

2013 Alberta Tourism Market Monitor

Alberta Tourism, Parks and Recreation

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
Air Passengers 2013 (000's of enplanements and deplanements) ¹													
Edmonton International Total	551.7p	541.6p	594.9p	572.4p	573.7p	557.1p	629.6p	663.2p	557.6p	568.3p	559.0p	614.4p	6,983.2p
Per cent change from 2012	3.6%	2.4%	3.8%	2.9%	4.5%	5.5%	5.1%	5.2%	5.4%	3.2%	3.5%	9.9%	4.6%
Domestic	389.3p	376.1p	415.0p	412.2p	449.5p	460.5p	520.0p	545.8p	453.8p	445.2p	405.7p	439.1p	5,312.2p
Per cent change from 2012	3.1%	1.3%	3.3%	3.3%	3.8%	5.3%	4.8%	4.2%	4.8%	2.0%	2.3%	8.9%	4.0%
Transborder	111.4p	116.5p	124.6p	114.9p	98.8p	79.2p	90.3p	97.4p	87.1p	109.2p	113.0p	122.4p	1,264.8p
Per cent change from 2012	7.4%	7.8%	6.5%	1.5%	6.1%	11.3%	8.3%	11.7%	10.1%	8.6%	4.0%	12.2%	7.7%
International	50.9p	49.1p	55.3p	45.2p	25.4p	17.3p	19.3p	19.9p	16.7p	13.9p	34.6p	406.2p	406.2p
Per cent change from 2012	-0.4%	-1.2%	1.6%	2.2%	11.3%	-9.9%	-2.6%	1.3%	-0.5%	0.5%	16.3%	13.2%	3.4%
Calgary International Total	1,092.4p	1,054.2r	1,187.8r	1,144.2r	1,151.p	1,161.3r	1,359.6r	1,439.2r	1,191.5r	1,207.7r	1,116.1r	1,211.1r	14,316.1r
Per cent change from 2012	3.7%	2.2%	5.5%	3.5%	5.4%	1.9%	3.9%	6.7%	5.4%	6.3%	6.2%	7.9%	5.0%
Domestic	743.8p	707.2r	786.2r	786.4r	819.6r	837.7p	982.5r	1,038.5r	857.5p	878.7r	790.6r	841.1p	10,069.9p
Per cent change from 2012	5.7%	3.8%	6.8%	5.4%	5.0%	1.7%	3.4%	5.5%	5.5%	5.9%	5.0%	8.5%	5.1%
Transborder	230.1p	237.5r	269.1r	245.6p	230.7p	218.1r	261.3r	278.8r	232.8r	241.9r	225.3p	249.1r	2,920.3r
Per cent change from 2012	4.1%	1.5%	3.6%	3.9%	8.3%	3.8%	8.7%	14.1%	9.7%	7.5%	10.7%	8.8%	7.0%
International	118.5p	109.6p	132.5p	112.2p	100.7p	105.5p	115.7p	121.8p	101.2p	87.0p	100.2p	121.0p	1,325.8p
Per cent change from 2012	-8.0%	-5.5%	2.5%	-8.7%	2.5%	0.4%	8.6%	1.6%	-3.6%	6.6%	8.5%	2.4%	-0.7%
Highway Count 2013 (000's of vehicles) ²													
Hwy 1 -Sask border w-bound	55.3p	56.0p	63.7p	65.5p	78.6p	77.3p	103.1p	108.7p	80.5p	80.4p	65.9p	66.4p	901.4p
Per cent change from 2012	-2.1%	-5.6%	2.2%	-7.9%	3.4%	-3.9%	-0.9%	1.2%	0.9%	3.7%	5.1%	-7.4%	-0.8%
Hwy 1 - Banff Pk Gate (2-way)	457.3p	472.4p	535.3p	459.8p	580.0p	457.8p	782.3p	937.5p	654.0p	522.1p	403.6p	474.5p	6,736.6p
Per cent change from 2012	6.1%	8.0%	13.8%	-5.1%	6.1%	-19.1%	-3.5%	7.8%	2.0%	13.2%	2.4%	-3.7%	2.0%
Hwy 16 - Jasper Pk Gate (2 way)	89.9p	86.4p	112.9p	107.3p	136.3p	176.3p	213.2p	247.3p	155.9p	118.4p	81.0p	94.0p	1,618.9p
Per cent change from 2012	-1.0%	-4.4%	4.2%	-8.1%	4.3%	21.7%	3.6%	7.6%	3.9%	6.3%	1.9%	-6.9%	3.8%
Hwy 16 - Jct #897 w-bound	165.0p	160.1p	176.2p	178.9p	200.2p	198.7p	215.0p	221.6p	201.8p	207.0p	180.0p	168.1p	2,272.6p
Per cent change from 2012	1.5%	-2.7%	0.5%	-3.3%	1.9%	0.6%	2.4%	1.1%	3.2%	5.1%	1.6%	-2.5%	0.9%
National Park Attendance (000's of person visits) 2013 ³ Include Group Tours for Banff National Park and Jasper National Park.													
Banff	165.1p	159.9p	198.5p	193.1p	253.1p	211.4p	512.1p	603.8p	389.0p	129.1p	101.4p	125.3p	3,291.9p
Per cent change from 2012	4.8%	-3.3%	9.6%	-9.4%	4.0%	-20.4%	-0.8%	7.1%	1.5%	10.4%	0.1%	-4.6%	0.2%
Jasper	48.0p	49.1p	64.4p	120.9p	158.4p	174.5p	367.4p	430.0p	271.7p	56.6p	38.8p	46.8p	2,022.8p
Per cent change from 2012	0.0%	-3.5%	5.6%	-8.1%	4.3%	2.9%	1.2%	7.2%	2.4%	8.2%	1.8%	-7.0%	1.6%
Waterton Lakes	6.4p	7.6p	8.7p	9.4p	30.5p	61.0p	94.4p	103.5p	57.0p	17.2p	6.5p	6.0p	408.3p
Per cent change from 2012	3.2%	-3.8%	17.6%	-23.0%	-2.2%	12.8%	-3.3%	4.4%	-5.6%	27.4%	20.4%	-4.8%	1.7%
Sources: Edmonton International Airport, Calgary International Airport, Alberta Transportation, Parks Canada													

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

p=preliminary

r=revised

e=estimate

Updated June 12, 2014

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	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
Employment (000's of persons) 2013 Seasonally Adjusted ⁴													
Accommodation and Food Services	130.3	130.7	119.1	126.2	131.4	131.9	133.6	138.2	144.0	144.6	146.4	149.0	135.5
Per cent change from 2012	1.3%	-5.4%	-8.1%	-4.9%	-9.6%	-0.2%	0.5%	5.0%	9.8%	11.1%	6.3%	12.7%	1.4%
Accommodation Indices 2013 ⁵													
Edmonton Occupancy Rate	54.9%	70.1%	74.1%	76.3%	71.9%	73.5%	65.0%	71.6%	74.3%	74.1%	75.5%	55.6%	69.7%
Point change from 2012	3.1	2.7	3.1	7.3	-0.5	5.0	-0.6	2.2	5.0	4.2	2.2	4.4	3.2
Average Daily Room Rate	\$122.89	\$126.33	\$127.98	\$128.28	\$127.16	\$128.49	123.82	\$123.80	\$129.41	\$130.58	\$132.61	\$129.53	\$127.48
Calgary Occupancy Rate	59.5%	66.2%	69.6%	75.5%	74.7%	75.8%	84.1%	80.5%	80.6%	77.2%	74.7%	55.3%	72.7%
Point change from 2012	2.1	2.7	1.8	7.0	3.1	-2.4	0.8	4.3	-2.2	2.4	3.4	1.9	1.9
Average Daily Room Rate	\$154.93	\$157.46	\$152.51	\$161.52	\$160.89	\$169.95	\$186.32	\$149.31	\$163.85	\$166.57	\$164.02	\$150.78	\$162.23
Alberta Resorts Occupancy Rate	37.0%	44.5%	52.9%	43.1%	55.5%	64.6%	78.4%	87.1%	77.7%	51.6%	41.2%	48.3%	57.1%
Point change from 2012	1.2	0.0	3.8	-2.9	2.2	-5.1	-3.1	1.9	2.0	3.6	4.7	1.2	0.8
Average Daily Room Rate	\$161.05	\$167.87	\$169.43	\$158.48	\$180.26	\$226.61	\$246.67	\$250.19	\$223.15	\$172.40	\$162.92	\$205.62	\$202.63
Other Alberta* Occupancy Rate	56.1%	63.6%	63.9%	57.5%	58.7%	63.9%	70.9%	70.6%	71.1%	70.2%	68.8%	51.7%	64.0%
Point change from 2012	1.3	2.2	0.1	3.6	0.1	-1.0	4.5	2.9	4.8	4.5	2.7	2.8	2.5
Average Daily Room Rate	\$124.25	\$125.29	\$126.14	\$124.60	\$123.83	\$125.00	\$125.45	\$125.13	\$125.82	\$125.88	\$127.66	\$123.41	\$125.41
Total Alberta (excluding Resorts) Occupancy Rate	56.7%	66.2%	68.6%	68.2%	67.1%	70.1%	73.0%	73.8%	74.8%	73.4%	72.4%	53.9%	68.2%
Point change from 2012	2.0	2.4	1.4	5.4	0.5	0.2	2.0	3.2	2.9	3.7	2.6	3.0	2.4
Average Daily Room Rate	\$133.15	\$134.98	\$134.50	\$137.68	\$136.83	\$140.22	\$145.28	\$132.52	\$138.94	\$139.89	\$140.29	\$133.48	\$137.59
Food Services and Drinking Places 2013 (\$Millions) unadjusted ⁶													
Total Receipts for Alberta	\$ 616.1	\$ 611.8	\$ 680.0	\$ 659.5	\$ 701.7	\$ 700.4	\$ 717.0	\$ 719.2	\$700.4	\$716.5	\$700.7	\$695.4	\$ 684.9
Per cent change from 2012	7.4%	4.1%	3.8%	7.6%	9.1%	7.0%	8.0%	9.6%	8.1%	9.6%	8.8%	4.0%	7.3%
Historic Sites and Museums 2013 (000s of person visits) ⁷													
Visitor Attendance	21.2p	42.7p	42.7p	42.7p	74.7p	101.7r	158.4p	181.0p	69.3p	40.2p	24.8p	17.5p	816.0p
Per cent change from 2012	6.0%	5.5%	6.4%	-5.5%	7.0%	-0.8%	-8.3%	-1.3%	-4.1%	11.8%	-3.9%	-17.2%	-1.5%
Sources: Statistics Canada, PKF Consulting Inc, Alberta Culture													

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

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Updated June 12, 2014

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. The tour group data, however, are included in the annual total.

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

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