

Tourism in Canadian Rockies
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, 4.35 million total visits were made in 2014 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 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/>.

Canadian Rockies Tourism Region: 2014 Overview

| Comparison of Tourism Numbers¹ | | | |
|--|--|----------------------|--|
| | Canadian Rockies Tourism Region | Total Alberta | Canadian Rockies Tourism Region as % of Total Alberta |
| Number of Visits (Millions) | | | |
| Overnight Person-Visits | 2.37 | 13.6 | 17% |
| Total Person-Visits | 4.35 | 34.68 | 13% |
| Origin of Visits (Total Person-Visits) | | | |
| Alberta | 3.13 | 29.79 | 11% |
| Other Canada | 0.31 | 3.23 | 9% |
| United States | 0.29 | 0.77 | 37% |
| Overseas | 0.63 | 0.90 | 71% |

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

In 2014, the Canadian Rockies tourism region 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, 9% visited the Canadian Rockies. Visitors to Alberta from the United States and overseas accounted for 37% and 71% of the total visits to this region, respectively.

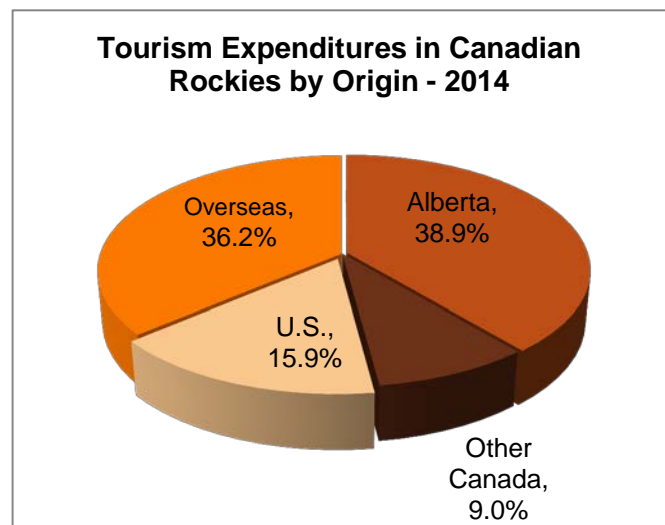
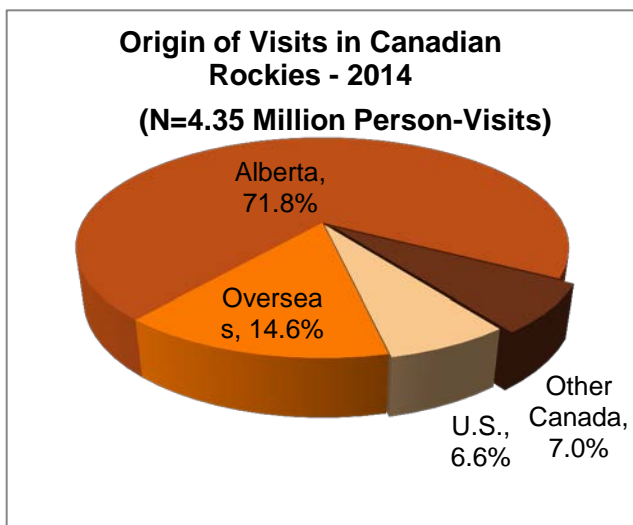
All trips

In 2014, the Canadian Rockies received 4.35 million total person-visits, of which 3.13 million (71.8%) were by Albertans. Another 305,000 visits (7.0%) were by other Canadians. Of the remaining 923,000 visits (21.2%), 6.6% (289,000) came from the United States and 14.6% (634,000) arrived from overseas.

| Total Visitation and Tourism Expenditures in Canadian Rockies - 2014 | | | | | |
|--|-----------|--------------|---------------|-----------|-------------|
| | Alberta | Other Canada | United States | Overseas | Total |
| ('000s) | | | | | |
| Person-Visits | 3,125 | 305 | 289 | 634 | 4,353 |
| Tourism Expenditures | \$646,614 | \$149,605 | \$264,518 | \$601,856 | \$1,662,591 |

Residents of Calgary and area accounted for 46% of the visits made to the Canadian Rockies, residents of Edmonton and area accounted for 14% and residents of central Alberta accounted for 5% of the visits made to the region.

Direct tourism expenditure by these visitors was approximately \$1.7 billion. Residents of Alberta accounted for 38.9% of direct visitor spending in the Canadian Rockies tourism region, while visitors from other parts of Canada accounted for 9.0%. Visitors from the United States accounted for 15.9% of direct tourism expenditure in this region and overseas visitors accounted for 36.2%.



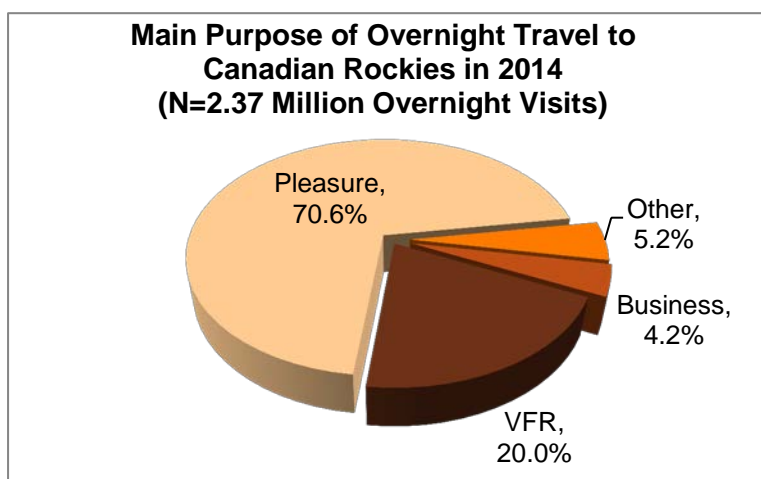
Overnight trips

Approximately 55% of all visits to the Canadian Rockies included at least one overnight stop, yielding 2.37 million overnight visits in 2014. Residents of Calgary and area accounted for 19% of all overnight travel to the region. This was followed by residents from Edmonton and area (17%), with 7% coming from central Alberta and 4% coming from British Columbia. Visitors from Europe accounted for 14%, with 39% of that figure coming from the United Kingdom (130,000) and 17% from Germany (59,000). A further 12% of visitors to the Rockies region were from Asia/Oceania.

Main Purpose of Overnight Travel

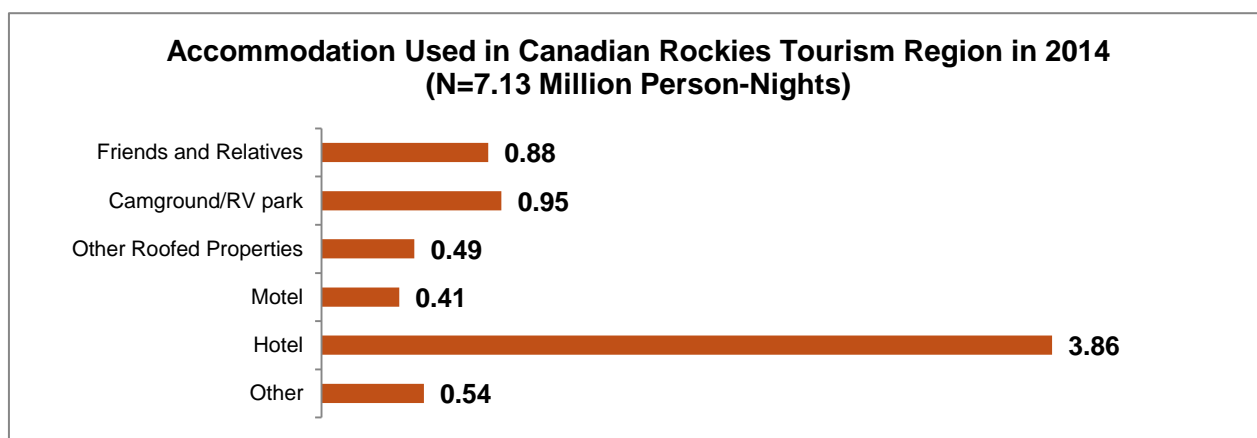
There were 2.37 million overnight visits to the Canadian Rockies in 2014.

Approximately 70.6% of overnight visitors to the region stated that the main purpose of their trip was for pleasure, while one-fifth (20.0%) stated that visiting friends and relatives (VFR) was the main purpose of their trip. Business travel accounted for 4.2% of overnight stays in the Canadian Rockies and 5.2% of visitors cited other reasons.



Accommodation Used in the Canadian Rockies Tourism Region

Over the course of 2014, visitors spent 46.48 million nights in Alberta, of which 15% (7.13 million) were spent in the Canadian Rockies. Fifty-four per cent of these 7.13 million nights (3.86 million) were spent in hotels. A further 13% of nights were spent in campgrounds/RV parks (954,000). Twelve per cent were spent in the homes of friends or relatives (880,000), 7% in other roofed commercial properties and 6% in motels.



Average Length of Stay for Overnight Visitors

The average length of stay for all overnight visits to the Canadian Rockies region is 3.0 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 4.3 nights on average for each visit. Visitors from the United States followed with 3.4 nights per trip, while visitors from the rest of Canada stayed an average of 3.1 nights per trip.

| Average Length of Stay in Canadian Rockies Tourism Region – 2014 (Nights) | |
|---|-----|
| All Overnight Visits | 3.0 |
| Canada | 2.4 |
| Alberta | 2.2 |
| Other Canada | 3.1 |
| United States | 3.4 |
| Overseas | 4.3 |

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 with 24% visiting during the second quarter (April, May and June), 16% visiting during the fourth quarter (October, November and December) and 17% in the first quarter (January, February and March).

Twenty-seven per cent of overnight visits made by **Albertans** to the Canadian Rockies occur in the first quarter (January, February and March). Twenty-six per cent of overnight visits made by Albertans occur in the third quarter (July, August and September). Forty-nine 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 second quarter (April, May and June). Fifty-six per cent of overnight visits made by **overseas** visitors occur in the third quarter (July, August and September), and 31% occur in the second quarter (April, May and June). Seventy-six per cent of overnight visits from the **United States** occur in the third quarter (July, August and September), and 17% in the second quarter.

| Calendar Quarter of Overnight Visits in Canadian Rockies Tourism Region - 2014 | | | | |
|--|------------------------------|---------------------------|-------------------------------|---------------------------------|
| | January-March (Quarter 1) | April-June (Quarter 2) | July-September (Quarter 3) | October-December (Quarter 4) |
| All Overnight | 17% | 24% | 43% | 16% |
| By Market | | | | |
| Alberta | 27% | 22% | 26% | 25% |
| Other Canada | 18% | 19% | 49% | 14% |
| United States | 2% | 17% | 76% | 6% |
| Overseas | 6% | 31% | 56% | 7% |

Summary of Characteristics of Overnight Visits to Canadian Rockies

Overseas visitors spent the most per person per visit to the Canadian Rockies on average (\$949), followed closely by visitors from the U.S. (average spending of \$916 per person per night). Albertans and other Canadians spent considerably less, with Albertans spending \$298 per person per visit on average and other Canadians spending \$428.

| Selected Characteristics of Overnight Visits to Canadian Rockies - 2014 | | | | |
|--|----------------|---------------------|----------------------|-----------------|
| Description | Alberta | Other Canada | United States | Overseas |
| Average length of stay | 2.2 | 3.1 | 3.4 | 4.3 |
| Average spending per person per visit | \$298 | \$428 | \$916 | \$949 |
| Average spending per party per visit | \$502 | \$712 | \$1,845 | \$1,695 |
| Average spending per person per night | \$140 | \$135 | \$280 | \$223 |
| Average spending per party per night | \$236 | \$225 | \$564 | \$399 |
| Average party size | 3.9 | 3.1 | 2.0 | 1.8 |

Tourism Expenditures by Category

Overseas visitors rank number one for spending in the accommodation and retail/other categories in the Canadian Rockies tourism region (41% of overseas spending was on accommodation). Approximately 64% of all visitor spending made by residents of Alberta in the Canadian Rockies tourism region was on accommodation and food and beverage.

| Total Tourism Expenditures in Canadian Rockies by Category - 2014 | | | | | |
|--|------------------|---------------------|----------------------|------------------|--------------------|
| | Alberta | Other Canada | United States | Overseas | Total |
| (\$'000s) | | | | | |
| Public/Local Transportation | \$5,354 | \$2,189 | \$39,050 | \$41,981 | \$88,574 |
| Private/Rental Auto | \$100,271 | \$19,385 | \$23,008 | \$35,536 | \$178,200 |
| Accommodation | \$169,324 | \$53,171 | \$114,225 | \$244,086 | \$580,806 |
| Food and Beverage | \$244,278 | \$39,606 | \$47,415 | \$138,336 | \$469,635 |
| Recreation/Entertainment | \$85,326 | \$19,541 | \$27,484 | \$60,254 | \$192,605 |
| Retail/Other | \$42,061 | \$15,713 | \$13,336 | \$81,663 | \$152,773 |
| Total | \$646,614 | \$149,605 | \$264,518 | \$601,856 | \$1,662,593 |

For more information, please contact Alberta Culture and Tourism:

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