

## Tourism



Fernie's world-renowned reputation among tourists is based on the ski resort and its awesome powder snow. A typical year now sees 300,000+ annual skier visits to Fernie. Summer activities are currently lower-profile, but similarly revered by those who have enjoyed fly-fishing the local streams, exploring the extensive hiking and mountain bike trail networks, and shopping in the historic downtown.

### GET IN ON THE GROUND FLOOR

Fernie is a well-established tourism destination, but still relatively young for a resort community. This means that a great window of opportunity exists for the farsighted entrepreneur to make a big impact on the future of Fernie. Land values are currently affordable in comparison to more developed resort destinations, and similarly, there is less competition for tourists' vacation dollars. As tourism in Fernie continues to increase, so do the opportunities for expanding available activities, services and amenities for this growing market segment. The range of possible businesses is limited only by your imagination!

- Food and accommodations
- Unique retail (i.e. indigenous products based on local production)
- Artistic and cultural tourism products and/or retail offerings
- Retail and repair in support of outdoor recreation (e.g. mountain biking, fly fishing, skiing/snowboarding)
- Tourism product opportunities of all kinds that are complementary to what has already been developed in Fernie
- Entertainment and outdoor activities