

CRANBROOK TOURISM UPDATE

FALL 2019



WHAT CRANBROOK TOURISM IS DOING FOR THE COMMUNITY

- Providing resources (guides, maps, calendars)
- Exciting residents to be ambassadors
- Improving perceptions and increasing awareness about Cranbrook



PERFORMANCE INDICATORS



BY THE NUMBERS

- MRDT revenues up 13% YTD
- Doubled website traffic YOY by August (58,030 YTD)
- Visitor Centre parties increased by 37%





	2017	2018	2019 - YTD
Website Users	24,203	27,735	58,030
Parties to Visitors Centres	3,020	2,988	4,097
Facebook Followers	3,622	4,512	5,372
Passenger Volume YXC	134,455	173,977	
MRDT Revenue	-	\$348,048	\$215,726



NEW PROJECTS

2020

- Sports Tourism Audit
- Community Trail Map
- Training Opportunities
- Marketing: INCREASED advertising, consumer shows, online marketing



“In an age where quality of life is leading economic development, jobs are going where the talent is - or wants to be. And this is why tourism is the front door to your non-tourism economic development efforts.”





SPORTS TOURISM AUDIT

CANADIAN SPORTS TOURISM ALLIANCE

- VENUE ASSESSMENT
- STAKEHOLDER ENGAEMENT
- RECOMMENDATIONS
- ACTIVELY SOLICIT NEW
EVENTS



BUILDING PARTNERSHIPS

Columbia Basin **trust**

cranbrook
chamber
of commerce


MOUNTAINS OF OPPORTUNITY
CRANBROOK


**CRANBROOK
COMMUNITY
FOREST**


fisher peak
performing artists

 CRANBROOK
**FARMER'S
MARKET**


KOOTENAY
GRAN FONDO
ROCKIES

KEY CITY THEATRE
28
YEARS 1992-2020


GERICK SPORTS
Wasa Lake
TRIATHLON





"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!

