

## The Overnight Business Visitor to the Calgary CMA, 2006-2008

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

	2006		2007		2008*	
<b>Calgary CMA Visitor Profile - Overnight Business Visitors</b>						
TOTAL VISITORS:	329,031		456,712		368,041	
AVERAGE PARTY SIZE:	1.2		1.2		1.1	
AVERAGE LENGTH OF STAY (NIGHTS):	3.6		3.3		4.4	
TOTAL SPENDING (EXCLUDING COMMERCIAL CARRIERS):	\$172,534,000		\$282,435,000		\$245,695,000	
AVERAGE DAILY SPENDING PER PERSON:	\$134.96		\$184.68		\$149.10	
AVERAGE DAILY SPENDING PER PARTY:	\$159.01		\$214.05		\$168.42	
<b>PROVINCE OF ORIGIN:</b>						
NEWFOUNDLAND	4,134	1.3%	4,201	0.9%	3,611	1.0%
PRINCE EDWARD ISLAND	691	0.2%	1,081	0.2%	0	0.0%
NOVA SCOTIA	3,377	1.0%	4,724	1.0%	0	0.0%
NEW BRUNSWICK	2,463	0.7%	1,422	0.3%	4,007	1.1%
QUEBEC	6,765	2.1%	4,296	0.9%	9,494	2.6%
ONTARIO	63,551	19.3%	74,847	16.4%	58,088	15.8%
MANITOBA	26,130	7.9%	22,570	4.9%	7,351	2.0%
SASKATCHEWAN	22,041	6.7%	27,507	6.0%	18,672	5.1%
ALBERTA	99,085	30.1%	163,572	35.8%	161,961	44.0%
BRITISH COLUMBIA	14,555	4.4%	43,243	9.5%	30,831	8.4%
<b>TOTAL, CANADA</b>	<b>242,792</b>	<b>73.8%</b>	<b>347,464</b>	<b>76.1%</b>	<b>294,014</b>	<b>79.9%</b>
<b>U.S.:</b>						
TOTAL	42,824	13.0%	52,394	11.5%	21,727	5.9%
<b>INTERNATIONAL:</b>						
TOTAL	43,416	13.2%	56,855	12.4%	52,300	14.2%
<b>SPENDING BY CATEGORY:</b>						
VEHICLE RENTAL	\$11,842,000	6.9%	\$13,643,000	4.8%	\$5,120,000	2.1%
VEHICLE OPERATIONS (INCL. GAS & REPAIRS)	\$8,319,000	4.8%	\$11,147,000	3.9%	\$13,181,000	5.4%
LOCAL TRANSPORTATION	\$4,323,000	2.5%	\$8,489,000	3.0%	\$7,959,000	3.2%
FOOD & BEVERAGE IN RESTAURANTS OR BARS	\$38,470,000	22.3%	\$52,623,000	18.6%	\$51,596,000	21.0%
FOOD & BEVERAGE IN STORES	\$5,092,000	3.0%	\$7,444,000	2.6%	\$9,410,000	3.8%
ACCOMMODATION	\$87,037,000	50.4%	\$143,929,000	51.0%	\$105,956,000	43.1%
RECREATION & ENTERTAINMENT	\$4,156,000	2.4%	\$6,755,000	2.4%	\$5,077,000	2.1%
CLOTHING	\$9,662,000	5.6%	\$20,920,000	7.4%	\$9,942,000	4.0%
OTHER COSTS	\$3,632,000	2.1%	\$17,485,000	6.2%	\$37,453,000	15.2%
AVERAGE SPENDING PER PERSON PER TRIP	\$524.37		\$618.41		\$667.57	
<b>SURVEY QUARTER:</b>						
1ST QUARTER	59,933	18.2%	100,162	21.9%	74,381	20.2%
2ND QUARTER	113,726	34.6%	134,279	29.4%	114,795	31.2%
3RD QUARTER	68,219	20.7%	113,623	24.9%	49,583	13.5%
4TH QUARTER	87,153	26.5%	108,649	23.8%	129,282	35.1%

Source: Tourism in Canadian Cities: A Statistical Outlook 2008. Research Resolutions.

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<b>AGE GROUPS:</b>						
NOT STATED	4,767	1.4%	7,486	1.6%	4,286	1.2%
UNDER 15 (ITS ONLY)	159	0.0%	0	0.0%	610	0.2%
15 - 19 (ITS ONLY)	292	0.1%	451	0.1%	0	0.0%
20 TO 24 (ITS ONLY)	2,623	0.8%	1,991	0.4%	3,562	1.0%
18 TO 24 (TSRC ONLY)	14,142	4.3%	18,419	4.0%	35,201	9.6%
25 TO 34	58,250	17.7%	82,191	18.0%	71,111	19.3%
35 TO 44	81,219	24.7%	120,942	26.5%	107,080	29.1%
45 TO 54	105,477	32.1%	134,613	29.5%	105,252	28.6%
55 TO 64	50,159	15.2%	73,552	16.1%	38,840	10.6%
65 AND OVER	11,944	3.6%	17,067	3.7%	2,099	0.6%
<b>PARTY SIZE:</b>						
1 PERSON	251,471	88.1%	357,990	88.9%	298,095	89.7%
2 PERSONS	27,067	9.5%	31,624	7.9%	28,568	8.6%
3 PERSONS	2,264	0.8%	8,945	2.2%	2,805	0.8%
4 PERSONS	4,188	1.5%	3,273	0.8%	2,967	0.9%
5 PERSONS	95	0.0%	0	0.0%	0	0.0%
6 OR MORE PERSONS	510	0.2%	815	0.2%	0	0.0%
<b>PARTY COMPOSITION:</b>						
NOT STATED	3,984	1.4%	5,642	1.4%	4,146	1.2%
1 ADULT (TSRC 18+/ITS 15+)	248,111	86.9%	353,575	87.8%	294,088	88.5%
2 ADULTS	26,400	9.2%	30,021	7.5%	26,955	8.1%
3 ADULTS OR MORE	3,110	1.1%	5,066	1.3%	1,474	0.4%
TOTAL - ADULTS ONLY (15+)	<b>277,622</b>	<b>97.2%</b>	<b>388,662</b>	<b>96.5%</b>	<b>322,517</b>	<b>97.0%</b>
1 ADULT WITH CHILDREN	1,238	0.4%	995	0.2%	1,474	0.4%
2 ADULTS WITH CHILDREN	2,593	0.9%	7,349	1.8%	4,299	1.3%
3 ADULTS OR MORE WITH CHILDREN	159	0.1%	0	0.0%	0	0.0%
TOTAL - ADULTS WITH CHILDREN	<b>3,989</b>	<b>1.4%</b>	<b>8,344</b>	<b>2.1%</b>	<b>5,772</b>	<b>1.7%</b>
CHILDREN TRAVELING ALONE	0	0.0%	0	0.0%	0	0.0%
<b>PRIMARY TRANSPORTATION MODE (multiple response)</b>						
AUTOMOBILE/TRUCK/CAMPER OR RV (RENTED/OWNED)	181,192	55.1%	222,035	48.6%	197,975	53.8%
AIRPLANE	143,403	43.6%	231,980	50.8%	139,056	37.8%
BUS	14,801	4.5%	28,191	6.2%	38,481	10.5%
RAIL	1,382	0.4%	3,273	0.7%	1,324	0.4%
BOAT	1,881	0.6%	3,400	0.7%	0	0.0%
OTHER OR NOT STATED	34,375	10.4%	64,268	14.1%	37,207	10.1%
<b>VISIT DURATION:</b>						
1 NIGHT	95,709	29.1%	114,620	25.1%	94,037	25.6%
2 NIGHTS	89,949	27.3%	120,966	26.5%	91,840	25.0%
3 NIGHTS	52,259	15.9%	98,426	21.6%	53,339	14.5%
4 NIGHTS	42,413	12.9%	45,953	10.1%	38,951	10.6%
5 NIGHTS	21,613	6.6%	33,798	7.4%	26,822	7.3%
6 - 9 NIGHTS	15,255	4.6%	25,954	5.7%	41,712	11.3%
10 - 16 NIGHTS	7,032	2.1%	9,559	2.1%	3,550	1.0%
17 - 30 NIGHTS	901	0.3%	6,683	1.5%	14,907	4.1%
31 OR MORE NIGHTS	3,900	1.2%	755	0.2%	2,882	0.8%

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<b>TRIP ACTIVITIES: (NOT AVAILABLE FOR 2006)</b>						
VISIT A NATIONAL, PROVINCIAL OR NATURE PARK	N/A		47,661	10.4%	34,543	9.4%
VISIT A HISTORIC SITE	N/A		43,217	9.5%	13,290	3.6%
ATTEND A PERFORMANCE SUCH AS A PLAY OR CONCERT	N/A		28,976	6.3%	7,952	2.2%
ATTEND A FESTIVAL OR FAIR	N/A		17,389	3.8%	11,410	3.1%
ATTEND A SPORTING EVENT (SPECTATOR)	N/A		15,848	3.5%	11,877	3.2%
VISIT A MUSEUM OR ART GALLERY	N/A		28,239	6.2%	17,462	4.7%
VISIT A ZOO / BOTANICAL GARDEN	N/A		14,039	3.1%	13,597	3.7%
GO TO A CASINO	N/A		16,923	3.7%	10,582	2.9%
PARTICIPATE IN ANY CULTURAL ACTIVITY	N/A		77,651	17.0%	36,037	9.8%
PARTICIPATE IN ANY OUTDOOR ACTIVITY	N/A		67,338	14.7%	50,635	13.8%
PARTICIPATE IN ANY WINTER OUTDOOR ACTIVITY	N/A		5,123	1.1%	6,593	1.8%
<b>ACCOMMODATION USED: (multiple response)</b>						
HOTEL	274,074	83.3%	390,085	85.4%	275,695	74.9%
MOTEL	9,924	3.0%	9,486	2.1%	10,327	2.8%
BED & BREAKFAST	1,277	0.4%	0	0.0%	1,786	0.5%
OTHER PAID ROOF ACCOMMODATION	3,526	1.1%	0	0.0%	2,505	0.7%
ALL PAID ROOF ACCOMMODATION	<b>288,801</b>	<b>87.8%</b>	<b>399,571</b>	<b>87.5%</b>	<b>290,313</b>	<b>78.9%</b>
HOME OF FRIENDS OR RELATIVES	44,184	13.4%	60,356	13.2%	73,839	20.1%
OTHER UNPAID ACCOMMODATION	1,478	0.4%	1,443	0.3%	444	0.1%
TOTAL UNPAID ACCOMMODATION	<b>45,663</b>	<b>13.9%</b>	<b>61,799</b>	<b>13.5%</b>	<b>74,283</b>	<b>20.2%</b>
CAMPGROUND OR RV PARK	1,559	0.5%	3,460	0.8%	867	0.2%
OTHER / NOT STATED	3,654	1.1%	6,494	1.4%	6,833	1.9%

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