



2021 Fiscal Report



#ferniestoke

TourismFernie.com



/tourismfernief



@tourismfernief



@tourismfernief

Ferniestoke.com



/tourismfernief



@ferniebc



@ferniweddings

Tourism Fernie Society

The following report highlights activities of Tourism Fernie over the 12 month period from January 1 to December 31, 2021.

Corporate Office

PO Box 1928
102 Commerce Road
Fernie, BC V0B 1M0
250-423-2037
info@tourismfernief.com

Quality photography is an essential element to any marketing, whether for websites, advertisements, social media or to tell a story. Our team of local photographers are exceptional at their craft and consist of Vince Mo, Nick Nault and Matt Kuhn. They shoot for us year-round and with many of our members.

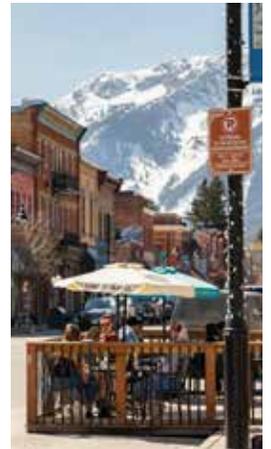




Photo Credit: Vince Mo - Fernie in May

Table of Contents

Message from the Chair	4
2021 Vision, Mission, Guiding Principles & Goals	5
About Tourism Fernie	5
Board of Directors, Committees & Staff	6
2021 Members & Partners	7
Financial Summary	8
Summary of Tourism Fernie's 2021 Activities	11
Administration	11
Destination Management	12
Industry Metrics & Insights	
2021 Activities	
Marketing	26
2021 Highlights, Target Markets, Trends & Considerations	
2021 Activities & Campaigns	
Local Tourism Success & Sustainability	67

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

- 2022 Strategic Plan
- Fernie's Tourism Master Plan
- Annual Reports since 2012



Message from the Chair

Welcome to the 2022 Annual General Meeting of Tourism Fernie. I am hopeful that this is the last virtual AGM we will have for quite some time. I can't stress enough the value of coming together live in person as an organization to both celebrate tourism and strengthen relationships as we strive towards having Fernie achieve its full potential as a vibrant and sustainable tourism destination.

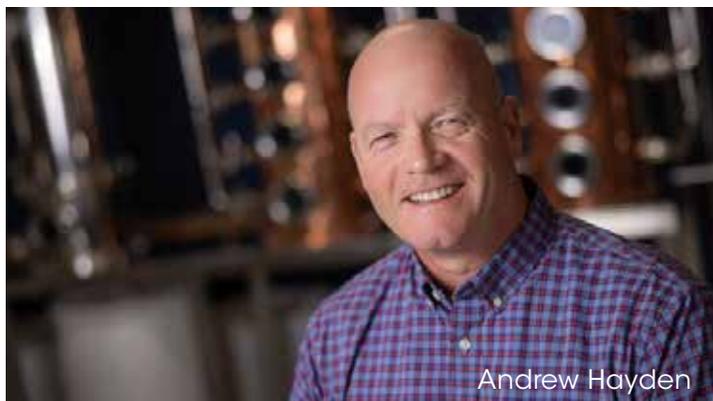
The past year has been a challenge for all of us as we managed the fluctuations of the pandemic restrictions. I am so impressed with how our community has been able to adapt to the challenges while still being able to offer an authentic Fernie experience to the visitors we have had.

As the chair of Tourism Fernie I am fortunate to be part of a board comprised of a diverse group of talented individuals that all share a passion for Fernie. The board has spent the last year working together to make the decisions that will both grow the organization while benefiting the community. 2021 was a significant year of growth for Tourism Fernie as the organization added a new Marketing Manager to the team. Brona Kekenakova is focused on executing the marketing activities which allows Jikke the capacity to focus more time on destination management projects that will have a substantial impact on our community. Here are a few examples:

- RDEK Area A Sustainable Tourism Project
- Elk River Access Improvements
- Working with the City of Fernie & Chamber on the \$700k Journey to Iconic Fernie project
- Winter Trails Collaborative & Grooming Initiative
- Tourism Master Plan Action Implementation
- Enhancing Stakeholder Communications & Partnerships

Jikke has proven that she has the ability to bring together the necessary stakeholders, manage complex interests while always keeping the project goal at the forefront.

Collaboration is integral to success. For the first time the Boards of Tourism Fernie and the Chamber of Commerce met to discuss the issues that impact both memberships, such as labour and housing, with the objective to further work together. I hope that within the next few years all organizations can be united to be part of something monumental that establishes Fernie as the premier year-round destination of choice. All the staff at Tourism Fernie are passionate, creative and committed to showing the world what Fernie has to offer and through collaboration helping the local industry welcome and service our visitors.



Andrew Hayden

Message from the Executive Officer

2021 was a year of constant change and innovation for Tourism Fernie as the team worked hard to help our community through COVID and keep our target markets "in-the-know" and inspired throughout the changing travel restrictions. Like everyone else, our team is done with COVID, and we are excited for 2022 and beyond.

If there is any evidence that our organization is growing it's shown in the size of this Annual Report, our 2022 budget on Page 10 and our team photo on Page 11. When I started with Tourism Fernie in June 2010 our budget/expenses were below \$600,000 and our team consisted of two people. I digress and take a moment to give a virtual wave to Will Barbour in Australia (50% of Tourism Fernie back in the day) who this year helped represent us down-under at the Australia Ski Trade Shows.

Today our budget is over \$1.3 million and we have a team of five. This progress is attributed to our growing tourism sector and accommodator revenues (and thus MRDT hotel tax revenues), as well as our organization's continued evolution into Destination Management initiatives thanks to Fernie's Tourism Master Plan.

Fernie is poised to see continued growth and demand as a travel destination. The changes in travel trends align in our community's favour for increased tourism economic development. In addition to keeping Fernie top of mind and driving visitation through marketing we now include focused attention on how Tourism Fernie can help on the ground in the community and our stakeholders as guided by our broader tourism vision and principles (see back cover).

If the past couple of years have taught us anything it's the following:

- Our local tourism industry is amazing, innovative and tough. Local businesses have endured not just COVID but continued labour shortages, increases in costs and a future that's always changing.
- Visitors want to help local communities. They see how challenging it's been for tourism destinations and have shown their support in many ways.
- Evolution is a necessity. It's not easy, but change is a constant we all must embrace.
- Tourism is here to stay. The global industry can be given multiple blows, but people will always travel, the key is to keep up with the trends and ensure community values are adhered to.
- Don't forget to celebrate, spend more time communicating and applauding the great and positive things!

In closing, I encourage you to get involved in tourism, in Tourism Fernie, and be a part of the path forward. Tourism Week is at the beginning of June this year and we will be hosting a fun in-person social event! Stay tuned for details and thank you all for your support!



Jikke Gyorki

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.

Each year Tourism Fernie develops and approves a strategic plan and budget that aligns with Fernie's Tourism Master Plan and is submitted to the BC Government as required. Every five years Tourism Fernie conducts a MRDT renewal process with accommodators and stakeholders. 2021 is year two of the current five year term.

This Report highlights the various initiatives undertaken by and as directed by the Annual Strategic Plan and Budget. COVID-19 began impacting tourism and Tourism Fernie in March 2020 and continued through all of 2021 and into 2022. The Board of Directors and staff continued to pivot budgets and initiatives throughout 2021 as travel and health restrictions changed.

2021 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.

2021 Goals

- **Recover Fernie's 2021 accommodation revenues, year-round, to 85% of 2019 levels / 15% above 2020 levels**
 - Execute effective and inspiring marketing campaigns for all four seasons
 - Increase media and influencer marketing initiatives and partnerships
 - Continue to support an evolve co-op marketing programs and campaigns
 - Increase acquisition and use of data while staying nimble in the face of the pandemic to help with decision making and marketing effectiveness
- **Support and execute destination management and development priorities that support tourism sector recovery, growth and sustainability**
 - Continue to advocate, communicate and support industry through the pandemic and recovery
 - Continue to execute and partner on local industry support campaigns
 - Continue to lead and partner on the implementation of the Tourism Master Plan
 - Increase and enhance communications within the community about tourism and its importance
- **Long-term sustainability of Tourism Fernie**
 - Continue to monitor and maintain long-term financial viability
 - Continue to build stronger working relationships with key stakeholders
 - Continue to evolve and improve human resource capacity and efficiency
 - Expand member and stakeholder knowledge and engagement with Tourism Fernie initiatives, priorities and efforts

Board of Directors, Committees & Staff for 2021

Board of Directors

Andrew Hayden - Chair
Fernie Distillers

Caitlin Bates - Vice-Chair
Island Lake Lodge

Mark Ormandy - Treasurer
Fernie Alpine Resort / RCR

Jason Burt - Secretary
Snow Valley Lodging

Luke Swansburg
Lizard Creek Lodge

Chris Mullin
Fernie Central Reservations

Mark Hall
Gearhub

Steve Szelei
Parastone Developments

Sydney Salvador
The Chopstick Truck

Board Liaisons

Brad Parsell
Fernie Chamber of Commerce

VACANT
City of Fernie

Committees

Marketing

Jason Burt - Chair
Snow Valley Lodging

Laura Oleksow
Spa 901

Mark Hall
Gearhub

Scott Gilmet
Griz Inn & Cornerstone Lodge

Abi Moore
Fernie Brewing Co

Chris Mullin
FCR

Tom Rosner
FCR

Jikke Gyorki - Co-Chair
Island Lake Lodge

Christine Grimble

Brona Kekenakova

Finance & Revenue

Mark Ormandy - Chair
FAR

Mark Hall
Gearhub

Jikke Gyorki

Governance & AGM

Luke Swansburg - Chair
Lizard Creek Lodge

Andrew Hayden
Fernie Distillers

Sydney Salvador
The Chopstick Truck

Jikke Gyorki

Tourism Master Plan Committee

Caitlin Bates - Chair
Island Lake Lodge

Scott Gilmet
Park Vacation Management

Kurt Saari
Nevados

Steve Szelei
Parastone Developments

Jikke Gyorki

Staff

Executive Officer

Jikke Gyorki

Administration & Marketing Coordinator

Rebecca Hall

Social Media Coordinator & Staff Photographer

Vince Mo

Media & Project Coordinator

Christine Grimble

Marketing Manager

Brona Kekenakova
(started August 2021)



Jikke Gyorki



Rebecca Hall



Vince Mo



Christine Grimble



Brona Kekenakova

2021 Members & Partners

- | | | |
|--|---|--|
| 1. Alpine Lodge | 44. Fernie Mountain Bike Club | 87. Nick Nault Photography & Videography |
| 2. Alpine Trails Mountain Community | 45. Fernie Nordic Society | 88. Nonstop Adventures |
| 3. Ascent Helicopters | 46. Fernie Pets Society | 89. Parastone Developments |
| 4. Beanpod | 47. Fernie Pride Society | 90. Park Place Lodge * |
| 5. Best Western Plus Fernie Mountain Lodge * | 48. Fernie RV Resort * | 91. Patti's Party Tent Rentals |
| 6. Big Bang Bagels | 49. Fernie Snowmobile Association | 92. Raging Elk Adventure Lodging * |
| 7. Birch Meadows Lodge * | 50. Fernie Trails Alliance | 93. Red Tree Lodge * |
| 8. Blackstone B&B | 51. Fernie Wilderness Adventures | 94. Regional District of East Kootenay |
| 9. Bridge Bistro | 52. Freshwater Fisheries Society of BC | 95. Resort Tours |
| 10. Brooks Creek Ranch | 53. Freyja Kootenay Boutique | 96. Ridetheory |
| 11. Canadas Best Value Inn * | 54. Gearhub | 97. Rockies Law |
| 12. Canyon Raft Company | 55. Ghost rider Motorsports | 98. Rooftop Coffee Roasters |
| 13. Cast Iron Grill / Cooks Catering | 56. Ghost rider Trading Co. Ltd | 99. Rusty Edge |
| 14. Cirque Restaurant | 57. Giv'Er Shirt Works | 100. Ski Base |
| 15. City of Fernie | 58. Griz Inn * | 101. Slopeside Lodge * |
| 16. Claris Media | 59. Himalayan Spice Bistro | 102. Smokehouse Restaurant |
| 17. Coal Creek Heritage Society | 60. homeFARaway | 103. Snow Creek Lodge & Cabins * |
| 18. Coal Town Goods | 61. Interior Envy | 104. Snow Valley Lodging * |
| 19. College of the Rockies | 62. Island Lake Catskiing & Summer Activities | 105. Spa 901 |
| 20. Cornerstone Lodge * | 63. Island Lake Lodge * | 106. Sparrow Hair |
| 21. Cryptic Hive | 64. Island Lake Restaurant | 107. Spirits Cold Beer & Wine Store |
| 22. Destination British Columbia | 65. Isosceles Business Solutions | 108. Stag Leap Running Co. |
| 23. Earth's Own Naturals | 66. Kootenay Aboriginal Business Development Agency | 109. Stanford Hotel * |
| 24. Elk River Alliance | 67. Kodiak Lounge | 110. Starbucks |
| 25. Elk River Guiding | 68. Kootenay Fly Shop & Guiding | 111. Straight Line Bicycle |
| 26. Elk Valley Snow & Avalanche Workshop / ISSW | 69. Kootenay Rockies Tourism | 112. Tara Hill Studios |
| 27. Elk Valley Snow Shepherds | 70. Legends Restaurant | 113. The Brickhouse |
| 28. Enchanted Esthetics | 71. Le Grand Fromage | 114. The Chopstick Truck |
| 29. Fernie & District Arts Council (The Arts Station) | 72. Lizard Creek Lodge * | 115. The Free Press |
| 30. Fernie & District Historical Society (Fernie Museum) | 73. Loaf | 116. The Green Petal |
| 31. Fernie Alpine Resort | 74. Lunchbox | 117. The Pub & Bistro Restaurant |
| 32. Fernie Alpine Springs | 75. Marilyn Brock Realty | 118. The Royal Hotel/Castleavery |
| 33. Fernie Arts Coop | 76. Matt Kuhn Photography | 119. The Vogue Theatre |
| 34. Fernie Brewing Company | 77. McDonalds Restaurant | 120. Tighlines Lodge |
| 35. Fernie Catering Co. | 78. McKenzie Jespersen Photography | 121. Total Outdoor Adventures |
| 36. Fernie Central Reservations * | 79. Miner's Mud | 122. Three Sisters Day Spa |
| 37. Fernie Chamber of Commerce | 80. Ministry of Tourism, Arts, Culture & Sport | 123. Timberline Lodges * |
| 38. Fernie Distillers | 81. Ministry of Transportation & Infrastructure | 124. Twisted Timber B&B |
| 39. Fernie Fox Hotel | 82. Mountain Addicts | 125. Untamed Fernie |
| 40. Fernie Golf Club | 83. Mountain High Adventures | 126. Wapiti Music Festival |
| 41. Fernie Heritage Library | 84. Mystic Mountain Adventures | 127. Wild Nature Tours/Wildsight |
| 42. Fernie Hotel Pub & Restaurant | 85. Mugshots | 128. Yamagoya |
| 43. Fernie Lodging Company * | 86. Nevados | |

* Accommodators with 4+ Units

New members for 2022!

1. Beartooth Media
2. Bramasole Restaurant & Wine Bar
3. Andres Fly Fishing
4. Hipgnosis Media
5. Savage Marketing
6. Le Bon Pain, C'est La Vie Bakery
7. Wakita
8. Stemhouse Floral Studio
9. Freshies Cafe
10. Blue Toque Gastro Diner
11. David + Katie Photography



Become a Member of Tourism Fernie

- Only \$200 + 5% gst per year
- Be represented under the destination brand, support local tourism, partner on initiatives and be more active in local tourism decision making!
- Save money and gain great marketing by participating in our Co-op Marketing Program
- Use the QR Code for more details or email members@tourismfernie.com

Financial Summary

Tourism Fernie has been operating for 15 years executing initiatives to grow the local tourism economy. The Executive Officer develops the plan and budget every year for review, edits and approval by the Treasurer and the Board of Directors. The MRDT, Municipal & Regional District Tax (aka hotel tax), is a legislated tax under the PST law, collected by approved tourism communities. The MRDT is collected from guests staying in local accommodations. Local accommodators and AirBnB then submit the collections to the Ministry of Finance. The MRDT collections, less Ministry fees and a portion to the province’s Tourism Events Program, are then forwarded to Tourism Fernie as the ‘Eligible Entity’ to execute tourism marketing and projects.

Tourism Fernie’s 2021 budget and plan was focused on recovery with conservative optimism at that time that travel would start to return in spring, summer and fall, with the partial return of international markets for the 21-22 ski season. The spikes in COVID cases in spring and fall resulted in new and additional restrictions and orders, while the timing and process of vaccinations, and the complications of travelling across borders further delayed recovery. This resulted in the international travel market not returning as much, as hoped. Fernie did however benefit from being a type of destination that had ‘fewer faces, wide-open spaces’ and a proximity to its core drive travel markets (AB, SK, MB, BC). By focusing on effective timing of marketing and communications Fernie was successful in seeing strong accommodation revenues, especially compared to other destinations. By the end of 2021 the WHO still considered COVID-19 a pandemic and the world was being dealt another wave of COVID-19, a variant called Omicron.

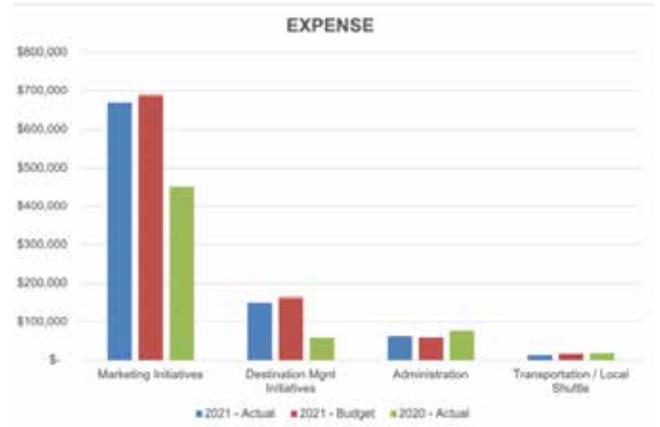
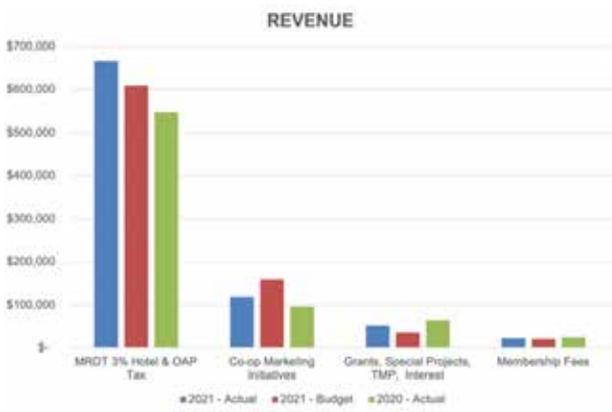
Tourism Fernie’s Board of Directors met monthly in 2021 reviewing, discussing and strategizing over current initiatives, finances, COVID updates and local industry state-of-affairs. Through the ever changing travel restrictions marketing was continually being adjusted, started, stopped and restarted. Tourism Fernie was fortunate not to layoff any staff this year and due to an increase in grant funding for destination management projects was actually able to hire an additional staff member.

For the fiscal year ending December 31, 2021, Tourism Fernie financial highlights are as follows:

- The 2021 goal to achieve MRDT revenues at 85% of 2019 and 15% over 2020 was achieved. 2021 MRDT was 90% of 2019 and 22% over 2020.

- Overall revenues surpassed budgeted revenues by 9%. Overall expenses were down 4% from budgeted due to the challenges of changing restrictions. The result meant the level of planned ‘over expenditure’ was not achieved.
- It should be noted that the collection of MRDT from AirBnB units in Fernie, which include many traditional accommodator units as well, was up 56% in 2021 vs traditional accommodation MRDT at 15%.
- Due to Tourism Fernie’s continued focus on destination management initiatives and the increase in government support for the tourism industry, additional grants were secured throughout 2021 then budgeted including funds from Columbia Basin Trust for the Winter Trails Collaborative and Community Futures for the Work in Fernie initiative.
- \$300,000 was received for a multi-year Elk River Access Project, as part of the RDEK Area A Sustainable Tourism Project, through Kootenay Rockies Tourism under the Targeted Regional Tourism Development Initiative (TRTDI), a one-time grant to establish targeted regional development initiatives under the BC Economic Recovery Plan. Majority of these funds are for expenditure in 2022 and 2023.
- 15 members did not renew in 2021 due to implications related to COVID-19 or other business closure reasons. The number of new members in 2021 was 10.
- Each year Tourism Fernie partners with Fernie Alpine Resort / RCR to financially support a Calgary Airport Shuttle during the ski season for international tour operators and travellers. This service did not happen in 20-21 and 21-22 season due to COVID restrictions on overseas travel.

Tourism Fernie remains financially strong at the end of 2021 with \$53,163 held in a restricted GIC as an emergency operating/wind down fund and \$262,333 in unrestricted net assets. Tourism Fernie, as a result of multi-year grant projects, has deferred revenues of \$386,870. The Board of Directors have again approved a more aggressive budget for 2022 even though COVID-19 isn’t over. Other factors that could affect travel and Tourism Fernie’s revenues and expenditures include the War in Ukraine, potential extreme weather events and the TC Energy pipeline project expected to start spring/summer 2022. Again the Board will meet regularly to review current events and base decisions on quality data and information for the betterment of the local industry and the organization.



2021 Audited Income Statement ACTUAL

Revenue	Revenue %	Amounts
MRDT 3% Hotel Tax	59	518,923
MRDT 3% OAP / AirBnB Tax	17	147,461
Co-op Marketing Initiatives	13	119,247
Grants, Special Projects, TMP, Interest	6	53,342
Membership Fees	3	23,200
Transportation / Local Shuttle	2	16,351
CEWS - COVID Wage Subsidies	1	6,473

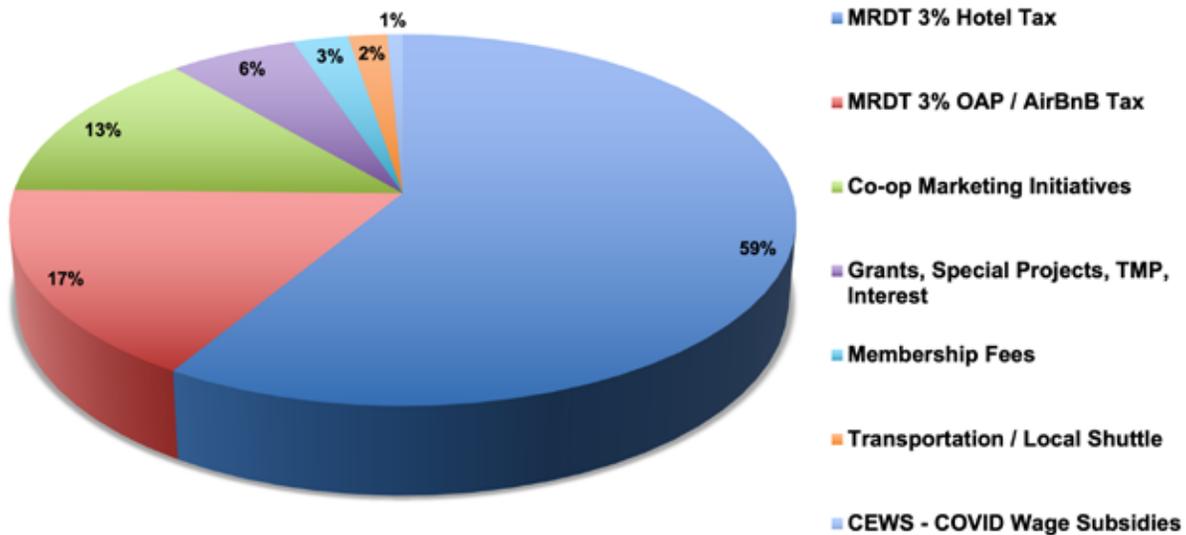
884,961

Expenses	Expense %	Amounts
Marketing Initiatives	71	669,619
Destination Management	16	149,531
Administration	7	62,913
Transportation	1	12,370
MRDT Tourism Events Program Fees	5	43,759
MRDT Ministry of Finance Fees	1	10,329

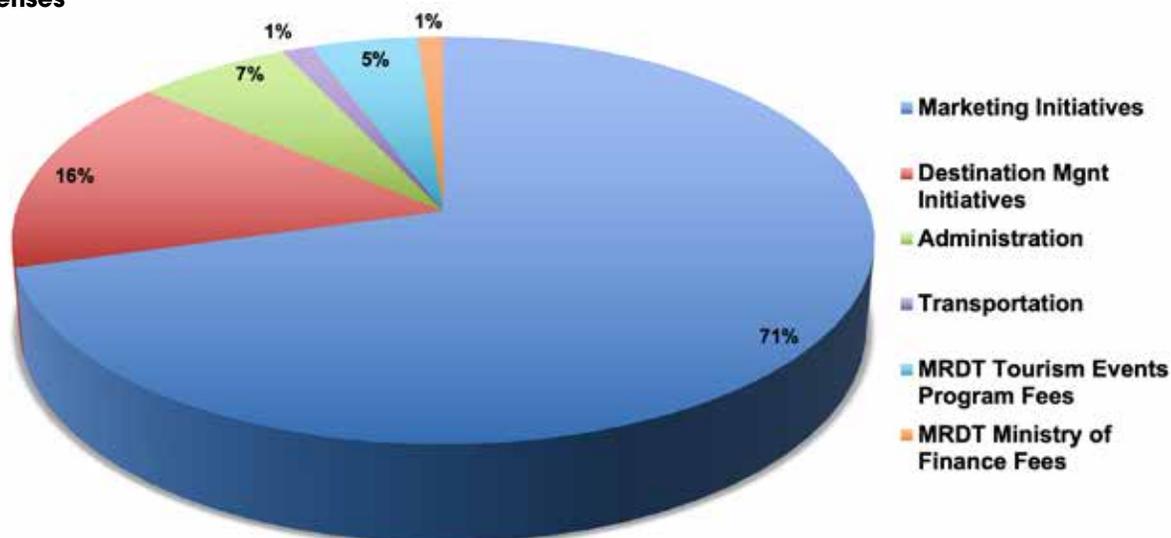
948,521

Budgeted Excess Spend From Reserve (63,560)

Revenue



Expenses



2022 Budget - January to December - as approved by the Board in November 2021

Revenue	Revenue %	Amounts
MRDT 3% Hotel & OAP Tax	60	745,000
Co-op Marketing Initiatives	13	165,000
Grants, Special Projects, TMP, Interest	24	298,400
Membership Fees	2	24,000
Transportation / Local Shuttle	1	17,000

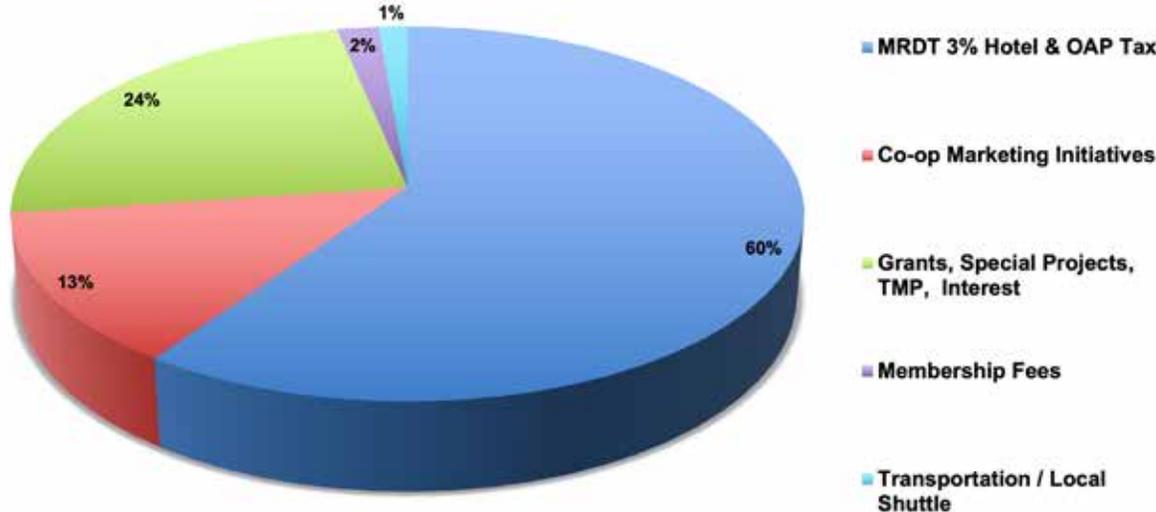
1,249,400

Expenses	Expense %	Amounts
Marketing Initiatives	55	716,162
Destination Mgmt Initiatives	32	418,402
Administration	6	80,094
Transportation / Local Shuttle	2	23,442
MRDT Tourism Events Program Fees	4	53,000
MRDT Ministry of Finance Fees	1	10,300

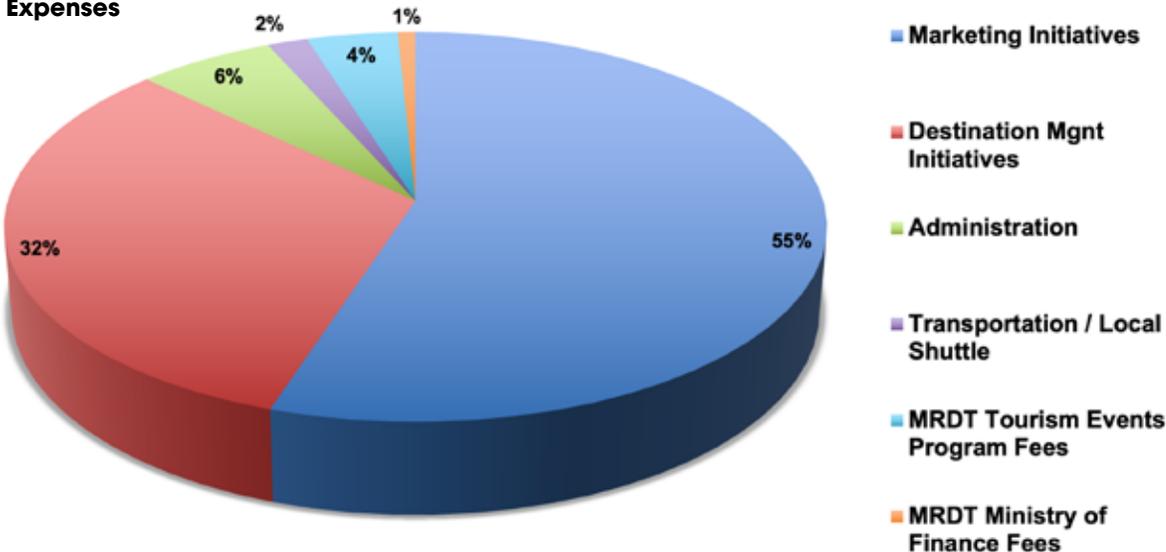
1,301,400

**Planned Funds from Reserve/Surplus
(52,000)**

Revenue



Expenses



Summary of Tourism Fernie's 2021 Activities

The following pages provide an overview of the many activities and initiatives undertaken by the staff of Tourism Fernie to meet the goals and objectives from the 2021 Strategic Plan, as listed on page 5.

These activities and initiatives fall under three categories:

- Administration (7% of expenses)
 - Operations, finances, planning, board governance, reporting and human resources related to executing administration activities.
- Destination Management (17% of expenses)
 - Industry support, development and communications, stakeholder relations, industry research and metrics, Tourism Master Plan initiatives, transportation and human resources related to executing destination management activities.
- Marketing (71% of expenses)
 - Campaigns, advertising, promotions, content creation and distribution, media/influencer relations and hosting, travel trade initiatives, consumer shows, co-op marketing initiatives, collateral and human resources related to executing marketing activities.

Administration



From left to right: Rebecca Hall, Christine Grimble, Jikke Gyorki, Brona Kekenakova, Vince Mo

- Tourism Fernie works out of two offices at 102 Commerce Road, the same building as the Fernie Chamber of Commerce and the Fernie Visitor Centre. Managed by the Executive Officer, Tourism Fernie now consists of five staff members working between 20-40 hours per week with the responsibility of developing and executing the annual Strategic Plan.
- Tourism Fernie is governed by nine Board of Directors, see page 6, that hold two-year terms. The Board meets monthly plus its annual strategic planning session in September and the annual general meeting in March. Every five years Tourism Fernie undergoes a process to develop a 5 Year Business Plan that includes renewing the MRDT for another five-year term. 2021 is year two of the current five-year term. Though the current five-year plan was developed pre-COVID, each annual plan represents the current situation around the travel and tourism industry specific to Fernie. The annual plan also aligns with the Tourism Master Plan launched in September 2020. A copy of all plans are available upon request.
- Tourism Fernie was able to hire a new staff member in 2021 in the role of Marketing Manager thanks to more multi-year project funding. Brona came experienced in tourism and marketing, while also living in Fernie over the previous three years, and has been a great asset to the team. By hiring Brona it has allowed Jikke to focus more on managing the organization and the growing destination management projects and priorities.

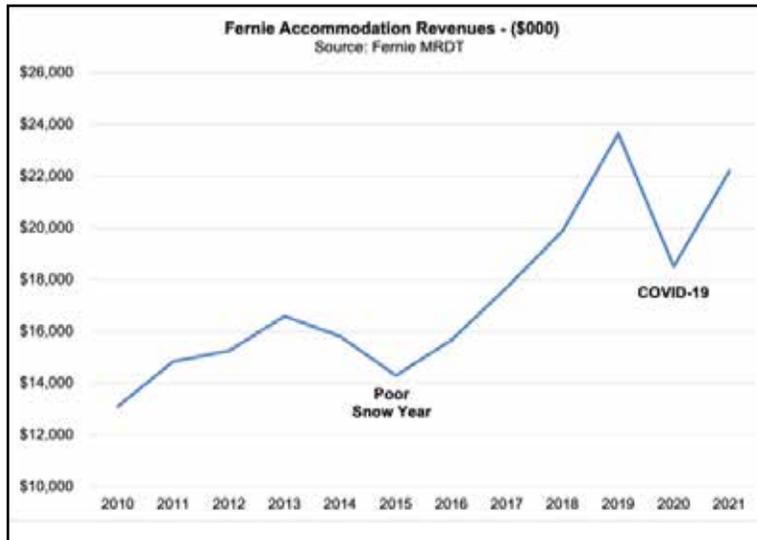
Destination Management - Industry Metrics & Insights

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

Accommodation Metrics

- Accommodation revenues are determined through the collection of MRDT by the Province via the Ministry of Finance and BC Stats. Accommodation revenues consist of the number of rooms/unit sold, for how many nights and what rate. Key data points to help track industry performance include overall revenues, occupancy rates and average daily rate per room night. Understanding what makes up the revenue details can help with strategic decision-making. Fernie accommodation revenues recovered better than initially anticipated in 2021, reaching 90% of 2019 revenues (see Chart 1).

Chart 1

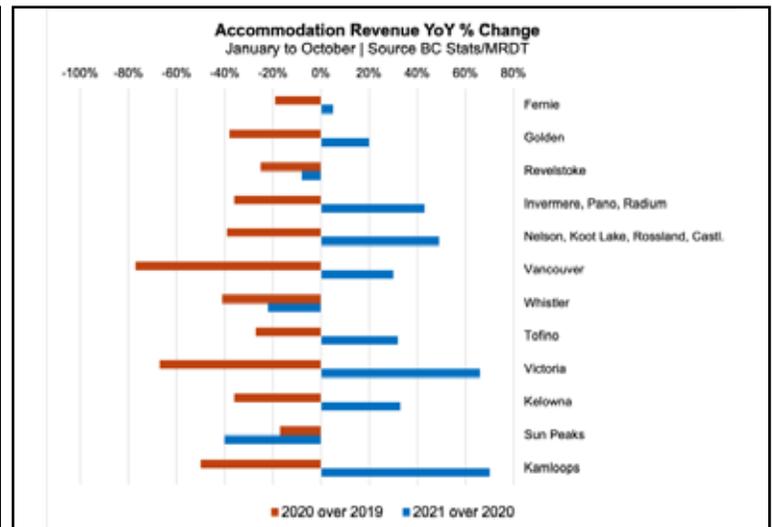


- BC Stats provides accommodation revenue data for all communities that collect MRDT. At the time of this report BC Stats only goes up to October 2021 but provides enough to compare as shown below. Charts 2 & 3 show that Fernie fared better in 2020 revenues compared to most and therefore had less to make up in 2021.

Chart 2



Chart 3



Accommodation Metrics Cont'd.

- Commercial accommodations in Fernie number approximately 860 units. There are approximately 420 AirBnB/VRBO units in addition to the commercial accommodations. Tourism Fernie uses data from its members and from AirDNA (data program for short-term rentals) to determine these numbers. Though AirDNA actually states 642 listings in 2021, about 33% are commercial accommodators listing units, mainly on-mountain, on the AirBnB and VRBO platforms as well as their own sales channel. Of the 642 listings, AirDNA states 333 are in/around town and 272 are on-mountain at Fernie Alpine Resort.

Chart 4

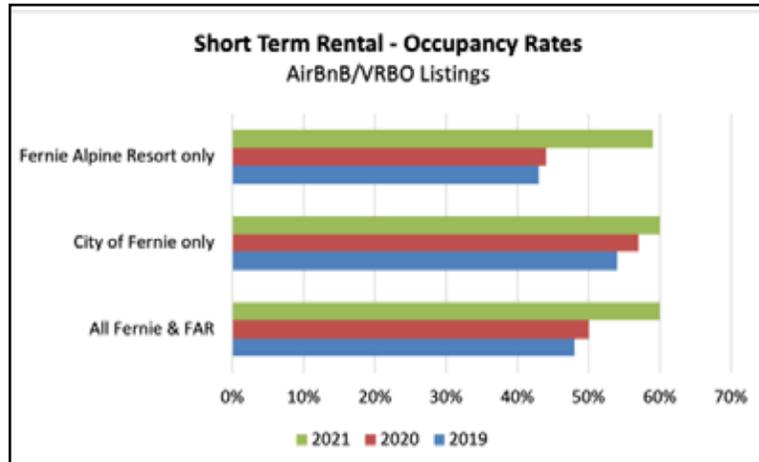


Chart 5

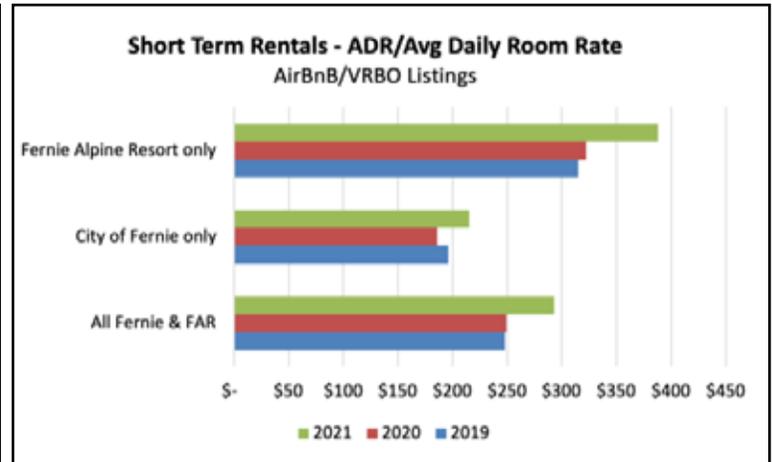
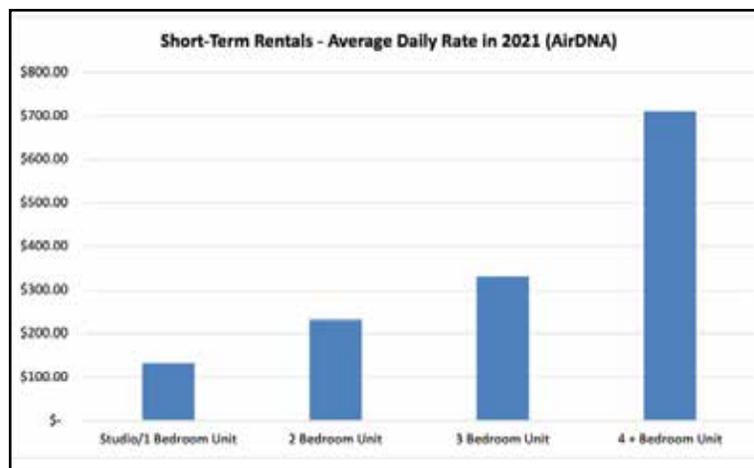


Chart 6



- STAR** (Smith Travel Research) is a data program Tourism Fernie has started to invest in that works with local commercial accommodators to track occupancy and ADR (Average Daily Rate per Room). STAR data collection started in late 2021. 2021 data* only includes traditional hotels/motels and not the larger condos or chalets yet which would bring up ADR.

Chart 7

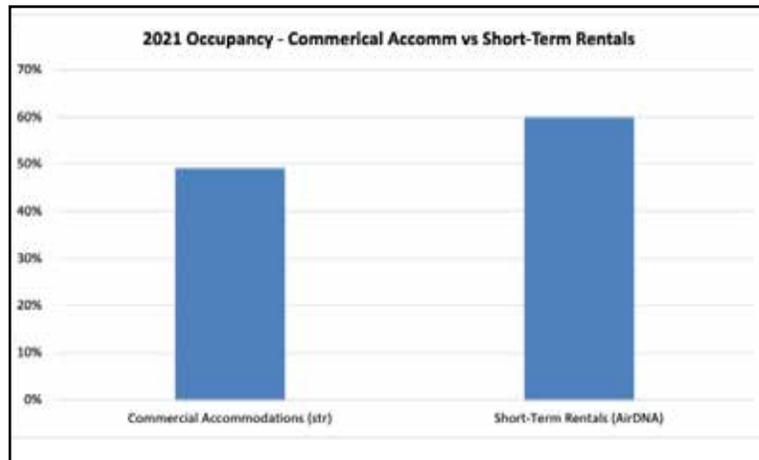
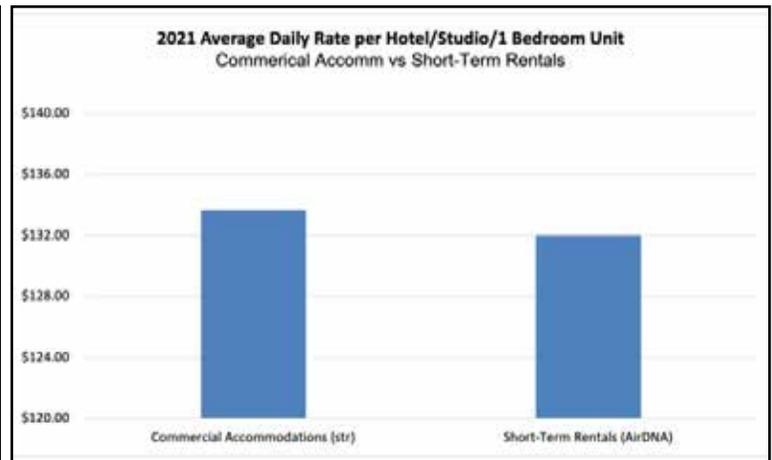


Chart 8



Insights about the Fernie Visitor

Checkin Canada Booking Referral Widget

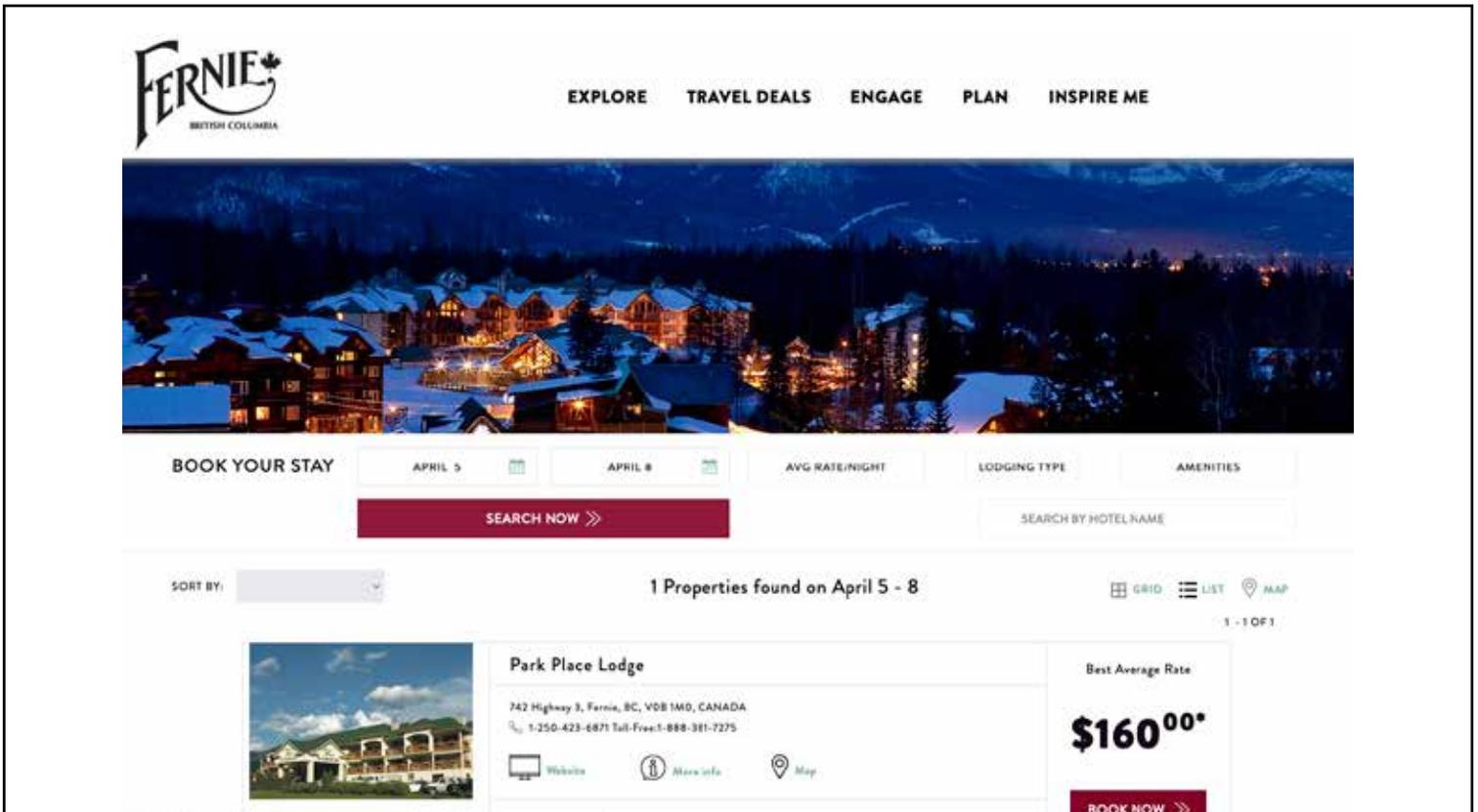
In September of 2021, Tourism Fernie launched a booking referral function/widget on its website. The purpose was to provide another trip planning tool for visitors that allows them to check accommodation availability, average rates and then go direct to the local accommodator business website to continue the booking process. This new function helps encourage direct bookings with local businesses, versus booking with Expedia for example that take a 20% commission from local accommodators with every booking. The function also provides great statistics about the searches done by visitors using the booking referral tool such as below.

- \$1,036,456 - Value of booking searches
- 1,457 – Direct referrals to local accommodator booking systems
- 3 Nights – Average length of stay searched
- 46 Days – Average # Lead Days
- Search Origin: 43% Canadians 28% USA 29% Overseas

2021 Visitors to the Website – TourismFernie.com

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

- 386,612 people used the website in 2021, an average of 32,218 per month
- 62% visit the site organically and another 11% visit by typing in the website address. The remaining come to the site from digital advertising campaigns or referrals from other sites or social media channels
- 17% were returning visitors to the site, 83% were new visitors
- 52% female, 48% male
- 12% aged 18-24, 47% aged 25-44, 41% aged 45+
- 84% are from Canada (Calgary #1), 10% from USA (Chicago #1), 6% from Overseas (UK #1)
- Top Pages in 2021: COVID-19 Travel Updates, Things to Do, Home Page, Top 20 Summer Things to Do, BC Wildfires Updates (emphasizing local status), Places to Stay, Fairy Creek Falls Trail, Events





Snowmobiling Tourism in Fernie

Tourism Fernie financially supported the Fernie Snowmobile Association's economic impact study of the activity in and around Fernie. The report was finished in March 2021 by MNP, a global consulting and economic analysis company, and is available upon request. Here are some of the highlights.

- \$3.48 million - Direct local tourism economic impact
- 15,500 - Snowmobile Days/Trail Users
- 75% - Snowmobile Days/Users by Out-of-Town Visitors
- 9,500 – Multi-day Trip Days
- 4.4 Nights – Average Length of Stay for Multi-Day Trip Visitors
- \$230 – Average Spend per Day per Out-of-Province Visitor



Fishing Tourism in Fernie

The BC Fishing Tourism Association developed a snapshot of fishing tourism in Fernie pre-COVID. Out-of-Province visitors require a \$55 annual BC fishing licence plus, for our part of BC, an additional \$20/day for a Classified Licence. For visitors that book guided float trips from local guiding companies the cost is approximately \$750/day for 2 anglers. The BC government limits the amount of guided angler days (3,800+ annually in the East Kootenay) to ensure the long-term sustainability of the fishery.

- \$2.7 million - Direct local tourism economic impact
- 8,012 Out-of-Province fishing licences sold in 2015 for the Elk/Bull/Wigwam Rivers, up 17%
- 50% Canadian, 43% USA, 7% Overseas
- \$700 – Average spend per day by guided anglers

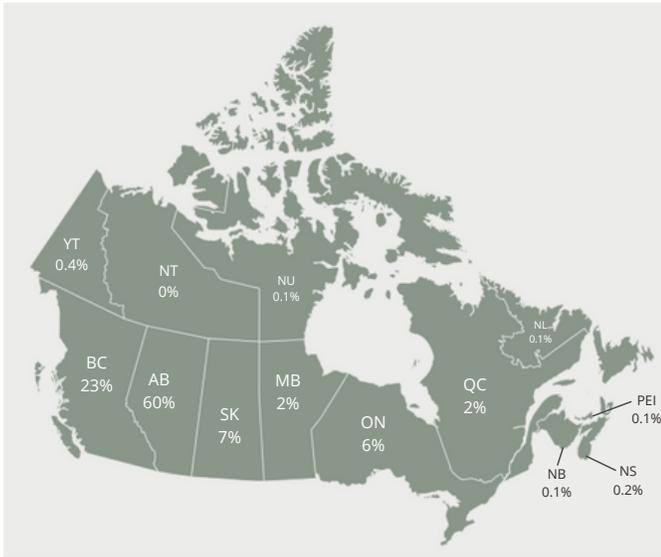


Canadian Market Visitor Snapshot 2019



- Research results were derived from using MobileScapes Mobile Movement analysis, whereby samples* of visitors with mobile devices (Canada only) are captured within various high-traffic (geofenced) locations in Fernie.
- These samples provide visitor origin postal codes and using a variety of extrapolation data provides origin, demographic and psychographic variables.

WINTER VISITORS



NOV 2018-APRIL 2019

BC Target Considerations

BC Regional Visitors

- Vancouver, Surrey, Kelowna, Kamloops
 - Less frequent travellers looking for nature based outdoor activities

BC Target Locations by top PRIZM Segments

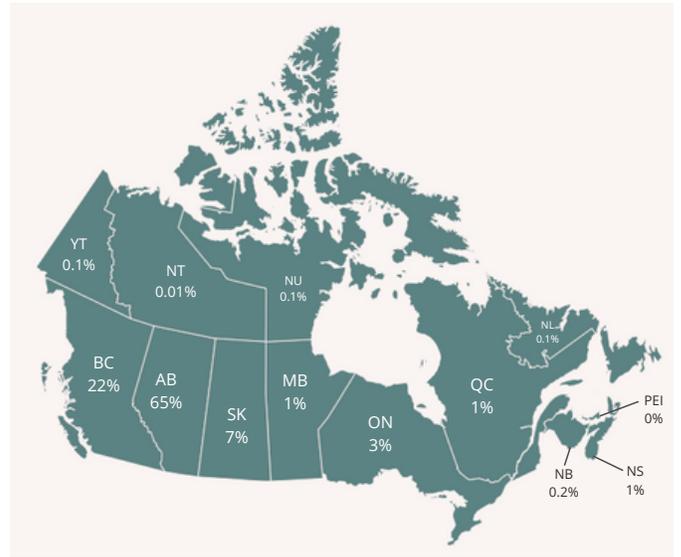
- | | |
|--------------|-----------------|
| • Kelowna | • Chilliwack |
| • Nanaimo | • Surrey |
| • Langley | • Maple Ridge |
| • Kamloops | • Prince George |
| • Abbotsford | • Saanich |

*Sample of 33,800 visitors analyzed from Alberta

*Sample of 12,400 visitors analyzed from British Columbia.

Local residents (VOB Postal Codes removed from sample).

SPRING/SUMMER/FALL VISITORS



MAY - OCTOBER 2019

Alberta Target Considerations

Calgary, Edmonton, Lethbridge

- Loyal Visitors who understand your products/services and travelled during multiple periods

AB Target Locations by top PRIZM Segments

- | | |
|---------------------|------------------|
| • Calgary | • St. Albert |
| • Edmonton | • Wood Buffalo |
| • Strathcona County | • Lethbridge |
| • Red Deer | • Grande Prairie |
| • Airdrie | • Spruce Grove |

*Sample of 60,300 visitors analyzed from Alberta

*Sample of 19,300 visitors analyzed from British Columbia.

Local residents (VOB Postal Codes removed from sample).

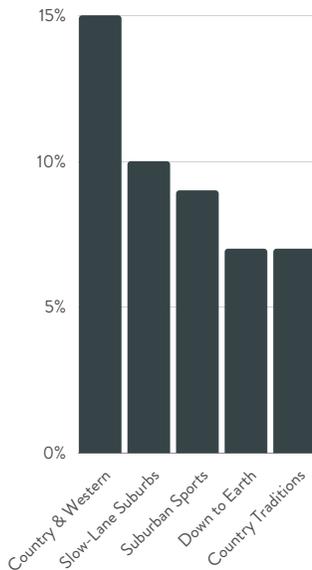
Data compilation & presentation by Symphony Tourism Services, in partnership with Tourism Fernie

BC & AB Market Visitor Snapshot 2019

PRIZM MARKET SEGMENTS

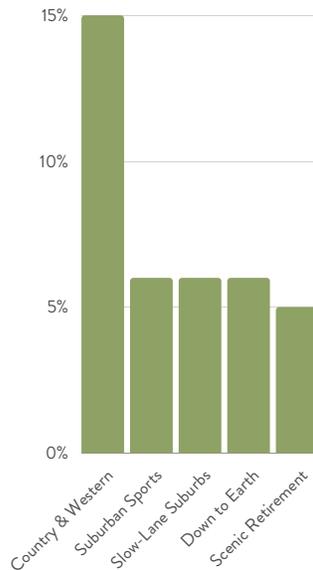


**BC VISITORS
WINTER**



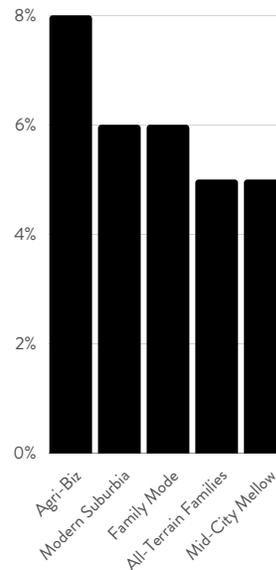
NOV 2018-APRIL 2019

**BC VISITORS
SPRING/SUMMER/FALL**



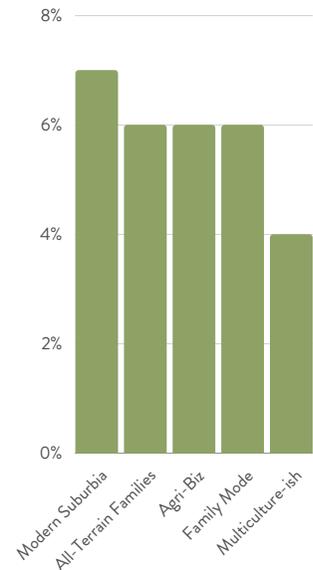
MAY-OCT 2019

**AB VISITORS
WINTER**



NOV 2018-APRIL 2019

**AB VISITORS
SPRING/SUMMER/FALL**



MAY-OCT 2019

Top PRIZM Segments of BC Visitors

- Country & Western are typically middle aged, below average income travellers who enjoy: Snowmobiling, Hiking, Camping, Boating
- Suburban Sports are typically middle-aged couples and families who enjoy outdoor activities, such as Camping, Fishing/Hunting, Cross Country Skiing and Snowshoeing
- Slow-Lane Suburbs are typically older and mature suburban singles and couples who enjoy leisure-intensive lifestyles and traditional media
- Down to Earth are typically older (55+), middle-income rural couples and families who enjoy Fishing, Hunting, Bird-watching and Gardening

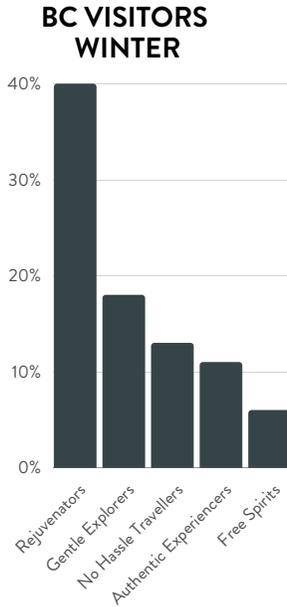
Top PRIZM Segments of AB Visitors

- Agri-Biz are typically Middle- income farmers and blue-collar workers, who enjoy fishing/hunting, boating and camping
- All-Terrain Families are typically Younger and Middle-Aged couples and families with children under the age of 15, who value hard work, and the thrill of purchasing and are often impulse shoppers
- Family Mode are typically Middle-aged couples and families with children (ages 10+) at home. They value outdoor adventure and interacting with people from different cultures
- Modern Suburbia are typically Younger and Middle-Aged, diverse families with younger children who value trying new and exciting products and pilates/yoga

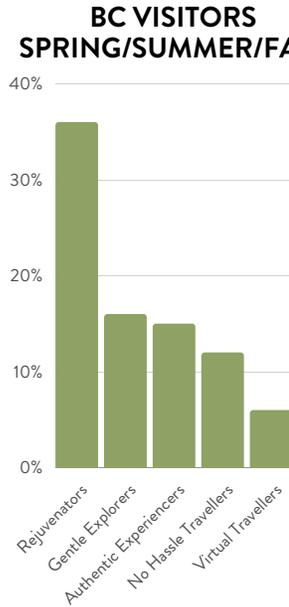


BC & AB Market Visitor Snapshot 2019

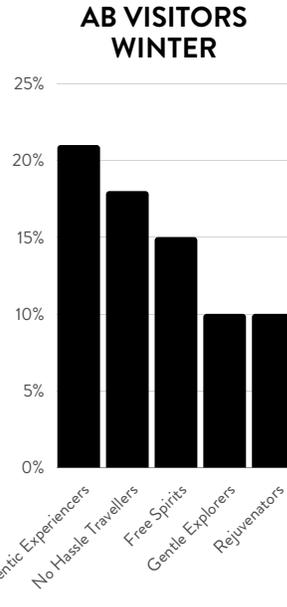
Explorer Quotient (EQ) Traveller Types



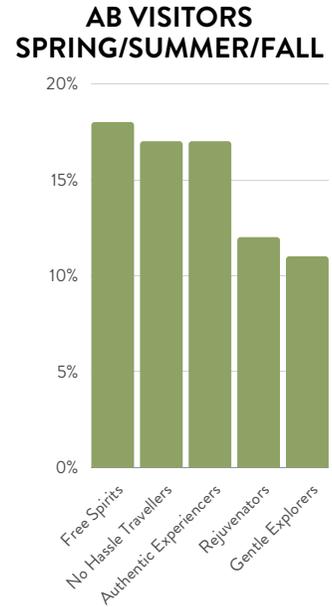
NOV 2018-APRIL 2019



MAY-OCT 2019



NOV 2018-APRIL 2019



MAY-OCT 2019

Authentic Experiencers	Free Spirits	Gentle Explorers	No Hassle Travellers	Rejuvenators
------------------------	--------------	------------------	----------------------	--------------

- Affluent, highly educated mature singles and couples with older children; living in urban and suburban areas
- Authentic Experiencers are typically understated travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history of places
- Tend to be older, highly educated and adventurous
- Relish experiencing all their travel destination has to offer in a reserved and non-exorbitant way
- Drawn to nature and are likely to seek it out far and wide
- Travel is an important part of their lives, so they are likely to go often and for a while

- Ethnically diverse, well educated families that earn moderate incomes; living in urban and suburban areas
- Free Spirits are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others
- Tend to be young, experimentalist, committed travellers looking for thrills and frills. They live the travel experience to the fullest
- They seek some structure when they travel so they can indulge in worry-free hedonistic activities
- Enjoy the best they can afford in terms of accommodations and restaurants

- Middle-class families with children at home; higher rates of 4+ persons at home; below average rates of travel
- Gentle Explorers are primarily defined by their reluctance to venture far beyond the comfort of home
- They travel 'on condition', demanding the very best and most comfortable environments for themselves when they must do so
- They are apprehensive travellers who prefer the tried and true over discovering new destinations and cultures
- They prefer creature comforts and the security of group travel
- Travel is an opportunity to act more vividly and spontaneously than when at home

- Mature singles and couples, without children at home, who are in or nearing retirement
- No-Hassle Travellers are cautious, dutiful and reserved people who seek secure group travel that allows them to escape from the duties and obligations of everyday life
- Average Canadians/Americans leading busy lives, understated and cautious with spending money
- Favour nature and worry-free vacations, but also enjoy the cultural highlights of their destinations
- Prefer quiet weekend getaways close by

- Mature singles and empty nesters; have lower levels of educational attainment and earn below average incomes
- Rejuvenators are family-oriented people who travel with others to escape from the stresses of everyday life, be pampered, and indulge themselves
- They are busy, family-oriented Canadians/Americans seeking a relaxing escape, typically within Canada and the US
- They enjoy sharing travel with others (friends or family) and prefer it to be a time for understated indulgence and relaxation, away from their burdens and responsibilities at home

Data compilation & presentation by Symphony Tourism Services, in partnership with Tourism Fernie



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 and execute destination management and development priorities that support tourism sector recovery, growth and sustainability.

Strategies/Objectives:

- Continue to advocate, communicate and support industry through the pandemic and recovery
- Continue to execute and partner on local industry support campaigns
- Continue to lead and partner on the implementation of the Tourism Master Plan
- Increase and enhance communications within the community about tourism and its importance

2021 Activities Undertaken:

- Developed and executed the LOYAL to LOCAL campaign with funding sponsorship from TECK. The initiative ran during spring season and generated over \$101,000 in local spending. Participants received a free LOYAL to LOCAL hat or shirt when showing local shopping receipts.
- Local ads in the Fernie Fix and the Fernie Free Press to encourage local shopping and staycations.
- Actively maintained the local COVID & Travel Updates page on our website to provide up-to-date information to travelers, key markets and local tourism sector.
 - <https://tourismfernie.com/news/coronavirus-covid-19>
 - Received 38,893 page views in 2021
- Actively maintained the www.FernieStrong.com website that focused on local audience, local safety and stats and COVID support information.
- Received RDEK funding to initiate the RDEK Sustainable Tourism Project. Including surveying rural residents and businesses on challenges and opportunities related to tourism and recreation in the front and backcountry.
- Presented in partnership with RDEK to the Minister of Tourism regarding sustainable tourism challenges, needs and opportunities, as part of UBCM.
- Worked in collaboration with trail groups to coordinate efforts and funding for another season of the Winter Trails Collaborative that supports enhanced non-motorized winter trail grooming and experiences
- Worked in collaboration with local river stakeholders to submit a grant proposal to the Ministry of Tourism and Kootenay Rockies Tourism for river access improvements and river user education. Was awarded \$300,000 towards the multi-year projects under the Targeted Regional Tourism Development program.
- Hosted/led/participated in over 40 industry (local, regional and provincial) Zoom meetings that provided COVID updates, advocated for local/rural tourism, confirmed joint messaging, provided industry support, local action updates.
- Tourism Fernie Board of Directors met on Zoom at least once a month to review evolving COVID situation, monitor and adjust plans and budgets, including actions to support industry, the community and the organization.
- Media interviews and articles locally and regionally on state and importance of tourism in Fernie and various initiatives supporting the industry. Includes radio interview on January 18th with CBC's Chris Walker.
- Sent monthly email and newsletter updates to members and stakeholders with industry and COVID status reports, actions taken, sharing business support information, travel messaging details and marketing and data updates.
- Actively maintained our Wildfire Travel Updates page during BC Wildfire season to ensure our markets were continually aware of Fernie's clear status and lack of smoky skies. <https://tourismfernie.com/news/bc-wildfires>
- Wrote 10 Letters of Support to local organizations seeking important grant funding. Majority were successful in receiving the grants including Arts Station, Wapiti, REEL Cdn Film Festival, Griz Days, Transrockies, City of Fernie, Chamber of Commerce and more.
- Developed the 'pitch' and supported the collaborative effort that saw the City of Fernie awarded over \$700,000 for the Journey to Iconic Fernie project under the Tourism Development Community Fund.
- Actively partnered with the Chamber of Commerce on their Work in Fernie initiative by developing and executing digital marketing campaign to help address the labour shortage issue. Granted \$3,000 from Community Futures East Kootenay to support the labour shortage issue via Work in Fernie initiative.
- Hosted three Tourism Master Plan Champion's Group meetings to check-in on all partner progress and continue the diversity of collaborative efforts and actions.
- Participated in two Resort Municipality Initiative meetings.
- Supported the local single-use plastic ban initiative to further support sustainable tourism efforts.
- Hosted annual general meeting on March 31st online via zoom.
- Organized variety of one-on-one meetings to support industry advocacy, coordination and growth with key stakeholders from MP Rob Morrison and MLA Tom Shypitka to RDEK, various BC Ministry staff, TIABC, Destination BC, BC Hotel Assn and many more.
- Participated in critical meetings and supported Fernie Wilderness Adventures, Coal Creek Heritage Society and Fernie Snowmobile Association during the November flooding events and recovery efforts.
- Continued annual partnership with Fernie Alpine Resort, City of Fernie and Fernie Chamber of Commerce to plan and operate the #FernieStoke Ski Shuttle.

#FERNIESTRONG LOYAL to LOCAL

A New Initiative to Support Local, Be Rewarded & Win!

Local businesses, organizations and the tourism sector have endured many challenges during the COVID-19 pandemic. Participate in this new and fun initiative between April 29th and June 20th. For full details visit FernieStrong.com.

e-know.ca Cranbrook Kimberle

Home » Loyal to Local campaign launched in Fernie

Posted: April 29, 2021

Loyal to Local campaign launched in Fernie

Council Meeting Showing Off Loyal to Local

TOURISM FERNIE

Did you know?
Rusty Edge is at the base of the Mighty Moose lift and open daily during the ski season from 11am - 10pm with a great sunny patio & yummy wings too!

Support & Shop Local. Have a Fernie Staycation.



As we enjoy the winter activities and look forward to spring local businesses continue to persevere and adapt to the impacts of COVID-19. Continue to shop local and support the community. Continue to be Fernie Strong!

Be Kind. Be Safe. Follow COVID Health Directives. FernieStrong.com

News



Liftees at Fernie Alpine Resort - COVID Safety in Action

Fernie Travel & COVID Updates

THE FREE PRESS



Fernie Strong
Stronger Together

Supporting & Informing Local

Learning to tackle COVID: Fernie Strong website launched

Regional District of East Kootenay (RDEK)
March 25, 2021

Tourism Fernie has extended the survey deadline on its Tourism Sustainability Project for Areas A and B – anyone who hasn't participated is urged to provide feedback prior to the new March 28th deadline. To learn more, and access survey links, click here: <http://ow.ly/WMk50E8Bc>



AREAS A & B

EXTENDED SUSTAINABLE TOURISM SURVEY

Regional District of East Kootenay
1-888-478-7335 | www.rdek.bc.ca

THE FREE PRESS

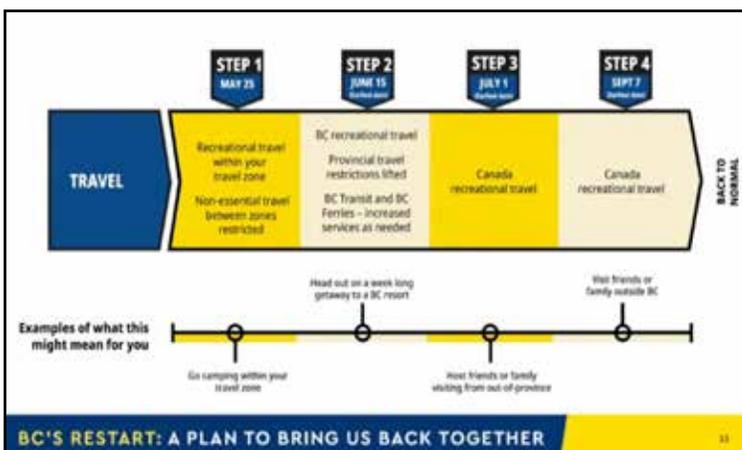


The Fernie ski shuttle will operate for free over the holiday period for 2021. (Image courtesy of Tourism Fernie)

Fernie ski shuttle to operate for free over holidays

The shuttle starts off two weeks after the season, but it's free

SCOTT TIBBALLS / Dec. 23, 2021 11:30 a.m. / LOCAL NEWS / NEWS



Leading indicators are *cautiously encouraging*

- Canadians are searching for travel
- Vaccine rollout is underway
- Resident sentiment beginning to improve



Elk River Tourism Initiative

The Elk River Tourism Initiative is a regional stakeholder-driven approach promoting safe and reliable river access to the Elk River in southeast BC by developing and improving prioritized infrastructure and amenities that support sustainable tourism development, the visitor and recreational user experience and management in the watershed. The Elk River is a pristine, world-class freestone river and long-standing



Westly Graham

Meeting with MP Rob Morrison



Food & Beverage Jobs in Fernie For Summer 2021

June 15, 2021

Fernie Chamber of Commerce

If you're searching for food & beverage jobs in Fernie, you've come to the right place. Have a summer blast with adventure while working in this small but lively mountain town. Many people choose Fernie as their getaway from the big city lifestyle and spend the summer working and getting to know new friends in the community.



Work in Fernie
May 27 · 🌐

Summer is coming!
Head to workinfernie.com to check out all of the summer job opportunities for you to [#workinfernie](https://twitter.com/workinfernie).
.... See More



COVID Meeting with Chamber and City



THE FREE PRESS

The Fernie welcome sign on the north end of town. (File photo)

Tourism numbers edge back up on 2020: Tourism Fernie

The industry saw improvements on 2020 and may even have had a better summer than 2019

SCOTT TIBBALLS / Dec. 29, 2021 12:00 p.m. / LOCAL NEWS / NEWS

Fernie Wilderness Adventures
December 17, 2021

We are excited to announce that FWA has been granted a permit to construct a temporary ice/snow bridge in order to access our terrain for this season!

After a very long month of uncertainty, we will be open soon! We'd like to thank the Fernie Snowmobile Association especially for their hundreds of hours of calls, meetings and words of support. Also, Canwel, FNLROAD, Jikke at Fernie Tourism, Mike Sosnowski of RDEK, Al at Canfor, Tom Shyplika, Steve at Canwel, Mayor of Fernie Ange Qualizza, fire chief Brenden Morgan, fire prevention officer Bret Uphill, and our community as a whole.

Please know we appreciate all your efforts!
We couldn't have done it without you, and once again Kim and Deb and the whole FWA team is looking forward to a great season.

Merry Christmas Everyone!
photo: Steve Reid



Business leaders discuss why they're bullish on Alberta's future [Read More](#)

CALGARY HERALD

News Business Opinion Arts Sports Life Driving Healthing The GrowthOp Podcasts

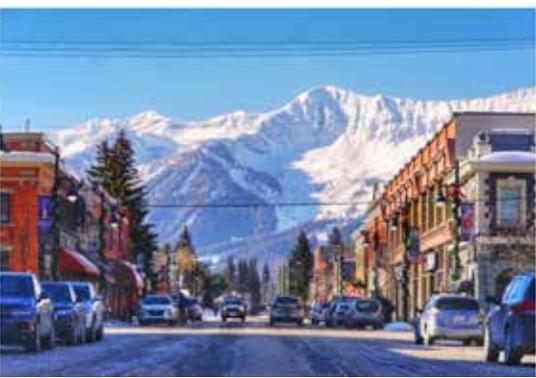
Politics / News / Local News

B.C. border towns, tourism groups say COVID travel restrictions needed to 'save summer'

'Let's bear down for the next five weeks so that we can have the summer that all of us desperately, desperately want,' Horgan said during a press conference on Monday

Stephanie Babych

Apr 20, 2021 • 1 day ago • 3 minute read • 33 Comments



Jikke Gyorki
Tourism Updates
Cc: Jikke Gyorki, Bcc: Shari Callan, stay@tourismadvisorsidge.com & 138 more

Dear Tourism Fernie Members & Stakeholders,

- Accommodation Revenues / MRDT Update
 - Received data up to August
 - Jan - Aug 2021 Room Revenues were \$10,746,000
 - Up 17% from 2020
 - Down 15% from 2019
 - Expectations / Forecasting for Sept-Dec 2021: on par with 2019 pre-covid levels
- Fernie Alpine Resort announced yesterday the requirement that all guests (locals and visitors) be fully vaccinated to participate in all resort activities and amenities this season, including riding chair lifts. [READ MORE](#)
- COVID / Testing / International Visitors:
 - Rules on entering Canada can be found [here on our COVID Travel Page](#). The focus of our information is for those travelling to Fernie. We have better organized this page with the use of tabs.
 - COVID testing updates:
 - FNPA has organized the use of mobile testing in the western Frontiers

Jikke Gyorki
Today's Tourism & COVID Updates
Bcc: Shari Callan, stay@tourismadvisorsidge.com, Mona Beckmann, Susan Wood & 138 more

Dear Tourism Fernie Members & Stakeholders,

- Today marks the further opening of Canada's border to international leisure travellers who are fully vaccinated by vaccines approved by the Canadian Government.
 - [Here is the federal link on the details](#)
 - Canada's ArriveCAN online/app process for USA/International travellers is EASY for travellers.
- Work in Fernie Initiative by the Fernie Chamber that Tourism Fernie partners with will be activating its winter campaign to promote 40 vacancies within the next 2 weeks.
 - If you have jobs available for the winter season please post them on the [www.aufnferniesum.com](#) website
- Accommodation Revenues (MRDT) Update:
 - We have received the 7% MRDT/accorom tax details as of June 2021
 - January - June 2021 Accommodation Revenues are:
 - up 10% over 2020 (COVID)
 - down 24% from 2019 pre-COVID
 - Specific to 510A/Inns Revenues:
 - Jan-June 2021 is up 26% over 2019
 - we do not have accurate data for 2020 due to the tax deferral during that year
- Fish and Proof of Vaccination Requirement:
 - Proof of vaccination is not required for fast food restaurants, convenience, take-out only places, caterers - unless the business itself requires it
 - The proof is specific to outdoor (where they have staff monitoring and controlling where people sit) and also licensed establishments
 - There is still confusion about this
- BC Vaccine Card updates as per today's news conference:
 - If the Vaccine Card program and reasonable rate increases are successful, current orders (masks/garbage) will be reduced or eliminated starting as early as October 24th
 - There is no waiting period - time time between getting a shot and when it's fully functioning - in relation to the Sept 13th and Oct 24th dates.
 - Business support website: [www.gov.bc.ca/vaccineboard/business](#)
 - Details still being updated. There will also be a specific phone number by the 12th for business specific support
 - BC residents can get their BC Vaccine Card at:
 - [www.gov.bc.ca/vaccinecard](#)
 - For a paper copy call 1-833-834-2123 or visit a Service BC Centre
 - The vaccine record card received during your vaccination will be accepted as proof until September 26th
 - Out of Province visitors:
 - BC Government will be uploading what other provincial documentation looks like on this website by the 13th

Jikke Gyorki
Current Messaging Updates
Bcc: Shari Callan, stay@tourismadvisorsidge.com, Mona Beckmann & 271 more

Good morning TF Members & Stakeholders,

Our current messaging to consumers does follow the BC government's [Step Reopening Plan](#) including that travel will fully open July 1st to our neighbours to the east. However, although travel is restricted from outside BC, the current wording is 'travel advisory' versus any 'travel order'. There is no 'enforcement' if travellers do choose to come before July 1st.

An example of our current wording - [Explore Fernie! Travel by BC residents within BC is now allowed. Travel advisory is still in place for out-of-province travellers to BC until June 30th. Plan & book your trip today! Fernie is ready to welcome you. \[www.tourismfernie.com/summer\]\(#\)](#)

We also continue to encourage our accommodators to accept bookings from Canadian travellers wanting to come now and later while abiding current [travel safe guidance](#)

Although Tourism Fernie is unable to actively welcome anyone outside of BC for immediate visitation, we have been marketing to our eastern markets since April to plan and book now for when travel resumes (July 1st).

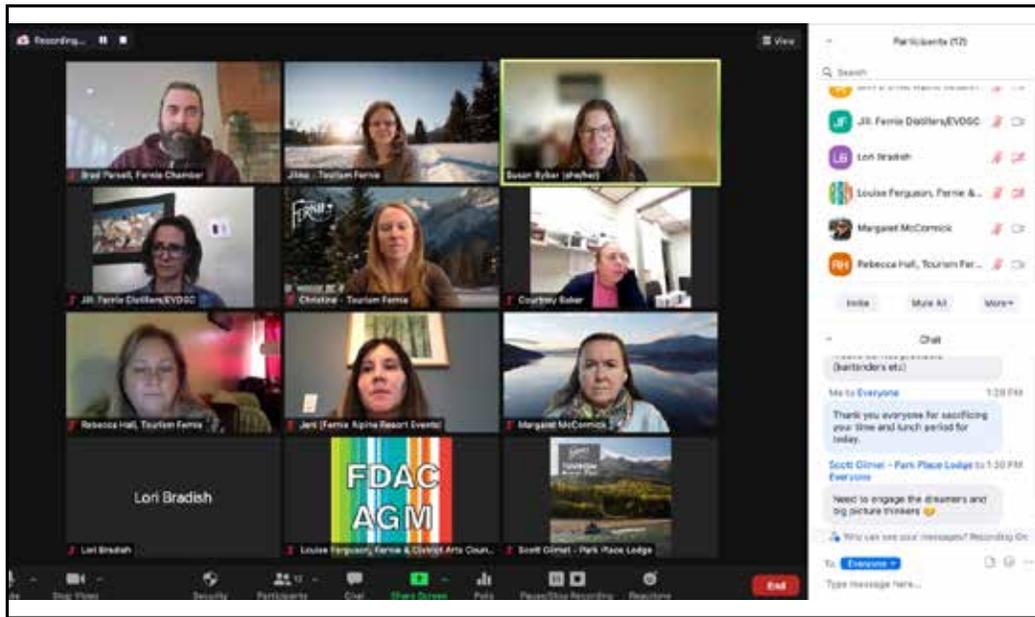
For additional messaging support here are links to Destination BC's messaging guidance during Step 2 of the BC Reopening Plan:

<https://www.destinationbc.ca/covid-19/destination-bc-response/messaging-toolkit/>

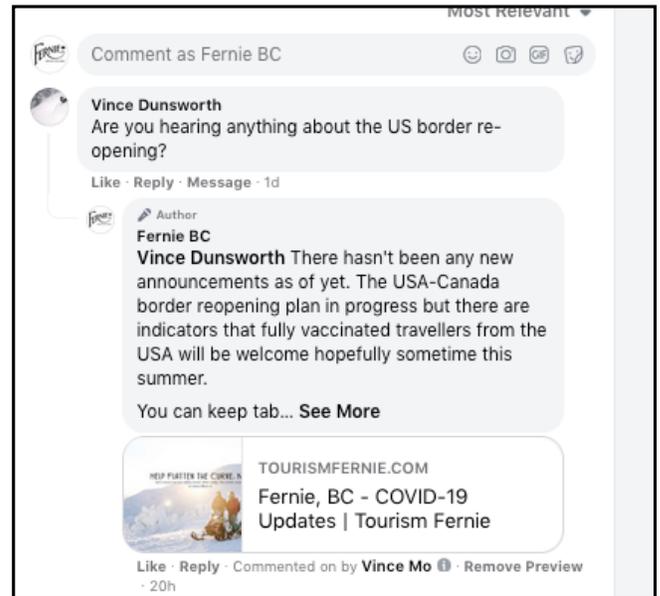
We have also organized some creative, based on Step 2, you can use if you like, [download from this Dropbox link](#). You can use these for your website or social media channels.

You can link these creative images to any of these pages if you like:

<https://tourismfernie.com/news/coronavirus-covid-19>
<https://tourismfernie.com/summer>
<https://tourismfernie.com/roads-travel/tno-planning-during-covid-19>



Tourism Events & Animation Discovery Session



Winter Trails Collaborative Meeting

September 28, 2021

Ministry of Tourism, Arts, Culture & Sport
BC Fairs, Festivals & Events Recovery Fund



Re: Letter of Support for Fernie Arts Council's Wednesday Socials Application

Tourism Fernie is a non-profit society and Destination Marketing & Management Organization (DMO) with the purpose of executing effective tourism marketing, programs and projects that support local tourism.

The Wednesday Social is a weekly Arts and Cultural animation style festival every Wednesday that brings the community and visitors together in Historic Downtown Fernie, BC. This free festival is open to everyone to attend and creates a vibrant visitor experience showcasing the local cultural scene and featuring performers from across Canada. Held during summer months,

GOAL: Recover Fernie’s 2021 accommodation revenues, year-round, to 85% of 2019 levels / 15% above 2020 levels

Marketing Strategies/Objectives:

- Execute effective and inspiring marketing campaigns for all four seasons
- Increase media and influencer marketing initiatives and partnerships
- Continue to support an evolve co-op marketing programs and campaigns
- Increase acquisition and use of data while staying nimble in the face of the pandemic to help with decision making and marketing effectiveness

2021 Target Markets, Trends & Considerations:

Tourism Fernie’s marketing initiatives in 2021 focused on target markets that are expected to provide the best return on investment in light of the COVID-19 pandemic while being able to change quickly if needed due to changing restrictions. Based on industry research, trends and stakeholder input target markets were primarily high-yield markets, defined as higher-income, longer stay and non-peak travelers.

Fernie is primarily a regional drive market which is very beneficial to our industry and recovery as this market that will still be able to travel and more quickly. Past surveys have indicated that our non-winter visitors are from:

- 14% BC
- 58% AB
- 13% Other Canada (SK, MB & ON primarily)
- 8% USA
- 7% International Overseas

During a typical winter ski season there is an increase in USA and International visitors, however regional/Canadian traffic still dominates at 70%. During the current ski season and travel bans, the market is 100% local and regional.

During the pandemic while travel took place, travelers were looking for the following:

- 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

Fernie was well positioned as a destination to meet these needs. As travel opened there was an expectation, supported by evidence of the visitation during summer 2020, that there is pent up demand and the desire to travel is high. However, at the beginning of 2021 we did not have a crystal ball as to how restrictions would change or ease nor how the pandemic would evolve. There is also a significant increase in competition for this regional market given the pivoting of other destinations targeting regional markets while international markets are still not accessible. In light of this Fernie executed and timed inspiring campaigns and maintained brand position while working with local industry, the Chamber and stakeholders to support and manage the destination and potential challenges related to a fast jump in demand (staffing, infrastructure, trail usage and impacts, customer service, visitor services, etc)

2021 MARKETING HIGHLIGHTS

Fernie Accommodation Revenues:

\$22,213,000

90% of 2019 | 22% above 2020

Overall Marketing Impact:

Impressions: 236,443,313

Every time someone sees any piece of our marketing and brand it is tracked as an impression. Impressions keep Fernie top of mind in our markets.

TourismFernie.com Website:

Visits: 386,612 (32k/mth)

Page Views: 755,509

Leads to Members: 102,429

Facebook:

Fans: 44,421

Reach: 6,809,208

Instagram:

Fans: 20,976

Reach: 2,438,116

Youtube / Vimeo / FB / Instagram / Pinterest Video

Views:

Min 3 sec - 1,353,217

Other Considerations in 2021 planning and execution:

- Timing – limited clarity on when and how travel will open and under what conditions by government
- Status of traveler disposable income – visitor spending limitations or opposite?
- 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
- Lack of staff and products if tourism is busier than expected
- Will locals, 2nd homeowners fill all the capacity before short-term visitors even get here (activities, trails, restaurants, etc)
- Future waves of more restrictive travel
- Marketing budgets and financial ability of operators to partner
- Days of carefree travel are over

For 2021 Tourism Fernie's Primary Geographic Markets:

- British Columbia
- Alberta
- Saskatchewan
- Manitoba

As travel restrictions due to COVID-19 ease, and as approved by the Board of Directors and budgets, geographic markets did expand/pivot to include: Northwest USA and key destination passion markets in long-haul Canada, USA and overseas.

Tourism Fernie supports quality media and travel trade initiatives in above and in other markets in partnership with key members and stakeholders such as RCR/ILL/KRT/DBC/DC.

Primary Traveler Profiles/Passions:

Based on Destination Canada EQ:

- Free Spirit Travelers
- Authentic Experienter Travelers
- Rejuvenators/No Hassle Travelers
- Gentle Explorer Travelers

Based on Passion/Interest:

- Sightseeing – Mountain Towns/Culture/Heritage, Historic Downtown & the Canadian Rockies
- Winter Adventure – Alpine Ski, Catski, Snowmobile, Nordic, Fat Biking, Snowshoeing,
- Non-Winter Adventure & Activities- Bike, Fish, Hike, Nature & Wildlife Experiences, Rafting & River Activities, Golf, Chairlift Rides, Aerial Park and more
- Wellness – spa, yoga, fitness and retreats
- Culture – Art Walk, Heritage Walk, Learning Experiences, New walking tours
- Craft F&B – Beer, Spirits, Chocolate, Coffee, Market and more
- Destination Weddings
- Girl's Trips / Guy's Trips
- Family & Couple Vacations
- Events & Festivals (as allowed post-pandemic) – ISSW, Wapiti, Griz Days, Fernival, WAM BAM and more

2021 Marketing Activities Undertaken:

Spring & Summer “It’s Time” Travel Opening Advertising Campaign

Campaign to create awareness of travel re-opening and inspire visitation and bookings for the summer season. Ads pushed to summer campaign landing page with a variety of content and travel offers. Campaign ran from May to early August.

Tactic 1 – Spring/Summer Campaign:

Get Back to What You Love – Comic Video Series

Video Views: 213,614

Staring ‘Fernie-ite’ Sadie Rosgen

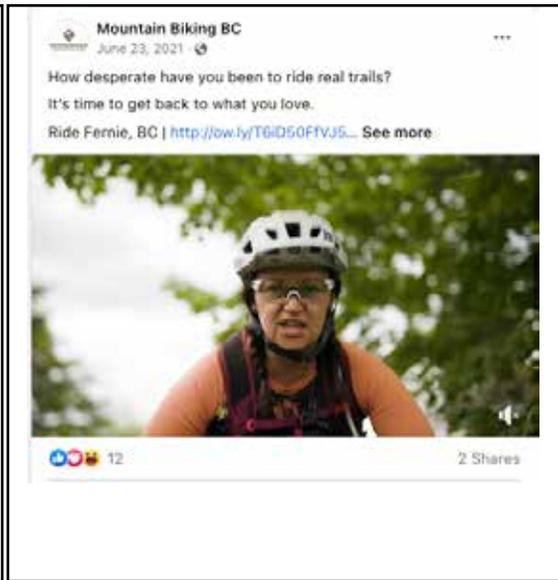
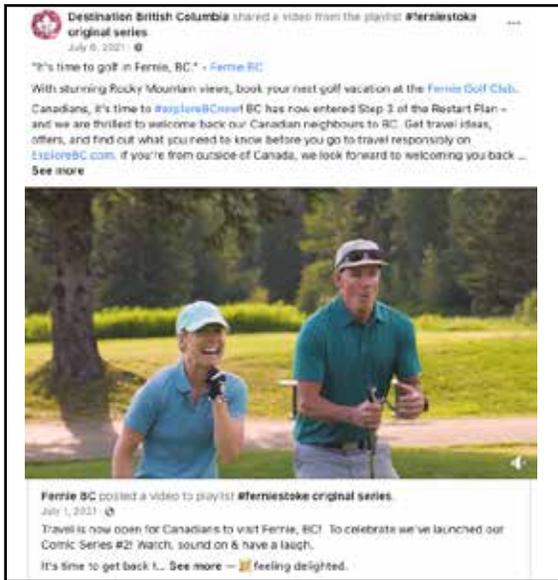
#1 Biking

#2 Golfing

#3 Fly Fishing



Snap QR Code to view videos



Tactic 2 – Spring/Summer Campaign:

It's Time! TV Commercial Campaign



Commercial Views: 84,235,700

Global TV 15 sec & 30 sec TV Commercial in BC, AB, SK, MB & ON
Impressions / Views: 7,780,700

TV Occasions: 706



Snap QR Code to view Summer TV Commercial



Shaw TV Network 30 sec TV Commercial in BC, AB, SK, MB
Impressions/Views: 73,455,000 TV Occasions: 19,588

Tactic 3 – Spring/Summer Campaign:

It's Time! Digital Campaign

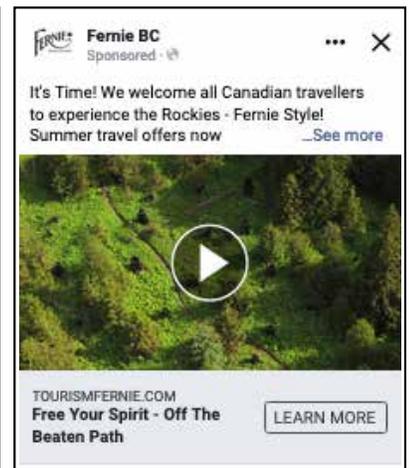
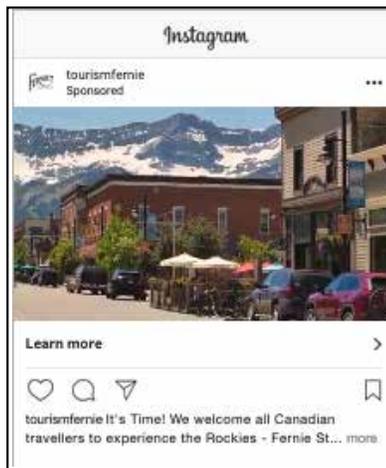


Awareness and remarketing campaigns throughout key markets in Canada

Impressions / Views: 7,220,347

Video Ad Views: 1,724,309

Clicks: 68,227





Book Now. Travel Soon.

A Destination Unlike Any Other.
Where Your Well-Being Is Top Of Mind.

Close Open



Book Now. Travel Soon.



Book Now. Travel Soon.

A Destination Unlike Any Other.
Where Your Well-Being Is Top Of Mind.



Book Now For Summer

Escape The Crowds & Experience The Majestic Rocky...

Open >



FERNIE Est. 1898

A Destination Unlike Any Other
Plan now for when travel resumes.



FERNIE

It's Time! Book Your Summer Vacation To Fernie BC

42K views... 7 DISLIKE SHARE SAVE ...



Book Now. Travel Soon.

A Destination Unlike Any Other. Where Your Well-Being Is Top Of Mind.

Tourism Fernie Open >



Book Now For Summer

Fernie loves and welcomes back our neighbours and friends to the east this summer

Tourism Fernie

Tactic 4 – Spring/Summer Campaign:

t's Time! A Destination Unlike Any Other! Traditional Print Ads

Impressions/Readers: 400,000

FERNIE
Est. 1898

A Destination Unlike Any Other

Revive your free spirit off the beaten path where your well-being is top of mind. When travel is encouraged, we welcome you to visit. Start planning your trip today.

Fernie will be ready to safely welcome visitors once travel restrictions ease. This includes welcoming our Alberta friends and fans. Escape the crowds and travel to our beautiful landscapes of pristine rivers, lush valleys and the majestic Rocky Mountains. Fernie is an idyllic and friendly mountain community just 3 hours southwest of Calgary. Experience its historic downtown, endless outdoor activities, quaint attractions, great places to eat, a local micro-brewery, coffee roaster and distillery too.

Golfing, rafting, hiking & biking start mid-May. Fly fishing starts mid-June. Island Lake Lodge opens June 18th. Fernie Alpine Resort opens June 26th. Lodging specials and packages now available to book.

ExploreFernie.com | #ferniestoke

Calgary Avenue Magazine - May Issue

FERNIE
Est. 1898

A Destination Unlike Any Other

Fernie will be ready to welcome everyone when travel resumes.

An idyllic and friendly Rocky Mountain town, Fernie offers a vibrant, historic downtown, endless outdoor activities, quaint attractions, great places to eat, a local micro-brewery, coffee roaster and distillery too. We look forward to hosting you as travel restrictions ease. Revive your free spirit and stoke this summer and fall season in Fernie.

Golfing, rafting, hiking & biking start mid-May. Fly fishing starts mid-June. Island Lake Lodge opens June 18th. Fernie Alpine Resort opens June 26th. Lodging specials and packages now available to book.

ExploreFernie.com | #ferniestoke

Kootenay Mountain Culture Magazine - Summer Issue

FERNIE
Est. 1898

A Destination Unlike Any Other

Revive your free spirit off the beaten path where your well-being is top of mind. When travel is encouraged, we welcome you to visit. Start planning your trip today.

Fernie, BC is an idyllic and friendly mountain community just three hours southwest of Calgary. Escape the crowds, 'think outside the park' and travel to our beautiful landscapes of pristine waterways, lush valleys and the majestic Rocky Mountains. Experience our historic downtown, endless outdoor activities, quaint attractions and great places to dine. For a unique taste of Fernie visit our craft beer and kombucha breweries, coffee roaster, organic bean-to-bar chocolate maker and spirits distillery too.

Golfing, rafting, hiking & biking start mid-May. Fly fishing starts mid-June. Island Lake Lodge opens June 18th. Fernie Alpine Resort opens June 26th. Lodging specials and packages now available to book.

ExploreFernie.com | #ferniestoke

IMPACT Magazine - Spring/Summer Issue

FERNIE
Est. 1898

Fernie's Official Online Visitor Guide

TourismFernie.com | #ferniestoke

Rafting the Elk River - Visit TourismFernie.com for Things to Do!

Fernie Free Press Summer Map

Tactic 5 – Spring/Summer Campaign:

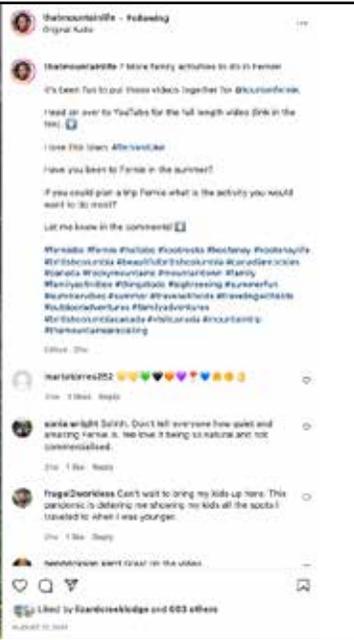
Summer Family Fun Video Blogs by That Mountain Life

Video Views: 200,223+

Working with local influencer That Mountain Life to create a fun family video series for summer in Fernie. Video blogs were launched on their channels and supported by Instagram Stories, Posts and FB Reels.



Snap QR Code to view videos



Spectacular Fall in Fernie, BC Advertising Campaign

Campaign to create awareness of fall season travel and inspire visitation and bookings. Ads pushed to fall campaign landing page with a variety of content and travel offers. Campaign ran from early August to early October.

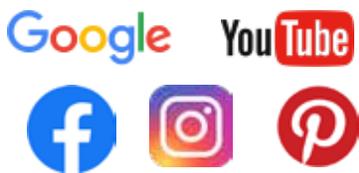
Fall campaign impressions: 17,785,316



Global TV 15 sec & 30 sec TV Commercial in BC, AB, SK, MB & ON
Impressions / Views: 3,140,000
TV Occasions: 197



Snap QR Code to view fall TV Commercial



Awareness and remarketing campaigns throughout key markets in Canada and USA drive-market.

Impressions: 1,510,851 Video Ad Views: 148,635 Clicks: 6,544



A screenshot of a YouTube video player. The video title is "Spectacular Fall in Fernie, BC" and it is categorized as "Unlisted". The video has 10,256 views and was uploaded on August 13, 2021. The video thumbnail shows a scenic view of mountains and a forest with the text "FERNIE, BRITISH COLUMBIA" overlaid. The player interface includes a search bar, a play button, and various control icons.

A screenshot of a YouTube video player. The video title is "Fall Family Activities In Fernie, British Columbia | Mountain Town Fun" and it is categorized as "Public". The video has 4.4K likes and 235 dislikes. The video thumbnail shows a family standing next to a white van in a forest. The player interface includes a search bar, a play button, and various control icons. The channel name is "That Mountain Life" with 41.2K subscribers.

A screenshot of a Facebook sponsored post. The post is from "Ferne BC" and is sponsored. The text of the post reads: "Escape the crowds and witness nature's breathtaking fall transformation. September & October is the best time to ... See more". The video thumbnail shows a scenic view of mountains and a forest with the text "FERNIE, BRITISH COLUMBIA" overlaid. The post includes a "LEARN MORE" button and "Like", "Comment", and "Share" options.

A screenshot of an Instagram sponsored post. The post is from "tourismfernie" and is sponsored. The video thumbnail shows a person riding a bicycle on a wooden bridge over a stream in a forest. The post includes a "Learn more" link and "Like", "Comment", and "Share" options.

A screenshot of an Instagram sponsored post. The post is from "Ferne BC" and is sponsored. The video thumbnail shows a person walking on a path next to a river in a forest. The post includes a "Learn more" link and "Like", "Comment", and "Share" options.

Escape the City November Stays get \$75 Promotional Campaign

A unique campaign to drive stays during the quietest month of the year. Fully digital ad campaign with unique landing page.

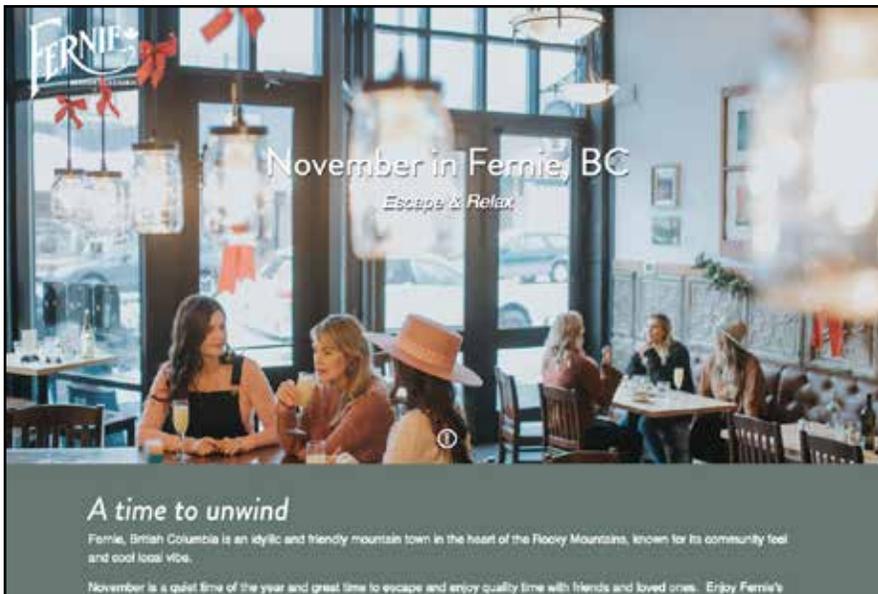
Impressions 13,134,465

Link Clicks 4,810

56 Bookings/Gift Cards for local stays and shopping/dining

116 nights booked

144 guests





#FERNIESTOKE

IN THE HEART OF THE
CANADIAN ROCKIES



November Stays Get \$75 to Shop or Dine

November is a great time to escape the city and spend quality time with friends and loved ones. Enjoy Fernie's unique shops, restaurants, cafes and spas. Explore local arts, culture, craft breweries and distilleries.

Book at least 2 nights in Fernie in November and get a \$75 gift card to shop or dine.

Learn More



Snow Valley Lodging

17h · 🌐

⋮

Receive a \$75 gift card to shop or dine anywhere in Fernie when you stay in one of our Tiny homes for two nights between Nov 1-30!

What an amazing idea by [Tourism Fernie](https://tourismfernie.com) ! Check out the details here: <https://tourismfernie.com/november-stays>





Fernie BC is 🥰 feeling excited.

October 29 at 10:35 PM · 🌐

November Stays Get \$75 To Shop or Dine! Stay 2 or more nights in November and receive a \$75 gift certificate. For all the details check out:

www.tourismfernie.com/november-stays

Kootenay Rockies-BC's Mountain Playground Destination British Columbia



TOURISMFERNIE.COM

November in Fernie, BC

A quiet time of the year is a great time to escape and enjoy quality time with friends and loved ones.

LEARN MORE

Winter Campaign - A Destination Unlike Any Other

Campaign to create awareness, stay top of mind and to inspire visitation and bookings for the winter season, for all experiences. Ads pushed to a unique winter landing page (www.tourismfernie.com/winter) with a variety of content and travel offers. Campaign started in October until the end of December for the 2021 fiscal.

Tactic 1 – Winter TV Campaign:

Destination Unlike Any Other!

Commercial Views: 108,172,600



Global TV 30 sec TV Commercial in BC, AB, SK, MB & ON

Impressions / Views: 6,895,600

TV Occasions: 682



Snap QR Code to view Winter TV Commercial



Shaw TV Network 30 sec TV Commercial in BC, AB, SK, MB

Impressions / Views: 101,277,000 TV Occasions: 33,759

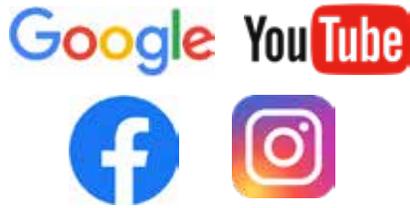


Videos & Ads alongside Global TV BC morning News Snowreport Program - Joint buy-in with RCR

December Impressions: 1,702,525

Tactic 2 to: Winter Digital Marketing Campaign:

A Destination Unlike Any Other! Digital Campaign

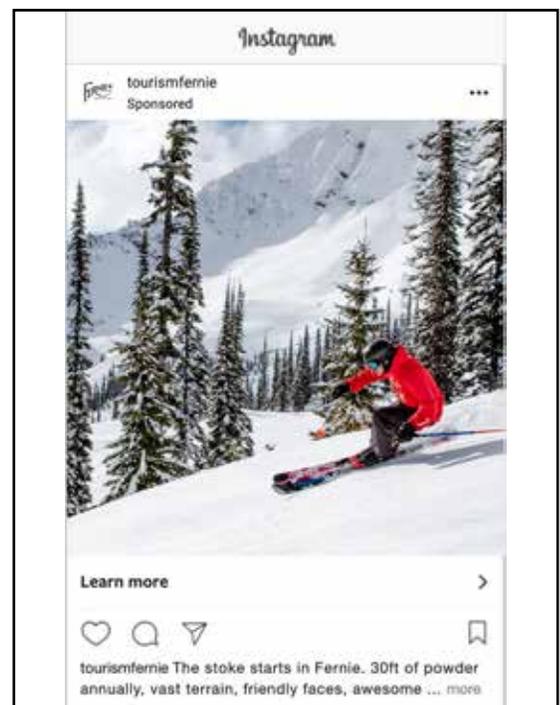
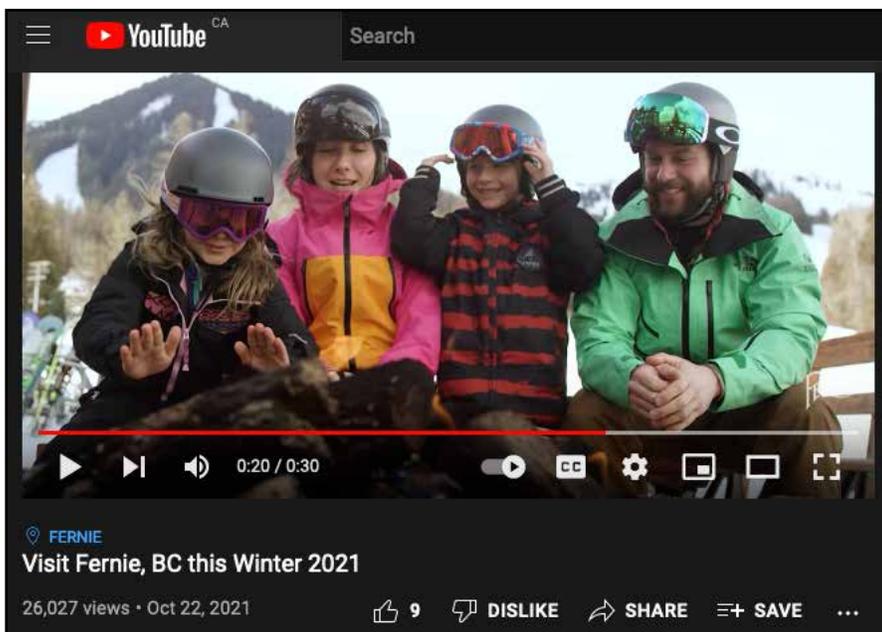
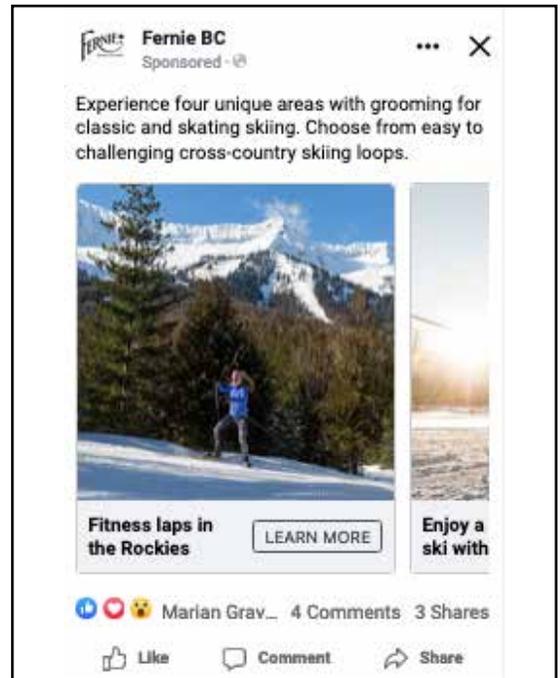
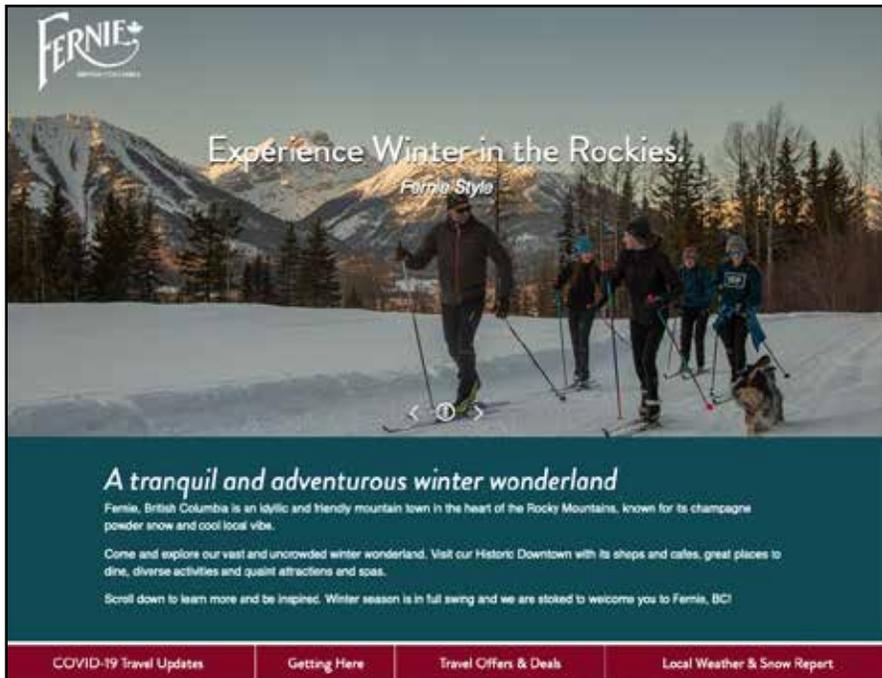


Awareness and remarketing digital ads (responsive display, video, search) campaigns throughout key markets in Canada & USA.

Impressions: 2,853,788

Video Ad Views: 162,661

Clicks: 15,270





Book Your Dream Ski Vacation

Fernie, BC Is An Idyllic And Friendly Mountain Town In The Heart Of The Rocky Mountains



Fernie Is The Place To Go Sledding This Winter. Endless...

Tourism Fernie **Open >**

Reels

Champagne Powder & Cool Local Vibe



tourismfernie Sponsored

The stoke starts in Fernie. 30ft of powder annually, vast terrain, friendly faces, ... more

Fernie BC Sponsored

Winter in Fernie is fun for all the family! Ski-in ski-out accommodation, terrain for ...See more



Ski-In Ski-Out Accommodation **Terrain I**

Angelique Duffield and Clark Inglis

Fernie BC Sponsored



Book Your Dream Winter Vacation!

Experience winter in the Canadian Rockies, Fernie style. Save even more with ...See more

Reels

Book Your Dream Winter Vacation



tourismfernie Sponsored

Experience winter in the Canadian Rockies, Fernie style. Save even more with the... more

THE FERNIE FACTOR



A Destination Unlike Any Other
Travel is Open! Fernie Welcomes You. >>

FERNIE Est. 1896



Experience The Canadian Rockies
Fernie Welcomes You. >>



Experience Epic Powder In The Canadian Rockies
Save up to 25%
PLAN YOUR TRIP

Tactic 3 – Winter Print Ads

A Destination Unlike Any Other! Traditional Print Ads

Impressions/Readers: 1,239,200

Experience the Canadian Rockies, Fernie Style.

Over 30 Ft of Snow Annually | 3,550 Vertical Ft | Top Elevation 7,000 Ft
2,500 Acres of Lift Access Terrain & Thousands of Acres for Catskiing

Located in the Rockies of southeast British Columbia, Fernie is known for its deep powder snow and cool local vibe. Just over a 100 miles north of Whitefish & Kalispell, Montana, Fernie is easy to get to. Add the great currency exchange rate that saves you 30-35% on everything, a trip up is well worth it!

Fernie Alpine Resort – 4 Nights Ski-in Ski-out Suite & 4 Days of Skiing from US\$278/night for two.
FWA Catskiing – Single Day Snowcat Skiing from US\$396/person, early or late season.
Island Lake Catskiing – 2 Nights & 2 Days All-Inclusive from US\$1580/person.

Book today and visit safely this winter! | experiencefernie.com | [#ferniestoke](https://twitter.com/ferniestoke)

1889 & 1859 Magazine (WA & OR, USA)
Northwest Travel Magazine (NWUS)

Oct/Nov/Dec Publications

Experience the Canadian Rockies, Fernie Style.

Over 30 Ft of Snow Annually | 3,550 Vertical Ft | Top Elevation 7,000 Ft
2,500 Acres of Lift Access Terrain & Thousands of Acres for Catskiing

Located in the Rockies of southeast British Columbia, Fernie is known for its deep powder snow and cool local vibe. Just over a 100 miles north of Whitefish & Kalispell, Montana, Fernie is easy to get to. Add the great currency exchange rate that saves you 20-25% on everything, a trip up is well worth it!

Fernie Alpine Resort – 4 Nights Ski-in Ski-out Suite & 4 Days of Skiing from US\$278/night for two.
FWA Catskiing – Single Day Snowcat Skiing from US\$396/person, early or late season.
Island Lake Catskiing – 2 Nights & 2 Days All-Inclusive from US\$1580/person.

Book today and visit safely this winter! | ExploreFerne.com | [#ferniestoke](https://twitter.com/ferniestoke)

1889 & 1859 Magazine Ski Inster (WA & OR, USA)

THE FERNIE FACTOR

Over 30 Ft of Snow Annually | 2,500 Acres/142 Runs of Lift Access Terrain | 3,550+ Vertical Ft
Thousands of Catskiing Acres with FWA Catskiing and Island Lake Catskiing

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

Ski Escape from \$155*
Ski-in Ski-out Lodging & Lifts
*per person/night. Restrictions apply

Forecast Ski Magazine – Sept/Oct (Canada)

THE FERNIE FACTOR

Over 30 Ft of Snow Annually | 2,500 Acres/142 Runs of Lift Access Terrain | 3,550+ Vertical Ft
Thousands of Catskiing Acres with FWA Catskiing and Island Lake Catskiing

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

SKI ESCAPE PACKAGE
Save up to 25% on lift tickets.
Restrictions apply.

Forecast Ski Magazine – Nov/Dec (Canada)

Experience the Canadian Rockies, Fernie Style.

Over 30 Ft of Snow Annually | 3,550 Vertical Ft | Top Elevation 7,000 Ft
2,500 Acres of Lift Access Terrain & Thousands of Acres for Catskiing

Located in the Rockies of southeast British Columbia, Fernie is known for its deep powder snow and cool local vibe. Just over a 100 miles north of Whitefish & Kalispell, Montana, Fernie is easy to get to. Add the great currency exchange rate that saves you 20-25% on everything, a trip up is well worth it!

Fernie Alpine Resort - SKI ESCAPE: Ski in, Ski out. From US\$126/night per person. Save 25% on lift tickets!
FWA Catskiing - Single Day Snowcat Skiing from US\$396/person, early or late season.
Island Lake Catskiing - 2 Nights & 2 Days All-Inclusive from US\$1580/person.

We are stoked to welcome you this winter season! | explorefernie.com | [#ferniestoke](https://twitter.com/ferniestoke)

Out There Monthly Publication (Spokane) - November

A Destination Unlike Any Other

Skiing | Catskiing | Nordic skiing | Fat biking | Snowmobiling
Winter lodging specials and packages are available to book now.

Just three hours southwest of Calgary, Fernie, BC is an idyllic and friendly mountain community known for its champagne powder snow and cool local vibe. Explore the vast and uncrowded winter wonderland, visit our Historic Downtown with its shops and cafes, great places to dine, quaint attractions and spas.

Over 30 Ft of Snow Annually | 3,550 Vertical Ft | Top Elevation 7,000 Ft
2,500 Acres of Lift Access Terrain & Thousands of Acres for Catskiing

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

IMPACT Magazine - Oct/Nov (Canada)

Experience The Canadian Rockies, Fernie Style.

International travel is open, Fernie welcomes you!

Just over a 100 miles from Whitefish & Kalispell, Montana, and with the 20-25% savings in exchange rate, a trip up is well worth it!

SKI ESCAPE PACKAGE
Ski-in, Ski-out from \$127.00usd*

*Per person/per night. Conditions apply.

ExploreFernie.com

Flathead Beacon Newspaper - 4x - December (MT, USA)

Sled Fernie, British Columbia this Season

Access to a variety of riding areas with groomed trails, warming cabins and access to mountain terrain for all levels. Sled guiding, clinics and events. Easy drive from Saskatchewan.

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

Saskatchewan Snowmobile Trail Map

Collateral – Guides, Brochures, Maps, Stickers & More

Paper promotional materials continue to be an important part of the marketing mix. Distribution can include direct mail outs, stocking local Visitor Centre, accommodators, resorts and coffee shops, working with a racking distributor across southern Alberta, shipping to regional and key gateway Visitor Centres, consumer shows, media & travel trade initiatives, digital views and more. Thousands are printed annually to meet the needs of our visitors and connect with new markets.

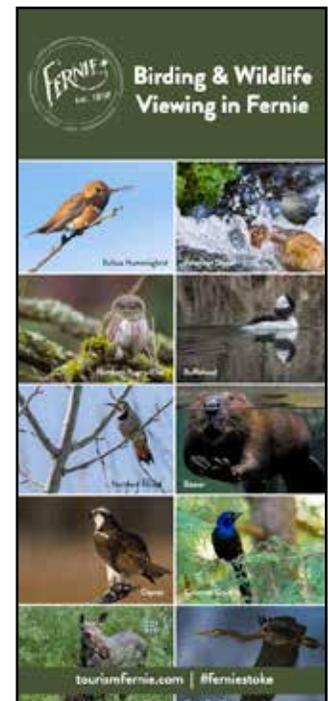
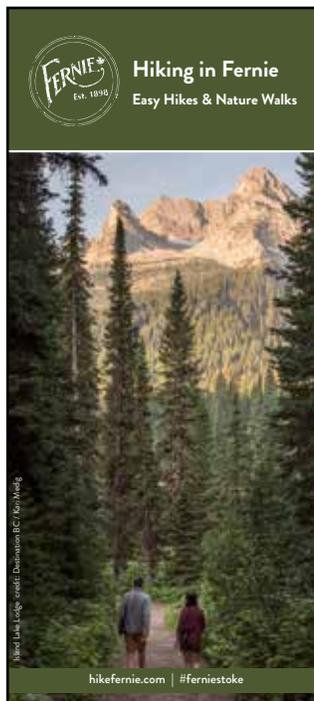
Snap QR Code to view Guides / Brochures in full digitally



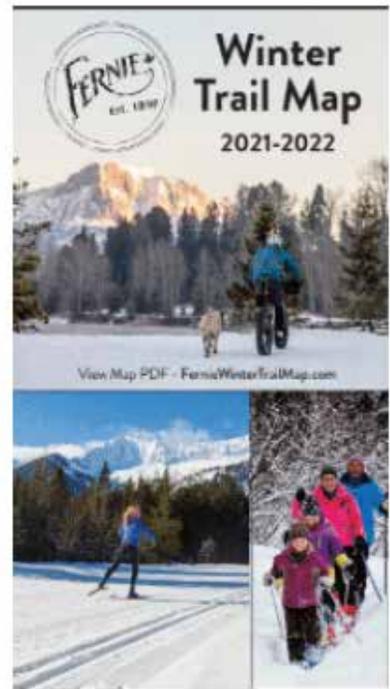
Fernie Travel Guide Summer 2021



Fernie Travel Guide Winter 2021



Gentle/Easy/Family Oriented Activity Brochures



20+ Things to Do this Summer

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. Enjoy an easy family-friendly nature walk or bike ride! Pick up the Easy Hiking or Biking brochure at the Fernie Visitor Centre.
5. Ride Fernie's extensive mountain bike trails. Need a rental or lesson? Want to join a group ride? Fernie has it all!
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 brews at Fernie Brewing Company, taste local spirits at Fernie Distillers or locally made kombucha at Fernie Alpine Springs or savor local roasted coffee at Rooftop Roasters.
9. Visit Beangood for a taste of artisan chocolate and learn about the bean-to-bar process. They have amazing gelato too!
10. Spy on local birds as you self-explore parks and trails. Pick up the Birding & Wildlife Viewing brochure at the Visitor Centre.
11. Cool off at the Splash Park, Aquatic Centre, along the Elk River or nearby lakes such as Loom, Te, or Surveysen Lake.
12. Enjoy a scenic chairlift ride at Fernie Alpine Resort, the Resort is open daily till September 5th.
13. Stay, sightsee, hike, canoe, dine and spa at Island Lake Lodge, they are open daily till September 19th.
14. Visit the museum, view local works of art along Fernie's Art Walk or take a guided or 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, Datsy Park Playground or try pickleball at Max Turk courts.
16. Learn how to paddle board or rent one from a local shop.
17. Hike our bigger alpine trails including Mt. Fernie, Mt. Proctor, Hobbs, Three Sisters and those at Island Lake Lodge.
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 from 10am to 2 pm at Rotary Park, or join a Saturday Heritage Walking Tour.
20. Take in a movie at the Vogue Theatre!
21. Stop by the Wednesday Evening Outdoor Concert downtown.

Tips & Info While Visiting Fernie during COVID-19

Welcome to Fernie! Businesses are Open! We are excited to have you visit this fall season. For the most current BC Government Restrictions and Orders visit: www.tourismfernie.com/news/covid-19

Plan Ahead. Be Safe. Be Kind. Have Fun.

Here's what we are doing to protect everyone, as per BC Government Orders:

- All businesses follow provincially approved guidelines for safety and cleaning to keep staff and visitors healthy while enjoying their experience. If you have questions ask a business directly about their procedures.
- Masks are required in all public indoor spaces for those aged 12 & up.
- There are restrictions on the size of personal and organized gatherings.
- Indoor vacation rental/vacator accommodations/personal gatherings are limited to no more than one additional household or 5 additional guests.
- Outdoor personal/vacator gatherings are limited to a maximum of 50 people.
- Organized indoor gatherings such as weddings and seated events are limited to 50 people and must have a COVID Safety Plan. Outdoor organized gatherings are limited to 100 people.
- Restaurants, pubs & bars: Open for regular business, however Orders state:
 - No socializing between tables & no dancing

Proof of Vaccination for certain Activities, as per BC Government Orders:

- Starting **September 13th** participation in certain activities (see below) will require proof of COVID-19 vaccination of at least 1 dose. Please have this ready with photo ID.
- Starting **October 26th** proof of your 2nd COVID-19 vaccination dose will be required, unless you've had the one dose Johnson & Johnson vaccine. Please have this ready with photo ID when entering these activities.

Activities requiring proof of vaccination:

- Indoor & patio dining/drinking at restaurants, pubs and bars that are licensed to serve alcohol and/or offer table service.
- Indoor organized gatherings with 50 or more people (i.e. weddings, parties, meetings)
- Movie theatres, indoor concerts, performances, festivals, ticketed events.
- Gyms, pools and recreational/fitness facilities. Indoor high intensity group exercise.
- Indoor organized group recreational classes and activities like pottery, art, music.

NOTE: Safety guidelines and the on-going labour shortage may reduce some business hours or the number of customers they can cater to at any given time. Consider calling businesses ahead of time to confirm hours, best times to be served, delivery and take-out options, etc.

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

CONTACT US: Fernie Visitor Centre is located at 102 Commerce Road on Hwy 3 North of town. Open 9am - 5pm Daily until Oct 10th, then Mon-Fri till Ski Season. Phone: (778) 519-0748, Email: info@tourismfernie.com

20 Things to Do this Fall

Visit TourismFernie.com to learn more.

1. Visit Historic Downtown lined with century old heritage buildings, shops, restaurants, cafes, patios and attractions.
2. Experience fly fishing for cutthroat or bull trout on the freestone Elk River. Hire a local guide!
3. Hit the links or driving range at Fernie Golf Club. Open until October 11th.
4. Take a nature walk or an easy hike! Choose from the trail along the river in town, or hike to Fairy Creek Falls, explore Sherwood, or walk the Inclusive Trail to Montane Hut.
5. Ride Fernie's extensive mountain bike trails. Need a rental or lesson? Rent a bike from one of our local bike shops.
6. Paddle board, canoe or kayak on the Elk River or local lakes.
7. Relax and pamper yourself at one of Fernie's spas or book a yoga session.
8. Taste local spirits at Fernie Distillers, or sample local brews at Fernie Brewing Company, try locally roasted coffee at Rooftop Roasters or a kombucha drink at Fernie Alpine Springs.
9. Visit Beangood 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. Pick up the Birding & Wildlife Viewing brochure at the Visitor Centre.
11. Sightsee, hike, canoe, dine and spa at Island Lake Lodge. Open until September 19th.
12. Swim a few laps and enjoy the hot tub at the Aquatic Centre.
13. Take the self-guided Heritage Walking Tour of Fernie's many historic sites and visit Fernie Museum.
14. Enjoy tennis or disc golf at James White Park. Or take the kids to the playgrounds at Rotary Park or Prentice Park.
15. Get up high and hike the more challenging fall season trails including Mt. Fernie or Little Mountain. Great for a sunrise or sunset experience.
16. Practice your bike skills at the Skills & Dirt Jump Bike Park.
17. Book the outdoor pickleball court by Max Turk Centre.
18. Take in a movie at the Vogue Theatre.
19. Love art? Explore the Fernie Art Walk. Pick up a map and the Cultural Guide at the Visitor Centre or the Arts Station.
20. End each fabulous day at one of Fernie's cafes, restaurants or pubs. Or order take-out and head to a local park to dine.

20 Things To Do in November

Visit TourismFernie.com to learn more.

1. Visit Historic Downtown lined with century old heritage buildings and attractions.
1. Pamper yourself, get a massage or a facial and relax in an outdoor hot tub at one of Fernie's spas.
3. Taste local spirits at Fernie Distillers, sample local brews at Fernie Brewing Company, try locally roasted coffee at Rooftop Roasters or kombucha at Fernie Alpine Springs.
4. On select nights, try the 4-course Swiss Fondue dinner at The Wolf or more & characterful selections at Freshies Cafe.
5. Book a yoga session or get your sweat on at a spin class.
6. Pick up the Fernie & Elk Valley Culture Guide to learn about our local artists, artisans and creativity.
7. Visit Beangood Chocolate, Coffee and Gelato for a taste of artisan chocolate and learn about the bean-to-bar process.
8. Take the self-guided Heritage Walking Tour of Fernie's many historic sites and visit Fernie Museum.
9. See Fernie's hot Hockey stars in a home game at the Fernie Memorial Arena.
10. Experience fly fishing for cutthroat or bull trout on the freestone Elk River. Hire a local guide!
11. Take a nature walk or an easy hike! Choose from the trail along the river in town, or hike to Fairy Creek Falls, explore Sherwood, or walk the Inclusive Trail to Montane Hut.
12. Play a round of disc golf at James White Park.
13. Ride Fernie's extensive mountain bike trails. Need a rental? Rent a bike or a fatbike from one of our local shops.
14. Swim a few laps and enjoy the hot tub at the Aquatic Centre.
15. Take in a movie at the Vogue Theatre.
16. Enjoy live music at Monday Jam Night at Kodiak Lounge or Thursday Open Mic at Fernie Distillers.
17. Pick up the Fernie Art Walk map and guide at the Arts Station and check out the current gallery show.
18. Check out the quirky Friday evening meat draw at The Fernie. Get a chance to win meat while supporting a local cause.
19. Shop your heart out before dinner at Fernie's many unique independent shops and boutiques.
20. End each fabulous day at one of Fernie's cafes, restaurants or pubs, or order take-out.

Tips & Info While Visiting Fernie during COVID-19

Welcome to Fernie! Businesses are Open! We are excited to have you visit this winter season. For the most current BC Government Restrictions and Orders visit: www.tourismfernie.com/news/covid-19

Plan Ahead. Be Safe. Be Kind. Have Fun.

Here's what we are doing to protect everyone, as per BC Government Orders:

- All businesses follow provincially approved guidelines for safety and cleaning to keep staff and visitors healthy while enjoying their experience. If you have questions ask a business directly about their procedures.
- Masks are required in all public indoor spaces for those aged 5 & up.
- New Provincial Restrictions (Rules) in effect Dec 22 - Jan 18:
 - Indoor personal gatherings (Family & Friends) are limited to 1 household plus either 1 additional household or 10 individuals, all aged 12+ must be vaccinated.
 - No indoor "organized" gatherings of any size are allowed, including weddings, receptions, New Year's Eve parties, etc.
 - Seated table service dining, cafes, restaurants - limit of 6 people at the table.
 - Seated events, movie theatres, concerts, performances - limited to 50% capacity.
 - All fitness classes, gym, dance studios are closed.

Proof of Vaccination for certain activities, as per BC Government Orders:

- Proof of full vaccination is required for the below activities. Please have your official provincial vaccination details ready together with your photo ID when entering these activities. For international visitors have your proof of vaccination used to enter Canada and your passport. The only exception at this time are children under 12.
- Activities requiring proof of vaccination (Some activities are cancelled until Jan 18.)
 - Indoor & patio dining/drinking at restaurants, pubs and bars that are licensed to serve alcohol and/or offer table service.
 - Indoor organized gatherings with 50 or more people (i.e. weddings, parties, meetings)
 - Movie theatres, indoor concerts, performances, festivals, ticketed events.
 - Gyms, recreational/fitness facilities. Indoor high intensity group exercise.
 - Indoor organized group recreational classes and activities like pottery, art, music.
 - Fernie Alpine Resort, Island Lake Cat Skiing and FWA Cat Skiing, require all guests and staff to be fully vaccinated this season. This includes riding the chairlifts.

NOTE: Safety guidelines and the on-going labour shortage may reduce some business hours or the number of customers they can cater to at any given time. Consider calling businesses ahead of time to confirm hours, best times to be served, delivery and take-out options, etc.

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

CONTACT US: Fernie Visitor Centre is located at 102 Commerce Road on Hwy 3 North of town. Open Mon-Sat 9am - 5pm during Ski Season. Visitor Centre will be closed for Holidays Dec 25-27 and Jan 1-3. Phone: (778) 519-0748, Email: info@tourismfernie.com

Top 20 Things to Do in Winter

Visit TourismFernie.com for details

1. Visit Historic Downtown lined with century old heritage buildings and unique shops and galleries, restaurants and cafes.
2. Ski or snowboard at Fernie Alpine Resort with 162 runs.
3. Book snowcat skiing with FWA at Island Lake Lodge Cat Skiing, the epic, and affordable alternative to heli skiing.
4. Visit the Fernie Museum to see the permanent 'This is Our Fernie' exhibit and the winter exhibit: 'The Dogme Tamer'.
5. Enjoy Nordic skiing at Fernie's four cross-country ski areas.
6. Visit Beangood Chocolate, Coffee and Gelato for artisan chocolate or try fondue at a Grand Fringe.
7. Taste local spirits at Fernie Distillers, sample local brews at Fernie Brewing Company, try locally roasted coffee at Rooftop Coffee Roasters or kombucha at Fernie Alpine Springs.
8. Try curling (starting in January), or take in a Cheerleader Hockey Game at Fernie Memorial Arena.
9. Enjoy regular live local music and quiet nights at Fernie's pubs, cafes and restaurants.
10. Snowshoe Fernie's many trails or take a guided tour with Wild Nature Tours or Fernie Alpine Resort.
11. Check out the latest book launch at the Vogue Music Theatre, or browse extensive collection of books and DVDs at Fernie Heritage Library.
12. Visit local works of art via Fernie's Art Walk or take a self-guided Heritage Walking Tour.
13. Treat yourself at one of Fernie's spas or swim a few laps at the Fernie Aquatic Centre.
14. Shop your heart out at Fernie's many unique independent stores and boutiques.
15. Rent skates and enjoy the outdoor rink by the Fernie Aquatic Centre or public skating at the Fernie Memorial Arena.
16. Level up your ski touring skills or attend an avalanche skills training course with Mountain Adverts.
17. Hike or snowshoe to Fairy Creek Falls or Montane Hut.
18. Explore the winter wonderland snowmobiling or join a snowmobiling clinic with Elk Valley Snow Sherwoods.
19. Rent a fatbike and go for a ride on resort and local trails. Join a fatbiking clinic with FatBikeHwy.
20. Enjoy Apex Skis at Rusty Edge, The Grill Bar or the Crown Restaurant & Bar at Fernie Alpine Resort.

www.tourismfernie.com/events



Heritage Walking Tour in Historic Downtown



This tour visits 12 of Fernie's most iconic Historic Downtown buildings and features a variety of architectural styles and photo opportunities. Begin the walking tour at #1, the Fernie Arts Station at 601 1st Avenue.

Tour Length
Accessible, paved sidewalks
Approx. 45 minutes - 1.5 hours

For more details on the 12 locations and arts and culture in Fernie pick up the latest Fernie & Elk Valley Cultural Guide around town, go online to www.ferniculture.ca or visit the Fernie Museum.





#ferniestoke

Visit the Fernie Museum at 491 2nd Avenue tourismfernie.com



1 CPR STATION
601 1st Avenue



The former Canadian Pacific Railway (CPR) Station. Passenger service was discontinued in 1964. Built in 1909, it is now home to the Fernie & District Arts Council.

3 THE HOME BANK
491 2nd Avenue



A highly decorative building built in 1910 to house a branch of the Home Bank and the Herchmer-Mitchel Law Office, it is now home to the Fernie Museum & Visitor Centre.

2 HOW FOON'S LAUNDRY
491 1st Avenue



Chinese entrepreneur How Foon ran a café, laundry and shoemaking business here and rented apartments upstairs. Built in 1908, it is now home to the Fernie Elks Club.

4 THE IMPERIAL BANK 1909
401 2nd Ave



Rebuilt in 1909 and home to the Imperial Bank of Canada. Location of the Fernie Fire Department's last stand against the 1908 fire. Now home to The Brickhouse Bar & Grill.



FERNIE ART WALK

#ferniestoke

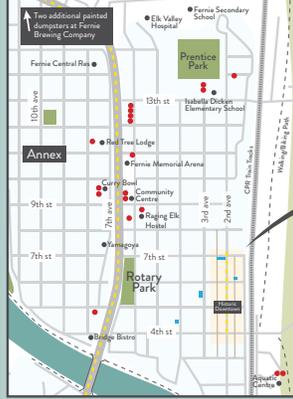


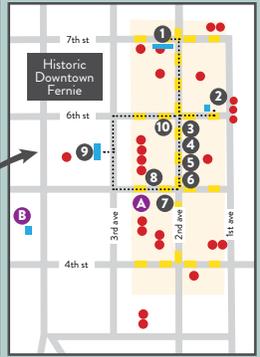
Explore Fernie's art installations, galleries and working studios on an art walk through Historic Downtown and beyond.

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 elkvalleyculture.ca.









THE FERNIE BANNER PROJECT
Colourful banners by local artists line streets in historic downtown Fernie and along Hwy #3 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 2014 and can be seen all around town.

Visit theartstation.com for info.



Legend

- A Fernie Heritage Library
- B The Court House
- Walking Tour
- "Out of the Box" Dumpsters
- Banner Project
- Commissioned Outdoor Art

Stickers:



#ferniestoke





Iconic Fall Photo Spots

#ferniestoke





The Elk Valley's scenic beauty shines all year round. Find and photograph historic attractions, big Rocky Mountain viewpoints, waterfalls, rivers or parks as autumn colours transform our local landscape.



HISTORIC DOWNTOWN
2nd Avenue between 7th & 4th Street
Historic Downtown Fernie with its Rocky Mountain backdrop. Photograph from every crosswalk along 2nd Avenue between 7th Street and 5th Street



CITY HALL & MINER'S WALK
501 - 3rd Avenue
Built in 1905, City Hall was once home to the Crow's Nest Pass Coal Company and now depicts Fernie's mining legacy with the Miner's Walk on its grounds.



COURT HOUSE
401 - 4th Avenue
Named one of BC's Best Buildings by the Architecture Foundation of BC, the Court House was built in 1907 and is still in use today. The grounds are a venue to many outdoor wedding ceremonies.



ANNEX PARK
End of 11th Street
Annex Park features river side trails with beautiful fall colours, a duck pond, picnic tables and mountain views. Follow 11th Street over the dyke to the parking area.



MAIDEN LAKE
19th Street & 9th Avenue
A little lake in an unassuming place behind Canadian Tire. View of the Three Sisters, Mt Fernie & Mt Proctor. Walk the easy trail around the lake.



THE GHOST RIDER SHADOW
201 Fairway Drive
The Ghost Rider Shadow appears on the face of Mt Homer during the evening spring, summer and fall. One of the best places to view and take photos is from the Fernie Golf Club. Public welcome. Learn about the Ghost Rider at the Fernie Museum.

Use the hashtag #ferniestoke in your social media posts! tourismfernie.com

Email Newsletters

Tourism Fernie has a consumer database of over 10,000 emails and sends an average of 12 email newsletters out each year focusing on the variety of things to do, stories, event listings, special offers and more. Our overall average open rate is 25% and click rate is 2%.

#FERNIESTOKE
In The Heart Of The Canadian Rockies

July 1st Fernie Welcomes All Canadians!

We are all super excited to see travel resuming! Travel by BC residents within BC is currently allowed and July 1st is the scheduled date for all of Canada to be welcomed safely and travel to Fernie & BC!

For our friends, family and fans in the USA and overseas we can't wait to welcome you back - sweet Fernie missed you too!

[Travel Updates](#)

Watch This!
"Get Back To What You Love # 1"

Write all excited to get back to travel and the adventures alongside.

In recognition of reopening and the pent up desire to get back to what we love we've just released our first of a lot of videos for celebrating travel, adventure and connecting with friends and family!

[Plan Your Trip](#) [Travel Guide](#) [Fernie Blog](#)

#FERNIESTOKE
In The Heart Of The Canadian Rockies

Summer in Fernie!

We are all super excited to welcome our Canadian travellers back and we have a lot of amazing things to see and do! We are also hearing that fully vaccinated Americans will be able to travel to Canada soon! Keep informed through our [Travel Updates](#) page!

[Travel Updates](#)

Travel Reopening Humour
"Get Back To What You Love # 2"

In recognition of reopening and the pent up desire to get back to what we love we've just released our 2nd comic video of our video series.

[Watch Video](#)

[Plan Your Trip](#) [Travel Guide](#) [Fernie Blog](#)

Top Hikes in Fernie

#FERNIESTOKE
In The Heart Of The Canadian Rockies

Fall in Fernie is Spectacular

September and October in Fernie are mesmerizing. We invite you to experience an already beautiful landscape of mountains, trees and valleys turn into a picturesque display of autumn colours.

Recreational travel to and within B.C. is allowed when done safely. Plan ahead, respect the communities and be kind.

[Explore Fernie](#)

[Local COVID Travel Info](#) [Plan Your Trip](#) [Accommodation](#)

Fly Fishing in Fernie Trout Town

Welcome to one of the most stunning and productive dry fly fishing destinations in the world! Fish for cutthroat trout or bull trout in Fernie's pristine headwater rivers and creeks. Lakes surrounded by BC's magnificent Rocky Mountains.

[Watch Video](#)

[Find A Local Guide](#)

#FERNIESTOKE
In The Heart Of The Canadian Rockies

Escape the Crowds. Visit Fernie.

Summer is long over, but there is still much fun to be had in Fernie, BC. Whether you're an outdoor enthusiast or a gentle explorer, we have great spots for your Fernie fall getaway.

Recreational travel to and within B.C. is allowed when done safely. Plan ahead, respect the communities and be kind.

[Explore Fernie](#)

[Local COVID Travel Info](#) [Plan Your Trip](#) [Travel Offers & Packages](#)

Family Activities to do in Fernie this Fall

Visiting Fernie this Fall with your kiddos? Follow along with the ultimate outdoor family. That Mountain Life, as they show you some of the fun activities the whole family can easily do and enjoy!

[Watch Video](#)

What's up in Fernie

#FERNIESTOKE
In The Heart Of The Canadian Rockies

November Stays Get \$75 to Shop or Dine

November is a great time to escape the city and spend quality time with friends and loved ones. Enjoy Fernie's unique shops, restaurants, cafes and spas. Explore local arts, culture, craft breweries and distilleries.

Book at least 2 nights in Fernie in November and get a \$75 gift card to shop or dine.

[Learn More](#)

Recreational travel to and within B.C. is allowed when done safely. Plan ahead, respect the communities and be kind.

[Local COVID Travel Info](#) [Plan Your Trip](#) [Travel Offers & Packages](#)

20 Things To Do in Fernie in November

Escape the hustle and bustle of the city this November and enjoy the tranquillity and cool local vibe in Fernie. Here are 20 things that you can do during your stay.

[20 Things To Do](#)

#FERNIESTOKE
In The Heart Of The Canadian Rockies

Winter Season is ON

The wait is officially over! Fernie Alpine Resort has announced the ski resort opening day will be this Saturday, December 11. We are excited to see the return of the Fernie factor bringing deep fluffy powder. It's time to make some turns!

[More Info, Deals & Packages](#)

Following the recommendation provided by the Provincial Government Health Authorities, all ski and rental operators in Fernie require proof of full vaccination in order to access the lifts and activities. Advise before you go & plan your trip by visiting [@afarms.com](#)

[Local COVID Travel Info](#) [Plan Your Trip](#) [Ski Packages & Winter Deals](#)

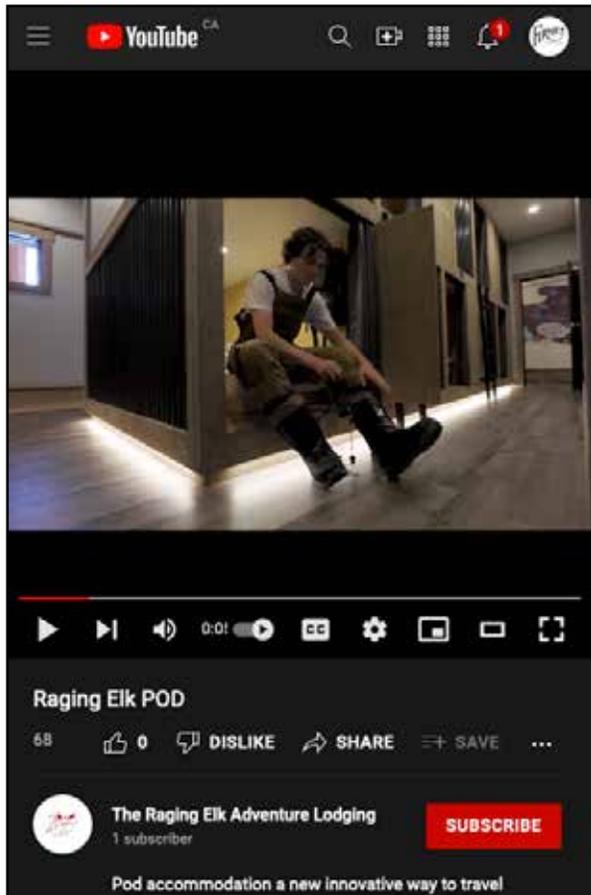
Explore Elk Valley Arts & Culture

Learn about the rich heritage and experience a vibrant arts and culture scene of Fernie and neighbouring communities with the latest issue of the Fernie & Elk Valley Cultural Guide. Head online or pick up a paper copy at the Fernie Visitor Centre.

[View or Download Here](#)

Co-op Marketing with Members

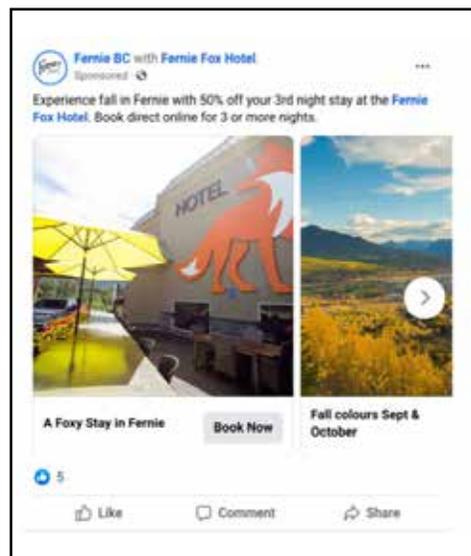
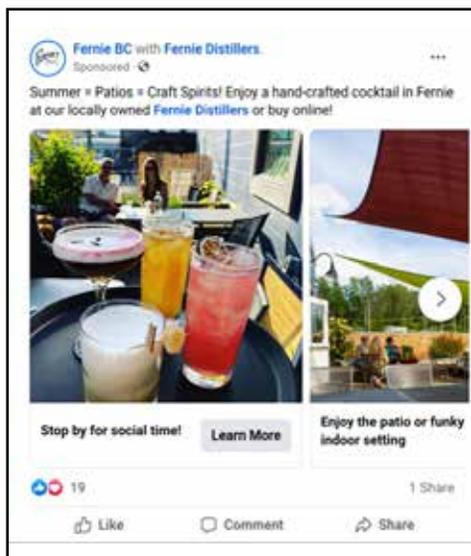
Tourism Fernie offers a variety of discounted and collaborative marketing opportunities for members to take advantage of while getting expert advice on planning and execution. During COVID participation has been limited but some members were still interested in a variety of options such as professional photography or video creation, discounted social media ads through Tourism Fernie's channels, co-op print advertising and TV promotion. Here are a few from 2021.



Raging Elk Adventure Lodging Video



Snow Valley Lodging Video



Facebook Co-op Ads

ARRIVE READY. GET STOKED. REPEAT.

SKI ESCAPE
 SAVE UP TO 25% ON LIFT TICKETS
 WHEN COMBINED WITH LODGING
FROM: \$160*
*Per person / 400.000 / per night / plus tax
 Available from Dec. 11, 2021 until Apr. 3, 2022.
 Some restrictions apply.

LEGENDARYFERNIE.ca
1(800)258-SNOW

FERNIE
 Alpine Resort

PH: Destination BC/Chloe Heath, Matt Kuhn & Vince Mo

SUPR. NATURAL BRITISH COLUMBIA CANADA

142 Runs | 7,000ft Top Elevation | 3,550ft Vertical | 2,500+ Resort Acres | 30ft Avg. of Snowfall

LEGENDARY POWDER, ULTIMATE ESCAPE

SKI IN, SKI OUT
 Stay 4 nights, pay 3 nights
 Save up to 25% on lift tickets
FROM: \$170*
*Per person / 400.000 / per night / plus tax
 *Book by Feb 26, 2022. Some restrictions apply.

LEGENDARYFERNIE.ca | 1(800)258-SNOW

FERNIE
 Alpine Resort

Destination BC/Chloe Heath, Matt Kuhn & Vince Mo

SUPR. NATURAL BRITISH COLUMBIA CANADA

142 Runs | 7,000ft Top Elevation | 3,550ft Vertical | 2,500+ Resort Acres | 30ft Avg. of Snowfall

Print Ad Co-ops with FAR

Ski Canada Magazine, Mountain Life Magazine, Kootenay Mountain Culture Magazine



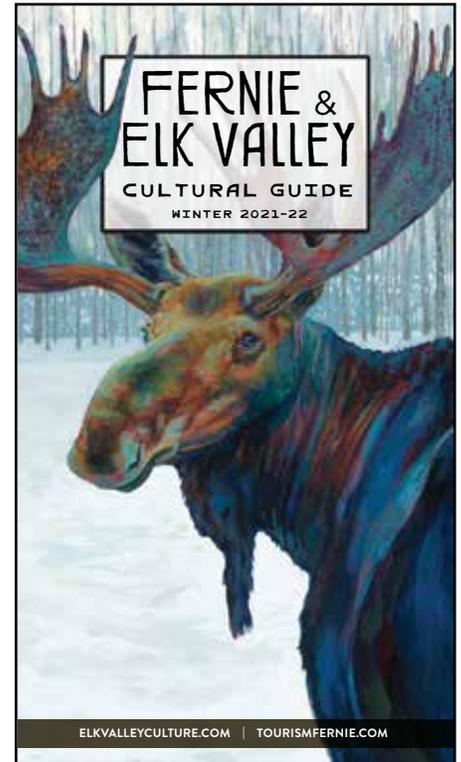
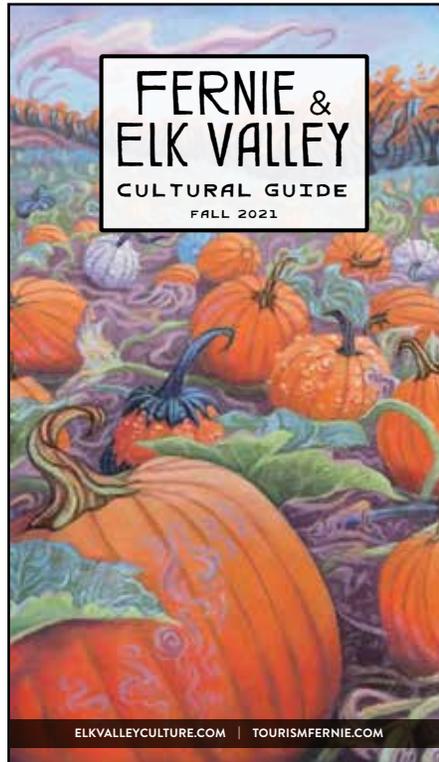
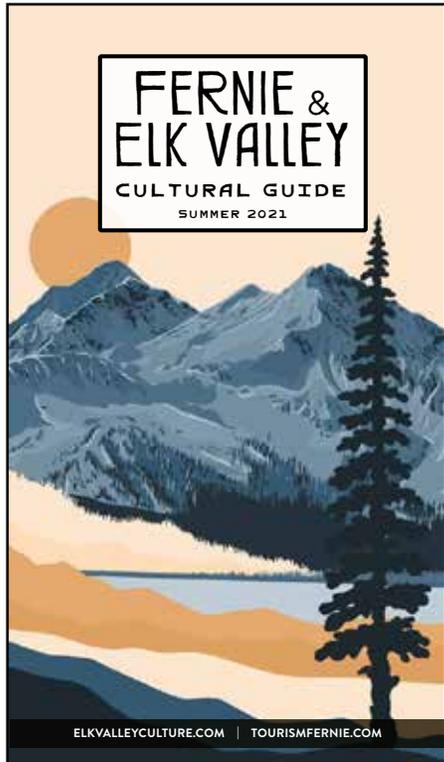
Australia Ski Shows with Aussie-Fernie Team

Regional Co-op Marketing Programs

Destination BC, our provincial tourism marketing and development organization offers a co-op marketing program that allows communities to partner on marketing initiatives. Tourism Fernie has been participating and leading a few regional marketing co-ops that benefit our destination and leverage our marketing dollars. Destination BC covers 40-50% of the cost of initiatives.

Tactic 1 – Fernie & Elk Valley Culture

Three guides are printed each year and available online to promote the art, culture, heritage experiences and stories of the valley. A website also supports its content at www.ElkValleyCulture.com. The goal has been to create awareness of our area's amazing cultural opportunities as Fernie is already well known for its outdoor adventures. Partners include Sparwood Chamber & Museum, Elkford Arts Council, The Fernie Arts Station, Fernie Museum, Fernie Heritage Library, the Fernie Chamber & VIC, and the Ktunaxa Nation. These guides have been produced for over 5 years and have reached over 250,000 people.



Tactic 2 – My Kootenays Road Trip

A unique Kootenay Rocky Mountain road trip, exploring the south-east corner of British Columbia. Within 250km, experience small mountain towns, beautiful landscapes, hot springs, festival, heritage attractions, local artisans, unique shops and cafés, and gentle outdoor activities. Partnering communities include Cranbrook, St Eugene Resort, Kimberley, Fairmont, Invermere and Radium. The focus is to promote the softer experiences (vs big outdoor adventure) during spring thru fall season to drive markets. Travel restrictions limited regional and provincial level marketing initiatives, however a summer/fall campaign was able to happen in 2021 that resulted in over 1.1 million impressions.

www.mykootenays.com

MYKOOTENAYS Home Communities Plan Your Road Trip

TOUR THE CANADIAN ROCKIES
FERNIE
 WHERE NATURE, HISTORY AND CULTURE COLLIDE

**6 AUTHENTIC KOOTENAY ROCKY MOUNTAIN TOWNS
 IN BC. CULTURE ABOUNDING. NATURE AT ITS
 FINEST.**

We invite you on a unique Kootenay Rocky Mountain road trip, exploring the south-east corner of British Columbia. Within 250km, experience small mountain towns, beautiful landscapes, rivers, lakes, hot springs, heritage attractions, local artisans, and outdoor activities. This is a place where nature flourishes, panoramic views abound and possibilities are infinite. #MyKootenays

Covid-19 Travel: Please [Know Before You Go](#) and click on the community website links for updates.

MY KOOTENAYS
 TOURING - CULTURE - INSPIRATION

**6 Unique Rocky Mountain Towns.
 250km. Infinite Possibilities.**

The Perfect Scenic Road Trip

The ultimate fall road trip through Canada's Rocky Mountains

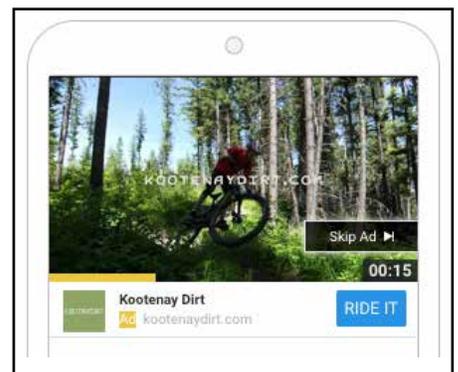
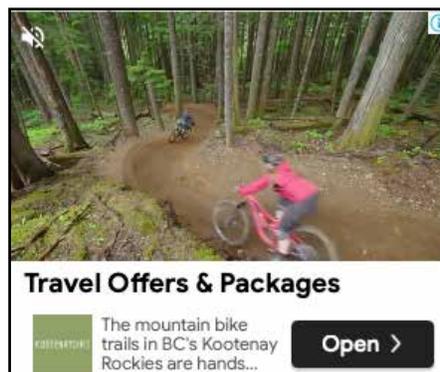
Tour The Canadian Rockies

The ultimate fall road trip through Canada's Rocky Mountains

Tactic 3 – Kootenay Dirt – Mountain Biking the Kootenay Region

Built by the hands of local riders. Weaving through epic mountain and valley landscapes. The mountain bike trails in the Kootenay Rockies of British Columbia are hands down the best. Experience it yourself. Plan the trip. Tackle these destinations in one grand adventure or at your own pace. Partnering communities include Cranbrook, Kimberley, Invermere, Golden, Revelstoke, Nelson, Rossland, Arrow Slokan and Kaslo. Travel restrictions limited regional and provincial level marketing initiatives, however a summer/fall campaign was able to happen in 2021 that resulted in over 2.7 million impressions and over 144,600 video views. A new video focusing on local trail builders was also created for launch in 2022 campaigns.

www.KootenayDirt.com



Tactic 4 – Kootenay Nordic – Cross Country Skiing the Kootenay Region

Experience winter wonderland on the Kootenay side of the Rockies, where small town culture and a passion for cross-country skiing converge to provide a wealth of groomed and touring trails to explore. Get outside this winter to revive your free spirit and challenge your stamina in a safe, inspiring and healthy environment.

Partnering communities include Kimberley, Invermere, Radium, Nipika Resort, Golden, Nelson, Rossland, Arrow Slocan, Castlegar and Kaslo. Due to travel restrictions and provincial restrictions on the use of these co-op marketing funds, campaigns promoting travel were not allowed or limited. Some of the funds went towards partner content creation (images, videos) and reserved for when travel opened at the end of 2021 going into 2022.

www.KootenayXC.com

KOOTENAY NORDIC

TOUR IT. SKI IT.

EXPLORE

**CHOOSE YOUR KOOTENAY NORDIC
DESTINATION THIS WINTER OR TOUR
THEM ALL.**

Experience winter wonderland on the Kootenay side of the Rockies, where small town culture and a passion for cross-country skiing converge to provide a wealth of groomed and touring trails to explore. Get outside this winter to revive your free spirit and challenge your stamina in a safe, inspiring and healthy environment.

#KootenayXC



Regional Co-op Marketing Programs

A diversity of provincial level experience specific organizations partner with Destination BC to market the experience while partnering with regional and community DMOs and businesses to create big marketing campaigns that target regional, national and international markets. Tourism Fernie participates in ones that align with the experiences offered locally for the traveller. It allows Fernie to be included in bigger initiatives that are hard for a small community to do on its own.

Let's Ride BC / Sled Kootenay

www.sledkootenay.com

www.letsridebc.com/iconic-trips-rails-trails-ales

www.letsridebc.com/fernie



ROCKY MOUNTAIN TRENCH: RAILS, TRAILS, & ALES

4-5 DAYS / 426KM

THE CPR RAILWAY FORGED A ROUTE THROUGH THE RUGGED ROCKY MOUNTAINS BRINGING GOODS AND VISITORS TO THE UNTAMED BC WILDERNESS. SEE HOW THESE HISTORIC RESOURCE EXTRACTION TOWNS HAVE SUCCESSFULLY BUILT UPON THEIR INCREDIBLE LOGGING AND MINING ROOTS AND NOW WELCOME VISITORS TO SOME OF BC'S MOST ICONIC AND AUTHENTIC SNOWMOBILE DESTINATIONS.



The BC Ale Trail

www.bcaletrail.ca

www.bcaletrail.ca/ale-trails/kootenay-rockies-east/

The screenshot shows the website for The BC Ale Trail. At the top left is the logo "THE BC ALE TRAIL". To the right are social media icons for Twitter, Facebook, Instagram, and YouTube, along with a button that says "Download the BC Ale Trail App". Below this is a navigation menu with links for "REGIONS", "ALE TRAILS", "BREWERIES", "SIP & STAY", "EVENTS", "STORIES", "About", and a "Craft Community" button. The main content area features a "BREWERY" category button, followed by the heading "FERNIE BREWING CO." and "EST. 2003 | FERNIE". Underneath is a "Contact & Directions" section with the phone number (250) 423-7797, email info@ferniebrewing.com, and address 26 Manitou Rd, Fernie, BC V0B 1M5. Social media icons for Twitter, Facebook, Instagram, and a location pin are also present. On the right side of the page is a large photograph of the Fernie Brewing Co. building at night, illuminated with warm lights, set against a backdrop of dark mountains. The building has a prominent sign that says "FERNIE BREWING CO." and several large blue brewing tanks are visible in the foreground.



Fishing BC

www.fishingbc.com



FISHING BC

BC RIVER FISHING TRIP IDEAS



RIVER FISHING

DRY FLY FISHING FOR ELK RIVER CUTTHROAT

LEAVE YOUR NYMPH BOX AT HOME AND FLOAT THROUGH ONE OF BC'S FINEST WESTSLOPE CUTTHROAT FISHERIES



FISHING BC

FERNIE



DRY FLYFISHING ON FREESTONE RIVERS IN THE HEART OF THE CANADIAN ROCKY MOUNTAINS. THERE'S A REASON THEY CALL IT "TROUT TOWN"



YouTube

fis X

4:56 / 5:16

Fishing BC Presents: Fernie Summer Dry Fly

18,003 views... 131 DISLIKE SHARE CLIP SAVE ...

FishingBC
5.65K subscribers

SUBSCRIBE

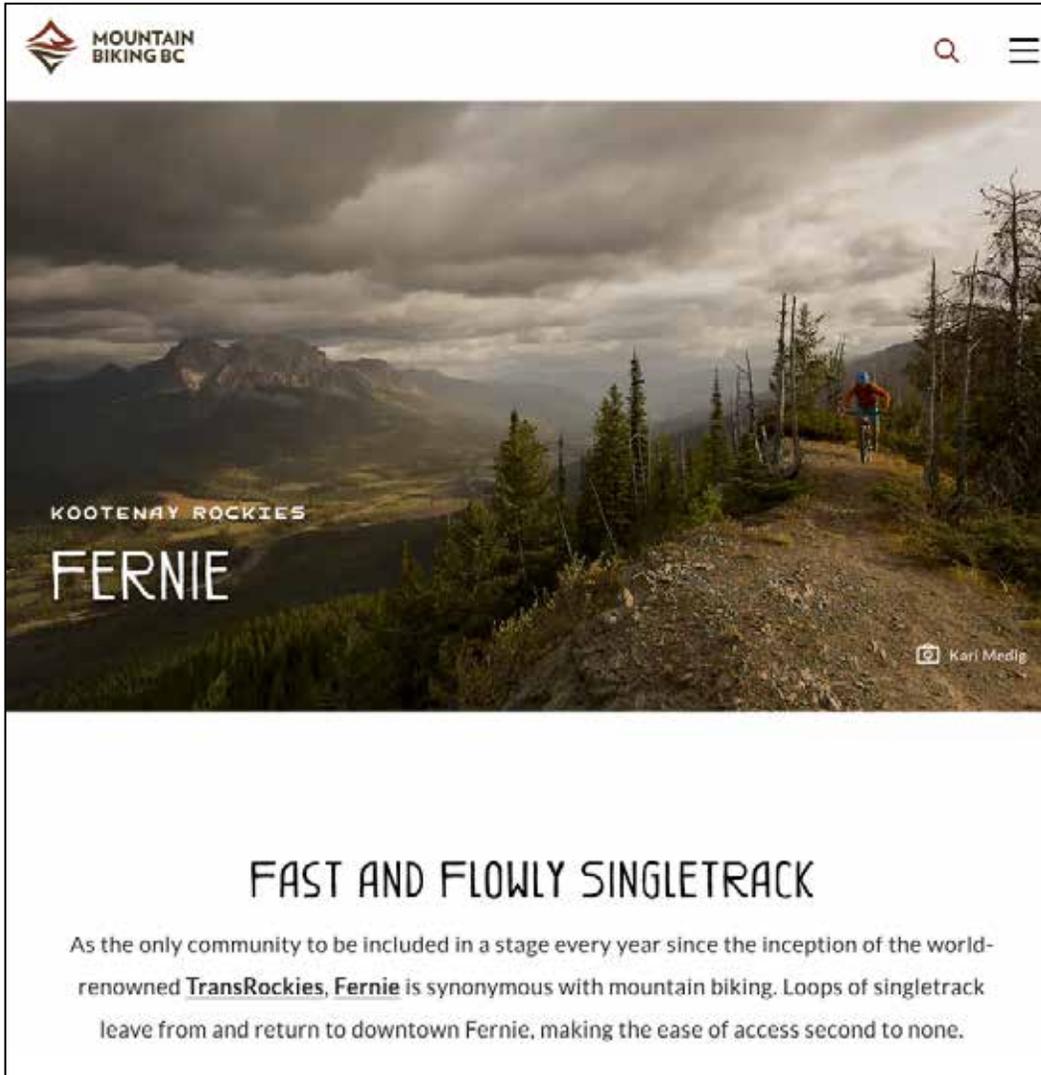
The East Kootenay Region of BC is home to some of the best dry fly rivers in North America. When you combine healthy populations of Westslope Cutthroat Trout with prolific hatches of Mayflies, Stones, and Caddis, it creates a fly angler's dream destination.

In the future, we join the crew from Kootenay Fly Shop & Guiding for some Summer walk and wade action near the town of Fernie, BC.

Mountain Biking BC

www.mountainbikingbc.ca

www.mountainbikingbc.ca/kootenay-rockies/fernie/



MOUNTAIN BIKING BC

KOOTENAY ROCKIES
FERNIE

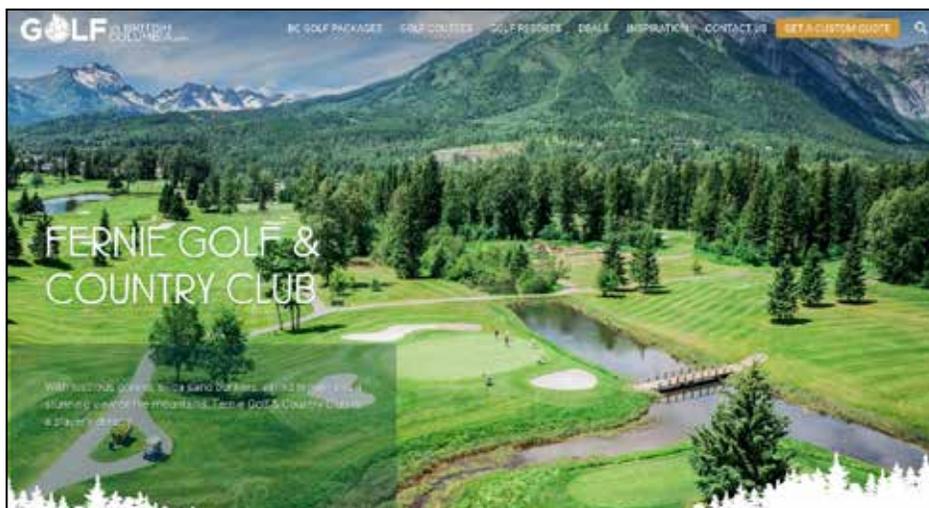
Karl Medig

FAST AND FLOWLY SINGLETRACK

As the only community to be included in a stage every year since the inception of the world-renowned **TransRockies**, **Fernie** is synonymous with mountain biking. Loops of singletrack leave from and return to downtown Fernie, making the ease of access second to none.

Golf in BC

www.golfinbritishcolumbia.com



GOLF in BRITISH COLUMBIA

BC GOLF PACKAGES | GOLF COURSES | GOLF RESORTS | DEALS | INSPIRATION | CONTACT US | GET A CUSTOM QUOTE

FERNIE GOLF & COUNTRY CLUB

With world-class views, scenic sand dunes, and a stunning view of the Kootenay Valley, Fernie Golf & Country Club is a player's dream.

Destination Weddings Campaign

As a growing boutique destination wedding location, Fernie is well positioned to attract year-round weddings thanks to the diversity of local businesses that can cater to the many needs of hosting such an important occasion. Fernie is also well positioned as a more affordable destination and a great place for stags and stagettes. Market focus is primarily Calgary and southern AB.

www.WeddingsInFernie.com



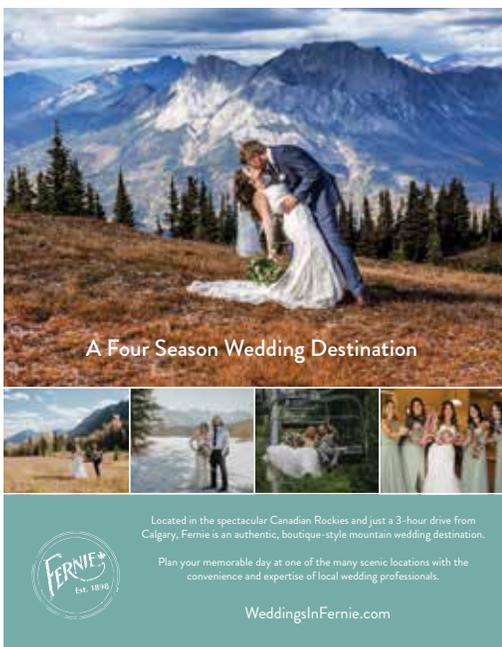
**A Four Season
Wedding
Destination**

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

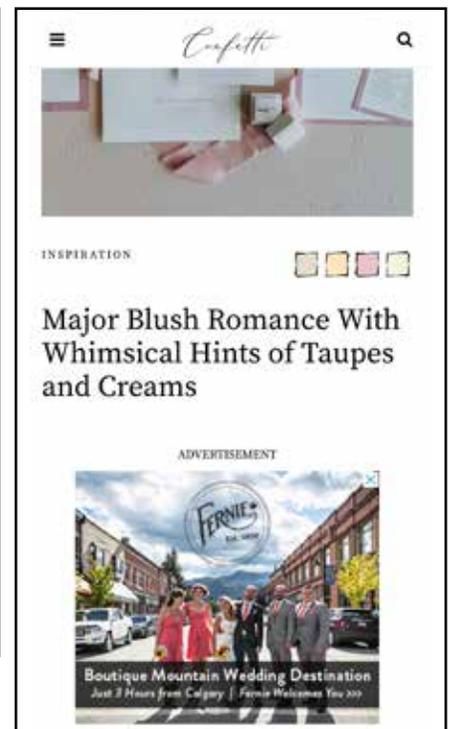
Plan your memorable day at one of the many scenic locations with the convenience and expertise of local wedding professionals.

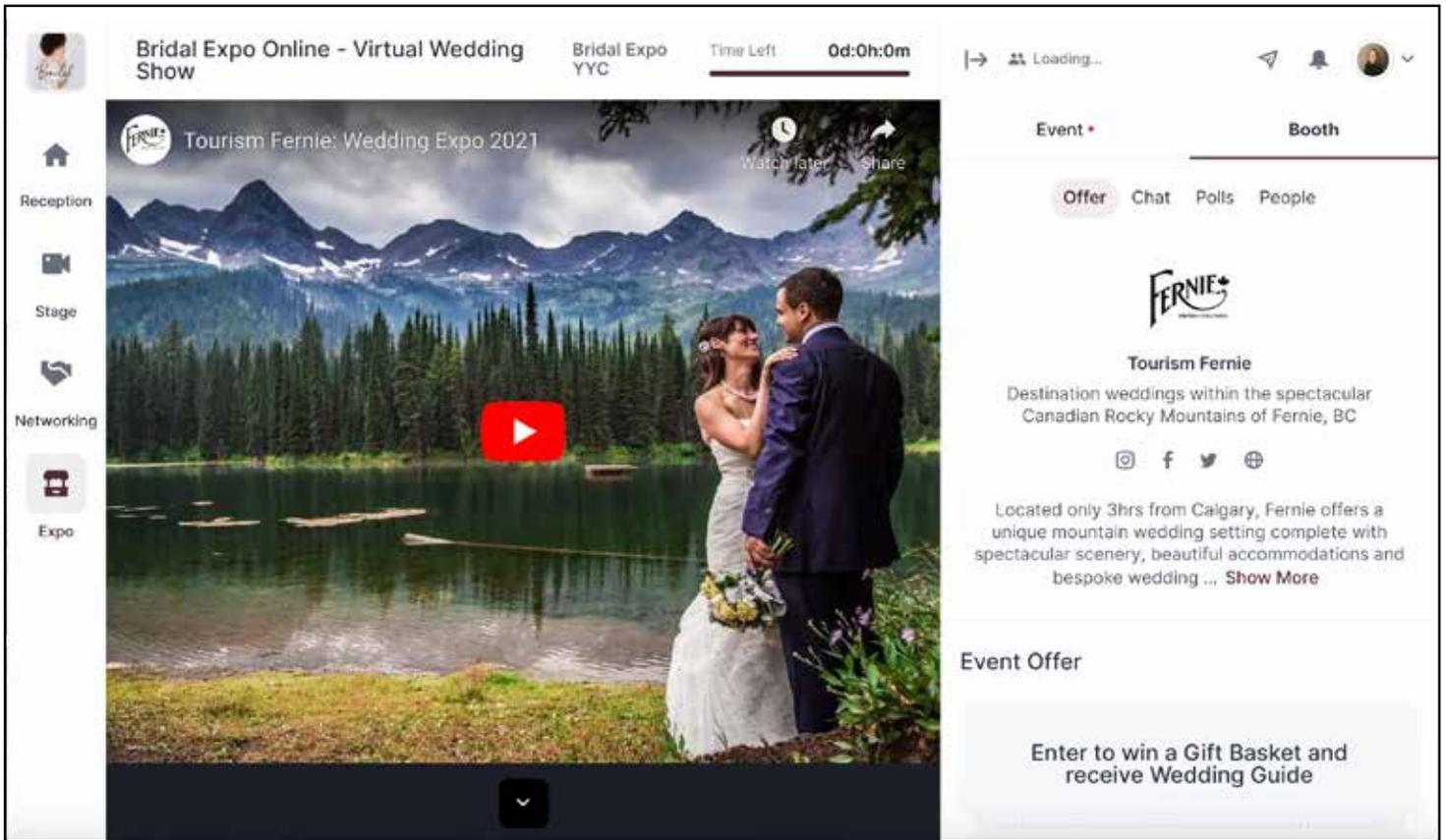
WeddingsInFernie.com

Double page spread in Avenue Calgary Magazine Wedding Issue



Full page ad in Blush Magazine





Attending a Virtual Wedding Show



TourismFernie.com/weddings

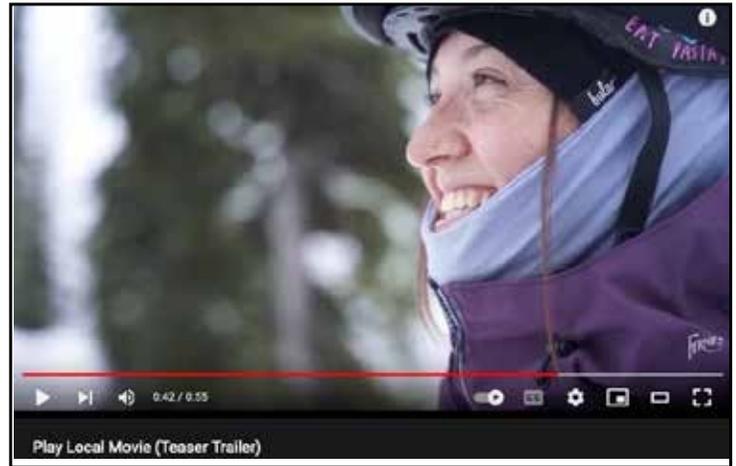
Photography & Video Projects

Shooting new images and video footage is an annual priority given the importance of quality content, its ability to 'sell', and the extent of amazing experiences available and stories to tell in Fernie. The exceptional skill of our own team member Vince Mo, along with the image subscription program and photo shoots with Nick Nault and Matt Kuhn make for an on-going fresh inventory. Add the videography talent of Nick Nault and Dylan Siggers, and the many other local talents that grace our video challenge we in Fernie are blessed with amazing talent. Tourism Fernie also supports local video projects that will help raise the profile of the community to unique markets. Below is just a sample of what projects took place in 2021. Big thanks to all the biz and models!

<https://www.youtube.com/user/tourismfernie>



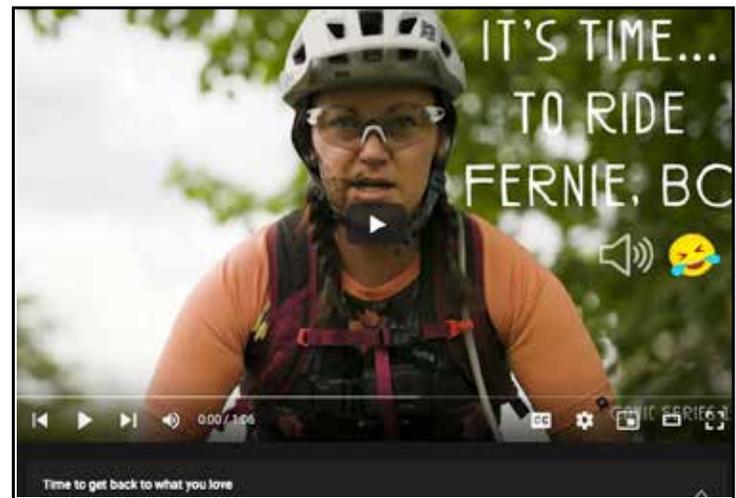
Fernie Golf Club Video & Photo Shoot



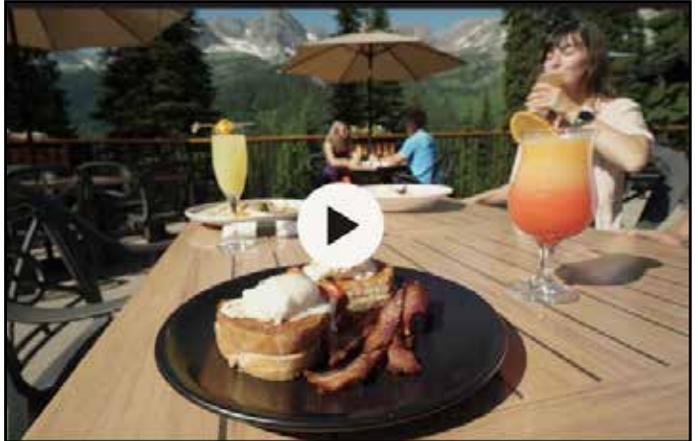
Play at Home Girls Ski Documentary by Cyrielle Fuchs



Family Ski Vacation Video



Travel Reopening Comic Series



DBC & KRT Content Project Photo & Video Project – Focus on Food, Drink, Lodging with Diversity

Website, Stories, Social Media Channels & UGC

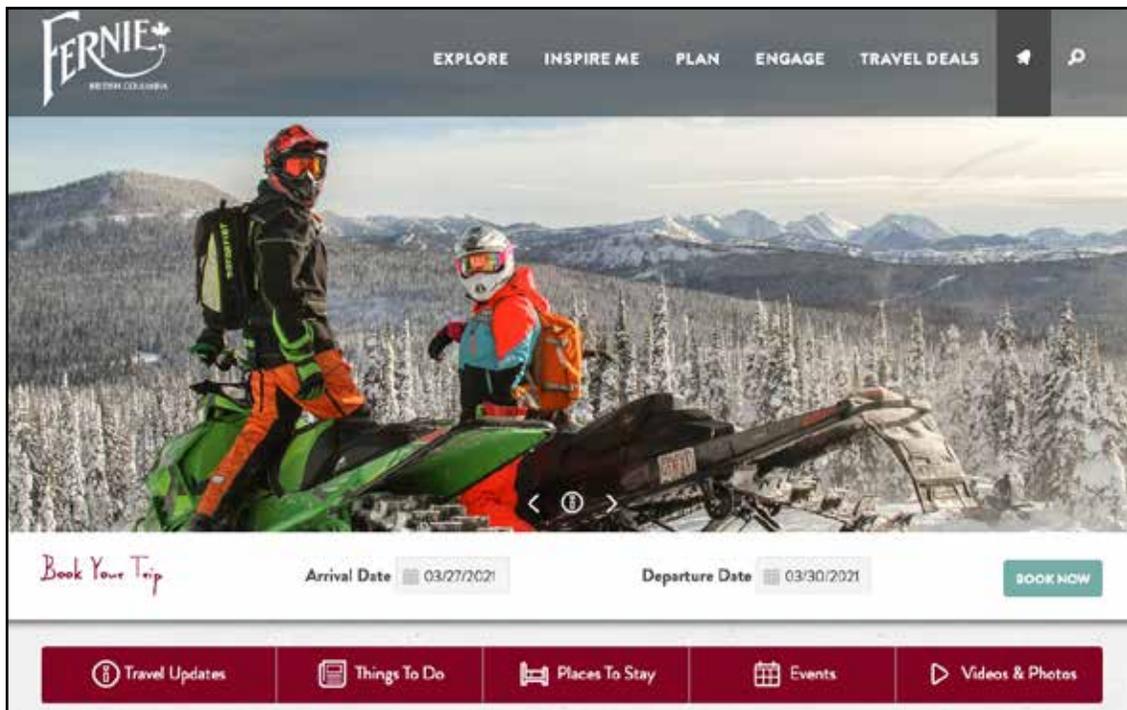
Tourism Fernie's online channels allow us to tell Fernie's story through written content, imagery, videos and more. TourismFernie.com sees thousands of visits monthly from out-of-town folks looking for details to plan a trip, get updates on what's happening and simply get a feel for what our community has to offer. Our social media channels keep our fans and audiences continually aware of our scenic beauty, current events, suggested activities, latest dumps of snow or the beauty of changing seasons, local stories and specials, local people and much more.

Website Visits: 32k/month

Facebook Fans: 44k

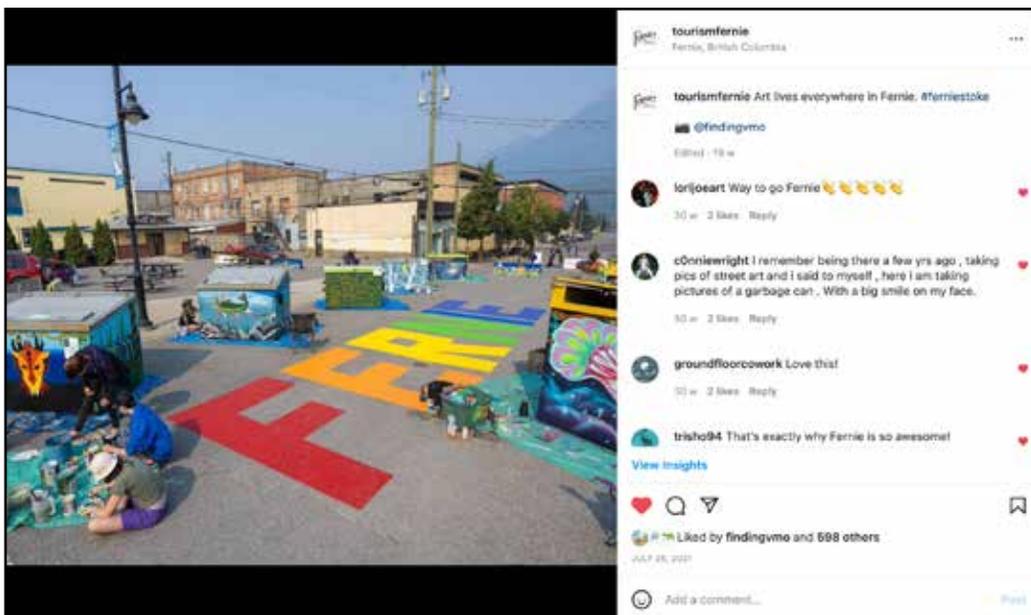
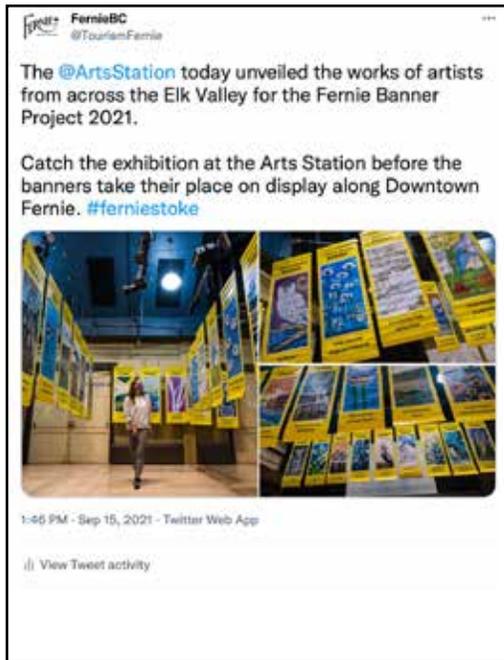
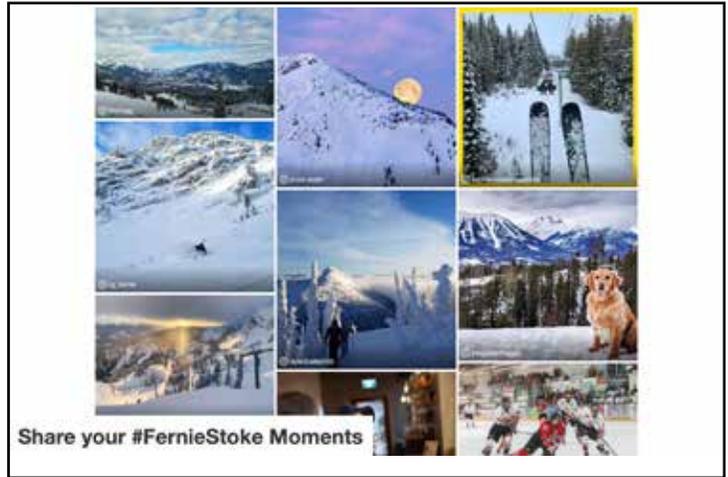
Instagram Fans: 21k

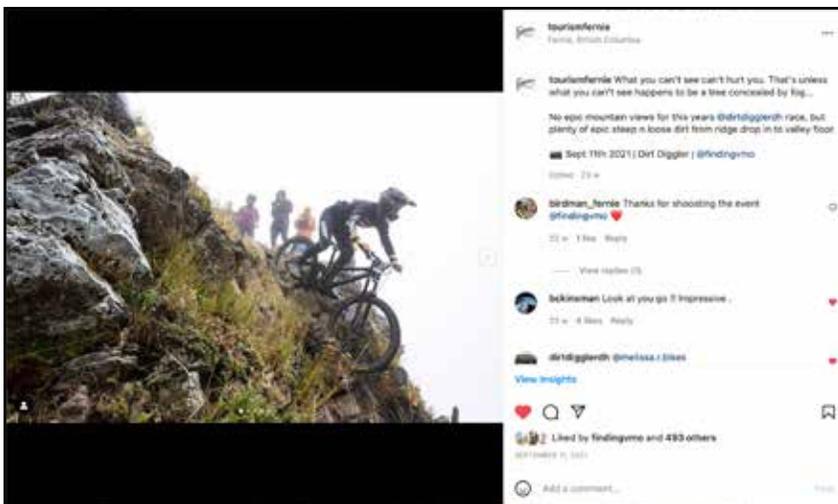
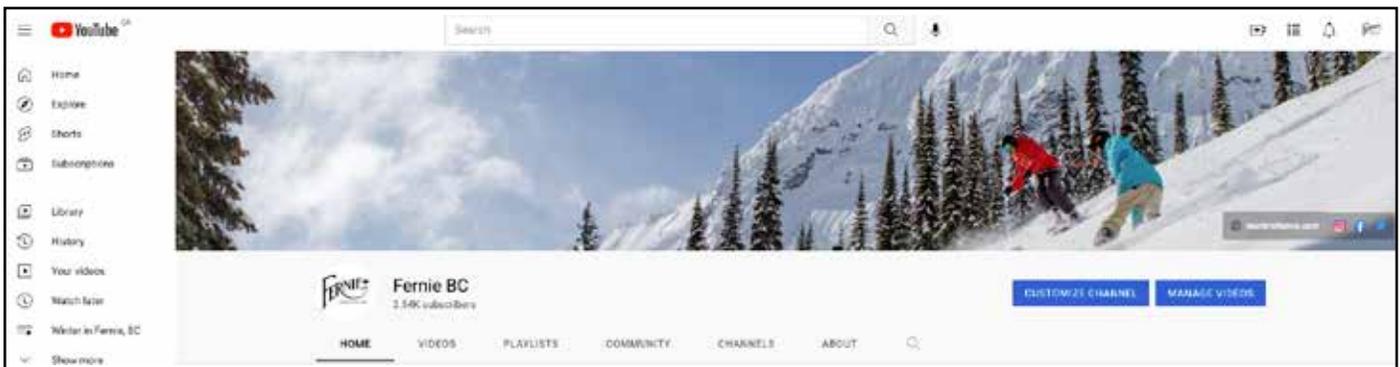
YouTube Views: 1.4 mill



Tourism Fernie's website features a variety of UGC (User Generated Content) galleries through Crowdriff featuring real social media posts from locals and visitors. Like mini testimonials these galleries show true experiences on the ground which help show-off Fernie's authenticity and fun!

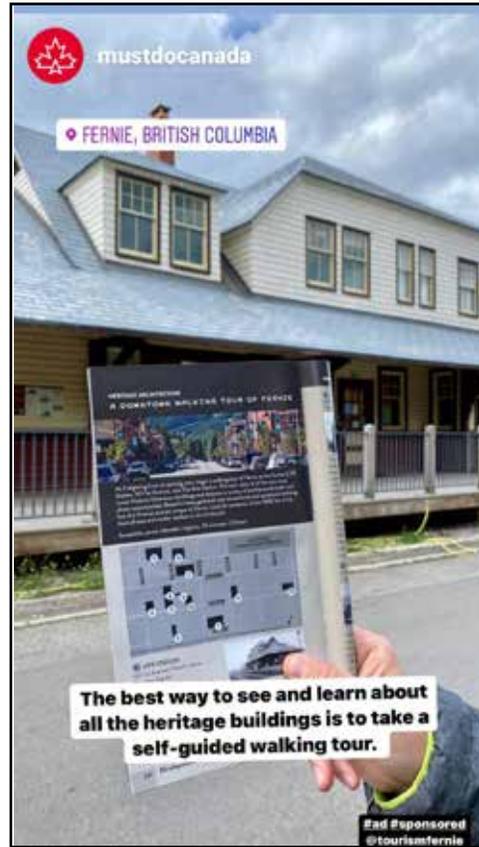
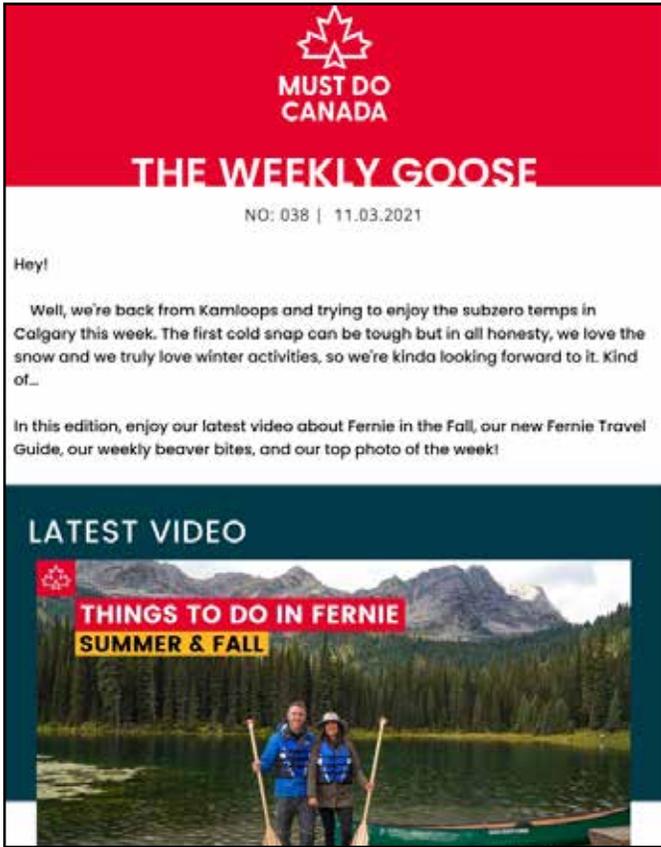




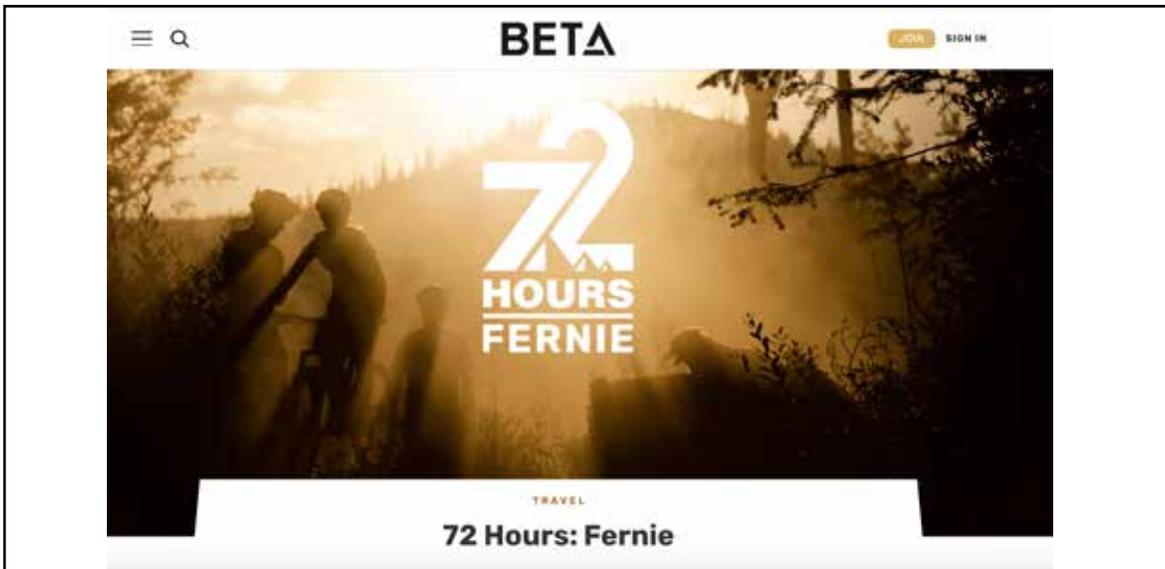


Media, Influencers, Partner & Travel Trade Initiatives

A continued and growing focus on hosting, supporting and executing initiatives with media, influencers and travel trade partners, including attending Mountain Travel Symposium virtually to connect with long-haul tour operators. Tourism Fernie was able to tackle a few media and influencer visits over 2021 as COVID restrictions allowed, below is a sample from 2021!



Influencers Matt & Karla in Fernie - <https://www.youtube.com/mustdocanada>



MTB in Fernie By Matt Cote - <https://www.betamt.com/travel/72-hours-fernie/>

THE BANFF BLOG
 ABOUT BLOG PLAN ▾ REGIONS ▾ ACTIVITIES ▾ STAY ▾ Q

21 Best Things to do in Fernie, BC

February 1, 2021 by [Natasha](#)
 Home » Rockies » 21 Best Things to do in Fernie, BC




Hey, we're Cameron and Natasha and have been writing about travel for the last decade. In 2018, we decided to settle down in one of the most beautiful places on earth, The Canadian Rockies.

Influencers Cameron & Natasha in Fernie <https://thebanffblog.com/things-to-do-in-fernie/>

GETOUTTHERE EVENT CALENDAR GEAR REVIEWS RACE REVIEWS

ARTICLE

Canada's best ski town is a powdery mecca for mountain lovers



SHARE By [Mark Johnson](#) • November 28, 2021 12:07 PM

CALGARY HERALD

Penner: Cruising through the Kootenays in comfort

Andrew Penner
 Sep 25, 2021 • 3 days ago • 4 minute read • [Join the conversation](#)



Our CanaDream RV at the Fernie RV Resort. Courtesy, Andrew Penner pg

Somewhere just north of Edgewater, the scenic one-hour drive to Golden just underway, we rambled around a bend and broke through the thick blanket of early morning fog that smothered the valley. "Wow! Look at that, son!" I said, nudging my boy, Aetmon, 18, as he woke from a stupor. On the port side (an RV is kinda like a ship) a pair of serrated, ice-caked peaks hovered above the misty sea and pierced the gem-blue sky. "This looks promising son," I said. "I'm starting to like RV trips."

VIEW Articles Online: <https://getouttheremag.com/articles/5198/canadas-best-ski-town-is-a-powdery-mecca-for-mountain-lovers>

<https://calgaryherald.com/life/penner-cruising-through-the-kootenays>

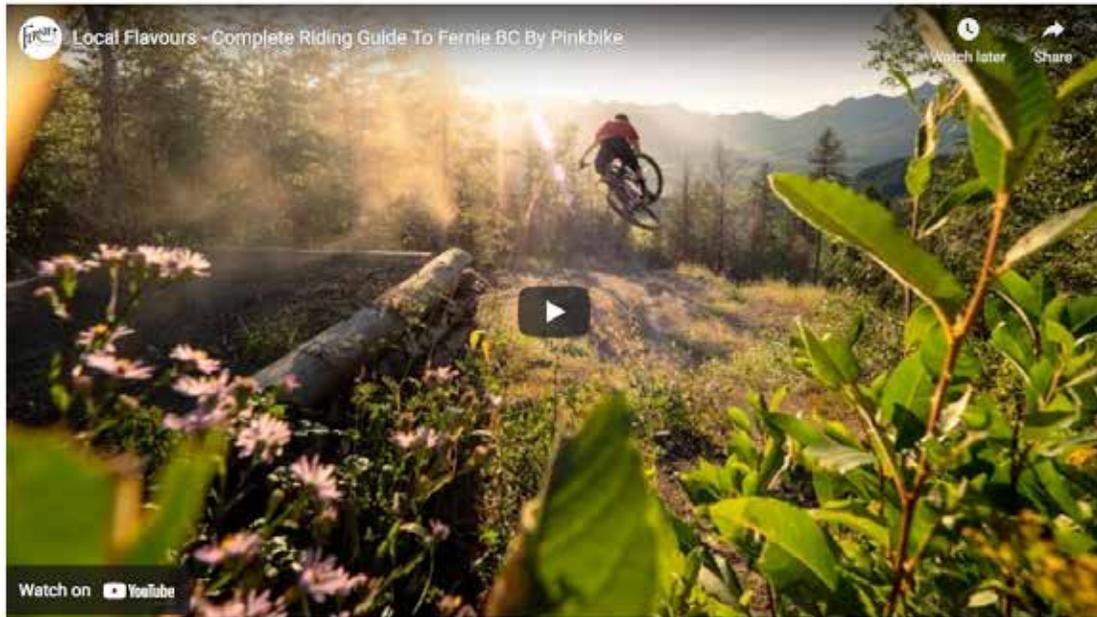
Local Flavours: The Complete Guide to Riding in Fernie, British Columbia

Apr 27, 2021

by [ben hagger](#)

[Follow](#)

[Like 14](#) [Share](#) [Tweet](#) [Add to Favorites](#)



Ben Hagger in Fernie - VIEW Video & Images <https://www.pinkbike.com/news/local-flavors-fernie-british-columbia-2021.html>

Video: Remy Metailler Shreds the Dirt Diggler Trail in Fernie

Jul 15, 2021

by [Remy Metailler](#)

[Follow](#)

[Tweet](#) [Add to Favorites](#)



Following our stop in the Fernie Bike Park we met a few locals and asked: "What the coolest trail we can ride here". They all replied Dirt Diggler. So we met with Bird Man the builder of the trail and his buddy

Remy in Fernie - VIEW video & photos: <https://www.pinkbike.com/news/video-remy-metailler-shreds-the-dirt-diggler-trail-in-fernie.html>



PHOTO: COURTESY ROOFTOP ROASTERS

Rooftop Coffee Roasters (Fernie), British Columbia

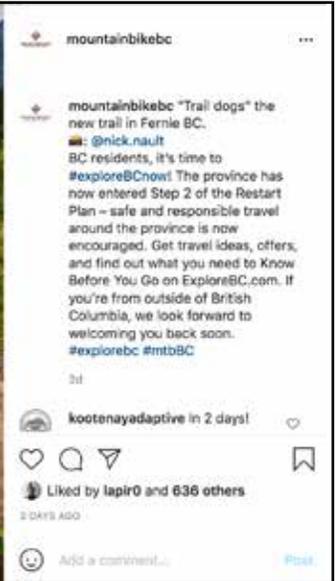
You'll want to warm up here before hitting the slopes—some say the area has the best snow in the Rockies. The founders, a family of three, started roasting on their home rooftop about six years ago, when head roaster Keegan Street was just 16, scooping unroasted beans from burlap sacks in the basement and bringing them up in buckets. They then sold their creations at local festivals and farmer's markets, where people lined up to buy them. Now, their light-roasted, single-origin coffee is a local staple. You can grab it in-house, or at their fun [walk-up pickup window](#), before browsing the friendly downtown streets, which include galleries, a spa, a distillery and a chocolate-maker. And if you still want more of their brew? They also offer a monthly subscription service, where they will deliver bags of coffee, right to your door.

Here are the 10 [Canadian road trips](#) you need to take at least once.

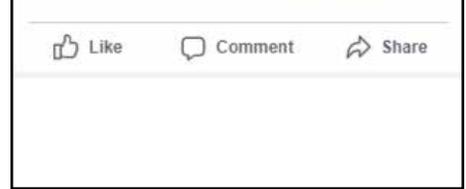
The Best Cup of Coffee in Every Province

By Readers Digest

VIEW Article <https://www.readersdigest.ca/travel/canada/best-coffee-every-province/>

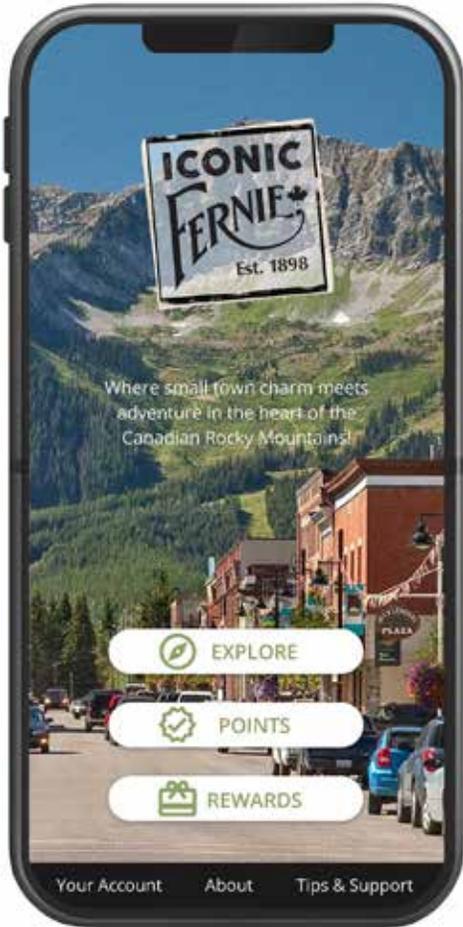


Working with our Partners to promote Fernie!



Iconic Fernie App Development

Thanks to supporting funding from Destination BC Tourism Fernie has been building the Iconic Fernie App through 2021 for launch in spring/summer 2022. Iconic Fernie brings together and enhances local experiences into various thematic self-guided tours for both visitors and residents with an added opportunity to collect points to redeem at local businesses.



You're discovering Iconic Fernie!

Where Your Sense of Curiosity & Adventure Are Rewarded

Download the FREE Iconic Fernie app to explore the many themed self-guided tours and attractions. Collect points along the way and redeem points at local businesses!

Share your experiences by posting on social media using **#iconicfernie #ferniestoke**

Fun for the Whole Family.

Fernie for the Foodies.

Explore Fernie's Art Scene.

Seeking Outdoor Adventure?

History Lovers Tour.



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