

# WASHINGTON

## The People:

- ◆ 9th most populated US market of interest to TAVI: 6,287,759.
- ◆ 49.8% Male, 50.2% Female
- ◆ Mostly White: 82% White, 8% Hispanic-Latino, 3% Black, 6% Asian, 1% American Indian.



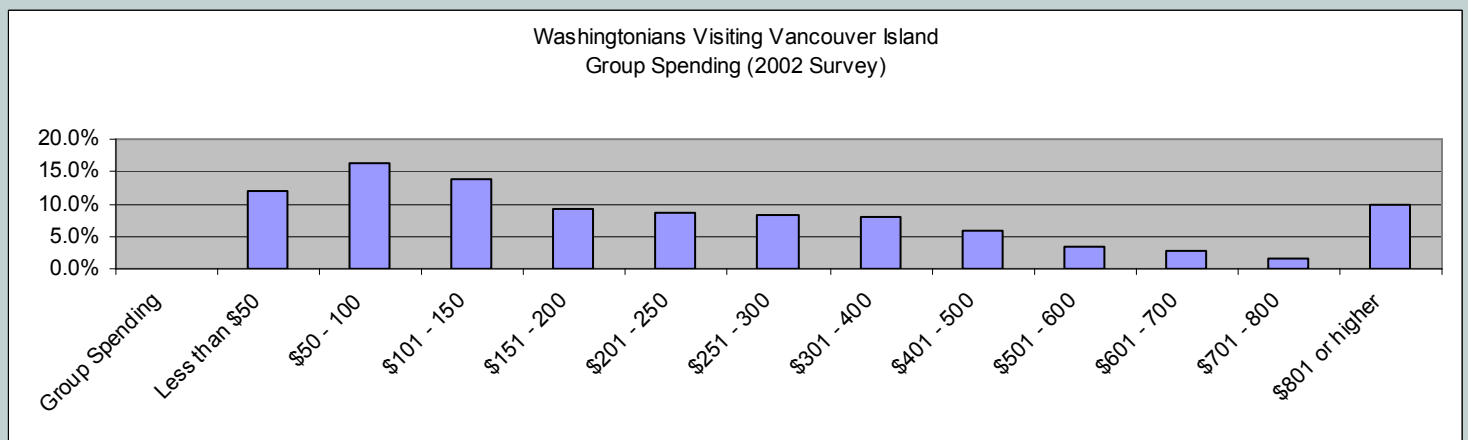
AGE	
35-44 yrs	23.4%
45-54 yrs	21.4%
65 +	18.5%
25-34 yrs	17.9%
55-64 yrs	13.0%
15-24 yrs	5.8%

- ◆ 63.3% of Population is over 35 yrs old:
- ◆ 3 Year Average Median Household Income \$50,885 US. Ranked 5th among the 17 US markets of interest to TAVI
- ◆ Morgan Quitno Press's annual education state rankings puts Washington as 30th smartest state. Of all the 17 US markets of interest to TAVI, Washington ranked 9th.

Predominant Occupations: 35.6% are Management, professional, and related occupations, 25.9% are Sales and office occupations.

## Washington Travellers:

- ◆ In 2006, TAVI received 840 inquiries from Washington. This represents the 2nd largest percentage of US inquiries (10.8%).
- ◆ Nights away from home (Washington visitors to Vancouver Island in 2002):  
37.4% 1-3 Nights, 26.6% 4-7 Nights, 19% 8-14 Nights, 17% 15 or more nights
- ◆ Washingtonians primarily travel to Vancouver Island in Summer (58.4%) and Spring (24.4%). August sees the most visits (29.6%)



- ◆ Trip Planning: 34.9% plan their trip one to six months, 27.5% between 1 week and 1 month.
- ◆ Transportation used by Washingtonians to travel to and from Vancouver Island: 32% vehicle on BC Ferry, 22.2% **personal boat**. Transportation used while on Vancouver Island or the Gulf Islands: 69.1% rental vehicle, 36.8% **boat**
- ◆ According to the Washington State Vehicle Record Management Unit, there are 269,189 registered pleasure boats.

## What do Washingtonians like to do?



Washington visitors to Vancouver Island surveyed in 2002 had visited/participated or planned to visit/planned to participate in:

Local Shops & Artisans 51%

**Parks** 42%

Museums 38%

**Beaches** 36%

**Hiking** 34%

Historic Sites 34%

**Wildlife Viewing** 32%

Art Galleries 33%

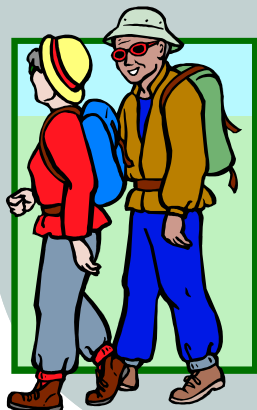
Shopping Malls 30%

Saltwater Fishing 24%



A 2003 report "Estimates of Future Participation in Outdoor Recreation in Washington State" lists the following categories of outdoor activities with the most promise for growth:

Activity	Estimated Growth	
	10 year Change	20 year change
<b>Walking</b>	23%	34%
<b>Nature activities</b>	23%	37%
<b>Visiting a beach</b>	21%	33%
Canoeing/Kayaking	21%	30%
Downhill Skiing	21%	No Estimate
Picnicking	20%	31%
Bicycle riding	19%	29%
Non-pool swimming	19%	29%
<b>Hiking</b>	10%	20%
Sightseeing	10%	20%
Motor Boating	10%	No Estimate
Outdoor team & individual sports	6%	12%



In 2006, Tourism Vancouver Island visitor inquiries from Washington reports the top categories requested as:

**Hiking/Walking Tours** 35%

**Marine Wildlife Watching** 38%

B&Bs/Cabins/Cottages/Vacation Homes 27% *←the highest % for this category among all US markets of interest to TAVI*

Hotels/Motels 26%

Family Activities 25%