

Tourism in Calgary and Area Tourism Destination Region



A Summary of 2008 Visitor
Numbers and Characteristics

February 2010

Introduction

Whether to see their friends and relatives, for business, or for pleasure, 5.00 million person-visits were made in 2008 to destinations in the Calgary and Area Tourism Destination Region (TDR) by residents of Alberta, other Canadians, visitors from the United States, and overseas visitors. This includes same day and overnight trips for Albertans and other Canadians and overnight only trips for U.S. and overseas visitors.

To better understand the size and characteristics of these visitors, Alberta Tourism, Parks and Recreation commissioned Research Resolutions & Consulting to prepare a special analyses of the 2008 Travel Survey of Residents of Canada (TSRC) and the 2008 International Travel Survey (ITS) that 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 U.S. and overseas visitors.

This summary highlights key findings only. For more information on tourism in Alberta, please contact Alberta Tourism, Parks and Recreation.

Calgary and Area Tourism Destination Region: 2008 Overview

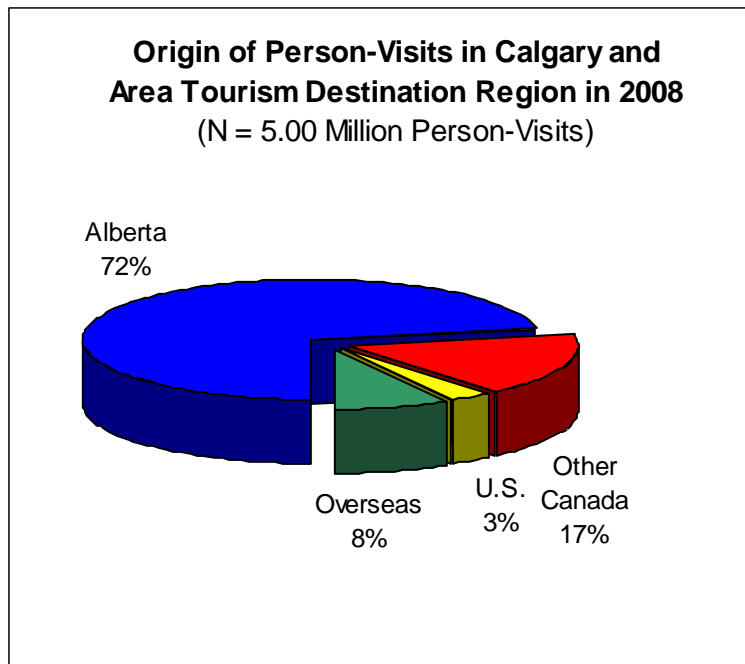
In 2008, the Calgary and Area TDR received 22% of the total person-visits to Alberta. Residents of Alberta to the Calgary and Area TDR accounted for 19% of the total person-visits to Alberta. Residents of other parts of Canada that visited the Calgary and Area TDR accounted for 37%, while visitors from the United States and overseas to the Calgary and Area TDR accounted for 19% and 49% of the total person-visits to Alberta, respectively.

Comparison of Tourism Numbers— 2008			
	Calgary and Area Tourism Destination Region	Total Alberta	Calgary and Area Tourism Destination Region % of Alberta
Number of Visitors <i>Millions</i>			
Overnight Person Visits	2.78	10.89	26%
Total Person Visits	5.00	22.69	22%
Origin of Visitors			
Alberta	3.58	18.68	19%
Other Canada	0.88	2.39	37%
United States	0.16	0.83	19%
Overseas	0.38	0.78	49%

Note: The reader is reminded that travellers to Alberta could visit more than one Tourism Destination Region during their trip.

Who Travels to the Calgary and Area Tourism Destination Region?

All trips: In 2008, the Calgary and Area TDR received 22% (5.00 million) of all the person-visits to Alberta. Of the 5.00 million person-visits, 3.58 million (72%) were by Albertans. Another 877,000 person-visits (17%) were by residents of other parts of Canada. Of the remaining 535,000 person-visits (11%) to the Calgary and Area TDR, 3% (160,000) came from the U.S. and 8% (375,000) arrive from overseas .

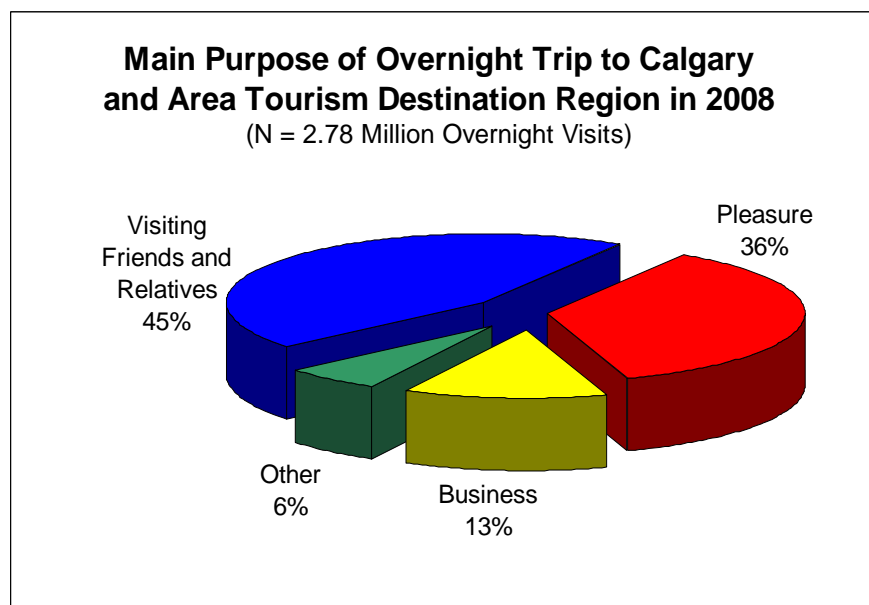


Visitors from the Calgary and Area TDR accounted for 21% of the total person visits made to the Calgary and Area TDR. Residents of the Alberta Central TDR accounted for 19%, residents from the Edmonton and Area TDR accounted for 12%, and residents from the Alberta South accounted for 14% of the total person-visits made to the Calgary and Area TDR.

Overnight trips: Approximately 56% of all visits to the Calgary and Area TDR included at least one overnight stop, yielding 2.78 million overnight person-visits in 2008. Residents of the Edmonton and Area TDR accounted for 18% of all overnight travel to the Calgary and Area TDR. This was followed by residents of the Alberta South TDR (14%) and residents and the Alberta Central TDR (14%).

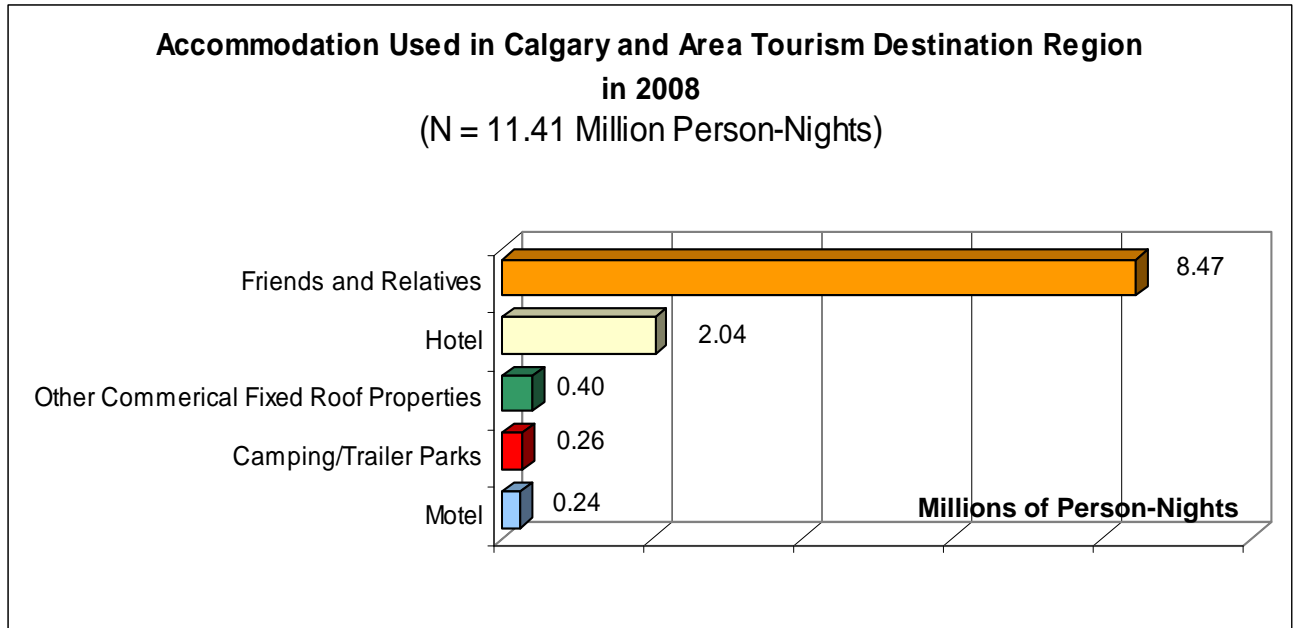
Main Purpose of Overnight Travel

Overnight visits to the Calgary and Area TDR totalled 2.78 million person-visits in 2008. Approximately 45% of the overnight visitors to the Calgary and Area TDR stated that the main purpose of their trip was to visit friends and relatives. Just over one-third (36%) of the visitors to the Calgary and Area TDR stated pleasure as the main purpose of their trip, another 13% stated business as their main purpose and 6% stated other reasons for the purpose of their trip.



Accommodation Used in the Calgary and Area Tourism Destination Region

Over the course of 2008, visitors spent 41.63 million person-nights in Alberta. Of these person-nights, 27% (11.41 million person-nights) were spent in the Calgary and Area TDR. Seventy-four per cent of these person-nights (8.47 million) were spent in homes of relatives and friends. A further 18% was spent in hotels (2.04 million person-nights). Four per cent was spent in other commercial fixed roof properties, 2% was spent in campgrounds and trailer parks and 2% was spent in motels.



Average Length of Stay

The average length of stay for overnight visitors to the Calgary and Area TDR, which includes Albertans, other Canadians, visitors from the United States and overseas, is 4.1 nights.

Average Length of Stay in the Calgary and Area Tourism Destination Region in 2008	
All Visitors	4.1
Canada	3.4
Alberta	2.2
B.C.	3.9
Saskatchewan	5.3
Ontario	7.8
United States	2.5
Overseas	8.9

Although Albertans are the biggest market for the Calgary and Area TDR, they have the shortest average length of stay at 2.2 nights. The longest average length of stay is attributed to visitors from overseas with 8.9 nights on average for each visit. Visitors from Ontario stayed on average, 7.8 nights per trip and visitors from the U.S. stay an average of 2.5 nights per trip in the Calgary and Area TDR.

Seasonality

Visitation to the Calgary and Area TDR is at its highest in the third quarter (July, August and September) with 30% of overnight person-visits occurring at this time. This is followed with 28% visiting during the second quarter (April, May and June) and 25% visiting during the fourth quarter (October, November and December). Finally, visitation to the Calgary and Area TDR is at its lowest during the first quarter (January, February and March), with 17% of the total overnight person-visits occurring during this time.

Calendar Quarter of Overnight Visits in the Calgary and Area Tourism Destination Region in 2008

	January - March	April - June	July - September	October - December
All Overnight	17%	28%	30%	25%
By Market				
Alberta	21%	26%	24%	29%
Other Canada	16%	26%	34%	24%
United States	9%	28%	46%	17%
Overseas	11%	34%	41%	14%

Twenty-nine per cent of overnight person-visits made by **Albertans** to the Calgary and Area TDR occur in the fourth quarter (October, November and December). Another 26% of overnight person-visits made by Albertans occur in the second quarter (April, May and June). Thirty-four per cent of overnight person-visits from **other parts of Canada** are made to the Calgary and Area TDR in the third quarter (July, August and September). Just under one-half (41%) of overnight person-visits made by **overseas** visitors to the Calgary and Area TDR occur in the third quarter (July, August and September) and 34% occur in the second quarter (April, May and June). Forty-six per cent of overnight person-visits made to Calgary and Area TDR from the **United States** occur in the third quarter (July, August and September) and 28% occur in the second quarter (April, May and June).

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