

# Tourism in Alberta North Tourism Region 2014

## **A Summary of 2014 Visitor Numbers, Expenditures and Characteristics July 2016**

## Introduction

Whether to see their friends and relatives, for business or for pleasure, 1.82 million total visits were made in 2014 to destinations in the Alberta north tourism region by residents of Alberta, other parts of Canada, the United States and overseas countries.

To better understand the volume and characteristics of these visitors, Alberta Culture and Tourism has prepared special analyses of the 2014 Travel Survey of Residents of Canada (TSRC) and the 2014 International Travel Survey (ITS), which are both conducted by Statistics Canada. These consumer surveys provide tourism information for travel in Alberta by Canadians and trips to the province made by visitors from the U.S. and overseas. Data in this publication includes same-day and overnight trips for Albertans and residents from other parts of Canada, and overnight trips only for U.S. and overseas visitors.

Readers are cautioned that estimates for 2013 and 2014 are not comparable with previous years (2012 and earlier), as Statistics Canada made a major file structure change in 2013. Data was suppressed so that the 2013 and 2014 data has considerably less detail than what was available in 2012 and earlier.

This summary highlights key findings only. For more information on tourism in Alberta, please contact Alberta Culture and Tourism or visit <http://culture.alberta.ca/tourism/>.

## Alberta North Tourism Region: 2014 Overview

| <b>Comparison of Tourism Numbers<sup>1</sup></b> |   |                          |   |
|--|---|--------------------------|---|
|  | <b>Alberta North<br/>Tourism Region</b> | <b>Total<br/>Alberta</b> | <b>Alberta North<br/>Tourism Region<br/>as % of Alberta</b> |
| <b>Number of Visits (Millions)</b>               |   |                          |   |
| Overnight Person-Visits                          | 0.91                                    | 13.6                     | 7%  |
| Total Person-Visits                              | 1.81                                    | 34.68                    | 5%  |
| <b>Origin of Visits (Total Person-Visits)</b>    |   |                          |   |
| Alberta  | 1.54                                    | 29.79                    | 5%  |
| Other Canada                                     | 0.20                                    | 3.23                     | 6%  |
| United States                                    | 0.05                                    | 0.77                     | 6%  |
| Overseas   | 0.03                                    | 0.90                     | 3%  |

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

In 2014, northern Alberta received 5% of the total visits to Alberta. Residents of Alberta visiting the region accounted for 5% of total visits within the province. Of the total visits from other parts of Canada, 6% visited northern Alberta. Visitors to Alberta from the United States and overseas accounted for 6% and 3% of the visits to this region, respectively.

### All trips

In 2014, northern Alberta received 1.81 million visits in total, of which 1.54 million (85.2%) were by Albertans. Another 197,000 visits (10.9%) were by other Canadians. Of the remaining 71,000 visits (3.9%), 2.5% came from the U.S. and 1.4% arrived from overseas.

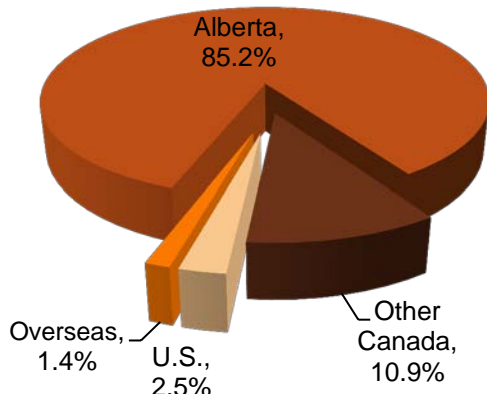
| Total Visitation and Tourism Expenditures in Alberta North - 2014 |           |              |               |          |           |
|---|-----------|--------------|---------------|----------|-----------|
|   | Alberta   | Other Canada | United States | Overseas | Total     |
| ('000s)   |           |              |               |          |           |
| Person-Visits   | 1,538     | 197          | 46            | 25       | 1,806     |
| Tourism Expenditures  | \$361,406 | \$52,759     | \$56,721      | \$31,564 | \$502,450 |

Residents of northern Alberta accounted for 44% of visits made within the region, while residents of Edmonton and area accounted for 25% and residents from central Alberta accounted for 12%.

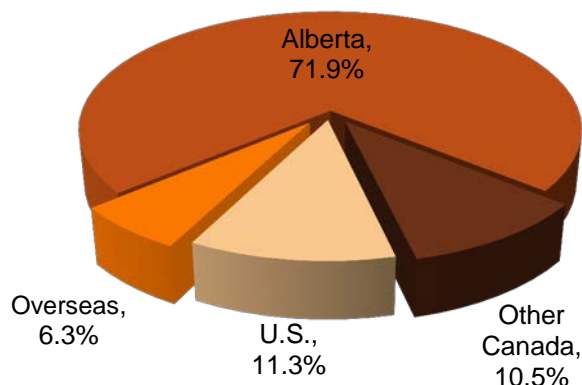
Direct total tourism expenditure by these visitors was over \$502 million. Residents of Alberta accounted for 71.9% of direct visitor spending in the Alberta north tourism region. Visitors from other parts of Canada accounted for 10.5%, visitors from the United States accounted for 11.3% and overseas visitors accounted for 6.3% of direct tourism expenditure in the this region.

**Origin of Visits in Alberta North - 2014**

(N=1.81 Million Person-Visits)



**Tourism Expenditure in Alberta North by Origin - 2014**

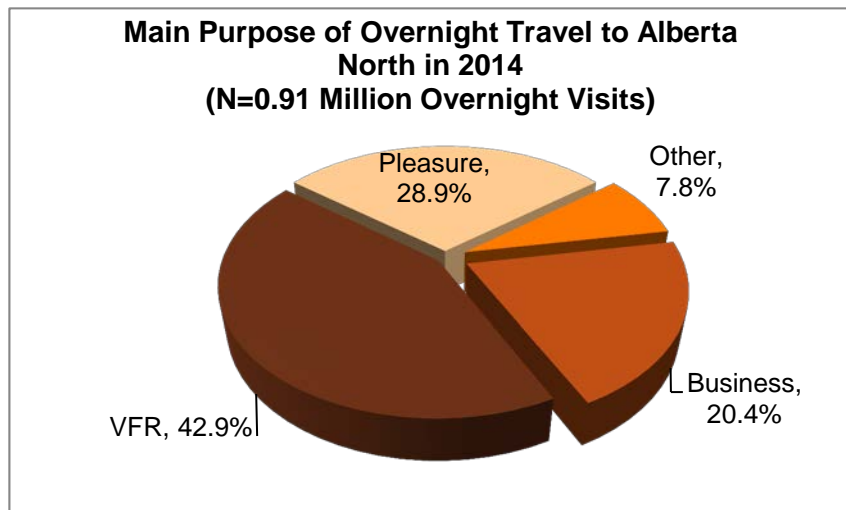


## Overnight trips

Approximately 50% of all visits to northern Alberta included at least one overnight stop, yielding 914,000 overnight visits in 2014. Residents of Edmonton and area accounted for 38% of all overnight travel to the region. This was followed by residents of northern Alberta (19%) and central Alberta (15%).

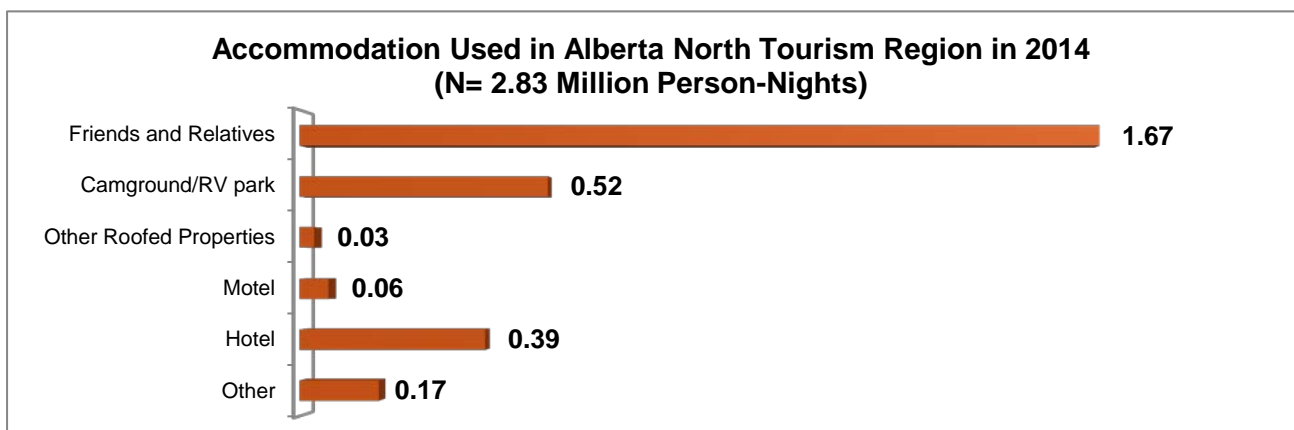
## Main Purpose of Overnight Travel

There were 914,000 overnight visits to northern Alberta in 2014. Approximately 42.9% of overnight visitors to northern Alberta stated that the main purpose of their trip was visiting friends and relatives (VFR). Approximately 28.9% of the visitors to northern Alberta cited pleasure as the main purpose of their trip, while business accounted for 20.4% of overnight travel in northern Alberta.



## Accommodation Used in Alberta North Tourism Region

Over the course of 2014, visitors spent 46.48 million nights in Alberta, of which 5% (2.83 million) were spent in northern Alberta. Fifty-nine per cent of these 2.83 million nights (1.67 million) were spent in the homes of friends and relatives. A further 18% of nights were spent in campgrounds and RV parks (469,000), while 14% of nights were spent in hotels, 6% in other roofed properties (165,000) and 2% in motels.



## Average Length of Stay for Overnight Visitors

The average length of stay for all overnight visits to northern Alberta is 3.1 nights.

Although Albertans account for the greatest number of visits to northern Alberta, they have the shortest average length of stay at 2.3 nights. The longest average length of stay is attributed to visitors from overseas, with 14.1 nights on average for each visit. Visitors from other parts of Canada followed with 5.1 nights per trip, while visitors from the United States stayed an average of 4.9 nights per trip.

| Average Length of Stay in Alberta North Tourism Region – 2014 (Nights) |      |
|--|------|
| All Overnight Visits   | 3.1  |
| Canada   | 2.7  |
| Alberta  | 2.3  |
| Other Canada   | 5.1  |
| United States <sup>2</sup>   | 4.9  |
| Overseas <sup>2</sup>  | 14.1 |

## Seasonality

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), 16% visiting during the fourth quarter (October, November and December) and 16% in the first quarter (January, February and March).

Forty-one per cent of overnight visits made by **Albertans** to northern Alberta occur in the third quarter (July, August and September). Thirty-one per cent of overnight visits from **other parts of Canada** are made to the region in the third quarter (July, August and September) and 26% are made in both the second (April, May and June) and fourth quarter. Thirty-six per cent of overnight visits made by **overseas** visitors occur in the third quarter (July, August and September).

| Calendar Quarter of Overnight Visits in Alberta North Tourism Region - 2014 |                              |                           |                               |                                 |
|---|------------------------------|---------------------------|-------------------------------|---------------------------------|
|   | January-March<br>(Quarter 1) | April-June<br>(Quarter 2) | July-September<br>(Quarter 3) | October-December<br>(Quarter 4) |
| All Overnight   | 16%                          | 29%                       | 39%                           | 16%                             |
| By Market   |                              |                           |                               |                                 |
| Alberta   | 16%                          | 29%                       | 41%                           | 14%                             |
| Other Canada  | 17%                          | 26%                       | 31%                           | 26%                             |
| United States <sup>2</sup>  | 13%                          | 40%                       | 29%                           | 18%                             |
| Overseas <sup>2</sup>   | 12%                          | 20%                       | 36%                           | 32%                             |

<sup>2</sup> Small sample size, please use caution.

## Summary of Characteristics of Overnight Visits to Alberta North

Albertans spend on average 2.3 nights on a trip to northern Alberta, and they spend approximately \$212 per person per visit. Other Canadians visiting Alberta's north spend about \$62 per person per night on average, and their longer stay (5.1 nights on average) produces higher average spending per person per visit (\$321). Sample sizes for overseas and U.S. visitors to Alberta North are too small to report on.

| Selected Characteristics of Overnight Visits to Alberta North - 2014 |         |              |
|--|---------|--------------|
| Description  | Alberta | Other Canada |
| Average length of stay   | 2.3     | 5.1          |
| Average spending per person per visit                                | \$212   | \$321        |
| Average spending per party per visit                                 | \$348   | \$510        |
| Average spending per person per night                                | \$93    | \$62         |
| Average spending per party per night                                 | \$153   | \$98         |
| Average party size   | 2.7     | 2.1          |

## Tourism Expenditures by Category

Residents of Alberta rank number one for spending in every tourism expenditure category in the Alberta north tourism region. Approximately 43% of all visitor spending made by residents of Alberta in this region was on private/rental auto, while another 34% was spent on accommodation and food and beverage.

| Total Tourism Expenditures in Alberta North by Category - 2014 |                  |                 |                 |                 |                  |
|--|------------------|-----------------|-----------------|-----------------|------------------|
|  | Alberta          | Other Canada    | United States   | Overseas        | Total            |
| (\$'000s)  |                  |                 |                 |                 |                  |
| Public/Local Transportation                                    | \$47,530         | \$8,024         | \$1,164         | \$2,570         | \$59,288         |
| Private/Rental Auto  | \$154,683        | \$11,285        | \$7,100         | \$1,470         | \$174,538        |
| Accommodation  | \$42,007         | \$6,136         | \$22,212        | \$12,798        | \$83,153         |
| Food and Beverage  | \$82,455         | \$17,019        | \$10,278        | \$4,925         | \$114,677        |
| Recreation/Entertainment                                       | \$11,534         | \$1,520         | \$10,546        | \$958           | \$24,558         |
| Retail/Other   | \$23,197         | \$8,775         | \$5,421         | \$8,843         | \$46,236         |
| <b>Total</b>   | <b>\$361,406</b> | <b>\$52,759</b> | <b>\$56,721</b> | <b>\$31,564</b> | <b>\$502,450</b> |

For more information, please contact Alberta Culture and Tourism:

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