

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of age 15 and up	50,414		37,961		
Spent Personally on the Last Vacation					
Spent personally on last vacation: Under \$500	12,499	24.79%	8,220	21.65%	87
Spent personally on last vacation: \$500 - \$999	8,412	16.69%	5,708	15.04%	90
Spent personally on last vacation: \$1,000 - \$1,999	10,376	20.58%	7,058	18.59%	90
Spent personally on last vacation: \$2,000 - \$2,999	6,813	13.51%	5,350	14.09%	104
Spent personally on last vacation: \$3,000 - \$3,999	4,019	7.97%	3,328	8.77%	110
Spent personally on last vacation: \$4,000 or more	8,296	16.46%	8,297	21.86%	133
Used Types of Accommodations in the Past 3 Years while on Vacation					
Vacation accom. type past 3 years: All-inclusive resort	9,763	19.37%	7,653	20.16%	104
Vacation accom. type past 3 years: Spa resort	2,620	5.20%	2,196	5.79%	111
Vacation accom. type past 3 years: Bed and breakfast	7,135	14.15%	6,208	16.35%	116
Vacation accom. type past 3 years: Boat	1,246	2.47%	1,295	3.41%	138
Vacation accom. type past 3 years: Camping	7,917	15.70%	4,841	12.75%	81
Vacation accom. type past 3 years: Condominium/apartment	8,242	16.35%	7,431	19.58%	120
Vacation accom. type past 3 years: Cottage	4,430	8.79%	3,820	10.06%	114
Vacation accom. type past 3 years: Cruise ship	7,607	15.09%	7,809	20.57%	136
Vacation accom. type past 3 years: Friends/relatives	20,806	41.27%	15,330	40.38%	98
Vacation accom. type past 3 years: Hotel	29,379	58.28%	22,617	59.58%	102
Vacation accom. type past 3 years: Motel	10,647	21.12%	7,857	20.70%	98
Vacation accom. type past 3 years: Package tours (e.g. adventure, golf)	1,957	3.88%	1,887	4.97%	128
Vacation accom. type past 3 years: RV/camper	3,528	7.00%	2,446	6.44%	92
Vacation accom. type past 3 years: Vacation rental by owner (e.g. Airbnb)	7,785	15.44%	5,979	15.75%	102
Had a Vacation in the Places in the Past 3 Years					
Vacation place past 3 years: Vancouver	8,929	17.71%	5,533	14.58%	82
Vacation place past 3 years: Victoria	4,157	8.25%	3,067	8.08%	98
Vacation place past 3 years: Whistler	2,696	5.35%	2,219	5.85%	109
Vacation place past 3 years: Other British Columbia locations	9,410	18.67%	7,088	18.67%	100
Vacation place past 3 years: Banff	3,908	7.75%	2,713	7.15%	92
Vacation place past 3 years: Calgary	5,279	10.47%	3,842	10.12%	97
Vacation place past 3 years: Jasper	2,267	4.50%	1,498	3.95%	88
Vacation place past 3 years: Other Alberta	5,874	11.65%	4,070	10.72%	92
Vacation place past 3 years: Niagara Falls	1,706	3.38%	1,203	3.17%	94
Vacation place past 3 years: Ottawa	2,511	4.98%	1,865	4.91%	99
Vacation place past 3 years: Toronto	4,505	8.94%	3,164	8.34%	93
Vacation place past 3 years: Ontario cottage country (any) (e.g. Muskoka)	1,207	2.39%	1,003	2.64%	110
Vacation place past 3 years: Other Ontario	2,703	5.36%	1,972	5.20%	97
Vacation place past 3 years: Montreal	3,237	6.42%	2,504	6.60%	103
Vacation place past 3 years: Quebec City	2,137	4.24%	1,439	3.79%	89
Vacation place past 3 years: Other Quebec	1,045	2.07%	684	1.80%	87
Vacation place past 3 years: Cape Breton Island	874	1.73%	657	1.73%	100

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Vacation place past 3 years: Other Nova Scotia	1,851	3.67%	1,456	3.84%	105
Vacation place past 3 years: Manitoba	2,025	4.02%	1,711	4.51%	112
Vacation place past 3 years: New Brunswick	1,215	2.41%	813	2.14%	89
Vacation place past 3 years: Newfoundland and Labrador	1,197	2.37%	1,020	2.69%	114
Vacation place past 3 years: N W T/Nunavut/Yukon	439	0.87%	381	1.00%	115
Vacation place past 3 years: Prince Edward Island	1,483	2.94%	1,019	2.69%	91
Vacation place past 3 years: Saskatchewan	2,186	4.34%	1,147	3.02%	70
Vacation place past 3 years: Alaska	2,281	4.52%	2,313	6.09%	135
Vacation place past 3 years: Hawaii	6,594	13.08%	5,452	14.36%	110
Vacation place past 3 years: Boston	1,160	2.30%	1,010	2.66%	116
Vacation place past 3 years: New York City	2,869	5.69%	2,226	5.86%	103
Vacation place past 3 years: Other Northeast U S	1,456	2.89%	1,020	2.69%	93
Vacation place past 3 years: Los Angeles	4,632	9.19%	3,371	8.88%	97
Vacation place past 3 years: Las Vegas	5,204	10.32%	3,941	10.38%	101
Vacation place past 3 years: San Francisco	3,558	7.06%	3,369	8.88%	126
Vacation place past 3 years: Other Western U S	6,692	13.27%	2,894	7.62%	57
Vacation place past 3 years: Florida	3,392	6.73%	2,956	7.79%	116
Vacation place past 3 years: Other Southern U S	3,042	6.03%	2,762	7.28%	121
Vacation place past 3 years: Midwest U S (any)	1,426	2.83%	1,177	3.10%	110
Vacation place past 3 years: France	4,244	8.42%	4,639	12.22%	145
Vacation place past 3 years: Italy	4,105	8.14%	3,729	9.82%	121
Vacation place past 3 years: United Kingdom (UK)/Republic of Ireland	6,504	12.90%	6,578	17.33%	134
Vacation place past 3 years: Other Europe (Incl Turkey, Greece)	6,662	13.22%	5,805	15.29%	116
Vacation place past 3 years: Middle East	632	1.25%	561	1.48%	118
Vacation place past 3 years: Africa (Incl Egypt)	792	1.57%	749	1.97%	125
Vacation place past 3 years: China (Mainland)	907	1.80%	1,330	3.50%	194
Vacation place past 3 years: Hong Kong	1,352	2.68%	1,228	3.23%	121
Vacation place past 3 years: Other Asia	3,296	6.54%	3,322	8.75%	134
Vacation place past 3 years: Australia/New Zealand	1,911	3.79%	1,869	4.92%	130
Vacation place past 3 years: Cuba	1,842	3.65%	1,431	3.77%	103
Vacation place past 3 years: Jamaica	779	1.55%	538	1.42%	92
Vacation place past 3 years: Other Caribbean	2,394	4.75%	2,071	5.46%	115
Vacation place past 3 years: Mexico	8,536	16.93%	7,031	18.52%	109
Vacation place past 3 years: Central/South America	1,539	3.05%	1,529	4.03%	132
Vacation place past 3 years: Other Countries	3,790	7.52%	3,429	9.03%	120
Booked Vacation in the Past 3 Years through					
Booked vacation past 3 years through an airline directly	23,620	46.85%	18,573	48.93%	104
Booked vacation past 3 years through a hotel directly	19,994	39.66%	16,136	42.51%	107
Booked vacation past 3 years through a full service travel agent	13,732	27.24%	11,902	31.35%	115
Booked vacation past 3 years through a discount/last minute agency (e.g. Flight Centre)	6,261	12.42%	4,236	11.16%	90
Booked vacation past 3 years a package tour	7,227	14.34%	6,237	16.43%	115

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Booked vacation past 3 years through an on-line travel agency (e.g. Travelocity.com/Expedia.ca)	17,663	35.04%	12,126	31.94%	91
Booked vacation past 3 years through airline/hotel website (e.g. aircanada.com)	14,469	28.70%	11,548	30.42%	106
Booked vacation past 3 years through other services	8,685	17.23%	6,915	18.22%	106
Visited Online Services in the Past Year					
Visited online services: Belairtravel.com	1,029	2.04%	577	1.52%	75
Visited online services: Expedia.com/Expedia.ca	18,721	37.14%	13,503	35.57%	96
Visited online services: Hotels.com	10,099	20.03%	7,192	18.95%	95
Visited online services: itravel2000.com	1,994	3.96%	1,208	3.18%	80
Visited online services: Redtag.ca	2,375	4.71%	1,248	3.29%	70
Visited online services: Sunwing.ca	3,883	7.70%	2,488	6.55%	85
Visited online services: Travelocity.com/Travelocity.ca	9,301	18.45%	6,549	17.25%	93
Visited online services: Other discount travel sites	5,290	10.49%	3,031	7.98%	76
Visited online services: Airline websites (e.g. aircanada.com)	16,600	32.93%	13,583	35.78%	109
Visited online services: Other online travel sites	9,499	18.84%	8,073	21.27%	113
Booked with Online Services in the Past Year					
Booked with online services: Belairtravel.com	10	0.02%	16	0.04%	200
Booked with online services: Expedia.com/Expedia.ca	6,819	13.53%	5,304	13.97%	103
Booked with online services: Hotels.com	2,508	4.98%	2,194	5.78%	116
Booked with online services: itravel2000.com	201	0.40%	167	0.44%	110
Booked with online services: Redtag.ca	231	0.46%	160	0.42%	91
Booked with online services: Sunwing.ca	756	1.50%	431	1.14%	76
Booked with online services: Travelocity.com/Travelocity.ca	1,770	3.51%	1,205	3.17%	90
Booked with online services: Other discount travel sites	746	1.48%	473	1.25%	84
Booked with online services: Airline websites (e.g. aircanada.com)	7,495	14.87%	7,011	18.47%	124
Booked with online services: Other online travel sites	2,890	5.73%	2,721	7.17%	125
Flew with Airlines in the Past Year					
Flew past year with: Air Canada (any)	18,890	37.47%	16,558	43.62%	116
Flew past year with: Air France	1,035	2.05%	1,167	3.07%	150
Flew past year with: Air Transat	2,160	4.28%	1,848	4.87%	114
Flew past year with: American Airlines	2,587	5.13%	2,309	6.08%	119
Flew past year with: British Airways	2,059	4.08%	902	2.38%	58
Flew past year with: Delta Airlines	2,564	5.09%	2,284	6.02%	118
Flew past year with: Porter Airlines	1,092	2.17%	897	2.36%	109
Flew past year with: United Airlines	4,461	8.85%	3,995	10.53%	119
Flew past year with: West Jet	16,793	33.31%	14,295	37.66%	113
Flew past year with: Asian airlines (e.g. Korean Air)	2,638	5.23%	2,167	5.71%	109
Flew past year with: Other charter airlines (e.g. Sunwing)	1,168	2.32%	922	2.43%	105
Flew past year with: Other Canadian airlines	834	1.65%	582	1.53%	93
Flew past year with: Other American airlines	1,761	3.49%	1,201	3.16%	91
Flew past year with: Other European airlines	3,853	7.64%	3,528	9.29%	122
Flew past year with: Other airlines	2,669	5.29%	2,053	5.41%	102

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Out-of-Town Vacations Past 3 Years					
Out-of-town vacations past 3 years: 0	6,906	13.70%	4,621	12.17%	89
Out-of-town vacations past 3 years: 1-2	13,308	26.40%	8,716	22.96%	87
Out-of-town vacations past 3 years: 2-4	15,487	30.72%	11,879	31.29%	102
Out-of-town vacations past 3 years: 5 or more	14,713	29.19%	12,745	33.57%	115
Traveled Locally as a Driver or Passenger in a Car in the Past 4 Weeks					
Traveled locally in a car past 4 weeks: None/don't drive	1,000	1.98%	478	1.26%	64
Traveled locally in a car past 4 weeks: Less than 15 km	920	1.83%	566	1.49%	81
Traveled locally in a car past 4 weeks: 15 to 24 km	1,540	3.05%	868	2.29%	75
Traveled locally in a car past 4 weeks: 25 to 49 km	2,726	5.41%	1,900	5.00%	92
Traveled locally in a car past 4 weeks: 50 to 74 km	3,610	7.16%	2,467	6.50%	91
Traveled locally in a car past 4 weeks: 75 to 149 km	7,091	14.07%	5,291	13.94%	99
Traveled locally in a car past 4 weeks: 150 to 249 km	9,899	19.64%	7,730	20.36%	104
Traveled locally in a car past 4 weeks: 250 to 500 km	11,764	23.33%	9,415	24.80%	106
Traveled locally in a car past 4 weeks: More than 500 km	11,866	23.54%	9,246	24.36%	103
Traveled Locally as a Driver or Passenger in a Car in the Past 7 Days					
Traveled locally in a car past 7 days: None/don't drive	3,167	6.28%	2,054	5.41%	86
Traveled locally in a car past 7 days: Less than 15 km	5,234	10.38%	3,839	10.11%	97
Traveled locally in a car past 7 days: 15 to 24 km	6,180	12.26%	4,213	11.10%	91
Traveled locally in a car past 7 days: 25 to 49 km	7,292	14.47%	5,248	13.82%	96
Traveled locally in a car past 7 days: 50 to 74 km	8,026	15.92%	6,310	16.62%	104
Traveled locally in a car past 7 days: 75 to 149 km	8,764	17.38%	7,345	19.35%	111
Traveled locally in a car past 7 days: 150 to 249 km	6,217	12.33%	4,899	12.91%	105
Traveled locally in a car past 7 days: 250 to 500 km	3,601	7.14%	2,602	6.85%	96
Traveled locally in a car past 7 days: More than 500 km	1,933	3.83%	1,451	3.82%	100
Traveled with Local Bus/Streetcar in an Average Week					
Traveled with local bus in an avg. week: # of trips: None	33,049	65.56%	25,746	67.82%	103
Traveled with local bus in an avg. week: # of trips:1-2	7,052	13.99%	5,851	15.41%	110
Traveled with local bus in an avg. week: # of trips:3-4	3,227	6.40%	2,279	6.00%	94
Traveled with local bus in an avg. week: # of trips:5	1,069	2.12%	647	1.71%	81
Traveled with local bus in an avg. week: # of trips:6-9	2,057	4.08%	1,294	3.41%	84
Traveled with local bus in an avg. week: # of trips:10	1,734	3.44%	950	2.50%	73
Traveled with local bus in an avg. week: # of trips:11-15	1,147	2.28%	573	1.51%	66
Traveled with local bus in an avg. week: # of trips:16 or more	1,079	2.14%	621	1.64%	77
Traveled with Taxi Past Month					
Traveled with taxi past month - Yes	8,082	16.03%	5,922	15.60%	97
Number of People in the Vehicle Last Travel as Driver or Passenger					
Number of people in the vehicle last travel: 1	15,739	31.22%	12,734	33.55%	107
Number of people in the vehicle last travel: 2	23,002	45.63%	17,996	47.41%	104
Number of people in the vehicle last travel: 3	6,521	12.93%	4,027	10.61%	82
Number of people in the vehicle last travel: 4	5,152	10.22%	3,204	8.44%	83

Index	Description
>=180	Extremely High
>=110 and <180	High
>=90 and <110	Similar
>=50 and <90	Lower
<50	Extremely Low

Data Source: Manifold Data Mining Inc.

This report is based on consumer demographic and behavior data products at the 6-digit postal code level. No confidential information about an individual, household, organization or business has been obtained from Statistics Canada or Numeris.