

Tourism in Alberta Central

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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TOURISM IN ALBERTA CENTRAL

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Introduction

Whether to see their friends and relatives, for business or for pleasure, 4.1 million person visits were made to destinations within Alberta Central by Albertans, other Canadians and visitors from the US and overseas. The trips included day trips and overnight trips. Tourism generated \$472 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 Alberta Central Tourism Destination Region. For more information on tourism in Alberta, please contact Alberta Economic Development.²

Alberta Central: 2004 Overview

- Alberta Central received 22% of total person visits to Alberta.
- Almost 27% of person visits by Albertans were to locations in Alberta Central compared to 11% of American person visits and six per cent of overseas person visits.
- The region was responsible for almost 11% of Alberta's total tourism revenues.

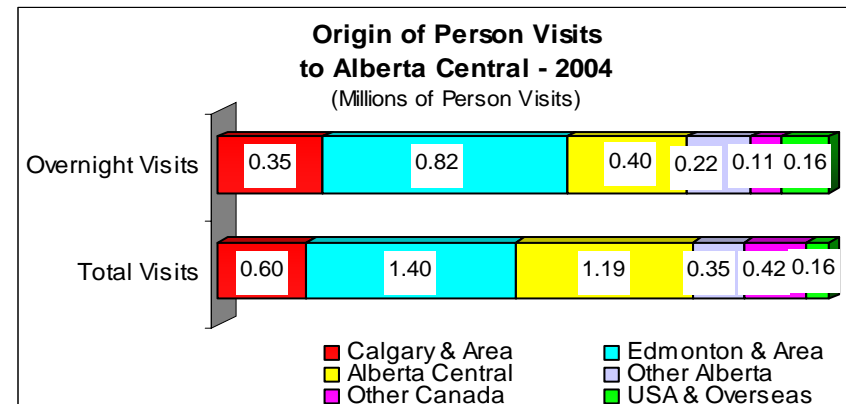
Comparison of Tourism Numbers - 2004

(millions)	Alberta Central	Total Alberta	Central % of Alberta
Number of Visitors			
Overnight Person Visits	2.29	11.13	20.6
Total Person Visits	4.10	18.33	22.4
Origin of Visitors			
Alberta	3.53	13.32	26.5
Other Canada	0.42	3.22	13.0
United States	0.11	1.03	10.7
Overseas	0.05	0.77	6.2
Revenues	\$472	\$4,506	10.5

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

Who Travels in Alberta Central?

All trips, all purposes: Nearly all (96%) of the 4,096,000 person visits in Alberta Central were by Canadians. Most of these person trips (86%) were by Albertans.



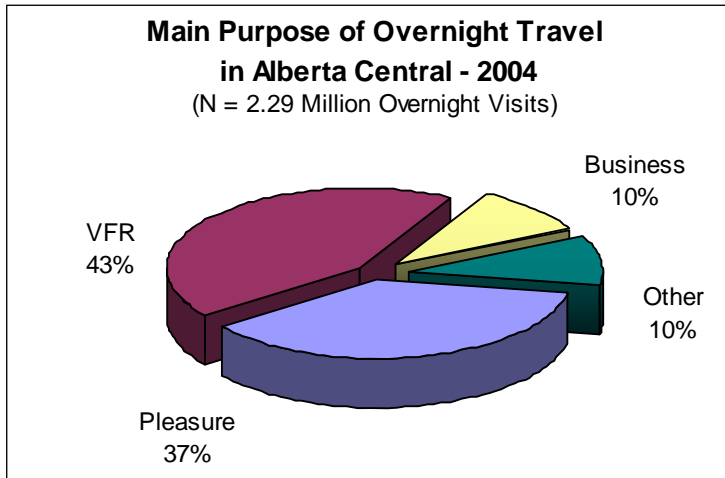
Almost two-thirds of all person visits in the region were by residents of either Edmonton & Area (34%) or Alberta Central (29%). Residents of Calgary & Area accounted for an additional 15%.

Overnight visits: Overnight visits to Alberta Central totalled almost 2.3 million person visits, accounting for more than half (56%) of all visits to the region. The majority of these trips (78%) were by Albertans.

Overnight visits by Albertans were primarily by residents of Edmonton & Area (36% of all overnight person visits), Alberta Central (18%) and Calgary & Area (14%).

Main Purpose of Overnight Travel

The two most often reported purposes for a trip with an overnight visit in Alberta Central were trips to visit friends and relatives (VFR) (43%) and pleasure trips (37%). Business travel ranked third at 10%.

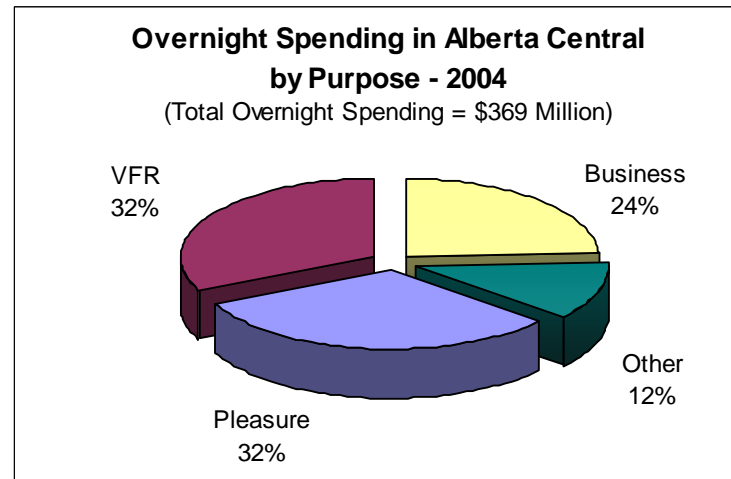


Spending in Alberta Central

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, \$472 million was spent in Alberta Central. Canadians spent \$388 million (82%) in the region, while American visitors spent \$55 million (12%) and overseas visitors \$29 million (six per cent).

Pleasure trips accounted for 32% of all overnight trip expenditures in the region, with trips to visit friends and relatives (32%) and business trips (24%).



Length of stay in region: Same-day trips to Alberta Central accounted for 22% of all money spent in the region (\$103 million). Spending by visitors staying one or more nights totalled \$369 million or 78% of all money spent in the region.

When spending took place: The largest proportion of all visitor expenditures in the region (35%) were spent in the fourth quarter (October to December). The third quarter accounted for an additional 34%. Close to one-fifth (19%) of expenditures in Alberta Central were made between April and June, and the remaining 12% of spending took place between January and March.

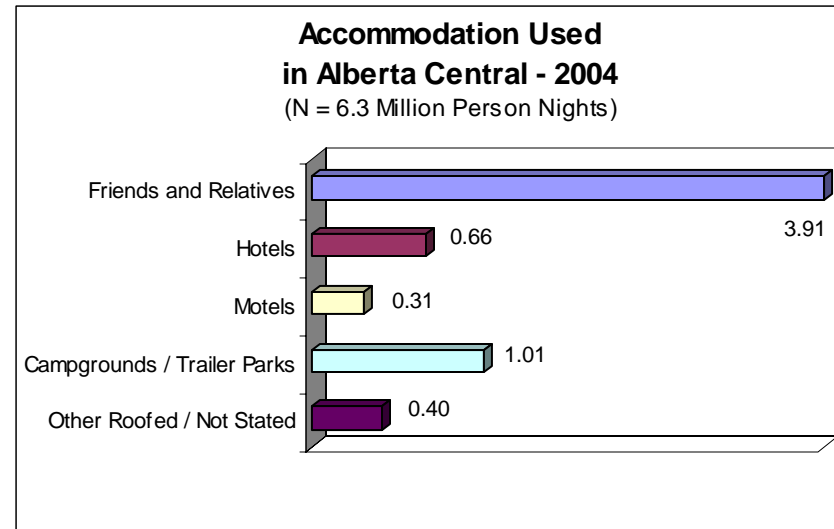
Overnight spending: Of the \$369 million spent in the region by overnight visitors, \$110 million (30%) was spent on vehicle operations/car rental, while \$92 million (25%) was spent on food and beverage. Visitors spent 21% (\$78 million) on accommodations in the region, 14% (\$54 million) on retail purchases and eight per cent (\$28 million) on recreation/entertainment. The remaining two per cent* (\$2 million) was spent on local / public transport.

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, 15% (6.3 million person nights) were spent in Alberta Central. Visitors stayed with friends and relatives for 62% of the person nights spent in the region. Camping was the second most popular form of accommodation, accounting for 16% of nights spent. Eleven per cent of person nights were spent in hotels, and five per cent in motels.

Of the nights spent in the region, Canadians spent 87%, overseas visitors seven percent and US visitors six per cent.

The average length of stay in the region by overnight visitors was 2.8 nights.



Activities on Overnight Trips

Overnight visitors to Alberta Central 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 Alberta Central? The largest proportion of overnight persons (41%) took place between July and September, while more than one-quarter (26%) took place in the fourth quarter (October to December). Almost one-fifth (19%) of the overnight visits took place between April and June, and the remaining 14% 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 Cultural, 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).