

MERRITT TOURISM INDUSTRY SNAPSHOT

BENEFITS OF TOURISM TO MERRITT

- Economic diversification
- Cultural preservation
- Recreational & educational facilities
- Industry growth; retail, entertainment, food services
- Enhance transportation corridors and road access
- Tax revenues
- Entrepreneurship
- Innovation and diversification
- New business investment
- Modernization
- Pride of place



2 Provincial Parks and over 60 Recreation Sites, with approximately 700 RV & campsites, plus 150 km of trails, compliment the region's natural assets.



Over 525 Fixed Roof Hotel & Motel Rooms to accommodate all leisure and business demands.



Country Music Capital of Canada.



200 lakes within a one hour radius.



All major BC highways lead to Merritt.



Gateway to the Okanagan & Cariboo Chilcotin.



MERRITT, AND THE NICOLA VALLEY, IS AN ALL-SEASON DESTINATION, DELIVERING WORLD-CLASS OUTDOOR EXPERIENCES FOR ALL LEVELS OF ENJOYMENT.

77% of Merritt resident survey respondents feel tourism is critically important to Merritt's economy.

*Source: Stakeholder Survey
November 2018*

DISTANCES TO MERRITT & THE NICOLA VALLEY

Vancouver - 268 km | Hope - 85 km



Ashcroft - 68 km | Cache Creek - 114 km



Kamloops - 87 km | Kelowna - 113 km



Shuswap Lakes Region - 195 km

