

# Tourism in Alberta South 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, 2.86 million person-visits were made in 2009 to destinations in the Alberta South 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 South Tourism Destination Region: 2009 Overview**

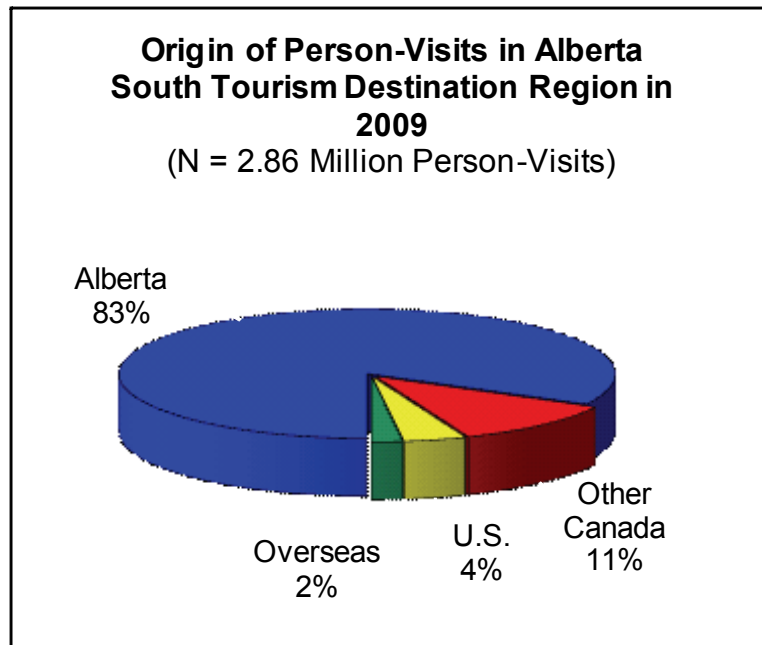
In 2009, the Alberta South TDR received 13% of the total person-visits to Alberta. Residents of Alberta that visited the Alberta South TDR accounted for 13% of the total person-visits to Alberta. Residents of other parts of Canada that visited the Alberta South TDR accounted for 12%. Visitors from the United States and overseas to the Alberta South TDR accounted for 16% and 7% of the total person-visits to Alberta, respectively.

<b>Comparison of Tourism Numbers</b>			
	Alberta South Tourism Destination Region	Total Alberta	Alberta South Tourism Destination Region % of Alberta
<b>Number of Visitors</b> <i>Millions</i>			
Overnight Person-Visits	1.43	11.00	13%
Total Person-Visits	2.86	22.60	13%
<b>Origin of Visitors (Total Person-Visits)</b>			
Alberta	2.36	18.50	13%
Other Canada	0.32	2.61	12%
United States	0.13	0.81	16%
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 South Tourism Destination Region?

**All trips:** In 2009, the Alberta South TDR received 2.86 million person-visits. Of the 2.86 million person-visits, 2.36 million (82%) were by Albertans. Another 320,000 person-visits (11%) were by other Canadians. Of the remaining 182,000 person-visits (6%), 4% (128,000) came from the U.S. and 2% (54,000) arrived from overseas.

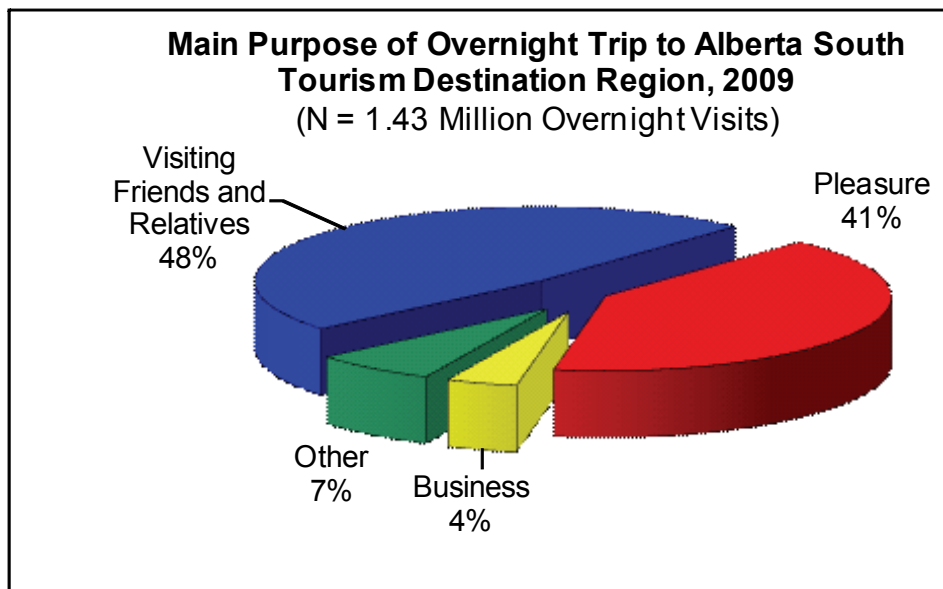


Residents of the Alberta South TDR accounted for 40% of the person-visits made to the Alberta South TDR. Residents of the Calgary and Area TDR accounted for 31%, residents from the Alberta Central TDR accounted for 6% and residents of the Edmonton and Area TDR accounted for 4% of the person-visits to the Alberta South TDR.

**Overnight trips:** Approximately 50% of all visits to the Alberta South TDR included at least one overnight stop, yielding 1.43 million overnight person-visits in 2009. Residents of the Calgary and Area TDR accounted for 27% of all overnight travel to the Alberta South TDR. This was followed by residents from the Alberta South TDR (25%), and the Alberta Central TDR (9%). Residents from Saskatchewan accounted for 7% and residents of British Columbia accounted for 6% of the overnight person-visits to the Alberta South TDR.

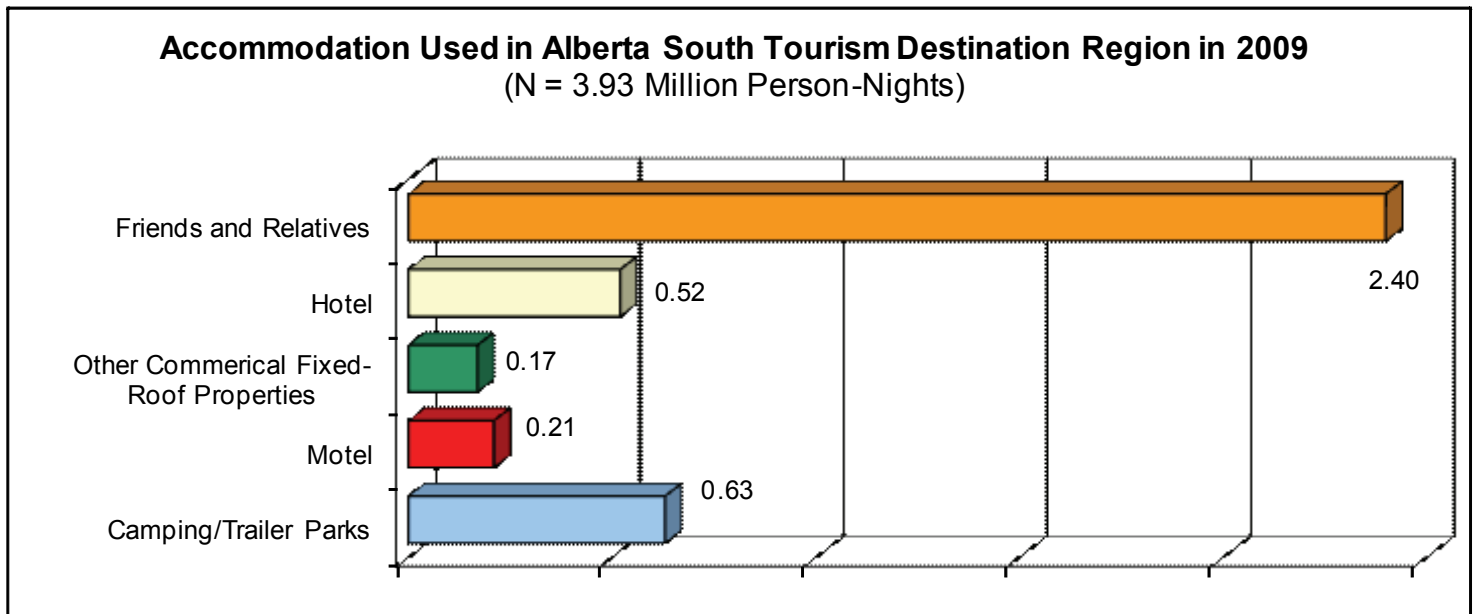
## Main Purpose of Overnight Travel

Overnight visits to the Alberta South TDR totalled 1.43 million person-visits in 2009. Approximately 48% of the overnight person-visits to the Alberta South TDR stated that the main purpose of their trip was to visit friends and relatives. Another 41% of the person-visits to the Alberta South TDR stated pleasure as the main purpose of their trip. Business accounted for 4% of overnight travel in the Alberta South TDR and 7% stated other reasons for the purpose of their trip.



### Accommodation Used in the Alberta South Tourism Destination Region

Over the course of 2009, visitors spent 40.39 million person-nights in Alberta. Of these person-nights, 10% (3.93 million person-nights) were spent in the Alberta South TDR. Sixty-one per cent of these 3.93 million person-nights (2.40 million) were spent in the homes of friends and relatives. A further 16% were spent in campgrounds and trailer parks (631,000 person-nights). Thirteen per cent were spent in hotels, 6% was spent in motels and 4% 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 Alberta South Tourism Destination Region, 2009	
All Overnight Visitors	2.7
Canada	2.6
Alberta	2.6
B.C.	3.1
Saskatchewan	2.7
Ontario	3.0
United States	2.3
Overseas	6.8

Visitors from the United States had the shortest average length of stay in 2009 with 2.3 nights. Albertans average length of stay was 2.6 nights. The longest average length of stay is attributed to visitors from overseas, with 6.8 nights on average for each visit. Visitors from British Columbia stay on average 3.1 nights per trip and visitors from Ontario stay on average 3.0 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 36% of overnight person-visits occurring at this time. This is followed with 30% visiting during the second quarter (April, May and June) and 20% visiting during the fourth quarter (October, November, December), and 14% in the first quarter (January, February and March).

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

	January - March (Quarter 1)	April - June (Quarter 2)	July - September (Quarter 3)	October - December (Quarter 4)
All Overnight	14%	30%	36%	20%
By Market				
Alberta	13%	34%	31%	22%
Other Canada	16%	22%	42%	20%
United States	8%	23%	57%	12%
Overseas	2%	28%	56%	14%

Thirty-four per cent of overnight person-visits made by **Albertans** to the Alberta South TDR occur in the second quarter (April, May and June). Another 31% of overnight person-visits made by Albertans occur in the third quarter (July, August and September). Forty-two per cent of overnight person-visits from **other Canada** are made to the Alberta South TDR in the third quarter (July, August and September) and another 22% are made in the second quarter (April, May and June). Over half (56%) of overnight person-visits made by **overseas** visitors to the Alberta South TDR occur in the third quarter (July, August and September) and 28% occur in the second quarter (April, May and June). Fifty-seven per cent of overnight person-visits made to Alberta South TDR from the **United States** occur in the third quarter (July, August and September), 23% occur in the second quarter (April, May and June), and 12% occur in the fourth quarter (October, November and December).

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