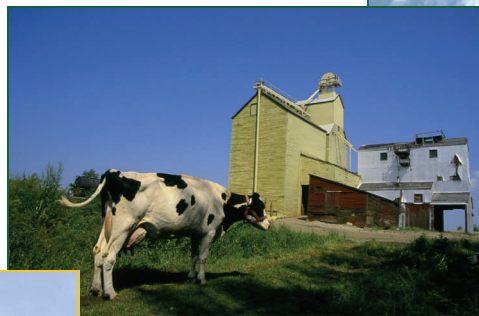
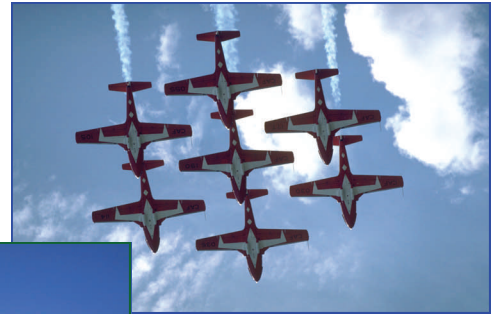


# Tourism in Alberta Central Tourism Destination Region



## A Summary of 2006 Visitor Numbers and Characteristics

November 2009

## **Introduction**

Whether to see their friends and relatives, for business, or for pleasure, 4.95 million person-visits were made in 2006 to destinations in the Alberta Central Tourism Destination Region (TDR) by residents of Alberta, other Canadians, visitors from the United States, and overseas visitors. This includes same day and overnight trips for Albertans and Other Canadians, and just overnight trips for U.S. and overseas visitors.

To better understand the size and characteristics of these visitors, Alberta Tourism, Parks and Recreation commissioned Research Resolutions & Consulting to prepare a special analyses of the 2006 Travel Survey of Residents of Canada (TSRC) and the 2006 International Travel Survey (ITS) that are both conducted by Statistics Canada. These consumer surveys provide tourism information for travel in Alberta by Canadians and trips to the province made by U.S. and overseas visitors.

This summary highlights key findings only. For more information on tourism in Alberta, please contact Alberta Tourism, Parks and Recreation.

## **Alberta Central Tourism Destination Region: 2006 Overview**

In 2006, the Alberta Central TDR received 25% of the total person-visits to Alberta. Residents of Alberta to the Alberta Central TDR accounted for 29% of the total person-visits to Alberta. Other Canadians to the Alberta Central TDR accounted for 15%, visitors from the United States accounted for 6% and overseas visitors to the Alberta Central TDR accounted for 5% of the total person-visits to Alberta.

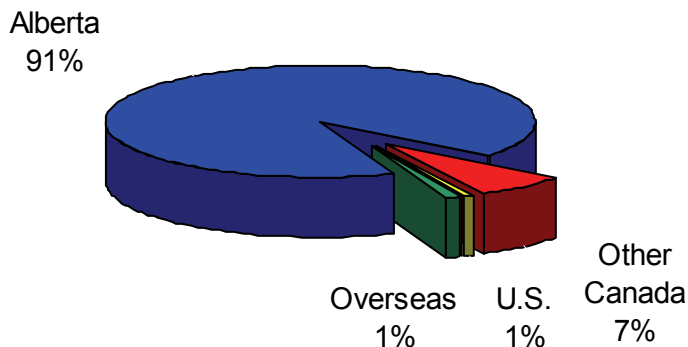
<b>Comparison of Tourism Numbers— 2006</b>			
	Alberta Central Tourism Destination Region	Total Alberta	Alberta Central Tourism Destination Region % of Alberta
<b>Number of Visitors Millions</b>			
Overnight Person-Visits	2.24	10.25	22%
Total Person-Visits	4.95	19.56	25%
<b>Origin of Visitors</b>			
Alberta	4.51	15.45	29%
Other Canada	0.35	2.40	15%
United States	0.06	0.94	6%
Overseas	0.04	0.77	5%

Note: The reader is reminded that travellers to Alberta could visit more than one Tourism Destination Region during their trip.

## Who Travels to the Alberta Central Tourism Destination Region?

**All trips:** In 2006, the Alberta Central TDR received 25% (4.95 million) of all the person-visits to Alberta. Of the 4.95 million person-visits, 4.51 million (91%) were by Albertans. Another 346,500 person-visits (7%) were by residents of other parts of Canada. Of the remaining 93,500 person-visits (2%), 1% came from the U.S. and 1% arrived from overseas. Visitors from the United States accounted for 57,500 and visitors from overseas accounted for 36,000 overnight person-visits to the Alberta Central TDR. Visitors from the Edmonton and Area TDR accounted for 35% of the person-visits made to the Alberta Central TDR. Residents of the Alberta Central TDR accounted for 34% and visitors from the Calgary and Area TDR accounted for 17% of the person-visits made to the Alberta Central TDR.

**Origin of Person-Visits in Alberta Central Tourism Destination Region in 2006**  
(N = 4.95 Million Person-Visits)

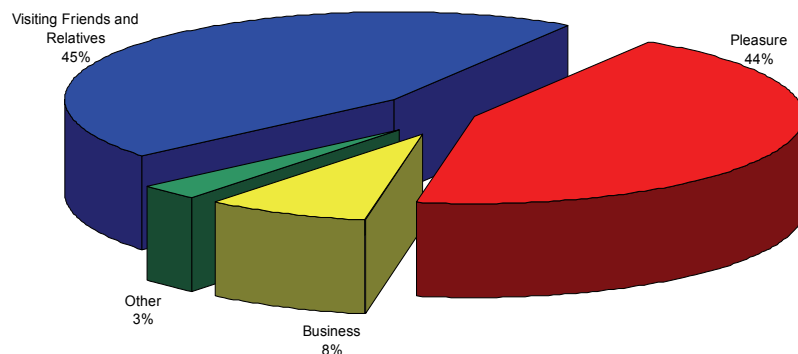


**Overnight trips:** Approximately 45% of all visits in the Alberta Central TDR included at least one overnight stop, yielding 2.24 million overnight person-visits in 2006. Residents of the Edmonton and Area accounted for 35% of all overnight travel to the Alberta Central TDR. This was followed by the visitors from the Alberta Central TDR (21%) and the Calgary and Area TDR (20%).

## Main Purpose of Overnight Travel

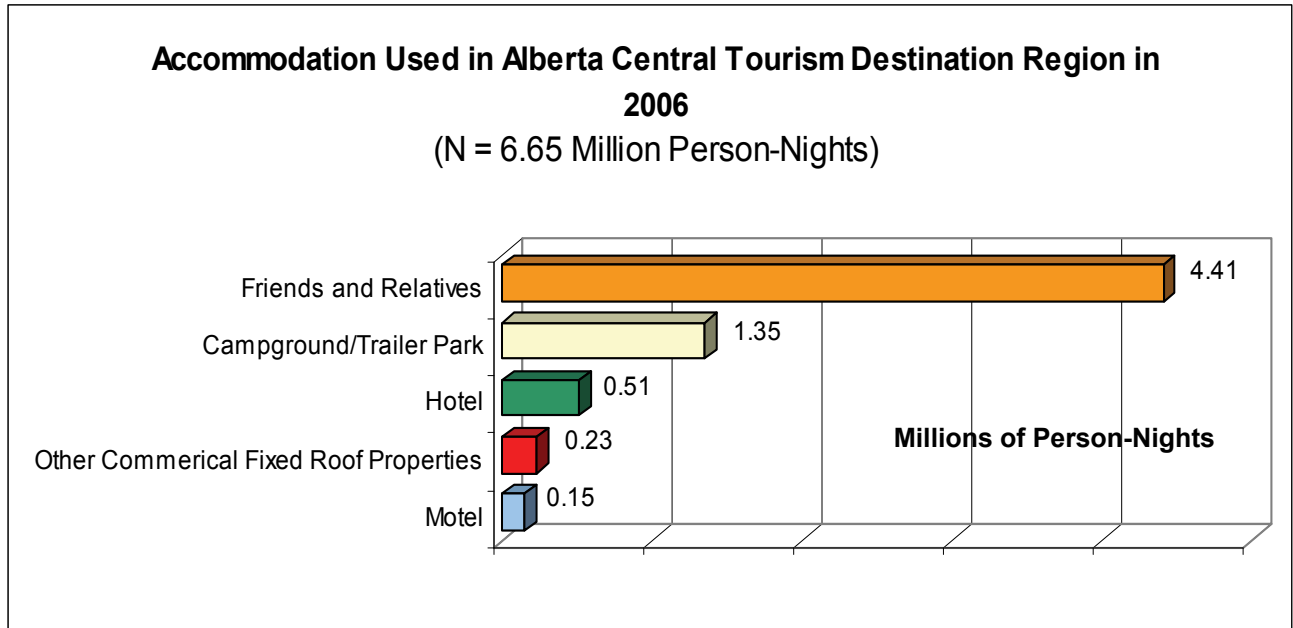
Overnight visits to the Alberta Central TDR totalled 2.24 million person-visits in 2006. Approximately 45% of the overnight visitors to the Alberta Central TDR stated that the main purpose of their trip was for visiting friends and relatives. Forty-four per cent of the visitors to the Alberta Central TDR stated pleasure as the main purpose of their trip, 8% stated business as their main purpose and 3% stated other reasons.

**Main Purpose of Overnight Trip to Alberta Central Tourism Destination Region in 2006**  
(N = 2.24 Million Overnight Visits)



## **Accommodation in the Alberta Central Tourism Destination Region**

Over the course of 2006, visitors spent 39.13 million person-nights in Alberta. Of these, 17% (6.65 million person-nights) were spent in the Alberta Central TDR. Sixty-six per cent of these person-nights (4.41 million) were spent in homes of friends and relatives. Twenty per cent (1.35 million person-nights) was spent in campgrounds/trailer parks, 9% was spent in hotels, 3% was spent in other commercial fixed roof properties and 2% of the person-nights in the Alberta Central TDR were spent in motels.



## **Average Length of Stay**

The average length of stay for all visitors to the Alberta Central TDR, which includes Albertans, other Canadians, visitors from the United States and overseas, is 3.0 nights. Although Albertans

<b>Average Length of Stay in the Alberta Central Tourism Destination Region in 2006</b>	
All Visitors	<b>3.0</b>
Canada	2.8
Alberta	2.7
B.C.	4.1
Saskatchewan	3.0
Ontario	2.8
United States	4.2
Overseas	10.7

are the biggest market for the Alberta Central TDR, they have the shortest average length of stay at 2.7 nights. The longest average length of stay is attributed to overseas visitors with 10.7 nights on average for each visit. Visitors from the United States followed with 4.2 nights per trip and visitors from British Columbia followed closely behind, with an average stay of 4.1 nights. Visitors from Saskatchewan stayed an average 3.0 nights in the Alberta Central TDR.

## Seasonality

Visitation to the Alberta Central TDR is at its highest in the third quarter (July, August and September) with 35% of the overnight person-visits occurring at this time. This is followed with 25% visiting during the second quarter (April, May and June) and 25% visiting during the fourth quarter (October, November and December). Finally, visitation to the Alberta Central TDR is at its lowest during the first quarter (January, February and March), with 15% of the total overnight person-visits occurring during this time.

### Calendar Quarter of Overnight Visits in Alberta Central Tourism Destination Region in 2006

	January - March	April - June	July - September	October - December
All Overnight	15%	25%	35%	25%
By Market				
Alberta	15%	24%	36%	25%
Other Canada	16%	28%	27%	29%
United States	5%	22%	45%	28%
Overseas	8%	28%	56%	8%

Thirty-six per cent of the person-visits from **Alberta** to the Alberta Central TDR occur in the third quarter (July, August and September). Another 25% of the person-visits made by Albertans occur in the fourth quarter (October, November and December). Twenty-nine per cent of the person-visits from **other parts of Canada** are made to the Alberta Central TDR in the fourth quarter (October, November and December). Another 28% of the person-visits from other parts of Canada are made in the second quarter (April, May and June) and 27% of the person-visits from Other Canada to the Alberta Central TDR occur in the third quarter (July, August and September). Just over half (56%) of all person-visits made by **overseas** visitors to the Alberta Central TDR occur in the third quarter (July, August and September). Forty-five per cent of the person-visits made to Alberta Central TDR from the **United States** occur in the third quarter (July, August and September) and 28% occur in the fourth quarter (October, November and December).

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