

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Population of Age 15 and Up</b>	51,426		39,463		
<b>Spent Personally on the Last Vacation</b>					
Spent personally on last vacation: Under \$500	13,637	26.52%	8,846	22.42%	85
Spent personally on last vacation: \$500 - \$999	9,184	17.86%	6,031	15.28%	86
Spent personally on last vacation: \$1,000 - \$1,999	9,416	18.31%	6,849	17.36%	95
Spent personally on last vacation: \$2,000 - \$2,999	6,568	12.77%	5,078	12.87%	101
Spent personally on last vacation: \$3,000 - \$3,999	3,915	7.61%	3,290	8.34%	110
Spent personally on last vacation: \$4,000 or more	8,705	16.93%	9,369	23.74%	140
<b>Used Types of Accommodations in the Past 3 Years while on Vacation</b>					
Vacation accom. type past 3 years: All-inclusive resort	7,501	14.59%	6,077	15.40%	106
Vacation accom. type past 3 years: Spa resort	2,442	4.75%	1,547	3.92%	83
Vacation accom. type past 3 years: Bed and breakfast	8,358	16.25%	7,400	18.75%	115
Vacation accom. type past 3 years: Boat	1,107	2.15%	1,061	2.69%	125
Vacation accom. type past 3 years: Camping	8,133	15.82%	4,481	11.35%	72
Vacation accom. type past 3 years: Condominium/apartment	7,027	13.66%	5,533	14.02%	103
Vacation accom. type past 3 years: Cottage	4,899	9.53%	4,088	10.36%	109
Vacation accom. type past 3 years: Cruise ship	9,776	19.01%	9,199	23.31%	123
Vacation accom. type past 3 years: Friends/relatives	20,105	39.09%	15,296	38.76%	99
Vacation accom. type past 3 years: Hotel	28,326	55.08%	22,816	57.82%	105
Vacation accom. type past 3 years: Motel	10,074	19.59%	7,473	18.94%	97
Vacation accom. type past 3 years: Package tours (e.g. adventure, golf)	2,708	5.27%	2,544	6.45%	122
Vacation accom. type past 3 years: RV/camper	3,807	7.40%	2,631	6.67%	90
Vacation accom. type past 3 years: Vacation rental by owner (e.g. Airbnb)	9,885	19.22%	8,438	21.38%	111
<b>Had a Vacation in the Places in the Past 3 Years</b>					
Vacation place past 3 years: Vancouver	7,922	15.41%	5,877	14.89%	97
Vacation place past 3 years: Victoria	4,713	9.16%	3,747	9.50%	104
Vacation place past 3 years: Whistler	2,318	4.51%	1,904	4.82%	107
Vacation place past 3 years: Other British Columbia locations	7,945	15.45%	6,345	16.08%	104
Vacation place past 3 years: Banff	3,901	7.59%	2,924	7.41%	98
Vacation place past 3 years: Calgary	5,709	11.10%	4,477	11.34%	102
Vacation place past 3 years: Jasper	2,722	5.29%	1,848	4.68%	88
Vacation place past 3 years: Other Alberta	5,054	9.83%	3,761	9.53%	97
Vacation place past 3 years: Niagara Falls	2,140	4.16%	1,504	3.81%	92
Vacation place past 3 years: Ottawa	2,398	4.66%	1,904	4.82%	103
Vacation place past 3 years: Toronto	5,338	10.38%	4,111	10.42%	100
Vacation place past 3 years: Ontario cottage country (any) (e.g. Muskoka)	1,094	2.13%	855	2.17%	102
Vacation place past 3 years: Other Ontario	2,592	5.04%	1,934	4.90%	97
Vacation place past 3 years: Montreal	3,287	6.39%	2,377	6.02%	94
Vacation place past 3 years: Quebec City	2,031	3.95%	1,800	4.56%	115
Vacation place past 3 years: Other Quebec	1,211	2.36%	889	2.25%	95
Vacation place past 3 years: Cape Breton Island	1,428	2.78%	1,146	2.90%	104

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Vacation place past 3 years: Other Nova Scotia	2,327	4.53%	1,708	4.33%	96
Vacation place past 3 years: Manitoba	1,580	3.07%	1,173	2.97%	97
Vacation place past 3 years: New Brunswick	1,318	2.56%	1,120	2.84%	111
Vacation place past 3 years: Newfoundland and Labrador	1,347	2.62%	1,140	2.89%	110
Vacation place past 3 years: NWT/Nunavut/Yukon	716	1.39%	469	1.19%	86
Vacation place past 3 years: Prince Edward Island	1,244	2.42%	948	2.40%	99
Vacation place past 3 years: Saskatchewan	2,208	4.29%	1,792	4.54%	106
Vacation place past 3 years: Alaska	2,891	5.62%	2,128	5.39%	96
Vacation place past 3 years: Hawaii	7,025	13.66%	5,840	14.80%	108
Vacation place past 3 years: Boston	1,697	3.30%	1,484	3.76%	114
Vacation place past 3 years: New York City	3,491	6.79%	2,825	7.16%	105
Vacation place past 3 years: Other Northeast US	1,505	2.93%	1,209	3.06%	104
Vacation place past 3 years: Los Angeles	4,792	9.32%	4,614	11.69%	125
Vacation place past 3 years: Las Vegas	4,917	9.56%	3,726	9.44%	99
Vacation place past 3 years: San Francisco	2,869	5.58%	2,498	6.33%	113
Vacation place past 3 years: Other Western US	9,386	18.25%	4,201	10.65%	58
Vacation place past 3 years: Florida	2,393	4.65%	2,159	5.47%	118
Vacation place past 3 years: Other Southern US	3,031	5.89%	2,696	6.83%	116
Vacation place past 3 years: Midwest US (any)	1,621	3.15%	1,215	3.08%	98
Vacation place past 3 years: France	4,574	8.89%	3,982	10.09%	113
Vacation place past 3 years: Italy	4,923	9.57%	5,066	12.84%	134
Vacation place past 3 years: United Kingdom (UK)/Republic of Ireland	6,123	11.91%	5,792	14.68%	123
Vacation place past 3 years: Other Europe (Incl. Turkey, Greece)	7,925	15.41%	7,348	18.62%	121
Vacation place past 3 years: Middle East	991	1.93%	751	1.90%	98
Vacation place past 3 years: Africa (Incl. Egypt)	1,543	3.00%	1,783	4.52%	151
Vacation place past 3 years: China (Mainland)	1,819	3.54%	2,018	5.11%	144
Vacation place past 3 years: Hong Kong	1,750	3.40%	1,479	3.75%	110
Vacation place past 3 years: Other Asia	3,690	7.17%	3,082	7.81%	109
Vacation place past 3 years: Australia/New Zealand	2,461	4.79%	1,836	4.65%	97
Vacation place past 3 years: Cuba	1,574	3.06%	986	2.50%	82
Vacation place past 3 years: Jamaica	516	1.00%	325	0.83%	83
Vacation place past 3 years: Other Caribbean	2,483	4.83%	1,795	4.55%	94
Vacation place past 3 years: Mexico	8,129	15.81%	5,618	14.24%	90
Vacation place past 3 years: Central/South America	2,463	4.79%	2,272	5.76%	120
Vacation place past 3 years: Other Countries	2,649	5.15%	2,478	6.28%	122
<b>Booked Vacation in the Past 3 Years through</b>					
Booked vacation past 3 years through an airline directly	23,428	45.56%	19,712	49.95%	110
Booked vacation past 3 years through a hotel directly	21,171	41.17%	16,994	43.06%	105
Booked vacation past 3 years through a full service travel agent	13,968	27.16%	11,760	29.80%	110
Booked vacation past 3 years through a discount/last minute agency (e.g. Flight Centre)	5,398	10.50%	4,237	10.74%	102
Booked vacation past 3 years a package tour	7,699	14.97%	6,567	16.64%	111

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
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Booked vacation past 3 years through an on-line travel agency (e.g. Travelocity.com/Expedia.ca)	17,809	34.63%	13,916	35.26%	102
Booked vacation past 3 years through airline/hotel website (e.g. aircanada.com)	15,308	29.77%	13,558	34.36%	115
Booked vacation past 3 years through other services	9,064	17.63%	7,201	18.25%	104
<b>Visited Online Services in the Past Year</b>					
Visited online services: Booking.com	11,116	21.62%	9,093	23.04%	107
Visited online services: Expedia.com/Expedia.ca	19,920	38.74%	15,171	38.44%	99
Visited online services: Hotels.com	8,681	16.88%	6,911	17.51%	104
Visited online services: itravel2000.com	1,322	2.57%	786	1.99%	77
Visited online services: Redtag.ca	1,548	3.01%	933	2.37%	79
Visited online services: Sunwing.ca	3,041	5.91%	1,992	5.05%	85
Visited online services: Travelocity.com/Travelocity.ca	7,352	14.30%	5,790	14.67%	103
Visited online services: Trivago.ca	8,369	16.28%	5,975	15.14%	93
Visited online services: Other discount travel sites	3,754	7.30%	2,469	6.26%	86
Visited online services: Airline websites (e.g. aircanada.com)	17,362	33.76%	14,563	36.90%	109
Visited online services: Other online travel sites	9,261	18.01%	6,974	17.67%	98
<b>Booked with Online Services in the Past Year</b>					
Booked with online services: Booking.com	3,640	7.08%	3,079	7.80%	110
Booked with online services: Expedia.com/Expedia.ca	7,490	14.57%	6,391	16.20%	111
Booked with online services: Hotels.com	1,992	3.87%	1,736	4.40%	114
Booked with online services: itravel2000.com	193	0.38%	130	0.33%	87
Booked with online services: Redtag.ca	249	0.48%	186	0.47%	98
Booked with online services: Sunwing.ca	707	1.38%	487	1.23%	89
Booked with online services: Travelocity.com/Travelocity.ca	1,029	2.00%	848	2.15%	108
Booked with online services: Trivago.ca	838	1.63%	651	1.65%	101
Booked with online services: Other discount travel sites	703	1.37%	329	0.84%	61
Booked with online services: Airline websites (e.g. aircanada.com)	8,948	17.40%	8,057	20.42%	117
Booked with online services: Other online travel sites	3,416	6.64%	2,357	5.97%	90
<b>Flew with Airlines in the Past Year</b>					
Flew past year with: Air Canada (any)	19,896	38.69%	18,352	46.50%	120
Flew past year with: Air Transat	3,460	6.73%	2,586	6.55%	97
Flew past year with: American Airlines	2,068	4.02%	1,806	4.58%	114
Flew past year with: Delta Airlines	2,969	5.77%	2,362	5.98%	104
Flew past year with: Porter Airlines	1,283	2.50%	1,088	2.76%	110
Flew past year with: United Airlines	3,899	7.58%	3,441	8.72%	115
Flew past year with: West Jet	16,155	31.41%	13,363	33.86%	108
Flew past year with: Asian airlines (e.g. Korean Air)	3,242	6.30%	3,006	7.62%	121
Flew past year with: Other European airlines	5,287	10.28%	5,121	12.98%	126
Flew past year with: Other charter airlines (e.g. Sunwing)	796	1.55%	530	1.34%	86
Flew past year with: Other Canadian airlines	2,229	4.33%	1,613	4.09%	94
Flew past year with: Other American airlines	4,750	9.24%	3,771	9.56%	103
Flew past year with: Other airlines	4,264	8.29%	3,398	8.61%	104

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Out-of-Town Vacations Past 3 Years</b>					
Out-of-town vacations past 3 years: 0	8,209	15.96%	5,379	13.63%	85
Out-of-town vacations past 3 years: 1-2	12,338	23.99%	9,123	23.12%	96
Out-of-town vacations past 3 years: 2-4	14,200	27.61%	9,901	25.09%	91
Out-of-town vacations past 3 years: 5 or more	16,678	32.43%	15,060	38.16%	118
<b>Traveled Locally as a Driver or Passenger in a Car in the Past 4 Weeks</b>					
Traveled locally in a car past 4 weeks: None/don't drive	1,261	2.45%	485	1.23%	50
Traveled locally in a car past 4 weeks: Less than 15 km	1,184	2.30%	823	2.09%	91
Traveled locally in a car past 4 weeks: 15 to 24 km	1,558	3.03%	1,045	2.65%	87
Traveled locally in a car past 4 weeks: 25 to 49 km	3,481	6.77%	2,592	6.57%	97
Traveled locally in a car past 4 weeks: 50 to 74 km	4,135	8.04%	3,330	8.44%	105
Traveled locally in a car past 4 weeks: 75 to 149 km	7,999	15.55%	5,805	14.71%	95
Traveled locally in a car past 4 weeks: 150 to 249 km	8,634	16.79%	6,580	16.68%	99
Traveled locally in a car past 4 weeks: 250 to 500 km	10,946	21.29%	8,702	22.05%	104
Traveled locally in a car past 4 weeks: More than 500 km	12,228	23.78%	10,100	25.59%	108
<b>Traveled Locally as a Driver or Passenger in a Car in the Past 7 Days</b>					
Traveled locally in a car past 7 days: None/don't drive	4,023	7.82%	2,408	6.10%	78
Traveled locally in a car past 7 days: Less than 15 km	6,417	12.48%	4,771	12.09%	97
Traveled locally in a car past 7 days: 15 to 24 km	7,334	14.26%	5,445	13.80%	97
Traveled locally in a car past 7 days: 25 to 49 km	6,877	13.37%	5,267	13.35%	100
Traveled locally in a car past 7 days: 50 to 74 km	7,541	14.66%	6,649	16.85%	115
Traveled locally in a car past 7 days: 75 to 149 km	8,063	15.68%	6,272	15.89%	101
Traveled locally in a car past 7 days: 150 to 249 km	5,888	11.45%	4,701	11.91%	104
Traveled locally in a car past 7 days: 250 to 500 km	3,691	7.18%	2,686	6.81%	95
Traveled locally in a car past 7 days: More than 500 km	1,593	3.10%	1,264	3.20%	103
<b>Traveled with Local Bus/Streetcar in an Average Week</b>					
Traveled with local bus in an avg. week: # of trips: None	31,292	60.85%	25,573	64.80%	106
Traveled with local bus in an avg. week: # of trips:1-2	8,348	16.23%	6,173	15.64%	96
Traveled with local bus in an avg. week: # of trips:3-4	4,108	7.99%	2,794	7.08%	89
Traveled with local bus in an avg. week: # of trips:5	922	1.79%	658	1.67%	93
Traveled with local bus in an avg. week: # of trips:6-9	2,490	4.84%	1,807	4.58%	95
Traveled with local bus in an avg. week: # of trips:10	1,583	3.08%	979	2.48%	81
Traveled with local bus in an avg. week: # of trips:11-15	1,604	3.12%	916	2.32%	74
Traveled with local bus in an avg. week: # of trips:16 or more	1,079	2.10%	565	1.43%	68
<b>Traveled with Taxi Past Month</b>					
Traveled with taxi past month - Yes	8,303	16.15%	5,683	14.40%	89
Used taxi past month: Limousine service	506	0.98%	506	1.28%	131
Used taxi past month: Ride-sharing/hailing service (e.g. Uber)	1,403	2.73%	1,199	3.04%	111
<b>Number of People in the Vehicle Last Travel as Driver or Passenger</b>					
Number of people in the vehicle last travel: 1	17,133	33.32%	12,781	32.39%	97
Number of people in the vehicle last travel: 2	22,504	43.76%	18,152	46.00%	105
Number of people in the vehicle last travel: 3	6,362	12.37%	4,522	11.46%	93
Number of people in the vehicle last travel: 4	5,427	10.55%	4,009	10.16%	96

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

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**Data Source:** Manifold Data Mining Inc.

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