

2012 Overnight Visitor to Metro Vancouver - Visitor Profile

Total Visitors:	8,342,941	<u>GEOGRAPHIC ORIGIN:</u>	
Average Party Size:	1.6	Canada	5,190,294
Average Length of Stay (nights):	4.8	United States	1,881,039
Total Spending:	\$3,361,871,505	Asia/Pacific	750,677
Average Spending per Person per Night:	\$83.95	Europe	392,344
Average Spending per Party per Night:	\$132.64	Other International	128,587
Average Spending per Person per Trip:	\$407.12		
<u>SPENDING BY CATEGORY:</u>	per trip	<u>TRANSPORTATION USED (IN CANADA):</u>	
Accommodation	\$140.32	Car/Truck/Camper or RV (private or rented)	55.5%
Food & beverage, in restaurants & bars	\$95.23	Commercial airplane	22.3%
Food & beverage, in stores during trip	\$26.24	Bus	14.5%
Retail - Clothing	\$50.33	Rail	3.6%
Retail - Other	\$11.25	Ship/Boat	14.4%
Recreation & entertainment	\$36.93	Other	21.5%
Local transportation (city bus, subway, taxi)	\$10.17	Not stated	2.1%
Vehicle operation (incl. gas & repairs)	\$21.55		
Vehicle rental	\$15.10		
Average spending per person	\$407.12		
<u>AGE GROUPS:</u>		<u>PARTY COMPOSITION:</u>	
Under 15 (US and International visitors only)	2.9%	1 adult (Canada = 18+/US and International = 15+)	62.0%
15-19 (US and International visitors only)	1.4%	2 adults	23.8%
20-24 (US and International visitors only)	2.1%	3 adults	1.6%
18-24 (Canadian visitors only)	6.6%	4 adults or more	1.5%
25-34	17.9%	Total adults only	88.9%
35-44	15.4%	1 adult with children/teens	4.2%
45-54	18.8%	2 adults with children/teens	5.1%
55-64	16.9%	3 adults or more with children/teens	0.9%
65 years & over	16.8%	Total adults with children/teens	10.3%
Not stated	1.2%	Not stated	0.9%
<u>ACCOMMODATION USED:</u>		<u>PARTY SIZE:</u>	
All paid roofed accommodation	53.8%	1 person	62.4%
Hotel	48.9%	2 persons	25.9%
Motel	3.2%	3 persons	5.5%
Bed and breakfast (Canadian visitors only)	0.4%	4 persons	4.9%
Resort/Spa (Canadian visitors only)	0.1%	5 persons	0.7%
Boat or cruise ship (Canadian visitors only)	0.4%	6 or more persons	0.6%
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%		
<u>TRIP ACTIVITIES:</u>		<u>VISIT DURATION:</u>	
National, provincial or nature park (A)	27.7%	1 night	26.5%
Camping/Any camping nights (A)	2.6%	2 nights	27.6%
Boating/canoeing/kayaking (Net) (A)	6.1%	3 nights	11.7%
Boating (A)	5.7%	4 nights	9.3%
Fishing (A)	0.9%	5 nights	5.8%
Golfing (A)	2.2%	6-9 nights	10.8%
Hunting (A)	0.0%	10-16 nights	4.3%
Performance such as a play or concert (B,D)	7.2%	17-30 nights	2.3%
Festival or fair (B,D)	6.3%	31 or more nights	1.7%
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%	<u>SURVEY QUARTER:</u>	
Other activities (US/Intl visitors only, includes shopping, visiting friends and relatives, sightseeing, bars/nightclubs)	57.3%	1ST. QUARTER	18.10%
None/no activities mentioned	21.5%	2ND. QUARTER	25.00%
Any Outdoor activity (Net "A")	37.9%	3RD. QUARTER	36.00%
Any Cultural activity (Net "B")	32.4%	4TH. QUARTER	20.90%
Any Winter Outdoor activity (Net "C")	2.6%		
Any Entertainment/Cultural activity (Net "D")	43.6%		

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.