

Alberta Tourism

Market Monitor August 2022



June 2022
+341.0% y/y
(YEG and YYC)



July 2022
+107.0% y/y



July 2022
+4.9% y/y
(Banff, Jasper and Waterton Lakes only)



July 2022
5.3%
(Tourism Industry)



June 2022
+27.4 pts y/y
(Total Alberta excluding Resorts)



June 2022
+32.7% y/y
(Total Alberta excluding Resorts)



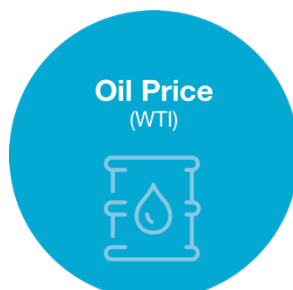
May 2022
+62.7% y/y



July 2022
28.4% y/y



July 2022
.77 USD
.76 EUR
.64 GBP



July 2022
\$101.62
(USD/barrel)



July 2022
\$87
(millions)



July 2022
40,707

Please note: Alberta announced the first case of COVID-19 on March 5, 2020, and declared a state of public health emergency on March 17, 2020. Public health measures in effect at various times in 2020-2022 led to travel restrictions, capacity-reducing health restrictions, and closures of national parks, historic sites, museums, and tourism-related businesses. Most provincial public health measures were lifted on March 1, 2022. ©2022 Government of Alberta | Published: August 2022 | For more information, email tourism.research@gov.ab.ca

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
Alberta Resorts Occupancy Rate	34.1%	50.1%	57.4%	49.3%	54.7%	73.3%							53.1%
Point change from 2021	13.7	17.1	17.5	20.3	37.3	42.7							24.7
Average daily room rate	\$249.82	\$276.46	\$269.45	\$268.62	\$332.32	\$471.83							\$326.63
Variance from 2021	31.6%	28.7%	28.1%	25.2%	52.1%	71.6%							46.2%
Revenue per available room	\$85.27	\$138.52	\$154.72	\$132.45	\$181.78	\$345.90							\$173.54
Other Alberta ^a Occupancy Rate	38.0%	46.5%	50.2%	47.8%	51.2%	57.0%							48.5%
Point change from 2021	13.9	17.0	17.0	15.8	20.5	18.4							17.1
Average daily room rate	\$111.88	\$113.91	\$115.98	\$114.36	\$117.43	\$120.38							\$115.99
Variance from 2021	8.6%	8.2%	11.4%	10.1%	15.2%	14.9%							11.7%
Revenue per available room	\$42.49	\$52.98	\$58.22	\$54.67	\$60.16	\$68.63							\$56.23
Total Alberta (excl. Resorts) Occupancy Rate	33.1%	41.9%	49.6%	52.9%	56.0%	60.6%							49.1%
Point change from 2021	13.3	17.5	21.5	24.8	29.9	27.4							22.5
Average daily room rate	\$110.63	\$114.69	\$120.21	\$122.71	\$129.21	\$135.43							\$123.71
Variance from 2021	13.8%	14.3%	19.2%	21.3%	28.4%	32.7%							23.0%
Revenue per available room	\$36.59	\$48.03	\$59.66	\$64.92	\$72.39	\$82.13							\$60.72

Accommodation Indices for Selected Cities or Towns^b 2022⁷

Occ%= Occupancy Rate Room Rate Available Room	ADR= Average Daily RevPar= Revenue Per	June			Year-To-Date				June			Year-To-Date		
		Occ%	ADR	RevPar	Occ%	ADR	RevPar		Occ%	ADR	RevPar	Occ%	ADR	RevPar
Airdrie		53.6	\$120.12	\$64.38	43.4	\$108.10	\$46.93	Banff & Lake Louise	74.3	\$452.58	\$336.40	57.1	\$295.38	\$168.66
Bonnyville		58.2	\$92.71	\$53.96	47.7	\$91.03	\$43.39	Canmore	76.9	\$291.92	\$224.50	58.3	\$197.57	\$115.19
Drayton Valley		49.2	\$110.12	\$54.17	65.4	\$108.14	\$70.77	Drumheller	71.4	\$147.99	\$105.65	47.1	\$129.07	\$60.81
Edson		63.5	\$122.03	\$77.46	65.0	\$118.48	\$77.04	Fort Mac	45.6	\$135.16	\$61.64	41.6	\$131.80	\$54.77
Fort Saskatchewan		38.7	\$106.38	\$41.14	36.8	\$104.41	\$38.37	Gr. Prairie	62.1	\$126.88	\$78.77	55.0	\$127.14	\$69.98
High Level ^c		n/a	n/a	n/a	n/a	n/a	n/a	Hinton	76.0	\$151.40	\$115.01	49.1	\$115.31	\$56.59
Jasper		69.0	\$342.22	\$236.09	51.4	\$237.57	\$122.03	Leduc	51.1	\$89.33	\$45.63	45.2	\$84.09	\$38.02
Lethbridge		51.6	\$115.89	\$59.77	51.3	\$115.01	\$58.96	Lloydminster	51.8	\$125.26	\$64.87	47.7	\$117.89	\$56.25
Med. Hat		72.3	\$105.57	\$76.30	52.3	\$104.46	\$54.67	Nisku	58.4	\$94.48	\$55.20	46.7	\$91.07	\$42.50
Red Deer		50.3	\$106.86	\$53.75	42.2	\$107.80	\$45.51	Sherwood Pk.	51.6	\$111.22	\$57.43	48.2	\$102.15	\$49.20
Whitecourt		46.0	\$101.54	\$46.68	53.0	\$98.58	\$52.21	Total Alberta	62.1	\$178.92	\$111.18	50.2	\$147.59	\$74.14

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

Food Services and Drinking Places 2022 (\$ Millions) unadjusted⁸

Total Receipts for Alberta	669.70r	724.15r	863.82r	875.95r	956.41p								818.01p
Per cent change from 2021	39.3%	32.8%	24.6%	44.9%	62.7%								40.5%

Historic Sites and Museums 2022 (000's of visitors)⁹

Visitor Attendance ^d	9.3p	25.9p	32.9p	41.5p	65.7p	127.2p	169.9p						472.4
Per cent change from 2021	n/a	n/a	n/a	n/a	n/a	119.9%	28.4%						193.2%

Exchange Rates 2022¹⁰

Canadian Dollar / U.S. Dollar (noon)	0.79	0.79	0.79	0.79	0.78	0.78	0.77						0.78
Canadian Dollar / Euro	0.70	0.69	0.72	0.73	0.74	0.74	0.76						0.73
Canadian Dollar / British Pounds	0.58	0.58	0.60	0.61	0.63	0.63	0.64						0.61

Oil Price: Western Texas Intermediate (WTI) 2022¹¹

Cushing, OK Spot Price (U.S. Dollar per barrel)	83.22	91.64	108.5	101.78	109.55	114.84	101.62						101.59
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Major Tourism Projects Valued \$5 million or Greater 2022 (\$ Millions)¹²

Total Value of Hotel Projects Inventory	\$208	\$208	\$208	\$208	\$208	\$202	\$87						\$87
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Alberta Provincial Parks Campsite Reservations 2022¹³

Reservations made on Reserve.AlbertaParks.ca	3,759	12,661	27,956	42,763	48,123	41,197	40,707						217,166
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Sources: Statistics Canada, Alberta Culture, Multiculturalism and Status of Women, Bank of Canada, WTI, Government of Alberta, Alberta Environment and Parks.

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

^b 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.

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

^d All historical sites and museums were closed on Dec 13, 2020 due to province-wide public health restrictions. Historical sites and museums reopened on June 10, 2021.

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/tb1/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/Operations Report with reproduction and use of information subject to CBRE Limited Disclaimer / Terms of Use 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/tb1/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.