



Coop Marketing with Tourism Fernie A Pilot Project

In efforts to leverage and maximize marketing dollars and initiatives Tourism Fernie has allocated a portion of its marketing budget to partner with its members, on member-driven initiatives that focus on marketing Fernie as a 'destination'.

Initiatives must target audiences that are at least a two hour drive away from Fernie and be inline with the target markets and audiences detailed within Tourism Fernie's Strategic Plan (see reverse).

WHAT IS IT ?

An application-based program that provides co-operative funding support for mutually beneficial marketing tactics/campaigns. These initiatives are above and beyond annual membership fees.

This is a new Tourism Fernie initiative that is being piloted over the next year.

AVAILABLE FUNDING:

Tourism Fernie has approximately \$60,000 available in 2017 for co-op marketing. Applicants are eligible to partner with Tourism Fernie for up to 50% of the approved marketing initiative.

Proposal budget must be at least \$4,000, of which Tourism Fernie would coop up to 50% (\$2,000), a 15% admin fee may apply. Due to limited funds, some applications may not be approved.

TYPES OF ELIGIBLE INITIATIVES:

- Digital Marketing Campaigns
- Assest Development (Photography, Videography, Storytelling, micro-sites, etc)
- Media relations initiatives
- Influencer/Social Media campaigns
- Print and online collateral such as maps an direct mail campaigns.
- Select consumer and sales shows
- Select traditional advertising campaigns
- Event marketing
- Others based on initial review

WHO CAN APPLY & WHEN?

Members of Tourism Fernie can apply. Multi-member applications are also encouraged that focus on promoting a specific experience or sector.

Application Deadlines:

- Spring/Summer initiatives are due April 30th.
- Fall/winter initiatives* are due July 31st.

PROPOSAL REQUIREMENTS:

- Contact us for input, details and form first. Application form requires:
- Member business/organization(s)
- Lead contact person and contact details
- Name, description & objectives of campaign
- Adhering to Tourism Fernie brand guidelines
- List and details of the eligible activity(ies)
- Description of target market(s)
- Budget details

INITIATIVE APPROVAL & MGNT:

All applications will be reviewed and responded to/ approved within 30 days.

Tourism Fernie staff will co-manage and co-execute the project with the applicant.

* All initiatives must be completed no later than December 15th.

Applicants are required to submit a report on results and outcomes no later than Dec 20th.

COOP PROGRAM CONTACTS

Executive Officer: Jikke Gyorki
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Project Coordinator: Christine Grimble
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Tourism Fernie Strategic Plan Objectives, Strategies, Target Markets

TOURISM FERNIE MISSION

Increase visitation and revenue for stakeholders through tourism marketing

TOURISM FERNIE MARKETING GOALS

- Continue to shift to content and storytelling marketing.
- Collaborate with members & stakeholders to create and market innovative initiatives.
- Enhance use of research and metrics.

PRIMARY STRATEGIES

- Content Marketing
- Collaborative Marketing & Promotions
- Digital & Social Media Marketing
- Media & Influencer Initiatives
- Lead Generation
- Visitor Research

CAPTIVATE:

Attract – Engage - Create emotional urgency to visit

ADVOCATE:

Amplify traveler advocacy to share their experiences

GENERATE:

Generate leads for businesses

TARGET MARKETS

The target markets below are expected to provide the best ROI and be inline with Destination BC's target markets.

Primary Traveller Profiles (EQ):

- Free Spirit Travellers
- Authentic Experiencer Travellers
- Rejuvenators/No Hassle Travellers
- Gentle Explorer Travellers

Primary Geographic Markets:

- Canadian: AB, SK, BC, ON
- USA: WA, ID, MT, CA
- Overseas: UK, AUS, GER

Primary Lifecycle Targets:

- Bachelor Stage – Young, living on own
- Couples – young & older, no kids
- Families with kids over 6
- Retired/semi-retired

Experience-based:

- Ski - Nordic - Sled - Snowshoe - Fish Bike - Hike - Raft/River - Golf - Run Camp/RV - Nature Viewing - Climb
- Wellness - Culture - Heritage - Arts Events - Attractions

BRAND POSITIONING

Our brand voice will communicate a variety of messages that will change dependent on the market segment we are speaking to. In all instances however, the following key messages should be central to the communication:

Cool, small-town charm: Fernie's funky, historic main street framed by post card-perfect mountains, a rugged and unpolished little town with unique charm.

Mountain culture: Fernie's distinct mountain culture is evident at almost every turn.

Stunning scenery: Completely surrounded by the majestic Canadian Rocky Mountains.

Authentic and real: A casual, comfortable, and laid-back place where community still thrives.

Adventurous and outdoorsy: A place where adventure seekers, mountain enthusiasts, and recreationalists of all kinds come for the stunning surroundings and range of outdoor activities.

Down-to-earth: Fernie's people are humble, honest and welcoming with a resiliency that stems from hard-working roots.

Enduring history: A rich history that is thriving to this day.

Euphoric: An escape from the hurried pace of every day life. Fernie provides euphoric experiences true to its nature.