

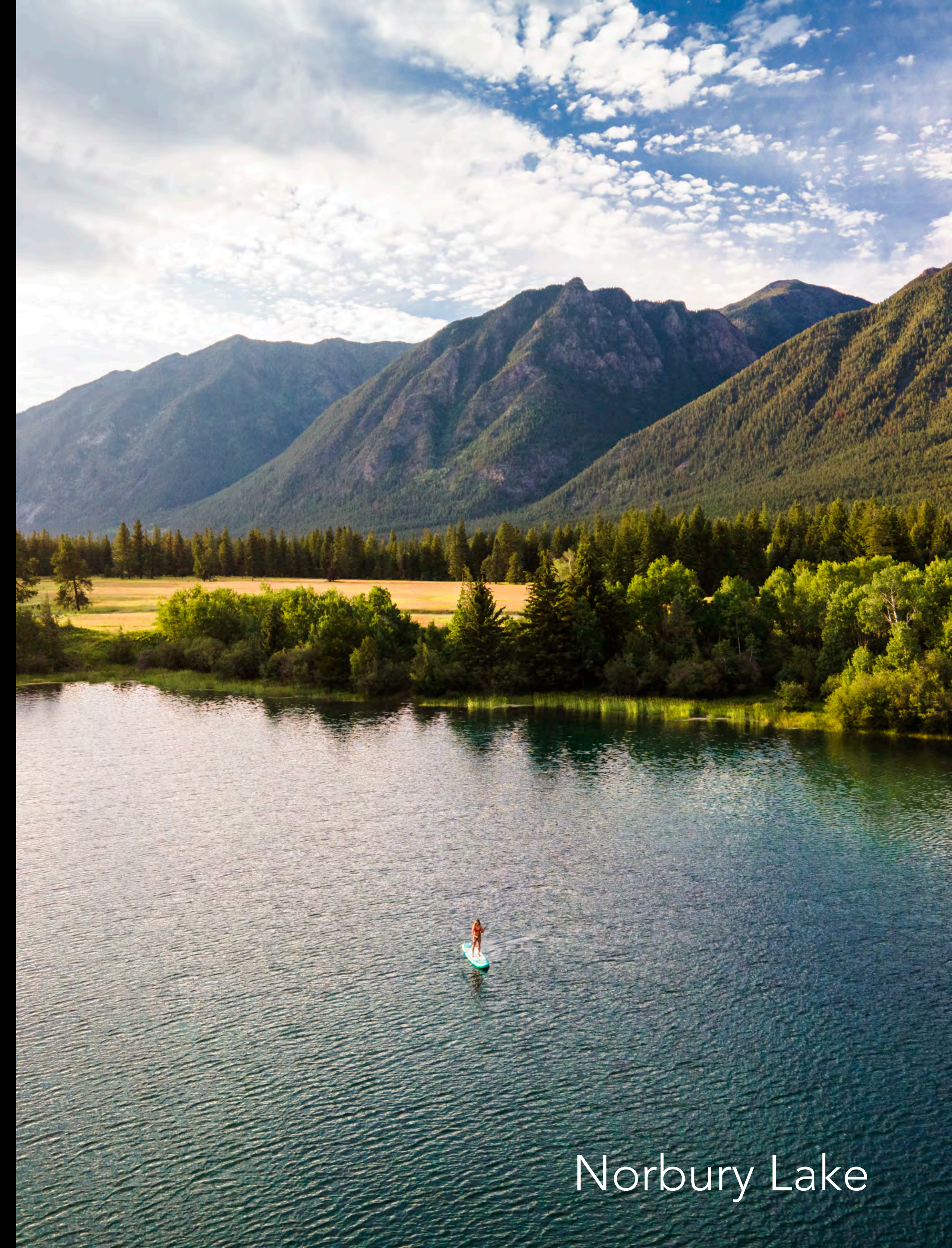


2023 AGM

CRANBROOK TOURISM

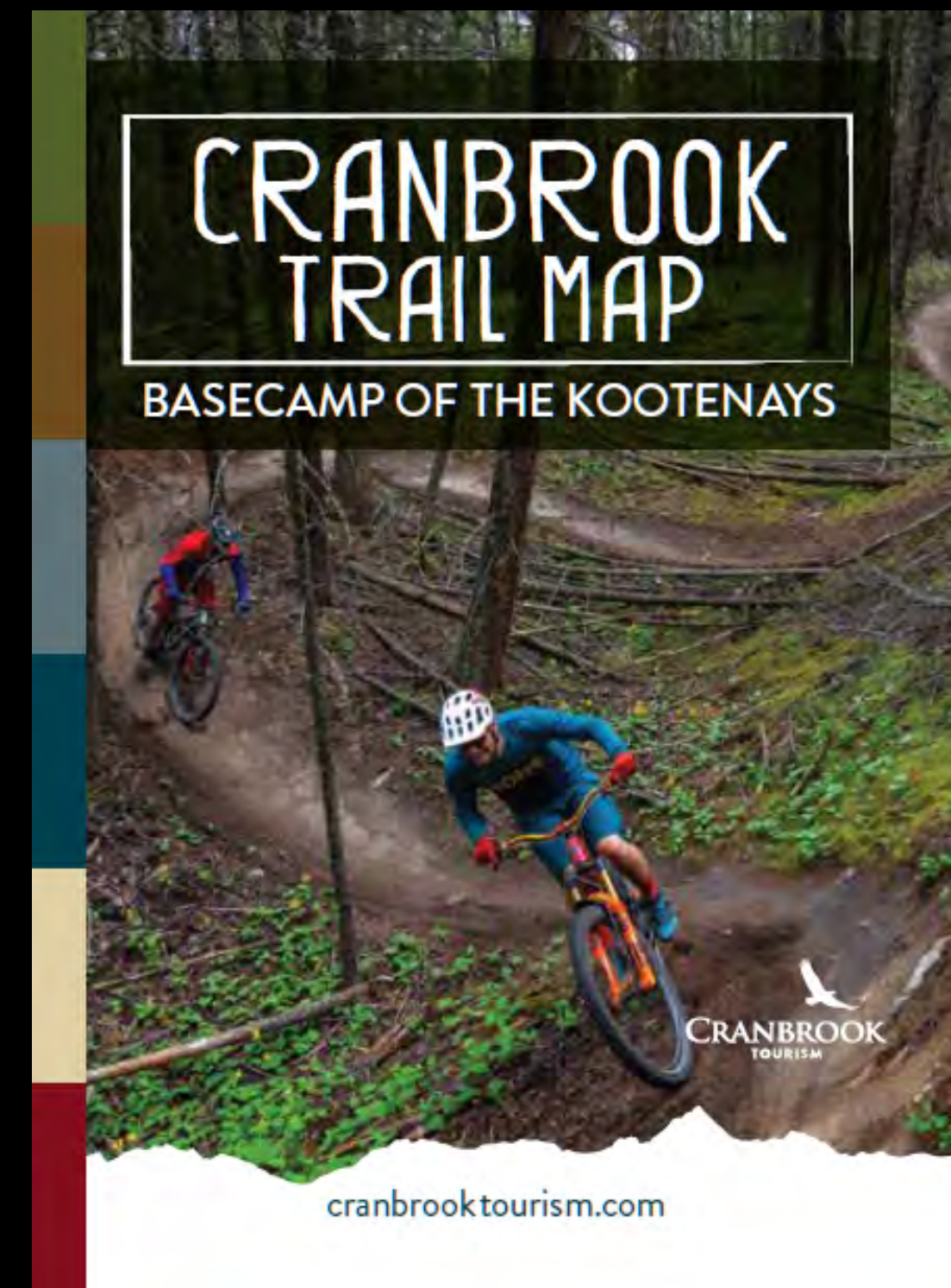
2022 YEAR IN REVIEW

- Visitor Centre operations
- Strong growth of MRDT/Occupancy/Visitors
- Record grant funding for projects
- Tourism Master Plan

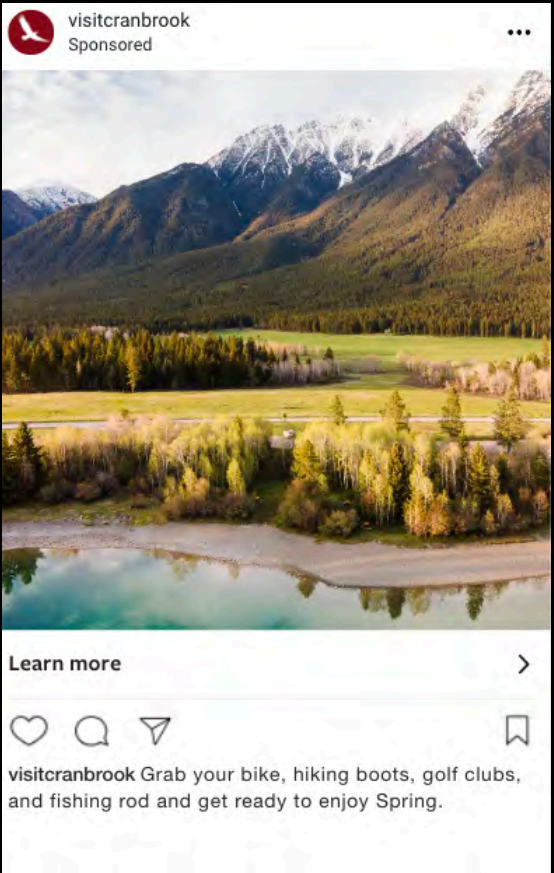
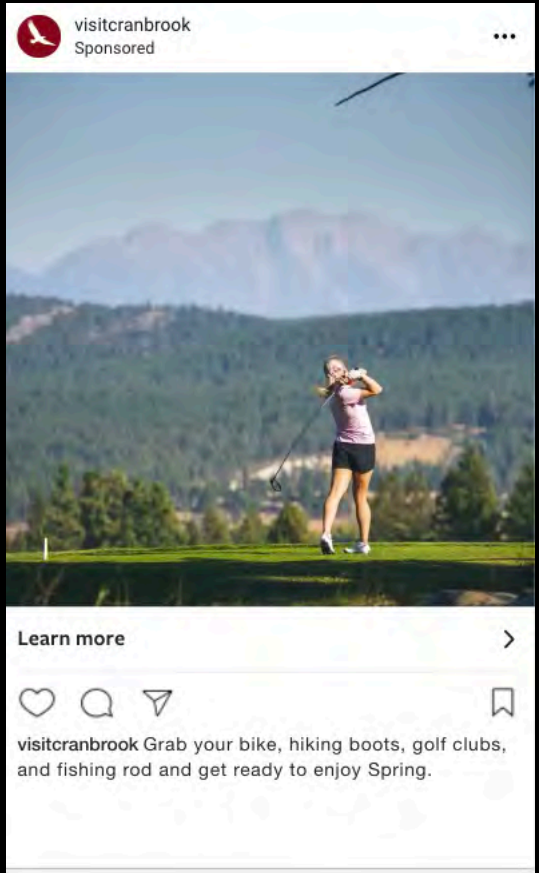
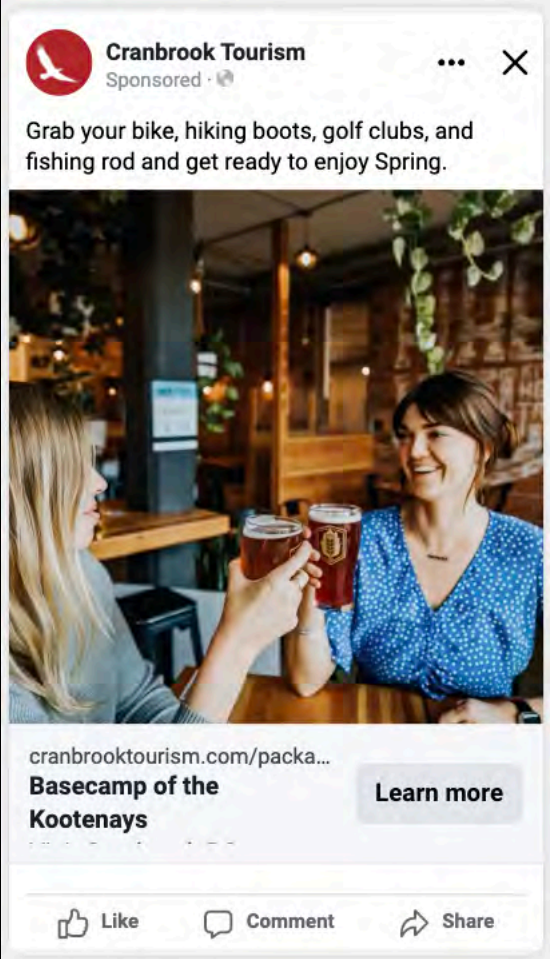
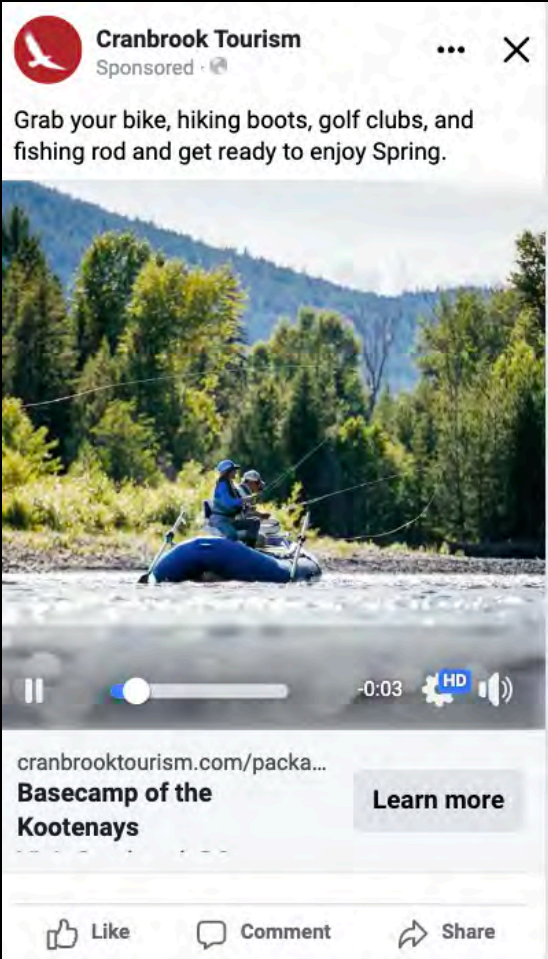
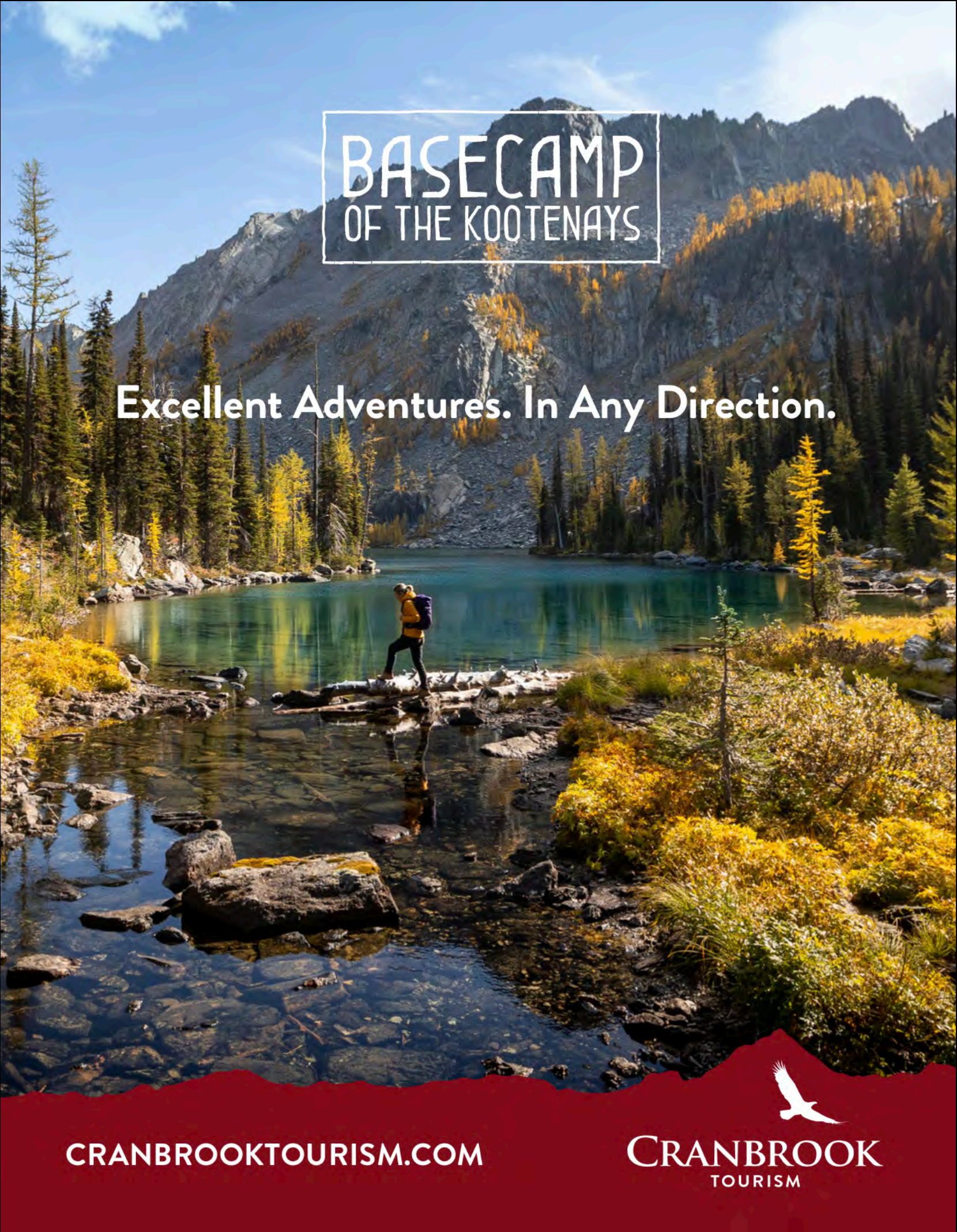
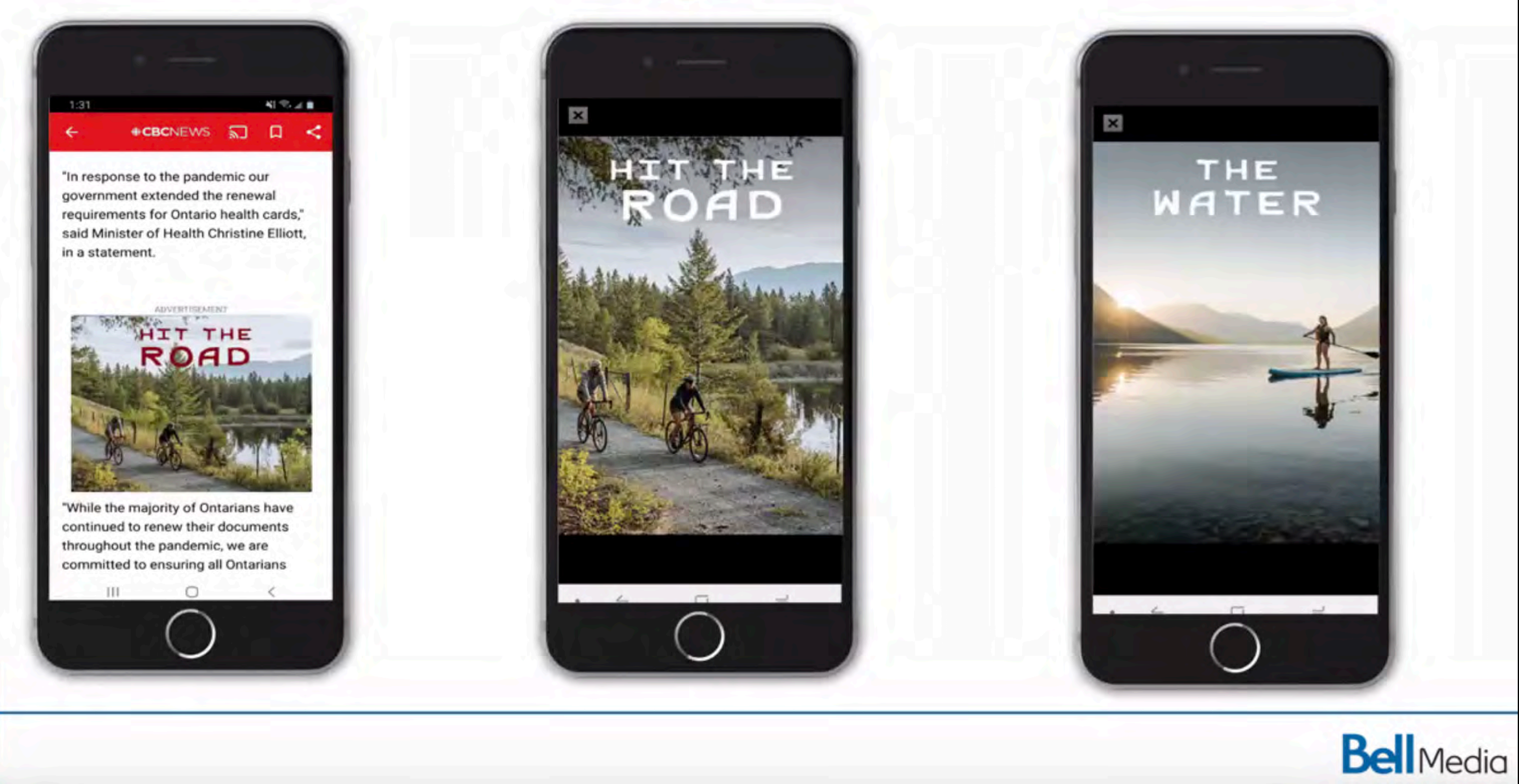


Norbury Lake

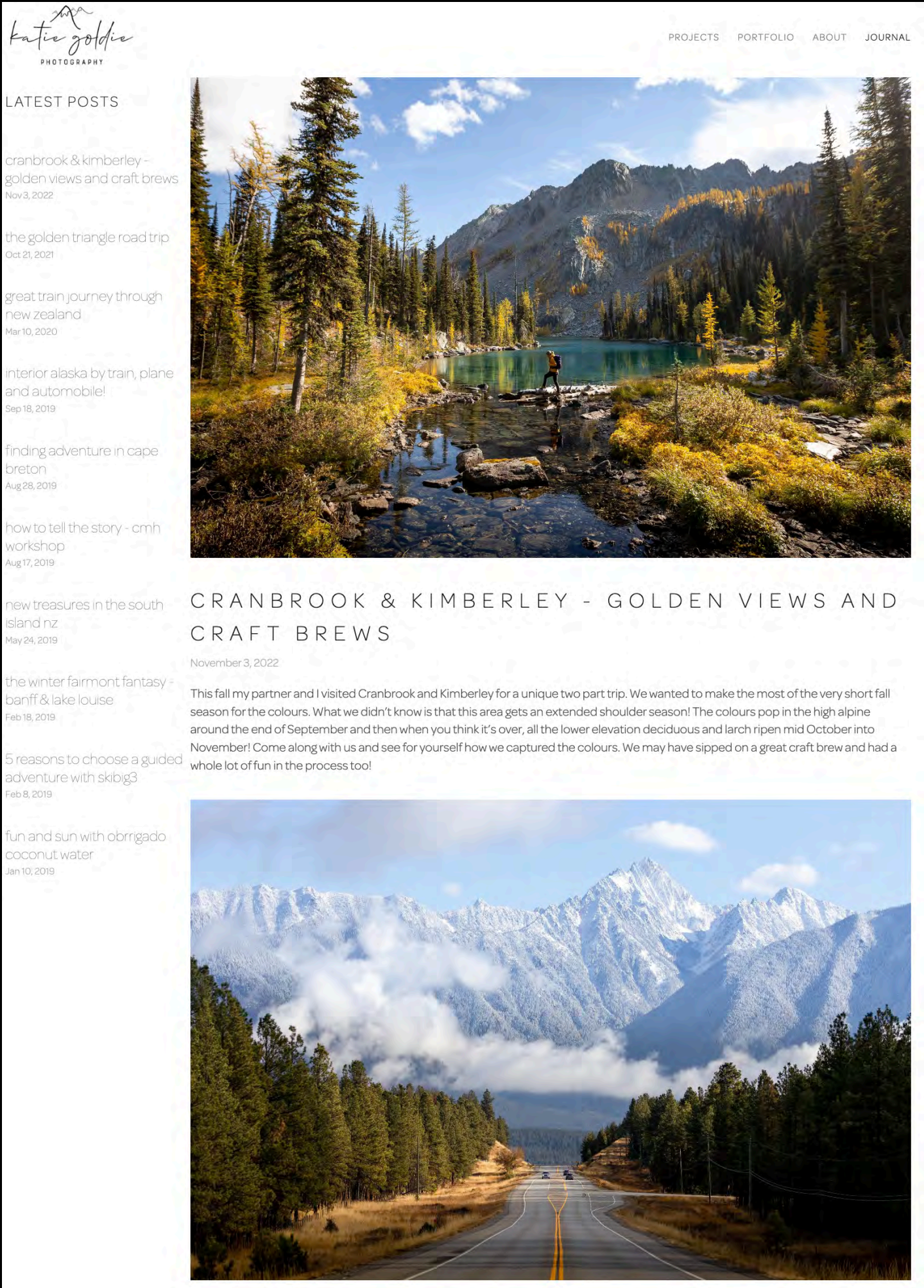
MARKETING- PRINTING & DISTRIBUTION



MARKETING-ADVERTISING



MARKETING - MEDIA RELATIONS

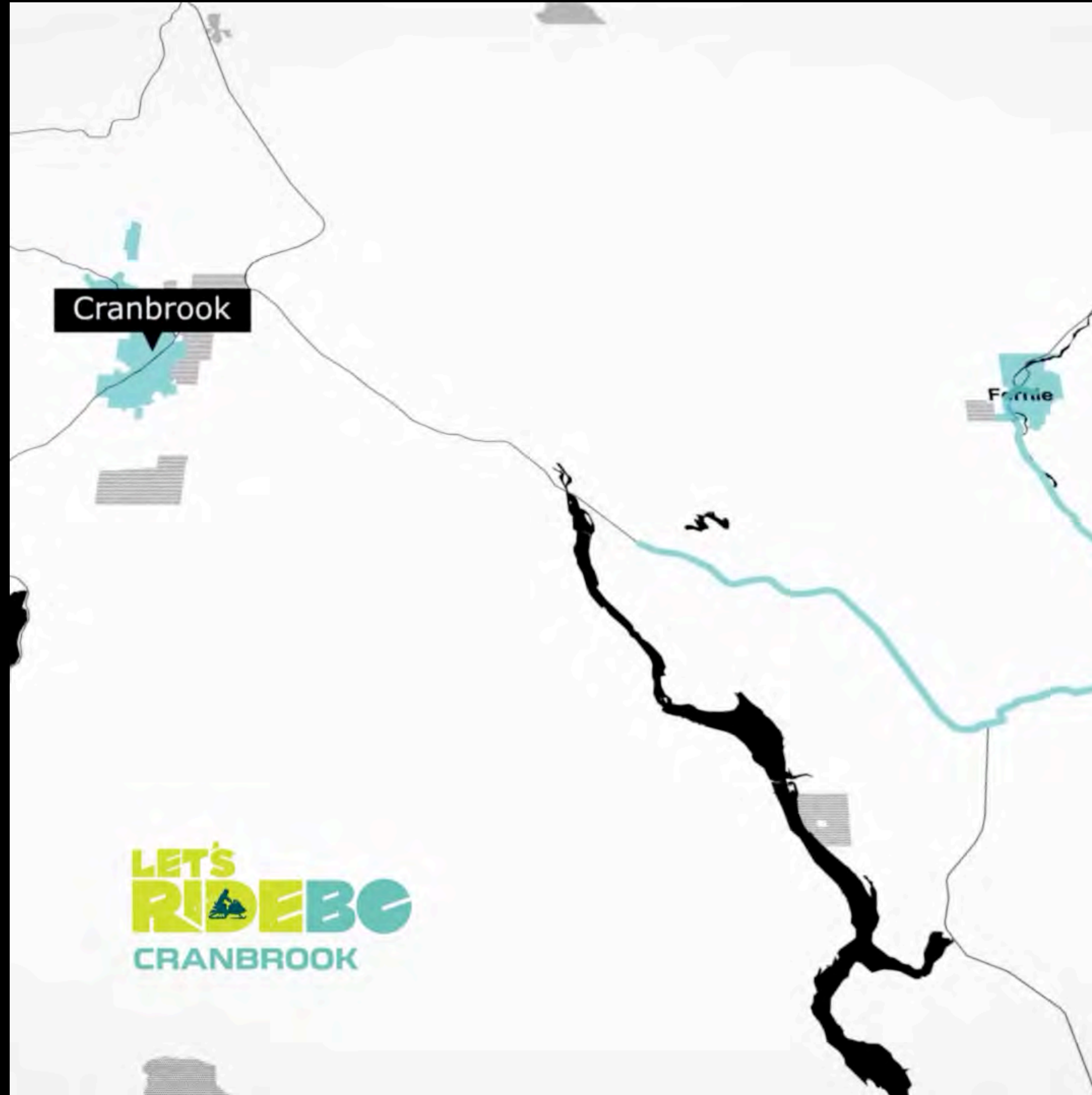


CANADIAN CYCLING MAGAZINE

KATIEGOLDIEPHOTO.COM

SEE MORE EXAMPLES >>

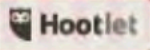
MARKETING







MARKETING- SPONSORSHIPS



MARKETING-PROGRAMS



CRANBROOK & KIMBERLEY TASTING PASSPORT



Rockies Exploring with Golden Views and Epic Brews

As summer turns to fall in the Kootenays, autumn's golden larches will entice you to paddle calm waters against the backdrop of golden views, hike trails hugged in amber warmth, drive along windy roads through the caramel-kissed countryside, and sip seasonally-inspired brews.

BCAleTrail.ca

#RockiesExploring
#ExploreBC
#BCAleTrail
#BCCraftBeer

@BCAleTrail

FILL YOUR PASSPORT TO WIN!

From September 16 - October 16, 2022, visit any of the participating businesses listed below and ask for a stamp with purchase. Once you have collected unique stamps from six different locations, hand in the passport at a local Visitor Information Centre to receive a custom enamel mug and get entered in the draw for a chance to win the Grand Prize package, a 2-night stay at the Prestige Rocky Mountain Resort, including a Picnic on the Peak, provided by Eclipse Helicopters and The Heid Out & Fisher Peak Brewing. Multiple entries encouraged!

Cranbrook

The Blind Pig
21 Cranbrook St N

Ella's
1019 Cranbrook St N

Fenwick & Baker Public House
1017 Baker St

Fire and Oak
209 Van Horne St S

Firehall Kitchen and Tap
37 11 Ave S

The Heid Out & Fisher Peak Brewing
821 Baker St

Hot Shots Café
1924 8 St N

St Eugene Resort
7777 Mission Road

Visitor Information Centre
8000 Baker St

Kimberley

Biscuit: A Place To Sup
180 Spokane St

Bohemian Spirits
215 Mark St

Grist & Mash Brewery
345 Wallinger Ave

Overtime Beer Works
136A Wallinger Ave

The Hourglass
130 Spokane St

Visitor Information Centre
270 Kimberley Ave

Find local breweries on the BC Ale Trail App

Download on the App Store

GET IT ON Google Play

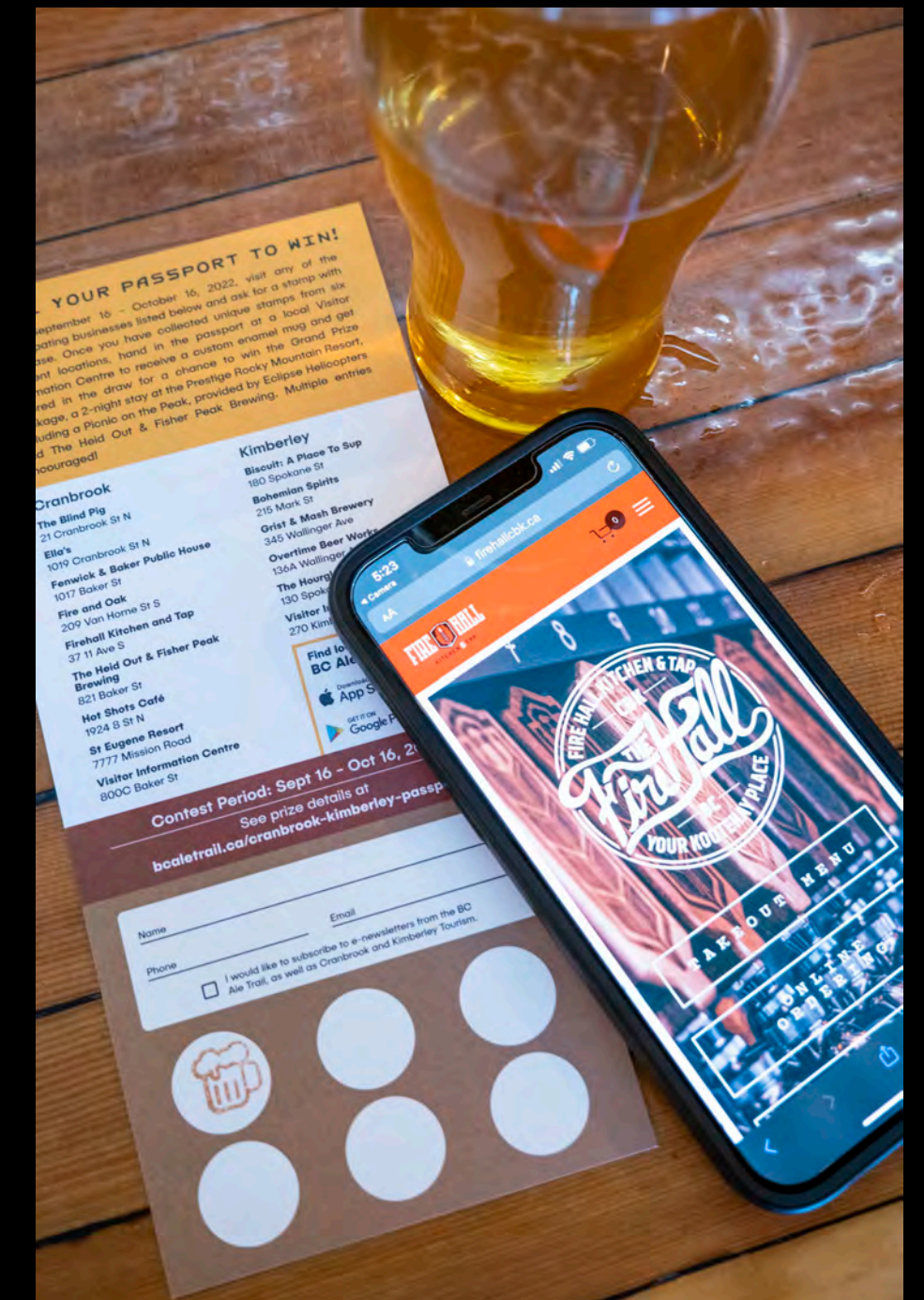
Contest Period: Sept 16 - Oct 16, 2022

See prize details at bcaletrail.ca/cranbrook-kimberley-passport

Name _____

Phone _____ Email _____

☐ I would like to subscribe to e-newsletters from the BC Ale Trail, as well as Cranbrook and Kimberley Tourism.



RETAIL DEVELOPMENT



VISITOR CENTRES



- Visitor intercept study
- Live Chat on website
- Launched mobile services
- Gifts and souvenirs downtown

	2018	2019	2020	2021	2022 YTD
Visitors to VIC	5,355	8,345	3,618	3,873	5,671
Mobile (NEW)	-	-	-	-	3,802
Live Chats (NEW)	-	-	-	-	153



Elizabeth Lake Visitor Centre

BY THE NUMBERS

	2017	2018	2019	2020	2021	2022	YOY Change
Website Visits *sessions	26,754	31,366	99,711	191,549	175,647	195,732	11.43%
Visitors Served	5,173	5,355	8,345	3,618	3,873	9,473	145%
Passenger Volume Yxc	134,455	173,977	184,973	56,901	58,965	138,700	145%
Occupancy	45.2%	42.9%	44.5%	38.1%	41.7%	61.2%	47%
MRDT Revenue	-	\$348,048	\$370,027	\$253,097	\$362,425	\$506,863	39.85%

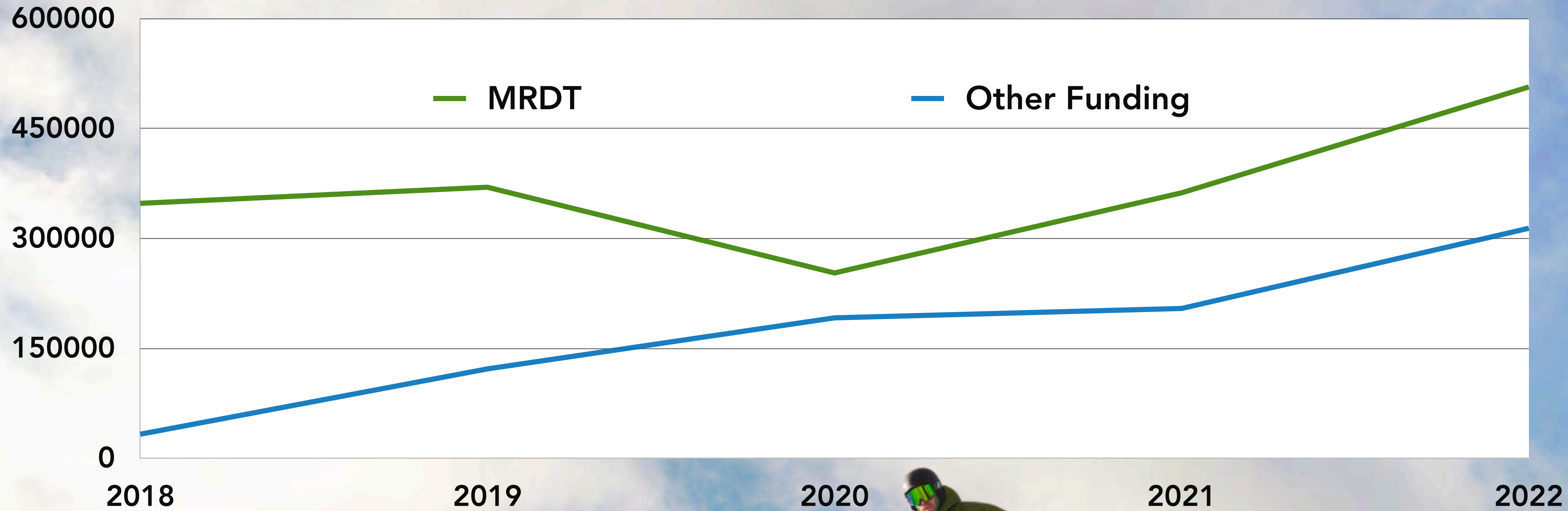
Cranbrook Gravel Grind



Lakit Lake Recreation Area

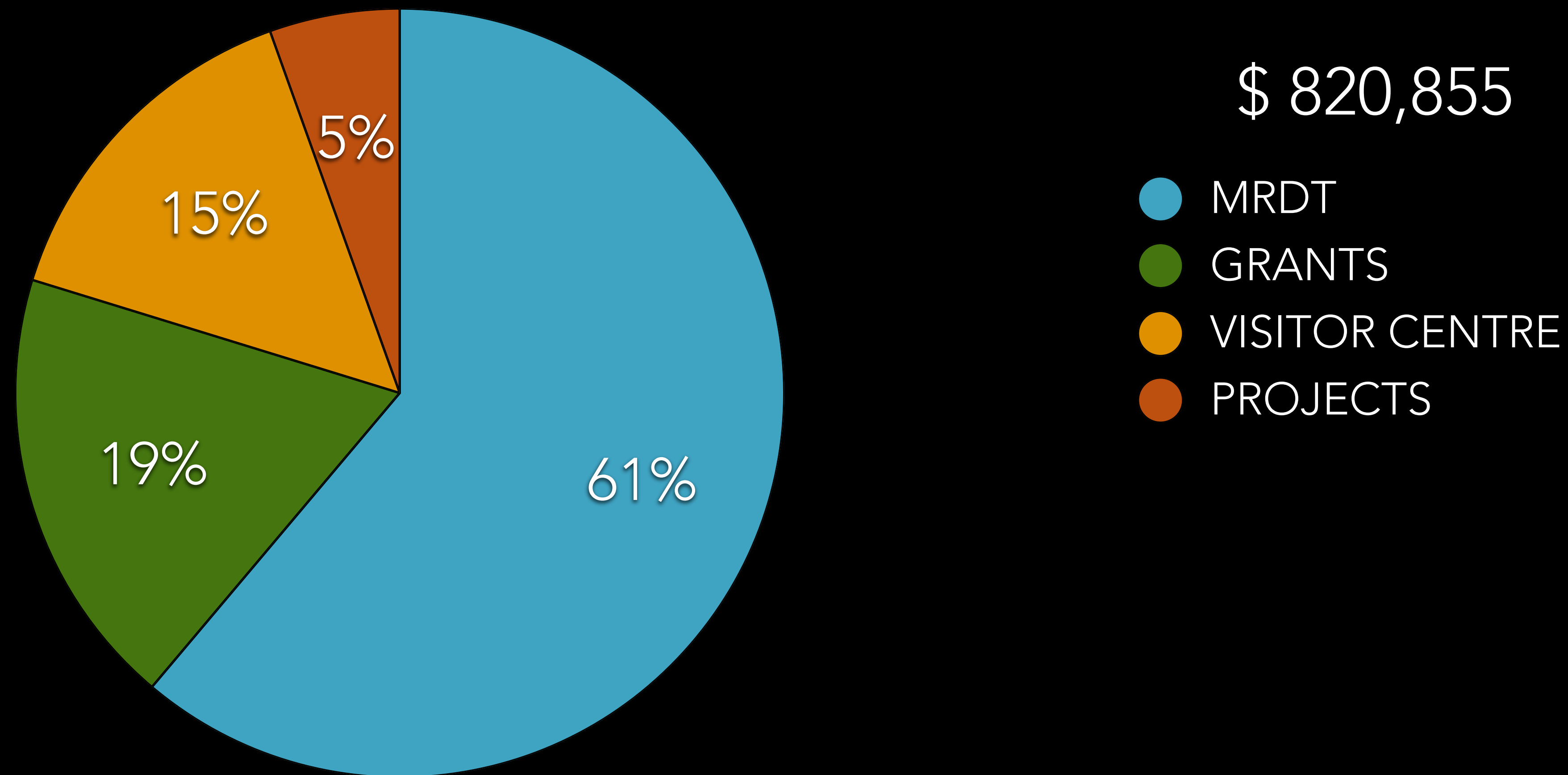
	April	May	June	July	August	September
MRDT 2019	\$24,286	\$30,162	\$48,621	\$47,823	\$45,028	\$40,225
MRDT 2022	\$33,486	\$41,760	\$54,562	\$64,968	\$66,303	\$61,606
CHANGE	37.88%	38.45%	12.22%	35.85%	47.25%	53.15%
Occupancy 2019	39.5%	47.0%	66.5%	61.8%	61.2%	50.9%
Occupancy 2022	50.2%	62.2%	75.7%	81.4%	86.7%	78.9%
CHANGE	27%	32%	14%	32%	42%	55%

REVENUE TREND

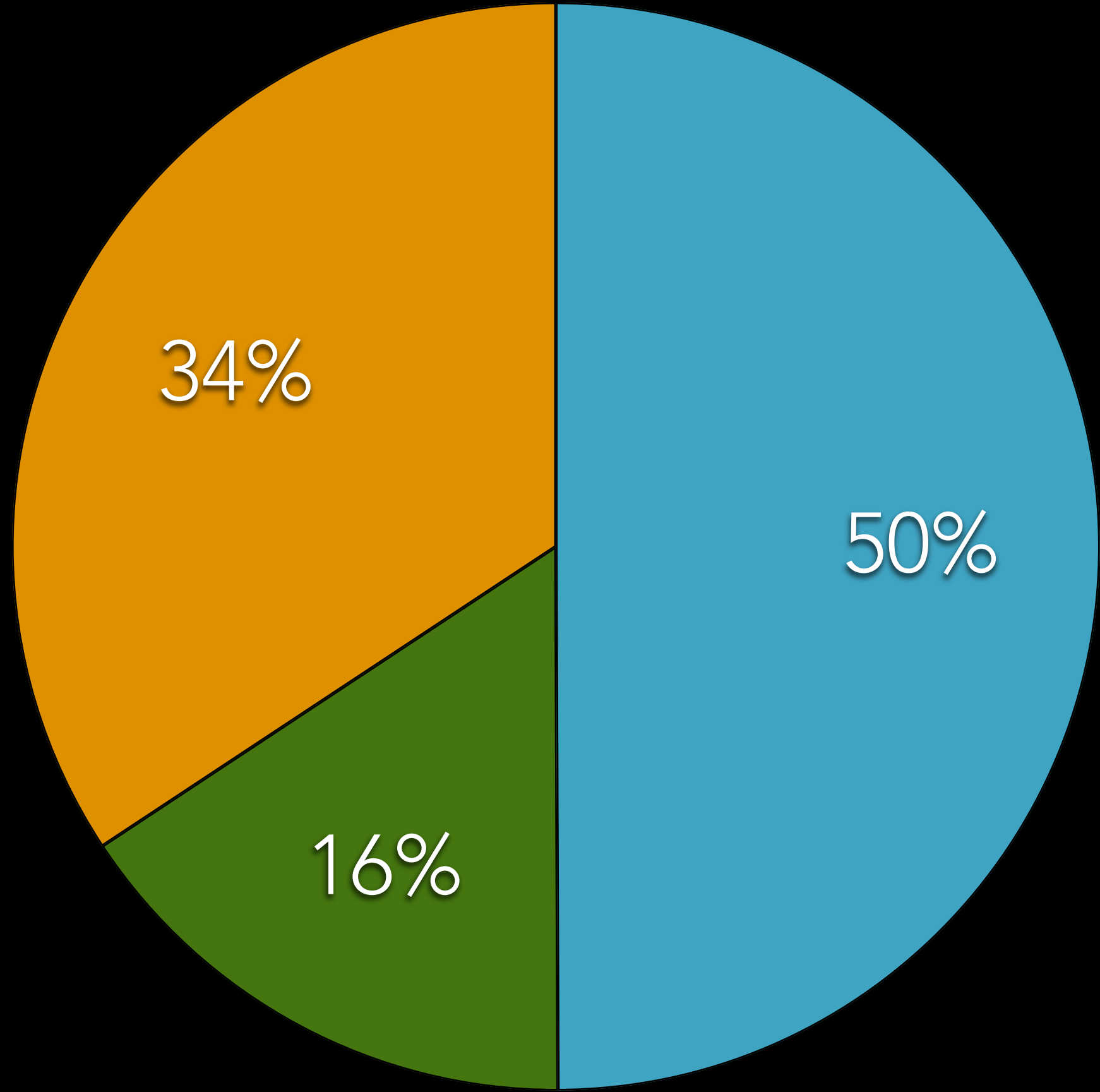


Kimberley Alpine Resort

REVENUES



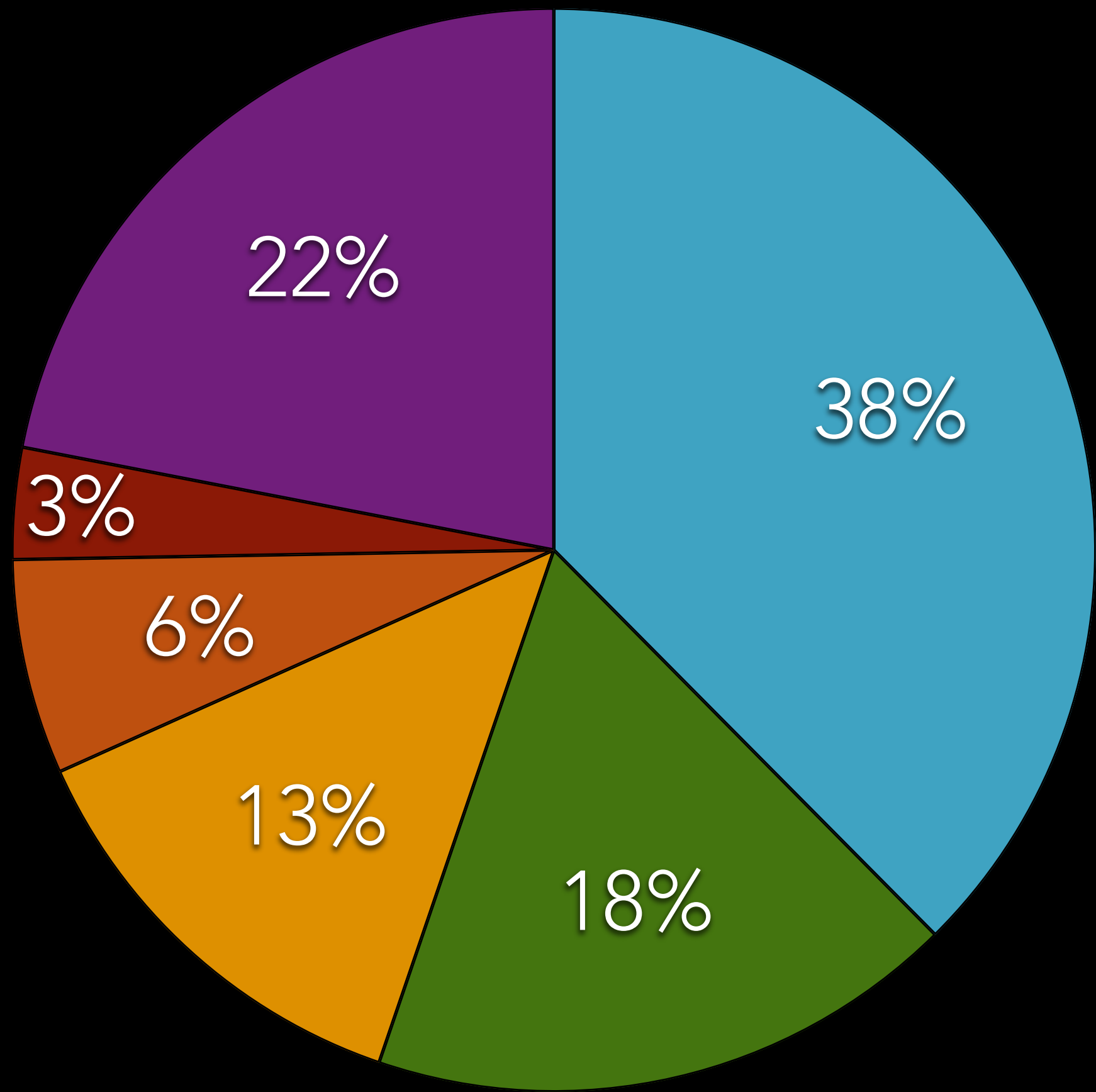
EXPENSES



\$ 665,380

- MARKETING
- VISITOR CENTRE
- ADMINISTRATION

MARKETING



\$ 335,586

- Advertising
- Printing and Distribution
- Creative-Photo-Video
- Media - Social
- Shows
- Other

OTHER INITIATIVES

Tanglefoot Lake

TOURISM MASTER PLAN

PLANNING FOR THE FUTURE TOGETHER

[SEE THE PLAN >>](#)



TOURISM MASTER PLAN

A BOLD VISION



TOURISM MASTER PLAN

1. Visitor Services Strategy
2. Visitor Intercept Study
3. Value of Tourism Report
4. Ktunaxa Cultural Initiative
5. Retail Gap Analysis
6. Destination Development Strategy

VISITOR INTERCEPT SURVEY

Cranbrook – Summer 2022 Summary

Market Origin



Top Areas of Province (AB/BC)

- | | |
|-------------------------|------------------------------|
| 1. AB - Calgary (20%) | 1. BC – Lower Mainland (11%) |
| 2. AB - Lethbridge (7%) | 2. BC – East Kootenays (8%) |
| 3. AB - Edmonton (5%) | 3. BC – West Kootenavs (6%) |

Top 3 Outside AB/BC

1. Ontario (5%) 2. Saskatchewan (4%) 3. Manitoba (2%)

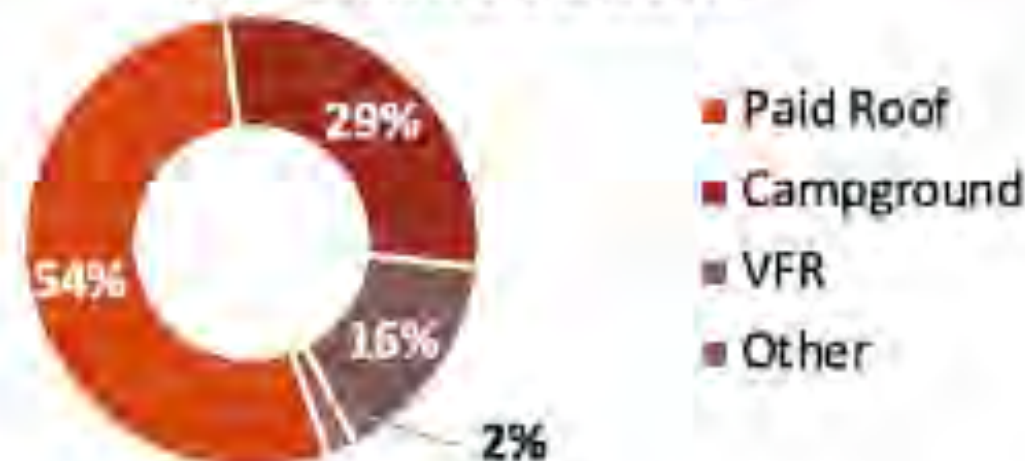
Length of Stay



\$578 = average overnight visitor party expenditure in Cranbrook



Accommodations



Visitors



47% female

52% male

2.6 people in each visitor party
26% travelled with children (< 18)

23% were between ages of 19-34

44% were between ages of 35-54

33% were 55 or older

52% had HH income of \$100,000+

Top 5 Activities in Cranbrook

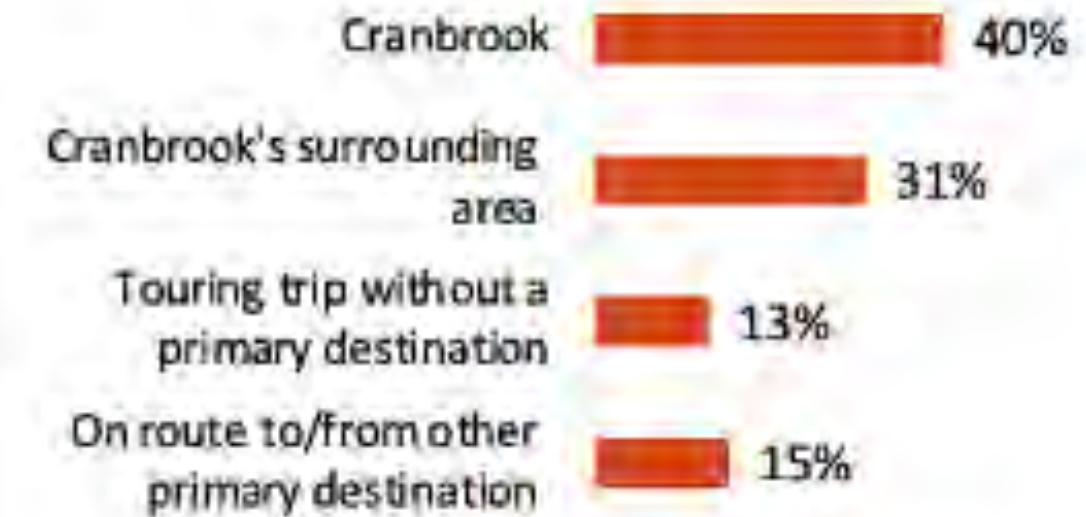
(in addition to reasons for visiting)

1. Beaches, lakes and rivers (40%)
2. Hiking (36%)
3. Visiting friends/ relatives (36%)
4. City/town sightseeing (34%)
5. Visiting Provincial Parks (30%)

Top 5 Reasons for Visiting Cranbrook

1. Visiting Friends and Relatives (20%)
2. Break from Driving/Convenient Place to Stop (13%)
3. Camping (10%)
4. Golf (8%)
5. Visit Fort Steele (8%)

Primary Destination



Overnight Visit in Past 2 Yr



Downtown Cranbrook

55% Visited Historic Downtown

Top 3 suggestions:

1. Street Festival/Event
2. More Unique Shops
3. More Dining Options

Experience Evaluation

84% are Somewhat/Very Satisfied with Overall Cranbrook Experience

Net Promoter Score (NPS): **16.3**

37% rated likelihood to return to Cranbrook for overnight leisure trip in next 2 years as '9' or '10-Extremely

RESIDENT SURVEY



- 48% said tourism is important to them
- 82% believed tourism important to Cranbrook's economy
- Respondents expect tourism to contribute to their lifestyle (recreation, retail, arts & culture, infrastructure)

TOURISM MASTER PLAN RECOMMENDATIONS

1. Invest in arrivals and gateways
2. Resource and support a Ktunaxa cultural initiative
3. Create a Cranbrook vibe downtown
4. Invest in Trails and Connections
5. Share the stories - Interpretive and way finding signage
6. Pursue sport events and festivals - Invest in parks and venues
7. Explore new iconic attractions

TOURISM MASTER PLAN



Recommendation: Create a well-defined and welcoming sense of arrival into the ‘heart’ of Cranbrook:

1. Create a statement urban park and Welcome Centre/Plaza utilizing the entirety of the highway frontage running from the Prestige Hotel to the intersection of the Highway and King Street (the ‘History Centre grounds’) and with pedestrian connection across the highway to a revitalized downtown.
2. Undertake a detailed planning process for re-imagining of this site as a powerful tourism catalyst for Cranbrook accompanied by a branding/naming review that considers the perspectives of the Ktunaxa Nation, the Cranbrook History Centre, Canadian Museum of Rail Travel, Cranbrook Tourism/Visitor Centre and the City of Cranbrook representing the interests of all residents

CRANBROOK EVENT STRATEGY

VIBRANCY AND DESTINATION BRAND



Rotary Park

EVENT PROJECT - 2023

- \$100,000 federal grant to kickstart the project
- Focus on growth in Festivals, Sport and Meetings
- Roles and responsibilities of Cranbrook stakeholders
- Economic impact assessments for events
- Sustainable funding for events

EVENT PROJECT - CORE FINDINGS

Gaps identified in key areas:

- Leadership and accountability structures of key stakeholders
- Communication with key destination stakeholders and tourism industry partners
- Public policy constraints and lack of attraction resources/grants
- Access to public amenities, information and other private partnerships

THANK YOU



Moyie Lake