

# Houston and Area

## TOURISM PROFILE

*REGIONAL DISTRICT OF BULKLEY-NECHAKO*



# HOUSTON & SURROUNDING AREA

## TOURISM PROFILE

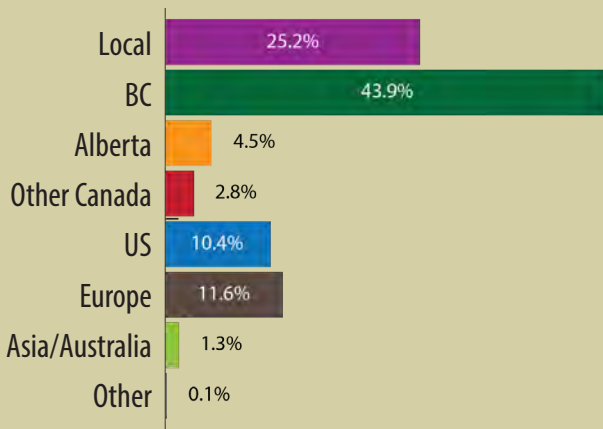


### HOUSTON VISITOR INFORMATION CENTRE STATISTICS

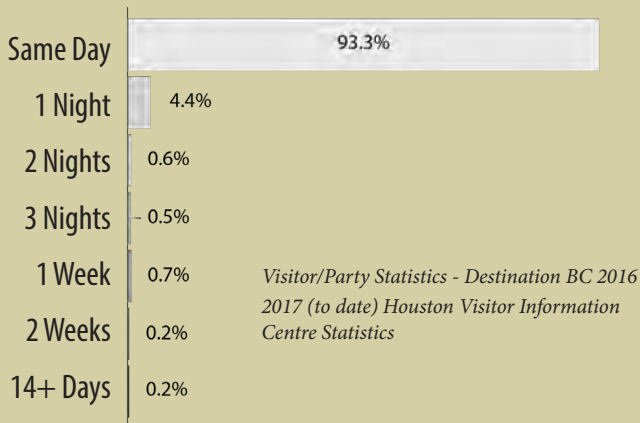
Visitors to the VIC: **12,301**      Parties to the VIC: **6,659**

Open: **Year Round**

#### Tourist Visiting the VIC (Tourist Origin)



#### Nights Spent in Community



Information Requested  
(top 3 topics)

Attractions/Tours  
**Maps/Directions**  
Site Facilities

Community Specific  
Information Requested  
(top 3 topics)

Registration/Drop-off  
**Internet**  
Fishing Information

### INDUSTRY STAKEHOLDERS

**District of Houston** – Supports the growth of tourism by recognizing its beneficial impact of the economy and setting a tourism objective and policies to reach this objective through its Official Community Plan. The District’s website also displays a tourism page to provide the public with information about the District.

**Regional District of Bulkley-Nechako** – In an effort to support the tourism industry, the RDBN has included tourism initiatives as part of their economic development strategies. Communities within the region are working together to attract visitors to the area through the Regional Tourism Working Group. The *Value of Tourism Study* was completed by the RDBN in 2017.

**Northern BC Tourism** – Represents the business and community tourism interests within the Northern British Columbia tourism region. Northern BC Tourism develops, coordinates and delivers tourism marketing programs on behalf of its stakeholders, while also working closely with travel media, and assisting tour operators and travel influencers with familiarization tours and itinerary planning.

**Visitor Information Centre** – Operated by the Houston & District Chamber of Commerce and is open year round, to provide both tourists and residents information regarding the municipality and surrounding area.

### KEY COMMUNITY GROUPS

- Houston Mountain Bike Association
- Houston Hikers Society
- Morice Mountain Nordic Ski Club
- Houston Snowmobile Club
- Upper Bulkley Stream Keepers
- Houston Farmers Market
- Rec Sites and Trails BC

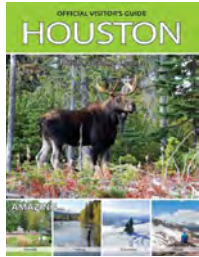
### TYPES OF ACCOMMODATION

- Hotels/Motels: **3**
- Campgrounds/Lodges in Surrounding Area: **4**
- Beds in community: **147**



## TOURISM INITIATIVES

*Houston Visitor Guide (2016)*



*Economic Development Strategy (2014)* – Strong support for tourism as an economic driver was found through the development of this strategy. The tourism sector was rated highly as an opportunity for economic development in Houston, with 64.4% of survey respondents identifying the sector as a key economic driver. As such, one of the five strategic objectives that emerged from the development of this strategy was to Expand Tourism Opportunities.

*Houston, Topley, Granisle Rural Official Community Plan (2011)* – An objective of the plan is to improve outdoor recreational opportunities that enhance the livability and tourism potential of the area. A goal specifically for Topley Landing is to improve local tourism facilities and services, and to limit the negative impacts associated with seasonal tourism peaks.

*Official Community Plan (2010)* – The District of Houston's OCP identified a number of strategies and actions related to tourism development that would help to diversify the local economy.



## ANNUAL EVENTS

- Pleasant Valley Days (May)
- Houston Mud Drags (June/July)
- Gospel Music Festival (July)
- Houston Drag Races (July/August)
- Annual Light Up Event (November or December)

## MAIN ATTRACTIONS

- Canada's Largest Fly Fishing Rod
- Phantom Grizzly Bear
- Steelhead Fishing in Morice River
- Morice Mountain Nordic Ski Trails
- Morice Lake Provincial Park
- China Knows Mountain
- Old Pines Nature Trail
- Barret Hat
- Nadina Mountain Provincial Park
- Telkwa Range (snowmobiling)

## REGIONAL DISTRICT OF BULKLEY-NECHAKO STATISTICS

The 2015 BC Tourism Industry generated 15.7 billion dollars in revenue overall.

Community	Overall Visitation	Annual Direct Visitor Expenditures
Regional District of Bulkley-Nechako	250,400	\$58,680,000
Smithers/Telkwa	124,100	\$28,730,000
Vanderhoof	35,300	\$10,220,000
Burns Lake	30,000	\$6,360,000
Granisle	5,900	\$1,420,000

Type of Visitor	Volume of Visitors
Fixed Roof (Hotel, Motel, B&B)	
Leisure	70,800
Business	39,100
RV & Campground	23,000
<b>Total Visitors in Commercial Accommodations</b>	<b>132,900</b>
Visiting Friends & Relatives (VFR)	20,200
Day Visitors	97,300
<b>Overall Visitation</b>	<b>250,400</b>

Type of Visitor	No. Visitors	Ave. Length of Stay (days)	Ave. Total Spend (per visitor per trip)	Totals
Leisure (commercial accommodation)	93,800	3.2	\$210	\$20,030,000
Business	39,100	5.4	\$630	\$24,550,000
Visiting Friends & Relatives (VFR)	20,200	4.5	\$210	\$4,170,000
Day Visitors	97,300		\$100	\$9,930,000
<b>Annual direct visitor Expenditures</b>				<b>\$58,680,000</b>

Statistics from the Regional District of Bulkley-Nechako 2017 Value of Tourism Study.



*The District of Houston offers a unique experience to both visitors and residents alike. The District of Houston attracts tourists from all around the world, as shown by Destination BC Statistics, who are looking to partake in the many opportunities it provides. So far for 2017, the District of Houston has seen 11,878 visitors at its Visitor Information Centre. The District has introduced many initiatives to increase tourism activity to bring more visitors to and increase resident participation within the municipality and surrounding area. By offering a variety of attraction and events, the District sees a vibrant number of tourist making it a destination stop on their travels.*

**CONTACT US**

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**SOCIAL MEDIA**



Houston & District Chamber of Commerce  
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