

The Overnight U.S. 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 - U.S. Overnight Visitors						
TOTAL VISITORS:	248,960		286,538		156,676 *	
AVERAGE PARTY SIZE:	2.1		2.1		1.9	
AVERAGE LENGTH OF STAY (NTS):	2.4		2.7		2.4	
TOTAL SPENDING (EXCLUDING COMMERCIAL CARRIERS):	\$77,654,000		\$101,216,000		\$42,883,000	
AVERAGE DAILY SPENDING PER PERSON:	\$124.03		\$118.56		\$106.81	
AVERAGE DAILY SPENDING PER PARTY:	\$254.59		\$244.38		\$203.55	
STATE OF ORIGIN:						
MONTANA	14,548	5.8%	18,718	6.5%	15,805	10.1%
NEW YORK	11,001	4.4%	15,631	5.5%	14,765	9.4%
WASHINGTON	16,237	6.5%	17,009	5.9%	11,264	7.2%
CALIFORNIA	30,356	12.2%	35,124	12.3%	9,281	5.9%
TEXAS	26,207	10.5%	25,158	8.8%	9,119	5.8%
PENNSYLVANIA	16,835	6.8%	25,431	8.9%	9,539	6.1%
OTHER	133,776	53.7%	149,467	52.2%	86,902	55.5%
SPENDING BY CATEGORY:						
VEHICLE RENTAL	\$6,931,000	8.9%	\$6,794,000	6.7%	\$2,923,000	6.8%
VEHICLE OPERATION (INCL. GAS & REPAIRS)	\$3,299,000	4.2%	\$3,706,000	3.7%	\$3,239,000	7.6%
LOCAL TRANSPORTATION	\$1,116,000	1.4%	\$3,197,000	3.2%	\$1,296,000	3.0%
FOOD & BEVERAGE IN RESTAURANTS/BARS	\$13,132,000	16.9%	\$18,179,000	18.0%	\$6,815,000	15.9%
FOOD & BEVERAGE IN STORES	\$2,366,000	3.0%	\$4,264,000	4.2%	\$1,771,000	4.1%
ACCOMMODATION	\$34,917,000	45.0%	\$46,162,000	45.6%	\$18,280,000	42.6%
RECREATION & ENTERTAINMENT	\$7,785,000	10.0%	\$10,891,000	10.8%	\$3,834,000	8.9%
CLOTHING	\$5,674,000	7.3%	\$5,817,000	5.7%	\$3,858,000	9.0%
OTHER COSTS	\$2,433,000	3.1%	\$2,206,000	2.2%	\$868,000	2.0%
AVERAGE SPENDING PER PERSON PER TRIP	\$311.91		\$353.24		\$273.70	
SURVEY QUARTER:						
1ST QUARTER	11,676	4.7%	14,649	5.1%	14,934	9.5%
2ND QUARTER	91,717	36.8%	94,763	33.1%	44,553	28.4%
3RD QUARTER	124,175	49.9%	150,125	52.4%	71,225	45.5%
4TH QUARTER	21,392	8.6%	27,002	9.4%	25,964	16.6%
AGE GROUPS:						
NOT STATED	22,138	8.9%	24,763	8.6%	16,393	10.5%
UNDER 15 (ITS ONLY)	17,550	7.0%	14,902	5.2%	7,878	5.0%
15 TO 19 (ITS ONLY)	4,272	1.7%	6,091	2.1%	5,251	3.4%
20 TO 24 (ITS ONLY)	2,139	0.9%	3,568	1.2%	6,390	4.1%
25 TO 34	10,570	4.2%	12,649	4.4%	7,485	4.8%
35 TO 44	26,754	10.7%	33,879	11.8%	11,826	7.5%
45 TO 54	42,761	17.2%	46,777	16.3%	19,600	12.5%
55 TO 64	59,688	24.0%	63,791	22.3%	36,560	23.3%
65 AND OVER	63,088	25.3%	80,118	28.0%	45,293	28.9%

Source: Tourism in Canadian Cities: A Statistical Outlook 2008: Research Resolutions.
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<u>PARTY SIZE:</u>						
1 PERSON	46,126	38.0%	51,167	36.8%	36,010	43.8%
2 PERSONS	54,149	44.6%	63,474	45.7%	33,794	41.1%
3 PERSONS	6,096	5.0%	9,699	7.0%	3,727	4.5%
4 PERSONS	10,701	8.8%	10,336	7.4%	5,746	7.0%
5+ PERSONS	4,217	3.5%	4,336	3.1%	2,935	3.6%
<u>PARTY COMPOSITION:</u>						
NOT STATED	10,776	8.9%	13,437	9.7%	10,955	13.3%
1 ADULT	40,719	33.6%	44,543	32.0%	29,421	35.8%
2 ADULTS	50,602	41.7%	56,731	40.8%	29,963	36.4%
3 ADULTS OR MORE	10,313	8.5%	14,532	10.5%	8,304	10.1%
TOTAL - ADULTS ONLY (15+)	101,634	83.8%	115,807	83.3%	67,688	82.3%
1 ADULT WITH CHILDREN	760	0.6%	2,378	1.7%	2,006	2.4%
2 ADULTS WITH CHILDREN	5,056	4.2%	5,037	3.6%	610	0.7%
3 ADULTS OR MORE WITH CHILDREN	3,063	2.5%	2,352	1.7%	953	1.2%
TOTAL - ADULTS WITH CHILDREN	8,879	7.3%	9,767	7.0%	3,568	4.3%
CHILDREN TRAVELING ALONE	0	0.0%	0	0.0%	0	0.0%
<u>PRIMARY TRIP PURPOSE:</u>						
PLEASURE	137,733	55.3%	168,674	58.9%	90,443	57.7%
VISIT FRIENDS OR RELATIVES	56,141	22.6%	48,974	17.1%	26,934	17.2%
BUSINESS	42,824	17.2%	52,394	18.3%	21,727	13.9%
ALL OTHER/NOT STATED	12,261	4.9%	16,497	5.8%	17,571	11.2%
<u>PRIMARY TRANSPORTATION MODE: (multiple response)</u>						
CAR/TRUCK/CAMPER OR RV (PRIVATE OR RENTED)	166,136	66.7%	191,953	67.0%	105,971	67.6%
PLANE	27,738	11.1%	28,387	9.9%	20,709	13.2%
BUS	69,797	28.0%	85,467	29.8%	43,375	27.7%
TRAIN	29,342	11.8%	31,229	10.9%	18,546	11.8%
BOAT	18,060	7.3%	10,862	3.8%	9,485	6.1%
OTHER OR NOT STATED	40,365	16.2%	59,920	20.9%	27,874	17.8%
<u>VISIT DURATION:</u>						
1 NIGHT	115,710	46.5%	123,010	42.9%	69,904	44.6%
2 NIGHTS	56,586	22.7%	63,847	22.3%	43,621	27.8%
3 NIGHTS	25,849	10.4%	31,185	10.9%	18,118	11.6%
4 NIGHTS	16,718	6.7%	24,179	8.4%	6,835	4.4%
5 NIGHTS	9,793	3.9%	13,665	4.8%	7,019	4.5%
6 - 9 NIGHTS	20,858	8.4%	24,763	8.6%	6,589	4.2%
10 - 16 NIGHTS	3,444	1.4%	3,316	1.2%	3,294	2.1%
17 - 30 NIGHTS	0	0.0%	2,573	0.9%	1,296	0.8%
31 OR MORE NIGHTS	0	0.0%	0	0.0%	0	0.0%

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<i>TRIP ACTIVITIES: (multiple response)</i>						
VISIT A NATIONAL, PROVINCIAL OR NATURE PARK	160,767	64.6%	171,364	59.8%	91,620	58.5%
VISIT A HISTORIC SITE	114,323	45.9%	123,889	43.2%	72,052	46.0%
ATTEND A PERFORMANCE SUCH AS A PLAY OR CONCERT	26,993	10.8%	33,770	11.8%	27,958	17.8%
ATTEND A FESTIVAL OR FAIR	31,472	12.6%	51,384	17.9%	23,345	14.9%
ATTEND A SPORTS EVENT (SPECTATOR)	15,086	6.1%	21,830	7.6%	12,735	8.1%
VISIT A MUSEUM OR ART GALLERY	73,319	29.4%	80,669	28.2%	51,934	33.1%
VISIT A ZOO, AQUARIUM OR BOTANICAL GARDEN	62,961	25.3%	47,972	16.7%	27,928	17.8%
GO SHOPPING	170,737	68.6%	192,755	67.3%	103,734	66.2%
GO SIGHTSEEING	178,727	71.8%	186,387	65.0%	97,638	62.3%
GO TO A BAR OR NIGHTCLUB	47,143	18.9%	61,162	21.3%	34,349	21.9%
VISIT A THEME OR AMUSEMENT PARK	17,489	7.0%	23,949	8.4%	30,578	19.5%
ANY CULTURAL ACTIVITY	148,285	59.6%	179,777	62.7%	98,529	62.9%
ANY OUTDOOR ACTIVITY	176,237	70.8%	100,035	63.8%	100,035	63.8%
ANY WINTER OUTDOOR ACTIVITY	1,324	0.5%	9,597	3.3%	1,884	1.2%
<i>ACCOMMODATION USED: (multiple response)</i>						
HOTEL	140,880	56.6%	158,788	55.4%	78,606	50.2%
MOTEL	33,403	13.4%	38,749	13.5%	22,074	14.1%
OTHER PAID ROOF ACCOMMODATION	0	0.0%	621	0.2%	0	0.0%
ALL PAID ROOF ACCOMMODATION	174,257	70.0%	198,136	69.1%	100,612	64.2%
HOME OF FRIENDS OR RELATIVES	52,283	21.0%	60,462	21.1%	41,522	26.5%
ANY OTHER UNPAID ACCOMMODATION	289	0.1%	0	0.0%	0	0.0%
ALL UNPAID ACCOMMODATION	52,572	21.1%	60,462	21.1%	41,522	26.5%
CAMPGROUND OR RV PARK	12,687	5.1%	18,189	6.3%	7,728	4.9%
OTHER OR NOT STATED	16,440	6.6%	14,643	5.1%	11,529	7.4%
<i>OTHER CITIES VISITED IN CANADA DURING SAME TRIP</i>						
EDMONTON	38,761	15.6%	35,086	12.2%	38,532	24.6%
VANCOUVER	47,238	19.0%	49,559	17.3%	27,096	17.3%
TORONTO	12,647	5.1%	20,537	7.2%	15,499	9.9%

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