

CRANBROOK TOURISM ANNUAL GENERAL MEETING

APRIL 2022



BOARD OF DIRECTORS 2022

Chris Andrews - Wildstone Golf Course

Glenn Dobie

Crystal Scott - 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

Lynn McCreddie - Sandman Hotels

Ron Popoff - The City of Cranbrook

Christine Hoechsmann - The Cranbrook Chamber of Commerce

Janice Alpine - Kootenay Aboriginal Business Development Agency

Deborah Carty - College of the Rockies

THE TEAM



Shaun Penner
Visitor Services Manager



Kristy Jahn-Smith
Executive Director



Sven Sloeserwij
Marketing Coordinator

PERFORMANCE INDICATORS



Downtown Cranbrook

2021 SNAPSHOT

- Strong year of recovery
- Numerous projects funded
- Stronger engagement and demand
- Growth of organizational mandate and core staff
- Preparation for MRDT renewal





	2017	2018	2019	2020	2021	YOY Change
Website Visits <small>*sessions</small>	26,754	31,366	99,711	191,549	175,647	-4.89%
Parties to Visitors Centres	3,020	2,988	4,604	2,146	2,572	19.85%
Passenger Volume Yxc	134,455	173,977	184,973	56,901	58,965	3.63%
Occupancy	45.2%	42.9%	44.5%	38.1%	41.7%	9.4%
MRDT Revenue	-	\$348,048	\$370,027	\$253,097	\$362,425	43.26%

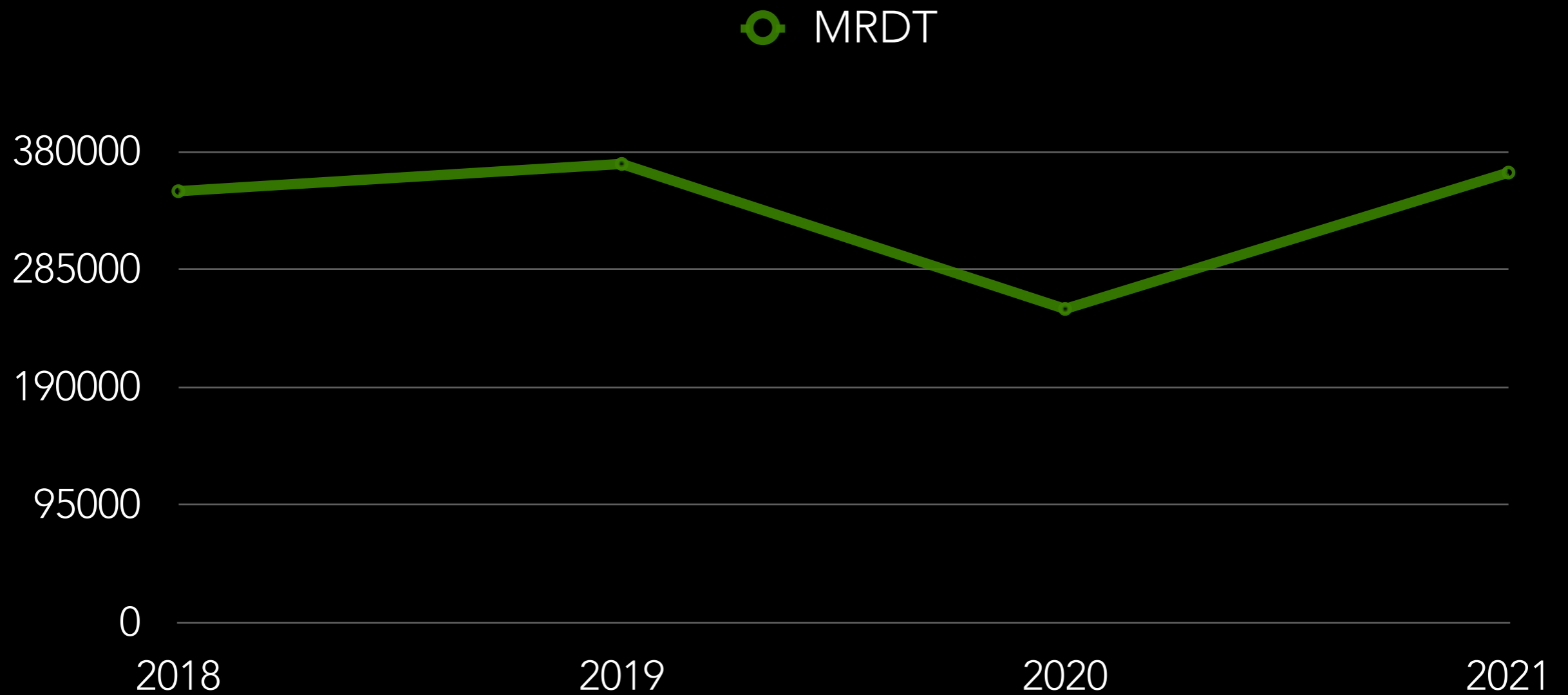
2021 MARKETING

- Organic web traffic up 13.4%
- 628 new images/ 80 minutes of video
- Social following up 6%
- 2 research projects
- 7 new media stories placed



MRDT

2018-2021





MRDT 2018-2021

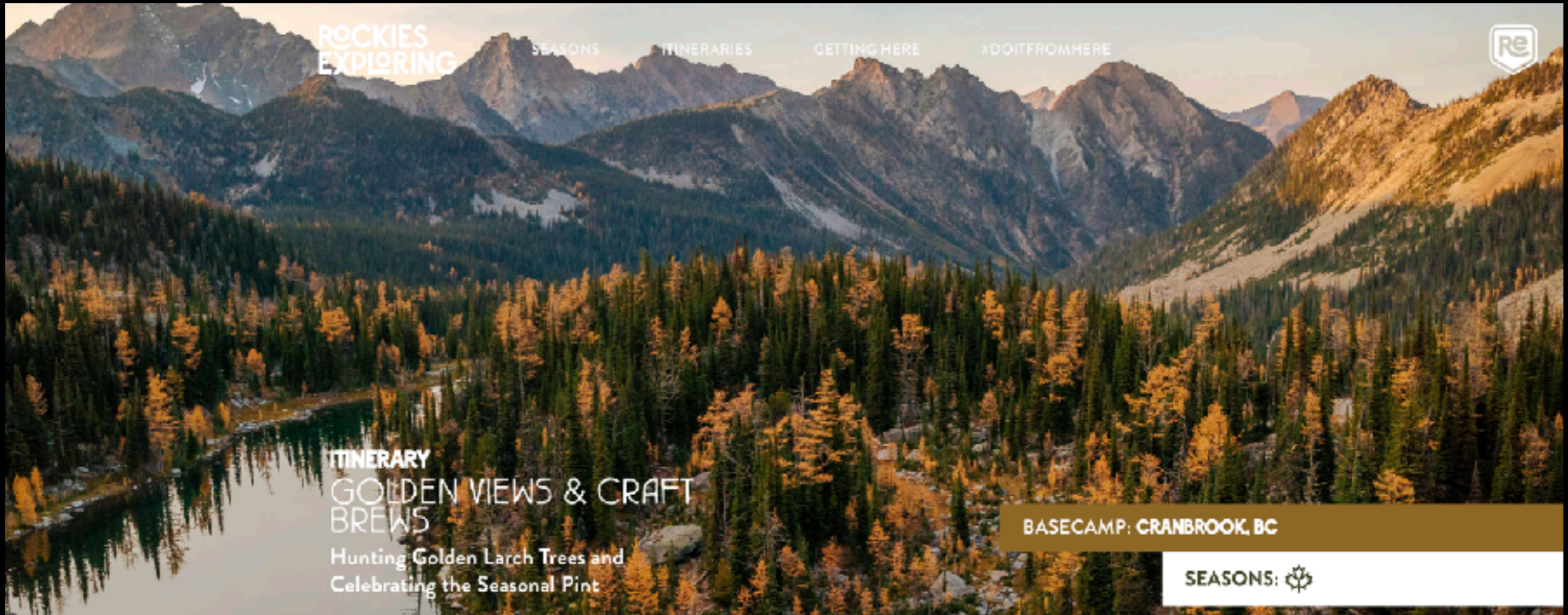
Revenue		
MRDT	\$1,333,485	
Other Revenues	\$827,212	
TOTAL	\$2,160,697	

CASE STUDY: ROCKIES EXPLORING



- Investment of \$12,500 of MRDT collected in Cranbrook leveraged to build \$200,000 marketing program
- Images being used by both City of Cranbrook and City of Kimberley
- Earned and paid media coverage
- Travel planning tools to grow shoulder seasons

ROCKIES EXPLORING




ROCKIES EXPLORING

SEASONS ITINERARIES GETTING HERE #DOITFROMHERE

ITINERARY
GOLDEN VIEWS & CRAFT
BREWS
Hunting Golden Larch Trees and
Celebrating the Seasonal Pint

BASECAMP: CRANBROOK, BC

SEASONS: 

**FROM HERE
FALL IS.
EVERYTHING.**

Very few climatic moods are as dramatic as Autumn's golden larches, which transform Kootenay landscapes from forest green to honey-toned gold before grudgingly relinquishing their needles to the frosty earth. From late September through November, Mocher Nature performs a spectacular encore to summer, coaxing locals out of their homes and into the rugged wild where they paddle calm waters against the backdrop of golden views, hike trails hugged in amber warmth, and take long drives down windy roads through the caramel-kissed

ROCKIES EXPLORING

[ROCKIES EXPLORING WEBSITE >](#)

ROCKIES EXPLORING



5 YEAR STRATEGIC PLAN

2023-2027



[5 YEAR STRATEGY >](#)

CORE OBJECTIVES

Economic Contribution

Visitor Experience

Stakeholder Experience

Resident and Community Experience



Chief Isadore Trail

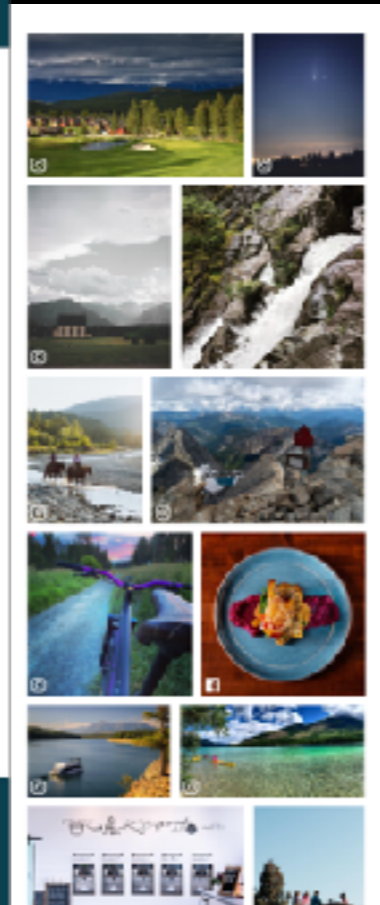
MARKETING

**CRANBROOK BC
BASECAMP
OF THE KOOTENAYS**

Visit our website for bucket list ideas and to enter the Backyard Bucket List Giveaway.

#EXPLORECRANBROOK CRANBROOKTOURISM.COM

**CBK
BACKYARD
BUCKET LIST**



8 WATERFALLS TO SEE THIS SUMMER

June 29, 2020 | By Lanne 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 ~6kms. 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.

Water sports such as standup paddleboarding, kayaking and fishing are popular on the many lakes and streams near the southeastern B.C. city of Cranbrook.

"You have it all, and it's so accessible," outdoor enthusiasts say of Cranbrook, B.C.

GERALD VANDER PYL
Postmedia Content Writer
Outdoor enthusiast Gord

The community is a bit of a hidden gem, says Kristy John-Smith, executive director with Cranbrook Tourism.

Fly-fishing for rainbow trout and bull trout draws people to the water. The relaxed and unpretentious atmosphere in Cranbrook is a good place to try something new. Businesses such as the Liquid Paddling store and Mary Angler fly fishing can provide advice on how to unlock the area's potential while offering equipment, sales, service and rental.

There are a multitude of accommodation options including local campgrounds that are again accepting reservations from Alberta now that COVID-19 restrictions are easing. Cranbrook also has a dining scene that is growing in scope and reputation, says John-Smith, and recent renovations to the town have led to expanded outdoor patios, restaurants and the addition of extra picnic tables in parks for takeout dining.

**CRANBROOK
EXPERIENCE
GUIDE**

BASECAMP OF THE KOOTENAYS

#CRANBROOK

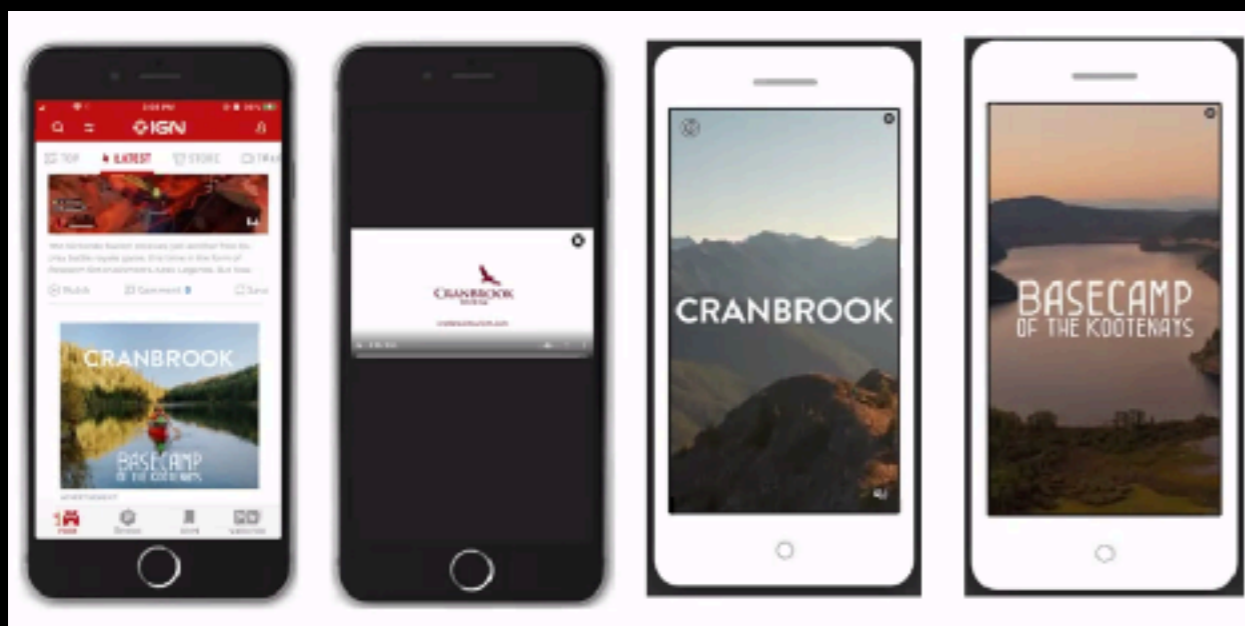
CRANBROOK
B.C.

cranbrooktourism.com

**CRANBROOK
TRAIL MAP**

BASECAMP OF THE KOOTENAYS

cranbrooktourism.com

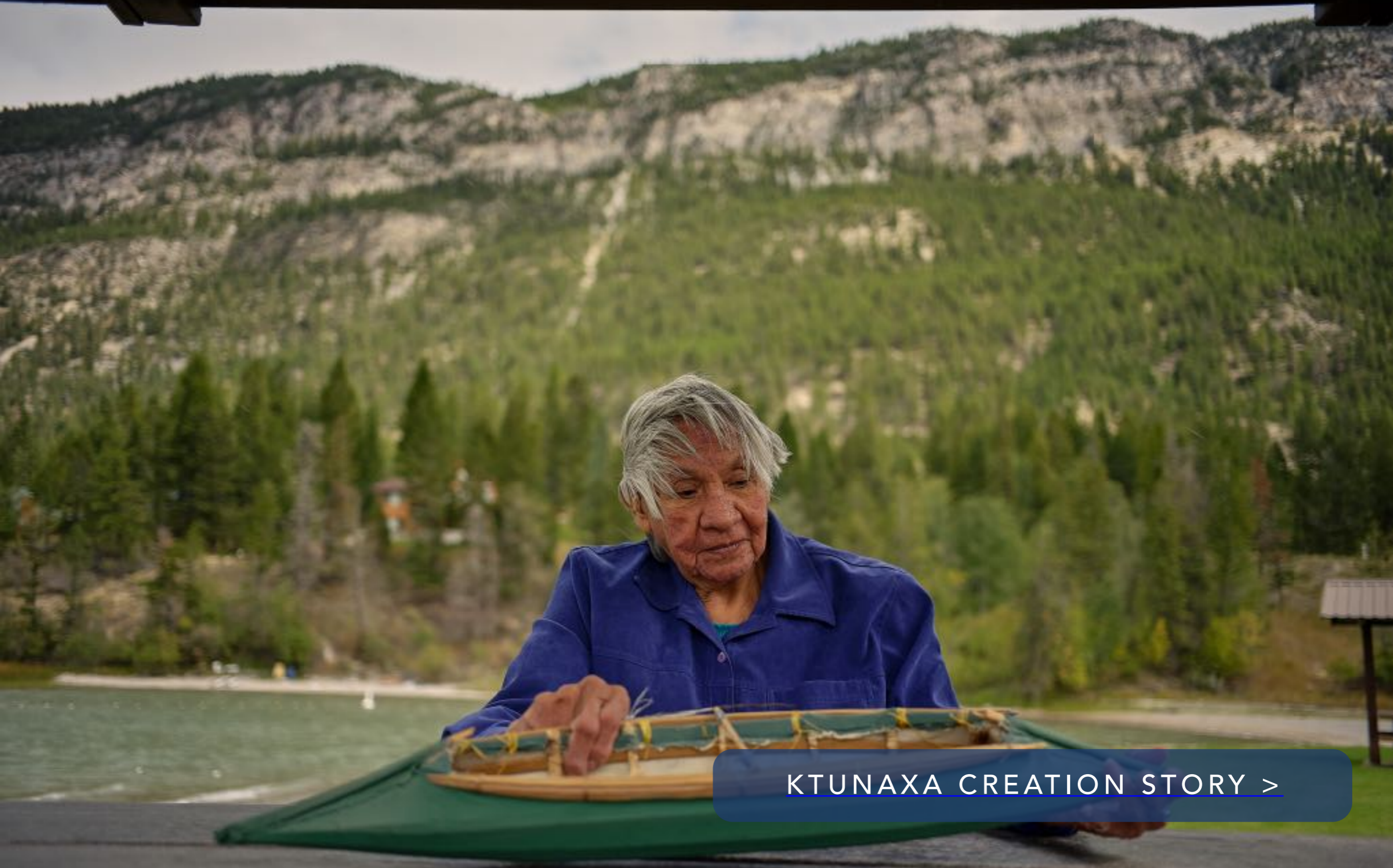


MARKETING ADVISORY COUNCIL >

DESTINATION DEVELOPMENT

- Tourism Master Planning
- Visitor Centre operations
- Support local businesses and stakeholders with training and resources
- Be at the table in community planning conversations
- Help events grow and prosper

PARTNERSHIPS & COLLABORATION



[KTUNAXA CREATION STORY >](#)

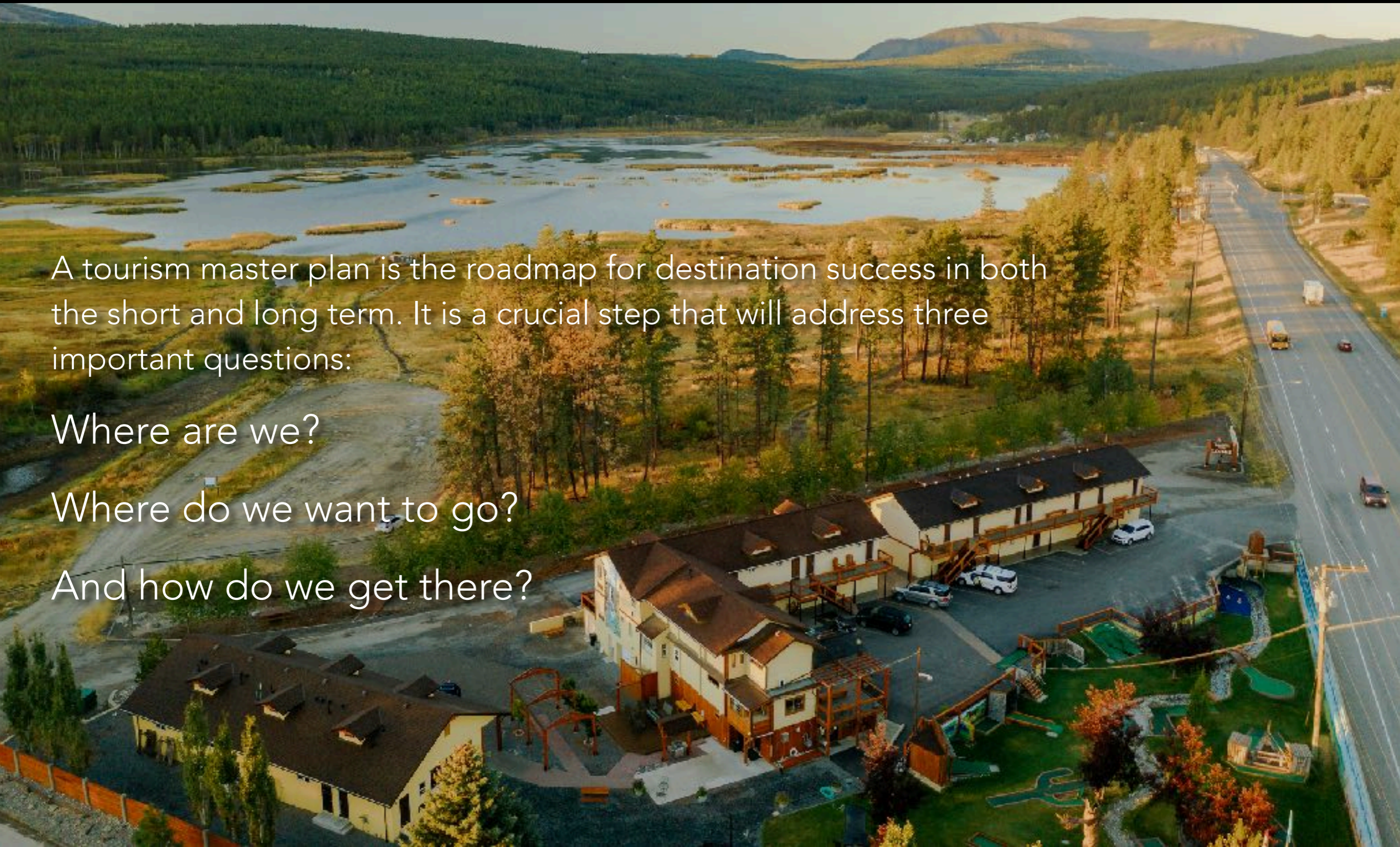
TOURISM MASTER PLAN

A tourism master plan is the roadmap for destination success in both the short and long term. It is a crucial step that will address three important questions:

Where are we?

Where do we want to go?

And how do we get there?



TOURISM MASTER PLAN

- Visitor Information Services Strategy
- Ktunaxa Discovery Centre Feasibility Study
- Value of Tourism Study



NEW VISITOR CENTRE

- Create efficiencies and maximize ROI
- Streamline community tourism efforts
- Meet visitors where they are (events and attractions)
- Consistency in messaging and branding



HOW TO WORK WITH US

HOW TO WORK WITH US

There are a number of ways for our stakeholder community to engage with us.

Review your Web Listing

Is your business listing on the Cranbrook Tourism Website complete and up to date? Do you have changes or suggestions for improvement? [Email us](#).

In 2019 we had 100,000 visits to the site from people looking for information on events, takeout menus and ideas on what to do in Cranbrook. Be found! Ensure we are telling the best story about what you have to offer.

Submit Your Events

We are the events calendar for Cranbrook. Make sure everyone knows your event is happening. We see spikes to our website traffic as big events get closer and people search for the details. Don't let your event get lost. [Submit your events to the calendar here](#). We have also made a [printer friendly version](#) of the calendar if you want to print to post at your business. Looking for additional resources for event organizers? See our [Events Support](#) area.

Purchase Premium Advertising

Purchase [advertising in our Visitors Guide](#). This is a year-round publication that can be found in all the local hotels as well as at many local businesses. We also distribute the guide to more than 70 Visitors Centres throughout BC and Alberta, at the Canadian Rockies International Airport and to neighboring communities (Fernie, Kimberley, Invermere).



[HOW TO WORK WITH US >](#)

THE NEXT 5 YEARS



“Destination marketing remains an important focus of investment, and this will continue to be a priority as all destinations aggressively compete for the return of travellers post-pandemic. However, the need for destination management also continues to grow. These destination management imperatives include participation by the DMO in initiatives that enhance the visitor experience directly through programs like provision of visitor information services, front-line service training, stakeholder digital literacy, or support for festivals and events.”

Thank You!



Windy Bluff