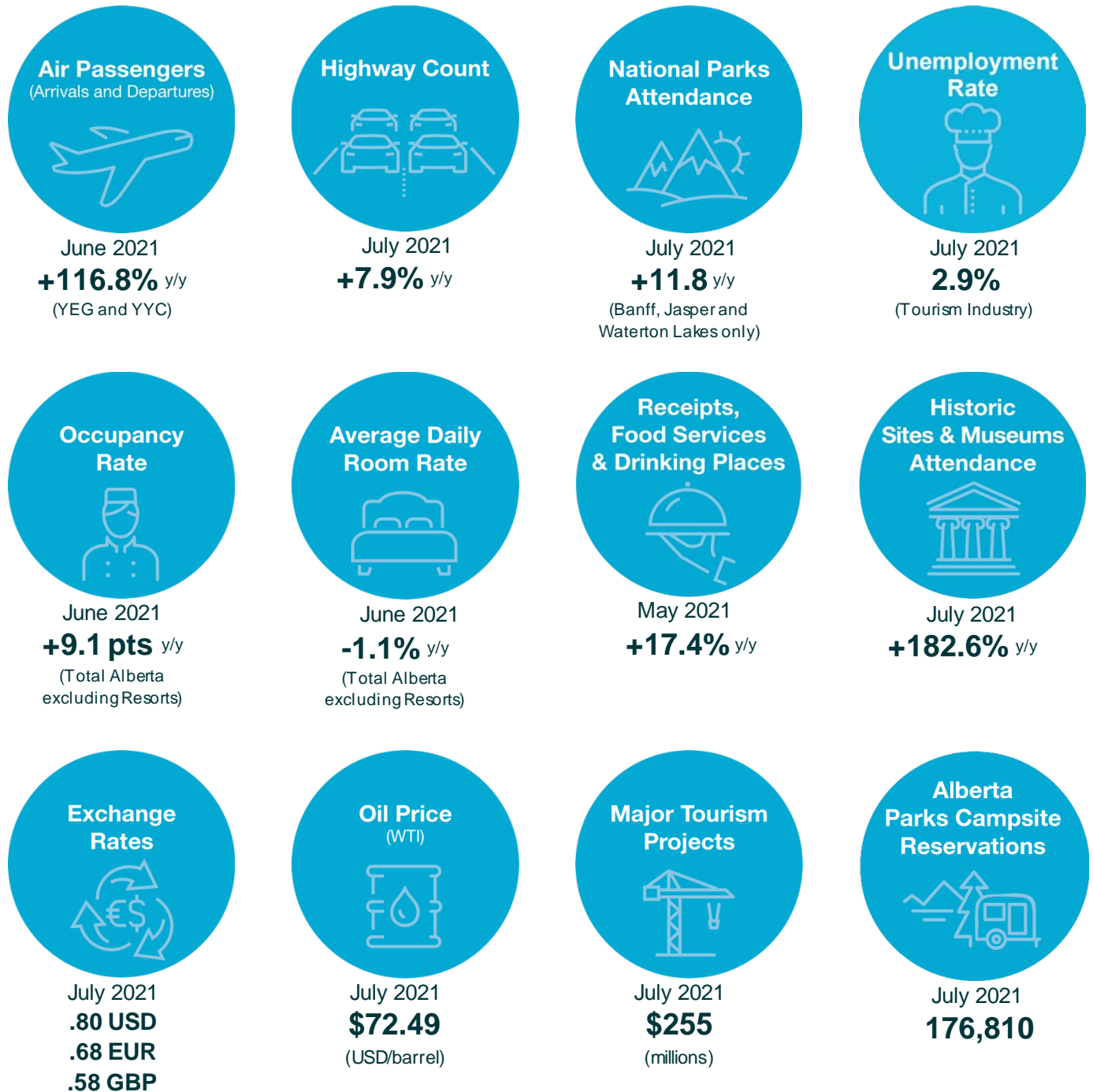


Alberta Tourism Market Monitor August 2021



Please note: Alberta announced the first case of COVID-19 on March 5 and declared a public health state of emergency on March 17, 2020. Public health measures in effect at various times during 2020 and early 2021 led to travel restrictions, capacity-reducing health restrictions, and closures of national parks, historic sites, museums, and tourism-related businesses at various points during the pandemic. Alberta lifted most public health restrictions when we entered Stage 3 of the Open for Summer Plan on July 1, 2021.

| | Jan. | Feb. | Mar. | Apr. | May | June | July | August | Sept. | Oct. | Nov. | Dec. | Yr-to-Date |
|--|----------|----------|----------|----------|----------|----------|------|--------|-------|------|------|------|------------|
| Alberta Resorts Occupancy Rate | 20.5% | 33.0% | 40.0% | 28.8% | 17.4% | 30.4% | | | | | | | 28.2% |
| Point change from 2020 | -29.6 | -26.6 | 15.3 | 21.8 | 0.5 | 0.6 | | | | | | | -5.9 |
| Average daily room rate | \$189.46 | \$214.78 | \$210.49 | \$216.29 | \$218.53 | \$272.89 | | | | | | | \$221.68 |
| Variance from 2020 | -20.7% | -12.2% | -5.6% | 121.3% | 128.2% | 35.2% | | | | | | | 0.3% |
| Revenue per available room | \$38.77 | \$70.87 | \$84.12 | \$62.28 | \$38.10 | \$83.03 | | | | | | | \$62.62 |
| Other Alberta ^b Occupancy Rate | 24.1% | 29.6% | 33.3% | 32.1% | 30.8% | 38.5% | | | | | | | 31.4% |
| Point change from 2020 | -14.1 | -15.5 | 2.5 | 16.9 | 8.8 | 9.6 | | | | | | | 1.1 |
| Average daily room rate | \$103.13 | \$105.23 | \$104.31 | \$103.84 | \$102.04 | \$104.97 | | | | | | | \$103.96 |
| Variance from 2020 | -9.7% | -9.3% | -6.4% | 2.6% | -2.5% | -0.8% | | | | | | | -6.1% |
| Revenue per available room | \$24.89 | \$31.12 | \$34.71 | \$33.29 | \$31.45 | \$40.44 | | | | | | | \$32.65 |
| Total Alberta (excl. Resorts) Occupancy Rate | 19.9% | 24.4% | 28.2% | 28.2% | 26.1% | 33.3% | | | | | | | 26.7% |
| Point change from 2020 | -21.6 | -24.9 | -1.2 | 15.5 | 8.5 | 9.1 | | | | | | | -3.2 |
| Average daily room rate | \$97.28 | \$100.39 | \$100.93 | \$101.04 | \$99.77 | \$102.16 | | | | | | | \$100.47 |
| Variance from 2020 | -20.1% | -19.3% | -14.4% | 2.9% | -1.4% | -1.1% | | | | | | | -13.5% |
| Revenue per available room | \$19.36 | \$24.50 | \$28.48 | \$28.49 | \$26.08 | \$34.03 | | | | | | | \$26.82 |

| Accommodation Indices for Selected Cities or Towns ⁷ 2021 | | | | | | | | | | | | | |
|--|------|----------|---------|--------------|----------|---------|---------------|------|----------|---------|--------------|----------|---------|
| Occ%= Occupancy Rate ADR= Average Daily Room Rate RevPar= Revenue Per Available Room | June | | | Year-To-Date | | | | June | | | Year-To-Date | | |
| | Occ% | ADR | RevPar | Occ% | ADR | RevPar | | Occ% | ADR | RevPar | Occ% | ADR | RevPar |
| Airdrie | 37.9 | \$88.18 | \$33.38 | 31.2 | \$82.36 | \$25.70 | Banff | 24.5 | \$254.34 | \$62.41 | 25.7 | \$196.05 | \$50.46 |
| Bonnyville | 39.5 | \$83.19 | \$32.86 | 31.5 | \$80.45 | \$25.33 | Canmore | 35.9 | \$192.78 | \$69.16 | 35.7 | \$154.32 | \$55.08 |
| Drayton Valley | 37.4 | \$100.90 | \$37.77 | 43.5 | \$100.11 | \$43.55 | Drumheller | 32.8 | \$130.94 | \$42.95 | 19.7 | \$118.26 | \$23.26 |
| Edson | 51.1 | \$108.76 | \$55.53 | 48.4 | \$108.51 | \$52.47 | Fort Mac | 39.4 | \$126.54 | \$49.90 | 39.6 | \$126.09 | \$49.88 |
| Fort Saskatchewan | 30.2 | \$92.69 | \$28.01 | 22.5 | \$92.19 | \$20.72 | Gr. Prairie | 44.0 | \$119.71 | \$52.70 | 37.4 | \$121.21 | \$45.34 |
| High Level ^d | n/a | n/a | n/a | n/a | n/a | n/a | Hinton | 42.1 | \$103.45 | \$43.54 | 34.2 | \$94.76 | \$32.37 |
| Jasper | 24.0 | \$163.63 | \$39.33 | 37.6 | \$137.25 | \$51.55 | Leduc | 25.7 | \$77.14 | \$19.79 | 21.3 | \$78.79 | \$16.79 |
| Lethbridge | 30.1 | \$94.05 | \$28.34 | 24.3 | \$92.96 | \$22.55 | Lloydminster | 38.0 | \$105.83 | \$40.23 | 29.7 | \$103.99 | \$30.84 |
| Med. Hat | 37.5 | \$98.94 | \$37.09 | 29.6 | \$96.01 | \$28.40 | Nisku | 28.2 | \$75.92 | \$21.42 | 22.6 | \$75.27 | \$17.01 |
| Red Deer | 25.4 | \$92.26 | \$23.45 | 20.5 | \$89.80 | \$18.43 | Sherwood Pk. | 37.4 | \$84.63 | \$31.62 | 27.4 | \$87.63 | \$24.03 |
| Whitecourt | 44.7 | \$98.05 | \$43.82 | 30.9 | \$94.76 | \$29.28 | Total Alberta | 32.9 | \$118.50 | \$38.93 | 27.1 | \$114.95 | \$31.18 |

Sources: CBRE Hotels Trends in the Hotel Industry National Market Report and STR Inc.

Food Services and Drinking Places 2021 (\$ Millions) unadjusted⁸

| | | | | | | | | | | | | | |
|----------------------------|---------|----------|----------|----------|----------|--|--|--|--|--|--|--|----------|
| Total Receipts for Alberta | \$475.9 | \$542.65 | \$689.21 | \$597.28 | \$581.98 | | | | | | | | \$577.40 |
| Per cent change from 2020 | -35.3% | -27.5% | 29.8% | 72.5% | 17.4% | | | | | | | | 1.0% |

Historic Sites and Museums 2021 (000's of visitors)⁹

| | | | | | | | | | | | | | |
|---------------------------------|---------|---------|---------|---------|---------|-------|--|--|--|--|--|--|--------|
| Visitor Attendance ^a | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 28.9 | | | | | | | 28.9 |
| Per cent change from 2020 | -100.0% | -100.0% | -100.0% | -100.0% | -100.0% | 31.5% | | | | | | | -77.0% |

Exchange Rates 2021¹⁰

| | | | | | | | | | | | | | |
|--------------------------------------|------|------|------|------|------|------|------|--|--|--|--|--|------|
| Canadian Dollar / U.S. Dollar (noon) | 0.79 | 0.79 | 0.80 | 0.80 | 0.82 | 0.82 | 0.80 | | | | | | 0.80 |
| Canadian Dollar / Euro | 0.65 | 0.65 | 0.67 | 0.67 | 0.68 | 0.68 | 0.68 | | | | | | 0.67 |
| Canadian Dollar / British Pounds | 0.58 | 0.57 | 0.57 | 0.58 | 0.59 | 0.58 | 0.58 | | | | | | 0.58 |

Oil Price: Western Texas Intermediate (WTI) 2021¹¹

| | | | | | | | | | | | | | |
|---|-------|-------|-------|-------|-------|-------|-------|--|--|--|--|--|-------|
| Cushing, OK Spot Price (U.S. Dollar per barrel) | 52.00 | 59.04 | 62.33 | 61.72 | 65.17 | 71.38 | 72.49 | | | | | | 63.45 |
|---|-------|-------|-------|-------|-------|-------|-------|--|--|--|--|--|-------|

Major Tourism Projects Valued \$5 million or Greater 2021 (\$ Millions)¹²

| | | | | | | | | | | | | | |
|---|-------|-------|-------|-------|-------|-------|-------|--|--|--|--|--|-------|
| Total Value of Hotel Projects Inventory | \$301 | \$301 | \$289 | \$255 | \$255 | \$255 | \$255 | | | | | | \$255 |
|---|-------|-------|-------|-------|-------|-------|-------|--|--|--|--|--|-------|

Alberta Provincial Parks Campsite Reservations 2021¹³

| | | | | | | | | | | | | | |
|--|----|-----|--------|--------|---------|---------|---------|--|--|--|--|--|---------|
| Reservations made on Reserve.AlbertaParks.ca | 62 | 181 | 67,645 | 61,310 | 135,190 | 114,013 | 176,810 | | | | | | 290,823 |
|--|----|-----|--------|--------|---------|---------|---------|--|--|--|--|--|---------|

Sources: Statistics Canada, Alberta Culture, Multiculturalism and Status of Women, Bank of Canada, WTI, Government of Alberta, Alberta Environment and Parks.

^a Year-over-year change for April and May in 2021 are not available since all national parks were closed in April and May 2020.

^b Other Alberta includes Lethbridge, Red Deer and other Alberta communities.

^c Per STR's data reporting guidelines, they only report properties as closed if they were closed for a full calendar month (i.e. March 1 – March 31). If a property was open March 1-14, but closed March 15-31, they would consider that property open for the full month. STR's full Data Reporting Guidelines are available here: https://str.com/sites/default/files/2019-11/str-data-reporting-guidelines-english_0.pdf.

^d Data for High Level in March is not available due to there being less than the required 4 reporting properties.

^e All historical sites and museums were closed effective Dec 13, 2020 due to provincewide mandatory restrictions.

Note: New monthly figures are shown in bold type. Revisions will be bolded.
r=revised p=preliminary

1. Air Passengers - Numbers are preliminary estimates of air passenger arrivals and departures at the Edmonton International and Calgary International Airports. Since September 2015, total domestic passengers at Fort McMurray International Airport has been added, which comprise commercial and charter passengers.
Source: Edmonton International Airport, Calgary International Airport and Fort McMurray International Airport websites.

2. Highway Traffic - These are monthly totals. The monthly average daily traffic (average number of vehicles per day) is calculated by dividing the monthly total by the number of days in the month passing the counter locations and in the direction indicated for a particular month. Automatic Traffic Recorders count all vehicles by direction. Year to date is a cumulative total for all vehicles.

Source: Alberta Transportation's Automatic Traffic Recorders (ATR). <https://www.alberta.ca/highway-traffic-counts.aspx>

3. National Park Attendance - Attendance is reported as the number of visits to National Parks in Alberta. Data are preliminary unless otherwise noted.

Banff National Park and Jasper National Park reflect independent travellers only and do not include people travelling as part of a tour group. Tour group data is included in the annual edition of Market Monitor.

Source: Parks Canada.

4. Employment Food and Accommodation Sector - The employment figure represents all persons who worked for pay, profit or unpaid work in the food services and accommodation sector, including businesses or other ventures owned or operated by a related family member(s) during the reference period of the survey. The year-to-date total is an average for the year.

Source: Statistics Canada, Labour Force Survey.

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1410035501>

5. Tourism Unemployment - The unemployment rate is calculated as number of unemployed persons expressed as a percentage of the labour force in tourism industry.

Source: Tourism HR Canada.

6. Accommodation Indices for Major Regions - Occupancy rates and average daily room rates are based on monthly averages of all reporting hotels, motels and motor hotels in each designated region. Alberta Resorts includes the resort communities of Banff, Lake Louise, Kananaskis, Canmore and Jasper.

Revenue per available room is calculated using the occupancy rate and average daily room rate.

Source: CBRE Hotels Trends in the Hotel Industry National Market Report, with reproduction and use of information subject to CBRE Disclaimer and Restrictions as detailed at

<https://www.cbre.ca/en/real-estate-services/business-lines/valuation-and-advisory-services/hotels-valuation-and-advisory-services/disclaimer>

7. Accommodation Indices for Selected Cities or Towns - Destination reports are publications of Smith Travel Research Inc. (STR). Terms and conditions governing the ownership, distribution and use of these Destination Reports and their contents include that no historic data can be published, only current month and year-to-date data.

Source: STR, LLC. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

8. Food Services and Drinking Places - The monthly survey of Food Services and Drinking Places provides estimates of the value of sales and the number of locations of restaurants, caterers, and drinking places by province and by industry at the North American Industry Classification System (NAICS) four-digit level. Includes total receipts from restaurants, caterers and taverns for chain and independent establishments. The target population is the three-digit NAICS level of 722, which includes: full-service restaurants, limited service eating places, special food places and drinking places. The year-to-date total is an average for the year.

Source: Statistics Canada, Food Services and Drinking Places.

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=2110001901>

9. Historic Sites and Museums - Visitor attendance figures are monthly totals based on 18 historic sites and museums. The Royal Alberta Museum opened on Oct 3, 2018 after closure on December 6, 2015. Data for Brooks Aqueduct is no longer collected starting June 2018.
Source: Alberta Culture, Multiculturalism and Status of Women.

10. Exchange Rate - This is the average monthly exchange rate.
Source: Bank of Canada.

<https://www.bankofcanada.ca/rates/exchange/monthly-exchange-rates/>

11. Western Texas Intermediate - This is the average monthly oil price.
Source: Cushing, OK WTI Spot Price FOB.

<https://www.eia.gov/dnav/pet/hist/LeafHandler.ashx?n=PET&s=RWTC&f=M>

12. Major Hotel Projects in Alberta - This is the inventory of hotel projects in Alberta, including new hotels and renovations valued at \$5 million or greater. It is not a complete list of hotel projects. The project stages included in the reported number are: announced, under construction and completed. If the project is completed, it will be removed from the inventory after 30 days from completion. More information on other tourism and recreation projects is available on the website provided below.

Source: Government of Alberta. <http://majorprojects.alberta.ca/>

13. Alberta Provincial Parks Campsite Reservations - Individual campsites, group camping areas, comfort camping and backcountry camping reservations are included. Note that reservation statistics reflect the month the reservation was made, and not the date of stay. Only sites available on the Reserve.AlbertaParks.ca are captured. Non-reservable sites that are First Come First Served and sites available for phone-in reservation only are not captured and thus not reflected.

Source: Alberta Environment and Parks.

Aug 2021