

The Overnight Pleasure 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 - Overnight Pleasure Visitors						
TOTAL VISITORS:	979,919		1,008,812		951,145	
AVERAGE PARTY SIZE:	1.8		1.9		1.7	
AVERAGE LENGTH OF STAY (NIGHTS):	2.8		2.6		3.0	
TOTAL SPENDING (EXCLUDING COMMERCIAL CARRIERS):	\$368,492,000		\$314,411,000		\$340,790,000	
AVERAGE DAILY SPENDING PER PERSON:	\$114.38		\$98.32		\$97.03	
AVERAGE DAILY SPENDING PER PARTY:	\$200.99		\$185.08		\$165.28	
PROVINCE OF ORIGIN:						
NEWFOUNDLAND	3,100	0.3%	2,561	0.3%	2,985	0.3%
PRINCE EDWARD ISLAND	0	0.0%	556	0.1%	766	0.1%
NOVA SCOTIA	7,582	0.8%	3,049	0.3%	7,322	0.8%
NEW BRUNSWICK	2,735	0.3%	6,976	0.7%	2,300	0.2%
QUEBEC	18,283	1.9%	10,620	1.1%	1,351	0.1%
ONTARIO	84,370	8.6%	50,909	5.0%	78,361	8.2%
MANITOBA	24,571	2.5%	22,436	2.2%	22,261	2.3%
SASKATCHEWAN	89,476	9.1%	73,640	7.3%	66,730	7.0%
ALBERTA	314,273	32.1%	364,176	36.1%	420,105	44.2%
BRITISH COLUMBIA	99,280	10.1%	92,811	9.2%	72,300	7.6%
TOTAL. CANADA	643,671	65.7%	627,734	62.2%	674,481	70.9%
U.S.:						
TOTAL	137,733	14.1%	168,674	16.7%	90,443	9.5%
INTERNATIONAL:						
UNITED KINGDOM	54,668	5.6%	67,699	6.7%	68,323	7.2%
GERMANY	22,906	2.3%	24,974	2.5%	20,036	2.1%
SWITZERLAND	13,426	1.4%	7,350	0.7%	7,765	0.8%
NETHERLANDS	12,761	1.3%	20,385	2.0%	14,362	1.5%
SOUTH KOREA	9,083	0.9%	6,233	0.6%	3,910	0.4%
CHINA	1,963	0.2%	6,579	0.7%	4,818	0.5%
JAPAN	9,009	0.9%	4,414	0.4%	4,079	0.4%
AUSTRALIA	7,869	0.8%	17,291	1.7%	8,361	0.9%
OTHER INTERNATIONAL	66,830	6.8%	57,477	5.7%	54,566	5.7%
TOTAL, INTERNATIONAL	198,515	20.3%	212,404	21.1%	186,221	19.6%
SPENDING BY CATEGORY:						
VEHICLE RENTAL	\$11,128,000	3.0%	\$12,985,000	4.1%	\$10,572,000	3.1%
VEHICLE OPERATIONS (INCL. GAS & REPAIRS)	\$31,182,000	8.5%	\$28,471,000	9.1%	\$33,566,000	9.8%
LOCAL TRANSPORTATION	\$4,746,000	1.3%	\$3,079,000	1.0%	\$8,725,000	2.6%
FOOD & BEVERAGE IN RESTAURANTS AND BARS	\$84,517,000	22.9%	\$68,468,000	21.8%	\$72,269,000	21.2%
FOOD & BEVERAGE IN STORES	\$22,421,000	6.1%	\$17,203,000	5.5%	\$17,637,000	5.2%
ACCOMMODATION	\$126,147,000	34.2%	\$92,900,000	29.5%	\$85,730,000	25.2%
RECREATION & ENTERTAINMENT	\$36,170,000	9.8%	\$37,342,000	11.9%	\$38,539,000	11.3%
CLOTHING	\$33,838,000	9.2%	\$42,468,000	13.5%	\$66,304,000	19.5%
OTHER COSTS	\$18,342,000	5.0%	\$11,496,000	3.7%	\$7,449,000	2.2%
AVERAGE SPENDING PER PERSON PER TRIP	\$376.04		\$311.66		\$358.29	

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

Prepared for Tourism Calgary (visitcalgary.com): August 2010

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<u>SURVEY QUARTER:</u>						
1ST QUARTER	106,619	10.9%	135,050	13.4%	117,405	12.3%
2ND QUARTER	226,097	23.1%	240,963	23.9%	253,275	26.6%
3RD QUARTER	460,418	47.0%	458,134	45.4%	351,203	36.9%
4TH QUARTER	186,785	19.1%	174,665	17.3%	229,262	24.1%
<u>AGE GROUPS:</u>						
NOT STATED	26,605	2.7%	20,153	2.0%	18,188	1.9%
UNDER 15 (ITS ONLY)	20,592	2.1%	20,527	2.0%	18,311	1.9%
15 - 19 (ITS ONLY)	10,173	1.0%	11,935	1.2%	8,059	0.8%
20 - 24 (ITS ONLY)	8,253	0.8%	13,037	1.3%	10,942	1.2%
18 - 24 (TSRC ONLY)	141,503	14.4%	99,872	9.9%	182,901	19.2%
25 - 34	202,681	20.7%	161,763	16.0%	174,882	18.4%
35 - 44	143,944	14.7%	150,696	14.9%	130,097	13.7%
45 - 54	167,648	17.1%	229,762	22.8%	182,753	19.2%
55 - 64	158,591	16.2%	159,940	15.9%	118,622	12.5%
65 AND OVER	99,930	10.2%	141,126	14.0%	106,390	11.2%
<u>PARTY SIZE:</u>						
1 PERSON	324,556	52.0%	285,282	45.8%	369,178	56.4%
2 PERSONS	204,192	32.7%	229,820	36.9%	189,392	28.9%
3 PERSONS	40,382	6.5%	44,076	7.1%	38,605	5.9%
4 PERSONS	42,835	6.9%	45,516	7.3%	41,257	6.3%
5 PERSONS	6,502	1.0%	11,048	1.8%	11,550	1.8%
6 OR MORE PERSONS	5,473	0.9%	7,396	1.2%	4,246	0.6%
<u>PARTY COMPOSITION:</u>						
NOT STATED	12,871	2.1%	10,055	1.6%	9,693	1.5%
1 ADULT (TSRC 18+/ITS 15+)	319,023	51.1%	280,528	45.0%	364,632	55.7%
2 ADULTS	191,268	30.7%	200,330	32.1%	160,059	24.5%
3 ADULTS OR MORE	21,264	3.4%	22,783	1.7%	15,474	2.4%
TOTAL - ADULTS ONLY (15+)	531,554	85.2%	503,641	80.8%	540,165	82.6%
1 ADULT WITH CHILDREN	18,387	2.9%	37,126	6.0%	42,228	6.5%
2 ADULTS WITH CHILDREN	55,602	8.9%	66,768	10.7%	57,045	8.7%
3 ADULTS OR MORE WITH CHILDREN	5,527	0.9%	5,549	0.9%	5,097	0.8%
TOTAL - ADULTS WITH CHILDREN	79,516	12.7%	109,444	17.6%	104,369	16.0%
CHILDREN TRAVELING ALONE	0	0.0%	0	0.0%	0	0.0%
<u>PRIMARY TRANSPORTATION MODE (multiple response)</u>						
AUTOMOBILE/TRUCK/CAMPER (PRIVATE OR RENTED)	691,139	70.5%	729,843	72.3%	690,161	72.6%
AIRPLANE	225,538	23.0%	225,987	22.4%	227,995	24.0%
BUS	160,306	16.4%	158,980	15.8%	111,270	11.7%
RAIL	55,554	5.7%	70,391	7.0%	39,417	4.1%
BOAT	94,900	9.7%	99,522	9.9%	65,388	6.9%
OTHER OR NOT STATED	98,173	10.0%	96,777	9.6%	83,733	8.8%

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<u>VISIT DURATION:</u>						
1 NIGHT	400,642	40.9%	425,326	42.2%	312,225	32.8%
2 NIGHTS	258,098	26.3%	283,850	28.1%	297,121	31.2%
3 NIGHTS	109,118	11.1%	131,260	13.0%	129,891	13.7%
4 NIGHTS	82,046	8.4%	41,672	4.1%	71,755	7.5%
5 NIGHTS	24,680	2.5%	20,105	2.0%	35,119	3.7%
6 - 9 NIGHTS	74,762	7.6%	68,146	6.8%	75,904	8.0%
10 - 16 NIGHTS	24,419	2.5%	34,275	3.4%	17,793	1.9%
17 - 30 NIGHTS	2,894	0.3%	3,411	0.3%	8,647	0.9%
31+ NIGHTS	3,259	0.3%	767	0.1%	2,689	0.3%
<u>TRIP ACTIVITIES: (NOT AVAILABLE FOR 2006)</u>						
VISIT A NATIONAL, PROVINCIAL OR NATURE PARK	N/A		504,727	50.0%	398,561	41.9%
VISIT A HISTORIC SITE	N/A		295,168	29.3%	250,369	26.3%
ATTEND A PERFORMANCE SUCH AS A PLAY OR CONCERT	N/A		120,616	12.0%	130,811	13.8%
ATTEND A FESTIVAL OR FAIR	N/A		111,586	11.1%	112,512	11.8%
ATTEND A SPORTING EVENT (SPECTATOR)	N/A		111,907	11.1%	92,293	9.7%
VISIT A MUSEUM OR ART GALLERY	N/A		241,356	23.9%	221,386	23.3%
VISIT A ZOO, AQUARIUM OR BOTANICAL GARDEN	N/A		201,908	20.0%	182,493	19.2%
VISIT A THEME OR AMUSEMENT PARK	N/A		99,580	9.9%	121,710	12.8%
GO TO A CASINO	N/A		111,907	11.1%	52,573	5.5%
ANY CULTURAL ACTIVITY	N/A		471,139	46.7%	419,463	44.1%
ANY OUTDOOR ACTIVITY	N/A		632,555	62.7%	516,259	54.3%
ANY WINTER OUTDOOR ACTIVITY	N/A		96,317	9.5%	45,875	4.8%
<u>ACCOMMODATION USED: (multiple response)</u>						
HOTEL	483,028	49.3%	482,014	47.8%	380,529	40.0%
MOTEL	58,484	6.0%	55,041	5.5%	53,865	5.7%
BED & BREAKFAST	8,128	0.8%	822	0.1%	2,046	0.2%
OTHER PAID ROOF ACCOMMODATION	6,829	0.7%	11,855	1.2%	1,545	0.2%
ALL PAID ROOF ACCOMMODATION	553,893	56.5%	547,772	54.3%	434,826	45.7%
HOME OF FRIENDS/RELATIVES	359,129	36.6%	399,924	39.6%	455,361	47.9%
OTHER UNPAID ROOF ACCOMMODATION	29,167	3.0%	4,542	0.5%	15,567	1.6%
ALL UNPAID ROOF ACCOMMODATION	387,701	39.6%	404,466	40.1%	470,929	49.5%
CAMPGROUND/RV PARK	38,562	3.9%	57,052	5.7%	44,753	4.7%
OTHER/NOT STATED	25,753	2.6%	24,324	2.4%	25,777	2.7%

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