

Domestic Tourism in Alberta 2015

A Summary of 2015 Domestic Visitor Numbers, Expenditures and Characteristics August 2017

Introduction

Whether it was to see friends and relatives, for business or for pleasure, 32.3 million total domestic person-visits were made in 2015 to Alberta by residents of the province and other parts of Canada.

To better understand the volume and characteristics of these visitors, Alberta Culture and Tourism has prepared special analyses of the 2015 Travel Survey of Residents of Canada (TSRC), which is 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.

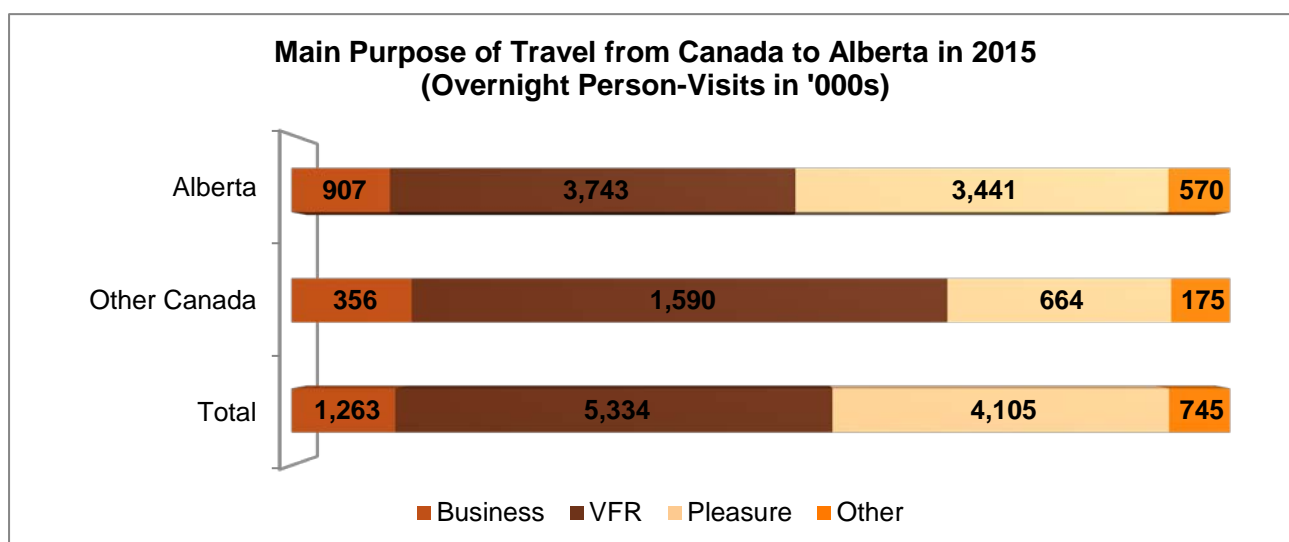
Readers are cautioned that, unlike previous years, detailed estimates for international visitors are not available at provincial and tourism regional level for 2015, due to small sample sizes and deteriorating data quality from the International Travel Survey (ITS). Detailed characteristics for visitors to Alberta in 2015 are only available for Canadian visitors. For the 2015 reference year, we created separate domestic visitor profiles for Alberta and the six tourism regions, which provide detailed characteristics on domestic visitors to Alberta.

This summary highlights key findings for domestic tourism in Alberta only. For more information on tourism in Alberta, please contact Alberta Culture and Tourism or visit culture.alberta.ca/tourism/.

Main Purpose of Overnight Travel from Domestic Market

There were 11.4 million overnight person-visits from Canada to Alberta in 2015. Across all markets, 47% (5 million) of all overnight person-visits to the province were to visit friends and relatives.

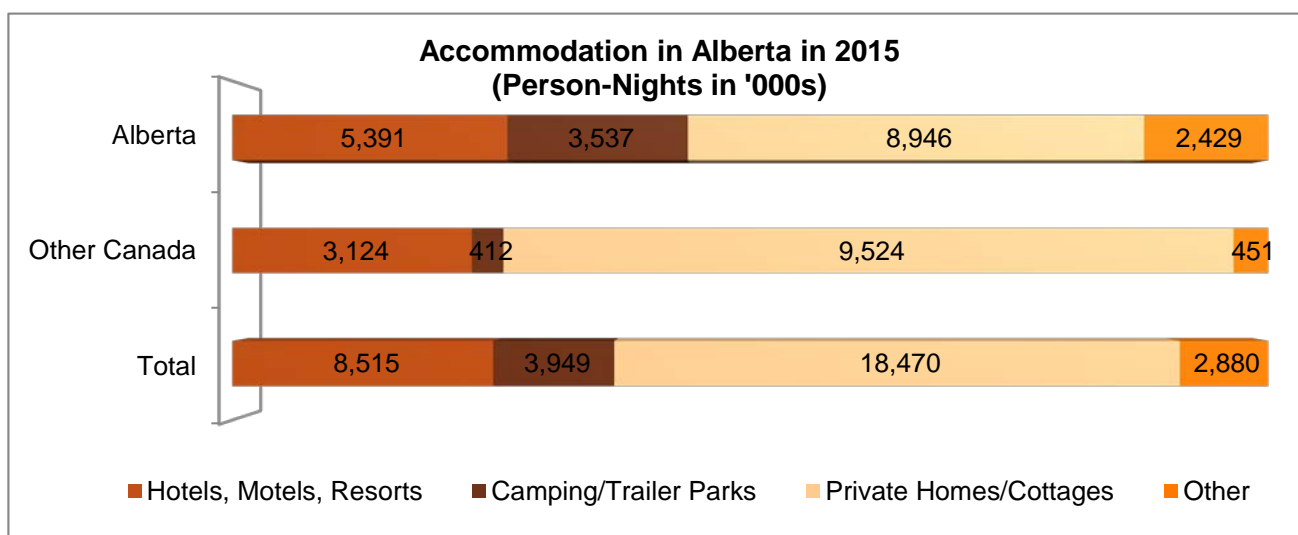
36% (4 million) of all overnight person-visits to the province were for pleasure, while business travel accounted for 11% of all overnight person-visits in the province and 7% was for other purposes.



Accommodation from Domestic Market in Alberta

Over the course of 2015, domestic visitors spent approximately 33.8 million nights in Alberta. Twenty five per cent of these nights (8.5 million) were spent in the province's hotels, motels, resorts, cottages, bed and breakfast establishments and other commercial fixed-roofed properties. A further 12% were spent in campgrounds and trailer parks in the province (3.9 million). Over one-half (55%) of all nights spent in Alberta were in the homes of friends and relatives, private cottages and other non-commercial accommodations (18.5 million). About 9% were spent in other non-commercial accommodations.

Albertans spent approximately 8.9 million nights in the homes or cottages of their friends and relatives. They also spent 5.4 million nights in the province's hotels, motels and other commercial fixed-roofed properties. Albertans made up the majority (90%) of all domestic person-nights at campground/trailer parks in the province.



Average Length of Stay for Overnight Domestic Visitors

The average length of stay for domestic overnight person-visits to Alberta is 3.0 nights. Although Albertans account for the greatest number of overnight person-visits, they have the shortest average length of stay at 2.3 nights. Visitors from Ontario have the longest stay at 7.7 nights, followed by

Average Length of Stay in Alberta (nights) - 2015	
Canada	3.0
Alberta	2.3
Saskatchewan	3.3
British Columbia	4.0
Ontario	7.7

visitors from the British Columbia at 4.0 nights. Visitors from Saskatchewan stay 3.3 nights on average.

Seasonality

The summer months are more likely to generate travel in Alberta than winter months. Visitors from Alberta and other parts of Canada tend to visit the province more in the second and third quarters, with approximately 58.2% of total domestic overnight person-visits occurring in these two quarters.

Approximately 30% of all visitors from British Columbia visit during the third quarter and 28.3% come during the second quarter. Thirty-eight per cent of visitors from Ontario visit during the third quarter.

Calendar Quarter of Overnight Person-Visits in Alberta - 2015				
	January-March (Quarter 1)	April-June (Quarter 2)	July-September (Quarter 3)	October-December (Quarter 4)
By Market				
Canada	18.8%	24.6%	33.6%	23.0%
Alberta	19.3%	24.1%	33.9%	22.8%
British Columbia	17.2%	28.3%	30.6%	23.8%
Saskatchewan	20.5%	25.1%	30.1%	24.3%
Ontario	14.0%	27.4%	38.0%	20.7%

Summary of Characteristics for Overnight Domestic Visits to Alberta

Visitors from Other Canada spend the most per person per visit to Alberta (\$443) and they also stay the longest on average (4.9 days). Even though these visitors spend the most per visit, their average spending per person per night is very similar to that of Albertan overnight travellers (\$91 for Albertans and \$96 for other Canadian visitors).

Selected Characteristics for Overnight Visits to Alberta - 2015			
Description	Alberta	Other Canada	Canada
Average length of stay (nights)	2.3	4.9	3
Average spending per person per visit	\$211	\$443	\$266
Average spending per party per visit	\$346	\$687	\$431
Average spending per person per night	\$91	\$90	\$90
Average spending per party per night	\$150	\$140	\$146
Average party size	2.3	2.2	2.3

Domestic Tourism Expenditures by Category

Residents of Alberta spent more than Canadian residents from other provinces for the majority of tourism spending categories in Alberta, except public/local transportation. About 40% of all visitor spending made by residents of Alberta in the province was on accommodation and food and beverage, while another 29% was spent on private/rental auto.

Domestic Tourism Expenditure in Alberta - 2015			
	Alberta	Other Canada	Total
(\$000s)			
Public/Local Transportation	\$468,060	\$299,076	\$767,136
Private/Rental Auto	\$1,348,628	\$232,092	\$1,580,719
Accommodation	\$556,850	\$289,800	\$846,650
Food and Beverage	\$1,352,540	\$453,018	\$1,805,558
Recreation/Entertainment	\$307,929	\$78,627	\$386,555
Retail/Other	\$661,377	\$189,200	\$850,577
Total	\$4,695,383	\$1,541,813	\$6,237,195

Top 5 Activities for Domestic Overnight Visits to Alberta

The most popular activities for domestic overnight visitors to Alberta are listed below. “Any outdoor activities” ranked as the top activity, with almost 3.8 million person-visits in Alberta in 2015, followed by “Did not do any activities,” with more than 3.2 million overnight person-visits.

Domestic Overnight Person-Visits by Activities in Alberta - 2015		
		(‘000s)
Rank	Activity	Overnight person-visits
1	Any outdoor activity	3,763
2	Did not do any activities	3,226
3	Visit friends or family	2,412
4	Any entertainment/cultural activity	2,153
5	National, provincial or other nature park	1,635

For more information, please contact Alberta Culture and Tourism: Tourism.research@gov.ab.ca

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