

# Granisle and Area

## TOURISM PROFILE

*REGIONAL DISTRICT OF BULKLEY-NECHAKO*



# GRANISLE & SURROUNDING AREA

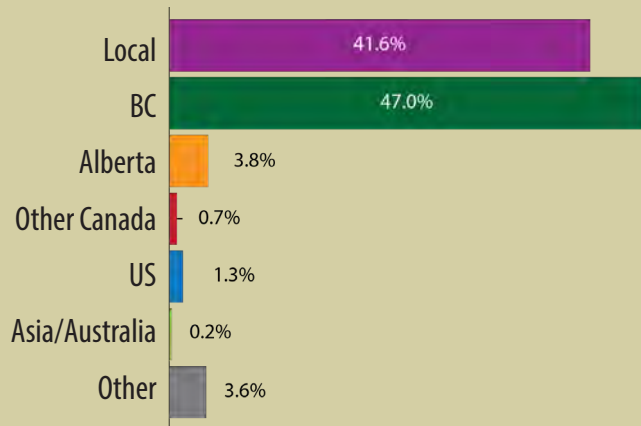
## TOURISM PROFILE



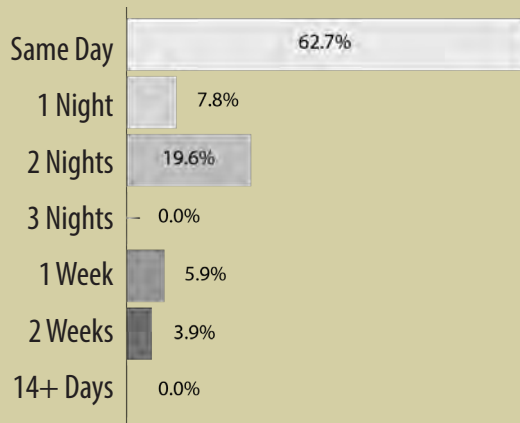
### GRANISLE VISITOR INFORMATION CENTRE STATISTICS

Open: May to September

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



#### Nights Spent in Community



Community Specific Information Requested (top 3 topics)

**Campgrounds/Tours**  
**Recreational Activities** (trails, fishing)  
**Mammoth / Mines** (history)

Information Requested (top 3 topics)

**Attractions/Tours**  
**Events/Conferences**  
**Maps/Directions**

2017 (to date) Granisle Visitor Information Centre Statistics

### INDUSTRY STAKEHOLDERS

**Village of Granisle** – The Village of Granisle believes that understanding and promoting tourism is 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** – 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** – The Visitor Information Centre, operated by the Village of Granisle, is open seasonally from May - September to provide both tourists and residents information regarding the municipality and surrounding area.

### KEY COMMUNITY GROUPS

- Lion's Club
- Senior's Association
- Granisle Power Boat Club
- Granisle Curling Club
- Granisle Dart Club
- Granisle Resort
- Granisle Artisans of Love Granisle



## TYPES OF ACCOMMODATION

- Campgrounds: 5
  - Lodges/Resorts: 5
  - Beds in Community: 32
- (does not include beds at the Lodges/Resorts)

## TOURISM INITIATIVES

**Official Community Plan (2017)** – The Village of Granisle’s OCP identifies 5 tourism related strategic priorities. In terms of the community’s goal for economic development, it was recognized that tourism will play a significant role in the Village’s future economic development. In particular, the waterfront has the potential to be developed into a mixed-use tourism-commercial/marine-commercial area with attendant parks and open space.

**Economic Development Strategy (2016)** - The Village of Granisle Economic Development Strategy laid out strategic priorities and actions that build on local strengths, such as the community’s beautiful natural surroundings and Babine Lake.

**Sustainability Plan (2015)** - The Sustainability Plan for the Village of Granisle identifies outdoor recreation and tourism as forming the largest part of the local economy.

NUMBER OF TOURISTS VISITING  
GRANISLE 5,900\*

\*Value of Tourism Survey 2017



## ANNUAL EVENTS

- Father’s Day Fishing Derby (June)
- Canada Day (July)
- Granisle Days (August)
- Senior’s Association Annual Egg Drop (September)
- Annual Sockeye Run (September and October)

## MAIN ATTRACTIONS

- Fulton River Spawning Channels
- Millionaire’s Pool
- Babine Lake
- Museum
- Marina
- Red Bluff Provincial Park
- Bear Island 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
<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 Granisle offers a unique experience to both visitors and residents alike. The Village of Granisle 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 Village of Granisle saw 5,900 visitors and an annual direct visitor expenditures that totaled \$1,420,000. 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 attraction and events, the Village sees a vibrant number of tourist making it a destination stop on their travels.*

## CONTACT US

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## SOCIAL MEDIA



Love Granisle  
VisitBulkleyNechako

WWW

Village of Granisle  
Love Granisle  
Visit Bulkley Nechako



Beautiful Babine Lake  
Granisle Village Office  
[visitbulkleynechako](https://www.instagram.com/visitbulkleynechako)



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#granislebc  
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