

The 2004 Overnight Visitor to Greater Vancouver - Visitor Profile

TOTAL VISITORS:	8,523,304	GEOGRAPHIC ORIGIN:	
AVERAGE PARTY SIZE:	1.67	CANADA	58.10%
AVERAGE LENGTH OF STAY (NIGHTS):	4.36	UNITED STATES	26.92%
TOTAL SPENDING:	\$4,161,758,877	ASIA/PACIFIC	8.92%
AVERAGE DAILY SPENDING PER PERSON:	\$111.99	EUROPE	4.70%
AVERAGE DAILY SPENDING PER PARTY:	\$187.02	OTHER INTERNATIONAL	1.36%
AVERAGE SPENDING PER PERSON PER TRIP:	\$488.28		
SPENDING BY CATEGORY:		TRANSPORTATION USED (IN CANADA):	
ACCOMMODATION	\$155.53	AUTOMOBILE	55.25%
FOOD & BEVERAGES	\$126.70	AIRPLANE	27.01%
RETAIL & OTHER SPENDING	\$92.73	BUS	18.94%
RECREATION & ENTERTAINMENT	\$45.04	RAIL	14.94%
PRIVATE TRANSPORTATION IN CANADA	\$43.13	BOAT	3.91%
PUBLIC TRANSPORTATION IN CANADA	\$25.15	OTHER OR NOT STATED	18.37%
AVERAGE SPENDING PER PERSON PER TRIP:	\$488.28		
AGE GROUPS :		PARTY COMPOSITION :	
NOT STATED	7.19%	1 ADULT	32.11%
UNDER 15	4.27%	2 ADULTS	36.90%
15 TO 19	5.15%	3 ADULTS OR MORE	11.28%
20 TO 24	13.34%	TOTAL - ADULTS ONLY (15+)	80.29%
25 TO 34	15.76%	1 ADULT WITH CHILDREN	3.72%
35 TO 44	18.87%	2 ADULTS WITH CHILDREN	9.68%
45 TO 54	18.22%	3 ADULTS OR MORE WITH CHILDREN	3.22%
55 TO 64	14.16%	TOTAL - ADULTS WITH CHILDREN	16.62%
65 AND OVER	3.04%	CHILDREN TRAVELLING ALONE	0.02%
		NOT STATED	3.09%
ACCOMMODATION USED:		PARTY SIZE :	
HOTEL	50.26%	1 PERSON	33.03%
HOME OF FRIENDS OR RELATIVES	37.66%	2 PERSONS	40.56%
MOTEL	5.32%	3 PERSONS	9.47%
CAMPING OR TRAILER PARK	2.27%	4 PERSONS	9.74%
COTTAGE OR CABIN	0.53%	5 PERSONS	2.69%
OTHER ACCOMMODATION	5.24%	6 OR MORE PERSONS	4.51%
NOT STATED	1.18%		
TRIP ACTIVITIES:		VISIT DURATION :	
GO SHOPPING	68.90%	1 NIGHT	25.18%
GO SIGHTSEEING	61.77%	2 NIGHTS	23.96%
VISIT FRIENDS OR RELATIVES	54.72%	3 NIGHTS	16.83%
ATTEND OTHER CULTURAL EVENTS	40.92%	4 NIGHTS	9.22%
VISIT A NAT'L OR PROV. NATURE PARK	35.49%	5 NIGHTS	5.30%
PARTICIPATE IN SPORTS /OUTDOOR ACTIVITIES	27.08%	6 - 9 NIGHTS	11.91%
VISIT AN HISTORIC SITE	26.95%	10-13 NIGHTS	3.13%
GO TO A BAR OR NIGHTCLUB	22.81%	14-16 NIGHTS	1.43%
ATTEND A FESTIVAL OR FAIR	9.09%	17-20 NIGHTS	0.72%
ATTEND SPORTS EVENTS	7.17%	21-30 NIGHTS	1.24%
VISIT A THEME OR AMUSEMENT PARK	7.07%	31-59 NIGHTS	0.78%
GO TO A CASINO	5.26%	60 + NIGHTS	0.30%
GOLFING	3.30%		
DOWNHILL SKIING OR SNOW BOARDING	3.01%		
FISHING	2.57%		
HUNTING	0.11%		
SURVEY QUARTER :			
1ST. QUARTER	18.17%		
2ND. QUARTER	24.62%		
3RD. QUARTER	35.90%		
4TH. QUARTER	21.30%		

Sources:
 Tourism in Canadian Cities: A Statistical Outlook 2004 (Statistics Canada, 2004).
 Tourism Vancouver's Visitor Volume Model, PriceWaterhouse Coopers