

Tourism in Alberta Central Tourism Destination Region



A Summary of 2008 Visitor Numbers and Characteristics

February 2010

Introduction

Whether to see their friends and relatives, for business, or for pleasure, 5.98 million person-visits were made in 2008 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 overnight only 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 2008 Travel Survey of Residents of Canada (TSRC) and the 2008 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: 2008 Overview

In 2008, the Alberta Central TDR received 26% of the total person-visits to Alberta. Residents of Alberta that visited the Alberta Central TDR accounted for 29% of the total person-visits to Alberta. Residents of other parts of Canada that visited the Alberta Central TDR accounted for 16%. Visitors from the United States and overseas that visited the Alberta Central TDR accounted for 14% and 6% of the total person-visits to Alberta, respectively.

Comparison of Tourism Numbers— 2008			
	Alberta Central Tourism Destination Region	Total Alberta	Alberta Central Tourism Destination Region % of Alberta
Number of Visitors <i>Millions</i>			
Overnight Person-Visits	2.51	10.89	23%
Total Person-Visits	5.98	22.69	26%
Origin of Visitors			
Alberta	5.43	18.68	29%
Other Canada	0.38	2.39	16%
United States	0.12	0.83	14%
Overseas	0.05	0.78	6%

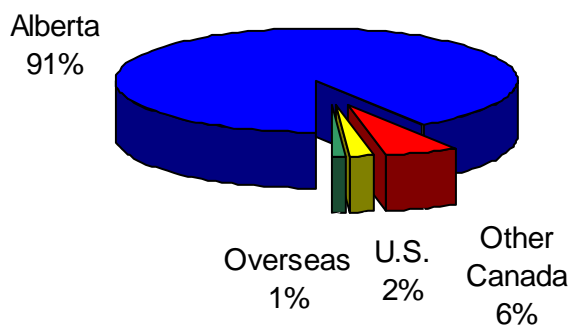
Note: The reader is reminded that travellers to Alberta could visit more than one Tourism Destination Region during their trip.

Who Travels to the Alberta Central Tourism Destination Region?

All trips: In 2008, the Alberta Central TDR received 26% (5.98 million) of all the person-visits to Alberta. Of the 5.98 million person-visits, 5.43 million (91%) were by Albertans. Another 379,000 person-visits (6%) were by residents of other parts of Canada. Of the remaining 172,000 person-visits (3%), 2% (124,000) came from the U.S. and 1% (48,000) arrived from overseas. person-visits to the Alberta Central TDR.

Origin of Person-Visits in Alberta Central Tourism Destination Region in 2008

(N = 5.98 Million Person-Visits)



Visitors from the Edmonton and Area TDR accounted for 36% of the person-visits made to the Alberta Central TDR. Residents of the Alberta Central TDR accounted for 33% and visitors from the Calgary and Area TDR accounted for 14% of the person-visits made to the Alberta Central TDR.

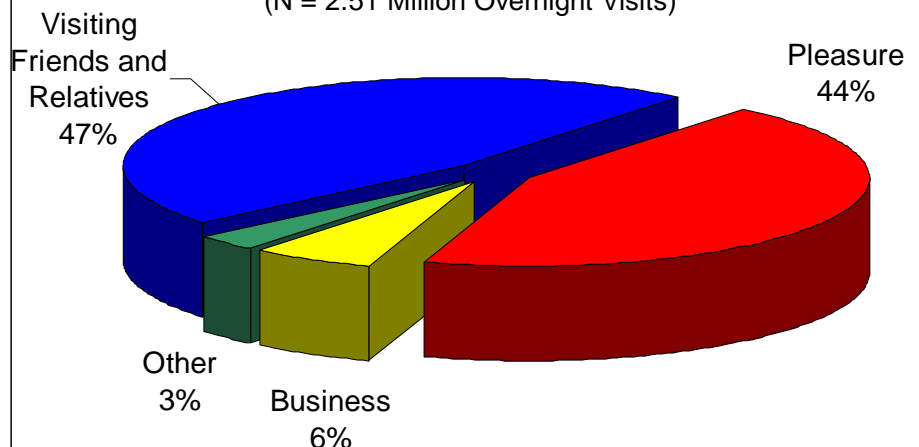
Overnight trips: Approximately 42% of all visits in the Alberta Central TDR included at least one overnight stop, yielding 2.51 million overnight person-visits in 2008. Residents of the Edmonton and Area accounted for 36% of all overnight travel to the Alberta Central TDR. This was followed by the visitors from the Alberta Central TDR (18%) and those from the Calgary and Area TDR (17%).

Main Purpose of Overnight Travel

Overnight visits to the Alberta Central TDR totalled 2.51 million person-visits in 2008. Approximately 47% 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 that pleasure was the main purpose of their trip, 6% stated business as their main purpose and 3% stated other reasons.

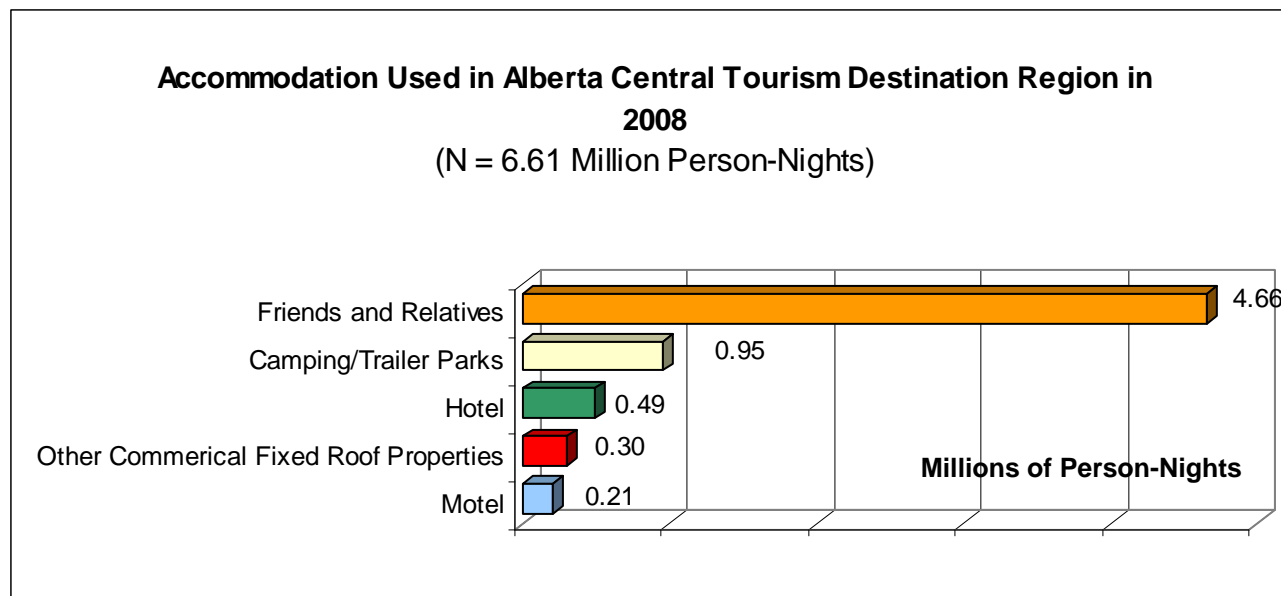
Main Purpose of Overnight Trip to Alberta Central Tourism Destination Region in 2008

(N = 2.51 Million Overnight Visits)



Accommodation Used in the Alberta Central Tourism Destination Region

Over the course of 2008, visitors spent 41.63 million person-nights in Alberta. Of these, 16% (6.61 million person-nights) were spent in the Alberta Central TDR. Seventy per cent of these person-nights (4.66 million) were spent in the homes of friends and relatives. Fourteen per cent (950,000 person-nights) were spent in campgrounds/trailer parks, 7% was spent in hotels, 6% was spent in other commercial fixed roof properties and 3% of the person-nights in the Alberta Central TDR were spent in motels.



Average Length of Stay

The average length of stay for overnight visitors to the Alberta Central TDR which includes Albertans, other Canadians, visitors from the United States and overseas, is 2.6 nights.

Average Length of Stay in the Alberta Central Tourism Destination Region in 2008	
All Visitors	2.6
Canada	2.4
Alberta	2.3
B.C.	3.8
Saskatchewan	2.7
Ontario	3.7
United States	3.8
Overseas	10.0

Although Albertans are the biggest market for the Alberta Central TDR, they have the shortest average length of stay at 2.3 nights. The longest average length of stay is attributed to visitors from overseas with 10.0 nights on average for each visit. Visitors from British Columbia and visitors from Ontario both stayed an average of 3.8 nights per trip. Visitors from Ontario stayed an average of 3.7 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 36% of overnight person-visits occurring at this time. This is followed with 25% visiting during the second quarter (April, May and June) and 23% visiting during the first quarter (January, February and March). Finally, visitation to the Alberta Central TDR is at its lowest during the fourth quarter (October, November and December), with 16% of the total overnight person-visits occurring during this time.

Calendar Quarter of Overnight Visits in the Alberta Central Tourism Destination Region in 2008

	January - March	April - June	July - September	October - December
All Overnight	23%	25%	36%	16%
By Market				
Alberta	15%	28%	39%	18%
Other Canada	10%	26%	45%	19%
United States	4%	28%	38%	30%
Overseas	7%	27%	56%	10%

Thirty-nine per cent of overnight person-visits made by **Albertans** to the Alberta Central TDR occur in the third quarter (July, August and September). Another 28% of overnight person-visits made by Albertans occur in the second quarter (April, May and June). Forty-five per cent of overnight person-visits from **other parts of Canada** are made to the Alberta Central TDR in the third quarter (July, August and September). Over half (56%) of overnight person-visits made by **overseas** visitors to the Alberta Central TDR occur in the third quarter (July, August and September) and 27% occur in the second quarter (April, May and June). Thirty-eight per cent of overnight person-visits made to the Alberta Central TDR from the **United States** occur in the third quarter (July, August and September) and 27% occur in the second quarter (April, May and June).

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