

INNOVISIONS

— & ASSOCIATES —



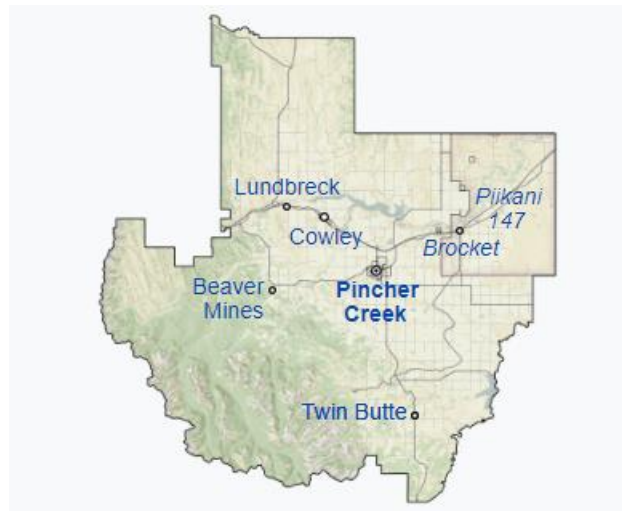
TOURISM ASSET INVENTORY

Town of Pincher Creek &
The Municipal District of Pincher Creek #9

The Town of Pincher and the MD of Pincher Creek - Tourism Asset Inventory

The following summary includes an inventory of tourism assets. These manmade and natural assets include: infrastructure; core services; and attractions in the Town of Pincher Creek and the MD of Pincher Creek #9 (which includes the hamlets of Lundbreck, Beaver Mines, Twin Butte, Brocket (Piikani Nation) and Castle Mountain Resort). These assets support and sustain tourism development in the area.

Figure 1: Tourism Inventory – Research Area



The tourism inventory is comprised of the following categories:

- Accommodations – hotel, motels, B&B's (including VRBO and Airbnb), camping sites, etc.
- Attractions – historical, natural, man-made, etc.
- Facilities – infrastructure used by tourists. E.g., recreation facilities, parks, walking trails, etc.
- Tourism operators – a range of core products and services
- Events – those which are larger in scale and/or occur annually attracting tourists

The information for the inventory was collected between August 15 and September 15, 2019. The research included both secondary research (primarily online) and primary interviews to confirm the number of rooms or sites for capacity estimates. At the time of the interviews, it was noted that no accommodations owner or operator actively tracks annual occupancy. In addition, a number of the B&B and VRBO accommodations listed online only operate seasonally or are not available on a consistent basis. For example, the Castle Mountain Resort 'Stay Castle' operates an accommodation rental pool. Private owners can opt to place their home in the rental pool when it is not in use. As a result, the rental options can range from 12 to 20 homes. Because private home owners can enter or withdraw their homes from the pool, a consistent number of available rental homes/beds cannot be accurately projected each month.

Tourism Categories

The inventory is comprised of five categories:

- 1) Accommodations
 - a) Hotels and motels
 - b) B&Bs, cabins and retreat facilities;
 - c) Alternative (VRBOs, Airbnb, personal cabins, seasonal lodges, etc.)
 - d) Camping
- 2) Events – annual events
- 3) Tourism Attractions
- 4) Food and Beverage Establishments
- 5) Facilities – Infrastructure

Tourism Asset Inventory

The following tables present a snapshot of the tourism inventory results. Note: please refer to the ‘Pincher Creek Tourism Inventory’ spreadsheet to view the raw data listed on eight separate worksheets (dated Sept. 19, 2019 - attached).

Table 1: Accommodations – Hotels and Motels (Sept. 2019)

Accommodations – hotels and motels	Total # of Rooms & # of beds	Estimated Annual Occupancy**
Ten hotels and/or motels in the Town of Pincher Creek & Castle Mountain Resort		Estimates ranged from 30 - 40% in the winter to 100% capacity in the summer months.
Total rooms	401~ total rooms*	
Projected number of beds	650 to 660~ beds***	

Note:

* Rooms are described in the following manner: Standard single room means 1 bed for 1 person regardless of bed size; standard double room means 1 room for 2 persons regardless of bed size; standard twin room mean 2-beds for 2 persons and those beds might be twin, double or queen size beds; and a family suite may contain a double, queen or king bed with a pull-out couch generally for three or more people.

** Estimated annual occupancy is the total number of guests. The numbers have been extracted from primary interviews conducted in August and September 2019.

*** It was noted some hotels/motels have ‘family rooms’ with twin or double rooms available with a double pull-out couch.

Table 2: Accommodations - B&Bs, Cabins & Retreat Facilities (Sept. 2019)

Accommodations – B&Bs, Cabins & Retreat Facilities	Total # of Rooms	Estimated Occupancy Capacity**
10 B&B’s in Pincher Creek & MD.*	50~	Estimated - potential capacity to host up to 125 to 135 ~ guests.

* Note: accommodations within this category operate 12 months of the year and serve breakfast. The majority of research in this category was secondary online research from websites produced by the operator of the accommodation.

** Estimated based on rooms, # of beds at full capacity = # of guests. Do not use this figure in revenue projections; it is purely for estimates of capacity.

Table 3: Alternative Accommodations – Airbnb, VRBO and Private Homes Listed Online (Sept. 15, 2019)

Alternative Accommodations – Airbnb, VRBO, Private Cabins and Homes Listed Online	Online number of rooms	Estimated Occupancy Capacity**
57 based on online listings	150 - 160~	Estimated - potential capacity to host up to 350 to 370~ guests.

* Note: *Castle Accommodations* handles a number of the accommodation listings for Castle Mountain at the website Stay Castle: <http://www.staycastle.ca/home/properties>. While other listings were found on properties for rent listings through VRBO, Airbnb, etc. The majority of research in this category was secondary online research therefore seasonality could not be confirmed.

** Estimated based on rooms, # of beds at full capacity = # of guests. Do not use this figure in revenue projections; it is purely for estimates of capacity.

Table 4: Alternative Accommodations – Camping

Alternative Accommodations – Overnight Camping & RV Sites	Total Sites*	Estimated Occupancy Capacity
20 campsites	623~	Not available

* Note: there is one camping establishment that projected they could accommodate 150 + more campers in a large open field if given adequate notice. This figure is not included in the number of sites posted in the table above.

Table 5: Events Likely to Draw Visitors from Outside the Region (Sept. 2019)

Major Annual Events	Total Events	Estimated Annual Attendance
30	165 – 200~	Not available

* Note: 29 key annual events are captured in the Excel spreadsheet. These events are *more likely* to draw tourists from outside the area. It is noted the Town and the MD host over 166 events (that are listed) and there are undoubtedly dozens more hosted by various community volunteer groups and charities.

Table 6: Tourist Attractions (Sept. 2019)

Key Tourist Attractions*	Location	Estimated Annual Visitors
8	Within the Town or MD	Not available

* Note: Key tourist attractions include man-made or natural attractions within the Town of Pincher Creek and the MD of Pincher Creek #9. While important, the inventory does not include key attractions such as Waterton Park, or recreational events that occur at those attractions such as ‘windsurfing at the Oldman River Provincial Park’.

Table 7: Food and Beverage Establishments (Sept. 2019)

Food and Beverage*	Seating Capacity	Liquor License
25	850 - 870~	15

* Note: Key data was provided by Pincher Creek’s Fire Chief Neumann regarding seating/occupancy data on Sept. 17, 2019. Establishments include restaurants, fast food franchises and convenience stores.

Table 8: Facilities (Sept. 2019)

Facilities/Built Infrastructure*
37~

* Note: Facilities include parks, community recreation centres, recreation and sporting facilities, the e-library, walking trails, skating and curling rink, etc.