

Domestic Tourism in Alberta North Tourism Region 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, 1.80 million total domestic person-visits were made in 2015 to destinations in the Alberta North tourism region 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 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's north only. For more information on tourism in Alberta, please contact Alberta Culture and Tourism or visit culture.alberta.ca/tourism/.

Alberta North Tourism Region: 2015 Overview

In 2015, the Alberta North tourism region received 6% of Canadian visitors to Alberta (see table below). Residents of Alberta visiting the region accounted for 5% of the total visits to the province. Of the total visits from other parts of Canada, 7% visited northern Alberta.

Comparison of Domestic Tourism Numbers - 2015¹			
	Alberta North Tourism Region	Total Alberta (Domestic Market)	Alberta North Tourism Region as % of Total Alberta
Number of Visits (Millions)			
Overnight Person-Visits	0.86	11.45	8%
Total Person-Visits	1.80	32.30	6%
Origin of Visits (Total Person-Visits)			
Alberta	1.55	28.92	5%
Other Canada	0.25	3.38	7%

¹ Note: Travellers to Alberta may visit more than one tourism region while in the province.

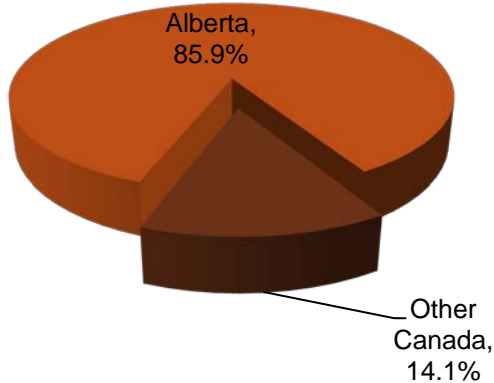
All domestic trips

In 2015, northern Alberta received 1.80 million domestic person-visits in total, of which 1.55 million (85.9%) were by Albertans. Another 253,000 visits (14.1%) were by other Canadians.

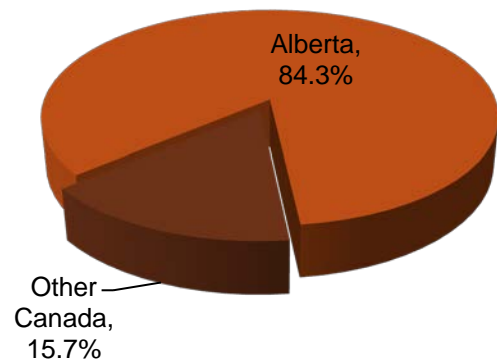
Total Visitation and Tourism Expenditures from Domestic Market to Alberta North - 2015			
('000s)			
	Alberta	Other Canada	Total
Person-Visits	1,549	253	1,802
Tourism Expenditures	\$346,284	\$64,392	\$410,676

Residents of northern Alberta accounted for 35% of the visits made to the region in 2015. Residents of Edmonton and area accounted for 32%, and residents from central Alberta accounted for 12% of the visits to the region. Direct total tourism expenditures by Canadian visitors were approximately \$411 million in 2015. Residents of Alberta accounted for 84.3% of direct domestic visitor spending in the Alberta north tourism region. Visitors from other parts of Canada accounted for 15.7%.

Domestic Visits to Alberta North by Origin - 2015
(N=1.80 Million Person-Visits)



Domestic Expenditures in Alberta North by Origin - 2015

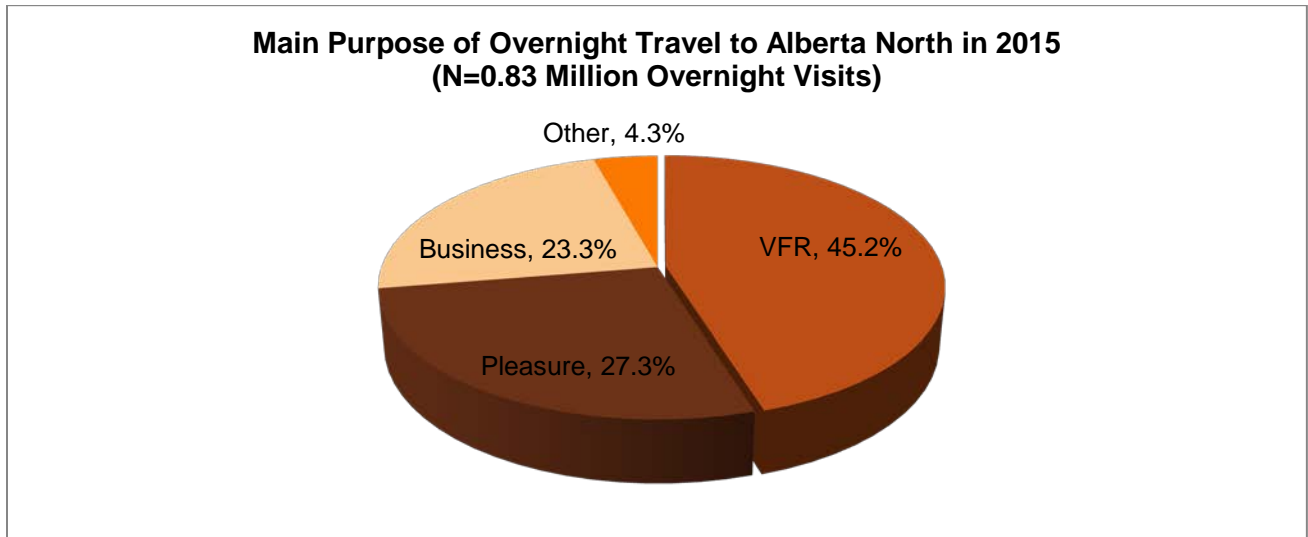


Overnight trips

Approximately 48% of all visits to northern Alberta included at least one overnight stop, yielding 864,000 overnight visits in 2015. Residents of Edmonton and area accounted for 41% of all overnight travel to the region. This was followed by residents of northern Alberta and central Alberta (18% each).

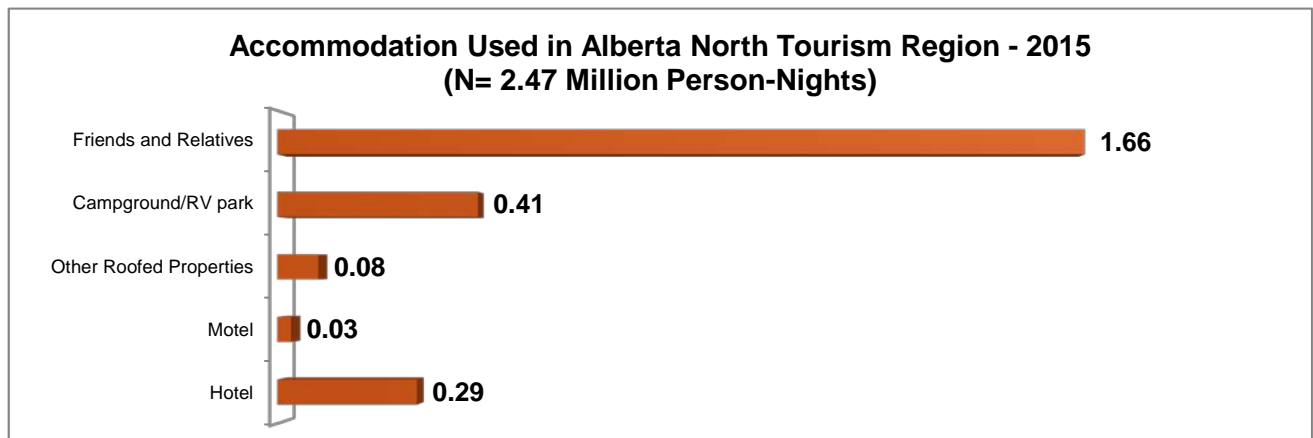
Main Purpose of Overnight Travel

Overnight visits from the domestic market to northern Alberta totalled 864,000 visits in 2015. Almost 390,000 of these overnight visitors (45.2%) stated that the main purpose of their trip was to visit friends and relatives (VFR). Approximately 236,000 overnight visitors to northern Alberta stated pleasure as the main purpose of their trip (27.3%), while business accounted for about 23.3% (201,000 person-visits) to northern Alberta. About 4.3% of visitors stated other reasons for their visit².



Accommodation Used in Alberta North Tourism Region

Over the course of 2015, domestic visitors spent 33.8 million nights in Alberta of which 7% (2.47 million) were spent in northern Alberta. Sixty-seven per cent of the 2.47 million nights (1.66 million) were spent in the homes of friends and relatives. A further 17% of nights were spent in campgrounds and RV parks (411,000). Twelve per cent of nights were spent in hotels, 3% in other commercial roofed properties (84,000) and 1% in motels.



² Please be cautioned about the small sample size.

Average Length of Stay for Overnight Visitors

The average length of stay for all domestic overnight visits to northern Alberta is 2.9 nights. Although Albertans account for the greatest number of visits to northern Alberta, they have the shortest average length of stay at 2.6 nights.

Seasonality

Domestic visitation to northern Alberta is at its highest in the third quarter (July, August and September), with 39% of overnight visits occurring at this time. This is followed with 29% visiting during the second quarter (April, May and June), 18% visiting during the fourth quarter (October, November and December), and 14% in the first quarter (January, February and March).

Average Length of Stay in Alberta North Tourism Region (nights) - 2015	
Canada	2.9
Alberta	2.6
Other Canada	4.2

Forty-two per cent of overnight visits made by **Albertans** to northern Alberta occur in the third quarter (July, August and September). Thirty-five per cent of overnight visits from **other parts of Canada** are made to the region in the fourth quarter (October, November and December).

Summary of Characteristics of Overnight Visits to Alberta North

Albertans spend on average 2.6 nights on a trip to northern Alberta, and they spend approximately \$208 per person per visit. Visitors from other provinces to Alberta's north spend about \$66 per person per night on average, their longer stay (4.2 nights on average) compared with Albertans cause these visitors to have a higher average spend per person per visit (\$277).

Calendar Quarter of Overnight Visits in Alberta North Tourism Region - 2015				
	January-March (Quarter 1)	April-June (Quarter 2)	July-September (Quarter 3)	October-December (Quarter 4)
Canada	14%	29%	39%	18%
Alberta	13%	30%	42%	15%
Other Canada	18%	25%	22%	35%

Selected Characteristics of Overnight Visits to Alberta North - 2015		
Description	Alberta	Other Canada
Average length of stay	2.6	4.2
Average spending per person per visit	\$208	\$277
Average spending per party per visit	\$324	\$451

Average spending per person per night	\$83	\$66
Average spending per party per night	\$126	\$107
Average party size	2.6	2.0

Domestic Tourism Expenditures by Category

Residents of Alberta rank number one for spending in every tourism expenditure category in the Alberta North tourism region. Approximately 39% of all visitor spending made by residents of Alberta in this region was on private/rental auto, while another 39% was spent on accommodation and food and beverage.

Top 5 Activities for Overnight Visitors to Alberta North

The most popular activities participated in by domestic overnight visitors to Alberta North are listed below. "Did not do any activities" ranked as the top activity, followed by "Any outdoor activity."

Total Tourism Expenditures in Alberta North by Category - 2015			
(\$'000s)			
	Alberta	Other Canada	Total
Public/Local Transportation	\$40,380	\$9,513	\$49,892
Private/Rental Auto	\$133,716	\$12,756	\$146,472
Accommodation	\$46,011	\$5,655	\$51,666
Food and Beverage	\$89,972	\$18,911	\$108,883
Recreation/Entertainment	\$17,022	\$1,619	\$18,641
Retail/Other	\$19,184	\$15,938	\$35,122
Total	\$346,285	\$64,392	\$410,677

Overnight Person Visits by Activities to Alberta North - 2015		
('000s)		
Rank	Activity	Overnight person-visits
1	Did not do any activities	349
2	Any outdoor activity	235
3	Visit friends or family	181
4	Camping	114
5	National, provincial or other nature park	63

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

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