

Tourism in Edmonton and Area 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, 4.99 million person-visits were made in 2009 to destinations in the Edmonton and Area 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.

Edmonton and Area Tourism Destination Region: 2009 Overview

In 2009, the Edmonton and Area TDR received 22% of the total person-visits to Alberta. Residents of Alberta that visited the Edmonton and Area TDR accounted for 20% of the total person-visits to Alberta. Residents of other parts of Canada that visited the Edmonton and Area TDR accounted for 29%. Visitors from the United States and overseas to the Edmonton and Area TDR accounted for 49% and 19% of the total person-visits to Alberta, respectively.

Comparison of Tourism Numbers			
	Edmonton and Area Tourism Destination Region	Total Alberta	Edmonton and Area Tourism Destination Region % of Alberta
Number of Visitors <i>Millions</i>			
Overnight Person-Visits	2.66	11.00	24%
Total Person-Visits	4.99	22.60	22%
Origin of Visitors (Total Person-Visits)			
Alberta	3.70	18.50	20%
Other Canada	0.76	2.61	29%
United States	0.40	0.81	49%
Overseas	0.13	0.68	19%

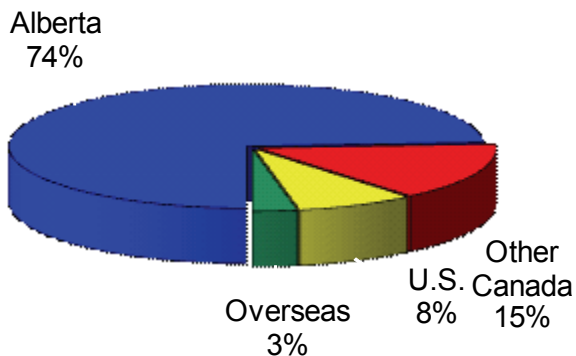
Note: Travellers to Alberta may visit more than one Tourism Destination Region while in the province.

Who Travels to the Edmonton and Area Tourism Destination Region?

All trips: In 2009, the Edmonton and Area TDR received 4.99 million person-visits. Of the 4.99 million person-visits, 3.70 million (74%) were by Albertans. Another 763,000 person-visits (15%) were by other Canadians. Of the remaining 532,000 person-visits (11%), 8% (402,000) came from the U.S. and 3% (130,000) arrived from overseas.

Origin of Person-Visits in Edmonton and Area Tourism Destination Region in 2009

(N = 4.99 Million Person-Visits)



Residents of the Alberta Central TDR accounted for 33% of the person-visits made to the Edmonton and Area TDR. Residents of the Edmonton and Area TDR accounted for 18%, residents from the Calgary and Area TDR accounted for 10% and residents from the Alberta North TDR accounted for 9% of the person-visits made to the Edmonton and Area TDR. Residents of British Columbia accounted for 6% and residents of Saskatchewan accounted for 5% of the person-visits made to the Edmonton and Area TDR.

Overnight trips: Approximately 53% of all visits to the Edmonton and Area TDR included at least one overnight stop, yielding 2.66 million overnight person-visits in 2009. Residents of the Alberta Central TDR accounted for 18% of all overnight travel to the Edmonton and Area TDR. This was followed by residents from the Calgary and Area

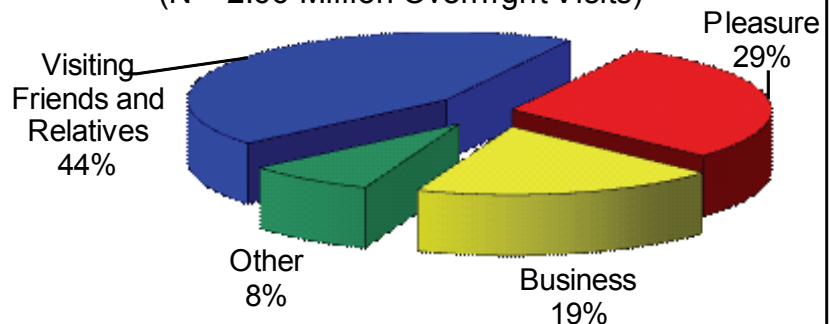
TDR (14%), and the Alberta North TDR (12%). Residents from British Columbia accounted for 11% and residents from Saskatchewan accounted for 7% of the overnight person-visits made to the Edmonton and Area TDR.

Main Purpose of Overnight Travel

Overnight visits to the Edmonton and Area TDR totalled 2.66 million person-visits in 2009. Approximately 44% of the overnight person-visits to the Edmonton and Area TDR stated that the main purpose of their trip was to visit friends and relatives. Just under one-third (29%) of the person-visits to the Edmonton and Area TDR stated pleasure as the main purpose of their trip. Business accounted for 19% of overnight travel in the Edmonton and Area TDR and 8% stated other reasons for the purpose of their trip.

Main Purpose of Overnight Trip to Edmonton and Area Tourism Destination Region, 2009

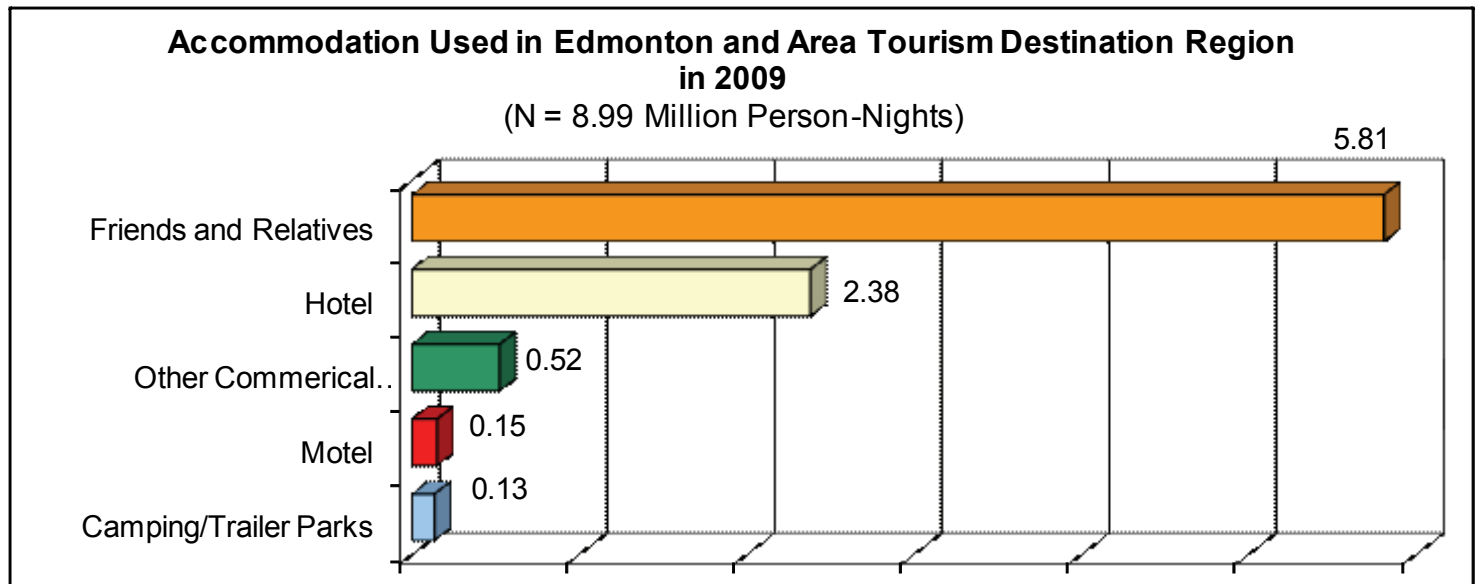
(N = 2.66 Million Overnight Visits)



Accommodation Used in the Edmonton and Area Tourism Destination Region

Over the course of 2009, visitors spent 40.39 million person-nights in Alberta. Of these person-nights, 22% (8.99 million person-nights) were spent in the Edmonton and Area TDR.

Sixty-five per cent of these 8.99 million person-nights (5.81 million) were spent in the homes of friends and relatives. A further 26% were spent in hotels (2.38 million person-nights). Six per cent were spent in other commercial fixed-roof properties, 2% were spent in motels and 1% were spent in campgrounds and trailer parks.



Average Length of Stay

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

Average Length of Stay in Edmonton and Area Tourism Destination Region, 2009	
All Overnight Visitors	3.4
Canada	2.8
Alberta	2.1
B.C.	4.1
Saskatchewan	2.6
Ontario	6.8
United States	4.1
Overseas	10.5

Although Albertans account for the greatest number of overnight person-visits to the Edmonton and Area TDR, they have the shortest average length of stay at 2.1 nights. The longest average length of stay is attributed to visitors from overseas, with 10.5 nights on average for each visit. Visitors from Ontario stay on average, 6.8 nights per trip and visitors from the U.S. stay an average of 4.1 nights per trip.

Seasonality

Visitation to the Edmonton and Area TDR is at its highest in the third quarter (July, August and September), with 30% of overnight person-visits occurring at this time. This is followed with 26% visiting during the fourth quarter (October, November and December), 24% visiting during the second quarter (April, May and June), and 20% in the first quarter (January, February and March).

Calendar Quarter of Overnight Visits in the Edmonton and Area Tourism Destination Region - 2009

	January - March (Quarter 1)	April - June (Quarter 2)	July - September (Quarter 3)	October - December (Quarter 4)
All Overnight	20%	24%	30%	26%
By Market				
Alberta	23%	24%	25%	28%
Other Canada	21%	21%	34%	24%
United States	17%	27%	34%	22%
Overseas	11%	30%	48%	11%

Twenty-eight per cent of overnight person-visits made by **Albertans** to the Edmonton and Area TDR occur in the fourth quarter (October, November and December). Another 25% of overnight person-visits made by Albertans occur in the third quarter (July, August and September). Thirty-four per cent of overnight person-visits from **other Canada** are made to the Edmonton and Area TDR in the third quarter (July, August and September) and another 24% are made in the fourth quarter (October, November and December). Almost half (48%) of overnight person-visits made by **overseas** visitors to the Edmonton and Area TDR occur in the third quarter (July, August and September) and 30% occur in the second quarter (April, May and June). Thirty-four per cent of overnight person-visits made to Edmonton and Area TDR from the **United States** occur in the third quarter (July, August and September), 27% occur in the second quarter (April, May and June), and 22% occur in the fourth quarter (October, November and December).

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