

Tourism in Canadian Rockies

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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Introduction

Whether to see their friends and relatives, for business or for pleasure, over 3.0 million person visits were made to destinations within Canadian Rockies by Albertans, other Canadians and visitors from the US and overseas. The trips included day trips and overnight trips. Tourism generated \$1.048 billion 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 Canadian Rockies Tourism Destination Region. For more information on tourism in Alberta, please contact Alberta Economic Development.²

Canadian Rockies: 2004 Overview

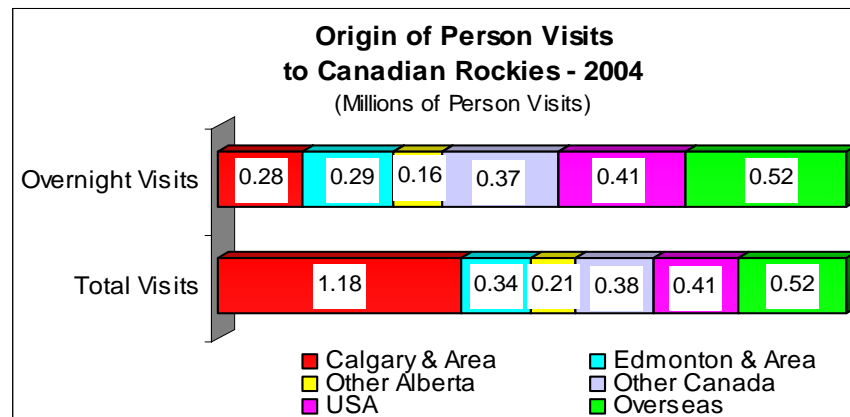
- Canadian Rockies received almost 17% of total person visits to Alberta.
- Sixty-eight per cent of overseas person visits and 40% of American person visits to Alberta were to locations in Canadian Rockies compared to 13% of person visits by Alberta residents.
- The region was responsible for 23% of Alberta’s total tourism revenues.

Comparison of Tourism Numbers - 2004			
(millions)	Canadian Rockies	Total Alberta	Rockies % of Alberta
Number of Visitors			
Overnight Person Visits	2.03	11.13	18.2
Total Person Visits	3.04	18.33	16.6
Origin of Visitors			
Alberta	1.73	13.32	13.0
Other Canada	0.38	3.22	11.8
United States	0.41	1.03	39.8
Overseas	0.52	0.77	67.5
Revenues	\$1,048	\$4,506	23.3

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

Who Travels in Canadian Rockies?

All trips, all purposes: The majority (69%) of the 3,044,000 person visits in Canadian Rockies were by Canadians. More than half (57%) of all person visits were by Albertans, while overseas visitors accounted for 17% and US visitors 13%.



More than one-third (39%) of all person visits in this region were by residents of Calgary & Area, followed by Edmonton & Area (11%).

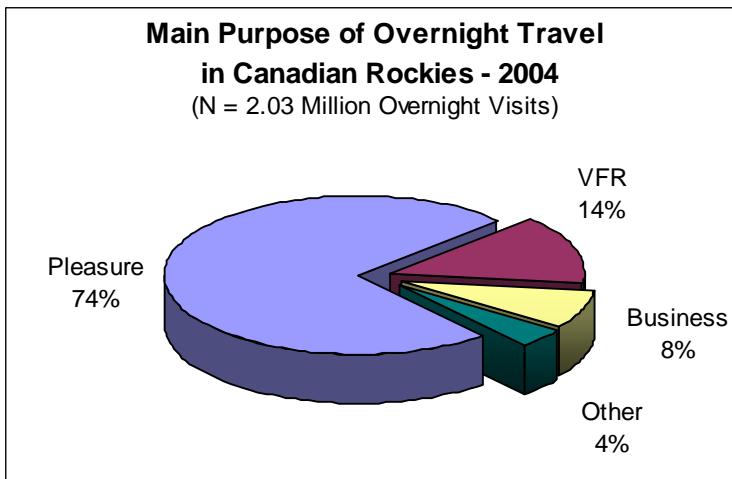
Overnight visits: Overnight visits to Canadian Rockies totalled over 2.0 million person visits, accounting for 67% of all visits to the region. The largest proportions of these trips (36%) were by Albertans, while overseas visitors accounted for 26% and US visitors 20%.

Overnight visits by Albertans were primarily by residents of Edmonton & Area (15% of all overnight person visits) and Calgary & Area (14%).

The largest proportion of US visitors was from the Pacific Census Division (four per cent of overnight person visits), followed by residents of the South Atlantic Division (three per cent)*. Visitors from the UK made up eight per cent and visitors from Japan made up three per cent* of overnight visitors.

Main Purpose of Overnight Travel

The most often reported purpose for a trip with an overnight visit in Canadian Rockies was pleasure trips (74%). Visiting friends and relatives (VFR) came second, with 14%.

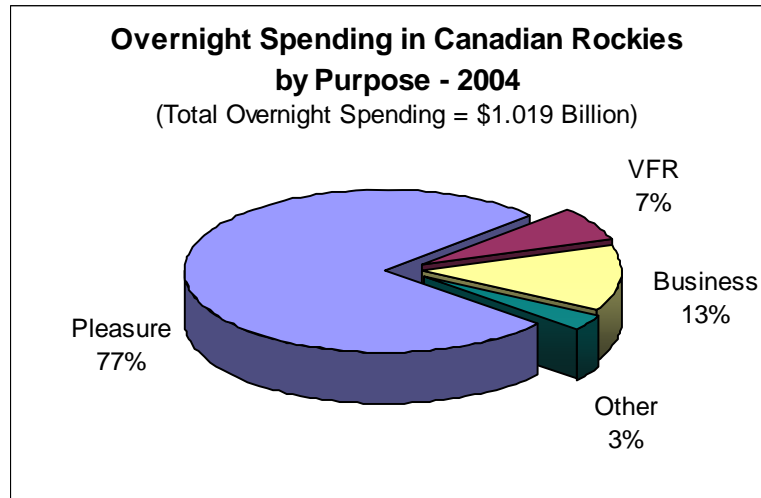


Spending in Canadian Rockies

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, \$1.048 billion was spent in Canadian Rockies. Canadians spent \$376 million (36% of all expenditures in the region), while overseas visitors spent \$400 million (38%) and American visitors \$272 million (26%).

Pleasure trips accounted for 77% of all overnight trip expenditures in the region, followed by business trips (13%) and trips to visit friends and relatives (seven per cent).



Length of stay in region: Same-day trips to Canadian Rockies accounted for only three per cent of all money spent in the region (\$29 million). Spending by visitors staying one or more nights totalled \$1.019 billion or 97% of all money spent in the region.

When spending took place: The largest proportion of all visitor expenditures in the region (44%) were spent in the third quarter (July to September). Almost one-quarter (24%) of expenditures in the region were made between April and June. The fourth quarter accounted for an additional 18%. The remaining 14% of spending took place in the first quarter (January to March).

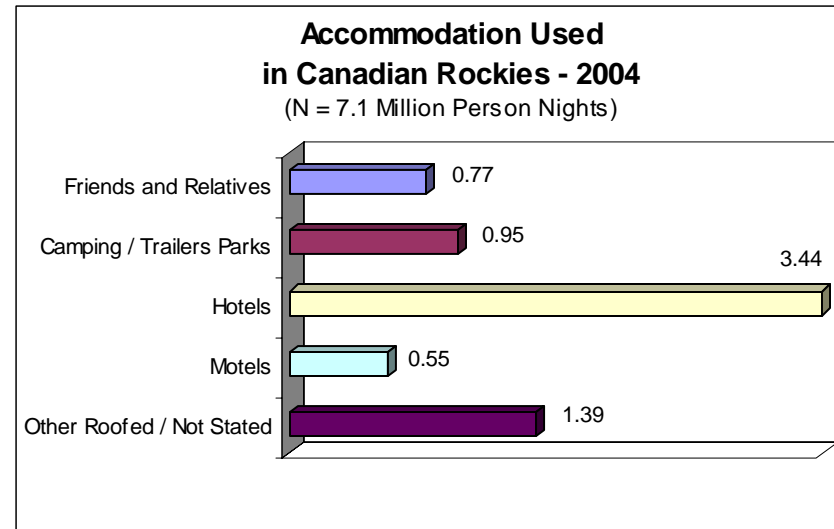
Overnight spending: Of the \$1.019 billion spent in the region by overnight visitors, \$414 million (41%) was spent on accommodations, while \$215 million (21%) was spent on food and beverage. Visitors spent 11% (\$117 million) on recreation/entertainment, 11% on retail purchases (\$115 million), and another 11% (\$108 million) on vehicle operations/car rental in the region. The remaining five per cent (\$50 million) was spent on local/public transportation.

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, 17% (7.1 million person nights) were spent in Canadian Rockies. Visitors stayed in hotels for 49% of the person nights spent in the region. Camping was the second most popular form of accommodation, accounting for 13% of nights spent in the region. Eleven per cent of person nights were spent with friends and relatives and another eight per cent in motels.

Canadians spent 44% of all the nights spent in the region, while overseas visitors spent 34% and US visitors 22%.

The average length of stay in the region by overnight visitors was 3.5 nights.



Activities on Overnight Trips

Overnight visitors to Canadian Rockies participated in the following activities while travelling in Canada: visiting friends and relatives, attend cultural events, shop, sightseeing, take in nightlife/entertainment, visits to parks/historic sites and participation in outdoor sports/ activities.

Seasonality

When do people visit Canadian Rockies? The largest proportion of all overnight person visits (47%) took place between July and September, while close to one-quarter (24%) took place in the second quarter. Sixteen per cent of the overnight visits took place between October and December, and the remaining 13% 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).