

Tourism in Alberta South Tourism Region 2013

A Summary of 2013 Visitor Numbers, Expenditures and Characteristics September 2016

Introduction

Whether to see their friends and relatives, for business or for pleasure, 4.44 million total visits were made in 2013 to destinations in the Alberta south tourism region by residents of Alberta, other parts of Canada, the United States and overseas countries.

To better understand the volume and characteristics of these visitors, Alberta Culture and Tourism has prepared special analyses of the 2013 Travel Survey of Residents of Canada (TSRC) and the 2013 International Travel Survey (ITS), which are both conducted by Statistics Canada. These consumer surveys provide tourism information for travel in Alberta by Canadians and trips to the province made by visitors from the U.S. and overseas. Data in this publication includes same-day and overnight trips for Albertans and residents from other parts of Canada, and overnight trips only for U.S. and overseas visitors.

Readers are cautioned that estimates for 2013 are not comparable with previous years (2012 and earlier), as Statistics Canada made a major file structure change in 2013¹. Data was suppressed so that the 2013 data has considerably less detail than what was available in 2012 and earlier.

This summary highlights key findings only. For more information on tourism in Alberta, please contact Alberta Culture and Tourism or visit <http://culture.alberta.ca/tourism/>.

Alberta South Tourism Region: 2013 Overview

Comparison of Tourism Numbers²			
	Alberta South Tourism Region	Total Alberta	Alberta South Tourism Region as % of Alberta
Number of Visits (Millions)			
Overnight Person-Visits	1.81	13.87	13%
Total Person-Visits	4.44	34.16	13%
Origin of Visits (Total Person-Visits)			
Alberta	3.84	29.42	13%
Other Canada	0.41	3.21	13%
United States	0.14	0.76	18%
Overseas	0.06	0.77	7%

¹ Statistics Canada released data for 2013 and 2014 at the same time. For this reason the most recent data (2014) was analyzed and published before the 2013 data.

² Note: Travellers to Alberta may visit more than one tourism region while in the province.

In 2013, Southern Alberta received 13% of the total visits to Alberta. Residents of Alberta visiting the region accounted for 13% of the total visits within Alberta. Of the total visits from other parts of Canada, 13% visited Southern Alberta. Visitors to Alberta from the United States and overseas accounted for 18% and 7% of the visits to this region, respectively.

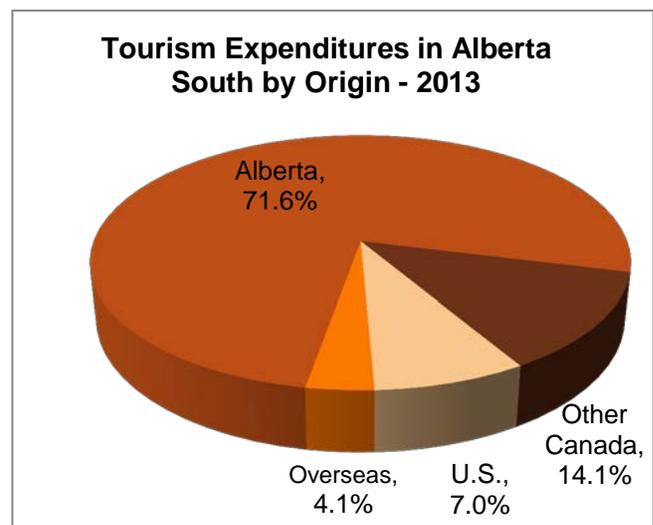
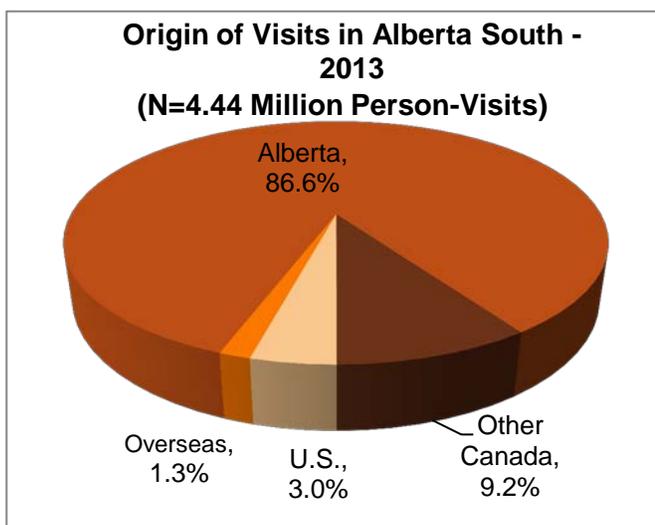
All trips

In 2013, Southern Alberta received 4.44 million total visits, of which 3.84 million (86.6%) were by Albertans. Another 406,000 visits (9.2%) were by other Canadians. Of the remaining 191,000 visits (4%), 3% (135,000) came from the United States and 1.3% (56,000) arrived from overseas.

Total Visitation and Tourism Expenditures in Alberta South - 2013					
	Alberta	Other Canada	United States	Overseas	Total
('000s)					
Person-Visits	3,842	406	135	56	4,439
Tourism Expenditures	\$511,707	\$97,477	\$48,065	\$28,456	\$685,705

Residents of Southern Alberta accounted for 46% of visits made within the region, while residents of Calgary and area accounted for 27%, residents of Edmonton and area accounted for 6% and residents of Central Alberta accounted for 7%.

Direct tourism expenditure by these visitors was approximately \$0.7 billion. Residents of Alberta accounted for 71.6% of direct visitor spending in the Southern Alberta tourism region. Visitors from other parts of Canada accounted for 14.1%, visitors from the United States accounted for 7.0% and overseas visitors accounted for 4.1% of direct tourism expenditure in the this region.



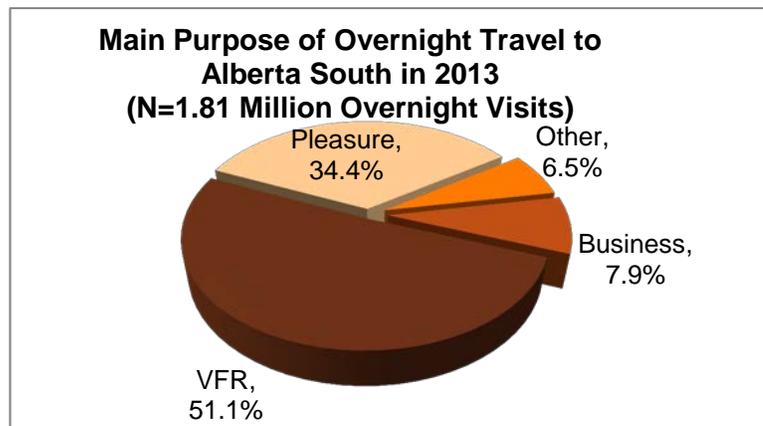
Overnight trips

Approximately 41% of all visits to Southern Alberta included at least one overnight stop, yielding 1.81 million overnight visits in 2013.

Residents of Calgary and area accounted for 30% of all overnight travel to the region. This was followed by residents of Southern Alberta (20%) and Edmonton and area (13%). Residents of Saskatchewan accounted for 8% of overnight visits to the region and residents of British Columbia accounted for 5%.

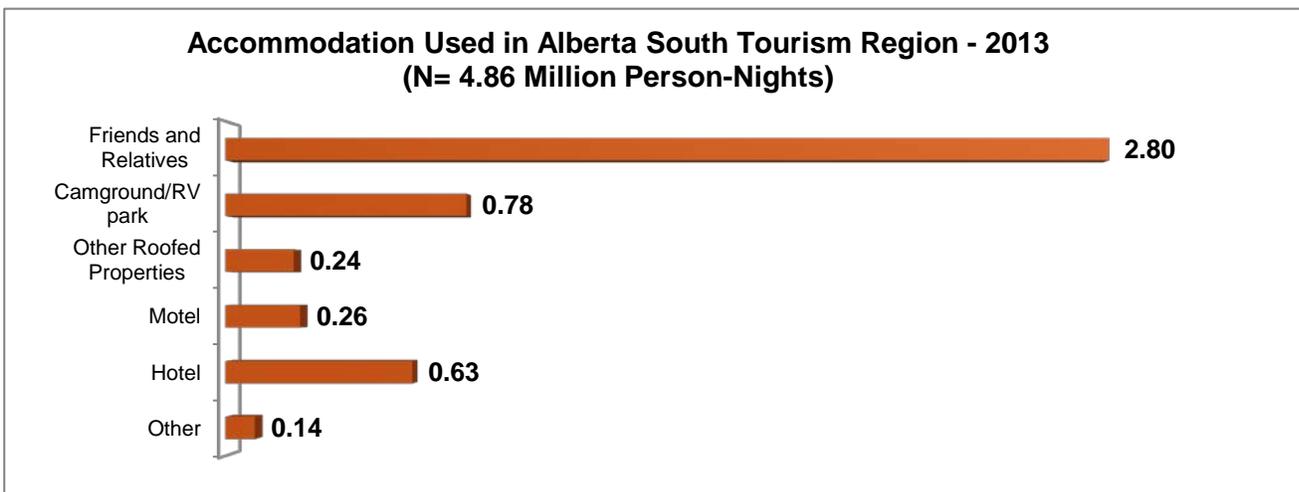
Main Purpose of Overnight Travel

There were 1.81 million overnight visits to Southern Alberta in 2013. Approximately 51.1% of overnight visitors to the region stated that the main purpose of their trip was to visit friends and relatives (VFR). Another 34.4% of the visitors to the region cited pleasure as the main purpose of their trip. Business accounted for 7.9% of overnight travel in Southern Alberta and 6.5% of travellers to the region cited other reasons for their stay.



Accommodation Used in Alberta South Tourism Region

Over the course of 2013, visitors spent 47.63 million nights in Alberta, of which 10% (4.86 million) were spent in Southern Alberta. Fifty-eight per cent of these 4.86 million nights (2.80 million) were spent in the homes of friends and relatives. A further 16% of nights were spent in campgrounds and



trailer parks (784,000), while 13% were spent in hotels, 5% in motels, 5% in other commercial fixed-roof properties and another 3% in other accommodations.

Average Length of Stay for Overnight Visitors

The average length of stay for all overnight visits to Southern Alberta is 2.7 nights.

Although Albertans account for the greatest number of visits to Southern Alberta, they have the shortest average length of stay at 2.4 nights. The longest average length of stay is attributed to visitors from overseas, with 4.8 nights on average for each visit. Visitors from the United States followed with 3.6 nights per trip and visitors from the rest of Canada stayed an average of 3.0 nights per trip.

Average Length of Stay in Alberta South Tourism Region – 2013	
All Overnight Visits	2.7
Canada	2.5
Alberta	2.4
Other Canada	3.0
United States	3.6
Overseas	4.8

Seasonality

Visitation to Southern Alberta is at its highest in the third quarter (July, August and September), with 39% of overnight visits occurring at this time. This is followed with 25% visiting during the second quarter (April, May and June), 19% visiting during the first quarter (January, February and March) and 17% in the fourth quarter (October, November and December).

Thirty-nine per cent of overnight visits made by **Albertans** to Southern Alberta occur in the third quarter (July, August and September). Twenty-two per cent of overnight visits made by Albertans occur in the second quarter (April, May and June). Thirty-five per cent of overnight visits from **other parts of Canada** are made in the second quarter (April, May and June) and 32% are made in the third quarter (July, August and September). Over one-half (55%) of overnight visits made by residents of the **United States** occur in the third quarter (July, August and September) and 26% occur in the second quarter (April, May and June). Forty-six per cent of overnight visits from **overseas** visitors occur in the third quarter (July, August and September) and 40% occur in the second quarter (April, May and June).

Calendar Quarter of Overnight Visits in Alberta South Tourism Region - 2013				
	January-March (Quarter 1)	April-June (Quarter 2)	July-September (Quarter 3)	October-December (Quarter 4)
All Overnight	19%	25%	39%	17%
By Market				
Alberta	21%	22%	39%	18%
Other Canada	14%	35%	32%	19%
United States	8%	26%	55%	10%
Overseas	6%	40%	46%	8%

Summary of Characteristics of Overnight Visits to Alberta South

On average, overseas visitors spent the most per person per visit (\$505 per person per visit), but U.S. visitors had the highest average spending per person per night (\$103). Albertans have the lowest average spending per person per night (\$57), slightly above other Canadians who spend \$72 per person per night.

Selected Characteristics of Overnight Visits to Alberta South - 2013				
Description	Alberta	Other Canada	United States	Overseas
Average length of stay	2.4	3.0	3.6	4.8
Average spending per person per visit	\$139	\$230	\$356	\$505
Average spending per party per visit	\$244	\$383	\$635	\$815
Average spending per person per night	\$57	\$72	\$103	\$92
Average spending per party per night	\$100	\$119	\$183	\$149
Average party size	2.6	2.2	1.9	1.6

Total Tourism Expenditures by Category

Residents of Alberta rank number one for spending in every tourism expenditure category in the Alberta south tourism region. Approximately 40% of all visitor spending by residents of Alberta in the Alberta south tourism region was on accommodation, food and beverage.

Total Tourism Expenditures in Alberta South by Category - 2013					
	Alberta	Other Canada	United States	Overseas	Total
(\$000s)					
Public/Local Transportation	\$19,422	\$7,716	\$2,287	\$2,531	\$31,956
Private/Rental Auto	\$204,968	\$22,095	\$8,062	\$3,866	\$238,991
Accommodation	\$46,234	\$12,389	\$15,248	\$10,002	\$83,873
Food and Beverage	\$156,173	\$32,618	\$10,427	\$5,568	\$205,083
Recreation/Entertainment	\$25,990	\$6,853	\$5,035	\$1,678	\$39,556
Retail/Other	\$58,920	\$15,806	\$6,709	\$4,812	\$86,247
Total	\$511,707	\$97,477	\$48,065	\$28,456	\$685,705

For more information, please contact Alberta Culture and Tourism:

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