

CRANBROOK TOURISM ANNUAL GENERAL MEETING

MARCH 2020



CANDIDATES

- Chris Andrews
- Heidi Romich
- Livia Lara
- Chantel Masse
- Lee Ann McDonald (By acclimation)

CHRIS ANDREWS

Chris is the current Chair of Cranbrook Tourism and General Manager of the Wildstone Golf Course from its opening in 2011. Prior to that he was the Manager of Community Programs and Tourism Partners Program delivering Destination BC programs for the Kootenay Rockies Region. Chris truly enjoys working with exceptional staff and community volunteers at work and as part of organizations, boards and committees that he participates with. Chris enjoys having a voice on the Board of Directors for Cranbrook Tourism, as this relatively young organization looks to develop strategies and market the wide array of tourism amenities and opportunities in the destination.



HEIDI ROMICH

Heidi studied International Tourism Management and her international experience is extensive including education, work, and travel in Austria, Malaysia, and Canada. Heidi worked in sales, before going on to run her own business Heidi's restaurant and later the Heid Out and Fisher Peak Brewing. Heidi works and provides leadership in College of the Rockies Culinary program. Heidi sits on a number of boards and is an active volunteer with many organizations including The BC Restaurant & Food Services Association, Rotary, Cranbrook Tourism, Go2HR. Most recently Heidi was recognized as Cranbrook's Citizen of the Year.



LIVIA LARA

Livia has been a Cranbrook Tourism Director for the past two years and has worked extensively on the budget and policy development. Livia has an educational background in Tourism and hospitality management; and business administration and attended the College of the Rockies' Sustainable Business Post-Degree Program. Livia worked for many years in the hospitality industry in Brazil, and also in the USA, including Walt Disney World Resorts. She ran an event business in Brazil, organizing fairs, workshops, and conferences for over 6 years. Livia has lived in Cranbrook with her family for over 4 years and has been the Market Manager for the Cranbrook Farmer's Market for 3.5 years.



CHANTEL MASSE

Chantel, Events Coordinator at the Cranbrook Chamber of Commerce, recently moved to the Cranbrook area in June 2019 where she quickly fell in love with the offerings of the region. At the age of 18, she discovered her passion for the world and tourism when she became a Rotary Youth Exchange Student, spending a year abroad in Australia. The exchange opened her mind to worldly cultures, the power of memories, the people you meet along the way, and the thrill of exploration. Chantel started her tourism journey at Capilano University in Squamish BC, where she graduated with a Destination Management Diploma. She started climbing the corporate ladder in Whistler BC, starting off as a Front Desk Agent quickly moving on to Front Desk Management roles and eventually running 3 key departments at the Summit Lodge Boutique Hotel including Group Sales Department, Catering Department, and EightyOne Cafe and seeing the hotel become the #1 Hotel in Whistler on TripAdvisor. Chantel is inspired to help bring tourism-based economic security to the Cranbrook area that will motivate cultural development, spark the curiosity of trendsetters within the community, and encourage locals and non-locals to take the stage in a leadership position driving tourism-based economic growth.

PERFORMANCE INDICATORS



St Mary River

BY THE NUMBERS

- 1 more team member
- 1 Provincial pilot project
- 3 Stakeholder Training/Engagements
- 20,000 visitors guides
- 13 Video Projects
- 18 Blogs
- 400 Photos
- 26 new pages to the website
- 100 new businesses to website
- 383 events added to website



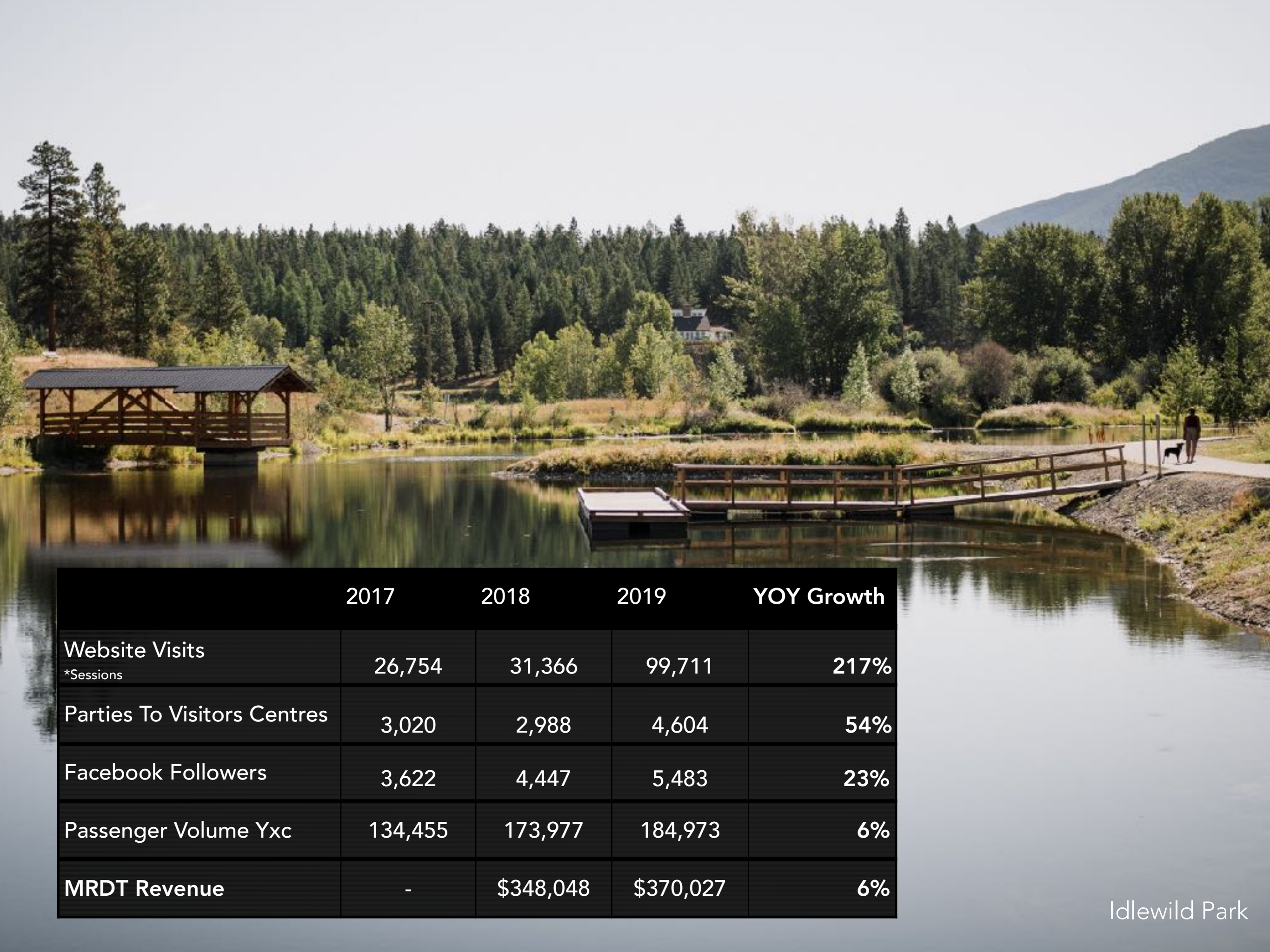
Fisher Peak

BY THE NUMBERS

- MRDT revenues up 6%
- Website traffic to cranbrooktourism.com up by 217%
- Visitor Centre parties up by 54%
- Airport passenger volume up 6%



CP Holiday Train



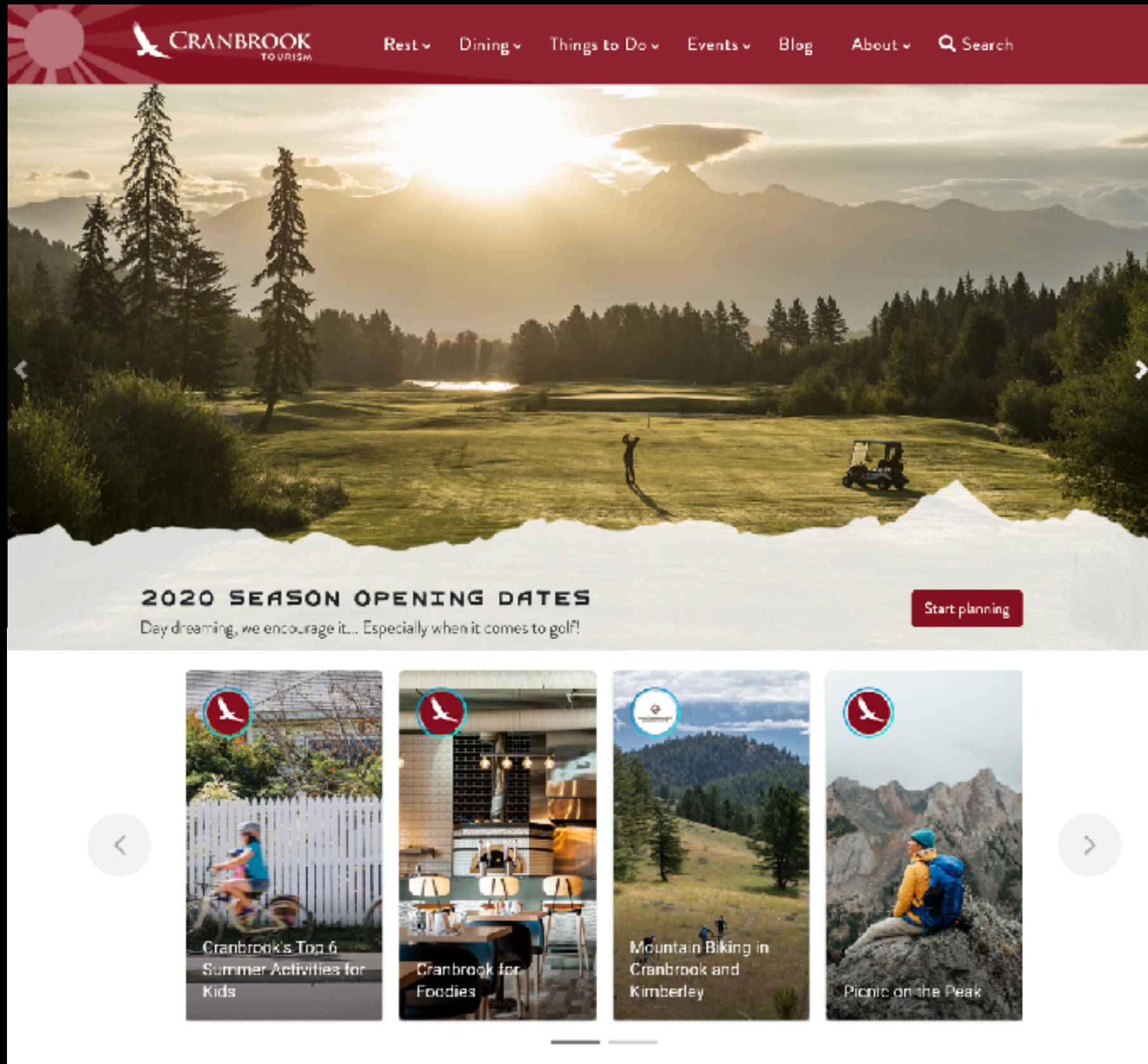
| | 2017 | 2018 | 2019 | YOY Growth |
|--|---------|-----------|-----------|------------|
| Website Visits <small>*Sessions</small> | 26,754 | 31,366 | 99,711 | 217% |
| Parties To Visitors Centres | 3,020 | 2,988 | 4,604 | 54% |
| Facebook Followers | 3,622 | 4,447 | 5,483 | 23% |
| Passenger Volume Yxc | 134,455 | 173,977 | 184,973 | 6% |
| MRDT Revenue | - | \$348,048 | \$370,027 | 6% |




MARKETING

City Cycle Route

WEBSITE



WEBSITE


[Rest](#) [Dining](#) [Things to Do](#) [Events](#) [Blog](#) [About](#) [Search](#)

FESTIVALS & EVENTS


Cranbrook's vibrant arts and culture community knows how to gather a crowd.

Saddle up on a horse, hop on a bike, pick fresh produce from farmers, or sit down to a full symphony. Festivals run year-round in this small community. A wine festival in spring, [Sam Steele Days](#) in summer, the [Kootenay Rockies Gran Fondo](#) and other sporting events through the year are just a few of the group attractions found through the region. Prefer to keep it simple? Check out the [farmers market](#) that runs all summer long or join one of the local paddle or bike night out. To experience a community is to join the locals and celebrate.


[Calendar View](#) [Submit Event](#) [Print Calendar](#)




Pizza & Live Music
March 12, 2020
Every Thursday from 5:00-9:00pm
Soulfood hosts a Pizza & Live Music night!




Rockies Film Festival and Series Movie: Ordinary Love
March 12, 2020
A movie about an everyday couple with a remarkable love, there is an ease to their relationship which only comes from spending a lifetime together.




Farmer's Market
March 14, 2020
Pasture raised pork meat, freshly baked croissants, smooth coffee to unique jewelry and pottery pieces.



Tots on Tuesday



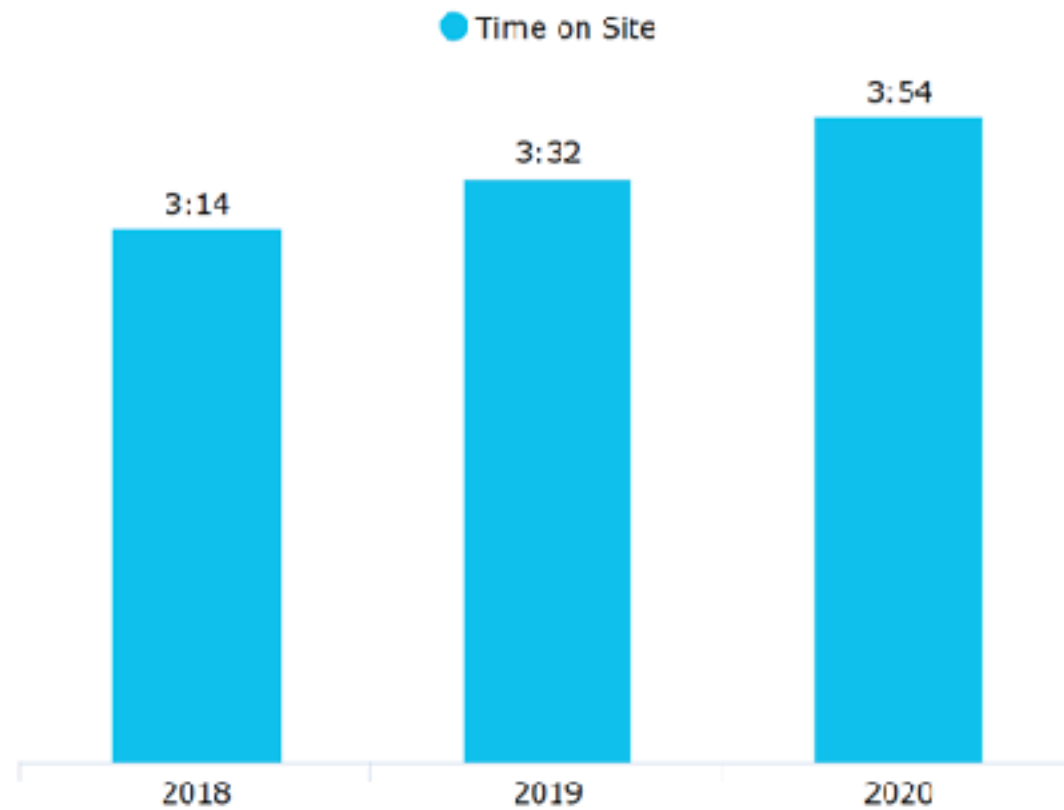
Fisher Peak Winter Ale Concert Series



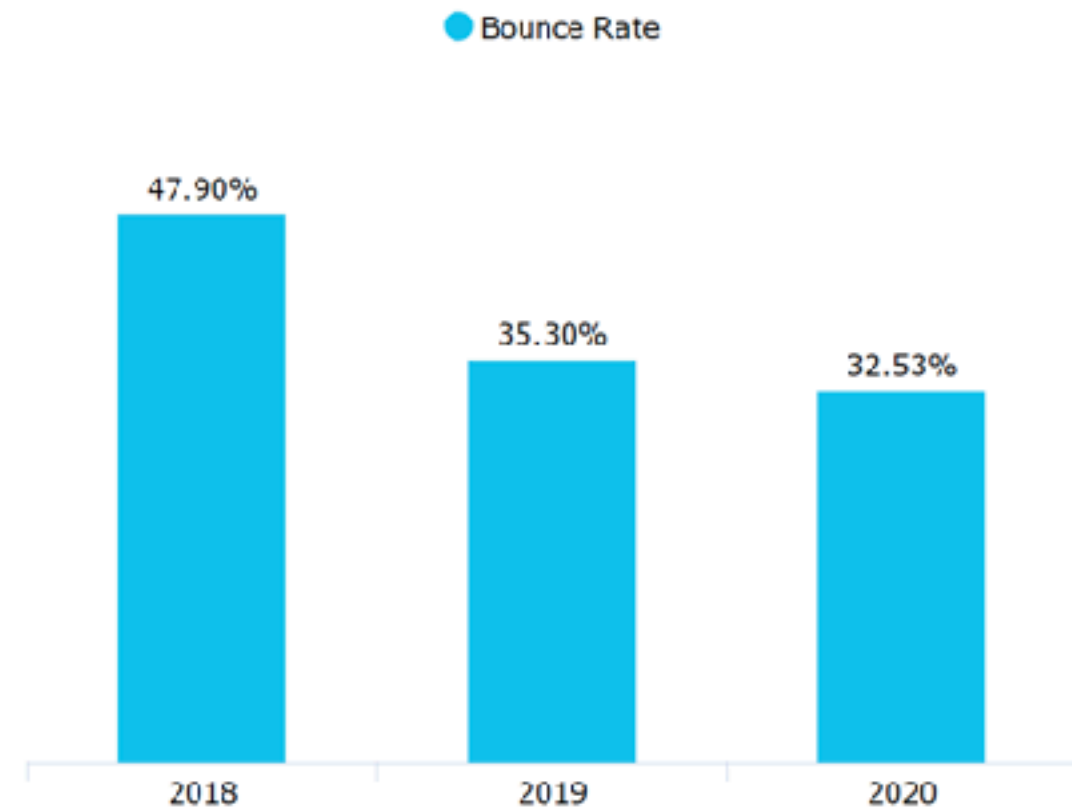
Pizza & Live Music

WEBSITE

YoY Improvement





There is an increasing trend in the average time on site YoY.



There is a decreasing trend in the average bounce rate YoY.

WEBSITE

Rest - Dining - Things to Do - Events - Blog - About - Search



ANGLERS...
PREPARE YOURSELVES

FISHING

Spectacular fishing experiences live here. Bold? Maybe. True? VERY.


Our rivers and streams are ideal for fly fishing & drift boats, while the long, deep lakes are perfect for trolling and spin casting.

The Cranbrook region offers some of the best trout fly fishing in Canada. In the summers, lakes and streams can be found stocked in abundance thanks to the Kootenay Trout Hatchery. In the winter, the lakes are coated with tents as fishermen take to the frozen waters while fish are hungry and without access to food.


Cranbrook and the surrounding areas fall under the Previices Region 4 [Kootenay Regional Regulations](#). Each lake and river have differing allowances for fishing of each species, bait use, and catch and release regulations. We encourage you to [check the regulations](#) before embarking on your trip.


→ 309 LAKES

→ 1183 RIVERS/STREAMS




Fishing BC Presents: Off the Beaten Path in the E...
Cranbrook Tourism






Regional restrictions prevent river fishing between April 1 to June 14, but anglers head to the lakes between April and June, when fly fishing is excellent. The only river exempt from this restriction is the Kootenay River. Fishing here is popular on weekends all year long.


→ River fly fishing for rainbow and cutthroat trout, Whitefish and Bull Trout from July to October is popular in the Columbia River, Toby Creek, Bull River, Kootenay River, Shookumchuck River, St. Marys River, and Findlay Creek.



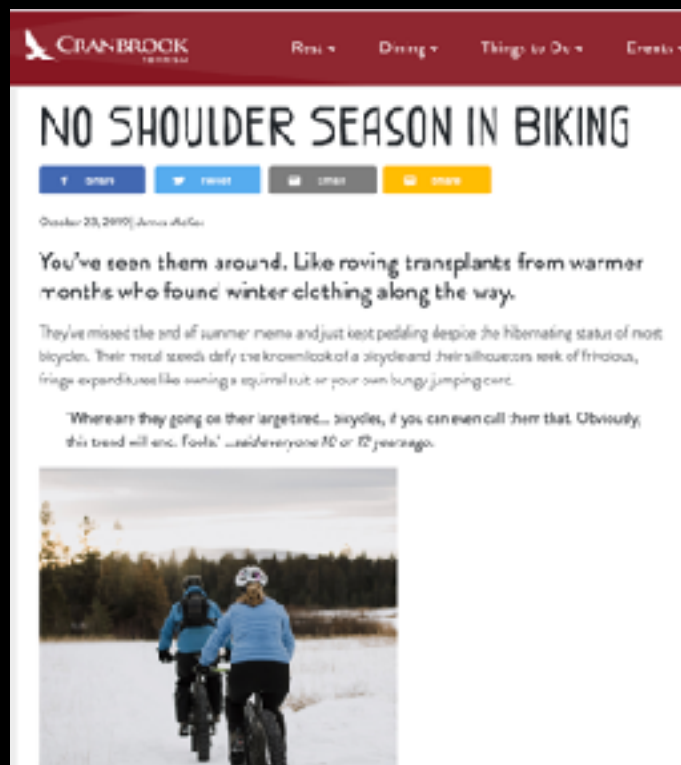
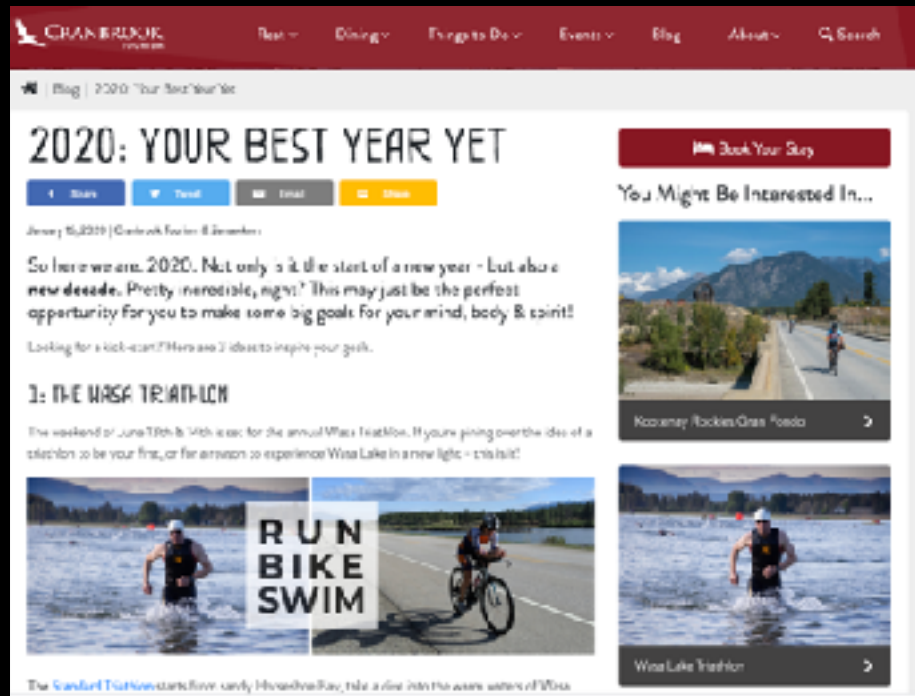
Click map pin for details



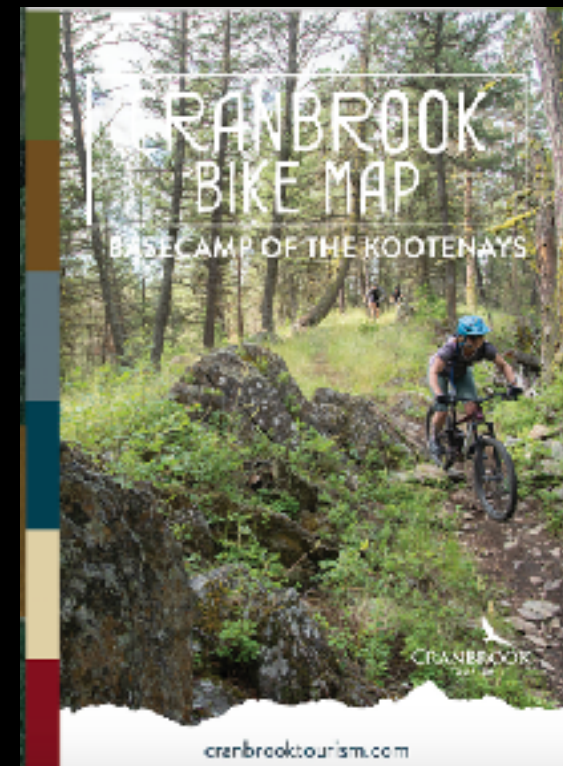
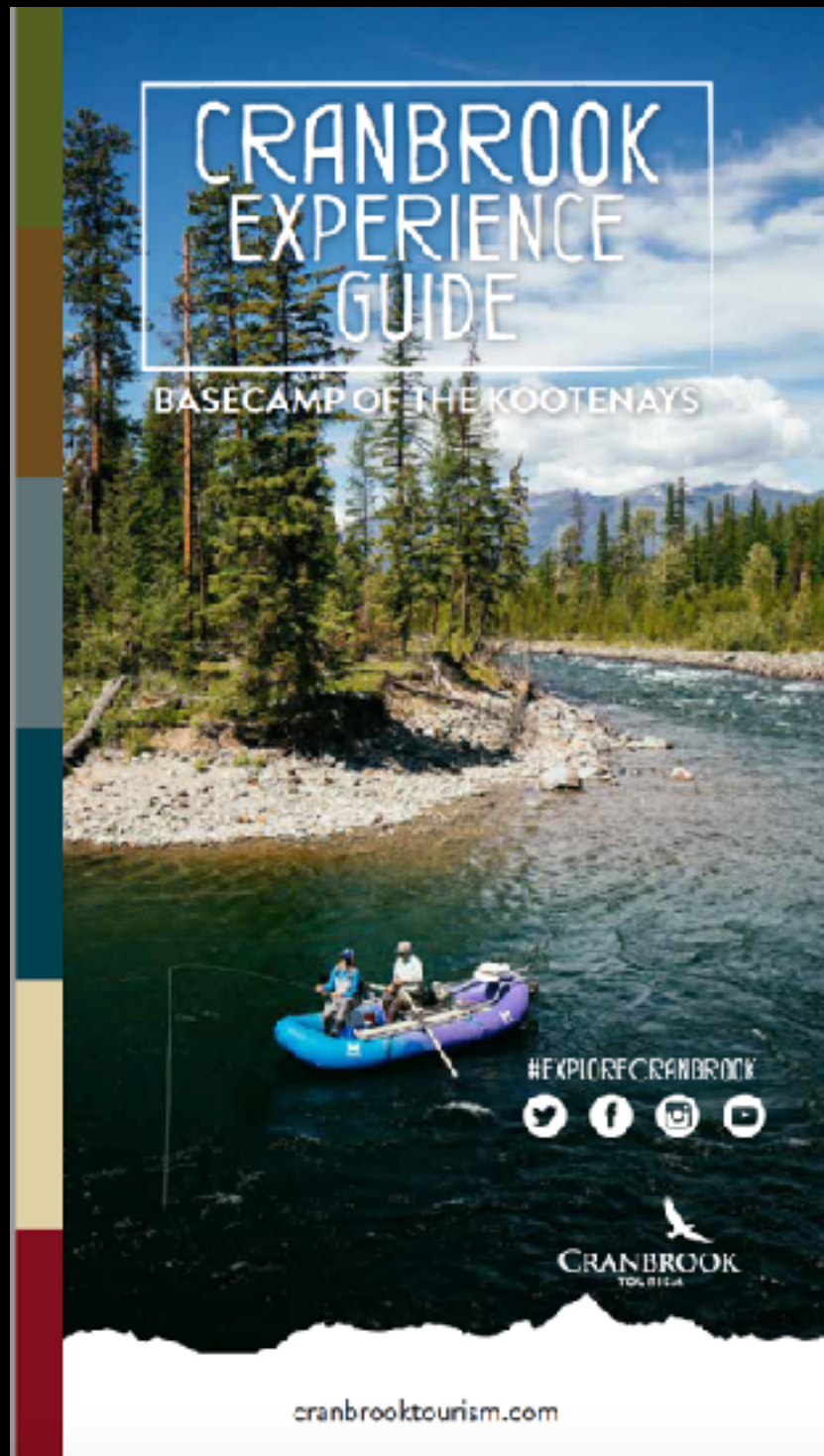
You Might Be Interested In...



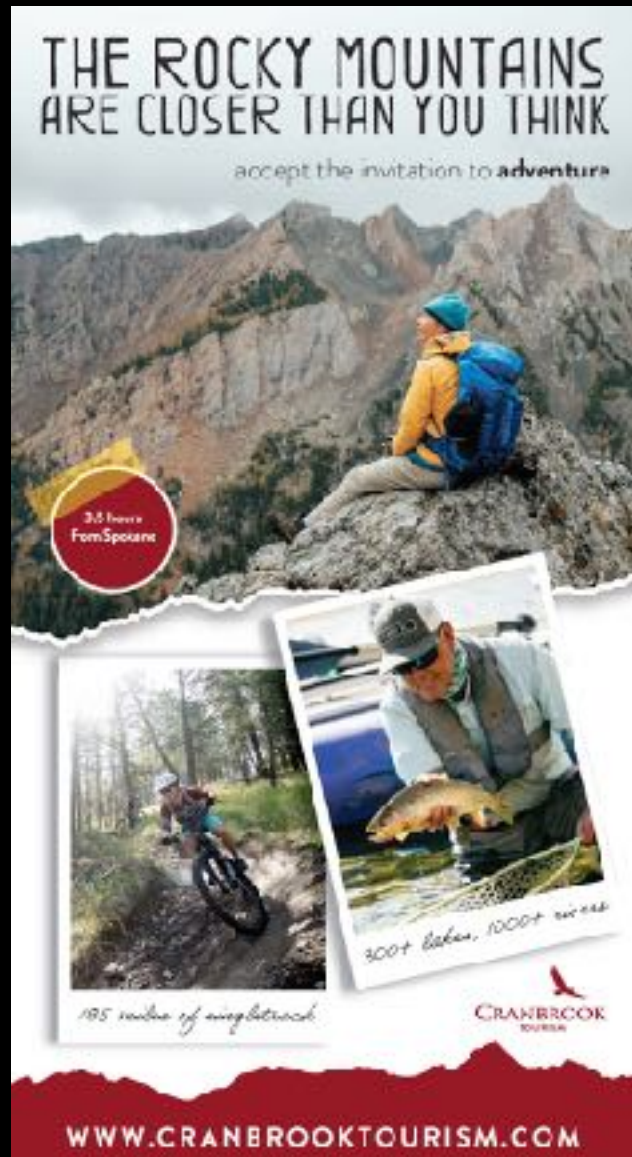
WEBSITE BLOGS



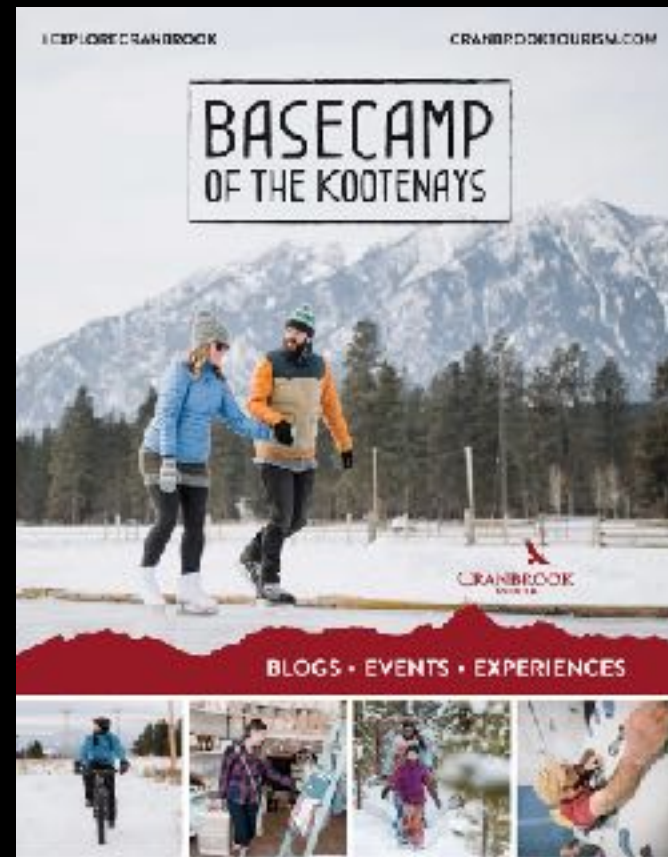
PRINT RESOURCES



PRINT ADVERTISING



Out There - Washington
Spring 2020



Go Cranbrook
Winter 2019



Kootenay Mountain Culture - BC
Winter 2019

COOPERATIVE CAMPAIGNS



SLED KOOTENAY
RIDE IT. LIVE IT.
EXPLORE

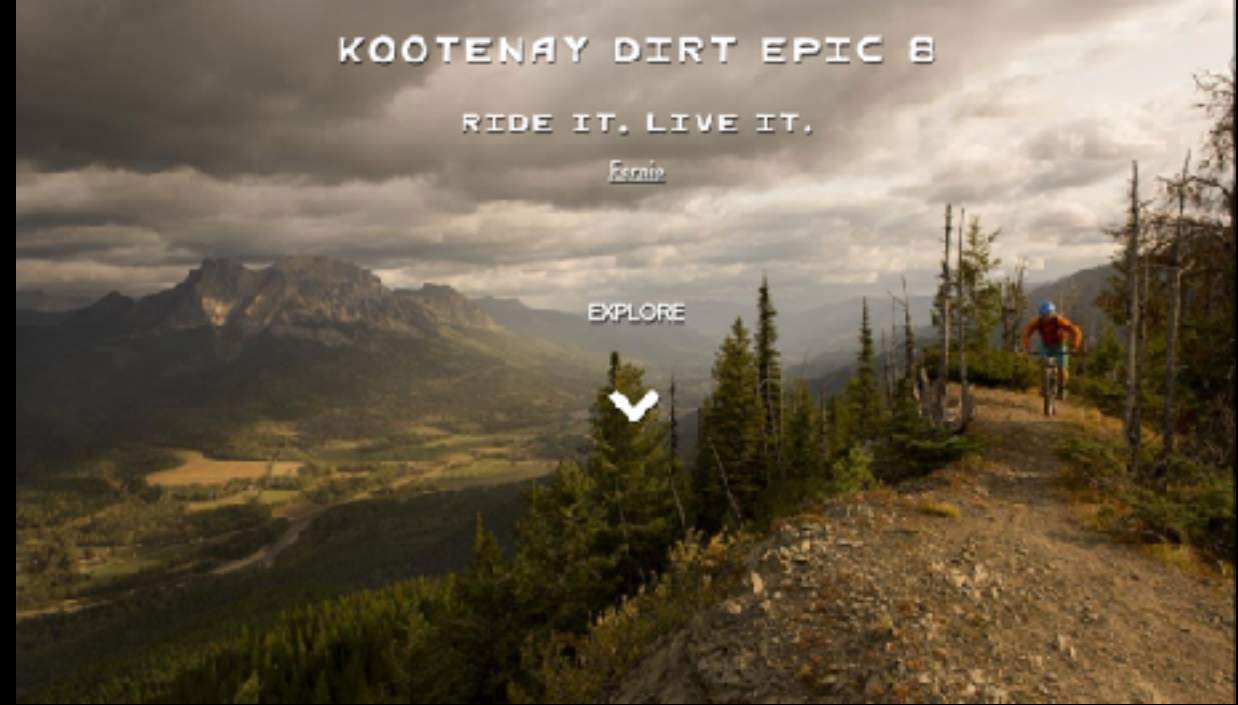
BIG MOUNTAIN TERRAIN. DEEP POWDER. WARM CABINS. EXTENSIVE GROOMED TRAILS.

- 1 UPCOMING EVENTS
- 1 CRANBROOK
- 1 GOLDEN
- 1 REVELSTOKE
- 1 FERNIE
- 1 KIMBERLEY
- 1 INVERMERE PANORAMA



CRANBROOK
MOUNTAINS OF OPPORTUNITY.
Terrain: 50 km of groomed trails, 3 riding areas.
Cranbrook has three main areas for riding. The first, and the most popular is Lumberton which is a 25-minute drive from Cranbrook. Lumberton showcases 50 kilometers 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 riding 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.ca](#)



KOOTENAY DIRT EPIC 8
RIDE IT. LIVE IT.
FERNIE
EXPLORE


CRANBROOK
RIDE THE ROCKY MOUNTAIN TRENCH
Number of trails: 105
Explore 5 riding areas offering a variety of XC trails for all levels. Cranbrook's mountain bike season starts early and ends late thanks to the abundance of sun and its valley bottom setting.

[Join our Blog: 5 Tips for Your First Visit to Cranbrook](#)

- VIDEO: Hitting the Start/Finish Trail
- VIDEO: Loan Kings Rides Cranbrook
- VIDEO: Trail Building
- VIDEO: Ekipacking

[Cranbrook Digital Trail Map by Trailforks.com](#)

[CranbrookTourism.ca](#)



COOPERATIVE CAMPAIGNS


ROCKIES EXPLORING

SnowSeekers
February 29 at 9:11 AM · 🌐

Experience epic powder days, stunning scenery, and a fun après scene in and around Cranbrook, your basecamp for adventure.
#RockiesExploring: <https://www.snowseekers.ca/.../cranbrook-your-basecamp-advent...>

#exploreCranbrook #exploreBC #flyyxc #exploreBC | Cranbrook Tourism | Kimberley Alpine Resort | Fernie Alpine Resort | Kootenay Roasting Company | Canadian Rockies International Airport (YXC) | Perry's Pizza & Grill | Play Outside Guide

🎬 Danny Garipey, Produced by SnowSeekers.



SNOWSEEKERS.CA

Cranbrook: Your basecamp for adventure on the Powder Highway #RockiesExploring

[Learn More](#)

ZenSeekers
February 27 at 8:35 AM · 🌐

A frozen lake to yourself where you can glide on ice skates or catch a fish at the base of some of the world's most famous mountains.

This is **#RockiesExploring** when you **#exploreCranbrook:**
<https://www.zenseekers.com/.../ice-fishing-cranbrook-rockies...>

#flyyxc #exploreBC | Cranbrook Tourism | Canadian Rockies International Airport (YXC) | Mountain Man Outdoors | BC Parks | Destination British Columbia | Nick Nault... [See More](#)



ZENSEEKERS.COM

Ice Fishing in Cranbrook #RockiesExploring

[Learn More](#)

ZenSeekers
July 19, 2019 · 🌐

The lakes around Cranbrook are some of the warmest you'll find **#RockiesExploring**.

There are 22 within 45 minutes making this an awesome spot for events like the Gerick Sports Wasa Triathlon and the Kootenay Rockies - Gran Fondo!

Pack your paddles: <https://www.zenseekers.com/.../splash-down-east-kootenays-war...>


🎬 Brandon Boucher and Brody Jones, produced by ZenSeekers

Cranbrook Tourism | Columbia Basin Trust | Destination British Columbia Just Liquid Sports | Apex Accounting Chartered Professional Accountants | St. Eugene Golf Resort & Casino | Pacific Coastal Airlines | Miss604




[Learn More](#)

SOCIAL MEDIA



Cranbrook Tourism
Published by Alana Krushen [?] · August 22, 2019 ·

🐟👀 WOW! Check out the size of this Bull Trout caught here in our beautiful back yard!!
📸 @travrees on Instagram



Performance for Your Post

16,959 People Reached

1,259 Reactions, Comments & Shares

| | | |
|------------------------|-----------------------|-------------------------|
| 671 Like | 243 On Post | 428 On Shares |
| 47 Love | 19 On Post | 28 On Shares |
| 9 Haha | 4 On Post | 5 On Shares |
| 229 Wow | 97 On Post | 132 On Shares |
| 1 Angry | 0 On Post | 1 On Shares |
| 161 Comments | 79 On Post | 82 On Shares |
| 141 Shares | 138 On Post | 3 On Shares |


1,841 Post Clicks

| | | |
|---------------------------|--------------------------|------------------------------|
| 407 Photo Views | 10 Link Clicks | 1,424 Other Clicks |
|---------------------------|--------------------------|------------------------------|

NEGATIVE FEEDBACK


| | |
|-------------------------|-------------------------|
| 12 Hide Post | 3 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

Reported stats may be delayed from what appears on posts



Fort Steele Heritage Town
John-Smith [?] · July 6, 2019 at 9:08 AM ·

Waking up the sun or the culture, there is so much to do here. Hard to do it all in just one visit.
Fort Steele Heritage Town Cranbrook
Guid Sports The Heidi Out Restaurant and
an & Tap St. Mary Angler City of Cranbrook
Shoppe Gerick Sports Wasa Triathlon
ma's Dumplings Niwas Rustic Breads
ional Airport (YXC) Soulfood



Performance for Your Post

36,700 People Reached

23,254 3-Second Video Views

2,000 Reactions, Comments & Shares

| | | |
|------------------------|-----------------------|-------------------------|
| 1,120 Like | 178 On Post | 942 On Shares |
| 246 Love | 45 On Post | 201 On Shares |
| 9 Haha | 0 On Post | 9 On Shares |
| 8 Wow | 0 On Post | 8 On Shares |
| 228 Comments | 34 On Post | 192 On Shares |
| 391 Shares | 386 On Post | 5 On Shares |

4,349 Post Clicks

| | | |
|------------------------------|-------------------------|------------------------------|
| 545 Clicks to Play | 0 Link Clicks | 3,804 Other Clicks |
|------------------------------|-------------------------|------------------------------|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 9 Hide Post | 2 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

Reported stats may be delayed from what appears on posts

What Would You Do With Six Days In Cranbrook?
02:30

👍 **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

| | | |
|---------------------------------|-----------------------------|-------------------|
| 36,700 People Reached | 6,349 Engagements | Boost Post |
|---------------------------------|-----------------------------|-------------------|

visitorcranbrook/insights/?section=navPosts# 29 Comments, 386 Shares

VIDEOS



CONSUMER SHOWS



Outdoor Shows

- Calgary
- Vancouver
- Spokane



Golf Shows

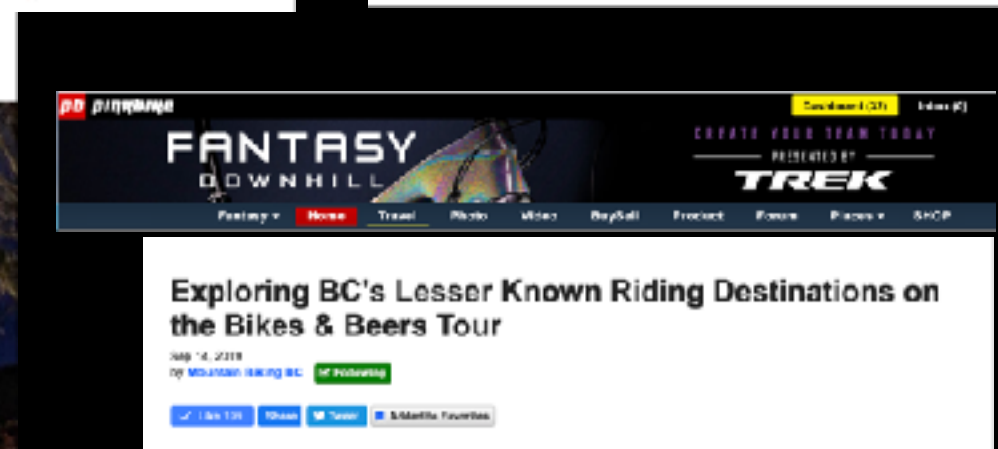
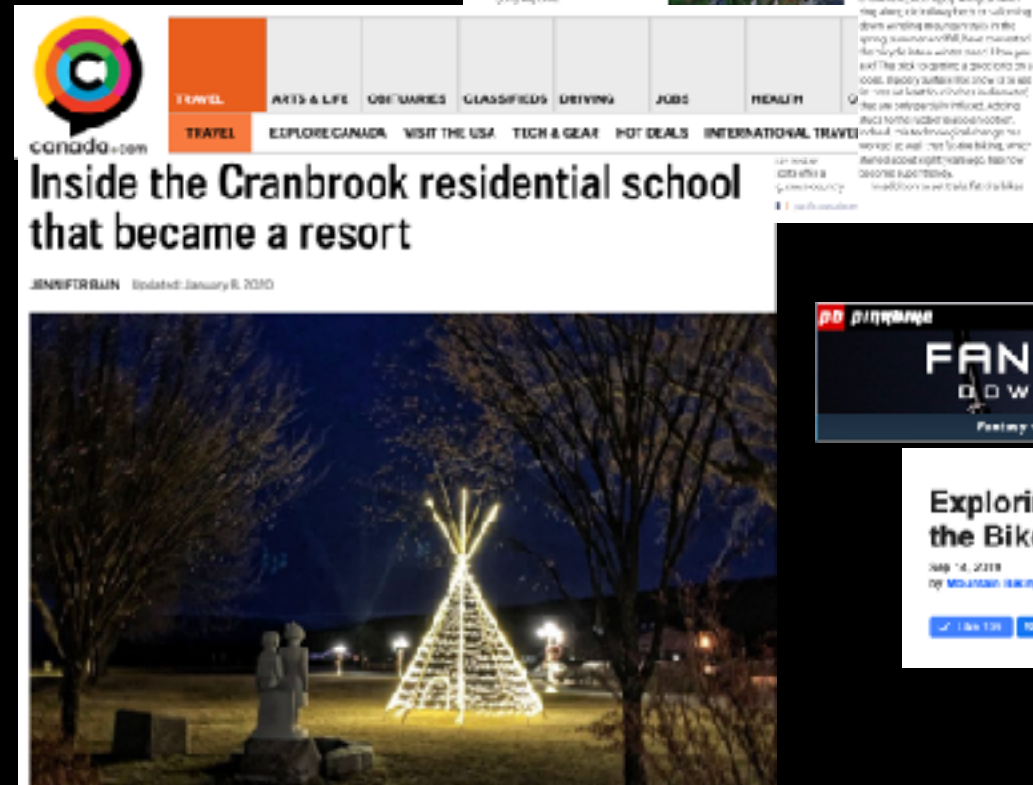
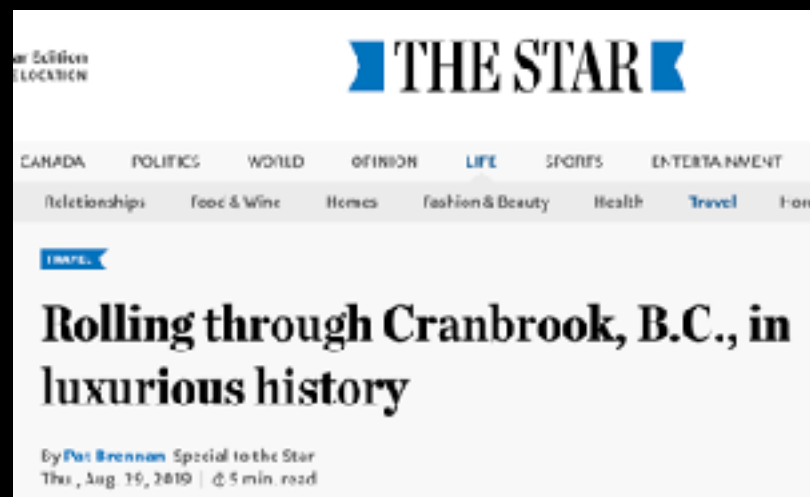
- Calgary
- Vancouver
- Spokane
- Edmonton

Partnership Shows

- Seattle Bike Show
- Denver Fishing Show

MEDIA RELATIONS

- 19 media hosted in 2019
- 23 stories placed
- Earned media value/Ad Equivalency: \$379,000





PROJECTS

Norbury Lake

BUILDING PARTNERSHIPS



Cranbrook Community Forest

INDUSTRY DEVELOPMENT

SPRING FAM TOUR



INDUSTRY DEVELOPMENT

MARKETING AND DESIGN WORKSHOP



SEGMENT DEVELOPMENT

SPORT TOURISM



stat pro report

Cranbrook
British Columbia

December 2019

Canadian Sport Tourism Alliance



Alliance canadienne du tourisme sportif

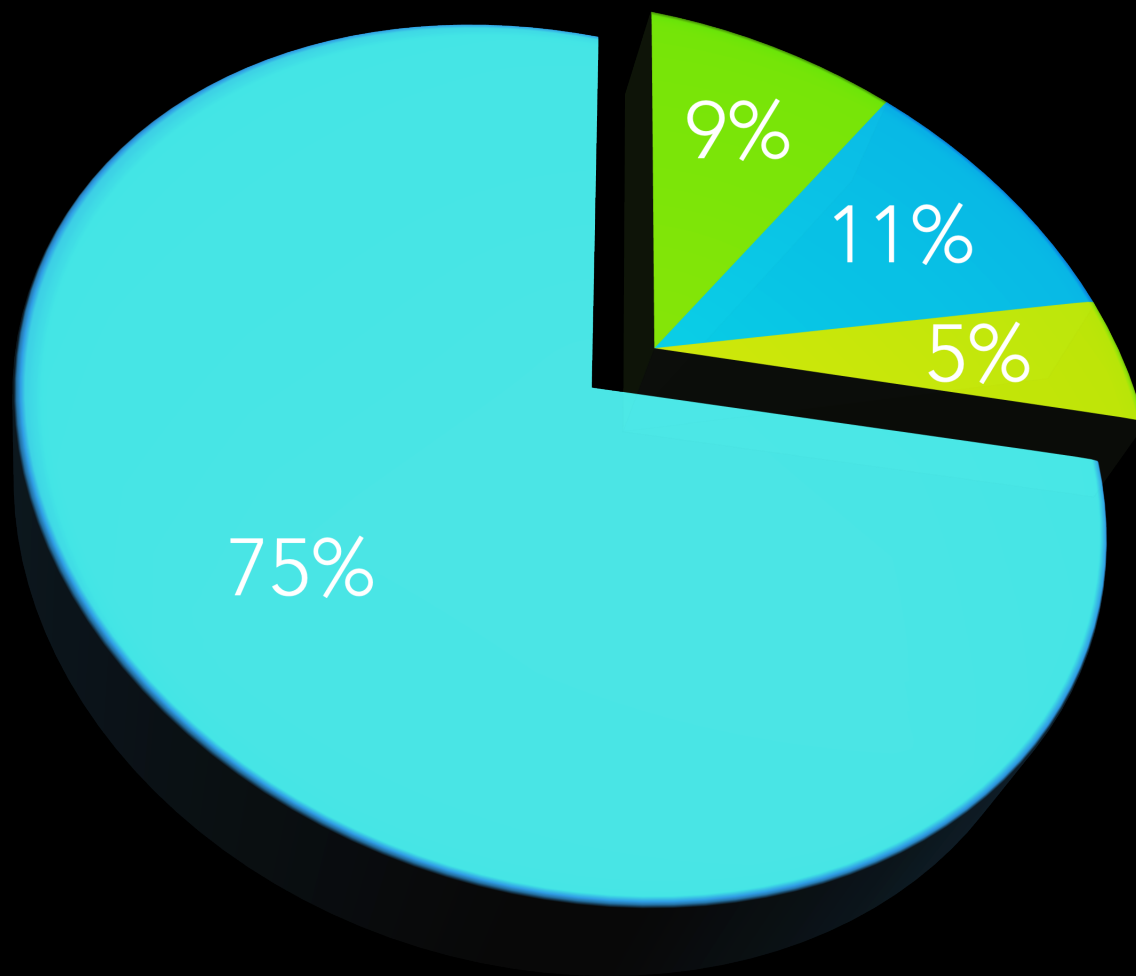
SEGMENT DEVELOPMENT

MICE



2019 REVENUES

- PROJECTS
- GRANTS
- COOPS
- MRDT

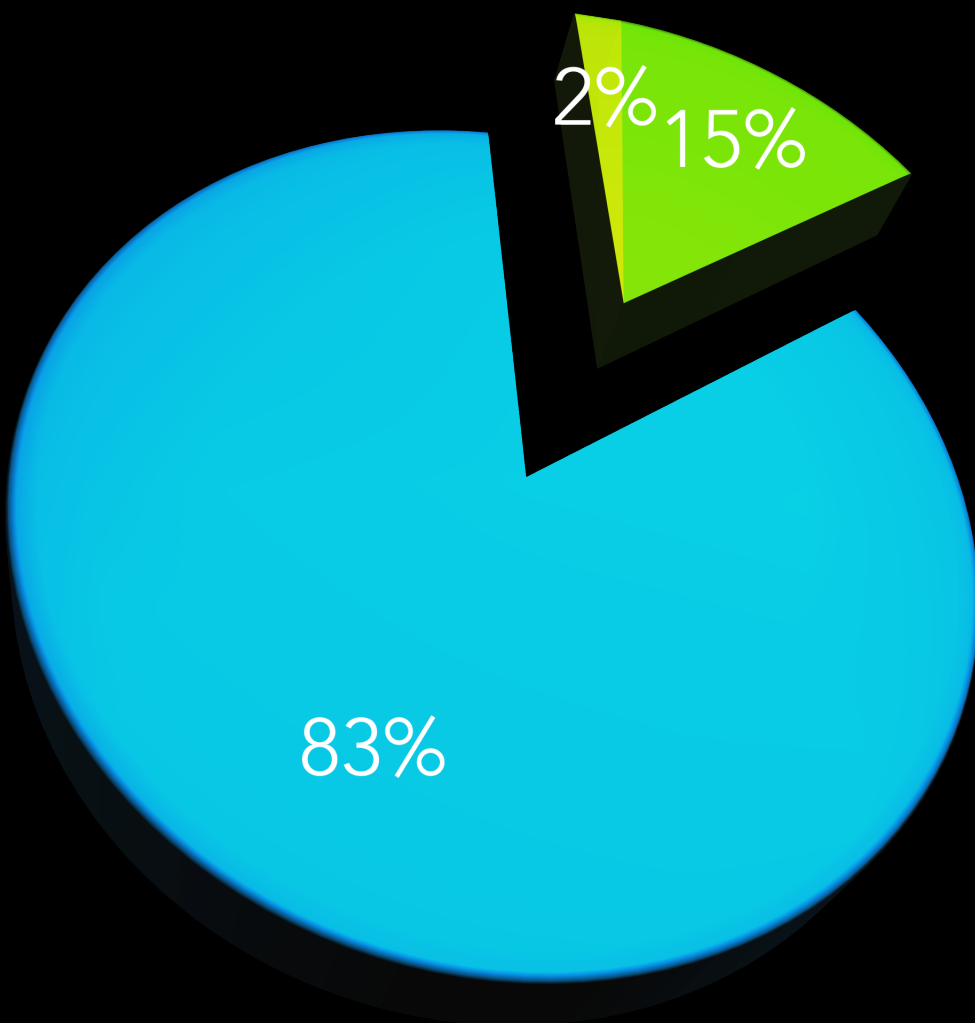


| | Revenue | |
|----------|-----------|-----|
| Projects | \$44,402 | 9% |
| Grants | \$52,408 | 11% |
| Coops | \$24,825 | 5% |
| MRDT | \$370,027 | 75% |
| TOTAL | \$491,662 | |



2019 EXPENSES

- ADMINISTRATION
- MARKETING
- INDUSTRY DEVELOPMENT



| Expenses | | |
|----------------------|-----------|-----|
| Marketing | \$420,625 | 83% |
| Administration | \$73,234 | 15% |
| Industry Development | \$10,341 | 2% |
| TOTAL | \$504,200 | |

2020 BUDGET

| Budget 2020 | |
|-------------|-----------|
| Revenue | \$452,000 |
| Expenses | \$435,200 |
| Surplus | \$16,800 |



WHATS NEXT?



2020

- Building on foundations
- Improving performance
- More data
- More resources for stakeholders
- Deepening relationships - Hotel Association
- Funding diversification
- Greater Collaboration - Rockies Exploring



Wasa Lake



"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!

