

Alberta Tourism, Parks and Recreation

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
Entries into CANADA by Country of Residence 2009 (000's of trips)¹													
United States	1,090.9	1,120.7	1,254.6	1,436.8p	1,973.2p	2,147.4p	2,895.0p	2,785.1p	1,947.9p	1,461.1p	1,128.5p	1,287.1p	20,525.6p
Per cent change from 2008	-6.2%	-4.6%	-5.9%	2.8%	-1.5%	-16.0%	-11.3%	-16.1%	-2.0%	-12.5%	-15.5%	-8.5%	-9.2%
Total Other International (n/incl US)	214.0	207.4	215.4	280.8p	371.1p	481.7p	617.9p	557.3p	468.5p	311.1p	175.0p	269.9p	4,170.1p
Per cent change from 2008	-2.0%	-9.5%	-16.5%	1.1%	-18.6%	-16.2%	-13.6%	-14.6%	-15.2%	-8.3%	-10.0%	-8.9%	-12.5%
United Kingdom	34.1	38.5	37	54.4p	68.1p	86.5p	96.8p	93.8p	87.3p	55.4p	27.0p	48.5p	724.5p
Per cent change from 2008	-13.9%	-20.9%	-34.1%	1.3%	-20.7%	-17.2%	-19.5%	-18.4%	-18.2%	-2.5%	-13.4%	-10.7%	-16.7%
Germany	13.3	12.9	12.8	17.1p	31.3p	37.1p	45.9p	51.1p	45.2p	27.1p	10.3p	14.7p	318.8p
Per cent change from 2008	18.3%	1.6%	-6.9%	8.6%	-13.8%	-9.7%	-1.5%	-3.1%	-12.0%	13.9%	-8.2%	-4.6%	-4.0%
Japan	8.5	11.8	15.6	14.4p	13.0p	14.9p	21.7p	25.8p	32.5p	23.0p	12.2p	12.5p	205.6p
Per cent change from 2008	-25.3%	-24.2%	-23.3%	-13.8%	-48.6%	-13.3%	-35.4%	-28.8%	-18.9%	-32.7%	10.2%	-8.8%	-28.4%
Alberta Direct Entries 2009 (000's of trips)²													
U.S. Residents	26.7	27.7	33.8	32.3p	44.6p	74.4p	102.7p	77.6p	56.7p	34.6p	28.8p	37.2p	576.0p
Per cent change from 2008	6.0%	2.3%	-2.9%	1.5%	-2.4%	-4.1%	0.7%	-6.8%	2.1%	-12.2%	-15.1%	-12.2%	-3.8%
Other Countries	20.7	20.7	19.4	20.3p	27.8p	39.8p	46.6p	35.3p	28.2p	14.9p	9.5p	21.5p	304.6p
Per cent change from 2008	-5.0%	-9.2%	-26.3%	3.4%	-10.4%	-9.9%	-11.1%	-21.7%	-19.3%	-25.4%	-25.7%	-9.6%	-14.1%
Air Passengers 2009 (000's of enplanements and deplanements)³													
Edmonton International	493.5	492.3	526.7	526.1	488.4p	481.2p	546.1p	571.4p	473.3p	497.2p	472.8p	529.1p	6,090.2p
Per cent change from 2008	-1.7%	-3.2%	-3.7%	1.5%	-8.5%	-9.9%	-7.5%	-7.8%	-7.3%	-6.4%	-5.2%	-2.6%	-5.4%
Calgary International	938.3	943.0r	1,022.2r	1,004.1r	954.8r	989.0r	1,146.4r	1,200.0r	1,002.6r	1,009.8r	894.6p	1,030.9p	12,175.0p
Per cent change from 2008	-4.2%	-4.9%	-7.1%	-3.4%	-8.1%	-5.1%	-2.5%	-1.9%	3.1%	1.3%	-3.2%	0.7%	-2.7%
Highway Count (000's of vehicles)⁴													
Hwy 1 -Sask border w-bound	52.4	52.4	58.2	67.7p	72.0p	76.9p	105.5p	103.4p	77.8p	75.3p	65.1p	66.7p	873.5p
Per cent change from 2008	-5.8%	-5.2%	-16.0%	10.3%	-2.3%	-0.3%	9.2%	0.5%	2.6%	-2.0%	0.6%	2.8%	-0.1%
Hwy 1 - Banff Pk Gate (2-way)	401.7	411.9	426.9	464.8p	543.6p	544.7p	765.7p	790.1p	585.3p	425.6p	385.2p	412.7p	6,158.2p
Per cent change from 2008	0.7%	-0.6%	-13.1%	10.6%	5.1%	-4.0%	5.4%	-1.4%	11.4%	-8.0%	-3.0%	3.9%	0.6%
Hwy 16 - Jasper Pk Gate (2 way)	78.6	77.2	88.7	101.2p	118.3p	132.8p	204.3p	215.9p	139.6p	96.8p	78.7p	88.2p	1,420.3p
Per cent change from 2008	-11.4%	-13.5%	-21.8%	1.5%	-3.3%	-4.9%	13.2%	1.7%	9.8%	-10.3%	2.1%	4.1%	-1.6%
Hwy 16 - Jct #897 w-bound	138.7	130.4	142.0	159.9p	164.4p	168.2p	183.8p	184.0p	164.9p	166.5p	154.1p	152.0p	1,908.9p
Per cent change from 2008	0.1%	-3.9%	-9.1%	8.1%	-1.4%	0.4%	0.9%	-1.2%	-1.8%	-5.4%	-1.8%	1.4%	-1.2%
Sources: Statistics Canada													

p=preliminary

r=revised

e=estimate

New or updated monthly figures are shown in bold type

26-May-10

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Accommodation Indices 2009⁵													
Edmonton Occupancy Rate	56.0%	71.7%	69.1%	69.7%	65.0%	65.7%	64.8%	67.3%	67.1%	68.7%	62.2%	49.2%	64.6%
Point change from 2008	-5.2	-5.5	-10.6	-8.7	-11.7	-6.5	-6.5	-9.0	-12.0	-8.3	-12.1	-6.5	-8.6
Average Daily Room Rate	\$121.33	\$123.45	\$ 122.44	\$122.65	\$ 121.62	\$ 119.38	\$116.33	\$ 114.66	\$ 119.21	\$122.21	\$ 121.41	\$117.40	\$120.26
Calgary Occupancy Rate	54.9%	63.7%	64.8%	61.4%	65.4%	68.2%	75.6%	71.6%	77.6%	64.1%	65.3%	47.9%	65.0%
Point change from 2008	-3.8	-2.5	-1.7	-14.0	-9.6	-13.3	-4.6	-8.4	-3.0	-9.3	-5.8	-5.0	-6.7
Average Daily Room Rate	\$141.53	\$143.10	\$ 142.69	\$139.87	\$ 142.83	\$ 148.35	\$159.13	\$ 136.18	\$ 150.28	\$ 144.17	\$ 147.89	\$ 130.28	\$144.36
Alberta Resorts Occupancy Rate	37.7%	49.8%	45.1%	42.0%	53.1%	57.7%	69.9%	76.0%	67.0%	49.4%	35.2%	41.9%	53.1%
Point change from 2008	-8.5	-2.5	12.8	-9.1	-11.4	-16.4	-7.6	-8.7	-4.2	-3.5	-5.2	-1.2	-7.7
Average Daily Room Rate	\$172.94	\$176.41	\$ 173.51	\$156.49	\$ 199.32	\$ 239.25	\$237.17	\$250.93	\$ 222.69	\$168.99	\$140.17	\$ 187.64	\$194.09
Total Alberta (excluding Resorts) Occupancy Rate	53.5%	61.6%	61.2%	57.8%	58.8%	61.2%	63.6%	63.2%	65.1%	59.6%	58.6%	43.4%	58.9%
Point change from 2008	-4.7	-6.6	-7.2	-11.7	-10.9	-11.4	-9.3	-11.4	-10.7	-12.6	-10.7	-7.8	-9.7
Average Daily Room Rate	\$130.35	\$131.07	\$ 129.97	\$127.73	\$ 128.75	\$ 129.68	\$ 134.18	\$ 124.24	\$ 130.76	\$ 127.80	\$ 129.24	\$ 120.80	\$128.74
National Park Attendance (000's of person visits) 2009⁶ Includes Group Tours.													
Banff	150.6	158.6	165.2	209.5p	244.5p	259.3p	521.7p	509.7p	366.0p	107.3p	99.6p	114.0p	3,114.6p
Per cent change from 2008	0.1%	-2.2%	-14.3%	9.5%	1.7%	-3.9%	8.5%	-3.1%	11.4%	-9.5%	-0.8%	3.7%	-1.0%
Jasper	43.1	44.6	50.4	122.1p	144.7p	160.3p	366.4p	364.9p	252.2p	46.8p	37.8p	43.4p	1,857.0p
Per cent change from 2008	-9.5%	-11.9%	-21.7%	6.0%	-0.8%	-4.6%	9.6%	-1.8%	10.9%	-9.8%	1.3%	3.3%	-1.8%
Waterton Lakes	7.2p	7.6p	7.9r	11.5r	30.5r	53.4p	91.1p	91.5p	56.5p	12.0p	7.0p	6.2p	382.4p
Per cent change from 2008	9.1%	2.7%	-13.2%	-0.9%	8.2%	-5.0%	6.8%	-2.9%	29.3%	-29.0%	-18.6%	6.9%	2.3%
Employment (000's of persons) Seasonally Adjusted⁷													
Accommodation, Food & Beverage	121.7	125.0	122.2	128.3	125.5	131.1	126.5	130.1	123.8	120.2	123.1	133.3	125.9
Per cent change from 2008	8.2%	20.1%	13.1%	9.0%	5.2%	9.4%	10.1%	12.0%	5.7%	4.3%	12.7%	22.1%	10.4%
Food Services and Drinking Places (\$Millions) unadjusted⁸													
Total Receipts for Alberta	\$ 553.4	\$ 557.2	\$ 549.9	\$ 549.1	\$ 555.8	\$ 554.3	\$ 560.3	\$ 552.6	\$553.6	\$541.7	\$543.4	\$536.1	\$ 550.9
Per cent change from 2008	3.9%	4.3%	0.8%	0.6%	0.9%	-1.8%	0.6%	-1.3%	-1.4%	-3.0%	-2.5%	-0.7%	0.0%
Historic Sites and Museums (000s of person visits)⁹													
Visitor Attendance	22.4	47.5	46.7	51.1	76.3	111.0	186.8	192.0	77.3	40.1	32.2	21.5	898.9
Per cent change from 2008	9.3%	46.2%	0.0%	28.4%	3.0%	-1.4%	-16.1%	1.9%	22.5%	-10.5%	2.3%	-3.2%	0.7%

Sources: Edmonton International Airport, Calgary International Airport, Alberta Infrastructure, PKF Consulting Inc.

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1. Entries into Canada by Country of Residence – Includes all residents of the United States and other countries who enter Canada at Canadian Customs and Revenue Agency posts. These entries include day trips and overnight trips.

2. Alberta Direct Entries – Includes all residents of the United States and other countries who enter Canada at Canadian Customs and Revenue Agency posts in Alberta and who visit Alberta for one or more nights. This includes business travellers, commuters, vacation travellers, people visiting friends or relatives, conference attendees, students and passengers in transit. The direct entry figures understate the actual number of foreign visitors to the province because they do not include those entering Alberta indirectly, e.g. via British Columbia. Direct entries account for roughly 45% of Alberta's total overseas visitors. Direct entries account for roughly 72% of Alberta's total U.S. visitors.

Source: Statistics Canada catalogue 66-001(p) International Travel – Advance Information (monthly)

3. Air Passengers – Numbers are preliminary estimates of the number of air passengers enplaning and deplaning at the Edmonton International and Calgary International Airports. Official statistics are available from Statistics Canada about six months after the preliminary figures are released. Official figures typically are three to five per cent less than preliminary estimates.

Source: Edmonton International Airport and Calgary International Airport Websites

4. Highway Traffic – These figures are monthly totals, based on monthly average daily traffic (average number of vehicles per day multiplied by number of days in the month) passing the counter locations and in the direction indicated for a particular month. All vehicles are counted. Year-to-date is a cumulative total for all vehicles.

Source: Alberta Infrastructure,
Highway Systems, Planning Branch

5. Accommodation Indices – Occupancy rates and average daily room rates are based on monthly averages of all reporting hotels, motels and motor hotels in each designated region. Alberta Resorts includes the resort communities of Banff, Lake Louise, Kananaskis, Canmore and Jasper.

Source: Trends in the Canadian Hotel Industry, produced by PKF Consulting Inc.

6. National Park Attendance -- Attendance is reported as the number of visits to National Parks in Alberta. A visit is defined as the entry onto a site by a person engaged in heritage appreciation or recreation activity. Local, commercial and pass-through traffic is not included. Data are preliminary unless otherwise noted.

Beginning in 2004 the monthly figures for Banff National Park reflect independent travellers only, and do not include people travelling as part of a tour group. The tour group figures are, however, included in

7. Employment Food and Accommodation Sector – The employment figure represents all persons who worked for pay or profit or unpaid work in the food services and accommodation sector, including businesses or other ventures owned or operated by a related family member(s) during the reference period of the survey.

Source: Statistics Canada, Labour Force Survey

8. Food Services and Drinking Places -- The monthly survey of Food Services and Drinking Places provides estimates of the value of sales and the number of locations of restaurants, caterers, and drinking places by province and by industry at the North American Industry Classification System (NAICS) four-digit level. Includes total receipts from restaurants, caterers and taverns for chain and independent establishments. The target population is the 3 digit NAICS level of 722, which includes: Full-service restaurants, limited service eating places, special food places and drinking places.

Source: Statistics Canada

9. Historic Sites and Museums -- Visitor attendance figures are monthly totals based on fifteen historic sites, the Royal Alberta Museum, the Royal Tyrrell Museum of Paleontology, and the Tyrrell Field Station.

Source: Alberta Culture and Community Spirit, Historic Resources Division

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