Tourism in Calgary and Area Tourism Region 2014

A Summary of 2014 Visitor Numbers, Expenditures and Characteristics

July 2016



Introduction

Whether to see their friends and relatives, for business or for pleasure, 8.27 million total visits were made in 2014 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 2014 Travel Survey of Residents of Canada (TSRC) and the 2014 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 for 2013 and 2014 are not comparable with previous years (2012 and earlier), as Statistics Canada made a major file structure change in 2013. Data was suppressed so that the 2013 and 2014 data has considerably less detail than what was available 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: 2014 Overview

Comparison of Tourism Numbers ¹							
	Calgary and Area Tourism Region	Total Alberta	Calgary and Area Tourism Region as % of Total Alberta				
Number of Visits (Millions)							
Overnight Person- Visits	3.67	13.6	26%				
Total Person-Visits	8.27	34.68	24%				
Origin of Visits (Total Person-Visits)							
Alberta	6.28	29.79	21%				
Other Canada	1.30	3.23	40%				
United States	0.23	0.77	30%				
Overseas	0.47	0.90	52%				

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

In 2014, the Calgary and area region received 24% of the total visits to Alberta. Residents of Alberta visiting the region accounted for 21% of total visits within Alberta. Of the total visits from other parts of Canada, 40% visited the region. Visitors to Alberta from the United States and overseas accounted for 30% and 52% of the total visits to the Calgary and area tourism region, respectively.

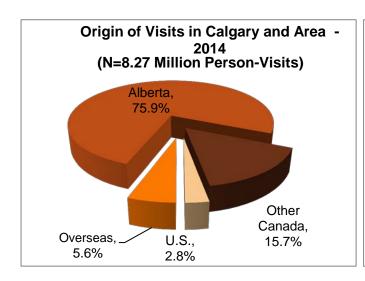
All trips

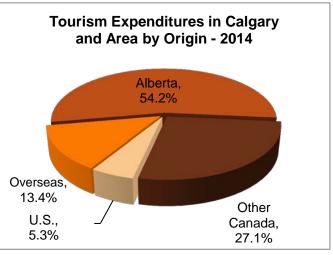
In 2014, the Calgary and area region received 8.27 million visits in total, of which 6.28 million (75.9%) were by Albertans. Another 1.3 million visits (15.7%) were by other Canadians. Of the remaining 695,000 visits (9%), 2.8% (229,000) came from the United States and 5.6% (466,000) arrived from overseas.

Total Visitation and Tourism Expenditures in Calgary and Area - 2014						
	Alberta	Other Canada	United States	Overseas	Total	
('000s)						
Person-Visits	6,276	1,300	229	466	8,271	
Tourism Expenditures	\$1,239,312	\$618,328	\$121,084	\$306,550	\$2,285,274	

Residents of Calgary and area accounted for 28% of the visits made to the region. Residents of southern Alberta accounted for 17% of visits made to the region, while Edmonton and area accounted for 14% and residents of central Alberta 13%. Residents of British Columbia accounted for 7% of visits to Calgary and area, residents of Saskatchewan 4% and residents of Ontario 3%.

Direct tourism expenditure by these visitors was approximately \$2.3 billion. Residents of Alberta accounted for 54.2% of direct visitor spending in the Calgary and area tourism region. Visitors from other parts of Canada accounted for 27.1%, visitors from the United States accounted for 5.3% and overseas visitors accounted for 13.4% of direct tourism expenditure in the region.





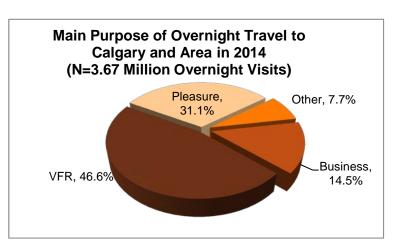
Calgary and Area Tourism Region

Overnight trips

Approximately 44% of all overnight visits to the region included at least one overnight stop, yielding 3.67 million overnight visits in 2014. Residents of Edmonton and area accounted for 18% of all overnight travel to the region. This was followed by residents of southern Alberta (10%) and central Alberta (9%). Residents of British Columbia accounted for 14%, residents of Saskatchewan accounted for 9% and residents of Ontario accounted for 7%. Visitors from Europe accounted for 7% of the overnight visits to the region.

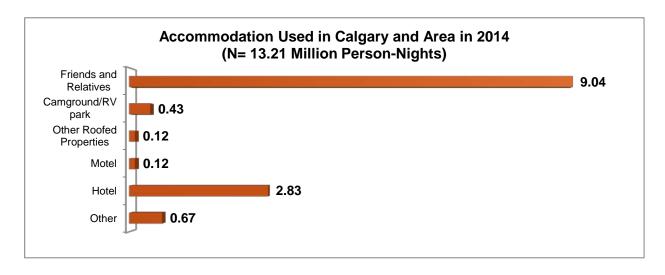
Main Purpose of Overnight Travel

Overnight visits to the Calgary and area region totalled 3.67 million visits in 2014. Approximately 47% of the overnight visitors to the region stated that the main purpose of their trip was to visit friends and relatives (VFR). Close to one-third (31%) of the visitors to the region stated pleasure as the main purpose of their Business accounted for 15% of overnight travel in the region and 8% of visitors stated reasons.



Accommodation Used in Calgary and Area Tourism Region

Over the course of 2014, visitors spent 46.48 million nights in Alberta, of which 28% (13.21 million) were spent in Calgary and area. Sixty-eight per cent of these 13.21 million nights (9.04 million) were spent in the homes of friends and relatives. A further 21% of nights were spent in hotels (2.83 million), while 1% was spent in other commercial fixed-roof properties, 1% in motels and 3% in campgrounds/ RV parks.



Calgary and Area Tourism Region

Average Length of Stay for Overnight Visitors

The average length of stay for all overnight visits to Calgary and area is 3.6 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 2.2 nights. The longest average length of stay is attributed to visitors from overseas, with 8.6 nights on average for each visit. Visitors from the United States stay an average of 2.8 nights per trip and visitors from the rest of Canada stay on average 3.8 nights per trip.

Average Length of Stay in Calgary and Area - 2014 (Nights)				
All Overnight Visits	3.6			
Canada	2.9			
Alberta	2.2			
Other Canada	3.8			
United States	2.8			
Overseas	8.6			

Seasonality

Visitation to Calgary and area is at its highest in the third quarter (July, August and September), with 37% of overnight visits occurring at this time. This is followed with 24% of overnight visits during the second quarter (April, May and June), 22% of overnight visits during the fourth quarter (October, November and December) and 17% in the first quarter (January, February and March).

Thirty-two 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-four per cent of overnight visits made by Albertans occur in the fourth quarter (October, November and December). 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 second quarter (April, May and June). Fifty-two per cent of overnight visits made by visitors from the **U.S.** occur in the third quarter (July, August and September), and 22% in the second quarter (April, May and June). Fifty per cent of overnight visits made to the region by **overseas visitors** occur in the third quarter (July, August and September), and 29% occur in the second quarter (April, May and June).

Calendar Quarter of Overnight Visits in Calgary and Area - 2014							
	January-March (Quarter 1)	April-June (Quarter 2)	July-September (Quarter 3)	October- December (Quarter 4)			
All Overnight	17%	24%	37%	22%			
By Market							
Alberta	21%	23%	32%	24%			
Other Canada	18%	24%	37%	22%			
United States	10%	22%	52%	16%			
Overseas	7%	29%	50%	15%			

Summary of Characteristics of Overnight Visits to Calgary and Area

On average, overseas visitors spent the most per person per visit to Calgary and area (\$657 per person per visit). The average spending per person per night is very similar for Albertans and other Canadians (\$92 and \$103 respectively). U.S. visitors had the highest average spending per person per night (\$166).

Selected Characteristics of Overnight Visits to Calgary and Area - 2014						
Description	Alberta	Other Canada	United States	Overseas		
Average length of stay	2.2	3.8	2.8	8.6		
Average spending per person per visit	\$201	\$393	\$529	\$657		
Average spending per party per visit	\$318	\$612	\$793	\$1035		
Average spending per person per night	\$92	\$103	\$166	\$65		
Average spending per party per night	\$145	\$160	\$249	\$102		
Average party size	2.3	2.5	1.5	1.6		

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.

Total Tourism Expenditures in Calgary and Area by Category - 2014						
	Alberta	Other Canada	United States	Overseas	Total	
(\$'000s)						
Public/Local Transportation	\$229,020	\$170,922	\$13,308	\$20,677	\$433,927	
Private/Rental Auto	\$369,164	\$83,399	\$12,322	\$16,707	\$481,592	
Accommodation	\$108,192	\$101,163	\$55,619	\$94,685	\$359,659	
Food and Beverage	\$294,726	\$171,780	\$25,074	\$69,243	\$560,823	
Recreation/Entertainment	\$75,941	\$28,135	\$8,951	\$25,213	\$138,240	
Retail/Other	\$162,269	\$62,929	\$5,810	\$80,025	\$311,033	
Total	\$1,239,312	\$618,328	\$121,084	\$306,550	\$2,285,274	

For more information, please contact Alberta Culture and Tourism:

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