

# Fraser Lake and Area

## TOURISM PROFILE

*REGIONAL DISTRICT OF BULKLEY-NECHAKO*



# FRASER LAKE & SURROUNDING AREA

## TOURISM PROFILE

### FRASER LAKE VISITOR INFORMATION CENTRE STATISTICS

Statistics for overall visitors for 2015-2017 provided by the Village of Fraser Lake:

Visitors to Fraser Lake 2017: **2,013**

Visitors to Fraser Lake 2016: **1,542**

Visitors to Fraser Lake 2015: **1,324**

### TYPES OF ACCOMMODATION

- Hotels/Motels: 4
- Campgrounds/Resorts:
  - Municipal: 1
  - Surrounding area: 8
- Beds in community: 78



### INDUSTRY STAKEHOLDERS

*Village of Fraser Lake* – The Village of Fraser Lake has a department that focuses specifically on economic development in the area therefore understanding and promoting tourism as a way to diversify the local economy as laid out in the Official Community Plan. The Village website also displays a tourism section to inform visitors of information about the village and its surrounding area.

*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.

*Visitor Information Centre* – Owned by the Village of Fraser Lake and operated by the Fraser Lake Historical Society, is open seasonally, from May long weekend – end of September, to provide both tourists and residents information regarding the municipality, local First Nations, area events, and surrounding area information

### KEY COMMUNITY GROUPS

- Fraser Lake Community Market
- Fraser Lake Historical Society
- Fraser Lake Arts Council
- Autumn Services
- Fraser Lake Crisis Centre
- Fraser Lake & District Chamber of Commerce





## TOURISM INITIATIVES

**Economic Development Strategy (2016)** – The strategy identifies that there are opportunities to benefit the local economy by expanding the tourism sector in Fraser Lake. Nearly half (48%) of respondents to an online survey conducted by the Village of Fraser Lake indicated that they would like to see an expansion of tourism and hospitality businesses (i.e. restaurants, accommodations and events, increased use of the lake). Examples of initiatives include Waterfront Development, Visitor Centre, website (tourism specific).

**Official Community Plan (2008)** – The Village of Fraser Lake’s OCP is currently in the process of being updated. The OCP identified the value of the natural setting of Fraser Lake and the recreational and tourism opportunities that this asset provides. In recognition of this natural asset, an objective of the plan is to encourage waterfront development that improves access and usage opportunities with a focus on tourism and economic growth.

**Endako, Fraser Lake, Fort Fraser Official Community Plan (2008)** – The OCP is currently in the process of being updated. The OCP created in 2008 identifies tourism as a mainstay of the local economy and had set the objective to improve outdoor recreational opportunities that enhance the livability and tourism potential of the area.



## ANNUAL EVENTS

- Tourism and Business Expo (June-September)
- Community Market (June-September)
- Mouse Mountain Days – Canada Day (July)
- White Swan Music Festival (July)
- Mouse Mountain Music Festival (July)
- Stellaquo Salmon Festival (September),
- Fraser Lake and District Chamber of Commerce Community Halloween Pumpkin Walk and Fireworks (October)
- Fraser Lake Craft Fair and Snowflake Tea (November)
- Santa Claus Parade (November)
- Fraser Lake Fire Rescue Santa Claus Parade & Shop Local Festivities (November-December)

## MAIN ATTRACTIONS

- Fraser Lake/White Swan Park
- Fraser Lake Museum
- Mouse Mountain Age Friendly Trails
- François Lake
- Stellaquo River
- Red Rock Volcano
- Ormond Creek Falls Trail
- Fraser Mountain
- Cheslatta Falls
- Kenney Dam

## 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.



*The Village of Fraser Lake offers a unique experience to both visitors and residents alike. The Village attracts an increasing amount of tourists from around the world who are looking to partake in the many opportunities Fraser Lake provides. So far for 2017, the Village of Fraser Lake has seen 2,013 visitors at its Visitor Information Centre. The Village 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 events, activities, and a free lakeside municipal campground, the Village of Fraser Lake is a destination stop for many tourists.*

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## CONTACT US

### Municipal Office of Fraser Lake

210 Carrier Crescent  
 P.O. Box 430  
 Fraser Lake, BC V0J 1S0  
 Phone 250-699-6257  
 Hours: 8am to 4pm  
 (closed Statutory Holidays)



## SOCIAL MEDIA



Village of Fraser Lake  
 VisitBulkleyNechako

WWW

Village of Fraser Lake  
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