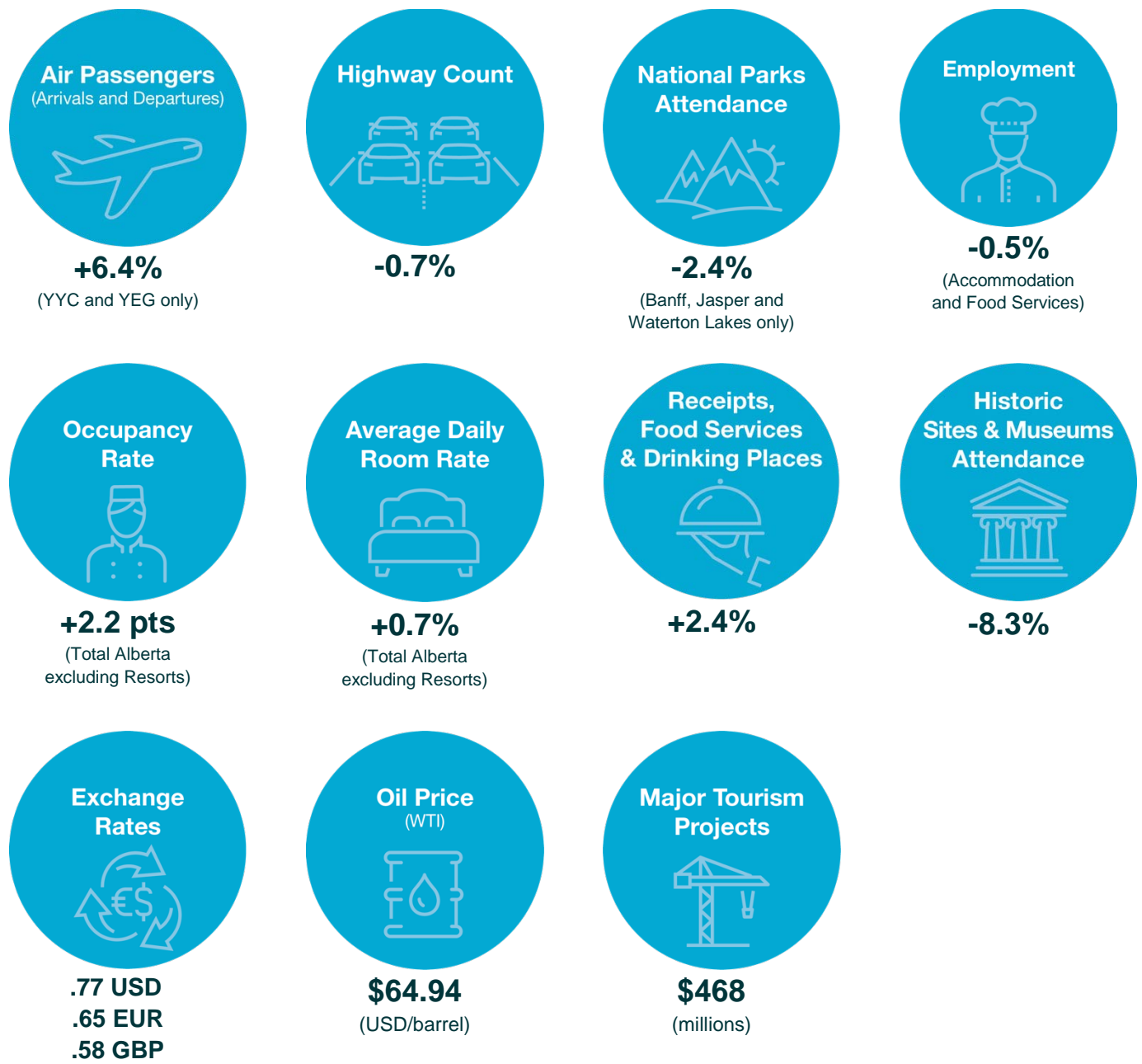


Alberta Tourism Market Monitor 2018



2018 Alberta Tourism Market Monitor													
Alberta Economic Development, Trade and Tourism													
	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
Air Passengers 2018 (000's of arrivals and departures) ¹													
Edmonton International Total	607.2	590.5	634.7	638.2	659	637.3	733	786.1	642.4	634.4	604.5	663.2	7,830.2
Per cent change from 2017	6.2%	7.3%	4.2%	5.6%	7.0%	6.7%	6.4%	8.8%	7.3%	5.1%	3.8%	5.8%	6.2%
Domestic	456.8	441.7	477.7	492.9	556.7	553.2	642.2	693.6	558.9	542	470.7	509.1	6,395.4
Per cent change from 2017	7.1%	6.9%	3.2%	6.8%	6.4%	5.9%	7.4%	9.6%	7.9%	5.5%	2.8%	4.2%	6.3%
Transborder	87.8	91.1	95.2	90.4	74.3	64.9	67.8	68.8	64.8	72.8	90.5	99.1	967.0
Per cent change from 2017	3.5%	9.2%	5.2%	3.9%	15.0%	20.3%	10.4%	12.5%	8.4%	4.0%	11.7%	20.5%	9.9%
International	62.6	57.7	61.9	54.9	27.9	19.3	23	23.7	18.7	19.6	43.2	54.99	467.5
Per cent change from 2017	3.4%	7.6%	11.2%	-1.6%	-0.7%	-10.0%	-22.1%	-17.6%	-11.3%	-0.4%	-1.2%	-2.2%	-1.4%
Calgary International Total	1,300.6	1,260.6	1,408.6	1,353.9	1,392.6	1,503.5	1,718.3	1,780.6	1,482.7	1,432.2	1,286.0	1,422.1	17,343.4
Per cent change from 2017	5.4%	5.8%	6.5%	4.4%	7.2%	9.3%	9.2%	8.2%	7.2%	5.9%	4.0%	4.1%	6.6%
Domestic	860.1	830.6	919.2	909.2	1,006.8	1,089.9	1,279.9	1,328.6	1,084.6	1,053.2	889.9	985.3	12,236.0
Per cent change from 2017	3.7%	4.4%	4.8%	3.1%	7.0%	10.1%	12.5%	10.6%	7.9%	6.4%	4.0%	5.7%	7.0%
Transborder	254.9	258.7	298.3	276.8	262.6	287.2	301.8	311.3	274	273.8	267.5	271.17	3,341.4
Per cent change from 2017	7%	6.2%	6.5%	8.3%	7.8%	9.6%	1.9%	4.7%	7.5%	5.4%	12.3%	6.3%	7%
International	185.6	171.0	191.1	167.9	123.1	126.3	136.6	140.8	124.1	105.2	128.6	165.56	1,766.0
Per cent change from 2017	11.2%	12.3%	15.3%	5.2%	8.4%	2.8%	-2.4%	-4.4%	0.9%	3.0%	-10.3%	-7.4%	3.0%
Fort McMurray International Total	53.3	51.6	55.0	53.0	55.2	51.0	54.6	58.9	51.7	54.8	51.7	49.1	639.9
Per cent change from 2017	-8.1%	-6.0%	-10.8%	-15.8%	-14.5%	-17.2%	-9.0%	-5.5%	-9.3%	-8.8%	-6.5%	-8.8%	-10.3%
Highway Count 2018 (000's of vehicles) ²													
Hwy 1 - Sask border w-bound	59.3	56.6	65.3	69.78	81.03	86.43	109.03	111.6	82.2	77.7	66.1	71.6	936.6
Per cent change from 2017	2.8%	-2.0%	0.0%	-6.7%	-0.1%	-1.0%	-4.7%	-1.3%	-4.1%	-4.4%	2.2%	0.1%	-1.9%
Hwy 1 - Banff Pk Gate (2-way)	553.7	487.1	592.7	587.6	734.1	797.1	1,061.3	1,002.9	724.7	578.2	502.8	592	8,214.1
Per cent change from 2017	2.8%	-7.3%	0.2%	-4.5%	1.7%	2.8%	0.7%	-3.4%	-7.9%	-5.9%	4.6%	7.4%	-0.9%
Hwy 16 - Jasper Pk Gate (2-way)	92.3	83.9	114.2	125.4	169.6	183.7	252.9	262.4	173.4	133.5	93.1	104.3	1,788.7
Per cent change from 2017	2.8%	-4.3%	3.5%	3.6%	11.4%	-1.7%	0.9%	-0.1%	-1.9%	7.9%	6.8%	3.8%	2.3%
Hwy 16 - Blackfoot w-bound	149.1	141.3	158.2	161.4	178.9	176.2	188.0	196.8	170.7	177.8	160.4	158.9	2,017.7
Per cent change from 2017	3.6%	-0.4%	-1.4%	0.0%	-0.8%	-4.6%	-1.6%	-1.0%	-5.5%	-3.4%	-2.4%	-3.2%	-1.8%
National Park Attendance (000's of visitors) 2018 ³ includes group tours for Banff and Jasper													
Banff	203.7	186.4	229.1	250.5	319.3	370.2	681.8	642.9	452.7	144.2	125.3	153.4	4,085.7
Per cent change from 2017	1.0%	-7.6%	0.3%	-6.5%	-0.2%	-0.1%	-0.9%	-4.7%	-7.9%	-6.5%	1.7%	3.6%	-2.6%
Jasper	52.4	49.4	67.0	147.4	198.2	223.0	468.6	460.7	313.4	62.6	45.6	53.0	2,434.6
Per cent change from 2017	2.4%	-5.1%	3.2%	-2.5%	6.4%	-0.7%	0.7%	-1.6%	-5.3%	2.7%	5.9%	2.9%	4.5%
Waterton Lakes*	7.2	5.9	9.0	13.0	41.0	66.2	102.5	85.7	47.08	16.5	7.9	8.0	409.9
Per cent change from 2017	-21.5%	-38.2%	-29.3%	-36.3%	-27.1%	-28.4%	-37.0%	-37.5%	3.7%	-4.2%	2.6%	5.7%	-29.1%
Elk Island	15.1	14.9	18.3	23.3	52.3	45.8	55.9**	55.8	33.0	27.0	12.2	12.3	366.0
Per cent change from 2017	-15.4%	-20.8%	-19.0%	-11.3%	-25.2%	-33.2%	-39.2%	-37.0%	-51.0%	-25.0%	-20.5%	-24.1%	-42.5%
Wood Buffalo	0.02	0.03	0.08	0.05	0.30	0.38	0.77	0.54	0.22	0.05	0.01	0.05	2.49
Per cent change from 2017	5.0%	190.0%	670.0%	-86.5%	-37.5%	-36.7%	-27.1%	-46.8%	-31.7%	30.6%	0.0%	131.8%	-36.5%
Employment (000's of persons) 2018 Seasonally Adjusted ⁴													
Accommodation and Food Services	150.3	149.2	148.8	145.9	147.0	143.2	146.0	146.3	147.6	147.7	150.8	149.4	147.7
Per cent change from 2017	3.9%	2.4%	1.0%	-1.7%	-1.6%	-4.7%	-5.3%	-6.9%	-1.3%	1.8%	6.6%	0.7%	-0.5%
Sources: Edmonton International Airport, Calgary International Airport, Fort McMurray International Airport, Alberta Transportation, Parks Canada and Statistics Canada.													
Accommodation Indices for Major Regions 2018 ⁵													
Edmonton Occupancy Rate	47.6%	55.1%	61.8%	65.1%	63.1%	58.7%	55.9%	62.7%	59.9%	59.7%	65.5%	48.4%	58.6%
Point change from 2017	0.8	-1.6	0.6	5.5	7.8	2.4	-4.7	-0.3	-1.9	2.4	5.3	2.3	1.5
Average daily room rate	\$126.99	\$125.25	\$131.93	\$127.80	\$131.95	\$131.00	\$124.1	\$124.22	\$126.87	\$128.81	\$137.83	\$123.83	\$128.60
Variance from 2017	-1.1%	-6.1%	-0.9%	-3.5%	1.1%	1.9%	-2.1%	-2.1%	-2.2%	-1.8%	3.3%	-2.5%	-1.2%
Revenue per available room	\$46.20	\$69.03	\$81.48	\$83.19	\$83.32	\$76.90	\$69.35	\$77.94	\$75.94	\$76.94	\$90.26	\$59.99	\$75.35
Calgary Occupancy Rate	46.2%	53.1%	55.8%	61.7%	63.5%	73.4%	81.2%	77.7%	73.5%	61.9%	56.4%	45.4%	62.6%
Point change from 2017	3.7	2.3	2.8	5.7	4.6	6.4	3.5	4.1	2.3	3.5	-0.5	0.0	3.3
Average daily room rate	\$132.82	\$135.40	\$136.19	\$142.09	\$146.62	\$152.95	\$177.07	\$142.02	150.57	\$147.70	\$140.33	\$121.64	\$146.28
Variance from 2017	-1.4%	-2.2%	-1.3%	1.8%	0.8%	1.2%	6.4%	4.7%	4.0%	3.1%	-1.5%	1.0%	1.9%
Revenue per available room	\$61.38	\$71.89	\$76.04	\$87.71	\$93.16	\$112.30	\$143.81	\$110.33	\$110.68	\$91.41	\$79.09	\$58.15	\$91.61
Alberta Resorts Occupancy Rate	45.6%	52.7%	57.1%	52.1%	70.9%	85.8%	92.5%	93.4%	89.9%	65.5%	62.4%	50.8%	67.0%
Point change from 2017	2.2%	-1.0	-0.1	-1.7	2.5	1.3	-0.3	-0.2	-1.9	0.6	3.1	1.4	0.4
Average daily room rate	201.4%	\$217.65	\$212.85	\$190.86	\$246.17	\$358.70	\$421.20	\$419.58	\$364.46	\$235.07	\$150.22	\$284.18	\$300.35
Variance from 2017	4.4%	6.5%	8.2%	0.4%	9.6%	14.4%	12.4%	11.7%	16.3%	8.3%	6.6%	7.2%	10.0%
Revenue per available room	91.8%	\$114.67	\$121.60	\$99.39	\$174.59	\$307.79	\$389.61	\$392.07	\$327.76	\$153.88	\$93.73	\$144.33	\$201.31
Other Alberta*** Occupancy Rate	40.4%	46.4%	47.9%	44.4%	49.7%	57.5%	58.3%	58.1%	55.1%	52.8%	49.8%	36.2%	49.7%
Point change from 2017	2.7	4.0	1.5	2.3	2.6	3.5	2.0	1.7	-0.2	3.7	1.7	0.6	2.2
Average daily room rate	\$118.14	\$119.65	\$118.55	\$117.08	\$117.35	\$119.91	\$124.90	\$123.58	\$120.75	\$117.91	\$118.88	\$114.45	\$119.54
Variance from 2017	1.4%	2.5%	1.6%	0.7%	0.4%	1.8%	2.0%	0.9%	0.2%	0.9%	0.6%	-0.5%	1.0%
Revenue per available room	\$47.72	\$55.57	\$56.81	\$52.02	\$58.27	\$68.90	\$72.80	\$71.74	\$66.53	\$62.25	\$59.24	\$41.42	\$59.45
Total Alberta (excl. Resorts) Occupancy Rate	44.1%	50.8%	54.0%	55.1%	57.4%	62.5%	64.5%	65.1%	61.8%	57.3%	55.9%	42.2%	55.9%
Point change from 2017	2.5	1.9	1.5	4.0	4.5	4.0	0.6	1.7	0.0	3.2	2.0	0.9	2.2
Average daily room rate	\$125.31	\$126.18	\$128.11	\$128.69	\$131.22	\$134.21	\$144.21	\$130.26	\$132.86	\$130.35	\$131.19	\$121.64	\$130.91
Variance from 2017	-0.4%	-2.0%	-0.2%	-0.3%	0.7%	1.6%	3.3%	1.6%	1.1%	0.7%	0.7%	-0.7%	0.7%
Revenue per available room	\$55.26	\$64.04	\$69.24	\$70.90	\$75.29	\$83.92	\$92.97	\$84.83	\$82.16	\$74.71	\$73.40	\$51.34	\$73.20
Sources: CBRE Hotels Trends in the Hotel Industry National Market Report.													

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
Food Services and Drinking Places 2018 (\$ Millions) unadjusted⁷													
Total Receipts for Alberta	\$705.24	\$672.69	\$785.18	\$757.96	\$798.98	\$828.42	\$837.45	\$837.90	\$804.24	\$812.46	\$790.84	\$827.13	\$788.21
Per cent change from 2017	2.1%	-0.4%	4.3%	0.4%	1.6%	4.5%	2.9%	3.5%	0.5%	2.6%	5.6%	3.5%	2.4%
Historic Sites and Museums 2018 (000's of visitors) ⁸													
Visitor Attendance****	10.3	19.7	24.1	29.2	65.8	107.4	173.7	178.4	67.4	89.4	44.3	36.4	846.0
Per cent change from 2017	-9.1%	-28.6%	-16.6%	-26.6%	-10.3%	0.6%	-8.2%	-8.5%	-7.6%	-8.1%	17.2%	14.0%	-8.3%
Exchange Rates 2018 ⁹													
Canadian Dollar / U.S. Dollar (noon)	0.80	0.79	0.77	0.79	0.78	0.76	0.76	0.77	0.77	0.77	0.76	0.74	0.77
Canadian Dollar / Euro	0.66	0.64	0.63	0.64	0.66	0.65	0.65	0.66	0.66	0.67	0.67	0.65	0.65
Canadian Dollar / British Pounds	0.58	0.57	0.55	0.56	0.58	0.57	0.58	0.60	0.59	0.59	0.59	0.59	0.58
Oil Price: Western Texas Intermediate (WTI) 2018¹⁰													
Cushing, OK Spot Price (U.S. Dollar per barrel)	63.70	62.23	62.73	66.25	69.98	67.87	70.98	68.06	70.23	70.75	56.96	49.52	64.94
Major Tourism Projects Valued \$5 million or Greater 2018 (\$ Millions)¹¹													
Total Value of Hotel Projects Inventory	\$361	\$364	\$375	\$179	\$545	\$505	\$505	\$505	\$505	\$518	\$478	\$468	\$468

Sources: Statistics Canada, Alberta Culture, Multiculturalism and Status of Women, Bank of Canada, WTI, Government of Alberta.

* Waterton Lakes National Park was closed to the public from September 8 - 20, 2017, due to a wildfire. Some sites in the park remain closed to date.

** Due to construction west gate data is not available.

*** Other Alberta includes Lethbridge, Red Deer and other Alberta communities.

**** The Royal Alberta Museum (RAM) opened on October 3, 2018. While the visitation numbers from October onwards include the RAM, the percentage change numbers in 2018 exclude visitors to the RAM, in order to be comparable to 2017.

2013-18 Alberta Tourism Market Monitor						
Alberta Economic Development, Trade and Tourism						
	2013	2014	2015	2016	2017	2018
Air Passengers (000's of arrivals and departures) ¹						
Edmonton International Total	6,983.2	7,332.5	7,280.9	7,026.9	7,377.6	7,830.2
Per cent change from previous year	4.6%	5.0%	-0.7%	-3.5%	5.0%	6.2%
Domestic	5,312.2	5,500.6	5,527.0	5,636.1	6,023.7	6,395.4
Per cent change from previous year	4.0%	3.5%	0.5%	2.0%	6.9%	6.3%
Transborder	1,264.8	1,372.7	1,228.1	916.7	879.8	967.0
Per cent change from previous year	7.7%	8.5%	-10.5%	-25.4%	-4.0%	9.9%
International	406.2	459.3	525.8	474.1	474.1	467.5
Per cent change from previous year	3.4%	13.1%	14.5%	-9.8%	0.0%	-1.4%
Calgary International Total	14,316.1	15,261.1	15,475.8	15,680.6	16,275.7	17,343.4
Per cent change from previous year	5.0%	6.6%	1.4%	1.3%	3.8%	6.6%
Domestic	10,069.9	10,745.0	10,970.4	11,152.9	11,436.1	12,236.0
Per cent change from previous year	5.1%	6.7%	2.1%	1.7%	2.5%	7.0%
Transborder	2,920.3	3,106.0	3,049.0	2,945.1	3,124.3	3,341.4
Per cent change from previous year	7%	6.4%	-1.8%	-3.4%	6.1%	7.0%
International	1,325.8	1,410.1	1,456.4	1,582.6	1,715.5	1,766.0
Per cent change from previous year	-0.7%	6.4%	3.3%	8.7%	8.4%	3.0%
Fort McMurray International Total	1,195.4	1308.4	1,099.7	744.8*	713.1	639.9
Per cent change from previous year	24.8%	9.5%	-16.0%	-32.3%	-4.3%	-10.3%
Highway Count (000's of vehicles) ²						
Hwy 1 - Sask border w-bound	901.4	918.6	936.2	938.5	954.6	936.6
Per cent change from previous year	-0.8%	1.9%	1.9%	0.2%	1.7%	-1.9%
Hwy 1 - Banff Pk Gate (2-way)	6,736.6	7,211.5	7,746.6	8,157.6	8,292.2	8,214.1
Per cent change from previous year	2.0%	7.0%	7.4%	5.3%	1.7%	-0.9%
Hwy 16 - Jasper Pk Gate (2-way)	1,618.9	1,668.7	1,703.7	1,698.6	1,749.3	1,788.7
Per cent change from previous year	3.8%	3.1%	2.1%	-0.3%	3.0%	2.3%
Hwy 16 - Jct #897 w-bound	2,272.6	2,312.9	2,123.4	1,991.8	2,055.4	2,017.7
Per cent change from previous year	0.9%	1.8%	-8.2%	-6.2%	3.2%	-1.8%
National Park Attendance (000's of visitors) ³ includes group tours for Banff and Jasper						
Banff	3,291.9	3,552.1	3,894.3	4,075.8	4,194.6	4,085.7
Per cent change from previous year	0.2%	7.9%	9.6%	4.7%	2.9%	-2.6%
Jasper	2,022.8	2,154.6	2,266.1	2,354.8	2,330.5	2,434.6
Per cent change from previous year	1.6%	6.5%	5.2%	3.9%	-1.0%	4.5%
Waterton Lakes*	408.3	413.6	477.0	538.5	578.1	409.9
Per cent change from previous year	1.7%	1.3%	15.3%	12.9%	7.4%	-29.1%
Employment (000's of persons) Seasonally Adjusted ⁴						
Accommodation and Food Services	135.6	145.6	153.5	144.7	148.2	147.7
Per cent change from previous year	1.4%	7.7%	2.4%	-5.7%	2.6%	-0.5%
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	69.7%	69.2%	63.0%	59.3%	57.1%	58.6%
Point change from previous year	3.2	-0.6	-6.6	-3.7	-2.1	1.5
Average Daily Room Rate	\$127.28	\$133.90	\$135.64	\$130.01	\$130.15	\$128.60
Variance from previous year	4.0%	5.2%	-1.1%	-4.7%	0.4%	-1.2%
Revenue per available room	\$88.71	\$92.63	\$85.44	\$77.08	\$74.35	\$75.35
Calgary Occupancy Rate	72.7%	70.0%	64.3%	58.6%	59.3%	62.6%
Point change from previous year	1.9	-2.9	-5.6	-5.8	0.8	3.3
Average Daily Room Rate	\$162.13	\$166.67	\$157.47	\$145.55	\$143.41	\$146.28
Variance from previous year	3.9%	2.8%	-4.9%	-8.0%	-1.3%	1.9%
Revenue per available room	\$117.87	\$116.61	\$101.27	\$85.22	\$85.09	\$91.61
Alberta Resorts Occupancy Rate	57.1%	60.1%	62.3%	64.1%	66.7%	67.0%
Point change from previous year	80.0%	3.0	2.5	1.8	2.3	0.4
Average Daily Room Rate	\$202.61	\$214.70	\$232.32	\$252.68	\$273.06	\$300.35
Variance from previous year	3.3%	6.0%	8.4%	10.1%	9.2%	10.0%
Revenue per available room	\$115.69	\$129.02	\$144.83	\$161.89	\$182.07	\$201.31
Other Alberta Occupancy Rate**	64.0%	65.3%	51.7%	43.3%	47.6%	49.7%
Point change from previous year	2.5	1.5	-13.5	-8.3	4.1	2.2
Average Daily Room Rate	\$126.99	\$130.93	\$128.03	\$119.30	\$118.31	\$119.54
Variance from previous year	5.1%	3.1%	-2.2%	-7.5%	-1.3%	1.0%
Revenue per available room	\$81.27	\$85.48	\$66.16	\$51.60	\$56.32	\$59.45
Total Alberta (excl. Resorts) Occupancy Rate	68.2%	67.8%	58.7%	52.3%	53.7%	55.9%
Point change from previous year	2.4	-0.4	-9.1	-6.3	1.5	2.2
Average Daily Room Rate	\$138.10	\$142.98	\$140.03	\$131.51	\$130.03	\$130.91
Variance from previous year	4.4%	3.5%	-2.4%	-6.6%	-0.9%	0.7%
Revenue per available room	\$94.18	\$96.92	\$82.24	\$68.81	\$69.84	\$73.20
Sources: CBRE Hotels Trends in the Hotel Industry National Market Report.						

	2013	2014	2015	2016	2017	2018
Food Services and Drinking Places (\$ Millions) unadjusted⁷						
Total Receipts for Alberta	\$684.90	\$725.80	\$730.10	\$743.52	\$766.15	\$788.21
Per cent change from previous year	7.3%	6.0%	0.9%	0.4%	2.4%	2.4%
Historic Sites and Museums (000's of visitors)⁸						
Visitor Attendance***	816.0	836.2	918.4	762.3	794.0	846.0
Per cent change from previous year	-1.5%	2.5%	9.8%	1.4%	4.1%	-8.3%
Exchange Rates⁹						
Canadian Dollar / U.S. Dollar (noon)	0.97	0.94	0.78	0.75	0.77	0.77
Canadian Dollar / Euro	0.73	0.68	0.71	0.68	0.68	0.65
Canadian Dollar / British Pounds	0.62	0.55	0.51	0.56	0.60	0.58
Oil Price: Western Texas Intermediate (WTI)¹⁰						
Cushing, OK Spot Price (U.S. Dollar per barrel)	97.91	93.26	48.69	43.15	50.88	64.94
Sources: Statistics Canada, Alberta Culture, Multiculturalism and Status of Women, Bank of Canada, WTI.						
* Waterton Lakes National Park was closed to the public from September 8 - 20, 2017, due to a wildfire. Some sites in the park remain closed to date.						
** Other Alberta includes Lethbridge, Red Deer and other Alberta communities.						
*** The Royal Alberta Museum (RAM) opened on October 3, 2018. While the visitation numbers from October onwards include the RAM, the percentage change numbers in 2018 exclude visitors to the RAM, in order to be comparable to 2017.						

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). <http://www.transportation.alberta.ca/3459.htm>

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.

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

<http://www.cbre.ca/EN/services/valuationservices/hotels/Pages/hotels-vas-disclaimer.aspx>

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.

7. Historic Sites and Museums - Visitor attendance figures are monthly totals based on 13 historic sites, the Royal Tyrrell Museum of Palaeontology and the Tyrrell Field Station. 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.

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

Source: Cushing, OK WTI Spot Price FOB.

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/>

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