

# Domestic Tourism in Calgary and Area Tourism Region 2016

## **A Summary of 2016 Domestic Visitor Numbers, Expenditures and Characteristics July 2018**

### Introduction

Whether it was to see friends and relatives, for business or for pleasure, 6.47 million total person-visits were made in 2016 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 2016 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, similar to 2015, detailed estimates for international visitors are not available at the provincial and tourism regional level due to small sample sizes and deteriorating data quality from the International Travel Survey (ITS). Detailed characteristics are only available for Canadian visitors for 2015 and 2016. For these reference years, 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 for domestic tourism in Alberta's Calgary and area tourism region only. For more information on tourism in Alberta, please contact Alberta Culture and Tourism or visit <https://www.alberta.ca/Alberta-visitor-profiles.aspx/>.

### Calgary and Area Tourism Region: 2016 Overview

In 2016, the Calgary and Area region received 20% of Canadian visitors to Alberta (see table above). Residents of Alberta visiting the region accounted for 18% of the total domestic visits to Alberta and other parts of Canada accounted for 36%.

<b>Comparison of Domestic Tourism Numbers - 2016<sup>1</sup></b>			
	<b>Calgary and Area Tourism Region</b>	<b>Total Alberta (Domestic Market)</b>	<b>Calgary and Area Tourism Region as % of Total Alberta</b>
<b>Number of Visits (Millions)</b>			
<b>Overnight Person-Visits</b>	2.92	12.09	24%
<b>Total Person-Visits</b>	6.47	32.82	20%
<b>Origin of Visits (Total Person-Visits)</b>			
<b>Alberta</b>	5.14	29.13	18%
<b>Other Canada</b>	1.34	3.70	36%

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

# Domestic Tourism: Calgary and Area Tourism Region 2016

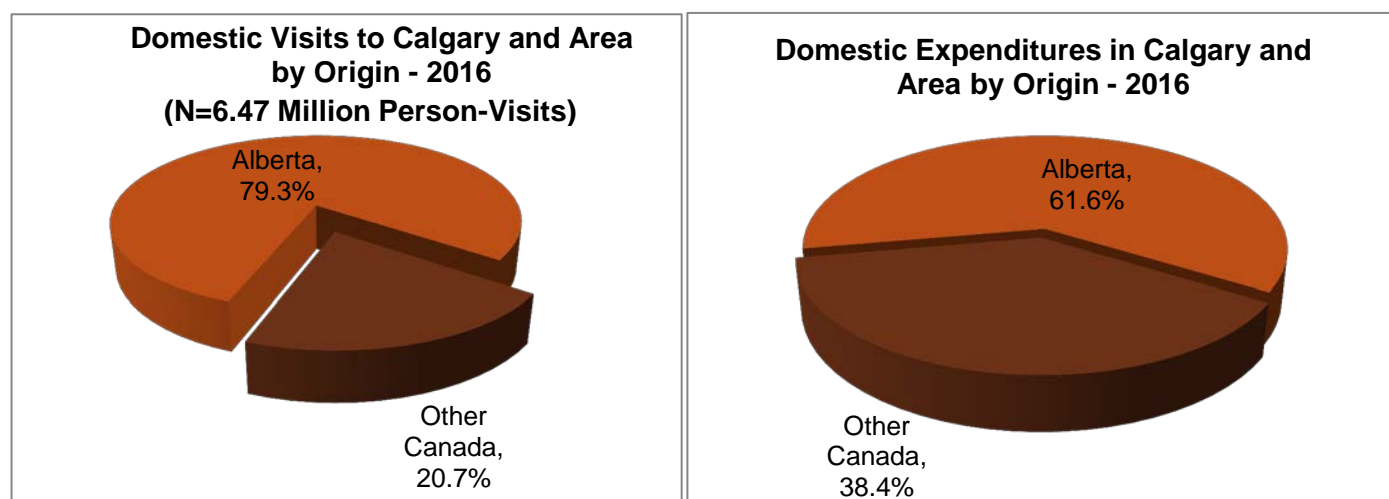
## All domestic trips

In 2016, the Calgary and Area region received 6.47 million domestic visits in total of which 5.14 million (79.3%) were by Albertans. Another 1.34 million visits (20.7%) were by other Canadians.

Total Visitation and Tourism Expenditures from Domestic Market to Calgary and Area - 2016			
('000s)			
	Alberta	Other Canada	Total
Person-Visits	5,135	1,337	6,472
Tourism Expenditures	\$997,411	\$622,789	\$1,620,199

Residents of Calgary and Area accounted for 23% of visits made to the region. Residents of southern Alberta accounted for 16%, while Edmonton and Area accounted for 19% of the visits made to the region and residents of central Alberta accounted for 17%. Residents of British Columbia accounted for 9%, residents of Saskatchewan accounted for 4% and residents of Ontario accounted for 5% of the visits made to Calgary and Area.

Direct tourism expenditures by these domestic visitors were approximately \$1.62 billion. Residents of Alberta accounted for 61.6% of direct visitor spending in the Calgary and Area tourism region. Visitors from other parts of Canada accounted for 38.4%.



## Overnight trips

Approximately 45% of all visits to the region included at least one overnight stop, yielding 2.92 million overnight visits in 2016. Residents of Edmonton and Area accounted for 27% of all overnight travel to the region. This was followed by residents of southern Alberta (15%) and central Alberta

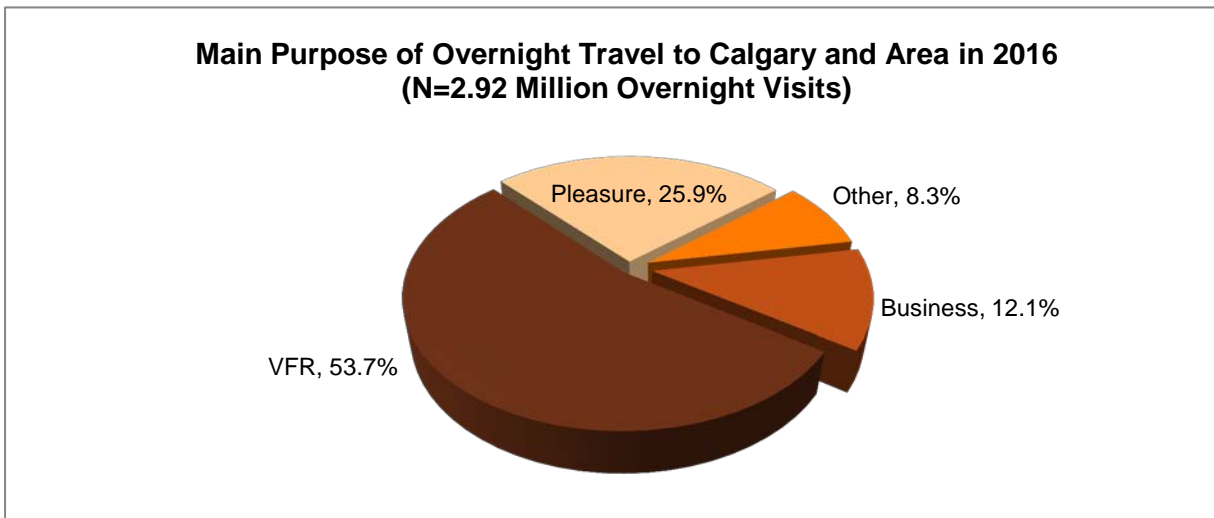
# Domestic Tourism: Calgary and Area Tourism Region

2016

(11%). Residents of British Columbia accounted for 16%, residents of Saskatchewan accounted for 9% and residents of Ontario accounted for 10%.

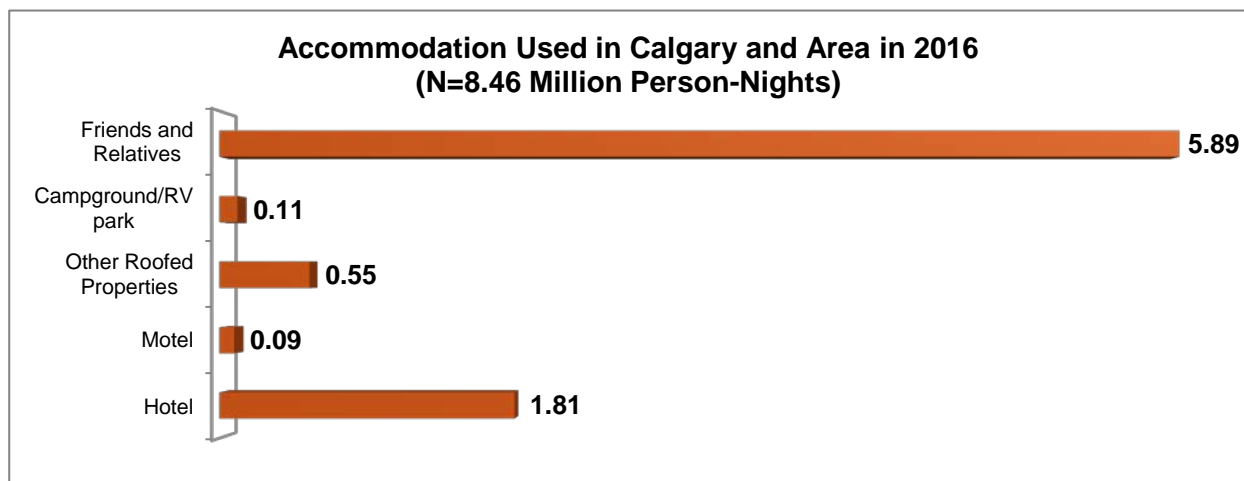
## Main Purpose of Overnight Travel

Overnight visits to the Calgary and Area region totalled 2.92 million in 2016. Approximately 53.7% 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 (25.9%) of the visitors to the region stated pleasure as the main purpose of their trip. Business accounted for 12.1% of overnight travel in the region and 8.3% of visitors stated other reasons.



## Accommodation Used in Calgary and Area Tourism Region

Over the course of 2016, visitors spent 38.5 million nights in Alberta of which 22% (8.46 million) were spent in Calgary and Area. Seventy per cent of the 8.46 million nights (5.89 million) were spent in the homes of friends and relatives. A further 21% of nights were spent in hotels (1.81 million). Seven per cent of nights were spent in other commercial roofed properties, 1% in motels and 1% 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 2.9 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) - 2016	
Canada	2.9
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 26% of overnight visits during the fourth quarter (October, November and December), 23% of overnight visits during the second quarter (April, May and June), and 20% in the first quarter (January, February and March).

Thirty-one per cent of overnight visits made by **Albertans** to the Calgary and Area tourism region occur in the third quarter (July, August and September). Twenty-six per cent of overnight visits made by Albertans occur in the fourth quarter (October, November and December). Thirty-one 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 26% being made in the second quarter (April, May and June).

Calendar Quarter of Overnight Visits to Calgary and Area - 2016				
	January-March (Quarter 1)	April-June (Quarter 2)	July-September (Quarter 3)	October-December (Quarter 4)
Canada	20%	23%	31%	26%
Alberta	22%	21%	31%	26%
Other Canada	19%	24%	31%	26%

## 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 \$182 per person per visit over the two nights. Visitors from other provinces spent about \$101 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 (\$413 over four nights).

# Domestic Tourism: Calgary and Area Tourism Region

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Selected Characteristics of Overnight Visits to Calgary and Area - 2016		
Description	Alberta	Other Canada
Average length of stay	2.1	4.1
Average spending per person per visit	\$182	\$413
Average spending per party per visit	\$277	\$618
Average spending per person per night	\$86	\$101
Average spending per party per night	\$131	\$151
Average party size	2.4	2.4

## 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, and food and beverage.

Total Tourism Expenditures in Calgary and Area by Category - 2016			
(\$'000s)			
	Alberta	Other Canada	Total
Public/Local Transportation	\$216,482	\$170,668	\$387,151
Private/Rental Auto	\$279,257	\$107,905	\$387,162
Accommodation	\$89,966	\$94,279	\$184,245
Food and Beverage	\$240,607	\$156,697	\$397,304
Recreation/Entertainment	\$48,986	\$25,934	\$74,920
Retail/Other	\$122,113	\$67,305	\$189,418
<b>Total</b>	<b>\$997,411</b>	<b>\$622,789</b>	<b>\$1,620,199</b>

## **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. "Visit friends or family" ranked as the top activity, followed by "Any entertainment/cultural activity."

Overnight Person Visits by Activities to Alberta Calgary and Area - 2016		
('000s)		
Rank	Activity	Overnight person-visits
1	Visit friends or family	829
2	Any entertainment/cultural activity	765
3	Did not do any activities	741
4	Any outdoor activity	678
5	Park- National, provincial or other nature park	400

For more information, please contact Alberta Culture and Tourism: [Tourism.research@gov.ab.ca](mailto:Tourism.research@gov.ab.ca)

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