

2005 Alberta Tourism Market Monitor

Alberta Economic Development

	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	1,711.1p	1,854.5p	2,053.9p	2,107.3p	2,674.2p	3,485.0p	4,653.5p	4,119.7p	2,892.1p	2,266.9p	1,826.7p	2,005.9p	31,655.0p
Per cent change	-6.7%	-9.3%	-5.7%	-8.5%	-8.0%	-6.2%	-6.5%	-10.6%	-10.2%	-13.0%	-12.0%	-7.1%	-8.6%
Total Other International (n/incl US)	189.4p	209.8p	245.0p	252.6p	397.6p	536.4p	691.3p	604.3p	544.0p	345.8p	198.8p	290.1p	4,505.1p
Per cent change	10.3%	11.2%	22.1%	3.8%	4.8%	10.3%	8.1%	3.7%	5.6%	-7.4%	12.6%	11.2%	6.8%
United Kingdom	37.0p	49.8p	57.4p	47.4p	83.0p	110.5p	134.2p	122.7p	117.0p	65.5p	33.3p	63.5p	921.2p
Per cent change	12.4%	14.3%	27.6%	-4.5%	4.2%	6.7%	4.2%	13.8%	14.5%	-3.5%	8.7%	14.8%	8.8%
Germany	10.7p	11.9p	14.0p	14.9p	35.7p	40.0p	53.9p	55.6p	50.8p	24.0p	11.8p	13.3p	336.6p
Per cent change	24.2%	7.3%	18.9%	-0.9%	14.0%	8.4%	-0.5%	11.3%	0.9%	-11.7%	2.6%	11.3%	5.7%
Japan	16.8p	21.9p	27.8p	29.7p	39.3p	44.9p	45.9p	52.9p	60.6p	53.9p	25.5p	22.8p	441.8p
Per cent change	20.2%	9.9%	25.4%	20.1%	0.0%	-3.2%	-7.6%	3.8%	-8.4%	-11.9%	15.5%	9.2%	1.1%
Alberta Direct Entries (000's of trips)													
U.S. Residents	26.8p	36.6p	37.2p	25.6p	40.6p	80.2p	117.3p	85.1p	56.9p	36.7p	29.5p	40.0p	612.4p
Per cent change	16.0%	33.7%	4.3%	-18.0%	-3.0%	4.0%	-5.9%	-9.7%	-11.1%	-17.6%	-14.7%	1.4%	-4.0%
Other Countries	15.9p	20.4p	19.3p	10.2p	24.9p	36.0p	47.6p	37.5p	35.9p	17.6p	8.3p	20.9p	294.4p
Per cent change	13.1%	22.9%	18.0%	-12.1%	9.7%	25.3%	2.0%	-0.1%	12.5%	-26.7%	5.7%	35.8%	7.7%
Air Passengers (000's of enplanements and deplanements)													
Edmonton International	356.4	351.4	382.1	343.5	355.8	367.4	410.8	427.0	382.4	371.3p	363.1p	397.3p	4,511.5p
Per cent change	9.6%	7.8%	12.5%	5.5%	12.0%	13.8%	11.7%	8.0%	13.5%	16.7%	10.7%	4.9%	10.5%
Calgary International	765.3	761.9	850.1	749.9	804.4r	861.4r	1014.4	1,021.1r	864.9r	851.1r	744.3r	859.3p	10,148.7p
Per cent change	13.2%	10.2%	17.5%	3.5%	12.1%	10.2%	11.2%	12.6%	7.8%	7.2%	12.0%	10.3%	10.6%
Highway Count (000's of vehicles)													
Hwy 1 -Sask border w-bound	48.4	51.6	62.9	61.2	71.7	72.4	105.2	100.8	74.4	72.6p	60.2p	66.1p	847.7p
Per cent change	9.0%	3.8%	12.6%	-7.2%	8.4%	3.9%	4.8%	3.1%	3.2%	4.4%	3.9%	2.2%	4.1%
Hwy 1 - Banff Pk Gate (2-way)	329.9	376.2	439.5	416.4	501.5	488.3	746.9	713.5	511.2	430.3p	353.3p	419.1p	5,726.1p
Per cent change	1.7%	-3.5%	7.9%	-8.4%	8.4%	-1.7%	2.8%	0.3%	-3.6%	2.0%	1.7%	4.3%	0.9%
Hwy 16 - Jasper Pk Gate (2 way)	62.6	73.8	101.3	98.1	116.7	124.8	192.5	185.4	121.0	95.6p	92.1p	86.6p	1,330.7p
Per cent change	0.0%	3.3%	19.7%	-1.4%	7.5%	7.6%	7.2%	2.9%	3.2%	5.1%	8.4%	4.8%	5.6%
Hwy 16 - Jct #897 w-bound	115.1	117.5	135.5	139.6	149.6	154.5	173.8	170.1	151.3	153.1p	147.3p	146.4p	1,754.0p
Per cent change	5.7%	-0.5%	4.9%	0.0%	5.3%	6.7%	7.4%	4.9%	6.9%	7.5%	8.7%	8.2%	5.6%

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

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Mar-2006

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Accommodation Indices													
Edmonton Occupancy Rate	49.1%	66.7%	69.4%	66.8%	63.2%	69.9%	77.6%	68.6%	71.9%	68.8%	74.4%	51.8%	66.1%
Point change	-0.8	2.9	2.0	-0.3	-1.4	0.1	0.1	1.1	8.2	6.3	6.5	3.2	3.8
Average Daily Room Rate	\$ 96.76	\$100.04	\$ 100.05	\$ 100.39	\$ 96.90	\$ 99.00	\$ 106.39	\$ 98.34	\$ 99.90	\$ 100.51	\$ 99.14	\$ 95.03	\$ 98.78
Calgary Occupancy Rate	50.1%	61.0%	63.7%	65.9%	70.1%	83.3%	87.0%	80.0%	81.5%	73.3%	70.9%	51.6%	69.8%
Point change	3.0	4.8	-2.1	2.5	1.0	5.6	4.0	6.4	5.2	3.9	10.8	6.1	4.3
Average Daily Room Rate	\$ 105.52	\$ 109.19	\$ 108.43	\$ 109.53	\$ 111.82	\$ 122.29	\$ 136.27	\$ 114.42	\$ 116.87	\$ 116.07	\$ 114.77	\$ 107.61	\$ 115.53
Alberta Resorts Occupancy Rate	39.4%	52.2%	56.8%	50.3%	66.4%	71.5%	82.4%	82.4%	77.6%	58.7%	42.8%	46.8%	60.8%
Point change	-1.3	2.0	8.6	0.5	6.5	3.3	0.9	1.1	5.2	3.0	2.0	6.9	3.4
Average Daily Room Rate	\$ 143.34	\$ 155.15	\$ 158.19	\$ 141.93	\$ 174.09	\$ 246.02	\$ 279.63	\$281.86	\$ 242.45	\$159.58	\$131.88	\$ 184.12	\$ 203.85
Total Alberta (excluding Resorts) Occupancy Rate	51.7%	65.7%	68.3%	66.5%	66.4%	76.3%	82.0%	75.5%	76.7%	71.6%	72.7%	52.9%	68.7%
Point change	2.3	4.9	2.0	3.3	1.4	7.1	7.8	4.9	6.9	4.7	7.6	4.3	4.7
Average Daily Room Rate	\$ 97.62	\$ 101.31	\$ 101.54	\$ 102.11	\$ 102.06	\$ 108.59	\$ 117.42	\$ 104.77	\$ 106.57	\$ 106.51	\$ 105.26	\$ 100.84	\$ 104.55

National Park Attendance (000's of person visits)													
Banff	129.7p	152.3p	183.2p	195.3p	235.5p	244.9p	516.0p	480.2p	334.3p	111.8p	95.0p	116.4p	3,164.9p
Per cent change	-2.9%	-3.5%	8.1%	-9.4%	7.1%	1.9%	2.3%	1.1%	-1.3%	0.4%	2.7%	3.0%	0.9%
Jasper	34.6p	42.4p	58.2p	116.0p	151.1p	153.2p	357.3p	335.6p	228.0p	46.5p	35.1p	43.3p	1,908.0p
Per cent change	n/a	n/a	n/a	-6.9%	7.0%	5.6%	3.6%	1.8%	0.0%	2.9%	6.0%	5.1%	0.9%
Waterton Lakes	5.9p	7.0p	8.0p	11.3p	29.9p	48.7p	95.7p	86.0p	45.0p	14.6p	6.4p	6.4p	364.9p
Per cent change	5.4%	-10.2%	-6.2%	-13.5%	28.0%	-4.5%	-0.3%	-1.0%	-4.5%	-5.4%	-1.9%	3.1%	-0.7%

Employment (000's of persons)													
Accommodation, Food & Beverage	121.8	112.2	113.2	101.5	101.1	104.7	113.4r	110.1r	102.5r	101.1p	111.6r	111.4p	108.7p
Per cent change	2.8%	-7.0%	-7.1%	-18.4%	-17.8%	-17.0%	-13.1%	-14.5%	-20.7%	-18.1%	-10.2%	-12.0%	-11.8%

Restaurant Receipts (\$millions)													
Total Receipts for Alberta	335.0	338.0	376.0	381.0	375.0	382.0	390.0	383.0	368.0	383.0	381.0r	409.0p	4,090.0p
Per cent change	6.7%	8.0%	8.4%	9.2%	3.9%	10.7%	4.6%	5.2%	10.2%	8.8%	10.9%	17.10%	7.8%

Historic Sites and Museums (000s of person visits)													
Visitor Attendance	20.8	34.1	40.3	42.8	71.2	93.5	186.8	175.5	79.8	40.2p	31.0p	26.2p	842.4p
Per cent change	-15.4%	-13.6%	8.9%	-10.3%	4.9%	-4.4%	4.3%	1.3%	18.3%	-25.6%	7.8%	12.9%	0.2%

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