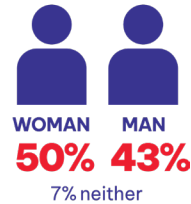




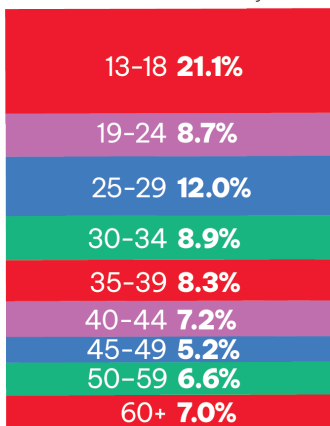
GENDER



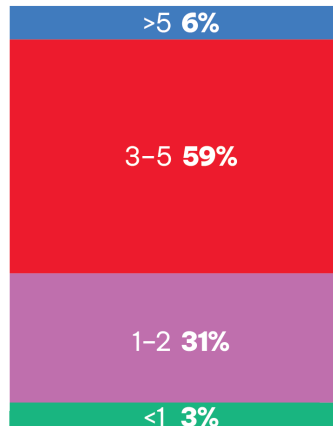
WHY DO THEY COME?

- 1 Family Time
- 2 Light Displays
- 3 Food

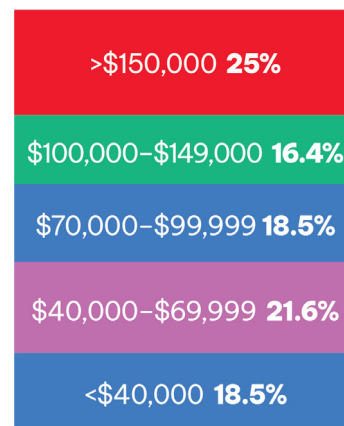
AGE average in years



VISIT average in hours



HOUSEHOLD INCOME



CULTURAL BACKGROUND

White	38.0%
Chinese	17.4%
Filipino	10.9%
First Nations/Aboriginal/Metis/Inuit	8.4%
South Asian	7.3%
Western European	5.7%
Hispanic/Latino/Latin American	5.4%
Prefer not to answer	5.4%
Other Asian	4.4%
Other	3.8%
Middle Eastern	3.3%
Black/Caribbean/African American	3.0%
Korean	3.0%
Eastern European	2.5%
Japanese	1.4%

WHERE GUESTS COME FROM

BRITISH COLUMBIA	93.5%
Lower Mainland / Metro Vancouver	69.2%
Vancouver	28.7%
Surrey/White Rock	8.8%
Burnaby	8.0%
Coquitlam/Port Coquitlam/Port Moody	5.8%
North Shore (North & West Vancouver)	5.5%
Richmond	5.0%
New Westminster	2.8%
Langley	1.8%
Delta	1.0%
Maple Ridge / Pitt Meadows	0.5%
Other	1.3%
Fraser Valley	14.5%
Vancouver Island	3.0%
BC Interior	2.8%
Other place in BC	4.0%
Other place in Canada	0.8%
USA	1.0%
Washington State	0.5%
Other place in USA	0.5%
OUTSIDE CANADA & USA	4.8%

