FRIGHT NIGHTS VISITOR PROFILE

FRIGHT NIGHTS
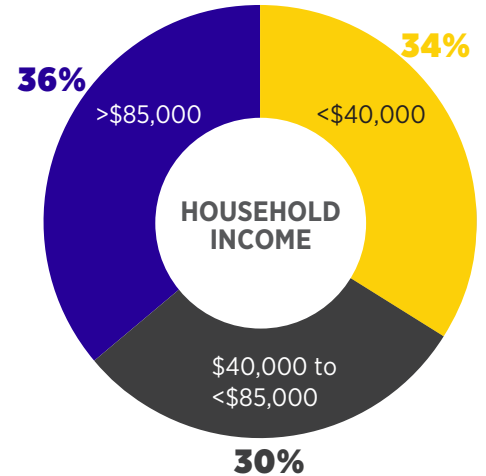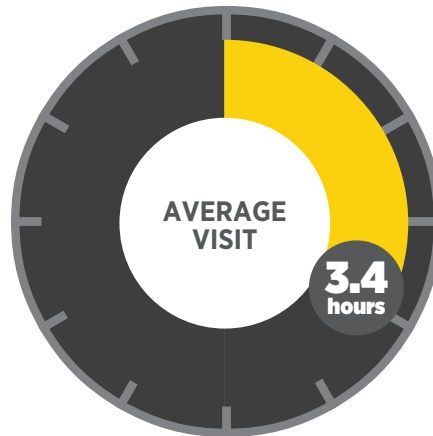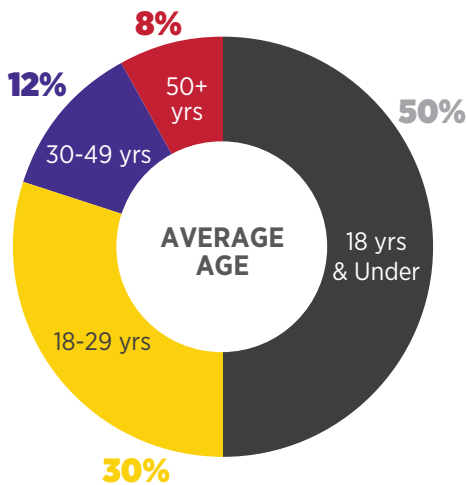
93,454
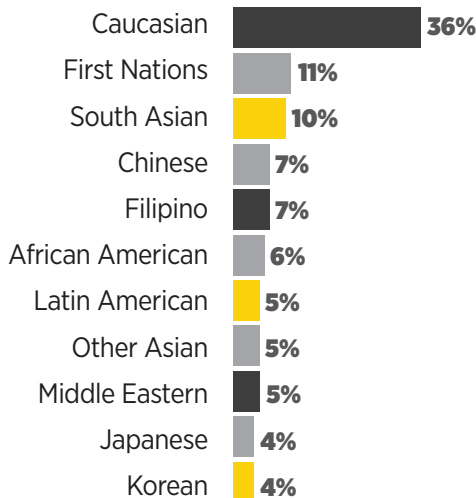
39% 50%
11% did not identify

WHY DO THEY COME?

1 **RIDES & HAUNTED ATTRACTIONS**

2 **HALLOWEEN SPIRIT**

3 **FAMILY ACTIVITY**

AVERAGE AGE

- 8% — 50+ yrs
- 12% — 30-49 yrs
- 30% — 18-29 yrs
- 50% — 18 yrs & Under

AVERAGE VISIT

3.4 hours

HOUSEHOLD INCOME

- 34% — <$40,000
- 30% — $40,000 to <$85,000
- 36% — >$85,000

CULTURAL BACKGROUND

Background	Percent
Caucasian	36%
First Nations	11%
South Asian	10%
Chinese	7%
Filipino	7%
African American	6%
Latin American	5%
Other Asian	5%
Middle Eastern	5%
Japanese	4%
Korean	4%

WHERE DO GUESTS LIVE?

- North Shore (North & West Vancouver) 9.1%
- Coquitlam/ Port Coquitlam/ Port Moody 10.5%
- Burnaby 11.4%
- Vancouver 26.4%
- Maple Ridge/ Pitt Meadows 5%
- Richmond 4.6%
- New Westminster 4.1%
- Langley 5%
- Delta 2.3%
- Surrey/ White Rock 20%
- Other 1.8%

HOW FAR WILL YOU REACH?

- Other In BC 11%
- Vancouver Island 5%
- Other Province In Canada 3%
- Lower Mainland (Metro Vancouver) 83%
- Outside Canada and USA 1%
- USA 1%

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