

Tourism in Calgary and Area Tourism Region



2011



A Summary of 2011 Visitor Numbers and Characteristics

June 2013

Due to methodological changes to the 2011 Travel Survey of Residents of Canada, there is a historical break in the data series. Therefore, commencing in 2011, data for Alberta and Other Canada may not be compared with previous years.

Introduction

Whether to see their friends and relatives, for business, or for pleasure, 8.56 million person-visits were made in 2011 to destinations in the Calgary and Area Tourism Region (TR) by residents of Alberta and from other parts of Canada, the United States, and overseas countries. This includes same day and overnight trips for Albertans and residents of other parts of Canada, and overnight trips only for U.S. and overseas visitors.

To better understand the volume and characteristics of these visitors, Alberta Tourism, Parks and Recreation has prepared a special analyses of the 2011 Travel Survey of Residents of Canada (TSRC) and the 2011 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.

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.

Calgary and Area Tourism Region: 2011 Overview

In 2011, the Calgary and Area TR received 24% of the total person-visits to Alberta. Residents of Alberta visiting the Calgary and Area TR accounted for 22% of the total Albertan person-visits. Residents of other parts of Canada visiting the Calgary and Area TR accounted for 37% of the total other parts of Canada person-visits. Visitors from the United States and overseas to the Calgary and Area TR accounted for 28% and 56% of the total person-visits to Alberta, respectively.

Comparison of Tourism Numbers			
	Calgary and Area Tourism Region	Total Alberta	Calgary and Area Tourism Region % of Alberta
Number of Visits (Millions)			
Overnight Person-Visits	3.49	14.43	24%
Total Person-Visits	8.56	35.32	24%
Origin of Visits (Total Person-Visits)			
Alberta	6.68	30.41	22%
Other Canada	1.28	3.43	37%
United States	0.22	0.78	28%
Overseas	0.39	0.70	56%

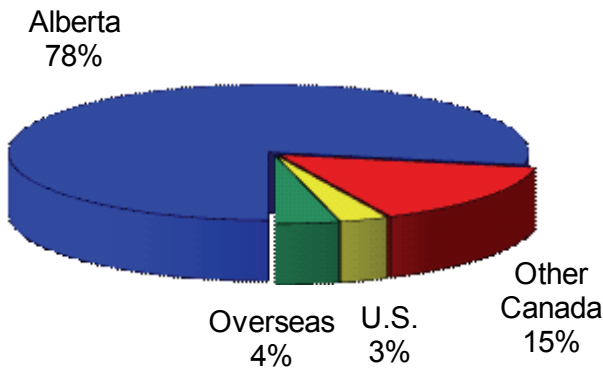
Note: Travellers to Alberta may visit more than one Tourism Region while in the province.

Who Travels to the Calgary and Area Tourism Region?

All trips: In 2011, the Calgary and Area TR received 8.56 million person-visits. Of the 8.56 million person-visits, 6.68 million (78%) were by Albertans. Another 1.28 million person-visits (15%) were by other Canadians. Of the remaining 608,000 person-visits (7%), 4% (388,000) came from overseas and 3% (220,000) arrived from the United States.

Origin of Person-Visits in Calgary and Area Tourism Region in 2011

(N = 8.56 Million Person-Visits)



Residents from the Calgary and Area TR accounted for 36% of the person-visits made to the Calgary and Area TR. Residents of the Alberta South TR accounted for 18%, residents from the Alberta Central TR accounted for 13%, and the Edmonton and Area TR accounted for 8% of the person-visits made to the Calgary and Area TR. Residents of British Columbia accounted for 7%, residents of Saskatchewan accounted for 4% of the person-visits made to the Calgary and Area TR.

Overnight trips: Approximately 41% of all visits to the Calgary and Area TR included at least one overnight stop, yielding 3.49 million overnight person-visits

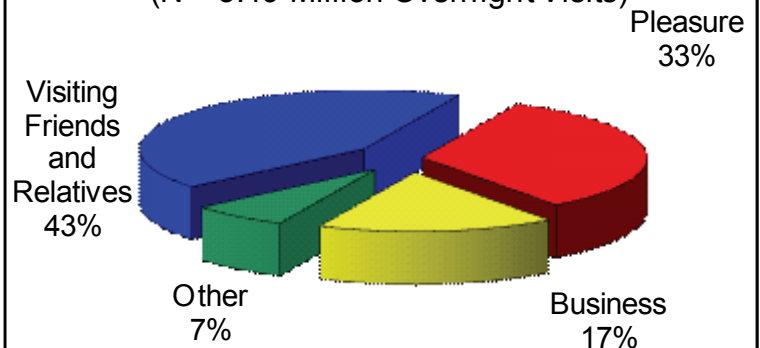
in 2011. Residents of the Edmonton and Area TR accounted for 12% of all overnight travel to the Calgary and Area TR. This was followed by residents from the Alberta South TR (11%) and the Alberta Central TR (11%). Residents from British Columbia accounted for 15%, residents of Saskatchewan accounted for 8% and residents of Ontario accounted for 6%. Visitors from Europe accounted for 7% of the overnight person-visits to the Calgary and Area TR.

Main Purpose of Overnight Travel

Overnight visits to the Calgary and Area TR totalled 3.49 million person-visits in 2011. Approximately 43% of the overnight person-visits to the Calgary and Area TR stated that the main purpose of the trip was to visit friends and relatives. One-third (33%) of the person-visits to the Calgary and Area TR stated pleasure as the main purpose of the trip. Business accounted for 17% of overnight travel in the Calgary and Area TR and 7% stated other reasons for the purpose of the trip.

Main Purpose of Overnight Trip to Calgary and Area Tourism Region, 2011

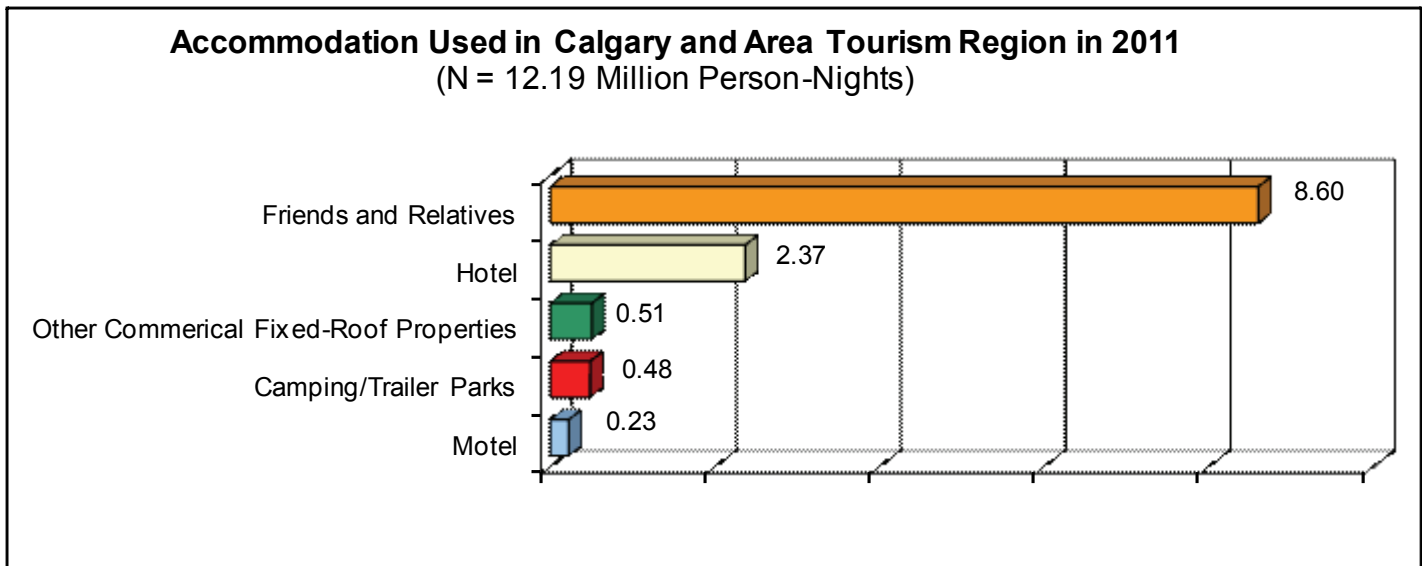
(N = 3.49 Million Overnight Visits)



Accommodation Used in the Calgary and Area Tourism Region

Over the course of 2011, visitors spent 47.70 million person-nights in Alberta. Of these person-nights, 26% (12.19 million person-nights) were spent in the Calgary and Area TR.

Seventy-one per cent of the 12.19 million person-nights (8.60 million) were spent in the homes of friends and relatives. A further 19% were spent in hotels (2.37 million person-nights). Four per cent were spent in other commercial fixed-roof properties, 4% were spent in campgrounds and trailer parks, and 2% were spent in motels.



Average Length of Stay

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

Average Length of Stay in Calgary and Area Tourism Region 2011	
All Overnight Visits	3.5
Canada	2.8
Alberta	1.9
Other Canada	4.0
United States	3.1
Overseas	9.1

Although Albertans account for the greatest number of overnight person-visits to the Calgary and Area TR, they have the shortest average length of stay at 1.9 nights. The longest average length of stay is attributed to visitors from overseas, with 9.1 nights on average for each visit. Visitors from other Canada stay on average 4.0 nights per trip and visitors from the U.S. stay an average of 3.1 nights per trip.

Seasonality

Visitation to the Calgary and Area TR is at its highest in the third quarter (July, August and September), with 33% of overnight person-visits occurring at this time. This is followed with 29% visiting during the second quarter (April, May and June), 22% visiting during the fourth quarter (October, November and December), and 16% visiting in the first quarter (January, February and March).

Calendar Quarter of Overnight Visits in the Calgary and Area Tourism Region 2011

	January - March (Quarter 1)	April - June (Quarter 2)	July - September (Quarter 3)	October - December (Quarter 4)
All Overnight	16%	29%	33%	22%
By Market				
Alberta	18%	27%	29%	26%
Other Canada	16%	29%	32%	23%
United States	6%	35%	52%	7%
Overseas	10%	35%	42%	13%

Twenty-nine per cent of overnight person-visits made by **Albertans** to the Calgary and Area TR occur in the third quarter (July, August and September). Twenty-seven per cent of overnight person-visits made by Albertans occur in both the second quarter (April, May and June), 26% occur in the fourth quarter (October, November and December), and 18% occur in the first quarter (January, February and March). Thirty-two per cent of overnight person-visits from **other Canada** are made to the Calgary and Area TR in the third quarter (July, August and September) and 29% are made in the second quarter (April, May and June). Just under one-half (42%) of overnight person-visits made by **overseas** visitors to the Calgary and Area TR occur in the third quarter (July, August and September) and 35% occur in the second quarter (April, May and June). Fifty-two per cent of overnight person-visits made to Calgary and Area TR from the **United States** occur in the third quarter (July, August and September), and 35% occur in the second quarter (April, May and June).

For more information, please contact:
 Kristy Baker
 Tourism Research Analyst
 Alberta Tourism, Parks and Recreation
 780-415-1224
kristy.baker@gov.ab.ca

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