

# Tourism in Calgary and Area Tourism Region



2012



## A Summary of 2012 Visitor Numbers and Characteristics

June 2014

## Introduction

Whether to see their friends and relatives, for business, or for pleasure, 8.57 million total visits were made in 2012 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 Tourism, Parks and Recreation has prepared a special analyses of the 2012 Travel Survey of Residents of Canada (TSRC) and the 2012 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 U.S. and overseas visitors. 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.

This summary highlights key findings only. For more information on tourism in Alberta, please contact Alberta Tourism, Parks and Recreation or visit [www.tpr.alberta.ca](http://www.tpr.alberta.ca).

## Calgary and Area Tourism Region: 2012 Overview

In 2012, the Calgary and area region received 26% of the total visits to Alberta. Residents of Alberta visiting the region accounted for 23% of the total Albertan visits. Of the total visits from other parts of Canada, 40% visited the region. Visitors from the United States and overseas to the region accounted for 52% and 51% of the total visits to Alberta, respectively.

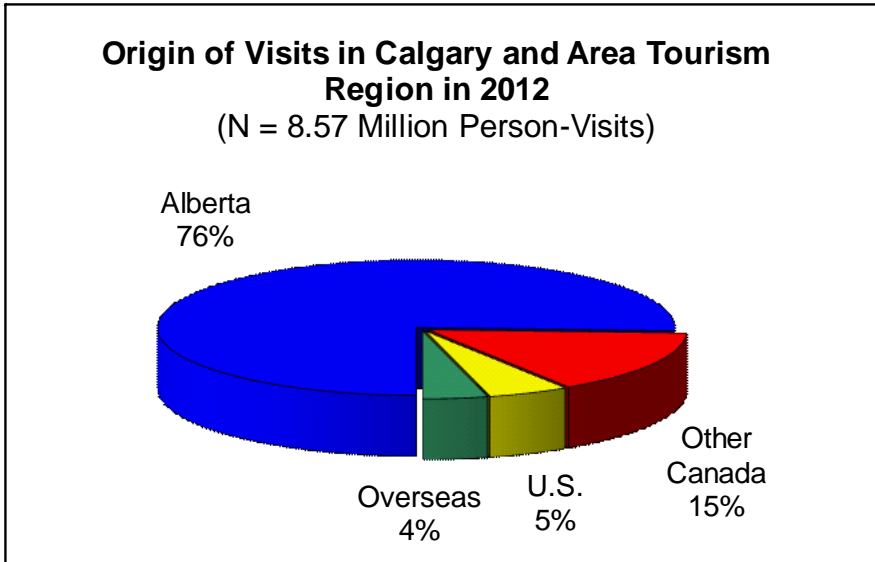
### Comparison of Tourism Numbers

	Calgary and Area Tourism Region	Total Alberta	Calgary and Area Tourism Region % of Alberta
<b>Number of Visits (Millions)</b>			
Overnight Person-Visits	3.94	13.49	29%
Total Person-Visits	8.57	33.09	26%
<b>Origin of Visits (Total Person-Visits)</b>			
Alberta	6.47	28.27	23%
Other Canada	1.32	3.33	40%
United States	0.43	0.82	52%
Overseas	0.35	0.68	51%

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

**Who Travels to the Calgary and Area Tourism Region?**

**All trips:** In 2012, the Calgary and Area region received 8.57 million total visits, of which 6.47 million (76%) were by Albertans. Another 1.32 million visits (15%) were by other Canadians. Of the remaining 781,000 visits (9%), 5% (427,000) came from the United States and 4% (354,000) arrived from overseas.



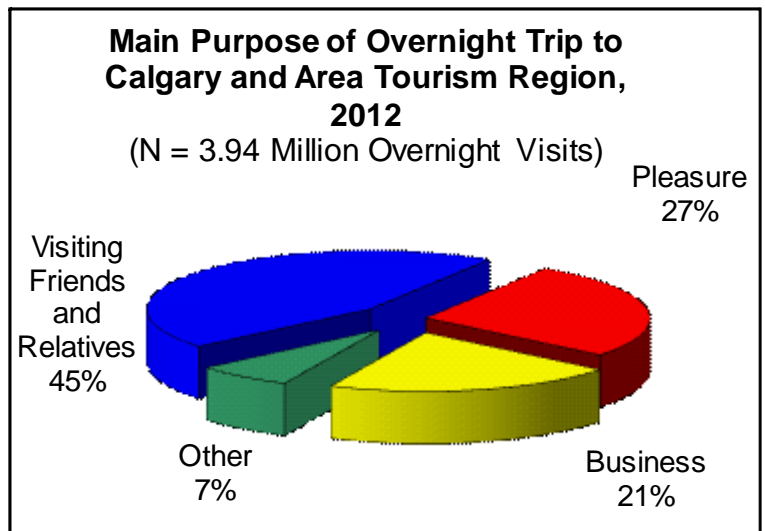
Residents of Calgary and area accounted for 24% of the visits made to the region. Residents of central Alberta accounted for 17%, residents of southern Alberta accounted for 16%, and Edmonton and area accounted for 14% of the visits made to the region. Residents of British Columbia accounted for 7%, residents of Saskatchewan accounted for 3%, and residents of Ontario accounted for 3% of the visits made to Calgary and area.

**Overnight trips:** Approximately 46% of all visits to the region included at least one overnight stop, yielding 3.94 million overnight visits in 2012. 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 (9%). Residents of British Columbia accounted for 13%, residents of Saskatchewan accounted for 7% and residents of Ontario accounted for 6%. 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 3.94 million visits in 2012. Approximately 45% of the overnight visitors to the region stated that the main purpose of their trip was to visit friends and relatives. Just over one-quarter (27%) of the visitors to the region stated pleasure as the main purpose of their trip. Business accounted for 21% of overnight travel in the region and 7% stated other reasons.

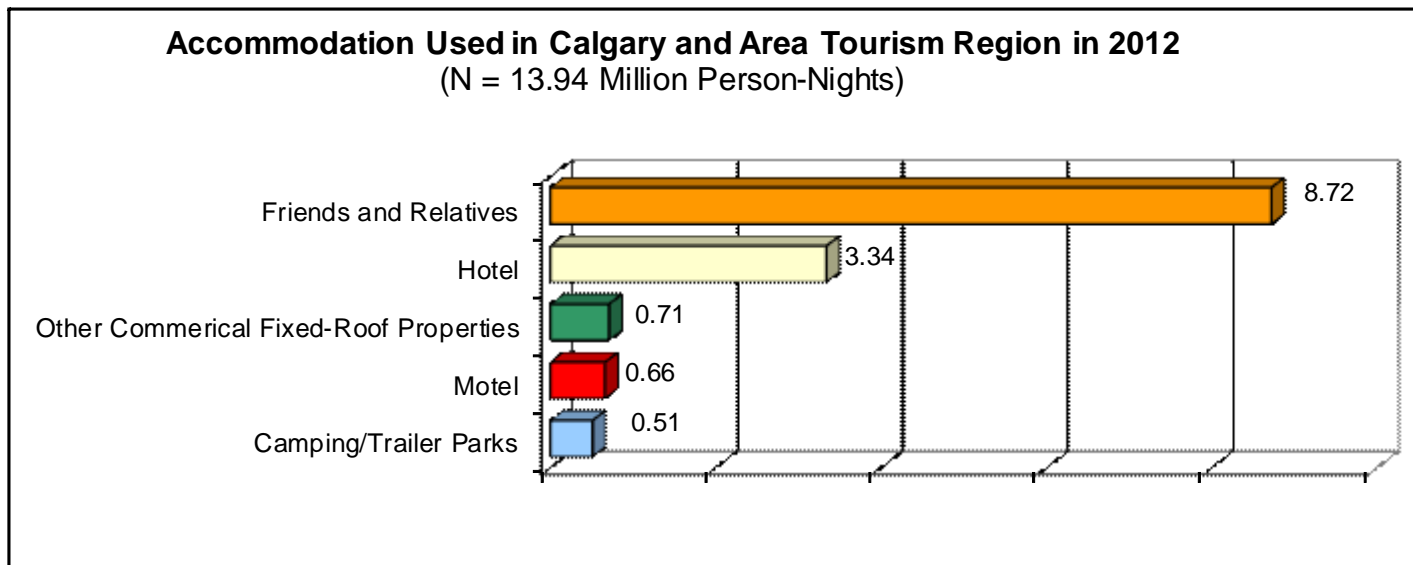


### Accommodation Used in the Calgary and Area Tourism Region

Over the course of 2012, visitors spent 46.10 million nights in Alberta, of which 30% (13.94 million) were spent in Calgary and area.

### Average Length of Stay

Sixty-two per cent of the 13.94 million nights (8.72 million) were spent in the homes of friends and relatives. A further 24% of nights were spent in hotels (3.34 million). Five per cent of nights were spent in other commercial fixed-roof properties, 5% in motels and 4% in campgrounds and trailer parks.



The average length of stay for all overnight visits to Calgary and area is 3.5 nights.

Average Length of Stay in Calgary and Area Tourism Region 2012	
All Overnight Visits	3.5
Canada	2.9
Alberta	2.1
Other Canada	4.0
United States	4.1
Overseas	8.9

Although Albertans account for the greatest number of overnight visits to Calgary and area, they have the shortest average length of stay at 2.1 nights. The longest average length of stay is attributed to visitors from overseas, with 8.9 nights on average for each visit. Visitors from other parts of Canada stay on average 4.0 nights per trip and visitors from the U.S. stay an average of 4.1 nights per trip.

## Seasonality

Visitation to the Calgary and area is at its highest in the third quarter (July, August and September), with 33% of overnight visits occurring at this time. This is followed with 25% visiting during the fourth quarter (October, November and December), 22% visiting during the second quarter (April, May and June), and 20% visiting in the first quarter (January, February and March).

Calendar Quarter of Overnight Visits in the Calgary and Area Tourism Region 2012				
	January - March (Quarter 1)	April - June (Quarter 2)	July - September (Quarter 3)	October - December (Quarter 4)
All Overnight	20%	22%	33%	25%
By Market				
Alberta	21%	24%	26%	29%
Other Canada	20%	19%	37%	24%
United States	17%	24%	42%	17%
Overseas	11%	31%	45%	13%

Twenty-nine per cent of overnight visits made by **Albertans** to Calgary and area occur in the fourth quarter (October, November and December). Twenty-six per cent of overnight visits made by Albertans occur in the third quarter (July, August and September), 24% occur in the second quarter (April, May and June), and 21% occur in the first quarter (January, February and March). Thirty-seven per cent of overnight person-visits from **other parts of Canada** are made to the region in the third quarter (July, August and September) and 24% are made in the fourth quarter (October, November and December). Just under one-half (45%) of overnight visits made by **overseas** visitors to the region occur in the third quarter (July, August and September) and 31% occur in the second quarter (April, May and June). Forty-two per cent of overnight visits made to the region from the **United States** occur in the third quarter (July, August and September), and 24% occur in the second quarter (April, May and June).

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