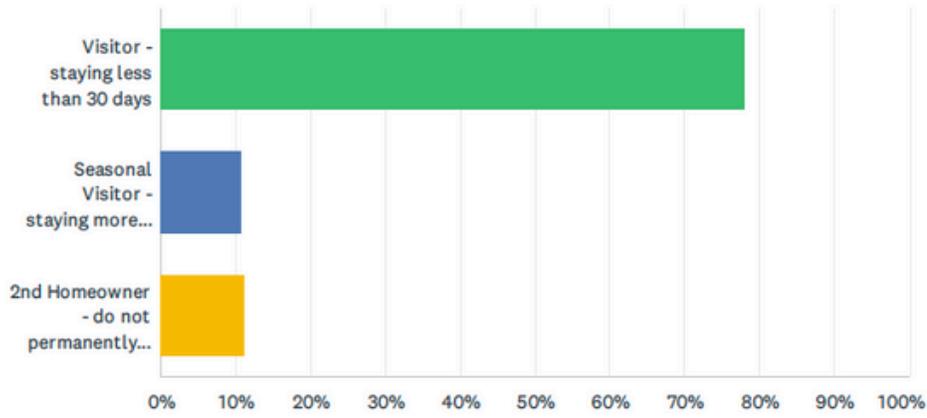




WINTER VISITOR SURVEY 2024-2025 RESULTS

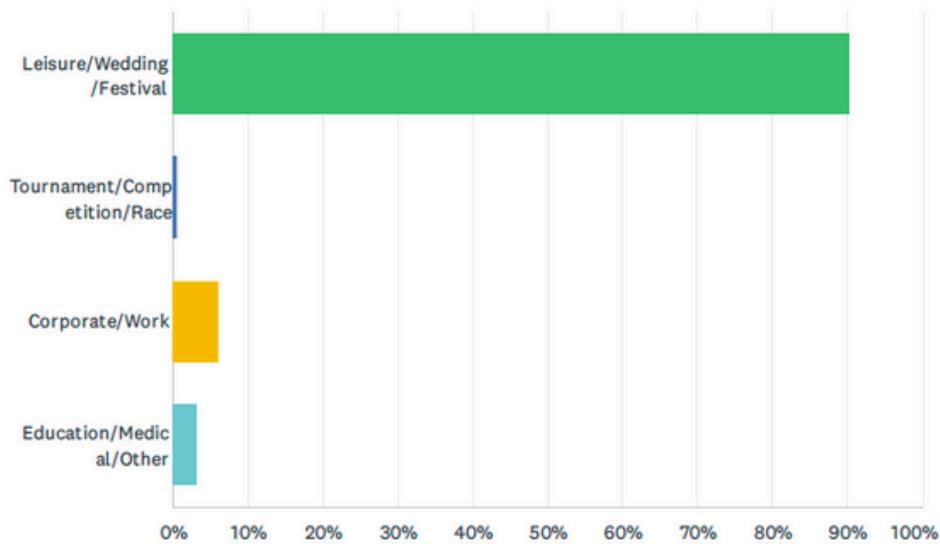
Q1 Are you a:

Answered: 251 Skipped: 0



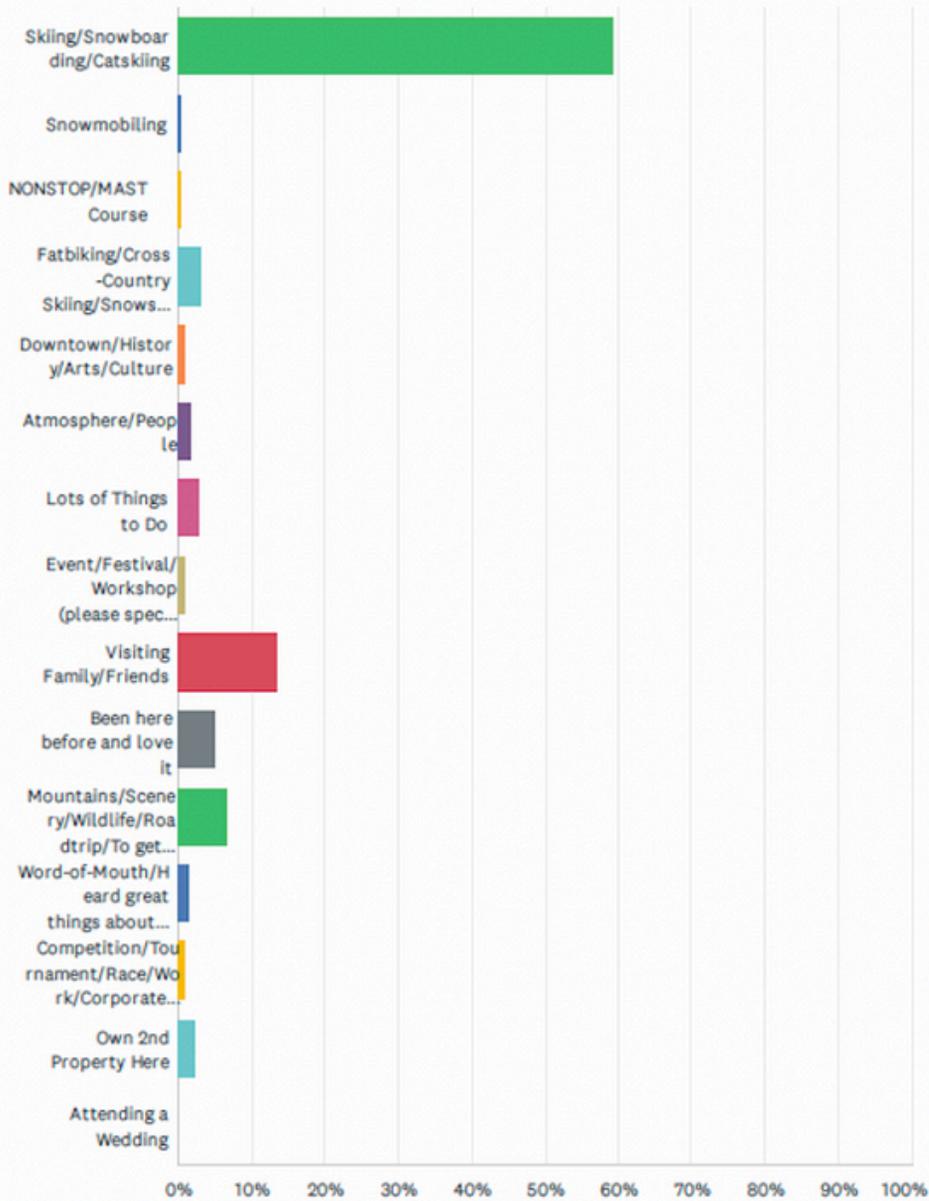
Q2 Purpose of Travel:

Answered: 251 Skipped: 0



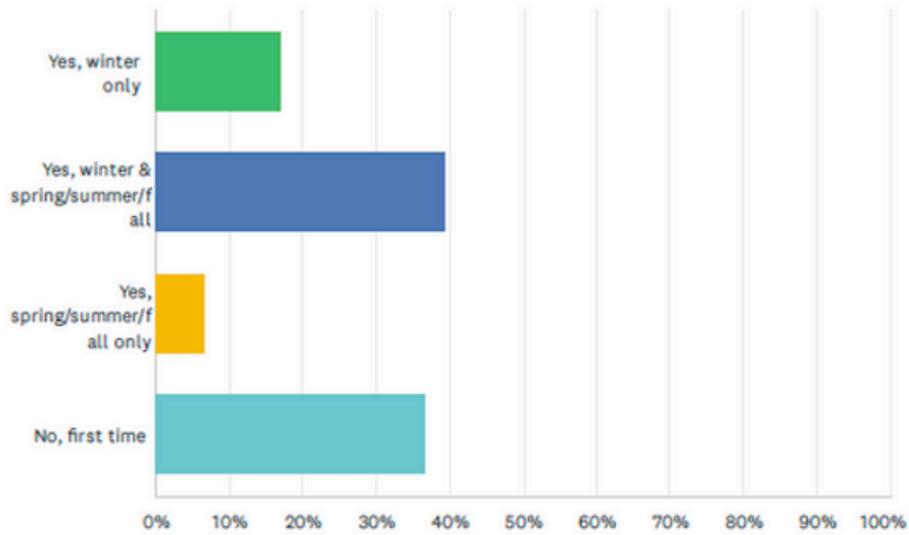
Q3 What was your PRIMARY leisure reason for coming to Fernie? Pick one answer.

Answered: 251 Skipped: 0



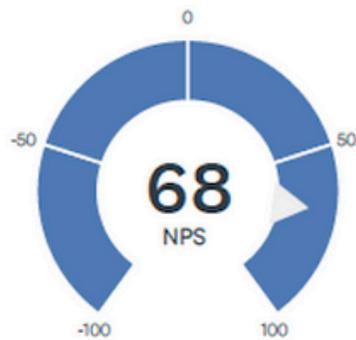
Q4 Have you been to Fernie before?

Answered: 251 Skipped: 0



Q5 How likely is it that you would recommend Fernie to a friend or colleague?

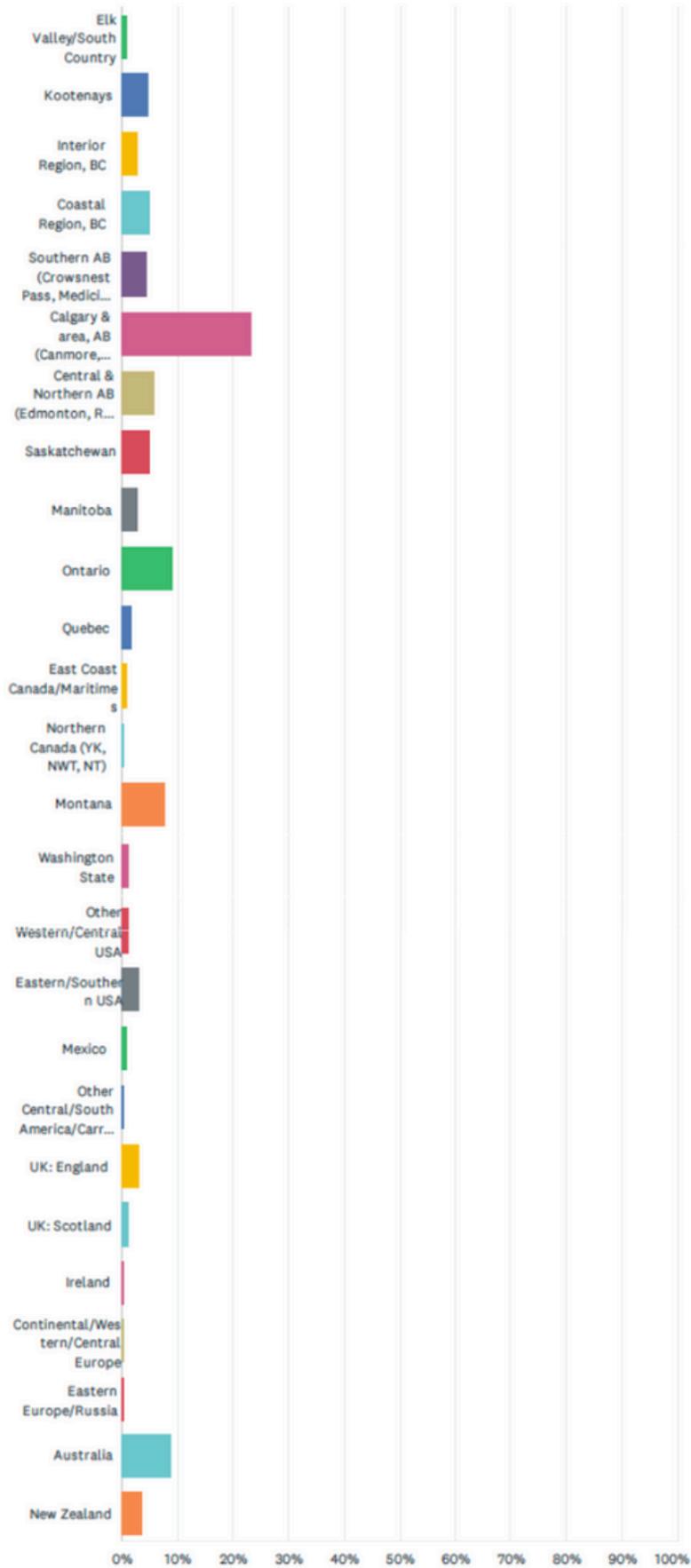
Answered: 251 Skipped: 0



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
4% 10	24% 60	72% 181	68

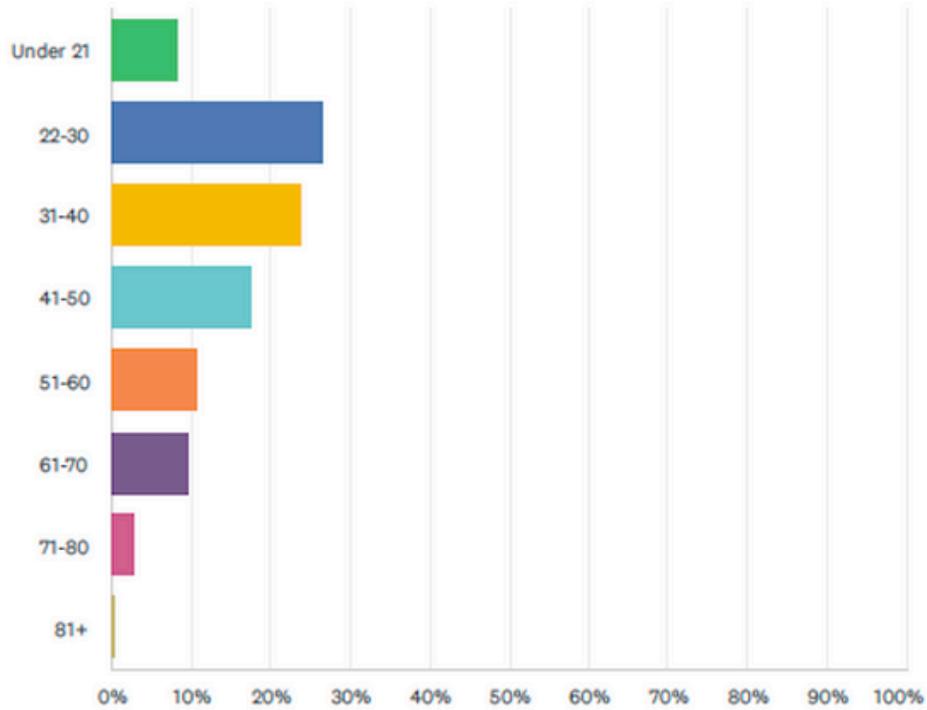
Q6 Where are you visiting from?

Answered: 251 Skipped: 0



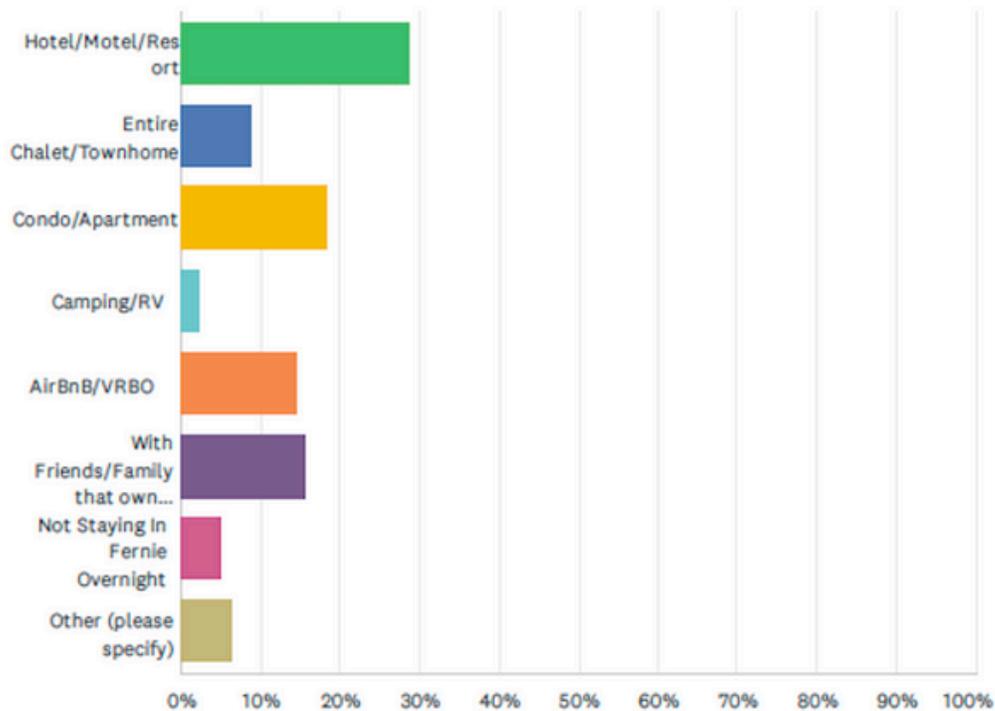
Q7 Your Age Category.

Answered: 251 Skipped: 0



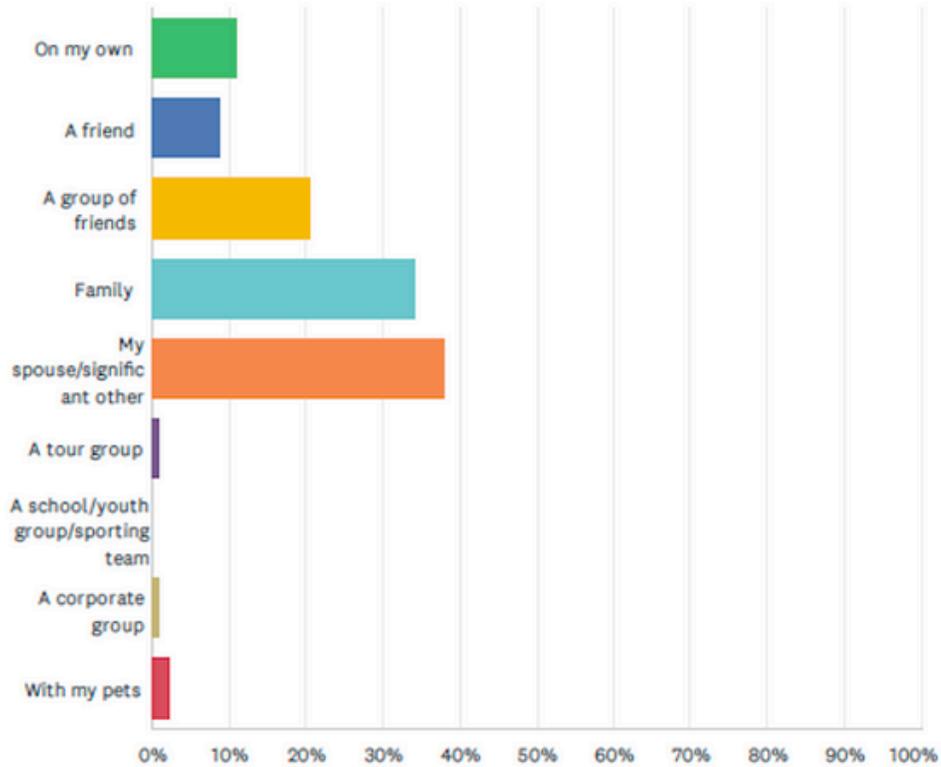
Q8 What TYPE of accommodation are you staying in?

Answered: 251 Skipped: 0



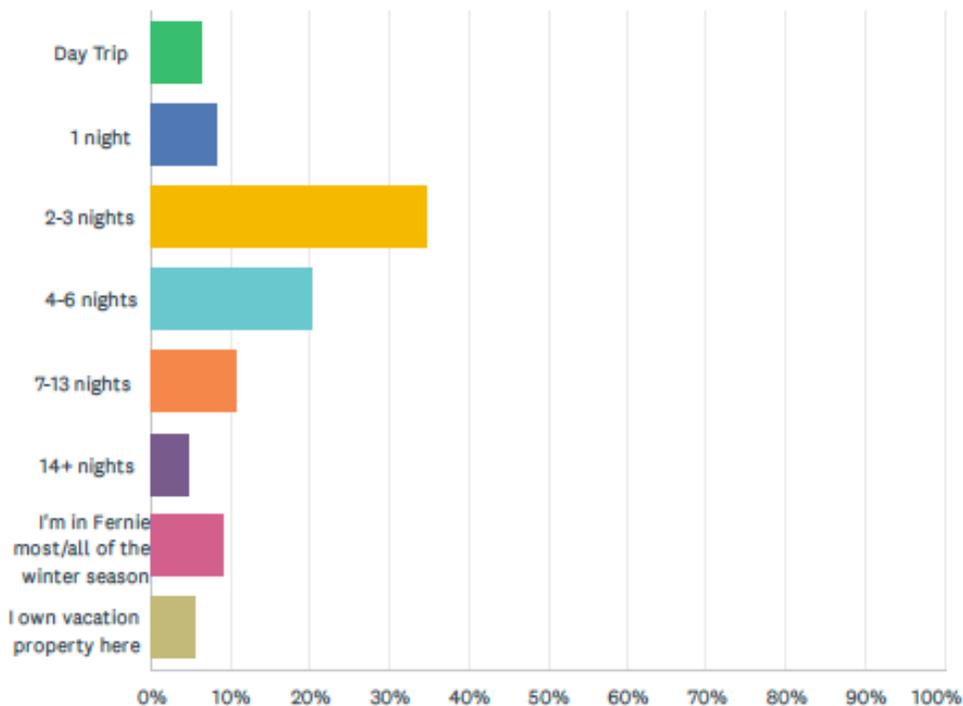
Q9 Who are you traveling with on this trip? Choose as many as applicable.

Answered: 251 Skipped: 0



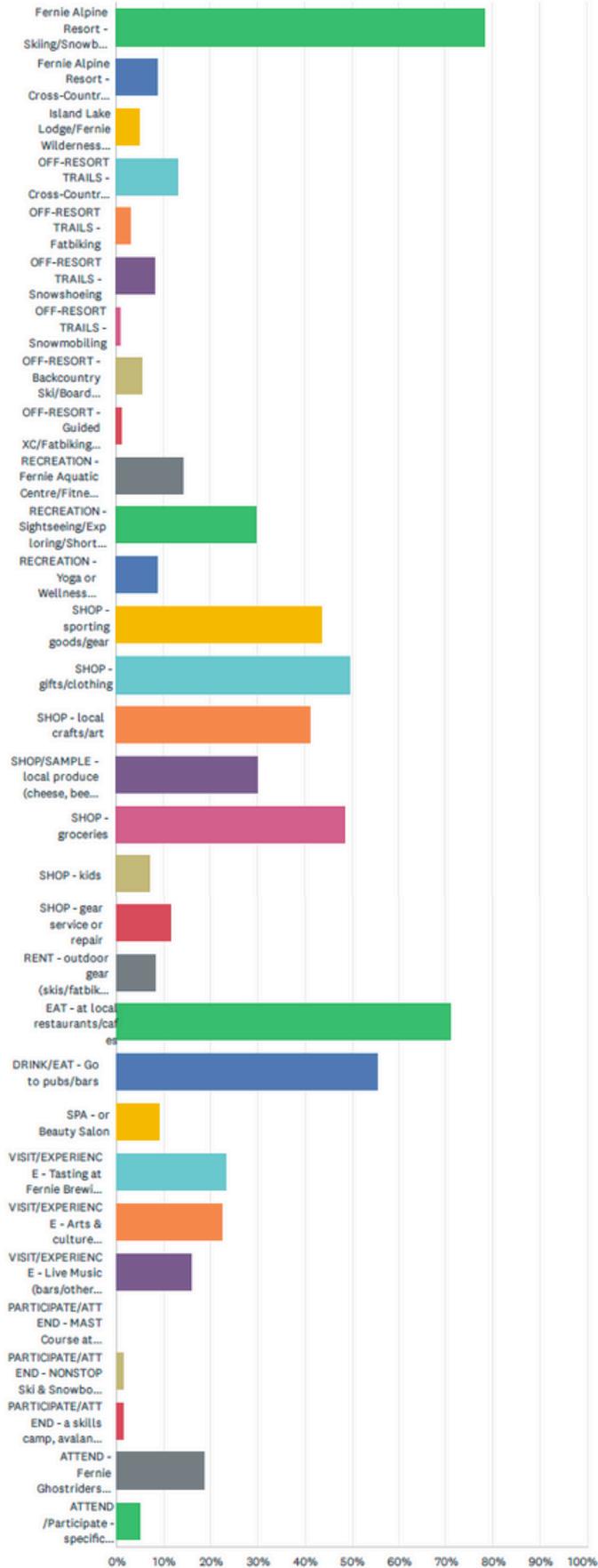
Q10 How long are you staying in Fernie?

Answered: 251 Skipped: 0



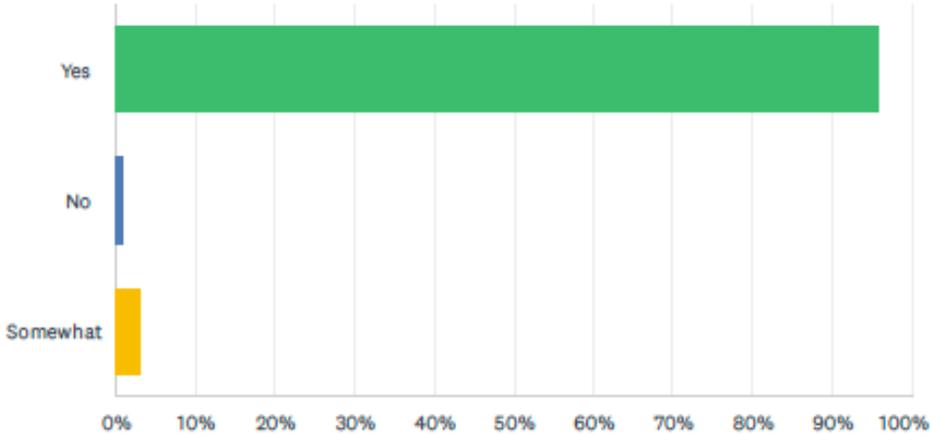
Q11 While in Fernie will you/did you do any of the following... Check all that apply.

Answered: 251 Skipped: 0



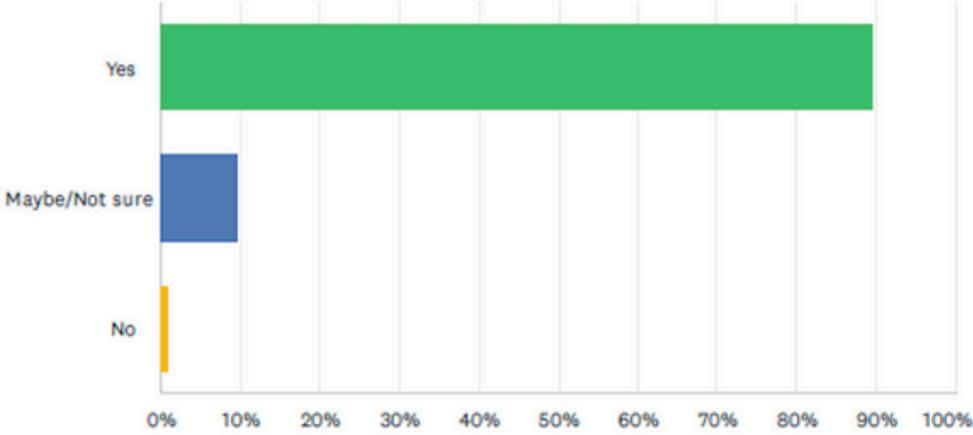
Q12 Has your visit met your expectations so far?

Answered: 251 Skipped: 0



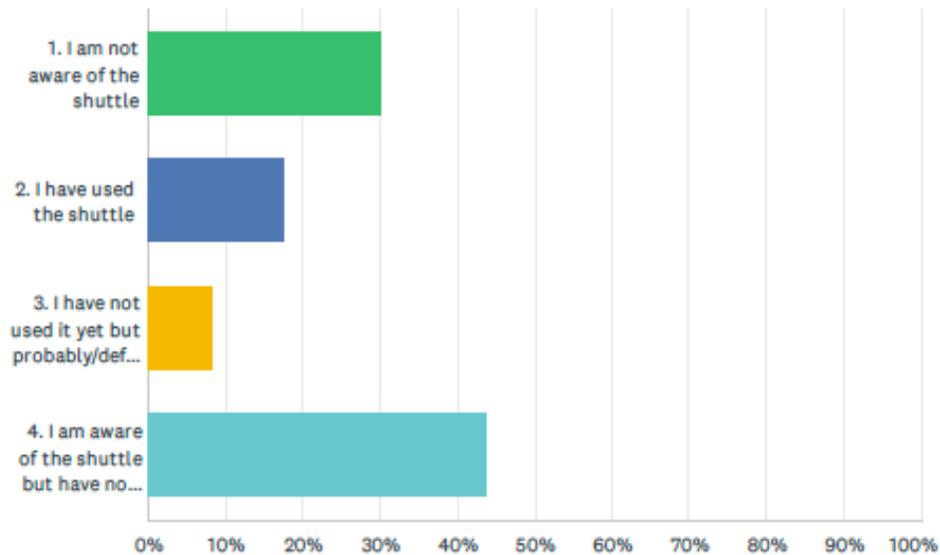
Q13 Will you return to Fernie?

Answered: 251 Skipped: 0



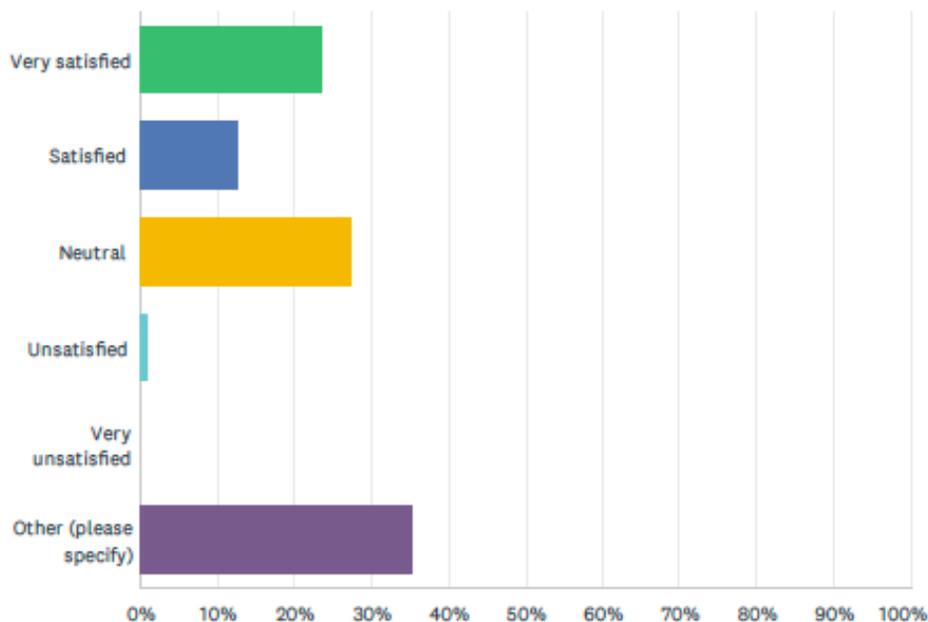
Q14 The Ferniestoke Shuttle service connects Fernie Alpine Resort to local accommodations and Historic Downtown Fernie. What is your experience of the service? For Shuttle info, visit www.fernieskishuttle.com.

Answered: 251 Skipped: 0



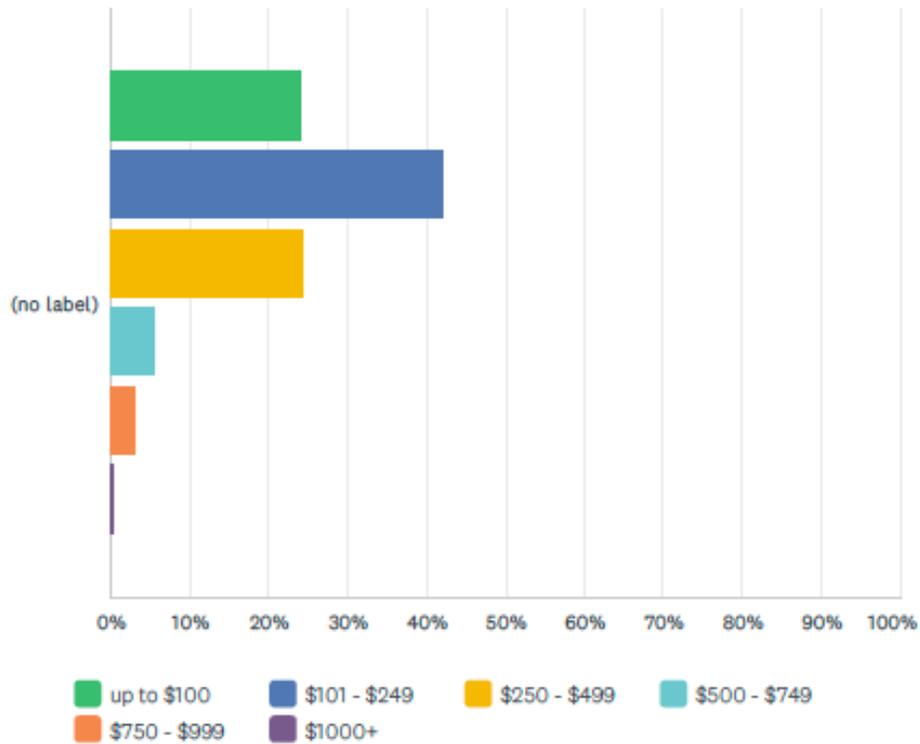
Q15 If you have used the Ferniestoke Shuttle and/or the Shuttle app, how was your experience?

Answered: 110 Skipped: 141



Q16 What is your approximate average daily budget/expected spend per person? (includes accommodation, local transportation, activities, f&b, entertainment & purchases. Does not include transportation to/from Fernie)

Answered: 249 Skipped: 2



Q17 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.

- Improved bus service to/from calgary
- More garbage cans down town
- More info on equipment needed for outdoor activities.
- Too much logging/ clear cutting
- Shops open later so can browse after a days skiing
- Better care of the roads and plowing
- Was not made aware of local hotels offering shuttle tokens, so paid for my shuttle x2 every day.
- Definitely the town needs a car rental or a better taxi service. I didn't know about the shuttle and depend on my friend schedule to go out
- More up to date ski conditions and if lifts are open
- The tax for the hotel was outrageous.
- Recycling facilities
- Cab services are limited ... uber?
- Maybe just a bit more promotion of events. I didn't know the banff film fest was on the other week due to lack of promotion.
- Mountain Pantry seems more focused on making money from alcohol rather than servicing those on the hill who arrive without last minute transport. It often runs out of milk - really annoyed if you have just arrived and don't have transport down the hill to get in supplies. and again vegetarian and healthy options are very limited. Some basic non-processed provisions would be good.
- The price of things
- Better signage on the runs at the downhill ski hill!
- The bins at fernie aquatic centre and town hall are often full and overfilled, which can attract wildlife.
- Off leash dog park
- Skating Rink was closed.
- Cranbrook airport transportation to fernie
- Getting to Fernie from Calgary
- cost of the shuttle
- taxi service
- Maps and trail signs could be better. On the slopes it's easy to get lost. Some of the skiers and borders do not look where they are going and come too close to slower skiers. This needs to be better regulated for safety
- parking
- Hours. Everything closes early.
- Walkability bikability, connection between Fernie west Fernie and ghost rider.
- Parking for hiking (Montane trails)
- More public washrooms at playgrounds for children
- Better bus system to connect to Calgary
- Would be awesome if there was a local outdoor skating rink
- Shuttle is a fabulous service but buses are very small and only once an hour. Skiers/boarders/guests are regularly stranded during busy periods.
- The garbage and recycling options for people who are not here during the week are limited and I over subscribed.
- Would consider using shuttle bus if it was free
- More food options on the hill
- Trailhead info
- The sidewalks were quite icy after the sun went down but manageable.

- Confusing website for aquatic centre. Hard to figure out pricing and facilities available.
- more information on local crafts/handmade items
- Free water at ski resort should be provided!!!
- More frequent buses to and from the mountain, especially during ski hours. Half an hour between buses would be better.
- Better on-hill dining options.
- The shuttle timetable and frequency
- Had an unfortunate incident at our hotel where they inadvertently checked/moved me out mid-stay (fortunately resolved now, but unfortunately no intention to compensate). Will not stay there again, as a result.
- On hill grocery store had a limited selection
- Better transfer arrangements from Calgary. It seems expensive, timings are often inconvenient for international travellers and you cannot rely on it running if a single or couple travelling unless you are prepared to pay the private hire rate. We end up buying a Cranbrook Calgary flight instead of doing a road transfer and friends collect us but this surely is a bigger carbon footprint than a group transfer by road vehicle.
- More options for taking visitors out for food at a restaurant would improve the overall experience of us and our guests.
- Events website
- Free shuttle service throughout year, better cab/taxi services.
- Transportation to a nearby city
- There are not any high end snowboard demos available. 2 folks in my group are quite disappointed. The rcr card system is a little confusing and led to me buying a day pass before realizing that it would be more cost effective to buy a card.
- Pricing. Grocery stores are absolutely ridiculous as well as restaurants, over priced and poor selection.
- Sidewalks and roads are often very icy and unsafe for walking.
- I think rcr should modernise the hill a bit. There's crumbling concrete stairs by the rental shop, the washrooms are iffy mid mountain, oil is dripping down from the chairs.
- The shuttle app could be better
- Sweep the streets
- Virtual golf
- The taxi service
- Food provisions on the hill - these have reduced over the years. No Rusty's no Big Bang Bagels, no lunchtime Snowcreek option and no Gabriella's. Food choices are particularly poor if vegetarian.
- lots of things closed on sundays
- Snow / ice removal on residential streets
- Maybe more effective plowing? Especially in residential areas
- Signage at the ski hill on runs!
- taxis! the shuttle couldn't get us from the pubs back to our hotel!
- Lift pass ticketing could be modernised
- The wifi access on the hill via Telus has been particularly problematic over the last week. We registered with Telus in our first week 18th December and it worked well then but more recently it does not hold the connection even when we 're register' requested to do. Trying to avoid big data charges from our phone providers and lack of good WIFI access is now a problem.
- The pool at the Stanford was a little cold.
- Information on local day hikes available at on hill rental
- If we don't feel welcome or needed. After 8 years we've already been there done that. So treating everyone like you want their business could use some work.. but I guess only if that's what your going for. Some places only need the locals so I fully understand making them the full priority. We've got our after adventure favorites and we'll keep going back.