

Tourism in Alberta South 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, 2.90 million person-visits were made in 2008 to destinations in the Alberta South 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 South Tourism Destination Region: 2008 Overview

In 2008, the Alberta South TDR received 13% of the total person-visits to Alberta. Residents of Alberta that visited the Alberta South TDR accounted for 13% of the total person-visits to Alberta. Residents of other parts of Canada that visited the Alberta South TDR accounted for 12%, while visitors from the United States and overseas to the Alberta South TDR accounted for 14% and 8% of the total person-visits to Alberta, respectively.

Comparison of Tourism Numbers— 2008			
	Alberta South Tourism Destination Region	Total Alberta	Alberta South Tourism Destination Region % of Alberta
Number of Visitors <i>Millions</i>			
Overnight Person-Visits	1.51	10.89	14%
Total Person-Visits	2.90	22.69	13%
Origin of Visitors			
Alberta	2.43	18.68	13%
Other Canada	0.29	2.39	12%
United States	0.12	0.83	14%
Overseas	0.06	0.78	8%

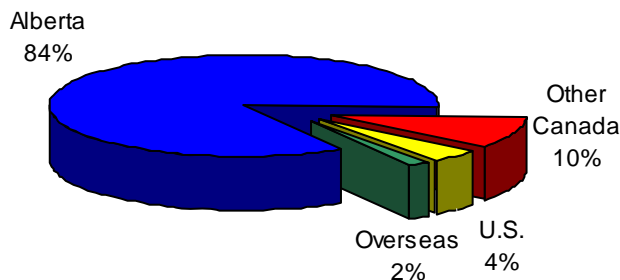
Note: The reader is reminded that travellers to Alberta could visit more than one Tourism Destination Region during a trip.

Who Travels to the Alberta South Tourism Destination Region?

All trips: In 2008, the Alberta South TDR received 13% (2.90 million) of all the person-visits to Alberta. Of the 2.90 million person-visits, 2.43 million (84%) were by Albertans. Another 295,000 person-visits (10%) were by other Canadians. Of the remaining 174,000 person-visits (6%), 4% (119,000) came from the U.S and 2% (55,000) arrived from overseas.

Origin of Person Visits in Alberta South Tourism Destination Region in 2008

(N = 2.90 Million Person-Visits)



Visitors from the Alberta South TDR accounted for 43% of the total person-visits made to the Alberta South TDR. Residents of the Calgary and Area TDR accounted for 29% of the total person-visits made to the Alberta South TDR.

Overnight trips:

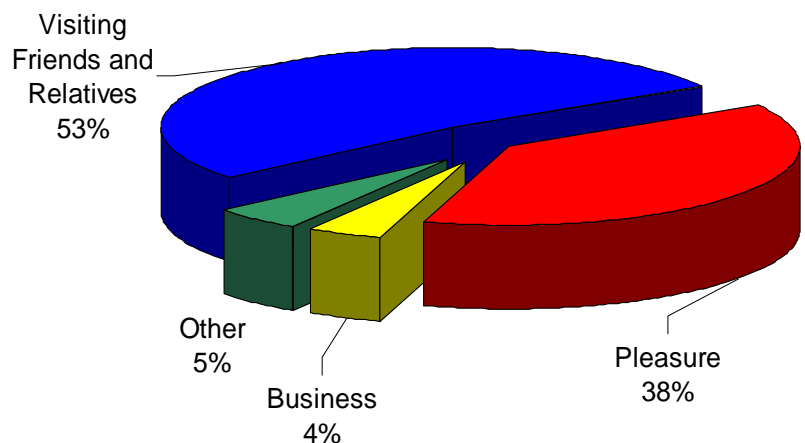
Approximately 52% of all visits in the Alberta South TDR included at least one overnight stop, yielding 1.51 million overnight person-visits in 2008. Residents of the Alberta South TDR accounted for 28% of all overnight travel to the Alberta South TDR. The Calgary and Area TDR accounted for 25% of all overnight travel to the Alberta South TDR.

Main Purpose of Overnight Travel

Overnight visits to the Alberta South TDR totalled 1.51 million person-visits in 2008. Approximately 53% of the overnight visitors to the Alberta South TDR stated that the main purpose of their trip was to visit friends and relatives. Thirty-eight per cent of the visitors to the Alberta South TDR stated pleasure as the main purpose of their trip, 5% stated other reasons as their main purpose and 3% stated business.

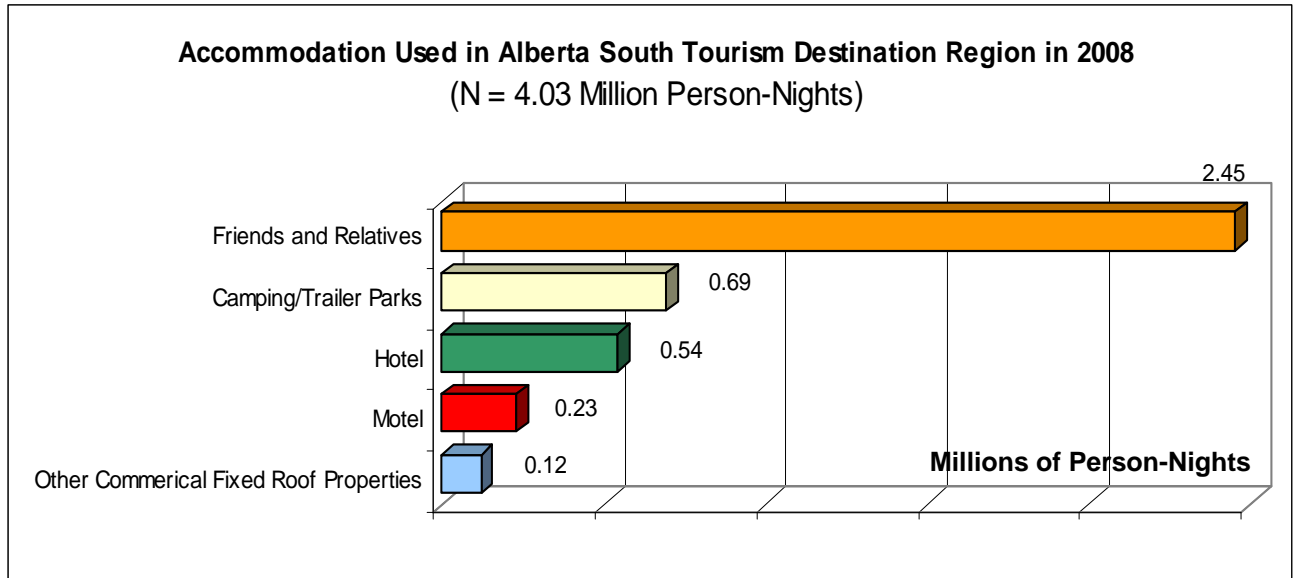
Main Purpose of Overnight Trip to Alberta South Tourism Destination Region in 2008

(N = 1.51 Million Overnight Visits)



Accommodation Used in the Alberta South Tourism Destination Region

Over the course of 2008, visitors spent 41.63 million person-nights in Alberta. Of these, 10% (4.03 million person-nights) were spent in the Alberta South TDR. Sixty-one per cent of these person-nights (2.45 million) were spent in the homes of friends and relatives. Seventeen per cent was spent in campgrounds/trailer parks, 13% was spent in hotels, 6% was spent in motels and 3% of the person-nights in the Alberta South TDR were spent in other commercial fixed roof properties.



Average Length of Stay

The average length of stay for overnight visitors to the Alberta South TDR, which includes Albertans, other Canadians, visitors from the United States and overseas, is 2.7 nights.

Average Length of Stay in the Alberta South Tourism Destination Region in 2008	
All Visitors	2.7
Canada	2.6
Alberta	2.5
B.C.	3.4
Saskatchewan	2.5
Ontario	3.3
United States	2.6
Overseas	5.6

Although Albertans are the biggest market for the Alberta South TDR, they are tied with Saskatchewan for having the shortest average length of stay at 2.5 nights. The longest average length of stay is attributed to visitors from overseas with 5.6 nights on average for each visit. Visitors from British Columbia spend an average of 3.4 nights per trip. Visitors from Ontario stay an average of 3.3 nights per trip in the Alberta South TDR.

Seasonality

Visitation to the Alberta South TDR is at its highest in the third quarter (July, August and September) with 34% of overnight person-visits occurring at this time. However, visitation to the Alberta South TDR in the second quarter (April, May and June) is following closely behind with 32% of the overnight person-visits occurring at this time. Twenty-two per cent of overnight person-visits to the Alberta South TDR occur in the fourth quarter (October, November and December) and 12% occur in the first quarter (January, February and March).

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

	January - March	April - June	July - September	October - December
All Overnight	12%	32%	34%	22%
By Market				
Alberta	12%	37%	29%	22%
Other Canada	15%	20%	41%	24%
United States	10%	20%	55%	15%
Overseas	6%	27%	56%	11%

Thirty-seven per cent of overnight person-visits made by **Albertans** to the Alberta South TDR occur in the second quarter (April, May and June). Another 29% of overnight person-visits made by Albertans occur in the third quarter (July, August and September). Forty-one per cent of overnight person-visits from **other parts of Canada** are made to the Alberta South TDR in the third quarter (July, August and September). Fifty-six per cent of overnight person-visits made by **overseas** visitors to the Alberta South TDR occur in the third quarter (July, August and September) and 27% occur in the second quarter (April, May and June). Over half (55%) of overnight person-visits made to Alberta South TDR from the **United States** occur in the third quarter (July, August and September) and 20% occur in the second quarter (April, May and June).

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