

## 2010 Alberta Tourism Market Monitor

### Alberta Tourism, Parks and Recreation

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
<b>Entries into CANADA by Country of Residence (000's of trips) <sup>1</sup></b>													
United States*	446.8r	537.8r	582.2r	683.1p	962.7p	1,405.9p	2,018.6p	1,753.6p	1,189.3p	852.1p	589.5p	717.1p	11,027.2p
Per cent change from 2009	-7.9%	1.1%	0.8%	-4.8%	-9.2%	3.6%	5.2%	-0.9%	1.2%	4.6%	6.7%	1.4%	0.6%
Other International (n/incl US)*	195.9r	218.2r	235.1r	263.6p	387.6p	523.5p	645.2p	602.1p	497.3p	323.9p	179.1p	279.0p	4,069.5p
Per cent change from 2009	-6.8%	6.5%	11.2%	-4.8%	7.4%	11.3%	7.4%	11.3%	9.1%	6.6%	4.8%	5.1%	7.0%
United Kingdom	32.1r	34.8r	41.0r	44.1r	66.9r	86.2r	96.4r	96.2r	90.8r	53.8r	26.4p	42.8p	711.7p
Per cent change from 2009	-4.5%	-8.6%	11.7%	-12.6%	0.5%	1.6%	2.0%	4.9%	6.4%	-1.2%	0.3%	-10.4%	0.2%
Germany	12.0r	13.9r	15.9r	18.6r	32.6p	39.6r	46.4r	54.1p	49.7r	26.3r	9.4p	13.5p	332.1p
Per cent change from 2009	-7.9%	-9.6%	26.5%	14.6%	7.3%	10.3%	4.6%	8.4%	13.0%	0.0%	-5.9%	-6.3%	7.2%
Japan	8.7r	12.8r	16.1r	14.5p	17.9r	26.5r	27.3r	31.1p	31.3r	27.3r	10.1p	12.0p	235.5p
Per cent change from 2009	6.6%	12.0%	7.8%	5.9%	44.9%	85.3%	30.7%	25.6%	0.0%	22.5%	-13.7%	-0.2%	19.1%
<b>Alberta Direct Entries (000's of trips) <sup>2</sup></b>													
U.S. Residents	24.7p	24.9p	34.0p	30.1p	40.5p	75.7p	97.9p	74.9p	54.3p	37.2p	30.9p	36.2p	562.2p
Per cent change from 2009	-8.0%	-10.4%	0.7%	-6.3%	-8.6%	2.3%	-4.3%	-3.5%	-4.2%	6.6%	6.1%	-3.5%	-2.5%
Other Countries	17.5p	21.7p	21.0p	16.6p	27.2p	37.6p	48.1p	39.4p	32.2p	17.5p	8.5p	17.7p	305.2p
Per cent change from 2009	-15.5%	4.9%	8.0%	-18.4%	-2.2%	-5.4%	3.3%	11.8%	14.2%	17.8%	-10.5%	-17.9%	0.2%
<b>Air Passengers (000's of enplanements and deplanements) <sup>3</sup></b>													
Edmonton International	486.5p	478.8p	533.2r	506.1r	506.6r	499.7r	546.1p	565.1p	483.1r	488.3p	478.6p	517.6p	6,089.1p
Per cent change from 2009	-1.4%	-2.7%	1.2%	-3.8%	3.7%	3.8%	1.6%	-1.1%	2.1%	-1.8%	1.2%	-2.2%	0.0%
Calgary International	958.2r	953.3r	1,076.8r	1,010.4r	1,031.3r	1,066.9r	1,219.4r	1,215.2r	1,053.4r	1,043.3r	967.2r	1,035.5p	12,630.7p
Per cent change from 2009	2.1%	1.0%	5.0%	0.1%	7.5%	7.6%	5.9%	1.1%	3.4%	3.3%	8.1%	0.4%	3.7%
<b>Highway Count 2010 (000's of vehicles) <sup>4</sup></b>													
Hwy 1 -Sask border w-bound	55.0p	55.3p	62.7p	70.5p	73.6p	77.0p	103.9p	104.4p	79.0p	77.8p	62.8p	70.2p	892.2p
Per cent change from 2009	5.0%	5.5%	7.7%	4.1%	2.2%	0.1%	-1.5%	1.0%	1.5%	3.3%	-3.5%	5.2%	2.1%
Hwy 1 - Banff Pk Gate (2-way)	420.7p	414.4p	462.3p	472.7p	527.8p	547.9p	804.0p	771.1p	562.7p	481.3p	358.5p	446.0p	6,269.4p
Per cent change from 2009	4.7%	0.6%	8.3%	1.7%	-2.9%	0.6%	5.0%	-2.4%	-3.9%	13.1%	-6.9%	8.1%	1.8%
Hwy 16 - Jasper Pk Gate (2 way)	81.8p	82.6p	101.5p	109.4p	122.1p	136.9p	217.1p	212.1p	138.0p	108.8p	81.8p	95.2p	1,487.3p
Per cent change from 2009	4.1%	7.0%	14.4%	8.1%	3.2%	3.1%	6.3%	-1.8%	-1.1%	12.4%	3.9%	7.9%	4.7%
Hwy 16 - Jct #897 w-bound	142.4p	133.3p	154.8p	161.9p	170.7p	175.9p	192.0p	196.2p	178.5p	185.7p	169.8p	166.3p	2,027.6p
Per cent change from 2009	2.7%	2.2%	9.0%	1.3%	3.8%	4.6%	4.5%	6.5%	8.2%	11.5%	10.2%	9.4%	6.2%
<b>Sources: Statistics Canada, Edmonton International Airport, Calgary International Airport, Alberta Transportation</b>													

\* The data for Canada for 2010 has been revised to exclude same-day entries into Canada by U.S. and other international visitors. Individual Country data includes entries into Canada through the United States.

p=preliminary

r=revised

e=estimate

7-Jun-11

**2010 Alberta Tourism Market Monitor**  
**Alberta Tourism, Parks and Recreation**

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
<b>Accommodation Indices <sup>5</sup></b>													
Edmonton Occupancy Rate	50.6%	59.0%	65.9%	64.8%	60.5%	62.2%	62.7%	66.1%	65.3%	62.9%	71.5%	47.8%	61.5%
Point change from 2009	-6.2	-12.0	-2.7	-4.8	-4.5	-3.6	-2.7	-1.5	-1.8	-5.8	9.3	-1.2	-3.2
Average Daily Room Rate	\$120.37	\$119.92	\$ 119.37	\$120.66	\$ 121.21	\$ 120.56	\$114.29	\$ 114.57	\$ 120.55	\$119.85	\$ 128.99	\$115.58	\$119.78
Calgary Occupancy Rate	51.4%	56.8%	62.0%	64.0%	64.8%	71.9%	74.5%	68.2%	76.5%	66.6%	64.8%	48.1%	63.9%
Point change from 2009	-3.2	-6.7	-2.9	2.7	-0.4	3.5	-1.1	-3.4	-1.0	2.5	-0.5	0.2	-1.1
Average Daily Room Rate	\$134.03	\$138.67	\$ 137.87	\$139.29	\$ 144.96	\$ 161.50	\$159.61	\$ 132.52	\$ 143.35	\$ 142.52	\$ 143.13	\$ 130.23	\$143.27
Alberta Resorts Occupancy Rate	35.6%	45.1%	46.7%	45.3%	52.8%	66.6%	75.3%	75.5%	68.5%	44.9%	33.6%	41.4%	52.8%
Point change from 2009	-4.3	-7.0	0.3	2.3	-1.7	8.3	3.0	-2.2	0.5	-2.5	-2.3	-0.7	-0.6
Average Daily Room Rate	\$150.56	\$156.68	\$ 157.57	\$150.24	\$ 168.33	\$ 219.80	\$229.65	\$233.39	\$ 213.12	\$167.19	\$141.55	\$ 193.74	\$190.53
Total Alberta (excluding Resorts) Occupancy Rate	47.6%	54.2%	59.3%	56.9%	56.6%	62.7%	64.4%	62.9%	65.4%	61.2%	63.8%	45.8%	58.3%
Point change from 2009	-6.0	-7.7	-2.0	-0.8	-2.1	1.3	0.8	-0.3	0.4	1.5	5.5	2.4	-0.6
Average Daily Room Rate	\$123.02	\$123.83	\$ 124.20	\$124.61	\$ 126.50	\$ 132.72	\$ 129.96	\$ 119.72	\$ 126.38	\$ 124.48	\$ 127.47	\$ 117.96	\$125.30
<b>National Park Attendance (000's of person visits) 2010 <sup>6</sup> Includes Group Tours.</b>													
Banff	155.2p	158.1p	178.5p	213.9p	240.1p	263.4p	540.0p	498.9p	355.7p	120.9p	92.8p	120.1p	3,187.2p
Per cent change from 2009	3.1%	-0.3%	8.1%	2.1%	-1.8%	1.3%	3.2%	-2.1%	-2.8%	12.7%	-6.8%	5.4%	2.3%
Jasper	44.8p	47.3p	57.8p	128.6p	145.6p	165.0p	383.1p	356.9p	246.6p	52.1p	37.8p	46.5p	1,924.2p
Per cent change from 2009	3.9%	6.1%	14.7%	5.4%	0.6%	2.5%	4.3%	-2.2%	-2.2%	11.4%	-0.2%	7.1%	3.6%
Waterton Lakes	6.6p	7.3p	9.2p	12.0p	27.3p	54.8p	104.7p	95.3p	51.9p	19.0p	6.8p	6.7p	401.7p
Per cent change from 2009	-8.3%	-3.9%	16.5%	4.3%	-10.5%	2.6%	14.9%	4.2%	-8.1%	58.3%	-2.9%	8.1%	5.0%
<b>Employment (000's of persons) Seasonally Adjusted <sup>7</sup></b>													
Accommodation, Food & Beverage	133.5	130.3	132.8	129.0	127.7	122.6	122.0	121.9	119.3	120.3	115.9	118.3	124.5
Per cent change from 2009	9.7%	4.2%	8.2%	0.5%	1.2%	-6.1%	-4.0%	-6.5%	-3.2%	1.7%	-6.8%	-11.3%	-1.1%
<b>Food Services and Drinking Places (\$Millions) unadjusted <sup>8</sup></b>													
Total Receipts for Alberta	\$ 544.3	\$ 548.8	\$ 554.5	\$ 558.7	\$ 569.3	\$ 559.6	\$ 558.2	\$ 559.8	\$569.2	\$577.8	\$573.9	\$585.7	\$ 563.3
Per cent change from 2009	-1.0%	-0.8%	1.5%	2.1%	2.6%	1.2%	0.1%	3.3%	4.5%	7.6%	6.4%	9.8%	2.9%
<b>Historic Sites and Museums 2010 (000s of person visits) <sup>9</sup></b>													
Visitor Attendance	25.2p	41.5p	47.3p	48.0p	76.3p	101.8p	180.9p	186.2p	70.4p	42.1p	33.1p	20.4p	873.2p
Per cent change from 2009	12.5%	-12.6%	1.3%	-6.1%	0.0%	-8.2%	-3.2%	-3.0%	-8.9%	5.0%	0.4%	-2.1%	-3.5%

Sources: PKF Consulting Inc., Statistics Canada, Parks Canada, Alberta Culture and Community Spirit

New or updated monthly figures are shown in bold type

p=preliminary

r=revised

e=estimate

7-Jun-11

**1. Entries into Canada by Country of Residence** – Includes all residents of the United States and other countries who enter Canada at a Canada Border Services Agency land port or airport. Starting in January 2010, direct entries into Canada include only those visitors that stayed at least one night in Canada.

Source: Statistics Canada catalogue 66-001(p) International Travel – Advance Information (monthly)

**2. Alberta Direct Entries** – Alberta direct entries include all residents of the United States and other countries that enter Canada at a Canadian Border Services Agency land port or airport in Alberta and stay at least one night in the province. The direct entry data do not include visitors that enter Alberta indirectly (i.e. enter Canada via another province and then travel into Alberta).

Source: Statistics Canada catalogue 66-001(p) International Travel – Advance Information (monthly)

**3. Air Passengers** – Numbers are preliminary estimates of the number of air passengers enplaning and deplaning at the Edmonton International and Calgary International Airports.

Source: Edmonton International Airport and Calgary International Airport Websites

**4. Highway Traffic:** These data are monthly totals. The monthly average daily traffic (average number of vehicles per day) is calculated by dividing the monthly total by the number of days in the month passing the counter locations and in the direction indicated for a particular month. Automatic Traffic Recorders counts all vehicles by direction. Year-to-date is a cumulative total for all vehicles.

Source: Alberta Transportation's Automatic Traffic Recorders (ATR).

**5. Accommodation Indices** – Occupancy rates and average daily room rates are based on monthly averages of all reporting hotels, motels and motor hotels in each designated region. Alberta Resorts includes the resort communities of Banff, Lake Louise, Kananaskis, Canmore and Jasper.

Source: Trends in the Canadian Hotel Industry, produced by PKF Consulting Inc.

**6. National Park Attendance** -- Attendance is reported as the number of visits to National Parks in Alberta. Data are preliminary unless otherwise noted.

Beginning in 2004 the monthly figures for Banff National Park and Jasper National Park reflect independent travellers only, and do not include people travelling as part of a tour group. The tour group data, however, are included in the annual total.

Source: Parks Canada

**7. Employment Food and Accommodation Sector** – The employment figure represents all persons who worked for pay or profit or unpaid work in the food services and accommodation sector, including businesses or other ventures owned or operated by a related family member(s) during the reference period of the survey.

Source: Statistics Canada, Labour Force Survey

**8. Food Services and Drinking Places** -- The monthly survey of Food Services and Drinking Places provides estimates of the value of sales and the number of locations of restaurants, caterers, and drinking places by province and by industry at the North American Industry Classification System (NAICS) four-digit level. Includes total receipts from restaurants, caterers and taverns for chain and independent establishments. The target population is the 3 digit NAICS level of 722, which includes: Full-service restaurants, limited service eating places, special food places and drinking places.

Source: Statistics Canada, Food Services and Drinking Places

**9. Historic Sites and Museums** -- Visitor attendance figures are monthly totals based on fifteen historic sites, the Royal Alberta Museum, the Royal Tyrrell Museum of Paleontology, and the Tyrrell Field Station.

Source: Alberta Culture and Community Spirit, Historic Resources Division

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