Calgary and Area TDR

Visitor Statistics 1998-2002

Pre-Summer Operator Survey 2004

Summer Travel Intentions 2004

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  - Source: CTS and ITS, Statistics Canada

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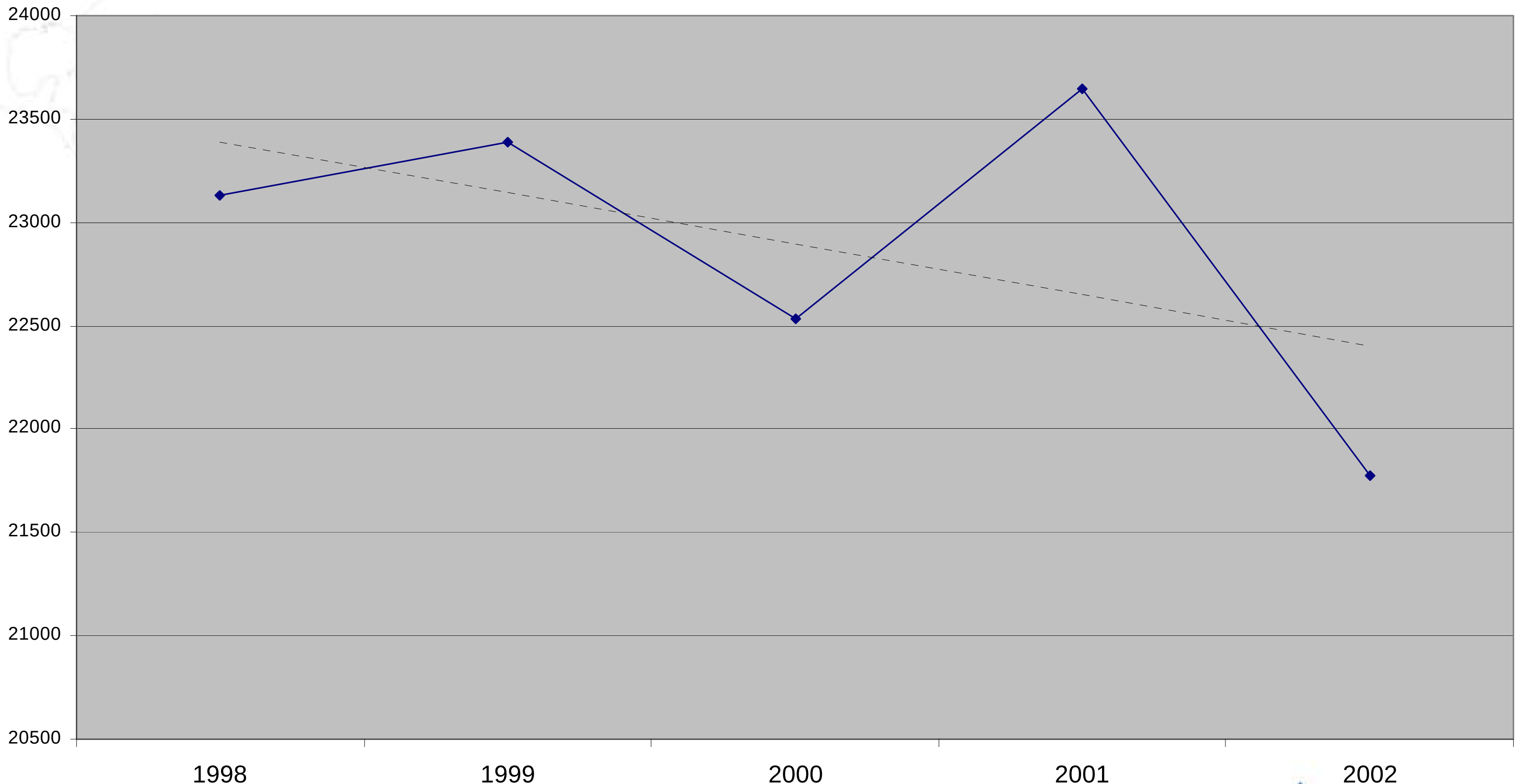
Total Visits to Alberta (000s)

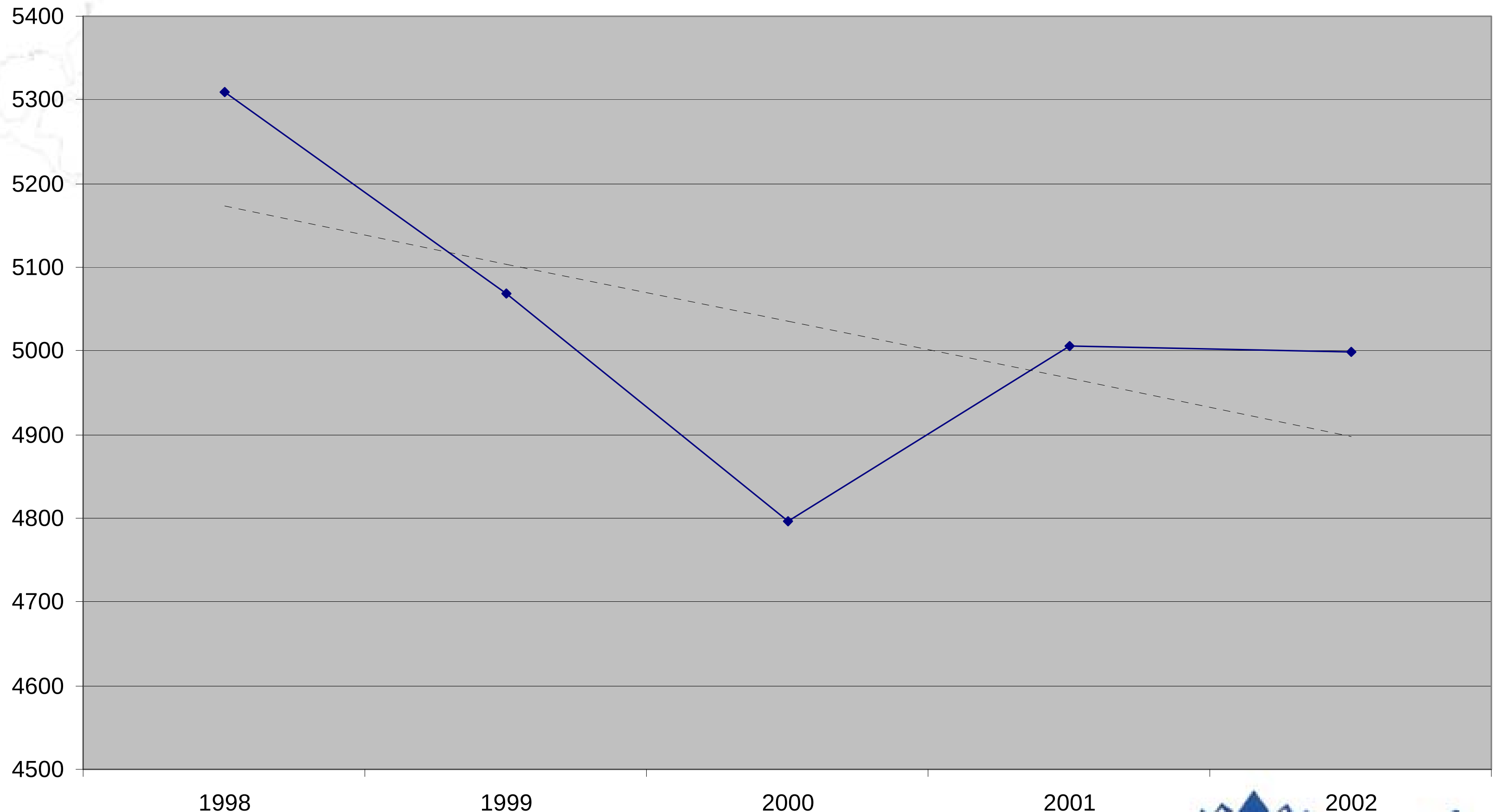
Total visits to Alberta have been declining over the past five year as indicated by the trend line (dotted line).



Person-visits are same-day and overnight for domestic visitors and overnight for international visitors.

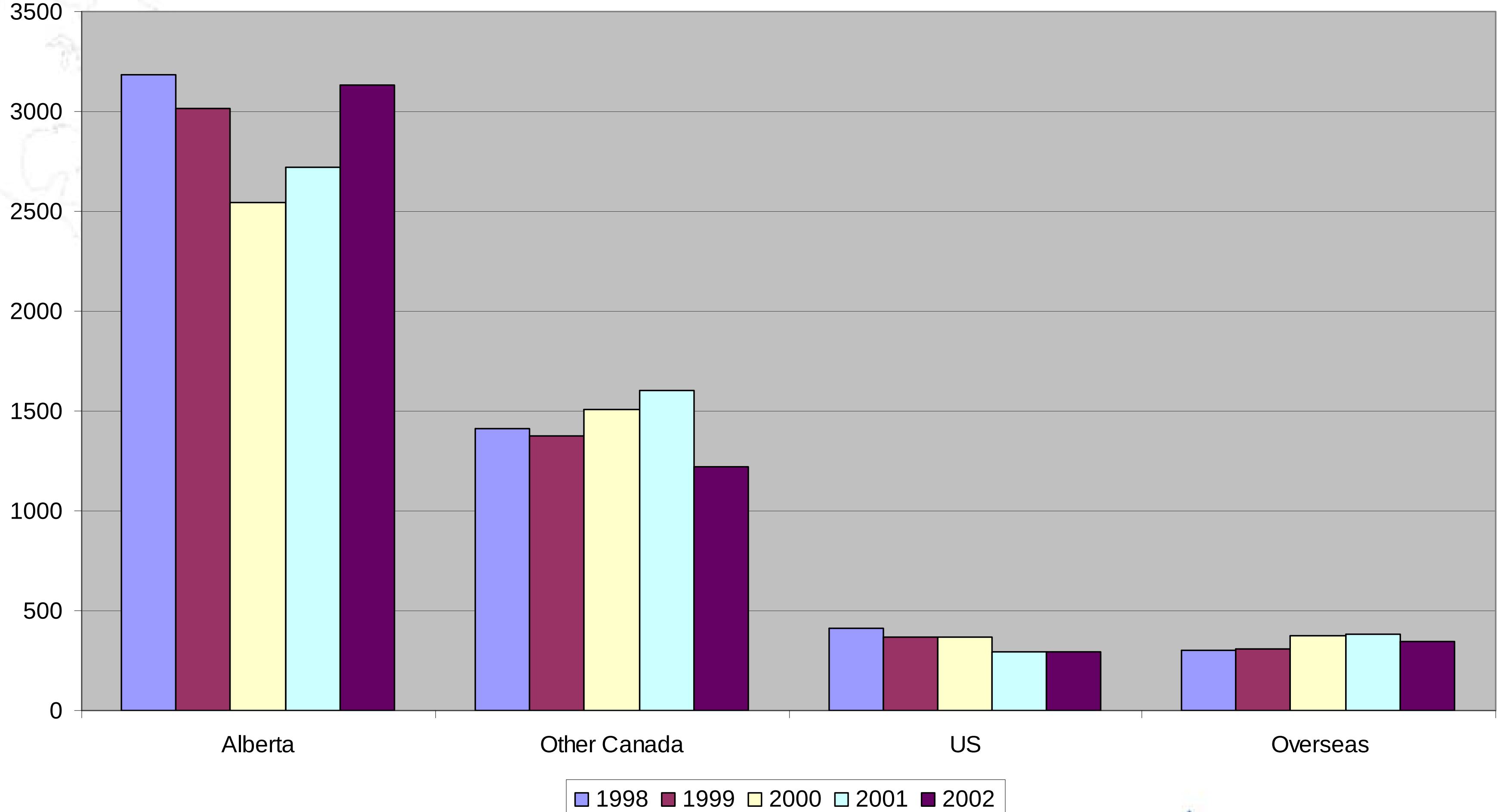
Total Visits to Calgary and Area TDR

Total visits to Calgary and Area TDR have been declining over the past five years as indicated by the trend line (dotted line). Numbers are in 000s.



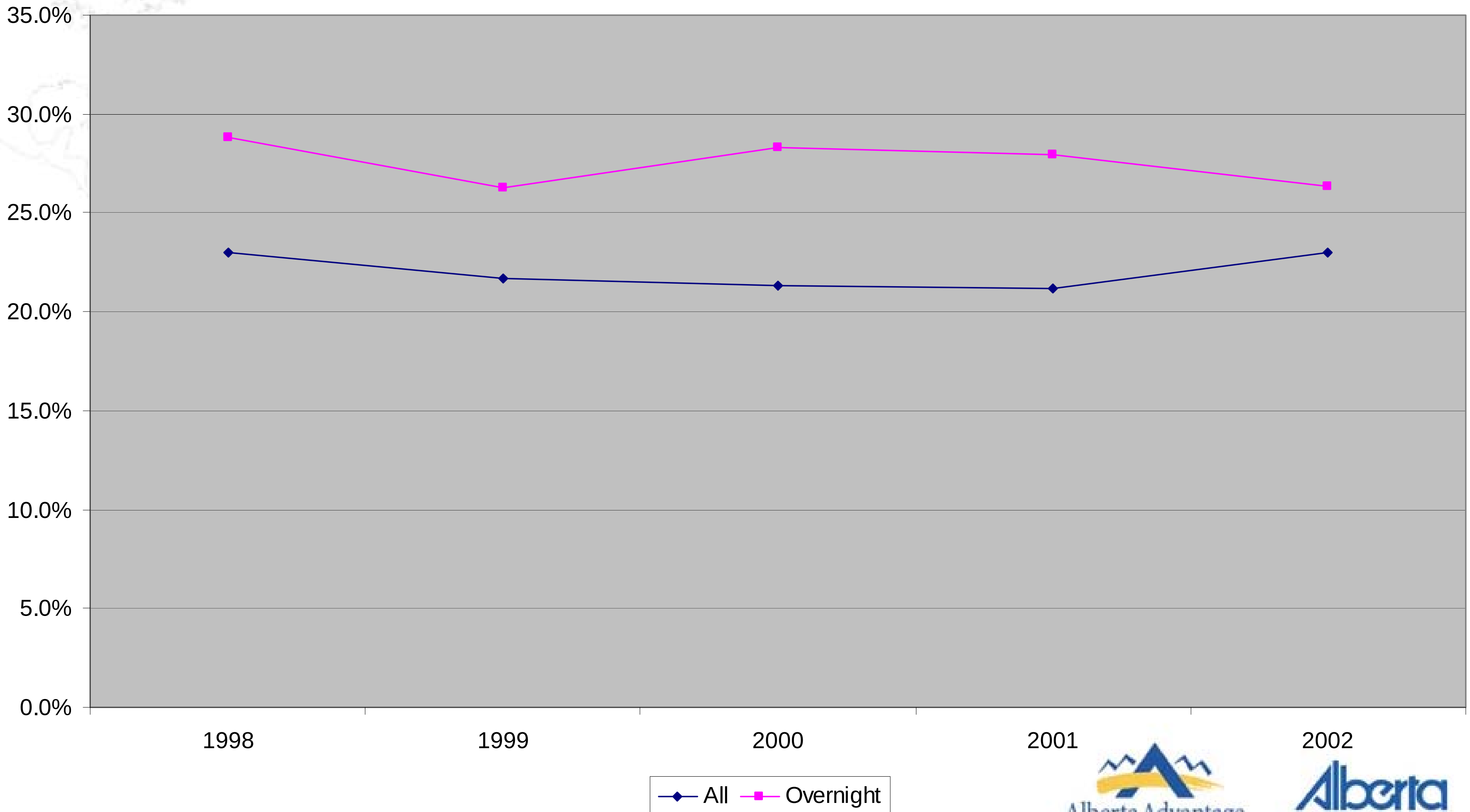
Person-visits are same-day and overnight for domestic visitors and overnight for international visitors.

Total Visits (000s) to Calgary and Area TDR by geo-region



Person-visits are same-day and overnight for domestic visitors and overnight for international visitors.

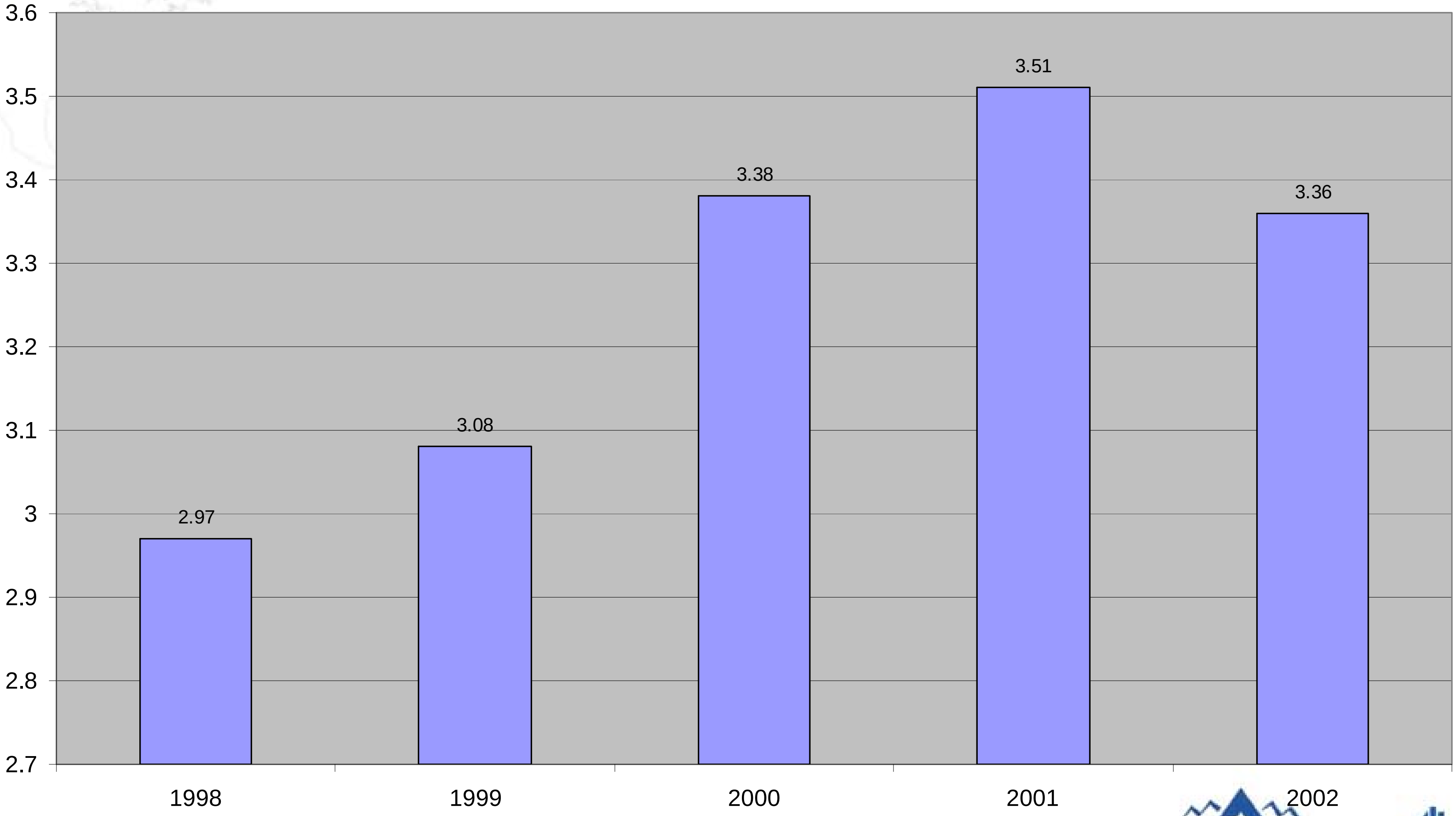
% of visits to and within Alberta that go to Calgary and Area TDR



Person-visits are same-day and overnight for domestic visitors and overnight for international visitors.

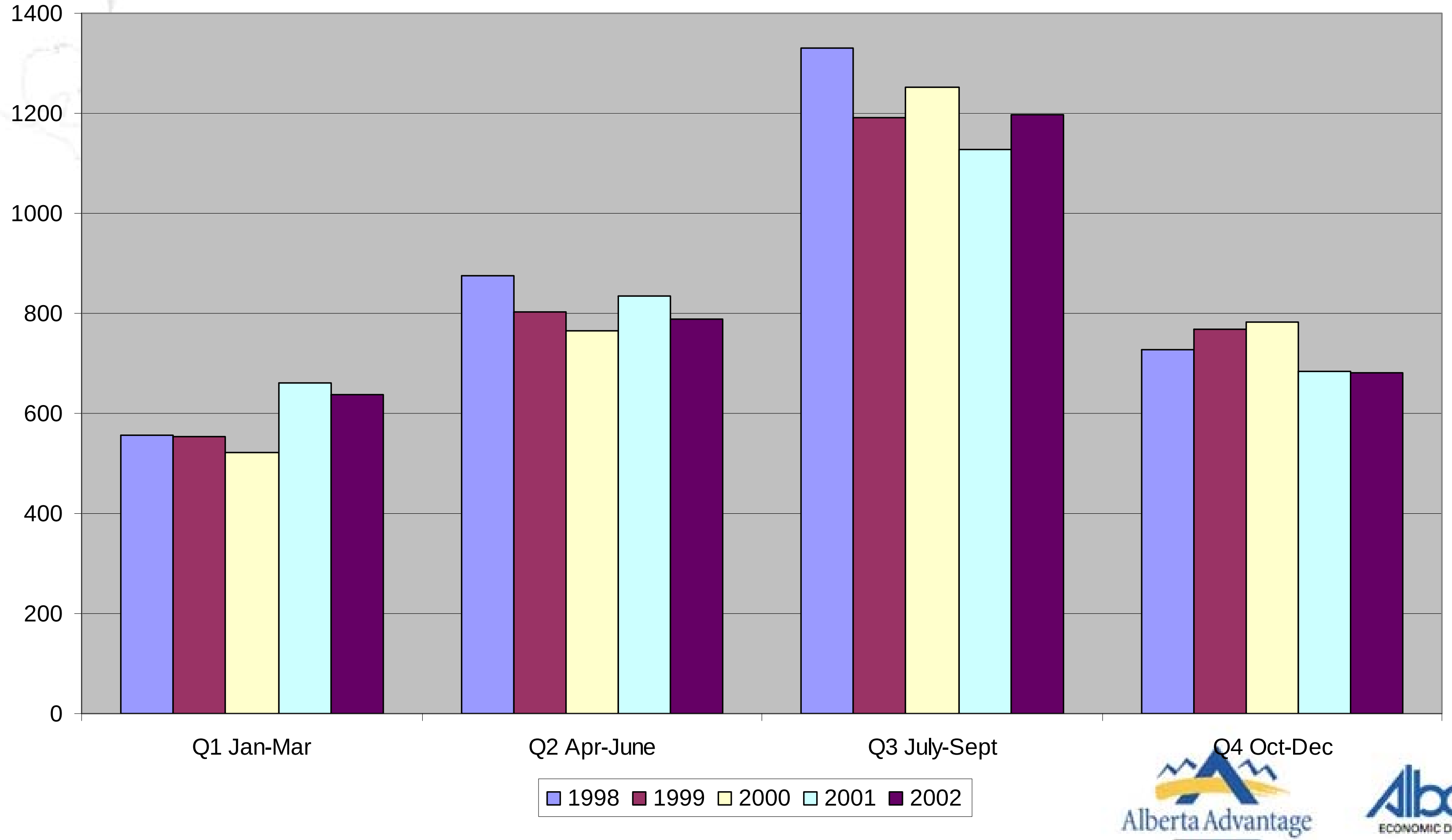
Average Length of Stay (overnight visits)

The chart shows the change in average length of stay (nights) in the Calgary and Area TDR .



Quarter of Year when overnight trips are taken to Calgary and Area TDR

The chart shows the number of overnight trips in 000s by quarter of the year in which they are taken over the five year period.



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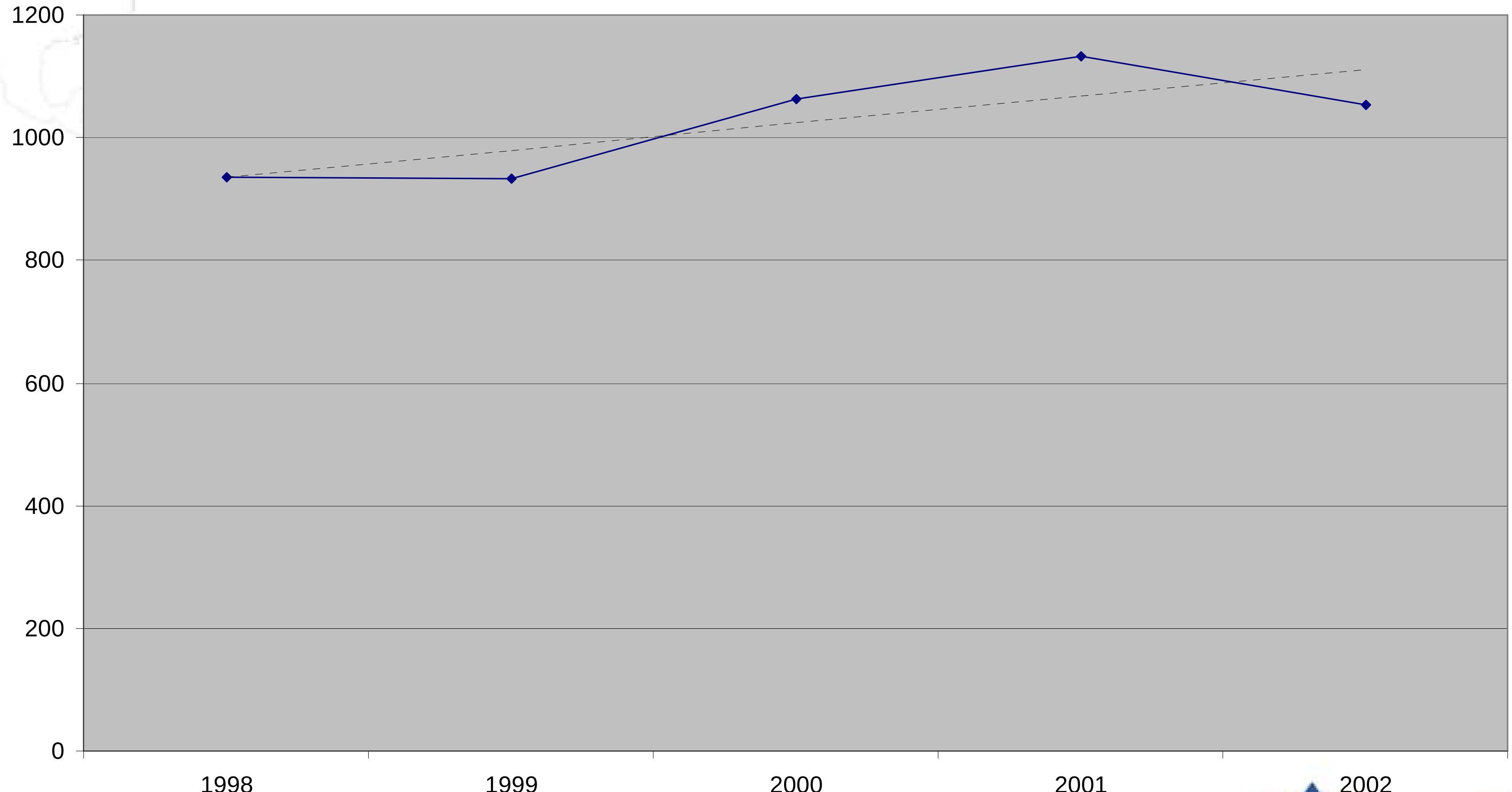
TRAVEL Alberta CANADA

Total Expenditures in Calgary and Area TDR

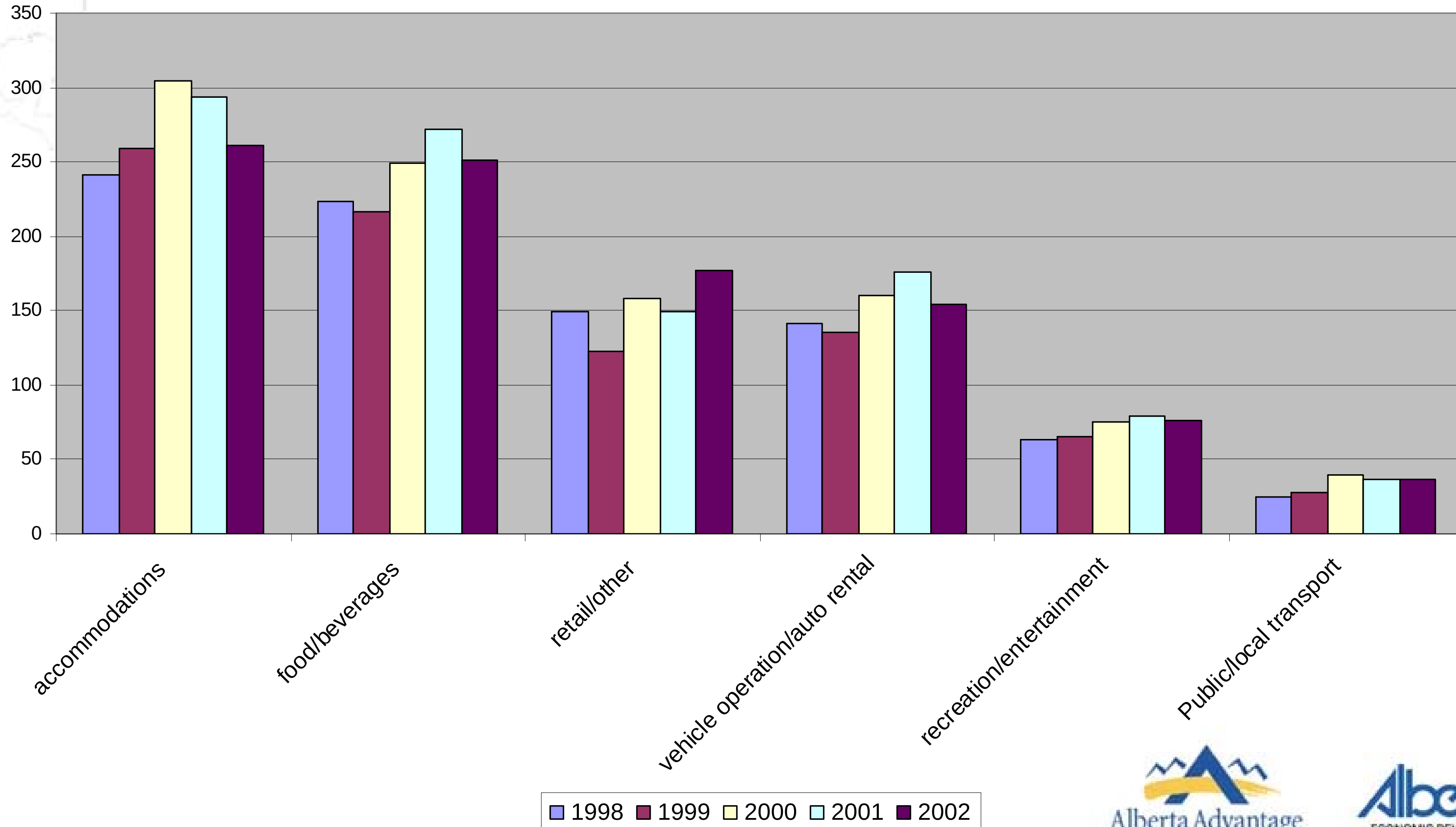
Total expenditures in Calgary and Area TDR have been slightly rising over the past five year as indicated by the trend line (dotted line). Value is in $ millions.



Person-visits are same-day and overnight for domestic visitors and overnight for international visitors.

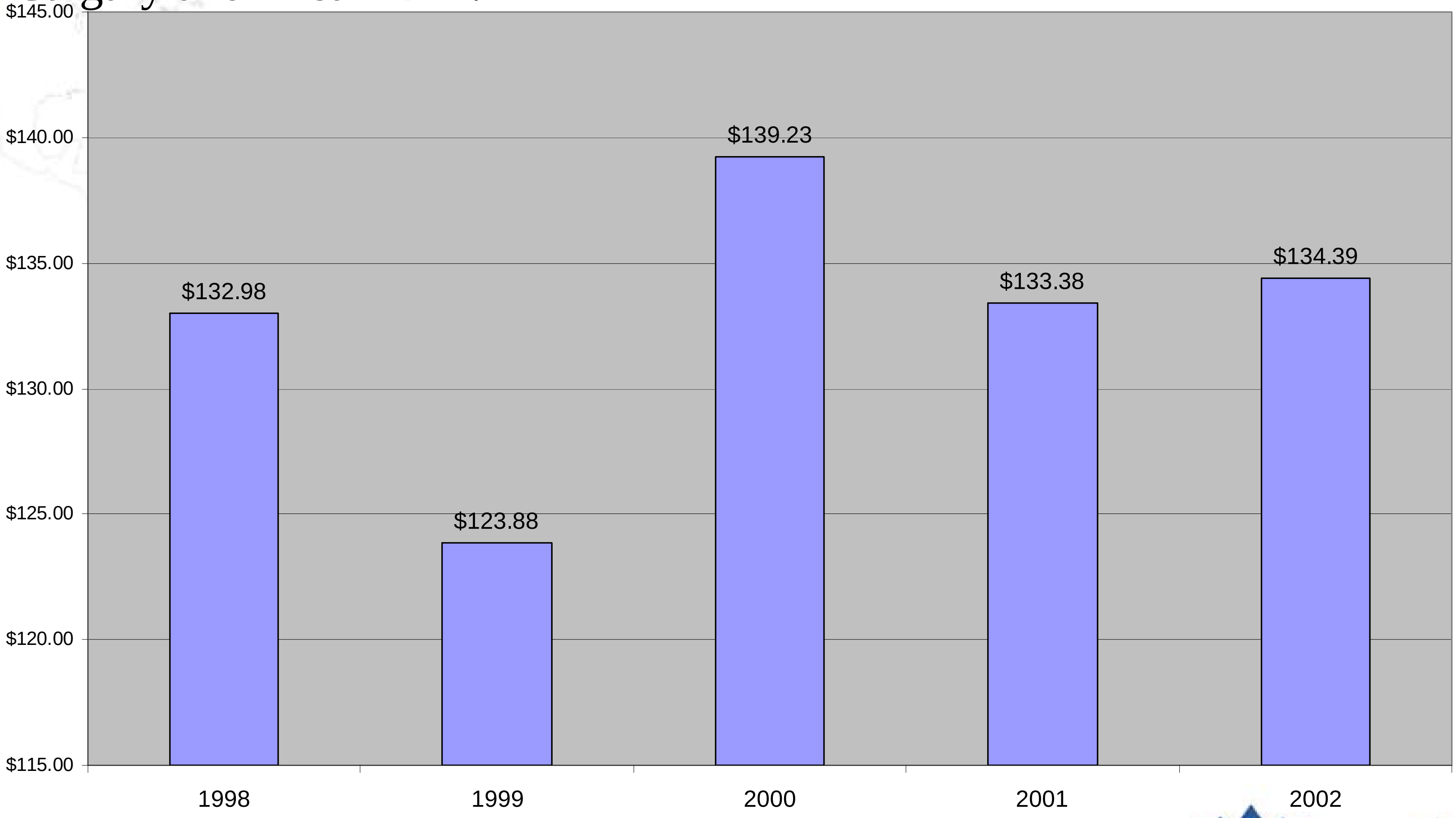
Total Overnight Expenditures in the Calgary and Area TDR

This chart indicates the trends in expenditures for each sector of tourism for the Calgary and Area TDR. Value is in $ millions.



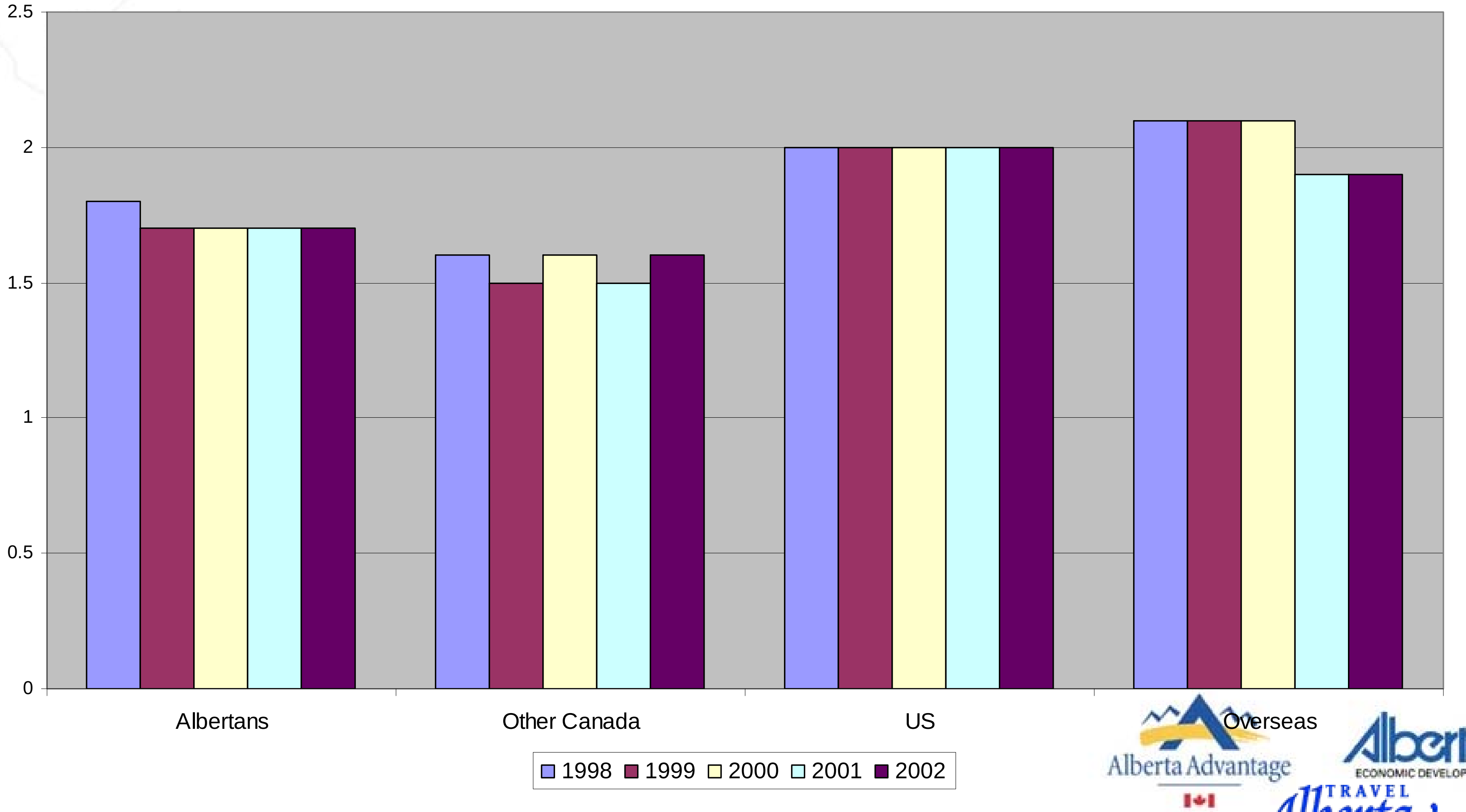
Average spending per party per night (overnight visits)

The chart shows the change in average spending per party per night in the Calgary and Area TDR .



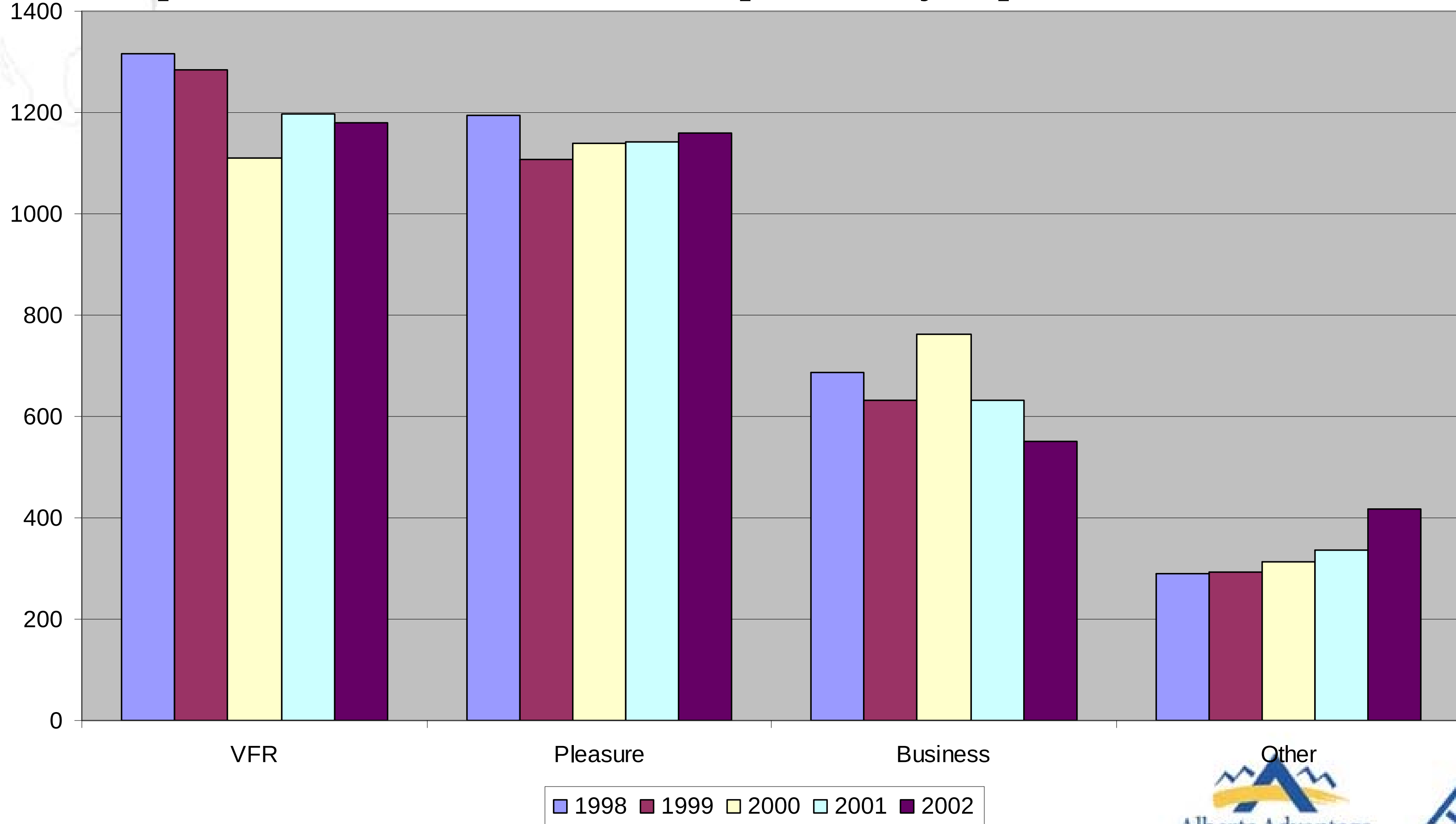
Average Party Size to Alberta

The chart shows the change in average party size for all visitor parties to and within Alberta by geo-market. There is no significant difference between party sizes to TDRs.



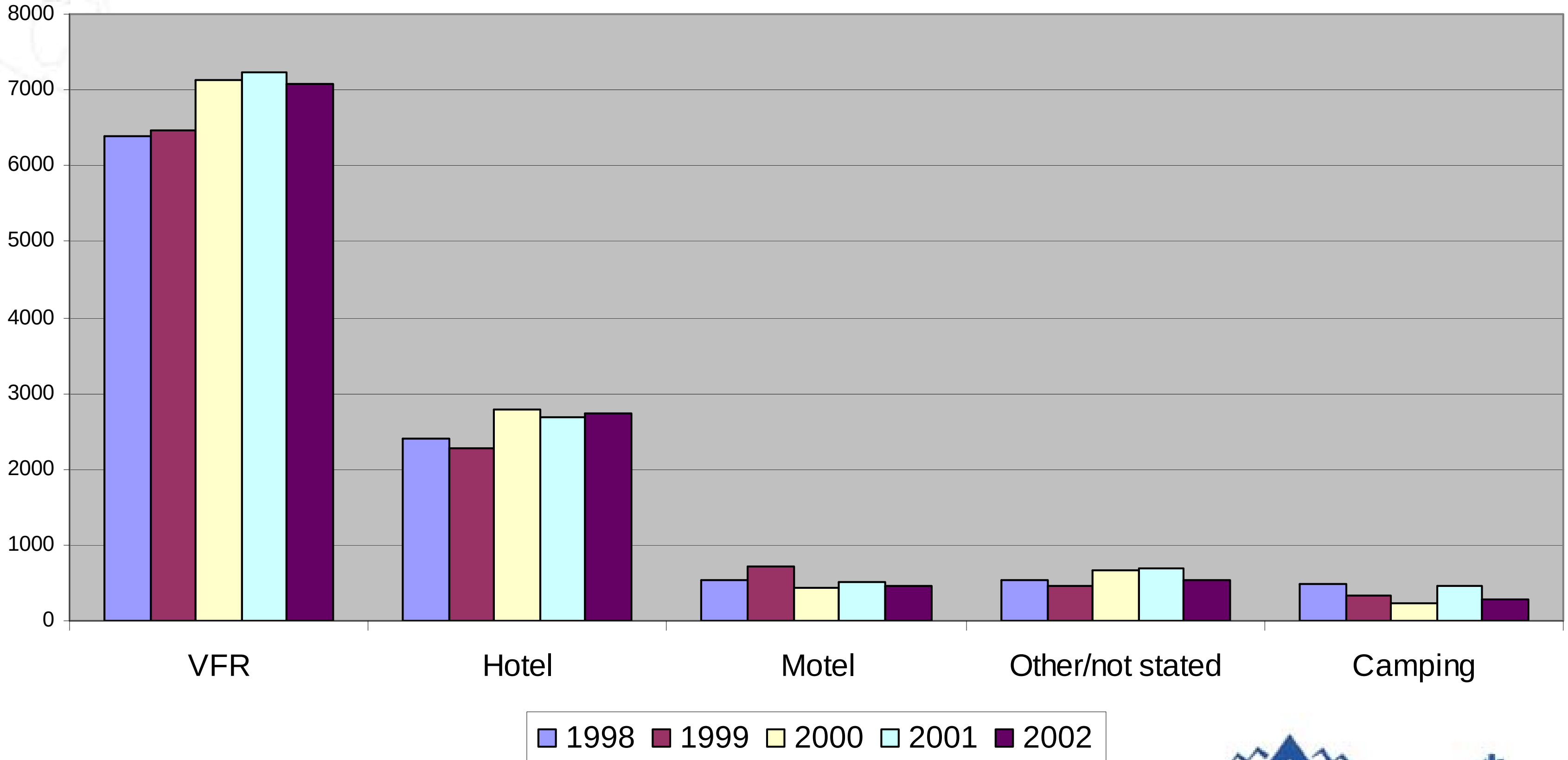
Purpose of overnight trip to Calgary and Area TDR (000s)

The chart shows the change over the five years for purpose of overnight trips to the TDR. Purpose is indicated for overall trip, not only trip to the TDR.



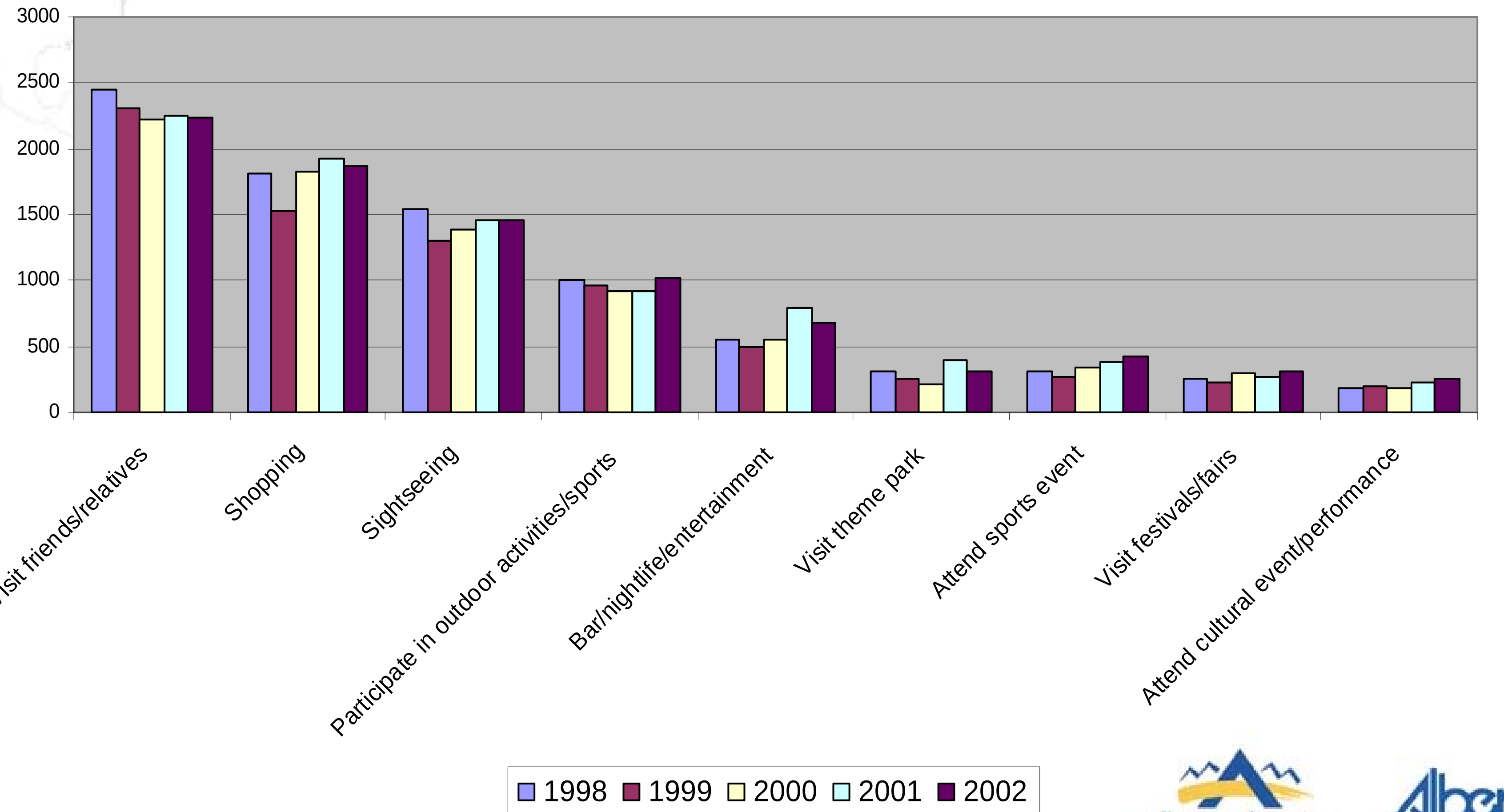
Type of Accommodation (person-nights)

The chart shows the different types of accommodations used in the TDR over the five year period as a percentage of the total. Value in 000s.



Activities (overnight visits)

The chart shows the different activities engaged in during overnight visits for the five year period related to the TDR. Value in 000s.



Overnight person-visits can include multiple activities.

Pre-Summer Operator Study

Calgary hotel operators entered 2004 with a bullish attitude; early-season results appear to bear out that optimism. The surveyed venues report occupancy at near 2002 levels, a nice recovery from disappointing 2003 results. Increases in hotel occupancy of as much as eight per cent are reported. A stronger corporate market led gains. Longer-term crew and corporate stays were evident, especially in outlying hotels. Increased leisure-visitor traffic was also noticed.

Operators look ahead to summer 2004 optimistically, buoyed by expectations of a return to 2002 numbers. The National Petroleum convention leads off what is expected to be a very healthy June. One hotel reports bookings up 10 to 15 per cent for the month. July numbers show strength, with Calgary Stampede bookings up at most hotels over 2003. At present, August is shaping up to be a sluggish month, with occupancy even with last year's levels or below. Overall, a healthy summer season is forecast.

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Pre-Summer Operator Study

- Tourism-related business will be led by individual-traveller traffic, primarily from Canada and, to a lesser degree, the United States. Early group-tour bookings from Japan, New Zealand and the United States are on par with last year. There are noticeable increases in the number of Australians, New Zealanders and Mexicans visiting Calgary this year. Little indication of the return of the European travel market is evident. Hotels report a lingering SARS carryover effect, impacting the recovery of the Asian market. Convention business will be stronger over the summer, but one hotel cautioned convention business has been lost to Banff, due to more rate parity with the National Parks.

- Concern is being expressed regarding the need for more inbound seats on our national carrier, although the number of carriers now serving the Calgary air market means it is not a widespread problem. It appears a hangover of SARS- related concerns and the ongoing BSE and West Nile scares have had a negative effect on incoming tourism, especially of an agricultural-related nature.

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Summer Travel Intentions

- Albertans, who plan to take at least one trip between **May 1 and October 31, 2004**, are planning to take an *average of 7.4 leisure trips during the next 6 months*. This is up significantly from 5.4 trips planned between June and November last year.

- Alberta will receive the largest proportion of Albertans' tourism, with *77% of trips planned to Alberta destinations.*
  - Albertan travelers are planning to take significantly more trips in Alberta than a year ago, with an average of 5.7 trips planned in Alberta (vs. 3.8 in June - Nov 2003).

- Albertans plan to take 1.7 trips on average to destinations outside the province (compared to 1.6 a year ago).
  - BC is the top destination, with 40% of all Albertan travelers planning at least one trip to BC during the next 6 months.

Summer Travel Intentions

Trip Duration

- The average duration of trips taken in Alberta over the next 6 months will be slightly shorter this year compared to last, with half of all trips lasting a weekend, and only 20% lasting 3 nights or longer.

Trip Planning

- While one-quarter of Albertan travelers take trips with only last minute planning or no planning at all, the vast majority of trips are planned between 2 weeks and 3 months in advance.
- The top information resources used to plan leisure trips include: the Internet (40%), word-of-mouth (34%), previous experience (21%), and the AMA including AMA website (20%).

Travel Party Composition

- 41% of households are planning trips as adult couples.
- 37% of households are planning trips as families with children under 18.
- 22% of households are planning trips as friends traveling together.

Summer Travel Intentions for Calgary and Area TDR

- The mean age of Alberta travelers coming to Calgary and area is 43, with a higher than average concentration in the 18-24 age group, and a lower than average concentration in the 25-44 age bracket.
- A slightly higher percentage of visitors are female (52%) than male.
- Mean household income for travelers visiting Calgary and area is $68,400.
- 29% of Albertan travelers plan to travel to the Calgary region during this time period.
- Of all Albertan leisure travelers to Calgary over the next six months, 45% will be from the Edmonton region.
- More than half of Southern Alberta (52%) households plan to take at least one trip to the Calgary area over the next six months.
- The largest proportion of travelers to the Calgary region are also going to the Central region, Rockies, and Edmonton. While the fewest are also going to Alberta North in the next 6 months.