

# Tourism in Edmonton and Area Tourism Region



2011



## A Summary of 2011 Visitor Numbers and Characteristics

June 2013

**Due to methodological changes to the 2011 Travel Survey of Residents of Canada, there is a historical break in the data series. Therefore, commencing in 2011, data for Alberta and Other Canada may not be compared with previous years.**

## Introduction

Whether to see their friends and relatives, for business, or for pleasure, 7.73 million person-visits were made in 2011 to destinations in the Edmonton and Area Tourism Region (TR) by residents of Alberta and from 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 2011 Travel Survey of Residents of Canada (TSRC) and the 2011 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 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 or visit [www.tpr.alberta.ca](http://www.tpr.alberta.ca).

## Edmonton and Area Tourism Region: 2011 Overview

In 2011, the Edmonton and Area TR received 22% of the total person-visits to Alberta. Residents of Alberta that visited the Edmonton and Area TR accounted for 21% of the total Albertan person-visits. Residents of other parts of Canada that visited the Edmonton and Area TR accounted for 26% of the total other parts of Canada person-visits. Visitors from the United States and overseas to the Edmonton and Area TR accounted for 44% and 19% of the total person-visits to Alberta, respectively.

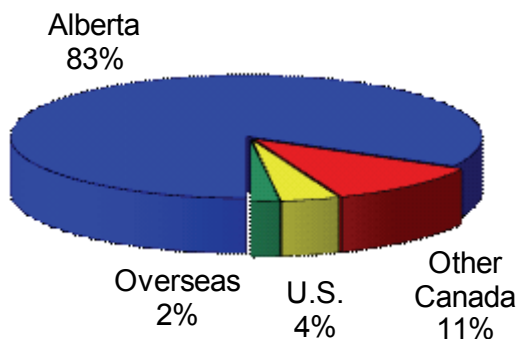
| <b>Comparison of Tourism Numbers</b>          |                                  |               |   |
|---|----------------------------------|---------------|---|
|   | Edmonton and Area Tourism Region | Total Alberta | Edmonton and Area Tourism Region % of Alberta |
| <b>Number of Visits (Millions)</b>            |                                  |               |   |
| Overnight Person-Visits                       | 3.38                             | 14.43         | 23%   |
| Total Person-Visits                           | 7.73                             | 35.32         | 22%   |
| <b>Origin of Visits (Total Person-Visits)</b> |                                  |               |   |
| Alberta                                       | 6.39                             | 30.41         | 21%   |
| Other Canada                                  | 0.88                             | 3.43          | 26%   |
| United States                                 | 0.34                             | 0.78          | 44%   |
| Overseas                                      | 0.13                             | 0.70          | 19%   |

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

## Who Travels to the Edmonton and Area Tourism Region?

**All trips:** In 2011, the Edmonton and Area TR received 7.73 million person-visits. Of the 7.73 million person-visits, 6.39 million (83%) were by Albertans. Another 882,000 person-visits (11%) were by other Canadians. Of the remaining 463,000 person-visits (6%), 4% (337,000) came from the U.S. and 2% (126,000) arrived from overseas.

**Origin of Person-Visits in Edmonton and Area Tourism Region in 2011**  
(N = 7.73 Million Person-Visits)



Residents of the Alberta Central TR accounted for 40% of the person-visits made to the Edmonton and Area TR. Residents of the Edmonton and Area TR accounted for 17%, residents from the Alberta North TR accounted for 12% and the Calgary and Area TR accounted for 11% of the person-visits made to the Edmonton and Area TR. Residents of British Columbia accounted for 5% and residents of Saskatchewan accounted for 4% of the person-visits made to the Edmonton and Area TR.

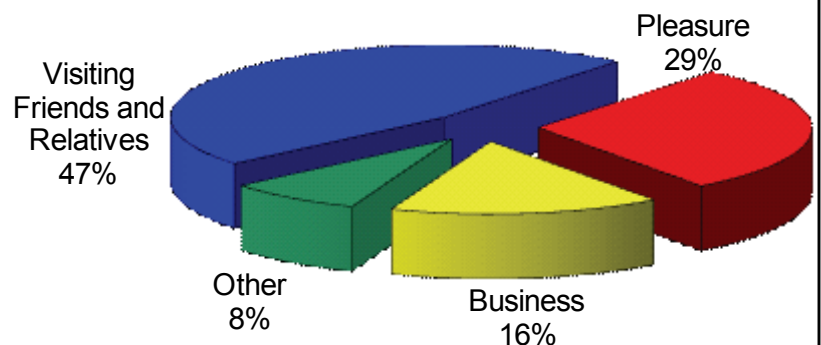
**Overnight trips:** Approximately 44% of all visits to the Edmonton and Area TR included at least one overnight stop, yielding 3.38 million overnight person-visits in 2011. Residents of the Alberta Central TR accounted for 24% of all overnight travel to the Edmonton and Area TR. This was followed by residents from the Calgary and Area TR

(15%), and the Alberta North TR (14%). Residents from British Columbia accounted for 10% and residents from Saskatchewan accounted for 8% of the overnight person-visits made to the Edmonton and Area TR.

## Main Purpose of Overnight Travel

Overnight visits to the Edmonton and Area TR totalled 3.38 million person-visits in 2011. Approximately 47% of the overnight person-visits to the Edmonton and Area TR stated that the main purpose of the trip was to visit friends and relatives. Twenty-nine per cent of the person-visits to the Edmonton and Area TR stated pleasure as the main purpose of the trip. Business accounted for 16% of overnight travel in the Edmonton and Area TR and 8% stated other reasons for the purpose of the trip.

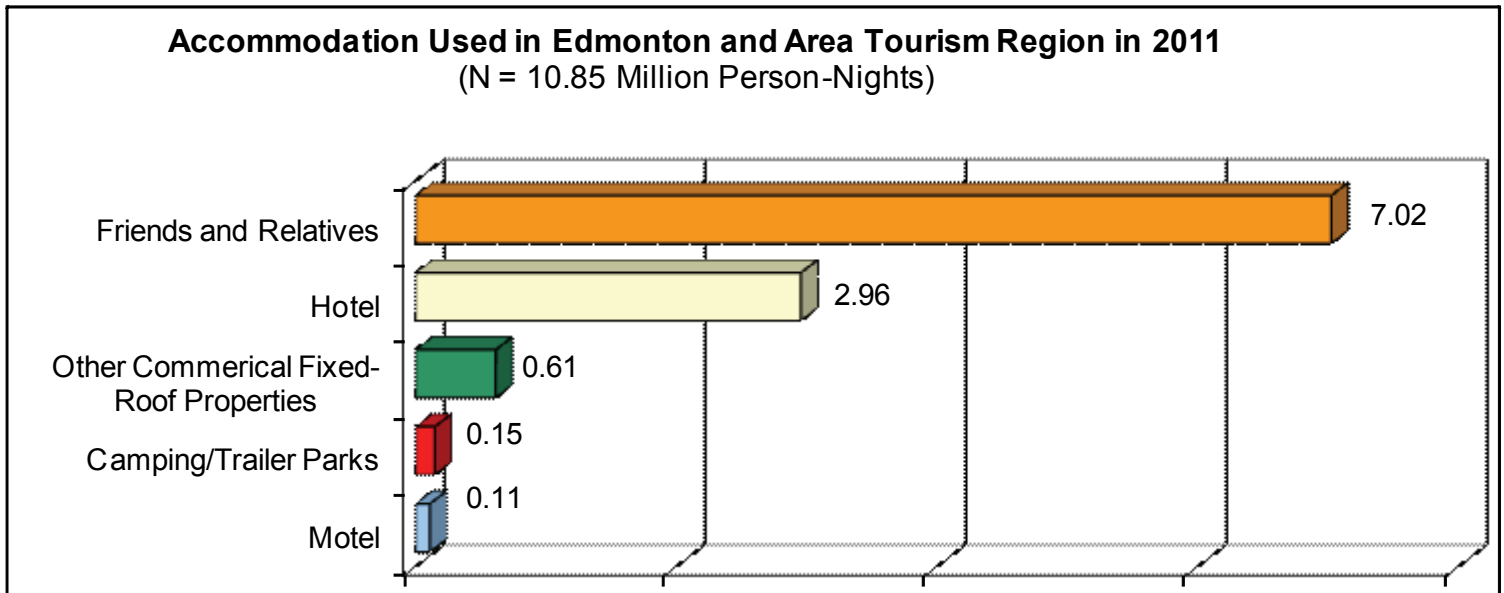
**Main Purpose of Overnight Trip to Edmonton and Area Tourism Region, 2011**  
(N = 3.38 Million Overnight Visits)



## Accommodation Used in the Edmonton and Area Tourism Region

Over the course of 2011, visitors spent 47.70 million person-nights in Alberta. Of these person-nights, 23% (10.85 million person-nights) were spent in the Edmonton and Area TR.

Sixty-five per cent of the 10.85 million person-nights (7.02 million) were spent in the homes of friends and relatives. A further 27% were spent in hotels (2.96 million person-nights). Six per cent were spent in other commercial fixed-roof properties, 1% were spent in campgrounds and trailer parks, and 1% were spent in motels.



## Average Length of Stay

| Average Length of Stay in Edmonton and Area Tourism Region 2011 |            |
|---|------------|
| All Overnight Visits  | <b>3.2</b> |
| Canada  | 2.6        |
| Alberta   | 2.1        |
| Other Canada  | 4.1        |
| United States   | 4.3        |
| Overseas  | 14.2       |

The average length of stay for all overnight visits to the Edmonton and Area TR is 3.2 nights.

Although Albertans account for the greatest number of overnight person-visits to the Edmonton and Area TR, they have the shortest average length of stay at 2.1 nights. The longest average length of stay is attributed to visitors from overseas, with 14.2 nights on average for each visit. Visitors from the U.S. stay on average 4.3 nights per trip and visitors from other parts of Canada stay an average of 4.1 nights per trip.

**Seasonality**

Visitation to the Edmonton and Area TR is at its highest in the third quarter (July, August and September), with 28% of overnight person-visits occurring at this time. This is followed with 26% visiting during the second quarter (April, May and June), 25% visiting during the fourth quarter (October, November and December), and 21% in the first quarter (January, February and March).

### Calendar Quarter of Overnight Visits in the Edmonton and Area Tourism Region - 2011

|               | January - March<br>(Quarter 1) | April - June<br>(Quarter 2) | July - September<br>(Quarter 3) | October - December<br>(Quarter 4) |
|---------------|--------------------------------|-----------------------------|---------------------------------|-----------------------------------|
| All Overnight | 21%                            | 26%                         | 28%                             | 25%                               |
| By Market     |                                |                             |                                 |                                   |
| Alberta       | 23%                            | 27%                         | 23%                             | 27%                               |
| Other Canada  | 17%                            | 25%                         | 33%                             | 25%                               |
| United States | 19%                            | 16%                         | 40%                             | 25%                               |
| Overseas      | 10%                            | 33%                         | 42%                             | 15%                               |

Twenty-seven per cent of overnight person-visits made by **Albertans** to the Edmonton and Area TR occur in the fourth quarter (October, November and December). Twenty-seven per cent of overnight person-visits made by Albertans occur in the second quarter (April, May and June). Thirty-three per cent of overnight person-visits from **other Canada** are made to the Edmonton and Area TR in the third quarter (July, August and September) and 25% are made in the fourth quarter (October, November and December) and 25% in the second quarter (April, May and June). Almost one-half (42%) of overnight person-visits made by **overseas** visitors to the Edmonton and Area TR occur in the third quarter (July, August and September) and 33% occur in the second quarter (April, May and June). Forty per cent of overnight person-visits made to Edmonton and Area TR from the **United States** occur in the third quarter (July, August and September), 25% occur in the fourth quarter (October, November and December), and 19% occur in the first quarter (January, February and March).

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