

Domestic Tourism in Edmonton and Area Tourism Region 2015

A Summary of 2015 Domestic Visitor Numbers, Expenditures and Characteristics August 2017

Introduction

Whether it was to see friends and relatives, for business or for pleasure, 7.78 million total domestic person-visits were made in 2015 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 2015 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, unlike previous years, detailed estimates for international visitors are not available at provincial and tourism regional level for 2015, due to small sample sizes and deteriorating data quality from the International Travel Survey (ITS). Detailed characteristics for visitors to Alberta in 2015 are only available for Canadian visitors. For the 2015 reference year, 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 Edmonton and area only. For more information on tourism in Alberta, please contact Alberta Culture and Tourism or visit culture.alberta.ca/tourism/.

Edmonton and Area Tourism Region: 2015 Overview

In 2015, the Edmonton and area tourism region received 24% of Canadian visitors to Alberta (see table below). Residents of Alberta that visited the region accounted for 24% of the total visits to Alberta. Of the total visits from other parts of Canada, 39% visited the region.

Comparison of Domestic Tourism Numbers - 2015¹			
	Edmonton and Area Tourism Region	Total Alberta (Domestic Market)	Edmonton and Area Tourism Region as % of Total Alberta
Number of Visits (Millions)			
Overnight Person-Visits	2.67	11.45	23%
Total Person-Visits	7.78	32.30	24%
Origin of Visits (Total Person-Visits)			
Alberta	6.82	28.92	24%
Other Canada	0.96	3.38	28%

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

Domestic Tourism: Edmonton and Area Tourism Region 2015

All trips

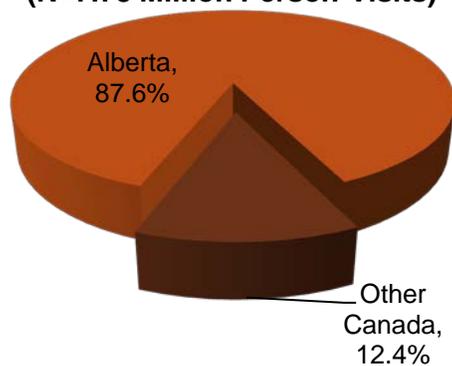
In 2015, Edmonton and area received 7.78 million domestic visits of which 6.82 million (87.6%) were by Albertans. Another 963,000 visits (12.4%) were by other Canadians.

Total Visitation and Tourism Expenditures from Domestic Market to Edmonton and Area - 2015			
('000s)			
	Alberta	Other Canada	Total
Person-Visits	6,818	963	7,780
Tourism Expenditures	\$1,243,636	\$475,507	\$1,719,143

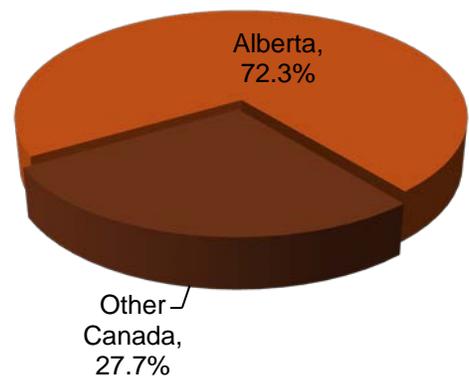
Residents of central Alberta accounted for 36% of visits made to the region. Residents of Edmonton and area accounted for 26%, while residents of Calgary and area accounted for 14% of visits made to the region. Residents of British Columbia and Saskatchewan accounted for 5% and 4% of visits made to the Edmonton and area tourism region, respectively.

Direct tourism expenditures by these Canadian visitors totalled almost \$1.8 billion. Residents of Alberta accounted for 72.3% of direct visitor spending in the Edmonton and area tourism region. Visitors from other parts of Canada accounted for 27.7%.

**Domestic Visits to Edmonton and Area
by Origin - 2015
(N=7.78 Million Person-Visits)**



**Domestic Expenditures in Edmonton
and Area by Origin - 2015**



Overnight trips

Approximately 34% of all visits to the region included at least one overnight stop, yielding 2.67 million overnight visits in 2015. Residents of Calgary and area, as well as the central Alberta tourism region accounted for 23% and 20% of all overnight travel to the region, respectively. Residents of British Columbia and Saskatchewan accounted for 13% and 10% of overnight visits made to the region, respectively.

Main Purpose of Overnight Travel

Overnight visits to Edmonton and area totalled 2.67 million visits in 2015. More than half (52.7%) of overnight visitors to the region stated that the main purpose of their trip was to visit friends and relatives (VFR). Twenty-one per cent of visitors to the region stated pleasure as the main purpose of their trip. Business accounted for 16.8% of overnight travel in Edmonton and area and 9.8% stated other reasons.

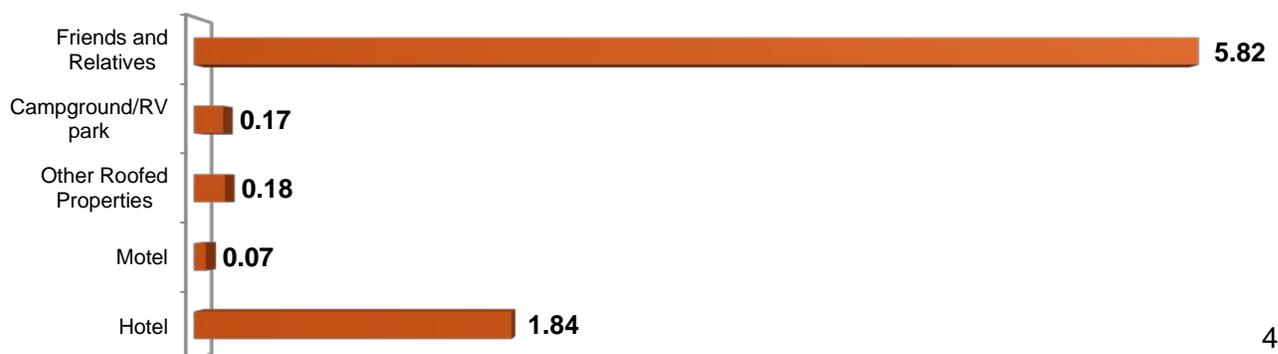
Main Purpose of Overnight Travel to Edmonton and Area in 2015
(N=2.67 Million Overnight Visits)



Accommodation Used in Edmonton and Area Tourism Region

Over the course of 2015, visitors spent 33.8 million nights in Alberta, of which 24% (8.09 million)

Accommodation Used in Edmonton and Area Tourism Region in 2015
(N=8.09 Million Person-Nights)



were spent in Edmonton and area. Seventy-two per cent of the 8.09 million nights (5.82 million) were spent in the homes of friends and relatives. A further 23% of nights were spent in hotels (1.57 million). Two per cent of nights were spent in campgrounds or RV parks, 2% in other roofed properties and 1% in motels.

Average Length of Stay for Overnight Visitors

The average length of stay for all overnight visits to the Edmonton and area tourism region is 3.0 nights.

Although Albertans account for the greatest number of visits to Edmonton and area, they have the shortest average length of stay at 2.0 nights. The longest average length of stay is attributed to visitors from rest of Canada with 5.1 nights on average.

Average Length of Stay in Edmonton and Area Tourism Region (nights) - 2015	
Canada	3.0
Alberta	2.0
Other Canada	5.1

Seasonality

Visitation to the Edmonton and area tourism region is at its highest in the third quarter (July, August and September), with 30% of overnight visits occurring at this time. This is followed by 27% visiting during the fourth quarter (October, November and December), 25% visiting during the second quarter (April, May and June) and 18% in the first quarter (January, February and March).

Twenty-nine per cent of overnight visits made by **Albertans** to the Edmonton and area occur in the third quarter (July, August and September). Twenty-seven per cent of overnight visits made by Albertans occur in the fourth quarter (October, November and December). Thirty-two 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 26% are made in the fourth quarter (October, November and December).

Calendar Quarter of Overnight Visits in Edmonton and Area Tourism Region - 2015				
	January-March (Quarter 1)	April-June (Quarter 2)	July-September (Quarter 3)	October-December (Quarter 4)
Canada	18%	25%	30%	27%
Alberta	19%	26%	29%	27%
Other Canada	18%	24%	32%	26%

Summary of Characteristics for Overnight Visitors to Edmonton and Area

Visitors from the rest of Canada spent the most per person per visit (\$424 per person per visit), but visitors from Alberta had the highest average spending per person per night (\$110).

Selected Characteristics of Overnight Visits to Edmonton and Area - 2015		
Description	Alberta	Other Canada
Average length of stay	2.0	5.1
Average spending per person per visit	\$221	\$424
Average spending per party per visit	\$344	\$647
Average spending per person per night	\$110	\$78
Average spending per party per night	\$170	\$119
Average party size	2.2	2.2

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 35% 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 - 2015			
(\$'000s)			
	Alberta	Other Canada	Total
Public/Local Transportation	\$163,758	\$112,707	\$276,465
Private/Rental Auto	\$312,637	\$58,020	\$370,657
Accommodation	\$107,488	\$85,540	\$193,028
Food and Beverage	\$329,470	\$134,551	\$464,021
Recreation/Entertainment	\$60,520	\$21,069	\$81,589
Retail/Other	\$269,764	\$63,620	\$333,384
Total	\$1,243,637	\$475,507	\$1,719,144

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 - 2015		
('000s)		
Rank	Activity	Overnight person-visits
1	Did not do any activities	831
2	Visit friends or family	667
3	Any outdoor activity	328
4	Any cultural activity	278
5	Shopping	246

For more information, please contact Alberta Culture and Tourism: Tourism.research@gov.ab.ca

ISBN 978-1-4601-3006-3

ISSN 2367-9581