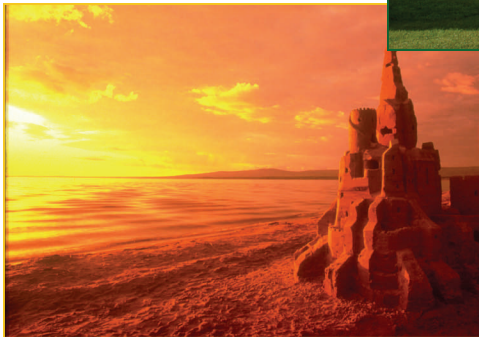


Tourism in Alberta North Tourism Destination Region



A Summary of 2006 Visitor Numbers
and Characteristics

November 2009

Introduction

Whether to see their friends and relatives, for business, or for pleasure, 1.15 million person-visits were made in 2006 to destinations in the Alberta North 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 just overnight 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 2006 Travel Survey of Residents of Canada (TSRC) and the 2006 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 North Tourism Destination Region: 2006 Overview

In 2006, the Alberta North TDR received 6% of the total person-visits to Alberta. Residents from Alberta to the Alberta North TDR accounted for 6% of the total person visits to Alberta. Other Canadians to the Alberta North TDR accounted for 10%, visitors from the United States accounted for 4% and overseas visitors to Alberta North accounted for 1% of the total person-visits to Alberta.

Comparison of Tourism Numbers— 2006			
	Alberta North Tourism Destination Region	Total Alberta	Alberta North Tourism Destination Region % of Alberta
Number of Visitors <i>Millions</i>			
Overnight Person-Visits	0.66	10.25	6%
Total Person-Visits	1.15	19.56	6%
Origin of Visitors			
Alberta	0.87	15.45	6%
Other Canada	0.23	2.40	10%
United States	0.04	0.94	4%
Overseas	0.01	0.77	1%

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

Who Travels to the Alberta North Tourism Destination Region?

All trips: In 2006, the Alberta North TDR received 6% (1.15 million) of all the person-visits to Alberta. Of the 1.15 million person-visits, 874,000 (76%) were by Albertans. Another 236,000 person-visits (20%) were by residents of other parts of Canada. Of the remaining 47,000 person-visits (4%), 3% came from the U.S and 1% arrived from overseas. Visitors from the Alberta North TDR accounted for 42% of the person-visits made to the Alberta North TDR. Residents of the Edmonton and Area TDR accounted for 22% and residents of British Columbia accounted for 15% of the person-visits made to the Alberta North TDR.

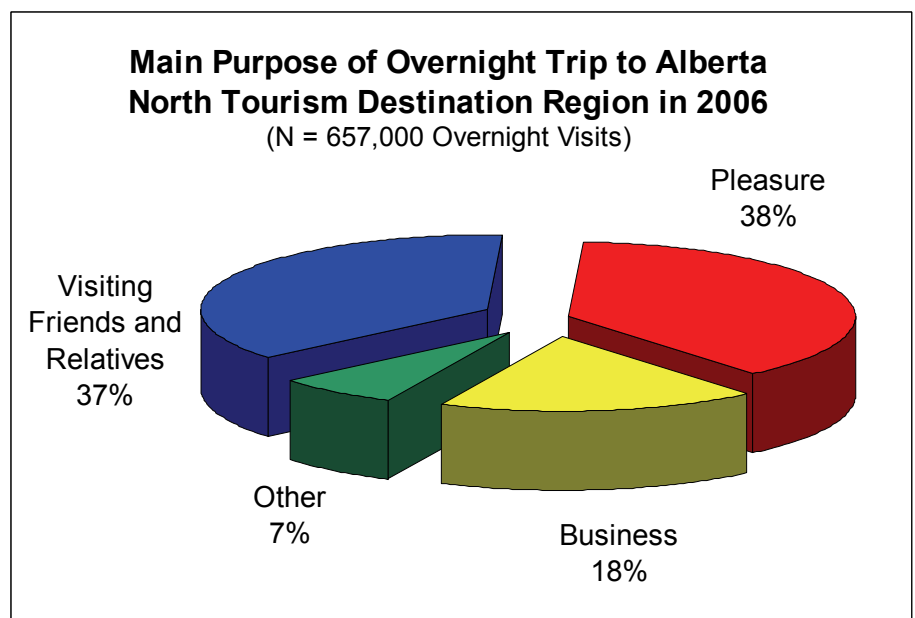


Residents of the Edmonton and Area TDR accounted for 22% and residents of British Columbia accounted for 15% of the person-visits made to the Alberta North TDR.

Overnight trips: Approximately 57% of all visits in the Alberta North TDR included at least one overnight stop, yielding 657,000 overnight person-visits in 2006. Residents of the Edmonton and Area TDR accounted for 29% of all overnight travel to the Alberta North TDR. This was followed by the visitors from the Alberta North TDR (22%) and visitors from British Columbia (15%).

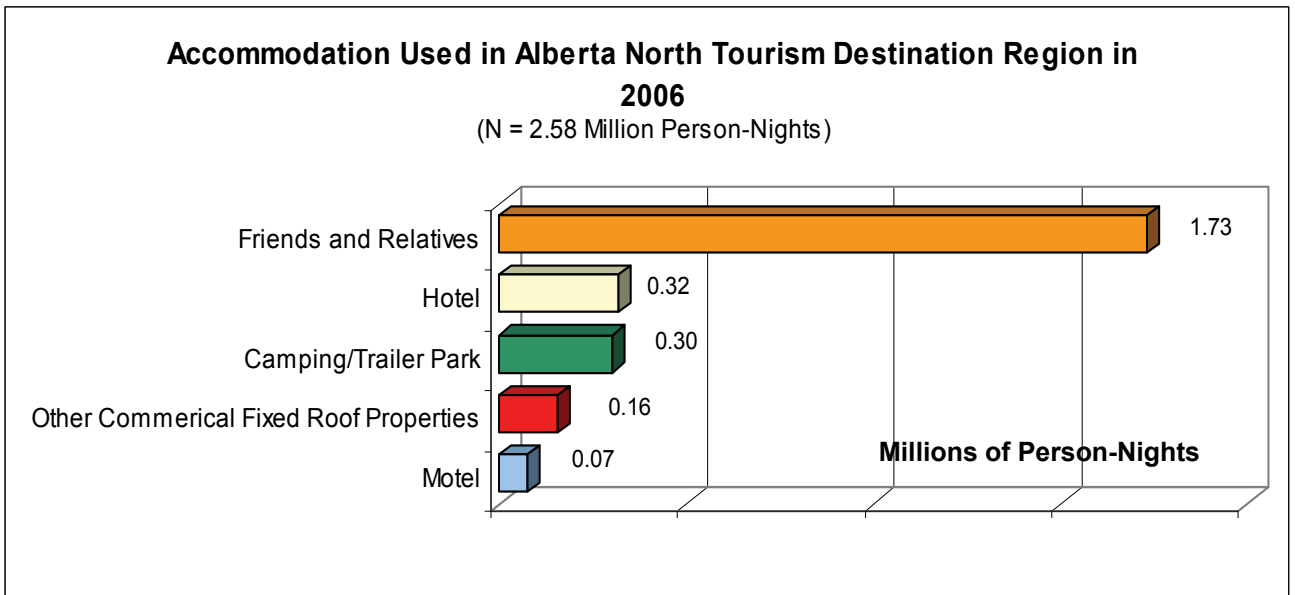
Main Purpose of Overnight Travel

Overnight visits to the Alberta North TDR totalled 657,000 person-visits in 2006. Approximately 38% of the overnight visitors to the Alberta North TDR stated that the main purpose of their trip was for pleasure. Thirty-seven per cent of the visitors to the Alberta North TDR stated visiting friends and relatives as the main purpose of their trip, 18% stated business as their main purpose and 7% stated other reasons.



Accommodation in the Alberta North Tourism Destination Region

Over the course of 2006, visitors spent 39.13 million person-nights in Alberta. Of these, 7% (2.58 million person-nights) were spent in the Alberta North TDR. Sixty-seven per cent of these person-nights (1.73 million) were spent in homes of friends and relatives. Twelve per cent was spent in camping/trailer parks, 12% was spent in hotels, 6% was spent in other commercial fixed roof properties and 3% was spent in motels in the Alberta North TDR.



Average Length of Stay

The average length of stay for all visitors to the Alberta North TDR, which includes Albertans, other Canadians, visitors from the United States and overseas, is 3.9 nights. Visitors from British Columbia have the shortest average length of stay in the Alberta North TDR with 3.1 nights and followed closely by Albertans at 3.5 nights. The longest average length of stay is attributed to the overseas visitor with 10.2 nights on average for each visit. Visitors from Ontario followed with 9.2 nights per trip. Saskatchewan visitors had an average stay of 5.0 nights. Visitors from the United States stayed an average of 4.2 nights in the Alberta North TDR.

Average Length of Stay in the Alberta North Tourism Destination Region in 2006	
All Visitors	3.9
Canada	3.8
Alberta	3.5
B.C.	3.1
Saskatchewan	5.0
Ontario	9.2
United States	4.2
Overseas	10.2

Seasonality

Visitation to the Alberta North TDR is at its highest in the third quarter (July, August and September) with 30% of the overnight person-visits occurring at this time. This is followed with 25% visiting during the fourth quarter (October, November and December) and 24% visiting during the second quarter (April, May, June). Finally, visitation to the Alberta North TDR is at its lowest during the first quarter (January, February and March), with 21% of the total overnight person-visits occurring during this time.

Calendar Quarter of Overnight Visits in the Alberta North Tourism Destination Region in 2006				
	January - March	April - June	July - September	October - December
All Overnight	21%	24%	30%	25%
By Market				
Alberta	23%	25%	31%	22%
Other Canada	19%	21%	23%	37%
United States	11%	32%	39%	18%
Overseas	11%	22%	56%	11%

Visits to the Alberta North TDR by residents of Alberta are distributed more evenly across all four quarters than any other visitor origin. Thirty-one per cent of the person-visits from **Alberta** to the Alberta North TDR occur in the third quarter (July, August and September). Another 25% of the person-visits made by Albertans occur in the second quarter (April, May and June). Thirty-seven per cent of the person-visits from **other parts of Canada** are made to the Alberta North TDR in the fourth quarter (October, November and December). Over half (56%) of all person-visits made by **overseas** visitors to the Alberta North TDR occur in the third quarter (July, August and September) and 22% occur in the second quarter (April, May and June). Thirty-nine per cent of the person-visits made to Alberta North TDR from the **United States** occur in the third quarter (July, August and September), 32% occur in the second quarter (April, May and June), 18% occur in the fourth quarter (October, November and December) and 11% occur in the first quarter (January, February and March).

For more information, please contact:
Kristy Hubscher,
Tourism Research Analyst
Alberta Tourism, Parks and Recreation
780-415-1224
kristy.hubscher@gov.ab.ca

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