

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Population of Age 18 and Up</b>	48,447		35,998		
<b>Overnight Trips Personally Taken Past Year</b>					
Vacation Trips	25,327	52.28%	20,374	56.60%	108
Other Personal Trips	11,092	22.90%	8,102	22.51%	98
<b>Overnight Trips Personally Intend to Take Next Year</b>					
Vacation Trips	20,038	41.36%	17,548	48.75%	118
Other Personal Trips	11,270	23.26%	8,306	23.08%	99
<b>Travel Activities Personally Done Past Year</b>					
Visit Friends/Relatives	22,487	46.42%	17,338	48.16%	104
Go Shopping	8,203	16.93%	6,746	18.74%	111
Sightseeing	14,800	30.55%	11,171	31.03%	102
Attend Sporting Events	3,907	8.07%	2,870	7.97%	99
Attend Cultural Events	4,976	10.27%	3,341	9.28%	90
Take in Night Life	2,886	5.96%	2,378	6.61%	111
Visit a Theme Park/Zoo	4,379	9.04%	3,379	9.39%	104
Visit Any National/Provincial Park	7,208	14.88%	4,665	12.96%	87
Visit Museum/Art Gallery	5,792	11.96%	4,596	12.77%	107
Go to a Beach	7,951	16.41%	6,905	19.18%	117
Sports Activities	4,514	9.32%	3,806	10.57%	113
Hiking/Adventure Tours	4,668	9.64%	3,007	8.35%	87
Skiing/Snowboarding	2,014	4.16%	1,569	4.36%	105
Snowmobiling	272	0.56%	70	0.19%	34
Golf	1,869	3.86%	2,405	6.68%	173
Hunting/Fishing	1,660	3.43%	1,992	5.54%	162
Other	6,326	13.06%	4,908	13.63%	104
<b>Travel Activities Personally Intend to Do Next Year</b>					
Visit Friends/Relatives	18,362	37.90%	14,599	40.56%	107
Go Shopping	6,488	13.39%	5,861	16.28%	122
Sightseeing	15,004	30.97%	12,936	35.94%	116
Attend Sporting Events	3,584	7.40%	2,644	7.35%	99
Attend Cultural Events	5,303	10.95%	3,749	10.42%	95
Take in Night Life	4,034	8.33%	2,868	7.97%	96
Visit a Theme Park/Zoo	4,884	10.08%	3,481	9.67%	96
Visit Any National/Provincial Park	8,305	17.14%	6,128	17.02%	99
Visit Museum/Art Gallery	6,633	13.69%	4,837	13.44%	98
Go to a Beach	12,213	25.21%	10,165	28.24%	112
Sports Activities	5,612	11.58%	6,241	17.34%	150
Hiking/Adventure Tours	5,801	11.97%	5,051	14.03%	117
Skiing/Snowboarding	2,682	5.54%	2,869	7.97%	144
Snowmobiling	953	1.97%	1,123	3.12%	158
Golf	2,826	5.83%	3,781	10.50%	180
Hunting/Fishing	3,014	6.22%	3,013	8.37%	135
Other	6,412	13.24%	4,640	12.89%	97
<b>Travelled by Past Year - Vacation Trips</b>					
Air	18,154	37.47%	16,216	45.05%	120

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Car	19,685	40.63%	16,858	46.83%	115
Bus	6,959	14.36%	4,552	12.65%	88
Motorcycle	65	0.14%	79	0.22%	157
Train	5,120	10.57%	3,912	10.87%	103
RV/Camper	1,217	2.51%	936	2.60%	104
<b>Travelled by Past Year - Other Personal Trips</b>					
Air	4,167	8.60%	2,359	6.55%	76
Car	8,399	17.34%	7,241	20.12%	116
Bus	3,888	8.03%	2,816	7.82%	97
Motorcycle	310	0.64%	322	0.89%	139
Train	1,410	2.91%	1,387	3.85%	132
RV/Camper	307	0.63%	582	1.62%	257
<b>Intend to Travel by Next Overnight Trip - Vacation Trips</b>					
Air	10,701	22.09%	9,752	27.09%	123
Car	16,418	33.89%	13,752	38.20%	113
Bus	2,631	5.43%	1,810	5.03%	93
Motorcycle	358	0.74%	463	1.29%	174
Train	2,145	4.43%	1,798	4.99%	113
RV/Camper	1,347	2.78%	1,147	3.19%	115
<b>Intend to Travel by Next Overnight Trip - Other Personal Trips</b>					
Air	3,518	7.26%	2,441	6.78%	93
Car	7,270	15.01%	5,710	15.86%	106
Bus	2,268	4.68%	901	2.50%	53
Motorcycle	2	0.01%	0	0.00%	0
Train	485	1.00%	286	0.79%	79
RV/Camper	537	1.11%	278	0.77%	69
<b>Children on Trips Past Year</b>	8,398	17.33%	6,585	18.29%	106
<b>Accommodation Personal Trip - Last Trip</b>					
Hotel	3,927	8.11%	2,088	5.80%	72
Motel	1,905	3.93%	959	2.66%	68
B&B	460	0.95%	233	0.65%	68
Resort	180	0.37%	126	0.35%	95
Rented House or Apartment	904	1.87%	669	1.86%	99
Other	6,175	12.75%	4,957	13.77%	108
<b>Accommodation Personal Trip - Next Trip</b>					
Hotel	2,817	5.82%	2,188	6.08%	104
Motel	1,122	2.32%	1,113	3.09%	133
B&B	1,030	2.13%	567	1.58%	74
Resort	886	1.83%	753	2.09%	114
Rented House or Apartment	1,707	3.52%	719	2.00%	57
Other	7,043	14.54%	4,337	12.05%	83
<b>Travel in Canada - Vacation-Taken Past Year</b>	18,111	37.38%	13,803	38.35%	103
<b>Travel in Canada - Vacation - # Trips Past Year</b>					
1 (L)	5,519	11.39%	3,998	11.11%	98

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
2 (L)	3,322	6.86%	2,748	7.64%	111
3-5 (M)	7,302	15.07%	4,814	13.37%	89
6-10 (H)	1,521	3.14%	1,914	5.32%	169
11+ (H)	448	0.92%	329	0.91%	99
<b>Travel in Canada - Vacation - # Nights Away from Home Past Year - Last Trip</b>					
1-3 Nights	9,089	18.76%	6,353	17.65%	94
4-7 Nights	5,472	11.30%	3,887	10.80%	96
8-14 Nights	2,568	5.30%	2,799	7.78%	147
15-21 Nights	113	0.23%	84	0.23%	100
More than 21 nights	869	1.79%	681	1.89%	106
<b>Travel in Canada - Vacation - # Nights Away from Home Past Year - Next Trip</b>					
1-3 Nights	4,443	9.17%	4,435	12.32%	134
4-7 Nights	5,095	10.52%	4,019	11.16%	106
8-14 Nights	3,143	6.49%	3,212	8.92%	137
15-21 Nights	873	1.80%	554	1.54%	86
More than 21 nights	837	1.73%	600	1.67%	97
<b>Travel in Canada - Vacation - Destination Visited Past Year</b>					
Newfoundland	51	0.11%	85	0.24%	218
Prince Edward Island	20	0.04%	19	0.05%	125
Nova Scotia	357	0.74%	492	1.37%	185
New Brunswick	139	0.29%	154	0.43%	148
Quebec	647	1.34%	622	1.73%	129
Ontario	2,925	6.04%	2,214	6.15%	102
Manitoba	367	0.76%	293	0.81%	107
Saskatchewan	470	0.97%	385	1.07%	110
Alberta	3,100	6.40%	2,125	5.90%	92
British Columbia	15,717	32.44%	13,269	36.86%	114
<b>Travel in Canada - Vacation - Destination Intend to Visit Next Year</b>					
Newfoundland	325	0.67%	260	0.72%	107
Prince Edward Island	524	1.08%	265	0.74%	69
Nova Scotia	1,045	2.16%	644	1.79%	83
New Brunswick	1,423	2.94%	1,013	2.82%	96
Quebec	2,122	4.38%	1,752	4.87%	111
Ontario	3,574	7.38%	2,799	7.78%	105
Manitoba	427	0.88%	446	1.24%	141
Saskatchewan	369	0.76%	182	0.51%	67
Alberta	3,739	7.72%	4,225	11.74%	152
British Columbia	9,991	20.62%	7,954	22.10%	107
<b>Travel in Canada - Vacation - \$ Spent on Trip Past Year - Last Trip</b>					
Under \$500	6,999	14.45%	4,759	13.22%	91
\$500-\$999	5,980	12.34%	4,418	12.27%	99
\$1,000-\$1,999	4,096	8.45%	3,450	9.59%	113
\$2,000-\$2,999	557	1.15%	539	1.50%	130
\$3,000 or More	480	0.99%	638	1.77%	179

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Travel in Canada - Vacation - \$ Spent on Trip Past Year - Next Trip</b>					
Under \$500	3,565	7.36%	2,829	7.86%	107
\$500-\$999	4,790	9.89%	4,466	12.41%	125
\$1,000-\$1,999	3,813	7.87%	2,691	7.48%	95
\$2,000-\$2,999	1,455	3.00%	1,826	5.07%	169
\$3,000 or More	837	1.73%	600	1.67%	97
<b>Travel in Canada - Vacation - Accommodation - Last Trip</b>					
Hotel	7,089	14.63%	5,300	14.72%	101
Motel	1,076	2.22%	1,249	3.47%	156
Bed And Breakfast/B&B	442	0.91%	249	0.69%	76
Resort	823	1.70%	870	2.42%	142
Camping/Trailer Park	1,997	4.12%	1,302	3.62%	88
Weekend/Vacation Home (e.g.Cottage/Cabon/Chalet)	1,207	2.49%	954	2.65%	106
Rented House/Apartment	94	0.19%	103	0.29%	153
Other	5,905	12.19%	4,654	12.93%	106
<b>Travel in Canada - Vacation - Accommodation-Next Trip</b>					
Hotel	5,637	11.64%	4,417	12.27%	105
Motel	1,632	3.37%	1,113	3.09%	92
Bed And Breakfast/B&B	936	1.93%	445	1.24%	64
Resort	1,518	3.13%	1,163	3.23%	103
Camping/Trailer Park	3,137	6.48%	3,687	10.24%	158
Weekend/Vacation Home (e.g.Cottage/Cabon/Chalet)	1,729	3.57%	1,206	3.35%	94
Rented House/Apartment	658	1.36%	479	1.33%	98
Other	4,589	9.47%	3,639	10.11%	107
<b>Travel Outside Canada - Vacation - Overnight Trips Taken Past Year</b>					
	17,780	36.70%	15,691	43.59%	119
<b>Travel Outside Canada - Vacation - # Trips Past Year</b>					
1 (L)	6,077	12.54%	5,083	14.12%	113
2 (L)	5,977	12.34%	6,072	16.87%	137
3-5 (M)	4,031	8.32%	2,753	7.65%	92
6+ (H)	1,696	3.50%	1,783	4.95%	141
<b>Travel Outside Canada - Vacation - Duration of Trips Past Year - Last Trip</b>					
Just a Few Days	3,541	7.31%	3,717	10.33%	141
About a Week	4,440	9.16%	3,235	8.99%	98
2-3 Weeks	6,935	14.31%	5,937	16.49%	115
1-2 Months	2,365	4.88%	2,489	6.91%	142
3 Months or More	501	1.03%	312	0.87%	84
<b>Travel Outside Canada - Vacation - Duration of Trips Past Year - Next Trip</b>					
Just a Few Days	2,068	4.27%	1,906	5.30%	124
About a Week	4,755	9.81%	3,790	10.53%	107
2-3 Weeks	8,362	17.26%	7,842	21.79%	126
1-2 Months	1,291	2.66%	1,203	3.34%	126
3 Months or More	466	0.96%	437	1.22%	127
<b>Travel Outside Canada - Vacation - Destination Visited Past Year</b>					
U.S.A - Northeast United States	939	1.94%	917	2.55%	131

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	Value	Percent	Value	Percent	Index
U.S.A - Florida	1,108	2.29%	1,099	3.05%	133
U.S.A - Southeast U.S. (Not Florida)	41	0.08%	26	0.07%	88
U.S.A - Other Southern States	509	1.05%	370	1.03%	98
U.S.A - Arizona	1,270	2.62%	792	2.20%	84
U.S.A - California	5,025	10.37%	3,289	9.14%	88
U.S.A - Nevada	1,414	2.92%	832	2.31%	79
U.S.A - Other Western States	4,043	8.35%	4,063	11.29%	135
U.S.A - Hawaii	1,757	3.63%	1,657	4.60%	127
U.S.A - Other	2,146	4.43%	1,692	4.70%	106
Other Foreign - Bermuda	246	0.51%	149	0.41%	80
Other Foreign - Bahamas	331	0.68%	288	0.80%	118
Other Foreign - Cuba	565	1.17%	662	1.84%	157
Other Foreign - Dominican Republic	186	0.38%	316	0.88%	232
Other Foreign - Other Caribbean	743	1.53%	774	2.15%	141
Other Foreign - Mexico	1,457	3.01%	1,578	4.38%	146
Other Foreign - Central America	166	0.34%	233	0.65%	191
Other Foreign - South America	373	0.77%	250	0.70%	91
Other Foreign - UK (Britain/Ireland)	1,523	3.14%	991	2.75%	88
Other Foreign - Europe	4,456	9.20%	4,081	11.34%	123
Other Foreign - Middle East	295	0.61%	210	0.58%	95
Other Foreign - Africa	120	0.25%	605	1.68%	672
Other Foreign - China/Hong Kong	377	0.78%	404	1.12%	144
Other Foreign - Japan	394	0.81%	315	0.88%	109
Other Foreign - Other East Asia	169	0.35%	117	0.32%	91
Other Foreign - South Asia	618	1.28%	348	0.97%	76
Somewhere else	858	1.77%	1,103	3.07%	173
<b>Travel Outside Canada - Vacation - Destination Intend to Visit Next Year</b>					
U.S.A - Northeast United States	1,784	3.68%	2,034	5.65%	154
U.S.A - Florida	859	1.77%	937	2.60%	147
U.S.A - Southeast U.S. (Not Florida)	0	0.00%	0	0.00%	
U.S.A - Other Southern States	524	1.08%	608	1.69%	156
U.S.A - Arizona	1,219	2.52%	1,434	3.98%	158
U.S.A - California	3,112	6.42%	3,976	11.05%	172
U.S.A - Nevada	2,784	5.75%	2,277	6.33%	110
U.S.A - Other Western States	2,571	5.31%	2,655	7.38%	139
U.S.A - Hawaii	2,542	5.25%	3,322	9.23%	176
U.S.A - Other	2,077	4.29%	1,189	3.30%	77
Other Foreign - Bermuda	98	0.20%	41	0.11%	55
Other Foreign - Bahamas	177	0.37%	106	0.29%	78
Other Foreign - Cuba	533	1.10%	276	0.77%	70
Other Foreign - Dominican Republic	1	0.00%	1	0.00%	
Other Foreign - Other Caribbean	632	1.30%	713	1.98%	152
Other Foreign - Mexico	2,020	4.17%	2,107	5.85%	140
Other Foreign - Central America	557	1.15%	440	1.22%	106

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	Value	Percent	Value	Percent	Index
Other Foreign - South America	344	0.71%	414	1.15%	162
Other Foreign - UK (Britain/Ireland)	2,753	5.68%	2,500	6.94%	122
Other Foreign - Europe	6,880	14.20%	5,587	15.52%	109
Other Foreign - Middle East	328	0.68%	252	0.70%	103
Other Foreign - Africa	119	0.25%	252	0.70%	280
Other Foreign - China/Hong Kong	1,445	2.98%	1,513	4.20%	141
Other Foreign - Japan	1,160	2.39%	1,376	3.82%	160
Other Foreign - Other East Asia	259	0.53%	154	0.43%	81
Other Foreign - South Asia	337	0.70%	207	0.57%	81
Somewhere else	1,257	2.59%	1,091	3.03%	117
<b>Travel Outside Canada - Vacation - \$ Spent on Trip Past Year - Last Trip</b>					
Under \$500	1,760	3.63%	1,696	4.71%	130
\$500-\$999	2,416	4.99%	1,570	4.36%	87
\$1,000-\$1,999	1,736	3.58%	1,316	3.66%	102
\$2,000-\$2,999	3,620	7.47%	2,158	6.00%	80
\$3,000-\$4,999	3,556	7.34%	3,944	10.96%	149
\$5,000 or More	4,693	9.69%	5,008	13.91%	144
<b>Travel Outside Canada - Vacation - \$ Spent on Trip Past Year - Next Trip</b>					
Under \$500	1,673	3.45%	1,787	4.96%	144
\$500-\$999	1,502	3.10%	901	2.50%	81
\$1,000-\$1,999	2,523	5.21%	1,918	5.33%	102
\$2,000-\$2,999	3,454	7.13%	2,896	8.05%	113
\$3,000-\$4,999	5,033	10.39%	4,631	12.87%	124
\$5,000 or More	3,387	6.99%	3,735	10.38%	148
<b>Travel Outside Canada - Vacation - Accommodation Past Year - Last Trip</b>					
Hotel	12,295	25.38%	10,375	28.82%	114
Motel	1,314	2.71%	1,175	3.26%	120
B&B	459	0.95%	434	1.21%	127
Resort	1,954	4.03%	1,609	4.47%	111
Camping/Trailer Park	612	1.26%	1,072	2.98%	237
Weekend/Vacation Home (e.g.Cottage/Cabin/Chalet)	873	1.80%	798	2.22%	123
Rented House/Apartment	4,222	8.71%	4,218	11.72%	135
Other	6,809	14.06%	6,535	18.15%	129
<b>Travel Outside Canada - Vacation - Accommodation Past Year - Next Trip</b>					
Hotel	11,495	23.73%	9,963	27.68%	117
Motel	1,177	2.43%	1,298	3.61%	149
B&B	2,332	4.81%	1,174	3.26%	68
Resort	1,767	3.65%	1,673	4.65%	127
Camping/Trailer Park	1,213	2.50%	1,147	3.19%	128
Weekend/Vacation Home (e.g.Cottage/Cabin/Chalet)	860	1.78%	968	2.69%	151
Rented House/Apartment	2,739	5.65%	2,945	8.18%	145
Other	5,492	11.34%	3,738	10.39%	92
<b>Package Type Usually Take for Overnight Vacation</b>					
Beach/Resort Package	10,045	20.73%	8,945	24.85%	120

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Casino/Gambling	2,977	6.14%	1,998	5.55%	90
Cruise	4,497	9.28%	5,272	14.64%	158
Golf	1,729	3.57%	2,126	5.91%	166
Outdoor Adventure/Eco Tourism (e.g. hiking, cycling)	5,561	11.48%	5,841	16.23%	141
City/Cultural tours	9,956	20.55%	8,341	23.17%	113
Culinary/Food & Wine	3,982	8.22%	3,653	10.15%	123
Romantic/Honeymoon	2,312	4.77%	1,667	4.63%	97
Family/Friendly Vacation (e.g. Theme Parks)	10,672	22.03%	6,463	17.96%	82
Ski	1,635	3.38%	1,619	4.50%	133
Relaxation Tours (e.g. Spa)	3,431	7.08%	2,810	7.81%	110
Other	24,854	51.30%	19,237	53.44%	104
<b>Services Used for Arranging Overnight Vacation Trips - Travel Agent</b>					
To Book a Package	1,053	2.17%	724	2.01%	93
Car Rental	176	0.36%	166	0.46%	128
Airline Tickets	2,840	5.86%	1,814	5.04%	86
Cruise	1,512	3.12%	1,647	4.57%	146
Hotel	1,248	2.58%	1,235	3.43%	133
Train Tickets	71	0.15%	58	0.16%	107
Other Services	1,279	2.64%	1,198	3.33%	126
<b>Services Used for Arranging Overnight Vacation Trips - Internet Sites</b>					
To Book a Package	1,464	3.02%	1,172	3.26%	108
Car Rental	1,296	2.68%	1,159	3.22%	120
Airline Tickets	8,857	18.28%	7,245	20.13%	110
Cruise	366	0.76%	253	0.70%	92
Hotel	9,748	20.12%	7,476	20.77%	103
Train Tickets	358	0.74%	206	0.57%	77
Other Services	3,779	7.80%	3,927	10.91%	140
<b>Website/Agency Used for Last Vacation Trip</b>					
Travel agent	4,806	9.92%	3,684	10.23%	103
Specific airline website (e.g. Air Canada, WestJet)	7,018	14.49%	6,014	16.71%	115
Specific hotel website (e.g. Hilton)	5,015	10.35%	3,450	9.58%	93
Tour operator website (e.g. Air Canada Vacations)	1,536	3.17%	1,366	3.80%	120
Accommodation sharing website (e.g. Airbnb, Homeway)	1,637	3.38%	1,947	5.41%	160
General travel website (e.g. Expedia, Kayak, Travelocity)	5,574	11.51%	4,496	12.49%	109
General accommodation website (Trivago, Hotels.com)	5,541	11.44%	3,759	10.44%	91
General flight website (e.g. FlightCentre, Flight Hub)	3,750	7.74%	2,747	7.63%	99
<b>Website/Agency Used for Last Vacation Trip - to Plan</b>					
Travel agent	2,960	6.11%	2,183	6.07%	99
Specific airline website (e.g. Air Canada, WestJet)	5,475	11.30%	5,097	14.16%	125
Specific hotel website (e.g. Hilton)	2,970	6.13%	1,920	5.34%	87
Tour operator website (e.g. Air Canada Vacations)	970	2.00%	900	2.50%	125
Accommodation sharing website (e.g. Airbnb, Homeway)	1,051	2.17%	998	2.77%	128
General travel website (e.g. Expedia, Kayak, Travelocity)	4,379	9.04%	3,674	10.21%	113
General accommodation website (Trivago, Hotels.com)	4,523	9.34%	2,991	8.31%	89

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
General flight website (e.g. FlightCentre, Flight Hub)	3,433	7.09%	2,685	7.46%	105
<b>Website/Agency Used for Last Vacation Trip - to Book</b>					
Travel agent	4,491	9.27%	3,596	9.99%	108
Specific airline website (e.g. Air Canada, WestJet)	7,158	14.78%	6,410	17.81%	121
Specific hotel website (e.g. Hilton)	4,484	9.26%	2,913	8.09%	87
Tour operator website (e.g. Air Canada Vacations)	646	1.33%	824	2.29%	172
Accommodation sharing website (e.g. Airbnb, Homeway)	1,399	2.89%	1,431	3.98%	138
General travel website (e.g. Expedia, Kayak, Travelocity)	3,367	6.95%	3,342	9.29%	134
General accommodation website (Trivago, Hotels.com)	3,096	6.39%	1,996	5.55%	87
General flight website (e.g. FlightCentre, Flight Hub)	1,956	4.04%	1,901	5.28%	131
<b>Booked Service through Last Vacation Trip - Travel Agent</b>					
To book a package	962	1.99%	773	2.15%	108
Car rental	160	0.33%	161	0.45%	136
Airline tickets	2,820	5.82%	2,019	5.61%	96
Cruise	1,541	3.18%	1,331	3.70%	116
Hotel	1,267	2.62%	974	2.71%	103
Train tickets	53	0.11%	53	0.15%	136
Attractions/Things to do	1,028	2.12%	693	1.93%	91
Travel Insurance	565	1.17%	643	1.79%	153
Other services	94	0.19%	46	0.13%	68
<b>Booked Service through Last Vacation Trip - Airline Website</b>					
To book a package	96	0.20%	75	0.21%	105
Car rental	592	1.22%	636	1.77%	145
Airline tickets	6,415	13.24%	5,120	14.22%	107
Cruise	45	0.09%	34	0.09%	100
Hotel	748	1.54%	387	1.08%	70
Train tickets	146	0.30%	75	0.21%	70
Attractions/Things to do	546	1.13%	533	1.48%	131
Travel Insurance	346	0.72%	269	0.75%	104
Other services	71	0.15%	172	0.48%	320
<b>Booked Service through Last Vacation Trip - Hotel Website</b>					
To book a package	123	0.25%	91	0.25%	100
Car rental	138	0.28%	150	0.42%	150
Airline tickets	154	0.32%	114	0.32%	100
Hotel	3,741	7.72%	2,102	5.84%	76
Attractions/Things to do	221	0.46%	118	0.33%	72
Other services	198	0.41%	246	0.68%	166
<b>Booked Service through Last Vacation Trip - Tour Operator Website</b>					
To book a package	187	0.39%	198	0.55%	141
Airline tickets	174	0.36%	134	0.37%	103
Cruise	141	0.29%	112	0.31%	107
Hotel	276	0.57%	222	0.62%	109
Attractions/Things to do	265	0.55%	196	0.54%	98
<b>Booked Service through Last Vacation Trip - Accommodation Sharing Website</b>					
To book a package	20	0.04%	22	0.06%	150



Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Car rental	47	0.10%	47	0.13%	130
Airline tickets	117	0.24%	73	0.20%	83
Hotel	969	2.00%	1,298	3.61%	181
Attractions/Things to do	127	0.26%	116	0.32%	123
<b>Booked Service through Last Vacation Trip - General Travel Website</b>					
Other services	288	0.60%	302	0.84%	140
To book a package	447	0.92%	453	1.26%	137
Car rental	530	1.09%	645	1.79%	164
Airline tickets	1,853	3.82%	1,019	2.83%	74
Hotel	1,763	3.64%	2,068	5.74%	158
Attractions/Things to do	427	0.88%	314	0.87%	99
Other services	327	0.68%	644	1.79%	263
<b>Booked Service through Last Vacation Trip - General Accommodation Website</b>					
To book a package	140	0.29%	133	0.37%	128
Car rental	459	0.95%	409	1.14%	120
Airline tickets	382	0.79%	327	0.91%	115
Hotel	2,739	5.65%	1,693	4.70%	83
Attractions/Things to do	752	1.55%	823	2.29%	148
Other services	68	0.14%	35	0.10%	71
<b>Booked Service through Last Vacation Trip - General Flight Website</b>					
To book a package	489	1.01%	403	1.12%	111
Airline tickets	1,825	3.77%	1,476	4.10%	109
Hotel	372	0.77%	442	1.23%	160
<b>Website/Agency Used for Last Business Trip</b>					
Travel agent	2,067	4.27%	2,118	5.89%	138
Specific airline website (e.g. Air Canada, WestJet)	2,025	4.18%	1,624	4.51%	108
Specific hotel website (e.g. Hilton)	2,287	4.72%	1,480	4.11%	87
Tour operator website (e.g. Air Canada Vacations)	111	0.23%	96	0.27%	117
Accommodation sharing website (e.g. Airbnb, Homeway)	272	0.56%	272	0.76%	136
General travel website (e.g. Expedia, Kayak, Travelosity)	552	1.14%	586	1.63%	143
General accommodation website (Trivago, Hotels.com)	767	1.58%	767	2.13%	135
General flight website (e.g. FlightCentre, Flight Hub)	110	0.23%	103	0.29%	126
<b>Website/Agency Used for Last Business Trip - to Plan</b>					
Travel agent	721	1.49%	1,491	4.14%	278
Specific airline website (e.g. Air Canada, WestJet)	1,505	3.11%	1,491	4.14%	133
Specific hotel website (e.g. Hilton)	1,121	2.31%	1,322	3.67%	159
Accommodation sharing website (e.g. Airbnb, Homeway)	283	0.58%	301	0.84%	145
General travel website (e.g. Expedia, Kayak, Travelosity)	680	1.40%	652	1.81%	129
General accommodation website (Trivago, Hotels.com)	300	0.62%	156	0.43%	69
General flight website (e.g. FlightCentre, Flight Hub)	91	0.19%	91	0.25%	132
<b>Website/Agency Used for Last Business Trip - to Book</b>					
Travel agent	1,782	3.68%	1,958	5.44%	148
Specific airline website (e.g. Air Canada, WestJet)	1,410	2.91%	1,077	2.99%	103
Specific hotel website (e.g. Hilton)	1,911	3.94%	1,226	3.41%	87

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Accommodation sharing website (e.g. Airbnb, Homeway)	255	0.53%	380	1.06%	200
General travel website (e.g. Expedia, Kayak, Travelosity)	69	0.14%	66	0.18%	129
General accommodation website (Trivago, Hotels.com)	742	1.53%	640	1.78%	116
<b>Booked Service through Last Business Trip - Travel Agent</b>					
To book a package	137	0.28%	194	0.54%	193
Car rental	280	0.58%	352	0.98%	169
Airline tickets	1,281	2.64%	1,777	4.94%	187
Hotel	330	0.68%	391	1.09%	160
<b>Booked Service through Last Business Trip - Specific Airline Website</b>					
Car rental	129	0.27%	72	0.20%	74
Airline tickets	1,047	2.16%	1,178	3.27%	151
Hotel	427	0.88%	217	0.60%	68
<b>Booked Service through Last Business Trip - Specific Hotel Website</b>					
Airline tickets	175	0.36%	152	0.42%	117
Hotel	1,313	2.71%	869	2.41%	89
<b>Booked Service through Last Business Trip - Accommodation Sharing Website</b>					
Hotel	248	0.51%	541	1.50%	294
<b>Booked Service through Last Business Trip - General Travel Website</b>					
Airline tickets	123	0.25%	188	0.52%	208
Hotel	86	0.18%	62	0.17%	94
<b>Booked Service through Last Business Trip - General Accommodation Website</b>					
Hotel	696	1.44%	626	1.74%	121
<b>Business Travel Taken Past Year</b>	5,383	11.11%	4,650	12.92%	116
<b>Business Travel Intend to Take Next Year</b>	3,738	7.72%	3,957	10.99%	142
<b>Business Travel - # Business Trips Past Year</b>					
1	1,023	2.11%	642	1.78%	84
2	2,402	4.96%	2,097	5.82%	117
3 - 9	967	2.00%	1,037	2.88%	144
10+	991	2.05%	874	2.43%	119
<b>Business Travel - Destination Visited Past Year</b>					
Toronto	1,244	2.57%	669	1.86%	72
Ottawa	251	0.52%	211	0.59%	113
Montreal	49	0.10%	25	0.07%	70
Vancouver	963	1.99%	776	2.16%	109
Quebec City	0	0.00%	0	0.00%	
Halifax	519	1.07%	490	1.36%	127
Elsewhere in Canada	1,456	3.01%	1,022	2.84%	94
New York	203	0.42%	191	0.53%	126
Chicago	98	0.20%	115	0.32%	160
Las Vegas	293	0.60%	454	1.26%	210
Los Angeles	224	0.46%	208	0.58%	126
San Francisco	33	0.07%	22	0.06%	86
Elsewhere in U.S.A.	931	1.92%	1,527	4.24%	221
United Kingdom	147	0.30%	141	0.39%	130

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Elsewhere in Europe	643	1.33%	947	2.63%	198
Mexico/Central/South America	52	0.11%	54	0.15%	136
East Asia	321	0.66%	352	0.98%	148
Other	92	0.19%	69	0.19%	100
<b>Business Travel - Destination Intend to Visit Next Year</b>					
Toronto	357	0.74%	495	1.38%	186
Ottawa	67	0.14%	53	0.15%	107
Montreal	307	0.63%	138	0.38%	60
Vancouver	714	1.47%	1,154	3.21%	218
Quebec City	51	0.11%	20	0.06%	55
Halifax	22	0.05%	5	0.01%	20
Elsewhere in Canada	1,286	2.65%	672	1.87%	71
New York	126	0.26%	146	0.41%	158
Las Vegas	479	0.99%	586	1.63%	165
Los Angeles	179	0.37%	133	0.37%	100
Elsewhere in U.S.A.	583	1.20%	1,036	2.88%	240
United Kingdom	99	0.21%	103	0.29%	138
Elsewhere in Europe	591	1.22%	1,808	5.02%	411
Other	36	0.07%	17	0.05%	71
<b>Business Travel - Travelled by Past Year</b>					
Air	4,087	8.44%	3,832	10.65%	126
Car	4,606	9.51%	3,141	8.73%	92
Bus	125	0.26%	137	0.38%	146
Train	86	0.18%	94	0.26%	144
Other	124	0.26%	147	0.41%	158
<b>Business Travel - Intend to Travel by Next Overnight Trip</b>					
Air	2,741	5.66%	2,351	6.53%	115
Car	1,536	3.17%	1,283	3.56%	112
Bus	2	0.01%	2	0.01%	100
Train	3	0.01%	5	0.01%	100
<b>Business Travel - Length of Stay Past Year</b>					
1-2 Nights	1,930	3.98%	1,839	5.11%	128
3-7 Nights	3,179	6.56%	2,509	6.97%	106
8-14 Nights	99	0.20%	80	0.22%	110
15 Nights or Longer	175	0.36%	222	0.62%	172
<b>Business Travel - Accomodation Last Trip</b>					
Hotel	4,281	8.84%	3,663	10.18%	115
Motel	721	1.49%	752	2.09%	140
Resort	74	0.15%	90	0.25%	167
Rented House or Apartment	121	0.25%	131	0.37%	148
Other	685	1.41%	683	1.90%	135
<b>Business Travel - Accomodation Next Trip</b>					
Hotel	3,253	6.71%	2,889	8.03%	120
Motel	460	0.95%	365	1.01%	106

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Resort	200	0.41%	156	0.43%	105
Rented House or Apartment	57	0.12%	80	0.22%	183
Other	605	1.25%	638	1.77%	142
<b>Taxis Personally Taken Past Month</b>	13,120	27.08%	10,631	29.53%	109
<b>Taxis - # Times Taken Past Month</b>					
1-4 Times (L)	11,834	24.43%	9,596	26.66%	109
5-9 Times (M)	687	1.42%	724	2.01%	142
<b>Taxis - Reason for Taking</b>					
Work/Business	1,735	3.58%	2,265	6.29%	176
Going Out/Leisure	6,068	12.53%	4,583	12.73%	102
To go to Airport	3,565	7.36%	4,011	11.14%	151
Other	3,316	6.85%	1,625	4.51%	66
<b>Airlines Personally Flown Past Year</b>	22,315	46.06%	18,629	51.75%	112
<b>Airlines - # Round Trips Flown Past Year</b>					
1 (L)	8,085	16.69%	5,921	16.45%	99
2 (L)	6,151	12.70%	5,172	14.37%	113
3-4 (M)	5,882	12.14%	5,579	15.50%	128
5 or More (H)	2,176	4.49%	1,957	5.44%	121
<b>Airlines - Class Fly</b>					
First	2,421	5.00%	1,186	3.29%	66
Business/Executive	2,786	5.75%	3,113	8.65%	150
Economy	19,992	41.27%	16,703	46.40%	112
Premium Economy	6,974	14.40%	8,342	23.17%	161
<b>Airlines - Class Fly - Most Often</b>					
First	505	1.04%	324	0.90%	87
Business/Executive	554	1.14%	783	2.18%	191
Economy	19,225	39.68%	15,967	44.36%	112
Premium Economy	1,913	3.95%	2,279	6.33%	160
<b>Airlines - Class Fly - Sometimes</b>					
First	1,917	3.96%	862	2.39%	60
Business/Executive	2,232	4.61%	2,330	6.47%	140
Economy	766	1.58%	736	2.04%	129
Premium Economy	5,062	10.45%	6,063	16.84%	161
<b>Airlines - Type of Fare Fly</b>					
Full Fare	17,253	35.61%	14,599	40.56%	114
Charter	1,988	4.10%	3,091	8.59%	210
Standby	1,656	3.42%	1,195	3.32%	97
Discount	9,393	19.39%	8,108	22.52%	116
<b>Airlines - Type of Fare Fly - Most Often</b>					
Full Fare	15,165	31.30%	12,546	34.85%	111
Charter	515	1.06%	638	1.77%	167
Standby	1,157	2.39%	915	2.54%	106
Discount	6,403	13.22%	5,424	15.07%	114
<b>Airlines - Type of Fare Fly - Sometimes</b>					
Full Fare	2,088	4.31%	2,053	5.70%	132

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Charter	1,473	3.04%	2,454	6.82%	224
Standby	499	1.03%	279	0.78%	76
Discount	2,991	6.17%	2,683	7.45%	121
<b>Airlines - Made in-Flight Purchase Past Year</b>	6,803	14.04%	6,571	18.25%	130
<b>Airlines - Purpose of Last Trip by Airplane</b>					
Business	5,209	10.75%	5,169	14.36%	134
Pleasure/Family/Vacation	23,036	47.55%	18,083	50.23%	106
<b>Cruise Ships - Personally Taken in Past 3 Years</b>	7,415	15.31%	6,674	18.54%	121
<b>Cruise Ships - # Weeks Taken</b>					
Less Than 1 Week (L)	399	0.82%	140	0.39%	48
1 Week (M)	1,730	3.57%	1,517	4.21%	118
2 Weeks (H)	2,585	5.34%	2,680	7.44%	139
More than 2 Weeks (H)	2,701	5.58%	2,338	6.50%	116
<b>Hotels and Motels - Stayed at Past Year</b>	29,041	59.95%	23,330	64.81%	108
<b>Hotels and Motels - # Nights Stayed</b>					
1 (L)	3,069	6.34%	2,119	5.89%	93
2 (L)	3,187	6.58%	3,318	9.22%	140
3-5 (M)	5,328	11.00%	2,634	7.32%	67
6-10 (M)	7,483	15.45%	5,985	16.63%	108
11-15 (H)	2,657	5.48%	2,481	6.89%	126
16-25 (H)	4,600	9.50%	4,729	13.14%	138
26+ (H)	2,717	5.61%	2,063	5.73%	102
<b>Hotels and Motels - Type Stayed in</b>					
Economy	22,634	46.72%	17,633	48.99%	105
Luxury	6,875	14.19%	6,262	17.40%	123
Other	4,210	8.69%	3,776	10.49%	121
<b>Car Rental - Rented Past Year for Personal</b>	11,003	22.71%	9,620	26.72%	118
<b>Car Rental - Rented Past Year for Business</b>	1,274	2.63%	1,232	3.42%	130
<b>Car Rental - # Times Rented/Personal</b>					
1 (L)	7,483	15.45%	5,711	15.86%	103
2 (M)	1,977	4.08%	2,393	6.65%	163
3 (H)	944	1.95%	974	2.71%	139
4 (H)	232	0.48%	78	0.22%	46
5+(H)	367	0.76%	464	1.29%	170
<b>Car Rental - # Times Rented/Business</b>					
1 (L)	458	0.95%	324	0.90%	95
2 (M)	320	0.66%	288	0.80%	121
3 (M)	284	0.59%	414	1.15%	195
4 (H)	48	0.10%	29	0.08%	80
5+(H)	163	0.34%	176	0.49%	144
<b>Events Visited Past Year - Ontario</b>					
Caribana	117	0.24%	69	0.19%	79
CNE	0	0.00%	0	0.00%	
Gay Pride	178	0.37%	236	0.66%	178

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Shaw Festival	4	0.01%	4	0.01%	100
Stratford Festival	19	0.04%	20	0.06%	150
Toronto International Film Festival	163	0.34%	159	0.44%	129
Winterlude, Ottawa	99	0.20%	11	0.03%	15
<b>Events Visited Past Year - Quebec</b>					
Carnaval d'Hiver de Québec	0	0.00%	0	0.00%	
Expo-Québec	1	0.00%	0	0.00%	
Festival d'Été de Québec	15	0.03%	16	0.05%	167
Festival de Montgolfières, St-Jean-sur-Rich.	0	0.00%	0	0.00%	
Festival Juste Pour Rire/Just For Laughs	111	0.23%	77	0.21%	91
Grand Prix de Montreal	0	0.00%	0	0.00%	
Les Francofolies de Montréal	0	0.00%	0	0.00%	
Les Grands Feux Loto-Québec, Québec City	6	0.01%	0	0.00%	0
Loto-Québec International Fireworks Competition, Montréal	14	0.03%	0	0.00%	0
Montréal International Jazz Festival	15	0.03%	6	0.02%	67
<b>Events Visited Past Year - Western Canada</b>					
Calgary Stampede & Exhibition	185	0.38%	145	0.40%	105
Cdn. International Dragon Boats Fest., Vancouver	133	0.27%	222	0.62%	230
Capital Ex, Edmonton	339	0.70%	630	1.75%	250
Pacific National Exhibition (PNE)	6,359	13.13%	6,304	17.51%	133
<b>Attractions Visited Past Year - Ontario</b>					
African Lion Safari	0	0.00%	0	0.00%	
Art Gallery Of Ontario	265	0.55%	173	0.48%	87
Canada's Wonderland	0	0.00%	0	0.00%	
CN Tower	259	0.54%	259	0.72%	133
Marineland	23	0.05%	10	0.03%	60
Medieval Times	0	0.00%	0	0.00%	
Metro Toronto Zoo	12	0.02%	9	0.03%	150
Niagara Falls	423	0.87%	245	0.68%	78
Ontario Science Centre	9	0.02%	9	0.03%	150
Ripley's Aquarium	86	0.18%	80	0.22%	122
Royal Ontario Museum	725	1.50%	406	1.13%	75
Yonge-Dundas Square	828	1.71%	356	0.99%	58
<b>Attractions Visited Past Year - Quebec</b>					
Biodôme, Montréal	71	0.15%	55	0.15%	100
Botanical Gardens, Montréal	51	0.11%	31	0.09%	82
Canadian Museum Of History, Gatineau	34	0.07%	55	0.15%	214
Insectarium, Montréal	0	0.00%	0	0.00%	
La Ronde, Montreal	5	0.01%	5	0.01%	100
Mont Tremblant	9	0.02%	9	0.03%	150
Musée de la Civilisation, Québec	34	0.07%	57	0.16%	229
Museum Of Fine Arts, Montréal	100	0.21%	66	0.18%	86
Old Port, Montréal	337	0.70%	172	0.48%	69
Old Québec City	240	0.50%	200	0.56%	112

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Villages des Sports Park, Valcartier	0	0.00%	0	0.00%	
<b>Attractions Visited Past Year - Western Canada</b>					
Butchart Gardens, Victoria	2,518	5.20%	1,181	3.28%	63
Canada Olympic Park	118	0.24%	102	0.28%	117
Museum Of Man & Nature, Winnipeg	75	0.15%	62	0.17%	113
North Shore Mountains (Grouse, Seymour, Cypress)	3,661	7.56%	3,612	10.03%	133
Stanley Park	10,556	21.79%	10,203	28.34%	130
Vancouver Aquarium	3,919	8.09%	3,473	9.65%	119
West Edmonton Mall	1,586	3.27%	1,088	3.02%	92
Whistler	5,705	11.78%	7,148	19.86%	169
<b>Sports/Entertainment Venues Visited Past Year - Ontario</b>					
Air Canada Centre, Toronto	168	0.35%	93	0.26%	74
Canadian Tire Centre, Ottawa	11	0.02%	28	0.08%	400
Rogers Centre (Skydome), Toronto	95	0.20%	59	0.17%	85
<b>Sports/Entertainment Venues Visited Past Year - Quebec</b>					
Bell Centre, Montréal	1	0.00%	2	0.01%	
Olympic Stadium, Montréal	16	0.03%	7	0.02%	67
Place Des Arts, Montréal	168	0.35%	120	0.33%	94
Videotron Center, Québec	33	0.07%	31	0.09%	129
<b>Sports/Entertainment Venues Visited Past Year - Western Canada</b>					
BC Place, Vancouver	11,224	23.17%	9,576	26.60%	115
REXALL Place (Coliseum), Edmonton	45	0.09%	31	0.09%	100
Rogers Arena, Vancouver	8,078	16.67%	5,955	16.54%	99
Scotiabank Saddledome, Calgary	3	0.01%	2	0.01%	100
Metro Centre, Halifax	0	0.00%	0	0.00%	

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.