



# Vanderhoof and Area

## TOURISM PROFILE

REGIONAL DISTRICT OF BULKLEY-NECHAKO



### CONTACT US

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### Vanderhoof Community Museum and Visitor Centre

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### SOCIAL MEDIA



District of Vanderhoof  
Vanderhoof Community Museum  
and Visitor Centre  
VisitBulkleyNechako



District of Vanderhoof  
Vanderhoof Community Museum  
Love Vanderhoof  
Visit Bulkley Nechako



districtofvanderhoof  
visitbulkleynechako



Visitbulkleynechako



#visitbulkleynechako

*The District of Vanderhoof offers a unique experience to both visitors and residents alike. The District of Vanderhoof 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 District of Vanderhoof saw 35,300 visitors and an annual direct visitor expenditures that totalled \$10,220,000. 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.*



# VANDERHOOF & SURROUNDING AREA

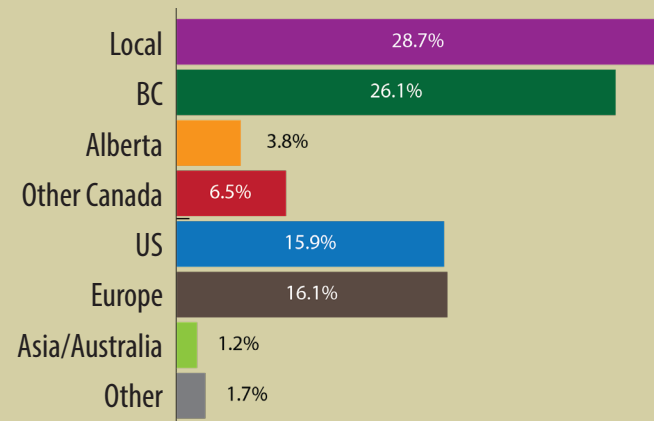
## TOURISM PROFILE

### VANDERHOOF VISITOR INFORMATION CENTRE STATISTICS

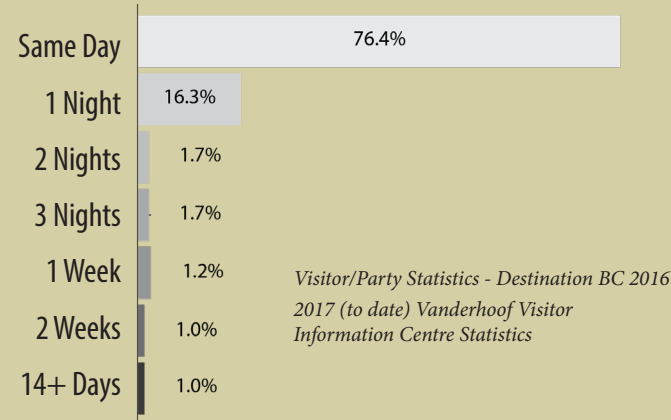
Visitors to the VIC: **6,916** Parties to the VIC: **4,118**

Open: **May to October**

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



#### Nights Spent in Community

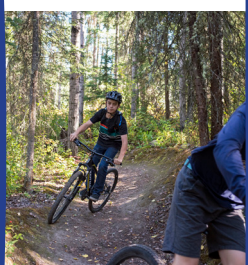
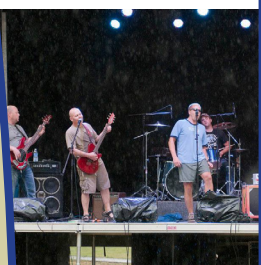


Visitor/Party Statistics - Destination BC 2016  
2017 (to date) Vanderhoof Visitor Information Centre Statistics

Information Requested (top 3 topics):  
 Maps/Directions  
 Attractions/Tours  
 Accommodations

NUMBER OF TOURISTS VISITING  
 VANDERHOOF **35,300\***

\*Value of Tourism Survey 2017



## INDUSTRY STAKEHOLDERS

**District of Vanderhoof** – The Community Development department specifically focuses on tourism and marketing initiatives to promote Vanderhoof. The community guides and brochure offer a thorough insight into the amazing opportunities for visitors and residents in and around the Vanderhoof area. The Vanderhoof Community Museum & Visitor Centre is open seasonally to assist in planning your adventure.

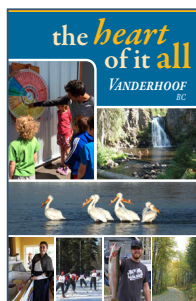
**Regional District of Bulkley-Nechako** – In an effort to support the tourism industry, the RDBN has included tourism initiatives as part of their economic development strategies. Communities within the region are working together to attract visitors to the area through the Regional Tourism Working 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 District of Vanderhoof, is open seasonally, from May – October, to provide both tourists and residents information regarding the municipality and surrounding area.

## TOURISM INITIATIVES

*Vanderhoof Tourism Brochure (2017)*



**Branding & Marketing Plan (2017)** – The District is currently working on a rebranding project that will produce a new look and feel for the town. A Strategic Marketing Plan and new website will be developed in 2018.

**Official Community Plan (2014)** – The OCP recognizes tourism as one of the main four economic contributors to the local economy. The plan's tourism related objective is to increase the number of visits to the community.

## KEY COMMUNITY GROUPS

- Rip'N the North Bike Club
- Nechako Valley Historical Society
- Rec Sites and Trails BC
- Nechako Valley Sporting Association
- Nechako Healthy Community Alliance
- Vanderhoof Seniors Connected
- Nechako White Sturgeon Recovery Initiative
- Nechako Community Arts Council

## TYPES OF ACCOMMODATION

- Hotels/Motels: **5**
- Bed and Breakfast & Guest Houses: **2**
- Campgrounds/Lodges in Surrounding Area: **14**

## ANNUAL EVENTS

- Rodeo (April)
- Wild Goose Chase (May)
- Juvenile Sturgeon Release (May)
- Hooterville Hoot (June)
- Canada Day Celebrations (July)
- Mary John Walk (July)
- Vanderhoof Airshow (August)
- Nechako Valley Exhibition (August)
- Great Pumpkin Walk (October)
- Parade of Lights (December)

## MAIN ATTRACTIONS

- Nechako River Migratory Bird Sanctuary
- Vanderhoof Community Museum
- Rip'N the North Bike Park
- Nechako White Sturgeon Conservation Centre
- Greer Creek Falls
- Sinkut Mountain
- Kenney Dam
- Cheslatta Falls
- Vanderhoof Interpretive Community Nature Trail Loop
- Heritage Museum, Stoney Creek, Riverside, McLeod Wetland

## 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.