

# ***Tourism in Edmonton & Area***

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

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

Policy & Economic Analysis  
Alberta Economic Development

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## TOURISM IN EDMONTON & AREA

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

#### Introduction

Whether to see their friends and relatives, for business or for pleasure, almost 4.4 million person visits were made to destinations within Edmonton & Area by Albertans, other Canadians and visitors from the US and overseas. The trips included day trips and overnight trips. Tourism generated \$1.032 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.<sup>1</sup>

This report highlights travel in the Edmonton & Area Tourism Destination Region. For more information on tourism in Alberta, please contact Alberta Economic Development.<sup>2</sup>

#### Edmonton & Area: 2004 Overview

- Edmonton & Area received 24% of total person visits to Alberta.
- More than one-third (37%) of American person visits and 22% by Albertans were to locations in Edmonton & Area compared to 17% for overseas residents.
- The region was responsible for 23% of Alberta's total tourism revenues.

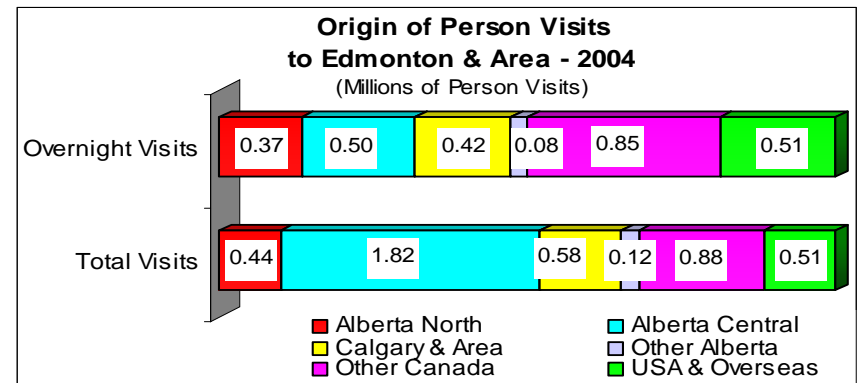
#### Comparison of Tourism Numbers - 2004

(millions)	Edmonton & Area	Total Alberta	Edmonton % of Alberta
Number of Visitors			
Overnight Person Visits	2.73	11.13	24.5
Total Person Visits	4.35	18.33	23.7
Origin of Visitors			
Alberta	2.96	13.32	22.2
Other Canada	0.88	3.22	27.3
United States	0.38	1.03	36.9
Overseas	0.13	0.77	16.9
Revenues	\$1,032	\$4,506	22.9

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

#### Who Travels in Edmonton & Area?

**All trips, all purposes:** The majority (88%) of the 4,353,000 person visits in Edmonton & Area were made by Canadians. Just over two-thirds (68%) of the person trips were made by Albertans, while BC and Saskatchewan visitors accounted for seven per cent and six per cent, respectively.



Non-Canadian visitors accounted for 12% of person visits to the region (US visitors nine per cent and overseas visitors three per cent).

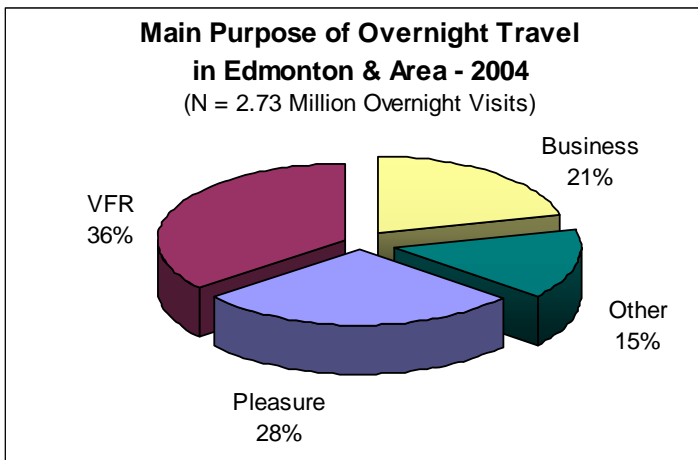
Forty-two per cent of all person trips in this region were by residents of Alberta Central, followed by Calgary & Area (13%) and Alberta North (10%).

**Overnight visits:** Overnight visits to Edmonton & Area totalled over 2.7 million person visits, accounting for 63% of all visits to the region. Fifty per cent of these trips were by Albertans, while BC residents accounted for 11% and Saskatchewan residents eight per cent. US visitors accounted for 14% of overnight person visits and overseas visitors five per cent.

Overnight visits by Albertans were primarily by residents of Alberta Central (18% of all overnight person visits), Calgary & Area (16%) and Alberta North (14%).

**Main Purpose of Overnight Travel**

The most often reported purpose for a trip with an overnight visit in Edmonton & Area was to visit friends and relatives (VFR) (36%). Pleasure trips rated second, accounting for 28% and business trips rated third, at 21%.

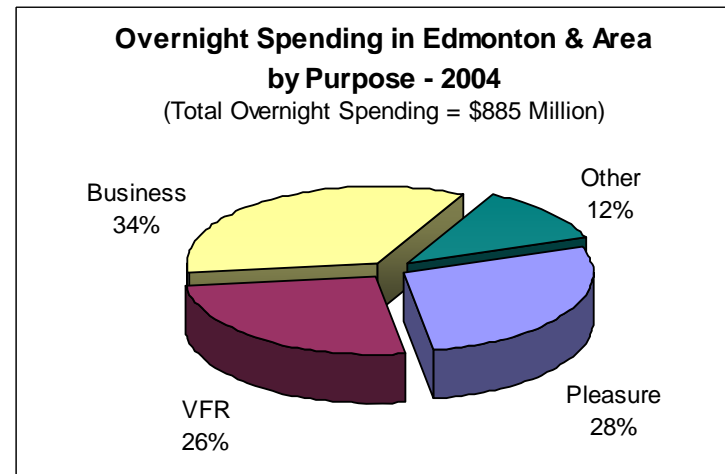


**Spending in Edmonton & Area**

**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 Canada. 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, \$1.032 billion was spent in Edmonton & Area. Canadians spent \$726 million (70% of all expenditures in the region), while American visitors spent \$232 million (23%) and overseas visitors \$74 million (7%).

Business trips accounted for 34% of all overnight trip expenditures in the region, followed by pleasure trips (28%) and trips to visit friends and relatives (26%).



**Length of stay in region:** Same-day trips to Edmonton & Area accounted for 14% of all money spent in the region (\$147 million). Spending by visitors staying one or more nights totalled \$885 million or 86% of all money spent in the region.

**When spending took place:** The largest proportion of all visitor expenditures in the region (31%) occurred in the fourth quarter (October to December). Just over one-quarter (27%) of expenditures in the region were made between July and September. The second quarter accounted for an additional 23% (April to June). The remaining 19% of spending took place in the first quarter (January to March).

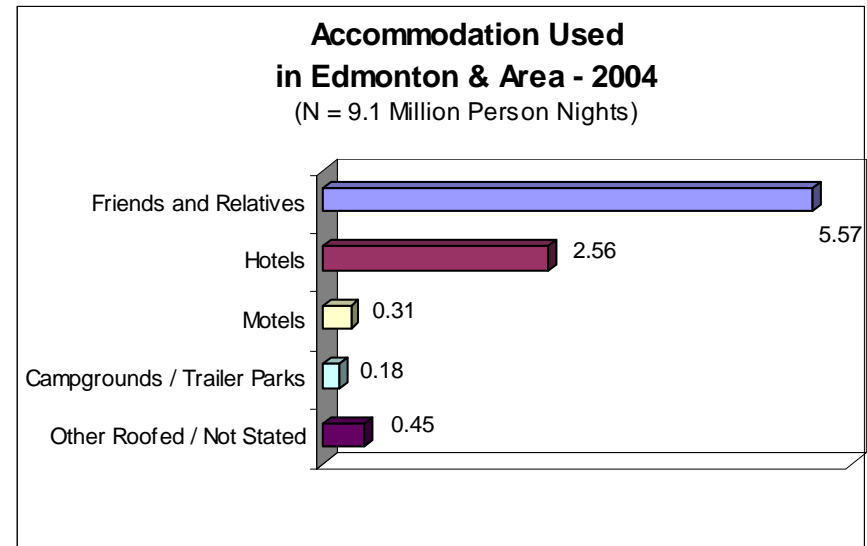
**Overnight spending:** Of the \$885 million spent in the region by overnight visitors, \$236 million (27%) was spent on accommodations, while \$225 million (25%) was spent on food and beverage. Visitors spent 19% on retail purchases in the region (\$165 million), 17% (\$149 million) on vehicle operations/car rental, and ten per cent (\$85 million) on recreation/entertainment. The remaining three per cent\* (\$25 million) was spent on public/local 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, 22% (9.1 million person nights) were spent in Edmonton & Area. The majority (61%) of the person nights in the region were spent at the homes of friends and relatives. Hotels accounted for 28% of the person nights, and three per cent\* were spent in motels. Camping also accounted for two per cent\* of nights spent in the region.

Of the nights spent in the region, Canadians spent the majority (71%), US visitors 17% and overseas visitors 12%.

The average length of stay in the region by overnight visitors was 3.3 nights.



**Activities on Overnight Trips**

Overnight visitors to Edmonton & Area 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 Edmonton & Area? Almost one-third (30%) of all overnight person visits took place between July and September, while 29% took place in the fourth quarter (October to December). More than one-fifth (22%) of the overnight visits took place between April and June, while the remaining 19% took place between January and March.

### Notes

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\* Interpret with caution due to small sample size.

<sup>1</sup> 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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<sup>3</sup> 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).