

# Domestic Tourism in Alberta Central Tourism Region 2017



A summary of 2017 domestic visitor numbers, expenditures and characteristics



**9** million  
total person-visits

**26%** of total  
person-visits in  
Alberta

**96%** Albertans

## ■ Main trip purpose



**45%** Leisure



**6%** Business



**44%** Visit  
friends/relatives



**5%** Other

## ■ Travel seasons

\*for overnight visits



**13%**

Jan. - Mar.



**27%**

Apr. - June



**41%**

July - Sept.



**19%**

Oct. - Dec.

## ■ Accommodations



**60%** Home of friends/relatives



**21%** Campgrounds/RV parks/  
backcountry camping



**18%** Hotels/resorts/motels/other  
commercial roofed properties

## ■ Top 5 activities

\*for overnight visits



Hiking/  
backpacking



Visit friends/  
relatives



Camping



Did not  
do any  
activities



Any  
entertainment/  
cultural activity

## ■ Average overnight party size

\*for overnight visits



**3.9**  
Alberta



**2.2**  
Other Canada

## ■ Overnight person-visits

3 million overnight visits

 **23%** of  
overnight visits  
in Alberta

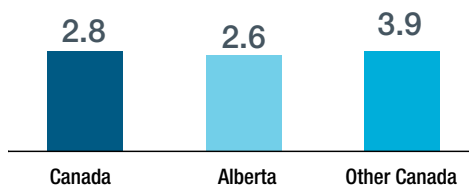
 **38%** from  
Edmonton  
and area

 **23%**  
from Central  
Alberta

 **18%**  
from Calgary  
and area

## ■ Average length of overnight stays for domestic visitors

\*number of person nights



**QUICK FACT:** Although Albertans account for the greatest number of visits to Alberta Central, they have the shortest average length of stay at 2.6 nights.

## ■ Overnight visit expenditure characteristics

| Description                           | Alberta | Other Canada |
|---------------------------------------|---------|--------------|
| Average spending per person per visit | \$115   | \$226        |
| Average spending per party per visit  | \$200   | \$377        |
| Average spending per person per night | \$44    | \$60         |
| Average spending per party per night  | \$76    | \$100        |


## ■ Total domestic tourism expenditures

Same day and overnight expenditures (\$000s)

**\$929,376**

 Public/Local  
Transportation **\$8,748**

 Private Vehicle/  
Rental **\$382,335**

 Accommodation **\$87,306**

 Food and  
Beverage **\$309,448**

 Recreation/  
Entertainment **\$50,870**

 Retail/Other **\$90,668**

## ■ About the market 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. Data in this publication 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](mailto:tourism.research@gov.ab.ca) or visit

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