

# CRANBROOK TOURISM

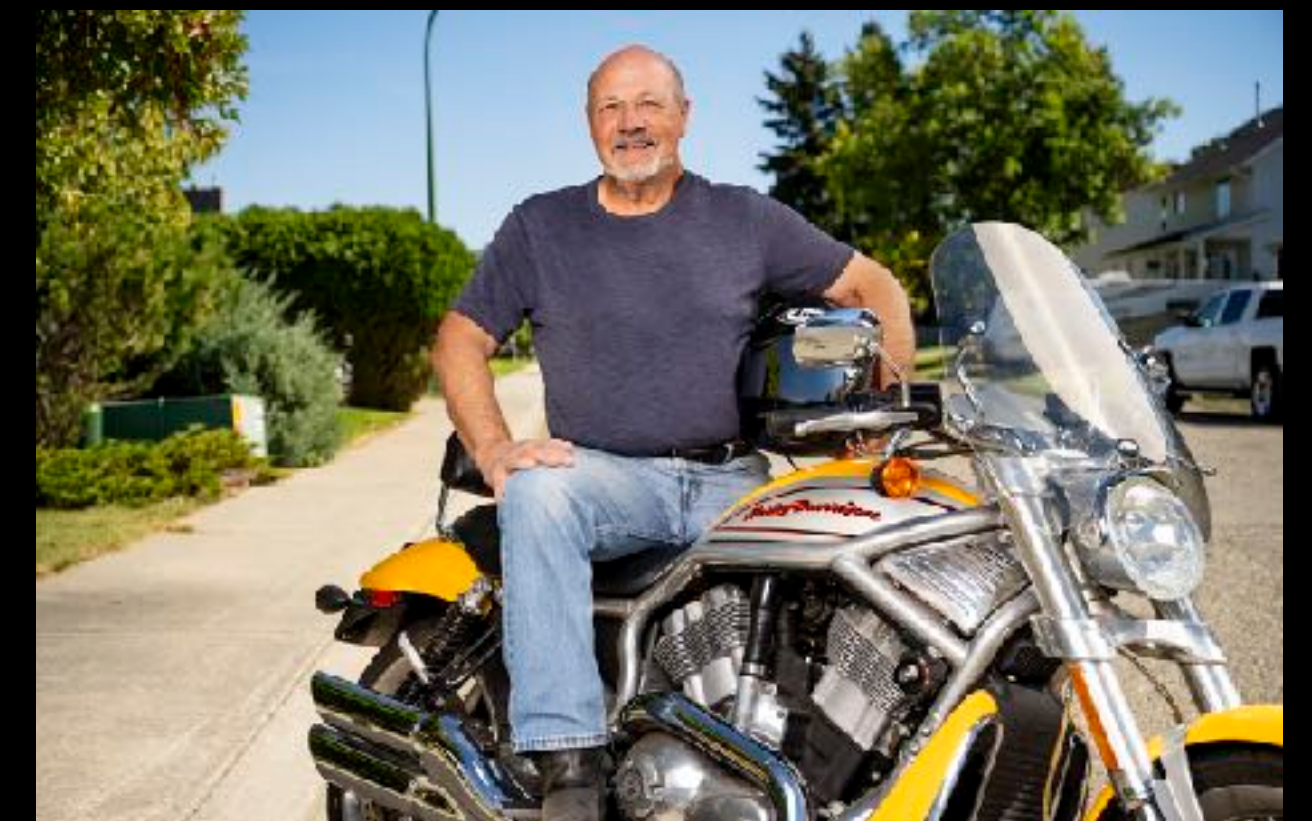
AGM 2025

2024 AGM





# THE BOARD - 2025





# NEW DIRECTORS



Jared Teneese  
CAMAL



Milutin Milo Milutinovic  
Heritage Inn/Cranbrook Chamber



Landon Elliot  
Golden Life

# THE BOARD - 2025

- Heidi Romich - Vice Chair (The Heid Out and Fisher Peak Brewing)
- Crystal Scott - Treasurer (Prestige Rocky Mountain Resort)
- Tristen Chernove (Canadian Rockies International Airport)
- Lynn McCreadie (Sandman Hotels)
- Jamie Curiston (Wildstone Golf Cours)
- Breanne Luiwen (The Cranbrook Bucks)
- Landon Elliot - GoldenLife
- Jared Tenesse (Cranbrook Archives Museum and Landmark Society)
- Milutin Milo Milutinovic -Appointed Director - Cranbrook Chamber of Commerce
- Ron Popoff - Appointed Director -The City of Cranbrook
- Janice Alpine - Appointed Director - Ktunaxa Nation
- Stephanie Wells - Appointed Director - College of the Rockies



# THE TEAM



Kristy Jahn-Smith  
Executive Director



Sven Sloeserwij  
Marketing Coordinator



Sandeep Saini  
Community Manager



Holly Gauvin  
Administrative Assistant



# TOURISM ECONOMIC IMPACT AT A GLANCE



2023 ANNUAL REVENUE

\$22.1 Billion

Source: BC Stats



+9.6%  
in real GDP growth  
for 2023 compared  
to 2022

Source: BC Stats



25 M

YVR passengers in 2023

Source: YVR



EXPORT REVENUE

\$5.2 B  
in 2023

Source: BC Stats

JOBS IN 2023

125,700

=

+7.9%  
increase over 2022

Source: BC Stats



69%  
occupancy rate in BC  
hotels in 2024

Source: STR Data Tabulations



\$16.3 B  
total in restaurant  
receipts in 2023

Source: Statistics Canada



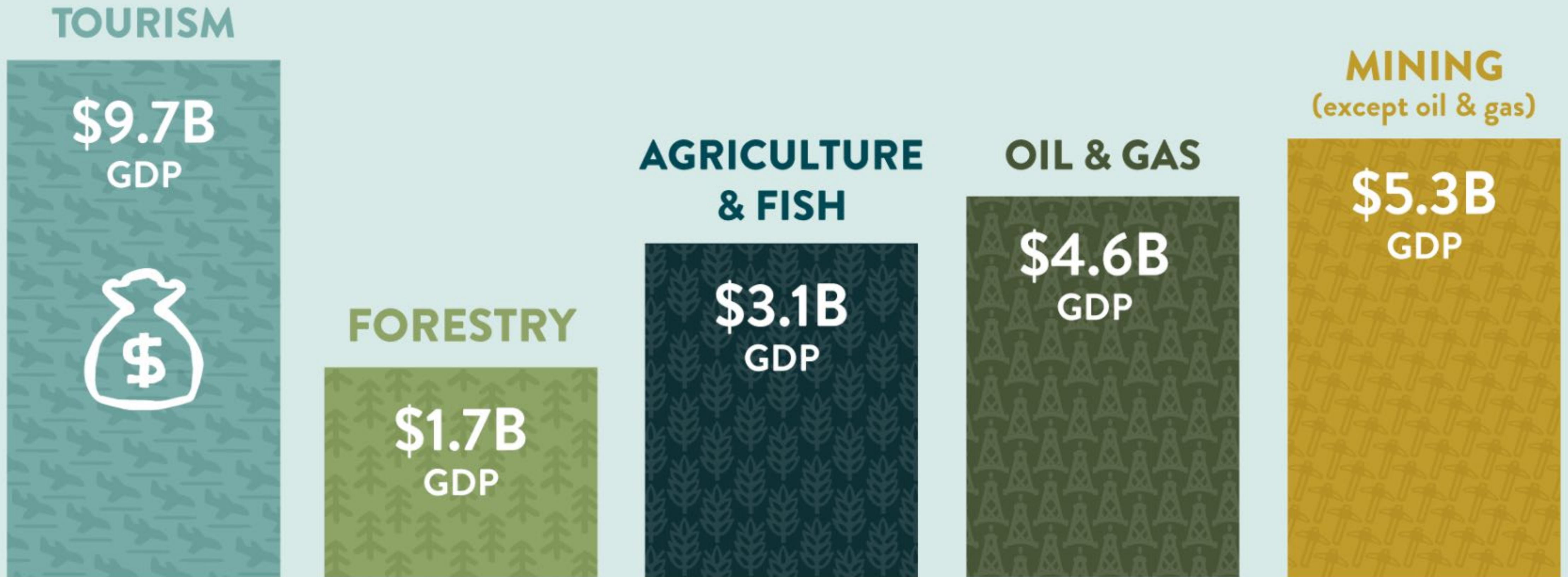
4.8 M  
international overnight  
visits in 2023

Source: Statistics Canada



# A POWERHOUSE INDUSTRY

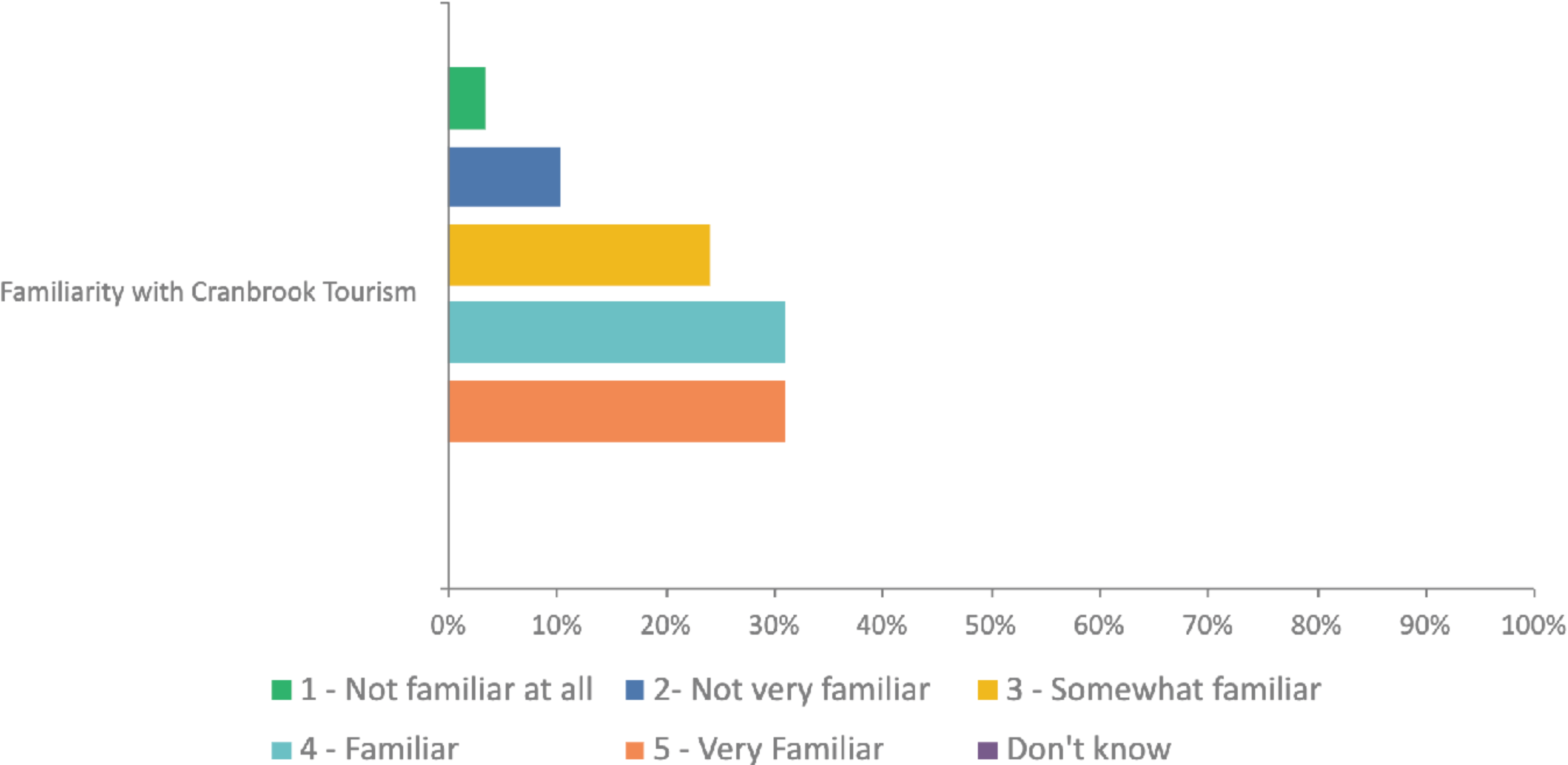
2023 GDP BY PRIMARY RESOURCE INDUSTRY



Source: BC Stats

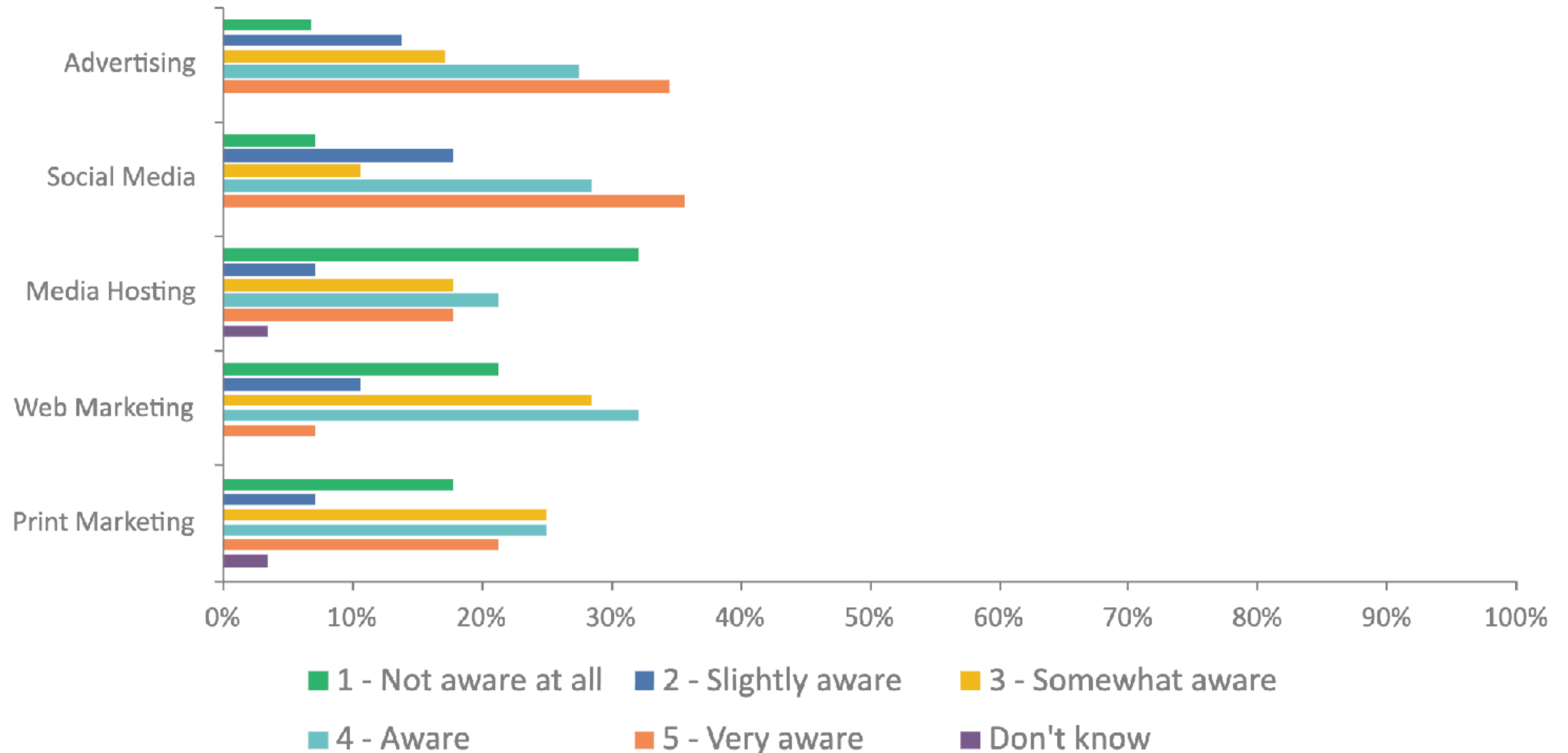


**Q1: Overall, how familiar is your organization with the services and programs offered by Cranbrook Tourism? Please rate on a scale of 1 - Not familiar at all and 5 - Very familiar.**





**Q2: On a scale of 1-5, where 1 - Not at all aware and 5 - Extremely aware, how aware are you of the following marketing activities that Cranbrook Tourism implemented in 2023?**





# 2024 YEAR IN REVIEW

- Continued to expand marketing reach
- Increased stakeholder and business engagement
- Increased training (staff, board, stakeholders)
- Tested some new programs



Talaria



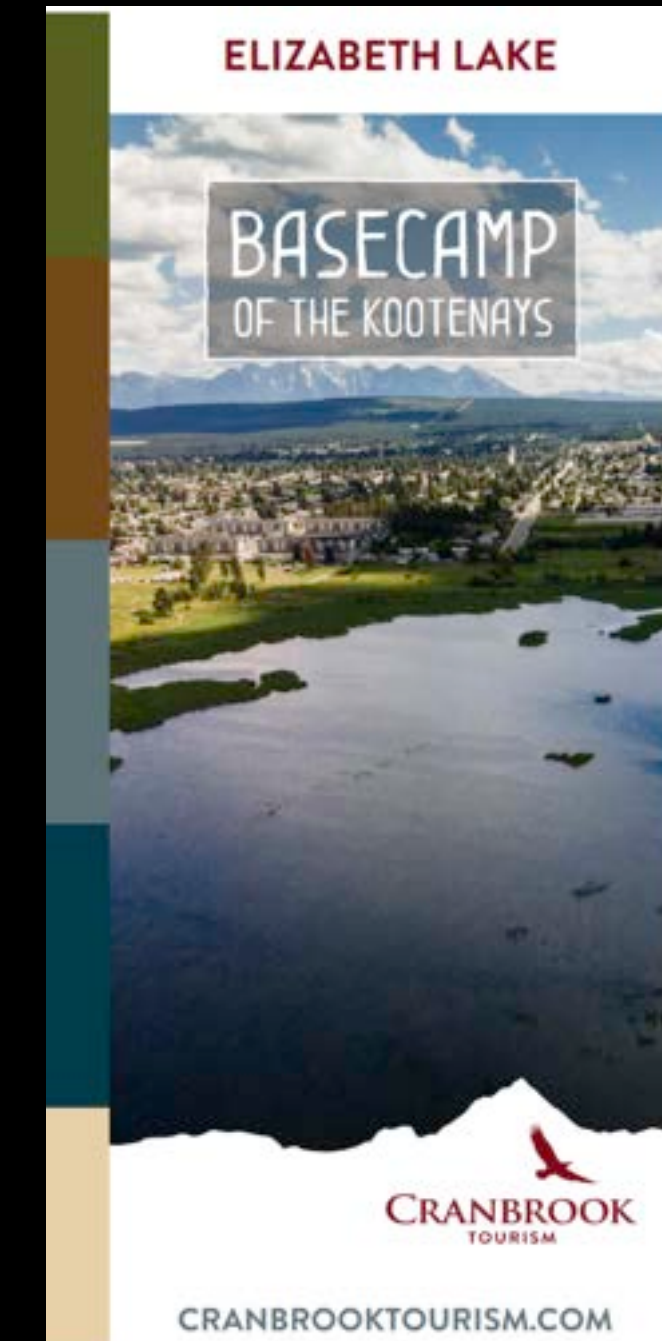
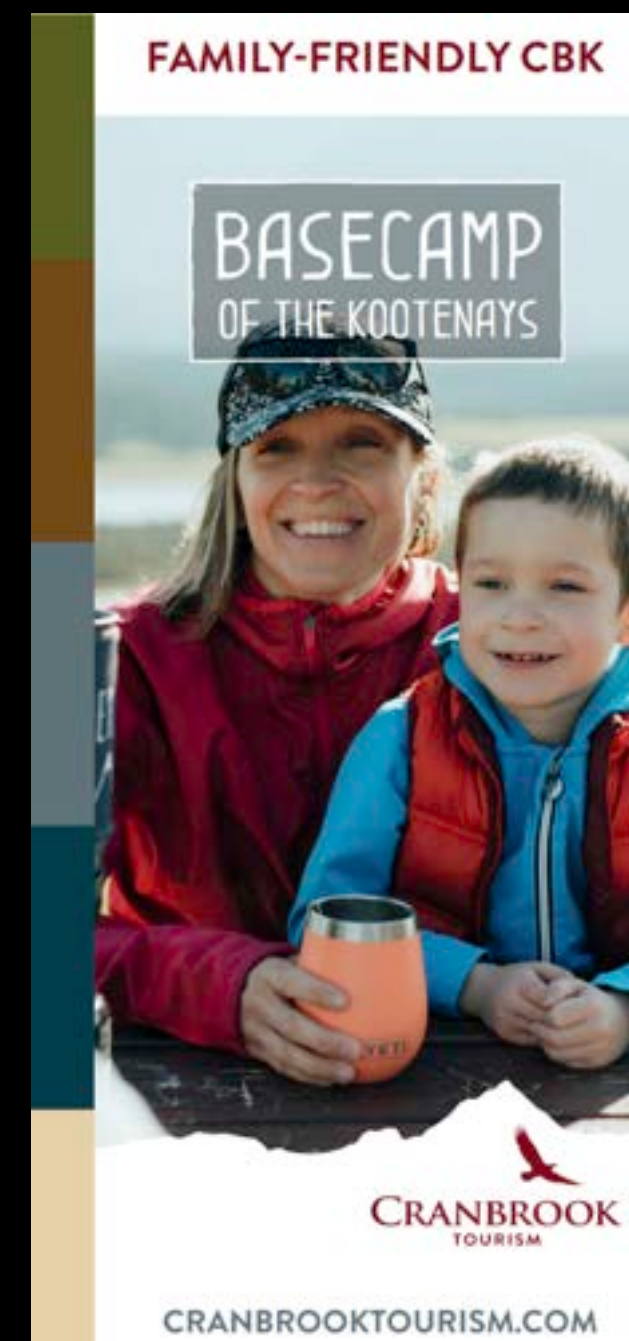
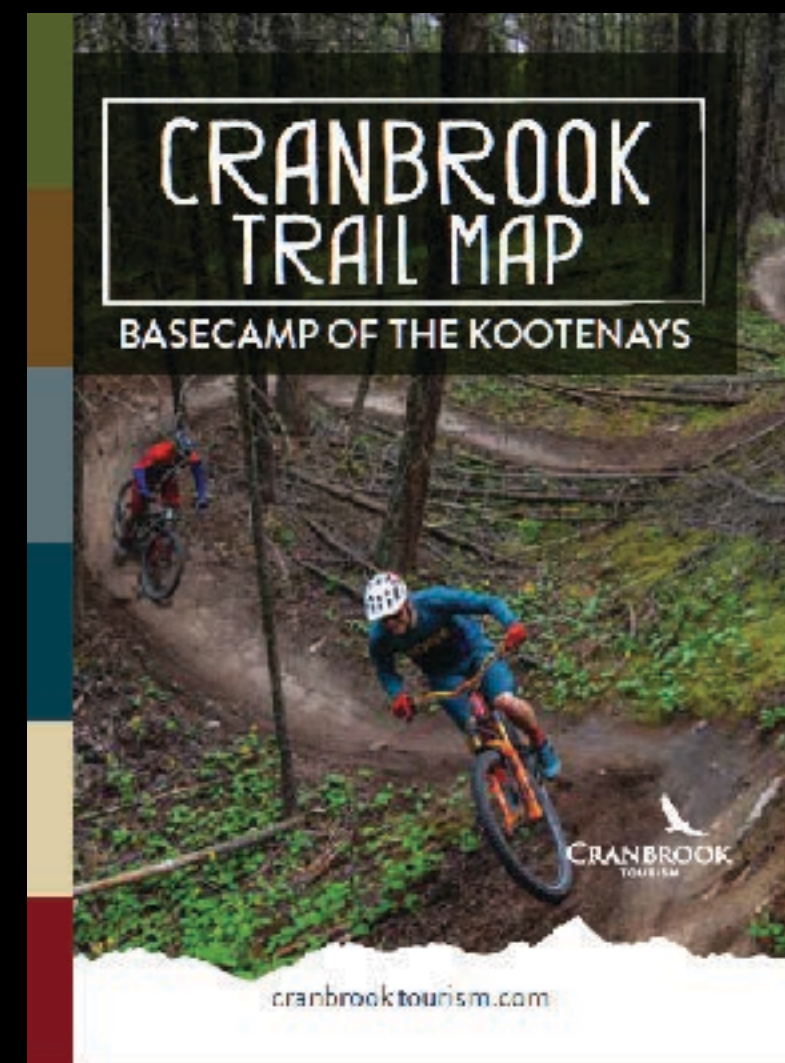
# BY THE NUMBERS

	2018	2019	2020	2021	2022	2023	2024
Website Visits *sessions	31,366	99,711	191,549	175,647	195,732	240,908	251,034
Visitors Served	5,355	8,345	3,618	3,873	9,473	12,443	11,563
Passenger Volume Yxc	173,977	184,973	56,901	58,965	138,700		152,100
Occupancy	42.9%	44.5%	38.1%	41.7%	61.2%	58.3%	NA
MRDT Revenue	\$348,048	\$370,027	\$253,097	\$362,425	\$506,863	\$586,109	556,751.69

Gyro Park



# MARKETING- PRINTING & DISTRIBUTION






# MARKETING-ADVERTISING

**Cranbrook Tourism**  
Sponsored · 🌐

Get ahead with early biking thrills in Cranbrook. Prime trails and exciting rides await this Spring.




cranbrooktourism.com/things...  
**Spring Starts Now**  
Visit Cranbrook

Learn more

**Cranbrook Tourism**  
Sponsored · 🌐

Your Cranbrook Fall Experience Starts Here: Start Planning Today




cranbrooktourism.com/things...  
**Fall Adventures Await**  
Visit Cranbrook BC

Learn more

Like Comment Share


Instagram

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Learn more

visitcranbrook Your Cranbrook Fall Experience Starts Here: Start Planning Today



**BASECAMP OF THE KOOTENAYS**

Excellent Adventures. In Any Direction.

- 7 PROVINCIAL CAMPGROUNDS
- 6 PRIVATE CAMPGROUNDS
- RV FRIENDLY • FREE SANI DUMP
- CHAT WITH US ON LIVECHAT

**CRANBROOK TOURISM**  
CRANBROOKTOURISM.COM



**BASECAMP OF THE KOOTENAYS**

CRANBROOKTOURISM.COM

CRANBROOK TOURISM

SHARE YOUR ADVENTURES.  
#EXPLORECRANBROOK | @VISITCRANBROOK

**Cranbrook Tourism**  
Sponsored · 🌐

Chill vibes and snowy thrills in Cranbrook, your winter basecamp.




cranbrooktourism.com/things...  
**Snow Much Fun**  
Visit Cranbrook BC

Learn more

3 Like Comment Share

**Cranbrook Tourism**  
Sponsored · 🌐

Discover scenic skating spots near Cranbrook. Smooth trails, family favourites, and endless icy adventures await!




cranbrooktourism.com  
**Ice-Skating Escapes.**  
Skate on icy lakes

Learn more

9 1 share Like Comment Share

**Cranbrook Tourism**  
Sponsored · 🌐

Experience the Magic of Fall in Cranbrook: Plan Your Getaway Today




cranbrooktourism.co...  
**Fall Adventures Await**

Learn more

Like Comment Share

Instagram

visitcranbrook Sponsored



Learn more

visitcranbrook Find Spring's first colours in wildflowers around Cranbrook BC



# MARKETING-EMAIL



### Cranbrook's Springtime Wildflowers

Sometimes the smallest wonders shine the brightest, even in the shadow of some of the most spectacular mountain scenery around. The Cranbrook area is blessed with a rolling carpet of wildflowers that slowly works its way from the open grasslands up through the forested meadows to a final, riotous display of colours and smells in the alpine sky meadows. Learn more about where and what time to find Spring wildflowers.

[Learn More](#)



### Early Season Biking Thrills

Gear up for early season biking adventures in Cranbrook British Columbia. Traverse rugged trails, surrounded by mountainous scenery, as you explore Cranbrook's biking playground. Whether you're a novice or a seasoned rider, Cranbrook offers thrills for all levels. Get ready to pedal into Spring.

[Learn More](#)



### Spring Swing: Golf Course Opening Dates

Dust off your clubs and prepare for an unforgettable golf season in Cranbrook BC. From lush fairways to stunning views, tee off and kickstart your golfing adventure in Cranbrook this spring.

[Learn more](#)



### Cranbrook Gavel Grind - May 25

Ready for an exhilarating challenge? Tackle the rugged trails of the Kootenays at the Cranbrook Gravel Grind. Gear up for an adventure that tests your limits and rewards you with flowing trails, challenging climbs, and breathtaking views. Join fellow cycling enthusiasts in this thrilling ride, where each pedal stroke brings you closer to nature and the raw beauty of the mountains.

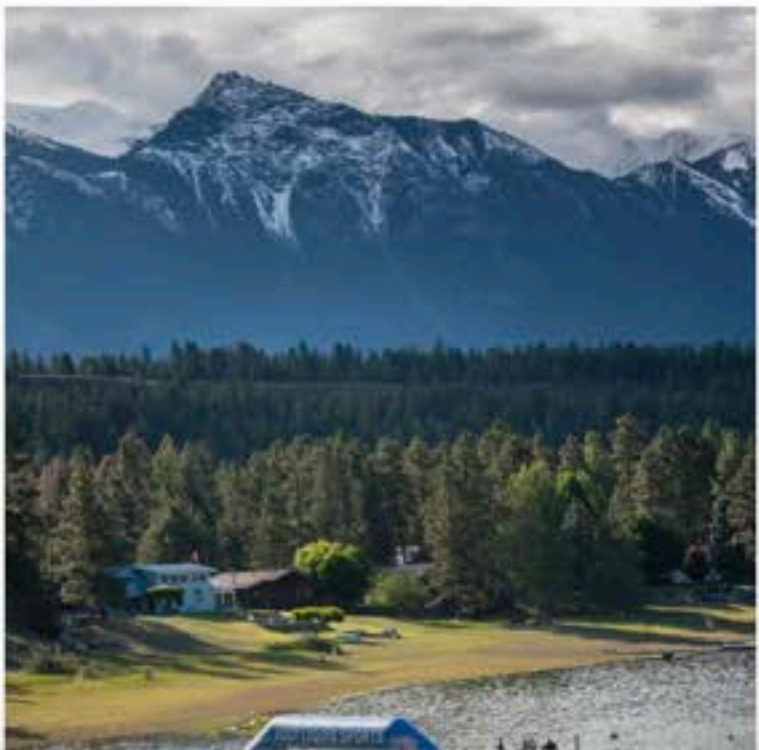
[Learn More](#)



### Spirit of the Rockies Festival - June 13-16

Visit Cranbrook for 4 days filled with music, art, competitions, and community at the Spirit of the Rockies Festival. Take part in the celebrations, enjoy live music, watch the parade, and join outdoor competitions. Mark your calendar for this unique celebration that brings the local spirit to life.

[Learn More](#)



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[Learn More](#)



### E-Scooters have arrived in Cranbrook

Discover Cranbrook in a whole new way with E-Scooters. Zip around the city with ease, explore scenic routes, and enjoy the freedom of eco-friendly travel. Whether you're commuting, sightseeing, or just out for fun, Bird E-Scooters offer a convenient and exciting way to experience all that Cranbrook has to offer. Check out how to enjoy Cranbrook by e-scooter.

[Learn More](#)



### Rock The Kootenays Single-Day Tickets on Sale Now!

Get ready to Rock the Kootenays with single-day tickets now on sale. Don't miss your chance to experience an incredible lineup of live music, local food



### Ed Fest - September 6-7

Experience a day where creativity meets community at the **Ed Fest Arts & Music Festival** on September 6th and 7th at Rotary Park. Cranbrook comes alive with headliners like Leonard Sumner, Tonye Aganaba, and the Derina Harvey Band. From live performances to interactive art installations, there's something for everyone to discover. Don't miss out on the fun—come in your best carnival costume to honour Ed the elephant's legendary escape! And the best part? It's all free and open to everyone.

[Learn More](#)



### Cranbrook Beerfest - September 14

Raise your glass! The Cranbrook Beer Fest returns on September 14th, bringing over 50 craft beers and beverages from across Canada right to your glass. With brews from B.C., Alberta, and even exclusive selections from as far as the Maritimes and Yukon, this festival is a true celebration of Canadian craft brewing. Whether you're a seasoned beer lover or just curious, come join the community and experience the best of our nation's craft breweries. Don't miss out—this year's festival promises new and exciting flavours you won't want to miss!

[Learn More](#)



### 7 Reasons Serious Snowmobilers Sled in Cranbrook

Feel the thrill of winter from the seat of a snowmobile as Cranbrook's backcountry opens up to limitless adventure. This is more than just a sledding destination; it's a gateway to high-alpine runs, well-groomed trails, and a community where riders and enthusiasts alike find their groove. With endless terrain, expert-led avalanche resources, and cozy après-sledding options, Cranbrook is where snowmobilers go to challenge themselves and connect with a community that shares their passion.

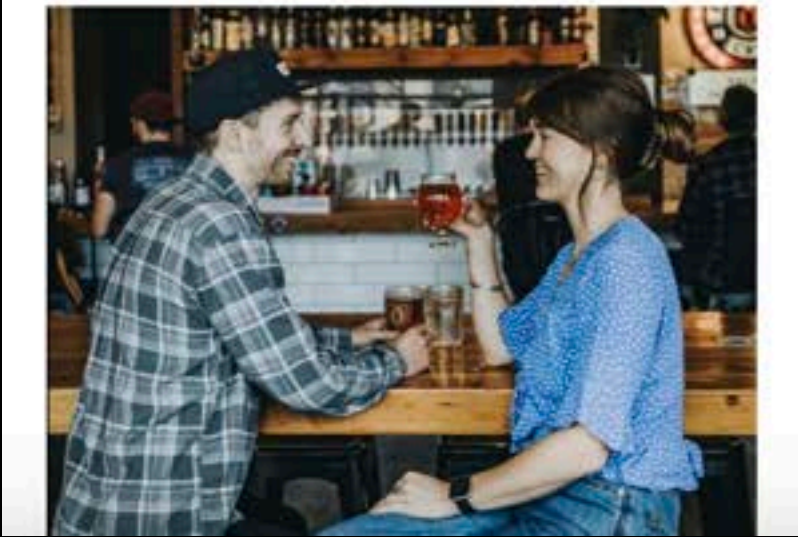
[Learn More](#)



### Season's Events

This November, Cranbrook comes alive with events to keep you warm and connected through the season's chill. Dive into live performances at Key City Theatre, find holiday treasures at the Christmas Market, and don't miss the magic of the Santa Claus Parade. With a line-up that leads right into December's holiday festivities, there's no shortage of ways to celebrate, connect, and enjoy the very best of Cranbrook this season.

[Learn More](#)



### Basecamp of Winter Awesome

Winter in Cranbrook offers endless opportunities to enjoy the season. Glide across frozen lakes, ski or snowshoe through serene forest trails, or explore the excitement of snowmobiling in the nearby mountains. For downhill skiing, you're within a 90-minute drive of three major resorts, offering terrain for every skill level. For a more relaxed pace, try ice fishing or take a snowy hike with breathtaking views. Whether you're seeking adventure or quiet moments, winter in Cranbrook has it all.

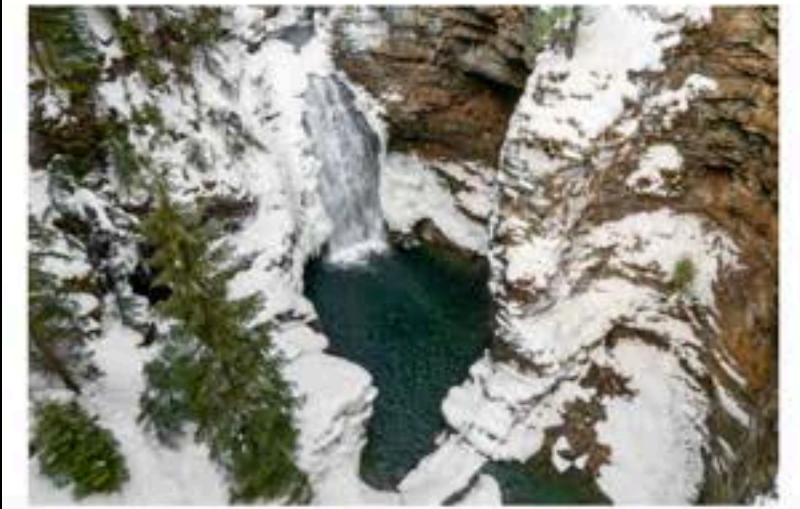
[Learn More](#)



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[Learn More](#)



Frozen Waterfall in Cranbrook



# MARKETING-SOCIAL MEDIA



[SEE MORE EXAMPLES >>](#)



# MARKETING-MEDIA RELATIONS

## A KOOTENAY SUMMER CYCLING SAMPLER

From the backroads around Nelson to the rail beds near Kimberley, check these B.C. cycling routes off your must-ride list.

**W**ith four major mountain ranges — the Rockies, Purcells, Selkicks and Monashees — the area known as the Kootenays is fast becoming a destination for cyclists of all stripes. Whether it's on pavement, rail trails, gravel roads or mountain tracks, there's a lot to explore on two wheels in this B.C. region.

In June of last year, my partner and I spent a week riding a number of beautiful backroads and rail trails (cycling terrain created on former train tracks), mostly in the West Kootenays around the Nelson area, and then stopped in Kimberley in the East Kootenays to sample another rail trail before heading back to Calgary. For this type of riding, my trusty touring bike served me well, but I did rent a gravel bike for two of the rides. A sturdy hybrid or e-bike would also work for any of the five rides of varying lengths and difficulty covered here in this Kootenay cycling 'sampler'.

Pick one or try 'em all!



SLOCAN VALLEY RAIL TRAIL  
IN THE WEST KOOTENAY  
REGION OF B.C.

BY VALERIE BEREVY



THE WRITES ON THE NELSON  
FOODIE 50 ROUTE TOWARD  
CASTLEGAR

### 1 THE NELSON FOODIE 50 (WITH OPTIONAL LEG TO CASTLEGAR)

Distance: 50 km return

This road ride from groovy, historic Nelson meanders along the quiet, scenic, secondary roads that lead to one of the best hidden gems in the Kootenays, the Frog Peak Café & Guesthouse.

Start at the southeast, light-industrial end of Nelson on Government Road, which becomes Granite Road. It's a steady climb for about 13 kilometres, past modest houses, with dense woods and pretty mountain views along the nicely paved, lightly trafficked road. Turn left onto Blewett Road; further along, a sharp hairpin turn takes you down (and down, and down) to cross the Kootenay River canal and hydro dam. Blewett Road ends at Highway 6, requiring a short ride along the busy highway before you turn into the Slocan Valley Rail Trail. Trail trailhead parking lot. From here, it's four km on a paved, car-free bike path to the Frog Peak Café.

Located at the 25-km mark from Nelson, the café is in a restored 1980 heritage building with a big patio and shaded gardens. The menu offers lots of options for refueling, from a bite and nutmeg pasta paired with daily-made soup, to a scrumptious sushi bowl. Excellent coffee boosts the ride back to Nelson.

There's the option to ride another 25 km toward Castlegar, along Pass Creek Road, which starts just across Highway 6 from the café. Pass Creek Road winds leisurely through the

Kootenay area, a rural community settled by Doukhobor families who'd originally immigrated from Russia and Ukraine at the turn of the last century.

In the 1950s, Kootenay saw much unrest when a Doukhobor group called the Sons of Freedom held nude protests and burned their own homes as acts of civil disobedience. This resulted in fines, convictions and hundreds of children from Sons of Freedom families being forcibly removed and placed in institutions. In February 2024, a formal apology was given from the B.C. government to Sons of Freedom Doukhobors and their families.

Today, Kootenay is a sleepy area dotted with houses, farms and pastures. A few homesteads are highlighted with wrecked vehicles and other debris, but mostly the scenery along this 21.5-km stretch is beautiful and bucolic.

A right turn onto Robson Access Road, and another right again on Broadwater Road, leads to the Tudor-style Lion's Head Smoke & Brew Pub, popular with local cyclists. Its wide veranda is the perfect place to wrap up an outdoor adventure with a cold craft beer and a platter of applewood-smoked meats.

From the Lion's Head, you can arrange a shuttle back to Nelson with John Bowden, the owner of Kootenay Cycling Adventures (kootenaycyclingadventures.com), while the wrong of leg and heart can ride back under their own steam, turning the day into a 130-km out-and-back with 654 metres of elevation gain.



REST STOP WITH A VIEW ON  
THE NORTH STAR RAIL TRAIL

### 5 THE NORTH STAR RAIL TRAIL

Distance: 52 km return

Switching gears from the West Kootenays to the eastern side of the region, the 26-km rail trail linking the towns of Kimberley and Cranbrook, packs a scenic punch. It's tucked between the Purcells and the Rocky Mountains, sprinkled with aspen and pine forest and grasslands, with sights of the St. Mary River sparkling below.

If you start at the top, in Kimberley, you don't really pedal much for the first 16 or 17 km downhill to where a bridge crosses the river and the trail begins its ascent toward Cranbrook. The paved, car-free trail is lovingly maintained, with markings for every kilometre, plus out-houses, benches and even a bike pump and tool station at

the southern trailhead. The North Star is also well used by walkers and runners. You might spot people gathering bundles of fragrant sage in meadows near the trail.

Pack a picnic and eat at one of the awe-inspiring viewpoints. If you elect to go into Cranbrook, follow the signage of the Rotary Way. The route is confusing at times, but it eventually leads into downtown. Have lunch on the patio at the Heid Out Restaurant and Brew-house, where you can refuel with tasty Buddha Bowls.

Every calorie will be appreciated as the trip into town adds an extra 10 km and the ride back to Kimberley is mostly uphill. That said, there are several access points along the trail, making it possible to park and ride short sections of the superb North Star. 📍

PHOTO BY ALEX BEREVY



# MARKETING- MEDIA RELATIONS





# MARKETING- MEDIA RELATIONS

## 10 Best Hikes Near Cranbrook You Need to Check Out

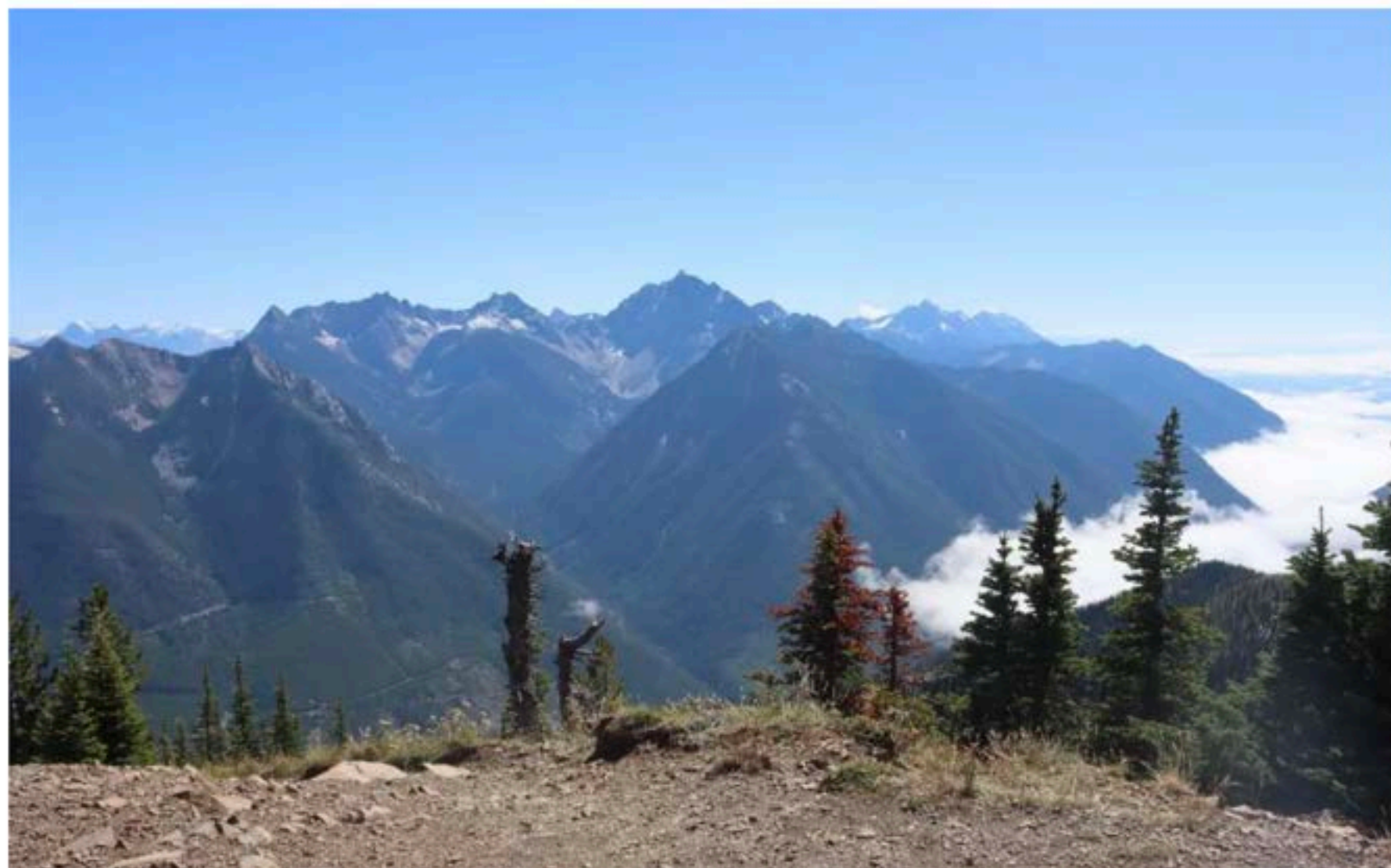


ALEX SCHNEE  
OCTOBER 11, 2024

Available on select sailings  
between Metro Vancouver  
and Vancouver Island.

BOOK NOW





## 2. Lakit Lookout



Cranbrook Tourism

**Distance:** 3.3 kilometres  
**Elevation Gain:** 366 metres  
**Time:** 2 hours

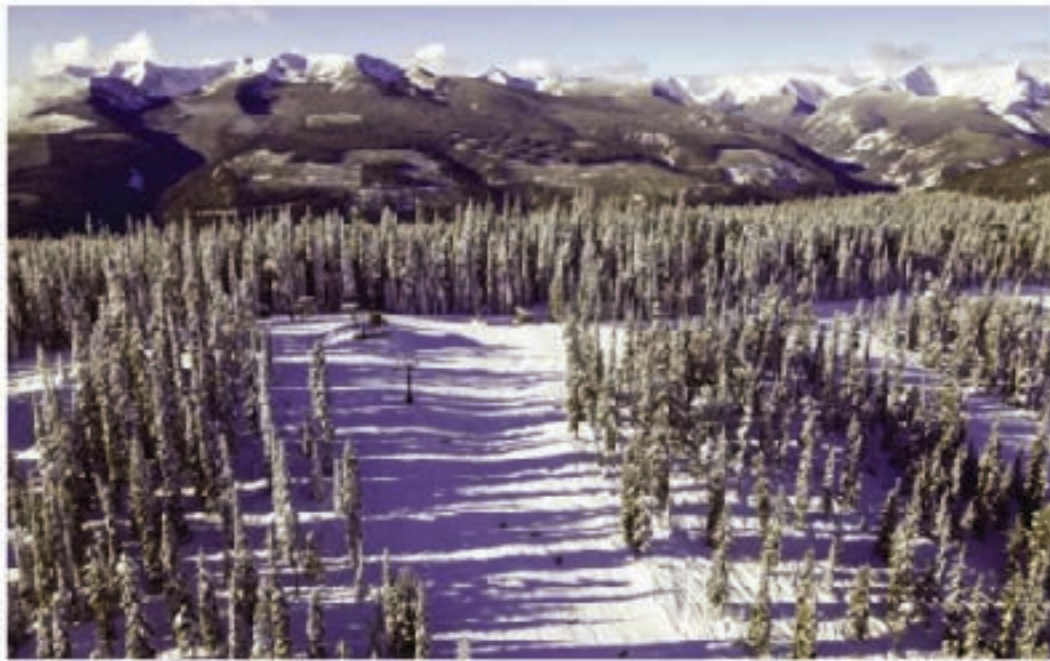
The steep climb to the Lakit Lookout is more than worth the effort for the incredible views. Be prepared with a four-wheel drive vehicle as the Forest Service Road is bumpy, but once you



# MARKETING- MEDIA RELATIONS

## Craving the Mountains but not the Crowds? Visit the Kootenay Rockies!

by Jennifer Merrick



What do you picture when you think of the Canadian Rockies? Most of us conjure up the iconic images of Banff and Lake Louise with their turquoise glacial lakes and snow-covered jagged peaks. Stunning to be sure. Over 4.5 million people from all over the world visit these national parks every year to marvel and vacation in their beauty. But the glorious mountain scenery is not confined by the borders of our parks.

Drive from Banff and head down Highway 93. In less than an hour, you'll find yourself in the East Kootenay region of south-eastern British Columbia surrounded by mountains, the Rocky Mountains to the east and the Purcell Mountains to the west. In this alpine wonderland, there are natural hot springs, ski resorts, hiking/biking trails and friendly communities. What you won't see are millions of tourists.

Our family had the pleasure of visiting the towns of Cranbrook and Kimberley on our winter holidays. When we arrived at the

Kimberley Alpine Resort to do some much-anticipated skiing, we were flabbergasted. Why weren't there more cars in the parking lot? Where were the lineups at the lift? It was especially hard to comprehend because of what the resort offered. We're talking about 1,800 acres of terrain, a 2,464 ft vertical, an award-winning ski school, 80 trails and the fine white powder snow this region is famous for.

On the slopes, surrounded by snow-covered evergreens and mountain vistas, there were times we had this magic all to ourselves. In the village, there were accommodations, restaurants and snack bars to enjoy an apres-ski drink or meal. The vibe was family-friendly, and everyone was welcoming.

"It's the kind of place you have to go out of your way to find," said our volunteer ski guide. "But people love it when they do."

An avid lifetime skier from Calgary, he now winters in Kimberley. He told me the black diamond runs here were on par with any

he's done in the region and that the snow is more consistent.

What does he like the most? "The people," he answered without hesitation. As he showed me the easiest way to get down the mountain, he talked about his beloved mountain community. By the time we were finished, I was ready to move here myself.

We only had a few days, unfortunately, but we made the most of them on the slopes and off.

### Après Ski Breweries

Heid Out Restaurant in downtown Cranbrook was a local favorite with award-winning craft brews made on the premises and original dishes that showcased the flavors of the region. It was here in its convivial atmosphere that we enjoyed the tastiest meal of our trip. Another Cranbrook brewery won the medal for the most fun. Encore Brewery not only had crisp beer with quirky and alliterate labels like Liftoff Lager, a ludicrously luscious lunar lager, but it was also a bowling alley. We had a blast competing with each other for top scores and the last piece of delicious pizza.

### Heavenly Hiking

Next to the Kimberly Alpine Ski Resort is the Trickle Creek Golf Course, where multi-use trails are maintained during the winter months.

To my delight, the path led to lookouts with panoramic views of the misty mountains and through stands of evergreens with their boughs accented with snow. As I walked, a sense of peace fell over me. The tranquility was no doubt facilitated by the fact that in two hours of hiking, I saw only two other people.

A mountain paradise without the crowds. I'll be back. ■

[WWW.SKIKIMBERLEY.COM](http://WWW.SKIKIMBERLEY.COM)  
[WWW.CRANBROOKTOURISM.COM](http://WWW.CRANBROOKTOURISM.COM)



World Traveler Spring 2025



## BIKE

NEWS GEAR HOW TO TRAILS BIKERS FOR

### MOUNTAIN BIKE TRAILS

## Destination: Freeride Fat Biking in BC's Kootenays

Aaron Theisen • Apr 11, 2024



Aaron Theisen

The fjord-like lake valleys and lofty peaks of the Kootenay Rockies of southeast British Columbia helped midwife freeride [mountain biking](#) in the '90s, immortalized in fat-tire film classics like *Kracked*. Today, riders in the Kootenays are taking wide-

But a bigger challenge to might be the spandex-wrapped stigma attached to fat biking.

"I think the biggest problem with fat biking is a PR problem: it's not known to be cool," says Kristy Jahn-Smith, Executive Director of Tourism Cranbrook and a board member of Wildhorse Cycling Club, Cranbrook's IMBA-affiliated trails organization. "It's always kind of the ugly stepchild to mountain biking."





the winter and be a better rider in the summer," says Kristy Jahn-Smith.




# MARKETING-PROGRAMS

CRANBROOK  
& KIMBERLEY


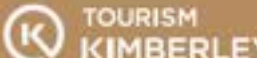

TASTING PASSPORT






Epic Views and Craft Brews

This fall, warm up at one of the many local participating restaurants. Experience local dining and indulge in craft brews while warming up in one of the many welcoming establishments in Cranbrook and Kimberley.





BCAleTrail.ca

#ExploreBC  
#BCAleTrail  
@BCAleTrail

#BCCraftBeer

FILL YOUR PASSPORT TO WIN!

From September 12 to October 31, 2024, visit any of the participating businesses listed below and ask for a stamp with your purchase. Once you have collected stamps from 6 different locations, hand in the passport at the local visitor information centre to receive a custom 12oz commemorative beer stein (while quantities last) and get entered in the draw for a chance to win the Grand Prize donated by Sunshine Marina: 4 nights on the 16-passenger Sunbreezer Houseboat (August 18-21, 2025).

Cranbrook

Brixx Brewhouse  
209 Van Horne St S

Ella's  
300 Cranbrook St N

Encore Brewing  
1400 4 St N

Fenwick & Baker Public House  
1017 Baker St

Fire & Oak  
209 Van Horne St S

Firehall Kitchen & Tap  
37 11 Ave S

The Held Out & Fisher Peak Brewing  
821 Baker St

Hot Shots Cafe  
1924 8 St N

Modern Olive  
1019 Cranbrook St N

St Eugene Resort  
7777 Mission Rd

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




The Hourglass  
130 Spokane St

Over Time Beer Works  
136A Wallinger Ave

Visitor Information Centre  
270 Kimberley Ave

BC Ale Trail App

Find them all on the BC Ale Trail website and app.



Contest Period: September 12 - October 31, 2024

See prize details at: [bcaletrail.ca/cranbrook-kimberley-passport](https://bcaletrail.ca/cranbrook-kimberley-passport)

Name


Email

Phone

City

Postal Code

☐ I would like to subscribe to e-newsletters from the BC Ale Trail and our tourism partners




Cranbrook Tourism

September 12, 2024 · 🌐

The Cranbrook Kimberley tasting passport is back starting today!

Visit participating restaurants and get your passport stamped (with purchase). Once you have collected stamps from six different locations, hand in the passport at the Kimberley or Cranbrook visitor information centre to receive a custom beer glass and be entered into the grand prize draw for 4 nights on a 16-passenger Sunbreezer Houseboat from [Sunshine Houseboats & Marina](#)

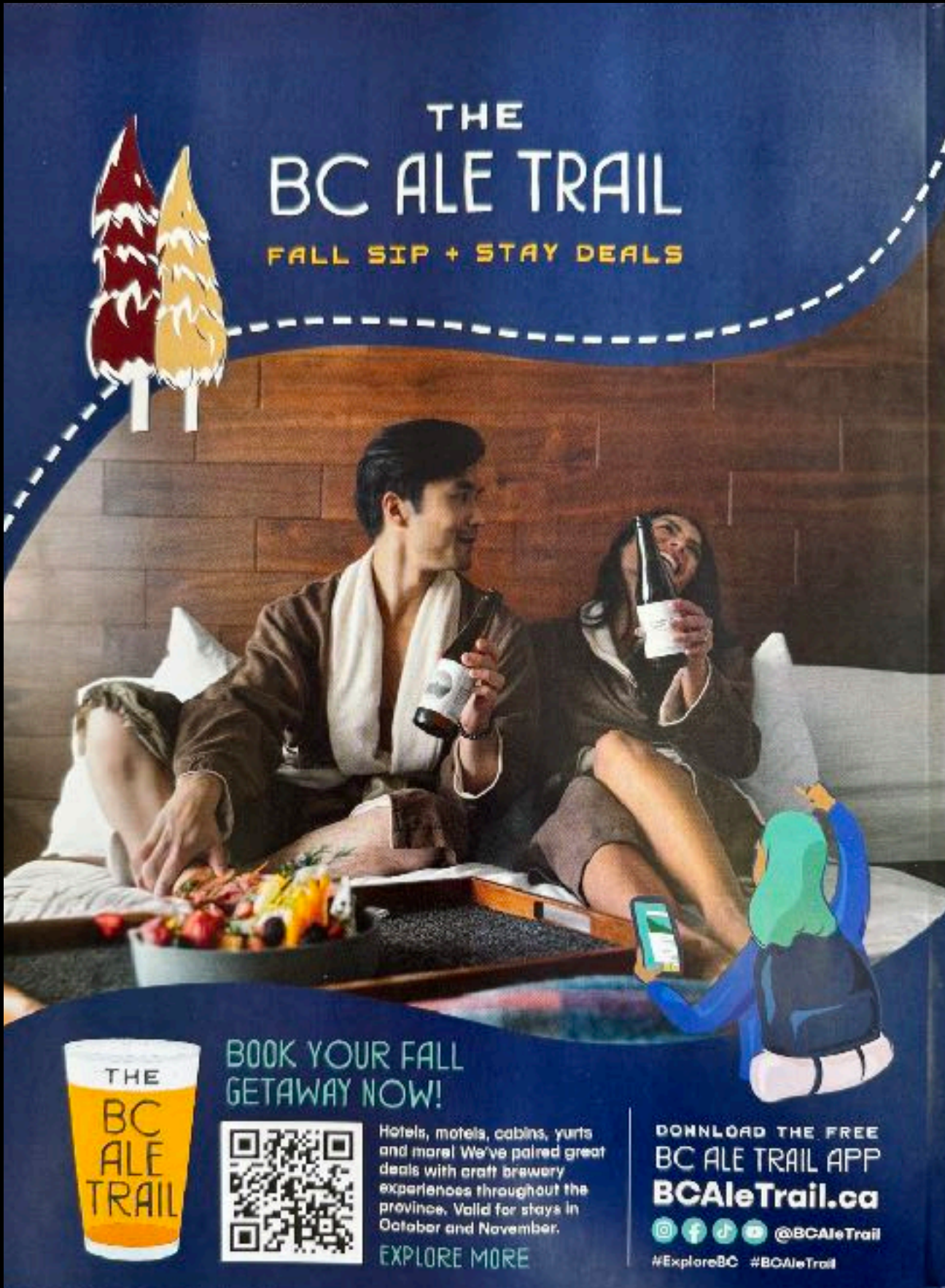
Learn more:... See more





# MARKETING-PROGRAMS

## SIP AND STAY PACKAGES



# OutThere

— ADVENTURE 🌲 EMAIL —

### Go on a Tasting Ale-Venture at the Cranbrook Beer Festival in Cranbrook, BC This Weekend

Cranbrook is just a three-and-a-half-hour drive on Route 95 from Spokane, making it ideal for an impromptu weekend escape. Looking for a getaway this weekend? Head north for the [Cranbrook Beer Fest this Saturday, September 14!](#) Cranbrook is home to two local craft breweries, each with its unique offerings. The Heid Out restaurant is home to Fisher Peak Brewing, while Encore Brewing features a craft brewery, bowling alley, arcade, and tasting room with a full kitchen. Or plan a trip around the [Cranbrook + Kimberley Tasting Passport](#) from September 13 to October 31.

Pair your stay with a craft beer experience by booking a [Sip + Stay package](#). Cranbrook has somewhere special for you to rest your head, from upscale resorts to historic hotels to family-run bed and breakfasts and everything in between. Plus, thanks to the favorable exchange rate, American travelers can enjoy a 25% to 35% discount on their trip!

With the Rocky Mountains and Purcell Ranges at Cranbrook's doorstep, it's the perfect spot to explore the spectacular local trails on a fall hike or mountain bike ride. The low-elevation trails around Cranbrook are ideal for fall rides on world-class singletrack, all just minutes from the city. The higher peaks around town offer incredible fall color displays on hikes from mild to wild. [Plan your trip](#) or read more about fall travel to Cranbrook [in our latest article about this awesome area](#).

**BC Ale Trail**  
Sponsored · ⚙️

### Combine your love of craft... See more

[bcailetrail.ca/beercations](#)

## Make It a Fall BC Beercation!

[Learn more](#)

Like Comment Share



**Cranbrook Tourism**  
Sponsored · ⚙️

Discover comfort and craft brews at Prestige Rocky Mountain Resort. Sip & Stay packages with exclusive perks

**Craft Beer & Comfort**

Sip & Stay Cra...

[Learn more](#)

Like Comment Share



# MARKETING-PROGRAMS

## SHOP CBK

# SHOP cbk

Support local  
businesses, get  
rewards!



Download on the  
App Store



### <GET> <THE> <APP>

GET IT ON  
Google Play



# HOW IT WORKS

1

Download the app  
and receive a \$10 sign  
up bonus


2

Shop at local  
participating businesses  
and receive 5% rewards  
on your next purchase

3

Shop at another local  
business and rewards  
will be applied

Need help getting started or have questions  
about the **Shop CBK** Program? Come visit us at  
the Cranbrook Visitor Centre at 800C Baker St.

**CRANBROOK**  
TOURISM

BROUGHT TO YOU BY:

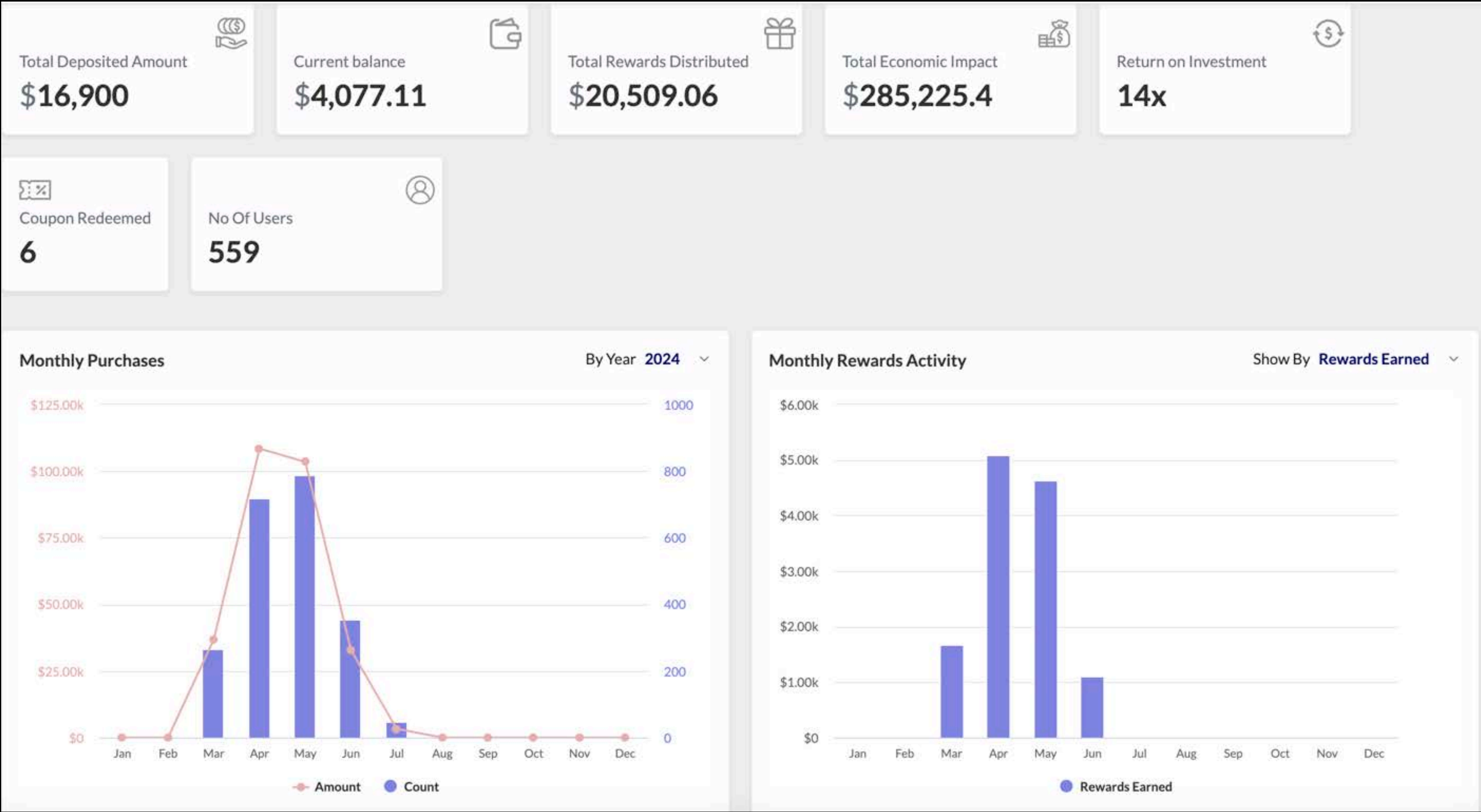
Columbia  
Basin

**trust**



# MARKETING-PROGRAMS

SHOP CBK





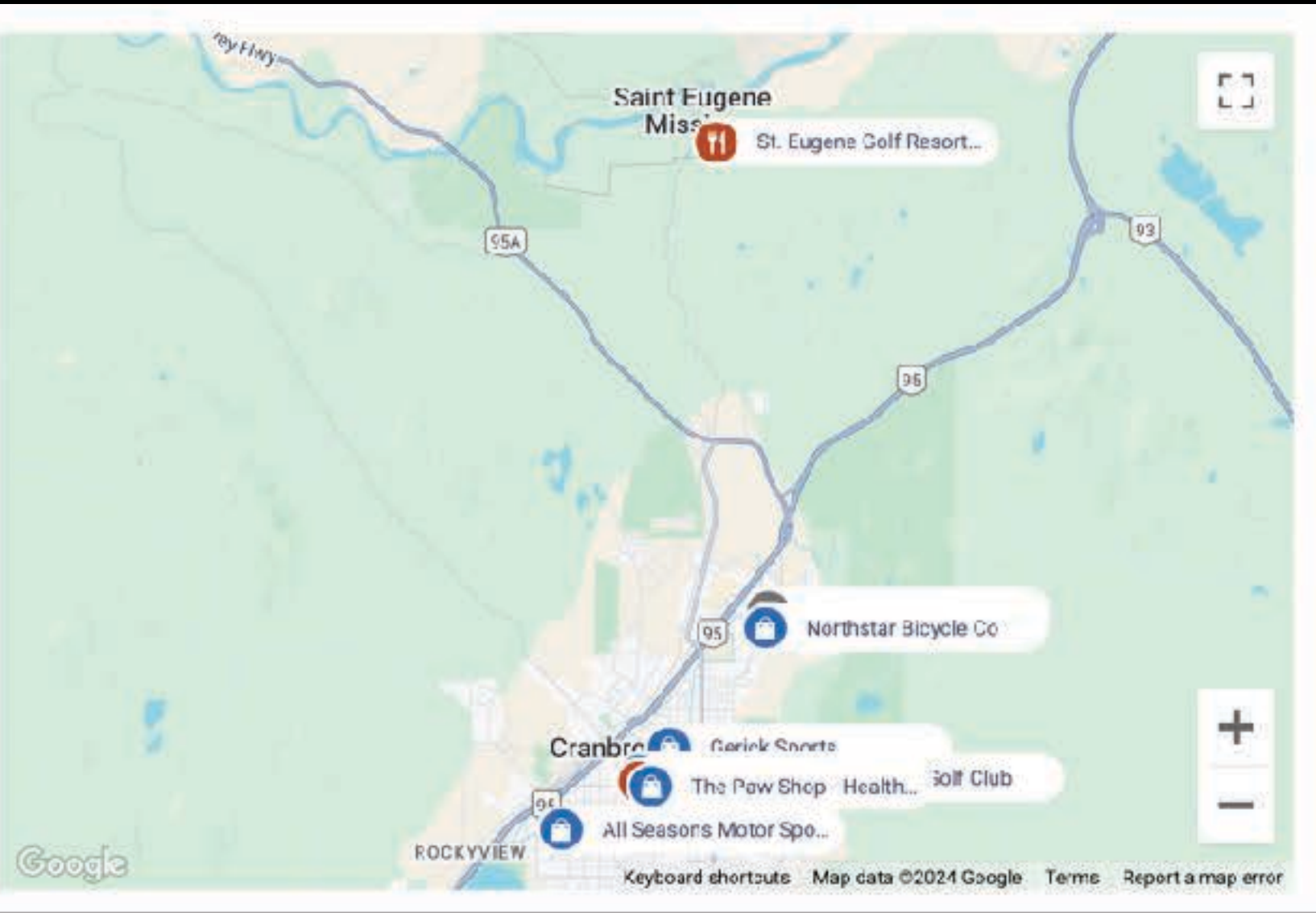
# MARKETING-PROGRAMS

SHOP CBK



Top Businesses by Amount Show By Top 10

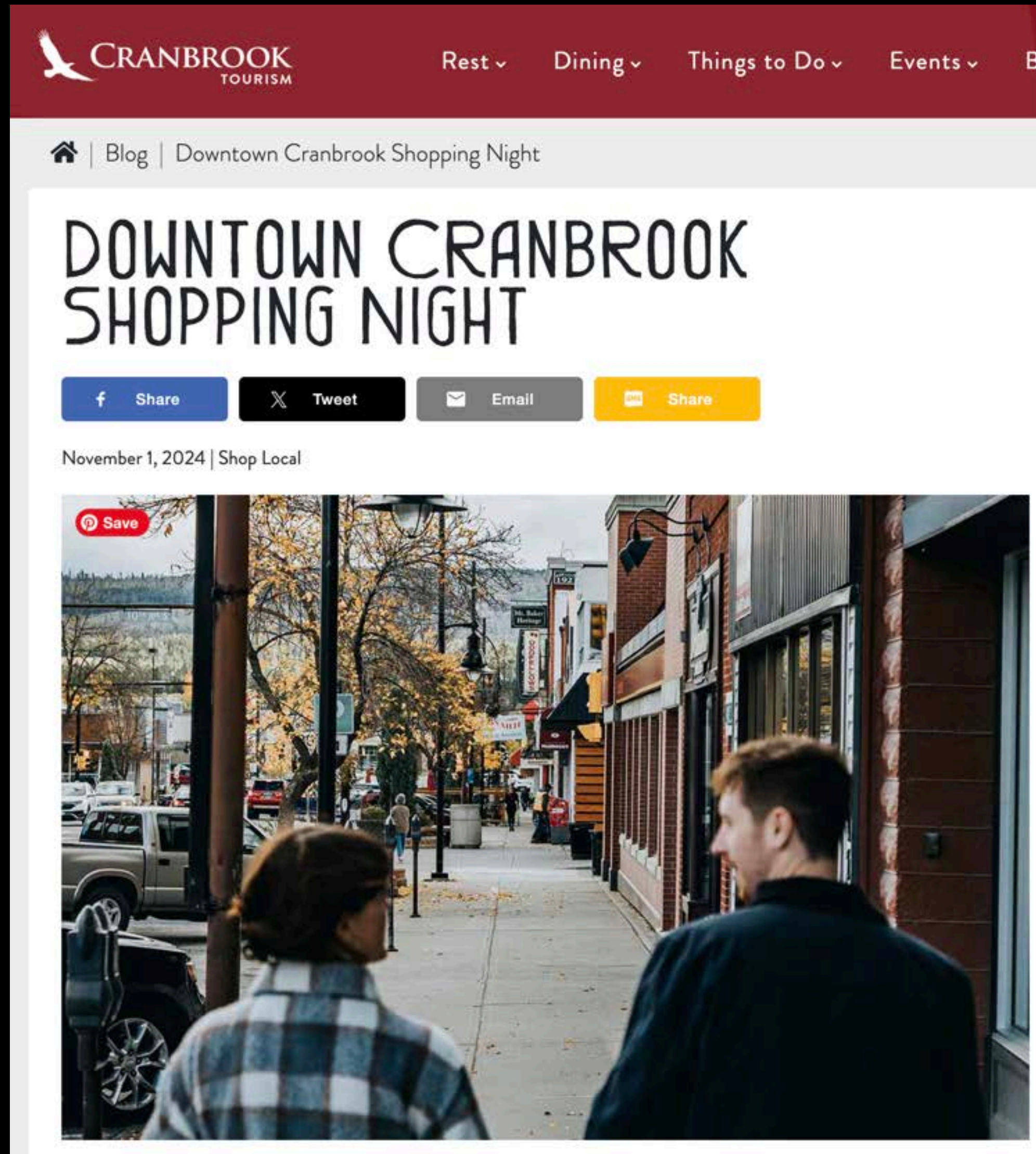
		Transactions	Amount	Avg Amount
A	All Seasons Motor Sports 333 Van Horne St S, Cranbrook...	47	\$33809.11	\$719.34
H	Hush Home Furnishings 813 Baker St, Cranbrook, Briti...	15	\$33128.81	\$2208.59
C	Cranbrook Golf Club 2700 2 St S, Cranbrook, British...	72	\$22279.86	\$309.44
N	Northstar Bicycle Co 1900 Cranbrook St N, Cranbro...	21	\$19965.42	\$950.73
T	The Paw Shop - Healthy Pet Foo... 22 10 Ave S, Cranbrook, Britis...	177	\$19823.5	\$112
G	Gerick Sports 320 Cranbrook Street North, C...	42	\$16793.4	\$399.84
T	The Choice Shop 816 Baker St, Cranbrook, Briti...	89	\$15315.74	\$172.09
T	Top Crop Garden Farm & Pet 2101 Cranbrook St N, Cranbro...	129	\$13466	\$104.39





# MARKETING-PROGRAMS

## CHRISTMAS SHOPPING EVENT



SHOP  @ night

JOIN LOCAL DOWNTOWN BUSINESSES ON

**FRIDAY, NOVEMBER 22<sup>nd</sup>**  
**5 PM TO 9 PM**  
FOR A FESTIVE EVENING OF HOLIDAY SHOPPING!

Shops will stay open late, offering unique specials, treats, and holiday cheer. Bring friends and family to explore, shop, and celebrate the season with exclusive discounts and experiences that make this night one-of-a-kind.

For more details and participating businesses, visit: [CranbrookTourism.com](https://CranbrookTourism.com)



# MARKETING-PROGRAMS

## WHERE'S ED SCAVENGER HUNT



## WHERE IS ED? THE SCAVENGER HUNT

[f Share](#) [X Tweet](#) [Email](#) [Share](#)

August 1, 2024 |

The first-ever "Where is Ed?" Scavenger Hunt runs from August 1 to September 2, bringing together Cranbrook Tourism and Cranbrook Arts to celebrate creativity and community spirit. We've hidden 14 unique pieces of art around Cranbrook and the surrounding area, and it's up to you to find them. Whether you're a local or just visiting, this is your chance to explore Cranbrook in a whole new way.

As you embark on this art-filled adventure, keep an eye out for the hidden pieces and use the hints provided below to track them down. When you find a piece, scan the QR code on the card and take a selfie with the artwork to enter the prize draw. You can enter once per piece, giving you up to 14 chances to win one of three prizes:

1. A CBK sweater donated by Cranbrook Tourism
2. A \$20 gift card to Max's Place with a bag of Kicking Horse Coffee donated by Max's Place
3. Bowling for four donated by Encore Brewing Co.

Grab your friends, family, or go solo and start your search for "Ed." It's a perfect way to enjoy the outdoors, explore new places, discover local art, and have a blast while doing it. Get ready to explore, snap selfies, and win some great prizes along the way.

### Ed #1

This Ed is traveling to Cranbrook and is eager to learn more about all the fun things to do in Cranbrook.





# MARKETING- EVENT SPONSORSHIPS



**Wasa Lake Triathlon & Events** · Follow  
June 11, 2022 · 🌐

A few more 2022 race highlights from today.

**Barb Bradley**  
January 19, 2024 · 🌐

Appreciate the support for the **Wasa Lake Triathlon & Events** from Cranbrook Tourism!

**CRANBROOKTOURISM.COM**  
**Make 2024 Your Best Year Yet**  
Need a goal to keep to your new year's resolution? Check out these awes...

[Learn more](#)

2 likes · 1 comment

**ED FEST** is with **Cranbrook Arts** and 6 others · Follow  
June 28, 2023 · 🌐

Ed Fest Arts & Music Festival is a celebration of creativity and expression that takes place each Fall in Cranbrook, British Columbia.

The festival is a one-day event that features a variety of performances, workshops, and activities for all ages. The festival is designed to promote the appreciation of art, music, dance, literature, theatre, and more. It is an opportunity for the community to come together, explore new ideas, celebrate local talent, and be inspired. The fes... See more

**SEPTEMBER 9**

**Our Partners**

KEY CITY THEATRE  
CRANBROOK TOURISM  
CRANBROOK ARTS  
JCI  
CRANBROOK FARMER'S MARKET  
CRANBROOK HISTORY CENTRE

**What to expect at**

Ed Fest  
ARTS & MUSIC FESTIVAL  
Live Music  
Local Artists  
Workshops  
Performances

Lynnette Wray, Kya Dubois and 34 others · 2 comments · 28 shares

**Anything Goes Event Series** · Follow  
February 18, 2024 · 🌐

Throwback to a perfect May ride in Cranbrook scaping out the Gold Rush loop for the first edition of **#CranbrookGravelGrind** back in 2022. The sun was shining and the gravel was fresh

Both the Gold Rush and Big Foot Loop feature some of the most unique and beautiful gravel riding that is unlike any other course in the country 🌲 Come experience it for yourself May 24th-25th at the 2024 GGG!

Spots are filling up fast 📅 Register here: [anythinggoeseventseries.com/cranbrook-...](https://anythinggoeseventseries.com/cranbrook-...) See more

**Kootenay Rockies - Gran Fondo**  
May 21, 2022 · 🌐

Check out the new location for Cranbrook Tourism, at the corner of Baker St and the highway. Kristy Jan-Smith and Shaun Penner, pictured here, will be very happy to see you and help you with any tourism questions.

**Shaun Penner, Barb Bradley and 14 others** · 9 shares



# MARKETING- ROCKIES EXPLORING



## Cranbrook

archives, museum & landmark society




### Become a Member

Join the Cranbrook Archives, Museum, and Landmark Society and become a part of preserving and celebrating our shared history.

#### Membership Benefits:

- Free general admission to Cranbrook History Centre and Fort Steele Heritage Town (excluding special events).
- Friends and Family 10% discount.

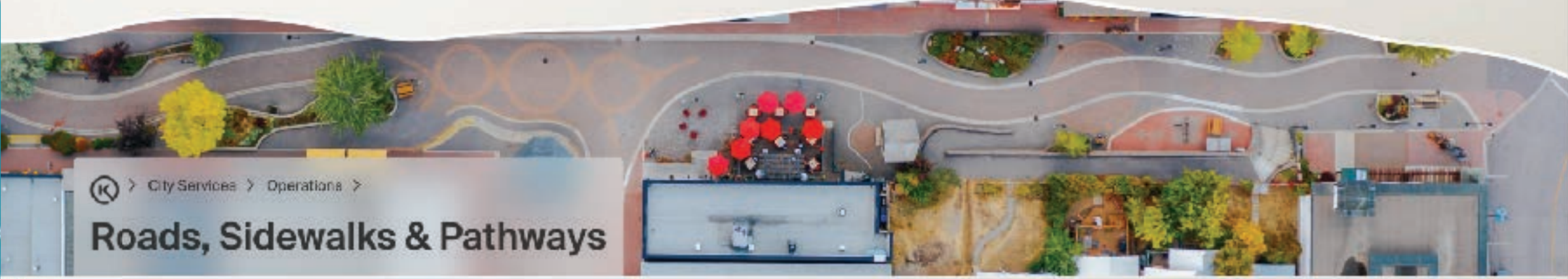


## KIMBERLEY

BC - CANADA

[I want to...](#) [Contact](#)

[Community & Recreation](#) [Building & Development](#) [City Services](#) [City Hall](#) [Business](#)




### Roads, Sidewalks & Pathways

## ST. EUGENE


GOLF • RESORT • CASINO

[DISCOVER](#) [STAY](#) [DINE](#)






## FORT STEELE HERITAGE TOWN



### Fort Steele Heritage Town

Big things are on the horizon at Fort Steele Heritage Town. As of April 1, 2025, the Cranbrook Archives, Museum, and Landmark Society (CAMSAL) took over the reins as the new custodian. While dedicated to preserving Fort Steele's rich history while introducing new, dynamic, and interactive experiences that honor beloved traditions and celebrate community heritage.

Originally known as "Gaboedda Ferry" during the Kootenay Gold Rush of 1891, Fort Steele was renamed in 1896 to honor Superintendent General Steele of the North-West Mounted Police, who played a key role in peacekeeping between the white settlers and the Kootenay people. The town thrived in the 1890s, fueled by rich mineral discoveries, but its prosperity faded when the Kootenay River bypassed the town in favor of nearby Cranbrook.



FORT STEELE HERITAGE TOWN



## East Kootenay Division of Family Practice

An ITSC Initiative





Have questions? Let us help you.

[divisionsbc.ca/east-kootenay](https://divisionsbc.ca/east-kootenay)







# MARKETING- KTUNAXA HOMELANDS



## Indigenous-Owned Campgrounds in the Homelands

*Nestled in the heart of the Kootenays, the homelands of the Ktunaxa people offer a unique and enriching camping experience through Indigenous-owned campgrounds.*



 [ktunaxahomelands.com](https://ktunaxahomelands.com)



ʔakisqakʔit  
*Cranbrook*



MEANING

Two valleys coming together



Connecting to the Land  
through an Indigenous  
View



Preserving Indigenous  
Knowledge Through  
Art



Revitalizing Indigenous  
Languages: A Path of  
Resilience and Pride




Ktunaxa Language  
Revitalization  
Influencers




Experience Events in the  
Ktunaxa Homelands



# MARKETING-COOPERATIVES




REGIONS ▾EXPERIENCES ▾WATERWAYS ▾BLOGABOUTEVENTS



### Kootenay Paddling Paradise: Lakes, Rivers & Mountain Views

Cranbrook, nestled in the heart of the Kootenays, offers a paddler's paradise for every skill level. Glide across the crystal-clear waters of peaceful lakes like St. Mary's or Peckham's, surrounded by breathtaking mountain scenery. For the adventurous, the Bull River beckons with exhilarating whitewater rapids, perfect for honing your paddling skills. Whether you seek a serene escape or a thrilling challenge, the Kootenay region has it all.



CRANBROOK

TRAVEL RESOURCES


CRANBROOK TOURISM

CRANBROOK SNOWMOBILE CLUB

CURRENT CONDITIONS


CRANBROOK VIDEOS

STORIES

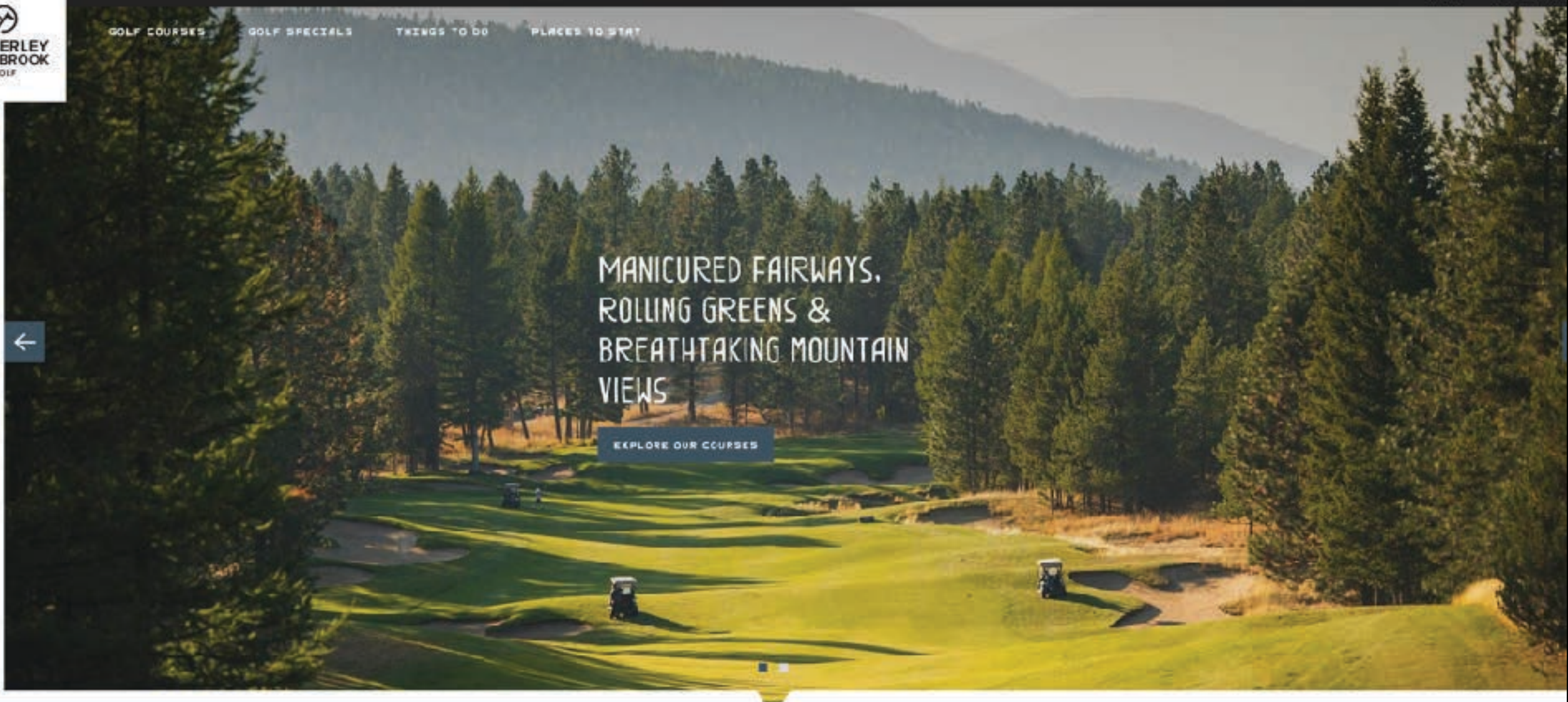


#### BC'S SUNNIEST SLED PLAYGROUND

As the gateway to the stunning Purcell Mountains, Cranbrook is a hidden gem for riders seeking off-the-beaten-path snowmobile adventures.



GOLF COURSES | GOLF SPECIALS | THINGS TO DO | PLACES TO STAY



MANICURED FAIRWAYS.  
ROLLING GREENS &  
BREATHTAKING MOUNTAIN  
VIEWS

EXPLORE OUR COURSES



# VISITOR CENTRES

- New popup visitor centre/bike in 2024
- Rainbow Registered accreditation

	2020	2021	2022	2023	2024
Visitors to VIC	3,618	3,873	5,671	7,372	7,253
Mobile (NEW)	-	-	3,802	5,071	4,310



Elizabeth Lake Visitor Centre



# MOBILE VISITOR SERVICES





# MOBILE VISITOR SERVICES





# VISITOR CENTRE INDIGENOUS LEARNING GRANT





# VISITOR CENTRE INDIGENOUS LEARNING GRANT





# TRAINING

- Event Sponsorship Workshop
- Board Governance
- FireCircle Experience Development





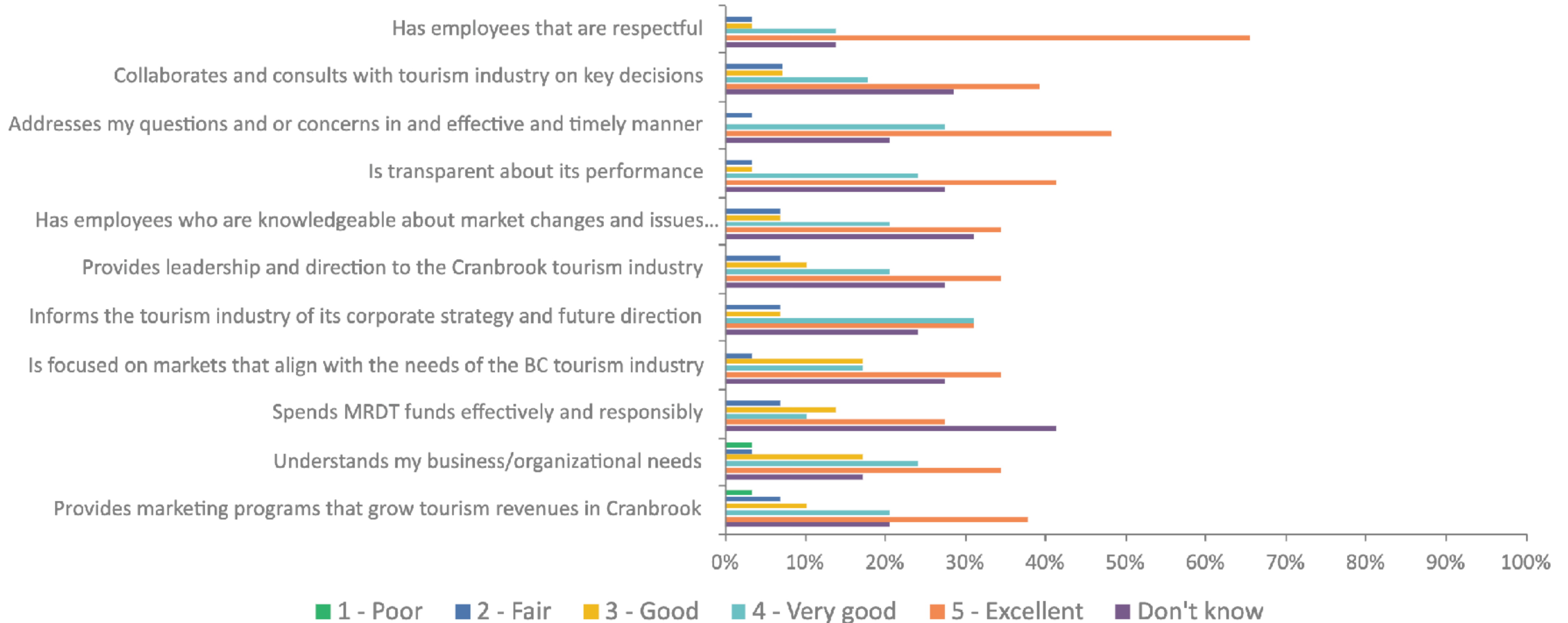


WHATS NEXT?

Mause Creek

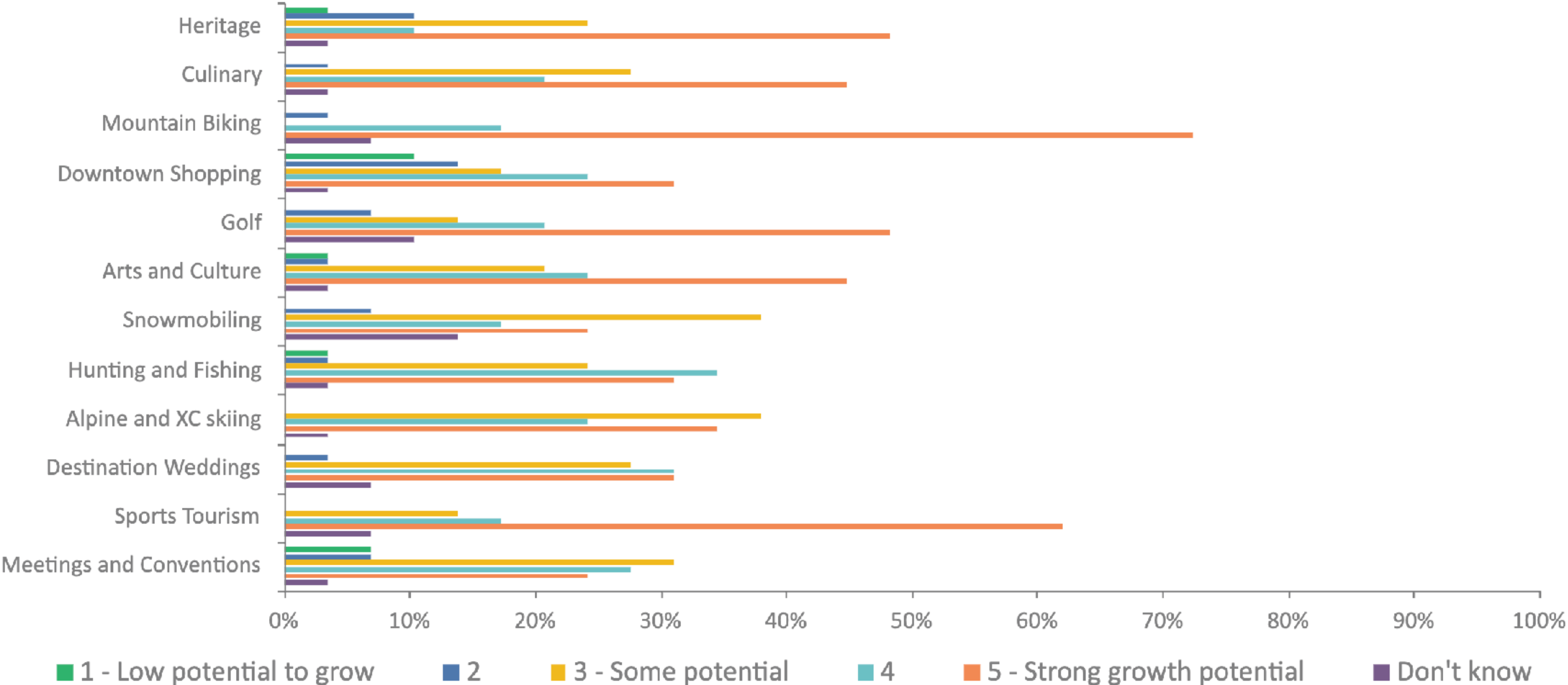


**Q4: Cranbrook Tourism strives to collaborate and be an inclusive industry-driven organization. How do you rate Cranbrook Tourism's performance on the following ways of conducting business? Please rate on a scale where 1 - Poor and 5 - Excellent.**





**Q8: How much potential to grow do you think each of the following tourism products and/or experiences have in Cranbrook**  
**Please rate each of the following on a scale of 1-5, where 1 - Low potential and 5 - Strong growth potential.**





## Q9 Thinking about the future of tourism in Cranbrook. In your opinion, what are the top three barriers to the growth of the tourism industry in Cranbrook?

2.

Infrastructure

more out of town things to do and less in town activities

What is Cranbrook best known for as a tourist destination?! I don't even know?

Need more transit options

Convention centre facility

Local perception

no core downtown to stroll with interests

A noticeable percentage of the local residents who would prefer that things stay the same. They simply aren't interested in economic growth.

Heavy Fire Seasons

Ugly Highway

Spectrum of Attractions

stupid Covid rules

finding funding for events

More restaurants open on off times ie stat holidays

low variety of vacation packages

Support and participation from major industry - Example RCR

many cool places not on strip - people miss them

Budget constraints

Lack of community understanding/ awareness

Rental/Purchasing costs

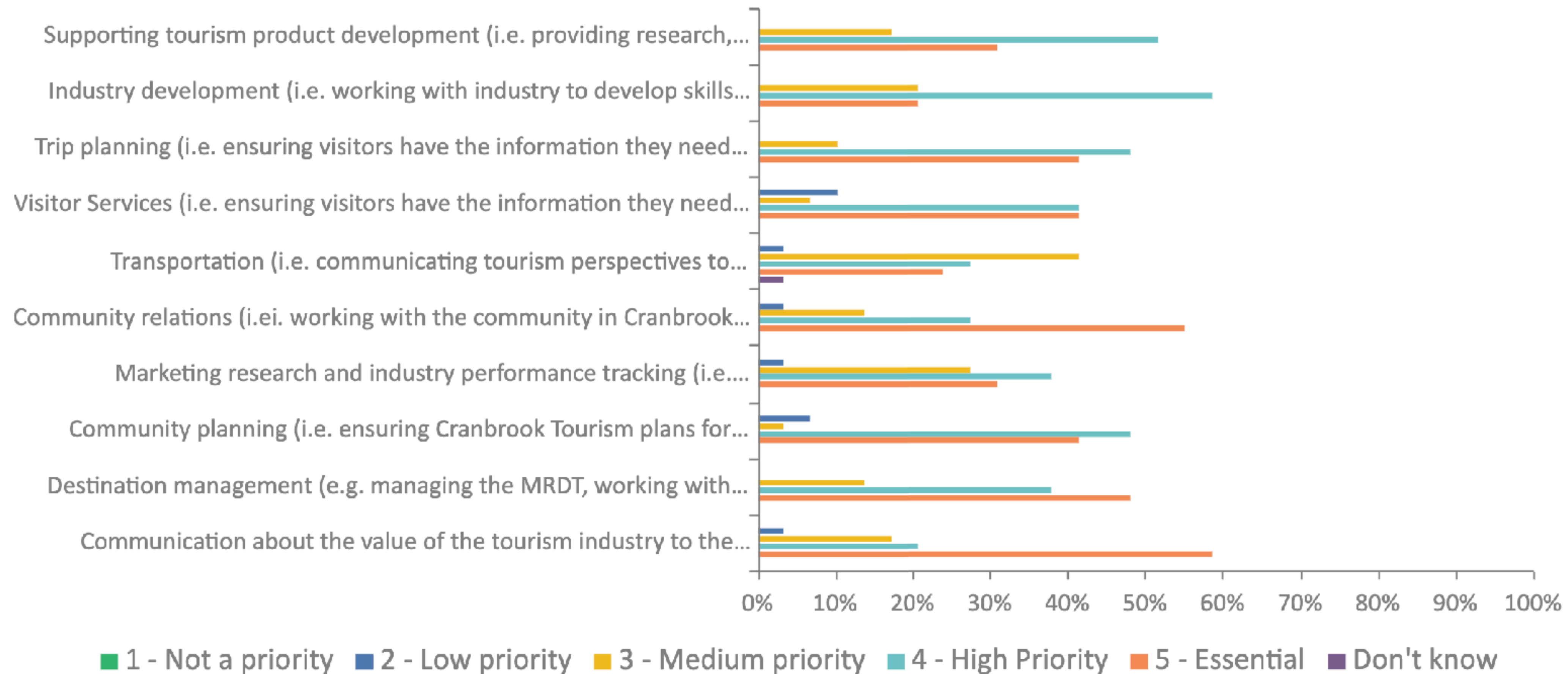


## Q9 Thinking about the future of tourism in Cranbrook. In your opinion, what are the top three barriers to the growth of the tourism industry in Cranbrook?

3.
Physical appearance of the city of Cranbrook
older popultion people are less likely to respond to online advertsiing etc
Focus more on getting tourists to come here and improving tourists experiences in Cranbrook.
need more hotel rooms
Strengthening partnerships with the city of Cranbrook and The Chamber of Commerece
Visitor perception - not just a pit stop
no convention centre
Black swan events like Covid for example.
Poor City Upkeep
Lack of tourism amenities
Climate Crisis
pricing and availability for venues
Many activities are weather dependant ie snow/smoke impacts
cost of marketing
surrounded by tourist towns
Consolidated vision amongst stakeholders
The current city administration, lack of forward thinking/growth mindset



**Q11: Destination marketing organizations take on a wide range of activities outside of marketing and promotion to help grow tourism in communities. As described earlier, this survey will be used to assist in Cranbrook Tourism's planning. In your opinion, how much of a priority should Cranbrook Tourism place on each of the following program areas? Please rate each of the following program areas on a scale of 1-5 where 1 = Not a priority and 5 = Essential.**





# TOURISM MASTER PLAN RECOMMENDATIONS

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



The Larix Hotel



# A PERMANENT HOME FOR CRANBROOK TOURISM





# MRDT AREA EXPANSION

- Proposed expansion to include area C of the RDEK
- Renewal to the province in 2027
- Effective 2028



TaTa Creek



THANK YOU

Lumberton Falls

