

Domestic Tourism in Calgary and Area Tourism Region 2019

A summary of domestic visitor numbers, expenditures and characteristics

Person visits to the Calgary Area



7.6 million person visits
24% of total person visits
81% Albertans

Travel seasons

*overnight visits



20%
Jan. - Mar.



28%
Apr. - June



30%
July - Sept.



22%
Oct. - Dec.

Main trip purpose

*overnight visits



48%
Visit friends/relatives



14%
Business



29%
Pleasure



9%
Other

Top five activities

*overnight visits



Visit friends/relatives



Visit national, provincial or other nature park



Dine out/ go to restaurant/ bar



Shopping



Sightseeing

Accommodations



64%
Home of friends/relatives



2%
Campgrounds/ RV parks/ backcountry camping



29%
Hotels/resorts/ other commercial roofed properties

Overnight person-visits

3 million overnight visits



81%
Alberta



8%
British Columbia



4%
Saskatchewan



3%
Ontario

Average party size

*overnight visits



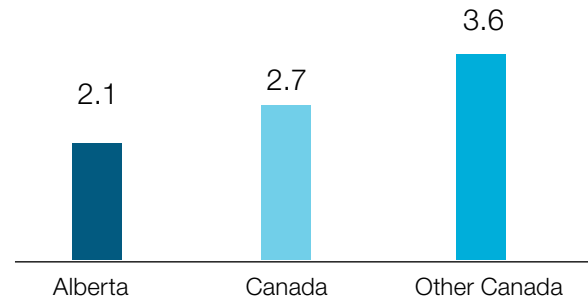
2.2
Alberta



2.1
Other
Canada

Average length of overnight stays for domestic visitors

* number of person nights



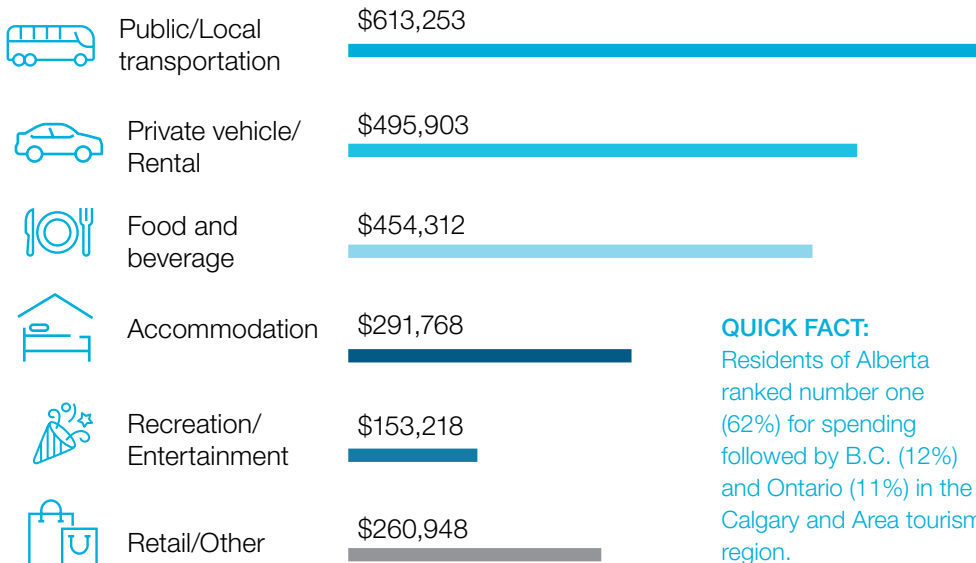
Overnight visit expenditure characteristics

Description	Alberta	Other/Canada
Average spending per person per visit	\$210	\$508
Average spending per party per visit	\$376	\$824
Average spending per person per night	\$98	\$143
Average spending per party per night	\$175	\$231

Total domestic tourism expenditures

2019 Domestic tourism expenditure in Alberta (\$000s)

\$2,269,672



QUICK FACT:
Residents of Alberta ranked number one (62%) for spending followed by B.C. (12%) and Ontario (11%) in the Calgary and Area tourism region.

Visitor profile

The Tourism in Alberta 2019 profile is prepared by Jobs, Economy and Innovation based on the analysis of the 2018 and 2019 National Travel Survey (NTS) conducted by Statistics Canada. The NTS 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.

The NTS replaces the Travel Survey of Residents of Canada (TSRC). As a result of this, 2018 data is not available and 2019 tourism data cannot be compared to 2017.

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 Visitor Travel Survey (VTS). Detailed characteristics are only available for Canadian visitors for 2019. A separate domestic visitor profile has been created for Alberta and the six tourism regions.

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[🌐 https://www.alberta.ca/Alberta-visitor-profiles.aspx](https://www.alberta.ca/Alberta-visitor-profiles.aspx)