

# The Overnight Friends/Relatives Visitor to the Calgary CMA, 2006-2008

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	2006		2007		2008*	
<b>Calgary CMA Visitor Profile - Visiting Friends/Relatives</b>						
TOTAL VISITORS:	1,058,091		1,181,967		1,177,728	
AVERAGE PARTY SIZE:	1.7		1.6		1.6	
AVERAGE LENGTH OF STAY (NIGHTS):	4.4		4.4		5.1	
TOTAL SPENDING (EXCLUDING COMMERCIAL CARRIERS):	\$234,421,000		\$328,276,000		\$279,163,000	
AVERAGE DAILY SPENDING PER PERSON:	\$39.60		\$51.50		\$36.74	
AVERAGE DAILY SPENDING PER PARTY:	\$65.56		\$81.10		\$58.20	
<b>PROVINCE OF ORIGIN:</b>						
NEWFOUNDLAND	2,071	0.2%	2,514	0.2%	2,749	0.2%
PRINCE EDWARD ISLAND	951	0.1%	1,416	0.1%	1,445	0.1%
NOVA SCOTIA	16,245	1.5%	7,482	0.6%	10,708	0.9%
NEW BRUNSWICK	5,950	0.6%	2,349	0.2%	6,409	0.5%
QUEBEC	1,506	0.1%	24,977	2.1%	9,779	0.8%
ONTARIO	50,673	4.8%	81,570	6.9%	58,936	5.0%
MANITOBA	37,435	3.5%	53,163	4.5%	34,419	2.9%
SASKATCHEWAN	95,515	9.0%	103,116	8.7%	111,881	9.5%
ALBERTA	557,498	52.7%	555,111	47.0%	629,082	53.4%
BRITISH COLUMBIA	142,774	13.5%	206,333	17.5%	176,343	15.0%
<b>TOTAL, CANADA</b>	<b>910,620</b>	<b>86.1%</b>	<b>1,038,031</b>	<b>87.8%</b>	<b>1,041,752</b>	<b>88.5%</b>
<b>U.S.:</b>						
TOTAL	56,141	5.3%	48,974	4.1%	26,934	2.3%
<b>INTERNATIONAL:</b>						
TOTAL	91,330	8.6%	94,963	8.0%	109,042	9.3%
<b>SPENDING BY CATEGORY:</b>						
VEHICLE RENTAL	\$5,824,000	2.5%	\$10,969,000	3.3%	\$10,348,000	3.7%
VEHICLE OPERATIONS (INCL. GAS & REPAIRS)	\$38,233,000	16.3%	\$48,046,000	14.6%	\$64,480,000	23.1%
LOCAL TRANSPORTATION	\$1,774,000	0.8%	\$3,319,000	1.0%	\$5,813,000	2.1%
FOOD & BEVERAGE IN RESTAURANTS OR BARS	\$72,758,000	31.0%	\$92,774,000	28.3%	\$66,687,000	23.9%
FOOD & BEVERAGE IN STORES	\$19,248,000	8.2%	\$28,199,000	8.6%	\$24,498,000	8.8%
ACCOMMODATION	\$21,530,000	9.2%	\$31,505,000	9.6%	\$29,447,000	10.5%
RECREATION & ENTERTAINMENT	\$21,007,000	9.0%	\$26,109,000	8.0%	\$19,511,000	7.0%
CLOTHING	\$42,158,000	18.0%	\$70,598,000	21.5%	\$52,632,000	18.9%
OTHER COSTS	\$11,889,000	5.1%	\$16,756,000	5.1%	\$5,747,000	2.1%
AVERAGE SPENDING PER PERSON PER TRIP	\$221.55		\$277.74		\$237.04	
<b>SURVEY QUARTER:</b>						
1ST QUARTER	229,626	21.7%	209,708	17.7%	215,688	18.3%
2ND QUARTER	289,476	27.4%	249,680	21.1%	336,233	28.5%
3RD QUARTER	281,659	26.6%	348,964	29.5%	355,126	30.2%
4TH QUARTER	257,330	24.3%	373,615	31.6%	270,681	23.0%

Source: Tourism in Canadian Cities: A Statistical Outlook 2008. Research Resolutions.  
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<b>AGE GROUPS:</b>						
NOT STATED	6,161	0.6%	1,198	0.1%	2,396	0.2%
UNDER 15 (ITS ONLY)	13,434	1.3%	12,405	1.0%	7,276	0.6%
15 - 19 (ITS ONLY)	7,513	0.7%	3,206	0.3%	4,056	0.3%
20 TO 24 (ITS ONLY)	6,285	0.6%	5,420	0.5%	6,399	0.5%
18 TO 24 (TSRC ONLY)	175,892	16.6%	177,846	15.0%	247,779	21.0%
25 TO 34	193,589	18.3%	306,701	25.9%	179,461	15.2%
35 TO 44	131,767	12.5%	122,305	10.3%	127,436	10.8%
45 TO 54	159,091	15.0%	182,539	15.4%	194,627	16.5%
55 TO 64	184,818	17.5%	172,577	14.6%	227,512	19.3%
65 AND OVER	179,540	17.0%	197,770	16.7%	180,785	15.4%
<b>PARTY SIZE:</b>						
1 PERSON	451,156	58.9%	557,843	63.1%	555,155	62.8%
2 PERSONS	202,028	26.4%	235,620	26.7%	231,223	26.2%
3 PERSONS	61,195	8.0%	34,036	3.9%	31,336	3.5%
4 PERSONS	30,611	4.0%	30,200	3.4%	49,841	5.6%
5 PERSONS	17,970	2.3%	17,376	2.0%	10,283	1.2%
6 OR MORE PERSONS	2,466	0.3%	8,599	1.0%	6,248	0.7%
<b>PARTY COMPOSITION:</b>						
NOT STATED	2,489	0.3%	618	0.1%	2,135	0.2%
1 ADULT (TSRC 18+/ITS 15+)	450,063	58.8%	557,456	63.1%	552,944	62.5%
2 ADULTS	181,585	23.7%	211,628	23.9%	208,987	23.6%
3 ADULTS OR MORE	8,761	1.1%	5,575	0.6%	6,593	0.7%
TOTAL - ADULTS ONLY (15+)	<b>640,410</b>	<b>83.7%</b>	<b>774,659</b>	<b>87.7%</b>	<b>768,524</b>	<b>86.9%</b>
1 ADULT WITH CHILDREN	53,979	7.1%	49,108	5.6%	53,991	6.1%
2 ADULTS WITH CHILDREN	64,668	8.4%	57,376	6.5%	57,234	6.5%
3 ADULTS OR MORE WITH CHILDREN	3,726	0.5%	1,765	0.2%	1,865	0.2%
TOTAL - ADULTS WITH CHILDREN	<b>122,373</b>	<b>16.0%</b>	<b>108,249</b>	<b>12.2%</b>	<b>113,089</b>	<b>12.8%</b>
CHILDREN TRAVELING ALONE	155	0.0%	149	0.0%	338	0.0%
<b>PRIMARY TRANSPORTATION MODE (multiple response)</b>						
AUTOMOBILE/TRUCK/CAMPER OR RV (RENTED/OWNED)	836,081	79.0%	853,329	72.2%	946,778	80.4%
AIRPLANE	198,052	18.7%	285,885	24.2%	227,708	19.3%
BUS	60,553	5.7%	84,857	7.2%	53,802	4.6%
RAIL	8,740	0.8%	8,555	0.7%	8,619	0.7%
BOAT	12,350	1.2%	7,697	0.7%	17,594	1.5%
OTHER OR NOT STATED	52,265	4.9%	41,249	3.5%	44,320	3.8%

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<b>VISIT DURATION:</b>						
1 NIGHT	304,180	28.7%	234,757	19.9%	279,911	23.8%
2 NIGHTS	323,459	30.6%	333,660	28.2%	359,969	30.6%
3 NIGHTS	111,151	10.5%	210,084	17.8%	167,416	14.2%
4 NIGHTS	72,855	6.9%	99,542	8.4%	109,357	9.3%
5 NIGHTS	53,395	5.0%	71,968	6.1%	80,343	6.8%
6 - 9 NIGHTS	91,970	8.7%	132,906	11.2%	83,946	7.1%
10 - 16 NIGHTS	60,410	5.7%	60,304	5.1%	44,946	3.8%
17 - 30 NIGHTS	24,215	2.3%	24,772	2.1%	24,929	2.1%
31 OR MORE NIGHTS	16,454	1.6%	13,974	1.2%	26,911	2.3%
<b>TRIP ACTIVITIES: (NOT AVAILABLE FOR 2006)</b>						
VISIT A NATIONAL, PROVINCIAL OR NATURE PARK	N/A		219,466	18.6%	205,942	17.5%
VISIT A HISTORIC SITE	N/A		94,722	8.0%	86,060	7.3%
ATTEND A PERFORMANCE SUCH AS A PLAY OR CONCERT	N/A		78,652	6.7%	89,847	7.6%
ATTEND A FESTIVAL OR FAIR	N/A		38,104	3.2%	54,765	4.7%
ATTEND A SPORTING EVENT (SPECTATOR)	N/A		67,039	5.7%	61,885	5.3%
VISIT A MUSEUM OR ART GALLERY	N/A		86,225	7.3%	102,862	8.7%
VISIT A ZOO, AQUARIUM OR BOTANICAL GARDEN	N/A		114,849	9.7%	128,520	10.9%
VISIT A THEME OR AMUSEMENT PARK	N/A		42,690	3.6%	70,939	6.0%
GO TO A CASINO	N/A		38,918	3.3%	50,585	4.3%
CAMPING	N/A		33,482	2.8%	42,821	3.6%
ANY CULTURAL ACTIVITY	N/A		212,982	18.0%	209,812	17.8%
ANY OUTDOOR ACTIVITY	N/A		319,228	27.0%	261,743	22.2%
ANY WINTER OUTDOOR ACTIVITY	N/A		39,362	3.3%	13,571	1.2%
<b>ACCOMMODATION USED: (multiple response)</b>						
HOTEL	129,467	0	159,499	13.5%	137,123	11.6%
MOTEL	21,107	0	37,866	3.2%	18,403	1.6%
BED & BREAKFAST	774	0	507	0.0%	0	0.0%
OTHER PAID ROOF ACCOMMODATION	525	0	5,971	0.5%	2,452	0.2%
ALL PAID ROOF ACCOMMODATION	<b>150,191</b>	<b>0</b>	<b>203,843</b>	<b>17.2%</b>	<b>157,977</b>	<b>13.4%</b>
HOME OF FRIENDS OR RELATIVES	887,215	1	951,776	80.5%	1,011,611	85.9%
OTHER UNPAID ACCOMMODATION	23,373	0	10,340	0.9%	4,549	0.4%
TOTAL UNPAID ACCOMMODATION	<b>904,996</b>	<b>1</b>	<b>962,117</b>	<b>81.4%</b>	<b>1,016,160</b>	<b>86.3%</b>
CAMPGROUND OR RV PARK	5,708	0	16,029	1.4%	19,736	1.7%
OTHER / NOT STATED	5,273	0	8,417	0.7%	6,858	0.6%

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