



Polar Peak Books' new and improved location featuring a welcoming space for locals and visitors to explore new stories, unique gifts and meet new friends. Photo credit: Tourism Fernie/Kate Wienberg

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@ferniebc

[#ferniestoke](https://twitter.com/ferniestoke)

Tourism Fernie Society

The following report highlights activities of Tourism Fernie over the 12 month period from January 1 to December 31, 2025.

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.

Photo Credits: Claudia Bastien, Vince Mo, Nick Nault, Tourism Fernie (Lizzy Reimer & Kate Wienburg)

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Partners & Supporters in Destination Development – Morrissey Boat Launch Construction - Elk River Access Improvements Project.

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Snap a photo of this QR code using your mobile phone to access our PDF copies of:

- Five Year & Annual Plans
- Fernie’s Tourism Master Plan
- Current and Past Annual Reports



Message from the Chair

Tourism Fernie: Envisioning the Future Growth and Sustainability in our Community

It is often said that change isn't easy. But change is also a positive, energizing, and constructive force. We can certainly agree that the recent past has revealed challenges that I believe we must confront in planning the healthy growth of our community.

The Challenges

Canadian municipalities are essentially without capital to fund much other than the most basic services, and the iceberg of deferred maintenance for existing municipal assets is so substantial that an increasing pressure is building for towns like Fernie to explore more innovative partnered and alternative approaches to addressing renewal and upgrading or developing new facilities that are ready for the next chapter.

Despite a widespread recognition of the value of tourism to the province of BC, governmental funding support and options for municipalities to develop new revenue streams are extremely limited in terms of driving sustainable tourism growth.

Regulatory impediments to development within the tourism sector add substantial cost and delay to all projects thereby increasing risk to private sector investment, the result of which is a tepid inflow of capital to grow the tourism industry. These barriers include permit complexity, unresolved land claims, and strict rigidity to agricultural land use within the ALR land inventory.

Growing pressure from tourism has resulted in a tension between residents in tourist towns and visitors being invited come to these towns. The narrative, which is almost certainly true, is that the tourism industry produces revenue to the communities but does not pay for the cost of sustaining the tourist assets whether that is investment in facilities or funding to resource the people and organizations in the community to keep them operating. This leaves a funding gap for the tourism destinations to solve by taxing local communities to try to keep up.

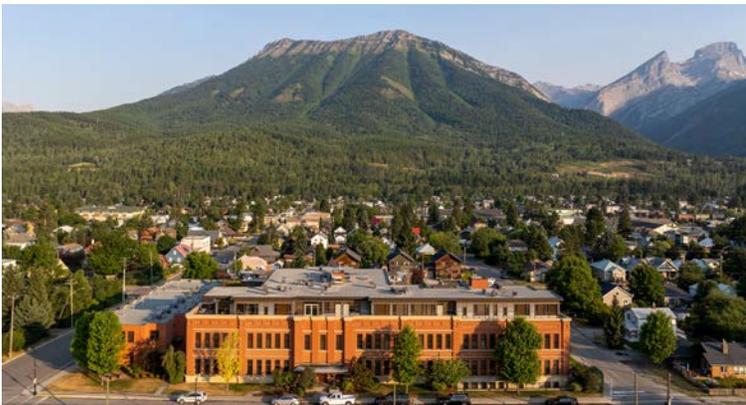


Photo Credit: Nick Nault

Industries such as mining and forestry are recognized as sunset industries for numerous reasons, most notable the same regulatory constraints previously mentioned, coupled with dynamic market conditions that increase risk to these previously stable job creators.

Climate change can now be clearly listed as a major factor in tourism industry growth as the observable trends of shorter and interrupted winters with less predictable winter temperatures result in shorter revenue windows for winter activities and increasingly longer snowless seasons.

Tourism Footprint in Fernie

In the "Tourism 2030" report, Destination Canada projected revenue growth in the national tourism sector of 6.1%, with growth compounding over the 10 years. This was compared to project growth for the balance of the Canadian economy of 4.5%. Tourism is widely viewed as a growth sector in Canada and globally. In real dollar terms this means \$160 billion dollars in revenue will be produced annually in Canadian tourism by 2030.

Tourism revenues in Fernie for 2026 is estimated to be \$180 million. This is calculated as \$45 million from accommodation charges, and the balance being accounted for by restaurants and bars, retail and entertainment, ski passes and recreation, transportation, and events and attractions.

There are 2,600 households in Fernie with a population of 6,320 persons. Therefore, tourism produces approximately \$70,000 per household and it is going up each year at a rate well above inflation.

An approximate breakdown of the percentages of contribution to the economy of Fernie is:

- Mining - 45%
- Tourism and recreation - 25%
- Retail and Hospitality services – 10%
- Construction and real estate – 8%
- Public sector services – 8%
- Other – 4% (this includes forestry)

Current Actions of Tourism Fernie

Tourism is only one component of our Fernie economy, and as such it competes for funding with other priorities within the community whose objectives have advocates as well.

An initiative which has gained traction recently is the support for an Economic Development office for Fernie. This has been identified in the Official Community Plan, but until recently that role has been under resourced, with only inter-municipal business license revenues for Fernie, Sparwood, and Elkford funding the collaborative Elk Valley Economic Initiative, which relies on project-focused grant funding to advance meaningful work. The creation of a local Economic Development function has now gained the support of the City of Fernie, which together with funding support from Tourism Fernie, will begin a three year roll out of this new office. The office will be operated by the Chamber of Commerce, and the terms of reference are being refined.

Tourism Fernie will continue to pursue growth opportunities within its own mandate primarily within two areas. The first is "Tourism Marketing" the focus of which is to reach and attract consumers with our menu of tourism offerings. The second is "Destination Management" which we view as advocating for the development and expansion of the number of tourism assets and the growth of seasonal revenue sources to smooth out revenue cycles for our businesses.

Tourism Fernie has an annual budget of approximately \$1.8M of which \$1.4M is derived from its primary source, the 3% MRDT, a revenue taxation stream legislated by the Province of British Columbia and collected on hotel room charges. Of that amount, approximately \$700,000 is paid to support promotion of Fernie as a travel destination for domestic and international markets. Another \$575,000 is allocated for Administration including HR staffing costs and general overhead, leaving approximately

\$525,000 for Destination Management and Development. Our Board of Directors has endorsed using some of the Destination Management budget to provide seed capital for projects we feel will provide sustainable growth opportunities to our local tourism infrastructure. This growth, which would benefit both residents and tourists, would be paid for by increased flow of investment capital, the sources of which would typically be public/private partnerships, or increase user fees.

The current list of projects being seed funded by Tourism Fernie include:

- Contribution to funding the newly formed office of Economic Development.
- Development of a valley trail system framework plan for all seasons.
- Development of a comprehensive plan to construct a multi-use recreational complex for local resident and visitor use.
- Development of a plan to redevelop the current Visitor Information Centre which currently houses the Fernie Chamber of Commerce, Fernie Search and Rescue, as well as Tourism Fernie.
- Funding support and planning for the Fernie Shuttle to ideally be taken over by BC Transit once the operating model is refined and is functioning.

The Future

We believe that a focus on tourism in the town of Fernie is a natural direction for community growth. However, supporting tourism means sourcing capital to produce amenities that can sustainably attract tourists. These sources are likely to include private/public partnerships and also increased user charges for tourist visits, which may include higher MRDT rates and the creation of a new levy on visitors. We believe that pure government funding and increased local tax options are saturated.

Our success in attracting capital will depend on allocating our collective resources to develop a well-planned, focussed approach which yields targeted outcomes. Tourism Fernie will continue the planning and analysis of projects deemed to be capable of improving the available recreational options for locals and tourists. Hopefully, these projects that can attract funding from properly matched sources. We stand ready to collaborate with those who share our vision.

Reto Barrington
Chair - Board of Directors
Tourism Fernie

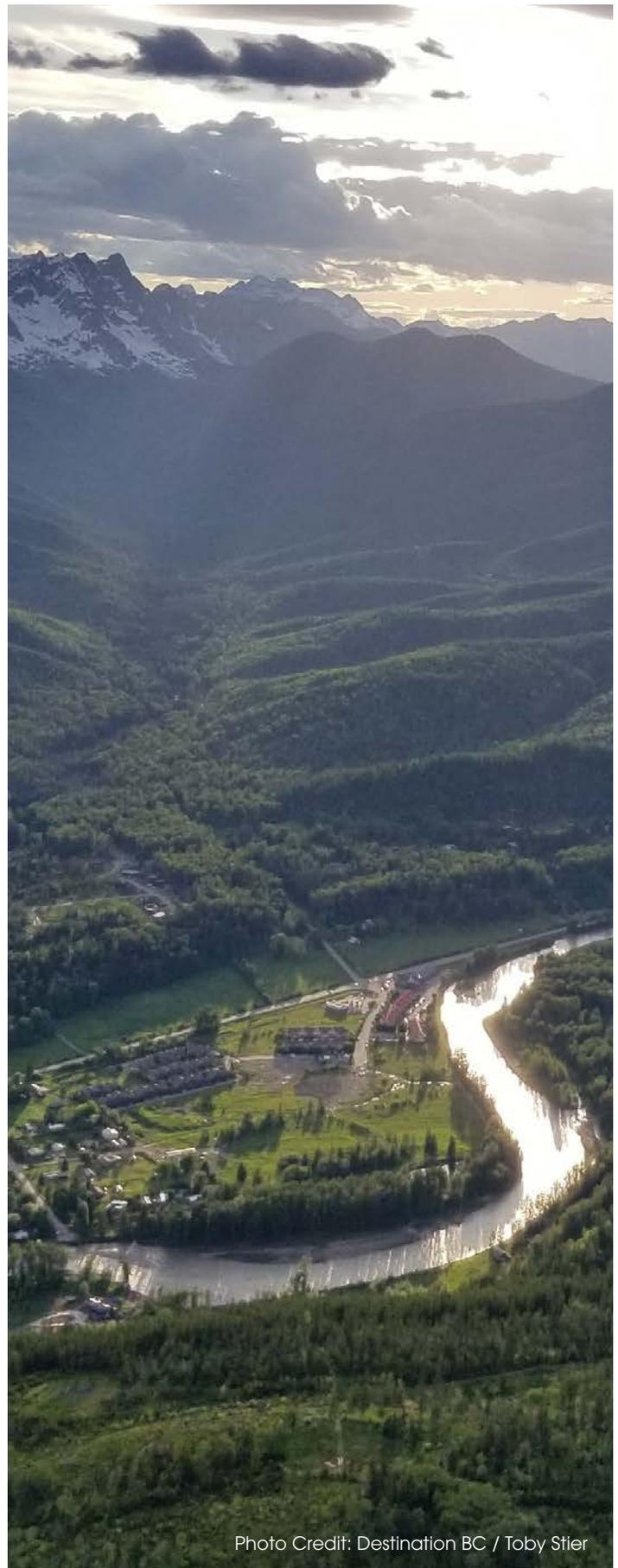


Photo Credit: Destination BC / Toby Stier

About Tourism Fernie

Tourism Fernie Society is a Destination Marketing & Management Organization (DMO) 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.

Vision

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

Mission

Sustainably increase visitation and revenue for stakeholders through tourism marketing and destination management and development.

Guiding Principles

Industry led / Government supported

- We are led by members of Fernie's tourism industry who solicit government support, working relationships and partnerships to grow and sustain tourism as a key 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

Open & Inclusive

- We share and seek input and work together with a diversity of stakeholders for the sustainability of our industry.

Innovative

- We aim to consistently create solutions that are ahead of the industry, marketplace and the competition.

Accountable

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

- Complete and build on existing projects and initiatives.
- Increase grant and partnership revenues to support priority projects and programs.
- Move priority projects closer to fund-ready/shovel-ready status.

Continue to grow and strengthen Tourism Fernie.

- Build, leverage and maintain positive and productive relations and momentum with industry and both local (COF & RDEK) and provincial government.
- Build on long-term financial growth and stability while retaining overall HR costs to a maximum of 28%.
- Maintain positive results of the annual Stakeholder Satisfaction Survey.
- Celebrate tourism in the community.

2025 Goals & Strategies

Increase MRDT, RevPar & ADR

- Produce targeted, inspiring, and data-driven marketing initiatives and campaigns to leisure travelers.
- Emphasize sustainable shoulder season growth.
- Support and enhance local tourism events, animation and festivals.
- Educate, collaborate, and work with accommodators.

Continue to lead and support destination management and development initiatives.

- Lead and support key industry advocacy, data and communication priorities.
- Partner and collaborate on industry and visitor needs, concerns and opportunities.

2025 Board of Directors & Staff

Board of Directors

Reto Barrington – Chair & Treasurer
Fernie RV Resort

Andrew Hayden – Vice Chair
Fernie Distillers

Jeremiah Pauw
Fernie Fox Hotel

Jon Ward
Red Tree Lodge

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

Victoria Flemming – Secretary
The Pub Bar & Grill and Spirits, Cold Beer & Wine
@ Park Place Lodge

Veronique Roy
Snow Valley Lodging

Juliana Bower
Bower Builders

Soranne Florea
Island Lake Lodge

Board Liaisons

Wendy McDougall
Fernie Chamber of Commerce

Tracey Audia-Kelly
City of Fernie Councillor

Staff

Executive Officer

Jikke Gyorki

Media, Travel Trade & Projects Manager

Christine Grimble

Manager, Destination Management & Development

Corien Sieders

Marketing Manager

Broňa Kekeňáková

Administration & Marketing Coordinator

Rebecca Hall

Social Media & Content Coordinator

Lizzy Reimer - Until April 2025

Social Media & Content Coordinator

Kate Wienburg - Started August 2025

Seasonal Staff

AmbassadorWILD™ Program Manager

Gabriel Cote-Valiquette

AmbassadorWILD™ Program Coordinators

Zoe Garyfalakis

Kristen Hribar

Helena Gillett



L-R: Kate, Rebecca, Jikke, Corien, Brõna, Christine



AmbassadorWILD team members Kristen, Zoe, Helena & Gabriel in front of the Ammonite display at the VIC



Tourism Fernie board of directors meeting

2025 Active Members of Tourism Fernie

- | | | |
|---|--|--|
| 1. Alan Young PREC | 58. Elk View Lodge | 112. Mantra Spirit Studio |
| 2. Alpine Lodge | 59. Emily Ruth Mobile Massage & Yoga | 113. Marilyn Brock Realty |
| 3. Alpine Trails Mountain Community | 60. Enchanted Esthetics | 114. Matt Kuhn Photography |
| 4. Andres Fly Fishing | 61. Falling Star Ski House | 115. McDonalds |
| 5. Annex House | 62. Fantastic Stays / Beyond BnB > StayIn / Beyond BnB | 116. McKenzie Jespersen Photography |
| 6. Anything Goes Event Series | 63. Fernie & District Arts Council (The Arts Station) | 117. Miner's Mud |
| 7. Ascent Helicopters | 64. Fernie & District Historical Society (Fernie Museum) | 118. Moonlight Flowers & Boutique |
| 8. BarBurrito | 65. Fernie Alpine Resort | 119. Mountain Addicts |
| 9. Basecamp Resorts | 66. Fernie Arts Coop | 120. Mugshots |
| 10. Bayleaf Indian Fusion | 67. Fernie Brewing Company | 121. Mütter Design & Build |
| 11. Beanpod Chocolate, Coffee & Gelato | 68. Fernie Catering Co. | 122. Nevados |
| 12. Bear Bistro & Tamarack Dining Room | 69. Fernie Central Reservations | 123. New Dawn Developments |
| 13. Beartooth Media | 70. Fernie Chamber of Commerce | 124. Nick Naut Photography & Videography |
| 14. Best Western Plus Fernie Mountain Lodge | 71. Fernie Distillers | 125. Nonstop Adventures |
| 15. Big Bang Bagels | 72. Fernie Fox Hotel | 126. Parastone Developments |
| 16. Big Block Construction | 73. Fernie Golf Club | 127. Park Place Lodge |
| 17. Birch Meadows Lodge | 74. Fernie Heritage Library | 128. Patti's Party Tent Rentals |
| 18. Blackstone B&B | 75. Fernie Lodging Company | 129. Polar Peak Books |
| 19. Blue Toque Gastro Diner | 76. Fernie Mountain House | 130. Powder Mountain Lodge |
| 20. Bower Builders | 77. Fernie Mountain Sanctuary | 131. Raging Elk Adventure Lodging |
| 21. Bow River Guiding | 78. Fernie Nordic Society | 132. Red Tree Lodge |
| 22. Bramasole Restaurant & Wine Bar | 79. Fernie Pets Society | 133. Resort Tours |
| 23. Bridge Bistro | 80. Fernie RV Resort | 134. Ridetheory |
| 24. Bull River Adventures | 81. Fernie Snowmobile Association | 135. Rockies Law LLP |
| 25. Canadian Powder Tours | 82. Fernie Stanford Waterslide Resort | 136. Rooftop Coffee Roasters |
| 26. Canadian Tire | 83. Fernie Wilderness Adventures | 137. Royal Canadian Legion #36 |
| 27. Canadas Best Value Inn | 84. Foresight Accounting | 138. Sam Hornquist Photography |
| 28. Canyon Raft Company | 85. Freshies Fernie Cafe | 139. Savage Marketing |
| 29. Chilango | 86. Freyja Kootenay Boutique | 140. Ski Base |
| 30. Cirque Restaurant | 87. Gearhub | 141. Slopeside Lodge |
| 31. Claris Media | 88. Ghost rider Motorsports | 142. Snow Valley Lodging |
| 32. Coal Creek Camping & RV | 89. Ghost rider Trading Co. Ltd | 143. Spa 901 |
| 33. Coal Creek Heritage Society | 90. Giv'Er Shirt Works | 144. Spirits Cold Beer & Wine Store |
| 34. Coal Town Goods | 91. Griz Inn RMC Rentals | 145. Stag Leap Running Co. |
| 35. College of the Rockies | 92. Happy Cow Ice Cream | 146. Starbucks |
| 36. Cornerstone Lodge | 93. Hike Fernie | 147. Stemhouse Floral Studio |
| 37. Dairy Queen | 94. Himalayan Spice Bistro | 148. Straight Line Bicycles |
| 38. Danyal Taylor Film & Photography | 95. Hipgnosis Media | 149. Sunco Communication & Installation |
| 39. David + Katie Photography | 96. House of Gato | 150. Sushiwood |
| 40. DJ Le Chantal | 97. H Squared Gallery + Design | 151. Tara Hill Studios |
| 41. Drift & Sonder | 98. Infinita Events | 152. The Brickhouse |
| 42. Domino's Pizza | 99. Interior Envy | 153. The Chopstick Truck |
| 43. Earth's Own Naturals | 100. Island Lake Catskiing & Summer Activities | 154. The Fernie Taphouse |
| 44. East Kootenay Motel | 101. Island Lake Lodge | 155. The Free Press |
| 45. Edge of the World | 102. Jamie Inman Photo | 156. The Green Petal |
| 46. Element Jewelry + Objects | 103. Kamu Sauna | 157. The Pub & Bistro Restaurant |
| 47. Elevated Rentals Fernie | 104. Kodiak Lounge | 158. The Royal Hotel/Castleavery |
| 48. Elk River Alliance | 105. Kootenay Fly Shop & Guiding | 159. Three Sisters Day Spa |
| 49. Elk River Guiding Co. | 106. Legends Restaurant | 160. Tipple Craft Beer Wine Spirits |
| 50. Elk River Mountain Homes | 107. Le Grand Fromage | 161. Tunnel49 |
| 51. Elk Run Ranch | 108. Lilac Media | 162. Vogue Theatre |
| 52. Elk Valley Adv & Dirt Riders Society | 109. Lizard Creek Lodge | 163. Wakita |
| 53. Elk Valley Catering | 110. Loaf Italian Restaurant | 164. Wapiti Music Festival |
| 54. Elk Valley Furniture Studio | 111. Lunchbox | 165. Weir Boondocking |
| 55. Elk Valley Pizza Shoppe | | 166. Wildsight |
| 56. Elk Valley Rentals | | 167. Yamagoya |
| 57. Elk Valley Snow Shepherds | | |

| | |
|---|--|
|  | Become a Member of Tourism Fernie |
| | <ul style="list-style-type: none"> • 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! |

New members for 2026!

1. Fernie Log Cabin
2. Mountain Shuttle
3. Beyond BnB Property Management
4. Fernie Pride Society

Financial Summary

Tourism Fernie Society has now completed 19 years of operation and over that time has spent over \$16 million dollars executing its annual strategic plans. Each fall staff develop an annual plan and budget as required by the province, for review, edits and approval by the Treasurer and Board of Directors prior to provincial submission. An annual report is due to the province by May 31st.

Tourism Fernie's 2025 budget was focused on initiatives to support the goals and strategies for the year. MRDT, 3% accommodation tax, is Tourism Fernie's primary source of revenue. In 2025, MRDT made up just over 70% of total revenues. MRDT revenues are directly related to accommodation business success based on occupancy levels and room rates. Key financial targets for 2025 included:

- Increase MRDT 8%.
- Increase Fernie accommodator Average Daily Room Rate (ADR) & Revenue Per Available Room (RevPar).
- Confirm a minimum of \$500,000 of new grant funding in 2025 to support various current and multi-year projects and initiatives.
- Build on long-term financial growth and stability while retaining overall HR costs to a maximum of 28%.
- Support local tourism businesses and organizations that are active members of Tourism Fernie by waiving their 2025 membership fees.

For the fiscal year ending December 31, 2025, Tourism Fernie's results for its financial targets were as follows with further details below:

- MRDT increased by 2% over 2024.
- ADR increased by 9% for hotels and 21% for short-term rentals (i.e. vacation rentals on AirBnB).
- RevPar increased by 7% for hotels and 35% for short-term rentals.
- \$440,683 in new grant funding confirmed in 2025 for projects within and beyond 2025.

- HR costs 24% of 2025 total expenses, including AmbassadorWILD Team.
- 2025 membership fees waived for existing, active members of Tourism Fernie. New members still pay to join.

Overall Tourism Fernie 2025 revenues were 14% below budget and expenses were 16% below budget. The primary reason for these decreases was the decision in late 2024 when developing the 2025 plan and budget to include unconfirmed grants and related expenses. The Board decided not to include unconfirmed grants and expenses in the 2026 budget and plan, and instead, as new grants are confirmed, to include them in a budget forecast during the year.

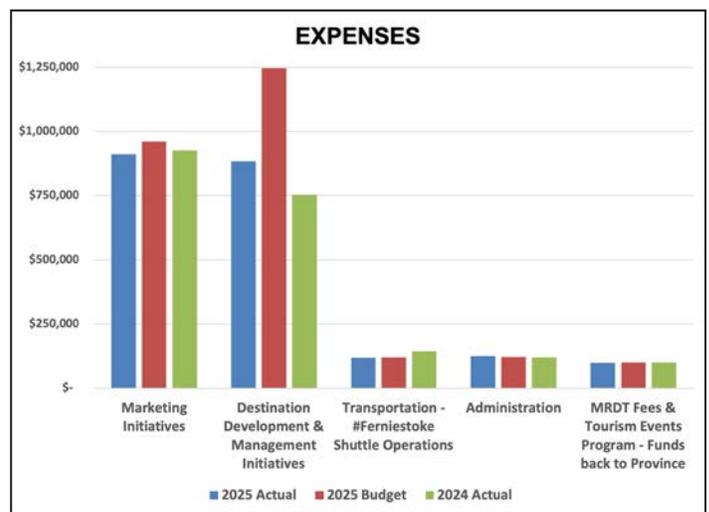
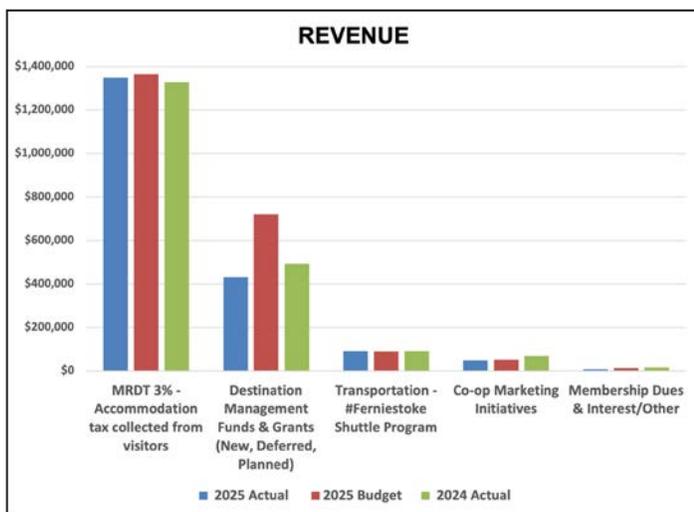
Tourism Fernie remains financially strong at the end of 2025 with \$106,372 held in a restricted operating reserve, \$110,127 in restricted net assets, and \$107,000 in unrestricted net assets. This is separate from the \$115,507 in deferred revenues from received project funds and multi-year grants still to be spent in 2026.

Understanding Tourism Fernie's Revenues

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. Accommodators submit the collections to the Ministry of Finance, then the Ministry deposits the funds, less Ministry fees and a portion to the province's Tourism Events Program, monthly to Tourism Fernie. The spending of MRDT is guided and controlled by the province's MRDT Guidelines and Tourism Fernie's approved Five Year Plan and Annual Tactical Plans.

Additional sources of revenues are derived from grants, public and private contributions, most of which support destination development and management projects and initiatives.

To learn more, use the QR code.



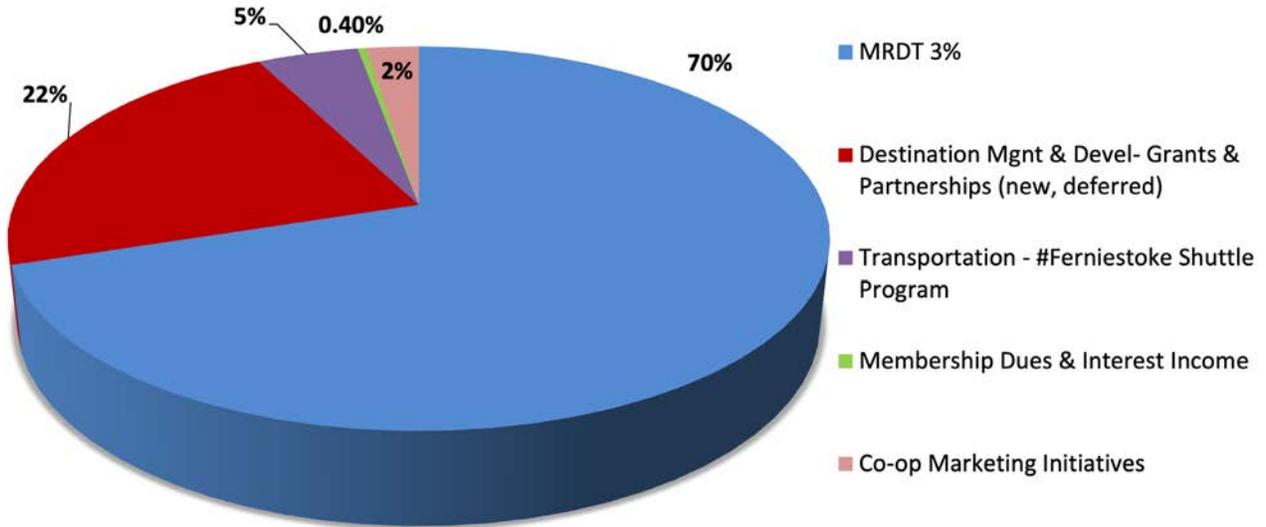
2025 Audited Income Statement ACTUAL

| Revenue | Revenue % | \$ Amounts |
|---|-----------|------------------|
| MRDT 3% | 70% | 1,349,562 |
| Destination Mgmt - Grants & Partnerships (new, deferred only) | 22% | 431,300 |
| Co-op Marketing Initiatives | 2% | 46,952 |
| Transportation #Ferniestoke Shuttle Program | 5% | 91,215 |
| Membership Dues & Interest Income | 0.4% | 7,671 |
| | | 1,926,700 |

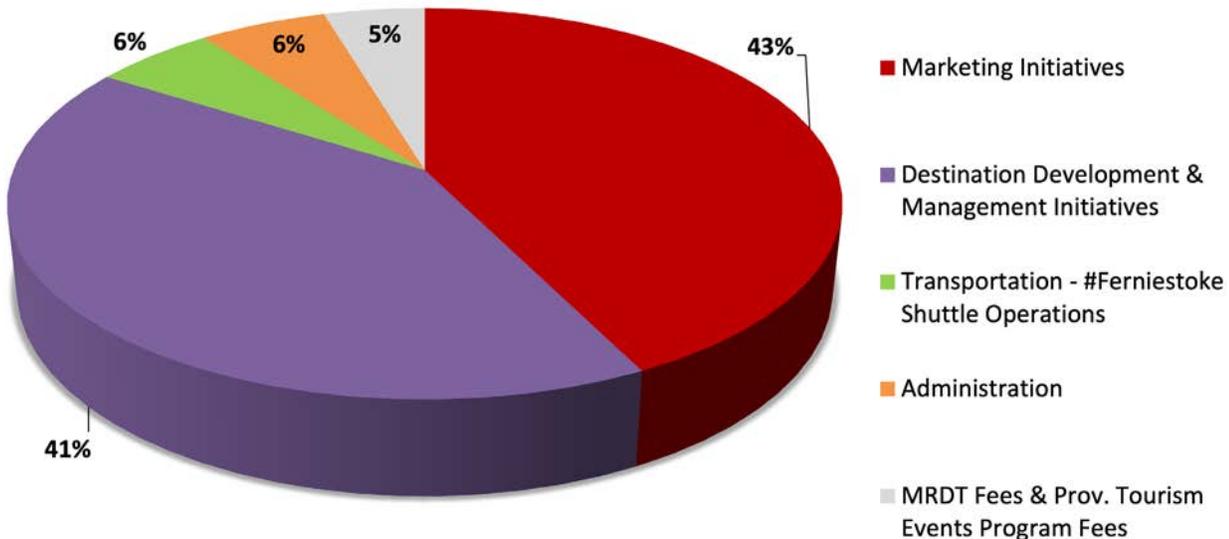
| Expenses | Expense % | \$ Amounts |
|--|-----------|------------------|
| Marketing Initiatives | 43% | 910,115 |
| Destination Development & Management Initiatives | 41% | 882,970 |
| Transportation - #FernieStoke Shuttle Operations | 6% | 118,154 |
| Administration | 6% | 124,766 |
| MRDT Fees & Prov Tourism Events Program Fees | 5% | 98,578 |
| | | 2,134,583 |

Planned Over-Spend (207,883)

Revenue



Expenses

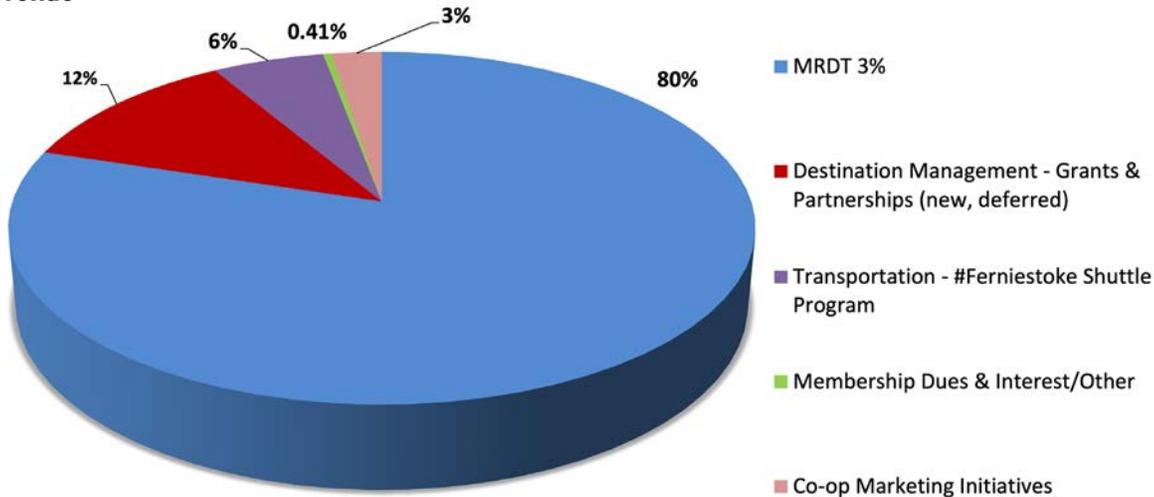


2026 Budget - January to December

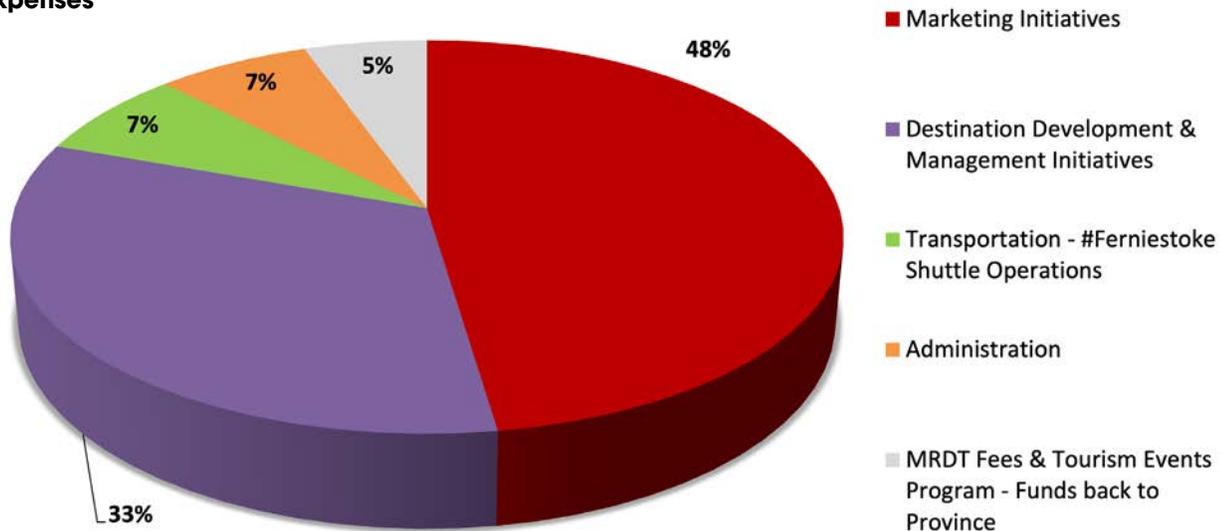
| Revenue | Revenue % | \$ Amounts | Expenses | Expense % | \$ Amounts |
|--|-----------|------------|---|-----------|------------|
| MRDT 3% | 80% | 1,365,000 | Marketing Initiatives | 48% | 867,603 |
| Destination Management - Grants & Partnerships (new, deferred) | 12% | 199,000 | Destination Development & Management Initiatives | 33% | 597,780 |
| Transportation - #FerneStoke Shuttle Program | 6% | 96,000 | Transportation - # FernieStoke Shuttle Operations | 7% | 130,000 |
| Membership Dues & Interest/Other | 0.4% | 7,000 | Administration | 7% | 125,599 |
| Co-op Marketing Initiatives | 3% | 43,000 | MRDT Fees & Tourism Events Program - Funds back to Province | 5% | 100,000 |
| | | 1,710,000 | | | 1,820,981 |

Planned Over-Spend (110,981)

Revenue



Expenses



Summary of Tourism Fernie's 2025 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 2025 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 (47% of expenses)

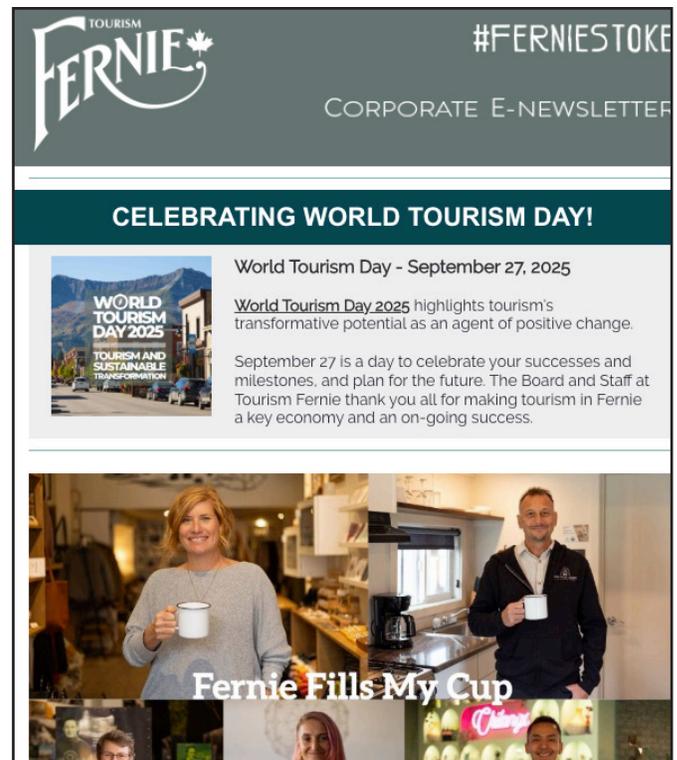
Initiatives and human resources specific to industry support, learning and communications, stakeholder relations, tourism and consumer research and metrics, Tourism Master Plan actions, visitor transportation, sustainable tourism, experience enhancement and development, tourism infrastructure projects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

Marketing (42% 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

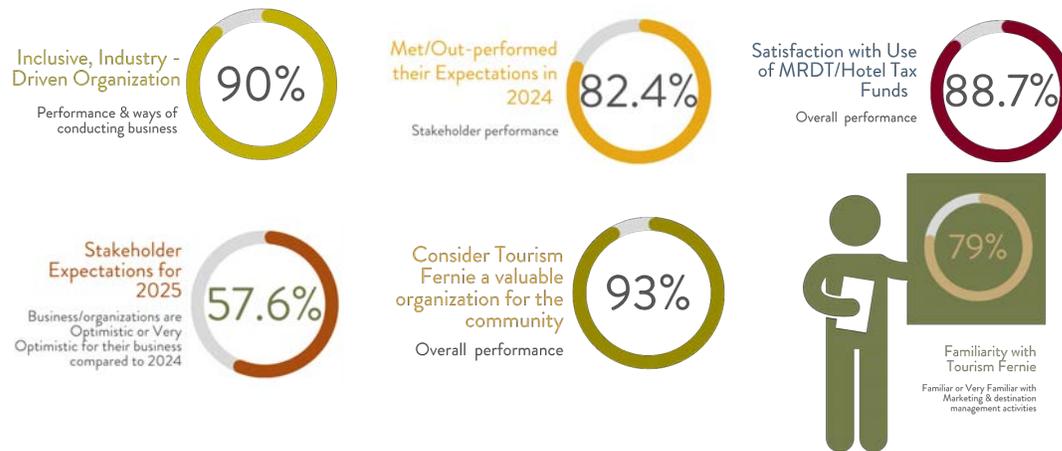
- Tourism Fernie sub-leases three office spaces in the Fernie Chamber of Commerce & Visitor Centre building at 102 Commerce Road.
- Tourism Fernie consists of six core full-time employees, the Executive Officer, three Managers and two Coordinators. In April 2025, Elizabeth Reimer left the organization after 7 months with Tourism Fernie in the role of Social Media, Content & Digital Marketing Coordinator. In August 2025, Kate Wienburg was hired as the new Social Media Content Creator & Coordinator.
- 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.
- Tourism Fernie held its annual general meeting on April 3, 2025 at Bay Leaf Fusion Restaurant located at the Fernie Golf Club. Over 100 industry stakeholders and members attended. The AGM included a review of 2024, plans for 2025, the 2024 audited financials and introduction of the new board of directors. The 2024 & 2025 audit was completed by GPI Accounting.



Tourism Fernie sends out Corporate Newsletters to its stakeholders and members every few months featuring project and marketing updates, industry news and events, new members and lodging stats.

2025 MRDT Stakeholder Survey

Tourism Fernie's Annual MRDT Stakeholder Satisfaction Survey, a requirement of the Province of BC, was sent to 188 stakeholders in Tourism Fernie's industry database. The survey, managed by The Web Advisors, took place in spring of 2025 for submission to the Province by May 31, 2025. The survey had a 28% response rate. Key results, insights and observations are detailed below.



A Few Open Responses About Tourism & Sustainability in Fernie

- Sustainability is key. There is the potential for a significant increase in tourism and recreation over the coming decade, so we need to be acutely aware of how to manage our natural assets to ensure the ongoing health of the world around us.
- We get asked a lot: "what is there to do beside mountain biking, ski, fish, golf?" Families with kids are rejected by Fernie, no indoor playground, no bowling alley, no water park.
- A more efficient and affordable Transportation service to Fernie from Calgary. More transportation services for guests staying in Fernie. The taxi service is way to overpriced and an uber service would be invaluable.
- Housing for ski bums and low-income earners/seasonal workers.
- Shoulder season occupancy growth.
- Investment we are seeing some hopeful signs, but we need much more.
- Find a way to Tax the Tourist while showing the residents the benefits to their quality of life. No tourism means a town like Sparwood!
- Find the right balance of community and tourism always. The community should always come first; they are the human experience that tourist experience so happy community happy tourists.
- A vibrant downtown should only allow businesses to assist in tourism. Presently 2nd Ave has 2 Dr. offices, 2 pharmacy, 2 dentist office and an engineering office taking away of what could be storefronts attracting visitors and locals to shop/dine/experience. Could Tourism Fernie pressure the city to limit what can go downtown?
- Developing/promoting attractions that are not outdoor adventure based to level-load the visitor volumes throughout the year. Namely a large conference centre could attract thousands of people in the rainy spring and fall seasons. This allows for growth without adding additional pressure to the outdoor adventure assets.
- More locals, visitors, and businesses need to know how much the town benefits from our trail network. Fernie is well behind outdoor rec giants like Cumberland, Squamish, even Rossland when it comes to supported trail crew. I have no affiliation with the Fernie Trails Alliance, but mine and most of the businesses in Fernie directly benefit from their work. The FTA needs a greater spotlight and membership drive from Tourism Fernie.
- I think Tourism Fernie does an exemplary job attracting visitors to our town. My concerns revolve more around our infrastructure and amenities and customer service being capable of providing an exemplary visitor experience. I am looking forward to the expansion of the Fox, Best Western and the new Base Camp. I appreciate Tourism Fernie and all its staff and Board. Thanks for all you do.

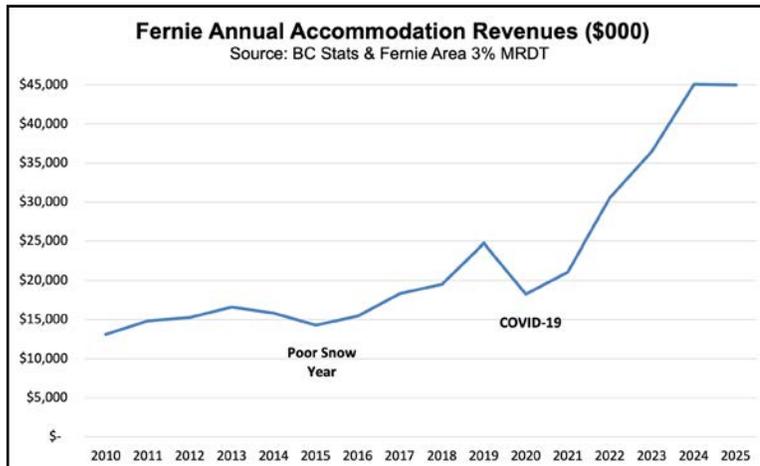
Accommodation & Industry Metrics & Market Research

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

Accommodation Metrics

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

Chart 1



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

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

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

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

Chart 2

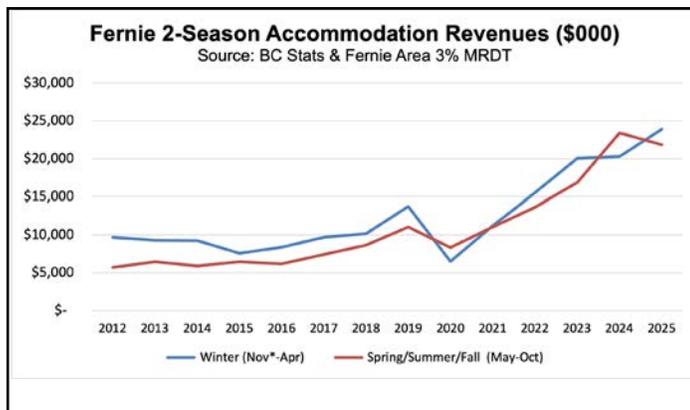
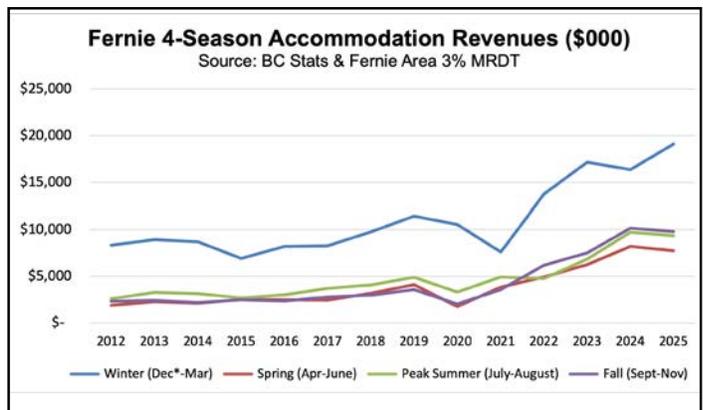


Chart 3



Accommodation Metrics

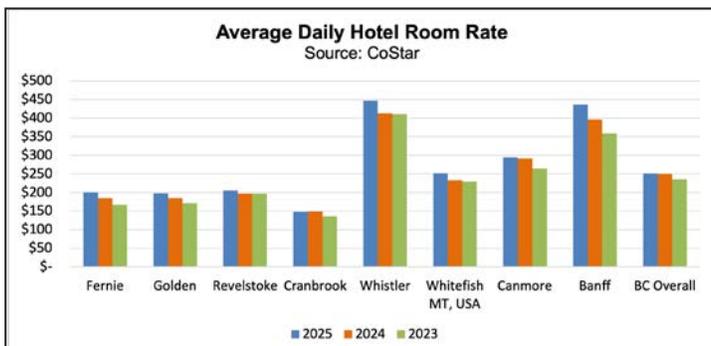
There are approximately 1,300 lodging units in Fernie and area, including Fernie Alpine Resort. This includes short-term rentals. Approximately 600 of the 1,300 units are considered hotel/motel units (no kitchens) and the rest are vacation rental style units that include kitchens. Most of the vacation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

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

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

CoStar / Smith Travel Research STAR 2025 Report Highlights Currency CAD

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



Fernie

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

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

****RevPAR** is a hotel's 'gold standard' performance metric, it shows the revenues generated per room regardless of if the rooms are occupied or not. RevPAR = 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** stands for Online Travel Agencies such as Expedia, Booking.com

OTA PARTNER INSIGHTS FOR 2025

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

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

MONTHLY OCCUPANCY HIGHEST TO LOWEST

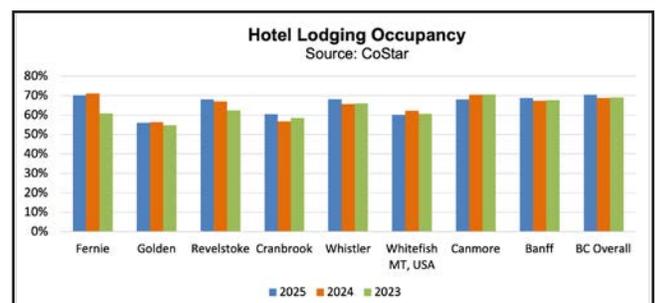
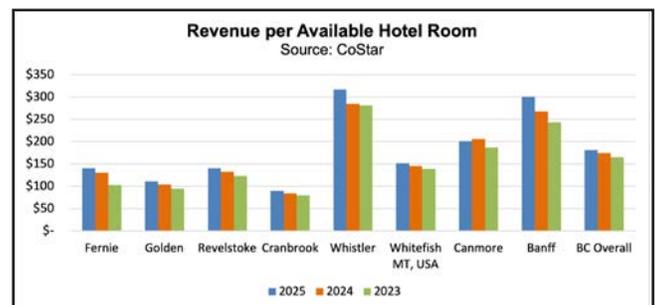
(source: CoStar)

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

MONTHLY LODGING REVENUES HIGHEST TO LOWEST

(source: MRDT & BC Stats)

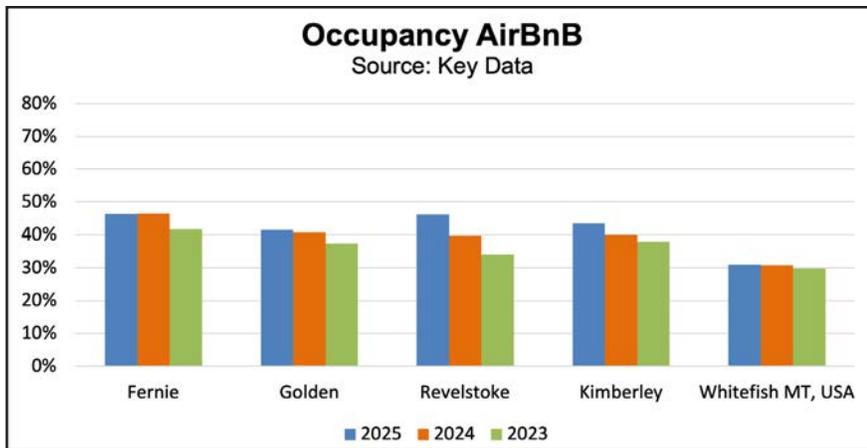
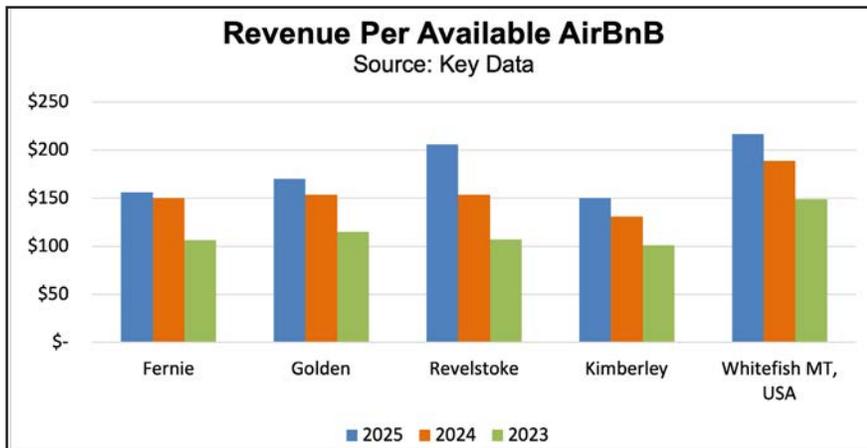
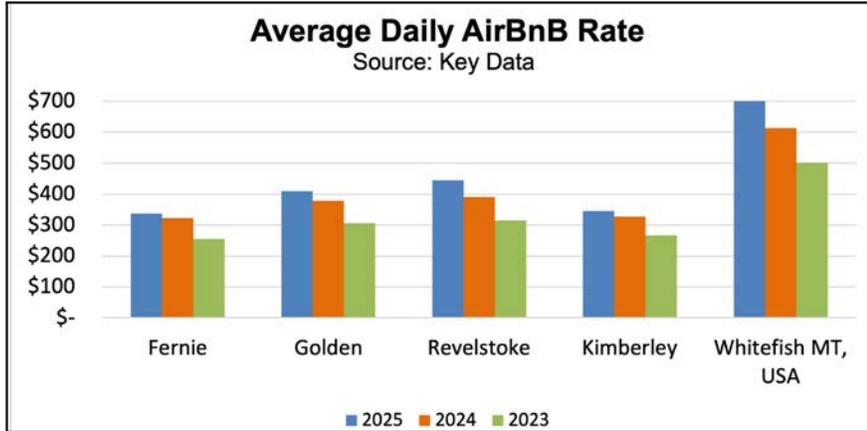
| 2025 | 2024 |
|-----------|----------|
| February | August |
| Januar | July |
| August | February |
| March | March |
| July | February |
| September | May |
| June | October |
| December | March |
| November | January |
| October | December |
| May | April |
| April | November |



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

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

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

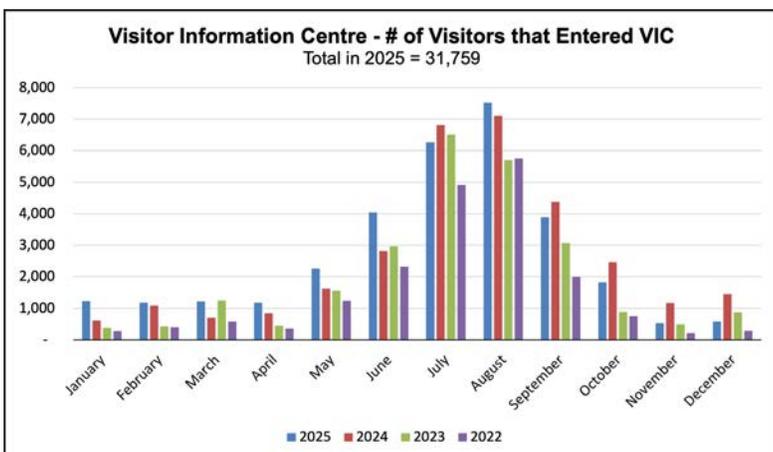
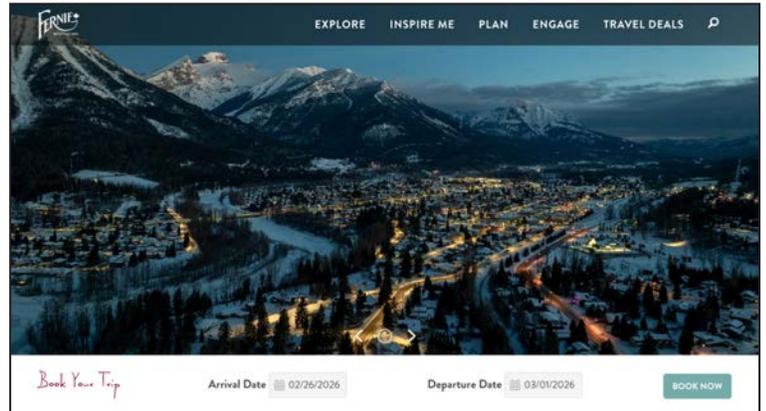


Source: Key Data www.keydatadashboard.com

Book Your Trip Tool on TourismFernie.com

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

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



FERNIE VISITOR INFO CENTRE (VIC) 2025 STATISTICS

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

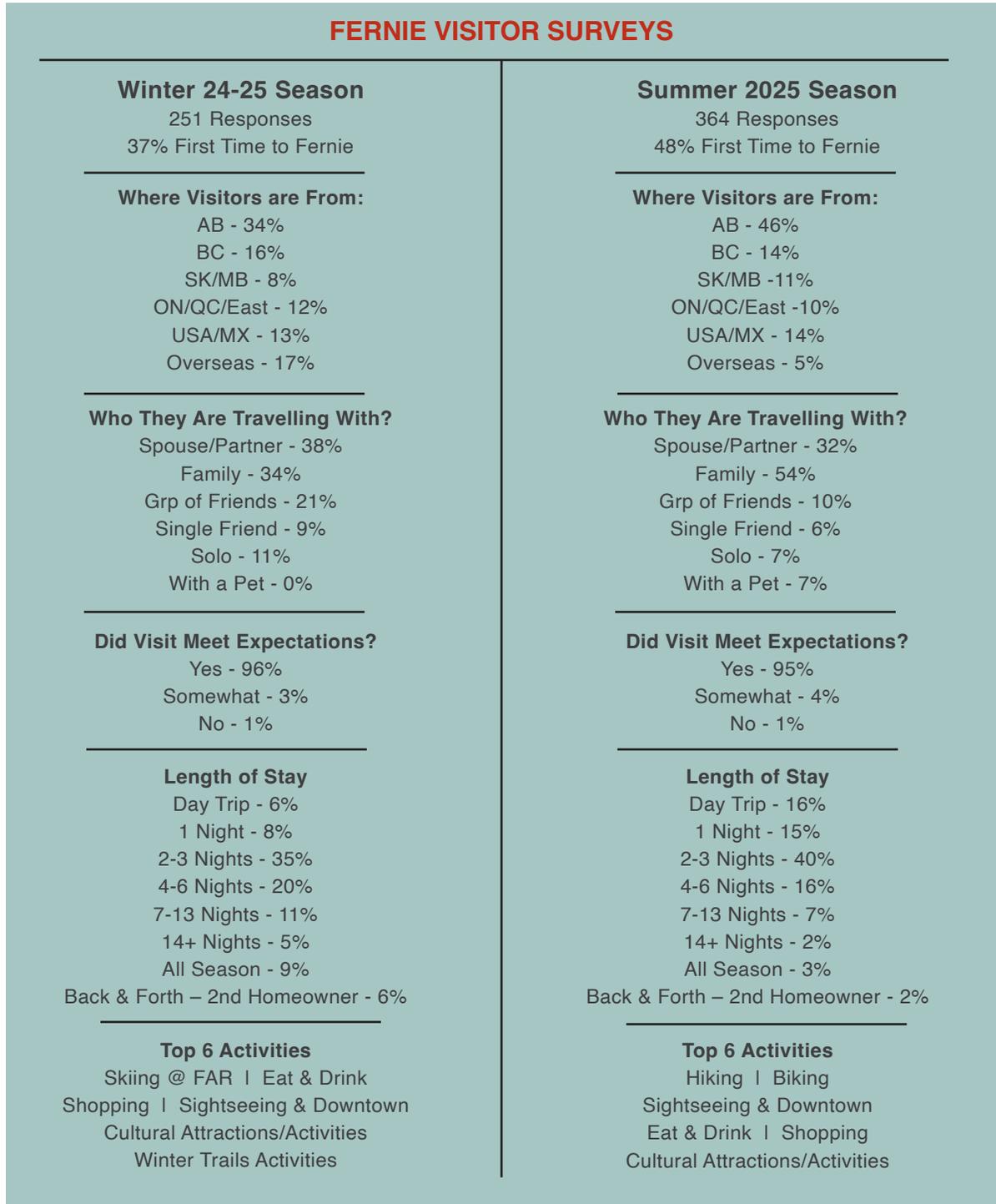
Total Visitors to VIC in 2025:
31,759 (Up 2%)

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

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

Fernie Visitor Surveys

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



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



Value of Tourism

2024 Value of Tourism – A Snapshot of Tourism in BC

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

TOTAL TOURISM REVENUE



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

\$23.0 Billion
2024 ANNUAL REVENUE

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



TOURISM PROVINCIAL/MUNICIPAL TAX REVENUE



\$2.1 Billion

+4.6%
From 2023

TOURISM EMPLOYMENT

113,760



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

Number of jobs that tourism spending supports.

TOURISM BUSINESSES

16,925



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

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

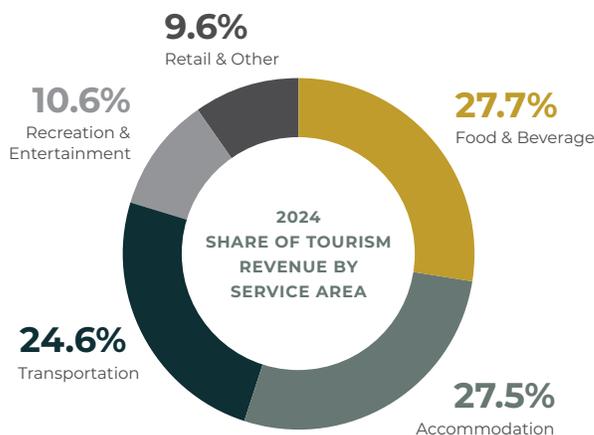
ESTIMATED ROOM REVENUE

Based on 72 participating MRDT communities in 2024 and 2023.



\$4.8 Billion

+3.0%
Over 2023



TOURISM WAGES AND SALARIES

BC's tourism industry paid

\$5.0 Billion

in wages and salaries in 2024.

+6.4%
Over 2023

Tourism Gross Domestic Product

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



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

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

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

Destination Management & Development

Destination management and development initiatives is the supply side of tourism (vs demand) and supports a coordinated approach to planning, developing, and managing a tourism destination. It bridges the gap between visitor experiences and the needs of residents, businesses, and the environment to ensure long-term sustainability, competitiveness, and high-quality visitor experiences. More specifically, destination development is about building compelling experiences, quality infrastructure and amenities, and services that attract visitors.

Tourism Fernie’s continued efforts in this area have been primarily guided by Fernie’s Tourism Master Plan launched in 2020. The following pages highlight project areas and initiatives in 2025.



Fernie as a travel destination earned Bronze Certification for Sustainable Tourism in 2025.

RDEK Area A Sustainable Tourism & Recreation Program & Projects



This program revolves around on-going partnerships and collaboration, with 2025 being the fourth year with many program advancements and construction completions. Originally born out of the Tourism Master Plan, and the subsequent RDEK Area A Sustainable Tourism Strategy developed in 2021 with funding from RDEK Area A, this Sustainable Tourism and Recreation Program has continued to leverage additional partners and funding with expenditures of over \$1.7 million.

The program focuses on supporting important front-country and back-country recreation and tourism locations that need support and are important to residents and the tourism/recreation sector. The objectives are to improve the experience and help ensure these natural assets remain intact for future generations.



Elk Valley Resources Operations Ltd. committed \$200,000 to support three years of funding for the Sustainable Tourism & Recreation Program, including \$100,000 to help complete the Elko Boat Launch Project on the Elk River.

L-R: Corien Sieders (Destn Mgmt & Devel Mgr, Tourism Fernie), Jikke Gyorki (Exec Officer, Tourism Fernie), Zoe Garyfalakis (AmbassadorWILD), Kristen Hribar (AmbassadorWILD), and Justin Paterson (Acting Director, Community & Indigenous Relations, EVR)

Elk River Access Improvements Project - Morrissey Boat Launch

Morrissey Boat Launch, one of the most important river access sites along the Elk River, reached 75% completion in 2024 following three years of planning, fundraising, engineering, design, permitting, and approvals. In 2025, final completion of the project, located within Morrissey Provincial Park and now also recognized as an RDEK Area A Park, involved installation of the interpretive signage in spring, followed by a ribbon-cutting ceremony on June 12th with funders and supporters in attendance. Future goals for the site include expanding parking capacity, installing a permanent washroom facility, and implementing additional site improvements. The location has ongoing maintenance program delivered in partnership with the AmbassadorWILD, RDEK, and BC Parks.



Elk River Access Improvements Project-Elko Boat Take Out

Improvements to the Elko take-out boat ramp and recreation area, another important access and egress site along the Elk River, was mostly completed in 2025 after four years of planning, fundraising, engineering, design, permits and approvals. Recognized as a RDEK Area A Park, this site is now official with a formal boat ramp constructed, parking area improvements, road improvements, picnic table area and pit toilet, and interpretive sign kiosks.

Site surveying was conducted by Align Surveys. Project engineering and management was by McElhanney. Construction and materials was executed by Gally Equipment Services Ltd., Cabin Works, Foothills and Tri-Kon. Sign kiosks were built and installed by Woodlab Timberwork. Elko access required a full Archeological Impact Assessment by Nupqu with Core Heritage-Construction Site Monitoring.

The location will have ongoing maintenance program delivered in partnership with the AmbassadorWILD and the RDEK. Installation of the interpretive signage onto the kiosks will take place spring 2026 followed by a ribbon cutting event with the funders and supporters.



Elk River Access Improvements Project - Signage

Over the past four years four other key locations associated with the Elk River, Hosmer, Olsen Pit, Dogwood and Coal Creek, were working through specific improvements via different landowners and land managers, including Ministry of Transportation, Doman (now NCC) and the FTA, and the City of Fernie. In spring 2025, these locations had installation of interpretive signage, designed by Claris Media, place on the kiosks that were constructed in 2024.



Hosmer Boat Launch Kiosk



Coal Creek Kiosk – A Tributary of the Elk River



Dogwood Park & Boat Launch Kiosk



Olsen Pit Boat Launch Kiosk & Picnic Table

AmbassadorWILD™

The 2025 season of the AmbassadorWILD™ program marked a year of significant growth and measurable impact in ongoing efforts in environmental stewardship, visitor engagement and community involvement, across the Elk Valley. The program was strengthened through the hiring of two full-time team members and one part-time team member — Kristen, Zoe, and Helena — with Gabriel returning as AmbassadorWILD™ Team Manager, providing experienced leadership and continuity.

AmbassadorWILD™ concentrated its efforts again on several key locations, including Silver Springs, Heiko's Trail, boat launches, and river access sites, the Hosmer Ruins Coal Mine Site, and the Coal Creek area. The team also played a meaningful role in supporting the filming of the Paleo Tour, further showcasing the region's recreational and natural assets.

At each location, the program carried out a wide range of activities aimed at protecting and improving these popular outdoor recreation areas, operationally: field presence nearly doubled compared to 2024, with more than 200 site visits completed and over 1,500 direct public interactions recorded. Stewardship outcomes included the removal of 283 kg of garbage and the dismantling of 89 unauthorized fire pits. Monitoring and data collection efforts expanded significantly, with 17 wildlife cameras serviced and 29 trail counters and 11 vehicle counters maintained, including the installation of 7 new trail counters.

Through secured funding, the program enhanced its visibility and professional presence with new marketing and promotional materials, including a branded tent, chairs, pop-up displays, and a media wall. The addition of two new e-bikes further increased operational efficiency and expanded AmbassadorWILD™ coverage in high-use areas.

AmbassadorWILD™ was honoured as one of three finalists for the "Sustainability Award" at the Fernie Chamber of Commerce Business Excellence Awards, recognizing its leadership in environmental stewardship and visitor education.

2025 was a milestone year with an excellent AWILD team and strong partnerships, and proactive engagement in protecting the Elk Valley's natural spaces.

AmbassadorWILD™ extends sincere gratitude to all funders and supporters — both inaugural and new — whose continued commitment makes this work possible. A special thanks to Randy & Patty Keys, landowners adjacent to the Silver Springs Trailhead, who have committed on-going funding via RDEK to support the maintenance of the toilets and parking areas at Silver Springs by the AmbassadorWILD™ team.







AmbassadorWILD™ Community Outreach & Visitor Education

Community outreach & visitor education remained a core pillar of the program. The team delivered 4 “AdventureSmart” workshops, hosted 7 well-attended bear spray safety workshops, and led a school field trip “Leave No Trace” to Silver Springs.

Additionally, AmbassadorWILD™ partnered with local organizations to support events and clean-ups like “Elk River Alliance Annual River Clean UP”, supported more than 300 high school students during the “Fernie Secondary School Clean Up Day”, supported FTA in taking surveys at key locations, watered the saplings at Morrissey supporting ERA, volunteered at the “Polar Peek Book Train”, and supported a clean-up at the Hosmer Ruins Coal Mine Site with volunteers. The team participated in 15 community events like: Gravel Grind, Wednesday Socials, Family Safety Day, conducted 44 surveys at trailheads and boat launches to promote responsible recreation.



Heiko's Trail & Hartley Lake Road

The RDEK Area A Sustainability Program and AmbassadorWILD™ team continued their multi-year partnership with the Fernie Trails Alliance (FTA) and Wildlife Biologist Clayton Lamb on the Heiko's Trail project, supporting the long-term sustainability of the trail and responsible access to the area. In 2025, the team completed two overnight trips (spring and fall) to service, maintain, and collect data from 13 wildlife cameras along the trail. While no new wildlife cameras were installed this year, thousands of new wildlife images were captured, highlighting the remarkable diversity of wildlife in the area. Through the ongoing partnership with Clayton Lamb, annual reports are produced to analyze camera results and assess any observational changes over the past three to four years of data collection.

Several additional day trips were conducted to service the four vehicle counters on Hartley Lake Road. The team also installed seven new trail counters on Heiko's Trail, ensuring counters are now in place at each trailhead and major intersection. These counters help monitor trail use and inform long-term management decisions. Throughout site visits, the team completed light maintenance at the trailhead, parking area, and outhouse. They also maintained ongoing communication with the FTA regarding plans to enhance the designated campsite. Together, these efforts contribute to the continued monitoring, stewardship, and sustainability of Heiko's Trail and the surrounding area.



Coal Creek Heritage Trail Loop & the Ammonite Project

The RDEK Area A Sustainable Tourism & Recreation Program made a variety of improvements over the past few year at what is now called the Castle Mountain Trailhead along Coal Creek Road, at the junction with River Road. In spring 2025, these locations had installation of interpretive signage, designed by Claris Media, placed on the kiosks that were constructed in 2024. With the sale of Doman lands to NCC in late 2025, the signs will be updated in 2026.

This new trailhead provides another access point to the diversity of trails in the area. This includes the new Coal Creek Heritage Trail Loop (CCHTL) development with a pedestrian suspension bridge, and re-route to the Ammonite Fossil. Primarily funded by the BC Government's Destination Development Fund, the project expects to be finished construction in 2026, and is led by the Fernie Trails Alliance, in partnership with Coal Creek Heritage Society and Tourism Fernie.

An extensive new interpretive signage project for the Loop is also underway with key content planning and creation support from the Fernie Heritage Museum, Pat Gilmar, and professional interpretive consultant Lee-Anne Walker, and design by Claris Media.



New signage content for the Castle Mountain Trailhead.

A RIBBON of RAIL Tied FERNIE to COAL CREEK

DID YOU NOTICE the black coal and grey, pumice-like coke on the trail surface so far?
You're traveling on the abandoned Morrissey, Fernie and Michel (MF&M) Railway, built in winter 1897-98. It was a branch line between Coal Creek and Fernie, to the CPR mainline. Today it's part of a 30 km loop trail that invites adventure through this striking mountain valley.

Diesel Engines Replace Steam engines in 1946

Steam engines once chugged along the MF&M rail line, fueled by local coal. In 1946, diesel engines replaced them, ironically sealing the fate of the very mines that powered these trains. Coal Creek closed in 1958, 60 years of coal production because of the loss of coal contacts used for steam locomotives.

How did Fernie get its name?
Today's Fernie City Hall was once the head office of the Crow's Nest Pass Coal Company (CNPCC). William Fernie, one of the company founders, gave the town its name - a constant reminder of the community's roots in coal and industry.

"The MF&M was our lifeline to the outside world."
It hauled millions of tons of coal over the years on the first leg of a journey to distant ports. The train transported miners who lived in Fernie to the mines at Coal Creek. It took us to Fernie to see parades and concerts, to do our shopping, and at Christmas time, there was their special trip to visit Toyland at the Triles-Wood's store. >>> Grace Dhorasch, Coal Creek Resident, 1920-1939

Coal Exports Through Time from the Elk Valley

25.5 million tonnes exported from Elk Valley in 2024 worth \$7.8 billion. 1907 Crow's Nest Pass Coal Co. in their annual report produced 875,890 tonnes, worth \$266 million or 2.4% of today's valued export.

1898
Over several months in 1897-1898, the Crow's Nest Pass Coal Company (CNPCC) mined, hauled in wagons and stockpiled 7256 tonnes awaiting the CPR's arrival to Fernie, worth the equivalent of \$2 million (in 2025 dollars).

2025
→ Everyday, on average, 5 trains leave the Elk Valley to Vancouver for export.
→ 152 cars x 140 tonnes/car haul 21,280 tonnes per train.
→ Average 2025 price for metallurgical coal is \$278 CDN/tonne.
→ Each train is worth \$6 million x 5 trains per day = \$30 million gross per day.

Ka-ching, when you hear that whistle blow!

A first draft of one of 16 new signs being designed at the time of this report, they will be placed along the new trail in 2026 once completed. The existing older signage along the Coal Creek Heritage Trail will be re-purposed within the new Coal Creek Campground & RV opening spring 2026.

Paleo Trail BC & Fernie Paleo Trail



Paleo Trail BC, a regional initiative across Sparwood, Elko, and Cranbrook combines education, storytelling, and tourism to showcase the extraordinary fossil discoveries found throughout the Elk Valley and the Kootenays. In collaboration with Dinosaur Valley Studios and TrueArc Media, Tourism Fernie is producing a 10–15 minute interpretive video designed to guide a self-drive tour experience across the region. A separate website will also be developed to support and promote this new tourism product.

The video will bring our prehistoric past to life through engaging storytelling and animated sequences, transporting viewers back 150 million years to ancient seas filled with ammonites and Ichthyosaurs. It will show how major geological shifts transformed marine life into the fossils that are now revealed in the dramatic mountain landscapes surrounding our communities.

Fernie's story, the Fernie Paleo Tour, will explore the iconic Ammonite and Ichthyosaur fossils discovered southeast of town, with replicas on display at the VIC. Tourism Fernie is also collaborating with a Fernie youth artist to create a children's book that introduces young readers to these fascinating creatures and our



The interpretive video will serve as the foundation for a self-guided driving tour, allowing residents and visitors to explore fossil points of interest across Fernie, Sparwood, Elko, and Cranbrook at their own pace. Educational tour components are also being developed to further enhance the experience.

Paleo Trail BC & Fernie Paleo Trail represent a new learning tourism experience in the Elk Valley and the East Kootenays with hopes to create and expand further into BC. This project has been funded primarily by Pacifican's Tourism Growth Program, with additional funding support from Tourism Fernie, as well as CanFor and CBT specific to the Elko site.



Paleo Trail BC & Fernie Paleo Trail continued....

Thanks to PacifiCan’s additional support through the TGP program, Tourism Fernie was able to include the Elko site to the self-drive tour. The site now features a larger picnic area and enhanced interpretive signage that include a glimpse into the region’s remarkable paleontological history.

This addition makes the tour more regionally inclusive, strengthens the educational and storytelling aspects of the Paleo Trail/Dino Tour enhancing the experience, and brings further economic and cultural benefits to the area. Highlights of the Elko site include an overview sign featuring the Ichthyosaurus discovered east of Elko (replica on display at the VIC), and the area’s geological and paleontological significance. The Elko site is also featured in the tour video, enriching the storytelling and interpretive experience.



A draft section of signage content for the Elko location. It features a central illustration of a glacier melting into a river. Text includes: "Glaciers Carved the Valley", "The mountains gave the valley its HEIGHT. But ice gave it its SHAPE.", "Around 20,000 years ago, Earth's climate cooled dramatically. The Cordilleran Ice Sheet, part of a vast North American glacial system that together held more ice than Antarctica does today, buried this valley under more than a kilometre of ice. Valley glaciers carved U-shaped trenches through the mountains, grinding bedrock and rounding sharp peaks.", "14,000 years ago, rapid warming melted the ice in just 4,000 years. Meltwater trapped behind walls of gravel and rock created enormous glacial lakes. When the dam holding back Glacial Lake Elk burst near Morrissey, catastrophic floodwaters carved the landscape in days.", "Silver Springs", "The flood roared south, colliding with a massive pile of glacial debris. The water carved a trench 230m deep, 350-750m wide, and 4.5km long, creating the chain of alpine lakes. You can hike to Silver Springs today and walk through a landscape carved by ice-age floods.", "Explore the Story", "Elk River".

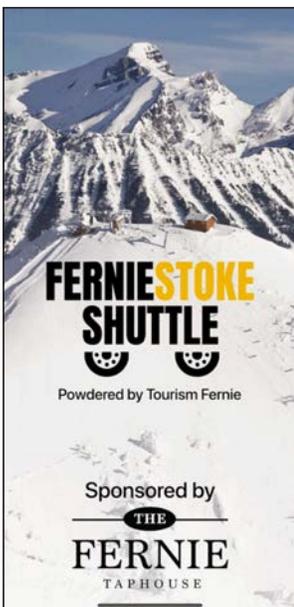
Draft section of some of the signage content in the works for Elko location.

FernieStoke Ski Shuttle Program



Tourism Fernie oversees and primarily funds the Ferniestoke Local Shuttle Program. The service was operated by Tunnel49 in the 2024-2025 ski season using the buses originally purchased in 2022 by the City of Fernie with tourism funding from the province under the RMI Program. The program is also financially supported by Fernie Alpine Resort and many local businesses that purchase advertising opportunities.

The winter Ferniestoke Shuttle program for the 24-25 season saw branding updates and a significant enhancement in 2024 with the launch of the new FernieStoke Shuttle APP funded partially by a grant from ETSI-BC and sponsored by The Fernie Taphouse! Available for download on both the Apple App Store and Google Play, the APP provides users with online purchase & redemption of shuttle tickets, an interactive map showing all stops in detail and live tracking of the bus along the route. Users can also access current schedule, FAQ info and link to 'What's Happening in Fernie'. The 2025-2026 season started successfully, including the removal of the last physical ticket program related to overnight guests accessing complimentary tickets which moved into the app system. The shuttle is now fully digital for riders.



- ### Thank You 24-25 Season Advertisers
- The Fernie Taphouse
 - Ryan Frazer & Remax Realty
 - Snow Valley Lodging
 - Fernie Fox Hotel
 - Nevados
 - Elk Valley Resources
 - Munter Design & Build
 - Elk Valley Suicide Task Force
 - Fernie Alpine Resort & RCR Real Estate
 - Quest Ski Rentals
 - Kodiak Lounge
 - Vogue Theatre
 - Earth's Own Naturals
 - Big Bang Bagels
 - Sushiwood
 - Fernie Distillers
 - Park Place Lodge
 - Bridge Bistro
 - Spa 901



Fernie & Elk Valley Regional Trails & Recreation Framework - Trails Master Plan

Last year, Tourism Fernie—supported by trail and user groups, landowners, and government partners—launched Phase 1 of a year-round, non-motorized and motorized Trails Master Plan/Framework for the valley. Phase 1 has been completed, and Tourism Fernie is now in Phase 1.5. All-Mountain Productions and Consulting Inc. led Phase 1, which included a comprehensive trail and recreation mapping inventory, land use and governance review, event inventory, and initial key insights. The firm was retained to carry out Phase 1.5, with completion in 2026.

To date, 31 one-on-one meetings have been held with trail organizations, land managers, First Nations, private landowners, and representatives from provincial, municipal, and regional governments. Meetings were held with the Tourism Fernie Board (February 18, 2025 and January 13, 2026) and local trail organizations (April 15, 2025) to review Phase 1 progress and present draft versions of the Trails Master Plan/Framework map. A more detailed presentation was delivered to the Board in January 2026.

Next steps include distributing stakeholder surveys in early March 2026, analyzing survey results alongside themes identified during meetings, and delivering a final report in April 2026. The report will outline key findings, recommendations, and proposed next steps.

Through strong stakeholder involvement and partnership, this plan is intended to support and enhance the long-term sustainability of year-round recreational access and opportunities in the valley.

Fernie Snowmobile Association
8.6K followers • 149 following
BC's 2025 Snowmobile Club of the Year!

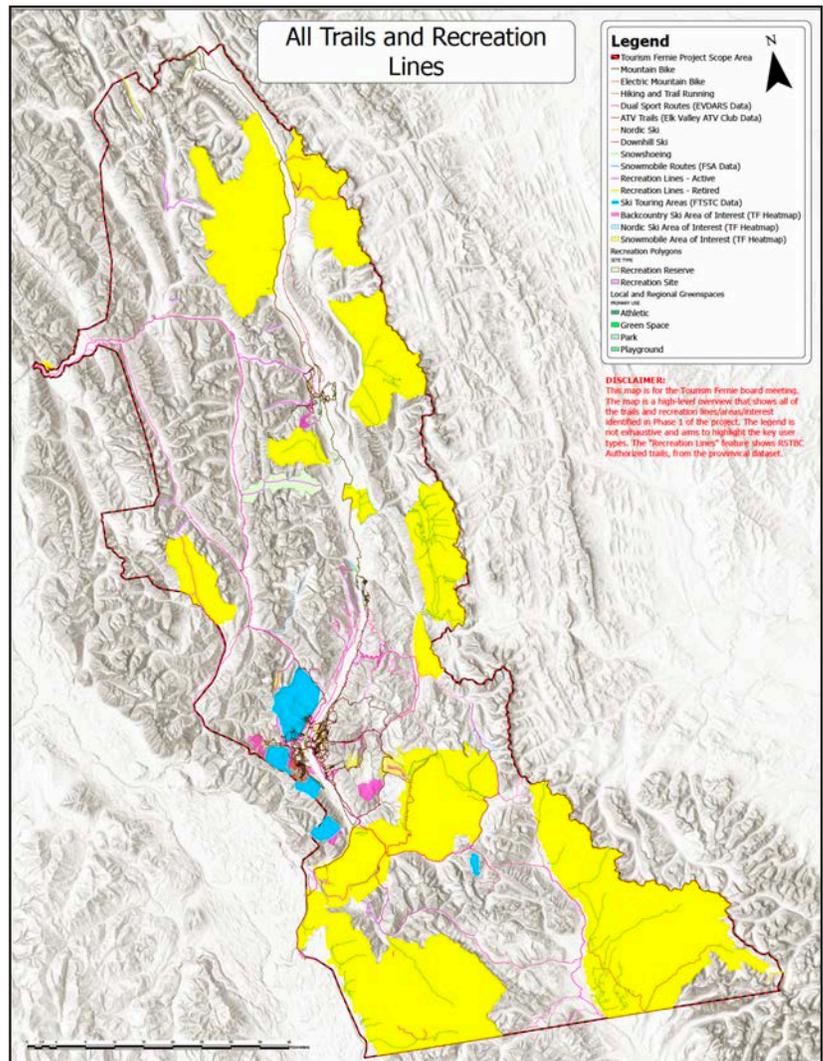
We are proud stewards of a landscape that is as spectacular as it is complex.

In Fernie, recreation, tourism, and large-scale resource extraction converge—and sometimes collide. That's why we're proud to be part of the new Fernie Trails Master Development Plan project, organized by Tourism Fernie.

Phase one is now complete!
This massive effort brought together 11 recreation groups representing 5,642 km of trails—with an interesting 50/50 split between motorized and non-motorized users. It's a powerful reminder of the diversity of recreation experiences that are vital to our community.

The size and scope of this project are incredible, covering nearly 1% of BC's total land mass. Phase one has delivered a detailed inventory and mapping resource built from over 100 datasets. This foundation will support future work to carefully analyze and balance recreation needs with environmental and partner values. In the photo above we are getting our first look at the mapping product.

The FSA is committed to being an active voice in protecting snowmobile recreation, promoting responsible recreation, and building a sustainable future for all trail users and these lands we live, work, and play on.



Recreation Complex Facility & Visitor Information Centre

As highlighted in the Message from the Chair earlier in this document, Tourism Fernie has been researching, planning and investing into future tourism needs and opportunities. Two main projects in 2025 were the development of a Phase 1 Fernie Recreation Feasibility Study and continued collaboration and formal discussions with the Fernie Chamber of Commerce and the City of Fernie regarding the future of the Chamber building and Fernie Visitor Centre.

Recreation Complex Facility – Researching the Opportunity



Tourism Fernie is dedicated to exploring the opportunities and future potential for developing sports and recreational infrastructure. This initiative aims to modernize outdated facilities, enhance community access and service offerings, and create economic benefits by hosting tournaments and events. In late 2024, Tourism Fernie contracted GGA-Architecture to conduct an initial phase feasibility study in 2025. GGA, along with their partner, Orange Crow Leadership, worked together to fulfill the study, which was recently completed in early 2026 including results from a survey conducted with local businesses and organizations about facilities in Fernie.



Initial vision concept by GGA

Tourism Fernie will continue to invest through 2026 in further research and concepts with community partners and stakeholders with an aim to solidify a next phase feasibility study to seek investors, partners and funding for the next stage of facility planning and development.

Tourism Fernie continues to support and work alongside the Elk Valley Field House Society on their recreation facility development scheduled to break ground in 2026.

Visitor Info Centre & Economic Development

2025 furthered steps between Tourism Fernie, the Chamber of Commerce and the City of Fernie on the intention to transition the Chamber building lease and VIC partnering agreement from the Chamber to Tourism Fernie, including an MOU to support the effort and investment in the process by the organizations. It is expected that the official agreements will be confirmed in 2026 with the Chamber staying within the building and partnering with Tourism Fernie and the City of Fernie to support community economic development. The broader intention is to develop the site into a modern and innovative facility to support the visitor experience, community and economic development.



Supporting Tourism Events & Animation in Fernie

Tourism Fernie continues to support or seed fund key tourism events that drive visitation or provide an exceptional visitor experience. Tourism Fernie also markets Fernie events to attract visitation to the community or to encourage those already in town to attend local events and programs. In 2025, Tourism Fernie contributed over \$40,000 to support local tourism events and animation, began to invest resources into furthering outcomes from the Tourism Events & Animation Strategy, and new in 2025, developed banners for major events that were displayed at the VIC along Highway 3. This was in addition to the event funding through the City of Fernie's Resort Municipality Initiative (RMI) tourism funds from the province that supported many events in consultation with Tourism Fernie.

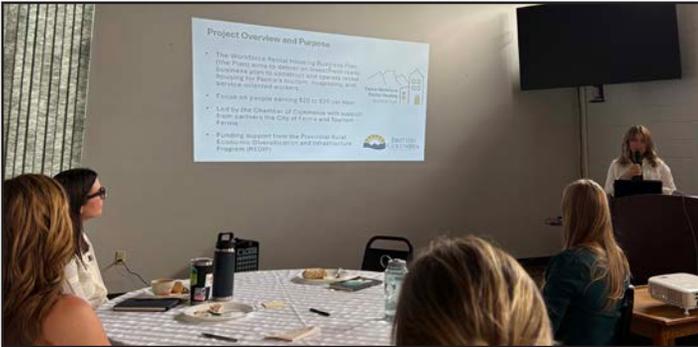
In 2025, Tourism Fernie also invested in bidding to attract the Singletrack 3 (Transrockies) event back into Fernie, which was successful with trail partners and landowners and will be held June 26-28, 2026.

The province has another source of tourism event funding called the Destination Events Program (DEP) derived from a portion of MRDT tax collections across BC including Fernie. In 2025, only Griz Days was able to secure funding from the DEP as the minimum event budget required to apply is \$150,000, which excludes most local tourism events.



Advocating & Supporting 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 and the City of Fernie such as infrastructure, housing, labour, transportation, climate change, planning and economic development. Tourism Fernie also takes key issues to regional, provincial and national levels to be heard and now plays a greater role in finding regional and provincial solutions. For example, Jikke became chair of the BC DMO Association in 2025, an organization that represents all community DMOs across the province and advocates for key topics such as the MRDT, an essential tourism funding program. Members of Tourism Fernie can get more involved by engaging with staff or becoming a Board Member.



Supporting the Chamber's Workforce Housing Business Plan. Project workshop with stakeholders.



Partnered with the City to develop the new RDS in spring 2025 with key stakeholders.



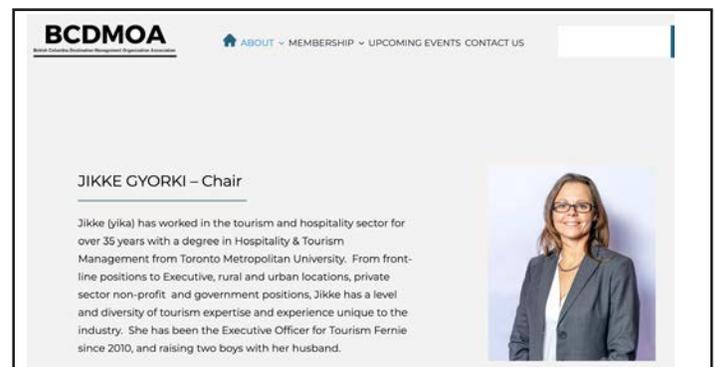
Tourism Fernie allocated over \$13,000 to support trail organizations in Fernie including the FTA.



Tourism Fernie brought together trail and recreation groups in the Elk Valley to discuss needs and opportunities.



Tourism Fernie works closely with the Ministry of Tourism on MRDT advocacy via the BCDMOA and TIABC.



As the new chair of the BCDMOA in August 2025, Jikke not only represents DMOs across BC but brings Fernie to the forefront of BC's tourism eco-system.



Building relationships and positive engagement with the Ministry of Tourism has been a key objective of Tourism Fernie and DMOs.



Tourism Fernie attends the annual BC Tourism Industry Conference in Vancouver March 2025.



Tourism Fernie attends the inaugural Sport Event Exchange Conference in Richmond focused on event tourism.



Tourism Fernie attends the IMPACT conference in Victoria, focused on sustainability in travel and tourism.



Tourism Fernie is part of Kootenay Rockies Tourism Destination Management & Development Committee.



Tourism Fernie attends the annual BC DMO Association all day, all members meeting in Vancouver, March 2025.

Celebrating Tourism!

Each year there is something to celebrate that highlights the amazing work the tourism sector is doing in Fernie. From recognizing businesses and organizations where credit is due to hosting the annual Tourism Week Social and AGM that brings industry together.



Tourism Fernie acknowledged Lynn & Blair who began Canyon Raft Company in 1995, 30 years ago, and have now sold the business and retired. Their passion, hard work and exceptional visitor experiences have been critical to building Fernie's tourism sector.



FTA wins the Chamber's Tourism Award



Tourism Fernie wins BC's Professional Excellence award.



Key tourism supporters at Tourism Fernie's AGM.



Tourism Week Social event at The Legion.



Jeremiah Pauw presenting expansion plans for Fernie Fox.



Key tourism supporters at Tourism Fernie's AGM.

Marketing Initiatives

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.

2025 Target Markets, Trends & Considerations:

Tourism Fernie's marketing initiatives in 2025 continued targeting audiences that were expected to provide the best return on investment given the type of destination Fernie is.

Targeting was primarily focused 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 keeps attracting primarily a regional drive market. Long-haul and overseas markets come mostly for skiing or as part of a bigger road trip in the Rockies. Past surveys have indicated that our non-winter visitors are from:

- 53% AB
- 14% BC
- 13% Canada other (primarily SK, MB, ON)
- 8% USA
- 7% International Overseas

Tourism Fernie's Geographic Target Markets in 2025:

- Canada: AB, BC, SK, MB, ON, QC
- USA: MT, ID, WA, 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's new Visitor Profiles

- Outdoor Explorers
- Refined Globetrotters
- Culture Seekers

Based on Passion / Interest:

- Sightseeing – Mountain Towns / Culture / Heritage, Historic Downtown, the Canadian Rockies
- Winter Adventure – Alpine Ski, Cat ski, Snowmobile, Nordic, Fat Biking, Snowshoeing
- Summer Adventure – Mountain Biking, Alpine Hiking, Whitewater Rafting

2025 MARKETING HIGHLIGHTS

Overall Marketing Impact:

49,821,411 (Impressions)

TourismFernie.com Website:

Visits: 647,981 (53,998/mth)

Page Views: 924,356

Leads to Members: 119,285

Social Media

Facebook:

Fans: 53,377

Instagram:

Followers: 31,103

Video Views (Youtube, Meta):

2,450,247 (min 3s)



Marketing = Creativity & Fun = The Team!

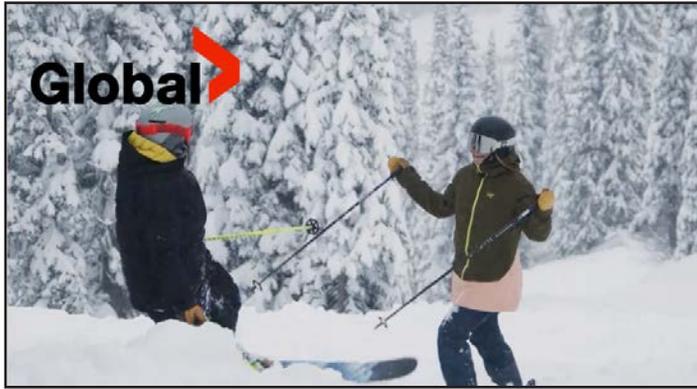
2025 Marketing Activities Undertaken:

Seasonal Destination Campaign – Winter

Tactic 1 – Global TV

Two 15s video ads - one focusing on misc. winter activities and the other one ski-focused, running on linear TV in AB, SK, MB, and BC – Vancouver and ON – Toronto for 4 weeks.

Occasions (Spots Aired): 179 | Impressions: 4,861,800



Tactic 2 – Streaming & Connected TV (US)

20s ski-focused video awareness campaign running on miscellaneous streaming and connected TV channels in select metros in these US markets: Montana, Washington + Portland (OR).

Impressions: 247,617 | Video Ad Completion: 98.75%



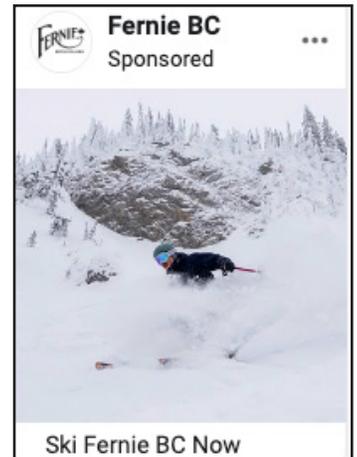
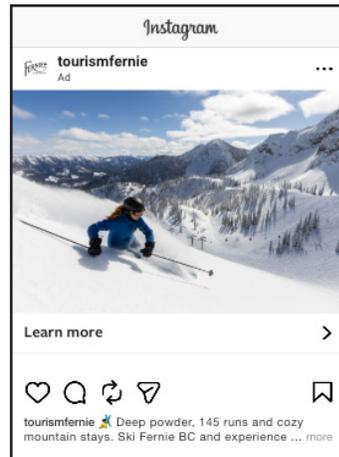
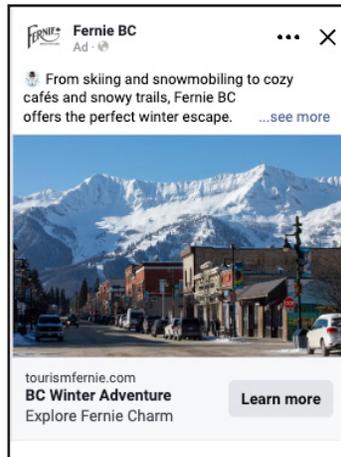
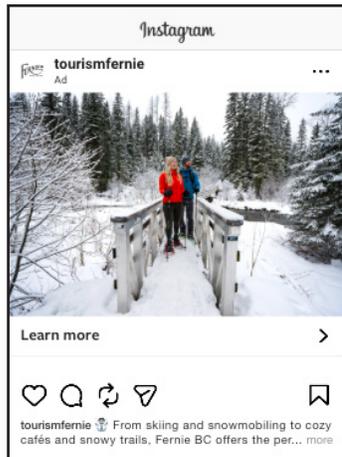
...and 500+ more channels in inventory to choose from.



Tactic 3 – Meta & Google

Digital ad campaign on Meta & Google to key markets in Canada, US, AUS and in UK to inspire ski & stay visitation in the winter season.

Impressions: 2,111,066 | Clicks: 32,780 | Cost per Click: \$0.37



Tactic 4 – Destination Travel and Ski Publications

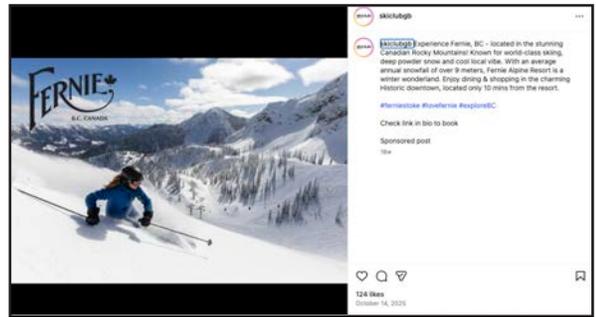
Full page print ad in the Forecast Ski magazine (CAN), Vie En Montagne (QC), and full page and social media posts with Ski Club of Great Britain (UK).

Forecast Ski Circulation: 30,000

Ski Club GB Magazine: Print Circulation: 30,000 (Readership: 50,000) | Sponsored Article Pageviews: 811 | Social Media Posts Impressions: 13,508

Vie En Montagne Circulation: 12,000 (Readership 90,000)

Article: Fernie, BC – The Ultimate Canadian Rockies Ski Escape for Powder Lovers



Book Your Fernie Ski Adventure

Fernie's ski season runs from early December to mid-April. January and February are the peak months for powder, while March brings longer days and often milder days with bluebird skies.

Fernie, BC isn't just another ski destination - it's an experience. Vast powder-filled bowls, charming Canadian hospitality, and an authentic mountain town make it one of the most rewarding winter trips you can take. Now's the perfect time to plan your Canadian ski holiday to Fernie.

Contact your local tour operator or travel agent to book your vacation and for more information visit [Tourism Fernie](#).

Ski Club of Great Britain's post

14 October 2025

Experience Fernie, BC - located in the stunning Canadian Rocky Mountains! Known for world-class skiing, deep powder snow and cool local vibe. With an average annual snowfall of over 9 meters, Fernie Alpine Resort is a winter wonderland. Enjoy dining & shopping in the charming Historic downtown, located only 10 mins from the resort.

#ferniestoke #lovefernie #explorebC

Book here now: <https://tinyurl.com/3k8z7rwu>

Sponsored post

Fernie BC and 126 others

2 shares

THE FERNIE FACTOR
Means Powder. A lot of Powder.

Over 9 m of Snow Annually | Vertical 1,082 m | Top Elevation 2,134 m
2,500 Acres | Five Alpine Bowls | 145 Named Runs
Thousands of Acres of Pure Fun with FWA Catskiing and Island Lake Catskiing

FernieFactor.com
#ferniestoke

Early Season Ski & Stay Packages from \$173*

*The personsightdouble occupancy. Restrictions apply.

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 | 145 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.

Découvrez les Rocheuses canadiennes, à la manière de Fernie

Plus de 9 m de neige par an | Dénivelé 1 082 m | Altitude max. 2 134 m
2 500 acres de terrain accessible par télésiège | Cinq cuvettes alpines | 145 pistes de ski nommées

Située dans les Rocheuses canadiennes, au sud-est de la Colombie-Britannique, Fernie est réputée pour son ski et surf des neiges de classe mondiale, sa neige poudreuse abondante et son ambiance locale chaleureuse. Vols directs vers l'aéroport international de Calgary (YYC) et service de navette disponible.

Neige poudreuse légendaire • Hébergement au pied des pistes • Boutiques et restaurants uniques

Contactez votre voyageur préféré et réservez dès maintenant votre séjour hivernal à Fernie!

Tactic 5 – Snowmobiling Focused Campaigns

Print Ad in the Saskatchewan Provincial Snowmobiling Map, with an add-on display banner on the sasksnow.com, and a digital campaign on Google in AB, SK and MB to promote Fernie as an accessible world-class sledding destination.

Google Campaign Impressions: 49,539 | Clicks: 6,907 | Cost per Click: \$0.22

Image: Alex Hanson

FERNIE
BRITISH COLUMBIA

Sled Fernie, BC

Access a variety of riding areas with groomed trails, warming cabins, and mountain terrain for all levels.

Guiding, clinics & events and an easy drive from Saskatchewan.

ferniesnowmobiling.com

FERNIE
BRITISH COLUMBIA

Over 250 km of Groomed Trails
5 Riding Areas & 3 Warming Huts

FERNIE
BRITISH COLUMBIA

Sled in the Rockies This Season!
SledFernie.com

FERNIE
BRITISH COLUMBIA

Visit Fernie, BC this Winter

Tourism Fernie

Snowmobile Fernie BC and Explore Scenic Backcountry Adventures

Close | Book Now

Your BC Snowmobile Escape

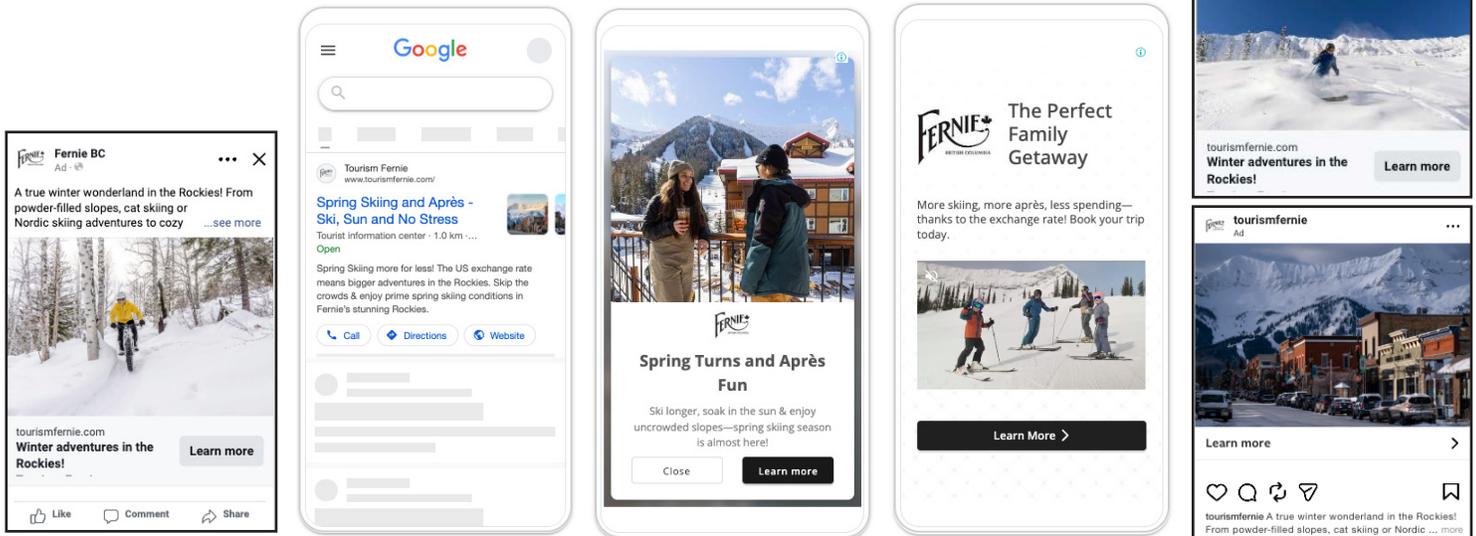
Snowmobile Fernie BC and Explore Scenic Backcountry Adventures

Seasonal Destination Campaign – Winter & Spring Skiing

Tactic 1 – Meta & Google

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

Impressions: 1,522,556 | Clicks: 41,867 | Cost per Click: \$0.27



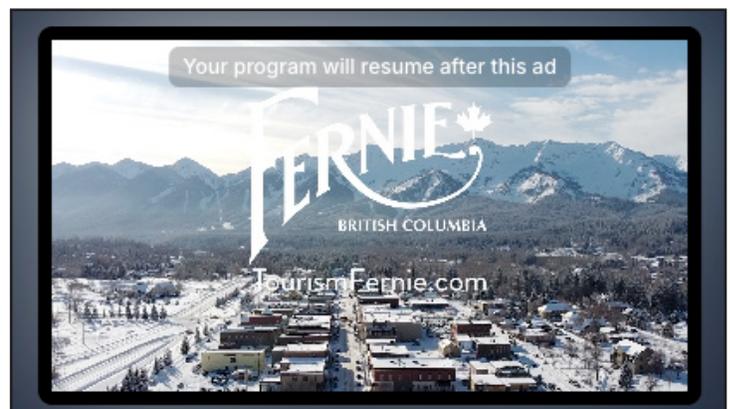
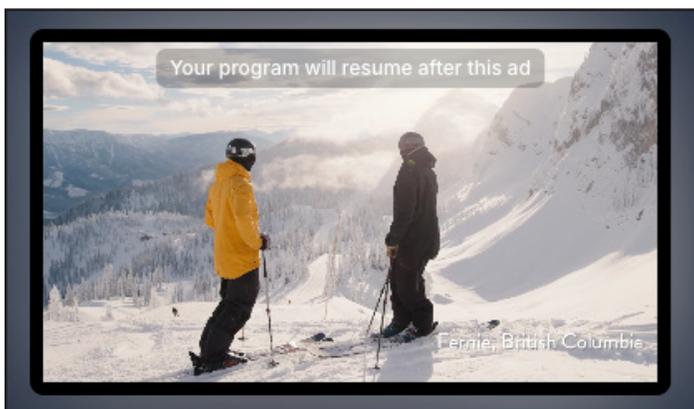
Tactic 2 – Streaming & Connected TV (US)

30s video awareness campaign running on miscellaneous streaming and connected TV channels in select metros in these US markets: Montana, Idaho, Washington + Portland (OR).

Impressions: 24,832 | Video Ad Completion: 97.26%



...and 500+ more channels in inventory to choose from.



Seasonal Destination Campaign – Spring & Summer

Tactic 1 – Bell Media CTV

30s video ad running on linear TV on Bell Media’s CTV for 4 weeks in Alberta, Manitoba, Saskatchewan and BC – Vancouver, with a 2 week extension for Calgary and Vancouver with 15s ads.

Impressions: 2,799,110 | Occasions (aired spots): 985



Tactic 2 – Radio

Two-week radio campaign on Calgary’s radio stations 101.5 TODAY RADIO and Wild 95.3 on traditional radio broadcast as well as streaming.

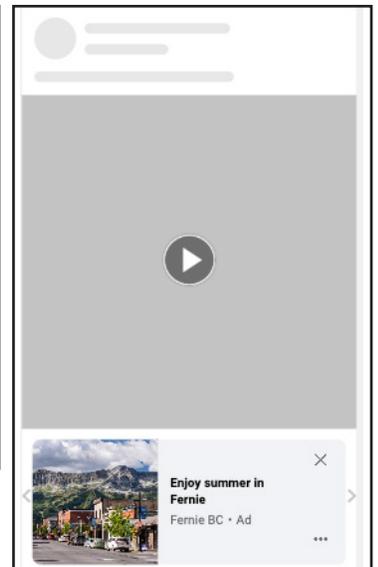
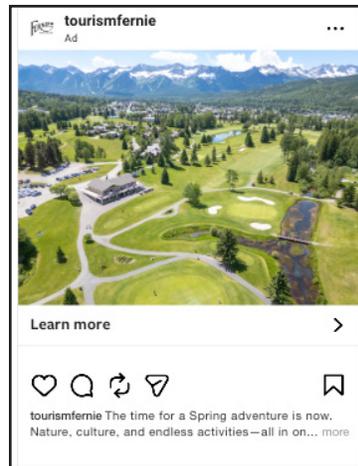
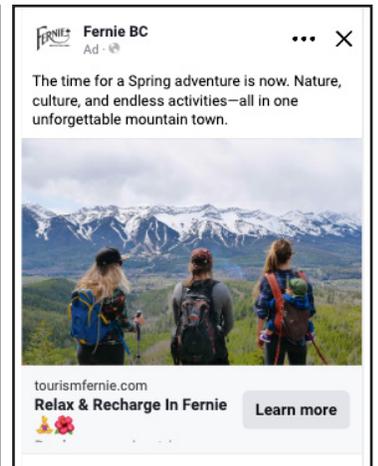
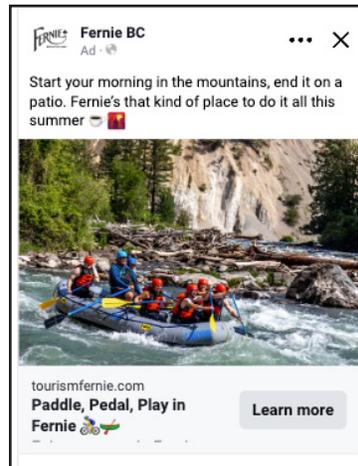
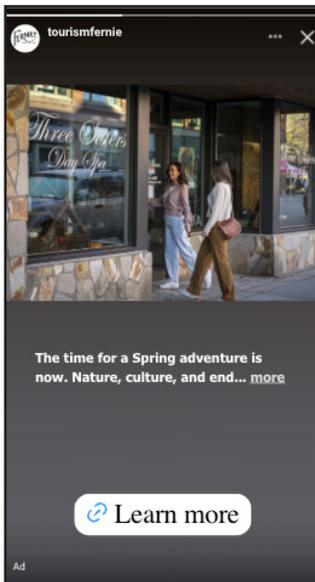
Impressions: 395,594 | Website Traffic from Streaming: 1,830



Tactic 3 – Meta & Google

Digital ad campaign on Meta & Google to key markets in Canada and US to inspire overnight visitation during spring and early summer season.

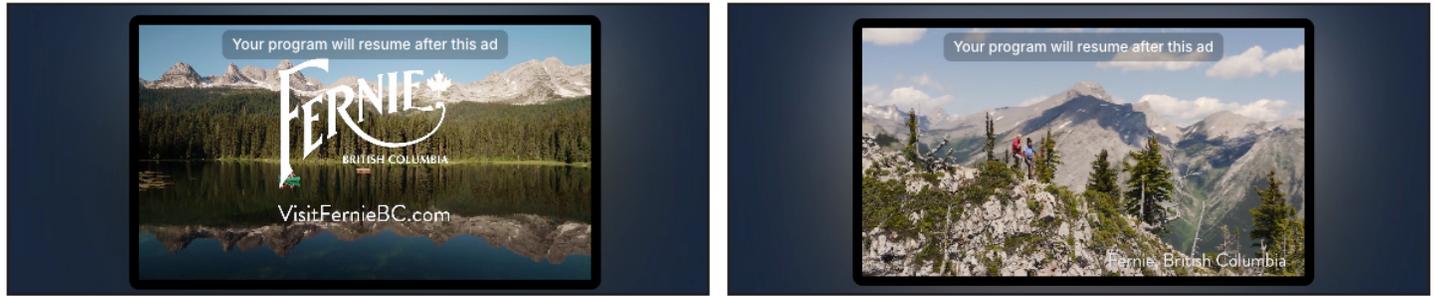
Impressions: 1,646,657 | Clicks: 35.961 | Cost per Click: \$0.36



Tactic 4 – Streaming & Connected TV (US)

30s video awareness campaign running on miscellaneous streaming and connected TV channels in select metros in these US markets: Montana, Idaho, Washington, Oregon and California.

Impressions: 78,996 | Video Ad Completion: 98.09%

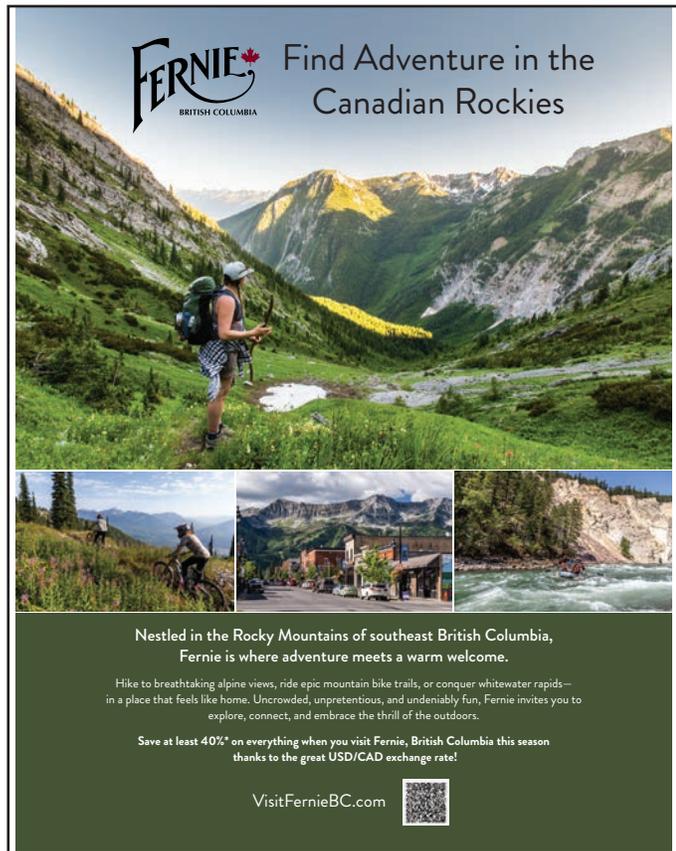


...and 500+ more channels in inventory to choose from.

Tactic 5 – NorthWest Travel Magazine

Full page print ad in the NW Travel Magazine – a bi-monthly publication inspiring travel and covering destinations across Washington, Oregon, Idaho, Montana, Alaska, British Columbia, and Wyoming; supported by digital display ads on the magazine’s website.

Print magazine circulation: >30,000 | Display Ads Views: 36,000 | Hovers: 880 | 125 clicks

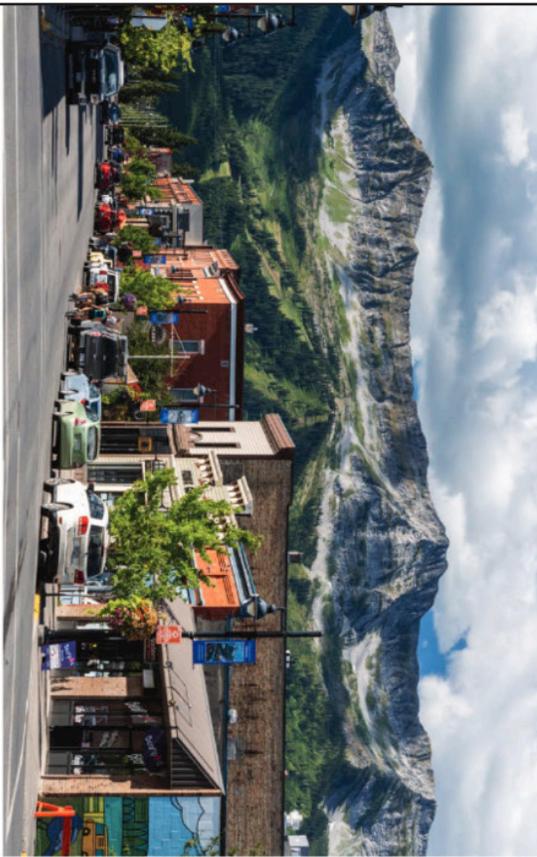


Rotating gif banner

Tactic 6 – Best Great Cycling Escapes

A double-page advertorial feature and a full-page back cover ad in a cycling-specific publication available for purchase across Canada and US via Indigo stores and Barnes & Noble; and an online version of the feature on cyclinggreatescapes.com.

Print Circulation: 7,500



DESTINATION BC/MI TOBY WINTON

FERNIE, BC: A CYCLING GEM IN THE ROCKIES

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 novice bikers and families, we recommend exploring the paved Fernie Valley Pathway (10.6km return). The 1.2km Cemetery Trail Loop and the 7km Easy Beaver Adaptive Trail are friendly, user-friendly mountain biking in Fernie.

For intermediate riders, the 7.5km Swine Flu trail offers a sustained uphill with a flow, fast downhill. For more advanced riders, the trails on Castle Mountain such as Hyper Ventilation, Hyper Extension and Southern Comfort all offer technical uphill & downhill challenges.

Fernie Alpine Resort's lift access bike park features over 30 trails in summer from late June to early September. Build confidence on Duff Dynasty before flowing through Mr. Berns and moving on to Top Gun, famous for its low and fast jumps.

There are countless gravel routes highlighted by the Fernie Gravel Grind race in July, a weekend-long gravel cycling experience with some of the best gravel riding that Canada has to offer. The event is open to everyone and offers multiple distances, race categories and the entertainment for all ages.



CECODY SHIMZU

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 Trans-Canada Trail with 27,000km. Local bikepacking routes include Hartley Lake for a 30km return day trip or the mammoth Summer Lake 130km return multi-day adventure.

There are plenty of other events over the summer to build a thirst for, including the Canada Cup Dumber Summer Series, the WAAM BAM Dirt Jump Jam, a brand-new Sleep n Deep race in September and more. In social rides, community races and mountain biking clinics, Class 1 e-bikes are welcome on the trails in Fernie.

making it a perfect cycling destination. Missing gear? No problem! Equipment rentals and services are available at several locations in town and on the mountain. Fernie also offers a diverse range of accommodations



TOURISM FERNIE/NECK PAULT



TOURISM FERNIE/EMILY WILLIAMS

to suit different budgets from hotels or luxurious condos on the mountain or in towns, to chalets, tiny homes, PODs, etc. The Fernie RV Resort is open all year round, and the Mount Fernie Provincial Campground is open from June to the beginning of October. Coal Creek Campground and RV to arrive in summer 2025.

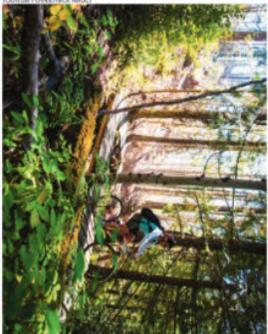
Eclectic dining is offered in every corner of this mountain town. Fernie's passionate foodie vibe has influenced a burgeoning locally made scene and inspired a variety of international dining to suit all taste buds. Visitors can sip & savor local beverages inspired by Fernie's landscape and lifestyle, such as local craft beers, award-winning spirits and small batch artisan coffee. Sample delicious bean-to-bar chocolate, pastries, local produce and more.

Fernie offers a variety of shopping options at independent boutique shops, spas, and wellness & sauna establishments. Also check out and download the free iconic Fernie mobile app with themed self-guided tours. Other popular outdoor activities include low-valley and alpine hiking, dry fly fishing, white-water rafting, SUP, kayaking and golfing.

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



TOURISM FERNIE/NECK PAULT



TOURISM FERNIE/NECK PAULT



TOURISM FERNIE/HEART/DOCK WELLS

REGION

BRITISH COLUMBIA, CANADA

ACCOMMODATION

Diverse range of options to suit different budgets

DINING

Many restaurants from casual to fine dining

CYCLING

- Hundreds of trails in 8 areas
- Most of the trails are bikeable from town
- Local lift access to mountain biking, downhill, gravel cycling, bike-packing, winter fat biking
- Lift access bike park at Fernie Alpine Resort
- Cycling and mountain biking events
- Self-guided mobile app for trails in the area

ADDITIONAL ACTIVITIES

Low-valley and alpine hiking, dry fly fishing, white-water rafting, SUP, kayaking, golfing

ATTRACTIONS

Historic Downtown, Fernie Aquatic Centre, Fernie Museum, Spa and wellness options, Local Theatre. Self-guided themed tours with the iconic Fernie mobile app. Events, live music and entertainment.

GETTING THERE

- Nearest airports: Calgary Int'l Airport (YYC) - 3-hour drive, Glacier Int'l Airport, Kalispell, MT (FCA) - 2-hour drive
- Canadian Rockies Highway 125 in Courtenay, BC by drive
- Airport shuttle & charter service available with Turntable

FERNIE VISITOR INFORMATION

1025 Columbia Blvd Fernie, BC V0B 1N0
www.tourismfernie.com

Seasonal Destination Campaign – Fall

Tactic 1 – Global TV

15s video ad running on linear TV at Global TV for 4 weeks in Alberta.
 Impressions: 1,440,000 | Occasions (spots aired): 71



Tactic 2 – Radio

Tourism Fernie partnered with Calgary’s 101.5 TODAY RADIO for their Stay & Play promotion which consisted of 2 parts. Part 1 was a 2-week campaign with the hosts promoting a Fernie Stay & Play contest, where listeners could enter into a draw for a \$200 credit from Tourism Fernie towards lodging in Fernie. Part 2 was a 2-week Fernie destination messaging delivered via a 30s radio spot.



Impressions: 72,565 | Website Traffic from Streaming: 1,600

Destination Radio Script: *Your Fall escape is in Fernie, BC! Just a 3-hour drive from Calgary, Fernie is like stepping into a national park – minus the crowds. Explore over 400 kilometres of trails, hike and bike under golden larches, stroll historic downtown, all with 360 Rocky Mountain views! No need to break the bank either - Fernie offers big adventure for a smaller price tag, with fall lodging from \$169 a night, plus specials when you stay longer! Plan your perfect fall getaway at Fall for Fernie Dot Com!*

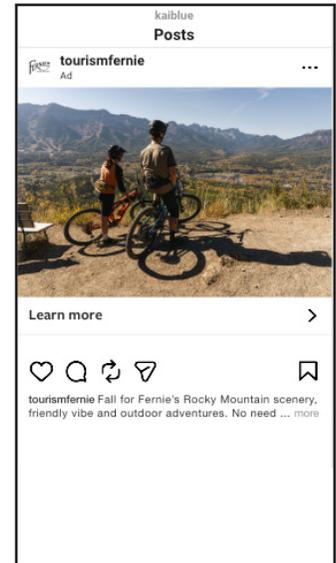
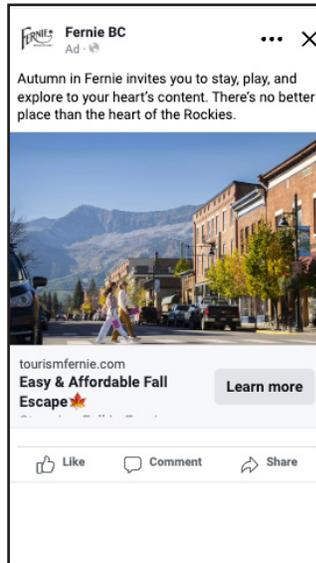
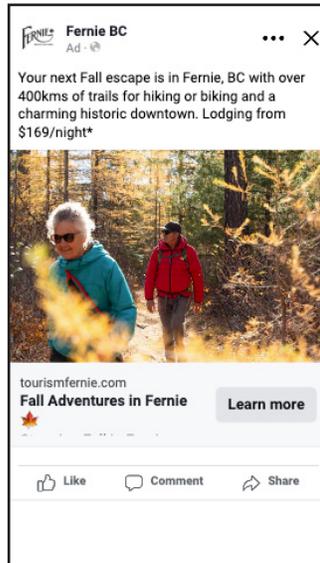
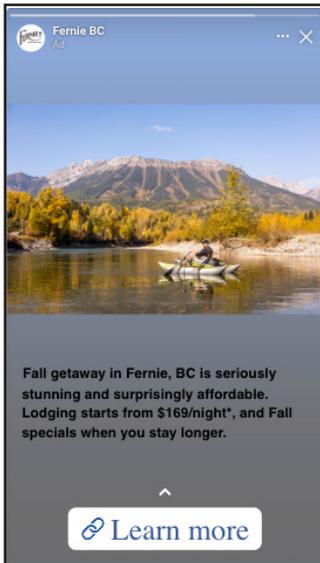
Note: A winner was drawn on-air by the radio hosts and contacted by Tourism Fernie, unfortunately they were unable to make the trip to Fernie due to personal circumstances.

Tactic 3 – Meta & Google

Digital ad campaign on Meta & Google to key markets in Canada and US to inspire overnight visitation in the fall season.



Impressions: 1,202,523 | Video Thru Plays: 190,055 | Clicks: 29,953 | Cost per Click: \$0.78



Tactic 4 – Avenue Calgary Magazine

Digital campaign with the Avenue Calgary Magazine consisting of a sponsored online article, ROS digital display ads, and big box display ads within their Weekender Newsletter, 2 organic social media posts and a sponsored social media ad.

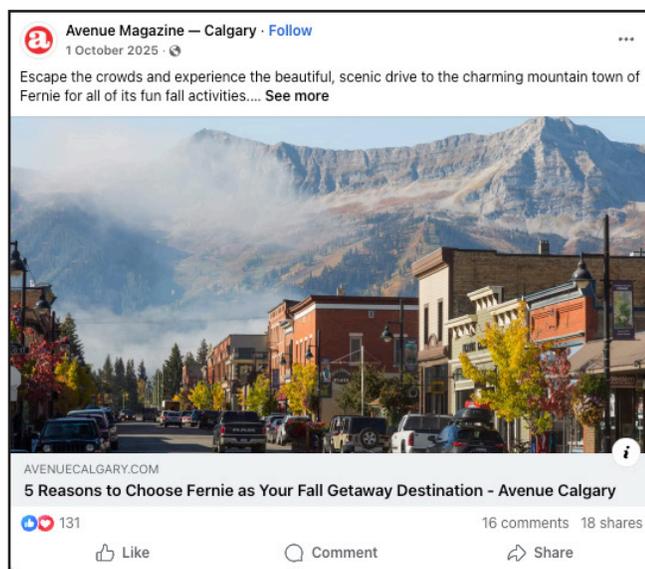
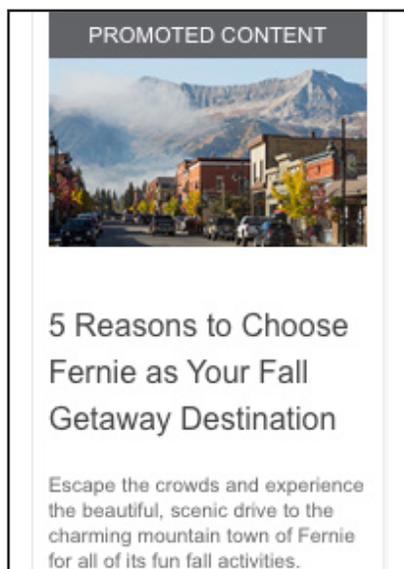
Total Campaign Impressions: 294,559 | Online Article Reads: 3,824 | Total Campaign Clicks: 2,547

Article:

September 22, 2025: 5 Reasons to Choose Fernie as Your Fall Getaway Destination



Newsletter Display Ads & Social Media:



Seasonal Destination Campaign – Fernie Fills My Cup

Fernie Fills My Cup is an annual special promotion to drive incremental stays (min 2-3 nights) during a quiet period of year.

Incentive: 2-night stays booked directly with any Tourism Fernie member accommodator could qualify for \$75 in local gift cards for a retail business, 3-night stays could qualify for a \$125 local gift card. All qualifying stays would also receive a unique 'Fernie Fills My Cup' branded tin mug. The promotion was valid for new individual leisure bookings for stays between October 13 – November 16, 2025.

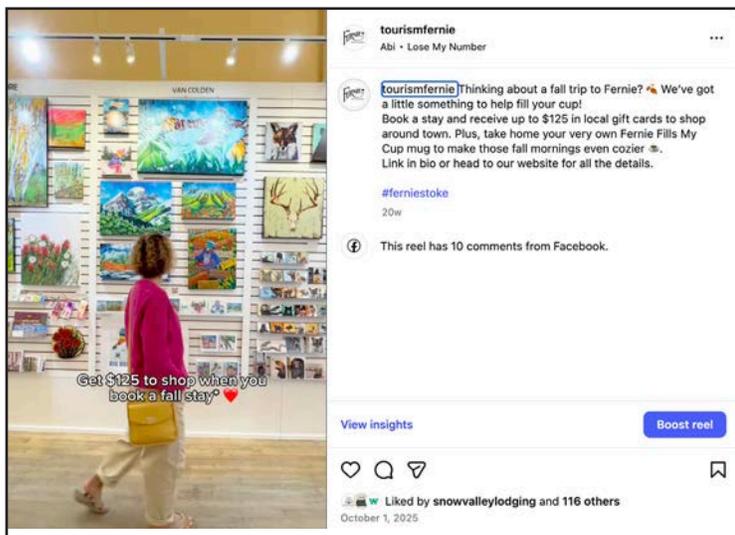
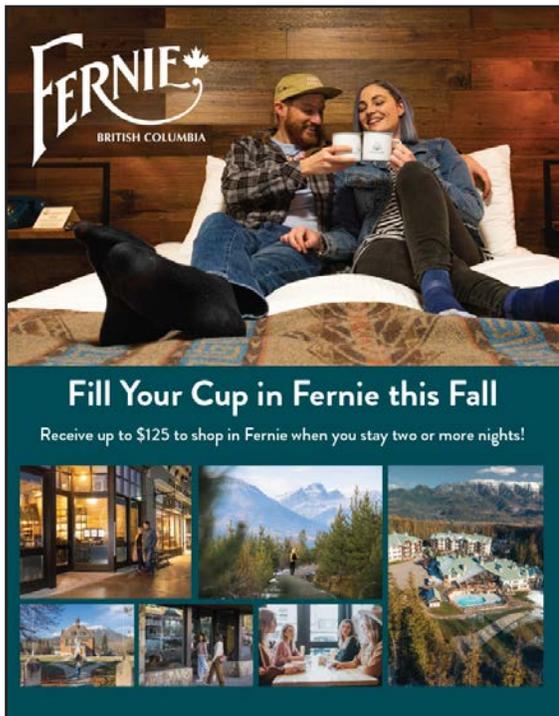
Local accommodators were asked to help actively promote and have the promotion as a bookable 'Fernie Fills My Cup' package on their websites and / or via social channels. The intention was for more easily trackable bookings and to reduce submissions from group bookings (which weren't permissible).

The offer was promoted via:

- Avenue Calgary designated newsletter (100% share of voice) and an Instagram post
- 10-day radio campaign on 101.5 TODAY Radio Calgary
- 5-week long advertising on Meta & Google
- Tourism Fernie's own social media channels and consumer newsletter

Results: 52 qualified bookings with a total of 140 nights / Avg. length of stay 2.7

Tourism Fernie gave out gift cards for 36 local retail businesses in a total value of \$4,800.



Year-round Destination Campaigns

Explore™ Magazine (CAN)

Tourism Fernie launched a year-round multichannel brand-awareness campaign with the Explore™ Magazine - an award-winning print & online publication devoted to informative storytelling set in the Canadian outdoors. The magazine has a Canada-wide distribution with key focus in ON, BC & AB.

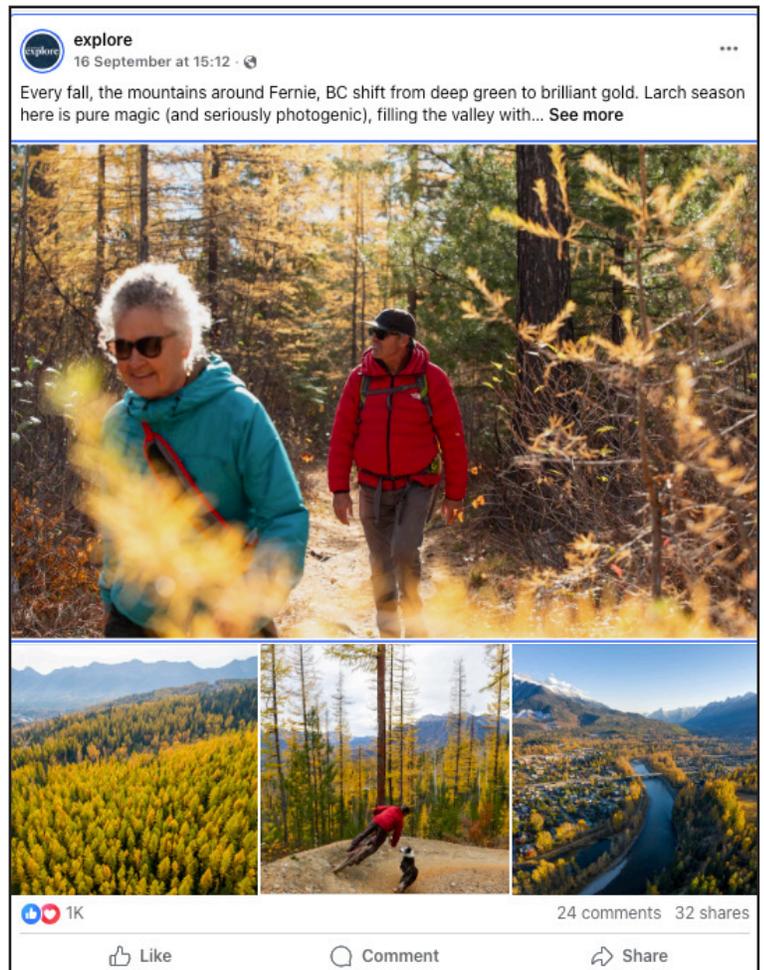
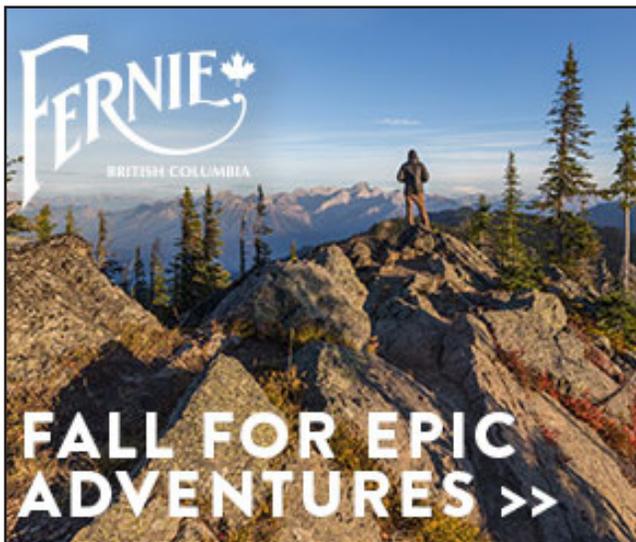
The multi-channel campaign consisted of 4 seasonal full-page print ads, 2 online articles, 4 email display ads, 2 email shout-outs and 4 social media shout-outs.

Total Campaign Impressions: 882,529

Online Articles:

August 20, 2025:

Epic Autumn Adventures: 3 Ways to Fall in Love with Fernie, BC



FERNIE Est. 1898
Fall For Fernie's Boldest Season

Tucked in the Rocky Mountains of southeast British Columbia, Fernie comes alive in fall with blazing colours, crisp mountain air, and endless ways to explore.

From thrilling trail adventures to cozy downtown charm, this is the season to fall for. Uncrowded, affordable, and closer than you think! Just a scenic 3-hour drive from Calgary, AB or a short flight from Vancouver, BC.

ExperienceFernie.com | #ferniestoke

FERNIE Est. 1898
Find Adventure in the Heart of the Rockies

Nestled in the Rocky Mountains of southeast British Columbia, Fernie is where adventure meets a warm welcome.

Hike to breathtaking alpine views, ride epic mountain bike trails, or conquer whitewater rapids – in a place that feels like home. Uncrowded, unpretentious, and undeniably wild, Fernie invites you to explore, connect, and embrace the thrill of the outdoors.

ExperienceFernie.com | #ferniestoke

Glacier Park International Airport - Kalispell (US)

Year-long contract for a display advertising campaign in the baggage claim area of Kalispell's international airport. 2025 turned out to be record breaking year in terms of passengers travelling in and out of GPA – expecting to exceed 1M of overall traffic.

The ad was a static digital ad rotating on all displays within the baggage area. Tourism Fernie seasonally updated the creative. Contract is set to expire on Feb 28, 2026.

FERNIE BRITISH COLUMBIA
Big Adventure, Short Drive.
 Save 40%* on everything when visiting Canada!

Only 2 hours to the Canadian Rockies | VisitFernieBC.com

FERNIE BRITISH COLUMBIA
Big Adventure, Short Drive.
 Save 35%* on everything when visiting Canada!

In the Canadian Rockies, 2hrs from Kalispell. | VisitFernie.com

FERNIE BRITISH COLUMBIA
Big Adventure, Short Drive.
 Save 35%* on everything when visiting Canada!

In the Canadian Rockies, 2hrs from Kalispell. | FallForFernie.com



Events Marketing Support

Tourism Fernie recognizes the vital role local events play in both the community life and visitor experiences. In 2025 we helped spread the awareness of a variety of events by running targeted advertising campaigns to boost attendance. Through digital promotions, social media outreach, consumer newsletters, print advertising and other efforts, we helped highlight Fernie's vibrant scene, ensuring strong local engagement while attracting visitors to enjoy and celebrate alongside our welcoming community.

Tactic 1 – Print Ads

Full page print ads in The Trench Magazine, distributed seasonally in 400+ high-traffic areas from Crowsnest to Creston to Golden.

Circulation & Readership: 75,000

Summer Events & Races in Fernie

| | | |
|--|----------|---|
| | May 3 | Feast For a Cause Fundraiser Dinner |
| | May 10 | Judgement Night VI Charity Boxing |
| | June 15 | Summer Season opens at Island Lake Lodge |
| | June 21 | Summer Season opens at Fernie Alpine Resort |
| | July 1 | Canada Day Festivities |
| | July 4-6 | Fernie Gravel Grind (Celebrating 5 years!) |
| | Aug 8-9 | Wapiti Music Festival |
| | Aug 30 | Tears & Gears Mountain Dashlon |
| | Aug 31 | Fernie Lions Demolition Derby |

Discover Fernie's vibrant scene filled with arts and culture events, live entertainment and mountain races for all ages, year round. The above is just a highlight of all the great events you can expect this summer in Fernie – find many more online. Stay longer and enjoy everything that Fernie has to offer.

FernieEvents.com | #ferniestoke

Signature Winter Events in Fernie

| | | |
|--|-------------------------|---|
| | December - February | Fernie Ghostriders Hockey Catch a home game of the Fernie Ghostriders - Fernie's own KIJHL Junior Hockey Team. Always popular, local games are a fun night out for the whole family with plenty of great hockey. |
| | December 20 - January 3 | Holiday Events & Activities at Fernie Alpine Resort NYE Fireworks at Fernie Alpine Resort NYE Parties at various locations in town |
| | February 14 | 3rd Annual Ponies and Planks Skijoring Fast horses, skilled riders, and fearless skiers & snowboarders race for a great cause! Past years were a hit, packed with adrenaline, fun, and unforgettable moments. Get ready for even more excitement this year! |
| | March 6 - 8 | 49th Annual Griz Days Festival Fernie's biggest winter celebration and a weekend for the whole family! Competitions, live music, Griz Days Parade and more. This inclusive event is free for spectators. |

There is so much more happening in Fernie!
From film festivals, concerts and winter sports competitions to weekly trivia, jam nights, arts & crafts workshops and more. Visit the website for details.

FernieEvents.com | #ferniestoke

Tactic 2 – Meta

Paid advertising on Meta platforms (Facebook, Instagram, Threads) throughout the year, targeting select markets in Canada and US to drive attendance.

Total impressions: 1,206,302 | Clicks: 58,858 | Cost per Click: \$0.13

Fernie BC
Ad

Hold on tight! The 2nd Annual Ponies & Planks Skijoring Fundraiser is galloping back into Fernie!

[...see more](#)

tourismfernie.com
Join the wild ride!
Tourism Fernie

[Learn more](#)

Fernie BC and Fernie Mountain Film Festival
Ad

18th Annual Fernie Mountain Film Festival is back - February 21-22

Get ready for 2 nights of inspiring movies that celebrate mountain cultures and the fearless filmmakers & explorers who dare to spark awareness about fragile environments.

Grab your tickets online now!

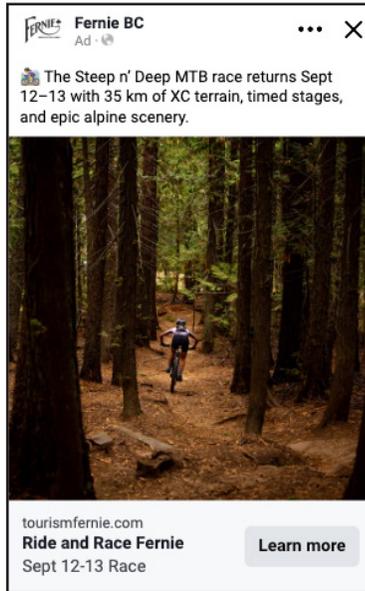
[Learn more](#)

Anything Goes Event Series and Fernie BC
Ad

Experience one of Canada's staple gravel events at the Fernie Gravel Grind this July 4-6

[Learn more](#)

Like Comment Share



Tactic 3 – Outdoor Banners

Tourism Fernie has been utilising the existing sign structure of the Fernie Visitor Information Centre to hang banners promoting some of Fernie's biggest events.



Iconic Fernie Mobile App

The Iconic Fernie mobile app was first launched in June 2022 as a free, interactive guide that helps visitors explore Fernie at their own pace. It features self-guided tours highlighting the town’s history, culture, local businesses and natural landmarks. Users can collect rewards points by visiting participating locations and redeem them for local prizes, making it a fun and engaging way to discover Fernie.

Total app downloads in 2025: 1,292 (Lifetime: 7,181) | Total App Launches in 2025: 5,053 (Lifetime 26,004)

The App was promoted in local print with a ½ page ad in the Claris Media Fernie Summer Guide 2025 and in the Fernie & Elk Valley Cultural Guide.

Visit iconicfernies.com to learn more about the app and to download it.

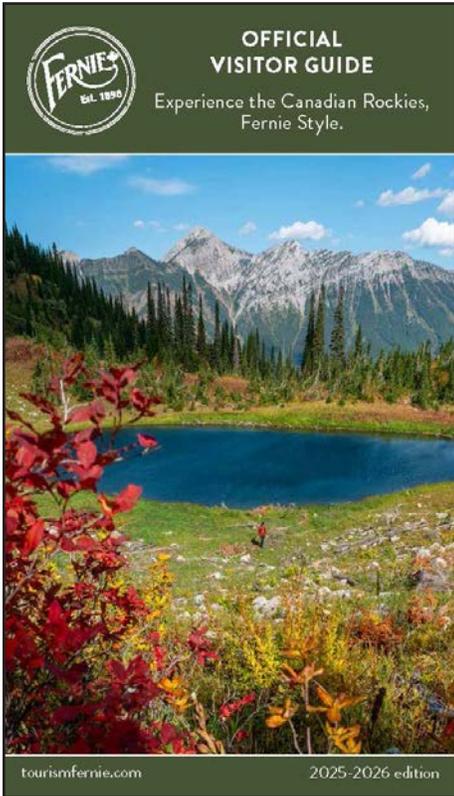
Top 10 Most Viewed Locations:

1. Fernie Visitors Centre
2. Fairy Creek Falls
3. Fernie Distillers
4. Maiden Lake
5. James White Park
6. Historic Downtown Fernie
7. Annex Park & The Duck Pond
8. Fernie Museum
9. Montane Hut via Easy Beaver
10. The Arts Station & A Hardy Town Sculpture



Collaterals – Guides, Brochures, Maps & More

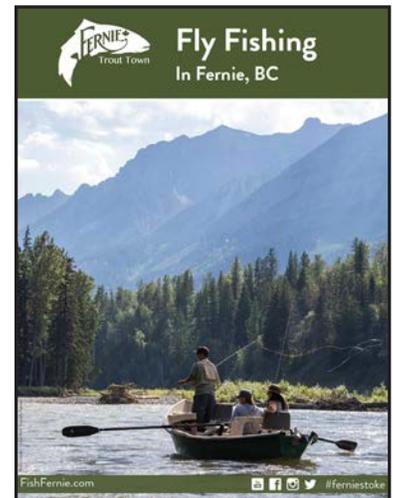
Paper promotional materials continue to be an important part of the marketing mix. Distribution can include direct mail-outs, stocking local Visitor Centre, accommodators, resorts and coffee shops, working with a racking distributor across southern Alberta, shipping to regional and key getaway Visitor 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.



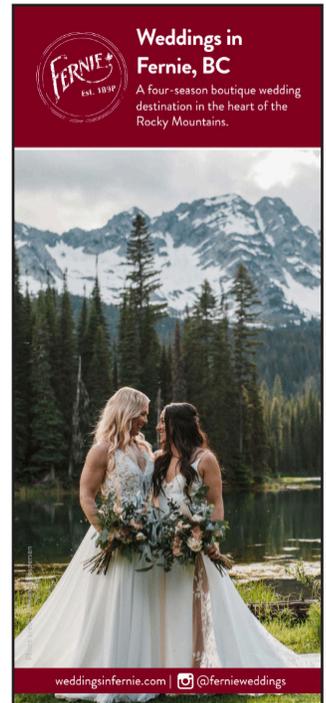
Official Visitor Guide 2025



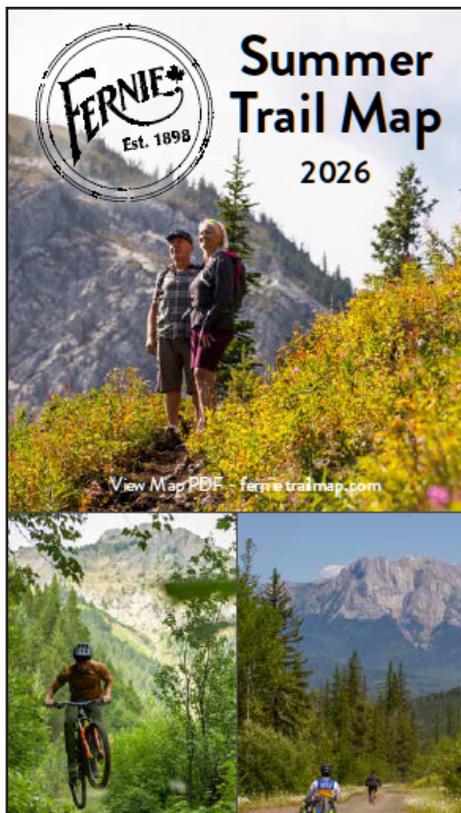
Misc. Activity Brochures



Misc. Activity Brochures



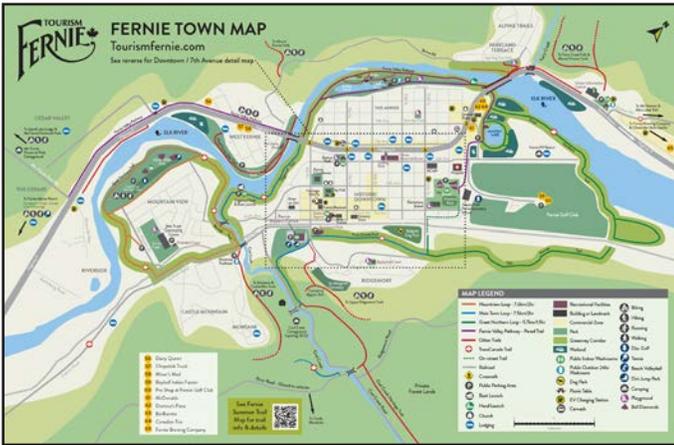
Misc. Activity Brochures



Summer Trail Map 2025



Winter Trail Map 2025 / 2025



NEW in 2025: Fernie Town Map Summer



NEW in 2025: Fernie Town Map Winter

Top 20 Things to Do in Spring
Visit TourismFernie.com for details

1. Visit Historic Downtown Fernie lined with century old heritage buildings and unique shops and galleries, restaurants and cafes.
2. Download the free Iconic Fernie mobile app for self-guided themed tours. Go to iconicfernie.com.
3. Hit the links or driving range at Fernie Golf Club. Driving range is now open and the course opens mid-May.
4. Visit the Fernie Museum to see the permanent "This is Our Fernie" exhibit.
5. Relax & pamper yourself at one of Fernie's day spas.

Top Things to Do in May & June
Visit TourismFernie.com for details

1. Visit Historic Downtown Fernie lined with century old heritage buildings and unique shops and galleries, restaurants and cafes.
2. Ride Fernie's extensive mountain bike trails, trails, lessons & groups offered by various businesses.
3. Enjoy the thrill of whitewater rafting, or book a family-friendly guided scenic float.
4. Ride Fernie's extensive mountain bike trails. Hit the links or driving range at Fernie Golf Club.
4. The whole season is open!
5. Take your kids to the revamped Fernie Skate Park. Take a self-guided Art or Heritage Walking Tour. Pick up brochures around town.

Top 20 Things to Do in Summer
Visit TourismFernie.com for details

1. Visit Historic Downtown Fernie lined with century old heritage buildings, unique shops, galleries, restaurants, cafes, patios, public art and attractions.
2. From mild to wild! Take a guided scenic family float, full whitewater adventures, SUP, or kayak tour.
3. Explore Fernie with the free Iconic Fernie mobile app. Go to iconicfernie.com for why and links.
4. Ride Fernie's extensive mountain bike trails. Need a rental or lesson? Want to join a group ride or try an e-bike? Fernie offers it all!
5. Visit the Fernie Museum or take a self-guided Art Walk or Heritage Walking Tour.

Top 20 Things to Do in Fall
Visit TourismFernie.com for details

1. Visit Historic Downtown Fernie lined with century old heritage buildings, shops, restaurants, & attractions.
2. Download the FREE Iconic Fernie App! Enjoy a variety of self-guided tours including Family Fun, Heritage, Arts, Dining, Nature & Best Views.
3. Try fly fishing for cutthroat or bull trout on the Elk River. Hire a local guide for an even better day!
4. Hit the driving range or play a round at Fernie Golf Club. Golf season continues until October 31.
5. Take a nature walk or easy hike on nearby trails, Fairy Creek Falls, Shenandoe, or the Montane Inclusive Trail.

Top 20 Things to Do in November
Visit TourismFernie.com for details

1. Visit Historic Downtown Fernie lined with century old heritage buildings, shops, restaurants, & attractions.
2. Pamper yourself - get a massage or facial at a Fernie Day Spa or book a spa session with Fernie Spa.
3. Taste local spirits at Fernie Distillers, sample local brews at Fernie Brewing Company or try locally roasted coffee at Roasting Coffee Roasters.
4. Book a yoga or meditation session at Mantra Spirit Studio - check out their special events online!
5. Pick up a free copy of the Fernie & Elk Valley Cultural Guide to learn about our local arts, heritage, and creativity!

Top 20 Things to Do in Winter
Visit TourismFernie.com for details

1. Visit Historic Downtown Fernie lined with century old heritage buildings and unique shops and galleries, restaurants and cafes.
2. Ski or snowboard at Fernie Alpine Resort with 145 runs.
3. Book snowcat skiing with Fernie Wilderness Adventures or Island Lake Lodge. Cat skiing, the epic, and affordable alternative to heli skiing.
4. Visit the Fernie Museum to see the permanent "This is Our Fernie" exhibit.
5. Enjoy remote skiing at Fernie's four cross-country ski areas.

Seasonal Flyers: Things To Do

PLEASE DO NOT REMOVE OR COVER - UPDATED & REPOSTED EVERY 2 MONTHS - ALL EVENTS SUBJECT TO CHANGE

2025-26 Featured Fall-Winter Events in Fernie

November

2. Sidewalk Pharmacist Hot Dog Eating Contest | The Fernie Taphouse
- 7.8. FAST Ski Swap | Max Turky Community Centre
9. Live Music: Ben Caplan & Guests | The Northern
8. Christmas Craft Market | Historical Hall
8. EVSAAV: Elk Valley Snow & Avalanche Workshop | Traynor Hall
8. Grand Re-opening Event | Polar Peak Books
8. Annual Fernie Ski & Board Film Festival | Knox on 2nd
8. GRUMBO: A Burritofest Ski Film Gallery Reve | The Arts Station
11. Remembrance Day Service | Fernie Cenotaph/Legion
12. Book Launch: Carissa Halton - Revolution Songs | Fernie Museum
13. Booked! Presents: Inna Wilshaw | Fernie Heritage Library
18. Annual Jangle & Mingle | Interior Emvy
18. Live Music: Logan McKillop | Kodiak Lounge
20. Gallery Opening: From the Source (Tents) | Fernie Museum
20. Games Night Pool Party | Fernie Aquatic Centre
22. Classic Movie Night: Roman Holiday | Elk Valley Furniture Studio
22. Cowboy Christmas with Memphis Mafia | Jeffrey Hall
22. Live Music: The Dirty Mid with Chevrity | The Northern
- 28-30. Holiday Kick Off - Fireworks - Music - Shopping | Station Square
- 29-30. Twilight & Holiday Craft Fairs | Elks Hall, The Arts Stn & Senor's Ctr
29. Artisan Fair & Mag Metapiece Gallery Show | The Arts Station

December

3. Live Music: Jake Vandeland & The Sturgeon River Boys | The Northern
4. Booked! Presents: Elinor Florence | Fernie Heritage Library
5. Eli's Naughty Bingo | The Pub
- OPENING DAY | Fernie Alpine Resort
6. Global Fat Bike Day | Mountains Hut
6. Pink Pony Hour Chappell Ryan Themed Drag Brunch | The Pub
6. Chessies: EBVF Fundraiser | Cirque Restaurant
6. OL! Depe! Comedy Tour: Dino Anshie & Nash Park | Knox on 2nd
6. Live Music: The Runz & T.B.D. | The Northern
7. 23rd Annual Pancake Breakfast with Sente | Pink Plaza Lodge
11. Live Music: Shredmas ft. Shred Kelly & Boot Juice | The Northern
12. Holiday Pool Party | Fernie Aquatic Centre
13. Charlie Brown Christmas Movie & Live Jazz Quartet | Elks Hall

December, continued

14. CPKC Rail Holiday Train with The Barnabek Ladies | Station Square
19. Fernie Community Choir Concert | Holy Family Catholic Church
19. DJ Night: Monster Energy Ski Tour with Naturalist | The Northern
20. Christmas Craft Market | Historical Hall
20. Stomping Stuffers Craft Fairs | Elks Hall, The Arts Stn & Senor's Ctr
20. Christmas By The Book Holiday Party | Fernie Heritage Library

Christmas & NYE at Fernie Alpine Resort

Dec 20 - Jan 3 Family Holiday Activities - On mountain challenges, craft & games nights, Night Skiing on the Mighty Moose

23-24 Ski & Photos with Sente

31 NYE Family Fun & Fireworks & Gift Bar Party

27. Bob Annett Memorial Family Snowmobile Ride | Coal Creek
27. DJ Night: SNCKS | The Brickhouse
28. Snowmobile Trails First Green/Opening Day | Haystack
31. NYE Mouschachorde Party with 5 Ds | Elks Hall
31. NYE Parties | Various Fernie Bars

January

- 1-2. Beaufort Mountain Film Festival World Tour | Vogue Theatre
10. New Members Snowmobile Ride & BBQ | Ferniesnowmobile.com
15. Bubble Mania Pool Party | Fernie Aquatic Centre
- 17-18. Avalanche Awareness Days | Fernie Alpine Resort
17. FSA Avalanche Awareness & Demo Day | Ferniesnowmobile.com
22. Live Music: Merry Mountain Boys & RedGirl | Knox on 2nd
- 23-25. 18th Annual Real Canadian Film Festival | Vogue Theatre
26. Aussie Day Party with Charles Benjamin | The Fernie Taphouse
31. Live Music: Lost Decade & SNCKS | Knox on 2nd

February

- 5-8. Junior Friends | Fernie Alpine Resort
14. 3rd Annual Pines & Planks Skiing | Demos Derby Grounds
- 14-15. Family Day Events & Valentine's Lunch | Fernie Alpine Resort
15. Snowarama Vintage Snowmobile Poker Ride | Ferniesnowmobile.com
- 20-21. 18th Annual Fernie Mountain Film Festival | Knox on 2nd
21. DJ Night: SNCKS | The Brickhouse
28. 12th Annual Community Fun Nordic Circuit | Elk Valley Nordic Ctr.

Weekly/Regular Events

| | | | |
|-----|---|-----------|---|
| MON | Cooking & Baking College of the Rockies | FRI & SAT | Delivery Tour & Tasting Fernie Distillers, Home-based |
| TUE | NFL Sign the Wheel The Fernie Taphouse | SAT | Live Music & Karaoke Historical Hall |
| TUE | Jan Night Kircho's Lounge | SAT | Live Music & Karaoke Historical Hall |
| WED | 58 Hour Night Topik's Lounge | SUN | Movie Shows & BBQ Fernie Legion |
| WED | 58 Hour Night Topik's Lounge | SUN | Jan Night The Fernie Taphouse |
| WED | Seminars, Crafts & Book Club Tour Fernie Heritage Library | SUN | Free Meditation Drop In Health Spa Centre |
| WED | Cooking & Baking College of the Rockies | SUN | Free Pool The Pub |
| WED | Open House The Fernie Taphouse | SUN | Free Pool The Pub |
| WED | Live Music Breweries | SUN | Free Pool The Pub |
| THU | Book Club High Line Brewing | SUN | Free Pool The Pub |
| THU | Open House The Fernie Taphouse | SUN | Free Pool The Pub |
| THU | Karaoke Kodiak Lounge | SUN | Free Pool The Pub |

Fernie Ghostriders

HOME GAMES
Fernie Ghostriders
November 8 & 22
December 2, 9, 16 & 30
January 6, 13, 20, 27 & 30
February 7, 14 & 28
Playoff series begins in March!

For details, visit: ferniefestivals.com

Events in Fernie

JULY 18 - AUGUST 3, 2025

| | | | | |
|-------|---------|---------------|--|---|
| 19-20 | SAT-SUN | 10AM - 3:30PM | Timber Chair Open & Live Music at Lost Boys Cafe 12 - 3 PM: 19th: Arnie Rudish • 20th: Abby Young | Byeleaf Incom Union Fernie Alpine Resort |
| 19 | SAT | 9:15 AM | Guests: Hike: Polar Peak | Fernie Alpine Resort |
| 19 | SAT | 10:00 AM | I see Workshop with Ambassador WLD: How to Use Bear Spray | Fernie Visitor Information Centre |
| 20 | SUN | 3 - 6 PM | Live Music in the Garden: Eva Leary | Bramscule |
| 20 | SUN | 10:30 AM | Guests: Hike: 1. Goals & Geology Club Craft for ages 5 - 10 | Fernie Alpine Resort: The Arts Station |
| 21 | MON | 9:30 AM | En Plein Air: Outdoor Art: Social with the Fernie Visual Artists Guild | Fernie Heritage Library: Garden Armen Park |
| 21 | MON | 6:30 PM | Pairs in the Park with Noisy Hibbets | Station Square |
| 22 | TUE | 6:00 PM | Wednesday Social: Live Music from Keeley Jade & Tenise Marie | Fernie Heritage Library |
| 23 | WED | 5:30 - 9 PM | Beverage Garden • Food Trucks • Kids Craft Table | Bramscule |
| 23 | WED | 6:00 PM | Wining Workshop: Crafting Romance: Outdoors with Kelly, Solina | It's All About Fernie |
| 23 | WED | 8 - 11 PM | DJ Night in the Garden: Iron Richie | It's All About Fernie |
| 24 | THU | 1:00 PM | Art on the Deck: Mixed Media with Sherry-Chann | The Pub |
| 24 | THU | 7 - 9 PM | Live Music: Arnie Rudish | Byeleaf Incom Union |
| 25 | FRI | 8:00 AM | Guests: Hike: Mount: I see Loop - meet at: I seehikes | The Brickhouse |
| 25 | FRI | 6 - 8 PM | Live Music: Pym Murray | Fernie Alpine Resort |
| 25 | FRI | 8:00 PM | DJ Night: SNCKS | Fernie Alpine Resort |
| 26-27 | SAT-SUN | 10AM - 3:30PM | Timber Chair Open & Live Music at Lost Boys Cafe 12 - 3 PM | Fernie Alpine Resort |
| 26 | SAT | ALL DAY | Stag Leap Running Headwall Huckle 15km Running Race | Fernie Alpine Resort |
| 27 | SUN | 10:30 AM | Guests: Hike: Bross & Wildcat | Fernie Alpine Resort |
| 27 | SUN | 3 - 6 PM | Live Music in the Garden: No: Hill Runners | Bramscule |

SUBJECT TO CHANGE | BOOKINGS MAY BE REQUIRED | PUBLISHED FRIDAY, JUNE 18TH | DETAILS AT TOURISMFERNIE.COM

Bi-weekly Events Poster

Seasonal Events Poster

Consumer Email Newsletters

Tourism Fernie sent out 9 email newsletters in 2025 focusing on a variety of stories, promotions, things to do, event listings and more. By December 2025 the subscriber database grew to almost 27,000 contacts (+5,370 YoY).

Avg Open Rate: 37.78% (3.2% above industry average)

Avg Click Rate: 1.57% (0.5% above industry average)

#FERNIESTOKE
IN THE HEART OF THE CANADIAN ROCKIES

April 13: The Ultimate Ski Season Send-Off

We have a few more weeks of epic spring skiing before the chairlifts stop spinning for the season here in Fernie. And we sure don't plan on going out quietly. We will celebrate the best way we know how - with fun laps, good vibes and even better events!

From crowd favorites like Retro Weekend, Fernival and Slope Soaker to new surprises on the events calendar. You are cordially invited to soak up (pun intended) the best of spring skiing season in Fernie.

[See Promotion Details](#)

#FERNIESTOKE
IN THE HEART OF THE CANADIAN ROCKIES

Spring Adventures Are Blooming

As the snow melts and fresh green grass and wildflowers start to pop, Fernie comes alive with trails to explore, rivers to paddle, and sunny patios to enjoy. With virtually no crowds and a welcoming, relaxed vibe, now is the perfect time to visit, recharge, and find your kind of adventure.

Spring Savings on Lodging

Planning a friends' weekend or a family escape? Fernie's got you covered with cozy cabins, hotels, and everything in between — plus some great spring and summer deals to sweeten the adventure.

[See Promotion Details](#)

#FERNIESTOKE
IN THE HEART OF THE CANADIAN ROCKIES

Don't Wait for Summer—Fernie's Ready Now

The trails are mint, the greens are open, and the patios are buzzing. From mountain biking, whitewater rafting and early-season hiking to a round of golf or a relaxing drink in the sun. Whether you're craving adventure or downtime, there's no need to wait for the calendar to catch up.

Fernie is already serving up all the best parts of summer—just a little early. ☀️

Activities You Can Do in Fernie Right NOW

Fernie is bursting with energy this May, and you'll be surprised by how much there is to enjoy this time of year. Read for yourself —

[See Promotion Details](#)

#FERNIESTOKE
IN THE HEART OF THE CANADIAN ROCKIES

Get up to \$125 to Shop in Fernie!

October and November bring out the quieter side of Fernie, perfect for slowing down, exploring at your own pace, and discovering all the little moments that truly *Fill Your Cup*.

Receive a \$75 gift card to shop in Fernie when you book a 2-night stay this fall, or a \$125 gift card if you stay three or more nights*.

(*Terms & Conditions Apply)

[See Promotion Details](#)

Fall & Winter Cultural Guide 25/26

Packed with gorgeous images, events, attractions, and features, this guide will draw you into the rich arts, entertainment, and heritage of the Elk Valley.

Special features in this issue include:

- Textile artist Sam Sedziowski
- Author Kelly Siskind
- The History of the Arts Station building, celebrating 85 years as Fernie's cultural hub
- Kootenay Gay History Project with historian Kevin Allen
- Elk Valley Méris Society

#FERNIESTOKE
IN THE HEART OF THE CANADIAN ROCKIES

WIN A SKI & STAY IN FERNIE!

Enter for a chance to win a ski or snowboard vacation in Fernie this winter!

Prize package includes:

- 4 nights for two people (1 room) at [Stanford Waterside Resort](#)
- 3 days of skiing for two people at [Fernie Alpine Resort](#)
- \$100 Gift Card to shop or dine in Fernie

Enter by December 8th! Winner will be drawn on December 9th.

*Terms & Conditions Apply

#ferniestoke

[Enter NOW!](#)

#FERNIESTOKE
IN THE HEART OF THE CANADIAN ROCKIES

Ski Season is ON in 3...2...1

We've been counting down since April, and even whispering to our skis, "not too long now." And the moment is finally here:

Fernie Alpine Resort opens for winter this Saturday, December 6!

Time to bring out the gear, reunite with your crew, and taste those first glorious turns we've all been daydreaming about. Let's get this season started! 🎿

[Learn More](#)

Single-Day Cat Skiing Adventures

Cat skiing in Fernie is the kind of experience you can't quite put into words. You have to be there to understand how incredible it really is. Book a day of unforgettable runs on untouched powder with **Fernie Wilderness Adventures**. You won't regret it.

[See Promotion Details](#)

Co-op Marketing with Members & Partners

Tourism Fernie engages in a variety of collaborative marketing opportunities with members and travel trade partners.

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

UK, Australia, US & Eastern Canada were the key target markets with tour operator driven campaigns focused on client expos, digital (social, display, e-newsletters, blog, etc.) and agent trainings (in-market and online).

Total impressions: 1,394,000+ | Link Clicks: 12,121+



merit travel
SKI VACATIONS

Credit: Tourism Fernie

Don't you just love those mountain towns that feel cozier than your favorite winter sweater?

Where the smiles are genuine, the snow is deep, and every moment feels like you belong.

WELCOME TO FERNIE!

Celebrated for

**BIG LINES.
EPIC SNOW.
5 INCREDIBLE BOWLS.
AN AUTHENTIC SKI EXPERIENCE.**



Travel Brands
ULTIMATE GOLF & SKI

Credit: Fernie Alpine Resort

Picture this: mountain towns that feel cozier than your favorite winter sweater? Where the smiles are genuine, the snow is deep, and every moment feels like you belong.

WELCOME TO FERNIE!

Celebrated for

**BIG LINES.
EPIC SNOW.
5 INCREDIBLE BOWLS.
AN AUTHENTIC SKI EXPERIENCE.**



merittravel • Follow

merittravel 🌨️ FERNIE is legendary for a reason! ❄️ Big lines. Epic snow. 🏔️ 5 incredible bowls and an unrivalled authentic ski experience.

Choose Fernie and relive the powder days of your youth.

Secure your legendary Fernie Ski Getaway today with Merit Travel Ski Vacations!

Photo credit: Steve Reed

7 likes
November 6, 2025

Add a comment... Post

SKI.com TO THE MOUNTAINS

800-908-5000 CALL AN EXPERT

All Expert Picks Featured posts Trip Ideas How To More

Search

EXPERT PICKS

FIVE DAYS IN FERNIE: WHERE THE POWDER'S DEEP AND THE CROWDS AREN'T

By [Ski.com](#)

Speak to a Mountain Travel Expert
800.299.0656 | agents@ski.com

OUR MOUNTAIN TRAVEL EXPERTS' DREAM DESTINATIONS
WHERE OUR TEAM WOULD GO NEXT – AND WHY YOU SHOULD TOO

Our Mountain Travel Experts spend their days planning unforgettable ski vacations – but where do they dream of going? These are the bucket list destinations they're most excited to recommend this season.

START PLANNING

THE DESTINATIONS OUR EXPERTS CAN'T STOP DREAMING ABOUT
From Heli-Skiing in British Columbia to iconic peaks in the Alps:

POWDER HIGHWAY, CANADA

"The Powder Highway through interior British Columbia – with stops like Revelstoke, Big White, and Fernie – delivers unreal snow, welcoming locals, and incredible value, all far from the hustle of the big city. Plus, the US-to-Canada exchange rate is a nice bonus!"
- Cory McAlpine

BRING ON CANADA

MOUNTAIN TRAVEL EXPERT:
CORY MCALPINE

SKIESCAPES

NEW Destination Available +
Visit [Ski.com](#) to Learn More | Request Your Quote Today!

skican_ltd · Follow

skican_ltd 🌟 Just launched! A brand new Ski Escape is here: Fernie, BC – March 7–14, 2026. Deep powder, epic terrain, and a true mountain town vibe await.

👉 Book by August 31 for the best savings!

#Skican #SkiEscapes #FernieBC #SkiCanada

26w

7 likes
August 22, 2025

Add a comment...

FERNIE, CANADA

skican_ltd · Follow

skican_ltd 🌨️ Fernie's legendary powder is calling! Book your trip to Fernie Alpine Resort by August 31st and lock in the best pricing and availability. With endless terrain, deep snow, and a true mountain town vibe, Fernie is where adventure meets authenticity.

📅 Secure your spot now — before the deals melt away.
📞 1.888.475.4226 | 🔗 Link in bio

27w

7 likes
August 19, 2025

Add a comment...

SNOWSKI HOLIDAYS 1300 766 754
canada | japan | usa | new zealand | europe

FAMIL ALERT

Canada Agent Famil 2026

Earn one of 5 spots on an amazing Canada Famil to Kimberley and Fernie!

5 Agents | 2 Ski Destinations | 6 Nights

- ✓ Flights
- ✓ 3 Nights in Fernie Alpine Resort
- ✓ 2 Nights in Kimberley Alpine Resort
- ✓ Lift passes, equipment hire, lessons & ground transfers

Learn how you can secure your spot today on the Canada Famil

[Learn More](#)

Fernie Alpine Resort

- ✓ Good snowfall (11m per year) & powder
- ✓ Extensive ski terrain (2,500 acres)
- ✓ Iconic five alpine bowls
- ✓ Ski-in, ski-out lodging
- ✓ Quaint mountain-town vibe

Kimberley Alpine Resort

- ✓ Light powder & bluebird days
- ✓ Large terrain (1,900 acres)
- ✓ Family-friendly atmosphere
- ✓ True ski-in, ski-out lodging
- ✓ Night skiing & vibrant après options

CANADA AGENT FAMIL
6 NIGHTS | 5 AGENTS | 2 RESORTS

[LEARN MORE](#)

travelplanski
THE WORLD'S BEST SKI HOLIDAYS

FERNIE 25/26 SEASON

Family Fun in Fernie this Winter

The 2025/26 season is shaping up to be a big one — now is your chance to secure your Fernie family ski trip and **save up to 10%** on stays with 7-night packages, and **up to 20% off** lift passes.

Known for its friendly vibe and deep powder, Fernie is perfect for both thrill-seekers and cruisy skiers. With terrain for every level, ski-in/ski-out stays, and a charming alpine town, it's a winter holiday everyone will remember.

Plan ahead, book early, and enjoy the best value on your Canadian snow adventure!

FERNIE'S EARLY BIRD DEALS

LIMITED TIME OFFERS

10% OFF
Fernie Slopeside Lodge FROM \$1,587/PO

7 Nights
6 DAY
[VIEW DEAL](#)

10% OFF
Lizard Creek Lodge FROM \$2,219/PO

7 Nights
6 DAY
[VIEW DEAL](#)

Stay 7 Pay 6
Snow Creek Lodge FROM \$1,782/PO

7 Nights
6 DAY
[VIEW DEAL](#)

Stay 7 Pay 6
Timberline Lodge Spruce FROM \$1,473/PO

7 Nights
6 DAY
[VIEW DEAL](#)

BOOK FERNIE 2025/26 SEASON NOW

WHY FERNIE?

Fernie Alpine Resort offers legendary snowfall, up to 11 metres of snow per season, some of the most reliable and deep powder in the Canadian Rockies. The light and dry powder is ideal for skiing and riding. The terrain is divided into five massive bowls and offers everything from steep chutes and tree runs to wide-open groomers, appealing to all skill levels.

The charming town of Fernie is just 10 minute from the ski resort, and is a real mountain town. Historic downtown Fernie has cafes, pubs and local shops. For more on and off snow activities, visit www.tourismfernies.com.

HURRY! DEAL ENDS SOON

travelplanski

FERNIE
Alpine Resort

Up to **25% OFF** lift passes & **10% OFF** accommodation*

*Conditions apply

gendronski

Fernie

COLOMBIE-BRITANNIQUE

FERNIE
Alpine Resort

Ne manquez pas votre chance!
Profitez de cette promo exclusive jusqu'au 30 septembre seulement!

Nichée au cœur des Rocheuses canadiennes et bordée par la rivière Elk, Fernie est reconnue pour sa poudreuse légendaire avec plus de 9 m de neige par saison!

Découvrez une ambiance chaleureuse et décontractée, dans un décor d'ancienne ville minière. Avec plus de 3 550 pieds de dénivelé, 2 500 acres skiables, 10 remontées, 145 pistes et 5 magnifiques bowls, Fernie est un véritable paradis pour les amateurs de glisse.



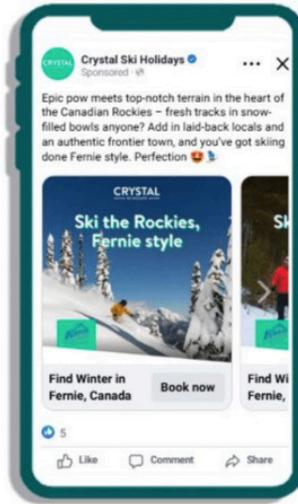
Description:

Sponsored Advertising across Facebook to the UK market. Retargeted TUI in-market audiences and new, precise lookalike audiences to find, inspire and convert ideal customers.

Impression Target: 275,000
 Delivered: 278,085
 Reach: 101,097
 Post Reactions: 20
 Link Clicks: 3,332
 CTR: 1.20%

20%
 Out performance of industry benchmark CTR (1.00%)

Meta - October-December 2025



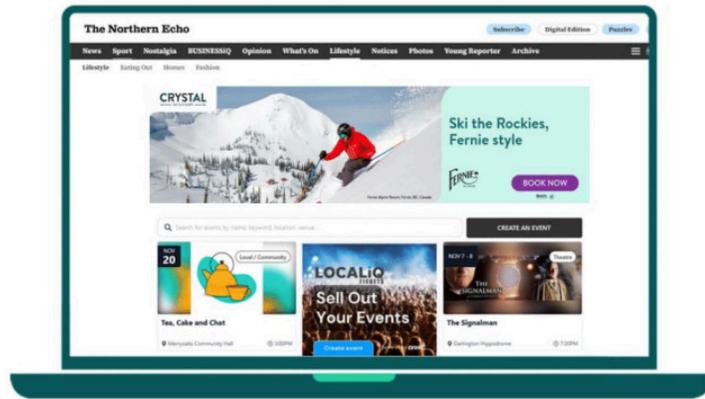
Description:

Rich Media Display formats targeted across the web to TUI first party data. Featured on brand safe premium sites.

Impression Target: 165,000
 Delivered: 186,369
 Clicks: 1,289
 CTR: 0.69%

59%
 Out performance of industry benchmark CTR (0.10%)

Rich Media Display - October-December 2025



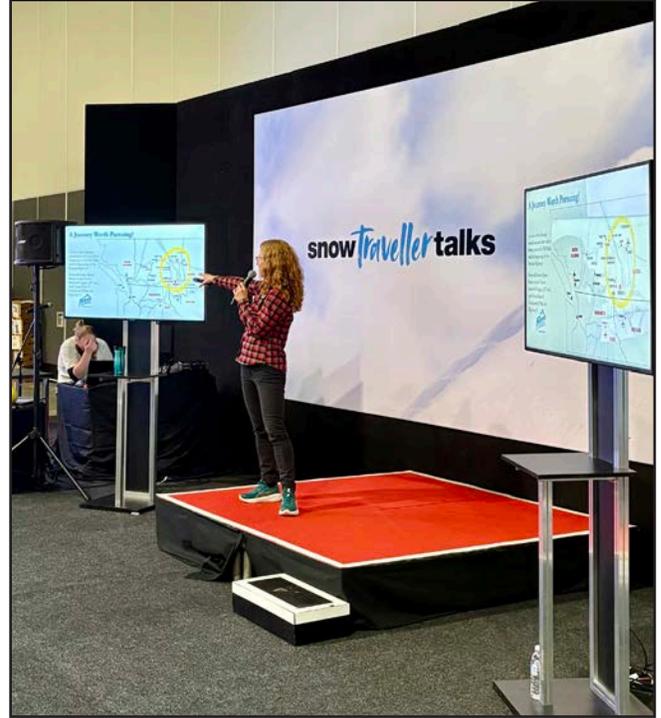
Consumer Shows:

Tourism Fernie and partners represent the destination at regional, national and international consumer shows.

Overall Show attendance: 62,200



Australia - Melbourne Agent Evening



Australia - Sydney Expo Presentation



Australia - Sydney Travelplan Client Expo



Australia Expos - Canada Pavillion



Calgary Outdoor Adventure Show with Hike Fernie & Fernie Alpine Resort



Toronto Ski + Snowboard Show



Vancouver Outdoor Adventure Show



The Wedding Fair - Fernie Alpine Resort



The Wedding Fair - Island Lake Lodge



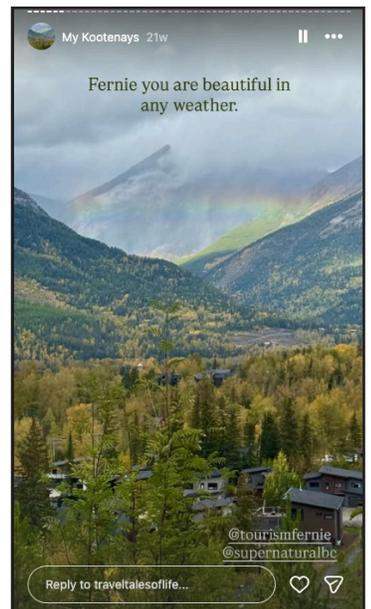
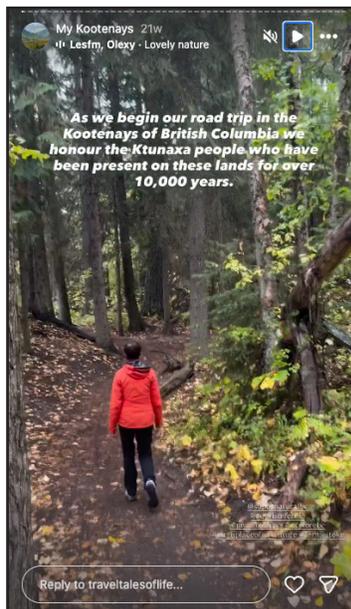
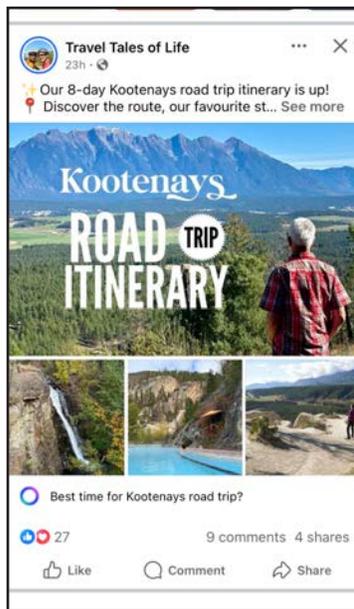
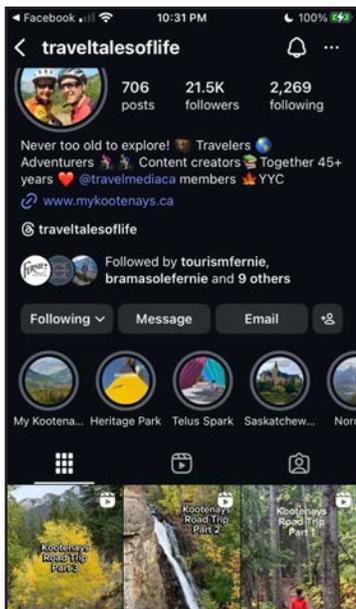
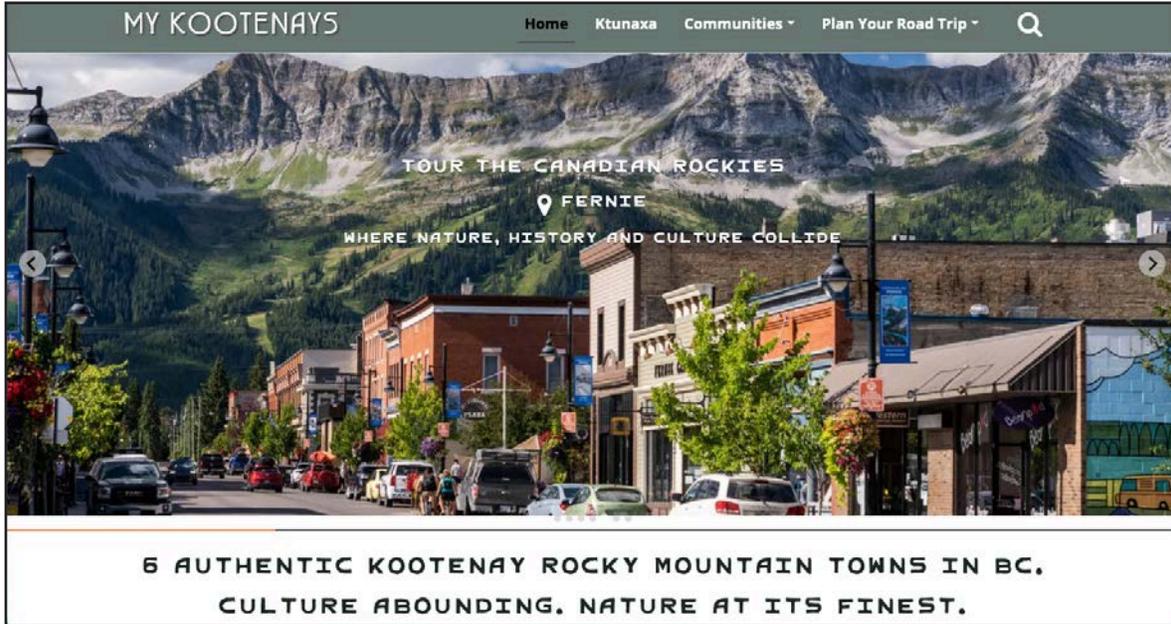
The Wedding Fair - Tourism Fernie

My Kootenays Road Trips (Tourism Fernie led Co-op)

Highlighting unique Kootenay Rocky Mountain road trips to explore the south-east corner of British Columbia. Within 250km, experience small mountain towns, beautiful landscapes, hot springs, festival, heritage attractions, local artisans, unique shops and cafés, and gentle outdoor activities.

Partnering communities include Cranbrook, St Eugene Resort, Kimberley, Fairmont, Invermere and Radium. Campaign initiatives were implemented with a focus on drive markets in AB, BC, SASK and US (Pacific NW) promoting spring and fall visitation. Digital campaigns resulted in 2.47M impressions, 41K video views and 62K campaign clicks and a social influencer campaign (@traveltalesoflife) resulted in 58K impressions and 2,840 engagements.

MyKootenays.com

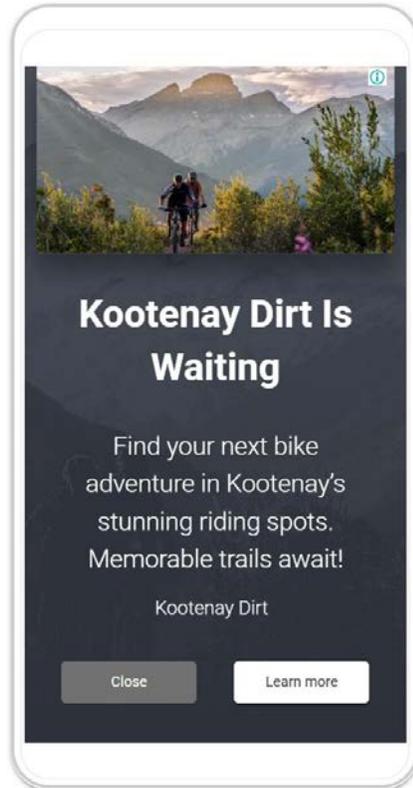
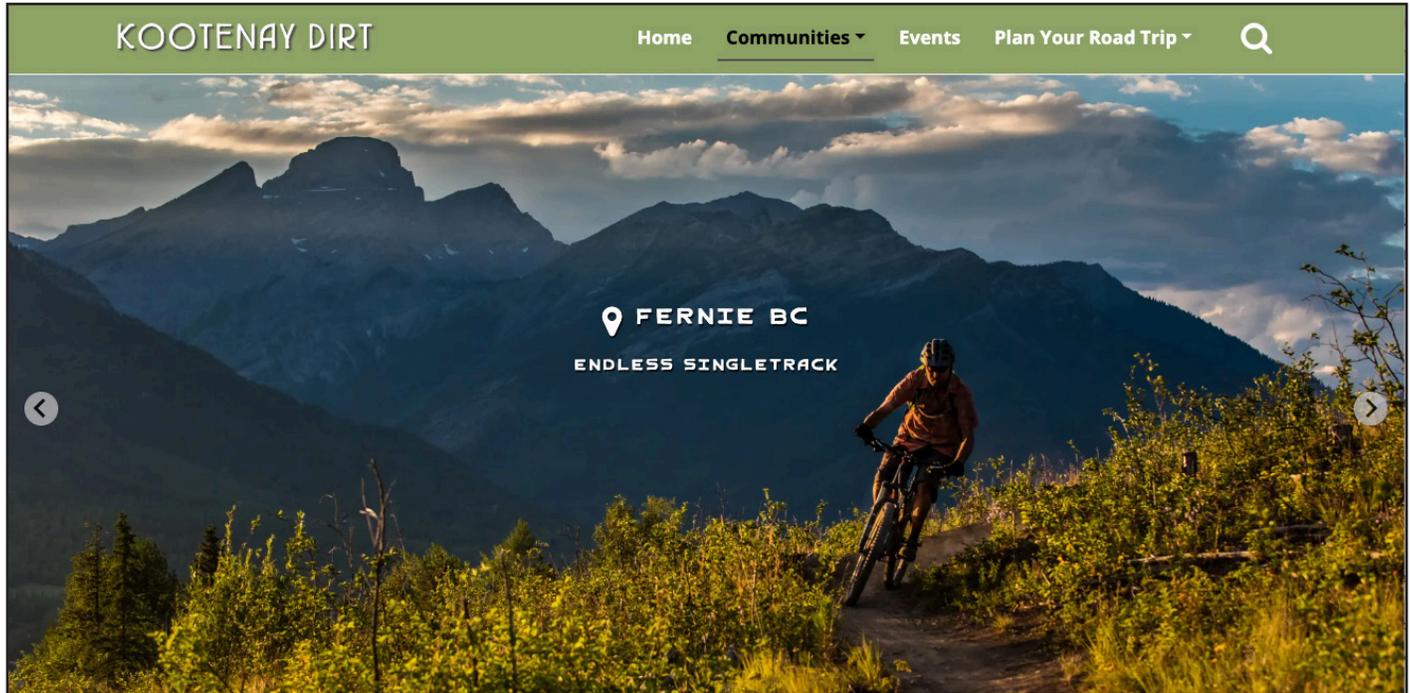


Kootenay Dirt – Mountain Biking the Kootenay Region

Experience Kootenay Dirt. Built by the hands of local riders. Weaving through epic mountain and valley landscapes. Explore 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.

In 2025, initiatives included regional influencer & media visits, new article content and a digital campaign resulting in 1.4M impressions and 19K clicks.

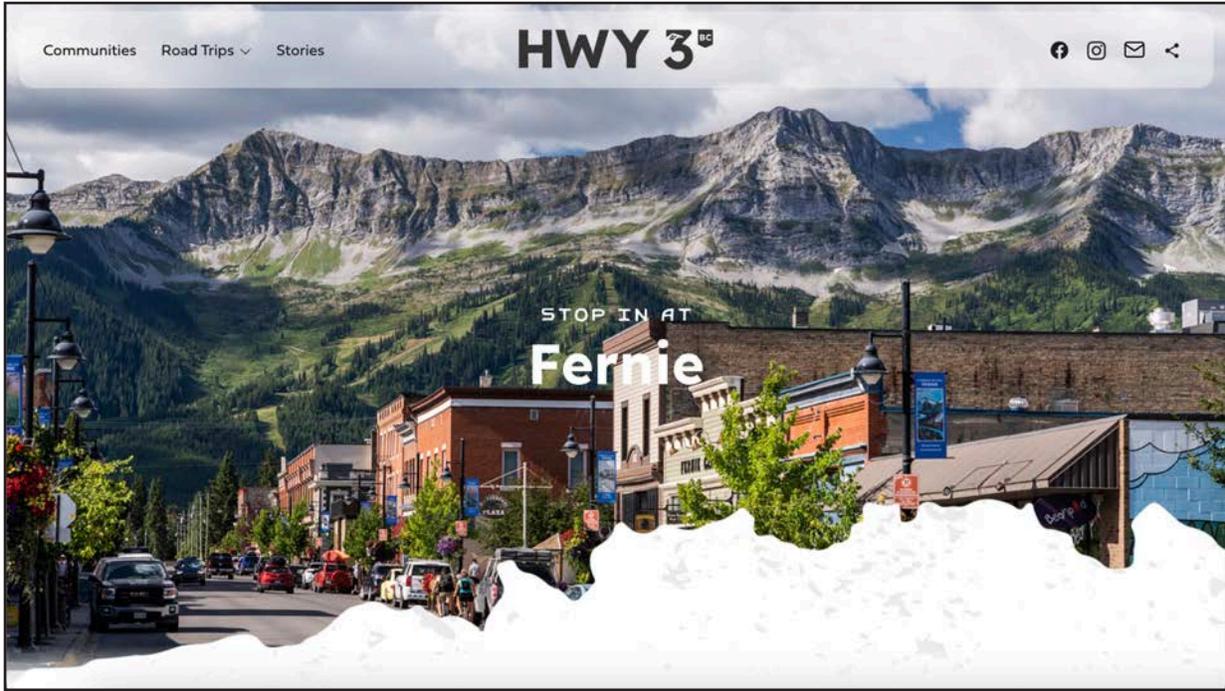
KootenayDirt.com



Hwy 3 Tourism Alliance

From Hope to Elkford, Hwy 3 BC encompasses the whole of the Crowsnest corridor in British Columbia, spanning over 840 km. Building awareness and sharing road-trip itineraries, stories and experiences for visitors to explore within these wide range of communities and geographic landscapes. Initiatives included digital campaigns focused on spring & fall, e-newsletters and blog/ itinerary creation. While co-op funding for this program ended in 2025, the Regional DMO's along this corridor have committed to maintaining the website as a resource.

Hwy3bc.ca



Ktunaxa Homelands

The Ktunaxa Homelands project is a collaboration of the Ktunaxa Nation, Cranbrook Tourism, Tourism Fernie, Tourism Kimberley, Travel Columbia Valley, Destination British Columbia, St Eugene Resort and The City of Cranbrook.

Ktunaxahomelands.com



Sector Co-op Marketing Programs

The Destination BC Co-operative Marketing Partnership Program enables and encourages partnerships between experience-specific sector organizations, community consortiums and businesses, to create large scale provincial marketing campaigns that target AB, BC and select US markets. Tourism Fernie participates in those that align with the experiences offered locally for the traveller, allowing Fernie to be included in broader based initiatives that are hard for a small community to do on its own.

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. Tourism Fernie worked directly with BC Ale Trail on a social media campaign, a content creator initiative (@tyler_mascsemniuk), along with refreshed video content for the Kootenay Rockies East Ale Trail. Direct campaign initiatives resulted in 319K impressions and 5.5K engagements.

Bcaletrail.ca

SPEND A GUYS' WEEKEND IN FERNIE WITH @TYLER_MASCSEMIUK

If you're looking for your next guys' trip idea, Fernie is the place!

Tyler Macsemniuk and his brother just spent the weekend in Fernie, and it checked all the boxes. This friendly mountain town has everything you need, from a stellar brewery at Fernie Brewing Co, to fun outdoor activities like mountain biking, alpine hiking, and a golf course surrounded by the Rockies. Fernie delivered big. Check out their full weekend itinerary:

- A stay at the Red Tree Lodge
- Visit Fernie Brewing Co and try their award-winning beers
- Play a round at Fernie Golf Club
- Rent bikes from Straight Line Bicycles and hit the trails at Mount Fernie Provincial Park
- Go hiking above Island Lake Lodge for epic views

Combined Campaign Overview

September 1 - 30 2025

173,310 Impressions

\$0.19 Cost Per Click (Meta)

\$1.42 Cost Per Click (SEM)

3,233 Ad Engagements

791 Conversions (Meta)

Posted Content: Reels

6

YouTube

FERNIE

Kootenay Rockies East Ale Trail 🍷 Winter wonderland and warm craft beer communities

BC Ale Trail 812 subscribers

Posted Content: Carousel

7

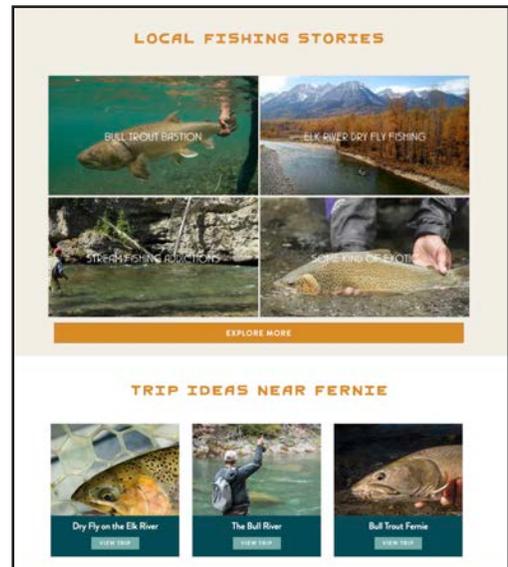
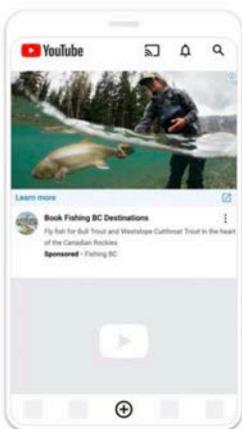
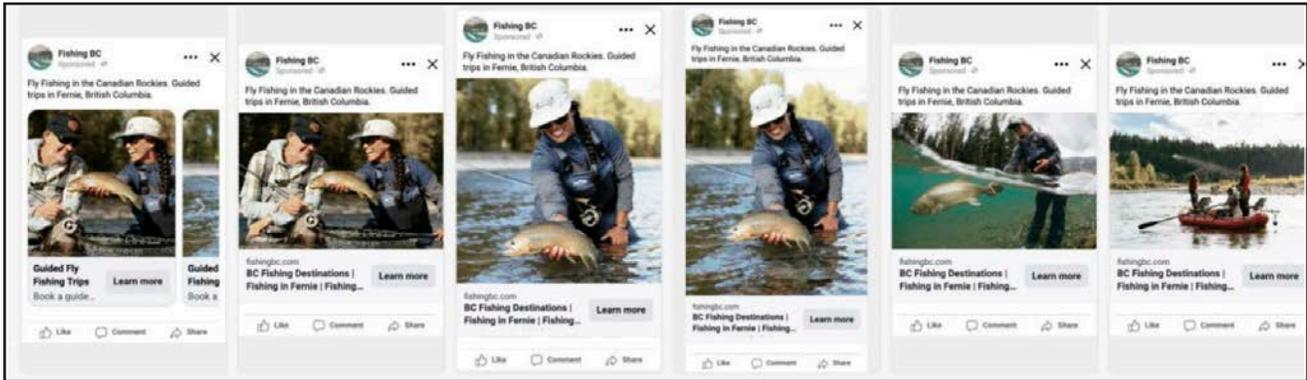
Kootenay Rockies East Ale Trail

Spectacular parks, hot springs and hiking trails, as well as several alpine resorts make the towns of Creston, Fernie, Cranbrook, Invermere, Kimberley,

Fishing BC

Fishing BC brings together fishing sector tourism-related stakeholders in one collaborative effort to market BC as a world-class fishing destination. Initiatives included a print ad in Fly Fusion Magazine (Spring), support towards the Denver Fly Fishing Consumer show, and a digital campaign ran in Washington, Oregon & Colorado markets resulting in 283K impressions and 10K interactions.

Fishingbc.com



LetsRideBC

LetsRideBC is the tourism program of the BC Snowmobile Federation (BCSF), a registered nonprofit society, with a mission to 'connect riders with incredible snowmobile destinations and authentic local experiences'.

letsridebc.com

FERNIE
MINUTES FROM TOWN,
MILES FROM ANYONE

Fernie's legendary Griz delivers a staggering 29 feet of powder each winter, with the unique Fernie Factor guaranteeing some of the deepest days on record. This historic mining town transforms into a sledder's haven with over 250 km of groomed trails spanning five riding zones—Coal Creek, Morrissey, Corbin, Ram, and Hartley—where even on the busiest days you'll feel like you have the place to yourself.

The Fernie Snowmobile Association, celebrating its 35th anniversary and fresh off the honour of being named BC's 2025 Snowmobile Club of the Year, keeps the good times rolling with a packed events calendar. From the always-popular Vintage Poker Ride to family-friendly club rides and the one-of-a-kind Avalanche & Snowmobile Demo Days, there's always something happening on the snow.

Whether you're riding an impeccably groomed trail straight to a mountain peak, weaving tight treelines, boondocking in rolling meadows, or uncovering hidden powder stashes, it's all waiting just minutes from Fernie's vibrant downtown.





KOOTENAY ROCKIES











FERNIE

TRAVEL RESOURCES



FERNIE SNOWMOBILE ASSOCIATION



CURRENT CONDITIONS



FERNIE VIDEOS





letsridebc and 3 others
Fernie, British Columbia

letsridebc Most riders never make it to the end of the road. That's why Corbin still feels like a secret.

At the far edge of the Elk Valley, an old mine road leads straight into some of Fernie's most legendary terrain. The @ferniesnowmobileassociation's groomed access gets you into zone — bowls framed by ancient limestone headwalls that hold storms close, snow stacking deep in the meadows, glades opening in a natural rhythm, and a peace that feels earned by time.

Corbin rides like a place with history. Because it is one.

👉 Read the Ride Guide at letsridebc.com/fernie or link in today's bio

👤 @elkvalleysnowsherpheps

📌 #letsridebc #exploreBC #snowmobile #Fernie

👍 Liked by tourismfernie and 202 others
December 10, 2025



letsridebc and tourismfernie
Fernie, British Columbia

letsridebc This Fernie trail is a must-ride!

The 12km Notch Peak Trail is one of the highest groomed snowmobile trails in BC, and thanks to the hard work of the @ferniesnowmobileassociation, it's groomed weekly to keep it accessible for a variety of riders to enjoy via the Morrissey trail network.

👉 Haven't experienced this trail yet? Make 2025 the year you ride it! Explore it on the BC Snowmobile Trail Map: letsridebc.com/fernie

👉 Tag us in your Notch Peak photos—we'd love to feature them!

👤 @nicolematos, @brettflicker, @ferniesnowmobileassociation

👍 Liked by tourismfernie and 343 others
January 2, 2025



letsridebc and 3 others
Fernie, British Columbia

letsridebc Rolling Stone Magazine called Fernie, BC the coolest town in North America, but we think it deserves another title—one of BC's top snowmobiling destinations!

With the @ferniesnowmobileassociation's 7-night-a-week grooming program covering 220 km of trails, including BC's highest groomed snowmobile trail (they actually groom to two mountain peaks!), this place is built for epic sledding.

👉 Rolling sub-alpine meadows & technical treeline stashes challenge even the most advanced riders.

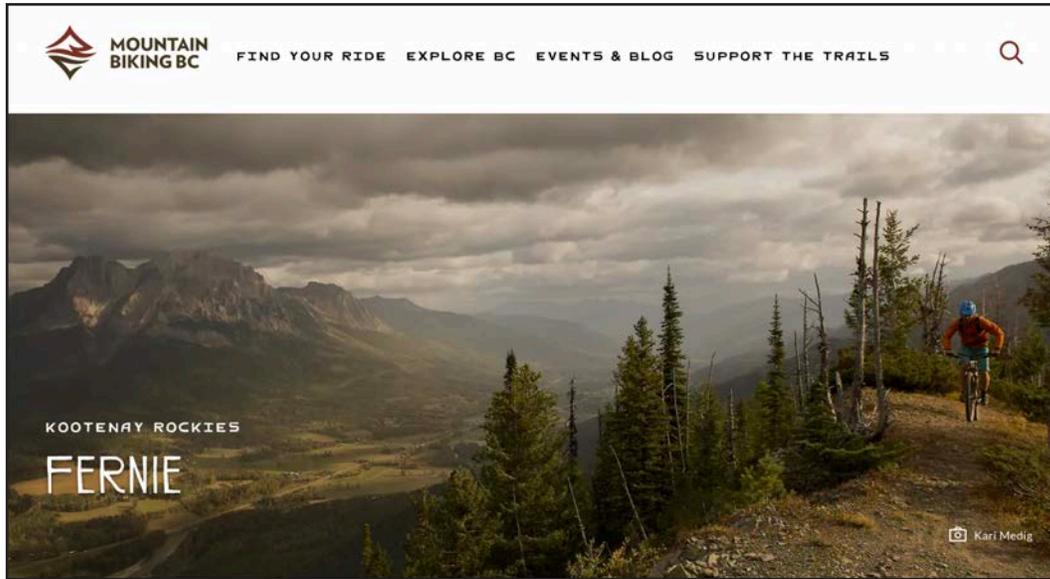
👉 A family-friendly trail network and day use shelters makes it perfect for all skill levels.

👍 Liked by tourismfernie and 415 others
February 21, 2025

Mountain Biking BC

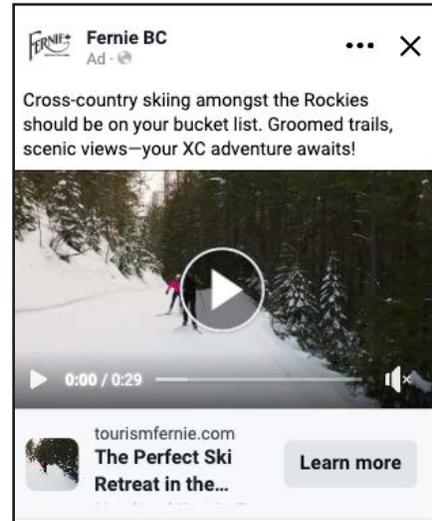
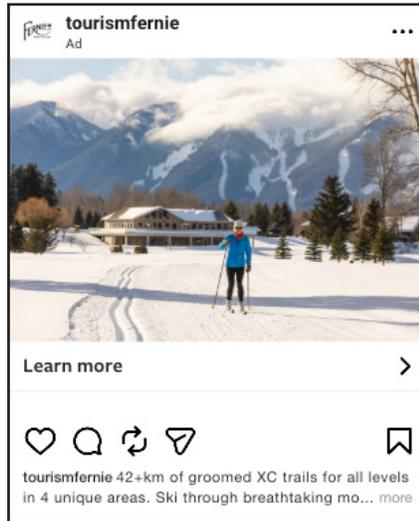
Mountain Biking BC is a stakeholder-led initiative to develop a robust brand and marketing platform that accurately reflects BC's mountain biking communities, culture, and its diverse experiences while advocating for sustainable trail stewardship and respecting First Nations rights and title.

Mountainbikingbc.ca



Fernie Nordic Co-op – CWSAA

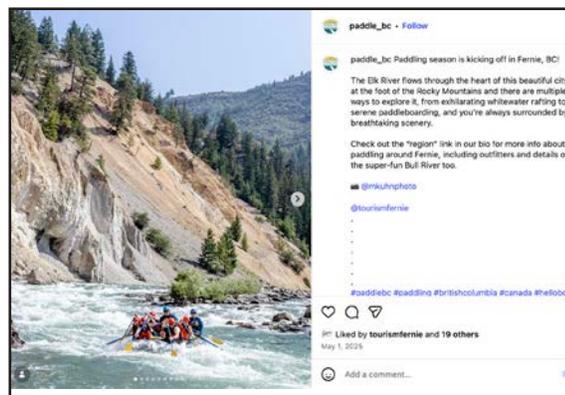
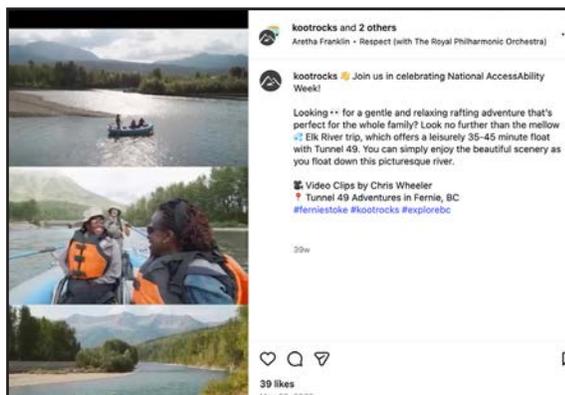
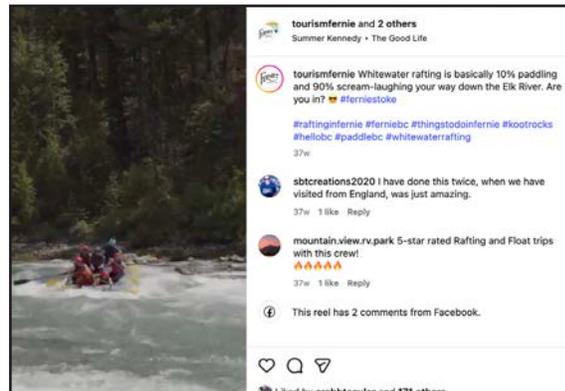
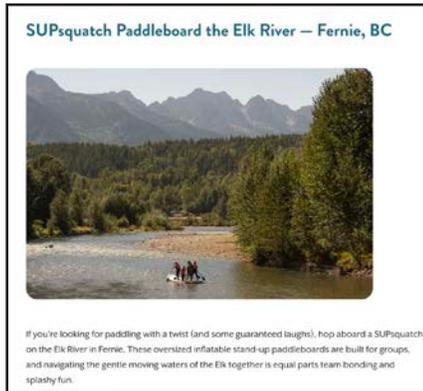
Individual community co-op opportunities in partnership with Canada West Ski Areas Association (CWSAA) were available based on funding applications. Tourism Fernie engaged in a digital campaign (META & Connected TV) in AB, BC & WA resulting in 459K impressions and 9K clicks



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.

Paddlebc.ca



Wellness Travel BC

Wellness Travel BC focuses on furthering the growth and awareness of wellness travel experiences throughout the province.

Wellnesstravelbc.com

Tourism Fernie

Courtesy Island Lake Lodge

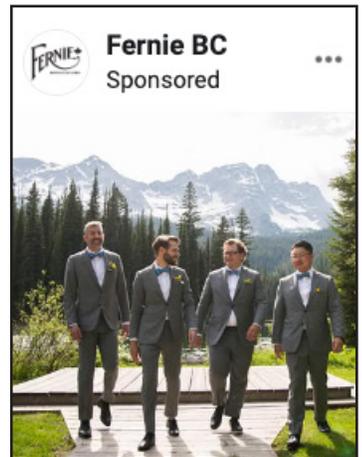
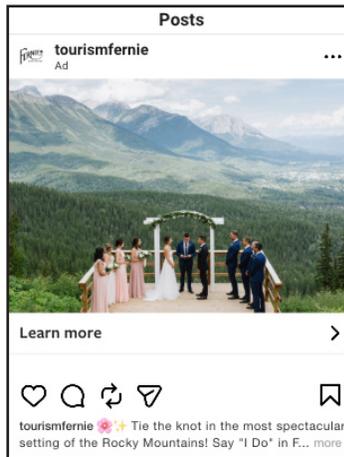
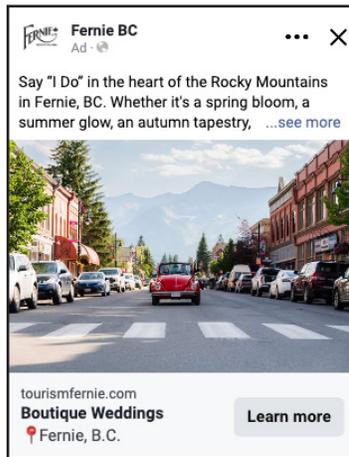
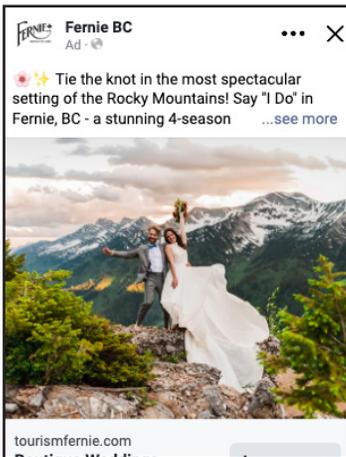
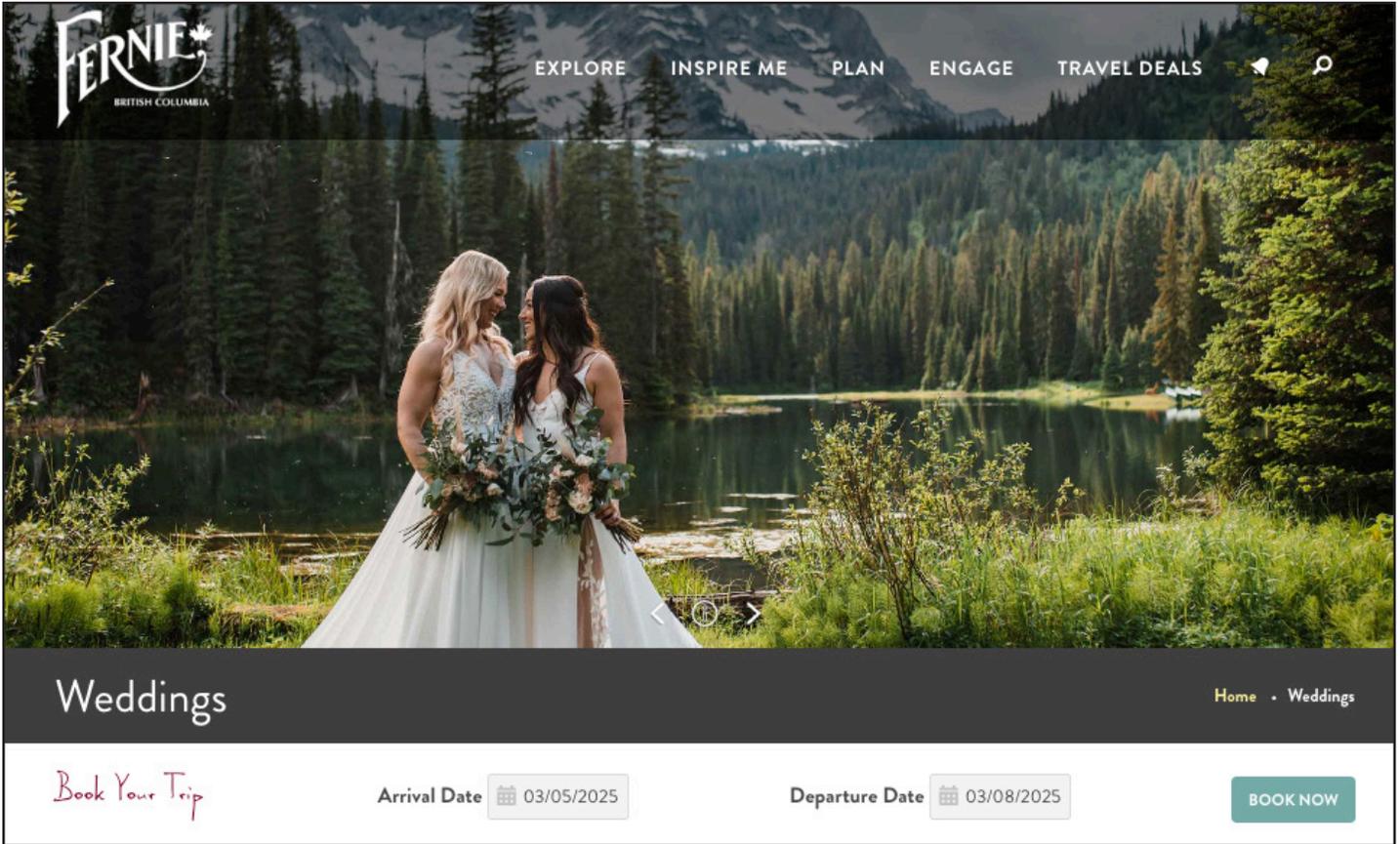
Looking to slow down and reconnect? **Tourism Fernie** can guide you to the perfect setting to unwind, surrounded by the breathtaking beauty of the Rocky Mountains. Whether you're here for a weekend or longer, wellness experiences are woven into the rhythm of this friendly mountain town. And wellness options are as grounded and authentic as the community itself; no pressure, just space to breathe, move, and feel good.

[Learn More](#)

Destination Weddings Campaign

As a sought-after boutique wedding destination, Fernie offers a unique and versatile setting for year-round celebrations. With a diverse range of local businesses and venues, the town seamlessly caters to every detail of a couple's special day. In addition to weddings, Fernie is an ideal choice for mini-moons, stags, and stagettes, offering a memorable experience at a more affordable price point. The primary market focus remains on Calgary and southern Alberta, where couples continue to seek distinctive and picturesque destinations to say "I do."

WeddingsInFernie.com



Wedding Campaign on Meta

Meta campaign: Impressions: 359,189 | Clicks: 18,774 | Cost per Click: \$0.08



A Boutique Wedding Destination in the Rockies

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

Plan your memorable day at one of Fernie's scenic locations, with the convenience and expertise of local wedding professionals.



WeddingsinFernie.com



Video Series: This is Fernie! with Sadie

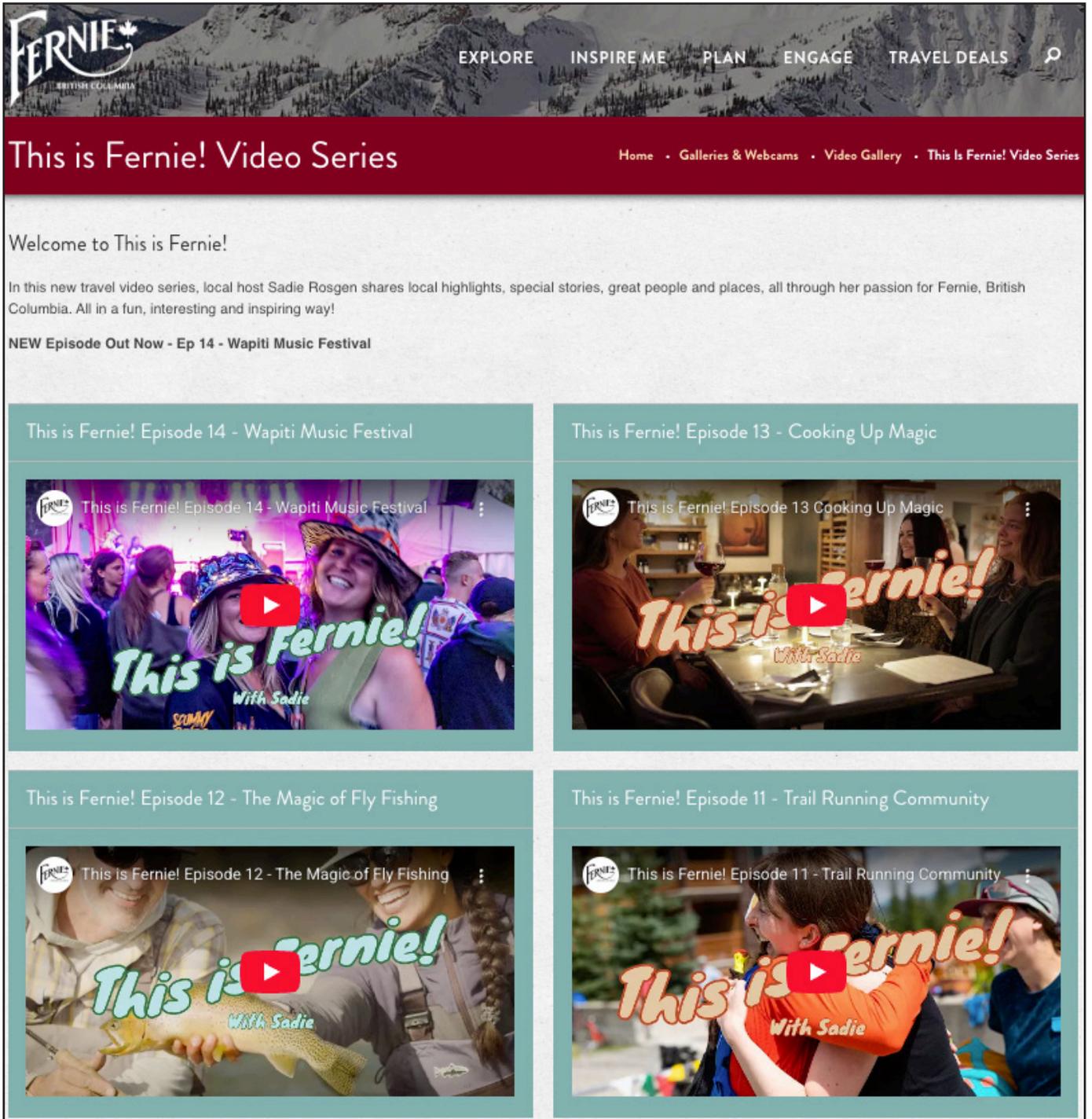
This is Fernie! with Sadie is Tourism Fernie’s video series that originally launched in 2022 and has produced 14 episodes by the end of 2025. The goal of the project is to bring Fernie’s unique character to life through engaging storytelling. The episodes are 5-8 min long and they celebrate Fernie’s vibrant community, showcase a range of experiences, and offer an entertaining and light-hearted look at people and places that make Fernie special. With host Sadie Rosgen leading the way, the series has become a fun and authentic way to connect with audiences and inspire future visitors.

In 2024 the series caught the eye of the Rogers TV Cranbrook produces and most of the episodes have been airing on their broadcast channels in the East and West Kootenays into Pentincton.

Our team was able to produce only one full episode in 2025 due to other major projects taking up staff capacity. Episode #14 is dedicated to the iconic Wapiti Music Festival, videography was done by Charles David Rondeau, production by Tourism Fernie staff.

Total Youtube Views: 299,205 | The most watched episode: Ep. 13 – Cooking Up Magic featuring Fernie’s talented chefs.

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



Photography & Video Projects

Recognizing the power of high-quality content to inspire visitation and showcase Fernie's incredible experiences and landscapes, capturing fresh images and video footage remains essential every year. Ongoing visual asset development continued to be supported through Tourism Fernie's image subscription program with local photographers Nick Nault and Matt Kuhn, dedicated project photo shoots with Vince Mo, video shoots with Charles Rondeau, and collaborations with local content creator Kayla Malone and several visiting content creators.

In April 2025 we said farewell to Lizzy Reimer in the position of Social Media & Content Coordinator and in late summer welcomed to the team Kate Wienburg, an experienced and enthusiastic content creator and social media expert.

Below is a selection of some of the projects from 2025 – huge thanks to the businesses, models, photographers, videographers and content creators who helped Fernie's beauty shine through stunning assets.



Photo: Claudia Bastien



Photo: Tyler Macsem-



Photo: Danielle Pittman



Photo: Kate Wienburg



Photo: Kate Wienburg



Photo: Kate Wienburg





Photo: Matt Kuhn



Photo: Nick Nault



Photo: Nick Nault



Photo: Nick Nault



Photo: Nick Nault



Photo: Tyler Macsemituk



Photo: Vince Mo



Photo: Vince Mo

Social Media Channels

Facebook Fans – 53,377 (+2,877 YoY)

Instagram Followers – 31,103 (+3,303 YoY)

Youtube Subscribers – 3,315 (+150 YoY)

TikTok Followers – 2,220

Tourism Fernie’s social media channels keep our fans and audiences continually aware of Fernie’s scenic beauty, upcoming events, things to do, latest snow dumps or the beauty of changing seasons, community stores, and more.

Our main channels (Facebook & Instagram) saw a rise in content interactions, as well as steady growth in organic follower and fan numbers. This reflects not only an increase in audience size, but stronger engagement with the stories, experiences, and partners we highlight throughout the year.

Social media continues to evolve at a rapid pace, with changing algorithms, emerging content formats, and shifting audience expectations. The digital landscape demands flexibility, creativity, and a willingness to adapt. The staff at Tourism Fernie remain committed to staying ahead of these changes - monitoring trends, exploring new tools, and refining best practices to ensure our content remains relevant and impactful.

Here are a few examples of how Tourism Fernie has showcased member businesses in our social media posts:



Top 10 Performing Posts on Facebook

Views Likes Shares

Fernie BC is with **Barenaked Ladies** and **CPKC in Fernie, BC.**
 Published by Instagram · December 15, 2025 ·

The Barenaked Ladies rolled into town last night on the CP holiday train!! 🎄🎅🌲
 We ... [See more](#)

0:03 / 0:28

415,743
 6,200
 687

Fernie BC
 Reels · Loading... ·

when the community shows up to help move the local bookstore 📖❤️

4,242

The most Fernie moving company ever 📦 Our beloved local bookstore has outgrown its space, and the...
 Original audio Fernie BC · Orig 178

242,037
 4,242
 178

Fernie BC
 Published by **Kate Wienburg** · December 4, 2025 ·

Holiday magic incoming! The Holiday Train only swings through Fernie every other year, which... [See more](#)

209,626
 794
 86

Fernie BC
 Published by **Kate Wienburg** · December 16, 2025 ·

Still smiling after Sunday night. 🎄🎅🌲 The CPKC Holiday Train only rolls through town every t... [See more](#)

104,210
 758
 47

Fernie BC is with **Kootenay Rockies Tourism and Super, Natural British Columbia in Fernie, BC.**
 Published by Instagram · September 27, 2025 ·

Such a gorgeous time to explore Fernie 🍂❤️... [See more](#)

What fall in Fernie looks like right now

Play 0:04 / 0:17

93,031
 1,304
 66

Fernie BC is with **The Brick House Bar and Grill and 6 others in Fernie, BC.**
 Published by Instagram · July 11, 2025 ·

Mountain views, heritage charm and serious summer vibes. That's Historic Downtown Fernie. 🍷... [See more](#)

Main street, but make it Fernie 🍷

0:01 / 0:10

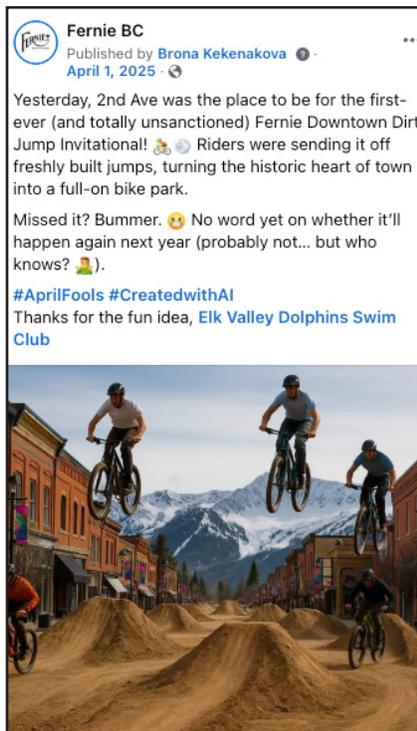
68,789
 631
 94



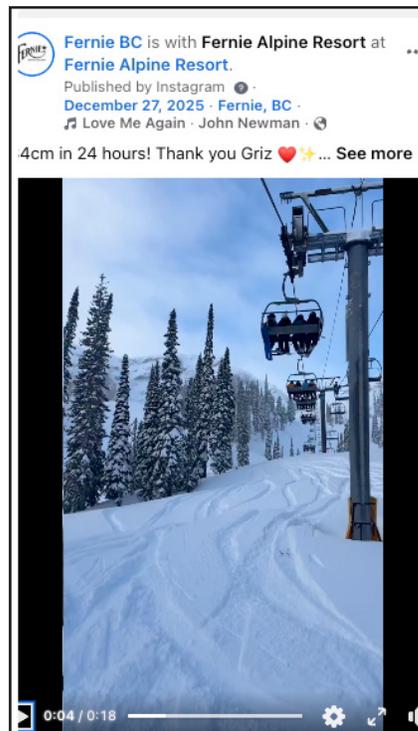
👁️ 67,942
 ❤️ 886
 ➡️ 41



👁️ 63,930
 ❤️ 241
 ➡️ 19



👁️ 56,233
 ❤️ 348
 ➡️ 6



👁️ 54,926
 ❤️ 755
 ➡️ 44

Top 10 Performing Posts on Instagram

Views Likes Shares



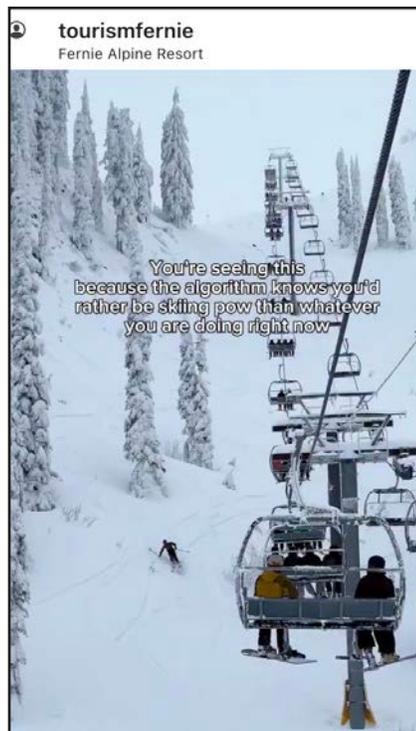
45,037
2,400
670



42,274
1,600
584



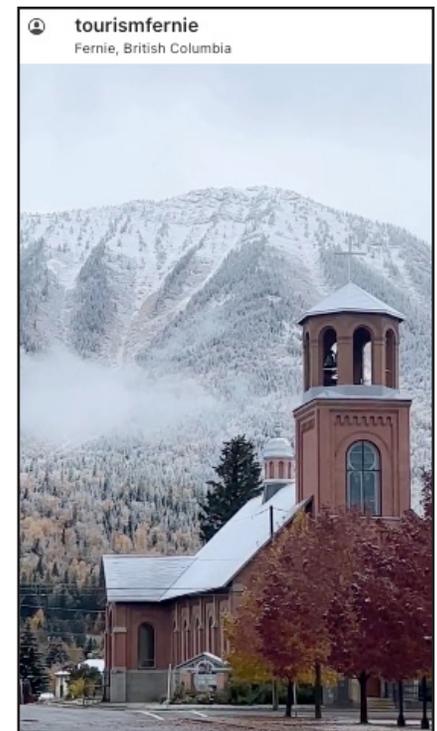
40,500
1,400
533



30,711
1017
164



29,797
855
158



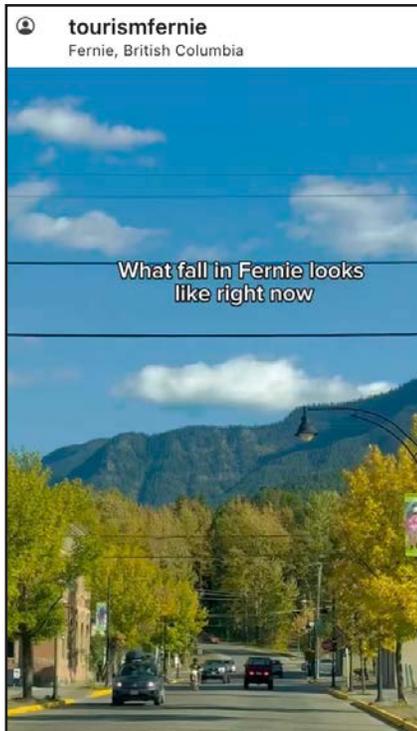
22,285
1523
214



👁️ 21,638
❤️ 609
➡️ 23



👁️ 20,050
❤️ 936
➡️ 254

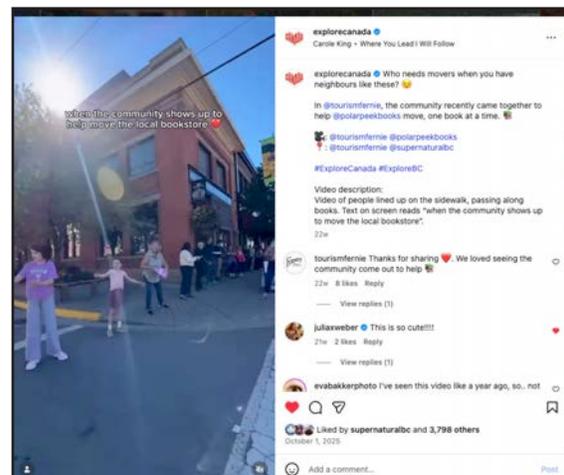
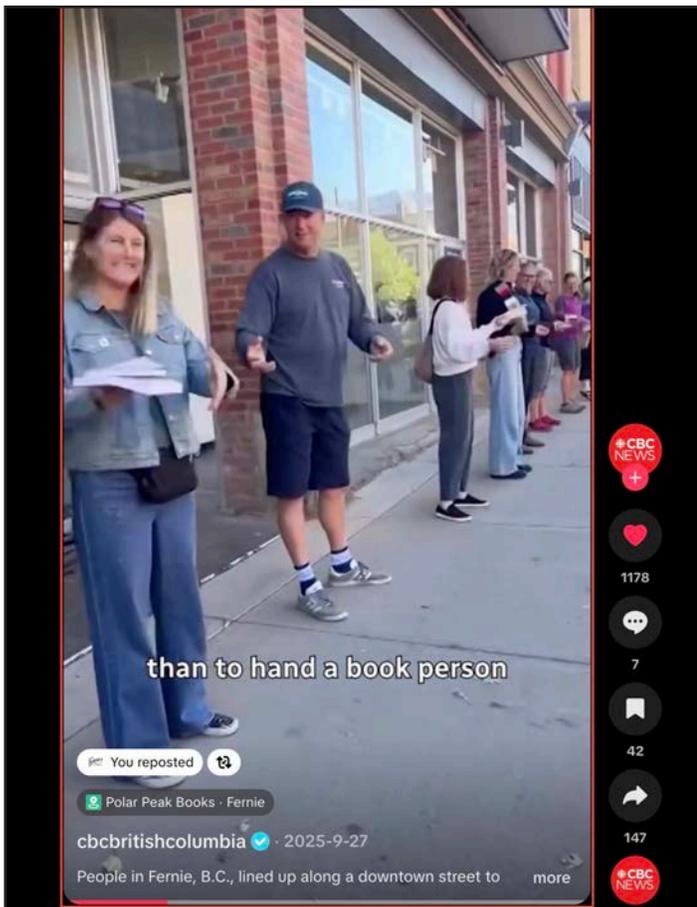
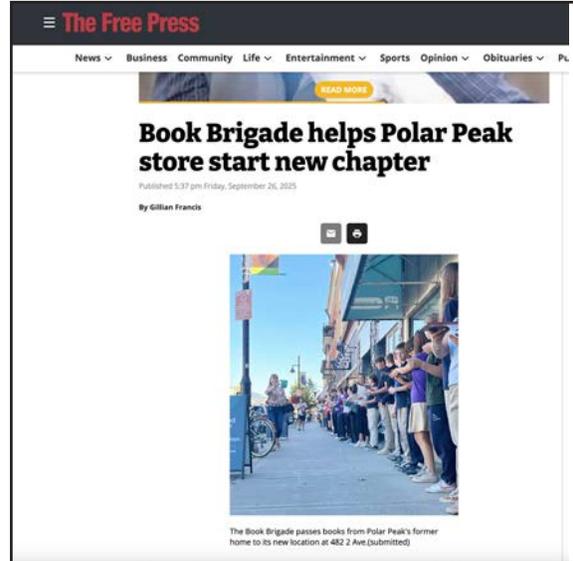


👁️ 19,515
❤️ 1059
➡️ 255



👁️ 17,832
❤️ 483
➡️ 92

In September 2025, a social media reel filmed and shared by Tourism Fernie captured widespread attention after it showcased a heartwarming human chain formed to help move books into Polar Peak Bookstore's new location in downtown Fernie. The short, uplifting video highlighted dozens of community members passing books hand-to-hand along the sidewalk, celebrating both the store's opening and the town's strong community spirit. The reel quickly gained traction online, drawing the interest of CBC News, which featured the story and amplified it to a wide audience. The story was also shared by the Destination Canada's Instagram account Explore Canada (1.7 million followers), whose separate Instagram post generated an additional 217,000 views. Thanks to the fun video and genuine small-town charm, Tourism Fernie's post not only promoted a local business but also positioned Fernie as a welcoming and tightly knit mountain community.



Website – TourismFernie.com

Visits: 647,981 (53,998/mth) | Page Views: 924,356 | Leads to TF Members: 119,285

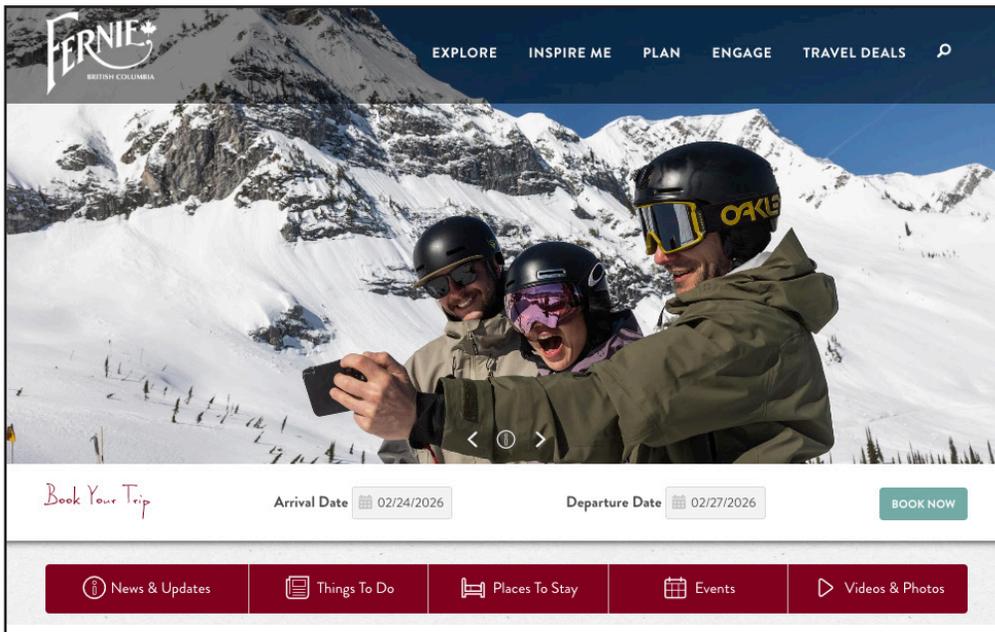
Visitors to Tourism Fernie’s website provide key insights on who is interested in Fernie as a destination and what information is important to them in planning a trip.

The destination’s official marketing website tourismfernie.com features hundreds of pages focusing on information to help visitors plan their visit and make the most of their stay and get a feel for what our community has to offer, including news, events, travel deals and more.

Tourism Fernie member listings are an important part of the website’s content, providing valuable information to visitors as well as driving referrals to local businesses. Over 400 individual member listing pages are regularly reviewed, refreshed and updated by Tourism Fernie staff.

Visitors to Tourismfernie.com in 2025:

- Total number of website users – 342,354
- 51% visited the site through organic search, and 18% came from paid search & display ads, 9.92% were direct visitors. The remainder came from display advertising or from referrals on other sites and channels.
- 17% were returning visitors to the site, 83% were new users.
- 52% female, 48% male
- 81% were from Canada (#1 Calgary, #2 Vancouver, #3 Edmonton), 11% from USA, 8% Overseas (#1 China, #2 UK, #3 Singapore, #4 Australia, #5 Germany)



Top 10 most viewed pages in 2025:

1. Events & Events Calendar
2. Things To Do
3. Winter Campaign Landing Page
4. Skiing & Snowboarding at Fernie Alpine Resort
5. Fairy Creek Falls
6. Summer Contest
7. Demolition Derby (Event Listing)
8. Ponies & Planks Skijoring (Event Listing)
9. Mt Fernie Provincial Park & Campground
10. Attractions in Fernie

Tourism Fernie is Building a New Website!!!

At the turn of 2024 and 2025, Tourism Fernie issued a Request for Quote (RFQ) for the development of a new website. In March 2025, the contract was awarded to Whistler-based marketing agency MMGY Origin. Since then, Tourism Fernie staff have been working closely with the agency on the project, launch planned for April 2026!!! We think you’ll be as excited as us!!



Annual Contests – Win a Stay in Fernie!

Tourism Fernie, in collaboration with its member businesses, hosts two annual contests - one for summer and one for winter - offering a chance to win an unforgettable trip to Fernie. These contests not only boost destination exposure and awareness but also serve as a valuable way to grow email newsletter subscriptions for both Tourism Fernie and its contest partners.

2025 Summer Contest

Prize:

- 3 nights at Park Place Lodge for 2 people (double occupancy)
- 1-day Sightseeing for 2 people or full day Ride & Dine for 2 people at Fernie Alpine Resort
- Guided group hike for 2 people with Hike Fernie
- \$100 local gift card to shop or dine in Fernie

Results:

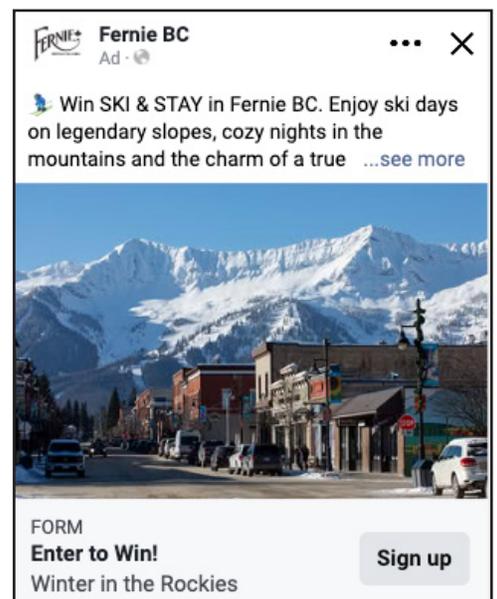
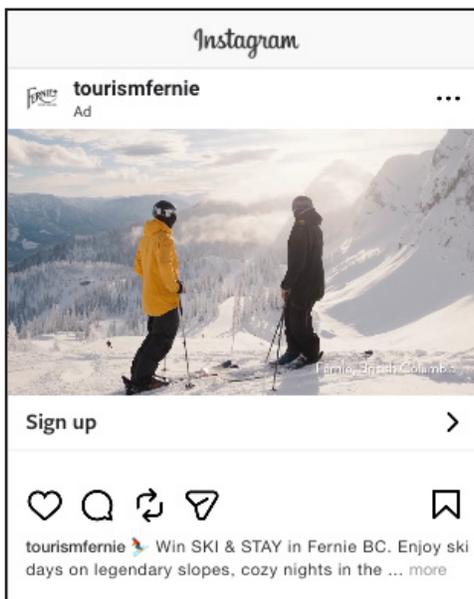
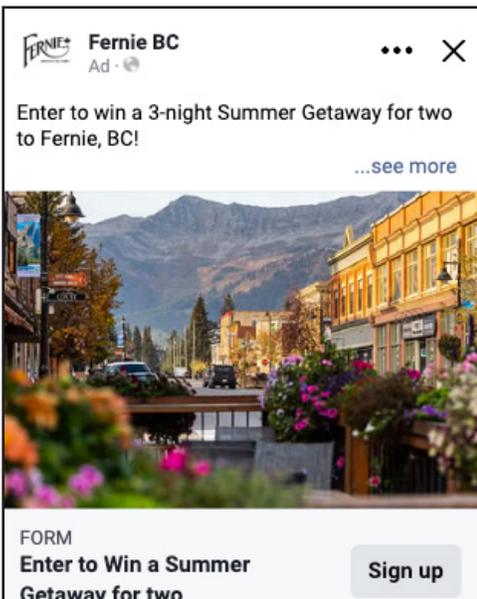
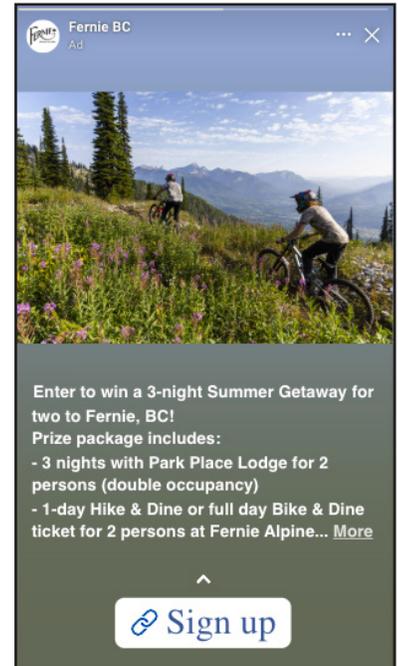
Total Contest Entries: 13,856 | Newsletter Opt-ins: 6,239 (for Tourism Fernie), 7,778 (combined for Contest Partners)

2025 Winter Contest

Prize:

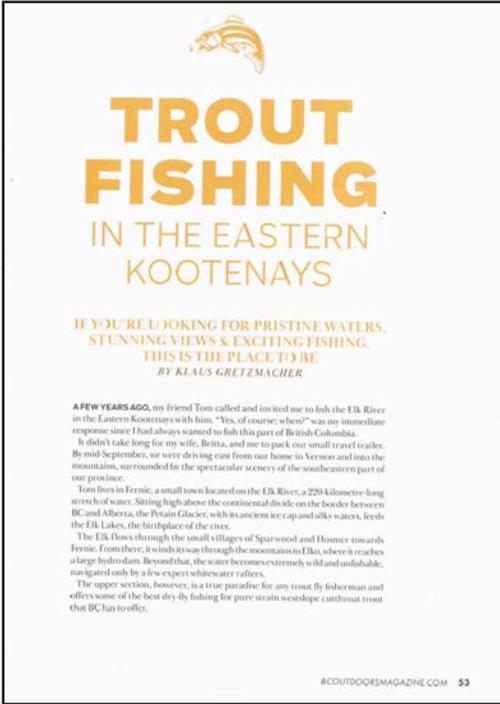
- 4 nights at the Fernie Stanford Waterslide Resort for 2 people (double occupancy)
- 3-day ski pass at Fernie Alpine Resort for 2 people
- \$100 local gift card to shop or dine in Fernie

Total Contest Entries: 8,772 | Newsletter Opt-ins: 3,358 (for Tourism Fernie), 5,578 (combined for Contest Partners)



Media, Influencer & Travel Trade Initiatives

Hosting, supporting, and executing initiatives with media, influencers and travel trade partners. Tourism Fernie attended the Mountain Travel Symposium, conducting meetings with long-haul, international travel trade partners and the NW Travel & Words Conference, meeting with travel writers. 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 2025!



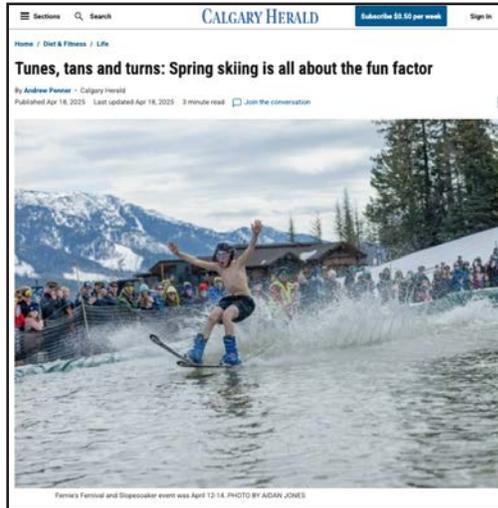
BC Outdoors Magazine



Canadian Golf Traveller

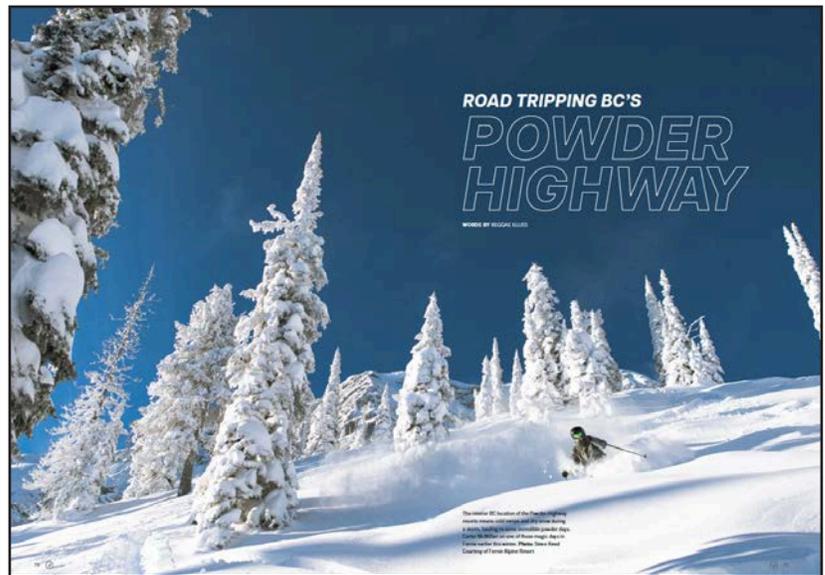


Read the article



Calgary Herald

Read the Article



Chill Factor Magazine - AUS



Multigenerational Adventure: An Amazing Family Hike in Fernie, BC



JENNIFER MALLOY
APRIL 1, 2025



Explore Magazine - Family Hikes



10 Best Hikes in the Fernie Area

ALEX SCHNEE
MAY 21, 2025



GET YOUR FREE E-BOOK TODAY!

explore 50 BEST HIKES TO FERNIE

Type your email

SUBMIT

"The hardest part is choosing which beautiful views you want to catch along the way!"

Explore Magazine - 10 Best Hikes



Family Hikes - Read the article



10 Best Hikes - Read the article



Get Out There Communications / Travel / The Best Small Canadian Towns for Winter Adventure Escapes

The Best Small Canadian Towns for Winter Adventure Escapes

getoutthere • Travel • November 6, 2025 • (0)



GetOutThere Magazine

LEISURE > TRAVEL > ADVENTURE

What It's Like to Ski British Columbia's Powder Highway

A pilgrimage to Fernie, where big runs intersect with small-town soul

BY JOHN BRILEY | December 5, 2025 12:49 pm EST



Inside Hook

Read the article



IN THE SNOW
Features Podcast News Resorts Gear +

Discover the Best of the North American Mountains This Winter

Home » Discover the Best of the North American Mountains This Winter

British Columbia is home to some of Canada's most captivating alpine destinations—and three resorts in particular are carving out a name for themselves with epic snowfall, wide-open terrain, and a strong dose of mountain charm. Whether you're chasing bottomless powder, planning a fun-filled family holiday, or craving high-speed verticals with a view, **Fernie, Revelstoke, and Panorama** offer distinct experiences that cater to every kind of skier and rider.

Each resort brings something unique to the table—and together, they form a trio of neighbouring winter playgrounds that prove there's more to Canadian skiing than the usual headline acts.

Ready to explore the slopes less travelled? Let's dive into what makes each of these mountain gems a standout.

Words: Patrick Thorne

Image Credit Matt Kuhn Photography (Fernie)

IN THE SNOW

Fabulous Fernie
BACK TO DISCOVER THE BEST OF THE NORTH AMERICAN MOUNTAINS THIS WINTER

IntheSnow.com Fernie feature - UK

Read the article



IntheSnow.com - UK

MOUNTAIN LIFE
LIVE IT UP

SKIING, SNOWBOARDING, STAY & PLAY, TRAVEL

Fabulous Fernie

JANUARY 30, 2025 | MOUNTAIN LIFE MEDIA

SHARE TWEET

This utopian ski town in the Kootenays of southeastern BC lives up to its legendary reputation. Words and photos - Kristin Schmelten

We're well into our second hour of après at the **Griz**. Every seat is full. Helmets, goggles and mitts teeter on table ends. Steam rises from base layers and pools in the rafters. Pom poms and braids bobble on the dance floor.

I weave my way back from the bar with another round and find our new best friend Phil (along with our other new best friends, Jacques, Reagan and April—names I will undoubtedly forget before lunch tomorrow) huddled together with my husband. Phil spins around and shouts at me, "Fernie sucks! Don't go!"

Mountain Life Magazine



Read the article

MOUNTAINWATCH

Road Tripping BC's Powder Highway. Part 3, Fernie. Travel

October 1st, 2025 Share 0

While we didn't score deep powder snow during our trip, Fernie's interior BC location means cold temps and dry snow when it's on. Carter McMillan on one of these magic days in Fernie last winter. Photo: Steve Reed, courtesy Fernie Alpine Resort

MountainWatch.com - AUS



Read the article

QUICK PICK 15 | DISCOVER 20 | WEEKEND GETAWAY 36 | TASTE 106 **POUR** OFF THE GRID 116



Kim Karrick
Scratch Distillery
Edmonds, Washington

From inception, Karrick crafted a hip, unique, quality-focused distillery with a passion for creating spirits using organic & non-GMO products purchased from local farmers whenever possible. She is very ingrained in the local community with a particular focus on curating community via their spirits club.

Caitlin Pruett
Vivacity Spirits
Albany, Oregon

With a degree focusing on fermentation sciences from OSU and a wealth of experience working in wineries, breweries and laboratory settings, Pruett possesses a deep understanding of the science and tradition behind crafting exceptional spirits. Alongside her business partner and spouse, Chris Neumann, she focuses on the power of local, such as using locally sourced ingredients and leveraging the community advantages offered to them by the 2019 acquisition of the historic Calapooia Brewing production facility, brewpub and taproom.

Anna Mantheakis
Westward Whiskey
Portland, Oregon

With a master's degree in Viticulture & Enology, Mantheakis began her career in wine but fulfilled her dream of distilling when Westward had an opening for a ground-level distiller. Currently, she specializes in technical development. As a 125-pound woman working with equipment geared for men, she routinely finds herself looking for strategic ways to accomplish the same task without the use of brute force.

Faith Dionne
Dappled Tonic
Portland, Oregon

For Dionne, distilling wild botanicals is less about the booze and more about capturing and preserving the flavors that are so unique and place-based. After founding JAZ Spirits, she shifted her focus in 2024 to creating a craft tonic water that captures the spirit of the Pacific Northwest. ☺

Jillian Rutherford
Fermie Distillers
Fermie, British Columbia

As the first female owner/distiller in British Columbia, Rutherford started barreling whiskey with her first release of three-year-old whiskey that will be available in late 2026. Already she's won awards from the Canadian Artisan Distillers Competition for her gins.

Additional information about women in distilling can be found at distillingwomen.com

www.travelmag.com | Nov / August 2025 | 113

Photo Journeys
with Robin & Arlene Karpan



Home About Robin & Arlene Karpan Books Contact Destinations Portfolio
Privacy Policy Disclosure

Driving the Crowsnest Highway through BC's Kootenay Rockies
March 3, 2025

Search...
INSPIRING TRAVEL TMAC5
Meet Robin and Arlene

Photo Journeys



Read the article

Northwest Travel & Life Magazine

shebuys travel Destinations Inspiration Stays Disney

Home > Destinations > Canada

Budget-Friendly vs. Splurge-Worthy: Fernie, British Columbia

By Jennifer Morris
Updated August 20, 2025



Canoeing island Lake. Photo credit: Kootenay Rockies Tourism/Mitch Winton

SheBuysTravel

On the

A BAND OF DEADHEADS TRADES THEIR VW VAN FOR A LESS AROMATIC RV AND GOES ON TOUR TO BANFF, KIMBERLEY AND FERNIE.

BY CRAIS S. BOWER

I had no idea Bart Wright had skied competitively in high school when I met him stepping out of his VW bus in front of my Berkeley apartment back in 1974. Nor was I aware that Harold Tobin was an avid skier when we'd met the year before at a concert in Connecticut. Or that Stephan Quentzel loved bashing moguls, and that his brother, Josh, was a ski instructor at Jay Peak.

Our mutual love of skiing rarely entered our conversations as we formed a loose group that collectively racked up about 700 Grateful Dead shows over the years. When you spend every waking hour driftin' and dreamin' while dancing at, driving to, or discussing past and future concerts, all other topics—even skiing—lurk in the shadow of the moon.

The VW bus is gone, but we still know how to hit the road and travel together, in pursuit of something we love.

So here we are, 40 years later, heading out to ski in the Canadian Rockies and Purcell, our vintage VW replaced by an eight-metre Maxi Motorhome RV rented from CanaDream in Calgary. Fully winterized but lacking a cassette deck to play fabled Dead bootlegs, I connect my phone and dial up a 1991 Jerry Garcia Band live version of "Tangled Up in Blue," my traditional launch tune I've played to start road trips across the continent.

The Dead-related chatter that was ubiquitous during our 1980s cross-country sojourns is now replaced by talk of Banff Sunshine Village, Lake Louise, Kimberley and Fernie, our setlist for the coming week. Every winter, Bart splits time between Tahoe and Park City, Harold skis Washington's Crystal Mountain weekly, and the brothers Quentzel reside in Crested Butte. No one, save myself, has skied in Alberta or B.C.

I am elated to captain our trip, an opportunity to tab an alpine itinerary onto blotter paper and see where the trails lead. Carving the perfect schedule proved harder than I anticipated, given the luscious options on our potential

60 | ski | canada // DEC 2025 / JAN 2026

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Meet Fernie, a Diehard Skier's Mountain With Some of the Best Snow in the Region



Don't underestimate the rad terrain on offer at Fernie. (Photo: Destination BC/Dave Heath)

SKI Magazine



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SmartNews Read Full Article

May 30, 2025 BY JOSEPH RICHARD FRANCIS

This Rugged Mountain Town Blends Powdery Slopes And Wild Trails In The Heart Of The Canadian Rockies



Smartnews.com

Page 12 - MT HOTHAM FALLS CREEK NEWS, Monday, September 1, 2025 snownews.com.au

Make the most of your Epic pass skiing in Canada

By ALEX LEE

I am an avid Hotham skier. I love the terrain and the thrill of skiing powder amongst the snowgums that are so unique to us here in the Australian alps. Inevitably though, like many other Aussie skiers and boarders, when summer hits and temperatures start to rise, I find myself looking to the northern hemisphere to escape the heat and chase the ski dream.

As a snow specialist travel agent, I take my job seriously in finding that perfect ski resort that I can recommend to my clients.

A resort with consistent snow quality, steep/varied terrain, great dining/aprés options and minimal lift lines is on many skiers' wish lists. I have skied at over 40 ski resorts worldwide, but my recent trip to Canada's aptly named Powder Highway in March this year could well have been my best ski holiday yet.

March is springtime in Canada and such was my confidence that we'd have bluebird groomers, sunny days and afternoon après in the sun that I didn't pack a low light goggle lens.

What we got was quite the opposite - 12 consistent days of deep powder, and some of the deepest turns of my life! I found a couple of contenders for the 'perfect resort' on this trip, and the best news for Hotham and Falls skiers is that these resorts are affiliated with the Epic Australia pass (five days included).

If you're keen to make use of your Epic pass and are not keen for the crowds of Whistler and Hakuba, here's my tip for the best resorts for your next northern hemisphere ski trip.

1. The All Rounder - Fernie
The unicorn resort offering something for everyone. A great ski town in Fernie itself, which is a five minute drive from the lifts, fantastic on mountain accommodation (recommend Lizard Creek Lodge), and buzzing après and dining options at the resort.

The terrain! Amazing - some of the steepest consistent pitch I've skied on a run called 'Big Bang' (among others) for those seeking steep, endless open powder bowls, perfect gladed trees, and long, cruisy groomers for all abilities, all with no lift lines!

2. The Hidden Gem - Kimberley Alpine Resort
Kimberley is a resort that definitely flies under the radar.

I skied here from first to last chair and had an absolute ball.

Three unassuming lifts cover some fantastic extensive terrain - think perfectly gladed runs amongst picturesque pencil pines, and long groomers with perfect pitch.

The best part? Completely uncrowded.

We skied straight onto evening chair, all day.

Stay at Trickle Creek Lodge to be right in the action, and have an après drink with the locals at The Stemwinder for an authentic Canadian experience.

3. For the Extreme Skiers - Kicking Horse
Kicking Horse has long time been a favourite of mine.

The challenging chutes and bowls here set amongst a background of the stunning Rocky Mountain peaks make it a must visit for any advanced skier.

Don't miss having lunch at the Eagle's Eye Restaurant at the top of the gondola for one of the best mountain views in the world!

*** Alex Lee (pictured right and skiing above in Canada) is a senior travel consultant at Travel & Cruise North East and can be contacted via email alex@travelcruise.com.au or phone (03) 5755 1121.**




Snownews.com.au - AUS

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B.C.'S LEGENDARY POWDER HIGHWAY: THE ULTIMATE SKI SAFARI

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Swagger Magazine



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The Banff Blog
 Welcome to the Banff Blog your guide to the Canadian Rockies! We share all things you need to know for Banff and the surrounding region.

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January 24, 2025 | ONLINE

An Epic Guide to the B.C. Powder Highway

thebanffblog.com/powder-highway-guide/

Estimated Views: **16.9K**
Calculated based on audience size and social engagement

Engagements: **15**
Total number of social engagements

VIP

We're Cameron and Natasha
 We've been writing about travel for the last decade. In 2018, we embarked on one of the most beautiful places, The Canadian Rockies.
 Now we live in Vancouver and spend all month time exploring and hiking around Banff as possible. It's one of the most spectacular areas and the perfect place for an outdoor vacation.
 We aim to help you get the most out of your trip to Banff National Park and the surrounding areas. Learn more about us on our support for work.

Sign up & get the FREE Canadian Rockies Cheat Sheets
 We'll send you our free pack of cheat sheets.

An Epic Guide to the B.C. Powder Highway
 REVEALERS' ROUTE GUIDE | 543

WINTER | B.C. | FERNIE | SOLEEN | INVERMERE | KASLOONA | KOOTENAY | NELSON

Nestled in the southeastern corner of British Columbia, the Powder Highway offers a unique blend of majestic mountain landscapes, vibrant towns, and world-class ski resorts. This circular route is a dream come true for ski enthusiasts, with its deep powder, varied terrain, and welcoming communities.

Each ski resort along the Powder Highway boasts its own distinctive charm, making it a must-visit for anyone looking to experience the pinnacle of skiing in Canada. While the route has seven resorts on the route, it's five of the resorts that stand out in our books. Together they offer the best skiing in North America and some of the best in the world.

The Banff Blog_Powder Highway

British Columbia - Kayaking in Fernie, VIBS, ...

Watch later | Share

0:03 / 22:00

Water Ways TV

Kayaking in Fernie & The Vancouver Boat Show

Steven kayaks Fernie's spring melt, tours the Vancouver Boat Show, and goes salmon fishing in Comox—just as the RCAF Snowbirds soar above the Strait of Georgia in a surprise spring airshow.

Water Ways TV

Watch the video



7. Fernie, BC

Best for experts

Fernie has long held cult status among locals in the western Canadian provinces of Alberta and British Columbia because of its abundant snowfall (up to 11 metres in some seasons and 9 metres on average) and the adventurous nature of its terrain. Slopes are steep, many of them ungraded and largely in the shelter of trees. All this makes it a superb mountain for experts, as long as you know where you're going

To get the most out of Fernie's 1,012 hectares (2,500 acres) of terrain across five alpine bowls, it's best to be shown around the ski area by a local early in the holiday. The resort's two-day Steep and Deep Camps are only held once a month, but are well worth joining. The other option is to book a shared mountain guide session through the ski school, specifically asking for an ungraded terrain group.

There are also great snowcat operations nearby - Island Lake Catskiing and Fernie Wilderness Adventures. Fernie's resort village is convenient but small, with few eating and drinking options. Fernie town, a couple of miles away, has a much better selection of bars and restaurants.

Experts will excel in the Rockies. Credit: Heath Kovvols/Getty

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The Telegraph - UK

Reisen British Columbia/Kanada

RAD UND RAT
 Mountainbikes sind bei einer Spazierfahrt am Fluss in Fernie unentbehrlich. Spaß macht es trotzdem. Der Fluss diente einst als Brand-schneise, weiß die Touristenführerin.

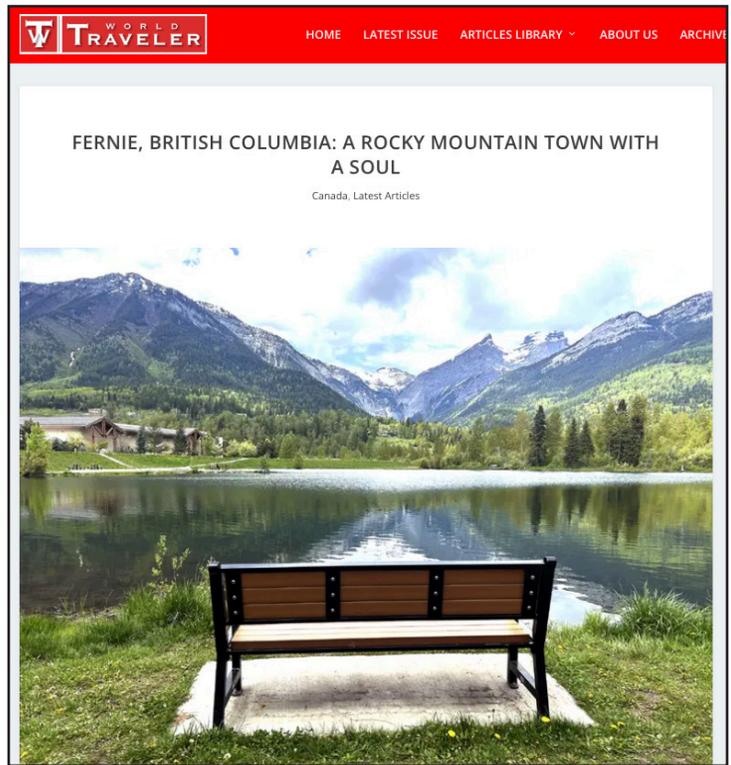
KARO-GANG
 Reiseleiter Rick (l.) und die drei recherchierenden Reisejournalisten haben sich Kleidungs-technisch dem Gastland angepasst.

HOLZVERBOT ALS BRANDSCHUTZ
 Nach zwei großen Störbränden durften in Fernie nur noch Häuser aus Stein gebaut werden, vielfach in Fertigbauweise.

binder Luke Lewis. Für Buchvorstellungen in Kanada bestellte der Harry-Potter-Verleger auf einen Schwung 300 Besen, handgefertigt aus heimischem Holz und Hirsestroh. Aus Dankbarkeit schickte Luke einen Besen an die Autorin J.K. Rowling - aber in der Deluxe-Version mit einem handgeschnitzten Stiel aus Wurzelholz, für den Normalsterbliche eine hohe dreistellige Summe hinlegen.

Mehr als ein Skigebiet
 Unsere letzte Station in den Rockies von British Columbia kenne ich. In Fernie war ich schon beim Skifahren. Anders gesagt: Ich kenne im Wesentlichen nur die Skipisten und ein, zwei Restaurants der Stadt. Von der Geschichte weiß ich wenig. Hier schafft die freundliche Stadtführerin im historischen Gewand Abhilfe. Mit der traben wir durch die alte Biberstadt, die nach William Fernie benannt

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FERNIE, BRITISH COLUMBIA: A ROCKY MOUNTAIN TOWN WITH A SOUL

Canada, Latest Articles

World Traveller Magazine



Read the article

42



Fernie, British Columbia: A Rocky Mountain Town with a Soul

Article and photography by Jennifer Merrick

“This place has a soul,” said Max, our Scottish-born guide with Canyon Raft Co., who was negotiating us down the shimmering Elk River. The sun’s rays warmed us, welcoming spring, and the snow on the Rocky Mountains glistened on the jagged peaks that surrounded us. We agreed that the ethereal combination of river and mountains in this corner of southeastern British Columbia, about three hours south of Calgary, was blessed. But it was more than just the stunning scenery that drew Max to Fernie, and why he’s still here after eight years. He explained that it was not just a pretty mountain town where tourists come to ski or hike, but rather a place where kids are still out on their bikes all day, people are welcoming and history and stories are alive.

”It’s a real community,” he concluded.

After our family’s getaway in Fernie we couldn’t agree more. Here were some of the highlights:

heartbreak haunt the area to the celebrated ‘Griz’, a giant hermit with the strength of Hercules, who roams the mountains. But the most famous is the ghost rider who reveals himself on horseback on the face of Mt. Hosmer. Each summer day at sunset, the shadowy figure reveals itself. Some choice spots to enjoy the view and toast the spirited equestrian with a sundowner include the Griz Bar at the Fernie Alpine Resort and the Bayleaf Indian Fusion restaurant at the golf course.

Dining at local downtown restaurants
Fernie’s historic downtown is a joy to stroll around in. There are no chain stores, and numerous heritage buildings have been repurposed. The 1909 train station, for example, is now a hub for the arts with galleries and events and the town’s original bank is now a museum. Many other original buildings now house local businesses run by locals with passion and pride.

The restaurants are no exception. Big Bang Bagels makes their inspired bagels in-house, Nevados serves up flavorful Latin-fusion tapas with signature Mezcal and tequila cocktails, and the Bridge Bistro hosts brunch favorites with a view.

Marveling at the sublime views
With a glacier-fed river running through Fernie and the Rocky Mountain peaks surrounding it, you don’t have to go anywhere to appreciate the views. And it takes no time at all to reach trails with jaw-dropping panoramic vistas. We joined a guided excursion with Mike Fernie, which brought us through wild-flowered trails that led to benches perched on the edge, looking down to the town below and the mountains around us.

Equally stunning is the Elk River, where water adventures can be as relaxing as flyfishing and floating gently down the river or as adrenaline-filled as a white-water thrill ride through rapids. We opted for the float, and our guide, Max, pointed out wildlife like osprey and deer and told us about the soul of his new hometown. ■

[HTTPS://TOURISFERNIE.COM](https://tourisfernies.com)

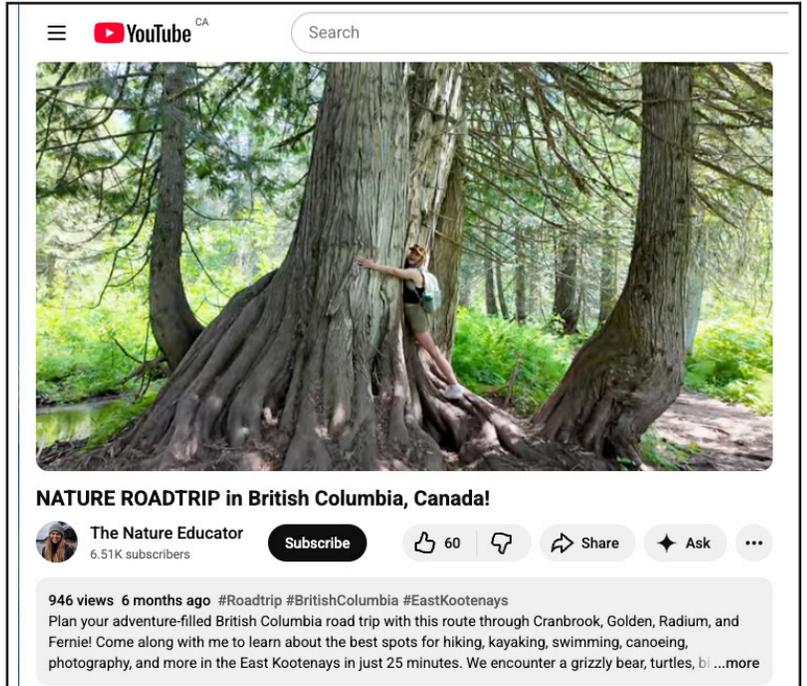
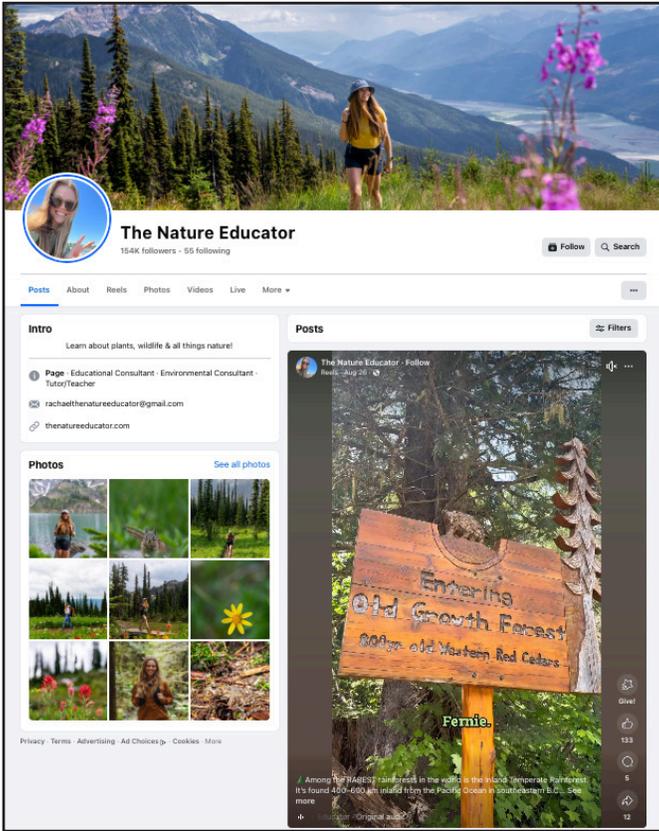




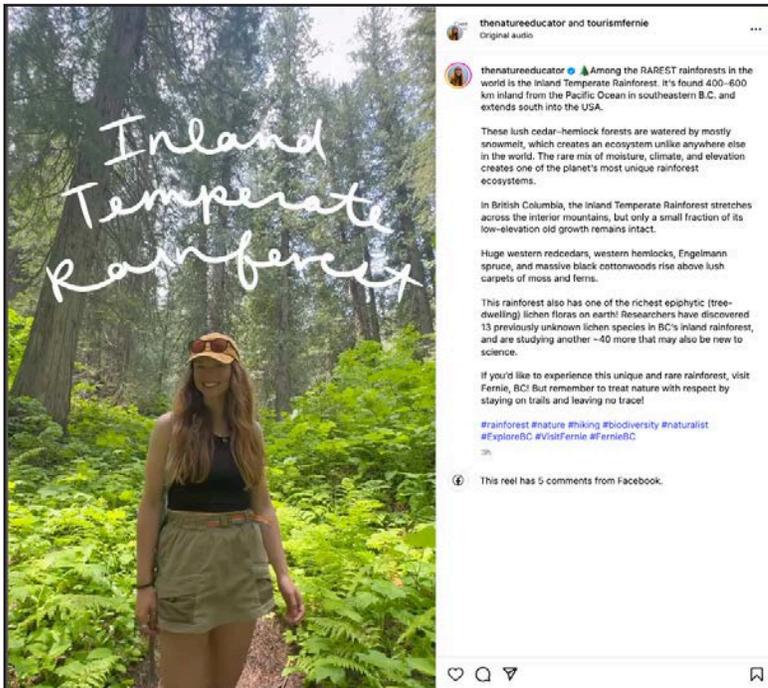
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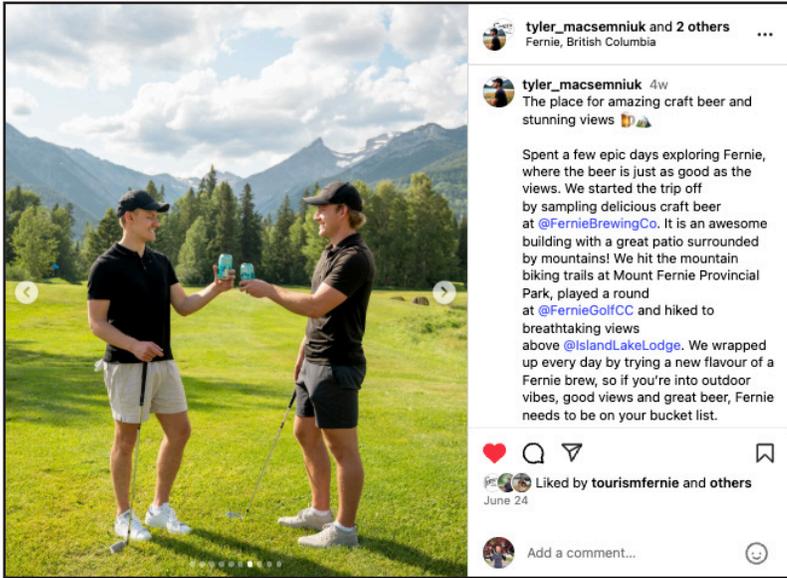
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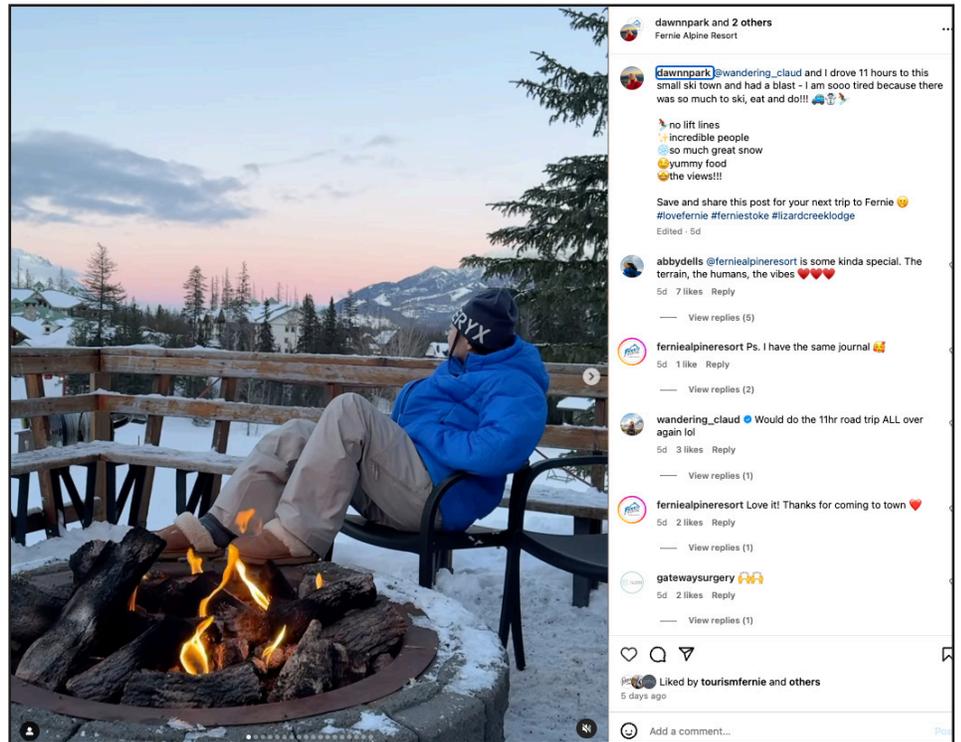
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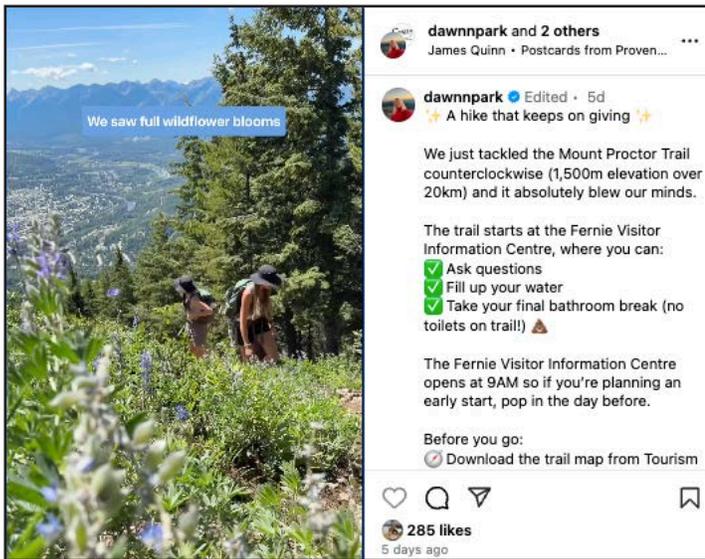


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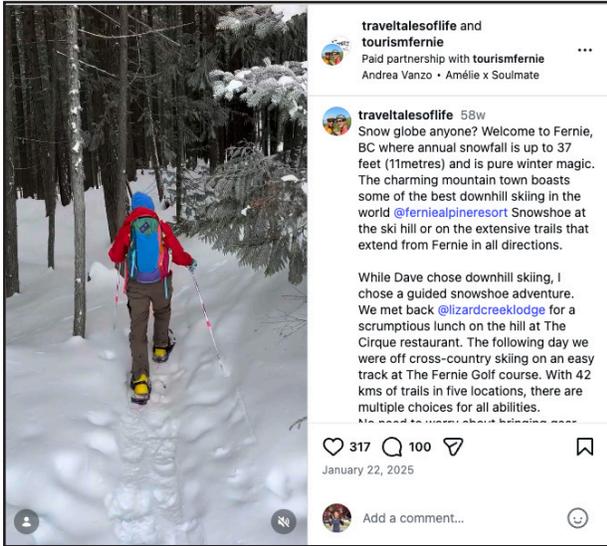


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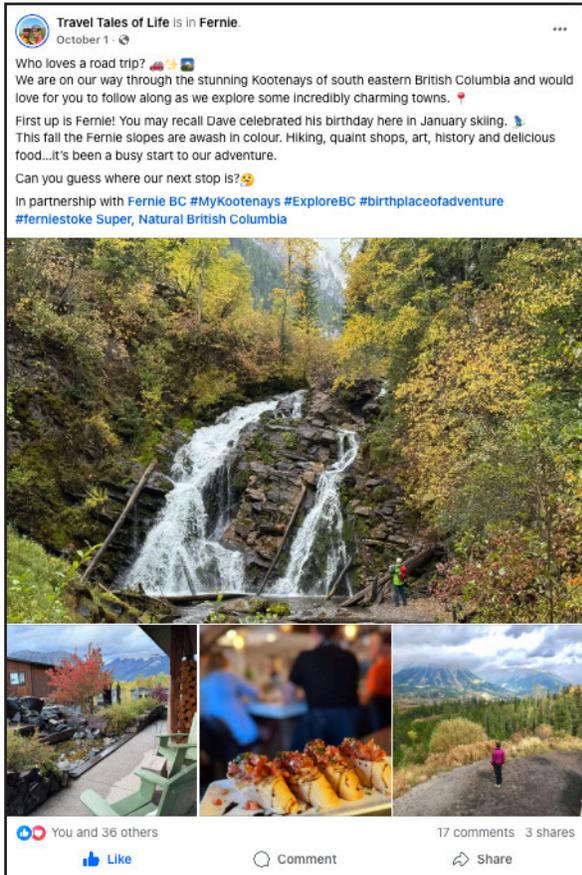
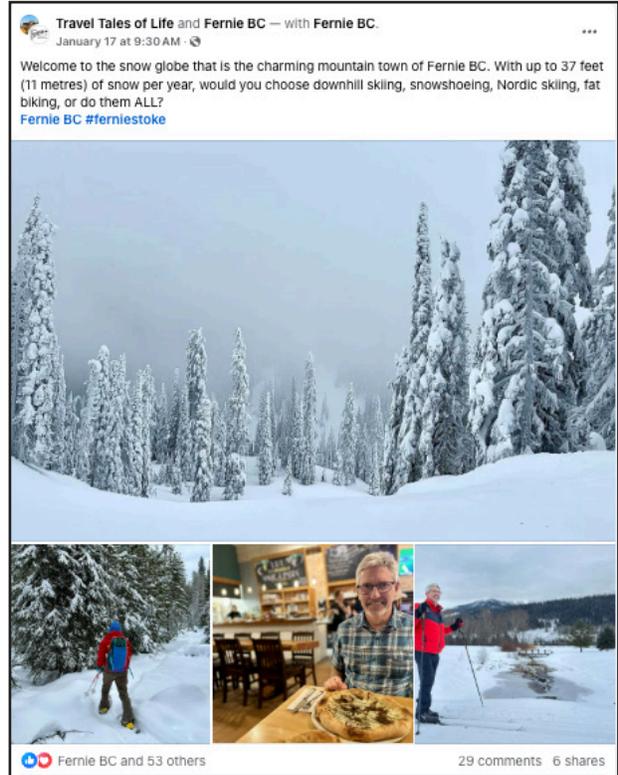


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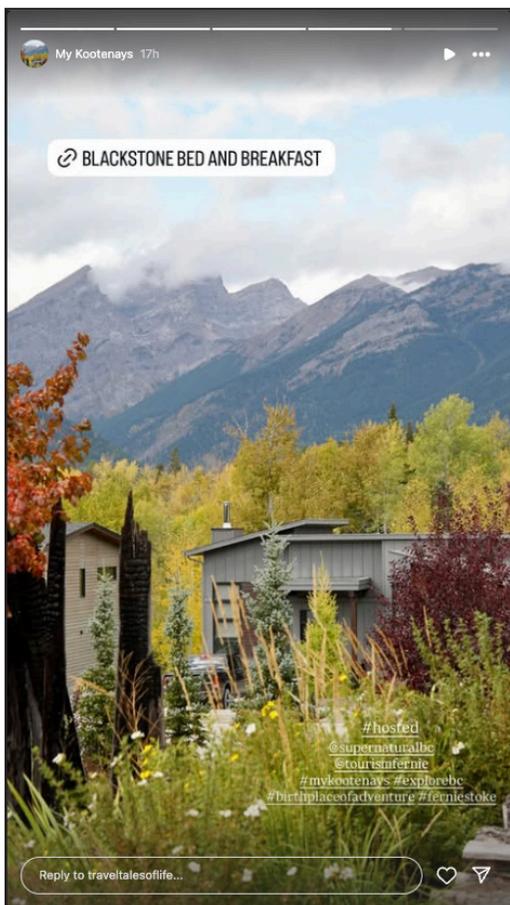
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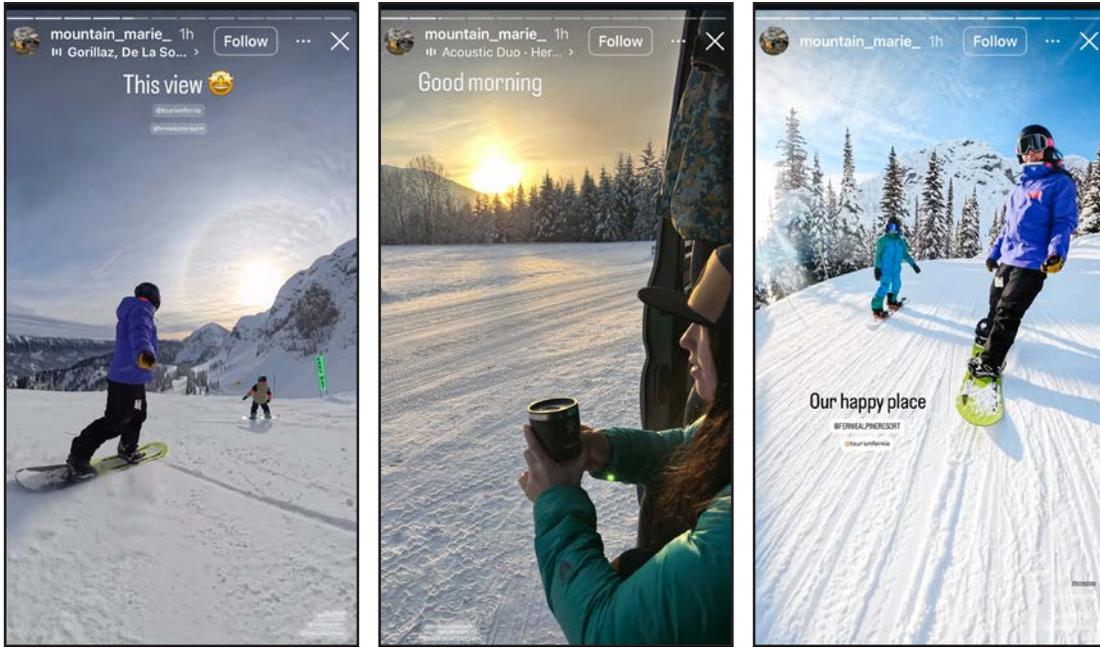
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@mountain_marie_ (12.4K followers)



@outdoorsycrew (10.8K followers)

An Instagram post from the account @outdoorsycrew. The post features a large image on the left showing a wooden sign for 'FERNIE' with '1898' below it, set against a snowy background. The text on the image reads '24 hours in'. The post content includes the following text: 'outdoorsycrew noamraiter • I did it all 🌟', 'outdoorsycrew 57w never have I ever been to Fernie before, but here's what we did in 24 HOURS!! 📌', 'first thing we did when we got to town was go for a quick walk, we of course needed a little stretch', 'then the dogs and I checked into @snowvalleylodging for the night, where I ordered some pizza from @funkygoatpizza 🍕', 'and prior to going to sleep I took some time to relax in the hot tub knowing the next day was going to be packed with adventure', 'first though, I needed coffee and breakfast from @bigbangbagels', and 'followed by a cutey little hike to Fernie...'. The post has 91 likes and 37 comments, dated January 23, 2025. There is an 'Add a comment...' button and a smiley face icon at the bottom.



View the reel

Random Cool Things!



Tourism Fernie works with AI in multiple ways, including this ChatGPT version of the team from two original photos brought together.



The Elk Valley Dolphins Swim Club posted this image on April Fools Day just before their big spring swim meet welcoming swim clubs from BC and AB.



Over 100 years ago this fossil discovered south of Fernie was excavated and sent to the Canadian Museum of Nature in a box and was still in the box until a few years ago. Now it's being studied extensively.



Behind the Scenes! Brona and This is Fernie! Host Sadie Rosgen working...in a closet space...on the 'Cooking Up Magic' episode.



Behind the Scenes! Christine and Nick Nault recording audio for a Tourism Fernie promotional video.



LOCAL TOURISM SUCCESS & SUSTAINABILITY

VISION

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

MISSION

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

GUIDING PRINCIPLES

Together We Are Stronger

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

Businesses Thrive Sustainably

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

Authenticity Grounds Us

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

Benefiting the Whole

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

A Respected Natural Environment

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

Balance Sustains Us

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

TourismPlanFernie.com