

METRO VANCOUVER RESTAURANT PROFILE



Restaurant Market Profile 2010

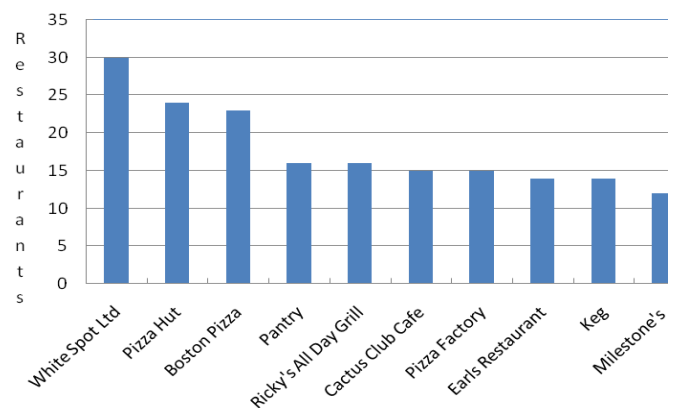
The purpose of this report is to describe and detail the growth of the Metro Vancouver restaurant market, that has taken place over the last five years, from 2004 to 2009. If you are looking for a location to open or expand your restaurant, this report will provide helpful information that, combined with primary research that every entrepreneur should conduct, will improve the chances of business success. This report will not be able to tell you where to locate your restaurant but it will **help** you decide on a location.

This report is based on the measure of full-service restaurants, defined as establishments that require you to pay for your food at the end of your meal. Statistics are included on which areas of Metro Vancouver have the most restaurants. In addition, the report outlines areas of substantial growth in the number of restaurants, number of businesses and population. Eateries, defined as food services that charge the customer prior to eating, are not included in this report. Separate research has been conducted on this type of business. Please contact Small Business BC if you are interested in gaining market research information on any particular business type.

Restaurant Market Fast Facts

- ❖ 2009 Metro Vancouver Restaurant Locations: Approximately 4,300
- ❖ The number of restaurants grew by 900 between 2004 and 2009 in Metro Vancouver
- ❖ Largest restaurant chain: White Spot with over 30 locations.
- ❖ Postal code with the most restaurants: V6X in Richmond with 297 locations.
- ❖ Postal code with the biggest increase in the number of restaurants: V6X in Richmond with 62 new locations
- ❖ Fastest Growing postal code in the top ten growth postal codes, V6R on the West Side of Vancouver. A 61% growth rate for the 5 year period
- ❖ Surrey reported the largest increase in the prime restaurant spending age group, 15-54 years of age, with an increase of 24,571 for 2004 to 2009.

Figure 1
 2009 Metro Vancouver Restaurant Locations



Total Number of Restaurants in 2009, 4,290