

Domestic Tourism in Canadian Rockies Tourism Region 2017



A summary of 2017 domestic visitor numbers, expenditures and characteristics



5.24 million
total person-visits

15% of total
person-visits in
Alberta

90% Albertans

■ Main trip purpose

*for overnight visits



67% Leisure



18% Visit
friends/relatives



15% Business
and other

■ Top 5 activities

*for overnight visits



Sightseeing



National,
provincial or
nature park



Hiking or
backpacking



Cultural
activities



Wildlife
viewing

■ Accommodations



60% Hotels/resorts/motels/other
commercial roofed properties



24% Home of friends/relatives



16% Campgrounds/RV parks/
backcountry camping

■ Travel seasons

*for overnight visits



23%

Jan. - Mar.



19%

Apr. - June



39%

July - Sept.



19%

Oct. - Dec.

■ Overnight person-visits

1.93 million overnight visits



37% of

overnight visits in Alberta



31%

from Calgary and area



28%

from Edmonton
and area



8%

from Central
Alberta



9%

from British
Columbia

■ Average party size

*for overnight visits



4.1

Alberta

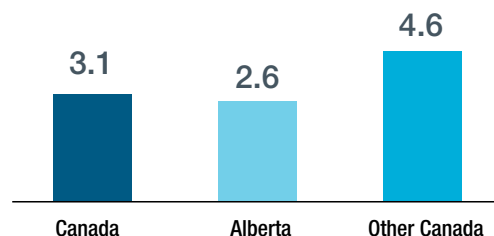


2.7

Other Canada

■ 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	\$301	\$496
Average spending per party per visit	\$548	\$826
Average spending per person per night	\$121	\$102
Average spending per party per night	\$220	\$171

■ Total domestic tourism expenditures in Rockies Region

Same day and overnight expenditure (\$000s)

\$1,084,535



Public/Local Transportation

\$11,103



Private Vehicle/Rental

\$158,773



Accommodation

\$368,887



Food and Beverage

\$357,791



Recreation/Entertainment

\$110,832



Retail/Other

\$77,148

QUICK FACT: Residents of Alberta rank number one for spending in every tourism expenditure category except public/local transportation in the Canadian Rockies tourism region.

■ About the visitor 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/>