

Fort St. James and Area

TOURISM PROFILE

REGIONAL DISTRICT OF BULKLEY-NECHAKO



FORT ST. JAMES & SURROUNDING AREA

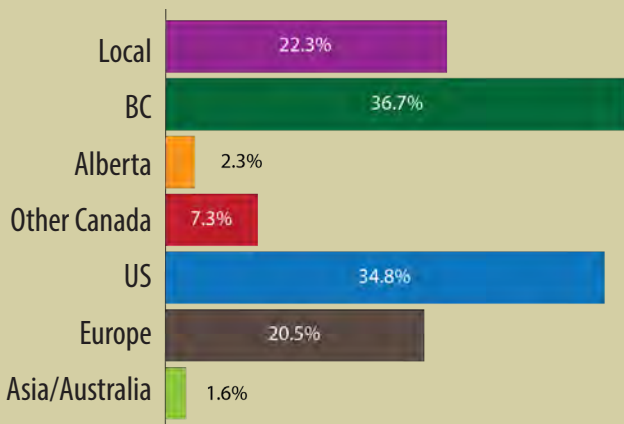
TOURISM PROFILE



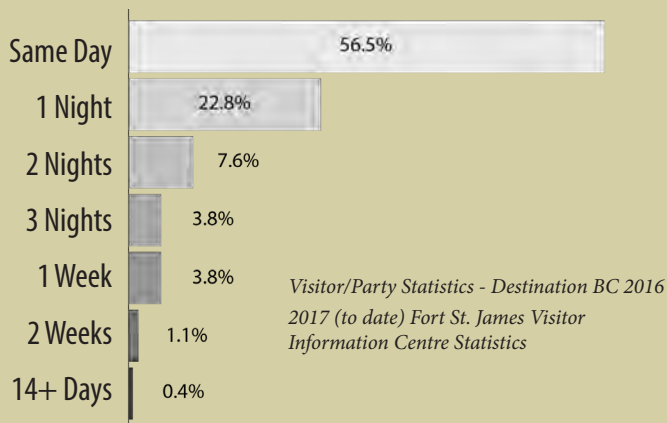
FORT ST. JAMES VISITOR INFORMATION CENTRE STATISTICS

Visitors to the VIC: **1,232** Parties to the VIC: **784**
 Open: **May 1-Sept 30; Satellite Open Oct 1-April 30**

Tourist Visiting the VIC (Tourist Origin)



Nights Spent in Community



*Visitor/Party Statistics - Destination BC 2016
 2017 (to date) Fort St. James Visitor
 Information Centre Statistics*

Information Requested
 (top 3 topics)

Events/Conferences
Adventure recreation
Maps/Directions

Community Specific
 Information Requested
 (top 3 topics)

Fishing Derby
House rentals
Boat tours

FORT ST. JAMES NATIONAL HISTORIC SITE STATISTICS

Visitors 2016: **8,650** Visitors 2017: **12,748***
***40% increase of Visitors from 2016-2017**

INDUSTRY STAKEHOLDERS

The District of Fort St. James has a department that focuses specifically on economic development in the area therefore; understanding and promoting tourism to diversify the local economy as laid out in the Official Community Plan.

The Fort St. James Visitor Centre is managed by the District of Fort St. James which acts as a resource centre to assist visitors coming to the District and the Region. The VIC is open seven days a week from 9:00 AM – 5:00PM, May 1st through September 30th to provide residents and tourists with key information. The Municipal office hosts the tourism information kiosk October 1 – April 30 open weekdays from 8:30 AM – 4:30 PM.

Fort St James National Historic Site offers residents and visitors alike to experience life back in 1896 when wealth was measured in fur pelts and salmon, the natural bounty bartered by the Carrier First Nations and European fur traders at Fort St. James. Visitors to the Historic site are able to witness Canada's largest collection of wooden buildings faithfully restored to the fur trade era. The Site offers events to attract tourists and also offers accommodation to enhance visitor experience. The site is open from June – September daily.

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 – 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.



TYPES OF ACCOMMODATION

- Hotels/Motels within Municipality: 2
- Campgrounds/Lodges in Surrounding Area: 3
- RV Parks within Municipality: 1
- Beds in community: 110

TOURISM INITIATIVES

Fort St. James Tourism Brochure was developed by the District of Fort St. James to be distributed around the province to provide educational material letting travelers learn about Fort St. James.

The Economic Development Plan (2015) identifies opportunities around which to build capacity and diversify the economy. Through the process, a number of assets were identified that represent potential points of leverage for developing and diversifying the local economy through tourism. Examples of the assets include the 10,000 annual visitors to the national heritage setting, an ideal out setting for sport and recreation activities, and a rich First Nations history and culture.

Master Trails Plan (2014) system is recognized for creating opportunities for outdoor recreation-based tourism, and as having the potential to increase visitation to Fort St. James. This Master Trails Plan prioritized a number of improvements, policies and programs for the trails infrastructure that related to tourism.

The Tourism Plan (2012) identifies many tourism strategies and tactics that were developed relating to tourism product development and tourism marketing and sales.

Official Community Plan (2010) 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.

Rural Official Community Plan (2010) recognizes tourism as a significant contributor to the economy. As such, an objective of the plan is to improve outdoor recreational opportunities that enhance the livability and tourism potential of the area.

KEY COMMUNITY GROUPS

- Fort St. James Snowmobile Club
- Fort St. James Sled Dog Association
- Fort Trap and Handgun Club
- Fort St. James Nordic Ski Club
- Fort St. James Ski Society
- Stuart Lake Sailing Club

ANNUAL EVENTS

- Fort St. James Winterfest (February)
- Caledonia Classic Dog Sled Races (February)
- Caledonia Days (July)
- MOM Festival (Music on the Mountain) (August)
- Night Market (August)

MAIN ATTRACTIONS

- Stuart Lake
- Fort St. James National Historic Site
- Mount Pope
- Murray Ridge Ski Hill
- Cottonwood Park
- Stuart Lake Golf Club
- Spirit Square
- Paarens Beach Provincial Park
- Sowchea Bay Provincial 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.



The District of Fort St. James offers a unique experience to both visitors and residents alike. The District of Fort St. James attracts tourists from all around the world, as shown by Destination BC Statistics, who are looking to partake in the many opportunities it provides. So far for 2017, the District of Fort St. James has seen 1,232 visitors at its Visitor Information Centre. The National Historic Site has also seen a 40% increase in visitors for 2017. The District 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 District sees a vibrant number of tourists making it a destination stop on their travels.

CONTACT US

District of Fort St James

477 Stuart Drive West
P.O. Box 640
Fort St. James, BC V0J 1P0
Phone 250-996-8233
Fax 250-996-2248

Office Hours: Weekdays 8:30 am – 4:30 pm
(Closed Statutory Holidays)

Fort St. James Visitor Centre

115 Douglas Ave
Fort St. James, BC V0J 1P0
Phone 250-996-2127
visitorcentre@fortsjames.ca
Open: May-September



SOCIAL MEDIA



District of Fort St. James
VisitBulkleyNechako
Fort St. James National Historic Site



@DFSJames
@fortstjamesNHS



visitbulkleynechako



Visitbulkleynechako
District of Fort St. James
Fort St. James National Historic Site



Visit Bulkley Nechako
Love Fort St. James



#fortstjames
#visitbulkleynechako
#fortstjamesNHS