



2016

Fiscal Report

Covering 9-month period: April 1–December 31, 2016



Matt Kuhn

TourismFernie.com



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[@tourismfernie](https://www.twitter.com/@tourismfernie)

Ferniestoke.com

[#ferniestoke](https://www.instagram.com/ferniestoke)

Tourism Fernie Society

The following report highlights activities of Tourism Fernie over the 9 month period from April 1 to December 31, 2016.

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Vince Mo

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Message from the Chair

Welcome to the 10th Annual General Meeting of Tourism Fernie!

It's hard to believe that this is the tenth time we have gathered to review another year of tourism leadership and engagement that has brought us to where we are today.

As an organization, we have many people to recognize and achievements to celebrate.

Thank you first and foremost to our membership, who fuel our growth and success. Thank you for trusting us to shine a light on Fernie and the businesses you are all so passionate about.

Recognition goes to Jikke Gyorki, our Executive Officer, who somehow manages to juggle the ever changing day to day demands of our organization and membership, never mind rolling out all our marketing initiatives. The office team of Rebecca Hall (who left us last July), Vince Mo and Christine Grimbale have provided immeasurable support to Jikke and our membership. And there are others too numerous to list that provide supporting roles as well.

It has been my pleasure to serve on the board the past year and I extend appreciation to my fellow Directors and to Committee Members who volunteer countless hours of their own time to further the growth of our destination and organization.

Thank you to our community for creating the personality, character and strong foundation of our town that continues to draw visitors from near and far.

And thank you to our community visionaries, who recognized the need and importance of creating Tourism Fernie nearly a decade ago.

Deep gratitude and respect is due to Mike McPhee, who has been on our Board for the past 8 years, providing leadership, guidance and marketing wizardry. Mike's steady hand, creative mind and strong convictions about tourism marketing has pushed us all to expect more and think outside the box. Mike steps off the Board this year as he has served the maximum term limit of 8 consecutive years.

Notable highlights and achievements this past fiscal year include:

1. Renewal of the MRDT for another 5 year term, including the designation of Tourism Fernie as the eligible entity. This is the 2% tax that accommodators collect and remit, that comes back to our organization to fund our marketing activities.
2. Ascent to Powder – our first ever full length, syndicated TV show which was two years in the making. Showing to audiences all over the world, and available on You Tube. Boasting nearly 140,000 views, this is a project we should all be proud of.
3. Transition from traditional marketing to Digital & Content Marketing. Our Fernie Stoke Series of short videos have featured the many different aspects of our town and all the activities available.

In closing, I would like to express the importance of our Vision, Mission and Guiding Principles continuing to be the foundation we use to build the future success of our organization. I encourage everyone to remain active and engaged in the process of achieving our Vision which is to make Fernie the most sought after tourism destination in the Canadian Rockies.

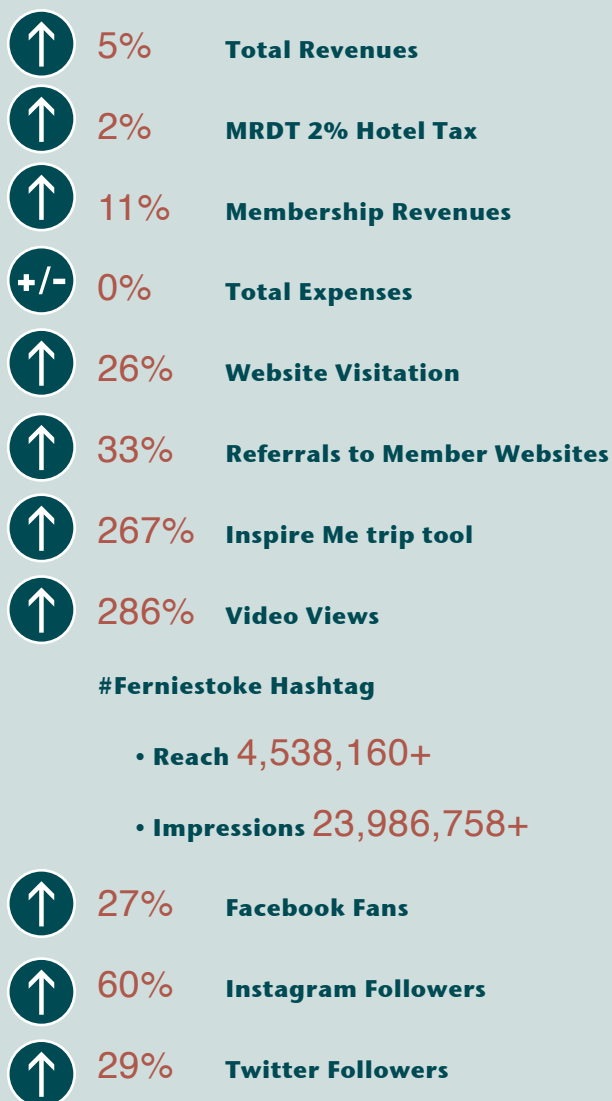
The sky is the limit and I look forward to seeing what the next 10 years holds for our own little piece of paradise.

Shelley L'Estrange

General Manager, Best Western PLUS Fernie Mountain Lodge



Message from the Executive Officer



For 9 month fiscal period of April - December 2016

In recognition of Tourism Fernie Society's ten years of operation and having had the opportunity to work with the organization for seven years and in tourism for over 25, it is continually clear this industry is highly dynamic, diverse, passionate and competitive. To think back to the initiatives and day-to-day operations 7 years ago, it is a very different world now yet the overall goal is the same...increase overnight visitation.

My favourite recent quote, brought forward by Maya Lange, Vice President, Global Marketing at Destination BC last month, is ***"The rate of change you are experiencing now is the slowest you'll experience for the rest of your life."*** The past couple of years at Tourism Fernie have felt like this and no doubt many of you feel the same way. Whether it's technology, consumer trends, competition, life changes, economic stability, political will, weather, global affairs, currency or coal and oil prices, there will always be an altered world outside our window each morning to adapt to. Our best chance to excel and survive is through collaboration, making strategic decisions and using data as much as possible to be proactive and successful.

The role of destination marketing organizations, the traditional DMO as a marketing organization, is changing. It has become essential for DMO's to either take on the role of destination management or partner more effectively with complementary organizations within their community to tackle this effectively. At Tourism Fernie, we have discussed this many times internally and reviewed it with our partners. We are happy to say that this evolution is taking a big step this spring with Tourism Fernie moving its offices to the Fernie Chamber of Commerce building on Hwy 3 east of town. As two very complementary organizations focused on economic development it is an exciting progression for Fernie and in today's world.

Although this Report focuses on a nine-month period due to our transition to a new fiscal calendar, I wanted to highlight that 2016 was a good year for tourism in Fernie. Hotel revenues were up 9% over 2015, a growth percentage in line with our provincial and national tourism numbers. At Tourism Fernie we saw growth in most of our metrics even though our operating budgets are 25% lower.

With 2017 in full swing, there is much optimism in the air. The local, provincial and national economy is seeing positive growth, the exchange rate for international travellers to Fernie continues to be in our favour, global travel is at its highest rate, and Fernie has a great opportunity to capitalize on this. I look forward to our evolution and continued collaboration.

In summary I want to thank the staff and many contractors and suppliers that work with Tourism Fernie. It takes a team to be successful. Our members, stakeholders, volunteers and board members all deserve great gratitude for their dedication to their own organizations, their involvement in Tourism Fernie and their support in seeing this community be an exceptional destination and great place to live.

Thank you for all that you do. I look forward to continuing our work together!

Jikke Gyorki

Executive Director



About Tourism Fernie

Tourism Fernie is a Destination Marketing Organization (DMO) with the mandate of marketing Fernie as a tourist destination to targeted regional, national and international markets as guided by our Vision, Mission, Guiding Principles and Strategic Plan.

The most successful destinations around the world act in a unified and collaborative manner by selling their destination first then the individual products. A critical mass of funding is necessary to be heard in the market place, which is often beyond the means of an individual business. Pooling the financial resources into a strategic marketing and sales program will maximize results. Consistent and persistent messaging from a DMO heightens interest and increases visitation.

To strengthen the tourism economy, Fernie needs to grow visitation. This includes encouraging visitors to stay longer and spend more. A diversified economy supports overall community prosperity in keeping with the values of the City of Fernie Official Community Plan.

Tourism Fernie was officially established as a non-profit society in November 2007 and is governed by a Board of 11 Directors representing the local tourism industry. Many of Fernie's tourism businesses saw the opportunity and need to pool resources in order to jointly market and sell Fernie under a unified brand to key target markets. With the support of the City of Fernie, the

local community and businesses, the Regional District of East Kootenay, Tourism BC and the Government of British Columbia, Tourism Fernie was established.

Tourism Fernie is a membership-based organization. Professionals, businesses and organizations that want to be promoted under the Tourism Fernie brand are required to pay an annual membership fee. In addition to membership fees Tourism Fernie's revenues are generated from the 2% Municipal and Regional District Tax (MRDT)/Additional Hotel Room Tax (AHRT) and partner marketing initiatives.

Tourism Fernie staff consist of an Executive Officer, Social Media & Content Coordinator who work from an office on 2nd Ave in Historic Downtown Fernie.

Tourism Fernie now operates under a calendar year (Jan-Dec) budget and plan since the approved change to its original fiscal of April to March. This Annual Report covers a nine-month period of April to December 2016 as part of the transition to the new fiscal year.

Vision, Mission, Guiding Principles, Strategic Goals & Objectives

Vision

Fernie is the most sought after tourism destination in the Canadian Rockies.

Mission

Increase visitation and revenues for stakeholders through tourism marketing

Guiding Principles

Industry led / Government supported

- We are led by members of Fernie's tourism industry who solicit government support for tourism as an economic engine for Fernie.

Customer focused

- We place customer needs first in the belief that what is best for the customer will ultimately be best for our stakeholders.

Sustainable

- We respect the community's social, economic and environmental values.

Fair and transparent

- We have fair processes that are open to scrutiny and we explain the rationale for our decisions to interested stakeholders.

Inclusive

- We welcome input and work together with members, stakeholders, and other organizations.

Innovative

- We consistently create solutions that are ahead of the marketplace and the competition.

Accountable

- We are fiscally responsible, measure results, adjust to changing market conditions, and account to stakeholders.

Tourism Fernie Strategic Goals

- Long-term sustainability of Tourism Fernie
 - Effectively engage stakeholders to maximize opportunities for Tourism Fernie
 - Maintain fiscally responsible financial plans
- Effective marketing
 - Enhance use of research and metrics
 - Continue to shift to content marketing and 'story-telling' marketing
 - Collaborate with members/stakeholders to create and market innovative initiatives that drive visitation and revenue

Board of Directors, Committees & Staff for 2016



Mike McPhee

Tourism Fernie Directors & Designated Representatives

Accommodation < 30 rooms

Mike McPhee – **Deputy Chair**
Island Lake Resort Group

Accommodation > 30 rooms w/ rental mgnt

Michael Delich – **Treasurer**
Fernie Lodging Company

Accommodation > 30 rooms solely owned

Shelley L'Estrange – **Chair**
Best Western PLUS Fernie

Accommodation at Large

Scott Gilmet – **Secretary**
Park Place Lodge

Food & Beverage, Retail

Kurt Saari
Nevados

Professional Services:

Laura Oleksow
Spa 901

Attractions, Activities, Transportation

Vacant

Director at Large

Lance Edwards
Elevation Industries Inc.

City of Fernie

Jon Levesque
Councillor

Fernie Alpine Resort

Andy Cohen
General Manager

Resorts of the Canadian Rockies

Tom Rosner
VP of Marketing & Sales

Designated Rep to the Board

(non-voting)
Patty Vadnais
Fernie Chamber of Commerce

Committees

Marketing

Jikke Gyorki – Chair
Mike McPhee
Shelley L'Estrange
Tom Rosner
Christy Sutherland
Scott Gilmet
Michael Hephher
Laura Oleksow
Ron Ulrich
Jay Carter

Membership

Lance Edwards – Chair
Erin Summers
Kyle Hamilton
Rebecca Hall
Jikke Gyorki
Jeremiah Pauw

Governance/Ethics

Scott Gilmet – Chair
Shelley L'Estrange
Mike Delich
Kurt Saari
Kyle Hamilton
Jeremiah Pauw

Finance

Mike Delich – Chair
Shelley L'Estrange
Mike McPhee
Scott Gilmet
Jikke Gyorki

Staff & Contract Staff

Executive Officer

Jikke Gyorki

Administration & Marketing Coordinator

Rebecca Hall (till June 2016)

Social Media Coordinator & Staff Photographer

Vince Mo
Nancy Gillis (On Maternity Leave)

Project Coordinator

Christine Grimbale

Summer Student

Elizabeth Hamilton

Membership, Stakeholder & Industry Relations Summary

Tourism Fernie's membership stood at 124 active and associate members as of December 31, 2016. This was a transition time frame as we changed to a new fiscal year. Membership revenues, specific to the shorter operational period, were up 11% over budget and 8 new members were recruited.

Tourism Fernie works with members on a variety of initiatives as part of our Strategic Plan from marketing, media and industry events. Below represents a brief list of membership and industry initiatives over the past fiscal period.

Member & Industry Events & Initiatives:

- Participation with 10 local organizations in Destination BC's Remarkable Experiences Pilot Project.
- Participation on the Task Force and project coordination to win the bid to host the ISSW 2020 Conference. A multi-day international Snow Science event for up to 1,000 people to be held in October 2020.
- 2016 Annual General Meeting held in June sponsored by Park Place Lodge
- Member survey in July seeking input on the value of tourism and Tourism Fernie
- 5 corporate e-newsletters reaching over 200 emails
- Bi-weekly event PDFs & quarterly event posters for local distribution
- Accommodators meeting in May to discuss Tourism Fernie and the MRDT 2% Hotel Tax renewal
- Creation of a membership decal for placement on member business windows or till area.
- Tourism awareness articles in local paper in June
- Partnering with the Fernie Chamber of Commerce on a Tourism Week event on June 1st along side Coffee & Convoys at Fernie RV Resort
- Sponsor of the Chamber Awards Tourism Achievement Award, 2016 winner was Fernie RV Resort
- Attendance at the Crown of the Continent Conference and presentation to the Crown Marketing Roundtable in October
- Presentation of the importance of tourism to Fernie City Council in November
- Presentation to the RDEK Board regarding Tourism Fernie and the MRDT Hotel Tax renewal
- Sponsor of the Fernie Chamber of Commerce Ambassador Program
- Attendance at the Kootenay Rockies Tourism AGM & Regional Tourism Conference
- Member social event hosted by The Northern Bar & Stage in December
- On-going meetings and calls with members and industry
- Financial support of \$12,000 to RCR Inc. towards the cost of guaranteeing a scheduled transportation service between Calgary Airport and Fernie 5 times a week during the 16-17 ski season. Service operated by Mountain High Shuttle.

- Financial support of \$7,500 and administrative support towards the 16-17 local ski shuttle, in partnership with RCR-Fernie Alpine Resort (\$7,500), City of Fernie (\$55,000) and the Fernie Chamber of Commerce (\$2,500). Service operated by Mountain High Shuttle.

Active & Associate Members as of December 31, 2016

Accommodation – Less Than 30 Rooms

Alpine Lodge
Canadian Powder Tours
Elk View Lodge
Fernie Central Reservations
Island Lake Lodge
Raging Elk Hostel
Snow Valley Motel & RV Park

Accommodation – More Than 30 Rooms Solely Owned

Best Western PLUS Fernie Mountain Lodge
Canada's Best Value Inn
Park Place Lodge
Red Tree Lodge
Slopeside Lodge
Super 8 Fernie

Accommodation – More than 30 Rooms with Rental Management

Lizard Creek Lodge & Condos
Park Vacation Management
- Cornerstone Lodge
- Griz Inn
Fernie Lodging Company
- Snow Creek Lodge & Cabins
- Timberline Lodges
- Private Chalets, Lodges & Resort Homes
Stanford Resort Hotel & Condos

Food & Beverage, Retail

Beanpod
Big Bang Bagels
Bridge Bistro
Cirque Restaurant & Ice Bar
Clawhammer Letterpress
Cold Beer & Wine Store at Park Place Lodge
Crumbs Cakery
Elevation Showcase
Freyja Lifestyle Fashion
Fernie Arts Co-op
Fernie Brewing Company
Fernie Hotel Pub & Restaurant
Gearhub
Ghostrider Motorsports
Ghostrider Trading Co. Ltd.
Giv'Er Shirt Works
Healing Hollow
Infinita T-Bar & Boutique
Island Lake Lodge Restaurant
Isosceles Business Solutions
Kelsey's Bar & Grill
Kodiak Lounge
Le Grand Fromage
Loaf Bakery & Restaurant
Lunchbox

'Members' continued on next page

Max Restaurant at Park Place Lodge
Mugshots
Nevados Restaurant
Northern Bar & Stage
Rocky Mountain Chocolate Factory
Royal Hotel & Bar
Rusty Edge
Starbucks
Straight Line Bicycle & Ski
Tandoor Restaurant & Grill
The Brickhouse
The Clubhouse
The Guides Hut
The Green Petal
The Valley Social
Yamagoya

Professional Services

No. 3 Boutique & Salon
Alpine Trails Mountain Community
Claris Media
College of the Rockies
CP Catering
Enchanted Esthetics
Essential Yoga Studio
Fernie Free Press
Gallup Photography
Island Lake Lodge Spa
Jenna Woods - Fernie Real Estate
King Fir Spa
Kyle Hamilton Photography
Lilac Media
Lizard Creek Lodge Spa
Matt Kuhn Photography
Nick Nault Photography
Raven Eye Photography
Rockies Law
SnowPro Rentals
Soar Cycle Studio
Spa 901
Sparrow for Hair
The Castle on First
Three Sisters Day Spa
Todd Fyfe – Fernie Real Estate
Western Financial Insurance

Attractions, Activities, Transportation

Ascent Helicopters
Canyon Raft Company
Elk River Guiding
Elk Valley Snow Shepherds
Fernie Alpine Resort
Fernie Bike Guides
Fernie Fly Fishing
Fernie Golf & Country Club
Fernie RV Resort
Fernie Wilderness Adventures
Island Lake Catskiing & Summer
Mountain High Adventures
Mountain High Shuttle
Nonstop Adventure Ski & Snowboard
OCD Adventures
The Vogue Theatre
Weir Boondocking
WillowD Enterprises - The Shuttle

Associate Members (non-voting)

B4B Sieders Business Consultancy
Fernie B&B Association
Fernie & District Arts Council/Arts Station
Fernie Heritage Library
Fernie Historical Society/Museum
Fernie Mountain Bike Club
Fernie Nordic Society
Fernie Snowmobile Association
Fernie Transrockies Society
Irie Adventures
Mountain Bride
Resort Tours
Tears & Gears
Transrockies / Singletrack 6
Untold Adventures
Vickery Hill
Wapiti Music Festival
WildsafeBC
Wildsight (Wild Nature Tours)

Partners

City of Fernie
Fernie Chamber of Commerce
Regional District of East Kootenay

Member Decal



PROUD PARTNER & SUPPORTER

2016 AGM at Park Place Lodge



ISSW 2020 Bid Task Force



(L-R Scott Gilmet, Steve Kuijt, Christine Grimble, Patty Vadnais, Mike Delich, Jikke Gyorki, Andy Cohen, Doug Feely)

Financial Summary

Tourism Fernie has now completed 10 years of operation and over that time has spent over \$5.5 million dollars to execute its annual strategic plans. Our annual budget specifically highlights all areas of expenditures with the ability to react to market changes if and where needed with board approval. Tourism Fernie's budget is managed and executed by the Executive Officer, and is approved and governed by the Board of Directors and the Treasurer.

See financial charts on the next page. Tourism Fernie hires an independent auditor annually. Audit statements can be viewed at the Tourism Fernie office.

This past year Tourism Fernie went through a fiscal period change, as approved at the previous AGM, from an April to March fiscal to a January to December fiscal. This was done to be inline with the new MRDT reporting and planning timelines. As a result of the fiscal change this financial summary and annual report covers only a 9 month period, April to December. We are now back to a 12 month fiscal period starting with January 2017.

For the fiscal period ending December 31, 2016 Tourism Fernie spent 6% less of its \$381,313 budget, and generated 15% more in revenues, originally budgeted at \$259,168. Every year Tourism Fernie spends more than its budgeted revenues in a planned process to reduce the balance in unrestricted net assets.

The most significant financial initiative this past fiscal was the renewal of the MRDT 2% Hotel Tax for another five year term. Representing approximately 60% of our revenue, it is Tourism Fernie's primary funding source. The renewal took place between spring and summer of 2016, and required a minimum level of support from local accommodators along with support from the City of Fernie and the Regional District of East Kootenay. Everyone supported to continue the 2% Hotel Tax and the request for Tourism Fernie to become the Eligible Entity was also supported. This past December our renewal application was approved.

Treasurer's Report

For the fiscal period ending December 31, 2016, the financial performance of Tourism Fernie is reported for a nine-month operation. Commencing on January 1 2017, the fiscal year of Tourism Fernie will start on January 1 through to December 31, the same as a calendar year.

The highlights and differences between budget and the actual revenue and expenses for the nine months are summarized as follows:

Revenue

MRDT Revenue	2.4% gain	Improved lodging revenues
Membership	11% gain	Growth in volunteer members
New Initiatives	\$10,457	Grants & partnerships

Expenses

Transportation	\$13,853	Shuttle operation
Withdrawn from Cash Reserves	(\$59,853)	

Net Assets

Operating Reserve	\$50,656	GIC
Unrestricted Net Assets	\$172,235	

Tourism Fernie remains financially strong with \$50,656 held in a restricted GIC and \$172,235 in unrestricted net assets of which, \$106,777 was the cash account at year end.

Management continues to be prudent with expenditures, and day-to-day operations follow standard accounting practices.

Respectfully submitted,

Michael Delich

Treasurer

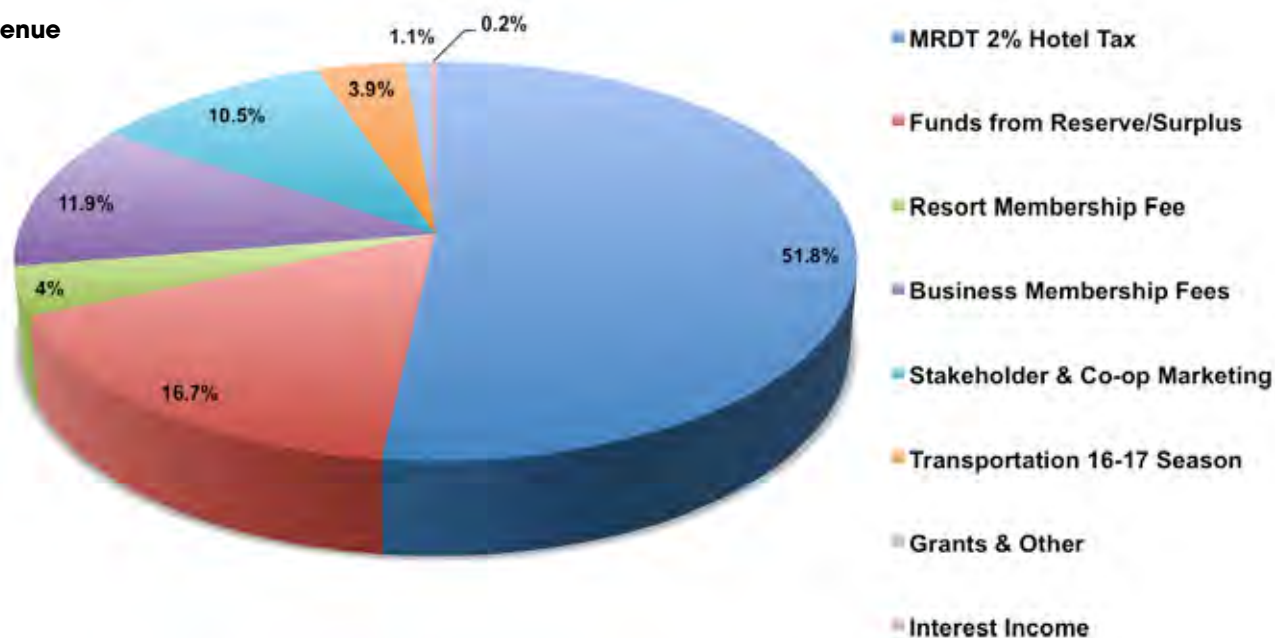
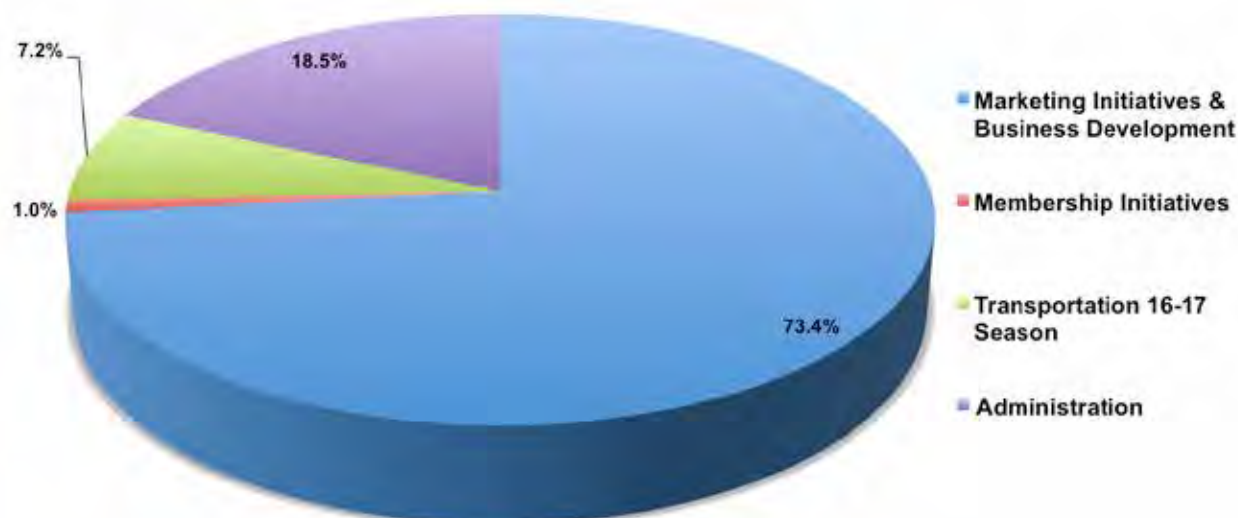


2016 Audited Income Statement April to December - ACTUAL

Revenue	
MRDT 2% Hotel Tax	185,542
Funds from Reserve/Surplus	59,853
Resort Membership Fee	13,934
Business Membership Fees	42,546
Stakeholder & Co-op Marketing	37,675
Transportation 16-17 Season	13,871
Grants & Other	4,086
Interest Income	747

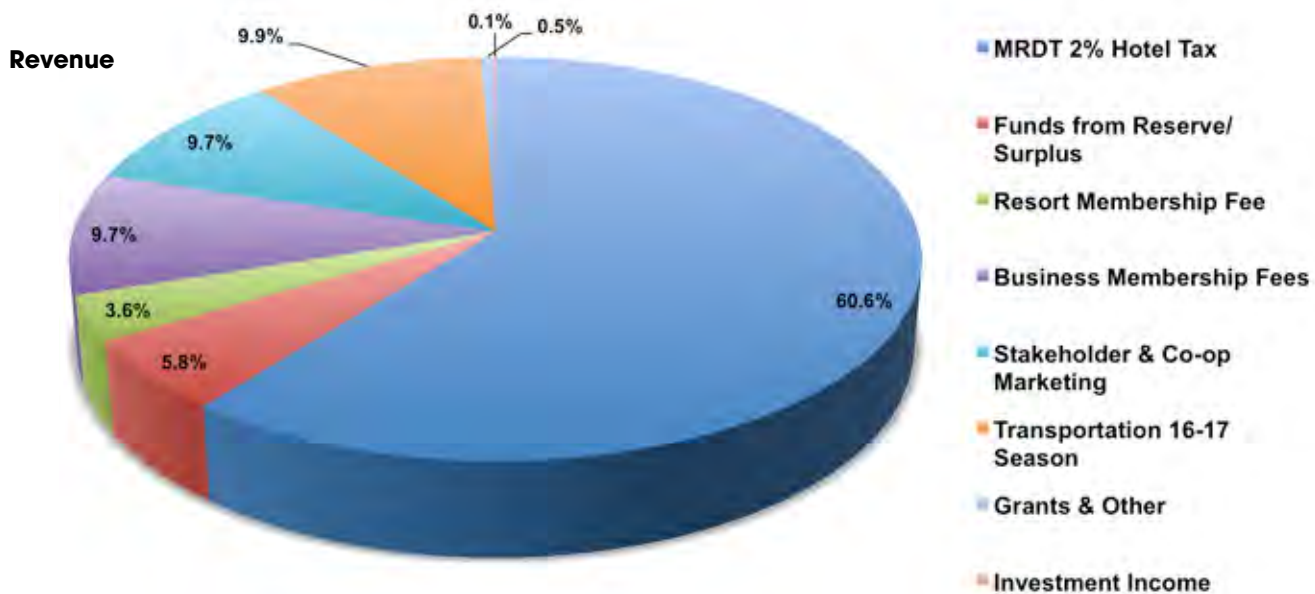
358,254

Expenses	
Marketing Initiatives & Business Development	262,825
Membership Initiatives	3,406
Transportation 16-17 Season	25,853
Administration	66,170

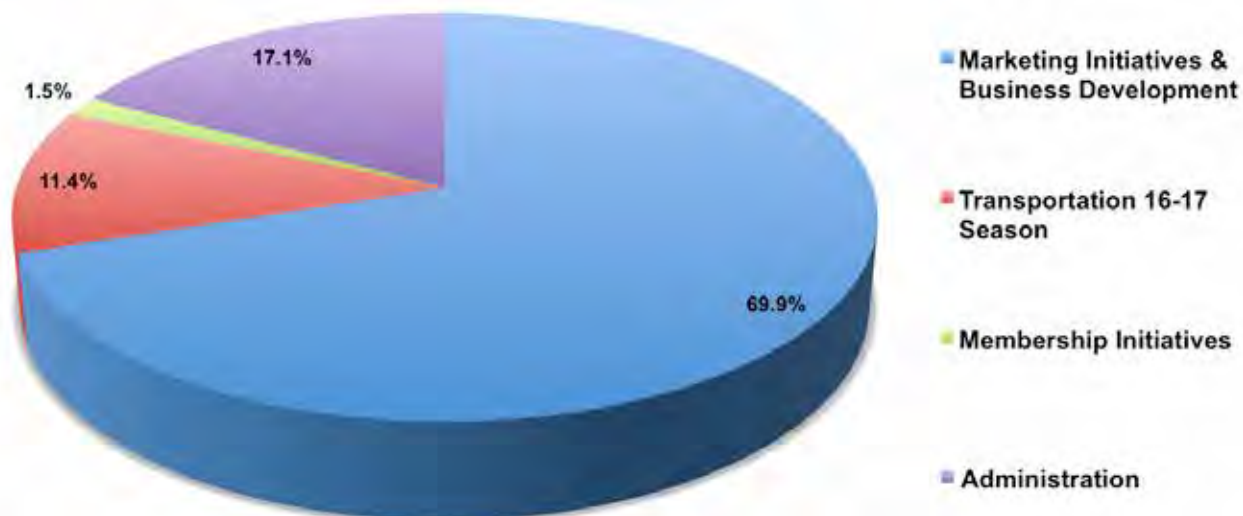
358,254**Revenue****Expenses**

2017 Budget, January to December

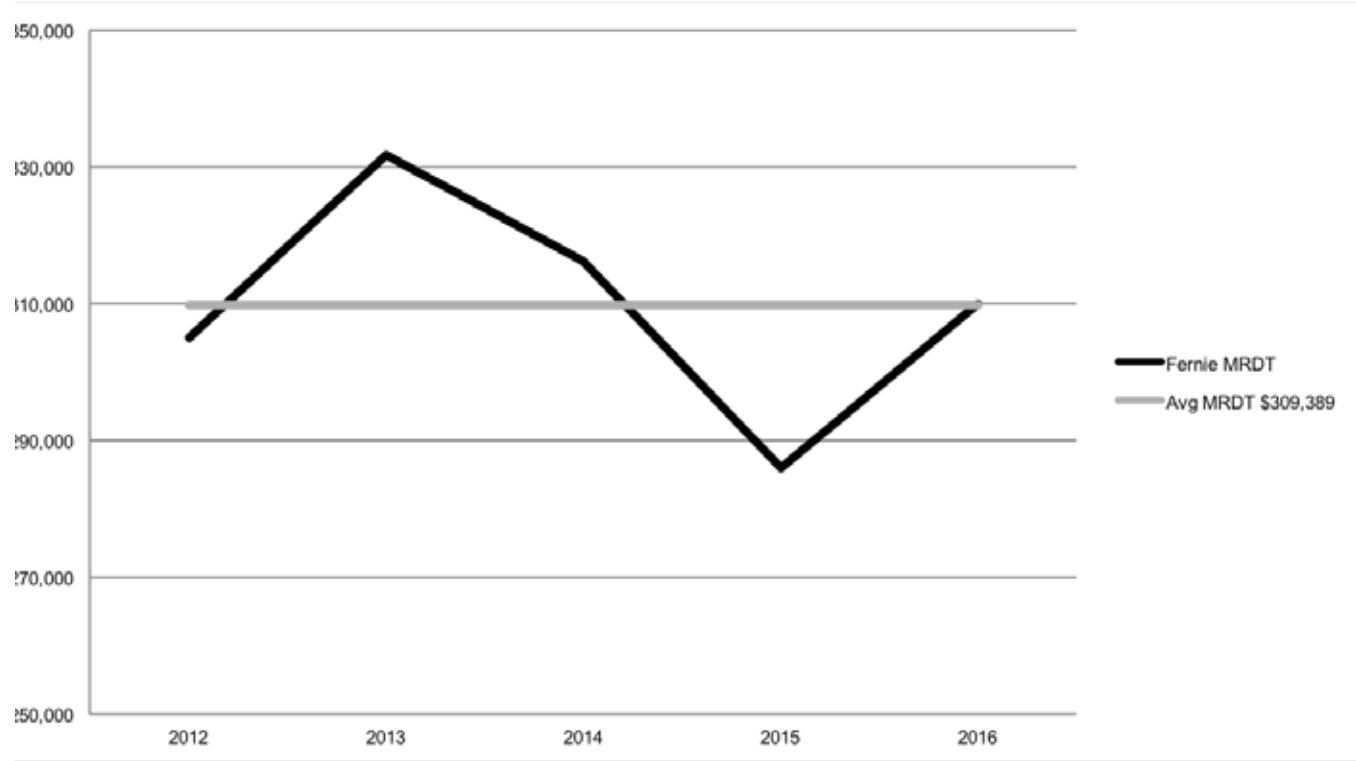
Revenue	Revenue %	Amounts
MRDT 2% Hotel Tax	64.4	312,000
Funds from Reserve/Surplus	6.2	30,000
Resort Membership Fee	2.9	18,579
Business Membership Fees	8.9	50,000
Stakeholder & Co-op Marketing	10.3	50,000
Transportation 16-17 Season	6.7	51,129
Grants & Other	0.6	2,800
Investment Income	0.0	400

514,908**Expenses**

Expenses	Revenue %	Amounts
Marketing Initiatives & Business Development	70.0	360,061
Membership Initiatives	1.5	7,900
Transportation 16-17 Season	11.3	58,647
Administration	17.1	88,300

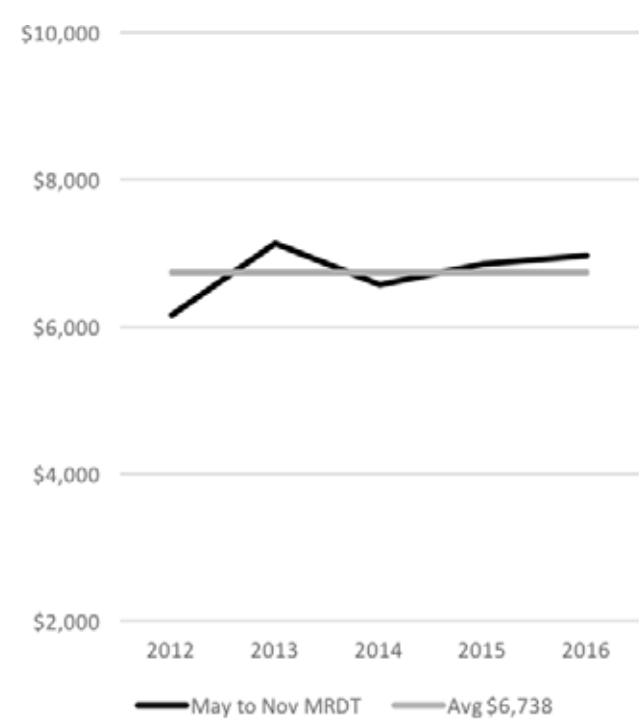
514,908

Fernie Annual 2% MRDT / Hotel Tax



Spring, Summer, Fall Season

May - November (7 months)
Fernie Lodging Revenues (\$000)
Source BC Stats, MRDT



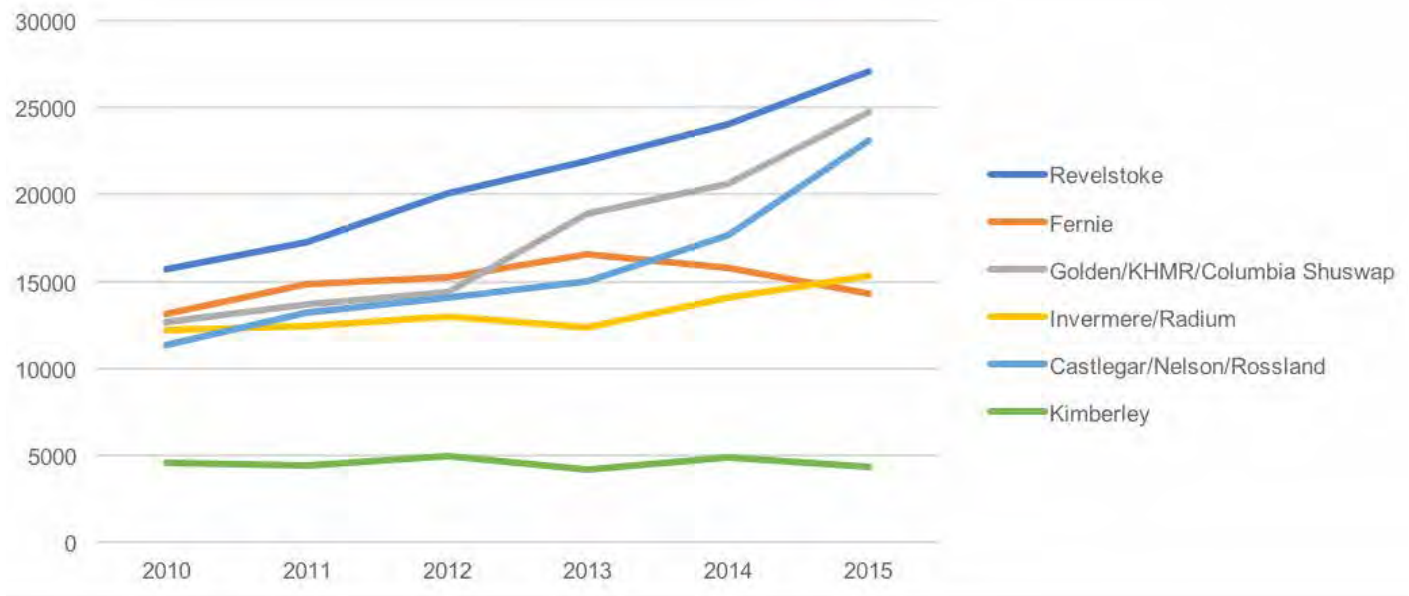
Winter Season

December - April (5 months)
Fernie Lodging Revenues (\$000)
Source BC Stats, MRDT



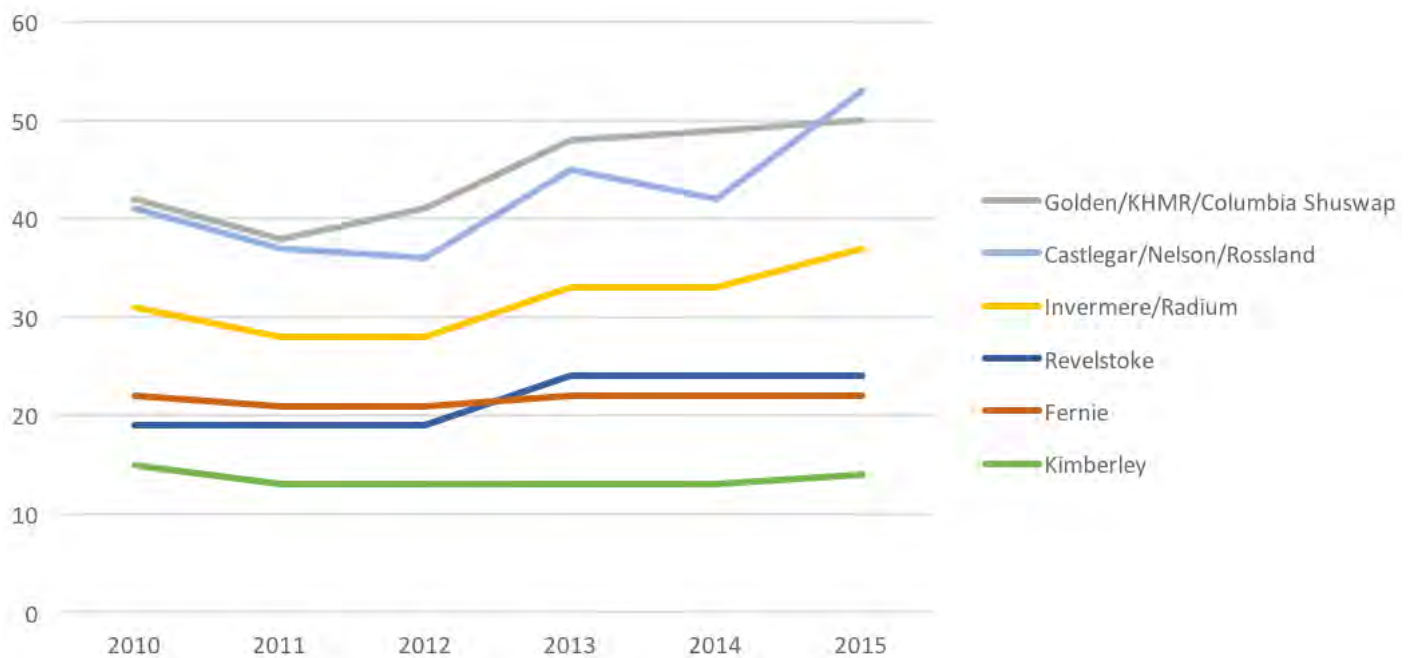
Comparison of MRDT Areas in the Kootenays

Lodging Revenues in (\$000) Source BC Stats MRDT



of Lodging Companies Collecting MRDT

Source BC Stats



Marketing & Project Highlights (April – December 2016)

ASCENT TO POWDER – TALE OF A SKI TOWN

After 2 years of production, Ascent to Powder, a 23-minute ski film about Fernie was launched in October 2016. Built for syndication across TV networks in the USA, the film was also released digitally and picked up for syndication with networks in the UK, Australia and around the globe through BCI Syndication, Garage Entertainment and The Ski Channel. The film was also shown at the Vogue Theatre on October 20th, the Toronto Ski Show in partnership with S-Media, the Amsterdam Freeride Film Festival and the Belgium Freeride Film Festival.

A 30-second commercial promoting Fernie as a ski destination was also created to be shown alongside the film, and five other ski films, as part of the US syndication series Mountain Top Ski & SB Series with New Visions Distribution. As of December 31, 2016, the film has reached over 200 million households in the USA, the commercial has reached over 300 million households, and the film on YouTube has documented over 111,000 views.

The film was Tourism Fernie's biggest marketing initiative to date and included its own micro website www.ascenttopowder.com. This film wasn't possible without the support of Island Lake Catskiing, FWA Catskiing and Fernie Alpine Resort and the involvement of those in the film who donated their time including Heiko Socher, Blair Craig, Kevin Giffin, Dylan Siggers, Mark Gallup, Andrea Byrne, Ross Janzen, Shred Kelly and the many skiers and boarders. Additional thanks to Chris Ashley, Josh Pearson, Nick Nault, Dylan Siggers, Nic Genovese for their roles in filming and editing, and Mike McPhee for bringing the project idea and US syndication partnership, along side Island Lake Catskiing's film Winter of our Content, to Tourism Fernie.

Reach:

200+ million US households

YouTube Views:

111,000+



ASCENT TO POWDER

— TALE OF A SKI TOWN —



Showing at Vogue Theatre



After-Party with Shred Kelly



Film Website

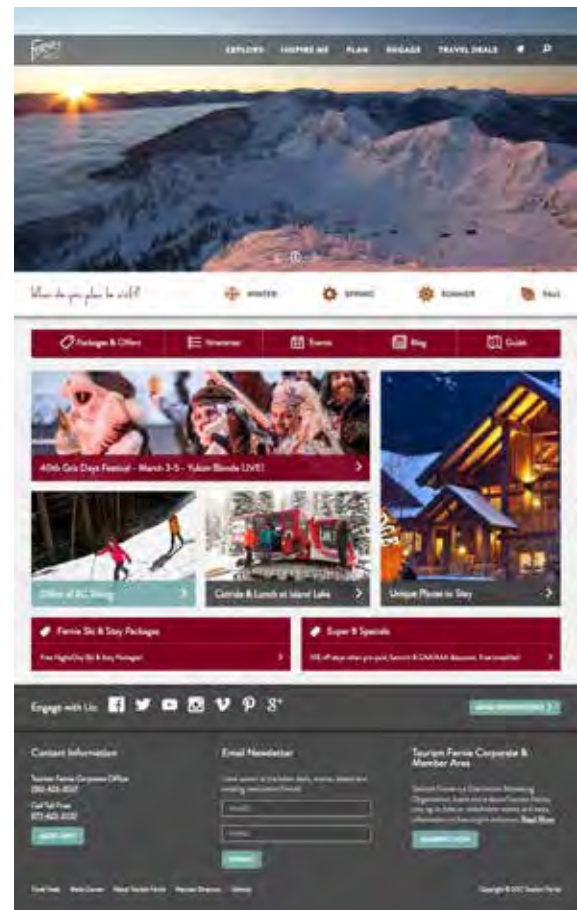


WEBSITE

tourismfernief.com

Tourism Fernie's website, with over 1,500 pages and over 20,000 views per month, is our community's most important resource for promoting our destination and visitor experiences, assisting in trip planning, amplifying social proof and generating leads to local businesses and organizations.

Some of the changes and enhancements to the website this year include further integration of aggregated social media content (social proof) such as on our individual activity pages, integrating content improvements and additions for improved SEO, removing the Central Reservations System and changing to 'book direct', promoting unique book direct member offers and packages, enhancing the user experience and access to helpful information for trip planning, and creating an alert section on top navigation for important updates such as powder alerts and upcoming big events.



Website Traffic	% of New Visits
181,896 up 26%	65%
Page Views	Top Origin of Sessions
484,951 up 18%	Canada 85%
Member website referrals	USA 10%
14,239 up 23%	Overseas 5%

FERNIESTOKE

#ferniestoke & ferniestoke.com

The hashtag and accompanying social media aggregator website has now been in place for 2 years. The hashtag (#FerneStoke) has created a social meeting place where people from around the world can share and engage with Fernie content posted by those enjoying our town. Hashtag stickers were distributed throughout town and at events. By working with Tradable Bits that content is aggregated on a central website (www.ferniestoke.com) for all to explore. The functionality of Tradable Bits also allows us to filter themed content, such as skiing or fishing, so we can share with targeted audiences and integrate into our main website. Besides creating a social community around the hashtag it provides us with access to great content to share and amplify. Everyone that posts on social media using our hashtag are Fernie marketers and ambassadors.



Total aggregated posts on ferniestoke.com:
33,706
Total visits to ferniestoke.com and tourismfernief.com/social:
34,699
Number of times someone used the #ferniestoke hashtag in a post on Twitter or Instagram only
17,577+
Total impressions from those posts
23,986,758
Total reach from those posts
4,538,160

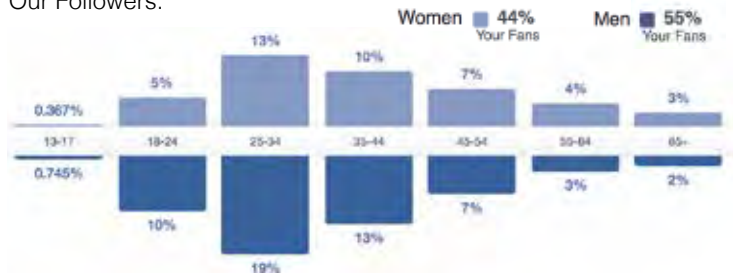
share the stoke

#ferniestoke
ferniestoke.com

FACEBOOK

facebook.com/fernien.canada

Our Followers:



**Fans as of December 31,
2016:**

36,648 up 27%

Posts

795

Organic Impressions

5,253,223

Paid Impressions

1,909,645

Reach

4,035,400

Engaged

186.446

Video Views

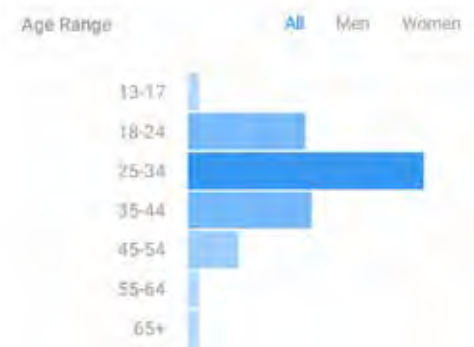
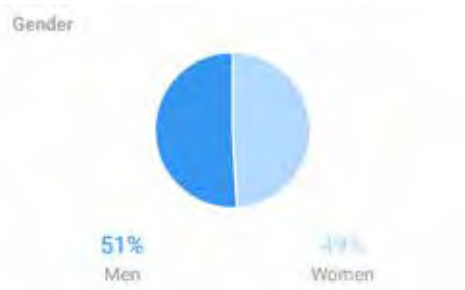
128,185

Facebook LIVE shoot at Wapiti!



INSTAGRAM

Instagram.com/tourismfernie

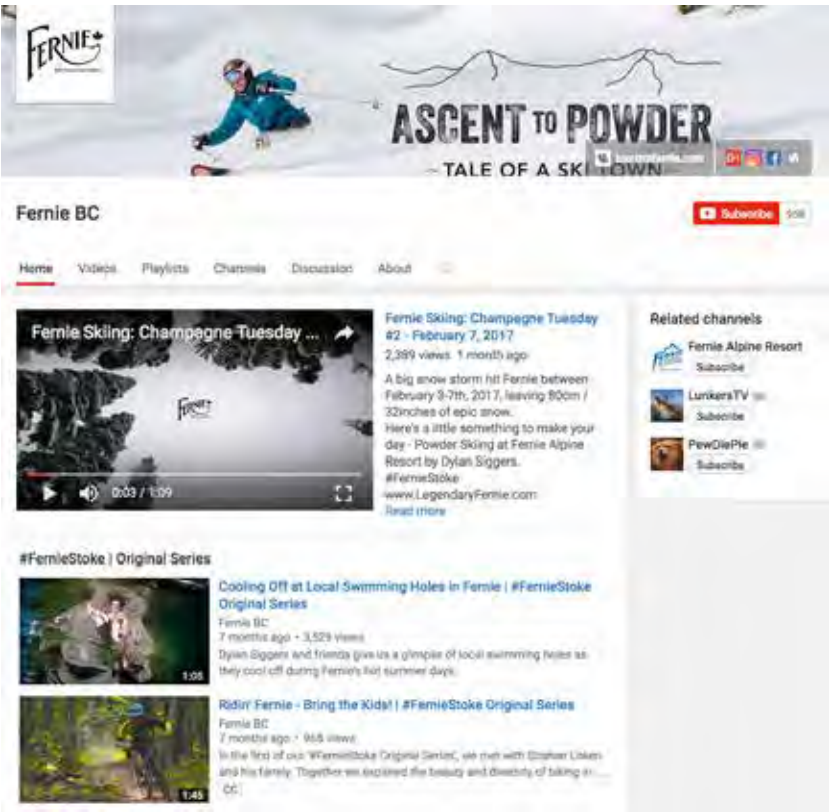


InstaMeet Event on BC Day at Fairy Creek Falls



YOUTUBE

youtube.com/user/tourismfernie



PINTEREST

pinterest.com/ferniebc

A new addition, our Pinterest account promotes Fernie using image galleries in a themed format. Themes include Weddings, Romance, Foodie, Winter, Culture, Hiking, Scenic, Family and more.



TWITTER



Fans as of December 31, 2016:

1,692 up 27%

Tweets

1,080

Impressions

357,615

Likes

1,738

Engagements

8,733

Engagement Rate

2.7%

Video Views

128,185

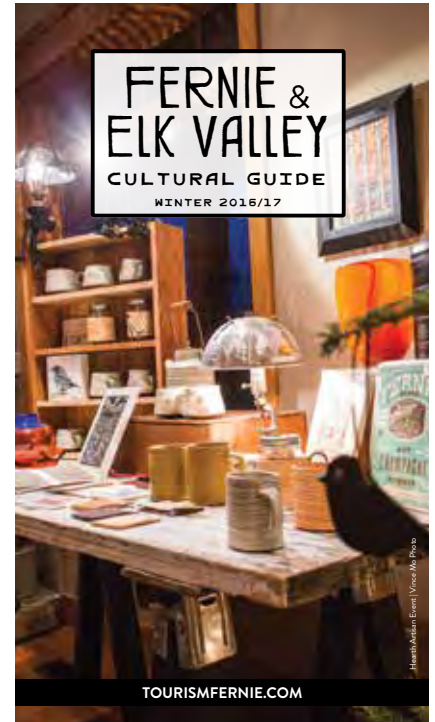


DESTINATION BC COOP MARKETING INITIATIVES

The Coop Marketing Program with Destination BC was new this year and gave an opportunities for 3 or more communities to partner on marketing initiatives and leverage matching funds from Destination BC. Due to their success, all of the below initiatives have been supported for another year by all partners.

Fernie & Elk Valley Cultural Guide

Lead by Tourism Fernie and in partnership with the Fernie Museum, Fernie Arts Council, Fernie Heritage Library, Fernie Chamber of Commerce, Sparwood Chamber of Commerce and the Elkford Chamber of Commerce, the 1st edition was launched summer of 2016. The purpose of the guide, in both print and digital form, was to promote arts, culture and heritage experiences and stories for each season to target audiences. The guides followed Destination BC branding and were designed by Claris Media.



MyKootenays.ca

In partnership with Cranbrook, Kimberley, Fairmont Hot Springs, Invermere, Panorama and Radium Hot Springs, Tourism Fernie lead a digital marketing campaign to attract the zoomer/baby boomer market with a focus on soft adventure, arts, sightseeing, spa, culinary and heritage. The website followed Destination BC branding and was designed by Claris Media.



KootenayDirt.com

Lead by Tourism Fernie and in partnership with Mountain Bike BC, the digital marketing initiative was initially a partnership between Singletrack 6 Race and the 3 communities that hosted the race in summer 2016, Fernie, Cranbrook, Kimberley and Golden. Upon conclusion of the race, more partners joined in to create the Kootenay Dirt Epic 8, now including Revelstoke, Nelson & Kaslo, Rossland and Invermere/Panorama. The website followed Destination BC branding and was designed by Claris Media.



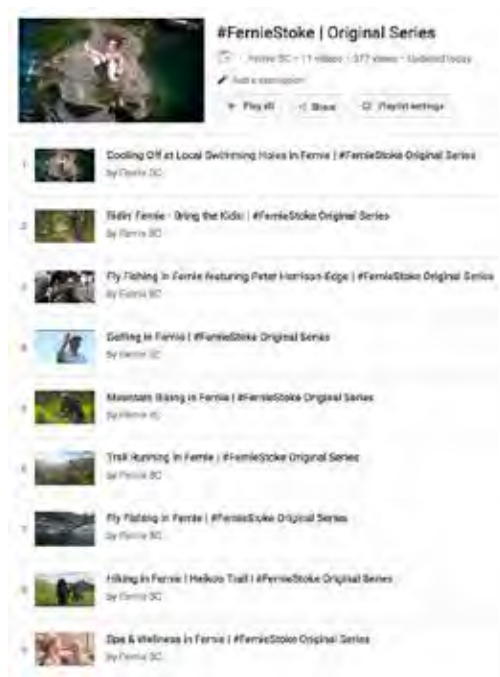
EXPERIENCES BC SECTOR GROUP MARKETING

New this year, Destination BC partnered with provincial product sector organizations in the areas of ski, fish, golf, bike and others. In order to leverage funding and market reach, Tourism Fernie can buy into these BC marketing programs. Over this past year Tourism Fernie and members partnered with the Golf, Nordic, Mountain Bike, Ale and Fish sector groups. Campaigns for the first year of this new program are nearing completion, with results to be available this spring.



VIDEOS

Further work went into creating videos as part of our content marketing strategy, this included exploring the production of ‘storytelling’ short videos. Working with both Nick Nault and Dylan Siggers, local videographers, two video projects were initiated, one focusing on storytelling and the other focusing on short fun millennial-oriented videos. In partnership with members, locals and visitors a total of 11 videos were completed, all non-winter, to be promoted for the 2017 spring/summer/fall seasons, most are already available on our YouTube channel.



IMAGERY

With the continued and evolving importance of quality photography in order to inspire and lure visitors to Fernie, Tourism Fernie consistently invests in professional images for its marketing initiatives. This year some of the investment was in hiring Vince Mo as our Social Media & Staff Photographer, from whom most of our new images were acquired. Further images the past 9 months were purchased from Raven Eye Photography, Kyle Hamilton Photography and Mark Gallup



BLOGS

A Down Day in Historic Downtown
 Breakfast in Fernie – Fueling up for Fernie Adventures
 Drinks to Warm the Soul through Winter
 Dine in with Fondue
 Give the Gift of #FernieStoke
 Winter 2016 in Underway
 Fernie's City Hall – Architectural Heritage
 A Hockey Night in Fernie includes The Pub
 Boom & Bust: Ghost Towns of the Elk Valley
 Immerse in Authentic Fernie Culture
 A Heritage Walking Tour of Fernie
 Instagrams of the Week
 The Ktunaxa Nation: Living Culture, Living Traditions
 Off-Leash Dog Parks in Fernie



EVENT PDFS & POSTERS

Six times a year we produce an 11x17 events poster for local distribution. We also produce an event/program listings PDF every 2 weeks that is sent to local businesses and accommodators. This PDF is essential to promote local events, programs and nightlife as many do not get scheduled or release until the last minute, and thus people in town are unaware of them. Both the poster and PDF helps to inform locals and visitors of what is happening around town that they can be a part of.

EVENTS AND PROGRAMS In Fernie
 September 1 - September 15, 2016
 Updated August 22, 2016

Day	Time	Event
1 THU	6:00 pm	Beauteau Night
2 FRI	8:00 pm	Nightlife: Live Music - Tim Ketchum
2 FRI	9:00 pm	Nightlife: Naturalist - Animal Party
3 SAT	10:00 pm	WAM BAM Dirt Jump Jam
3 SAT	5:00 pm	Nightlife: Riley J + Guests
4 SUN	9:45 am	Tears & Gears Duathlon
4 SUN	12:00 pm	Lions Demolition Derby
4 SUN	6:00 pm	Nightlife: Live Music - Kewick Adams
8-11 THU-SUN	6:00 pm	Chautauqua & Fall Fair (schedule below)
9 FRI	4:30 pm	Project 9 MTB Race
9 FRI	8:00 pm	Nightlife: Live Music - Andy Gordon
9 FRI	9:00 pm	Nightlife: Fanning Man + EMCI
9 FRI	8:00 pm	Nightlife: Live Music - Andy Gordon
10 SAT	6:00 pm	Our Harvest Feast & Fest
10 SAT	9:00 pm	Nightlife: Big Shake - A Night Of Chill With Ewok + Flatpoin
11 SUN	8:00 am	Guided Hike At Island Lake Lodge
11 SUN	5:00 pm	India Film Fernie - Marloni
12 MON	6:00 pm	Little Critter Criterion Ride
15 THU	7:00 pm	Booked! Fernie Writer's Series - Jon Turk

Chautauqua & Fall Fair - Event Schedule

Day	Time	Event
8 THU	6:00 pm	Viva Italia, Viva Fernie!
9 FRI	3:00 pm	Chautauqua Social
9 FRI	7:00 pm	Kootenay Hootenanny
9 FRI	7:00 pm	Puccini's Tosca Opera Film
10 SAT	8:30 am	Pancake Breakfast
10 SAT	10:30 am	Opening Ceremonies
10 SAT	11:00 am	Ktunaxa Cultural Demonstrations
10 SAT	12:00 pm	Live Music: Wild Honey, Hank Raving Sirens, The Girl Creek Boys, and Erin Temple
10 SAT	1:30 pm	Walking Tour - The 1908 Great Fire
10 SAT	3:00 pm	Walking Tour - Rum Running and Whiskey Six
11 SUN	10:00 am	Fall Fair

Featured Winter Events in Fernie

November

- 12 Live Concert: Bel Canto String Quartet | Knox United Church
- 16 Live Concert: Montreal Guitar Trio | The Arts Station
- 17 Paint Night with Randall Young | The Valley Social Co.
- 18 Festival of Trees: Spirits of Christmas Social | Park Place Lodge
- 19 Y's & T's Yoga | The Centre on First
- 19 Fernie Souvenir Gear Swap & Show and Shine | 2 Martine Road
- 19 Family Saturday Lager Holiday | Fernie Heritage Library
- 19 Into the Woods Lantern Festival | The Arts Station
- 19 Burntapple Fernie Ski Film (2 Showings) | Vogue Theatre
- 19 Burntapple After Party featuring The Run | The Northern
- 21 Wildlife Wild Ideas | Infinites
- 24 Taste of Fernie | Community Wide Event
- 25-26 Festival of Trees: Holiday Fair & Photos with Santa | Park Place Lodge
- 25-26 Twilight Holiday Craft Fair | Fernie Community Centre
- 28 Deck The Halls Gallery Opening | The Arts Station

Sugar Plum Festival | Nov 28 - Dec 24
 Community Wide Christmas Celebrations.
 For details: tourismfernie.com/events

December

- 2-3 Opening Day Celebrations | Fernie Alpine Resort
- 3 Festival Of Trees: Date Night | Park Place Lodge
- 4 India Film Fernie: Dheepan | Vogue Theatre
- 4 Festival of Trees: Santa Brunch | Park Place Lodge
- 7 Fernie XC Ski Race | Fernie Nordic Centre
- 7 Live Concert: Indigene | The Arts Station
- 10 International Women's Ski Downhill Day | Fernie Alpine Resort
- 17 Christmas Party | Fernie Heritage Library
- 22 Jan 1 | Girl Kids Holiday Events | Fernie Alpine Resort
- 23-24 Ski With Santa | Fernie Alpine Resort
- 25 Cinq Restaurant Christmas Dinner | L'Esprit Creek Lodge
- 31 New Year's Eve Party & Family Fun Event | Fernie Alpine Resort
- 31 New Year's Eve Party in Fernie | Multiple Locations

January

- 1 Toon XC Ski Race | Fernie Nordic Centre
- 10-12 JEEP Junior Frenski Regional Competition | Fernie Alpine Resort
- 11-12 Nordic Winter Fest & Winter Weather | Fernie Nordic Centre
- 18 Fort Fernie Day | Fernie Heritage Library
- 17-19 Girl Kids Family Events | Fernie Alpine Resort
- 24-25 Fernie Mountain Film Festival | Fernie Community Centre

February

- 1 Toon XC Ski Race | Fernie Nordic Centre
- 3-5 40th Girl Days Winter Festival | Community wide
- 3-5 Western Ski Cross | Fernie Alpine Resort
- 5 Raging Elk Dummy Downhill | Fernie Alpine Resort
- 10 Booked! Fernie Writer's Series: Cardiac Address | Fernie Heritage Library
- 11 Girl Kids Winter Carnival | Fernie Alpine Resort

March

- 1 Toon XC Ski Race | Fernie Nordic Centre
- 3-5 40th Girl Days Winter Festival | Community wide
- 3-5 Western Ski Cross | Fernie Alpine Resort
- 5 Raging Elk Dummy Downhill | Fernie Alpine Resort
- 10 Booked! Fernie Writer's Series: Cardiac Address | Fernie Heritage Library
- 11 Girl Kids Winter Carnival | Fernie Alpine Resort

For detailed information visit
www.tourismfernie.com

Fernie Ghostriders Hockey Games
 7:30 pm | Fernie Memorial Arena
 November 12, 19 & 26th
 December 2, 9, 17 & 29th
 January 7, 14, 20 & 26th
 February 4, 10, 11, 17, 19th

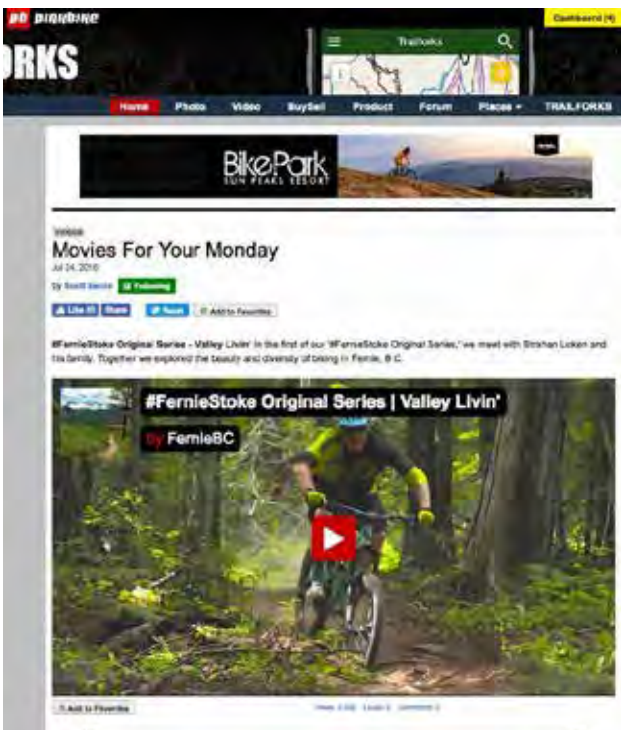
TRAVEL PLANNER & TRAIL MAPS

Tourism Fernie continued the promotion and distribution of the existing summer and winter Travel Planners this year, as well as the existing summer and winter trail maps. As part of our strategic plan, Tourism Fernie is attending less consumer shows and investing more marketing dollars into content and digital marketing.



MEDIA COVERAGE

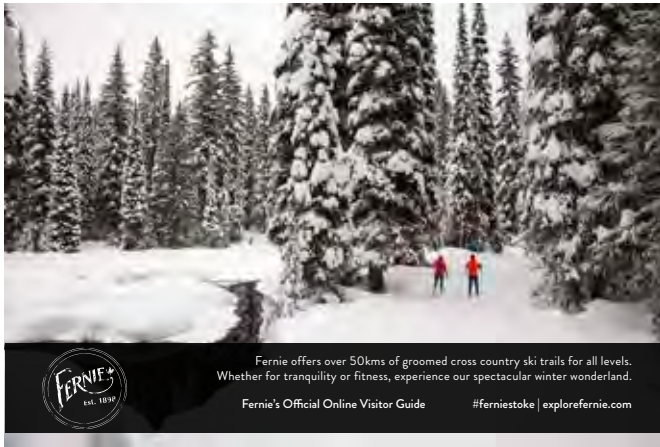
Fernie Wins!



ADVERTISING & PROMOTIONS

PRINT

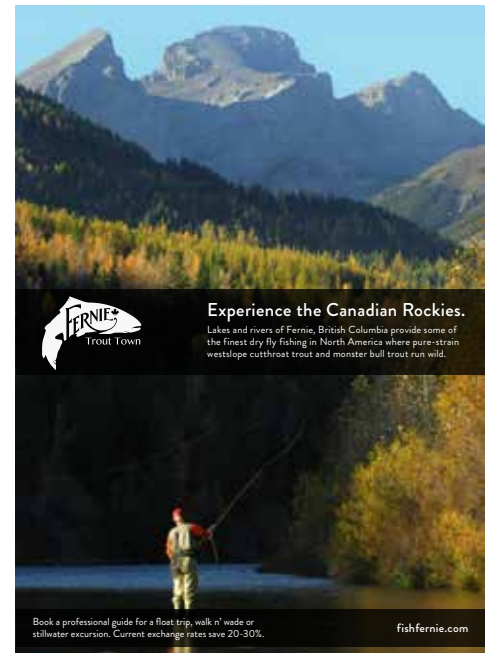
Kootenay Mountain Culture Magazine



Kootenay Rockies Touring & Exploring Magazine



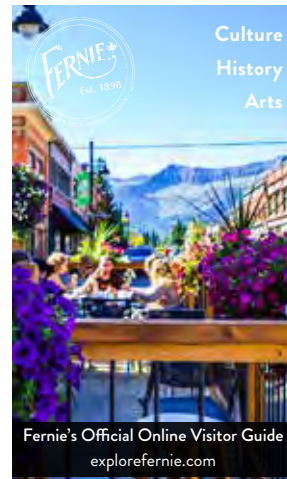
NW & American Fly Fishing Magazine



Mountain Bike Action Magazine



WHERE Canadian Rockies Magazine



Ski Canada Magazine (RCR Coop Ad)



Kootenay Rockies Circle Tours Map



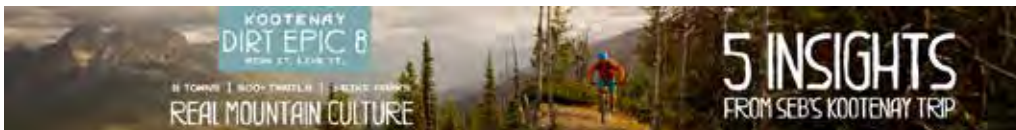
Mountain Life Magazine (RCR Coop Ad)



WHERE Canadian Rockies Magazine




DIGITAL





Fly fishing in Fernie, BC
AD by Fernie BC
 Pristine freestone rivers
 Fernie Trout Town

Cross-Country Skiing in Fernie
 5 areas & over 50km of trails
www.tourismfernie.com/activities
 Groomed and track set trails from
 beginner to competitive in the
 Rockies.



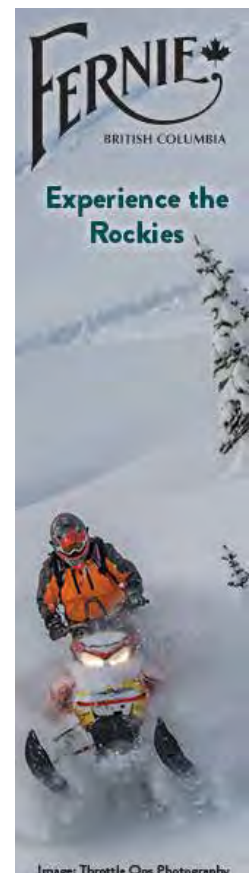
Ascent To Powder: Tale of ...
AD by Fernie BC
 New Ski Film Oct 13th
 Epic powder in Fernie, BC


Official Tourism Website
 Fernie, British Columbia.
 Fish - Bike - Golf - Hike - Raft
tourismfernie.com/




#FernieStoke - Coolin' off
AD by Fernie BC
 Stay cool this summer
 Fernie, British Columbia, Canada

Singletrack 6 MTB Race
 Fernie-Cranbrook-Kimberley-Golden.
 July 23-28th. Race the Kootenays
www.kootenaydirt.com






Wedding Vendors




Chachamarra Letterpress

Custom printing & design
for your wedding
at chachamarra.com




Live Media

"Optimal lighting design"
Professional live
broadcast




Nick Neuh

Photography & videography
for your wedding
at nickneuh.com




The Green Pearl

Floral design & decor
for your wedding
at thegreenpearl.com




Say YES!

The Top 5 local event
planners in the
SF Bay Area
sayyes.com




Mountain High Shoutin'

Photography & videography
for your wedding
at mountainhighshoutin.com




Renee Ely Photography

Photography & videography
for your wedding
at reneeely.com



Kyle Hamilton Photography

Wedding
photography & videography
at kylehamiltonphotography.com



CP Catering

Event catering services
206.634.9001
cpjazz.com

TORONTO SKI SHOW

Tourism Fernie and Fernie Alpine Resort partnered on a double booth space at the Toronto Ski & Snowboard Show in October. This is the biggest ski show in Canada with over 140 ski areas represented and an attendance of over 30,000 people. The show also was the official launch of our **Ascent To Powder** film in partnership with Ski TV.



S Media was live!
October 18, 2016 - 11:11
Fernie Alpine Resort will be premiering their film, "Ascent To Powder-Tale Of A Ski Town" at the Toronto Snow Show tonight! Click here to tune in to our live feed: <http://snowsportsculture.com/toronto-snow-show/>



PROMOTING CULTURAL TOURISM

Tourism Fernie and the Fernie Museum partnered on a marketing campaign to promote cultural tourism and the September Chautauqua & Fall Fair Festival. The campaign included TV commercials on CTV in southern Alberta and a digital campaign.



CHAUTAUQUA & FALL FAIR

SEPTEMBER 8 - 11, 2016

FERNIE FALL FAIR

A RE-INVENTION OF THE TRADITIONAL FALL FAIR THAT IS AS UNIQUE AS OUR COMMUNITY, COMPLETE WITH BLUE RIBBON CONTESTS, HERITAGE CRAFTS, HOME SKILL DEMONSTRATIONS AND A BACKYARD LIVESTOCK EXHIBIT.

FARM-TO-TABLE GOODNESS

CELEBRATE THE HARVEST AS LOCAL CHEFS AND FOOD VENDORS BRING THE BEST OF LOCAL PRODUCE TO THEIR TABLES.

OUR SPECIAL GUESTS

FROM FERNIE'S EARLIEST IMMIGRANTS TO THE COAL MINERS WHO ARE STILL THE BACKBONE OF OUR COMMUNITY, OUR SPECIAL GUESTS EACH HAVE STORIES ABOUT FERNIE PAST AND PRESENT.

THE COAL CREEK BOYS

WILD HONEY

LYNNE BOWEN

KOOTENAY STRINGBENDERS

HARK RAVING SIRENS

ERIN TEEPLE

FACE TIME WITH LOCAL ARTISTS

FERNIE HAS A WEALTH OF TALENTED WORKING ARTISTS. EXPLORE 10 GALLERIES AND STUDIOS AND CONNECT WITH ARTISTS WORKING A VARIETY OF MEDIA.

LIVING HISTORY, LIVING TRADITIONS

EXPLORE 10 HERITAGE BUILDINGS WITH KNOWLEDGEABLE COSTUMED GUIDES. EXPERIENCE THE KUTUNAXA'S LIVING TRADITIONS AND CULTURE. TRY YOUR HAND AT HERITAGE TRADES AND CRAFTS.

FESTIVAL GUIDE

WWW.FERNIECHAUTAUQUA.COM

CONTESTS

Contests are held a few times a year for the purpose of building email databases, generating media coverage, promoting participating members and engaging online fans and conversations.

Ascent to Powder Epic Ski Trip Contest

Valued at \$2,250

5,138 entries

Contest Partners & Contributions

- 4 Nights at Slopeside Lodge
- Two 2-Day Lift Tickets at Fernie Alpine Resort
- Day of Catskiing for Two with FWA
- Snowcat Ride & Lunch at Island Lake Lodge

\$100 Gift Certificate towards Local Member Business by Tourism Fernie

Summer Adventure Vacation Contest

Valued at \$800

417 entries

Contest Partners & Contributions

- 2 Nights at Red Tree Lodge
- Guided Mountain Bike Ride for Two by Fernie Bike Guides
- Two Passes to the Aerial Park at Fernie Alpine Resort
- \$100 Gift Certificate towards Local Member Business by Tourism Fernie
- Copy of the Fernie Mountain Bike Guide Book & Fernie Trail Map

Fernie Mountain Bike Getaway Contest

Valued at \$950

285 entries

Contest Partners & Contributions

- 2 Nights at Timberline Lodges
- Two Mountain Bike Rentals from GearHub
- Two Passes to the Bike Park at Fernie Alpine Resort
- \$100 Gift Certificate towards Local Member Business by Tourism Fernie
- Copy of the Fernie Mountain Bike Guide Book & Fernie Trail Map
- Two Neck Buffs from The Guide's Hut

Win an Entry to Singletrack 6 Race Contest

Valued at \$1,499

244 entries

Contest Partners & Contributions

- Single Entry from Transrockies/Singletrack 6
- Copy of the Fernie Mountain Bike Guide Book & Fernie Trail Map

CONSUMER E-NEWSLETTERS

Email database
9,103 up 20%
E-Newsletters Sent
8

Average Open Rate
20%
Average Click Rate
11%



Value of Tourism in Fernie Study

Tourism Fernie, in partnership with Destination BC (DBC), the crown corporation responsible for marketing the Province of British Columbia as a tourist destination, has been conducting a Value of Tourism in Fernie Study this past year.

Having an understanding of tourism's economic contribution to a community is central to developing an informed tourism planning approach, strengthening the support of community stakeholders and local government, and encouraging an appreciation of tourism's economic development potential.

Using Destination BC's Value of Tourism Model along with additional industry data, Tourism Fernie worked with local accommodators, businesses and agencies to gather key metrics.

The final full report will be released spring of 2017. Here are some of the initial findings:

"Tourism is essential to the growth and sustainability of Fernie. Sharing our wonderful valley brings extra money in to provide jobs, more activities and amenities, better trail networks, more restaurants to choose from and so much more, making Fernie not just a wonderful holiday destination, but an awesome place for those of us lucky enough to live here!"

Local business response submitted as part of Tourism Fernie Value of Tourism Survey.



Number of **annual** visitors

307,000

% of **leisure** visitors from

AB 49%

BC 16%

Other Canada 15%

Overseas 12%

USA 8%

Average **length** of stay for **overnight** visitors

3.4 nights

Did you know?

2nd Home Owners are a key segment of Fernie's tourism economy and represent **30%** of all residential properties in town and almost **50%** in surrounding Fernie, including the resort

Fernie's **2% Hotel Tax & RMI Funding** has contributed **\$6 million** towards tourism marketing, programs and infrastructure since 2007

93% of Fernie **businesses** surveyed in the Fernie Chamber of Commerce's BRE Report indicated that **tourism** was the economic driver with the greatest growth potential.

Fernie's Brand

Small town charm. Big mountain adventure.

Cool, small-town charm: Fernie's funky main street with its turn-of-the-century brick buildings framed by postcard-perfect mountains provides this rugged and unpolished little town with a unique charm.

Mountain culture

From the pick-up trucks and mountain bikes that travel its streets, to the ski bums and guide shops that line them, Fernie's distinct mountain culture is evident at almost every turn.

Stunning scenery

Fernie is a magnificent outdoor setting from which to experience the beauty and majesty of the Canadian Rocky Mountains.

Authentic and real

Fernie is a casual, comfortable, and laid-back place where a local community still thrives. A community first, destination second, Fernie is not a packaged experience for the mass-market tourist.

Adventurous and outdoorsy

Fernie is a place where adventure-seekers, mountain enthusiasts and outdoor lovers of all kinds come to experience the stunning natural surroundings and range of fresh-air activities.

Down-to-earth

Fernie's residents are humble, honest, natural and welcoming, with a resiliency that stems from their hard-working roots.

Enduring history

Fernie has a rich history that is alive and thriving to this day.

Community-minded

Fernie's people work together for the betterment of their town, its residents and its visitors. They take pride in their community and welcome visitors who share their values.

Corporate Office

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542b - 2nd Avenue
Fernie, BC V0B 1M0
250-423-2037
info@tourismfernie.com

