

# Tourism in Edmonton and Area Tourism Region 2013

## **A Summary of 2013 Visitor Numbers, Expenditures and Characteristics September 2016**

[tourism.alberta.ca](http://tourism.alberta.ca)  
September 2016

*Alberta*  
Government

## Introduction

Whether to see their friends and relatives, for business, or for pleasure, 7.30 million total visits were made in 2013 to destinations in the Edmonton and area tourism region by residents of Alberta, other parts of Canada, the United States and overseas countries.

To better understand the volume and characteristics of these visitors, Alberta Culture and Tourism has prepared special analyses of the 2013 Travel Survey of Residents of Canada (TSRC) and the 2013 International Travel Survey (ITS), which 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 visitors from the U.S. and overseas. Data in this publication includes same-day and overnight trips for Albertans and residents from other parts of Canada, and overnight trips only for U.S. and overseas visitors.

Readers are cautioned that estimates between 2013 and previous years (2012 and earlier) are not comparable, as Statistics Canada made a major file structure change in 2013<sup>1</sup>. Data was suppressed so that the 2013 data has considerably less detail than was the case in 2012 and earlier.

This summary highlights key findings only. For more information on tourism in Alberta, please contact Alberta Culture and Tourism or visit <http://culture.alberta.ca/tourism/>.

## Edmonton and Area Tourism Region: 2013 Overview

<b>Comparison of Tourism Numbers<sup>2</sup></b>			
	<b>Edmonton and Area Tourism Region</b>	<b>Total Alberta</b>	<b>Edmonton and Area Tourism Region as % of Total Alberta</b>
<b>Number of Visits (Millions)</b>			
Overnight Person-Visits	3.11	13.87	22%
Total Person-Visits	7.30	34.16	21%
<b>Origin of Visits (Total Person-Visits)</b>			
Alberta	6.10	29.42	21%
Other Canada	0.85	3.21	26%
United States	0.21	0.77	27%
Overseas	0.14	0.76	18%

<sup>1</sup> Statistics Canada released data for 2013 and 2014 at the same time. For this reason the most recent data (2014) was analyzed and published before the 2013 data.

<sup>2</sup> Note: Travellers to Alberta may visit more than one tourism region while in the province.

In 2013, the Edmonton and area region received 21% of total visits within Alberta. Residents of Alberta visiting the region accounted for 21% of the total Albertan visits. Of the total visits from other parts of Canada, 26% visited the region. Visitors to Alberta from the United States and overseas accounted for 27% and 18% of the visits to this region, respectively.

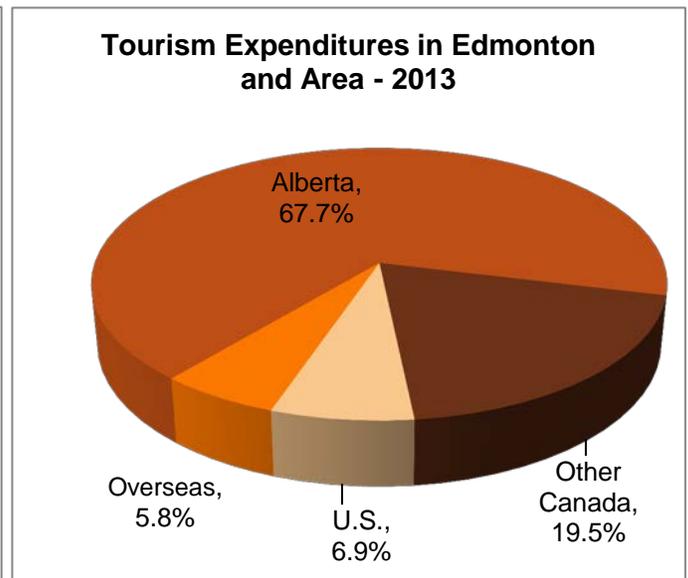
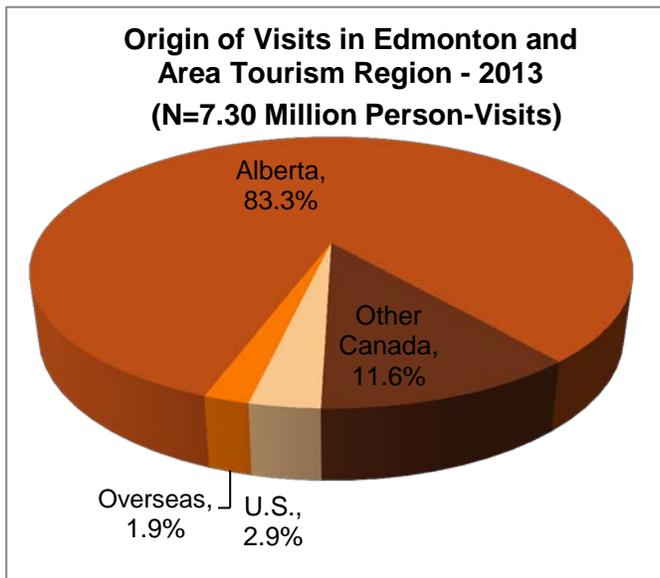
### All trips

In 2013, the Edmonton and area region received 7.30 million total visits, of which 6.10 million (83.3%) were by Albertans. Another 849,000 visits (11.6%) were by other Canadians. Of the remaining 351,000 visits (5%), 2.9% (213,000) came from the U.S. and 2.0% (138,000) arrived from overseas.

Total Visitation and Tourism Expenditures in Edmonton and Area - 2013					
	Alberta	Other Canada	United States	Overseas	Total
('000s)					
Person-Visits	6,102	849	213	138	7,302
Tourism Expenditures	\$1,257,250	\$363,055	\$128,611	\$108,390	\$1,857,306

Residents of Central Alberta accounted for 37% of visits made to the region while residents of Edmonton and area accounted for 21% and residents of Calgary and area and Central Alberta each accounted for 11%. Residents of British Columbia and Saskatchewan both accounted for 4% visits made to the Edmonton and area tourism region.

Direct tourism expenditure by these visitors was almost \$1.9 billion. Residents of Alberta accounted for 67.7% of direct visitor spending in the Edmonton and area tourism region. Visitors from other parts of Canada accounted for 19.5%, visitors from the United States accounted for 6.9% and overseas visitors accounted for 5.8% of direct tourism expenditure in the region.

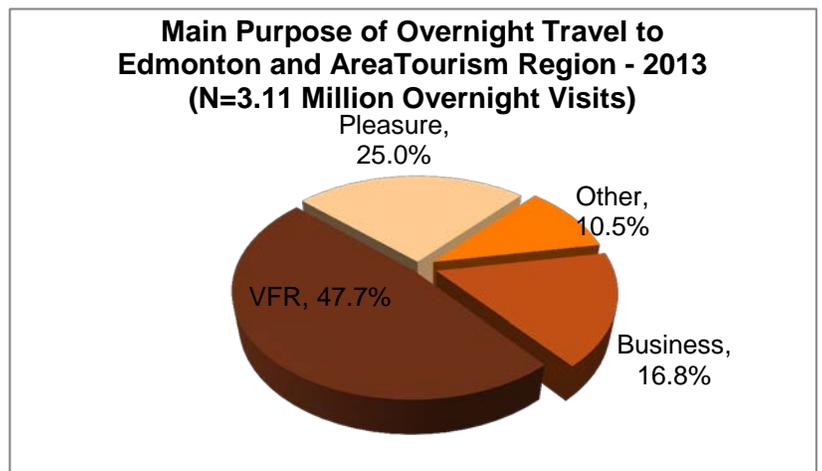


## Overnight trips

Approximately 43% of all visits to the region included at least one overnight stop, yielding 3.11 million overnight visits in 2013. Residents of Central Alberta accounted for 20% of all overnight travel to the region. This was followed by residents of Northern Alberta (17%) and Calgary and area (16%). Residents of British Columbia accounted for 10% the overnight visits made to the region and residents of Saskatchewan accounted for 8%.

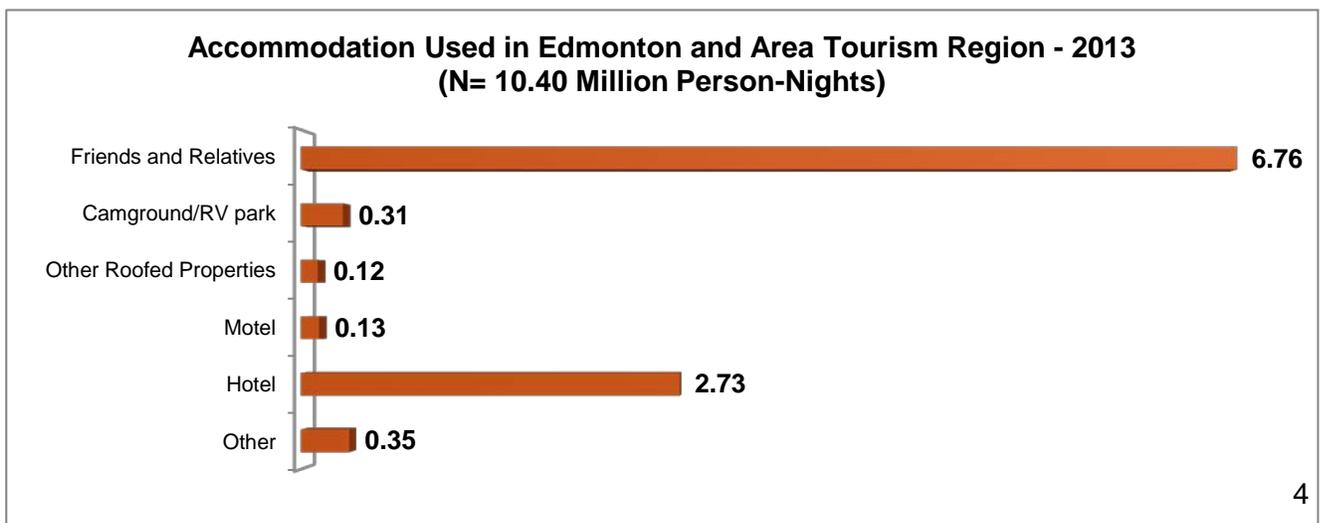
## Main Purpose of Overnight Travel

There were 3.11 million overnight visits to the Edmonton and area tourism region in 2013. Just under half (47.7%) of the overnight visitors to the region stated that the main purpose of their trip was to visit friends and relatives (VFR). Twenty-five per cent of the visitors to the region stated that pleasure was the main purpose of their trip. Business travel accounted for 16.8% of overnight stays in the region and 10.5% of the visitors cited other reasons for their stay.



## Accommodation Used in Edmonton and Area Tourism Region

Over the course of 2013, visitors spent 47.63 million nights in Alberta, of which 22% (10.40 million) were spent in Edmonton and area. Sixty-five per cent of these 10.40 million nights (6.76 million) were spent in the homes of friends and relatives. A further 26% of nights were spent in hotels (2.73 million), while 3% were spent in camp grounds or RV parks, and 1% in other roofed properties. Three per cent stayed in other accommodations.



### Average Length of Stay for Overnight Visitors

The average length of stay for all overnight visits to Edmonton and area is 3.3 nights.

Although Albertans account for the greatest number of visits to Edmonton and area, they have one of the shortest average lengths of stay at 2 nights. The longest average length of stay is attributed to visitors from overseas, with 17.4 nights on average for each visit. Visitors from the United States followed with 5.4 nights per trip and visitors from the rest of Canada stayed an average of 3.6 nights per trip.

Average Length of Stay in Edmonton and Area Tourism Region - 2013	
All Overnight Visits	3.3
Canada	2.5
Alberta	2.0
Other Canada	3.6
United States	5.4
Overseas <sup>3</sup>	17.4

### Seasonality

Visitation to Edmonton and area is at its highest in the third quarter (July, August and September), with 29% of overnight visits occurring at this time. This is followed with 26% visiting during the fourth quarter (October, November and December), 25% visiting during the second quarter (April, May and June), and 21% in the first quarter (January, February and March).

Twenty-nine per cent of overnight visits made by **Albertans** to Edmonton and area occur in the fourth quarter (October, November and December). Twenty-four per cent of overnight visits made by Albertans occur in the third quarter (July, August and September) and 25% in the second quarter (April, May and June). Thirty-six per cent of overnight visits from **other parts of Canada** are made to the region in the third quarter (July, August and September) and 23% are made in the fourth quarter (October, November and December) and 20% in the second quarter (April, May and June). Thirty-nine per cent of overnight visits made by **overseas** visitors to Edmonton and area occur in the third quarter (July, August and September) and 34% occur in the second quarter (April, May and June). Thirty-nine per cent of overnight visits made to Edmonton and area from the **United States** occur in the third quarter (July, August and September) and 28% occur in the second quarter (April, May and June).

Calendar Quarter of Overnight Visits in Edmonton and Area Tourism Region - 2013				
	January-March (Quarter 1)	April-June (Quarter 2)	July-September (Quarter 3)	October-December (Quarter 4)
All Overnight	21%	25%	29%	26%
By Market				
Alberta	21%	25%	24%	29%
Other Canada	21%	20%	36%	23%
United States	15%	28%	39%	18%
Overseas	15%	34%	39%	12%

<sup>3</sup> Small sample size, please use caution.

### Summary of Characteristics for Overnight Visitors to Edmonton and Area

Overseas visitors spent the most per person per visit on average (\$786 per person per visit), but Alberta and U.S. visitors had the highest average spending per person per night (\$112 each).

<b>Selected Characteristics of Overnight Visits to Edmonton and Area - 2013</b>				
<b>Description</b>	<b>Alberta</b>	<b>Other Canada</b>	<b>United States</b>	<b>Overseas</b>
Average length of stay	2.0	3.6	5.4	17.4
Average spending per person per visit	\$230	\$379	\$605	\$786
Average spending per party per visit	\$381	\$581	\$772	\$1,056
Average spending per person per night	\$112	\$106	\$112	\$44
Average spending per party per night	\$186	\$162	\$143	\$59
Average party size	2.4	3.4	1.3	1.3

### Tourism Expenditures by Category

Residents of Alberta rank number one for spending in every tourism expenditure category in the Edmonton and area tourism region. Approximately 37% of all visitor spending made by residents of Alberta in the province was on accommodation and food and beverage.

<b>Total Tourism Expenditures in Edmonton and Area by Category - 2013</b>					
	<b>Alberta</b>	<b>Other Canada</b>	<b>United States</b>	<b>Overseas</b>	<b>Total</b>
<b>(\$'000s)</b>					
Public/Local Transportation	\$135,502	\$73,554	\$5,673	\$5,237	\$219,966
Private/Rental Auto	\$348,614	\$59,087	\$19,161	\$6,968	\$433,830
Accommodation	\$141,560	\$65,765	\$52,876	\$27,769	\$287,970
Food and Beverage	\$323,375	\$95,461	\$31,333	\$25,330	\$475,499
Recreation/Entertainment	\$71,123	\$20,877	\$7,378	\$7,582	\$106,960
Retail/Other	\$237,076	\$48,311	\$12,189	\$35,505	\$333,081
<b>Total</b>	<b>\$1,257,250</b>	<b>\$363,055</b>	<b>\$128,610</b>	<b>\$108,390</b>	<b>\$1,857,306</b>

For more information, please contact Alberta Culture and Tourism:

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