

Report

City of Merritt
REGULAR Council Meeting
February 11, 2020

File Number: 2240.48

To: Scott Hildebrand, Chief Administrative Officer

From: Will George, Economic Development & Tourism Manager

Date: February 4, 2020

Subject: 2019 Fourth Quarter Report for the Merritt Visitors Centre at the Baillie House

RECOMMENDATION:

THAT Council accept for information the 2019 Fourth Quarter Report for the Merritt Visitors Centre at the Baillie House.

Executive Summary:

The Merritt Visitor Centre at the Baillie House had 4,308 visitors attend during the fourth quarter of 2019, from October to December, which was a 8.5% increase over the same period in 2018. The total number of visitors at the Merritt Visitor Centre for 2019 was 30,780, which represents an increase of 6.9% (or 1,979 visitors) increase over 2018. This was the first year that more than 30,000 visitors stopped at the Baillie property. Each quarter of 2019 saw an increase in visitors with the first quarter +7.2%, second quarter +13.9%, third quarter +2.2% and fourth quarter +8.5%.

Staff at the Merritt Visitor Centre noted that restaurants, stores and the Nicola Valley Museum also experienced an increase in visitor traffic and sales since the start of 2019. During this fourth quarter, the Visitor Centre was open Tuesday through Saturday from 10 am to 4 pm for a total of 366 hours. In 2019 the Visitor Centre also had an increase in tourism buses with 13 visiting compared to 2 in 2018 and 0 in 2017. In 2019, more guests stopped at the Visitor Centre in Merritt than in the communities of Kamloops, Penticton or Peachland.

Background:

See Visitor Statistics from the 2019 Fourth Quarter Submission.

Options / discussion

N/A

Financial / Risk Implications:

N/A

Strategic Plan Reference:

Report is related to one or more strategic priorities, in the Economic Development Strategy, Tourism Plan and Official Community Plan.

Others Consulted:

N/A

Attachments:

2019 Fourth Quarter Report for the Merritt Visitor Centre at the Baillie House.

Respectfully submitted,

Will George
Economic Development, Communications and Tourism Manager