



The People:

- ◆ Population: 7,598,100
- ◆ 49.4% male, 50.6% female
- ◆ 47.1% married, 41.7% single
- ◆ Families of married couples: 58.2%; Families of common-law couples: 25.2% **Highest of Canadian markets that are of interest to TAVI*
- ◆ Lone-parent families: 16.6% **Highest of Canadian markets that are of interest to TAVI*
- ◆ Education of population 15 yrs and over: University Education (25.8%), College Education (23.9%), Elementary/Secondary Education only (48.8%)

- ◆ Median Total Household Income: \$54,400
- ◆ Average household expenditures on recreation: 5.7% of total household income

Travel:

- ◆ Trips by Quebecers in 2004 (Destination): 27.7% of Canada **2nd highest of Canadian markets that are of interest to TAVI*
- ◆ Trips by Quebecers in 2004 (Nights): 23.7% of Canada **(2nd highest of Canadian markets that are of interest to TAVI*
- ◆ Trips by Quebecers in 2004 (Expenditures): \$6, 782, 331, 000 **(2nd highest of Canadian markets that are of interest to TAVI)*
- ◆ Number of trips from metropolitan areas in 2004: Montreal 11,000; Quebec 7, 075; Gatineau 6, 194
- ◆ According to Tourism BC 2004 research **fewer than 300,000 visited BC in a 2-year period**
- ◆ 54% travel between July & September
- ◆ TAVI inquiries in 2005-06: 18% were in March, followed by April & May (14%)

What do Quebecer's like to do?

There are many outdoor enthusiasts in Quebec.

- ◆ Montreal is home to 674,000 *non-winter* Outdoor Adventurers (19% of population of greater Montreal)
- ◆ 81% of the Montreal's *non-winter* Outdoor Adventurers are especially keen on **hiking and backpacking**
- ◆ Montreal is also home to 375,000 **Alpine Skiers** (10% of population of greater Montreal)
- ◆ 8-in-10 Montreal Outdoor Adventurers are between the ages of 18 and 44 years
- ◆ TAVI most requested categories by Quebecers in 2005-06: **Hiking** (47%), Lodges/Resorts (33%), Marine Wildlife Watching (33%), and Museums/Historical Sites (27%)
- ◆ TAVI most requested guides by Quebecers in 2005-06: Vacation Guide (97%), Outdoor Guide (76%), Garden Guide (70%)

So how can we reach these outdoor enthusiasts that might like to see what we have to offer?

- ◆ 28% of Montreal's Outdoor Adventurers are auto club members, however 1-in-3 attends consumer shows such as sportsmen's shows and RV/camper shows on a regular basis.-sometimes even attending both!
*TAVI staff attending RV shows in Florida have noticed a high percentage of attendees are Quebecers!
- ◆ TAVI visitor inquiries from Quebec most often used source of inquiry 2005-06: Tourism BC Website (18%), Search Engine (15%), Tourism BC's Call Centre (11%), Tourism BC Vacation Planner (7%)
- ◆ Print Media & Television, Partnership Development, Internet (*website preferably in French)

The biggest obstacle: When traveling in Canada, Quebecers stay mostly in Quebec.

- ◆ Obstacles to convincing the Quebec public to visit BC include: Cost of Trip, Ease of Access, Communication Difficulties, Perception of Less than ideal value for money.

