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SOCIAL MEDIA



Smithers Tourism
VisitBulkleyNechako



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Smithers and Area

TOURISM PROFILE

REGIONAL DISTRICT OF BULKLEY-NECHAKO

The Town of Smithers offers a unique experience to both visitors and residents alike. The Town attracts tourists from all around the world, as shown by Destination BC Statistics, who are looking to partake in the many opportunities it provides. In 2015, the Town of Smithers and Village of Telkwa combined saw 124,100 visitors and an annual direct visitor expenditures that totalled \$28,730,000.

The Town has introduced many initiatives to increase tourism activity to attract more visitors to and increase resident participation within the municipality and surrounding area. By offering a variety of attractions and events, the Town sees a vibrant number of tourists making it a destination stop on their travels.



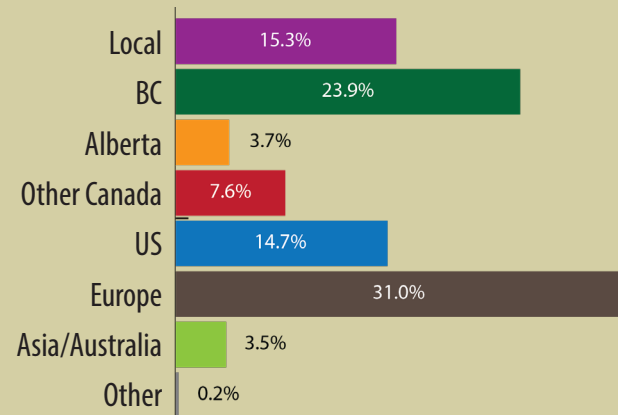
SMITHERS & SURROUNDING AREA

TOURISM PROFILE

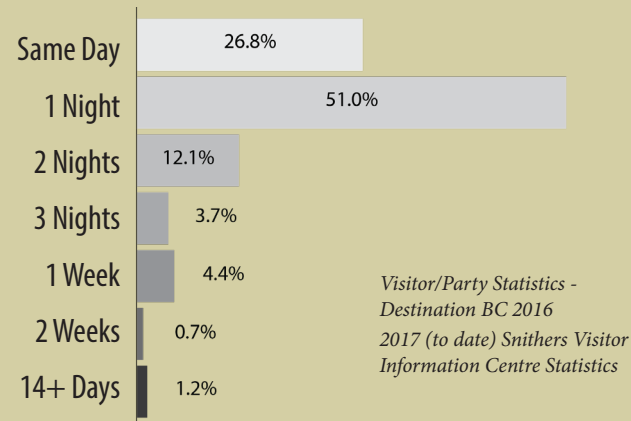
SMITHERS VISITOR INFORMATION CENTRE STATISTICS

Visitors to the VIC: **7,774** Parties to the VIC: **4,359**
 Open: **Year Round**

Tourist Visiting the VIC (Tourist Origin)



Nights Spent in Community



Visitor/Party Statistics - Destination BC 2016 2017 (to date) Smithers Visitor Information Centre Statistics

Information Requested (top 3 topics): Site Facilities, Maps/Directions, Adventure Recreation

Community Specific Information Requested (top 3 topics): Local Map, Internet, Highway 37

NUMBER OF TOURISTS VISITING SMITHERS/TELKWA **124,100***

*Value of Tourism Survey 2017



INDUSTRY STAKEHOLDERS

Tourism Smithers – Tourism Smithers is the Destination Marketing Organization for Smithers, creating and managing marketing programs. In addition Tourism Smithers provides assistance to travel media, travel trade and the film industry. Tourism Smithers manages the Smithers District Chamber of Commerce, which acts as a resource centre to assist visitors coming to the Town and the Region.

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 – NBCT 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. A key area of business for Northern BC tourism is Destination Development – assisting tourism businesses create and develop product, in order to further grow the tourism sector in this region.

TOURISM INITIATIVES

Smithers Tourism Brochure (2017) – Contains information specific to Smithers.

5 Year Strategic Tourism Plan (2017-2021) – The goal of the plan is to grow the tourism industry and increase visitation to Smithers by 20% by 2022.

Official Community Plan (2014) – The community has identified Tourism as an economic asset that provides year-round benefits for local businesses and community residents. The Plan calls for the future development of recreation, sport and trails infrastructure to enhance tourism opportunities.

Smithers Telkwa Rural Official Community Plan (2014) – Tourism is recognized as an increasingly important component of the local economy, and is recognized as a significant contributor. To increase tourism the plan states that bed and breakfasts and agritourism operations be supported along with the enhancement of outdoor recreation opportunities.

KEY COMMUNITY GROUPS

- Smithers Mountain Bike Association
- Bulkley Backcountry Ski Society – Hankin-Evelyn Backcountry Ski Area
- BC Rec Sites & Trails
- Smithers District Chamber of Commerce
- BV Museum & Historical Society
- Smithers Art Gallery
- Town of Smithers

TYPES OF ACCOMMODATION

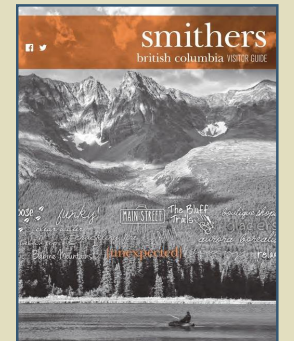
- Hotels/Motels: **10**
- Bed and Breakfast & Guest Houses: **16**
- Campgrounds/Lodges in Surrounding Area: **6**
- Beds in community: **427 rooms (Hotel) 22 beds (B&B) 22 rooms (Lodges & Guest Houses)**

ANNUAL EVENTS

- Extreme Everest Challenge (March)
- Schuss Boomer Downhill Ski Race (April)
- Midsummer Music Festival (July)
- Lawnchair Lounge/Music on Main (July and August)
- Bulkley Valley Exhibition and Rodeo (August)
- Fly Fishing Festival (September)
- Men's Northern Open Golf Tournament (September)
- Steelhead Paradise Events including Flyfishing Film Festival
- Wintergold Artisan Fair and Christmas in the Valley (November)

MAIN ATTRACTIONS

- Hudson Bay Mountain
- Twin Falls
- Crater Lake
- Driftwood Canyon
- Babine Mountains
- Smithers Art Gallery
- Bulkley Valley Museum
- Alpine Themed Main Street
- World renowned Steelhead Fishery
- Hankin-Evelyn Back Country Ski Area
- Mountain Bike Trails (Bluff, Pipers, and Ptarmigan Recreation Sites)



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
Total Visitors in Commercial Accommodations	132,900
Visiting Friends & Relatives (VFR)	20,200
Day Visitors	97,300
Overall Visitation	250,400

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
Annual direct visitor Expenditures				\$58,680,000

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