

Tourism in Calgary and Area Tourism Destination Region



2009



A Summary of 2009 Visitor Numbers and Characteristics

June 2011

Introduction

Whether to see their friends and relatives, for business, or for pleasure, 5.16 million person-visits were made in 2009 to destinations in the Calgary and Area Tourism Destination Region (TDR) by residents of Alberta, other Canada, the United States, and overseas countries. This includes same day and overnight trips for Albertans and other Canadians, 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 2009 Travel Survey of Residents of Canada (TSRC) and the 2009 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: 2009 Overview

In 2009, the Calgary and Area TDR received 23% of the total person-visits to Alberta. Residents of Alberta that visited the Calgary and Area TDR accounted for 20% of the total person-visits to Alberta. Residents of other parts of Canada that visited the Calgary and Area TDR accounted for 38%. Visitors from the United States and overseas to the Calgary and Area TDR accounted for 20% and 50% of the total person-visits to Alberta, respectively.

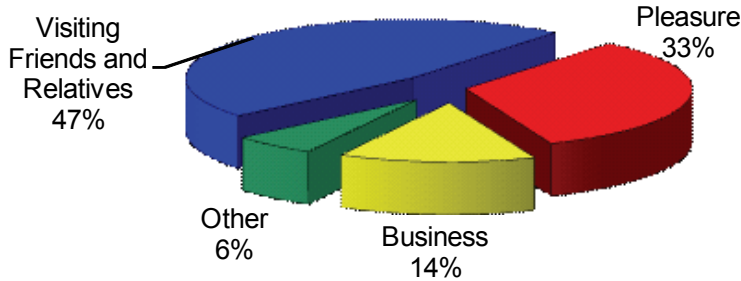
Comparison of Tourism Numbers			
	Calgary and Area Tourism Destination Region	Total Alberta	Calgary and Area Tourism Destination Region % of Alberta
Number of Visitors <i>Millions</i>			
Overnight Person-Visits	2.72	11.00	25%
Total Person-Visits	5.16	22.60	23%
Origin of Visitors (Total Person-Visits)			
Alberta	3.67	18.50	20%
Other Canada	0.99	2.61	38%
United States	0.16	0.81	20%
Overseas	0.34	0.68	50%

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 2009, the Calgary and Area TDR received 5.16 million person-visits. Of the 5.16 million person-visits, 3.67 million (71%) were by Albertans. Another 988,000 person-visits (19%) were by other Canadians. Of the remaining 497,000 person-visits (10%), 7% (337,000) came from overseas and 3% (160,000) arrived from the United States.

Main Purpose of Overnight Trip to Calgary and Area Tourism Destination Region, 2009
(N = 2.72 Million Overnight Visits)



Residents from the Calgary and Area TDR accounted for 21% of the person-visits made to the Calgary and Area TDR. Residents of the Alberta Central TDR accounted for 16%, residents from the Alberta South TDR accounted for 15% and residents from the Edmonton and Area TDR accounted for 13% of the person-visits made to the Calgary and Area TDR. Residents of British Columbia accounted for 7% and residents of Saskatchewan accounted for 4% of the person-visits made to the Calgary and Area TDR.

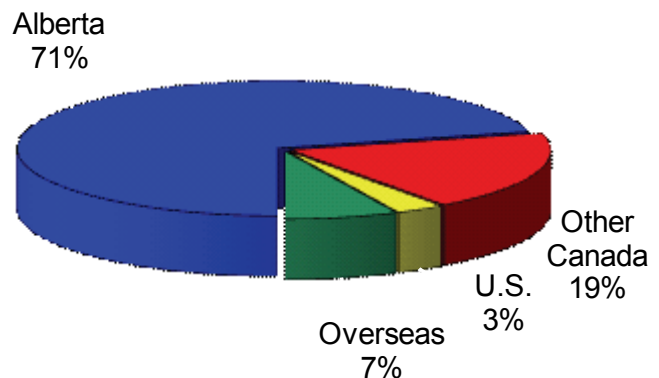
Overnight trips: Approximately 53% of all visits to the Calgary and Area TDR included at least one overnight stop, yielding 2.72 million

overnight person-visits in 2009. Residents of the Edmonton and Area TDR accounted for 17% of all overnight travel to the Calgary and Area TDR. This was followed by residents from the Alberta South TDR (11%) and the Alberta Central TDR (9%). Residents from British Columbia accounted for 13%, and Ontario and Saskatchewan each accounted for 8%, respectively. Visitors from Europe accounted for 8% 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 2.72 million person-visits in 2009. Approximately 47% of the overnight person-visits to the Calgary and Area TDR stated that the main purpose of their 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 their trip. Business accounted for 14% of overnight travel in the Calgary and Area TDR and 6% stated other reasons for the purpose of their trip.

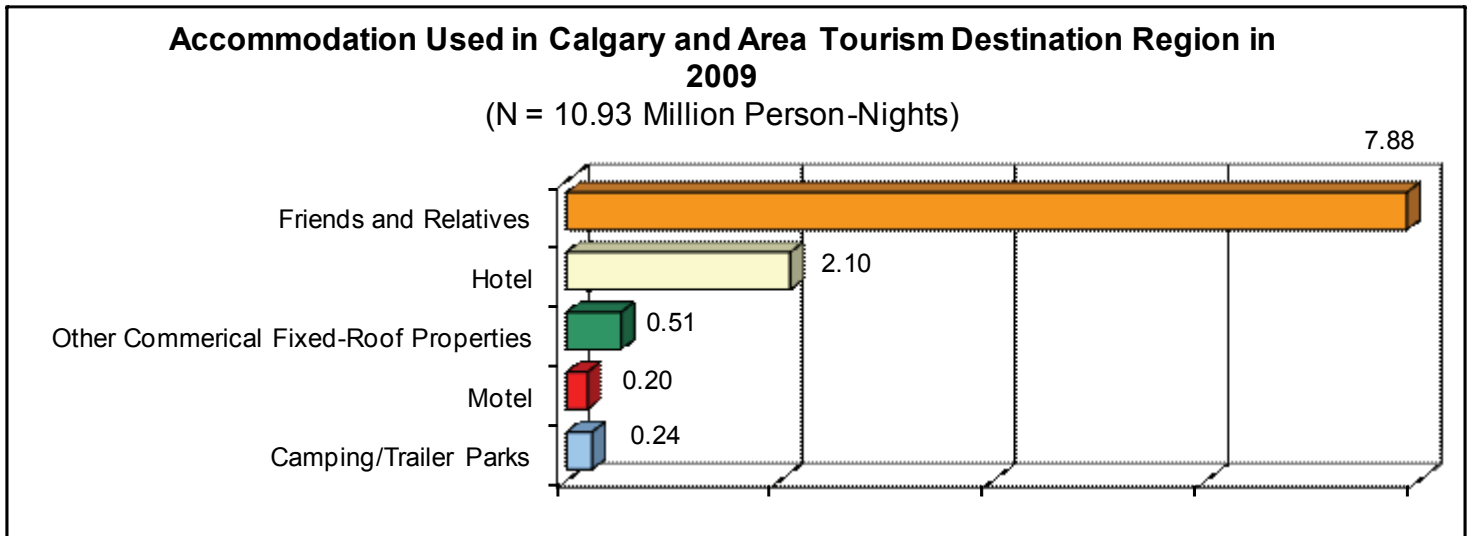
Origin of Person-Visits in Calgary and Area Tourism Destination Region in 2009
(N = 5.16 Million Person-Visits)



Accommodation Used in the Calgary and Area Tourism Destination Region

Over the course of 2009, visitors spent 40.39 million person-nights in Alberta. Of these person-nights, 27% (10.93 million person-nights) were spent in the Calgary and Area TDR.

Seventy-two per cent of these 10.93 million person-nights (7.88 million) were spent in the homes of friends and relatives. A further 19% were spent in hotels (2.10 million person-nights). Five per cent were spent in other commercial fixed-roof properties, 2% were spent in motels and 2% were spent in campgrounds and trailer parks.



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 4.0 nights.

Average Length of Stay in Calgary and Area Tourism Destination Region, 2009	
All Overnight Visitors	4.0
Canada	3.5
Alberta	2.2
B.C.	4.2
Saskatchewan	4.3
Ontario	7.4
United States	2.2
Overseas	8.4

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 2.2 nights. The longest average length of stay is attributed to visitors from overseas, with 8.4 nights on average for each visit. Visitors from Ontario stay on average 7.4 nights per trip and visitors from the U.S. stay an average of 2.2 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 26% visiting during the second quarter (April, May and June), 23% visiting during the fourth quarter (October, November and December), and 19% in the first quarter (January, February and March).

Calendar Quarter of Overnight Visits in the Calgary and Area Tourism Destination Region - 2009

	January - March (Quarter 1)	April - June (Quarter 2)	July - September (Quarter 3)	October - December (Quarter 4)
All Overnight	19%	26%	32%	23%
By Market				
Alberta	21%	26%	25%	28%
Other Canada	20%	24%	36%	20%
United States	8%	26%	53%	13%
Overseas	12%	36%	40%	12%

Twenty-eight 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-six 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 24% are made in the second quarter (April, May and June). Just under a half (40%) of overnight person-visits made by **overseas** visitors to the Calgary and Area TDR occur in the third quarter (July, August and September) and 36% occur in the second quarter (April, May and June). Fifty-three 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 26% occur in the second quarter (April, May and June).

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