

2022 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/tourismfernief
44.3K+ fans

Instagram/tourismfernief
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@tourismfernief.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@tourismfernief.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!

VIEW Co-op Marketing Opportunities Below.

Let Us Know Which Interest You ASAP & We'll Follow-Up!

Tourism Fernie 2022 Co-op Marketing Opportunities

Tap into cost savings, reach more visitors 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 are costs to you as a member that are discounted up to 50%.

1. Professional Photography Shoot \$250 - \$750 ([Example: The Pub Craft Beer & Burger Month](#))

Tourism Fernie would like to partner with our members in developing high-quality and inspiring imagery that focus on travel and the visitor experience while promoting your business for your own use and for us to help promote to targeted travelers. Tourism Fernie supplies the professional photographer.

- Receive non-exclusive perpetual rights for use in your businesses marketing, communications and media relations. High resolution images provided digitally within a week of shooting. Tourism Fernie will also have non-exclusive perpetual rights to the same images.
- 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 the guest/consumer experience at the business and support destination / tourism marketing and stories.
- 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 length of the photo shoot (2 hr / half-day / full day). Additional costs could apply depending on the 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 perpetual rights to the footage for use in destination marketing as needed.
- 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 length of the shoot (half-day or full day). Additional costs could apply depending on the complexity of the shoot.

NOTE - Photo and Video shoots can be combined into one session for ease of planning and execution with site set up and model availability.

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 scheduled to attend the following shows in 2022, 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. Have a consumer show to propose to us? Let us know! FYI - Tourism Fernie also has presence at a few key fishing and biking shows via our partnership with MTB BC and Fishing BC.

- 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, enewsletter 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 (early or late), 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?

Let us know ASAP!

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.