

# TOURISM FERNIE MEMBERSHIP 2021 - \$200 + GST!



Be a part of Fernie's extensive tourism marketing and partnership network with membership for \$200 + 5% GST/year. Add \$300 + GST more for extra marketing benefits.

**Tap into our  
extensive digital  
consumer audience**

**TourismFernie.com**  
33,000+ visits monthly

**Facebook/tourismfernie**  
43,500+ fans

**Instagram/tourismfernie**  
19,000+ followers

**E-Newsletter Database**  
10,000 emails

## ABOUT TOURISM FERNIE

Tourism Fernie is a Destination Marketing Organization (DMO) with the primary mandate of executing effective tourism marketing, programs and projects that increase local tourism revenue, visitation and economic benefits for Fernie and surrounding area.

The most successful destinations around the world act in a unified and collaborative manner by promoting their destination first, then the individual products. A critical mass of funding is necessary to be heard in the marketplace, which is often beyond the means of an individual business. Through the collection of Fernie's 3% hotel tax (MRDT) and the pooling resources into a strategic plan results will be maximized. Consistent and persistent messaging from a DMO heightens interest and ultimately visitation, driving revenues directly or indirectly to all businesses in Fernie.

Tourism Fernie was officially established as a non-profit society in November 2007.

Tourism Fernie is a membership-based organization. Professionals, businesses and organizations that want to be promoted under the Tourism Fernie brand pay an annual membership fee. In addition to membership fees and the 3% hotel tax, Tourism Fernie's revenues are also generated from co-op and partner marketing initiatives. Tourism Fernie is governed by a Board of Directors who represent the local and area tourism industry.

**COUNT ME IN!** Complete below fields and check the box(es) to indicate level of participation. We'll follow up on the details. Have questions or to submit – email [members@tourismfernie.com](mailto:members@tourismfernie.com)

**Business Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**\$200 Base Membership – add 5% GST**

- Your business listed on TourismFernie.com, includes contact info, images, description, links, map location and more
- Promote specials, events, tours on TourismFernie.com specific to your business that targets tourists
- Eligible for your events to be included in the Bi-Weekly Event PDF
- Ability to participate/buy into collaborative marketing, content marketing, media and destination initiatives
- Access to Tourism Fernie brand tools, select images and more
- Attend workshops / AGM / industry presentations (free or at discount)
- Eligible to participate on committees and/or at roundtable meetings
- Subscription to stakeholder e-newsletter
- One vote at general meetings of the Society
- Ability to become a Director on the Board

**+\$300 ADD-ON for Enhanced Exposure - add 5% GST**

- \$120 credit towards promoting a special/experience via a social media ad to Tourism Fernie social media fans and beyond, remarketing audience or Google Ad campaign. Managed and executed by Tourism Fernie
- Two "Featured" business/offer/story in a prominent position on Tourism Fernie website or in consumer e-newsletter

**Send Form with payment to:** [members@TourismFernie.com](mailto:members@TourismFernie.com) | PO Box 1928 Fernie BC V0B 1M0 | 102 Commerce Road  
Payment can be made by cheque, etransfer or cash