

## 2012 Alberta Tourism Market Monitor

### Alberta Tourism, Parks and Recreation

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
<b>Air Passengers 2012 (000's of enplanements and deplanements) 1</b>													
Edmonton International Total	532.5p	528.8p	573.2p	556.4p	549.0p	528.0p	599.5p	630.5p	529.0p	550.5p	540.1r	559.0p	6,676.4p
Per cent change from 2011	8.7%	10.1%	5.7%	6.6%	5.8%	3.8%	5.5%	8.0%	5.2%	6.6%	7.0%	3.6%	6.4%
Domestic	377.7p	371.1p	401.8p	399.0p	433.1p	437.5p	496.1p	523.6p	466.2p	436.6p	396.8p	403.1p	5,109.6p
Per cent change from 2011	8.8%	9.6%	4.8%	7.1%	5.1%	4.0%	6.2%	9.0%	5.8%	6.5%	5.8%	1.5%	6.1%
Transborder	103.8p	108.1p	107.0p	113.2p	93.1p	71.2p	83.6p	87.2p	79.1p	100.2p	108.7r	109.1p	1,173.9p
Per cent change from 2011	11.0%	12.3%	9.4%	8.4%	9.0%	0.2%	2.7%	3.2%	2.9%	10.5%	12.5%	11.3%	8.1%
International	51.1p	49.6p	54.5p	44.2p	22.8p	19.2p	19.8p	19.6p	16.8p	13.8p	34.6p	46.8p	392.9p
Per cent change from 2011	3.9%	9.6%	5.1%	-1.5%	4.7%	14.6%	2.0%	5.7%	-0.1%	-13.4%	5.7%	5.8%	4.1%
Calgary International Total	1,53.6r	1,031.4r	1,125.4r	1,105.3r	1,091.6r	1,139.2r	1,308.4r	1,348.6r	1,130.0r	1,136.5r	1,048.7r	1,122.5r	13,641.2r
Per cent change from 2011	7.7%	8.0%	4.1%	6.8%	3.7%	5.3%	4.8%	6.5%	4.2%	7.6%	7.5%	6.8%	6.0%
Domestic	703.8r	681.4r	736.3r	746.0r	780.3r	824.0r	950.5r	984.2r	813.0r	829.9r	752.8r	775.5p	9,577.7p
Per cent change from 2011	8.2%	7.5%	2.8%	7.6%	4.0%	5.5%	6.1%	6.9%	4.2%	8.2%	8.2%	5.7%	6.2%
Transborder	221.0r	234.0r	259.8r	236.5r	213.0r	210.0r	240.4r	244.4r	211.8r	225.0r	203.6r	225.7r	2,725.4r
Per cent change from 2011	7.3%	10.4%	7.6%	6.5%	6.8%	8.5%	6.5%	8.5%	8.0%	9.4%	5.4%	7.8%	7.9%
International	128.7r	116.0r	129.3r	122.8r	98.2r	105.1r	117.5r	119.9r	105.0r	81.6r	92.3r	118.5r	1,335.0p
Per cent change from 2011	5.8%	6.8%	4.4%	3.0%	-4.9%	-1.4%	-7.3%	-0.8%	-2.4%	-2.5%	7.2%	9.6%	1.4%
<b>Highway Count 2012 (000's of vehicles) 2</b>													
Hwy 1 -Sask border w-bound	56.5p	59.3p	62.3p	71.1p	76.0p	80.4p	104.0p	107.4p	79.8p	77.5p	62.7p	71.7p	908.7p
Per cent change from 2011	8.9%	14.7%	3.7%	-1.7%	5.1%	6.5%	0.3%	3.4%	-4.9%	-5.7%	-7.0%	-1.2%	1.9%
Hwy 1 - Banff Pk Gate (2-way)	430.9p	437.6p	470.4p	484.3p	546.6p	566.1p	810.6p	870.0p	641.1p	461.2p	394.3p	492.7p	6,605.9p
Per cent change from 2011	13.6%	12.1%	10.4%	2.8%	4.6%	3.5%	-3.1%	10.1%	3.7%	-3.5%	5.1%	3.4%	4.7%
Hwy 16 - Jasper Pk Gate (2 way)	90.8p	90.4p	108.3p	116.8p	130.7p	144.9p	205.7p	229.9p	150.1p	111.4p	79.5p	101.0p	1,559.6p
Per cent change from 2011	9.1%	16.0%	14.4%	3.7%	4.9%	4.7%	-7.6%	6.8%	-0.2%	-9.1%	-2.7%	-4.2%	2.0%
Hwy 16 - Jct #897 w-bound	162.6p	164.6p	175.4p	185.0p	196.4p	197.5p	209.9p	219.1p	195.6p	197.0p	177.2p	172.4p	2,252.8p
Per cent change from 2011	8.3%	14.1%	7.0%	5.6%	7.3%	5.6%	4.7%	5.8%	3.3%	1.5%	-0.2%	-3.0%	4.8%
<b>National Park Attendance (000's of person visits) 2012 3</b> <small>Includes group tours for Banff National Park and Jasper National Park</small>													
Banff	157.6p	165.4p	181.1p	213.1p	243.4p	265.6p	516.2p	563.6p	383.2p	116.9p	101.3p	131.4p	3,286.8p
Per cent change from 2011	12.1%	11.3%	8.4%	0.1%	3.9%	3.6%	-6.1%	12.0%	0.7%	-1.8%	5.9%	3.0%	3.4%
Jasper	48.0p	50.9p	61.0p	131.5p	151.8p	169.5p	363.0p	401.1p	265.4p	52.3p	38.1p	50.3p	1,991.4p
Per cent change from 2011	9.1%	15.4%	12.5%	1.4%	5.1%	3.9%	-6.9%	11.2%	0.2%	0.4%	0.0%	-0.4%	2.6%
Waterton Lakes	6.2p	7.9p	7.4p	12.2p	31.2p	54.1p	97.6p	99.1p	60.4p	13.5p	5.4p	6.3p	401.3p
Per cent change from 2011	12.7%	41.1%	1.4%	11.9%	22.8%	5.7%	-7.8%	3.0%	1.3%	-20.1%	-14.3%	-8.7%	1.0%
<b>Employment (000's of persons) 2012 Seasonally Adjusted 4</b>													
Accommodation and Food Services	128.6	138.2	128.9	132.7	143.7	132.7	<b>132.9</b>	<b>131.6</b>	<b>130.1</b>	130.0	137.7	132.1	<b>133.3</b>
Per cent change from 2011	4.5%	8.4%	-3.6%	-3.8%	7.6%	-0.2%	-1.1%	-0.4%	-0.1%	1.4%	6.2%	5.2%	1.8%

**Sources: Edmonton International Airport, Calgary International Airport, Alberta Transportation, Parks Canada, Statistics Canada**

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

p=preliminary

r=revised

e=estimate

Updated June 12, 2014

**2012 Alberta Tourism Market Monitor**  
**Alberta Tourism, Parks and Recreation**

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
<b>Accommodation Indices 2012<sup>5</sup></b>													
Edmonton Occupancy Rate	51.8%	67.2%	71.1%	68.9%	71.7%	68.7%	65.3%	69.1%	69.1%	69.7%	73.2%	51.3%	66.5%
Point change from 2011	3.6	4.4	5.2	2.8	7.0	5.4	3.1	6.1	4.3	3.8	3.9	-1.2	4.1
Average Daily Room Rate	\$119.87	\$123.04	\$ 123.36	\$123.36	\$ 125.81	\$ 121.69	\$119.39	\$ 119.37	\$ 123.00	\$124.70	\$ 128.77	\$119.04	\$122.42
Calgary Occupancy Rate	58.2%	63.8%	68.1%	68.6%	71.6%	78.1%	83.3%	75.9%	83.2%	75.5%	70.8%	53.3%	70.5%
Point change from 2011	7.6	0.7	0.6	4.6	4.0	3.1	5.4	6.8	6.0	6.2	3.7	1.6	3.8
Average Daily Room Rate	\$142.55	\$149.72	\$ 148.57	\$150.59	\$ 154.49	\$ 172.43	\$184.92	\$ 144.14	\$ 161.00	\$ 157.63	\$ 155.87	\$ 141.74	\$156.04
Alberta Resorts Occupancy Rate	35.8%	44.6%	49.1%	46.0%	53.4%	69.6%	81.6%	85.5%	76.1%	48.3%	36.7%	46.7%	56.4%
Point change from 2011	2.5	1.4	6.0	1.5	1.7	5.1	0.6	5.1	2.6	1.7	-0.5	0.7	2.4
Average Daily Room Rate	\$150.00	\$165.43	\$ 164.20	\$153.88	\$ 176.15	\$ 216.28	\$236.62	\$243.41	\$ 213.68	\$166.57	\$150.62	\$ 204.55	\$196.10
Other Alberta* Occupancy Rate	54.8%	61.5%	63.7%	53.6%	58.5%	64.8%	65.9%	67.6%	66.3%	65.9%	66.2%	48.9%	61.5%
Point change from 2011	4.3	5.2	4.1	4.0	4.6	5.0	2.8	2.6	0.0	0.5	0.4	0.1	2.7
Average Daily Room Rate	\$118.64	\$120.49	\$ 119.96	\$118.85	\$ 119.22	\$ 120.43	\$ 121.22	\$ 123.42	\$ 122.20	\$ 122.53	\$ 123.14	\$ 119.85	\$120.79
Total Alberta (excluding Resorts) Occupancy Rate	54.9%	63.9%	67.2%	62.6%	66.3%	69.8%	70.7%	70.4%	71.8%	69.7%	69.6%	50.9%	65.6%
Point change from 2011	5.1	3.6	3.3	3.7	5.0	4.4	3.4	4.8	2.6	3.0	2.3	0.1	3.4
Average Daily Room Rate	\$126.48	\$130.04	\$ 129.50	\$130.63	\$ 132.59	\$ 137.49	\$ 142.23	\$ 128.62	\$ 134.86	\$ 133.90	\$ 134.58	\$ 126.19	\$132.24
<b>Food Services and Drinking Places 2012 (\$Millions) unadjusted<sup>6</sup></b>													
Total Receipts for Alberta	<b>\$ 573.9</b>	<b>\$ 587.8</b>	<b>\$ 655.3</b>	<b>\$ 612.7</b>	<b>\$ 643.4</b>	<b>\$ 654.3</b>	<b>\$ 663.7</b>	<b>\$ 656.3</b>	<b>\$647.8</b>	<b>\$653.8</b>	<b>\$644.3</b>	<b>\$668.9</b>	<b>\$ 638.5</b>
Per cent change from 2011	9.5%	11.9%	10.3%	2.3%	6.6%	5.6%	4.9%	9.0%	7.5%	6.0%	8.9%	5.2%	7.5%
<b>Historic Sites and Museums 2012 (000s of person visits)<sup>7</sup></b>													
Visitor Attendance	20.0p	40.5r	40.1r	45.2p	69.7p	101.9p	172.7p	183.3p	72.2r	35.9p	25.8p	21.1p	828.5p
Per cent change from 2011	8.3%	15.0%	10.8%	7.8%	6.3%	8.5%	-1.5%	20.0%	12.1%	-16.1%	1.6%	3.4%	7.2%
<b>Sources: PKF Consulting Inc., Statistics Canada, Alberta Culture</b>													

\* Other Alberta includes Lethbridge, Red Deer and other Alberta Communities

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

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## Definitions of Indicators

**1. Air Passengers** – Numbers are preliminary estimates of the number of air passengers enplaning and deplaning at the Edmonton International and Calgary International Airports.

Source: Edmonton International Airport and Calgary International Airport Websites

**2. Highway Traffic:** These data 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 counts all vehicles by direction. Year-to-date is a cumulative total for all vehicles.

Source: Alberta Transportation's Automatic Traffic Recorders (ATR).

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

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

Group tour data are for Banff National Park and Jasper National Park.

Source: Parks Canada

**4. 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. The year-to-date total is an average for the year.

Source: Statistics Canada, Labour Force Survey

**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. 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. The year-to-date total is an average for the year.

Source: Statistics Canada, Food Services and Drinking Places

**7. 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, Heritage Division

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