

Tourism in Alberta North

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

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

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Introduction

Whether to see their friends and relatives, for business or for pleasure, more than 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 \$315 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 North Tourism Destination Region. For more information on tourism in Alberta, please contact Alberta Economic Development.²

Alberta North: 2004 Overview

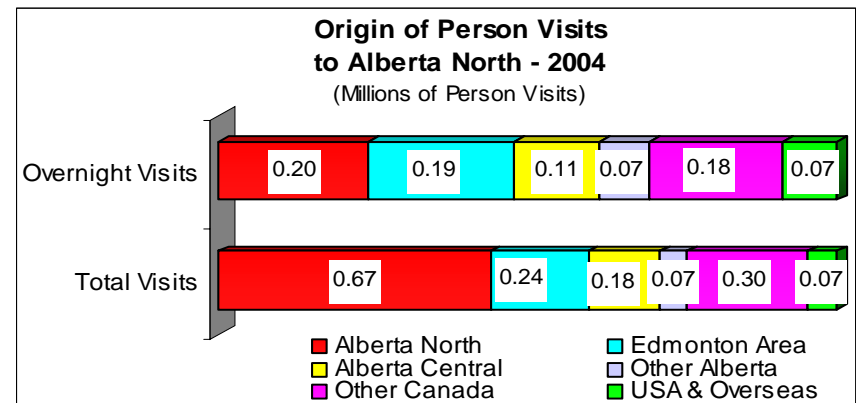
- Alberta North received over eight per cent of total person visits to Alberta.
- Almost 6% of American person visits and just over one per cent of overseas person visits to Alberta were to locations in Alberta North.
- The region was responsible for 7% of Alberta's total tourism revenues.

Comparison of Tourism Numbers - 2004			
(millions)	Alberta North	Total Alberta	North % of Alberta
Number of Visitors			
Overnight Person Visits	0.81	11.13	7.3
Total Person Visits	1.51	18.33	8.2
Origin of Visitors			
Alberta	1.14	13.32	8.6
Other Canada	0.30	3.22	9.3
United States	0.06	1.03	5.8
Overseas	0.01	0.77	1.4
Revenues	\$315	\$4,506	7.0

Note: 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 (95%) of the 1,512,000 person visits in Alberta North were made by Canadians. Most (76%) of these person trips were made by Albertans, while BC visitors accounted for 15%.

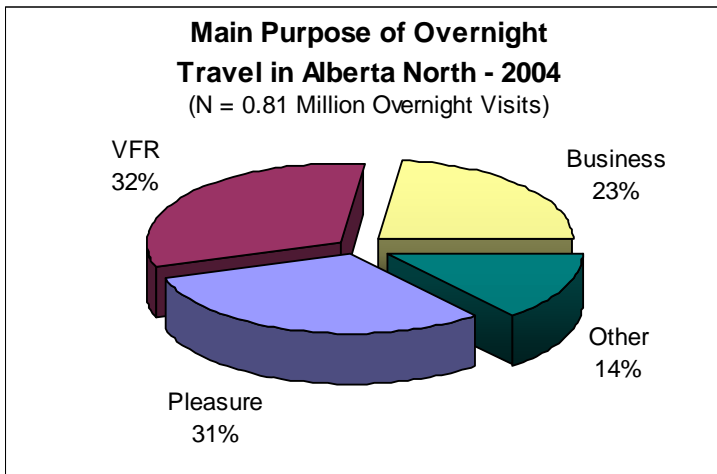


Overnight visits: Overnight visits to Alberta North totalled 814,000 person visits, accounting for 54% of all visits to the region. The majority (70%) of these trips were by Albertans, while BC residents accounted for 12%.

Overnight visits by Albertans were primarily by residents of Alberta North (24% of all overnight person visits), Edmonton & Area (24%) and Alberta Central (14%).

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 32%. Pleasure trips rated second, accounting for 31%, followed by business trips at 23%.

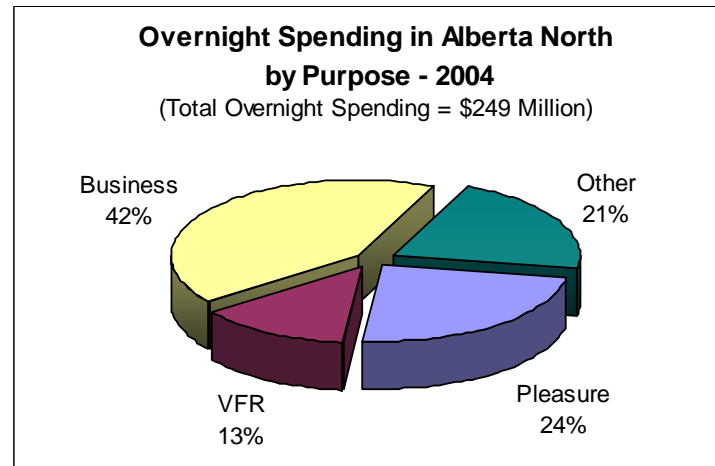


Spending in Alberta North

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, \$315 million was spent in Alberta North. Canadians spent \$244 million (77% of all expenditures in the region), while non-Canadian visitors spent \$71 million (23%).

Business trips accounted for 42% of all overnight trip expenditures in the region, followed by pleasure trips (24%) and trips to visit friends and relatives (13%).



Length of stay in region: Same-day trips to Alberta North accounted for 21% of all money spent in the region (\$66 million). Spending by visitors staying one or more nights totalled \$249 million or 79% of all money spent in the region.

When spending took place: The largest proportion of all visitor expenditures in the region (37%) were spent in the third quarter (July to September). The second quarter (April to June) accounted for an additional 22%. Another one-fifth (21%) of expenditures in the region were made between January and March. The remaining 20% of spending took place in the fourth quarter (October to December).

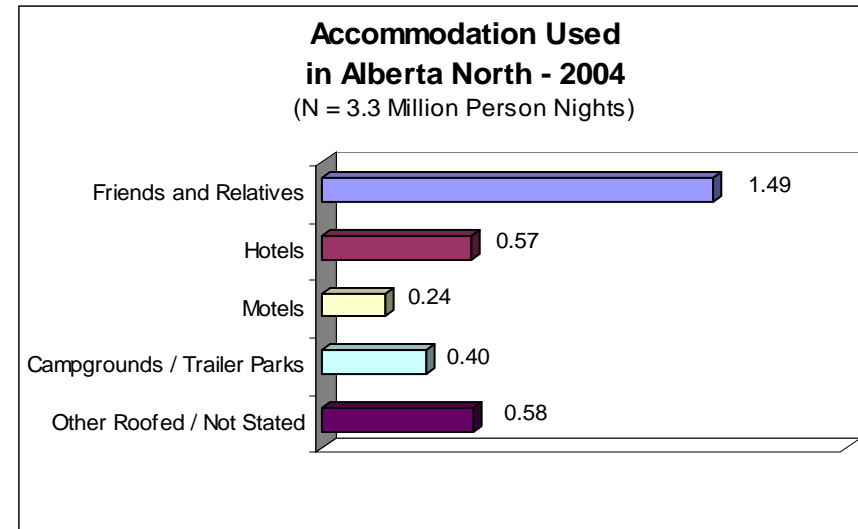
Overnight spending: Of the \$249 million spent in the region by overnight visitors, 29% (\$71 million) was spent on accommodation and 24% (\$60 million) was spent on vehicle operations/car rental. Fifty-six million dollars (23%) was spent on food and beverage, and 13% (\$32 million) on retail purchases. Recreation/entertainment accounted for almost 10% (\$24 million), and the remaining two per cent* (\$6 million) was spent on public/local 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, eight per cent (3.3 million person nights) were spent in Alberta North. Almost half (46%) of the person nights in the region were spent at the homes of friends and relatives. Hotels accounted for 17% of the person nights and camping accounted for an additional 12%. Seven per cent of the person nights spent in the region were spent in motels.

Of the nights spent in the region, Canadians spent 89%.

The average length of stay in the region by overnight visitors was 4.0 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 (37%) of all overnight person visits took place between July and September, while more than one-quarter (27%) took place in the fourth quarter (October to December). Another 19% took place between April and June, and the remaining 17% of the overnight visits took place between January and 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).