

Tourism in Edmonton and Area Tourism Region



2012



A Summary of 2012 Visitor Numbers and Characteristics

June 2014

Introduction

Whether to see their friends and relatives, for business, or for pleasure, 6.49 million total visits were made in 2012 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 Tourism, Parks and Recreation has prepared a special analyses of the 2012 Travel Survey of Residents of Canada (TSRC) and the 2012 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. 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.

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.

Edmonton and Area Tourism Region: 2012 Overview

In 2012, the Edmonton and area region received 20% of the total visits to Alberta. Residents of Alberta that visited the region accounted for 19% of the total Albertan visits. Of the total visits from other parts of Canada, 24% visited the region. Visitors from the United States and overseas to the region accounted for 15% and 18% of the total visits to Alberta, respectively.

Comparison of Tourism Numbers			
	Edmonton and Area Tourism Region	Total Alberta	Edmonton and Area Tourism Region % of Alberta
Number of Visits (<i>Millions</i>)			
Overnight Person-Visits	2.89	13.49	21%
Total Person-Visits	6.49	33.09	20%
Origin of Visits (Total Person-Visits)			
Alberta	5.45	28.27	19%
Other Canada	0.80	3.33	24%
United States	0.12	0.82	15%
Overseas	0.12	0.68	18%

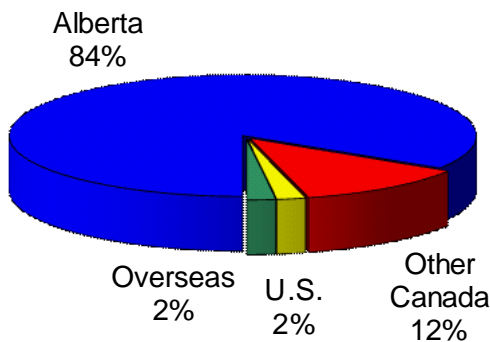
Note: Travellers to Alberta may visit more than one tourism region while in the province.

Who Travels to the Edmonton and Area Tourism Region?

All trips: In 2012, the Edmonton and Area region received 6.49 million total visits, of which 5.45 million (84%) were by Albertans. Another 798,000 visits (12%) were by other Canadians. Of the remaining 242,000 visits (4%), 2% (122,000) came from the U.S. and 2% (120,000) arrived from overseas.

Origin of Visits in Edmonton and Area Tourism Region in 2012

(N = 6.49 Million Person-Visits)



Residents of central Alberta accounted for 36% of the visits made to the region. Residents of Edmonton and area accounted for 22%, residents of Calgary and area accounted for 12% and residents of the northern Alberta accounted for 11% of the visits made to the region. Residents of British Columbia accounted for 4% and residents of Saskatchewan accounted for 4% of visits made to Edmonton and Area.

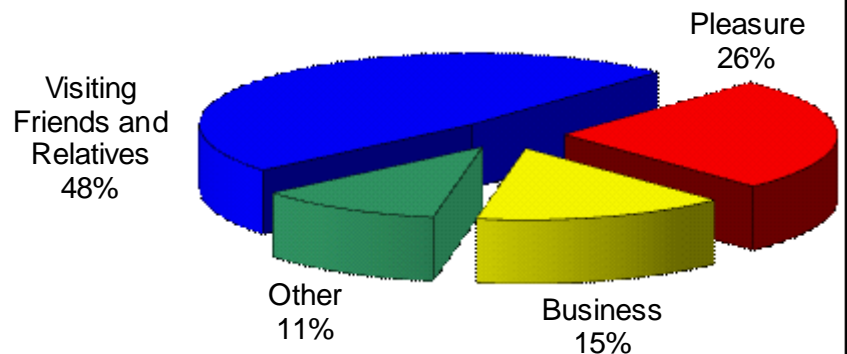
Overnight trips: Approximately 45% of all visits to the region included at least one overnight stop, yielding 2.89 million overnight visits in 2012. Residents of central Alberta accounted for 21% of all overnight travel to the region. This was followed by residents of Calgary and area (17%) and northern Alberta (17%). Residents of British Columbia accounted for 9% and residents of Saskatchewan accounted for 9% of the overnight visits made to the region.

Main Purpose of Overnight Travel

Overnight visits to the Edmonton and area region totalled 2.89 million visits in 2012. Approximately 48% of the overnight visitors to the region stated that the main purpose of their trip was to visit friends and relatives. Twenty-six per cent of the visitors to the region stated pleasure as the main purpose of their trip. Business accounted for 15% of overnight travel in the region and 11% stated other reasons.

Main Purpose of Overnight Trip to Edmonton and Area Tourism Region, 2012

(N = 2.89 Million Overnight Visits)

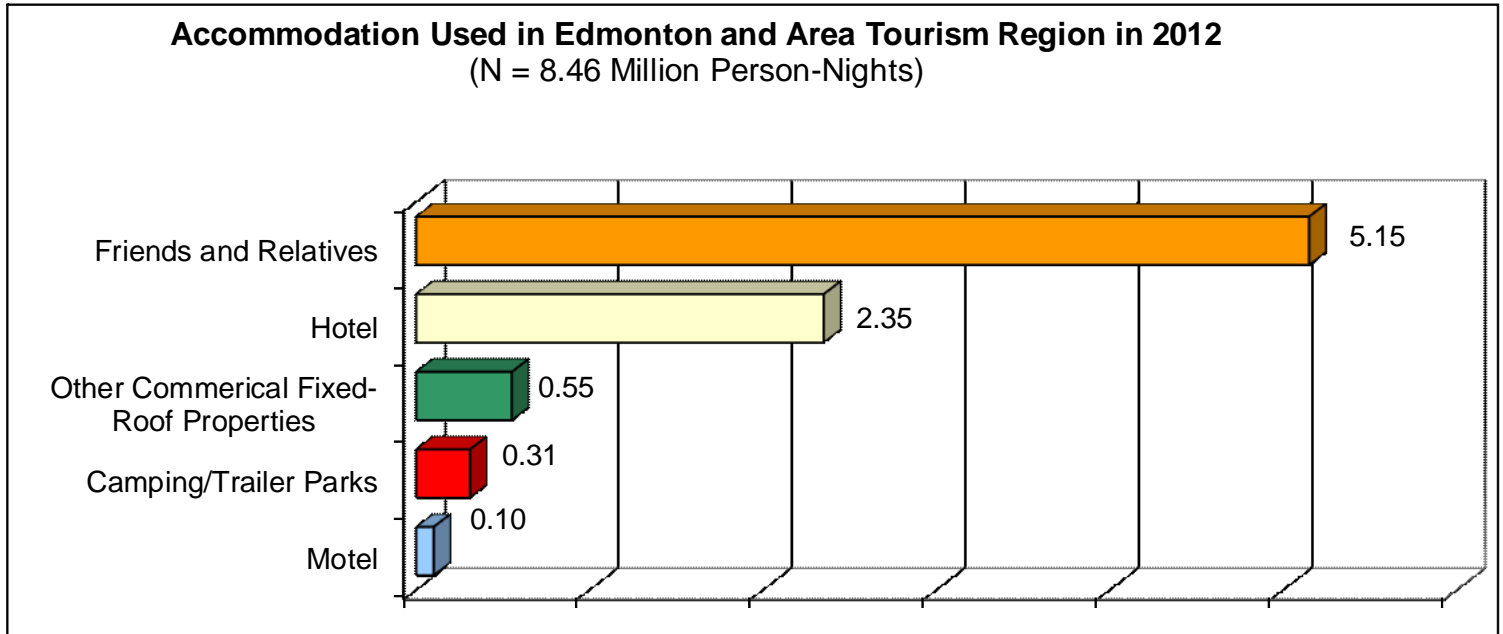


Accommodation Used in the Edmonton and Area Tourism Region

Over the course of 2012, visitors spent 46.10 million nights in Alberta. Of these nights, 18% (8.46 million) were spent in Edmonton and area.

Average Length of Stay

Sixty-one per cent of the 8.46 million nights (5.15 million) were spent in the homes of friends and relatives. A further 28% of nights were spent in hotels (2.35 million). Six per cent of nights were spent in other commercial fixed-roof properties, 4% in campgrounds and trailer parks and 1% in motels.



The average length of stay for all overnight visits to the Edmonton and Area is 2.9 nights.

Average Length of Stay in Edmonton and Area Tourism Region 2012	
All Overnight Visits	2.9
Canada	2.5
Alberta	2.0
Other Canada	3.6
United States	3.4
Overseas	12.8

Although Albertans account for the greatest number of overnight visits to Edmonton and area, they have the shortest average length of stay at 2.0 nights. The longest average length of stay is attributed to visitors from overseas, with 12.8 nights on average for each visit. Visitors from the U.S. stay on average 3.4 nights per trip and visitors from other parts of Canada stay an average of 3.6 nights per trip.

Seasonality

Visitation to the Edmonton and Area is at its highest in the fourth quarter (October, November and December), with 29% of overnight visits occurring at this time. This is followed with 28% visiting during the third quarter (July, August and September), 23% visiting during the second quarter (April, May and June), and 20% in the first quarter (January, February and March).

Calendar Quarter of Overnight Visits in the Edmonton and Area Tourism Region - 2012

	January - March (Quarter 1)	April - June (Quarter 2)	July - September (Quarter 3)	October - December (Quarter 4)
All Overnight	20%	23%	28%	29%
By Market				
Alberta	21%	22%	24%	33%
Other Canada	18%	23%	32%	27%
United States	16%	21%	48%	15%
Overseas	13%	30%	41%	16%

Thirty-three per cent of overnight visits made by **Albertans** to the 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 22% in the second quarter (April, May and June). Thirty-two per cent of overnight visits from **other parts of Canada** are made to the Edmonton and Area in the third quarter (July, August and September) and 27% are made in the fourth quarter (October, November and December) and 23% in the second quarter (April, May and June). Almost one-half (41%) of overnight visits made by **overseas** visitors to the Edmonton and Area occur in the third quarter (July, August and September) and 30% occur in the second quarter (April, May and June). Forty-eight per cent of overnight visits made to Edmonton and Area from the **United States** occur in the third quarter (July, August and September) and 21% occur in the second quarter (April, May and June).

For more information, please contact:
research.innovation@gov.ab.ca
 Alberta Tourism, Parks and Recreation

ISBN: 978-14601-1728-6
 ISSN: 2367-9581