



Neve & Reese from the AmbassadorWILD Program showing off their new electric truck thanks to a provincial tourism grant.

TourismFernie.com



#ferniefstoke

Tourism Fernie Society

The following report highlights activities of Tourism Fernie over the 12 month period from January 1 to December 31, 2023.

Corporate Office

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Fernie, BC V0B 1M0
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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.



Image Credits: Vince Mo, Matt Kuhn and Nick Nault





Photo Credit: Matt Kuhn - Wapiti Music Festival 2023

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- 2024 Strategic Plan
- Fernie’s Tourism Master Plan
- Annual Reports since 2012



Message from the Chair

In 2023, contributions to GDP from the tourism industry in BC were above all other primary resource industries, with \$7.2 billion of value added to the provincial economy. The next closest industry was Mining at \$5.4 billion, then Oil & Gas, Agriculture & Fishing and last Forestry & Logging.

Provincial/Municipal tax revenue derived from tourism in BC equated to \$2.1 billion in 2022. It should therefore come as no surprise that tourism enjoys a favoured industry status in BC.

Across the Kootenay Rockies Region, Fernie saw the greatest % growth in 2023 accommodation revenues year-over-year. Fernie surpassed both BC and Canada in statistical comparisons.

In our local area, I am greatly encouraged by the growth of Tourism Fernie as well as the quality of growth. Growth is measured largely by the revenues generated from the traditional revenue source of the MRDT or hotel tax. This tax collects, from our visitors, 3% of the rate charged on all rooms as well as a similar amount from short term rental properties through various online accommodation platforms such as VRBO and AirBNB.

Lodging revenues in and around Fernie reached its highest point in its' history in 2023, at \$37,921,300, a 26% increase over 2022. This number is only for dollars spent on hotel rooms and short term rentals and does not include money spent in other businesses by those occupying the hotel rooms and other accommodation. This sharp increase was due to an 11% increase in occupancy, and a 7% increase in average daily room rate (ADR) over the year.

Looking back five years to 2018, the total revenue from purely MRDT sources was \$390,027. Our yearend for 2023 shows MRDT revenue of \$1,137,639, and our 2024 budget is anticipating hitting more than \$1,200,000. We believe that this growth will continue because of increased tourism demand and construction projects creating new inventory in 2024 and 2025. In parallel we are observing an increasing awareness with our accommodators that our Fernie brand will allow all accommodators to have the confidence to continue uniquely pricing their individual offerings to achieve increased ADR and revenue per available room night (RevPar). This increase in revenue translates directly into increased resources to Tourism Fernie for achieving its objectives.

On a separate and increasingly important track, we have made several structural changes to our organization to shift a significant amount of focus to destination management. What this means is identifying projects within the community which, if undertaken, will improve the customer experience by adding to activity choices or quality of experience. We have decided to set some money aside each year to provide seed capital for these types of projects. It is not intended that Tourism Fernie solely or forever fund the projects. We propose to participate in the origination of ideas and professionalizing the delivery of key pieces of tourism experiences and infrastructure.

Some projects that have already been undertaken using this model include:

- #Fernihstoke Shuttle
- Elk River Access Improvements
- Winter Grooming Collaborative
- AmbassadorWILD (provincial award winner)

Future program ideas include:

- Multi-Use Trail Masterplan
- Upgrading the Visitor Information Centre
- Transitioning the #Fernihstoke Shuttle into a provincially supported multi-purpose service
- Dinosaur & Fossil Trail.

We see destination management as an opportunity for significant growth in the community by identifying high quality programs that can attract private and public funding to enhance the tourism experience. This will provide a stream of recurring investment back to the community to drive business success.

Looking at our future, I see steady growth in the traditional marketing revenue by collection of the MRDT tax, as well as the new opportunities afforded by the destination management track. It is the destination management which I see as the growth engine with the traditional revenue being the cash source to achieve predictable growth.

It is also important to recognize that not everyone is keen on tourism growth, or growth of any kind for that matter. It is true that, like all growth, it comes with changes that are not viewed by all our Fernie and area residents as positive. We are sympathetic to this inherent tension and will work to ensure that we engage and listen to not only our members but to the community at large.

Thanks to all our members and the community for the support shown to us over the last year. We strive to earn your trust and respect.

We are also very proud of our growing professional staff without whom we would have nothing to celebrate.

Reto Barrington
Chair



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.

2023 Goals & Strategies

Increase MRDT and local ADR by 10%

- Execute effective and inspiring marketing campaigns for all four seasons with a focus on high-yield markets, content creation initiatives and innovation.
- Increase the acquisition and use of data to enhance marketing effectiveness.
- Increase member relations and communications to enhance/grow product offerings, packaging, incentives and rates.

Continue to support and execute destination management and development priorities/initiatives that support tourism sector growth and sustainability.

- Lead, partner, evolve and execute the Tourism Master Plan and its actions.
- Build stronger and more effective member and stakeholder relations and partnerships.
- Continue communications within the community about tourism and the importance of tourism.

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.

Develop & Initiate the 5-Year MRDT Renewal

- Develop process/plan for the upcoming MRDT renewal.
- Review current 5 Year Plan (2020-2024) and develop recommendations for next 5-year plan.
- Consult with industry on the process and needs/focus areas for next 5-year plan

Board of Directors & Staff for 2023

Board of Directors

Reto Barrington – Chair
Fernie RV Resort

Jeremiah Pauw – Vice Chair
Fernie Fox Hotel

Mark Ormandy – Treasurer
Fernie Alpine Resort & Slopeside Lodge

Jon Ward - Secretary
Red Tree Lodge

Sadie Howse
Raging Elk Adventure Lodge

Sydney Salvador
The Chopstick Truck

Andrew Hayden
Fernie Distillers

Alan Young
Personal Real Estate Corporation & Sotheby's
International Realty Canada

Dave Hozjan
Elk River Mountain Homes

Board Liaisons

Wendy McDougall
Fernie Chamber of Commerce

VACANT
City of Fernie

Staff

Executive Officer
Jikke Gyorki

Media, Travel Trade & Projects Manager
Christine Grimble

Destination Management & Development Manager
Corien Sieders - Started December 2023

Marketing Manager
Brona Kekenakova

Administration & Marketing Coordinator
Rebecca Hall

Social Media Coordinator & Staff Photographer
Vince Mo - Until March 2023

Social Media, Content & Digital Marketing Coordinator
Emily Williams - Started August 2023

Seasonal Staff

AmbassadorWILD™ Program Manager
Gabriel Cote-Valiquette

AmbassadorWILD™ Program Coordinators
Neve Richards
Reese Pagnucco



Jikke Gyorki



Christine Grimble



Brona Kekenakova



Corien Sieders



Rebecca Hall



Emily Williams



Vince Mo



Thank you for everything Vince! We'll miss you!



AmbassadorWILD team staff: L-R Gabriel Cote-Valiquette , Neve Richards, Reese Pagnucco

2023* Members & Partners

- | | | |
|--|---|---|
| 1. Alan Young PREC | 53. Fernie Alpine Springs | 106. McDonalds |
| 2. Alpine Lodge | 54. Fernie Arts Coop | 107. McKenzie Jespersen Photography |
| 3. Alpine Trails Mountain Community | 55. Fernie Brewing Company | 108. Miner's Mud |
| 4. Andres Fly Fishing | 56. Fernie Catering Co. | 109. Moonlight Flowers & Boutique |
| 5. Annex House | 57. Fernie Central Reservations * | 110. Mountain Addicts |
| 6. Anything Goes Event Series | 58. Fernie Chamber of Commerce | 111. Mugshots |
| 7. Ascent Helicopters | 59. Fernie Distillers | 112. Mnter Design & Build |
| 8. Beanpod Chocolate, Coffee & Gelato | 60. Fernie Fox Hotel * | 113. Nevados |
| 9. Beartooth Media | 61. Fernie Golf Club | 114. Nick Nault Photography & Videography |
| 10. Best Western Plus Fernie Mountain Lodge * | 62. Fernie Heritage Library | 115. Nonstop Adventures |
| 11. Big Bang Bagels | 63. Fernie Lodging Company * | 116. Parastone Developments |
| 12. Birch Meadows Lodge * | 64. Fernie Mountain Bike Club | 117. Park Place Lodge * |
| 13. Blackstone B&B | 65. Fernie Mountain House | 118. Patti's Party Tent Rentals |
| 14. Blue Toque Gastro Diner | 66. Fernie Mountain Sanctuary | 119. Powder Mountain Lodge * |
| 15. Bow River Guiding | 67. Fernie Nordic Society | 120. Raging Elk Adventure Lodging * |
| 16. Bramasole Restaurant & Wine Bar | 68. Fernie Pets Society | 121. Red Tree Lodge * |
| 17. Bridge Bistro | 69. Fernie RV Resort * | 122. Regional District of East Kootenay |
| 18. Bull River Adventures | 70. Fernie Snowmobile Association | 123. Resort Tours |
| 19. Canadian Powder Tours | 71. Fernie Stanford Waterslide Resort * | 124. Ridetheory |
| 20. Canadian Tire | 72. Fernie Trails Alliance | 125. Rockies Law LLP |
| 21. Canadas Best Value Inn * | 73. Fernie Wilderness Adventures | 126. Rooftop Coffee Roasters |
| 22. Canyon Raft Company | 74. Freshies Fernie Cafe | 127. Royal Canadian Legion #36 |
| 23. Cast Iron Grill / Cooks Catering | 75. Freshwater Fisheries Society of BC | 128. Rusty Edge |
| 24. Chilango | 76. Freyja Kootenay Boutique | 129. Savage Marketing |
| 25. Cirque Restaurant | 77. Gearhub | 130. Ski Base |
| 26. City of Fernie | 78. Ghost rider Motorsports | 131. Slopeside Lodge * |
| 27. Claris Media | 79. Ghost rider Trading Co. Ltd | 132. Snow Valley Lodging * |
| 28. Coal Creek Heritage Society | 80. Giv'Er Shirt Works | 133. Spa 901 |
| 29. Coal Town Goods | 81. Griz Inn RMC Rentals * | 134. Spirits Cold Beer & Wine Store |
| 30. College of the Rockies | 82. Happy Cow Ice Cream | 135. Stag Leap Running Co. |
| 31. Columbia Basin Trust | 83. Hike Fernie | 136. Starbucks |
| 32. Cornerstone Lodge * | 84. Himalayan Spice Bistro | 137. Stemhouse Floral Studio |
| 33. Dairy Queen | 85. Hipgnosis Media | 138. Straight Line Bicycles |
| 34. Danyal Taylor Film & Photography | 86. House of Gato | 139. Sunco Communication & Installation |
| 35. David + Katie Photography | 87. Interior Envy | 140. Sushiwood |
| 36. Destination British Columbia | 88. Island Lake Catskiing & Summer Activities | 141. Tara Hill Studios |
| 37. Earth's Own Naturals | 89. Island Lake Lodge * | 142. TECK |
| 38. Edge of the World | 90. Island Lake Restaurant | 143. The Brickhouse |
| 39. Elk River Alliance | 91. Jamie Inman Photo | 144. The Chopstick Truck |
| 40. Elk River Guiding | 92. Kootenay Aboriginal Business Development Agency | 145. The Fernie Taphouse |
| 41. Elk River Mountain Homes | 93. Kodiak Lounge | 146. The Free Press |
| 42. Elk Valley Adv & Dirt Riders Society | 94. Kootenay Fly Shop & Guiding | 147. The Green Petal |
| 43. Elk Valley Furniture Studio | 95. Kootenay Rockies Tourism | 148. The Pub & Bistro Restaurant |
| 44. Elk Valley Pizza Shoppe | 96. Le Bon Pain, C'est La Vie Bakery | 149. The Royal Hotel/Castleavery |
| 45. Elk Valley Rentals | 97. Legends Restaurant | 150. Three Sisters Day Spa |
| 46. Elk Valley Snow Shepherds | 98. Le Grand Fromage | 151. Tipple Craft Beer Wine Spirits |
| 47. Elk View Lodge * | 99. Lilac Media | 152. Tunnel49 |
| 48. Enchanted Esthetics | 100. Lizard Creek Lodge * | 153. Vogue Theatre |
| 49. Falling Star Ski House | 101. Loaf | 154. Wakita |
| 50. Fernie & District Arts Council (The Arts Station) | 102. Lunchbox | 155. Wapiti Music Festival |
| 51. Fernie & District Historical Society (Fernie Museum) | 103. Mantra Spirit Studio | 156. Weir Boondocking |
| 52. Fernie Alpine Resort | 104. Marilyn Brock Realty | 157. Wildsight |
| | 105. Matt Kuhn Photography | 158. Yamagoya |



Become a Member of Tourism Fernie

- Only \$200 + 5% gst per year
- Be represented under the destination brand, support local tourism, partner on initiatives & 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

New members for 2024!

1. BarBurrito
2. Elevated Rentals Fernie
3. Elk Valley Catering
4. Fantastic Stays / Beyond BnB
5. New Dawn Developments

Financial Summary

Tourism Fernie Society has now completed 17 years of operation and over that time has spent over \$12 million dollars executing its annual strategic plans. Every fall season staff develop the annual plan and budget for review, edits and approval by the Treasurer and Board of Directors prior to provincial submission.

Tourism Fernie's 2023 budget was focused on:

- Increasing MRDT revenues primarily through marketing and communication initiatives.
- Further executing and building on destination management and development projects.
- Continuing to leverage additional partners and funding for destination management and development projects.
- Preparing for the five-year renewal of the MRDT as required by the Province of BC in 2024.

For the fiscal year ending December 31, 2023, Tourism Fernie's financial highlights and notes are as follows:

- The goal of a 10% increase in MRDT was surpassed by an increase of 26% over 2022.
- TC Energy's Foothills Pipeline Project initiated in 2022 continued its 2nd year with hundreds of workers in town and another \$150,000 to Tourism Fernie to cover planned MRDT losses. The intention of these funds are to support destination management and development projects over the next few years.
- Overall revenues were 4% above budget and expenses were 5% below budget. The most notable variations were the higher MRDT revenues, lower destination management revenues and expenses, and higher marketing expenses.
 - Due to the higher MRDT revenues, the board motioned to invest more into marketing in the last quarter of the year.
 - \$214,387 of new destination management grants was received in 2023 from Canada Summer Jobs, Ministry of Transportation, and the Ministry of Tourism, some for multi-year projects. Any unspent funds were move the deferred revenues.
 - Due to delays in land use permits and approvals from government related to the Elk River Access Improve ments project many infrastructure initiatives were pushed into 2024 thus the decrease in revenues and expenses for destination management/development. As such the grant funds already received but yet not spent were also moved to deferred revenues.

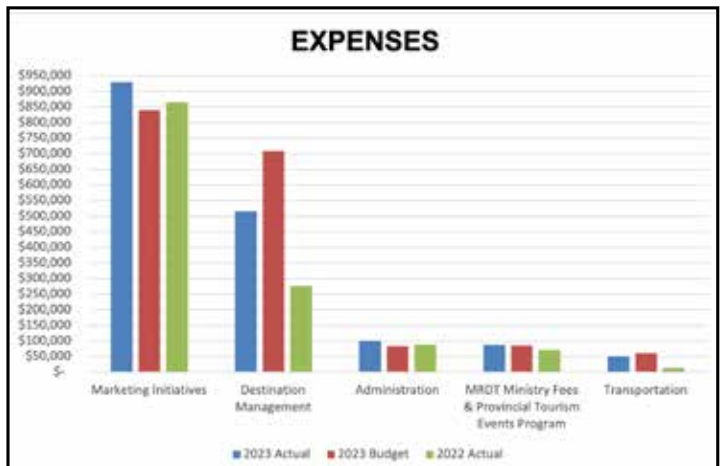
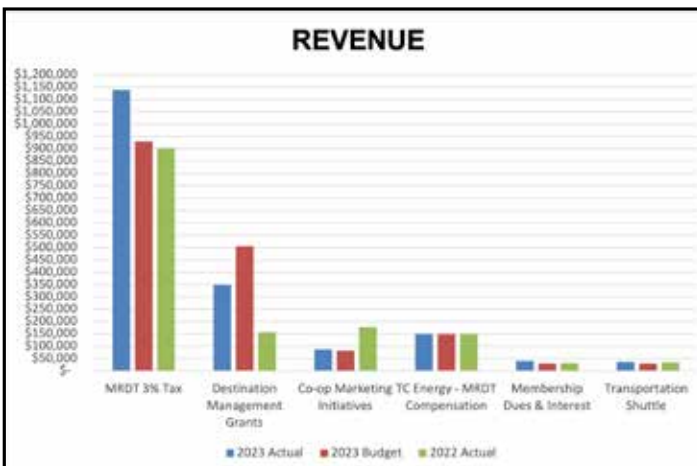
- The Board of Directors conducted a thorough review of employee benefits and wages given the cost of living and challenges in hiring quality individuals. As such there was an increase in human resource expenses starting in fall. Through summer and fall the Board worked with the Executive Officer to develop a new position, a Destination Management & Development Manager. This position was filled in early December.

- Tourism Fernie made a capital purchase, with tourism grant funding, of a 2023 Ford F150 Lightning truck for the AmbassadorWILD program. The electric truck cost over \$100,000 but will be amortized following standard accounting practices.
- Board of Directors approved an increase from \$54,000 to \$100,000 for the Operating Reserve. An internally restricted fund to be used for an orderly winding up of the society should it be put in a position where revenue is no longer sufficient to meet the society's objectives.
- The financial team (EO, Treasurer & Bookkeeper) worked to make the balance sheet clearer in terms of restricted and unrestricted net assets. Where restricted captures any surplus MRDT and unrestricted captures any revenue acquired and not yet spent, and with no spending criteria, such as the TC Energy funds.

Tourism Fernie remains financially strong at the end of 2023 with \$101,492 held in a restricted operating reserve, \$178,389 in restricted net assets, and \$300,000 in unrestricted net assets. This is separate from the \$392,238 in deferred revenues from received multi-year grants still to be spent. The Board of Directors have again approved a more aggressive budget for 2023.

Understanding the 3% 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 as the 'Eligible Entity') to execute tourism marketing, programs and projects.



2023 Audited Income Statement ACTUAL

Revenue	Revenue %	\$ Amounts
MRDT 3% Traditional	44	799,374
MRDT 3% OAP (Airbnb/VRBO/Other)	19	338,265
Co-op Marketing Initiatives	5	87,309
TC Energy	8	150,000
Destination Mgmt Grants	19	349,103
Membership Dues & Interest Income	2	41,474
Transportation #Fernihstoke Shuttle Advertising	2	36,966

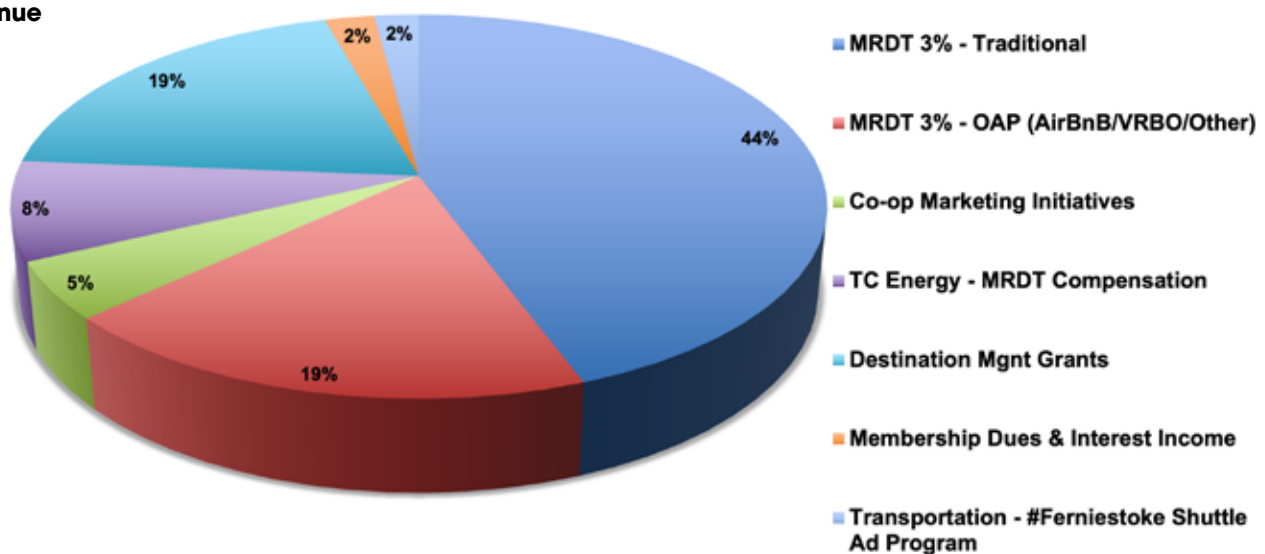
1,802,491

Expenses	Expense %	\$ Amounts
Marketing Initiatives	55	930,112
Destination Management Initiatives	31	516,425
Administration	6	101,830
Transportation / Shuttle Subsidy	3	51,170
MRDT Fees & Prov Tourism Events Program Fees	5	87,030

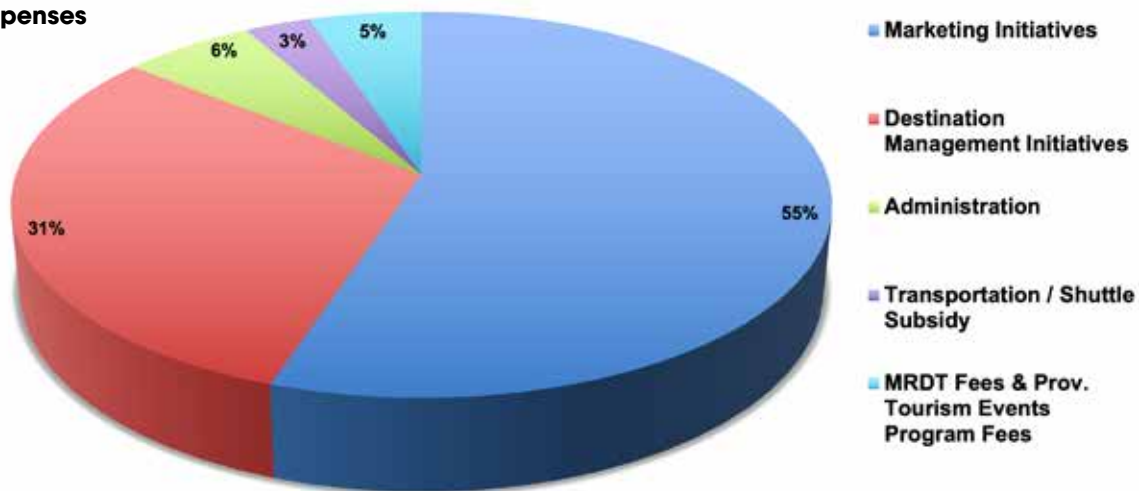
1,686,567

Excess Revenues 115,924

Revenue



Expenses



2024 Budget - January to December

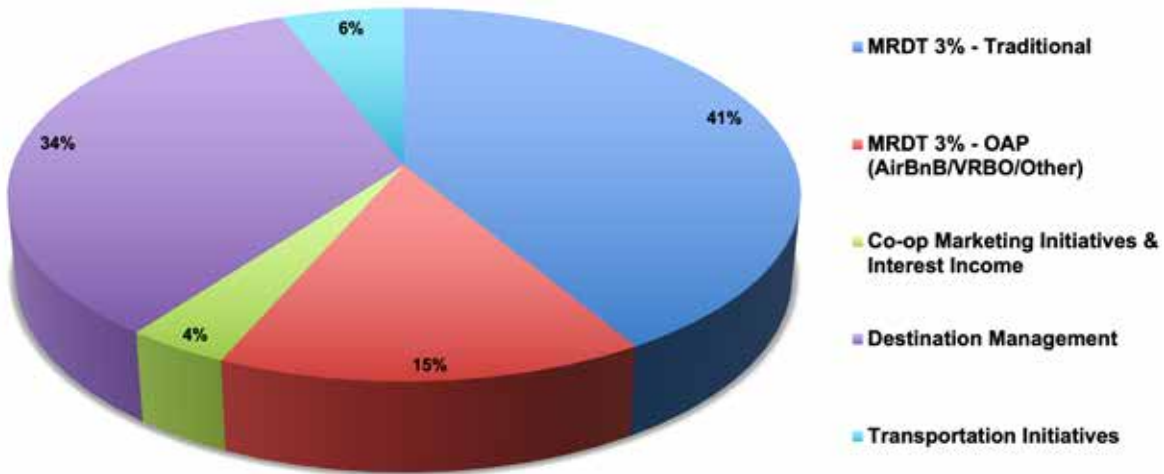
Revenue	Revenue %	\$ Amounts	Expenses	Expense %	\$ Amounts
MRDT 3% - Traditional	41	880,000	Marketing Initiatives	43	967,535
MRDT 3% - OAP (AirBnb/VRBO/Other)	15	320,000	Destination Mgmt Initiatives	40	903,109
Co-op Marketing Initiatives & Interest Income	4	77,275	Administration	6	123,919
Destination Management	34	720,000	Transportation Initiatives	6	144,650
Transportation Initiatives	6	125,000	MRDT Fees & Tourism Events Program Fees	4	92,000

2,122,275

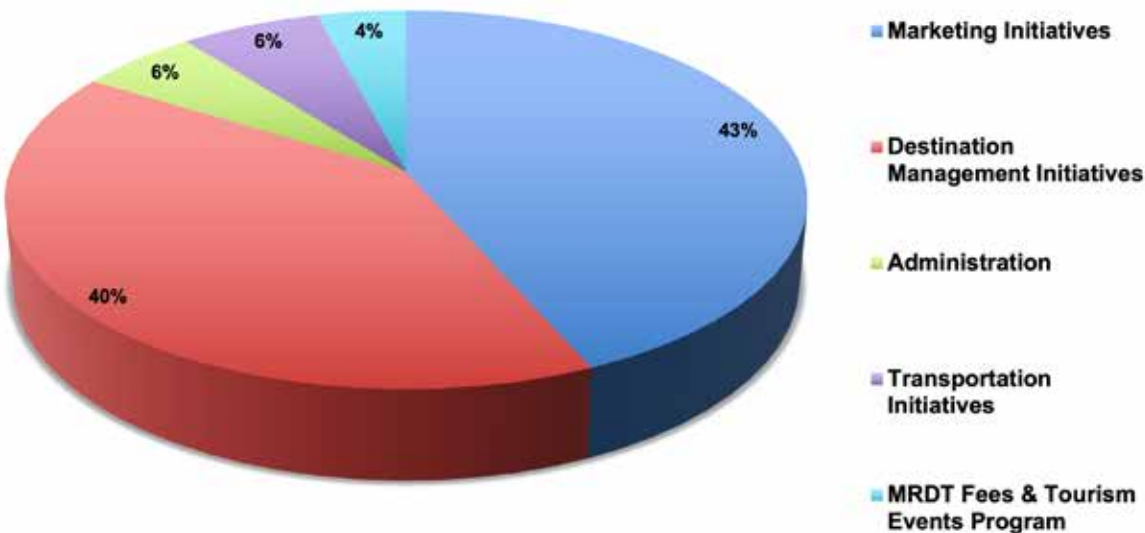
2,231,213

Planned Funds from Reserve/Surplus (108,938)

Revenue



Expenses



Summary of Tourism Fernie's 2023 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 2023 Strategic Plan, as listed on page 5.

These activities and initiatives fall under three categories:

Administration (6% of expenses)

Operations, finances, planning, board governance, reporting and human resources related to executing administration activities.

Destination Management & Development (34% of expenses)

Initiatives and human resources specific to industry support, learning and communications, stakeholder relations, tourism and consumer research and metrics, Tourism Master Plan actions, visitor transportation, sustainable tourism, experience enhancement and development, tourism infrastructure projects (grant funded), AmbassadorWILD program.

Marketing (55% 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 three office spaces in the Fernie Chamber of Commerce & Visitor Centre building at 102 Commerce Road.
- Tourism Fernie consists of six full-time employees, the Executive Officer, three Managers and two Coordinators. In March 2023, Vince Mo departed the organization after over six years with Tourism Fernie in the role of Social Media Coordinator & Photographer. In August 2023, Emily Williams started in the revised role of Social Media, Content & Digital Marketing Coordinator.
- The Board of Directors with the Executive Officer conducted a thorough review of staffing needs, wages and benefits during spring and summer 2023 resulting in an increased budget for human resources and the development of a new managerial position to support Destination Management & Development initiatives. In December 2023, Corien Sieders was hired for the new position. Corien came with extensive experience in the local tourism sector.
- 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 / October and the annual general meeting in March / April. Tourism Fernie submits its approved annual plan and budget to the Province of BC as required by November 30th, and its annual report by May 31st.
- Every five years Tourism Fernie undergoes a process to develop a 5 Year Business Plan that includes renewing the 3% MRDT for another five-year term. This process began in late 2023 for formal submission to the Province by May 1, 2024.
- Tourism Fernie held its annual general meeting on April 4, 2023 at the Fernie Golf Club with 85 members and stakeholders present to review and approve 2023 report, audited financials, and the new board of directors. The 2023 audit was completed by GPI Accounting.

2023 MRDT Stakeholder Survey of 2022 Programs

Tourism Fernie's Annual MRDT Stakeholder Satisfaction Survey, a requirement of the Province of BC, was sent to 151 stakeholders in Tourism Fernie's Industry database. The purpose of the survey is to 1. Assess the level of awareness of Tourism Fernie's activities, 2. Assess the level of satisfaction with the use of MRDT funds. The survey, managed by The Web Advisors, took place in spring of 2023 after the Annual General Meeting and had a 36% response rate. Key results, insights and observations are detailed below.



Key Insights & Observations for Tourism Fernie from Survey Results

- Support for Tourism Fernie's current sustainability initiatives and importance of continuing and growing organization's role and initiatives in sustainability, responsible travel and behaviour, conservation and communications.
- Continue and grow support for tourism infrastructure and amenities projects that support visitation and the visitor experience (trails, river, parking, trailheads etc).
- Expand support for tourism events, festivals, sporting events and animation initiatives that support visitation and the visitor experience.
- Growing marketing and support for arts, culture, heritage, LGBTQ, inclusive, film tourism & experiences.
- Helping to identify and develop options for things to do when the weather is an issue (cold, heat, rain, smoke, lack of snow, etc).
- Continue to support access and transportation initiatives, travel media and travel trade with long-haul market development.
- Fernie needs a big new attraction.
- More business/marketing learning programs like the ULearning initiative
- Cohesive community brand development. Importance of Fernie's authenticity and story. Importance of working together.
- Continuing to grow shoulder season business.
- Growth in accommodation business wasn't standard across other tourism businesses. TC Energy filled many rooms but many workers couldn't and didn't shop, dine and do activities like many visitors do, so some local businesses didn't meet their financial goals for the year.

A Few Final Comments from Stakeholders about Tourism Fernie

- "Thanks for all you do."
- "Fantastic group of people to work with."
- "Keep up the great work Tourism Fernie"
- "Great work, and thank you for the survey."
- "It may be time to examine tourism's impacts on the community and environment. Ever-increasing tourism numbers are not sustainable without the infrastructure in place to handle it."
- "In my opinion, optically, it seemed like TF was supporting the pipeline project here and the strain it's putting on everything. I was confused by this, its hurt tourism, I expected more of a fight to push them to stay somewhere else. Just my thoughts. Maybe TF did, but optically it seemed like they were happy and trying to convince me that I should be happy. The pipeline project is hurting my business."

Destination Management & Development

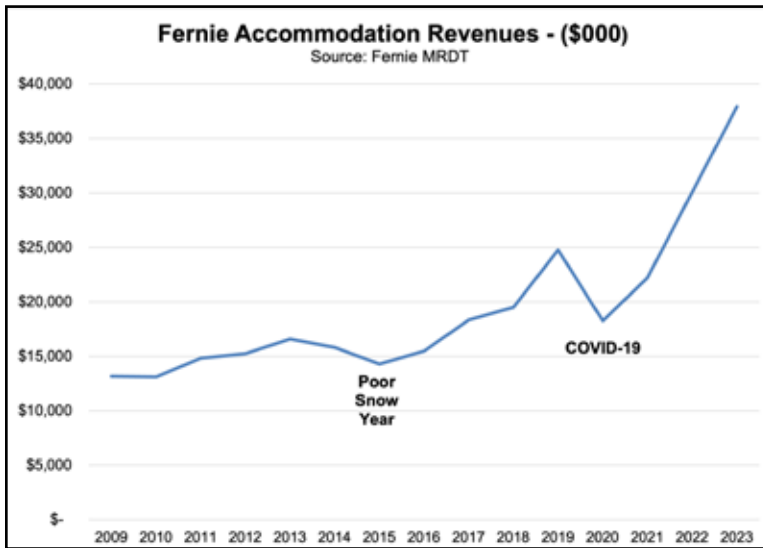
Industry Metrics & Insights

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 2023, as shown in Chart 1, surpassed expectations at 26% above 2022 and 53% above 2019. The increase is 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. Tourism Fernie has continued to increase marketing focus on the shoulder seasons, spring and fall. This combined with strong corporate travel business in the shoulder seasons has increased room revenues during these typically softer months of the year.

1. 2023 Spring Season (April – June)
 - a. 26% over 2022
 - b. 68% over 2019
2. 2023 Fall Season (Sept – Nov)
 - a. 51% over 2022
 - b. 85% over 2019

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

Chart 2

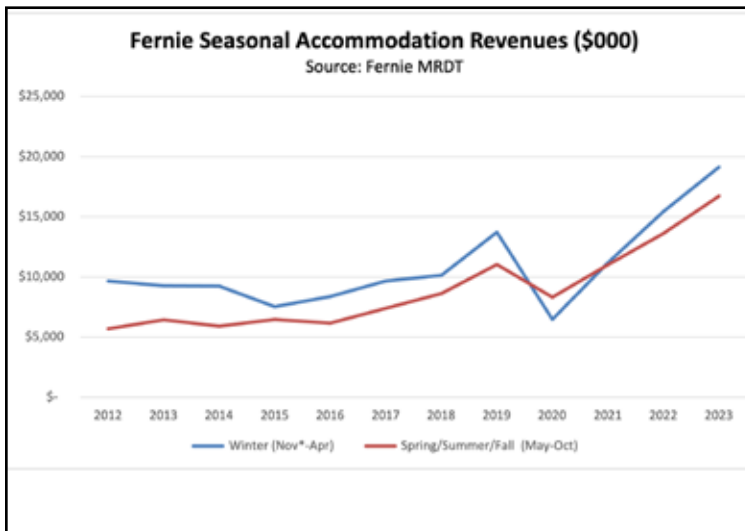
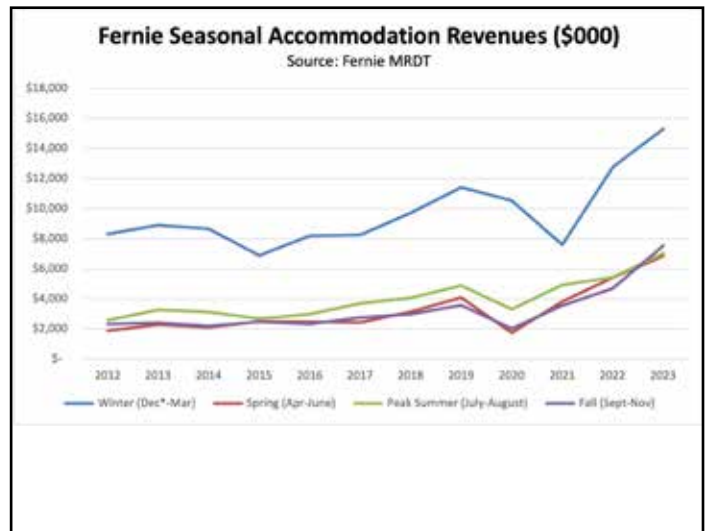


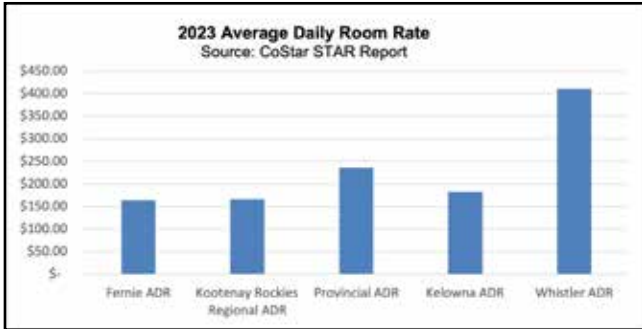
Chart 3



Accommodation Metrics Cont'd.

In 2023 there were approximately 1,200 lodging units in Fernie and area, including Fernie Alpine Resort. This includes short-term rentals. Tourism Fernie acquires key lodging metrics primarily from the below two sources. However, we are also able to acquire a few data points through our OTA partners.

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



CoStar / Smith Travel Research STAR 2023 Report Highlights Currency CAD

The STAR Report provides aggregated data that is provided directly from accommodators on a monthly basis. Currently a third of local accommodators provide their statistics, and 86% of the rooms are in the hotel room category (vs condo style). This results in a lower ADR than what is seen with our OTA partners and Key Data on the next page, as they sell more of the larger units in Fernie, such as condos, private homes, and townhomes that have higher room rates.

Fernie

Avg Daily Room Rate (ADR*)	\$164	(up 7%)
Revenue Per Available Room (RevPAR**)	\$114	(up 18%)
Occupancy ***	70%	(up 11%)

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

****RevPAR** is a hotel's 'gold standard' performance metric, it shows the revenues generated per room regardless of if the rooms are occupied or not.

RevPAR = Room Revenue/Total Rooms Available for a given period of time (ie a month or year).

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

OTA PARTNER INSIGHTS FOR 2023

- ADR \$275 CAD
- 37% Increase in nights booked
- 30% Increase in booking revenues
- 36% Increase in # of people booked
- 42% Couples | 34% Families

LODGING REVENUE

(source: MRDT)

avg. highest to lowest months

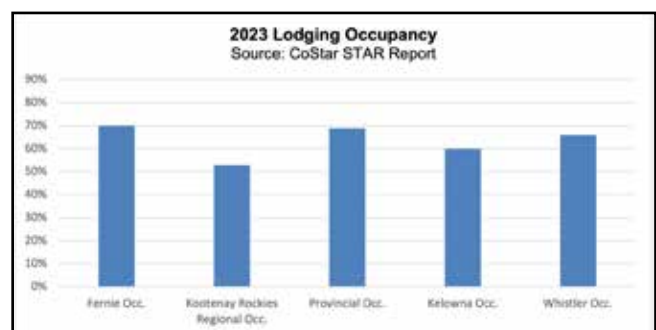
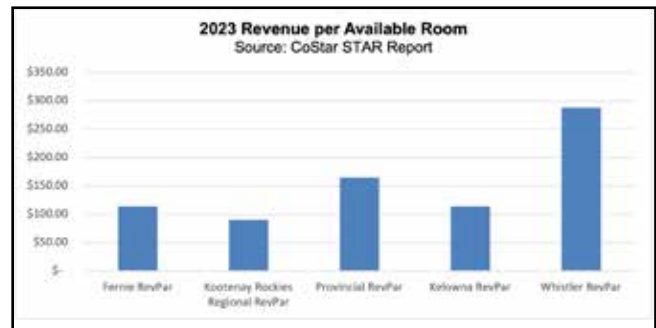
- February
- March
- December
- January
- August
- September
- July
- June
- October
- November
- May
- April

LODGING OCCUPANCY

(source: CoStar)

avg. highest to lowest months

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

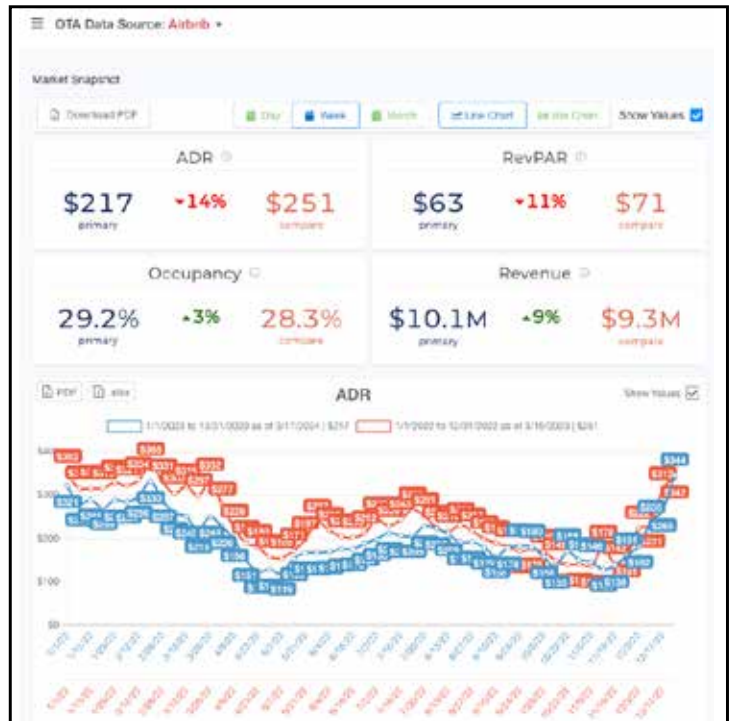


Key Data AirBnB & VRBO Report Highlights – Short Term Rentals Data Currency USD

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

In addition to data dashboards like image to the right, Key Data provided Tourism Fernie with raw data spreadsheets detailing just over 700 STR listings in the Fernie area including Fernie Alpine Resort. In review this does not correlate to the number of ‘places’ listed. In a deep dive into the 700+ listings many were non-existent or were duplicates. After full review and the elimination of non-existent and duplicate* listings, the ending number of STR ‘units’ in the Fernie and Fernie Alpine Resort area was just over 460.

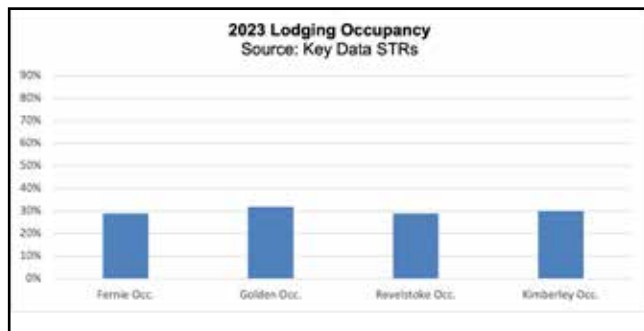
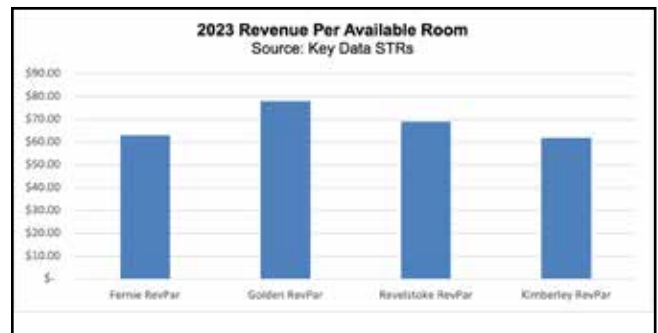
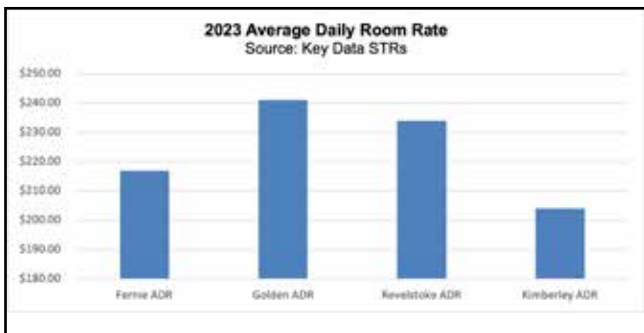
**Duplicate listings were due to either the same ‘unit’ being listed on both AirBnB and VRBO, and/or, many larger units have multiple listings as they can be reserved in sections (townhouse split into two private sections, two bedroom condo splitting into a 1 bedroom with a lock-off unit, etc).*



STR Units in & around Fernie:

460 STR Units, of these 460 Units:

- 68% are 2-bedrooms or more. 78% are condos, townhomes or private homes.
- 354 are traditional commercial accommodator units or are units in in accommodation / commercial zone areas.
 - Consists of long-standing accommodators such as Fernie Lodging Company, Snow Valley Lodging, Stanford Resort Hotel and Fernie Central Reservations using AirBnB and VRBO as a sales channel
 - Also consists of units in properly zoned tourism/commercial accommodation areas such as Silver Rock, Fernie 901, Riverside and Fernie Alpine Resort area.
- 106 STR units are mostly residents offering STRs in town within their dwelling / primary residence, assuming bylaws are being followed and they are licensed. Neighbourhoods include Annex, Ridgemont, Main Town, Airport, Alpine Trails, Cokato, Dicken Rd, etc.



MRDT & STRs
 AirBnB & VRBO generated \$338,000 in OAP / STR MRDT in 2023. Based on the above information and analysis 76% of the OAP MRDT is from traditional accommodation units in accommodation zones and should be categorized under traditional MRDT collections.

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 encouraging visitors to book direct. As follows are some 2023 metrics from the widget.

- Value of booking searches: \$3,280,356
- Total Impressions: 338,932
- Direct referral to accommodators: 4,825
- Average length of stay searched: 3 Nights
- Average # of lead days: 38 Days
- Search Origin: 55% Canadians | 28% USA
17% Overseas
- Top 5 Countries: Canada, USA, Australia, UK, Germany & New Zealand
- Top 5 Canadian Cities: Calgary, Edmonton, Regina, Vancouver & Winnipeg
- Top 5 US States: Montana, Washington, California, New York & Colorado



2023 Visitors to TourismFernie.com

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

- 525,961 visits to the website, an average of 43,830 per month. Growth in visits of 17.5% over 2022. Total number of users who visited the website was 358,989.
- 54% visited the site organically and another 11% by typing in the website address. The remaining came to the site from digital advertising campaigns or referrals from other sites and channels.
- 14.5% were returning visitors to the site, 85.5% were new users.
- 51.6% female, 48.4% male
- 13.3% aged 18-24, 45.2% aged 25-44, 41.5% aged 45+
- 81% were from Canada (Calgary #1, Vancouver #2, Edmonton #3), 12.5% from USA (cities n/a), 6.5% from Overseas (AUS #1, UK #2, FR #3)
- Top 10 visited Pages in 2023: Homepage, Activities, Events, Accommodations, Availability Check (Canada Check-in Widget), Events – Calendar View, BC Wildfires, Attractions, Summer Getaway Contest

FERNIE VISITOR CENTRE 2023 STATISTICS

A small portion of Fernie's visitors, and travellers passing through, stop by the visitor centre for advice, brochures, maps and services. Fernie sees approximately 400,000 visitors annually.

Total Visitors to VIC in 2023:

30,289 - highest ever
Up 8% from 2022

By Season:

Winter (Jan-Mar): 3,554
Spring (Apr-Jun): 6,896
Summer (Jul-Sep): 16,992
Fall (Oct-Dec): 2,847

Origin:

39% AB | 23% BC | 24% Other Canada
10% USA & Mexico | 4% Other International

Length of Stay:

22% Day Visitor | 26% 1 Night Stay
25% 2 Night Stay | 20% 3 Night Stay
7% 4+ Night Stay

Destination Management Cont'd

RDEK Area A Sustainable Tourism Strategy & Projects



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, Olsen Pit River Access, Hosmer Boat Launch, Dogwood 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.

2023 was the second year for the strategy and projects. Originally born out of the Tourism Master Plan and the Sustainable Tourism Strategy developed in 2021 with funding support from RDEK Area A, this larger multi-year initiative leveraged the strategy recommendations and existing funds for the Elk River Access Improvements project into a \$867,000 program including funding support from RDEK Area A, Columbia Basin Trust, TECK, the Province of BC and Freshwater Fisheries Society of 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.

In 2023, the projects received two additional grants to continue its great work, \$200,000 from the Province of BC Ministry of Tourism, Arts, Culture and Sport, and just under \$10,000 from Canada Summer Jobs. In April 2023, Tourism Fernie also won a Sustainability Award for the initiatives from the BC Economic Development Association.



Receiving the Sustainability Award at the BC Economic Development Summit in Penticton April 2023

L-R: Matt Mason - Community & Indigenous Relations Manager at FortisBC, Jikke Gyorki - Executive Officer at Tourism Fernie, Amy Reid - Chair of BC Economic Development Association, Roly Russel - Parliamentary Secretary from the Ministry of Jobs, Economic Recovery & Innovation

Second Year Sustainability Strategy and Project Highlights & Accomplishments

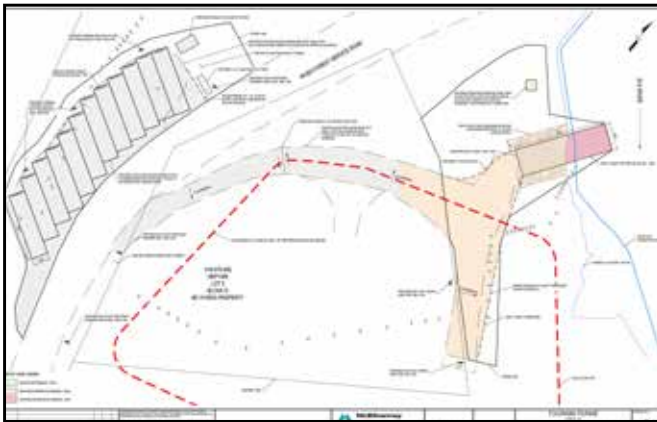
Elk River Access Improvements Project



In July 2023, the RDEK Board of Directors approved both Morrissey and Elko boat launch sites as Priority Projects which solidified the partnership needed to commit to the improvements at both locations under the Sustainability Strategy. (Image credit: RDEK Strategic Plan)



In August 2023, groundwork by Foothills Silviculture Inc. began at Olsen Pit river access location for the installation of a signage kiosk and picnic table.



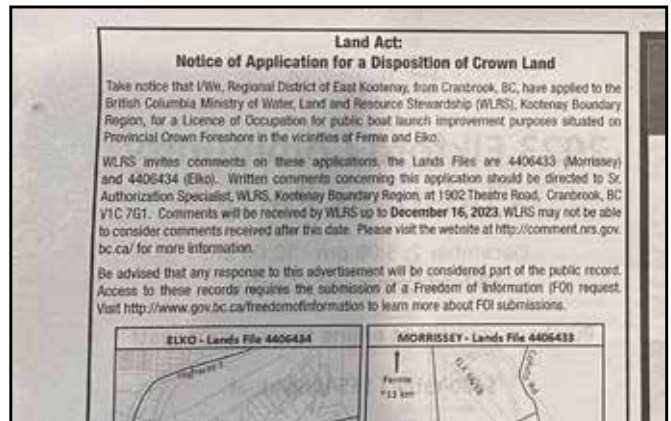
Further engineering design updates from McElhanney for the Elko river access location after results from an Archeological Impact Assessment.



Broadwood Tree Services & Alpenglow Landscaping conducted brush cleanup and removal of hazardous trees and tree branches at Hosmer Boat Launch location.



Removal of old kiosk and beginning of installation of a new sign kiosk at Dogwood boat launch. New sign content will include river safety, map, fishing information and etiquette, interpretive and Ktunaxa content, invasive species information and more.



As part of the many land use applications, permits and approval processes for construction along the Elk River, this newspaper ad was one of the required tasks in the process with Crown Lands.

Coal Creek Drainage & Ammonite Fossil



LiDAR scan conducted by Frank Hadfield in 2023 produced this image of the ammonite fossil for the purpose of the new trail route and signage being done in partnership with the Fernie Trails Alliance (FTA) and Coal Creek Heritage Society (CCHS), but also for a planned interpretive display for the Visitor Centre.



Ben Martin from the FTA and Pat Gilmar from CCHS reviewing the proposed routing for the Ammonite Trail and the larger Coal Creek Historical Loop Project.

This new project was the brainchild of Pat Gilmar. FTA worked with Pat and Tourism Fernie to develop the grant application with FTA as the lead to execute. A large tourism grant was awarded in 2023 to begin the project in 2024.



Map of proposed Coal Creek Historical Loop that will be finalized with all stakeholder groups utilizing the valley for year-round recreation.



Tourism Fernie, through grant funding, contracted Foothills Silviculture to clean up and improve the parking area at Coal Creek Rd & River Rd junction.



The new parking area will service multiple activities and user groups once completed such as enjoying the creek and supporting youth fishing, hiking and biking the many adjacent trails, winter recreation and more.



Planning for the new parking lot included working with McElhanney Engineering to survey, map out and develop practical layout designs for the lot.

Heiko's Trail & Hartley Lake Road



Working together with Dave Richards and Melanie Wigglesworth from the FTA to develop and organize signage and sign content for Heiko's Trail.



Tourism Fernie helped pay to rebuild Heiko's trailhead sign. Another sign will be placed below and on the back in 2024 detailing route options, safety, wildlife, backcountry camping etiquette and more.



The AmbassadorWILD™ team helping the FTA with clearing debris and brushing work along the section of rough road before the main trailhead.



As part of the Sustainability Project and led by Dave Richards, the AmbassadorWILD™ team helped to establish the designated camping area along Heiko's Trail. The purpose of the camping area is to reduce random camping along Heiko's Trail especially at high traffic bear corridors.



The AmbassadorWILD™ team continued to install more wildlife cameras to support the research on wildlife and human activity around Heiko's Trail. The program also supported cameras and installation along the Nature Conservancy of Canada section of the Trans-Canada-Trail and along the proposed Epic Trail route.



Mountain Goats at Three Sisters Pass captured by wildlife cameras. The past two years of the Sustainability Project captured over 85,000 images by 7 wildlife cameras, providing exceptional imagery and data. Tourism Fernie works with area resident Dr. Clayton Lamb, Wildlife Scientist and the Wildlife Science Centre to analyze the images, tag them and report annually on the results.

AmbassadorWILD™

The AmbassadorWILD™ program and team had another exceptional year in 2023. The team, Gabriel, Neve and Reese, returned again for their seasonal positions and to a new, grant funded, electric F150 truck! The team worked hard from May thru September to collect data, survey visitors and recreationalists, educate visitors and locals on responsible outdoor recreation behaviour, cleaning up sites, helping with site projects, installing wildlife research cameras and trail counters, downloading and reporting on data collected, posting on social media, and much more.

Tourism Fernie worked with the team to build a new website at ambassadorwild.com, and film a **This is Fernie! with Sadie** vlog episode. Tourism Fernie also registered a trademark for the program and brand, received the sustainability award at the BC EcDev Summit in April, was invited to present about the program and the sustainability initiatives to the Board of Directors of the Freshwater Fisheries Society of BC in June, then again at the Union of BC Municipalities (UBCM) annual conference in Vancouver in September, then went to attend the Canadian Tourism Congress in Ottawa as a Finalist for a national sustainability award.



Silver Springs



AmbassadorWILD™ team surveying and communicating with visitors on a busy summer day.



AmbassadorWILD™ team requested to attend a school field trip to present about safety and outdoor etiquette.



The dirty part of the job but someone's gotta do it. The AmbassadorWILD™ team helped install this composting toilet last year.



Dan Savage helping the AmbassadorWILD™ team with cleanup and repairs. Dan is a key member of the Sustainability Committee and Projects.



The AmbassadorWILD™ team educating kids about keeping the wild clean and all about the composting toilet.



The AmbassadorWILD™ team visit SS twice a week in summer. It's shameful the type of garbage people leave behind.



Thumbs down from Neve after another garbage haul from Silver Springs.



The AmbassadorWILD™ team joined Dan Savage as he explored the lake to see if there was garbage that needed to be cleaned up. Result was positive.

#Ferniestoke Shuttle Program



2023 brought two big changes to the #FernieStoke Shuttle program. Operation of the shuttle service was moved to Tunnel49 and the test of a complimentary summer service. The overall program is a partnership between the City of Fernie (through the RMI Program), Tourism Fernie and Fernie Alpine Resort.

The summer shuttle program was short, running from mid-July to Labour Day weekend but allowed Tourism Fernie to test the market and local environment with a daytime service Wednesday to Sunday. Although the ridership was lower than expected it provided many insights on another test for summer 2024. The winter shuttle program was also operated by Tunnel49 with a similar ticket program as the year prior. New in 2024 will be a shuttle App to support ticket purchasing, bus tracking and information updates.



#FernieStoke SUMMER SHUTTLE

FREE DAYTIME SERVICE WEDNESDAY to SUNDAY

plus holiday Mondays



SCHEDULE & ROUTE INFO:
Scan below QR code.
In operation until
September 4, 2023



Additional Information & Disclaimer:
Seats are first come first served. Children under 12 must be accompanied with an adult. Due to seat limitations groups of over 6 may need to pre-book a private charter at their own cost. Traffic, weather and other elements can effect the timing and exact stopping locations of the route. Schedule & route may change without notice.

FernieShuttle.com | 250-423-5008

Operated by: **TUNNEL49 ADVENTURES & CHARTERS T49.ca**

Winter Shuttle Details



Summer Shuttle Details



Collaborating for Trails. Supporting Trail Groups & Trail Users.

Tourism Fernie continues to work with local trail organizations and landowners to support year-round tourism needs and opportunities. From the Winter Trails and Grooming Collaborative with help from City of Fernie RMI funding, to signage support, trail maps, the trail & vehicle counter data program, and initiatives that create fun experience for all, such as the two new wooden bear carvings at the Visitor Centre and Fairy Creek Falls trailhead.



Melanie from the FTA helps install a new sign at Fairy Creek Falls & Mt Proctor Trailhead.



Melanie and Jikke, one of many meetings at the Visitor Centre working on many trail projects.



Trail counters provide critical data to understand the amount of traffic a trail gets on any day or hour of the year. Data can help determine and prioritize trail projects.



New structure built and installed by FTA with signage support from Tourism Fernie. Phat Bastard was the same. Many more trailhead signage updates to come.



Entrance sign supported by Tourism Fernie in 2022 was moved to the new Montane Trailhead.



Meeting by the Mt Fernie Trailhead at the end of Canyon Trails Rd with Mel & Ben from FTA and Pat Cherak, landowner, about improving parking, signage and access.



Tourism Fernie developed a new sign to more effectively communicate with trail users about bears when there are consistent sightings.



As part of the Journey to Iconic Fernie Project led by the City of Fernie thanks to a tourism grant, Tourism Fernie arranged for two carved wooden bears, carved by local wood carvers Michael Penny and Dave Richards, for the Visitor Centre.



The Winter Trail Grooming Collaborative work hard to groom hundreds of KMs of trails for everyone's enjoyment. Partners all pitch in funds to jointly apply for matching RMI funding to support the grooming.



Pathway cleared for when you've got to go! The AmbassadorWILD™ program helps maintain the toilets in Mt Fernie Provincial Park during winter.



A Gearhub employee conducts maintenance on the Trail Tamer groomer, a key piece of equipment for grooming singletrack trails.



Tourism Fernie worked with Coal Creek Heritage Society to create a large new trailhead sign at the new Montane Trailhead off Montane Parkway.



Fernie Snowmobile Assn created a great new sign kiosk at their Coal Creek staging area.



Each winter season Tourism Fernie produces a new and updated winter trail map in collaboration with the trail groups. A summer trail map is also developed each year.

Support & Advocacy for Tourism in Fernie

Tourism Fernie works with local members and stakeholders on issues important to them, many in partnership with the Fernie Chamber of Commerce. Tourism Fernie also takes key issues to regional, provincial and national levels to be heard and included. Issues include tourism infrastructure, labour challenges, transportation, data needs, destination management, rural representation, effective communications during wildfires, land use, and much more. Members of Tourism Fernie can get more involved by becoming a Board Member or communicating with the staff.



NEW! On WorkInFernie.com

<p>Have a room, house or apartment for rent?</p> <p style="color: teal; font-weight: bold;">POST A RENTAL</p> <p>It's Free →</p> <p>It's Easy →</p> <p>It's Safe →</p> <p>Long-Term →</p>	<p>Looking for a place to rent?</p> <p style="color: teal; font-weight: bold;">FIND A RENTAL</p> <p>just create an account</p> <p>upload your rental info OR search for your next home</p> <p>all postings are *vetted</p> <p>30+ days rentals only</p>
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*Disclaimer: The Housing Board on workinfernies.com serves as a platform for rental property listings. While we strive to verify information, we cannot guarantee its accuracy. The Fernie Chamber of Commerce is not liable for any false information, damages or disputes arising from these listings. Users are advised to verify details and use discretion before entering into any agreements based on these listings.

Continued partnership with the Fernie Chamber of Commerce on the Work in Fernie program supporting job listing and recruitment. 2023 included the addition of a long-term rental listing section.



Tourism Fernie supported the Fernie Gravel Grind with a content creation sponsorship initiative which also allowed for a Tourism Fernie booth at the main event downtown.



Tourism Fernie sponsored one of the Wednesday Socials in August, plus now supports the weekly event by providing extra tents, chairs and tables outside the beer garden for people to enjoy the music, atmosphere and local food trucks.

Definitions

Event

- A planned, date-specific occasion such as a festival, competition, tournament, conference, spectator event or similar.
- A Tourism Event is one that attracts a visitor to Fernie (overnight ideally).

Animation

- Activities or elements that transform and activate a space in the community where public and visitors can see, enjoy and enhance their experience
- Examples: entertainment, programming, street vendors, street art, street performances, cultural/heritage experiences, and similar.

Tourism Fernie initiated the development of a Tourism Events & Animation Strategy in 2023 with multiple group meetings with key stakeholders. The draft strategy will be completed in 2024.



In August Jikke sat alongside Mayor Milligan and a new local resident Jenn Riddell at the Arts Station for an in-person recorded CBC Radio interview with Chris Walker to talk about why Fernie is great, tourism, lifestyle, challenges and more.



Attending Kootenay Rockies Tourism Destination Development Committee meetings in Revelstoke. Jikke wanted a group shot with the truck.



Attending the Regional Tourism Conference by Kootenay Rockies Tourism. A great opportunity to discuss common opportunities and issues.



Invitation by the BC Snowmobile Federation for Tourism Fernie to present at their Spring AGM in Fernie, about tourism, destination projects in partnership with the Fernie Snowmobile Assn, sustainability and more.



Attending the BC Tourism Conference in PG, including a session from the BC Hotel Assn on Short Term Rentals. The most important conference of the year for advocating for tourism in our community.



Attending the Canadian Tourism Congress by the Tourism Industry Association of Canada in Ottawa. A great opportunity to learn and bring rural tourism and resort tourism perspectives from western Canada to the forefront.

Celebrating Tourism

Mr Delich is the embodiment of Fernie's tourism industry having established Fernie Lodging Company in 1989 and developed and operated many iconic lodges at Fernie Alpine Resort. Mike was a leader in developing Tourism Fernie and bringing in the hotel tax. He played a key role in local, provincial and national alpine ski programs and created the Fernie Ski Hall of Fame located next to Slopeside Café. Mike recently sold Fernie Lodging Company yet still pursues his real estate projects. Tourism Fernie is grateful for the massive efforts he made to help grow Fernie's tourism economy. All the best to you Mike!



Every year Canada celebrates Tourism Week in spring season and Tourism Fernie hosts a mingle reception for its members and stakeholders. In 2023 the social event was held the same day as Tourism Fernie's AGM at The Fernie Taphouse. Over 80 folks came out to mingle and network while enjoying 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.





Marketing

Marketing Strategies / Objectives:

- Execute effective and inspiring marketing campaigns for all four seasons with a focus on high-yield markets.
- Content creation initiatives and innovation.
- Increase the acquisition and use of data to enhance marketing effectiveness.
- Increase member relations and communications to enhance/grow product offerings, packaging, incentives, and rates.
- Continue to provide target markets and visitors with quality information and tools to encourage longer stays and increased spending.

2023 Target Markets, Trends & Considerations:

Tourism Fernie’s marketing initiatives in 2023 continued targeting audiences that were expected to provide the best return on investment given the type of destination Fernie is.

Target markets are focused primarily on high-yield markets, defined as higher-income / spenders, and longer stay travellers with an emphasis on times of the year when there are lodging vacancies. Fernie is primarily a regional drive market. Long-haul and overseas markets come primarily for skiing or as part of a bigger summer road trip in the Rockies. Both were seeing a solid recovery in 2023.

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

Tourism Fernie’s Primary Geographic Markets in 2023:

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

Tourism Fernie supports quality media and travel trade initiatives in above and in other markets in partnership with key members and stakeholders such as: Resorts of the Canadian Rockies, Island Lake Lodge, Kootenay Rockies Tourism, Destination British Columbia, Destination Canada.

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

2023 MARKETING HIGHLIGHTS

Fernie Accommodation Revenues:

\$37,921,303

26% above 2022, 53% above 2019

Overall Marketing Impact:

293,491,804 (Impressions)

TourismFernie.com Website:

Visits: 525,961 (43,830K / mth) (+17.5% from 2022)

Page Views: 978,352 (+13% from 2022)

Leads to Members: 223,374 (+50% from 2022)

Facebook:

Fans: 46,499

Reach: 4,446,506

Instagram:

Followers: 23,650

Reach: 650,600

Youtube / Meta / Google Video Views:

1,769,458 (min 3s)

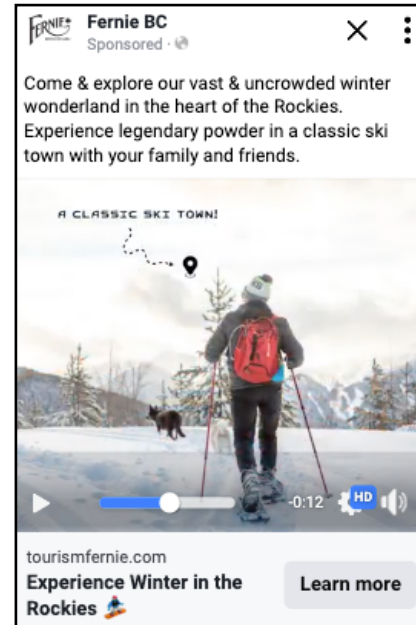
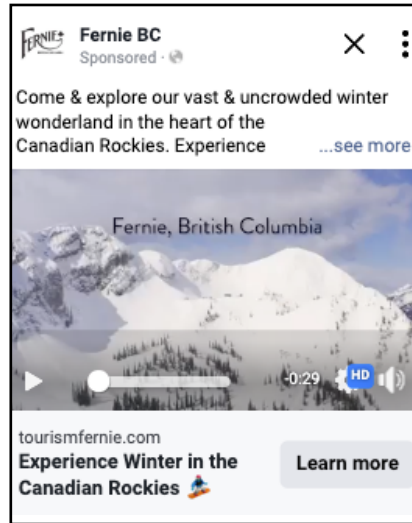
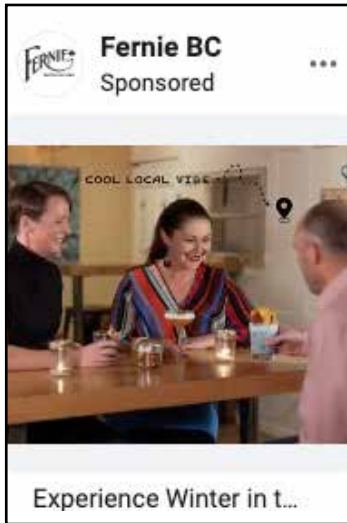
2023 Marketing Activities Undertaken:

Seasonal Destination Campaign – Winter & Spring Skiing

Tactic 1 – Meta

Digital ad campaign on Meta (Facebook & Instagram) to key drive markets in Canada and US to generate leads from January until the end of ski season.

Impressions: 330,104 | Clicks: 1,824 | Cost per Click: \$0.4



Tactic 2 - with Bell Media

Digital campaign that ran on mobile devices and a wide network of various websites through Bell Media, promoting Spring Skiing & Stays in Fernie to key Canada drive markets as well as a few NW US locations. Campaign consisted of banner ads and a 15s pre-roll video.

Bell Mobile: Impressions: 344,454 | Clicks: 907 | Offline Conversions: 1,751 (# of people who were served our ads and then physically showed up in Fernie; Bell was able to track this thanks to location tracking enabled on mobile devices.)

Bell RON (Run on Network): Impressions: 434,361 | Clicks: 984 | Video completion rate: 96.10%



Tactic 3 – with IMPACT Magazine

A series of digital banners in e-newsletter of IMPACT Magazine, a Calgary based publication.

Impact Newsletter Database: 11,000+



Tactic 4 – with Shaw (Rogers) Cable Network

A 30s TV Commercial - video PSA within the Shaw (Rogers) Cable Network, reaching Canada-wide audiences.

Occasions (Airings): 4,220 | Impressions: 15,825,000



Seasonal Destination Campaign – Spring & Early Summer

Tactic 1 – with Global TV & Shaw (Rogers) Cable Network

Global TV 30s TV commercial in AB, SK, MB & BC (Vancouver).

Occasions (Airings): 257 | Impressions: 3,107,400

Shaw (Rogers) Cable Network 30s TV commercial – Canada wide.

Occasions (Airings): 12,355 | Impressions: 46,331,250



Tactic 2 – with Pattison Media

30s radio ads in Lethbridge’s B93.3 Radio via traditional radio broadcast and online stream.



Ad script: *Escape the ordinary and experience the extraordinary in scenic Fernie, British Columbia this spring. Just two hours from Lethbridge, surrounded by the glorious Rocky Mountains, Fernie offers amazing outdoor activities and desirable amenities. Relax on sunny patios, stroll past unique shops, cafes and restaurants housed in historic turn-of-the-century buildings; or enjoy hiking, biking, white-water rafting and golf. Book your inspiring getaway today. Visit tourismfernie-dot-com for exciting spring specials.*

Estimated Impressions: 25,307 | Estimated Traffic to Website: 1,977

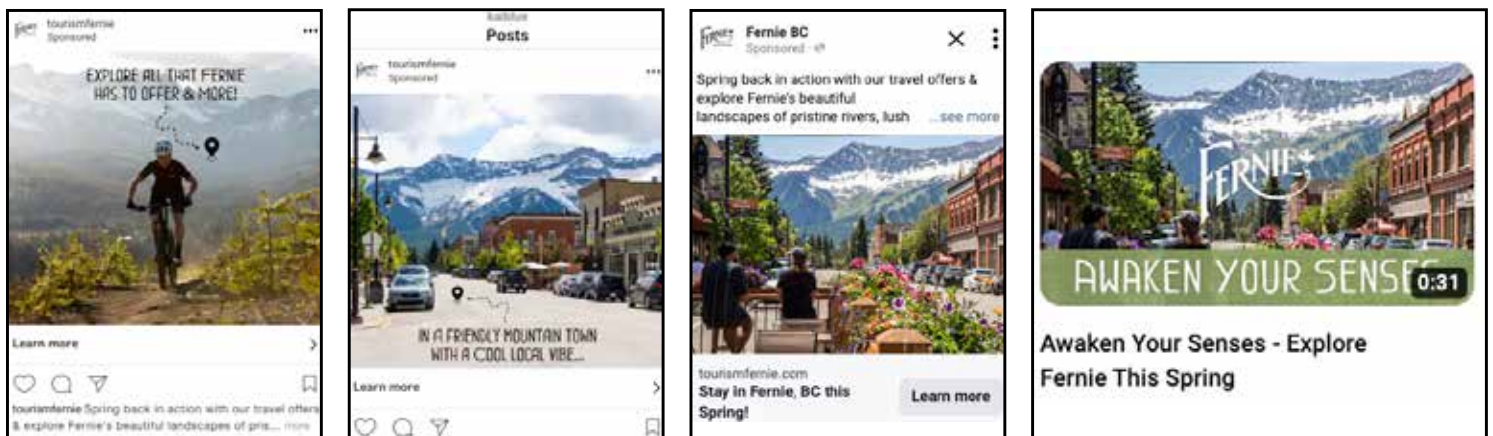
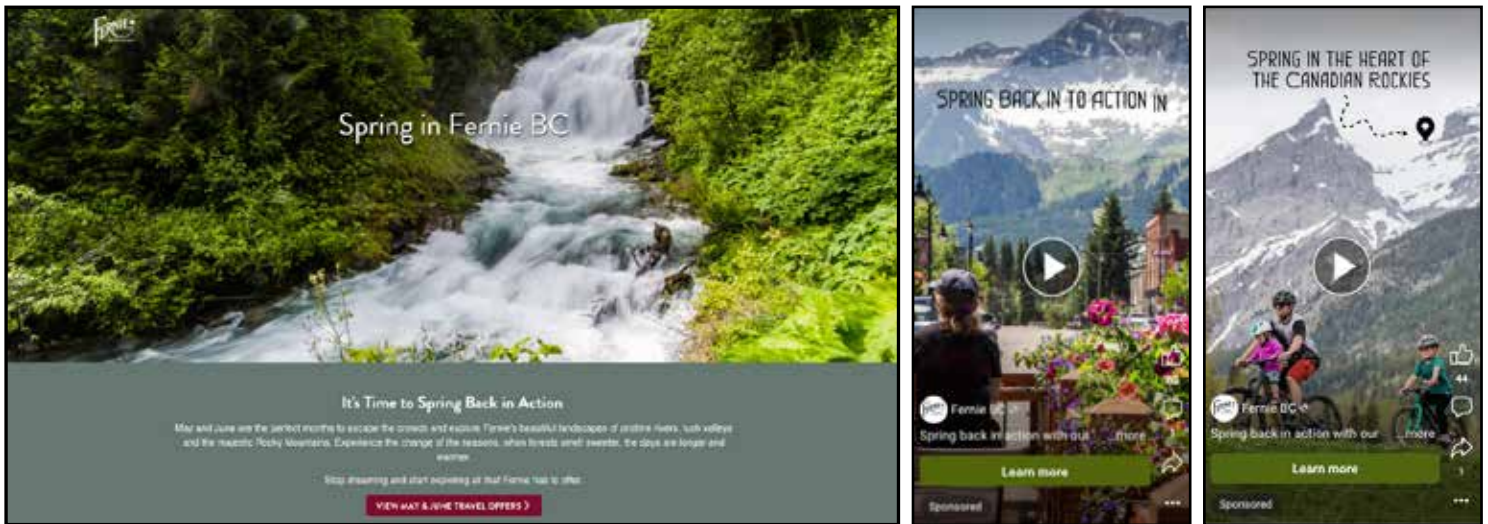
Tactic 3 – with Google & Meta

Digital campaign throughout key markets in Canada and NW US. This campaign consisted of two parts – part one was to create general destination awareness & inspire. Part two was a remarketing campaign promoting participating accommodators – see Co-op Marketing with Members & Partners.

Impressions: 6,380,000 | Clicks: 88,000 | Cost per click: \$0.63-0.75 (Google) / \$0.2 (Meta)

[Industry benchmark CPC Google \$0.24-\$1.55, Meta \$0.63]

Youtube video views: 57,000+



Tactic 4 – with Best Cycling Great Escapes

Double-page ad feature in a cycling-specific publication available for purchase across Canada and US via Indigo stores, Barnes & Noble etc.

24 BEST CYCLING GREAT ESCAPES 2023

WORLD-CLASS CYCLING IN FERNIE

Located in the heart of the Canadian Rockies, Fernie is a world-class outdoor adventure destination all year round. Known for its champagne powder, as part of the Powder Highway, Fernie is also an established cycling destination for all levels of riders, with an ever-growing trail network thanks to its passionate community.

There are eight areas with literally hundreds of trails to choose from, including mountain biking, gravel cycling, downhill via lift access, bike-packing, and fat biking in winter.

For more bikers and families, we recommend exploring the new gravel Fernie Valley Adventure Trail and the 27,000km TransCanada Trail with 27,000km of for intermediate riders, the 75km Some Time trail offers a sustained uphill with a flow, fast downhill. For more advanced riders, the trails on Castle Mountain, such as Hyper Ven, Hyper Extension and Southern Comfort all offer technical uphill & downhill challenges.

Fernie Alpine Resort's lift access bike park features 36 trails in the summer season from late June to early September. Build confidence on Honey Bee before flowing through Mt. Berns and moving on to Top Gun, famous for its low and fast jumps.



TOURISM FERNIE VINCE MO



TOURISM FERNIE VINCE MO

There are countless gravel routes highlighted by the Fernie Gravel Grand event in June, a weekend-long gravel cycling experience with some of the best gravel riding that Canada has to offer. The event is open to everyone that Canada has to offer. The event is open to everyone that Canada has to offer. The event is open to everyone that Canada has to offer.

If bike-packing is your game, Fernie is located at one of the stops on the Great Divide Mountain Bike Route that spans 4,418km and the TransCanada Trail with 27,000km. Local bikepacking routes include Hartley Lake for a 30km return multi-day adventure.

There are plenty of other events over the summer to build a thirst for, including the TransRockies Stage Race 6, Fernie Canadian National Downhill Championships, the Fernie Alpine Resort's lift access bike park, and the Hyper Ven bike races, social rides and mountain biking clinics.

In addition, there are weekly adult, youth and kids Class 1 e-bikes are welcome on the trails in Fernie, making it a perfect cycling destination. In addition, equipment rentals and services are available at several locations in town and on the mountain.

Fernie also offers a diverse range of accommodations to suit different budgets from hotels or luxurious condos on



DAVID BENNISON



MATT KUHN

the mountain or in town, to chalets, tiny homes, PODs, etc. The RV Park is open all year round, and the Mount Fernie provincial campground is open from June to the beginning of October. Dining is offered in every corner of the mountain town. Fernie's passion for food, which has influenced a burgeoning locally made scene and inspired a variety of international dining to suit all taste buds. Visitors can sip & savour local beverages inspired by Fernie's landscape and lifestyle, such as local craft brews, award-winning cocktails and small batch artisan coffee, or sample artisan bean-to-bar chocolate, pastries, local produce and more.

Fernie offers a variety of shopping options at independent boutique stores and shops, spas and wellness establishments. Also check out the latest bike shops and gear stores. For those who want to explore the region's heritage towns and more. Other outdoor activities include low-culture and alpine hiking, dry-fly fishing, white-water rafting, SUPing, kayaking and golfing.

A mere 3-hour drive southwest from Calgary or a 2-hour drive from Chatter Park International Airport (Kalspell, MT), Fernie beckons to be explored amidst a relaxed atmosphere, with locally brewed beverages to top off your ride.



DAVID BENNISON



MATT KUHN



DESTINATION B.C. MITCH WINTON

REGION
BRITISH COLUMBIA,
CANADA

ACCOMMODATION
Diverse range of options to suit different budgets

DINING
Many selections from casual to fine dining

CYCLING
- Hundreds of trails in 8 areas
- Most of the trails are bikeable from town
- Mountain biking, downhill, gravel, cyclo-cross, bike-packing, winter fat biking
- Lift access bike park
- Fernie Alpine Resort
- Cycling and mountain biking events and races
- See ferriehiking.com for more on the area

ADDITIONAL ACTIVITIES
- Snowshoeing, alpine hiking, dry fly fishing, white-water rafting, SUPing, kayaking, golfing

ATTRACTIONS
Historic Downtown, Fernie Aquatic Centre, Boutique and sports shops, spa and wellness options, self-guided themed tours with the iconic Fernie mobile app, and entertainment

GETTING THERE
Nearest airports:
- Calgary Intl Airport (YYC)
- Chatter Park Intl Airport (Kalspell, MT (FCA))
- Canadian Rockies Intl Airport (YXC)
In drive:
- Daily shuttle & charter service available with turn69

FERNIE VISITOR CENTRE
102 Commerce Road
Fernie, BC V0B 1M0
www.visitfernie.com

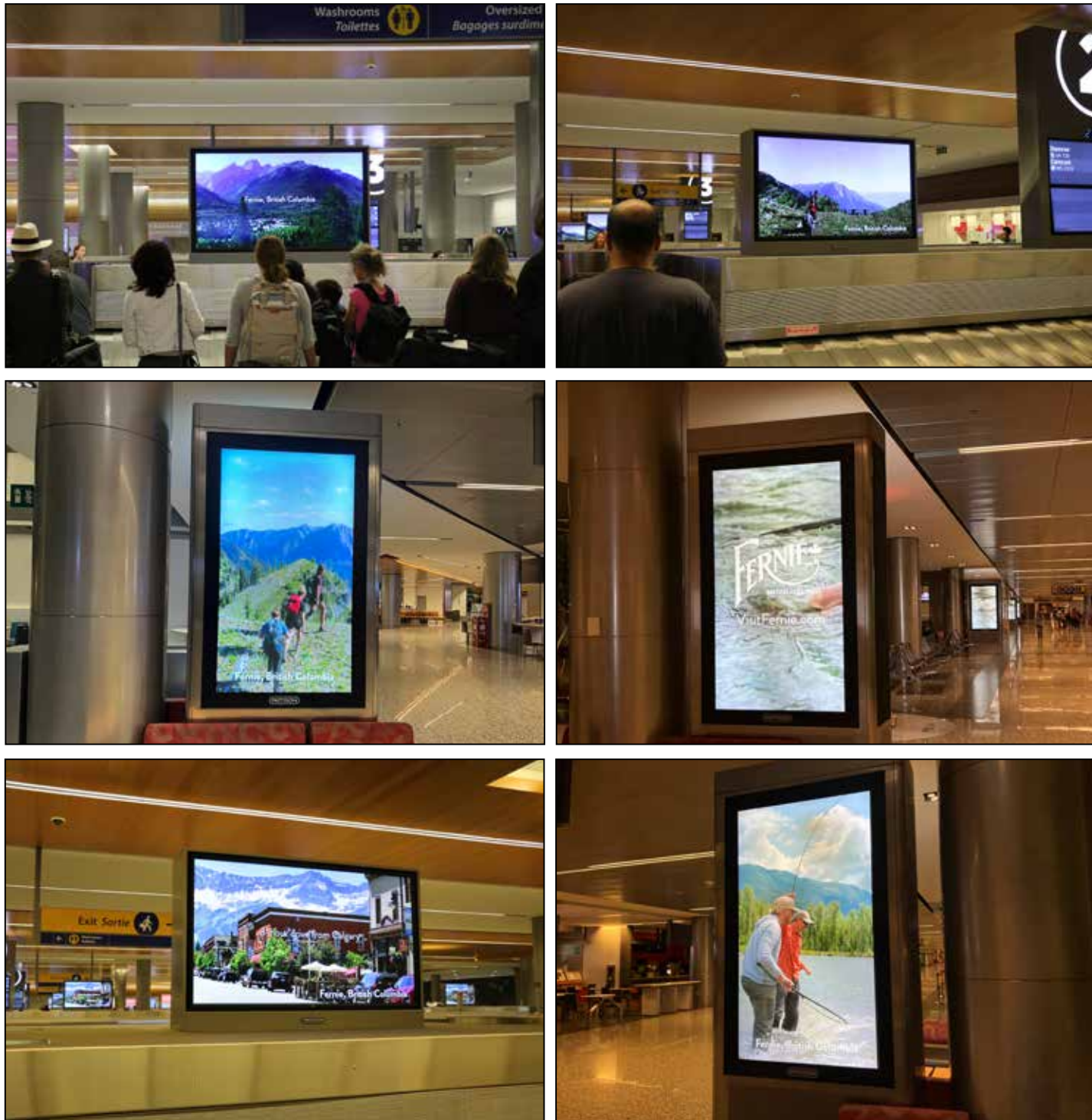
25 BEST CYCLING GREAT ESCAPES 2023

Seasonal Destination Campaign – Prime Summer

Tactic 1 – with Pattison Media in Calgary Airport

Out of home (OOH) awareness campaign at Calgary International Airport promoting the summer season in Fernie that consisted of 15s landscape and 15s vertical videos playing on a number of digital pylons and at luggage carousels.

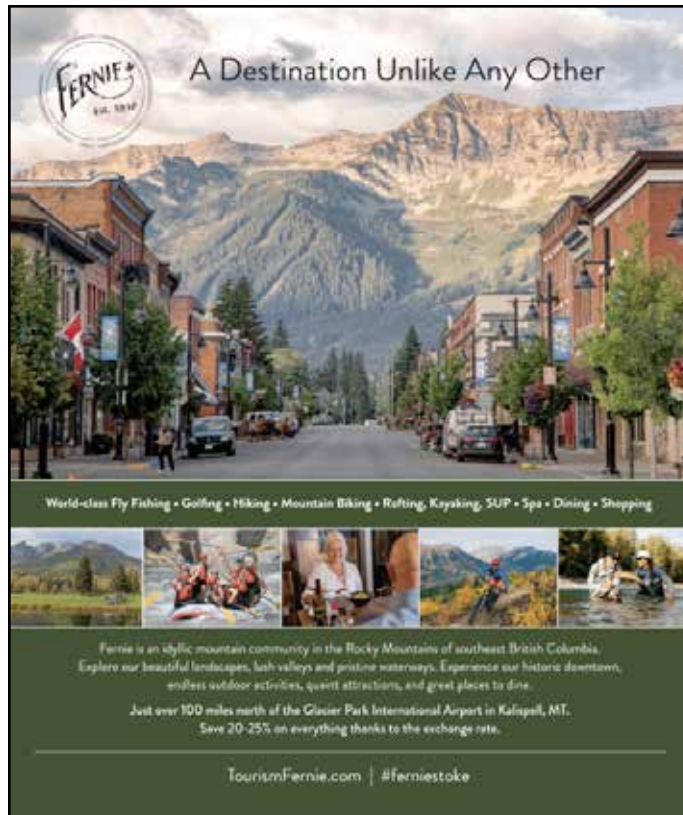
Occasions (Airings): 60,480 | Impressions: 3,477,600



Tactic 2 – with Statehood Media Publications (US)

Full page print ad in a special Canada-dedicated insert within 2 magazines - the 1889 Washington's Magazine and 1859 Oregon's Magazine.

Estimated combined readership of the insert: 208,440



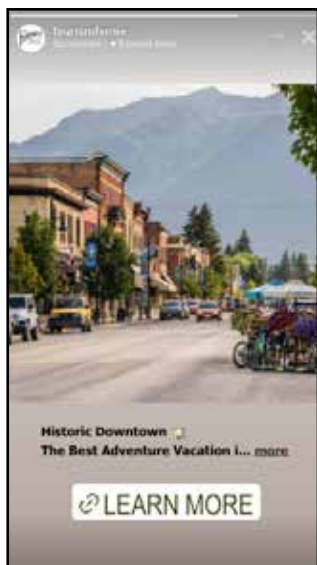
Tactic 2 – with Google & Meta

Digital campaign on Google Display & Search as well as Meta Display to drive summer stays in Fernie.

Target markets: AB, BC, SK, MB and inland NW US – Montana, Idaho, Eastern Washington.

Google - Impressions: 381,171 | Clicks: 10,931 | CPC: \$0.76

Meta - Impressions: 955,166 | Clicks: 6,280 | CPC: \$0.49



Seasonal Destination Campaign – Fall Campaign

Tactic 1 – with Global TV

Two different 15s TV commercials airing in BC (Vancouver), AB, MB, SK.

Occasions (Airings): 262 | Impressions: 2,593,100



Tactic 2 – with Pattison Media in Calgary Airport

OOH awareness campaign at Calgary International Airport promoting Fall season in Fernie that consisted of 15s landscape and 15s vertical videos playing on digital pylons and luggage carousels.

Occasions (Airings): 50,400 | Impressions: 2,898,000



Tactic 3 – with Google & Meta



Digital campaign on Google Display & Search as well as Meta Display to drive fall visitation to Fernie. Target markets: AB, BC, SK, MB and drive markets in NW US.

Google - Impressions: 1,432,161 | Clicks: 3,802 | CPC: \$0.98


Meta - Impressions: 727,713 | Clicks: 3,326 | CPC: \$0.56

Fernie BC
Sponsored · 🌐

Fall is a great time to enjoy an array of outdoor activities (biking, hiking, fishing or golf), experience fall vibrant colours & ...see more







Historic Downtown... [Learn more](#) **Outdoor Adventu**





Plan & Book Your Trip

From budget to luxury accommodation, hostel pods to chalets & hotels. Fernie has it all

Fernie Welcomes You

Experience a spectacular time in the Rockies this fall



Fernie BC
Sponsored · 🌐

Set against the Canadian Rocky Mountains, the freestone rivers & clear lakes make Fernie a world-class dry fly-fishing destination. 🎣




tourismfernie.com
Fly Fishing in Fernie, BC 🎣 [Learn more](#)
Visit Fernie, BC

Fernie BC
Sponsored

Historic Downtown Fernie, BC **Outdoor Adventures**



0:06 · Sponsored [Learn more](#)

tourismfernie.com
Fernie, BC Travel Offers ...
Plan & Book your fall trip to the...

Seasonal Destination Campaign – November Stays Campaign

A unique campaign to drive incremental stays (min 2-3 nights) during a quiet month of the year.

In this 3rd year of the campaign, we changed the name and messaging of the campaign from Escape to Fernie to Fernie Fills My Cup.

Campaign incentive: 2-night stays booked directly with any Tourism Fernie member accommodator could qualify for a \$100 gift card for dining (\$50) and retail (\$50), 3-night stays could qualify for a \$150 local gift card(\$75 & \$75 split).

The campaign was valid for new bookings with stays between October 20th – December 3rd.

Campaign had its own unique landing page with the url ferniefillsmycup.com. A series of short videos was created with several local businesses to showcase different ways “Fernie can fill your cup” and give the campaign a more authentic and personal feel.





FERNIE FILLS MY CUP!

We love it when guests support local businesses and Tourism Fernie is making it easier than ever! From now until December 3rd, 2023 when you book directly through our website or with a front desk agent, you can receive up to \$150 to dine and shop in Fernie. You must book directly and book any two or three consecutive nights to receive this amazing offer. Click the link below to learn more details. There is nothing better than supporting local!

[Learn About Fernie Fills My Cup Here!](#)

[Check Room Availability Here!](#)

Accommodators were encouraged to add this promotion to their offerings.



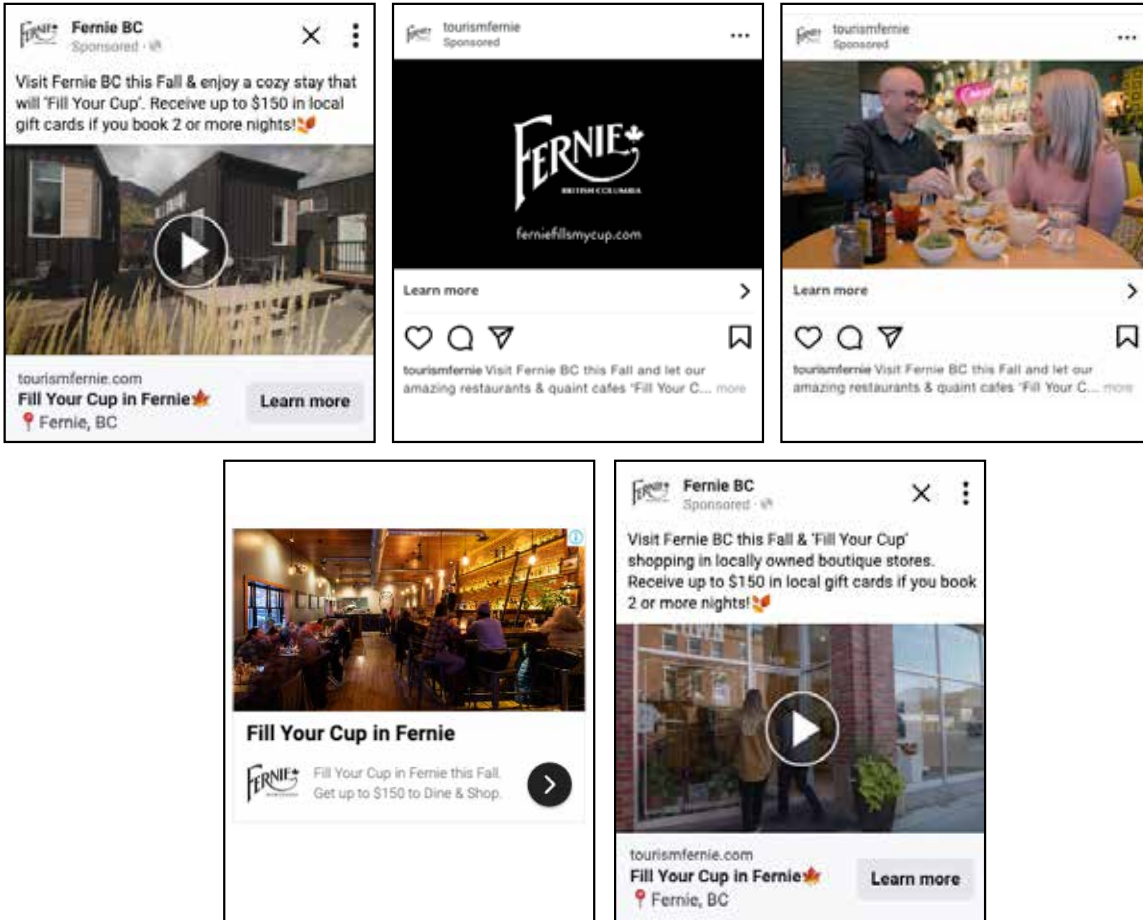
Scan QR Code to watch the videos.

Tactic 1 – Digital Campaign with Google & Meta

Digital campaign on Google Display and on Meta display.

Google – Impressions: 754,683 | Clicks: 3,303 | CPC: \$0.41 (\$8.83 on Video Ads)

Meta - Impressions: 1,023,186 | Clicks: 3,983 | CPC: \$0.58



Tactic 2 – with Radio Stations

30s radio commercial that ran on Calgary’s 101.5 Today Radio; Lethbridge’s Wild 95.5 and All Hits B93.3.

Ad script: *This fall a visit to beautiful Fernie, BC will fill your cup! Just three hours away, enjoy a cozy stay and receive up to one hundred and fifty dollars in local gift cards to dine and shop. Explore Fernie’s historic downtown, browse boutique shops and savor quaint cafes and restaurants. Stroll Fernie’s art walk, relax at a local spa, take in live entertainment, or simply enjoy the Rocky Mountain views and fresh mountain air. This fall, come and let Fernie fill your cup. Visit Fernie fills my cup dot com for details.*

Total Impressions: 57,737 | Estimated Website Traffic: 1,010



Seasonal Destination Campaign – Winter Campaign

Campaign to create awareness, stay top of mind and to inspire visitation and bookings for 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 2023 fiscal.

Tactic 1 – with Samurai Media

This tactic was a combination of print and OOH advertising in the Ontario market. This campaign was timely as it ran around the dates of the popular Toronto Ski & Snowboard Show, which Tourism Fernie also attended.

Print: Full page ad in The Canada Magazine – Travel & Lifestyle that was inserted in the Globe & Mail Newspaper and National Post Newspaper.

Print load: 50,000 copies | Estimated Readership: 100,000

OOH: 8s display ad running on 18 screens in 9 locations on major Greater Toronto Area highways + bonus 6second ad running on 1 screen on the Gardiner Expressway at the Exhibition location.

Occasions (Airings): 336 | Impressions: 40,000+

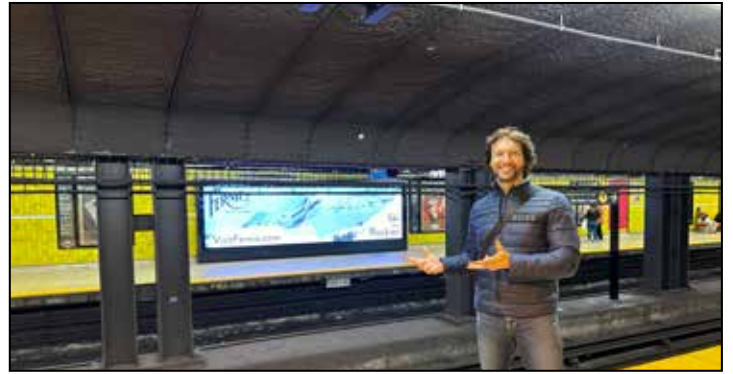


Tactic 2 – with Pattison Media & Astral

This tactic consisted of a 15s video ad running on digital displays in Calgary International Airport (AB), Billy Bishop Toronto City Airport (ON), Vancouver International Airport (BC), and static display ads on mega boards in Winnipeg (MB), Saskatoon (SK) and Toronto’s Dundas Station (ON).

Total Combined Impressions: 10,865,282





Tactic 3 – with Radio Stations

We spread the winter stoke through radio stations in Calgary (W95.3) & Edmonton (UP99.3) (AB) with a 30s radio ad.

Example of Calgary Radio Ad Script: *Experience winter in the heart of the Rocky Mountains in Fernie, BC. Just 3 hours from Calgary, offering an expansive playground of 5 alpine bowls and 146 ski runs. With its classic ski town charm Fernie is the perfect base to delve into cat skiing, cross country skiing, snowmobiling, or even snow shoeing and fat biking. Then stroll Fernie's historic downtown with boutique shops, cozy cafes and restaurants. Visit explorefernie.com and plan your winter adventure.*

Total impressions: 506,210 (Edm) | Estimated Website Traffic: 6,126 (Edm)

Total impressions: 674,890 (Calg) | Estimated Website Traffic: 8,784(Calg)



Tactic 4 – with Destination Travel & Ski Publications

Full page or a double page spread in the following magazines: Best Nordic Great Escapes (Can, USA), Forecast Ski (Can), Kootenay Mountain Culture (Can), Mountain Life Blue (Can), Style Magazine Manitoba (Can), 1889 Washington's Magazine (USA), 1859 Oregon's Magazine (USA) and Snow Magazine (UK). In addition, a comprehensive campaign including digital, e-newsletter & print with the Ski Club of Great Britain (UK).



FERNIE, B.C.

The massive peaks of the Canadian Rockies snag clouds across southeastern British Columbia, unloading steady blankets of snow over the tracks and trails of Fernie, B.C. A classic ski town with a cool local vibe.

Part of the renowned Powder Highway, and only a four-hour drive from Vancouver, Fernie is a ski town that offers a wide range of skiing opportunities for all levels of skiers. The town is a classic ski town with a cool local vibe.

In addition, Fernie Alpine Resort is part of British Columbia's four distinct areas that offer incredible cross-country skiing opportunities on over 43km of groomed, track set trails.

The Elk Valley Nordic Centre features 10km of groomed trails and a warming hut in beautiful, sheltered forest. Fernie Alpine Resort XC offers 14km of groomed trails, including a 7km loop that is perfect for intermediate and advanced skiers and their dogs. The resort also offers a variety of other activities, including mountain biking, snowshoeing, and cross-country skiing. The resort is a great place to enjoy the outdoors, whether you're a beginner or an expert skier.

The Fernie Nordic Society offers lessons, and XC skiing rentals and lessons are available at Fernie Alpine Resort on the daily groomed 50k and 100k trails. The resort also offers a variety of other activities, including mountain biking, snowshoeing, and cross-country skiing. The resort is a great place to enjoy the outdoors, whether you're a beginner or an expert skier.

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REGION
BRITISH COLUMBIA
CANADA

ACCOMMODATION
The resort offers a variety of accommodation options, including hotels, lodges, and vacation homes. The resort is a great place to enjoy the outdoors, whether you're a beginner or an expert skier.

DINING
The resort offers a variety of dining options, including restaurants, cafes, and bars. The resort is a great place to enjoy the outdoors, whether you're a beginner or an expert skier.

SKI SKIING
The resort offers a variety of skiing opportunities, including groomed trails, backcountry skiing, and cross-country skiing. The resort is a great place to enjoy the outdoors, whether you're a beginner or an expert skier.

ADDITIONAL
The resort offers a variety of other activities, including mountain biking, snowshoeing, and cross-country skiing. The resort is a great place to enjoy the outdoors, whether you're a beginner or an expert skier.

ACTIVITIES
The resort offers a variety of activities, including mountain biking, snowshoeing, and cross-country skiing. The resort is a great place to enjoy the outdoors, whether you're a beginner or an expert skier.

ATTNCTIONS
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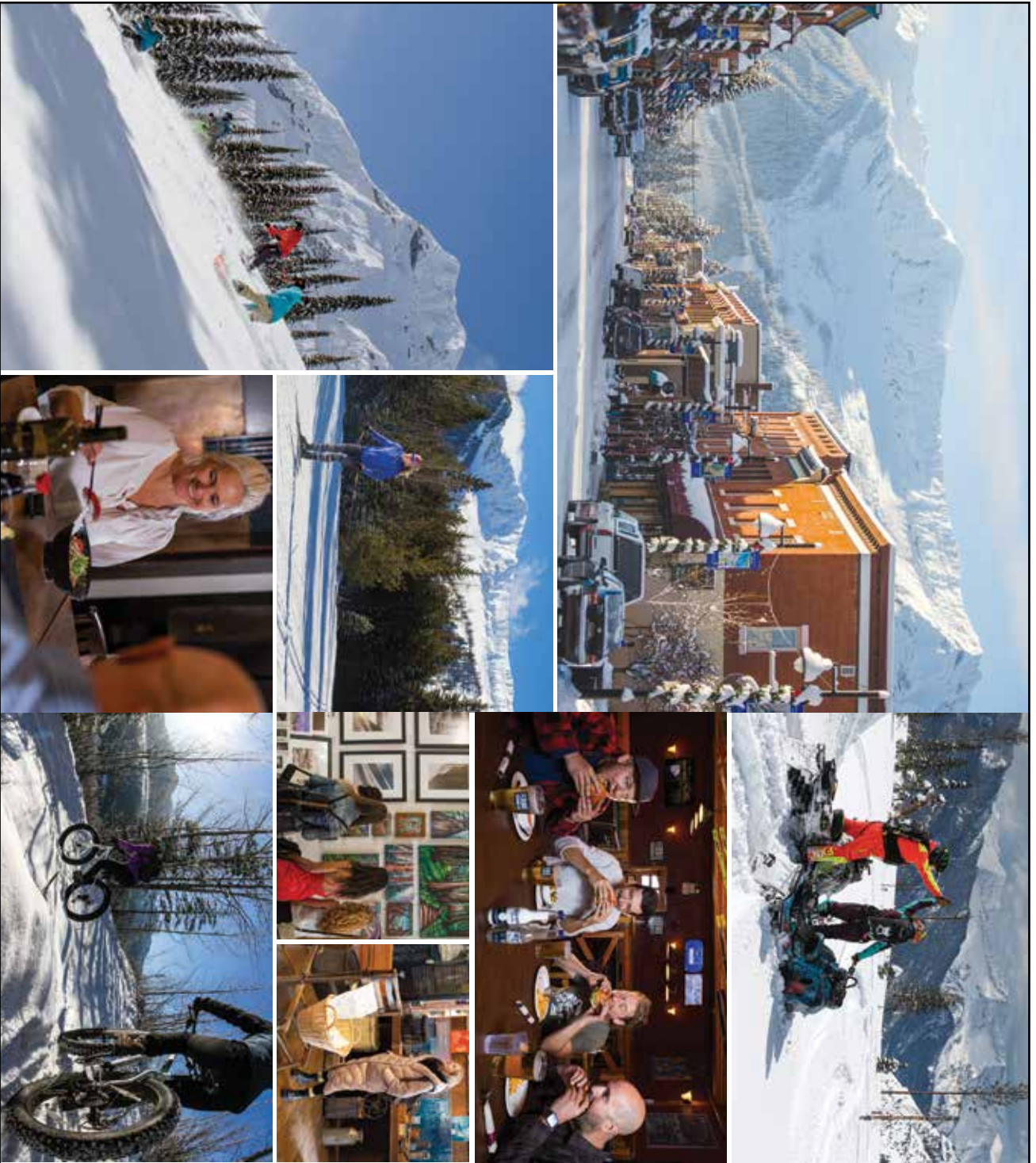
GETTING THERE
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POWDER
The resort offers a variety of powder skiing opportunities, including groomed trails, backcountry skiing, and cross-country skiing. The resort is a great place to enjoy the outdoors, whether you're a beginner or an expert skier.

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In The Heart of the Rockies

Located in the southeast corner of British Columbia and just a 2-hour drive west from Lethbridge, AB, Fernie is a destination known for its deep powder snow and authentic, friendly vibe.

Explore our scenic winter playground with its many outdoor activities, hit the bars and pubs for après and stroll the historic downtown with boutique shops, galleries, cozy cafes, and restaurants.

TourismFernie.com



FERNIE
Est. 1898

Experience the Canadian Rockies,
Fernie Style.

Photo: Destination BC / Dave Heath


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 a 100 miles north of Whitefish & Kalispell, Montana, Fernie is easy to get to. With savings of 25-30% 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\$168/night/person*
FWA Catskiing – Single Day Snowcat Skiing from US\$440/person, early or late season.
Island Lake Catskiing – 2 Nights & 2 Days All-Inclusive from US\$1,898/person*
*based on double occupancy

Book your winter trip today! | Visit FernieBC.com | #ferniestoke



THE FERNIE FACTOR

Photo by Nick Neuh



Over 30 Ft of Snow Annually | 2,500 Acres / 146 Runs of Lift Access Terrain | 3,550+ Ft Vertical
Thousands of Acres of Pure Fun with FWA Catskiing and Island Lake Catskiing

FERNIE
Est. 1898

FernieFactor.com
#ferniestoke

Ski Escape from \$172*
Ski-in Ski-out Lodging & Lifts
*per person/night. Restrictions apply.



FERNIE
Est. 1898

Experience the Canadian Rockies,
Fernie Style.

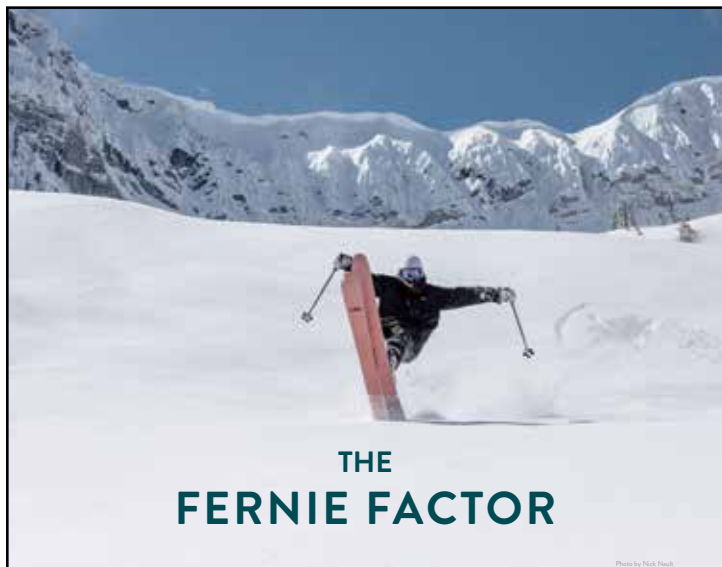
Photo: Destination BC / Shaun Krabbe

Over 9 m / 30 ft of Snow Annually | Vertical 1,082 m / 3,550 ft
2,500 Acres of Lift Access Terrain | Five Alpine Bowls | 146 Named Runs




Located in the Rockies of southeast British Columbia, Fernie is known for its deep powder snow and cool local vibe. Just a 3-hour drive south from Calgary International Airport (YYC).

Skiing & Snowboarding • World-class Catskiing • Cross-country Skiing • Fat Biking • Snowshoeing



THE FERNIE FACTOR

Photo by Nick Neuh



Over 30 Ft of Snow Annually | 2,500 Acres / 146 Runs of Lift Access Terrain | 3,550+ Ft Vertical
Thousands of Acres of Pure Fun with FWA Catskiing and Island Lake Catskiing

FERNIE
Est. 1898

FernieFactor.com
#ferniestoke


PACKAGES & DEALS
Choose from staying in backpacker-style PODs or hotel rooms to condos & luxury chalets.

Ski Club of Great Britain
1d · 🌐

Fernie, British Columbia – home of scenic Canadian rocky mountain peaks and legendary powder (average of 9 meters of snow annually)! Dubbed the “Coolest Town in North America” by Rolling Stone Magazine, soak in the local vibe, bespoke shopping and dining. Cozy up in ski-in, ski-out lodging, enjoy your own hot tub and fireplace. It’s easy to find your stoke in Fernie...


📍 : Destination BC/ Dave Heath
www.VisitFernieBC.com
<https://tinyurl.com/4fadyuyx>
 #ferniestoke, #lovefernie #ferniealpineresort

Sponsored post




Ski Club of Great Britain
The Ski Club of Great Britain is a not-for-profit club for snowsports enthusiasts www.skiclub.org

👍 189 💬 2 comments



Experience the Canadian Rockies,
Fernie Style.

Over 9 m of Snow Annually | Vertical 1,082 m | Top Elevation 2,134 m
 2,500 Acres of Lift Access Terrain | Five Alpine Bowls | 146 Named Runs



Located in the Canadian Rocky Mountains of southeast British Columbia, Fernie is known for its world-class skiing & snowboarding, deep powder snow and cool local vibe. Direct flights into the Calgary International Airport (YYC) and shuttle service available.

Legendary Powder Snow • Ski-in, Ski-out Lodging • Bespoke Shopping & Dining

Contact your preferred tour operator and book your winter trip to Fernie!
VisitFernieBC.com | #ferniestoke

Tactic 5 – with TV Global & Shaw

Global TV - 2 different 15s TV commercials airing in TO, AB, MB, SK.

Occasions (Airings): 258 | Impressions: 3,385,400

Shaw (Rogers) Cable Network - 30s TV commercial – Canada wide reach.

Occasions (Airings):21,302 | Impressions: 79,882,500

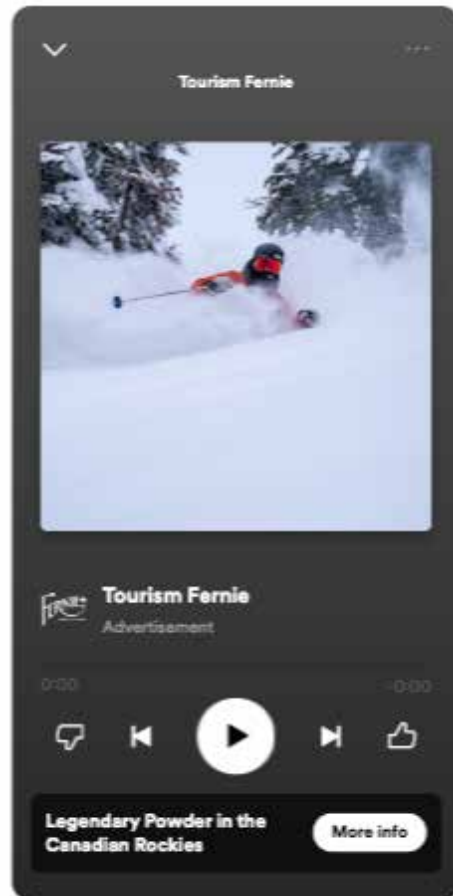


Tactic 6 – with Spotify

A 30s audio campaign on Spotify, a global digital music, podcast, and video service, targeting Spotify listeners in AB, MB, SK and ON.

Impressions: 113,758 | Reach: 75,255 | Ad Completion: 95% of listeners listened to the whole ad

Clicks: 155 | CPC: \$6.45



Iconic Fernie Mobile App

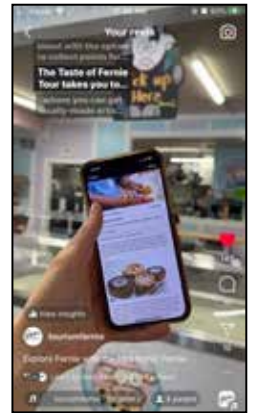
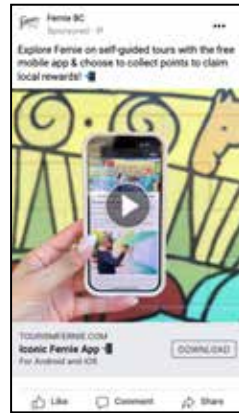
Thanks to support funding from Destination BC in 2021, Tourism Fernie was able to build and launch the Iconic Fernie App in June 2022. This mobile app brings together and enhances local experiences into various thematic self-guided tours with an added incentive to collect points to redeem for local rewards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

Total app downloads in 2023: 1,825 (Lifetime 3,729) | Total app launches in 2023: 7,367 (Lifetime 14,151)

Top 10 Most Viewed Locations:

1. Fairy Creek Falls
2. Maiden Lake
3. Fernie Distillers
4. Fernie Visitors Centre
5. James White Park
6. Montane Hut
7. Annex Park & The Duck Pond
8. Hosmer Mine Sites
9. Historic Downtown Fernie
10. Scenic Chairlift Ride at FAR

Scan QR code to learn more and to download the Iconic Fernie App.



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

Themes Include:
Taste of Fernie | Family Fun | Nature Walks | Heritage | Best Views | Art Walk
Choose to collect points to redeem for local rewards.

Scan the QR code or visit iconicfernies.com to download the free app.

Explore Fernie with the free mobile app!

Self-guided themed tours with a variety of locations to discover.

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

Choose to collect and redeem points for local rewards. Download the FREE app!

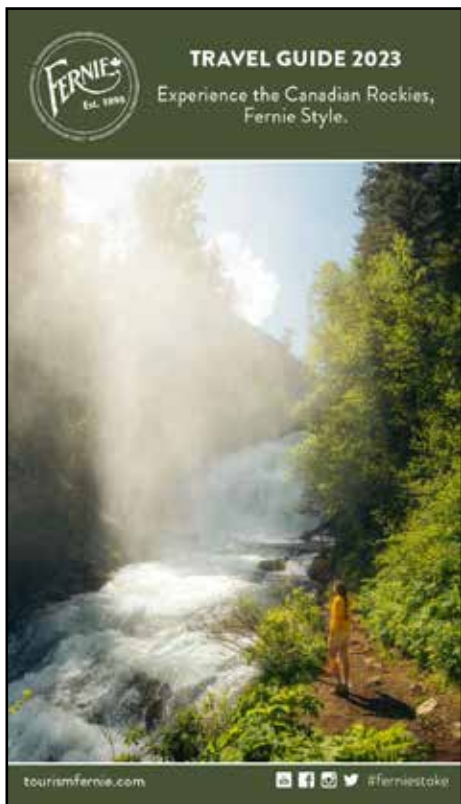
#iconicfernies #ferniestoke | iconicfernies.com

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 Centres, 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 2023



Fernie Travel Guide Winter 2023/2024



Gentle / Easy / Family Oriented Activity Brochures



Gentle / Easy / Family Oriented Activity Brochures



Summer Trail Map 2023



Winter Trail Map 2023/2024

Fairy Creek Falls Trail

GREEN

Distance: 4.6 km / 2.8 miles (return trip)
Average Hiking Time: 1.5 - 2 hours (return trip)
Elevation Gain to Falls: 115 meters / 377 feet

The trail to Fairy Creek Falls is a lovely family-friendly nature experience that starts and ends at the Fernie Visitor Centre. Much of the elevation gain is at the beginning as it climbs up from the trailhead, then it follows along Fairy Creek, our local watershed, through lush forests and shorelines to a bench with views of the waterfall. The trail is a mix of dirt, gravel and some tree roots with a few narrow sections so please watch your step.

Location & Details
 Park at the Fernie Visitor Centre located at 102 Commerce Road on Hwy 83, northeast side of town. The trailhead is marked with a large information sign at the parking lot. The trail to the falls is also the same trail that is the start of the 20km advanced alpine trail called Mt Proctor Trail. Any child carriers should be backpack style versus strollers or chairs. Dogs are welcome but must be on a leash and under control. Use caution during the spring season (May & June), as the creek water levels can be fast and high due to snow melt and spring rains. Please respect interpretive or habitat restoration signs and do not climb next to the falls. There are mountain bike trails in the area, so watch for bikers during the first few hundred meters of the trail.

Did you know... The Fernie Visitor Centre at the trailhead offers comprehensive information about Fernie and the area, free WiFi, indoor washrooms and a variety of gifts & artwork. The Centre is open 9am - 5pm 7 days a week from May Long Weekend till Canadian Thanksgiving in October.

Safety & Care for You & Nature

Plan Ahead & Be Prepared

- Share your plans with family/friends.
- Have water, snacks, quality footwear and clothes for the weather.

Trail & Safety on Trails

- Stick to designated trails to reduce impacts on the land.
- Stay quiet to enjoy you or the beauty from your phone.

Dispose of Garbage / Waste Properly

- Pack out any garbage and dispose at garbage / recycling bin at the Visitor Centre.
- There are no toilets along the trail, go before you head out on the trail.
- Leave What You Find.
- Respect natural settings and leave plants, rocks and other objects as you find them.
- Be Considerate of Others.
- Excessive noise, uncontrolled pets and litter take away from everyone's experience.

Respect Wildlife

- Observe wildlife from a distance so they are not stressed, scared or harassed.
- If You See A Bear in Close Proximity.
- Don't make sounds or make eye contact with the bear.
- Make loud noises. Keep children & pets close.
- Back away slowly, don't run, and the bear is out of sight.
- Report back to trailhead and report the sighting if possible to the Visitor Centre.

Visitor Centre Handouts - Fairy Creek Falls

Download the Trailforks mobile app to access offline trail maps and up-to-date trail conditions for your hiking or biking adventures.

Fernie Visitor Centre
 102 Commerce Road
 Ph: 779-519-0748
 vfc@townoffernies.com

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

The iconic Fernie mobile app brings a new way of exploring Fernie and helps you see more of the community by the GPS map function on your device. Free to download and use, this map offers 6 self-guided tours plus an option to collect points to then redeem for local rewards.

Self-guided tours to explore:

- Taste of Fernie
- Family Fun
- Nature Walks
- Heritage
- Best Views & Photo Spots
- Artistic Explorations

Visit iconicfernies.com

Available on

SUPPORT THE TRAIL & CREEK!

Local non-profit groups help maintain Fairy Creek and the trail. A small donation really makes a difference.

Purchasing a Trails Pass is easy. Simply open your smartphone camera, focus on the QR code, then choose the pass for you. From May 1st, to weekend, to annual. Every pass helps.

Support the Elk River Alliance, a community-based organization that they are a mission to ensure a sustainable river culture of the Elk River watershed.

SUPPORT THE TRAIL!

Local non-profit groups help maintain the trail. A small donation really makes a difference.

Purchasing a Trails Pass is easy. Simply open your smartphone camera, focus on the QR code and a mobile app will appear. Once on the website choose the pass for you. From May 1st, to weekend, to annual. Every pass helps.

Visit [WildSafeBC](http://WildSafeBC.com) for more tips on wildlife & safety.

Visitor Centre Handouts - Fairy Creek Falls (back)

Mount Fernie Hiking Trail

BLACK

Distance: 8 km / 5 miles (return trip)
Average Hiking Time: 3 1/2 - 4 1/2 hours (return trip)
Elevation Gain to the ridge: 987 meters / 3,238 feet

Mount Fernie Trail is a steep half-day out and back hike to the ridge of one of Fernie's iconic mountains. This trail is easily accessed from town. While it offers excellent valley views, it is a more challenging hike with some moderate scrambling towards the top. The trail starts off switch-backing through dense forest, eventually leading to spectacular views as you traverse and weave along the trail through chutes where winter avalanches shaped the landscape. There is a bench about three-quarters of the way up offering stunning views of the Three Sisters peaks. This is a recommended finishing point for beginner hikers or hikers with children as the terrain past this point gets rocky, more exposed, and more challenging. From the bench the route becomes increasingly steeper and less shaded by the trees. Use caution in this area as the rocky trail can be loose in general and slippery if wet. It is a short scramble to reach the ridge so take your time. There is a small bench at the ridge top to rest and take in the unique views of the valley, ski resort, and backcountry wilderness behind the ridge. There is no water along the trail so plan to bring extra for yourself and if you have a dog.

Location & Details
 The trailhead is located in town within the Alpine Trails neighbourhood on the north end of town. From Highway 3 head up Cedar Avenue (between the Visitor Centre & the bridge over the Elk River). From Cedar Avenue, take your first right into Canyon Trails and drive to the end of the road and park by the gate. This is a quiet neighbourhood so please drive slowly, watch for pedestrians and kids, and don't block any driveways. The gate is used regularly by the City of Fernie and the landowner, please do not block it. To access the start of Mount Fernie Trail, walk straight up the gravel road past the gate, it will veer left and connect to another gravel road, head right on that road for a very short distance. Watch for the official trailhead on the left marked by signage and a memorial bench.

Did you know... Mount Fernie Trail is also a part of Heike's Trail as an alternate start or finish. When at the top of this trail by the bench on the ridge, you'll see some wooden signs on a tree including one that says Rocky Rd. to Windy Pass. Rocky Rd. is a challenging ridge hike that one-way to Windy Pass, this pass is part of Heike's Trail. You can make your Mount Fernie Trail hike a full day hike by adding Rocky Rd Trail (there and back).

Safety & Care for You & Nature

Plan Ahead & Be Prepared

- Share your plans with family/friends.
- Have water, snacks, quality footwear and clothes for the weather.

Trail & Safety on Trails

- Stick to designated trails to reduce impacts on the land.
- Call out along the trail every so often to let the wildlife know you are in the area. They prefer to avoid you.

Dispose of Garbage / Waste Properly

- Pack out any garbage and dispose at garbage / recycling bin at the Visitor Centre.
- There are no toilets along the trail, go before you head out on the trail.
- Leave What You Find.
- Respect natural settings and leave plants, rocks and other objects as you find them.
- Be Considerate of Others.
- Excessive noise, uncontrolled pets and litter take away from everyone's experience.

Respect Wildlife

- Observe wildlife from a distance so they are not stressed, scared or harassed.
- If You See A Bear in Close Proximity.
- Don't make sounds or make eye contact with the bear.
- Make loud noises. Keep children & pets close.
- Back away slowly, don't run, and the bear is out of sight.
- Report back to trailhead and report the sighting if possible to the Visitor Centre.

Visitor Centre Handouts - Mount Fernie

Download the Trailforks mobile app to access Fernie's GPS trails. Once you download the local maps (small fee applies), you can use them offline using your mobile's GPS. A great tool that shows you where you are in relation to the trail(s), trailhead and key points of interest.

Fernie Visitor Centre
 102 Commerce Road
 Ph: 779-519-0748
 vfc@townoffernies.com

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

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Visit iconicfernies.com

Available on

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Visit [WildSafeBC](http://WildSafeBC.com) for more tips on wildlife & safety.

Visitor Centre Handouts - Mount Fernie (back)

FERNIE
Trout Town

Fly Fishing In Fernie, BC

FishFernie.com

#ferniestoke

FERNIE
Est. 1898

Snowmobiling In Fernie, BC

ferniesnowmobiling.com

#ferniestoke

Top Things to Do in May & June
Visit TourismFernie.com to plan your trip!

1. Take a guided nature tour with the Fernie Family Pass and get information on events, trails, and local businesses.
2. Download the Fernie Family Pass app for an easy-to-use mobile pass.
3. Experience world-class fly fishing for trout and salmon in the Fernie River, Fraser River, and Lake Osoyoos.
4. Enjoy an easy family-friendly kayak and canoe trip on the Snake River or Bigby Bay in the Fernie Valley.
5. Visit the world-class outdoor museum, the Fernie Museum, and enjoy a guided tour.
6. Take a scenic hike in the Fernie Valley, including the Fernie Valley Hike, and enjoy the views.
7. Visit the Fernie Valley Hike and enjoy the views.
8. Take a scenic hike in the Fernie Valley, including the Fernie Valley Hike, and enjoy the views.
9. Visit the Fernie Valley Hike and enjoy the views.
10. Take a scenic hike in the Fernie Valley, including the Fernie Valley Hike, and enjoy the views.

Top 20 Things to Do in Summer
Visit TourismFernie.com to plan your trip!

1. Visit the Fernie Museum and enjoy a guided tour.
2. Take a scenic hike in the Fernie Valley, including the Fernie Valley Hike, and enjoy the views.
3. Visit the Fernie Valley Hike and enjoy the views.
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10. Take a scenic hike in the Fernie Valley, including the Fernie Valley Hike, and enjoy the views.

Top 20 Things to Do in Fall
Visit TourismFernie.com to plan your trip!

1. Visit the Fernie Museum and enjoy a guided tour.
2. Take a scenic hike in the Fernie Valley, including the Fernie Valley Hike, and enjoy the views.
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10. Take a scenic hike in the Fernie Valley, including the Fernie Valley Hike, and enjoy the views.

20 Things to Do in November
Visit TourismFernie.com to learn more.

1. Visit the Fernie Museum and enjoy a guided tour.
2. Take a scenic hike in the Fernie Valley, including the Fernie Valley Hike, and enjoy the views.
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Top 20 Things to Do in Winter
Visit TourismFernie.com for details

1. Visit the Fernie Museum and enjoy a guided tour.
2. Take a scenic hike in the Fernie Valley, including the Fernie Valley Hike, and enjoy the views.
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Events in Fernie
#ferniestoke

MARCH 31 - APRIL 16, 2023

SAT - SUN 2 | RETRO WEEKEND PRESENTED BY BANDED PEAK BREWING | FERNE ALPINE RESORT
SAT - 11AM - 4PM: Beer's Den Beer Gardens with DJ Aurora - 12:00N - Major Bash-Camp on Blue Run
3PM - Six Barrel Camp on Rubie Run - 3.5-5PM - DJ Risswell at the Dry Bar
SUN - ALL DAY - Ferns Craft Camp - prizes for best action shot, best group shot & best fashion moment
11AM - 3PM - Beverage Gardens at Beer's Den

SAT 15 - SUN 16 | CLOSING WEEKEND AT FERNE ALPINE RESORT
SAT - FERNIVAL presented by Caruso in the Plaza featuring Durango, Don Jax Tribute Band and Mj Rottke
SUN - Liquid Science in the Plaza - Stage 18. Sponsorship presented by Coca Cola on the Mighty Music - Closing Day

MOVIES AT THE VOGUE THEATRE 7PM TUE - SUN (CLOSED MON)
Mar 24 - Apr 6: John Wick 4
Mar 27 - Apr 6: Screen 5
April 7 - 20: GUSSED

Continued on next page. PUBLISHED WEDNESDAY, APRIL 19th | TOURISMFERNIE.COM

Bi-weekly Events Poster

2023 Featured Fall Events in Fernie

September

- 1-2 WAM BAM Dirt Jump Jam | Fernie Dirt Jump Park
- 1 Live Music: Open Mic Jam with Tyrone & Amanda | Fernie Legion
- 2-3 Historical Walking Tours | Fernie Museum
- 2 Music on the Mountain, Chairlift Rides & Guided Hike | Fernie Alpine Resort
- 3 49th Annual Lions Demo Derby | Fernie Demo Derby Grounds
- 4 Closing Day | Fernie Alpine Resort
- 5 Little Critter Criterium Ride | Fernie Mountain Bike Club
- 5 Live Music: Bat Sabbath with Black Mastiff | Northern Bar & Stage
- 8-10 Great Escape Adventure Weekend for Dirt Riders | Evads.ca
- 9-10 9th Annual Fernie Chatswaug | Historic Downtown Fernie
- Live entertainment from Sealed Bites, Shelby Lynch, The Relief Committee & The Audibles | Family Safety Day | Heritage Tea | Brunch & Broasts with Lindsay Wallace | Into the Woods Gallery Exhibit & Free Admission at Fernie Museum
- Race with Special Olympics Silver Medalist Wayne Gowanlock | Kids Crafts, Frequenting & Games | Fun on the Lawn with Fernie Artistic Guilds
- 9 20th Anniversary P9 Mountain Bike Race | Project 9 Trail
- 9 Get Punk'd Fernie: The Marions - Laser Wolf & more | Elks Hall
- 10 Fernie Fall Fair | Rotary Park
- 12 Closing Day & Sip, Steak, Stay Dinner | Island Lake Lodge
- 14 Live Music: Pam Murray | The Pub Bar & Grill
- 16 Elk Valley Epic Bike - Run - Walk | Elkford - Sparwood
- 16 Film Screening & Fundraiser: Nothing's For Free | Vogue Theatre
- 17 Ladies Closing Tournament | Fernie Golf Course
- 17 Booked! Fernie Writers Series: Jon Vaillant | Fernie Heritage Library
- 20-24 7th Annual Elk Valley Pride Festival | Historic Downtown Fernie
- Rainbow Reels: But I'm a Cheerleader | All Bodies Swim | Queer Skate Jam
- Spectrum Queer Arts Festival with Live Music | Spirits & Songs: Hayden McHugh
- Flag Raising Reception, Pride Ride & Picnic | Drag Branch | Rainbow Hike & Rides
- Drag Story Time | Rainbow Reels with Sauter Hays | Teen Activities | Workshops

October

- 1 Fernie Half Marathon, 3-Person Relay & 10k Run | Annex Park
- 1 Ironman Open | Fernie Golf Course
- 5 Live Music: Altameda with Small Paul | Northern Bar & Stage
- 7 Fall Craft Fair | Fernie Community Centre
- 7 4th Annual Thanksgiving at the Barn | Montane Barn
- 7 Oktoberfest | Fernie Alpine Resort
- 10 Tomestone Golf Tournament | Fernie Golf Course
- 11 Fernie Stoke Fest: Shred Kelly & Elliot Brood | Community Centre
- 19 Live Music: Boy Golden | The Northern
- 21 Annual Great Pumpkin Hunt | Elk Valley Nordic Centre
- 26 6th Annual Dash in the Dark Fun Run | stageleaprunning.com
- 26 Gallery Opening: The Wild Side - Trevor Haldane | The Arts Station
- 27-31 Halloween Parties | Fernie Bars
- 28-29 Haunted Station | The Arts Station
- 28 Elk Valley Snow & Avalanche Workshop | Fernie Community Centre
- 28 Halloween Dance Party with Dingo Starr & Philly Wonka | The Legion
- 29 Griz Kids Halloween Party & Haunted House | Fernie Alpine Resort

November

- 4 FAST Ski Swap | Fernie Community Centre
- 11 Remembrance Day Service | Fernie Centaph/Legion
- 11 Ski & Board Film Festival | Fernie Community Centre
- 18 Mogul Smoker | mogulsmoker.ca
- 24-25 Twilight & Holiday Craft Fairs | Fernie Community Centre
- 24 Tentative Snowmobile Trails Opening Day | Corbin

December

- 2 OPENING WEEKEND | Fernie Alpine Resort
- 2 Holiday Kick Off - Fireworks - Music - Shopping | Station Square
- 2 Artisan Fair & Mug Masterpiece Gallery Show | The Arts Station
- 8 Local Artisan Christmas Market | The Legion
- 10 Live Music: Kentucky Eileen Yulelike Holiday Show | The Arts Station
- 14 Tentative Snowmobile Trails Opening Day | Coal Creek
- 15 Fernie Community Choir Concert | Knox
- 16 Stocking Stuffers Craft Fair | Fernie Community Centre
- 30 Bob Arnott Memorial Family Snowmobile Ride | Coal Creek
- TBC Holiday Events | Fernie Heritage Library
- TBC Festive Family Activities | Fernie Alpine Resort

Weekly/Regular Events

- MON | Jam Night | Scullin Lounge
- Climbing & Bouldering | College of the Rockies
- MON & WED | SR Movie Night | Vogue Theatre
- TUE | Pool Competition | Fernie Legion
- WED | Storytime | Fernie Heritage Library
- Common Interest Meet-Ups | Freshies
- THU | B-Weekly Car Cruise | Elk Valley Cruisers (1st & 3rd, until Oct 5)
- Run Club | Sing Leap Running
- BYO Food/Drink on Card Games | Fernie Legion
- Kardsize | Kardsize Lounge
- FRI, SAT & SUN | Distillery Tour & Tasting | Fernie Distillers
- FRI | Meet Draw | Fernie Taphouse
- Live Music | Leaf
- Das Night | The Arts Station
- Jam Night | Fernie Legion
- SAT | Meet Draw & 50/50 | Fernie Legion
- Jam Night | Freshies
- Ferne Mountain Market | Rotary Park (until Sep 24)
- SUN | World's Tax Experience | Freshies (from Oct 5)

Special Events

FERNE GHOSTRIDERS HOME GAMES
Ferne Memorial Arena
September 5, 6, 16, 23 & 29
October 3, 27 & 28
November 4, 10, 14, 18, 25 & 26
December 2, 9, 16 & 30

FERNE GHOST TOURS | Fernie Museum
October 22 - November 5

Scan the QR Code for the Fernie Aquatics Centre drop-in schedule.
f.fernica.ca

For details, visit: tourismfernie.com/events
Updated August 30, 2023

#ferniestoke

Seasonal Events Poster

Pull-up Displays

FERNIE
EST. 1976

Find Your Stoke
in Any Season
in the Rockies

TourismFernie.com

FERNIE
EST. 1976

Legendary Powder
in the Heart of the
Canadian Rockies

FERNIE ALPINE RESORT
The Canadian Rockies

Fernie Alpine Resort Mountain Stats
Annual Snowfall up to 30Ft / 914cm
Vertical Rise 3,530ft / 1,082m

Terrain Details:
2,504 Acres / 1,013 Hectares
3 Alpine Bowsls, 10 Lifts
169 Runs & Cruisers / 1,052m
Base Elevation 2,456ft / 749.2m
Top Elevation 7,006ft / 2,134m
35% Novice, 25% Intermediate, 20% Advanced, 20% Expert

Tourismfernies.com

FERNIE
EST. 1976

Summer Adventures
in the Heart of the
Rocky Mountains

TourismFernie.com

FERNIE
EST. 1976

A Four Season
Rocky Mountain
Wedding Destination

WeddingsInFernie.com

Consumer Email Newsletters

Tourism Fernie sent out 9 email newsletters in 2023 focusing on a variety of stories, things to do, event listings, new services, special offers and more. We were able to grow the database of consumer emails from 12,000+ in 2022 to over 16,000 contacts in 2023. Average open rate of the newsletter is 43% and click rate is 3.44%. Here are a few examples:

#FERNIESTOKE
IN THE HEART OF THE CANADIAN ROCKIES

This is Fernie!
With Sarah

NEW Episode Out Now!

One mountain town, four very different characters, and a shared passion for Fernie's world-famous powder snow.

Watch a new episode of *This is Fernie!* to find out about a local's very special tradition, what makes Fernie such an amazing place, and who is responsible for the generous snowfalls.

[Watch Video](#)

Plan Your Winter in Fernie

Winter Cultural Guide Your guide to all things Arts, Culture and Heritage in Fernie and the Elk Valley	Winter Trail Map Explore hundreds of kilometers of trails for Cross-country skiing, snow shoeing.	Nordic Skiing Guide Enjoy 40+ km of groomed trails for cross country skiing. Lots of all levels and abilities.

#FERNIESTOKE
IN THE HEART OF THE CANADIAN ROCKIES

POWDER ALERT
21CM in the last 24H!

Winter is better in Fernie!

Amazing terrain, surprise pow days, fun apres with friends, that's only a small part of winter in Fernie. Check out all the fun things you can do in our vibrant mountain town, pick your dates and pack your bags. There's still time for an epic winter trip!

[#ferniestoke](#)

Spring Skiing & So Much More

Find Your Stride on Fernie Trails Explore 4 unique areas in and around Fernie all year.	Get your Cardio in on a Fat Bike Fernie's bike season never ends. It also has the date.	Snowshoeing our Winter Wonderland Step on a pair of snowshoes, back out!

#FERNIESTOKE
IN THE HEART OF THE CANADIAN ROCKIES

Plan an unforgettable Summer NOW.

Find inspiration for your summer travels with our new Travel Guide. From activities and attractions, the best places to dine or sample the taste of Fernie, to an array of lodging options and more. For the best experience in Fernie this summer, the time to plan & book is now!

[View or Download the Guide](#)

Win a Weekend for 2 in Fernie this June!

Fernie Brewing Company is celebrating its 20th anniversary by bringing you a chance to win an awesome weekend for 2 in Fernie! Prize includes pet-friendly lodging, white water rafting, bike rentals, discount codes, swag and social!

[See Details & Enter](#)

#FERNIESTOKE
IN THE HEART OF THE CANADIAN ROCKIES

The summer stoke is high in Fernie!

Summer in Fernie is a mix of outdoor adventures, engaging events, destination dining, relaxing patio time and endless fun with friends and family. The time to plan your stay is now!

[#ferniestoke](#)

Summer Opening Day at Fernie Alpine Resort June 24th Enjoy the ultimate co-mountain summer vacation for the whole family! Diverse lodging options, family.	Summer Opening Day at Island Lake Lodge June 25th One of the most unique places to visit during the summer months, this off-grid backcountry lodge offers.

#FERNIESTOKE
IN THE HEART OF THE CANADIAN ROCKIES

Fernie Fills My Cup - Special Offer

Book a minimum of 2 nights and receive up to \$150 in local Gift Cards to Dine & Shop!

A quiet time of the year is a great time to visit Fernie and do all the things that Fill Your Cup. Explore Historic Downtown, browse boutique shops, sample quaint cafes and restaurants, stroll Fernie's Art Walk, relax at a local spa, take in some live entertainment or simply enjoy the Rocky Mountain views and fresh mountain air.

[Find Out More](#)

#FERNIESTOKE
IN THE HEART OF THE CANADIAN ROCKIES

The Ski Season is ON!

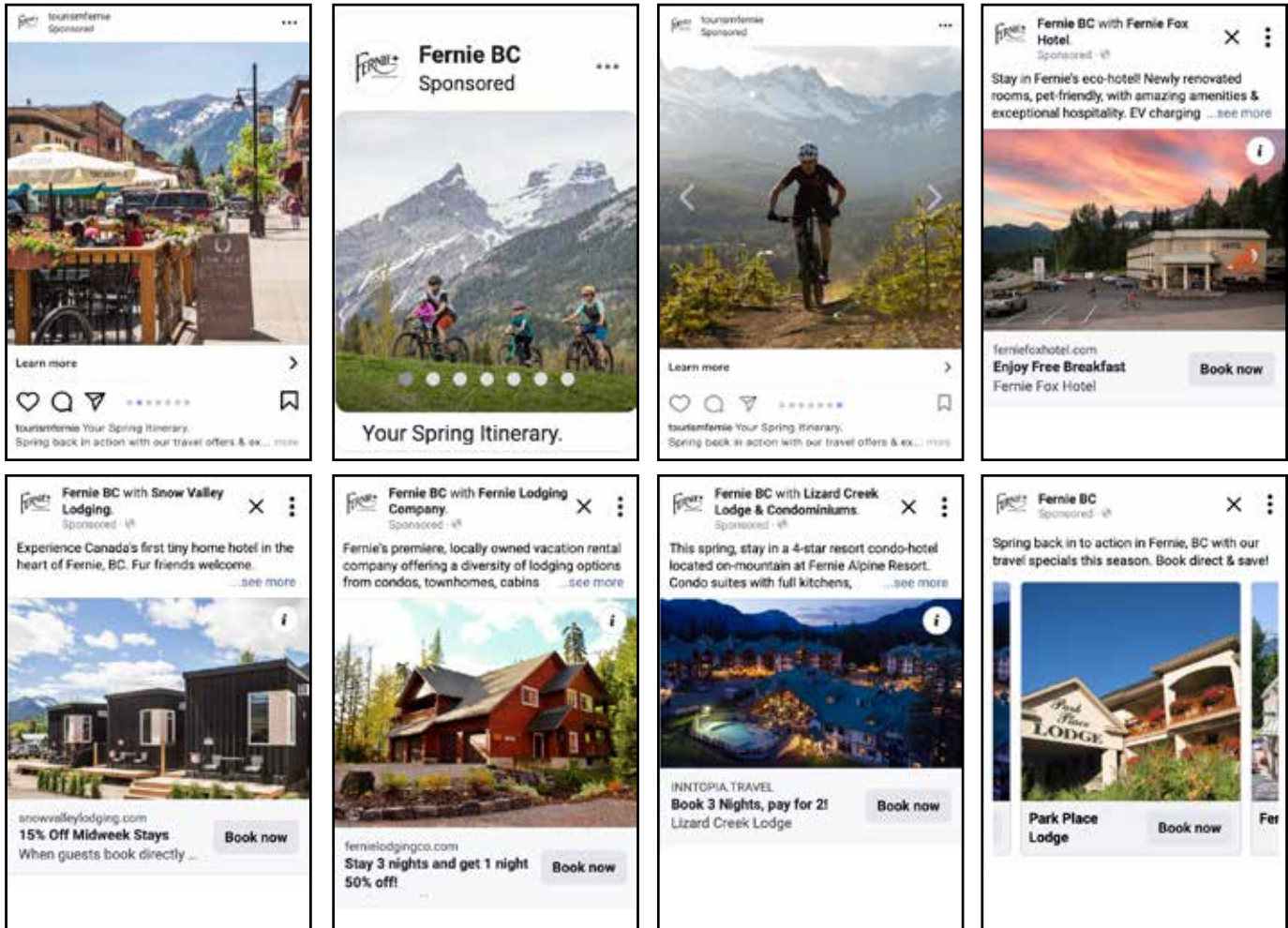
The City delivered all the goods in time for the opening weekend at Fernie Alpine Resort on December 24th! Ski season in Fernie is well underway and the conditions so far have not disappointed. Watch the [first chair snowfall](#) and the [opening weekend success](#) on our social channels and come experience the legendary Fernie Factor!

[#ferniestoke](#)

Co-op Marketing with Members & Partners

Tourism Fernie offered collaborative marketing opportunities for members to take advantage of, such as a digital co-op campaign for member accommodators, consumer shows, Meta co-op ads and joint winter marketing campaigns.

Spring Co-op Accommodator Campaign:



Consumer Shows:



Australia Snow Expos - Team Canada



Australia Snow Expos - Sydney
Tourism Fernie & RCR



Calgary Outdoor Adventure Show
Tourism Fernie, Fernie Alpine Resort & Tunnel49



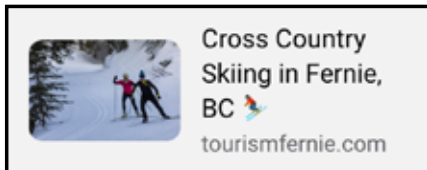
Snowmobile Show - Saskatchewan
Fernie Snowmobile Association



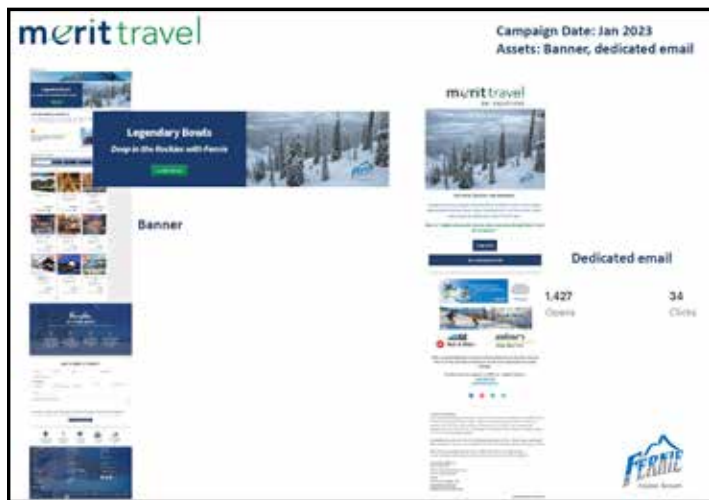
Toronto Ski & Snowboard Show
Tourism Fernie & Fernie Alpine Resort

Meta Co-op Ads:

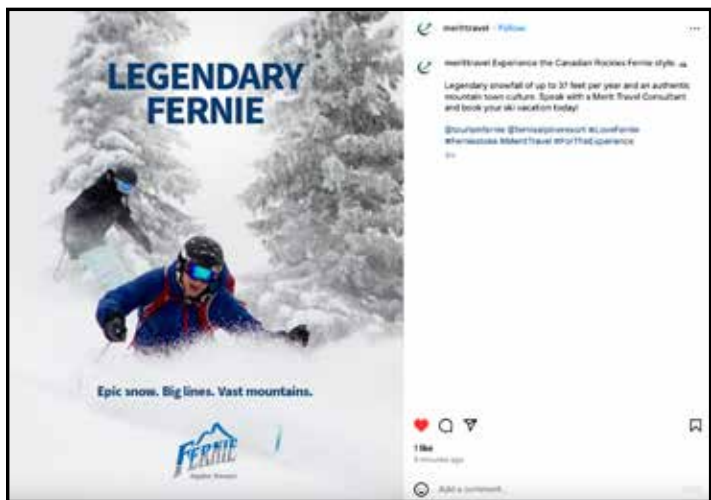
CWSAA Fernie Nordic



Joint Marketing Winter Campaigns with Travel Trade & Fernie Alpine Resort:



Merit Travel - ONT





Skican - ONT



Voyages Gendron - ONT & QC



October Activity

- **Snow Shows**
 - Video featuring in our TV screen on our stand on loop at the Birmingham & London Snow Shows. (14-15 October, 21-22 October)
 - Total visitor numbers at the shows:
 - Birmingham: 7,237
 - London: 9,873
 - Total interactions on our stand at the shows:
 - Birmingham: 4700
 - London: 6927

TUI - UK

Wedding Shows: Wedding Fair & Bridal Expo in Calgary (Tourism Fernie & Partner Booths)



Calgary Bridal Expo - Island Lake Lodge



Calgary Wedding Fair - Island Lake Lodge & Moonlight Flowers



Calgary Bridal Expo - Fernie Alpine Resort



Calgary Bridal Expo - Tourism Fernie



Calgary Wedding Fair - Destination Hanging Banner



Calgary Bridal Expo - Stemhouse Floral Studio

Calgary Wedding Fair - Tourism Fernie

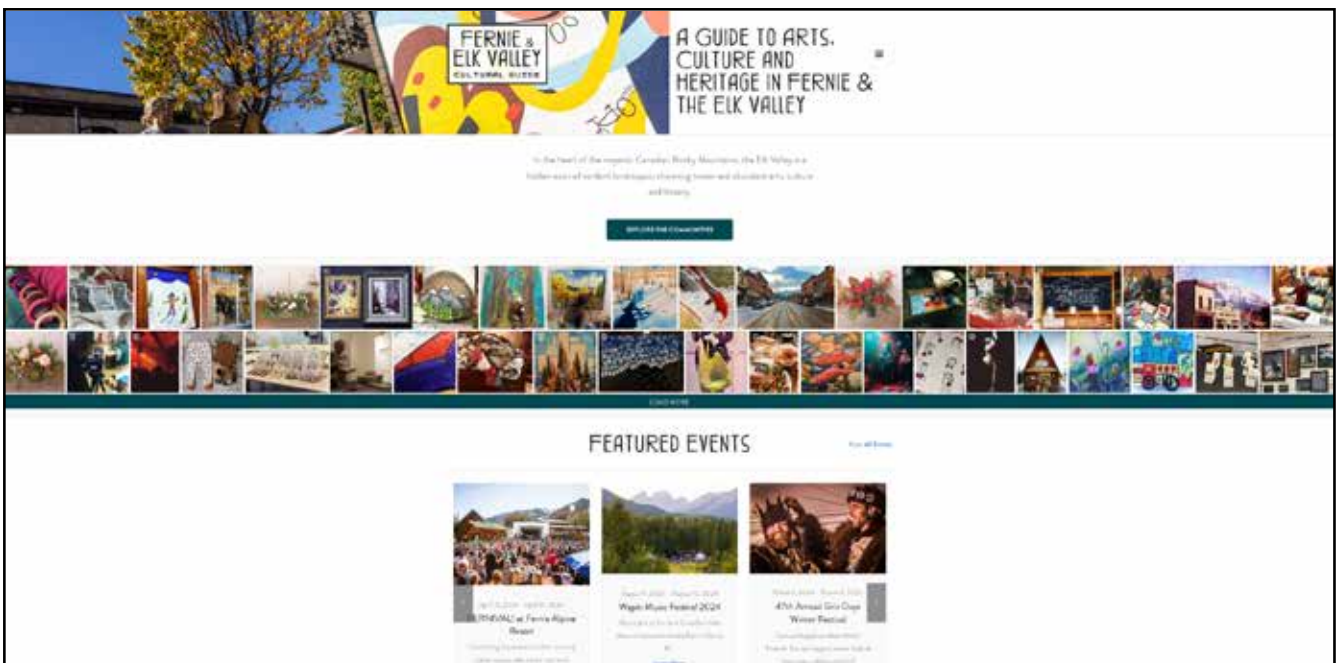
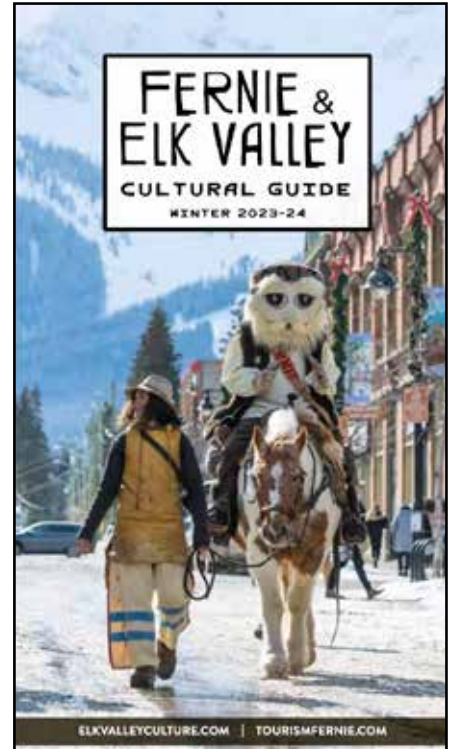
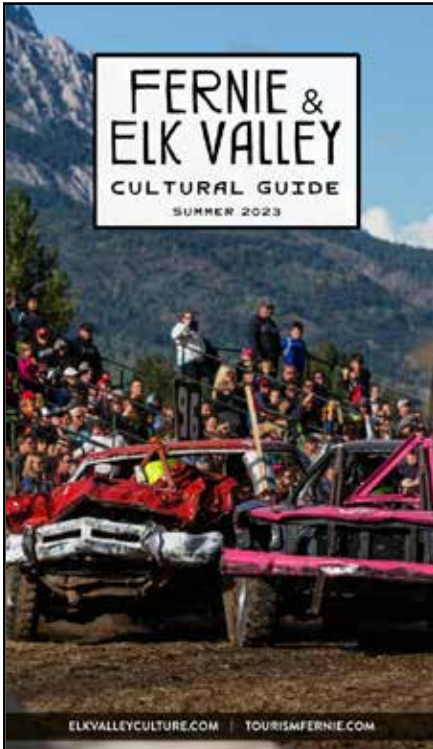
Regional Co-op Marketing Programs

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

Elk Valley Culture is a partnership between Fernie, Sparwood and Elkford, to promote the art, culture, heritage experiences, and stories of the valley. The Fernie & Elk Valley Culture Guide is published seasonally and distributed regionally. The goal is to create awareness of our area's amazing cultural opportunities, attractions, and events, particularly in the quieter months. Partners include Sparwood Chamber, Sparwood Museum, Elkford Arts Council, The Fernie Arts Station, Fernie Museum, Fernie Chamber & VIC, and the Ktunaxa Nation. 2023 was the 7th year of the program, which has cumulatively reached over 260,000 people.

www.ElkValleyCulture.com



Tactic 2 – My Kootenays Road Trip

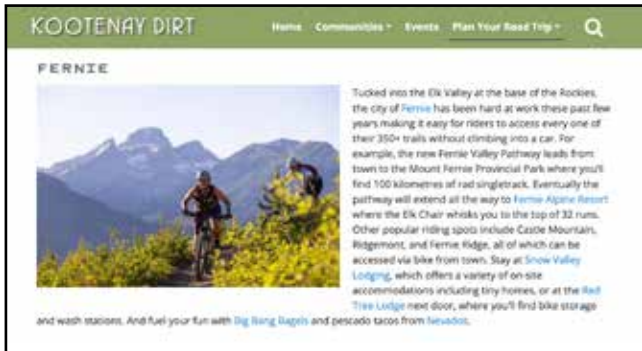
A unique Kootenay Rocky Mountain road trip, exploring the south-east corner of British Columbia. Within 250km, experience small mountain towns, beautiful landscapes, hot springs, festivals, heritage attractions, local artisans, unique shops and cafés, and gentle outdoor activities. Partnering communities include Cranbrook, St Eugene Resort, Kimberley, Fairmont, Invermere and Radium. Campaign initiatives were implemented with a focus on drive markets, promoting spring and fall visitation. New 5-day itineraries were created to showcase the region's short hikes and local wildlife. A MyKootenays e-newsletter takeover with Must Do Canada, showcasing video & blog content was sent to over 70K subscribers. A digital campaign targeting AB, BC and PNW resulted in over 5.7 million impressions and over 140K video views.

www.MyKootenays.com

Tactic 3 – Kootenay Dirt – Mountain Biking the Kootenay Region

Experience Kootenay Dirt. Built by the hands of local riders. Weaving through epic mountain and valley landscapes. Experience the mountain bike trails in the Kootenay Rockies of British Columbia in one grand adventure or at your own pace. Partnering communities include Cranbrook, Kimberley, Invermere, Golden, Revelstoke, Nelson, Kaslo, Rossland and Arrow Slocan. Initiatives included the development of a new East Kootenay Road Trip, along with a digital campaign launched in the spring and fall that resulted in 4.3 million impressions and over 767K video views.

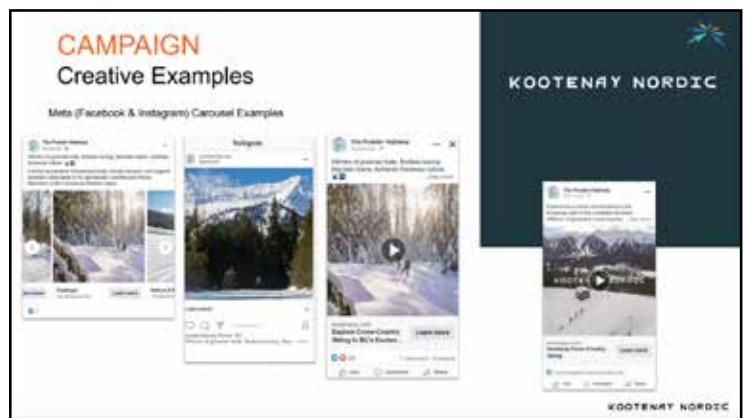
www.KootenayDirt.com



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 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 Arrow Slocan, Castlegar, Kimberley, Radium Hot Springs, Golden, Invermere, Kimberley, Nelson/ Kaslo and Rossland. Initiatives included new itinerary creation, print, online sponsored articles in NW Travel & Life and IMPACT Magazine, along with a digital campaign resulting in 3.3 million impressions and 94K video views.

www.KootenayXC.com



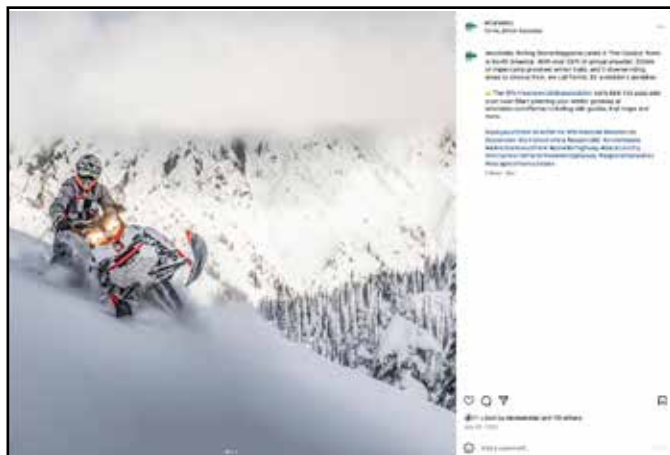
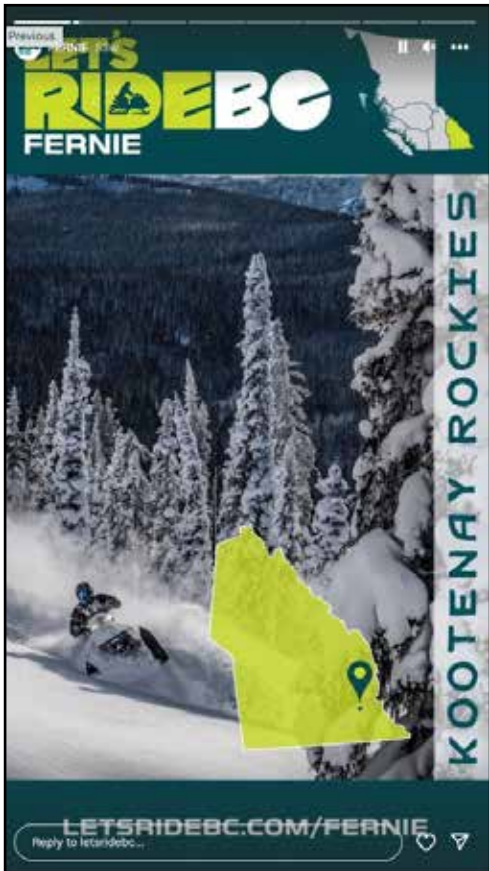
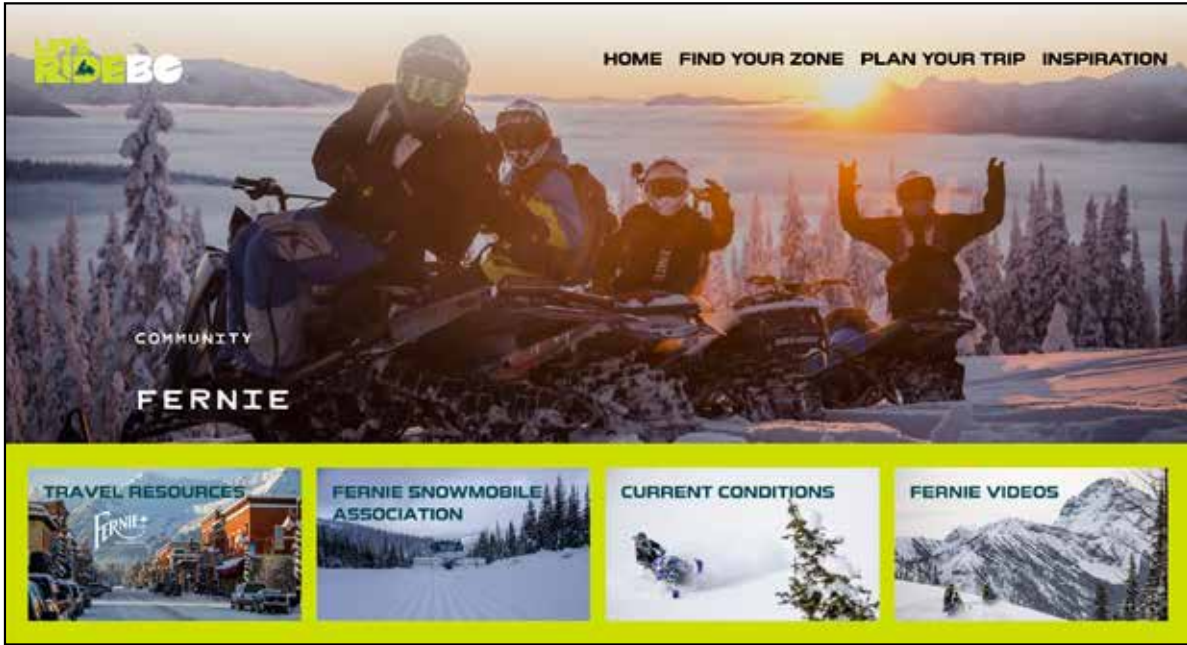
Regional Co-op Marketing Programs

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 & international markets. Tourism Fernie participates in those 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

Connecting snowmobile enthusiasts to great destinations and authentic experiences in British Columbia.

www.letsridebc.com



The BC Ale Trail

The BC Ale Trail is the ultimate guide to BC's craft beer communities, featuring a series of self-guided itineraries that showcase craft breweries, restaurants, activities, accommodations and more. Fernie members participated in the Sip & Stay campaign targeting AB, BC & WA which showcased bookable holiday packages that paired accommodation specials with craft beer experiences. This ran through October & November with the digital campaign generating 1.38 million impressions. Tourism Fernie also participated in a Road Trip Journal blog feature.

www.bcaletrail.ca



Fernie RV Resort

Full service RVing with yurts and tent camping

SIP & STAY OFFER:

- Book a minimum 2-night camping or glamping stay at the Fernie RV Resort at a 25% discount
- One complimentary "Cheers to Charity" Tasting Flight and two Fernie Brewing Company Souvenir Pint Glasses!

AVAILABILITY:

- For stays between **October 1 to November 30, 2023**.
- Pet-friendly yurts are available, please inquire.
- Based on double occupancy and subject to availability.
- Two nights minimum is required.

HOW TO BOOK:

- Call 1-844-343-2233 and use the promo code: **Sip&stay25**
- FBC offer redeemable from FBC Tasting Room only - please check opening hours online and present your Sip & Stay voucher upon arrival.



Park Place Lodge – Fernie

The Park Place Lodge has been in operation since 1981

Enjoy the comforts of a full-service boutique hotel while discovering the beers from the local award-winning craft brewery, **Fernie Brewing Company**

SIP & STAY OFFER:

- Book a minimum 2-night stay - receive 15% off the best available rate
- One complimentary* "Cheers to Charity" tasting flight at Fernie Brewing Co.
- 2 complimentary Fernie Brewing Co. branded pint glasses.

*FBC offer redeemable from the Fernie Brewing Co. Tasting Room only. Please check opening hours online and present your Sip & Stay voucher upon arrival

AVAILABILITY:

- For stays between **October 1 to November 30, 2023**
- Pet-friendly options are available. Please advise when booking. Pet fees apply



Snow Valley Lodging – Fernie

Snow Valley Lodging is the ultimate basecamp for your mountain escapades.

Located in beautiful downtown Fernie, B.C., Snow Valley offers unparalleled value and comfort to help you make the most of this all-season playground.

SIP & STAY OFFER:

- Book a minimum 2-night stay and receive 20% off the best available rate
- One complimentary* "Cheers to Charity" Tasting Flight at Fernie Brewing Co. and get 2 complimentary Fernie Brewing Co. branded pint glasses.
- *FBC offer redeemable from the Fernie Brewing Co. Tasting Room only. Please check opening hours online and present your Sip & Stay voucher upon arrival

AVAILABILITY:

- For stays between **October 1, to November 30, 2023**
- Dog-friendly options are available. Please advise when booking. Pet fees apply

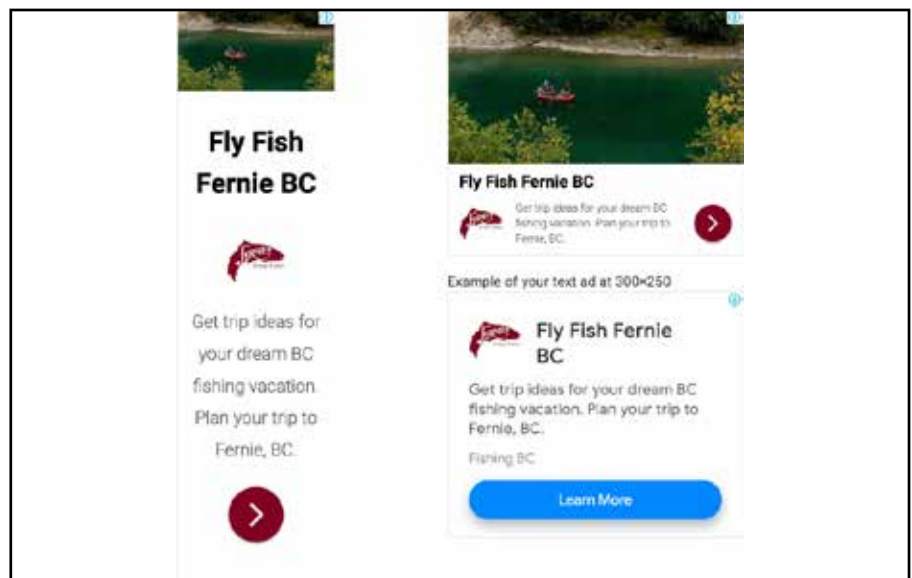
HOW TO BOOK:



Fishing BC

Fishing BC brings together fishing sector tourism-related stakeholders in one collaborative effort to market BC as a world-class fishing destination. Among various initiatives, a digital ad campaign focused on Fernie ran in the Ontario, Washington, Oregon & Colorado markets resulting in 1.68 million impressions and 91.4K interactions.

www.fishingbc.com



Paddle BC

Paddle BC highlights the regions, communities, events and businesses that make British Columbia the best place to paddle in the world, with a focus on safety and advocacy. Tourism Fernie participated in a content creation project to support new imagery & videography.

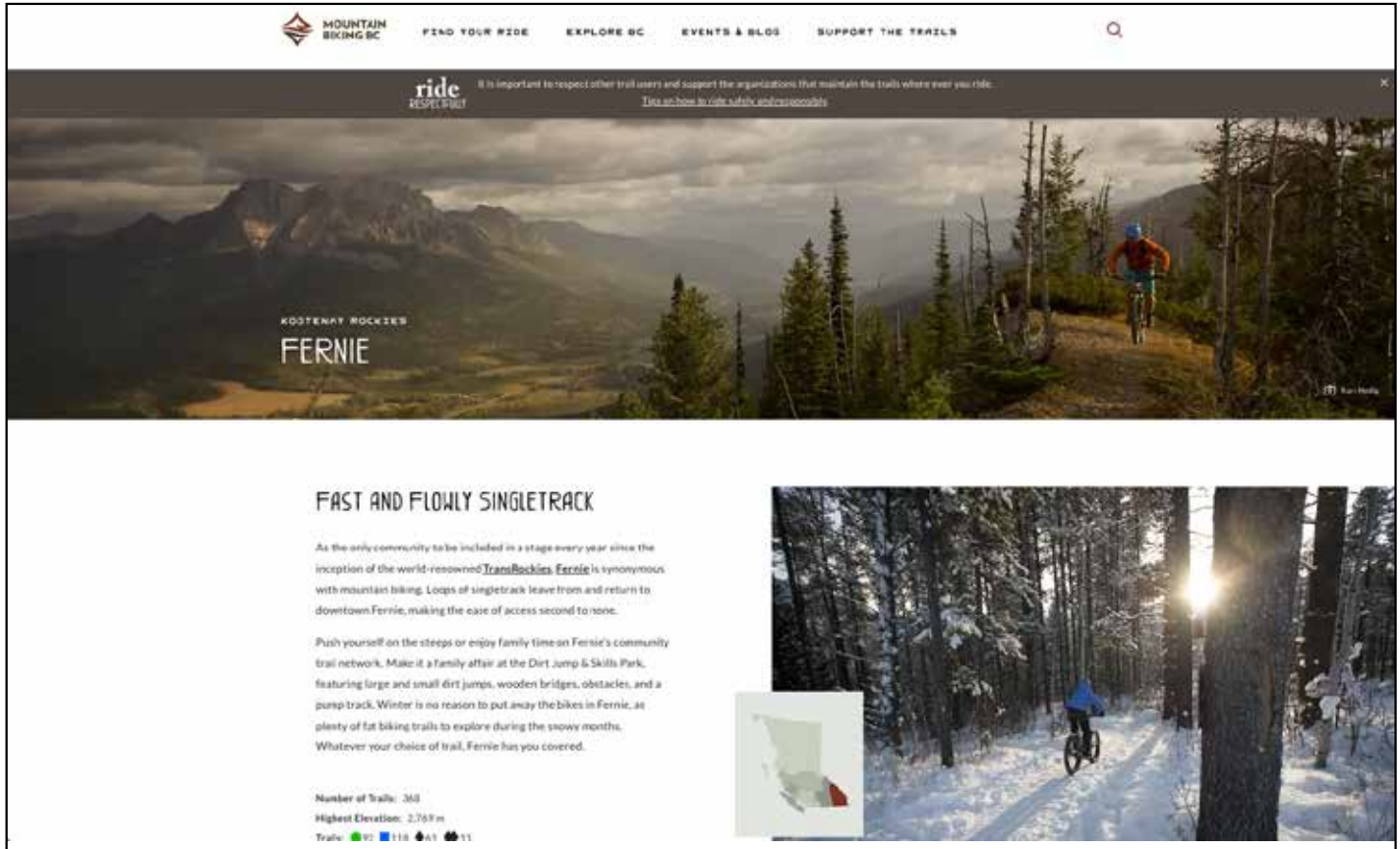
www.paddlebc.ca



 This is a screenshot of a specific page on the Paddle BC website, titled 'ELK RIVER'. The page features a large, scenic aerial photograph of the river winding through a valley with a town in the distance. Below the image, there is a text block that reads: 'The Elk River is a 220 kilometer long river located near Fernie, BC. It is a tributary of the Kootenay River, and falls within the basin of the Columbia River.' Below this is a paragraph: 'Located in the heart of the Canadian Rocky Mountains, the quaint community of Fernie offers something for every kind of paddler from mellow floats through the heart of the city to exciting class IV whitewater. And the best part is that they can all be found on the same'. To the right of this text is a 'QUICK FACTS' box containing the following information:

- Length: Full to Half Day
- Season: Spring to Fall
- Style: Whitewater
- Difficulty: Class IV/V
- River Features: Waterfalls, Continuous Rapids, Play Features, Wood Hatches, Siphons, Undercuts, Portages, Root and Drop Rapids, Canyon
- Access: BC Hydro has been cracking down on trespassers using the restricted area around the hydro station for scouting. Be aware that if you choose to put in or pre-ocut at Tropic Drop/Leap of Faith you will be crossing these restricted areas.

Mountain Biking BC
www.mountainbikingbc.ca



Wellness Travel BC
www.wellnesstravelbc.com



Destination Weddings Campaign

As an established boutique wedding destination, Fernie is well positioned to attract year-round weddings thanks to the diversity of local businesses and venues 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 mini-moons, stags and stagettes. Market focus remains primarily on Calgary and southern AB.

www.WeddingsInFernie.com

Double page print ad in Avenue Calgary



**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



EXPLORE INSPIRE ME PLAN ENGAGE TRAVEL DEALS

Weddings

Home • Weddings

Book Your Trip

Arrival Date

Departure Date

[BOOK NOW](#)

TourismFernie.com/weddings

tourismfernied Sponsored

FERNIE
WeddingsInFernie.com

Learn more

tourismfernied Discover a four-season wedding destination in Fernie, BC. Full-service, bespok... more

Wedding Campaign on Meta

Fernie BC Sponsored

Boutique mountain wedding destination only a 3-hour drive from Calgary. Fernie, BC offers 360° views of the Rocky Mountains, ...see more

tourismfernied.com
A 4-Season Destination
In the Heart of the Rockies

[Learn more](#)

Fernie BC Sponsored

Boutique mountain wedding destination only a 3-hour drive from Calgary. Fernie, BC offers 360° views of the Rocky Mountains, ...see more

tourismfernied.com
Mountain Weddings
Just 3 hours from Calgary

[Learn more](#)

Video Series: This is Fernie! with Sadie

Tourism Fernie launched a brand-new video series in November 2022 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.

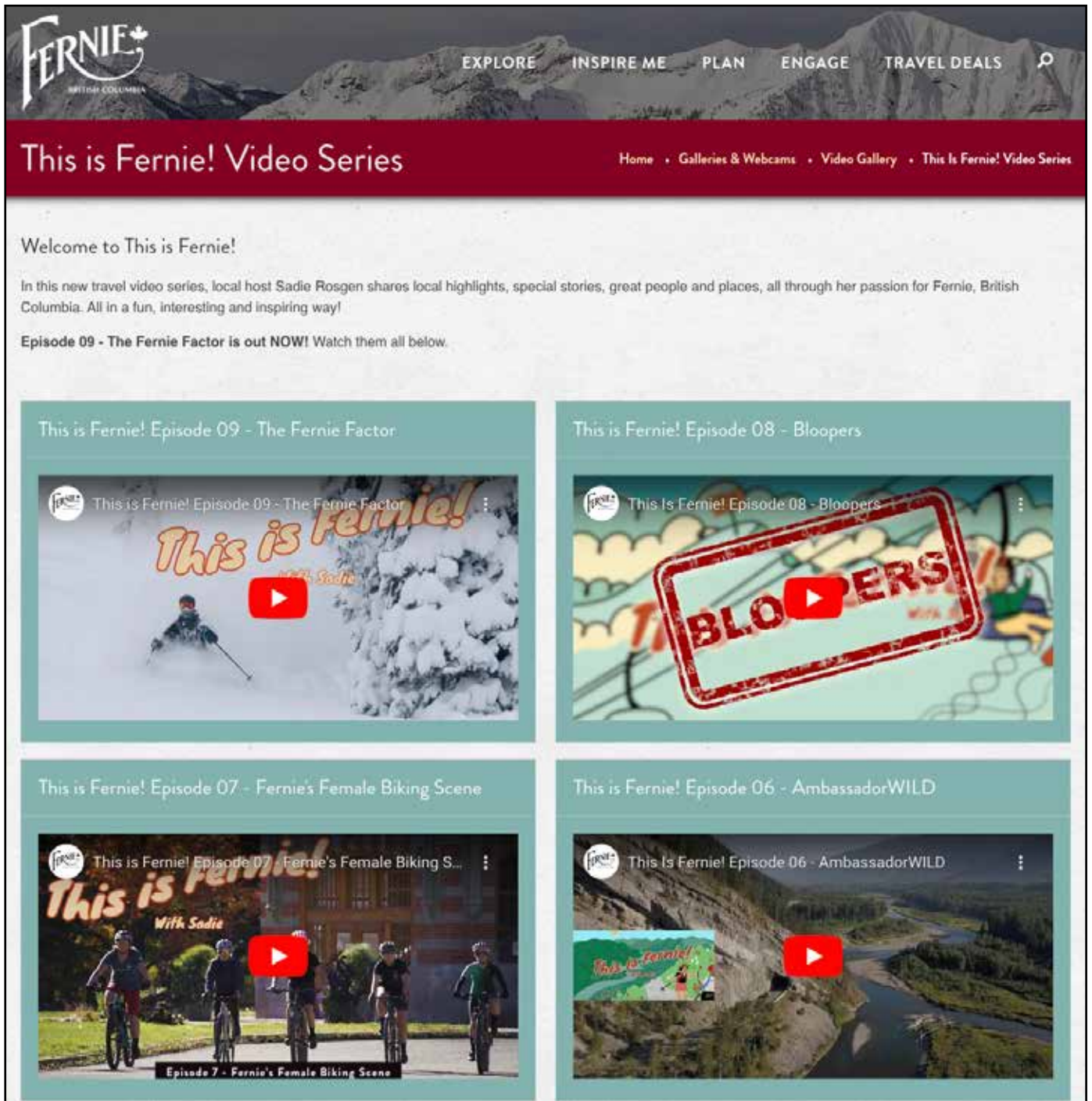
In 2023 six new episodes + a bonus Bloopers episode were produced and aired on Tourism Fernie's Youtube channel: It's The Ski Season | Fernie's Artisan Bakeries | Fernie Griz Days | The Sounds of Fernie | Ambassador WILD | Fernie's Female Biking Scene Bonus: Bloopers Episode.

Opening animation was created by local artist Camille Pageau, videography by Danyal Taylor and Nick Nault, production by Tourism Fernie. The host of the video series is Fernie's multi- talent and personality Sadie Rosgen.

Total Youtube Views: 74,676

Six more episodes are planned for 2024.

Watch all episodes at [ThisisFernie.com](https://www.thisisfernies.com)





Behind the scenes with Joy Attalla



Behind the scenes using a green screen



Behind the scenes with Lee-Anne Walker from the Elk River Alliance



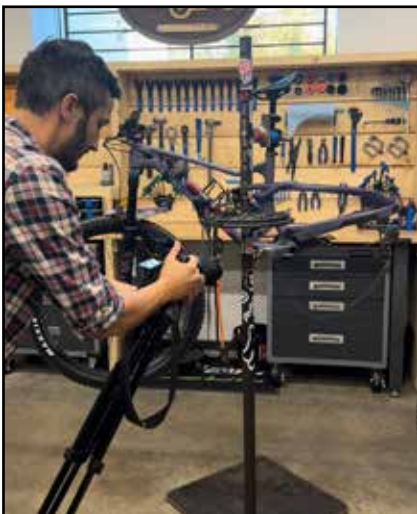
Behind the scenes recording audio in a wardrobe



Behind the scenes with the AmbassadorWILD Team



Behind the scenes for the biking episode



Behind the scenes at Ski Base



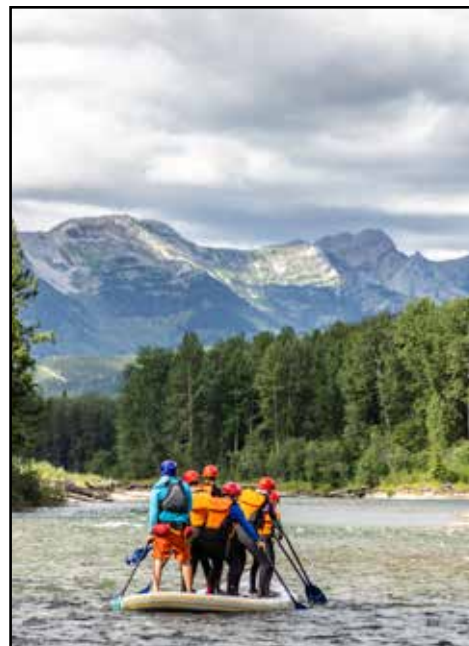
Behind the scenes at Bramasole



Behind the scenes with Dave Richards

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. In March 2023 our talented on-staff photographer Vince Mo left the team; on-going fresh assets continued to be provided through an image subscription program with Nick Nault and Matt Kuhn, project photoshoots with these and other local talents, as well as through content creator hosted visits. 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 projects that took place in 2023. Big thanks to all the businesses and models, and to the photographers, videographers, and content creators.







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.

The community’s official marketing website tourismfernie.com features hundreds of pages of news, announcements, travel deals, and information to help visitors make the most of their stay, or simply get a feel for what our community has to offer.

Tourism Fernie’s member listings are an important part of the content. Over 380 individual member listings are regularly updated with new imagery and constantly reviewed and refreshed by staff and member businesses.

The Events calendar page saw 13,552 page visits in 2023 and highlights visitor-friendly events from the smallest workshops and live entertainment up to the biggest festivals attracting guests, performers, and competitors from around the world.

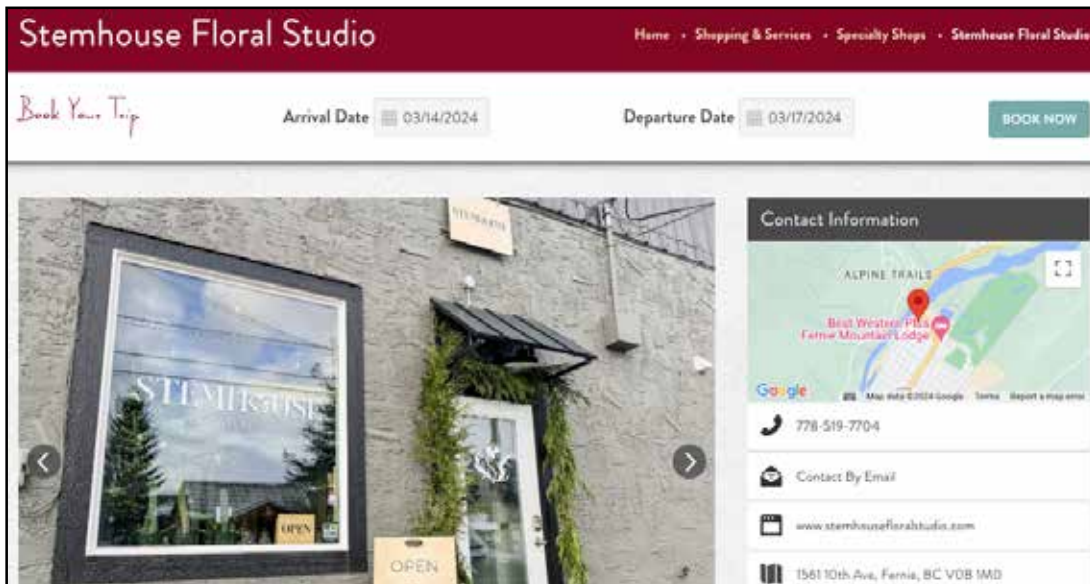
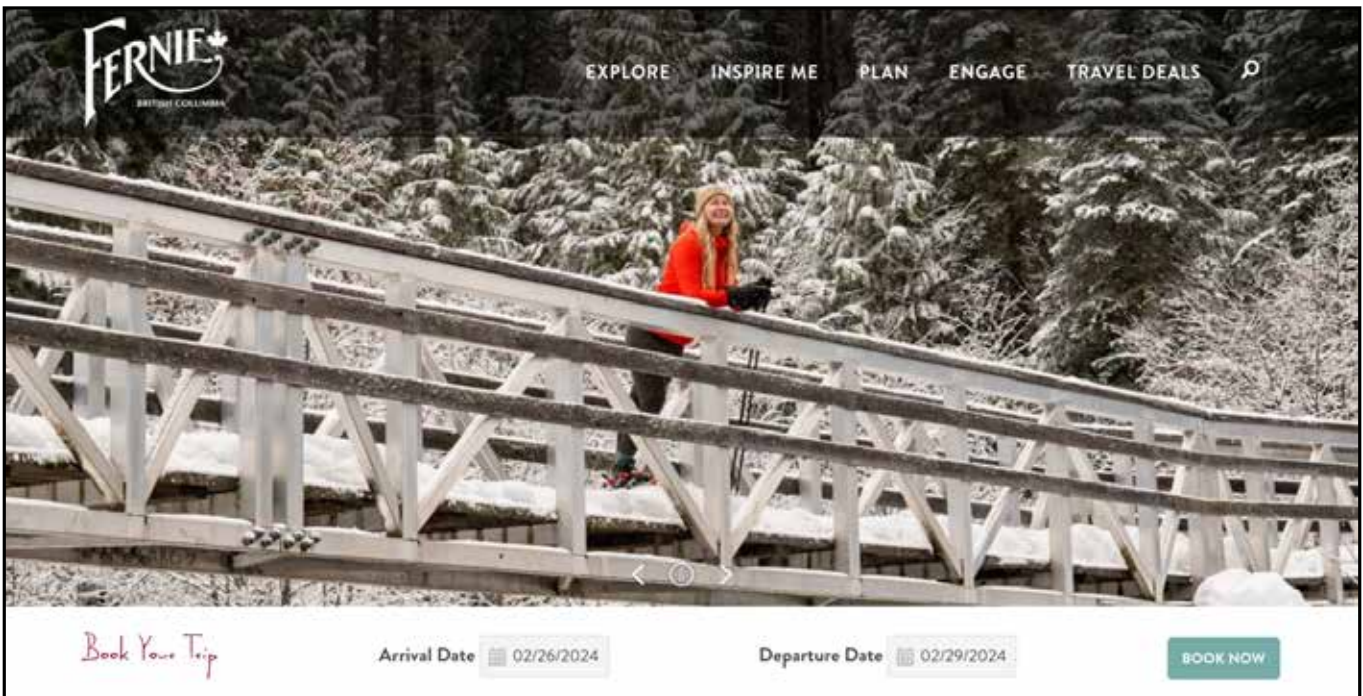
Our social media channels keep our fans and audiences continually aware of our scenic beauty, current events, suggested activities, latest dumps of snow or the beauty of changing seasons, local stories & people, and much more.

Tourismfernie.com

Visits: 356,000 (27k/mth) Page Views: 978,000 Leads to TF Members: 256,000

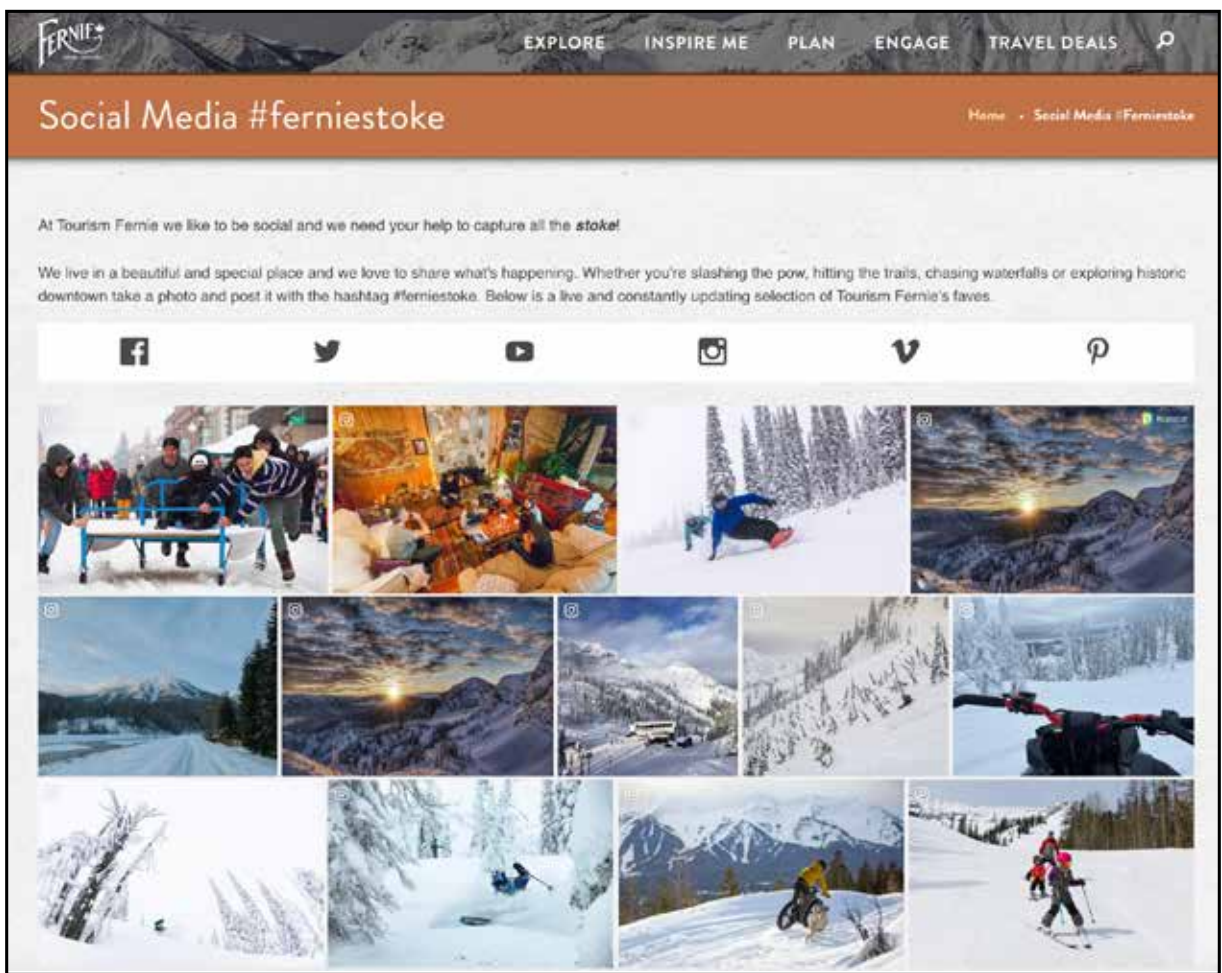
Social Media Channels

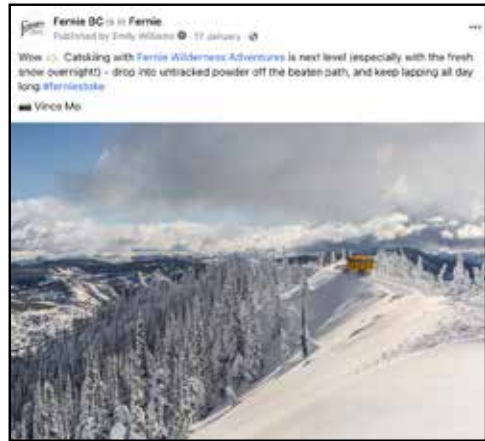
Facebook Fans: 46,589 Instagram Followers: 23,650 Youtube Subscribers / Views : 2,900 / 357,000

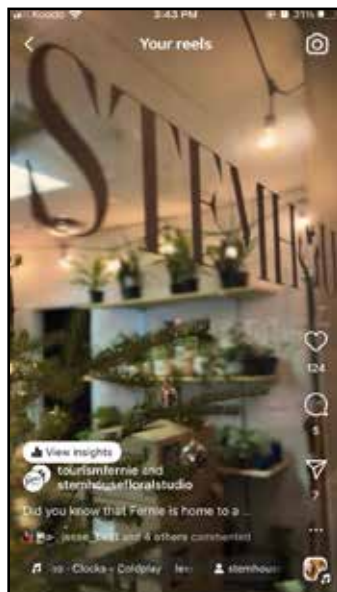
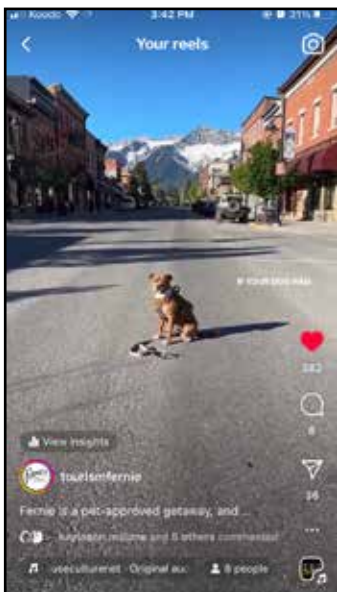
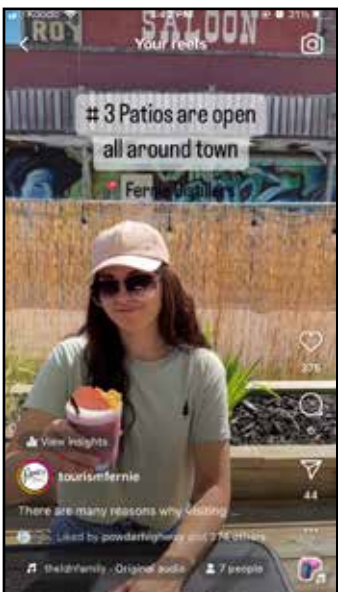
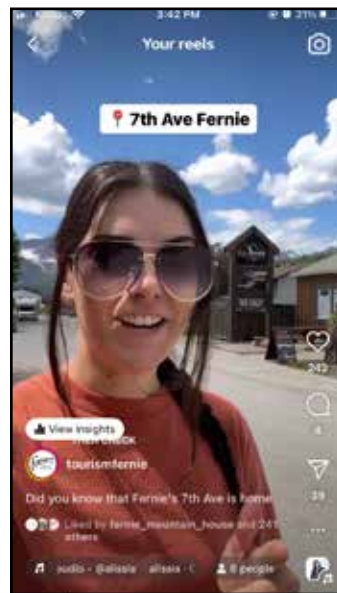
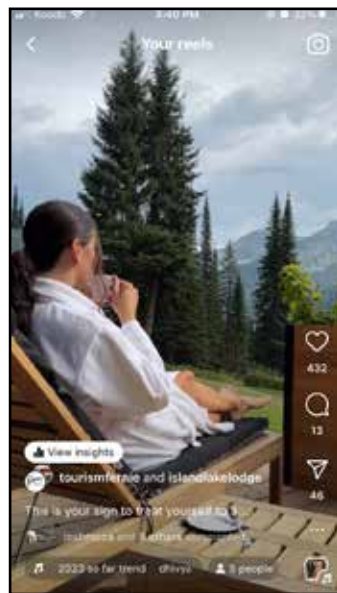




Tourism Fernie’s website features a variety of UGC (User Generated Content) galleries through Crowdriff featuring real social media posts from locals and visitors. Like mini testimonials, these galleries show true experiences on the ground which help show-off Fernie’s authenticity and fun!







Contests – Win a Trip in Fernie!

Tourism Fernie, in cooperation with member businesses, runs two annual contests (Summer & Winter) for a chance to win a trip in Fernie. This tactic is not only great for exposure and destination awareness, but also a great way to gain email newsletter subscribers for Tourism Fernie and contest partners.

2023 Summer Contest

Prize:

- 3 nights with Fernie Central Reservations for 2 persons (double occupancy)
- 1-day Hike or Bike & Dine ticket for 2 persons at Fernie Alpine Resort
- Whitewater rafting adventure with Tunnel49
- \$100 gift card to spend on dining or shopping in Fernie

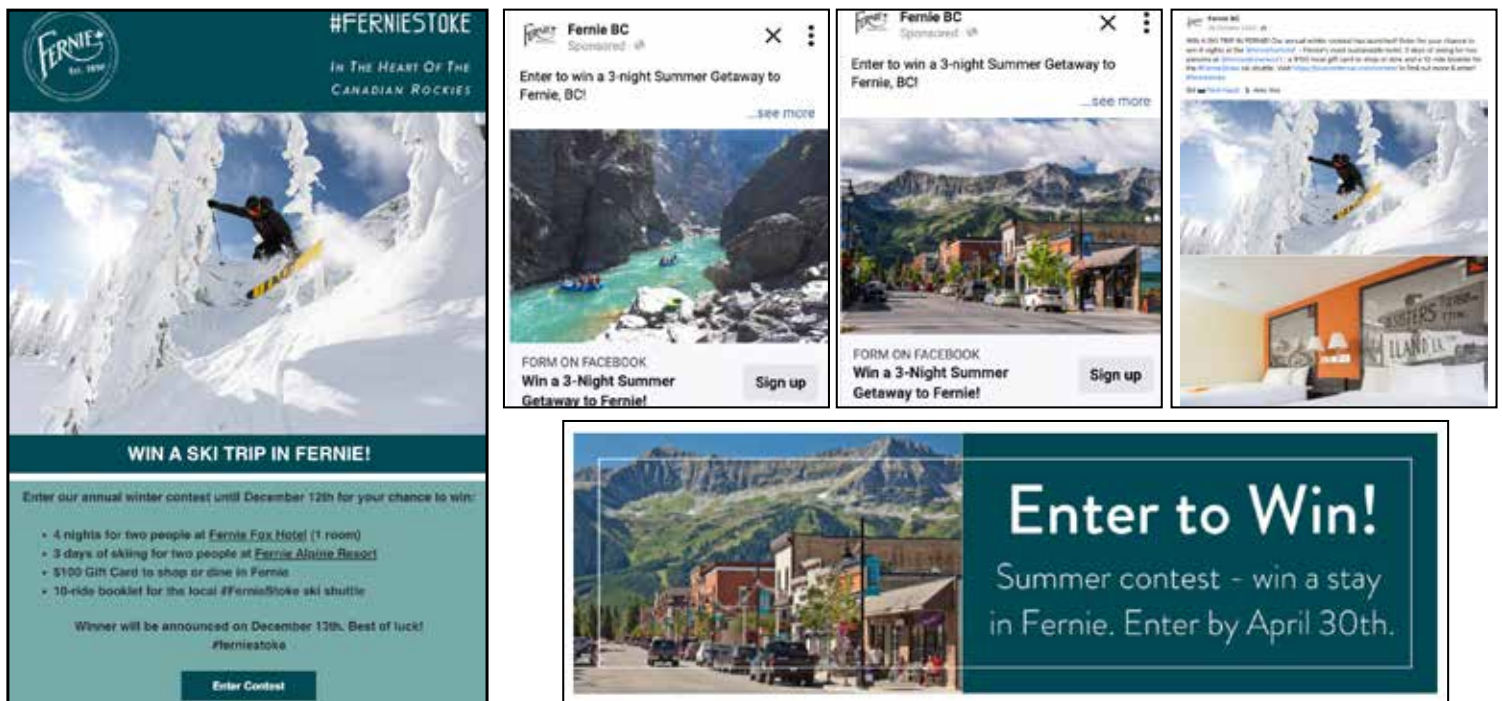
Total Contest Entries: 8,007 | Newsletter Opt-ins: 3,866 (Tourism Fernie); 4,139 (Partners combined)

2023 Winter Contest

Prize:

- Prize: 4-night stay at Fernie Fox Hotel;
- 3-day ski pass for 2 at Fernie Alpine Resort
- \$100 gift card to spend on dining or shopping in Fernie
- 10-ride booklet for #Fernihoke ski shuttle

Total Contest Entries: 9,728 | Newsletter Opt-ins: 3,660 (Tourism Fernie); 6,131 (Partners combined)



Media, Influencer & Travel Trade Initiatives

Hosting, supporting, and executing initiatives with media, influencers and travel trade partners. Attended Mountain Travel Symposium, conducting meetings with long-haul, international travel trade partners and meeting with travel writers at the NW Travel & Words Conference. Tourism Fernie welcomed media from key drive and 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 2023!



Ascend Spring Episode Teaser



Scan QR Code to watch the video



Ascend Spring Episode Overview



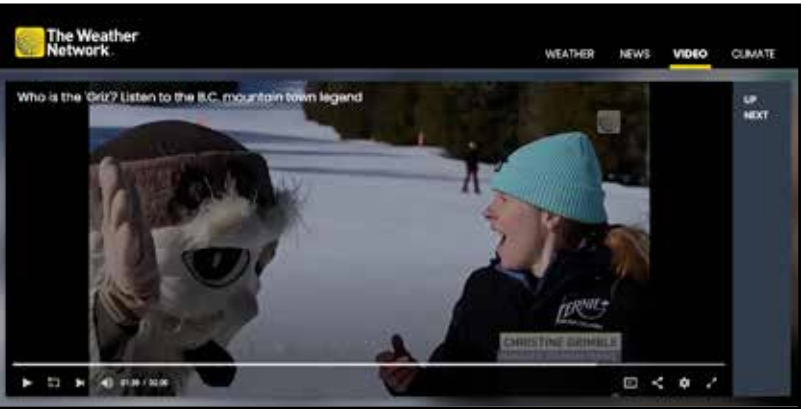
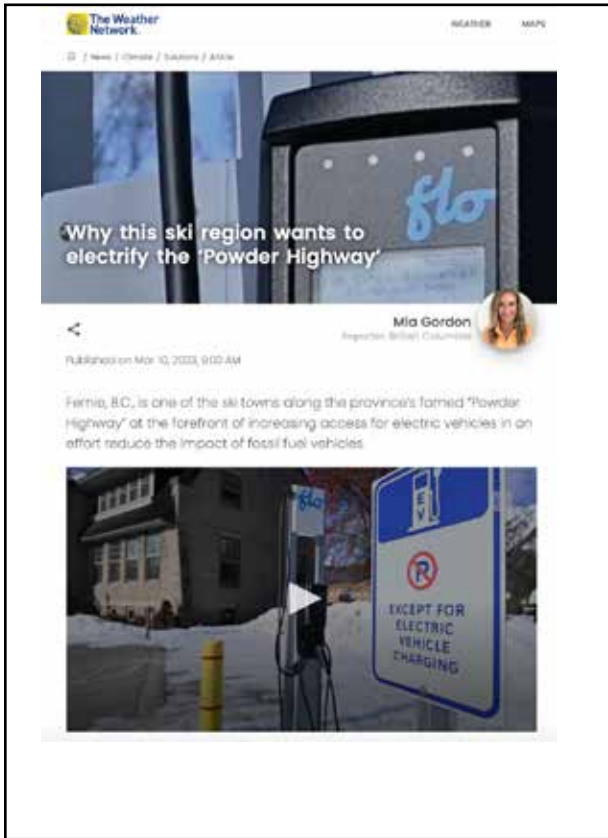
Ascend Fall Episode filming behind the scenes



Ascend Fall Episode filming behind the scenes



NW Travel & Writers Conference (US)



The Weather Network - Griz Episode

Scan QR Code to watch the video



The Weather Network EV Charging Episode

Scan QR Code to watch the video



Daily Hive

Scan QR Code to read the article



Daily Hive

Scan QR Code to read the article

Driving.ca - The National Post

Scan QR Code to read the article

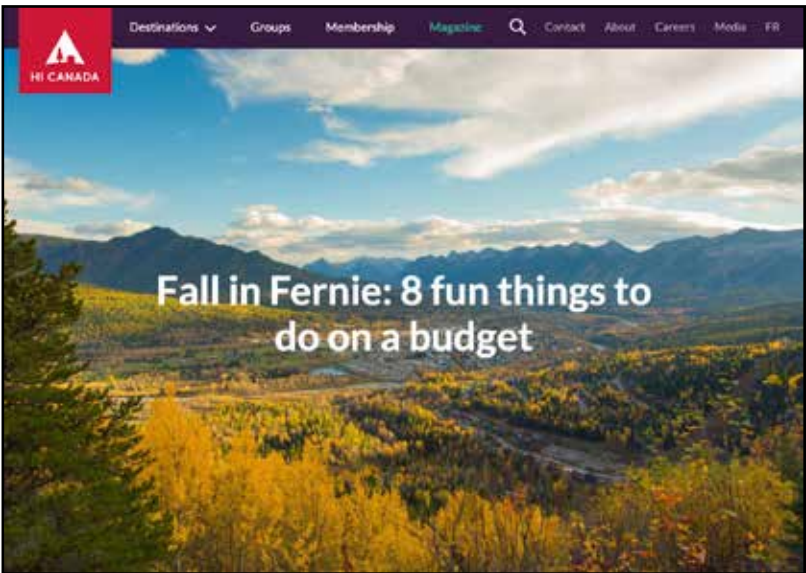




Cycling Magazine

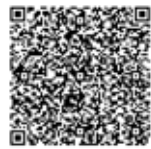
Scan QR Code to read the article

ESCAPE - AUS



Hostelling International

Scan QR Code to read the article



The Toronto Sun

Scan QR Code to read the article



Calgary Guardian

Scan QR Code to read the article



Calgary Herald

Scan QR Code to read the article



Curiosity

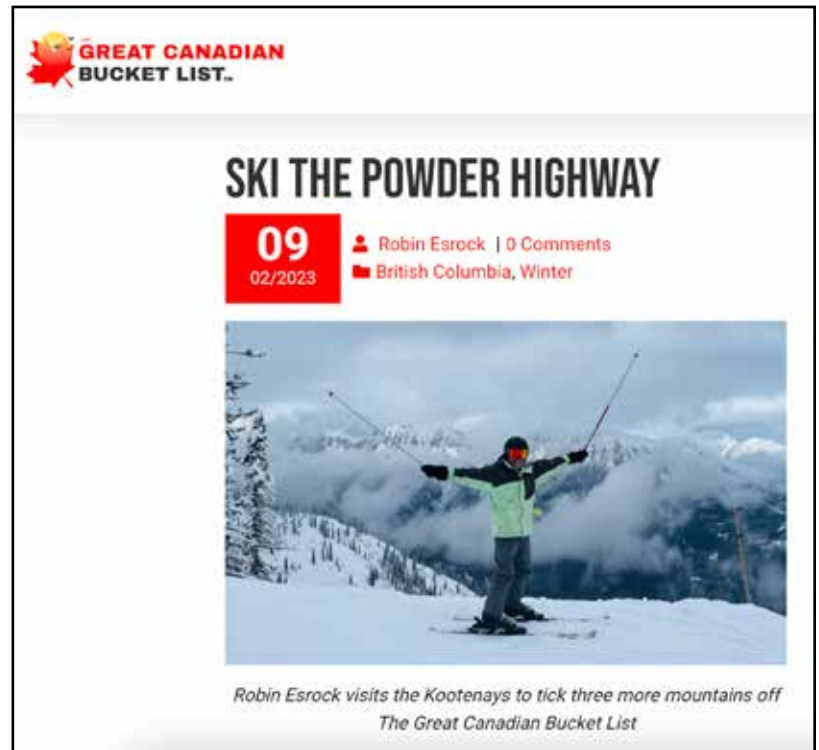
Scan QR Code to read the article



Daybreak South



NHK World - Japan



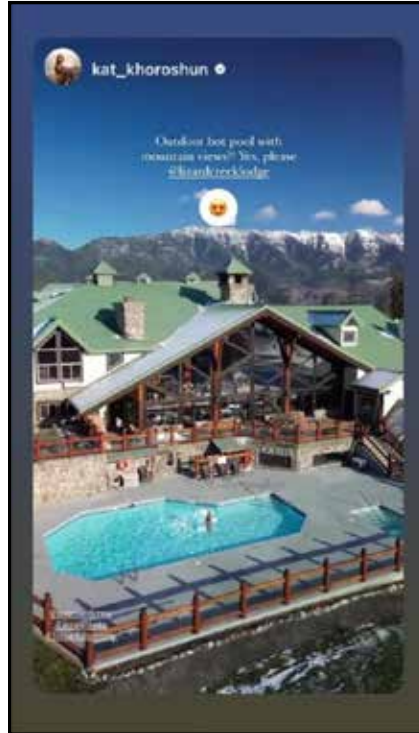
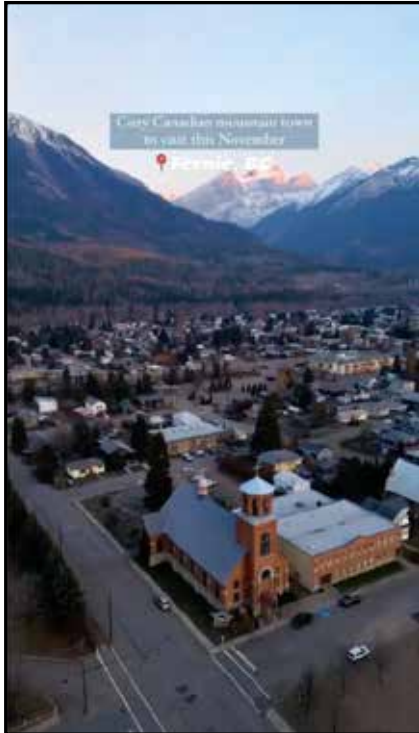
Great Canadian Bucket List

Scan QR Code to read the article

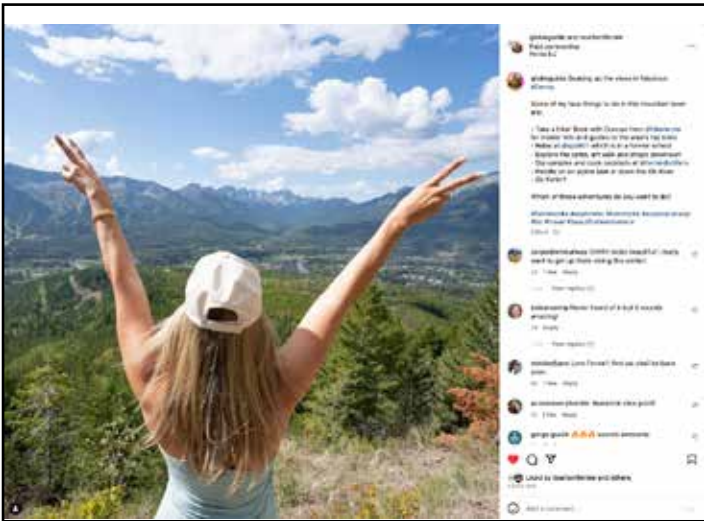
@yakeandmarie (165K followers)



@kat_khoroshun (131K followers)



@globeguide (27K followers) / GlobeGuide.com

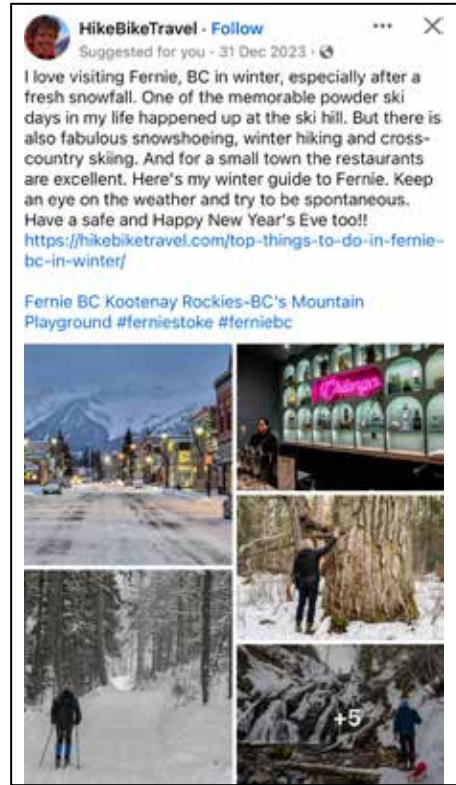


@crabbtacular (32K followers)





@hikebiketavel (10K followers) / HikeBikeTravel.com



@playoutsidegal (8.5K followers)
 @playoutsideguide (8K 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.

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