

CRANBROOK TOURISM ANNUAL GENERAL MEETING

MARCH 2021



BOARD OF DIRECTORS 2021

Chris Andrews - Board Chair - Wildstone Golf Course

Glenn Dobie - Vice Chair

Crystal Scott - Treasurer - Prestige Rocky Mountain Resort

Heidi Romich - The Heid Out Restaurant and Fisher Peak Brewing

Tristen Chernove - Canadian Rockies International Airport

Galen Olstead - Key City Theatre

Garry Anderson - Cultural Heritage and the Arts

LeeAnn McDonald - The Best Western

Ron Popoff - The City of Cranbrook

Christine Hoechsmann - The Cranbrook Chamber of Commerce

Janice Alpine - Kootenay Aboriginal Business Development Agency

Graham Knipfel - College of the Rockies

PERFORMANCE INDICATORS



Fort Steele

2020 SNAPSHOT

- Strong start with projects and promotions in Q1
- Early spending in preparation for high season
- Very conservative when COVID hit stemming expenses
- Strong engagement and demand
- Resiliency and success in pivoting (local campaigns, grants)



BY THE NUMBERS

- Accommodation occupancy down 14%
- MRDT revenues down 32%
- Visitor Centre parties down 53%
- Airport passenger volume down 69%
- Website traffic to cranbrooktourism.com up by 92%





	2017	2018	2019	2020	YOY Change
Website Visits	26,754	31,366	99,711	191,549	92%
*Sessions					
Parties To Visitors Centres	3,020	2,988	4,604	2,146	-53%
Facebook Followers	3,622	4,447	5,483	6,240	14%
Passenger Volume Yxc	134,455	173,977	184,973	56,901	-69%
Occupancy	45.2%	42.9%	44.5%	38.1%	-14%
MRDT Revenue	-	\$348,048	\$370,027	\$253,097	-32%

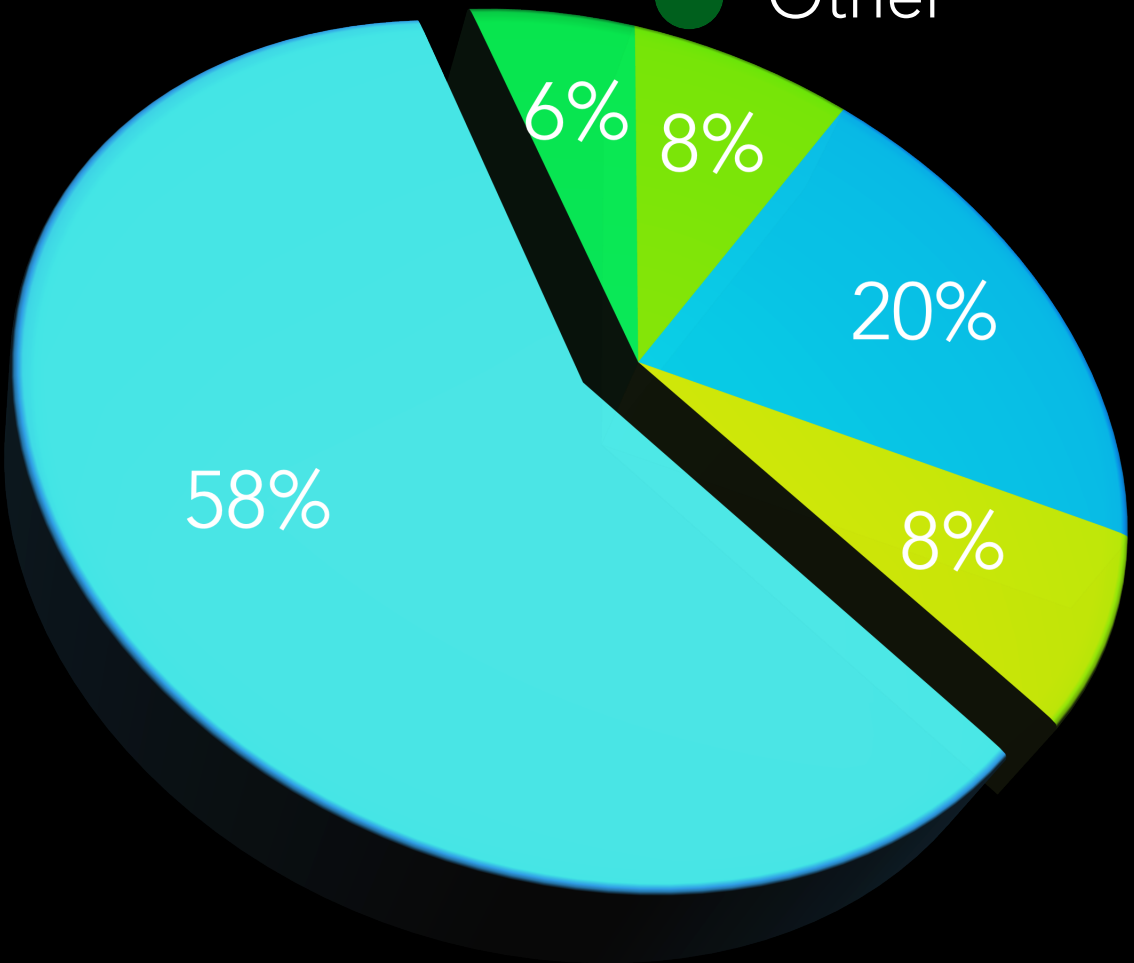


Elizabeth Lake Lodge

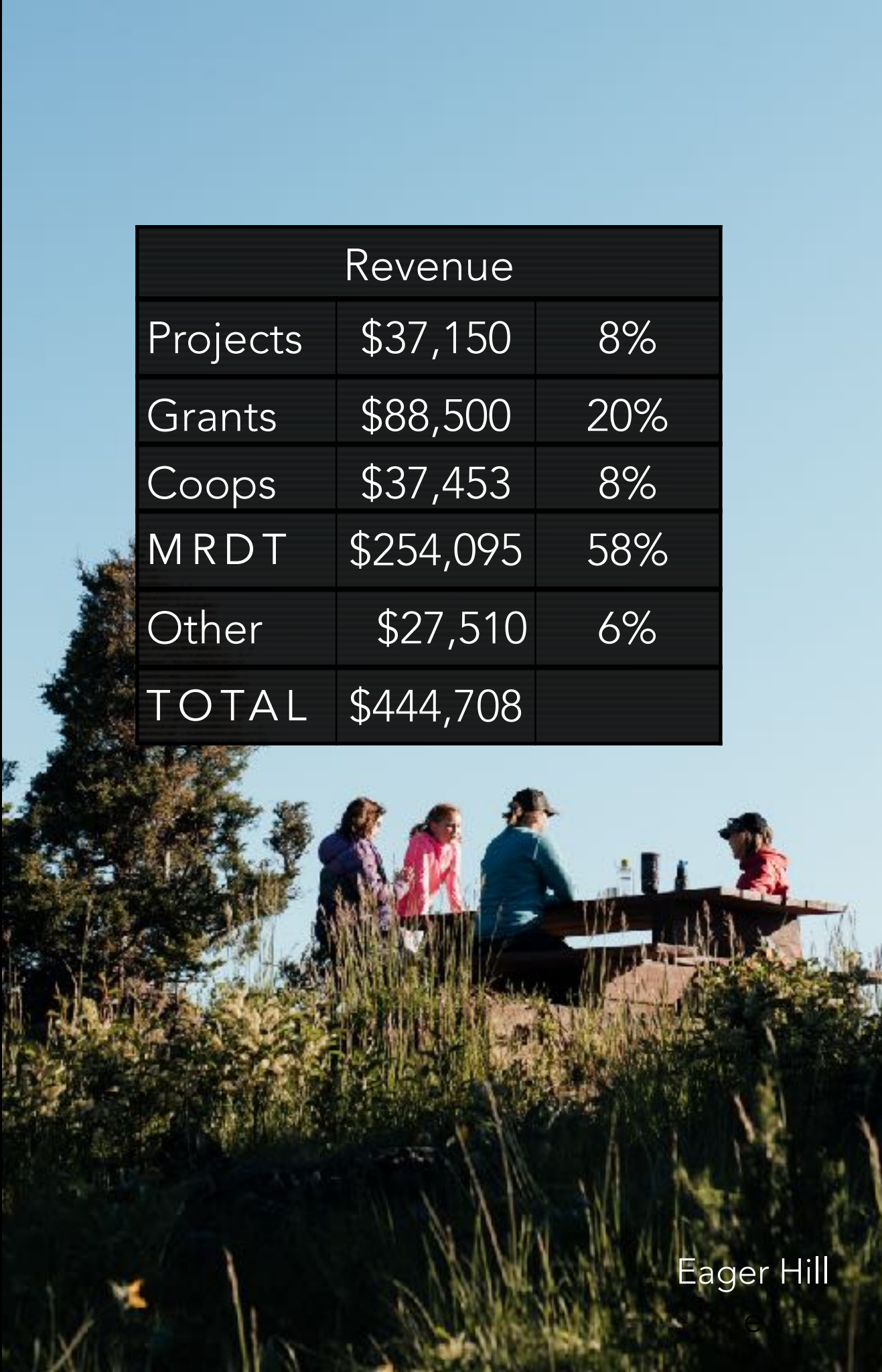
	2010	2018	2019	2020	YOY Change
Occupancy	45.2%	42.9%	44.5%	38.1%	-14%
Average Daily Rate	\$97.63	\$120.88	\$116.67	\$92.23	-21%
Demand	139,333	151,337	157,093	132,805	-15%
Revenue	\$13,603, 155	\$18,294,190	\$18,328,034	\$12,248,055	-33%
MRDT Revenue	-	\$348,048	\$370,027	\$253,097	-32%

2020 REVENUES

- PROJECTS
- GRANTS
- COOPS
- MRDT
- Other



Revenue		
Projects	\$37,150	8%
Grants	\$88,500	20%
Coops	\$37,453	8%
MRDT	\$254,095	58%
Other	\$27,510	6%
TOTAL	\$444,708	

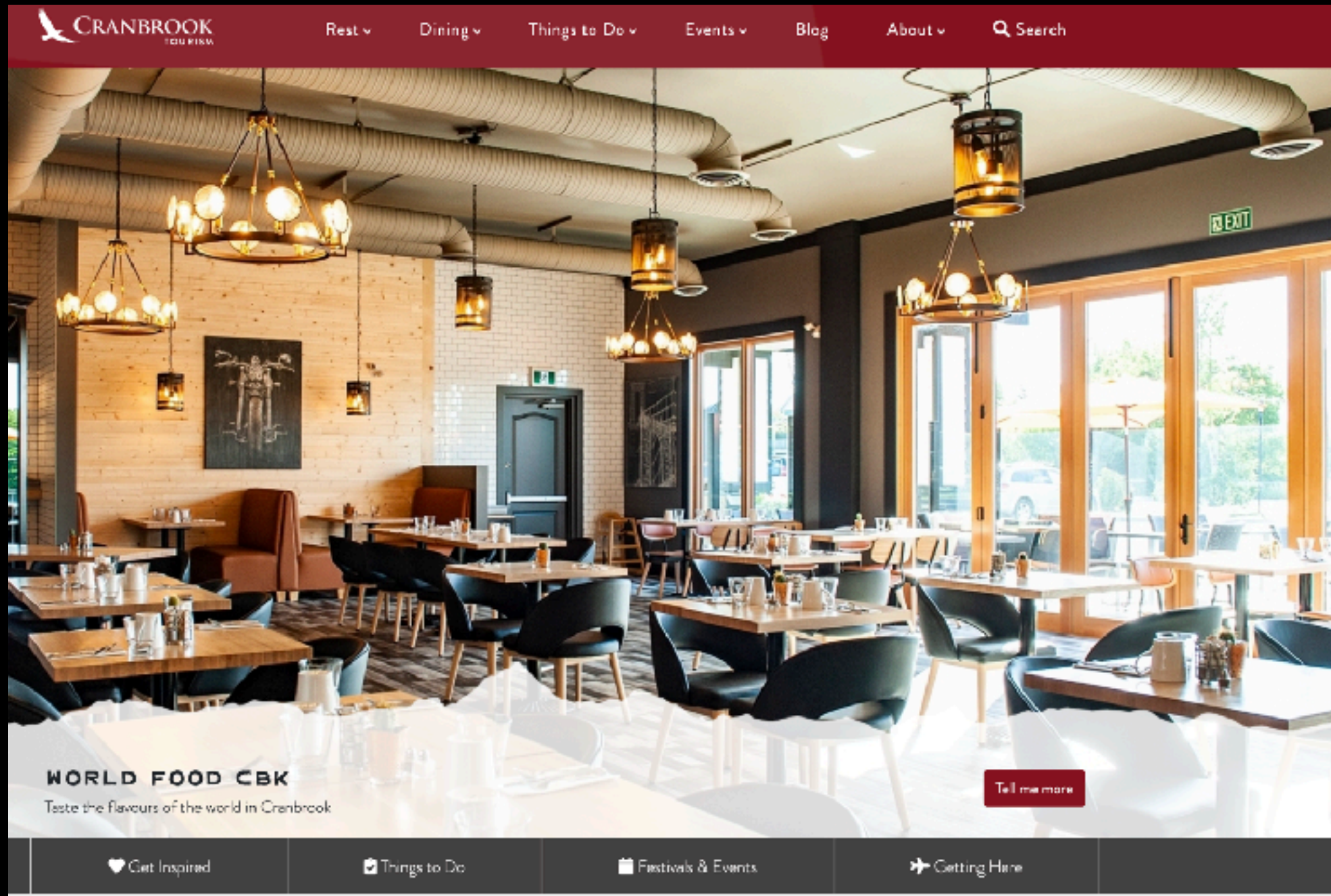




MARKETING

Moyie Provincial Park Campground

WEBSITE



WEBSITE

[Home](#) | [Blog](#) | [World Food CBK](#)

WORLD FOOD CBK


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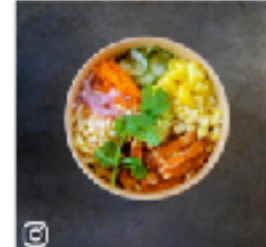





September 24, 2020 |

As the weather cools and the leaves begin to turn, a little bit of spice can be nice. Discover our favourite places to find the flavours of the world in Cranbrook.


Ella's Cafe

The closest the Kootenays comes to the Caribbean. This is the only Jamaican food in the Kootenays. Brand new to the Cranbrook food scene in 2020, owner Aletha brings her warm smile and personable energy into this new space located in the Best Western hotel. We recommend the jerk chicken tacos and the traditional meat pies. [Hear what people are saying about Ella's.](#)





You Might Be Interested In...



WEBSITE BLOGS

MOUNTAIN BIKING IN CRANBROOK

Share Tweet Email Print

August 11, 2020 | By Andrew Penner

Half an hour into my ride – my trail of choice was “Chawabacca Rock,” a favourite in Cranbrook’s Community Forest system – I realized the staff member at the bike shop (Gerick Sports) was spot on. “There are some punchy climbs and some fast, tricky descents on that trail.” She also didn’t mince words about something else: “It’s an awesome ride and you won’t be disappointed!”



Indeed, after a weekend of mountain biking in and around Cranbrook, “disappointment” never even entered the equation. Far from it. As I found out, the mountain biking in Cranbrook can hold its own against anything. This is, without a doubt, one of the premier mountain biking destinations in the Kootenay Rockies.



PURE MOUNTAIN GOLF

Share Tweet Email Print

July 12, 2020 | By Andrew Penner

The mountain golf genre has always held a special place – a lofty place! – in the minds of the most discerning golfers in the sport. Blasting balls from elevated tees amid soaring peaks, rushing rivers, and pristine forests is, and always will be, an awesome way to experience the game. And, without a doubt, in and around Cranbrook are some of the finest mountain golf courses in not just British Columbia, but all of North America.

Not surprisingly, every one of the great courses in the area – Wildstone, St. Eugene, Shadow Mountain, and the Cranbrook Golf Club – has a couple of holes where the “wow” factor is off the charts. Such is the nature of mountain golf! And, while beauty is always in the eye of the beholder, it’s undeniable that the following holes have that extraspecial “gift” of greatness.



Teagan-A-5 at Wildstone.
Credit: Andrew Penner

Wildstone Golf Course – Hole 5, Par-4, 360 y



You Might Be Interested In...



10 HIKES WITH GREAT VIEWS

Share Tweet Email Print

June 22, 2020 | By Ursula Thompson

Cranbrook is spoiled when it comes to awe-inspiring hikes, but it can sometimes be difficult to track down information on each of these stunning views. Here are 10 amazing hikes with phenomenal views showing off the glory of our own backyard. Bonus: these hikes are all within a 2-hour drive and accessible with any vehicle.

Devils Hole – Beginner

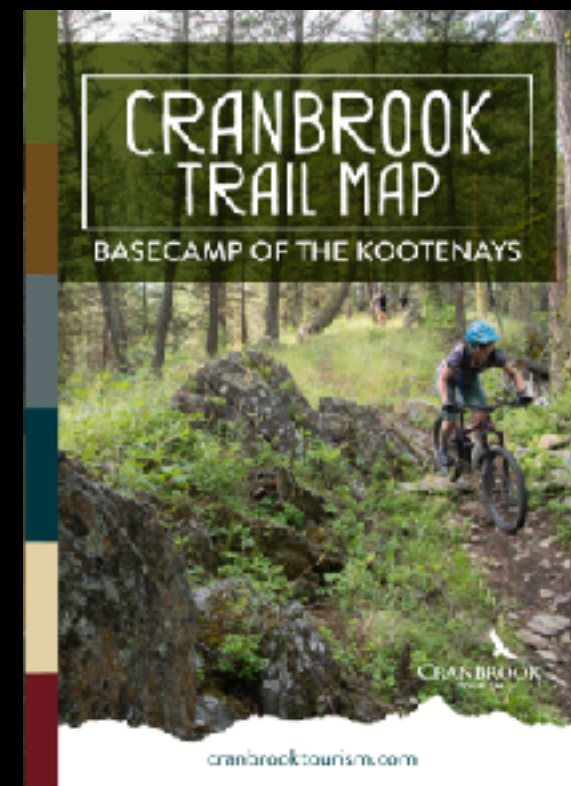
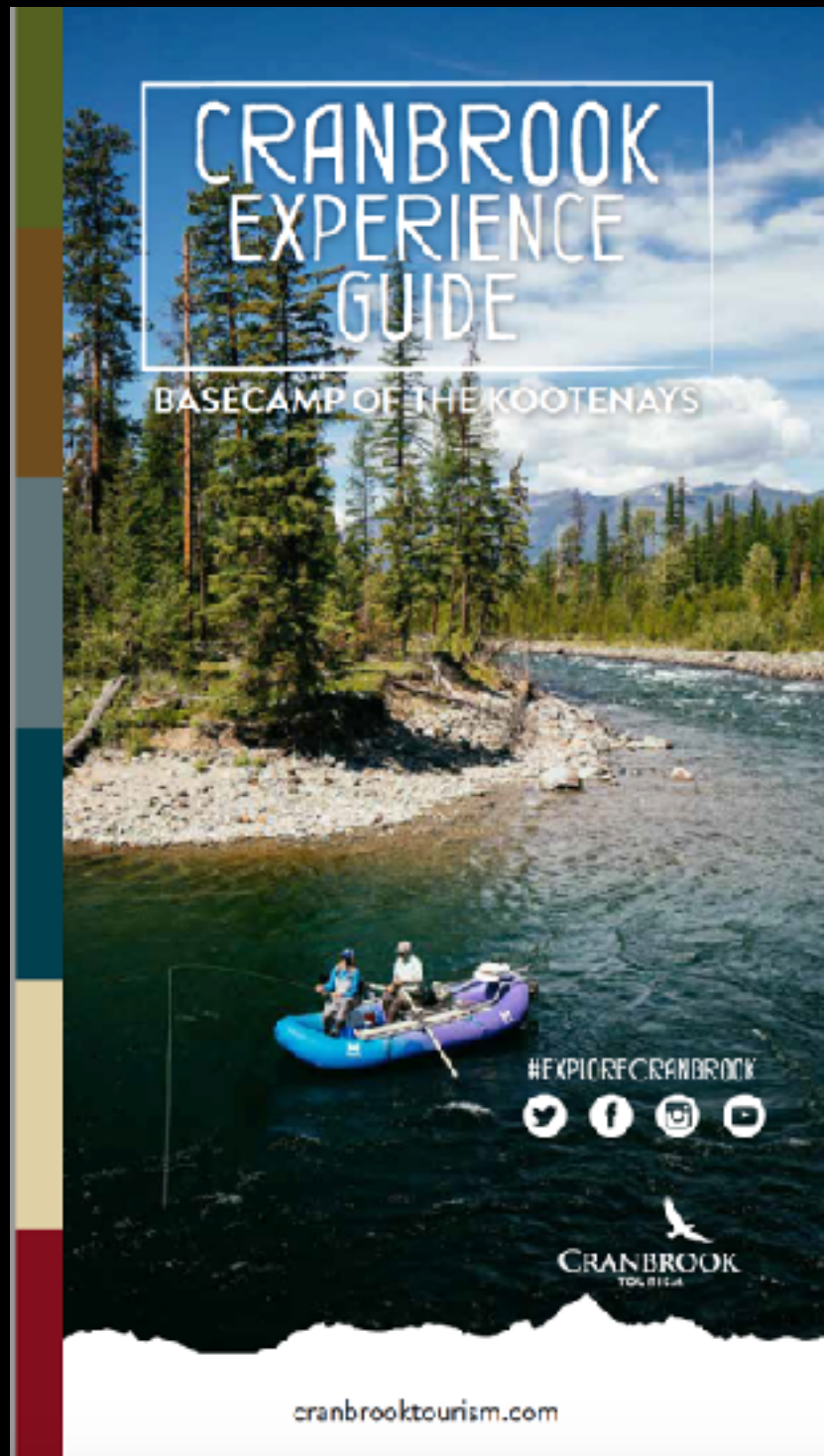
A hike up to Devil’s hole is perfect for beginners with a thirst for a quicker trail that still offers a fantastic reward. Only requiring a couple of hours to complete this 4.8km round trip hike, Devil’s Hole has some steep sections but is a fairly easy climb through forests and open meadows. It is easy to navigate by following the red arrows guiding hikers towards the top. Enjoy a snack at the summit while taking in a beautiful aerial view over a small but brilliant pond below.

How to get here:

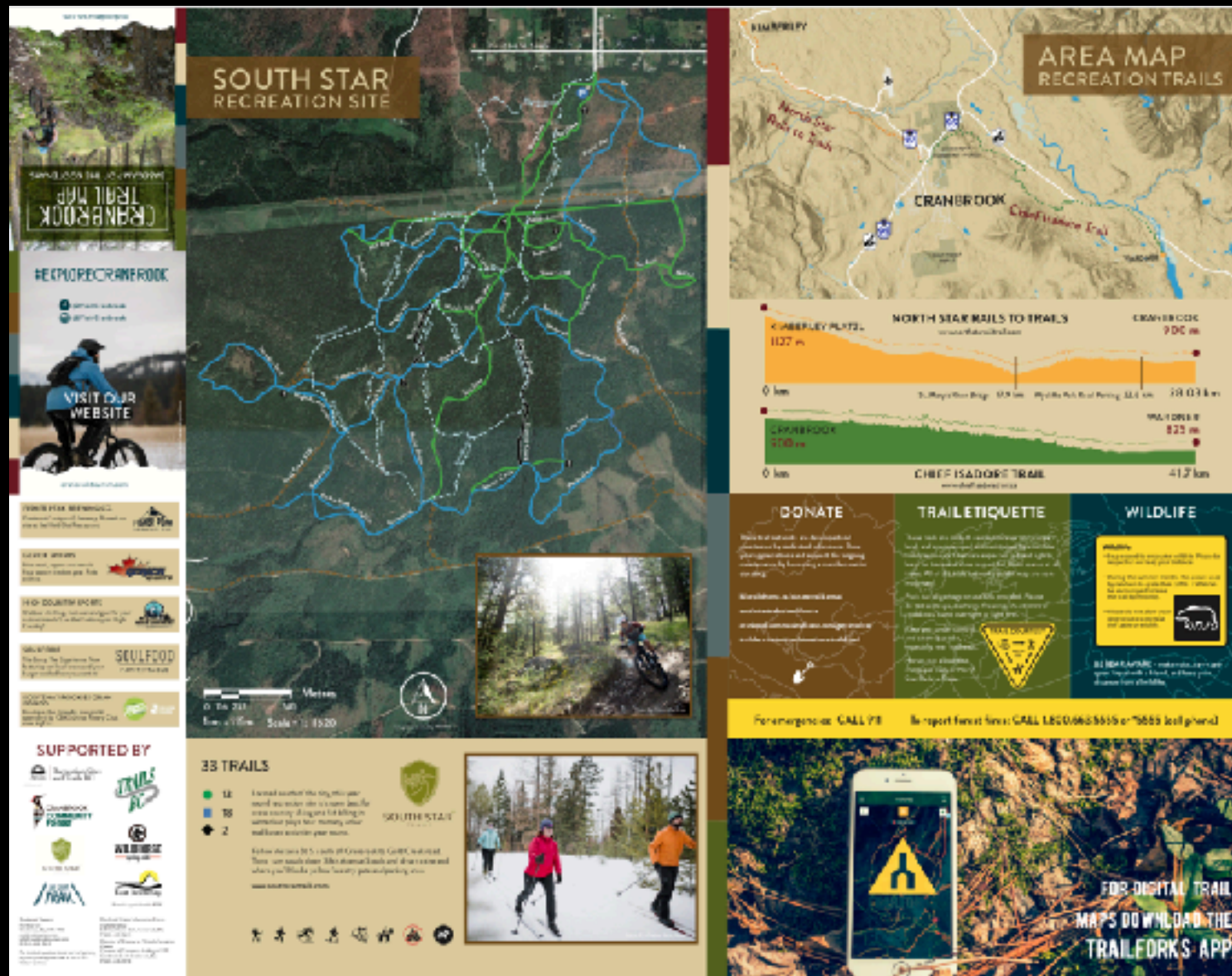
From Cranbrook head north on highway 3 & 95 towards Invermere. Turn right on Lakit Road (just past Fort Steele). At the T-junction for Top of the World Ranch, turn right down Holmes Road. After 760m, turn left on Lakit Creek Forest Service Road and follow this road until you see a sign for “Branch C” turn right and park at the end of the road just past a gate.



PRINT RESOURCES

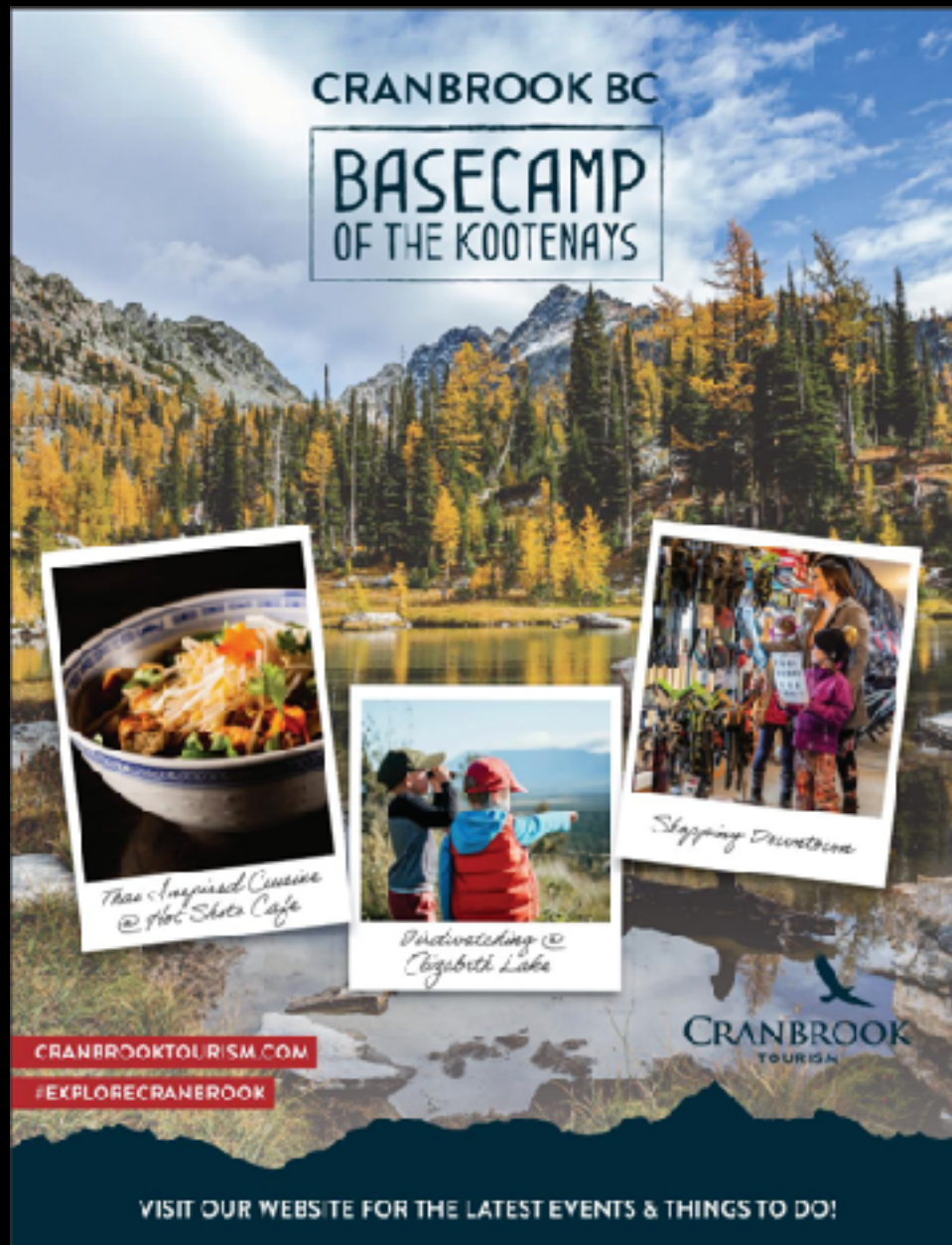


CRANBROOK TRAIL MAP



PRINT ADVERTISING

A local approach



NEW BILLBOARDS



CBK BACKYARD BUCKET LIST

CBK BACKYARD BUCKET LIST



Share



Tweet



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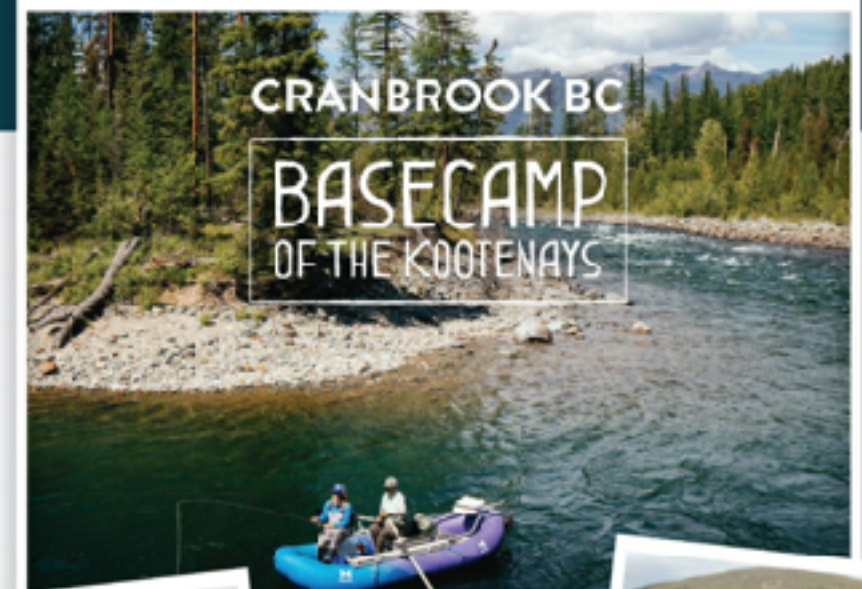
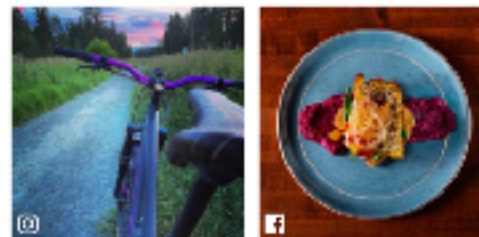
June 30, 2020



If you are from Cranbrook, Creston or Calgary the East Kootenays is your backyard when it comes to traveling this summer. Whether you are a resident planning a staycation or a visitor looking for safe and respectful ways to explore Cranbrook and area, we have some ideas for how you can discover the very best in our region. The CBK Bucket List is more fun than you can fit into one summer. Not only are we supplying inspiration, but we have the directions and how-to information to take you all the way. Every Monday new ideas are published on our blog.

Follow us on [Facebook](#) or [Instagram](#) to get notifications.

- 10 Hikes with Great Views
- 5 Scenic Driving Loops
- 8 Waterfalls to See this Summer
- You Gotta Eat Here
- Start Fly Fishing
- 8 Places to Take a Picnic
- Pure Mountain Golf
- Sunshine Houseboats Waterpark at Lake Kootenay
- Fun at the Fort
- 5 Places to Watch the Sunrise
- 5 Ways to Experience History this Summer



Cranbrook Community Forest Trails



Dinner @ Pigeon Hall Kitchen & Tap



Paddle-boarding @ Jervis Bay Lake

VISIT OUR WEBSITE FOR BUCKET LIST IDEAS and to enter the Backyard Bucket List Giveaway

#EXPLORECRANBROOK CRANBROOKTOURISM.COM


CBK BACKYARD BUCKET LIST

CBK BACKYARD BUCKET LIST



Cranbrook Tourism
Published by Kristy Jahn-Smith · July 6, 2020 · 🌐

Who wants to go for a drive? We have 5 scenic driving loops for you right here.




CRANBROOKTOURISM.COM
Sights via Windshield | 5 Loop Roads Near Cranbrook BC
5 Loop Roads Near Cranbrook BC. Highway to gravel grinding, enjoy the... [Learn More](#)

👍❤️👍 189 25 Comments 117 Shares

Cranbrook Tourism
Published by Kristy Jahn-Smith · August 6, 2020 · 🌐

Have you ever wondered about the history behind some of our historic buildings and landmarks? Tonight the [Cranbrook History Centre](#) kicks off their summer walking tours. Starting at 6 pm and wrapping up at [Fire Hall Kitchen & Tap](#) for refreshments. Tours continue every Thursday into September.



CRANBROOKTOURISM.COM
5 Ways to Experience History this Summer [Learn More](#)

👍❤️👍 70 2 Comments 17 Shares

🏠 | Blog | 8 Waterfalls to See this Summer

8 WATERFALLS TO SEE THIS SUMMER

📌 Share 🐦 Tweet ✉ Email 🗨 Share

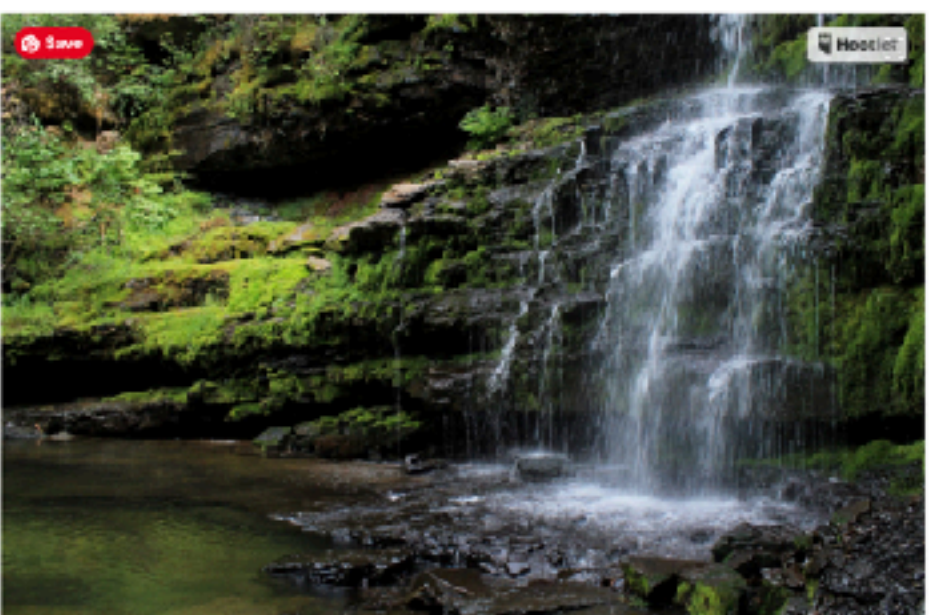
June 29, 2020 | By Lianne Thompson

As one of nature's most captivating natural wonders, waterfalls are an endless source of fascination for many adventurers. Luckily, there are many incredible waterfalls within a few hours of Cranbrook that can satisfy your desire to chase waterfalls. Nestled within our mountain scenery, each of these waterfalls offers a unique chance to gaze at the marvel of the natural world.

Matheson Falls

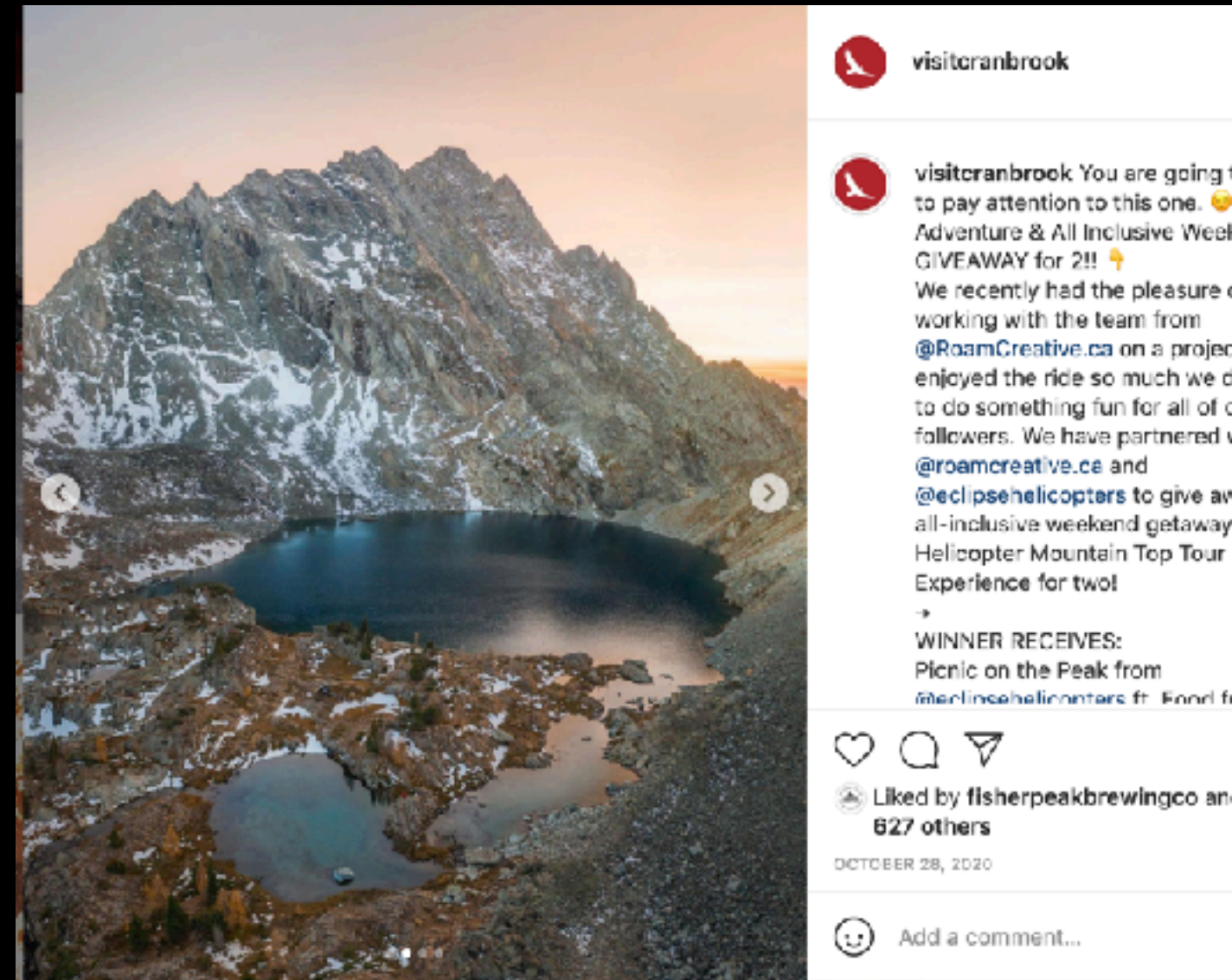
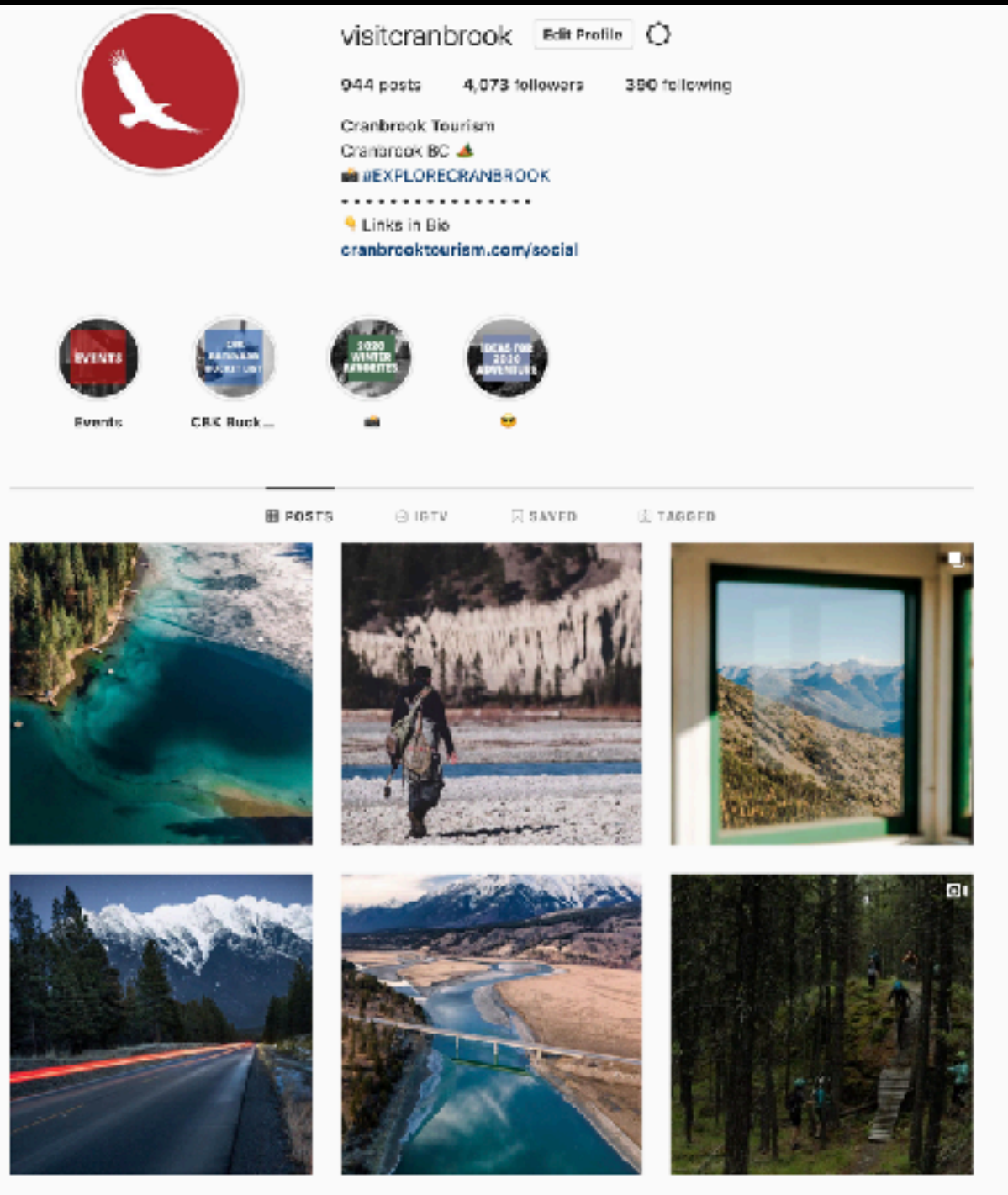
This ~2.5km round-trip hike follows along a creek, making the pathway wet and slippery so walk with caution and wear proper footwear as your feet will get wet wandering through sometimes knee-deep water. Once you arrive at Matheson Falls you will be greeted with a spectacular cascading waterfall surrounded by lush moss-covered rocks. After your 20-minute journey here, you can add to the serenity of this experience by sitting on the rocks right underneath the falls or swimming in the waters below.

How to get here:
From Cranbrook head north on highway 3 & 95 towards Fernie. Once in Fernie, turn right on 4th Street South just after the bridge crossing Elk River. Take a right on Pine Ave then a left on Coal Creek Road. This turns into a gravel road; follow it for ~9kms. Shortly after the 41km marker you will cross a small bridge. Park immediately after the bridge on the right hand side, the trail starts here.

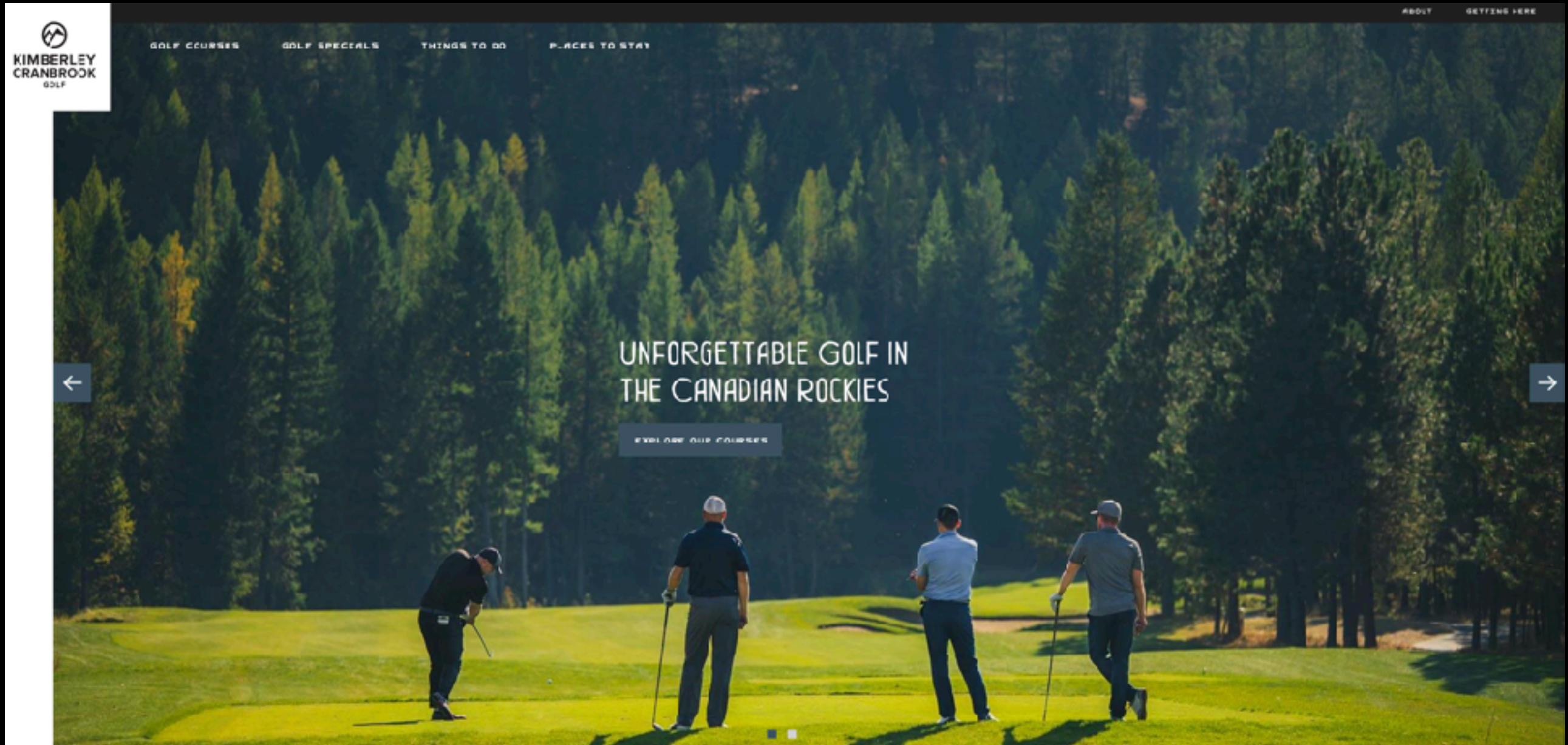


📌 Save 🏠 Hostlet

SOCIAL MEDIA



COOPERATIVE MARKETING



COOPERATIVE CAMPAIGNS



BIG MOUNTAIN TERRAIN. DEEP POWDER. WARM CABINS. EXTENSIVE GROOMED TRAILS.

⬇️ UPCOMING EVENTS

⬇️ CRANBROOK

⬇️ GOLDEN

⬇️ REVELSTOKE

⬇️ FERNIE

⬇️ KIMBERLEY

⬇️ INVERMERE PANORAMA



CRANBROOK

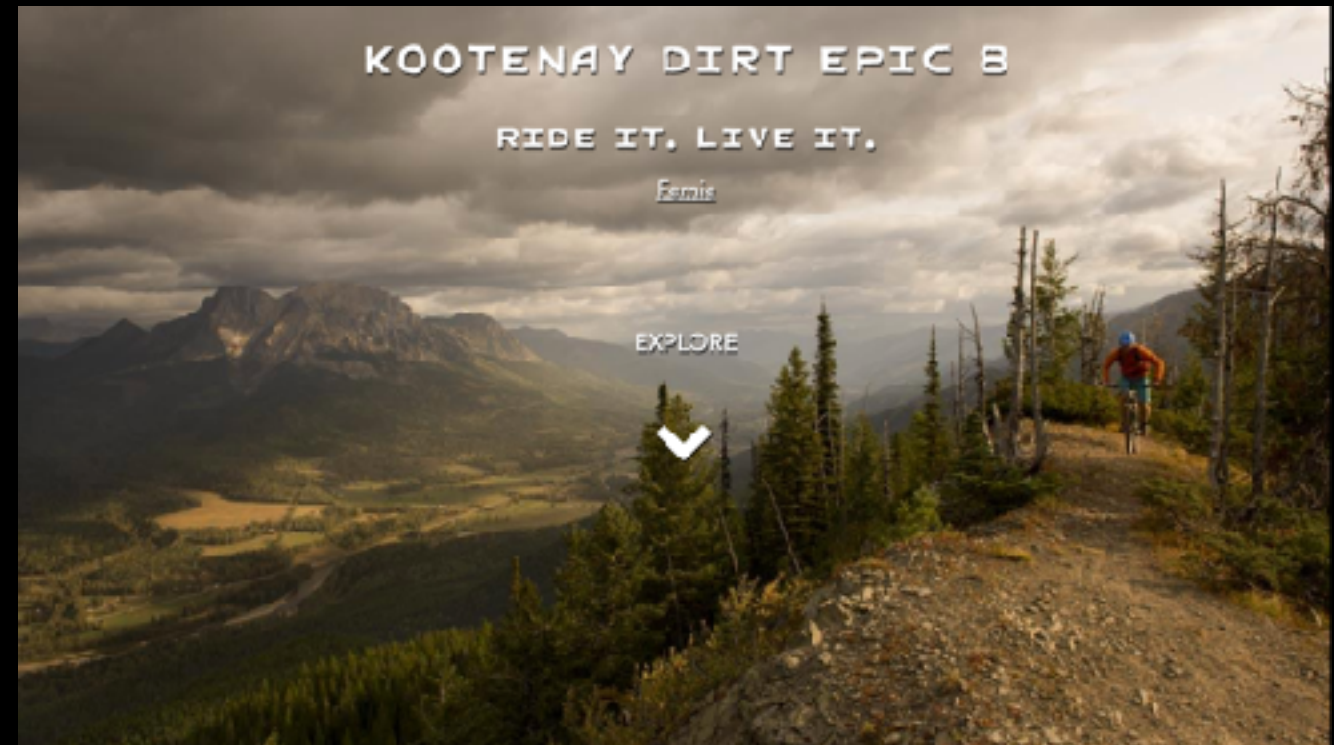
MOUNTAINS OF OPPORTUNITY.

Terrain: 50 km of groomed trails, 3 riding areas.

Cranbrook has three main areas for sledding. The first, and the most popular, is Lumberton which is a 25-minute drive from Cranbrook. Lumberton is a massive 50 km stretch of groomed riding trails, a cabin and terrain for beginners to experts. The Lumberton area is maintained by the Cranbrook Snowmobile Club. The other two areas for sledding are Perry Creek and Wild Horse. These areas do offer terrain with varying difficulty, however, neither are maintained by the Cranbrook Snowmobile Club and are only recommended for more experienced riders.



More Snowmobiling Details at CranbrookTourism.com



PERNIE

ENDLESS DISCOVERY

Number of Trails: 20+

Pernie is a mountain area that offers a wide variety of trails for all levels of riders. The area is known for its steep, rocky terrain and is a great place to test your skills. The area is also known for its beautiful views of the surrounding mountains.

📍 PernieBC.com

📍 PernieBC.com

📍 PernieBC.com

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CRANBROOK

WIDE TRAIL BODY PARCHES TRAILS

Number of Trails: 10

Cranbrook is a mountain area that offers a wide variety of trails for all levels of riders. The area is known for its steep, rocky terrain and is a great place to test your skills. The area is also known for its beautiful views of the surrounding mountains.

📍 CranbrookBC.com

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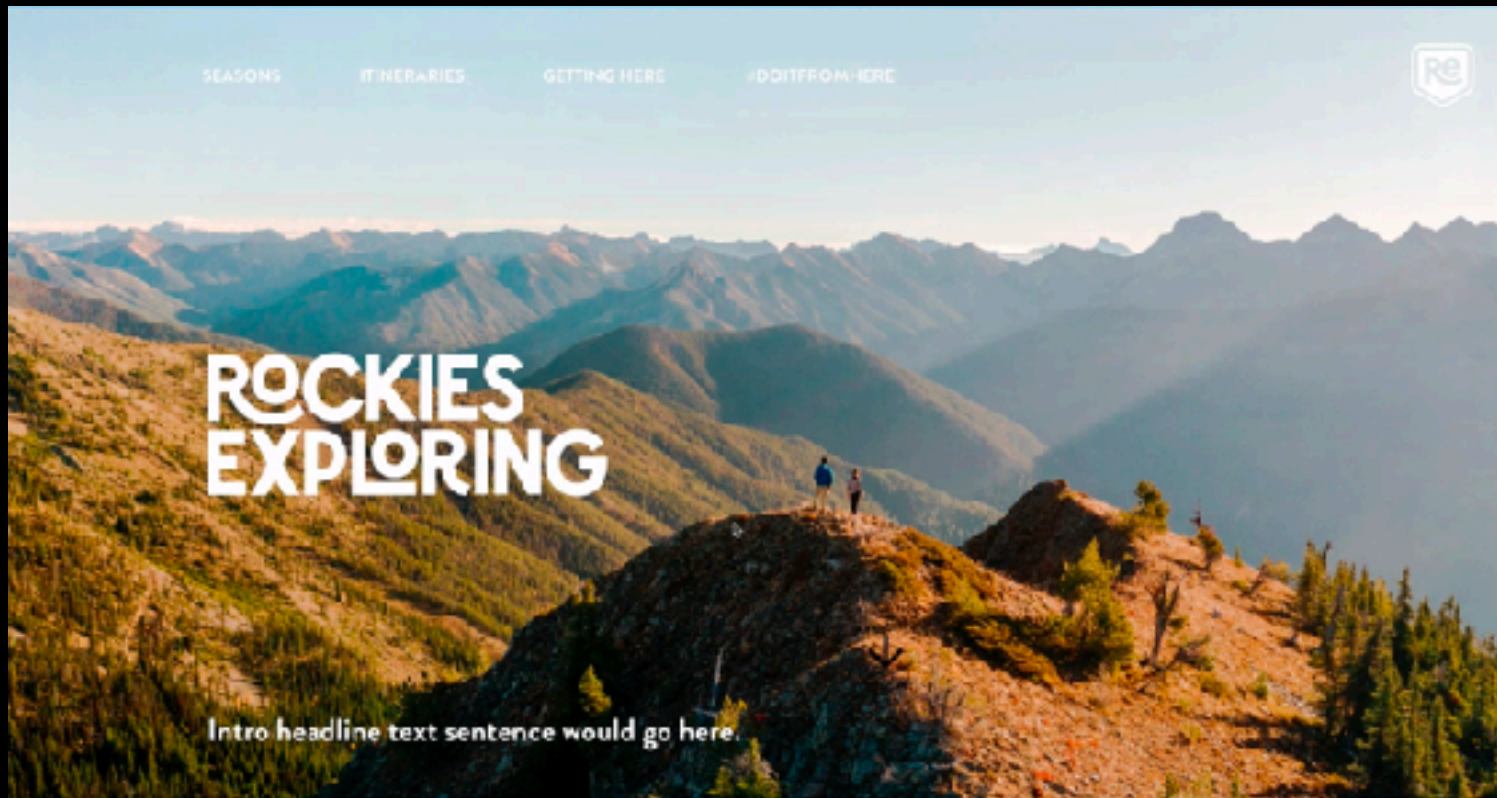
📍 CranbrookBC.com

📍 CranbrookBC.com

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ROCKIES EXPLORING



SPRING: GATEWAY TO WHERE YOU WANT TO BE

As Mother Nature bravely transforms the landscape from winter to warmth, expect climactic moods and moments. White-capped mountains rebel against bright blue skies and hills weep with spring runoff, creating scenery serenaded by song. Rivers run full and wild, while



HIT THE LINKS

THE ULTIMATE GOLF EXPERIENCE

Let us help you maximize your time on the green. Our curated golf itinerary will guide through our most sought after courses in the best order, while also giving you some suggestions on where to take that lunch and dinner break.



HIGHEST PEAKS

SUBHEADING GOES HERE.

Let us help you maximize your time on the green. Our curated golf itinerary will guide through our most sought after courses in the best order, while also giving you some suggestions on where to take that lunch and dinner break.



SERENE LAKES

SUBHEADING GOES HERE.

Let us help you maximize your time on the green. Our curated golf itinerary will guide through our most sought after courses in the best order, while also giving you some suggestions on where to take that lunch and dinner break.

ROCKIES EXPLORING



ROCKIES EXPLORING



TRADITIONALLY A ROLL UP YOUR SLEEVES AND GIT'R DONE PLACE

This area is located in the territories of the Kootenai People. It has a unique and colorful past full of historic tales and fascinating narratives born from the rise and fall of gold towns, boomtowns and coal towns. Opportunities to dig into the past extend well beyond the historic attractions of Cranbrook History Centre, Fort Steele Heritage Town and Kimberley's Underground Mining History. There are many ways the self-guided adventurer with a love for nature can *live the life* – using a road, a river, a landscape and a river to identify all that once was, and how it shapes what will be.

This itinerary is perfect for those who want to time travel on their own time, in uncrowded natural spaces.

DAY 1: DOWNTOWN DISCOVERY

Wake up in historic accommodation. There are a number of choices in Cranbrook for history buffs. Perhaps another suite at Heritage Rocky Mountain Resort, or maybe a revitalized boutique room in the Historic Western Baker Hotel, built in 1923. Find a breakfast in your style, check out the Baker Hill Heritage Bed and Breakfast, a century-old heritage home located on Baker Hill (downhill). After breakfast, take a walk to the historic downtown. First, the Western Heritage Fort Steele Heritage Town for a room walk-in to the historic downtown. Then, a walk to the St. Eugene Golf Course, a historic golf course.

LEARN MORE



DAY 2: HISTORY. REVIVED

Have breakfast at the Baker Hill Heritage Bed and Breakfast. Then, a walk to the historic downtown. First, the Western Heritage Fort Steele Heritage Town for a room walk-in to the historic downtown. Then, a walk to the St. Eugene Golf Course, a historic golf course.



DAY 3: DRIVE THE HISTORIC ROAD LESS TRAVELLED

Perhaps coffee and toast at Kootenai Grounds Cafe and Book Store, a historic building in Cranbrook. Then, a walk to the historic downtown. First, the Western Heritage Fort Steele Heritage Town for a room walk-in to the historic downtown. Then, a walk to the St. Eugene Golf Course, a historic golf course.

Take a drive to the historic downtown. First, the Western Heritage Fort Steele Heritage Town for a room walk-in to the historic downtown. Then, a walk to the St. Eugene Golf Course, a historic golf course.

LEARN MORE



To understand the Ktunaxa story, is to understand the Gateway of the Rockies.

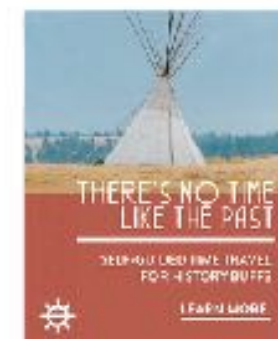
Explore Ktunaxa-owned businesses, activities, and opportunities that will bring you closer to the rich history and culture of the Ktunaxa people.

Agree to go to the historic downtown. First, the Western Heritage Fort Steele Heritage Town for a room walk-in to the historic downtown. Then, a walk to the St. Eugene Golf Course, a historic golf course.

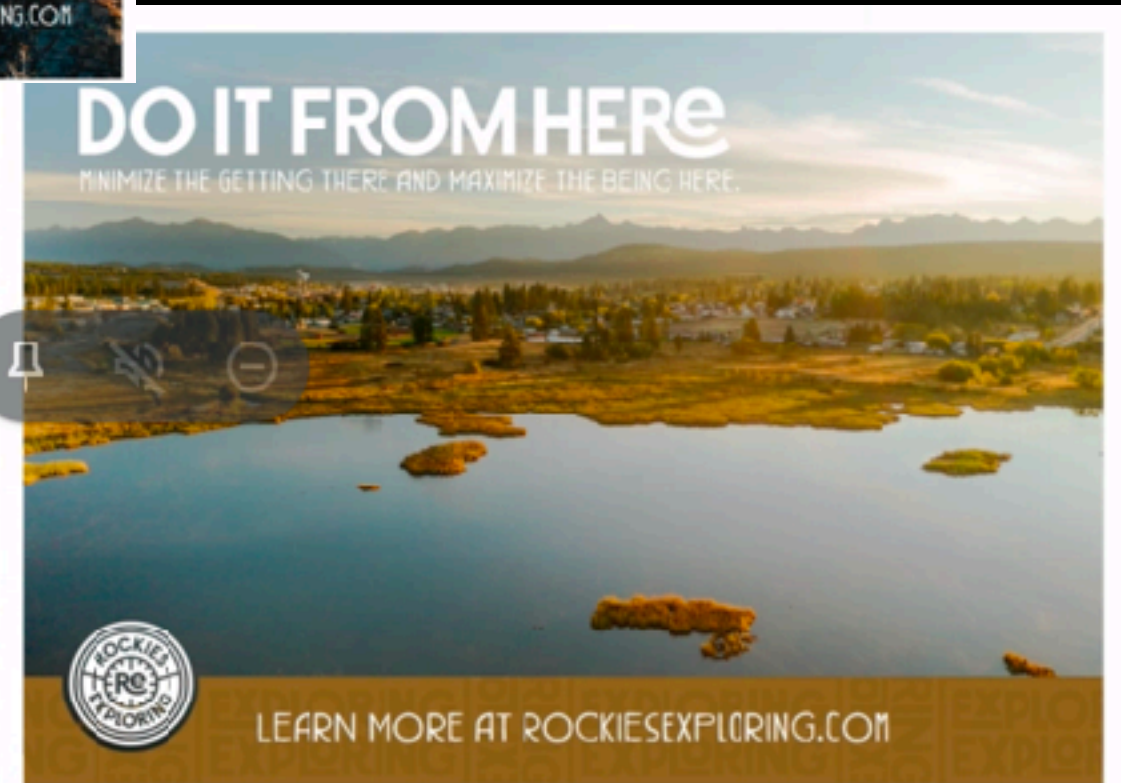
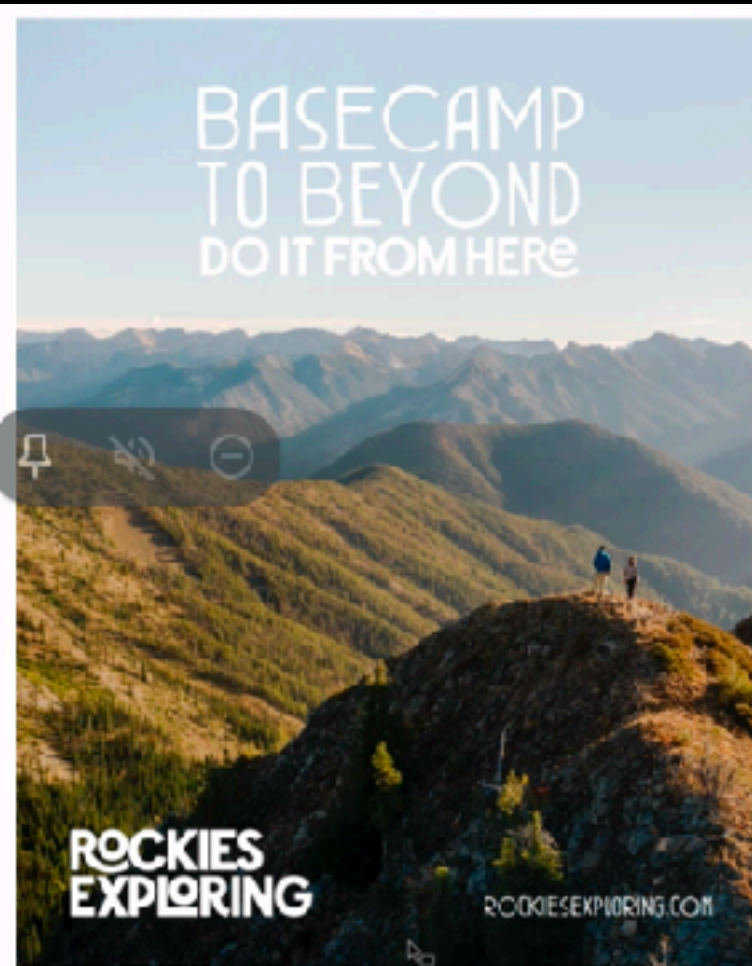
History buffs will want to make time for the Ktunaxa Interpretive Centre, an effort led by the Ktunaxa Interpretive Centre and the local history community. The historic downtown. First, the Western Heritage Fort Steele Heritage Town for a room walk-in to the historic downtown. Then, a walk to the St. Eugene Golf Course, a historic golf course.



More Itineraries to Explore:



ROCKIES EXPLORING



WHATS NEXT?



Fort Steele

2020

- Visitor research project
- Ktunaxa Coop Partnership
- Strategic planning for the next 5
- MRDT renewal in 2022
- Stronger partnerships



Cranbrook Golf Club

THE VALUE OF TOURISM



Northstar Bicycle Co

"People come, spend money, then go home. And if they like what they experienced, perhaps they will come back as permanent residents, or business owners. Tourism promotes your local trails, parks and other sports and recreational activities, your cultural depth, your best shops and eateries, festivals and fairs - the best of what you have to offer. "

Thank You!



Wildstone Golf Course