

# Domestic Tourism in Edmonton and Area Tourism Region 2016

## **A Summary of 2016 Domestic Visitor Numbers, Expenditures and Characteristics July 2018**

### Introduction

Whether it was to see friends and relatives, for business or for pleasure, 7.23 million total domestic person-visits were made in 2016 to destinations in the Edmonton and area tourism region by residents of Alberta and other parts of Canada.

To better understand the volume and characteristics of these visitors, Alberta Culture and Tourism has prepared special analyses of the 2016 Travel Survey of Residents of Canada (TSRC), which is conducted by Statistics Canada. The TSRC provides tourism information for travel in Alberta by domestic visitors from Alberta and other parts of Canada. Data in this publication includes same-day and overnight trips for Albertans and residents from other parts of Canada.

Readers are cautioned that, similar to 2015, detailed estimates for international visitors are not available at the provincial and tourism regional level due to small sample sizes and deteriorating data quality from the International Travel Survey (ITS). Detailed characteristics are only available for Canadian visitors for 2015 and 2016. For these reference years, we created a separate domestic visitor profile for Alberta and the six tourism regions, which provide detailed characteristics on domestic visitors to Alberta.

This summary highlights key findings for domestic tourism in Alberta's Edmonton and area tourism region only. For more information on tourism in Alberta, please contact Alberta Culture and Tourism or visit <https://www.alberta.ca/Alberta-visitor-profiles.aspx/>.

### Edmonton and Area Tourism Region: 2016 Overview

In 2016, the Edmonton and Area tourism region received 22% of Canadian visitors to Alberta (see table below). Residents of Alberta that visited the region accounted for 21% of the total visits to Alberta. Of the total visits from other parts of Canada, 30% visited the region.

<b>Comparison of Domestic Tourism Numbers - 2016<sup>1</sup></b>			
	<b>Edmonton and Area Tourism Region</b>	<b>Total Alberta (Domestic Market)</b>	<b>Edmonton and Area Tourism Region as % of Total Alberta</b>
<b>Number of Visits (Millions)</b>			
Overnight Person-Visits	2.63	12.09	22%
Total Person-Visits	7.23	32.82	22%
<b>Origin of Visits (Total Person-Visits)</b>			
Alberta	6.11	29.13	21%
Other Canada	1.12	3.70	30%

<sup>1</sup> Note: Travellers to Alberta may visit more than one tourism region while in the province.

# Domestic Tourism: Edmonton and Area Tourism Region 2016

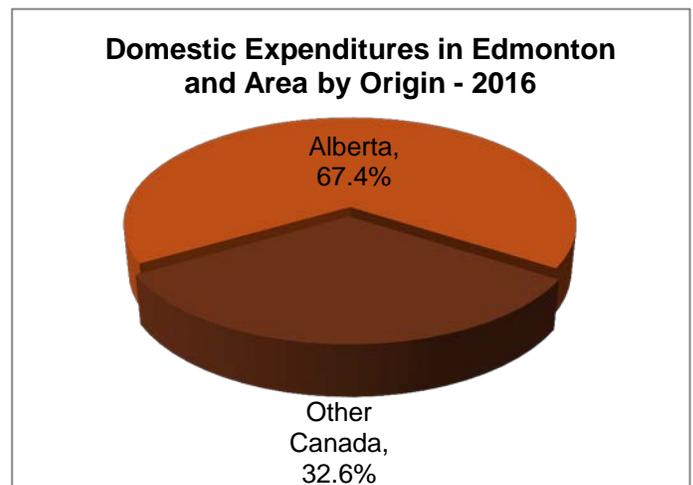
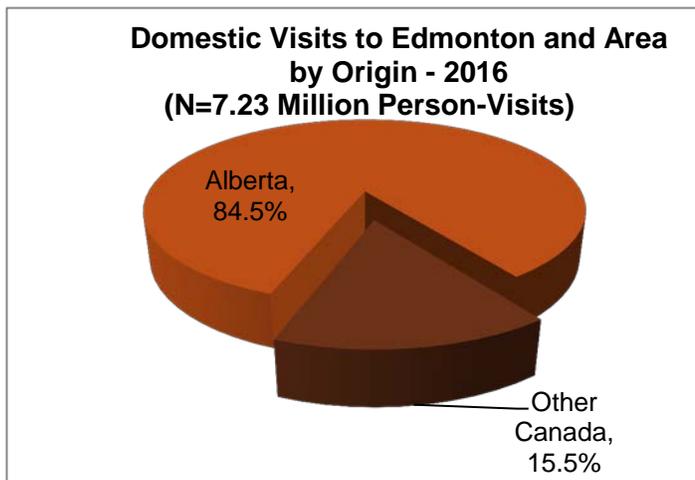
## All trips

In 2016, Edmonton and Area received 7.23 million domestic visits of which 6.11 million (84.5%) were by Albertans. Another 1.1 million visits (15.5%) were by other Canadians.

Total Visitation and Tourism Expenditures from Domestic Market to Edmonton and Area - 2016			
('000s)			
	Alberta	Other Canada	Total
Person-Visits	6,110	1,124	7,234
Tourism Expenditures	\$1,225,842	\$592,471	\$1,818,313

Residents of central Alberta accounted for 39% of visits made to the region. Residents of Edmonton and Area accounted for 22%, while residents of Calgary and Area accounted for 13% of visits made to the region. Residents of British Columbia and Saskatchewan accounted for 6% and 5% of visits made to the Edmonton and Area tourism region, respectively.

Direct tourism expenditures by these Canadian visitors totalled almost \$1.8 billion. Residents of Alberta accounted for 67.4% of direct visitor spending in the Edmonton and Area tourism region. Visitors from other parts of Canada accounted for 32.6%.



## Overnight trips

Approximately 36% of all visits to the region included at least one overnight stop, yielding 2.63 million overnight visits in 2016. Residents of Calgary and Area, as well as the central Alberta tourism region accounted for 17% and 18% of all overnight travel to the region, respectively, followed by Alberta North (16%). Residents of British Columbia and Saskatchewan accounted for 16% and 11% of overnight visits made to the region, respectively.

## Main Purpose of Overnight Travel

Overnight visits to Edmonton and Area totalled 2.63 million visits in 2016. Half (50.1%) of overnight visitors to the region stated that the main purpose of their trip was to visit friends and relatives (VFR). Twenty-three per cent of visitors to the region stated pleasure as the main purpose of their trip. Business accounted for 17.4% of overnight travel in Edmonton and area and 9.6% stated other reasons.

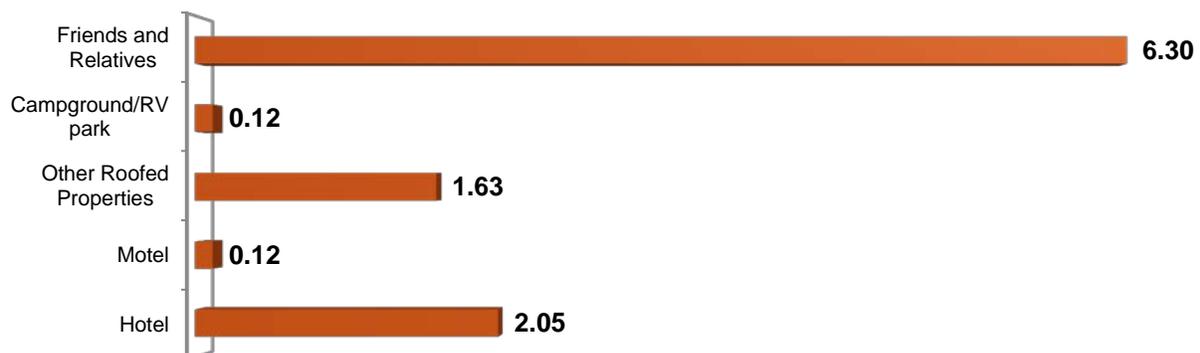
**Main Purpose of Overnight Travel to Edmonton and Area in 2016  
(N=2.63 Million Overnight Visits)**



## Accommodation Used in Edmonton and Area Tourism Region

Over the course of 2016, visitors spent 38.5 million nights in Alberta, of which 27% (10.22 million) were spent in Edmonton and Area. Sixty-two per cent of the 10.22 million nights (6.30 million) were spent in the homes of friends and relatives. A further 20% of nights were spent in hotels (2.05 million). One per cent of nights were spent in campgrounds or RV parks, 16% in other roofed properties and 1% in motels.

**Accommodation Used in Edmonton and Area Tourism Region in 2016  
(N=10.22 Million Person-Nights)**



### Average Length of Stay for Overnight Visitors

The average length of stay for all overnight visits to the Edmonton and Area tourism region is 3.9 nights.

Although Albertans account for the greatest number of visits to Edmonton and Area, they have the shortest average length of stay at 2.1 nights. The longest average length of stay is attributed to visitors from rest of Canada with 6.5 nights on average.

Average Length of Stay in Edmonton and Area Tourism Region (nights) - 2016	
Canada	3.9
Alberta	2.1
Other Canada	6.5

### Seasonality

Visitation to the Edmonton and Area tourism region is at its highest in the third quarter (July, August and September), with 29% of overnight visits occurring at this time. This is followed by 28% visiting during the fourth quarter (October, November and December), 23% visiting during the second quarter (April, May and June) and 20% in the first quarter (January, February and March).

Twenty-eight per cent of overnight visits made by **Albertans** to the Edmonton and Area occur in the third quarter (July, August and September) and the fourth quarter (October, November and December) each. Thirty-one per cent of overnight visits from **other parts of Canada** are made to Edmonton and area in the third quarter (July, August and September) and 28% are made in the fourth quarter (October, November and December).

Calendar Quarter of Overnight Visits in Edmonton and Area Tourism Region - 2016				
	January-March (Quarter 1)	April-June (Quarter 2)	July-September (Quarter 3)	October-December (Quarter 4)
Canada	20%	23%	29%	28%
Alberta	21%	23%	28%	28%
Other Canada	18%	23%	31%	28%

### Summary of Characteristics for Overnight Visitors to Edmonton and Area

Visitors from the rest of Canada spent the most per person per visit (\$468 per person per visit over 6.5 nights), but visitors from Alberta had the highest average spending per person per night (\$103).

Selected Characteristics of Overnight Visits to Edmonton and Area - 2016		
Description	Alberta	Other Canada
Average length of stay	2.1	6.5
Average spending per person per visit	\$223	\$468
Average spending per party per visit	\$372	\$688
Average spending per person per night	\$103	\$64
Average spending per party per night	\$172	\$95
Average party size	2.2	2.3

### Domestic Tourism Expenditures by Category

Residents of Alberta rank number one for spending in every tourism expenditure category in the Edmonton and area tourism region. Approximately 36% of all visitor spending made by residents of Alberta in the province was on accommodation, and food and beverage.

Total Tourism Expenditures in Edmonton and Area by Category - 2016			
(\$'000s)			
	Alberta	Other Canada	Total
Public/Local Transportation	\$149,282	\$127,102	\$276,384
Private/Rental Auto	\$302,395	\$67,854	\$370,249
Accommodation	\$103,894	\$127,791	\$231,685
Food and Beverage	\$337,532	\$168,268	\$505,800
Recreation/Entertainment	\$66,330	\$29,233	\$95,563
Retail/Other	\$266,409	\$72,223	\$338,632
<b>Total</b>	<b>\$1,225,842</b>	<b>\$592,471</b>	<b>\$1,818,313</b>

### Top 5 Activities for Overnight Visitors to Edmonton and Area

The most popular activities participated in by domestic overnight visitors to Edmonton and area are listed below. "Did not do any activities" ranked as the top activity followed by "Visit friends or family."

Overnight Person Visits by Activities to Edmonton and Area - 2016		
('000s)		
Rank	Activity	Overnight person-visits
1	Did not do any activities	811
2	Visit friends or family	779
3	Any entertainment/cultural activity	661
4	Shopping	347
5	Any outdoor activity	334

For more information, please contact Alberta Culture and Tourism: [Tourism.research@gov.ab.ca](mailto:Tourism.research@gov.ab.ca)

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