

Tourism Fernie MRDT Program 2025 Stakeholder Satisfaction Survey Results & Analysis of 2024 Programs

*Prepared by The Web Advisors, on behalf of Tourism Fernie
May 30, 2025*

Tourism Fernie MRDT Program

2025 Stakeholder Survey (of 2024 Programs)



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Executive Summary:



1. The 2024 Stakeholder Satisfaction Survey was conducted May 14 - May 27, 2025. A total of 53 completions were received out of 188 surveyed, for a 28.2% response rate (-8.1%) & 70% completion rate, a 19% decrease in completion from the previous year.



Executive Summary:



2. Section 1: Familiarity- Overall reported familiarity increased in 2024 by 6% as compared to 2024. 78.84% of respondents were either **Very Familiar** or **Familiar** with Tourism Fernie's Marketing and destination management activities, vs 71% reporting the same the previous year.



3. Section 1 : Overall Satisfaction with Tourism Fernie

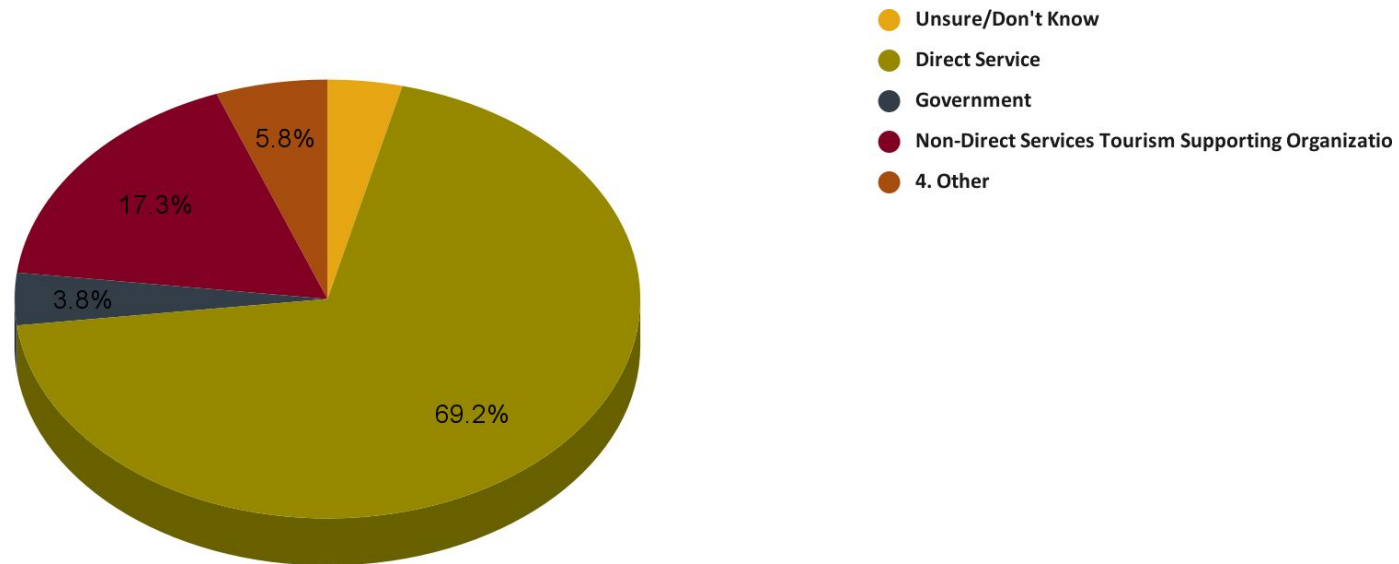
- Satisfaction with the use of MRDT/Hotel Tax Funds is 88.68% in 2024.
- Overall perceived value of Tourism value is 88.46% in 2024.



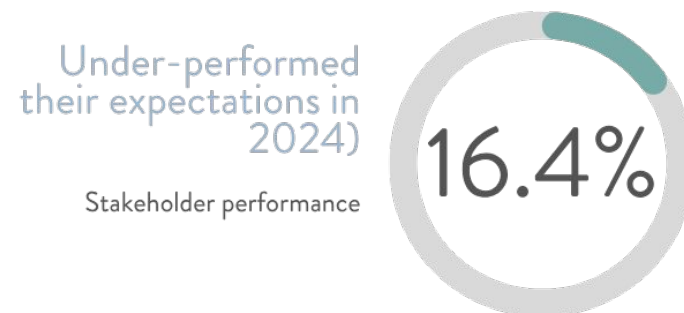
Executive Summary:



5. Section 2: Who Surveyors Represent - 69% of respondents represented businesses that provide products or services directly to tourists, 4% represented government organizations, 17% represented supporting organizations, associations, businesses or an agency, and 10% were unsure / didn't know / unspecified other.



5. Section 2: Their Organization's Outlook - Based on expectations for 2024, overall, respondents perception of Tourism Fernie's positive impact on their business based reduced by 2.9% compared to 2023.



Executive Summary (continued)



5. Section 3: Additional Insights about Tourism in Fernie - Main Challenges

“ Increased accommodation options, increased investment in the critical infrastructure (ski hill and Trails), plus transport options to get people to Fernie ”

“ Accessibility, proximity and an ability to compete with communities and operations that are on the Trans Canada Highway. ”

“ I believe there is an opportunity to increase the quality of experiences. We have a few good, high quality experiences but there is definite room for improvement. Increasing yield through guided and curated experiences is an opportunity. ”

“ Fernie needs a municipal campground. This would be a massive opportunity for this area. ”

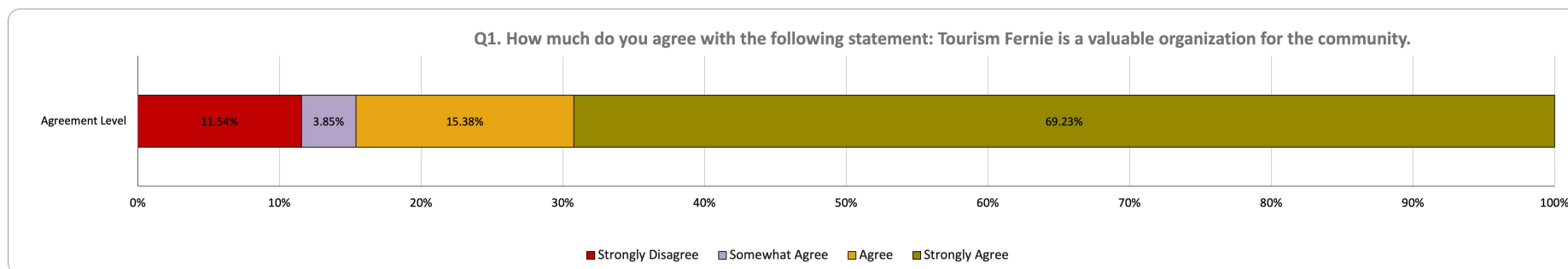
“ Lack of funding, businesses not willing to invest to follow growth, difficulties to find qualified staff. ”

“ Affordability. How will people continue to work and live here as Fernie grows? ”



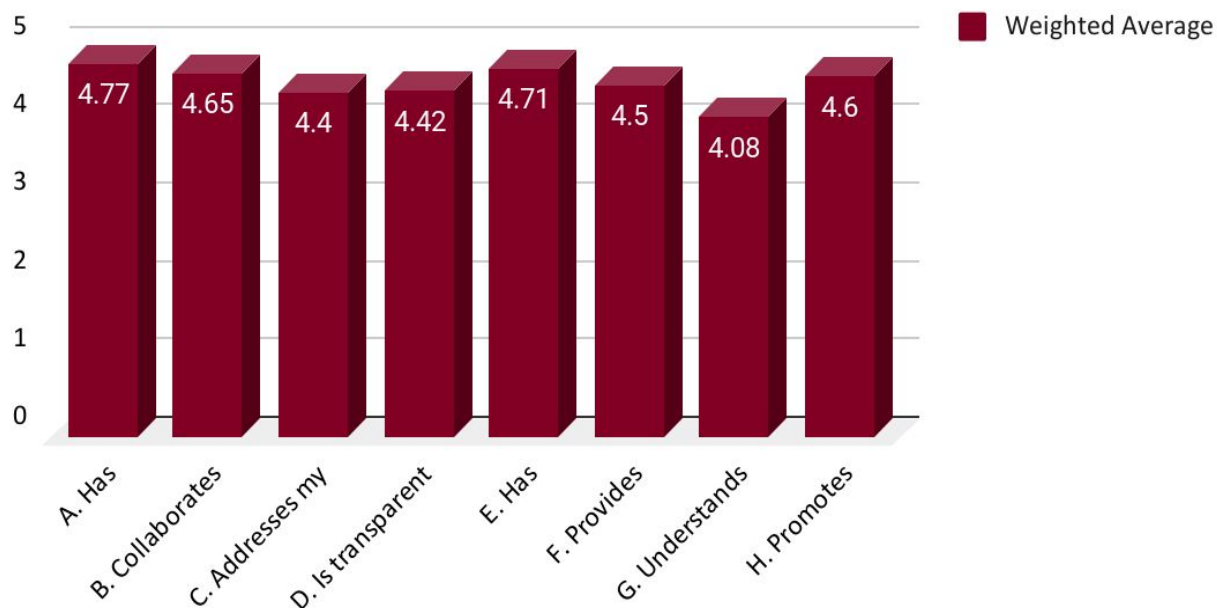
Section 1: Familiarity and Satisfaction of Tourism Fernie

Section 1: Familiarity & Satisfaction



Note that **Disagree & Don't Know** recorded no responses.

Tourism Fernie is an industry-driven organization that strives to support, and collaborate with its members and stakeholders on



A. Has employees that are respectful.

B. Collaborates and consults with the tourism industry.

C. Addresses my questions and/or concerns in an effective and timely manner.

D. Is transparent about its plans and performance.

E. Has employees who are knowledgeable about marketing and tourism.

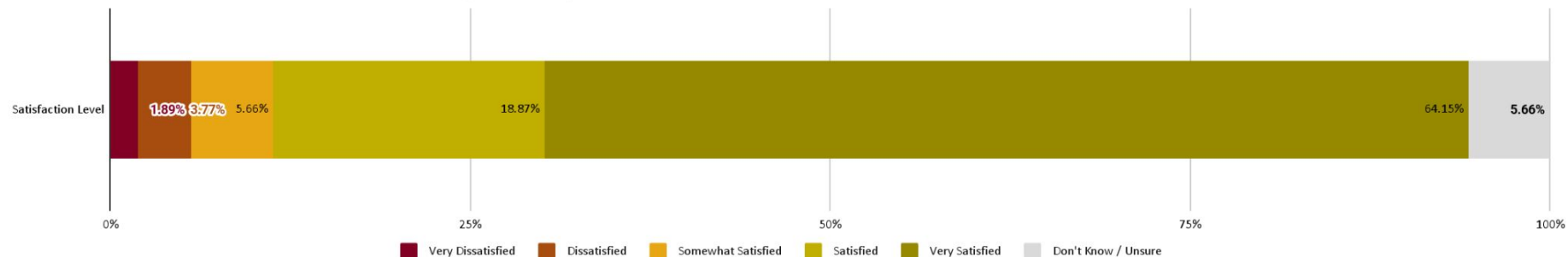
F. Provides leadership and quality, helpful information.

G. Understands my business/organizational needs.

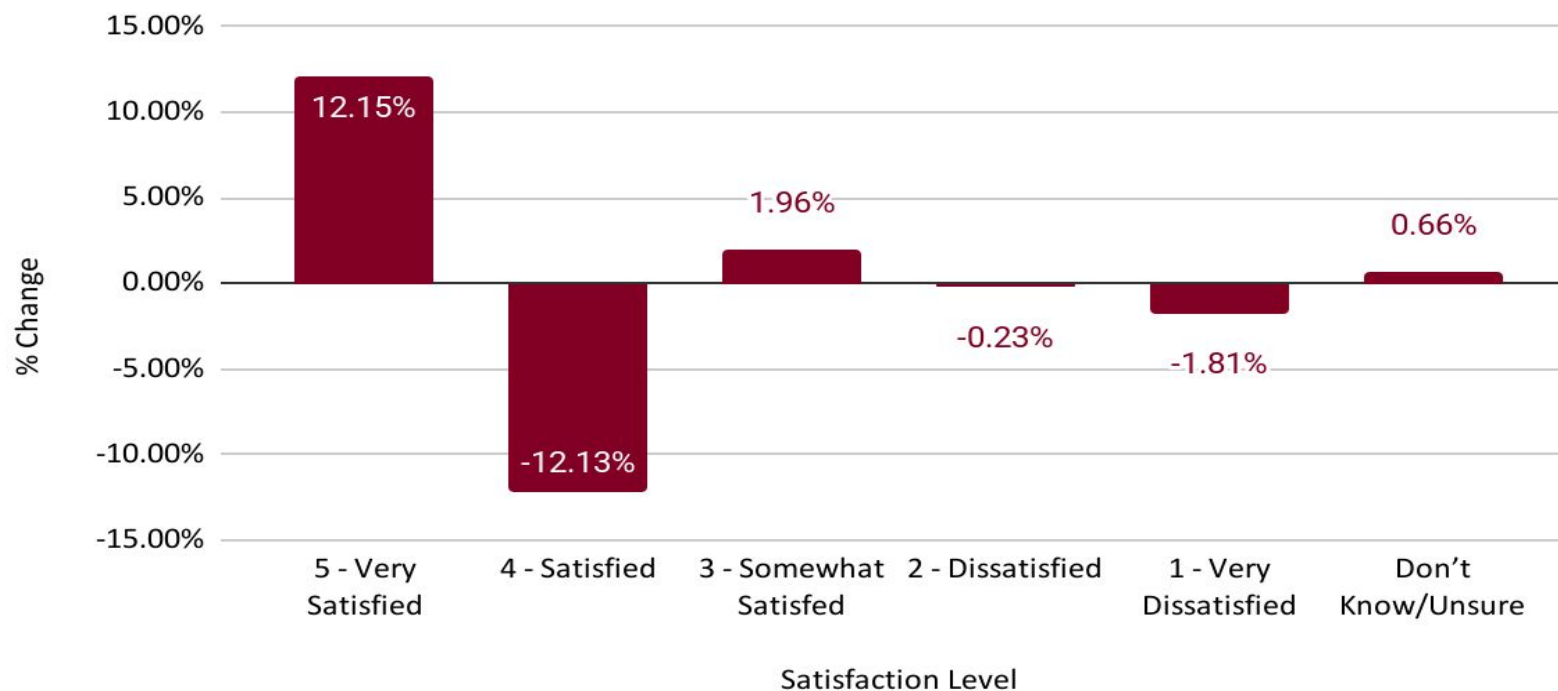
H. Promotes Fernie effectively.

Section 1: Familiarity & Satisfaction

Q3. Overall, how would you rate your satisfaction with Tourism Fernie's use of MRDT/Hotel Tax funds?

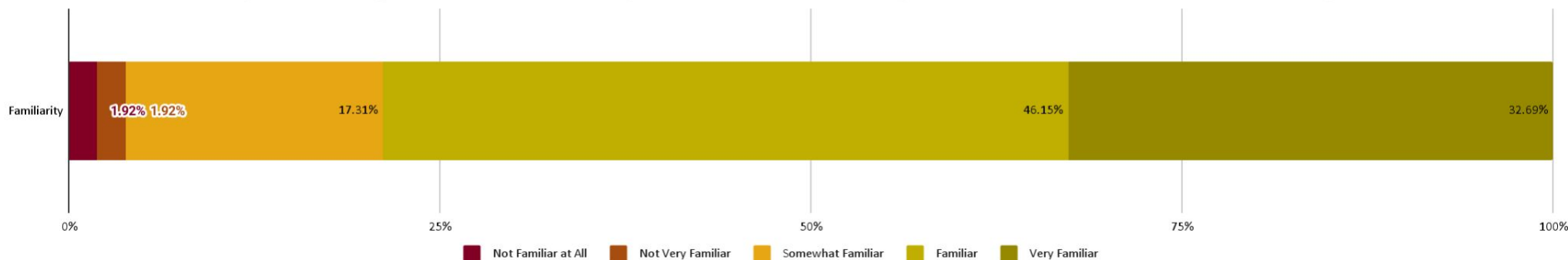


Satisfaction with Tourism Fernie's Use of MRDT/Hotel Tax Funds 2024 vs. 2023

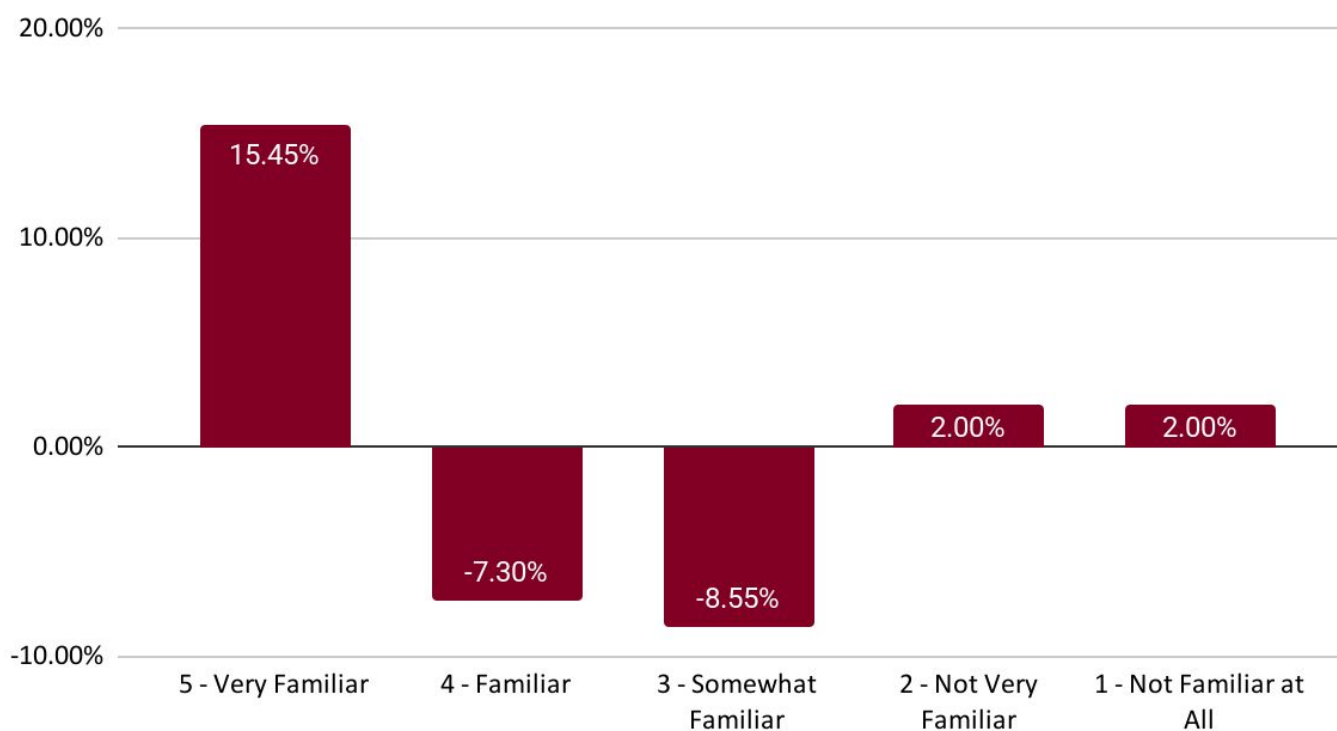


Section 1: Familiarity & Satisfaction

Q4. Overall, and upon viewing the 2024 Annual Report, how familiar are you with Tourism Fernie's marketing and destination



Familiarity: 2024 v 2023



Section 1: Familiarity & Satisfaction



Q5. Are there specific opportunities, challenges, or areas where you feel Tourism Fernie could grow or improve as an organization?

Business Type: A business or other organization that provides products or services directly to tourists (e.g. hotel, restaurant, activity operator, attraction).

Last few weeks we had horrendous occupancy, no contractors, more hotels coming, or expansion. So you have a challenge ahead of you, promote Fernie

Focus on creation of tourism assets to broaden opportunities for visitors to enjoy their time here.

Be a leader in developing a coalition for Tourism. The fragmentation of local govt is very frustrating.

As Fernie grows into a sought after destination for Tourism and living, how will the community navigate the cost of living for ground level workers?

spring/fall need more tourism in our community

Developing/ promoting attractions that are not outdoor adventure based in order to level-load the visitor volumes throughout the year. Namely a large conference centre could attract thousands of people in the rainy spring and fall seasons. This allow for growth without adding additional pressure to the outdoor adventure assets.

I'm not sure I can answer this too specifically except to say that I haven't received any business or enquiries from my Tourism Fernie listing...

bring in interested investors to build infrastructures and create sustainable tourism during shoulder seasons.

Events & Animation Manager like a Economic Development Manager for Tourism

Highlight sustainable staff housing initiatives even if they are not Tourism Fernie initiatives

Better promotion of our distance to US international airport

Hire someone who organizes events and create more animation in our town at all times of year

Section 1: Familiarity & Satisfaction

Q5. Are there specific opportunities, challenges, or areas where you feel Tourism Fernie could grow or improve as an organization?

Business Type: A government organization (federal, provincial, regional or local).

Consider impact to residents and infrastructure that are connected to tourism. Use your voices to attract investment in the community to better serve Visitor experiences .

Ensure the community understands the benefits of tourism. Contribute to projects which also bring benefit to residents as well as tourists to create more community support for tourism

Business Type: An organization, association, business or agency that supports tourism industry but does not provide services directly to tourists (e.g. community organization, a support business).

Bring business to Fernie. Things that people pay money for. Work towards what tourists can do on a rainy day. Bring more sports tournaments to town

I'd love to see more locally focused content on your social media, particularly highlighting trail maintenance and stewardship efforts. The influencer-style trips feel overdone, and they don't seem to drive real engagement or action. In contrast, showcasing the behind-the-scenes work of local volunteers and organizations would build a deeper appreciation among both visitors and residents. When people understand the immense effort that goes into maintaining Fernie's world-class trail network, they're far more likely to support it, especially through purchasing trail memberships. These memberships are vital to sustaining the trails, fueling our outdoor industry, supporting our local economy, and keeping hotel rooms full. Without them, we risk losing the dedicated people and organizations, like the Fernie Trails Alliance, that keep this entire system running.

Lobby for a municipal tax. Lobby for an economic development officer.

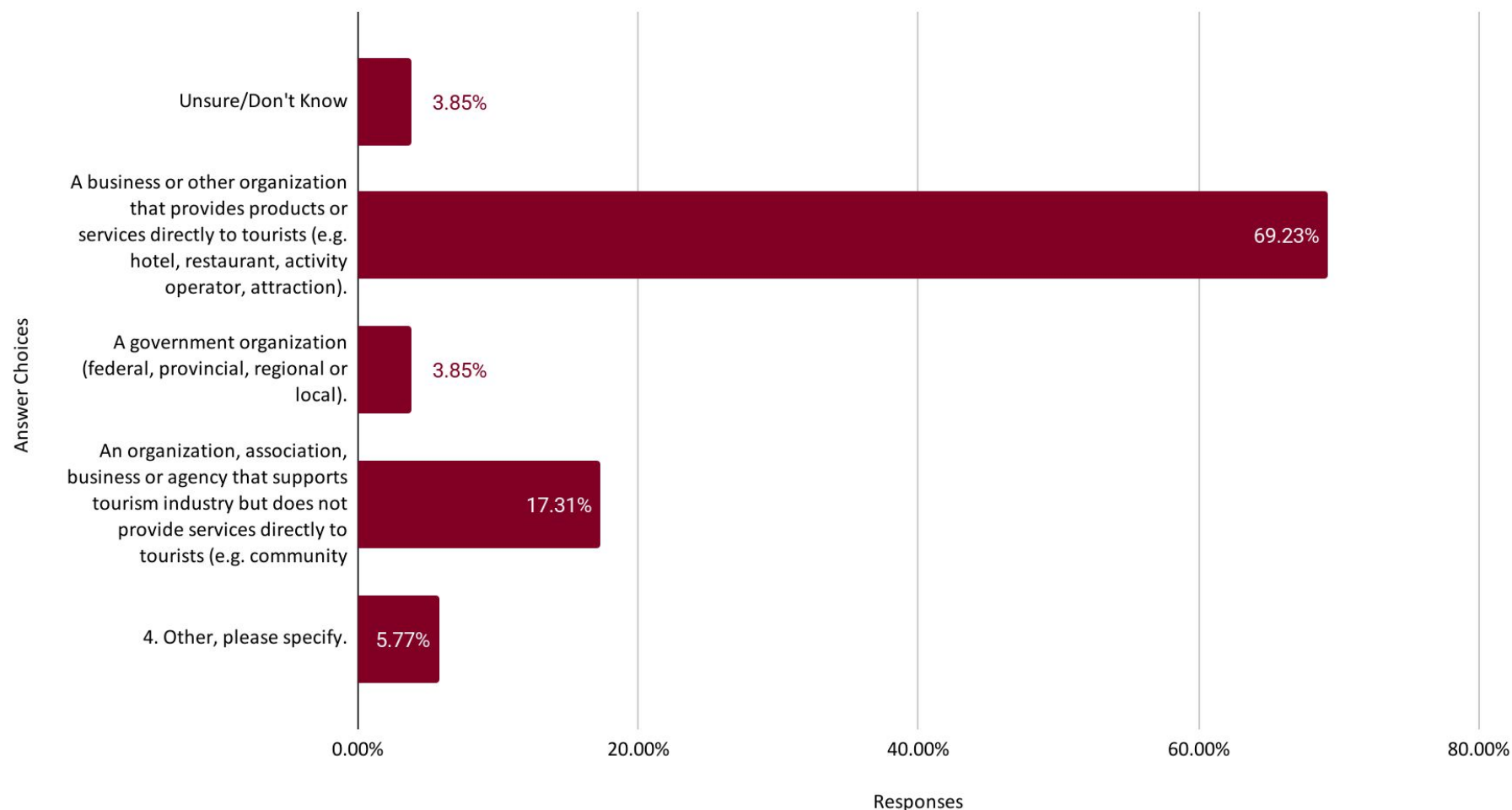
As above, improving and investing in the tourism infrastructure in the valley is a key component to the future success of Tourism Fernie.



Section 2: Who Participants Represent & Their Organization's Outlook

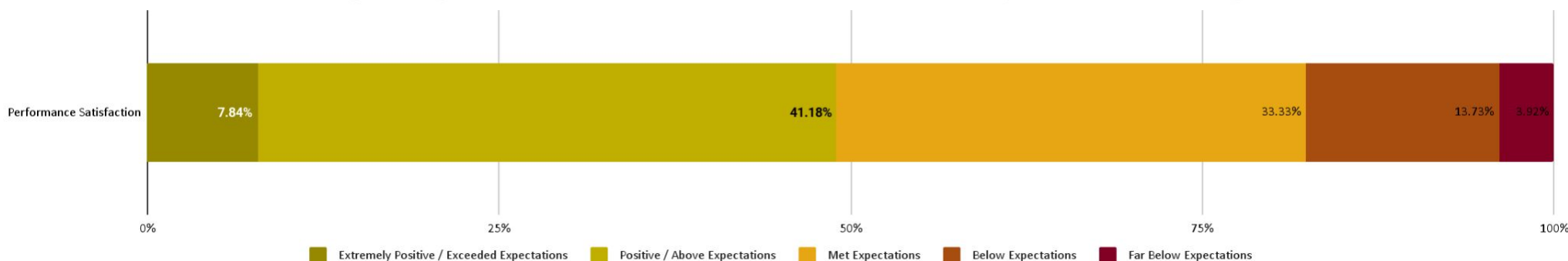
Section 2: Answers that you provide in Section 2 will help us understand who you are representing and that organization's outlook.

Q6. How Would You Describe Your Business/Organization

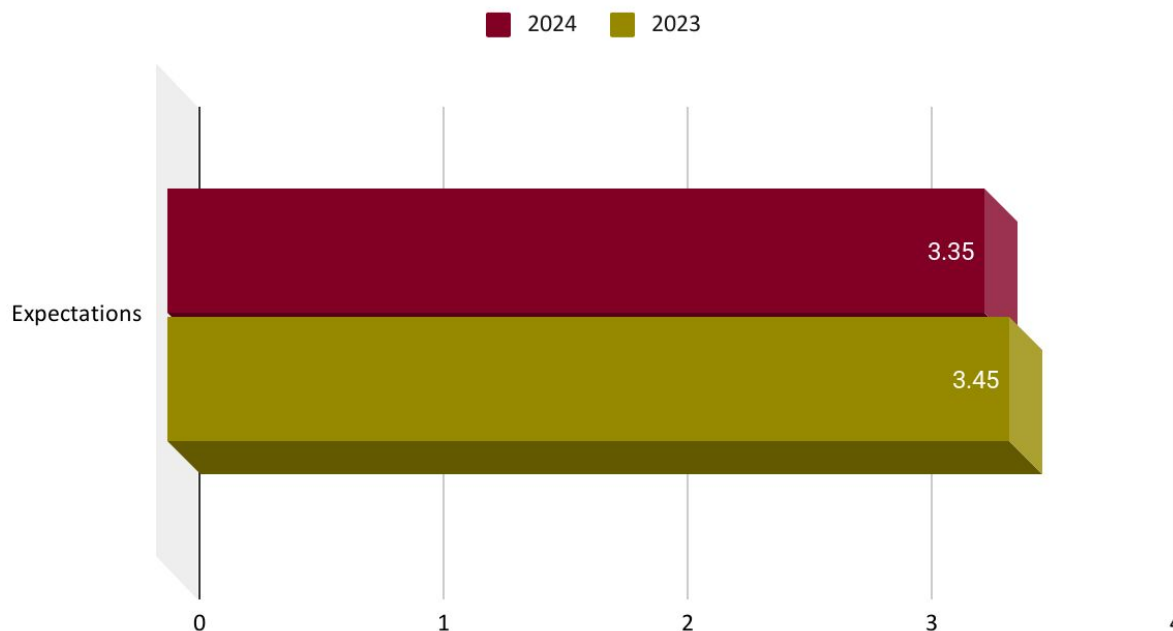


Section 2: Answers that you provide in Section 2 will help us understand who you are representing and that organization's outlook.

Q7. Based on your expectations for 2024, overall, how was 2024 for your business or organization?



Business Performance Based on Expectations 2024 v 2023



This comparative chart shows that in 2024, businesses rated their performance against expectations slightly lower (3.35) than in 2023 (3.45): a 2.9% drop.

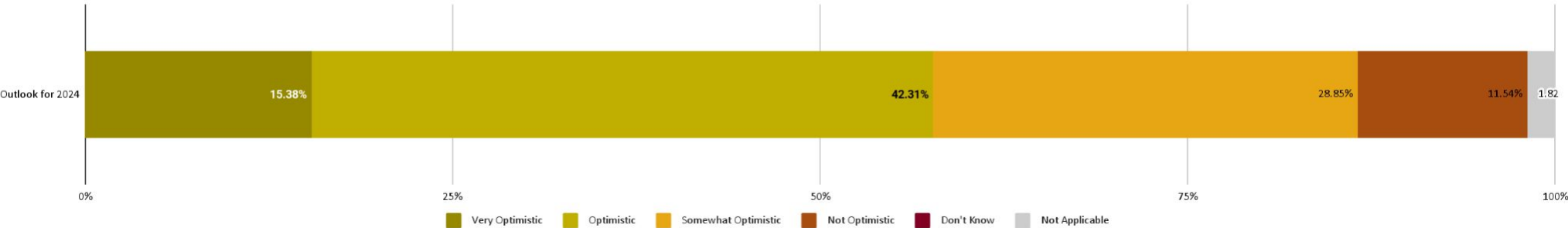
What this means is that fewer businesses in 2024 felt their performance exceeded expectations, with only 7.84% saying the year was extremely positive compared to a higher average in 2023.

Instead, a larger share of businesses in 2024 reported that they only met expectations (33.33%) or fell below expectations (17.65% combined).

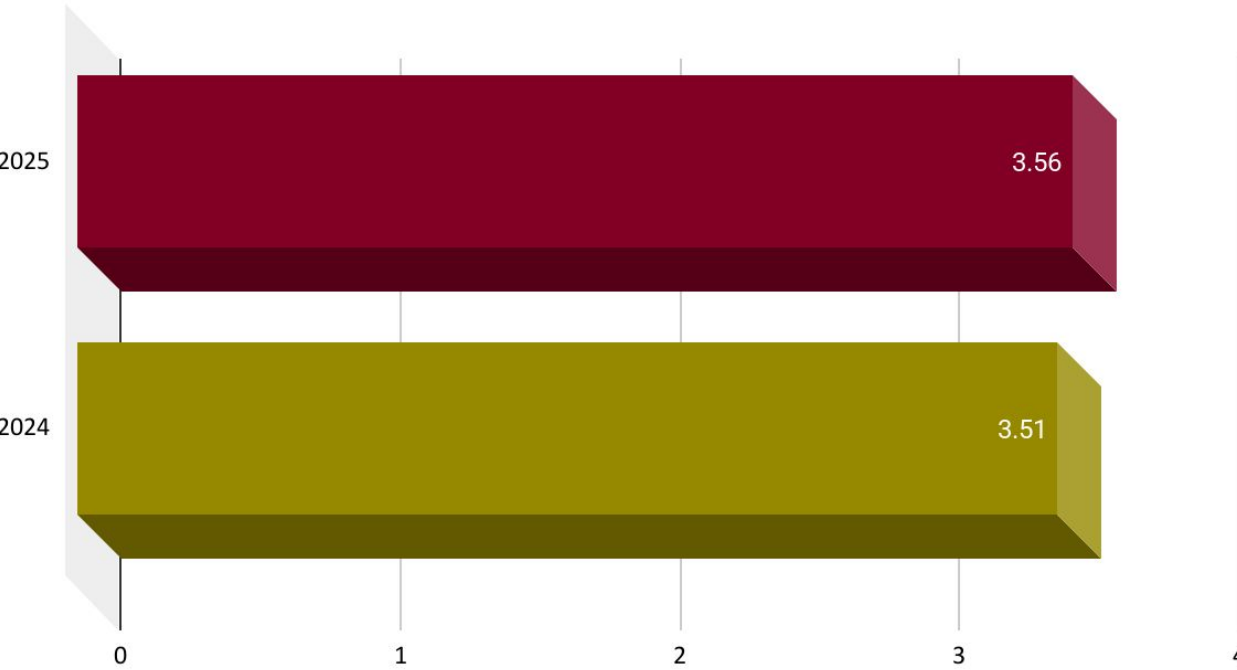
This shift suggests that general optimism and satisfaction with business performance declined compared to 2023 year.

Section 2: Answers that you provide in Section 2 will help us understand who you are representing and that organization's outlook.

Q8: What is your outlook for 2025 for your business or organization compared to 2024?



2025 Outlook For Business Compared to Previous Year: 2025 v 2024



This comparative chart shows that businesses are slightly more optimistic about 2025 than they were about 2024.

The average optimism rating increased from 3.51 to 3.56, a 1.4% improvement.

More respondents selected “Optimistic” (42.31%) or “Very Optimistic” (15.38%), while fewer were “Not Optimistic” (11.54%).

This implies growing confidence among stakeholders that 2025 will be a better year than 2024 for their business or organization.

Section 2: Answers that you provide in Section 2 will help us understand who you are representing and that organization's outlook.

Q9. Do you have any comments or insights on how 2024 was and/or how 2025 looks for your organization/business?

We have seen growth in our business through inquiry and FIT travel. We also observe many new visitors from the Alberta corridor.

tougher economy, less spending and impact of low coal (coal) prices

much less contractors, people looking for a low price, difficulty finding employees, you should encourage the city to provide more low cost housing,in vancouver the city buys old hotels to help meet demand

2025 brings with it a general feeling of uncertainty, I think this will effect our community (plus lay offs at the mine). When businesses are feeling this uncertainty with the market, consumer spending, cost of goods, supply etc., they tend to cut advertising, which directly effects our business. Printing costs have levelled out since covid but remain high. I think in 2025 we will be mindful and somewhat cautious.

Continues growth with domestic focus

It was very hard to get people to come to events - I didn't see a lot of tourists at events and many events that were aimed at Tourists like the Griz Days party had below expected attendance.

we expect continued growth in our ski holiday tours

2025 is looking similar to 2024 at the moment, but hopefully the summer will see an increase in traffic

lack of corporate business this summer hurts

Likely closing

2025 has been more unpredictable

No different than previous years.

Section 2: Answers that you provide in Section 2 will help us understand who you are representing and that organization's outlook.

Q9. Do you have any comments or insights on how 2024 was and/or how 2025 looks for your organization/business?

It seems like winter overnights were down in 2024 it will be interesting to see what next winter will look like and this summer
Costs up in all areas, combined with lack of housing options for staffing, creating even higher costs.
2024 exceeded 2023 and so far 2025 is also exceeding 2024.
Corporate travelers do not spend money like a tourist. Summer is my busiest but shortness season. This spring shoulder season has been worse than in previous years.
2024 was our best year to date, optimistic about 2025 but realistically expecting similar numbers to 2024 as it seems peoples willingness to spend/take trips is declining with the dollar.
Reluctant trips to the US will fuel more stacationers and Fernie will benefit
It will be a busy summer we believe with more Canadians staying in Canada and visiting BC attractions
Financial and political challenges.
Still seeing lots of corperate bussiness in 2025 i expectit to level off in 2025
Summer 2024 was slower than anticipated, and not the norm.
Many challenges with expensive solutions. Anticipating a more positive 25/26

Section 2: Answers that you provide in Section 2 will help us understand who you are representing and that organization's outlook.

Q10. From your organization's perspective, what are the key opportunities to support growth and long-term sustainability?

Sustainability is key. There is the potential for a significant increase in tourism and recreation over the coming decade so we need to be acutely aware of how to manage our natural assets to ensure the ongoing health of the world around us.

We are really excited to further promote sustainable tourism, being a "temporary resident" and champion over-tourism cautionary principles.

We get asked a lot :what is here do do beside mountain biking, ski, fish, golf: Families with kids are rejected by Fernie, no indoor playground, no bowling alley,no water parkHousing for workers

Conservative spending, keep expenses low, keep our rates the same, no big increases to our advertisers. Continue to support community non-profits in the way we can. Focus on maintaining vs growth.

Supporting other tourism business to make sure all are successfull

Shoulder season occupancy growth

Difficult to answer but providing events long term is not sustainable with the inconsistent attendance...

Housing for ski bums and low income earners/seasonal workers

develop attractions for spring and fall seasons. the summer and winter are nearing capacity

To be in a position to expand and grow our presense

Section 2: Answers that you provide in Section 2 will help us understand who you are representing and that organization's outlook.

Q10. From your organization’s perspective, what are the key opportunities to support growth and long-term sustainability?

More hotel rooms
A more efficient and affordable Transportation service to Fernie from Calgary. More transportation services for guests staying in Fernie. The taxi service is way to over priced and an uber service would be invaluable
Improve recreational access and regulate floating devices allowable on the Elk River..
invest in shoulder seasons. Create attractions other than outdoor activities that would cater to another type of tourist and would allow for traffic during shoulder season
Housing housing housing. Support adding townhouses and apartment living options.
Beds available for tourists. Redirect people from Banff etc as fernie isn't as busy Regular transportation from Calgary, Bus or Train The Pass & Cranbrook. More destination assets other than outdoor recreation
More locals, visitors, and businesses need to know how much the town benefits from our trail network. Fernie is well behind outdoor rec giants like Cumberland, Squamish, even Rossland when it comes to supported trail crew. I have no affiliation with the Fernie Trails Alliance, but mine and most of the businesses in Fernie directly benefit from their work. The FTA needs a greater spotlight and membership drive from Tourism Fernie.
share money with the City of Fernie
Folks will always want to get away

Section 2: Answers that you provide in Section 2 will help us understand who you are representing and that organization's outlook.

Q10. From your organization's perspective, what are the key opportunities to support growth and long-term sustainability?

Building our downhill biking tourism and trying to bolster shoulder season occupancy

Investment we are seeing some hopeful signs but we need much more

Sustainable operating funding from City, Province, Federal governments and other grant sources

Support tax increases to pay for amenities and services or advocate for reduced amenities and services. Creatively contribute and use TF budget to ease the pressures of taxation. (Housing)

more shoulder season events and more animation throughout the year

Continue to grow tourism in the shoulder seasons, to make Fernie an attractive destination year-round. This has improved tremendously, but I believe still room to grow. Also, I do feel like tackling the number of contractors staying in hotels during the peak seasons, as was brought up recently by the downtown business sector, is an important issue to keep top of mind.

Housing and recreation. Attract investment in community to improve our amenities and a stronger broader visitor experience

Having more amenities in Fernie so people traveling here have indoor and other activities not just expensive ski hill / biking activities

Section 2: Answers that you provide in Section 2 will help us understand who you are representing and that organization's outlook.

Q11. From your organization’s perspective, what are the main challenges to growth and long-term sustainability?

As per #10, retaining our natural assets and respecting the Valley that provides for us.
Accessibility, proximity and an ability to compete with communities and operations that are on the Trans Canada Highway.
housing for workers,community rejection of tourism must be solved,
Rising costs are always a challenge. Printing is expensive.
Weather depend
Lack of infrastructure
Attendance! It's so surprising that we can't consistently get 100 people to attend weekend events in peak tourist times.
Housing for entry level workers and tourism workers
1) lack of level loading of visitors through out the year. 2) Affordable employee housing
Employee housing and cost of living for employees

Section 2: Answers that you provide in Section 2 will help us understand who you are representing and that organization's outlook.

Q11. From your organization's perspective, what are the main challenges to growth and long-term sustainability?

Our non-profit organization is impacted by the activities of local residential developers. As a result the future may decrease our business
The red tape. And other towns are cooler. Like Revelstoke
Staffing problems in spring/summer/fall
The cost of ski passes and global warming
A coalition to support and enhance recreational access.
We are losing our workers because they can not afford to live in Fernie at rates that the businesses can afford to pay them. We are becoming a town where only established businesses can survive because they can provide housing. This creates significant competitive barriers and supports old Fernie money.
bring in investors, ensure existing infrastructure are able to accommodate increase in visitors, keep the community engaged and interested in tourism, ensure current businesses can find staff (accommodation, cost of living, etc)
City restrictions, bylaw, building inspectors, planning and mismanagement of critical assets Beds available for tourists. Redirect people from Banff etc as Fernie isn't as busy Regular transportation from Calgary, Bus or Train The Pass & Cranbrook. More destination assets other than outdoor recreation Volatility of private land access. not a professional cohesive well run trail management organization.
lack of hotel rooms
As a travel agency I'm sending folks out of town so as long as there is a need to travel I'm good.

Section 2: Answers that you provide in Section 2 will help us understand who you are representing and that organization's outlook.

Q11. From your organization’s perspective, what are the main challenges to growth and long-term sustainability?

STR policies
Making the area an attractive investment, fernie is pricing itself out in an unsustainable way.
Staff capacity. Councils' reluctance to invest in reserves. Staff's ability to share and consolidate historical data to inform council decisions.
Envirmental factors (smoke, snow) Other resort towns that have more tourism inforstructure City of Fernie Locals that dont like growth or tourism Political climate
Rising costs of doing business, tourism capacity levels during peak seasons.
Infrastructure deficits. Lack of economic development. Challenge of privately owned land surrounding our town which is logged and on which our trail networks reside. The loss of these trails would be critical danger for the health of our town.
Housing for seasonal workers
The low amount of amenities Fernie has



Section 3: Future of tourism within the Fernie area.

Section 3: Future of tourism within the Fernie area.

Q12. What opportunities do you believe exist for tourism growth and sustainability in Fernie and the surrounding area?

I believe there is an opportunity to increase the quality of experiences. We have a few good, high quality experiences but there is definite room for improvement. Increasing yield through guided and curated experiences is an opportunity.

Community understanding of the importance of tourism and the far reaching impact of the follow through economic effect through increased communication of this. Expansion of trail network and growth of off season events.

- continuing the great work with trails
- support tourism-related economic development initiatives
- further expand events and animation

business attraction and supporting local

1, the community has to make peace with the idea, Tourism is ok.

2. Welcome companies that provide people a fun place to come to (such as Golden)

Fernie needs a municipal campground. This would be a massive opportunity for this area.

Advertising

As Fernie grows measurably i.e (hotel expansions and Basecamp) so will the desire to come and recreate here, too.

Grow assets for tourism

events

The sky is the limit (plus the mountains, rivers, trails, historic downtown)

More capacity is needed

Section 3: Future of tourism within the Fernie area.

Q12. What opportunities do you believe exist for tourism growth and sustainability in Fernie and the surrounding area?

I think the US market will become very important as prices rise in the US and the dollar is so strong for them in Canada - they are so close!
Housing
a conferanced center to level load the number of visitors through out the year. Htere is no sence in building more hotel that will sit under-utilized for half the year.
Increased accomodation options, increased investment in the critical infrastructure (ski hill and Trails), plus transport options to get people to Fernie
I do not think that growth is absolutely necessary as this makes living in Fernie more difficult for newcomers who are not wealthy already.
Sports tournaments
Arts and culture
More in the shoulder season
Fernie could welcome more corporate travel with better facilities in town. The trail system is absolutely amazing as a year round , well maintained and easy to navigate service for tourists
There are no limits only possibilities.
Housing Authority
Expanding capacity during peask seasons
Improve trail networks. Would like to see Tourism Fernie provide more support to Trails Alliance (financial and other). Summer season is essential for our town. Continue with your efforts to ascertain what a recreational complex would look like and needs based assessments yiu are conducting.

Section 3: Future of tourism within the Fernie area.

Q12. What opportunities do you believe exist for tourism growth and sustainability in Fernie and the surrounding area?

creating events or animation , hiring of an expert in events as a tourism fernie staff
Calgary
Lots. The area is booming. The existing businesses need to grow with the tourism and make sure they invest in their services and infrastructure to ensure a positive experience for tourists.
Needed infrastructure, Conference centre, Tourism economic development
Shoulder season focus
The outdoor rec scene is just getting started and is the future for tourism growth.
build things that charge money
I think to build on what is going on now and focus on continuing with the best outcome in mind
Improving infrastructure and facilities
Bike tourism
We need to capitalize on our position in the market. We are not Banff and that is an opportunity we have not been good at communicating in the past. We need to divert Banff traffic to us. Vancouver market needs to be tapped better
A solid relationship with the city based on shared understanding of both organizations' challenges, being transparent, including the city in Master plans (Trails, event centre feasibility), these all seem like an undermining of existing city plans, OCP, LSMP, trails master plan, etc. Become actively involved in the development of the city's OCP.
To gather funding, information on what Fernie needs for tourist to stay longer and come in shoulder seasons
Plenty of opportunities. Explore more markets to bring here.

Section 3: Future of tourism within the Fernie area.

Q13. What barriers or concerns do you see when it comes to sustainable tourism growth in Fernie and the surrounding region

Retaining balance with the natural assets.
The City of Fernie in both competence of staff, timeliness in responding and lack of cooperation with all organizations, including Tourism Fernie
<ul style="list-style-type: none"> - lack of a community center - public transportation opportunities - affordable housing for entry-level and seasonal employees - affordable housing for seasonal employees who want to transition to full-time, year-round Fernie residents
permitting process with the city, not enough support and funding for NFP organizations that provide tourist attractions
A new operator for the ski area, that invests in the experience
I think concerns are already being addressed (more accommodations, amenities, etc). We are limited by CoF infrastructure or lack of it (no community/conference centre), but that will take time.
Affordability. How will people continue to work and live here as Fernie grows?
Lack of consensus from local residents and governance organizations as to the importance of tourism
city of Fernie employees
Uncertain economic time creates last minute tourism which is very difficult for event planning!
Environmental and housing
Entertainment- like bowling etc

Section 3: Future of tourism within the Fernie area.

Q13. What barriers or concerns do you see when it comes to sustainable tourism growth in Fernie and the surrounding region

increased use of the backcountry in peak seasons. Lack of affordable housing
The effect on the natural environment
Lack of housing for people working in the hospitality sector
Less bike trails. More building structures
Uncertainty regarding the USA
Transportation to and from Fernie that is reasonably priced. Transportation from montane, the ski hill, the cedars and alpine trails for restaurants and events in town. AKA a reasonable priced taxi service or uber
Government failures to work on solutions for improvement and reduce restrictions,
Environmental concerns for recreational areas, and limitations on employee options due to housing costs
lack of infrastructure, making sure our community is welcoming tourism, making sure the community understand what tourism bring to our town education about MRDT what does it represent, showing off what the MRDT have done for Fernie over the years. be loud about it and proud.
None , just a bigger share of the market
Lack of funding, businesses not willing to invest to follow growth, difficulties to find qualified staff.
Funding
not embracing the opportunity Tourism has to generate revenue for the community
Transportation Long & Short trips. Need more

Section 3: Future of tourism within the Fernie area.

Q13. What barriers or concerns do you see when it comes to sustainable tourism growth in Fernie and the surrounding region

Poor land management and stewardship - the logging scene in the elk valley is preventing exponential tourism growth and community well being.
lack of money to repair and sustain aging facilities and public areas. lack of money to support successful things like Wednesday Socials, lack of hotels
Cost and how it affects the locals
Population density
Transportation to and from Fernie to Calgary and Cranbrook airport. Transportation in town (no taxi) Consistency of our product (business close in shoulder season)
Facilities, their availability for events, and the city staff to support events. Wildfires and natural disasters.
Staff Housing
Cost of everything and lack of capacity for adequate tourism
Rising costs, capacity, continued seasonality.
As mentioned previously infrastructure and trails network ok private land. Lack of amenities that other towns have.
A vibrant downtown should only allow businesses to assist in tourism. Presently 2nd Ave has 2 Dr. offices, 2 pharmacy, 2 dentist office and an engineering office taking away of what could be storefronts attracting visitors and locals to shop/dine/experience. Could Tourism Fernie pressure the city to limit what can go downtown?
The over use of natural location and the over marketing of trails
People not willing to adapt to change and the CoF that continues to make poor decisions

Section 3: Future of tourism within the Fernie area.

Q14. Do you have any final comments or insights you'd like to share about the tourism economy in the Fernie area?

Thanks to all the staff at Fernie Tourism, your leadership is essential and you make a difference!

Fernie is a memorable community filled with genuine charm. A multi-season paradise. I do think work needs to be done to establish "Who Is Fernie?".

Why are the world,s prime Ministers and Presidents come to Banf, Jasper in a few weeks not Fernie,because we have no proper community centre,not even toilets at maiden lake,long grass, poor road maintence. The world would be amazed at the beauty of this place and Fernie would not depend on the mines for survival. thank you

City of Fernie needs to support TF but not make any decision directly effecting TF,s ability to operate.

Overall doing great :)

Thanks TF

keep up the great work

I'm so over the mountain bikers. They do not spend money.

I would like to see all demographics be evenly promoted to visit our area. The target market seems to middle aged clientele looking for hotels or a backpacker looking for a job and accommodation not the young single traveler on a budget looking for an adventure stay/experience

Great opportunities but restricted by lack of jurisdiction and authority for improvement and change. Reduce local govt. influence.

Section 3: Future of tourism within the Fernie area.

Q14. Do you have any final comments or insights you'd like to share about the tourism economy in the Fernie area?

I think I nailed it home on housing there. haha.

Thanks TF

Think local

Find a way to Tax the Tourist while showing the local residents the benefits to their quality of life.

No tourism means a town like Sparwood!

Thank you for doing what you do!

we need more hotels, more restaurants, plans for facilities that charge money and/or that you can do on a rainy day

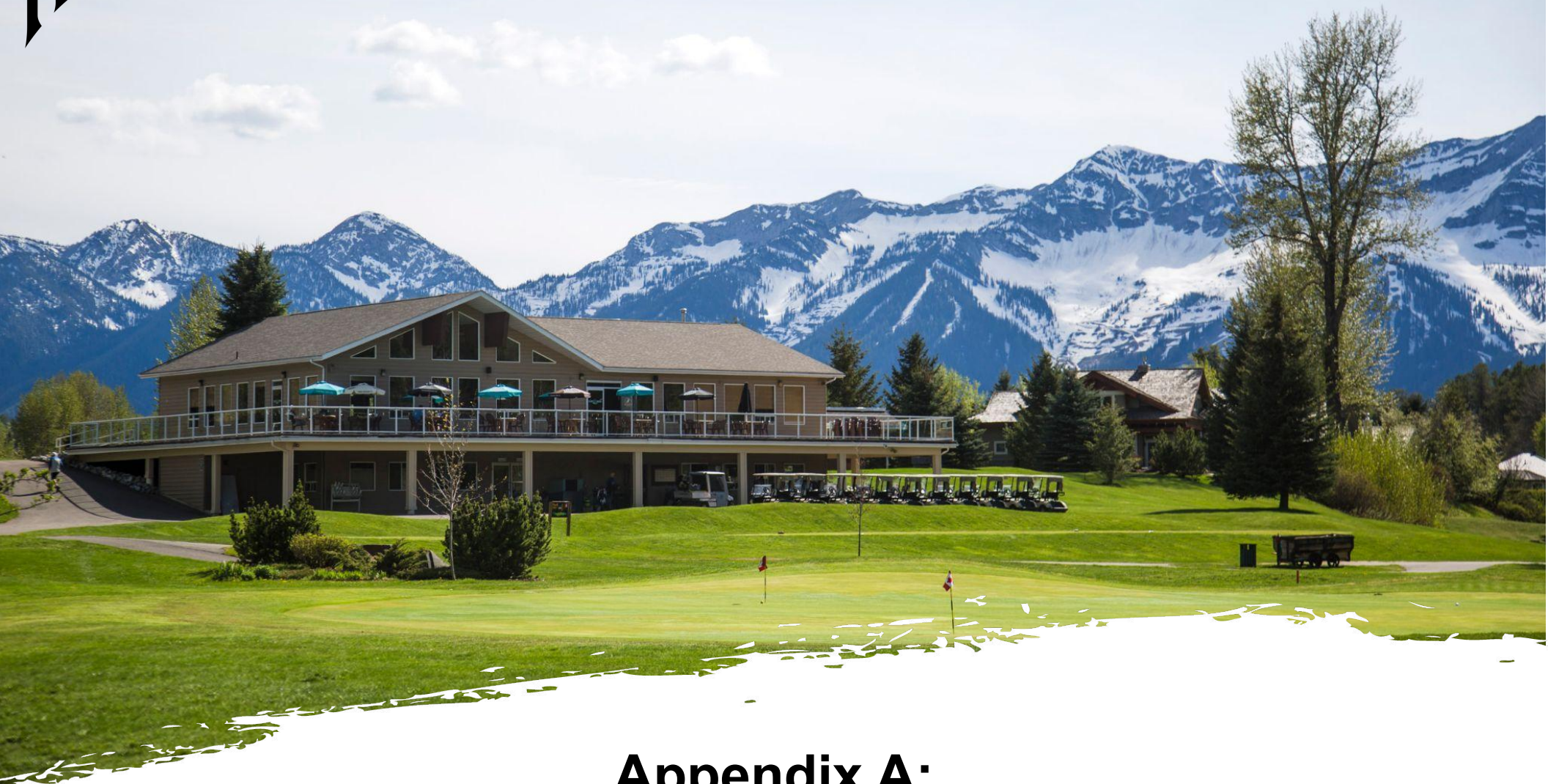
Find the right balance of community and tourism always. The community should always come first, they are the human experience that tourist experience so happy community happy tourists

Transportation is huge. We should lobby to allow Uber in town. We need to re think the shuttle service, We need to watch and get ahead of our compition.

Tourism is the future for a stable economy in Fernie. Be transparent in the plans, involve the community in the decision-making process, and mix up your board meeting to have a rotating chair to encourage constructive dialogue and a fresh perspective.

Keep up the good work and the engaging AGM's

I think tourism Fernie does an exemplary job attracting visitors to our town. My concerns revolve more around our infrastructure and amenities and customer service being capable of providing an exemplary visitor experience. I am looking forward to the expansion of the Fox, Best Western and the new Base Camp. I appreciate tourism Fernie and all of its staff and Board. Thanks for all you do.



Appendix A: Background, Research Objectives & Methodology

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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 *"2025 Tourism Fernie Stakeholder Survey of 2024 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:

Tourism Fernie will work with The Web Advisors to conduct the Stakeholder Survey specific to the 2024 fiscal year stakeholders.

The survey will be conducted using Survey Monkey and sent out via email to our stakeholders in May 2025. The deadline for stakeholders to do the survey will be 2-3 weeks after launch with reminders (up to 4) to those that have not completed the survey.

Population and Survey Administration

Tourism Fernie's Annual Stakeholder Satisfaction Survey was sent to 168 stakeholders in Tourism Fernie's Industry database.

The online survey was conducted May 14 - May 27, 2025. The first request was distributed on May 14, followed by three more distributions sent on May 16, May 21, and a 24-hour reminder distribution was sent on May 26. The survey closed on May 27 at 4 pm. A total of 53 responses were received, for a 28.2% response rate (-8.1%) & 70% completion rate, a 19% decrease from the previous year.

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 compiled and reported within.

Chris Elder
Managing Director
chris@thewebadvisors.ca
250-889-0973