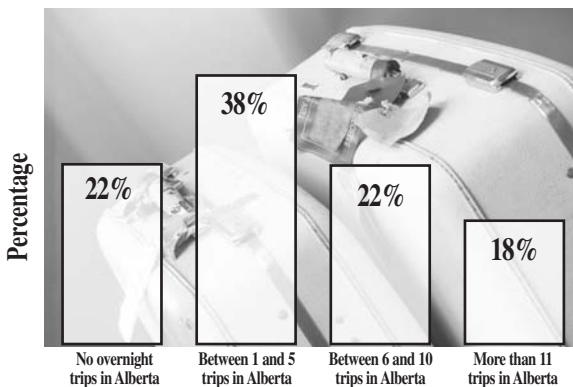


# Edmontonians' **poll station**

By **Linda Banister**

**A**nyone who has lived or visited our province can attest that Alberta is ripe with opportunity when it comes to leisure activities. From the great outdoors to the shopping malls, small prairie towns to large urban centres, Alberta seems to have a little bit of everything for everyone. So, in this month's *Poll Station*, we asked Edmontonians what they like to do and where they like to stay when they head out on a vacation.

## HOW MANY TRIPS WITHIN ALBERTA DO YOU TYPICALLY MAKE IN A YEAR?



Respondents indicated they make an average of eight overnight trips within Alberta each year. Specifically, almost one-quarter (22%) said they do not make any overnight trips, while 38 percent make between one and five trips, 22 percent make between six and 10 trips, and 18 percent make 11 or more trips.

On average, respondents annually make four trips of three days or more in a year within Alberta, or about one every three months. Over half of all respondents (53%) indicated they make between one and five trips. Thirteen percent make between six and 10 trips, while seven percent make 11 or more trips, and 27 percent do not make any trips of this duration.

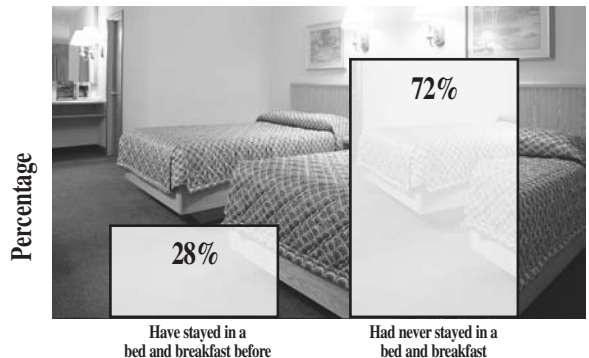
When asked what types of activities they like to participate in when they are on a trip, 34 percent indicated they enjoy Alberta's great outdoors by doing activities such as hiking or mountain biking. Twenty-five percent said they enjoy sightseeing or tourist activities, while another 25 percent enjoy camping. Other activities mentioned included visiting relatives (20%), relaxing (15%), working (12%), fishing (8%) and shopping (8%).

## WHAT TYPE OF ACCOMMODATIONS DO YOU TYPICALLY STAY IN WHEN TRAVELING IN ALBERTA?

Respondents were asked to indicate the type of accommodations they primarily stay in while traveling in Alberta. The majority prefers to stay in a motel or hotel (66%), while 28 percent like to stay

with friends or family, and 25 percent tend to stay at a campground. In addition, six percent like to stay at a bed and breakfast, and four percent stay at the family cabin.

## HAVE YOU EVER STAYED IN A BED AND BREAKFAST?



When respondents were asked if they have ever stayed in a bed and breakfast, 28 percent said they had, while the majority (72%) said they had not. Respondents who had stayed in a bed and breakfast were asked why they chose those accommodations. Thirty-six percent felt the prices were comparable to, if not less than, those at a hotel, while 32 percent preferred the service and atmosphere offered at a bed and breakfast, 21 percent enjoyed the opportunity to meet new people, and another 21 percent just liked the unique experience.

Those respondents who had not stayed in a bed and breakfast were asked why they had never considered staying at one. Most respondents (57%) indicated they had never required or even considered staying at a bed and breakfast, but instead opted for a hotel or other accommodation. Ten percent said B&Bs just don't appeal to them, while seven percent preferred the privacy of a hotel, and six percent felt the cost was too high.

The *Poll Station* surveyed 100 residents on the topic and, while the results of the research are not statistically reliable, they do provide a qualitative indication of what Edmontonians are thinking. ✓



*Linda Banister is a certified management consultant and the owner of Banister Research & Consulting Inc., a full service provider of market research and program evaluation services. If you have a question you would like included in the Edmontonians Poll, contact Linda at 780.451.4444 or e-mail at [research@banister.ab.ca](mailto:research@banister.ab.ca). For further information on the firm visit [banister.ab.ca](http://banister.ab.ca).*