

# 2011 Alberta Tourism Market Monitor

## Alberta Tourism, Parks and Recreation

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
<b>Air Passengers 2011 (000's of enplanements and deplanements) 1</b>													
Edmonton International	489.9p	<b>480.1p</b>	<b>541.9p</b>	<b>521.9p</b>									2,033.8p
Per cent change from 2010	0.7%	<b>0.3%</b>	<b>1.6%</b>	<b>3.1%</b>									1.5%
Calgary International	976.6r	941.9r	<b>1,053.4p</b>										<b>2,971.9p</b>
Per cent change from 2010	1.9%	-1.2%	<b>-2.2%</b>										<b>-0.5%</b>
<b>Highway Count 2011 (000's of vehicles) 2</b>													
Hwy 1 -Sask border w-bound	51.9p	<b>51.7p</b>	<b>60.1p</b>										<b>163.7p</b>
Per cent change from 2010	-5.5%	<b>-6.5%</b>	<b>-4.1%</b>										<b>-5.4%</b>
Hwy 1 - Banff Pk Gate (2-way)	379.3p	<b>390.2p</b>	<b>426.2p</b>										<b>1,195.7p</b>
Per cent change from 2010	-9.8%	<b>-5.8%</b>	<b>-7.8%</b>										<b>-7.8%</b>
Hwy 16 - Jasper Pk Gate (2 way)	83.2p	<b>77.9p</b>	<b>94.7p</b>										<b>255.8p</b>
Per cent change from 2010	1.7%	<b>-4.8%</b>	<b>-6.7%</b>										<b>-3.8%</b>
Hwy 16 - Jct #897 w-bound	150.2p	<b>144.2p</b>	<b>163.9p</b>										<b>458.3p</b>
Per cent change from 2010	5.5%	<b>8.2%</b>	<b>5.9%</b>										<b>6.5%</b>
<b>Accommodation Indices 2011<sup>3</sup></b>													
Edmonton Occupancy Rate	48.1%	62.7%	<b>66.1%</b>										<b>59.0%</b>
Point change from 2010	-2.4	3.8	<b>0.2</b>										<b>0.6</b>
Average Daily Room Rate	\$117.46	\$120.14	<b>\$ 121.47</b>										<b>\$119.74</b>
Calgary Occupancy Rate	50.5%	62.5%	<b>67.4%</b>										<b>60.3%</b>
Point change from 2010	-0.9	6.5	<b>6.1</b>										<b>4.0</b>
Average Daily Room Rate	\$137.48	\$141.35	<b>\$ 149.64</b>										<b>\$143.61</b>
Alberta Resorts Occupancy Rate	32.4%	43.3%	<b>42.3%</b>										<b>39.3%</b>
Point change from 2010	-3.0	-1.8	<b>-4.1</b>										<b>-2.9</b>
Average Daily Room Rate	\$150.95	\$160.13	<b>\$ 149.86</b>										<b>\$152.88</b>
Other Alberta* Occupancy Rate	50.5%	56.7%	<b>59.8%</b>										<b>55.6%</b>
Point change from 2010	8.3	8.5	<b>7.9</b>										<b>8.2</b>
Average Daily Room Rate	\$112.27	\$112.49	<b>\$ 114.77</b>										<b>\$113.26</b>
Total Alberta (excluding Resorts) Occupancy Rate	49.8%	60.2%	<b>64.0%</b>										<b>58.0%</b>
Point change from 2010	2.3	6.4	<b>\$ 5.00</b>										<b>4.6</b>
Average Daily Room Rate	\$121.40	\$123.71	<b>\$ 127.78</b>										<b>\$124.61</b>
<b>National Park Attendance (000's of person visits) 2011 4</b> <small>Does not include Group Tours.</small>													
Banff	140.6p	<b>148.7p</b>	<b>167.1p</b>										<b>456.4p</b>
Per cent change from 2010	-9.4%	<b>-5.9%</b>	<b>-6.2%</b>										<b>-7.2%</b>
Jasper	44.0p	<b>44.1p</b>	<b>54.2p</b>										<b>142.3p</b>
Per cent change from 2010	-1.8%	<b>-6.8%</b>	<b>-6.2%</b>										<b>-5.1%</b>
Waterton Lakes	5.5p												5.5p
Per cent change from 2010	-16.7%												-16.7%
<b>Sources: Edmonton International Airport, Calgary International Airport, Alberta Transportation, PKF Consulting Inc., Parks Canada</b>													

New or updated monthly figures are shown in bold type

p=preliminary Page 1

r=revised

e=estimate

\* Other Alberta includes Lethbridge, Red Deer and other Alberta Communities

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<b>Employment (000's of persons) 2011 Seasonally Adjusted 5</b>													
Accommodation and Food Services	123.1p	126.2p	134.0p	137.9p									130.3p
Per cent change from 2010	-7.8%	-3.4%	0.9%	7.5%									-0.8%
<b>Food Services and Drinking Places (\$Millions) unadjusted 6</b>													
Total Receipts for Alberta	\$583.6r	\$591.8p											\$587.7p
Per cent change from 2010	7.2%	7.8%											7.2%
<b>Historic Sites and Museums 2011 (000s of person visits) 7</b>													
Visitor Attendance	18.5p	35.2p	36.2p	39.4p									129.3p
Per cent change from 2010	-26.5%	-15.2%	-23.4%	-18.0%									-20.2%
<b>Sources: Statistics Canada, Alberta Culture and Community Spirit</b>													

**Definitions of Indicators**

**1. Air Passengers** – Numbers are preliminary estimates of the number of air passengers enplaning and deplaning at the Edmonton International and Calgary International Airports.

Source: Edmonton International Airport and Calgary International Airport Websites

**2. Highway Traffic:** These data are monthly totals. The monthly average daily traffic (average number of vehicles per day) is calculated by dividing the monthly total by the number of days in the month passing the counter locations and in the direction indicated for a particular month. Automatic Traffic Recorders counts all vehicles by direction. Year-to-date is a cumulative total for all vehicles.

Source: Alberta Transportation's Automatic Traffic Recorders (ATR).

**3. Accommodation Indices** – Occupancy rates and average daily room rates are based on monthly averages of all reporting hotels, motels and motor hotels in each designated region. Alberta

Source: Trends in the Canadian Hotel Industry, produced by PKF Consulting Inc.

**4. National Park Attendance** -- Attendance is reported as the number of visits to National Parks in Alberta. Data are preliminary unless otherwise noted.

Beginning in 2004 the monthly figures for Banff National Park and Jasper National Park reflect independent travellers only, and do not include people travelling as part of a tour group. The tour group data, however, are included in the annual total.

Source: Parks Canada

**5. Employment Food and Accommodation Sector** – The employment figure represents all persons who worked for pay or profit or unpaid work in the food services and accommodation sector, including businesses or other ventures owned or operated by a related family member(s) during the reference period of the survey.

Source: Statistics Canada, Labour Force Survey

**6. Food Services and Drinking Places** -- The monthly survey of Food Services and Drinking Places provides estimates of the value of sales and the number of locations of restaurants, caterers, and drinking places by province and by industry at the North American Industry Classification System (NAICS) four-digit level. Includes total receipts from restaurants, caterers and taverns for chain and independent establishments. The target population is the 3 digit NAICS level of 722, which includes: Full-service restaurants, limited service eating places, special food places and drinking places.

Source: Statistics Canada, Food Services and Drinking Places

**7. Historic Sites and Museums** -- Visitor attendance figures are monthly totals based on fifteen historic sites, the Royal Alberta Museum, the Royal Tyrrell Museum of Paleontology, and the Tyrrell Field Station.

Source: Alberta Culture and Community Spirit, Historic Resources Division

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