

The primary market for the event consists of residents of Vancouver who live within a reasonable distance to the venue.¹ According to Prizm CE there are 134,856 households who reside within the defined geographic boundaries. Of which, an overwhelming majority (75%) are considered Urban Young – in fact 100% of the households in Yaletown fall under the Urban Young group. The Urban Young group represents the primary target market.

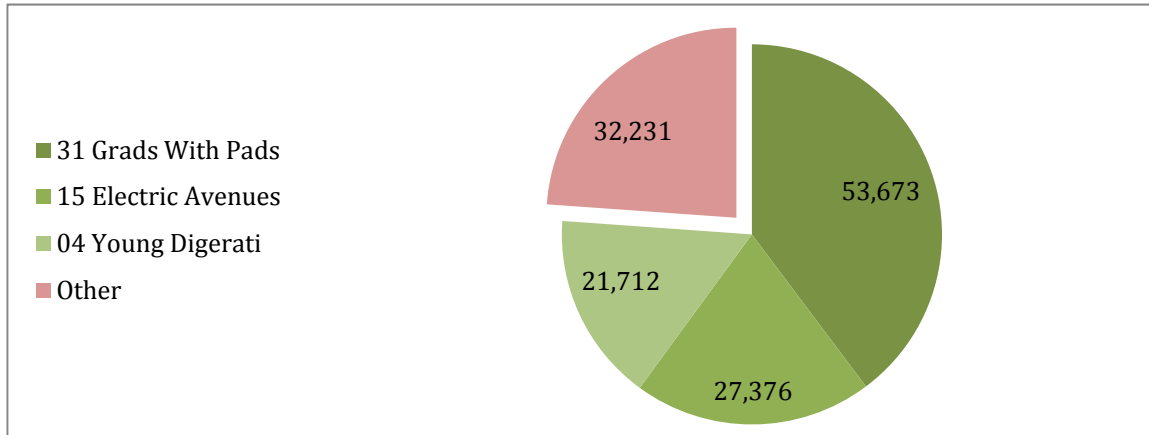


Figure 1: Target Market within defined geographic zone

Urban Young are the youngest residents of the nation. This household group includes three clusters; Young Digerati, Electric Avenues, and Grads with Pads. They are under 40 years old, university-educated singles and couples that tend to be upscale or middle class. Urban Young residents typically are night owls who frequent bars, health clubs, theatres and art galleries. They are generally early adopters who purchase the latest designer clothes and electronics. Most urban young tend to be community activists who volunteer for social causes and political groups aligned with their typical liberal views.

Table 1: Demographic/Psychographic Summary

Age:	25 to 40 years
Education Level:	University and/or Post diploma
Number of People per Household:	2
Lifestyle:	Frequent Bars, Health Clubs, Theatre, Art Galleries and live hip progressive lifestyle.
Purchase Power:	Income range \$54,349 to \$112,613 (Average Income: \$81,733 ²)
Types of Resident:	Generally Reside in Apartments
Mind Sets:	Generally early adopters, who purchase designer cloths and consumer electronics, tend to be community activist who volunteer.

¹ Please refer to Exhibit 4.4.1 Primary Target Market for further explanation.

² Average Income: 3 types of Urban Young : Grad and Pad: \$54,349, Electric Avenue: \$ 78,357, Young Digerati: \$112,613

4.4.1 Grads with Pads (31)

This cluster of the Urban Young represents more than one in three households (40%). Grads with Pads (herein GP) live a liberal lifestyle. The cluster is made up by a progressive mix of well-educated singles, students and recent grads, service workers and professionals living in apartments. Many GP recently moved in to their apartments within the last year typically looking for more convenient access to nearby jobs. GP are frequent travelers who are willing to spend more than \$3,000 per trip. While at home, they enjoy surfing on the internet, cooking gourmet meals, listening to music and reading a good book. When GP does turn to watching TV, they enjoy programs with satiric edge such as *scrubs*, *how I met your mother*, *the big bang theory* and *house*. Unlike other clusters within the Urban Young group, GP do not frequent nightclubs as often; they prefer entertaining at home and attending concerts.

GP attitudes:

- "I prefer to be with people in my own age group; everything is simpler and I feel more comfortable"
- "From time to time, I'd like to do things that are dangerous or forbidden, just for the sake of the risk and the sensation"
- "The use of marijuana should be legalized in Canada"
- "I've been active in a social issue"
- "Drinking is a part of my lifestyle"

4.4.2 Electric Avenues (15)

These young upper middle class urban singles represent the second largest cluster within the geographic region, accounting for one in five households (20%). They have white-collar jobs and pursue Yuppie lifestyles. While residents have only slightly above-average household income, their spending power is greater as they do not have children. Electric Avenues, (herein EA), spend their disposable income on travel, computers, jazz concerts, and yoga. EA are more likely to spend their disposable income at restaurants rather than at grocery stores. Like most of the urban young, this group enjoys the Yuppie lifestyle; participating in leisure activities such as yoga, museums, nightclubs, film festivals, and spas. Most of EA households do not own vehicles, those who do generally lease coupe or hatchback and prefer Volkswagen models.

EA attitudes:

- "My confidence is greatly enhanced when I know I look my best"
- "I am willing to pay more for environmentally-friendly products"
- "I am very interested in more exotic, unfamiliar destinations"
- "The use of marijuana should be legalized in Canada"

4.4.3 Young Digerati (04)

According to Prizm, the third largest defined cluster group is Young Digerati (herein YD) (16.4%). As a side note, nearly half of all households in Yaletown are members of YD. This cluster is considered young and well-off urban trendsetters. This cluster of the

urban young consists of tech-savvy individuals living in fashionable in-town neighborhoods. As with all urban young, they generally hold university degrees and pursue technology and information-intensive lifestyles. With household income averaging more than \$112,000, YDs are big purchasers of laptops, DVD players and digital cameras. YD enjoy activities such as tennis, snowboarding, art galleries, wines and cheese shows. This clusters consumption includes clothes, laptop/notebooks, dry cleaning and health food.

YD attitudes:

- "I like activities which push my mental and physical limits"
- "I am prepared to pay more for products that are a little bit different from those one sees all over"
- "There should be more public funding for the arts"
- "I feel that I am more a citizen of the world than a citizen of my country"
- "New technologies are solving more problems than they are causing"

4.4.4 Secondary Target Market: Tourists

Tourism represents one of British Columbia's largest economic activities, creating over \$8 billion in revenue during 2008. Yaletown is one of Vancouver's "points of interest" - tourists represent a potential secondary market. The key attractions of the area consist of the turn-of-the-century architecture as well as the shopping and dining.

The typical tourist will be from Canada and will be staying downtown Vancouver – within walking distance to the event. They're visit will last less than four days. There will be two adults, and they will be visiting the city to go shopping, sightseeing and to visit friends. Each visitor will spend just under \$100 on retail goods while visiting the city.

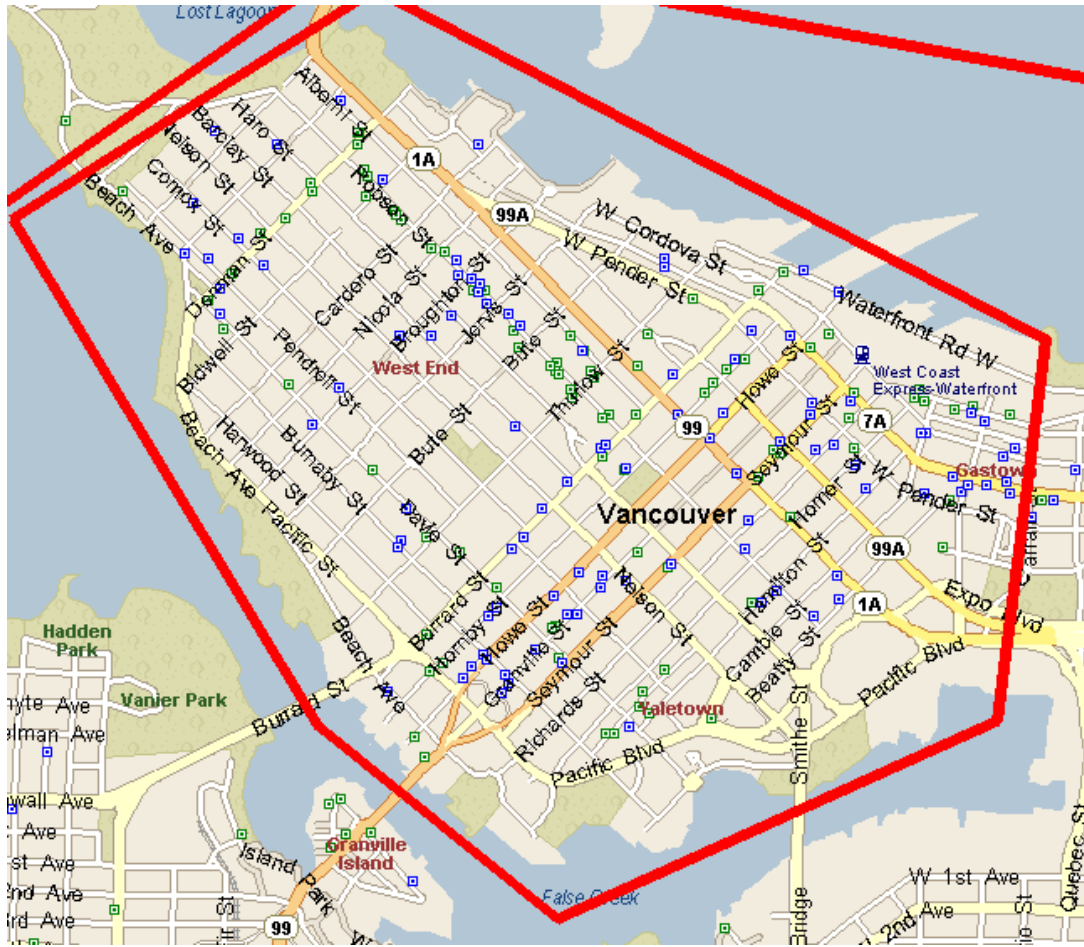


Figure 3: Map of Downtown Vancouver Target Geographic boundaries

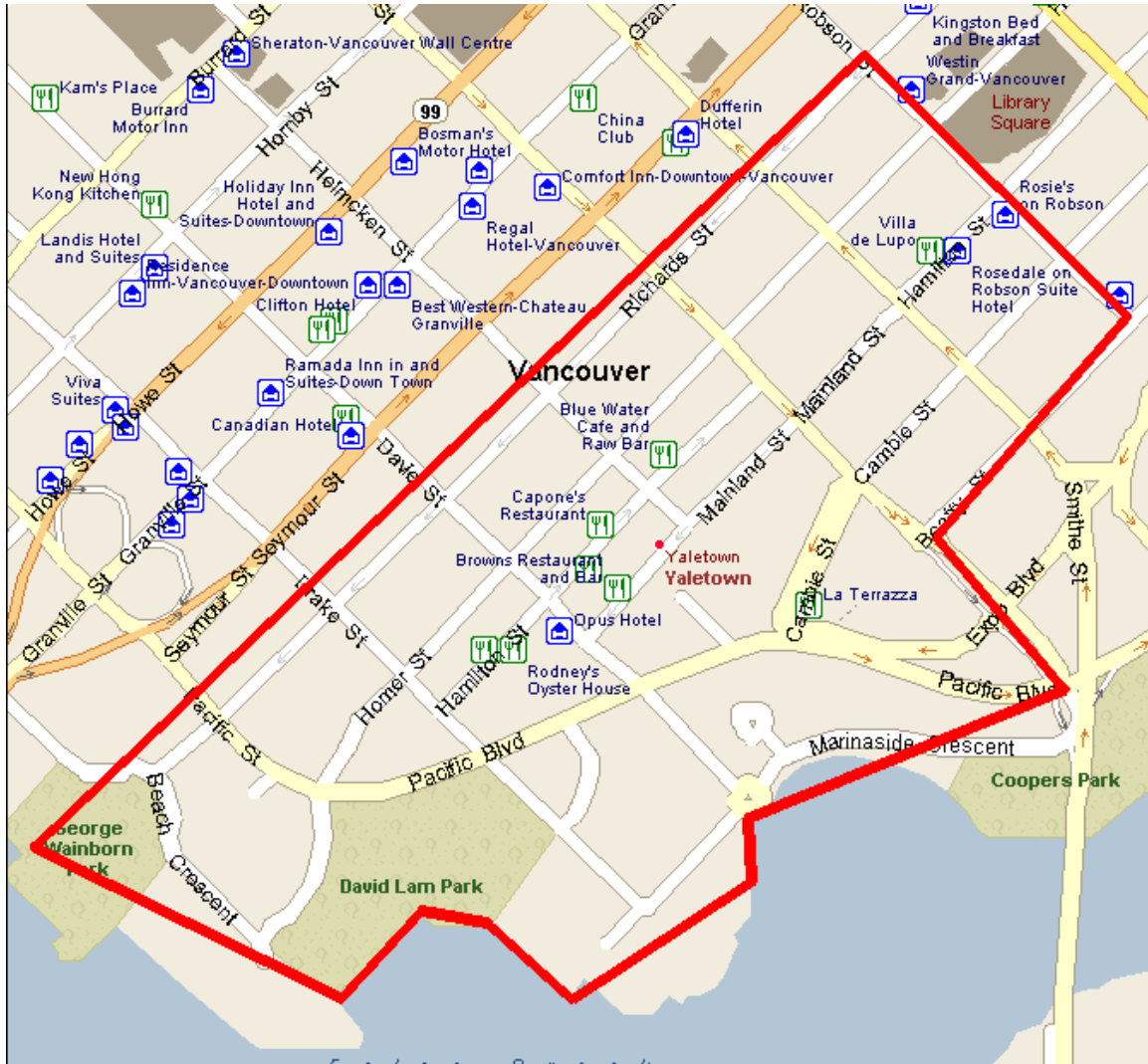


Figure 4: Map of Yaletown

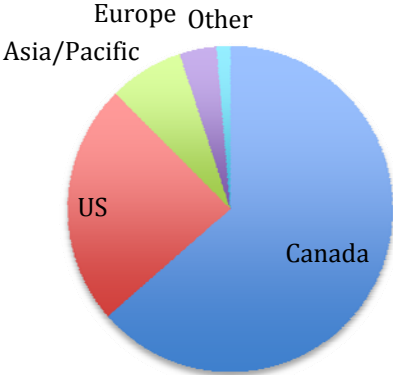
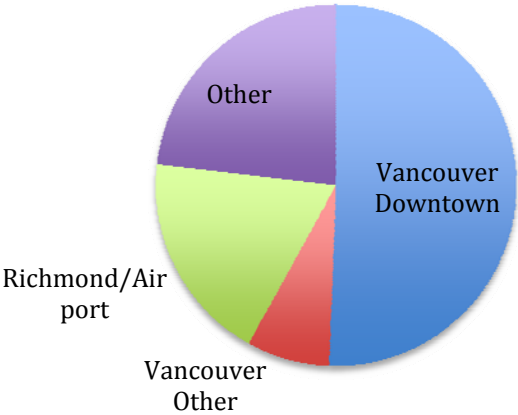
Table 2: Summary Clusters by Community

Cluster	Yaletown	Downtown (including Yaletown)	Vancouver (Macdonald to Commercial to West 16 th , including downtown and Yaletown)	Total
U2 Urban Young	6,854	40,742	61,074	101,816
U7 Urban Downscale	0	3,472	17,565	21,038
U5 Urban Downscale Ethnic	0	2,297	7,413	9,710
U1 Urban Elite	0	0	1,349	1,349
U3 Urban Upscale Ethnic	0	0	674	674
U4 Urban Mix	0	0	270	270
Total Households	6,854	53,419	81,437	134,856

Source:

PRIZM CE

Secondary Market Data: tourists

<p><i>Origin (who)</i></p>	<p style="text-align: center;">Vancouver visitor mix (April 2008)</p>  <p>Europe Other Asia/Pacific US Canada</p>
<p>Accommodation Location (where)</p>	<p style="text-align: center;">Greater Vancouver hotel distribution</p>  <p>Other Vancouver Downtown Richmond/Airport Vancouver Other Vancouver</p>
<p>Duration of visit:</p>	<p>Three days or less (66%)</p>
<p>Size of party:</p>	<p>2 or less (71%)</p>
<p>Top three trip activities:</p>	<p>1.. Shopping (69%) 2. Sightseeing (62%) 3. Visit Friends (55%)</p>
<p>Average retail spending (per tourist):</p>	<p>\$98.09 (19%/total spending)</p>