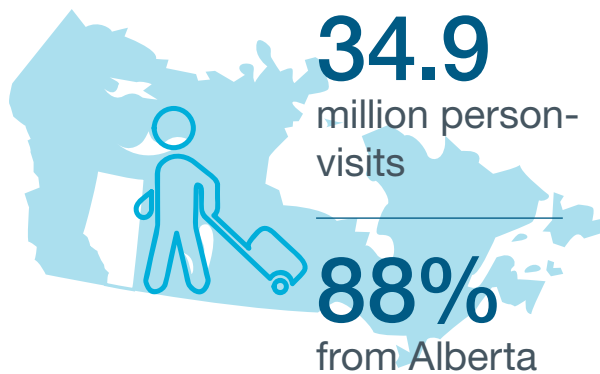


# Domestic Tourism in Alberta 2017

A summary of 2017 domestic visitor numbers, expenditures and characteristics

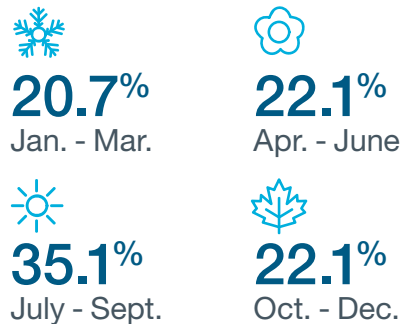


## Domestic Visitors in 2017



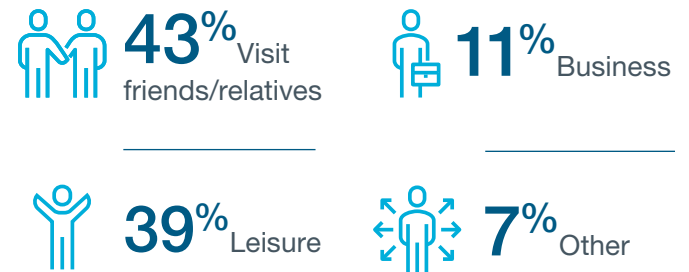
### Travel seasons

\*for overnight visits



### Main trip purpose

\*for overnight visits



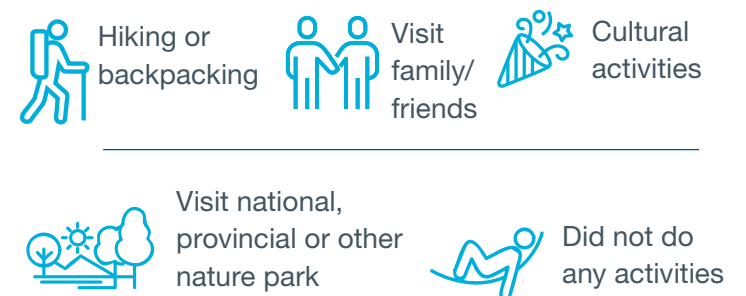
### Accommodations



**Quick fact:** Albertans made up 86 per cent of all domestic person-visits at campgrounds and RV parks.

### Top 5 activities

\*for overnight visits



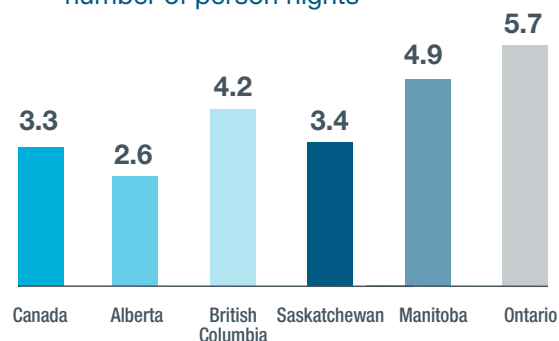
## ■ Average party size

\*for overnight visits



## ■ Average length of overnight stays for domestic visitors

\* number of person nights



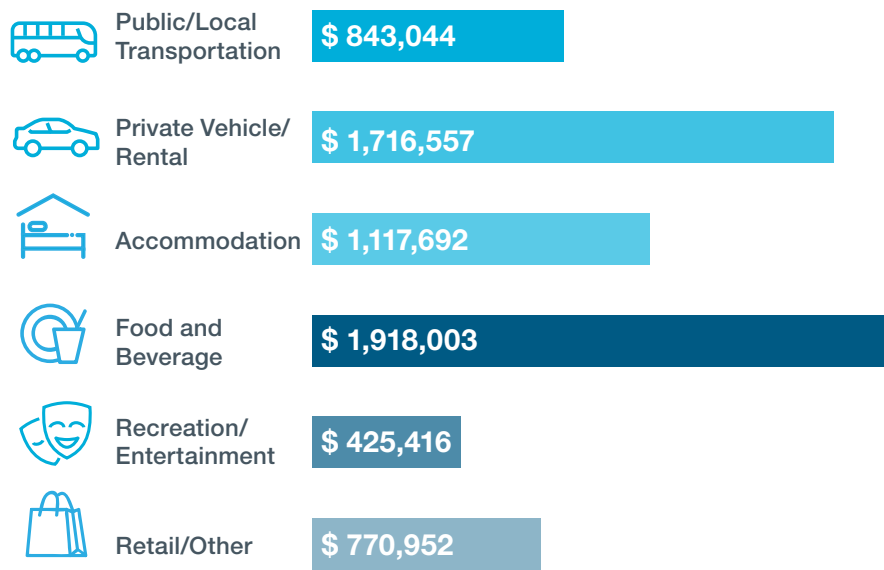
## ■ Overnight visit expenditure characteristics

Description	Alberta	Other Canada
Average spending per person per visit	\$207	\$471
Average spending per party per visit	\$350	\$721
Average spending per person per night	\$83	\$86
Average spending per party per night	\$138	\$133

## ■ Total domestic tourism expenditures

2017 Domestic Tourism Expenditure in Alberta (\$000s)

**\$6,791,665**



## ■ About the visitor profile

The Domestic Tourism Alberta 2017 profile 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. For this reference year, a separate domestic visitor profile has been created for Alberta and the six tourism regions. This summary highlights key findings for domestic tourism in Alberta only.

**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/>