

2008 Alberta Tourism Market Monitor

Alberta Tourism, Parks and Recreation

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
Entries into CANADA by Country of Residence (000's of trips)¹													
United States	1,164.5p	1,175.4p	1,333.3p	1398.2p	2,005.5p	2,554.9p	3,263.1p	3,315.3p	1,988.1p	1,670.0p	1,335.7p	1,407.0p	22,605.6p
Per cent change from 2007	-14.0%	-11.1%	-14.8%	-15.5%	-10.3%	-15.8%	-11.2%	-8.2%	-18.5%	-9.3%	-7.1%	-7.7%	-12.0%
Total Other International (n/incl US)	218.4p	229.2p	257.9p	277.7p	456.0p	574.6p	715.2p	651.3p	552.6p	339.4p	194.5p	296.1p	4,764.5p
Per cent change from 2007	5.5%	3.6%	0.3%	0.8%	9.0%	2.6%	2.9%	4.1%	0.9%	-1.6%	-8.0%	-6.1%	1.8%
United Kingdom	39.6p	48.6p	56.2p	50.7p	85.9p	104.6p	120.3p	114.9p	106.8p	56.8p	31.2p	54.4p	869.9p
Per cent change from 2007	1.4%	0.7%	0.7%	-1.1%	-0.5%	-3.3%	-5.3%	-7.3%	-9.8%	-18.9%	-10.8%	-13.0%	-6.0%
Germany	11.2p	12.7p	13.8p	15.7p	36.3p	41.1p	46.6p	52.2p	51.4p	23.8p	11.2p	15.4p	332.0p
Per cent change from 2007	-5.2%	1.2%	-4.8%	0.6%	11.1%	3.1%	-2.8%	6.1%	6.2%	15.0%	6.3%	7.1%	4.4%
Japan	11.3p	15.6p	20.3p	16.7p	25.2p	29.4p	33.7p	36.1p	40.0p	34.1p	11.0p	13.6p	287.2p
Per cent change from 2007	-20.4%	-17.8%	-19.7%	-27.5%	-13.8%	-12.2%	-10.4%	-10.6%	-16.3%	-13.3%	-39.0%	-14.2%	-16.4%
Alberta Direct Entries (000's of trips)²													
U.S. Residents	24.9p	26.6p	34.2p	31.8p	45.7p	77.6p	100.4p	82.2p	54.7p	39.8p	34.3p	42.7p	596.6p
Per cent change from 2007	-5.7%	-5.1%	-1.4%	-2.0%	-3.6%	-4.1%	-2.9%	-1.0%	-6.8%	-3.5%	9.1%	8.3%	-1.8%
Other Countries	21.8p	22.8p	26.3p	19.6p	31.0p	44.1p	52.4p	45.0p	34.9	19.9p	12.7p	23.8p	354.6p
Per cent change from 2007	11.4%	9.4%	12.6%	5.6%	5.0%	5.3%	-4.0%	-5.3%	-4.5%	1.7%	8.5%	-5.5%	1.6%
Air Passengers (000's of enplanements and deplanements) 2008³													
Edmonton International	502.1p	508.3p	546.9p	518.1p	533.8r	534.7p	591.3p	619.7p	510.3p	530.7p	498.5p	543.3p	6,437.3p
Per cent change from 2007	7.6%	10.2%	8.2%	5.2%	5.9%	5.3%	7.4%	4.1%	4.9%	6.0%	2.8%	6.8%	6.1%
Calgary International	979.2r	988.1p	1,099.7r	1,039.1r	1,038.9r	1,041.9r	1,176.2r	1,221.4r	972.1r	995.2r	924.0p	1,023.3p	12,506.9p
Per cent change from 2007	4.9%	7.4%	8.0%	3.6%	3.1%	2.4%	1.9%	1.0%	-5.7%	-3.4%	-0.1%	0.8%	2.0%
Highway Count (000's of vehicles)⁴													
Hwy 1 -Sask border w-bound	55.6	55.3	69.3	61.4	73.7	77.1	96.6	102.9p	75.8p	76.8p	64.7p	64.9p	874.1p
Per cent change from 2007	-0.5%	4.1%	14.5%	-11.1%	0.8%	2.4%	-5.1%	1.0%	-2.1%	3.1%	4.2%	-6.6%	0.0%
Hwy 1 - Banff Pk Gate (2-way)	398.9	414.2	491.4	420.1	517.4	567.2	726.5	801.2p	525.2p	462.5p	397.0p	397.4p	6,119.0p
Per cent change from 2007	-0.1%	6.7%	8.3%	-9.7%	3.4%	2.8%	-4.4%	2.3%	-6.8%	-1.1%	1.4%	-12.0%	-1.0%
Hwy 16 - Jasper Pk Gate (2 way)	88.7	89.3	113.4	99.7	122.4	139.6	180.5	212.3p	127.1p	107.9p	77.1p	84.7p	1,442.7p
Per cent change from 2007	9.9%	17.7%	8.5%	-9.6%	-1.8%	1.4%	-9.6%	-2.8%	-12.0%	-6.4%	-15.5%	-15.7%	-4.0%
Hwy 16 - Jct #897 w-bound	138.6	135.7	156.2	147.9	166.8	167.6	182.2	186.3p	167.9p	176.0p	156.9p	149.9p	1,932.0p
Per cent change from 2007	0.3%	5.2%	2.5%	-5.6%	-1.0%	-1.4%	-3.2%	-1.2%	1.3%	2.5%	0.8%	0.2%	-0.1%

Sources: Statistics Canada, Edmonton International Airport, Calgary International Airport, Alberta Infrastructure and Transportation

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Accommodation Indices ⁵													
Edmonton Occupancy Rate	61.6%	77.7%	79.6%	78.9%	77.3%	72.3%	71.5%	76.3%	80.0%	76.8%	74.3%	55.6%	73.4%
Point change from 2007	1.7	3.8	0.7	2.6	0.0	-5.6	-4.3	-4.1	0.3	-3.0	-6.7	-3.8	-1.6
Average Daily Room Rate	\$ 116.07	\$118.23	\$ 121.23	\$ 121.34	\$ 122.89	\$ 121.50	\$ 121.71	\$ 118.67	\$ 124.23	\$126.33	\$ 126.25	\$117.39	\$ 121.92
Calgary Occupancy Rate	58.2%	66.1%	66.2%	75.1%	75.2%	81.4%	80.2%	80.5%	80.7%	73.4%	71.2%	53.3%	71.8%
Point change from 2007	-0.4	-4.5	-9.4	6.0	-1.6	-2.6	-4.1	-0.1	-2.9	-6.6	-2.1	0.0	-2.4
Average Daily Room Rate	\$ 141.14	\$ 145.40	\$ 140.73	\$ 152.34	\$ 152.10	\$ 171.02	\$ 177.33	\$ 142.06	\$ 153.18	\$ 151.53	\$ 145.39	\$ 136.60	\$ 151.38
Alberta Resorts Occupancy Rate	46.5%	52.1%	56.3%	50.4%	64.8%	76.2%	76.8%	84.7%	70.9%	53.5%	41.2%	42.4%	59.8%
Point change from 2007	3.5	-0.4	-1.1	1.6	-2.5	3.5	-7.6	-1.7	-8.7	-7.7	-11.1	-8.7	-3.3
Average Daily Room Rate	\$ 156.11	\$ 168.41	\$ 173.78	\$ 161.22	\$ 198.07	\$ 257.93	\$ 279.66	\$278.28	\$ 244.11	\$179.50	\$159.01	\$ 224.73	\$ 216.61
Total Alberta (excluding Resorts) Occupancy Rate	58.3%	68.2%	68.6%	70.0%	70.0%	72.7%	72.9%	74.6%	75.8%	71.8%	69.2%	51.2%	68.5%
Point change from 2007	-1.8	-3.3	-6.6	2.5	-2.7	-5.3	-4.2	-2.9	-1.6	-4.2	-4.8	-2.6	-3.3
Average Daily Room Rate	\$ 128.01	\$ 129.86	\$ 129.42	\$ 134.23	\$ 134.31	\$ 142.12	\$ 144.44	\$ 129.86	\$ 135.98	\$ 134.53	\$ 133.08	\$ 125.85	\$ 133.79
National Park Attendance (000's of person visits) 2008 ⁶ includes tour groups													
Banff	150.5p	162.2p	192.8p	191.4p	240.4p	269.7p	480.7p	526.2p	328.4p	118.5p	100.4p	109.9p	3,145.6p
Per cent change from 2007	-1.2%	4.9%	4.7%	-11.1%	1.5%	0.0%	-5.6%	-0.9%	-7.6%	-2.3%	2.2%	-11.4%	-5.7%
Jasper	47.6p	50.6p	64.4p	115.2p	145.8p	168.1p	334.2p	371.7p	227.4p	51.9p	37.3p	42.0p	1,891.2p
Per cent change from 2007	8.9%	15.8%	8.2%	-10.8%	0.5%	0.4%	-6.4%	-2.0%	-8.9%	-4.4%	-11.4%	-12.9%	-7.3%
Waterton Lakes	6.6p	7.4p	9.1p	11.6e	28.2e	56.2r	85.3r	94.2r	43.7r	16.9p	8.6p	5.8p	373.7p
Per cent change from 2007	13.8%	25.4%	12.3%	1.8%	-3.8%	-4.4%	-7.9%	5.5%	-14.3%	7.0%	16.2%	-25.6%	-2.5%
Employment 2008 (000's of persons) unadjusted ⁷													
Accommodation, Food & Beverage	112.5	104.1	108	117.7	119.3	119.8	114.9	119.9	117.9	115.2	110.5	109.6	114.1
Per cent change from 2007	-5.9%	-14.5%	-10.8%	-2.7%	3.2%	6.4%	-4.7%	1.1%	5.0%	1.9%	-4.5%	-4.4%	-2.4%
Food Services and Drinking Places (\$Millions) unadjusted ⁸ 2008													
Total Receipts for Alberta	\$ 532.8	\$ 534.3	545.8r	545.6r	550.6r	564.7r	\$ 559.1	\$ 569.2	\$575.2	\$570.0	\$568.3	\$539.5r	\$554.0r
Per cent change from 2007	8.3%	4.7%	-7.8%	0.4%	1.0%	6.2%	6.6%	7.3%	4.7%	4.5%	4.4%	0.4%	3.6%
Historic Sites and Museums 2008 (000s of person visits) ⁹													
Visitor Attendance	20.5p	32.5p	46.7p	39.2p	73.3p	110.9p	222.6p	188.5p	63.1p	44.8p	32.2p	21.5p	895.8p
Per cent change from 2007	-50.8%	-7.6%	12.2%	-9.7%	-6.1%	1.1%	22.8%	1.2%	-14.3%	9.0%	20.1%	-9.7%	1.5%
Sources: Statistics Canada, PKF Consulting, Parks Canada, Culture and Community Spirit													

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