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COMPANY PROFILE 2017

Kootenay Rockies Tourism is one of BC's five official Regional Destination Management Organizations (RDMO) and is contracted as a representative of Destination BC (DBC), the Provincial Destination Management Organization (PDMO). Kootenay Rockies Tourism has operated since 1978 and represents over 700 tourism businesses and operators. This includes resorts, accommodation properties, wellness retreats, golf, ski, adventure, communities, retail, food & beverage, transportation, arts & culture and attractions.

Our organization delivers marketing tactics on behalf of the Touring & Exploring sector and works with DBC on the delivery of their new programs, Remarkable Experiences and Destination Development. Our Media Relations and Travel Trade departments attend Canada's Media Marketplace, GO Media, Rendezvous Canada and Canada's West Marketplace.

The Kootenay Rockies region is located in the southern interior of BC, bordering Alberta and the U.S. and includes four National Parks (Yoho, Glacier, Mt. Revelstoke, Kootenay) as well as over 75 Provincial Parks. The Rocky Mountains rise in parallel with the ranges of the Purcell, Selkirk & Monashee (Columbia Mountains).

Touring itineraries feature the gateway cities of Cranbrook, Calgary, Vancouver, Kelowna, Spokane and extend to the Thompson Okanagan, SW Alberta, N Idaho & NW Montana. Three airports service our region; the Canadian Rockies International Airport (YXC) is located in Cranbrook, the West Kootenay Regional Airport (YCG) is in Castlegar and the Trail Airport (YZZ) is in Trail.

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KootenayRockies.com



KootenayBrochures.ca

Principal touring products include sightseeing, wildlife viewing, hot springs, culture, attractions, heritage, natural history, festivals, events & soft adventure.

A range of accommodation choices include hotels, alpine lodges, resorts, RV parks, guest ranches, bed & breakfasts, campgrounds, vacation homes, dome cottages, hostels, cabins & oTENTiks.

Known as the Powder Highway, the area has the highest concentration of ski experiences in the world. Birthplace of heli-skiing (1965) and snow cat-skiing (1975). Eight lift serviced ski resorts and over 60 on-snow providers in the region.

Canada's Golf Destination; the region showcases over 25 championship 18-hole golf resorts.

Mountain Biking parks at ski resorts, cross-country epics, guided backcountry excursions, road cycling loops & rail trails.

Six natural Hot Springs resorts and a number of backcountry hot springs located in wilderness settings.

More products include artisans, industrial tours, performing arts, wineries, wildlife viewing, adventure playgrounds, hiking, fishing, watersports & culinary delights.