

## Alberta Tourism Indicators

### Person Trips to Alberta by Visitor Origin

Year	Alberta	Other Canada	USA	Other International	Total Person Trips	% Change from Prev Yr
1996	15,001,000	2,601,000	1,041,300	805,900	19,449,200	n.a.
1997	15,697,000	2,685,000	1,010,000	630,000	20,022,000	+2.9%
1998	18,207,000	3,092,000	1,084,100	750,200	23,133,300	+15.5%
1999	18,365,000	3,197,000	1,024,700	805,700	23,392,400	+1.1%
2000	17,347,000	3,294,000	1,069,000	827,000	22,537,000	-3.7%
2001	18,045,000	3,740,000	1,010,000	854,000	23,649,000	+4.9%
2002	16,515,000	3,411,000	1,073,000	773,000	21,772,000	-7.9%
2003	13,234,000	3,086,000	962,000	613,000	17,895,000	-18.8%
2004	13,317,000	3,220,000	1,026,000	768,000	18,331,000	+2.4%

Source: Statistics Canada Canadian Travel Survey and International Travel Survey.

Person trips for Canadians include day trips and overnight trips. Person trips for residents of the USA and other countries are based on trips where 1+ nights were spent in the province.

Due to a change in methodology in data collection by the Canadian Travel Survey, total person visits for 2000 and subsequent years are not comparable to previous years.

### Estimated Tourism Receipts (\$ millions) by Visitor Origins

Year	Alberta	Other Canada	USA	Other International	Total Receipts	% Change from Prev Yr
1996	1,700	654	577	577	3,452	n.a.
1997	2,071	706	476	476	3,747	+8.5%
1998	2,145	885	626	564	4,220	+12.6%
1999	2,244	909	646	647	4,446	+5.4%
2000	2,373	1,062	714	714	4,863	+9.4%
2001	2,681	1,262	716	735	5,364	+10.3%
2002	2,889	1,192	656	711	5,447	1.5%
2003	2,089	1,001	675	569	4,334	-20.4%
2004	2,326	1,154	764	714	4,958	+14.4%

Source: Statistics Canada Canadian Travel Survey and International Travel Survey.

Due to a change in methodology in data collection by the Canadian Travel Survey, total expenditures for 2000 and subsequent years are not comparable to previous years.

### Distribution of Person Trip Origins 2004

Other Canada (n=3,220,000)		United States (n=1,026,000)		Other International (n=768,000)	
British Columbia	40%	Pacific (1)	24%	United Kingdom	30%
Saskatchewan	28%	Mountain	20%	Japan	11%
Manitoba	7%	North/South Atlantic	27%	Germany	10%
Ontario	18%	North Central	19%	Australia	7%
Other Canada	6%*	South Central	10%	Other countries	42%

\* Interpret with caution due to small sample size;

\*\* Data not releasable due to small sample size.

(1) Pacific Region figures include residents of Washington, Oregon, California, Alaska and Hawaii

Source: Statistics Canada 2004 Canadian Travel Survey and 2004 International Travel Survey

### Accommodation Occupancy Rates (%)

Year	Calgary	Edmonton	Mountain Destinations (1)	Total Alberta
1996	69.0	60.2	75.5	65.9
1997	73.5	61.1	72.9	69.2
1998	73.9	61.9	74.6	68.5
1999	67.6	60.8	76.5	65.1
2000	65.6	62.0	73.1	64.8
2001	64.7	64.6	66.0	64.1
2002	64.9	72.9	67.0	65.2
2003	60.6	62.3	61.7	60.1
2004	64.7	62.0	66.0	62.9

(1) Mountain Destinations includes Jasper, Banff and Lake Louise

Sources: 1990-1992 Pannell Kerr Forster, 1993-1994 Price Waterhouse, 1995-1997 Economic Planning Group, 1998-2004 HVS International

### Number of Visitors to Alberta's National Parks

Year	Banff National Park	Jasper National Park	Waterton Lakes National Park	Elk Island National Park
1996	4,732,500	1,759,800	347,000	164,600
1997	4,057,700	1,812,700	370,700	206,200
1998	4,221,600	1,896,000	416,700	206,600
1999	4,634,300e	1,895,100	424,900	237,500
2000	4,659,800	1,579,900	416,700	225,500
2001	4,655,300	1,927,900	414,700	n.a.
2002	4,724,000	2,724,700	406,100	n.a.
2003	4,683,700	1,861,700	367,800	n.a.
2004	3,139,900	1,891,100	367,500	n.a.

e = estimated

Source: Parks Canada.

Note: Visitor numbers for Banff and Jasper in 2004 are not directly comparable to numbers for previous years, due to a change in visitor count methodology.

### Direct Entries into Alberta (1+ Nights Visitors)

Year	US Residents	% Change from Previous Year	Residents of Other Countries	% Change from Previous Year
1996	527,900	+6.2%	249,800	+18.9%
1997	523,700	-0.8%	264,000	+5.7%
1998	577,600	+10.3%	271,300	+2.8%
1999	589,000	+2.0%	286,500	+5.6%
2000	596,100	+1.3%	284,800	-0.6%
2001	588,900	-1.2%	258,000	-9.4%
2002	604,100	2.8%	222,300	-13.8%
2003	590,000	-2.6%	216,300	-2.7%
2004	640,100	+8.0%	273,300	+26.3%

Direct entries are non-Canadians who entered Canada through a Canada Customs port located in Alberta.

Source: Statistics Canada catalogue #66-001