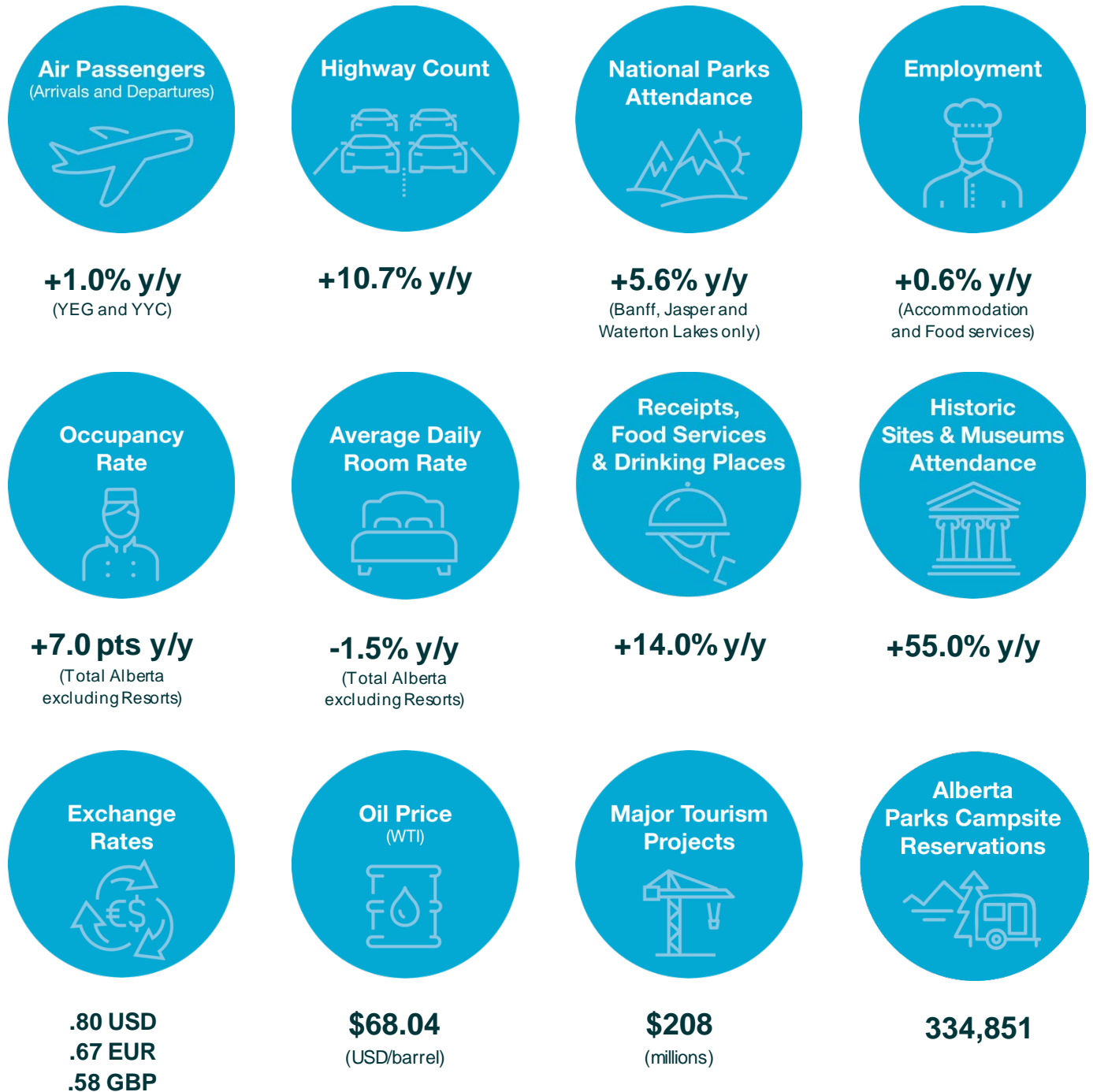


Alberta Tourism Market Monitor 2021



Please note: Alberta announced the first case of COVID-19 on March 5, 2020, and declared a state of public health emergency on March 17, 2020. Public health measures in effect at various times in 2020-2022 led to travel restrictions, capacity-reducing health restrictions, and closures of national parks, historic sites, museums, and tourism-related businesses. Most provincial public health measures were lifted on March 1, 2022.

<https://www.alberta.ca/tourism-industry-market-information.aspx>

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2021 Alberta Tourism Market Monitor
Alberta Jobs, Economy and Innovation

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
Air Passengers 2021 (000's of arrivals and departures)¹													
Edmonton International Total	83.1	64.2	78.0	77.6	67.2	115.2	264.8	371.4	301.7	291.3	290.4	350.5	2,356.2
Per cent change from 2020	-85.8%	-88.7%	-77.3%	251.2%	144.8%	100.3%	129.2%	167.2%	157.7%	143.6%	184.8%	259.3%	2.7%
Domestic	80.5	63.8	78.0	77.6	67.2	115.2	264.8	370.7	297.8	278.2	250.9	301.4	2,247.2
Per cent change from 2020	-81.5%	-85.0%	-71.3%	257.7%	148.6%	102.9%	130.0%	166.7%	154.4%	133.7%	150.4%	216.9%	16.8%
Transborder	0.7	0.0	0.0	0.0	0.0	0.0	0	0.0	2.4	9.0	16.8	20.2	49.1
Per cent change from 2020	-99.2%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-98.5%	6091.8%	2450.8%	3049.0%	-76.5%
International	1.8	0.4	0.0	0.0	0.0	0.0	0.0	0.7	1.5	4.0	22.7	28.8	60.0
Per cent change from 2020	-97.2%	-99.4%	-100.0%	n/a	n/a	n/a	n/a	n/a	n/a	951.8%	1974.5%	1532.6%	-62.8%
Calgary International Total	256.2	191.9	222.6	209.3	190.0	319.1	639.0	957.2	814.7	804.4	785.5	933.9	6,326.4
Per cent change from 2020	-81.0%	-85.6%	-72.7%	207.5%	134.5%	124.1%	121.3%	157.6%	149.7%	143.9%	177.3%	225.5%	11.5%
Domestic	206.7	176.7	210.0	194.3	173.0	298.9	595.4	873.7	703.6	652.4	588.7	699.7	5,376.8
Per cent change from 2020	-76.8%	-79.8%	-61.6%	194.1%	120.6%	116.0%	113.8%	144.2%	126.4%	111.8%	133.8%	199.1%	23.9%
Transborder	29.9	10.9	9.4	12.4	13.5	13.8	28.4	52.7	68.1	98.2	117.2	135.1	589.5
Per cent change from 2020	-89.4%	-96.1%	-93.9%	654.1%	418.3%	244.9%	244.9%	479.9%	623.3%	615.7%	490.2%	333.5%	-27.9%
International	19.62	4.3	2.2	2.6	3.5	6.4	15.1	30.8	43.0	53.9	79.7	99.2	360.1
Per cent change from 2020	-89.0%	-97.6%	-98.0%	648.4%	n/a	n/a	662.5%	554.1%	606.7%	568.1%	585.4%	355.3%	-30.5%
Fort McMurray International Total	12.2	11.4	13.7	12.8	11.0	15.6	24.4	30.8	25.4	24.6	21.1	25.7	228.7
Per cent change from 2020	-73%	-74%	-53%	226%	159%	99%	68%	82%	58%	39%	34%	83.0%	-0.3%
Highway Count 2021 (000's of vehicles)²													
Hwy 1 - Sask border w-bound	53.7	50.6	62.5	63.2	65.1	77.1	109.9	116.4	91.8	82.8	67.1	72.3	912.5
Per cent change from 2020	-6.3%	-16.0%	10.8%	51.3%	14.8%	11.0%	22.9%	16.2%	10.3%	5.0%	16.2%	34.1%	13.3%
Hwy 1 - Banff Pk Gate (2-way)	589.1	522.4	670.3	580.1	553.8	729.2	1,069.6	1,057.2	852.2	651.7	525.8	558.7	8,360
Per cent change from 2020	8.0%	-8.5%	54.2%	125.8%	23.4%	8.4%	5.2%	-5.0%	4.4%	4.9%	0.1%	3.7%	10.6%
Hwy 16 - Jasper Pk Gate (2-way)	104.1	96.2	135.2	135.7	139.5	160.2	248.4	259.3	183.7	148.1	110.1	105.1	1,825.4
Per cent change from 2020	4.3%	-8.1%	35.1%	86.4%	26.9%	3.2%	13.6%	2.8%	5.5%	16.4%	17.7%	3.0%	13.4%
Hwy 16 - Blackfoot w-bound	115.1	111.2	138.9	140.5	145.5	153.7	171.6	178.3	156.4	155.8	148.7	144.7	1,760.4
Per cent change from 2020	-18.7%	-22.0%	12.6%	58.9%	22.2%	10.2%	9.2%	7.8%	-2.8%	0.9%	15.0%	18.6%	7.1%
National Park Attendance (000's of visitors) 2021³ includes group tours													
Banff ^a	207.3	190.1	239.6	246.9	225.9	298.5	653.9	647.9	504.9	157.1	125.1	140.7	3,640.1
Per cent change from 2020	4.1%	-9.5%	54.3%	n/a	n/a	10.0%	12.5%	1.4%	8.5%	6.9%	0.2%	3.7%	24.3%
Jasper ^a	59.6	55.8	77.8	153.1	148.2	184.7	450.4	451.7	342.9	72.0	52.6	51.1	3,788.7
Per cent change from 2020	-2.9%	-7.2%	40.2%	n/a	n/a	4.7%	12.9%	2.0%	7.3%	15.9%	14.2%	3.7%	126.5%
Waterton Lakes ^a	15.3	11.1	16.9	20.3	42.4	81.0	118.2	108.2	68.6	25.6	10.0	8.2	525.7
Per cent change from 2020	44.3%	35.7%	97.2%	n/a	n/a	50.0%	4.3%	-10.1%	6.4%	1.9%	3.9%	-35.2%	23.1%
Elk Island ^a	40.3	27.3	41.1	49.4	67.5	57.6	58.6	60.6	52.3	45.6	21.2	10.3	531.8
Per cent change from 2020	194.1%	72.4%	124.8%	n/a	n/a	10.2%	-28.2%	-24.4%	-4.5%	28.5%	7.0%	-67.1%	31.9%
Wood Buffalo ^{a,b}	0.2	0.1	0.17	0.3	1.1	1.0	1.2	0.4	0.1	0.0	0.0	0.0	4.5
Per cent change from 2019	677.3%	0.9%	956.3%	n/a	n/a	695.2%	-19.2%	-70.5%	-78.5%	-100.0%	-100.0%	-100.0%	7.3%
Employment (000's of persons) 2021 Seasonally Adjusted⁴													
Accommodation and Food Services	85.5	104.5	104.3	100.4	95.3	127.3	126.5	131.8	129.1	119.1	118.6	123.7	113.8
Per cent change from 2020	-44.4%	-31.7%	-6.3%	31.2%	9.8%	29.5%	10.8%	11.6%	11.7%	4.7%	4.9%	19.9%	0.6%

Sources: Edmonton International Airport, Calgary International Airport, Fort McMurray International Airport, Alberta Transportation, Parks Canada and Statistics Canada.

Accommodation Indices for Major Regions ⁶ 2021 ⁵													
	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
Edmonton Occupancy Rate	19.3%	22.6%	26.6%	27.2%	25.7%	31.1%	44.5%	55.5%	43.2%	36.3%	42.9%	39.0%	34.4%
Point change from 2020	-24.1	-30.2	-2.5	15.6	9.8	8.3	17.5	21.6	13.5	10.5	20.0	20.0	6.1
Average daily room rate	\$89.62	\$90.01	\$91.30	\$91.26	\$87.44	\$91.25	\$97.80	\$107.69	\$106.08	\$102.65	\$112.04	\$110.40	\$100.35
Variance from 2020	-26.5%	-27.3%	-23.6%	-2.1%	-10.8%	-10.5%	-11.7%	-6.8%	-2.6%	-0.3%	10.4%	10.3%	-10.4%
Revenue per available room	\$17.33	\$20.56	\$24.29	\$24.84	\$22.51	\$28.42	\$43.55	\$59.78	\$45.86	\$37.29	\$48.10	\$43.03	\$34.54
Calgary Occupancy Rate	14.3%	18.6%	22.4%	23.5%	19.7%	27.7%	52.4%	63.1%	46.1%	35.9%	37.8%	36.7%	33.2%
Point change from 2020	-30.1	-33.5	-5.3	14.3	8.5	10.2	29.0	33.8	18.6	13.4	18.5	21.8	7.5
Average daily room rate	\$93.03	\$100.26	\$104.74	\$106.33	\$110.16	\$108.44	\$130.55	\$129.64	\$128.32	\$120.35	\$121.53	\$121.28	\$119.35
Variance from 2020	-29.2%	-25.5%	-17.5%	10.5%	17.8%	10.5%	26.0%	25.0%	23.3%	15.1%	20.2%	32.6%	4.5%
Revenue per available room	\$13.35	\$18.64	\$23.47	\$25.01	\$21.69	\$29.99	\$68.42	\$81.75	\$59.09	\$43.24	\$45.96	\$44.56	\$39.61
Alberta Resorts Occupancy Rate	20.5%	33.0%	40.0%	28.8%	17.4%	30.4%	53.7%	63.9%	59.8%	44.8%	46.7%	47.0%	40.5%
Point change from 2020	-29.6	-26.6	15.3	21.8	0.5	0.6	2.3	2.0	12.3	6.1	16.5	24.1	2.0
Average daily room rate	\$189.46	\$214.78	\$210.49	\$216.29	\$218.53	\$272.89	\$363.84	\$389.49	\$364.08	\$284.53	\$230.90	\$327.53	\$294.79
Variance from 2020	-20.7%	-12.2%	-5.6%	121.3%	128.2%	35.2%	37.6%	36.3%	34.5%	22.6%	13.0%	43.2%	22.0%
Revenue per available room	\$38.77	\$70.87	\$84.12	\$62.28	\$38.10	\$83.03	\$195.34	\$248.89	\$217.69	\$127.52	\$107.93	\$153.86	\$119.46
Other Alberta ^d Occupancy Rate	24.1%	29.6%	33.3%	32.1%	30.8%	38.5%	52.4%	58.3%	54.6%	46.3%	46.5%	35.1%	40.2%
Point change from 2020	-14.1	-15.5	2.5	16.9	8.8	9.6	17.6	17.0	10.2	7.8	15.5	14.2	7.4
Average daily room rate	\$103.13	\$105.23	\$104.31	\$103.84	\$102.04	\$104.97	\$113.70	\$114.99	\$110.79	\$108.05	\$110.79	\$110.25	\$108.56
Variance from 2020	-9.7%	-9.3%	-6.4%	2.6%	-2.5%	-0.8%	6.1%	6.5%	1.7%	1.8%	7.6%	9.7%	0.3%
Revenue per available room	\$24.89	\$31.12	\$34.71	\$33.29	\$31.45	\$40.44	\$59.55	\$67.00	\$60.47	\$50.07	\$51.53	\$38.74	\$43.59
Total Alberta (excl. Resorts) Occupancy Rate	19.9%	24.4%	28.2%	28.2%	26.1%	33.3%	50.2%	58.9%	48.9%	40.5%	43.0%	36.7%	36.5%
Point change from 2020	-21.6	-24.9	-1.2	15.5	8.5	9.1	20.8	23.1	13.6	10.2	17.7	18.1	7.0
Average daily room rate	\$97.28	\$100.39	\$100.93	\$101.04	\$99.77	\$102.16	\$114.87	\$117.57	\$114.32	\$109.73	\$113.82	\$113.44	\$109.14
Variance from 2020	-20.1%	-19.3%	-14.4%	2.9%	-1.4%	-1.1%	7.0%	7.9%	6.0%	4.5%	11.4%	15.4%	-1.5%
Revenue per available room	\$19.36	\$24.50	\$28.48	\$28.49	\$26.08	\$34.03	\$57.65	\$69.21	\$55.89	\$44.42	\$48.96	\$41.66	\$39.84
Sources: CBRE Hotels Trends in the Hotel Industry National Market Report.													
Food Services and Drinking Places 2021 (\$ Millions) unadjusted ⁷													
Total Receipts for Alberta	\$475.90	\$542.65	\$689.21	\$602.65	\$585.70	\$754.74	\$859.50	\$877.05	\$791.92	\$786.05	\$771.27	\$780.20	\$709.74
Per cent change from 2020	-35.3%	-27.5%	29.8%	74.0%	18.1%	17.6%	22.7%	21.5%	13.1%	12.5%	24.6%	46.3%	14.0%
Historic Sites and Museums 2021 (000's of visitors) ⁸													
Visitor Attendance ^a	0.0	0.0	0.0	0.0	0.0	28.9	132.3	158.0	61.4	25.596	16.8	9.9	432.9
Per cent change from 2020	-100.0%	-100.0%	-100.0%	n/a	-100.0%	31.5%	182.6%	227.5%	86.5%	23.5%	87.9%	375.6%	55.0%
Exchange Rates 2021 ⁹													
Canadian Dollar / U.S. Dollar (noon)	0.79	0.79	0.80	0.80	0.82	0.82	0.80	0.79	0.79	0.80	0.80	0.78	0.80
Canadian Dollar / Euro	0.65	0.65	0.67	0.67	0.68	0.68	0.68	0.67	0.67	0.69	0.70	0.69	0.67
Canadian Dollar / British Pounds	0.58	0.57	0.57	0.58	0.59	0.58	0.58	0.58	0.57	0.59	0.59	0.59	0.58
Oil Price: Western Texas Intermediate (WTI) 2021 ¹⁰													
Cushing, OK Spot Price (U.S. Dollar per barrel)	52.00	59.04	62.33	61.72	65.17	71.38	72.49	67.7	71.65	81.48	79.83	71.71	68.04
Major Tourism Projects Valued \$5 million or Greater 2021 (\$ Millions) ¹¹													
Total Value of Hotel Projects Inventory	\$301	\$301	\$289	\$255	\$255	\$255	\$255	\$233	\$173	\$173	\$208	\$208	\$208
Alberta Provincial Parks Campsite Reservations Year-To-Date ¹²													
Reservations made on Reserve.AlbertaParks.ca ¹	61	180	67,504	60,793	67,426	53,078	41,657	30,290	12,409	1,213	141	99	334,851
Sources: Statistics Canada, Alberta Culture, Multiculturalism and Status of Women, Bank of Canada, WTI, Government of Alberta, Alberta Environment and Parks.													
^a All Parks Canada facilities temporarily closed on March 25, 2020 and re-opened for day visitors on June 1, 2020. All provincial parks, historic sites and museums closed on March 17, 2020 and remained closed in April, 2020.													
^b A new border kiosk was placed on the NT/AB border just south of Fort Smith to track the number of people visiting Wood Buffalo National Park. Data for June-Nov were revised and updated.													
^c Closed properties were not included. More reference can be found here: https://f.tlcollect.com/fr/2/520/46295/CBRE_Hotels_Canadian_Hotel_Industry_Outlook.mp4 .													
^d Other Alberta includes Lethbridge, Red Deer and other Alberta communities.													
^e The Royal Alberta Museum reopened on May 16, 2020. The Royal Tyrrell Museum reopened on May 22, 2020. Frank Slide, Reynolds, Remington Carriage Museum, Oil Sands Discovery Centre and Ukrainian Village opened on June 20, 2020. All historical sites and museums closed again starting on Dec 13, 2020 due to provincewide mandatory restriction.													
^f All reservations made in Jan-March were cancelled and refunded due to COVID-19. On May 14, Alberta entered Stage 1 of Alberta's Relaunch Strategy, with ReserveAlbertaParks.ca (RAP) relaunching at 50% capacity. On June 12, Alberta entered Stage 2 of Alberta's Relaunch Strategy, with campgrounds moving toward 100% capacity across the system by July 1. Group Camping Reservations opened on July 14.													

2015-2021 Alberta Tourism Market Monitor							
Alberta Jobs, Economy and Innovation							
	2015	2016	2017	2018	2019	2020	2021
Air Passengers (000's of arrivals and departures) ¹							
Edmonton International Total	7,280.9	7,026.9	7,377.6	7,830.2	7,657.1	2,294.1	2,356.2
Per cent change from previous year	-0.7%	-3.5%	5.0%	6.2%	-2.2%	-70.0%	2.7%
Domestic	5,527.0	5,636.1	6,023.7	6,395.4	6,236.5	1,923.7	2,247.2
Per cent change from previous year	0.5%	2.0%	6.9%	6.3%	-2.5%	-69.2%	16.8%
Transborder	1,228.1	916.7	879.8	967.0	970.9	209.2	49.1
Per cent change from previous year	-10.5%	-25.4%	-4.0%	9.9%	0.4%	-78.5%	-76.5%
International	525.8	474.1	474.1	467.5	449.7	161.2	60.0
Per cent change from previous year	14.5%	-9.8%	0.0%	-1.4%	-3.8%	-64.2%	-62.8%
Calgary International Total	15,475.8	15,680.6	16,275.7	17,343.4	17,957.8	5,675.5	6,326.4
Per cent change from previous year	1.4%	1.3%	3.8%	6.6%	3.5%	-68.4%	11.5%
Domestic	10,970.4	11,152.9	11,436.1	12,236.0	12,514.0	4,339.4	5,376.8
Per cent change from previous year	2.1%	1.7%	2.5%	7.0%	2.3%	-65.3%	23.9%
Transborder	3,049.0	2,945.1	3,124.3	3,341.4	3,527.3	817.9	589.5
Per cent change from previous year	-1.8%	-3.4%	6.1%	7.0%	5.6%	-76.8%	-27.9%
International	1,456.4	1,582.6	1,715.5	1,766.0	1,916.6	518.1	360.1
Per cent change from previous year	3.3%	8.7%	8.4%	3.0%	8.5%	-73.0%	-30.5%
Fort McMurray International Total	1,099.7	744.8*	713.1	639.9	595.3	229.3	228.7
Per cent change from previous year	-16.0%	-32.3%	-4.3%	-10.3%	-7.0%	-61.5%	-0.3%
Highway Count (000's of vehicles) ²							
Hwy 1 - Sask border w-bound	936.2	938.5	954.6	936.6	933.1	805.1	912.5
Per cent change from previous year	1.9%	0.2%	1.7%	-1.9%	-0.4%	-13.7%	13.3%
Hwy 1 - Banff Pk Gate (2-way)	7,746.6	8,157.6	8,292.2	8,214.1	8,470.0	7,561.1	8,360.2
Per cent change from previous year	7.4%	5.3%	1.7%	-0.9%	3.1%	-10.7%	10.6%
Hwy 16 - Jasper Pk Gate (2-way)	1,703.7	1,698.6	1,749.3	1,788.7	1,860.6	1,610.1	1,825.4
Per cent change from previous year	2.1%	-0.3%	3.0%	2.3%	4.0%	-13.5%	13.4%
Hwy 16 - Jct #897 w-bound	2,123.4	1,991.8	2,055.4	2,017.7	1,996.1	1,643.7	1,760.4
Per cent change from previous year	-8.2%	-6.2%	3.2%	-1.8%	-1.1%	-17.7%	7.1%
National Park Attendance (000's of visitors) ³ includes group tours for Banff and Jasper							
Banff	3,894.3	4,075.8	4,194.6	4,085.7	4,179.4	3,204.8	3,640.1
Per cent change from previous year	9.6%	4.7%	2.9%	-2.6%	2.3%	-17.9%	24.3%
Jasper	2,266.1	2,354.8	2,330.5	2,434.6	2,466.5	3,903.4	3,788.7
Per cent change from previous year	5.2%	3.9%	-1.0%	4.5%	1.3%	74.7%	126.5%
Waterton Lakes*	477.0	538.5	578.1	409.9	455.5	427.0	525.7
Per cent change from previous year	15.3%	12.9%	7.4%	-29.1%	11.1%	-6.3%	23.1%
Employment (000's of persons) Seasonally Adjusted ⁴							
Accommodation and Food Services	153.5	144.7	148.2	147.7	146.1	113.1	113.8
Per cent change from previous year	2.4%	-5.7%	2.6%	-0.5%	-1.1%	-22.8%	0.6%
Sources: Edmonton International Airport, Calgary International Airport, Fort McMurray International Airport, Alberta Transportation, Parks Canada and Statistics Canada.							
Accommodation Indices for Major Regions ⁵							
Edmonton Occupancy Rate	63.0%	59.3%	57.1%	58.6%	55.5%	28.4%	34.4%
Point change from previous year	-6.6	-3.7	-2.1	1.5	-3.2	-27.7	6.1
Average Daily Room Rate	\$135.64	\$130.01	\$130.15	\$128.60	\$126.28	\$112.25	\$100.35
Variance from previous year	-1.1%	-4.7%	0.4%	-1.2%	-2.0%	-11.3%	-10.4%
Revenue per available room	\$85.44	\$77.08	\$74.35	\$75.35	\$70.03	\$31.91	\$34.54
Calgary Occupancy Rate	64.3%	58.6%	59.3%	62.6%	60.6%	25.7%	33.2%
Point change from previous year	-5.6	-5.8	0.8	3.3	-2.0	-34.9	7.5
Average Daily Room Rate	\$157.47	\$145.55	\$143.41	\$146.28	\$145.08	\$114.12	\$119.35
Variance from previous year	-4.9%	-8.0%	-1.3%	1.9%	-0.8%	-21.3%	4.5%
Revenue per available room	\$101.27	\$85.22	\$85.09	\$91.61	\$87.97	\$29.32	\$39.61
Alberta Resorts Occupancy Rate	62.3%	64.1%	66.7%	67.0%	66.8%	38.7%	40.5%
Point change from previous year	2.5	1.8	2.3	0.4	0.3	-28.1	2.0
Average Daily Room Rate	\$232.32	\$252.68	\$273.06	\$300.35	\$318.39	\$241.76	\$294.79
Variance from previous year	8.4%	10.1%	9.2%	10.0%	6.8%	-24.1%	22.0%
Revenue per available room	\$144.83	\$161.89	\$182.07	\$201.31	\$212.69	\$93.45	\$119.46
Other Alberta Occupancy Rate**	51.7%	43.3%	47.6%	49.7%	48.7%	32.8%	40.2%
Point change from previous year	-13.5	-8.3	4.1	2.2	-1.0	-16.0	7.4
Average Daily Room Rate	\$128.03	\$119.30	\$118.31	\$119.54	\$117.78	\$108.33	\$108.56
Variance from previous year	-2.2%	-7.5%	-1.3%	1.0%	-1.4%	-7.8%	0.3%
Revenue per available room	\$66.16	\$51.60	\$56.32	\$59.45	\$57.40	\$35.52	\$43.59
Total Alberta (excl. Resorts) Occupancy Rate	58.7%	52.3%	53.7%	55.9%	54.1%	29.6%	36.5%
Point change from previous year	-9.1	-6.3	1.5	2.2	-1.8	-24.8	7.0
Average Daily Room Rate	\$140.03	\$131.51	\$130.03	\$130.91	\$129.29	\$110.82	\$109.14
Variance from previous year	-2.4%	-6.6%	-0.9%	0.7%	-1.3%	-14.2%	-1.5%
Revenue per available room	\$82.24	\$68.81	\$69.84	\$73.20	\$70.00	\$32.75	\$39.84
Sources: CBRE Hotels Trends in the Hotel Industry National Market Report.							

	2015	2016	2017	2018	2019	2020	2021
Food Services and Drinking Places (\$ Millions) unadjusted⁶							
Total Receipts for Alberta	\$730.10	\$743.52	\$766.15	\$788.21	\$796.49	\$622.45	\$709.74
Per cent change from previous year	0.9%	0.4%	2.4%	2.4%	2.4%	-24.6%	14.0%
Historic Sites and Museums (000's of visitors) ⁷							
Visitor Attendance***	918.4	762.3	794.0	846.0	1,069.8	274.9	432.9
Per cent change from previous year	9.8%	1.4%	4.1%	-8.3%	-0.3%	-71.8%	55.0%
Exchange Rates ⁸							
Canadian Dollar / U.S. Dollar (noon)	0.78	0.75	0.77	0.77	0.75	0.75	0.80
Canadian Dollar / Euro	0.71	0.68	0.68	0.65	0.67	0.66	0.67
Canadian Dollar / British Pounds	0.51	0.56	0.60	0.58	0.59	0.58	0.58
Oil Price: Western Texas Intermediate (WTI) ⁹							
Cushing, OK Spot Price (U.S. Dollar per barrel)	48.69	43.15	50.88	64.94	56.98	39.23	68.04
Sources: Statistics Canada, Alberta Culture, Multiculturalism and Status of Women, Bank of Canada, WTI.							
⁶ Waterton Lakes National Park was closed to the public from September 8 - 20, 2017, due to a wildfire. Crandell campground is still closed. ⁷ Other Alberta includes Lethbridge, Red Deer and other Alberta communities. ⁸ 2019 and 2018 percentage change for visitation to historic sites and museums include Royal Alberta Museum (RAM) for November and December only. 2017 and 2016 percentage change number excludes RAM. 2015 percentage change for visitation to historic sites and museums include RAM for January-November.							

Note: New monthly figures are shown in bold type. Revisions will be bolded.

r=revised p=preliminary

1. Air Passengers - Numbers are preliminary estimates of air passenger arrivals and departures at the Edmonton International and Calgary International Airports. Since September 2015, total domestic passengers at Fort McMurray International Airport has been added, which comprise commercial and charter passengers.

Source: Edmonton International Airport, Calgary International Airport and Fort McMurray International Airport websites.

2. Highway Traffic - These are monthly totals. The monthly average daily traffic (average number of vehicles per day) is calculated by dividing the monthly total by the number of days in the month passing the counter locations and in the direction indicated for a particular month. Automatic Traffic Recorders count all vehicles by direction. Year to date is a cumulative total for all vehicles.

Source: Alberta Transportation's Automatic Traffic Recorders (ATR). <https://www.alberta.ca/highway-traffic-counts.aspx>

3. National Park Attendance - Attendance is reported as the number of visits to National Parks in Alberta. Data are preliminary unless otherwise noted.

Banff National Park and Jasper National Park reflect independent travellers only and do not include people travelling as part of a tour group. Tour group data is included in the annual edition of Market Monitor.

Source: Parks Canada.

4. Employment Food and Accommodation Sector - The employment figure represents all persons who worked for pay, 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. The year-to-date total is an average for the year.

Source: Statistics Canada, Labour Force Survey.

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1410035501>

5. Accommodation Indices for Major Regions - 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.

Revenue per available room is calculated using the occupancy rate and average daily room rate.

Source: CBRE Hotels Trends in the Hotel Industry National Market Report, with reproduction and use of information subject to CBRE Disclaimer and Restrictions as detailed at

<https://www.cbre.ca/en/real-estate-services/business-lines/valuation-and-advisory-services/hotels-valuation-and-advisory-services/disclaimer>

6. 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 three-digit NAICS level of 722, which includes: full-service restaurants, limited service eating places, special food places and drinking places. The year-to-date total is an average for the year.

Source: Statistics Canada, Food Services and Drinking Places.

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=2110001901>

7. Historic Sites and Museums - Visitor attendance figures are monthly totals based on 18 historic sites and museums. The Royal Alberta Museum opened on Oct 3, 2018 after closure on December 6, 2015. Data for Brooks Aqueduct is no longer collected starting June 2018.

Source: Alberta Culture, Multiculturalism and Status of Women.

8. Exchange Rate - This is the average monthly exchange rate.

Source: Bank of Canada.

<https://www.bankofcanada.ca/rates/exchange/monthly-exchange-rates/>

9. Western Texas Intermediate - This is the average monthly oil price.

Source: Cushing, OK WTI Spot Price FOB.

<https://www.eia.gov/dnav/pet/hist/LeafHandler.ashx?n=PET&s=RWTC&f=M>

10. Major Hotel Projects in Alberta - This is the inventory of hotel projects in Alberta, including new hotels and renovations valued at \$5 million or greater. It is not a complete list of hotel projects. The project stages included in the reported number are: announced, under construction and completed. If the project is completed, it will be removed from the inventory after 30 days from completion. More information on other tourism and recreation projects is available on the website provided below.

Source: Government of Alberta. <http://majorprojects.alberta.ca/>

11. Alberta Provincial Parks Campsite Reservations - Individual campsites, group camping areas, comfort camping and backcountry camping reservations are included. Note that reservation statistics reflect the month the reservation was made, and not the date of stay. Only sites available on the Reserve.AlbertaParks.ca are captured. Non-reservable sites that are First Come First Served and sites available for phone-in reservation only are not captured and thus not reflected.

Source: Alberta Environment and Parks.

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