0.8%

The 2014 Overnight Visitor to Metro Vancouver - Pleasure Visitor

2014

TRIP ACTIVITIES (IN CANADA) :

National, provincial or nature park (A)	41.7%
Camping/Any camping nights (A)	6.0%
Boating/canoeing/kayaking (Net) (A)	8.1%
Canoeing or kayaking (A)	3.8%
Boating (A)	5.9%
Beach (A)	20.3%
Fishing (A)	3.0%
Wildlife viewing or bird watching (A)	21.0%
Hiking or backpacking (A)	19.2%
Cycling (A)	6.9%
Golfing (A)	1.8%
Hunting (A)	0.7%
Performance such as a play or concert (B,D)	17.3%
Aboriginal event (B,D)	2.3%
Festival or fair (B,D)	14.1%
Historic site (B,D)	31.0%
Museum or art gallery (B,D)	23.8%
Theme or amusement park (D)	6.0%
Zoo or aquarium (D)	14.2%
Casino (D)	6.5%
Team sports (participant)	3.1%
Sports event as a spectator (D)	6.1%
Snowmobiling (A, C)	0.2%
Cross country skiing or snowshoeing (A,C)	0.9%
Downhill skiing or snowboarding (Net) (A,C)	3.3%
ATV (A) (US/Intl visitors only)	0.6%
Movies (D) (US/Intl visitors only)	3.8%
Business meeting, conference or seminar (US/Intl visitors only)	0.9%
Medical or other health treatment (US/Intl visitors only)	1.1%
Other activities	67.6%
Visit friends or relatives	19.8%
Shopping	45.7%
Sightseeing	53.7%
Restaurant/bar/club	53.4%
Other activity	6.2%
None/no activities mentioned	7.6%
Any Outdoor activity (Net "A")	56.1%
Any Cultural activity (Net "B")	52.3%
Any Winter Outdoor activity (Net "C")	3.9%
Any Entertainment/Cultural activity (Net "D")	61.8%

ACCOMMODATION USED:

All paid roofed accommodation	71.7%
Hotel	67.1%
Motel	2.6%
Bed and breakfast (Canadian visitors only)	0.4%
Resort/Spa (Canadian visitors only)	0.0%
Boat or cruise ship (Canadian visitors only)	0.6%
Other paid roofed accommodation	1.7%
Campground/RV park or back country camping	3.2%
All unpaid accommodation	19.3%
Home of friends/relatives	16.4%
Other unpaid accommodation	2.9%
Other/Not stated	7.9%

The 2014 Overnight Visitor to Metro Vancouver - Pleasure Visitor

2014

OTHER CANADIAN DESTINATIONS VISITED:

Halifax CMA	0.3%
Québec City Area	1.3%
Montréal CMA	2.6%
Ottawa-Gatineau CMA	1.8%
Niagara CD	1.7%
Toronto CMA	5.6%
Windsor CD	0.0%
Winnipeg CMA	0.4%
Saskatoon CMA	0.2%
Regina CMA	0.2%
Calgary CMA	8.8%
Edmonton CMA	1.7%
Victoria CMA	18.4%

SURVEY QUARTER :

1st Quarter (January - March)	12.8%
2nd Quarter (April - June)	28.4%
3rd Quarter (July - September)	45.2%
4th Quarter (October - December)	13.6%

Source:

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

The 2014 Overnight Visitor to Metro Vancouver - Cultural Visitor

	2014
Total Visitors:	3,835,681
Average Party Size:	1.7
Average Length of Stay (nights):	8.2
Total Spending:	\$2,613,080,695
Average Spending per Person per Night:	\$83.08
Average Spending per Party per Night:	\$140.03
Average Spending per Person per Trip:	\$681.83

SPENDING BY CATEGORY:

	per trip	per night
Accommodation	\$240.24	\$29.27
Food & beverage, in restaurants & bars	\$150.83	\$18.38
Food & beverage, in stores during trip	\$41.05	\$5.00
Retail - Clothing	\$89.91	\$10.96
Retail - Other	\$29.41	\$3.59
Recreation & entertainment	\$72.24	\$8.80
Local transportation (city bus, subway, taxi)	\$13.49	\$1.64
Vehicle operation (incl. gas & repairs)	\$22.75	\$2.77
Vehicle rental	\$21.91	\$2.67
Average spending per person	\$681.83	\$83.08

COUNTRY OF RESIDENCE:

Canada	26.8%
United States	33.6%
Asia/Pacific	22.3%
Europe	14.3%
Other International Countries	3.0%

PRIMARY TRIP PURPOSE :

To visit friends or relatives	29.4%
Pleasure	54.9%
Holiday, leisure or recreation	53.6%
Other personal (includes shopping)	1.3%
Business	5.8%
Business convention (includes non-business convention for Canadian visitors)	2.6%
Business tourist (see glossary)	0.8%
Other business reason	2.5%
All other/Not stated	9.9%

PARTY SIZE :

1 person	50.1%
2 persons	39.5%
3 persons	4.1%
4 persons	4.9%
5 persons	1.1%
6 or more persons	0.3%

VISIT DURATION :

1 night	15.8%
2 nights	21.7%
3 nights	14.8%
4 nights	8.7%
5 nights	7.0%
6-9 nights	13.4%
10-16 nights	7.4%
17-30 nights	4.5%
31 or more nights	6.7%

The 2014 Overnight Visitor to Metro Vancouver - Cultural Visitor

2014

AGE GROUPS :

Under 18 (US/Intl visitors only)	6.5%
18-24	8.1%
25-34	16.3%
35-44	13.1%
45-54	15.5%
55-64	17.5%
65 years & over	19.5%
Not stated	3.4%

PARTY COMPOSITION :

1 adult (18+)	47.3%
2 adults	36.6%
3 adults	1.4%
4 adults or more	1.6%
Total adults only	86.8%
1 adult with children/teens	2.6%
2 adults with children/teens	4.8%
3 adults or more with children/teens	1.0%
Total adults with children/teens	8.4%
Children/teens only	1.7%
Not stated	3.1%

GENDER:

Male	45.0%
Female	54.0%
Not stated	1.0%

PRIMARY TRANSPORTATION USED (IN CANADA):

Car/Truck/Camper or RV (private or rented)	59.6%
Rented auto	18.4%
Commercial airplane	24.7%
Bus	21.6%
Rail	9.0%
Ship/Boat	28.0%
Other	31.0%
Not stated	0.4%

The 2014 Overnight Visitor to Metro Vancouver - Cultural Visitor

2014

TRIP ACTIVITIES (IN CANADA) :

National, provincial or nature park (A)	46.7%
Camping/Any camping nights (A)	6.6%
Boating/canoeing/kayaking (Net) (A)	11.0%
Canoeing or kayaking (A)	7.0%
Boating (A)	6.2%
Beach (A)	27.7%
Fishing (A)	3.0%
Wildlife viewing or bird watching (A)	26.5%
Hiking or backpacking (A)	24.4%
Cycling (A)	8.6%
Golfing (A)	3.4%
Hunting (A)	0.8%
Performance such as a play or concert (B,D)	37.3%
Aboriginal event (B,D)	4.0%
Festival or fair (B,D)	32.6%
Historic site (B,D)	50.4%
Museum or art gallery (B,D)	45.5%
Theme or amusement park (D)	8.0%
Zoo or aquarium (D)	19.5%
Casino (D)	12.1%
Team sports (participant)	4.5%
Sports event as a spectator (D)	9.3%
Snowmobiling (A, C)	0.3%
Cross country skiing or snowshoeing (A,C)	1.2%
Downhill skiing or snowboarding (Net) (A,C)	2.1%
ATV (A) (US/Intl visitors only)	0.6%
Movies (D) (US/Intl visitors only)	5.6%
Business meeting, conference or seminar (US/Intl visitors only)	2.4%
Medical or other health treatment (US/Intl visitors only)	1.5%
Other activities	71.1%
Visit friends or relatives	35.2%
Shopping	49.7%
Sightseeing	54.5%
Restaurant/bar/club	54.1%
Other activity	5.7%
None/no activities mentioned	0.0%
Any Outdoor activity (Net "A")	62.2%
Any Cultural activity (Net "B")	100.0%
Any Winter Outdoor activity (Net "C")	2.9%
Any Entertainment/Cultural activity (Net "D")	100.0%

The 2014 Overnight Visitor to Metro Vancouver - Cultural Visitor

2014

ACCOMMODATION USED:

All paid roofed accommodation	59.6%
Hotel	55.1%
Motel	2.6%
Bed and breakfast (Canadian visitors only)	0.3%
Resort/Spa (Canadian visitors only)	0.1%
Boat or cruise ship (Canadian visitors only)	0.0%
Other paid roofed accommodation	2.0%
Campground/RV park or back country camping	1.3%
All unpaid accommodation	31.2%
Home of friends/relatives	30.4%
Other unpaid accommodation	0.8%
Other/Not stated	10.6%

OTHER CANADIAN DESTINATIONS VISITED:

Halifax CMA	0.4%
Québec City Area	1.8%
Montréal CMA	3.8%
Ottawa-Gatineau CMA	2.5%
Niagara CD	2.7%
Toronto CMA	7.2%
Windsor CD	0.0%
Winnipeg CMA	0.6%
Saskatoon CMA	0.5%
Regina CMA	0.5%
Calgary CMA	10.3%
Edmonton CMA	1.7%
Victoria CMA	23.9%

SURVEY QUARTER :

1st Quarter (January - March)	11.7%
2nd Quarter (April - June)	28.3%
3rd Quarter (July - September)	43.8%
4th Quarter (October - December)	16.3%

Source:

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

The 2014 Overnight Visitor to Metro Vancouver - Visiting Friends and Relatives

	2014
Total Visitors:	3,113,893
Average Party Size:	1.5
Average Length of Stay (nights):	5.6
Total Spending:	\$929,434,783
Average Spending per Person per Night:	\$53.30
Average Spending per Party per Night:	\$73.93
Average Spending per Person per Trip:	\$298.35

SPENDING BY CATEGORY:

	per trip	per night
Accommodation	\$58.71	\$10.49
Food & beverage, in restaurants & bars	\$79.95	\$14.29
Food & beverage, in stores during trip	\$26.09	\$4.66
Retail - Clothing	\$58.92	\$10.53
Retail - Other	\$6.70	\$1.18
Recreation & entertainment	\$25.96	\$4.64
Local transportation (city bus, subway, taxi)	\$7.07	\$1.26
Vehicle operation (incl. gas & repairs)	\$27.24	\$4.87
Vehicle rental	\$7.71	\$1.38
Average spending per person	\$298.35	\$53.30

COUNTRY OF RESIDENCE:

Canada	70.9%
United States	14.4%
Asia/Pacific	9.7%
Europe	4.1%
Other International Countries	0.8%

PRIMARY TRIP PURPOSE :

To visit friends or relatives	100.0%
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PARTY SIZE :

1 person	72.5%
2 persons	20.4%
3 persons	4.0%
4 persons	2.3%
5 persons	0.7%
6 or more persons	0.1%

VISIT DURATION :

1 night	33.8%
2 nights	17.9%
3 nights	12.6%
4 nights	7.0%
5 nights	5.4%
6-9 nights	10.5%
10-16 nights	7.7%
17-30 nights	1.8%
31 or more nights	3.3%

The 2014 Overnight Visitor to Metro Vancouver - Visiting Friends and Relatives

2014

AGE GROUPS :

Under 18 (US/Intl visitors only)	2.7%
18-24	16.4%
25-34	20.7%
35-44	11.8%
45-54	12.8%
55-64	16.2%
65 years & over	17.6%
Not stated	1.8%

PARTY COMPOSITION :

1 adult (18+)	71.1%
2 adults	18.5%
3 adults	0.7%
4 adults or more	0.3%
Total adults only	90.6%
1 adult with children/teens	2.7%
2 adults with children/teens	4.6%
3 adults or more with children/teens	0.3%
Total adults with children/teens	7.6%
Children/teens only	0.3%
Not stated	1.5%

GENDER:

Male	46.0%
Female	53.5%
Not stated	0.5%

PRIMARY TRANSPORTATION USED (IN CANADA):

Car/Truck/Camper or RV (private or rented)	71.0%
Rented auto	3.9%
Commercial airplane	18.5%
Bus	8.2%
Rail	1.6%
Ship/Boat	8.8%
Other	11.3%
Not stated	0.2%

The 2014 Overnight Visitor to Metro Vancouver - Visiting Friends and Relatives

2014

TRIP ACTIVITIES (IN CANADA) :

National, provincial or nature park (A)	19.4%
Camping/Any camping nights (A)	2.3%
Boating/canoeing/kayaking (Net) (A)	4.0%
Canoeing or kayaking (A)	2.2%
Boating (A)	2.9%
Beach (A)	21.5%
Fishing (A)	2.4%
Wildlife viewing or bird watching (A)	7.6%
Hiking or backpacking (A)	18.6%
Cycling (A)	8.0%
Golfing (A)	1.4%
Hunting (A)	0.5%
Performance such as a play or concert (B,D)	10.1%
Aboriginal event (B,D)	0.9%
Festival or fair (B,D)	10.3%
Historic site (B,D)	11.0%
Museum or art gallery (B,D)	11.8%
Theme or amusement park (D)	4.5%
Zoo or aquarium (D)	7.7%
Casino (D)	4.7%
Team sports (participant)	3.1%
Sports event as a spectator (D)	7.3%
Snowmobiling (A, C)	0.2%
Cross country skiing or snowshoeing (A,C)	0.6%
Downhill skiing or snowboarding (Net) (A,C)	1.4%
ATV (A) (US/Intl visitors only)	0.1%
Movies (D) (US/Intl visitors only)	3.1%
Business meeting, conference or seminar (US/Intl visitors only)	0.4%
Medical or other health treatment (US/Intl visitors only)	0.5%
Other activities	54.8%
Visit friends or relatives	44.5%
Shopping	20.1%
Sightseeing	17.8%
Restaurant/bar/club	26.9%
Other activity	6.0%
None/no activities mentioned	20.0%
Any Outdoor activity (Net "A")	38.8%
Any Cultural activity (Net "B")	26.7%
Any Winter Outdoor activity (Net "C")	1.7%
Any Entertainment/Cultural activity (Net "D")	36.8%

ACCOMMODATION USED:

All paid roofed accommodation	19.9%
Hotel	17.7%
Motel	0.8%
Bed and breakfast (Canadian visitors only)	0.2%
Resort/Spa (Canadian visitors only)	0.1%
Boat or cruise ship (Canadian visitors only)	0.0%
Other paid roofed accommodation	1.1%
Campground/RV park or back country camping	0.5%
All unpaid accommodation	80.0%
Home of friends/relatives	78.9%
Other unpaid accommodation	1.1%
Other/Not stated	1.8%

The 2014 Overnight Visitor to Metro Vancouver - Visiting Friends and Relatives

2014

OTHER CANADIAN DESTINATIONS VISITED:

Halifax CMA	0.1%
Québec City Area	0.3%
Montréal CMA	0.7%
Ottawa-Gatineau CMA	0.5%
Niagara CD	0.7%
Toronto CMA	1.5%
Windsor CD	0.0%
Winnipeg CMA	0.2%
Saskatoon CMA	0.4%
Regina CMA	0.2%
Calgary CMA	2.4%
Edmonton CMA	0.5%
Victoria CMA	6.5%

SURVEY QUARTER :

1st Quarter (January - March)	19.3%
2nd Quarter (April - June)	20.4%
3rd Quarter (July - September)	34.1%
4th Quarter (October - December)	26.2%

Source:

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

The 2014 Overnight Visitor to Metro Vancouver - Business Visitor

	2014
Total Visitors:	1,383,113
Average Party Size:	1.1
Average Length of Stay (nights):	3.7
Total Spending:	\$864,962,909
Average Spending per Person per Night:	\$169.02
Average Spending per Party per Night:	\$185.40
Average Spending per Person per Trip:	\$617.44

SPENDING BY CATEGORY:

	per trip	per night
Accommodation	\$319.02	\$87.33
Food & beverage, in restaurants & bars	\$126.60	\$34.66
Food & beverage, in stores during trip	\$29.35	\$8.04
Retail - Clothing	\$42.35	\$11.59
Retail - Other	\$11.13	\$3.04
Recreation & entertainment	\$21.94	\$6.01
Local transportation (city bus, subway, taxi)	\$23.04	\$6.31
Vehicle operation (incl. gas & repairs)	\$16.67	\$4.56
Vehicle rental	\$27.34	\$7.48
Average spending per person	\$617.44	\$169.02

COUNTRY OF RESIDENCE:

Canada	64.3%
United States	24.1%
Asia/Pacific	7.3%
Europe	3.6%
Other International Countries	0.8%

PRIMARY TRIP PURPOSE :

Business convention (includes non-business convention for Canadian visitors)	38.7%
Business tourist (see glossary)	19.1%
Other business reason	42.2%

PARTY SIZE :

1 person	91.6%
2 persons	7.5%
3 persons	0.6%
4 persons	0.3%
5 persons	0.0%
6 or more persons	0.0%

VISIT DURATION :

1 night	27.4%
2 nights	25.4%
3 nights	20.4%
4 nights	12.3%
5 nights	4.3%
6-9 nights	5.6%
10-16 nights	2.0%
17-30 nights	0.9%
31 or more nights	1.7%

The 2014 Overnight Visitor to Metro Vancouver - Business Visitor

2014

AGE GROUPS :

Under 18 (US/Intl visitors only)	0.1%
18-24	3.0%
25-34	19.0%
35-44	29.2%
45-54	21.8%
55-64	17.2%
65 years & over	8.4%
Not stated	1.3%

PARTY COMPOSITION :

1 adult (18+)	89.8%
2 adults	6.8%
3 adults	0.0%
4 adults or more	0.0%
Total adults only	96.7%
1 adult with children/teens	0.4%
2 adults with children/teens	0.9%
3 adults or more with children/teens	0.0%
Total adults with children/teens	1.4%
Children/teens only	0.0%
Not stated	1.9%

GENDER:

Male	66.6%
Female	33.3%
Not stated	0.0%

PRIMARY TRANSPORTATION USED (IN CANADA):

Car/Truck/Camper or RV (private or rented)	40.4%
Rented auto	11.8%
Commercial airplane	42.0%
Bus	3.7%
Rail	1.6%
Ship/Boat	5.2%
Other	23.5%
Not stated	0.9%

TRIP ACTIVITIES (IN CANADA) :

National, provincial or nature park (A)	9.7%
Camping/Any camping nights (A)	0.4%
Boating/canoeing/kayaking (Net) (A)	1.1%
Canoeing or kayaking (A)	0.2%
Boating (A)	0.9%
Beach (A)	7.6%
Fishing (A)	0.4%
Wildlife viewing or bird watching (A)	5.0%
Hiking or backpacking (A)	7.0%
Cycling (A)	2.0%
Golfing (A)	1.6%
Hunting (A)	0.1%
Performance such as a play or concert (B,D)	5.8%
Aboriginal event (B,D)	0.9%
Festival or fair (B,D)	4.8%
Historic site (B,D)	7.5%
Museum or art gallery (B,D)	6.9%

The 2014 Overnight Visitor to Metro Vancouver - Business Visitor

2014

Theme or amusement park (D)	0.9%
Zoo or aquarium (D)	4.9%
Casino (D)	2.4%
Team sports (participant)	1.4%
Sports event as a spectator (D)	3.3%
Snowmobiling (A, C)	0.2%
Cross country skiing or snowshoeing (A,C)	0.4%
Downhill skiing or snowboarding (Net) (A,C)	0.3%
ATV (A) (US/Intl visitors only)	0.1%
Movies (D) (US/Intl visitors only)	1.0%
Business meeting, conference or seminar (US/Intl visitors only)	29.2%
Medical or other health treatment (US/Intl visitors only)	0.1%
Other activities	62.5%
Visit friends or relatives	9.7%
Shopping	15.5%
Sightseeing	15.2%
Restaurant/bar/club	32.6%
Other activity	27.3%
None/no activities mentioned	26.4%
Any Outdoor activity (Net "A")	18.6%
Any Cultural activity (Net "B")	15.5%
Any Winter Outdoor activity (Net "C")	0.8%
Any Entertainment/Cultural activity (Net "D")	19.7%

ACCOMMODATION USED:

All paid roofed accommodation	81.6%
Hotel	77.6%
Motel	1.0%
Bed and breakfast (Canadian visitors only)	1.0%
Resort/Spa (Canadian visitors only)	0.0%
Boat or cruise ship (Canadian visitors only)	0.0%
Other paid roofed accommodation	2.0%
Campground/RV park or back country camping	0.0%
All unpaid accommodation	15.8%
Home of friends/relatives	11.9%
Other unpaid accommodation	3.9%
Other/Not stated	3.4%

OTHER CANADIAN DESTINATIONS VISITED:

Halifax CMA	0.2%
Québec City Area	0.6%
Montréal CMA	1.4%
Ottawa-Gatineau CMA	1.0%
Niagara CD	0.6%

The 2014 Overnight Visitor to Metro Vancouver - Business Visitor

	2014
Toronto CMA	3.1%
Windsor CD	0.0%
Winnipeg CMA	1.5%
Saskatoon CMA	0.2%
Regina CMA	0.1%
Calgary CMA	4.5%
Edmonton CMA	1.5%
Victoria CMA	2.9%

SURVEY QUARTER :

1st Quarter (January - March)	25.6%
2nd Quarter (April - June)	28.8%
3rd Quarter (July - September)	23.3%
4th Quarter (October - December)	22.3%

Source:

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

The 2014 Overnight Visitor to Metro Vancouver - Convention Visitor

	2014
Total Visitors:	491,270
Average Party Size:	1.1
Average Length of Stay (nights):	3.0
Total Spending:	\$281,306,115
Average Spending per Person per Night:	\$190.87
Average Spending per Party per Night:	\$210.87
Average Spending per Person per Trip:	\$577.11

SPENDING BY CATEGORY:

	per trip	per night
Accommodation	\$318.42	\$105.31
Food & beverage, in restaurants & bars	\$111.94	\$37.02
Food & beverage, in stores during trip	\$32.97	\$10.90
Retail - Clothing	\$32.73	\$10.82
Retail - Other	\$7.06	\$2.36
Recreation & entertainment	\$12.80	\$4.23
Local transportation (city bus, subway, taxi)	\$24.22	\$8.01
Vehicle operation (incl. gas & repairs)	\$20.30	\$6.71
Vehicle rental	\$16.67	\$5.51
Average spending per person	\$577.11	\$190.87

COUNTRY OF RESIDENCE:

Canada	76.8%
United States	16.5%
Asia/Pacific	4.8%
Europe	1.9%
Other International Countries	0.0%

PRIMARY TRIP PURPOSE :

Business	
Business Convention	100.0%

PARTY SIZE :

1 person	91.5%
2 persons	7.1%
3 persons	0.6%
4 persons	0.7%
5 persons	0.0%
6 or more persons	0.0%

VISIT DURATION :

1 night	28.1%
2 nights	19.2%
3 nights	20.8%
4 nights	15.7%
5 nights	7.1%
6-9 nights	6.4%
10-16 nights	2.5%
17-30 nights	0.2%
31 or more nights	0.0%

AGE GROUPS :

Under 18 (US/Intl visitors only)	0.2%
18-24	3.6%
25-34	22.4%
35-44	34.3%
45-54	15.7%
55-64	15.5%
65 years & over	7.5%
Not stated	0.7%

PARTY COMPOSITION :

1 adult (18+)	91.2%
2 adults	5.9%
3 adults	0.0%
4 adults or more	0.0%
Total adults only	97.1%
1 adult with children/teens	0.8%
2 adults with children/teens	1.3%
3 adults or more with children/teens	0.0%
Total adults with children/teens	2.1%
Children/teens only	0.0%
Not stated	0.8%

GENDER:

Male	55.7%
Female	44.3%
Not stated	0.0%

PRIMARY TRANSPORTATION USED (IN CANADA):

Car/Truck/Camper or RV (private or rented)	30.4%
Rented auto	4.9%
Commercial airplane	50.9%
Bus	3.4%
Rail	1.4%
Ship/Boat	4.5%
Other	19.0%
Not stated	0.0%

TRIP ACTIVITIES (IN CANADA) :

National, provincial or nature park (A)	14.1%
Camping/Any camping nights (A)	0.0%
Boating/canoeing/kayaking (Net) (A)	0.7%
Canoeing or kayaking (A)	0.0%
Boating (A)	0.7%
Beach (A)	8.1%
Fishing (A)	0.4%
Wildlife viewing or bird watching (A)	5.5%
Hiking or backpacking (A)	8.7%
Cycling (A)	3.0%
Golfing (A)	1.1%
Hunting (A)	0.3%
Performance such as a play or concert (B,D)	2.8%
Aboriginal event (B,D)	0.6%
Festival or fair (B,D)	3.6%
Historic site (B,D)	11.6%
Museum or art gallery (B,D)	8.5%

Theme or amusement park (D)	0.9%
Zoo or aquarium (D)	5.5%
Casino (D)	2.1%
Team sports (participant)	1.2%
Sports event as a spectator (D)	1.9%
Snowmobiling (A, C)	0.0%
Cross country skiing or snowshoeing (A,C)	0.7%
Downhill skiing or snowboarding (Net) (A,C)	0.2%
ATV (A) (US/Intl visitors only)	0.0%
Movies (D) (US/Intl visitors only)	0.2%
Business meeting, conference or seminar (US/Intl visitors only)	19.3%
Medical or other health treatment (US/Intl visitors only)	0.0%
Other activities	58.4%
Visit friends or relatives	9.4%
Shopping	13.5%
Sightseeing	15.0%
Restaurant/bar/club	22.5%
Other activity	32.4%
None/no activities mentioned	26.7%
Any Outdoor activity (Net "A")	21.2%
Any Cultural activity (Net "B")	17.5%
Any Winter Outdoor activity (Net "C")	0.9%
Any Entertainment/Cultural activity (Net "D")	22.7%

ACCOMMODATION USED:

All paid roofed accommodation	84.9%
Hotel	81.6%
Motel	0.8%
Bed and breakfast (Canadian visitors only)	0.0%
Resort/Spa (Canadian visitors only)	0.0%
Boat or cruise ship (Canadian visitors only)	0.0%
Other paid roofed accommodation	2.6%
Campground/RV park or back country camping	0.0%
All unpaid accommodation	14.9%
Home of friends/relatives	12.8%
Other unpaid accommodation	2.1%
Other/Not stated	1.3%

OTHER CANADIAN DESTINATIONS VISITED:

Halifax CMA	0.1%
Québec City Area	0.4%
Montréal CMA	0.4%
Ottawa-Gatineau CMA	0.7%
Niagara CD	0.4%
Toronto CMA	0.9%
Windsor CD	0.0%
Winnipeg CMA	2.7%
Saskatoon CMA	0.0%
Regina CMA	0.0%
Calgary CMA	4.5%
Edmonton CMA	0.0%
Victoria CMA	1.8%

SURVEY QUARTER :

1st Quarter (January - March)	22.8%
2nd Quarter (April - June)	33.7%

3rd Quarter (July - September)	24.8%
4th Quarter (October - December)	18.7%

Source:

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

ITS - International Travel Survey. Source of data on US visitors and Overseas visitors to Canada.

TSRC - Travel Survey of Residents of Canada. Source of data on Canadian travellers within Canada.

The 2014 Overnight Visitor to Metro Vancouver - Trip Type Comparison

	All Overnight Visitors	All Pleasure Visitors	All Cultural Visitors	All VFR Visitors	All Business Visitors	All Convention Visitors
Total Overnight Visitors:	8,935,437	3,266,942	3,835,681	3,113,893	1,383,113	491,270
Average Party Size:	1.5	1.9	1.7	1.5	1.1	1.1
Average Length of Stay (Nights):	4.9	3.8	8.2	5.6	3.7	3
Total Spending:	\$4,104,716,372	\$1,871,219,437	\$2,613,080,695	\$929,434,783	\$864,962,909	\$281,306,115
Average Spending per Person per Night	\$93.75	\$150.73	\$83.08	\$53.30	\$169.02	\$190.87
Average Spending per Party per Night	\$138.40	\$274.56	\$140.03	\$73.93	\$185.40	\$210.87
Average Spending per Person per Trip:	\$463.78	\$566.01	\$681.83	\$298.35	\$617.44	\$577.11
SPENDING BY CATEGORY:	per trip	per trip	per trip	per trip	per trip	per trip
Accommodation	\$160.74	\$204.75	\$240.24	\$58.71	\$319.02	\$318.42
Food & beverage, in restaurants & bars	\$110.93	\$137.13	\$150.83	\$79.95	\$126.60	\$111.94
Food & beverage, in stores during trip	\$30.20	\$34.73	\$41.05	\$26.09	\$29.35	\$32.97
Retail - Clothing	\$55.71	\$54.67	\$89.91	\$58.92	\$42.35	\$32.73
Retail - Other	\$19.14	\$35.13	\$29.41	\$6.70	\$11.13	\$7.06
Recreation & entertainment	\$37.71	\$51.18	\$72.24	\$25.96	\$21.94	\$12.80
Local transportation (city bus, subway, taxi)	\$10.71	\$9.94	\$13.49	\$7.07	\$23.04	\$24.22
Vehicle operation (incl. gas & repairs)	\$23.89	\$18.48	\$22.75	\$27.24	\$16.67	\$20.30
Vehicle rental	\$14.75	\$20.00	\$21.91	\$7.71	\$27.34	\$16.67
Average spending per person per trip	\$463.78	\$566.01	\$681.83	\$298.35	\$617.44	\$577.11
GEOGRAPHIC ORIGIN:						
Canada	61.5%	35.2%	26.8%	70.9%	64.3%	76.8%
United States	22.1%	36.2%	33.6%	14.4%	24.1%	16.5%
Europe	10.1%	12.2%	14.3%	4.1%	3.6%	1.9%
Asia/Pacific	4.6%	14.4%	22.3%	9.7%	7.3%	4.8%
Other International Countries	1.7%	2.0%	3.0%	8.0%	8.0%	0.0%

The 2014 Overnight Visitor to Metro Vancouver - Trip Type Comparison

	All Overnight Visitors	All Pleasure Visitors	All Cultural Visitors	All VFR Visitors	All Business Visitors	All Convention Visitors
<u>PARTY COMPOSITION :</u>						
Total adults only	90.2%	86.0%	86.8%	90.6%	96.7%	97.1%
Total adults with children/teens	7.1%	10.6%	8.4%	7.6%	1.4%	2.1%
<u>TRANSPORTATION USED (IN CANADA):</u>						
Car/Truck/Camper or RV (private or rented)	60.0%	55.2%	59.6%	71.0%	40.4%	30.4%
Rented auto	10.0%	16.9%	18.4%	3.9%	11.8%	4.9%
Commercial airplane	22.1%	20.9%	24.7%	18.5%	42.0%	50.9%
Bus	12.5%	19.3%	21.6%	8.2%	3.7%	3.4%
Rail	4.6%	9.2%	9.0%	1.6%	1.6%	1.4%
Ship/Boat	15.8%	26.3%	28.0%	8.8%	5.2%	4.5%
<u>TOP TRIP ACTIVITIES (IN CANADA) :</u>						
Restaurant/bar/club	37.9%	53.4%	54.1%	26.9%	32.6%	22.5%
Sightseeing	32.0%	53.7%	54.5%	17.8%	15.2%	15.0%
Shopping	29.8%	0.5%	49.7%	20.1%	15.5%	13.5%
Visiting friends and relatives	28.5%	19.8%	35.2%	44.5%	9.7%	9.4%
National, provincial or nature park	26.1%	41.7%	46.7%	19.4%	9.7%	14.1%
Historic site	18.1%	31.0%	50.4%	11.0%	7.5%	11.6%
Beach	18.0%	20.3%	27.7%	21.5%	7.6%	0.1%
Hiking or backpacking	16.9%	19.2%	24.4%	18.6%	7.0%	8.7%
Museum or art gallery	16.4%	23.8%	45.5%	11.8%	6.9%	8.5%
Performance such as a play or concert	13.4%	17.3%	37.3%	10.1%	5.8%	2.8%
<u>ACCOMMODATION USED:</u>						
Hotel	47.3%	67.1%	55.1%	17.7%	77.6%	81.6%
Home of friends and relatives	41.9%	16.4%	30.4%	28.9%	11.9%	12.8%
Motel	1.6%	2.6%	2.6%	0.8%	1.0%	0.8%
Campground/RV park or back country camping	1.5%	3.2%	1.3%	0.5%	0.0%	0.0%

The 2014 Overnight Visitor to Metro Vancouver - Trip Type Comparison

	All Overnight Visitors	All Pleasure Visitors	All Cultural Visitors	All VFR Visitors	All Business Visitors	All Convention Visitors
OTHER CANADIAN DESTINATIONS VISITED:						
Victoria	11.1%	18.4%	23.9%	6.5%	2.9%	1.8%
Calgary	5.1%	8.8%	10.3%	2.4%	4.5%	4.5%
Toronto	3.2%	5.6%	7.2%	1.5%	3.1%	0.9%
Montreal	1.5%	2.6%	3.8%	0.7%	1.4%	4.0%
SURVEY QUARTER :						
1st Quarter (January - March)	17.4%	12.8%	11.7%	19.3%	25.6%	22.8%
2nd Quarter (April - June)	24.7%	28.4%	28.3%	20.4%	28.8%	33.7%
3rd Quarter (July - September)	36.6%	45.2%	43.8%	34.1%	23.3%	24.8%
4th Quarter (October - December)	21.2%	13.6%	16.3%	24.2%	22.3%	18.7%

Source:

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

The 2014 Overnight Visitor to Metro Vancouver - Trip Type Comparison

	All Overnight Visitors	Q1 Visitors	Q2 Visitors	Q3 Visitors	Q4 Visitors
Total Overnight Visitors:	8,935,437	1,554,297	2,210,406	3,272,804	1,897,930
Average Party Size:	1.5	1.5	1.5	1.6	1.4
Average Length of Stay (Nights):	4.9	4.3	5.1	5	5.3
Total Spending:	\$4,104,716,372	\$533,274,638	\$1,114,455,760	\$1,682,221,256	\$811,562,460
Average Spending per Person per Night	\$93.75	\$79.79	\$98.86	\$102.80	\$80.68
Average Spending per Party per Night	\$138.40	\$108.50	\$150.53	\$162.83	\$109.01
Average Spending per Person per Trip:	\$463.78	\$344.62	\$499.94	\$515.19	\$425.41

SPENDING BY CATEGORY:

	per trip	per trip	per trip	per trip	per trip
Accommodation	\$160.74	\$108.74	\$172.52	\$188.02	\$139.62
Food & beverage, in restaurants & bars	\$110.93	\$83.64	\$123.66	\$119.42	\$102.96
Food & beverage, in stores during trip	\$30.20	\$23.12	\$28.59	\$34.39	\$30.38
Retail - Clothing	\$55.71	\$52.26	\$60.29	\$52.24	\$59.77
Retail - Other	\$19.14	\$9.44	\$32.23	\$21.48	\$6.94
Recreation & entertainment	\$37.71	\$28.23	\$35.70	\$43.95	\$36.59
Local transportation (city bus, subway, taxi)	\$10.71	\$9.99	\$11.83	\$9.73	11.83
Vehicle operation (incl. gas & repairs)	\$23.89	\$20.69	\$19.86	\$28.78	22.35
Vehicle rental	\$14.75	\$8.51	\$15.26	\$17.18	\$14.97
Average spending per person per trip	\$463.78	\$344.62	\$499.94	\$515.19	\$425.41

GEOGRAPHIC ORIGIN:

Canada	61.5%	62.0%	61.0%	60.0%	64.4%
United States	22.1%	24.2%	20.6%	21.7%	22.8%
Europe	10.1%	3.3%	5.3%	5.7%	2.8%
Asia/Pacific	4.6%	9.0%	11.2%	10.7%	8.6%
Other International Countries	1.7%	1.5%	1.9%	1.9%	1.4%

The 2014 Overnight Visitor to Metro Vancouver - Trip Type Comparison

	All Overnight Visitors	Q1 Visitors	Q2 Visitors	Q3 Visitors	Q4 Visitors
PRIMARY TRIP PURPOSE :					
To visit friends or relatives	39.6%	43.9%	32.2%	35.8%	52.7%
Pleasure	37.8%	27.7%	42.7%	45.2%	26.0%
Holiday, leisure or recreation	36.5%	26.6%	41.3%	43.8%	25.2%
Other personal (includes shopping)	1.2%	1.1%	1.4%	1.4%	0.9%
Business	13.5%	19.8%	15.6%	8.4%	15.3%
Business convention (includes non-business convention for Canadian visitors)	5.2%	6.8%	7.0%	3.4%	5.0%
Business tourist (see glossary)	2.6%	3.3%	2.8%	1.5%	3.8%
Other business reason	5.7%	9.7%	5.8%	3.4%	6.6%
All other/Not stated	9.1%	8.6%	9.6%	10.6%	5.9%
PARTY COMPOSITION :					
Total adults only	90.2%	89.6%	91.9%	88.3%	92.2%
Total adults with children/teens	7.1%	6.2%	5.5%	9.1%	6.2%
TRANSPORTATION USED (IN CANADA):					
Car/Truck/Camper or RV (private or rented)	60.0%	62.2%	56.9%	58.4%	64.9%
Rented auto	10.0%	5.3%	11.8%	11.8%	8.6%
Commercial airplane	22.1%	24.0%	23.2%	21.4%	20.5%
Bus	12.5%	7.8%	15.5%	15.2%	7.3%
Rail	4.6%	2.0%	5.8%	5.9%	3.0%
Ship/Boat	15.8%	7.1%	18.9%	21.3%	9.1%

The 2014 Overnight Visitor to Metro Vancouver - Trip Type Comparison

	All Overnight Visitors	Q1 Visitors	Q2 Visitors	Q3 Visitors	Q4 Visitors
TOP TRIP ACTIVITIES (IN CANADA) :					
Restaurant/bar/club	37.9%	28.3%	47.6%	38.7%	32.6%
Sightseeing	32.0%	19.4%	44.4%	37.4%	16.9%
Shopping	29.8%	20.7%	39.9%	33.3%	18.5%
Visiting friends and relatives	28.5%	29.4%	28.6%	24.8%	34.6%
National, provincial or nature park	26.1%	12.2%	32.0%	34.9%	14.1%
Historic site	18.1%	8.4%	25.5%	22.6%	8.9%
Beach	18.0%	9.0%	17.0%	27.7%	8.7%
Hiking or backpacking	16.9%	9.6%	14.4%	26.1%	8.9%
Museum or art gallery	16.4%	11.8%	19.2%	20.7%	8.6%
Performance such as a play or concert	13.4%	10.7%	11.1%	14.4%	16.9%
ACCOMMODATION USED:					
Hotel	47.3%	39.4%	52.0%	50.7%	42.0%
Motel	1.6%	1.1%	1.8%	2.0%	1.2%
Campground/RV park or back country camping	1.5%	0.2%	1.3%	2.9%	0.1%
Home of friends and relatives	41.9%	48.9%	37.9%	36.4%	51.2%
OTHER CANADIAN DESTINATIONS VISITED:					
Victoria	11.1%	3.7%	15.0%	15.3%	4.5%
Calgary	5.1%	2.4%	5.8%	7.3%	2.3%
Toronto	3.2%	1.6%	4.5%	3.8%	2.0%
Montreal	1.5%	0.6%	2.1%	1.7%	1.2%

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

The 2014 Overnight Visitor to Metro Vancouver - List of Market Origin by Country

Europe

United Kingdom
Ireland
France
Germany
Spain
Portugal
Italy
Netherlands
Belgium
Sweden
Switzerland
Austria
Russia
Poland
Hungary
Greece
Other Europe

Canada

United States

Asia/Pacific

Australia
New Zealand
Japan
Hong Kong
South Korea
Taiwan
China
Malaysia
Philippines
Singapore
Israel
India
Other Asia

Central/South America

Mexico
Argentina
Brazil
Caribbean
Other Central/South America

Other International

Africa