

2003 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	2,204.6	2,142.7	2,278.8	2,205.3	2,854.4	3,631.6	4,821.7	4,991.2	3,061.5	2,727.2p	2,271.1p	2,324.4p	35,509.4p
Per cent change	1.2%	-8.2%	-17.6%	-19.6%	-18.7%	-16.2%	-12.5%	-12.5%	-13.1%	-9.6%	-11.8%	-13.3%	-13.1%
Total Other International (n/incl US)	186.5	191.2	196.8	203.5	243.2	361.5	485.3	463.7	392.1	267.7p	161.4p	238.8p	3,393.2p
Per cent change	11.6%	1.1%	-12.8%	-11.5%	-29.2%	-19.6%	-24.8%	-15.9%	-15.2%	-13.5%	-12.9%	-7.9%	-15.6%
United Kingdom	36.7	46.2	44.3	49.6	58.5	83.7	95.8	93.4	81.9	51.2p	30.3p	51.6p	723.2p
Per cent change	12.2%	2.9%	-19.6%	15.8%	-13.3%	-5.2%	-6.3%	-9.6%	-10.1%	-3.4%	-10.7%	-4.9%	-6.0%
Germany	10.4	11.5	12.0	12.9	24.8	30.3	42.7	43.2	42.4	19.1p	9.7p	11.9p	271.6p
Per cent change	10.6%	4.5%	-10.6%	-8.5%	-17.2%	-19.5%	-16.5%	-7.2%	-16.4%	-16.4%	-13.8%	-13.7%	-12.9%
Japan	0.4	18.3	25.9	18.5	14.4	17.1	22.7	30.0	37.7	37.0p	16.7p	19.3p	273.9p
Per cent change	-39.0%	8.1%	8.2%	-43.3%	-61.3%	-57.6%	-56.5%	-49.0%	-45.5%	-37.6%	-30.4%	-17.4%	-39.5%

Alberta Direct Entries (000's of trips)													
U.S. Residents	26.2	27.9	35.9	29.8	39.8	78.5	112.8	89.3	49.8	33.6p	28.0p	39.0p	590.0p
Per cent change	9.9%	3.5%	-8.6%	4.2%	-9.5%	3.8%	-5.1%	-7.1%	-4.1%	1.7%	9.5%	-5.0%	-2.6%
Other Countries	14.8	17.1	16.9	12.7	16.6	24.9	33.0	26.1	21.5	11.8p	5.9p	15.2p	216.3p
Per cent change	23.7%	13.2%	-1.0%	43.1%	-12.4%	-2.8%	-3.6%	-13.3%	-18.6%	-11.0%	-4.4%	3.5%	-2.7%

Air Passengers (000's of enplanements and deplanements)													
Edmonton International	302.0	294.2	314.3	299.8	295.4	313.9	364.7	386.7	317.1	331.4p	313.3p	349.6p	3,882.5p
Per cent change	3.5%	3.0%	-0.4%	1.1%	-5.3%	0.1%	2.5%	0.3%	8.6%	10.4%	7.2%	4.9%	2.9%
Calgary International	620.8	624.0	677.1	616.6	635.0	672.2	817.1	832.9	670.1	677.2p	573.1p	683.3p	8,099.5p
Per cent change	6.3%	5.6%	3.7%	1.6%	-1.4%	1.8%	4.7%	1.4%	-1.8%	-0.8%	8.0%	5.4%	2.7%

Highway Count (000's of vehicles)													
Hwy 1 -Sask border w-bound	46.9	45.9	52.0	60.2	64.8	75.4	96.7	100.0	68.9	67.4p	54.8p	62.4p	795.4p
Per cent change	-4.5%	3.8%e	-6.3%	3.3%	3.4%	8.7%	1.1%	2.0%	-2.8%	-1.7%	-1.0%	-1.1%	0.6%
Hwy 1 - Banff Pk Gate (2-way)	342.0	348.5e	394.4e	406.2	457.0	503.0	684.0	727.7	478.0	422.2p	318.7p	402.4p	5,484.0e
Per cent change	2.5%	0.0%	0.0%	3.4%	2.9%	8.9%e	2.9%e	0.0%	-3.4%	7.2%	-2.8%	5.0%	2.2%
Hwy 16 - Jasper Pk Gate (2 way)	64.9	63.5	82.3	98.4	104.2	122.0	171.9	151.4	110.1	95.9p	61.3p	80.2p	1,206.9p
Per cent change	-11.7%	-13.2%	-9.7%	4.1%	-3.0%	-3.0%	-1.6%	-22.8%	-7.3%	4.3%	-3.6%	3.8%	-6.3%
Hwy 16 - Jct #897 w-bound	107.3	102.6	115.7	125.8	132.4	140.1	156.2	160.1	135.8	144.3p	129.5p	134.9p	1,584.8p
Per cent change	1.3	1.6%	-0.1%	4.7%	0.6%	4.0%	4.5%	5.5%	4.9%	9.7%	8.0%	9.3%	4.6%

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

2003 Alberta Tourism Market Monitor

Alberta Economic Development

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
Accommodation Indices													
Edmonton Occupancy Rate	48.6%	68.0%	60.8%	67.7%	64.5%	64.0%	64.7%	69.3%	62.1%	65.5%	68.2%	47.8%	62.3%
Per cent change	-14.4%	-9.8%	-20.8%	-18.8%	-20.9%	-20.2%	-18.3%	-18.6%	-13.0%	-1.5%	-4.2%	0.4%	-14.6%
Average Daily Room Rate	\$ 97.29	\$ 98.53	\$ 92.37	\$ 99.02	\$ 100.33	\$ 99.68	\$ 100.51	\$ 100.36	\$ 101.01	\$ 93.87	\$ 99.79	\$ 96.24	\$ 97.82
Calgary Occupancy Rate	48.8%	59.5%	55.4%	58.7%	61.2%	72.4%	76.2%	68.2%	71.1%	63.2%	54.6%	42.8%	60.6%
Per cent change	-1.6%	6.2%	-7.1%	-4.0%	-9.3%	-10.7%	-0.1%	-5.3%	-5.1%	-2.2%	-4.0%	5.9%	-3.3%
Average Daily Room Rate	\$ 105.84	\$ 110.40	\$ 110.79	\$ 111.71	\$ 114.51	\$ 119.48	\$ 134.80	\$ 109.42	\$ 118.80	\$ 114.16	\$ 112.45	\$ 106.96	\$ 97.82
Mountain Rgns Occupancy Rate	44.4%	58.9%	63.6%	56.2%	56.9%	65.0%	81.4%	80.4%	70.0%	59.2%	51.4%	49.6%	61.7%
Per cent change	-12.9%	-2.0%	-3.5%	-9.1%	-11.0%	-12.8%	-9.6%	-13.6%	-12.1%	-7.8%	10.8%	0.6%	-7.6%
Average Daily Room Rate	\$ 159.50	\$ 109.43	\$ 182.02	\$ 162.51	\$ 200.13	\$ 290.29	\$ 392.25	\$370.67	\$ 278.23	\$196.82	\$144.79	\$ 217.20	\$ 240.87
Total Alberta Occupancy Rate	47.2%	60.8%	59.0%	59.1%	59.7%	65.9%	71.0%	69.9%	65.1%	61.8%	57.1%	45.4%	60.1%
Per cent change	-6.7%	-1.6%	-9.8%	-9.9%	-11.0%	-12.3%	-7.1%	-11.0%	-7.4%	-2.2%	-4.0%	2.2%	-7.4%
Average Daily Room Rate	\$ 102.23	\$ 108.08	\$ 106.27	\$ 104.83	\$ 110.97	\$ 124.77	\$ 139.51	\$ 132.25	\$ 125.75	\$ 105.27	\$ 102.23	\$ 105.06	\$ 114.40

National Park Attendance (000's of person visits)													
Banff	285.8	290.2	282.6	340.2	382.5	467.3	687.7	745.0	438.5	274.9p	191.7p	252.3p	4,638.7p
Per cent change	0.6%	-2.7%	-9.1%	5.1%	-0.4%	-0.5%	-2.6%	-1.5%	-7.8%	2.7%	-6.0%	3.2%	-1.8%
Jasper	75.3	63.0	81.9	94.4	154.4	248.4	375.3	370.1	215.3	111.7p	32.2p	39.7p	1,861.7p
Per cent change	9.6%	-11.4%	-10.9%	5.8%	-5.2%	-2.8%	-2.7%	-11.2%	-8.9%	1.6%	-8.2%	10.6%	-5.4%
Waterton Lakes	6.3	5.8	6.6	11.2	28.0	59.3	93.4	84.1	43.2	17.3p	5.7p	7.0p	367.8p
Per cent change	-6.5%	-23.6%	-20.9%	-41.4%	-41.3%	9.5%	-10.7%	-20.4%	-18.4%	15.6%	-21.7%	3.5%	-9.4%

Employment (000's of persons)													
Accommodation, Food & Beverage	120.8	121.6	127.4	121.9	122.2	120.2	122.9	118.6	118.6	121.4p	123.1p	119.9p	121.6p
Per cent change	4.4%	1.2%	8.7%	5.4%	4.4%	-0.8%	-1.4%	-5.3%	0.5%	2.9%	3.6%	0.0%	2.0%

Restaurant Receipts (\$millions)													
Total Receipts for Alberta	293.1r	289.6r	322.5r	322.4r	347.6r	325.5r	347.7r	337.6r	312.9r	340.9r	329.4r	334.6r	3,903.8r
Per cent change	1.8%	2.0%	-0.2%	0.7%	3.9%	2.3%	2.8%	2.4%	2.7%	5.5%	3.9%	2.8%	2.6%

Historic Sites and Museums (000s of person visits)													
Visitor Attendance	24.7	34.5	42.5	50.5	76.3	111.8	182.5	184.0	63.8	44.6p	29.8p	30.4p	844.p
Per cent change	-46.7%	-6.3%	13.8%	39.1%	6.3%	1.8%	-8.7%	-10.7%	-14.8%	3.3%	-5.9%	21.1%	-8.9%

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