



2020 Fiscal Report



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Tourism Fernie Society

The following report highlights activities of Tourism Fernie over the 12 month period from January 1 to December 31, 2020.

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Photo Credit: Fishing BC/ Jeremy Koreski

Table of Contents

Message from the Chair	4
About Tourism Fernie	5
2020 Vision, Mission, Guiding Principles & Goals	5
Board of Directors, Committees & Staff	6
2020 Members & Partners	7
Financial Summary	8
Room Revenues, MRDT & Short-Term Rentals	11
Year in Review from the Executive Officer	13
Fernie's Brand	14
Goal 1 – COVID & Industry Initiatives	15
Goal 2 - Marketing	20
Goal 3 – Tourism Master Plan	36

Message from the Chair

Hello and welcome everyone to the 2021 Annual General Meeting of Tourism Fernie, our second to be held virtually in a format that today almost feels more normal than catching up face to face.

Although our last AGM was only held in September 2020 it certainly has been an eventful six months. We officially launched the Tourism Master Plan and have already witnessed the benefits of what can be achieved when we work in collaboration with our community partners. Projects so far include the Winter Trails Initiative which saw a diverse set of stakeholders work together to develop a comprehensive grooming schedule for our trails as well as the creation of a new printed trail map, and the Iconic Fernie Project that will see improvements to the Visitor Information Centre including a Ktunaxa exhibit, new e-charging stations, upgrades to the Fairy Creek trail and an interactive app that visitors and locals alike can use to learn about the history, culture, nature and adventure in Fernie.

Of course, the tourism landscape has looked vastly different over the past 12 months and especially this winter as the impacts of Covid-19 continue to test the resolve of our community and businesses, and upend the tourism sector. We've seen incredible resilience on display across all facets of the tourism economy and the way our industry has adapted has been nothing short of inspirational. It's been counterintuitive as a tourism organisation to push the message 'now is not the time to visit' but this is another example of working with community partners to unite with clear, strong messaging and doing what is needed to get through this together.

With continued leadership from Executive Officer Jikke Gyorki, Tourism Fernie further cemented itself as an industry leader. As part of our response to Covid-19 restrictions we helped provide support and resources for the local community which won praise from industry leaders. Specifically, the #SkiBCStrong campaign that was launched in January was adopted by Canada West Ski Area Association to develop the #BCStrong campaign targeted at ski areas across the Province. The team of Vince Mo,

Christine Grimble and Rebecca Hall have also helped keep our messaging on point and have inspired countless guests that haven't been able to make their annual pilgrimages to Fernie to dream now, travel later.

As we approach the end of what has been a challenging winter season I find myself looking ahead to the coming summer and future of tourism in Fernie with immense positivity. Under the guiding principles of the Tourism Master Plan we are looking forward to welcoming visitors back when travel opens up. We will continue to work with our membership and key stakeholders to promote Fernie as a world class destination and as we work to rebuild visitation levels I encourage everyone to champion tourism and the benefits it brings to the community. All of us have experienced a degree of change over the last 12 months but one thing that has remained consistent is the spirit of this town and the natural beauty that makes Fernie an idyllic place to live and visit.

Sincere thanks to the Tourism Fernie staff, my fellow board members, our membership base, City Council, the Chamber of Commerce and our resilient business community and community groups who's dedication, time and knowledge helps drive Fernie forward and lead the way in Destination Management. It's a pleasure and very rewarding to be a part of the Tourism Fernie Board of Directors and my time served as the Chair has been an honour. I'm excited to see us continue to grow and develop this special part of the world for all to enjoy and I thank you all for being a part of Tourism Fernie and championing us to succeed.

Caitlin Bates

Reservations Manager,
Island Lake Lodge



About Tourism Fernie

Tourism Fernie Society is a Destination Marketing 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 the 3% Municipal and Regional District Tax (MRDT Hotel Tax) collected by local accommodations, partner marketing initiatives and special projects.

Tourism Fernie is managed by an Executive Officer and part-time staff and contractors with the responsibility of creating and executing the annual Strategic Plan. Staff work out the Fernie Chamber of Commerce and Visitor Centre building located on Hwy 3, north of town.

This Fiscal Report highlights the various initiatives undertaken by Tourism Fernie as directed by the Annual Strategic Plan and Budget. COVID-19 began impacting Tourism Fernie in March 2020 and continues into 2021. As a result Tourism Fernie's board of directors continually reviewed, forecasted and pivoted budgets and initiatives for the best interests of the local tourism industry and members.

2020 Vision, Mission, Guiding Principles, Goals & Objectives

Vision

Fernie is the most sought after tourism destination in the Canadian Rockies.

Mission

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

Guiding Principles

Industry led / Government supported

- We are led by members of Fernie's tourism industry who solicit government support for tourism as an economic engine for Fernie.

Customer focused

- We place customer needs first in the belief that what is best for the customer will ultimately be best for our stakeholders.

Sustainable

- We respect the community's social, economic and environmental values.

Fair and transparent

- We have fair processes that are open to scrutiny and we explain the rationale for our decisions to interested stakeholders.

Inclusive

- We welcome and seek input and work together with members, stakeholders, and other organizations.

Innovative

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

Accountable

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

2020 Goals

- Pre-COVID 2020 Goals
 - Responsibly increase Fernie's overnight visitation and room revenues through effective and innovative marketing
 - Sustainable tourism growth through effective collaboration and partnerships in destination management
 - Long-term sustainability of Tourism Fernie
- Adjusted COVID 2020 Goals (changed in May 2020):
 - Support members and tourism sector in COVID-19 response, sustainability, adaptation and recovery.
 - Recover Fernie's 2020 room revenues during pandemic to at least 55% of 2019's room revenues through effective marketing, recovery and destination initiatives
 - Collaborate with stakeholders to review, adjust and launch the Tourism Master Plan while continuing to execute implementation process and actions.

Board of Directors, Committees & Staff for 2020

Board of Directors

Caitlin Bates - Chair
Island Lake Lodge

Andrew Hayden - Vice-Chair
Fernie Distillers

Jason Burt
Snow Valley Lodging

Jeremiah Pauw - Treasurer
Fernie Fox Hotel

Luke Swansburg (As of Sept. 30th AGM)
Lizard Creek Lodge

Mark Hall (As of Sept. 30th AGM)
Gearhub

Mark Ormandy - Secretary
Fernie Alpine Resort / RCR

Scott Gilmet
Park Vacation Management
(Griz Inn & Cornerstone Lodge)

Steve Szelei, (As of Sept. 30th AGM)
Parastone Developments

Chantel Vincent (Until Sept. 30th AGM)
Freyja Lifestyle

Jon Ward (Until Sept. 30th AGM)
Red Tree Lodge

Kurt Saari (Until Sept. 30th AGM)
Nevados

Board Liaisons

Brad Parsell
Fernie Chamber of Commerce

Phil Iddon
City of Fernie Councillor

Committees

Marketing

Scott Gilmet - Chair
Park Vacation Management

Abi Moore / Lenka Hawryns
Fernie Brewing Co

Chantel Vincent
Freyja Lifestyle

Christine Grimble
Tourism Fernie

Jason Burt
Snow Valley Lodging

Jikke Gyorki
Tourism Fernie

Laura Oleksow
Spa 901

Mike McPhee
Island Lake Lodge

Tom Rosner / Mark Ormandy
Resorts of the Canadian Rockies

Revenue

Caitlin Bates - Chair
Island Lake Lodge

Jeremiah Pauw
Fernie Fox Hotel

Phil Gadd
The Loaf / Phil Gadd Realty

Reto Barrington
Fernie RV Resort

Kurt Saari
Nevados

Governance

Andrew Hayden - Chair
Fernie Distillers

Jon Ward
Red Tree Lodge

Luke Swansburg
Lizard Creek Lodge

Finance

Jeremiah Pauw - Chair
Fernie Fox Hotel

Mark Hall
Gearhub

Jikke Gyorki
Tourism Fernie

AGM & Nominations

Chantel Vincent - Chair
Freyja Lifestyle

Andrew Hayden
Fernie Distillers

Jikke Gyorki
Tourism Fernie

Rebecca Hall
Tourism Fernie

Veronique Roy
Snow Valley Lodging

Staff

Executive Officer

Jikke Gyorki

Administration & Marketing

Coordinator (PT)

Rebecca Hall

Social Media Coordinator &

Staff Photographer (PT)

Vince Mo

Media & Project Coordinator (PT)

Christine Grimble



Jikke Gyorki



Rebecca Hall



Vince Mo



Christine Grimble

2020 Members & Partners

- | | | |
|--|---|---|
| 1. Alpine Lodge | 43. Fernie Mountain Bike Club | 87. Parastone Developments |
| 2. Alpine Trails Mountain Community | 44. Fernie Nordic Society | 88. Park Place Lodge * |
| 3. Ascent Helicopters | 45. Fernie Pets Society | 89. Patti's Party Tent Rentals |
| 4. Beanpod | 46. Fernie Pride Society | 90. Polar Peek Books & Treasures |
| 5. Best Western Plus Fernie Mountain Lodge * | 47. Fernie RV Resort * | 91. Raging Elk Hostel * |
| 6. Big Bang Bagels | 48. Fernie Snowmobile Association | 92. Raven Eye Photography |
| 7. Birch Meadows Lodge * | 49. Fernie Trails Alliance | 93. Red Tree Lodge * |
| 8. Blackstone B&B | 50. Fernie Wilderness Adventures | 94. Regional District of East Kootenay |
| 9. Bridge Bistro | 51. Flippin' Crepes | 95. Resort Tours |
| 10. Brooks Creek Ranch | 52. Freyja Kootenay Boutique | 96. Rockies Law |
| 11. Canadas Best Value Inn * | 53. Gearhub | 97. Rooftop Coffee Roasters |
| 12. Canyon Raft Company | 54. Ghost rider Motorsports | 98. Rusty Edge |
| 13. Cast Iron Grill | 55. Ghost rider Trading Co. Ltd | 99. Ski Base |
| 14. Cirque Restaurant & Vodka Ice Bar | 56. Giv'Er Shirt Works | 100. Slopeside Lodge * |
| 15. City of Fernie | 57. Griz Inn * | 101. Smokehouse Restaurant |
| 16. Claris Media | 58. Happy Cow Ice Cream | 102. Snow Creek Lodge & Cabins * |
| 17. Coal Town Goods | 59. Himalayan Spice Bistro | 103. Snow Valley Lodging * |
| 18. College of the Rockies | 60. homeFARaway | 104. Soar Studios |
| 19. Cornerstone Lodge * | 61. Infinita T-Bar & Boutique | 105. Spa 901 |
| 20. Cryptic Hive | 62. Interior Envy | 106. Sparrow Hair |
| 21. Destination British Columbia | 63. Island Lake Catskiing & Summer | 107. Spirits Cold Beer & Wine Store |
| 22. Elk River Alliance | 64. Island Lake Lodge * | 108. Stag Leap Running Co. |
| 23. Elk River Guiding | 65. Island Lake Restaurant | 109. Stanford Hotel * |
| 24. Elk Valley Snow & Avalanche Workshop / ISSW 2020 | 66. Isosceles Business Solutions | 110. Starbucks |
| 25. Elk Valley Snow Shepherds | 67. Kootenay Aboriginal Business Development Agency | 111. Straight Line Bicycle & Ski |
| 26. Elk View Lodge | 68. Kodiak Lounge | 112. Tara Hill Studios |
| 27. Enchanted Esthetics | 69. Kootenay Fly Shop & Guiding | 113. The Brickhouse |
| 28. Essential Yoga Studio | 70. Kootenay Rockies Tourism | 114. The Chopstick Truck |
| 29. Fernie & District Arts Council (The Arts Station) | 71. Legends Restaurant | 115. The Free Press |
| 30. Fernie & District Historical Society (Fernie Museum) | 72. Le Grand Fromage | 116. The Guides Hut |
| 31. Fernie Alpine Resort | 73. Lilac Media | 117. The Green Petal |
| 32. Fernie Arts Coop | 74. Lizard Creek Lodge * | 118. The Pub & Bistro Restaurant |
| 33. Fernie Brewing Company | 75. Loaf | 119. The Royal Hotel/Castleavery |
| 34. Fernie Catering Co. | 76. Lunchbox | 120. The Vogue Theatre |
| 35. Fernie Central Reservations * | 77. Marilyn Brock Realty | 121. Tightlines Lodge |
| 36. Fernie Chamber of Commerce | 78. Matt Kuhn Photography | 122. Total Outdoor Adventures |
| 37. Fernie Distillers | 79. McDonalds Restuarant | 123. Twisted Timber B&B |
| 38. Fernie Fox Hotel | 80. McKenzie Jespersen Photography | 124. Three Sisters Day Spa |
| 39. Fernie Golf Club | 81. Mountain High Adventures | 125. Timberline Lodges * |
| 40. Fernie Heritage Library | 82. Mugshots | 126. Wapiti Music Festival |
| 41. Fernie Hotel Pub & Restaurant | 83. Nevados | 127. Weir Boondocking |
| 42. Fernie Lodging Company * | 84. Nick Nault Photography & Videography | 128. Wild Nature Tours & Wildsight |
| | 85. Nonstop Adventures | 129. Willow D Enterprises – The Shuttle |
| | 86. Northern Bar & Stage | 130. Yamagoya |

* Accommodators with 4+ Units

New members for 2021! New members always welcome!

1. Fernie Pets Society
2. Mountain Addicts
3. Ride Theory
4. Untamed Fernie



Become a Member of Tourism Fernie

\$200 + 5% GST per Year

Ask about our Marketing Add-On

Email us at
members@tourismfernie.com

Financial Summary

Tourism Fernie has now completed 14 years of operation and over that time has spent close to \$8.1 million dollars executing its annual strategic plans to grow and sustain tourism. During this fiscal year accommodators began collecting 3% MRDT, including 3% collected on those with less than 4 units and AirBnB.

Tourism Fernie's original budget for 2020 planned for over \$920,000 in total revenues and over \$930,000 in expenditures. When Coronavirus began hitting the news in early 2020 it was not clear what it was and how it would impact Fernie. January and February were strong months for tourism and this continued into early March. Once the WHO declared Coronavirus as a pandemic on March 11th, then it became evident it would impact everyone around the world.

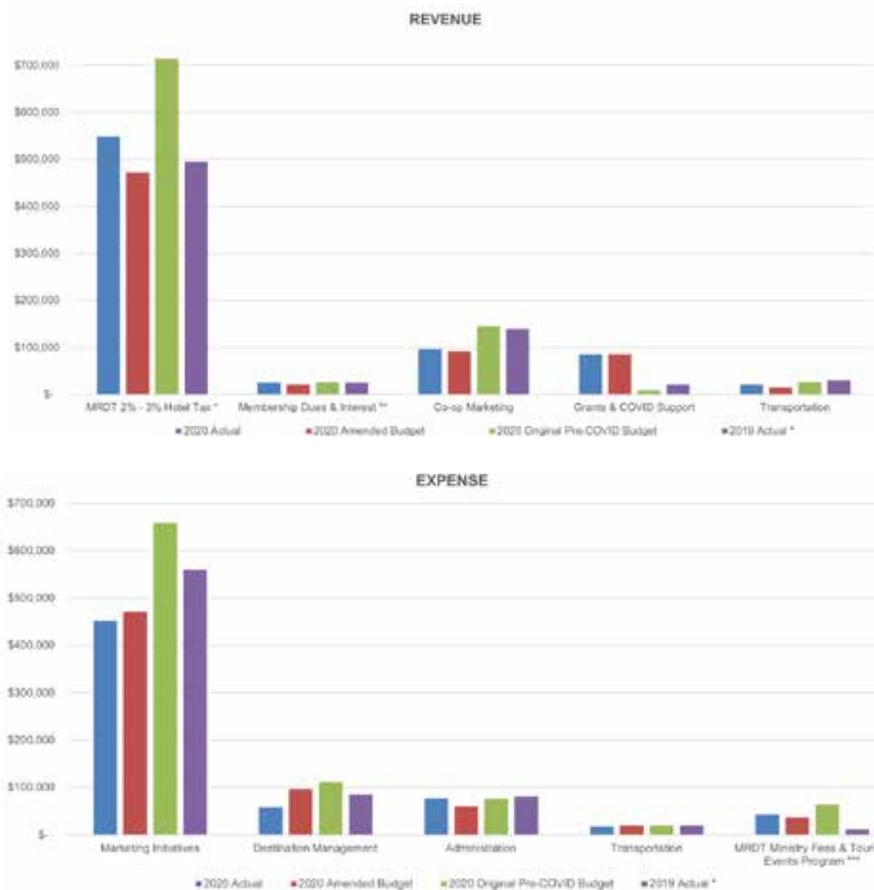
Tourism Fernie's Board of Directors meet multiple times a month throughout spring to review, forecast and pivot plans and budgets based on the information at hand. Marketing paused, most staff were put on temporary layoff and the strategic plan was changed to support members and industry through the pandemic.

For the fiscal year ending December 31, 2020, Tourism Fernie financial highlights are as follows:

- Due to COVID-19 initial budgets were decreased 40%
- MRDT revenue ended up 16% higher than the last Board amended budget in fall 2020
- Accommodation revenues 26% down from 2019
- Received \$63,400 from the province to support DMO operations through COVID-19

- Received \$21,781 in federal wage subsidies
- Received \$2,000 from Community Futures for support local campaign
- As a 3% MRDT community a portion of the MRDT is clawed back for the Province's Tourism Events Program, a funding source for communities and organizations to apply to for large events. Tourism Fernie's objective is to encourage and partner on local eligible applications once the program reopens, in efforts to regain the funds provided into the program.
- Bad debt in 2020 amounted to \$4,375. Of that \$2,178 was specific to the Fernie Museum related to unpaid invoices in 2019. The balance was from members being unable to pay their 2020 memberships (approx.. 10) due to COVID-19.

Tourism Fernie remains financially strong at the end of 2020 with \$53,062 held in a restricted GIC as an emergency operating/wind down fund and \$322,580 in unrestricted net assets. The Board of Directors have again approved a more aggressive budget for 2021 spending to utilize some of these net assets for marketing our community based on our Strategic Plan and supporting the Tourism Master Plan implementation. Focus areas of spending include recovery campaigns and growing visitation in the non-peak periods to help businesses on year-round sustainability.



2020 Audited Income Statement ACTUAL

Revenue	Revenue %	Amounts
MRDT 3% Hotel Tax	58	452,931
MRDT 3% AirBnB Tax	12	94,690
Co-op Marketing	12	96,364
Grants & Wage Subsidy - COVID Related	11	85,180
Membership Dues & Interest Income	3	25,261
Transportation / Shuttle	3	21,003

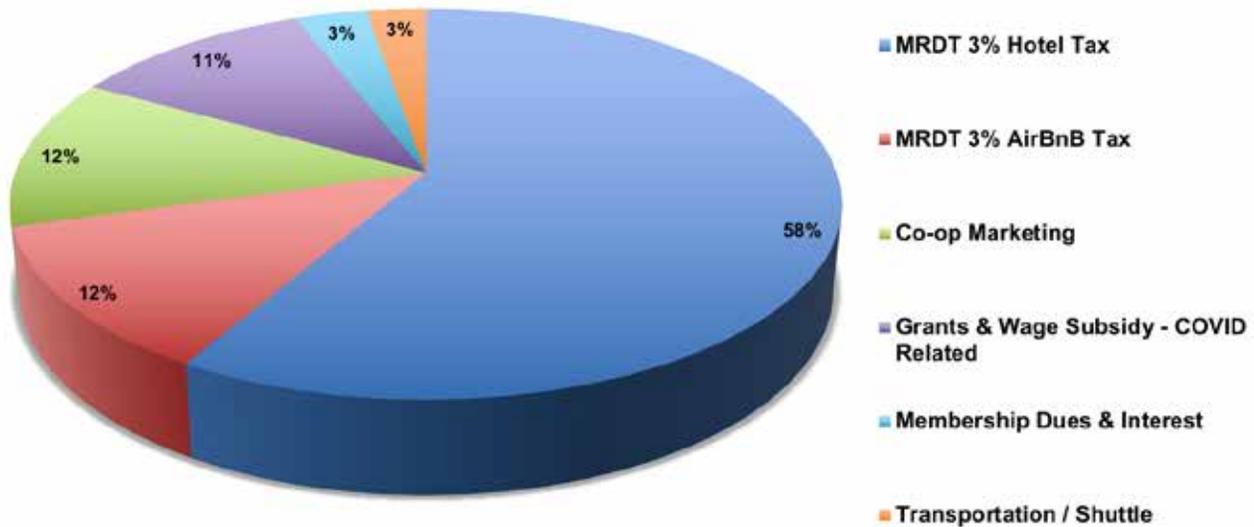
775,429

Expenses	Expense %	Amounts
Marketing Initiatives	70	452,562
Destination Management	9	58,412
Transportation (operating)	3	17,826
Administration	12	77,757
MRDT Ministry Fees	1	6,540
MRDT Provincial Tourism Events Program	6	36,090

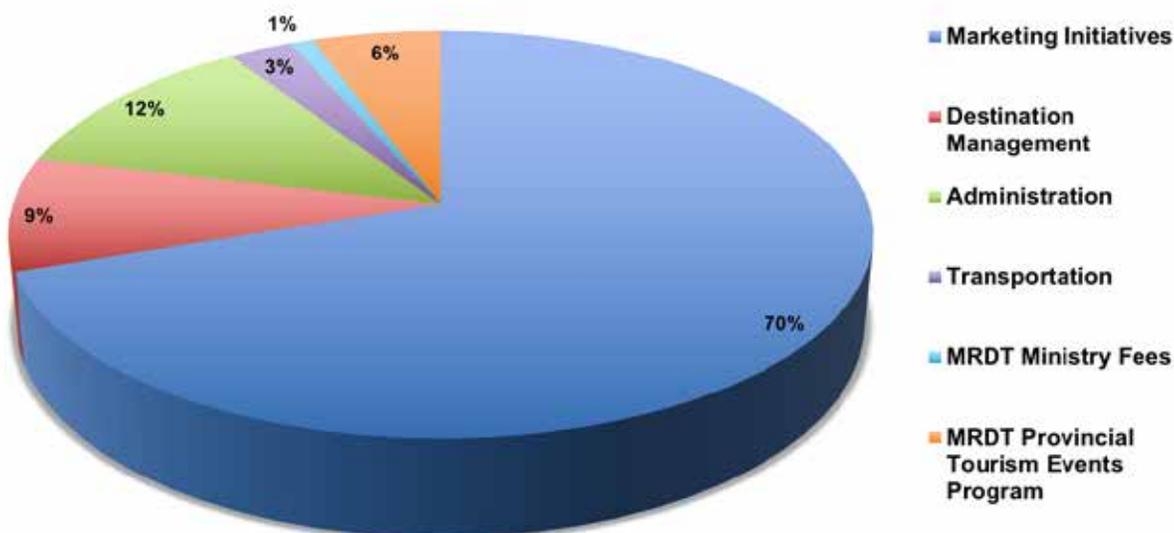
649,187

**Excess of Revenues over Expenses
126,242**

Revenue



Expenses



2021 Budget - January to December

Revenue	Revenue %	Amounts
MRDT 3% Hotel & AirBnB Tax	72	610,000
Co-op Marketing	19	159,000
Grants (Marketing & Destination Management)	4	36,000
Membership Fees	2	21,000
Transportation	3	27,000

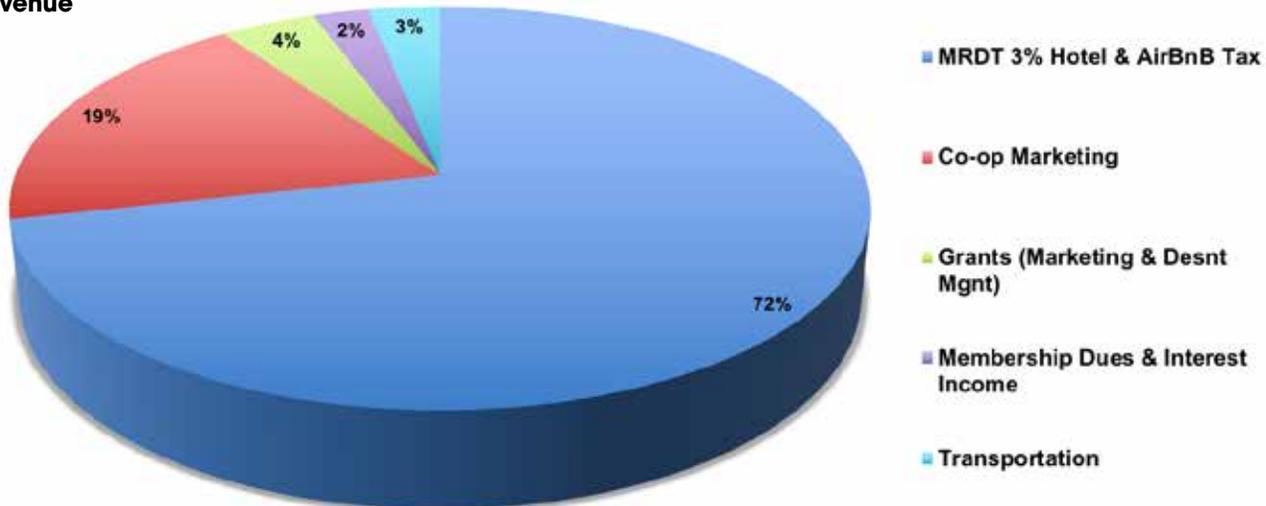
853,000

Expenses	Expense %	Amounts
Marketing Initiatives	70	688,800
Destination Management	17	163,000
Administration	6	59,000
Transportation (operating)	2	16,200
MRDT Fees & Tourism Events Program	6	56,000

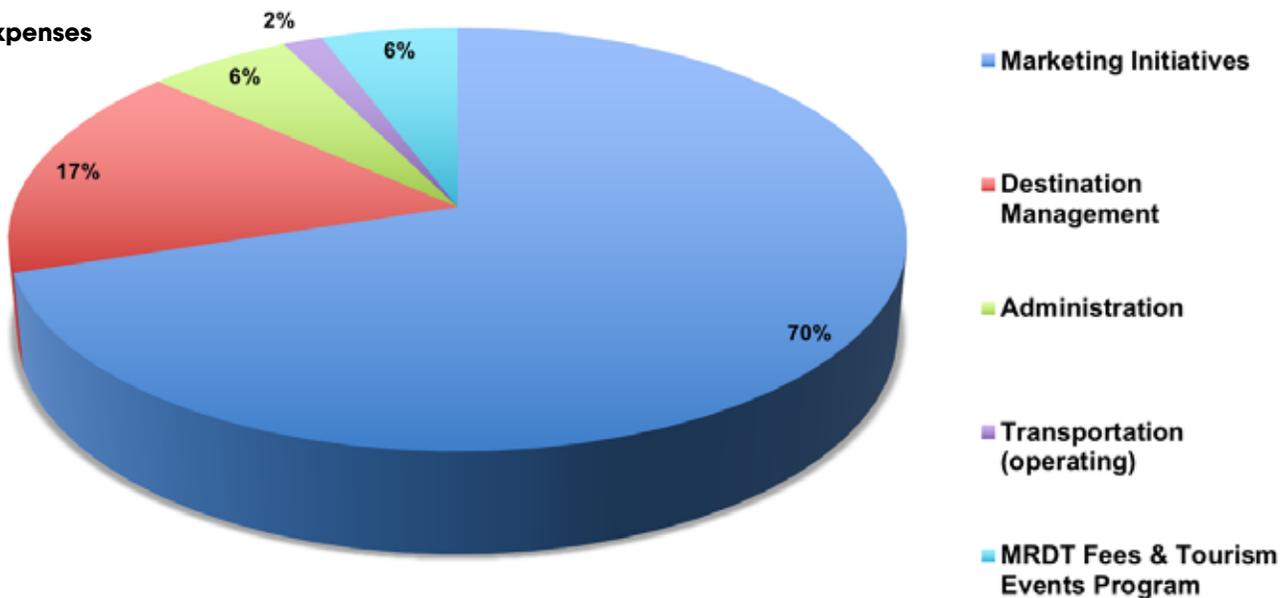
983,000

Planned Funds from Reserve/Surplus (130,000)

Revenue



Expenses



Fernie Accommodation Revenues

In 2020, total Fernie Accommodation Revenues, based on the MRDT data, decreased by 26% compared to 2019. January to mid-March were strong for tourism in Fernie until the WHO declared the COVID-19 pandemic and the province placed multiple orders and restrictions on travel, gatherings and business. At that time leisure travel came to a halt globally and any travellers immediately worked to return home.

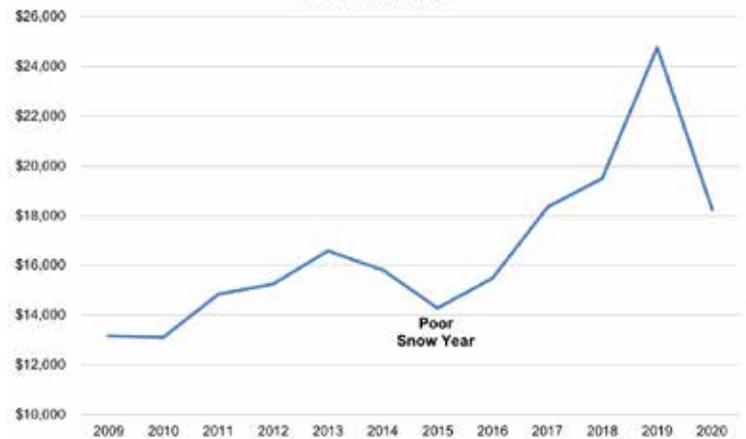
As businesses and accommodators slowly reopened with COVID Safety Plans in place essential/corporate travel partially resumed. It wasn't until June 24, 2020 when BC entered Phase 3 of the COVID-19 Restart Plan which allowed for non-essential/leisure travel within BC and, thanks to strong advocacy efforts, inter-provincially. As shown in the Monthly Accommodation Revenues Chart, a rebound began as travel restrictions eased and visitors, who were comfortable with travelling during a pandemic, returned to Fernie. September resulted in the strongest ever on record and that trend continued into November until travel restrictions returned again due to the 2nd wave.

It should be noted, and as shown in below % Change Accommodation Revenues Chart (source BC Stats/MRDT), that compared to other key destinations in BC Fernie fared the best through the months of March to October 2020 (BC Stats was only showing data to October at the time of this report). This is attributed to multiple factors including:

- Fernie being a type of destination visitors were looking for during the pandemic – wide open spaces and fewer faces, inspiring, clean, outdoor oriented, welcoming.
- Having a strong brand and position in the marketplace over the past many years.
- Strong essential/corporate travel business.
- Marketing effectively and working to advocate for AB through the pandemic.
- Strong community of businesses with exceptional experiences, service and quality relationships with their customer base.
- People still travelling during the travel advisory restrictions.

Fernie Accommodation Revenues - (\$000)

Source: Fernie MRDT

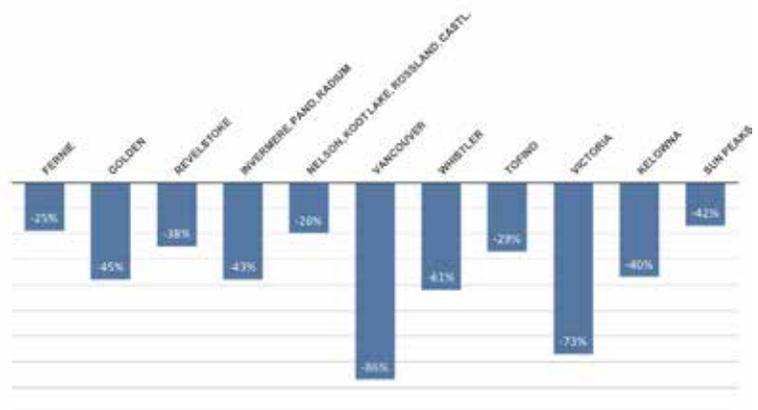


Fernie Monthly Accommodation Revenues (\$000)

Source: BC Stats/MRDT



% Change Accommodation Revenues
March - October 2020 vs 2019

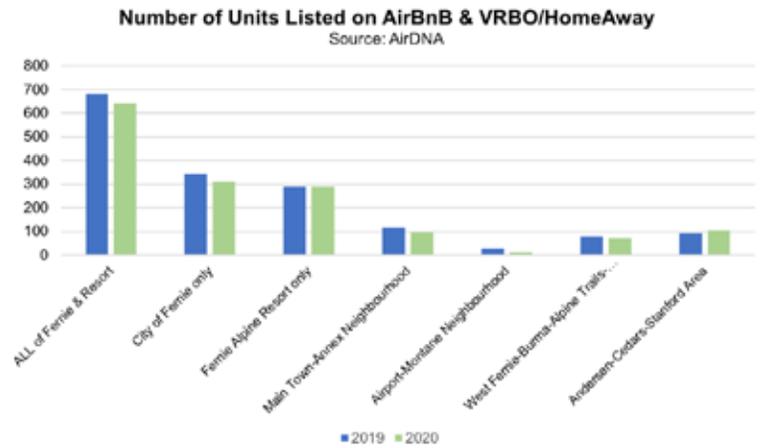
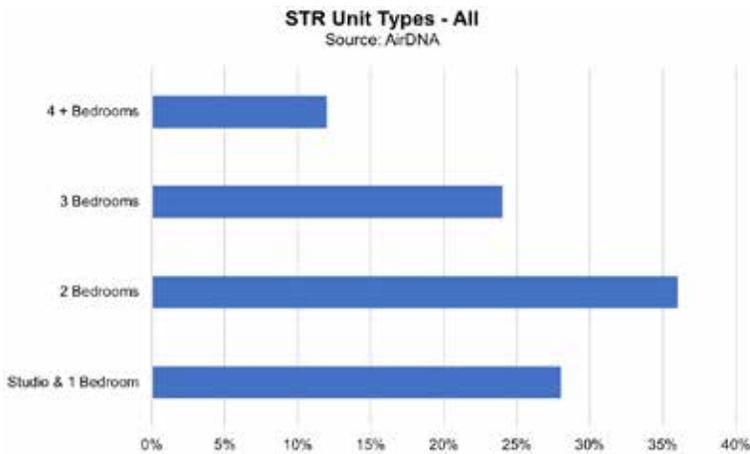
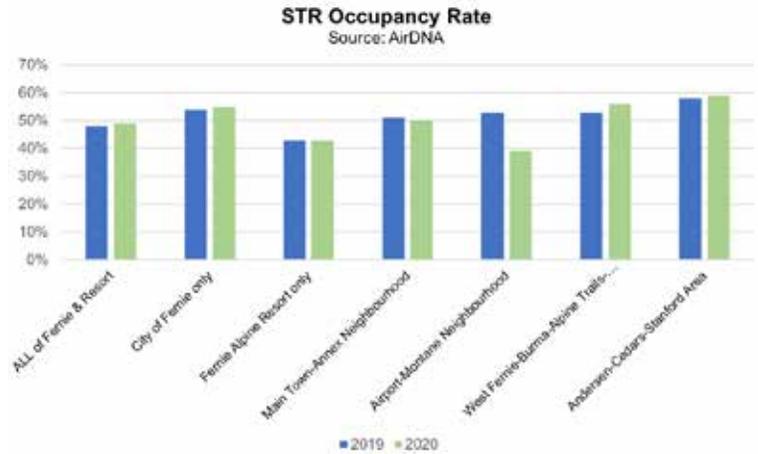
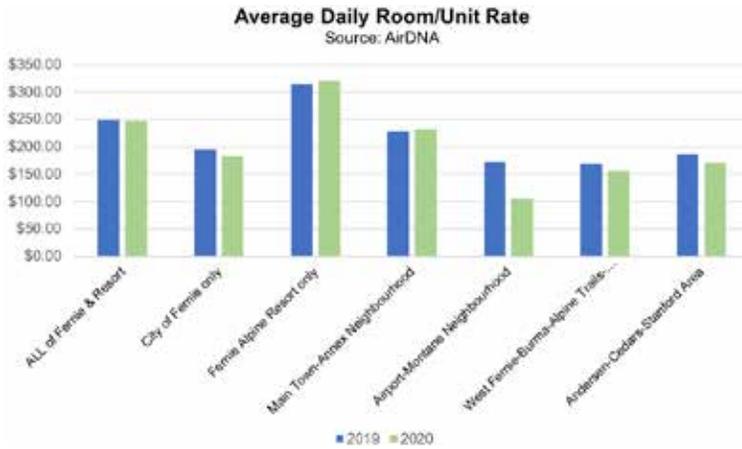


Short Term Rentals (STR) in Fernie

Short term rentals are described as furnished, primarily self-contained apartments or private homes, that are rented for short periods of time (less than a month) by local residents, second homeowners and some local commercial accommodators via online platforms such as AirBnB, VRBO and HomeAway.

Starting the end of 2018, MRDT started to be collected on STRs either through the online platform or directly by the owner if they were booking their units on their own website or booking system.

In 2018 there were 486 units available, in 2019 there were 513, in 2020 there were 683. Of these, the number of STR units in town was 344 and on-mountain was 291. As a comparison, traditional accommodations in Fernie total approximately 850 units, though again some traditional accommodation units are also listed on AirBnB and VRBO as a sales platform. The following data is from AirDNA.



Message from the Executive Officer

What to say about 2020...

Tourism in Fernie started 2020 like a gallivanting mustang mingling with excited visitors enjoying the winter season. Fernie, BC and even Canada was on track for the best tourism year ever. But far off in a corner of the world there were rumblings of a virus. Canada saw its first case the end of January, then so did BC, but we were all still enjoying life, travelling, not paying too much attention to the fact that it would impact us. In early March 2020 I attended the BC Tourism Conference in Victoria and the COVID situation quickly infiltrated all sessions. As delegates we carried hand sanitizer and swapped handshakes for elbow taps joined with an awkward chuckle as we still were unaware of what was to come. A week later the WHO confirmed Coronavirus as a pandemic, and a week after that ski resorts shut down for the season and all travellers shorten their trip and immediately went back home. A fight for understanding and survival started and still continues.

At Tourism Fernie we have been doing our hardest, our best, to help our local tourism industry and our community. It has been gut-wrenching to see the impacts of orders and restrictions on local businesses, our members, on local residents. To see big events and festivals swiped off the calendar. To see ISSW2020, a massive conference in the works for years that was to bring millions of dollars of revenues into the community, forced to be held virtually (amazing job of that BTW). It has driven us at Tourism Fernie to ensure we continued to do the right thing for the future of tourism in our community. And, boy...have I been inspired and humbled along the way by the determination, perseverance, willingness to adapt, the glass-half-full optimism and community support that has come out of this.

Fernie has changed. It has not been unscathed through this. But...there is opportunity and a light. Tourism is the most resilient industry. People will never stop traveling. Tourism will fully rebound and then some. 2020 showed us this in spades when travel opened and even when it was under restriction many still came. Fernie is a destination people desire, and even more so now.

The key for Tourism Fernie has been to stay focused on the priorities of supporting our local sector through the pandemic as evident by our updated goals for the year. We pushed government on the needs of our industry. We pushed government on the importance of Alberta. We pushed government to fix challenges with business relief programs and to extend other programs. We did much of this in partnership with the Fernie Chamber of Commerce. We kept our target audiences inspired and informed. We were ready when travel opened and welcomed everyone with open arms...safely. We were respectful of our community's needs and worked alongside our partners – the City, the Chamber, the businesses. We also managed to launch the Tourism Master Plan in the height of it all and were recognized for it with the Spirit of Fernie Award and being a finalist for the BC Destination Marketing Organization Award.

But the fight is not over, and Tourism Fernie will not give up in supporting the recovery of our visitor economy. Fernie's 2020 accommodation revenues ended up down 26% compared to 2019 and we outperformed most destinations in BC. Let's continue to keep all eyes on the future. Let's continue to work together for tourism's long-term recovery and sustainability.

Jikke Gyorki

Executive Officer





Image Credits: Vince Mo, Matt Kuhn and Nick Nault

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.



GOAL: Support members and tourism sector in COVID-19 response, sustainability, adaptation and recovery

Strategies:

- To collaboratively support tourism businesses with quality information and tools in aiding their path to opening, readiness and recovery.
- To align messaging and timing with local stakeholders.
- To create awareness that Fernie is open for tourism based on provincial/local health directives, tourism product availability and capacity.

Key Actions Taken

- Hosted/led/participated in over 25 local industry and accommodator Zoom meetings that provided COVID, industry support, local action updates.
- Developed Local COVID & Travel Updates page on website to provide up-to-date information to travelers, key markets and local tourism sector.
 - <https://tourismfernie.com/news/coronavirus-covid-19>
 - Received over 35,000 page views in 2020.
- Tourism Fernie Board of Directors met on Zoom every 1-2 weeks (March – June) and every 2-4 weeks (late June to end of the year) to review evolving COVID situation, adjust plans and budgets, and develop actions to support industry, the community and the organization.
- Temporarily laid-off staff in April, May & June to adjust to forecasted budgets. Applied for CEWS, federal wage subsidy program for 3 months.
- Received \$63,400 provincial government COVID grant in May to support continued DMO operations and local industry support as MRDT revenues declined
- Media interviews locally and regionally on state of tourism in Fernie and impacts of COVID-19 and provincial travel restrictions. Includes radio interviews with CBC's Chris Walker and Bob Keating.
- Sent email and newsletter updates to members and industry once-twice a month with status reports, actions, sharing business support information in partnership with the Chamber, travel messaging details and marketing updates.
- During spring 2020 participated in the Mayor's Economic Recovery Task Force along with the Chamber, Fernie Alpine Resort and a few local business owners and Gerri Brightwell from EcnDev division of the Ministry of FLNRO.
- Worked weekly with Province, tourism industry, City, and Chamber to support local tourism industry sustainability while supporting COVID restrictions and messaging alignment.
- Led a regional initiative directed to the Premier to address the lack of support and understanding for tourism, Alberta visitors and out-of-province visitation.
 - Saw immediate action by Premier via news conference that Albertans were welcome safely in time for travel to open in June.
- Developed in March 2020, in partnership with the Fernie Chamber of Commerce a **Local Businesses OPEN** list that was updated daily and posted to help address local questions of what is open, and additional details, to support local businesses.
- Created local downtown COVID Safety sandwich boards in partnership with City and the Chamber to support joint messaging and encourage supporting local businesses.
- Executed a Support Local campaign to encourage locals to support businesses and have a Fernie Staycation.
- To support the provincial government's demands on the BC ski industry and ensure no closures of the ski resorts, Tourism Fernie developed **www.FernieStrong.com** website and **#SquishItFernie** and **"Be Like Bill"** campaign to communicate COVID-19 information and safety to locals when ski towns were seeing an increase in COVID cases due to social gatherings and multi-person housing situations. The initiative was praised by local stakeholders and the local physician's association, and by Canada's West Ski Area Association (CWSAA) and the province. As a result it was duplicated for CWSAA by Tourism Fernie under **www.SkiBCStrong.ca** and the use of 'Be Like Bill' messaging.
- Developed a **Where to Dine & Drink in Fernie** information flyer to easily show locals and visitors what's open, what restaurants have take-out/delivery/dine-in options. Many people wanted an easy way to find this information.
 - <https://tourismfernie.com/news/where-to-eat-drink-during-covid>
- Created Fernie branded masks to promote safety and a coordinated community effort. Sold through Visitor Centre and direct to local businesses and organizations at cost.
- Addressed hundreds of inquiries/comments from travelers, locals and loyal visitors seeking local and travel updates, providing support to current messaging, asking how to support local.
- Supporting local 2nd homeowner visitation while providing details on how to visit safely.
- Produced a **"Welcome Back"** video working with local businesses to support the reopening of travel messaging and marketing. This video was recognized by the provincial tourism association amongst others as a great positive marketing messaging
 - <https://youtu.be/loWJ7iCxxbs>



**2020 Road to Recovery
Readiness & Marketing
Spring – Summer - Fall**



EXPLORE FERNIE... LATER.
Like you, we're passionate about exploring. But now is not the time to travel.
Help #stopthespread



EXPLORE FERNIE... SOON.
BC is successfully flattening the curve. Let's keep it up! Current provincial advisory is still to avoid non-essential travel for early June. Fernie will be ready mid June!
#stopthespread #ferniestoke #exploreferniesoon

☰     **THE FREE PRESS**



EXPLORE FERNIE... NOW!

Tourism Fernie launched a number of initiatives to promote local tourism. Photo Submitted

Tourism ramps back up in the Elk Valley

Heading into phase three, Tourism Fernie kicks off various initiatives supporting local businesses

SORANNE FLOAREA / Jul. 3, 2020 2:30 a.m. / LOCAL NEWS / NEWS

Filter News & Updates Filter Options



Fernie Welcomes Visitors SAFELY & COVID-19 Local Updates
Wednesday - November 4, 2020
Fernie welcomes visitors including out-of-province visitors, but safely, please read below. BC, and Fernie, is allowing visitors to travel to BC from other Canadian provinces, but safely. The Canada-USA border is closed to all non-essential travel until at least November 21, and may potentially remain closed through the winter season. International/Overseas visitors for leisure travel purposes is also not permitted at this time. Anyone traveling to Canada for Essential Travel is required to quarantine for 14 days. More details. Since the pandemic started, as per the BC CDC, cases in the East Kootenay region have tripled. All current cases are linked to it. Recently the BC Government has put an "order" in place to limit private gatherings in your home (smaller and no more than 6 more (your safe 6). Read More >

Combining Safety & Service!
Your well-being is top of mind in Fernie. Local attractions and businesses have worked hard to reopen with the safety of their customers and staff of utmost importance while ensuring a high level of service and a great experience.
Check out our Photo Blog of local businesses showing off their new way of doing business this summer and fall.
[View Photos](#)
[Planning your Trip During COVID-19](#)



Fernie Welcomes Visitors SAFELY & COVID-19 Local Updates
Monday - September 28, 2020

Fernie welcomes visitors including out-of-province visitors, but safely, please read below.

[View images](#) of just a few of our local businesses with safety top of mind.

Dr Bonnie Henry's Play Safe

Tips on planning your visit to Fernie, BC this fall and winter.

BC is allowing both provincial and inter-provincial travel. BUT, we must all **travel SMART** and be respectful of local safety and business procedures. The **Canada-USA border** is still closed to all non-essential travel until at least the end of September, and is expected to remain closed through the fall season. Please expect and respect the new safe ways of experiencing Fernie this summer and fall. Businesses are open again, however with guidelines, new hours and procedures in place, please adhere to signs.

We all love to travel and explore, and tourism is a very important industry for our community, so please feel free to contact us in your trip planning.

To ensure the stop of spreading any cold, flu or viruses, including COVID-19:

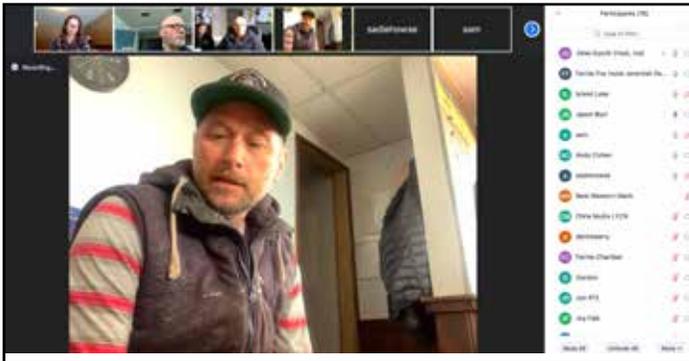
- Practice social / physical distancing - Stay 6 feet away from those not within your family or travelling unit.
- Keep gatherings small - 6 adults or less, especially indoors, and stay apart from other groups.
- Wear a mask when you can't do proper distancing (limited local supplies, bring your own please)

 **Fernie BC** posted a video to the playlist **#ferniestoke original series**.
Published by Jikie Gyorki - Executive Officer • 26 June 2020 •

A few of our local businesses wanted to share a quick welcome message to you. Explore Fernie this summer and fall, book your stay today.
www.ExploreFernie.com
Freya Kootenay Boutique Elk River Guiding Company The Guide's Hut Canyon Raft Company Fernie Brewing Company Fernie Alpine Resort The Chopstick Truck SPA 901 Fernie BC Destination British Columbia Kootenay Rockies-BC's Mountain Playground



38,980 People reached **3,063** Engagements [Boost again](#)



B.C.'s Response to COVID-19

Information for citizens of British Columbia about COVID-19.
Last updated: September 17, 2020

We are in Phase 3

B.C.'s Restart Plan takes a phased approach to mitigate the impacts of COVID-19

What's happening in Phase 3

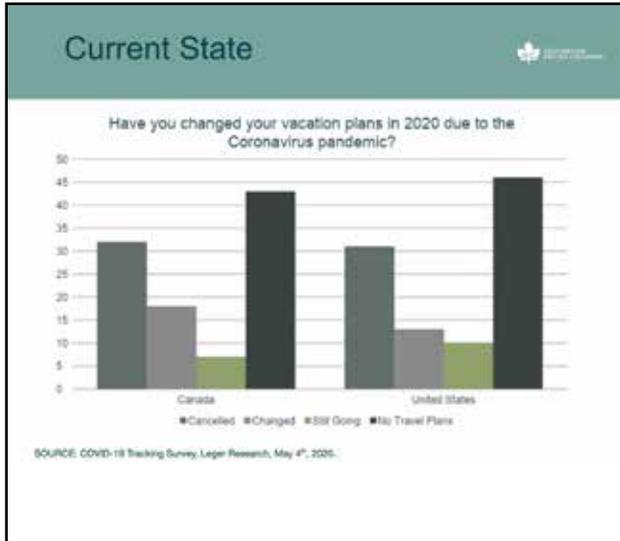
B.C.'s Economic Recovery Plan supports people and jobs

NEWS 1130 17h

UPDATE: Non-essential travel is being encouraged within B.C., including visitors from outside the province, as the premier announced the next phase of his government's restart plan Wednesday.

© NEWS 1130 · 3 MIN READ
Non-essential travel allowed as B.C. enters Phase 3 of Restart Plan - N...

612 230 Comments 362 Shares



ABOUT TOURISM FERNIE MEMBERSHIPS UPDATES ANNUAL REPORTS

Corporate Newsletter

#FernieStrong

Tourism Fernie Update to Members & Stakeholders

With the current travel restrictions in BC and now in AB there is no doubt our industry and each of you are facing a very challenging time. There is no precedent for what we are dealing with. Yes we encountered restrictions in spring, but much of that took place during a quieter time of year. Now we face restrictions over one of our peak seasons.

June 16, 2020

Office of the Premier
The Government of British Columbia
West Annex Parliament Buildings
Victoria, BC V8V 1X4

To The Honourable John Horgan, Premier of British Columbia,

On behalf of the tourism businesses and industry in the Kootenay region of BC, we are writing to express our concern about the reopening plan and the limited understanding, response and support by the BC Government in addressing our critical and unique needs.

As a rural part of the province that is heavily reliant on tourism, most specifically from Alberta, and serviced by small and medium sized enterprises, the current plan addressing reopening and COVID-19 are not adequate and is causing our industry to feel unheard and in distress.

Below represents a list of issues and proposed solutions. We would appreciate your response.

Kootenay Rockies

- 2.3 million overnight visitors, approximately 11% of BC total.
- 50% from Alberta (closer to 70% for the eastern side of the region)





Did you know?
Local jobs like Kodak Lounge are open for business. Ask about their COVID shot ski!

Support & Shop Local. Have a Fernie Staycation.



Winter is here and Fernie's local businesses and tourism industry continue to adapt to the COVID-19 pandemic. Shop locally and support local sustainability for the long-term. Be a tourist in your own town.

Be Kind. Be Safe. Follow COVID Health Directives.



Did you know?
Local spa providers like Three Sisters have extensive protocols in place. Pamper yourself safely!

Support & Shop Local. Have a Fernie Staycation.



Winter is here and Fernie's local businesses and tourism industry continue to adapt to the COVID-19 pandemic. Shop locally and support local sustainability for the long-term. Be a tourist in your own town.

Be Kind. Be Safe. Follow COVID Health Directives.

tourismfernie.com | ferniestrong.com | #ferniestoke | #supportlocal

Fernie BC
Sponsored

Have to say...how amazing our local businesses and dining establishments have been creatively opening back up with everyone's safety top of mind. There's a new way of doing business in town, be sure to show your support by doing business with Kootenay Rockies-BC's Mountain Playground Destination British Columbia





Le Grand Fromage | Cheese Of The Month Club

Big holla to all you cheese lovers out there! Le Grand Fromage has been satisfying our fondue and raclette cravings in Fernie for years now. Pay it forwards to your love ones with the gift of cheese.

Le Grand Fromage's 'Cheese of the Month Club' allows members to collect a package of three cheeses (3x 200g) specially selected from local and international producers each month. 3 & 6 month memberships are available and cost \$100 & \$180 respectively.

[ORDER ONLINE >](#)

Fernie BC is feeling happy.
Published by Jikke Gyorki - Executive Officer 17h · 48 mins · 4

Missing Fernie? Here are 12 great local options to bring a piece of Fernie into your home.
<https://tourismfernie.com/blog/fernie-online-shopping>
Kootenay Rockies-BC's Mountain Playground Destination British Columbia




1,031 201



Fernie BC
BRITISH COLUMBIA

Helping Flatten the Curve
#SquishItFernie

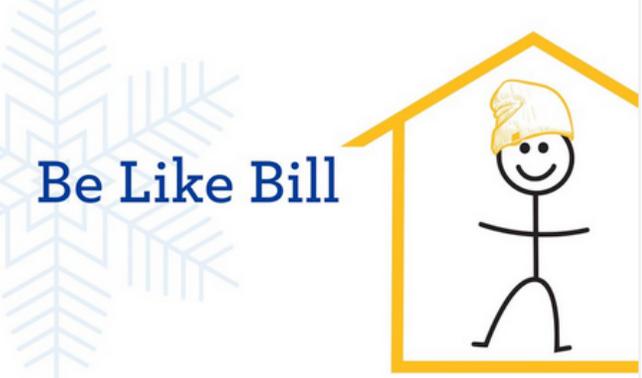
Let's flatten that local curve! #SquishItFernie

COVID-19 is in Fernie. Our community is important. We don't want to see locals in ICU or lose the ski season. We must all do our part to keep everyone healthy and safe. Need to know how? Scroll below for all the details and how to find local support.



Canada West Ski Areas Association
February 8 at 11:10 AM · 🌐

This is Bill
Bill is COVID-19 Positive.
Bill knows he needs to self-isolate.
Bill does not go outside or to the grocery store.
Bill knows he can apply for federal support to help cover some of his expenses while not being able to work.
Bill is smart and respectful of the community.
Be like Bill.
<https://skibcstrong.ca/>



Be Like Bill



SkiBC Strong

Be The Reason We Keep The Season

Let's work together to be the reason to keep the season.

COVID-19 cases are throughout BC and has been slowing up in our resort towns. Our communities are important. We don't want to see people in ICU or lose the ski season. We must all do our part to keep everyone healthy and safe. Need to know how? Scroll below for all the details and how to find support. #SkiBCStrong

TIABC C-19 Bulletin - June 29, 2020

Tourism Industry Association of BC (TIABC) <info@tiabc.ca> Monday, June 29, 2020

To: Jikke Gyorki



Fernie Welcomes Visitors with New Video



With a warm welcome to both BC and Alberta visitors, tourism operators in Fernie are open for business.

EATING & DRINKING IN FERNIE - Dine-In | Pick-Up | Takeout | Delivery COVID-19 Safety Protocols in Place

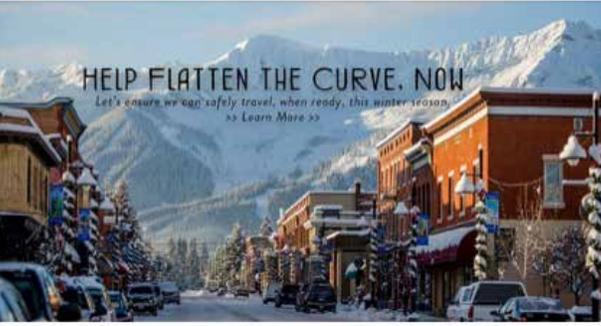
CAFES <small>Typically open morning - late afternoon</small>	Style	Location	Phone	Website	Takeout		Delivery		Online Order	
					Y	N	Y	N	Y	N
Beanpod Chocolate	Coffee & Retail	Downtown	778-519-5008	beanpod.ca	Y	N	Y	N	Y	No
Bear's Den (top of Elk Chair)	Walk-up Snacks	Fernie Alpine Resort	250-423-4655	skifernie.com	Y	N	N	N	Y	No
Big Bang Bagels	Bagels & More	Downtown	250-423-7778	bigbangbagels.com	Y	N	Y	N	N	No
Blue Toque	Brunch	Downtown	N/A	bluetoquefemier.com	Y	N	N	N	Y	No
Freshies	Coffee & Lunch	Downtown	250-423-3833	freshiesfernier.com	Y	N	N	Bread Only	Y	No
Grit Daylodge	Cafeteria	Fernie Alpine Resort	250-423-2427	skifernie.com	Y	N	N	N	Y	OpenTable App
Lost Boys Café (top of Timber Chair)	Snacks & Lunch	Fernie Alpine Resort	250-423-2448	skifernie.com	N	N	N	N	Y	OpenTable App
Lunchbox	Wraps, Soups	Downtown	250-423-4500	fernielunchbox.ca	Y	N	N	N	Y	No



Fernie BC
Published by Vince Mo · December 9 at 6:12 PM · 🌐

Like you, we're passionate about exploring but now is not the time to travel. Until January 8, all non-essential travel to and within BC should be avoided. Support local this holiday season.

Let's flatten the curve now to travel again soon. For local updates please visit: <https://tourismfernier.com/news/coronavirus-covid-19>



HELP FLATTEN THE CURVE. NOW
Let's ensure we can safely travel, when ready, this winter season. >> Learn More >>

10,545 People Reached 2,606 Engagements Boost Unavailable

👍❤️👎 150 5 Comments 40 Shares

👍 Like 💬 Comment ➦ Share 🌐

GOAL: Recover Fernie’s room revenues during pandemic to at least 55% of 2019’s room revenues through effective marketing, recovery and destination initiatives.

Strategies:

- Track tourism trends and opportunities to adapt campaigns based on target market needs and values.
- Execute effective marketing campaigns and communication initiatives that welcome visitors when ready.
- Promote overnight visitation, create booking leads for accommodators.
- Help visitors understand what Fernie’s current tourism experience is and how Fernie will/can meet their needs and concerns.
- Continue to partner on media and marketing initiatives to leverage exposure, funds and impact.

COVID-19 - The Changing Traveler

Tourism Fernie followed and participated in a variety of industry Zoom sessions to track COVID-19’s impact on consumers and prepare for the opportunities and challenges that would arise. As part of our May 2020 Road to Recovery Strategy we identified the following to guide us in our path forward with marketing.

Opportunities:

- Fernie is primarily a regional drive market, especially during the non-winter season and the regional market will be the first to bounce back. Below represents Fernie’s year-round geo-markets.
 - 14% BC
 - 58% AB
 - 13% Other Canada (SK, MB & ON primarily)
 - 8% USA
 - 7% International Overseas
- Preparing for traveler needs and trends. As per a recent Trip Advisor report:
 - Travelers are shifting to road trips or destinations that are a drive or short flight away.
 - 70% will be looking to plan and book in advance versus making a spontaneous decision.
 - 43% say they will be looking to relax and rejuvenate.
 - 38% want to make memories with family and friends.
 - 33% will be looking to escape from their daily routine.
 - 41% of travelers say lifting stay at home orders and travel restrictions is the most important signal that things are ‘returning to normal.’
- Travelers will be looking for the following which Fernie can offer:
 - Safe destinations and amenities/lodging/activities
 - Uncrowded places
 - Small towns / small tourism / road tripping
 - Nature and the outdoors
 - Quality experiences with family and friends away from the city
 - Health and wellness
- Travelers will be wanting immediate access to information to address questions and concerns related to safety measures, what’s open, etc.
- There may be opportunities to leverage marketing dollars with Destination BC and Kootenay Rockies Tourism

Challenges:

- Timing – limited clarity on when and how travel will open up and under what conditions by government. This limits ability of destination and consumers with effective planning and decision-making
- Whether the easing of travel restrictions by government will only start within BC and not allow AB or our prairie neighbours
- Status of traveler disposable income – visitor spending limitations
- Competition with other similar destinations marketing to the same audiences and being competitive in pricing (ie Banff, Revelstoke, etc).
- Availability and quality of Fernie experiences – what businesses will still be closed, which will have limited capacity, cancelled events, limited access to trails/parks/public facilities/spaces
- Will locals, 2nd homeowners fill all the capacity before short-term visitors even get here (activities, trails, restaurants, etc)
- Duration and requirements for physical distancing - ability for businesses to operate effectively and ‘in the black’
- Future waves of COVID and of more restrictive travel. Regional vs cross-border travel.
- Marketing budget available given decreases in accommodation revenues of which the MRDT revenue stream comes from for Tourism Fernie
- Lack of staff and products if summer is busier than expected
- Ability for businesses /destination to operate under restricted guidelines, and safely based on consumer needs and perceptions
- Potential for further local restrictions
- Days of carefree travel are over

Target Markets During COVID

Target audiences were driven by how and when the government eased travel restrictions. Initial easing was limited to local travel, then regional and across Canada. It was evident that US and international travel will take longer to return which directed some support to those member businesses needing to pivot to new markets.

Primary Geographic Targets

- British Columbia
 - Local
 - Kootenays
 - Interior
- Alberta
 - Calgary
 - Southern AB

- Saskatchewan
 - Saskatoon
 - Regina
- Manitoba
 - Winnipeg
 - Brandon

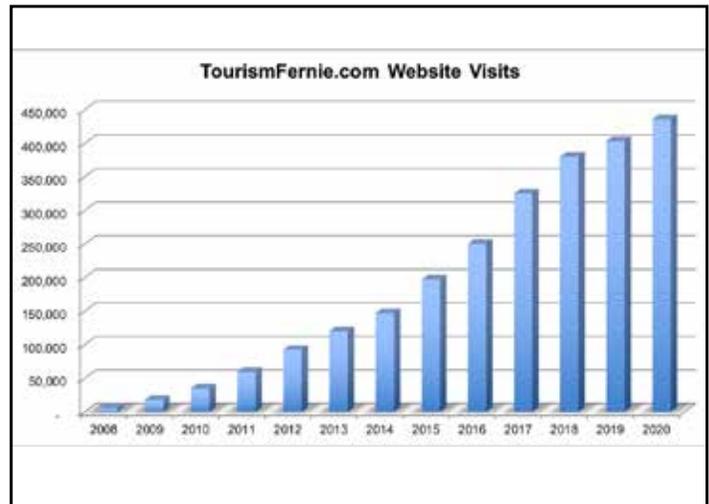
Primary Demographic Targets:

- High-Yield, Active Travellers:
- Families
- Couples
- Travelling bubbles – friends for passion-based activities (adventure, outdoors, sightseeing, culture, wellness)
- Visiting Friends & Family

Marketing Metric Highlights

Core Digital Channels:

Website Visits	435,902
Website Page Views	880,080
Leads To Member Pages	115,145
Instagram Followers	19,256
Facebook Followers	43,532
YT /FB Video Views	403,810



Summer & Fall Global TV Campaign:

Campaign Impressions	9,990,728
15 second commercials airing in BC, AB, SK & MB	
OUR BC Community Calendar Features	
Global TV Website & Social As	

Destination BC Regional Co-Op Programs:

Total Campaign Impressions in 2020	11,424,669
Regional Kootenay mountain bike, Nordic skiing, snowmobiling and zoomer campaigns	

Google Ad Grants Program

Impressions	295,465
Clicks to Website	33,995

Key Actions Taken

- Attended weekly industry Zoom meetings to stay abreast of the impacts of COVID-19 and its changes to consumer behaviour. Meetings were led by Destination BC, Kootenay Rockies Tourism and as available sessions by Tourism Industry Assn of BC, Destination Canada and industry consultants.
 - Developed an open, clear, accurate and consistent communication channel between Tourism Fernie and consumers using the website, social media and the Visitor Centre in partnership with the Fernie Chamber of Commerce.
 - Kept audiences inspired with quality content through website and social media during spring closures
 - Developed a Travelling During COVID web page and information flyer for travelers (essential and non) coming into Fernie to articulate how our community is working hard to keep them and our locals safe, and how to do ensure a positive stay in Fernie.
 - <https://tourismfernie.com/maps-travel/trip-planning-during-covid-19>
 - Developed brochure distributed through Visitor Centre and created web page to promote locally and via digital messaging all the great things to do in Fernie once travel opened in June and through fall including how to visit Fernie safely.
 - <https://tourismfernie.com/blog/top-20-summer-fernie-activities>
 - Produced a holiday video short “We Miss You” to let our fans and visitors know Fernie is here and looks forward to welcoming back visitors when ready.
 - <https://youtu.be/St5227Xm3Bc>
 - Activity brochures for the Visitor Centre and local distribution – Hiking, Biking & Snowshoeing
 - Destination BC Regional Co-op Programs
 - KootenayDirt.com | KootenayXC.com | MyKootenays.ca
 - Fernie & Elk Valley Cultural Guide | SledKootenay.com
 - Key Media & Partner Features on Fernie in 2020
 - Air Canada | Avenue Magazine | Calgary Herald
 - Fly Fisherman Magazine | Cycling Magazine
 - Forecast Magazine Film | SKI Magazine | The Manual
 - Travel & Leisure
 - On-going photo shoots to capture key experiences with staff photographer Vince Mo and annual image subscription with local photographers Matt Kuhn and Nick Nault
 - Photo shoots with member businesses adapting to COVID protocols to show off to locals and visitors that local businesses are open and have safety as #1 priority
 - Participation in BC Ale Trail Sip & Stay fall promotion
 - January Wedding Fair in Calgary – Supporting members at a multi-booth show with advertising.
- Executed 4 core digital & print marketing campaigns through the COVID-19 Pandemic when and as travel allowed.**
- **Support Local -www.FernieStaycation.com**
 - *Be a Tourist in Your Own Town*
 - Executed April thru December
 - Executed a local ad campaign with Fernie Fix and Fernie Free Press
 - Executed a digital ad campaign with contests and landing page
 - Promoting Shop Local & Shop Online through social media and blogs such as: <https://tourismfernie.com/blog/fernie-gift-guide>
 - **Summer Season – www.tourismfernie.com/summer**
 - *Welcome Back! Revive your Free Spirit, off the Beaten Path*
 - Executed June – August
 - Welcome Back Video Message with local businesses
 - Digital ads through Google, Facebook, Global TV, Avenue, IMPACT
 - Display, Video, Search, Dynamic, Remarketing, Enewsletter
 - Global TV and Shaw Spill Network summer season TV Commercial Campaign
 - City/community newspaper print ads throughout BC in co-op with Destination BC
 - Vancouver Sun, Kamloops, Prince George, Burnaby, Tri-City News, Richmond, Abbotsford, Kelowna, Victoria, Whistler, North News, Vancouver-Coast, Westside Weekly, West Kootenay.
 - Magazine ads in Rockies Annual, Kootenay Mountain Culture
 - **Fall Season - www.tourismfernie.com/fall**
 - *Experience Fall in the Rockies*
 - Executed August – October
 - Digital ads through Google, Facebook, Global TV, Avenue
 - Display, Video, Search, Dynamic, Remarketing, Enewsletter
 - Global TV & Shaw Spill Network TV Commercial Campaign
 - **Winter Season - www.tourismfernie.com/winter**
 - *Legendary Fernie*
 - Executed October – End of November
 - Joint digital Facebook & Google Ski Campaign with Fernie Alpine Resort under www.LegendaryFernie.com
 - Social Media, Google destination ad & video campaign
 - Global TV and Shaw Spill Network winter destination TV Commercial Campaign
 - Video Facebook campaign with new snowmobile video
 - Magazine ads in Avenue Magazine, Kootenay Mountain Culture, Mountain Life Coast, Mountain Life Georgian Bay, Ski Canada, Forecast Ski
 - Snowmobile ad in Saskatchewan Snowmobile Trail Map
 - Updated Fernie Travel Planner

Consumer Travel Plans



Close to Home



Not via mass transit



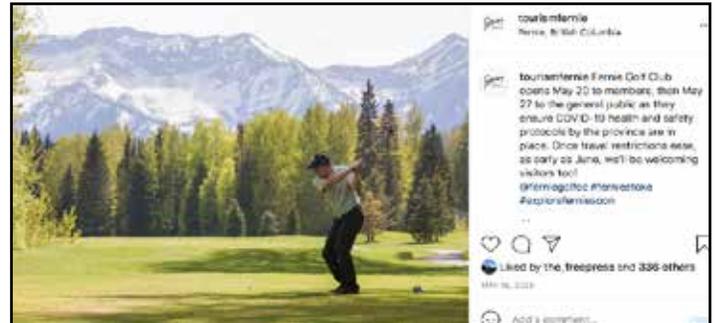
Not crowded locations

Travel Motivators

- Wellbeing and health
- Luxury
- Adventure-seeking travellers
- VFR/family travellers
- Passions-based travel: golf, fishing, wine, touring, skiing

Activities

- Road trips/touring including camping, RV-ing
- Nature-based activities
- Winter activities especially ski
- Potentially city-stays in BC including local nature-based activities, food & drink
- Clearly, no cruise, meetings & conventions, festivals and events for a long time



Fernie BC
Published by Jikke Gyorki - Executive Officer · May 17, 2020

Set against the peaks of the Canadian Rockies, Fernie's pristine waters, freestone rivers and clear lakes make it one of the most stunning and productive dry fly destinations in the world. Plan your future trip <https://tourisfernien.com/activities/fly-fishing> #explorefernienlocal #fernienstoke
Destination British Columbia Kootenay Rockies-BC's Mountain Playground





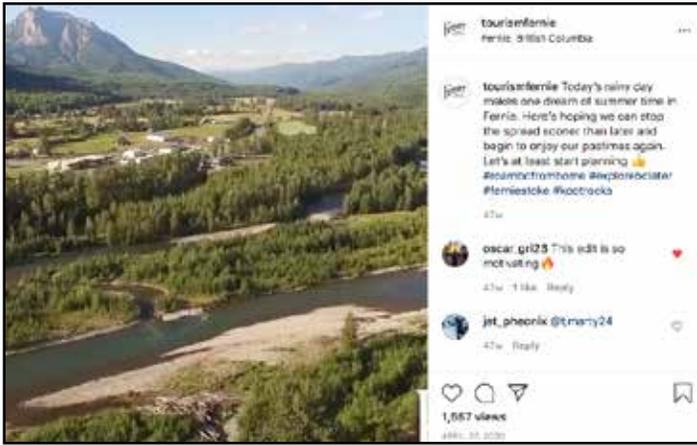



29,543
People Reached

3,857
Engagements

Boost Again





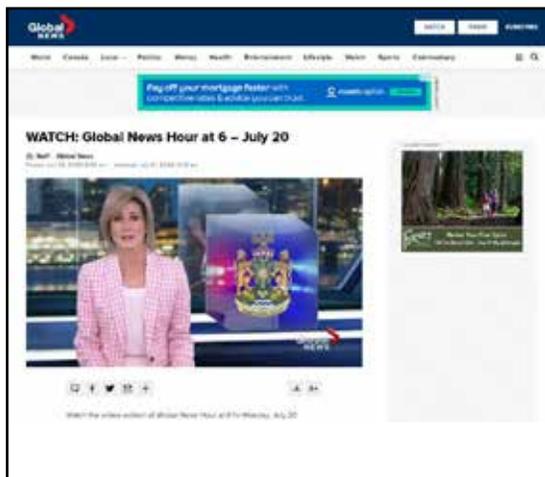
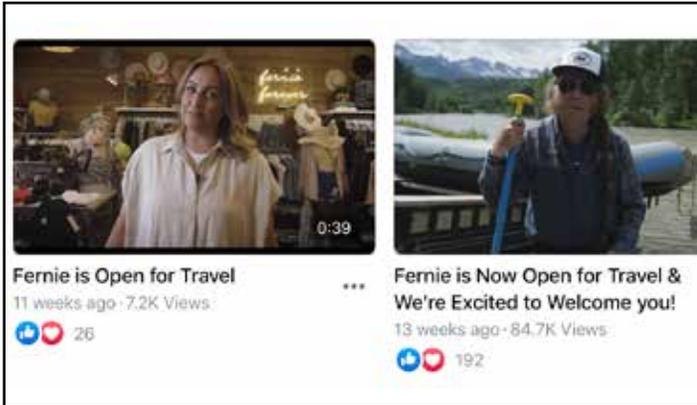
Support Local. Have a Fernie Staycation.



Businesses in our community have worked tirelessly to reopen safely for staff and customers. BC has been successful in flattening the curve and we are all striving to keep it that way. Local attractions, activity operators and guiding companies, accommodations, shops, restaurants and wellness providers welcome you to Support Local. Experience Fernie by being a tourist in your own town this summer.

Enter to Win a Local Staycation! Visit FernieStaycation.com

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





20 Things to Do in 2020

Visit TourismFernie.com to learn more.

1. Visit Historic Downtown lined with century old heritage buildings, shops, restaurants, cafes, patios and attractions.
2. From mild to wild! Take a guided scenic river float or exhilarating whitewater adventure.
3. Experience fly fishing for cutthroat or bull trout on the freestone Elk River.
4. Take a nature walk or easy hike! Choose from the trail along the river in town, or hike to Fairy Creek Falls, explore Mt Fernie Provincial Park, the Old Growth Forest by Island Lake Lodge or see the Ancient Cottonwoods just south of town.
5. Ride Fernie's extensive mountain bike trails. Need a ride? Rent a bike from one of our local bike shops.
6. Relax and pamper yourself at one of Fernie's spas, book a yoga session or get a sweat on at a spin or fitness class.
7. Hit the links or driving range at Fernie Golf Club.
8. Sample local brews at Fernie Brewing Company, taste local spirits at Fernie Distillers, and savour local roasted coffee at Rooftop Roasters.
9. Visit Beanpod for a taste of artisan chocolate and learn about the bean-to-bar process.
10. Spy on local birds as you self-explore parks and trails. Pickup the Birding & Wildlife Viewing brochure at the Visitor Centre.
11. Cool off at the Splash Park, Maiden or Surveyors Lake.
12. Enjoy a scenic chairlift ride at Fernie Alpine Resort, enjoy their viewing platform, Nature Centre, or book a guided hike.
13. Sightsee, hike, canoe, dine and spa at Island Lake Lodge.
14. View local works of art along Fernie's Art Walk or take a self-guided Heritage Walking Tour.
15. Enjoy tennis, baseball or disc golf at James White Park or family fun at the Dirt Jump Bike Park and Rotary Park Playground or try pickleball at Max Turyk courts.
16. Learn how to paddle board or rent one from a local shop.
17. Hike the epic trails including Mt Fernie, Heikos Trail, Mt Proctor and The Three Sisters.
18. Get your adrenaline rush at Fernie Alpine Resort lift access bike park. They have easy trails and private bike clinics too!
19. Visit the local Fernie Mountain Market every Sunday.
20. End each fabulous day on one of Fernie's local patios.












Tips & Info While Visiting Fernie during COVID-19

Welcome to Fernie! We are excited and prepared to have you visit this summer. Together we can have fun and stay safe as we respect the provincial health and physical distancing recommendations and guidelines. #FernieStoke

For more information please feel free reach out:
 Visit www.tourismfernie.com
 Fernie Visitor Centre on Hwy 3 East of Town
 Open Daily 9am - 5pm
 Phone: (778) 519-0748 or Email info@tourismfernie.com

Know Before You Go. Be Safe. Be Kind. Have Fun.

Here's what we are doing to protect you:

- All accommodators, activity providers, restaurants, shops and stores have implemented provincially approved guidelines for safety, cleaning and physical distancing to keep staff and visitors healthy while enjoying their experience. If you have questions ask a business directly about how they are helping to keep everyone safe.
- Review our specific COVID-19 web page with regular updates on travel, business hours and more at: <https://tourismfernie.com/news/coronavirus-covid-19>
- Signage throughout the community provides helpful information and guidelines.
- We are available for any questions or concerns by using the above contact details.

Here's what we are asking from you to ensure your safety and a great experience:

- Please adhere to physical distancing (6 feet) between anyone outside of your family or traveling unit. This is important indoors and outdoors including on trails and in parks. If physical distancing is difficult to do than we recommend wearing a mask.
- Wash your hands frequently.
- Please read and adhere to local signage.
- Safety guidelines have reduced the number of customers businesses can cater to at any given time. Some businesses, such as restaurants, have times when they are busier vs less busy within a given day or day of the week. Consider calling ahead to confirm space or availability. Many restaurants and stores offer delivery and pick-up/take-out services.
- Book activities in advance and ask about adjusted offerings and procedures.
- When adventuring please play safe and stay within your limits.
- Please keep your dog on leash throughout town, on community trails and in local parks. There is an off-leash dog area on 13th Street just past the Fernie Recycle Depot.

**We thank you from the bottom of our hearts for your courtesy.
We hope you enjoy your stay in Fernie!**





Revive Your Free Spirit
Off The Beaten Path - Stay & Play \$80/night





Revive Your Free Spirit
Off The Beaten Path - Stay & Play \$80/night





Revive Your Free Spirit
Off The Beaten Path - Stay & Play \$80/night

Hiking the Canadian Rockies | Fernie BC | Plan Your Adventure Safely

www.tourismfernie.com/hiking

Where small town charm meets adventure in the heart of the Canadian Rocky Mountains. Fernie has an abundance of hiking trails from high alpine to easy river walks and more!

Accommodation Specials | Fernie BC | Relax, Play & Escape, Safely

www.tourismfernie.com

The perfect season to getaway and enjoy fall colours, activities and relaxation. Save by booking direct and with our fall packages and offers.

**4 Wilderness Hikes
in Fernie That Will
Take Your Breath
Away**

FERNIE, BC

Fernie BC
Sponsored · 🌐

It's time to revive your free spirit, off the beaten path. A destination unlike any other. Where your well-being is top of mind.

TOURISMFERNIE.COM
Plan Your Trip Today
Fernie is Now Open for Travellers

Like Comment Share

Fernie BC
Sponsored · 🌐

It's time to revive your free spirit, off the beaten path. A destination unlike any other. Where your well-being is top of mind.

Now Open for Travellers
Find your perfect ...

Like Comment Share

Fernie BC
Sponsored · 🌐

With a diversity of accommodation options in Fernie, you are bound to find what ...See More

Island Lake Lodge
B&B from \$192/night

Griz Inn
Save 20%

Dana Dube and 6... 1 Comment 3 Shares

Like Comment Share

Fernie BC
Sponsored · 🌐

Photo Epic

20 Summer Activities in Fernie for 2020!

Explore Fernie's diverse landscape and enjoy the best of both worlds. From hiking to mountain biking, there's something for everyone in Fernie. Discover the beauty of the Canadian Rockies and the heart of the Canadian Rockies.

Like Comment Share

Fernie BC
Sponsored · 🌐

It's time to revive your free spirit, off the beaten path. A destination unlike any other. Where your well-being is top of mind.

In the Heart of the Canadian Rockies

ExploreFernie.com | #ferniestoke

Fernie BC
Sponsored · 🌐

It's time to get out and revive your free spirit in Fernie, B.C. A destination unlike any other, with adventure like no other.

ExploreFernie.com | #ferniestoke

Fernie BC is in Fernie, British Columbia
Published by Voice Media · September 29, 2020 · 🌐

You can't miss the art scene in Fernie. Yes, we literally mean it. It's HUGE. <http://www.fier.com>

'All Kinds of Beauty', by Michael Hepler Art on Historic Downtown Fernie | Sept 29th 2020

6,631 People Reached 512 Engagements

Boost Again



Experience the Canadian Rockies,
Fernie Style.

Small Town Charm. Big Mountain Adventure.

Fernie, British Columbia is a quaint historic town with a laidback vibe that's completely surrounded by the majestic Canadian Rocky Mountains. Just south of Banff and Calgary along Highway 3, Fernie offers the perfect mix of things to do for fun, relaxation and outdoor adventures. Stay in one of Fernie's many lodging options while you discover endless trails for hiking and biking, explore Historic Downtown and indulge in the local culture, cuisine and nightlife, rightness for epic views and wildlife, and immerse yourself in river rafting, mountain biking or fly fishing. You'll love Fernie's small town charm and genuine hospitality. Join us spring, summer or fall season for a remarkable travel experience.

TourismFernie.com | #FernieStoke | @tourismfernief



FLY FISHING IN FERNIE BC



FishFernie.com





[#ferniestoke](#)

Photo credit: Mike McPhie



 **FERNIE**
Experience The Best Fall Fly Fishing In Fernie BC

 **Fernie BC with Fernie Brewing Company**

Sponsored ·  · 

Enjoy a taste of Fernie from home with Fernie Brewing Co. Find their delicious brews across Western Canada, or shop their online store for amazing gift ideas this holiday season.

A family owned and operated business, Fernie Brewing Co. has been brewing up good beer, from a good town since 2003... [See More](#)



[There's Something For Every Taste](#) [Learn More](#)

[What the Huck-Huckleberry Ale](#) [Learn More](#)

[Cann Pole](#) [View Post](#)

  38

1 Share

 **Fernie BC with Fernie Fox Hotel.**

Sponsored ·  · 

Stay in Fernie this fall with Fernie Fox Hotel where your safety and comfort is top of mind. Book direct with [...See More](#)



FERNIEFOXHOTEL.COM
Stay in Fernie This Fall
 Great fall specials on now

[LEARN MORE](#)

 **Fernie BC with Elk River Guiding Company.**

Sponsored ·  · 

Dry fly fishing at its best this fall. Book your guided day on the Elk River today. Safe travel welcome in Fernie, BC



ELKRIVER.CA
Elk River Guiding Company | Fly Fishing in Fernie, BC

[BOOK NOW](#)



TRAVEL GUIDE

Experience the Canadian Rockies,
Fernie Style.



Fernie Welcomes Visitors, Safely.
Plan Ahead this Season.

tourismfernief.com





#ferniestoke



FERNIE, BRITISH COLUMBIA

0:01 / 0:30

Winter in Fernie, British Columbia - Know Before You Go



Experience Winter in the Rockies, Safely.

Fernie Style



A safe, tranquil and adventurous winter wonderland

Fernie welcomes visitors to the Rocky Mountains, safely, once current travel restrictions have ended, but for now we need to stay local, support local and flatten the curve. [Learn more](#). Booking for winter travel after February 5th is welcome. If restrictions continue longer hotels and resorts have flexible cancellation policies for COVID.

As a small mountain town we are a place of few faces and wide open spaces with COVID-friendly activities and businesses operating with safety protocols in place. Come and experience Fernie's historic charm and winter wonderland with a diversity of activities and great hospitality. Scroll down to learn more and be inspired.

Plan ahead this winter season.

[Current Travel Offers](#)



#ferniestoke

Become the master of style and stoke this season.



Over 30 Ft of Snow Annually | 2,500 Acres/742 Runs of Lift Access Terrain | 3,550+ Vertical Ft
Thousands of Cat Skiing Acres with FWA Cat Skiing and Island Lake Cat Skiing


Know Before You Go & Plan Ahead
Fernie.Ski | LegendaryFernie.ca | #ferniestoke



FERNIE, BRITISH COLUMBIA

Experience the Canadian Rockies
Fernie Style

BOOK YOUR STAY 1.800.358.7669



ARRIVAL DATE



DEPARTURE DATE

2 ADULTS

0 CHILDREN

BOOK LOGGING

PACKAGES



Experience the Canadian Rockies, Fernie Style.

Over 30 Ft of Snow Annually | 2,500 Acres/142 Runs of Lift Access Terrain | 3,550+ Vertical Ft
Thousands of Catskiing Acres | Hundreds of KM for Nordic Skiing, Fat Biking & Snowshoeing



Experience Fernie, British Columbia safely this winter season. Fernie welcomes visitors from across Canada to explore its small town charm, epic skiing and vast winter wonderland. It's time to get off the beaten path and discover true mountain culture and tranquility in a town that's welcomed visitors for over 100 years.

View all Ski & Stay Packages and Book Early Offers Online at LegendaryFernie.ca
Know Before You Go & Plan Ahead This Winter Season

Book Today! | 1-800-258-7669 | legendaryfernie.ca | explorefernie.com | [#ferniestoke](https://twitter.com/ferniestoke)

Fernie BC with Lizard Creek Lodge & Condominiums.
Sponsored

Ski the Rockies. Ski Fernie this Season! Ski-in ski-out specials at Lizard Creek Lodge & Condominiums. Book soon & plan ...See More




Ski-in ski-out condos [LEARN MORE](#) **Skiing abilities**

19 3 Comments

Like Comment Share

Fernie BC with Fernie Wilderness Adventures.
Sponsored

Bring your friend or family 'bubble' and book a private guided day of catskiing with Fernie Wilderness Adventures. \$600 per ...See More




[LEARN MORE](#)

21 2 Comments

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Fernie BC
Sponsored

Experience Fernie, BC's cross-country skiing this season. Explore all 5 areas offering groomed and track set trails. A short drive away on Hwy 3.




Area 1: Fernie Golf Club Trails [Learn More](#) Area 2: Elk Valley Nordic Centre

2 Shares

Like Comment Share

Fernie BC with Fernie Nordic Society.
Sponsored

Visit Fernie, BC this winter for a cross-country skiing getaway with over 5 unique XC ski areas to explore.



TOURISMFERNIE.COM
Nordic Skiing in the Rockies [Learn More](#)



Experience Winter In The Rockies. Fernie Style

Tourism Fernie [Open >](#)



Experience Winter in Fernie

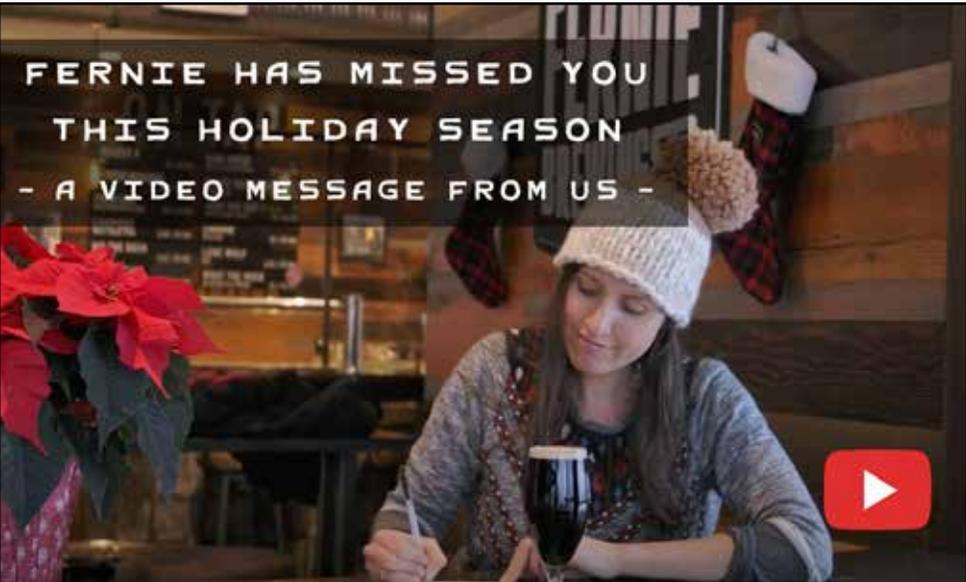
A safe, tranquil and adventurous winter wonderland. [>](#)



Plan A Winter Trip to Fernie

Visit Fernie this coming winter season, but safely.

**FERNIE HAS MISSED YOU
THIS HOLIDAY SEASON
- A VIDEO MESSAGE FROM US -**



FernieBC
@TourismFernie

Don't forget the **#FernieStoke** Shuttle operates daily between 8:00am and 11:30pm connecting Fernie Alpine Resort to the City of Fernie tourismfernie.com/maps-travel/tr...



Fernie Alpine Resort and City of Fernie
11:45 AM · Jan 23, 2020 · Twitter Web App

View Tweet activity

4 Retweets 16 Likes



0:05 / 0:44



Share your #FernieStoke Moments

#ferniestrong
Missing You Over the Holidays



1:32 / 2:04

Mountain Snowmobiling in Fernie - Know Before You Go!

FERNIE ART WALK #ferniestoke

Explore Fernie's art installations, galleries and working studios on an art walk through Historic Downtown and beyond.

Meet artists and artisans as they work. Discover their inspiration from the charming rose-gold and brick heritage buildings to the surrounding peaks and forests. Immerse yourself in the culture and personality of Fernie. For more information, pick up a copy of the Elk Valley Cultural Guide or visit elkvalleytourism.com.

THE FERNIE BANNER PROJECT
Colourful banners by local artists line streets in Historic Downtown Fernie and along Hwy 23 each year. New banners have been produced and updated annually since 2005.

OUT OF THE BOX DUMPSTERS
Fernie's dumpsters have become works of art since 2016 and can be seen all around town. Visit theartstation.com for info.

Legend

- Fernie Heritage Library
- The Court House
- Walking tour
- "Out of the Box" Dumpster
- Banner Project
- Commissioned Outdoor Art

Biking in Fernie
Easy & Family Friendly Trails

RideFernie.com | #ferniestoke

Hiking in Fernie
Easy Hikes & Nature Walks

tourismfernie.com | #ferniestoke

Snowshoeing in Fernie
Trails and Guided Tours

TourismFernie.com | #ferniestoke

KOOTENAY DIRT EPIC
NAME IT. RIDE IT.

8 TOWNS, 800+ TRAILS, 3 BIKE PARKS, REAL MOUNTAIN CULTURE.

MY KOOTENAYS ITINERARIES

Here are some great trip itineraries to get you started on your journey. Try one, combine them, or create your own MyKootenays experience.

- MyKootenays Road Trip (Day by Town and Camp)
- Backpacking (Bears, Nightingale, Bear)
- History Lovers' Loop
- Catch & Release Fishing Trip
- Golf & Spa Get Away
- Wildlife Watcher

[View Itineraries](#) [Download Map](#)

KOOTENAY NORDIC
LIVE IT. SKI IT.

10 TOWNS, 400+ KM GROOMED TRAILS, ENDLESS TOURING TRAILS, KOOTENAY CULTURE.

SURF. NATURAL. BRITISH. @NUMBIA

A winter wonderland of towering forests, tranquil streams, and magical mountain views await in the spectacular Rocky Mountains of BC's Kootenay region. Experience the calm of gliding over sublime groomed trails, explore peaceful, sheltered valleys, and warm up at a cozy trail cabin. Fall in love with a gentler kind of ski adventure this winter.

KootenayXC.com #KootenayXC

Fernie | Kimberley | Invermere & Panorama | Radium Hot Springs | Golden | Revelstoke | Kaslo | Nelson | Rossland | Castlegar

TOUR THE CANADIAN ROCKIES
MY KOOTENAYS STYLE

A Canadian Rocky Mountain Road Trip - #MyKootenays

15,000 views · Jul 7, 2020

SHARE SAVE

FERNIE & ELK VALLEY
CULTURAL GUIDE
 WINTER 2020-21

ELKVALLEYCULTURE.COM | TOURISMFERNIE.COM

SLED KOOTENAY
 RIDE IT. LIVE IT.

WWW.SLEDKOOTENAY.COM

#SLEDKOOTENAY

Cranbrook • Fernie • Golden • Invermere-Panorama • Kimberley • Revelstoke

Super Natural
 BRITISH COLUMBIA
 CANADA

BULL TROUT BASTION

CHASING NATIVES IN
 B.C.'S ELK RIVER VALLEY

Air Canada enRoute x Destination Canada

Mountain High Au sommet

Explore Canada's incredible mountain towns this winter.
 C'est l'été, explorez les superbes villages de montagne du Canada.

ALL FLOAT ON

CALGARY HERALD

Ski & Snowboard / Life / Diet & Fitness

Five places to escape the crowds for winter play within a half-day drive from Calgary

powdermatt
Sep 24, 2020 • Last Updated 22 hours ago • 4 minute read

Beautiful Fernie, BC PHOTO BY @POWDERMATT

HOME • MTB

Fernie, B.C.'s small town feel hides endless mountain adventures

Find your perfect mountain biking challenge in the East Kootenay Rockies

TERRY MCKALL, JUL 12, 2019

W I'll be sitting at Jake Djurik's steady pace for about 20 minutes before she pointed us back downhill. After a quick drop down to the Doton lookout, we enjoyed a snack and an incredible view across Elk Valley toward the Three Sisters peaks. It was just the beginning of our trip in the Coasts Mountain network and there was more climbing to come.

The route to the Capin lookout followed the Montrose Trail. With green- and blue-washed options, Montrose sets out wide, non-technical, but fun routes with a steady grade. The stunning vista spanning across the valley is one of best rewards I've been given by any green trail.

helleboe
Fernie, British Columbia

View Mark on Instagram

8,942 likes

helleboe

Adventures in the Canadian Rockies 🇨🇦

Photos by @timhughdells on a visit to Fernie. Share your love for BC by tagging your experiences with #ExploreBC - we feature our favourite #ExploreBC #ExploreCanada #Kootenay #FernieStone #Rock

Remember to respect the terrain, environment, and other users while you are enjoying the trails. Follow the three T's—trip planning, training, and taking the essentials. Familiarize yourself with #Leave4Trace principles and #Backcountry is a great resource to help you get informed before heading outdoors.

helleboe • Following
Fernie, British Columbia

helleboe in the southeast corner of BC, one of the best-kept secrets in the ski universe quietly exists. Buried under almost nine metres of ultra-light powder every winter, the town of Fernie has been a whisper of a ski destination for decades. This charming town with its picturesque main street would be a draw on its own, but add a steep and deep ski resort with just the right amenities

Liked by findingsmo and 14,888 others

"Follow The Forecast" by Blank Collective | Official Film

PREMIERE

SKI

GEAR RESORT LIFE PERFORMANCE VIDEOS ADVENTURE ATHLETES NEWS SUBSCRIBE

Home / RESORT LIFE

Terrain 101: Fernie Alpine Resort, B.C.

An insider's guide to where to ski at the expert's must stop on B.C.'s Powder Highway

Ben Schoeman | Sep 16, 2020

THE MANUAL

Best Overall Resort: Fernie Alpine, British Columbia

Just north of the border, the snow at Fernie is like the fountain of youth – never light, fun, and deep. The Hotel is a 100 to 1500 ft of vertical in the small, friendly Canadian town. The community is the best place to be and, unlike many American resorts, it's what family is all about. The experience is the nothing else.

The resort offers 2,000 skiable acres of terrain, 1,500 feet of vertical drop, and one run that's over 3 miles long. They have 37 feet of snow each season across five levels. Because of the location in the Canadian Rockies, it's often right alongside powder. Plus, who wouldn't want to ski the BC 100? Ski. The. Rockies!

EXPLORE TRAVEL+LEISURE

Fernie

**SUPER. NATURAL
BRITISH COLUMBIA
CANADA**

🔍 📖 ✉️

FALL 2020 IDEAS PLACES MORE



Park Place Lodge
HOTEL • RESTAURANT • PUB
FERNIE, BRITISH COLUMBIA

**FBC SIP AND STAY
SPECIAL PACKAGE**

Stay in stylish lodgings while enjoying award- winning beer! Save 25% off regular room rates, receive a free Fernie Brewing Co. 1.89L Growler and 50% off a craft brew fill. Restrictions on fills of limited release products may apply. Code: SAS20 Valid October 1- November 9, 2020.



**WEDDINGS
INFERNIEBC**

Picture your wedding day amidst dramatic Rocky Mountain peaks, a charming Historic Downtown or within an intimate lodge setting. Located only 3 hours from Calgary in Fernie, BC.



weddingsinfernies.com @fernieweddings #ferniestoke



Experience the Rockies, Fernie Style.
Just 3 hours from Calgary, Fernie is an authentic, boutique style mountain wedding destination.
WeddingsInFernie.com | @fernieweddings




Mountain Wedding Destination | Canadian Rockies Weddings | Fernie BC
www.tourismfernies.com/weddings
Discover Romantic Mountain Wedding Venues In The Spectacular Canadian Rockies. Set the scene for your dream day with the perfect space for your ceremony and reception.

TOURISM Master Plan

2020 GOAL: Collaborate with stakeholders to review, adjust and launch the Tourism Master Plan while continuing to execute implementation process and actions.

Fernie's Tourism Master Plan (TMP) was spearheaded by Tourism Fernie in partnership with local tourism stakeholders and community organizations and funding from Columbia Basin Trust, City of Fernie, Fernie Chamber of Commerce, RDEK and Tourism Fernie. The purpose of developing the plan was to ensure the long-term success and sustainability of tourism in the community and the support of tourism by the community.

Through a local TMP Task Force, Whistler Centre for Sustainability was hired in 2018 as the project consultant to guide the process, conduct stakeholder engagement and develop the plan in partnership with Tourism Fernie. The plan was informed by members of the local and regional tourism industry, the community as a whole, and the Strategic Framework for Tourism in B.C. developed by the Ministry of Tourism, Arts and Culture.

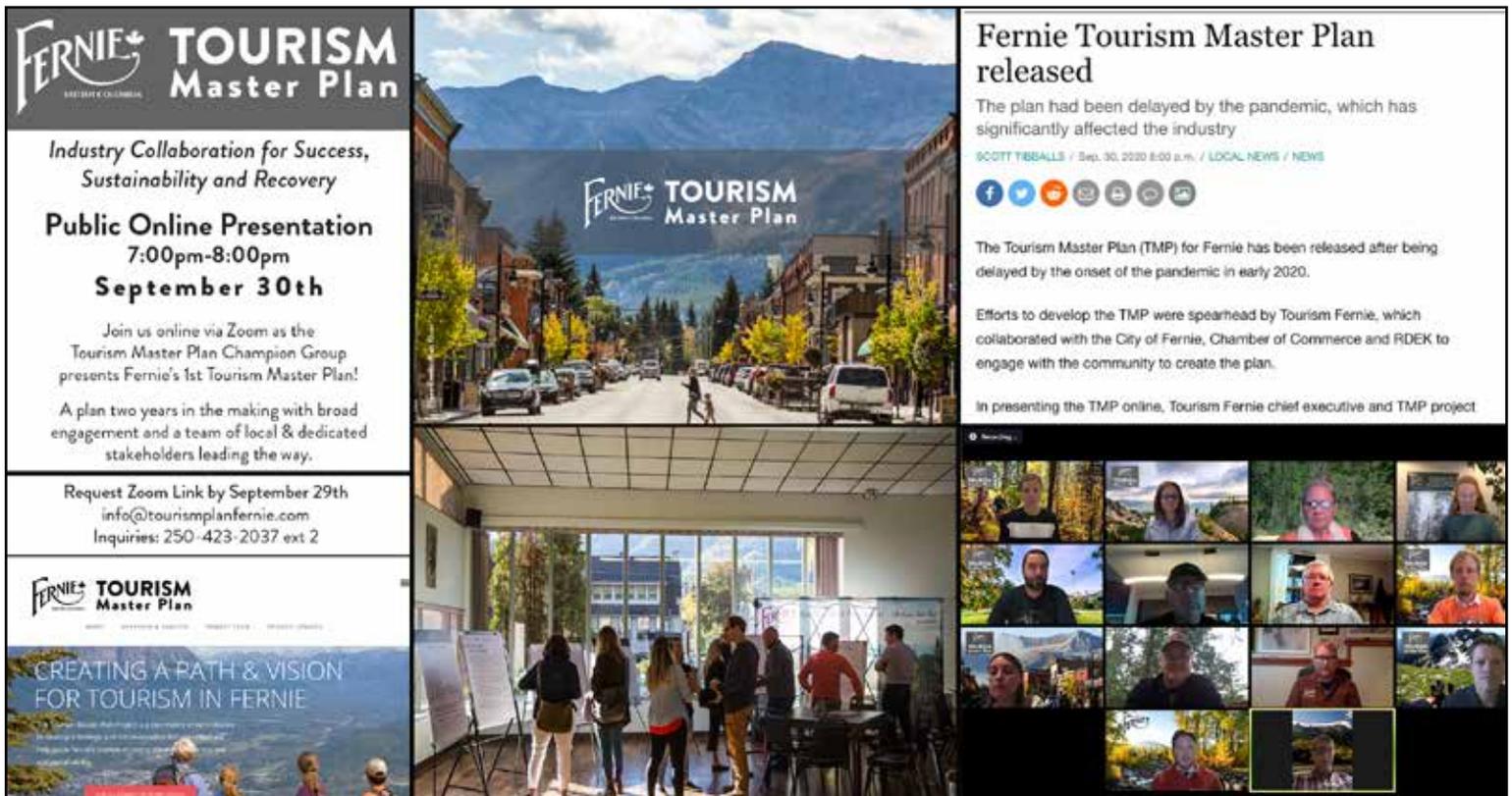
During the final edits of the Tourism Master Plan in late 2019 and early 2020, the COVID-19 pandemic began. The TMP was initially scheduled to launch to industry on March 31, 2020 at Tourism Fernie's originally scheduled AGM & Tourism Conference, with a public launch scheduled for May 2020. In response to the pandemic these events were cancelled and the tourism industry on

a global level was faced with one of, if not the most significant threat to its sustainability, at least in the short-term, and a massive shift in travel demand, supply and trends.

The TMP Task Force took a step back to review the plan in light of these events and the information available at the time. As part of the TMP implementation steps the Task Force transitioned into the new TMP Champion Group and underwent a process to update the plan and acknowledge COVID-19's impact on tourism as best as possible. The pandemic is still in play today and the tourism sector is continuing to adapt, forecast and plan with the information at hand.

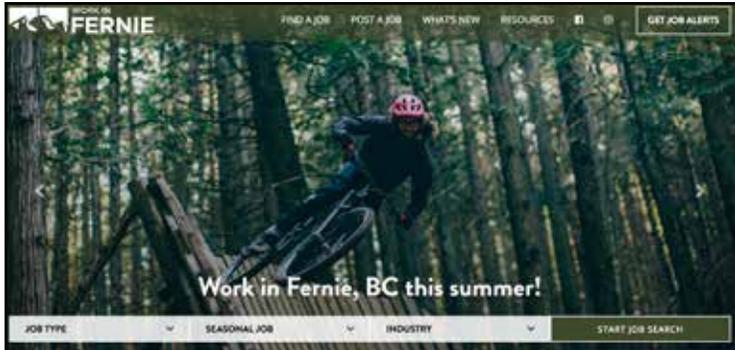
The updated Tourism Master Plan was finally launched, albeit online and with less fanfare than originally planned pre-COVID, on the evening of September 30, 2020 via a ZOOM webinar.

To request a hard copy of the plan or more details please email TMP@tourismfernie.com or call 250-423-2037 ext 2. You can also download a PDF by visiting TourismPlanFernie.com.



FERNIE TOURISM Master Plan

BRITISH COLUMBIA



Work recommences on Fernie Valley Pathway

The pathway will eventually connect the city to the resort

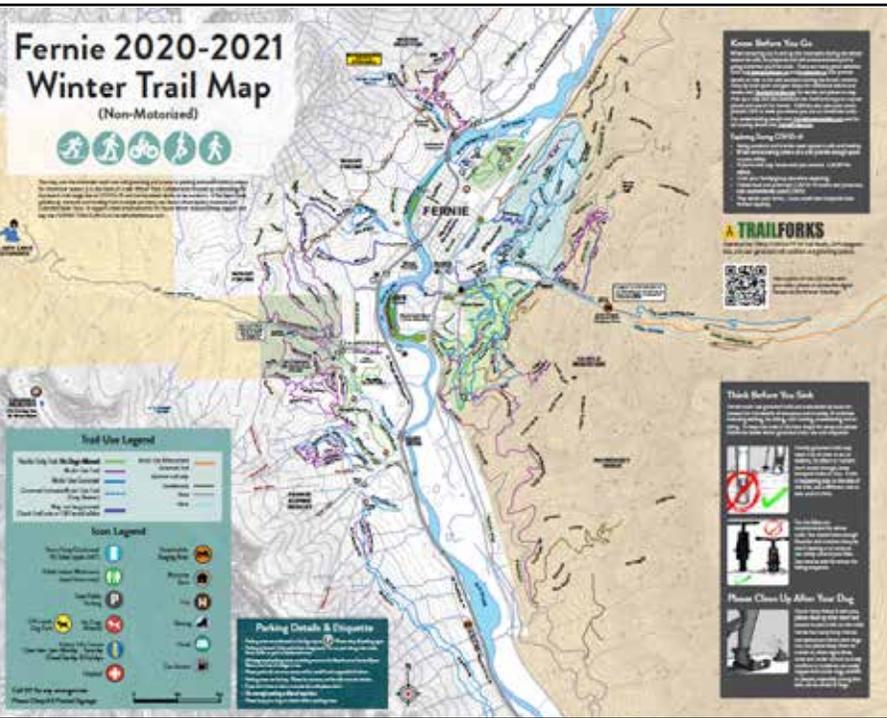
BY SCOTT FIBBALLS



Wildsight looks to safeguard famed fossil

The ammonite fossil has been a popular draw for tourists over the years.

BY SCOTT FIBBALLS





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