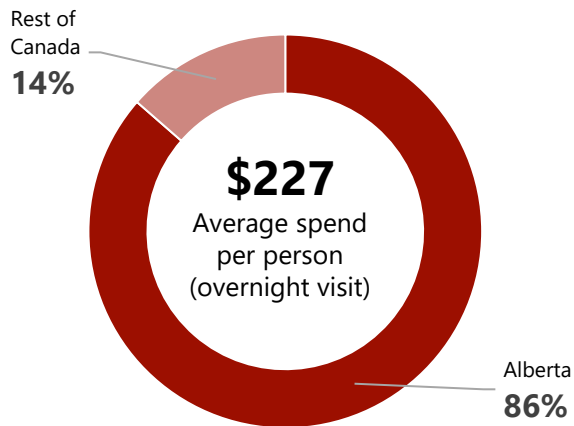


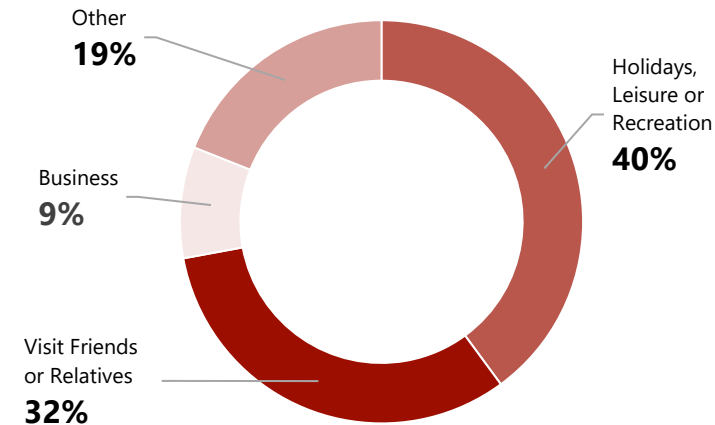
**TOTAL DOMESTIC
TOURISM SPEND**
\$1.4B

Domestic Spend



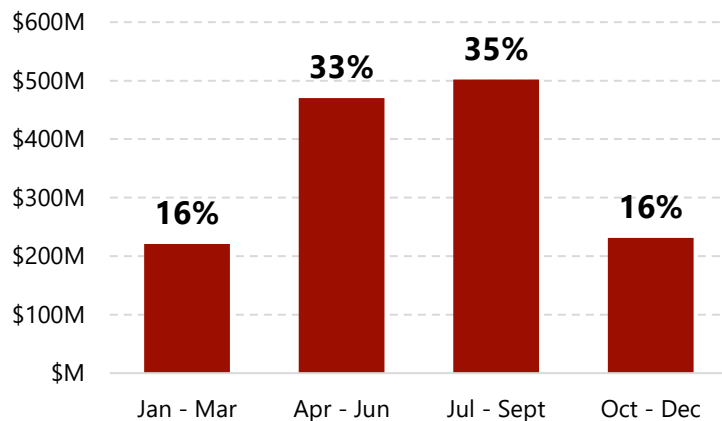
Trip Purpose

Based on Tourism Spend

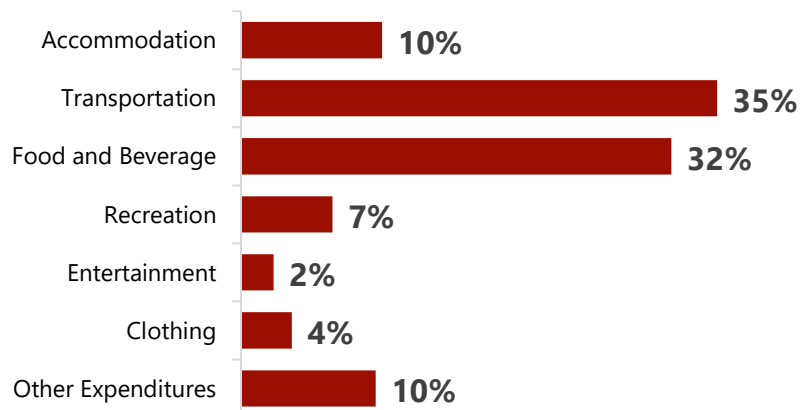


Seasonality

Based on Tourism Spend

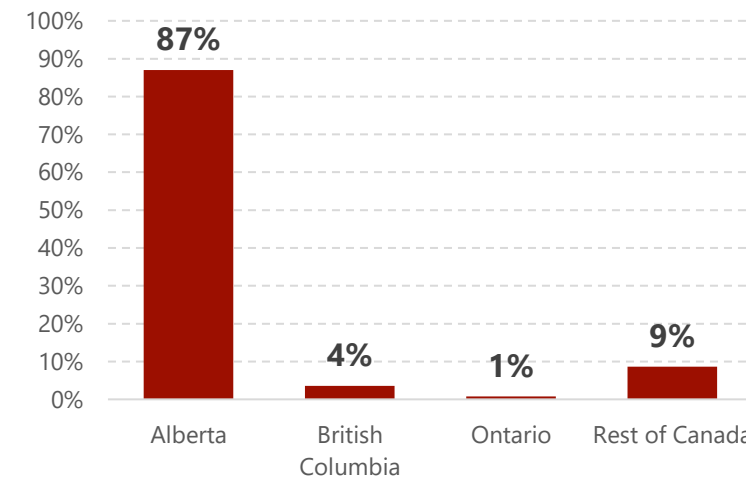


Spend by Category



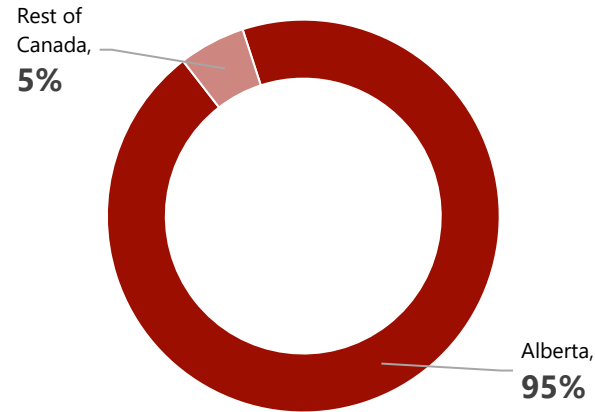
Top Domestic Markets

Based on Tourism Spend



TOTAL DOMESTIC VISITS
9.6M

Domestic Visits



VISITS

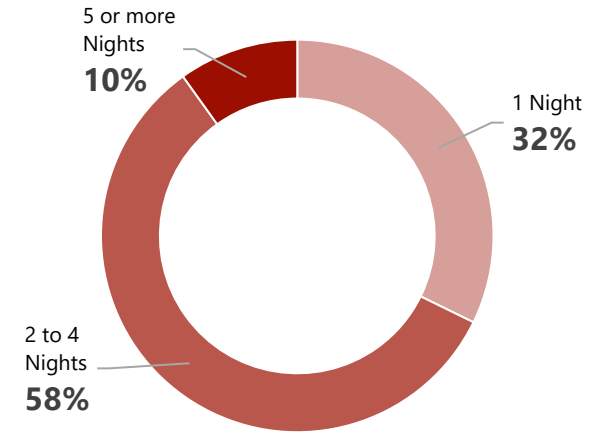
SAME DAY

6.7M

OVERNIGHT

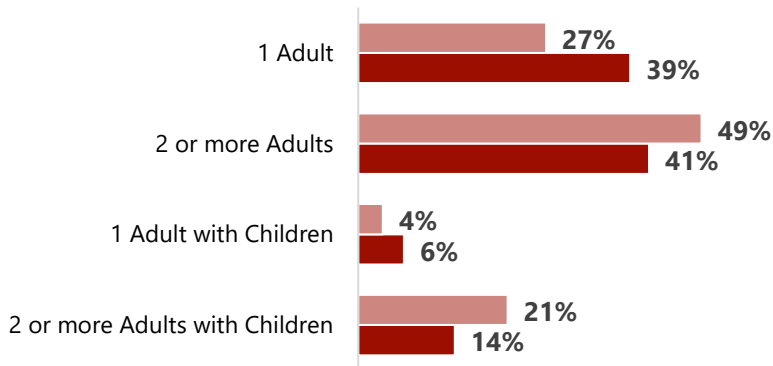
2.9M

Length of Stay



Party Size

Overnight Same Day



Accommodation Types

16%

Hotel / motel / short-term rental

63%

Home of friends / relatives

18%

Campgrounds

3%

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.