

Tourism in Edmonton & Area

A Summary Of Visitor Numbers, Revenue & Characteristics -- 2003

Based on the 2003 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, 4.27 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 \$958 million 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 2003 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.¹T

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: 2003 Overview

- Edmonton & Area received 24% of total person visits to Alberta.
- Nearly one third (31%) 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 30% for visitors from other provinces.
- The region was responsible for 24% of Alberta's total tourism revenues.

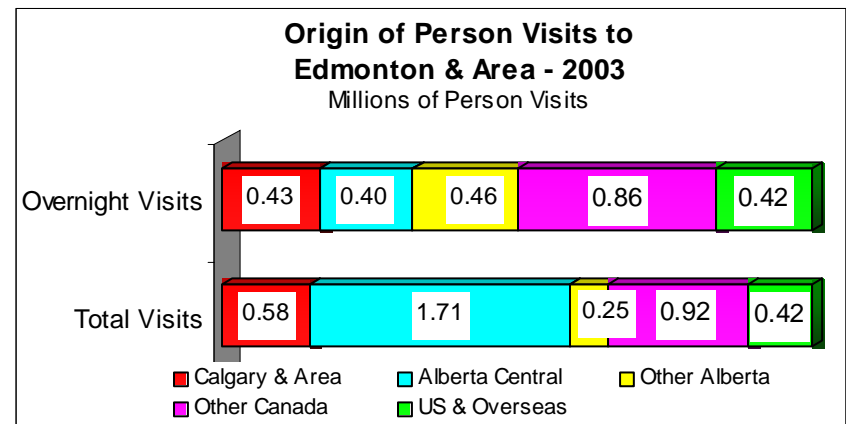
* Interpret with caution due to small sample size.

Comparison of Tourism Numbers			
(millions)	Edmonton & Area	Total Alberta	Edmonton % of Alberta
Number of Visitors			
Overnight Person Visits	2.57	9.95	25.8%
Total Person Visits	4.27	17.89	23.9%
Origin of Visitors			
Alberta	2.93	13.23	22.1%
Other Canada	0.92	3.09	29.8%
United States	0.30	0.96	31.3%
Other International	0.12	0.61	19.7%
Revenues	\$958	\$3,929	24.4%

*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 4,268,000 person visits in Edmonton & Area were made by Canadians. Two-thirds (68%) of the person trips were made by Albertans, while BC and Saskatchewan



visitors accounted for nine per cent* and seven 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*).

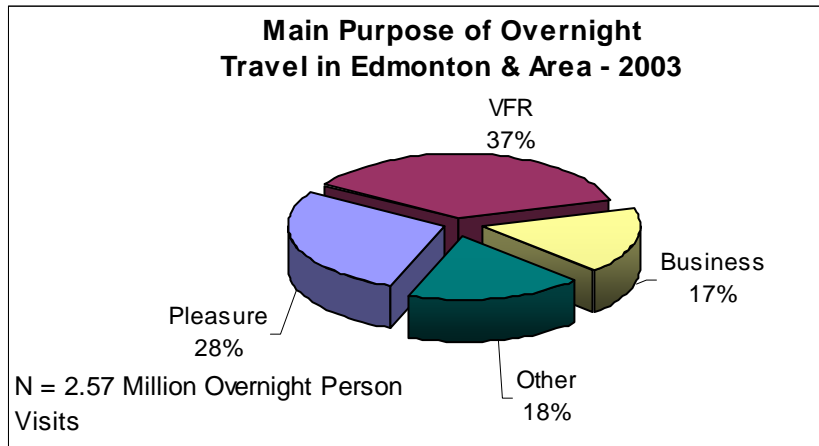
Forty per cent of all person trips in this region were by residents of Alberta Central, followed by Calgary & Area (14%).

Overnight visits: Overnight visits to Edmonton & Area totalled 2.57 million person visits, accounting for 60% of all visits to the region. Fifty per cent of these trips were by Albertans, while BC residents accounted for 14% 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 Calgary & Area (17% of all overnight person visits), Alberta Central (16%) and Alberta North (13%).

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) (37%). Pleasure trips rated second, accounting for 28% and business trips 17%.

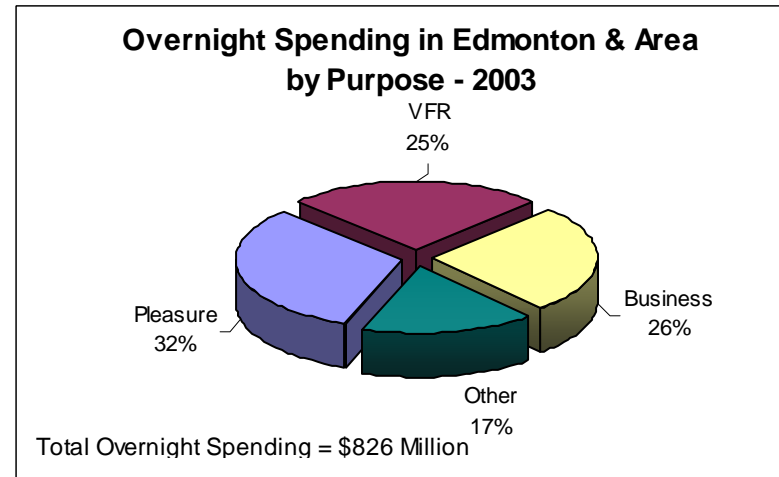


Spending in Edmonton & Area

All purposes, all spending: As reported in the provincial summary, tourism spending in Alberta in 2003 totalled \$4.33 billion. Of this, \$3.93 billion was spent by visitors who made same-day or overnight visits to locations in the province. The remaining \$405 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 \$405 million to any of the province's Tourism Destination Regions.

Total spending in Alberta by all travellers in 2003 was \$3.93 billion. Of this amount, \$958 million was spent in Edmonton & Area. Canadians spent \$699 million (73% of all expenditures in the region), while American visitors spent \$192 million (20%) and overseas visitors \$67 million (7%).

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



* Interpret with caution due to small sample size.

Length of stay in region: Same-day trips to Edmonton & Area accounted for 14% of all money spent in the region (\$132 million). Spending by visitors staying one or more nights totalled \$826 million or 86% of all money spent in the region.

When spending took place: The largest proportion of all visitor expenditures in the region (28%) 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 27%. The remaining 18% of spending took place in the first quarter (January to March).

Overnight spending: Of the \$826 million spent in the region by overnight visitors, \$213 million (26%) was spent on accommodations, while \$196 million (24%) was spent on food and beverages. Visitors spent 21% on retail purchases in the region (\$170 million), 17% (\$141 million) on vehicle operations/car rental in the region, and ten per cent (\$83 million) on recreation/entertainment. The remaining three per cent* (\$23 million) was spent on public/local transportation.

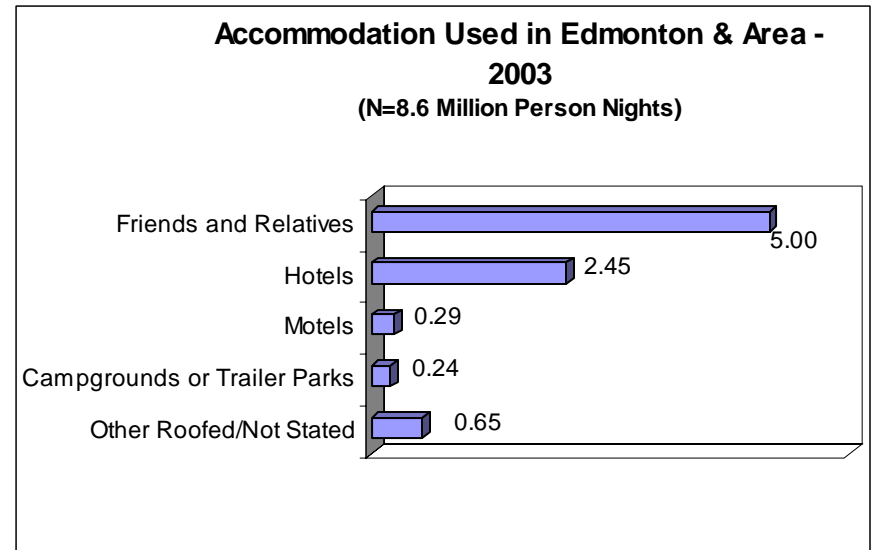
Accommodation used in the region

In 2003, overnight visitors to Alberta spent a total of 37.2 million person nights in the province. Of these, 22% (8.6 million person nights) were spent in Edmonton & Area. The majority (58%) of the person nights in the region were spent at the homes of friends and relatives. Hotels accounted for 28% of the person nights, and three per cent* were spent in motels. Camping also accounted for three per cent* of nights spent in the region.

Of the nights spent in the region, Canadians spent the majority (73%), US visitors 14% and overseas 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 (30%) of all overnight person visits took place between July and September, while slightly more than one quarter (27%) took place in the second quarter. Almost one quarter (24%) of the overnight visits took place between October and December, and the remaining 19% 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 2003 includes money spent in Alberta locations by people who visited these locations (\$3.93 billion) and fares paid and some other incidental expenditure items by Alberta residents in Alberta to leave the province (\$405 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 \$26.9 million for Americans and \$224.3 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 \$3.93 billion in total tourism spending in the province (see Table 81-1 of detailed USA and overseas tabulations).