

Domestic Tourism in Calgary and Area Tourism Region 2015

A Summary of 2015 Domestic Visitor Numbers, Expenditures and Characteristics August 2017

Introduction

Whether it was to see friends and relatives, for business or for pleasure, 6.84 million total person-visits were made in 2015 to destinations in the Calgary and area tourism region by residents of Alberta and other parts of Canada.

To better understand the volume and characteristics of these visitors, Alberta Culture and Tourism has prepared special analyses of the 2015 Travel Survey of Residents of Canada (TSRC), which is conducted by Statistics Canada. The TSRC provides tourism information for travel in Alberta by domestic visitors from the province and other parts of Canada. Data in this publication includes same-day and overnight trips for Albertans and residents from other parts of Canada.

Readers are cautioned that, unlike previous years, detailed estimates for international visitors are not available at provincial and tourism regional level for 2015, due to small sample sizes and deteriorating data quality from the International Travel Survey (ITS). Detailed characteristics for visitors to Alberta in 2015 are only available for Canadian visitors. For the 2015 reference year, we created a separate domestic visitor profile for Alberta and the six tourism regions, which provide detailed characteristics on domestic visitors to Alberta.

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

Calgary and Area Tourism Region: 2015 Overview

In 2015, the Calgary and area region received 21% of Canadian visitors to Alberta (see table below).

Comparison of Domestic Tourism Numbers¹ - 2015			
	Calgary and Area Tourism Region	Total Alberta (Domestic Market)	Calgary and Area Tourism Region as % of Total Alberta
Number of Visits (Millions)			
Overnight Person-Visits	2.95	11.45	26%
Total Person-Visits	6.84	32.30	21%
Origin of Visits (Total Person-Visits)			
Alberta	5.52	28.92	19%
Other Canada	1.32	3.38	39%

¹ Note: Travellers to Alberta may visit more than one tourism region while in the province.

Domestic Tourism: Calgary and Area Tourism Region 2015

Residents of Alberta visiting the region accounted for 19% of the total domestic visits to Alberta and other parts of Canada accounted for 39%.

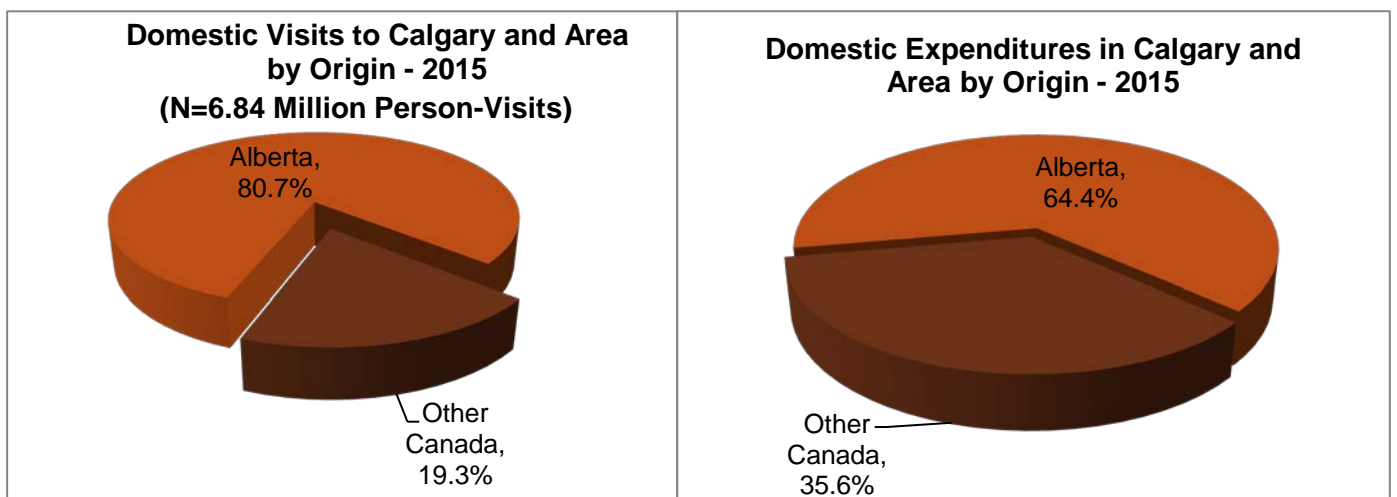
All domestic trips

In 2015, the Calgary and area region received 6.84 million domestic visits in total of which 5.52 million (80.7%) were by Albertans. Another 1.3 million visits (19.3%) were by other Canadians.

Total Visitation and Tourism Expenditures from Domestic Market to Calgary and Area - 2015			
('000s)			
	Alberta	Other Canada	Total
Person-Visits	5,515	1,320	6,835
Tourism Expenditures	\$1,127,769	\$624,205	\$1,751,974

Residents of Calgary and area accounted for 27% of visits made to the region. Residents of southern Alberta accounted for 17%, while Edmonton and area accounted for 14% of the visits made to the region and residents of central Alberta accounted for 12%. Residents of British Columbia accounted for 6%, residents of Saskatchewan accounted for 4% and residents of Ontario accounted for 3% of the visits made to Calgary and area.

Direct tourism expenditures by these domestic visitors were approximately \$1.75 billion. Residents of Alberta accounted for 64.4% of direct visitor spending in the Calgary and area tourism region. Visitors from other parts of Canada accounted for 35.6%.

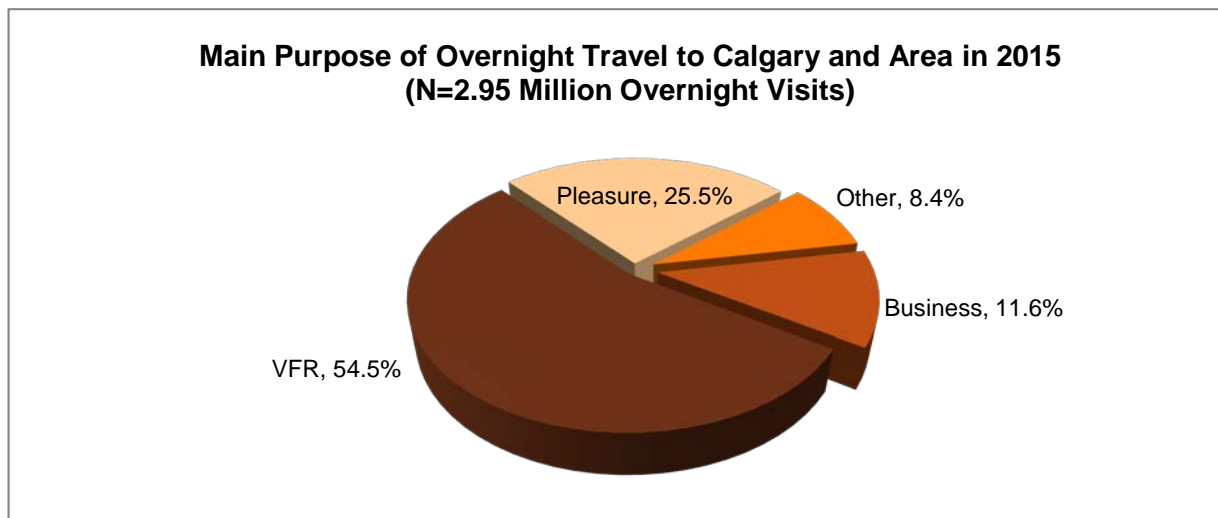


Overnight trips

Approximately 43% of all visits to the region included at least one overnight stop, yielding 2.95 million overnight visits in 2015. Residents of Edmonton and area accounted for 24% of all overnight travel to the region. This was followed by residents of southern Alberta (14%) and central Alberta (12%). Residents of British Columbia accounted for 14%, residents of Saskatchewan accounted for 10% and residents of Ontario accounted for 11%.

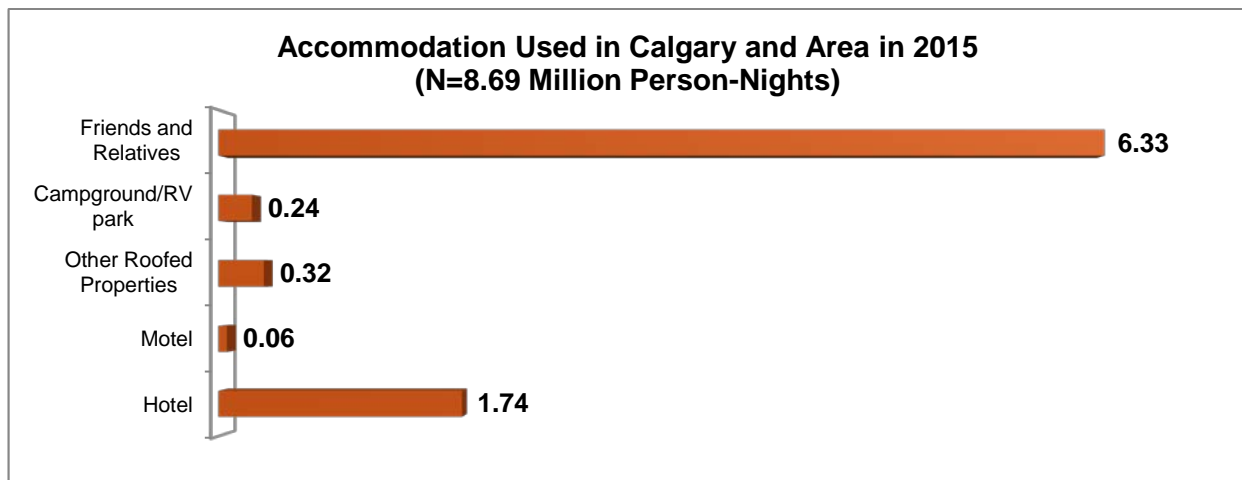
Main Purpose of Overnight Travel

Overnight visits to the Calgary and area region totalled 2.95 million in 2015. Approximately 54.5% of the overnight visitors to the region stated that the main purpose of their trip was to visit friends and relatives (VFR). Over one quarter (25.5%) of the visitors to the region stated pleasure as the main purpose of their trip. Business accounted for 11.6% of overnight travel in the region and 8.4% of visitors stated other reasons.



Accommodation Used in Calgary and Area Tourism Region

Over the course of 2015, visitors spent 33.8 million nights in Alberta of which 26% (8.69 million) were spent in Calgary and area. Seventy-three per cent of the 8.69 million nights (6.33 million) were spent in the homes of friends and relatives. A further 20% of nights were spent in hotels (1.74 million). Four per cent of nights were spent in other commercial roofed properties, 1% in



motels and 3% in campgrounds/RV parks.

Average Length of Stay for Overnight Visitors

The average length of stay for all overnight visits to Calgary and area is 2.6 nights.

Although Albertans account for the greatest number of visits to the Calgary and area tourism region, they have the shortest average length of stay at 2.1 nights. Visitors from the rest of Canada stay on average 4.1 nights per trip.

Average Length of Stay in Calgary and Area (nights) - 2015	
Canada	2.6
Alberta	2.1
Other Canada	4.1

Seasonality

Visitation to Calgary and area is at its highest in the third quarter (July, August and September), with 31% of overnight visits occurring at this time. This is followed with 25% of overnight visits during the second quarter (April, May and June), 24% of overnight visits during the fourth quarter (October, November and December), and 20% in the first quarter (January, February and March).

Thirty per cent of overnight visits made by **Albertans** to the Calgary and area tourism region occur in the third quarter (July, August and September). A quarter of overnight visits made by Albertans occur in the fourth quarter (October, November and December). Thirty-two per cent of overnight visits from **other parts of Canada** are made to Calgary and area in the third quarter (July, August and September), with 28% being made in the second quarter (April, May and June).

Calendar Quarter of Overnight Visits to Calgary and Area - 2015				
	January-March (Quarter 1)	April-June (Quarter 2)	July-September (Quarter 3)	October-December (Quarter 4)
Canada	20%	25%	31%	24%
Alberta	22%	23%	30%	25%
Other Canada	17%	28%	32%	23%

Summary of Characteristics of Overnight Visits to Calgary and Area

Visitors from Alberta spent on average 2.1 nights on a trip to Calgary and area, and they spent approximately \$196 per person per visit. Visitors from other provinces spent about \$100 per person per night on average. Their longer stay (4.1 nights on average) compared to Albertans resulted in these visitors having higher average spending per person per visit (\$411).

Selected Characteristics of Overnight Visits to Calgary and Area - 2015

Domestic Tourism: Calgary and Area Tourism Region 2015

Description	Alberta	Other Canada
Average length of stay	2.1	4.1
Average spending per person per visit	\$196	\$411
Average spending per party per visit	\$305	\$631
Average spending per person per night	\$92	\$100
Average spending per party per night	\$143	\$154
Average party size	2.4	2.3

Domestic Tourism Expenditures by Category

Residents of Alberta rank number one for spending in every tourism expenditure category except accommodation 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.

Total Tourism Expenditures in Calgary and Area by Category - 2015			
(\$'000s)			
	Alberta	Other Canada	Total
Public/Local Transportation	\$235,145	\$163,894	\$399,039
Private/Rental Auto	\$310,913	\$80,444	\$391,357
Accommodation	\$94,699	\$102,701	\$197,400
Food and Beverage	\$273,046	\$176,196	\$449,242
Recreation/Entertainment	\$65,542	\$28,471	\$94,013
Retail/Other	\$148,423	\$72,500	\$220,923
Total	\$1,127,769	\$624,206	\$1,751,974

Top 5 Activities for Overnight Visitors to Calgary and Area

The most popular activities participated in by domestic overnight visitors to the Calgary and area tourism region are listed below. “Did not do any activities” ranked as the top activity, followed by “Any outdoor activity.”

Overnight Person Visits by Activities to Alberta Calgary and Area - 2015		
(‘000s)		
Rank	Activity	Overnight person-visits
1	Did not do any activities	861
2	Any outdoor activity	715
3	Visit friends or family	664
4	National, provincial or other nature park	427
5	Any cultural activity	389

For more information, please contact Alberta Culture and Tourism: Tourism.research@gov.ab.ca

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