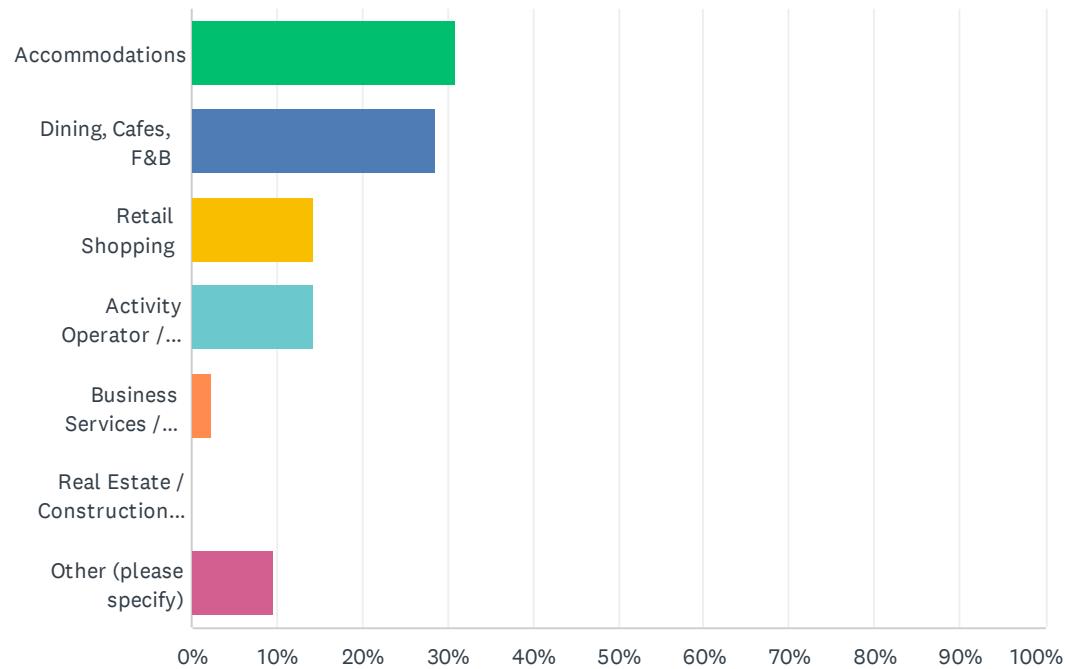


Summer Business Tourism Survey Fernie 2022

Q1 What type of business are you completing this survey for? If you run multiple please consider completing this survey for each type.

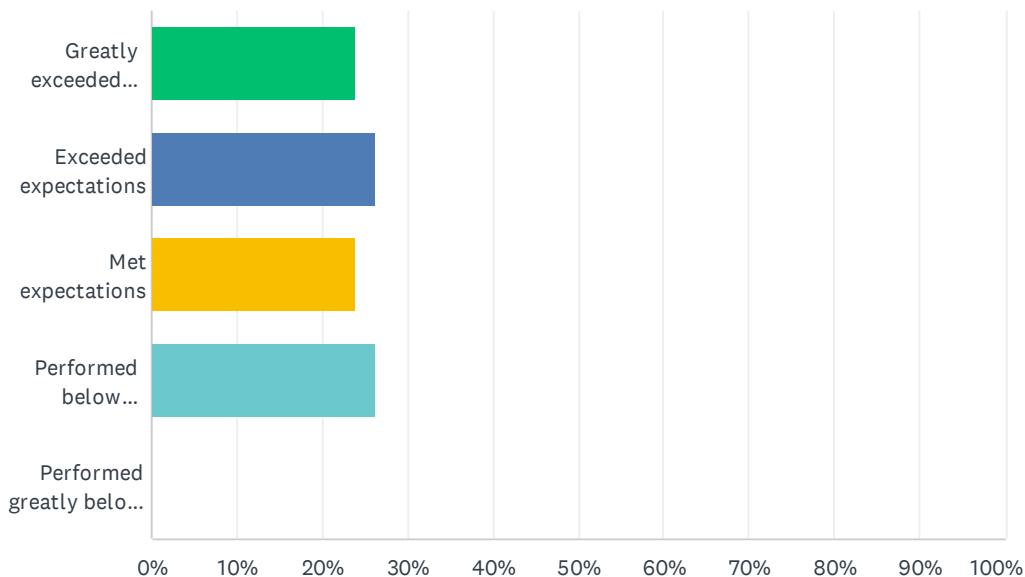
Answered: 42 Skipped: 0



ANSWER CHOICES	RESPONSES	
Accommodations	30.95%	13
Dining, Cafes, F&B	28.57%	12
Retail Shopping	14.29%	6
Activity Operator / Attraction / Event	14.29%	6
Business Services / Institutional	2.38%	1
Real Estate / Construction / Property Mgmt	0.00%	0
Other (please specify)	9.52%	4
TOTAL		42

Q2 How was business overall from June to September?

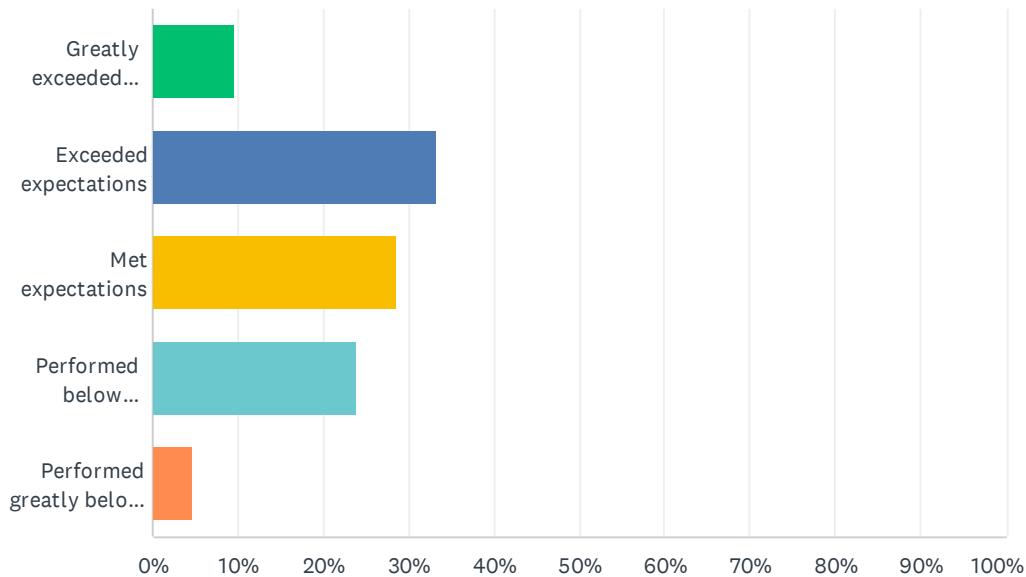
Answered: 42 Skipped: 0



ANSWER CHOICES	RESPONSES	
Greatly exceeded expectations	23.81%	10
Exceeded expectations	26.19%	11
Met expectations	23.81%	10
Performed below expectations	26.19%	11
Performed greatly below expectations	0.00%	0
TOTAL		42

Q3 Specifically for June, how was business?

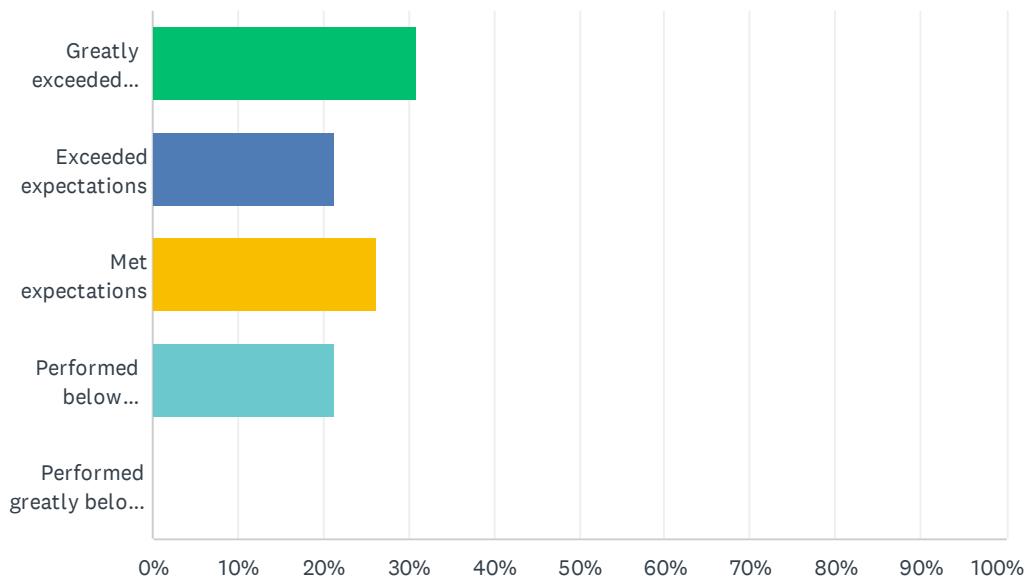
Answered: 42 Skipped: 0



ANSWER CHOICES	RESPONSES	
Greatly exceeded expectations	9.52%	4
Exceeded expectations	33.33%	14
Met expectations	28.57%	12
Performed below expectations	23.81%	10
Performed greatly below expectations	4.76%	2
TOTAL		42

Q4 Specifically for July, how was business?

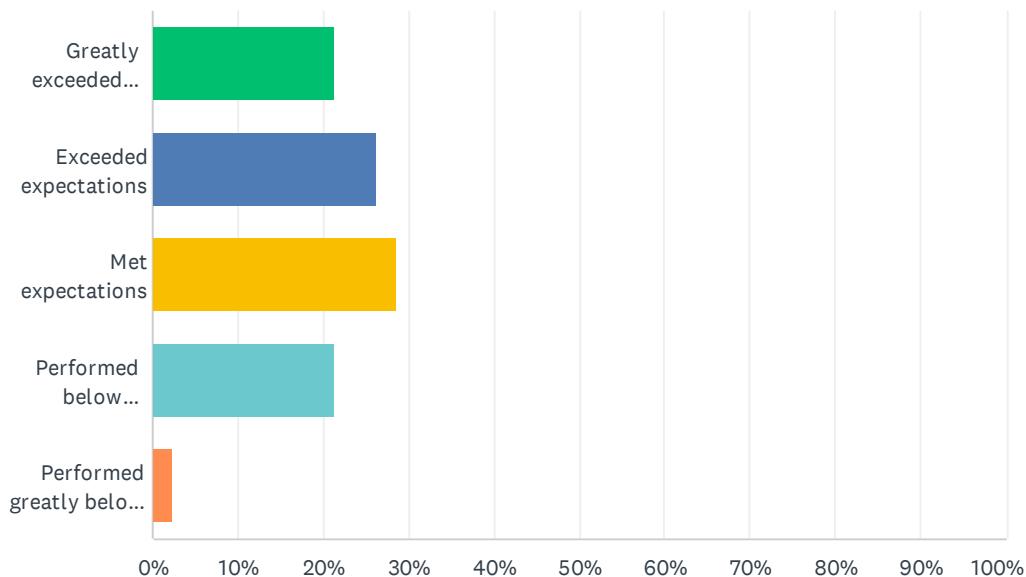
Answered: 42 Skipped: 0



ANSWER CHOICES	RESPONSES	
Greatly exceeded expectations	30.95%	13
Exceeded expectations	21.43%	9
Met expectations	26.19%	11
Performed below expectations	21.43%	9
Performed greatly below expectations	0.00%	0
TOTAL		42

Q5 Specifically for August, how was business?

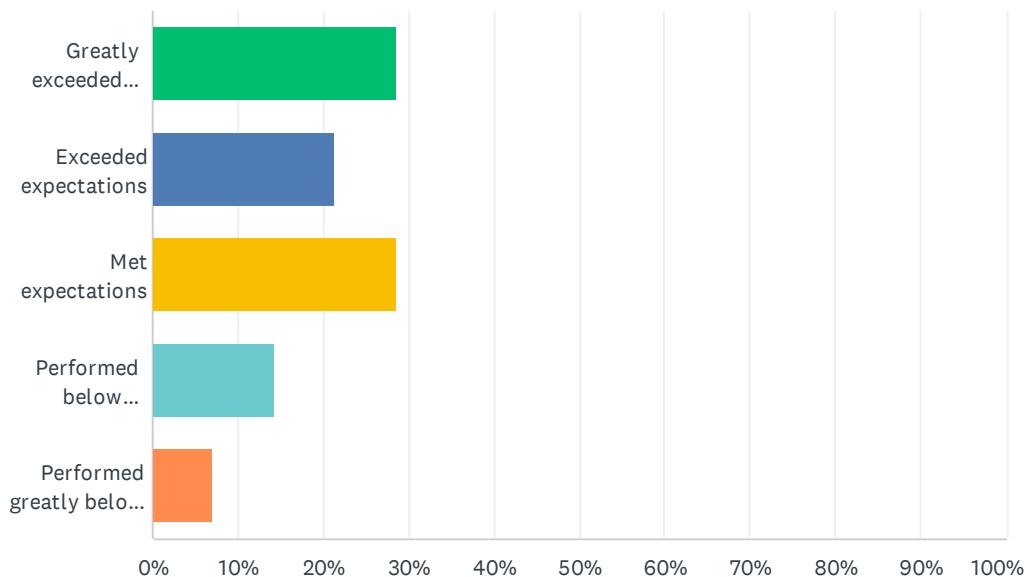
Answered: 42 Skipped: 0



ANSWER CHOICES	RESPONSES	
Greatly exceeded expectations	21.43%	9
Exceeded expectations	26.19%	11
Met expectations	28.57%	12
Performed below expectations	21.43%	9
Performed greatly below expectations	2.38%	1
TOTAL		42

Q6 Specifically for September, how was business?

Answered: 42 Skipped: 0



ANSWER CHOICES	RESPONSES	
Greatly exceeded expectations	28.57%	12
Exceeded expectations	21.43%	9
Met expectations	28.57%	12
Performed below expectations	14.29%	6
Performed greatly below expectations	7.14%	3
TOTAL		42

Q7 What have been the top benefits, if any, to your business/operations from the TC Energy/Pipeline/Contractors being in town?

The below shows only those that provided feedback on any benefits

44% said there were benefits (see comments below)

26% said there were no benefits

14% said they were unsure of any benefits

13% said there were minimal benefits

2% said N/A

More overnights & revenue

Haven't noticed any although the workers are starting to shop on their day(s) off.

Filled up one of my hotels and drove increased tourism business demand to the other hotel

New Customers

Contractors have visited the business on occasion

TC energy we only had 5 rooms but they paid every night for five 1/2 months walk in filled in= the rest of the room nights

more customers

Further developed our property.

higher room rates due to low availability

Maybe mid-week business, but hard to tell who they are.

Increased revenue

It's good support to business

Having long stay guests made it possible to keep up with housekeeping

Pressure on hotel room availability caused room rates to rise

We only booked tourists!

We had crazy busy season this year

haven't really noticed an impact. business was up yoy, in every month except August. we have= heard other businesses had the same experience and speculate it was the impact of hotel= rooms being occupied by workers instead of tourists

increased traffic during summer with longer stays for workers

Sales

lots of business, easy to deal with

Q8 What have been the top challenges, if any, to your business/operations from the TC Energy/Pipeline/Contractors being in town?

All responded but the below shows only those that provided feedback on any challenges

67% said there were challenges (see comments below)

31% said they were no challenges

2% said N/A

Added to accommodation shortages

people finding accommodations

Less tourist in town

Access at the Morrissey bridge

The TC Energy workers are occupying accommodation options for event participants and staff.

none to our business, traveling guest, and Pipeline worker were complaining the restaurant were not satisfying their needs

less tourists walking around during daytime

Being one of the busier businesses that deal directly with visitors and active people here to recreate overall, we saw a massive dip in people just generally around town, especially middays. I think i'm correct in saying there are over 400+ "beds" in town & surrounding taken up by these workers. Over the course of the 4 month summer, those same beds on average would have at least 4-12 different people in those same beds every week (say 7 as an weekly average). So over the 4 months or 16 weeks, there could be anywhere from 64 people (at 4 people/week) or up to 192 people (at 12 people/week) per bed of lost potential visitors shopping, eating, recreating, for every single bed assigned to a single worker! The math is simple and shocking to say the least. Well at 400 beds, 64 missing people is 25,600. This number is also only for an average of 4 single bed nights, empty for 3 night all summer which is not realistic but a low end calculation. That's over 25,000 individual visitors who were turned away and went to Revelstoke, Golden, Banff, or anywhere other than Fernie. Lets look at another options, if say 500 beds (including air bnb) had 12 visitors week per bed.(4 single nights , 2 couples and a family of four, and Now we would be looking at 500 beds x 192 individual people for the 16 weeks, now we are at 96,000! Can you imagine the impact of an additional 100,000 engaged, active individuals in this town over the 16 week period. It seems every other industry other than hotels (who saved some costs) and the contractors and suppliers who supply parts and services to TC, are getting horribly shafted in this deal, as the potential that Fernie has to offer and support visitors and businesses alike. The other huge issue is the project came here understaffed as well. Many local were drawn away by short term quick cash as runners, drivers, labourers and the like. All these missing jobs came at the expense of the already struggling local businesses in regards to everyone's local staffing and HR shortages. Now we have to look forward to 2 more years of restricted rooms and limited tourism impacts, while we cut staff and stock to adjust to the serious impacts of fewer people = fewer sales. What if the project gets delayed or needs more support, we may have to increase the lost beds and maybe add another year if things don't go as planned on their end. This should be considered as every single project of late has gone over time/budget with all the impacts of shipping, supply chain issues and other logistics. It seems that by entertaining and supporting TC to work with local room providers, instead of using their billions\$ in record profits to build suitable camps to take care of their workers, means we are now paying for the brunt of these impacts in various ways, the impacts are huge and severe when really analyzed.

not enough staff, and staff having difficulty finding accommodation

Accommodating our recreational guests.

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The long term stays can be hard on the rooms

They took up housing and our community is struggling to provide amenities due to the lack of workers that can afford to live here.

Not a noticeable challenge

Finding help

Very negative impact on footfall during core daytime retail hours. Filling accommodation with workers is detrimental to normal business.

None, other than access to certain locations.

lower average rate than from regular guests

Lack of accommodation available for our staff means we have experienced huge problems with staff shortages.

Customers have cancelled bookings saying they can't get accommodations in town

Not having enough room for visitors

To say we are booked to all the guys who called!

Hotel space taken that would have been a tourists that spend in town

Our weekday numbers were reduced.

Staffing and accommodation for staff

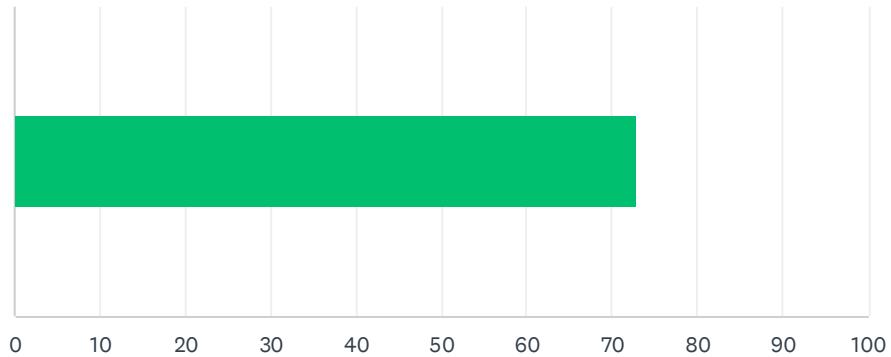
The changes in parking for boat launch. Lack of housing for staff and accommodation for guests due to the lack of housing in Fernie

Staffing

turning away customers due to being full

Q9 Looking ahead over the next 6 months please use the sliding scale to rate your level of optimism for your business performance.

Answered: 42 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	73	3,061	42
Total Respondents: 42			

Q10 Do you have any suggestions on how to improve business impact of TC Energy Pipeline Project next year?

All responded but the below shows only those that provided feedback on any suggestions

67% said there were challenges (see comments below)

31% said they were no challenges

2% said N/A

They should have a staff camp and lodging instead of taking tourist accomodation.

Yep. They should hire more skiers.

Secure and sign contracts earlier on, which sounds like the plan. Once we know how much inventory is left in town, we can price and sell accordingly.

We hope for more business opportunities

More accomodation so long term rental can be available for other workers

TC Energy should have been mandated to build legacy accommodations for staff .

stay in camps, not in hotels in Fernie

We need to Recommend and facilitate anyway possible, that TC energy build work camps. We need to divise a plan that gets as many workers out of local beds and have them freed up for local tourists in the most prime and busiest time of the year. A town like Banff, who truly knows and values it's tourism heritage and the visitor experience, would never rent out discounted blocks of rooms in the summer to an industry project, as they know its all about the amount of TOTAL heads in beds over a time period, not just if that bed is filled with the SAME head for 4 months. This is another nail in the coffin due to the short sighted decision making of people not directly impacted by the outcome of these decisions. Because of this fact, I fear limited change will happen as those in charge don't feel the pinch directly and tend to side with Government and Industry in a politically correct, ass kissing kind of setup. It is sad to see what is happening to this town, because of poor, or misguided, decision making locally and I feel the future is not looking bright under the current local and political leaders who guide the towns current path to wokeness and division under the guise of unity and sustainability. Big issues to address indeed, but only if we see them for what they are and attack them for the betterment of the entire town, not just a couple select interested parties.

accommodation is a problem for my staff.

Property expansions to facilitate these workers is the only way I can think of as to not terribly impact our towns tourism.

book early

If possible, it would be great to get them to somehow be identifiable

Centralized contact for accommodations.

They should be in a camp - or somewhere else - so that regular tourists and visitors that normally frequent downtown during normal hours have somewhere to stay. If a third of available accommodation is taken off the market for regular tourists, this directly translates to lower foot traffic. Is the objective of Tourism Fernie to reduce the number of tourists visiting Fernie?

If we can not find accommodation to house staff we simply can not operate our business at full capacity. It doesn't matter how many "potential" customers we have if we can't open up our doors and serve them due to lack of staff.

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What is meant by the question how as business. Because while there were many possibilities= for customers there too few staff to take advantage of the business opportunity offered by= those customers. In other words business was not nearly as good as it should have been= because we had to turn away so many customers. As a result while sales were adequate= profits were not, but this is not really because of TC it is because we are operating at near to= half of capacity

Have them book the room as early as possible

That they have a place to stay! But don't take the accommodations away from the tourists!

TC needs to tell the workers to spend money in the town other than the bars and fast food restaurants If hotel rooms are not being used allow the hotel to w them up for tourist. Don't just book a block of rooms and not use them. It's great for the hotel owners and not for 2nd Ave business TC could have a monthly draw for their staff that produce 6 proof of purchase from a fernie business for over 250 and get something from TC. Or something like that... not a bar or grocery store

Make a camp for the workers. We lost many recreating tourists during the week for day time business because there was no accommodation.

1) municipal immigration program for fernie 2) ask college of the Rockies to start programs for international students that how we can get lots of part-full time employee 3) affordable housing for minimum wage workers

Work with local business regarding housing rentals. Look into passing off their housing to local business to use during peak winter for their staff housing

not really. I dont think there is much you can do to impact their spending decisions

Accommodation