

2006 Alberta Tourism Market Monitor

Alberta Employment, Immigration and Industry

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
Entries into CANADA by Country of Residence (000's of trips)													
United States	1,625.7p	1,619.7p	1,841.5p	2,018.4p	2,452.1p	3,227.0p	4,126.1p	3,760.p	2,648.3p	1,991.8p	1,657.9p	1,879.8p	28,872.7p
Per cent change	-5.0%	-12.7%	-10.3%	-4.2%	-8.4%	-7.4%	-11.3%	-8.7%	-8.4%	-12.1%	-9.2%	-6.3%	-8.8%
Total Other International (n/incl US)	204.3p	205.7p	235.3p	278.3p	413.1p	528.9p	667.1p	610.5p	533.9p	339.3p	197.2p	301.1p	4,517.5p
Per cent change	7.9%	-1.9%	-3.9%	10.2%	3.9%	-1.4%	-3.5%	1.0%	-1.8%	-1.9%	-0.8%	3.8%	0.3%
United Kingdom	37.3p	44.6p	49.7p	55.0p	84.2p	103.1p	120.0p	116.6p	115.5p	62.5p	32.3p	60.7p	881.7p
Per cent change	0.7%	-10.5%	-13.4%	16.2%	1.4%	-6.7%	-10.6%	-4.9%	-1.2%	-4.5%	-2.9%	-4.4%	-4.3%
Germany	10.8p	11.7p	13.2p	16.2p	32.9p	36.4p	46.1p	51.4p	46.3p	21.6p	10.5p	14.9p	313.0p
Per cent change	1.4%	-1.4%	-5.7%	9.0%	-7.9%	-8.9%	-14.5%	-7.5%	-8.9%	-9.8%	-10.5%	12.3%	-7.0%
Japan	17.7p	21.3p	27.8p	25.3p	37.2p	43.6p	44.2p	47.9p	51.1p	47.1p	20.1p	17.6p	401.1p
Per cent change	5.5%	-2.6%	0.1%	-14.9%	-5.2%	-2.8%	-3.6%	-9.3%	-15.7%	-12.6%	-20.9%	-22.5%	-9.2%

Alberta Direct Entries (000's of trips)													
U.S. Residents	23.5p	25.8p	35.7p	29.4p	45.9p	79.4p	104.5p	81.0p	54.1p	40.3p	32.5p	45.0p	597.8p
Per cent change	-12.3%	-29.5%	-4.0%	14.9%	13.3%	-0.9%	-11.6%	-5.6%	-5.6%	9.8%	10.3%	12.7%	-2.7%
Other Countries	18.2p	16.2p	18.6p	15.6p	26.6p	36.3p	39.9p	37.5p	30.2p	16.4p	9.4p	23.2p	287.9p
Per cent change	14.4%	-20.7%	-3.6%	53.3%	7.0%	0.8%	-16.1%	0.0%	-15.9%	-6.6%	12.5%	10.7%	-2.2%

Air Passengers (000's of enplanements and deplanements)													
Edmonton International	394.6	389.7	431.7	413.6	427.9	414.7	467.4	508.2	432.7	437.7p	418.9p	469.6p	5,211.9p
Per cent change	10.7%	10.9%	13.0%	20.4%	20.2%	12.9%	13.8%	18.2%	13.2%	17.9%	15.4%	18.2%	15.5%
Calgary International	835.8	823.8	929.8	896.7	933.1r	943.6	1089.4	1,125.0	952.0	936.6	849.8p	956.9p	11,272.5p
Per cent change	9.2%	8.1%	9.4%	19.6%	16.0%	9.5%	7.4%	10.2%	10.1%	10.0%	14.7%	11.4%	11.1%

Highway Count (000's of vehicles)													
Hwy 1 -Sask border w-bound	54.6	50.7	58.6	68.2	70.4	74.5	102.2	99.5	77.0	76.3p	60.2p	67.2p	859.4p
Per cent change	12.7%	1.6%	-6.9%	11.4%	-1.9%	2.9%	-2.9%	-1.3%	3.5%	4.8%	0.0%	1.8%	1.4%
Hwy 1 - Banff Pk Gate (2-way)	392.3	376.9	422.0	458.3	489.2	517.7	739.2	754.6	549.8	442.6p	351.0p	459.5p	5,953.1p
Per cent change	18.9%	0.2%	-4.0%	10.0%	-2.4%	6.0%	-1.0%	5.8%	7.6%	2.8%	-0.7%	9.6%	4.0%
Hwy 16 - Jasper Pk Gate (2 way)	62.6e	76.6	94.3	105.5	119.5	125.1	186.8	197.3	131.3	102.3p	67.4p	90.4p	1,359.1p
Per cent change	0.0%	3.8%	-6.9%	7.5%	2.4%	0.2%	-3.0%	6.4%	8.4%	7.0%	-6.5%	4.4%	2.1%
Hwy 16 - Jct #897 w-bound	135.3	124.1	135.7	154.4	157.9	165.7	181.6	182.8	161.5	165.8p	145.4p	149.8p	1,848.8p
Per cent change	17.5%	5.6%	0.1%	10.7%	5.5%	7.2%	4.4%	7.5%	6.7%	8.2%	-1.5%	2.3%	5.4%

Note: Entries into Canada by residents of countries other than the US include direct entries and entries via the US.

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Accommodation Indices													
Edmonton Occupancy Rate	55.6%	71.6%	75.6%	74.0%	74.0%	74.5%	72.5%	77.0%	78.2%	73.8%	78.4%	58.0%	71.7%
Point change	6.5	5.4	6.9	7.7	10.7	5.0	-3.5	8.5	6.4	5.1	5.0	6.1	5.8
Average Daily Room Rate	\$ 97.80	\$100.88	\$ 101.64	\$ 103.25	\$ 104.27	\$ 105.56	\$ 107.27	\$ 103.82	\$ 107.03	\$ 106.45	\$ 107.98	\$ 102.05	\$ 103.73
Calgary Occupancy Rate	56.2%	65.7%	77.8%	71.5%	77.7%	84.8%	86.7%	81.9%	86.5%	76.3%	75.8%	54.8%	74.3%
Point change	6.1	4.8	14.1	5.5	7.6	1.6	0.1	2.0	5.0	2.8	4.8	2.5	4.3
Average Daily Room Rate	\$ 113.65	\$ 117.62	\$ 123.10	\$ 121.12	\$ 125.01	\$ 141.12	\$ 150.85	\$ 122.55	\$ 130.18	\$ 127.70	\$ 126.19	\$ 116.54	\$ 127.20
Alberta Resorts Occupancy Rate	40.2%	53.4%	57.3%	47.3%	68.8%	72.1%	82.8%	84.4%	78.7%	59.0%	45.5%	50.2%	61.9%
Point change	0.9	1.2	0.3	-2.8	3.2	1.6	1.2	2.4	1.2	0.5	2.8	3.3	1.3
Average Daily Room Rate	\$ 151.32	\$ 169.63	\$ 170.33	\$ 143.03	\$ 177.65	\$ 245.91	\$ 275.41	\$272.41	\$ 243.36	\$155.37	\$133.02	\$ 201.10	\$ 205.91
Total Alberta (excluding Resorts)													
Occupancy Rate	58.2%	69.3%	76.2%	70.4%	73.2%	77.9%	79.0%	78.5%	79.8%	73.8%	75.2%	55.8%	72.0%
Point change	5.8	3.9	8.2	4.1	6.8	1.8	-2.2	3.0	3.2	2.4	2.9	2.6	3.4
Average Daily Room Rate	\$ 105.74	\$ 108.11	\$ 111.30	\$ 110.68	\$ 113.28	\$ 121.33	\$ 126.50	\$ 112.89	\$ 117.38	\$ 115.65	\$ 116.21	\$ 110.32	\$ 114.23

National Park Attendance (000's of person visits)													
Banff	151.3r	151.1	172.7	212.4r	232.5	251.1	500.8	506.9	354.0	116.9p	93.1p	126.0p	3,281.4p
Per cent change	16.6%	-0.9%	-5.7%	8.7%	-1.3%	2.5%	-3.0%	5.6%	5.9%	4.6%	-2.1%	8.2%	3.7%
Jasper	46.1r	43.7	54.0	126.1r	142.0	153.6	345.9	355.6	243.0	49.6p	33.2p	45.5p	1,988.6p
Per cent change	33.3%	3.0%	-7.2%	8.7%	0.7%	0.3%	-3.2%	5.9%	6.6%	6.7%	-5.4%	5.1%	4.2%
Waterton Lakes	6.1	6.1	6.9	11.8	29.4	49.4	91.1	86.5	49.1	14.0p	5.9p	6.8p	363.1p
Per cent change	3.0%	-13.2%	-14.0%	4.8%	-1.8%	1.5%	-4.7%	0.6%	9.2%	-4.2%	-8.6%	6.8%	1.3%

Employment (000's of persons)													
Accommodation, Food & Beverage	108.9p	106.5p	111.3p	105.3p	113.6p	112.9p	116.9	116.6p	121.6p	119.6p	123.4p	121.5p	114.8p
Per cent change	-10.1%	-4.7%	-2.0%	3.7%	12.3%	8.6%	3.5%	6.5%	19.1%	17.3%	11.8%	10.1%	6.1%

Restaurant Receipts (\$millions)													
Total Receipts for Alberta	373.0	371.0	413.0	412.0	418.0	418.0	430.0	424.0	421.0	423.0	425.0r	471.0p	5,000.0p
Per cent change	11.3%	9.8%	9.8%	8.1%	11.5%	9.4%	10.2%	10.7%	14.4%	10.4%	11.5%	14.9%	11.1%

Historic Sites and Museums (000s of person visits)													
Visitor Attendance	24.9	32.6	37.6	51.9	72.4	100.6	198.5	182.9	69.8	43.6p	34.0p	35.4p	884.1p
Per cent change	19.4%	-4.7%	-6.7%	21.3%	1.7%	7.5%	6.2%	4.2%	-12.6%	8.4%	9.8%	35.3%	18.7%

Accommodation Indices courtesy of HVS International (Vancouver) and Smith Travel Research

New or updated monthly figures are shown in bold type

p=preliminary

r=revised

e=estimate