

# Domestic Tourism in Canadian Rockies Tourism Region 2016

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

### Introduction

Whether it was to see friends and relatives, for business or for pleasure, 4.27 million total domestic person-visits were made in 2016 to destinations in the Alberta Canadian Rockies 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 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's Canadian Rockies Region only. For more information on tourism in Alberta, please contact Alberta Culture and Tourism or visit <https://www.alberta.ca/Alberta-visitor-profiles.aspx/>.

### Canadian Rockies Tourism Region: 2016 Overview

In 2016, the Canadian Rockies tourism region received 13% of Canadian visits to Alberta. Residents of Alberta visiting the region accounted for 13% of the total Albertan visits. Of the total visits from

<b>Comparison of Domestic Tourism Numbers - 2016<sup>1</sup></b>			
	<b>Canadian Rockies Tourism Region</b>	<b>Total Alberta (Domestic Market)</b>	<b>Canadian Rockies Tourism Region as % of Total Alberta</b>
<b>Number of Visits (Millions)</b>			
Overnight Person-Visits	1.72	12.09	14%
Total Person-Visits	4.27	32.82	13%
<b>Origin of Visits (Total Person-Visits)</b>			
Alberta	3.83	29.13	13%
Other Canada	0.44	3.70	12%

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

# Domestic Tourism: Canadian Rockies Tourism Region

2016

other parts of Canada, 12% visited the Canadian Rockies.

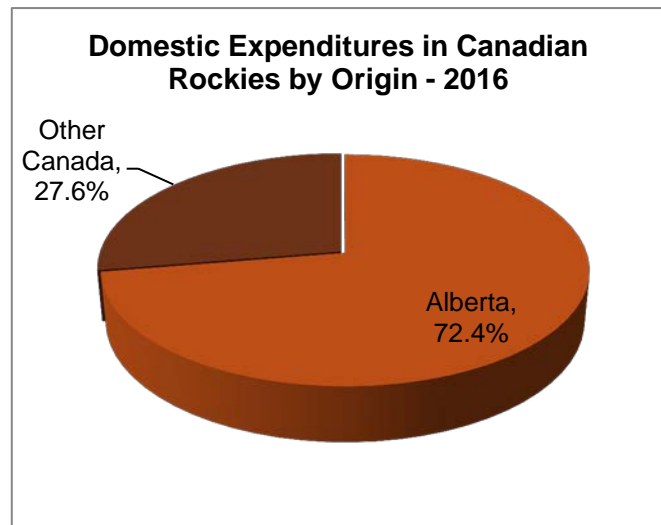
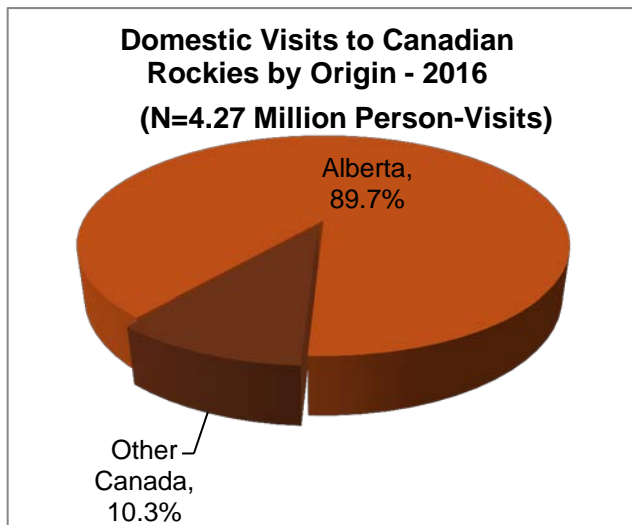
## All trips

In 2016, the Canadian Rockies received 4.27 million domestic person-visits of which 3.83 million (89.7%) were by Albertans. Another 442,000 visits (10.3%) were by other Canadians.

Total Visitation and Tourism Expenditures from Domestic Market to Canadian Rockies - 2016			
('000s)			
	Alberta	Other Canada	Total
Person-Visits	3,832	442	4,273
Tourism Expenditures	\$708,411	\$270,445	\$978,857

Residents of Calgary and Area accounted for 64% of visits made to the Canadian Rockies. Residents of Edmonton and Area accounted for 16% and residents of central Alberta accounted for 5% of visits made to the region.

Direct tourism expenditures by these visitors were approximately \$0.98 billion. Residents of Alberta accounted for 72.4% of direct visitor spending in the Canadian Rockies tourism region. Visitors from other parts of Canada accounted for 27.6%.



## Overnight trips

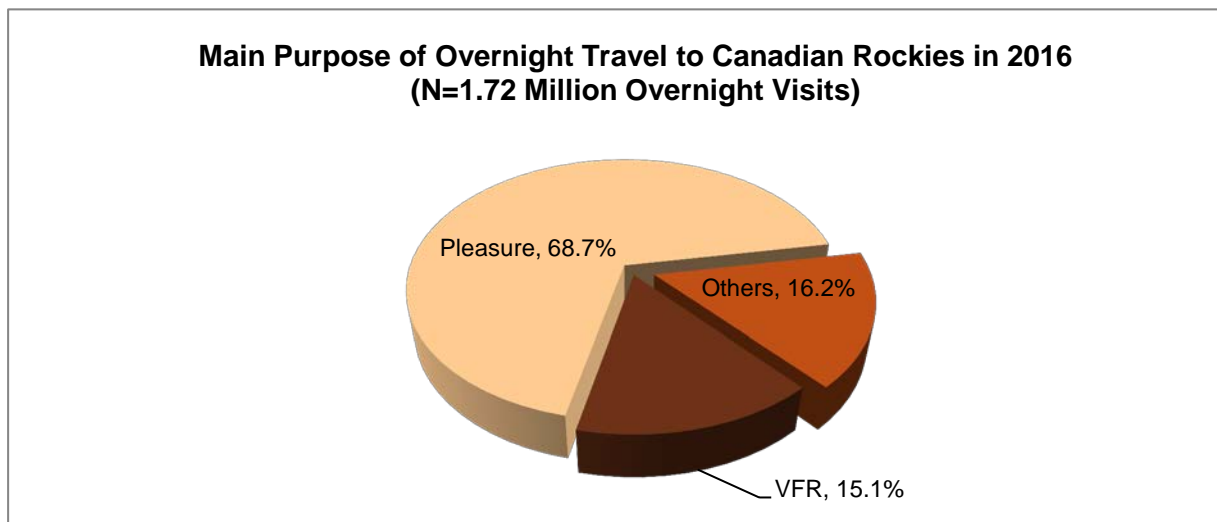
Approximately 40% of all visits to the Canadian Rockies included at least one overnight stop, yielding 1.72 million overnight visits in 2016. Residents of Edmonton and Area accounted for 31% of domestic overnight travel to the region. This was followed by residents from Calgary

and Area (30%), while residents of central Alberta accounted for 8.8% of visits made to the region. Visitors from British Columbia accounted for 8.5% of visits made to the region.

### Main Purpose of Overnight Travel

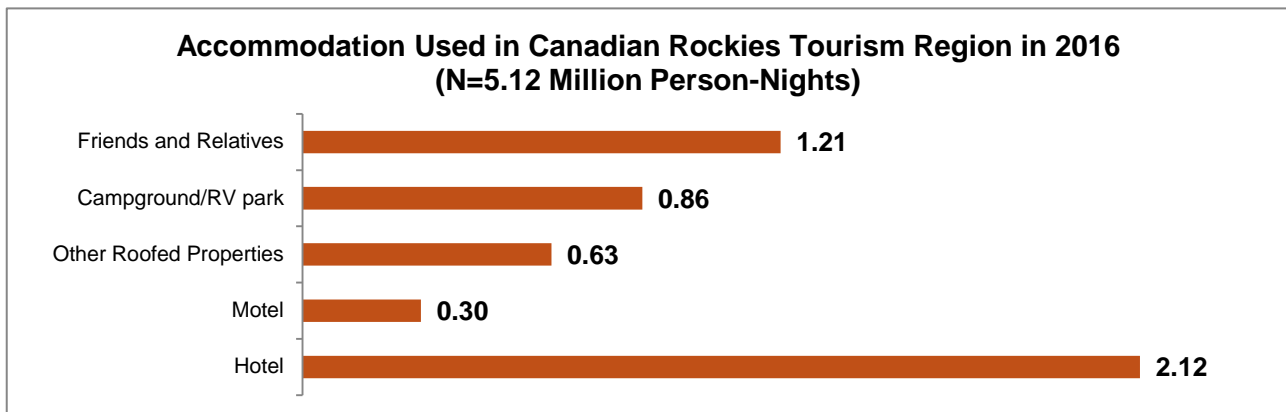
Overnight visits from domestic market to the Canadian Rockies totalled 1.72 million visits in 2016.

Approximately 68.7% of the overnight visitors to the region stated that the main purpose of their trip was for pleasure. Less than one-sixth (15.1%) of visitors to the region stated visiting friends and relatives (VFR) as the main purpose of their trip. The remaining of 16.2% of visits were for business and other purposes. Please note: due to small sample size, business and other were grouped as "others."



### Accommodation Used in Canadian Rockies Tourism Region

Over the course of 2016, domestic visitors spent 38.5 million nights in Alberta of which 13% (5.12 million) were spent in the Canadian Rockies. Forty-one per cent of the 5.12 million nights (2.13 million) were spent in hotels. A further 17% of nights were spent in campgrounds/RV parks (863,000). Another 24% were spent in homes of friends or relatives (1.21 million), 12% in other roofed commercial properties and 6% in motels.



### Average Length of Stay for Overnight Visitors

The average length of stay for all domestic overnight visits to Canadian Rockies is 3.0 nights.

Although Albertans account for the greatest number of visits to Canadian Rockies, they have the shortest average length of stay at 2.6 nights. The longest average length of stay is attributed to visitors from other Canada, with 4.2 nights on average for each visit.

Average Length of Stay in Canadian Rockies Tourism Region (nights) - 2016	
Canada	3.0
Alberta	2.6
Other Canada	4.2

### Seasonality

Visitation to the Alberta Canadian Rockies tourism region is at its highest in the third quarter (July, August and September), with 37% of overnight visits occurring at this time. This is followed with 22% each during the first quarter (January, February and March) and the fourth quarter (October, November and December). The second quarter (April, May and June) received 19% of overnight visits to the region.

Thirty-five per cent of overnight visits made by Albertans to the Canadian Rockies occur in the third quarter (July, August and September). Twenty-three per cent of overnight visits made by Albertans occur in the first quarter (January, February and March) and the second quarter (April, May and June). Forty-one per cent of overnight visits from other parts of Canada are made to the Canadian Rockies in the third quarter (July, August and September), with 21% being made in each of the first.

Calendar Quarter of Overnight Visits in Canadian Rockies Tourism Region - 2016				
	January-March (Quarter 1)	April-June (Quarter 2)	July-September (Quarter 3)	October-December (Quarter 4)
Canada	22%	19%	37%	22%
Alberta	23%	19%	35%	23%
Other Canada	21%	18%	41%	20%

### Summary of Characteristics of Overnight Visits to Canadian Rockies

The average spending per person per visit for Albertans was \$294 over 2.6 nights, while it was \$536 for Canadians from other provinces over 4.2 nights.

Selected Characteristics of Overnight Visits to Canadian Rockies - 2016		
Description	Alberta	Other Canada
Average length of stay	2.6	4.2
Average spending per person per visit	\$294	\$536
Average spending per party per visit	\$537	\$892
Average spending per person per night	\$117	\$130
Average spending per party per night	\$213	\$213
Average party size	4.1	3.3

### Domestic Tourism Expenditures by Category

Residents of Alberta rank number one for spending in every tourism expenditure category except public/local transportation in the Canadian Rockies tourism region. Approximately 66% of all spending made by residents of Alberta was on accommodation, and food and beverage.

Total Tourism Expenditures in Canadian Rockies by Category - 2016			
(\$'000s)			
	Alberta	Other Canada	Total
Public/Local Transportation	\$2,730	\$6,376	\$9,106
Private/Rental Auto	\$102,232	\$38,615	\$140,847
Accommodation	\$206,188	\$123,437	\$329,625
Food and Beverage	\$261,551	\$72,283	\$333,834
Recreation/Entertainment	\$81,780	\$18,543	\$100,323
Retail/Other	\$53,931	\$11,191	\$65,122
<b>Total</b>	<b>\$708,411</b>	<b>\$270,445</b>	<b>\$978,857</b>

### Top 5 Activities for Overnight Visitors to Canadian Rockies

The most popular activities participated in by domestic overnight visitors to Canadian Rockies are listed below. “Any outdoor activities” ranked as the top activity, followed by visits to “National, provincial or other nature park.”

<b>Overnight Person Visits by Activities to Canadian Rockies - 2016</b>		
<b>(‘000s)</b>		
<b>Rank</b>	<b>Activity</b>	<b>Overnight person-visits</b>
1	Any outdoor activity	1,363
2	National, provincial or other nature park	1000
3	Hiking or backpacking	658
4	Any entertainment/cultural activity	406
5	Wildlife viewing	289

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

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