

Domestic Tourism in Alberta 2019

A summary of visitor numbers, expenditures and characteristics

Person visits to Alberta



32.2 million person visits
89% from Alberta

Travel seasons

*overnight visits



19%
Jan. - Mar.



25%
Apr. - June



34%
July - Sept.



22%
Oct. - Dec.

Main trip purpose

*overnight visits



42%
Visit friends/
relatives



11%
Business



40%
Pleasure



8%
Other

Top five activities

*overnight visits



Visit family/
friends



Dine out/
go to restaurant/
bar



Shopping



Sightseeing



Visit national,
provincial or other
nature park

Accommodations



54%
Home of
friends/
relatives



11%
Campgrounds/
RV parks/
backcountry
camping



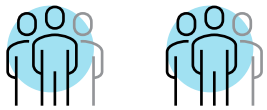
31%
Hotels/resorts/
other commercial
roofed properties

QUICK FACT:

Albertans made up 85 percent of all domestic person-visits at campgrounds and RV parks.

Average party size

*overnight visits



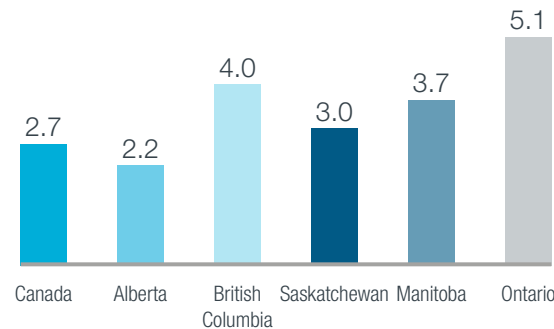
2.5
Alberta



2.3
Other
Canada

Average length of overnight stays for domestic visitors

* number of person nights



Overnight visit expenditure characteristics

Average spending	Alberta	Other/Canada
Per person per visit	\$242	\$567
Per party per visit	\$458	\$937
Per person per night	\$109	\$136
Per party per night	\$207	\$225

Total domestic tourism expenditures

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

\$7,801,939



Private vehicle/
Rental

\$ 1,863,486



Food and
beverage

\$ 1,852,682



Accommodation

\$ 1,285,400



Public/Local
transportation

\$ 1,132,8513



Recreation/
Entertainment

\$ 712,395



Retail/Other

\$ 955,125

Visitor profile

The Domestic 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>