

Tourism in Calgary and Area Tourism Destination Region



A Summary of 2007 Visitor Numbers and Characteristics

November 2009

Introduction

Whether to see their friends and relatives, for business, or for pleasure, 4.85 million person-visits were made in 2007 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 just overnight 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 2007 Travel Survey of Residents of Canada (TSRC) and the 2007 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: 2007 Overview

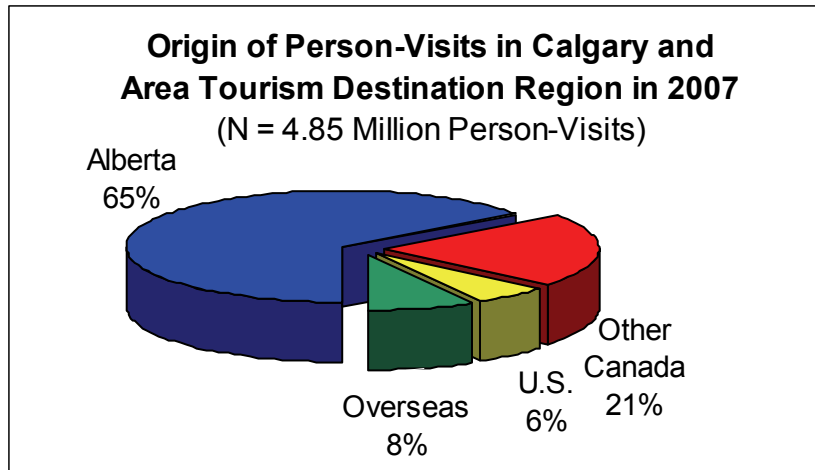
In 2007, the Calgary and Area TDR received 22% of the total person-visits to Alberta. Residents of Alberta to the Calgary and Area TDR accounted for 18% of the total person-visits to Alberta. Residents of other parts of Canada that visited the Calgary and Area TDR accounted for 38%, while visitors from the United States and overseas to the Calgary and Area TDR accounted for 32% and 49% of the total person-visits to Alberta, respectively.

Comparison of Tourism Numbers— 2007			
	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	2.95	11.54	26%
Total Person Visits	4.85	22.28	22%
Origin of Visitors			
Alberta	3.14	17.85	18%
Other Canada	1.02	2.70	38%
United States	0.30	0.93	32%
Overseas	0.39	0.79	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 2007, the Calgary and Area TDR received 22% (4.85 million) of all the person-visits to Alberta. Of the 4.85 million person-visits, 3.14 million (65%) were by Albertans. Another 1.02 million person-visits (21%) were by residents of other parts of Canada. Of the remaining 688,000 person-visits (14%) to the Calgary and Area TDR, 6% (296,000) came from the U.S. and 8% (392,000) arrive from overseas .



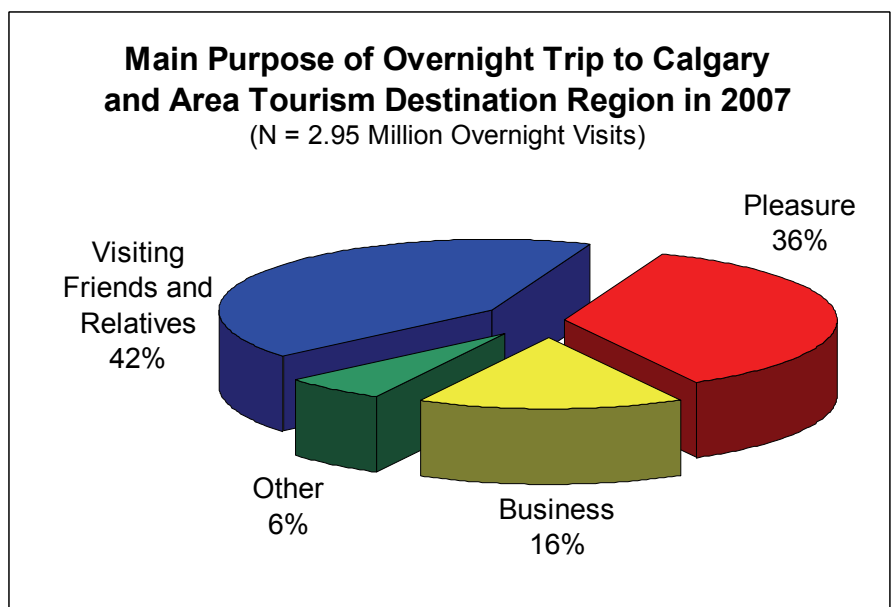
Visitors from the Calgary and Area TDR accounted for 18% of the total person visits made to the Calgary and Area TDR. Residents of the Alberta Central TDR accounted for 13%, residents from the Edmonton and Area TDR accounted for 12%, and residents from the Alberta South accounted for 15% of the total person-visits made to the Calgary and Area TDR.

Overnight trips: Approximately 61% of all visits to the Calgary and Area TDR included at least one overnight stop, yielding 2.95

million overnight person-visits in 2007. 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 of the Alberta South TDR (12%), and residents from British Columbia (12%). Visitors from the Alberta Central TDR accounted for 9% of all overnight person-visits to the Calgary and Area TDR and residents of Saskatchewan accounted for 7%.

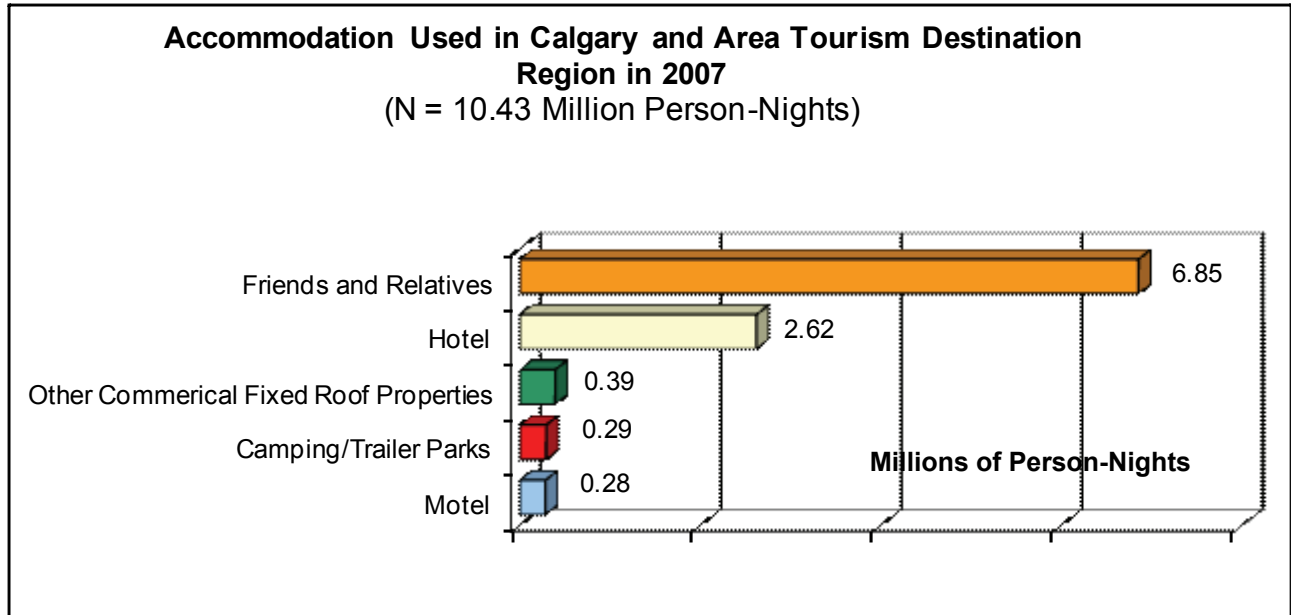
Main Purpose of Overnight Travel

Overnight visits to the Calgary and Area TDR totalled 2.95 million person-visits in 2007. Approximately 42% 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 16% 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 2007, visitors spent 41.54 million person-nights in Alberta. Of these person-nights, 25% (10.43 million person-nights) were spent in the Calgary and Area TDR. Sixty-six per cent of these person-nights (6.85 million) were spent in homes of relatives and friends. A further 25% was spent in hotels (2.62 million person-nights). Four per cent was spent in other commercial fixed roof properties, 3% was spent in campgrounds and trailer parks and 2% was spent in motels.



Average Length of Stay

The average length of stay for all visitors to the Calgary and Area TDR, which includes Albertans, other Canadians, visitors from the United States and overseas, is 3.5 nights. Although Albertans are the biggest market for 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 6.3 nights on average for each visit. Visitors from the other parts of Canada stayed on average, 4.2 nights per trip and visitors from the U.S. stay an average of 2.7 nights per trip in the Calgary and Area TDR.

Average Length of Stay in the Calgary and Area Tourism Destination Region in 2007	
All Visitors	3.5
Canada	3.2
Alberta	2.4
B.C.	4.1
Saskatchewan	3.3
Ontario	4.4
United States	2.7
Overseas	6.3

Seasonality

Visitation to the Calgary and Area TDR is at its highest in the third quarter (July, August and September) with 34% of the overnight person-visits occurring at this time. This is followed with 25% visiting during the fourth quarter (October, November and December) and 23% visiting during the second quarter (April, May and June). Finally, visitation to the Calgary and Area TDR is at its lowest during the first quarter (January, February and March), with 18% of the total overnight person-visits occurring during this time.

Calendar Quarter of Overnight Visits in the Calgary and Area Tourism Destination Region in 2007

	January - March	April - June	July - September	October - December
All Overnight	18%	23%	34%	25%
By Market				
Alberta	22%	19%	27%	32%
Other Canada	18%	24%	33%	25%
United States	6%	32%	52%	10%
Overseas	14%	28%	47%	11%

Thirty-two per cent of the person-visits from **Alberta** to the Calgary and Area TDR occur in the fourth quarter (October, November and December). Another 27% of the person-visits made by Albertans occur in the third quarter (July, August and September). Thirty-three per cent of the person-visits from **other parts of Canada** are made to the Calgary and Area TDR in the third quarter (July, August and September). Almost half (47%) of all person-visits made by **overseas** visitors to the Calgary and Area TDR occur in the third quarter (July, August and September) and 28% occur in the second quarter (April, May and June). Fifty-two per cent of the person-visits made to Calgary and Area TDR from the **United States** occur in the third quarter (July, August and September) and 32% occur in the second quarter (April, May and June).

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