

	2006		2007		2008	
Calgary CMA Visitor Profile - Canadian Overnight Visitors						
TOTAL VISITORS:	1,996,154		2,142,039		2,132,672	
AVERAGE PARTY SIZE:	1.5		1.5		1.5	
AVERAGE LENGTH OF STAY (NIGHTS):	3.3		3.2		3.7	
TOTAL SPENDING (EXCLUDING COMMERCIAL CARRIERS):	\$568,012,000		\$695,063,000		\$662,470,000	
AVERAGE DAILY SPENDING PER PERSON:	\$72.28		\$83.85		\$69.73	
AVERAGE DAILY SPENDING PER PARTY:	\$111.30		\$128.46		\$107.64	
PROVINCE OF ORIGIN						
NEWFOUNDLAND	9,305	0.5%	9,276	0.4%	9,345	0.4%
PRINCE EDWARD ISLAND	1,642	0.1%	3,053	0.1%	2,210	0.1%
NOVA SCOTIA	27,204	1.4%	16,631	0.8%	18,031	0.8%
NEW BRUNSWICK	11,148	0.6%	10,747	0.5%	12,717	0.6%
QUEBEC	26,554	1.3%	43,398	2.0%	20,623	1.0%
ONTARIO	201,821	10.1%	220,916	10.3%	197,024	9.2%
MANITOBA	88,955	4.5%	99,459	4.6%	69,134	3.2%
SASKATCHEWAN	224,466	11.2%	212,737	9.9%	206,311	9.7%
ALBERTA	1,092,560	54.7%	1,168,441	54.5%	1,305,106	61.2%
BRITISH COLUMBIA	312,498	15.7%	357,381	16.7%	292,171	13.7%
ONE-WAY TRIP DISTANCE: TSRC ONLY						
LESS THAN 40 KM	80,358	4.0%	64,572	3.0%	16,689	0.8%
40 - 79 KM	72,028	3.6%	18,574	0.9%	79,721	3.7%
80 - 159 KM	137,172	6.9%	157,303	7.3%	237,783	11.1%
160 - 319 KM	764,214	38.3%	813,037	38.0%	837,638	39.3%
320 - 799 KM	470,122	23.6%	585,704	27.3%	524,391	24.6%
800 - 1,599 KM	152,092	7.6%	145,236	6.8%	135,769	6.4%
1,600 - 3,199 KM	189,445	9.5%	274,397	12.8%	190,147	8.9%
3,200+ KM	120,854	6.1%	83,216	3.9%	106,406	5.0%
NOT STATED	9,868	0.5%	0	0.0%	4,128	0.2%
AVERAGE ONE-WAY DISTANCE (KM)	819		861		754	
SPENDING BY CATEGORY:						
VEHICLE RENTAL	\$9,205,000	1.6%	\$18,655,000	2.7%	\$10,076,000	1.5%
VEHICLE OPERATION (INCL. GAS, REPAIRS)	\$81,396,000	13.9%	\$87,001,000	12.5%	\$111,042,000	16.8%
LOCAL TRANSPORTATION	\$9,009,000	1.5%	\$8,702,000	1.3%	\$16,834,000	2.5%
FOOD & BEVERAGE (IN RESTAURANTS, BARS)	\$160,768,000	27.4%	\$168,403,000	24.2%	\$155,675,000	23.5%
FOOD & BEVERAGE (IN STORES DURING TRIP)	\$39,857,000	6.8%	\$40,710,000	5.9%	\$41,884,000	6.3%
ACCOMMODATION	\$154,775,000	26.4%	\$168,853,000	24.3%	\$150,272,000	22.7%
RECREATION & ENTERTAINMENT	\$42,169,000	7.2%	\$45,203,000	6.5%	\$42,353,000	6.4%
CLOTHING	\$63,142,000	10.8%	\$102,826,000	14.8%	\$93,406,000	14.1%
OTHER COSTS	\$25,691,000	4.4%	\$54,710,000	7.9%	\$40,927,000	6.2%
AVERAGE SPENDING PER PERSON PER TRIP	\$284.55		\$324.49		\$310.63	

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AGE GROUPS:						
18 TO 24	380,834	19.1%	308,562	14.4%	472,274	22.1%
25 TO 34	427,826	21.4%	491,943	23.0%	387,821	18.2%
35 TO 44	315,108	15.8%	325,237	15.2%	304,528	14.3%
45 TO 54	364,867	18.3%	463,954	21.7%	460,874	21.6%
55 TO 64	292,790	14.7%	294,688	13.8%	300,116	14.1%
65 AND OVER	214,730	10.8%	257,656	12.0%	207,058	9.7%
PARTY SIZE:						
1 PERSON	1,006,686	65.8%	1,103,246	66.5%	1,106,292	66.3%
2 PERSONS	340,389	22.3%	382,838	23.1%	376,028	22.5%
3 PERSONS	93,302	6.1%	69,236	4.2%	65,515	3.9%
4 PERSONS	60,916	4.0%	64,858	3.9%	91,784	5.5%
5 PERSONS	24,166	1.6%	26,113	1.6%	20,930	1.3%
6 OR MORE PERSONS	3,842	0.3%	12,183	0.7%	7,996	0.5%
PARTY COMPOSITION:						
1 ADULT (TSRC 18+)	1,006,686	65.8%	1,103,246.30	66.5%	1,106,292	66.3%
2 ADULTS	307,154	20.1%	331,701.12	20.0%	311,298	18.7%
3 ADULTS OR MORE	11,646	0.8%	8,173.34	0.3%	8,718	0.5%
TOTAL - ADULTS ONLY (18+)	1,325,486	86.7%	1,443,120.77	87.0%	1,426,308	85.5%
1 ADULT WITH CHILDREN	78,099	5.1%	86,203.94	5.2%	113,683	6.8%
2 ADULTS WITH CHILDREN	122,028	8.0%	125,818.37	7.6%	124,078	7.4%
3 ADULTS OR MORE WITH CHILDREN	3,688	0.2%	3,331.74	0.2%	4,477	0.3%
TOTAL - ADULTS WITH CHILDREN	203,815	13.3%	215,354.06	13.0%	242,238	14.5%
PRIMARY TRIP PURPOSE:						
VISIT FRIENDS OR RELATIVES	910,620	45.6%	1,038,031	48.5%	1,041,752	48.8%
PLEASURE	643,671	32.2%	627,734	29.3%	674,481	31.6%
BUSINESS	242,792	12.2%	347,464	16.2%	294,014	13.8%
ALL OTHER/NOT STATED	199,072	10.0%	128,811	6.0%	122,425	5.7%
PRIMARY TRANSPORTATION MODE: (multiple response)						
CAR/TRUCK/CAMPER OR RV (PRIVATE OR RENTED)	1,465,131	73.4%	1,450,654	67.7%	1,573,227	73.8%
AIRPLANE	456,066	22.8%	600,101	28.0%	465,673	21.8%
BUS	53,424	2.7%	77,613	3.6%	80,029	3.8%
RAIL	1,579	0.1%	0	0.0%	0	0.0%
BOAT	340	0.0%	0	0.0%	4,379	0.2%
OTHER OR NOT STATED	19,615	1.0%	13,671	0.6%	9,363	0.4%

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<u>VISIT DURATION:</u>						
1 NIGHT	625,826	31.4%	574,806	26.8%	583,052	27.3%
2 NIGHTS	581,071	29.1%	644,845	30.1%	679,864	31.9%
3 NIGHTS	256,834	12.9%	387,270	18.1%	318,591	14.9%
4 NIGHTS	169,186	8.5%	156,550	7.3%	193,851	9.1%
5 NIGHTS	118,428	5.9%	98,893	4.6%	120,953	5.7%
6 - 9 NIGHTS	147,653	7.4%	182,322	8.5%	168,555	7.9%
10 - 16 NIGHTS	73,977	3.7%	80,560	3.8%	32,872	1.5%
17 - 30 NIGHTS	14,273	0.7%	13,956	0.7%	21,147	1.0%
31+ NIGHTS	8,906	0.4%	2,836	0.1%	13,786	0.6%
<u>SURVEY QUARTER:</u>						
1ST QUARTER	382,613	19.2%	433,673	20.2%	409,405	19.2%
2ND QUARTER	477,918	23.9%	449,971	21.0%	573,619	26.9%
3RD QUARTER	568,089	28.5%	628,976	29.4%	573,558	26.9%
4TH QUARTER	567,534	28.4%	629,419	29.4%	576,090	27.0%
<u>MONTH TRIP ENDED:</u>						
JANUARY	122,848	6.2%	125,874	5.9%	122,521	5.7%
FEBRUARY	122,938	6.2%	163,615	7.6%	134,550	6.3%
MARCH	136,827	6.9%	144,183	6.7%	152,334	7.1%
APRIL	153,536	7.7%	143,562	6.7%	152,227	7.1%
MAY	171,811	8.6%	149,472	7.0%	204,544	9.6%
JUNE	152,572	7.6%	156,936	7.3%	216,849	10.2%
JULY	260,213	13.0%	227,821	10.6%	220,320	10.3%
AUGUST	186,973	9.4%	208,555	9.7%	211,803	9.9%
SEPTEMBER	120,903	6.1%	192,600	9.0%	141,435	6.6%
OCTOBER	255,799	12.8%	233,859	10.9%	183,780	8.6%
NOVEMBER	125,412	6.3%	151,860	7.1%	185,193	8.7%
DECEMBER	186,323	9.3%	243,700	11.4%	207,116	9.7%
<u>TRIP ACTIVITIES: (NOT AVAILABLE FOR 2006)</u>						
VISIT A NATIONAL, PROVINCIAL OR NATURE PARK	N/A		335,009	15.6%	296,879	13.9%
VISIT A HISTORIC SITE	N/A		131,163	6.1%	120,322	5.6%
ATTEND A PERFORMANCE SUCH AS A PLAY OR CONCERT	N/A		157,804	7.4%	155,731	7.3%
ATTEND A FESTIVAL OR FAIR	N/A		73,420	3.4%	79,909	3.7%
ATTEND A SPORTING EVENT (SPECTATOR)	N/A		134,707	6.3%	108,724	5.1%
VISIT A MUSEUM OR ART GALLERY	N/A		122,848	5.7%	149,831	7.0%
VISIT A ZOO, AQUARIUM OR BOTANICAL GARDEN	N/A		157,112	7.3%	179,898	8.4%
VISIT A THEME OR AMUSEMENT PARK	N/A		77,562	3.6%	111,261	5.2%
GO TO A CASINO	N/A		77,995	3.6%	85,548	4.0%
ANY OUTDOOR ACTIVITY	N/A		546,836	25.5%	465,390	21.8%
ANY CULTURAL ACTIVITY	N/A		345,172	16.1%	351,725	16.5%
ANY WINTER OUTDOOR ACTIVITY	N/A		107,903	5.0%	43,202	2.0%
ANY ENTERTAINMENT/CULTURAL ACTIVITY	N/A		588,446	27.5%	595,832	27.9%
NO ACTIVITIES MENTIONED	N/A		878,633	41.0%	971,451	45.6%

	2006		2007		2008	
ACCOMMODATION USED: (multiple response)						
HOTEL	627,530	31.4%	725,989	33.9%	601,703	28.2%
MOTEL	48,331	2.4%	53,618	2.5%	69,093	3.2%
BED & BREAKFAST	10,179	0.5%	1,329	0.1%	3,832	0.2%
OTHER PAID ROOF ACCOMMODATION	16,582	0.8%	18,652	0.9%	5,017	0.2%
ALL PAID ROOF ACCOMMODATION	702,622	35.2%	799,587	37.3%	676,698	31.7%
HOME OF FRIENDS OR RELATIVES	1,261,167	63.2%	1,314,479	61.4%	1,422,909	66.7%
OTHER UNPAID ACCOMMODATION	54,741	2.7%	27,677	1.3%	23,628	1.1%
ALL UNPAID ROOF ACCOMMODATION	1,315,907	65.9%	1,342,156	62.7%	1,446,537	67.8%
CAMPGROUND / RV PARK	22,976	1.2%	33,878	1.6%	37,676	1.8%
OTHER/NOT STATED	0	0.0%	0	0.0%	0	0.0%