

Tourism in Canadian Rockies 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, 3.14 million person-visits were made in 2009 to destinations in the Canadian Rockies 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.

Canadian Rockies Tourism Destination Region: 2009 Overview

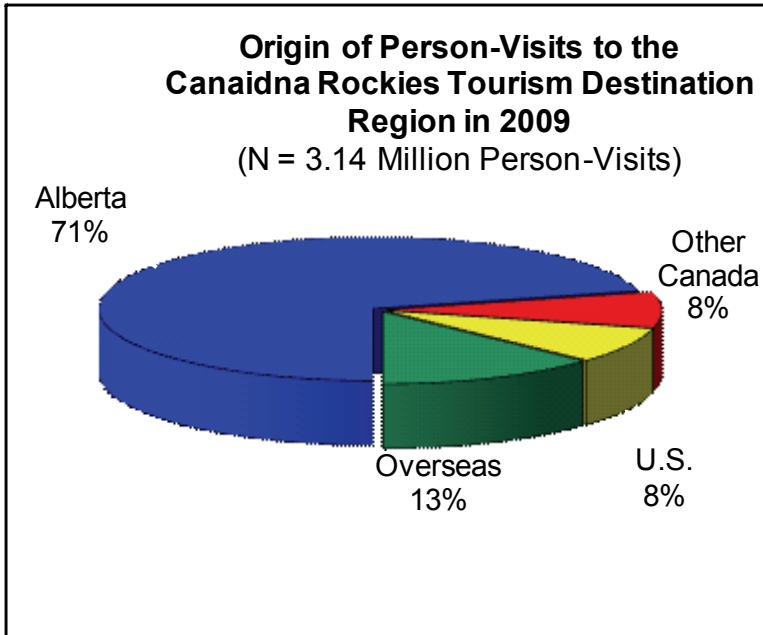
In 2009, the Canadian Rockies TDR received 14% of the total person-visits to Alberta. Residents of Alberta that visited the Canadian Rockies TDR accounted for 12% of the total person-visits to Alberta. Residents of other parts of Canada that visited the Canadian Rockies TDR accounted for 9%. Visitors from the United States and overseas to the Canadian Rockies TDR accounted for 30% and 62% of the total person-visits to Alberta, respectively.

Comparison of Tourism Numbers			
	Canadian Rockies Tourism Destination Region	Total Alberta	Canadian Rockies Tourism Destination Region % of Alberta
Number of Visitors			
<i>Millions</i>			
Overnight Person-Visits	1.76	11.00	16%
Total Person-Visits	3.14	22.60	14%
Origin of Visitors (Total Person-Visits)			
Alberta	2.23	18.50	12%
Other Canada	0.24	2.61	9%
United States	0.24	0.81	30%
Overseas	0.42	0.68	62%

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

Who Travels to the Canadian Rockies Tourism Destination Region?

All trips: In 2009, the Canadian Rockies TDR received 3.14 million person-visits. Of the 3.14 million person-visits, 2.23 million (71%) were by Albertans. Another 244,000 person-visits (8%) were by other Canadians. Of the remaining 661,000 person-visits (21%), 8% (238,000) came from the United States and 13% (423,000) arrived from overseas.

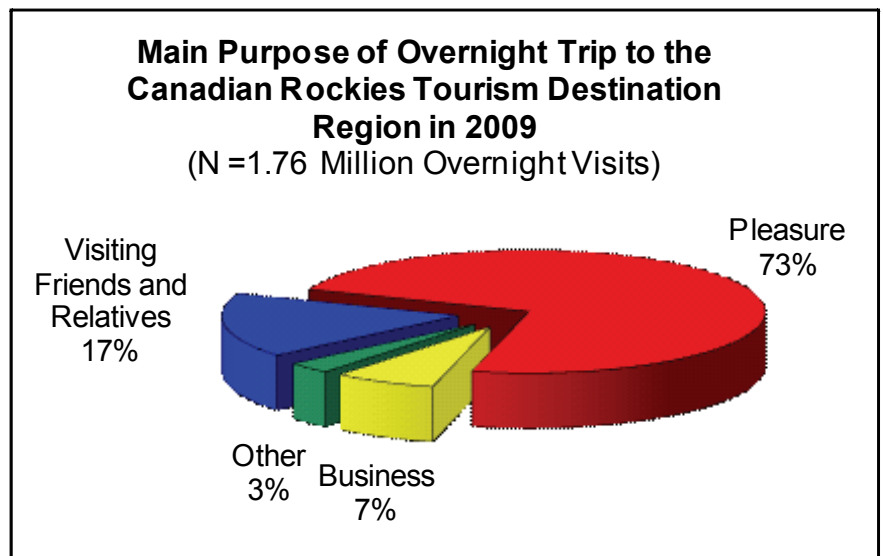


Residents of the Calgary and Area TDR accounted for 47% of the person-visits made to the Canadian Rockies TDR. Residents of the Edmonton and Area TDR accounted for 12% of the person-visits made to the Canadian Rockies TDR.

Overnight trips: Approximately 56% of all visits to the Canadian Rockies TDR included at least one overnight stop, yielding 1.76 million overnight person-visits in 2009. Residents of the Calgary and Area TDR accounted for 22% of all overnight travel to the Canadian Rockies TDR. This was followed by residents from the Edmonton and Area TDR (16%). Visitors from Europe accounted for 16%, with nearly half (43%) of that figure being from the United Kingdom (121,000). A further 7% were visitors from the Asia/Pacific region.

Main Purpose of Overnight Travel

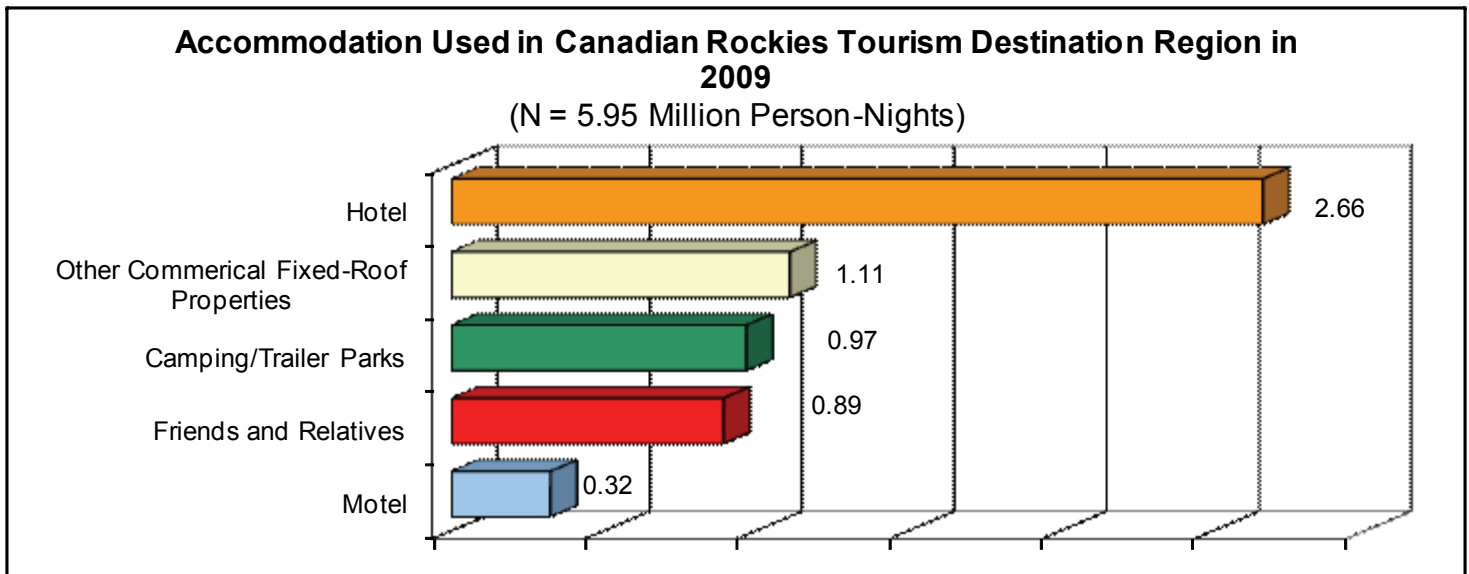
Overnight visits to the Canadian Rockies TDR totalled 1.76 million person-visits in 2009. Approximately 73% of the overnight person-visits to the Canadian Rockies TDR stated that the main purpose of their trip was for pleasure. Just under one-fifth (17%) of the person-visits to the Canadian Rockies TDR stated visiting friends and relatives as the main purpose of their trip. Business accounted for 7% of overnight travel in the Canadian Rockies TDR and 3% stated other reasons for the purpose of their trip.



Accommodation Used in the Canadian Rockies Tourism Destination Region

Over the course of 2009, visitors spent 40.39 million person-nights in Alberta. Of these person-nights, 15% (5.95 million person-nights) were spent in the Canadian Rockies TDR.

Forty-five per cent of these 5.95 million person-nights (2.66 million) were spent in hotels. A further 19% were spent in other commercial fixed-roof properties (1.11 million person-nights). Sixteen per cent were spent in campgrounds and trailer parks, 15% were at homes of friends and relatives and 5% was spent in motels.



Average Length of Stay

The average length of stay for overnight visitors to the Canadian Rockies TDR, which includes Albertans, other Canadians, visitors from the United States and overseas, is 3.4 nights.

Average Length of Stay in Canadian Rockies Tourism Destination Region, 2009	
All Overnight Visitors	3.4
Canada	2.5
Alberta	2.3
B.C.	3.3
Saskatchewan	3.5
Ontario	3.2
United States	3.4
Overseas	5.6

While visitors from Alberta account for the greatest overnight person-visits to the Canadian Rockies 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 5.6 nights on average for each visit. Visitors from Saskatchewan followed with an average of 3.5 nights per trip. This was followed by residents of British Columbia with 3.3 nights. Residents of the United States stayed an average of 3.4 nights in the Canadian Rockies TDR during their trip.

Seasonality

Visitation to the Canadian Rockies TDR is at its highest in the third quarter (July, August and September), with 43% of overnight person-visits occurring at this time. This is followed with 24% visiting during the second quarter (April, May and June), 17% visiting during the first quarter (January, February and March), and 16% in the fourth quarter (October, November and December).

Calendar Quarter of Overnight Visits in the Canadian Rockies Tourism Destination Region - 2009

	January - March (Quarter 1)	April - June (Quarter 2)	July - September (Quarter 3)	October - December (Quarter 4)
All Overnight	17%	24%	43%	16%
By Market				
Alberta	22%	21%	36%	21%
Other Canada	21%	12%	46%	21%
United States	4%	29%	59%	8%
Overseas	10%	33%	48%	9%

Thirty-six per cent of overnight person-visits made by **Albertans** to the Canadian Rockies TDR occur in the third quarter (July, August and September). Another 22% of overnight person-visits made by Albertans occur in the first quarter (January, February and March). Forty-six per cent of overnight person-visits from **other Canada** are made to the Canadian Rockies TDR in the third quarter (July, August and September), 21% are done in both the first (January, February and March) and the fourth quarters (October, November and December). Just under half (48%) of overnight person-visits made by **overseas** visitors to the Canadian Rockies TDR occur in the third quarter (July, August and September) and 33% occur in the second quarter (April, May and June). Fifty-nine per cent of overnight person-visits made to Canadian Rockies TDR from the **United States** occur in the third quarter (July, August and September), and 29% occur in the second quarter (April, May and June).

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