

2022 TOURISM FERNIE MEMBERSHIP - \$200 + GST!

Join now for 2022 – receive the rest of 2021 free!



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

Looking for enhanced marketing or content creation? You can save by also participating in our Co-op Marketing Opportunities. See following pages for details.

**Tap into our
extensive digital
consumer audience**

TourismFernie.com
36,000+ visits monthly

Facebook/tourismfernie
44.3K+ fans

Instagram/tourismfernie
20.3K+ followers

E-Newsletter Database
10,000 emails

ABOUT TOURISM FERNIE

Tourism Fernie is a Destination Marketing & Management Organization (DMO) with the primary mandate of sustainably increasing visitation and revenue for stakeholders through tourism marketing and management. Tourism Fernie, established in 2007, is a non-profit, membership-based organization governed by a Board of Directors who represent the local tourism industry. Professionals, businesses, and organizations that want to be promoted under the Tourism Fernie brand, be more involved in local tourism and support sustainable tourism projects pay an annual membership fee.

The most successful destinations around the world act in a unified and collaborative manner to support the industry's long-term sustainability. A critical mass of funding is necessary to be heard in the marketplace and to support destination management needs, which is beyond the means of an individual business or organization. Through the collection of Fernie's 3% hotel tax (MRDT), membership fees, co-op marketing revenues and grants strategic results are maximized. Tourism Fernie's produces an annual strategic plan based on a broader 5 Year Plan approved by stakeholders and the province.

COUNT ME IN! Complete below fields and email form to members@tourismfernie.com. Payment can be made by e-transfer to the same email address, or by cheque to PO Box 1928, Fernie, BC V0B 1M0

Business Name: _____

Contact Person: _____

Email: _____ **Phone:** _____

Mailing Address: _____

Website: _____

Base Membership Includes – \$200 plus 5% GST = \$210

- 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
- 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 emails/e-newsletter
- One vote at general meetings of the Society
- Ability to become a Director on the Board

VIEW Co-op Marketing Opportunities Below – Let us know which ones interest you!

Tourism Fernie 2022 Co-op Marketing Opportunities

Tap into the tourism audience and help your business! Utilize the power of partnership and Tourism Fernie's marketing expertise!

Tourism Fernie has a limited number of co-op marketing buy-in opportunities for your consideration as a member of our organization. Please indicate your interest as soon as possible for the best chance of inclusion. Tourism Fernie will follow-up with more details to confirm your official confirmations. Below provides discounts of up to 50% of the actual investment into the initiative.

1. Professional Photography Shoot \$200 - \$800 ([Example: The Pub Craft Beer & Burger Month](#))

Tourism Fernie would like to partner with our members in developing high-quality and inspiring imagery that will help promote your business/visitor experience and the destination to a tourism audience. Tourism Fernie supplies the professional photographer.

- Receive non-exclusive, unlimited use of approximately 10 - 60 high resolution and web resolution images. Tourism Fernie will also have non-exclusive, unlimited usage rights.
- Participate in planning meetings, co-organize the shoot logistics (source models, location set-up and props, on-site shooting)
- The imagery must be relevant to destination / tourism marketing/audiences.
- Limited photoshoot opportunities are available each year. Preference may go to businesses/organizations that lack this type of quality content.
- Investment: Costs are based on the needs and complexity of the shoot.

2. Professional Video Shoot \$700 - \$1,500 ([Example 1 Raging Elk Hostel](#)) ([Example 2 Snow Valley Lodging](#))

Tourism Fernie would like to partner with our members in developing a high-quality inspiring video that will help promote your business/visitor experience and the destination to a tourism audience.

- Receive a 60-90 sec finished video edit plus a 15-30 sec social edit to use for your own brand marketing purposes, we can add destination footage as well to the video (scenic footage, activities). Tourism Fernie will also have non-exclusive, unlimited usage rights to the footage.
- Participate in planning meetings, co-organize the shoot logistics (source models, location set-up and props, on-site shooting)
- Limited video production opportunities are available each year. Preference may go to businesses/organizations that lack this type of quality content.
- Investment: Costs are based on the needs and complexity of the shoot.

NOTE - Photo and Video shoots can be combined into one session.

3. Facebook or Instagram Co-op Ad - \$100

Tourism Fernie offers a limited opportunity to create a Facebook or Instagram ad for your business via our Fernie, BC Facebook or Instagram page account and target appropriate audiences over a specific date range with a specific call to action that goes direct to your landing page. Tourism Fernie will work with you on content and do the creative prep and launch and boost the ad using your \$100 investment.

4. Consumer Trade Shows

Tourism Fernie is attending the following shows, join our booth space or have your own discounted booth alongside our Fernie branded presence to push your business! Ask for details, costs. Limited spots.

- a. The Wedding Fair – Calgary – January 2022
- b. Calgary Outdoor Adventure Show – Spring 2022
- c. Toronto Ski Show – November 2022
- d. Calgary Bridal Expo – Fall 2022

5. Ad Media Buy Discounts & Partnerships

Tourism Fernie undertakes a limited seasonal/annual bulk buy of digital and print ad space with select advertising/publication companies in target market locations (AB/SK/MB etc). If you're interested in more details please let us know, as we can offer discounts for co-op opportunities of up to 50% regular digital ad rates (web banner ads, newsletter ads, content features etc). If you have a publication you'd like us to consider let us know.

6. Media / Influencer Visits

Hosting media and influencers are a beneficial and cost-effective way to drive interest, awareness and visitation/revenues. Tourism Fernie can co-op on these types of initiatives driven by members. If you have someone in mind let us know. If it fits with destination marketing / tourism we can support in many ways such as logistics, lodging, dining and touring around.

7. Accommodator Marketing Seasonal Campaigns

\$600 - \$1,000 each for Winter, Spring, Summer or Fall Campaigns

Tourism Fernie invests at least matching dollars with participating accommodation members in a series digital advertising campaigns that promote the destination and participating accommodator offers at specific seasons of the year. The campaigns drive traffic to a campaign specific landing page and to participating accommodators through "Book Direct" links.

Campaigns consist of Search, Video, Display/Responsive and remarketing advertising across Google, Facebook and Instagram platforms. The creative will be designed to attract and entice guests to discover, or rediscover, Fernie BC. Awareness ads will capture audience data/cookies to send remarketing ads with accommodator offers. Primary geographic audiences are AB, SK, MB, ON, BC, MT, ID, WA

Each campaign runs for a duration of ~ 6 weeks to push visitation for the specific targeted season.

Each campaign will require a minimum of four (4) members and up to a maximum of approximately eight (8) stakeholders to ensure appropriate representation throughout the campaign duration.

Interested in any of the above Co-op Marketing Initiatives? Complete Below

If you're interested in more details or to officially participate in any of the co-op opportunities, please email christine@tourismfernie.com. We will follow-up to discuss details and finalize any participation.