



Merritt Information Item

FLOURISH UNDER THE SUN

To: Sean Smith, Chief Administrative Officer

From: Will George, Economic Development, Communication, & Tourism Manager

Date: January 5, 2021

Subject: Merritt Visitor Centre at the Baillie House 2020 Year-End Report

This is provided as information, and no resolution is required. Council may make a motion to direct staff to take particular action if they wish.

This report includes the fourth quarter of 2020 and the Year-End Report from the Merritt Visitor Centre at the Baillie House. In the fourth quarter of 2020, from October to December, 3,207 visitors stopped at the Merritt Visitor Centre. The year-to-date visitation for 2020 at the Merritt Visitor Centre was 17,584. Year-to-date visitation decreased by 42.9% for the total number of visitors due to travel restrictions. In comparison, the Merritt Visitor Centre safely hosted more visitors than the majority of other neighbouring visitor centres.

- Kelowna 19,186
- Hope 15,017
- Princeton 12,014
- Penticton 3,561
- Keremeos 2,000
- Kamloops Closed since Feb 2020

The Merritt Visitor Centre at the Baillie House was open Tuesday through Saturday from 10 am to 4 pm during the fourth quarter of 2020. During this quarter, common questions included camping locations, outdoor recreation activities and parks.

Respectfully submitted,

Will George
Economic Development, Communications and Tourism Manager