

Tourism in Alberta Central Tourism Destination Region



2009



A Summary of 2009 Visitor Numbers and Characteristics

June 2011

Introduction

Whether to see their friends and relatives, for business, or for pleasure, 6.04 million person-visits were made in 2009 to destinations in the Alberta Central Tourism Destination Region (TDR) by residents of Alberta, other Canada, the United States, and overseas countries. This includes same day and overnight trips for Albertans and other Canadians, and overnight trips only for U.S. and overseas visitors.

To better understand the volume and characteristics of these visitors, Alberta Tourism, Parks and Recreation has prepared a special analyses of the 2009 Travel Survey of Residents of Canada (TSRC) and the 2009 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: 2009 Overview

In 2009, the Alberta Central TDR received 27% of the total person-visits to Alberta. Residents of Alberta that visited the Alberta Central TDR accounted for 30% of the total person-visits to Alberta. Residents of other parts of Canada that visited the Alberta Central TDR accounted for 30%. Visitors from the United States and overseas to the Alberta Central TDR accounted for 11% and 7% of the total person-visits to Alberta, respectively.

Comparison of Tourism Numbers

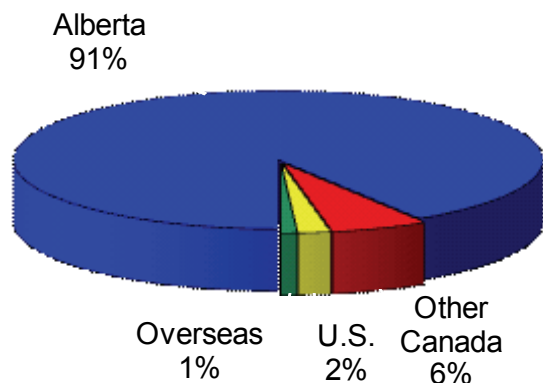
	Alberta Central Tourism Destination Region	Total Alberta	Alberta Central Tourism Destination Region % of Alberta
Number of Visitors Millions			
Overnight Person-Visits	2.47	11.00	23%
Total Person-Visits	6.04	22.60	27%
Origin of Visitors (Total Person-Visits)			
Alberta	5.54	18.50	30%
Other Canada	0.35	2.61	13%
United States	0.09	0.81	11%
Overseas	0.05	0.68	7%

Note: Travellers to Alberta may visit more than one Tourism Destination Region while in the province.

Who Travels to the Alberta Central Tourism Destination Region?

All trips: In 2009, the Alberta Central TDR received 6.04 million person-visits. Of the 6.04 million person-visits, 5.54 million (92%) were by Albertans. Another 351,000 person-visits (6%) were by other Canadians. Of the remaining 143,000 person-visits (3%), 2% (93,000) came from the U.S. and 1% (50,000) arrived from overseas.

Origin of Person-Visits in Alberta Central Tourism Destination Region in 2009
(N = 6.04 Million Person-Visits)



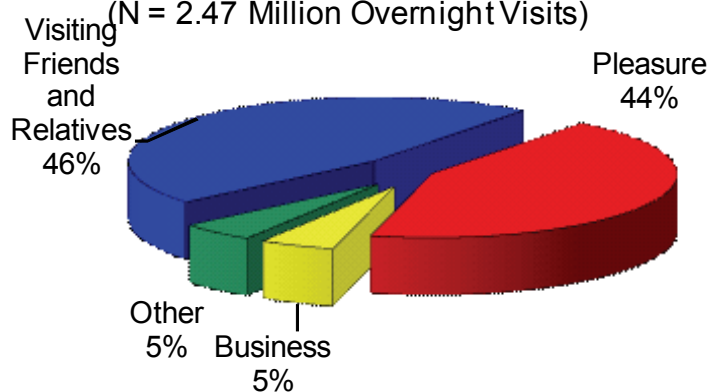
Residents of the Edmonton and Area TDR accounted for 37% of the person-visits made to the Alberta Central TDR. Residents of the Alberta Central TDR accounted for 33%, residents from the Calgary and Area TDR accounted for 15% of the person-visits to the Alberta Central TDR.

Overnight trips: Approximately 41% of all visits to the Alberta Central TDR included at least one overnight stop, yielding 2.47 million overnight person-visits in 2009. Residents of the Edmonton and Area TDR accounted for 36% of all overnight travel to the Alberta Central TDR. This was followed by residents from the Calgary and Area TDR (19%), and the Alberta Central TDR (19%).

Main Purpose of Overnight Travel

Overnight visits to the Alberta Central TDR totalled 2.47 million person-visits in 2009. Approximately 46% of the overnight person-visits to the Alberta Central TDR stated that the main purpose of their trip was to visit friends and relatives. Another 44% of the person-visits to the Alberta Central TDR stated pleasure as the main purpose of their trip. Business accounted for 5% of overnight travel in the Alberta Central TDR and 5% stated other reasons for the purpose of their trip.

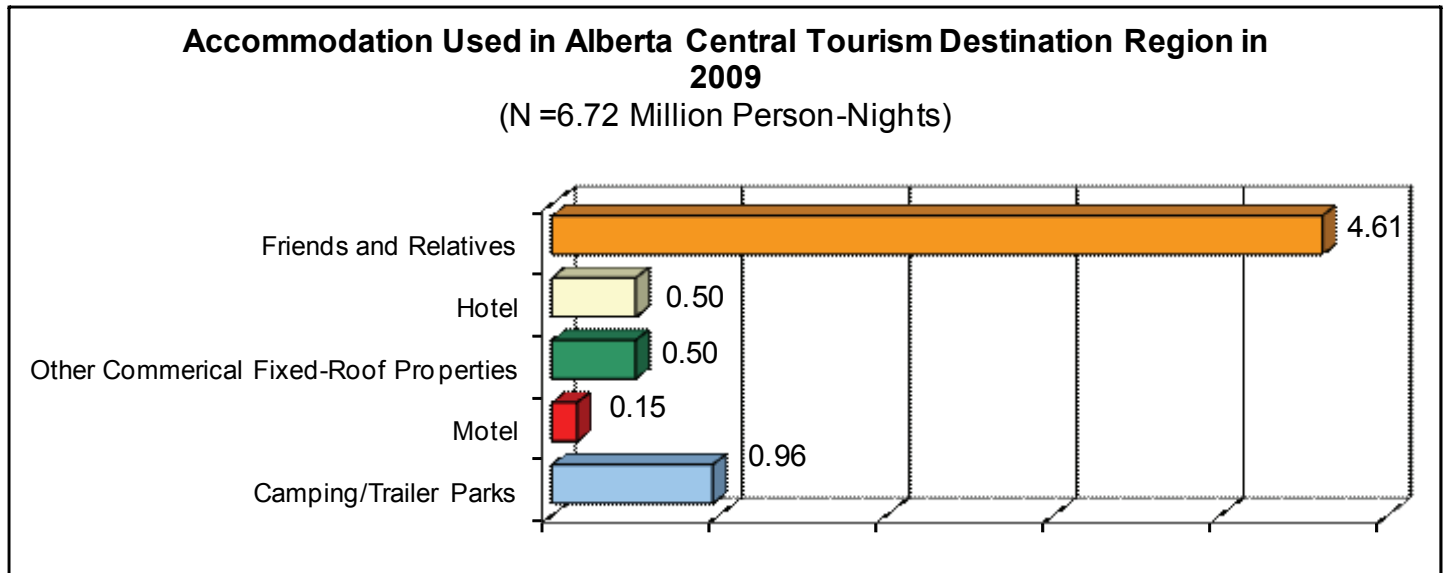
Main Purpose of Overnight Trip to Alberta Central Tourism Destination Region, 2009
(N = 2.47 Million Overnight Visits)



Accommodation Used in the Alberta Central Tourism Destination Region

Over the course of 2009, visitors spent 40.39 million person-nights in Alberta. Of these person-nights, 17% (6.72 million person-nights) were spent in the Alberta Central TDR.

Sixty-nine per cent of these 6.72 million person-nights (4.61 million) were spent in the homes of friends and relatives. A further 15% were spent in campgrounds and trailer parks (960,000 person-nights). Seven per cent were spent in other commercial fixed-roof properties, 7% were spent in hotels and 2% 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 2.7 nights.

Average Length of Stay in Alberta Central Tourism Destination Region, 2009	
All Overnight Visitors	2.7
Canada	2.5
Alberta	2.3
B.C.	4.0
Saskatchewan	3.0
Ontario	5.9
United States	4.4
Overseas	12.2

Although Albertans account for the greatest number of person-visits to 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 12.2 nights on average for each visit. Visitors from British Columbia stay on average 4.0 nights per trip and visitors from the U.S. stay an average of 4.4 nights per trip.

Seasonality

Visitation to the Alberta Central TDR is at its highest in the third quarter (July, August and September), with 41% of overnight person-visits occurring at this time. This is followed with 27% visiting during the second quarter (April, May and June), 20% visiting during the fourth quarter (October, November, December), and 12% in the first quarter (January, February and March).

Calendar Quarter of Overnight Visits in the Alberta Central Tourism Destination Region - 2009

	January - March (Quarter 1)	April - June (Quarter 2)	July - September (Quarter 3)	October - December (Quarter 4)
All Overnight	12%	27%	41%	20%
By Market				
Alberta	12%	28%	40%	20%
Other Canada	11%	23%	47%	19%
United States	7%	28%	45%	20%
Overseas	6%	32%	46%	16%

Forty 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-seven per cent of overnight person-visits from **other Canada** are made to the Alberta Central TDR in the third quarter (July, August and September) and another 23% are made in the second quarter (April, May and June). Almost half (46%) of overnight person-visits made by **overseas** visitors to the Alberta Central TDR occur in the third quarter (July, August and September) and 32% occur in the second quarter (April, May and June). Forty-five per cent of overnight person-visits made to Alberta Central TDR from the **United States** occur in the third quarter (July, August and September), 28% occur in the second quarter (April, May and June), and 16% occur in the fourth quarter (October, November and December).

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