

Tourism in Canadian Rockies Tourism Region 2013

A Summary of 2013 Visitor Numbers, Expenditures and Characteristics September 2016

tourism.alberta.ca
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Government

Introduction

Whether to see their friends and relatives, for business, or for pleasure, 4.39 million total visits were made in 2013 to destinations in the Canadian Rockies 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 2013 Travel Survey of Residents of Canada (TSRC) and the 2013 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 between 2013 and previous years (2012 and earlier) are not comparable, as Statistics Canada made a major file structure change in 2013¹. Data was suppressed so that the 2013 data has considerably less detail than was the case 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/>.

Canadian Rockies Tourism Region: 2013 Overview

Comparison of Tourism Numbers²			
	Canadian Rockies Tourism Region	Total Alberta	Canadian Rockies Tourism Region as % of Total Alberta
Number of Visits (Millions)			
Overnight Person-Visits	2.28	13.87	16%
Total Person-Visits	4.39	34.16	13%
Origin of Visits (Total Person-Visits)			
Alberta	3.29	29.42	11%
Other Canada	0.33	3.21	10%
United States	0.25	0.76	33%
Overseas	0.52	0.77	68%

¹ Statistics Canada released data for 2013 and 2014 at the same time. For this reason the most recent data (2014) was analyzed and published before the 2013 data.

² Note: Travellers to Alberta may visit more than one tourism region while in the province.

In 2013, the Canadian Rockies received 13% of the total visits to Alberta. Residents of Alberta visiting the region accounted for 11% of total visits within Alberta. Of the total visits from other parts of Canada, 10% visited the Canadian Rockies. Visitors to Alberta from the United States and overseas accounted for 33% and 68% of the total visits to this region, respectively.

All trips

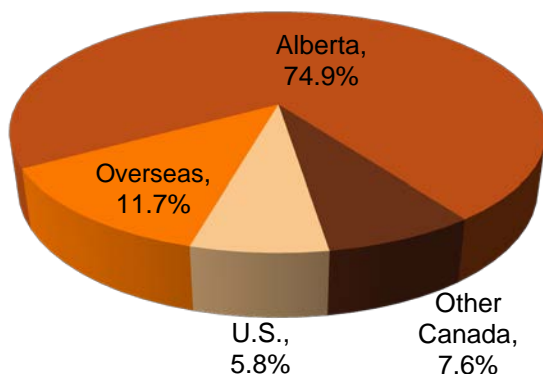
In 2013, the Canadian Rockies received 4.39 million total visits, of which 3.29 million (74%) were by Albertans. Another 333,000 visits (7.6%) were by other Canadians. Of the remaining 768,000 visits (18%), 5.8% (253,000) came from the United States and 11.7% (515,000) arrived from overseas.

Total Visitation and Tourism Expenditures in Canadian Rockies - 2013					
	Alberta	Other Canada	United States	Overseas	Total
('000s)					
Person-Visits	3,293	333	253	515	4,394
Tourism Expenditures	\$663,725	\$162,645	\$239,583	\$475,982	\$1,541,935

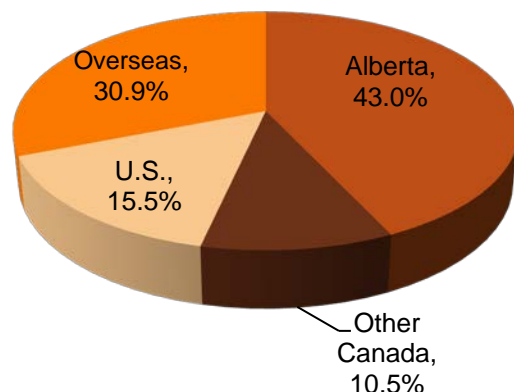
Residents of Calgary and area accounted for 47% of the visits made to the Canadian Rockies, residents of Edmonton and area accounted for 13% and residents of Central Alberta accounted for 7% of the visits made to the region.

Direct tourism expenditure by these visitors was approximately \$1.5 billion. Residents of Alberta accounted for 43% of direct visitor spending in the Canadian Rockies tourism region. Visitors from other parts of Canada accounted for 10.5%, Visitors from the United States accounted for 15.5% of direct tourism expenditure in this region and overseas visitors accounted for 30.9%.

Origin of Visits in Canadian Rockies Tourism Region - 2013
(N=4.39 Million Person-Visits)



Tourism Expenditures in Canadian Rockies by Origin - 2013



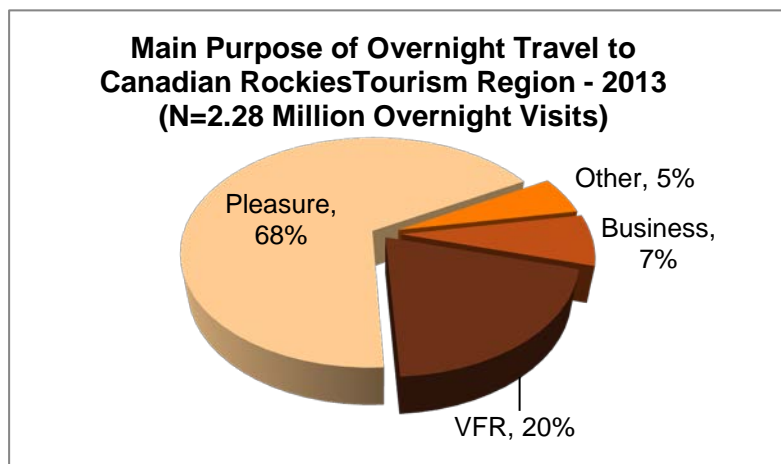
Overnight trips

Approximately 51.9% of all visits to the Canadian Rockies included at least one overnight stop, yielding 2.28 million overnight visits in 2013. Residents of Calgary and area accounted for 22% of all overnight travel to the region. This was followed by residents from Edmonton and area (17%), with 7% coming from Central Alberta and 5% coming from British Columbia. Visitors from Europe accounted for 13%, with 36% of that figure coming from the United Kingdom (103,000) and 19% from Germany (53,000). A further 9% of visitors to the Rockies region were from Asia/Oceania.

Main Purpose of Overnight Travel

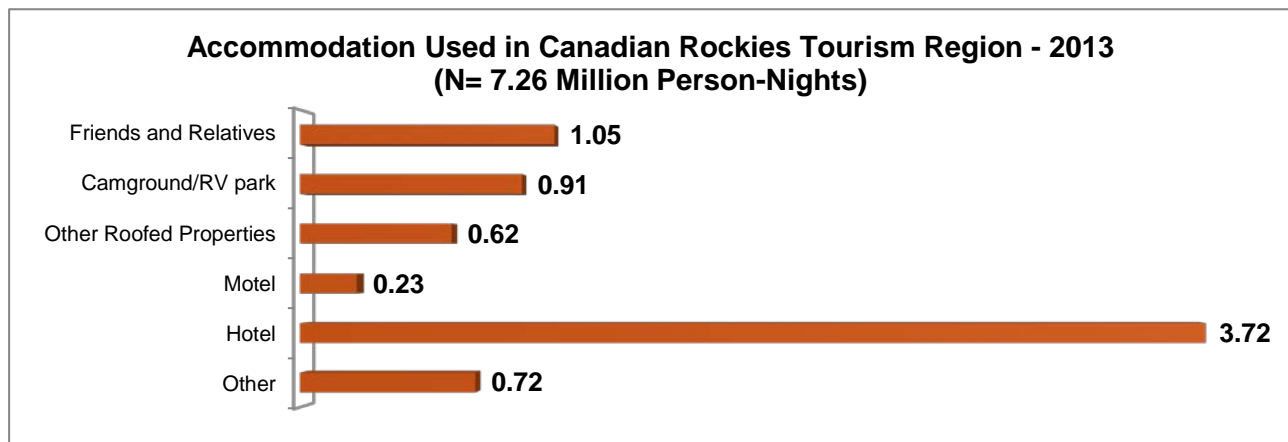
There were 2.28 million overnight visits to the Canadian Rockies in 2013.

Approximately 67.8% of overnight visitors to the region stated that the main purpose of their trip was for pleasure while one-fifth (19.7%) stated visiting friends and relatives (VFR) was the main purpose of their trip. Business travel accounted for 7.1% of overnight stay in the Canadian Rockies and 5.3% of visitors cited other reasons.



Accommodation Used in Canadian Rockies Tourism Region

Over the course of 2013, visitors spent 47.63 million nights in Alberta, of which 15% (7.26 million) were spent in Canadian Rockies. Fifty-one per cent of these 7.26 million nights (3.72 million) were spent in hotels. A further 14% of nights were spent in the home of friends or relatives (1.05 million). Thirteen per cent were spent in campgrounds and RV parks (912,000), 9% in other roofed commercial properties and 3% in motels.



Average Length of Stay for Overnight Visitors

The average length of stay for all overnight visits to the Canadian Rockies region is 3.2 nights.

Although Albertans account for the greatest number of visits to this 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 4.8 nights on average for each visit. Visitors from United States followed with 4.0 nights per trip while visitors from the rest of Canada stayed an average of 3.7 nights per trip.

Average Length of Stay in Canadian Rockies Tourism Region - 2013	
All Overnight Visits	3.2
Canada	2.5
Alberta	2.2
Other Canada	3.7
United States	4.0
Overseas	4.8

Seasonality

Visitation to the Canadian Rockies region is at its highest in the third quarter (July, August and September), with 43% of overnight visits occurring at this time. This is followed by 22% visiting during the second quarter (April, May and June), 19% visiting during the fourth quarter (October, November and December), and 16% in the first quarter (January, February and March).

Thirty per cent of overnight visits made by **Albertans** to the Canadian Rockies occur in the third quarter (July, August and September). Twenty-five per cent of overnight visits made by Albertans occur in the fourth quarter (October, November and December). Fifty per cent of overnight visits from **other parts of Canada** are made to the Canadian Rockies in the third quarter (July, August and September) with 19% being made in the fourth quarter (October, November, December). Fifty-four per cent of overnight visits made by **overseas** visitors occur in the third quarter (July, August and September) and 29% occur in the second quarter (April, May and June). Sixty-nine per cent of overnight visits from the **United States** occur in the third quarter (July, August and September), and 21% in the second quarter (April, May and June).

Calendar Quarter of Overnight Visits in Canadian Rockies Tourism Region - 2013				
	January-March (Quarter 1)	April-June (Quarter 2)	July-September (Quarter 3)	October-December (Quarter 4)
All Overnight	16%	22%	43%	19%
By Market				
Alberta	24%	21%	30%	25%
Other Canada	15%	15%	50%	19%
United States	5%	21%	69%	5%
Overseas	6%	29%	54%	11%

Summary of Characteristics of Overnight Visits to Canadian Rockies

American visitors spent the most per person per visit to the Canadian Rockies (\$947), followed closely by visitors from overseas (\$925 per person per visit). Albertans and other Canadians spent considerably less, with Albertans spending on average \$292 per person per visit and other Canadians spending \$434 per person per visit.

Selected Characteristics of Overnight Visits to Canadian Rockies - 2013				
Description	Alberta	Other Canada	United States	Overseas
Average length of stay	2.2	3.7	4.0	4.8
Average spending per person per visit	\$292	\$434	\$947	\$925
Average spending per party per visit	\$498	\$696	\$1,782	\$1,595
Average spending per person per night	\$136	\$107	\$240	\$187
Average spending per party per night	\$232	\$172	\$451	\$323
Average party size	3.7	3.0	1.9	1.7

Tourism Expenditures by Category

Overseas visitors rank number one for spending in the accommodation and retail/other categories in the Canadian Rockies tourism region (42% of overseas spending was on accommodation). Approximately 62% of all visitor spending made by residents of Alberta in the Canadian Rockies tourism region was on accommodation, food and beverage.

Total Tourism Expenditures in Canadian Rockies by Category - 2013					
	Alberta	Other Canada	United States	Overseas	Total
(\$'000s)					
Public/Local Transportation	\$6,513	\$4,986	\$29,228	\$32,544	\$73,271
Private/Rental Auto	\$100,632	\$24,672	\$20,148	\$33,815	\$179,267
Accommodation	\$163,281	\$55,806	\$99,480	\$200,195	\$518,762
Food and Beverage	\$248,532	\$45,042	\$46,348	\$88,488	\$428,410
Recreation/Entertainment	\$89,360	\$17,107	\$24,983	\$51,192	\$182,642
Retail/Other	\$55,408	\$15,032	\$19,396	\$69,747	\$159,583
Total	\$663,726	\$162,645	\$239,583	\$475,981	\$1,541,935

For more information, please contact Alberta Culture and Tourism:

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