

Quesnel Visitor Centre

2019 - Year End Report



Presented to: Joint Planning Committee
City Hall Council Chambers
Prepared by: Laura Long
& the Quesnel & District Chamber of Commerce



Table of Contents

Table of Contents	Pg. 2
Letter from 2020 Chamber of Commerce President	Pg. 3
Chamber Board and Visitor Centre Staff	Pg. 5
Chamber Management of the Quesnel Visitor Centre	Pg. 6
2019 Overview	Pg. 7
5 Year Comparison 2014-2019	Pg. 8
Yearly Visitor/Parties	Pg. 9
Visitor Origin - Canada	Pg. 10
Visitor Origin – Outside of Canada	Pg. 11
Nights in Quesnel and Area	Pg. 12
Information Requested - Overview	Pg. 13
Information Requested – General Information	Pg. 14
Information Requested – Quesnel Places of Interest	Pg. 15
Information Requested – Surrounding Community Information	Pg. 17
Information Requested – Recreational Information	Pg. 18
Social Media	Pg. 19
E-Newsletter	Pg. 20
Our Goals for 2020	Pg. 21

January, 2020

City of Quesnel and Cariboo Regional District
North Cariboo Joint Planning Committee
410 Kinchant Street
Quesnel, BC
V2J 7J5

The Quesnel & District Chamber of Commerce is pleased to present the year-end report for the operations of the Quesnel Visitor Centre for 2019.

This report covers the period of January 1, 2019 to December 31, 2019 and uses previous years' information to provide Year-Over-Year (YOY) comparisons to highlight trends, and generally provides the reader with the activities, events and developments of the Visitor Centre over the past year.

The Chamber stands committed to continue providing excellent service to all who contact or enter the Visitor Centre. We have very knowledgeable, enthusiastic and friendly staff members who are great ambassadors for our community.

To summarize, the following are a number of points in the 2019 report:

- This report was created with a different approach compared to previous years. We saw the importance to showcase how we have performed over a 5 year period, and compared results of 2019 to showcase this years' "forest fire recovery year" to other non-forest fire years.
- The Quesnel Visitor Centre saw 12,209 (10,107 in 2018) tourists walk through the door in 2019 which is up 21% overall from 2018. Trends also saw an increase in parties from 2018 to 2019 by 21%. When compared to other years that were traditionally non-forest fire years we saw slight declines in overall visitors when compared to 2019, but surprisingly not very drastic declines.
 - 2014 -7%
 - 2015 -10%
 - 2016 -4%
 - 2017 +40%
 - 2018 +21
- All areas of data collection in the Visitor Origin section were up compared to 2018, with the exception of the "Other Category" (Which is a positive category to show a negative or zero variance). Compared to previous years, results varied greatly and changed year over year. One constant that we did see is that BC Visitors have increased slightly when compared to previous years, as well as Asia/Australia visitors. All other areas showed varied results YOY when compared to 2019.
- Nights in the community fared very well in 2019 when compared to 2018, showing all positive differences with only one exception of 2 week stays. This category showed some varied results, but mostly declines when comparing 2019 to non-forest fire years; however "Same Day" visitors did increase quite a bit when compared to 2019. This point shows us that people are coming to the community,

and the numbers are good, but not as many are staying overnight in the community compared to previous years.

- The “Information Requested” category showed positive differences when comparing 2019 to 2018 in all sections with the exception of Accommodation (-20%), Adventure Recreation (-3%), and Cottonwood House (-21%). Some great increases showed in Transportation (+198%), First Nations (+85%), and Fishing (+302%). Comparing 2019 to previous years, we saw declines across the board in Accommodation & Casino, but then positives across the board in Food & Beverage, Transportation, Shopping, First Nations, Pinnacles, Museum, and Other Trails.
- The Quesnel Visitor Centre distributed 12,564 (11,255 in 2018) Quesnel Travel Guides to various Visitor Centres in BC, and to relevant local business including the airport, hotels and motels.

The Chamber and staff at the Visitor Centre and our community ambassadors remain dedicated and motivated to promoting tourism in our area and welcome all suggestions and ideas on how to serve the community and visitors better.

Should you require clarification of any detail within the 2019 report, please feel free to contact the Quesnel & District Chamber of Commerce.

Yours truly,

Julia Dilabough, 2019 President
Quesnel & District Chamber of Commerce

Chamber Board and Visitor Centre Staff

The 2018 Board of Directors consisted of:

President	Julia Dillabough
1st Vice-President	Tracy Bond
2 nd Vice –President	Wendy Heppner
Treasurer	Ryan Broughton
Past President	Julia Dillabough
Chamber Manager	Kathy Sommerville

Directors:

Greg Andrews
 Richard Brandson
 Lori Carifelle
 Barb Dodge
 Jillian Stockburger
 Debbie Roch
 Paddy Storey
 Josh Kempf
 Tawnie Fehr
 Rick Wittner

The Quesnel Chamber of Commerce hosts a committee which supports the Visitor Centre in making and achieving its goals as well as ideas to improve the centre and promotion of Quesnel. Responsibilities for the committee are to set strategic direction for the Visitor Centre and assist with providing staff performance review the Visitor Centre Coordinator.

1st Chair: Josh Kempf (Andrew Cuthbertson - as of December 2019),

2nd Chair: Laura Long

Committee Members: Greg Andrews, Wendy Heppner, Julia Dillabough, Michelle Daniels, Kathy Somerville

Visitor Centre Staff

The staff members at the Quesnel Visitor Centre are very proud of the services that they are able to provide and strive to make every visit the best it can be. This year we were able to hire two full time University Students and one part time high school student to assist us with the tourism season. We were not successful in obtaining Canada Summer Jobs funding this past year, but will work to ensure we have the best chance at obtaining funding for the 2020 summer season.

Laura Long – Coordinator

Laura Long started her employment as the Visitor Centre Coordinator in early January 2019. She manages the overall facility and staff to ensure the Centre is run correctly, maintains a knowledgeable and helpful staff, and meets all yearly goals & objectives set by Destination BC, the City of Quesnel and the Chamber of Commerce.

Patty Morgan – Acting Manager (Training)

Patty Morgan worked with Laura Long at the beginning of 2019 to ensure Laura was trained to manage the Visitor Centre. Patty concluded her employment as “trainer/Acting Manager” on January 23, 2019.

Linda Turner – Seasonal Part Time Counsellor

Linda had been working at the centre throughout the fall/winter months assisting with general Visitor Centre activities and to aid in getting everything ready and organized for the tourist seasons. Linda was a seasonal counsellor (did not work spring/summer), and upon her return to work in the Fall, she communicated her resignation to spend more time with her family. Linda concluded her employment on October 29, 2019.

Ginger Davidson – Part Time Counsellor

Ginger Davidson was hired and started work at the Visitor Centre on November 12, 2019. She is hired to fill the position as the Part Time Counsellor position, and her role will remain throughout the year (fall, winter, spring & summer), and will assist with general Visitor Centre activities.

Visitor Centre Staff - Full Time Summer

Katelyn Folkins – May 16 – August 30

Waylon Wilde – May 19 – August 28

Visitor Centre Staff - Part Time Summer

Justin Salmons – June 29 – Sept 2

Chamber Management of the Quesnel Visitor Centre

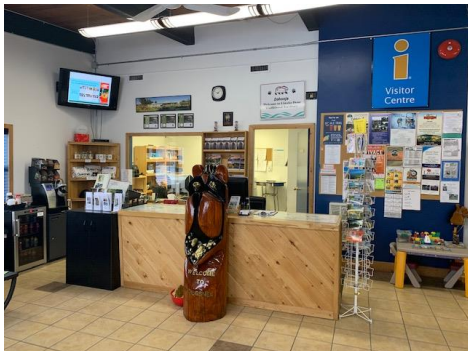
The Chamber of Commerce management of the Visitor Centre has provided an important link for visitors to the business community. By providing information about accommodations, restaurants, attractions, shopping, transportation and much more, we are supporting the success and longevity of local business in Quesnel and surrounding area. The Chamber through the Visitor Centre shares the vision of Quesnel's future by appealing to the traveller which directly benefits our community.

As ambassadors of our community we provide and deliver extensive training for our service professionals giving them the skills to capture the visitor's interest and imagination; we go above and beyond to secure longer-term, repeat visitation to Quesnel and British Columbia.

2019 Overview

The staff members at the Visitor Centre are very proud of the services that they are able to provide and strive to make every guest's visit the best it can be.

The Quesnel Visitor Centre coordinated the packaging and delivery of over 12,564 Official Quesnel Travel guides to most of BC's Visitor Centres, Chambers of Commerce, and local businesses, as well as relocation and information packages. The Quesnel Visitor Centre mailed out 17 relocation packages and had 105 in person inquiries about relocation during 2019, which is an increase of 15% over 2018 (91 inquiries). The centre also provided packages for conferences and sports tournaments when requested. The Visitor Centre received/responded to 5,452 emails and 836 telephone calls in 2019.



Yearly Comparison 2014-2019

In this year's report, we have taken a different approach as per previous years. This year's review is still calling out the data/statistics compared from 2019 to 2018 (a year over year [YOY] comparison), but is also identifying the stats collected from 2019 compared to the past 5 years. This gives us a comparison of a forest fire recovery year (2019), compared to non-forest fire years (2014-2016), as well as forest fire years (2017 & 2018).

Year	2014	2014 % difference to 2019	2015	2015 % difference to 2019	2016	2016 % difference to 2019	2017	2017 % difference to 2019	2018	2019	2018 % difference to 2019
Administration											
# of hours	2164	2%	2231	-1%	2194	1%	2197	1%	2177	2214	2%
# of phone calls	2301	-64%	1900	-56%	1712	-51%	1555	-46%	988	836	-15%
# of mail/fax/email	4315	26%	4508	21%	4783	14%	4125	32%	5048	5452	8%
# of parties	6880	-4%	7327	-10%	6787	-3%	5149	28%	5447	6616	21%
# of visitors	13183	-7%	13545	-10%	12699	-4%	8747	40%	10107	12209	21%
# of buses	9	133%	18	17%	11	91%	8	163%	14	21	50%
Visitor Origin											
Local Resident	2786	-6%	2895	-9%	2635	0%	2313	14%	2168	2631	21%
BC	2596	5%	2627	4%	2684	2%	1915	42%	2191	2728	25%
Alberta	202	-34%	211	-36%	180	-26%	111	21%	65	134	106%
Other Canada	124	19%	165	-11%	118	25%	112	31%	126	147	17%
Washington	63	22%	97	-21%	83	-7%	36	114%	56	77	38%
California	25	44%	45	-20%	34	6%	25	44%	35	36	3%
US/Mexico	425	-12%	552	-32%	356	5%	182	105%	198	373	88%
Europe	607	-2%	676	-12%	615	-3%	374	59%	517	596	15%
Asia/Australia	39	95%	51	49%	71	7%	67	13%	61	76	25%
Other	13	-85%	8	-75%	11	-82%	14	-86%	30	2	-93%
Nights in Community											
Same Day	2197	27%	2039	36%	2256	23%	1825	52%	2419	2782	15%
1 Day	1168	-49%	1109	-47%	1008	-41%	496	19%	499	590	18%
2 Days	359	-52%	618	-72%	470	-63%	195	-11%	129	173	34%
3 Days	159	-21%	384	-67%	212	-41%	94	33%	97	125	29%
4-6 (1 week)	127	2%	178	-28%	144	-10%	157	-18%	79	129	63%
6-13 (2 weeks)	38	-61%	61	-75%	40	-63%	42	-64%	21	15	-29%
14+	46	-11%	43	-5%	22	86%	27	52%	35	41	17%
Information Requested											
Accommodation	1897	-64%	2393	-71%	1896	-64%	1011	-32%	860	684	-20%
Adventure Recreation	1161	-37%	1426	-49%	1684	-57%	526	39%	755	730	-3%
Attractions	2192	-26%	2208	-27%	2415	-33%	1184	37%	1451	1622	12%
Maps/Directions	4295	-22%	3881	-13%	3977	-15%	2687	25%	2698	3369	25%
Events & Conferences	1339	-22%	1324	-21%	950	10%	748	40%	724	1049	45%
Food & Beverage	714	24%	678	31%	626	42%	388	128%	699	886	27%
Transportation	149	64%	202	21%	92	165%	86	184%	82	244	198%
Shopping	764	22%	625	49%	610	53%	319	192%	786	933	19%
Parks	858	-27%	1206	-48%	788	-20%	332	89%	605	629	4%
First Nations	35	217%	18	517%	35	217%	22	405%	60	111	85%
Community Services	782	-27%	876	-35%	997	-43%	482	19%	323	572	77%
Investment/Moving	125	-16%	87	21%	110	-5%	100	5%	91	105	15%
Site Facilities	3211	-52%	2900	-47%	2512	-39%	1397	10%	1475	1532	4%
Other	739	-32%	544	-7%	469	8%	767	-34%	442	505	14%
Bowron Lake	204	-28%	252	-42%	220	-33%	107	37%	100	147	47%
Barkerville	933	2%	1141	-16%	1077	-11%	742	29%	808	954	18%
Cottonwood House	244	-34%	195	-17%	204	-21%	115	40%	203	161	-21%
Casino	51	498%	55	455%	290	5%	217	41%	298	305	2%
Wildlife/Nature	95	-100%	165	-100%	155	-100%	65	-100%	65	0	-100%
Pinnacles	338	25%	401	5%	399	6%	219	93%	277	422	52%
Riverfront	577	-38%	525	-32%	501	-28%	337	7%	300	359	20%
Museum	1777	0%	1669	6%	1385	28%	1114	59%	1221	1776	45%
Camping	538	39%	726	3%	881	-15%	365	105%	438	748	71%
Other Trails	318	63%	358	45%	485	7%	279	86%	428	519	21%
Fishing									53	213	302%

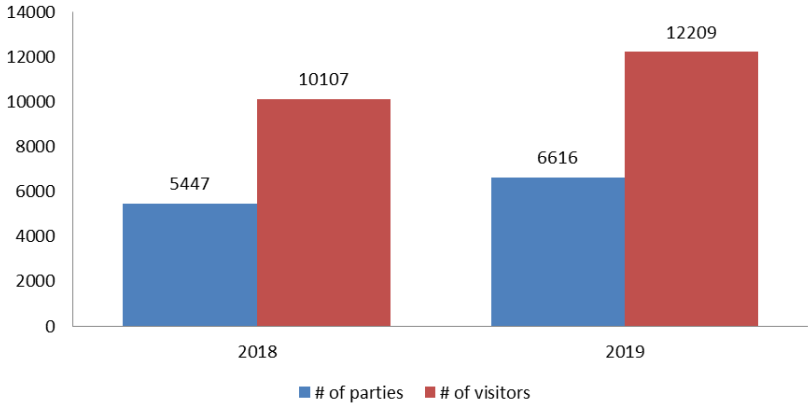
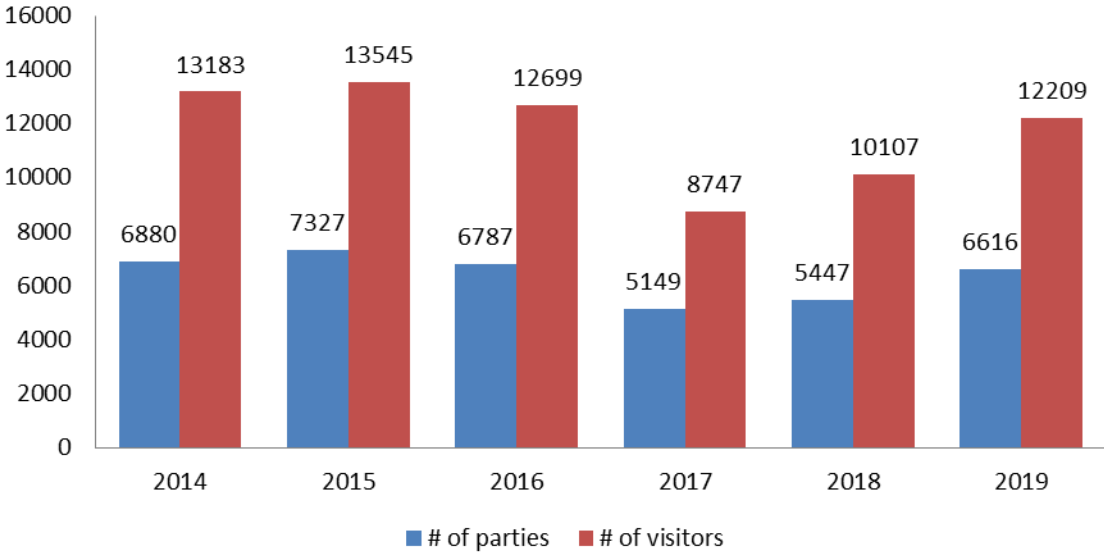
Yearly Visitor/Parties

2019 outperformed 2018 with a +21% difference in both Parties and Visitors.

As expected, 2019 outperformed 2017, with a +28% increase in parties and a +40% increase in overall visitors. 2017 is showing itself as one of the lower performing years (due to environmental factors) in the 5 year overview.

Although 2019 statistics are lower than previous non-forest fire years (2014-2016), we are seeing a low negative variance when comparing the year's, which range from -10% in 2015, to as low as -3 & -4 & in 2014 & 2016.

Visitors	2014	2014 % dif. to 2019	2015	2015 % dif. to 2019	2016	2016 % dif. to 2019	2017	2017 % dif. to 2019	2018	2019	2018 % dif. to 2019
# of parties	6880	-4%	7327	-10%	6787	-3%	5149	28%	5447	6616	21%
# of visitors	13183	-7%	13545	-10%	12699	-4%	8747	40%	10107	12209	21%



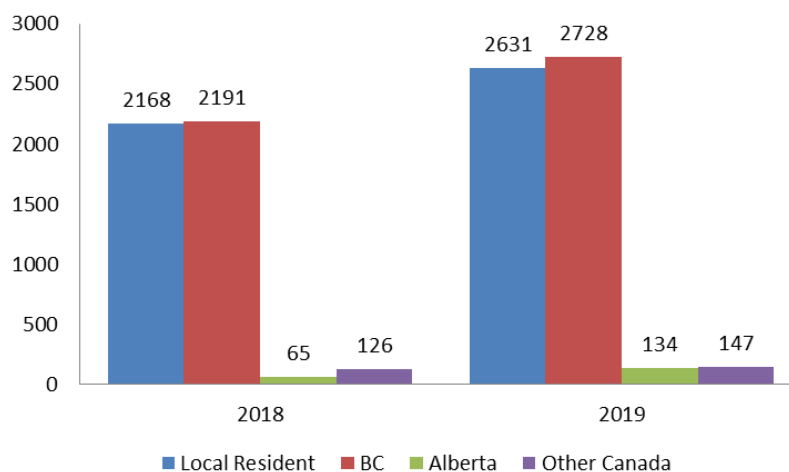
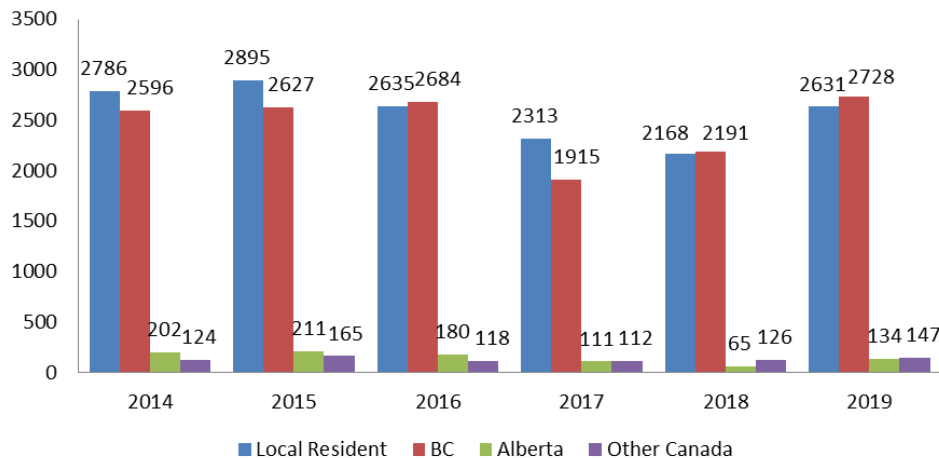
Visitor Origin - Canada

2019 outperformed 2018 with in all areas seeing our most dramatic increase of Visitors coming from Alberta with a +106% increase from 2018. This is a great increase, but it is still lower than 2014, 2015, & 2016 by an average of -32%.

We are seeing most that visitors coming into our community are coming from “BC” with an astonishing 2,728 total count in 2019 (+25% from 2018). 2019 also outperformed all years in this 5 year overview when comparing BC visitors.

“Other Canada” Visitors statistics rose this year, outperforming all years showing the average increase of +23%, with the exception of 2015, where we saw an -11% decline.

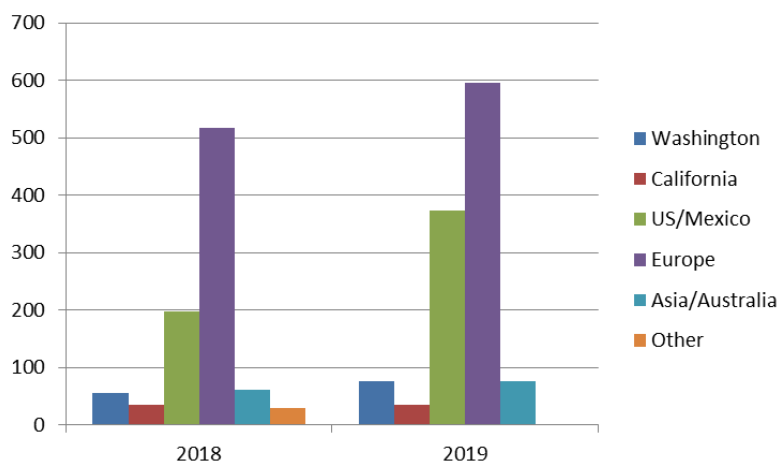
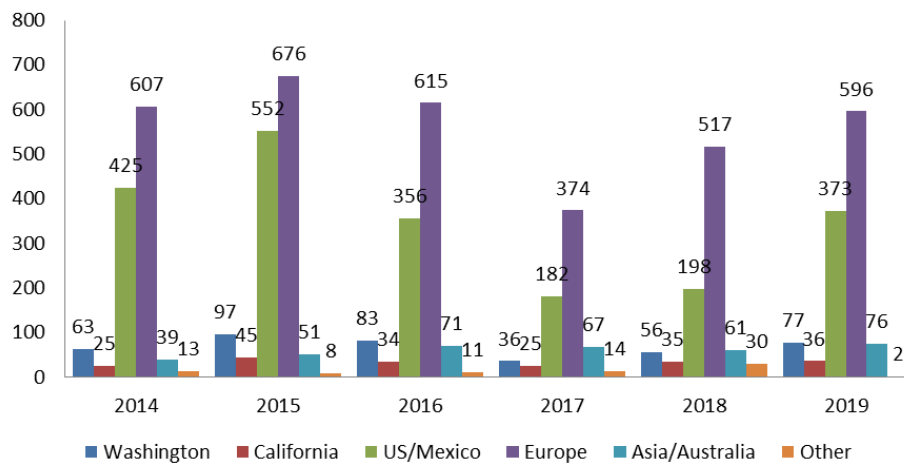
Visitor Origin (Canada)	2014	2014 % dif. to 2019	2015	2015 % dif. to 2019	2016	2016 % dif. to 2019	2017	2017 % dif. to 2019	2018	2019	2018 % dif. to 2019
Local Resident	2786	-6%	2895	-9%	2635	0%	2313	14%	2168	2631	21%
BC	2596	5%	2627	4%	2684	2%	1915	42%	2191	2728	25%
Alberta	202	-34%	211	-36%	180	-26%	111	21%	65	134	106%
Other Canada	124	19%	165	-11%	118	25%	112	31%	126	147	17%



Visitor Origin – Outside of Canada

Visitor Origins from outside of Canada were up across all areas of data collection in 2019 when comparing to 2018 & 2017. The Largest segment coming into our city were European travellers totaling 596 parties in 2019, however our largest inclines based on YOY comparison to 2018 & 2017 were US & Mexico Travellers – we did see quite a few people/families stopping at the Visitor Centre either heading to or coming from Alaska. However we did see lesser numbers in 2019 when comparing European and US/Mexico travellers to previous years (2014-2016). We also saw a nice increase in Asia/Australia travellers in 2019 when comparing 2019’s results to the 5 year overview.

Visitor Origin (non-Canada)	2014	2014 % dif. to 2019	2015	2015 % dif. to 2019	2016	2016 % dif. to 2019	2017	2017 % dif. to 2019	2018	2019	2018 % dif. to 2019
Washington	63	22%	97	-21%	83	-7%	36	114%	56	77	38%
California	25	44%	45	-20%	34	6%	25	44%	35	36	3%
US/Mexico	425	-12%	552	-32%	356	5%	182	105%	198	373	88%
Europe	607	-2%	676	-12%	615	-3%	374	59%	517	596	15%
Asia/Australia	39	95%	51	49%	71	7%	67	13%	61	76	25%
Other	13	-85%	8	-75%	11	-82%	14	-86%	30	2	-93%



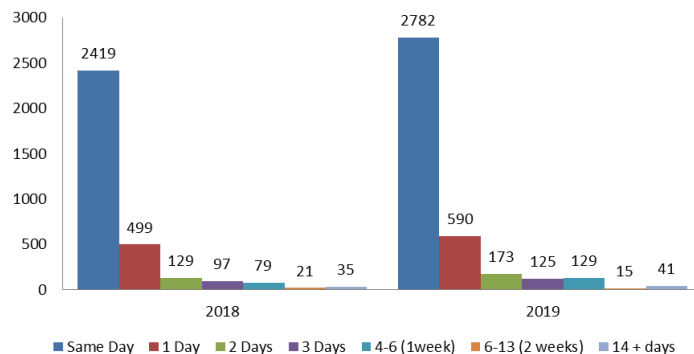
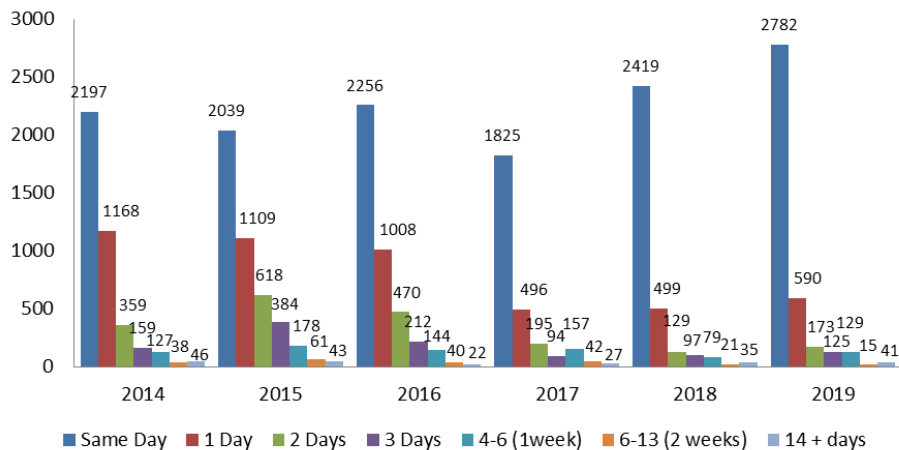
Nights in Quesnel and Area

A high lift in “Same Day” visitors was apparent in 2019, seeing a positive difference of +15% from 2018. The positive variance also carried through Same Day stays for the full 5 year overview, showing an average of a +31% incline when comparing previous years to 2019. This is showing us that in 2019, we had more people visiting Quesnel as “Same-Day” visitors than in any other year over the 5 year overview.

Compared to 2018, we also saw increases in all duration of stays, with the exception of 2 week stays.

With the exception of Same Day Visitors - We saw declines in all areas of duration of stay when comparing previous year’s stats to 2019, with the only exceptions being in 1 week says in 2014, 1 day stays in 2017, and 14+ day stays in 2016 & 2017.

Nights in the Community	2014	2014 % dif. to 2019	2015	2015 % dif. to 2019	2016	2016 % dif. to 2019	2017	2017 % dif. to 2019	2018	2019	2018 % dif. to 2019
Same Day	2197	27%	2039	36%	2256	23%	1825	52%	2419	2782	15%
1 Day	1168	-49%	1109	-47%	1008	-41%	496	19%	499	590	18%
2 Days	359	-52%	618	-72%	470	-63%	195	-11%	129	173	34%
3 Days	159	-21%	384	-67%	212	-41%	94	33%	97	125	29%
4-6 (1week)	127	2%	178	-28%	144	-10%	157	-18%	79	129	63%
6-13 (2 weeks)	38	-61%	61	-75%	40	-63%	42	-64%	21	15	-29%
14+	46	-11%	43	-5%	22	86%	27	52%	35	41	17%



Information Requested / Promoting the Area

The Overall “Information Requested” section has been separated in the year-end report to identify key learning's from each identified sector:

- **General Information**
 - Identifying requests such as shopping, attractions, accommodation, moving, food & beverage etc.

- **Quesnel Places of Interest**
 - Unique Quesnel Places of Interest such as the Museum & Casino have been categorized separately to identify key places of interest within our reporting structure – as the main reporting structure is generalized and does not call-out specific retail locations.

- **Surrounding Community Information**
 - Identifying requests on or about surrounding communities/tourist destinations such as Barkerville, Bowron Lake and Cottonwood House.

- **Recreational Information**
 - Identifying information requested specifically for recreation, parks, camping and trails.

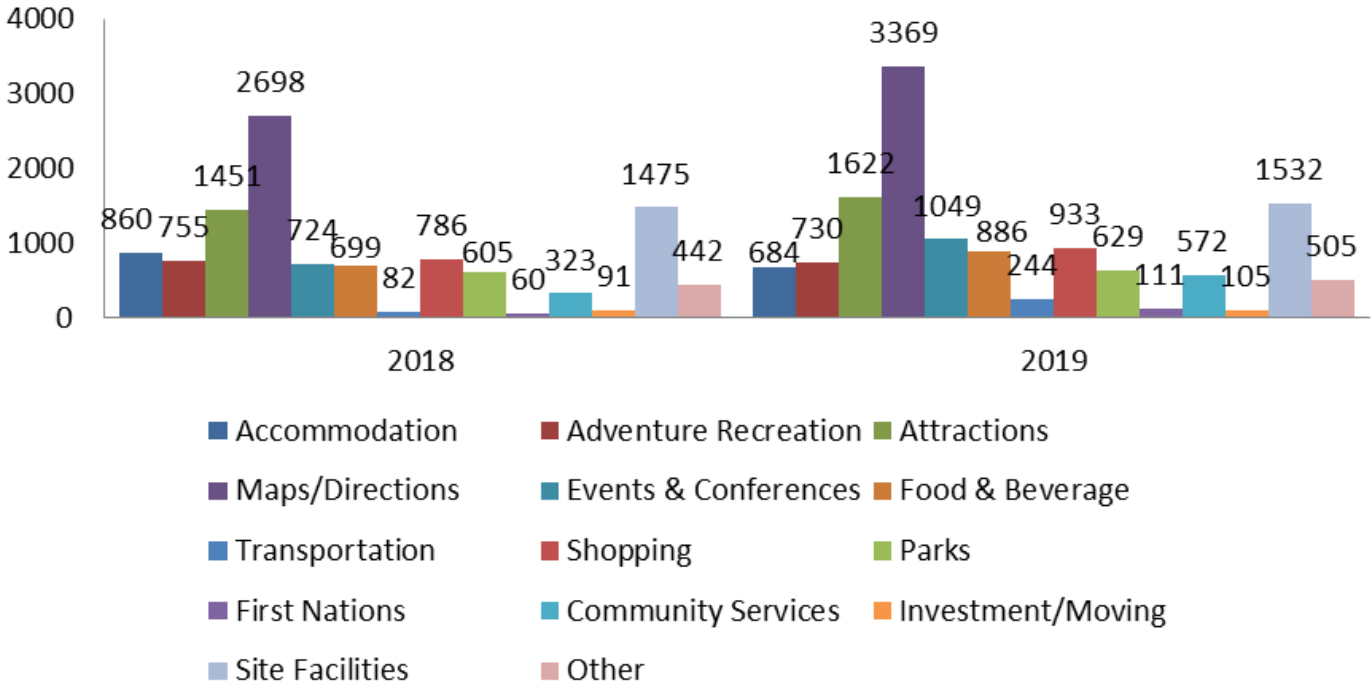
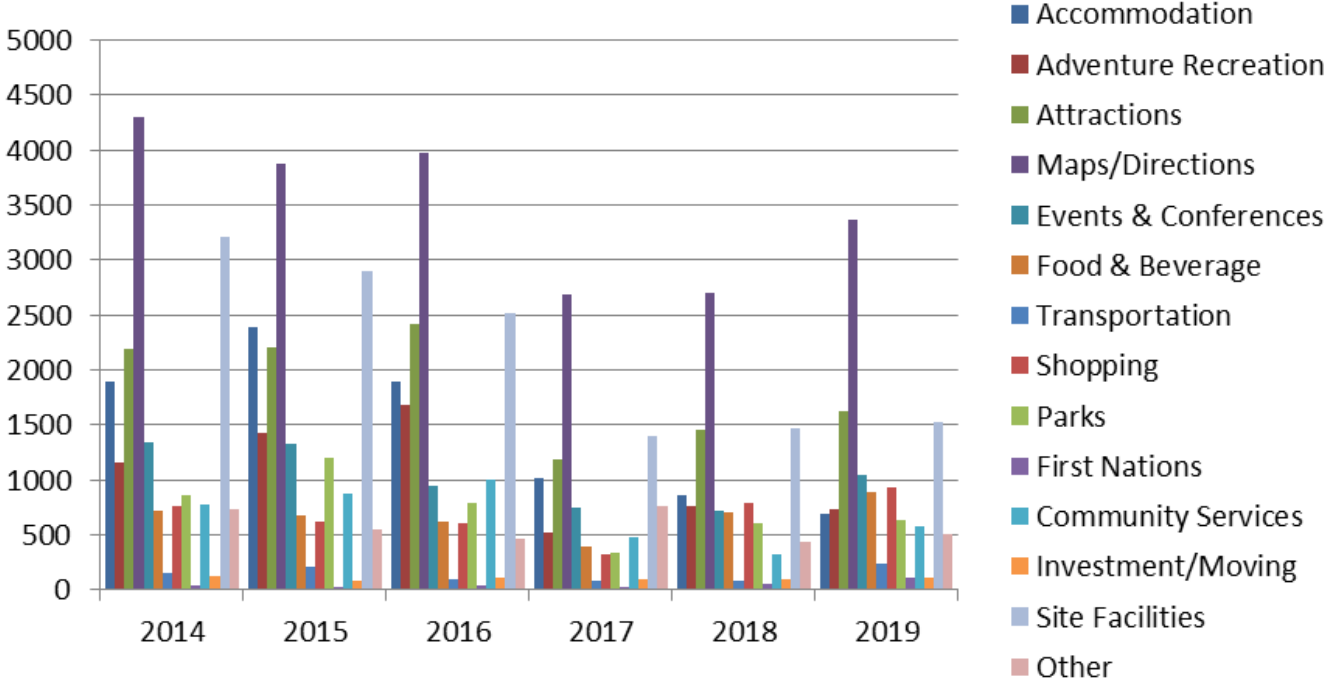
General Information

Information Requests were up in all areas in 2019 when compared to 2018 (and even 2017), with the exception of Accommodation with a -20% drop from 2018, and a -32% drop when 2019 is compared to 2017. The statistics gathered also showed a slight decline in Adventure Recreation when comparing 2019 with 2018 by -3%.

Areas where we saw great lifts when comparing 2019 & 2018 were Transportation (+198%) and First Nations (+85%) – these inclines were apparent when comparing 2019 & 2017 as well. In 2019 we did see our largest numbers of information requests coming from Maps/Directions (3,369), Attractions (1,622), Site Facilities (1,532) and Events/Conferences (1,049).

Comparing 2019 results to previous (non-forest fire) years, we had great improvements in Food/Beverage, Transportation, Shopping, and First Nations across the board. Areas that we saw declines when comparing 2019 to previous years were Accommodation, Adventure Recreation, Attractions, Maps/Directions, Parks and Community Services.

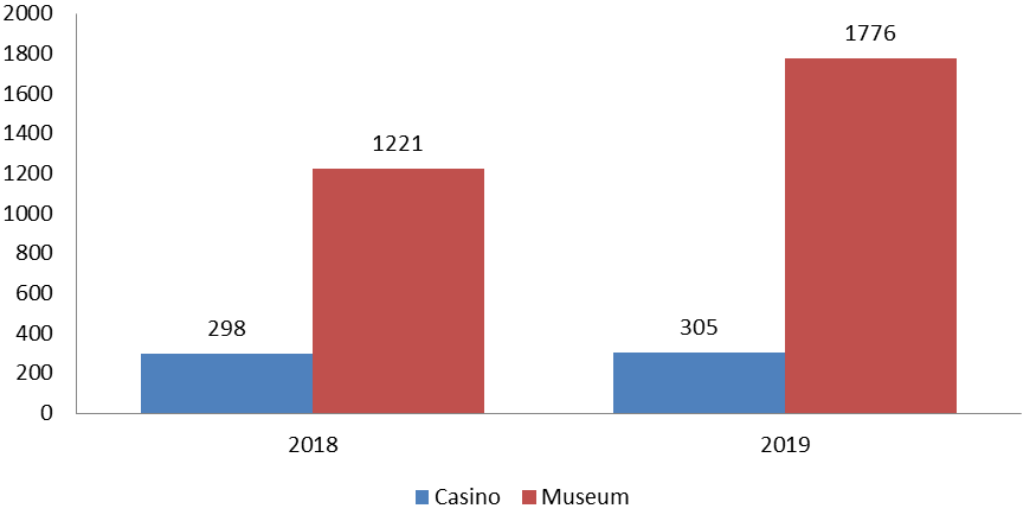
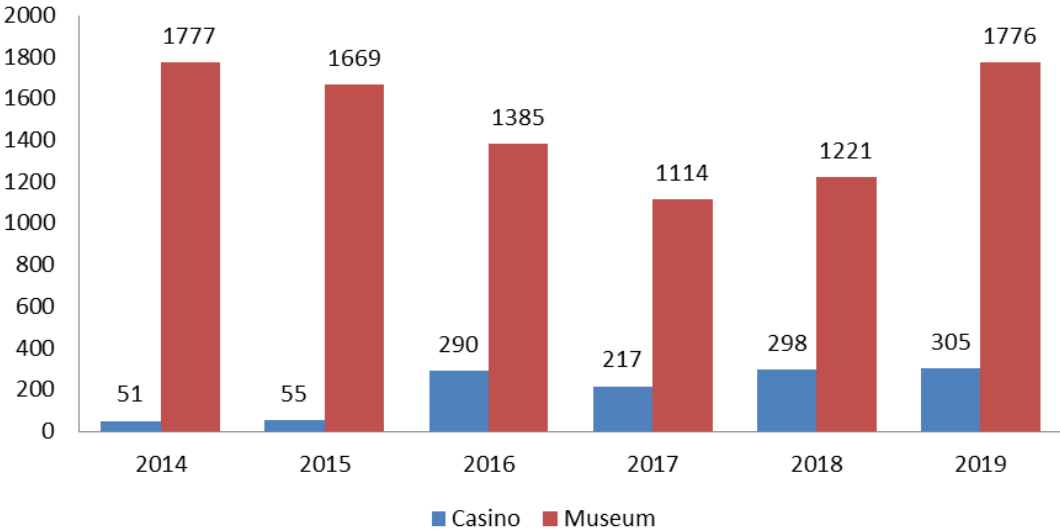
Info. Request	2014	2014 % dif. to 2019	2015	2015 % dif. to 2019	2016	2016 % dif. to 2019	2017	2017 % dif. to 2019	2018	2019	2018 % dif. to 2019
Accommodation	1897	-64%	2393	-71%	1896	-64%	1011	-32%	860	684	-20%
Adventure Recreation	1161	-37%	1426	-49%	1684	-57%	526	39%	755	730	-3%
Attractions	2192	-26%	2208	-27%	2415	-33%	1184	37%	1451	1622	12%
Maps/Directions	4295	-22%	3881	-13%	3977	-15%	2687	25%	2698	3369	25%
Events & Conferences	1339	-22%	1324	-21%	950	10%	748	40%	724	1049	45%
Food & Beverage	714	24%	678	31%	626	42%	388	128%	699	886	27%
Transportation	149	64%	202	21%	92	165%	86	184%	82	244	198%
Shopping	764	22%	625	49%	610	53%	319	192%	786	933	19%
Parks	858	-27%	1206	-48%	788	-20%	332	89%	605	629	4%
First Nations	35	217%	18	517%	35	217%	22	405%	60	111	85%
Community Services	782	-27%	876	-35%	997	-43%	482	19%	323	572	77%
Investment /Moving	125	-16%	87	21%	110	-5%	100	5%	91	105	15%
Site Facilities	3211	-52%	2900	-47%	2512	-39%	1397	10%	1475	1532	4%
Other	739	-32%	544	-7%	469	8%	767	-34%	442	505	14%



Quesnel Places of Interest

The Casino and Museum Information Requests were very positive in 2019, as well as when we compare 2019's numbers to all previous years in the 5 year overview. 2019 outperformed all years with positive results. A great incline was mainly seen in Museum requests.

Quesnel Info Request	2014	2014 % dif. to 2019	2015	2015 % dif. to 2019	2016	2016 % dif. to 2019	2017	2017 % dif. to 2019	2018	2019	2018 % dif. to 2019
Casino	51	498%	55	455%	290	5%	217	41%	298	305	2%
Museum	1777	0%	1669	6%	1385	28%	1114	59%	1221	1776	45%

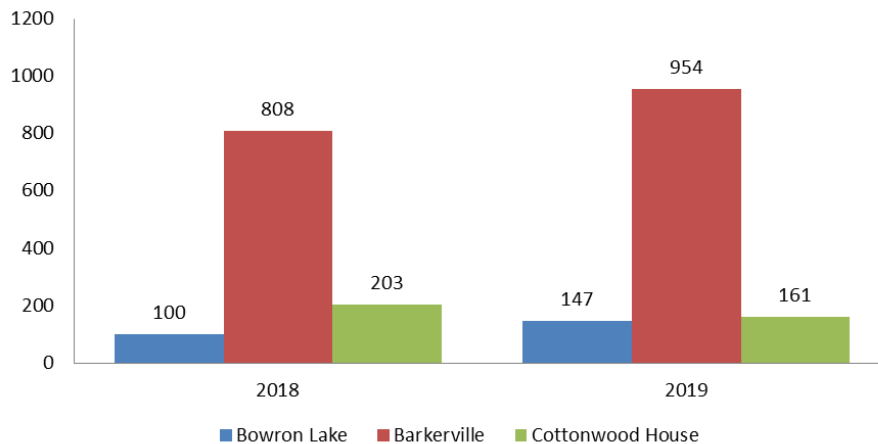
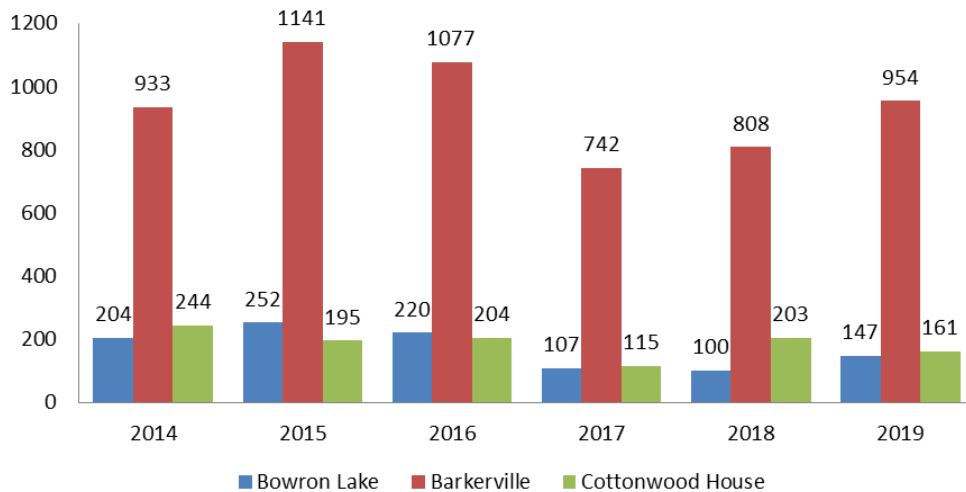


Surrounding Community Information

2019’s numbers, when compared to 2018, as well as 2017, are very positive, seeing good increases in Barkerville & Bowron Lake Requests. We did see a drop in Cottonwood House Requests, which was expected as per the renovation that Cottonwood House was undergoing in 2019.

Compared to previous, non-forest fire years, 2019’s numbers were not as high as we would like to see. We saw declines averaging -34% for Bowron lake when comparing 2019 to 2014, 2015 & 2016. We also saw an average decline -14% when comparing 2019 Barkerville numbers to 2015 & 2016.

Visitor Origin (Canada)	2014	2014 % dif. to 2019	2015	2015 % dif. to 2019	2016	2016 % dif. to 2019	2017	2017 % dif. to 2019	2018	2019	2018 % dif. to 2019
Bowron Lake	204	-28%	252	-42%	220	-33%	107	37%	100	147	47%
Barkerville	933	2%	1141	-16%	1077	-11%	742	29%	808	954	18%
Cottonwood House	244	-34%	195	-17%	204	-21%	115	40%	203	161	-21%

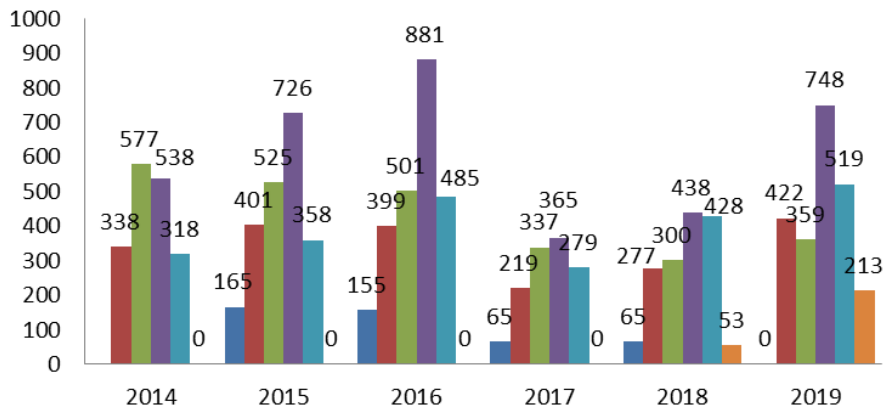


Recreational Information

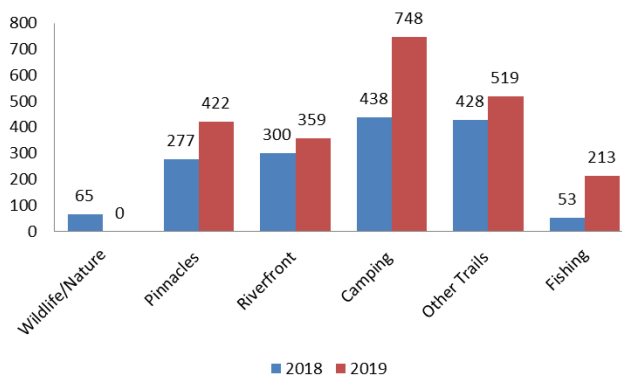
During 2018, the Visitor Centre transitioned from collecting “Wildlife” info. requests and added a “Fishing” category, as we were receiving more Fishing Requests than wildlife inquiries – the numbers showing for these areas will be skewed until we can collect two (or more) full years of data.

Mostly positive differences are showing across the board in the Recreational Information Request category. When comparing 2019 to 2018 we saw nice improvements in Camping (+71%) and Pinnacles (+52%). Comparing 2019 to previous years with no forest fires, we fared very well in Pinnacles, Camping, and Other Trail Requests. The only exception was requests about the Riverfront Walking path, showing an average of -33% when comparing 2019 to 2014, 2015, and 2016.

Rec. Info Request	2014	2014 % dif. to 2019	2015	2015 % dif. to 2019	2016	2016 % dif. to 2019	2017	2017 % dif. to 2019	2018	2019	2018 % dif. to 2019
Wildlife/Nature	95	-100%	165	-100%	155	-100%	65	-100%	65	0	-100%
Pinnacles	338	25%	401	5%	399	6%	219	93%	277	422	52%
Riverfront	577	-38%	525	-32%	501	-28%	337	7%	300	359	20%
Camping	538	39%	726	3%	881	-15%	365	105%	438	748	71%
Other Trails	318	63%	358	45%	485	7%	279	86%	428	519	21%
Fishing									53	213	302%



■ Wildlife/Nature ■ Pinnacles ■ Riverfront
 ■ Camping ■ Other Trails ■ Fishing



■ 2018 ■ 2019

Social Media

The Quesnel Visitor Centre staff worked to increase social media presence with a fully organic approach. Due to budgets we did not have funding to allow for boosted posting, but did see some very positive increases with a fully organic approach though smart hash tagging and following selected tourism accounts.

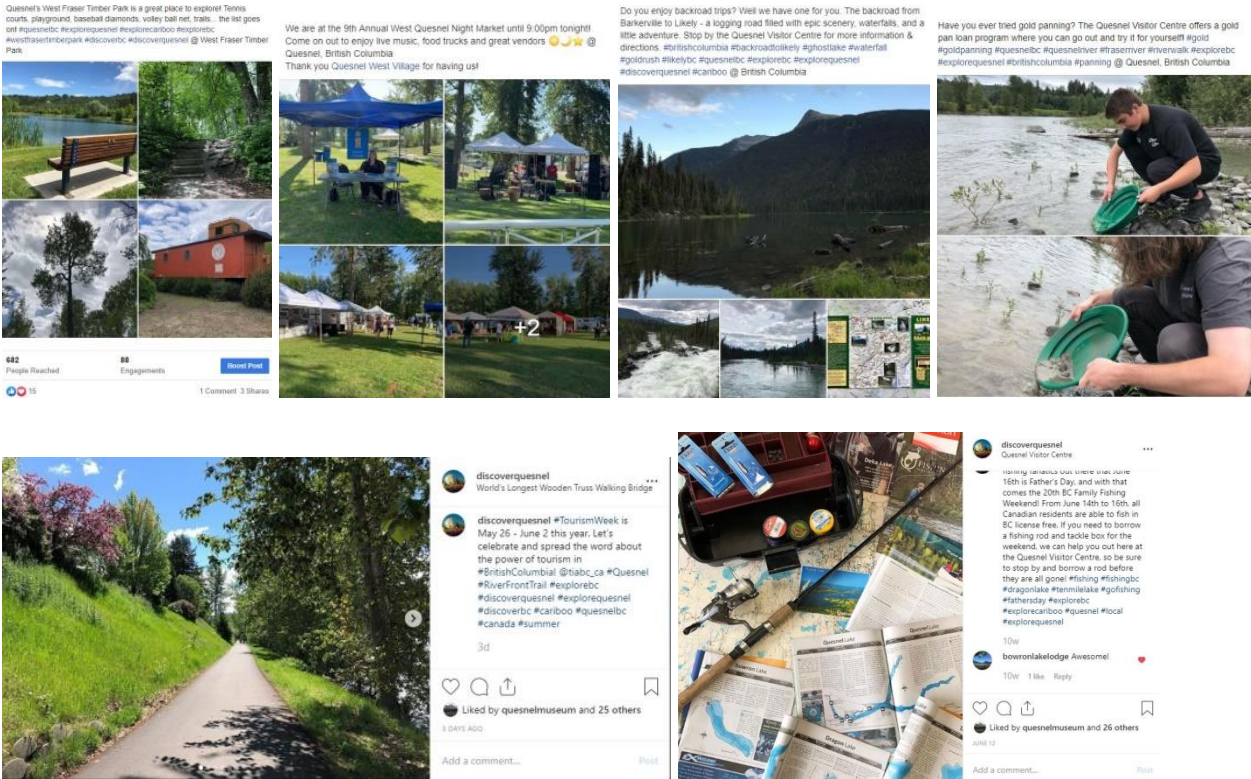
Facebook:

	2018	2019	% Difference
Followers	691	873	26%
Total Page Likes	681	821	21%
Average Reach	78-312	292-471	
Posting Cadence	1-2/week	1-2/week	NA

Instagram:

	2018	2019	% Difference
Followers	204	429	110%
Following	32	117	266%
Total 2018 Posts	11	45	309%
Total Post Likes	138	1117	709%

Even with budget restrictions, we did see great increases this past year. The Organic posting structure that we have experimented with this past year has worked fairly well. Moving into 2020, we will be looking at the postings from 2019 to review what posts received more reaction and what did not, we will use these insights to build a social media plan in hopes to build a larger audience moving into 2021.



E-Newsletter

The Quesnel Event Newsletter was successfully gathered and produced every Thursday, and distributed to 263 subscribers. We were able to gain 25 subscribers to our list this past year, which is a small number, but this was fully due to organic tactics. We also worked with the City of Quesnel Marketing team to re-brand our newsletter to adhere to the City of Quesnel brand identity. We adapted colours, fonts, icons & layout styles to ensure we are communicating Quesnel information that is on-brand and on-target.

Although our numbers did not grow as much as we would have liked, the Quesnel Visitor Centre Events Newsletter has an Open Rate of 33% (industry average being 14.44%), which shows that the subscribers that we do have are quality subscribers.



Thursday, August 1, 2019
VOLUME 8 NUMBER 1

August has flown in almost as fast as the aircraft are going to at the SkyFest Event this coming weekend! The Quesnel & surrounding area are going to be busy as everyone gets ready to welcome visitors from across the province & country as tomorrow kicks off the 2019 Skyfest Event and ArtsWells Festival.

There are also some great community specific events, workshops and fundraisers happening around Quesnel to keep everyone busy, including a family fun event promoting Skyfest in Spirit Square, the Quesnel Art Gallery Opening Reception featuring photography of the 2017 wildfires, BC Team Roping Association Finals, Yoga, live music, Bottle Drives, and so much more. Be sure to get out there and take part in some of these amazing events going on in our community and, most importantly, have fun! For a complete list of events, please go to www.quesnelchamber.com/events/.

This week we would also like to congratulate ABC Communications with their 30th year in business! Founded originally as a supplier of office telephone systems in 1989, ABC Communications was one of the first companies to offer internet services in BC. With a head office still based in Quesnel, this family - owned business has grown into BC's largest privately-held telecommunications solution provider. For more information about ABC Communications please visit www.abccommunications.com

If you have an event you would like help publicizing, please give us a call or send us an email with the details of who, what, where, when and how much and we'll be delighted to help you spread the word.

Our Newsletter is posted weekly on Facebook, notably on the Quesnel Visitor Centre page and various other community pages (All Things Positive Quesnel, Quesnel and Area Events, etc.). If you know someone who would like to receive this Newsletter, all they have to do is email us with their request and we'll take care of it!

So, until next week, have a great weekend!

Sincerely,
Quesnel Visitor Centre
703 Carson Avenue
Quesnel, BC
250-992-8716

Upcoming Events

Family Friendly Event in Spirit Square
Friday, August 2
Spirit Square
3:00 pm - 5:00 pm
The Quesnel Downtown Association will be hosting a family friendly event in Spirit Square. There will be some of the pilots from the air show for people to meet, and a paper airplane throwing contest for 3 age groups, with Prizes to be won! Or kids can just come down and learn how to build paper airplanes.

Family Fun Bottle Drop-Off
Saturday, August 3
Safeway
9:00 am - 3:00 pm
Bring your refundable cans, bottles, juice containers to Safeway Parking lot on Saturday. The proceeds go to the Terry Fox Run.

Quesnel Art Gallery: Wildfires 2019 Project Opening Reception
Friday, August 2
Quesnel Art Gallery
7:00 pm
Opening reception for this photographic exhibit documenting the aftermath of the 2017 wildfires. Sponsored by West Fraser, this show runs until August 30th.

Quesnel SkyFest 2019
Friday, August 2 - Sunday, August 4
SkyFest provides entertainment for the whole family. There will be opportunity for an up close look at some different types of aircraft and vintage cars in the static display area. Multiple ticket packages are available at the Quesnel Visitor Centre, Circle 'S' Western Wear, at the Quesnel Airport Office, and online (along with more information) at www.skyfest.ca

Quesnel Art Gallery Summer Workshop: Zentangle Drawing
Wednesday, August 7
Quesnel Art Gallery
1:00 pm - 4:00 pm
A summer art workshop of those aged 12-99! The fee is \$5.00 per person, maximum 10 participants. Register at the gallery or by phone at 250-991-4014.

ArtsWells Festival 2019
Friday, August 2 - Monday, August 5
Wells and Barkerville
The Cariboo's largest celebration of music and art, ArtsWells Festival, is back for its 16th season in the colourful community of Wells and the historic Goldrush town of Barkerville. At the heart of it all, ArtsWells offers four jam-filled days of creative community and artistic connection with exceptional musical experiences for every taste!

My Son the Hurricane
Wednesday, August 7
The Occidental
8:00 pm
My Son the Hurricane is a brass infused funk band and when they play, no dance floor is safe! Advance tickets \$10, door tickets \$15.

BC Team Roping Association Finals
Friday, August 2 to Monday, August 5
Alex Fraser Park
The BCIRA 2019 Finals will be held August 2nd, 3rd, 4th and 5th in Quesnel B.C. at Alex Fraser Park. There will be concession available and free admission. For more information visit www.ropebc.ca/

As the Wind Wanders Yoga
Thursday, August 8
Philly Calistates
10:00 am - 12:00 pm
This ultra-relaxing session embraces the fleeting sun-drenched days of summer. Gentle Yoga followed by re-treatments and mingling, all abilities and bodies welcome. Fee is \$20 and must RSVP by Wednesday at <https://www.schedulicity.com/scheduling/ATWY3W>

Quesnel Museum's Family Fun Day
Saturday, August 10
Quesnel & District Museum and Archives
10:30 am - 2:30 pm
For our regular family rate you can come join in on crafts, activities, and games throughout the museum!

Learn More

2019 Quesnel Official Travel Guide
Featuring outdoor adventure, history, Indigenous culture, events, accommodations and more. Find yourself surrounded by nature and in for a fun and authentic experience! Click the Link to get a virtual Copy of the Visitor Guide:
<https://console.virtualquester.com/2018-edition/travel-guide-2019/>

Want to learn more about the City of Quesnel or events happening in your local area? Simply visit <http://tourismquesnel.com/> or <http://quesnelchamber.com/events/> for more information.

Visitor Centre Goals for 2020

Overarching goal(s) for 2020:

1. Enhance visitor experience by providing an exceptional customer service
2. Continue to produce and distribute the Quesnel Weekly Events Newsletter
3. Support surrounding area tourism destinations in all ways possible
4. Continue to promote Quesnel as a holiday or relocation destination
5. Continue to support Economic Development & the City of Quesnel in any identified Tourism objectives

Key 2020 Objectives (measurable):

1. Increase our social media presence
2. Ensure all staff has a comfortable level of knowledge of the tourism product in the community
3. Re-train the Visitor Centre staff with the new TVIC course/criteria
4. Attend/promote more Quesnel on-site events (event roaming)