

Tourism in Edmonton and Area Tourism Region 2014

A Summary of 2014 Visitor Numbers, Expenditures and Characteristics July 2016

Introduction

Whether to see their friends and relatives, for business or for pleasure, 8.43 million total visits were made in 2014 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 2014 Travel Survey of Residents of Canada (TSRC) and the 2014 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 for 2013 and 2014 are not comparable with previous years (2012 and earlier), as Statistics Canada made a major file structure change in 2013. Data was suppressed so that the 2013 and 2014 data has considerably less detail than what was available 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: 2014 Overview

Comparison of Tourism Numbers¹			
	Edmonton and Area Tourism Region	Total Alberta	Edmonton and Area Tourism Region as % of Total Alberta
Number of Visits (Millions)			
Overnight Person-Visits	3.22	13.6	24%
Total Person-Visits	8.43	34.68	24%
Origin of Visits (Total Person-Visits)			
Alberta	7.13	29.79	24%
Other Canada	0.9	3.23	28%
United States	0.27	0.77	35%
Overseas	0.13	0.9	15%

¹ Note: Travellers to Alberta may visit more than one tourism region while in the province.

In 2014, the Edmonton and area tourism region received 24% of total visits to Alberta. Residents of Alberta that visited the region accounted for 24% of the total visits within Alberta. Of the total visits from other parts of Canada, 28% visited the region. Visitors to Alberta from the United States and overseas accounted for 35% and 15% of the visits to this region, respectively.

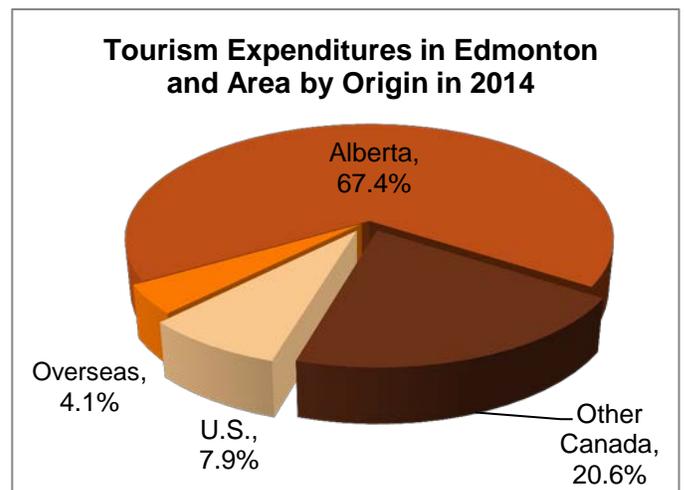
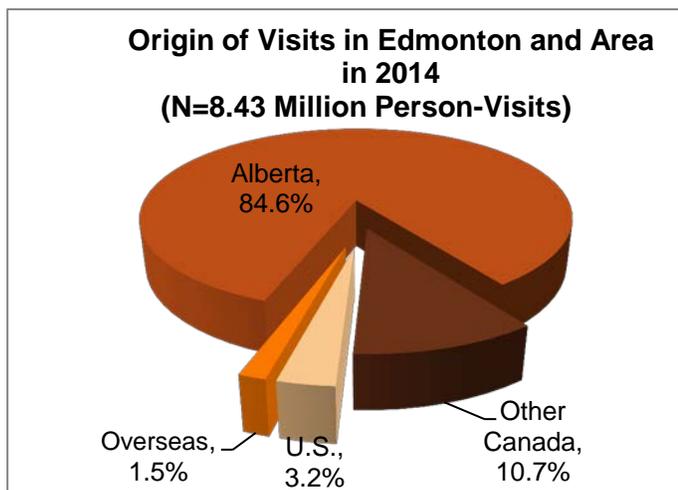
All trips

In 2014, Edmonton and area received 8.43 million total visits, of which 7.13 million (84.6%) were by Albertans. Another 900,000 visits (10.7%) were by other Canadians. Of the remaining 398,000 visits (4.7%), 3.2% (268,000) came from the U.S. and 1.5% (130,000) arrived from overseas.

Total Visitation and Tourism Expenditures in Edmonton and Area - 2014					
	Alberta	Other Canada	United States	Overseas	Total
('000s)					
Person-Visits	7,130	900	268	130	8,428
Tourism Expenditures	\$1,328,298	\$405,056	\$155,799	\$81,592	\$1,970,745

Residents of central Alberta accounted for 36% of visits made to the region, while residents of Edmonton and area accounted for 23% and residents of Calgary and area accounted for 12%. Residents of British Columbia accounted for 4% of visits made to the Edmonton and Area tourism region and residents of Saskatchewan accounted for 3%.

Direct tourism expenditure by these visitors was almost \$2 billion. Residents of Alberta accounted for 67.4% of direct visitor spending in the Edmonton and area tourism region. Visitors from other parts of Canada accounted for 20.6%, visitors from the United States accounted for 7.9% and overseas visitors accounted for 4.1% of direct tourism expenditure in the region.

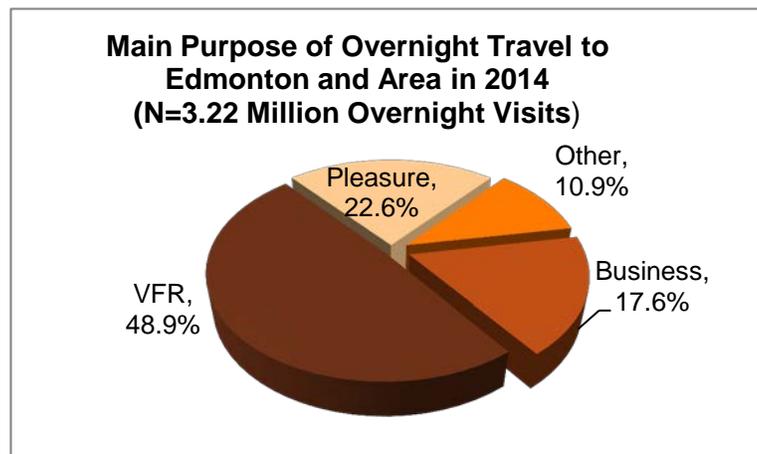


Overnight trips

Approximately 38% of all visits to the region included at least one overnight stop, yielding 3.22 million overnight visits in 2014. Residents of Calgary and area, as well as the central Alberta tourism region accounted for 19% of all overnight travel to the region. This was followed by residents of northern Alberta with 14% of overnight visits to the region, while residents of British Columbia accounted for 10% and residents of Saskatchewan accounted for 7%.

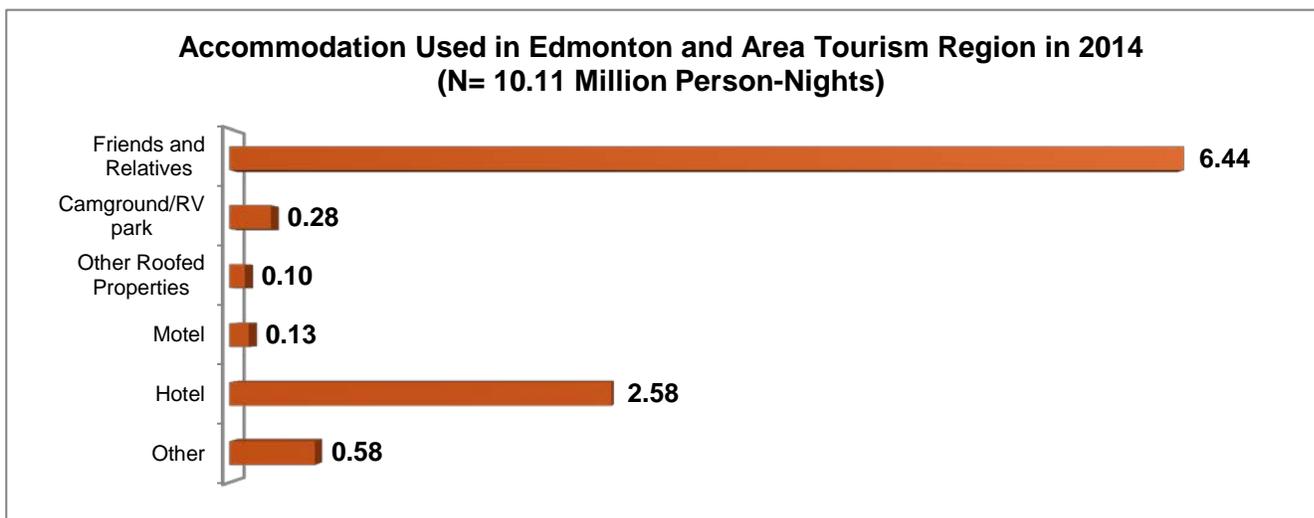
Main Purpose of Overnight Travel

There were 3.22 million overnight visits to the Edmonton area in 2014. Just under half (48.9%) of the overnight visitors to the region stated that the main purpose of their trip was to visit friends and relatives (VFR). Twenty-three per cent of the visitors to the region stated that pleasure was the main purpose of their trip. Business travel accounted for 17.6% of overnight stays in the region, and 10.9% of the visitors cited other reasons for their stay.



Accommodation Used in Edmonton and Area Tourism Region

Over the course of 2014, visitors spent 46.48 million nights in Alberta, of which 22% (10.11 million) were spent in Edmonton and area. Sixty-four per cent of these 10.11 million nights (6.44 million) were spent in the homes of friends and relatives. A further 26% of nights were spent in hotels (2.58



million), while 3% were spent in campgrounds or RV parks and 1% in both motels and other roofed properties. Six per cent stayed in other accommodations.

Average Length of Stay for Overnight Visitors

The average length of stay for all overnight visits to the Edmonton and area tourism region is 3.1 nights.

Although Albertans account for the greatest number of visits to the Edmonton area, they have the shortest average length of stay at 2 nights. The longest average length of stay is attributed to visitors from overseas, with 14.6 nights on average for each visit. Visitors from the United States followed with 4 nights per trip and visitors from the rest of Canada stayed an average of 3.9 nights per trip.

Average Length of Stay in Edmonton and Area Tourism Region - 2014 (Nights)	
All Overnight Visits	3.1
Canada	2.5
Alberta	2.0
Other Canada	3.9
United States	4.0
Overseas	14.6

Seasonality

Visitation to the Edmonton and area tourism region is at its highest in the third quarter (July, August and September), with 30% of overnight visits occurring at this time. This is followed with 26% visiting during the second quarter (April, May and June), 24% visiting during the fourth quarter (October, November and December) and 20% in the first quarter (January, February and March).

Calendar Quarter of Overnight Visits in Edmonton and Area Tourism Region - 2014				
	January-March (Quarter 1)	April-June (Quarter 2)	July-September (Quarter 3)	October-December (Quarter 4)
All Overnight	20%	26%	30%	24%
By Market				
Alberta	20%	27%	27%	27%
Other Canada	23%	19%	35%	23%
United States	15%	38%	29%	18%
Overseas	15%	26%	44%	15%

Twenty-seven per cent of overnight visits made by **Albertans** to the Edmonton and Area occur in each of the second, third and fourth quarter. Twenty per cent of overnight visits made by Albertans occur in the first quarter (January, February and March). Thirty-five 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 first quarter (January, February and March). Thirty-eight per cent of overnight visits from the **U.S.** occur in the second quarter (April, May and June) and 29% occur in the third quarter (July, August and September). Forty-four per cent of overnight visits made by **overseas** visitors occur in the third quarter (July, August and September) and 26% occur in the second quarter (April – June).

Summary of Characteristics for Overnight Visitors to Edmonton and Area

Overseas visitors spent the most per person per visit on average (\$625 per person per visit), but U.S. visitors had the highest average spending per person per night (\$138). Visitors from Alberta spent the second most per person per night at \$114.

Selected Characteristics of Overnight Visits to Edmonton and Area - 2014				
Description	Alberta	Other Canada	United States	Overseas
Average length of stay	2.0	3.9	4.0	14.6
Average spending per person per visit	\$228	\$400	\$581	\$625
Average spending per party per visit	\$355	\$611	\$800	\$870
Average spending per person per night	\$114	\$104	\$138	\$39
Average spending per party per night	\$177	\$160	\$190	\$54
Average party size	2.2	2.5	1.4	1.4

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.

Total Tourism Expenditures in Edmonton and Area by Category - 2014					
	Alberta	Other Canada	United States	Overseas	Total
(\$'000s)					
Public/Local Transportation	\$141,599	\$98,687	\$9,055	\$3,619	\$252,960
Private/Rental Auto	\$363,876	\$60,920	\$21,192	\$7,397	\$453,385
Accommodation	\$133,246	\$70,859	\$62,783	\$18,920	\$285,808
Food and Beverage	\$361,496	\$104,084	\$36,757	\$22,843	\$525,180
Recreation/Entertainment	\$53,133	\$21,420	\$9,202	\$6,646	\$90,401
Retail/Other	\$274,948	\$49,086	\$16,810	\$22,167	\$363,011
Total	\$1,328,298	\$405,056	\$155,799	\$81,592	\$1,970,745

For more information, please contact Alberta Culture and Tourism:

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