

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of age 15 and up	49,892		37,749		
Spent PERSONALLY on the LAST vacation					
Spent personally on last vacation: Under \$500	11,950	23.95%	7,577	20.07%	84
Spent personally on last vacation: \$500 - \$999	8,599	17.24%	5,508	14.59%	85
Spent personally on last vacation: \$1,000 - \$1,999	11,042	22.13%	7,944	21.05%	95
Spent personally on last vacation: \$2,000 - \$2,999	6,249	12.53%	5,336	14.14%	113
Spent personally on last vacation: \$3,000 - \$3,999	4,282	8.58%	3,492	9.25%	108
Spent personally on last vacation: \$4,000 or more	7,770	15.57%	7,892	20.91%	134
Used following types of accommodations in the Past 3 Years while on vacation					
Vacation past 3 years: All-inclusive resort	8,818	17.68%	7,422	19.66%	111
Vacation past 3 years: Spa resort	2,479	4.97%	2,039	5.40%	109
Vacation past 3 years: Bed and breakfast	8,040	16.12%	7,306	19.35%	120
Vacation past 3 years: Boat	1,890	3.79%	2,148	5.69%	150
Vacation past 3 years: Camping	8,442	16.92%	5,462	14.47%	86
Vacation past 3 years: Condominium/apartment	7,295	14.62%	6,627	17.56%	120
Vacation past 3 years: Cottage	3,749	7.51%	3,518	9.32%	124
Vacation past 3 years: Cruise ship	8,821	17.68%	9,155	24.25%	137
Vacation past 3 years: Friends/relatives	21,253	42.60%	16,925	44.84%	105
Vacation past 3 years: Hotel	29,254	58.64%	23,607	62.54%	107
Vacation past 3 years: Motel	10,082	20.21%	7,950	21.06%	104
Vacation past 3 years: Package tours (e.g. adventure, golf)	2,275	4.56%	2,281	6.04%	132
Vacation past 3 years: RV/camper	3,115	6.24%	2,477	6.56%	105
Vacation past 3 years: Vacation rental by owner (e.g. Airbnb)	5,759	11.54%	5,906	15.65%	136
Had a vacation in the following places in the Past 3 Years					
Vacation past 3 years in: Vancouver	7,336	14.70%	6,706	17.77%	121
Vacation past 3 years in: Victoria	3,794	7.60%	3,017	7.99%	105
Vacation past 3 years in: Whistler	2,539	5.09%	2,060	5.46%	107
Vacation past 3 years in: Other British Columbia	8,216	16.47%	6,640	17.59%	107
Vacation past 3 years in: Banff	3,419	6.85%	2,862	7.58%	111
Vacation past 3 years in: Calgary	4,992	10.01%	4,202	11.13%	111
Vacation past 3 years in: Jasper	2,380	4.77%	1,897	5.03%	105
Vacation past 3 years in: Other Alberta	4,899	9.82%	4,063	10.76%	110
Vacation past 3 years in: Niagara Falls	1,852	3.71%	1,348	3.57%	96
Vacation past 3 years in: Ottawa	2,363	4.74%	1,940	5.14%	108
Vacation past 3 years in: Toronto	5,066	10.15%	3,898	10.33%	102
Vacation past 3 years in: Cottage country (any) (e.g. Muskoka)	1,453	2.91%	1,133	3.00%	103
Vacation past 3 years in: Other Ontario	2,437	4.88%	1,867	4.95%	101
Vacation past 3 years in: Montreal	3,349	6.71%	2,753	7.29%	109
Vacation past 3 years in: Quebec City	2,567	5.15%	2,216	5.87%	114
Vacation past 3 years in: Other Quebec	914	1.83%	724	1.92%	105
Vacation past 3 years in: Cape Breton Island	945	1.90%	852	2.26%	119
Vacation past 3 years in: Other Nova Scotia	2,269	4.55%	2,180	5.78%	127
Vacation past 3 years in: Manitoba	1,548	3.10%	1,362	3.61%	116
Vacation past 3 years in: New Brunswick	1,066	2.14%	980	2.60%	121



Travelling Patterns - Travelling Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Vacation past 3 years in: Newfoundland and Labrador	1,109	2.22%	1,023	2.71%	122
Vacation past 3 years in: N.W.T./Nunavut/Yukon	417	0.84%	429	1.14%	136
Vacation past 3 years in: Prince Edward Island	1,246	2.50%	1,112	2.95%	118
Vacation past 3 years in: Saskatchewan	1,775	3.56%	1,391	3.68%	103
Vacation past 3 years in: Alaska	3,323	6.66%	2,808	7.44%	112
Vacation past 3 years in: Hawaii	7,029	14.09%	4,529	12.00%	85
Vacation past 3 years in: Boston	1,423	2.85%	1,303	3.45%	121
Vacation past 3 years in: New York City	3,476	6.97%	3,220	8.53%	122
Vacation past 3 years in: Other Northeast U.S.	1,637	3.28%	1,366	3.62%	110
Vacation past 3 years in: Los Angeles	4,922	9.87%	5,019	13.30%	135
Vacation past 3 years in: Las Vegas	6,133	12.29%	5,097	13.50%	110
Vacation past 3 years in: San Francisco	4,089	8.20%	4,248	11.25%	137
Vacation past 3 years in: Other Western U.S.	9,505	19.05%	3,447	9.13%	48
Vacation past 3 years in: Florida	2,906	5.82%	2,879	7.63%	131
Vacation past 3 years in: Other Southern U.S.	2,660	5.33%	2,495	6.61%	124
Vacation past 3 years in: Midwest U.S. (any)	1,732	3.47%	1,490	3.95%	114
Vacation past 3 years in: France	4,015	8.05%	4,374	11.59%	144
Vacation past 3 years in: Italy	3,310	6.64%	3,205	8.49%	128
Vacation past 3 years in: United Kingdom (UK)/Republic of Ireland	5,098	10.22%	6,093	16.14%	158
Vacation past 3 years in: Other Europe (Incl. Turkey, Greece)	6,291	12.61%	6,356	16.84%	134
Vacation past 3 years in: Middle East	996	2.00%	877	2.32%	116
Vacation past 3 years in: Africa (Incl. Egypt)	857	1.72%	885	2.35%	137
Vacation past 3 years in: China (Mainland)	1,375	2.76%	1,607	4.26%	154
Vacation past 3 years in: Hong Kong	1,128	2.26%	968	2.56%	113
Vacation past 3 years in: Other Asia	3,388	6.79%	2,916	7.73%	114
Vacation past 3 years in: Australia/New Zealand	1,061	2.13%	1,337	3.54%	166
Vacation past 3 years in: Cuba	1,496	3.00%	1,172	3.11%	104
Vacation past 3 years in: Jamaica	714	1.43%	541	1.43%	100
Vacation past 3 years in: Other Caribbean	2,723	5.46%	2,679	7.10%	130
Vacation past 3 years in: Mexico	7,810	15.65%	7,007	18.56%	119
Vacation past 3 years in: Central/South America	1,987	3.98%	2,108	5.58%	140
Vacation past 3 years in: Other Countries	2,988	5.99%	2,879	7.63%	127
Booked the last vacation directly through an airline					
Booked last vacation through an airline directly: In past year	15,455	30.98%	13,717	36.34%	117
Booked last vacation through an airline directly: 1-3 years ago	6,167	12.36%	4,865	12.89%	104
Booked last vacation through an airline directly: More than 3 years ago	5,778	11.58%	3,804	10.08%	87
Booked the last vacation directly through a hotel					
Booked last vacation through a hotel directly: In past year	13,289	26.64%	11,446	30.32%	114
Booked last vacation through a hotel directly: 1-3 years ago	5,201	10.43%	3,836	10.16%	97
Booked last vacation through a hotel directly: More than 3 years ago	4,602	9.22%	3,049	8.08%	88
Booked the last vacation directly through a full service agent					
Booked last vacation through a full service travel agent: In past year	9,873	19.79%	8,743	23.16%	117



Travelling Patterns - Travelling Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Booked last vacation through a full service travel agent: 1-3 years ago	5,952	11.93%	4,551	12.06%	101
Booked last vacation through a full service travel agent: More than 3 years ago	8,887	17.81%	6,672	17.68%	99
Booked the last vacation directly through a discount/last minute agency (e.g. Flight Centre)					
Booked last vacation through a discount/last minute agency (e.g. Flight Centre): In past year	3,347	6.71%	2,393	6.34%	94
Booked last vacation through a discount/last minute agency (e.g. Flight Centre): 1-3 years ago	2,512	5.04%	2,034	5.39%	107
Booked last vacation through a discount/last minute agency (e.g. Flight Centre): More than 3 years ago	4,730	9.48%	3,749	9.93%	105
Booked the last vacation directly through a package tour					
Booked last vacation through a package tour: In past year	4,444	8.91%	3,835	10.16%	114
Booked last vacation through a package tour: 1-3 years ago	2,574	5.16%	2,030	5.38%	104
Booked last vacation through a package tour: More than 3 years ago	5,307	10.64%	4,089	10.83%	102
Booked the last vacation directly through an online travel agency (e.g. Travelocity.com/Expedia.ca)					
Booked last vacation through an on-line travel agency (e.g. Travelocity.com/Expedia.ca): In past year	11,689	23.43%	9,375	24.83%	106
Booked last vacation through an on-line travel agency (e.g. Travelocity.com/Expedia.ca): 1-3 years ago	5,555	11.14%	4,341	11.50%	103
Booked last vacation through an on-line travel agency (e.g. Travelocity.com/Expedia.ca): More than 3 years ago	3,268	6.55%	2,234	5.92%	90
Booked the last vacation directly through airline/hotel website (e.g. aircanada.com)					
Booked last vacation through airline/hotel website (e.g. aircanada.com): In past year	9,541	19.12%	8,561	22.68%	119
Booked last vacation through airline/hotel website (e.g. aircanada.com): 1-3 years ago	3,644	7.30%	2,705	7.17%	98
Booked last vacation through airline/hotel website (e.g. aircanada.com): More than 3 years ago	3,052	6.12%	2,100	5.56%	91
Booked the last vacation directly through other services					
Booked last vacation through other services: In past year	4,669	9.36%	3,765	9.97%	107
Booked last vacation through other services: 1-3 years ago	1,738	3.48%	1,276	3.38%	97
Booked last vacation through other services: More than 3 years ago	3,732	7.48%	2,778	7.36%	98
Visited following online services in the past year					
Visited online services: Belairtravel.com	283	0.57%	244	0.65%	114
Visited online services: Expedia.com/Expedia.ca	16,690	33.45%	13,895	36.81%	110
Visited online services: Hotels.com	8,941	17.92%	6,935	18.37%	103
Visited online services: itravel2000.com	2,079	4.17%	1,025	2.71%	65
Visited online services: Redtag.ca	1,890	3.79%	1,236	3.28%	87
Visited online services: Sunwing.ca	3,240	6.50%	2,721	7.21%	111
Visited online services: Travelocity.com/Travelocity.ca	8,707	17.45%	7,629	20.21%	116



Travelling Patterns - Travelling Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Visited online services: Other discount travel sites (e.g. selloffvacations.com)	3,745	7.51%	3,015	7.99%	106
Visited online services: Airline websites (e.g. aircanada.com)	14,917	29.90%	13,628	36.10%	121
Visited online services: Other online travel sites	8,501	17.04%	7,689	20.37%	120
Booked with following online services in the past year					
Booked with online services: Belairtravel.com	64	0.13%	90	0.24%	185
Booked with online services: Expedia.com/Expedia.ca	5,559	11.14%	5,087	13.48%	121
Booked with online services: Hotels.com	2,328	4.67%	1,772	4.70%	101
Booked with online services: itravel2000.com	183	0.37%	156	0.41%	111
Booked with online services: Redtag.ca	204	0.41%	204	0.54%	132
Booked with online services: Sunwing.ca	798	1.60%	694	1.84%	115
Booked with online services: Travelocity.com/Travelocity.ca	941	1.89%	1,060	2.81%	149
Booked with online services: Other discount travel sites (e.g. selloffvacations.com)	565	1.13%	464	1.23%	109
Booked with online services: Airline websites (e.g. aircanada.com)	5,960	11.95%	5,840	15.47%	129
Booked with online services: Other online travel sites	2,589	5.19%	2,656	7.04%	136
Flew with following airlines in the past year					
Flew past year with: Air Canada (any)	17,297	34.67%	16,018	42.43%	122
Flew past year with: Air France	1,105	2.22%	1,279	3.39%	153
Flew past year with: Air Transat	2,251	4.51%	1,950	5.17%	115
Flew past year with: American Airlines	2,139	4.29%	2,064	5.47%	128
Flew past year with: British Airways	1,789	3.59%	1,481	3.92%	109
Flew past year with: Delta Airlines	2,266	4.54%	1,813	4.80%	106
Flew past year with: Porter Airlines	1,073	2.15%	501	1.33%	62
Flew past year with: United Airlines	4,236	8.49%	3,930	10.41%	123
Flew past year with: West Jet	14,313	28.69%	12,839	34.01%	119
Flew past year with: Asian airlines (e.g. Korean Air)	2,071	4.15%	1,643	4.35%	105
Flew past year with: Other charter airlines (e.g. Sunwing)	1,050	2.11%	883	2.34%	111
Flew past year with: Other Canadian airlines	958	1.92%	854	2.26%	118
Flew past year with: Other American airlines	1,932	3.87%	1,487	3.94%	102
Flew past year with: Other European airlines	3,147	6.31%	3,531	9.35%	148
Flew past year with: Other airlines	3,508	7.03%	3,282	8.69%	124
Out-of-town vacations past 3 years					
Out-of-town vacations past 3 years: 0	8,093	16.22%	4,496	11.91%	73
Out-of-town vacations past 3 years: 1-2	12,591	25.24%	8,238	21.82%	86
Out-of-town vacations past 3 years: 2-4	14,713	29.49%	11,539	30.57%	104
Out-of-town vacations past 3 years: 5 or more	14,495	29.05%	13,476	35.70%	123
Traveled locally as a driver or passenger in a car / truck / van in the Past 4 Weeks					
Traveled locally past 4 weeks: None/don't drive	1,465	2.94%	784	2.08%	71
Traveled locally past 4 weeks: Less than 15 km	1,025	2.05%	615	1.63%	80
Traveled locally past 4 weeks: 15 to 24 km	1,507	3.02%	947	2.51%	83
Traveled locally past 4 weeks: 25 to 49 km	2,749	5.51%	1,835	4.86%	88
Traveled locally past 4 weeks: 50 to 74 km	4,028	8.07%	2,617	6.93%	86



Travelling Patterns - Travelling Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Traveled locally past 4 weeks: 75 to 149 km	7,746	15.53%	5,569	14.75%	95
Traveled locally past 4 weeks: 150 to 249 km	9,227	18.50%	7,392	19.58%	106
Traveled locally past 4 weeks: 250 to 500 km	10,880	21.81%	8,397	22.25%	102
Traveled locally past 4 weeks: More than 500 km	11,265	22.58%	9,592	25.41%	113
Traveled locally as a driver or passenger in a car / truck / van in the Past 7 Days					
Traveled locally past 7 days: None/don't drive	3,756	7.53%	2,333	6.18%	82
Traveled locally past 7 days: Less than 15 km	5,408	10.84%	3,855	10.21%	94
Traveled locally past 7 days: 15 to 24 km	5,729	11.48%	4,262	11.29%	98
Traveled locally past 7 days: 25 to 49 km	8,407	16.85%	6,441	17.06%	101
Traveled locally past 7 days: 50 to 74 km	6,835	13.70%	5,239	13.88%	101
Traveled locally past 7 days: 75 to 149 km	8,375	16.79%	6,541	17.33%	103
Traveled locally past 7 days: 150 to 249 km	5,883	11.79%	4,483	11.88%	101
Traveled locally past 7 days: 250 to 500 km	3,606	7.23%	2,886	7.65%	106
Traveled locally past 7 days: More than 500 km	1,893	3.80%	1,707	4.52%	119
Traveled with local bus/streetcar in an Average Week					
Traveled with local bus in an average week: # of trips:None	33,179	66.50%	25,196	66.75%	100
Traveled with local bus in an average week: # of trips:1-2	6,361	12.75%	5,534	14.66%	115
Traveled with local bus in an average week: # of trips:3-4	2,619	5.25%	1,813	4.80%	91
Traveled with local bus in an average week: # of trips:5	1,241	2.49%	914	2.42%	97
Traveled with local bus in an average week: # of trips:6-9	2,363	4.74%	1,549	4.10%	86
Traveled with local bus in an average week: # of trips:10	1,860	3.73%	1,133	3.00%	80
Traveled with local bus in an average week: # of trips:11-15	1,501	3.01%	1,082	2.87%	95
Traveled with local bus in an average week: # of trips:16 or more	768	1.54%	528	1.40%	91
Traveled with taxi Past Month					
Traveled with taxi past month - Yes	8,365	16.77%	6,874	18.21%	109
Number of people in the vehicle last travel as driver or passenger					
Number of people in the vehicle last travel: 1	15,559	31.19%	12,084	32.01%	103
Number of people in the vehicle last travel: 2	21,637	43.37%	17,152	45.44%	105
Number of people in the vehicle last travel: 3	7,065	14.16%	5,147	13.64%	96
Number of people in the vehicle last travel: 4	5,631	11.29%	3,365	8.91%	79



Travelling Patterns - Travelling Report

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. 2018

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.