



2015-2016

Annual Report



TourismFernie.com



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

Fernihstoke.com

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

Tourism Fernie Society

The following report highlights activities of Tourism Fernie over the 2015-2016 fiscal year (April 1 - March 31). The main reporting areas include Membership, Financials and Marketing. Prepared by Jikke Gyorki, Executive Officer.

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Message from the Chair

Welcome to the 9th Annual General Meeting of Tourism Fernie.

It has been my honour and privilege to serve as a Director of Tourism Fernie for a total of six years since the organization's inception. I have seen this organization mature, grow and succeed. I would like to thank Directors and Committee members, both past and present, for your leadership, guidance and perseverance, and most importantly, your time. Your tireless energy and countless volunteer hours are an inspiration to all.

Special thanks and appreciation must go to the staff of Tourism Fernie. Under Jikke's steady hand, our organization has seen growth in our membership base and funding sources and we have become the model that other DMO's envy and aspire to. The dedicated and talented supporting cast of Rebecca and Nancy rounded out the team this past year and we now welcome a new face in Vince. Please join me in recognizing the efforts of our small office that makes big things happen.

With some reflection back to the beginnings of Tourism Fernie nine years ago, and looking forward to the future, a few words immediately came to mind.

Plan. Adapt & Evolve. Collaborate. Lead. Innovate. Celebrate.

Plan. Plan the work and work the plan. Cliché perhaps, but a must in today's ever changing world of business. Tourism Fernie continues to undertake annual Strategic Planning sessions to revisit our focus and shape the future of the organization. Our Vision, Mission and Guiding Principles will continue to be the beacons that lead us forward.

Adapt & Evolve. As important as planning is, we must also be prepared to adapt and change to the fast pace of our world. Change is inevitable and we must be resilient as a town, a community and an organization. Weather patterns, global market conditions and other influencing factors will need to be met head on. Our organization has matured greatly over the years and will continue to do so under the direction, guidance and cooperation of people passionate about our destination.

Collaborate. This is a key to success in any organization. The Value of Tourism Study, currently being conducted in cooperation with Destination BC, is an example of how we are working together with other organizations to achieve common goals. A Master Tourism Plan for our community is vital, and steps are being taken between Tourism Fernie, the Fernie Chamber of Commerce and the City of Fernie to bring this to reality. We rely on members and our community getting involved and staying active and engaged.

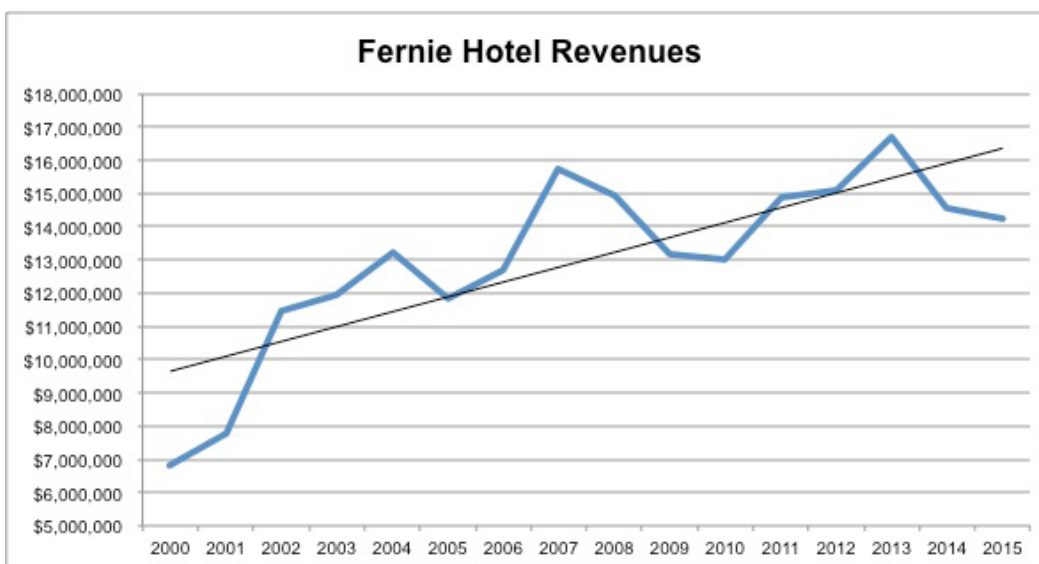
Lead. Think outside the box and take some chances. Tourism Fernie will continue to take a leadership role in the tourism community. Over \$5 million has been spent to date marketing our destination for all seasons to the world. Together we can do great things.

Innovate. A cutting edge idea today quickly becomes the norm tomorrow. We have to be nimble in everything we do to stay ahead of the competition. Fernie provides an authentic experience no matter the season, and we will continue to build on this message and deliver it using modern technology.

Celebrate. Celebrate where we have come from and where we are going. Share your enthusiasm for this amazing community – it's infectious!

I encourage everyone to embrace tourism and its importance in our community. Another busy year lies ahead for Tourism Fernie and I am excited to see what the future has to bring for this amazing place we all get to call home!

Shelley L'Estrange



Since 2007 accommodation revenues trend line shows growth of 25%. Since 2000 it has been 74%.

Operational & Marketing Highlights

↑	8%	Total Revenues
↑	6%	MRDT 2% Hotel Tax
↑	4%	Membership Revenues
↓	6%	Total Expenses
↓	6%	TF Central Reservations
↑	34%	Website Visitation
↑	288%	Referrals to Member Websites
↑	155%	Video Views
↑	25%	Facebook Fans
↑	252%	Instagram Followers
↑	73%	Twitter Followers
	96%	Fernie's Net Promoter Score
		% of visitors surveyed that rated Fernie a 9 or 10, on a scale of 0-10 where 10 = Extremely Likely, for the question: How likely are you to recommend Fernie as a travel destination to your friends and colleagues?

The 2015-2016 fiscal year was a very busy one at Tourism Fernie with much change, reflection and evolution. The new fiscal started April 1, 2015, the tail end of a challenging winter season that impacted us all, leading into a spring and summer season that everyone was optimistic for.

Spring, summer and fall are Fernie's growing seasons with a growth trend of 66% since 2007. The winter season is still Fernie's biggest tourist season however it has been impacted by factors such as the global economic recession, weather, oil prices, aging population and the competitive ski industry. Since 2007 winter accommodation revenues have seen a decline trend of 11%. These numbers are very important and should be acknowledged along side the fact that winter (5 months covering Dec-April) is 32% higher than spring, summer and fall (7 months covering May-Nov). Another key factor to acknowledge is the portion of Fernie accommodation revenues attributed to leisure tourism versus corporate travel. This is currently unclear on a community level, however the Value of Tourism Study to be completed by summer 2016 will help address this. These numbers and other metrics do confirm that winter is a high tourist spending season for Fernie that must be maintained while spring, summer and fall are high growth and opportunity seasons to continue to heavily promote.

The evolution of marketing and consumer trends have also impacted and directed the strategies at Tourism Fernie. The trend from traditional marketing into digital and content marketing, the rebranding and change of marketing programs at Destination BC and the ever more competitive marketplace have all transformed Tourism Fernie. For instance, this year marked the final year of Tourism Fernie Central Reservations. Given the options consumers have to book a vacation, the needs of consumers and the accommodation sector, and Tourism Fernie's abilities and role in that transactional process, it was evident that this wasn't as effective anymore. Another evolution this year was becoming more inline with Destination BC's branding and marketing strategies as evident with current strategies, Travel Planner design and transition of ad design.

Operationally, Tourism Fernie had a core staff of three this year, Rebecca, Nancy and myself. There was never a dull moment and always more exciting initiatives to get underway. Rebecca was essential in administration, membership services and events, coordinating media familiarization tours and consumer shows, updating the website, writing great content and more. Nancy managed our social media channels while taking us to the next level. She was also instrumental as our graphic designer as we changed our look and feel.

At the end of January we had to say a temporary farewell to Nancy as she went on maternity leave. In the transition Tory Nixon assisted with Social Media until Vince Mo came on board in May.

One sad event that recently transpired just before the 2016 AGM was receiving Rebecca's resignation. Family priorities are requiring her to return to Scotland for a while. Rebecca has been with Tourism Fernie for 4 years and has been an essential part of the team and organization. She will be missed.

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. 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, Administrative & Marketing Coordinator and a Social Media & Content Coordinator who work from an office on 2nd Ave in Historic Downtown Fernie.

Tourism Fernie is governed by a Board of 11 Directors who represent the local and area tourism industry. The Strategic Plan is developed annually beginning in September covering the fiscal period of April 1st to March 31st.

Vision, Mission, Guiding Principles, Strategic Goals & Objectives (updated January 2016)

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 2015-2016



Tourism Fernie Directors & Designated Representatives

Accommodation < 30 rooms

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

Accommodation > 30 rooms w/ rental mgnt

Michael Delich
Fernie Lodging Company

Accommodation > 30 rooms solely owned

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

Accommodation at Large

Jeremiah Pauw – **Treasurer**
Super 8 Fernie

Food & Beverage, Retail

Erin Summers
Giv'er Shirt Works

Professional Services:

Kyle Hamilton – **Secretary**
Kyle Hamilton Photography

Attractions, Activities, Transportation

Christy Sutherland
Nonstop Adventures

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 – Co-Chair
Mike McPhee – Co-Chair
Shelley L'Estrange
Tom Rosner
Christy Sutherland
Lance Edwards
Scott Gilmet (Park Place Lodge)
Caitlin Bates (Fernie Lodging Co.)
Michael Hephner (Clawhammer)
Laura Oleksow (Spa 901)

Membership

Erin Summers – Chair
Kyle Hamilton
Claude Perreault (Bridge Bistro)
Rebecca Hall
Jikke Gyorki

Central Reservations

Shelley L'Estrange – Chair
Jeremiah Pauw
Derick Berry (Fernie Central Reservations)
Scott Gilmet
Jon Ward (Red Tree Lodge)
Caitlin Bates

Governance/Ethics

Kyle Hamilton – Chair
Shelley L'Estrange
Mike McPhee
Jeremiah Pauw

Finance

Jeremiah Pauw – Chair
Shelley L'Estrange
Mike McPhee
Kyle Hamilton
Jikke Gyorki

Staff

Executive Officer

Jikke Gyorki

Administration & Marketing Coordinator

Rebecca Hall

Social Media & Content Coordinator

Nancy Gillis

Membership Summary

For the year, Tourism Fernie membership stood at 119, a total of thirteen more than the year prior and including 17 brand new members. Membership revenues totalled \$225,643, compared to \$220,617 in the year prior.

10 member e-newsletters were sent to over 200 members and stakeholder recipients. Content focuses on media highlights & updates, MRDT & metrics, marketing education, member events, member profiles, general industry news, tools & resources.

The Membership Committee met 5 times. Agenda items included strategic planning, member events & initiatives, member category allocations & fee reviews.

The response to the detailed bi-weekly 'Events & Things to do' flyer, initially sent as a response to challenging weather conditions in the 2014-2015 winter, was so strong that it was made a regular product. The piece has now been streamlined to include a comprehensive up-to-date events calendar and weekly programs, and is sent around the 1st & 15th of each month.

Tourism Fernie was pleased to support the Chamber Awards once again with the Community Tourism Achievement Award. The award recipient was selected via an independent voting & adjudication process, and presented to Spa 901.

A variety of events were organized by the staff and Membership Committee in effort to provide avenues for members to network, learn more about Tourism Fernie and become more educated in tourism, sales and marketing. These included:

Tourism Fernie Annual General Meeting & Speaker Networking Event - June 2015

The AGM was held at the Fernie Curling Club and attracted 57 members & community stakeholders. Board of Director Chair, Derick Berry, led the meeting along with Executive Officer Jikke Gyorki whom also presented the Annual Report, Strategic Plan, and a Marketing Update. We were pleased to welcome Jonathan Heerema & Karen Tocher from Expedia Market Management Team to present on 'The Power of Partnership'.

Instagram Workshop – June 2016

As part of an Influencer Media Tour in partnership with RCR and Toque & Canoe that included travel photographers and Instagramers Jeff Bartlett, Taylor Burk and Callum Snape, an Instagram Workshop was held at Lizard Creek Lodge for Tourism Fernie members led by Jeff Bartlett.

Tourism Information Video – Summer 2015

Following the success of the Winter Tourism Info Video, Nick Nault and Sage McBride were contracted again to follow up with a summer version, with the primary purpose of promoting the variety of summer activities and informing frontline staff and seasonal visitors of all the recreational opportunities in Fernie, both for their own benefit and of their guests. Both videos have been very popular and have been incorporated into consumer marketing and the Chamber of Commerce's Ambassador Program.

TIABC Guest Speaker – October 2016

Walt Judas, CEO of the Tourism Industry Association of BC (TIABC) visited Fernie to speak and listen to Tourism Fernie members and stakeholders. TIABC advocates for the interests of British Columbia's \$14 billion+ visitor economy. As a not-for-profit trade association, TIABC works collaboratively with its members to ensure the best working environment for a competitive tourism industry.

Wedding Planner Familiarization Tour – January 2016

Tourism Fernie welcomed 5 of Alberta's top wedding planners to Fernie in January for a two-night fam visit and tour. While most destination weddings are in summer, this gave the wedding planners time to visit when they were not so busy, and also see the potential for winter weddings. Thanks to overwhelming member support, the group received beautiful welcome packages and visited all of Fernie's incredible wedding venues on transportation from Mountain High Shuttle. They also experienced accommodations at Best Western PLUS Fernie Mountain Lodge and Lizard Creek Lodge, and enjoyed a welcome reception at Rusty Edge, cocktail reception & dinner at Elk View Lodge, lunch at Max Restaurant, and a snowcat ride & lunch at Island Lake Lodge.

Tourism Fernie Open House – March 2016

A member-networking event held at Park Place Lodge. Jikke Gyorki provided an update on Marketing Initiatives and we welcomed guest speakers Jennifer MacIntyre from Destination British Columbia's Remarkable Experiences Program and Trevor Juergens from Destination Think, with an update on the pilot program and plans for the year ahead. 39 people attended, enjoying appies & drinks and a chance to network and review our successful winter season.

Tourism Fernie would like to welcome new/ returning members for 2016-2017:

Ascent Helicopters
Fernie Hotel & Pub

2015-2016 Membership List

Resorts of the Canadian Rockies Inc Fernie Alpine Resort

Winter & Summer Operations
F&B outlets
Retail outlets
Slopeside Lodge

Accommodation – Less Than 30 Rooms (5)

Alpine Lodge
Canadian Powder Tours
Elk View Lodge
Island Lake Lodge
Snow Valley Motel & RV Park

'Members' continued on next page

Accommodation – More Than 30 Rooms Solely Owned (5)

Best Western PLUS Fernie Mountain Lodge
Park Place Lodge
Red Tree Lodge
Super 8 Fernie
Travelodge Three Sisters (Now Canada's Best Value Inn)

Accommodation – More than 30 Rooms with Rental Management

Fernie Central Reservations
- 901 Fernie
Lizard Creek Lodge
- Lizard Creek Condominiums
Park Vacation Management
- Cornerstone Lodge
- Griz Inn
Fernie Lodging Company
- Snow Creek Lodge & Cabins
- Timberline Lodges
- Private Chalets, Lodges & Resort Homes
Stanford Hotels & Resort
- Stanford Condominiums

Food & Beverage, Retail (36)

Beanpod
Big Bang Bagels
Bridge Bistro
Clawhammer Letterpress
Cold Beer & Wine Store at Park Place Lodge
Crumbs Cakery
Elevation Showcase
Eye of the Needle Fernie Forge Studio & Gallery
Fernie Arts Co-op
Fernie Brewing Company
Gearhub
Ghostrider Motorsports
Ghostrider Trading Co. Ltd.
Giv'Er Shirt Works
Healing Hollow
Infinitea T-Bar & Boutique
Island Lake Lodge Restaurant
Isosceles Business Solutions
Kodiak Lounge
Le Grand Fromage
Lizard Creek Lodge Restaurant & Lounge
Loaf Bakery & Restaurant
Lunchbox
Max Restaurant at Park Place Lodge
Mugshots
Nevados Restaurant
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
Yamagoya

Professional Services (30)

No. 3 Boutique & Salon
Alpine Trails Mountain Community
Claris Media
College of the Rockies
CP Catering

Enchanted Esthetics
Essential Yoga Studio
Fernie Free Press
Fernie Real Estate Co.
Gallup Photography
Heather Ivany Yoga
Island Lake Lodge Spa
Jenna Woods - Fernie Real Estate
Jenny Kamo Photography
King Fir Spa
Kyle Hamilton Photography
Lilac Media
Lizard Creek Lodge Spa
Lorelee Thomas - Fernie Real Estate
Magical Transformations
Marilyn Brock
Matt Kuhn Photography
Nick Nault Photography
Raven Eye Photography
SnowPro Rentals
Soar Cycle Studio
Spa 901
The Castle on First
Three Sisters Day Spa
Western Financial Insurance

Attractions, Activities, Transportation (17)

Bull River Adventures
Canyon Raft Company
Elk River Guiding
Elk Valley Snow Shepherds
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
Resort Tours
Weir Boondocking
WillowD Enterprises - The Shuttle, Practicar & Rent-A-Wreck

Associate Members (non-voting) (19)

B4B Sieders Business Consultancy
Fernie B&B Association
Fernie Chamber of Commerce
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
Tears & Gears
Transrockies / Singletrack 6
Untold Adventures
Vickery Hill
Wapiti Music Festival
WildsafeBC
Wildsight (Wild Nature Tours)

Partners

City of Fernie Leisure Services

Financial Summary

Tourism Fernie has now completed 9 years of operations and over that time has spent over \$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.

For the fiscal year ending March 31, 2016 Tourism Fernie spent within 6% of its budget of \$660,632. Some marketing initiatives have carried over into the new fiscal and are reflected within the 2016-2017 budget surplus revenues. Revenues for the 2015-2016 fiscal were 8% up over budgeted as a result of the higher MRDT and membership revenues. Due to the potential prolonging affects of the poor snow season in 2014-2015 Tourism Fernie had budgeted conservatively for the MRDT and membership revenues. As a result of the increased revenues and lower expenses Tourism Fernie did not use up any of its surplus funds as budgeted.

Charts on the following pages further highlight Tourism Fernie's financials.

The budget for 2016-2017 is different than in past. The multi-year membership and marketing agreement with Resorts of the Canadian Rockies Inc. (RCR) expired March 31st, 2016. Over the past two years the Tourism Fernie Board, RCR, Committees and staff undertook a process to evaluate, review and plan. A new one-year membership agreement was confirmed for 2016-2017. Another change in the new budget relates to winter shuttles. At the time of this report the contracts for winter shuttles (Local & YYC) next season have not yet been finalized and have not been included within the budget.

Another change is how Tourism Fernie calculates the administration budget. To be more inline with MRDT and Destination BC planning and reporting, any payroll associated with the implementation of marketing initiatives and development will be assigned to the marketing budget line. Changes in Destination BC's marketing programs will result in increases in the revenue category of Partner Initiatives.

The current MRDT 2% Hotel Tax term expires January 31, 2017. Tourism Fernie is currently in the process of renewing the 2% MRDT for another five year term. This renewal will include transferring the Designated Recipient of the Fernie MRDT from the Regional District of East Kootenays to Tourism Fernie.

Treasurers Report

I have been the treasurer for Tourism Fernie over the past fiscal year. I'm pleased to report that Tourism Fernie collected \$303,846 in MRDT, a 6% increase over last fiscal's MRDT. During my tenure we have passed some important motions that directly affect our financial stability.

- We passed a motion at the board level to set aside \$50,000 from our surplus as a restricted reserve fund. Remaining surplus funds are allocated towards marketing initiatives.

- MRDT money comes in 2-3 months after it was collected so it was difficult to budget. We changed from cash to accrued accounting to help us manage this problem.
- Tourism Fernie had an audit completed by GPI Accounting for the fiscal year ending March 31, 2016.
- Jikke, our Executive Officer and I have conducted a review of 2015-16 financials. The Tourism Fernie Board of Directors conducted their review and passed a motion to officially approved the year-end financial audit prior to the AGM.
- There were no concerns regarding revenues or expenses or any financial activities during the fiscal period.

Looking ahead:

- Our fiscal year end is currently March 31st. We are looking to change it to December 31st so it is inline with MRDT calendar year planning and reporting cycles.
- We set a target of 10% growth in MRDT growth for the next fiscal year.
- Deadline to the province for the MRDT renewal is this July.
- Over this next fiscal the Board will be reviewing, recommending and planning long-term budgets, bylaw changes and organizational models.

A detailed account of all activities is available at the Tourism Fernie Office.

Respectfully submitted,

Jeremiah Pauw

Treasurer



2015-2016 Audited Income Statement - ACTUAL

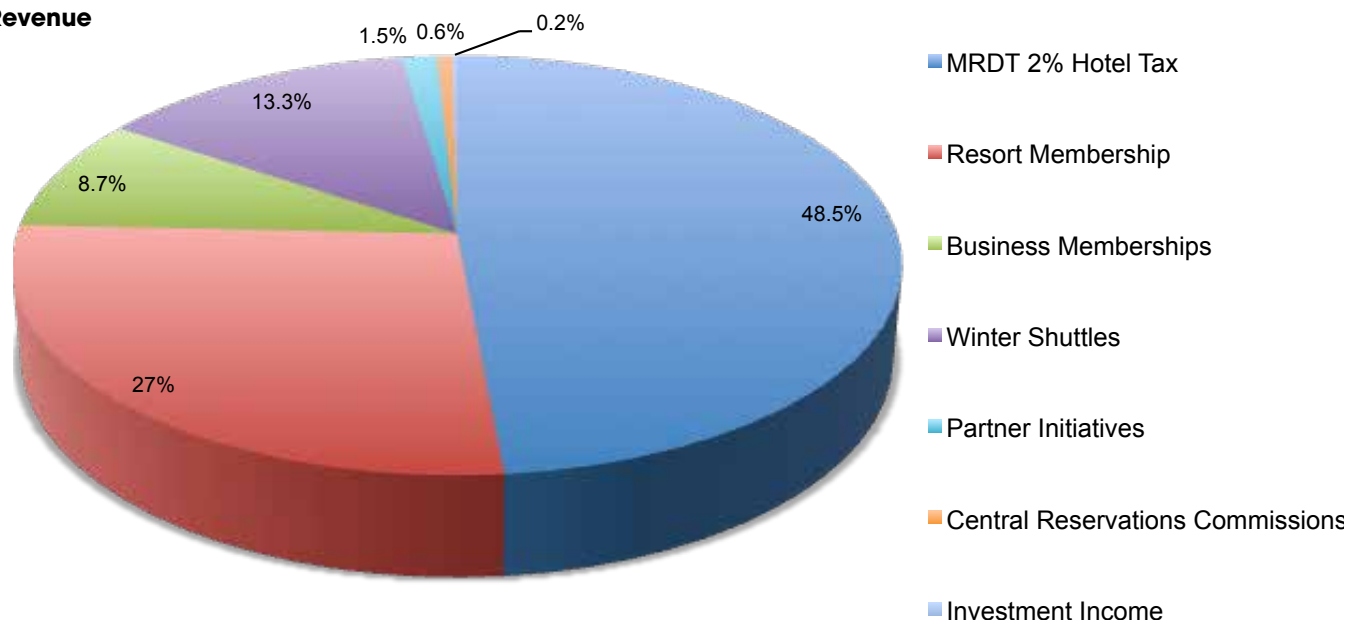
Revenue	
MRDT 2% Hotel Tax	303,846
RCR Membership	170,000
Business Memberships	54,537
Winter Shuttles	83,100
Partner Initiatives	9,264
Central Reservations Commissions	4,012
Investment Income	1,172

625,931

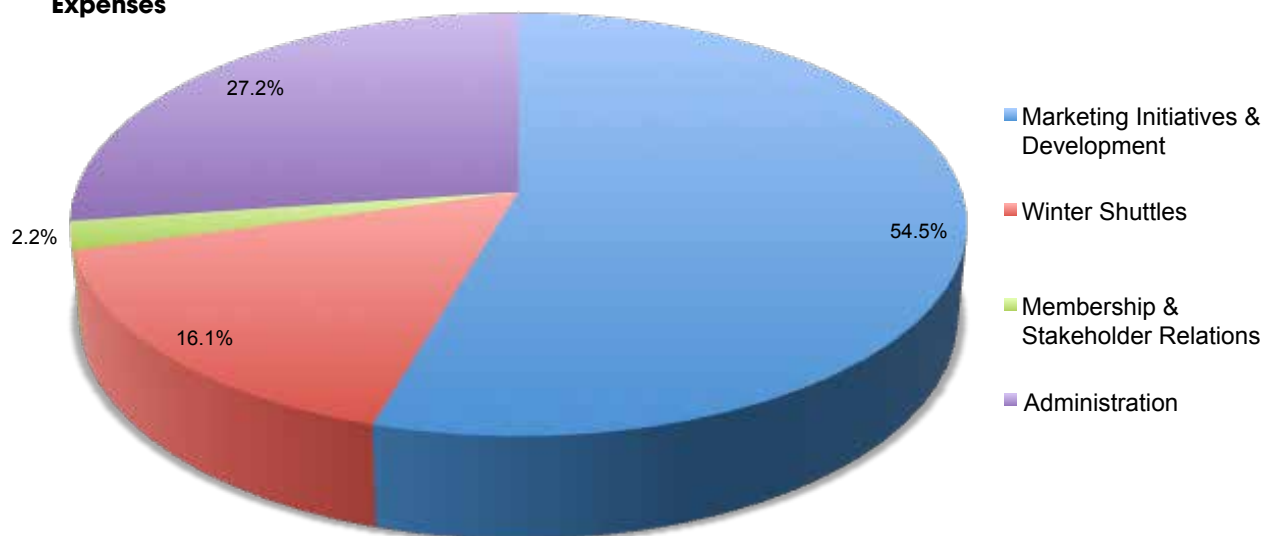
Expenses	
Marketing Initiatives & Development	340,417
Winter Shuttles	100,381
Membership & Stakeholder Relations	13,661
Administration	169,802

624,261

Revenue



Expenses

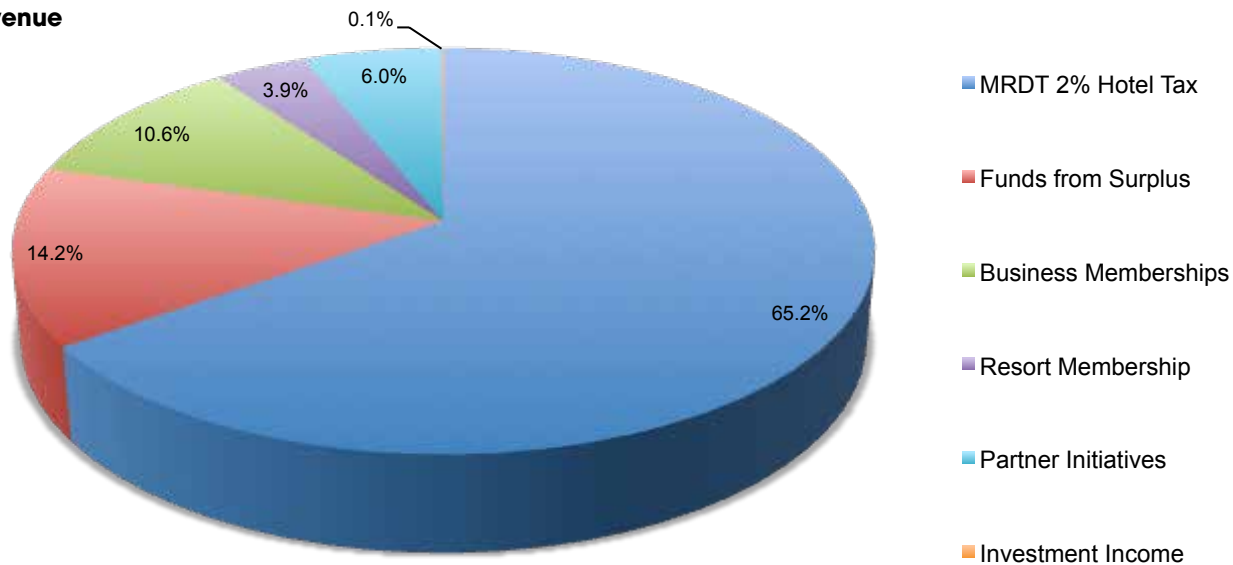
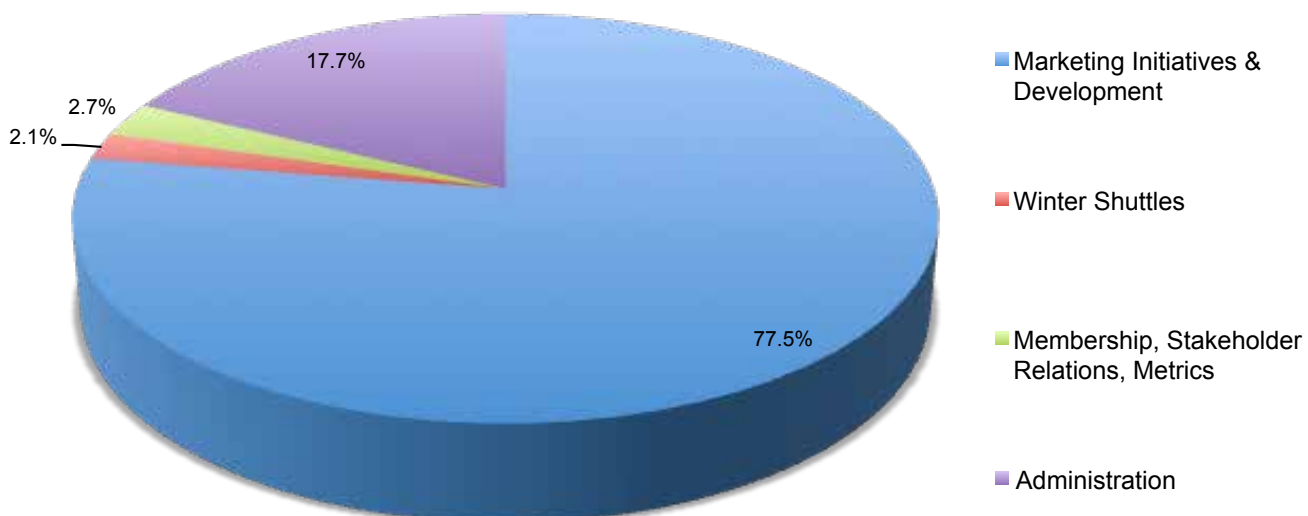


2016 - 2017 Budget

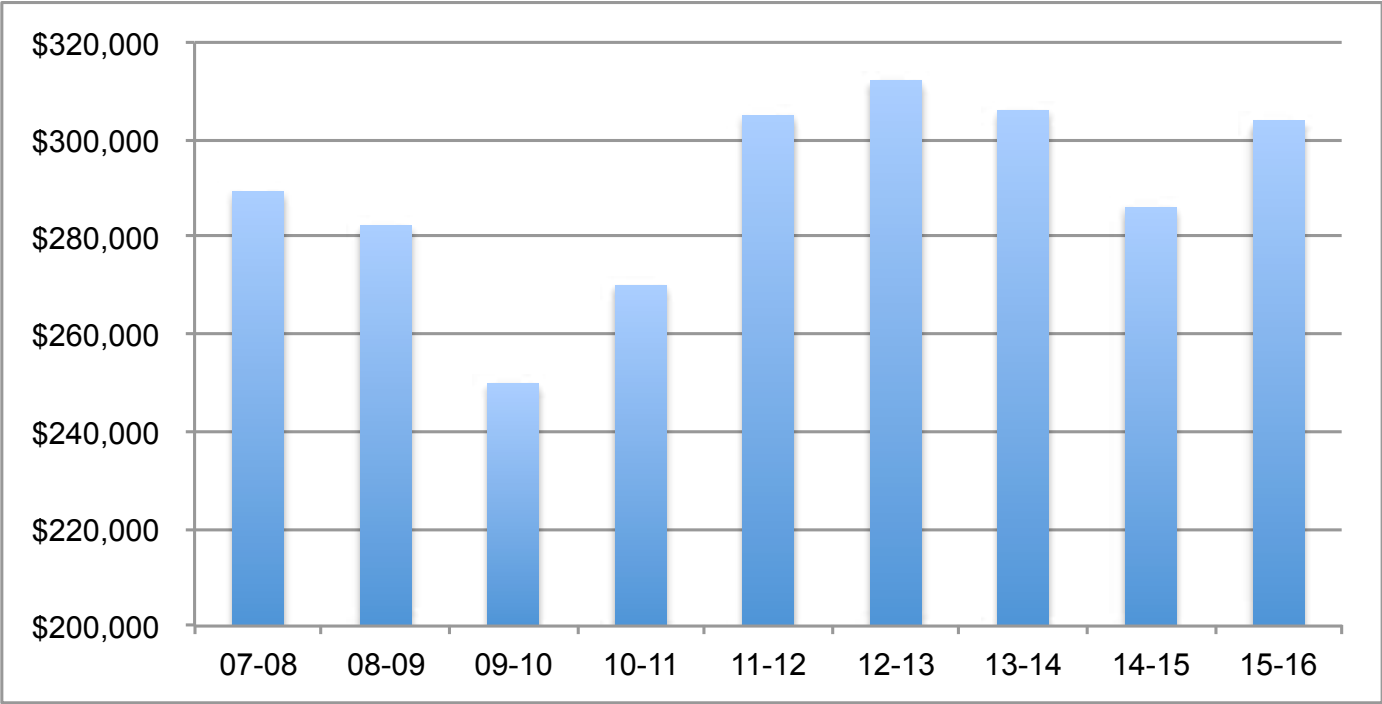
Revenue	Revenue %	Amounts
MRDT 2% Hotel Tax	65.2%	307,454
Funds from Surplus	14.2%	67,000
Business Memberships	10.6%	50,000
Resort Membership	3.9%	18,579
Partner Initiatives	6.0%	28,300
Investment Income	0.1%	500

471,833

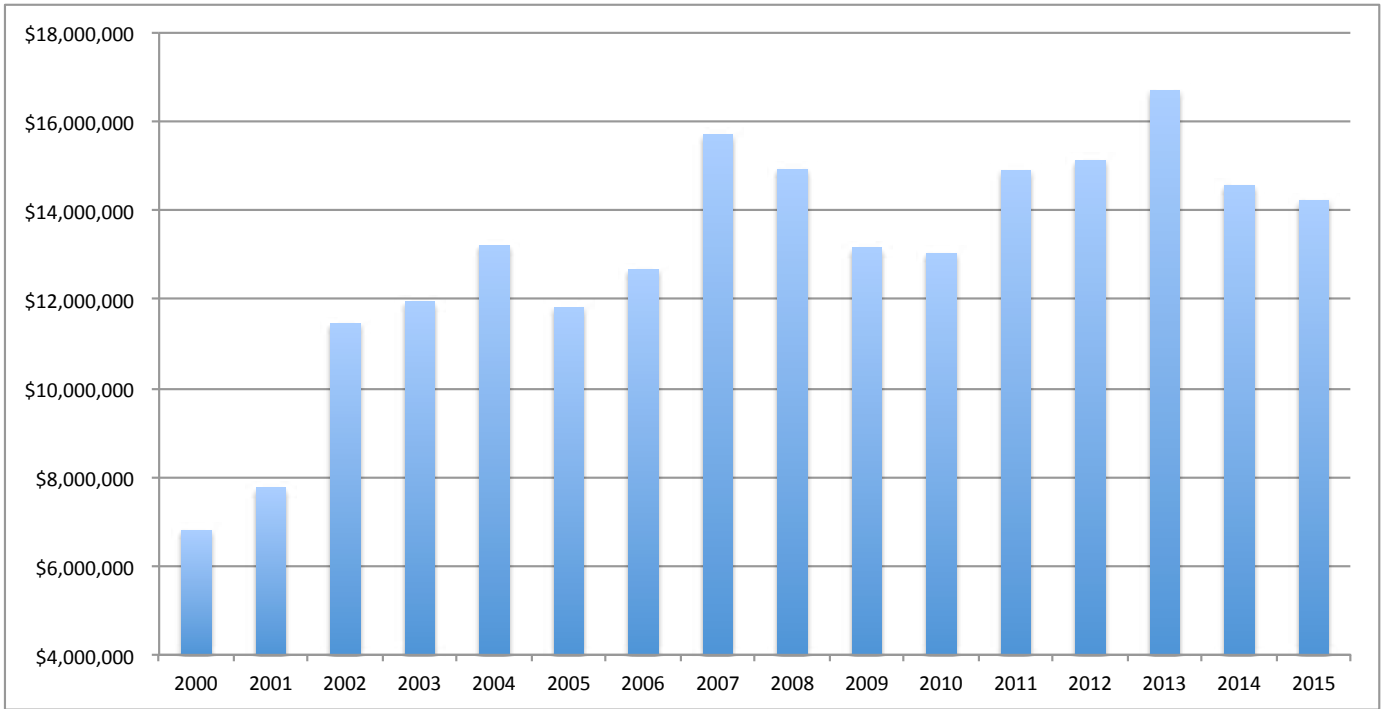
Expenses	Revenue %	Amounts
Marketing Initiatives & Development	77.5%	365,533
Winter Shuttles	2.1%	10,000
Membership & Stakeholder Relations	2.7%	12,700
Administration	17.7%	83,600

471,833**Revenue****Expenses**

Fernie & Area MRDT 2% Hotel Tax - Based on Tourism Fernie Fiscal Year (Apr - Mar)



Fernie & Area Hotel Revenues - Based on a Calendar Year

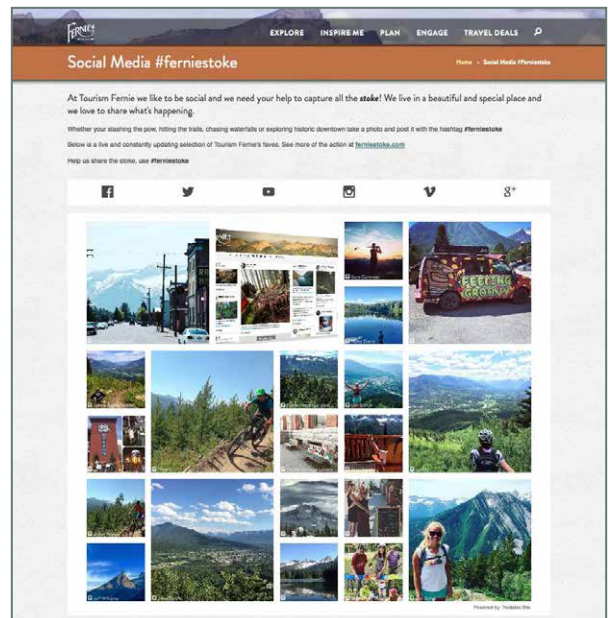
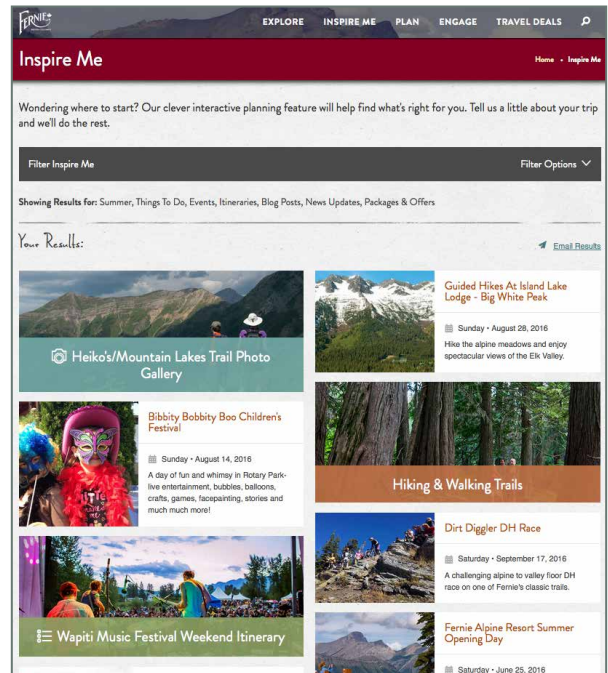


Marketing Highlights

Website

tourismfernie.com

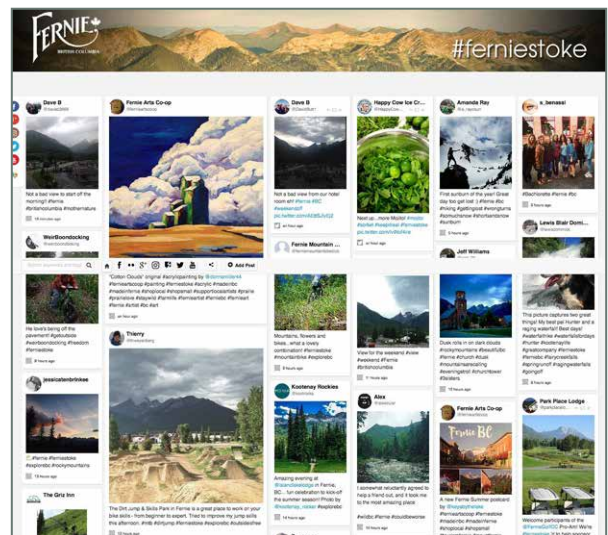
Tourism Fernie's consumer website is our most critical tool in marketing Fernie and is continually seeing enhancements and updates. With over 1400 pages it is full of information to help people research Fernie and plan a trip. Some of the enhancements included building on the Inspire Me Trip Tool and integrating parts of the ferniestoke feed into the website.



Social Media Highlights

#ferniestoke & ferniestoke.com

The hashtag and accompanying post aggregator website was launched in December 2014 and has been a great success. Ferniestoke.com website captures the public's posts related to Fernie BC whether posts include the #ferniestoke hashtag or not. Staff moderate the content to show only relevant posts.



Total aggregated posts on ferniestoke.com:

27,894

Total visits to ferniestoke.com and tourismfernie.com/social:

17,092

Number of times someone used the #ferniestoke hashtag in a post on Twitter or Instagram only

14,728


Total impressions from those posts

10,418,680

Total reach from those posts


4,688,406

facebook.com/fernien.canada


Fernie

Written by Jilke Gyorki [7] · November 30, 2015 ·

Deadline today! Save up to 35% off ski & stay packages. Free shuttle from Calgary too!



Ski & Stay Deals

Fernie's official travel and tourism website. In the heart of the Canadian Rockies.

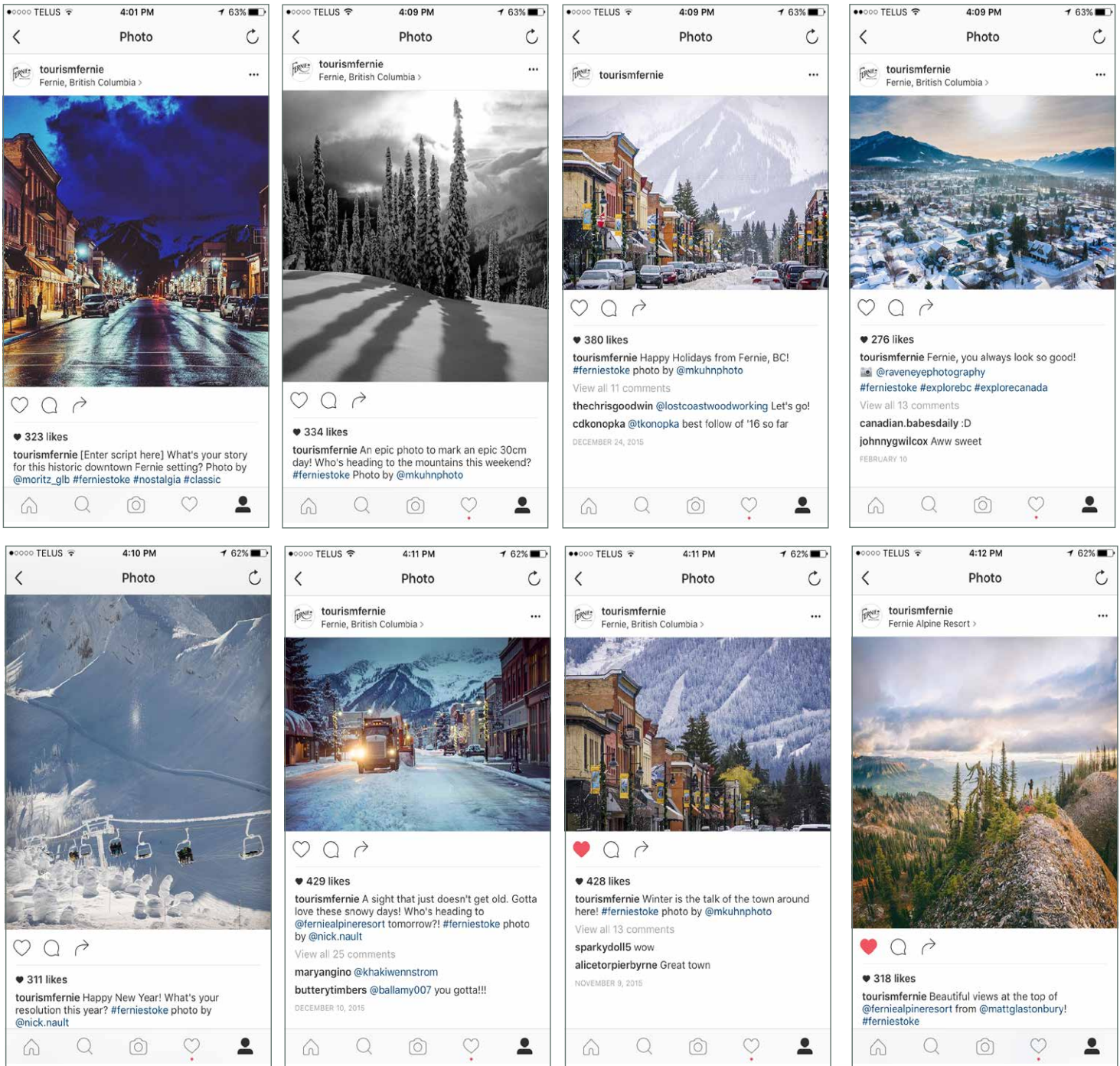
[Learn More](#)

6,296 people reached

[Boost Post](#)

Instagram

Instagram.com/tourismfernie



Fans as of March 31, 2016:

4,448 up 252%

Posts

225

Guest Instagramers

Nick Nault

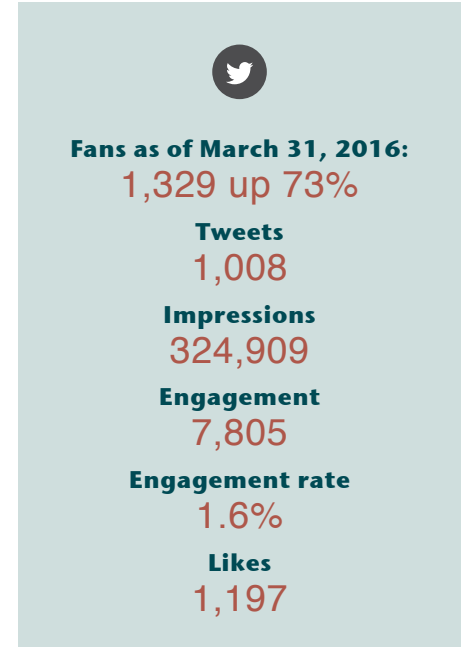
Matt Kuhn

Kyle Hamilton

Raven Eye Photography

Mike McPhee

Twitter Highlights



Blog Articles Written/Posted:

Learn to Fly Fish by Beckie Clarke

Driving Range is Open by Nancy Gillis

Patio Time by Rebecca Hall

Foodies & Goodies by Jesse Bell

Kick off to summer June Events by Jesse Bell

Easy Hikes for the Whole Family by Rebecca Hall

72 Hours in Fernie by Jeff Bartlett

Whitewater Rafting in the Rockies by Nancy Gillis

Discover your Adventurous Side by Adelle Jackman

Family Friendly Adventures in the Canadian Rockies by Expedia and Jikke Gyorki

Wapiti Schedule Announced

Elk River Adventures by Melanie Farwell

Visitor Save Big on Trips to Canada by Tourism Fernie Staff

Fall Biking in Fernie by Mark Gallup

Exploring Fernie's War Story by Ron Ulrich

British Columbia's 10 Most Beautiful Towns by Culture Trip

Renovations at Lizard Creek Lodge by FAR

Why Ski Canada (UK perspective) by Untold Adventures and Rebecca Hall

Fat biking – A How To by Tourism Fernie Staff

New APP for Fernie Alpine Resort by FAR

Why Sled in Fernie by Tourism Fernie Staff

The Castle on First offers a new opportunity for wellness by Rebecca Hall

Top 20 Things to Do (winter) by Tourism Fernie Staff

5 Ways to Make the Most of Early Ski Deals by Nancy Gillis

A Deeper Meaning of Winter by Jikke Gyorki

Powder, Sledding & Avy Training by Nancy Gillis

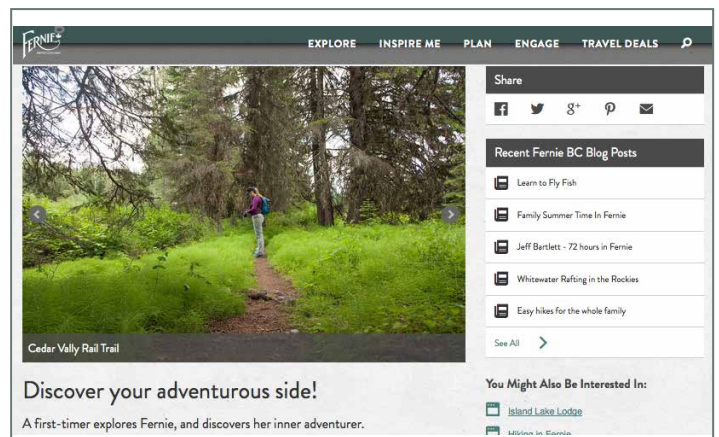
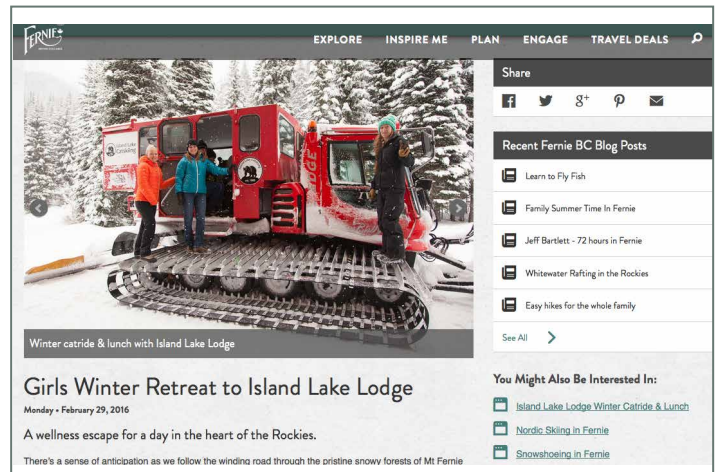
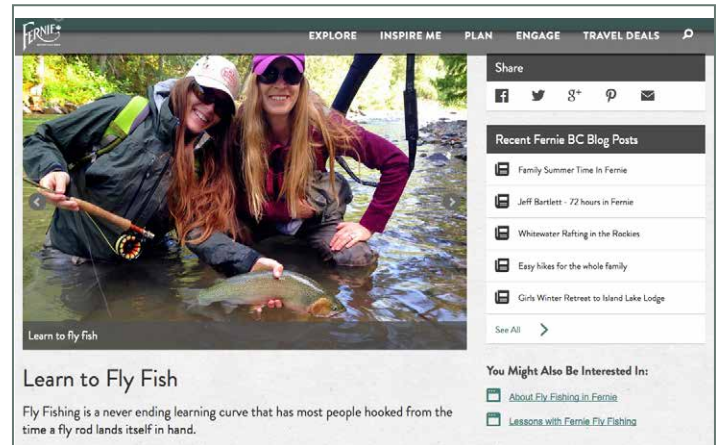
Unique Places to Stay by Jikke Gyorki

Unique Places to Dine by Jikke Gyorki

Griz Days – Fernie's Winter Carnival by Rebecca Hall

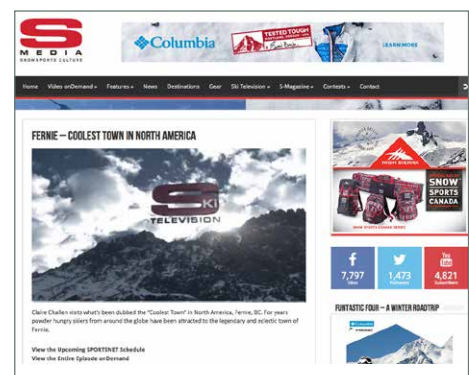
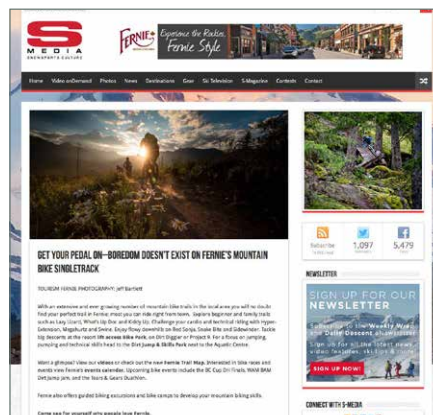
Girl's Winter Retreat to Island Lake Lodge by Jikke Gyorki

Montane Cabin – A new hidden gem by Nicole Knauf

**S-MEDIA & SKI TV Media Buy**

S-Media reaches affluent skiers in key target markets across Canada. A \$13,000 media buy with S-Media included a Ski TV episode shot in Fernie and a 30 sec. commercial about skiing in Fernie both on Rogers Sportsnet, online exposure, print ad in their ski magazine and custom Fernie summer e-newsletters to their database.

Total media impressions: 1,410,504
Total media value: \$51,300



CULTURAL TOURISM & PICARELLO EXHIBIT

CTV Lethbridge Campaign in partnership with the Fernie Museum, to promote special Picarello exhibit and Fernie as a cultural destination. TV commercial, online campaign and The Dory Show.



SHRED TOWN – FERNIE (1/2 HR SHOW FOR TV)

A multi-year project to produce a 30-minute made-for-TV film about the character of Fernie in the winter ski season featuring locals, powder skiing and the town. To be released in the USA fall of 2016 as part of a 6-8 episode series called Mountain Tip Ski & Snowboard Series with a viewing audience of over 25 million per episode. Filmed and edited by Josh Pearson and Chris Ashley with local videographer footage from Nick Nault, Dylan Siggers, Nic Genovese, and Matt Kuhn.

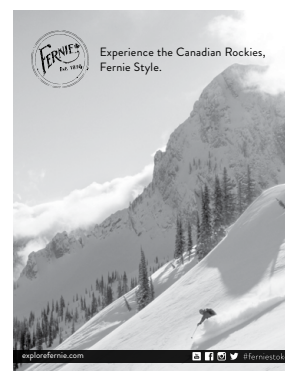


TRAVEL PLANNER

20,750 printed copies

Digital views: 12,878

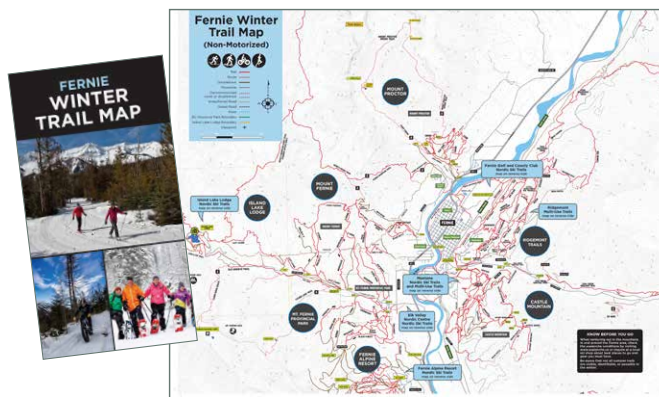
This year Tourism Fernie redesigned the Travel Planner to be more inline with Destination BC branding and imagery. We also created two version one specific to summer and the other for winter. These photographic-oriented lure brochures were developed to inspire viewers to visit Fernie, learn about things to do and visit the website.



FERNIE WINTER TRAIL MAP

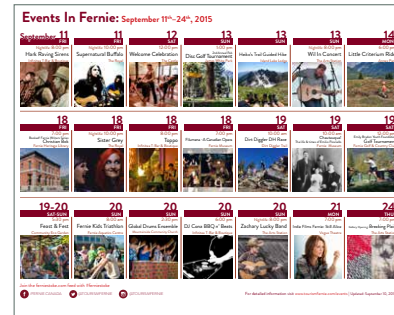
2,500 printed copies

In partnership with the Fernie Nordic Society, the Fernie Trails Alliance and Claris Media. This map highlights areas to cross-country ski, snowshoe and fat bike. Tourism Fernie paid for the majority of the printing costs for the ability to distribute for free outside of Fernie.



EVENTS – SPECIALS POSTERS

A quarterly events poster and a bi-weekly feature events, recurring events and specials mini poster are posted around town and provided to accommodators to help inform locals and visitors of what's happening.



VIDEOS

Videos by Nick Nault & Dylan Siggers

- Things to Do a Summer Guide with Sage McBride
- FAR Closing Weekend/Fernival
- Big Mtn Powder Skiing at FWA
- Afternoon GoPro Ski Sess with Dylan
- Recent Powder Weekend
- Family New Years Eve at FAR
- Autumn Colours
- Be Active
- Scenic Bird's Eye View



PHOTOGRAPHY SHOTS

- Wednesday Evening Concert Series by Matt Kuhn
- BC Enduro Race by Matt Kuhn
- Wam Bam Dirt Jump Jam by Matt Kuhn
- Fall Colours by Matt Glastonbury
- Griz Days by Matt Kuhn
- Fernival & PPP by Matt Kuhn
- FAR Steep & Deep by Matt Kuhn



PRINT ADVERTISING

This year marked a transition of ad design to be more inline with Destination BC branding and imagery. Here is a sample of just a few of the print ads by Tourism Fernie.

Spokesman Review Summer Guide – Spokane WA

FERNIE
BRITISH COLUMBIA

Experience the Canadian Rocky Mountains, Fernie Style.
EXPLORE Historic Downtown | HIKE Mountain Lakes Trail
RAFT Elk Canyon | BIKE Dirt Digger & Mortisey Ridge | ZIP Aerial Playground

Book by June 15th for 50% off your 3rd Night | Visit online for more travel specials
BOOK ONLINE TODAY OR CALL | 1.877.9FERNIE | TOURISM.FERNIE.COM

#fernietoke f fernie.canada @tourismfernie @tourismfernie ferniestoke.com

Fly Fusion Magazine Spring Issue – Western North America

FERNIE
Trout Town

Small Town Charm. Big Mountain Adventure.

Explore the majestic Canadian Rocky Mountains, where clear freestone rivers and pristine mountain lakes are home to wild, pure-steam Westslope Cutthroat Trout and impressive monster bull trout.

Let our local Fernie guides lead you... challenge you... inspire you, in one of the best fly-fishing destinations in North America... Fernie, British Columbia.

www.fishfernie.com

f fernie.canada @tourismfernie @tourismfernie #fernietoke

Kootenay Rockies Travel Guide – Regional & Global

FERNIE
Est. 1898

Small Town Charm. Big Mountain Adventure.

Fernie's Official Online Visitor Guide explorefernie.com

Wedding Bells Magazine – ON, AB, BC & SK

FERNIE
BRITISH COLUMBIA

Embrace your dream wedding
WeddingsInFernie.com

Powder Magazine – United States

FERNIE
Est. 1898

Experience the Canadian Rockies, Fernie Style.

142 Trails | 7,000Hr. Sky Shuttle | 3,350Hr. Vertical | 30Hr. Average Snowfall | 2,500Hr. Base Area | 10,000+ Acres. Cautious Terrain

Save 30% with wedding. \$371 USD per person. 5 NIGHTS & DAYS. Includes Dinner, Wedding Night 20%

explorefernie.com | THE POWDER HIGHWAY – YOUR ROAD TO WINTER – SUBB. NATURAL BRITISH COLUMBIA CANADA

Westworld Magazine Summer Issue – Saskatchewan

FERNIE
BRITISH COLUMBIA

Experience the Canadian Rocky Mountains, Fernie Style.
EXPLORE Historic Downtown | ZIP Aerial Playground
HIKE Island Lake & Mt Fernie | RAFT Elk Canyon

Book by June 15th for 50% off your 3rd Night | Visit online for more travel specials
BOOK ONLINE TODAY OR CALL | 1.877.9FERNIE | TOURISM.FERNIE.COM

#fernietoke f fernie.canada @tourismfernie @tourismfernie ferniestoke.com

ONLINE ADVERTISING & PROMOTION



ONE BIG PLAYGROUND
— THE POWDER HIGHWAY —

SUPER NATURAL
BRITISH COLUMBIA
CANADA

KOOTENAYROCKIES.COM

FERNIE
BRITISH COLUMBIA

A DEEPER MEANING OF WINTER

Fernie is synonymous with legendary powder, but the almost mythical snowfall is only the beginning of the appeal of this unique winter playground. Completely surrounded by the Canadian Rocky Mountains, the resort offers endless options for powder-punkers with Fernie Alpine Resort, Island Lake Canyoning, FPA Powder Canyoning and a wealth of sledding and tubing. An average of over 30 feet of snow descends into the slopes annually creating the ultimate steep and deep playground for skiers and snowboarders.

read full story

Did you know?
Travel in Canada
SAVES YOU 30%
with current exchange rates.

FERNIE SKI & STAY SPECIAL!

from **\$338*** US/person
FOR 5 NIGHTS LODGING
ON KOOTENAY TO TOWN &
5 DAYS SKIING

BONUS: Free resort shuttle,
from Calgary International Airport
Book by November 20th.

Find out what makes the Kootenays so special by experiencing the most unforgettable destination of a lifetime. This unique package combines some of the best things that Nelson has to offer:

Ultimate Kootenay Powder Sampler Package
2 DAYS SKIING
in Canada's best kept secret - Whitewater
1 DAY CAT-SKIING
with Big Red Cats Old Vernalis Powdercats
and a well deserved soak at the Fernie
Roundabout Hot Springs Resort!

Starting at \$703 pp/dbl occ.

Nelson Kootenay Lake Tourism
www.nelsonkootenaylake.com



FERNIE
BRITISH COLUMBIA

GRIZ DAYS WINTER FESTIVAL
MARCH 4 - 6TH | Big Fun for Everyone!



FERNIE
BRITISH COLUMBIA

XC SKI THE ROCKIES
5 Nordic Ski Areas
Over 50km Groomed




FERNIE
TROUT TOWN

Fish Fernie, BC - Just Across the Border
US-Canadian exchange saves you 25%!



FERNIE
BRITISH COLUMBIA

Experience nature & the Rocky Mountains
with your family this year.



FERNIE
BRITISH COLUMBIA

Lift Access
BIKE PARK
37 TRAILS
OPEN DAILY



FERNIE
BRITISH COLUMBIA

Fernie Half Marathon
3-Runner Relay
10km Run
Sunday October 4th



FERNIE
BRITISH COLUMBIA

Ski the Rockies
5 Nights & 4 Days
Ski-in Ski-out
From
\$370 USD/person

Ski Fernie - Book Today
Deadline today best ski pkg deals.
30ft snow, 142 runs, 3550ft vert.
www.tourismfernie.com

Fernie, British Columbia - Official Tourism & Travel Website.
www.tourismfernie.com
Plan your Canadian Rockies Trip.

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



Experience the Rockies,
Fernie Style

FERNIE
BRITISH COLUMBIA

Pinkbike.com
SnowSportsCulture.com
SkiCanada.com
MountainCultureGroup.com
MountainBikingBC.ca
FestivalSeekers.com
OutThereMonthly.com
OutdoorsNW.com
Powder.com Eblast
Skinet.com/skiing/ Eblast

AvenueCalgary.com
AvenueEdmonton.com
Westjet Magazine E-News
WeatherNetwork.com
MountainLifeMedia.com
Media City online ad campaign
KootenayRockies.com
Calgary.ctvnews.ca/ctvlethbridge
Google Adwords

Online Ad Impressions
6,895,433
Clicks
19,572
Spent
\$43,383
Bounce Rate
59%

MEDIA RELATIONS

Get Out There Magazine 'Powder Highway' Feature – Ontario



Get Out There Magazine 'Powder Highway' Feature continued

MEET CANADA'S POWDER HIGHWAY

If you're looking for a ski destination that entails flaunting your wardrobe of luxury ski jackets while cruising the resort plaza, Fernie's not the place. Well, you could try it and see what happens but estimations are reactions won't meet your expectations. If your plan is to actually ski, and feel the authentic culture of a mountain town, then this is the place.

THE FERNIE

Fernie isn't a new kid on the block. In 2012 Fernie Alpine Resort celebrated its 50th anniversary. Though hiking for Fernie's legendary powder turns goes back much further. Add over 25 years of snowcat skiing with Island Lake Cat skiing and Fernie Wilderness Adventure you get that Fernie has some authority in the ski biz. So what's the real deal? There are a multitude of ski destinations to choose from these days and with all the hubbub and need to get the best experience it's important to make the right call.

Let's talk Fernie Factor.

Fernie Factor: "Local" the experience is in Fernie that influences a euphoric result.

You hear this term from Fernie locals regularly as they describe the skiing and winter season. It's a common term as "Oom msk" along standing shawl by many locals and shops that stop everything to shed fresh pow turns for a couple of hours. If you haven't guessed it already Fernie is a powder destination. With over 30 feet of the fluffy white champagne magic each season it's one of the most snow-sure ski destinations in North America. If you're a powder junkie you'll love Fernie, but even if you dream of juicy carving on soft groomers they have that too. With over 142 runs varying from easy learning to steep, treed and huck-friendly, Fernie helps lined and pressure deeply passionate skiers and snowboarders.

But the Fernie Factor is more than just the snow and terrain. It's about the town and people. The resort is named after the town just 5 clicks down the road where "depth" is more attributed to its over 100 year old history as a mining town. Fernie is not a place built around the tourist, it's a real mountain town. From the pick-up trucks and fatbabs that travel its historic downtown streets, to the ski turns and guide shops that line them, Fernie's distinct mountain culture is evident at most every turn. A casual place where to-act community still thrives, where mountain enthusiasts of all kinds come to experience the stunning Rocky Mountain view and range of outdoor activities. Humble, honest and welcoming yet with a resiliency that stems from their hard-working roots, Fernie locals are down to earth folks.

As cool as it may be that Rolling Stone magazine once dubbed Fernie "Coolest Town in North America," you have to come and experience it yourself. Do the research. Make the call. #fernielife

Fernie Alpine Resort Mountain Stats

Location:	southwestern British Columbia
Mountain Range:	Rocky Mountains
Season:	Early December to mid-April
Average Snowfall:	30+ feet
Vertical Drop:	1062 metres / 3500 feet
Base Elevation:	1096 metres / 3600 feet
Sunshine Elevation:	2140 metres / 7050 feet
Lifts:	10 - 2 High Speed Quad, 3 Quad, 3 Trips, 3 Surface Lifts (1 T-bar, 1 chairlift, 1 man-cable)
Runs:	142 named runs plus 5 alpine bowls and tree skiing
Terrain:	1010 hectares (2500 acres) 30% Beginner, 40% Intermediate, 30% Advanced & Expert
Longest Run:	5km (3 miles) Falling Star
Village Plaza:	Ski in Ski out lodging, dining, equipment, ski school, rentals and retail

GET YOUR #FERNIESTOKE ON AT
EXPLOREFERNIE.COM,
FERNIESTOKE.COM AND
FACEBOOK.COM/FERNIE.CANADA

FACTOR

Beyond its pristine slopes and deep backcountry, any local will tell you that there's another entirely unbeatable experience to explore in Fernie. Gourmet pizza, a world-class chocolatier and a micro-brewery are just a few of the must-see sights on your visit. Warm up post-powder at one of these "local approved" Fernie hot spots.

Beanoap
There are fewer than 100 chocolatiers in the world who make chocolate from cacao pods...and two of them are in Fernie. Learn how they do it, savour the results and then pack some to take home. facebook.com/beanoap

Clawhammer Letterpress & Gallery
One of the only letterpress shops in Western Canada that operates in full public view. Their artisan counters are a great gift to bring back home. clawhammer.com

Big Bang Bagels
Owned and operated by Fernie locals, Big Bang Bagels serves up more than 40 varieties of this breakfast favourite. Pop in for the popular "Mr. Fernie" - topped with a fried egg, and cheddar, avocado, tomato, grilled onion and a choice of ham, bacon or spinach and apricot. Did someone say breakfast of champions? bigbangbagels.com

Loaf Bakery & Restaurant
Delight all your gluten-filled fantasies with artisan bread, gourmet pizza, delectable pastries and desserts at Loaf. Made-from-scratch brunch and dinner menus make for a delicious end to a day on the slopes. loafbakery.ca

Fernie Brewing Company
Fernie's own micro-brewery is open daily with tours every Friday afternoon. Taste their award-winning creations including the Lone Wolf and Big Caboose varieties of this liquid gold. ferniebrewing.com

The Brickhouse Jam Night
A long-standing tradition on Thursday nights at one of the best pubs in town. Listen to great live music in one of Fernie's vibrant buildings. thebrickhousefernie.com

Fernie Aquatic Centre
Kids in tow? Be sure to include a visit to the pool with its water slide. There's even a kids pool and huge hot tub with epic views of the Rockies. fernie.ca

POWDER HIGHWAY 5

Dreamscapes Magazine 'BC's Powder Highway' - Canada

B.C.'s POWDER HIGHWAY

B.C.'s POWDER HIGHWAY SHOWCASES SOME OF EASTERN B.C.'S MOST EXCITING SNOW DESTINATIONS, ALL ACCESSED FROM CALGARY'S AIRPORT AND ALL STRUNG ALONG THIS LENGTHY SCENIC STRETCH OF ROADWAY.

EDITORIAL AND PHOTOS BY MARILYN GRIFFITHS

We visited three of them, each with a diverse range of snow sport offerings, lodging and dining experiences.

FERNIE ALPINE RESORT
"Remind me again why we're skiing in the dark?" asks one of my travel companions, echoing our collective thoughts. It's mid-January and, at 7:45 a.m., still very dark. It's so cold we would normally see our breath if we could only see anything. Well, our guide from Fernie's snow school, is leading us in the total dark down to the first lift to connect with the second to get us to the top of Cedar Bowl by dawn. So why? Participants purchasing this program get to be right at the top of the bowl by daybreak, even before the lifts open to the public at the base. It's well worth the effort on any fresh-powder morning, hence the name First Tracks. How is it? Amazing!

Following a well-timed 8:00 a.m. pit stop at the Lost Boys Café, the on-mountain meeting spot where locals gather for coffee and gossip over a pastry or lunch, we head out to explore the four remaining alpine bowls. The resort maintains at least one groomed marked run from top to bottom in every one of its five lift-accessed bowls so everyone, no matter their ability level, can enjoy the Lizard Range slopes.

We share a pitcher of icy beer and a plate of heaping hot nachos at The Griz, the resort's original bar, before getting cleaned

up to head into the town of Fernie, five kilometres away. Fernie is a thriving historic mining town, where locals work and play. It's packed with shops, lively bars, cafés and varied dining options.

PANORAMA MOUNTAIN VILLAGE
After two great days at Fernie and a three-hour drive, we move on to Panorama Mountain Village, near Invermere. It's just dark when we check in at our slopeside condo in the upper village and head for drinks and dinner at Monticola, a casual Italian bar and eatery steps from the lifts. Having snowed overnight, in the morning we are treated to knee-deep powder under perfect blue skies. The resort features a well-appointed compact pedestrian vil-

lage, huge verticals, extensive groomed terrain, learning slopes and, yes, spectacular scenery. But, what our guide Jason has in store for us, is to drop into Taynton Bowl, Panorama's natural backcountry terrain, accessed from the very top of the mountain. Is my comfort zone challenged? You bet! Steep chutes, bumps, deep powder, glades. It takes us about one hour to negotiate the descent, but we all arrive back in the village in one piece.

Dinner is early today. Elkhorn Cabin is high on Panorama's slopes, so we ski to it late in the afternoon. It's a cosy log cabin, with two large communal tables, a minuscule bar and panoramic views over the distant peaks. The menu is Swiss-inspired with raclette and fondue in high demand. By the time dinner is over the night sky is dotted with bright stars. Everyone is issued a headlamp before we ski in single file behind our guide. He's leading us to the top of Discovery chair, where we surrender our headlamps and join Panorama's night-skiing crowd enjoying the illuminated slopes above the village.

OPPOSITE FROM TOP TO BOTTOM:
A skier enjoys first turns on an untouched snowfield in Fernie.
We watch the top of Cedar Bowl, in Fernie, before jumping in an intermediate run.
Fernie is a thriving historic mining town packed with shops, lively bars, cafés and a variety of dining options.
LEFT: It's a cold day at Panorama Mountain Village.

48 DREAMSCAPES FALL/WINTER 2015

FALL/WINTER 2015 DREAMSCAPES 49

Growler 'Chasing the Beer Scene'
Feature – Canada online



A photograph of the Fernie 901 hotel, a multi-story brick building with large windows and a modern design. The building is surrounded by a landscaped area with green grass, shrubs, and a paved walkway. The sky is overcast.



CONSUMER SHOWS

Total Show Attendance: 225,900

Consumer shows attended in partnership with members:

Lilac Festival in Calgary	May
Calgary Bridal Expo	September
Lethbridge Diamonds Bridal Show	September
Alberta Snowmobile Show	October
Toronto Snow Show	October
Boston Ski & Snowboard Expo	November
Saskatchewan Snowmobile Show	November
Spokane Snowlander Expo	November
Western Cdn Fly Fishing Expo	January
Calgary & Edm RV Shows	January
Calgary Bike Show	March
Calgary Outdoor Adventure Show	March



WINTER TRANSPORTATION PARTNERSHIP INITIATIVES

Local Ski Shuttle 'The Powder Chaser'

This shuttle has been operated by Mountain High with funding from Tourism Fernie, Resorts of the Canadian Rockies, City of Fernie, Fernie Chamber of Commerce and the RDEK.

Calgary YYC Airport Shuttle

This shuttle has been operated by Mountain High with funding from Tourism Fernie and Resorts of the Canadian Rockies

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.

Contest #1: Summer Mountain Biking Adventure

Prize package was valued at over \$1150

1751 entries

Promoted at summer consumer shows during spring 2015, and promoted online and via media March – June 2015. Contest winner was from Saskatoon.

Prize package consisted of 3 nights accommodation provided by Fernie Getaways – Cornerstone Lodge, Two 1-day lift tickets, mountain bike rentals with safety gear, and a half-day mountain bike lesson provided by Fernie Alpine Resort, A 3-hour mountain bike tour with bike rentals provided by Fernie Bike Guides and The Guide's Hut, a copy of the Fernie Mountain Bike Guide book, and a \$100 gift certificate to use with any Tourism Fernie member (redeemed at Bridge Bistro & Loaf Bakery).

Contest #2: Sledder's Getaway

Contest prize package was valued at \$750

278 entries

Promoted at all fall sled shows, online and via media October - December 2015. Contest winner was from Saskatchewan.

Prize package consisted of 4 nights condo accommodation provided by Super 8 Fernie, Snowmobile Trail Passes and maps provided by Fernie Snowmobile Association, \$50 gift certificate provided by Bridge Bistro, and a \$20 Gift Card provided by Big Bang Bagels.

Contest #3: Family Ski Vacation

Contest prize package was valued at \$3295

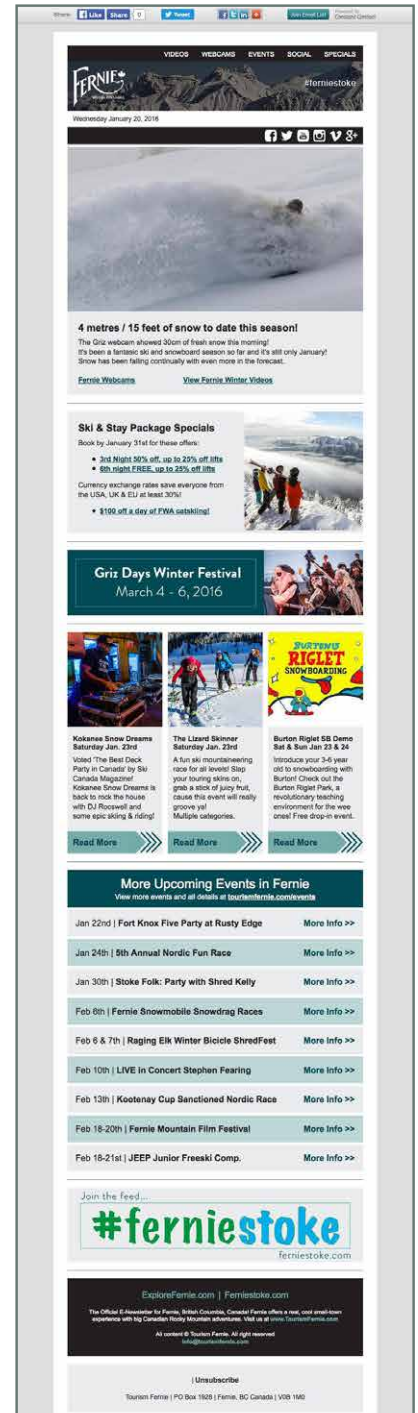
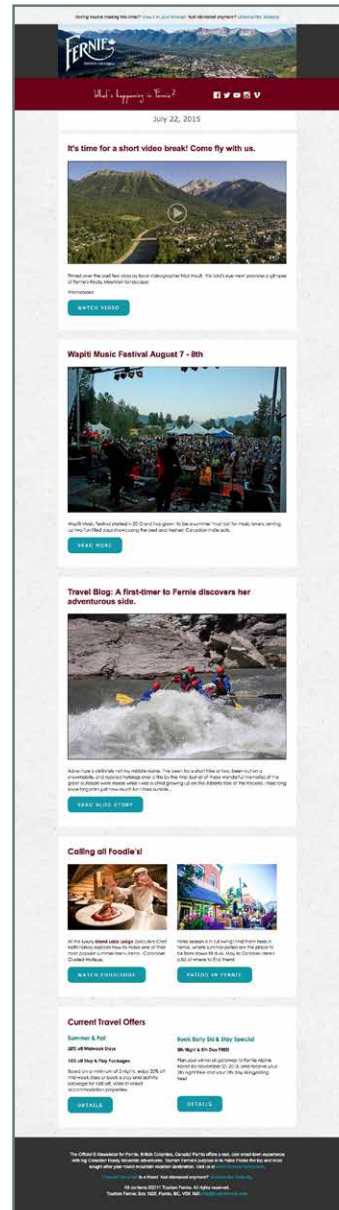
1840 entries

Promoted at all fall ski shows, online and via media October - December 2015
Contest winner was from Lethbridge
Prize package consisted of 4 nights condo accommodation provided by Stanford Hotels & Resort, 4 x 3-day lift tickets provided by Fernie Alpine Resort, \$50 gift certificate provided by Bridge Bistro, 10-ride punch card provided by the Powder Chaser local shuttle, and a \$100 gift certificate to use with any Tourism Fernie member (redeemed at The Brickhouse).

CONSUMER E-NEWSLETTERS

Email database
7,593
E-Newsletters Sent
20

Average Open Rate
25%
Average Click Rate
14%



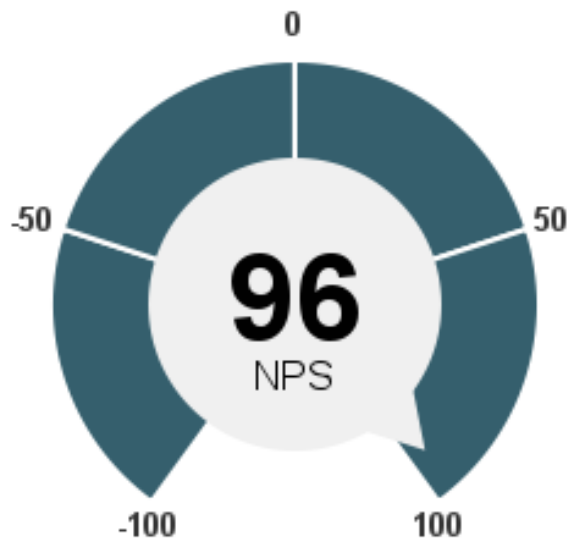
UNDERSTANDING THE VISITOR

Tourism Fernie conducted another annual visitor survey in February – March 2016, surveying 219 visitors. Some highlights:

Net Promoter Score for Fernie = 96 / 100

Q13 How likely is it that you would recommend Fernie as a travel destination to a friend or colleague?

Answered: 215 Skipped: 4



Question: How likely is it that you would recommend Fernie as a travel destination to a friend or colleague?

96% fell in to the 'Promoters' category, by responding 9 or 10 on a likelihood scale of 1-10

3% fell into the 'Passives' category by responding 7 or 8 out of 10

1 person responded with a score of 5, commenting that he had just arrived in town

Extensive research has shown that your Net Promoter Score®, or NPS®, acts as a leading indicator of growth. If your NPS is higher than those of your competitors, you will likely outperform the market, and managing your destination to improve NPS will also improve performance. NPS is the foundation of a measurement framework that is tightly tied to the customer journey.

Demographics of those surveyed:

66% travelling with a group of friends or family
30% travelling alone or with one other person
4% travelling as part of a tour/sports/youth/corporate visit

42% age 22-30
36% age 31-40
13% age 41-50
9% under 21 or over 51

49% staying 2-3 nights
19% seasonal visitors
16% staying 4-6 nights
6% staying 7+ nights
10% staying 1 night or visiting for the day

91% expect to spend under \$250 per day including accommodation
9% expect to spend over \$250 per day including accommodation

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

PO Box 1928

542b - 2nd Avenue

Fernie, BC V0B 1M0

250-423-2037

info@tourismfernie.com

