



WELCOME!

Tourism in Fernie

Industry Event, AGM & Social

Network - Learn - Engage

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



Tourism Fernie respectfully acknowledges that it operates within the unceded ancestral territory of the Ktunaxa Nation.



**2022 Highlights
Overview of 2023 & More**

Tourism Fernie Society – Since 2007

VISION

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

MISSION

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

GUIDING PRINCIPLES

Stakeholder-Led

Data-Driven

Sustainable

Fair & Transparent

Inclusive

Accountable

148 Members & Partners | Non-Profit
2022 Expenditures \$1.3 million

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



End of Biggest Restrictions

COVID-19



Mask requirements to be lifted Friday in B.C., vaccine cards remain in place until April 8

Long-term care visitation will return to normal on Friday

Posted: March 10, 2022 8:52 AM PST
Last Updated: 4 Minutes ago

Courtney Dickson, CBC News

British Columbians will no longer have to wear masks in indoor public spaces starting Friday.

The province's vaccine card — which was mandated in non-essential indoor spaces like restaurants and gyms — will also be dropped on April 8.

Provincial Health Officer Dr. Bonnie Henry announced the easing of COVID-19 restrictions

UPDATES



RCR Ski Resort(s) in British Columbia update COVID Safety Protocols, April 8th, 2022
Proof of Vaccination will no longer be required

British Columbia – On behalf of Resorts of the Canadian Rockies and all of our team members at our ski resorts of Fernie Alpine Resort, Kimberley Alpine Resort and Kicking Horse Mountain Resort, we would like to once again thank all of our guests and our communities for following safety protocols that have been in place throughout these past few seasons.

AMERICAS

Canada to open border to fully vaccinated U.S. citizens on Aug. 9



By [Amanda Coletta](#)

July 19, 2021 at 4:31 p.m. EDT

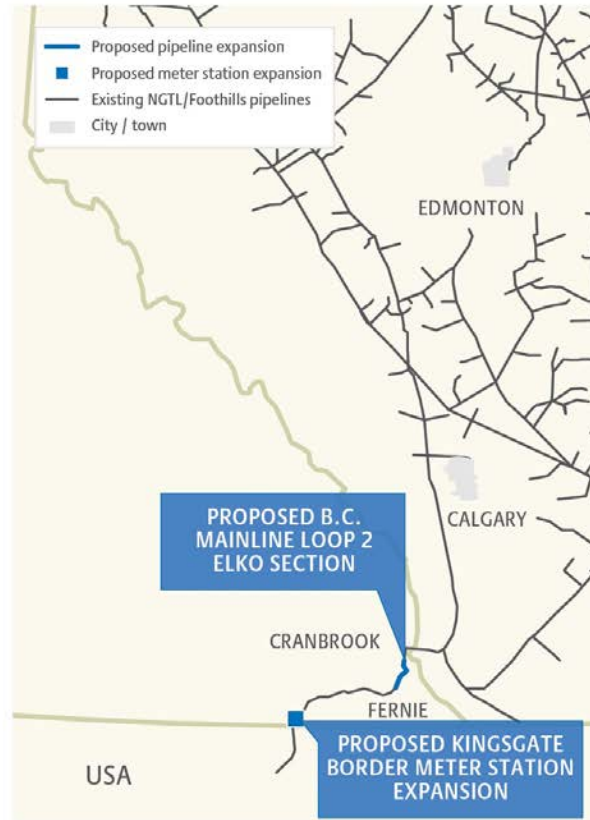


TC Energy Pipeline Project Came to Town

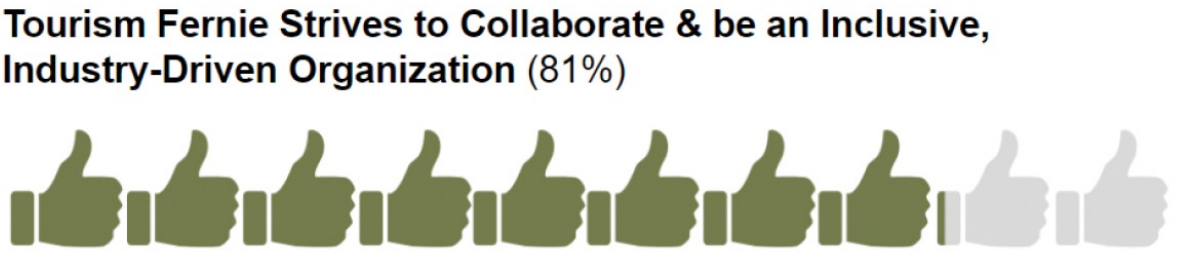
Foothills Zone 8 West Path Delivery 2023.

Foothills Pipe Lines (South BC) Ltd. (Foothills), a wholly-owned subsidiary of TransCanada Pipelines Limited (TCPL), an affiliate of TC Energy Corporation (TC Energy), is investigating options for prospective future growth on our Foothills System in British Columbia (B.C.). The proposed Foothills Zone 8 West Path Delivery 2023 Project (Project) is necessary to supply growing demand in southern B.C. and downstream North American markets, with natural gas produced in Western Canada. Foothills anticipates filing an application with the Canada Energy Regulator (CER) under Section 214 of the Canadian Energy Regulator Act in Q1 2021, with an anticipated in-service date in Q4 2023. The proposed Project is made up of two sections. The proposed Project is made up of one pipeline section and one meter station expansion.

1. The proposed British Columbia Mainline Loop 2 Elko Section
2. The proposed Kingsgate Border Meter Station Expansion

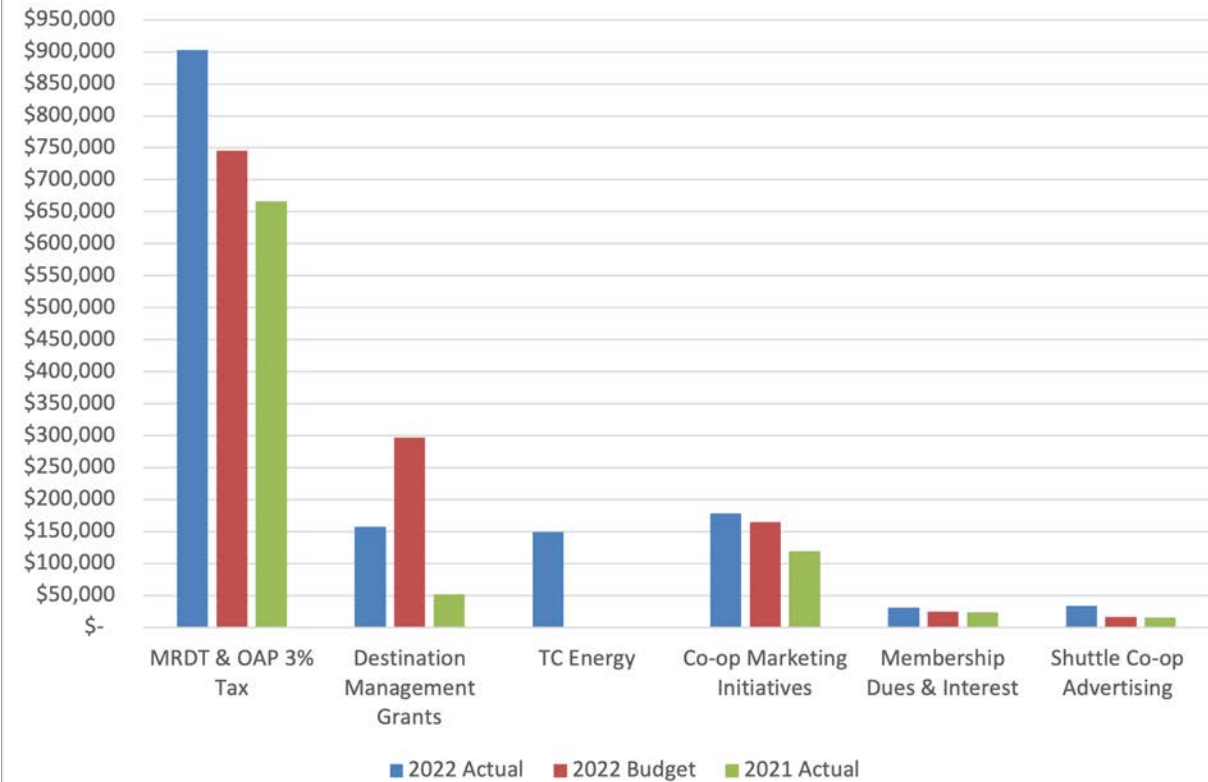


Member/Stakeholder Satisfaction Survey

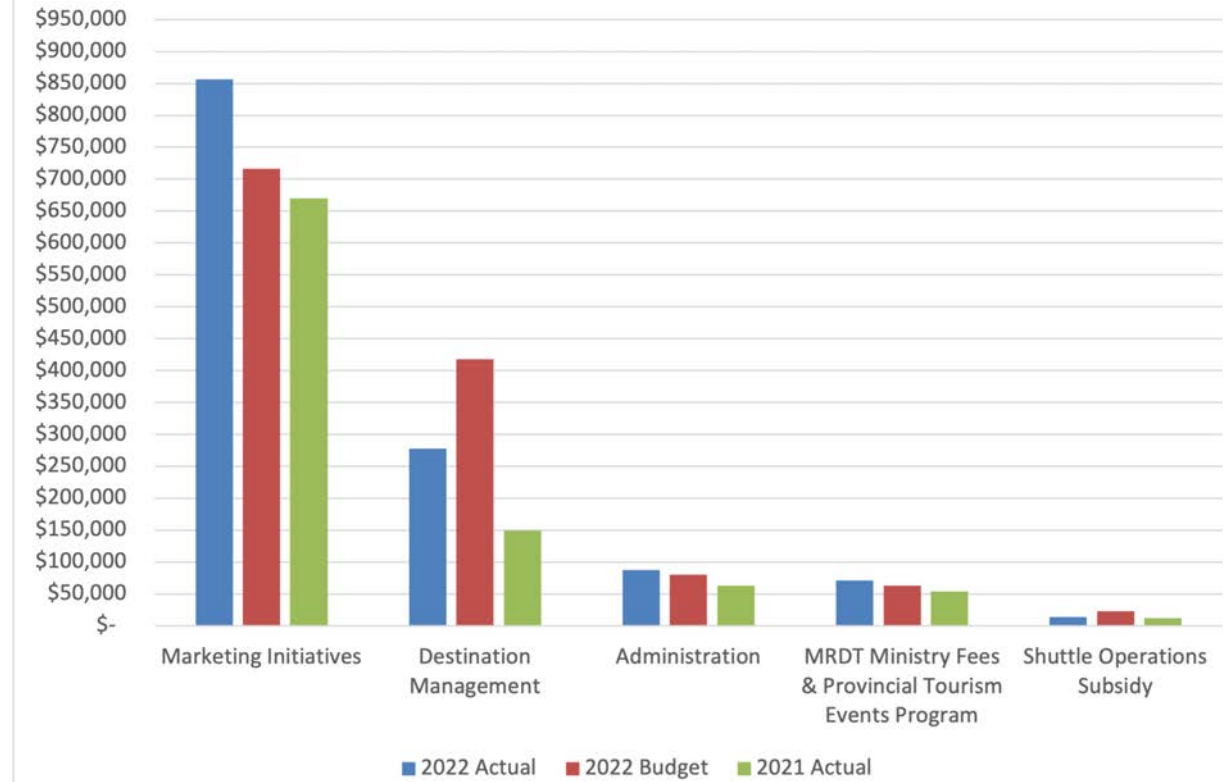


2022 Finances

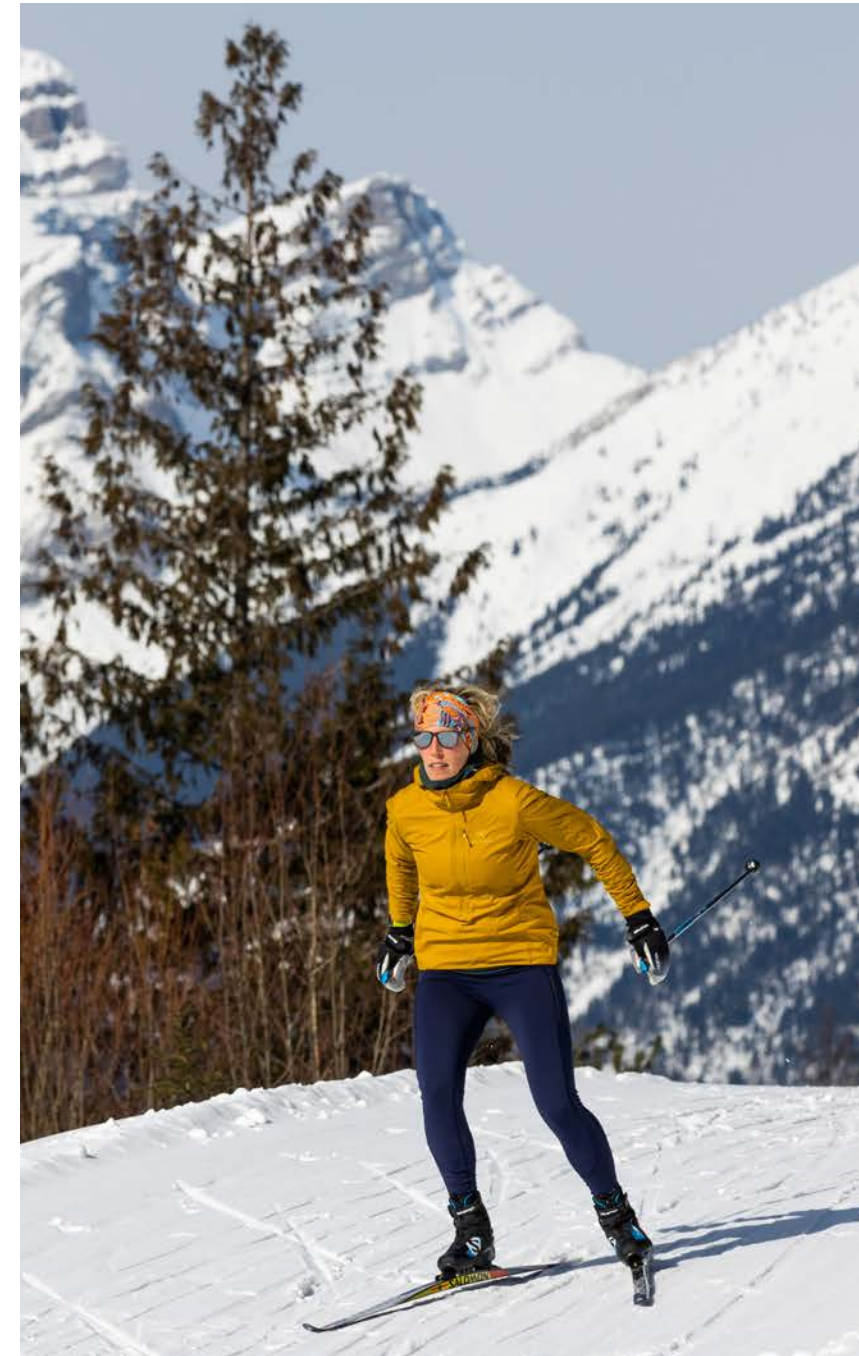
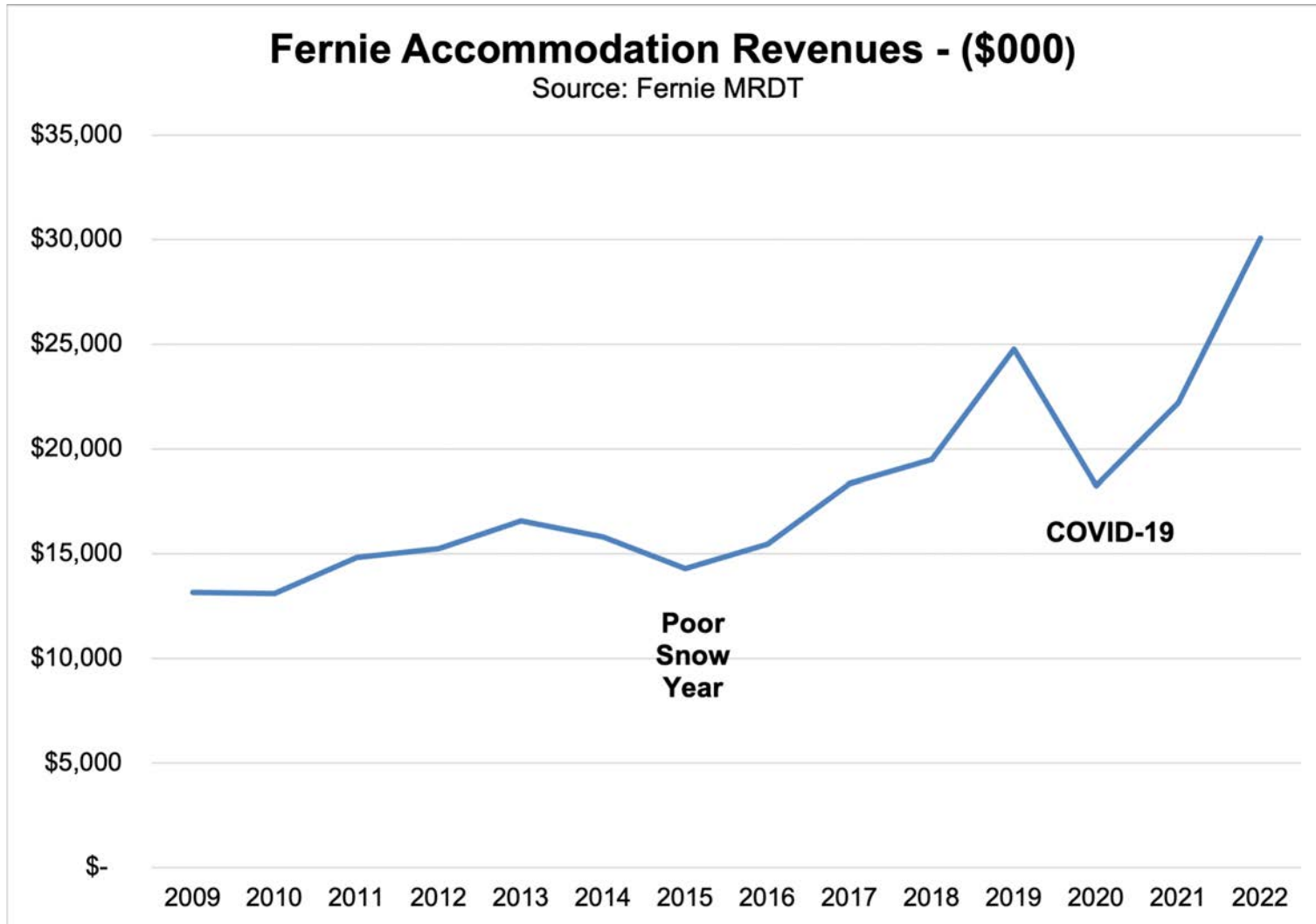
REVENUE



EXPENSES

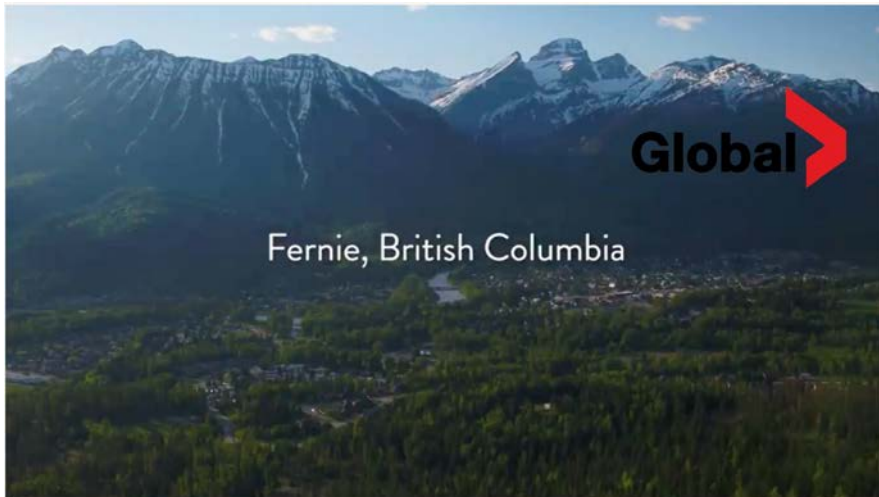


Lodging Revenues Highest Yet



2022 Marketing Initiatives

- Shoulder Season & Recovery Campaigns
 - TV – 30s commercial in Global TV and with Shaw Network
 - Digital Campaigns with Meta & Google
 - Print Advertising & More
- Overall Marketing Impact: 163,428,208



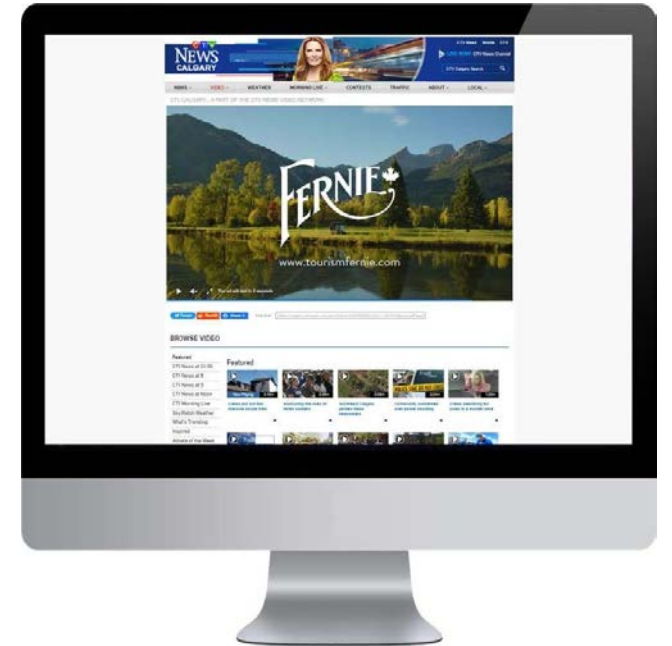
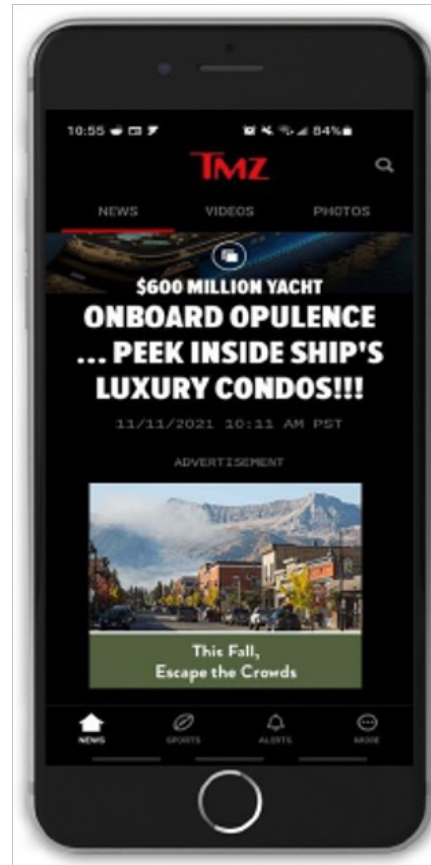
CTV Calgary Morning Show

- 6 live interviews via Skype broadcasted from various member locations in Fernie
- Aired from the end of August until early November
- Focus on promoting Fall experiences
- Estimated total reach 900,000 viewers



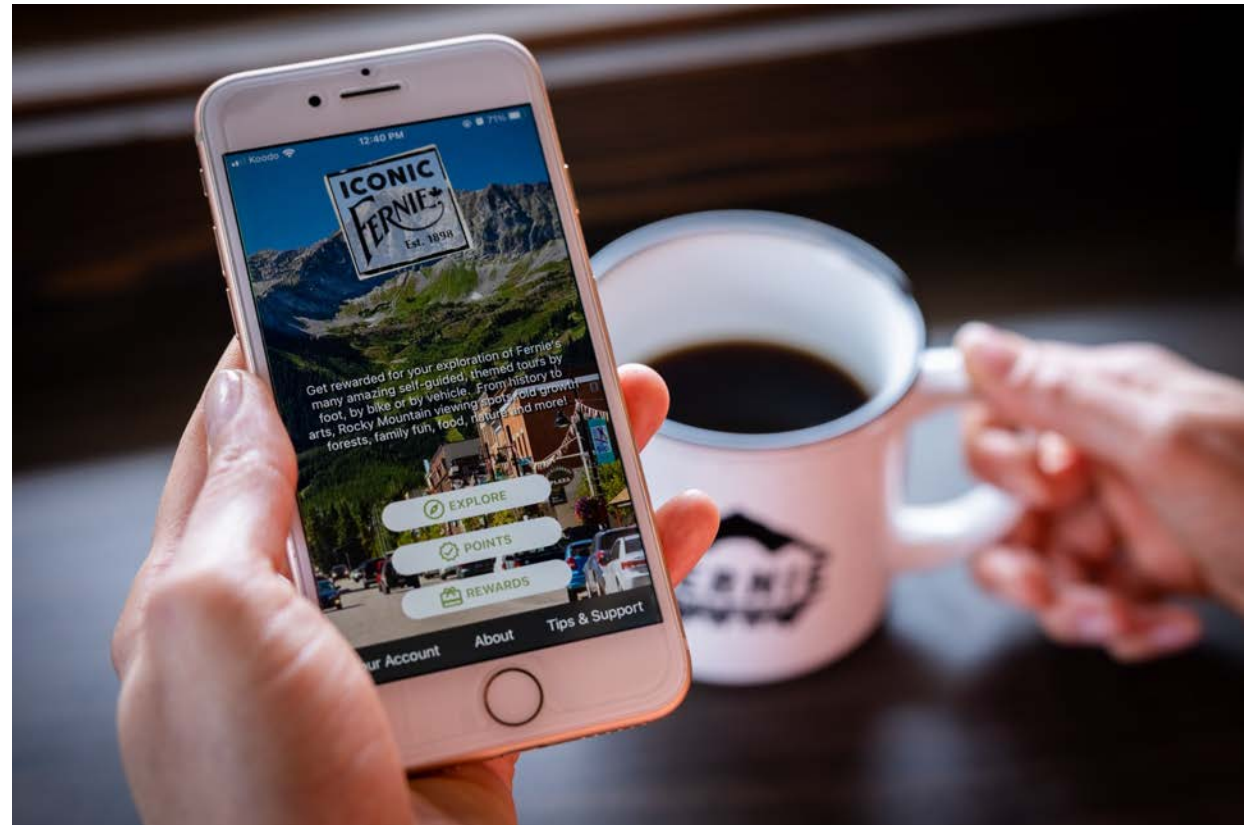
Digital Campaign with Bell Media

- Promoting Fall
- Fully digital campaign
 - Display banner
 - 15s video pre-roll
- Resulted 3,200+ verified walk-ins



Iconic Fernie Mobile App

- Free mobile app launched in June 2022
- 6 self-guided tours:
 - Family Fun & Yum
 - Taste of Fernie
 - Artistic Explorations
 - Local Heritage
 - Best Views & Photo Spots
 - Exploring Nature
- Added option to collect points to redeem for local rewards
- 1,829 downloads in 2022



This is Fernie! with Sadie Vlog

- An original video series with a local host and multi-talent Sadie Rosgen
- This series aims to celebrate Fernie's diverse community, showcase an array of experiences, as well as go behind the scenes in a light-hearted manner



Travel Media



View this email in your browser

IMPACT
MAGAZINE | **31 YEARS**
of Inspiration

Credit: Destination BC/Toby Stier

Call of the Mountains

Sponsored Content

IMPACT Magazine was recently ON-LOCATION in Fernie, B.C. deep in the Elk Valley and we are thrilled to share our experience with you.

Only a three-hour drive from Calgary (and a beautiful one at that, featuring the spectacular prairie landscape and, at this time of year, the breathtaking fall colours), Fernie is a must-visit for anyone seeking a respite from city life.

singletracks trails gear community articles add Search LOG IN

Home / Trails

The Best Mountain Bike Destinations Around the World, 2022

These are the best mountain bike destinations around the world according to Singletracks staff and readers.

By [Jeff Barber](#)
September 13, 2022 Last Updated: March 8, 2023

Singletracks may receive compensation for purchases made through any affiliate links in this article.

Photo: Jeff Barber // Tourism Fernie

Earlier this summer we asked Singletracks readers to nominate their favorite mountain bike destination and we received over a thousand great responses. While most Singletracks readers are in the United States, almost 40% live and ride outside the USA, and we're stoked to get your recommendations for the best global mountain bike destinations to visit. Many of the top nominations are well known already thanks to international UCI and EWS competitions, while others are simply great places to ride thanks to an abundance of high quality trails.

I've grouped these mountain bike destinations by region, or you can use the following links to jump ahead on the list. Honorable mentions are included as well, so keep an eye on these up and coming destinations or visit them instead to avoid the crowds.

- [Derby, Tasmania, Australia](#)
- [Fernie, British Columbia, Canada](#)
- [Finale Ligure, Italy](#)
- [Morzine / Les Gets, France](#)
- [Quebec City, Quebec, Canada](#)
- [Rotorua, New Zealand](#)
- [Stellenbosch, South Africa](#)
- [Tweed Valley, Scotland, UK](#)
- [Whistler and Squamish, British Columbia, Canada](#)

历史大道 (Historic Main St) 是不容错过的景点。漫步在古色古香的夫妻店，眼睛向上凝视着城市中若隐若现的积雪顶峰和窗框。

这个头墙最著名的弗尼高山度假胜地的标志。雷松林和成堆的雷遍布整个小镇 选择一个经典的加拿大场景在雷溪小屋的树林。



这个地方让所有年龄的人都可以玩耍和放松。弗尼高山度假村拥有轻快的绿色和蓝色跑道，在其五个传奇的高山碗中进行数日探索。

到了晚上，可以报名参加肥胖自行车之旅，或者去滑雪。由于这些活动离山村很近，你可以很容易地溜到蜥蜴溪小屋的Cirquo餐厅享用美食，并在酒吧里喝一杯。回忆你在粉末公路上的清爽冒险。



对于那些上了年纪的人来说，在Fernie的ice bar的聚会会为这次旅行画上一个有趣的句号

返回搜狐，查看更多



BROUGHT TO YOU BY
GIL'S FLY FISHING INTERNATIONAL

ISSUES ARTICLES ABOUT CONTACT

Trout Town: Fernie, British Columbia

By Chris Santella



Photo by Vinca Ma

THE WALL STREET JOURNAL



Just north of the Montana border, about four hours south of Canmore, Fernie has some of the best skiing in the Canadian Rockies.

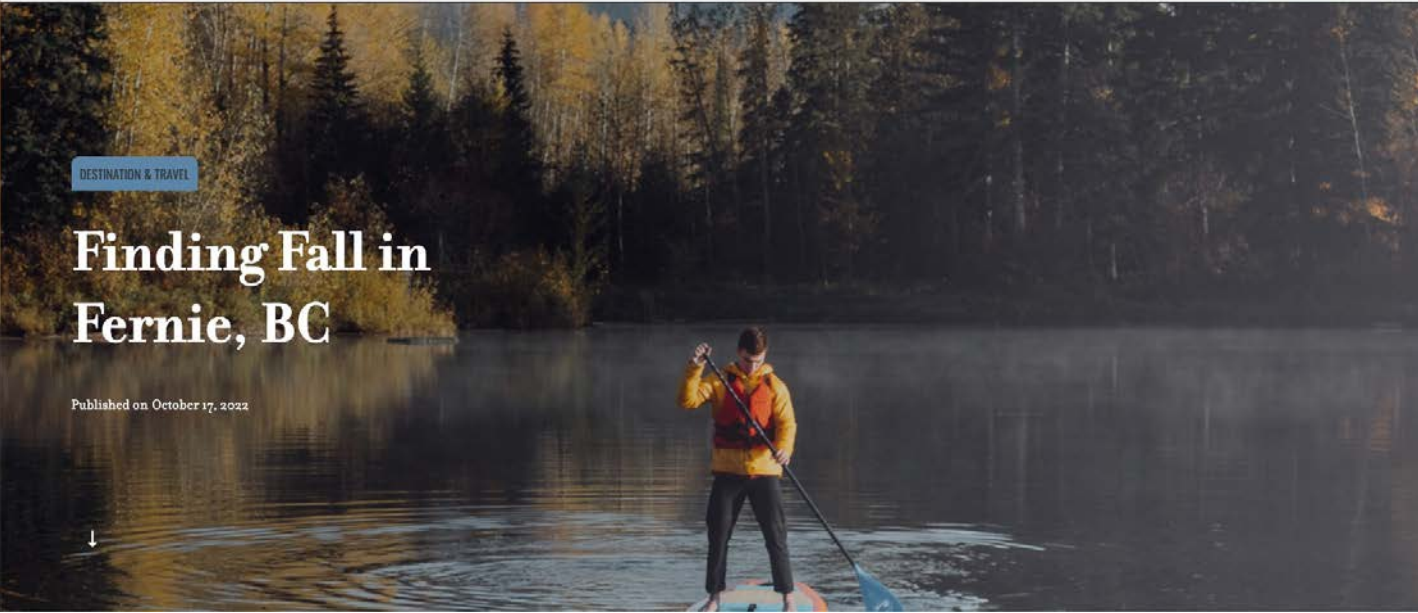
A Shangri-La for Skim Bums: Fernie, B.C.



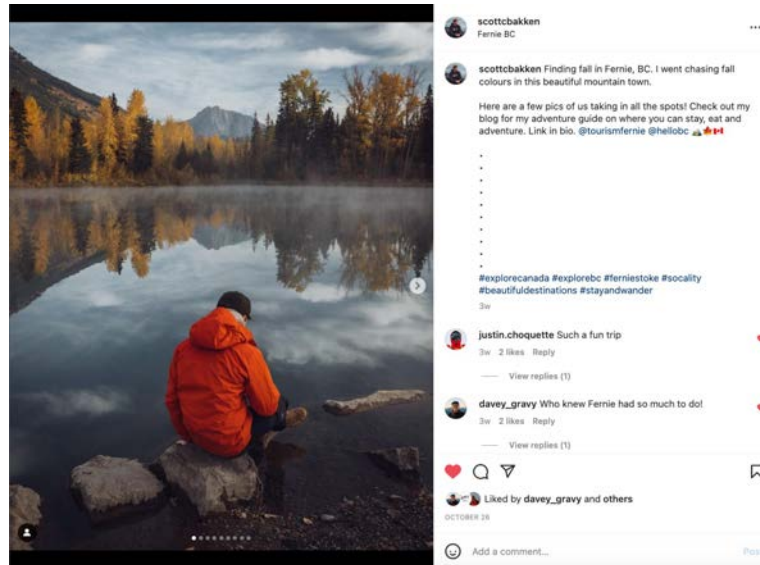
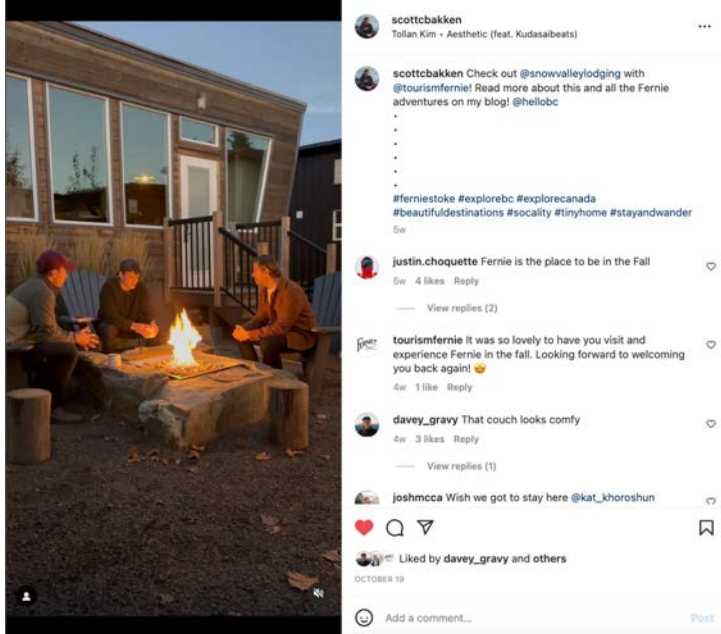
DESTINATION & TRAVEL

Finding Fall in Fernie, BC

Published on October 17, 2022



Fall Influencer Campaign Example: Scott Bakken



Instagram icon
458K
followers

TikTok icon
192.5K
followers

YouTube icon
665
Subscribers

TikTok icon
2.6 million
likes





The Amazing Race Canada!



ctv_pr
Fernie, British Columbia



DESTINATION BC & TOURISM FERNIE CELEBRATE COMMUNITY FEATURE ON THE AMAZING RACE CANADA

SHARE



8 likes

ctv_pr PHOTO ALERT: Teams make their way to Fernie, B.C. on next week's #AmazingRaceCanada. Click link in bio to download Images for the all-new episode. now available for media download



Travel Trade

Fernie.
DU CHARME À REVENDIR

Même si elle n'apparaît pas sur la liste des stations les plus huppées ni les plus fréquentées de la planète, cette destination est connue pour sa poudreuse, avec plus de 9 mètres de neige qui s'accumulent chaque saison! Cette ancienne ville minière, cernée par les Rocheuses canadiennes et bordée par la rivière Elk, se distingue par son architecture pleine de charme et par son ambiance communautaire. Ici, adieu la course métré-boulot-dodo, bienvenue au paradis du plein air, à



Colombie-Britannique

PLUSIEURS DATES DISPONIBLES
8 Jours | 7 nuits d'hébergement | 5 Jours de ski valide sur 3 stations | vol direct avec Air Canada

À partir de
1595 \$
/ pers. en occ. double*

Hébergements offerts: Fernie Sagesse Lodge, Concession Lodge, Park Place Lodge, Timberline Lodge, Lord Cree Lodge, Polar Peak Lodge et plusieurs autres. Visitez le gendronski.com pour voir la liste complète.

*Prix calculé le 24 septembre 2021 pour un séjour au départ de Montréal, du 15 au 22 janvier 2022 au Fernie Sagesse Lodge. Date limite réservé d'ici le 15 novembre 2021 pour profiter de ce prix promotionnel. Le prix peut varier selon la disponibilité des vols ainsi que la disponibilité des chambres au moment de la réservation. Autres dates disponibles sur demande. Les taxes sont incluses. Départs d'Ottawa ou de Québec sur demande.

La contribution du client au Fonds d'indemnisation de 350 \$ par tranche de 1 000 \$ n'est pas incluse.

gendronski



Apprenez-en plus sur la destination.


Fabri du stress et du trafic urbain! Après un développement graduel et respectueux de l'environnement, le résultat est une sacrée belle réussite: elle compte plus de 500 pieds de dénivelé, 2 500 acres de terrain, 10 remontées mécaniques, 142 pistes et 5 magnifiques bowls. En prime: elle possède l'une des plus longues descentes des Rocheuses! Voilà la recette parfaite pour attirer les amateurs... mais pas les foules. //

— Caroline Samson, accompagnatrice de groupe

Services de notre représentant à destination, **Simon Parisien**, incluant un tour d'orientation de la station.

VOYAGES GENDRON • GENDRONSKI 19

FERNIE, BC CANADA



2022 CSP WEBINAR SERIES REVELSTOKE MOUNTAIN RESORT

NEXT (SHIFT+N)
CSP Webinar
Australia: Revelstoke

4 views • Aug 10, 2022

DISLIKE SHARE DOWNLOAD CLIP SAVE

Destination Canada Travel Trade
80 subscribers

Tourism Fernie & Fernie Alpine Resort, presented by Christine Grimble & Paul Whitham

Fernie is a world class outdoor adventure destination located within the spectacular Canadian

SUBSCRIBE

FERNIE SKICAN FERNIE

VISIT FAMILY-FRIENDLY FERNIE




Photo by Tourism Fernie

Our expert opinion is that Fernie Alpine Resort is one of the best for families. The mountain terrain has something for all skiers and riders, split almost evenly for beginner, intermediate, and advanced levels.

With deals year-round, including for March Break, you can give the kids something to look forward to this winter. Take advantage of our early booking offers before it's too late 🕒

Request A Free Quote



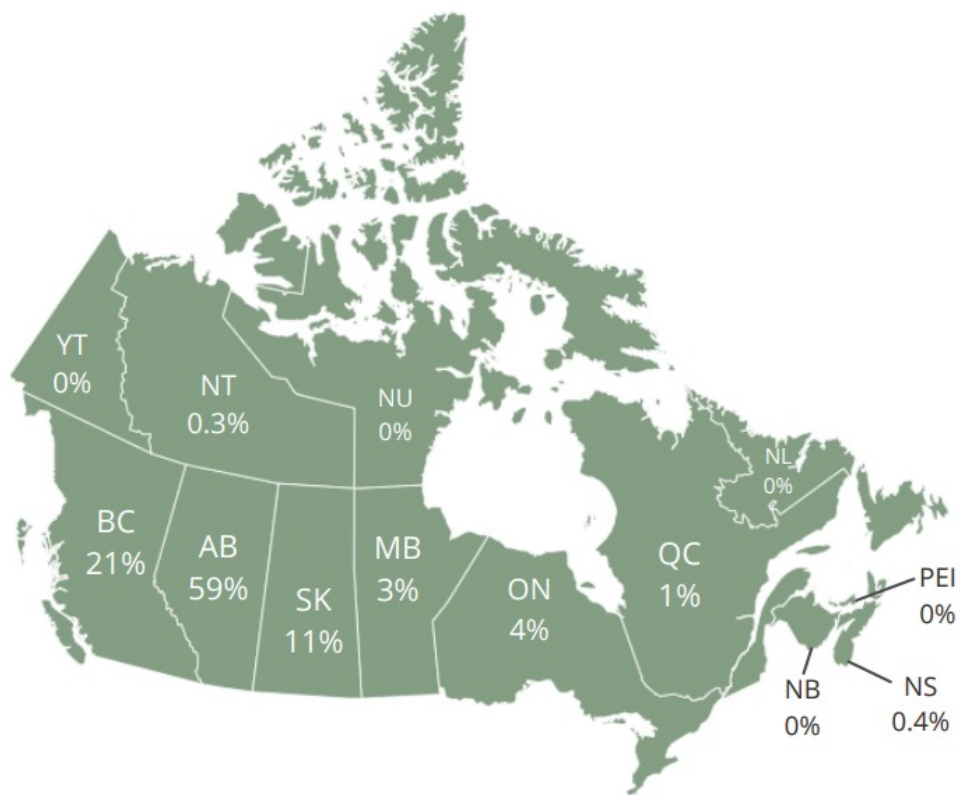
2022 Consumer Shows

Calgary Outdoor Adventure, Toronto Ski Show & Wedding Shows



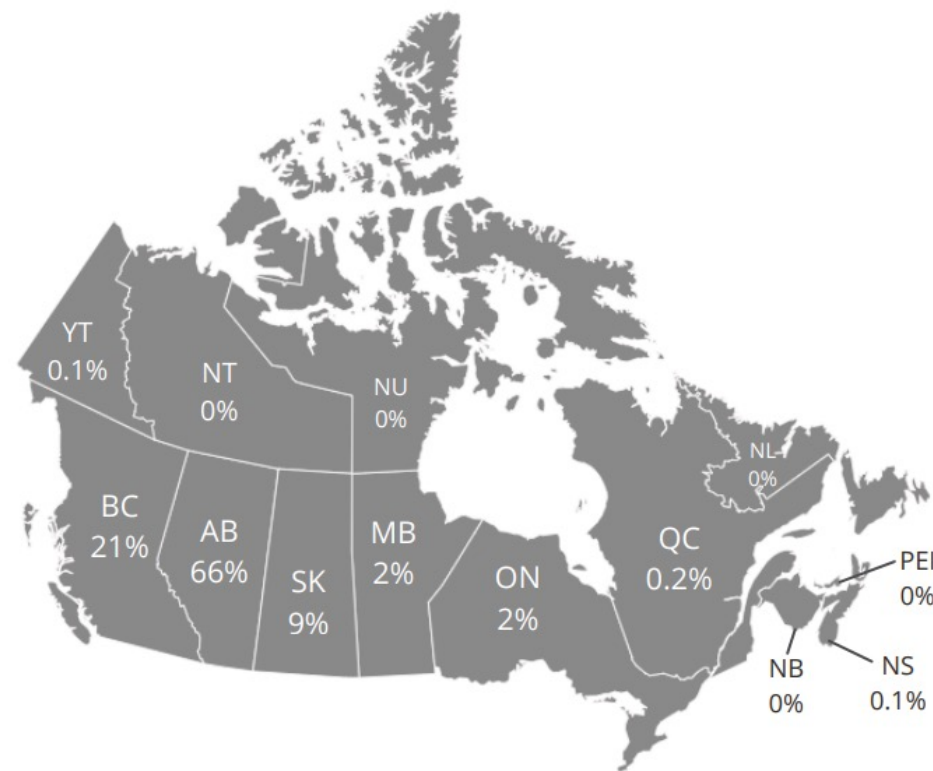
Canadian Market Visitor Snapshot 2022

WINTER VISITORS



Nov 2021 - April 2022

SPRING/SUMMER/FALL VISITORS



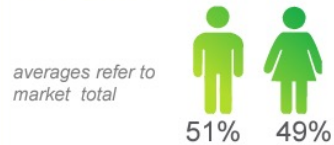
May 2022 - Oct 2022

Top 3 Explorer Quotient (EQ) Traveller Types

Canada
Authentic Experiencers
 12% of Canadian Market



Demographics



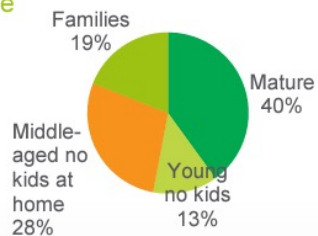
Education: Higher than average

Employment: FT, higher than avg. are retired

Household Income: Average



Lifestage



Canada
No-Hassle Travellers
 10% of Canadian Market



Demographics



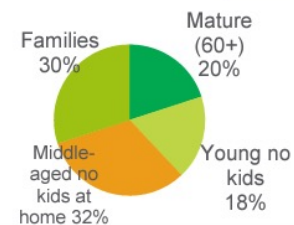
Education: Average

Employment: FT, higher than avg. homemakers, students or unemployed

Household Income: Average



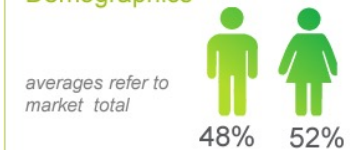
Lifestage



Canada
Rejuvenators
 6% of Canadian Market



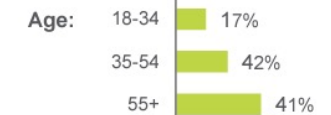
Demographics



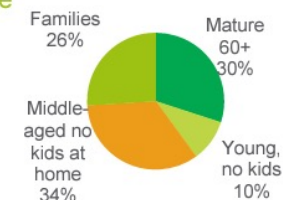
Education: Lower than average

Employment: Less likely to be FT. Higher than avg. PT, retired, or students

Household Income: Slightly lower than avg.




Lifestage



2022 Destination Management



 **A TOURISM FERNIE INITIATIVE TO PROMOTE SAFETY AND ETHICAL OUTDOOR PRACTICES IN OUR COMMUNITY.**

Destination Management

FERNIE NEEDS YOU!

Many jobs available at local businesses.



Visit [WorkInFernie.com](https://www.WorkInFernie.com) or scan this code for job listings!



Some Big Challenges in BC & Locally:

- Limited Workforce
- Limited Places to Live/Affordability
- Inflation
- Businesses and Organizations Still Recovering



Course Library Organizations About Us Sign Up Sign In



**Online Tourism Marketing
Training - Time Limited Free
Offer!**



2023 Marketing Initiatives


- January - March

- General winter destination campaign
- Passion focused smaller campaigns
- Digital campaign with Bell Media

- Spring Travel

- Destination TV campaign with Global TV & Shaw Netowrk
- Accommodation co-op campaign



Fernie BC with Snow Valley Lodging. Sponsored ·  

Experience Canada's first tiny home hotel in the heart of Fernie, BC. Fur friends welcome.

Book direct and receive 15% OFF Best Available Rate MIDWEEK only (Sunday to Thursday). Use Code: "15OFF"



snowvalleylodging.com
15% Off Midweek Stays
Snow Valley Lodging

[Book Now](#)

Fernie BC Sponsored ·  

Spring back in action with our travel offers & explore Fernie's beautiful landscapes of pristine rivers, lush valleys & the ...see more



tourismfernie.com
Stay in Fernie this Spring
Fernie, BC

[Learn more](#)



Looking ahead - 2023 Marketing Initiatives

- Iconic Fernie App
 - Continued awareness campaigns will be activated in the upcoming weeks for the spring, summer and fall season
- Inspiring Summer
 - Content creation, social media & This is Fernie episodes.

A promotional graphic for the Iconic Fernie App. It features a hiker with a backpack taking a photo of a mountain range. In the top left, there is a sign that reads "ICONIC FERNIE Est. 1898". Below the sign, text says "Explore Fernie's self-guided tours with the free mobile app!". In the bottom right, a smartphone displays the app's interface with buttons for "DISCOVER", "POINTS", and "REDEEM". At the bottom, it lists themes: "Taste of Fernie | Family Fun | Nature Walks | Heritage | Best Views | Art Walk" and includes a QR code and app store links.

ICONIC FERNIE
Est. 1898

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

Themes Include:
Taste of Fernie | Family Fun | Nature Walks | Heritage | Best Views | Art Walk

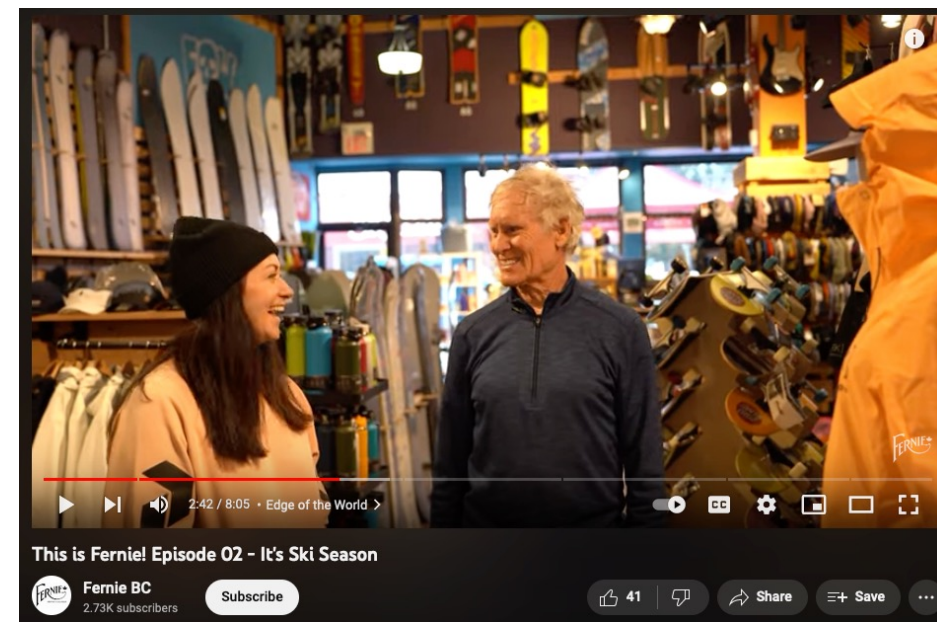
Choose to collect points to redeem for local rewards.

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

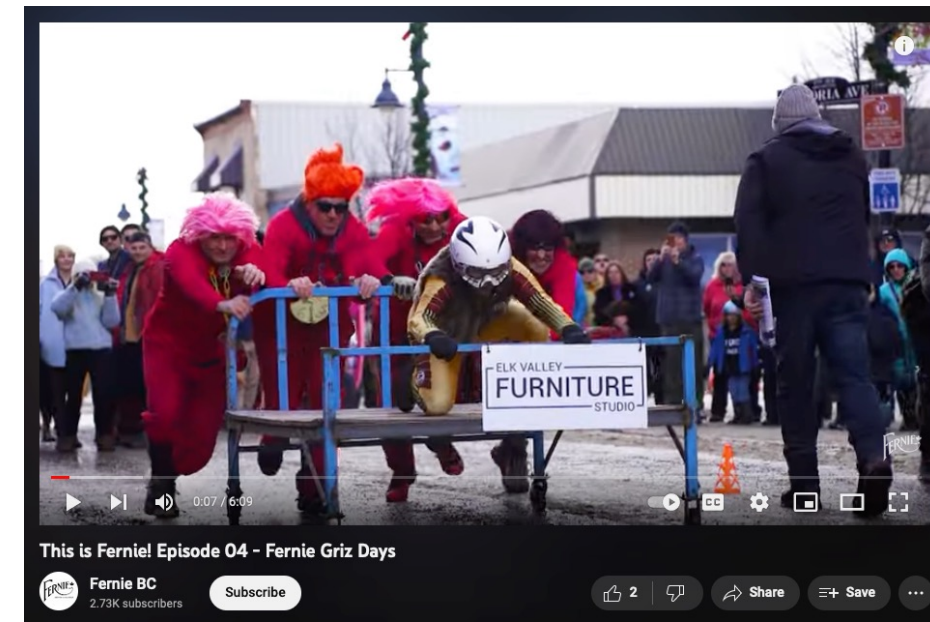
Available on the App Store and Google Play.

This is Fernie! with Sadie

- 3 more episodes produced :
 - It's Ski Season (Jan 23)
 - Fernie Bakeries (Feb 23)
 - The Griz Days (just released)
 - More episodes to come!



Watch all episodes on [ThisIsFernie.com](https://www.thisisfernief.com)



Media & Travel Trade 2023

ASCEND
TELEVISION

AVAILABLE IN OVER **50** COUNTRIES &
OVER **400 MILLION** HOUSEHOLDS



Apple TV+

CBC

OMNI
TELEVISION

Roku

tubi

VIZIO

EDGE
SPORT

freevee

Meta X

WILD
TELEVISION NETWORK

Rakuten TV

plex

SAMSUNG
TV Plus

pluto TV

SPORTSTRIBAL

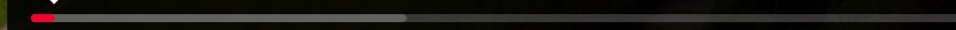


TRAILER_ASCEND2_Ep04_2022_MountainSprings_Fernie



FERNIE
British Columbia

00:01



Mountain Travel Symposium 2023



Consumer Shows 2023



snow travel expo
UNited AIRLINES

Melbourne Sydney Want To Exhibit? Blog

Free Ticketed Event

MEET 70+ RESORTS. INDULGE YOUR SNOW PASSION

Melbourne

21 May 2023, 9am-4pm

[Melbourne Convention Exhibition Centre](#)

[Get Free Tickets](#) [More Info](#)

Sydney

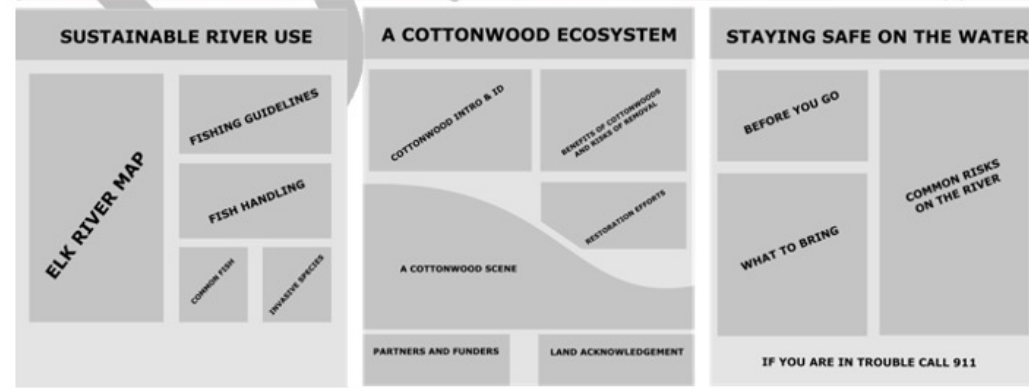
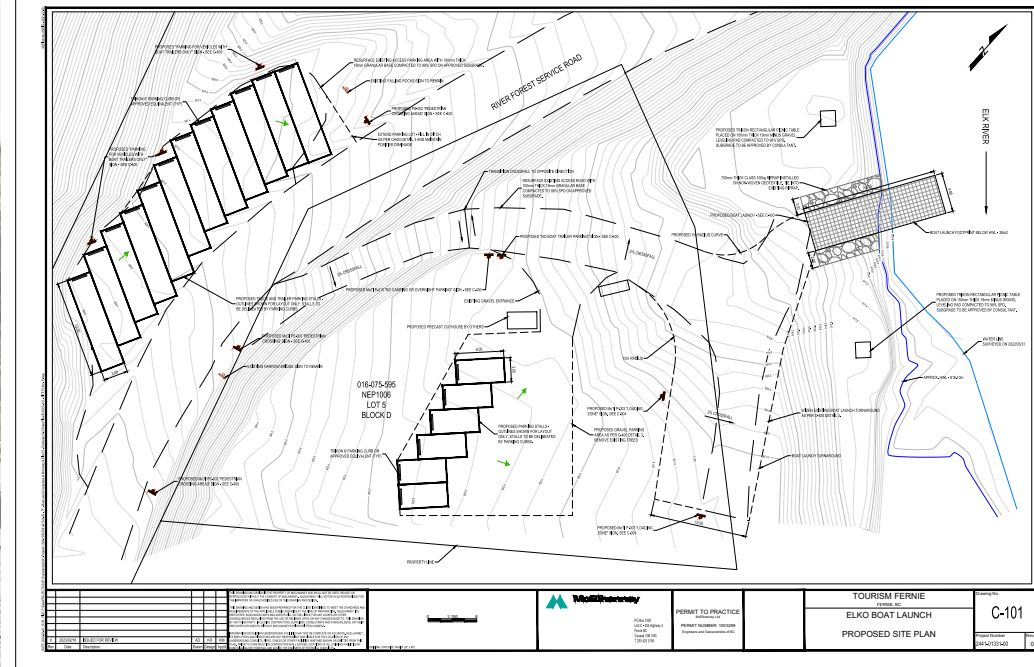
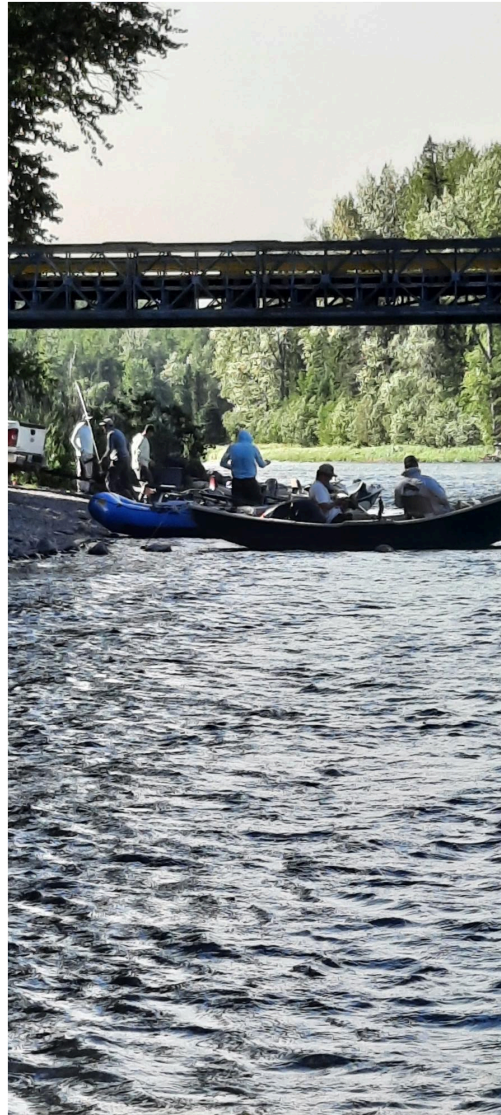
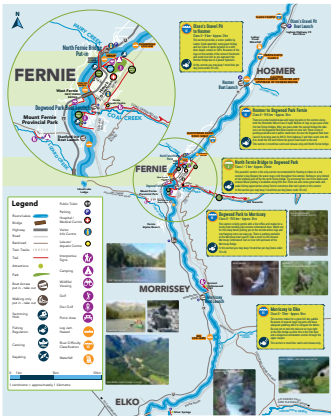
28 May 2023, 9am-4pm

[ICC Sydney, Darling Harbour](#)

[Get Free Tickets](#) [More Info](#)



2023 Destination Management





Planning for 2025 – 2029

5-year MRDT
renewal

Marketing, Events & the Visitor Experience

Destination Management, Development &
Sustainable Tourism

Transportation, Signage & Infrastructure

Tourism Business Support, Recruitment, Training &
Employee Housing

Visitor Services & Ambassador Programs

Trails, River Access, Grooming & More

THANK YOU FOR
ATTENDING!

Questions?

Jikke Gyorki
Christine Grimble
Brona Kekenakova



Fernie Half Marathon