

Cranbrook Tourism 2018 Report



CRANBROOK
TOURISM

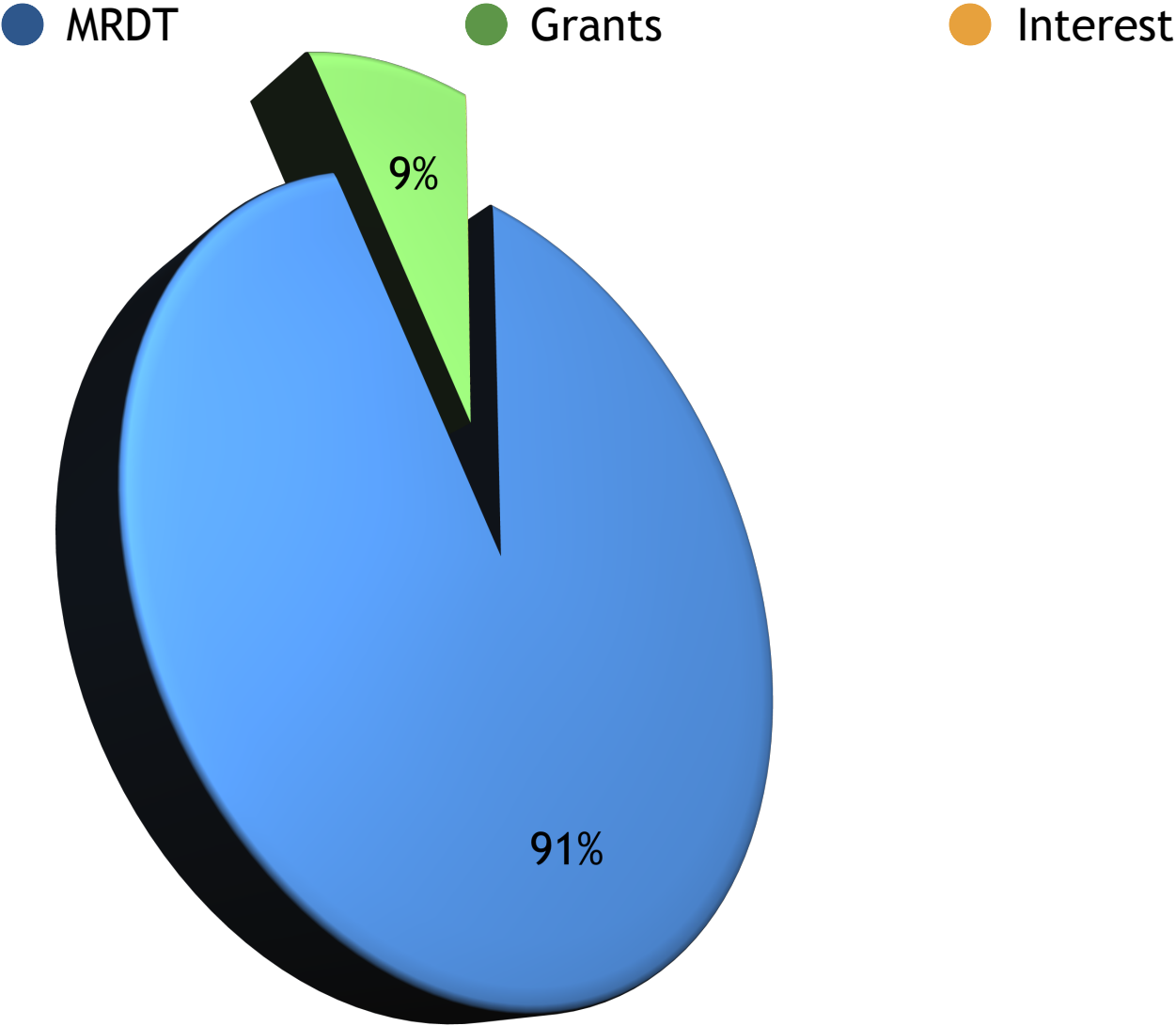
Key Performance Indicators

	2017	2018
Website Users	24,203	27,735
Sessions	26,754	31,366
Average Sessions	:55	2:14
Bounce	70.33%	54.74%
Facebook Followers	3,622	4,512
Passenger Volume YXC	134,455	173,977
MRDT Revenue	-	\$348,048

2018 Revenue

Revenue		
MRDT 3%	348,048	91%
Grants	32,760	9%
Interest	129	

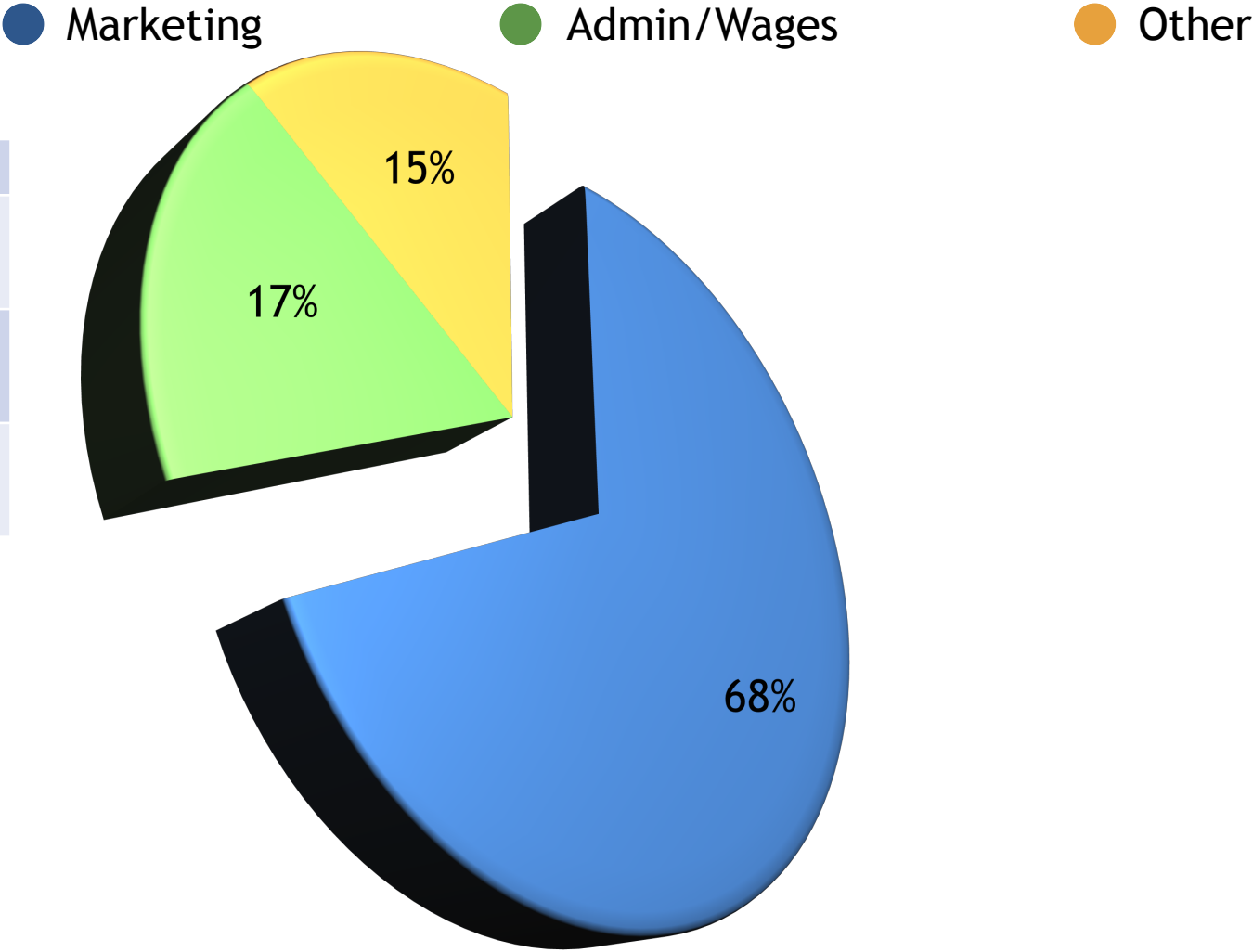
Total \$380,937



2018 Expenses

Expenses		
Marketing	\$141,781	
Wages	\$36,338	
Other	\$30,851	

Total \$208,970

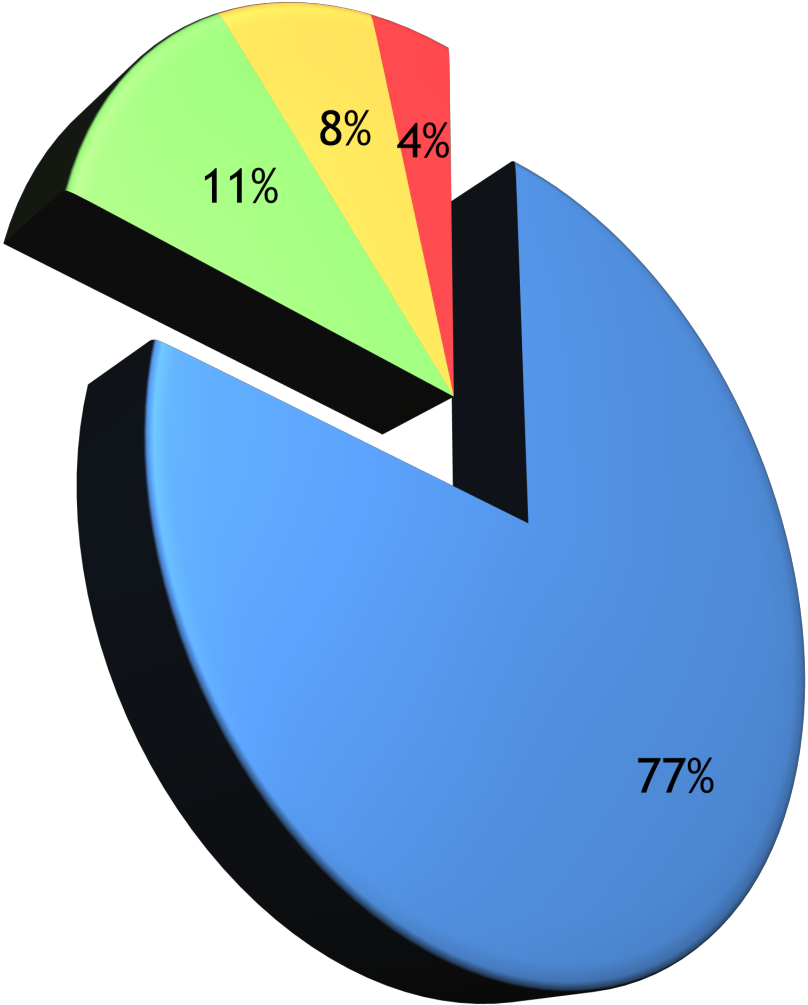


2019 Budget Revenue

MRDT Grants Ad Sales Cooperative Marketing

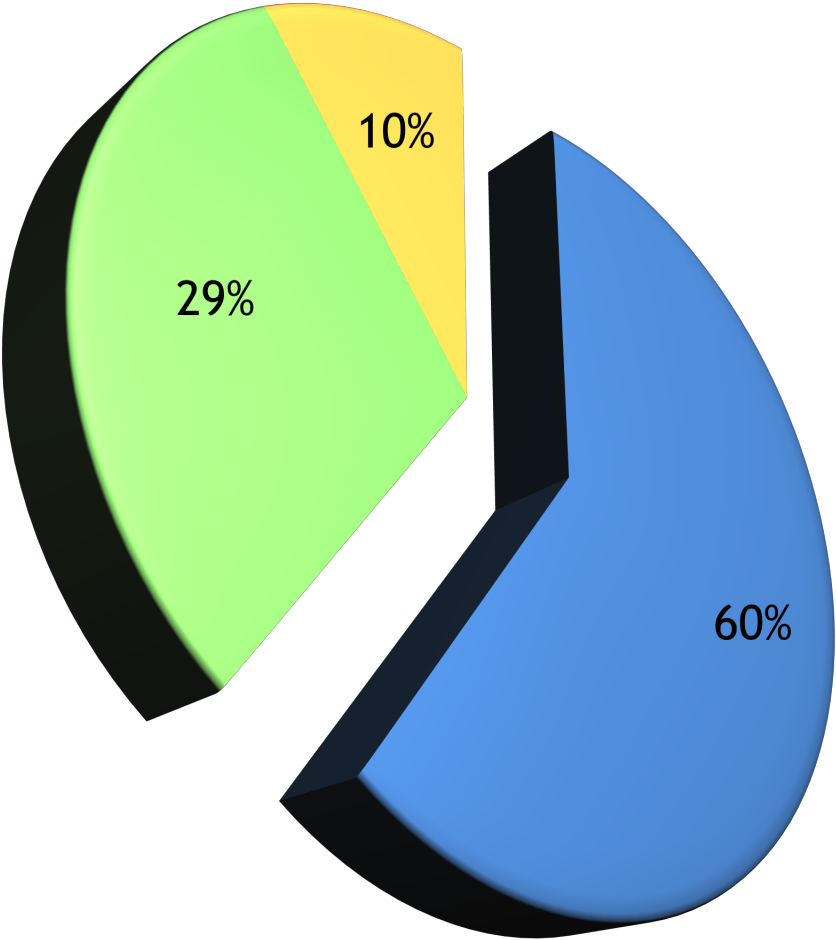
Revenue		
MRDT 3%	\$346,144	77%
Grants	\$50,000	11%
Ad Sales	\$35,444	8%
Cooperative Marketing	\$18,250	4%

Total \$449,838



2019 Budget Expenses

● Marketing ● Admin ● Other

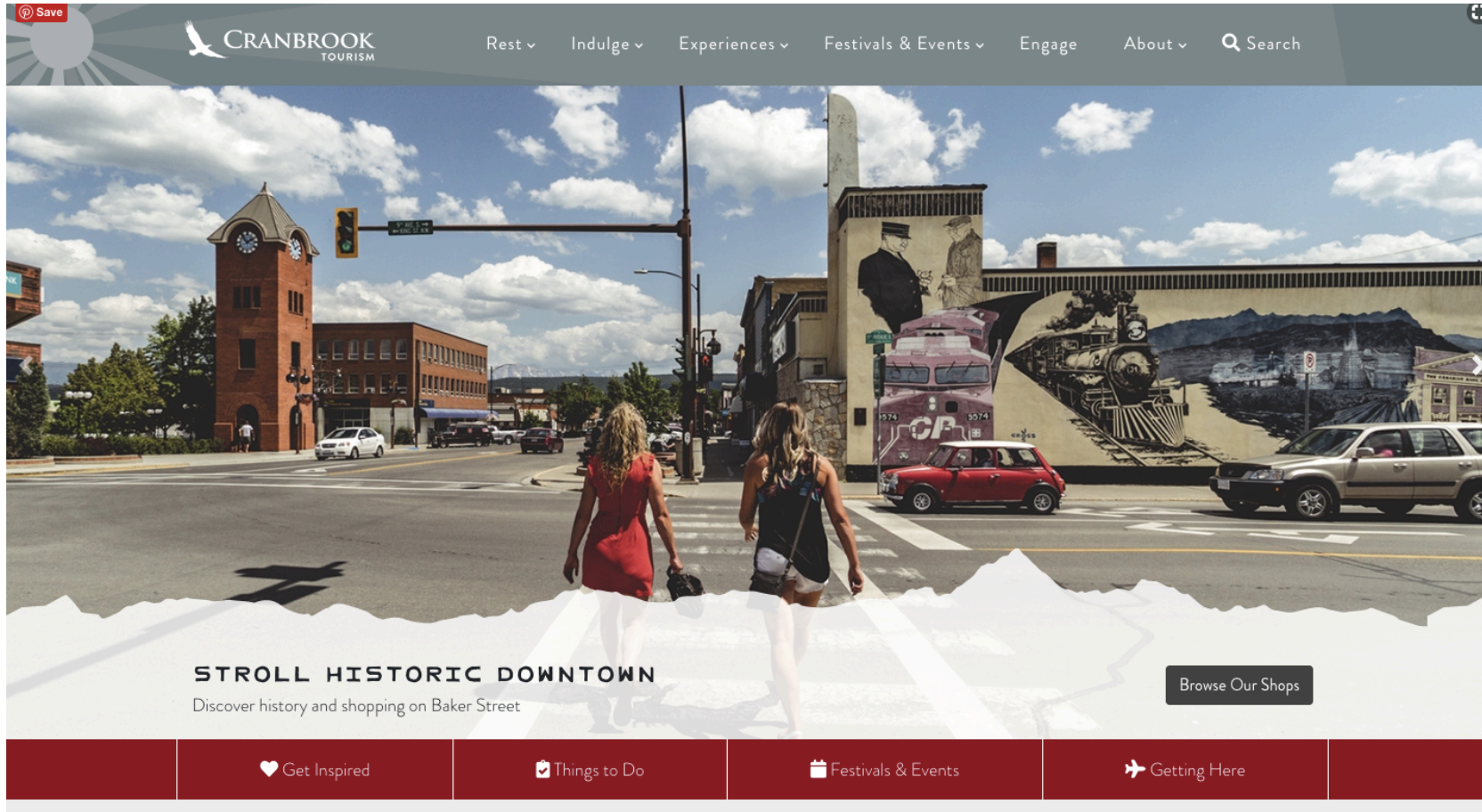


Revenue		
Marketing	\$243,760	
Wages	\$118,987	
Other	\$41,260	



Total \$404,007

What happened in 2018


New Website




Website Tools - Events




[Rest ▾](#) [Indulge ▾](#) [Experiences ▾](#) [Festivals & Events ▾](#) [Engage](#) [About ▾](#) [Q Search](#)




St. Eugene WineSpring
April 5, 2019 - April 7, 2019
WineSpring is a wine tasting and appreciation festival taking place at St. Eugene Golf Resort & Casino.




Seniors Meeting Youth
April 11, 2019 - May 7, 2019
FREE Community Event! Come meet new friends and share your stories and experiences. Be a part of this fantastic inter-generational event!




Celtic Tenors
April 11, 2019
The charismatic, globe trotting trio are the most successful classical crossover act to emerge from Ireland.



SARAH HAGEN - PERK UP! PIANIST



Kin Club of Cranbrook Outdoor & Recreation Show 2019



Cranbrook Farmer's Market
April 12, 2019 - May 8, 2019

Creation of Storytelling Assets



Multi-Community Sector COOP Advertising

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. Home to the 6 in the Stix race in September, and a new Bike Skills Park, Cranbrook has become a new hot spot for riding.

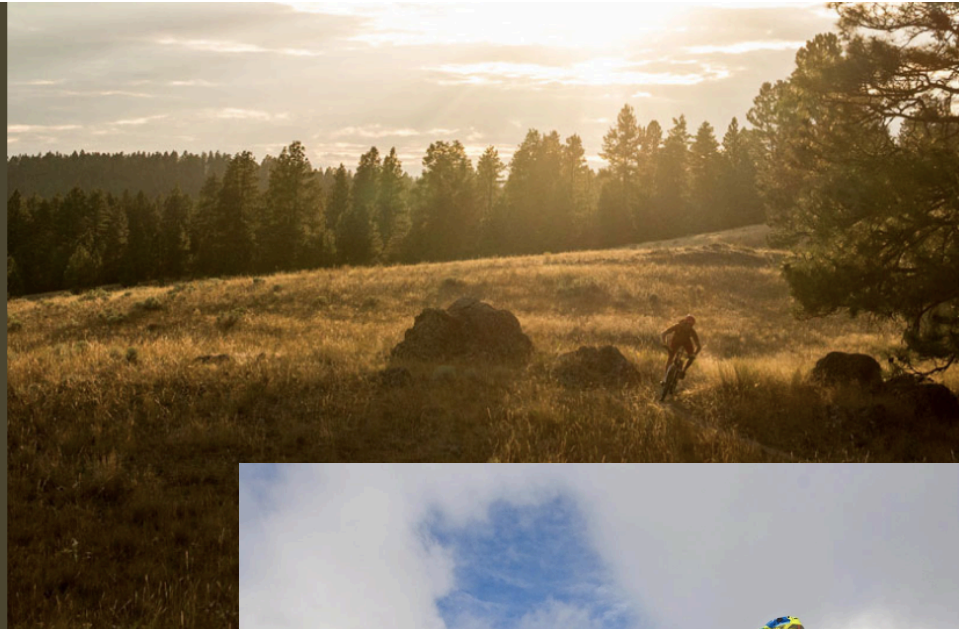


[Travel Blog: 5 Tips for Your First Visit to Cranbrook](#)

[VIDEO: Riding in Cranbrook](#)

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

[Visit CranbrookTourism.ca](https://www.cranbrooktourism.ca)



CRANBROOK

MOUNTAINS OF OPPORTUNITY.

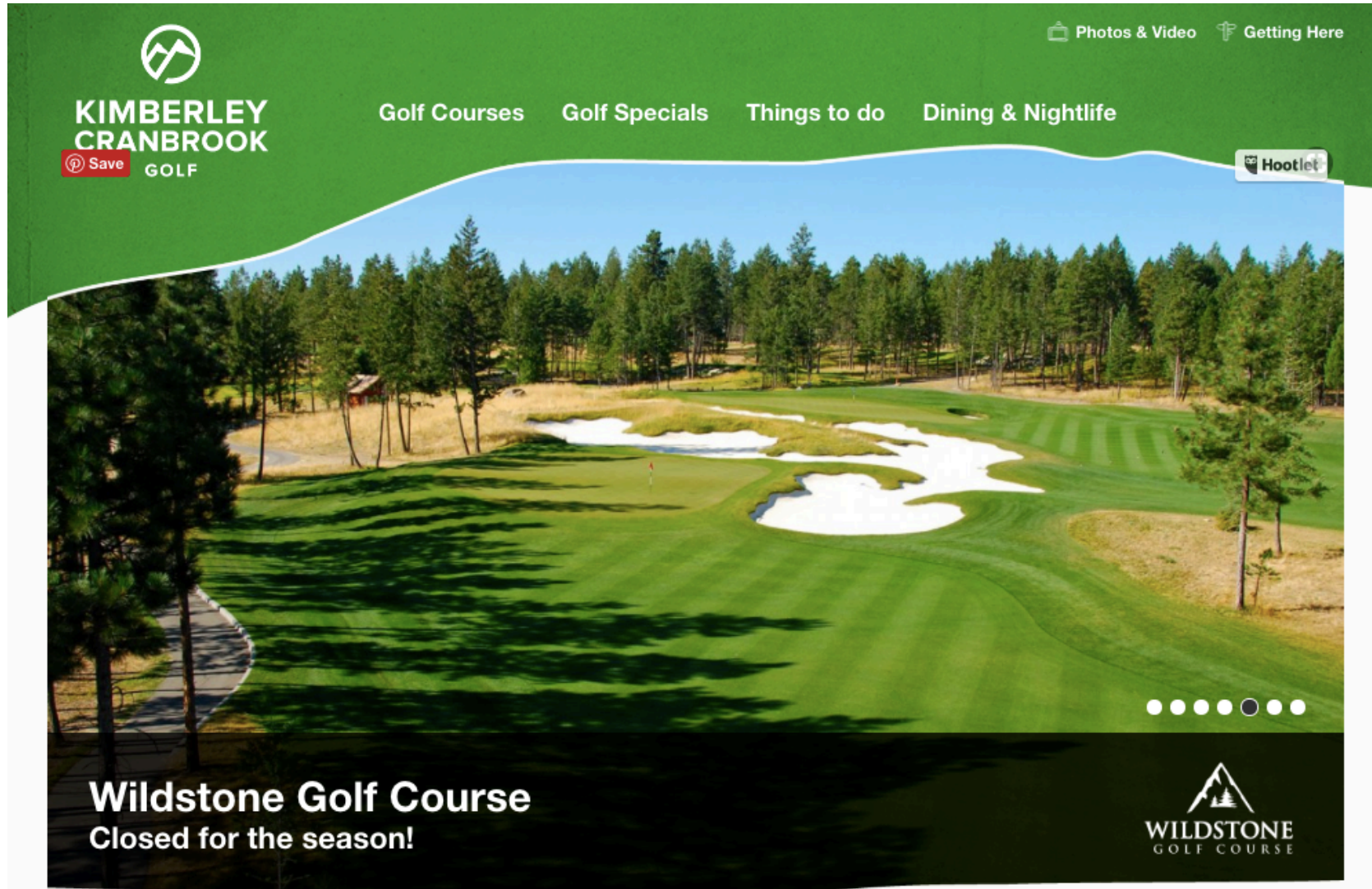
Terrain: 50km of groomed trails, 3 riding areas.

Cranbrook has three main areas for sledding. The first, and the most popular is Lumberton which is a 25-minute drive from Cranbrook. Lumberton 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 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](https://www.cranbrooktourism.ca)

Partner DMO/Sector Partnerships



Media Coverage

jennorexplores

HOME ABOUT

PRESTIGE ROCKY MOUNTAIN RESORT

The Prestige Rocky Mountain Resort is conveniently located just off the main highway in Cranbrook and offers guests a comfortable stay with many amenities on-site such as West Coast Grill, Don Cherry's Sports Grill, a hair salon, indoor swimming pool, and an athletic center.

The hotel offers 112 rooms with a mix of standard rooms, executive business suites, and themed Designer Suites; you can [learn about room types here](#). You can even spend the night in a [train car hotel room](#)!



Adventure Sports Network



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SNOWboarding

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WOMEN'S
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TOYOTA

The Kootenay Region Is British Columbia's Best Undiscovered Outdoor Playground

With miles of backcountry trails and a fraction of the people, southeastern BC is a mountain biker's dream.

October 10, 2018 | By Andy Cochrane



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Tracking history in Cranbrook, B.C.



Kim Pemberton

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TRAVEL

10 kid-friendly
things to do in



It's hard to miss the entrance to Cranbrook's historic downtown district when visitors pass under this sign off the Highway 3 that crosses the southern portion of British

What Does 2019 Look Like

New Visitors Guide



Attracting New Visitors - Consumer Shows



Calgary Outdoor Adventure Show



Calgary Golf Show

New Billboards

#EXPLORECRANBROOK

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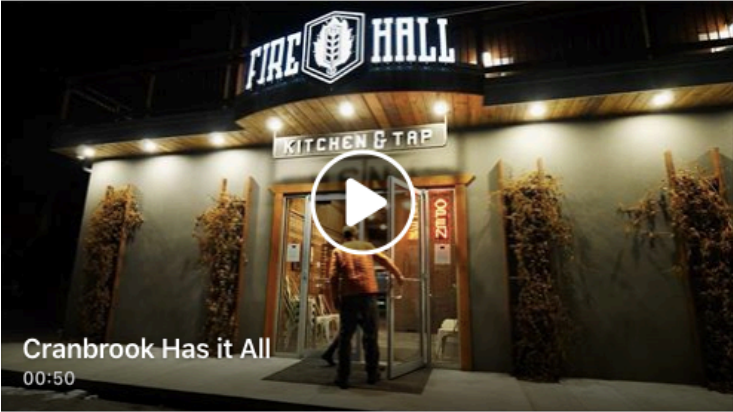
More Media Coverage




Sharing and Advocacy

**Cranbrook Tourism**
February 15 · 🌐

When the snow flies the action doesn't stop in Cranbrook. May this video inspire you to explore some new places. [#ExploreCranbrook](#)
[Fire Hall Kitchen & Tap](#) [Fort Steele Heritage Town](#) [ARQ Mountain Centre](#) [Cranbrook Community Forest](#) [City of Cranbrook](#)



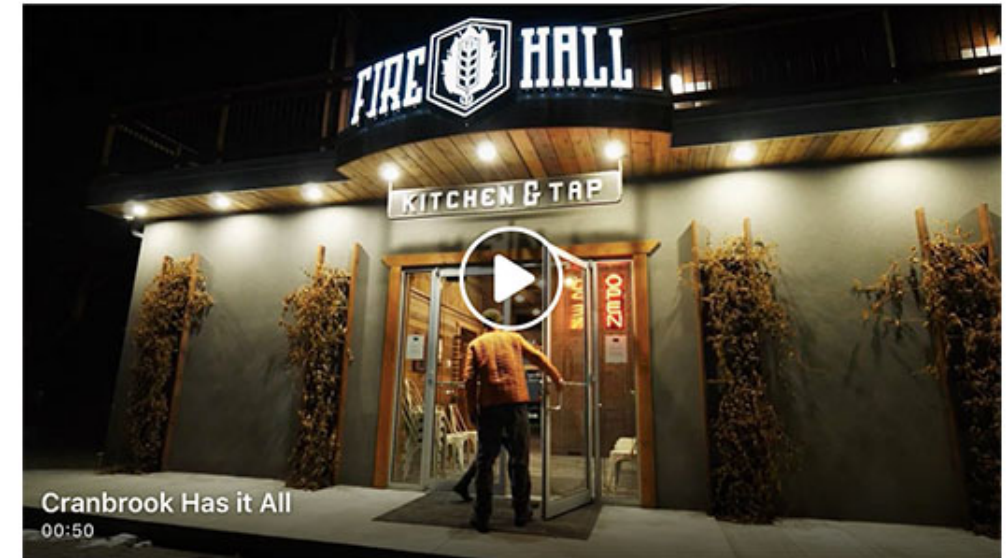
Cranbrook Has it All
00:50

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16,080 People Reached		
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473 Like	87 On Post	386 On Shares
51 Love	23 On Post	28 On Shares
3 Wow	0 On Post	3 On Shares
59 Comments	6 On Post	53 On Shares
126 Shares	126 On Post	0 On Shares
2,115 Post Clicks		
462 Clicks to Play ⓘ	0 Link Clicks ⓘ	1,653 Other Clicks ⓘ

Attention all nice people in the big cities!! Do you want a lifestyle change? Does this look good to you? Well, it is really great out here and we would love it if you joined us! [#ExploreCranbrook](#)
[#DowntownCranbrook](#)



8,202 Views

Cranbrook Tourism
February 15 · 🌐

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[Fire Hall Kitchen & Tap](#) [Fort Steele Heritage Town](#) [ARQ Mountain Centre](#) [Cranbrook Community Forest](#) [City of Cranbrook](#)

 Michelle Evans and Matt Russell

1 Comment 1 Share


 Like

 Comment



 Share

Hootlet 

 **Robert Howard** I struggle with this... i prefer not to promote the region lest it become like the city i left. I love the video i like the message and i can identify with it... i just prefer more people do not come here.

Like · Reply · 1h · Edited



1

 **Matt Russell** I feel the same way about my small towns (Turner Valley / Black Diamond & even Okotoks....) while I want them to prosperI am conflicted 😞 Really Great Video!!

Like · Reply · 56m · Edited

 **Michelle Evans and Matt Russell** I agree it is almost too good to share. I promise I won't tell anyone.....else.

Like · Reply · 1h



1

Positive Trends in Q1

MRDT YOY Increases (2019 over 2018)

January	February	March
26%	32%	20%

New in 2019

- Addition of one staff member: marketing coordinator
- Increase in marketing spending
- (Google Ad Grant (\$120k in search advertising))
- Delivery of training for stakeholders (Ex: Google My Business June 18)
- Membership
- Marketing Advisory Council (Launching September 2019)
- Coop marketing program (Launching November 2019)
- Sports Tourism audit and planning



Questions?

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