

Tourism in Alberta South

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

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

Policy & Economic Analysis
Alberta Economic Development

January 2005



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Introduction

Whether to see their friends and relatives, for business or for pleasure, 2.4 million person visits were made to destinations within Alberta South by Albertans, other Canadians and visitors from the US and overseas. The trips included day trips and overnight trips. Tourism generated \$287 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 South Tourism Destination Region. For more information on tourism in Alberta, please contact Alberta Economic Development.²

Alberta South: 2003 Overview

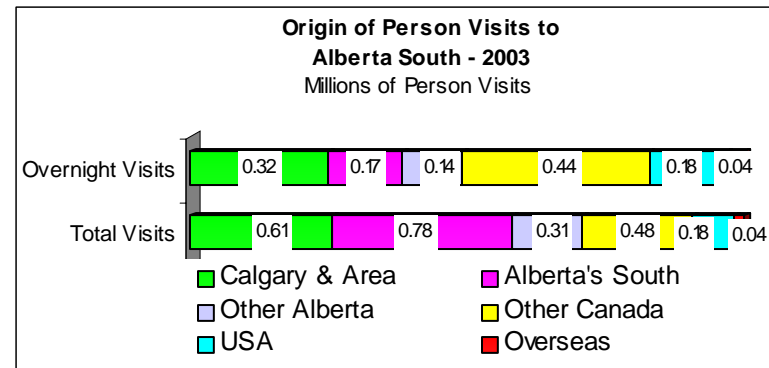
- Alberta South received 13% of total person visits to Alberta.
- Almost one-fifth (19%) of American person visits to Alberta were to locations in Alberta South compared to 13% for Albertans.
- The region was responsible for 7.3% of Alberta's total tourism revenues.

Comparison of Tourism Numbers			
(millions)	Alberta South	Total Alberta	South % of Alberta
Number of Visitors			
Overnight Person Visits	1.35	9.95	13.6%
Total Person Visits	2.39	17.89	13.4%
Origin of Visitors			
Alberta	1.69	13.23	12.8%
Other Canada	0.48	3.09	15.5%
United States	0.18	0.96	18.8%
Other International	0.04	0.61	6.6%
Revenues	\$287	\$3,929	7.3%

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

Who travels in Alberta South?

All trips, all purposes: The majority (91%) of the 2,389,000 person visits in Alberta South were by Canadians. Seventy-one per cent of all person trips were by Albertans, six per cent* by BC residents, and six per cent* by visitors from Saskatchewan. American visitors accounted for eight per cent of person visits to the region, and overseas visitors one per cent*.



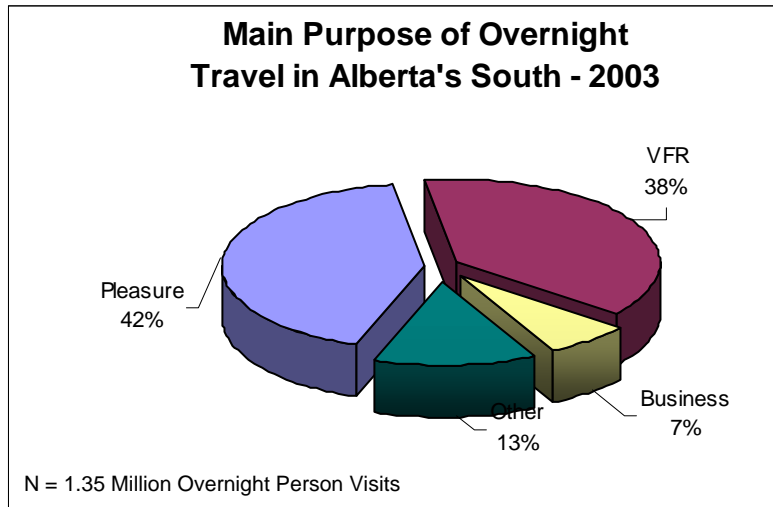
More than one half (58%) of all person trips in this region were either by residents of the region (32%) or residents of Calgary & Area (26%).

Overnight visits: Overnight visits to Alberta South totalled 1.35 million person visits, accounting for slightly more than one half (56%) of all visits to the region. The majority of these trips (55%) were by Albertans. Saskatchewan visitors accounted for nine per cent and B.C. visitors accounted for 12% of overnight visits, American visitors made up 13% (Montana two per cent*) and overseas visitors three per cent*.

Overnight visits by Albertans were primarily by residents of Calgary & Area (24% of all overnight person visits), Alberta South (13%) and Alberta Central (nine per cent).

Main purpose of overnight travel

The two most often reported purposes for a trip with an overnight visit in Alberta South were pleasure trips (42%) and trips to visit friends/relatives (VFR) (38%). Business travel was a distant third at seven per cent.

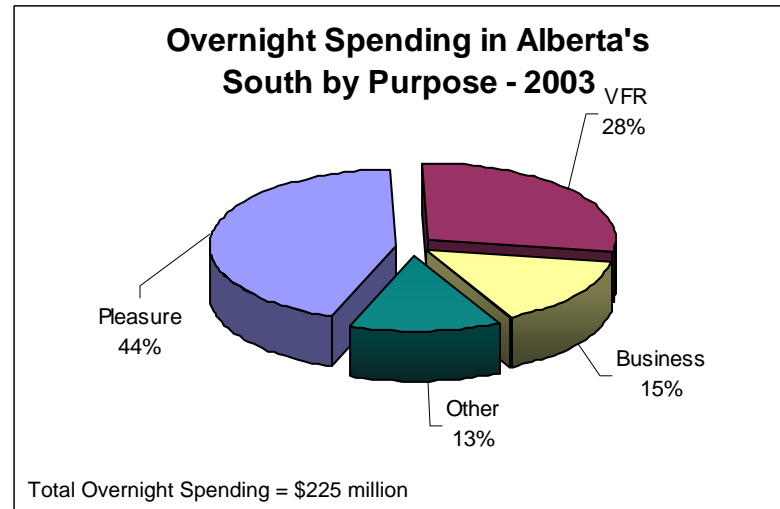


Spending in Alberta South

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, \$287 million was spent in Alberta South. Canadians spent \$236 million (82%) in the region, while American visitors spent \$39 million (14%) and overseas visitors \$13 million (four per cent)*.

Pleasure trips accounted for 44% of all overnight trip expenditures in the region, followed by trips to visit friends and relatives (28%) and business travel (15%).



*Interpret with caution due to small sample size

Length of stay in region: Same-day trips to Alberta South accounted for 22% of all money spent in the region (\$72 million). Spending by visitors staying one or more nights totalled \$225 million or 78% of all money spent in the region.

When spending took place: The largest proportion of all visitor expenditures in the region (39%) were spent in the third quarter (July to September). Just over one quarter (24%) of expenditures in Alberta South were made between October and December. The second quarter accounted for an additional 23%. The remaining 14% of spending took place in the first quarter (January to March).

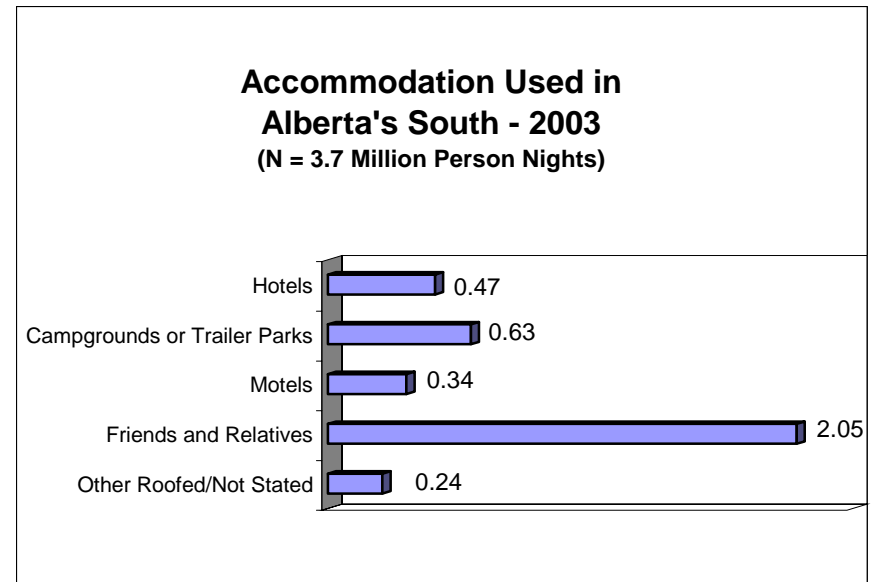
Overnight spending: Of the \$225 million spent in the region by overnight visitors, \$59 million (26%) was spent on food and beverages, and a similar amount (\$58 million or 26%) was spent on vehicle operations/car rental. Visitors spent 24% (\$53 million) on accommodation in the region, 15% (\$34 million) on retail purchases and eight per cent (\$19 million) on recreation/entertainment. The remaining one per cent* (\$2 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, ten per cent (3.7 million person nights) were spent in Alberta South. Visitors stayed with friends or relatives for 55% of the person nights spent in the region. Camping was also popular, with 17% of person nights in the region spent in campgrounds/trailer parks. Thirteen per cent of person nights were spent in hotels, and nine per cent in motels.

Of the nights spent in the region, Canadians spent 83%, US visitors 11% and overseas visitors six per cent.

The average length of stay in the region by overnight visitors was 2.8 nights.



Activities on overnight trips

Overnight visitors to Alberta South 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 Alberta South? The largest proportion of all overnight person visits (36%) took place between July and September, and 26% between October and December. One quarter (24%) of the overnight trips took place in the second quarter (April to June) and the remaining 14% 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 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).