

Tourism in Alberta North Tourism Destination Region



A Summary of 2007 Visitor Numbers and Characteristics

November 2009

Introduction

Whether to see their friends and relatives, for business, or for pleasure, 1.32 million person-visits were made in 2007 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 2007 Travel Survey of Residents of Canada (TSRC) and the 2007 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: 2007 Overview

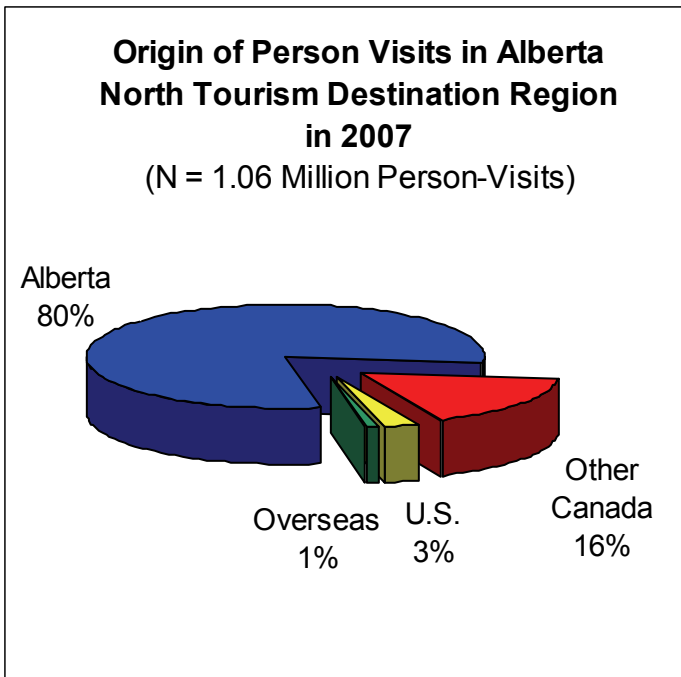
In 2007, the Alberta North TDR received 6% of the total person-visits to Alberta. Residents from other parts of Canada that visited the Alberta North TDR accounted for 8% of the person-visits to the province. Visitors from the United States that visited the Alberta North TDR accounted for 4% of overnight visits by Americans to Alberta. Overseas visitors to the Alberta North TDR accounted for 1% of the overnight overseas visitors to Alberta.

Comparison of Tourism Numbers— 2007			
	Alberta North Tourism Destination Region	Total Alberta	Alberta North Tourism Destination Region % of Alberta
Number of Visitors <i>Millions</i>			
Overnight Person-Visits	0.70	11.54	6%
Total Person-Visits	1.32	22.28	6%
Origin of Visitors			
Alberta	1.06	17.85	6%
Other Canada	0.21	2.70	8%
United States	0.04	0.93	4%
Overseas	0.01	0.79	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 2007, the Alberta North TDR received 6% (1.32 million) of all the person-visits to Alberta. Of the 1.32 million person-visits, 1.06 million person-visits (80%) were by Albertans. Another 212,000 person-visits (16%) were by residents of other parts of Canada. Of the remaining 56,000 person-visits (4%), 3% came from the U.S and 1% arrived from overseas.

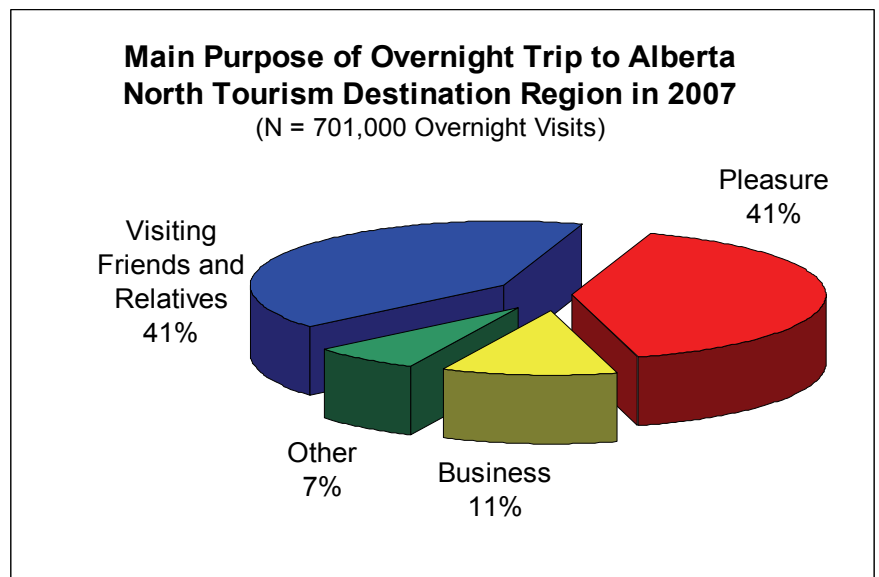


Visitors from the Alberta North TDR accounted for 44% of the person-visits made to the Alberta North TDR. Residents of the Edmonton and Area TDR accounted for 19% of the total person-visits to the Alberta North TDR. Residents of British Columbia accounted for 13% and residents of the Alberta Central TDR accounted for 11% of the person-visits made to the Alberta North TDR.

Overnight trips: Approximately 53% of all visits in the Alberta North TDR included at least one overnight stop, yielding 701,000 overnight person-visits in 2007. Residents of the Edmonton and Area TDR accounted for 27% of all overnight travel to the Alberta North TDR. This was followed by the visitors from the Alberta North TDR (22%), visitors from the Alberta Central TDR (16%) and visitors from British Columbia (13%).

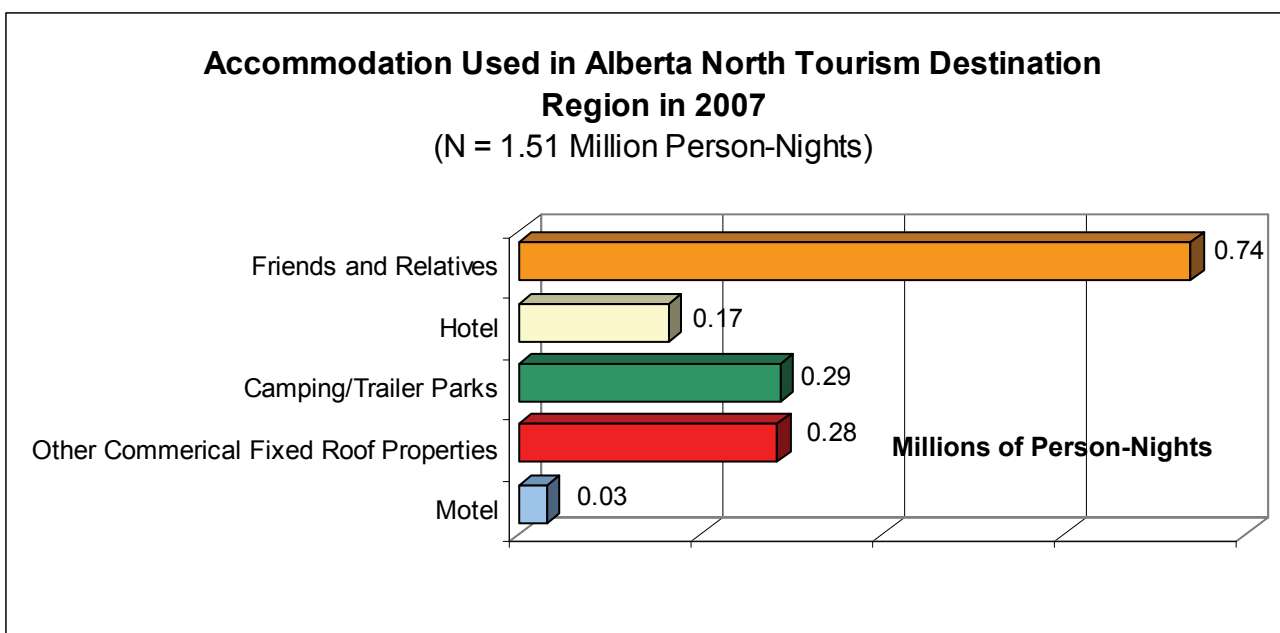
Main Purpose of Overnight Travel

Overnight visits to the Alberta North TDR totalled 701,000 person-visits in 2007. Approximately 41% of the overnight visitors to the Alberta North TDR stated that the main purpose of their trip was for pleasure. Another 41% of the visitors to the Alberta North TDR stated visiting friends and relatives as the main purpose of their trip, 11% stated business as their main purpose and 7% stated other reasons.



Accommodation Used in the Alberta North Tourism Destination Region

Over the course of 2007, visitors spent 41.54 million person-nights in Alberta. Of these, 4% (1.51 million person-nights) were spent in the Alberta North TDR. Forty-nine per cent of these person-nights (740,000) were spent in the homes of friends and relatives. Nineteen per cent was spent in campgrounds/trailer parks, 19% was spent in other commercial fixed roof properties, 11% was spent in hotels, and 2% 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 3.1 nights. Although

Average Length of Stay in the Alberta North Tourism Destination Region in 2007	
All Visitors	3.1
Canada	2.8
Alberta	2.5
B.C.	2.6
Saskatchewan	5.0
Ontario	6.4
United States	3.6
Overseas	17.4

Albertans are the biggest market for the Alberta North TDR, they have the shortest average length of stay at 2.5 nights. The longest average length of stay is attributed to visitors from overseas with 17.4 nights on average for each visit. Visitors from Ontario followed with 6.4 nights per trip and visitors from Saskatchewan followed closely behind, with an average stay of 5.0 nights. Visitors from the United States stayed an average of 3.6 nights in the Alberta North TDR

Seasonality

Visitation to the Alberta North TDR is at its highest in the third quarter (July, August and September) with 32% of the overnight person-visits occurring at this time. This is followed with 29% visiting during the second quarter (April, May, June) and 20% visiting during the first quarter (January, February, March). Finally, visitation to the Alberta North TDR is at its lowest during the fourth quarter (October, November, December), with 19% of the total overnight person-visits occurring during this time.

Calendar Quarter of Overnight Visits in the Alberta North Tourism Destination Region in 2007

	January - March	April - June	July - September	October - December
All Overnight	20%	29%	32%	19%
By Market				
Alberta	19%	30%	34%	17%
Other Canada	31%	24%	17%	28%
United States	7%	40%	44%	9%
Overseas	15%	15%	38%	32%

Thirty-four per cent of the person-visits from **Alberta** to the Alberta North TDR occur in the third quarter (July, August and September). Another 30% of the person-visits made by Albertans occur in the second quarter (April, May and June). Thirty-one per cent of the person-visits from **other parts of Canada** are made to the Alberta North TDR in the first quarter (January, February and March). Thirty-eight per cent of all person-visits made by **overseas** visitors to the Alberta North TDR occur in the third quarter (July, August and September) and 32% occur in the fourth quarter (October, November and December). Forty-four per cent of the person-visits made to Alberta North TDR from the **United States** occur in the third quarter (July, August and September) and 40% occur in the second quarter (April, May and June).

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