

Tourism in Canadian Rockies Tourism Region



2012



A Summary of 2012 Visitor Numbers and Characteristics

June 2014

Introduction

Whether to see their friends and relatives, for business, or for pleasure, 4.27 million total visits were made in 2012 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 Tourism, Parks and Recreation has prepared a special analyses of the 2012 Travel Survey of Residents of Canada (TSRC) and the 2012 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. 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.

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.

Canadian Rockies Tourism Region: 2012 Overview

In 2012, the Canadian Rockies received 13% of the total visits to Alberta. Residents of Alberta visiting the region accounted for 11% of the total Albertan visits. Of the total visits from other parts of Canada, 11% visited the Canadian Rockies. Visitors from the United States and overseas to the region accounted for 33% and 63% of the total visits to Alberta, respectively.

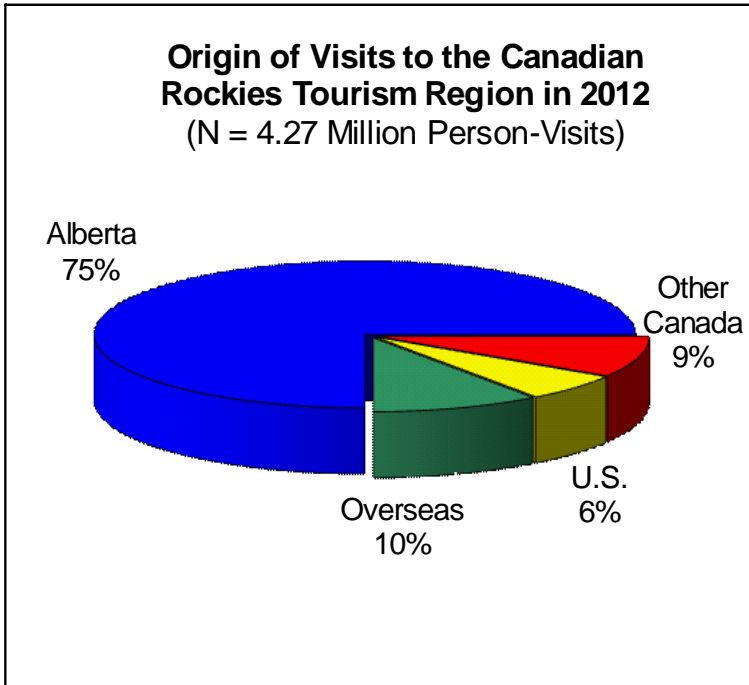
Comparison of Tourism Numbers

	Canadian Rockies Tourism Region	Total Alberta	Canadian Rockies Tourism Region % of Alberta
Number of Visits (Millions)			
Overnight Person-Visits	2.14	13.49	16%
Total Person-Visits	4.27	33.09	13%
Origin of Visitors (Total Person-Visits)			
Alberta	3.21	28.27	11%
Other Canada	0.37	3.33	11%
United States	0.27	0.82	33%
Overseas	0.43	0.68	63%

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

Who Travels to the Canadian Rockies Tourism Region?

All trips: In 2012, the Canadian Rockies received 4.27 million total visits, of which 3.21 million (75%) were by Albertans. Another 372,000 visits (9%) were by other Canadians. Of the remaining 693,000 visits (16%), 6% (265,000) came from the United States and 10% (428,000) arrived from overseas.

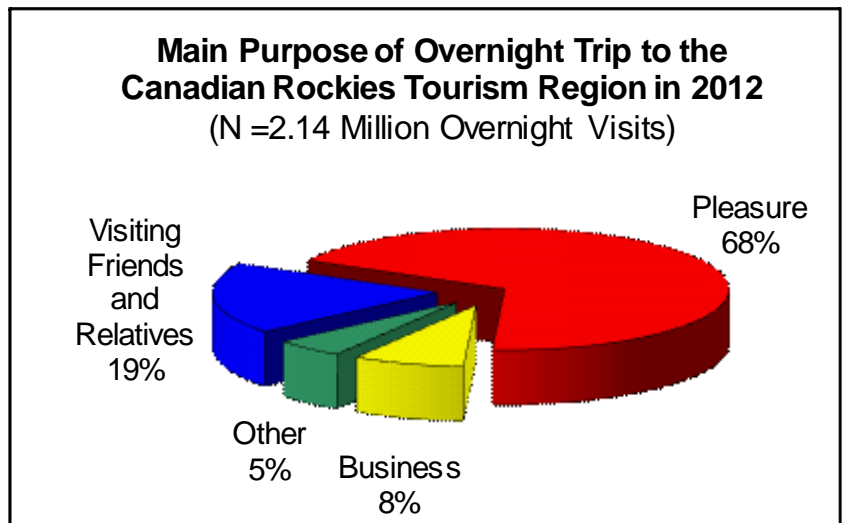


Residents of Calgary and area accounted for 47% of the visits made to the Canadian Rockies. Residents of Edmonton and area accounted for 11% and residents of central Alberta accounted for 8% of the visits made to the region.

Overnight trips: Approximately 50% of all visits to the Canadian Rockies included at least one overnight stop, yielding 2.14 million overnight visits in 2012. Residents of Calgary and area accounted for 23% of all overnight travel to the region. This was followed by residents from Edmonton and area (15%) and residents of central Alberta accounted for 7% of the visits made to the region. Visitors from British Columbia accounted for 7% of the visits made to the region. Visitors from Europe accounted for 11%, with one-third (33%) of that figure being from the United Kingdom (79,000) and 20% being from Germany (48,000). A further 8% were visitors from the Asia/Pacific region.

Main Purpose of Overnight Travel

Overnight visits to the Canadian Rockies totalled 2.14 million visits in 2012. Approximately 68% of the overnight visitors to the region stated that the main purpose of their trip was for pleasure. Just under one-fifth (19%) of the visitors to the region stated visiting friends and relatives as the main purpose of their trip. Business accounted for 8% of overnight travel in the Canadian Rockies and 5% stated other reasons.

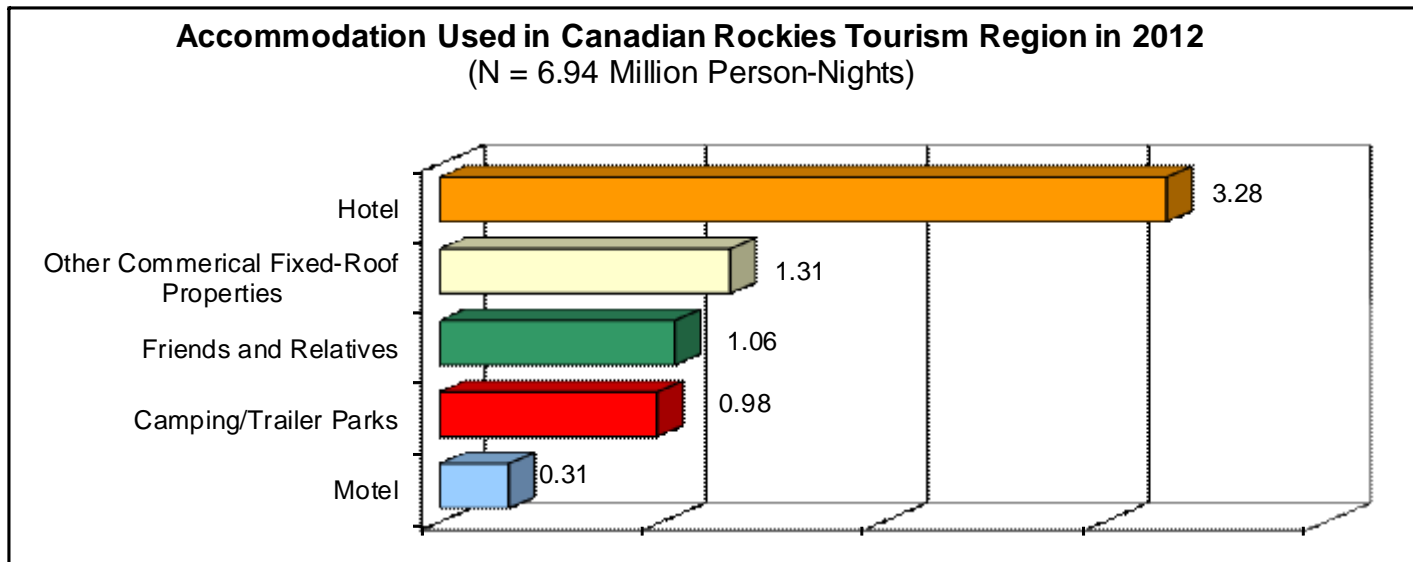


Accommodation Used in the Canadian Rockies Tourism Region

Over the course of 2012, visitors spent 46.10 million nights in Alberta, of which 15% (6.94 million) were spent in the Canadian Rockies.

Average Length of Stay

Forty-seven per cent of the 6.94 million nights (3.28 million) were spent in hotels. A further 19% of nights were spent in other commercial fixed-roof properties (1.31 million). Fifteen per cent of nights were spent in homes of friends and relatives (1.06 million), 14% in campgrounds and trailer parks (980,000), and 5% in motels.



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

Average Length of Stay in Canadian Rockies Tourism Region 2012	
All Overnight Visits	3.2
Canada	2.6
Alberta	2.1
Other Canada	4.1
United States	3.8
Overseas	5.2

While visitors from Alberta account for the greatest overnight visits to the Canadian Rockies, they have the shortest average length of stay at 2.1 nights. The longest average length of stay is attributed to visitors from overseas, with 5.2 nights on average for each visit. Visitors from other parts of Canada stayed an average of 4.1 nights and residents of the United States stayed an average of 3.8 nights in the Canadian Rockies during their trip.

Seasonality

Visitation to the Canadian Rockies 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 21% visiting during the second quarter (April, May and June), 21% visiting during the fourth quarter (October, November and December), and 15% in the first quarter (January, February and March).

Calendar Quarter of Overnight Visits in the Canadian Rockies Tourism Region - 2012				
	January - March (Quarter 1)	April - June (Quarter 2)	July - September (Quarter 3)	October - December (Quarter 4)
All Overnight	15%	21%	43%	21%
By Market				
Alberta	19%	19%	36%	26%
Other Canada	15%	15%	49%	21%
United States	8%	26%	56%	10%
Overseas	7%	28%	49%	16%

Thirty-six per cent of overnight visits made by **Albertans** to the Canadian Rockies occur in the third quarter (July, August and September). Twenty-six per cent of overnight visits made by Albertans occur in the fourth quarter (October, November and December). 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 21% being made in the fourth quarter (October, November, December). Just under one-half (49%) of overnight visits made by **overseas** visitors to the region occur in the third quarter (July, August and September) and 28% occur in the second quarter (April, May and June). Fifty-six per cent of overnight visits made to the region from the **United States** occur in the third quarter (July, August and September), and 26% occur in the second quarter (April, May and June).

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