



**WELCOME!**

***Tourism in Fernie***

**Industry Event, AGM & Social**

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***Network - Learn - Engage***

*We gratefully acknowledge that we live and work in ?amak?is Ktunaxa the territory of the Ktunaxa Nation.*

TOURISM  
**FERNIE**

Tourismfernie.com  
#ferniestoke

2023 Highlights | Overview of 2024  
Five Years Forward

Wapiti Music Festival 2023 Annex Park – MKuhn Photo

# Tourism Fernie Society – Since 2007



## VISION

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

## MISSION

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

## GUIDING PRINCIPLES

Stakeholder-Led

Data-Driven

Sustainable

Fair & Transparent

Inclusive

Accountable

163 Members & Partners | Non-Profit

2023 Expenditures \$1.7 million

Visitor MRDT Tax | Grants | Membership | Co-op Marketing

# The Tourism Fernie Team



# Looking Back at 2023 - Industry



## Highlights

- Accommodation revenues highest ever. Strong shoulder seasons.
- Growth of leisure and corporate travel business. TC Energy in town.
- 1<sup>st</sup> winter season without COVID restrictions.
- Returning of long-haul markets.
- More events, competitions & festivals returned.
- Growth of Tourism Fernie to further support industry.
- Local community & business investment.
- Housing projects confirmed, opening or braking ground in 2024.

## Challenges

- Inflation & cost of doing business.
- Visitor spending dynamics.
- More business competition for more budget conscious spenders.
- Summer labour shortage.
- High demand for places to live, lack of availability. Driving up housing costs.
- Wildfires away from Fernie that impact local travel bookings due to misinformation and fears.
- Limited and aging infrastructure.
- Limited capacity and resources for important tourism events, competitions and animation.
- Weather fluctuations.

# MRDT, Lodging Revenues & Short-Term Rentals

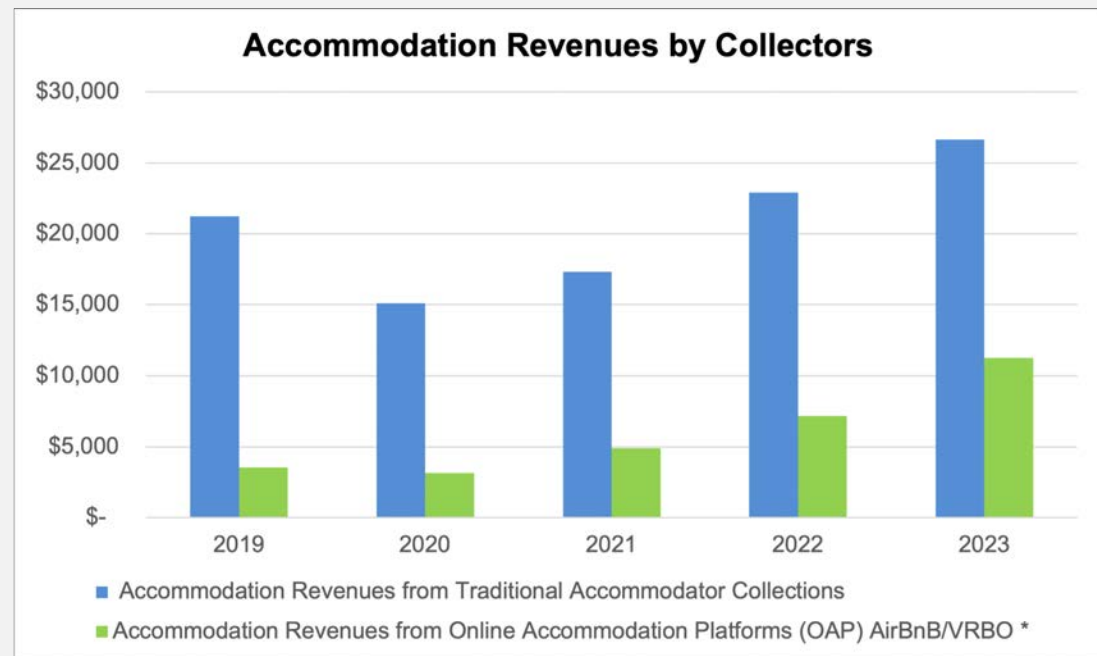


- Growth of short-term rentals.
- Collection of taxes from STRs.
- Growth of AirBnb & VRBO as a sales channel for local traditional accommodators.
- STR rules, bylaws, legislation.
- Understanding the numbers.

## At the end of 2023 on AirBnB & VRBO:

700+ STR listings = 460 actual units

- 148 On-Mtn at FAR (118 CG / 30 RS)
- 300 in City of Fernie (203 Trad / 97 Res)
- 12 rural STRs around Fernie (all Rural Res)



CG & Trad: Units in commercial/tourism zoned areas.  
RS & Res: Units in residential zoned areas.

# Member / Stakeholder Survey



## Survey Stats

54 survey Completions



## Inclusive, Industry - Driven Organization

Performance & ways of  
conducting business



## Familiarity with Tourism Fernie

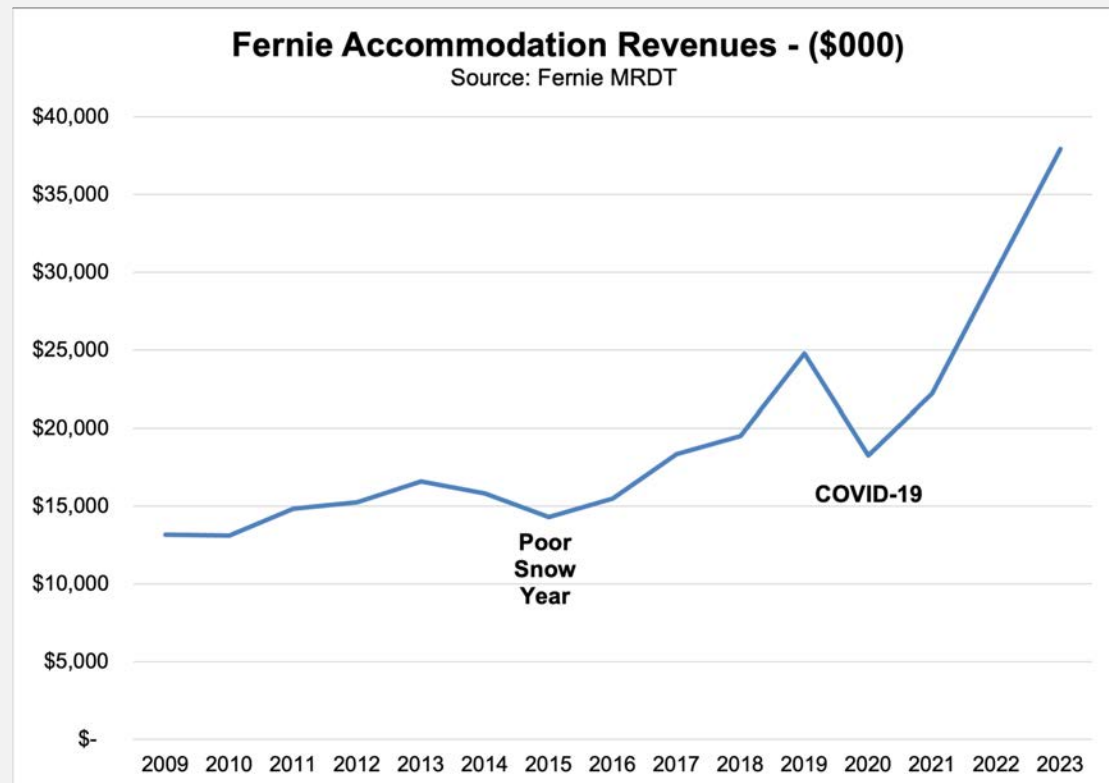
Familiar or Very Familiar with  
Marketing & destination  
management activities

# Looking Back at 2023 – Tourism Fernie



## Highlights

- Highest accommodation revenues mean highest MRDT revenues ever.
- Growth grant revenues & membership.
- Continued industry collaboration and support for the organization and its goals.
- Data & ADR
- Awards & recognitions.
- Growth of the team and overall capacity.
- Marketing results and effectiveness.
- Expansion in destination management and development.
- New capital investments & programs.
- Supportive and involved Board of Directors and membership.

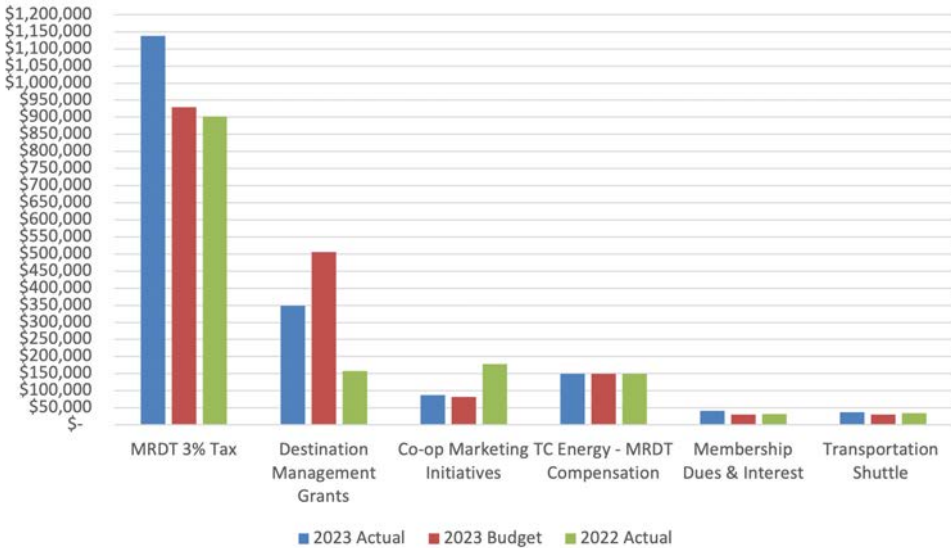




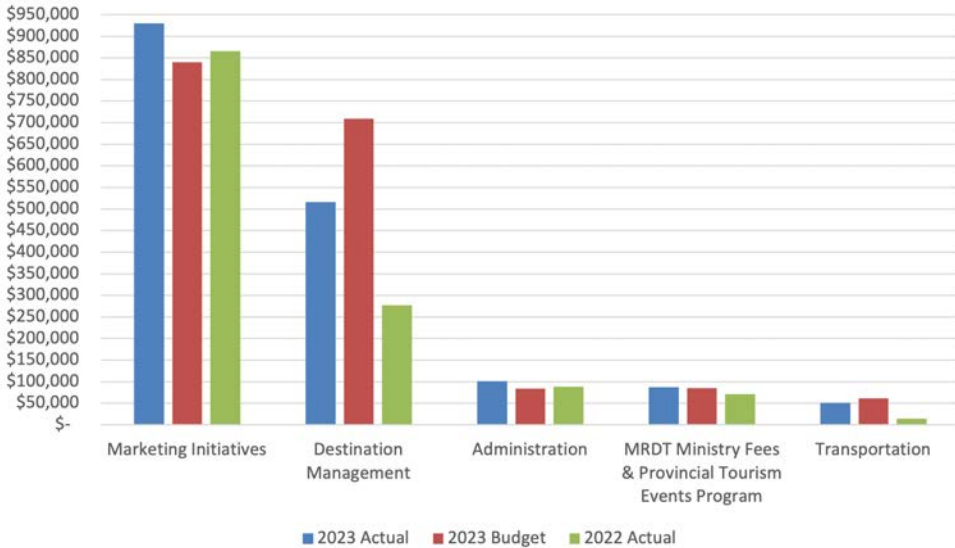
# 2023 Tourism Fernie Finances



## REVENUE

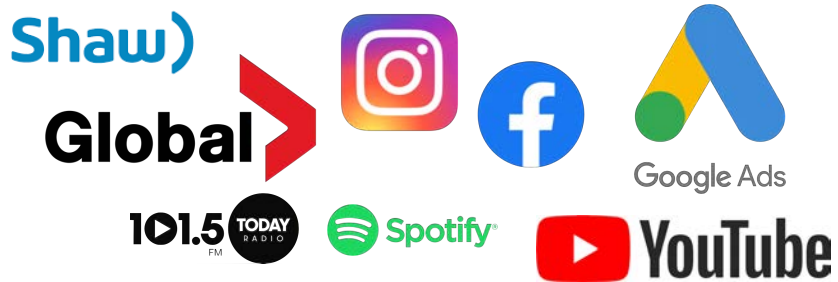


## EXPENSES



# 2023 Marketing Initiatives

- Tried & True Marketing Tactics
- Exploring New Initiatives
- Overall Marketing Impact: 293,491,804 Impressions
- Facebook Fans: 46,499
- Instagram Followers: 23,650
- Website Visits: 43,830/mth
- Leads to Members: 223,374



# OOH Advertising in Major Hubs

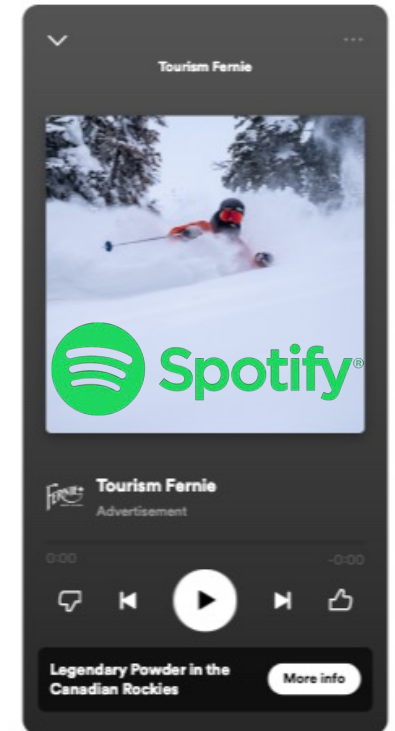


# OOH Advertising in Major Hubs

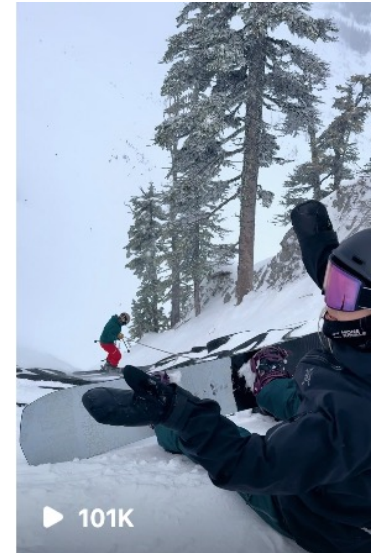
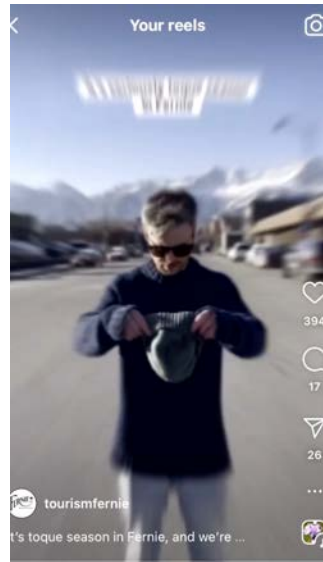
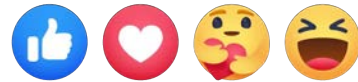


# Radio Advertising & Spotify

- 30 Second radio spots
- Website traffic tracking thanks to a pixel
- Self-serve campaign set-up and targeting with Spotify Ad Studio

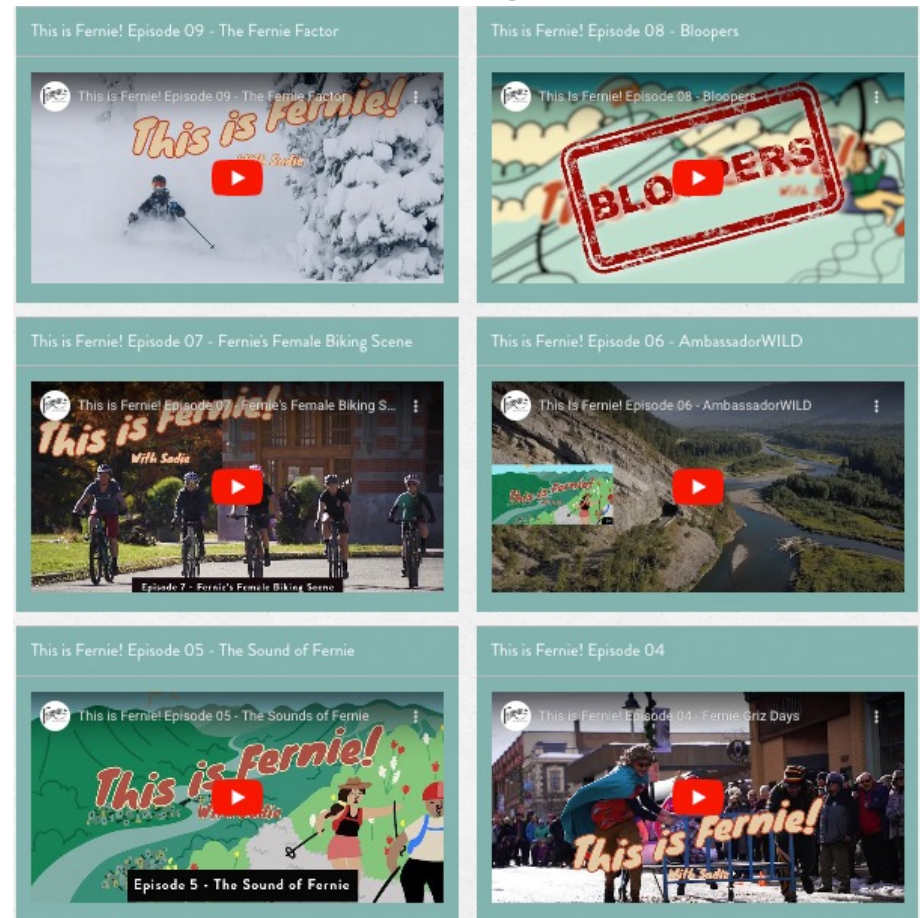


# Video Content on Social Media



# *This is Fernie!* with Sadie Vlog

- An original video series with a local host Sadie Rosgen.
- This series aims to celebrate Fernie's diverse community, showcase an array of experiences, as well as go behind the scenes in a light-hearted manner.
- Watch all episodes at [ThisisFernie.com](http://ThisisFernie.com).



# Hosting Travel Media



**TORONTO SUN**

## CROUTER: It's worth the trip to Fernie, B.C., for its mountains, skiing, lodging and endless good times

Glenn Crouter

Published Mar 01, 2023 · 4 minute read

[Join the conversation](#)



PHOTO BY FERNIE ALPINE RESORT /Courtesy photo

If there's such a thing as God's country, I think I've found it: British Columbia's amazing interior.

**GRAVEL** EVENTS GEAR CYCLING MAGAZINE

## Mainlining the spirit of gravel at Fernie Gravel Grind

A photograph of two cyclists riding on a gravel path. The cyclist in the foreground is wearing a white jersey and a helmet, while the cyclist behind is wearing a black jersey. They are surrounded by trees and a clear sky.

**The Weather Network** WEATHER NEWS VIDEO CLIMATE

### Who is the 'Griz'? Listen to the B.C. mountain town legend

A video frame showing Christine Grimble, a woman wearing a blue beanie, talking to a large Griz mascot. The mascot is a brown bear wearing sunglasses and a bow tie. The video player interface shows a progress bar at 01:38 / 02:00.



# Hosting Travel Media



ASCEND TELEVISION  
EPISODE REPORT



# Hosting Social Influencers - 375K+ Followers!



# Travel Media & Travel Trade Events



# Travel Trade Partnerships



**CRYSTAL**  
SKI HOLIDAYS

**Skican Ltd.**  
October 19, 2023 · 🌐

Ski in the heart of the Rockies, surrounded by dramatic peaks! Fernie is a mountain paradise with 5 Alpine Bowls, gladed terrain, and legendary powder snow (avg snowfall up to 9m)! ❄️

Get your free, personalized quote to Fernie: [bit.ly/3RFnSue](https://bit.ly/3RFnSue)

👤 Aaron McCartney  
... See more

**FERNIE**  
Alpine Resort

Une expérience légendaire dans les Rocheuses.

Village ski-in ski-out | + de 9 mètres de neige | 142 pistes | 5 bowls | Un village unique

LegendaryFernie.com | #FernieStoke | #LoveFernie

**FERNIE SKI VACATION** Fernie, British Columbia, Canada

**HOTELS**

**Fernie Slopeside Lodge** ⭐⭐⭐⭐  
The Fernie Slopeside Lodge offers comfortable accommodation with standard and family rooms at great prices.

**Lizard Creek Lodge** ⭐⭐⭐⭐  
This ski-in/ski-out lodge features an outdoor pool with hot tubs that overlook the majestic mountains.

**Snow Creek Lodges** ⭐⭐⭐⭐  
Perfect for families, this hotel has spacious studio, one- and two-bedroom suites with an early Canadian architectural design.

**Timberline Lodges** ⭐⭐⭐⭐  
An economical alternative to ski-side properties, these 6 iconic lodges have a complimentary guest shuttle to the lifts.

**Best Western Plus Fernie Mountain Lodge** ⭐⭐⭐⭐  
This full-service Fernie, British Columbia hotel is minutes away from world class skiing, fly fishing and numerous recreational activities. Free hot breakfast here!

**EARLY BOOKING OFFERS!**

**Average Travel Time**  
From Cranbrook: 1hr 5mins  
From Calgary: 3hrs 5mins

**OPIC PASS**

Easily accessible along the famous Powder Highway in southern British Columbia and situated along the borders of Alberta and the state of Montana, this passionate, historic ski town receives up to 31% of powder a season. Fernie's five legendary bowls, endless thigh burners and charming atmosphere makes for a truly unforgettable experience in the heart of the Canadian Rockies.

# 2023 Consumer Shows 60K+ attendee's



# 2023 Sector Partnerships

- BC Ale Trail
- Fishing BC
- Hwy 3 Tourism Alliance
- Kootenay Dirt
- Mountain Bike BC
- Kootenay Nordic
- LetsRideBC
- MyKootenays
- Wellness BC
- Ktunaxa Homelands
- Paddle BC (new)

PADDLE BC

REGIONS ▾

EXPERIENCES ▾

WATERWAYS ▾

BLOG

ABOUT

SEARCH



# Destination Development & Management 2023 Highlights



# Destination Development & Management 2023 Highlights



## #FernieStoke SUMMER SHUTTLE

**FREE DAYTIME SERVICE**  
**WEDNESDAY to SUNDAY**  
plus holiday Mondays



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



### Additional Information & Disclaimer:

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

**FernieShuttle.com | 250-423-5008**

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



*You Make The Difference!*



Visit [WorkInFernie.com](http://WorkInFernie.com) or  
scan the code to find & post local jobs.

Scan for  
more info!





# Destination Development & Management 2023 Highlights



# Destination Development & Management 2023 Highlights



**Rainer Korn**  
February 24 · 🌐

Ridgemont is Riding real nice, which means Roots should be good as well. Coal heritage was groomed and should be silky. Thanks for the help Tim



👍❤️ 30      8 comments



2023-08-16 06:55:58 M 5/5 16°C



# Looking into 2024



## 2024 Goals

Increase MRDT Revenues & Local ADR

Increase Destination Management & Developments Focus & Initiatives

Achieve Long-Term Financial Sustainability, Results & Growth

## 2024 Budget

\$2.2 Million      44% Marketing | 46% Destination | 10% Admin

Revenue Sources: 55% MRDT | 45% Grants, Contributions, Co-op, Sales

# 2024 Marketing & Initiatives

- Over \$900,000 budgeted for 2023 to support marketing initiatives and the team's work.
- Now in Action - Spring Destination Campaigns
  - Digital
  - TV, including LIVE segments on CTV Calgary Morning Show
  - Radio
  - Streaming Service



# 2024 Marketing Initiatives

- On-Going & Seasonal Campaigns
- More of Sadie! *This is Fernie!* Vlog
- Iconic Fernie App
  - New Tour
  - Revamping the rewards program
- Photo & Video Content
  - Including long form video formats
- New Website Project & Role of AI



ICONIC FERNIE Est. 1898

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

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

Scan the QR code or visit [iconicfernie.com](https://www.iconicfernie.com) to download the free app.

Download on the App Store  
GET IT ON Google Play

The advertisement features a scenic background of a waterfall in a forest. In the top left, there is a logo for "ICONIC FERNIE Est. 1898". The main text promotes a free mobile app for self-guided tours. Below this, a list of themes is provided: Taste of Fernie, Family Fun, Nature Walks, Heritage, Best Views, and Art Walk. A note mentions that users can collect points to redeem for local rewards. At the bottom, there is a QR code and a call to action to visit the website for more information. The bottom right corner includes logos for the App Store and Google Play.

# 2024 Media, Trade & More!

- Media/ Travel Trade - hosted 16 initiatives already (Jan - Mar)
- TV Productions
- Mountain Travel Symposium (April 14<sup>th</sup> - 17<sup>th</sup>)
- Influencer Campaigns
- Australia Ski Expo's
- Sector Partnerships & Initiatives



# RAINFOREST TO ROCKIES



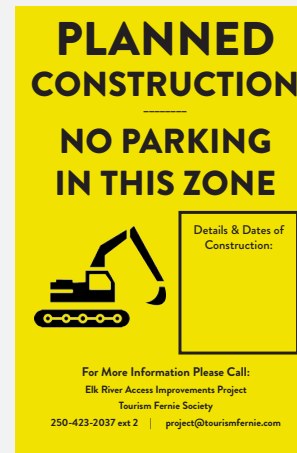
The iconic journey from Vancouver on the  
Pacific Ocean to the Canadian Rockies.

EXPERIENCE BRITISH COLUMBIA FROM SEA TO SKY, THROUGH  
DRAMATIC AND EVER-CHANGING LANDSCAPES.

# 2024 Destination Development & Management



- AmbassadorWILD™ Year 3! Expansion plans.
- Elk River Access Improvements – SHOVEL READY!
- Signage, Signage, Signage!
- Ammonite Fossil & CCHTL.
- #Fernihstoke Shuttle & Future Transportation Initiatives.
- Development of a Shuttle App.
- Working with the City & Chamber on the Visitor Centre.
- New office space for Destination Mgmt & AmbassadorWILD.
- Supporting the Chamber's Work Force Housing Initiative.
- Completing the Tourism Events & Animation Strategy.
- Supporting more Tourism Events, Competitions & Festivals.
- Starting a New Trails Master Plan? Working with trail organizations, land-user groups and landowners in the valley on future planning.





# Five Year Plan & MRDT Renewal



*Five Year 2025-2029  
Strategic Business Plan  
DRAFT*

*March 2024*

*Prepared by*

*Jikke Gyorki, Executive Officer, Tourism Fernie Society*

*Prepared for*

*Stakeholder for Input as part of the MRDT Renewal Process Required by the Province*

*Final Plan Submission Deadline to the Province is May 1, 2024*

- Process Required by Province of BC
- Plan submission deadline May 1, 2024
- Draft plan online for review and feedback until April 15th.
- Scan QR Code to access or email [MRDT@tourismfernie.com](mailto:MRDT@tourismfernie.com)
- Focus of the plan:
  - Grow & strengthen year-round tourism through a balance of marketing and destination management & development.
  - Support industry resilience, sustainability & success.
  - Collaboration, people, service & data are key to success.



# THANK YOU!

For Everything You Do

To Support:

The Industry

The Visitor

Tourism Fernie

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We work hard for you &

love what we do!

