

The Overnight Visitor to the Calgary CMA, 2006-2008

NOTE: Due to changes in methodology, 2008 is NOT comparable to prior years.

	2006		2007		2008*	
Calgary CMA Visitor Profile - Overnight Visitors						
TOTAL OVERNIGHT VISITORS:	2,594,935		2,814,748		2,658,678	
AVERAGE PARTY SIZE:	1.6		1.6		1.6	
AVERAGE LENGTH OF STAY (NIGHTS):	3.6		3.5		4.1	
TOTAL SPENDING: (EXCLUDING COMMERCIAL CARRIER FARES)	\$844,738,000		\$998,461,000		\$913,825,000	
AVERAGE DAILY SPENDING PER PERSON:	\$74.02		\$84.13		\$66.91	
AVERAGE DAILY SPENDING PER PARTY:	\$118.02		\$133.33		\$104.91	
GEOGRAPHIC ORIGIN:						
CANADA	1,996,154	76.9%	2,142,039	76.1%	2,132,672	80.2%
UNITED STATES	248,960	9.6%	286,538	10.2%	156,676	5.9%
EUROPE	212,400	8.2%	250,977	8.9%	240,283	9.0%
ASIA/PACIFIC	118,400	4.6%	119,249	4.2%	105,759	4.0%
OTHER INTERNATIONAL	19,021	0.7%	15,945	0.6%	23,288	0.9%
SPENDING BY CATEGORY: (EXCLUDING COMMERCIAL CARRIER FARES)						
VEHICLE RENTAL	\$30,646,000	3.6%	\$39,609,000	4.0%	\$26,817,000	2.9%
VEHICLE OPERATION (INCL. GAS & REPAIRS)	\$87,759,000	10.4%	\$94,156,000	9.4%	\$118,675,000	13.0%
LOCAL TRANSPORTATION	\$13,270,000	1.6%	\$15,905,000	1.6%	\$23,360,000	2.6%
FOOD & BEVERAGE IN RESTAURANTS/BARS	\$210,340,000	24.9%	\$225,555,000	22.6%	\$200,423,000	21.9%
FOOD & BEVERAGE IN STORES DURING TRIP	\$50,303,000	6.0%	\$55,227,000	5.5%	\$54,143,000	5.9%
ACCOMMODATION	\$253,283,000	30.0%	\$285,133,000	28.6%	\$239,823,000	26.2%
RECREATION & ENTERTAINMENT	\$63,642,000	7.5%	\$72,914,000	7.3%	\$66,344,000	7.3%
CLOTHING	\$95,823,000	11.3%	\$141,089,000	14.1%	\$132,691,000	14.5%
OTHER COSTS	\$39,668,000	4.7%	\$68,873,000	6.9%	\$51,548,000	5.6%
AVERAGE SPENDING PER PERSON PER TRIP	\$325.53		\$354.72		\$343.71	
SURVEY QUARTER:						
1ST QUARTER	429,353	16.5%	482,959	17.2%	463,235	17.4%
2ND QUARTER	675,609	26.0%	658,016	23.4%	745,016	28.0%
3RD QUARTER	864,618	33.3%	971,355	34.5%	796,009	29.9%
4TH QUARTER	625,355	24.1%	702,418	25.0%	654,417	24.6%
AGE GROUPS:						
NOT STATED	37,559	1.4%	32,276	1.1%	29,398	1.1%
UNDER 15 (ITS ONLY)	35,952	1.4%	35,486	1.3%	26,198	1.0%
15 TO 19 (ITS ONLY)	18,788	0.7%	16,934	0.6%	17,121	0.6%
18 TO 24 (TSRC ONLY)	380,834	14.7%	308,562	11.0%	472,274	17.8%
20 TO 24 (ITS ONLY)	19,144	0.7%	22,535	0.8%	26,883	1.0%
25 TO 34	488,631	18.8%	572,945	20.4%	457,568	17.2%
35 TO 44	400,255	15.4%	424,095	15.1%	380,209	14.3%
45 TO 54	475,445	18.3%	580,931	20.6%	542,216	20.4%
55 TO 64	417,790	16.1%	430,260	15.3%	403,819	15.2%
65 AND OVER	320,537	12.4%	390,724	13.9%	302,992	11.4%

Source: Tourism in Canadian Cities: A Statistical Outlook 2008: Research Resolutions.
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PARTY SIZE:						
1 PERSON	1,150,776	62.1%	1,272,728	62.8%	1,266,800	64.0%
2 PERSONS	473,346	25.6%	533,868	26.3%	491,088	24.8%
3 PERSONS	111,595	6.0%	90,442	4.5%	79,357	4.0%
4 PERSONS	81,927	4.4%	84,253	4.2%	105,685	5.3%
5 OR MORE PERSONS	34,863	1.9%	46,413	2.3%	35,338	1.8%
PARTY COMPOSITION:						
NOT STATED	19,369	1.0%	18,044	0.9%	17,892	0.9%
1 ADULT (TSRC 18+/ITS 15+)	1,140,764	61.6%	1,263,149	62.3%	1,255,580	63.5%
2 ADULTS	432,318	23.3%	473,733	23.4%	420,861	21.3%
3 ADULTS OR MORE	34,657	1.9%	35,454	1.7%	26,604	1.3%
TOTAL - ADULTS ONLY	1,607,739	86.8%	1,772,336	87.4%	1,703,045	86.1%
1 ADULT WITH CHILDREN	80,905	4.4%	90,571	4.5%	116,291	5.9%
2 ADULTS WITH CHILDREN	134,928	7.3%	138,978	6.9%	133,022	6.7%
3 ADULTS OR MORE WITH CHILDREN	9,411	0.5%	7,626	0.4%	7,682	0.4%
TOTAL - ADULTS WITH CHILDREN	225,244	12.2%	237,175	11.7%	256,994	13.0%
CHILDREN TRAVELING ALONE	155	0.0%	149	0.0%	338	0.0%
PRIMARY TRIP PURPOSE:						
VISIT FRIENDS OR RELATIVES	1,058,091	40.8%	1,181,967	42.0%	1,177,728	44.3%
PLEASURE	979,919	37.8%	1,008,812	35.8%	951,145	35.8%
BUSINESS (CONVENTION + OTHER BUSINESS)	329,031	12.7%	456,712	16.2%	368,041	13.8%
OTHER / NOT STATED	227,893	8.8%	167,257	5.9%	161,763	6.1%
PRIMARY TRANSPORTATION MODE: (multiple response)						
AUTOMOBILE, TRUCK, CAMPER, RV (RENTED OR OWNED)	1,890,521	72.9%	1,934,701	68.7%	1,980,566	74.5%
AIRPLANE	607,478	23.4%	777,787	27.6%	611,191	23.0%
BUS	243,455	9.4%	281,371	10.0%	214,669	8.1%
RAIL	66,945	0.8%	86,643	3.1%	49,819	1.9%
BOAT	109,713	4.2%	112,998	4.0%	84,002	3.2%
OTHER OR NOT STATED	193,836	7.5%	216,049	7.7%	179,911	6.8%
VISIT DURATION:						
1 NIGHT	865,078	33.3%	833,115	29.6%	762,966	28.7%
2 NIGHTS	704,332	27.1%	790,537	28.1%	787,860	29.6%
3 NIGHTS	315,942	12.2%	452,094	16.1%	371,036	14.0%
4 NIGHTS	208,600	8.0%	200,745	7.1%	226,018	8.5%
5 NIGHTS	139,575	5.4%	129,047	4.6%	148,461	5.6%
6 - 9 NIGHTS	206,243	7.9%	243,105	8.6%	209,913	7.9%
10 - 16 NIGHTS	102,804	4.0%	114,092	4.1%	68,460	2.6%
17 - 30 NIGHTS	28,411	1.1%	35,872	1.3%	49,336	1.9%
31+ NIGHTS	23,950	0.9%	16,142	0.6%	34,627	1.3%

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TRIP ACTIVITIES: (not available for 2006)						
VISIT A NATIONAL, PROVINCIAL OR NATURE PARK	n/a		815,185	29.0%	665,259	25.0%
VISIT A HISTORIC SITE	n/a		446,058	15.8%	357,849	13.5%
ATTEND A PERFORMANCE SUCH AS A PLAY OR CONCERT	n/a		228,821	8.1%	232,304	8.7%
ATTEND A FESTIVAL OR FAIR	n/a		169,770	6.0%	181,382	6.8%
ATTEND A SPORTING EVENT	n/a		201,736	7.2%	185,515	7.0%
VISIT A MUSEUM OR ART GALLERY	n/a		367,521	13.1%	355,314	13.4%
VISIT A ZOO, AQUARIUM OR BOTANICAL GARDEN	n/a		343,528	12.2%	332,645	12.5%
VISIT A THEME OR AMUSEMENT PARK	n/a		156,326	5.6%	211,109	7.9%
GO TO A CASINO	n/a		121,757	4.3%	123,597	4.6%
PARTICIPATE IN ANY CULTURAL ACTIVITY	n/a		778,983	27.7%	684,571	25.7%
PARTICIPATE IN ANY OUTDOOR ACTIVITY	n/a		1,064,234	37.8%	855,618	32.2%
PARTICIPATE IN ANY WINTER OUTDOOR ACTIVITY	n/a		149,982	5.3%	67,327	2.5%
ACCOMMODATION USED: (multiple response)						
HOTEL	975,401	37.6%	1,104,238	39.2%	864,874	32.5%
MOTEL	98,695	3.8%	116,800	4.1%	102,281	3.8%
BED & BREAKFAST	10,179	0.4%	1,329	0.0%	3,832	0.1%
OTHER PAID ACCOMMODATION	17,215	0.7%	19,789	0.7%	6,502	0.2%
ALL PAID ACCOMMODATION	1,095,800	42.2%	1,240,196	44.1%	973,551	36.6%
HOME OF FRIENDS OR RELATIVES	1,416,419	54.6%	1,481,984	52.7%	1,606,881	60.4%
OTHER UNPAID ACCOMMODATION	55,030	2.1%	27,677	1.0%	23,628	0.9%
ALL UNPAID ACCOMMODATION	1,465,262	56.5%	1,508,081	53.6%	1,630,508	61.3%
CAMPGROUND OR RV PARK	51,911	2.0%	77,180	2.7%	65,988	2.5%
OTHER / NOT STATED	36,558	1.4%	41,105	1.5%	42,659	1.6%

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