

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>Overnight Trips Personally - Taken Past 12 Months</b>					
Vacation Trips	33,009	64.19%	29,106	73.76%	115
Other Personal Trips	12,001	23.34%	8,815	22.34%	96
<b>Overnight Trips Personally - Intend to Take Next 12 Months</b>					
Intend to - Vacation Trips	32,235	62.68%	28,761	72.88%	116
Intend to - Other Personal Trips	11,958	23.25%	8,921	22.61%	97
<b>Personal Travel Activities - Done in Past 12 Months</b>					
Done - Visit Friends/Relatives	32,717	63.62%	25,244	63.97%	101
Done - Go Shopping	9,194	17.88%	7,235	18.33%	103
Done - Sightseeing	23,541	45.78%	21,186	53.69%	117
Done - Attend Sporting Events	4,007	7.79%	3,472	8.80%	113
Done - Attend Cultural Events	7,974	15.51%	6,628	16.80%	108
Done - Take In Night Life	3,997	7.77%	3,253	8.24%	106
Done - Visit a Theme Park/Zoo	3,431	6.67%	3,360	8.51%	128
Done - Visit Any National/Provincial Park	7,625	14.83%	7,016	17.78%	120
Done - Visit Museum/Art Gallery	7,903	15.37%	7,533	19.09%	124
Done - Go To a Beach	11,788	22.92%	13,174	33.38%	146
Done - Sports Activities	2,256	4.39%	2,239	5.68%	129
Done - Hiking/Adventure Tours	5,356	10.42%	5,154	13.06%	125
Done - Skiing/Snowboarding	1,322	2.57%	1,119	2.84%	111
Done - Snowmobiling	178	0.35%	232	0.59%	169
Done - Golf	1,436	2.79%	1,709	4.33%	155
Done - Hunting/Fishing	1,626	3.16%	1,912	4.85%	153
Done - Other	7,178	13.96%	7,859	19.92%	143
<b>Personal Travel Activities - Intend to Do in Next 12 Months</b>					
Intend to - Visit Friends/Relatives	24,902	48.42%	22,072	55.93%	116
Intend to - Go Shopping	8,176	15.90%	6,127	15.53%	98
Intend to - Sightseeing	22,437	43.63%	18,906	47.91%	110
Intend to - Attend Sporting Events	5,439	10.58%	4,196	10.63%	100
Intend to - Attend Cultural Events	7,523	14.63%	6,034	15.29%	105
Intend to - Take In Night Life	4,244	8.25%	3,044	7.71%	93
Intend to - Visit a Theme Park/Zoo	3,785	7.36%	2,792	7.08%	96
Intend to - Visit Any National/Provincial Park	9,904	19.26%	7,388	18.72%	97
Intend to - Visit Museum/Art Gallery	8,043	15.64%	5,833	14.78%	95
Intend to - Go To a Beach	13,242	25.75%	12,054	30.55%	119
Intend to - Sports Activities	4,327	8.41%	3,848	9.75%	116
Intend to - Hiking/Adventure Tours	6,937	13.49%	5,685	14.41%	107
Intend to - Skiing/Snowboarding	2,006	3.90%	1,830	4.64%	119
Intend to - Snowmobiling	684	1.33%	391	0.99%	74
Intend to - Golf	2,655	5.16%	3,803	9.64%	187
Intend to - Hunting/Fishing	2,289	4.45%	1,719	4.36%	98
Intend to - Other	7,258	14.11%	6,171	15.64%	111
<b>Travelled by in Past 12 Months - Vacation Trips</b>					
Vacation Trips by - Air	25,050	48.71%	21,191	53.70%	110

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Vacation Trips by - Car	22,099	42.97%	21,743	55.10%	128
Vacation Trips by - Bus	5,395	10.49%	4,654	11.79%	112
Vacation Trips by - Motorcycle	661	1.29%	472	1.20%	93
Vacation Trips by - Train	5,140	10.00%	4,319	10.95%	110
Vacation Trips by - RV/Camper	2,439	4.74%	2,660	6.74%	142
<b>Travelled by in Past 12 Months - Other Personal Trips</b>					
Other Trips by - Air	5,055	9.83%	3,739	9.47%	96
Other Trips by - Car	9,250	17.99%	6,360	16.12%	90
Other Trips by - Bus	1,102	2.14%	903	2.29%	107
Other Trips by - Motorcycle	118	0.23%	120	0.31%	135
Other Trips by - Train	543	1.06%	357	0.91%	86
Other Trips by - RV/Camper	501	0.98%	393	1.00%	102
<b>Intend to Travel by Next Overnight Trip - Vacation Trips</b>					
Intend Vacation Trips by - Air	20,624	40.10%	17,394	44.08%	110
Intend Vacation Trips by - Car	17,906	34.82%	15,424	39.09%	112
Intend Vacation Trips by - Bus	2,701	5.25%	1,849	4.69%	89
Intend Vacation Trips by - Motorcycle	175	0.34%	91	0.23%	68
Intend Vacation Trips by - Train	4,295	8.35%	4,182	10.60%	127
Intend Vacation Trips by - RV/Camper	1,496	2.91%	1,332	3.38%	116
<b>Intend to Travel by Next Overnight Trip - Other Personal Trips</b>					
Intend Other Trips by - Air	3,394	6.60%	2,573	6.52%	99
Intend Other Trips by - Car	8,235	16.01%	6,652	16.86%	105
Intend Other Trips by - Bus	1,189	2.31%	631	1.60%	69
Intend Other Trips by - Motorcycle	263	0.51%	612	1.55%	304
Intend Other Trips by - Train	333	0.65%	295	0.75%	115
Intend Other Trips by - RV/Camper	427	0.83%	305	0.77%	93
<b>Children on Trip Past 12 Months</b>					
Children on Trip - Yes	7,388	14.37%	6,167	15.63%	109
<b>Accommodation Personal Trip - Last Trip</b>					
Last Trip - Hotel	3,879	7.54%	2,713	6.87%	91
Last Trip - Motel	1,722	3.35%	1,021	2.59%	77
Last Trip - B&B	483	0.94%	502	1.27%	135
Last Trip - Resort	594	1.16%	452	1.15%	99
Last Trip - Rented House or Apartment	393	0.77%	303	0.77%	100
Last Trip - Other	6,722	13.07%	4,690	11.89%	91
<b>Accommodation Personal Trip - Next Personal Trip</b>					
Next Trip - Hotel	5,618	10.93%	3,831	9.71%	89
Next Trip - Motel	1,736	3.38%	1,235	3.13%	93
Next Trip - B&B	808	1.57%	735	1.86%	118
Next Trip - Resort	1,291	2.51%	1,309	3.32%	132
Next Trip - Rented House or Apartment	1,284	2.50%	1,308	3.31%	132
Next Trip - Other	5,733	11.15%	4,041	10.24%	92
<b>Relied on for Travel Decisions</b>					
Travel Decisions - Recommendations of friends, colleagues or relatives	22,894	44.52%	18,296	46.36%	104

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Travel Decisions - Online reviews	16,281	31.66%	13,170	33.37%	105
Travel Decisions - Travel websites/apps	19,808	38.52%	15,621	39.59%	103
Travel Decisions - Personal experience	29,866	58.08%	25,004	63.36%	109
Travel Decisions - Travel agencies/tourism offices	7,467	14.52%	6,765	17.14%	118
Travel Decisions - Free catalogues, brochures	4,488	8.73%	3,998	10.13%	116
Travel Decisions - Guidebooks	9,362	18.21%	7,714	19.55%	107
Travel Decisions - Social media	4,474	8.70%	3,404	8.63%	99
Travel Decisions - Newspaper, Magazine, Radio, TV	3,156	6.14%	2,821	7.15%	116
Travel Decisions - Other	3,864	7.51%	4,008	10.16%	135
<b>Travel in Canada - Vacation - Taken Past 12 Months</b>					
Travel in Canada - Yes	20,110	39.10%	17,092	43.31%	111
<b>Travel in Canada - Vacation - # Trips Past 12 Months</b>					
# Trips in Canada - 1 (L)	4,436	8.63%	3,628	9.19%	106
# Trips in Canada - 2 (L)	6,654	12.94%	5,789	14.67%	113
# Trips in Canada - 3-5 (M)	8,227	16.00%	6,952	17.62%	110
# Trips in Canada - 6-10 (H)	302	0.59%	237	0.60%	102
# Trips in Canada - 11+ (H)	491	0.96%	486	1.23%	128
<b>Travel in Canada - Vacation - # Nights Away From Home Past 12 Months - Last Trip</b>					
In Canada Last Trip - 1-3 Nights	7,382	14.36%	6,558	16.62%	116
In Canada Last Trip - 4-7 Nights	8,282	16.11%	6,034	15.29%	95
In Canada Last Trip - 8-14 Nights	3,347	6.51%	3,242	8.22%	126
In Canada Last Trip - 15-21 Nights	407	0.79%	406	1.03%	130
In Canada Last Trip - More than 21 Nights	691	1.34%	852	2.16%	161
<b>Travel in Canada - Vacation - # Nights Away From Home Past 12 Months - Next Trip</b>					
In Canada Next Trip - 1-3 Nights	6,750	13.13%	5,496	13.93%	106
In Canada Next Trip - 4-7 Nights	8,116	15.78%	6,819	17.28%	110
In Canada Next Trip - 8-14 Nights	3,601	7.00%	2,720	6.89%	98
In Canada Next Trip - 15-21 Nights	2,618	5.09%	1,793	4.54%	89
In Canada Next Trip - More than 21 Nights	534	1.04%	499	1.26%	121
<b>Travel in Canada - Vacation - Destination - Visited Past 12 Months</b>					
In Canada Visited - Newfoundland	96	0.19%	47	0.12%	63
In Canada Visited - Prince Edward Island	343	0.67%	290	0.74%	110
In Canada Visited - Nova Scotia	1,822	3.54%	1,739	4.41%	125
In Canada Visited - New Brunswick	238	0.46%	243	0.62%	135
In Canada Visited - Quebec	3,263	6.35%	2,346	5.95%	94
In Canada Visited - Ontario	4,641	9.02%	4,211	10.67%	118
In Canada Visited - Manitoba	1,140	2.22%	893	2.26%	102
In Canada Visited - Saskatchewan	885	1.72%	881	2.23%	130
In Canada Visited - Alberta	5,170	10.05%	4,918	12.46%	124
In Canada Visited - British Columbia	16,442	31.97%	13,725	34.78%	109
In Canada Visited - Northwest Territories/Yukon/Nunavut	494	0.96%	215	0.54%	56
<b>Travel in Canada - Vacation - Destination - Intend to Visit Next 12 Months</b>					
In Canada Intend to Visit - Newfoundland	1,104	2.15%	872	2.21%	103
In Canada Intend to Visit - Prince Edward Island	1,552	3.02%	1,069	2.71%	90

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
In Canada Intend to Visit - Nova Scotia	1,667	3.24%	1,245	3.16%	98
In Canada Intend to Visit - New Brunswick	1,468	2.85%	1,388	3.52%	124
In Canada Intend to Visit - Quebec	2,544	4.95%	1,938	4.91%	99
In Canada Intend to Visit - Ontario	3,819	7.43%	3,141	7.96%	107
In Canada Intend to Visit - Manitoba	1,690	3.29%	1,268	3.21%	98
In Canada Intend to Visit - Saskatchewan	2,223	4.32%	1,822	4.62%	107
In Canada Intend to Visit - Alberta	3,444	6.70%	2,779	7.04%	105
In Canada Intend to Visit - British Columbia	14,265	27.74%	11,612	29.42%	106
In Canada Intend to Visit - Northwest Territories/Yukon/Nunavut	808	1.57%	1,253	3.18%	203
<b>Travel in Canada - Vacation - \$ Spent on Trip in Past 12 Months - Last Trip</b>					
In Canada Last Trip - Under \$500	8,337	16.21%	6,237	15.80%	97
In Canada Last Trip - \$500-\$999	4,993	9.71%	4,581	11.61%	120
In Canada Last Trip - \$1,000-\$1,999	5,400	10.50%	4,590	11.63%	111
In Canada Last Trip - \$2,000-\$2,999	832	1.62%	1,110	2.81%	173
In Canada Last Trip - \$3,000 or More	547	1.06%	574	1.46%	138
<b>Travel in Canada - Vacation - \$ Spent on Trip in Past 12 Months - Next Trip</b>					
In Canada Next Trip - Under \$500	5,799	11.28%	4,895	12.40%	110
In Canada Next Trip - \$500-\$999	4,273	8.31%	3,296	8.35%	100
In Canada Next Trip - \$1,000-\$1,999	6,176	12.01%	5,102	12.93%	108
In Canada Next Trip - \$2,000-\$2,999	2,366	4.60%	1,855	4.70%	102
In Canada Next Trip - \$3,000 or More	797	1.55%	761	1.93%	125
<b>Travel in Canada - Vacation - Accommodation - Last Trip</b>					
In Canada Last Trip - Hotel	7,575	14.73%	7,146	18.11%	123
In Canada Last Trip - Motel	2,413	4.69%	1,803	4.57%	97
In Canada Last Trip - Bed And Breakfast/B&B	1,058	2.06%	1,065	2.70%	131
In Canada Last Trip - Resort	1,628	3.17%	1,493	3.78%	119
In Canada Last Trip - Camping/Trailer Park	1,848	3.59%	1,668	4.23%	118
In Canada Last Trip - Weekend/Vacation Home (e.g. Cottage/Cabin/Chalet)	2,247	4.37%	2,136	5.41%	124
In Canada Last Trip - Rented House/Apartment	2,496	4.85%	2,073	5.25%	108
In Canada Last Trip - Other	6,326	12.30%	5,493	13.92%	113
<b>Travel in Canada - Vacation - Accommodation - Next Trip</b>					
In Canada Next Trip - Hotel	10,434	20.29%	8,339	21.13%	104
In Canada Next Trip - Motel	4,015	7.81%	2,308	5.85%	75
In Canada Next Trip - Bed And Breakfast/B&B	1,581	3.07%	952	2.41%	79
In Canada Next Trip - Resort	1,229	2.39%	815	2.07%	87
In Canada Next Trip - Camping/Trailer Park	1,775	3.45%	1,131	2.87%	83
In Canada Next Trip - Weekend/Vacation Home (e.g. Cottage/Cabin/Chalet)	2,602	5.06%	2,262	5.73%	113
In Canada Next Trip - Rented House/Apartment	1,642	3.19%	1,683	4.27%	134
In Canada Next Trip - Other	5,778	11.24%	4,354	11.03%	98
<b>Travel outside Canada - Vacation - Overnight Trips Taken Past 12 Months</b>					
Travel outside Canada - Yes	20,471	39.81%	19,508	49.43%	124
<b>Travel outside Canada - Vacation - # Trips Past 12 Months</b>					
# Trips outside Canada - 1 (L)	8,449	16.43%	6,854	17.37%	106

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
# Trips outside Canada - 2 (L)	5,130	9.98%	4,640	11.76%	118
# Trips outside Canada - 3-5 (M)	4,694	9.13%	6,024	15.27%	167
# Trips outside Canada - 6+ (H)	2,198	4.27%	1,991	5.04%	118
<b>Travel outside Canada - Vacation - Duration of Trips in Past 12 Months - Last Trip</b>					
Outside Canada Last Trip - Just a Few Days	3,942	7.67%	3,958	10.03%	131
Outside Canada Last Trip - About a Week	4,165	8.10%	4,096	10.38%	128
Outside Canada Last Trip - 2-3 Weeks	9,037	17.57%	8,823	22.36%	127
Outside Canada Last Trip - 1-2 Months	2,700	5.25%	2,197	5.57%	106
Outside Canada Last Trip - 3 Months or More	627	1.22%	434	1.10%	90
<b>Travel outside Canada - Vacation - Duration of Trips in Past 12 Months - Next Trip</b>					
Outside Canada Next Trip - Just a Few Days	1,843	3.58%	2,312	5.86%	164
Outside Canada Next Trip - About a Week	8,933	17.37%	8,901	22.56%	130
Outside Canada Next Trip - 2-3 Weeks	8,695	16.91%	7,583	19.22%	114
Outside Canada Next Trip - 1-2 Months	3,868	7.52%	3,083	7.81%	104
Outside Canada Next Trip - 3 Months or More	706	1.37%	463	1.17%	85
<b>Travel outside Canada - Vacation - Destinations Vacation Trips Visited Past 12 Months</b>					
U.S.A - Northeast United States	1,433	2.79%	1,445	3.66%	131
U.S.A - Florida	1,035	2.01%	811	2.05%	102
U.S.A - Southeast U.S. (Not Florida)	519	1.01%	464	1.18%	117
U.S.A - Other Southern States	456	0.89%	387	0.98%	110
U.S.A - Arizona	1,281	2.49%	1,348	3.42%	137
U.S.A - California	4,591	8.93%	4,825	12.23%	137
U.S.A - Nevada	3,118	6.06%	2,378	6.03%	100
U.S.A - Other Western States	6,040	11.75%	6,625	16.79%	143
U.S.A - Hawaii	1,988	3.87%	1,573	3.99%	103
U.S.A - Other	2,505	4.87%	2,419	6.13%	126
Other Foreign - Bermuda	56	0.11%	39	0.10%	91
Other Foreign - Bahamas	157	0.30%	262	0.66%	220
Other Foreign - Cuba	366	0.71%	580	1.47%	207
Other Foreign - Dominican Republic	199	0.39%	241	0.61%	156
Other Foreign - Other Caribbean	365	0.71%	386	0.98%	138
Other Foreign - Mexico	2,465	4.79%	2,328	5.90%	123
Other Foreign - Central America	485	0.94%	719	1.82%	194
Other Foreign - South America	903	1.76%	885	2.24%	127
Other Foreign - UK (Britain/Ireland)	1,671	3.25%	1,055	2.67%	82
Other Foreign - Europe	3,040	5.91%	3,341	8.47%	143
Other Foreign - Middle East	889	1.73%	710	1.80%	104
Other Foreign - Africa	666	1.30%	368	0.93%	72
Other Foreign - China/Hong Kong	1,779	3.46%	2,847	7.22%	209
Other Foreign - Japan	1,364	2.65%	1,433	3.63%	137
Other Foreign - Other East Asia	736	1.43%	674	1.71%	120
Other Foreign - India	169	0.33%	180	0.46%	139
Other Foreign - Other South Asia	502	0.98%	502	1.27%	130
Other Foreign - Somewhere else	1,145	2.23%	847	2.15%	96

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
	<b>Travel outside Canada - Vacation - Destinations Intend to Visit Next 12 Months</b>				
Intend to U.S.A - Northeast United States	1,138	2.21%	946	2.40%	109
Intend to U.S.A - Florida	789	1.53%	738	1.87%	122
Intend to U.S.A - Southeast U.S. (Not Florida)	247	0.48%	225	0.57%	119
Intend to U.S.A - Other Southern States	886	1.72%	713	1.81%	105
Intend to U.S.A - Arizona	3,656	7.11%	2,912	7.38%	104
Intend to U.S.A - California	6,353	12.35%	6,522	16.53%	134
Intend to U.S.A - Nevada	2,490	4.84%	2,299	5.83%	120
Intend to U.S.A - Other Western States	6,310	12.27%	5,849	14.82%	121
Intend to U.S.A - Hawaii	2,150	4.18%	2,286	5.79%	139
Intend to U.S.A - Other	1,785	3.47%	1,466	3.71%	107
Intend to Other Foreign - Bermuda	355	0.69%	742	1.88%	272
Intend to Other Foreign - Bahamas	441	0.86%	453	1.15%	134
Intend to Other Foreign - Cuba	384	0.75%	317	0.80%	107
Intend to Other Foreign - Dominican Republic	29	0.06%	45	0.11%	183
Intend to Other Foreign - Other Caribbean	497	0.97%	425	1.08%	111
Intend to Other Foreign - Mexico	4,815	9.36%	4,534	11.49%	123
Intend to Other Foreign - Central America	393	0.77%	323	0.82%	106
Intend to Other Foreign - South America	748	1.46%	905	2.29%	157
Intend to Other Foreign - UK (Britain/Ireland)	841	1.64%	761	1.93%	118
Intend to Other Foreign - Europe	6,925	13.47%	6,401	16.22%	120
Intend to Other Foreign - Middle East	663	1.29%	596	1.51%	117
Intend to Other Foreign - Africa	1,314	2.56%	888	2.25%	88
Intend to Other Foreign - China/Hong Kong	825	1.60%	571	1.45%	91
Intend to Other Foreign - Japan	201	0.39%	157	0.40%	103
Intend to Other Foreign - Other East Asia	239	0.47%	143	0.36%	77
Intend to Other Foreign - India	55	0.11%	237	0.60%	545
Intend to Other Foreign - Other South Asia	77	0.15%	111	0.28%	187
Intend to Other Foreign - South Asia	1,009	1.96%	654	1.66%	85
Intend to Other Foreign - Somewhere else	2,216	4.31%	1,826	4.63%	107
<b>Travel outside Canada - Vacation - Amount of Money - Spent Last Trip</b>					
Outside Canada Last Trip - Under \$500	2,233	4.34%	1,891	4.79%	110
Outside Canada Last Trip - \$500-\$999	1,436	2.79%	1,176	2.98%	107
Outside Canada Last Trip - \$1,000-\$1,999	3,260	6.34%	3,537	8.96%	141
Outside Canada Last Trip - \$2,000-\$2,999	3,595	6.99%	3,404	8.63%	123
Outside Canada Last Trip - \$3,000-\$4,999	3,549	6.90%	3,706	9.39%	136
Outside Canada Last Trip - \$5,000 or More	6,398	12.44%	5,794	14.68%	118
<b>Travel outside Canada - Vacation - Amount of Money - Intend to Spend on Next Trip</b>					
Outside Canada Next Trip - Under \$500	1,570	3.05%	1,102	2.79%	91
Outside Canada Next Trip - \$500-\$999	1,674	3.26%	1,218	3.09%	95
Outside Canada Next Trip - \$1,000-\$1,999	5,410	10.52%	5,045	12.78%	121
Outside Canada Next Trip - \$2,000-\$2,999	5,506	10.71%	4,690	11.88%	111
Outside Canada Next Trip - \$3,000-\$4,999	2,551	4.96%	2,558	6.48%	131
Outside Canada Next Trip - \$5,000 or More	7,012	13.63%	7,048	17.86%	131



Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
	<b>Travel outside Canada - Vacation - Accommodation - Last Trip</b>				
Outside Canada Last Trip - Hotel	12,236	23.79%	9,965	25.25%	106
Outside Canada Last Trip - Motel	2,657	5.17%	2,208	5.60%	108
Outside Canada Last Trip - B&B	2,344	4.56%	2,648	6.71%	147
Outside Canada Last Trip - Resort	2,334	4.54%	2,905	7.36%	162
Outside Canada Last Trip - Camping/Trailer Park	895	1.74%	534	1.35%	78
Outside Canada Last Trip - Weekend/Vacation Home (e.g. Cottage/Cabin/Chalet)	827	1.61%	848	2.15%	134
Outside Canada Last Trip - Rented House/Apartment	1,447	2.81%	1,298	3.29%	117
Outside Canada Last Trip - Other	4,636	9.02%	4,186	10.61%	118
<b>Travel outside Canada - Vacation - Accommodation - Next Trip</b>					
Outside Canada Next Trip - Hotel	11,257	21.89%	9,629	24.40%	111
Outside Canada Next Trip - Motel	2,166	4.21%	1,915	4.85%	115
Outside Canada Next Trip - B&B	3,588	6.98%	2,779	7.04%	101
Outside Canada Next Trip - Resort	2,835	5.51%	2,662	6.75%	123
Outside Canada Next Trip - Camping/Trailer Park	565	1.10%	304	0.77%	70
Outside Canada Next Trip - Weekend/Vacation Home (e.g. Cottage/Cabin/Chalet)	1,537	2.99%	1,696	4.30%	144
Outside Canada Next Trip - Rented House/Apartment	2,764	5.38%	2,653	6.72%	125
Outside Canada Next Trip - Other	5,830	11.34%	5,068	12.84%	113
<b>Packages Type Usually Take for Overnight Vacation</b>					
Package Type - Beach/Resort Package	14,852	28.88%	14,021	35.53%	123
Package Type - Casino/Gambling	3,924	7.63%	3,299	8.36%	110
Package Type - Cruise	11,363	22.10%	9,377	23.76%	108
Package Type - Golf	737	1.43%	1,269	3.22%	225
Package Type - Outdoor Adventure/Eco Tourism (e.g. hiking, cycling)	6,392	12.43%	5,088	12.89%	104
Package Type - City/Cultural tours	15,267	29.69%	12,344	31.28%	105
Package Type - Culinary/Food & Wine	5,593	10.88%	4,757	12.06%	111
Package Type - Romantic/Honeymoon	1,998	3.89%	1,492	3.78%	97
Package Type - Family/Friendly Vacation (e.g. Theme Parks)	9,871	19.19%	8,780	22.25%	116
Package Type - Ski	840	1.63%	830	2.10%	129
Package Type - Relaxation Tours (e.g. Spa)	3,581	6.96%	2,882	7.30%	105
Package Type - Other	8,673	16.86%	6,680	16.93%	100
<b>Services Used for Arranging Travel - Overnight Personal Vacation Trips - Travel Agent</b>					
Used Travel Agent - To Book a Package	1,410	2.74%	1,538	3.90%	142
Used Travel Agent - Car Rental	203	0.39%	202	0.51%	131
Used Travel Agent - Airline Tickets	1,002	1.95%	1,347	3.41%	175
Used Travel Agent - Cruise	354	0.69%	385	0.98%	142
Used Travel Agent - Hotel	136	0.27%	205	0.52%	193
Used Travel Agent - Train Tickets	86	0.17%	90	0.23%	135
Used Travel Agent - Other Services	156	0.30%	56	0.14%	47
<b>Services Used for Arranging Travel - Overnight Personal Vacation Trips - Internet Sites</b>					
Used Websites - To Book a Package	2,429	4.72%	1,969	4.99%	106

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Used Websites - Car Rental	833	1.62%	1,141	2.89%	178
Used Websites - Airline Tickets	12,275	23.87%	11,993	30.39%	127
Used Websites - Cruise	194	0.38%	256	0.65%	171
Used Websites - Hotel	11,228	21.83%	8,976	22.75%	104
Used Websites - Train Tickets	1,732	3.37%	1,150	2.92%	87
Used Websites - Other Services	2,281	4.44%	2,454	6.22%	140
<b>Website/Agency Used for Last Vacation Trip - Any</b>					
Website/Agency Any - Travel agent	3,451	6.71%	3,471	8.79%	131
Website/Agency Any - Specific airline website (e.g. Air Canada, WestJet)	9,071	17.64%	8,143	20.64%	117
Website/Agency Any - Specific hotel website (e.g. Hilton)	5,979	11.63%	6,161	15.61%	134
Website/Agency Any - Tour operator website (e.g. Air Canada Vacations)	1,465	2.85%	1,148	2.91%	102
Website/Agency Any - Accommodation sharing website (e.g. Airbnb, Homeway)	3,252	6.32%	3,240	8.21%	130
Website/Agency Any - General travel website (e.g. Expedia, Kayak, Travelocity)	9,391	18.26%	8,910	22.58%	124
Website/Agency Any - General accommodation website (Trivago, Hotels.com)	9,334	18.15%	6,487	16.44%	91
Website/Agency Any - General flight website (e.g. Flight Centre, Flight Hub)	5,671	11.03%	4,570	11.58%	105
<b>Website/Agency Used for Last Vacation Trip - To Plan</b>					
Website/Agency to Plan - Travel agent	2,415	4.70%	2,383	6.04%	129
Website/Agency to Plan - Specific airline website (e.g. Air Canada, WestJet)	7,485	14.56%	6,887	17.45%	120
Website/Agency to Plan - Specific hotel website (e.g. Hilton)	3,779	7.35%	3,101	7.86%	107
Website/Agency to Plan - Tour operator website (e.g. Air Canada Vacations)	873	1.70%	700	1.77%	104
Website/Agency to Plan - Accommodation sharing website (e.g. Airbnb, Homeway)	2,626	5.11%	2,097	5.31%	104
Website/Agency to Plan - General travel website (e.g. Expedia, Kayak, Travelocity)	8,869	17.25%	8,720	22.10%	128
Website/Agency to Plan - General accommodation website (Trivago, Hotels.com)	8,211	15.97%	6,265	15.88%	99
Website/Agency to Plan - General flight website (e.g. Flight Centre, Flight Hub)	4,818	9.37%	2,031	5.15%	55
<b>Website/Agency Used for Last Vacation Trip - To Book</b>					
Website/Agency to Book - Travel agent	2,893	5.63%	2,794	7.08%	126
Website/Agency to Book - Specific airline website (e.g. Air Canada, WestJet)	8,030	15.61%	7,940	20.12%	129
Website/Agency to Book - Specific hotel website (e.g. Hilton)	7,431	14.45%	6,810	17.26%	119
Website/Agency to Book - Tour operator website (e.g. Air Canada Vacations)	1,084	2.11%	930	2.36%	112



Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Website/Agency to Book - Accommodation sharing website (e.g. Airbnb, Homeway)	2,287	4.45%	2,346	5.95%	134
Website/Agency to Book - General travel website (e.g. Expedia, Kayak, Travelocity)	3,667	7.13%	3,710	9.40%	132
Website/Agency to Book - General accommodation website (Trivago, Hotels.com)	6,406	12.46%	5,100	12.92%	104
Website/Agency to Book - General flight website (e.g. Flight Centre, Flight Hub)	3,178	6.18%	2,605	6.60%	107
<b>Booked Service through Last Vacation Trip - Travel Agent</b>					
Travel Agent - To book a package	1,422	2.76%	1,538	3.90%	141
Travel Agent - Car rental	204	0.40%	202	0.51%	128
Travel Agent - Airline tickets	936	1.82%	1,265	3.21%	176
Travel Agent - Cruise	354	0.69%	385	0.98%	142
Travel Agent - Hotel	135	0.26%	205	0.52%	200
Travel Agent - Train tickets	86	0.17%	90	0.23%	135
Travel Agent - Attractions/Things to do	497	0.97%	311	0.79%	81
Travel Agent - Travel Insurance	77	0.15%	70	0.18%	120
Travel Agent - Other services	482	0.94%	294	0.75%	80
<b>Booked Service through Last Vacation Trip - Airline Website</b>					
Airline Website - To book a package	797	1.55%	530	1.34%	86
Airline Website - Car rental	153	0.30%	157	0.40%	133
Airline Website - Airline tickets	7,016	13.64%	7,277	18.44%	135
Airline Website - Cruise	250	0.49%	165	0.42%	86
Airline Website - Hotel	758	1.47%	977	2.48%	169
Airline Website - Train tickets	156	0.30%	227	0.57%	190
Airline Website - Attractions/Things to do	69	0.13%	77	0.20%	154
Airline Website - Travel Insurance	236	0.46%	280	0.71%	154
Airline Website - Other services	181	0.35%	266	0.67%	191
<b>Booked Service through Last Vacation Trip - Hotel Website</b>					
Hotel Website - To book a package	351	0.68%	361	0.92%	135
Hotel Website - Car rental	110	0.21%	163	0.41%	195
Hotel Website - Airline tickets	1,205	2.34%	1,161	2.94%	126
Hotel Website - Hotel	4,216	8.20%	3,515	8.91%	109
Hotel Website - Train tickets	1,481	2.88%	1,711	4.34%	151
Hotel Website - Attractions/Things to do	130	0.25%	147	0.37%	148
Hotel Website - Other services	141	0.28%	148	0.37%	132
<b>Booked Service through Last Vacation Trip - Tour Operator Website</b>					
Tour Operator Website - To book a package	853	1.66%	945	2.40%	145
Tour Operator Website - Airline tickets	499	0.97%	406	1.03%	106
Tour Operator Website - Cruise	47	0.09%	26	0.07%	78
Tour Operator Website - Hotel	250	0.49%	286	0.73%	149
Tour Operator Website - Attractions/Things to do	189	0.37%	147	0.37%	100
Tour Operator Website - Travel Insurance	7	0.01%	3	0.01%	100
<b>Booked Through Specific Service Last Vacation Trip - Accommodation Sharing Website</b>					
Accommodation Sharing Website - To book a package	245	0.48%	186	0.47%	98

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Accommodation Sharing Website - Car rental	195	0.38%	74	0.19%	50
Accommodation Sharing Website - Airline tickets	82	0.16%	23	0.06%	38
Accommodation Sharing Website - Hotel	881	1.71%	772	1.96%	115
Accommodation Sharing Website - Attractions/Things to do	54	0.11%	36	0.09%	82
Accommodation Sharing Website - Other services	733	1.43%	487	1.23%	86
<b>Booked Service through Last Vacation Trip - General Travel Website</b>					
General Travel Website - To book a package	683	1.33%	941	2.39%	180
General Travel Website - Car rental	255	0.50%	174	0.44%	88
General Travel Website - Airline tickets	1,534	2.98%	2,274	5.76%	193
General Travel Website - Cruise	629	1.22%	793	2.01%	165
General Travel Website - Hotel	1,616	3.14%	1,414	3.58%	114
General Travel Website - Train tickets	151	0.29%	115	0.29%	100
General Travel Website - Attractions/Things to do	320	0.62%	229	0.58%	94
General Travel Website - Travel Insurance	175	0.34%	128	0.33%	97
General Travel Website - Other services	333	0.65%	220	0.56%	86
<b>Booked Through Specific Service Last Vacation Trip - General Accommodation Website</b>					
General Accommodation Website - To book a package	0	0.00%	0	0.00%	
General Accommodation Website - Car rental	262	0.51%	402	1.02%	200
General Accommodation Website - Airline tickets	307	0.60%	286	0.72%	120
General Accommodation Website - Hotel	6,178	12.01%	5,031	12.75%	106
General Accommodation Website - Attractions/Things to do	764	1.49%	523	1.33%	89
General Accommodation Website - Travel Insurance	1	0.00%	1	0.00%	
General Accommodation Website - Other services	327	0.64%	133	0.34%	53
<b>Booked Through Specific Service Last Vacation Trip - General Flight Website</b>					
General Flight Website - Airline tickets	1,454	2.83%	1,411	3.58%	127
General Flight Website - Hotel	196	0.38%	225	0.57%	150
<b>Website/Agency Used for Last Business Trip - Any</b>					
Business Trip Any - Travel agent	1,105	2.15%	1,116	2.83%	132
Business Trip Any - Specific airline website (e.g. Air Canada, WestJet)	2,488	4.84%	1,618	4.10%	85
Business Trip Any - Specific hotel website (e.g. Hilton)	949	1.85%	804	2.04%	110
Business Trip Any - Tour operator website (e.g. Air Canada Vacations)	183	0.36%	126	0.32%	89
Business Trip Any - Accommodation sharing website (e.g. Airbnb, Homeway)	456	0.89%	308	0.78%	88
Business Trip Any - General travel website (e.g. Expedia, Kayak, Travelocity)	941	1.83%	1,071	2.72%	149
Business Trip Any - General accommodation website (Trivago, Hotels.com)	395	0.77%	379	0.96%	125
Business Trip Any - General flight website (e.g. Flight Centre, Flight Hub)	1,298	2.52%	816	2.07%	82
<b>Website/Agency Used for Last Business Trip - To Plan</b>					
Business Trip to Plan - Travel agent	880	1.71%	947	2.40%	140

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Business Trip to Plan - Specific airline website (e.g. Air Canada, WestJet)	2,198	4.27%	1,203	3.05%	71
Business Trip to Plan - Specific hotel website (e.g. Hilton)	721	1.40%	816	2.07%	148
Business Trip to Plan - Tour operator website (e.g. Air Canada Vacations)	187	0.36%	104	0.26%	72
Business Trip to Plan - Accommodation sharing website (e.g. Airbnb, Homeway)	780	1.52%	564	1.43%	94
Business Trip to Plan - General travel website (e.g. Expedia, Kayak, Travelocity)	762	1.48%	872	2.21%	149
Business Trip to Plan - General accommodation website (Trivago, Hotels.com)	707	1.37%	749	1.90%	139
Business Trip to Plan - General flight website (e.g. Flight Centre, Flight Hub)	795	1.55%	403	1.02%	66
<b>Website/Agency Used for Last Business Trip - To Book</b>					
Business Trip to Book - Travel agent	741	1.44%	648	1.64%	114
Business Trip to Book - Specific airline website (e.g. Air Canada, WestJet)	1,013	1.97%	630	1.60%	81
Business Trip to Book - Specific hotel website (e.g. Hilton)	811	1.58%	717	1.82%	115
Business Trip to Book - Accommodation sharing website (e.g. Airbnb, Homeway)	578	1.13%	211	0.54%	48
Business Trip to Book - General travel website (e.g. Expedia, Kayak, Travelocity)	845	1.64%	917	2.32%	141
Business Trip to Book - General accommodation website (Trivago, Hotels.com)	199	0.39%	159	0.40%	103
<b>Booked Through Specific Service Last Business Trip - Travel Agent</b>					
Last Business Trip - Travel Agent - Airline tickets	659	1.28%	670	1.70%	133
Last Business Trip - Travel Agent - Hotel	483	0.94%	941	2.39%	254
<b>Booked Through Specific Service Last Business Trip - Specific Airline Website</b>					
Last Business Trip - Specific Airline Website - Airline tickets	834	1.62%	509	1.29%	80
Last Business Trip - Specific Airline Website - Hotel	162	0.31%	75	0.19%	61
<b>Booked Through Specific Service Last Business Trip - Specific Hotel Website</b>					
Last Business Trip - Specific Hotel Website - Hotel	657	1.28%	563	1.43%	112
<b>Business Travel - Taken in Past 12 Months</b>					
Business Travel - Yes	4,477	8.71%	3,291	8.34%	96
<b>Business Travel - Intend to Take Next 12 Months</b>					
Business Travel Intend to - Yes	4,512	8.77%	3,831	9.71%	111
<b>Business Travel - # Business Trips In Past 12 Months</b>					
# Business Trips - 1 (L)	1,786	3.47%	1,113	2.82%	81
# Business Trips - 2 (L)	565	1.10%	454	1.15%	105
# Business Trips - 3 - 9 (M)	1,836	3.57%	1,470	3.72%	104
# Business Trips - 10+ (H)	289	0.56%	254	0.65%	116
<b>Business Travel - Destination - Visited Past 12 Months</b>					
Business Travel Visited - Toronto	393	0.76%	321	0.81%	107
Business Travel Visited - Ottawa	864	1.68%	556	1.41%	84

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Business Travel Visited - Montreal	556	1.08%	316	0.80%	74
Business Travel Visited - Vancouver	870	1.69%	455	1.15%	68
Business Travel Visited - Quebec City	349	0.68%	161	0.41%	60
Business Travel Visited - Halifax	133	0.26%	117	0.30%	115
Business Travel Visited - Elsewhere in Canada	1,606	3.12%	1,003	2.54%	81
Business Travel Visited - New York	139	0.27%	84	0.21%	78
Business Travel Visited - Chicago	20	0.04%	19	0.05%	125
Business Travel Visited - Las Vegas	17	0.03%	12	0.03%	100
Business Travel Visited - Elsewhere in U.S.A.	821	1.60%	816	2.07%	129
Business Travel Visited - United Kingdom	33	0.06%	40	0.10%	167
Business Travel Visited - Elsewhere in Europe	109	0.21%	182	0.46%	219
Business Travel Visited - Mexico/Central/South America	120	0.23%	122	0.31%	135
Business Travel Visited - Other	503	0.98%	464	1.18%	120
<b>Business Travel - Destination - Intend to Visit Next 12 Months</b>					
Business Travel Intend to Visit - Toronto	1,166	2.27%	999	2.53%	111
Business Travel Intend to Visit - Ottawa	487	0.95%	387	0.98%	103
Business Travel Intend to Visit - Montreal	217	0.42%	240	0.61%	145
Business Travel Intend to Visit - Vancouver	426	0.83%	259	0.66%	80
Business Travel Intend to Visit - Quebec City	342	0.67%	386	0.98%	146
Business Travel Intend to Visit - Halifax	437	0.85%	312	0.79%	93
Business Travel Intend to Visit - Elsewhere in Canada	1,345	2.62%	1,519	3.85%	147
Business Travel Intend to Visit - New York	167	0.33%	109	0.28%	85
Business Travel Intend to Visit - Las Vegas	732	1.42%	709	1.80%	127
Business Travel Intend to Visit - Elsewhere in U.S.A.	631	1.23%	693	1.76%	143
Business Travel Intend to Visit - United Kingdom	228	0.44%	176	0.45%	102
Business Travel Intend to Visit - Elsewhere in Europe	37	0.07%	27	0.07%	100
Business Travel Intend to Visit - Mexico/Central/South America	151	0.29%	296	0.75%	259
Business Travel Intend to Visit - East Asia	222	0.43%	234	0.59%	137
Business Travel Intend to Visit - Other	473	0.92%	434	1.10%	120
<b>Business Travel - Travelled by Past 12 Months</b>					
Business Travel by - Air	3,596	6.99%	3,106	7.87%	113
Business Travel by - Car	1,653	3.22%	1,500	3.80%	118
Business Travel by - Bus	438	0.85%	491	1.24%	146
Business Travel by - Train	477	0.93%	502	1.27%	137
<b>Business Travel - Intend to Travel by Next Overnight Trip</b>					
Business Travel Intend by - Air	2,744	5.34%	2,114	5.36%	100
Business Travel Intend by - Car	1,895	3.69%	2,017	5.11%	138
Business Travel Intend by - Bus	162	0.31%	96	0.24%	77
Business Travel Intend by - Train	133	0.26%	81	0.21%	81
<b>Business Travel - Length of Stay Last Trip</b>					
Business Travel - 1-2 Nights	1,556	3.03%	1,180	2.99%	99
Business Travel - 3-7 Nights	2,005	3.90%	1,728	4.38%	112
Business Travel - 8-14 Nights	41	0.08%	27	0.07%	88
Business Travel - 15 Nights or Longer	874	1.70%	356	0.90%	53

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Business Travel - Accommodation - Last Trip</b>					
Business Travel Last Trip - Hotel	2,298	4.47%	2,187	5.54%	124
Business Travel Last Trip - Motel	366	0.71%	401	1.02%	144
Business Travel Last Trip - Resort	185	0.36%	21	0.05%	14
Business Travel Last Trip - Rented House or Apartment	327	0.64%	224	0.57%	89
Business Travel Last Trip - Other	1,363	2.65%	673	1.71%	65
<b>Business Travel - Accommodation - Next Trip</b>					
Business Travel Next Trip - Hotel	2,477	4.82%	2,273	5.76%	120
Business Travel Next Trip - Motel	1,482	2.88%	2,124	5.38%	187
Business Travel Next Trip - Rented House or Apartment	136	0.26%	101	0.26%	100
Business Travel Next Trip - Other	460	0.89%	391	0.99%	111
<b>Taxis - Personally Taken Past Month</b>					
Taxis - Yes	12,630	24.56%	8,343	21.14%	86
<b>Taxis - # Times Taken Past Month</b>					
Taxis - 1-4 Times (L)	3,563	6.93%	2,469	6.26%	90
Taxis - 5-9 Times (M)	380	0.74%	380	0.96%	130
Taxis - 10-19 Times (H)	258	0.50%	278	0.70%	140
<b>Taxis - Reason for Taking</b>					
Taxis - Work/Business	1,326	2.58%	662	1.68%	65
Taxis - Going Out/Leisure	5,687	11.06%	3,751	9.51%	86
Taxis - To go to Airport	3,791	7.37%	3,823	9.69%	131
Taxis - Other	2,452	4.77%	1,566	3.97%	83
<b>Airlines - Flown in Past 12 Months</b>					
Flown- Yes	24,495	47.63%	21,773	55.17%	116
<b>Airlines - # Round Trips Flown In Past 12 Months</b>					
# Round Trips - 1 (L)	9,250	17.99%	7,632	19.34%	108
# Round Trips - 2 (L)	6,352	12.35%	5,399	13.68%	111
# Round Trips - 3-4 (M)	6,294	12.24%	6,403	16.23%	133
# Round Trips - 5 or More (H)	2,599	5.05%	2,339	5.93%	117
<b>Airlines - Class Fly - Any</b>					
Class Fly Any - First	1,300	2.53%	1,027	2.60%	103
Class Fly Any - Business/Executive	4,132	8.04%	3,801	9.63%	120
Class Fly Any - Economy	26,200	50.95%	21,560	54.64%	107
Class Fly Any - Premium Economy	7,256	14.11%	6,818	17.28%	122
<b>Airlines - Class Fly - Most Often</b>					
Class Fly Most Often - First	542	1.06%	522	1.32%	125
Class Fly Most Often - Business/Executive	929	1.81%	681	1.73%	96
Class Fly Most Often - Economy	25,041	48.69%	20,472	51.88%	107
Class Fly Most Often - Premium Economy	2,240	4.36%	2,477	6.28%	144
<b>Airlines - Class Fly - Sometimes</b>					
Class Fly Sometimes - First	758	1.47%	505	1.28%	87
Class Fly Sometimes - Business/Executive	3,203	6.23%	3,120	7.91%	127
Class Fly Sometimes - Economy	1,159	2.25%	1,089	2.76%	123
Class Fly Sometimes - Premium Economy	5,016	9.75%	4,340	11.00%	113

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Airlines - Type of Fare Fly - Any</b>					
Airlines Any - Full Fare	19,788	38.48%	17,654	44.74%	116
Airlines Any - Charter	2,584	5.02%	3,232	8.19%	163
Airlines Any - Standby	2,348	4.57%	1,970	4.99%	109
Airlines Any - Discount	11,316	22.00%	9,664	24.49%	111
<b>Airlines - Type of Fare Fly - Most often</b>					
Airlines Most Often - Full Fare	17,888	34.79%	13,999	35.48%	102
Airlines Most Often - Charter	684	1.33%	728	1.84%	138
Airlines Most Often - Standby	532	1.04%	670	1.70%	163
Airlines Most Often - Discount	7,371	14.33%	7,024	17.80%	124
<b>Airlines - Type of Fare Fly - Sometimes</b>					
Airlines Sometimes - Full Fare	1,900	3.69%	3,655	9.26%	251
Airlines Sometimes - Charter	1,900	3.69%	2,504	6.35%	172
Airlines Sometimes - Standby	1,816	3.53%	1,299	3.29%	93
Airlines Sometimes - Discount	3,945	7.67%	2,639	6.69%	87
<b>Airlines - Make in - Flight Purchase Past 12 Months</b>					
Flight Purchase - Yes	8,765	17.04%	8,596	21.78%	128
<b>Airlines - Purpose of Last Trip by Airplane</b>					
Flown Purpose - Business	3,375	6.56%	2,977	7.54%	115
Flown Purpose - Pleasure/Family/Vacation	30,676	59.65%	23,774	60.25%	101
<b>Cruise Ships - Personally Taken in Past 3 Years</b>					
Cruise Ships - Yes	12,677	24.65%	11,108	28.15%	114
<b>Cruise Ships - # Weeks Personally Taken</b>					
Cruise Ships - Less Than 1 Week (L)	272	0.53%	195	0.49%	92
Cruise Ships - 1 Week (M)	3,090	6.01%	2,245	5.69%	95
Cruise Ships - 2 Weeks (H)	3,510	6.83%	2,587	6.56%	96
Cruise Ships - More than 2 Weeks (H)	5,805	11.29%	6,082	15.41%	136
<b>Hotels and Motels - Personally Stayed at in Past 12 Months</b>					
Hotels and Motels - Yes	32,363	62.93%	28,091	71.18%	113
<b>Hotels and Motels - # Nights Personally Stayed</b>					
Hotels and Motels # Nights - 1 (L)	2,527	4.91%	2,183	5.53%	113
Hotels and Motels # Nights - 2 (L)	3,071	5.97%	2,166	5.49%	92
Hotels and Motels # Nights - 3-5 (M)	8,269	16.08%	8,159	20.68%	129
Hotels and Motels # Nights - 6-10 (M)	7,080	13.77%	6,195	15.70%	114
Hotels and Motels # Nights - 11-15 (H)	4,260	8.28%	3,483	8.83%	107
Hotels and Motels # Nights - 16-25 (H)	2,598	5.05%	2,744	6.95%	138
Hotels and Motels # Nights - 26+ (H)	4,558	8.86%	3,160	8.01%	90
<b>Hotels and Motels - Type Personally Stayed in</b>					
Hotels and Motels - Economy	25,801	50.17%	19,024	48.21%	96
Hotels and Motels - Luxury	7,503	14.59%	6,745	17.09%	117
Hotels and Motels - Other	7,136	13.88%	5,755	14.58%	105
<b>Car, Truck or SUV Rental - Rented in Past 12 Months for - Personal</b>					
Car Rental Personal - Yes	10,513	20.44%	9,323	23.62%	116
<b>Car, Truck or SUV Rental - Rented in Past 12 Months For - Business</b>					
Car Rental Business - Yes	1,824	3.55%	1,479	3.75%	106



Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
	<b>Car, Truck or SUV Rental - # Times Rented/Personal</b>				
Car Rental Personal - 1 (L)	7,248	14.09%	6,410	16.24%	115
Car Rental Personal - 2 (M)	2,062	4.01%	1,902	4.82%	120
Car Rental Personal - 3 (H)	268	0.52%	229	0.58%	112
Car Rental Personal - 4 (H)	174	0.34%	217	0.55%	162
Car Rental Personal - 5+(H)	761	1.48%	565	1.43%	97
<b>Car, Truck or SUV Rental - # Times Rented/Business</b>					
Car Rental Business - 1 (L)	717	1.39%	662	1.68%	121
Car Rental Business - 2 (M)	276	0.54%	171	0.43%	80
Car Rental Business - 3 (M)	223	0.43%	263	0.67%	156
Car Rental Business - 4 (H)	143	0.28%	99	0.25%	89
Car Rental Business - 5+(H)	466	0.91%	285	0.72%	79
<b>Events - Personally Attended/Visited Past 12 Months - Ontario</b>					
Events Ontario - Caribana	406	0.79%	468	1.19%	151
Events Ontario - CNE	1,178	2.29%	789	2.00%	87
Events Ontario - Gay Pride	696	1.35%	555	1.41%	104
Events Ontario - Honda Indy, Toronto	291	0.57%	148	0.38%	67
Events Ontario - Shaw Festival	212	0.41%	208	0.53%	129
Events Ontario - Stratford Festival	170	0.33%	150	0.38%	115
Events Ontario - Toronto International Film Festival (TIFF)	97	0.19%	100	0.25%	132
Events Ontario - Winterlude, Ottawa	735	1.43%	581	1.47%	103
<b>Events - Personally Attended/Visited Past 12 Months - Quebec</b>					
Events Quebec - Carnaval d'Hiver de Quebec	289	0.56%	372	0.94%	168
Events Quebec - Expo-Quebec	0	0.00%	0	0.00%	
Events Quebec - Festival d'Ete de Quebec	55	0.11%	26	0.07%	64
Events Quebec - Festival de Montgolfieres, St-Jean-sur-Rich	0	0.00%	0	0.00%	
Events Quebec - Festival Juste Pour Rire/Just For Laughs	0	0.00%	0	0.00%	
Events Quebec - Grand Prix de Montreal	51	0.10%	163	0.41%	410
Events Quebec - Les Francofolies de Montreal	15	0.03%	5	0.01%	33
Events Quebec - Les Grands Feux Loto-Quebec, Quebec City	12	0.02%	6	0.02%	100
Events Quebec - Loto-Quebec International Fireworks Competition, Montreal	113	0.22%	330	0.84%	382
Events Quebec - Osheaga Music and Arts Festival	192	0.37%	52	0.13%	35
<b>Events - Personally Attended/Visited Past 12 Months - Western Canada</b>					
Events Western Canada - Calgary Stampede & Exhibition	433	0.84%	561	1.42%	169
Events Western Canada - Cdn. International Dragon Boats Fest., Vancouver	1,081	2.10%	415	1.05%	50
Events Western Canada - Capital Ex, Edmonton	0	0.00%	0	0.00%	
Events Western Canada - Pacific National Exhibition (PNE)	6,044	11.75%	3,450	8.74%	74
<b>Attractions - Visited Past 12 Months - Ontario</b>					
Attractions Ontario - African Lion Safari	558	1.09%	421	1.07%	98
Attractions Ontario - Art Gallery Of Ontario	2,401	4.67%	2,463	6.24%	134
Attractions Ontario - Canada's Wonderland	0	0.00%	0	0.00%	
Attractions Ontario - CN Tower	416	0.81%	359	0.91%	112

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Attractions Ontario - Marineland	267	0.52%	110	0.28%	54
Attractions Ontario - McMichael Gallery	606	1.18%	881	2.23%	189
Attractions Ontario - Medieval Times	201	0.39%	267	0.68%	174
Attractions Ontario - Metro Toronto Zoo	0	0.00%	0	0.00%	
Attractions Ontario - National Arts Centre	66	0.13%	33	0.08%	62
Attractions Ontario - Niagara Falls	401	0.78%	369	0.94%	121
Attractions Ontario - Ontario Science Centre	177	0.35%	92	0.23%	66
Attractions Ontario - Ripley's Aquarium	105	0.20%	70	0.18%	90
Attractions Ontario - Royal Ontario Museum	50	0.10%	34	0.09%	90
Attractions Ontario - TIFF Bell Lightbox	0	0.00%	0	0.00%	
Attractions Ontario - Yonge-Dundas Square	842	1.64%	525	1.33%	81
<b>Attractions - Visited Past 12 Months - Quebec</b>					
Attractions Quebec - Biodome, Montreal	273	0.53%	365	0.92%	174
Attractions Quebec - Botanical Gardens, Montreal	32	0.06%	48	0.12%	200
Attractions Quebec - Canadian Museum Of History, Gatineau	202	0.39%	197	0.50%	128
Attractions Quebec - Insectarium, Montreal	20	0.04%	26	0.07%	175
Attractions Quebec - La Ronde, Montreal	0	0.00%	0	0.00%	
Attractions Quebec - Mont Tremblant	0	0.00%	0	0.00%	
Attractions Quebec - Musee de la Civilisation, Quebec	168	0.33%	102	0.26%	79
Attractions Quebec - Museum Of Fine Arts, Montreal	221	0.43%	101	0.26%	60
Attractions Quebec - Old Port, Montreal	226	0.44%	164	0.42%	95
Attractions Quebec - Old Quebec City	708	1.38%	537	1.36%	99
Attractions Quebec - Villages des Sports Park, Valcartier	29	0.06%	58	0.15%	250
<b>Attractions - Visited Past 12 Months - Western Canada</b>					
Attractions Western Canada - Butchart Gardens, Victoria	3,521	6.85%	2,348	5.95%	87
Attractions Western Canada - Canada Olympic Park	1,537	2.99%	2,189	5.55%	186
Attractions Western Canada - Museum Of Man & Nature, Winnipeg	50	0.10%	48	0.12%	120
Attractions Western Canada - North Shore Mountains (Grouse, Seymour, Cypress)	5,319	10.34%	5,492	13.92%	135
Attractions Western Canada - Stanley Park	18,966	36.88%	13,008	32.96%	89
Attractions Western Canada - Vancouver Aquarium	4,190	8.15%	2,152	5.45%	67
Attractions Western Canada - West Edmonton Mall	1,066	2.07%	839	2.13%	103
Attractions Western Canada - Whistler	6,553	12.74%	6,427	16.29%	128
<b>Attractions - Visited Past 12 Months - USA</b>					
Attractions USA - Disneyland	1,328	2.58%	753	1.91%	74
Attractions USA - Walt Disney World	759	1.48%	415	1.05%	71
<b>Sports/Entertainment Venues - Visited Past 12 Months - Ontario</b>					
Sports/Entertainment Ontario - Air Canada Centre/Scotiabank Arena, Toronto	728	1.42%	569	1.44%	101
Sports/Entertainment Ontario - Canadian Tire Centre, Ottawa	78	0.15%	57	0.14%	93
Sports/Entertainment Ontario - Rogers Centre (Skydome), Toronto	106	0.21%	364	0.92%	438
<b>Sports/Entertainment Venues - Visited Past 12 Months - Quebec</b>					
Sports/Entertainment Quebec - Bell Centre, Montreal	329	0.64%	240	0.61%	95

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Sports/Entertainment Quebec - Olympic Stadium, Montreal	0	0.00%	0	0.00%	
Sports/Entertainment Quebec - Place Des Arts, Montreal	141	0.27%	93	0.24%	89
Sports/Entertainment Quebec - Videotron Center, Quebec	0	0.00%	0	0.00%	
<b>Sports/Entertainment Venues - Visited Past 12 Months - Western Canada</b>					
Sports/Entertainment Western Canada - BC Place, Vancouver	8,652	16.82%	6,389	16.19%	96
Sports/Entertainment Western Canada - Rogers Place, Edmonton	0	0.00%	0	0.00%	
Sports/Entertainment Western Canada - Rogers Arena, Vancouver	7,526	14.63%	7,461	18.91%	129
Sports/Entertainment Western Canada - Scotiabank Saddledome, Calgary	0	0.00%	0	0.00%	
<b>Sports/Entertainment Venues - Visited Past 12 Months - Eastern Canada</b>					
Sports/Entertainment Eastern Canada - Metro Centre, Halifax	1,247	2.43%	1,059	2.68%	110

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.

This report is based on consumer demographic and behaviour 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.