

Tourism in Alberta North

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

Based on the 2003 Canadian & International Travel Surveys (Statistics Canada)

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Introduction

Whether to see their friends and relatives, for business or for pleasure, nearly 1.5 million person visits were made to destinations within Alberta North by Albertans, other Canadians and visitors from the US and overseas. The trips included day trips and overnight trips. Tourism generated \$270 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 Alberta North Tourism Destination Region. For more information on tourism in Alberta, please contact Alberta Economic Development.²

Alberta North: 2003 Overview

- Alberta North received eight per cent of total person visits to Alberta.
- The region was responsible for 6.9% of Alberta's total tourism revenues.

Comparison of Tourism Numbers			
<i>(millions)</i>	Alberta's North	Total Alberta	North % of Alberta
Number of Visitors			
Overnight Person Visits	0.77	9.95	7.7%
Total Person Visits	1.48	17.89	8.3%
Origin of Visitors			
Alberta	1.14	13.23	8.6%
Other Canada	0.28	3.09	9.1%
United States	0.05	0.96	5.2%
Other International	0.01	0.61	1.6%
Revenues	\$270	\$3,929	6.9%

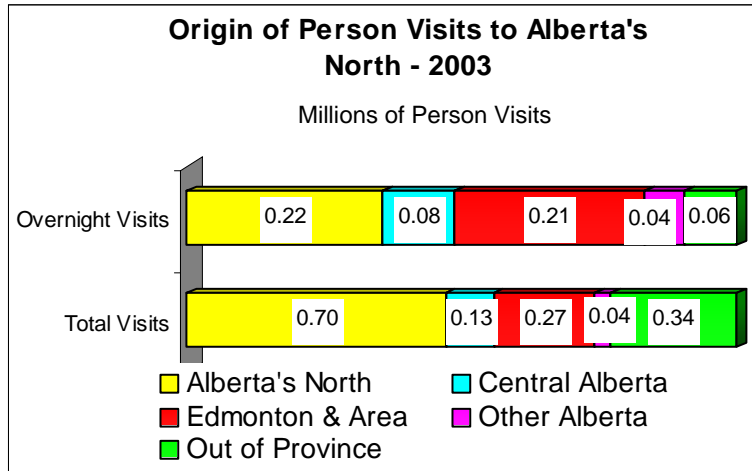
*The reader is reminded that travellers to Alberta could visit more than one Tourism Destination Region while in Alberta

Who travels in Alberta North?

All trips, all purposes: The majority (96%) of the 1,485,000 person visits in Alberta North were made by Canadians. Most (77%) of these person trips were made by Albertans, while BC visitors accounted for 17%.

Overnight visits: Overnight visits to Alberta North totalled 767,000 person visits, accounting for 52% of all visits to the region. The majority (73%) of these trips were by Albertans, while BC residents accounted for 16%*.

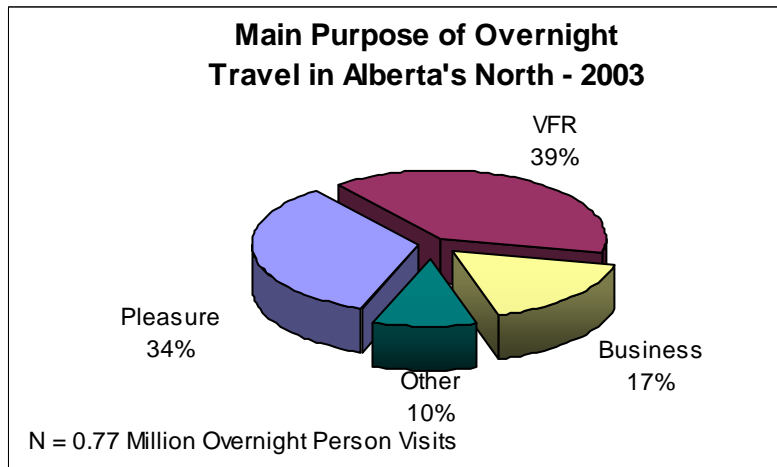
* Interpret with caution due to small sample size



Overnight visits by Albertans were primarily by residents of Alberta North (29% of all overnight person visits), Edmonton & Area (28%) and Alberta Central (10%).

Main purpose of overnight travel

The most often reported purpose for a trip with an overnight visit in Alberta North was to visit friends and relatives (VFR) at 39%. Pleasure trips rated second, accounting for 34%, followed by business trips at 17%.

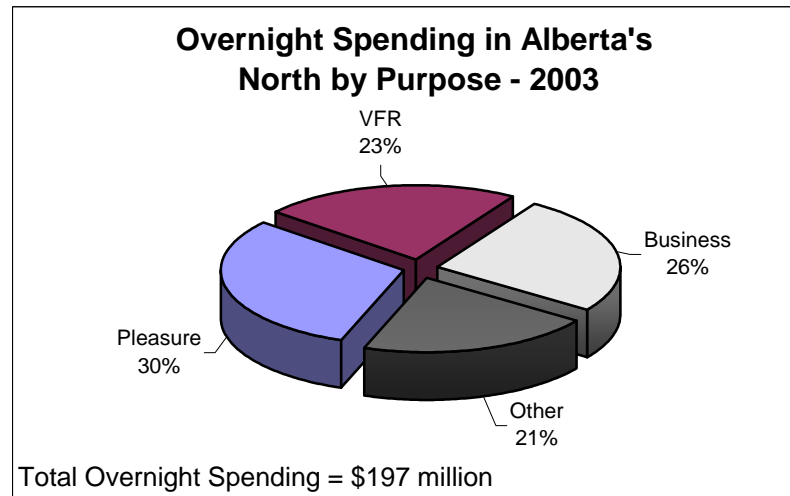


Spending in Alberta North

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 Canada³. 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, \$270 million was spent in Alberta North. Canadians spent \$208 million (77% of all expenditures in the region), while non-Canadian visitors spent \$62 million (23%).

Pleasure trips accounted for 31% of all overnight trip expenditures in the region, followed by business trips (31%) and trips to visit friends and relatives (23%).



Length of stay in region: Same-day trips to Alberta North accounted for 27% of all money spent in the region (\$72 million). Spending by visitors staying one or more nights totalled \$197 million or 73% of all money spent in the region.

When spending took place: The largest proportion of all visitor expenditures in the region (36%) were spent in the third quarter (July to September). The second quarter (April to June) accounted for an additional 26%. Almost one-quarter (22%) of expenditures in the region were made between October and December. The remaining 16% of spending took place in the first quarter (January to March).

Overnight spending: Of the \$197 million spent in the region by overnight visitors, 26% (\$50 million) was spent on vehicle operations/car rental and 24% (\$47 million) was spent on accommodations. Forty-three million dollars (22%) was spent on food and beverages, and 18% (\$35 million) on retail purchases. Recreation/entertainment accounted for eight per cent (\$16 million), and the remaining four per cent* (\$7 million) was spent on public/local transport.

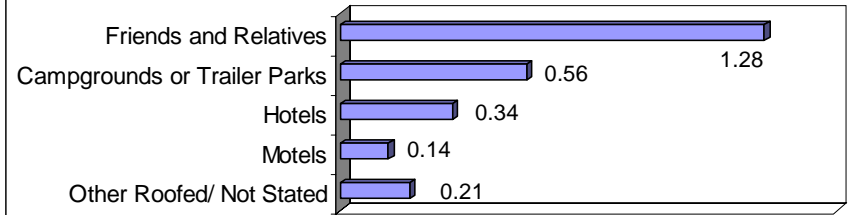
Accommodation used in the region

In 2003 overnight visitors to Alberta spent a total of 37.2 million person nights in the province. Of these, seven per cent (2.53 million person nights) were spent in Alberta North. One half (51%) of the person nights in the region were spent at the homes of friends and relatives. Camping accounted for 22% of the person nights and hotels accounted for an additional 13%. Six per cent of the person nights spent in the region were spent in motels.

Of the nights spent in the region, Canadians spent 90%.

The average length of stay in the region by overnight visitors was 3.3 nights.

Accommodation used in Alberta North - 2003
(N=2.5 Million Person Nights)



Activities on overnight trips

Overnight visitors to Alberta North participated in the following activities while travelling in Canada: visiting friends/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 North? The largest proportion (39%) of all overnight person visits took place between July and September, while almost one quarter (24%) took place in the second quarter. Another 20% took place between January and March, and the remaining 17% of the overnight visits took place between October and December.

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 and 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).