



Telkwa and Area

TOURISM PROFILE

REGIONAL DISTRICT OF BULKLEY-NECHAKO

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SOCIAL MEDIA



Village of Telkwa
VisitBulkleyNechako
Telkwa: Where Rivers Meet



Village of Telkwa
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The Village of Telkwa offers a unique experience to both visitors and residents. The Village attracts an increasing amount of tourists from all around the world 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 annual direct visitor expenditures that totalled \$28,730,000. Telkwa has introduced many initiatives to increase tourism activity, attract visitors, and strengthen the community fabric within the municipality and surrounding area. By offering a variety of attractions and events, the Village sees a vibrant number of tourists making it a destination stop on their travels.



Telkwa



TELKWA & SURROUNDING AREA

TOURISM PROFILE



INDUSTRY STAKEHOLDERS

Village of Telkwa – Supports the growth of tourism by recognizing its beneficial impact on the economy and setting a tourism objective, coupled with policies to reach this objective through its Official Community Plan.

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 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.

TOURISM INITIATIVES

Smithers Telkwa Rural Official Community Plan (2015) – Tourism is valued as an increasingly important component and is recognized as a significant contributor to the local economy. To increase tourism the plan states that bed and breakfasts and agritourism operations be supported along with the enhancement of outdoor recreation opportunities.

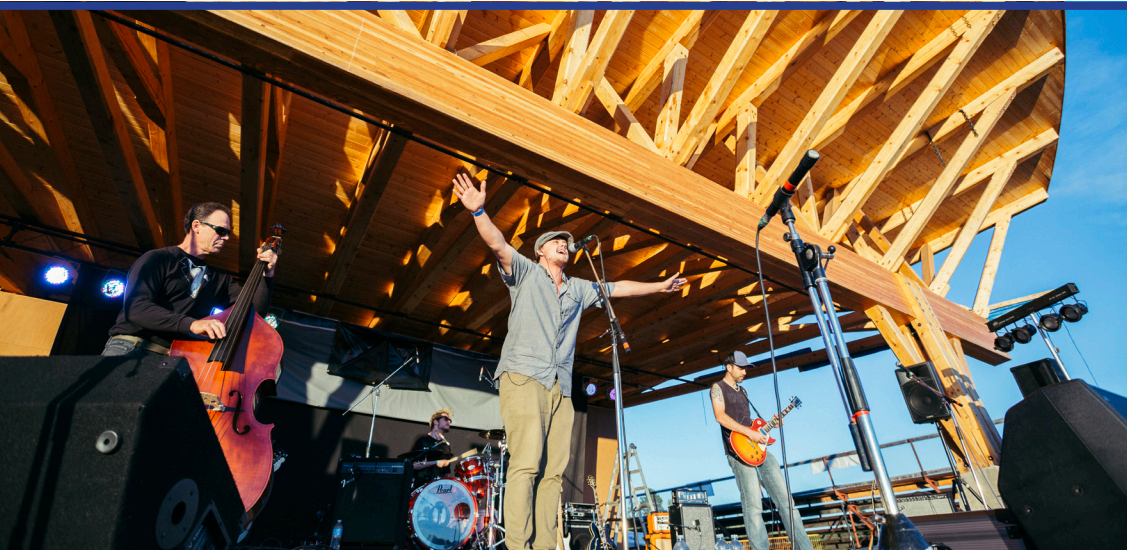
Official Community Plan (2011) – The Official Community Plan, adopted in 2011, recognizes opportunities for economic growth through tourism while setting an objective for tourism development in the Village of Telkwa.

KEY COMMUNITY GROUPS

- Smithers District Chamber of Commerce
- Snowmobile Association
- Bulkley Valley Backpackers
- Bulkley Valley Kinsmen
- Telkwa Community Initiatives Society

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

**Value of Tourism Survey 2017*



TYPES OF ACCOMMODATION

- Hotels/Motels: 2
- Campgrounds/Lodges in Surrounding Area: 2
- Beds in Community: 12

ANNUAL EVENTS

- Music in the Park (June-September)
- Canada Day Celebration & Parade (July)
- Tyhee Lake Triathlon (July)
- Telkwa Barbecue Demolition Derby & Baseball Tournament (September)
- Halloween Fireworks (October)
- Remembrance Day (November)
- Telkwa Community Christmas Dinner (December)

MAIN ATTRACTIONS

- Telkwa Museum
- Telkwa Community Hall & BBQ Grounds
- Telkwa Salmon Trails
- Telkwa Historic Walking Tour
- Telkwa Reading Room
- Riverside Recreation Centre
- Tyhee Lake Provincial Park
- Dockrill Memorial Outdoor Skating Rink
- Fly-fishing and Watersports on the Telkwa and Bulkley Rivers

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.