Tourism in Alberta South Tourism Region 2014

A Summary of 2014 Visitor Numbers, Expenditures and Characteristics

July 2016

Alberta Government

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Introduction

Whether to see their friends and relatives, for business or for pleasure, 4.29 million total visits were made in 2014 to destinations in the Alberta south tourism region by residents of Alberta, other parts of Canada, the United States and overseas countries.

To better understand the volume and characteristics of these visitors, Alberta Culture and Tourism has prepared special analyses of the 2014 Travel Survey of Residents of Canada (TSRC) and the 2014 International Travel Survey (ITS), which 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 visitors from the U.S. and overseas. Data in this publication includes same-day and overnight trips for Albertans and residents from other parts of Canada, and overnight trips only for U.S. and overseas visitors.

Readers are cautioned that estimates for 2013 and 2014 are not comparable with previous years (2012 and earlier), as Statistics Canada made a major file structure change in 2013. Data was suppressed so that the 2013 and 2014 data has considerably less detail than what was available in 2012 and earlier.

This summary highlights key findings only. For more information on tourism in Alberta, please contact Alberta Culture and Tourism or visit http://culture.alberta.ca/tourism/ .

Alberta South Tourism Region: 2014 Overview

Comparison of Tourism Numbers[1]			
	Alberta South Tourism Region	**Total Alberta**	**Alberta South Tourism Region as % of Alberta**
Number of Visits (Millions)			
Overnight Person-Visits	1.53	13.60	11%
Total Person-Visits	4.29	34.68	12%
Origin of Visits (Total Person-Visits)			
Alberta	3.71	29.79	12%
Other Canada	0.41	3.23	13%
United States	0.12	0.77	16%
Overseas	0.05	0.90	6%

In 2014, southern Alberta received 12% of the total visits to Alberta. Residents of Alberta visiting the region accounted for 12% of the total visits within Alberta. Of the total visits from other parts of

[1] Note: Travellers to Alberta may visit more than one tourism region while in the province.

Canada, 13% visited southern Alberta. Visitors to Alberta from the United States and overseas accounted for 15% and 6% of the visits to this region, respectively.

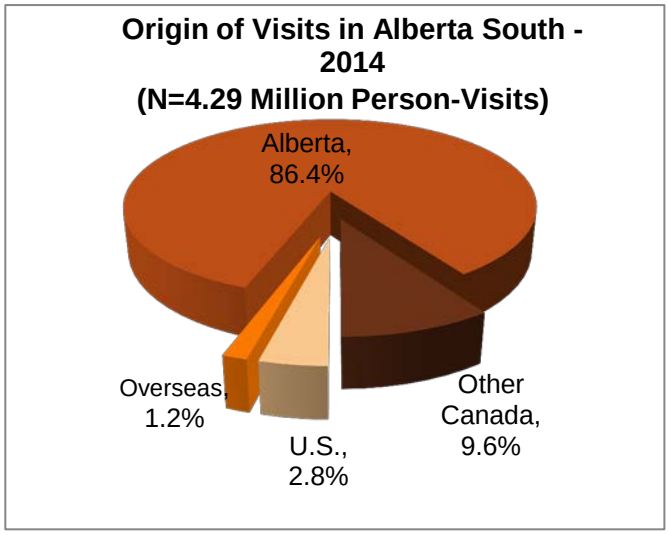
All trips

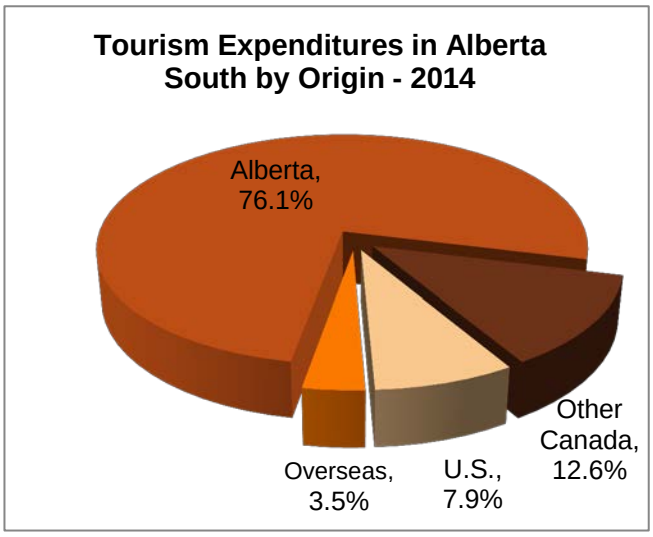
In 2014, southern Alberta received 4.29 million total visits, of which 3.71 million (86.4%) were by Albertans. Another 414,000 visits (9.6%) were by other Canadians. Of the remaining 169,000 visits (4%), 2.8% (119,000) came from the United States and 1.2% (50,000) arrived from overseas.

Total Visitation and Tourism Expenditures in Alberta South - 2014					
	Alberta	**Other Canada**	**United States**	**Overseas**	**Total**
('000s)					
Person-Visits	3,708	414	119	50	4,291
Tourism Expenditures	$470,593	$77,794	$48,725	$21,430	$618,542

Residents of southern Alberta accounted for 45% of visits made within the region, while residents of Calgary and area accounted for 31%, residents of Edmonton and area accounted for 4% and residents of central Alberta accounted for 7%.

Direct tourism expenditure by these visitors was approximately $0.6 billion. Residents of Alberta accounted for 76.1% of direct visitor spending in the southern Alberta tourism region. Visitors from other parts of Canada accounted for 12.6%, visitors from the United States accounted for 7.9% and overseas visitors accounted for 3.5% of direct tourism expenditure in the this region.





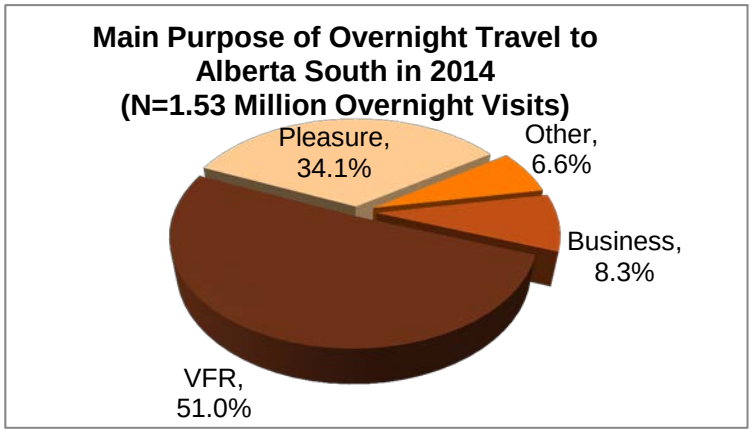
Overnight trips

Approximately 36% of all visits to southern Alberta included at least one overnight stop, yielding 1.53 million overnight visits in 2014.

Residents of Calgary and area accounted for 32% of all overnight travel to the region. This was followed by residents of southern Alberta (18%) and central Alberta (10%). Residents of Saskatchewan accounted for 9% of overnight visits to the region and residents of British Columbia accounted for 5%.

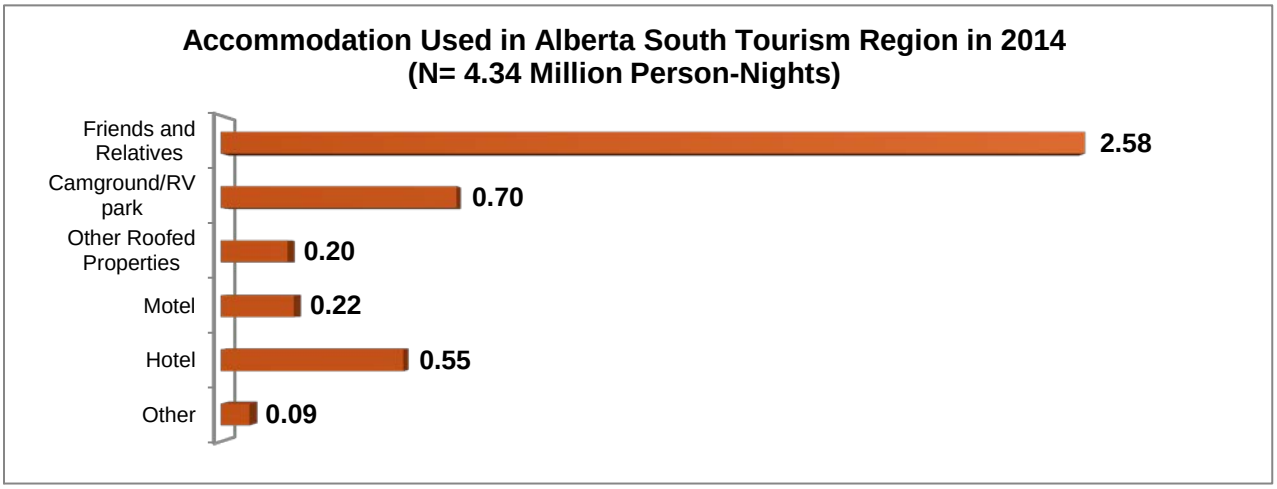
Main Purpose of Overnight Travel

There were 1.53 million visits to southern Alberta in 2014. Approximately 51.0% of overnight visitors to the region stated that the main purpose of their trip was to visit friends and relatives (VFR). Another 34.1% of the visitors to the region cited pleasure as the main purpose of their trip. Business accounted for 8.3% of overnight travel in southern Alberta and 6.6% of travelers to the region cited other reasons for their stay.



Accommodation Used in Alberta South Tourism Region

Over the course of 2014, visitors spent 46.48 million nights in Alberta, of which 9% (4.34 million) were spent in southern Alberta. Sixty per cent of these 4.34 million nights (2.58 million) were spent in the homes of friends and relatives. A further 16% of nights were spent in campgrounds



and trailer parks (704,000), while 13% were spent in hotels, 5% in motels, 5% in other commercial fixed-roof properties and another 2% in other accommodations.

Average Length of Stay for Overnight Visitors

The average length of stay for all overnight visits to southern Alberta is 2.8 nights.

Although Albertans account for the greatest number of visits to southern Alberta, they have the shortest average length of stay at 2.5 nights. The longest average length of stay is attributed to visitors from overseas, with 6.5 nights on average for each visit. Visitors from the United States followed with 4 nights per trip and visitors from the rest of Canada stayed an average of 3.1 nights per trip.

Average Length of Stay in Alberta South Tourism Region – 2014 (Nights)	
All Overnight Visits	2.8
Canada	2.6
Alberta	2.5
Other Canada	3.1
United States	4.0
Overseas	6.5

Seasonality

Visitation to southern Alberta is at its highest in the third quarter (July, August and September), with 39% of overnight visits occurring at this time. This is followed with 25% visiting during the second quarter (April, May and June), 19% visiting during the first quarter (January, February and March) and 17% in the fourth quarter ((October, November and December).

Thirty-nine per cent of overnight visits made by **Albertans** to southern Alberta occur in the third quarter (July, August and September). Twenty-two per cent of overnight visits made by Albertans occur in the second quarter (April, May and June). Thirty-five per cent of overnight visits from **other parts of Canada** are made in the second quarter (April, May and June) and 32% are made in the third quarter (July, August and September). Over one-half (55%) of overnight visits made by residents of the **United States** occur in the third quarter (July, August and September) and 26% occur in the second quarter (April, May and June). Forty-six per cent of overnight visits from **overseas** visitors occur in the third quarter (July, August and September) and 40% occur in the second quarter (April, May and June).

Calendar Quarter of Overnight Visits in Alberta South Tourism Region - 2014				
	January-March (Quarter 1)	**April-June (Quarter 2)**	**July-September (Quarter 3)**	**October-December (Quarter 4)**
All Overnight	19%	25%	39%	17%
By Market				
Alberta	21%	22%	39%	18%
Other Canada	14%	35%	32%	19%
United States	8%	26%	55%	10%
Overseas	6%	40%	46%	8%

Summary of Characteristics of Overnight Visits to Alberta South

On average, overseas visitors spent the most per person per visit ($425 per person per visit), but U.S. visitors had the highest average spending per person per night ($120). Albertans and other Canadians have similar average spending per person per night ($56 for Albertans and $55 for other Canadians).

Selected Characteristics of Overnight Visits to Alberta South - 2014				
Description	**Alberta**	**Other Canada**	**United States**	**Overseas**
Average length of stay	2.5	3.1	4.0	6.5
Average spending per person per visit	$142	$185	$409	$425
Average spending per party per visit	$249	$337	$731	$702
Average spending per person per night	$56	$55	$120	$55
Average spending per party per night	$99	$100	$215	$91
Average party size	3.1	2.3	1.8	1.7

Total Tourism Expenditures by Category

Residents of Alberta rank number one for spending in every tourism expenditure category in the Alberta south tourism region. Approximately 41% of all visitor spending by residents of Alberta in the Alberta South tourism region was on accommodation, food and beverage.

Total Tourism Expenditures in Alberta South by Category - 2014					
	Alberta	**Other Canada**	**United States**	**Overseas**	**Total**
($000s)					
Public/Local Transportation	$17,377	$5,006	$7,600	$2,159	$32,142
Private/Rental Auto	$177,089	$18,438	$4,393	$2,510	$202,430
Accommodation	$42,793	$11,525	$13,160	$6,754	$74,232
Food and Beverage	$150,480	$26,708	$9,313	$4,481	$190,982
Recreation/Entertainment	$21,295	$4,537	$8,147	$1,284	$35,263
Retail/Other	$61,559	$11,580	$6,112	$4,242	$83,493
Total	**$470,593**	**$77,794**	**$48,725**	**$21,430**	**$618,542**

For more information, please contact Alberta Culture and Tourism:

Tourism.research@gov.ab.ca

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