

Frequently Requested Alberta Tourism Statistics



May 2009

Government of Alberta ■
Tourism, Parks and Recreation

Alberta Tourism Indicators

Person Trips to Alberta by Visitor Origin*(Thousands)

Year	Alberta	Other Canada	USA	Other International	Total Person Trips	% Change from Prev Yr
1996	15,001	2,601	1,041	806	19,449	n.a.
1997	15,697	2,685	1,010	630	20,022	+2.9%
1998	18,207	3,092	1,084	750	23,133	+15.5%
1999	18,365	3,197	1,025	806	23,392	+1.1%
2000	17,347	3,294	1,069	827	22,537	-3.7%
2001	18,045	3,740	1,010	854	23,649	+4.9%
2002	16,515	3,411	1,073	773	21,772	-7.9%
2003	13,234	3,086	962	613	17,895	-18.8%
2004	13,317	3,219	1,026	768	18,330	+2.4%
2005**	13,650	3,348	957	798	18,753	+2.3%
2006	15,452	2,402	935	772	19,561	+4.3%
2007	17,854	2,700	929	793	22,276	+13.9%

Source: Statistics Canada, Travel Survey of Residents of Canada, International Travel Survey, Canadian Travel Survey

* Person trips for Canadians include day trips and overnight trips. Person trips for residents of the USA and other countries are based on trips where 1+ nights were spent in the province.

** 2005 data for Canadian provinces are estimates, 2005 international data are confirmed (actual).

Due to a change in methodology in data collection by the Canadian Travel Survey, total person visits for 2000 and subsequent years are not comparable to previous years. In 2005, the Canadian Travel Survey was replaced with the Travel Survey of Residents of Canada.

Estimated Tourism Receipts (\$ millions) by Visitor Origin*

Year	Alberta	Other Canada	USA	Other International	Total Receipts	% Change from Prev Yr
1996	1,700	654	577	577	3,452	n.a.
1997	2,071	706	476	476	3,747	+8.5%
1998	2,145	885	626	564	4,220	+12.6%
1999	2,244	909	646	647	4,446	+5.4%
2000	2,373	1,062	714	714	4,863	+9.4%
2001	2,681	1,262	716	735	5,364	+10.3%
2002	2,889	1,192	656	711	5,447	1.5%
2003	2,089	1,001	675	569	4,334	-20.4%
2004	2,326	1,154	765	713	4,958	+14.4%
2005**	2,477	1,229	624	796	5,126	+3.4%
2006	2,495	1,241	664	754	5,154	+0.6%
2007	2,968	1,225	636	808	5,637	+9.4%

Source: Statistics Canada, Travel Survey of Residents of Canada, International Travel Survey, Canadian Travel Survey

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Distribution of Person Trip Origins 2007*

Other Canada (n=2,700,000)		United States (n=929,000)		Other International (n=793,000)	
British Columbia	39%	Pacific	26%	United Kingdom	29%
Saskatchewan	31%	Mountain	18%	Japan	9%
Ontario	16%	Middle/South Atlantic	20%	Germany	9%
Manitoba	8%	North Central	19%	The Netherlands	6%
		South Central	12%	Australia	6%
Other Canada	6%	Other U.S.	5%	Other countries	41%

* Person trips for Canadians include day trips and overnight trips. Person trips for residents of the USA and other countries are based on trips where 1+ nights were spent in the province.

** Interpret with caution due to small sample size;

Source: Statistics Canada, Travel Survey of Residents of Canada (2006), International Travel Survey

Accommodation Occupancy Rates (%)

Year	Calgary	Edmonton	Mountain Destinations (1)	Total Alberta
1996	69.0	60.2	75.5	65.9
1997	73.5	61.1	72.9	69.2
1998	73.9	61.9	74.6	68.5
1999	67.6	60.8	76.5	65.1
2000	65.6	62.0	73.1	64.8
2001	64.7	64.6	66.0	64.1
2002	64.9	72.9	67.0	65.2
2003	60.6	62.3	61.7	60.1
2004	64.7	62.0	66.0	62.9
2005	69.8	66.1	60.8	68.7
2006	74.3	71.7	61.9	72.0
2007	74.2	75.0	63.2	71.8
2008	71.8	73.4	59.8	68.5

(1) Mountain Destinations up to 2004 includes Jasper, Banff and Lake Louise

(2) Mountain Destinations in 2005 includes Jasper, Banff, Lake Louise, Canmore and Kananaskis.

Sources: 1990-1992 Pannell Kerr Forster, 1993-1994 Price Waterhouse,
1995-1997 Economic Planning Group, 1998-2004 HVS International
2005 – 2008 Pannell Kerr Forster

Number of Visitors to Alberta's National Parks

Year	Banff National Park	Jasper National Park	Waterton Lakes National Park
1996	4,732,500	1,759,800	347,000
1997	4,057,700	1,812,700	370,700
1998	4,221,600	1,896,000	416,700
1999	4,634,300e	1,895,100	424,900
2000	4,659,800	1,960,200	416,700
2001	4,655,300	1,927,900	414,700
2002	4,724,000	1,959,000	406,100
2003	4,683,700	1,861,700	367,800
2004	2,771,800r	1,891,100	367,500
2005	3,164,900	1,908,000	364,900
2006	3,281,400	1,988,600	363,100
2007	3,334,200	2,039,100	383,300
2008	3,145,626	1,891,546	373,700

e = estimated

r = Parks Canada has revised this number since it was previously published

Source: Parks Canada.

Note: Visitor numbers for Banff and Jasper in 2004 are not directly comparable to numbers for previous years, due to a change in visitor count methodology.

Banff and Jasper National Park visitors do include group tours which are added in at the end of the year.

Direct Entries into Alberta (1+ Nights Visitors)

Year	US Residents	% Change from Previous Year	Residents of Other Countries	% Change from Previous Year
1996	527,900	+6.2%	249,800	+18.9%
1997	523,700	-0.8%	264,000	+5.7%
1998	577,600	+10.3%	271,300	+2.8%
1999	589,000	+2.0%	286,500	+5.6%
2000	596,100	+1.3%	284,800	-0.6%
2001	588,900	-1.2%	258,000	-9.4%
2002	604,100	2.8%	222,300	-13.8%
2003	590,000	-2.6%	216,300	-2.7%
2004	640,100	+8.0%	273,300	+26.3%
2005	612,400	-4.3%	294,400	7.7%
2006	597,800	-2.7%	287,900	-2.2%
2007	607,246	+1.6%	349,049	+21.2%
2008	596,587	-1.8%	354,582	+1.6%

Direct entries are non-Canadians who entered Canada through a Canada Customs port located in Alberta.
Source: Statistics Canada, catalogue #66-001-P