

A Comparison of UK, German and Japanese Overnight Visitors to Calgary and Area - 2004

	UK	Germany ¹	Japan ¹
TOTAL VISITORS:	105,000	33,000	22,000
AVERAGE PARTY SIZE:	1.87	1.82	1.68
AVERAGE LENGTH OF STAY (NTS):	5.22	2.95	1.58
TOTAL SPENDING:	\$48,068,000	\$12,176,000	\$9,503,000
AVERAGE DAILY SPENDING/PERSON:	\$87.53	\$123.63	\$272.85
AVERAGE DAILY SPENDING/PARTY:	\$163.68	\$225.01	\$458.39
<u>GEOGRAPHIC ORIGIN:</u>			
UK	105,000	0	0
GERMANY	0	33,000	0
JAPAN	0	0	22,000
<u>ENTRY INTO CANADA:</u>			
DIRECT	81.0%	78.8%	77.3%
VIA LAND	5.7%	15.2%	0.0%
OTHER	14.3%	6.1%	22.7%
<u>SPENDING BY CATEGORY:</u>			
PUBLIC TRANSPORTATION IN CANADA	\$28.82	\$34.33	\$55.52
PRIVATE TRANSPORTATION IN CANADA	\$48.45	\$40.15	\$11.31
FOOD & BEVERAGES	\$121.27	\$81.05	\$99.30
ACCOMMODATION	\$112.92	\$141.64	\$161.18
RECREATION & ENTERTAINMENT	\$41.77	\$22.03	\$28.25
OTHER EXPENDITURES (INCLUDING RETAIL)	\$103.56	\$47.20	\$76.90
AVERAGE SPENDING PER PERSON PER TRIP	\$456.79	\$366.40	\$432.46
<u>SURVEY QUARTER:</u>			
1ST QUARTER	10.5%	12.1%	9.1%
2ND QUARTER	31.4%	33.3%	36.4%
3RD QUARTER	47.6%	54.5%	54.5%
4TH QUARTER	10.5%	3.0%	4.5%
<u>AGE GROUPS:</u>			
NOT STATED	1.9%	0.0%	9.1%
UNDER 15	8.6%	6.1%	0.0%
15 TO 19	3.8%	3.0%	0.0%
20 TO 24	3.8%	3.0%	4.5%
25 TO 34	15.2%	18.2%	27.3%
35 TO 44	15.2%	18.2%	9.1%
45 TO 54	17.1%	24.2%	9.1%
55 TO 64	21.0%	15.2%	27.3%
65 AND OVER	15.2%	9.1%	9.1%

Source: Tourism in Canadian Cities: A Statistical Outlook 2004. Statistics Canada.

Prepared by: Tourism Calgary December 2005.

¹ Use results with caution

A Comparison of UK, German and Japanese Overnight Visitors to Calgary and Area - 2004

	UK	Germany ¹	Japan ¹
<u>PARTY SIZE:</u>			
1 PERSON	20.0%	24.2%	27.3%
2 PERSONS	53.3%	51.5%	50.0%
3 PERSONS	8.6%	12.1%	9.1%
4 PERSONS	8.6%	9.1%	0.0%
5 OR MORE PERSONS	9.5%	9.1%	9.1%
<u>PARTY COMPOSITION:</u>			
NOT STATED	1.9%	0.0%	9.1%
1 ADULT	20.0%	21.2%	22.7%
2 ADULTS	50.5%	45.5%	50.0%
3 ADULTS OR MORE	6.7%	18.2%	13.6%
TOTAL - ADULTS ONLY (15+)	77.1%	87.9%	86.4%
1 ADULT WITH CHILDREN	2.9%	3.0%	0.0%
2 ADULTS WITH CHILDREN	9.5%	3.0%	4.5%
3 ADULTS OR MORE WITH CHILDREN	8.6%	3.0%	2.3%
TOTAL - ADULTS WITH CHILDREN	21.0%	12.1%	4.5%
CHILDREN TRAVELING ALONE	0.0%	0.0%	2.3%
<u>PRIMARY TRIP PURPOSE:</u>			
VISIT FRIENDS OR RELATIVES	25.7%	9.1%	13.6%
PLEASURE	59.0%	75.8%	81.8%
PERSONAL AND OTHER	6.7%	3.0%	n/a
BUSINESS	7.6%	15.2%	n/a
<u>TRANSPORTATION USED (IN CANADA):</u>			
AUTOMOBILE	94.3%	84.8%	45.5%
AIRPLANE	21.9%	42.4%	72.7%
BUS	25.7%	24.2%	81.8%
RAIL	12.4%	6.1%	9.1%
BOAT	25.7%	33.3%	27.3%
OTHER OR NOT STATED	42.9%	39.4%	31.8%
<u>VISIT DURATION:</u>			
1 NIGHT	30.5%	36.4%	68.2%
2 NIGHTS	17.1%	30.3%	18.2%
3 NIGHTS	16.2%	12.1%	9.1%
4 NIGHTS	7.6%	3.0%	0.0%
5 NIGHTS	2.9%	9.1%	0.0%
6 - 9 NIGHTS	13.3%	9.1%	4.5%
10 - 16 NIGHTS	6.7%	3.0%	0.0%
17 - 30 NIGHTS	3.8%	0.0%	0.0%
31+ NIGHTS	1.9%	0.0%	0.0%

Source: Tourism in Canadian Cities: A Statistical Outlook 2004. Statistics Canada.

Prepared by: Tourism Calgary December 2005.

¹ Use results with caution

A Comparison of UK, German and Japanese Overnight Visitors to Calgary and Area - 2004

	UK	Germany ¹	Japan ¹
<u>TRIP ACTIVITIES:</u>			
VISIT FRIENDS OR RELATIVES	58.1%	45.5%	36.4%
ATTEND A FESTIVAL OR FAIR	16.2%	12.1%	18.2%
ATTEND SPORTS EVENTS	17.1%	15.2%	4.5%
GO SHOPPING	90.5%	93.9%	100.0%
GO SIGHTSEEING	85.7%	87.9%	95.5%
VISIT A NATIONAL OR PROVINCIAL NATURE PARK	83.8%	81.8%	81.8%
PARTICIPATE IN SPORTS/OUTDOOR ACTIVITIES	52.4%	48.5%	36.4%
GO TO A BAR/NIGHT CLUB	50.5%	33.3%	27.3%
VISIT A HISTORIC SITE	48.6%	66.7%	27.3%
VISIT A MUSEUM/ART GALLERY	44.8%	57.6%	22.7%
VISIT A ZOO, BOTANICAL GARDEN OR AQUARIUM	41.0%	54.5%	31.8%
<u>ACCOMMODATION USED:</u>			
HOTEL	55.2%	66.7%	90.9%
MOTEL	4.8%	3.0%	0.0%
HOME OF FRIENDS OR RELATIVES	31.4%	15.2%	4.5%
CAMPING OR TRAILER PARK	4.8%	18.2%	0.0%
COTTAGE OR CABIN	0.0%	0.0%	0.0%
OTHER	3.8%	3.0%	4.5%
NOT STATED	2.9%	3.0%	0.0%
<u>OTHER CITIES VISITED IN CANADA</u>			
CALGARY	100.0%	100.0%	100.0%
EDMONTON	11.4%	15.2%	0.0%
VANCOUVER	46.7%	57.6%	72.7%
NON-CITIES	72.4%	84.8%	72.7%

Source: Tourism in Canadian Cities: A Statistical Outlook 2004. Statistics Canada.

Prepared by: Tourism Calgary December 2005.

¹ Use results with caution

A Comparison of UK, German and Japanese Overnight Visitors to Calgary and Area - 2004

		UK	Germany ¹	Japan ¹
<u>RATING OF CANADIAN TRIP ASPECTS</u>				
TRANSPORTATION SERVICES				
	Good	78.1%	78.8%	45.5%
	Average	8.6%	12.1%	36.4%
	Poor	3.8%	3.0%	9.1%
	Not stated	8.6%	6.1%	9.1%
ACCOMMODATION SERVICES				
	Good	84.8%	78.8%	72.7%
	Average	5.7%	18.2%	22.7%
	Poor	2.9%	0.0%	4.5%
	Not stated	6.7%	3.0%	0.0%
HOSPITALITY OF LOCAL PEOPLE				
	Good	97.1%	93.9%	81.8%
	Average	1.9%	6.1%	13.6%
	Poor	0.0%	0.0%	0.0%
	Not stated	1.0%	0.0%	4.5%
VALUE FOR YOUR MONEY				
	Good	87.6%	51.5%	27.3%
	Average	10.5%	42.4%	68.2%
	Poor	1.0%	3.0%	9.1%
	Not stated	1.0%	0.0%	0.0%
VARIETY OF THINGS TO SEE AND DO				
	Good	88.6%	84.8%	54.5%
	Average	4.8%	9.1%	45.5%
	Poor	2.9%	0.0%	0.0%
	Not stated	4.8%	6.1%	0.0%

Source: Tourism in Canadian Cities: A Statistical Outlook 2004. Statistics Canada.

Prepared by: Tourism Calgary December 2005.

¹ Use results with caution