

| | 2006 | | 2007 | | 2008 | |
|---|---------------|-------|---------------|-------|---------------|-------|
| Calgary CMA Visitor Profile - International Overnight Visitors | | | | | | |
| TOTAL VISITORS: | 349,821 | | 386,171 | | 369,330 | |
| AVERAGE PARTY SIZE: | 1.7 | | 1.7 | | 1.6 | |
| AVERAGE LENGTH OF STAY (NTS): | 6.4 | | 6.1 | | 8.7 | |
| TOTAL SPENDING (EXCLUDING COMMERCIAL CARRIERS): | \$181,073,000 | | \$202,182,000 | | \$208,472,000 | |
| AVERAGE DAILY SPENDING PER PERSON: | \$65.83 | | \$72.46 | | \$54.76 | |
| AVERAGE DAILY SPENDING PER PARTY: | \$114.05 | | \$121.55 | | \$88.89 | |
| <u>COUNTRY OF ORIGIN:</u> | | | | | | |
| UNITED KINGDOM | 98,685 | 28.2% | 111,335 | 28.8% | 115,574 | 31.3% |
| GERMANY | 32,638 | 9.3% | 36,563 | 9.5% | 32,674 | 8.8% |
| SWITZERLAND | 16,328 | 4.7% | 11,217 | 2.9% | 10,701 | 2.9% |
| NETHERLANDS | 19,206 | 5.5% | 25,952 | 6.7% | 21,132 | 5.7% |
| AUSTRALIA | 18,277 | 5.2% | 25,211 | 6.5% | 16,199 | 4.4% |
| SOUTH KOREA | 16,800 | 4.8% | 17,040 | 4.4% | 11,031 | 3.0% |
| CHINA | 11,295 | 3.2% | 18,009 | 4.7% | 12,242 | 3.3% |
| JAPAN | 12,728 | 3.6% | 15,648 | 4.1% | 11,049 | 3.0% |
| ALL OTHER | 123,863 | 35.4% | 125,196 | 32.4% | 138,727 | 37.6% |
| <u>GEOGRAPHIC AREA OF ORIGIN:</u> | | | | | | |
| EUROPE | 212,400 | 60.7% | 250,977 | 65.0% | 240,283 | 65.1% |
| AFRICA | 4,717 | 1.3% | 7,727 | 2.0% | 13,253 | 3.6% |
| ASIA | 90,426 | 25.8% | 87,997 | 22.8% | 84,584 | 22.9% |
| AUSTRALIA / NEW ZEALAND | 27,974 | 8.0% | 31,252 | 8.1% | 21,175 | 5.7% |
| MEXICO | 6,012 | 1.7% | 3,830 | 1.0% | 2,838 | 0.8% |
| CARIBBEAN | 2,742 | 0.8% | 1,789 | 0.5% | 693 | 0.2% |
| SOUTH AMERICA | 5,501 | 1.6% | 2,396 | 0.6% | 4,854 | 1.3% |
| ALL OTHER | 49 | 0.0% | 204 | 0.1% | 1,650 | 0.4% |
| <u>SPENDING BY CATEGORY:</u> | | | | | | |
| VEHICLE RENTAL | \$14,510,000 | 8.0% | \$14,161,000 | 7.0% | \$13,818,000 | 6.6% |
| VEHICLE OPERATION (INC. GAS & REPAIRS) | \$3,065,000 | 1.7% | \$3,448,000 | 1.7% | \$4,394,000 | 2.1% |
| LOCAL TRANSPORTATION | \$3,146,000 | 1.7% | \$4,006,000 | 2.0% | \$5,230,000 | 2.5% |
| FOOD & BEVERAGES IN RESTAURANTS OR BARS | \$36,440,000 | 20.1% | \$38,973,000 | 19.3% | \$37,933,000 | 18.2% |
| FOOD & BEVERAGES IN STORES | \$8,080,000 | 4.5% | \$10,253,000 | 5.1% | \$10,489,000 | 5.0% |
| ACCOMMODATION | \$63,592,000 | 35.1% | \$70,118,000 | 34.7% | \$71,271,000 | 34.2% |
| RECREATION & ENTERTAINMENT | \$13,688,000 | 7.6% | \$16,820,000 | 8.3% | \$20,157,000 | 9.7% |
| CLOTHING | \$27,007,000 | 14.9% | \$32,446,000 | 16.0% | \$35,428,000 | 17.0% |
| OTHER COSTS | \$11,544,000 | 6.4% | \$11,957,000 | 5.9% | \$9,753,000 | 4.7% |
| AVERAGE SPENDING PER PERSON PER TRIP | \$517.62 | | \$523.56 | | \$564.46 | |
| <u>SURVEY QUARTER:</u> | | | | | | |
| 1ST QUARTER | 35,065 | 10.0% | 34,638 | 9.0% | 38,897 | 10.5% |
| 2ND QUARTER | 105,974 | 30.3% | 113,283 | 29.3% | 126,843 | 34.3% |
| 3RD QUARTER | 172,354 | 49.3% | 192,254 | 49.8% | 151,225 | 40.9% |
| 4TH QUARTER | 36,429 | 10.4% | 45,997 | 11.9% | 52,364 | 14.2% |

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|--|----------------|--------------|----------------|--------------|----------------|--------------|
| AGE GROUPS: | | | | | | |
| NOT STATED | 15,421 | 4.4% | 7,513 | 1.9% | 13,005 | 3.5% |
| UNDER 15 (ITS ONLY) | 18,402 | 5.3% | 20,584 | 5.3% | 18,320 | 5.0% |
| 15 TO 19 (ITS ONLY) | 14,516 | 4.1% | 10,843 | 2.8% | 11,870 | 3.2% |
| 20 TO 24 (ITS ONLY) | 17,005 | 4.9% | 18,967 | 4.9% | 20,493 | 5.5% |
| 25 TO 34 | 50,235 | 14.4% | 68,353 | 17.7% | 62,261 | 16.9% |
| 35 TO 44 | 58,393 | 16.7% | 64,979 | 16.8% | 63,855 | 17.3% |
| 45 TO 54 | 67,817 | 19.4% | 70,200 | 18.2% | 61,742 | 16.7% |
| 55 TO 64 | 65,312 | 18.7% | 71,781 | 18.6% | 67,143 | 18.2% |
| 65 AND OVER | 42,720 | 12.2% | 52,951 | 13.7% | 50,641 | 13.7% |
| PARTY SIZE: | | | | | | |
| 1 PERSON | 97,964 | 48.5% | 118,315 | 51.4% | 124,498 | 54.7% |
| 2 PERSONS | 78,808 | 39.0% | 87,556 | 38.0% | 81,266 | 35.7% |
| 3 PERSONS | 12,197 | 6.0% | 11,507 | 5.0% | 10,116 | 4.4% |
| 4 PERSONS | 10,310 | 5.1% | 9,059 | 3.9% | 8,155 | 3.6% |
| 5+ PERSONS | 2,638 | 1.3% | 3,781 | 1.6% | 3,476 | 1.5% |
| PARTY COMPOSITION: | | | | | | |
| NOT STATED | 8,593 | 4.3% | 4,607 | 2.0% | 6,937 | 3.0% |
| 1 ADULT (ITS 15+) | 93,358 | 46.2% | 115,359 | 50.1% | 119,866 | 52.7% |
| 2 ADULTS | 74,562 | 36.9% | 85,301 | 37.1% | 79,600 | 35.0% |
| 3 ADULTS OR MORE | 12,698 | 6.3% | 12,748 | 5.5% | 9,582 | 4.2% |
| TOTAL - ADULTS ONLY (15+) | 180,618 | 89.5% | 213,409 | 92.7% | 209,048 | 91.9% |
| 1 ADULT WITH CHILDREN | 2,046 | 1.0% | 1,989 | 0.9% | 602 | 0.3% |
| 2 ADULTS WITH CHILDREN | 7,844 | 3.9% | 8,123 | 3.5% | 8,334 | 3.7% |
| 3 ADULTS OR MORE WITH CHILDREN | 2,661 | 1.3% | 1,942 | 0.8% | 2,251 | 1.0% |
| TOTAL - ADULTS WITH CHILDREN | 12,551 | 6.2% | 12,054 | 5.2% | 11,188 | 4.9% |
| CHILDREN TRAVELING ALONE | 155 | 0.1% | 149 | 0.1% | 338 | 0.1% |
| PRIMARY TRIP PURPOSE: | | | | | | |
| PLEASURE | 198,515 | 56.7% | 212,404 | 55.0% | 186,221 | 50.4% |
| VISIT FRIENDS OR RELATIVES | 91,330 | 26.1% | 94,963 | 24.6% | 109,042 | 29.5% |
| BUSINESS | 43,416 | 12.4% | 56,855 | 14.7% | 52,300 | 14.2% |
| ALL OTHER/NOT STATED | 16,560 | 4.7% | 21,950 | 5.7% | 21,767 | 5.9% |
| ENTRY TYPE INTO CANADA: | | | | | | |
| DIRECT | 276,469 | 79.0% | 303,631 | 78.6% | 299,488 | 81.1% |
| VIA U.S. LAND 1+ NIGHTS | 13,656 | 3.9% | 22,009 | 5.7% | 19,223 | 5.2% |
| VIA U.S. LAND OTHER | 59,697 | 17.1% | 60,530 | 15.7% | 50,619 | 13.7% |
| PRIMARY TRANSPORTATION MODE | | | | | | |
| CAR/TRUCK/CAMPER OR RV (PRIVATE OR RENTED) | 259,254 | 74.1% | 292,095 | 75.6% | 301,368 | 81.6% |
| AIRPLANE - COMMERCIAL | 123,675 | 35.4% | 149,299 | 38.7% | 124,809 | 33.8% |
| BUS | 120,234 | 34.4% | 118,291 | 30.6% | 91,265 | 24.2% |
| RAIL | 36,024 | 10.3% | 55,414 | 14.3% | 31,272 | 8.5% |
| BOAT | 91,313 | 26.1% | 102,136 | 26.4% | 70,138 | 19.0% |
| OTHER OR NOT STATED | 133,857 | 38.3% | 142,458 | 36.9% | 142,674 | 38.6% |

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| <u>VISIT DURATION:</u> | | | | | | |
| 1 NIGHT | 123,542 | 35.3% | 135,300 | 35.0% | 110,010 | 29.8% |
| 2 NIGHTS | 66,674 | 19.1% | 81,845 | 21.2% | 64,375 | 17.4% |
| 3 NIGHTS | 33,258 | 9.5% | 33,639 | 8.7% | 34,327 | 9.3% |
| 4 NIGHTS | 22,696 | 6.5% | 20,016 | 5.2% | 25,332 | 6.9% |
| 5 NIGHTS | 11,354 | 3.2% | 16,489 | 4.3% | 20,489 | 5.5% |
| 6 - 9 NIGHTS | 37,732 | 10.8% | 36,019 | 9.3% | 34,769 | 9.4% |
| 10 - 16 NIGHTS | 25,383 | 7.3% | 30,215 | 7.8% | 32,294 | 8.7% |
| 17 - 30 NIGHTS | 14,138 | 4.0% | 19,342 | 5.0% | 26,893 | 7.3% |
| 31+ nights | 15,043 | 4.3% | 13,306 | 3.4% | 20,841 | 5.6% |
| <u>TRIP ACTIVITIES: (multiple response)</u> | | | | | | |
| VISIT A NATIONAL, PROVINCIAL OR NATURE PARK | 275,023 | 78.6% | 308,812 | 80.0% | 276,759 | 74.9% |
| VISIT A HISTORIC SITE | 172,238 | 49.2% | 191,006 | 49.5% | 165,475 | 44.8% |
| ATTEND A PERFORMANCE SUCH AS A PLAY OR CONCERT | 44,967 | 12.9% | 37,247 | 9.6% | 48,615 | 13.2% |
| ATTEND A FESTIVAL OR FAIR | 57,174 | 16.3% | 44,967 | 11.6% | 78,128 | 21.2% |
| ATTEND A SPORTS EVENT (SPECTATOR) | 53,225 | 15.2% | 45,198 | 11.7% | 64,056 | 17.3% |
| VISIT A MUSEUM OR ART GALLERY | 148,516 | 42.5% | 164,005 | 42.5% | 153,549 | 41.6% |
| VISIT A ZOO, AQUARIUM OR BOTANICAL GARDEN | 119,579 | 34.2% | 138,444 | 35.9% | 124,819 | 33.8% |
| GO SHOPPING | 323,219 | 92.4% | 352,155 | 91.2% | 319,993 | 86.6% |
| GO SIGHTSEEING | 308,009 | 88.0% | 337,445 | 87.4% | 308,083 | 83.4% |
| GO TO A BAR OR NIGHTCLUB | 110,674 | 31.6% | 129,779 | 33.6% | 126,397 | 34.2% |
| GO TO A CASINO | 27,050 | 7.7% | 21,687 | 5.6% | 27,945 | 7.6% |
| VISIT A THEME OR AMUSEMENT PARK | 55,304 | 15.8% | 54,815 | 14.2% | 69,269 | 18.8% |
| ATTEND ANY CULTURAL EVENTS | 228,626 | 65.4% | 254,034 | 65.8% | 234,317 | 63.4% |
| PARTICIPATE IN ANY OUTDOOR ACTIVITY | 285,639 | 81.7% | 324,095 | 83.9% | 290,193 | 78.6% |
| PARTICIPATE IN ANY WINTER OUTDOOR ACTIVITY | 18,013 | 5.1% | 32,483 | 8.4% | 22,240 | 6.0% |
| <u>ACCOMMODATION USED: (multiple response)</u> | | | | | | |
| HOTEL | 206,991 | 59.2% | 219,461 | 56.8% | 184,565 | 50.0% |
| MOTEL | 16,961 | 4.8% | 24,433 | 6.3% | 11,113 | 3.0% |
| OTHER PAID ROOF ACCOMMODATION | 632 | 0.2% | 515 | 0.1% | 1,340 | 0.4% |
| ALL PAID ROOF ACCOMMODATION | 223,100 | 63.8% | 242,472 | 62.8% | 196,241 | 53.1% |
| HOME OF FRIENDS OR RELATIVES | 102,970 | 29.4% | 107,044 | 27.7% | 142,449 | 38.6% |
| OTHER UNPAID ROOF ACCOMMODATION | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| ALL UNPAID ROOF ACCOMMODATION | 102,970 | 29.4% | 107,044 | 27.7% | 142,449 | 38.6% |
| CAMPING OR TRAILER PARK | 16,247 | 4.6% | 25,112 | 6.5% | 20,585 | 5.6% |
| OTHER/NOT STATED | 20,118 | 5.8% | 26,462 | 6.9% | 31,130 | 8.4% |
| <u>OTHER CITIES VISITED IN CANADA</u> | | | | | | |
| EDMONTON | 45,211 | 12.9% | 52,736 | 13.7% | 50,945 | 13.8% |
| TORONTO | 78,073 | 22.3% | 63,191 | 16.4% | 57,219 | 15.5% |
| VANCOUVER | 204,278 | 58.4% | 220,914 | 57.2% | 180,482 | 48.9% |
| VICTORIA | 83,670 | 23.9% | 94,847 | 24.6% | 70,037 | 19.0% |
| MONTREAL | 30,080 | 8.6% | 38,595 | 10.0% | 27,927 | 7.6% |