

# Domestic Tourism in Alberta 2016

## **A Summary of 2016 Domestic Visitor Numbers, Expenditures and Characteristics July 2018**

## Introduction

Whether to see their friends and relatives, for business, or for pleasure, 32.8 million total domestic person-visits were made in 2016 to the province of Alberta by residents of Alberta 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 2016 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.

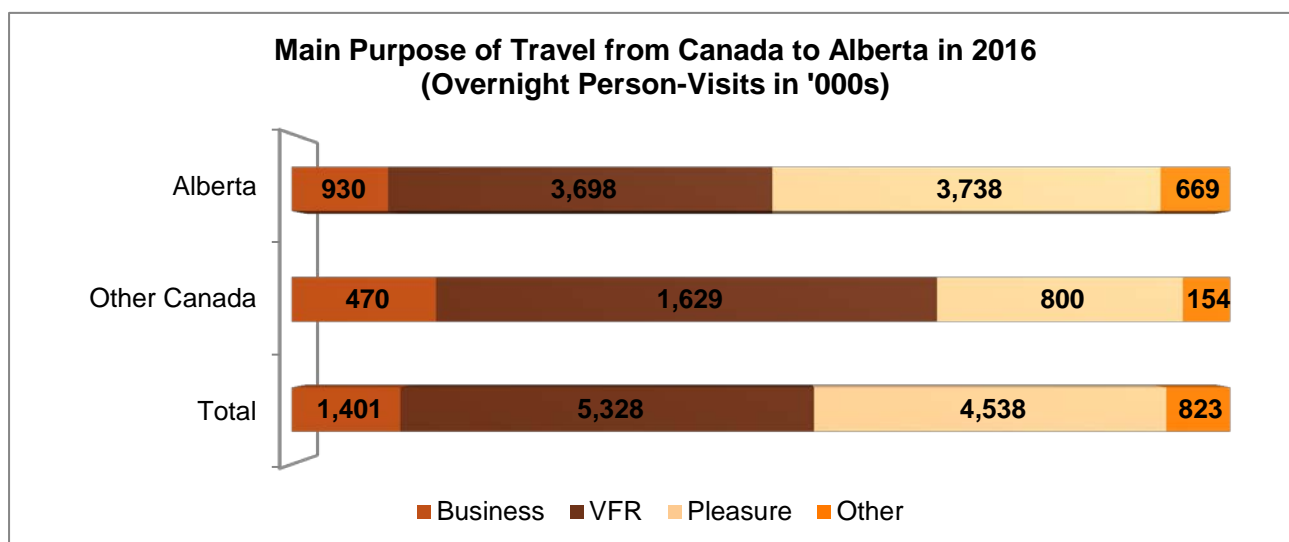
Readers are cautioned that, similar to 2015, detailed estimates for international visitors are not available at the provincial and tourism regional level due to small sample sizes and deteriorating data quality from the International Travel Survey (ITS). Detailed characteristics are only available for Canadian visitors for 2015 and 2016. For these reference years, we created a separate domestic visitor profile 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 <https://www.alberta.ca/Alberta-visitor-profiles.aspx>.

## Main Purpose of Overnight Travel from Domestic Market

There were 12.1 million overnight person-visits from Canada to Alberta in 2016. Across all markets, 44% (5.3 million) of all overnight person-visits to the province were to visit friends and relatives.

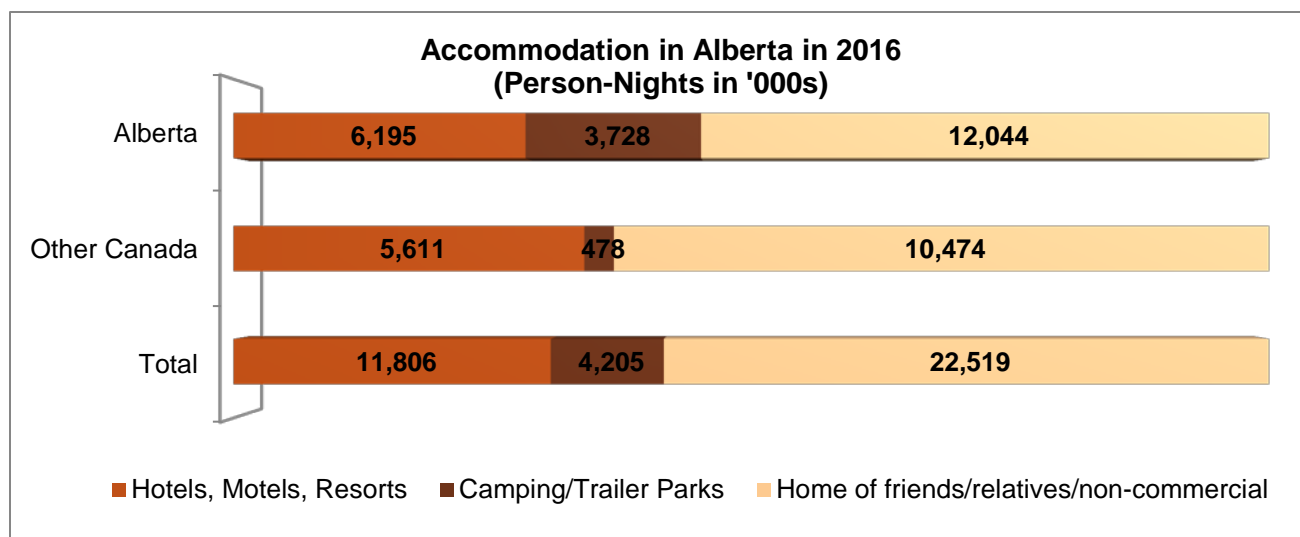
Thirty seven per cent (4.5 million) of all overnight person-visits to the province were for pleasure, while business travel accounted for 12% of all overnight person-visits in the province and 7% was for other purposes.



## Accommodation from Domestic Market in Alberta

Over the course of 2016, domestic visitors spent approximately 38.5 million nights in Alberta. Thirty one per cent of these nights (11.8 million) were spent in the province's hotels, motels, resorts, cottages, bed and breakfast establishments and other commercial, roofed properties. A further 11% were spent in campgrounds and trailer parks in the province (4.2 million). Over one-half (58%) of all nights spent in Alberta were in the homes of friends and relatives, private cottages and other non-commercial accommodations (22.5 million).

Albertans spent approximately 12 million nights in the homes or cottages of their friends and relatives. They also spent 6.2 million nights in the province's hotels, motels and other commercial roofed properties. Albertans made up the majority (89%) 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 3.2 nights. Although Albertans account for the greatest number of overnight person-visits, they have the shortest average length of stay at 2.4 nights. Visitors from Ontario have the longest stay at 7.4 nights, followed by visitors from the British Columbia at 4.1 nights. Visitors from Saskatchewan stay 3.4 nights on average.

Average Length of Stay in Alberta (nights) - 2016	
Canada	3.2
Alberta	2.4
Saskatchewan	3.4
British Columbia	4.1
Ontario	7.4

## Seasonality

The summer months are more likely to generate travel in Alberta than the winter months. Visitors from Alberta and other parts of Canada tend to visit the province more in the second and third quarters, with approximately 56.9% of total domestic overnight person-visits occurring in these two quarters.

Approximately 31% of all visitors from British Columbia visit during the third quarter and 28.1% come during the fourth quarter. Thirty-six per cent of visitors from Ontario visit during the third quarter.

<b>Calendar Quarter of Overnight Person-Visits in Alberta - 2016</b>				
	<b>January-March (Quarter 1)</b>	<b>April-June (Quarter 2)</b>	<b>July-September (Quarter 3)</b>	<b>October-December (Quarter 4)</b>
<b>By Market</b>				
Canada	19.2%	23.5%	33.4%	24.0%
Alberta	19.2%	24.0%	53.6%	22.4%
British Columbia	19.0%	22.4%	30.5%	28.1%
Saskatchewan	21.4%	21.7%	33.7%	23.2%
Ontario	13.2%	21.4%	35.8%	29.7%

## Summary of Characteristics for Overnight Domestic Visits to Alberta

Visitors from Other Canada stay the longest on average (5.4 days) and spend the most per person per visit to Alberta (\$478) over the five nights. Even though these visitors spend the most per visit, their average spending per person per night is as same as that of Albertan overnight travellers (\$85 for both Albertans and other Canadian visitors).

Selected Characteristics for Overnight Visits to Alberta - 2016			
Description	Alberta	Other Canada	Canada
Average length of stay (nights)	2.4	5.4	3.2
Average spending per person per visit	\$205	\$478	\$272
Average spending per party per visit	\$341	\$723	\$441
Average spending per person per night	\$85	\$85	\$83
Average spending per party per night	\$141	\$128	\$135
Average party size	3.0	2.4	2.8

## Domestic Tourism Expenditures by Category

Residents of Alberta spent more than Canadian residents from other provinces for majority of tourism spending categories in Alberta, except public/local transportation. About 57% of all visitor spending made by residents of Alberta in the province was on accommodation, and food and beverage, while another 25% was spent on private/rental auto. Please note that these expenditures relate to both same-day and overnight visits.

Domestic Tourism Expenditure in Alberta - 2016			
	Alberta	Other Canada	Total
(\$000s)			
Public/Local Transportation	\$434,331	\$327,198	\$761,529
Private/Rental Auto	\$1,289,731	\$281,634	\$1,571,365
Accommodation	\$583,977	\$394,685	\$978,662
Food and Beverage	\$1,364,931	\$493,057	\$1,857,988
Recreation/Entertainment	\$282,943	\$85,391	\$368,334
Retail/Other	\$622,810	\$192,480	\$815,290
<b>Total</b>	<b>\$4,578,723</b>	<b>\$1,774,444</b>	<b>\$6,353,167</b>

### **Top 5 Activities for Domestic Overnight Visits to Alberta**

The most popular activities for domestic overnight visitors to Alberta are listed below. Almost 4.2 million person-visits were related to participation in outdoor activities in Alberta in 2016.

<b>Activities participated in on overnight trip in Alberta - 2016</b>		
		<b>(‘000s)</b>
<b>Rank</b>	<b>Activity</b>	<b>Overnight person-visits related to activity</b>
1	Any outdoor activity	4,180
2	Did not do any activities	2,983
3	Visit friends or family	2,897
4	Any entertainment/cultural activity	2,361
5	National, provincial or other nature park	1,863

For more information, please contact Alberta Culture and Tourism: [Tourism.research@gov.ab.ca](mailto:Tourism.research@gov.ab.ca)

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