

Tourism in Calgary & Area

A Summary Of Visitor Numbers, Revenue & Characteristics -- 2004

Based on the 2004 Canadian & International Travel Surveys (Statistics Canada)

Policy & Economic Analysis
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Introduction

Whether to see their friends and relatives, for business or for pleasure, nearly 4.2 million person visits were made to destinations within Calgary & Area by Albertans, other Canadians and visitors from the US and overseas. The trips included day trips and overnight trips. Tourism generated \$993 million in consumer spending in the region during 2004.

To better understand the size, characteristics and spending activity of visitors to Alberta, Research Resolutions and Consulting was commissioned to prepare a special analysis of the 2004 Canadian and International Travel Surveys conducted by Statistics Canada. These consumer surveys measure travel in Alberta by Canadians for trips of at least 80 kilometres one way from home, and trips to the province made by American and overseas visitors to Canada. Almost all same-day and overnight trips by Albertans and other Canadians are included, but only overnight trips by American and overseas visitors.¹

This report highlights travel in the Calgary & Area Tourism Destination Region. For more information on tourism in Alberta, please contact Alberta Economic Development.²

Calgary & Area: 2004 Overview

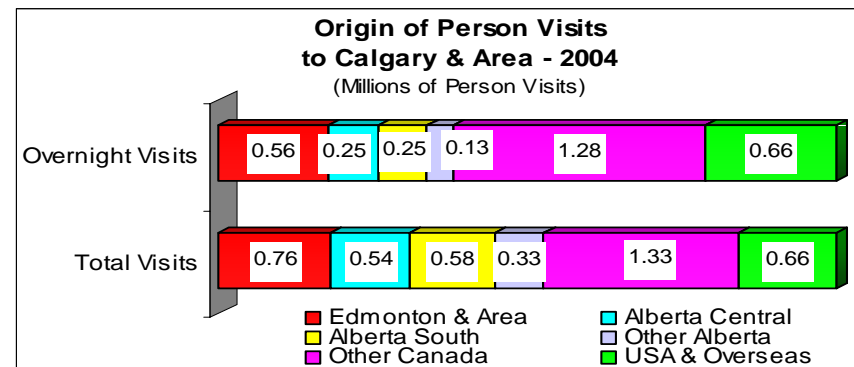
- Calgary & Area received 23% of total person visits to Alberta.
- Almost half (48%) of overseas person visits and more than one-quarter (28%) of American person visits to Alberta were to locations in Calgary & Area.
- The region was responsible for 22% of Alberta's total tourism revenues.

Comparison of Tourism Numbers - 2004			
(millions)	Calgary & Area	Total Alberta	Calgary % of Alberta
Number of Visitors			
Overnight Person Visits	3.12	11.13	28.0
Total Person Visits	4.19	18.33	22.9
Origin of Visitors			
Alberta	2.20	13.32	16.5
Other Canada	1.33	3.22	10.2
United States	0.29	1.03	28.2
Overseas	0.37	0.77	48.1
Revenues	\$993	\$4,506	22.0

Note: The reader is reminded that travellers to Alberta could visit more than one Tourism Destination Region while in Alberta

Who Travels in Calgary & Area?

All trips, all purposes: The majority (84%) of the 4,188,000 person visits in Calgary & Area were by Canadians. The largest proportion of all person trips (53%) was by Albertans, 13% by residents of BC, and seven per cent* by Saskatchewan residents. Overseas visitors accounted for nine per cent of person visits to the region, Americans another seven per cent.



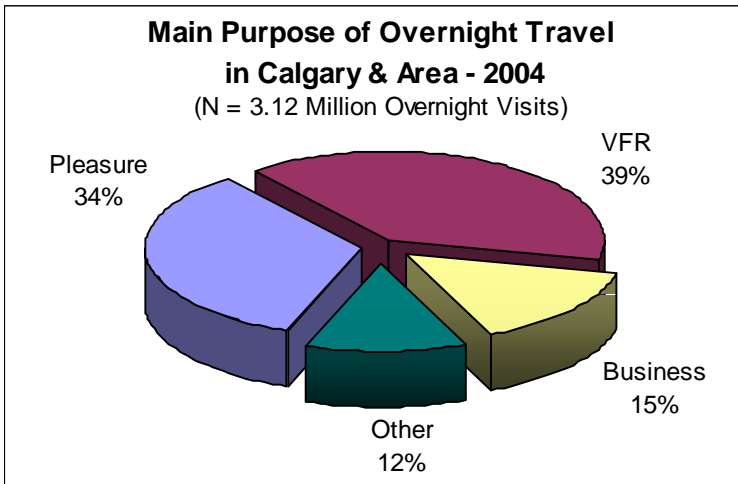
Almost half of all person visits in this region were by residents of three Tourism Destination Regions: Edmonton & Area (18%), Alberta South (14%), and Alberta Central (13%).

Overnight visits: Overnight visits to Calgary & Area totalled over 3.1 million person visits, accounting for 74% of all visits to the region. The majority of these trips (38%) were by Albertans. BC visitors accounted for 16% of overnight visits, Saskatchewan residents nine per cent, overseas visitors 12%, and American visitors nine per cent.

Overnight visits by Albertans were primarily by residents of Edmonton & Area (18% of all overnight person visits), Alberta Central (eight per cent) and Alberta South (eight per cent).

Main Purpose of Overnight Travel

The two most often reported purposes for a trip with an overnight visit in Calgary & Area were trips to visit friends and relatives (VFR) (39%) and pleasure trips (34%). Business travel ranked third at 15%.

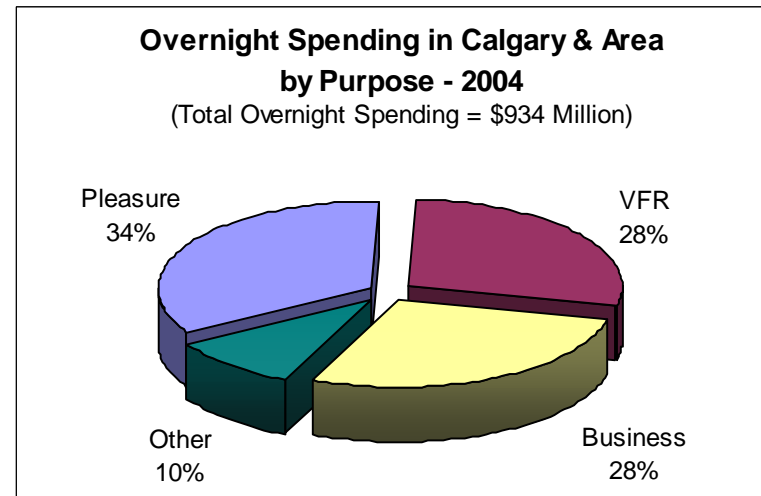


Spending in Calgary & Area

All purposes, all spending: As reported in the provincial summary, tourism spending in Alberta in 2004 totalled \$4.96 billion. Of this, \$4.51 billion was spent by visitors who made same-day or overnight visits to locations in the province. The remaining \$452 million was spent by Albertans in Alberta to purchase fares and other incidentals for trips to other parts of Canada³. It is not possible to allocate the \$452 million to any of the province's Tourism Destination Regions.

Total spending in Alberta by all travellers in 2004 was \$4.51 billion. Of this amount, \$993 million was spent in Calgary & Area. Canadians spent \$726 million (73%) in the region, while overseas visitors spent \$175 million (18%) and American visitors \$92 million (9%).

Pleasure trips accounted for 34% of all overnight trip expenditures in the region, followed by business trips (28%) and trips to visit friends and relatives (28%).



Length of stay in region: Same-day trips to Calgary & Area accounted for six per cent of all money spent in the region (\$59 million). Spending by visitors staying one or more nights totalled \$934 million or 94% of all money spent in the region.

When spending took place: The largest proportion of all visitor expenditures in the region (40%) were spent in the third quarter (July to September). Almost one-quarter (23%) of expenditures in Calgary & Area were made between April and June. The fourth quarter accounted for an additional 22%. The remaining 15% of spending took place in the first quarter (January to March).

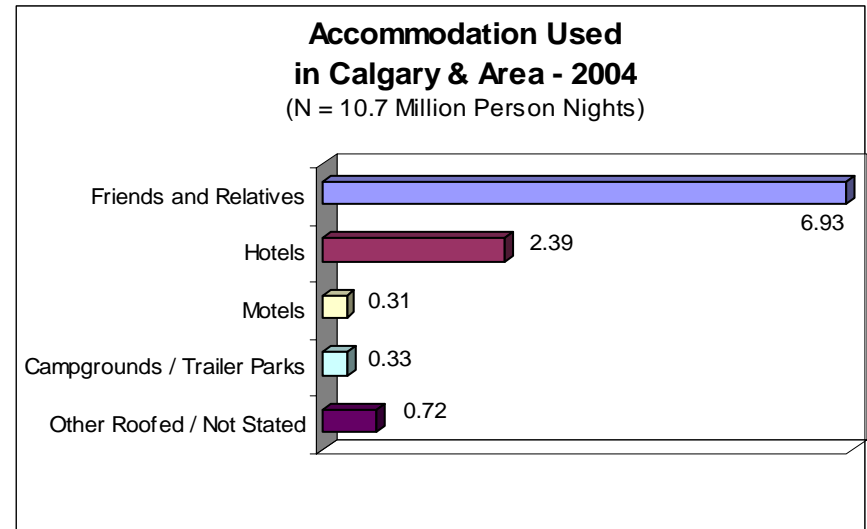
Overnight spending: Of the \$934 million spent in the region by overnight visitors, \$253 million (27%) was spent on food and beverages, while \$241 million (26%) was spent on accommodations. Visitors spent \$170 million (18%) on vehicle operations/car rental, 17% (\$154 million) on retail purchases in the region, and \$84 million (nine per cent) on recreation/entertainment. The remaining \$32 million (three per cent)* was spent on public/local transportation.

Accommodation Used in the Region

In 2004, overnight visitors to Alberta spent a total of 41.0 million person nights in the province. Of these, 26% (10.7 million person nights) were spent in Calgary & Area. Visitors stayed with friends and relatives for 65% of those person nights. More than one-fifth (22%) of the nights were spent in hotels, and three per cent in motels. Camping comprised of another three per cent of nights spent in the region*.

Of the nights spent in the region, Canadians spent 74%, overseas visitors 18% and US visitors eight per cent.

The average length of stay in the region by overnight visitors was 3.4 nights.



Activities on Overnight Trips

Overnight visitors to Calgary & Area participated in the following activities while travelling in Canada: visiting friends and relatives, attend cultural events, attend sports events, shop, sightseeing, take in nightlife/entertainment, visits to parks/historic sites and participation in outdoor sports/ activities.

Seasonality

When do people visit Calgary & Area? Over one-third (39%) of all overnight person visits took place between July and September, while 25% took place in the fourth quarter (October to December). One-fifth (20%) of the overnight visits took place between April and June, and the remaining 16% took place in the first quarter (January to March).

Notes

* Interpret with caution due to small sample size.

¹ The Canadian Travel Survey (CTS) is a monthly telephone survey among Canadians 15 years of age or over. The study captures travel in the previous month by the respondent for all trips 80 km or more one way from home, for purposes other than commuting to work or school, crews, and moving to a new residence.

The International Travel Survey is a self-completion survey, distributed at ports of entry for completion by USA and overseas visitors to Canada at the end of their trip. The survey excludes border workers, visitors travelling on military or diplomatic orders, and students. Questionnaire data are projected to Canada Customs information on total entries to Canada. For more details of the survey designs, please contact Statistics Canada.

The information provided in this report is based on special tabulations of Statistics Canada data, using data management principles developed by Research Resolutions & Consulting Ltd. in conjunction with provincial partners (Alberta Economic Development, Tourism Saskatchewan, Ontario Ministry of Tourism, Manitoba Culture, Heritage and Tourism, and Tourism and Culture, Government of Yukon).

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³ Total spending on tourism goods and services in Alberta in 2004 includes money spent in Alberta locations by people who visited these locations (\$4.51 billion) and fares paid and some other incidental expenditure items by Alberta residents in Alberta to leave the province (\$452 million). According to the International Monetary Fund rules, air carrier fares for non-domestic visitors who use a domestic carrier are allocated to the country of the airline's head office. Thus an additional \$26.4 million for Americans and \$275.8 million for overseas visitors who used domestic air carriers to travel to Canada are allocated in Alberta. These domestic carrier fares for non-residents are not included in the \$4.51 billion in total tourism spending in the province (see Table 81-1 of detailed USA and overseas tabulations).