

# Tourism in Calgary and Area Tourism Region 2013

## **A Summary of 2013 Visitor Numbers, Expenditures and Characteristics September 2016**

[tourism.alberta.ca](http://tourism.alberta.ca)  
September 2016

*Alberta*   
Government

**Introduction**

Whether to see their friends and relatives, for business, or for pleasure, 8.55 million total visits were made in 2013 to destinations in the Calgary and area tourism region by residents of Alberta, other parts of Canada, the United States and overseas countries.

To better understand the volume and characteristics of these visitors, Alberta Culture and Tourism has prepared special analyses of the 2013 Travel Survey of Residents of Canada (TSRC) and the 2013 International Travel Survey (ITS), which are both conducted by Statistics Canada. These consumer surveys provide tourism information for travel in Alberta by Canadians and trips to the province made by visitors from the U.S. and overseas. Data in this publication includes same-day and overnight trips for Albertans and residents from other parts of Canada, and overnight trips only for U.S. and overseas visitors.

Readers are cautioned that estimates between 2013 and previous years (2012 and earlier), are not comparable, as Statistics Canada made a major file structure change in 2013<sup>1</sup>. Data was suppressed so that the 2013 data has considerably less detail than was the case in 2012 and earlier.

This summary highlights key findings only. For more information on tourism in Alberta, please contact Alberta Culture and Tourism or visit <http://culture.alberta.ca/tourism/>.

**Calgary and Area Tourism Region: 2013 Overview**

<b>Comparison of Tourism Numbers<sup>2</sup></b>			
	<b>Calgary and Area Tourism Region</b>	<b>Total Alberta</b>	<b>Calgary and Area Tourism Region as % of Total Alberta</b>
<b>Number of Visits (Millions)</b>			
Overnight Person-Visits	3.73	13.87	27%
Total Person-Visits	8.55	34.16	25%
<b>Origin of Visits (Total Person-Visits)</b>			
Alberta	6.62	29.42	23%
Other Canada	1.25	3.21	39%
United States	0.28	0.76	37%
Overseas	0.40	0.77	52%

<sup>1</sup> Statistics Canada released data for 2013 and 2014 at the same time. For this reason the most recent data (2014) was analyzed and published before the 2013 data

<sup>2</sup> Note: Travellers to Alberta may visit more than one tourism region while in the province.

In 2013, the Calgary and area region received 25% of total visits within Alberta. Residents of Alberta visiting the region accounted for 23% of the total Albertan visits. Of the total visits from other parts of Canada, 39% visited the region. Visitors to Alberta from the United States and overseas accounted for 37% and 52% of the total visits to the Calgary and area tourism region, respectively.

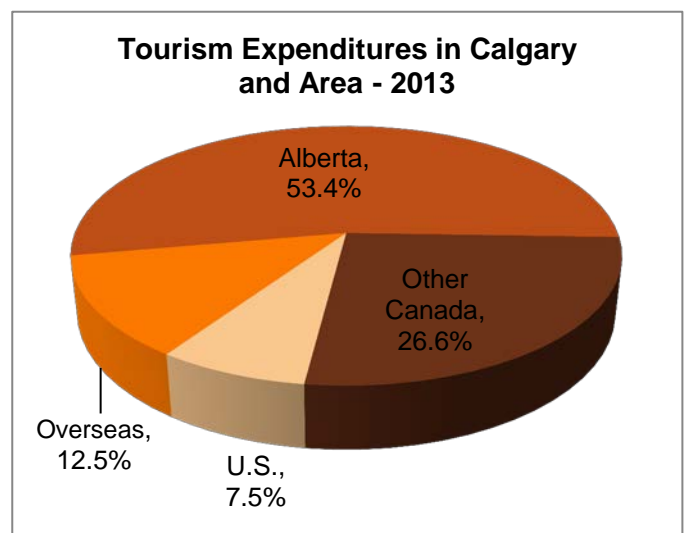
### All trips

In 2013, the Calgary and area region received 8.55 million total visits, of which 6.62 million (77%) were by Albertans. Another 1.25 million visits (15%) were by other Canadians. Of the remaining 676,000 visits (9%), 4% (278,000) came from the United States and 5% (398,000) arrived from overseas.

Total Visitation and Tourism Expenditures in Calgary and Area - 2013					
	Alberta	Other Canada	United States	Overseas	Total
('000s)					
Person-Visits	6,624	1,250	278	398	8,549
Tourism Expenditures	\$1,182,789	\$588,730	\$167,023	\$278,148	\$2,216,690

Residents of Calgary and area accounted for 26% of the visits made to the region. Residents of Southern Alberta accounted for 17% of visits made to the region while residents of Central Alberta accounted for 16%, and Edmonton and area accounted for 14%. Residents of British Columbia accounted for 7% of visits to Calgary and area, residents of Saskatchewan 3%, and residents of Ontario 2%.

Direct tourism expenditure by these visitors was approximately \$2.2 billion. Residents of Alberta accounted for 53.4% of direct visitor spending in the Calgary and area tourism region. Visitors from other parts of Canada accounted for 26.6%, visitors from the United States accounted for 7.5% and overseas visitors accounted for 12.5% of direct tourism expenditure in the region.

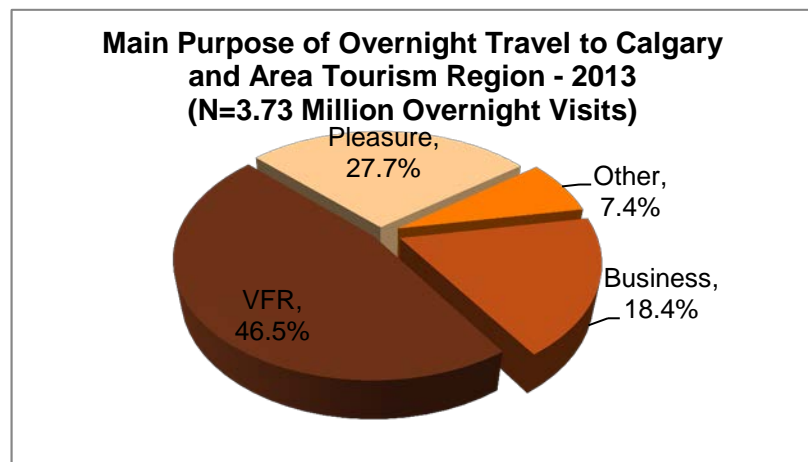


**Overnight trips**

Approximately 44% of all visits to the region included at least one overnight stop, yielding 3.73 million overnight visits in 2013. Residents of Edmonton and area accounted for 19% of all overnight travel to the region. This was followed by residents of southern Alberta (12%) and Central Alberta (10%). Residents of British Columbia accounted for 14%, residents of Saskatchewan accounted for 8% and residents of Ontario accounted for 5%. Visitors from Europe accounted for 6% of the overnight visits to the region.

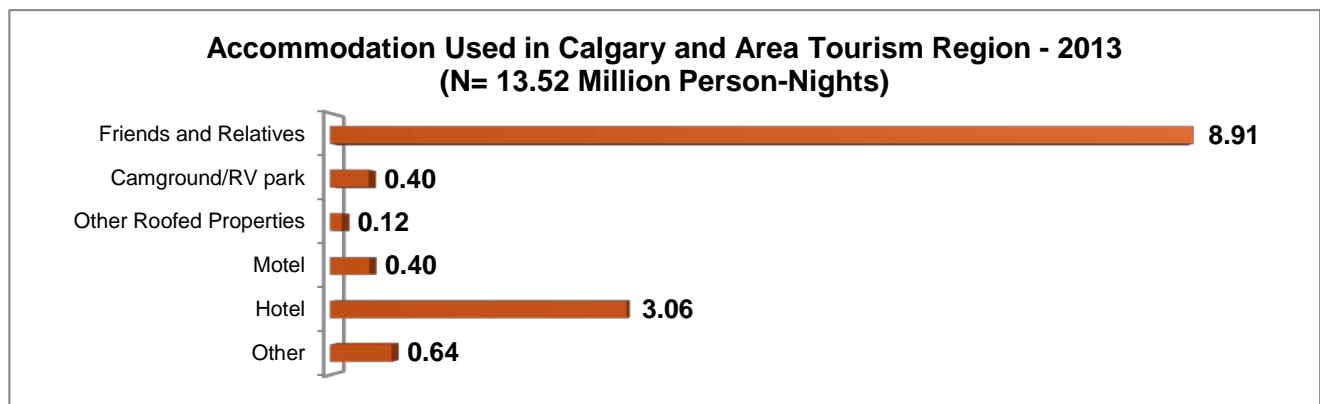
**Main Purpose of Overnight Travel**

Overnight visits to the Calgary and area region totalled 3.73 million visits in 2013. Approximately 46.5% of the overnight visitors to the region stated that the main purpose of their trip was to visit friends and relatives (VFR). Just over one-quarter (27.7%) of the visitors to the region stated pleasure as the main purpose of their trip. Business accounted for 18.4% of overnight travel in the region and 7.4% stated other reasons.



**Accommodation Used in Calgary and Area Tourism Region**

Over the course of 2013, visitors spent 47.63 million nights in Alberta, of which 28% (13.52 million) were spent in Calgary and area. Sixty-six per cent of these 13.52 million nights (8.91 million) were spent in the homes of friends and relatives. A further 23% of nights were spent in hotels (3.06 million), while 1% was spent in other commercial fixed-roof properties, 3% in motels and 3% in campgrounds and RV parks. About 5% overnight visitors from overseas stayed in other accommodations.



### Average Length of Stay for Overnight Visitors

The average length of stay for all overnight visits to the Calgary and area tourism region is 3.6 nights.

Although Albertans account for the greatest number of visits to Calgary and area, they have one of the shortest average lengths of stay at 2.1 nights. The longest average length of stay is attributed to visitors from overseas, with 10.0 nights on average for each visit. Visitors from the United States followed with 3.9 nights per trip and visitors from the rest of Canada stayed an average 3.8 nights per trip.

Average Length of Stay in Calgary and Area Tourism Region - 2013	
All Overnight Visits	3.6
Canada	2.8
Alberta	2.1
Other Canada	3.8
United States	3.9
Overseas	10.0

### Seasonality

Visitation to Calgary and area is at its highest in the third quarter (July, August and September), with 34% of overnight visits occurring at this time. This is followed by 24% visiting during the fourth quarter (October, November and December), 23% visiting during the second quarter (April, May and June), and 19% in the first quarter (January, February and March).

Twenty-eight per cent of overnight visits made by **Albertans** to the Calgary and area tourism region occur in the fourth quarter (October, November and December). Twenty-seven per cent of overnight visits made by Albertans occur in the third quarter (July, August and September). Thirty-seven per cent of overnight visits from **other parts of Canada** are made to Calgary and area in the third quarter (July, August and September) and 24% are made in the fourth quarter (October, November, December). Fifty per cent of overnight visits made by **overseas** visitors to the region occur in the third quarter (July, August and September) and 28% in the second quarter (April, May and June). Forty-five per cent of overnight visits made to the region from the **United States** occur in the third quarter (July, August and September), and 25% occur in the second quarter (April, May and June).

Calendar Quarter of Overnight Visits in Calgary and Area Tourism Region - 2013				
	January-March (Quarter 1)	April-June (Quarter 2)	July-September (Quarter 3)	October-December (Quarter 4)
All Overnight	19%	23%	34%	24%
By Market				
Alberta	21%	24%	27%	28%
Other Canada	20%	19%	37%	24%
United States	14%	25%	45%	16%
Overseas	10%	28%	50%	12%

### Summary of Characteristics of Overnight Visits to Calgary and Area

Overseas visitors spent the most per person per visit to Calgary and area (\$699 per person per visit), but their average spending per person per night is less than American visitors, Albertans and other Canadians. American visitors had the highest average spending per person per night (\$158).

<b>Selected Characteristics of Overnight Visits to Calgary and Area - 2013</b>				
<b>Description</b>	<b>Alberta</b>	<b>Other Canada</b>	<b>United States</b>	<b>Overseas</b>
Average length of stay	2.1	3.8	3.9	10.0
Average spending per person per visit	\$191	\$404	\$601	\$699
Average spending per party per visit	\$291	\$608	\$868	\$1,051
Average spending per person per night	\$88	\$107	\$158	\$61
Average spending per party per night	\$134	\$161	\$228	\$92
Average party size	2.4	2.9	1.4	1.5

### Total Tourism Expenditures by Category

Residents of Alberta rank number one for spending in every tourism expenditure category in the Calgary and area tourism region. Approximately 33% of all visitor spending made by residents of Alberta in the Calgary and area tourism region was on accommodation, food and beverage.

<b>Total Tourism Expenditures in Calgary and Area by Category - 2013</b>					
	<b>Alberta</b>	<b>Other Canada</b>	<b>United States</b>	<b>Overseas</b>	<b>Total</b>
<b>(\$'000s)</b>					
Public/Local Transportation	\$196,316	\$168,175	\$11,106	\$20,737	\$396,334
Private/Rental Auto	\$365,715	\$89,630	\$17,769	\$19,573	\$492,687
Accommodation	\$102,914	\$85,766	\$78,918	\$89,217	\$356,815
Food and Beverage	\$292,422	\$153,375	\$39,487	\$64,264	\$549,548
Recreation/Entertainment	\$70,705	\$27,169	\$9,413	\$22,626	\$129,913
Retail/Other	\$154,718	\$64,615	\$10,330	\$61,731	\$291,394
<b>Total</b>	<b>\$1,182,789</b>	<b>\$588,730</b>	<b>\$167,023</b>	<b>\$278,148</b>	<b>\$2,216,690</b>

For more information, please contact Alberta Culture and Tourism:

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ISBN 978-1-4601-3021-6

ISSN 2292-9991