

CITY OF QUESNEL

Tourism & Events

Inventory & Package Development Project

Final Report Overview | April 2026

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About This Project



Tourism and Event Inventory & Package Development: Six months of research and engagement across four phases culminating in a clear asset inventory, a 15-yr pipeline for event bids, an economic development model, a successful inaugural tourism forum, and four experience packages in development plus a resource for continued progress.

Phase 1

Tourism Asset Inventory & Gap Analysis

Asset mapping, comparative research, business surveys, interviews, City staff workshop.

250+

Assets Inventoried

Phase 2

Event Hosting Inventory

Venue inventory, event ecosystem analysis, Council/CRD survey, economic impact model.

\$4.7M

Potential Bid-Event Output

Phase 3

North Cariboo Tourism Forum

Full-day forum with 90 participants – two panels, a workshop, collaborative discussion and presentations.

90

Forum Participants

Phase 4

Experience Package Development

Four operator packages in progress, covering all seasons, and a package development toolkit.

4+

Packages + Toolkit

The Opportunity



\$4.8B

Outdoor recreation
annual BC GDP

2%

CCC share of recreation
& entertainment spend

11%

Provincial average
recreation spend

+6.9M

Canadian domestic trips
year-over-year Q3 2025

- › BC tourism now outpaces forestry, agriculture, mining, and oil and gas combined in provincial GDP.
- › The CCC region captures just 2% of visitor spend on recreation & entertainment vs. 11% provincial average - closing that gap is the central opportunity.
- › Canadian domestic travel is surging; Canada named Safest Travel Destination 2026, reflecting both domestic and international interest.
- › Quesnel's target audiences (Destination Canada): **Outdoor Explorers** and **Simplicity Lovers** - both prioritize nature and dining.
- › Hotel occupancy at 65.6% vs BC average 70.4%; ADR \$152 vs \$251 – opportunity to grow visitor yield through longer stays and greater experiences.

Phase 1 | Tourism Asset Inventory



tourismquesnel.com Listing Gap Analysis - 45 assets across 8 categories missing or incorrectly listed

Category	Total	Missing	% Gap
Accommodation	32	7	22%
Annual Events	29	7	23%
Paid Indoor Experiences	16	3	19%
Historical & Cultural Attractions	21	4	19%
Conference & Event Facilities	39	7	18%
Paid Outdoor Experiences	25	4	16%
Food & Beverage	63	9	14%
Public Amenities	39	4	10%

Good news: this is a documentation challenge, not an infrastructure one.

The City is already acting. Events listed on tourismquesnel.com grew from 6 → 10 since recommendations were shared.

Key gap themes: digital visibility, bookable experiences, transportation, accommodation diversity, evening economy.

Mountain biking is a high-performing page - outdoor recreation is Quesnel's strongest draw.

Correcting broken links, adding missing businesses, and completing amenity details are achievable, low-cost near-term actions with immediate impact.

Key Gap Themes - What the Evidence Shows



01

Digital Visibility & Data Quality

45 assets missing or incorrect online. Low cost, high impact.

02

Conference, Event & Venue Capacity

Professional ceiling ~350. Accommodation growth directly expands hosting capacity.

03

Bookable, Paid Outdoor Experiences

CCC captures 2% vs 11% provincial recreation spend - untapped opportunity.

04

Transportation & Visitor Mobility

Cited by 8 of 16 survey respondents. One taxi; no ride-hail. Mobility unlocks spending.

05

Accommodation Quality & Diversity

Boutique, glamping, lodges & STRs. Each new room raises event hosting ceiling.

06

Evening Economy & Indoor Activities

Visitors disengage early. Unlisted experiences ready to be promoted.

07

Heritage, Culture & Indigenous Tourism

Unanimous Council/CRD priority – partnering with local First Nations.

08

Agritourism & Local Food Economy

FARMED celebrating 20th anniversary. Opportunities to intertwine agritourism into more events.

09

Event Coordination & Institutional Knowledge

Further alignment of the Event Coordinator's work with Economic Development Strategy goals.

10

Public Amenity & Sense of Arrival

There is a wealth of parks and trails. Opportunity for standardized information for visitors (washrooms, water, accessibility, parking, etc).

Phase 2 | Event Hosting Inventory



29

Annual events inventoried

35+

Venues assessed

41%

Events in July–Aug
(seasonal concentration)

~350

Current professional event capacity ceiling

Quesnel 100th Anniversary 2028 a major provincial marketing and event-hosting milestone to begin promoting now.

Near-Term Event Opportunities (No Bid Required)

Event	Suggested Lead	Season
Shore to Shore (Dinner on the Bridge)	BIAs	Shoulder
Consolidated Holiday / Christmas Market	BIAs · Chamber	Winter
Food Festival (Farm-to-Fork grassroots)	FARMED · Farmer's Market · Restaurants	Shoulder
Health & Wellness Weekend	Hotels	All seasons
TEDx Quesnel	Post-secondary · Chamber	Any

Provincial Biddable Events | 15-Year Pipeline



Combined economic impact if all
18 events hosted (2028-2043):

\$3.19M

Visitor Spend

\$4.73M

Total Output

\$1.54M

Labour Income

Biddable Events Starting Pipeline

Event	Target	Estimated Visitor Spend (midpoint spend)	Estimated Total Output
NCLGA AGM & Convention ★	2028 Spring	\$226,568	\$335,685
BC Museums Association Annual Gathering	2028 Fall	\$213,728	\$316,685
Community Futures BC AGM or Regional Forum	2029 Flexible	\$37,761	\$55,947
BIABC Annual Conference	2029 Spring	\$151,045	\$223,790
BC First Nations Forestry Council Annual Conference	2030 Spring	\$124,612	\$184,627
Minerals North Conference & Trade Show	2031 Spring	\$349,736	\$518,212
BC Community Forest Association Annual Conference & AGM	2032 Spring	\$104,921	\$155,464

★ Council has already voted to pursue the NCLGA 2028 bid

Phase 3 | North Cariboo Tourism Forum



February 19, 2026 · Quesnel & District Seniors' Centre · Event Planning: City of Quesnel, CRD, Chamber, AKC

90

Total Participants

4.81/5

Overall Experience
Average Rating

92%

Would Attend a
Tourism Event Again

36

Completed
Feedback Forms

What the Region Told Us

- › Strong appetite for deeper partnerships across businesses and regional organizations.
- › Transportation planning for events and visitor mobility remains a priority.
- › Shoulder season activation is a shared, collective goal.
- › Customer service and hospitality training is an opportunity area.
- › Packaging and experience bundling show strong potential to increase visitor spend.

Tactical Opportunities

- › Develop a communications plan to keep businesses connected to upcoming opportunities.
- › Invite airlines to future tourism forums to build case for improved air access.
- › Echen bus as potential event shuttle for high-traffic periods - insurance framework needed.
- › Support BIAs in reviving Dinner on the Bridge as a signature event.
- › Forum insights carried directly into Phase 4 package development.

Phase 4 | Tourism Experience Packages



Five experience clusters developed to guide destination positioning and package development:

Trails & Wilderness

All Seasons

Lakes & Fishing

Spring / Fall

Heritage & Culture

All Seasons

Cariboo Road Trip Stopover

Summer

Wellness in Nature

All Seasons

4 Packages in Development with Businesses

Guided Fishing Getaway (pending pricing)

Lakes & Fishing · September–October

Full-day guided lake fishing with Ben Fougere + two nights at the Sandman Hotel. Lunch & snacks from Granville's Coffee, and fishing gear included. Designed for couples and families of all skill levels.

Past to Present: Cariboo Gold Rush Journey (pending pricing)

Heritage & Culture · May–September

Two nights at the Wells Hotel, Barkerville admission & theatre passes for 4, two nights at Prestige Riverside Lodge and gold panning. Regional collaboration model for broader itinerary development.

Ride & Recharge (confirmed)

Trails & Wilderness · May–October

Two nights at Prestige Riverside Lodge, bike rentals through the Visitor Information Centre + post-ride dinner at Barkerville Brewing Co. An active itinerary for couples and friends.

Ski & Stay: Troll Mountain Winter Escape (pending pricing)

Trails & Wilderness · December–April

Quesnel stay + Troll Ski Resort day. Short lift lines, approachable terrain, community atmosphere. A compelling winter alternative extending Quesnel's tourism season.

A Package Development Toolkit has been delivered to the City for ongoing operator engagement and package development beyond this project.

16 Recommendations - 3 Strategic Themes



Strengthen the Foundations

Digital, marketing, data

- › A - Strengthen tourismquesnel.com as single authoritative platform
- › B - Leverage CCCTA, Love Quesnel & regional platforms
- › C - Enhance destination brand, marketing & communications
- › D - Invest in placemaking, wayfinding & sense of arrival
- › E - Establish a tourism data and measurement baseline

Build the Experiences

Packages, events, culture

- › F - Surface & develop new visitor experience opportunities
- › G - Strengthen accommodation quality and diversity
- › H - Invest in outdoor recreation infrastructure
- › I - Strengthen Indigenous tourism integration
- › J - Heritage itineraries & cultural assets
- › K - Grow the events portfolio
- › L - Downtown safety & evening economy

Invest in Enablers

Structural conditions for growth

- › M - Bridge the visitor transportation gap
- › N - Strengthen partnerships & regional coordination
- › O - Strengthen MRDT outcomes & accountability
- › P - Build tourism workforce & business capacity

Priority Near-Term Actions



High-impact, achievable actions that can begin now with resources and partnerships that already exist.

DIGITAL

- ✓ Develop listing policy and annual audit process
- ✓ Fix the missing/incorrect listings on tourismquesnel.com
- ✓ Rewrite key pages as static, AI-crawable content
- ✓ Add "Deals & Packages" navigation tab
- ✓ Enhance airport page with complete ground transport info

EXPERIENCES

- ✓ List identified unlisted operators on tourismquesnel.com
- ✓ Clearly market Lhtako Dene Pow Wow as open to all visitors
- ✓ Contact CCCTA: get Quesnel on landwithoutlimits.com > Book Now
- ✓ Submit packages to CCCTA Operator Offers section
- ✓ Add FARMED to tourismquesnel.com

EVENTS

- ✓ Submit NCLGA 2028 bid - Council already voted to proceed
- ✓ Submit BC Museums 2028 EOI within 18 months
- ✓ Document institutional event knowledge: vendor lists, logistics, bids
- ✓ Integrate mill shutdown calendar into event planning
- ✓ Begin development of Quesnel 100th Anniversary promotion strategy

ENABLERS

- ✓ Promote downtown safety progress publicly to build visitor confidence
- ✓ Promote SuperHost training to local businesses
- ✓ Begin relationship-building forum with First Nations & ITBC
- ✓ Work with CCCTA to define realistic expectations & goals
- ✓ Continue to deliver business support sessions

Roles, Responsibilities & Funding



City of Quesnel – Economic Development

Lead coordinator · digital presence · strategic direction · MRDT · event bids · marketing

City / CRD – Events Coordinator

Event coordination · operational support · volunteer systems · event bids · tracking

Chamber of Commerce / BIAs

Business outreach · local activation · marketing · BIABC Conference bid · B2B familiarity tours

Cariboo Regional District

Regional partnership · funding access · event transportation · trail co-investment

Destination BC / CCCTA

Marketing support · funding programs · regional platform listings · Nature's Heartland alignment

Local First Nations Partners

Cultural tourism leadership · partnership development · Pow Wow promotion · capacity building

Key Funding Sources

NDIT: Festivals & Events + Marketing Initiatives · DBC Co-op Marketing (\$30K–\$250K) · MRDT via CCCTA programs

The assets are here.
The community is committed.
The timing is right.

Quesnel has everything it needs to grow as a destination. Strong outdoor assets, rich heritage, an energetic events culture, motivated operators, and a community that genuinely believes in what it's building.

The work ahead is connecting what exists, filling what's missing, and making it easy for visitors to find Quesnel, stay longer, and spend more. The recommendations are organized for progressive impact, grounded in evidence, and designed to be acted on with the resources and partnerships that already exist or are within reach.

**Quesnel, you've
got the goods.**