

## 2024 Value of Tourism – A Snapshot of Tourism in BC

This information provides insight into the annual economic value of tourism in British Columbia. This snapshot was recently released and produced by BC Stats for Destination BC.

### TOTAL TOURISM REVENUE



Tourism revenue measures the money received by businesses, individuals, and governments due to tourism.

**\$23.0 Billion**  
2024 ANNUAL REVENUE

Gross revenue including consumer taxes. Revenue is reported in nominal values, meaning in current prices.



### TOURISM PROVINCIAL/MUNICIPAL TAX REVENUE



**\$2.1 Billion**

+4.6%  
From 2023

### TOURISM EMPLOYMENT

**113,760**



people were employed in tourism-related businesses in 2024, a +1.5% increase over 2023.

Number of jobs that tourism spending supports.

### TOURISM BUSINESSES

**16,925**



tourism-related businesses were in operation in BC in 2024, a 0.4% increase over 2023.

Number of tourism-related businesses in operation at a single point in time in 2024.

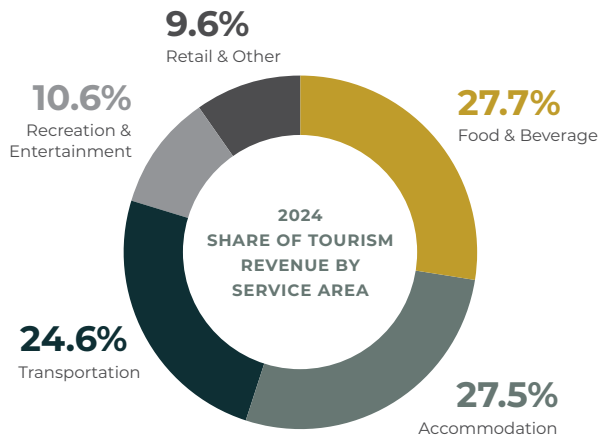
### ESTIMATED ROOM REVENUE

Based on 72 participating MRDT communities in 2024 and 2023.



**\$4.8 Billion**

+3.0%  
Over 2023



### TOURISM WAGES AND SALARIES

BC's tourism industry paid

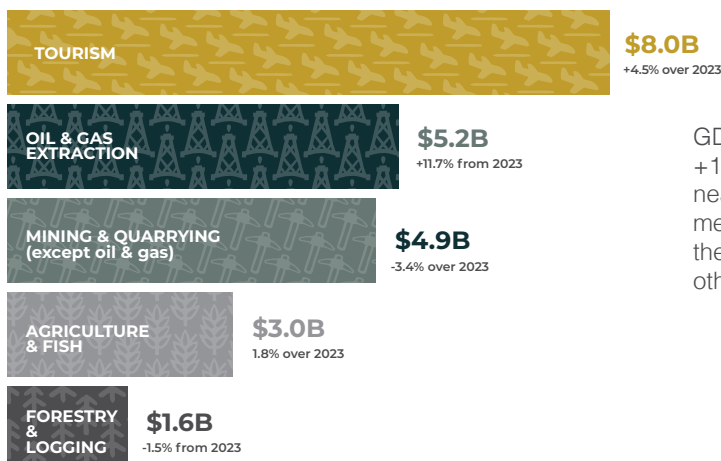
**\$5.0 Billion**

in wages and salaries in 2024.

+6.4%  
Over 2023

## Tourism Gross Domestic Product

This information provides insight into the annual economic value of tourism in British Columbia.



GDP for the provincial economy as a whole was up +1.2% over 2023. In 2024, tourism contributed 3% or nearly \$8.0 billion of value added to the BC economy, as measured through GDP (in 2017 constant dollars). In 2024, the tourism industry's contributions were above those of all other primary resource industries.

GDP is reported in 2017 constant dollars (real GDP).

GDP by Primary Resource Industry calculated from NAICS codes: Forestry and Logging (113), Agriculture and Fish (111, 112 & 114), Oil and Gas Extraction (211), and Mining and Quarrying (except oil and gas) (212).

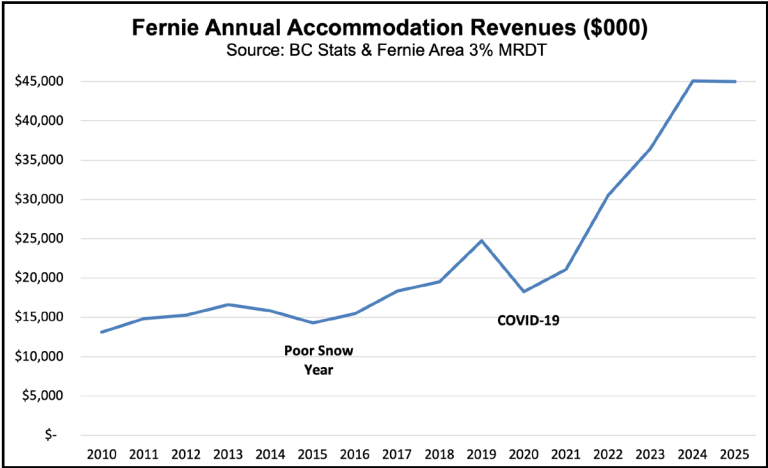
## Fernie BC - Accommodation & Industry Metrics & Market Research

One of Tourism Fernie's priorities and activities has been to increase acquisition and use of data to help with industry development and communications, decision making and effectiveness of initiatives. The following pages represent a diversity of metrics and insights Tourism Fernie has gathered.

### Accommodation Metrics

Accommodation revenues are calculated based on the collection of MRDT within Fernie, Fernie Alpine Resort and area accommodations such as Island Lake Lodge and Birch Meadows B&B. Accommodation revenues for 2025, as shown in Chart 1, were comparable to 2024. Accommodation revenues were expected to be higher for 2025 however political events in the USA impacted travel confidence, business travel, and therefore accommodation levels starting in spring 2025.

Chart 1



Fernie continues to be a seasonal destination for most of its leisure travel market. As Tourism Fernie continues to emphasize spring and fall visitation, corporate travel continues to support shoulder season overnight stays.

Spring and fall accommodation revenues in 2025 were down approximately 5% over the same periods in 2024, with fall season being stronger than spring 2025. However, both spring and fall season in 2025 were 26% higher than in 2023.

Winter season of 2024-2025 was the strongest to date, and continues to be the strongest season to drive accommodation revenues in Fernie.

Charts 2 & 3 show the more seasonal effect on local accommodation revenues. Chart 2 compares six months of winter against six months of spring/summer/fall season. Chart 3 breaks up the year into 4 seasons, though some seasons are only two months vs three or four. \*Since the winter season straddles over fiscal years, we have chosen to include the previous year for Nov and Dec numbers to more accurately show the true winter season (i.e. Nov 2024 – Apr 2025 in Chart 2 and Dec 2024 – March 2025 in Chart 3).

Chart 2

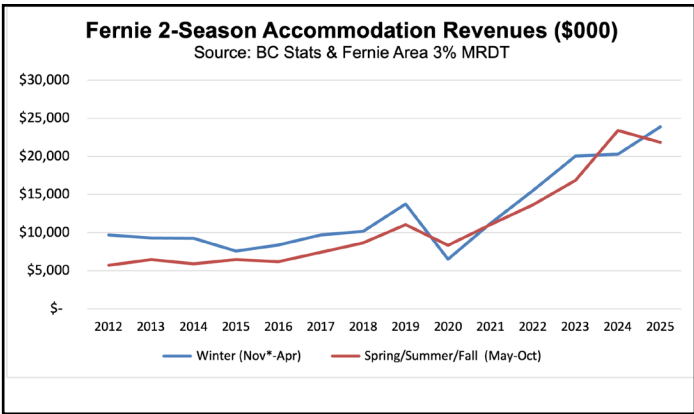
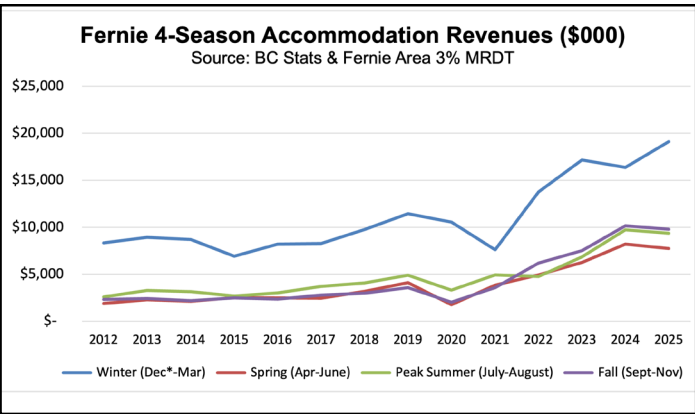


Chart 3



## Fernie Accommodation Metrics

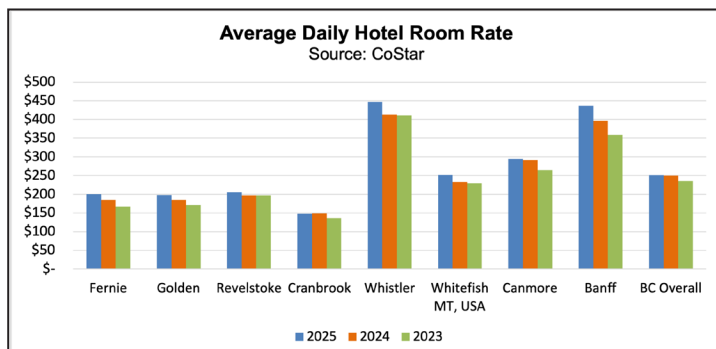
There are approximately 1,300 lodging units in Fernie and area, including Fernie Alpine Resort. This includes short-term rentals. Approximately 600 of the 1,300 units are considered hotel/motel units (no kitchens) and the rest are vacation rental style units that include kitchens. Most of the vacation rentals in Fernie are located within accommodation properties such as Fernie Lodging Company or Silver Rock and 901 or in accommodation zones such as the Stanford/Riverside. Only a small portion of units are STRs within residential homes or areas (approx. 10%) of Fernie.

Tourism Fernie acquires key lodging metrics primarily from the below two sources. However, we are also able to acquire a few data points through our OTA partners.

- CoStar / Smith Travel Research STAR Report which focuses on traditional hotel and commercial accommodation properties.
- Key Data AirBnB & VRBO Report which focuses on all lodging units selling through AirBnB and VRBO.

## CoStar / Smith Travel Research STAR 2025 Report Highlights Currency CAD

The STAR Report provides aggregated data that is provided directly from accommodators on a monthly basis. Currently over 60% of local accommodators provide their statistics, and 76% of the rooms are in the hotel room category (vs condo style). This results in a lower ADR than what is seen with our OTA partners and Key Data on the next page, as they sell more of the larger units in Fernie, such as condos, private homes, and townhomes that have higher room rates.



### Fernie

|                                       |                    |
|---------------------------------------|--------------------|
| Avg Daily Room Rate (ADR*)            | \$200.67 (up 9%)   |
| Revenue Per Available Room (RevPAR**) | \$140.21 (up 7%)   |
| Occupancy***                          | 70% (same as 2024) |

\***ADR** is the average price for a hotel room / condo unit per night over a given period of time at a specific property or region.

\*\***RevPAR** is a hotel's 'gold standard' performance metric, it shows the revenues generated per room regardless of if the rooms are occupied or not.  $RevPAR = \text{Room Revenue} / \text{Total Rooms Available for a given period of time (ie a month or year)}$ .

\*\*\***Occupancy** is the % of room nights booked of the number available.

\*\*\*\***OTA** stands for Online Travel Agencies such as Expedia, Booking.com

## OTA PARTNER INSIGHTS FOR 2025

- ADR \$336 CAD (up 9%)
- 33,865 nights booked (0% change)
- 6% Increase in booking revenues
- 1% Increase in # of people booked
- 9% Couples | 36% Families | 19% Multi-Adults | 6% Singles
- Top Booking Countries:
  - 67% Canadians • 30% United States • 3% International

Source: CoStar – Reproduction or other re-use of this data without the express written permission of CoStar is strictly prohibited.

## MONTHLY OCCUPANCY HIGHEST TO LOWEST

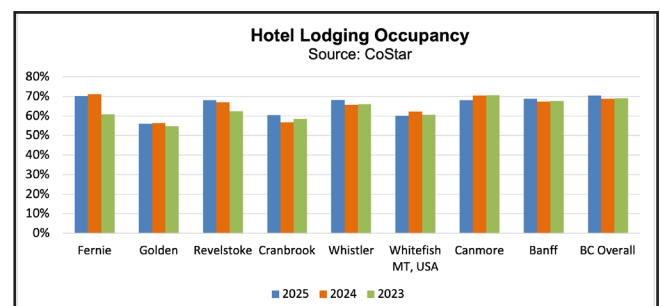
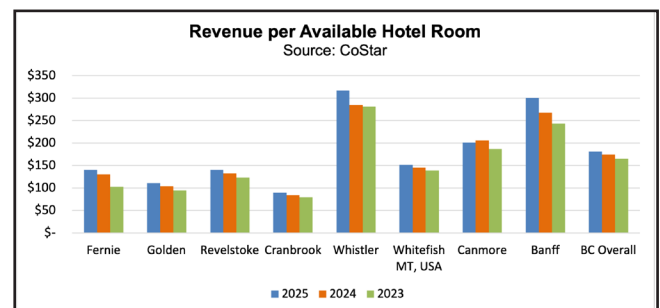
(source: CoStar)

| 2025      | 2024      |
|-----------|-----------|
| February  | July      |
| August    | August    |
| July      | June      |
| March     | September |
| September | February  |
| October   | May       |
| January   | October   |
| June      | March     |
| November  | January   |
| December  | December  |
| May       | April     |
| April     | November  |

## MONTHLY LODGING REVENUES HIGHEST TO LOWEST

(source: MRDT & BC Stats)

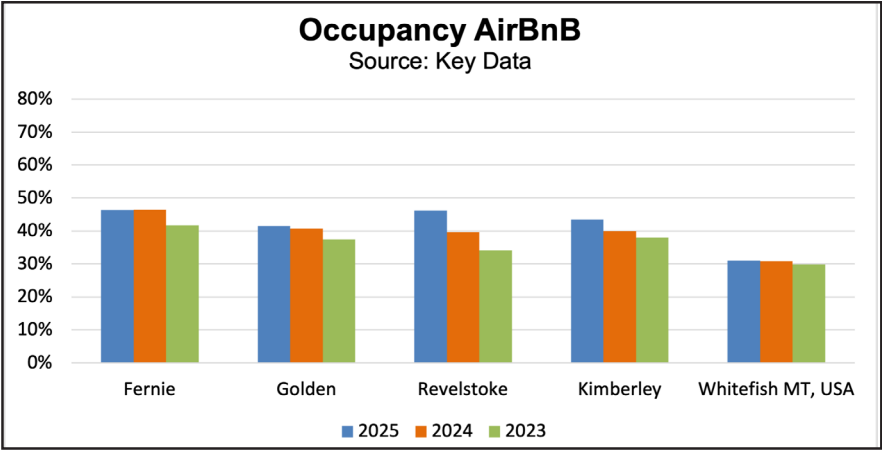
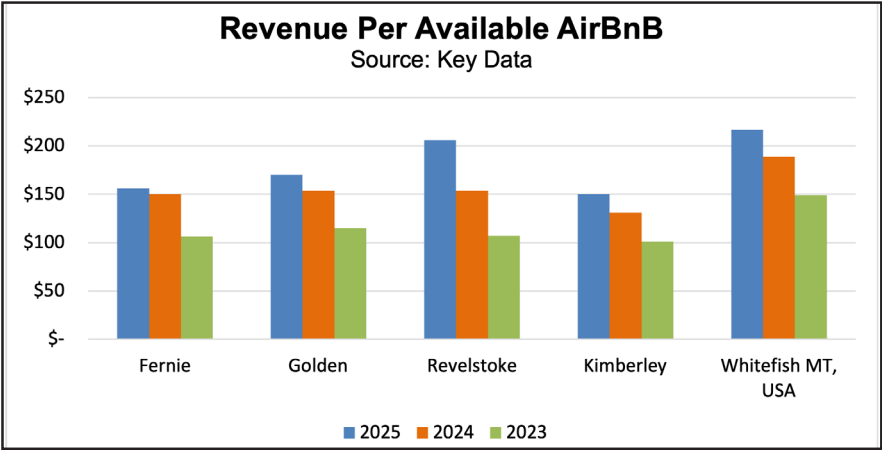
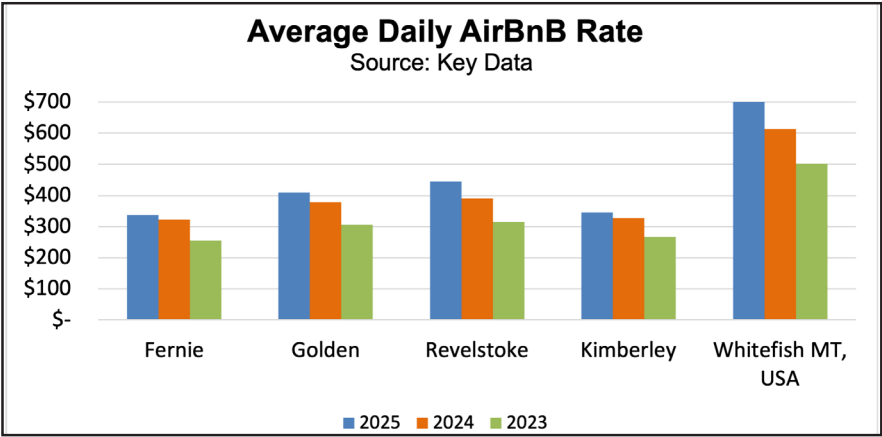
| 2025      | 2024     |
|-----------|----------|
| February  | August   |
| January   | July     |
| August    | February |
| March     | March    |
| July      | February |
| September | May      |
| June      | October  |
| December  | March    |
| November  | January  |
| October   | December |
| May       | April    |
| April     | November |



Key Data AirBnB & VRBO Report Highlights – Short Term Rentals Data

Information from Key Data helps us understand the short-term rental market locally. Key Data ‘scrapes’ data from AirBnB and VRBO websites. It is a bit less accurate than previous page CoStar / STAR Report source, but covers STRs which the STAR Report does not. An important observation between the two data sources is that CoStar data comes primarily from hotel rooms (small units with lower room rates), whereas Key Data comes primarily from larger units with higher rates (condos, townhomes, private homes and suites).

It should be noted that Key Data reports on a majority of the vacation rentals in Fernie which, like mentioned on the previous page, account for approximately 700 units of the 1,300 units available in the Fernie area. Only a small portion of the 700 units are STRs within residential homes or areas (approx. 130 units) in Fernie.

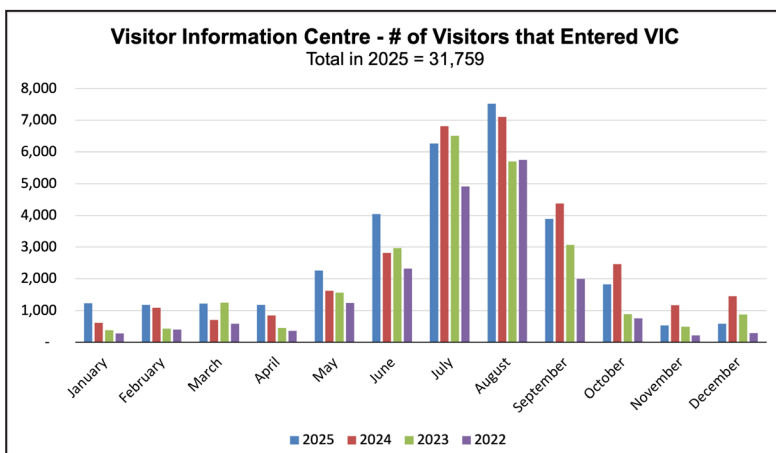
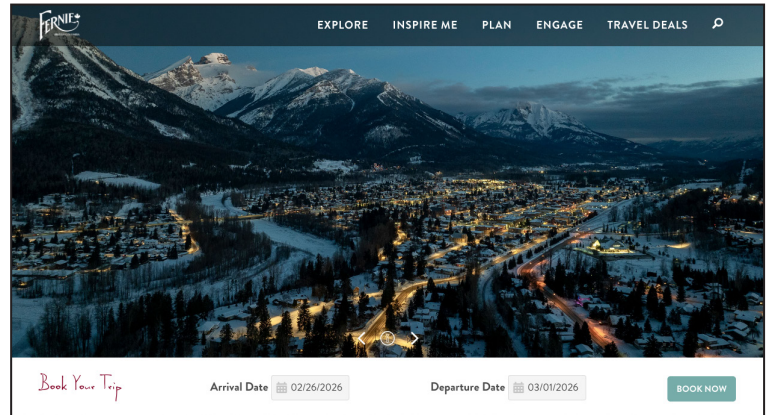


Source: Key Data [www.keydatadashboard.com](http://www.keydatadashboard.com)

## Book Your Trip Tool on TourismFernie.com

The Tourism Fernie website includes a Check-in Canada booking referral function / widget as a trip planning tool that shows local lodging availability, with filters for average rate/ night, lodging type, amenities and a 'Book Now' button leading to the business's booking system encouraging visitors to book direct.

- Total Impressions: 138,738
- Unique Visitors: 11,363
- Direct referrals to accommodator booking systems: 663
- Value of booking referrals: \$404,600
- Average length of stay searched for: 2-3 Days
- Average # of lead days: 30 Days
- Search Origin: 53.5% Canada | 29.8% USA  
16.7% Other Int'l
- Referrals:
  - Top 5 Countries: Canada, USA, AUS/NZ, Switzerland & UK
  - Top 5 Canadian Cities: Calgary, Regina, Edmonton, Lethbridge & Saskatoon
  - Top 5 US States: California, Montana, Colorado, Pennsylvania & Washington



## FERNIE VISITOR INFO CENTRE (VIC) 2025 STATISTICS

The Fernie Chamber of Commerce operates the VIC under a fee for service agreement with the City of Fernie. A small portion of Fernie's overall visitors stop by the VIC for travel and visitor advice, brochures, maps and services, as well as hiking MT Proctor and Fairy Creek Falls. Fernie as a whole welcomes over 450,000 visitors annually, whether for leisure, group or corporate reasons.

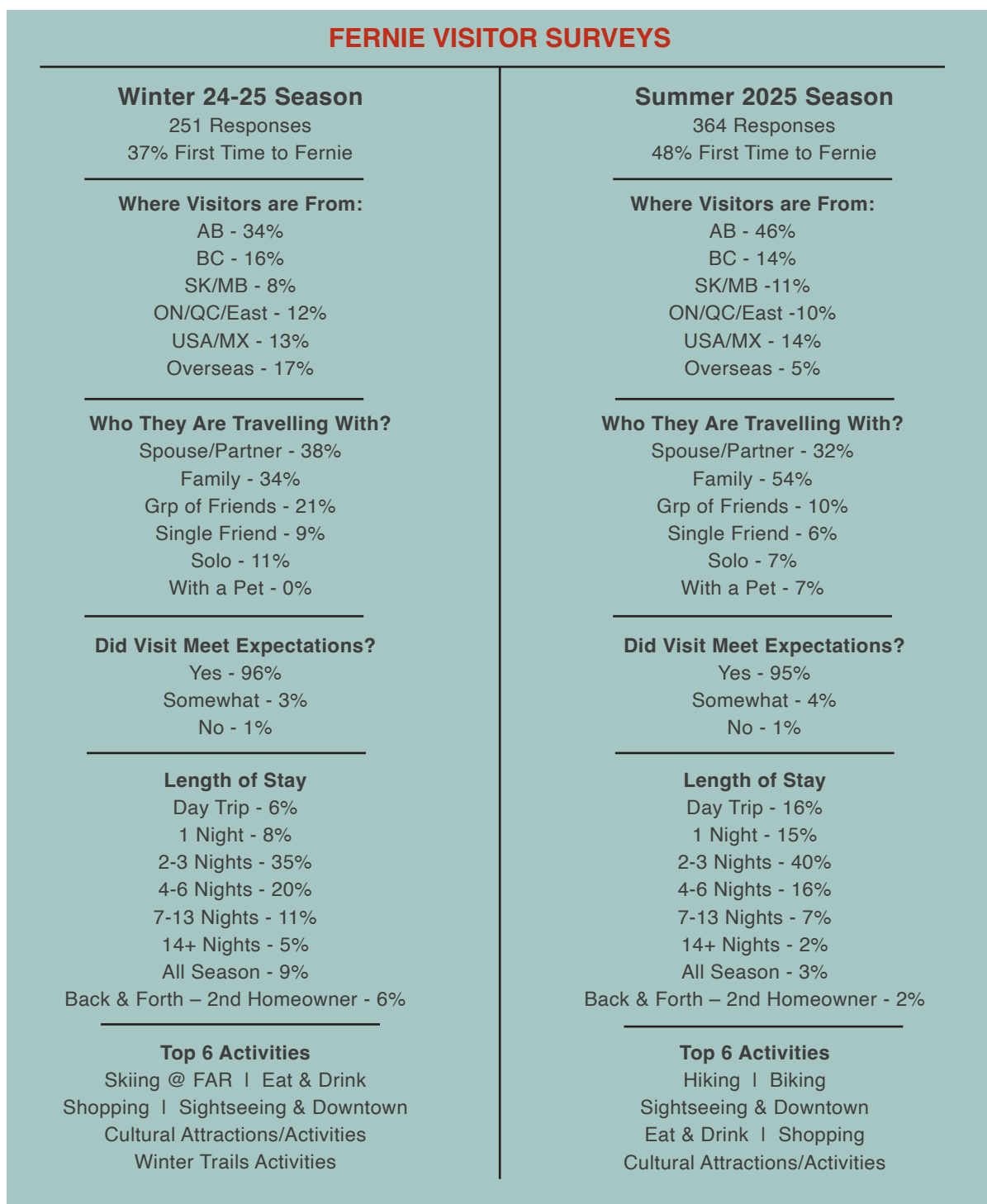
**Total Visitors to VIC in 2025:**  
31,759 (Up 2%)

**Places of Origin:**  
29% AB | 24% BC | 14% Other Canada  
16% USA & Mexico | 17% Overseas

**Length of Stay:**  
36% Day Visit  
19% 1 Night  
21% 2-3 Nights  
14% 4-6 Nights  
10% 7+ Nights

## Fernie Visitor Surveys

Tourism Fernie conducts passive Visitor Surveys in the community each winter and summer season. Although the sample size/surveys completed are low the results do provide some quality data to integrate into other market research. Promotion of the survey consisted of tent cards and posters within accommodations, at local cafes and shops and at the Visitor Centre.



The Net Promoter Score (NPS) question lets you measure customer loyalty. Your score represents the net percentage of your customers who are promoters of your brand/destination. Your NPS can range from -100 (all Detractors) to 100 (all Promoters). Any positive number score means that the percentage of customers who are Promoters outweighs the percentage of your customers who are Detractors. A score of +64 to +74 is considered Excellent or Outstanding.

