



CALGARY'S DESTINATION MARKETING ORGANIZATION

## 2008 Economic Impact Highlights – Calgary CMA

More than 4.5 million visitors (overnight and same-day) traveled to the Calgary area in 2008. Canada was the major source of visitors to Calgary, with Albertans comprising the single largest group of visitors (67%). Visits to Calgary by Canadian residents increased in 2008, by roughly 4.5%. This resulted in an increase in Canada's market share of Calgary area total visitors from 82.5% in 2007 to 86.1% in 2008.

While travelers to the Calgary area from Europe held steady between 2007 and 2008, visitor numbers from other overseas markets fell by 2.8% in 2008 compared to 2007. Even with this decline, the overseas markets continue to contribute the largest share of international (US and overseas combined) visitors, representing 10% of total visitors to the Calgary area. Visitors from the United Kingdom continued to increase and in 2008 more than 148,000 U.K. residents visited Calgary and area, the highest visitation recorded since 1996 when Statistics Canada began providing data to Tourism Calgary. Visitation from residents of the United States declined in 2008; unfortunately, changes in methodology between 2007 and 2008 make it difficult to compare year-over-year results for U.S. visitors.

Visitors to the Calgary area in 2008 spent an estimated \$1,061,338,000 in the region on accommodation, private and public transportation, restaurants and groceries, recreation and entertainment, and shopping. The expenditures of visitors while in the Calgary CMA helped sustain and create thousands of jobs and billions of dollars in business activity. Tourism spending in 2008 generated the following benefits for the Calgary area:

- \$1.74 billion in industry output (the sum total of all economic activity that has taken place as a result of visitor spending, including initial visitor spending);
- Added \$476.1 million to wages and salaries;
- Employed approximately 17,575 people;
- Supported \$322 million in all levels of taxes (federal, provincial and municipal); and,
- Contributed \$755.7 million to Gross Domestic Product (GDP).

The results of this analysis reflect the economic impact of tourism spending in the Calgary CMA on the Calgary area alone. The economic benefit from tourism spending is even greater when spin-off impacts to the rest of the province are considered.

### Sources:

Tourism in Canadian Cities: A Statistical Outlook 2008. Research Resolutions.

Tourism Economic Assessment Model. Canadian Tourism Research Institute – Conference Board of Canada, March 2004.

Prepared by Tourism Calgary – [www.visitcalgary.com](http://www.visitcalgary.com) August 2010.