

## 2014 Company Profile

### KOOTENAY ROCKIES TOURISM

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Corporate website:  
[www.KRTourism.ca](http://www.KRTourism.ca)

Kootenay  
Rockies  
REGION



Kootenay Rockies is one of British Columbia's six official regional Destination Management Organizations (DMO) and is contracted as a representative of Tourism British Columbia.

Our organization has operated since 1978 and currently represents over 600 tourism businesses and operators including resorts, accommodation properties, wellness retreats, attractions, adventure operators, communities, retail, food & beverage, transportation, arts/culture and entertainment.

Our tourism region is located in the southeast corner of British Columbia, bordering Alberta and the United States, and includes four National Parks (Yoho, Kootenay, Glacier and Mt. Revelstoke); as well as over 75 Provincial Parks. Hot springs (both natural and developed) are located throughout the region.

We have one international airport near Cranbrook, the Canadian Rockies International and two regional airports, Castlegar & Trail.

\* Our organization coordinates tourism marketing initiatives including advertising, trade & consumer shows, media relations, FAM trips, community marketing initiatives and visitor fulfillment/planning assistance.

\* Touring itineraries offer gateways of Cranbrook, Calgary, Vancouver, Kelowna, Spokane, and include the Kootenay Rockies region, the Thompson Okanagan, Banff and southern Alberta.

\* Our principal touring products include sightseeing, hot springs, attractions, culture, heritage, and natural history.

\* We represent adventure and eco-tourism operators offering a full range of outdoor activities.

\* The Kootenay Rockies is 'Canada's Golf Destination' featuring 27, 18-hole golf resorts.

\* We represent a wide range of accommodation properties including hotels, alpine lodges, resorts, guest ranches, B&B and vacation homes.

\* Winter products include eight ski/snowboard resorts and over 60 backcountry operators (heli, snow-cat, touring & Nordic skiing). Plus, multi-day snowmobiling and other snowsport activities.

\* Our attractions, cultural & heritage products include artisans, festivals & events, industrial tours, sports, performing arts and wine tours.

### Stay Connected!

Social, App or web – the choice is yours.

[www.KootenayRockies.mobi](http://www.KootenayRockies.mobi)



APP



KootRock  
PowderHighway

[KootenayGolfDeals.ca](http://KootenayGolfDeals.ca)

[KootenayBrochures.ca](http://KootenayBrochures.ca)

[PowderHighway.com](http://PowderHighway.com)