

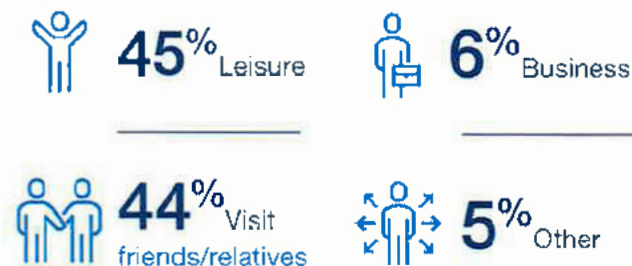
Domestic Tourism in Alberta Central Tourism Region 2017



A summary of 2017 domestic visitor numbers, expenditures and characteristics



■ Main trip purpose

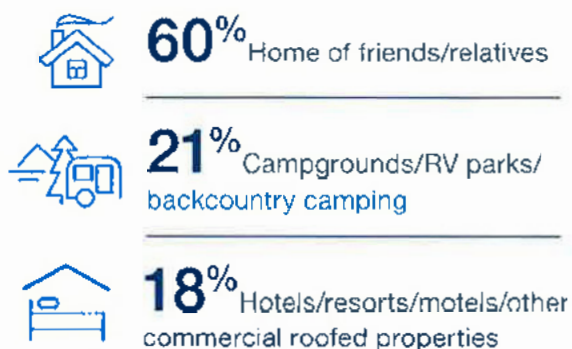


■ Travel seasons

*for overnight visits



■ Accommodations



■ Top 5 activities

*for overnight visits



■ Average overnight party size

*for overnight visits



Overnight person-visits

3 million overnight visits

23% of
overnight visits
in Alberta

38% from
Edmonton
and area

23%
from Central
Alberta

18%
from Calgary
and area

Average length of overnight stays for domestic visitors

*number of person nights



QUICK FACT: Although Albertans account for the greatest number of visits to Alberta Central, they have the shortest average length of stay at 2.6 nights.

Overnight visit expenditure characteristics

Description	Alberta	Other Canada
Average spending per person per visit	\$115	\$226
Average spending per party per visit	\$200	\$377
Average spending per person per night	\$44	\$60
Average spending per party per night	\$76	\$100

Total domestic tourism expenditures

Same day and overnight expenditures (\$000s)

\$929,376

 Public/Local Transportation **\$8,748**

 Private Vehicle/Rental **\$382,335**

 Accommodation **\$87,306**

 Food and Beverage **\$309,448**

 Recreation/Entertainment **\$50,870**

 Retail/Other **\$90,668**

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 the 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/>