

Spring 4-7-2018

Travel Purposes and Preferences of Albertan Tourists Visiting British Columbia

Flynn Saunderson
flynnsaunderson@gmail.com

Follow this and additional works at: https://scholarworks.umass.edu/ttracanada_2018_conference



Part of the [Tourism and Travel Commons](#)

Saunderson, Flynn, "Travel Purposes and Preferences of Albertan Tourists Visiting British Columbia" (2018). *TTRA Canada 2018 Conference*. 14.

Retrieved from https://scholarworks.umass.edu/ttracanada_2018_conference/14

This Student Poster Presentation is brought to you for free and open access by the TTRA Canada at ScholarWorks@UMass Amherst. It has been accepted for inclusion in TTRA Canada 2018 Conference by an authorized administrator of ScholarWorks@UMass Amherst. For more information, please contact scholarworks@library.umass.edu.

Travel Purposes and Preferences of Albertan Tourists Visiting British Columbia

Flynn Saunderson
Bachelor of Tourism Management

Introduction

Tourism in British Columbia has been the largest contributor to BC's GDP (with the exception of oil and gas extraction) injecting \$7.9 billion dollars in BC's economy³. In terms of domestic travel, British Columbia sees the largest amount of trips made from Albertans with over 2.7 million trips made in 2016. In 2016, Albertans made up 65% of the domestic travel market to British Columbia from external provinces with Ontarians being the second largest provincial demographic at 22.1%.

It has been described that people travel for leisure in order to satisfy various motives¹. Motives have also been found to be destination or product specific where each destination has its own specific motivators⁴. Furthermore, motivation to travel has been noted as a more basic motive that drives someone's purpose of why they want to travel².

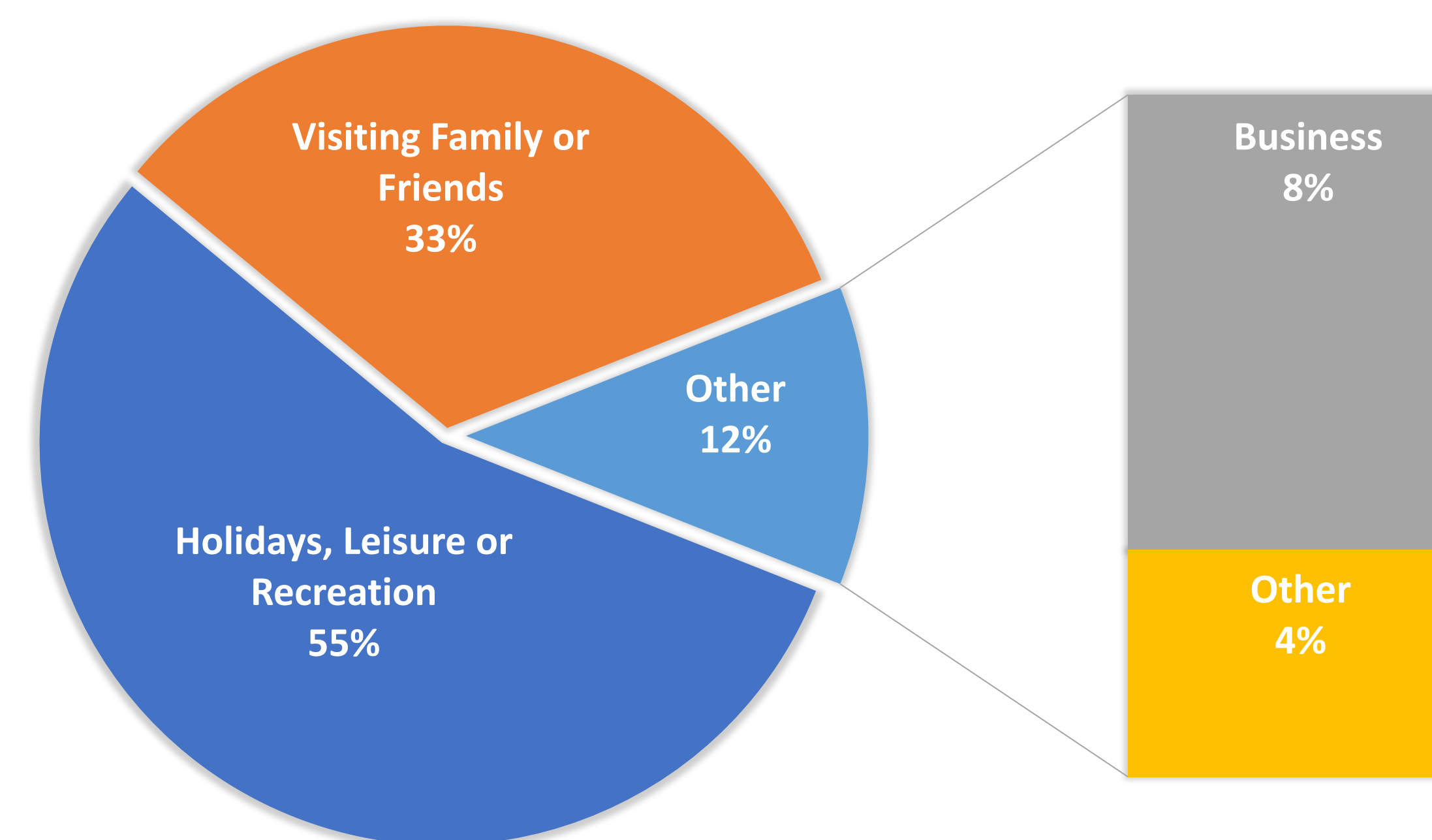
Methods

The Travel Survey of Residents of Canada (TSRC) data set was used in order to examine various information around Albertan tourists preferences and motivations for travel to and within British Columbia⁵. This survey was officially conducted by Statistics Canada and is a voluntary supplement to the Labour Force Survey⁴. The response rate for the TSRC was found to be 70% to 75% whereas the Labour force survey saw a 90% response rate⁴. The TSRC targeted the civilian, non-institutionalized population aged 18 years or older in Canada's ten provinces⁴. The TSRC specifically excluded residents of the Northwest Territories, the Yukon, Nunavut, persons living on Indian Reserves, full-time members of the Canadian Armed Forces, and persons living in institutions⁴. This was found to exclude less than 3% of the Canadian population⁴. The inclusion criteria used was only Albertans travelling to British Columbia for at least one night and for at least 40 kilometers which defines them as a tourist (n = 2728413).

Results

Analysis showed that 62% of Albertan Travelers go to areas outside major metropolitan areas such as Kelowna, Abbotsford, Vancouver and Victoria. Examining further into trip destination, analysis showed that the purpose to travel to metropolitan regions were predominately traveled to for the visitation of friends and relatives with Kelowna being the only statistical difference, with a small effect size, within travel motivations that has more visitation for the purposes of holidays, leisure or recreation (62.2%) $X^2(12, n = 2728412) = 483904.336, p < .01, V = .243$. Along with Kelowna, destinations outside of British Columbian metropolitan areas were predominately traveled to for the purpose of leisure travel. Analysis also found that Albertan travelers traveling to Abbotsford almost exclusively travel to visit friends and relatives (87%).

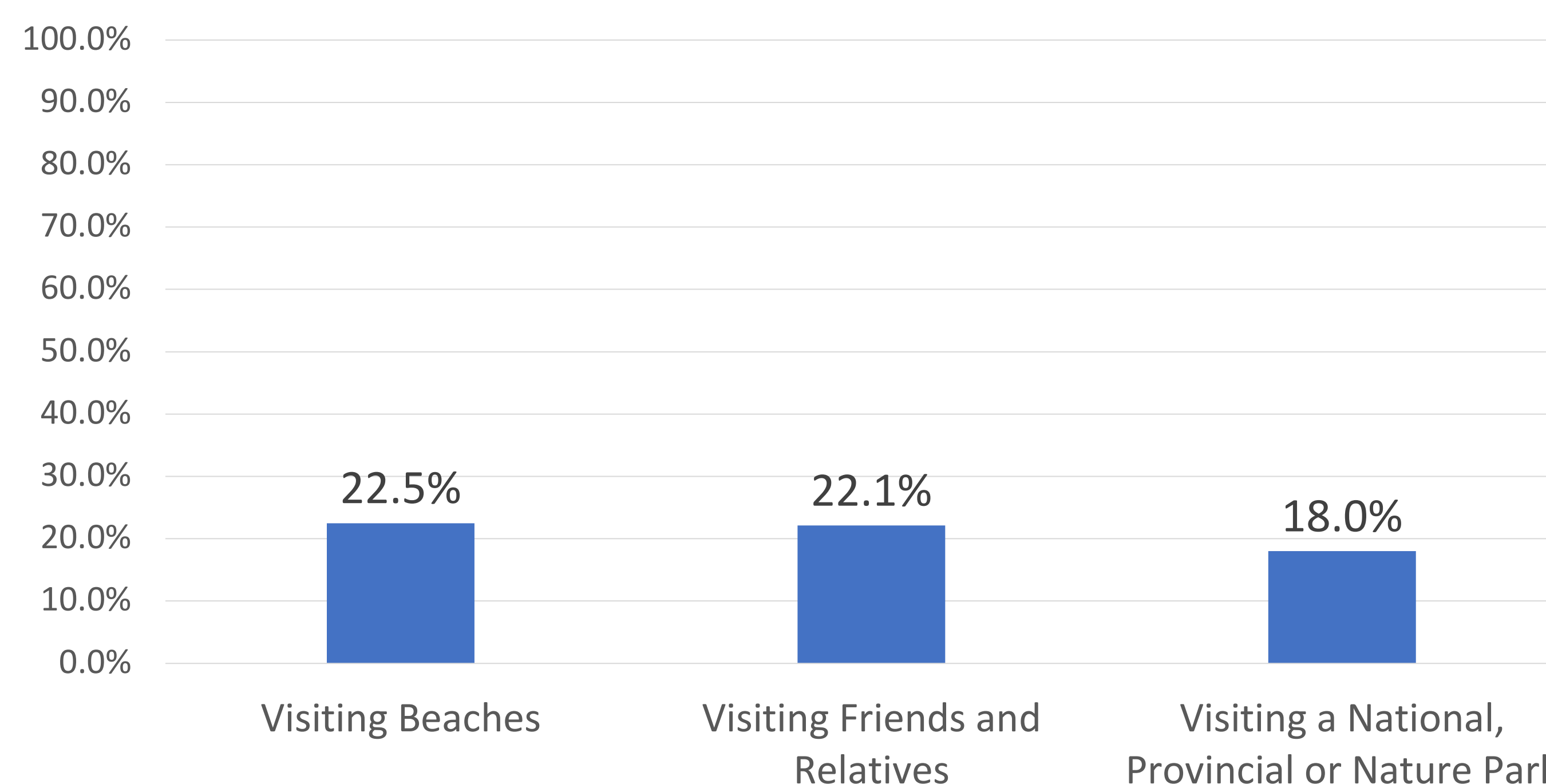
ALBERTANS PURPOSES FOR TRIPS TO B.C



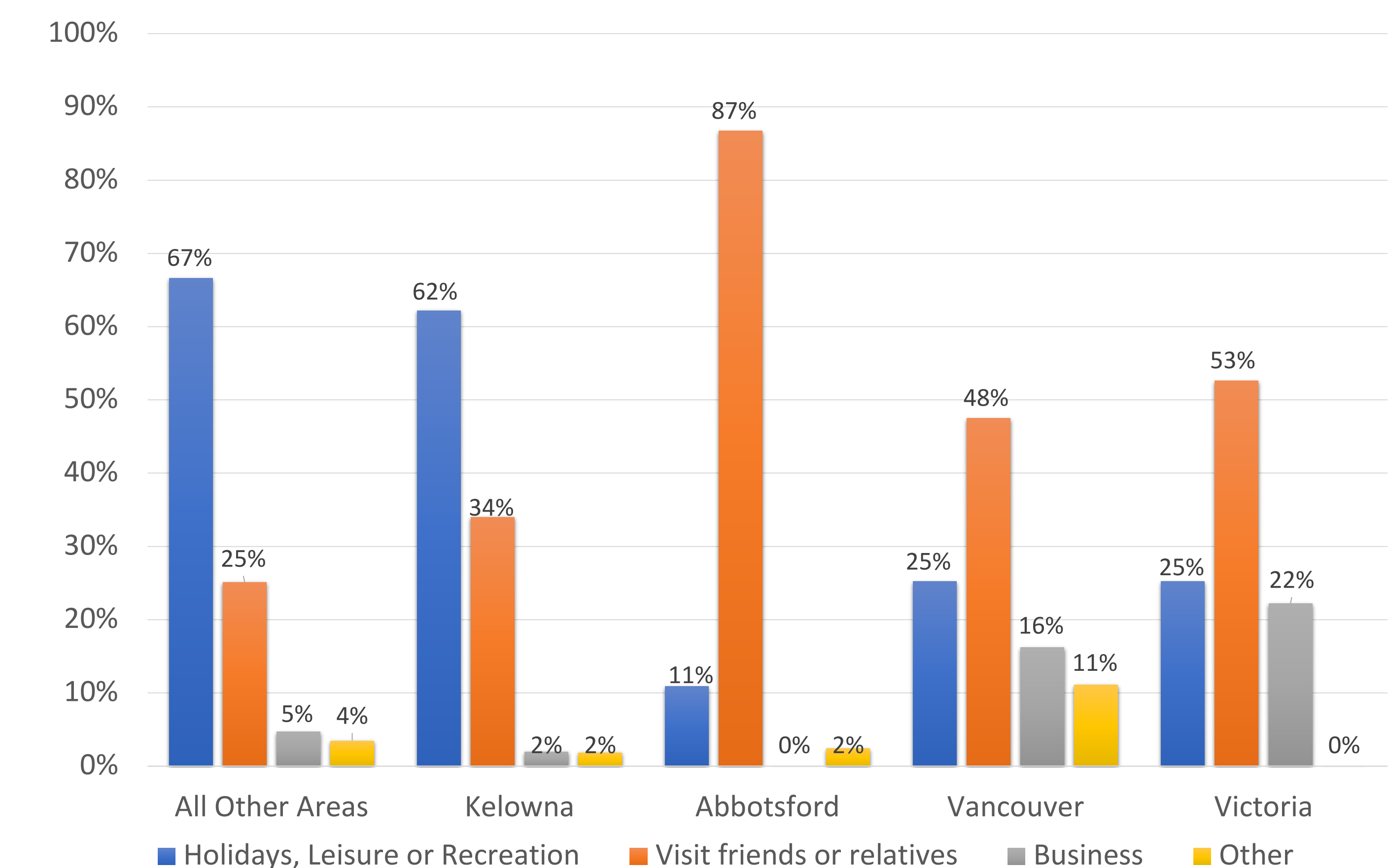
Further analysis found the top three activities Albertans engaged in while in B.C were going to beaches (22.5%), visiting friends and relatives (22.1%) and visiting a national/provincial or nature park (18%). On the other hand the three least engaged in activities by Albertans were going snowmobiling (1.7%), going ATVing (1.9%) and attending an aboriginal event/going hunting (2.2%).

Analyzing trip spending it was found that just over 50% of Albertans spend \$550 or more during a trip to B.C and 20% of Albertans spend over \$1070. Further analysis found that respondents who were motivated to travel for the purpose of leisure spent on average 35% more ($M = 889.03, SD = 968.922$) than respondents who traveled to visit friends and relatives ($M = 656.79, SD = 803.437$); $t(1587351) = 156.344, p < .01, D = .26$.

TOP ACTIVITIES ALBERTANS ENGAGE IN WHILE IN B.C



TRAVEL PURPOSES OF ALBERTANS WITHIN AREAS OF B.C



Conclusion

Analysis of Albertan travel to B.C has shown to be a major contributor to B.C's tourism sector with leisure travel and visitation of family or relatives being the main travel motivations for Albertans. Within these two main purposes of travel it was found that individuals spent 35% more when traveling for leisure travel rather than visiting family or relatives. When examining the entire Alberta travel market it was found that the top three activities for Albertans were going to beaches, visiting friends and relatives and visiting a national/provincial or nature park. Finally, Albertan travel to British Columbia represents over \$1.4 billion of new money injected into the B.C economy.

References

- Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408-424. 10.1016/0160-7383(79)90004-5
- Dann, G. M. S. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, 4(4), 184-194. 10.1016/0160-7383(77)90037-8
- Destination B.C. (2018). Value of Tourism 2016. Retrieved March 21, 2018, from [https://www.destinationbc.ca/getattachment/Research/Industry-Performance/Value-of-Tourism/Value-of-Tourism-in-British-Columbia-A-Snapsho-\(2\)/Value-of-Tourism-2016-Snapshot_FINAL.pdf.aspx](https://www.destinationbc.ca/getattachment/Research/Industry-Performance/Value-of-Tourism/Value-of-Tourism-in-British-Columbia-A-Snapsho-(2)/Value-of-Tourism-2016-Snapshot_FINAL.pdf.aspx)
- Statistics Canada. (2016). Microdata User Guide: Travel Survey of Residents of Canada.
- Statistics Canada (2017). Travel Survey of Residents of Canada. Retrieved from http://www23.statcan.gc.ca/imdb/p3Instr.pl?Function=assembleInstr&lang=en&Item_Id=348070
- Tourism Vancouver Island. (n.d.). Value of Tourism. Retrieved March 21, 2018, from <http://www.tourismvi.ca/get-informed/value-of-tourism/>
- Van der Merwe, P., Slabbert, E., & Saayman, M. (2011). Travel motivations of tourists to selected marine destinations. *International Journal of Tourism Research*, 13(5), 457-467. 10.1002/jtr.820