



# Report

**City of Merritt**  
**REGULAR Council Meeting**  
**November 12, 2019**

**File Number: 2240.48**

**To:** Scott Hildebrand, Chief Administrative Officer

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

**Date:** November 6, 2019

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

---

## **RECOMMENDATION:**

**THAT Council the 2019 Third Quarter Report for the Merritt Visitors Centre at the Baillie House for information only.**

## **Executive Summary:**

In the third quarter of 2019, from July to September 13,591 visitors stopped at the Merritt Visitor Information at the Baillie House. This was the busiest quarter the Visitor Centre has experienced to date and represented a 2.2% increase over the number of visitors in 2018 and 30.5% more visitors than in the third quarter of 2017.

The Merritt Visitor Centre at the Baillie House was open from 10 am to 6 pm every day of the third quarter of 2019, for a total of 736 hours during the 3-month period.

During this quarter, the Nicola Valley Heritage Society added two summer students and a part time employee to their staff. There were three staff members on-site from Wednesday through Saturday, the busiest days of the season. During this period, the Nicola Valley Heritage Society provided 1,528 person-hours of employment.

## **Background:**

See Visitor Statistics from the 2019 Third Quarter Submission.

**Options / discussion**

N/A

**Financial / Risk Implications:**

N/A

**Strategic Plan Reference:**

The below tourism related tactics are identified in the NOW section of Council's Strategic Priorities:

- #3. Economic Development Strategy: Review / Direction
- #6. Downtown Revitalization Plan: Terms of Reference

The following tourism related items are listed in the NEXT section of Council's Strategic Priorities:

- Communication Strategic Plan: Framework

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 Third Quarter Report for the Merritt Visitor Centre at the Baillie House.

**Respectfully submitted,**

**Will George**  
**Economic Development, Communications and Tourism Manager**