

# 2023 TOURISM FERNIE MEMBERSHIP & Renewal Only \$210



Looking for cost shared marketing or content creation? You can save by 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**  
45K+ fans

**Instagram/tourismfernie**  
21.5K+ 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](mailto:members@tourismfernie.com). Once we receive your completed form, we will follow-up and send an invoice by email. Accepted payments include credit card, e-transfer: [accounting@tourismfernie.com](mailto:accounting@tourismfernie.com), cheque mailed to PO Box 1928, Fernie BC V0B1M0, or cash dropped off at our office at 102 Commerce Road.

**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 marketing, PR and media expertise
- Access to select imagery and video footage
- 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
- Support tourism in Fernie as a whole
- Get a Membership Decal!

## Co-op Marketing Opportunities Available!

**\_\_\_\_ YES! Send me information on Co-op initiatives  
(Consumer shows, Photo/ Video shoots, Media Ad Buys)**