

Tourism in Calgary and Area Tourism Destination Region



A Summary of 2006 Visitor
Numbers and Characteristics

November 2009

Introduction

Whether to see their friends and relatives, for business, or for pleasure, 4.61 million person-visits were made in 2006 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 2006 Travel Survey of Residents of Canada (TSRC) and the 2006 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: 2006 Overview

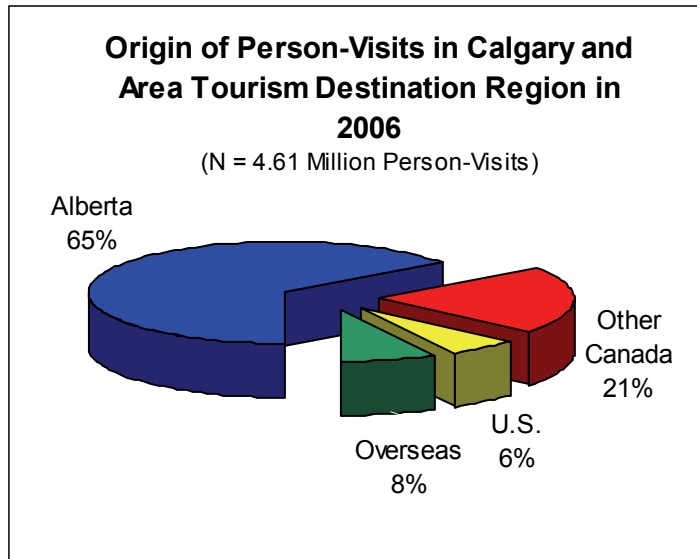
In 2006, the Calgary and Area TDR received 24% of the total person-visits to Alberta. Residents of Alberta that visited the Calgary and Area TDR accounted for 19% of the total person-visits to Alberta. Other Canadians to the Calgary and Area TDR accounted for 41%, visitors from the United States accounted for 28% and overseas visitors to the Calgary and Area TDR accounted for 45% of the total person-visits to Alberta.

Comparison of Tourism Numbers— 2006			
	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	10.25	27%
Total Person-Visits	4.61	19.56	24%
Origin of Visitors			
Alberta	3.00	15.45	19%
Other Canada	0.99	2.40	41%
United States	0.26	0.94	28%
Overseas	0.35	0.77	45%

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 2006, the Calgary and Area TDR received 4.61 million person-visits or 24% of all the person-visits to Alberta. Of the 4.61 million person-visits, 3.00 million (65%) were by Albertans. Another 991,000 person-visits (21%) were by residents of other parts of Canada. Of the remaining 615,000 person-visits (14%), 6% came from the U.S. and 8% came from overseas visitors.



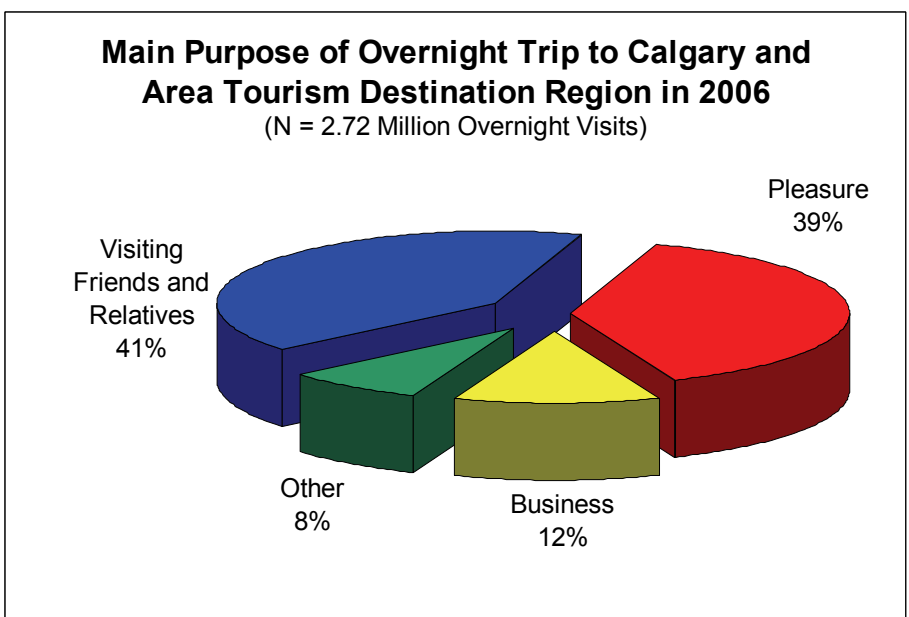
Visitors from the United States and overseas accounted for 261,000 and 354,000 overnight person-visits to the Calgary and Area TDR, respectively. Visitors from the Calgary and Area TDR accounted for 24% of the person-visits made to the Calgary and Area TDR. Residents of the Alberta South TDR accounted for 16%, residents of the Alberta Central TDR accounted for 13% and residents of the Edmonton and Area TDR accounted for 8% of the person-visits made to the Calgary and Area TDR.

Overnight trips: Approximately 59% of all visits in the Calgary and Area TDR included at least one overnight stop, yielding 2.72 million overnight person-visits in 2006. Residents of the Alberta South TDR accounted for 13% of all overnight travel to

the Calgary and Area TDR. This was followed by the Edmonton and Area TDR (11%), and the Alberta Central TDR (9%).

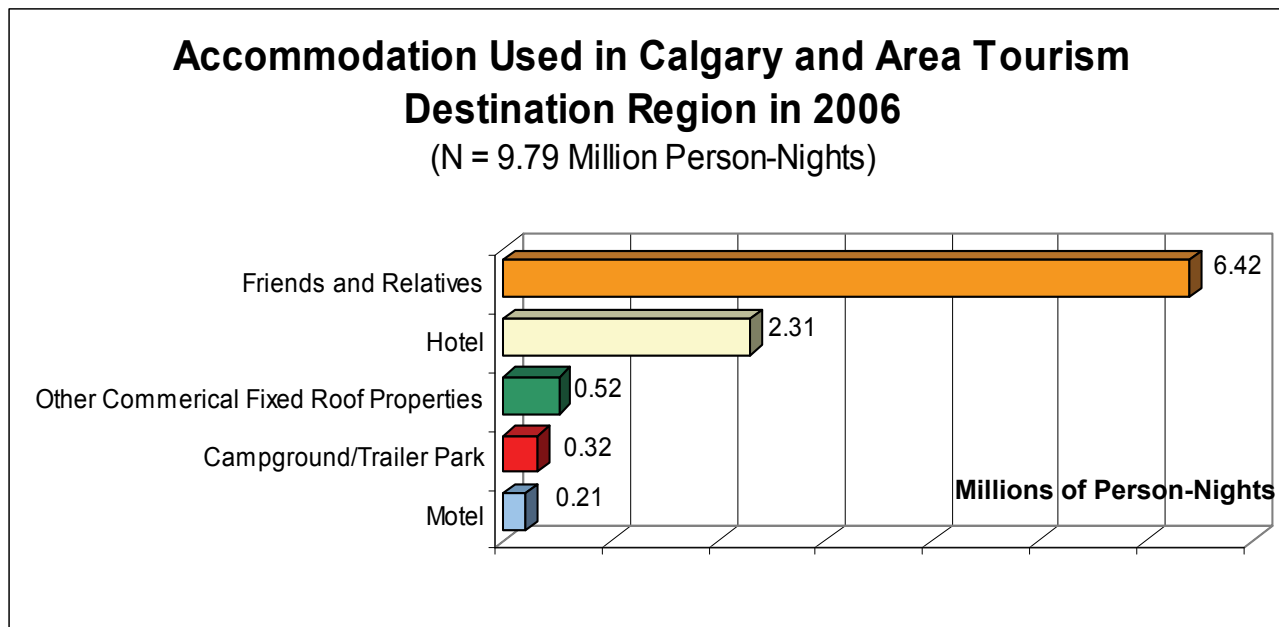
Main Purpose of Overnight Travel

Overnight visits to the Calgary and Area TDR totalled 2.72 million person-visits in 2006. Approximately 41% of the overnight visitors to the Calgary and Area TDR stated that the main purpose of their trip was to visit friends and relatives. Over one-third (39%) of the visitors to the Calgary and Area TDR stated pleasure as the main purpose of their trip, another 12% stated business as their main purpose and 8% stated other reasons for the purpose of their trip.



Accommodation in the Calgary and Area Tourism Destination Region

Over the course of 2006, visitors spent 39.13 million person-nights in Alberta. Of these, 25% (9.79 million person-nights) were spent in the Calgary and Area TDR. Sixty-six per cent of these nights (6.42 million person-nights) were spent in the homes of relatives and friends. A further 24% was spent in hotels (2.31 million person-nights). Three per cent was spent in campgrounds and trailer parks, 2% was spent in motels and 5% was spent in other commercial fixed roof properties.



Average Length of Stay

Average Length of Stay in Calgary and Area Tourism Destination Region in 2006

All Visitors	3.6
Canada	3.2
Alberta	2.0
B.C.	5.6
Saskatchewan	3.7
Ontario	4.7
United States	2.6
Overseas	6.5

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 3.6 nights. Although Albertans are the biggest market for the Calgary and Area TDR, they have the shortest average length of stay at 2.0 nights. The longest average length of stay is attributed to the overseas Visitors with 6.5 nights on average for each visit. Visitors from the rest of Canada stay on average, 4.8 nights per trip and visitors from the U.S. stay an average of 2.6 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 32% of the overnight person-visits occurring at this time. This is followed with 25% visiting during the second quarter (April, May and June) and 24% visiting during the fourth quarter (October, November, December). Finally, visitation to the Calgary and Area TDR is at its lowest during the first quarter (January, February and March), with 20% of the total overnight person-visits occurring during this time.

Calendar Quarter of Overnight Visits in the Calgary and Area Tourism Destination Region in 2006

	January - March	April - June	July - September	October - December
All Overnight	20%	25%	32%	24%
By Market				
Alberta	22%	23%	27%	28%
Other Canada	19%	24%	35%	22%
United States	5%	36%	49%	18%
Overseas	10%	30%	49%	11%

Visits to the Calgary and Area TDR by residents of Alberta are distributed more evenly across all four quarters than any other visitor origin. Twenty-seven per cent of the person-visits from **Alberta** to the Calgary and Area TDR occur in the third quarter (July, August and September). Another 28% of the person-visits made by Albertans occur in the fourth quarter (October, November and December). Thirty-five 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 (49%) of all person-visits made by **overseas** visitors to the Calgary and Area TDR occur in the third quarter (July, August and September). Forty-nine 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 36% occur in the second quarter (April, May and June).

For more information, please contact:
Kristy Hubscher,
Tourism Research Analyst
Alberta Tourism, Parks and Recreation
780-415-1224
kristy.hubscher@gov.ab.ca

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