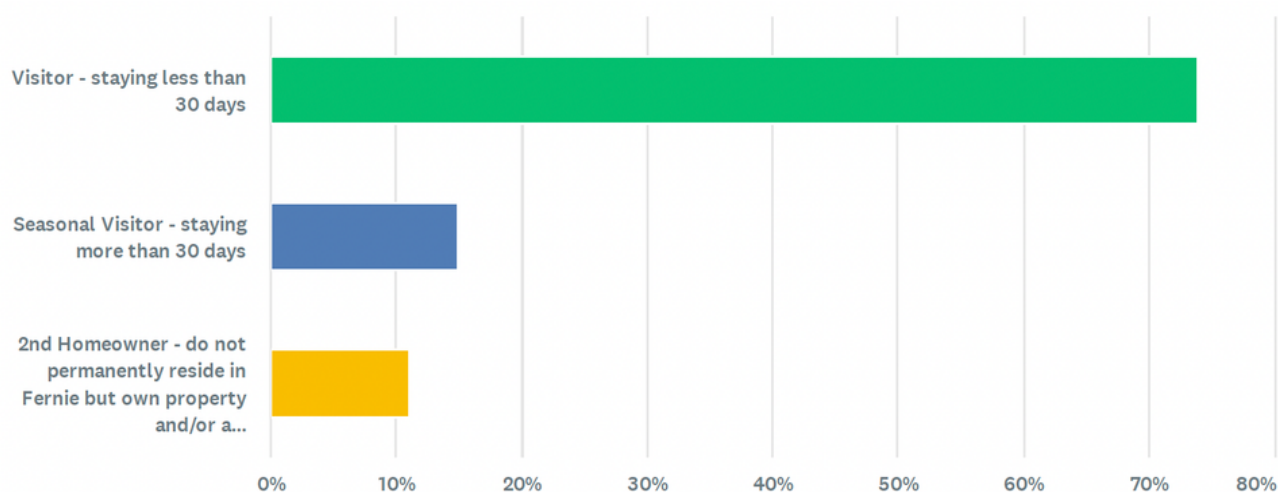




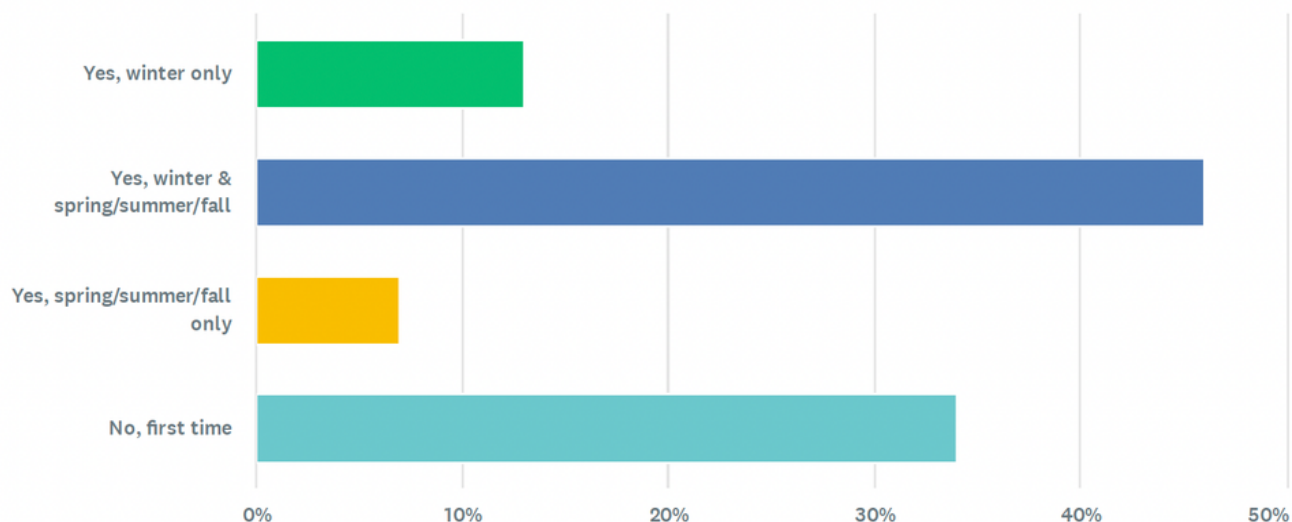
WINTER VISITOR SURVEY 2025 - 2026 RESULTS

Survey Period: December 11, 2025 - March 31, 2026

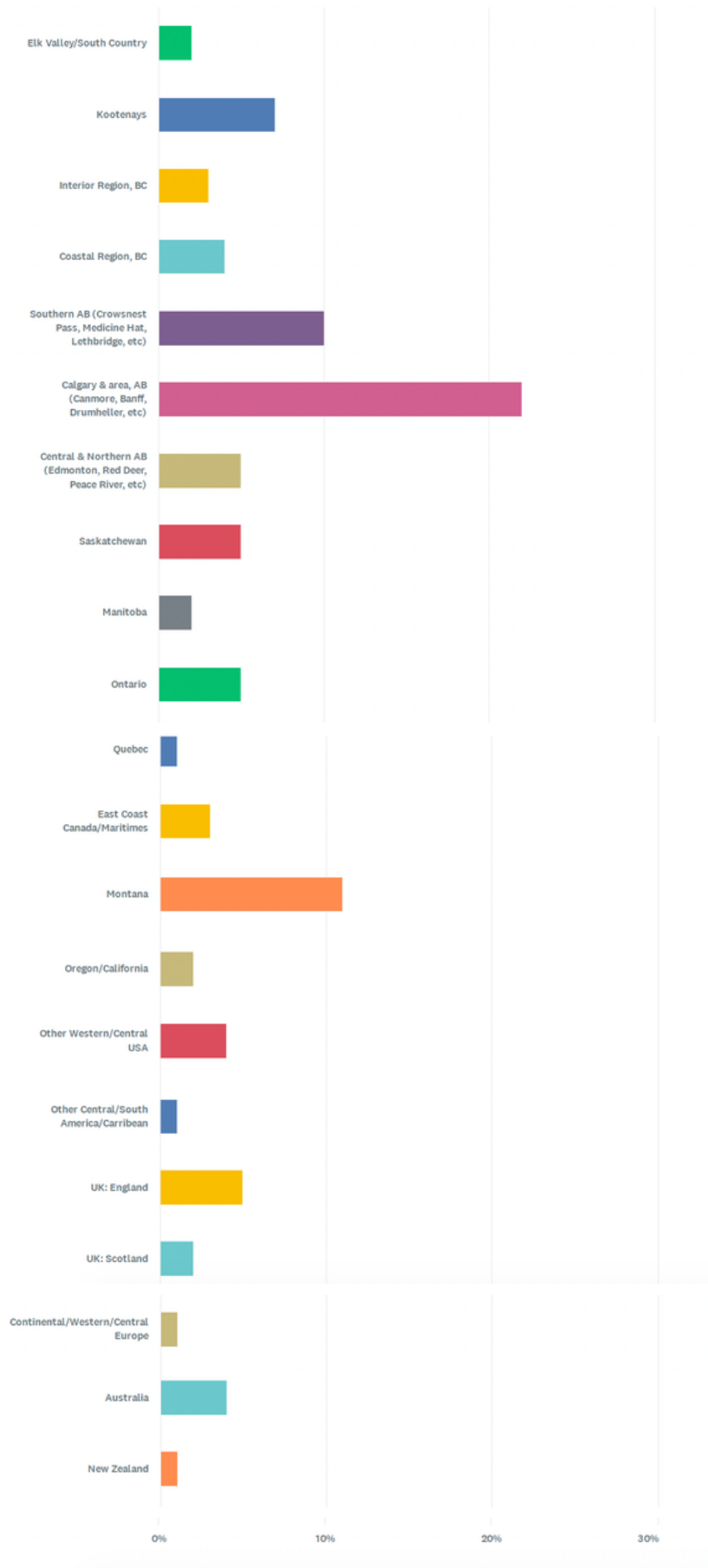
Q1: Visitor Type:



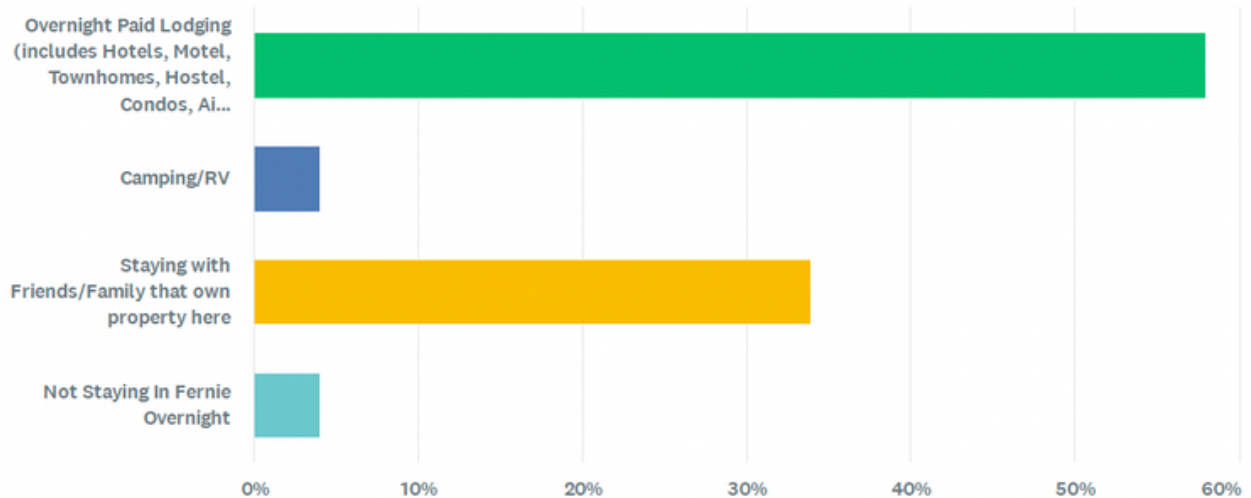
Q2: Have you been to Fernie before?



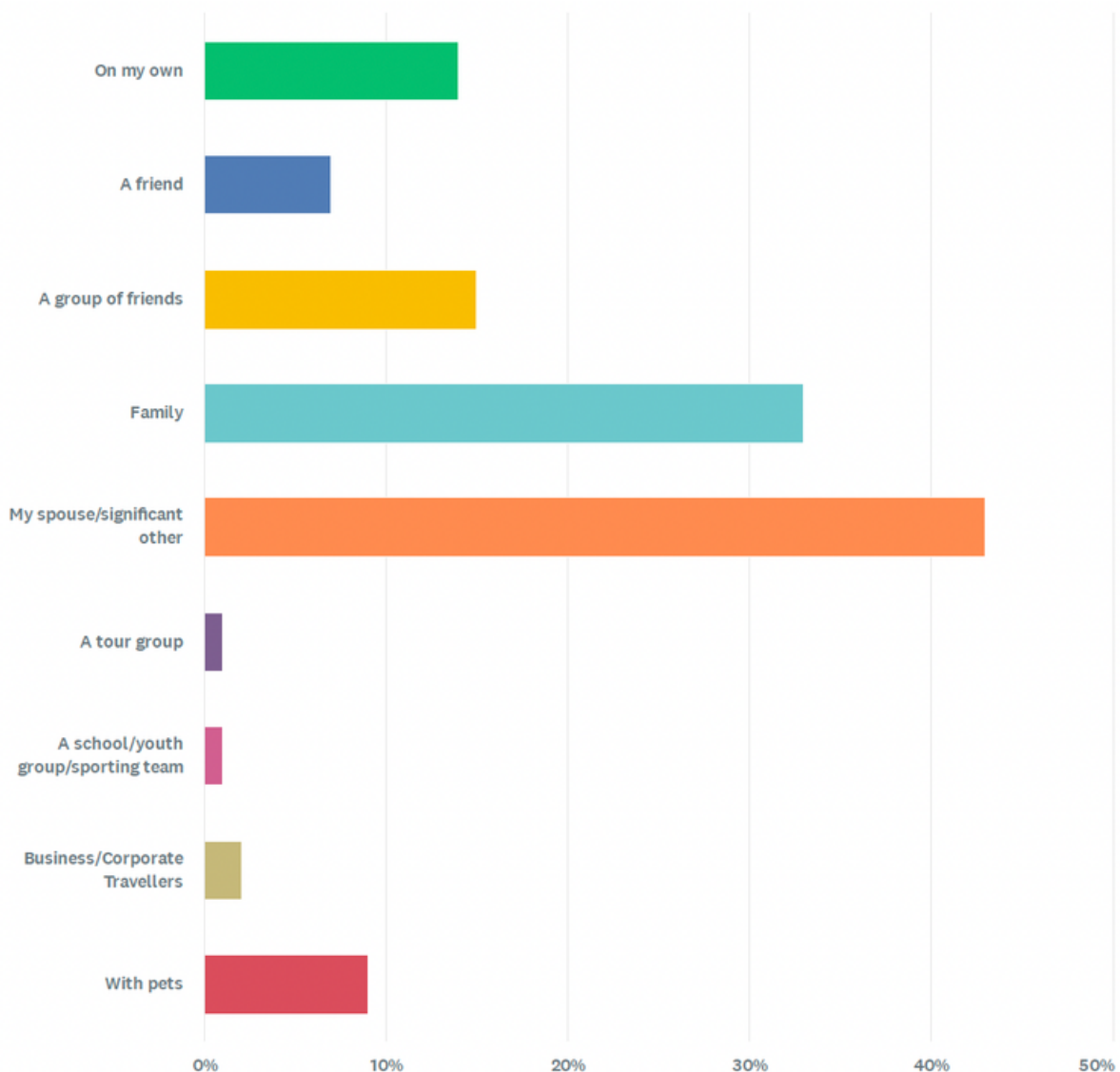
Q3: Where are you visiting from?



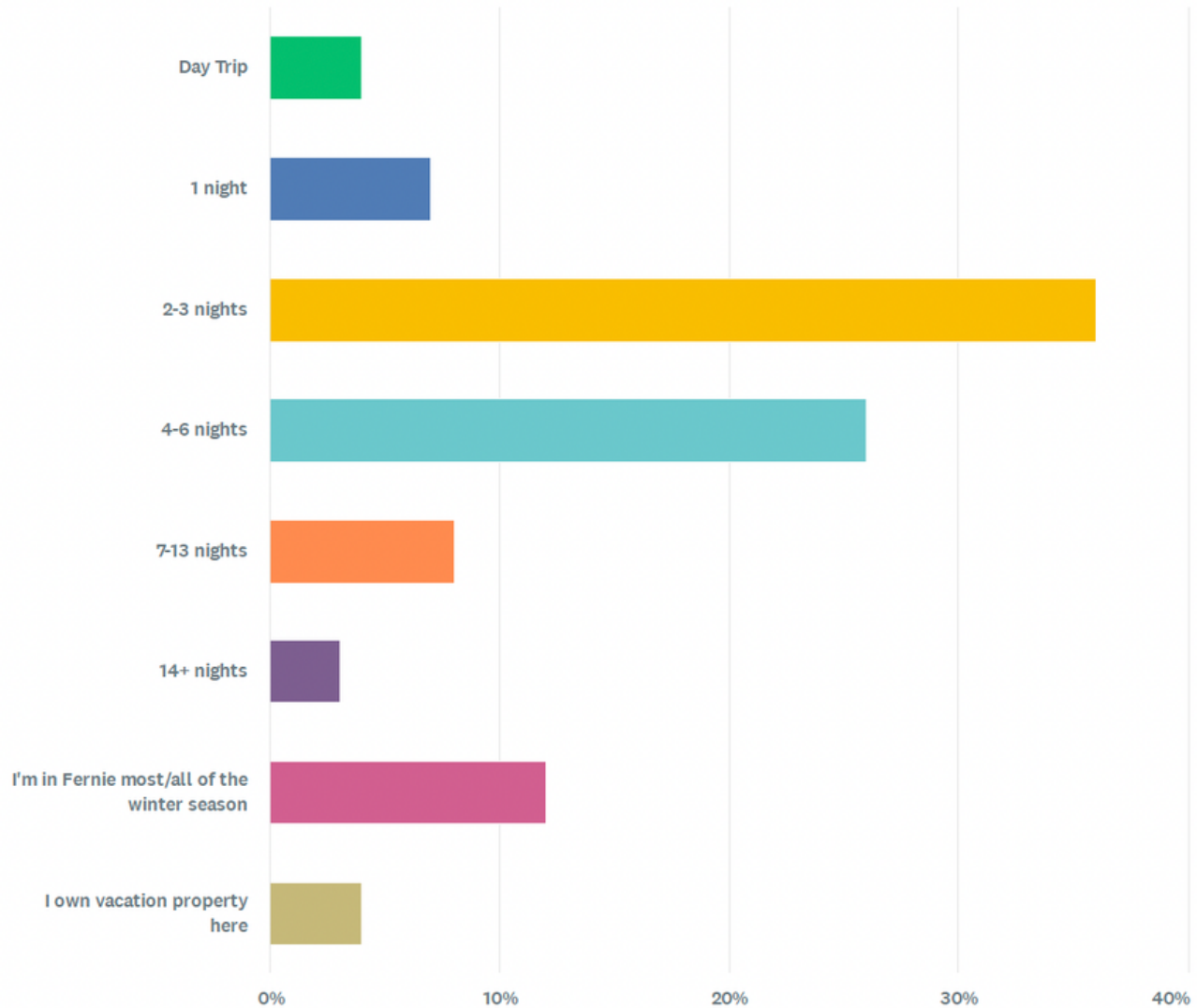
Q4: What type of accommodation are you staying in?



Q5: Who are you travelling with on this trip?



Q6: How long are you staying in Fernie?



Q6: What was your primary reason for coming to Fernie?

This season's survey allowed respondents to write in their own answers. Responses have been categorized into groups by closest fit.

- 63%: Skiing/Snowboarding
- 14%: Relaxation/Leisure/Sightseeing/Passing Through
- 10%: Fatbiking/Hiking/Snowshoeing
- 7%: Wedding/Visiting Family
- 2%: Snowmobiling
- 2%: Work/Conference
- 1%: Cross Country Skiing
- 1%: Dining/F&B

Q8: Which activities will you/did you do while in Fernie?

This season's survey allowed respondents to write in their own answers.

Answers reflect only those who answered the survey and may not be representative of the general visitor population.

Responses have been categorized into groups by closest fit.

Number indicates the number of people who gave that response.

WINTER ACTIVITIES

59: Skiing/Snowboarding
32: Hiking/Walking/Snowshoeing
17: XC Skiing
9: Biking/Fatbiking
6: Skating
3: Running
1: Snowmobiling
1: Curling

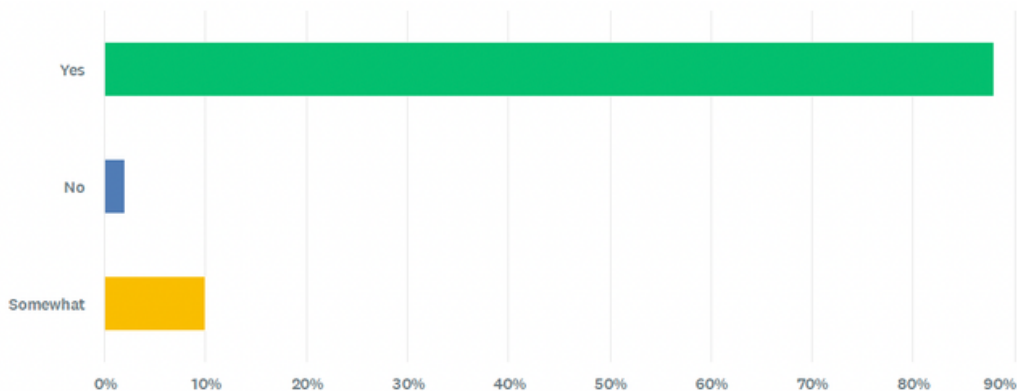
OTHER ACTIVITIES

16: Sightseeing/Exploring
7: Swimming
7: Relaxing/Yoga
6: Ghost rider Games
4: Fishing
2: Tennis/Pickleball
1: Disc Golf
1: Climbing
1: Camping

ARTS/HERITAGE/F&B

37: Shopping
32: Dining
10: Drinking/Brewery/Coffee
7: Area Attractions/Events/Movies
4: Museum/Art Galleries
2: Photography/Arts Station Activities
1: Visit friends & family

Q9: Has your visit met your expectations so far?



If you answered 'somewhat' or no, please tell us why:

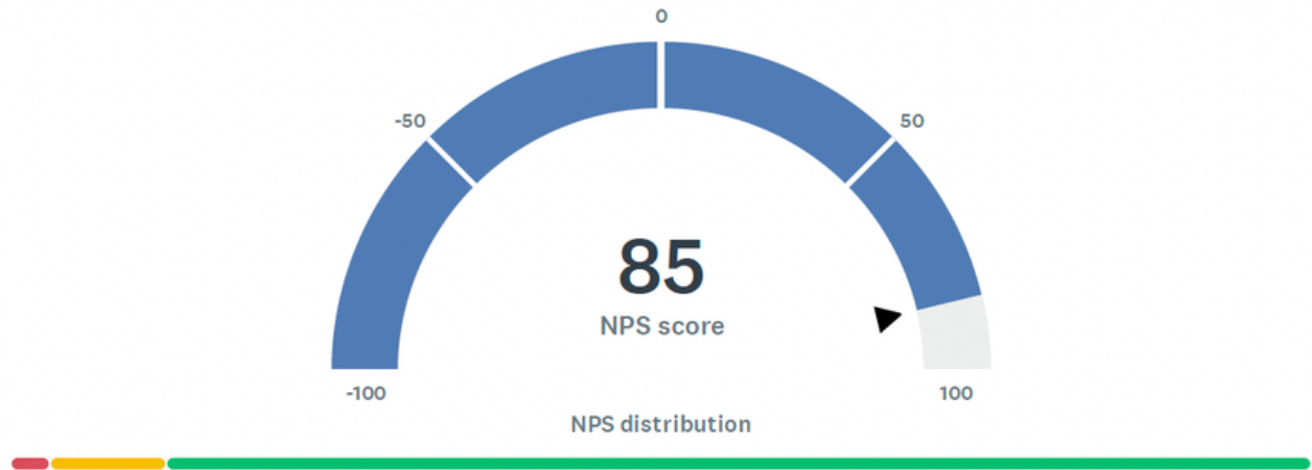
REGARDING SNOW CONDITIONS:

- Snow is terrible, but the town is pleasantly quiet. / Pretty sad season in terms of snow / Despite poor weather the town and people have been great and friendly. / The higher snow elevation and ice made the lower mountain and trails quite slick, but what can you do. / Ski conditions marginal. Pretty town though. Would like to come back with family. / not enough snow / Weather was terrible for skiing. Rain and mild weather made for poor skiing. We were happy to discover the beautiful trails surrounding Fernie. / Snow was bad / Snow sucks this year. / ski hill conditions were bad:(/ Wish there was more snow otherwise loved it and will be back

OTHER:

- Poor infrastructure
- I broke my wrist
- We were surprised the bus was not included in the season pass. Not much to do slopeside if skiing not possible. Very little apres or other entertainment. The ski lifts need some modernisation and at least one gondola
- After a heavy snowfall the town didn't even put sand in the streets and it's very slippery to drive.
- No ice skates rental at the arena and the rental place closes for the time of the public skating which makes no sense

Q10: How likely is it that you would recommend Fernie to a friend or colleague?



NB: The Net Promoter Score (NPS) measures customer loyalty and satisfaction by asking customers how likely they are to recommend a company, product, or service on a scale of 0 to 10. Customers are categorized as Promoters (9–10), Passives (7–8), or Detractors (0–6).

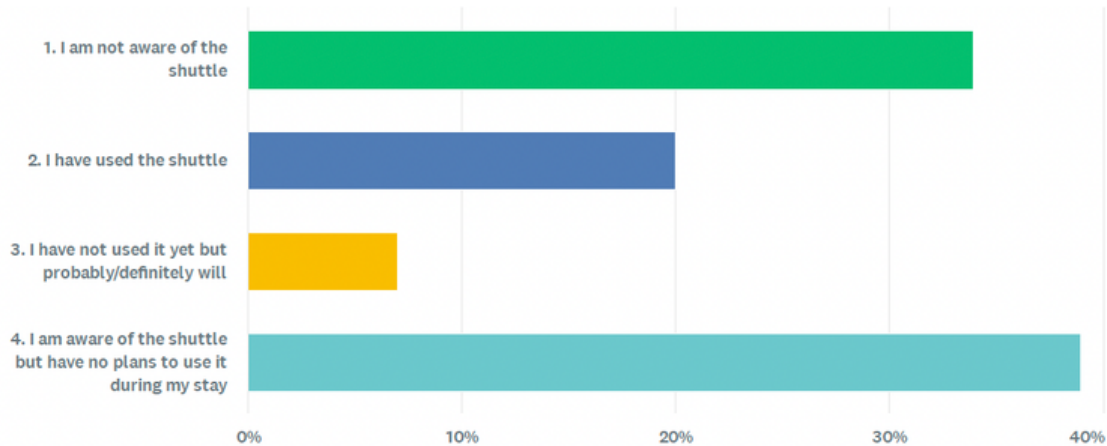
The final NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters, resulting in a score that can range from -100 to +100. A NPS of 85 is an exceptional, world-class score, according to Bain & Company, creators of the NPS, who consider scores above 50 to be excellent and scores above 80 to be world-class.

Q11: OPTIONAL: If you scored 0 - 8 in the previous question, please tell us why...

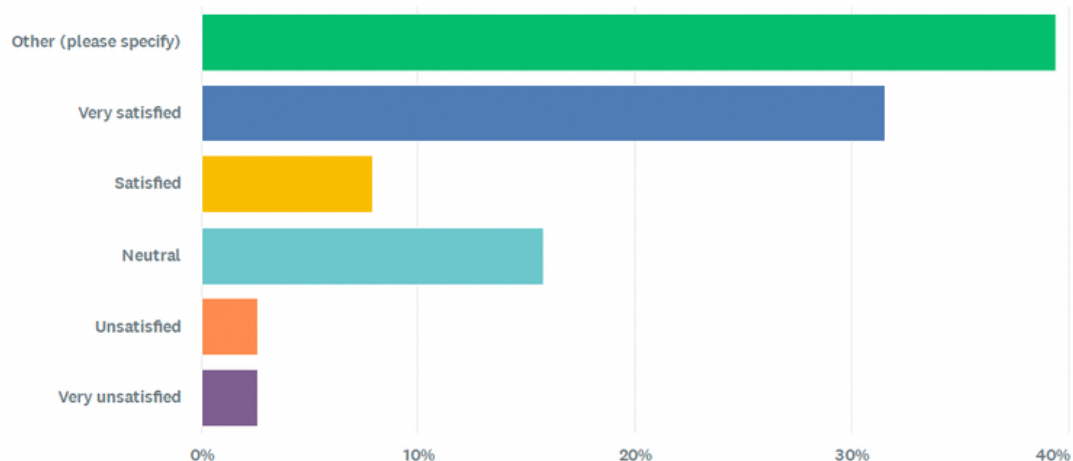
This question allowed respondents to write in their own answers. A few wrote positive responses. Only the following negative responses were received:

- Will have to see if there are reasonable budget family accommodations here.
- Weather was a big factor. I think there is more to do in Canmore, Banff and Jasper. A big resort like Jasper Park Lodge would be a nice draw...
- Unfriendly town
- Snow is getting less quality every year
- Normally would be 9/10 for the ski hill access (which is an awesome mountain) but they are icy this year
- Fernie Alpine Resort does not have good signage. I stopped a few times mid-run to figure out my best path to the chairlift and couldn't determine where I was because a lack of run signs
- The city is great. But I have a serious concern about the commitment of RCR to the ski hill. There is serious under-investment. I could not recommend that a friend or colleague visit Fernie for a ski vacation.
- It's pretty but not so many things to do. It isn't any different from other mountain towns

Q12: The Ferniestoke Shuttle service connects Fernie Alpine Resort to local accommodations and Historic Downtown Fernie. What is your experience of the service?



Q13: OPTIONAL: If you have used the Ferniestoke Shuttle and/or the Shuttle app, how was your experience?



The following responses were provided for those who answered 'other' to Q13:

1. I generally say I'm very satisfied, But it has been overflowing a couple days and I had to wait an hour for the next bus.
2. Checked out the app, but was traveling with my pup.
3. Having to get a ticket online is inconvenient especially when signal is often poor. A tap to pay would be better. We found it expensive to use too regularly. The last bus back from town is far too early. The tracker works well The drivers are pleasant and helpful. The bus is always warm
4. I used it in previous years stays. It was convenient and fast and regularly timed. Sets a standard for other ski towns.
5. I think that the price of the tickets is scandalous

Q14: OPTIONAL: Did you encounter anything that could be improved to help your experience or visit to Fernie be better?

This question allowed respondents to write in their own answers. Where positive responses were left, these have been added to the next question.

1. Taxi service/ground transport is impossible in Fernie. I know about Tunnel49 but that is a big hammer for a small nail of just getting two/a small group of people a 12 min drive away if they have been drinking. I also know about Kootenay Taxi and how unreliable it is. Visiting Fernie would be hugely upgraded by a reliable, on-demand, AND pre-book-able late-night taxi service. Since you said be specific, the second issue we repeatedly run into is the opening hours of House of Gato. Man I just want a fresh croissant in this town and le Bon Pain was a shining light until they closed. I have tried repeatedly to patronize House of Gato but they make it impossible! "Only open Thursdays and Fridays the month of May" ? I would love for another bakery to open and do better. I mentioned that we were in town for wedding planning. I have utilized the very helpful "Fernie wedding guide" 2025 and 2026 for this purpose, but ran into an issue with the hair stylists/salon section - at least half of the businesses listed simply do not offer bridal hair. I don't know who screwed up here, but I ask that the Fernie wedding guide editors do some due diligence/culling of their vendors that they graciously advertise, if those vendors do not offer wedding services!
2. Easy access to information on upcoming pop culture events in the town. Public facilities along the annex for runners
3. Having a better idea of the times the shops are open, especially after the ski hill is closed
4. A car rental business would be great.
5. List of local activities happening during the time of our stay would have been added bonus.
6. more evening activities that don't revolve around drinking
7. More trees downtown!
8. I do wish there were a few more activities in town. The prices of restaurant food is also quite expensive, but the overall quality was good.
9. Would be nice if the library was open every day. Or some other public space ie community center, particularly in winter.
10. We would love some public overnight parking but understand limitations there
11. Finding accommodation is challenging.
12. Make people more aware of the Fernie events calendar, the Fernie alpine resort should increase their signage on the ski runs, more events happening on the outdoor hockey rink
13. original hotel was not up to what they advertised, so we changed.
14. More snow less ice better djs at the nightclubs
15. More snow
16. I was sad to miss the eye of the needle shop as they were closed Monday-Wednesday.
17. The daytime activities are excellent! In the evening we were looking for something to do and had limited options. I love one night out at the bar but it would be nice to have music or comedy or something else to check out in the evenings besides just the local bar scene.
18. More available grooming reports for fat biking/nordic skiing
19. I think Fernie could be more dog inclusive because it's such a nature-focused, outdoor community where people naturally want to share experiences with their dogs. When a place promotes healthy living, connection with nature, and outdoor adventure, it feels natural that dogs should be able to be part of that lifestyle too.
20. Allowing more dog-friendly spaces, trails, patios, and swimming areas would help people fully enjoy what the town offers without having to leave their dogs behind. Dogs encourage people to be active, spend more time outside, and connect with others in the community. A more dog-inclusive environment would also make the town feel more welcoming and aligned with the values of wellbeing, companionship, and outdoor living that draw many people to the mountains in the first place.

Continued from previous page:

21. Sterling Glass and Detail. Not the business you were expecting, but we've needed to deal with vehicle repairs twice now while here and they are just so incredible to deal with. Their attitude and customer service make us feel so valued and respected as visitors to their town. Overall, as a visitor from a tourist/cottage town in Ontario, I'm always impressed with the high quality service and welcoming nature of everyone we encounter in Fernie, from coffee shops to restaurants, etc.
22. Lunch options seem slim, but lots for dinner!
23. Probably about taxi or public bus around town is missing for every single day.
24. Sign posting on the slopes was not always clear. We were anxious we would get on too challenging a run by mistake. The piste map would work better as an app so you could zoom in. Some arrows identifying which way some of the routes went would make life easier.
25. More movie genre options at the theatre.
26. Gearhub rental store opening hours would yield improved customer experience if not closed 12:30-3:00 every day.
27. Icing the roads in the winter.
28. Road maintenance, the library was closed on the 27th, the shuttle should be free as you don't provide any public transportation to the resort
29. An extra lane for traffic to bypass the entrance to Fernie Mountain resort so through traffic doesn't have to wait in the traffic jam of vehicles entering the mountain.
30. Town of Fernie workout/gym facility
31. Free use of the stoke shuttle for RCR staff (as the staff shuttle times are too infrequent and do not run midday)

Q14: OPTIONAL: Did you encounter anything that could be improved to help your experience or visit to Fernie be better?

This question allowed respondents to write in their own answers. Additional (positive) responses from the previous question have been added below. Most answers (where only the business name was mentioned) have been compiled into the word cloud on the next page.

1. James at Beanpod continues to slay. We also found (in the wedding guide! Thank you editors!) and secured Fernie local and mixed media artist Brina Schenk for live guest paintings - I think and hope her business will absolutely blow up in the coming years.
2. Snow valley lodging - comfortable, great view, friendly front staff. The wine bar down the street was also excellent
3. This place is awesome. Folks are friendly. The restaurants are excellent. And for a town this small, it's lucky to have two grocery stores and two hardware stores.
4. Snow creek lodge - shot out to Kim Bech <kbech@skircr.com> amazing help on registration: lots of details, kind, considerate, knowledgeable, timely response.
5. Loaf and rooftop are world class. Bringing people back in a few weekends just to visit.
6. I loved my visit to Fernie, the ski hill was wonderful with many different runs to choose from, the town itself was beautiful, walking downtown was stunning with the mountain views.
7. Staff in businesses here are all super friendly, especially the "info" crew up at the ski resort.
8. So far we've enjoyed it
9. Great service everywhere!
10. Freshies was the only place that allowed dogs in. We were fortunate to dog sit while staying in Fernie so this was important to us.
11. I enjoyed the museum more than I expected! Great job with that
12. We love the Montane trails all year long, such great views. We love coffee at Freshies and Rooftop.

Continued from previous page:

13. All of the lifties were friendly and on the ball. The quiz night at the Kodiak on Sunday evenings was a highlight but we always had to leave before the end to get the last bus
14. Downtown is great.
15. Earth's own naturals and summit cannabis- awesome customer experience, and great selection of products for reasonable prices.
16. We love Fernie- the downtown is phenomenal. We love the access to the Fernie fix, local food and businesses.
17. I love Mount Fernie. Baining Bagels always has a hot spot in my heart.
18. The people from the Snow Vally Lodging are very friendly.
19. All local businesses we have been in are welcoming and offer great service
20. Fernie Distillery provided excellent customer service! Super friendly staff :)
21. Nevado for sure. Its delectable.
22. Beautiful Downtown, awesome hiking, mountain biking and skiing
23. Definitely go on hikes and explore the mountains! Watch the hockey games in the winter. put the ski hill to use and enjoy snowboarding or skiing. Definitely visit the shops especially Rocky Mountain chocolate (my personal favourite) and all the other cool shops!
24. Ice skating was nice, the hill, although the conditions have been terrible and the ticket prices outrageous
25. Odyssey Clothing store is one of our go to stores.
26. Art station was very welcoming and informative. We always make rooftop coffee a special stop
27. My favorite shop is a Odyssey. The owner is so friendly.
28. Love the craft fair!! Also walking around 2nd St is very fun.
29. Rooftop coffee, big bang bagels, train art station, and the ski hill were AMAZING!
30. Bramasole was a must. Incredible food and loved the Sunday night music.

