



The Village of Burns Lake offers a unique experience for both visitors and residents. The Village attracts tourists from across the globe. The visitors are looking to partake in the diverse activities available. In 2015, the area saw 30,000 visitors and direct expenditures of over \$6 million. The Village has introduced initiatives to increase tourist traffic. The area is seeing a growing number of tourists choosing to make the Lakes District a must stop destination.



CONTACT US

Village of Burns Lake

15 3rd Ave.
P.O. Box 570
Burns Lake, BC V0J 1E0
Phone 250-692-7587
Fax 250-692-3059
Email: village@burnslake.ca

Burns Lake Chamber of Commerce

P.O. Box 339
Burns Lake, BC V0J 1E0
Phone 250-692-3773
Email: manager@burnslakechamber.com

SOCIAL MEDIA



Village of Burns Lake
Burns Lake Visitor Centre
[VisitBulkleyNechako](#)

WWW

[Visit Burns Lake](#)
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[visitburnslake](#) (Burns Lake VIC)
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Burns Lake and Area

TOURISM PROFILE

REGIONAL DISTRICT OF BULKLEY-NECHAKO



Photo credit: Margus Riga

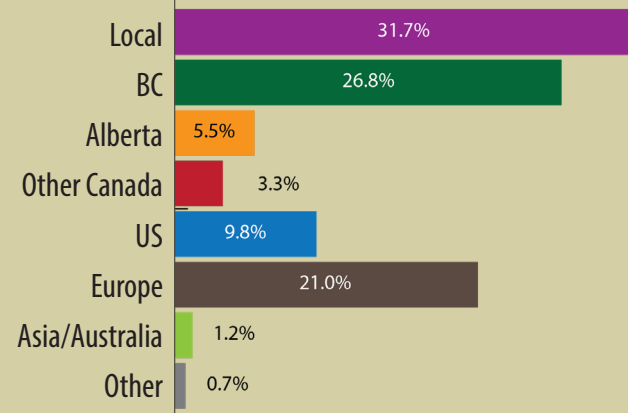
BURNS LAKE & SURROUNDING AREA

TOURISM PROFILE

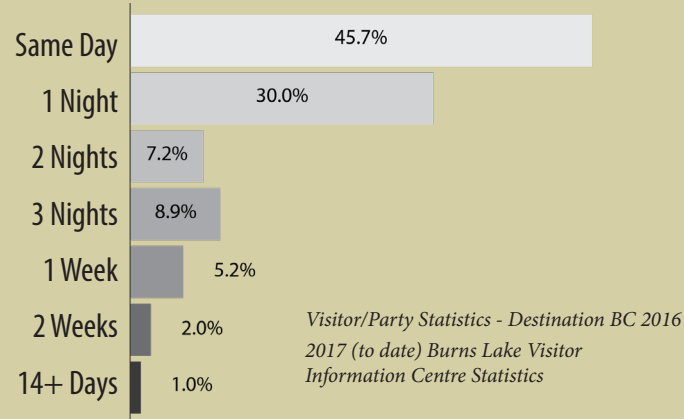
BURNS LAKE VISITOR INFORMATION CENTRE STATISTICS

Visitors to the VIC: **4,516** Parties to the VIC: **2,586**
 Open: **Year Round**

Tourist Visiting the VIC (Tourist Origin)



Nights Spent in Community

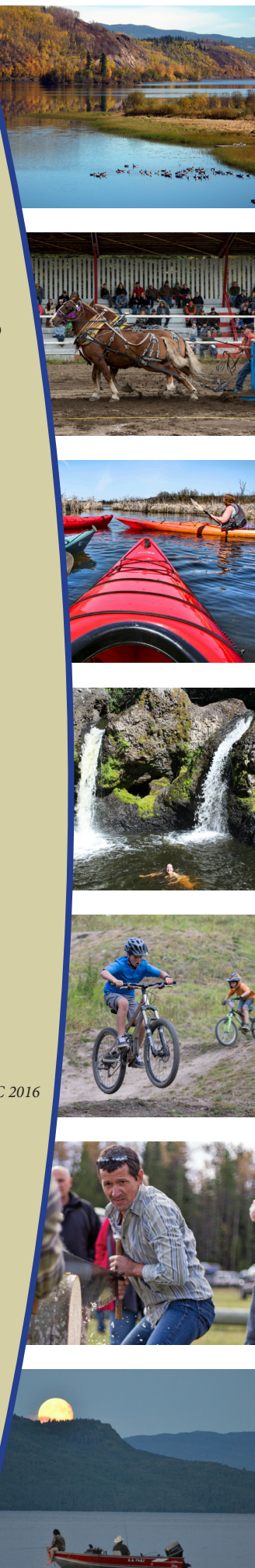


Information Requested (top 3 topics): **Maps/Directions**, **Site Facilities**, **Attractions/Tours**

Community Specific Information Requested (top 3 topics): **Fishing**, **Hiking**, **Camping**

NUMBER OF TOURISTS VISITING BURNS LAKE & AREA **30,000***

*Value of Tourism Survey 2017



INDUSTRY STAKEHOLDERS

Village of Burns Lake – Tourism is a natural fit for the community’s efforts to diversify the local economy. Easily accessible freshwater lakes are a haven for the outdoor enthusiast and lend well to future tourism investment. The volunteer-built, single-track mountain bike trails on Boer Mountain have gained an international following. As more national and international tourists are choosing to vacation in the Lakes District the greater the importance is being placed on the value of the tourism industry in the community.

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.

Visitor Information Centre – Operated by the Chamber of Commerce with funding from the Village of Burns Lake and the RDBN. Open year round, the centre provides tourists and residents with information regarding Burns Lake and the surrounding Lakes District. The Visitor Information Centre also provides training and networking opportunities for tourism operators.

KEY COMMUNITY GROUPS

- Burns Lake Mountain Biking Association
- Burns Lake and District Chamber of Commerce
- Lakes Outdoor Recreation Society
- Burns Lake Snowmobile Club
- Lakes Artisan Centre
- Lakes District Folk Music Society
- Lakes District Fall Fair Association
- Omineca Ski Club
- Lakes District Arts Council

TOURISM INITIATIVES

Burns Lake Tourism Guide (2017) – A free booklet on activities in the area.

Official Community Plan (2016) – The OCP recognizes the community’s unique natural setting and the recreation and tourism opportunities related specifically to outdoor tourism. Tourism related services are an important source of employment within Burns Lake, and tourism was identified as one of two key opportunities to further diversify the local economy.

Economic Development Strategic Plan (2016) – Tourism sector development was one of the four priorities listed in the department’s Strategic Plan. The importance of the tourism sector will continue to grow as the industry develops in the region.

Community Tourism Plan (2012) – The overall goal of the plan is to increase tourism to the area in order to diversify the local economy and achieve greater economic prosperity in a sustainable manner.

Burns Lake Rural and Francois Lake Official Community Plan (2009) – Tourism, along with ranching and government services, were recognized as significant contributors to the local economy. An objective of the plan is to improve outdoor recreational opportunities that enhance the livability and tourism potential of the area.

TYPES OF ACCOMMODATION

- Hotels/Motels: **4**
- Campgrounds: **1 municipal campground**
- Bed & Breakfast: **1**

ANNUAL EVENTS

- Cold Smoke Snowmobile Drags (Feb)
- Lakes District Festival of the Performing Arts (April)
- Lakes District Kennel Dog Club Show (May)
- Grassy Plains Mud Bogs (May)
- 1,000 Yard Shoot (June)
- Hay Fever Music Festival (July)
- Big Pig Mountain Bike Festival (August)
- Lakes District Fall Fair (September)
- Children’s Halloween Parties – Trout Creek and Lakeside Multiplex (October)
- Parade of Lights (November)

MAIN ATTRACTIONS

- Kager Lake Recreation Area
- Boer Mountain Bike Trails
- Nourse Creek Falls
- Eveneshen Trail
- Rod Reid Trail
- Red Hills Trail
- Free Municipal Campground
- Lakeside Multiplex rock climbing, squash, fitness centre
- Burns Lake Museum
- Heritage Building Walking Tour
- Foxy Canyon
- China Nose Mountain
- Spirit Square
- Kinette Park

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.