

Tourism in Calgary and Area Tourism Destination Region



2010



A Summary of 2010 Visitor Numbers and Characteristics

February 2012

Introduction

Whether to see their friends and relatives, for business, or for pleasure, 5.53 million person-visits were made in 2010 to destinations in the Calgary and Area Tourism Destination Region (TDR) by residents of Alberta, other parts of Canada, the United States, and overseas countries. This includes same day and overnight trips for Albertans and residents of other parts of Canada, and overnight trips only for U.S. and overseas visitors.

To better understand the volume and characteristics of these visitors, Alberta Tourism, Parks and Recreation has prepared a special analyses of the 2010 Travel Survey of Residents of Canada (TSRC) and the 2010 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: 2010 Overview

In 2010, the Calgary and Area TDR received 24% of the total person-visits to Alberta. Residents of Alberta that visited the Calgary and Area TDR accounted for 21% of the total Albertan person-visits. Residents of other parts of Canada that visited the Calgary and Area TDR accounted for 39% of the total other parts of Canada person-visits. Visitors from the United States and overseas to the Calgary and Area TDR accounted for 30% and 51% of the total person-visits to Alberta, respectively.

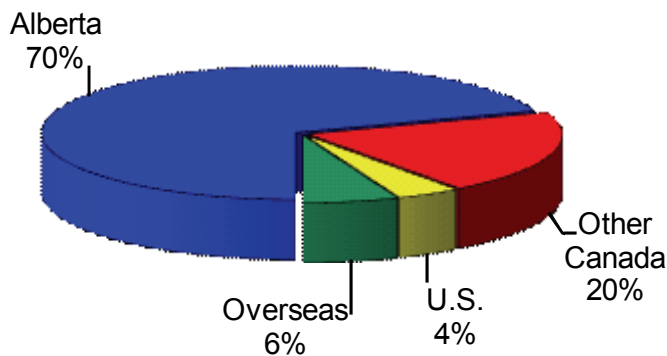
Comparison of Tourism Numbers			
	Calgary and Area TDR	Total Alberta	Calgary and Area TDR % of Alberta
Number of Visits (Millions)			
Overnight Person-Visits	2.85	11.10	26%
Total Person-Visits	5.53	22.97	24%
Origin of Visits (Total Person-Visits)			
Alberta	3.84	18.64	21%
Other Canada	1.11	2.84	39%
United States	0.24	0.81	30%
Overseas	0.35	0.68	51%

Note: Travellers to Alberta may visit more than one Tourism Destination Region while in the province.

Who Travels to the Calgary and Area Tourism Destination Region?

All trips: In 2010, the Calgary and Area TDR received 5.53 million person-visits. Of the 5.53 million person-visits, 3.84 million (69%) were by Albertans. Another 1.11 million person-visits (20%) were by other Canadians. Of the remaining 585,000 person-visits (10%), 6% (347,000) came from overseas and 4% (238,000) arrived from the United States.

Origin of Person-Visits in Calgary and Area Tourism Destination Region in 2010
(N = 5.53 Million Person-Visits)



Residents from the Calgary and Area TDR accounted for 22% of the person-visits made to the Calgary and Area TDR. Residents of the Alberta South TDR accounted for 18%, residents from the Edmonton and Area TDR accounted for 13%, and the Alberta Central TDR accounted for 13% of the person-visits made to the Calgary and Area TDR. Residents of British Columbia accounted for 9%, residents of Saskatchewan accounted for 4% of the person-visits made to the Calgary and Area TDR.

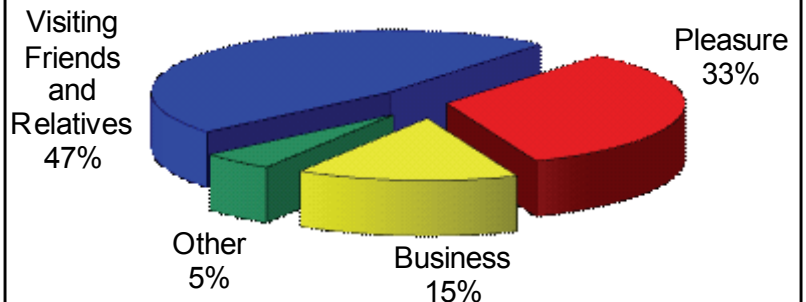
Overnight trips: Approximately 52% of all visits to the Calgary and Area TDR included at least one overnight stop,

yielding 2.85 million overnight person-visits in 2010. Residents of the Edmonton and Area TDR accounted for 16% of all overnight travel to the Calgary and Area TDR. This was followed by residents from the Alberta South TDR (10%) and the Alberta Central TDR (9%). Residents from British Columbia accounted for 15%, residents of Saskatchewan accounted for 8% and residents of Ontario accounted for 7%. Visitors from Europe accounted for 7% of the overnight person-visits to the Calgary and Area TDR.

Main Purpose of Overnight Travel

Overnight visits to the Calgary and Area TDR totalled 2.85 million person-visits in 2010. Approximately 47% of the overnight person-visits to the Calgary and Area TDR stated that the main purpose of the trip was to visit friends and relatives. One-third (33%) of the person-visits to the Calgary and Area TDR stated pleasure as the main purpose of the trip. Business accounted for 15% of overnight travel in the Calgary and Area TDR and 5% stated other reasons for the purpose of the trip.

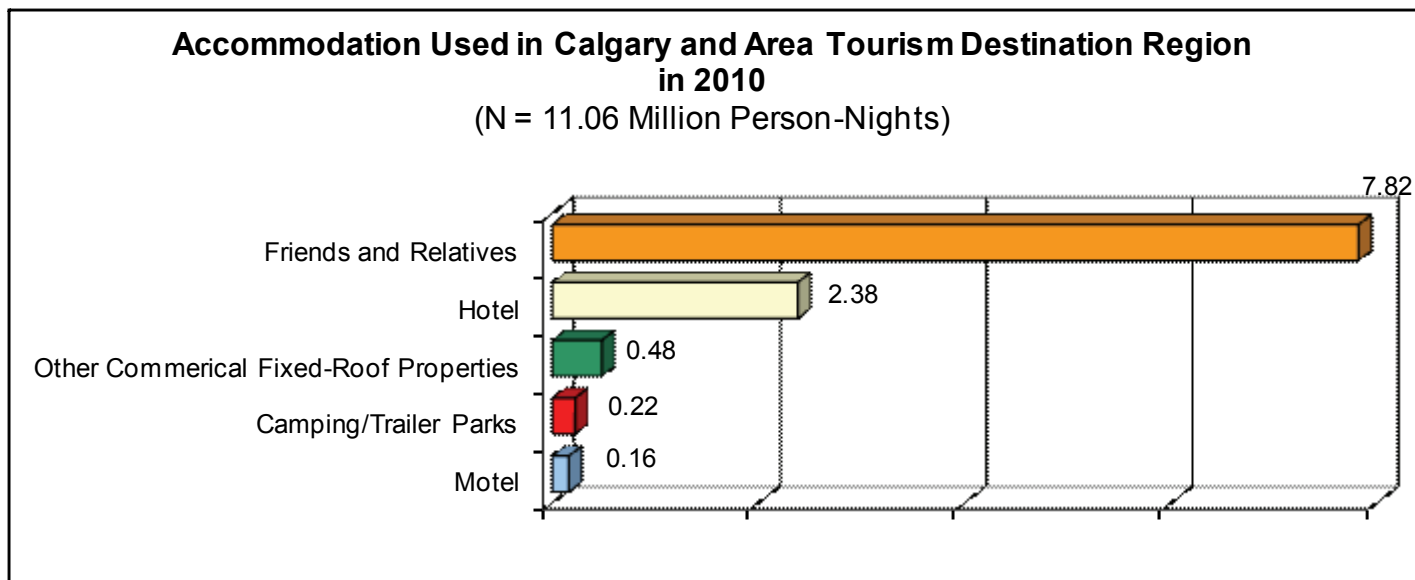
Main Purpose of Overnight Trip to Calgary and Area Tourism Destination Region, 2010
(N = 2.85 Million Overnight Visits)



Accommodation Used in the Calgary and Area Tourism Destination Region

Over the course of 2010, visitors spent 41.01 million person-nights in Alberta. Of these person-nights, 27% (11.06 million person-nights) were spent in the Calgary and Area TDR.

Seventy-one per cent of the 11.06 million person-nights (7.82 million) were spent in the homes of friends and relatives. A further 22% were spent in hotels (2.38 million person-nights). Four per cent were spent in other commercial fixed-roof properties, 2% were spent in campgrounds and trailer parks, and 1% were spent in motels.



Average Length of Stay

The average length of stay for all overnight visits to the Calgary and Area TDR is 3.9 nights.

Average Length of Stay in Calgary and Area Tourism Destination Region, 2010	
All Overnight Visits	3.9
Canada	3.3
Alberta	2.4
B.C.	4.2
Saskatchewan	3.4
Ontario	5.7
United States	2.5
Overseas	8.5

Although Albertans account for the greatest number of overnight person-visits to the Calgary and Area TDR, 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 8.5 nights on average for each visit. Visitors from Ontario stay on average 5.7 nights per trip and visitors from the U.S. stay an average of 2.5 nights per trip.

Seasonality

Visitation to the Calgary and Area TDR is at its highest in the third quarter (July, August and September), with 32% of overnight person-visits occurring at this time. This is followed with 28% visiting during the second quarter (April, May and June) and 20% for both the first quarter (January, February and March) and the fourth quarter (October, November and December).

Calendar Quarter of Overnight Visits in the Calgary and Area Tourism Destination Region - 2010

	January - March (Quarter 1)	April - June (Quarter 2)	July - September (Quarter 3)	October - December (Quarter 4)
All Overnight	20%	28%	32%	20%
By Market				
Alberta	25%	28%	22%	25%
Other Canada	20%	25%	35%	20%
United States	5%	39%	47%	9%
Overseas	11%	29%	46%	14%

Twenty-eight per cent of overnight person-visits made by **Albertans** to the Calgary and Area TDR occur in the second quarter (April, May and June). Twenty-five per cent of overnight person-visits made by Albertans occur in both the first quarter (January, February and March) and the fourth quarter (October, November and December). Thirty-five per cent of overnight person-visits from **other Canada** are made to the Calgary and Area TDR in the third quarter (July, August and September) and another 25% are made in the second quarter (April, May and June). Just under one-half (46%) of overnight person-visits made by **overseas** visitors to the Calgary and Area TDR occur in the third quarter (July, August and September) and 29% occur in the second quarter (April, May and June). Forty-seven 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 39% occur in the second quarter (April, May and June).

For more information, please contact:

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