

Tourism in Edmonton & Area

A Summary Of Visitor Numbers, Revenue & Characteristics -- 2002

Based on the 2002 Canadian & International Travel Surveys (Statistics Canada)

Policy & Economic Analysis
Alberta Economic Development

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Introduction

Whether to see their friends and relatives, for business or for pleasure, 5.17 million person visits were made to destinations within Edmonton & Area by Albertans, other Canadians and visitors from the US and overseas. The trips included day trips and overnight trips. Tourism generated \$1.1 billion in consumer spending in the region during the one-year period.

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 2002 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 trips, whether same-day or overnight, are included.¹

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

Edmonton & Area: 2002 Overview

- Edmonton & Area received 24% of total person visits to Alberta.
- More than one quarter (30%) of American person visits and 20% of person visits to Alberta by overseas visitors were to locations in Edmonton & Area compared to 22% for Alberta visitors and 28% for visitors from other provinces.
- The region was responsible for 23% of Alberta's total tourism revenues.

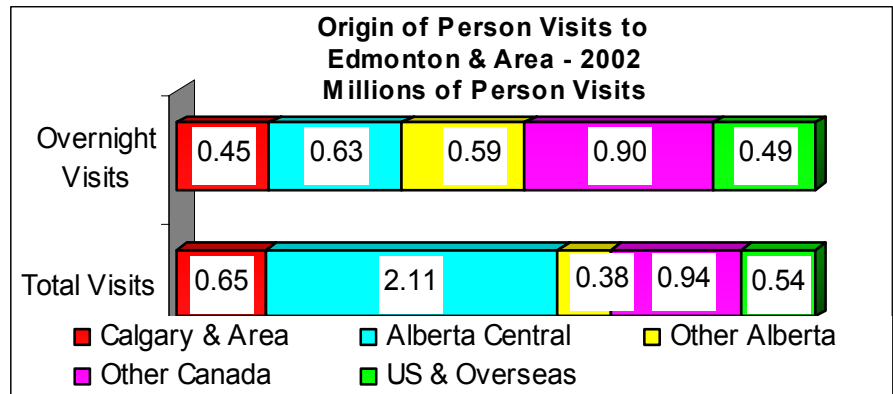
* Interpret with caution due to small sample size.

Comparison of Tourism Numbers			
(millions)	Edmonton Area	Total Alberta	Edmonton % Alberta
Number of			
Overnight Person	3.05	12.54	24.3%
Total Person	5.17	22.02	23.5%
Origin of			
Alberta	3.69	16.51	22.4%
Other Canada	0.94	3.41	27.6%
United States	0.38	1.29	29.5%
Other International	0.16	0.81	19.8%
Revenue	\$1,123	\$4,852	23.1%

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

Who travels in Edmonton & Area?

All trips, all purposes: The majority (90%) of the 5,170,000 person visits in Edmonton & Area were made by Canadians. More than two-thirds (71%) of the person trips were made by Albertans, while BC and



Saskatchewan visitors accounted for seven per cent* and six per cent*, respectively. Non-Canadian visitors accounted for ten per cent of person visits to the region (US seven per cent* and overseas visitors three per cent*).

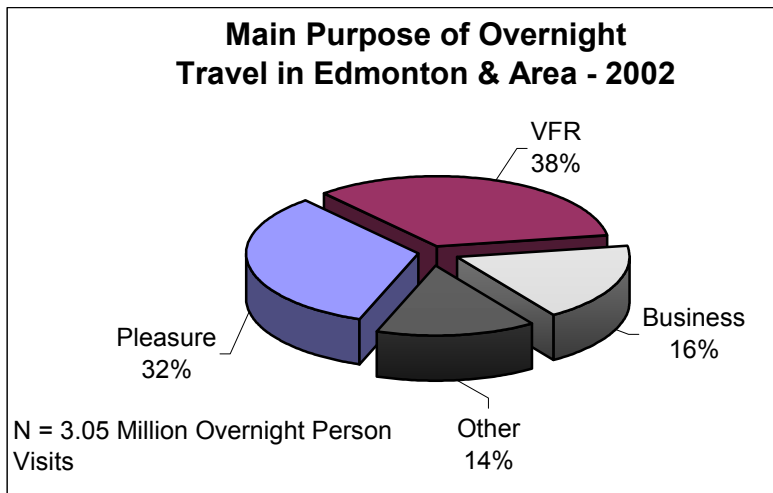
Forty-one per cent of all person trips in this region were by residents of Alberta Central, followed by Calgary & Area (13%).

Overnight visits: Overnight visits to Edmonton & Area totalled 3.05 million person visits, accounting for 59% of all visits to the region. Fifty-four per cent of these trips were by Albertans, while BC residents accounted for 11% and Saskatchewan residents nine per cent*. Non-Canadian visitors accounted for 16% of overnight person visits (US 11% and overseas visitors five per cent*).

Overnight visits by Albertans were primarily by residents of Alberta Central (21% of all overnight person visits), Calgary & Area (13%) and Alberta North (11%).

Main purpose of overnight travel

The most often reported purpose for a trip with an overnight visit in Edmonton & Area was to visit friends and relatives (VFR) (38%). Pleasure trips rated second, accounting for 32% and business trips 16%.

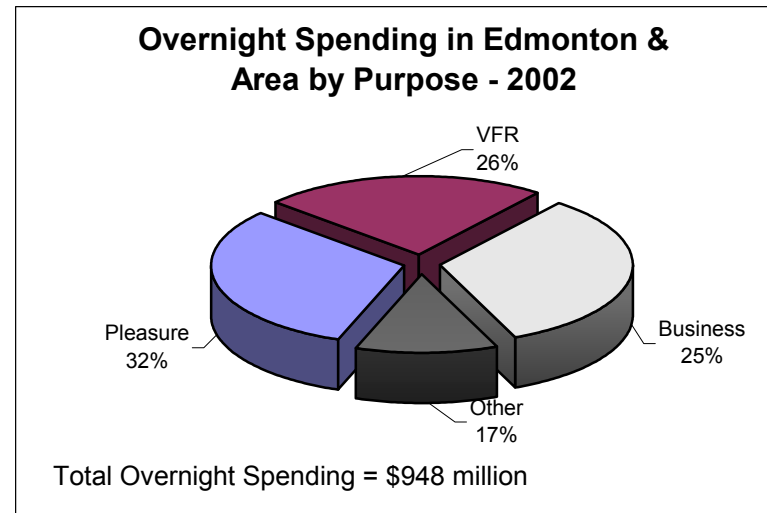


Spending in Edmonton & Area

All purposes, all spending: As reported in the provincial summary, tourism spending in Alberta in 2002 totalled \$5.46 billion. Of this, \$4.85 billion was spent by visitors who made same-day or overnight visits to locations in the province. The remaining \$611 million was spent by Albertans in Alberta to purchase fares and other incidentals for trips to other parts of Canada. It is not possible to allocate the \$611 million to any of the province's Tourism Destination Regions.

Total spending in Alberta by all travellers in 2002 was \$4.85 billion. Of this amount, \$1.12 billion was spent in Edmonton & Area. Canadians spent \$838 million (75% of all expenditures in the region), while American visitors spent \$201 million (18%) and overseas visitors \$84 million (7%).

Pleasure trips accounted for 32% of all overnight trip expenditures in the region, followed by trips to visit friends / relatives (26%) and business trips (25%).



* Interpret with caution due to small sample size.

Length of stay in region: Same-day trips to Edmonton & Area accounted for 16% of all money spent in the region (\$176 million). Spending by visitors staying one or more nights totalled \$948 million or 84% of all money spent in the region.

When spending took place: The largest proportion of all visitor expenditures in the region (31%) occurred in the third quarter (July to September). Just over one quarter (27%) of expenditures in the region were made between April and June. The fourth quarter accounted for an additional 24%. The remaining 18% of spending took place in the first quarter (January to March).

Overnight spending: Of the \$948 million spent in the region by overnight visitors, \$241 million (25%) was spent on accommodations, while \$231 million (24%) was spent on food and beverages. Visitors spent 24% on retail purchases in the region (\$225 million), 16% (\$149 million) on vehicle operations/car rental in the region, and eight per cent (\$77 million) on recreation/entertainment. The remaining three per cent* (\$25 million) was spent on public/local transportation.

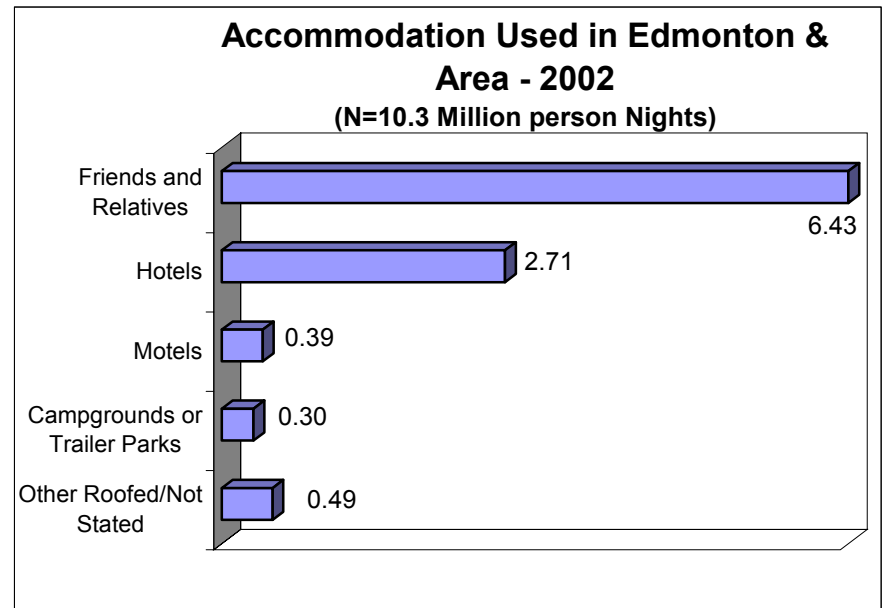
Accommodation used in the region

In 2002, overnight visitors to Alberta spent a total of 45.7 million person nights in the province. Of these, 22% (10.3 million person nights) were spent in Edmonton & Area. The majority (62%) of the person nights in the region were spent at the homes of friends and relatives. Hotels accounted for 26% of the person nights, and four per cent* were spent in motels. Camping accounted for three per cent* of nights spent in the region.

Of the nights spent in the region, Canadians spent the majority (74%), overseas visitors 14% and US visitors 13%.

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

* Interpret with caution due to small sample size.



Activities on overnight trips

Overnight visitors to Edmonton & 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 Edmonton & Area? Almost one third (31%) of all overnight person visits took place between July and September, while one quarter (24%) took place in the second quarter. Almost one quarter (23%) of the overnight visits took place between October and December, and the remaining 21% took place between January and March.

Notes

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, Ontario Ministry of Tourism & Recreation, and Tourism Saskatchewan).

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³ Total spending on tourism goods and services in Alberta in 2002 includes money spent in Alberta locations by people who visited these locations (\$4.85 billion) and fares paid and some other incidental expenditure items by Alberta residents in Alberta to leave the province (\$611 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 \$44.6 million for Americans and \$208.1 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 \$4.85 billion in total tourism spending in the province (see Table 81-1 of detailed USA and overseas tabulations).