

***In the last 12 months, how many leisure trips have you taken at least 100 km from home?***

***Of your leisure trips, how many have you taken to each of the following?***

	British Columbia	REGION		GENDER		AGE		
		Metro Vancouver	Other BC	Male	Female	18-34	35-54	55+
1	18%	20%	14%	20%	15%	18%	16%	19%
2	19%	23%	13%	19%	20%	27%	17%	15%
3-4	31%	28%	34%	29%	33%	24%	34%	33%
5 or more	33%	28%	39%	33%	33%	31%	33%	34%
NET: Within BC	70%	63%	80%	68%	72%	67%	75%	68%
NET: Other Canada	32%	29%	36%	30%	34%	30%	31%	34%
NET: To the U.S.	58%	66%	47%	60%	56%	61%	61%	53%
NET: Any outside Canada/U.S.	36%	38%	31%	35%	36%	42%	29%	37%
MEAN Trips	4.69	4.26	5.32	5.13	4.28	3.83	5.32	4.70

**Thinking about the next 12 months, how many leisure trips do you plan on taking to each of the following?**

	British Columbia	REGION		GENDER		AGE		
		Metro Vancouver	Other BC	Male	Female	18-34	35-54	55+
0	1%	1%	2%	1%	1%	1%	1%	2%
1	7%	9%	5%	9%	6%	9%	4%	9%
2	12%	14%	10%	13%	12%	12%	13%	12%
3-4	34%	34%	34%	31%	37%	40%	31%	32%
5 or more	37%	36%	38%	37%	36%	35%	42%	34%
Don't know	8%	6%	11%	9%	8%	3%	9%	11%
NET: Within BC	75%	73%	78%	73%	77%	75%	79%	71%
NET: Other Canada	44%	43%	46%	45%	43%	45%	43%	45%
NET: To the U.S.	67%	75%	54%	68%	65%	74%	70%	58%
NET: Any outside Canada/U.S.	41%	47%	33%	38%	44%	54%	38%	36%
MEAN Trips	5.39	5.11	5.81	5.82	4.98	4.97	6.19	4.91

**In your opinion, what are the seven best places in British Columbia? These can include geographic destinations, attractions, landmarks or your favourite places to visit.**

	British Columbia	REGION		GENDER		AGE		
		Metro Vancouver	Other BC	Male	Female	18-34	35-54	55+
Stanley Park	39%	47%	29%	38%	41%	46%	39%	35%
Tofino	38%	37%	39%	34%	41%	43%	38%	33%
Granville Island	27%	29%	24%	24%	30%	35%	26%	23%
Butchart Gardens	26%	19%	35%	22%	29%	14%	22%	38%
Rocky Mountains	26%	27%	24%	28%	23%	23%	29%	24%
Okanagan wineries	25%	23%	27%	22%	26%	22%	24%	27%
English Bay/Spanish Banks	23%	29%	14%	20%	26%	33%	21%	17%
Haida Gwaii/Queen Charlotte Islands	22%	20%	25%	20%	23%	9%	20%	32%
Whistler Village	20%	28%	9%	20%	21%	32%	20%	12%
Okanagan Lake	20%	21%	18%	21%	19%	17%	26%	16%
Whistler-Blackcomb	19%	26%	10%	23%	16%	27%	21%	13%
Barkerville	17%	11%	25%	19%	14%	6%	16%	25%
Cathedral Grove	16%	11%	22%	15%	17%	10%	16%	20%
Pacific Rim National Park Reserve	15%	14%	18%	12%	19%	8%	13%	23%
Royal British Columbia Museum	14%	9%	19%	16%	11%	6%	14%	18%
Vancouver Aquarium	13%	15%	12%	13%	14%	17%	11%	13%
Capilano Suspension Bridge	12%	14%	10%	11%	14%	11%	13%	12%
Gastown	12%	15%	8%	11%	13%	23%	8%	9%
Grouse Mountain	12%	16%	7%	14%	10%	17%	13%	8%
Glacier National Park	12%	8%	17%	11%	12%	4%	15%	14%
Great Bear Rainforest	10%	9%	13%	10%	11%	9%	12%	10%
Pacific National Exhibition (PNE)/Playland	10%	9%	10%	12%	8%	16%	10%	5%
British Columbia Parliament Buildings	9%	6%	14%	9%	9%	11%	10%	8%
West Coast Trail	9%	9%	10%	8%	10%	7%	11%	10%
Gulf Islands National Park Reserve	9%	8%	11%	6%	12%	10%	7%	11%
White Rock	9%	10%	7%	9%	9%	10%	9%	8%
Lynn Canyon	9%	10%	7%	8%	10%	14%	7%	8%
Yoho National Park	9%	7%	10%	9%	8%	6%	6%	14%
Rocky Mountaineer Train	9%	6%	12%	11%	7%	3%	8%	13%
Squamish Sea to Sky Peak Gondola	8%	10%	5%	8%	7%	8%	7%	9%
Kootenay National Park	7%	4%	11%	6%	8%	3%	6%	11%
Science World British Columbia	7%	4%	10%	7%	6%	6%	9%	5%
Queen Elizabeth Park	7%	10%	2%	9%	5%	9%	6%	6%
Fort Langley Historic Site	7%	8%	5%	7%	7%	6%	4%	10%
Empress Hotel National Historic Site of Canada	6%	5%	8%	4%	9%	4%	6%	9%
Garibaldi Provincial Park	6%	9%	2%	7%	6%	10%	6%	4%
Museum of Anthropology at University of British Columbia	6%	7%	5%	6%	6%	5%	5%	8%
Commercial Drive	6%	8%	2%	6%	5%	12%	3%	4%
Kitsilano (Kits)	6%	7%	3%	6%	5%	7%	8%	2%
Dr. Sun Yat-Sen Classical Chinese Garden	5%	5%	6%	4%	6%	7%	4%	6%
Steveston Heritage Fishing Village	5%	5%	6%	3%	7%	3%	5%	7%
Wells Gray Provincial Park	5%	3%	7%	4%	5%		5%	8%
Mount Robson Provincial Park	5%	4%	5%	5%	4%	4%	4%	6%
Britannia Mine Museum	5%	6%	3%	7%	2%	5%	4%	5%
Stawamus Chief (the Chief)	5%	7%	0%	6%	3%	8%	5%	1%
Big White Ski Resort	4%	6%	2%	5%	3%	7%	5%	2%
Yaletown	4%	5%	3%	6%	3%	10%	3%	1%
Helmcken Falls	4%	2%	6%	5%	3%		5%	6%
Craigdarroch Castle	4%	2%	6%	3%	4%	3%	3%	5%
Juan de Fuca Provincial Park/Marine Trail	4%	3%	4%	3%	4%	3%	4%	4%
VanDusen Botanical Garden	4%	5%	1%	3%	4%	4%	3%	3%
Sunpeaks	4%	3%	5%	5%	2%	2%	5%	3%
Cape Scott Provincial Park/Trail	3%	2%	5%	4%	3%	1%	4%	4%
Greater Vancouver Zoo	3%	3%	4%	3%	4%	3%	3%	4%
H.R. MacMillan Space Centre	3%	2%	5%	4%	1%	4%	3%	2%
Kicking Horse Mountain Resort	2%	3%	2%	2%	3%	2%	4%	2%
Bill Reid Gallery of Northwest Coast Art	2%	1%	4%	2%	3%	1%	2%	4%
Mount Washington Alpine Resort	2%	1%	4%	1%	4%	3%	2%	2%
Berg Lake Trail	2%	3%	1%	3%	1%	3%	2%	1%
Silver Star Mountain Resort	2%	2%	2%	2%	2%	3%	2%	1%
Vancouver Art Gallery	2%	2%	2%	1%	2%	1%	1%	2%
Revelstoke Mountain Resort	1%	0%	3%	1%	2%	1%	2%	2%
Maritime Museum of British Columbia	1%	0%	3%	3%				3%
Tweedsmuir Provincial Park	1%	1%	2%	2%	1%		1%	3%
Miniature World	1%	1%	1%	1%	1%	2%	1%	1%
Fernie Alpine Resort	1%	1%	1%	1%	1%	1%	2%	0%
Lost Lake Trail	1%	1%		0%	1%	1%	0%	1%
Panorama Mountain Resort	0%	1%			1%		1%	0%
Squamish Lil'wat Cultural Centre	0%	0%	1%	0%	1%		1%	0%
Other	6%	5%	7%	3%	8%	3%	9%	5%