

2007 Alberta Tourism Market Monitor

Alberta Tourism, Parks, Recreation & Culture

	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	1,350.6p	1,543.2p	1,564.1p	1,655.3p	2,235.1p	3,034.2p	3,675.7p	3,611.7p	2,438.9p	1,840.3p	1,437.9p	1,840.5p	25,694.6p
Per cent change	-17.1%	-15.5%	-15.1%	-18.0%	-8.8%	-6.0%	-11.2%	-4.2%	-7.9%	-7.6%	-13.3%	-15.6%	-11.0%
Total Other International (n/incl US)	203.1p	221.2p	257.1p	275.4p	418.1p	559.8p	695.0p	625.5p	547.8p	345.0p	211.3p	315.3p	4,678.9p
Per cent change	-0.6%	7.5%	9.2%	-1.0%	1.0%	5.9%	4.0%	2.3%	2.6%	1.7%	7.2%	4.7%	3.6%
United Kingdom	38.5p	48.3p	55.8p	51.3p	86.3p	108.2p	127.0p	123.9p	118.3p	70.0p	40.0p	62.5p	925.6p
Per cent change	3.2%	8.3%	12.1%	-6.8%	2.4%	4.9%	5.9%	6.2%	2.4%	11.9%	8.2%	3.0%	5.0%
Germany	11.7p	12.5p	14.5p	15.6p	32.6p	39.8p	48.0p	49.2p	48.4p	20.7p	10.5p	14.4p	318.2p
Per cent change	8.2%	6.6%	9.4%	-3.9%	-1.4%	9.4%	4.1%	-5.4%	4.6%	-4.5%	0.1%	-3.4%	1.6%
Japan	13.7p	18.9p	25.3p	23.0p	29.3p	33.5p	37.6p	40.4p	47.8p	39.3p	18.1p	15.9p	343.5p
Per cent change	-22.7%	-11.1%	-8.9%	-8.8%	-21.5%	-23.2%	-15.0%	-15.6%	-6.3%	-16.5%	-10.3%	-9.8%	-14.4%

Alberta Direct Entries (000's of trips)													
U.S. Residents	26.9p	28.6p	35.3p	32.5p	47.4p	81.0p	102.5p	82.3p	58.1p	41.2p	31.4p	39.5p	604.9p
Per cent change	14.5%	10.8%	-1.1%	8.6%	3.3%	1.9%	-0.3%	3.3%	9.4%	2.2%	-3.4%	-12.4%	1.9%
Other Countries	19.5p	20.8p	23.4p	18.6p	29.3p	41.9p	54.6p	47.5p	36.6p	19.6p	11.7p	25.2	349.1p
Per cent change	7.7%	29.0%	26.0%	19.4%	10.1%	15.4%	36.8%	26.9%	21.1%	19.4%	25.1%	8.7%	21.2%

Air Passengers (000's of enplanements and deplanements)													
Edmonton International	466.8p	461.1p	505.5p	492.5p	504.0p	507.9p	550.6p	595.0p	486.5p	500.8p	485.5p	508.8p	6,065.1p
Per cent change	18.3%	18.3%	17.1%	18.8%	17.5%	22.2%	17.8%	17.1%	12.4%	13.7%	15.6%	8.2%	16.4%
Calgary International	933.6r	920.0r	1,018.0p	1,003.2p	1,007.5p	1,015.8p	1,151.2r	1,216.7r	1,030.3r	1,021.3r	925.0r	998.3p	12,240.8p
Per cent change	10.8%	10.4%	9.5%	11.9%	8.0%	7.6%	5.7%	8.2%	8.2%	9.0%	8.8%	3.7%	8.5%

Highway Count (000's of vehicles)													
Hwy 1 -Sask border w-bound	55.9p	53.1p	60.5p	69.1p	73.1p	75.3p	101.8p	101.9p	77.4p	74.5p	62.1p	69.5p	874.2p
Per cent change	2.3%	4.6%	3.3%	1.3%	3.8%	1.1%	-0.4%	2.4%	0.4%	-2.4%	3.2%	3.4%	1.7%
Hwy 1 - Banff Pk Gate (2-way)	399.2p	388.3p	453.9p	465.3p	500.2p	551.5p	760.0p	783.2p	563.8p	467.7p	391.4p	457.1p	6181.2p
Per cent change	1.7%	3.0%	7.6%	1.5%	2.2%	6.5%	2.8%	3.8%	2.5%	5.7%	11.5%	-0.5%	9.3%
Hwy 16 - Jasper Pk Gate (2 way)	80.7p	75.9p	104.5p	110.3p	124.7p	137.7p	199.7p	218.4p	144.4p	115.3p	91.2p	100.5p	1,503.3p
Per cent change	5.3%	1.0%	10.8%	4.6%	4.4%	10.1%	6.9%	10.7%	10.0%	12.7%	35.3%	11.2%	10.6%
Hwy 16 - Jct #897 w-bound	138.2p	129.0p	152.4p	156.7p	168.4p	169.9p	188.3p	188.5p	165.7p	171.7p	155.6p	149.6p	1,934.0p
Per cent change	2.2%	4.0%	12.3%	1.5%	6.6%	2.5%	3.7%	3.1%	2.6%	3.6%	7.0%	-0.1%	4.0%

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	59.8%	73.8%	78.8%	76.7%	77.1%	77.9%	74.9%	79.0%	79.8%	79.5%	81.0%	59.1%	74.9%
Point change	4.3	2.4	3.3	2.8	3.1	3.1	2.2	1.8	1.6	5.8	3.6	0.9	2.8
Average Daily Room Rate	\$ 107.85	\$ 110.19	\$ 111.76	\$ 113.84	\$ 112.21	\$ 114.61	\$ 115.40	\$ 113.38	\$ 115.38	\$ 115.39	\$ 116.43	\$ 111.57	\$ 112.96
Calgary Occupancy Rate	58.4%	70.4%	75.1%	68.9%	76.4%	83.7%	83.8%	79.6%	83.5%	79.7%	72.9%	52.7%	73.9%
Point change	2.8	5.0	-1.2	-1.7	-0.9	-0.9	-2.2	-1.7	-2.6	3.4	-2.7	-2.4	-0.3
Average Daily Room Rate	\$ 127.19	\$ 131.71	\$ 132.59	\$ 133.81	\$ 141.35	\$ 153.69	\$ 172.52	\$ 139.17	\$ 146.33	\$ 144.86	\$ 140.18	\$ 131.79	\$ 142.40
Alberta Resorts Occupancy Rate	43.3%	53.4%	57.0%	48.9%	68.0%	72.2%	84.2%	87.2%	79.2%	61.2%	52.7%	52.0%	63.6%
Point change	3.3	0.1	0.2	1.8	-0.1	0.7	2.5	4.1	1.1	4.1	8.5	2.5	2.1
Average Daily Room Rate	\$ 160.66	\$ 181.27	\$ 176.32	\$ 158.13	\$ 193.54	\$ 260.96	\$ 276.60	\$ 282.90	\$ 249.26	\$ 163.32	\$ 139.45	\$ 208.28	\$ 210.84
Total Alberta (excluding Resorts) Occupancy Rate	59.4%	71.2%	75.1%	67.8%	72.5%	78.2%	76.2%	76.3%	77.1%	75.7%	74.0%	53.6%	73.0%
Point change	1.4	1.9	-0.4	-1.8	0.1	0.5	-2.6	-1.9	-2.2	2.1	-0.9	-2.5	-0.3
Average Daily Room Rate	\$ 117.71	\$ 120.72	\$ 121.56	\$ 121.90	\$ 125.14	\$ 131.41	\$ 140.50	\$ 126.26	\$ 130.07	\$ 129.38	\$ 126.06	\$ 121.36	\$ 127.17

National Park Attendance (000's of person visits) Includes Group Tours													
Banff	152.3p	154.6p	184.1p	215.3p	236.9p	269.6p	509.4p	530.8p	355.5p	121.3p	102.6p	124.0p	3,334.2
Per cent change	0.7%	2.3%	6.6%	1.4%	1.9%	7.5%	1.7%	4.7%	0.4%	3.8%	10.2%	-1.6%	1.6%
Jasper	43.7p	43.7p	59.5p	129.1	146.5	167.4	356.9	379.2p	249.6p	54.3p	42.1p	48.2p	2,039.1
Per cent change	-5.2%	0.0%	10.2%	2.4%	3.2%	9.0%	3.2%	6.6%	2.7%	9.5%	26.8%	5.9%	2.5%
Waterton Lakes	5.8p	5.9p	8.1p	11.4p	29.3p	58.8p	92.6p	89.3p	51.0p	15.8p	7.4p	7.8p	383.3p
Per cent change	-3.7%	-2.1%	18.5%	-3.3%	-0.2%	18.9%	1.5%	3.1%	3.9%	12.9%	25.4%	13.0%	5.6%

Employment (000's of persons) unadjusted													
Accommodation, Food & Beverage	119.5	121.8	120.3	116.8	115.6	112.6	120.6	118.6	112.3	113.0	115.7	114.7p	116.8p
Per cent change	9.7%	15.3%	9.0%	11.5%	2.0%	-0.3%	3.7%	2.0%	-9.3%	-6.6%	-6.2%	-5.6%	1.7%

Restaurant Receipts (\$millions) - METHODOLOGY CHANGE FOR NOVEMBER 2007													
Total Receipts for Alberta	491.9	488.0	591.9	543.2	542.9	529.2	525.0	530.7	549.2	545.3	544.3	537.2	534.8
Per cent change													N/A

Historic Sites and Museums (000s of person visits)													
Visitor Attendance	41.6p	35.2p	41.6p	43.4p	78.1p	109.7r	181.2p	186.3p	73.6p	41.1p	26.8p	23.8p	882.4p
Per cent change	67.6%	8.0%	10.5%	-16.4%	7.9%	8.9%	-8.7%	1.9%	5.4%	-5.7%	-21.2%	-32.8%	-0.2%

New or updated monthly figures are shown in bold type

p=preliminary

r=revised

e=estimate

Definitions of Indicators

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.

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

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.

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

Statistics Canada catalogue 66-001 Travel between Canada and Other Countries (quarterly)

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 Airport and Calgary Airport Websites

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 and Transportation,

Highway Systems, Planning Branch

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

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

Restaurant Receipts -- Includes total receipts from restaurants, caterers and taverns for chain and independent establishments. Restaurant sales in hotels, motels and other accommodations establishments and department stores are not included. In October of 2007, the methodology was improved and the target population was redefined to include non-employer establishments.

The data is not seasonally adjusted. All data prior to October 2007 is not comparable to the new data. Revised months will be included for each new month so that a comparison can be done.

Source: Statistics Canada

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

Source: Alberta Community Development, Historic Resources Division

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 the annual total. Source: Canadian Heritage, Parks Canada