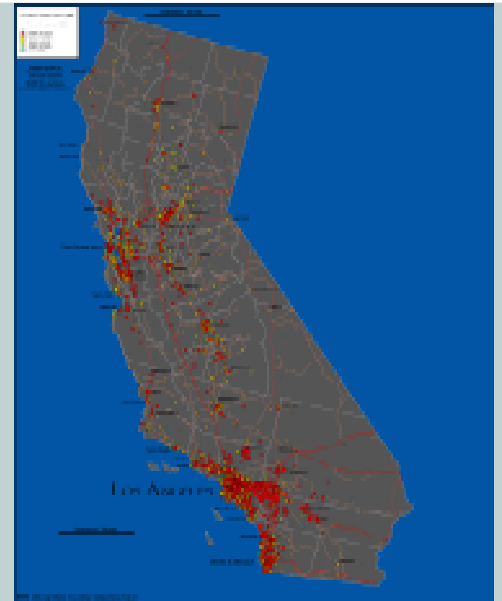


## CALIFORNIA

### The People:

- ◆ Most populated US market of interest to TAVI: 36,132,147. Population expected to exceed 50 million between 2035 and 2040.
- ◆ 49.8% Male, 50.2% Female
- ◆ Ethnically Diverse: 60% White, 32% Hispanic-Latino, 7% Black, 11% Asian, 1% American Indian. By 2030 the Hispanics population will rise to 43% and Spanish has the potential to be spoken in nearly half of California households. California also has the largest Asian population of all the 17 US markets of interest to TAVI. Between 2000 and 2020 there will be 55% more Asian/Pacific Islanders.
- ◆ 0-18 yrs (16.7%), 18+ (72.7%), 65+ (10.6%)
- ◆ 3 Year Average Median Household Income \$51,647 US. Ranked 4th among the 17 US markets of interest to TAVI
- ◆ Morgan Quitno Press's annual education state rankings California ranked 47th as smartest state. Of all the 17 US markets of interest to TAVI, California ranked 15th smartest state.
- ◆ Has 4 cities ranked among most dangerous 50 US Cities. The highest, and with 50% more than any other US market of interest to TAVI
- ◆ A full 80% of Californians live in coastal communities. (red coloration on map)



### California Travellers:

- ◆ California travel spending is more than any other US state: \$49,603.2 (US millions) It is also the most visited state in America, and accounts for 11.5% of all domestic travel in the United States. Californians themselves are the mainstay of the state's travel and tourism industry, comprising 85 percent of domestic travel.
- ◆ In 2006, TAVI received 2293 inquiries from California. This represents the largest percentage of US inquiries (29.6%).
- ◆ In 2002, California visitors to Vancouver Island spent on average \$100 more than WA, and \$150 more than ON:  
 \$101-150 (18.9%), \$50-100 (15.5%), \$151-200 (12.6%), \$801 or higher (8.7%), \$201-250 (8.7%)
- ◆ Nights away from home (California visitors to Vancouver Island in 2002):  
 34.5% 8-14 Nights, 30.4% 4-7 Nights, 22% 15 or more nights
- ◆ Californians time of travel to Vancouver Island in 2002: Summer 62%, Spring (27.9%), Winter 7.9%, Fall 2.2%. More Californians visited in August (34.1%) and almost twice as many Californians (11.4%) as Washingtonians (6.7%) visited in April...which is earlier than most markets.
- ◆ Trip Planning: 49% plan their trip one to six months, 24% between 1 week and 1 month, and 18.8% more than 6 months.
- ◆ Transportation used by Californians to travel to and from Vancouver Island: 43% vehicle on BC Ferry, 26.5% airplane to airport Transportation used while on Vancouver Island or the Gulf Islands: 94.3% rental vehicle, 25% motorbike

## What do Californians like to do?



In 2006, Tourism Vancouver Island's top five most popular categories requested by Californians were: **Hiking/Walking Tours** 35%, **Marine Wildlife Watching** 30%, **Museums & Historical Sites** 29%, Hotels/Motels 25%, and Family Activities 24%.

According to 2006 Research conducted by California State Parks, the *Most popular recreational* activities in California are: **Walking**, Driving for Pleasure, **Visiting Historic sites, and museums**, Attending outdoor cultural events, **Beach activities**, Visiting nature oriented museums, Picnicking, **Wildlife viewing**, and **Hiking**

*Most preferred* activities: Camping in developed sites, **Hiking, Walking, Wildlife viewing**, Bicycling (paved), Horseback riding, Freshwater fishing, Attending outdoor cultural events, Visiting nature oriented museums, and Picnicking.

The 2000 National Survey on Recreation says Californians generally prefer **Nature Oriented** activities:

Activities	National	California
<b>Walking</b>	82%	91%
Driving for Pleasure	50%	90%
<b>Visiting Historic/Cultural Sites</b>	45%	86%
Visiting Nature Centers, Zoos etc.	57%	80%
Picknicking	55%	77%
<b>Hiking</b>	33%	69%
Developed Camping	26%	50%
Primitive Camping	16%	28%
Backpacking	10%	20%

Their interest in Hiking and Wildlife Viewing, is reflected once more in the results of Tourism Vancouver Island's 2002 visitor survey. Californians top answers for outdoor activities participated in or planned to participate in during their trip to Vancouver Island was: 1) Hiking; 2) Wildlife Viewing; 3) Whale Watching; 4) Bird Watching; 5) Saltwater Fishing; and 6) Kayaking or Canoeing.



A 2003 report from the California Tourism Travel Commission states: "**Beaches** are one of the most popular travel activities. One in ten person-trips (10%) includes going to a beach" A 2006 Travel Industry Association report states 54 million trips to the beach were made by US households last year. American beach travelers take longer vacations, spend more money on their trips, and are more likely to stay in a timeshare than the average traveller.

The California traveller is spending approximately 20% of their budget on **Shopping**. Shopping expenditures by California travellers have increased at an average compounded rate of 4% since 1995. (Nationally it is 5.8%) When traveling, 73% want to shop at stores they do not have in their home cities/towns...and over half of shopping travelers say they go shopping on trips in order to find items that represent the destination they are visiting. California shopping travelers are likely to be Baby Boomers and have higher-than-average household incomes. Shopping travelers get their information about shopping from 1) Friends and Family (59%), 2) Hotel/Motel concierge and in-room maps and brochures (25%), 3) Travel guides, books or magazines. 4) The internet 5) Newspaper travel section (12%), 6) Tourism office, chamber or visitor info centre (10%). Interestingly when Californians visiting Vancouver Island were asked what attractions they visited or planned to visit during their trip, the top 8 answers reflect their passion for shopping, as well as their interest in museums & the outdoors:

1) **Local Shops & Artisans**; 2) Parks; 3) Beaches; 4) Museums 5) Historic Sites; 5) Gardens; 6) Art Galleries; and 7) **Shopping Malls**

