



ALBERTA

MARKET OVERVIEW

Domestic Trips by Alberta Residents

11.0M

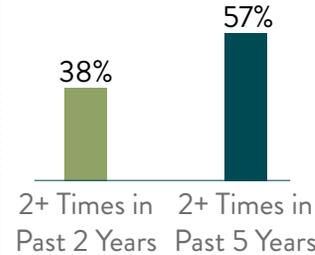
Overnight Trips by Alberta Residents in BC

2.4M (22%)

Total Spending in BC
\$1.4B

Alberta Residents are BC's
#2 Domestic Market

REPEAT VISITATION



IMPRESSION OF BC

88%

Positive Impression

RECOMMEND BC

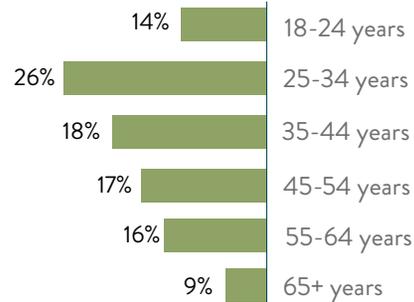
+63

Net Promoter Score

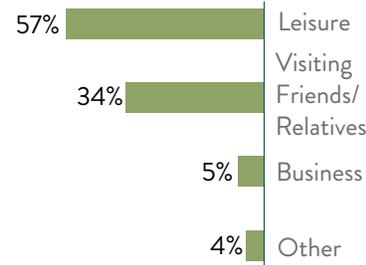
EXPLORER QUOTIENT



AGE



TRIP PURPOSE



MARKET INSIGHTS

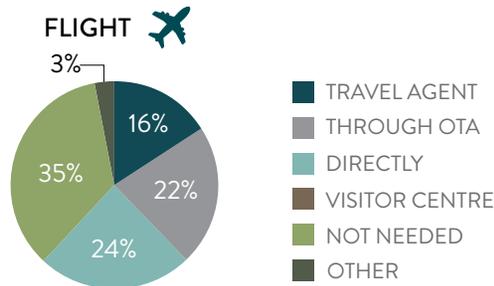
In 2015, Alberta residents accounted for 12% of BC's total overnight visitation. Accounting for 16% of all domestic visitation to BC, Alberta residents continued to be BC's second-largest domestic market.

TRAVEL PARTY SIZE

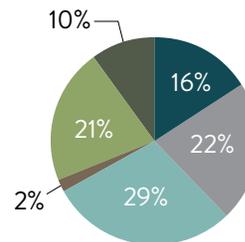


3.4 PEOPLE

BOOKING METHOD

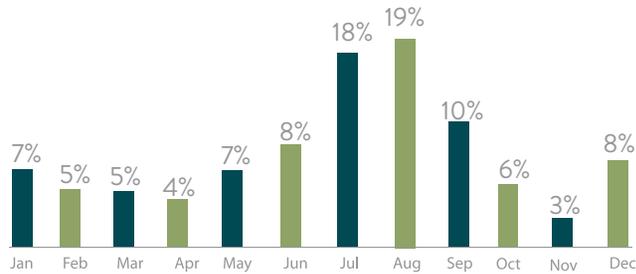


ACCOMMODATION



BC captured 22% of all domestic overnight travel by Alberta residents. This represents an estimated 2.4 million Alberta residents travelling to BC in 2015. They spent approximately \$1.4 billion tourism-related dollars in BC.

MONTH OF VISIT



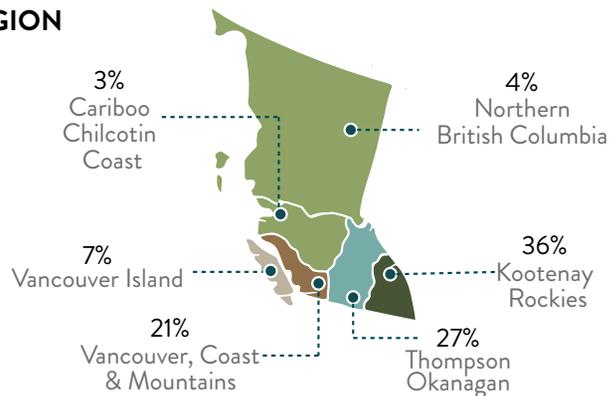
TRANSPORTATION

Car/Truck	71%
Commercial Aircraft	23%
Bus	1%
Camper/RV Train	1%
Ship/Ferry	0.4%
Other	0.1%
	4%

TOP 10 ACTIVITIES

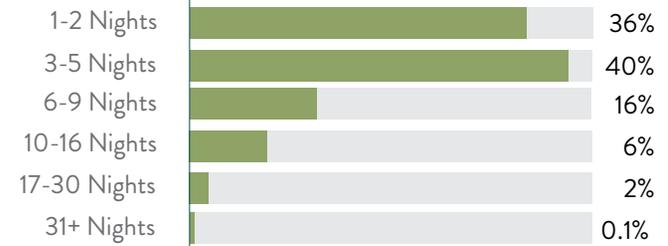
1- Hiking/Backpacking		6- Camping	
2- Beach		7- Golfing	
3- Visit Parks		8- Downhill Ski	
4- Visit Friends/Family		9- Wildlife Viewing	
5- Boating		10- Cycling	

VISITS BY REGION



TRIP LENGTH IN BC

AVERAGE
4.4 NIGHTS



TOP TRENDS FOR ALBERTA

Alberta's economy continues to decline. Fort McMurray fires further dampened the economy. The economy is expected to recover with an increase in oil and gas prices in 2017.

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

Alberta residents have well-developed perceptions of BC's appealing scenery and nature, and a strong emotional connection to the natural aspects of BC.

Overnight travel to BC by Alberta travellers peaks in July and August. During these months, overnight visitation by Alberta travellers is seen more than any other domestic market.

AVERAGE TRIP SPENDING PER PERSON

\$572
PER
PERSON



Accommodation	\$167	29%
Food/Beverage	\$152	27%
Private Vehicle	\$95	17%
Recreation/Entertainment	\$89	16%
Public/Local Transportation	\$39	7%
Retail/Other	\$30	5%

SOURCES AND NOTES

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

RESOURCES

Destination British Columbia's Key Performance Indicators Consumer Research (2014 & 2015)

Destination Canada's Global Tourism Watch (2015)

Statistics Canada's International Visitor Arrivals (2015)

Statistics Canada's Travel Survey of Residents of

Canada (TSRC) (pooled 2014 / 2015, 2014 & 2015)

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 British Columbia.

"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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