



Noelle from Snow Valley Lodging showing off their sponsored #FerneStoke Shuttle!

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Tourism Fernie Society

The following report highlights activities of Tourism Fernie over the 12 month period from January 1 to December 31, 2022.

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Image Credits: Vince Mo, Matt Kuhn and Nick Nault

Fernie's Brand

Small town charm. Big mountain adventure.

Cool, small-town charm: Fernie's funky main street with its turn-of-the-century brick buildings framed by postcard-perfect mountains provides this rugged and unpolished little town with a unique charm.

Mountain culture

From the pick-up trucks and mountain bikes that travel its streets, to the ski bums and guide shops that line them, Fernie's distinct mountain culture is evident at almost every turn.

Stunning scenery

Fernie is a magnificent outdoor setting from which to experience the beauty and majesty of the Canadian Rocky Mountains.

Uncrowded, wide-open spaces

Fernie's vast landscape, rural mountain setting and small population offer an atmosphere where well-being thrives.

Authentic and real

Fernie is a casual, comfortable, and laid-back place where a local community still thrives. A community first, destination second, Fernie is not a packaged experience for the mass-market tourist.

Adventurous and outdoorsy

Fernie is a place where adventure-seekers, mountain enthusiasts and outdoor lovers of all kinds come to experience the stunning natural surroundings and range of fresh-air activities.

Down-to-earth

Fernie's residents are humble, honest, natural and welcoming, with a resiliency that stems from their hard-working roots.

Enduring history

Fernie has a rich history that is alive and thriving to this day.

Community-minded

Fernie's people work together for the betterment of their town, its residents and its visitors. They take pride in their community and welcome visitors who share their values.

Euphoric

Fernie is an escape from the hurried pace of everyday life. It provides euphoric experiences to its visitors and residents through unique moments of anticipation, achievement and the beauty of its natural surroundings.





Photo Credit: Vince Mo - Griz Days 2022

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- 2023 Strategic Plan
- Fernie's Tourism Master Plan
- Annual Reports since 2012



Message from the Chair

What a difference a year can make.

I am so proud of our members for how they navigated the numerous challenges we have all faced over the last year. Despite these challenges Tourism Fernie has been able to execute the 2022 Strategic Plan with excellence. The MRDT budget vs the actual results will show how well tourism has recovered to overachieve pre-pandemic numbers. Marketing campaigns have been numerous with new and creative flair to drive tourist traffic year-round.

Destination Management continues to grow and is becoming more of a focus of tourism. The Board of Destination BC made a visit to Fernie earlier this year and shared their future plans that are starting to roll out this year.

As board Chair I am fortunate to work with smart leaders who are selfless and united in making good long-term decisions to benefit our community. The key achievements of the board in 2022 are as follows:

1. Free shuttle for overnight visitors of member accommodators during this winter season and our planned free summer tourist shuttle program to be piloted this summer;
2. Success in receiving TC Energy legacy funds that will be put towards needed tourism-related infrastructure initiatives as supported by the Tourism Master Plan;
3. Setting up an online payment and approvals system;
4. The creation of new financial reports making it easier to understand the complexity of the financial position of the organization;
5. Giving the new 2023 Board the guidelines for the MRDT 5-year renewal process.

The achievement I am most proud of for Tourism Fernie in 2022 is the leadership demonstrated in fostering collaboration with numerous different stakeholders. This collaboration will lead to the creation and execution of some monumental projects to set Fernie apart from other communities competing for tourism dollars.

The Annual Report is filled with content to highlight what makes Fernie a special place. Please take the time to read, review and share it with your staff. There is always something new to learn for everyone.

Thank you to my fellow board members, Tourism Fernie staff and the membership for trusting us to guide Tourism Fernie on your behalf.

Andrew Hayden
Chair Tourism Fernie



Message from the Executive Officer

To say Fernie recovered accommodations revenues back to 2019 levels is an understatement with 2022 ending at 22% higher than 2019, and COVID was still present in the earlier months of 2022.

Leisure and corporate travel demand was high as travel and gathering restrictions finally ended in spring 2022. Looking back at tourism and our community there was a lot going on with continued and unique changes to adapt to such as labour shortages, limited housing supply, inflation, and TC Energy Foothills Pipeline Project. I very much thank and respect all the businesses and organizations in Fernie that have worked so hard this past year.

In 2022, our goals and strategies as shown on page five were the focus for actions and initiatives undertaken. This gigantic, yet easily digestible and interesting, annual report shows what the team accomplished. Whether you take a hard copy or flip through it online, please do take 20 minutes to review what Tourism Fernie worked on in 2022 as it means a lot to the staff.

A sea of change and evolution in tourism is evident. Destination management and long-term sustainability priorities continue to grow in importance, not just locally but regionally, provincially, and nationally. I am personally very grateful for the collaboration and projects that have come together under the RDEK Area A Sustainable Tourism Program (see pg 20). It's been a humbling, hard-working effort that will continue for years to come as we see more opportunity to include additional areas and initiatives.

During spring 2022 we conducted a stakeholder survey about our organization and the use of MRDT funds (see page 12 highlights). We are taking the information to heart and working on ways to further support you and the local industry. We will be conducting a similar survey again soon and again welcome your input. Our board of directors work hard to represent you as local tourism businesses and organizations, so please seek them out any time and talk about your thoughts, challenges, and opportunities. The board and staff make planning and budgeting decisions for our industry each year and your continued input is important.

In closing, I want to focus on thanking my team. Each of them has continued to step up to the plate, for the organization, for Fernie, and for you. They work hard each and every day. They professionally represent tourism in our community. I am grateful for having such a dedicated group of individuals – Brona, Rebecca, Vince, Christine – thank you.

Jikke Gyorki
Executive Officer



About Tourism Fernie

Tourism Fernie Society is a Destination Marketing & Management Organization with the mission to sustainably increase visitation and revenue for stakeholders in Fernie and surrounding area through tourism marketing and management.

The most successful destinations around the world act in a unified and collaborative manner by promoting their destination first then the individual experiences while working to manage tourism's opportunities and growth. Collaboration and a critical mass of funding is necessary to achieve this, which is beyond the means of an individual business or organization. Pooling financial resources and expertise into a strategic marketing and destination management maximizes results.

During the early 2000's many of Fernie's tourism stakeholders saw the opportunity to implement a local hotel tax available through the provincial government. This tax revenue, pooled with local funds, expertise and resources would allow Fernie to jointly market Fernie as a travel destination 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 formally in 2007.

Tourism Fernie is non-profit society and a membership-based organization governed by a Board of Directors representing the local tourism industry. Professionals, businesses and organizations that want to support tourism in Fernie, be promoted under the Tourism Fernie brand and market collaboratively pay a nominal annual membership fee. In addition to membership fees, Tourism Fernie's revenues are generated from co-op marketing initiatives, grants for projects and from the 3% Municipal & Regional District Tax (MRDT Hotel Tax) collected by accommodators from visitors during their stay.

Each year Tourism Fernie develops and approves a strategic plan and budget that aligns with Fernie's Tourism Master Plan and is submitted to the BC Government as required.

2022 Goals & Strategies

Recover Fernie's 2022 accommodation revenues, year-round, to 2019 levels

- Execute effective and inspiring marketing campaigns with a focus on high-yield markets, content creation initiatives and innovation.
- Increase the acquisition and use of data.
- Maintain ability to adapt and be nimble.
- Further develop media and influencer marketing initiatives with an emphasis on quality.
- Continue to evolve co-op marketing programs with an emphasis on quality.
- Continue to provide quality information and tools to encourage longer stays and increased spending

Vision

Fernie is a vibrant and sustainable tourism destination built on respect, collaboration and authenticity.

Mission

Sustainably increase visitation and revenues for stakeholders through tourism marketing and management.

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.

Market and data focused

- We prioritize market needs and trends, along with data and market research in the belief this will be best for our stakeholders and Fernie's long term sustainability.

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 and seek input and work together with members, stakeholders, and other organizations.

Innovative

- We aim to 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.

Support and execute destination management and development priorities that support tourism sector recovery, growth and sustainability.

- Continue implementation of the Tourism Master Plan and its Actions
- Increase and enhance communications within the community about tourism and the importance of tourism.
- Continue to execute and partner on local industry support initiatives.
- Continue to support advocacy efforts in partnership with stakeholders.

Long-term sustainability of Tourism Fernie

- Continue to build stronger and more tangible stakeholder relations and partnerships
- Review current 5 Year Plan (2020-2024) and develop recommendations on adjustments and next 5 Year Plan (2025-2029) as part of MRDT renewal process.

Board of Directors, Board Committees & Staff for 2022

Board of Directors

Andrew Hayden - Chair
Fernie Distillers

Mark Ormandy - Vice Chair
Fernie Alpine Resort / Slopeside Lodge

Reto Barrington – Treasurer
Fernie RV Resort

Andy Wilhelm - Secretary
Lizard Creek Lodge

Sadie Howse
Raging Elk Adventure Lodge

Pam Peters - Stepped down fall 2022
Earth's Own Naturals

Kurt Saari - Replaced Pam till AGM
Nevados

Chris Mullin
Fernie Central Reservations

Steve Szelei - Stepped down summer 2022
Parastone Developments

Sydney Salvador
The Chopstick Truck

Board Liaisons

Brad Parsell / Wendy McDougall
Fernie Chamber of Commerce

VACANT
City of Fernie

Committees

Marketing

Brona Kekenakova - Chair
Marketing Manager

Christine Grimble
Sales, Media & Projects Manager

Andy Wilhelm
Lizard Creek Lodge

Pam Peters
Earth's Own Naturals

Sadie Howse
Raging Elk Adventure Lodge

Finance & Revenue

Reto Barrington – Chair
Fernie RV Resort

Mark Ormandy
Fernie Alpine Resort / Slopeside Lodge

Jikke Gyorki
Executive Officer

Governance

Sydney Salvador - Chair
The Chopstick Truck

Andrew Hayden
Fernie Distillers

Jikke Gyorki
Executive Officer

Tourism Master Plan

Steve Szelei - Chair
Parastone Developments

Andy Wilhelm
Lizard Creek Lodge

Andrew Hayden
Fernie Distillers

Jikke Gyorki
Executive Officer

AGM & Nominations

Jikke Gyorki - Chair
Executive Officer

Reto Barrington
Fernie RV Resort

Sydney Salvador
The Chopstick Truck

Chris Mullin
Fernie Central Reservations

Rebecca Hall
Admin & Marketing Coordination

Staff

Executive Officer

Jikke Gyorki

Sales, Media & Projects Manager

Christine Grimble

Marketing Manager

Brona Kekenakova

Administration & Marketing

Coordinator

Rebecca Hall

Social Media Coordinator & Staff Photographer

Vince Mo



Jikke Gyorki



Christine Grimble



Brona Kekenakova



Rebecca Hall



Vince Mo

2022 Members & Partners

- | | | |
|--|---|---|
| 1. Alpine Lodge | 49. Fernie Distillers | 99. Mountain Addicts |
| 2. Alpine Trails Mountain Community | 50. Fernie Fox Hotel | 100. Mugshots |
| 3. Andres Fly Fishing | 51. Fernie Golf Club | 101. Mystic Mountain Adventures |
| 4. Ascent Helicopters | 52. Fernie Gravel Grind | 102. Nevados |
| 5. Beanpod Chocolate, Coffee & Gelato | 53. Fernie Heritage Library | 103. Nick Nault Photography & Videography |
| 6. Beartooth Media | 54. Fernie Lodging Company * | 104. Nonstop Adventures |
| 7. Best Western Plus Fernie Mountain Lodge * | 55. Fernie Mountain Bike Club | 105. Parastone Developments |
| 8. Big Bang Bagels | 56. Fernie Mountain House | 106. Park Place Lodge * |
| 9. Birch Meadows Lodge * | 57. Fernie Mountain Sanctuary | 107. Patti's Party Tent Rentals |
| 10. Blackstone B&B | 58. Fernie Nordic Society | 108. Powder Mountain Lodge |
| 11. Blue Toque Gastro Diner | 59. Fernie Pets Society | 109. Raging Elk Adventure Lodging * |
| 12. Bramasole Restaurant & Wine Bar | 60. Fernie RV Resort * | 110. Red Tree Lodge * |
| 13. Bridge Bistro | 61. Fernie Snowmobile Association | 111. Regional District of East Kootenay |
| 14. Brooks Creek Ranch | 62. Fernie Stanford Waterslide Resort * | 112. Resort Tours |
| 15. Bull River Adventures | 63. Fernie Trails Alliance | 113. Ridetheory |
| 16. Canadian Powder Tours | 64. Fernie Wilderness Adventures | 114. Rockies Law |
| 17. Canadas Best Value Inn * | 65. Freshies Fernie Cafe | 115. Rooftop Coffee Roasters |
| 18. Canyon Raft Company | 66. Freshwater Fisheries Society of BC | 116. Royal Canadian Legion Fernie |
| 19. Cast Iron Grill / Cooks Catering | 67. Freyja Kootenay Boutique | 117. Rusty Edge |
| 20. Chilango | 68. Gearhub | 118. Savage Marketing |
| 21. Cirque Restaurant | 69. Ghost rider Motorsports | 119. Ski Base |
| 22. City of Fernie | 70. Ghost rider Trading Co. Ltd | 120. Slopeside Lodge * |
| 23. Claris Media | 71. Giv'Er Shirt Works | 121. Snow Valley Lodging * |
| 24. Coal Creek Heritage Society | 72. Griz Inn * | 122. Spa 901 |
| 25. Coal Town Goods | 73. Hike Fernie | 123. Sparrow Hair |
| 26. College of the Rockies | 74. Himalayan Spice Bistro | 124. Spirits Cold Beer & Wine Store |
| 27. Columbia Basin Trust | 75. Hipgnosis Media | 125. Stag Leap Running Co. |
| 28. Cornerstone Lodge * | 76. House of Gato | 126. Starbucks |
| 29. Dairy Queen | 77. Interior Envy | 127. Stemhouse Floral Studio |
| 30. David + Katie Photography | 78. Island Lake Catskiing & Summer Activities | 128. Straight Line Bicycles |
| 31. Destination British Columbia | 79. Island Lake Lodge * | 129. Sunco Communication & Installation |
| 32. Earth's Own Naturals | 80. Island Lake Restaurant | 130. Tara Hill Studios |
| 33. Edge of the World | 81. Kootenay Aboriginal Business Development Agency | 131. TECK |
| 34. Elk Valley Adventure & Dirt Riders Society | 82. Kodiak Lounge | 132. The Brickhouse |
| 35. Elk River Alliance | 83. Kootenay Fly Shop & Guiding | 133. The Chopstick Truck |
| 36. Elk River Guiding | 84. Kootenay Rockies Tourism | 134. The Fernie Taphouse |
| 37. Elk Valley Pizza Shoppe | 85. Le Bon Pain, C'est La Vie Bakery | 135. The Free Press |
| 38. Elk Valley Snow Shepherds | 86. Legends Restaurant | 136. The Green Petal |
| 39. Enchanted Esthetics | 87. Le Grand Fromage | 137. The Pub & Bistro Restaurant |
| 40. Fernie & District Arts Council (The Arts Station) | 88. Lilac Media | 138. The Royal Hotel/Castleavery |
| 41. Fernie & District Historical Society (Fernie Museum) | 89. Lizard Creek Lodge * | 139. Three Sisters Day Spa |
| 42. Fernie Alpine Resort | 90. Loaf | 140. Tightlines Lodge |
| 43. Fernie Alpine Springs | 91. Lunchbox | 141. Tipple Craft Beer Wine Spirits |
| 44. Fernie Arts Coop | 92. Mantra Spirit Studio | 142. Tunnel49 |
| 45. Fernie Brewing Company | 93. Marilyn Brock Realty | 143. Vogue Theatre |
| 46. Fernie Catering Co. | 94. Matt Kuhn Photography | 144. Wakita |
| 47. Fernie Central Reservations * | 95. McDonalds | 145. Wapiti Music Festival |
| 48. Fernie Chamber of Commerce | 96. McKenzie Jespersen Photography | 146. Wheelie Good Eats Food Truck |
| | 97. Miner's Mud | 147. Wild Nature Tours/Wildsight |
| | 98. Moonlight Flowers & Boutique | 148. Yamagoya |

New members for 2023!

- Alan J Young Personal Real Estate Corporation
- Annex House
- Danyal Taylor Film & Photography
- Elk River Mountain Homes
- Falling Star Ski House
- Happy Cow Ice Cream
- Münter Design & Build



Become a Member of Tourism Fernie

- Only \$200 + 5% gst per year
- Be represented under the destination brand, support local tourism, partner on initiatives and be more active in local tourism decision making!
- Save money and gain great marketing by participating in our Co-op Marketing Program
- Use the QR Code for more details or email members@tourismfernie.com

Financial Summary

Tourism Fernie Society has now completed 16 years of operation and over that time has spent over \$10 million dollars executing its annual strategic plans. Staff develop the plan and budget for review, edits and approval by the Treasurer and Board of Directors in fall each year.

Tourism Fernie's 2022 budget was focused on:

- recovering MRDT/accommodation revenues back to 2019 pre-COVID levels through effective marketing initiatives and collaboration.
- continuing to be nimble and adaptable.
- leveraging additional partners, funding and projects under the RDEK Area A Sustainable Tourism Strategy and Elk River Access Project.
- overhauling Tourism Fernie's financial system and reporting to adapt to the growing revenues and projects.

COVID-19 was still in play in the first half of 2022 with continued travel and gathering restrictions, and masking requirements. It wasn't until spring 2022 when restrictions and requirements started to ease. Fernie did continue to benefit from being a type of destination that had 'fewer faces, wide-open spaces', and a proximity to its core drive travel markets (AB, SK, MB, BC). This benefit caused overall Fernie accommodation revenues to rebound quickly in most cases though businesses that relied more heavily on international markets took longer to recover. As visitation recovered new challenges arose for local businesses that impacted their ability to do business such as a growing labour shortage and availability of housing and long-term rentals.

For the fiscal year ending December 31, 2022, Tourism Fernie's financial highlights are as follows:

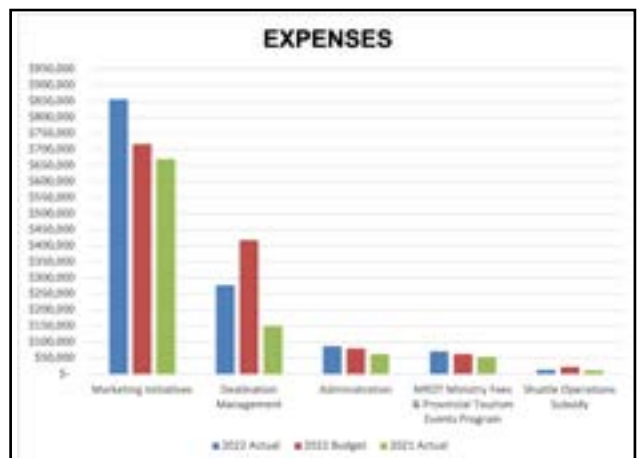
- Led by the Treasurer, Executive Officer, Foresight Accounting and Beyond Bookkeeping Tourism Fernie switched to Quickbooks Online (from Sage) and Ploto's EFT payment system for 2022.
- The goal to recover accommodation revenues to 2019 levels was achieved and surpassed. 2022 accommodations revenues were 22% above 2019.
- Traditional MRDT vs OAP MRDT:
 - Traditional MRDT was 8%* above 2019
 - OAP MRDT was 104%* above 2019
 - * It should be noted that many commercial accommodators also sell units on AirBnB and VRBO, thus OAP collections isn't just from local homeowners with a short-term rental on AirBnB

- Overall revenues surpassed budgeted revenues by 17% and overall expenses were up 1% from budgeted due to the challenges of changing restrictions. The level of planned 'over expenditure' was not achieved due to higher MRDT than expected plus TC Energy funds.
- Tourism Fernie continued efforts with destination management initiatives and leveraged an additional \$567,000 in multi-year grant funding for the RDEK Area A Sustainable Tourism Strategy. Along with the \$300,000 secured in 2021 for the Elk River Access Project, a total of \$867,000 will help support sustainable tourism projects in the front and back country around Fernie.
- TC Energy's Foothills Pipeline Project initiated in 2022 presented both opportunities and challenges for the local economy. Hundreds of workers required accommodations in the valley for 3-6 months, about 30% in Fernie. Since camps were not build and they were staying longer than 27 nights no MRDT could be collected. Forecasting a loss in MRDT revenues, Tourism Fernie approached accommodators, TC Energy and SMJV on a solution to the estimated losses. The end result was a commitment from TC Energy to donate \$150,000 in planned MRDT losses for each of the two primary years of the project.
- The local #Fernihstoke Shuttle program for the 22-23 season was overhauled with a greater contribution from Tourism Fernie to allow overnight commercial accommodator guests to ride the shuttle for free.

Tourism Fernie remains financially strong at the end of 2022 with \$53,604 held in a restricted GIC as an emergency operating/wind down fund and \$261,908 in unrestricted net assets. Tourism Fernie, as a result of multi-year grant projects, has deferred revenues of \$467,220. The Board of Directors have again approved a more aggressive budget for 2023.

Understanding the MRDT

The Municipal & Regional District Tax (MRDT), a legislated tax under the PST law in BC, is paid by visitors staying less than 27 nights in local area commercial accommodations and short-term rentals. Local accommodators and online short-term rental platforms such as AirBnB and VRBO then submit the collections to the Ministry of Finance. The amounts collected from short-term rentals are categorized under the MRDT as Online Accommodation Platforms (OAP). The MRDT and OAP collections, less Ministry fees and a portion to the province's Tourism Events Program, are then forwarded monthly to Tourism Fernie (defined at the 'Eligible Entity') to execute tourism marketing, programs and projects.



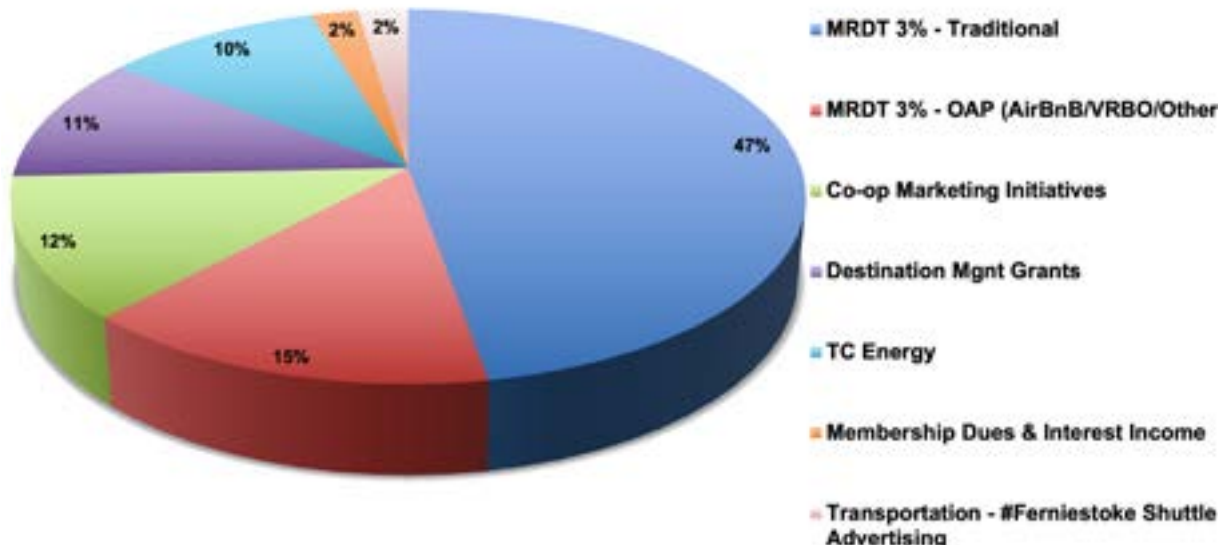
2022 Audited Income Statement ACTUAL

| Revenue | Revenue % | \$ Amounts |
|---|-----------|------------------|
| MRDT 3% Traditional | 47 | 687,519 |
| MRDT 3% OAP (Airbnb/VRBO/Other) | 15 | 215,511 |
| Co-op Marketing Initiatives | 12 | 178,787 |
| Destination Mgmt Grants | 11 | 157,776 |
| TC Energy | 10 | 150,000 |
| Membership Dues & Interest Income | 2 | 31,858 |
| Transportation #Ferniestoke Shuttle Advertising | 2 | 34,550 |
| | | 1,456,001 |

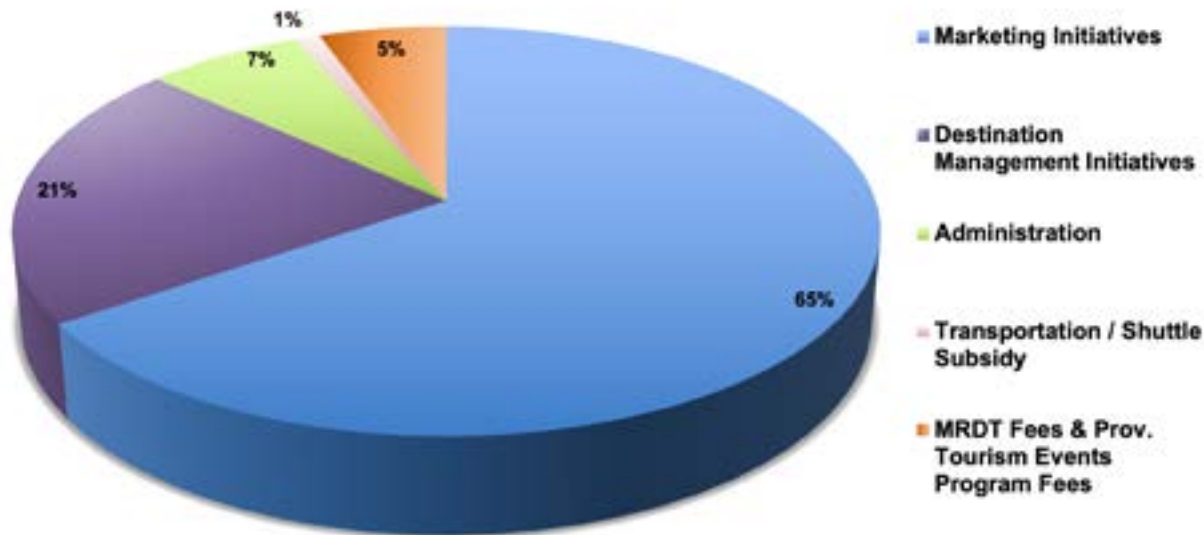
| Expenses | Expense % | \$ Amounts |
|--|-----------|------------------|
| Marketing Initiatives | 65 | 856,471 |
| Destination Management Initiatives | 21 | 277,737 |
| Administration | 7 | 88,146 |
| Transportation / Shuttle Subsidy | 1 | 14,500 |
| MRDT Fees & Prov Tourism Events Program Fees | 5 | 71,453 |
| | | 1,308,307 |

Excess Revenues 147,694

Revenue



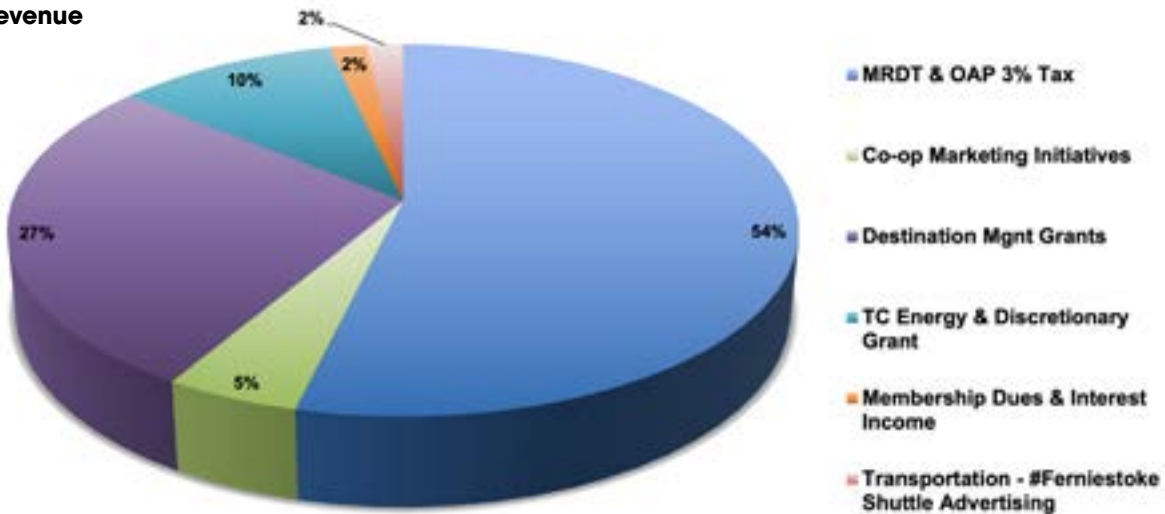
Expenses



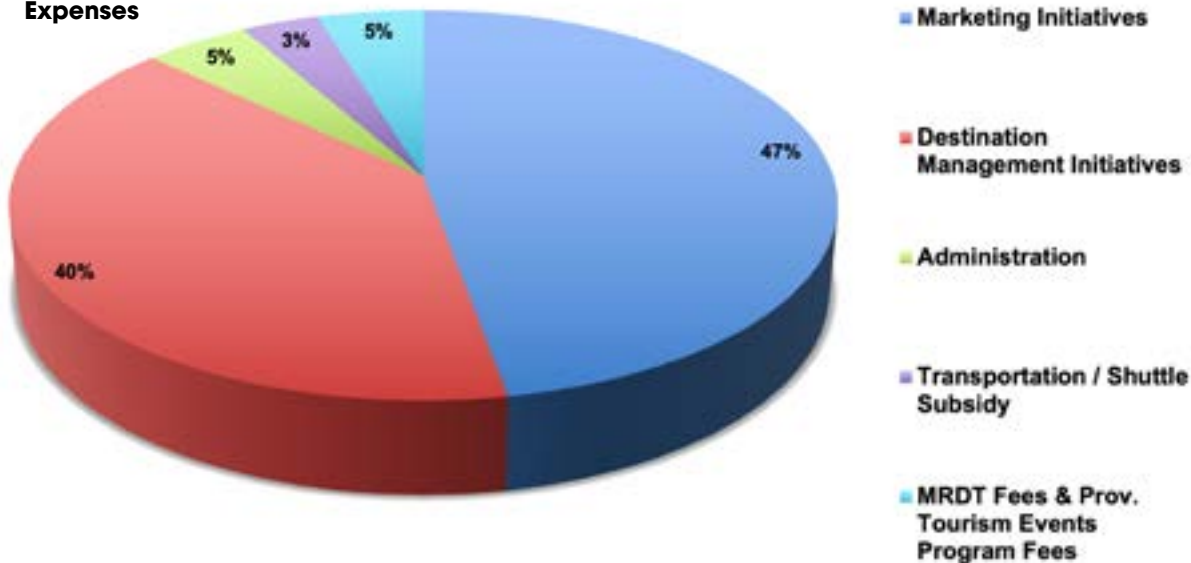
2023 Budget - January to December - as approved by the Board in November 2022

| Revenue | Revenue % | \$ Amounts | Expenses | Expense % | \$ Amounts |
|---|-----------|------------------|---|-----------|------------------|
| MRDT & OAP 3% Tax | 54 | 930,000 | Marketing Initiatives | 47 | 840,250 |
| Co-Op Marketing Initiatives | 5 | 82,500 | Destination Mgmt Initiatives | 40 | 709,414 |
| Destination Mgmt Grants | 27 | 475,000 | Administration | 5 | 84,533 |
| TC Energy & Discretionary Grant | 10 | 181,400 | Transportation / Shuttle Subsidy | 3 | 62,000 |
| Membership Dues & Interest Income | 2 | 31,000 | MRDT Fees & Prov. Tourism Events Program Fees | 5 | 85,000 |
| Transportation #Ferniestoke Shuttle Advertising | 2 | 30,000 | | | |
| | | 1,729,900 | | | 1,781,197 |
| | | | Planned Funds from Reserve/Surplus | | (51,297) |

Revenue



Expenses



Summary of Tourism Fernie's 2022 Activities

The following pages provide an overview of the many activities and initiatives undertaken by the staff of Tourism Fernie to meet the goals and objectives from the 2022 Strategic Plan, as listed on page 5.

These activities and initiatives fall under three categories:

- Administration (7% of expenses)
Operations, finances, planning, board governance, reporting and human resources related to executing administration activities.
- Destination Management (22% of expenses)
Industry support, development and communications, stakeholder relations, industry research and metrics, Tourism Master Plan initiatives, transportation and human resources related to executing destination management activities.
- Marketing (66% of expenses)
Campaigns, advertising, promotions, content creation and distribution, media/influencer relations and hosting, travel trade initiatives, consumer shows, co-op marketing initiatives, collateral and human resources related to executing marketing activities.

Administration



- Tourism Fernie works out of two offices at 102 Commerce Road, the same building as the Fernie Chamber of Commerce and the Fernie Visitor Centre. Managed by the Executive Officer, Tourism Fernie consists of five staff members working between 20-40 hours per week with the responsibility of developing and executing the annual Strategic Plan.
- Tourism Fernie is governed by a 9-member Board of Directors, see page 6. Each Director serves a 2-year term, for a maximum of 4 terms. The Board meets monthly plus its annual strategic planning session in September and the annual general meeting in March / April. Every five years Tourism Fernie undergoes a process to develop a 5 Year Business Plan that includes renewing the MRDT for another five-year term. Though the current five-year plan was developed pre-COVID, each annual plan represents the current situation around the travel and tourism industry specific to Fernie. The annual plan also aligns with the Tourism Master Plan launched in September 2020. A copy of all plans are available upon request.
- The Board of Directors conducted its annual strategic planning session on October 5th which provides staff direction to build the next strategic budget and plan for review, edits and approvals.
- New financial systems in 2022 allowed the organization to conduct all transactions online and remove the need for paper-based transactions. The payroll system also transitioned to Quickbooks from Ceridian. The changes allow for more efficient tracking, and improved reporting for unique projects, funder needs and the Board of Directors. Tourism Fernie thanks Estelle Ascah for her amazing bookkeeping work and support for over a decade.
- 2022 was the third year within the current five-year MRDT term. Every five years, as a requirement by the province, Tourism Fernie works with its stakeholders, industry and accommodators to renew the 3% MRDT. This involves developing a new five-year plan and budget supported by stakeholders. During 2022 the Board of Directors and the Executive Officer confirmed as part of building the 2023 plan that the process, as directed by the province, would begin in 2023. The supported five-year plan is due to the province in spring 2024.

2022 MRDT Stakeholder Survey of 2021 Programs

Tourism Fernie's Annual Stakeholder Satisfaction Survey, a requirement of the province of BC, was sent to 167 stakeholders in Tourism Fernie's Industry database. The purpose of the survey is to 1. Assess the level of awareness of tourism marketing activities in Fernie, 2. Assess the level of satisfaction with the use of MRDT funds. The survey took place in spring of 2022 with a 37% response rate and was managed by The Web Advisors.



Key Insights & Observations for Tourism Fernie from Survey Results

- Opportunity to further increase communications to stakeholders on the marketing and destination management activities being undertaking.
- Opportunity to further engage with members on a one-on-one basis to improve awareness of individual business/organization needs and offerings while educating stakeholders on Tourism Fernie, marketing, and co-op opportunities.
- Opportunity to further increase communications within the community about tourism, Tourism Fernie.
- Importance of sustainable tourism, responsible travel, managing tourism, focusing on shoulder seasons, supporting local culture & events.
- Continued concerns and need for support around labour shortages, housing, and not wanting to see Fernie turn into Canmore.
- Interest in seeing more:
 - diversity in marketing models and target audiences.
 - focus on storytelling, videos, content marketing.
 - long-haul, longer stays, group-related travel.
 - 'big/iconic' attractions/epic trail.
 - improvements to infrastructure and transportation.

Next Stakeholder Survey will be conducted in Spring 2023 for the 2022 fiscal.

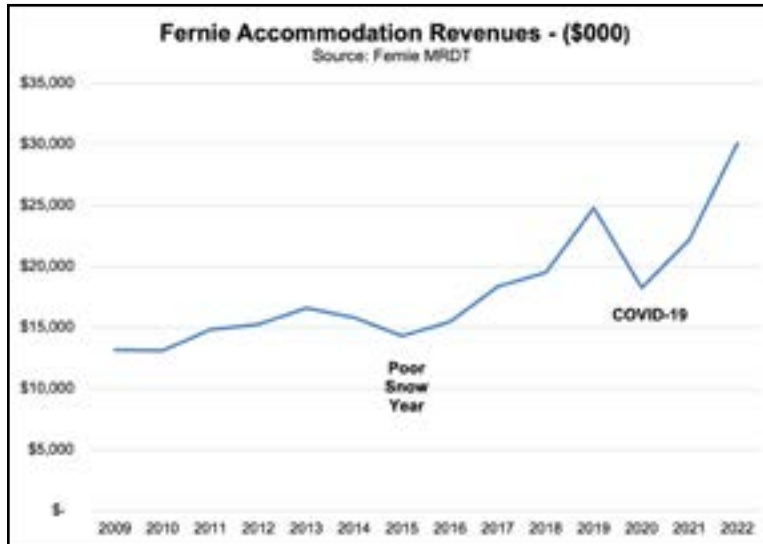
Destination Management - Industry Metrics & Insights

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

Accommodation Metrics

- Accommodation revenues are calculated based on the collection of MRDT within Fernie, Fernie Alpine Resort and area accommodations such as Island Lake Lodge and Birch Meadows B&B. Accommodation revenues for 2022, as shown in Chart 1, surpassed expectations at 35% above 2021 and 22% above 2019. A culmination of greater overnight stays, higher room rates, growth in short term rental revenues, the gradual return of long-haul markets and key events, and strong corporate business including the TC Energy Foothills Pipeline project. (see Chart 1).

Chart 1



- Fernie is a seasonal tourism destination with goals from the Annual Strategic Plan and the Tourism Master Plan, to grow accommodation revenues in the shoulder seasons. In 2022:
 - Spring Season (April – June)
 - 32% over 2019
 - 122% over 2016
 - Fall Season (September – November)
 - 31% over 2019
 - 101% over 2016

- Charts 2 & 3 show the more seasonal effect on local accommodation revenues. Chart 2 compares six months of winter against six months of spring/summer/fall season. A notable observation is the growth of the non-winter months in Fernie. Chart 3 breaks up the year into 4 seasons, though some seasons are only two months vs three or four.

Chart 2



Chart 3



Accommodation Metrics Cont'd.

- Commercial accommodations in Fernie number approximately 820 units. There are approximately 600 AirBnB/VRBO units listed for Fernie. Tourism Fernie uses data from its member accommodators and from AirDNA (data program for short-term rentals) to determine these numbers. Though AirDNA states 600 Fernie unit listings in 2022, approximately 33% are commercial accommodators listing units for sale on the AirBnB and VRBO platforms, as well as their own sales channel. Of the 600 listings, AirDNA states 355 are in/around town and 245 are on-mountain at Fernie Alpine Resort.

Chart 4



Chart 5

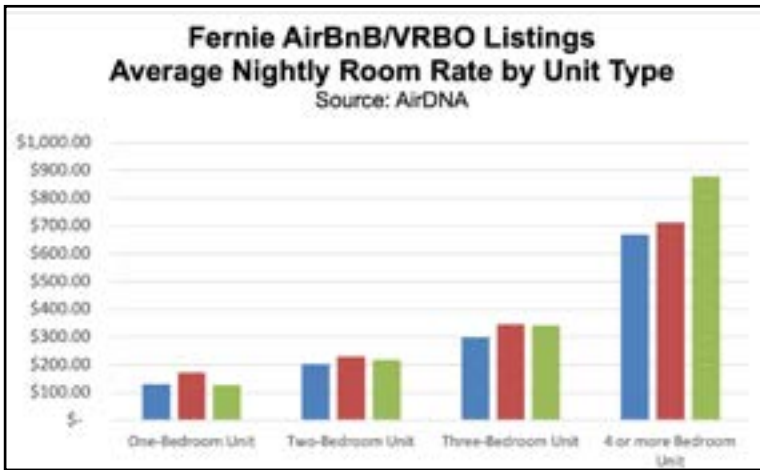
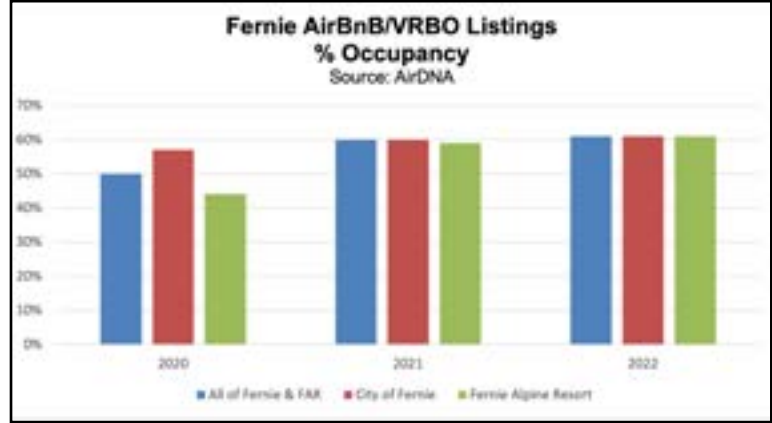


Chart 6

- A recent regional and provincial AirDNA report (available from Kootenay Rockies Tourism) showed that our region, and BC's, average occupancy for 2021 & 2022 were lower than Fernie at 55% and 57% respectively. Their average nightly room rates were also lower than Fernie, with our region at \$240 in 2021 and \$244 in 2022, and BC overall at \$191 in 2021 and \$206 in 2022.

- STAR** (Smith Travel Accommodations Report) is a data program Tourism Fernie has invested in the works with local commercial accommodators to track occupancy, ADR (Average Daily/Nightly Rate) and RevPar (Revenue Per Available Room). STAR data collection only includes traditional hotels/ motels and some condo's (not the larger chalets or private homes which would bring up ADR).

Chart 7

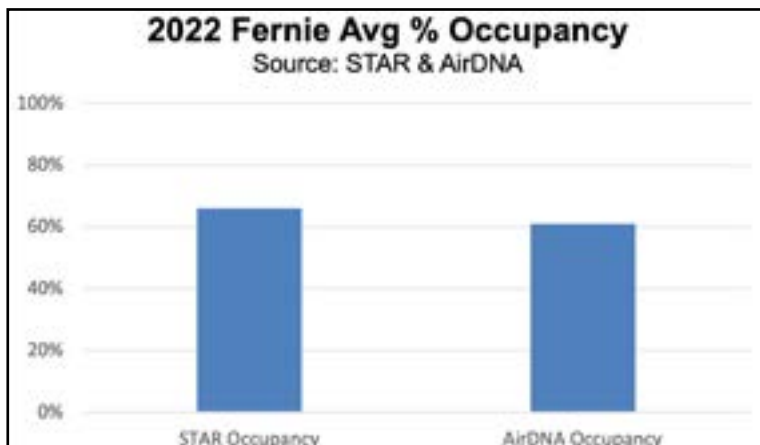
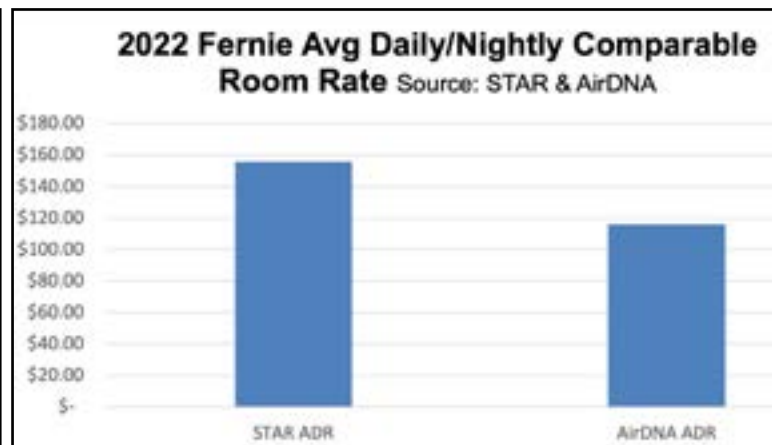


Chart 8

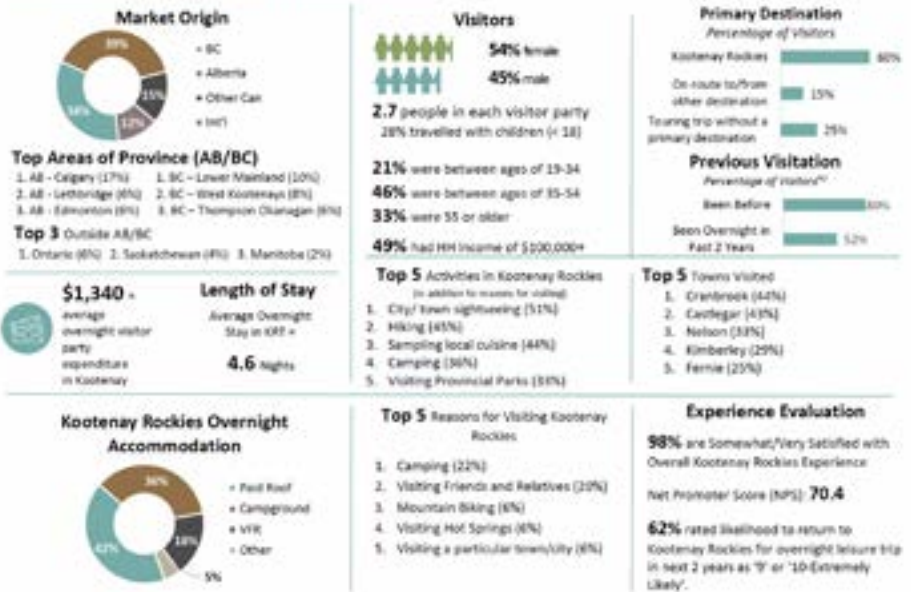


Insights about the Visitor

Regional 2022 Summer Visitor Survey Snapshot

Kootenay Rockies Tourism with Align Consulting Group, conducted a regional visitor survey July-August of 2022. A total of 364 surveys took place – 177 on-site intercept, 94 online intercept, 17 accessed from newsletter, 76 completed longer form. Survey intercepts took place in the Castlegar, Cranbrook, Fernie, Radium Hot Springs and Sparwood Visitor Centres. Although numbers were limited due to labour shortages limiting face-to-face surveying, the following insights provide a glimpse of visitors to the region. View the full report at KRTourism.ca

KOOTENAY ROCKIES – SUMMER 2022 SUMMARY



Fernie Visitor & Visitor Centre

Kootenay Rockies Tourism with Align Consulting Group, conducted a regional visitor survey July-August of 2022. A total of 364 surveys took place – 177 on-site intercept, 94 online intercept, 17 accessed from newsletter, 76 completed longer form. Survey intercepts took place in the Castlegar, Cranbrook, Fernie, Radium Hot Springs and Sparwood Visitor Centres. Although numbers were limited due to labour shortages limiting face-to-face surveying, the following insights provide a glimpse of visitors to the region. View the full report at KRTourism.ca

- In 2016, Tourism Fernie, in partnership with Destination BC, released Fernie's Value of Tourism snapshot focused on 2014-2015 data. During that time annual visitor numbers to Fernie was calculated at 307,000, of which 54% were overnight visitors (vs day trippers), and visitor spending was calculated at over \$100 million.
- Since that time the number of available commercial accommodation units in Fernie has not changed overall, however the number of short-term rentals has grown from 16 in summer 2016, to 600 in 2022 (note details on previous page). This along with the increase in commercial accommodation revenue, room rates and occupancy, has doubled accommodation revenues in Fernie, as shown in Chart 1 on page 13.
- Tourism Fernie intends to work with Destination BC again to update Fernie's Value of Tourism this year, including a local visitor survey in partnership with the Fernie Chamber of Commerce & Visitor Centre in summer 2023.

LEISURE VISITOR ORIGINS (PRE-COVID)

(Tourism Fernie Surveys)

Summer Season:

- 12% BC
- 40% AB
- 11% SK/MB
- 8% ON & Other CAN
- 22% USA/MEX
- 7% UK/AUS/EUR

Winter Season:

- 8% BC
- 40% AB
- 9% SK/MB
- 10% ON & Other CAN
- 6% USA
- 22% UK/AUS/NZ
- 5% EUR

2022 FERNIE VISITOR INFO CENTRE STATS

A portion of Fernie's visitors, and travellers passing through, stop by the visitor centre for advice, brochures, maps and services.

Total visitors to VIC in 2022:

- 28,175 - highest ever
- Up 14% from 2021

By Season:

- Winter (Jan-Mar): 3,327
- Spring (Apr-Jun): 6,239
- Summer (Jul-Sep): 15,097
- Fall (Oct-Dec): 3,512

Origin:

- 46% AB | 24% BC | 20% Other Canada
- 7% USA | 3% International

Length of Stay:

- 36% Daily Visitor | 25% 1 Night Stay
- 20% 2 Night Stay | 19% 3 Night Stay

Booking Referral Widget on TourismFernie.com

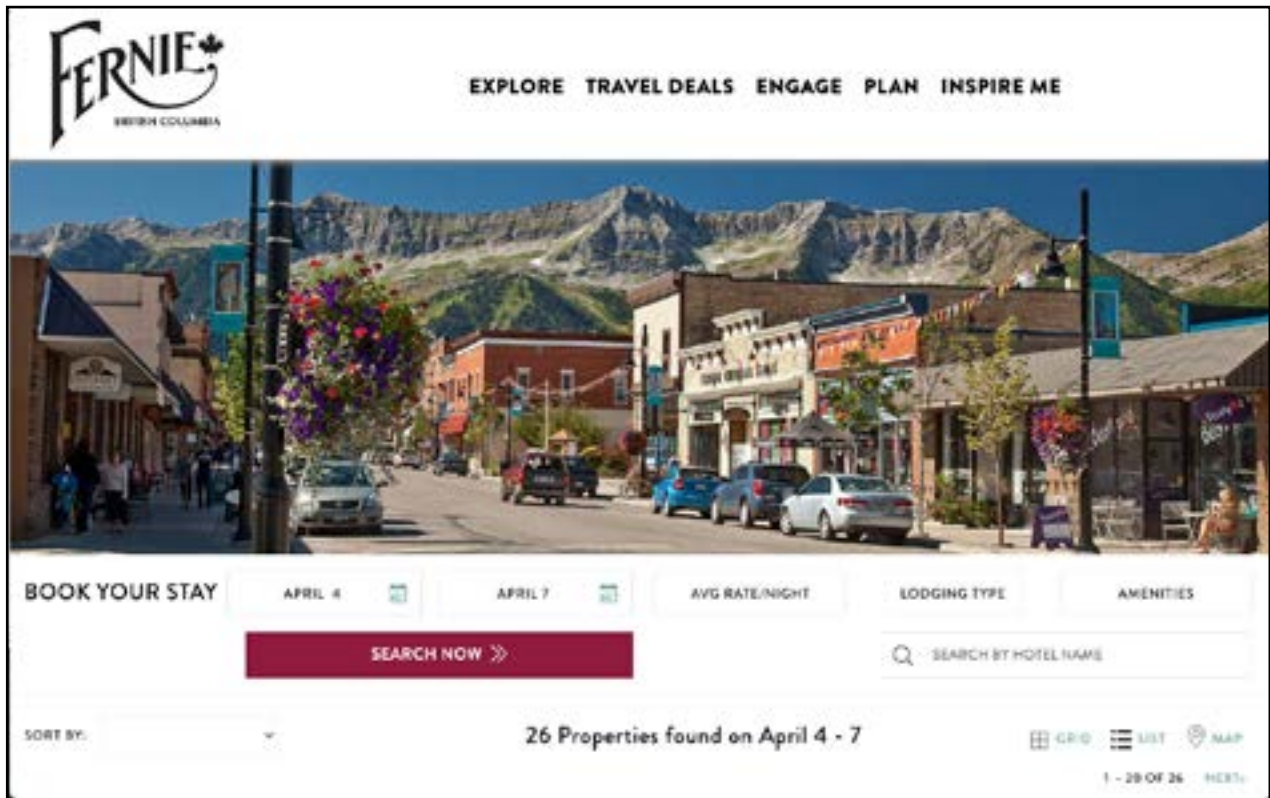
The Tourism Fernie website includes a Check-in Canada booking referral function/widget as a trip planning tool that shows local lodging availability, average rates, details, and a 'book' button that leads directly to the business's booking system thereby encouraging visitors to book direct versus through Expedia for example, that take approximately 20% commission. Here are some 2022 metrics from the widget.

- \$3,391,677 – Value of booking searches (vs. \$1.04M in 2021)
- 5,233 – Direct referral to local accommodator booking systems (vs. 1,457 in 2021)
- 3 Nights – Average length of stay searched
- 37 Days – Average # of lead days
- Search Origin: 48% Canadians | 28% USA | 24% Overseas

2022 Visitors to TourismFernie.com

Visitors to Fernie's tourism website provide key insights on who is interested in Fernie as a destination and what information is important to them in planning a trip.

- 433,796 visits to the website, an average of 36,150 per month. 72% of the visits were unique individuals versus 28% that visited the site more than once. Growth of 12% over 2021.
- 54% visit the site organically and another 19% visit by typing in the website address. The remaining come to the site from digital advertising campaigns or referrals from other sites or social media channels.
- 16% were returning visitors to the site, 84% were new visitors
- 51% female, 49% male
- 15% aged 18-24, 48% aged 25-44, 37% aged 45+
- 78% are from Canada (Calgary #1), 16% from USA (Virginia #1), 6% from Overseas (UK #1)
- Top Pages in 2022: Things to Do, Home Page, Events, Accommodations, Availability Check (Canada Check-in Widget), Top 20 Summer Things to Do, Attractions, Spring campaign landing page, Fairy Creek Falls, Packages/Travel Deals

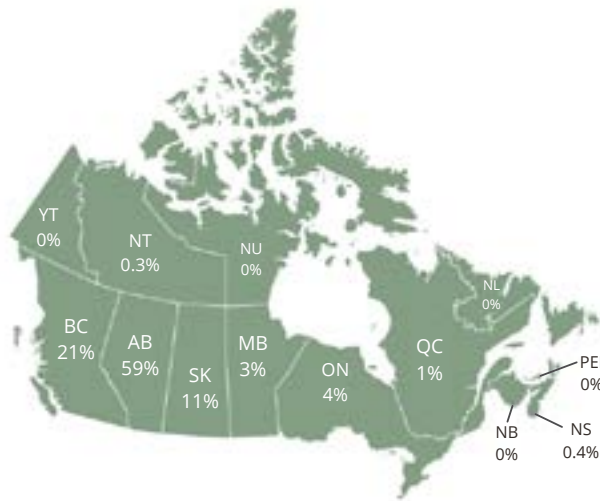


Canadian Market Visitor Snapshot 2022



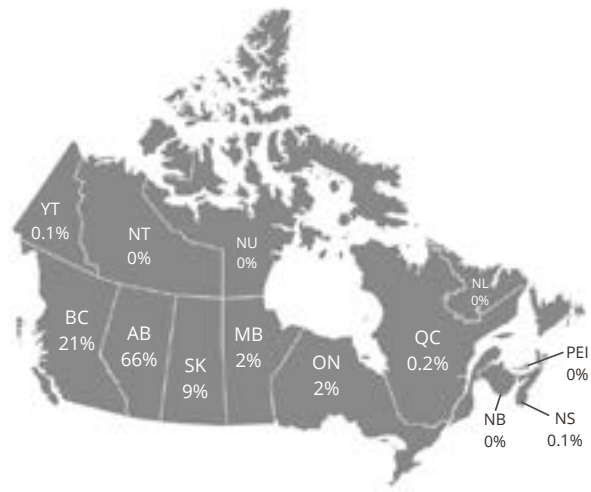
- Research results were derived from using MobileScapes Mobile Movement analysis, whereby samples* of visitors with mobile devices (Canada only) are captured within various high-traffic (geofenced) locations in Fernie.
- These samples provide visitor origin postal codes and using a variety of extrapolation data provides origin, demographic and psychographic variables.

WINTER VISITORS



Nov 2021 - April 2022

SPRING/SUMMER/FALL VISITORS



May 2022 - Oct 2022

BC Target Considerations

BC Regional Visitors in Thompson Okanagan and Lower Mainland

- Less frequent travelers looking for nature-based, outdoor activities
 - Kelowna, Penticton, Kamloops
 - Langley, Surrey, Abbotsford, Maple Ridge, Mission, Chilliwack

BC Target Locations by top PRIZM Segment

- | | |
|---------------|-----------------|
| • Langley | • Prince George |
| • Abbotsford | • Mission |
| • Maple Ridge | • Chilliwack |
| • Surrey | • Kamloops |
| • Kelowna | • Delta |

*Sample of 35,100 visitors analyzed from Alberta

*Sample of 12,900 visitors analyzed from British Columbia
Local residents (V0B Postal Codes removed from sample)

AB Target Considerations

Regional Visitors in Central and Southern Alberta

- Loyal Visitors who understand your products/services and travelled during multiple periods.
 - Calgary, Edmonton, Lethbridge, Crowsnest Pass
 - Calgary and Strathcona County are also strong visitors by PRIZM Segment

AB Target Locations by top PRIZM Segment

- | | |
|---------------------|---------------------|
| • Calgary | • Wood Buffalo |
| • Edmonton | • Grande Prairie |
| • Airdrie | • Spruce Grove |
| • Strathcona County | • Lethbridge |
| • Red Deer | • Rocky View County |

*Sample of 32,700 visitors analyzed from Alberta

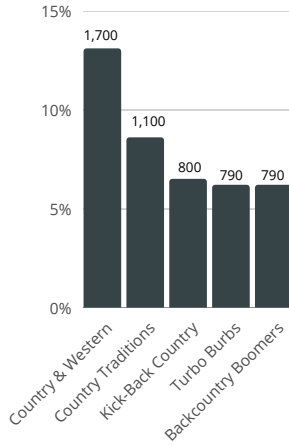
*Sample of 8,900 visitors analyzed from British Columbia
Local residents (V0B Postal Codes removed from sample)

BC & AB Market Visitor Snapshot 2022



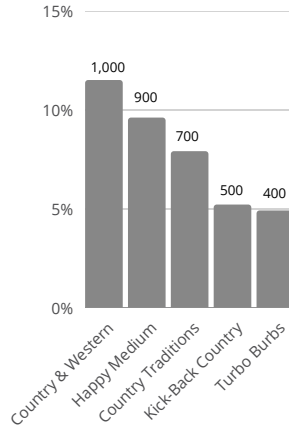
PRIZM Market Segments

**BC Visitors
Winter**



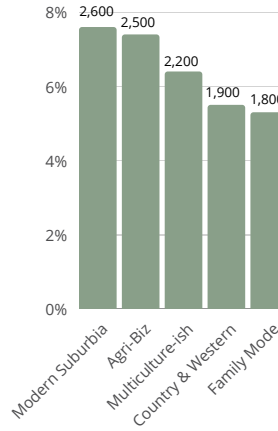
Nov 2021 - April 2022

**BC Visitors
Spring/Summer/Fall**



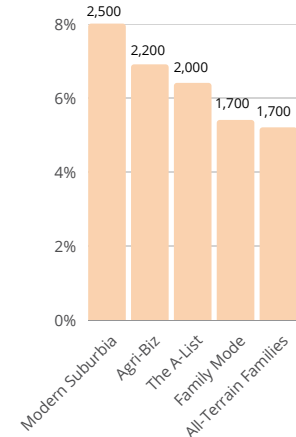
May - Oct 2022

**AB Visitors
Winter**



Nov 2021 - April 2022

**AB Visitors
Spring/Summer/Fall**



May - Oct 2022

Top PRIZM Segments of BC Visitors

- **Country Traditions** are typically middle-aged couples and families (with children of all ages at home). They tend to value the outdoors and the opportunity to escape into nature.
- **Country & Western** are typically middle aged, below average income travelers who enjoy: Snowmobiling, Hiking, Camping, Boating.
- **Kick-Back Country** are the wealthiest rural lifestyle. Middle aged families and older couples who enjoy: Camping, Cycling, Snowmobiling, Food & Wine festivals.
- **Happy Medium** are typically suburban, middle-income couples and families, who enjoy: home based activities such as Sewing, Woodworking and Shopping at Second Hand stores.
- **Turbo Burbs** are the wealthiest suburban segment, typically living in suburbs of large cities. Enjoy an on-the-go lifestyle, participating in all kinds of outdoor sports and travel extensively.

Top PRIZM Segments of AB Visitors

- **Agri-Biz** are typically middle-income farmers and blue-collar workers, who enjoy Fishing/Hunting, Boating and Camping.
- **Multiculture-ish** are typically ethnically diverse middle-aged Asian and South Asian households, who value ethnic diversity within their communities, work ethic and advertising.
- **Modern Suburbia** are typically younger and middle-aged, diverse families with younger children who value trying new and exciting products and Pilates/Yoga.
- **A-List** are typically Canada's most affluent segment. middle-aged and older couples and families with older children (ages 10-25). They value community involvement, cultural diversity and having a healthy lifestyle
- **Family Mode** are typically middle-aged couples and families with children (ages 10+) at home. They value outdoor adventure and interacting with people from different cultures.

Data analysis & presentation by Symphony Tourism Services, in partnership with Tourism Fernie

BC & AB Market Visitor Snapshot 2022



Explorer Quotient (EQ) Traveler Types



Authentic Experiencers

- Affluent, highly educated mature singles and couples with older children; living in urban and suburban neighbourhoods
- Authentic Experiencers are typically understated travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history of the places they visit
- Tend to be older, highly educated and adventurous
- Relish experiencing all their travel destination has to offer in a reserved and non-exorbitant way
- Drawn to nature and are likely to seek it out far and wide
- Travel is an important part of their lives, so they are likely to go often and for a while

Free Spirits

- Ethnically diverse, well educated families that earn moderate incomes; living in urban and suburban areas
- Free Spirits are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others
- Tend to be young, experimentalist, committed travellers looking for thrills and frills. They live the travel experience to the fullest
- They seek some structure when they travel so they can indulge in worry-free hedonistic activities
- Enjoy the best they can afford in terms of accommodations and restaurants

Gentle Explorers

- Middle-class families with children at home; higher rates of 4+ persons at home; below average rates of travel
- Gentle Explorers are primarily defined by their reluctance to venture far beyond the comfort of home
- They travel 'on condition', demanding the very best and most comfortable environments for themselves when they must do so
- They are apprehensive travellers who prefer the tried and true over discovering new destinations and cultures
- They prefer creature comforts and the security of group travel
- Travel is an opportunity to act more vividly and spontaneously than when at home

No Hassle Travellers

- Mature singles and couples, without children at home, who are in or nearing retirement
- No-Hassle Travellers are cautious, dutiful and reserved people who seek secure group travel that allows them to escape from the duties and obligations of everyday life
- Average Canadians/ Americans leading busy lives, understated and cautious with spending money
- Favour nature and worry-free vacations, but also enjoy the cultural highlights of their destinations
- Prefer quiet weekend getaways close by

Rejuvenators

- Mature singles and empty nesters; have lower levels of educational attainment and earn below average incomes
- Rejuvenators are family-oriented people who travel with others to escape from the stresses of everyday life, like to be pampered, and indulge themselves
- They are busy, family-oriented Canadians/ Americans seeking a relaxing escape, typically within Canada and the US
- They enjoy sharing travel with others (friends or family) and prefer it to be a time for understated indulgence and relaxation, away from their burdens and responsibilities at home

GOAL: Support and execute destination management and development priorities that support tourism sector recovery, growth and sustainability.

Strategies/Objectives:

- Continue to lead, partner and track implementation of the Tourism Master Plan and its strategies and actions.
- Increase and enhance communications within the community about tourism and the importance of tourism.
- Continue to communicate key information to members and the local tourism sector.
- Continue to execute and partner on local industry support initiatives.
- Continue to support advocacy efforts in partnership with stakeholders.

2022 Activities Undertaken:

RDEK Area A Sustainable Tourism Strategy & Initiatives 3-Year \$867,000 Pilot Program



Born out of the Tourism Master Plan and the Sustainable Tourism Strategy developed in 2021 with funding support from RDEK Area A Director Mike Sosnowski, this larger multi-year initiative leveraged the strategy recommendations and existing funds for the Elk River Access Improvements project into a \$867,000 program with additional funding support from RDEK Area A, Columbia Basin Trust, TECK and Freshwater Fisheries Society of BC.

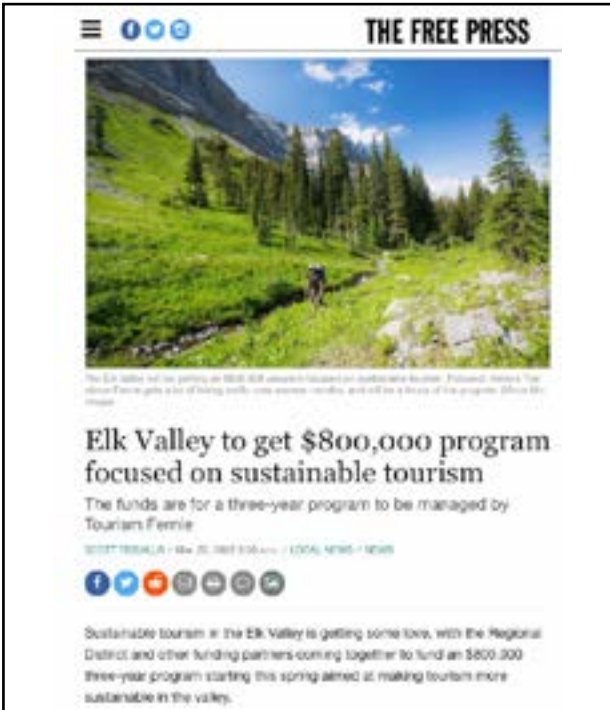


L-R: Stan Doehle - RDEK Area B Director, Todd Penke – FTA Executive Director (Past), Dave Richards – Project Committee Member & FTA Rep, Lee-Anne Walker – Project Committee Member & Director Elk River Alliance, Jikke Gyorki – Tourism Fernie, Aaron Canuel – Recreation Officer Rec Sites & Trails BC

For the program, key areas of focus are front-country and back-country locations that are heavily used and are important to residents and the tourism/recreation sector yet have limited or no amenities, management or maintenance.

The objectives are to ensure the natural assets remain intact for future generations, to improve the experience and support wellness and quality of life.

A big special thanks to local individuals who have been heavily involved in the project such as Dan Savage, Dave Richards, Lee-Anne Walker, and Christine Sweet.



Strategy Recommendations were:

- Develop the AmbassadorWILD program consisting of hired seasonal staff who will visit key locations to engage, educate, monitor usage, maintain areas, support infrastructure projects and collect data to aid in decision-making.
- Improve amenities and infrastructure in partnership with key organizations at:
 - Elk River – Morrissey Boat Launch, Elko Take-Out, Olson Pit River Access, Hwy 93 Take-Out, Hosmer Boat Launch
 - Heiko’s Trail & Hartley Lake Road
 - Silver Springs
 - Coal Creek Drainage & the Ammonite
- Build on agency and partner collaboration to support area sustainable tourism initiatives.
- Support education and messaging for responsible and safe use and enjoyment through signage, marketing, communications, and online channels.

In the first year of this program we achieved:

Developed and launched the AmbassadorWILD Program



1 - Working with College of the Rockies MAST program in development of the AmbassadorWILD program



3 - Ambassadors cleaning garbage left behind at Silver Springs



L-R Gabriel Cote-Valiquette – Program Manager, Neve Richards – Ambassador, Mike Sosnowski – RDEK Area A Director, Reese Pagnucco – Ambassador, Jikke Gyorki, Tourism Fernie

2 - Presenting to RDEK Board of Directors in Cranbrook.



4 - Ambassadors talking to fly-fishers at Olson Pit

Elk River Access Project



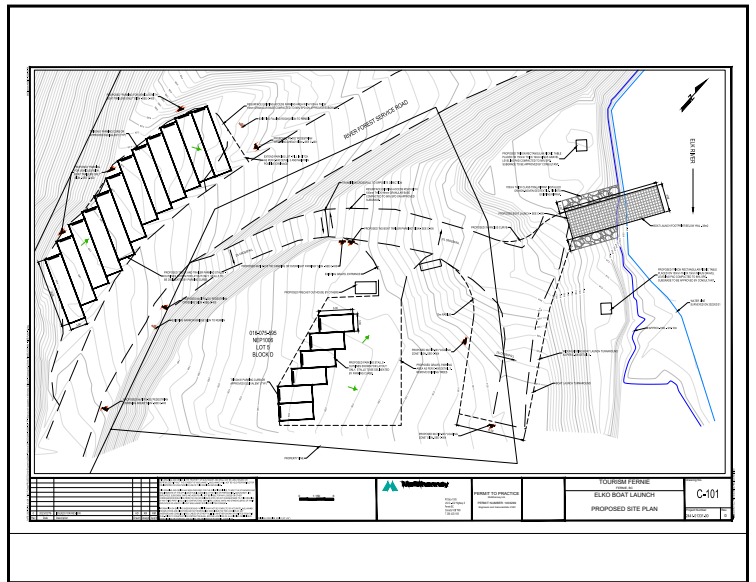
1 - Olson Pit road access grading and gravel work by Foothills. Big thanks to Monty for the donation.



2 - Morrissey Boat Launch parking improvements. Big thanks to RDEK, MOTI and TC Energy to address the safety and parking issue.

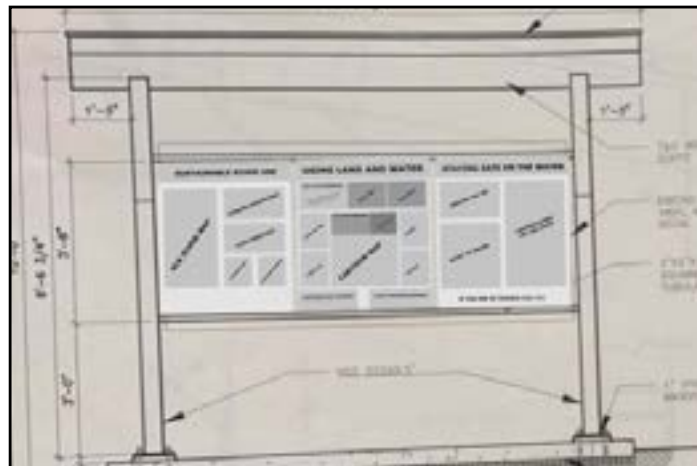


3 - Morrissey Boat Launch temporary signage installed by Main Roads to support access and parking etiquette.



4 - Elko Take-Out design drawing by McElhanney Engineering. Design drawings also in place for Morrissey in partnership with BC Parks.

5 - Elk River sign kiosk's in design stage in partnership with Elk River Alliance



Heiko's Trail & Hartley Lake Road



1 – Wildlife Scientist Clayton Lamb installing wildlife camera's along Heiko's Trail to support data-based decisions and education.



2 – Heiko's grizzly bear, a sample of many images from the wildlife camera program in 2022.



L-R Melanie Wrigglesworth – Fernie Trails Alliance Executive Director, Linda Socher – Heiko Socher's wife.

3 – Event celebrating Heiko's Trail 20th Anniversary at The Legion.



4 – Freshly graded and treated section of Hartley Lake Road for dust control near resident homes, in partnership with RDEK, TC Energy & SMJV who donated the man-power and machinery in 2022 for the work needed.



5 – Ambassadors helping with wildlife camera program on Heiko's Trail.

Silver Springs



1 – Silver Springs on a hot summer day. Example of why amenities and maintenance are needed.



L-R: Stan Doehle – RDEK Area B Director, Ian Stokie – Contractor, Neve Richards – Ambassador, Jikke Gyorki – Tourism Fernie, Reese Pagnucco – Ambassador, Dave Richards – Project Committee Member & FTA Rep, Dan Savage – Project Consultant, Krista Turcasso – Director Columbia Basin Trust, Sika Paradis – Social Responsibility TECK, Chad Hughes – Executive Director Elk River Alliance, Aaron Canuel – Recreation Officer Rec Sites & Trails BC, Jamie Davies – Recreation Supervisor RDEK

2 – Partners visiting newly installed composting toilet designed, built and installed by local Ian Stokie with support from the Ambassadors and Rec Sites & Trails BC.

Welcome to Silver Springs!

Be Smart & Have Fun

- Safety 1st - Make Smart Decisions
- Pack In Pack Out - Leave No Trace
- Respect Others

New Composting Toilet!

- Just up the trail on the left behind cliffs

3 – Example of initial signage placed in 2022 to support user etiquette.



4 – Parking issues on a hot summer day. Partners are working with adjacent landowner to allow for additional parking area.

Coal Creek Drainage & Ammonite Fossil



1 – Ambassadors hiking to the Ammonite with Pat Gilmar of Coal Creek Heritage Society (CCHS) to view status of route and access to the ammonite since logging and November 2021 flooding event.

2 – Ambassadors standing next to the ammonite fossil, August 2022. Plans to work with CCHS, FTA and Canwel to develop new route, signage and trailhead with the objective to provide locals and visitors a more appropriate route and access, to educate about the ammonite and its importance, and to help protect it.



3 – Melanie from Fernie Trails Alliance (FTA) and Pat from Coal Creek Heritage Society (CCHS) working together at Tourism Fernie offices on funding grant for trail development along Coal Creek including ammonite, and old mining sites.

#Fernihoke Shuttle Program



2022-2023 ski season saw a return of a regular shuttle schedule with COVID in the rear-view mirror. Three new shuttle buses were purchased in 2022 to replace the aging fleet used the past five years for the tourism ski shuttle program. The #Fernihoke Shuttle program is a partnership between the City, Tourism Fernie, Fernie Alpine Resort and the Fernie Chamber of Commerce. Funds from the Province of BC's Resort Municipality Initiative (RMI) that the City of Fernie receives annually for tourism infrastructure, programs, services and events, paid for the new buses.



With new buses comes new opportunities to brand the vehicles and work with local businesses on advertising options on the buses. All revenues from tickets sales, advertising and branding go back into the operational budget. Also new for the 2022-2023 ski season was an additional ticket program that allowed overnight visitors of Tourism Fernie member accommodators to ride for free, plus a new Shuttle Tracker that allows everyone to see where the shuttle bus is 'live' in relation to the posted schedule.



SCHEDULE, ROUTE & TIX INFO

Scan me for all shuttle details!



BUS TRACKER

Scan me to see where the shuttle is live!



Trails Collaborative

Tourism Fernie continues to work with local trail organizations and landowners to support year-round needs and opportunities in relation to strategies and actions from the Tourism Master Plan. A few years ago, the Winter Trails and Grooming Collaborative was initiated by Tourism Fernie to help collaborate on tourism funding requests, to foster exchanging of information and plans for the season, and to support synergies and connectivity. This includes the importance of data and working together on installing new trail counters.



(L-R): Tim Cooper - Volunteer Groomer, Pat Gilmar – Coal Creek Heritage Society & Volunteer Groomer, Jikke Gyorki - Tourism Fernie, Angus McDonald - Canadian Tire, Dan Savage - Fernie Fat Bike Club, Margaret McDonald - Canadian Tire, Melanie Wigglesworth - Fernie Trails Alliance, Brett Logan - City of Fernie, Rick Wiess - Coal Creek Heritage Society, Rainer Korn - Volunteer Groomer, Andrew Hayden - Tourism Fernie.



(L-R): Pat Gilmar - Coal Creek Heritage Society & Volunteer Groomer, Tim Cooper - Volunteer Groomer, Rainer Korn Volunteer Groomer.

RMI funds were again acquired for the program this year to support grooming operations while Tourism Fernie supported the Winter Trail Map and signage needs. Plus Tourism Fernie was successful in a grant application on behalf of the collaborative for up to \$45,000 from PacificCan's Tourism Relief Fund. The money purchased three pieces of equipment, two snowmobiles and a 'trail tamer', to improve the grooming of winter trails around Fernie. An additional \$5,000 from Fernie's local Canadian Tire store owner Angus McDonald helped secured final purchase of the trail tamer.



Tourism Fernie also produces the Summer Trail Map in collaboration with all the trail groups and organizations. In 2022, Tourism Fernie cost-shared with various members and stakeholders, such as the City of Fernie, Coal Creek Heritage Society, Straight Line Bicycles, Fernie Nordic Society and Gearhub to develop new and update old trail maps & signs.

Trails Collaborative Continued....

Montane trailhead improvements and signage in early summer 2022 was a partnership between Tourism Fernie, Coal Creek Heritage Society, Parastone Developments and Columbia Basin Trust.



L-R: Nicole Matei – Program Coordinator BC Snowmobile Federation, Jikke Gyorki – Tourism Fernie, Mike Sosnowski – RDEK Area A Director, Justin Boehm – President Fernie Snowmobile Association



Montane trailhead improvements and signage in early summer 2022 was a partnership between Tourism Fernie, Coal Creek Heritage Society and Parastone Developments with signage support from Columbia Basin Trust.

TC Energy – Foothills Zone 8 West Path Delivery Pipeline Project & \$300,000

Communication to Fernie businesses and stakeholders

TC Energy – Foothills Zone 8 West Path Delivery Pipeline Project in Fernie, BC

In 2021, Tourism Fernie was notified of TC Energy coming to the area for a 2-3 year pipeline construction project starting in 2022. The project would bring in up to 500 workers during spring, summer and fall season, the most in summer during the first two years. This was a new experience for the tourism sector to understand the opportunities and challenges. Communications with accommodators, TC Energy and other community tourism organizations clarified that a diversity of accommodations would be booked for long-stays, including up the valley and all the way to Cranbrook, with just over half in Fernie. A camp was not being built to support the workers.

MRDT cannot be collected on stays longer than 27 nights. Tourism Fernie saw that MRDT would be impacted and worked with TC Energy and the accommodators to clarify the issue and identify a solution to an estimated \$150,000/year short fall in Tourism Fernie’s MRDT revenues. Over a six-month period in 2022, Tourism Fernie finalized a funding agreement with TC Energy to cover the estimated short fall at \$300,000 for the two peak years of operation. These funds, as per the direction of the Board, will support destination management and infrastructure projects.

TC Energy – Foothills Zone 8 West Path Delivery Pipeline Project & \$300,000 Continued...

Aerial photo of the project southeast of Fernie.

While the project was in full swing in 2022, Tourism Fernie worked with the Fernie Chamber of Commerce, TC Energy and Surerus Murphy Joint Venture (SMJV) to keep the business community informed on what was to take place and inviting businesses to take advantage of opportunities. Tourism Fernie also worked with the Chamber to develop a detailed list of all the places to eat, grab take-out and order in, along with hours of operation, to provide options if one location was too busy or closed. This tool was shared with accommodators and local businesses as well to support visitors in town during a busy season.

In fall 2022, Tourism Fernie conducted a summer business survey. Of the 42 businesses that responded 74% said business levels met or exceeded their expectations, 26% indicated below expectations. Looking more closely, 50% of the six retailers that responded, performed below expectations, and 42% of the 12 dining establishments that responded, performed below expectations, whereas none of the accommodators performed below expectations.

Responses from businesses were both supportive of the TC Energy project in town and a few less so based on how they felt their business performed compared to other summers. One reason raised by those that didn't perform as expected was that the majority of the workers couldn't shop or dine during the day due to being on the job compared to tourists. This data shows the need and opportunity to maximize information that can support improved transactions during summer with retailers and restaurants with TC Energy in town, and the need for TC Energy project and workers to support local retailers and restaurants more where able.

Support & Advocacy for Tourism in Fernie

Working with our members and partners to advocate for local tourism can mean a diversity of tactics. In 2022, Tourism Fernie supported local tourism in the following additional ways:

- Working with the Chamber on the Work in Fernie employee recruitment initiative for local businesses.
- Supporting local tourism interests in decision-making at the municipal level with funding programs such as the Resort Municipality Initiative and other grants and projects such as Journey to Iconic Fernie, Fernie Valley Pathway and the Annex Park construction.
- Working with the Fernie Free Press for more tourism content and updates.



Big screen ad in movie theatre.

- Supporting the Chamber of Commerce in the development of a municipal election platform based on local tourism and business needs.
- Hosting the Destination BC Board of Directors in Fernie for meetings and local experiences.
- Confirming a funding partnership with the City of Fernie to develop a Tourism Events & Animation Strategy within the next year.
- Expanding on support for local events and animation with the return of Wapiti, Chautauqua, Gravel Grind and more.
- Attending the annual BC DMO Association meetings and BC Tourism & Hospitality Conference to learn, build relations and advocate for Fernie while also representing Fernie’s strong tourism success and community.



BC Tourism & Hospitality Conference in Richmond.

- Partnering with Kootenay Rockies Tourism and Junction Media to offer members free online tourism marketing training through e-LearningU.
- Building relations with Fernie's new:
 - Mayor Nic Milligan
 - RDEK Area A Director Thomas McDonald
 - Chamber Executive Director Wendy McDougall
 - Fernie Trails Alliance Executive Director Melanie Wigglesworth



Collaborative website to promote learning opportunity for members.



Destination BC board of directors & executive staff visiting Fernie.



L-R: Jikke Gyorki, Mayor Nic Milligan, Chair of Tourism Fernie Andrew Hayden

- Purchasing corporate memberships and providing letters of support to local non-profit organizations to emphasize Tourism Fernie's support for the work they do in tourism. Examples include Fernie Trails Alliance, Fernie Nordic Society, Fernie Chamber of Commerce, Fernie Museum, Coal Creek Heritage Society and more.



Signage collaboration with local events and businesses.



Writing about tourism in the local newspaper.

Celebrating Tourism – In-Person Again!

Every year Canada celebrates Tourism Week in spring season and Tourism Fernie hosts a mingle reception for its members and stakeholders. This year's Tourism Week was the return of an in-person event after a couple of years. Over 70 folks came out to mingle and network at Bridge Bistro, enjoy great food and drinks, a few draw prizes and hear a few industry updates. Always a great time to celebrate local tourism and all the folks working hard behind the scenes.



GOAL: Recover Fernie's 2022 accommodation revenues, year-round, to 2019 levels.

Marketing Strategies/Objectives:

- Execute effective and inspiring marketing campaigns for all four seasons
- Content creation initiatives and innovation considering competition
- Increase the acquisition and use of data while maintaining ability to adapt and be nimble to changes in market trends and external influences for stakeholders
- Further develop media and influencer marketing initiatives and partnerships
- Continue to support and evolve co-op marketing programs and campaigns
- Continue to provide target markets and visitors with quality information and tools to encourage longer stays and increased spending

2022 Target Markets, Trends & Considerations:

Tourism Fernie's marketing initiatives in 2022 targeted audiences that are expected to provide the best return on investment, with long-haul and overseas markets starting to return in the later half of 2022.

Target markets are focused primarily on high-yield markets, defined as higher-income / spenders, and longer stay travelers with an emphasis on times of the year when there are accommodation vacancies. Fernie is primarily a regional drive market. Past surveys have indicated that our non-winter visitors are from:

- 14% BC
- 58% AB
- 13% Other Canada (SK, MB & ON primarily)
- 8% USA
- 7% International Overseas

During a typical winter ski season there is an increase in USA and international visitors compared to summer season, however the 21-22 winter season and the start of the 22-23 season was still under COVID travel restrictions. Though international travel had opened up by then, 2022 was only seeing a gradual return of the international markets.

During the pandemic travelers were looking for the below opportunities which Fernie had in abundance. As travel restrictions ended, many of these were still top of mind for travellers.

- Safe destinations and amenities/lodging/activities
- Uncrowded places
- Small towns / small tourism / road tripping
- Nature and the outdoors
- Quality experiences with family and friends away from the city
- Health and wellness

Fernie continued to be well positioned as a destination to meet these changing preferences. Evidence of visitation during the pandemic showed there was pent up demand and the desire to travel was still high, this continued to be the case as restrictions ended and more started to travel. There is also significant competition for tourism given the consumer needs and that many destinations were heavily working on recovery. Considering this, Tourism Fernie continued executing inspiring campaigns and maintaining brand position while working with local industry, the Chamber and stakeholders to support and manage the destination and address the challenges related to recovery and the longer lasting impacts of COVID such as staff shortages and housing availability.

2022 MARKETING HIGHLIGHTS

Fernie Accommodation Revenues:

\$30,072,000

35% of 2021 | 22% above 2019

Overall Marketing Impact:

163,428,208

TourismFernie.com Website:

Visits: 433,796 (36k/mth)

Page Views: 851,692

Leads to Members: 111,502

Facebook:

Fans: 45,499

Reach: 10,008,655

Instagram:

Fans: 21,609

Reach: 2,250,096

Youtube / Vimeo / FB / Instagram / Pinterest Video Views:

Min 3 sec - 1,198,500

Min 30 sec - 900,157

Other Considerations in 2022 planning and execution:

- Timing – limited clarity on when the health restrictions would fully end
- Would summer and fall events return to their past glory?
- Availability and quality of Fernie experiences – what businesses will have limited capacity/hours, cancelled events continue or how long till they can return properly
- Lack of staff and products/supply if tourism is busier than expected
- Opportunities and potential challenges with TC Energy pipeline project

Tourism Fernie's Primary Geographic Markets in 2022:

- Canada: AB, BC, ON, SK, MB, QU
- USA: WA, MT, ID, CA, plus destination ski markets
- Overseas: UK, AUS/NZ, GER

Tourism Fernie supports quality media and travel trade initiatives in above and in other markets in partnership with key members and stakeholders such as RCR / ILL / KRT / DBC / DC.

Primary Traveler Profiles/Passions:

Based on Destination Canada EQ:

- Free Spirit Travelers
- Authentic Experiencer Travelers
- Rejuvenators
- Gentle Explorer Travelers
- No Hassle Travellers

Based on Passion/Interest:

- Sightseeing – Mountain Towns/Culture/Heritage, Historic Downtown & the Canadian Rockies
- Winter Adventure – Alpine Ski, Catski, Snowmobile, Nordic, Fat Biking, Snowshoeing,
- Non-Winter Adventure & Activities- Bike, Fish, Hike, Nature & Wildlife Experiences, Rafting & River Activities, Golf, Siteseeing Chairlift Rides and more
- Wellness – spa, yoga, fitness and retreats
- Culture – Art Walk, Heritage Walk, Learning Experiences, New walking tours
- Craft F&B – Beer, Spirits, Chocolate, Coffee, Market and more
- Destination Weddings
- Girl's Trips / Guy's Trips
- Family & Couple Vacations
- Events & Festivals (as allowed post-pandemic) – Wapiti, Griz Days, Fernival, WAM BAM and more

Also refer to pages 15-19 for additional market visitor snapshots.

2022 Marketing Activities Undertaken:

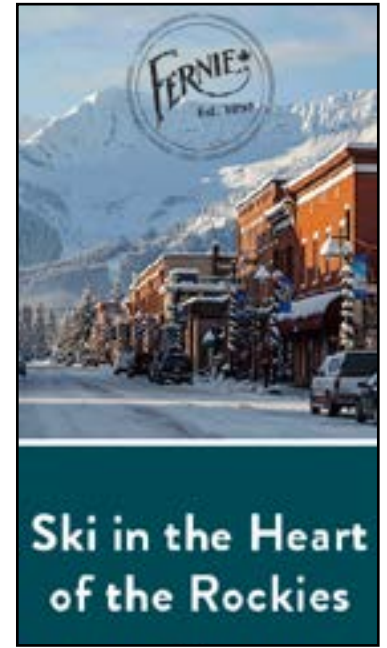
Spring Skiing Campaigns

Tactic 1 – with Post Media:

Post Media digital display and print Campaign to increase awareness and drive visitation in cooperation with Kootenay Rockies Tourism. Print ads in Calgary Herald, Edmonton Journal, Saskatoon Star Phoenix and Regina Leader-Post.

Print circulation: 271,000

Digital impressions: 125,000+ | Clicks: 662



Tactic 2 - with Google & Meta:

Digital ad campaigns on Google and Meta to key drive markets to generate leads.

Impressions: 1,250,000+

Link clicks: 10,000



Spring & Early Summer Campaigns

Tactic 1 – with Google & Meta:

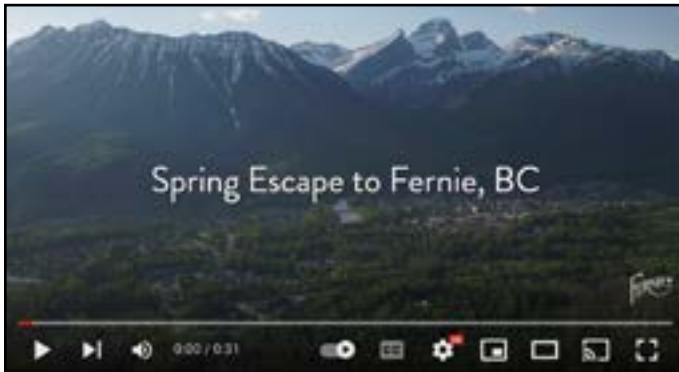
Awareness and remarketing digital campaigns throughout key markets in Canada.

Overall impressions: 2,010,000

Ad clicks: 30,000+

Link clicks: 4,500

Youtube video views: 64,000+





Tactic 2 – with Global TV & Shaw Cable Network :

Global TV 30sec TV commercial in AB, SK, MB

Impressions: 1,900,000+ | Occasions: 371

Shaw TV Network 30sec TV commercial – Canada wide

Impressions / Views: 73,612,500 | TV Occasions: 19,630



Prime Summer Stays Campaigns

Tactic 1 – with AB & BC Publications:

Print advertising and digital display in Avenue Calgary and digital banners on AvenueCalgary.com and in the Avenue Inside Newsletter (8,000 subscribers).

Total print magazine readership: 188,000+

Print and digital advertising in the Western Canada Staycation campaign:

BC Business Magazine | Western Living Magazine | Vancouver Magazine | TV Week

Combined print reach: 1,000,000

Digital impressions: 30,000

BC Living BC's best source for local lifestyle and travel inspiration

THE ULTIMATE STAYCATION GUIDE

From going on the island, to wine tasting in the Okanagan, to skiing the glacier in Whistler, to camping in the Rockies—

We are showcasing the very best in BC with our partners.

Tourism Guides:
 They're in British Columbia to make an authentic mountain town, discover the nearby hot springs, and some hiking and mountain biking trails. There are plenty of accommodation options from luxury mountain resorts to full service hotels. Whistler is the ideal place to enjoy a staycation in the majestic Canadian Rockies.
 (250) 433-7117 | [EMMA](#)

Fernie, BC - In the heart of the Rockies
 Fernie BC is an idyllic and friendly mountain community with a charming historic downtown, great attractions, outdoor activities, and great places to drink. It shouldn't be any other, unless your well-being is top of mind.
 Fernie Visitor Centre, 103 Combsville Road, Fernie BC
 (250) 423-2017 | [EMMA](#)

Fernie BC
Sponsored

Historic Downtown
Fernie, BC

FERNIE
BETTER COLUMBIA

Revive Your Spirit
in Fernie BC

FERNIE
Est. 1898

A Destination
Unlike Any Other

ADVERTISING FEATURE

DESTINATION FERNIE

Discover picturesque scenery, mountain-town charm and plenty of outdoor adventure in Fernie, B.C.

Situated three hours west of Calgary and nestled in the heart of the Canadian Rocky Mountains, the city of Fernie, B.C., is a close-knit community with a rich history, culture and easy access to endless outdoor activities, making it the perfect road trip destination in any season.

rich history that has made Fernie what it is today. As the evening rolls around, enjoy some unique and culturally diverse dining spots. Nevada's para Latin delights with your choice of tequila from its tequila wall; Himalayan Spice Bistro brings authentic South Asian flair, while The Loft offers patio dining with Italian dishes. Or enjoy a glass of B.C. wine at Bramasole Restaurant and Wine Bar.

ADVENTURE TIME
 Now that you've gotten a feel for Fernie's down-to-earth community, Grimble recommends enjoying the city's vibrant mountain culture. But first, she suggests a scenic and accessible chairlift ride and Nature Bob's Interpretive Centre. Around Fernie itself, there are hundreds of trails for everyone from beginners to avid hikers and bikers. If water adventures are more your splash of fun, visit the Elk River for a thrilling white-water rafting trip alongside stunning canyons and scenic wilderness.

For an all-in-one adventure, visit Fernie Alpine Resort, which offers sightseeing, hiking, mountain biking, a scenic and accessible chairlift ride and Nature Bob's Interpretive Centre. Around Fernie itself, there are hundreds of trails for everyone from beginners to avid hikers and bikers. If water adventures are more your splash of fun, visit the Elk River for a thrilling white-water rafting trip alongside stunning canyons and scenic wilderness.

Fernie is also excited to welcome back a broad array of events and festivals. Join the community in a half-marathon run, test your skills in a mountain bike race or enjoy the best of Canadian outdoor adventure to entertainment, there's always something happening in Fernie.

LOCAL CULTURE
 After a busy day of adventure, it's always nice to wind down, and Fernie has many relaxing cultural experiences to discover. Drop by the Fernie Museum to learn about the city's rich mining history. Stroll the public Fernie Art Walk and visit the many galleries, unique art installations and murals around the city. And, every Sunday starting early July, Fernie has a Mountain Market featuring local products, food, produce and more so you can stock up on souvenirs and goodies before you leave.

This is a snapshot of what a trip to Fernie can provide. This quaint mountain destination has much more to offer, so next time you visit, stay for longer. To learn more, visit tourismferniedotcom.

66

FERNIE
Est. 1898

A Destination
Unlike Any Other

Revive your spirit of the beaten path where your well-being and sense of adventure is top of mind.

World-class Fly Fishing • Mountain Biking • Hiking • Golfing • Rafting, Kayaking, SUP • Spa • Dining • Shopping

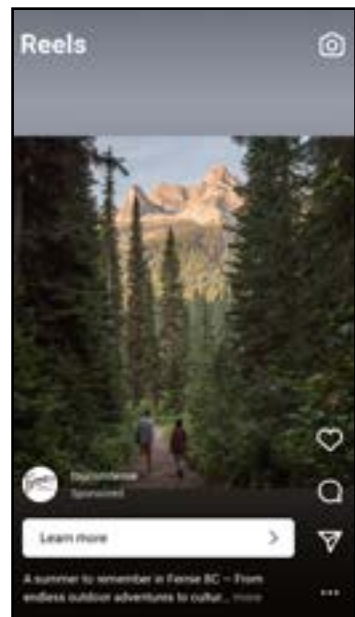
Visit FernieBC.com | #ferniesto

Tactic 2 – with Google & Meta:

Awareness and remarketing digital campaigns throughout key markets in Canada and NW US.

Impressions: 3,300,000 | Clicks: 50,000+

Video views: 28,000+



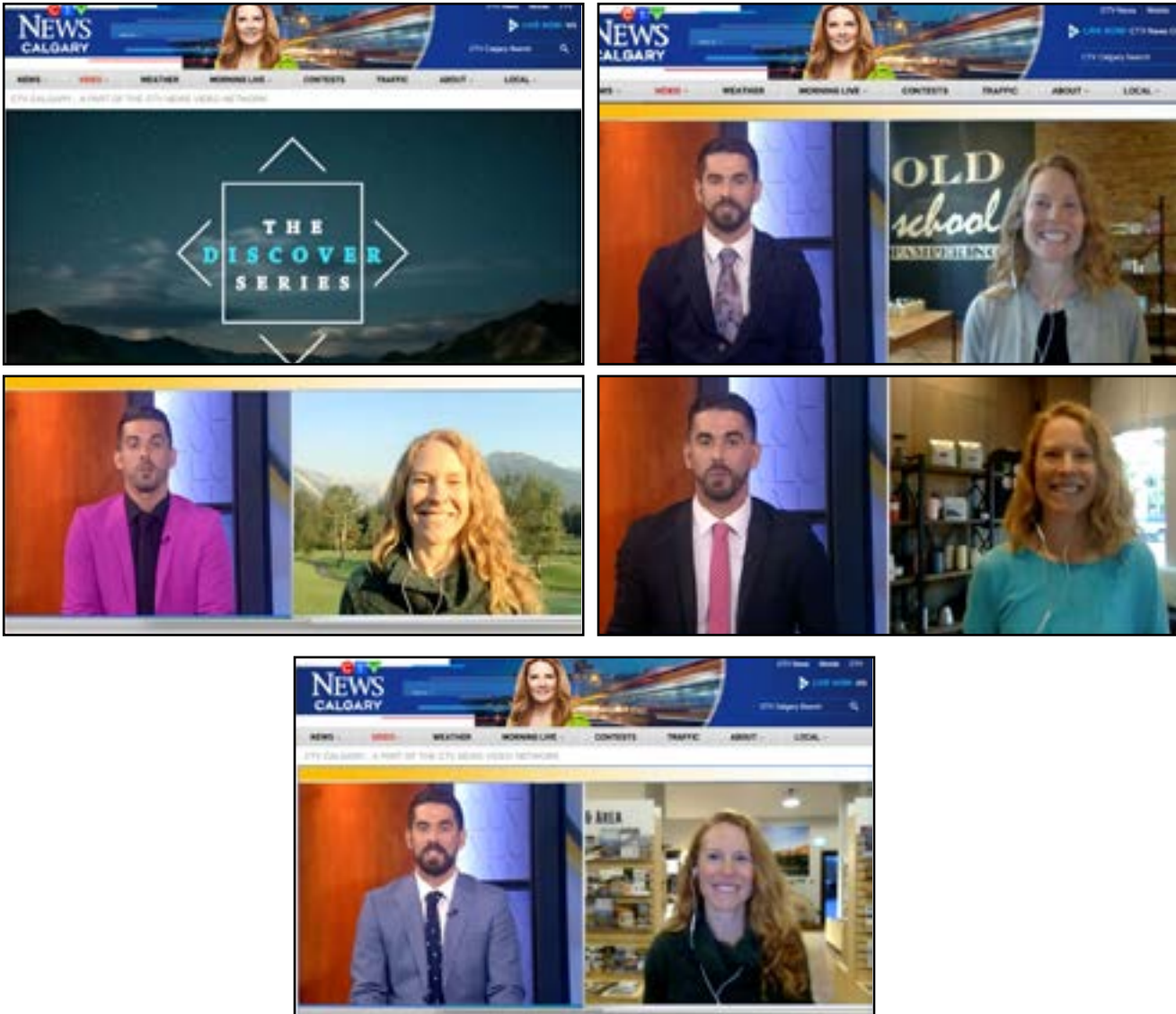
Spectacular Fall Campaigns

Tactic 1 – with CTV Calgary Morning Show:

6 live segments (3 min each) broadcasted between August and early November 2022 promoting Fall experiences in Fernie, including one interview focusing on Weddings and one on Winter Season.

Avg minute audience: 12,200 | Weekly reach: 149,600 x 6 weeks = 897,600

Interviews continue to be available on the Calgary CTV News website.



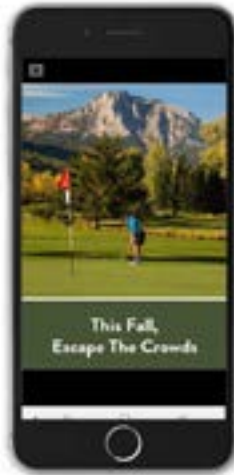
Scan QR Codes to watch the interviews



Tactic 2 – with Bell Media:

In cooperation with Kootenay Rockies Tourism this online campaign consisted of digital display banners and a 15sec non-skippable pre-roll video ad, targeting key Canada markets as well as key NW US locations.

Display impressions: 343,000+ | Clicks: 715 | Offline conversions / Verified walk-ins: 3,264
Video pre-roll impressions: 772,000 | Clicks: 2,392 | Video views: 28,000+



Tactic 3 – with Global TV & Shaw Cable Network :

Global TV 30s TV commercial in BC, AB, SK, MB
Shaw TV Network 30s TV Commercial – Canada wide

Occasions: 270 | Impressions: 2,163,000+
Impressions / Views: 47,317,500 | TV occasions: 12,618

Scan QR Code to view Fall TV Commercial

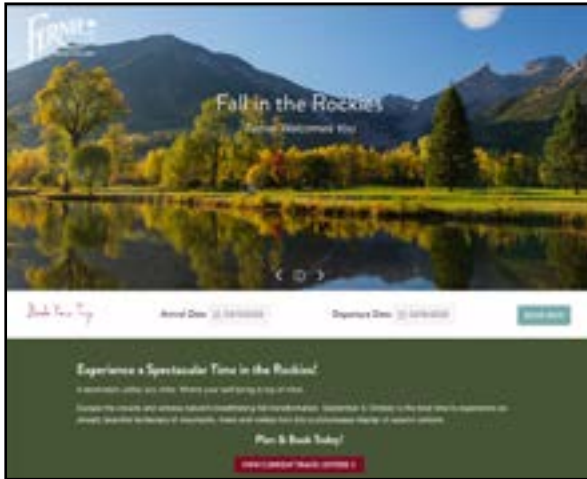
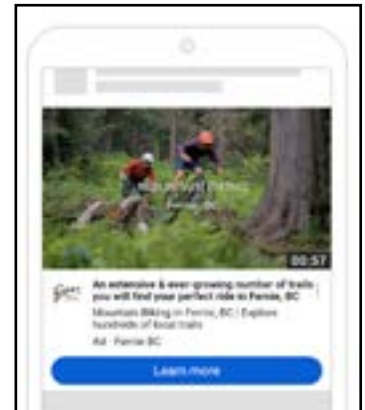
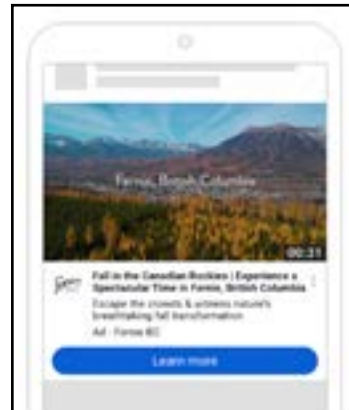
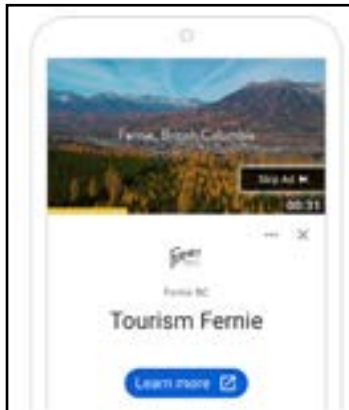


Tactic 4 – with Google, Meta & Out There Outdoors:

Print and digital campaign to increase awareness and drive visitation from drive markets in Canada and NW US.

Print – Out There Outdoors (Spokane, WA)
 Print reach: 70,000, shelf-life 2+ months

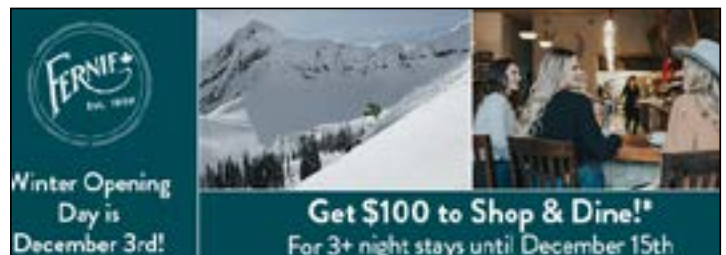
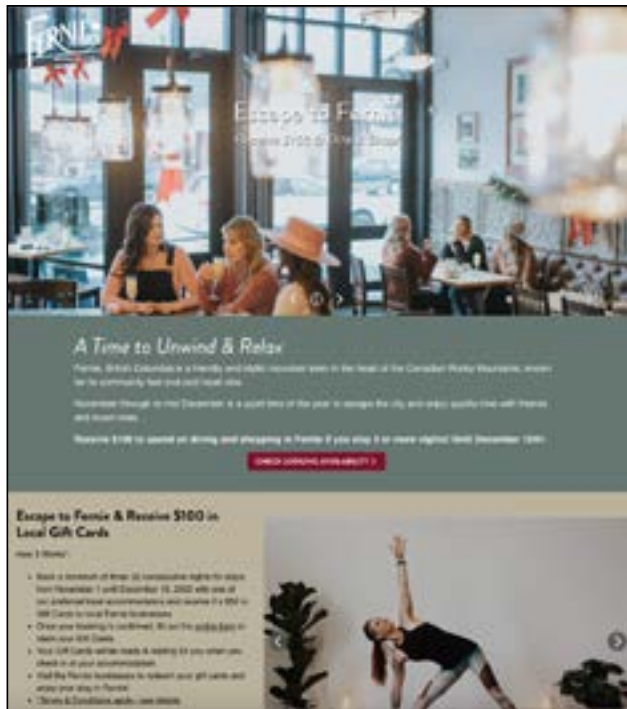
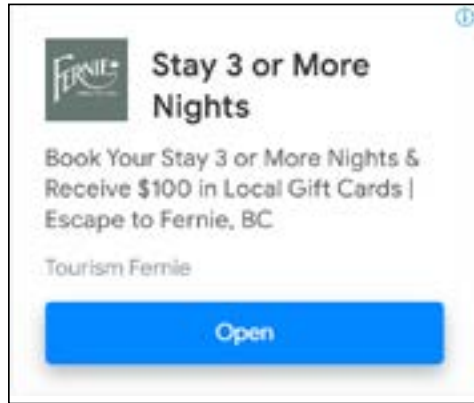
Digital Campaign – Meta & Google
 Impressions: 3,300,000 | Clicks: 26,200+

Tactic 5 – Escape To Fernie Campaign - November Stays get \$100 Promotion:

A unique campaign to drive incremental stays (min 3 nights) during the quietest month of the year. Fully digital ad campaign with a unique landing page.

Impressions: 2,000,000 | Link clicks: 16,400 | 26 guests & 28 nights booked



Winter Campaign - A Destination Unlike Any Other

Campaign to create awareness, stay top of mind and to inspire visitation and bookings for the winter season, for all experiences. Ads pushed to a unique winter landing page (www.tourismfernie.com/winter) with a variety of content and travel offers. Campaign started in October until the end of December for the 2022 fiscal.

Tactic 1 - with Destination Travel & Ski Publications:

Magazines: Flathead Beacon (US), Flathead Living (US), 1889 (WA,US), 1859 (OR, US), Northwest Travel Magazine (US), Forecast Ski, Great Escapes – Best Nordic Skiing (Can, US)

Print ads in September / October / November / December issues

Impressions / Readers: 430,000+

**THE
FERNIE FACTOR**

Photos by Nick Nash

Over 30 Ft of Snow Annually | 2,500 Acres / 142 Runs of Lift Access Terrain | 3,550+ Ft Vertical
Thousands of Acres of Pure Fun with FWA Catskiing and Island Lake Catskiing

FernieFactor.com
#ferniestoke

Ski Escape from \$165*
Ski-in Ski-out Lodging & Lifts
*per person/night. Restrictions apply.

**Experience the Canadian Rockies,
Fernie Style.**

Over 30 Ft of Snow Annually | 3,550 Vertical Ft | Top Elevation 7,000 Ft
2,500 Acres of Lift Access Terrain & Thousands of Acres for Catskiing

Located in the Rockies of southeast British Columbia, Fernie is known for its deep powder snow and cool local vibe. Just over 100 miles north of Whitefish & Kalispell, Montana, Fernie is easy to get to. With savings of 20-25% thanks to the great exchange rate, a trip north this winter is well worth it!

Fernie Alpine Resort – 4 Nights Ski-in Ski-Out Suite & 4 Days of Skiing from US\$146/night/person.*
FWA Catskiing – Single Day Snowcat Skiing from US\$424/person, early or late season.
Island Lake Catskiing – 2 Nights & 2 Days All-Inclusive from US\$1,742/person.*
*Based on double occupancy

Book today and enjoy a spectacular winter! | VisitFernieBC.com | #ferniestoke

FERNIE, B.C.

The Adventure Capital of the Canadian Rockies
Experience the beauty of the Canadian Rockies in the heart of the province of British Columbia. Fernie is a world-class ski destination with over 140 runs, 3,550 vertical feet, and 2,500 acres of lift-access terrain. It's the perfect destination for a winter getaway.

**Experience the Canadian Rockies,
Fernie Style.**

Just under a 2-hour drive from Whitefish & Kalispell, Montana and with savings of 20-30% thanks to the great exchange rate, a trip to Fernie is well worth it!

SKI ESCAPE PACKAGE: Ski-in, Ski-out from US\$107*
*Per person/per night, conditions apply

VisitFernieBC.com

Tactic 2 – with Google, Meta & Publication Online Channels:

Campaign to create awareness, stay top of mind and to inspire visitation and bookings for the winter season, for all experiences. Display and video ads, stories and sponsored content pushed to a unique winter landing page (www.tourismfernie.com/winter) with a variety of content and travel offers.

Impressions: 831,668 | Clicks: 3,452

Adventurous winter wonderland
 Fernie, British Columbia is an alpine and family focused town in the heart of the Rocky Mountains known for its charming winter wonderland and year-round fun.

Come and explore our vast and uncrowded winter wonderland. With our State's Department with its prices and perks, great places to hike, diverse activities and special discounts and more.

Don't want to leave home and be inspired. Winter season starts December 31st and we are almost in waiting you in Fernie, BC! If travel in Canada and Fernie, BC is necessary. There are no vaccine or testing requirements in place.

[CHECK CURRENT AVAILABILITY!](#)

Visit Fernie, BC this Winter
FERNIE, BRITISH COLUMBIA
 Skiing & Cat Skiing in Fernie
 Legendary skiers will be drawn to one of the Canadian Rocky Mountains with over 20 trails in winter with diverse terrain in both Fernie & its peaks nearby. Long stretches of forest and valleys in between for skiers. Fun top skiing and more trails for great family moments. Booked early to book Fernie. Fernie is located in April-December. The following details may vary over time.

<https://tourismfernie.com> [Fernie Alpine Resort Ski & Stay](#)

Experience Epic Powder In The Canadian Rockies

In The Heart of The Rockies
 Explore Fernie, British Columbia this winter season [Book Now >](#)

FERNIE, BRITISH COLUMBIA

Adventurous Winter Wonderland
 Fernie, BC alpine resort ski & stay packages in the heart of the... [Book Now >](#)

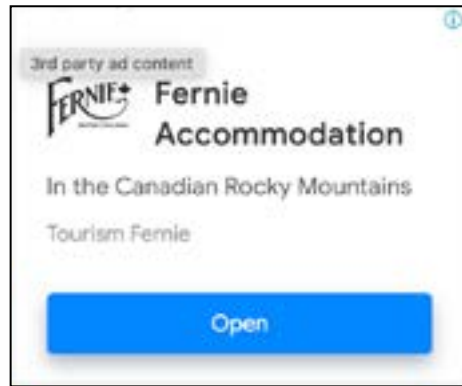
Come and Explore Our Vast and Uncrowded Winter Wonderland
 Tourism Fernie [Open >](#)

NORTHWEST [IN AN HOUR TRIP TODAY!](#)

Fernie, B.C. – A skier's dream in the heart of the Canadian Rockies

FREE 2022 TRAVEL PLANNER

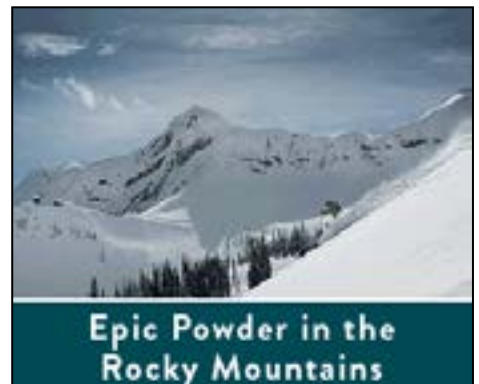
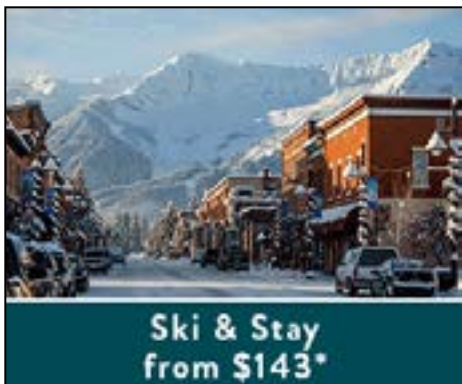
2020 FOLIO EDDIE OZZIE AWARDS



Tactic 3 – with Bell Media:

Digital campaign through Bell Media network targeting drive markets in Canada.

Display impressions: 713,592 | Clicks: 1,438 | Verified walk-ins: 748
 Video pre-roll impressions: 62,506 | Clicks: 341 | Video views: 52,249



Iconic Fernie Mobile App

Thanks to support funding from Destination BC, Tourism Fernie started building the Iconic Fernie mobile app through 2021. Launched in June 2022, the Iconic Fernie App brings together and enhances local experiences into various thematic self-guided tours with an added opportunity to collect points to redeem for local rewards at the Visitor Centre and participating businesses.

Total app downloads (June – Dec 2022): 1,829 | Total app launches / impressions (June – Dec 2022): 6,876

Top 10 Most Viewed Locations:

1. Fairy Creek Falls
2. Fernie Visitor Centre
3. Fernie Distillers
4. Maiden Lake
5. James White Park
6. Historic Downtown Fernie
7. Annex Park & The Duck Pond
8. Montane Hut
9. Hosmer Mine Sites
10. Rail Trail & Old Growth Trail

Scan QR code or visit iconicfernie.com to learn more and to download the Iconic Fernie App.



Explore Fernie with the new mobile app!
Self-guided themed tours with a variety of locations to discover.

| | |
|---|---|
| Local Heritage Historic Sites & Attractions | Exploring Nature Forests, Trails & Wildlife |
| Family Fun & Yum! For the Younger Ones | Taste of Fernie Locally Crafted Food & Drinks |
| Best View Spots Iconic Photo Locations | Artistic Explorations Local Arts & Crafts |

Choose to collect and redeem points for local rewards. Download the FREE app!
#iconicfernie #ferniestoke | iconicfernie.com

Explore Fernie's self-guided tours with the new mobile app!

Where Your Sense of Curiosity and Adventure Are Rewarded!
Download the FREE Iconic Fernie App. Choose to collect points for free and redeem points for local rewards.

Share your experiences by posting on social media using #iconicfernie #ferniestoke | iconicfernie.com

Where Your Sense of Curiosity & Adventure Are Rewarded!
Download the FREE Iconic Fernie app!
www.iconicfernie.com



Self-Guided Local Tours!
Discover Fernie's most exciting experiences with your own mobile app!

Collateral – Guides, Brochures, Maps, Stickers & More

Paper promotional materials continue to be an important part of the marketing mix. Distribution can include direct mail outs, stocking local Visitor Centre, accommodators, resorts and coffee shops, working with a racking distributor across southern Alberta, shipping to regional and key gateway Visitor Centres, consumer shows, media & travel trade initiatives, digital views and more. Thousands are printed annually to meet the needs of our visitors and connect with new markets.

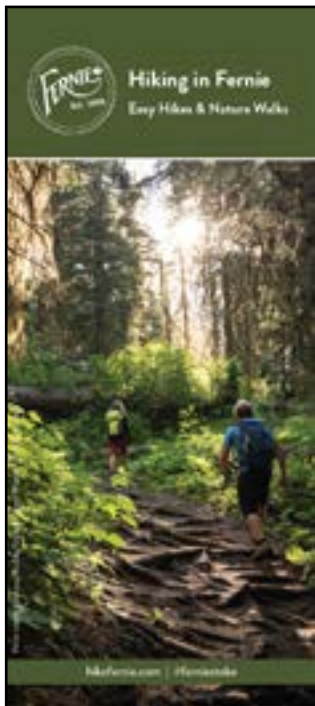
Scan QR Code to view Guides / Brochures in full digitally



Fernie Travel Guide Summer 2022



Fernie Travel Guide Winter 2022/2023



Gentle/Easy/Family Oriented Activity Brochures



Top Things to Do in May & June

Visit TourismFernie.com to plan your trip!

1. Visit Fernie's 100-year-old historic downtown and enjoy shopping, dining, entertainment, and scenic views.
2. Take a guided hike on one of our top trails with our 100+ volunteer rangers for a safe and enjoyable experience.
3. Visit the Fernie Golf Club.
4. Enjoy the view from the top of the mountain at the Fernie Ski Centre.
5. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
6. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
7. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
8. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
9. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
10. Visit the Fernie Museum and enjoy the exhibits, tours, and events.

Top 20 Things to Do in Summer

Visit TourismFernie.com to plan your trip!

1. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
2. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
3. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
4. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
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8. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
9. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
10. Visit the Fernie Museum and enjoy the exhibits, tours, and events.

Top 20 Things to Do in Fall

Visit TourismFernie.com to plan your trip!

1. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
2. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
3. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
4. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
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8. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
9. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
10. Visit the Fernie Museum and enjoy the exhibits, tours, and events.

20 Things To Do in November

Visit TourismFernie.com to learn more.

1. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
2. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
3. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
4. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
5. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
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8. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
9. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
10. Visit the Fernie Museum and enjoy the exhibits, tours, and events.

Top 20 Things to Do in Winter

Visit TourismFernie.com for details.

1. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
2. Visit the Fernie Museum and enjoy the exhibits, tours, and events.
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#FernieStoke

TourismFernie.com
#FernieStoke


30+ Ft Snowfall | 3,550 Ft Vertical | Ski-In Ski-Out
2,500 Acres + Renowned Cat-Skiing Adventures

#FernieStoke


TourismFernie.com
#FernieStoke

Experience the Canadian Rockies, Fernie Style.

10ft x 10ft displays for consumer shows.






Heritage Walking Tour in Historic Downtown



This tour visits 12 of Fernie's most iconic Historic Downtown buildings and features a variety of architectural styles and photo opportunities. Begin the walking tour at #1, the Fernie Arts Station at 601 1st Avenue.


Tour Length
Accessible, paved sidewalks
Approx. 45 minutes - 1.5 hours





For more details on the 12 locations and arts and culture in Fernie pick up the latest Fernie & Elk Valley Cultural Guide around town, go online to www.ferniculture.ca or visit the Fernie Museum.






#ferniestoke

Visit the Fernie Museum at 491 2nd Avenue tourismfernie.com



- 1 CPR STATION**
601 1st Avenue

The former Canadian Pacific Railway (CPR) Station. Passenger service was discontinued in 1964. Built in 1909, it is now home to the Fernie & District Arts Council.
- 2 HOW FOON'S LAUNDRY**
491 1st Avenue

Chinese entrepreneur How Foon ran a café, laundry and shoemaking business here and rented apartments upstairs. Built in 1908, it is now home to the Fernie Elks Club.
- 3 THE HOME BANK**
491 2nd Avenue

A highly decorative building built in 1910 to house a branch of the Home Bank and the Herchmer-Mitchel Law Office, it is now home to the Fernie Museum & Visitor Centre.
- 4 THE IMPERIAL BANK 1909**
401 2nd Ave

Rebuilt in 1909 and home to the Imperial Bank of Canada. Location of the Fernie Fire Department's last stand against the 1908 fire. Now home to The Brickhouse Bar & Grill.




FERNIE ART WALK

#ferniestoke

Explore Fernie's art installations, galleries and working studios on an art walk through Historic Downtown and beyond.



Meet artists and artisans as they work. Discover their inspiration from the charming rose-gold and brick heritage buildings to the surrounding peaks and forests. Immerse yourself in the culture and personality of Fernie.

For more information, pick up a copy of the Elk Valley Cultural Guide or visit elkvalleyculture.ca.



THE FERNIE BANNER PROJECT
Colourful banners by local artists line streets in historic downtown Fernie and along Hwy #3 each year. New banners have been produced and updated annually since 2005.

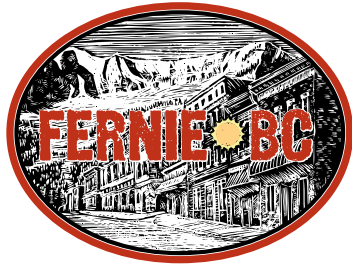
OUT OF THE BOX DUMPSTERS
Fernie's dumpsters have become works-of-art since 2014 and can be seen all around town.
Visit theartsstation.com for info.

Legend

- A Fernie Heritage Library
- B The Court House
- C Walking Tour
- "Out of the Box" Dumpsters
- Banner Project
- Commissioned Outdoor Art

Stickers:



#ferniestoke



Cleaning Cloth:



Nail File:



Email Newsletters

Tourism Fernie has a consumer database of over 12,000+ emails and sends an average of 12 email newsletters out each year focusing on the variety of things to do, stories, event listings, special offers and more. Our overall average open rate is 39% and click rate is 2%.

#FERNIESTOKE
In The Heart Of The
CANADIAN ROCKIES

Sunny Slopes, Magnificent Views, Spring Deals

Imagine vibrant days with endless joyful trails, unobscured panoramic vistas, and scenic alpine pastures, majestic mountains. There's when spring skiing in Fernie is about to start. There is nothing to come get your boots in and embrace our winter excitement. This year try new to make the most of the season. Check out our latest what's up clips that'll get you in the mood for some epic days on snow.

[Contact Our Deals & Travel Offers](#) [Watch Video & Get Inspired](#)

Play Local - & Winter Film

We teamed up with young alpinist, ski racer, Canada's Future to film a follow-up to a group of young skiers' last winter advent at the top of the global summit. From a 4,000m, the documentary captures not only the spirit and passion for alpinism but also strong women's power. You'll also have the best of both worlds (uninterrupted views).

[Watch Trailer](#)

#FERNIESTOKE
In The Heart Of The
CANADIAN ROCKIES

Fernie Alpine Resort Celebrating 60 Years

Fernie Alpine Resort is celebrating its 60th anniversary in iconic style - not just one but TWO! Celebrating over 60th Anniversary Weekend is happening on April 2-3 with two nights, but with unlimited and often exciting, free buses and coverage guides. FERNIEAL will bring more fun made, more an exciting events, laughs and knowledge guides on April 2-3. This is a weekend and through.

[60th Anniversary Weekend](#) [Festival Events](#)

Spring Skiing Bonus Week!

Fernie Alpine Resort has officially extended the ski season until April 17th with 100% snow on the 1000 Super-Lifted Super-Cable Snow, Super-snowing and lower mountain. We look forward to seeing you in Fernie for fun days in spring time.

[Spring Skiing Week Info](#)

#FERNIESTOKE
In The Heart Of The
CANADIAN ROCKIES

The Trails Are Calling

Fernie's trail system is always a great and offers in all ways of alpinism, trail guides and to challenging full-day adventures. Get out and explore the natural beauty that surrounds Fernie and don't forget to share your adventures using #FERNIESTOKE. Please plan ahead, travel responsibly and pack in a pack-out.

[Hiking & Hiking Trails](#) [Get Inspired](#)

Hike Mt. Proctor Trail

One of Fernie's most epic trails, Mt. Proctor has a 10.5km trail and full-on alpinism that will take you through all sorts of beautiful environments and habitats and reward you with stunning views. Please make that trip, we're not!

Hike Mt. Fernie Trail

Mt. Fernie is another of Fernie's epic mountains offering panoramic views of town and the valley. This is a half-day challenging hike that starts in a shady forest and takes you up to the sub-alpine and the edge of Mt. Fernie. Enjoy the

#FERNIESTOKE
In The Heart Of The
CANADIAN ROCKIES

Make Fernie Your Fall Getaway

Escape the monotony and the monotony of everyday life and come to Fernie this Fall. November through to early December is the perfect time to visit, enjoy and feel yourself in a relaxing town. Fernie's boutique shops, cozy cafes and restaurants, and stunning views are just the right place to enjoy quality time with your friends and loved ones. Fall is the best time to visit Fernie. Enjoy the views, the views, and the views, and you'll find the perfect fall getaway.

Fall Days Receive \$100 to Dine & Shop

There is much to enjoy and explore in Fernie during the autumn time of year. There is a minimum of 3 nights in the Fall, and receive \$100 to shop & dine!

[Get Inspired](#)

Fernie & Elk Valley
CULTURAL DISTRICT

#FERNIESTOKE
In The Heart Of The
CANADIAN ROCKIES

Stay in Fernie & Receive \$100 to Dine & Shop!*

Escape the City and spend quality time with your friends & family.

Escape to Fernie & Enjoy a Quiet Time

There is much to enjoy and explore in Fernie during the quieter time of year. Watch the video and get inspired for your fall trip.

[Watch Video](#)

Fernie Ski & Board Film Festival

November 12th
Get inspired for winter, watch awesome ski & board movies and receive a 2 for 1 lift ticket voucher at Fernie Alpine Resort.

[Event Details](#)

Holiday Kickoff & Fireworks

November 19th
Celebrate the start of the holiday shopping season with a night of fun, art, music, community and fireworks!

[Event Details](#)

#FERNIESTOKE
In The Heart Of The
CANADIAN ROCKIES

Winter Opening Day - December 3rd!

Successful winter in effect, and the excitement is high! Fernie Alpine Resort is set to open the all season this Saturday, December 3rd, and we can't wait to be back skiing and snowboarding the good!

[Get Inspired](#)

Receive \$100 to Shop & Dine in Fernie!*

For 3+ night stays until December 15th xxx

[Find Out More](#)

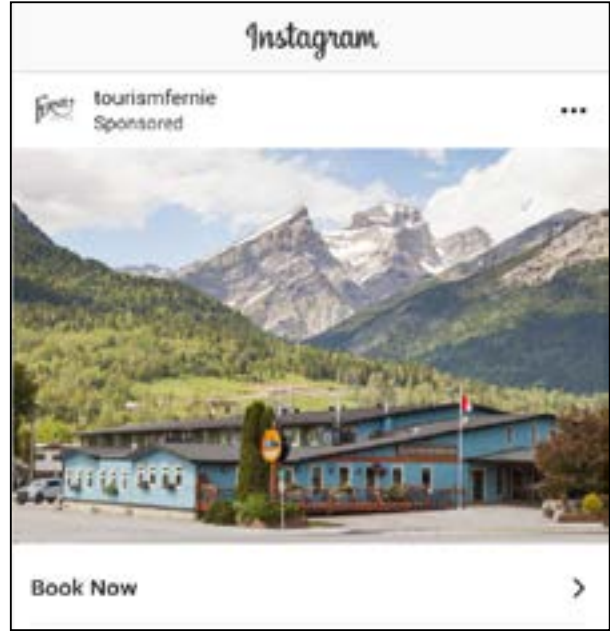
Snow Report & Mountain Cams

Stay in the know and get inspired for an epic

Co-op Marketing with Members & Partners

Tourism Fernie offers a variety of discounted and collaborative marketing opportunities for members to take advantage of while getting expert advice and support in planning and execution. Recovering from COVID, participation was still limited but some members were nonetheless interested in a variety of options such as discounted social media ads through Tourism Fernie channels, co-op print and digital advertising and TV promotion. 2022 also saw the return of in-person consumer shows. Here are a few examples from 2022.

Facebook & Instagram Co-op Ads





Print Ad Co-ops with FAR



Calgary Outdoor Show Adventure Show (Tourism Fernie & FAR) - AB



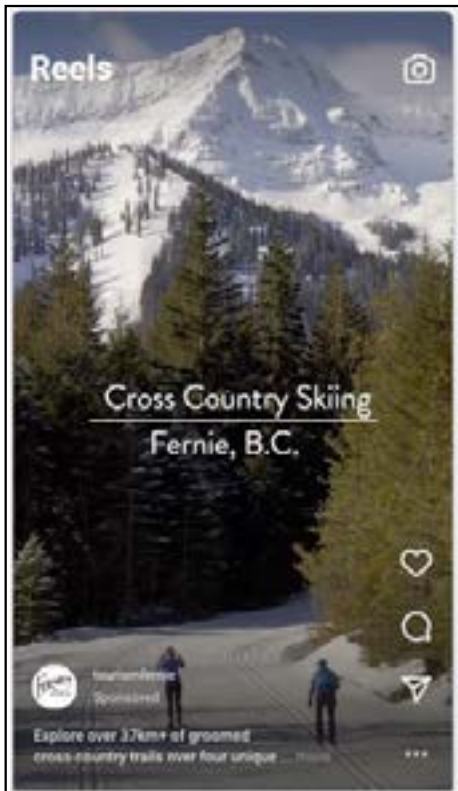
Toronto Ski & Snowboard Show – ONT



Fernie Snowmobile Association at Alberta Snowmobile Show – Edmonton, AB



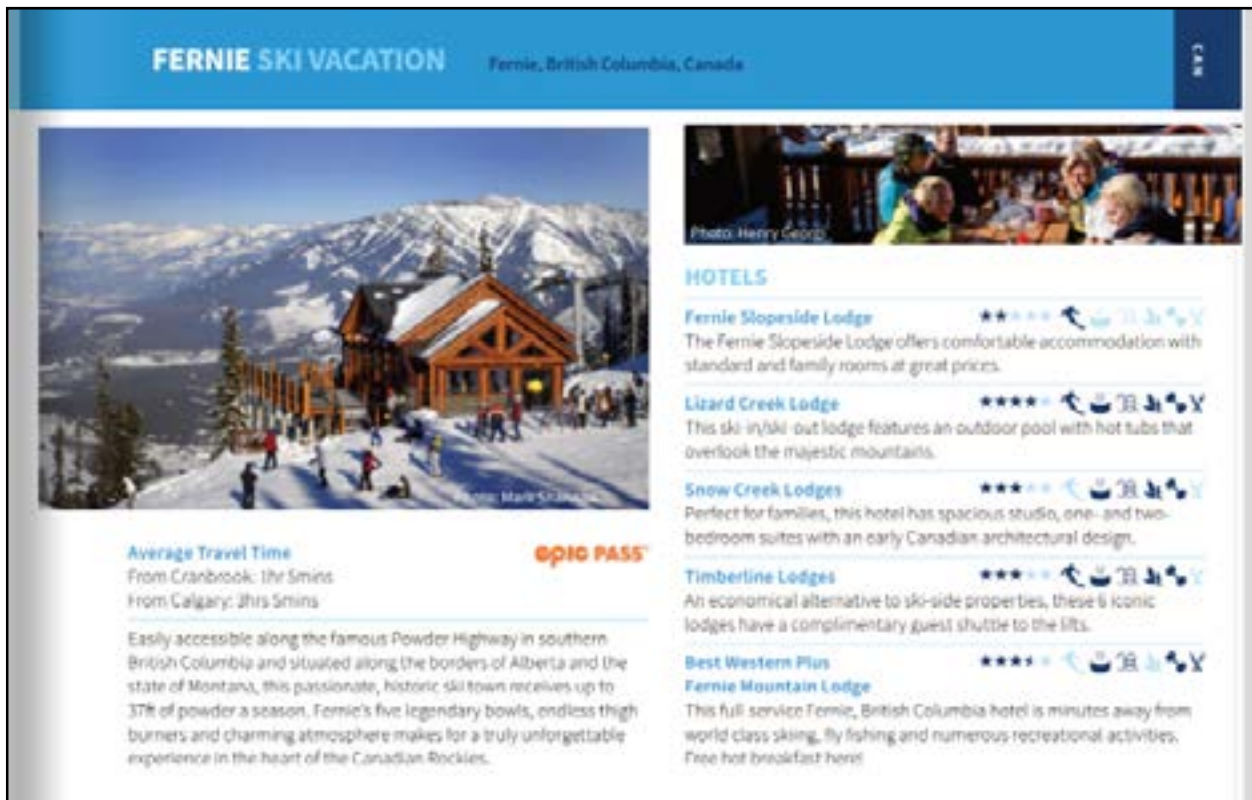
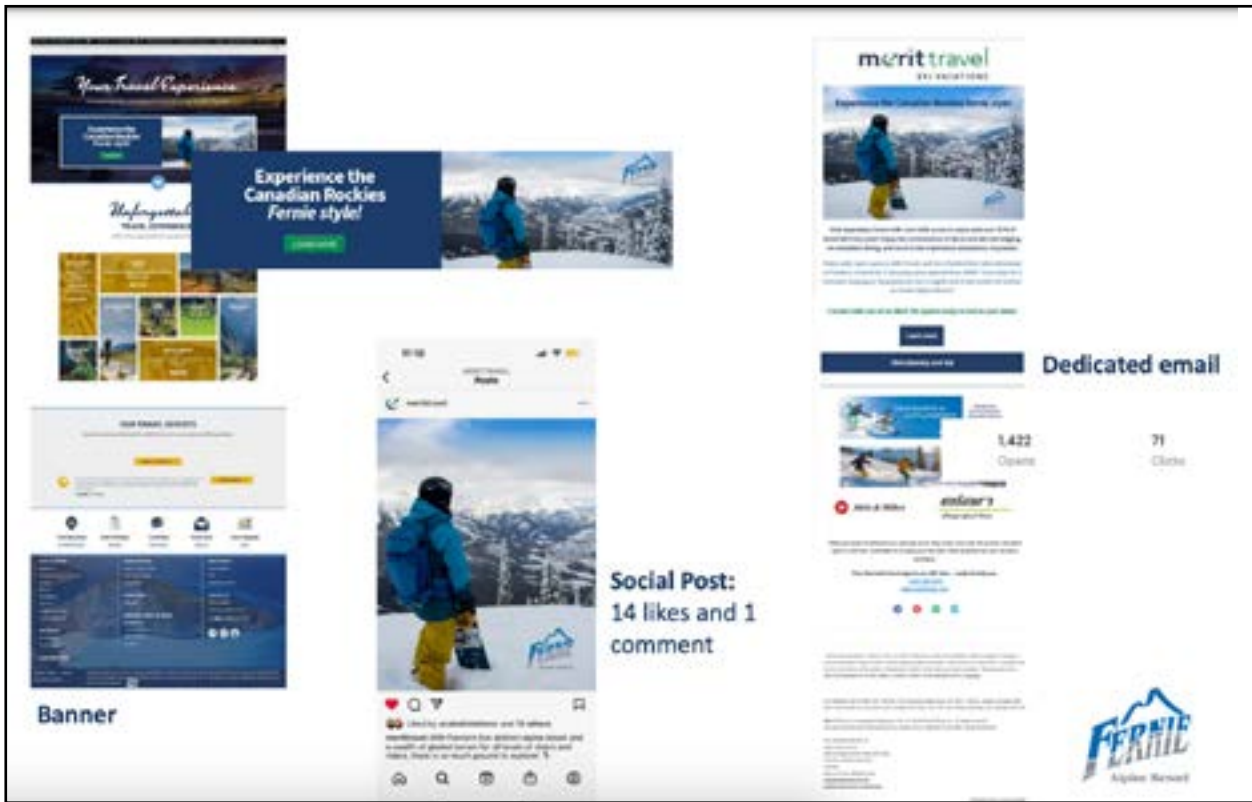
Fernie Alpine Springs at CHFA Show – Vancouver, BC



CWSAA Fernie Nordic Co-op campaign



CWSAA Fernie Nordic Co-op campaign



Joint Marketing Winter Campaigns with Travel Trade & Fernie Alpine Resort

VISIT FAMILY-FRIENDLY FERNIE

Our expert opinion is that Fernie Alpine Resort is one of the best for families. The mountain terrain has something for all ages and riders, split almost evenly for beginner, intermediate, and advanced levels.

With deer year-round, including for March Break, you can give the kids something to look forward to this winter. Take advantage of our early booking offers before it's too late.

[Request A Free Quote](#)

Facebook Ads

Facebook Ads Stats:

- Leads: 73
- Landing page views: 2,136
- Clicks: 2,423
- Reach: 86,326
- Impressions: 276,733

Wins:

- Generate 73 leads with \$2,000 ad spend = \$27.40

Definitions of Terms:

- Leads - Quotes requested on Skican website
- Landing page views - Link clicks from ads that resulted in a landing page view
- Clicks - # of users who clicked the ads
- Reach - amount of people the ad got in front of
- Impressions - # of times the ads were viewed

Fernie Alpine Resort - Bundles & Save

Fernie.
DU CHAIRE À REVENDIR

Mieux si elle s'acquiesce pour son lot de neige fraîche, les pistes de ski de Fernie offrent une expérience de la descente en ski exceptionnelle, avec plus de 80 km de pistes pour tous les niveaux de compétence.

Quelle expérience plus incroyable, associée aux paysages à couper le souffle de la région de la Colombie-Britannique.

Colombie-Britannique

PLUSIEURS DATES DISPONIBLES

À partir de 1595 \$
(par personne, par nuit)

gendronski

Apprenez-en plus sur les offres spéciales.

Apprenez-en plus sur les offres spéciales.

Gendronski
Publié par Sandra Leclerc le 10 novembre à 19:10

- FERNIE -

Réservez avant le 30 novembre 2022 et obtenez 25 % de rabais sur l'hébergement + 50 % de rabais sur le ski à partir de 1535\$

<https://bit.ly/3NOVLZA>

1 900

Personnes touchées

65

Interactions

+ 1,1x moyenne

Score de diffusion

Joint Marketing Winter Campaigns with Travel Trade & Fernie Alpine Resort

The Wedding Fair & Bridal Expo Shows (Tourism Fernie & Partner booths) – Calgary, AB

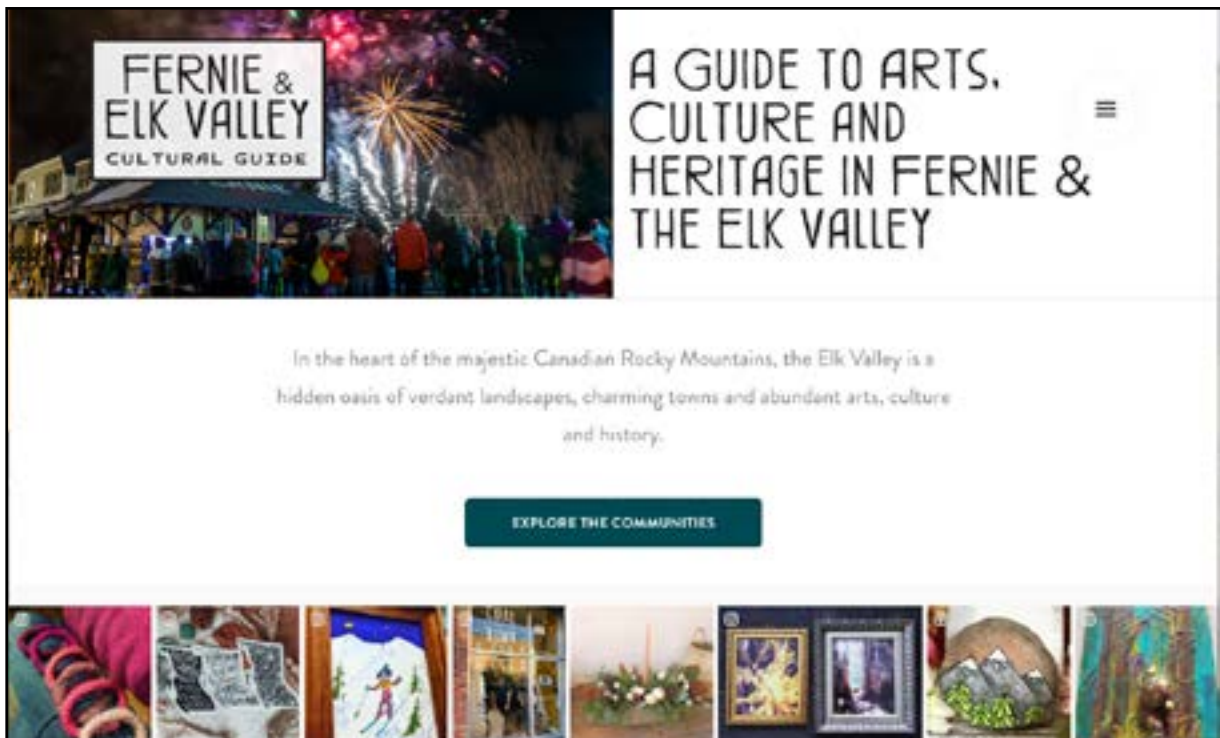
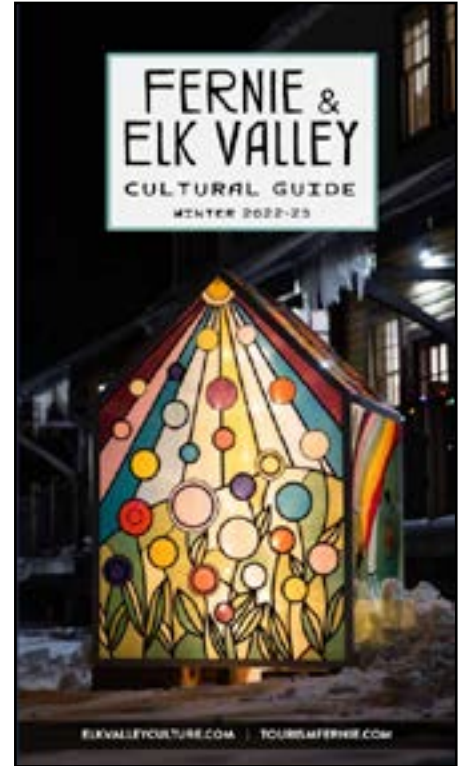
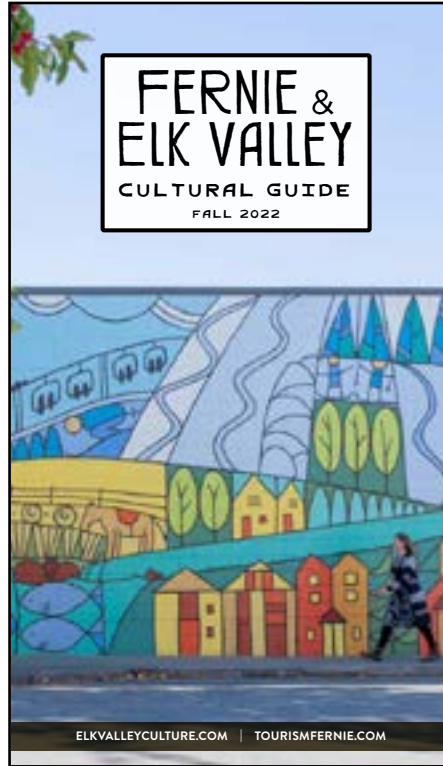
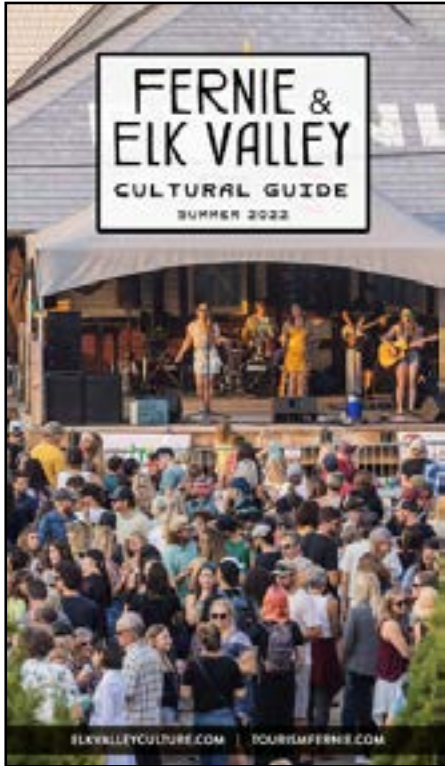


Regional Co-op Marketing Programs

Destination BC, our provincial tourism marketing and development organization offers a co-op marketing program that allows communities to partner on marketing initiatives. Tourism Fernie has been participating and leading a few regional marketing co-ops that benefit our destination and leverage our marketing dollars. Destination BC covers 40-50% of the cost of initiatives.

Tactic 1 – Fernie & Elk Valley Culture

Three guides are printed each year and available online to promote the art, culture, heritage experiences and stories of the valley. A website also supports its content at www.ElkValleyCulture.com. The goal has been to create awareness of our area’s amazing cultural opportunities as Fernie is already well known for its outdoor adventures. Partners include Sparwood Chamber & Museum, Elkford Arts Council, The Fernie Arts Station, Fernie Museum, Fernie Heritage Library, the Fernie Chamber & VIC, and the Ktunaxa Nation. These guides have been produced for over 6 years and have reached over 250,000 people.

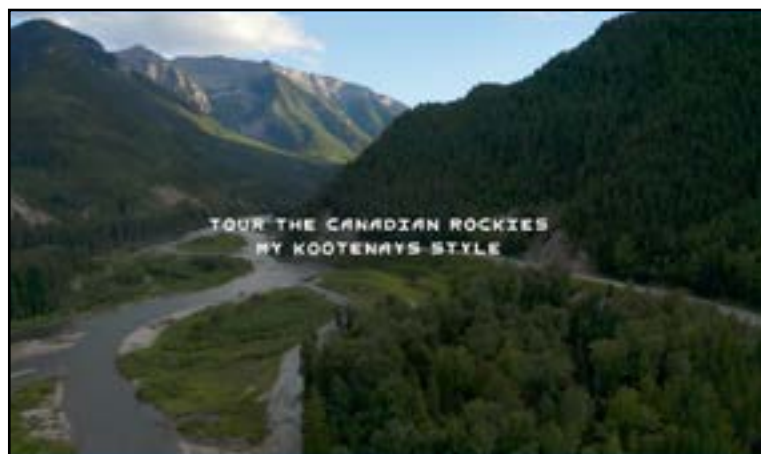
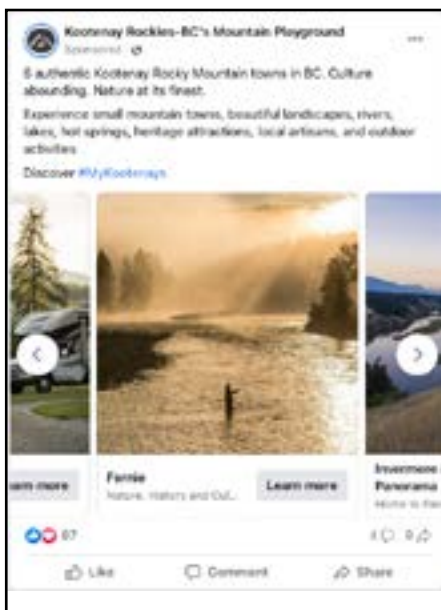


Tactic 2 – My Kootenays Road Trip

A unique Kootenay Rocky Mountain road trip, exploring the south-east corner of British Columbia. Within 250km, experience small mountain towns, beautiful landscapes, hot springs, festival, heritage attractions, local artisans, unique shops and cafés, and gentle outdoor activities. Partnering communities include Cranbrook, St Eugene Resort, Kimberley, Fairmont, Invermere and Radium. The focus is to promote the softer experiences (vs big outdoor adventure) to drive markets. Various campaign initiatives were implemented with a focus on promoting spring and fall visitation. A comprehensive project with Must Do Canada (social, videos & articles) generated over 13K video views, 38K impressions, 1250 likes, 3300 blog views and newsletters sent to over 21K subscribers.

A digital campaign targeting AB, BC and PNW resulted in over 4.2 million impressions and over 108,700 video views.

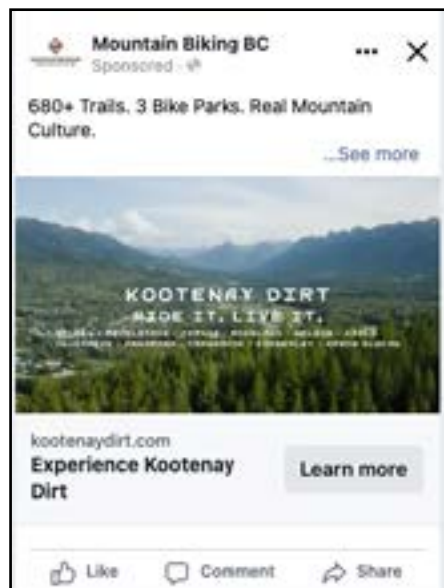
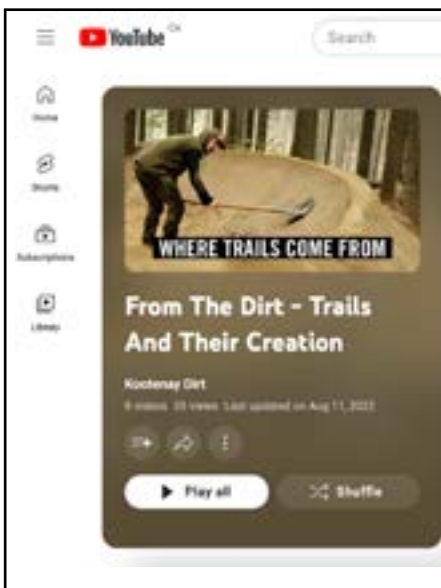
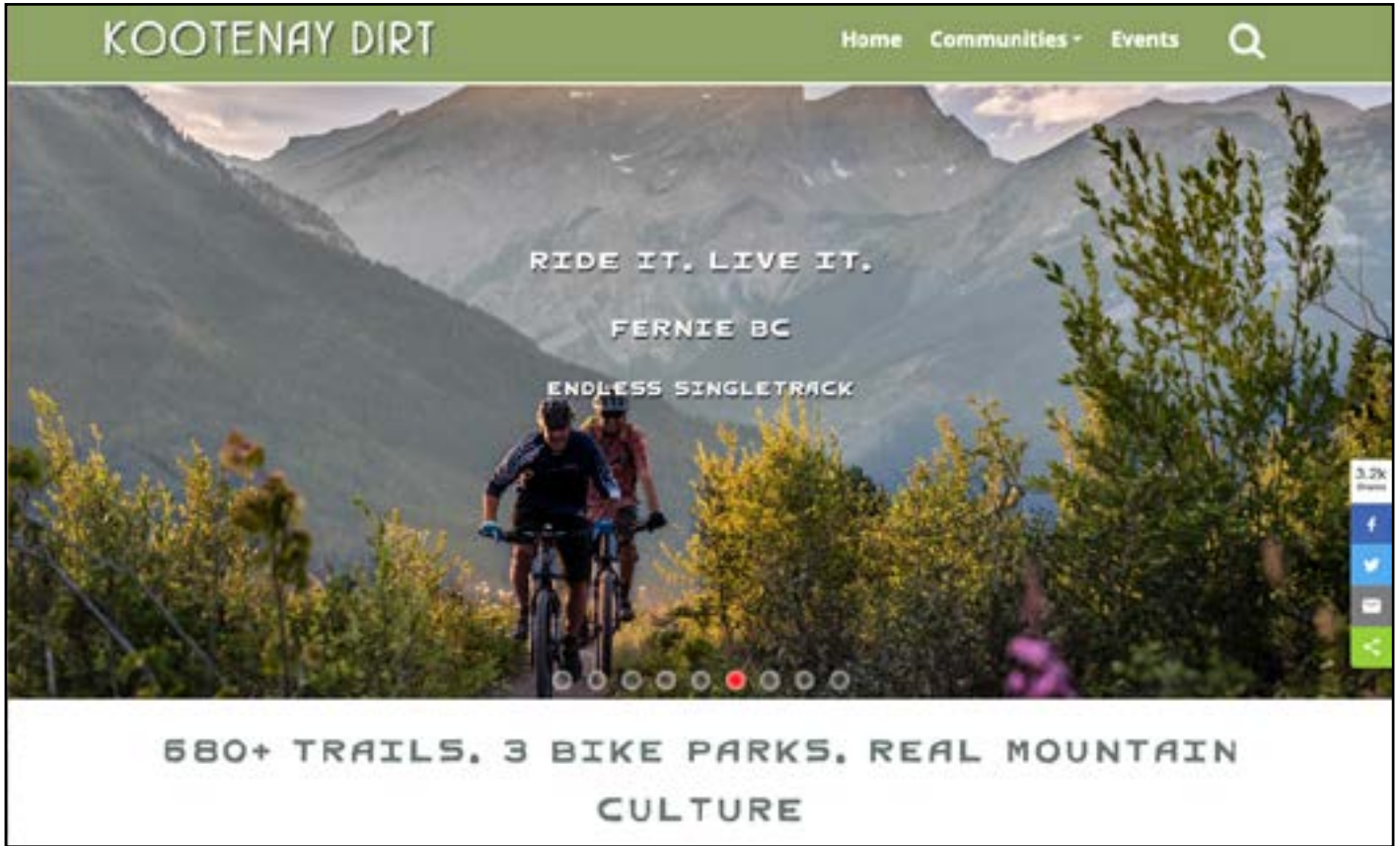
www.MyKootenays.com



Tactic 3 – Kootenay Dirt – Mountain Biking the Kootenay Region

Built by the hands of local riders. Weaving through epic mountain and valley landscapes. The mountain bike trails in the Kootenay Rockies of British Columbia are hands down the best. Experience it yourself. Plan the trip. Tackle these destinations in one grand adventure or at your own pace. Partnering communities include Cranbrook, Kimberley, Invermere, Golden, Revelstoke, Nelson, Kaslo, Rossland and Arrow Slocan. A digital campaign was launched in the spring and fall of 2022 that resulted in over 3.4 million impressions and over 176,000 video views. A playlist, created on YouTube, showcased videos from the region highlighting local trail builders and community organizations.

www.KootenayDirt.com

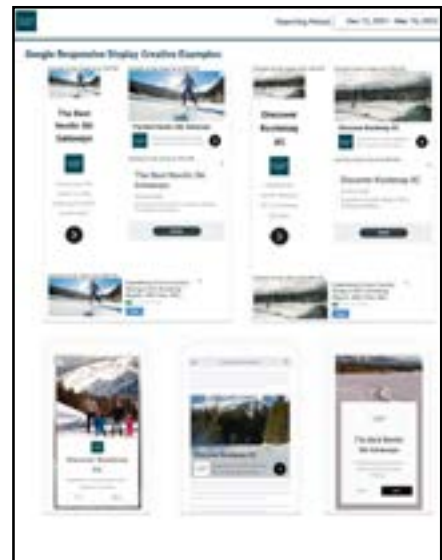
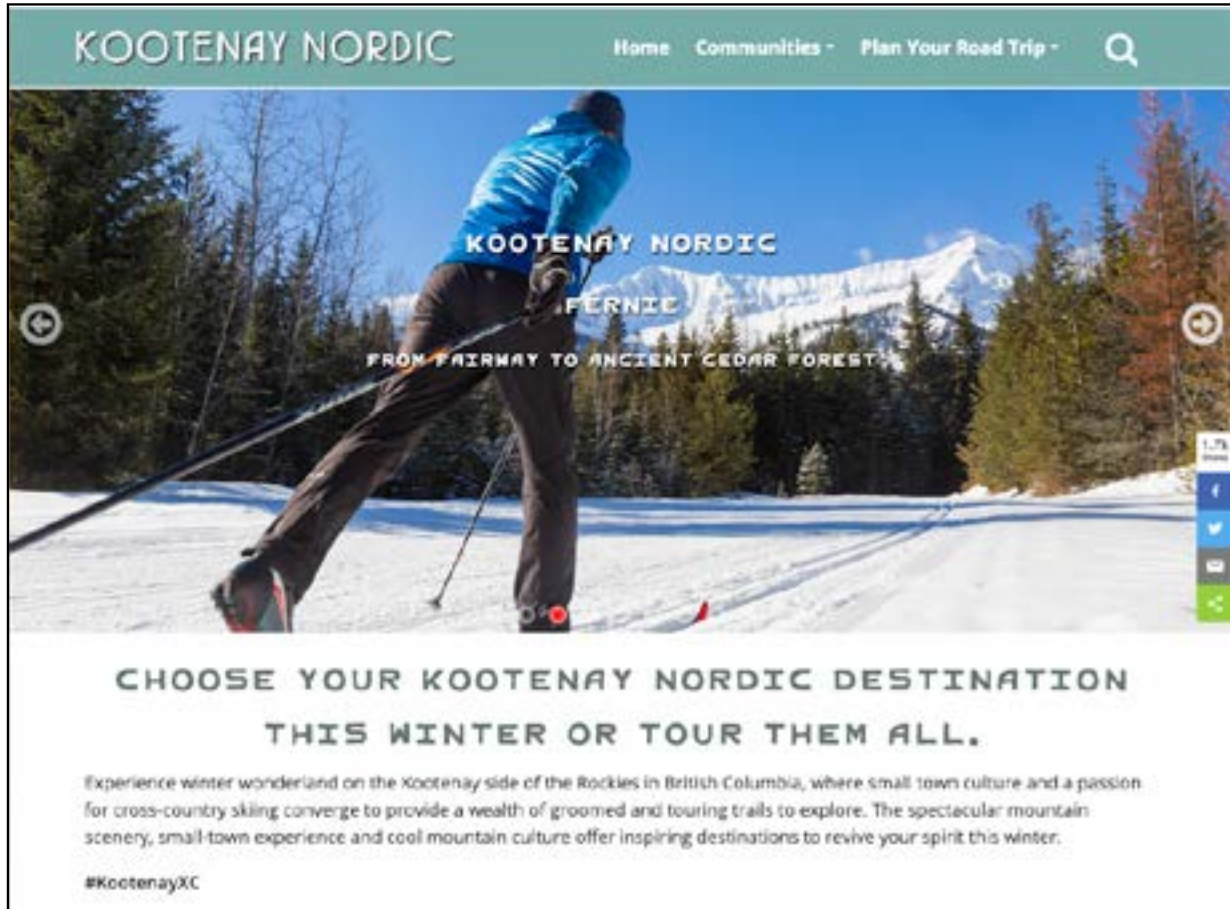


Tactic 4 – Kootenay Nordic – Cross Country Skiing the Kootenay Region

Experience winter wonderland on the Kootenay side of the Rockies in British Columbia, where small town culture and a passion for cross-country skiing converge to provide a wealth of groomed and touring trails to explore. The spectacular mountain scenery, small-town experience and cool mountain culture offer inspiring destinations to revive your spirit this winter.

Partnering communities include Kimberley, Invermere, Radium, Nipika Resort, Golden, Nelson, Kaslo, Rossland, Arrow Slocan and Castlegar. Funds were used for content creation (imagery, video, articles & itineraries), print ads, website redevelopment, along with a digital campaign which resulted in 4.5 million impressions.

www.KootenayXC.com



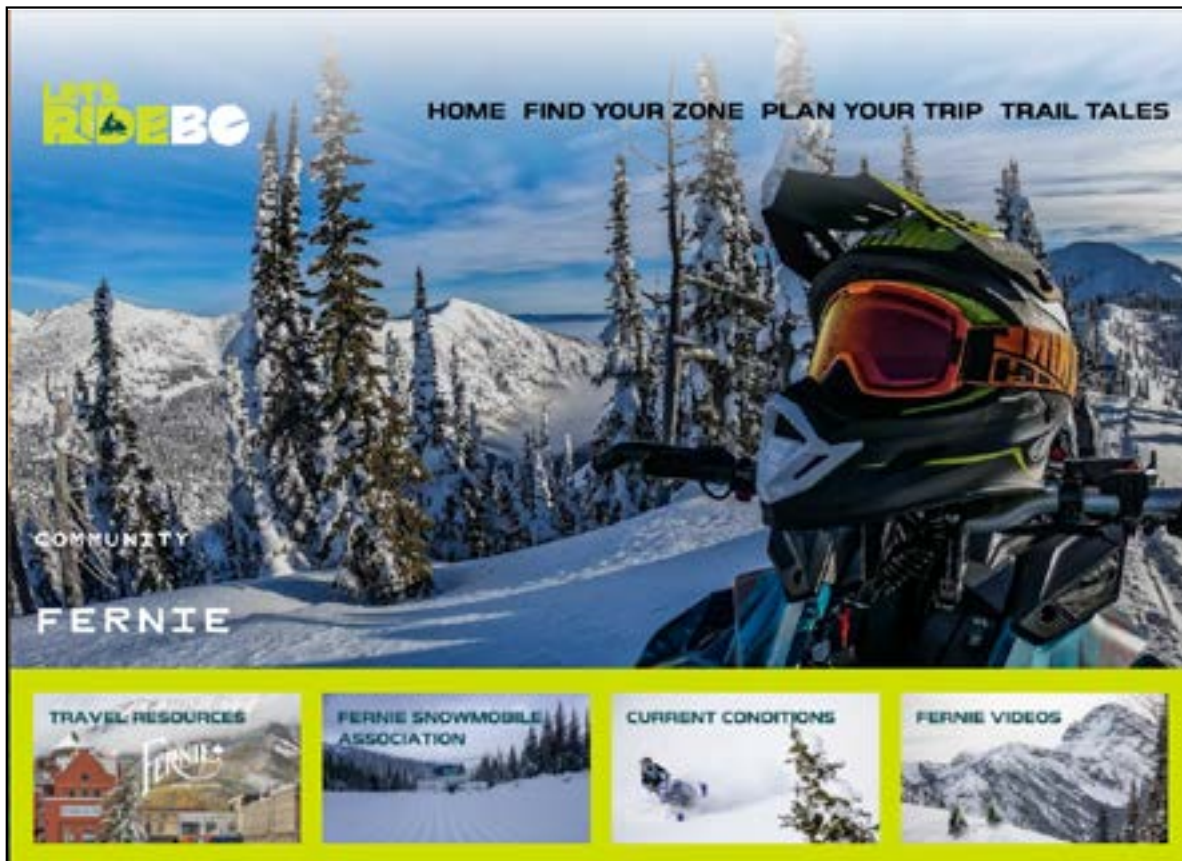
Regional Co-op Marketing Programs

A diversity of provincial level experience specific organizations partner with Destination BC to market the experience while partnering with regional and community DMOs and businesses to create big marketing campaigns that target regional, national and international markets. Tourism Fernie participates in ones that align with the experiences offered locally for the traveller. It allows Fernie to be included in bigger initiatives that are hard for a small community to do on its own.

Let's Ride BC

www.letsridebc.com/iconic-trips-rails-trails-ales

www.letsridebc.com/fernie

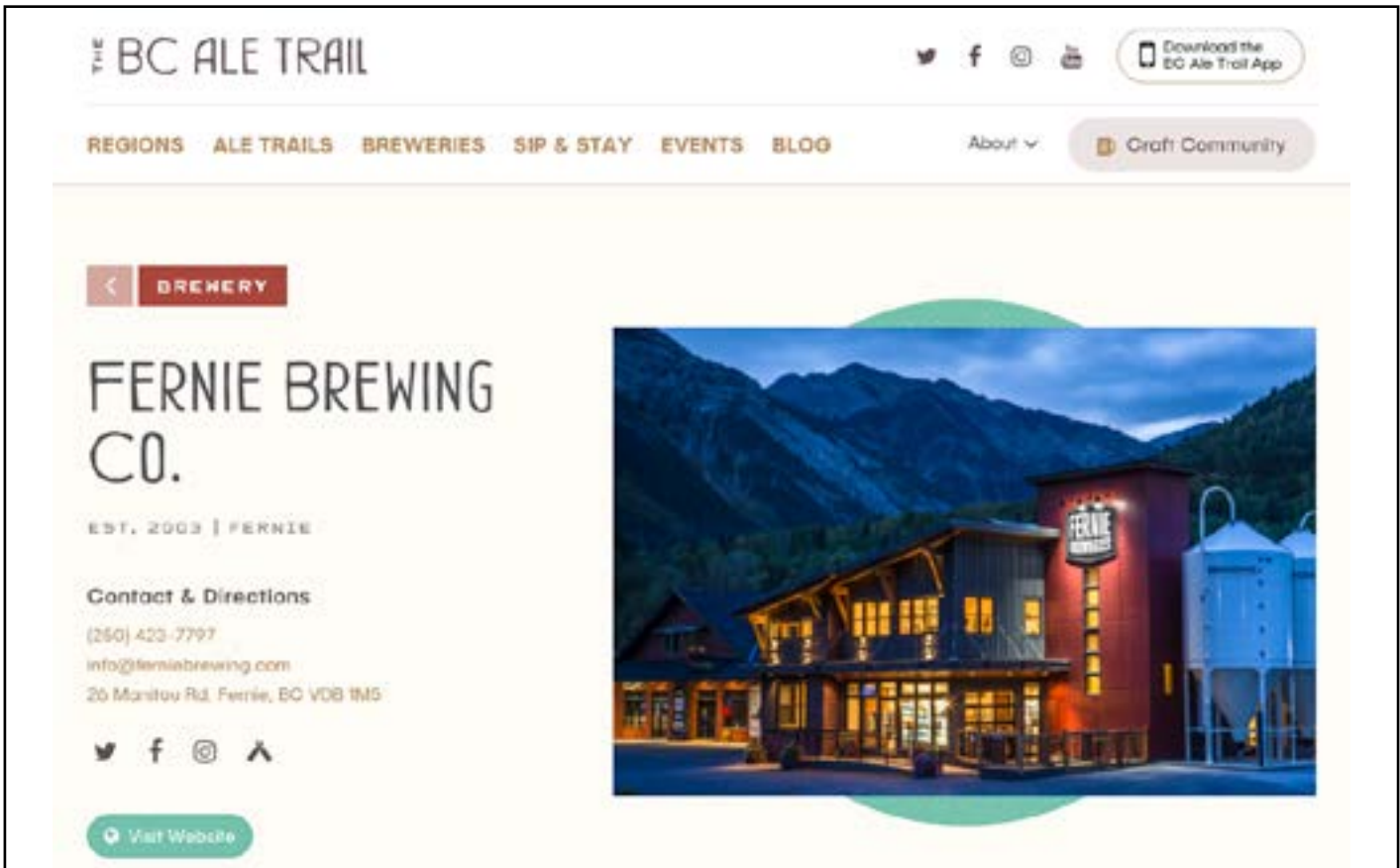


The BC Ale Trail

The BC Ale Trail ran a Sip & Stay vacation campaign showcasing bookable holiday packages that paired accommodation specials with craft beer experiences. This ran through October & November and had an overall campaign reach of over 12 million.

www.bcaletrail.ca

www.bcaletrail.ca/ale-trails/kootenay-rockies-east/



Fernie Central Reservations Sip & Stay

Fernie Central Reservations is a fully licensed Call Centre booking Fernie accommodations and holidays.

OFFER:

- Book a minimum 2-night stay and receive 20% off the nightly rate
- One complimentary Fernie Brewing Company 1.89L growler with fill
- Two Souvenir 16 Oz Fernie Brewing Beer Glasses



Fernie RV Resort / Fernie RV Resort

Looking for a beer-inspired getaway? Sip & Stay packages—targeted to craft beer lovers—are available until November 30. Packages pair discounted BC hotel accommodations with craft beer experiences and special offers. Bonus: You may even sample the new limited-edition EXPLORE BC Peach Farmhouse Ale, developed by six local craft breweries.

[SIP, STAY, AND SAVE](#)

Fishing BC

A digital campaign ran targeting Pacific Northwest, Ontario, California, and Colorado.

www.fishingbc.com



REFINE YOUR RESULTS

| | | | | |
|----------------|----------|----------------|---------|---------------|
| Body of Water: | Species: | Vacation Type: | Season: | Destinations: |
| Any | Any | Any | Any | Fernie CO |



Paddle BC

A new marketing sector under the DBC co-op program formed in 2022.

www.paddlebc.ca

PADDLE BC REGIONS EXPERIENCES WATERWAYS BLOG ABOUT

WELCOME TO THE CORE OF THE CANADIAN ROCKIES

Nestled near the southern end of the Canadian Rockies and alongside the Elk River, Fernie is a paddling playground, whether you simply want to float through the city from the North Bridge to the West Bridge, or you're looking for a guided whitewater excursion on some greater ferns. Rivers of note in the area including the Elk, the Bull and the Wigman and dozens of lakes, such as Maiden Lake located right in the heart of the city.

Featured waterways in Fernie

Here are some of the area's best bodies of water to dip into

BULL RIVER **ELK RIVER**

MEET THE SPECIALISTS FERNIE

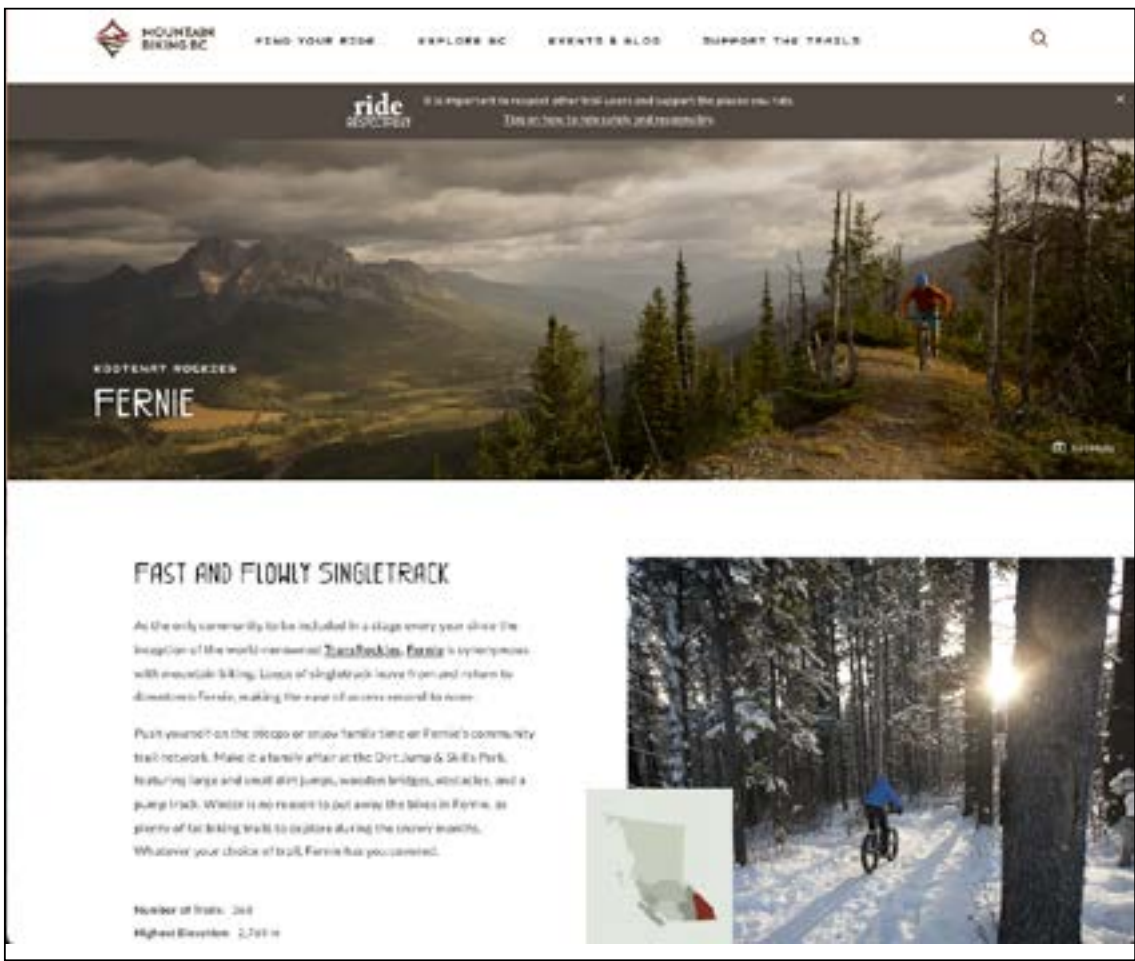
From guides and instructors to marina owners and sales reps, here are the people who will ensure you're not left up the creek without a paddle, you know.

I want to go

Mountain Biking BC

www.mountainbikingbc.ca

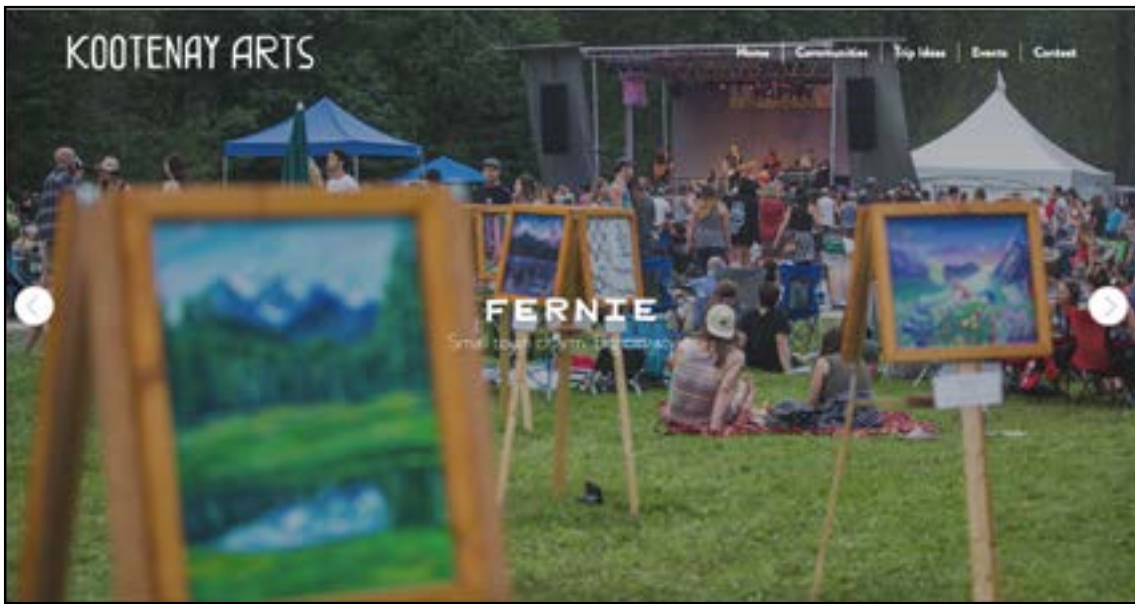
www.mountainbikingbc.ca/kootenay-rockies/fernie/



Kootenay Arts

www.kootenayarts.com

www.kootenayarts.com/communities/#fernie



Destination Weddings Campaign

As a growing boutique destination wedding location, Fernie is well positioned to attract year-round weddings thanks to the diversity of local businesses that can cater to the many needs of hosting such an important occasion. Fernie is also well positioned as a more affordable destination and a great place for stags and stagettes. Market focus is primarily Calgary and southern AB.

www.WeddingsInFernie.com



Scan QR Codes to watch the TV interview



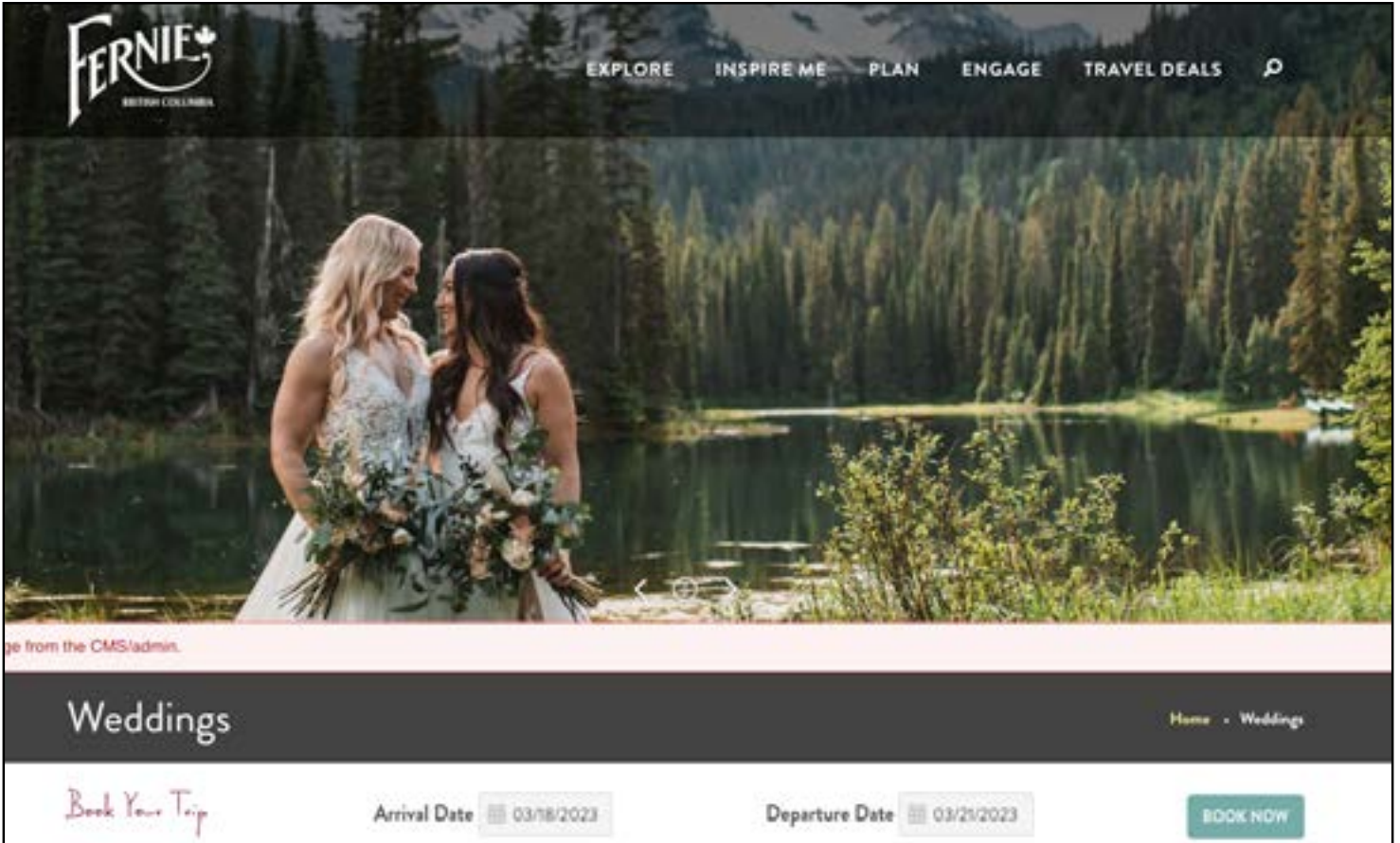
A Four Season Wedding Destination

Located in the spectacular Canadian Rockies and just a 3-hour drive from Calgary, Fernie is an authentic, boutique-style mountain wedding destination.

Plan your memorable day at one of the many scenic locations with the convenience and expertise of local wedding professionals.

WeddingsInFernie.com

Double page print ad in Avenue Calgary



TourismFernie.com/weddings



Wedding Campaign Editorial



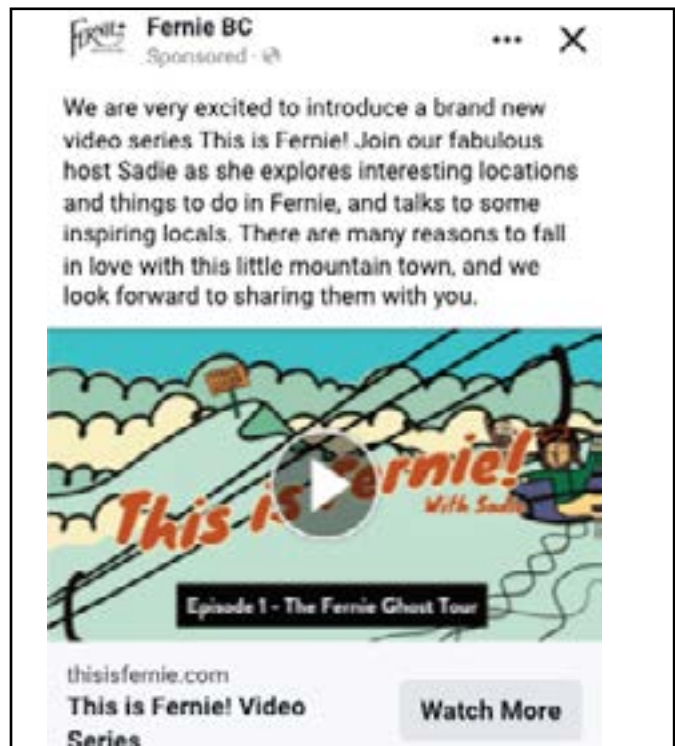
Wedding Campaign on Meta

Video Series: This is Fernie! with Sadie

Tourism Fernie has launched a brand-new video series with a local host and talent Sadie Rosgen, with the goal to celebrate the diverse community, showcase an array of experiences, as well as go behind the scenes in a light-hearted manner. Initial episode aired on Tourism Fernie's Youtube channel in November 2022 and at the time of printing this report two more were launched. There will be approximately 6 more episodes to come in 2023.

Opening animation was created by local talent Camille Pageau, videography by Danyal Taylor, production by Tourism Fernie.

Episode 1 Views: *Youtube channel 9,800+ | Meta 10,088*





FERNIE
ARTISAN BAKERIES

EXPLORE INSPIRE ME PLAN ENGAGE TRAVEL DEALS

This is Fernie! Video Series

Home - Galleries & Welcome - Video Gallery - This is Fernie! Video Series

Welcome to This is Fernie!

In this new travel video series, your local host Sadie will share all the reasons why she loves Fernie, British Columbia. She'll show you cool places to see, great things to do, show off unique stories and people, all in a fun, funny and inspiring way!

Episode 03 is out now and will introduce to you the amazing French bakeries and the people creating all the mouthwatering pastries.

This is Fernie! Episode 03 - Artisan Bakeries

This is Fernie! Episode 02

This is Fernie! Episode 01

Photography & Video Projects

Shooting new images and video footage is an annual priority given the importance of quality content, its ability to 'sell', and the extent of amazing experiences available and stories to tell in Fernie. The exceptional skill of our own team member Vince Mo, along with the image subscription program and project photoshoots with Nick Nault, Matt Kuhn and Aaron Hagen make for an on-going fresh inventory. Add the videography talent of Nick Nault and Dylan Siggers, and the many other local talents that grace our video challenge we in Fernie are blessed with amazing talent. Tourism Fernie also supports local video projects that will help raise the profile of the community to unique markets. Below is just a sample of what projects took place in 2022. Big thanks to all the biz and models!

<https://www.youtube.com/user/tourismfernie>



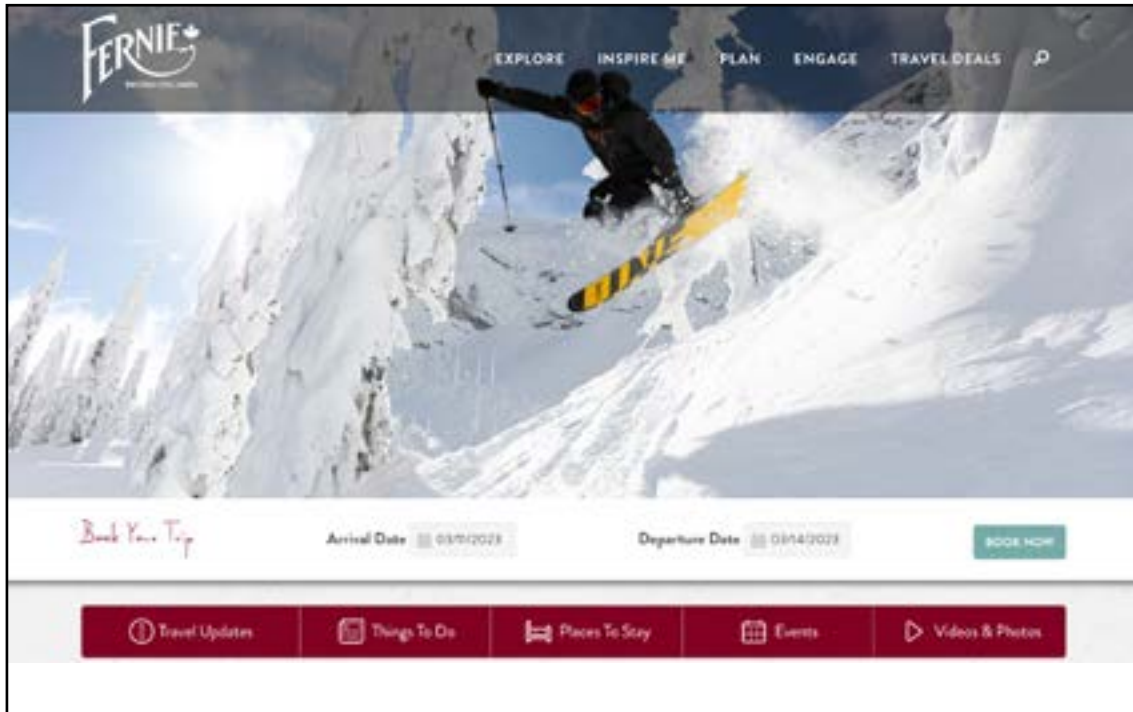




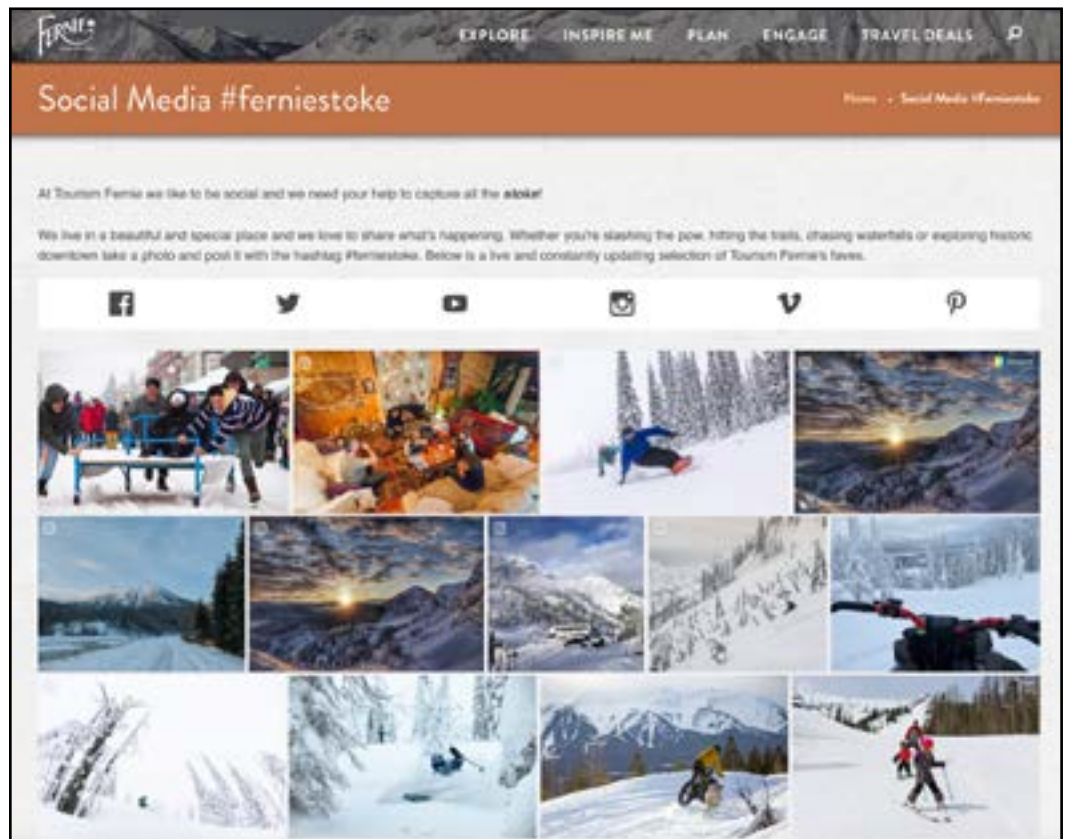
Website, Stories, Social Media Channels & UGC

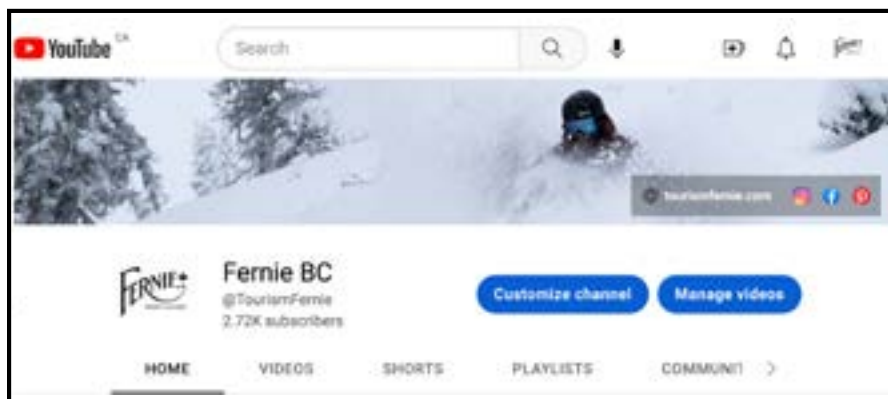
Tourism Fernie’s online channels allow us to tell Fernie’s story through written content, imagery, videos and more. TourismFernie.com sees thousands of visits monthly from out-of-town folks looking for details to plan a trip, get updates on what’s happening and simply get a feel for what our community has to offer. Our social media channels keep our fans and audiences continually aware of our scenic beauty, current events, suggested activities, latest dumps of snow or the beauty of changing seasons, local stories and specials, local people and much more.

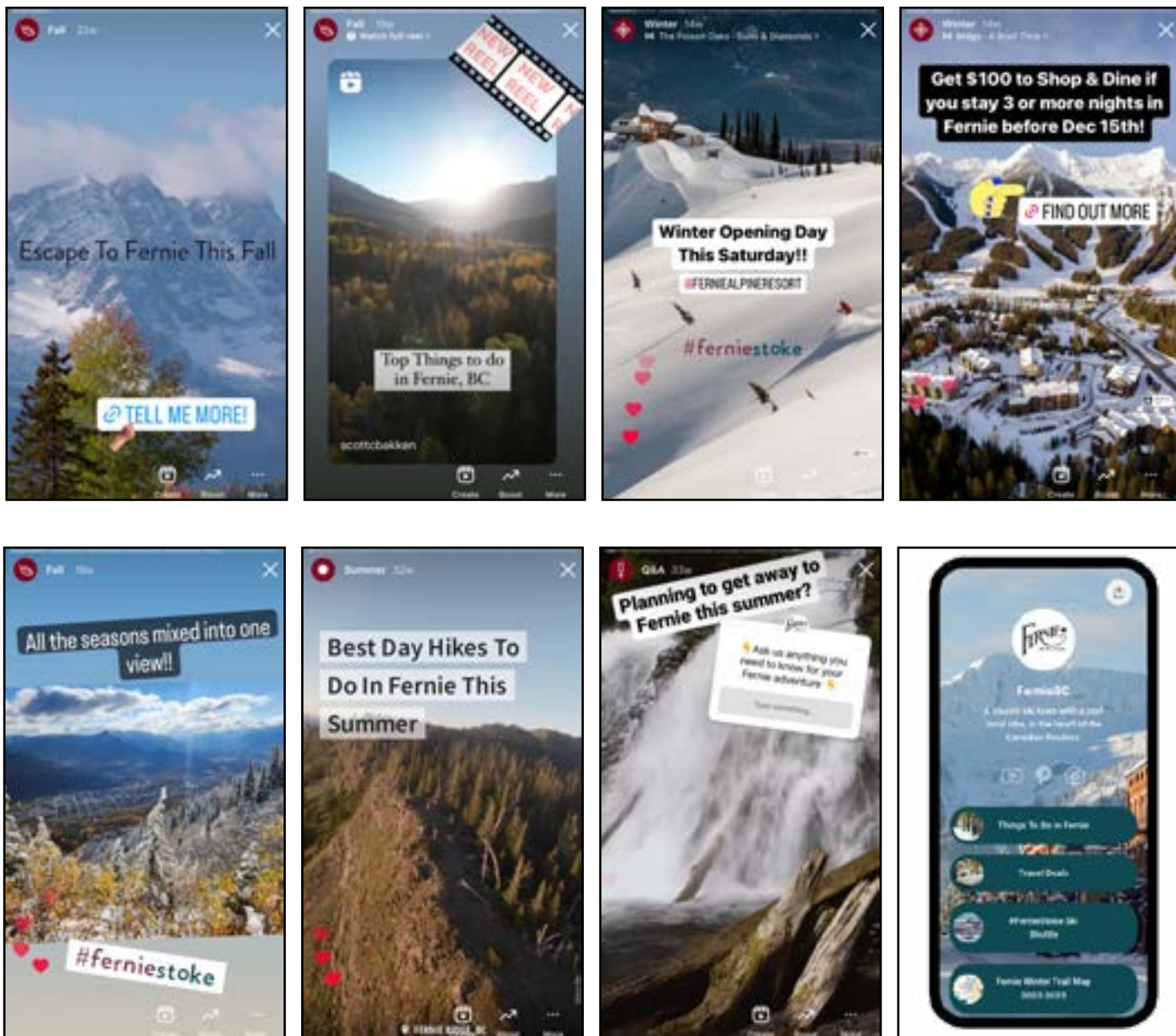
Website Visits: 36,149 / month Facebook Fans: 45,499 Instagram Fans: 21,609 YouTube Views: 246,514



Tourism Fernie’s website features a variety of UGC (User Generated Content) galleries through Crowdriff featuring real social media posts from locals and visitors. Like mini testimonials these galleries show true experiences on the ground which help show-off Fernie’s authenticity and fun!







Contests – Win a Trip in Fernie!

Tourism Fernie, in cooperation with member businesses, runs two annual contests (summer and winter) for a chance to win a trip to Fernie.

2022 Summer Contest

Prize:

- 2-night stay at Red Tree Lodge for 2
- 1-day Hike or Bike & Dine ticket for 2 at Fernie Alpine Resort
- \$100 gift card to spend on dining or shopping in Fernie at a member business of choice

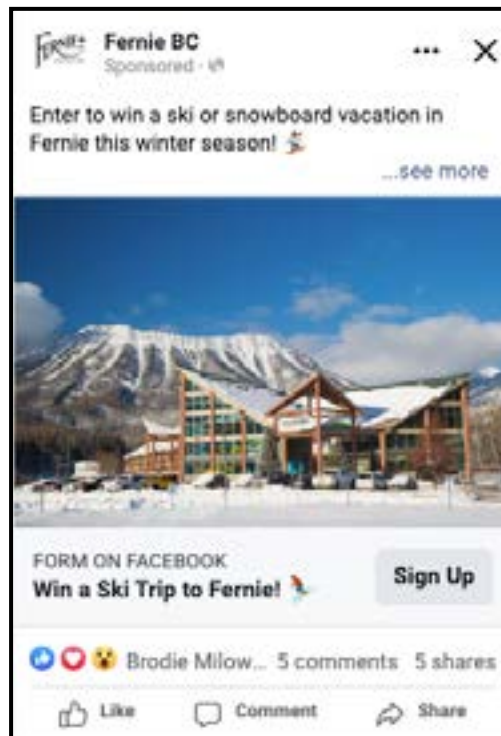
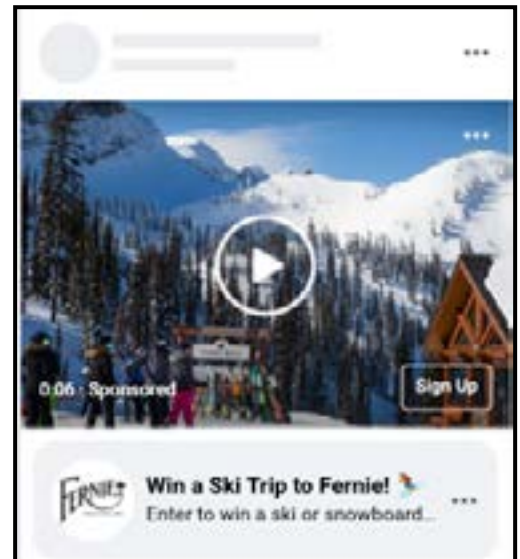
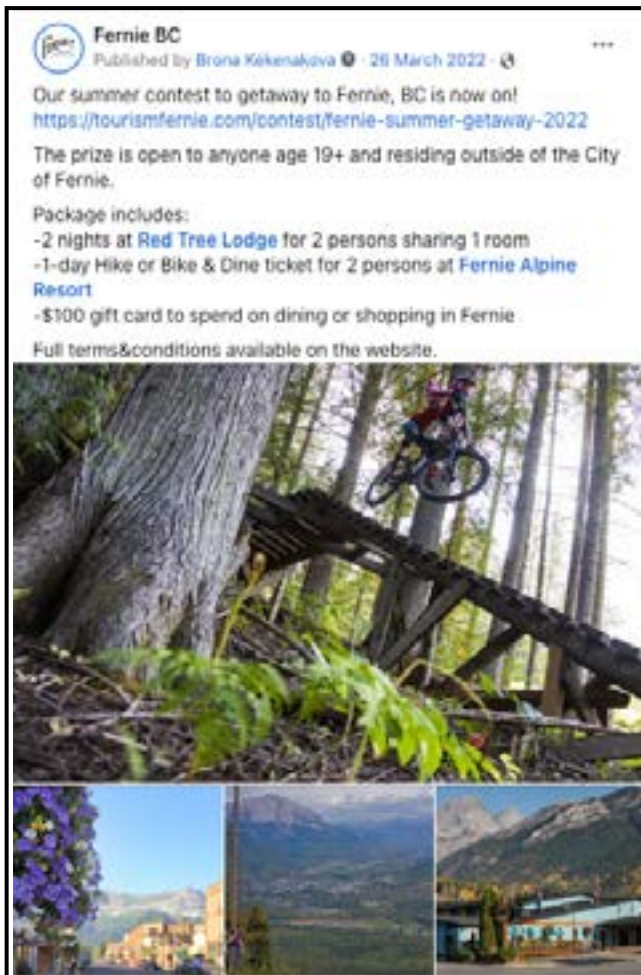
Online impressions: 5,680 | Number of contest entries: 866

2022 Winter Contest

Prize:

- 4-night stay at Fernie Stanford Waterslide Resort for 2
- 3-day ski pass at Fernie Alpine Resort for 2
- \$100 gift card to spend in Fernie at a member business of choice.
- 10-ride booklet for the #FernieStoke ski shuttle

Online impressions: 212, 919 | Number of contest entries: 5,704

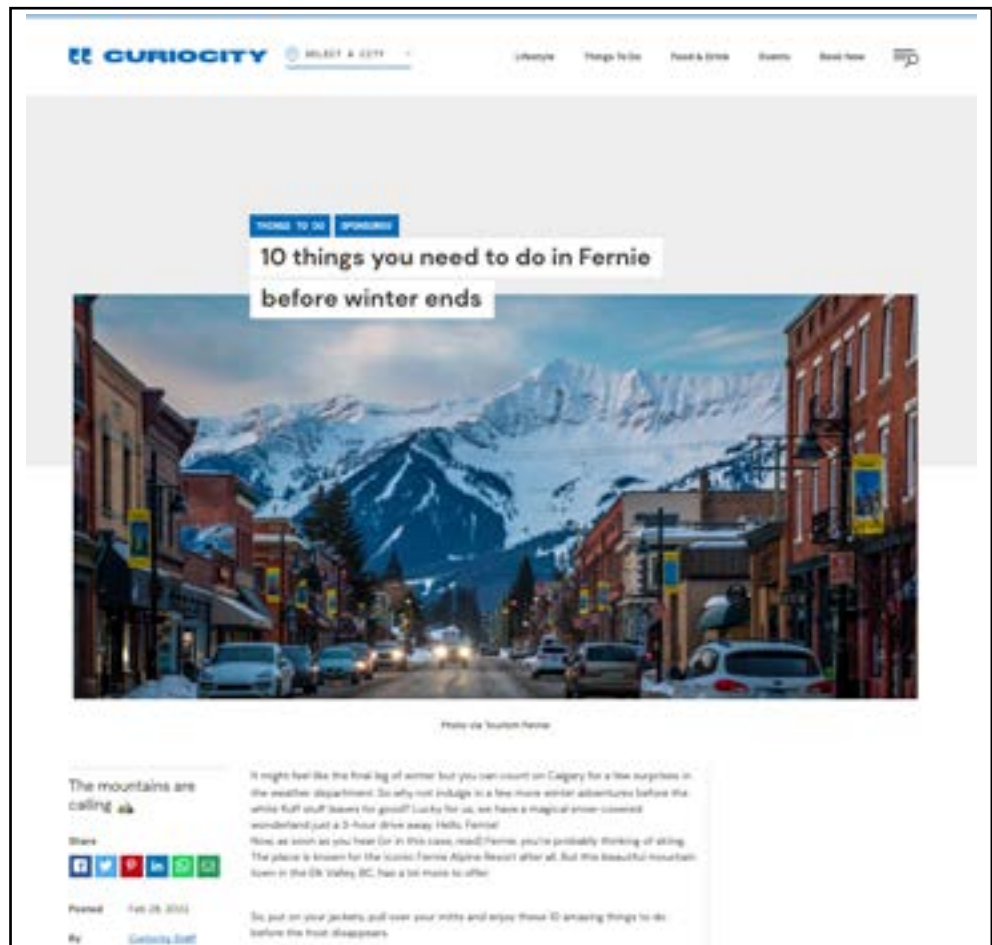


Media, Influencers, Partner & Travel Trade Initiatives

A continued and growing focus on hosting, supporting, and executing initiatives with media, influencers and travel trade partners, including attending Mountain Travel Symposium to connect with long-haul tour operators. As travel resumed around the world, Tourism Fernie welcomed back media from key long-haul markets, engaged in social influencer campaigns and supported the travel industry with agent trainings & product development. As follows are just some of the highlights from 2022!



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Curiosity 10 things winter



Scan QR Code to read the article

GETOUTTHERE GEAR REVIEWS RACE REVIEWS

TOP 20 outdoor adventures in Fernie



SHARE: [Twitter](#) [Facebook](#)

January 5, 2022 | 11:17 AM

This iconic BC mountain town is a four-season paradise

There are too many amazing things to do in Fernie, BC to count. But, to celebrate the new year, we decided to give it a shot. Here are 20 great activities to embrace in 2022 in this adventurous mountain town in the heart of the Canadian Rockies.

View this email in your browser

IMPACT 31 YEARS of Inspiration
MAGAZINE



Credit: Destination BC/Toby Star

Call of the Mountains

Sponsored Content

IMPACT Magazine was recently ON-LOCATION in Fernie, B.C. deep in the Elk Valley and we are thrilled to share our experience with you.

Only a three-hour drive from Calgary (and a beautiful one at that, featuring the spectacular prairie landscape and, at this time of year, the breathtaking fall colours), Fernie is a must-visit for anyone seeking a respite from city life.



Get Out There Summer

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Impact Magazine - Enewsletter

Scan QR Code to read the article

FFI BROUGHT TO YOU BY FLY FISHING INTERNATIONAL

Trout Town: Fernie, British Columbia

By Chris Sontella

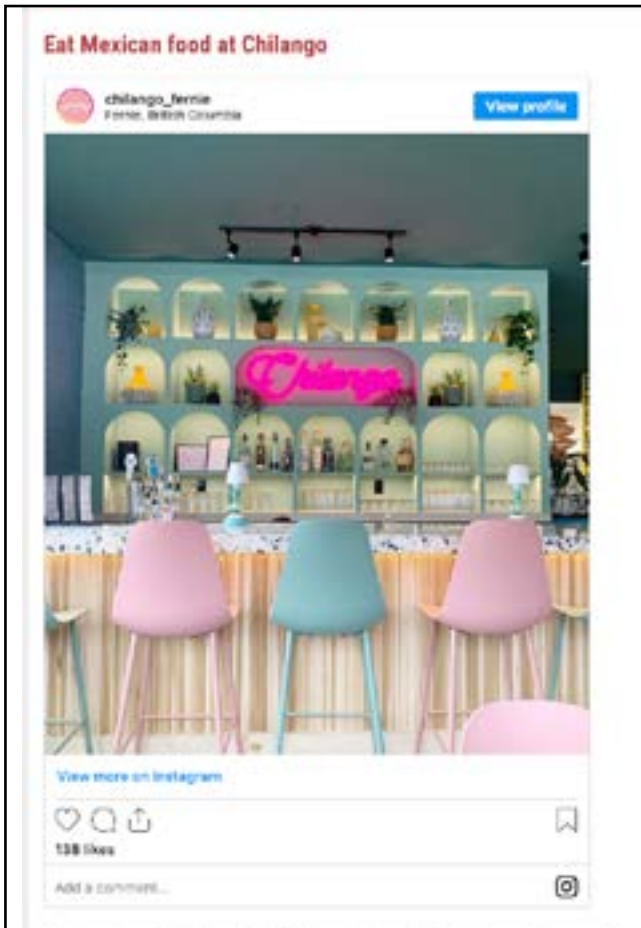


Photos by Vikas Sida



Trout Town - Fly Fishing

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Avenue Magazine - What to do in the mountains in August



Singletracks - Best Mountain Bike Destinations



The Amazing Race Canada





Radio Canada

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The Wall Street Journal - Winter

Travel Trade - CSP Webinar Australia



Funky Towns in BC

▶ **S01 E05 - Cool Communities in the Kootenays**

Snowbirds & RV Travelers by Perry Mack

by Steve Fennel Visit one or all, these BC mountain towns will keep you active and travelling all season. British Columbia is a province to visit at your own pace. It's impossible to explore every community in one season but an exciting start is Southeastern, BC, more specifically the Kootenays. Home to towering mountain ranges, including th ... **See more**

Aug 09 2022



Snowbirds & RV Trackers Podcast 2022

Scan QR Code to listen to podcast

2022年 (2022年) 是... 2022年 (2022年) 是... 2022年 (2022年) 是...



2022年 (2022年) 是... 2022年 (2022年) 是... 2022年 (2022年) 是...



Sohu.com - Fatbiking & Icebar



The Washington Post
Democracy Dies in Darkness

Trout abound around Fernie, British Columbia

By Chris Sanchez
August 18, 2022 8:14:33 AM EDT

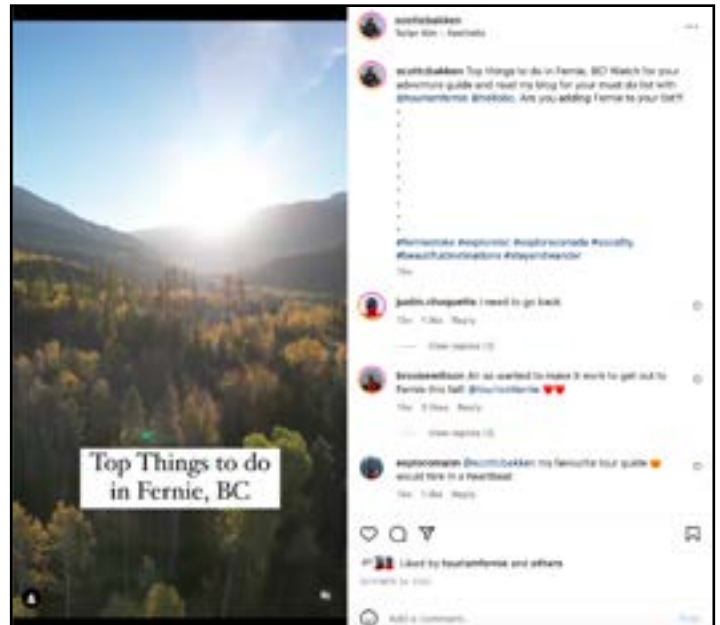
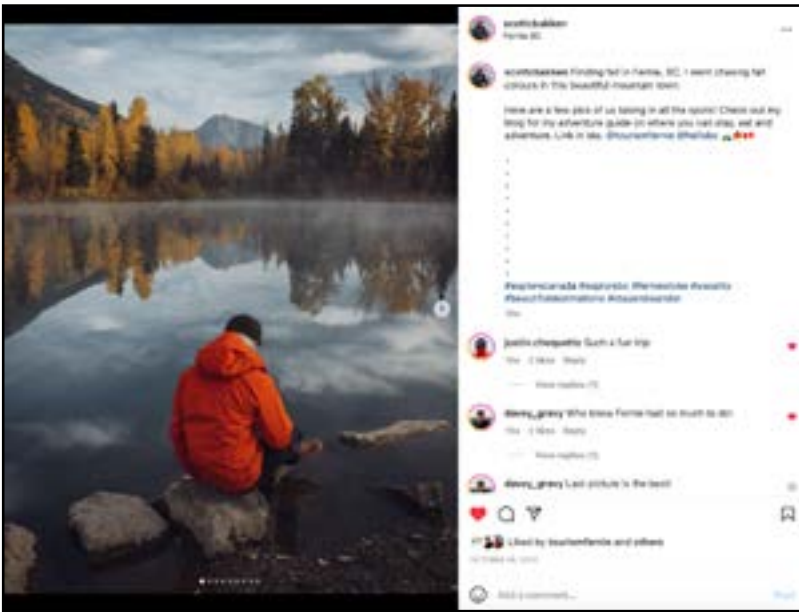


A cutthroat trout, a species native to the Cascade Range, about to be released by Michael Cook in British Columbia. (Chris Sanchez)



Washington Post

Scan QR Code to read the article



@scottcbakken (496K followers)





@swissclick_photography (107K followers)



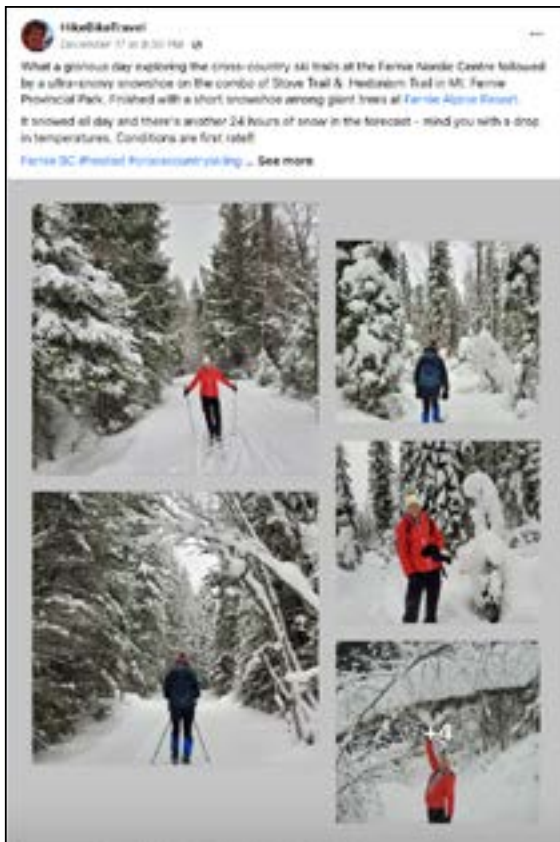
@motherpixels (64.5K followers)



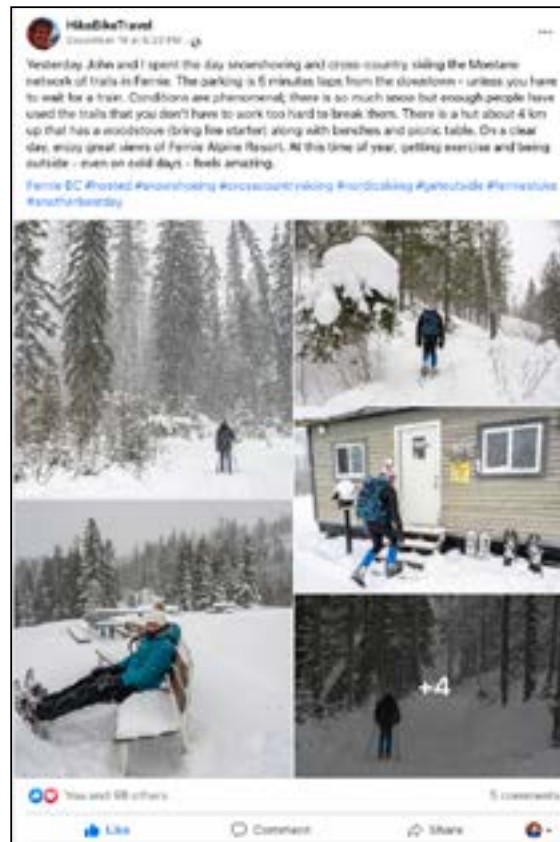
@borntobeadventurous (19K followers)

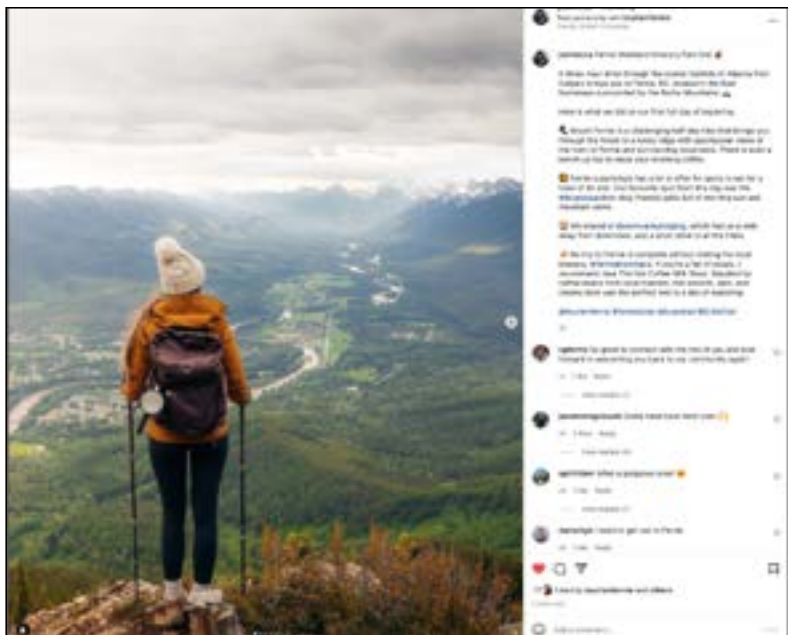


@bearfoottheory (58.5K followers)



@hikebiketavel (17.5K followers)





@joshmcca (40K followers)





LOCAL TOURISM SUCCESS & SUSTAINABILITY

VISION

A vibrant and sustainable tourism destination built on respect, collaboration and authenticity

MISSION

Working together to manage and grow tourism sustainably for the betterment of our community and our visitors

GUIDING PRINCIPLES

Together We Are Stronger

Dynamic and proactive community, First Nations, government, and industry collaboration is the foundation to Fernie's tourism success.

Businesses Thrive Sustainably

Year-round tourism supports business prosperity thereby helping address many industry challenges while building a more sustainable economy for Fernie.

Authenticity Grounds Us

Local experiences are grounded in Fernie's small-town charm, hospitality, mountain culture, arts, scenery, adventure, heritage and 100 years of welcoming a diversity of visitors.

Benefiting the Whole

Management, delivery and growth of tourism that benefits community and visitors alike.

A Respected Natural Environment

Respected and well-managed environment and landscape provides the foundation for Fernie's success in tourism.

Balance Sustains Us

We continually evaluate and seek a balance through our actions considering whether it is time to invite or manage, spend or save, communicate or listen, develop or protect/renew, act or reflect, and concentrate or distribute.

TourismPlanFernie.com