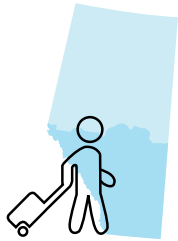


# Domestic Tourism in Alberta North Region 2019

A summary of domestic visitor numbers, expenditures and characteristics

## Person visits to Northern Alberta



**1.61** million person visits  
**5%** of total person visits  
**87%** Albertans

## Travel seasons

\*overnight visits



**18%**  
Jan. - Mar.



**26%**  
Apr. - June



**38%**  
July - Sept.



**19%**  
Oct. - Dec.

## Main trip purpose

\*overnight visits



**43%**  
Visit friends/  
relatives



**15%**  
Business



**36%**  
Pleasure



**6%**  
Other

## Top five activities

\*overnight visits



Visit friends/  
relatives



Dine out/  
go to restaurant/  
bar



Camping



Shopping



Boating/canoeing/  
kayaking

## Accommodations



**55%**  
Home of  
friends/  
relatives



**17%**  
Campgrounds/  
RV parks/  
backcountry  
camping



**26%**  
Hotels/resorts/  
other commercial  
roofed properties

## Average party size

\*overnight visits



**2.2**  
Alberta



**1.6**  
Other  
Canada

## Overnight person-visits

2 million overnight visits



**87%**  
Alberta



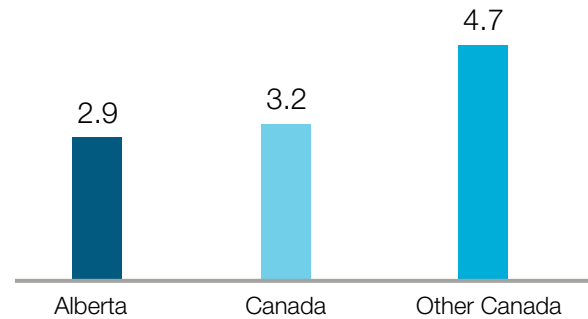
**11%**  
British  
Columbia



**2%**  
Saskatchewan

## 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	\$261	\$454
Average spending per party per visit	\$469	\$690
Average spending per person per night	\$87	\$101
Average spending per party per night	\$157	\$154

## Total domestic tourism expenditures

2019 Domestic tourism expenditure in Alberta (\$000s)

**\$442,085**



Private vehicle/  
Rental

\$131,414



Food and  
beverage

\$92,187



Public/Local  
transportation

\$74,921



Accommodation

\$70,471



Recreation/  
Entertainment

\$18,027



Retail/Other

\$55,065

**QUICK FACT:**  
Residents of Alberta  
accounted for 84%  
of domestic visitor  
spending in the  
Alberta North tourism  
region. Visitors from  
other parts of Canada  
accounted for 16%.

## Visitor profile

The Domestic Tourism in Alberta North Tourism Region 2019 profile is prepared by Jobs, Economy and Innovation based on the analysis of the 2018 and 2019 National Travel Survey (NTS) conducted by Statistics Canada. The NTS 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.

The NTS replaces the Travel Survey of Residents of Canada (TSRC). As a result of this, 2018 data is not available and 2019 tourism data cannot be compared to 2017.

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 Visitor Travel Survey (VTS). Detailed characteristics are only available for Canadian visitors for 2019. A separate domestic visitor profile has been created for Alberta and the six tourism regions.

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[🌐 https://www.alberta.ca/Alberta-visitor-profiles.aspx](https://www.alberta.ca/Alberta-visitor-profiles.aspx)