



# ALBERTA

## Market Overview

Domestic Trips by  
Alberta Residents

13.5  
million

Overnight Trips by  
Alberta Residents in BC

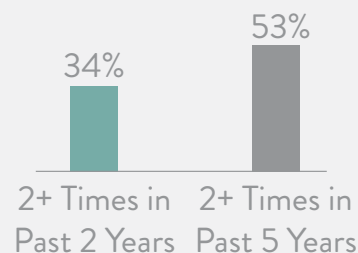
2.9 million (22%)

Total Spending in BC  
\$1.4 billion

Alberta  
Residents  
are BC's

#2 Domestic  
Market

## Repeat Visitation



## Impression of BC

85%

Positive  
Impression

## Recommend BC

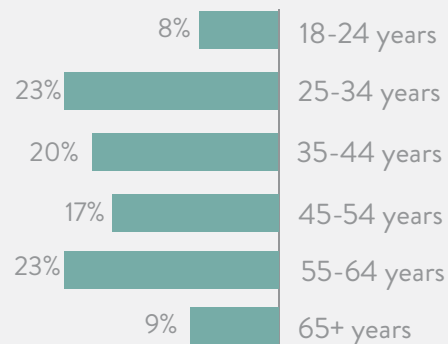
+54

Net Promoter  
Score

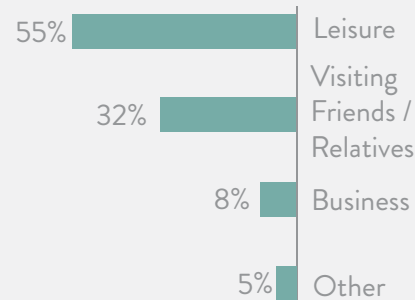
## Explorer Quotient

|                       |     |
|-----------------------|-----|
| Gentle Explorer       | 35% |
| Cultural Explorer     | 12% |
| Authentic Experiencer | 10% |
| No-Hassle Traveller   | 9%  |
| Virtual Traveller     | 9%  |

## Age



## Trip Purpose



## Market Insights

In 2016, Alberta residents accounted for 14% of BC's total overnight visitation. Alberta residents continued to be BC's second largest domestic market, accounting for 19% of Canadian visits to BC.

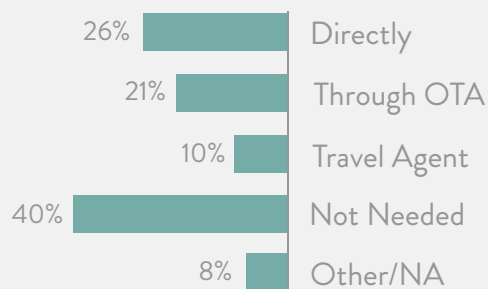
## Travel Party Size



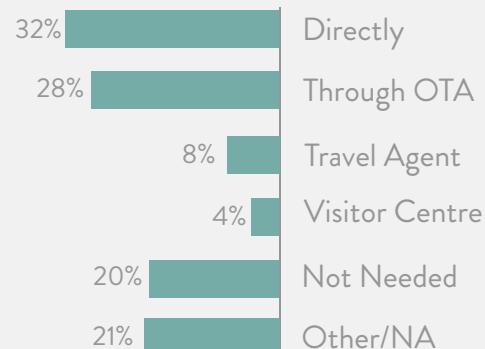
3.1 People

## Booking Method

### Flight

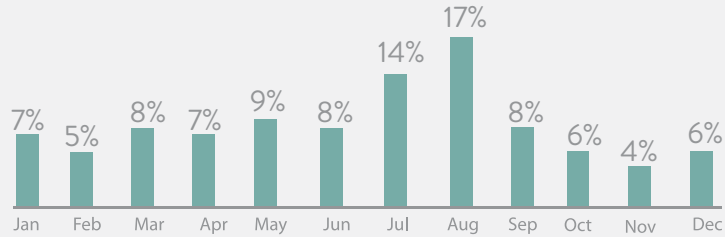


### Accommodation



British Columbia captured 22% of all domestic overnight travel by Alberta residents, representing 2.9 million Alberta residents travelling to BC in 2016. They spent approximately \$1.4 billion tourism-related dollars in BC.

## Month of Visit



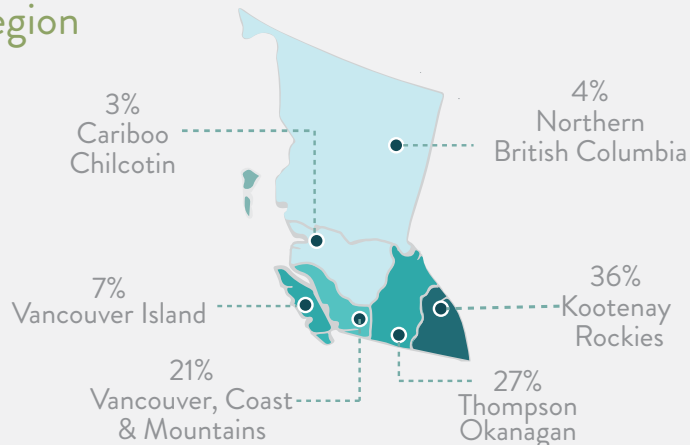
## Transportation

|                     |      |
|---------------------|------|
| Car/Truck           | 68%  |
| Commercial Aircraft | 26%  |
| Camper/RV           | 1%   |
| Bus                 | 1%   |
| Ship/Ferry          | 1%   |
| Train               | 0.2% |
| Other               | 3%   |

## Top 10 Activities

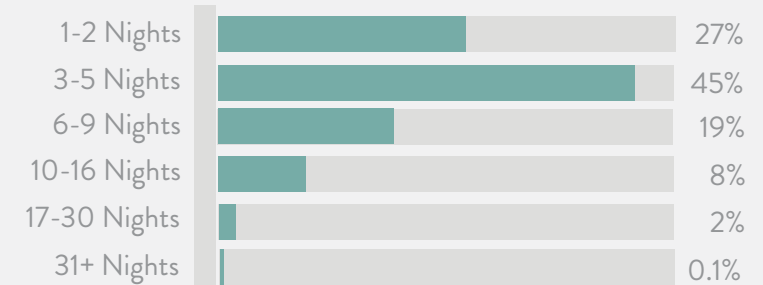
|                        |  |                                 |  |
|------------------------|--|---------------------------------|--|
| 1- Beach               |  | 6- Boating                      |  |
| 2- Visit Parks         |  | 7- Downhill Skiing/Snowboarding |  |
| 3- Hiking/Backpacking  |  | 8- Shopping                     |  |
| 4- Restaurant/Bar/Club |  | 9- Camping                      |  |
| 5- Sightseeing         |  | 10- Golfing                     |  |

## Visits by Region



## Trip Length in BC

Average  
4.8 Nights



## Top Trends for Alberta

The 2017 economic forecast for Alberta is promising, yet the province is still in the process of recovering from its worst recession in more than 50 years. Alberta's gross domestic product (GDP) is forecasted to increase by 3.3 percent in 2017, regaining traction on the 3.8% decrease between 2015 and 2016.

Alberta residents have a positive impression of BC, and a strong majority indicate that they are actively considering BC for a future leisure trip. They have positive perceptions of BC's unique combination of ocean, mountains, and rainforest, and emotional connection with its natural wonders.

The depreciation of the Canadian dollar, relative to the US dollar, contributed to the share of domestic travel by Canadians.

Overnight travel to BC by Alberta travellers peaks in July and August, which is more than any other domestic market.

## Average Trip Spending per Person

\$479  
Per Person

|  |                             |       |     |
|--|-----------------------------|-------|-----|
|  | Food/Beverage               | \$158 | 33% |
|  | Accommodation               | \$140 | 29% |
|  | Private Vehicle             | \$77  | 16% |
|  | Public/Local Transportation | \$46  | 10% |
|  | Recreation/Entertainment    | \$41  | 8%  |
|  | Retail/Other                | \$17  | 4%  |

# SOURCES AND NOTES

This profile provides an overview of traveller and trip characteristics of overnight travellers from Alberta to British Columbia, unless otherwise noted.

## Sources

Destination British Columbia's Key Performance Indicators  
Consumer Research (2016)

Destination Canada's Global Tourism Watch (2016)

Statistics Canada's Travel Survey of Residents of Canada (TSRC) (2016)

Statistics Canada's Travel Survey of Residents of Canada (TSRC)  
(pooled 2014, 2015 & 2016)

## Notes

'Impression of BC' measures the share of travellers who had a positive impression (4 or 5 on a 5-point scale) of BC as a travel destination.

'Recommend BC' measures the likelihood of a traveller to recommend and refer a destination based on their experience using the Net Promoter Score methodology.

'Booking Method' measures the primary method of booking for Canadian travellers, not specifically travellers from Alberta.

'Transportation' and 'Top 10 Activities' are measures of travellers' use/participation during their trip, which may include destinations other than BC.

'Visits by Region' may not equal 100% as travellers can visit more than one region during their trip in BC.

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