

Domestic Tourism in Alberta North Tourism Region 2017



A summary of 2017 domestic visitor numbers, expenditures and characteristics



1.89 million
total person-visits

5% of total
person-visits in
Alberta

84% Albertans

■ Main trip purpose

*for overnight visits

43% Visit
friends/relatives

16% Business

30% Leisure

11% Other

■ Travel seasons

*for overnight visits

14%
Jan. - Mar.

23%
Apr. - June

36%
July - Sept.

27%
Oct. - Dec.

■ Accommodations



66% Home of friends/relatives



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



16% Campgrounds/RV parks/
backcountry camping

■ Activities

*for overnight visits



Hiking or
backpacking



Did not
do any
activities



Visit
friends/
relatives



Camping



Any
entertainment/
cultural activities

■ Average overnight party size

*for overnight visits



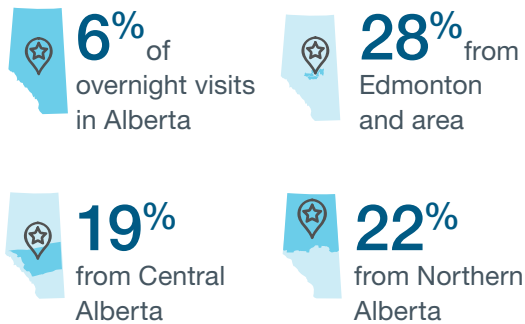
2.4 Alberta



2.1 Other Canada

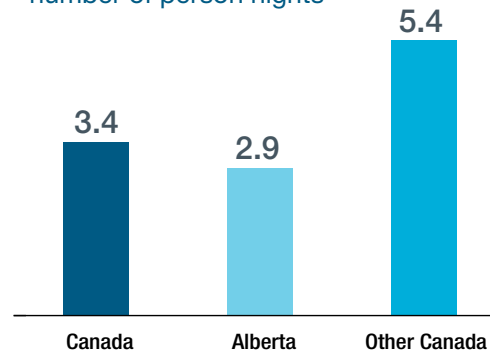
Overnight person-visits

794,000 overnight visits



Average length of overnight stays for domestic visitors

*number of person nights



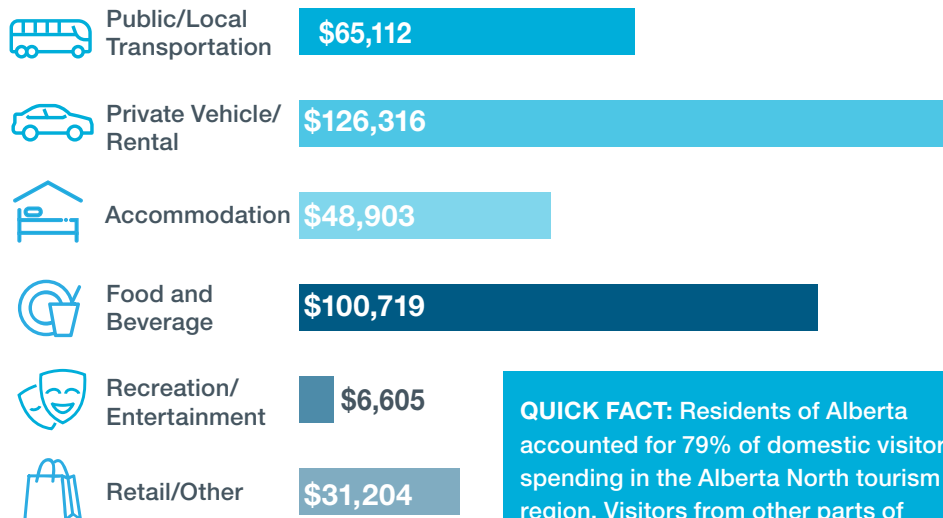
Overnight spending characteristics

Description	Alberta	Other Canada
Average spending per person per visit	\$209	\$363
Average spending per party per visit	\$322	\$533
Average spending per person per night	\$74	\$67
Average spending per party per night	\$114	\$98

Total domestic tourism expenditures

Same day and overnight expenditures (\$000s)

\$378,860



QUICK FACT: Residents of Alberta accounted for 79% of domestic visitor spending in the Alberta North tourism region. Visitors from other parts of Canada accounted for 21%.

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 six tourism regions.

For more information on tourism in Alberta, please contact

✉ Alberta Economic Development, Trade and Tourism:

🌐 tourism.research@gov.ab.ca or visit

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