

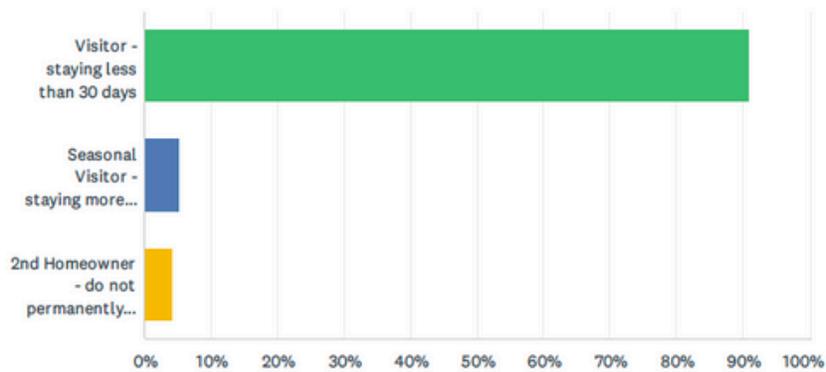


# SUMMER VISITOR SURVEY 2025 RESULTS

Survey Period: June 11 - September 22, 2025

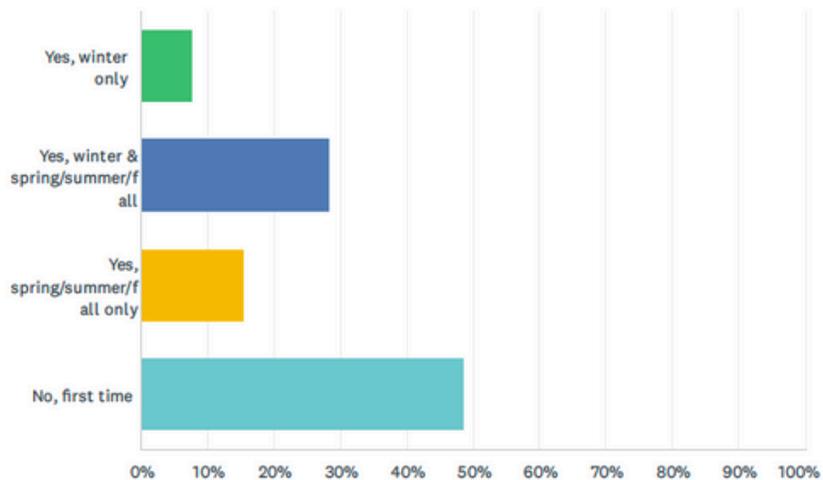
## Q1 Are you a:

Answered: 352 Skipped: 0



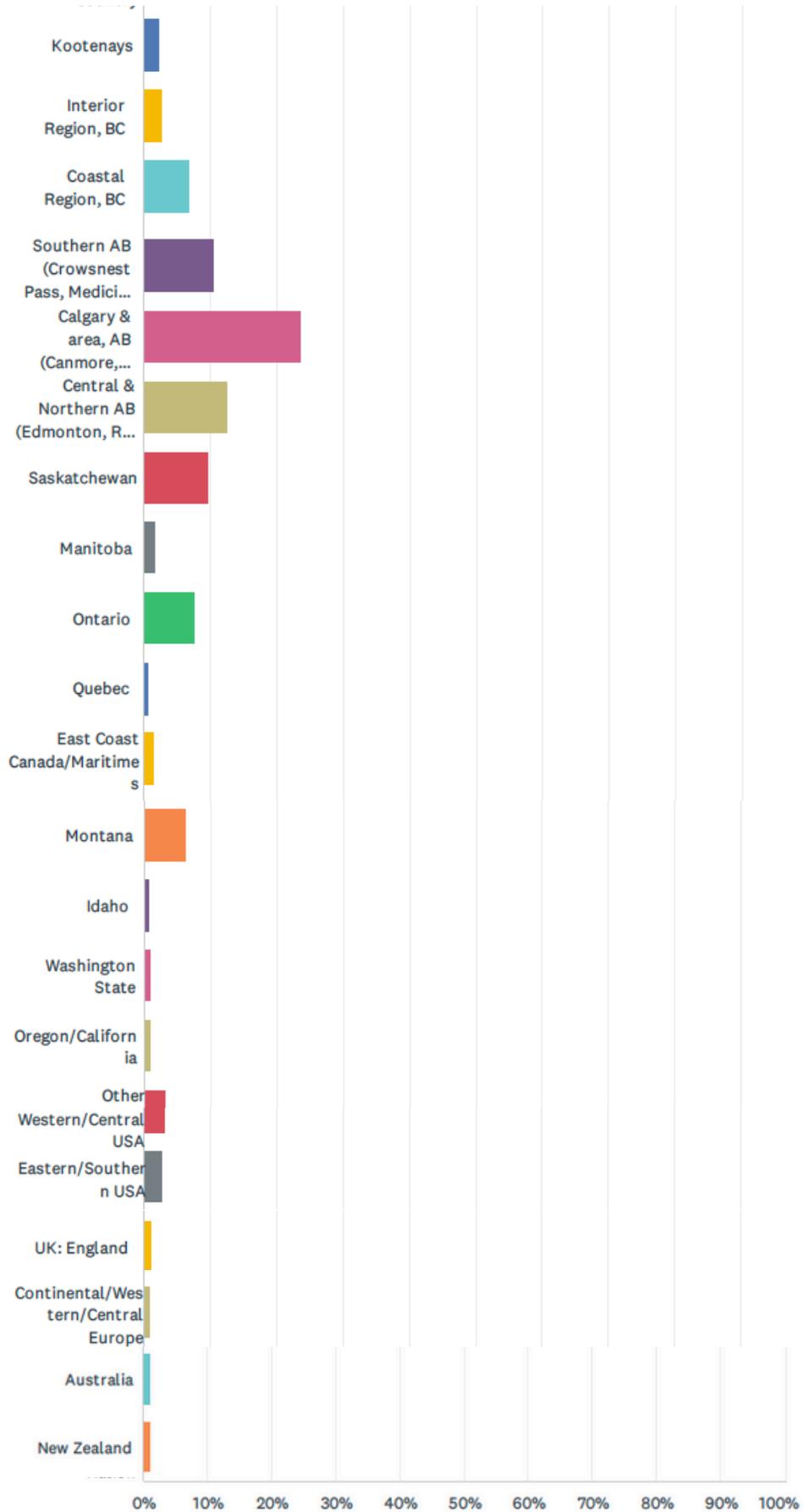
## Q2 Have you been to Fernie before?

Answered: 352 Skipped: 0



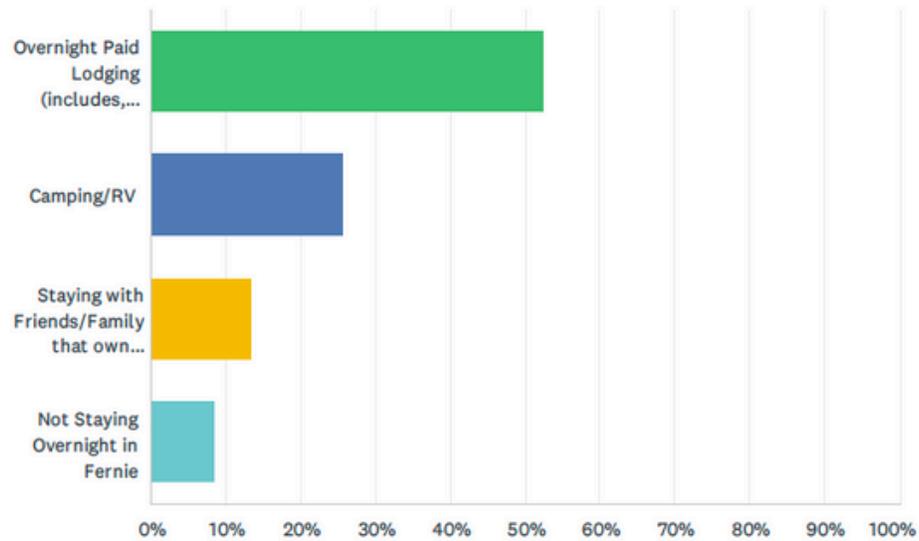
# Q3 Where are you from?

Answered: 352 Skipped: 0



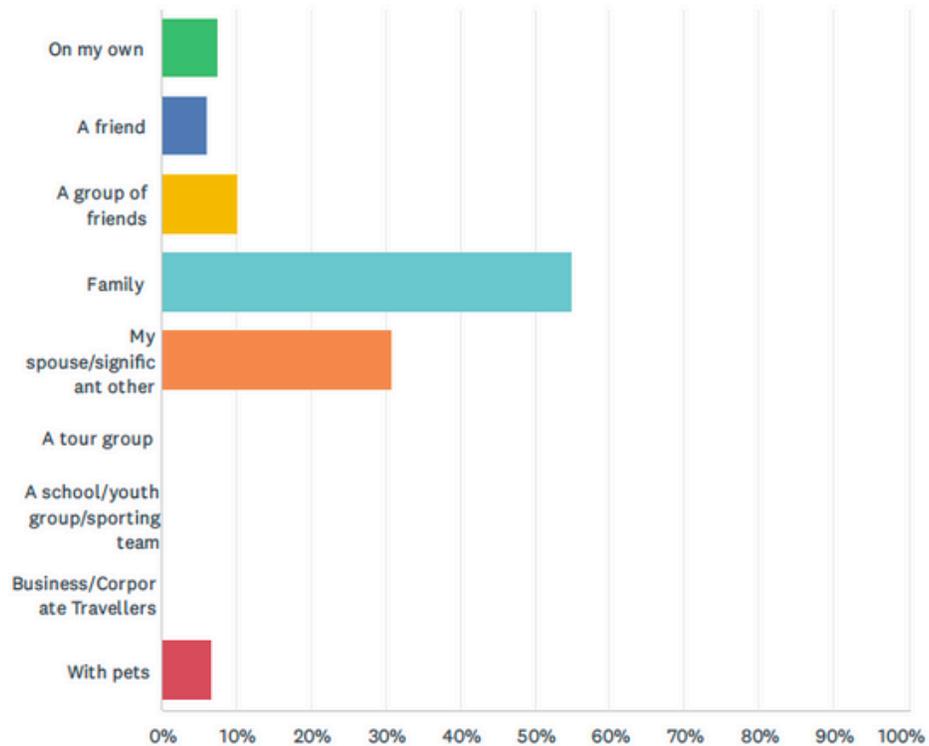
## Q4 What type of accommodation are you staying in?

Answered: 352 Skipped: 0



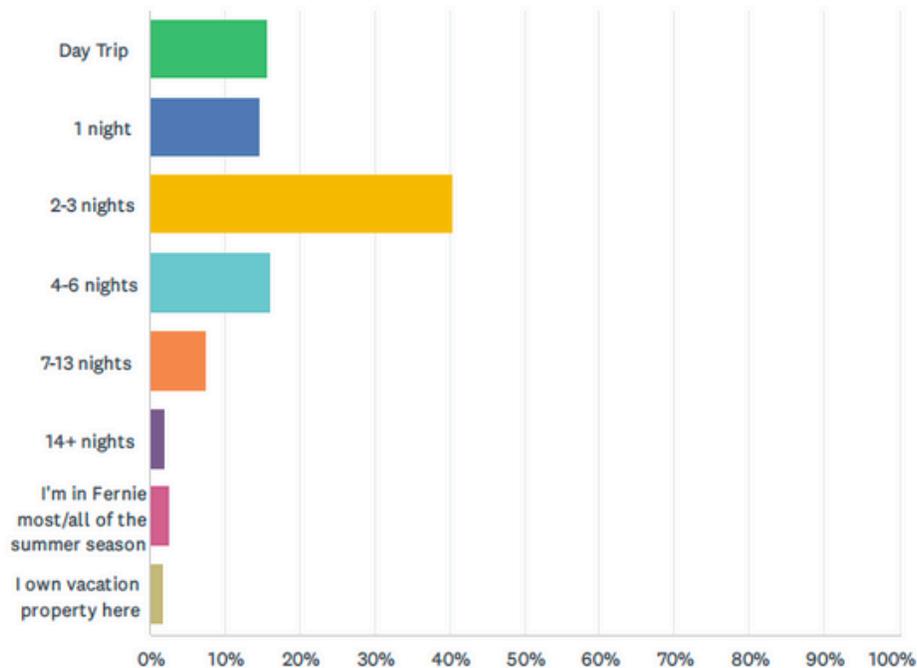
## Q5 Who are you traveling with on this trip? Choose as many as applicable.

Answered: 352 Skipped: 0



## Q6 How long are you staying in Fernie?

Answered: 352 Skipped: 0



## Q7 What was your PRIMARY reason for coming to Fernie?

Answered: 352 Skipped: 0

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

Responses have been categorized into groups by closest fit.

Number indicates the number of people who gave that response.

- 66: Vacation/Honeymoon/Tourism/Wedding/Relaxation
- 46: Exploring/Sightseeing/Mountains/Scenery/Love the Area
- 49: Travelling/Touring/Passing Through
- 37: Visiting Family/Friends/Reunion
- 35: Hiking
- 34: General Outdoor Activities/Recreation/Fun
- 23: Mountain Biking
- 13: Camping
- 12: Culture/F&B/Arts/Downtown
- 11: Events: Wednesday Socials, Great Divide (support), Gravel Grind, Mtb Race, Pride Festival
- 9: Like Revelstoke/Banff/Recommended
- 7: Business/Work/Education
- 6: Came for the Winter & stayed
- 3: Fishing
- 1: Kayaking

The following random/specific responses are included in the results above:

Ghosts...Beer...Coffee...Picnic...Serendipity...Why not...Bears...Yamagoya...Bagels...Sarah Pike Pottery...

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

Answered: 352 Skipped: 0

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.

### ACTIVE OUTDOORS

251: Hiking  
77: Biking  
6: Skiing  
6: Camping  
5: Tennis/Pickleball  
4: Running  
4: Golf  
3: Disc Golf  
3: Chairlift/Fernie Alpine Resort  
2: Horse Riding  
1: Island Lake Lodge  
1: Yoga  
1: Dancing  
1: Climbing

### WATER ACTIVITIES

31: Beach/Swimming  
9: Paddleboarding  
9: Fishing  
8: Boating  
5: Rafting  
4: River Float  
1: Kayaking  
1: Waterskiing  
1: Cliff Jumping

### GENTLE OUTDOORS

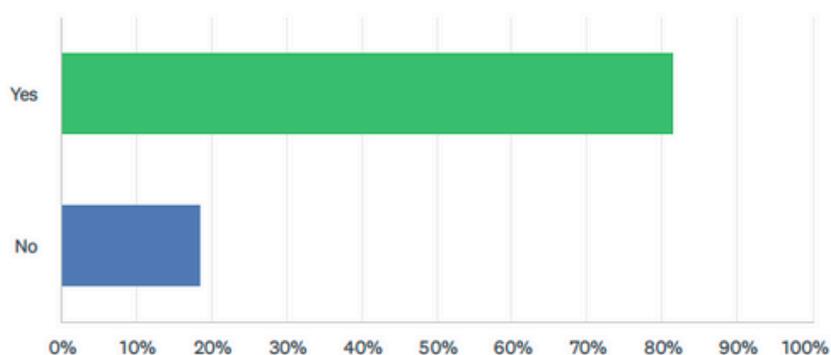
62: Sight Seeing/Touring/Walking  
15: Visit/Stroll Downtown  
4: Birdwatching/Wildlife viewing  
4: Visit Parks  
3: Visit Hot Springs  
2: Geocaching  
2: Berry Picking  
1: Gold Panning & Metal Detecting

### ARTS/HERITAGE/F&B

70: F&B/Picnic  
38: Shopping  
14: Museum/Guided History Walks  
6: Nothing/Not sure  
5: Visit friends & family  
4: Art Galleries  
4: Fernie Brewing Company  
3: Relaxation  
2: Library  
1: Movie Theatre

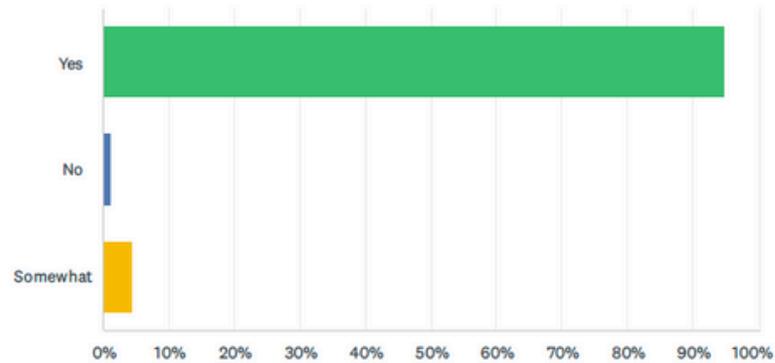
## Q9 Will you/did you visit Historic Downtown Fernie/2nd Avenue?

Answered: 352 Skipped: 0



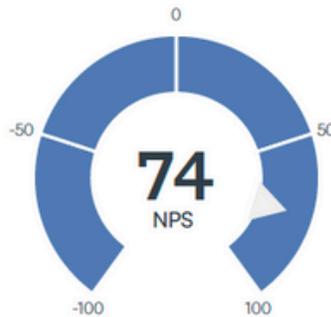
## Q10 Has your visit met your expectations so far?

Answered: 352 Skipped: 0



## Q11 How likely is it that you would recommend Fernie as a travel destination to a friend or colleague?

Answered: 352 Skipped: 0



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
3.98% 14	18.18% 64	77.84% 274	74

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 74 is an excellent and near-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.

## Q12 OPTIONAL: If you scored less than 9 or 10 in the previous question, please tell us why...

This question allowed respondents to write in their own answers. While 46 people responded, most were actually positive responses (so they did not answer the question). 16 people offered the following reasons for lower scores. The number indicates the number of people who gave that response:

- 4: Expensive
- 3: Travel distance
- 3: Too outdoorsy/Not enough indoor activities
- 2: Limited restaurant options
- 1: Pet policies relating to patios
- 1: Too spread out/privately owned
- 1: Lack of downtown cleaning
- 1: Rain

**Q13 OPTIONAL: Did you encounter anything that could be better; anything to help your experience or visit to Fernie be better? It could be signage, information, parks, trailheads, maps, facilities, a level of service somewhere, hours of specific places, access, etc. Please be specific on anything that impacted the quality of your visit.**

Answered: 64 Skipped: 288

This question allowed respondents to write in their own answers. While 64 people responded, many simply wrote 'No' or left a compliment (added to the list of responses for the next question). The following responses answered the question:

1. Could use another campground nearby, staying in hotels is too expensive, and the campground fills quickly
2. More tent camping opportunities
3. Pet policies (relating to patios)
4. The entrance in and out of the ski hill is not well marked
5. Walking along Highway 3 sucks, need sidewalks
6. More affordable hotels and motels
7. Better map legend colours; should match routes with different colours for different trails
8. Weather
9. Affordability! Another hostel in town. More campgrounds, public toilet facilities
10. Trail signage could definitely be improved to help with wayfinding and differentiating what trails are just biking vs. shared. We have accidentally ended up hiking on bike-only trails. More information for hikers who might not be familiar with biking would be good. ie. Does one way traffic on a share trail mean everyone?
11. Businesses don't open very early
12. Longer hours, a lot of places have short hours which is odd in the middle of summer. This includes info centre as well as local shops and restaurants
13. Parking for RV
14. There was a lot of construction going on and people on bikes that made it difficult to drive in some areas
15. Bike sign within the town showed us once where to turn and that was it
16. Better signage on hikes in Provincial Park needed
17. Less rain
18. We read in multiple places that the zip line was operational. When I called the alpine resort, they said it had been closed for five years. Also, Fernie needs more crosswalks to cross the highway at certain points. And where are the sidewalks west of Park Place Lodge. Only one sidewalk on one side of the road. Not wheelchair accessible at all. Also your Vogue Theatre needs to have expanded hours and more showtimes. One nightly showing is not enough.
19. Availability of public restrooms sometimes limiting. Lodging costs are fairly high.
20. More music and local pubs.
21. Protected bike lanes, especially on highway would be nice.
22. Longer hours for shops
23. If businesses were open later it would help my family plan other activities throughout the day and then enjoy the downtown later in the evening.
24. Maybe make it a little easier to reach the alcove by the falls
25. Fix the issues

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26. I was disappointed the Library was closed the weekend before July 1.
27. Maybe a community center would be nice
28. Rental service for bike kids. Now 4 yo kids can do a lot of trail, we had to buy one on marketplace because bike shop don't rent them.
29. Yearly bridge construction
30. Cleaner bathrooms and better patio upkeep at Mugshots
31. Trail distances
32. More hiking options
33. Rental service is expensive
34. Service is not great
35. More Xmas ornaments
36. Weather haha

**Q14 OPTIONAL: Any highlights, must do's, or businesses or people you would like to praise or recommend?**

Answered: 79 Skipped: 273

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

1. LOVED all of the trails for bikes and hiking!
2. We stayed at Park Place Lodge. Excellent in all aspects. We stayed an extra night, not only because the hotel, but because the friendliness of the people. Remins us so much of Revelstoke.
3. Everything good so far
4. Fernie is perfect. We would live there if we could afford it!
5. We loved it. Have just driven thru in the past.
6. The tourist information folks in Fernie were extremely helpful and friendly, all the lifties and staff at the ski hill/downhill park were aweome and Park Place Lodge and staff were great.
7. All great!
8. Lovely town with an inviting downtown
9. Ur great
10. The visitor/info centre is great as are your small businesses and spray and bike park and bike trails!
11. All awesome
12. We love camping at Mt Fernie!
13. Awesome
14. We stop in Fernie to swim, hike, and eat every summer
15. Great signage that pets be leashed and not to approach wild animals
16. It was great
17. Mt Fernie Provincial Park is fantastic. Staff is amazing. Would come back again for sure!
18. Lots of outdoor activities for all levels of fitness and experience.
19. I love how well the town centre is kep clean and pretty with colourful flowers and wall art. I love the friendliness of people saying hello during the morning dog walk and at any time really.
20. The staff at Red Tree Lodge were very kind.
21. Thanks to Corner Pocket AirBnB for helping us park a car while away riding

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22. 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.
23. Great mountain town and will visit again.
24. Ken from Park Place Lodge was a delight. Traci from Fernie Alpine Resort was a beacon of sunshine. Please let their managers know.
25. The restaurant selection is outstanding! The trail riding is incredible.
26. Great food options, fun and unique shops, Amazing arts programming especially from the Art Station and the Fernie Museum. Enjoyed the Library. Very thoughtful city planning, services, amenities and recreation available to residents and visitors. Even as simple as having proper signage for different areas, parks, etc. makes such a great impression. Dog-friendly community - love the dog park!
27. Fernie Gravel Grind is so well done it's a must yearly from now on.
28. Just a lovely place with a great small town vibe. Super biker friendly.
29. Dog friendly business are a huge attraction that brings us back. Improves the community atmosphere.
30. Amazing businesses on Main Street best movie theatre for rainy days, yummy restaurants!
31. I thought it was nice the mayor and tourism rep shared opening remarks at the gravel grind.

