



Credit: Kim Gray, Toque & Canoe

## **Tourism Fernie Society**

The following report summarizes the activities of Tourism Fernie over the 2013-2014 fiscal year (April 1 - March 31). The main reporting areas include Operations, Marketing, Membership and Financials. Prepared by Jikke Gyorki.

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## Message from the Chair, Mr. Derick Berry

Welcome to the 7th Annual General Meeting of Tourism Fernie.

2013-2014 was an exciting year for Tourism Fernie as we welcomed our Interim Executive Officer Corien Sieders and wished Jikke Gyorki the best on her maternity leave. Corien took the reins and led us into a year poised for success and with the implementation of the Strategic Plan we saw AHRT levels grow yet again. It's not always business as usual for our tourism society as the Board once again took a hard look at our successes and priorities this past year while flushing out the upcoming Strategic Plan. It is our priority to ensure our efforts balance with our financial means and yield the greatest level of return for our membership.

The winter ski season continued to be our main focus and while we embraced our rubber tire traffic visitors we continued to work our way into new and previously rewarding markets such as eastern Canada. Western Canadian tourism still targets the long haul traffic that fills beds, chairlifts and restaurants during the mid-week so we are keenly looking for more opportunities to attract these markets. Winter was not without its challenges and Mother Nature proved once again that we can't control the weather and the bitter cold snaps did have an impact on March in particular. However with solid sales overall we still saw a growth in AHRT of 6% over the fiscal year.

Non winter tourism is on the rise for not just Fernie but for most western resort communities. Activities such as mountain biking, hiking, fishing, rafting, golfing and sightseeing are drawing out more people looking to experience new adventures and immerse themselves within our Fernie culture. With the growth in Fernie's summer season and the enhancements in festivals, events and summer product visitors are finding more reasons to come back. Along with AHRT, we also use obvious visual metrics such as a busy downtown core with filled restaurant patios, more vehicles hauling bikes for the trails, larger attendance at events, and more traffic at rivers edge to see the results tourism marketing and tourism product development yield for our community.

As our plan continues to see success we are sure to keep a keen eye on the future of our organization. Though we continue to see steady growth within AHRT as our main source of revenue Tourism Fernie continues to over spend our annual revenue utilizing a surplus of funds that has built up over the years. This spending has been forecasted to maintain for the next few years as we hope to bring in even more in AHRT revenue and offset the need to use surplus funds.

I would once again like to extend my appreciation and gratitude to my fellow committee members, board members and executive directors; if it was not for these community stakeholders who continue to volunteer their time and expertise we would not be where we are today. Both Corien and Jikke, with the dedication and support from Rebecca and Jack, have been invaluable to our organization and we look forward to the new and innovating marketing opportunities that lie ahead. Tourism Fernie maintains a reputation in the DMO community as an industry leader and we will continue to strive for excellence.

As always, it has been a pleasure to be a part of the Tourism Fernie Board of Directors and the Chair of Tourism Fernie. I thank you all for your support and contributions to Fernie's tourism industry.

Derick Berry  
Chair

## About Tourism Fernie

Tourism Fernie is a Destination Marketing Organization (DMO) with the mandate of marketing Fernie as a tourist destination to targeted regional, national and international markets as guided by our Vision, Mission, Guiding Principles and Strategic Plan.

The most successful destinations around the world act in a unified and collaborative manner by selling their destination first then the individual products. A critical mass of funding is necessary to be heard in the market place, which is often beyond the means of an individual business. Pooling the financial resources into a strategic marketing and sales program will maximize results. Consistent and persistent messaging from a DMO heightens interest and increases visitation.

To strengthen the tourism economy, Fernie needs to grow visitation. This includes encouraging visitors to stay longer and spend more. A diversified economy supports overall community prosperity in keeping with the values of the City of Fernie Official Community Plan.

Tourism Fernie was officially established as a non-profit society in November 2007. Many of Fernie's tourism businesses saw the opportunity and need to pool resources in order to jointly market and sell Fernie under a unified brand to key target markets. With the support of the City of Fernie, the local community and businesses, the Regional District of East Kootenay, Tourism BC and the Government of British Columbia, Tourism Fernie was established.

Tourism Fernie is a membership-based organization. Professionals, businesses and organizations that want to be promoted under the Tourism Fernie brand are required to pay an annual membership fee. In addition to membership fees Tourism Fernie's revenues are generated from the 2% Additional Hotel Room Tax (AHRT), also called the Municipal and Regional District Tax (MRDT), and partner marketing initiatives.

Tourism Fernie staff consist of an Executive Officer, Administrative & Marketing Coordinator and a Content Creator/Online Media Specialist who work from an office on 2nd Ave in Historic Downtown Fernie.

Tourism Fernie is governed by 12 Board of Directors (one non-voting), who represent the local and area tourism industry. The Strategic Plan is developed annually in fall and winter covering the fiscal period of April 1st to March 31st.

[tourismfernie.com](http://tourismfernie.com)  
[tourismfernie.org](http://tourismfernie.org)  
[tourismfernie.mobi](http://tourismfernie.mobi)  
[facebook.com/fernie.canada](https://facebook.com/fernie.canada)  
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[instagram.com/tourismfernie](https://instagram.com/tourismfernie)  
[google.com/+TourismfernieBC](https://google.com/+TourismfernieBC)  
[vimeo.com/channels/fernie](https://vimeo.com/channels/fernie)  
[youtube.com/tourismfernie](https://youtube.com/tourismfernie)

## Vision, Mission & Guiding Principles

### Vision

Fernie is the most sought after tourism destination in the Canadian Rockies

### Mission

Increase revenue for stakeholders through tourism marketing

### Guiding Principles

#### Industry led / Government supported

- We are led by members of Fernie's tourism industry who solicit government support for tourism as an economic engine for Fernie.

#### Customer focused

- We place customer needs first in the belief that what is best for the customer will ultimately be best for our stakeholders.

#### Sustainable

- We respect the community's social, economic and environmental values.

#### Fair and transparent

- We have fair processes that are open to scrutiny and we explain the rationale for our decisions to interested stakeholders.

#### Inclusive

- we welcome input & work together with members, stakeholders, & other organizations.

#### Innovative

- We consistently create solutions that are ahead of the marketplace and the competition.

#### Accountable

- We are fiscally responsible, measure results, adjust to changing market conditions, and account to stakeholders.

### Tourism Fernie Strategic Goals

- Govern and manage effectively.
- Maintain financial sustainability.
- Maximize member and stakeholder engagement.
- Execute strategic marketing and sales programs that increase the number of overnight visitors to Fernie throughout the entire year who stay longer, spend more, return and recommend Fernie again and again.

## Board of Directors, Committees & Staff for 2013-2014

### Tourism Fernie Directors and Designated Representatives

Accommodation < 30 rooms	Mike McPhee, Island Lake Resort Group
Accommodation > 30 rooms w/ rental mgnt	Derick Berry, Fernie Central Reservations
Accommodation > 30 rooms solely owned	Scott Gilmet, Park Place Lodge
Accommodation at Large	Shelley L'Estrange, Best Western PLUS Fernie
Retail, Business, Professional Services, F & B	Claude Perreault, Clubhouse/Cornerpocket
Real Estate, Development, Construction, Trades	Todd Fyfe, Fernie Real Estate
Attractions, Activities, Transportation	Jon Knauf, Mountain High Adventures
City of Fernie	Dan McSkimming, Councillor
Resorts of the Canadian Rockies	Andy Cohen, FAR General Manager
Resorts of the Canadian Rockies	Tom Rosner, RCR Director of Marketing
Director at Large	Erin Summers, Giv'Er Shirt Works
Designated Rep to the Board (non-voting)	Sarah Parry, Fernie Chamber of Commerce

### Tourism Fernie Executive

Chair:	Secretary:	Deputy Chair:	Treasurer:
Derick Berry	Todd Fyfe	Mike McPhee	Andy Cohen

### Committees

Marketing	Derick Berry, Corien Sieders, Juliana Dare (Fernie Lodging Co), Shelley L'Estrange, Todd Fyfe, Scott Gilmet, Mike McPhee, Tom Rosner, and Christy Sutherland (Non-Stop Adventures/Red Tree).
Membership	Erin Summers, Rebecca Hall, Corien Sieders, Sarah Parry, Claude Perreault and Abi Moore (FBC).
Finance	Derick Berry, Andy Cohen, Mike McPhee, Todd Fyfe and Corien Sieders
Governance/Ethics	Derick Berry, Andy Cohen, Scott Gilmet, Todd Fyfe and Corien Sieders
Central Reservations	Shelley L'Estrange, Derick Berry, Juliana Dare, Scott Gilmet, Jon Ward (Red Tree Lodge), Jeremiah Pauw (Super 8), Reshma Dhillon (Travelodge), and Corien Sieders.

### Staff

Interim Executive Officer	Corien Sieders (Jikke Gyorki on maternity leave)
Administration & Marketing Coordinator	Rebecca Hall
Content Creator/Online Media Specialist	Jack Viney

## Marketing Summary

Marketing is Tourism Fernie's primary focus and mandate, in staff resources and in budget. Our Strategic Plan clearly details our marketing goals, targets, budgets and initiatives for the year while allowing for the flexibility to react to market changes. For the 2013-2014 fiscal Tourism Fernie's marketing budget was \$493,036. We effectively spent within 1% of that budget to ensure the Fernie experience was effectively represented and marketed.

In addition to identifying target audiences to allocate specific initiatives, Tourism Fernie's marketing budget is split 60% winter and 40% summer. From there we focus on the best projects, campaigns and advertisements that will meet the objectives. This can only be accomplished through a dynamic mix of marketing channels.

### **2013-2014 Marketing Goal:**

*Execute strategic marketing and sales programs that increase the number of overnight visitors to Fernie throughout the entire year who stay longer, spend more, return and recommend Fernie again and again.*

In the end we were successful in most areas of the Strategic Plan. AHRT/MRDT grew 6% over the same period last year totalling \$330,194. This represents \$16,509,700 in accommodation revenues for Fernie. The AHRT/MRDT has been in place for Fernie since February 2007. Summer has been Fernie's biggest growth period showing an increase of 52% for the period of June-September since 2008, with only a slight decline during the early recession. Winter season from December-March has seen less success in growth. The 07/08 season is still the best in overall accommodation revenues. In the height of the recession revenue saw a decline of 19%, but has been rising back since the 10/11 season. This past winter season was 3% down from 12/13. Although December through February were on par or stronger, March was not a stellar month in Fernie for visitation and revenues. In discussions with some of Tourism Fernie's members, weather played a major role in March numbers.

Tourism Fernie Central Reservations was up 52% for spring/summer/fall bookings but down 55%

for winter bookings. Analysing these results point to various explanations. Marketing Fernie as a summer destination effectively began in 2011. Consistently advertising and promoting to key target audiences while attracting more media coverage has brought Fernie into the limelight. Add the ongoing investment within the community by local businesses, residents, the City of Fernie and local organizations, Fernie has become a desired destination in summer. Winter season bookings through Tourism Fernie Central Reservations did not reach target. Changes in the development and execution of some of the marketing initiatives is part of the cause, as well as bitter cold weather fluctuating with warm wet weather especially in March.

Social media marketing was an area of focus this past year with a new position at Tourism Fernie specific to content creation and managing the social media channels. Initiated in late 2013, Tourism Fernie's social media grew with the creation of a Twitter feed and an Instagram account, and putting more emphasis on the existing Facebook page. Tourism Fernie online saw website visitation (sessions) increase by 30%, Facebook likes grew by 407% and by the end of March Tourism Fernie had 367 Twitter followers and 156 Instagram followers.

Tourism Fernie's growing relationship with Vickery Hill, a web development firm, helped maximize online marketing initiatives with support in SEO and SEM. This combined with furthering Google Analytics integration has allowed Tourism Fernie to reach more target audiences while more effectively tracking results of marketing initiatives.

As you'll see over the next few pages a vast mix of marketing initiatives were utilized to achieve our primary goal.

Please ensure you also review the Appendix detailing more metrics and samples of marketing initiatives.

## Brief Community & Tourism Profile

Fernie is a small mountain resort community in southeastern British Columbia, Canada. It is the only city in BC completely encircled by the Canadian Rockies. Founded in 1898, Fernie was officially incorporated as a municipality in 1904. The economy was built on extraction of the Elk Valley's plentiful natural resources – coal and forestry. Tourism has also played its part in Fernie's past. Fuelled by enthusiastic residents, Snow Valley Ski Development - a locally owned company - opened the ski hill at its present site in 1962. Passion for the sport led to Fernie's bid for the 1968 Winter Olympics that helped lay the foundation for its future. In 1997, Fernie Snow Valley was purchased by Lake Louise Group, now Resorts of the Canadian Rockies, who expanded it significantly under the new name of Fernie Alpine Resort. The new resort stimulated an ongoing surge of business development, which gained Fernie international recognition as a travel destination. Today, Fernie continues to welcome visitors near and far to enjoy the wealth of recreational activities both in winter and summer.

What Fernie is known for / Unique Selling Propositions (USPs):

- **A Real Ski Town with Big Snow & Terrain:**
  - Fernie Alpine Resort: recently awarded Best Resort in North America, FAR features a village core with ski-in ski out lodging, shops, restaurants and non-ski activities. FAR is famous for its impressive and diverse terrain, beautiful scenery, large vertical, hefty snowfalls and great conditions. The resort is only 5km from the town of Fernie.
  - Catskiing: Fernie is honoured with two long-standing catski operations. Choose from the all-inclusive and award-winning Island Lake Lodge Catskiing, rated one of the top places to stay by National Geographic Traveler, or FWA's Powder Catskiing with its popular day cat ski trips. Both celebrated their 25th Anniversary in 2013. Both are easy to access being only minutes from town and Fernie Alpine Resort, while offering true backcountry seclusion.
- **Big Mountain Scenery & Adventure:** Fernie boasts spectacular scenery with 360' views of the 'majestic' Rocky Mountains. The pristine Elk River flows through town as community parks, landscapes and trails accentuate the inspiring beauty and uniqueness of Fernie. The surrounding landscape, blessed with no crowds or mass tourists, is home to outdoor adventure with skiing, catskiing, snowmobiling, dog sledging, cross-country skiing and snowshoeing in the winter and mountain biking, hiking, white-water rafting, fly fishing, golfing, wildlife viewing and sightseeing.
- **Authentic, Historic & Legendary:**
  - **An Enduring Past:** Fernie's history is engaging, authentic and real with a diversity of unique stories to attract and enthrall visitors. A variety of historic landmarks and attractions dot the community that make a visit to Fernie very worthwhile. Attractions include the Fernie Museum, City Hall, Court House, Miner's Walk, the Oil Derrick and Cemetery.
  - **Historic Downtown:** Fernie has become well known for its friendly and picturesque downtown with turn of the century brick buildings filled with unique and sophisticated shopping, dining, nightlife and attractions. Authentic to the core, Historic Downtown is tied to legends and is a real modern day attraction.
  - **The Legends:** Fernie is known for its legends. The Ghost rider Legend – every summer evening the shadow of a distinctive horse and rider reveal itself in the mountain-side of Mt Hosmer; said to be the ghost of an angry Indian Chief and his daughter pursuing William Fernie who had promised to marry her in exchange for information on coal locations. The chief placed a curse on the town leading to many tragedies until the official curse lifting ceremony in 1964. The Legend of the Griz – how a baby boy born in a grizzly bear's cave in the Lizard Range overlooking FAR and town resulted in Fernie's huge annual snowfall. Or learn of other legends such as the Three Sisters by visiting the Fernie Museum.

- **Real Locals & Vibrant Culture:** A community first, Fernie is rich in local roots and culture from current day mining families to ski bums, passionate environmentalists and artisans. Community vibe and amenities show the diversity that defines Fernie. From blue-collar pubs and big trucks to the local indie films and film festivals and a vibrant Arts Station with ongoing performances, workshops and art exhibits. Famous for friendliness and like-minded recreationalists Fernie boasts a welcoming and eclectic atmosphere.
- **Fly Fishing:** As home to one of the largest remaining populations of wild, pure-strain Westslope Cutthroat Trout and monster Bull Trout, Fernie is truly one of North America's finest dry fly fishing destinations. The pristine Elk River is the primary draw while its tributaries and local lakes provide endless options for renowned fly fishing. Add experienced and knowledgeable local guide outfitters and fly shops and the fishing experience in Fernie becomes unmatched.
- **Mountain Biking:** A genuine mountain bike destination with real all-mountain trails. Ride right from town to over 100km of beginner to expert XC and DH trails, or head to Fernie Alpine Resort's lift access bike park with over 37 trails. Popular events like Fernie 3 and Lungbuster keep the bike culture thriving while locals work hard to maintain trails and enhance access to them for all to enjoy. The local dirt jump freestyle park in town is a haven for little riders, new riders and expert freestyle riders in anticipation for the annual Wam Bam Dirt Jump Jam event.
- **Hiking & Wildlife Viewing:** The surrounding Rocky Mountains are a majestic sight to see and to hike in Fernie. Guided, self-guided and lift access hiking and wildlife viewing offer wonderful vistas and memories. The iconic resorts of Island Lake Lodge and Fernie Alpine Resort are excellent base camps for self and guided hiking. Heiko's Trail is definitely a Fernie signature trail. Cameras are necessary, especially when you spot deer, elk, moose, birds of prey or even black and grizzly bears. FWA offers wildlife tours year-round. Fernie is also located within the Crown of the Continent and sits adjacent to the Flathead Valley, one of the most diverse and ecologically intact natural ecosystems in the world.
- **Destination Weddings:** Over the years, Fernie has become a destination for year-round weddings with its Rocky Mountain scenery, excellent venues, lodging, amenities, services and the multitude of activities for all to enjoy.
- **Festivals & Events:** Aside from activities and attractions, visitors come to Fernie for its diversity of festivals and events that include:
  - Griz Days
  - Fernival
  - Retro 80's Weekend
  - Fernie Mountain Film Festival
  - Canadian Reel Film Festival
  - Kokanee Snow Dreams
  - Raging Elk Cardboard Derby
  - Wapiti Music Festival
  - Tears & Gears Mountain Duathlon
  - Fernie 3
  - Fernie Enduro
  - Wam Bam Dirt Jump Jam
  - Dirt Diggler DH Race
  - Porky Blue
  - Heiko's Hellish Half
  - Downtown Summer Socials & Wednesday Concert Series
  - Sunday Mountain Market
  - Emily Bydron Golf Tournament
  - Lizard Range Disc Golf Tournament
  - and much more!
- **Tourist Amenities:** Fernie features two Visitor Information Centres, a wealth of diverse accommodation options, extensive dining and nightlife for the small community that it is, and all the supporting services and shopping needed to help ensure a stress-free holiday for travelers.

## Geographic Target Markets

### Regional or 'rubber tire'

This segment consists of people who primarily live within a reasonable driving distance from Fernie (one day or less), and who would generally not use air travel to get to Fernie. These markets are more easily accessed by a wide variety of marketing initiatives and typically have shorter stays focused mainly around weekends, holidays or events (Fernie or consumer related), and tend to be booked closer to the travel date. Target regional markets include Alberta (mid-south), Saskatchewan (mid-south), British Columbia (southern), and the Northwest USA (Montana, Idaho, Washington). There are vast differences between these markets. One key difference is the winter season ROI achievable from Alberta and Saskatchewan versus BC and NWUS. Given the availability of ski and winter recreation offerings within BC and the NWUS, it's understandable that these markets are harder to entice to come to Fernie. While reviewing the Visitor Origin stats, this overall regional market is estimated at 69-79% in summer and 66%-69% in winter, of the visitors that came to Fernie over the past few years.

### Destination or 'mid/long haul' Canada & USA

Destination or 'long haul' refers to the increased effort, commitment, dollars and distance required to get to Fernie, generally requiring air travel. Long haul travelers book earlier than regional markets, stay longer and tend not to give preference to weekend stays (although in summer, these travelers often choose other places in the region to visit during their holiday so may not stay much longer in Fernie than our regional visitors). These markets are vast, have less awareness of Fernie and are marketed to by a greater number of competing destinations. Marketing tactics need to be more targeted and contain more of a luring yet focused USP message overall. Taking into consideration that these market areas house greater population and thus greater audience numbers to target, the cost to reach these markets tend to be more expensive. As such, a narrower set of marketing avenues is suitable, these include web, highly targeted print/editorial and consumer

shows, travel trade and media relationships, and other in-market advertising and grassroots partnerships. Working with RCR for winter, Kootenay Rockies Tourism and Destination BC (aka Tourism BC) is very important for leveraging. Tourism Fernie target destination markets in North America currently consist of Manitoba, Ontario, Quebec, California, Oregon and Boston. While reviewing the Visitor Origin stats, this market is estimated at between 11-23% in summer and 9-13% in winter, of the visitors that came to Fernie over the past two years.

### Destination or 'long haul' Overseas

Overseas travelers need to allocate/endure the most of effort, commitment, dollars and distance to get to Fernie. Much like the domestic long haul market described above, this segment usually books the furthest in advance, stays between 7 -16 nights (unless Fernie is part of a bigger geographical tour, or they are season-long visitors) and can be effectively marketed to through a few select channels dependent on budget limitations. Partnerships with Kootenay Rockies Tourism, Destination BC and the CTC are essential to most marketing initiatives. Similar to the domestic long-haul market any initiatives must be highly targeted and leveraged where possible. Working with our partners, media, travel trade is essential to success. Traditional advertising has been very limited due to the costs. However online advertising is allowing for more cost effective initiatives. Identifying grassroots initiatives and expanding on partnerships is required to gain more ROI. Tourism Fernie's primary international target markets are the United Kingdom, Australia, New Zealand and on a secondary level Germany, Holland and Sweden. With these areas in mind (including any others defined as long-haul international or overseas) while reviewing the Visitor Origin stats, this market is estimated at between 8-10% in summer and 21-27% in winter, of the visitors that came to Fernie over the past few years.

## 2013-2014 List of Marketing Initiatives

Collateral, Websites, E-Newsletters, Promotional Materials, Images & Video Creation

### 2014 Fernie Travel Planner

- 5th annual was printed in early September 2013 and consisted of a slightly revised look and feel. Claris Media was again hired to handle all updates and printing.
- 36 pages showcased winter, summer and year-round experiences. Updates to Planner included revised text, new images and a city map.
- 40,000 copies were printed with 2 different covers, a full winter and a year-round version. The winter version contained an early bird package promotional insert.
- 19,000 copies with pkg insert were poly-bagged in Fall Issue of Ski Canada Magazine.
- Distribution of the Travel Planners included all consumer shows, travel trade shows and events, regional VIC and highway racking service, BC VIC's via gobrochures.com, the official Provincial Gateway VIC's, Calgary VIC's and a variety of other smaller initiatives.

### Show Sales Sheets

- At most of the consumer shows Tourism Fernie attends a double-sided full colour flat sheet is customized detailing specific information (i.e. fly fishing highlights at fishing shows, activity specific deals & packages, What's New, etc) and other relevant travel content. This flat sheet compliments the Travel Planner and is printed in similar quantities as the number of distributed Planners. This is another great way for members to be highlighted while promoting book early specials and travel packages.

### Online Presence

- In December 2013 TF hired Jack Viney as part-time Content Creator with a focus on managing social media, creating and managing the new blog page and overall online content.
- [www.tourismfernie.com](http://www.tourismfernie.com) - Constantly undergoing a variety of enhancements to meet market needs as budget allows. During this fiscal continued improvements with Google Analytics integration, SEO work and enhancing content, such as a new Blog page. Visits grew by 30%. See Analytics report in Appendix

- Blog stories specific to members and Fernie experiences were created and promoted online every 2 weeks. Between December and March the following stories were written:
  - Island Lake Catskiing
  - The Livery Restaurant
  - Wild Nature Tours
  - Park Place Lodge -The Pub
  - Fernie Alpine Resort
  - Griz Days
  - Nordic Skiing
  - Weir Boondocking
  - Ghost rider Motorsports
  - FWA Catskiing
  - Blogs for Powder Highway online channels
- [www.facebook.com/fernie.canada](http://www.facebook.com/fernie.canada) - A big growth area for TF with 400% more likes for a total of 14,870 by March 31st. A key tool to engage with those that love Fernie, the mountains and the activities Fernie offers. With a solid fan base that is still growing we can keep Fernie top of mind while promoting members, pushing sales and highlighting events and experiences. Multiple posts daily, new posts and sharing member/community content.
- [Twitter.com/tourismfernie](https://twitter.com/tourismfernie) - a new channel this year to put Fernie as a destination on the social media stage. Ended fiscal year with 367 followers. Multiple daily posts, new and shared
- [Instagram.com/tourismfernie](https://www.instagram.com/tourismfernie) - another new channel focusing on promoting Fernie through imagery. Given the beauty of Fernie Instagram is a great tool. 156 followers. Daily posts, new and shared
- [www.tripadvisor.com/Tourism-g182167-Fernie\\_Kootenay\\_Rockies\\_British\\_Columbia-Vacations.html](http://www.tripadvisor.com/Tourism-g182167-Fernie_Kootenay_Rockies_British_Columbia-Vacations.html)
  - TF continued to 'sponsor' the Fernie Trip Advisor page which incorporates our exclusive banner ads, website links, specials, event listings and being highlighted as the 'Official Tourism Office for Fernie'.
- [Vimeo.com/channels/fernie](https://vimeo.com/channels/fernie)
- [www.youtube.com/user/tourismfernie](https://www.youtube.com/user/tourismfernie)
  - Sharing Fernie experiences through video is essential to Tourism Fernie's marketing whether through the creation of new videos commissioned by Tourism Fernie or sharing other Fernie videos.

#### Consumer E-Newsletters

- Tourism Fernie distributed 10 consumer e-blasts this year. Each e-newsletter contained 4 to 7 topics related to Deals & Packages, What's Happening, Events, and What's New.
- We have over 7,000 emails within our consumer database.
- Open rate: 10% to 27%, click rate: 5% to 12%.

#### Swag & Display Materials

- In support of consumer shows, travel trade events and media visits Tourism Fernie produces various display materials and swag (free giveaways) each year to augment current materials and displays.
- This year two new pop-up displays were created for the motorcycle consumer shows.
- Swag (small giveaways) consisted of logo'd bags, Fernie stickers, branded nail files for wedding shows, tattoos, goggle wipes with FAR trail map and carabiners with our URL.

#### Photo Shoot Projects & Image Purchases

- Each year TF organizes new photo shoots with local photographers to add to the inventory for marketing purposes. Quality imagery is critical to effective marketing.
- Matt Kuhn was hired to shoot a winter bride at various locations indoor and out to aid with wedding marketing.
- Henry Georgi was hired for various in town shots and the new nordic centre.
- TF partnered with Elevation & Raven Eye Photography for a photo shoot of the Kavu event.
- TF worked again with Raven Eye for photography around downtown and the Yoga Festival.

#### Video Projects

- Dylan Siggers was hired to produce a wedding and summer promotional videos.
- A snowmobile video also done by Dylan in partnership with the Fernie Snowmobile Association was released this fiscal year as part of the snowmobile marketing initiatives.

#### Visitor Surveys

- Tourism Fernie conducted another Winter Visitor Survey during this fiscal. This was Tourism Fernie's 4th Winter Survey, with 571 responses collected between Jan - Apr, 2014.

- TF's biggest summer survey resulted in 565 responses.
- All surveys were done using Survey Monkey and conducted using an iPad or on paper
- See highlights in Appendix

### **Advertising, Promotions, Media & Travel Trade, Consumer Shows & Marketing Partnerships**

#### Print Advertising

- Destn BC Vacation Guide 1/3 pg
- Destn BC Outdoor Adventure Guide 1/6 pg
- Kootenay Rockies Vacation Guide 1/2 pg
- Kootenay Rockies Golf Guide Full pg in partnership with Fernie Golf & Country club
- Kootenay Rockies Ski & SB Map ad
- Westworld AB - June issue Full pg
- Westworld SK - Summer issue Full pg
- Going Places MB - Summer issue Full pg
- Kootenay Mtn Culture Summer Issue 1/2 pg on fishing and 1/2 pg on biking
- Calgary Bridal Guide Full pg
- Wedding Fair Guide Full pg
- Luxe Magazine Full pg wedding ad plus editorial
- Wedding Bells AB & BC Full pg ads Spring & Fall issues
- Canadian Biker Magazine 1/2 pg
- Spokesman Review Full pg in Spring, Summer, Fall and Winter guides
- Avenue Magazine Calgary - 1/2 pg in May, June, July & Aug issues
- Avenue Magazine Edmonton - 1/2 pg in Nov, Dec, Jan, Feb & Mar issues
- WHERE BC Rockies Map & WHERE Fernie Note Pad Map 1/2 panel ad
- WHERE Canadian Rockies Full pg
- Fly Fusion spring, summer, fall issues - 1/2 to full pg fly fishing ads
- BC Outdoors May issue Full pg fishing ad
- Fishing Adventures Magazine Annual Full pg
- Calgary Herald Discover BC Summer Feature 3/4 pg
- Lethbridge Shopper 1/2 pg in Summer and Winter supplements
- Fernie Free Press ads in special event supplements: Griz Days, Wapiti, Transrockies
- Fernie Free Press town map ad
- Style Manitoba Spring issue Full pg

- Snow Action Magazine (Aus) 1/2 pg
- SASK snowmobile club trail map ad
- Escarpment Magazine (ON) Fall and Winter Issues Full pg
- AB Inroads Winter Edition 1/2 pg
- Mountain Life Magazine (ON) Fall and Winter issues Full pg
- Fernie Fix Griz Days Full pg
- Up! Magazine 1/4 pg
- Ski Canada Magazine – Fall, Travel & Winter issues Full pg
- Pacific Coastal Air – Soar Magazine ½ pg
- Ski Presse Magazine (QUE) Dec & Jan issues Full pg
- S-Magazine Full pg
- Sask. Ski Campaign with RCR
- Fernie Fix Winter Guide 1/3 pg
- Mountain Sledder 1/8 pg

#### TV & Billboard

- Joint RCR TV ski campaign with S-Media
- Full Pattison billboard on Hwy 1 westbound between Calgary & Banff, summer specific

#### Online Paid Advertising

- Google Adwords were utilized year round to promote activities, events, packages and specials and Fernie as a whole. Over 2,045,000 impressions and 7,970 clicks were achieved, with an average CPC of \$1.35.
- Facebook Ads were focused solely on increasing likes on the TF Facebook page. The average cost per like was \$0.21.
- Facebook post boosting was also utilized to reach more of our audiences. Paid boosts over winter reached 856,264 people and generated 5,443 clicks with an average CPC of \$0.65.
- 3rd Party Websites also play a key role in marketing Fernie online. Initiatives included:
  - Trip Advisor winter banner ads
  - Mountain Biking BC website banner ad
  - Pinkbike.com banner ads
  - Powder Highway Facebook page package special ads.
  - Weddingbells.ca banner ads
  - Catskiing.ca banner ads
  - Inlander.com and Snowlander.com banner ads

#### Consumer Shows / Tour Operator Events

- Australia May 2013
  - Sydney Ski Expo Consumer Show
  - Melbourne Ski Expo Consumer Show
  - Travelplan Snowshow in Sydney & Melbourne (Tour Operator event)
  - Mogul Ski World client night (Tour Operator event)
  - Ski Max BBQ Event (Tour Operator event)
- Baynes Lake Market Summer 2013
- Wapiti Music Festival August 2013
- Sparwood Market Summer 2013
- Toronto Ski Show October 2013
- Ottawa Ski Show October 2013
- Edmonton Ski Show October 2013
- Calgary Ski Show November 2013
- Edmonton Snowmobile Show October 2013
- Saskatchewan Snowmobile Show Nov 2013
- Warren Miller Films Premiers in Saskatoon & Regina
- Calgary Bridal Expo September 2013
- Calgary Bridal Fair January 2014
- Western Canada Fly Fishing Expo Jan 2014
- Calgary Outdoor Adventure Show March 2014
- Calgary Golf Show March 2014

#### Media & Travel Trade FAM Tours

- Elle Canada/S-Media group Tour with Non-stop/RCR
  - Featuring ski activities and downtown on a high-end 'girls roadie' resulted in online presence, S-Media TV Show & Magazine Feature plus feature article in Elle Canada.
- Stephen Sebestyen – skiing.com
  - Photo-editorial on skiing in Fernie.
- Abi Paul, larkycanuck.com
  - Blogger on a spring roadtrip with his wife & pet rabbit. Also produced a contest featuring Fernie prizing.
- Katie Marti - Vacay.ca
  - Blog piece about summer activities and attractions.
- Chinese TV Crew – 'Be A Star'
  - A TV Contest brought two honeymooners to BC to be their own TV hosts. The couple visited Island Lake Lodge, Fernie Brewing Company and downtown Fernie during the summer.

- Sarah Windsor – Destination BC
  - On tour for a regional story featuring Fernie Alpine Resort & downtown Fernie.
- Mountain Bike Tourism Association of BC
  - Mountain Biking tour of the Rockies for a video segment as part of a bigger project – release date Spring 2014.
- Kim Gray – Toque & Canoe
  - Fall feature story highlighting Fernie through local Emma Dressler with her 'Fernie Favourites.'
  - Winter feature story about skiing at Fernie Alpine Resort and other activities including snowshoeing and cross-country skiing.
  - Several high profile images, tweets, facebook posts and an online contest.
- Luxe Magazine
  - 6 page photo-editorial with local photo-shoot featuring local businesses – Annual publication with 2 release dates.
- Mark Sissons – Men's Journal
  - Online feature on Catskiing at ILL
- Anne Bokma – Parent's Magazine
  - Online & print article featuring family-friendly winter activities.
- Texas Ski Council
  - 10 Ski Council members representing 7 Texas based ski clubs visited Fernie Alpine Resort and Fernie attractions.
- Martin Hausserman
  - Print & Online article for German-based Autostraßenverkehr – motoring magazine.
- Lipstick.com– European Snowboard film crew
  - Short feature online due to very poor conditions during visit.
- Fairends Clothing
  - Clothing photoshoot with Fernie Wilderness Adventures, future exposure in New York Times.
- Popeye Magazine
  - Online & print feature in Japan.
- Catherine March – Globe & Mail
  - Story featuring Beanpod.
- Chris Solomon – New York Times
  - Feature to come out next season on winter in Fernie.
- Style Manitoba
  - Rocky Mountain Getaway Fernie Feature in print magazine.
- Northwest/American Fly Fishing
  - Writing an article for Spring 2014 issues.
- Skipass.com
  - Video and online content for French Ski Resort travel website.
- Storm Chasers
  - A media trip to bring awareness to the new storm chaser powder tour buses being run out of Golden, which will include Fernie in their 'go-where-the-snow-is' itineraries. Media on the tour included reps from the UK, Canada, USA & Holland.

### Marketing Project Partnerships

- Kim Gray – Toque & Canoe
  - Tourism Fernie contracted Toque & Canoe a highly recognized national travel writer and blogger. This year long partnership which started October 2013 focused on developing a quarterly feature story on Fernie, regular social media posts and sharing of Fernie content, two contests and access to editorial and some imagery for TF use.
  - First story published Fall 2013, featured local Emma Dressler of the Fernie Heritage Library with her 'Fernie Favourites.' Second story featured skiing at Fernie Alpine Resort and other winter activities including snowshoeing and cross-country skiing. 3rd & 4th Stories will appear in 14-15 fiscal. Several high profile images, tweets, facebook posts and an online contest have also resulted.
- Fly Fusion TV
  - Sponsored a five episode fly-fishing TV mini-series with Fly Fusion TV.
  - Series follows five high profile fly anglers as they explore pristine waters, classic free-stone rivers and clear lakes in and around Fernie.
  - Series production still in process with the first episode to be released in Jan 2015. Teaser available on TF's Vimeo pg and website Video Gallery.
- Snowseekers Media, with RCR/FAR
  - Tourism Fernie took on local resident Sage McBride (of Shred Kelly) as a guest Facebook content creator for the winter sea-

son. She was tasked with increasing coverage for TF members by highlighting their products, events and her general day to day winter life in Fernie. This was done with multiple weekly posts, a monthly blog article for Tourism Fernie and being active within the community on social media.

- FAR New Year's Eve Fireworks sponsorship.
- Sponsorship for Stream Fishing Addiction short film produced by Mike McPhee for the International Fly Fishing Film Festival (IF4).
- Annual buy-in to both provincial Destination BC mountain bike marketing programs: Mountain Biking BC and Bike Parks BC ([www.mountainbikingbc.ca](http://www.mountainbikingbc.ca) and [www.bikeparksbc.com](http://www.bikeparksbc.com)). Ensures the Fernie mtn biking experience is promoted within their marketing campaigns.
  - Mountain Biking tour of the Rockies for a video segment as part of a bigger project – release date Spring 2014.
- Transportation partnerships involved both the Cranbrook Airport Winter Shuttle Service called the Fernie Connector by Resort Tours and the local winter shuttle service by Mountain High Adventures. Both services required support funding to operate effectively and affordably. The YXC airport shuttle was in partnership with RCR, the Cranbrook Airport and Tourism Fernie. The local shuttle was in partnership with the City of Fernie, RCR, the Fernie Chamber, RDEK and Tourism Fernie.

## Google Analytics & SEO

- Vickery Hill continues to help Tourism Fernie in the area of Google Analytics, SEO and overall website and email maintenance.
- SEO, search engine optimization, work has helped make the TF website more accessible on all key search engines such as Google, Bing, and Yahoo. The result has increased site visitation and goal conversions such as online bookings, lodging searches, contact requests.
- See more details within the Appendix.

## Contests

- Contests are held a few times a year for the purpose of building email databases, gener-

ating media coverage, promoting participating members and engaging online fans and conversations.

- Contest #1: Win a Summer Adventure Getaway
  - This contest was promoted at summer consumer shows during spring, promoted online and through media between March 22 - May 30, 2013.
  - 533 entries.
  - Contest prize package was valued at \$986.
  - Prize package consisted of 2 nights accommodation in the Mt Fernie Suite at Red Tree Lodge, 1 day whitewater rafting with Mountain High Adventures, 1 day bike rentals with Fernie Bike Guides, & \$100 gift certificate to use with any Tourism Fernie member (redeemed at Max Restaurant at Park Place Lodge).
- Contest #2: Win a Powder Performance Week
  - This contest was in partnership with Non-Stop Adventures.
  - It was promoted at all fall ski shows, online and via media between May 18 - Nov 29, 2013.
  - 220 entries.
  - Contest prize package was valued at \$2,050.
  - Prize package consisted of 7 nights accommodation at Red Tree Lodge, 6-day lift ticket for Fernie Alpine Resort, 4 days of instruction with Nonstop Ski & Snowboard, daily local shuttle pass, 7 breakfasts, 3 dinners, return shuttle from Calgary Airport & \$100 gift certificate to use with any Tourism Fernie member (redeemed at The Brickhouse).
- Contest #3: Footstomping Concert & Ski Wknd
  - In partnership with Shred Kelly.
  - 323 entries.
  - Prize package was valued at \$750.
  - It was promoted online and via media between Feb 14 - Mar 2, 2014.
  - Prize package consisted of 2 tickets to Shred Kelly Stoke Folk Concert, 2 nights accommodation at Red Tree Lodge, 2 single lift tickets for Fernie Alpine Resort, \$100 gift certificate to use with any Tourism Fernie member (redeemed at B2 Bath & Beauty).

## Membership Summary

For the year, Tourism Fernie membership stood at 100, two more than the year prior however due to the excepted annual loss and gains in a few members, Tourism Fernie attracted 12 brand new members. Membership revenues totalled \$217,096, compared to \$207,327 in the year prior.

A variety of events were organized by the staff and Membership Committee in effort to provide avenues for members to network, learn more about Tourism Fernie and become more educated in tourism, sales and marketing.

Member events and communications during the year:

- Accommodator Meeting in partnership with RCR/FAR
  - We began the year with an accomodator meeting held at Lizard Creek Lodge in April which included a Cen-Res report from Jude Hanen from Tourism Fernie Central Reservations. 14 accommodators attended plus Andy Cohen from FAR and Tourism Fernie staff.
- 2013 Tourism Fernie Annual General Meeting & Speaker Networking Event – June 2013 at The Clubhouse
  - Presentations highlighting activities over past year were made and it was noted that this would be a transitional year with an Interim Executive Officer. We were pleased to welcome Dave Butler of CMH Heliskiing as guest speaker, as well as Jim Hendricks of the City of Fernie who gave an update on the RMI program.
- Sales & Service Training with 'Twitchy'
  - In December we offered Sales and Service Training hosted by acclaimed motivational speaker and service trainer Stuart Ellis-Meyers, also known as 'Twitchy'. Two sessions were offered over two days in December at the Best Western, one focusing on reservation agent & front desk services, and the other a more general session suitable for all resort/hospitality staff. Both days were very well attended.
- Tourism Information Trade Show
  - This event was held in conjunction with the above 'Twitchy' event for the purpose of bringing together operators of 'Things to Do' with local business front line staff. it continues to be very popular with service providers, however attendance could be better from local business front line staff.
- Tourism Fernie Open House Jan 2014
  - The 2014 Open House was held at the Fernie Stanford Resort. Purpose was to engage with members and stakeholders, provide updates on Tourism Fernie and to offer an opportunity to network and learn. 49 people attended and we welcomed guest speakers Kim Gray from Toque & Canoe and Chris Bird from Fly Fusion Magazine. Derick Berry gave an update on Tourism Fernie operations.
- 8 Member E-Newsletters were sent to 192 members and stakeholder recipients. Content focuses on AHRT and Cen Res updates, member events, new members, marketing updates and general industry news.
- Direct one-on-one meetings with members throughout the year.

### 2013-2014 Membership List

#### Accommodation – Less Than 30 Rooms

- Alpine Lodge
- Elk View Lodge
- Island Lake Lodge
- Snow Valley Motel & RV Park

#### Accommodation – More Than 30 Rooms Solely Owned

- Best Western PLUS Fernie Mountain Lodge
- Park Place Lodge
- Raging Elk Hostel
- Red Tree Lodge
- Super 8
- Travelodge Three Sisters

#### Accommodation – More than 30 Rooms with Rental Management

- Fernie Stanford Resort & Condos
- Lizard Creek Lodge & Condos
- Park Vacation Management
  - Cornerstone Lodge
  - Griz Inn

- Fernie Central Reservations
  - 901 Fernie
  - Stone Creek Chalets
  - Cedar Ridge Estates
  - Silver Rock Condominiums
- Fernie Lodging Company
  - Timberline Lodges
  - Snow Creek Lodge & Cabins
  - Bear Paw Lodges
  - Thunder Ridge Chalets
  - Polar Peak Lodges
  - The Timbers – private chalet
  - First Tracks Lodge – private chalet
  - River Rock Lodge – private chalet
  - Ridgemont Perch – private chalet
  - Pinnacle Ridge – private chalet

#### Developers, Real Estate, Property Mgmt, Construction & Trades

- Alpine Trails Mountain Community
- Fernie Real Estate Co.
- Heidi Berry - Renting in Fernie

#### Retail, Professional Services, F&B, Industry

- B2 Body & Beauty
- Beanpod
- Big Bang Bagels
- Bridge Bistro
- Carosella Enterprises Ltd.
- Claris Media
- Clawhammer Letterpress
- Clubhouse Restaurant
- Cold Beer & Wine Store at Park Place Lodge
- College of the Rockies
- CP Catering
- Corner Pocket Brasserie
- Elevation Showcase
- Fernie Brewing Company
- Fernie Free Press
- Fernie Wedding Central
- Gallup Photography
- Gearhub
- Ghost rider Motorsports
- Ghost rider Trading Co. Ltd.
- Giv' Er Shirt Works
- Grass Roots Bistro
- Grow
- Happy Cow Ice Cream & Desserts
- Indigo Spa
- Infinitea T-Bar & Boutique

- Island Lake Lodge Dining
- Island Lake Lodge Spa
- Isosceles Business Solutions
- King Fir Spa
- Kodiak Lounge
- Kyle Hamilton Photography
- Le Grand Fromage
- The Livery Restaurant
- Lizard Creek Lodge Restaurant & Lounge
- Lizard Creek Lodge Spa
- Loaf Bakery & Restaurant
- Lunchbox
- Magical Transformations
- Matt Kuhn Photography
- Max Restaurant at Park Place Lodge
- Nick Nault Photography
- Otherdata Networks Corp.
- Reflection Esthetics and RMT
- Raven Eye Photography
- Royal Hotel & Bar
- SnowPro Rentals
- Spa 901
- Sparrow for Hair
- Straight Line Bicycle & Ski
- Tandoor Restaurant & Grill
- The Brickhouse
- The Guides Hut
- The Green Petal
- Falkins/Western Financial Insurance
- Yamagoya

#### Attractions, Activities, Transportation

- Resort Tours – Fernie Connector
- Bull River Adventures
- Canyon Raft Company
- Elk River Guiding
- Fernie Bike Guides
- Fernie Fly Fishing
- Fernie Golf & Country Club
- Fernie Wilderness Adventures
- Island Lake Catskiing & Summer
- Mountain High Adventures
- Mountain High Shuttle
- Nonstop Adventure Ski & Snowboard
- Weir Boondocking
- WillowD Enterprises - The Shuttle, Practicar & Rent-A-Wreck

#### Resorts of the Canadian Rockies

- Fernie Alpine Resort
  - Winter & Summer Operations
  - F&B outlets
  - Sports Alpine Boutique
  - Slopeside Lodge
- Resorts of the Canadian Rockies Inc.

#### Associate Members

- City of Fernie
- Fernie Arts Coop
- Fernie B&B Association
- Fernie Chamber of Commerce
- Fernie & District Arts Council/Arts Station
- Fernie Heritage Library
- Fernie Historical Society/Museum
- Fernie Nordic Society
- Fernie Snowmobile Association
- Fernie Transrockies Society
- Wapiti Music Festival
- We Connect Wedding Planning
- Wildsight (Wild Nature Tours)

### Financial Summary

Now entering our 8th fiscal year and 7th year of operations, Tourism Fernie has seen yet another successful fiscal plan executed. The collective experience of the Board and staff combined with the detailed strategic plan developed prior to Jikke's maternity leave and executed by the Corien, the Interim Executive Officer, allowed Tourism Fernie to effectively spend its budget while generating more revenue.

When compared to budget, AHRT revenues increased by 6%, membership by 27% and Partner Funding increased by 15%. Overall revenues were 9% greater than budgeted and spending was within 2%. Although \$64,030 was budgeted as a deficit, the fiscal year ended with only a \$21,063 deficit. It remains Tourism Fernie's goal to continue spending much of the remaining surplus of funds over the next few years to build on valuable marketing opportunities.

The continued funding agreement with the AHRT and Resorts of the Canadian Rockies allows Tourism Fernie to support the aggressive marketing

plan while maintaining stable overhead operational costs not exceeding 25%.

You will note within the 2014-2015 operational budget Tourism Fernie again is forecasting to spend more than the years expected revenue to a deficit of \$129,650 resulting in yet another increase in overall marketing expenditures. This aggressive strategy is allowing Tourism Fernie to maintain a clear focus on its primary purpose of marketing Fernie as a destination while utilizing all available funds and revenue sources.

AHRT revenues are forecasted by averaging the annual and monthly AHRT over the past 4-5 years. Tourism Fernie is cognizant that AHRT revenues are also a result of business related travel to Fernie, primarily associated Teck and highway improvements, which can influence the AHRT revenues as well.

Please see the Appendix for the following financials:

- 2013/14 Income Statement - Audited
- 2013/14 Revenue & Expense Graphs
- 2014/15 Operational Budget
- 2014/15 Revenue & Expense Graphs - Budget

### Treasurers Report

Tourism Fernie had an audit completed by GPI Accounting for the fiscal year ending March 31st 2014.

Jikke, our returning Executive officer conducted a thorough review of these statements on June 11, 2014. The Tourism Fernie Board of Directors conducted their review the same day and officially approved the year-end financial audit.

There were no concerns regarding revenues or expenses or any financial activities during the fiscal period.

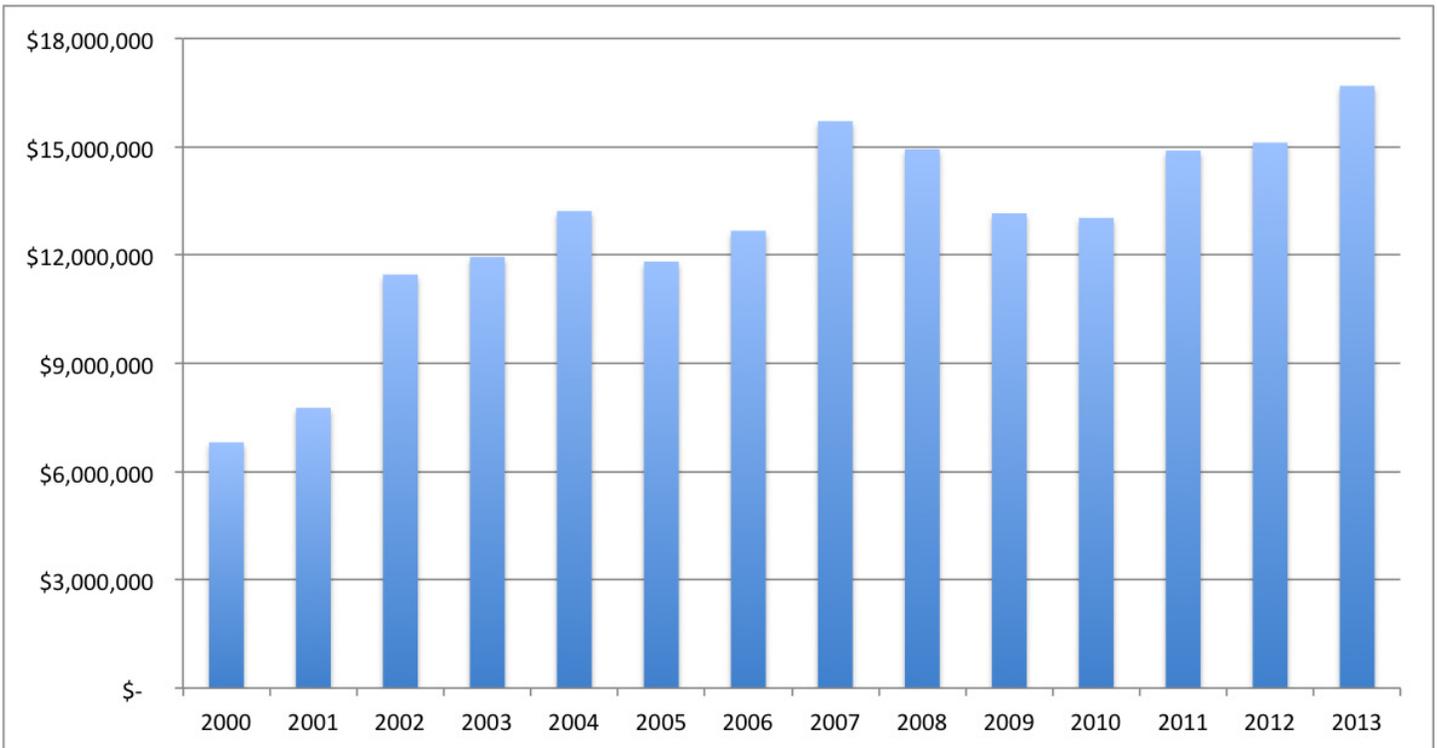
A detailed account of all activities is available at the Tourism Fernie Office.

Respectfully submitted,  
Andy Cohen, Treasurer

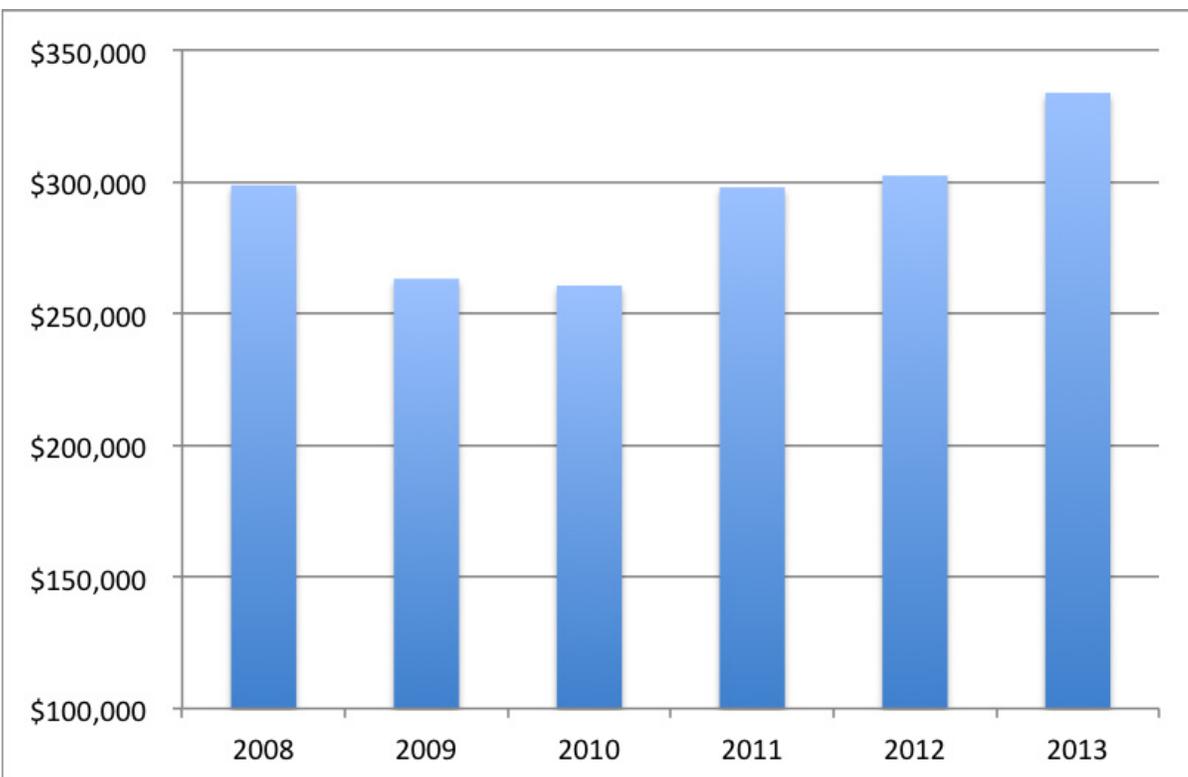
## **APPENDICES**

**Appendix 1 Metrics**

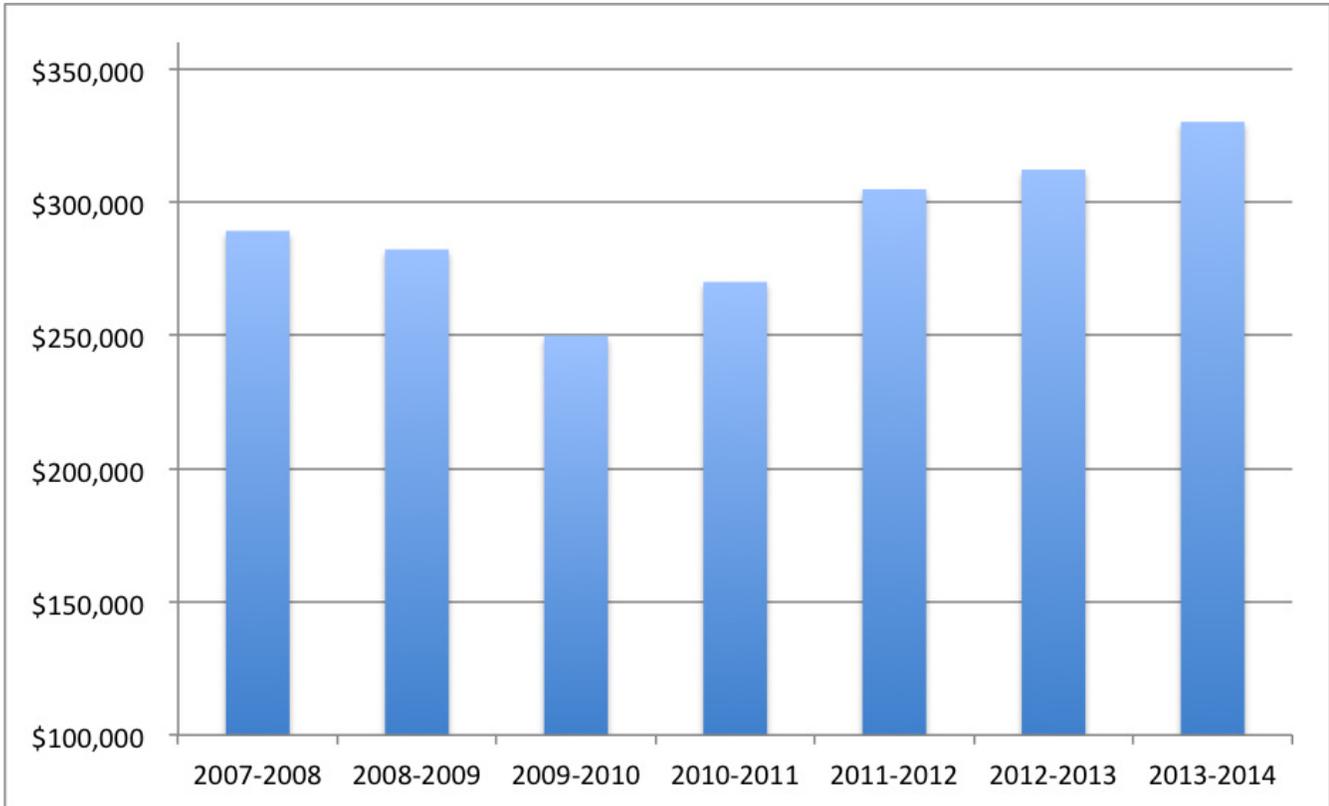
**Fernie Room Revenues 2000 - 2013**



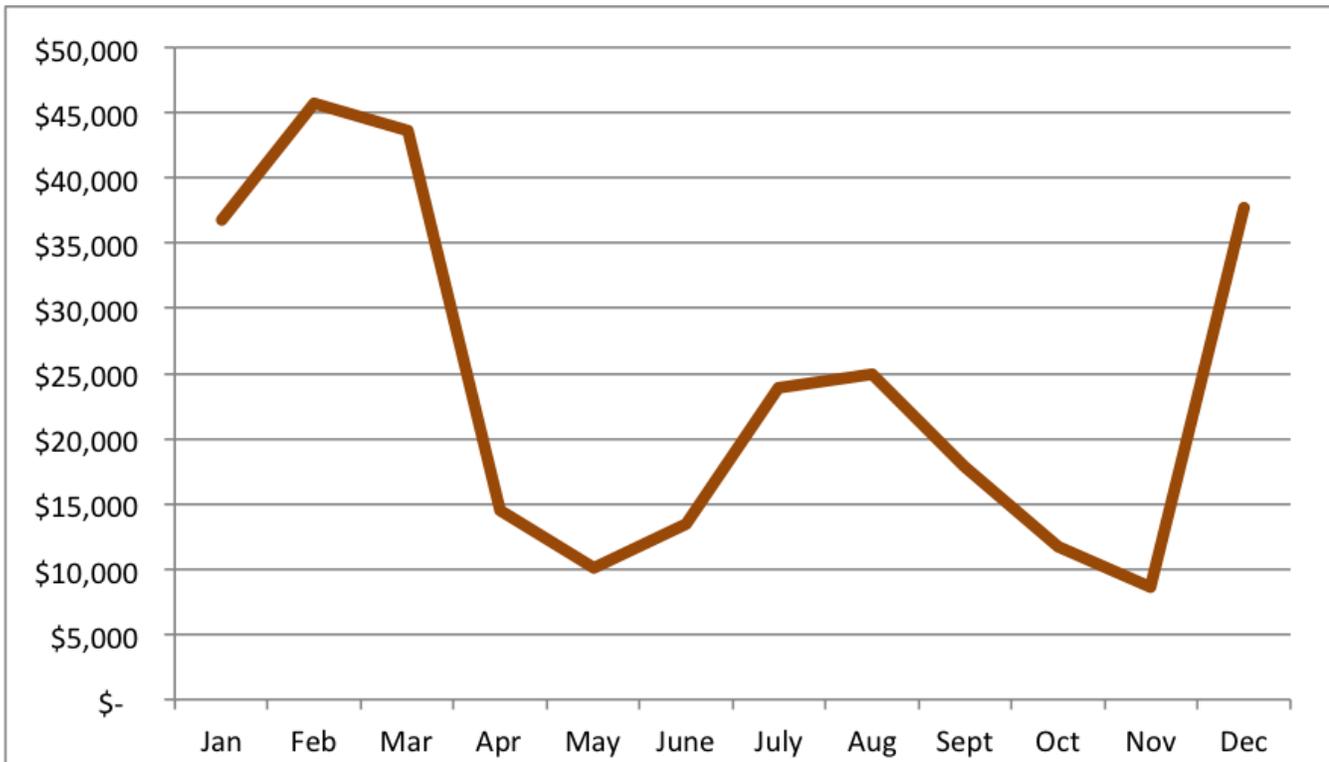
**Fernie & Area 2% Additional Hotel Room Tax (AHRT) - Based on Calendar Year**



**Fernie & Area 2% Additional Hotel Room Tax (AHRT) - Based on Tourism Fernie Fiscal Year**



**Fernie & Area 2% Additional Hotel Room Tax (AHRT) - Showing Seasonal Fluctuation Using Combined AHRT from 2008-2013**



**Fernie & Area 2% Additional Hotel Room Tax (AHRT) - Monthly by Fiscal Year\***

<b>AHRT Revenues</b>	<b>2007-2008</b>	<b>2008-2009</b>	<b>2009-2010</b>	<b>2010-2011</b>	<b>2011-2012</b>	<b>2012-2013</b>	<b>2013-2014</b>
<b>Apr</b>	13,709	17,099	16,529	12,364	12,992	12,683	15,922
<b>May</b>	12,832	16,481	10,254	7,581	7,057	10,968	5,516
<b>June</b>	12,695	13,088	9,517	9,408	10,944	13,953	24,265
<b>July</b>	17,851	21,396	17,222	25,152	30,703	25,556	29,424
<b>Aug</b>	21,537	24,134	19,731	22,780	23,903	26,126	36,109
<b>Sept</b>	14,766	14,423	15,417	17,247	17,985	23,861	21,308
<b>Oct</b>	8,598	10,477	8,198	8,460	20,667	13,283	12,622
<b>Nov</b>	3,809	5,208	4,682	7,461	15,397	9,442	14,385
<b>Dec</b>	42,002	34,939	36,579	38,417	37,042	38,272	36,165
<b>Jan</b>	39,799	34,548	32,567	37,217	37,856	39,866	40,623
<b>Feb</b>	55,810	52,047	34,289	45,786	46,842	44,493	56,595
<b>Mar</b>	45,854	38,471	44,907	38,232	43,514	53,757	37,271
	<b>289,262</b>	<b>282,311</b>	<b>249,892</b>	<b>270,104</b>	<b>304,902</b>	<b>312,261</b>	<b>330,204</b>

\* Monthly AHRT revenues are not reconciled by the province, as a result some of the revenues in one month may show in the adjacent month.

**Tourism Fernie Central Reservations Booking Metrics (Apr 1, 2013-Mar 31, 2014)**

**Revenues by Month (based on when booked)**

Month	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014
April	\$ 105	\$ 91	\$ 105	\$ 1,805	4,026
May	0	0	2,108	428	4,747
June	0	0	1,024	8,019	5,375
July	0	683	490	9,090	13,611
August	0	642	4,094	5,901	10,456
September	0	456	4,681	3,915	8,164
October	0	12,715	6,933	17,012	11,241
November	5,528	9,540	7,139	36,317	14,244
December	3,098	7,642	6,844	9,809	11,996
January	4,366	16,907	22,371	56,555	13,919
February	1,356	14,693	17,777	25,438	5,398
March	172	8,998	7,947	23,262	9,812
Annual Totals	\$15,153	\$72,131	\$79,200	\$197,552	\$112,988

**Revenues by Geographic Market**

Geo Market	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014
Alberta	\$9,141	\$15,322	\$33,459	\$83,012	\$48,392
Ontario	0	27,479	29,719	52,704	27,260
Saskatchewan	0	4,930	4,049	26,969	11,455
Manitoba	2,236	16,505	2,837	9,164	4,371
British Columbia	1,356	2,983	3,933	8,325	7,790
NWT/Yukon	0	0	0	0	3,407
Quebec/East Coast	0	3,364	2,443	4,779	218
USA/Mexico	1,886	290	3,604	8,755	7,130
Overseas (UK, SE, DE, AU)	0	1,752	2,266	3,843	2,966
Annual TOTALS	\$15,153	\$72,131	\$79,200	\$197,552	\$112,988

## Visitor Survey Highlights from Winter 2014

View full results [www.tourismfernie.org](http://www.tourismfernie.org).

- 571 responses – 49% Resort Area, 19% In Town, 30% Shuttle, 3% Nordic/Snowshoe Trails
- 63% Male, 37% Female
- 13% Under 21, 35% Age 22-30, 22% Age 31-40, 14% Age 41-50, 11% Age 51-60, 5% Over 60
- Short Term Visitor 67%, Season-long Visitor 24%, 2nd Homeowner 8%
- Visitors From:
  - 34% Southern AB (Calgary +)
  - 8% Northern AB (Edmonton +)
  - 4% BC
  - 5% Saskatchewan
  - 2% Manitoba
  - 7% Ontario
  - 3% Quebec & Eastern Canada
  - 5% USA
  - 20% England & other UK, Ireland
  - 10% Australia & New Zealand
  - 3% Europe
  - 1% Sweden/Norway/Denmark
- Travelling with:
  - 35% Friend(s)
  - 34% Family/Spouse
  - 22% On Own
  - 7% Organized Group/Nonstop
- Been to Fernie Before?
  - 44% First Time
  - 29% Yes, Winter Only
  - 26% Yes, Winter & Summer
  - 1% Yes, Summer Only
- Length of Stay
  - 5% Day trip
  - 4% 1 Night
  - 37% 2-3 Nights
  - 11% 4-6 Nights
  - 10% 7-13 Nights
  - 8% 14+ Nights
  - 25% All/Most of season
- Where are you staying?
  - 23% On-Mountain
  - 70% In Town
  - 7% Friends or Family, or Own Property
- If applicable, how did you book your stay?
  - 41% Online
  - 29% By Phone/Email
  - 5% Walk-ins/In Person
- Did you fly to get here?
  - 47% Yes
  - 53% No
- If you flew, which was your final airport?
  - 36% Calgary
  - 5% Cranbrook
  - 3% Vancouver
  - 1% Kalispell
- What ground transportation did you use to get here?
  - 63% Private vehicle
  - 3% Rental vehicle
  - 10% Airport Shuttle/Taxi
  - 6% Greyhound
  - 18% Tour Bus/Nonstop Bus
- While in Fernie did you?
  - 94% Ski/SB at FAR
  - 17% Catskied
  - 8% Snowmobiled
  - 17% Snowshoe/Nordic
  - 95% Eat at Local Restaurants/Cafes
  - 76% Went to Pubs/Bars
  - 55% Shopped for sporting gear/goods
  - 40% Shopped for gifts/clothes
  - 15% Shopped for local crafts/art
  - 70% Used Grocery / Liquor Store
  - 7% Went to a spa
  - 30% Visited Pool/Fitness Centre
  - 30% Went to Hockey Game
  - 21% Participated in arts & culture
  - 22% Attended a specific event
- Did you visit Historic Downtown?
  - 77% Yes
  - 15% No
  - 9% Plan to
- Has there been enough to do in Fernie during your stay?
  - 92% Yes
  - 3% Somewhat
  - 2% No
- Did you use the local Mountain Shuttle?
  - 43% Yes
  - 50% No
  - 7% Wasn't aware of it
- Has your visit met your expectations?
  - 88% Yes
  - 3% No
  - 2% Somewhat
  - 7% Just arrived
- Would you return for another visit and recommend Fernie to others?
  - 97% Yes
  - 3% No

## Visitor Survey Highlights from Summer 2013

View full results [www.tourismfernie.org](http://www.tourismfernie.org).

- 565 responses – 44% Resort Area, 56% In Town
- 59% Male, 41% Female
- 5% Under 21, 17% Age 22-30, 22% Age 31-40, 26% Age 41-50, 18% Age 51-60, 12% Over 60
- Short Term Visitor 70%, Season-long Visitor 20%, 2nd Homeowner 6%, Other 3%
- Visitors From:
  - 51% Southern AB (Calgary, Lethbridge, etc)
  - 12% Northern AB (Edmonton, etc)
  - 15% BC
  - 5% Saskatchewan
  - 1% Manitoba
  - 4% Ontario
  - 1% Quebec & Eastern Canada
  - 4% USA
  - 2% England & other UK, Ireland
  - 2% Australia & New Zealand
  - 2% Europe/Scandinavia
- Travelling with:
  - 29% Friend(s)
  - 72% Family/Spouse
  - 8% On Own
  - 0.35% Organized Group
- Been to Fernie Before?
  - 22% First Time
  - 7% Yes, Winter Only
  - 55% Yes, Winter & Summer
  - 17% Yes, Summer Only
- Length of Stay
  - 21% Day trip
  - 7% 1 Night
  - 40% 2-3 Nights
  - 15% 4-6 Nights
  - 8% 7-13 Nights
  - 5% 14+ Nights
  - 3% All/Most of season
- If applicable, how did you book your stay?
  - 36% Online
  - 37% By Phone/Email
  - 16% Walk-ins/In Person
- Did you fly to get here?
  - 11% Yes
  - 89% No
- Primary reason to be in Fernie:
  - 24% Visiting Family/Friends/2nd Home
  - 19% An event
  - 15% Biking
  - 8% Mountains, Scenery, Wildlife
- 7% Been here before and loved it
- 6% Passing through and stopped
- 5% Lots of things to do
- 4% Word of mouth
- 3% Attend a wedding
- 3% Downtown/History
- 1% Fishing
- 1% Hiking
- 1% Golfing
- While in Fernie did you?
  - 82% Eat at Local Restaurants/Cafes
  - 36% Went to Pubs/Bars
  - 46% Shopped for sporting gear/goods
  - 51% Shopped for gifts/clothes
  - 41% Shopped for local crafts/art
  - 51% Shopped for local foods
  - 49% Used Grocery Store
  - 8% Rent outdoor gear, bikes
  - 33% Biked at FAR
  - 30% Biked local trails
  - 37% Hiked community/town trails
  - 14% Hiked FAR
  - 22% Hiked Island Lake Lodge
  - 24% Hiked other mountain trails
  - 10% Fly Fishing
  - 7% Rafting
  - 3% Horseback riding
  - 15% Golfing
  - 6% Kayak/Canoe
  - 7% Went to a spa
  - 25% Visited Pool/Splash Park/Playground
  - 23% Participated in arts & culture
  - 34% Attended a specific event
  - 15% Aerial Park
- Did you visit Historic Downtown?
  - 92% Yes
  - 2% No
  - 6% Plan to
- Has there been enough to do in Fernie during your stay?
  - 91% Yes
  - 7% Somewhat
  - 2% No
- Has your visit met your expectations?
  - 96% Yes
  - 1% No
  - 3% Somewhat
- Would you return for another visit and recommend Fernie to others?
  - 98% Yes
  - 2% Maybe

## Website Analytics

TourismFernie.com Annual Website Metrics					
	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014
Visits/Sessions	17,499	34,834	59,757	92,401	120,069
Absolute Unique Visitors/Users	13,502	26,963	47,841	70,018	86,968
Page views	71,253	133,000	204,760	360,551	432,762
Avg Pages per Visit	4.07	3.82	3.43	3.90	3.60
Avg Time on Site	2:41	3:12	2:40	3:01	3:00
Bounce Rate	43%	45%	49%	43%	46%
% New Visits	76%	76%	79%	74%	70%
Top Countries in order	CA, US, UK, AU, GR	CA, US, UK, GR, AU	CA, USA, UK, AUS, GER, SE	CA, USA, UK, AUS, GER, NZ	CA, USA, UK, AUS, GER, NZ, SWE, JAP
Search Traffic	52%	48%	56%	62%	60%
Referral Traffic	21%	36%	29%	18%	11%
Direct Traffic	27%	15%	15%	16%	20%
Campaigns	N/A	N/A	N/A	5%	9%

### Top Pages

- Home page
- Things to do
- Summer activities
- Deals & Packages
- Hiking Trails
- Online Booking Widget Search/Book
- Attractions
- Winter Packages
- Accommodations
- Events
- Gallery
- Accommodation Search
- Getting Here
- Summer Packages
- Winter Activities
- Dining & Nightlife
- Shopping & Services
- Interactive Map

### Top Referral Traffic

- TF Mobile website (up 127%)
- TF Facebook Page (down 23%)
- TF Eblasts/E-newsletters (up 440%)
- Google.ca (-)
- Fernie.ca (up 703%)
- Bike Park BC / MTB BC websites (up 67%)
- Online ads 9% (vs 14%)

### Goal Completions

Overall goal completions 5,467 (up 33%)

- Lodging search 5,307 (up 35%)
- Lodging booked 93 (down 15%)
- Group sales form used 4 (up from 1)
- Contract us form used 63 (up 37%)

Source of goal completions

- Google/organic 64% (vs 31%)
- Google / CPC 11% (vs 38%)
- Direct 9% (vs 7%)
- Bing/Yahoo organic 6% (vs 3%)
- Referrals/Campaigns/Eblast 10% (21%)

Online Bookings

- Revenues \$50,152 (down 25%)
- Transactions 83 (down 14%)
- Source of online bookings:
  - Google/organic 48% (vs 35%)
  - Direct 21% (vs 6%)
  - Bing/Yahoo organic 15% (vs 4%)
  - Google CPC 8% (vs 26%)
  - Referrals/Eblast/Other ads 8% (vs 29%)

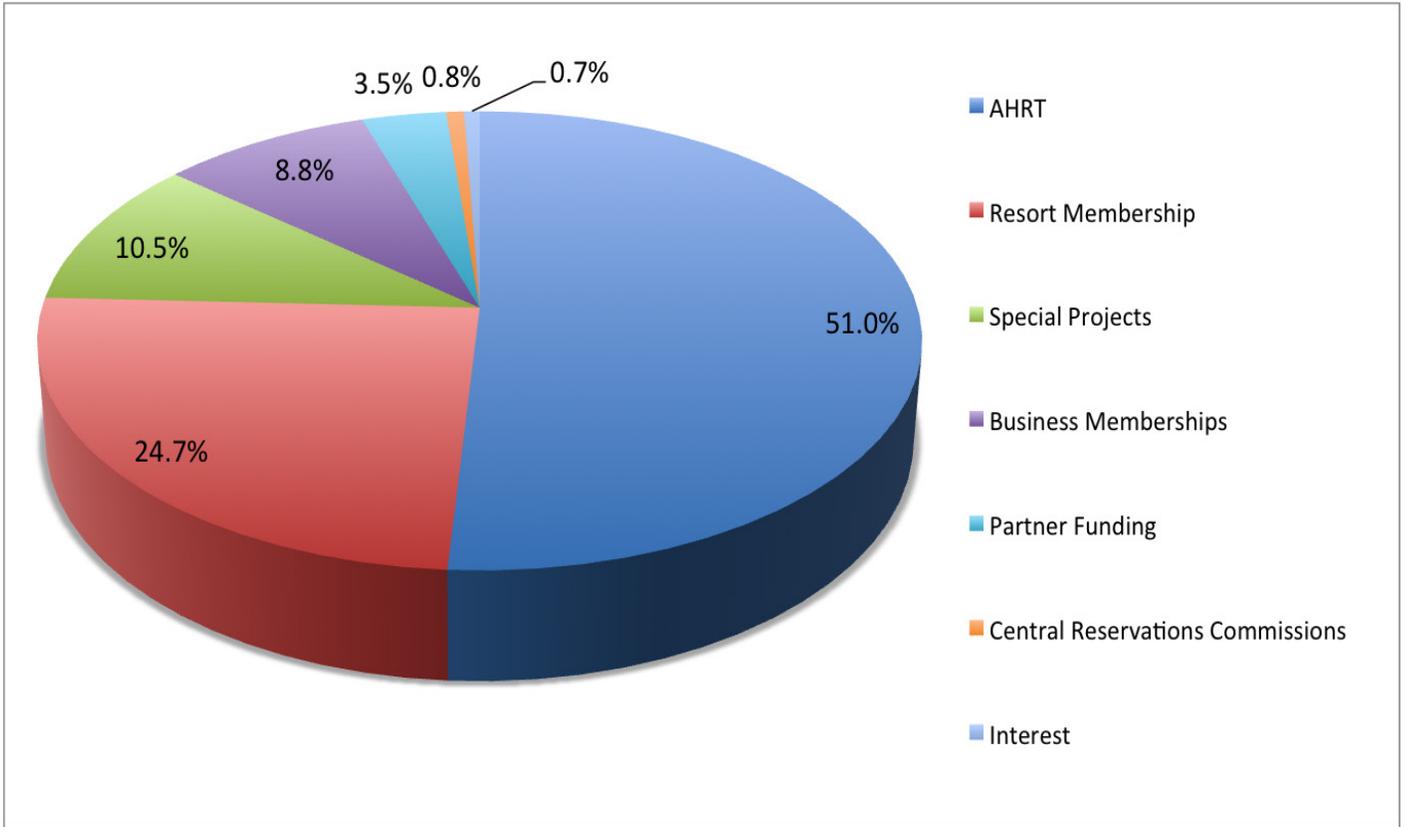
**Appendix 2 Tourism Fernie Audited Financials****2013-2014 Income Statement - ACTUAL**

<b>REVENUE</b>	
AHRT	330,196
Resort Membership Fee	160,000
Business Membership Fees	57,096
Special Projects	68,050
Partner Funding	22,937
Investment Income/Interest	4,213
Central Reservations Commissions	4,886
<b>TOTAL REVENUES</b>	<b>\$647,378</b>
<b>EXPENSES</b>	
Organizational & Membership Development	17,091
Marketing Development	85,394
Marketing Initiatives	319,142
Special Projects	88,500
Administration	158,314
<b>TOTAL EXPENSES</b>	<b>668,441</b>
Excess of revenues over expenses/deficit	(21,063)

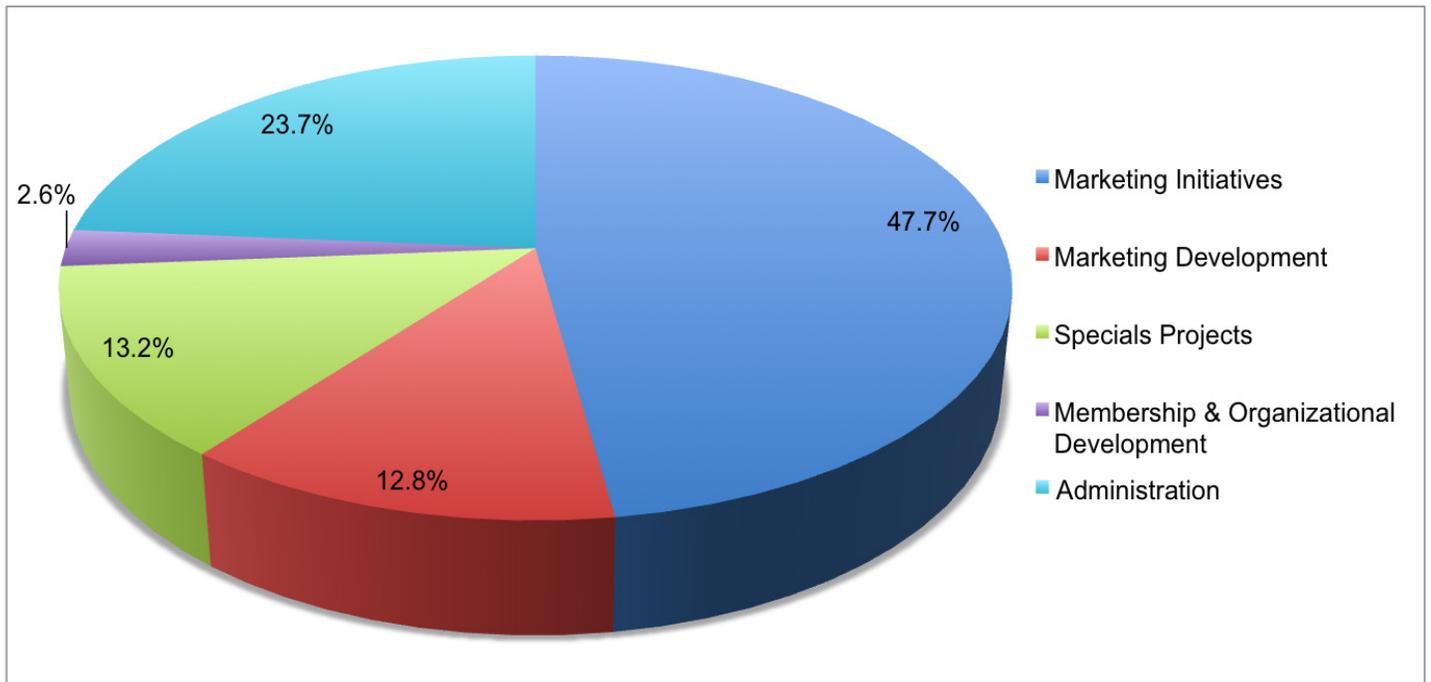
The deficit is part of the planned budget and comes from Tourism Fernie's surplus account. The budgeted deficit for 13/14 was (\$64,030), however revenues for the fiscal year were higher than budget therefore a lower deficit.

## 2013-2014 Revenue & Expense Graphs - ACTUAL

### Revenue



### Expense



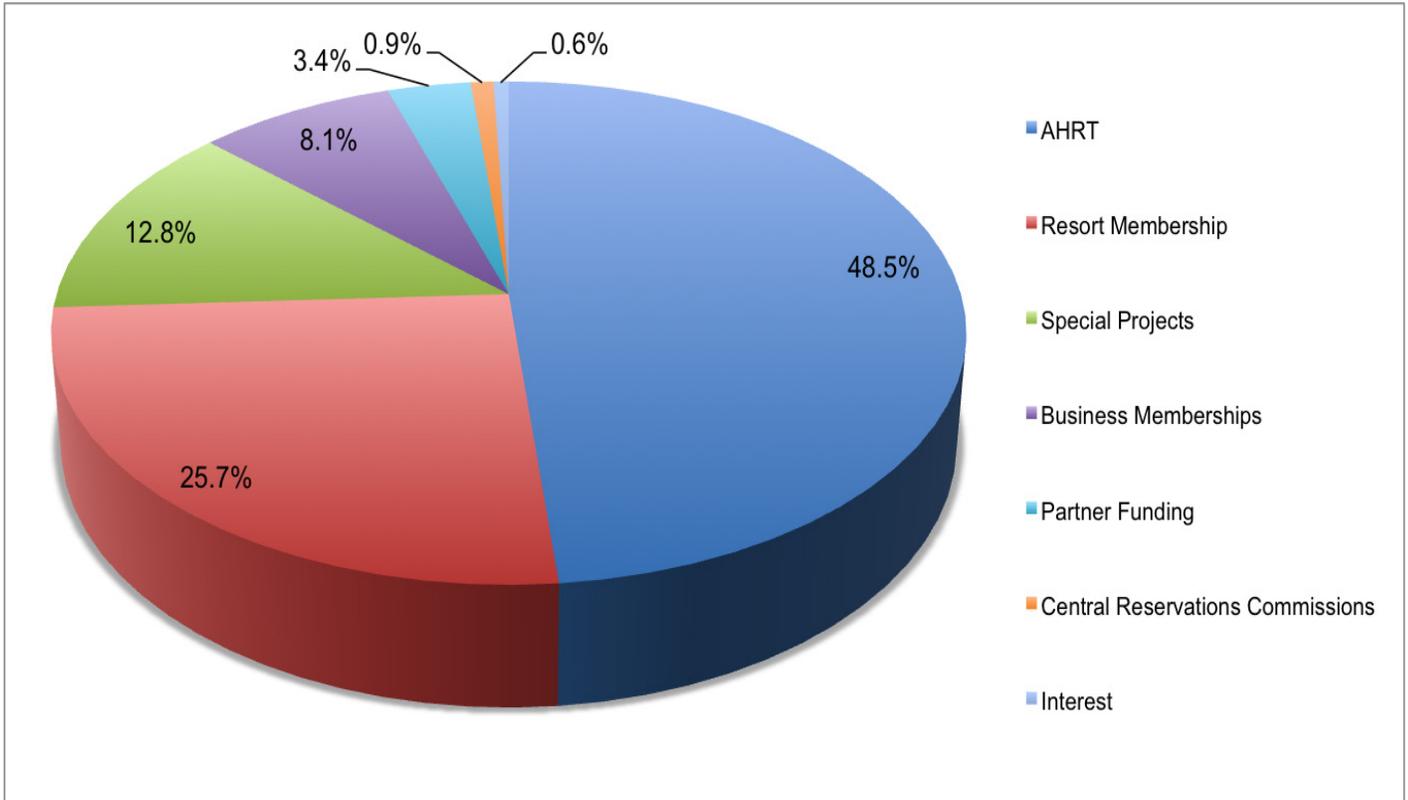
**2014-2015 Operational Budget**

<b>REVENUE</b>	
AHRT	311,955
Resort Membership Fee	165,000
Business Membership Fees	52,000
Special Projects	82,250
Partner Funding	22,000
Investment Income/Interest	4,000
Central Reservations Commissions	6,000
<b>TOTAL REVENUES</b>	<b>\$643,205</b>
<b>EXPENSES</b>	
Organizational & Membership Development	21,500
Marketing Development	119,000
Marketing Initiatives	361,259
Special Projects	106,000
Administration	165,096
<b>TOTAL EXPENSES</b>	<b>772,855</b>
Excess of revenues over expenses/deficit	(129,650)

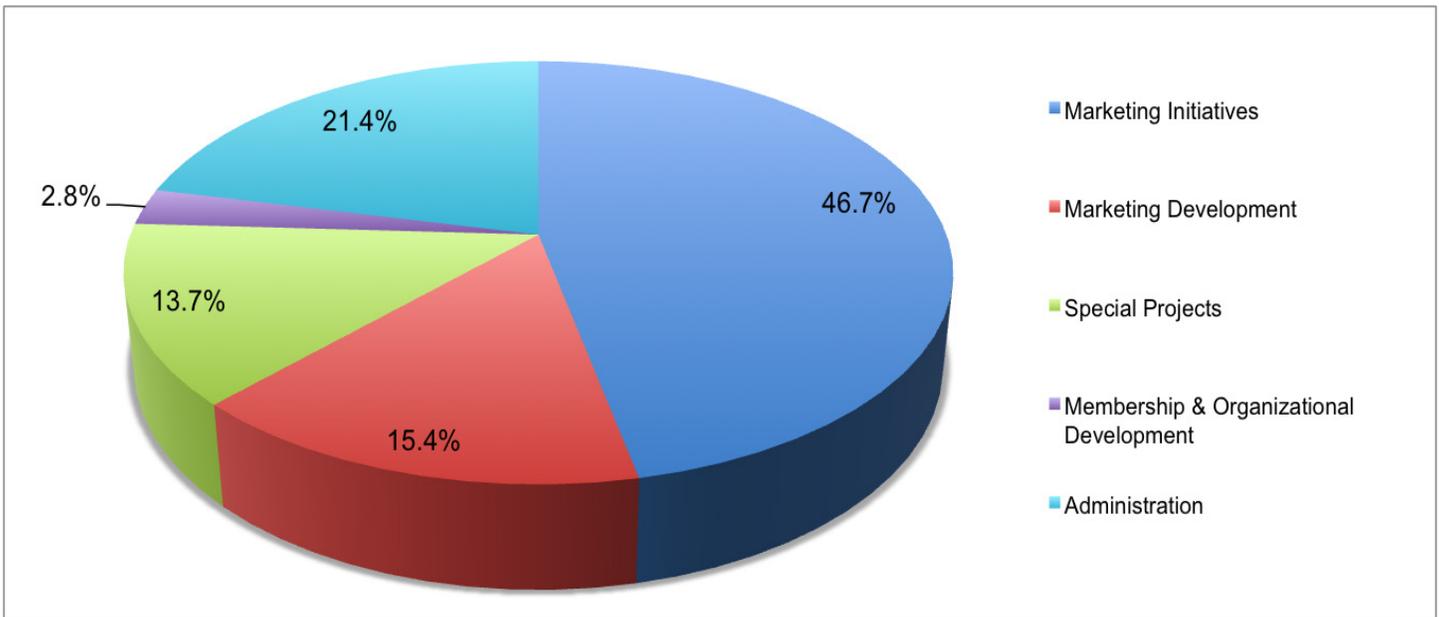
The deficit is part of a planned budget and comes from Tourism Fernie's surplus account. Special Projects for the 14/15 fiscal are specific to ground transportation service partnerships.

## 2014-2015 Revenue & Expense Graphs - BUDGET

### Revenue



### Expense



### Appendix 3 Sample Marketing Creative / Media

Print Ads - 1/3 Pg Ad in BC Vacation Guide, 1/6 Pg in BC Outdoor Adventure Guide, 1/2 Pg in Avenue Calgary

*Where History and Adventure meet in the Heart of the Canadian Rockies.*

**FERNIE**  
BRITISH COLUMBIA

1.877.933.7643

Explore more of Fernie and Book Today!

**TOURISMFERNIE.COM**

*Take a Walk on the Wild Side in Fernie...*

Uncrowded,  
Pristine,  
Unbeatable.

**FERNIE**  
BRITISH COLUMBIA

1.877.933.7643  
**TOURISMFERNIE.COM**

**FERNIE**  
BRITISH COLUMBIA

*Think Outside the Park this Summer.  
Cater to your Wild Side in Fernie!*

**MIDWEEK DOUBLE COUPLES GETAWAY\***  
includes Golf - Flyfish - Spa & Accommodation

from **\$691** per couple for 3 nights \* some conditions apply

*A Scenic 3 Hour Drive from Calgary.*

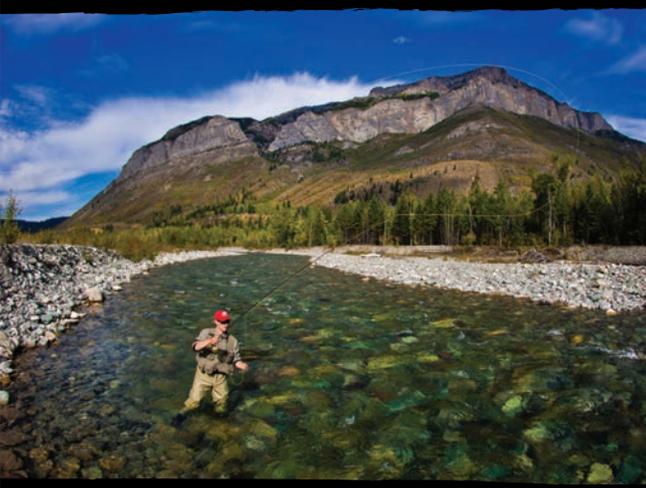
**TOURISMFERNIE.COM**

**Print Ads**

Full Page Ad in Annual Fishing Adventures



*Best Dry Fly Fishing in the Canadian Rockies*



*Uncrowded - Pristine - Unbeatable*

The clear, freestone waters of the Elk River and its tributaries provide some of the finest dry fly fishing in North America. Pure-strain Westslope Cutthroat Trout and monster Bull Trout run wild in the waters surrounding Fernie, making this little Rocky Mountain town the perfect base for your next fly fishing expedition.

Plan & Book Your Trip Today!  
**TOURISMFERNIE.COM**  
1.877.933.7643  
**FACEBOOK.COM/FERNIE.CANADA**

Print Ads

Full Page Ad in Luxe Wedding Magazine



*Stunning mountain vistas, crystal clear lakes and rivers, a charming, historic downtown & world-renowned alpine resort...*



*...the perfect place to begin your happily ever after!*

Book your Fernie Wedding today.

**TOURISMFERNIE.COM**

1.877.933.7643 | [FACEBOOK.COM/FERNIE.CANADA](https://www.facebook.com/Fernie.Canada)

**Print Ads**

1/2 Pg in Canadian Biker Magazine, 1/2 Pg in Kootenay Mountain Culture Magazine Summer Issue

**FERNIE**  
BRITISH COLUMBIA

*Think Outside the Park this Summer.  
Cater to your Wild Side in Fernie!*

*A Scenic 3 Hour Ride from Calgary.*

➔ **Explore More of Fernie & Book Online Today!**

1.877.933.7643 | [FACEBOOK.COM/FERNIE.CANADA](https://www.facebook.com/ferniefc)  
**TOURISMFERNIE.COM**

*There's a reason riders love Fernie.  
Come see why.*

**Kootenay  
Rockies**  
REGION

**SUPER. NATURAL  
BRITISH COLUMBIA**  
CANADA

**FERNIE**  
BRITISH COLUMBIA

*Real Mountain Trails. DH-XC-Freeride. Lift Access Bike Park.*

➔ **EXPLORE MORE OF FERNIE & BOOK ONLINE TODAY**

1-877-933-7643 | [RIDEFERNIE.COM](http://rideferniefc.com) | [FACEBOOK.COM/FERNIE.CANADA](https://www.facebook.com/ferniefc)

Print Ads

Full Page Ski Canada Magazine



*Some people possess a deeper understanding of winter.*





*You'll find them in Fernie.*



 **5th DAY & 5th NIGHT FREE\***  
 Accommodation & lift tickets for family of 4.

**\$748** from 2 adults and 2 children under 12 \* some conditions apply

Book your Fernie Vacation today.  
**TOURISMFERNIE.COM**  
 1.877.9FERNIE | [FACEBOOK.COM/FERNIE.CANADA](https://www.facebook.com/Fernie.Canada)



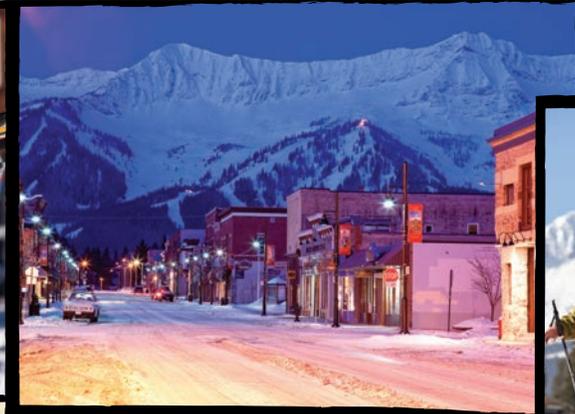
Kootenay  
 Rockies  
REGION



**Print Ads**

1/2 Page Ad in Avenue Magazine in Edmonton, 1/6 Page in Mountain Sledder Magazine

*Fernie is Fabulous in February! Bring your Family or Sweetheart & Come Discover Why.*



**CELEBRATE FAMILY DAY/WEEK IN FERNIE \***

- Book 4 or more nights & get 5th night & day FREE!
- Midweek Special: 25% off lodging for stays 2 nights or more. \* some conditions apply

1.877.933.7643 | **TOURISMFERNIE.COM**

*Where are you Heading this Winter?*



**Sled right from Town  
Sled Friendly Lodging  
Extensive Trails**



**Explore More & Book Today!**

1.877.933.7643  
**TOURISMFERNIE.COM**

Consumer Show Flyer

Fernie, British Columbia

DEALS & PACKAGES 2014

**Summer in Fernie... Think Outside the Park!**

**Uncrowded, Authentic, Adventure** - Nestled in the Southern Canadian Rockies is a mountain town that is growing in reputation not only for its skiing and snowboarding but also for its lifestyle, inspiring beauty and varied activities and festivals in summer...

**What's in your Fernie Holiday?**

Zipline & Aerial Park	Mountain Biking:	Scenic River Floats	Horseback Riding
Whitewater Rafting	XC & Lift Access Bike Park	Disc Golf - 18 Holes	Dining & Shopping
Wildlife Viewing Tours	Historic Downtown	Riverside Walking Trails	Theatre Events
Guided Hiking Tours	Tennis - Free Outdoor Courts	Alpine Hiking Trails	Art Workshops
Scenic Chairlift Rides	Golf the Fernie Country Club	Fernie Brewery Tours	Music & Bike Events
Fly Fishing the Elk River	Fernie Historic Museum	Spa Experiences	Downtown Socials

**FERNIE** BRITISH COLUMBIA

*Small Town Charm,  
Big Mountain Adventure.*

**TourismFernie.com 1-877-933-7643**  
**FACEBOOK.COM/FERNIE.CANADA**

Fernie, British Columbia

DEALS & PACKAGES

**Special Summer Packages - 2014**

**3rd Night Free Special**  
From \$89 / person for 3 nights dbl. occ.  
Valid for stays between April 15 - October 31, 2014. Must be booked by June 15, 2014. Not valid over long weekends including May 16 - 18, June 27 - 29, August 1 - 3 and August 29 - 31.

**Long Stay Special**  
Stay 7 and pay 5. Not valid over long weekends including May 16 - 18, June 27 - 29, August 1 - 3 and August 29 - 31.

**Golf Special**  
4 rounds for the price of 3 if booked by April 30. Valid Mon. - Thurs. excluding Holidays.

**Accommodation Special**  
Book before June 15 and you get 10% off. From \$40 / per person / per night dbl. occ. Not valid over long weekends including May 16 - 18, June 27 - 29, August 1 - 3 and August 29 - 31.

**Golf & Stay Special**  
2nd Night Free & 15% off two rounds for two. Book by June 15, 2014. Valid during the 2014 golf season (May - October). Not valid over long weekends including May 16 - 18, June 27 - 29, August 1 - 3 and August 29 - 31. Tee times not available as part of this special include Friday, Saturday, Sunday and holiday Mondays between dawn/opening until 2pm.  
*Some conditions apply. Cannot be combined with any other offer.*

**FERNIE** BRITISH COLUMBIA

*Uncrowded, Authentic, Adventure.*

**TourismFernie.com 1-877-933-7643**  
**FACEBOOK.COM/FERNIE.CANADA**

Facebook Posts - www.facebook.com/fernie.canada

**Fernie** changed their cover photo.  
Posted by Jack Viney [?] · March 21 · Edited

Looking down the valley towards Fernie Alpine Resort and the town of Fernie



Like · Comment · Share    194   6   4 Shares

This post was served to 773 people    **Boost Post**

**Fernie** changed their cover photo.  
November 25, 2013



Like · Comment · Share    432   51   219 Shares

This post was served to 110 people    **Boost Post**

**Fernie**  
February 13

Just another powder day at Fernie Alpine Resort! –Sage



Like · Comment · Share    132   6   12 Shares

This post was served to 4,822 people    **Boost Post**

**Fernie**  
January 16

Spinach and ricotta rolls paired with a latte are a hot commodity at Loaf Bakery. Fantastic afternoon snack! –Sage



Like · Comment · Share    28   2

This post was served to 840 people    **Boost Post**

**Fernie**  
February 5

The Fernie Ghostriders are playing 3 home games this week. Call into The Kodiak for your pre game pint.



Like · Comment · Share    7   1 Share

This post was served to 514 people    **Boost Post**

**Fernie**  
Posted by Sage McBride [?] · March 26

Lots of incredible new spring clothing, footwear and accessories at Ghost Rider Trading Co located on 2nd ave. in Fernie's historic downtown. Get into the spring spirit!



Like · Comment · Share    13   1 Share

This post was served to 713 people    **Boost Post**



**Online Paid Advertising - Facebook, Google Adwords, pinkbike.com, catskiing.ca, Trip Advisor**

Steve Butcher likes this.



The Official Tourism Facebook Page for Fernie, British Columbia, Canada! A real, cool...



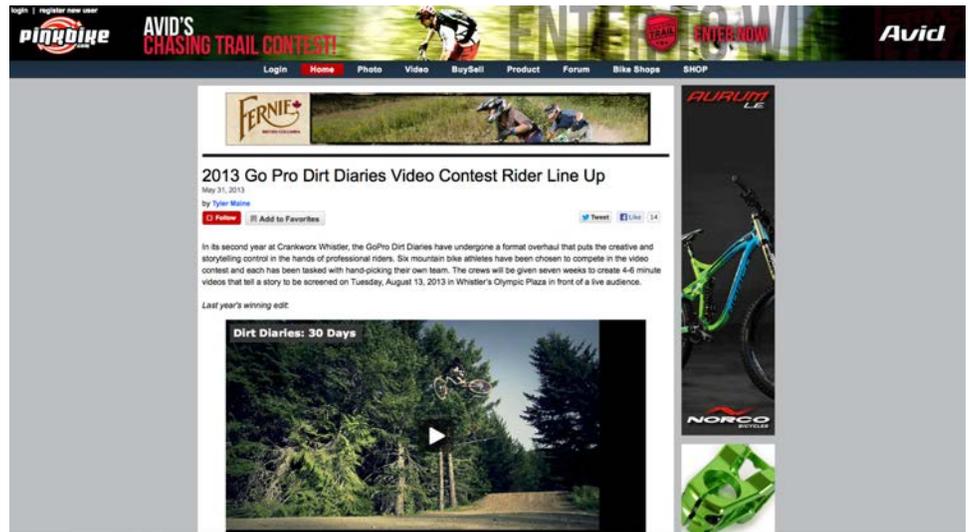
**Fernie**  
City  
15,422 likes

✓ Liked ▾

**White Water Raft Trips BC**  
[TourismFernie.com](http://TourismFernie.com)  
Raft Fernie's Bull & Elk Rivers,  
Summer Stay & Play in Fernie BC

**Fernie Early Summer Deals**  
[TourismFernie.com](http://TourismFernie.com)  
Wapiti Music Fest, Mid-week Getaway  
Canada Day and more. Great Deals

**Ski the Real Rockies**  
[TourismFernie.com](http://TourismFernie.com)  
Ski & Stay from \$245 per person  
Book by Jan 31, 2014 and save



## Toque & Canoe Partnership

home
blogs
about
contact



14 comments

Nov 5, 2013

SHARE








Ferne Heritage Librarian Emma Dressler / Photo by Toque & Canoe

**tags**

- Adventure
- Animals
- Art
- Books
- Business
- Canada
- Cities and Towns
- East Coast
- Film
- Gear
- Hotels
- Manitoba
- Music
- Nova Scotia
- Ontario
- Prince Edward Island
- Alberta
- Architecture
- Banff
- British Columbia
- Calgary
- Charlottetown
- Culture
- Ferne
- Food
- History
- International
- Montreal
- Northwest Territories
- Okanagan
- People
- Quebec

### Emma's Fernie

Local librarian highlights town hotspots

Editor's note: Our [first post](#) on Fernie, B.C. ran in the summer of 2012. It was action-packed and full of tips (a few of them hair-raising!) for adventure.

In collaboration with our friends at [Tourism Fernie](#), we're going to shine a light on this popular all-season destination – arguably one of Western Canada's most haopenin' historic towns – with a series of four

home
blogs
about
contact



4 comments

Feb 22, 2014

SHARE








Ferne, BC / Photo by www.jamiehide.com

**tags**

- Adventure
- Animals
- Art
- Books
- Business
- Canada
- Cities and Towns
- East Coast
- Film
- Gear
- Hotels
- Manitoba
- Music
- Nova Scotia
- Ontario
- Prince Edward Island
- Alberta
- Architecture
- Banff
- British Columbia
- Calgary
- Charlottetown
- Culture
- Ferne
- Food
- History
- International
- Montreal
- Northwest Territories
- Okanagan
- People
- Quebec

### Winter awesomeness in Fernie, BC

Historic mountain town delivers epic, family-friendly adventures

Note to reader: Welcome to the next installment in our mini-series on Fernie, BC. We've been having a blast getting to know this historic Canadian destination. So much of what it has on offer has to do with active living and hanging with locals. This time round, Kim Gray – the "Canoe" in Toque & Canoe – returns



**FERNIE B.C.**

**SHOW us YOUR TOQUE CANADA**

toque and canoe in collaboration with TOURISM FERNIE presents: **SHOW US YOUR TOQUE, CANADA! FEBRUARY 5-19**

LIKE Toque & Canoe to enter (top right corner) → Upload a photo of your favourite toque → BEST ENTRY WINS!

home
blogs
about
contact

**Toque and Canoe** shared Ferne Lodging Company's photo. December 3, 2013 ·

There goes that Fernie B.C. again - living up to its rep as home to unparalleled, "joyous, whoop-inducing powder." (Source: Globe & Mail.)



December 2, 2013 - 35cm in the past 24 hours here in #Ferne and it's still coming

Like · Comment · Share

Jack Heinrich, Leigh McAdam, Maureen Flynn and 24 others like this.

**Kootenay Rockies-BC's Mountain Playground** Beautifully snowy day in Ferne!!! December 3, 2013 at 4:50pm · Unlike · 1

Retweeted by Toque & Canoe

**Ferne Fix Magazine** @FerneFixMag · Apr 11 Summer is on its way, prepare with our awesome Summer Guide! @TourismFerne @CityofFerne @SkifFerne @ArtsStation pic.twitter.com/1YfIGvee7r



Expand Reply Retweeted Favored More

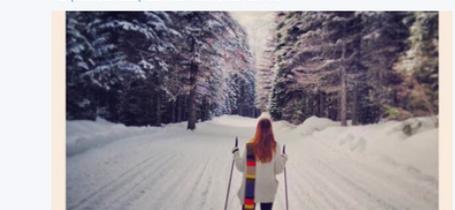
**Toque & Canoe** @ToqueCanoe · Feb 24 First light. @SkifFerne Photo by @GWebberphoto @ExploreCanada @ctcoct @TourismBC @TourismFerne #top #of #the #world pic.twitter.com/GK0omDnErK



Expand Reply Delete Favorite More

Retweeted by Toque & Canoe

**Canada** @ExploreCanada · Jan 27 "Best advice for 2014? Ski more." Ferne, BC, via @ToqueCanoe #ExploreCanada pic.twitter.com/5fL1LcLU6



Expand Reply Retweet Favored More

## Videos / TV

**vimeo** Me Videos Create Watch Tools Upload



**Fernie Weddings**  
from Tourism Fernie PRO

03:45

Considering a mountain wedding? Our video shows just some of the highlights of a dream wedding in the heart of the Canadian Rocky Mountains in Fernie, BC, just 3 hours from Calgary. From intimate, unique venues to stylish ballrooms, Fernie has it all with a backdrop of breathtaking scenery to create magical wedding images you will treasure for ever. A full complement of services, accommodations and activities will make Fernie the perfect location for your entire guest list. Visit [tourismfernie.com/travel-information/groups-weddings/weddings](http://tourismfernie.com/travel-information/groups-weddings/weddings) for more details.

**vimeo** Me Videos Create Watch Tools Upload



**Fly Fusion TV - Join the Exploration!**  
from Fly Fusion Magazine PRO

02:51

**JOIN THE EXPLORATION**

Fly Fusion Magazine takes its visually inviting and highly captivating print media and successfully transitions the same vision to film and television. Co-host Jim McLennan (respected guide, world renown fly-fishing author, and Fly Fusion's managing editor) and Derek Bird (Fly Fusion's founding editor) team up with the magazine's field editors to provide engaging and informative dialogue. Fishing in British Columbia's Kootenay region, they find themselves in the heart of the Rockies fly fishing in some of the country's most stunning locations. The co-hosts fly

**YouTube** CA

Search: \_\_\_\_\_

Upload John Smith



**Snowmobiling in Fernie BC 2013**

Fernie BC · 24 videos

1,589 views

Like Dislike

About Share Add to

Published on Oct 15, 2013  
Ride Fernie's amazing backcountry terrain - groomed trails, cosy cabins and acres of amazing freeriding!

**Uploads from Fernie BC**  
by Fernie BC · 3/25

- 1 Snowmobiling in Fernie BC 2013 by Fernie BC
- 4 Tourism Fernie Wedding Video by Fernie BC
- 5 2013 Spring Skiing & Riding at Fernie Alpine Resort by Fernie BC
- 6 Kids Having Fun on the Slopes of Fernie Alpine Resort - February 2013 by Fernie BC
- 7 Griz Days Fernie Winter Carnival 2013

- Fernie Mountain Snowmobiling - Feb 2011 by Eklipitix 34,828 views
- 2013 Winter X-Games Snowmobile Freestyle Final (Full HD) by sledneckman 131,538 views
- Shit Edit 2.0 Backcountry Snowmobiling by Friesken 52,924 views

Travel Planner



Fernie Vacation Planner 2014



Small Town Charm. Big Mountain Adventure.

1.877.933.7643 | [TOURISMFERNIE.COM](http://TOURISMFERNIE.COM) | [FACEBOOK.COM/FERNIE.CANADA](http://FACEBOOK.COM/FERNIE.CANADA)

Fernie - What will you discover?

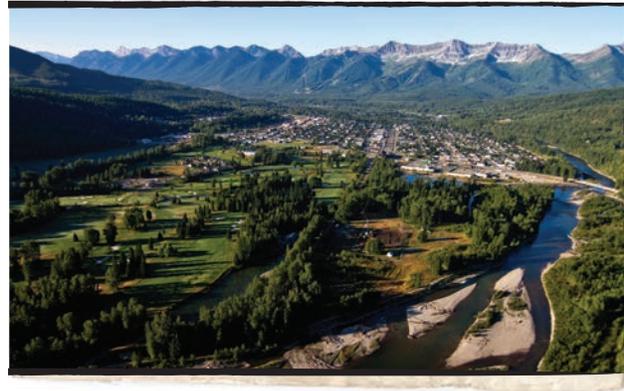


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3. About Fernie	10. Nordic & Snowshoeing	20. Events & Festivals	27. Mountain Biking
4. Winter in Fernie	11. Other Winter Activities	22. Weddings, Spa & Wellness	28. Horseback Riding, Wildlife Tours & Golfing
5. Fernie Alpine Resort	12. Historic Downtown Fernie	23. Island Lake Lodge	29. Fly Fishing
7. Island Lake Cat Skiing	14. Boutique Shopping	24. Summer in Fernie	30. Other Summer Activities
8. FWA Cat Skiing & Nonstop Instructor Programs	16. Dining & Nightlife	25. Hiking & Whitewater Rafting	31. Accommodations
9. Snowmobiling	18. Pull-out Ski Trail Map	26. Fernie Alpine Resort	35. Getting here

Photo credits: Nancy Gungl, Mark Galbraith, Nicolas Huetten, Greg Z. Hingst, Mike Soffner, Matt Kuhn, Kyle Hamilton, Leela Prankin, Bob Sharov, Pam McElwain, Steve Short

1.877.933.7643 | [TOURISMFERNIE.COM](http://TOURISMFERNIE.COM)

Nordic Skiing & Snowshoeing



Nordic Skiing

**New for 2013-2014!** The Fernie Nordic Society has doubled their terrain with the exciting addition of a dedicated, groomed trail system set beneath the stunning lizard Range adjacent to the Mount Fernie Provincial Park. This new area will complement the already popular groomed trails at the Fernie Golf Course and provide a world-class network of trails designed to Olympic standards.

For a special Nordic experience, book a cat ride up to **Island Lake Lodge**. The Island Lake trail is groomed daily and meanders through stunning old-growth forest. Book lunch and a spa visit for the perfect Nordic retreat. At **Fernie Alpine Resort** a 14km (8.7 miles) circuit of trails are groomed and trackset daily through the mature cedar forest.

Snowshoeing & Nature Tours

A massive network of trails around town and in the valley make for exceptional snowshoeing routes in winter, offering sheltered walks through giant cedars with glimpses of frozen waterfalls, rustic cabins and winter wildlife. Trail information is available at local sports shops and the Fernie Visitor Information Centres.

Join **Wild Nature Tours** at one of several locations for a guided snowshoe tour taking in wildlife viewing, igloo building, ancient forests and the opportunity to end with a decadent cheese or chocolate fondue beside a crackling fire. Island Lake Lodge offers a snowcat shuttle to their picturesque location with self-guided lakeside trails. Lunch and spa services are also available at the Lodge by reservation.



Other Winter Activities

While you may have come for the skiing and snowboarding, a wide range of activities will help you make the most of your Fernie winter holiday. The **Fernie Memorial Arena** offers curling and ice skating and is home to the Fernie Ghostriders ice Hockey Team. The 'Riders' as they are affectionately known, play a full season to a passionate local and international following throughout the winter months.

In Historic Downtown Fernie there's even more to explore. The **Fernie Aquatic Centre** has line swimming, diving boards, a waterslide, rope swing, graded children's pool, large hot tub and a steam room. For the culturally inclined, the **Fernie Arts Station** is the community's art and culture hub featuring indie films, craft classes, art exhibitions and live music and theatre for all ages. More family-friendly concerts can be found at **Clawhammer Press** and **Infinitea**, both of which also offer other regular family-friendly activities.

Winter Activities



MAST - 9 Months of Extreme Adventure

The College of the Rockies Mountain Activities Skills Training (MAST) Program is a 9-month post-secondary education program of winter and summer outdoor instruction, adventure and certifications. Mountain sports include ice climbing, ski mountaineering, avalanche safety, backpacking, whitewater rafting, canoeing, hiking and more. The program also includes courses in business, first aid, leadership and risk management.

Course participants receive a full season pass at Fernie Alpine Resort and classes are tailored to make the most of the best months to be outdoors. Credits received can be used towards a full university degree or diploma.

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WINTER ACTIVITIES

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WINTER ACTIVITIES

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**MEN'S JOURNAL**

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**TRAVEL**  
**Cat Skiing British Columbia's Lizard Range**

Resort skiers know that there is no such thing as a friend on a powder day. The mad morning rush to lay down first tracks after an overnight dump is an every-man-for-himself affair. I've never been one to resent the guys in front of me in a gondola line, but – like most serious skiers – I'd just as soon give the whole traffic jam a miss. That's why I'm standing on a ridgeline overlooking the jagged limestone spires of British Columbia's Lizard Range.

Here in the Cedar Valley, just 10 miles from the historic mining town of Fernie, a local microclimate produces well over 40 feet of dry snow per season, a prodigious amount for the Rocky Mountains. There's so much of the fine fluffy stuff to go around that the mercenary urge to rush toward the old-growth forest runs and make the first tracks through lofty alpine bowls all but disappears.

In the eye of this perfect powder storm is legendary and luxurious **Inland Lake Lodge**, considered by many to be the premier cat skiing operation in the world. This has been sacred ground for serious snow sliders since fat skis were skinny and Gore-Tex hadn't been invented. The lodge's original owners practically invented the sport of cat skiing in Canada a quarter century ago, and since then the reconfigured resort groomers, which seat up to 14 passengers in heated comfort, have been transporting avid wilderness skiers all over its private 7,000-acre wilderness reserve.

A typical day here entails 10 to 15 runs and more than 15,000 feet of vertical. There are no lift lines, no snarling snow patrolers. And there is also less physical exertion. The fat powder boards supplied by the lodge keep me up near the snow's surface as I effortlessly steer graceful S shapes. To avoid accelerating too quickly, I just have to push my skis into the snow.

I meander down ridges and wide slopes before calling it a day and heading back to the lodge for tenderloin and albacore tuna. It's snowing hard outside, but I don't set my alarm for early hours. There's plenty of powder to go around.

**More information:** Located 10 miles from the town of Fernie in the southeast corner of British Columbia, **Inland Lake Lodge** offers luxury two-, three-, and four-day cat skiing packages that include lodging, all meals, safety equipment, and powder skis, starting from \$1,460 a person. Groups include up to 12 people. Nearby **Fernie Alpine Resort** is a world-class ski and snowboard destination and a great place to warm up for your cat skiing adventure. For a preview of Inland Lake Lodge cat skiing, watch "The Balance of Powder."

—Mark Simmons

THE OFFICIAL HELLOBC BLOG

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**Fernie Food, Fun, and Adventure – Part 1 of 2**

Posted by Sarah Windsor on 11 Sep 2013 / 0 Comments

Fernie is a fun and vibrant mountain town located in the Kootenay Rockies region of Interior British Columbia. Having not returned for a few years, my visit back reminded of what had attracted me to this funky ski-town in the first place – cute shops, quaint cafes, unique restaurants and loads of activities to take in both summer and winter. We only had a few days to jam as much in as possible and we wanted to do it all. As a result, this is a two part blog sharing the many adventures, explorations, and discoveries I got to experience during my visit to Fernie late this summer.

Restaurants and Shops in Downtown Fernie

Left: There is something so 'Fernie' about this photo – think they were getting married on a mountain top? Right: The Elk River in Fernie offers much adventure with rafting, fly fishing, and even a casual day float that the locals love to do. Photos: Sarah Windsor <Click image for a larger view>

THE GLOBE AND MAIL • WEDNESDAY, MARCH 19, 2014

## FOOD & WINE

GLOBE LIFE & ARTS • L5

### ALL CONSUMING THE FERNIE LAVENDER BAR

Smooth, silky, delicately fragrant ... no wonder this sweet treat from Fernie, B.C., won top prize as Canada's best dark chocolate bar at the International Chocolate Awards in 2012. The Fernie Lavender Bar (70-per-cent dark chocolate infused with micro-ground flower buds from Salt Spring Island) is the handiwork of Mary Heavey, co-owner with her husband, James, of Beanpod Chocolate, an artisanal confectionery shop that goes a step further than most chocolatiers.

"We're Canada's only traditional chocolate maker," James explains. "It's the purest way to make chocolate." By traditional, he means using open granite machinery: a 66-year-old mangleur to crush the beans, and a conch that is more than 100 years old to blend the chocolate and add flavour.

"It's old tech, but it allows us complete control," says James, adding that it takes five to nine days to make their bars and that the open machines mean they



It takes seven days to make the Fernie Lavender Bar. CATHERINE DAWSON MARCH

can taste test every hour when there's a batch in process. "As you heat and aerate [the chocolate] ... you modify the flavours, it can be as extreme as tasting like really earthy nuts to rich, warm, dark-chocolate honey, and then you come back another day and it could taste like berries or

cinnamon and nutmeg." Mary needs seven days to make the lavender bar. She credits Beanpod's customers for pushing her to try that combination, but most of her inspiration comes from travelling: bon bons of olive oil and cardamon or rosemary from trips to Italy; Chinese

five-spice and star anise/pink peppercorn truffles from tours through Asia. Closer to home, their four kids – ages seven to 13 – must have been the inspiration behind red heart-shaped confections bursting with peanut butter and jelly.

The couple's three-year-old shop on Fernie's historic main street was built around the 2,800-kilogram mangleur and the stone conch they imported from Italy. Both sit behind a floor-to-ceiling glass wall so customers can watch the machines, and Mary, in action. At the counter, a hot-chocolate faucet fills drink orders (Mayan, dark or milk) and organic fair-trade coffee is roasted in-house. In the summer, you can try Beanpod's organic gelato and sorbet. The shop's hip, high-end approach is perhaps unexpected in a small town where coal mining and forestry are two of the biggest employers. "There are some pretty sophisticated palates out here," James explains.

The Heaveys love being min-

utes away from Fernie's renowned alpine resort, but living in the small mountain town makes it tough to get sustainable, top-quality, ethically sourced ingredients, and they wouldn't run their business without meeting all three targets. So every 18 months, James says, "We take the kids out of school and go to Ecuador," where the family spends a month with local farmers before packing a sea container with coffee and cocoa beans and sending it on a 14-week trip back home.

"This is a hobby, grown into a passion, grown into an obsession, grown into a business," James says. And the couple is going to take another stab at the International Chocolate Awards. Apparently, Fernie fans can't get enough of their new coconut-lime white chocolate bar.

*Fernie Lavender Bar (and dozens of other flavours), \$7 for 70 grams; beanpod.ca*

Catherine Dawson March

Media Initiatives & Coverage

forever  
**FERNIE**  
FULLER EDGE PHOTOGRAPHY  
WORDS BY JOEY ROBBINS

Skiers head here for the powder, mountain bikes for the single track and intrepid couples looking for a classic alpine-eating choice Fernie for housing their rustic. Less pretentious than many resort towns, Fernie is your classic mountain village complete with turn of the century buildings, snowcapped peaks and quiet unspoiled wilderness. Even if your guest list is large mountain weddings have a way of feeling very intimate.



travel

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WORLD TRAVEL

Ghosts, rivers and the Canadian Rockies: Enter the dream town of Fernie

Clayton Anisk | Friday, June 14, 2013

Fernie, the only Canadian city to be fully embraced by the Rockies. Image: Tourism Fernie.

Deep in the Canadian Rockies lies a small mountain town called Fernie. After arriving for a few days of hiking and fly-fishing, Damien Anisk discovers there's more to this place than meets the eye — a colourful past and a tribal curse. Here is the first part of his incredible journey.

*"The apparition remains on the cliffs of Mt. Hoosier as a reminder of what happened, and an omen over Fernie forever."*

Clayton Anisk

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SURE, BLUNDERING AROUND AFRICA BLOWING THE GRAP OUT OF EXOTIC ANIMALS IS NOT EXACTLY KOSHER. ANYMORE, BUT ANY SAFARI WORTHY OF THE NAME SHOULD STILL STAND FOR BIG ADVENTURES AND WILD TIMES. BRONWEN GORA FOUND PLENTY OF BOTH ON NON STOP'S POWDER CHASING ITINERARY THROUGH INTERIOR BC.



## Media Initiatives & Coverage



### Elk River, British Columbia A North American Fly-Fishing Gem

By Mike McPhee

**H**igh in the Canadian Rocky Mountains on the Continental Divide, rises a river of special quality. Its cold, clear water snakes through the mountainous valley with a sense of purpose. A thorough exploration reveals a river seemingly designed to provide perfect habitat for trout and fly anglers alike. Historic coal mining towns, grizzly bears, and burly Canadian wilderness are the setting through which this classic freestone river flows. Along its 140 miles, the startlingly scenic Elk River changes character several times and finally meets Lake Kootenasa, a lengthy impoundment of the Kootenay River.

Elk River has increasingly and deservedly gained a reputation as one of the finest dry-fly rivers in North America, and visiting anglers quickly become completely enamored with both the big fish and the gorgeous setting. If you dream of large, feisty bull trout and westslope cutthroat addicted to dry flies, you can't go wrong on this remarkable river.

winter snow accumulation provide the seed water that feeds into Elk Lakes, which in turn seem to cleanse the river of the typical glacial sediment that makes many glacier-fed rivers murky and aquamarine. So the Elk River runs clear. Its upper reaches meander through bogs snaking across alpine meadows, then it carves a path through dense forest and soon becomes a small, classic freestone stream typical of the Rocky Mountains.

A long stretch connects the small coal mining towns of Elkford and Sparwood. The Elk Valley Highway, a dirt forestry road, parallels this section, though not very closely, so anglers need to bushwhack in many places. Those who crave exploration can reach some great walk-and-wade stretches. Most of this section is braided and shallow—unfriendly to boats. From the town of Sparwood down, the river enters the main valley and then meets Michel Creek, gaining momentum and girth. Several consecu-

*Southeastern British Columbia is one of the last bastions of native westslope cutthroat trout. Habitat requirements make them a good indicator species for the ecosystem (above). The Elk River is widely recognized a premier North American dry-fly fishery for native westslope cutthroats. The surrounding scenery only adds to the allure (right). Photo by Mike McPhee*

#### Drift Options Aplenty

The Elk's beginnings are humble but postcard pretty. Situated on the British Columbia and Alberta border, the Perain Glacier sits regally on the Continental Divide, beside iconic Mount Joffre. The glacier's ancient ice and



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The new fernie Eagle's Eye Restaurant at Kicking Horse Inn, the deck chair on the deck Mountain chalets

unpretentious locals I got to know as our little group explored the slopes and the quaint and quirky ski towns at their bases. Here are some of the top stops along the way:

### Ski a part of B.C., where talk of "champagne" is all about a perfect kind of SNOW. BY CHRISTINA REYNOLDS

“Ah, I love the smell of ski rentals in the morning,” says Jenny Mitchell, host of Nonstop Ski & Snowboard Adventures, as the scent of ski wax fills the air. We’re in the rental shop at Kicking Horse Mountain Resort in Golden, B.C., getting geared up with “fat skis” for our first day of a guided week-long ski excursion and road trip from Golden to Fernie along British Columbia’s Highway 95. Known as the “powder highway,” the route connects over 50 ski hills and specialty ski operators in a region that can get up to 15 metres of snow in a season. If the conditions are right, the area has some of the best powder skiing in the world. “If you’re in doubt, just go on YouTube and search ‘Champagne Tuesday.’ Emily Park, a Nonstop guide who’s also leading our trip, tells me. The recommended YouTube footage is from Tuesday, January 17, 2012, a now-legendary ski day that brought heaps of the lightest, driest “champagne” powder to Fernie—locals are still thanking snow god Ullr for all the flakes. In fact, later in the week at the Griz Bar, Fernie’s go-to après-ski watering hole, I met Dylan Siggers, one of the young skier-filmmakers who created some of the powder-fueled ski footage. He’s just one of the many friendly and totally

**FROM GOLDEN TO FERNIE** Lunch at the top of the world After a ride in the aptly named Starway to Heaven chairlift and a morning spent swooshing through Kicking Horse’s four alpine bowls, stop at the Eagle’s Eye Restaurant, perched at 4,000 feet for a spectacular view and a gourmet lunch. Try the Super Bowl, a spicy seafood gumbo served with gilled focaccia slides for dipping. **Spot the bear** Bow, Kicking Horse’s resident grizzly, lives right on the ski hill (safely inside a large electrified enclosure!). If hibernation season is just beginning or ending, you might spot the rescued orphan as you ride the gondola. **Ski home** After a long day on the slopes, sit right in the door of a lush Mountain chalet—complete with vaulted wooden ceilings, an outdoor hot tub and

#### WHAT TO PACK Look cool and stay warm in these ice-cold finds.



Fernie’s historical buildings house many ice-cream and cafes

**ON THE ROAD** Stop for a soak If you’re driving along Highway 95 toward Fernie, it’s hard to pass up a swim at the popular Farnham Hot Springs. But if you have time and are up for a worthwhile detour, keep driving until you reach Lussier Hot Springs, at Whiteson Lake Provincial Park. Turn off the highway and stick with a winding logging road for 18 kilometres. You’ll be rewarded with a rustic dip in several secluded and steamy natural hot pools beside the rushing Lussier River.

**WHEN YOU REACH FERNIE** Check in Through Fernie Lodging Company, we stayed in Olympian Karim Lee-Garner’s “glam med” log cabins, which span the slopes of Fernie Alpine Resort. You only have to look out the window to check out more than 1,000 hectares of ski terrain. You can also rent the cabin three doors down, where Hor Sila Teme Machine was filmed. **Hit main street** Book a massage at Fernie’s Spa 901, where strong hands and Garnet Institut Para products will soothe sore muscles; then stop at the family-owned Bearpod chocolate shop for the town’s best hot chocolates—and coffee. Plus, choose from dozens of flavoured chocolate bars, which are created on site in a three-day bean-to-bar process. **Get more remote** Fernie’s Island Lake Cat skiing resort has one of the most luxe backcountry lodges in the country—plus 2,833 hectares of private ski terrain. With a maximum of 20 winter guests, it offers perhaps the most exclusive way to ski British Columbia’s Laurel mountain range. □





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