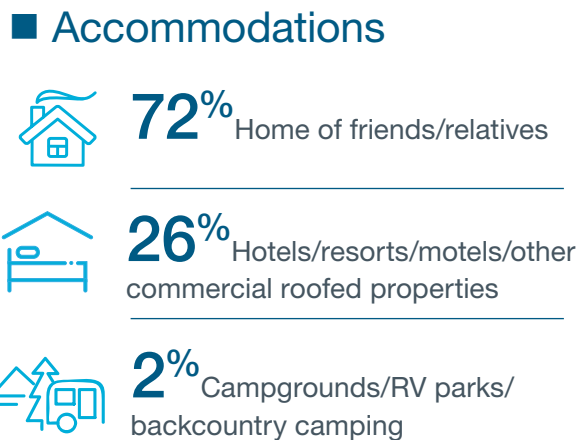
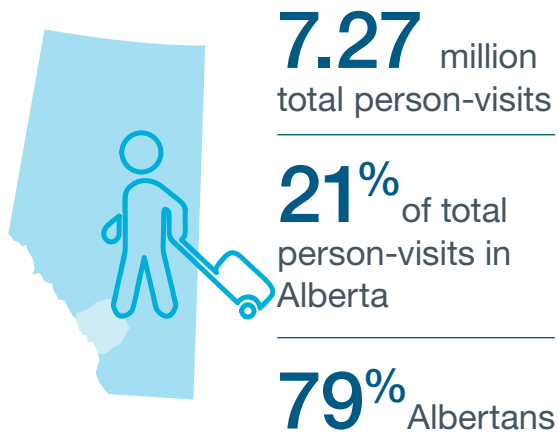


Domestic Tourism in Calgary and Area Tourism Region 2017



A summary of 2017 domestic visitor numbers, expenditures and characteristics



■ Average party size

*for overnight visits



2.3

Alberta

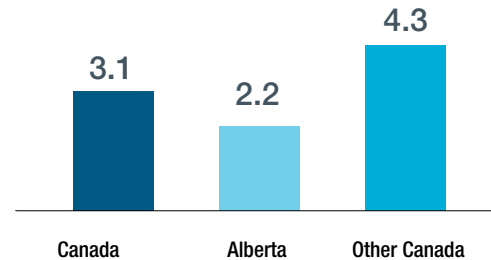


2.5

Other Canada

■ Average length of overnight stays for domestic visitors

*number of person nights



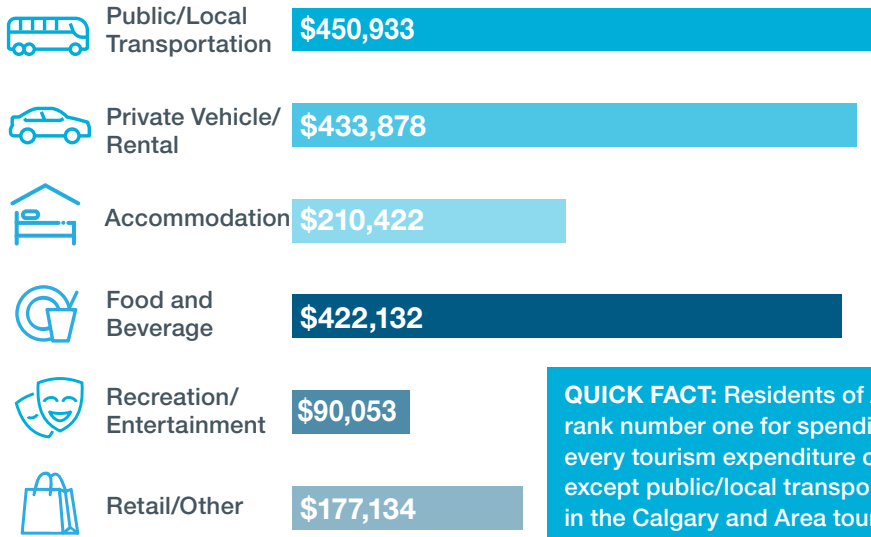
■ Overnight spending characteristics

Description	Alberta	Other Canada
Average spending per person per visit	\$181	\$394
Average spending per party per visit	\$280	\$613
Average spending per person per night	\$81	\$91
Average spending per party per night	\$126	\$142

■ Total domestic tourism expenditures

Same day and overnight expenditure (\$000s)

\$1,784,552



QUICK FACT: Residents of Alberta rank number one for spending in every tourism expenditure category except public/local transportation in the Calgary and Area tourism region.

■ About the visitor profile

The Domestic Visitor Profile by region for 2017 is prepared by Alberta Economic Development, Trade and Tourism based on the analysis of the 2017 Travel Survey of Residents of Canada (TSRC) conducted by Statistics Canada. The TSRC provides tourism information for travel in Alberta by domestic visitors from Alberta and other parts of Canada, and includes same-day and overnight trips for Albertans and residents from other parts of Canada.

Detailed estimates for international visitors are not available at the provincial and tourism regional level due to small sample sizes and limited data from the International Travel Survey (ITS). Detailed characteristics are only available for Canadian visitors for 2017. Domestic visitor profiles are available for Alberta and the six tourism regions.

For more information on tourism in Alberta, please contact Alberta Economic Development, Trade and Tourism:

✉ tourism.research@gov.ab.ca or visit

🌐 <https://www.alberta.ca/Alberta-visitor-profiles.aspx/>