

Tourism Fernie MRDT Program 2022 Stakeholder Satisfaction Survey Results Summary of 2021 Programs

Prepared by The Web Advisors, on behalf of Tourism Fernie

Tourism Fernie MRDT Program: 2022 Stakeholder Survey of 2021 Programs



Background and Research Objectives:

Background

The Municipal and Regional District Tax (MRDT) was introduced in Fernie to provide funding for local tourism marketing, programs, and projects. The MRDT is applied to sales of short term accommodation provided in Fernie and jointly administered by the Minister of Finance; the Ministry of Tourism, Arts and Culture; and Destination British Columbia (DBC).

This survey is required by the province and must be submitted annually to Destination BC. This is the summary of the "2022 Tourism Fernie Stakeholder Survey of 2021 Programs"

Research Objectives

1. Assess the level of awareness of tourism marketing activities in Fernie
2. Assess the level of satisfaction with the use of MRDT funds

Methodology:

Population and Survey Administration

Tourism Fernie's Annual Stakeholder Satisfaction Survey was sent to 167 stakeholders in Tourism Fernie's Industry database.

The online survey was conducted April 22, 2022 - May 11, 2022. The initial survey was sent on April 22nd, and four more distributions were sent on April 28th, May 2nd, May 4th & a 48-hour reminder distribution was sent on May 9th. The survey closed on May 11th. A total of 61 completions were received, for a 36.5% response rate & 86.9% completion rate.

Reporting

Descriptive statistics were used to analyze and summarize the results in this report. All quantitative questions include a five point response scale with '1' ratings being 'Not Familiar/Strongly Disagree/Very Dissatisfied/ and '5' ratings being 'Very Familiar/Strongly Agree/Very Satisfied. 'Don't know / Not Relevant' answers have been excluded from the analysis for all questions.

Open ended question responses have been accumulated.

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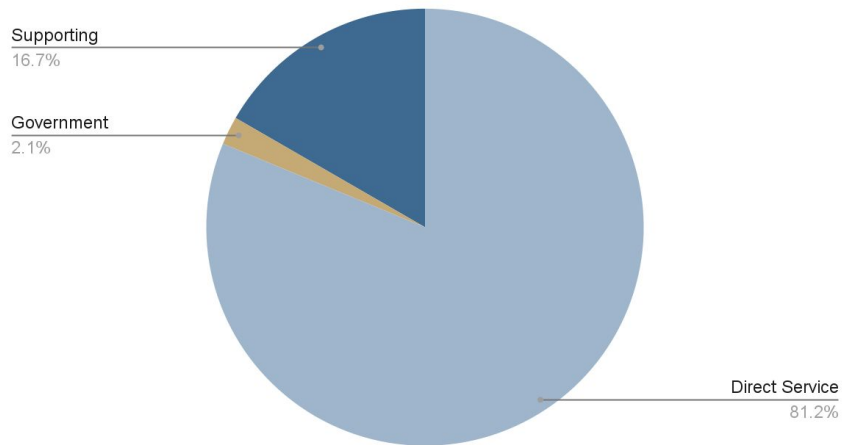
Executive Summary:

1. Response Rate (36.5%):



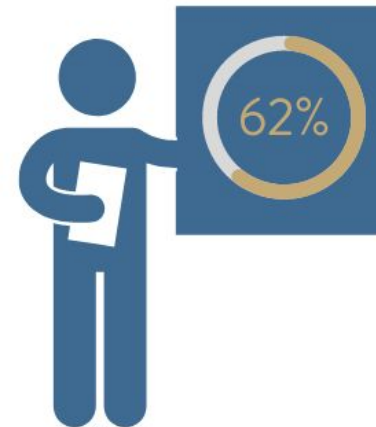
2. Makeup of Respondents:

Makeup Of Respondents



3. Familiarity & Awareness with Tourism Fernie:

Familiarity with
Tourism Fernie
Familiar or Very Familiar with
Marketing & destination
management activities



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Executive Summary:

4. Section 2: Tourism Fernie Strives to Collaborate & be an Inclusive, Industry-Driven Organization (81%)



5. Section 3: Additional Insights about Tourism in Fernie

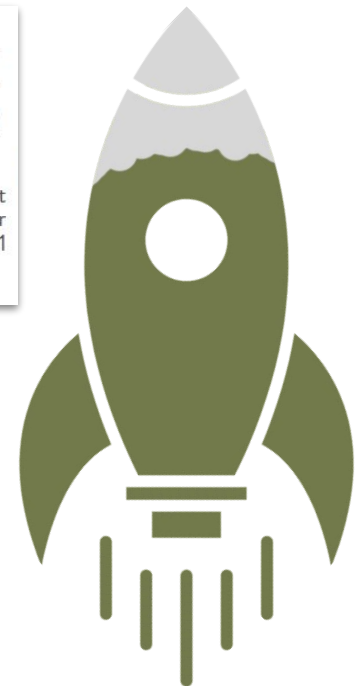
Under-performed
their expectations in
2021 (24.5%)
Stakeholder performance

Out-performed their
expectations in 2021
(22.6%)
Stakeholder performance

Met performance
expectations in 2021
(52.4%)
Stakeholder performance



Stakeholder
Expectations for
2022
Business/organizations expect
their revenues to grow over
2021

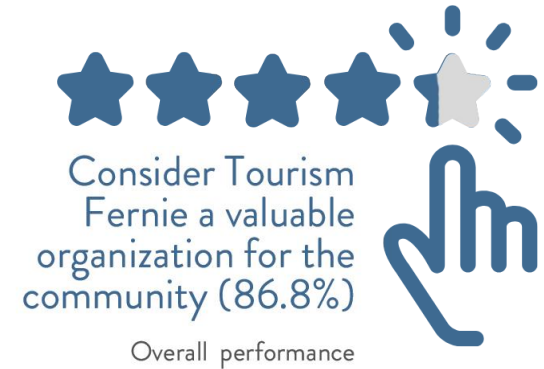
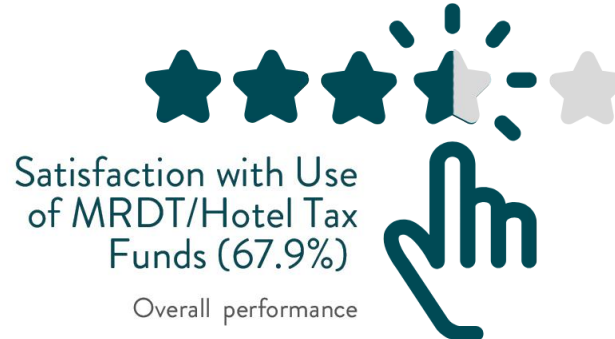


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Executive Summary:

6. Section 4: Overall Satisfaction with Tourism Fernie



7. Key Insights & Observations for Tourism Fernie from Survey Results

- Opportunity to further increase communications to stakeholders on the marketing and destination management activities being undertaking.
- Opportunity to further engage with members on a one-on-one basis to improve awareness of individual business/organization needs and offerings while educating stakeholders on Tourism Fernie, marketing and co-op opportunities
- Opportunity to further increase communications within the community about tourism, Tourism Fernie.
- Importance of sustainable tourism, responsible travel, managing tourism, focusing on shoulder seasons, supporting local culture & events.
- Continued concerns and need for support around labour shortages, housing, and not wanting to see Fernie turn into Canmore.
- Interest in seeing more:
 - diversity in marketing models and target audiences
 - focus on storytelling, videos, content marketing
 - long-haul, longer stays, group-related travel
 - a new 'big/iconic' attraction/epic trail
 - improvements to infrastructure and transportation