

# Tourism in Fernie

## Industry Event & AGM

Network - Learn - Engage

Tuesday March 31, 2026 - All Welcome

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

### THE FUTURE OF FERNIE

Keynote Presenters & Tourism Fernie's Chair on Tourism Fernie's Role in the Future of Fernie



**Tim Reid**

Orange Crow Leadership



**David Wittman**

GGA Architecture



**Ted Morton**

All Mountain Productions & Consulting Inc.

### SCHEDULE

#### Industry Event, Speakers & AGM

10:00am - 3:00pm

Bayleaf Indian Fusion Restaurant

Fernie Golf Course, 102 Fairway Drive

10:00am: Doors Open, Check-In & Networking  
*Coffee & Pastries Served*

10:30am: Welcome & Opening Remarks

**Reto Barrington**, Chair, Tourism Fernie

**Mayor Milligan**, City of Fernie

10:40am: Tourism Fernie Staff Presentation & 2026 Tourism Fernie AGM

11:45am: Complimentary Buffet Lunch & Networking

12:30pm: Keynote Presentations - The Future of Fernie

2:00pm: Regional Update: Brad Parsell

*CEO of Kootenay Rockies Tourism*

2:15pm: Development Update: **Basecamp Resorts**

2:30pm: Development Update: **The Royal**

2:40pm: Special Local Business Announcements & Recognitions

2:50pm: Closing Remarks & Thank You

3:00pm: Optional Networking, Cash Bar

For AGM Documents, please visit:

[www.TourismFernieAGM.com](http://www.TourismFernieAGM.com)





# TOURISM IS AN ECONOMIC POWERHOUSE

Tourism by the numbers:  
\$130B economic activity  
\$50.8B GDP  
2M+ workforce

Canada: #PoweredByTourism

TourismCan.ca

National Tourism Week, April 20-24, is a moment to recognize the people and businesses powering Fernie.

## TOURISM WEEK SOCIAL

Thursday, April 23rd  
4:00pm - 6:30pm  
Location TBA

Open to all local businesses and staff, and stakeholders supporting tourism in our community! To register or for details: email [info@tourismfernie.com](mailto:info@tourismfernie.com)

## IN FERNIE, DID YOU KNOW?

Tourism Revenues \$150+ Million  
Annual Visitors 500,000  
50%-60% Visitors From AB & BC  
20%-30% International & USA  
93% of Businesses Say Tourism is Fernie's Economic Driver with the Greatest Potential

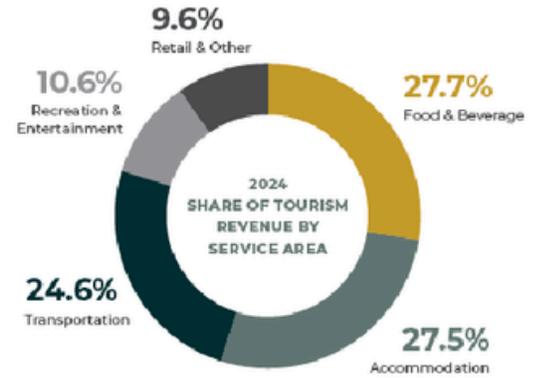
## 2024 Value of Tourism British Columbia

### TOTAL TOURISM REVENUE



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

**\$23.0 Billion**  
2024 ANNUAL REVENUE



### TOURISM PROVINCIAL/MUNICIPAL TAX REVENUE



**\$2.1 Billion**

+4.6%  
From 2023

### 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 GDP

