



Tourism in Fernie

Industry Event, AGM & Social
Network - Learn - Engage

Thursday April 4, 2024 - All Welcome

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

Keynote Speaker: Stuart Back, COO, Pursuit Collections – Banff Jasper Collection



Stuart Back has over 20 years of experience leading teams in a variety of occupations including attractions, hospitality, transportation, and military operations. Stuart's expertise includes leadership of strategic and operational planning and implementation, financial management, best-practice process establishment, tourism marketing, stakeholder engagement and team development, and he has a proven record of successfully delivering organizational growth and development. He currently sits on the Board of Directors for Tourism Jasper, Banff & Lake Louise Tourism, and the Tourism Association of Alberta.

Pursuit is a collection of inspiring and unforgettable experiences in iconic places including Alaska, Montana, the Canadian Rockies, Vancouver, Reykjavík, Las Vegas, and Toronto. In the Canadian Rockies Pursuit operates 7 iconic Attractions, 10 lodging properties, 22 restaurants and Sightseeing experiences, welcoming over 2M guests each year.

www.TourismFernieAGM.com



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Guest Speaker: Chris Fehr, Director of Hospitality for Canada, Western Trust

(new owners of Fernie Lodging Company)



Chris is a business operations leader with over 20 years of experience leading operations for global luxury hotel brands, boutique resorts, and short-term rental portfolios.

His core experience has been focused on turning around underperforming areas of hospitality operations such as revenue and profitability for rooms, food and beverage, and retail. He has also managed budgets in excess of \$50M and have extensive experience readying a business for seasonal fluctuations.

Through working in hospitality and tourism, Chris has gained strengths in business management, destination growth management and navigating the importance of positive community partnerships. Over the last couple years, Chris has been highly engaged in community partnerships, stakeholder engagement, and economic development. Recently joining Western Trust to oversee their Canadian destinations, his focus is on building a sustainable strategy that benefits all community partners and stakeholders. As a Father, Husband, and Business Leader, Chris is dedicated to excelling business growth through great relationships in their local communities.

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