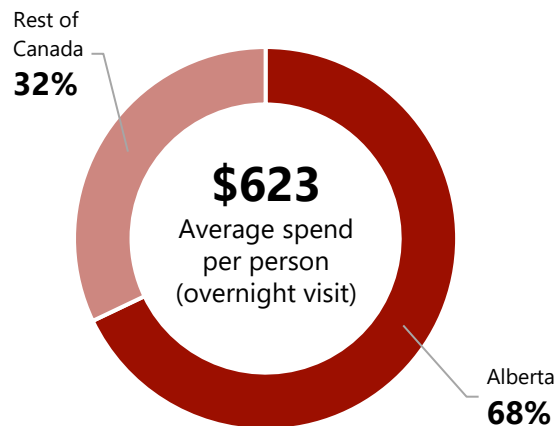


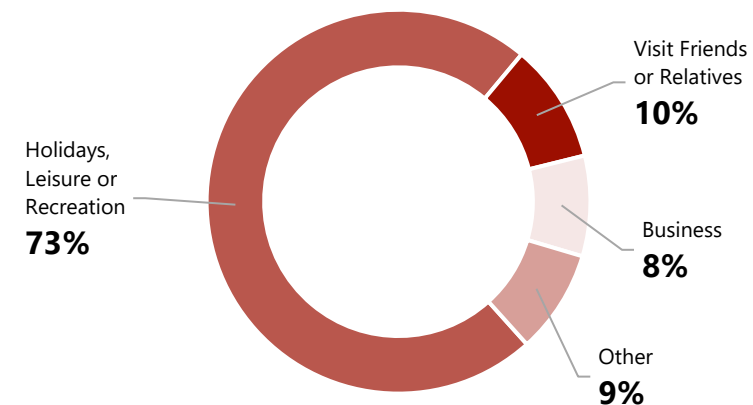
TOTAL DOMESTIC TOURSIM SPEND
\$1.6B

Domestic Spend



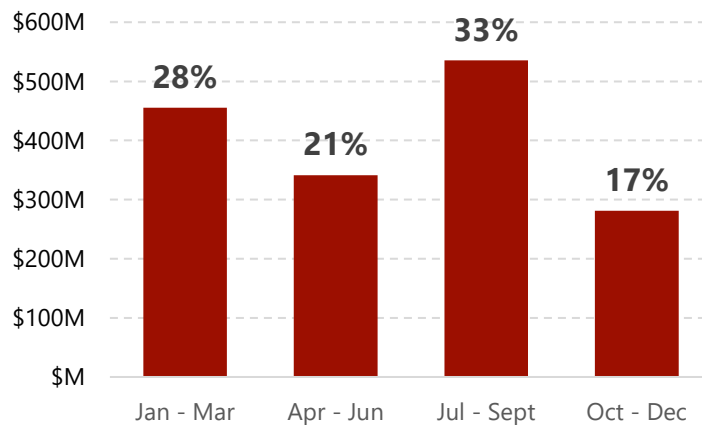
Trip Purpose

Based on Tourism Spend

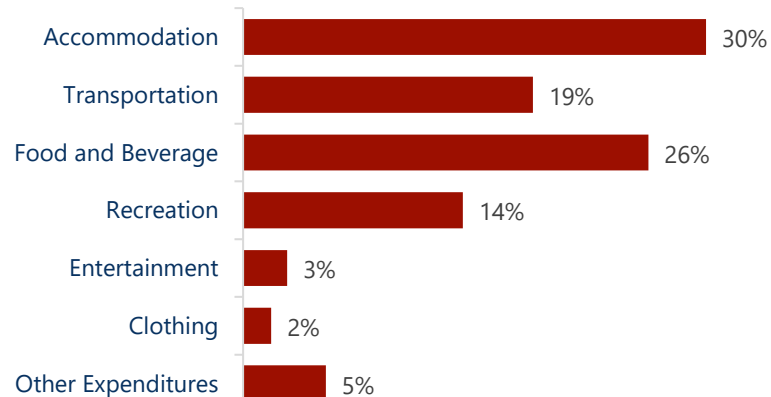


Seasonality

Based on Tourism Spend

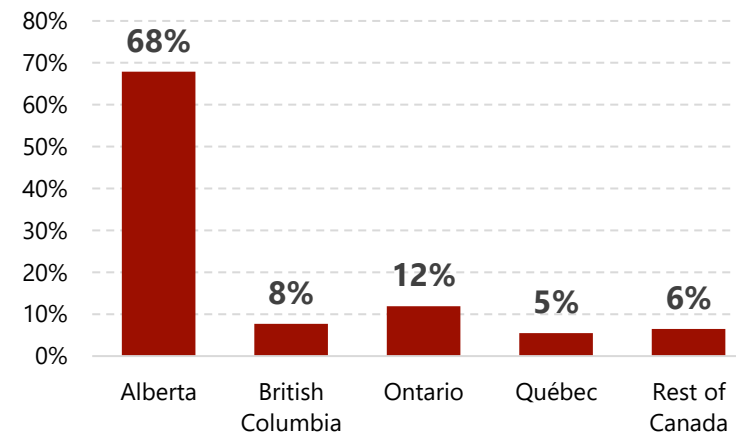


Spend by Category



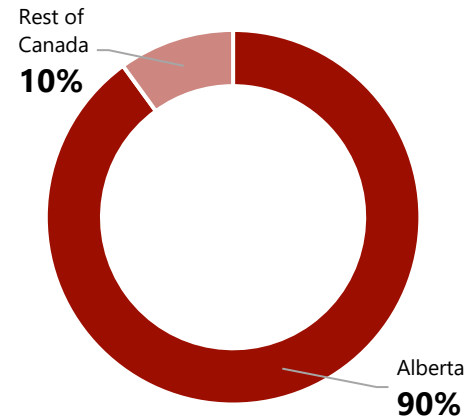
Top Domestic Markets

Based on Tourism Spend



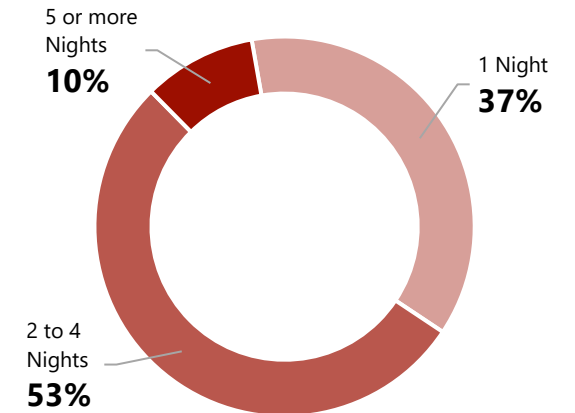
TOTAL DOMESTIC VISITS
4.9M

Domestic Visits



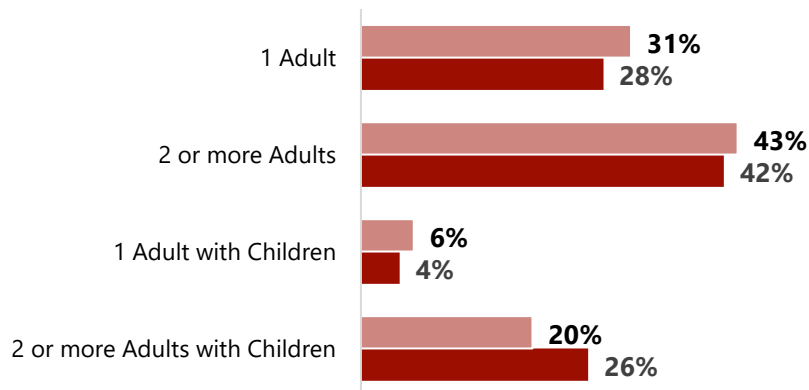
VISITS
 SAME DAY
2.9M
 OVERNIGHT
2M

Length of Stay



Party Size

Overnight Same Day



Accommodation Types

61%
 Hotel / motel /
 short-term rental

13%
 Campgrounds

21%
 Home of friends
 / relatives

4%
 Multiple
 accommodation
 types

Notes:

1. All figures are domestic unless specified otherwise.
2. Average Spend calculations for domestic overnight visitors exclude spend at origin/commercial air.
3. Tourism spend from international markets at a regional level is estimated by Travel Alberta.
4. Availability of international tourism statistics at a regional level is limited. Please see the link to Travel Alberta's Industry Dashboards for air passenger data (domestic and international) into the two major airports of the province: [Air Passengers | Travel Alberta](#).

Source:

Statistics Canada, National Travel Survey, Visitor Travel Survey 2023; DIIO; Travel Alberta.