



## Value of Tourism

Understanding tourism's contribution to a community is central to developing an informed tourism planning approach, strengthening the support of community stakeholders and local government, and encouraging an appreciation of tourism's economic benefits and development potential.

Tourism Fernie, in partnership with Destination BC (DBC), the crown corporation responsible for marketing the Province of British Columbia as a tourist destination, conducted this Value of Tourism in Fernie Study.

Fernie has begun a Tourism Master Plan process. Learn more at [TourismPlanFernie.com](http://TourismPlanFernie.com)

Developed through DBC's Research, Planning & Evaluation Department, The Value of Tourism Model is a program that provides a structured, consistent approach to estimate the volume and value of tourism in a community.

### UNDERSTANDING TOURISM

The World Tourism Organization defines tourism as 'a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.'

- Tourism generates many types of revenues for a region, including business income, wage earnings, share earnings, rates and taxes.
- The money is then circulated and re-spent again and again in the community via indirect spending, such as staff and business owners spending their pay cheques on rent, mortgage, groceries, entertainment, clothing, recreation, sports equipment etc.
- Tourism spending helps to shift wealth from urban to rural areas with city dwellers visiting small towns.
- Tourism helps build attractive and livable communities and supports investment in Fernie's culture, heritage, recreation opportunities and environment as they are essential for a successful tourism economy.
- Tourism creates a platform for positive economic development by positioning Fernie as a great place to live, work, play and invest.
- Undesirable changes, such as adverse impact on trails or other community resources, need solutions through collaboration and effectively managing growth and use.

## Tourism in FERNIE

2017 Accommodation Revenues up 18%

**\$100+ million** in annual visitor spending in 2014-2015

Average spend of **\$580** per overnight visitor to Fernie

Number of annual visitors **307,000** in 2014-2015

% of leisure visitors from  
 AB **49%** Overseas **12%**  
 BC **16%** USA **8%**  
 Other Canada **15%**

Average length of stay for overnight visitors **3.4 nights**

Average Daily Room Rate **\$191.67**

Did you know? 2nd Home Owners are a key segment of Fernie's tourism economy and represent **30%** of all residential properties in town and almost **50%** in surrounding Fernie, including the resort

2nd home owners contribute **\$16 million** in 'annual visitor spending' alone. Visitor spending for 2nd home owners is related to dining out, partaking in activities, shopping and local transportation. It **does not** include the **millions of dollars** non-local 2nd home owners spend on real estate, construction and other larger local purchases

**87%** of visitor spending in Fernie is associated with **53%** of the 307,000 visitors, the overnight visitors

**143,000** same-day travellers enter and leave Fernie within a 24 hour period and account for **13%** of Fernie's total visitor spending

Fernie's **2%** Hotel Tax & RMI Funding has contributed **\$9 million** towards tourism marketing, programs and infrastructure since 2007

Year-round accommodation occupancy is over **50%** with the slowest months being April, May, October & November

Fishing tourism in Fernie – Guided anglers visiting Fernie account for an estimated **\$2.7 million** in visitor spending per year

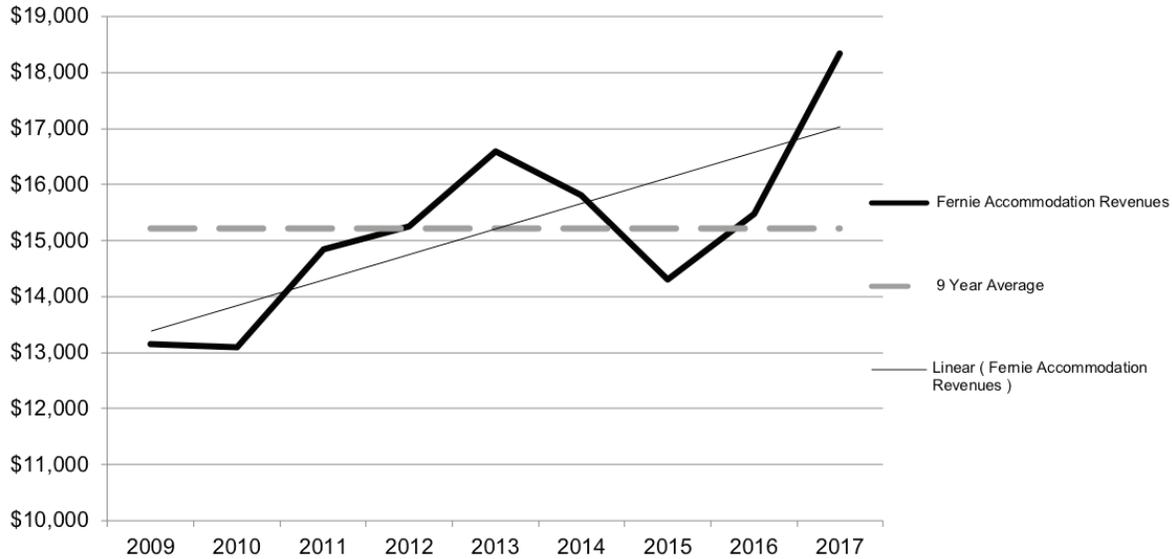
**93%** of Fernie businesses surveyed in the Fernie Chamber of Commerce's BRE Report indicated that tourism was the economic driver with the greatest growth potential

**132** businesses in Fernie are directly or closely associated with the tourism industry, **16%** of the regions tourism businesses

# Fernie Accommodation Revenues

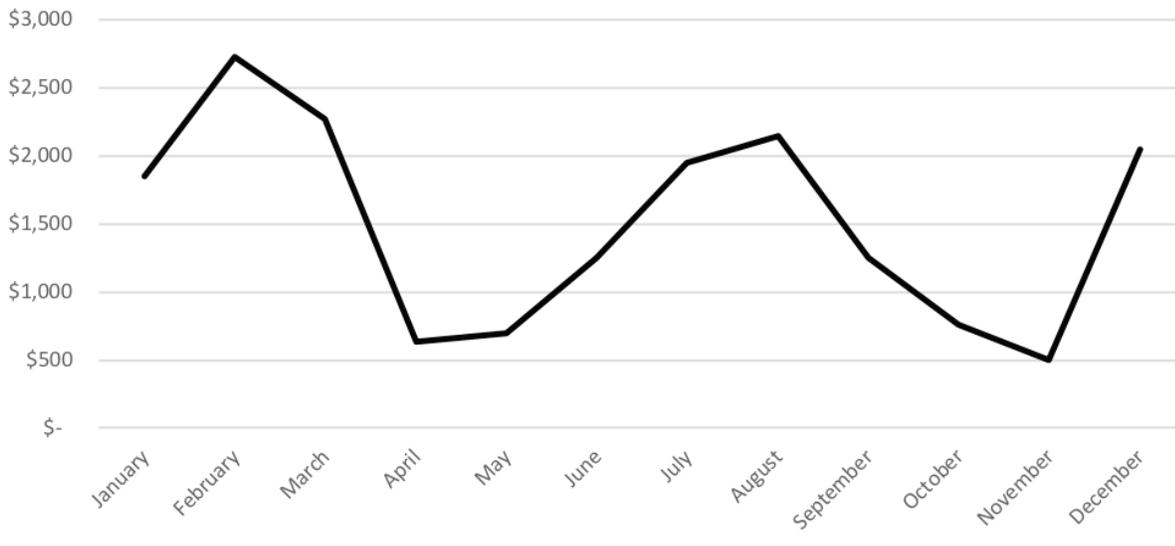
**Fernie Accommodation Revenues (\$000)**

Source: BC Stats, Based on MRDT



**2017 Monthly Accommodation Revenues (\$000)**

Source: BC Stats, Based on MRDT 2% Hotel Tax



“Tourism is essential to the growth and sustainability of Fernie. Sharing our wonderful valley brings extra money in to provide jobs, more activities and amenities, better trail networks, more restaurants to choose from and so much more, making Fernie not just a wonderful holiday destination, but an awesome place for those of us lucky enough to live here!”

**Local business response submitted as part of Tourism Fernie Value of Tourism Survey.**

## KOOTENAY Tourism

Visitor Spending of **\$777 million** in 2014

**In 2004:**

**2.1 million** overnight visitors  
**11%** of BC's overnight visitors

An additional **1.8 million** same-day travellers enter and leave the region within a 24 hour period and account for **16%** of the region's total visitor spending

**81%** of visitors are from Canada,  
**19%** are international

The visitors from outside Canada account for **26%** of visitor spending

**29%** of visitors are from BC,  
**52%** are from other provinces – primarily AB,  
**10%** from USA, **9%** from Overseas

**Average spend per visitor to Kootenay Region:**

**\$207** BC Visitor      **\$381** USA Visitor  
**\$336** Other Canada Visitor      **\$481** Overseas Visitor

**819** tourism businesses and **4,000** jobs,  
 4% and 3% of BC's tourism businesses and jobs respectively



## PROVINCIAL Tourism

### TOURISM IN BC



TOURISM IMPROVES THE QUALITY OF LIFE OF ALL BRITISH COLUMBIANS

accommodation **JOBS** international education  
 museums **TRANSIT** CULINARY FACILITIES parks  
**TRADE & INVESTMENT**  
 highways wine sector development galleries  
**immigration** SPORTS EVENTS  
 AIRLINE ROUTES ski resorts COASTAL TRANSPORTATION

### BC VISITOR ECONOMY



**\$17B**  
 2016 REVENUE

**+3.3%**  
 INTERNATIONAL OVERNIGHT ARRIVALS  
 2017 vs 2016

**↑1.9%**  
 USA OVERNIGHTS  
 2017 vs 2016

**\$4.9B**  
 EXPORT REVENUE  
 2016

**3,691,074**  
 USA OVERNIGHTS  
 2017

**133,100**  
 JOBS

**+2.7%**  
 2017 PROVINCIAL ROOM REVENUE

**24M** YVR PASSENGERS

**+5.6%**  
 GDP GROWTH OVER 2016

**↑7.7%**  
 RESTAURANT RECEIPTS

### BC'S GDP



**\$1.5B**  
 Agriculture & Fish

**\$2B**  
 Forestry & Logging

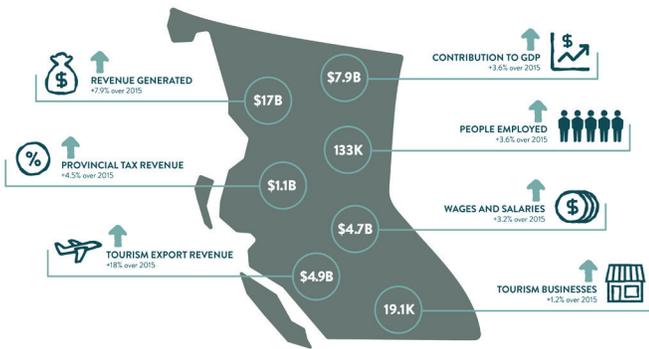
**\$4.1B**  
 Mining

**\$7.9B**  
 Tourism

**\$8.2B**  
 Oil & Gas

# Value of Tourism

## THE VALUE OF TOURISM 2016



## NATIONAL Tourism

2% of Canada's GDP

21 million international visitors travelled to Canada

94 million domestic travellers within Canada

In 2016 **\$91.6 billion** in visitor spending:

- 22% from international visitors
- 78% from Canadians travelling within Canada

Average spend per overnight international visitor:  
**\$613** USA Visitor, **\$1,651** Overseas Visitor

**1 in 11** people are employed in the tourism and travel industry

**190,000** tourism businesses and **721,600** jobs

## GLOBAL Tourism

10% of the world's GDP

**1.2 billion** overnight travellers

In 2015 **\$1.2 trillion** visitor spending

In 2015 **\$1.2 trillion** visitor spending

**1 in 10** people are employed in the tourism and travel industry

Purpose of Travel:

**80%** Leisure, Health, Religion, or Other

**20%** Business and Professional

Since 1996 global international arrivals increased **119%**

### Visitor Spending

Globally	\$1.2 trillion	Kootenays	\$777 million
Canada	\$91.6 billion	Fernie	\$100 million
BC	\$9.9 billion		