

Regional District of Bulkley-Nechako

TOURISM PROFILE



REGIONAL DISTRICT OF BULKLEY-NECHAKO

TOURISM PROFILE

2015 STATISTICS FOR THE RDBN

Overall visitation: 250,400

Annual direct visitor expenditures: \$58,680,000

2017 Value of Tourism Study.

KEY ACTIVITIES THAT BRING PEOPLE TO NORTHERN BC

- Visiting friends and family
- Sightseeing
- Nature and wildlife viewing

DestinationBC's 2012 In Market Research Report.



REGION WIDE TOURISM INITIATIVES

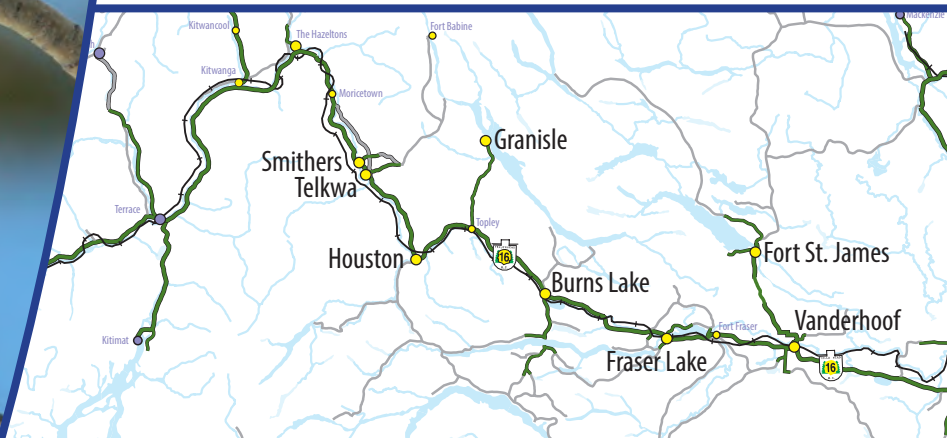
Regional District of Bulkley-Nechako

- **Regional Tourism Working Group** representatives from member municipalities' assist the RDBN with regional tourism initiatives
- **Regional Economic Development Action Plan**, adopted in 2014, identifies regional tourism experiences as a tourism product that is beneficial to the regional economy. The Action Plan also states that a growth in the Tourism Industry is seen as a way to diversify the economy.
- **VisitBulkleyNechako.com** acts as an information portal to help visitors with their trip planning and residents with activity planning. Also includes social media accounts, tourism brochures, and advertising for VisitBulkleyNechako.

Northern BC Tourism continuously promotes tourism in the Northern British Columbia Region as a whole through development, media and marketing.

Destination BC works collaboratively with tourism stakeholders across the province to coordinate tourism marketing at the international, provincial, regional and local levels, and to support regions communities and Aboriginal people in developing or expanding tourism experiences, businesses and jobs

Municipalities within the RDBN, in an effort to support the tourism industry, communities within the RDBN have included tourism initiatives as part of their economic development strategies and Official Community Plans.





HOW TOURISTS ACCESS THE REGION

Highways

Highway 16 is the major highway that runs through six of the municipalities. Fort St. James is accessed via Highway 27 and Granisle via Highway 118.

Bus

Greyhound – Route stop for the Greyhound Bus Service.

Community Bus – Bulkley Nechako Regional Transit System goes from Smithers to Burns Lake, and Burns Lake to Prince George.

Airports

Smithers Regional Airport (Air Canada, Central Mountain Air, Northern Thunderbird Air)

Charters Vanderhoof Regional Airport, Burns Lake Regional Airport, and Houston Regional Airport.

Railways

VIA Rail Jasper to Prince Rupert Train.

Transportation	2013	% Change (2012-2013)
Airport passengers		
Fort St. John	186,045	37%
Prince George	426,709	2%
Smithers	79,872	2%
Alaska Ferry passengers	254,437	-3%
BC Ferries passengers		
Route 10/40	43,104	-4%
Route 11	37,636	6%
Highway traffic volume		
Highway 16	824,000	6%

DesitinationBC (2014) identified means on how tourists arrive in northern BC.



RDBN SURVEY

The RDBN conducted a survey to gain in depth knowledge of our visitors and their behaviour when visiting the region. There were **889** respondents to the survey.

Surveys Collected From	Abbr.	Responses
Vanderhoof & Area	V	131
Fort St. James & Area	FJ	97
Fraser Lake & Area	FL	53
Burns Lake & Area	BL	97
Granisle & Area	G	102
Houston & Area	H	104
Telkwa & Area	T	70
Smithers & Area	S	185
Online	All	53

Visitor Behaviour by Location	Place	Responses
Accommodations Across the Region	All	212
Granisle Visitor Centre	G	68
Online	All	53
Vanderhoof Air Show	V	51
M.O.M Music Festival	FJ	49
Midsummer Music Festival	S	49
Houston Visitor Information Centre	H	42
Telkwa Derby	T	42
Bulkley Valley Exhibition	S	41
Burns Lake Sports Stores	BL	35
Smithers Visitor Information Centre	S	30
Vanderhoof Visitor Information Centre	V	28
Nechako Valley Exhibition	V	27
Burns Lake Visitor Information Centre	BL	21
Houston Drag Races	H	19
Fort St. James National Historic Site	FJ	19
Fort St. James Visitor Information Centre	FJ	17
Fort Fraser Caboose	FL	17
White Swan Music Festival	FL	16
Lakes District Fall Fair	BL	14
Big Pig Mountain Bike Festival	BL	13
Grassy Plains Music Festival	BL	11
Telkwa Museum	T	10



VISITOR ORIGIN

The results of the 2016 RDBN Survey demonstrate the origin of tourists visiting the RDBN. The results show that Canadian tourists are more likely to visit the region.

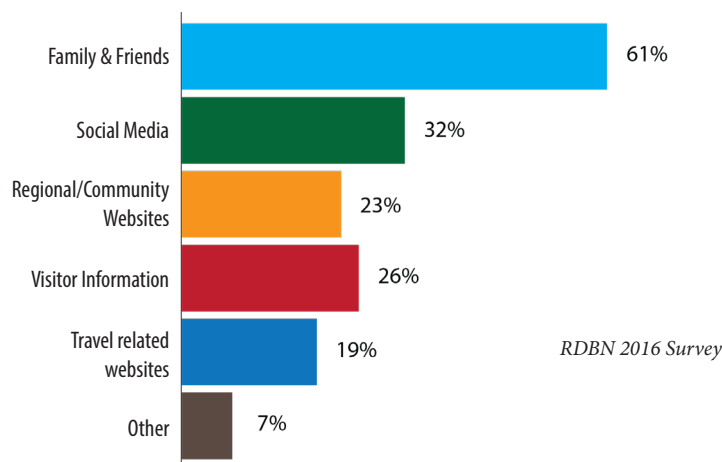
Place	Responses
British Columbia	528
Alberta	62
Saskatchewan	2
Manitoba	4
Ontario	23
Quebec	3
Nova Scotia	1
New Brunswick	1
Yukon	7
United States	48
Europe	33
Australia	2
Laos	2
New Zealand	1
Venezuela	1

DestinationBC (2014) statistics that identify the origins of tourists to Northern BC.

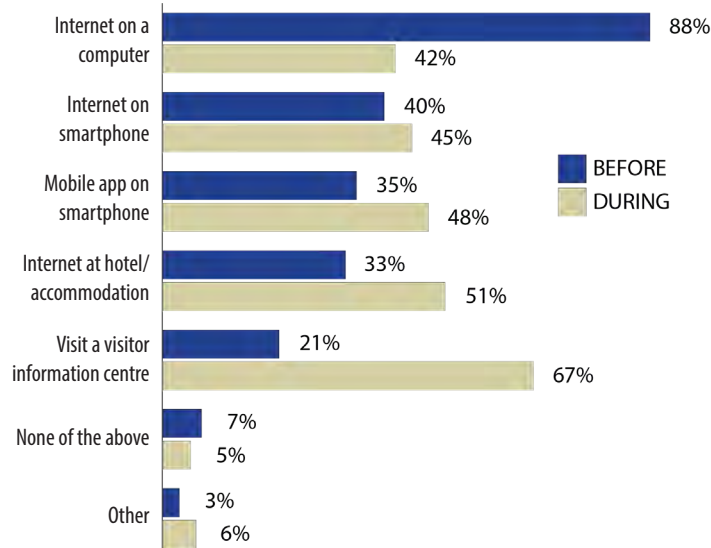
Top five markets of origin (2012)	Share of Northern BC	
	Visitation	Spending
1. British Columbia	69%	55%
2. Alberta	13%	20%
3. Alaska	2%	1%
4. Germany	1%	2%
5. California	1%	4%

INFORMATION SOURCES FOR VISITORS

The results below demonstrate how visitors acquired knowledge about the Region before and during their trip.



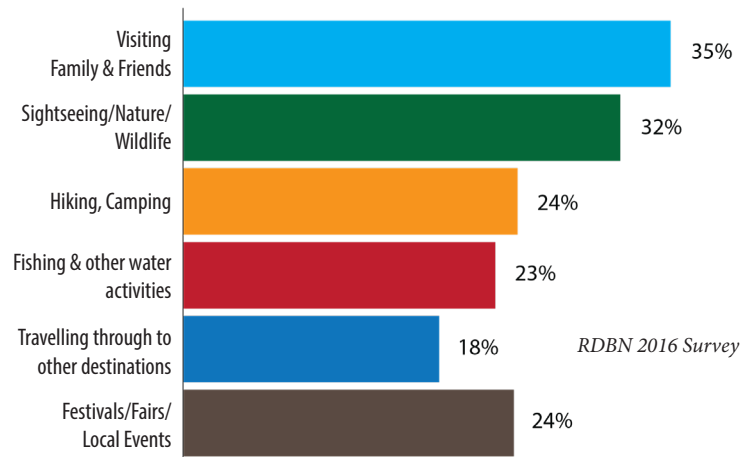
Destination BC (2012) statistics showing where those visiting northern BC received information about the region from.



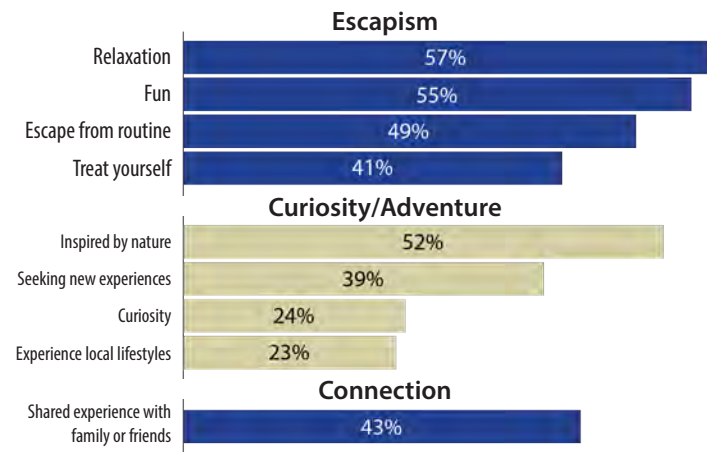


MAIN PURPOSE OF TRAVEL

The results below demonstrate the main purpose of visitors who are coming to the Region.

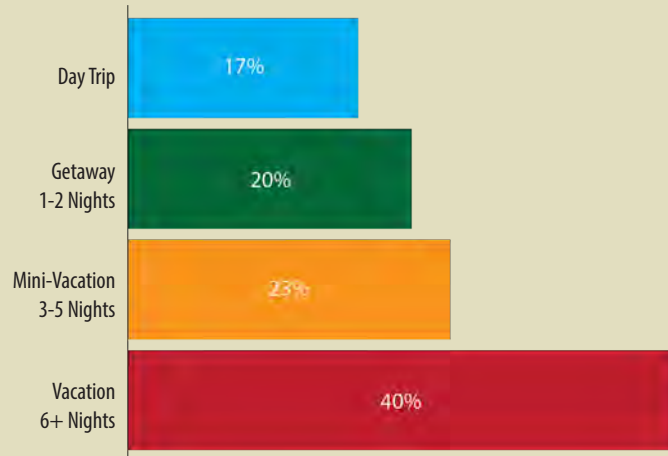


Destination BC (2012) statistics demonstrating the main purpose of those traveling to northern BC.



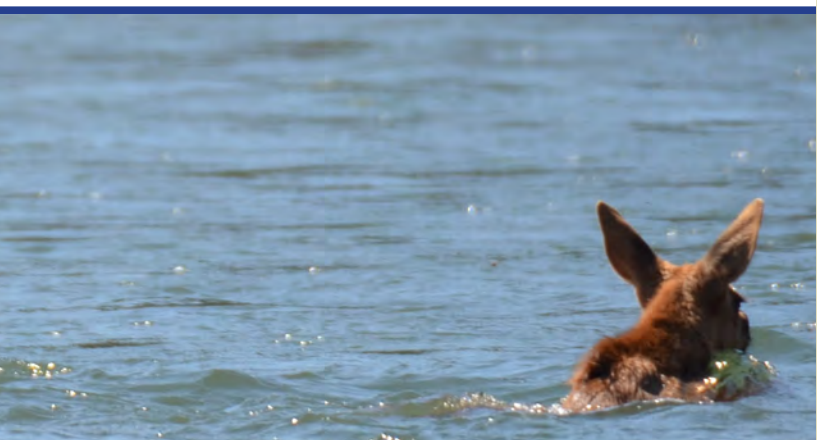
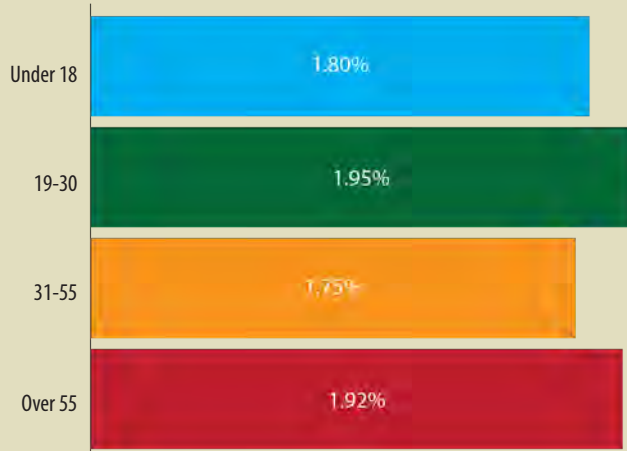
DURATION OF TRAVEL

The results below demonstrate the average amount of time visitors spend in the Region during their trip. The results indicated that a majority of visitors spend upwards of 6 nights in the Region.



AVERAGE AGE OF VISITORS

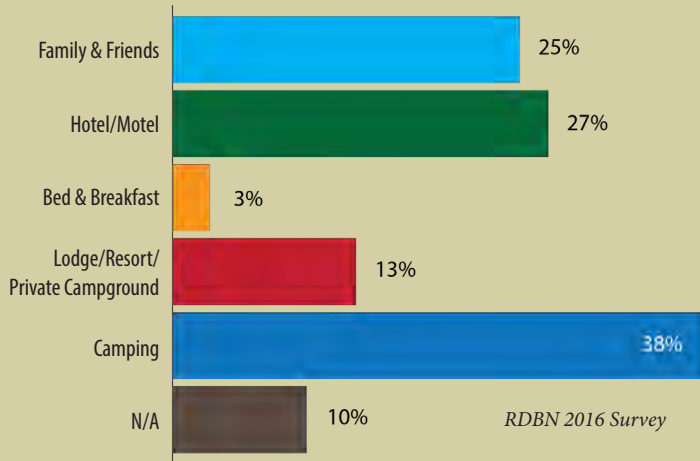
The results below demonstrate the average age of visitors that come to the Region. The results indicate that there is not one dominant age demographic visiting the Region.





PRIMARY ACCOMMODATIONS

The results below demonstrate where a visitor is most likely to stay if in the Region overnight or for multiple days.

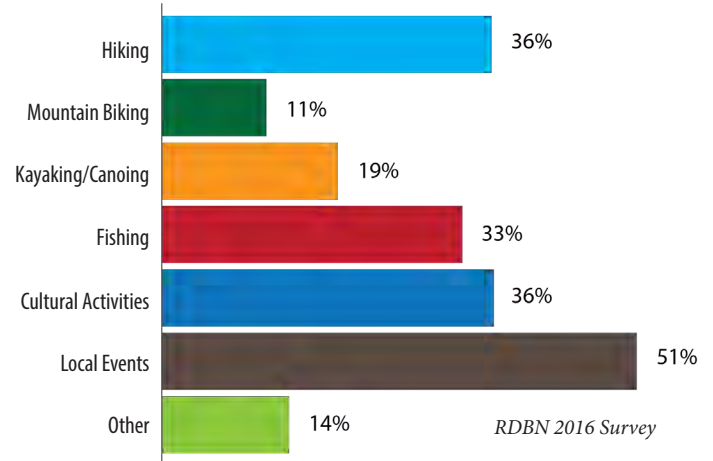


DestinationBC (2014) statistics showing primary accommodation for those visiting Northern BC.

Primary Accommodation	BC Resident	Other Canadian	US Resident	Other International
Friends and Family	47%	60%	17%	47%
Hotel	16%	10%	25%	32%
Motel	6%	1%	13%	4%
Other Commercial Fixed Roof	11%	4%	14%	6%
Camping/RV Parks	11%	4%	30%	11%

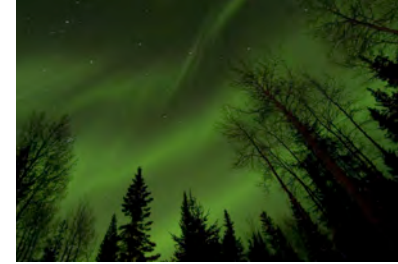
ACTIVITIES PARTICIPATED IN

The results below demonstrate the most popular activities that visitors participate in when coming to the Region.



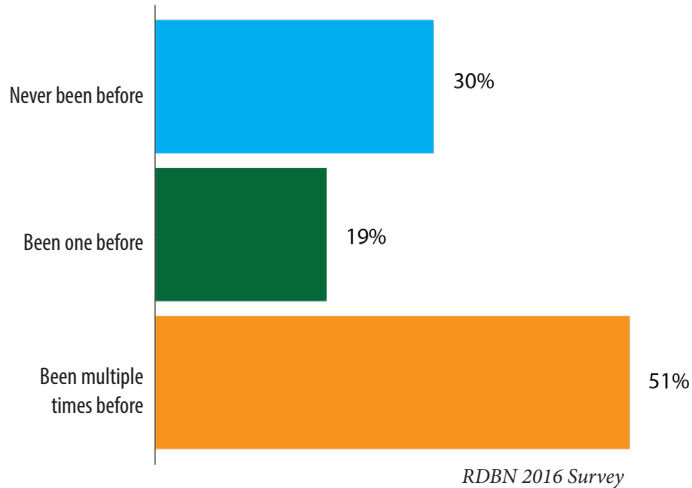
DestinationBC (2014) statistics showing activities participated in by those visiting Northern BC.

	BC Resident	Other Canadian	US Resident	Other International
1 Beach		National, provincial or nature park	Historic site	National, provincial or nature park
2 Camping		Hiking or backpacking	National, provincial or nature park	Historic Site
3 Hiking or backpacking		Camping	Camping	Museum or art gallery
4 National, provincial or nature park		Boating/canoing/kayaking	Museum or art gallery	Camping
5 Wildlife viewing or bird watching		Beach	Fishing	Zoo or aquarium



PREVIOUS VISITATION TO THE REGION

The results below show that approximately half of the respondents have visited the Region before on multiple occasions.



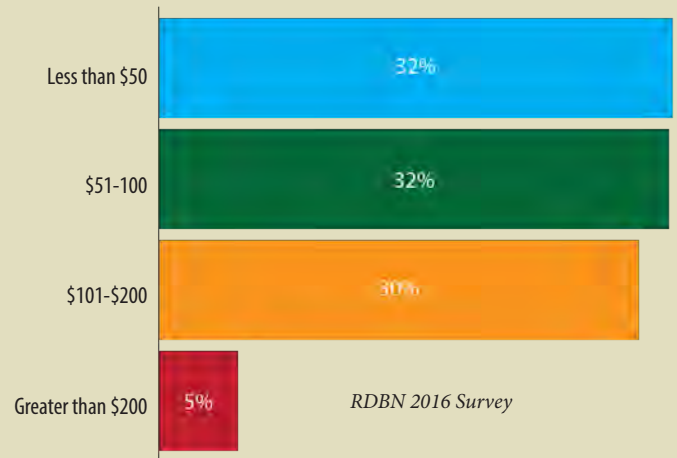
SEASONALITY

DestinationBC (2014) has identified when tourists are more likely to come to northern British Columbia.

Season of travel	BC Resident	Other Canadian	US Resident	Other International
January-March	34%	8%	8%	7%
April-June	15%	22%	33%	22%
July-September	24%	46%	49%	66%
October-December	26%	24%	11%	5%

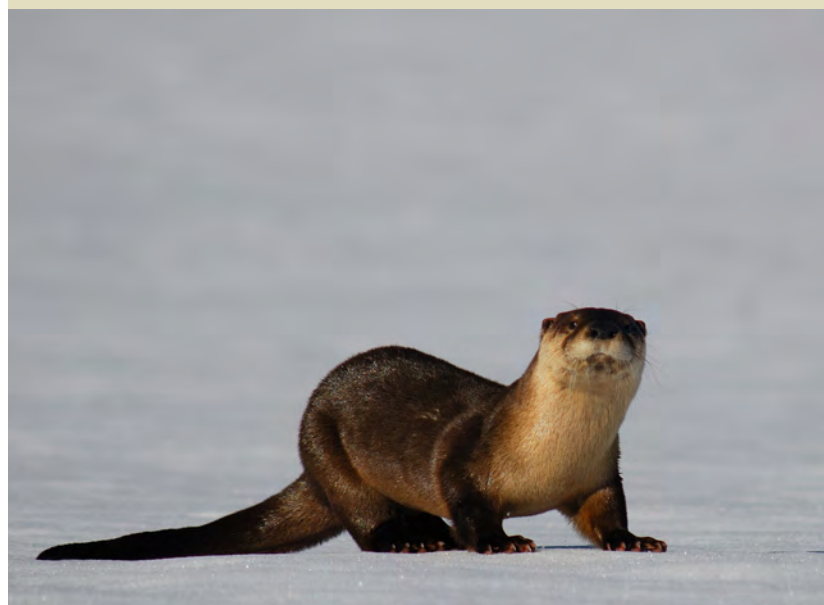
DAILY EXPENDITURES

The results below demonstrate the average amount of dollars a visitor is willing to spend per day while in the Region.



RECOMMENDING THE REGION

99% of visitors will recommend the Region to others, such as family or friends.





CONTACT US

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Closed Satutory Holidays

SOCIAL MEDIA



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