

2012 Overnight Visitor to Metro Vancouver - Visitor Profile

Total Visitors:	8,342,941
Average Party Size:	1.6
Average Length of Stay (nights):	4.8
Total Spending:	\$3,361,871,505
Average Spending per Person per Night:	\$83.95
Average Spending per Party per Night:	\$132.64
Average Spending per Person per Trip:	\$407.12

GEOGRAPHIC ORIGIN:

Canada	5,190,294
United States	1,881,039
Asia/Pacific	750,677
Europe	392,344
Other International	128,587

SPENDING BY CATEGORY:

	per trip
Accommodation	\$140.32
Food & beverage, in restaurants & bars	\$95.23
Food & beverage, in stores during trip	\$26.24
Retail - Clothing	\$50.33
Retail - Other	\$11.25
Recreation & entertainment	\$36.93
Local transportation (city bus, subway, taxi)	\$10.17
Vehicle operation (incl. gas & repairs)	\$21.55
Vehicle rental	\$15.10
Average spending per person	\$407.12

TRANSPORTATION USED (IN CANADA):

Car/Truck/Camper or RV (private or rented)	55.5%
Commercial airplane	22.3%
Bus	14.5%
Rail	3.6%
Ship/Boat	14.4%
Other	21.5%
Not stated	2.1%

AGE GROUPS:

Under 15 (US and International visitors only)	2.9%
15-19 (US and International visitors only)	1.4%
20-24 (US and International visitors only)	2.1%
18-24 (Canadian visitors only)	6.6%
25-34	17.9%
35-44	15.4%
45-54	18.8%
55-64	16.9%
65 years & over	16.8%
Not stated	1.2%

PARTY COMPOSITION:

1 adult (Canada = 18+/US and International = 15+)	62.0%
2 adults	23.8%
3 adults	1.6%
4 adults or more	1.5%
Total adults only	88.9%
1 adult with children/teens	4.2%
2 adults with children/teens	5.1%
3 adults or more with children/teens	0.9%
Total adults with children/teens	10.3%
Not stated	0.9%

ACCOMMODATION USED:

All paid roofed accommodation	53.8%
Hotel	48.9%
Motel	3.2%
Bed and breakfast (Canadian visitors only)	0.4%
Resort/Spa (Canadian visitors only)	0.1%
Boat or cruise ship (Canadian visitors only)	0.4%
Other paid roofed accommodation	1.0%
Campground/RV park or back country camping	0.9%
All unpaid accommodation	42.6%
Home of friends/relatives	41.9%
Other unpaid accommodation	1.0%
Other/Not stated	4.9%

PARTY SIZE:

1 person	62.4%
2 persons	25.9%
3 persons	5.5%
4 persons	4.9%
5 persons	0.7%
6 or more persons	0.6%

TRIP ACTIVITIES:

National, provincial or nature park (A)	27.7%
Camping/Any camping nights (A)	2.6%
Boating/canoeing/kayaking (Net) (A)	6.1%
Boating (A)	5.7%
Fishing (A)	0.9%
Golfing (A)	2.2%
Hunting (A)	0.0%
Performance such as a play or concert (B,D)	7.2%
Festival or fair (B,D)	6.3%
Historic site (B,D)	17.3%
Museum or art gallery (B,D)	16.6%
Theme or amusement park (D)	3.8%
Zoo or aquarium/ITS only botanical garden (D)	16.4%
Casino (D)	3.6%
Sports event as a spectator (D)	6.5%
Downhill skiing or snowboarding (Net) (A,C)	2.5%
Other activities (US/Intl visitors only, includes shopping, visiting friends and relatives, sightseeing, bars/nightclubs)	57.3%
None/no activities mentioned	21.5%
Any Outdoor activity (Net "A")	37.9%
Any Cultural activity (Net "B")	32.4%
Any Winter Outdoor activity (Net "C")	2.6%
Any Entertainment/Cultural activity (Net "D")	43.6%

VISIT DURATION:

1 night	26.5%
2 nights	27.6%
3 nights	11.7%
4 nights	9.3%
5 nights	5.8%
6-9 nights	10.8%
10-16 nights	4.3%
17-30 nights	2.3%
31 or more nights	1.7%

SURVEY QUARTER:

1ST. QUARTER	18.10%
2ND. QUARTER	25.00%
3RD. QUARTER	36.00%
4TH. QUARTER	20.90%

Sources:

Adapted from: Statistics Canada, 2012 International Travel Survey Microdata and/or 2012 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.