



KOOTENAY ROCKIES TOURISM ASSOCIATION

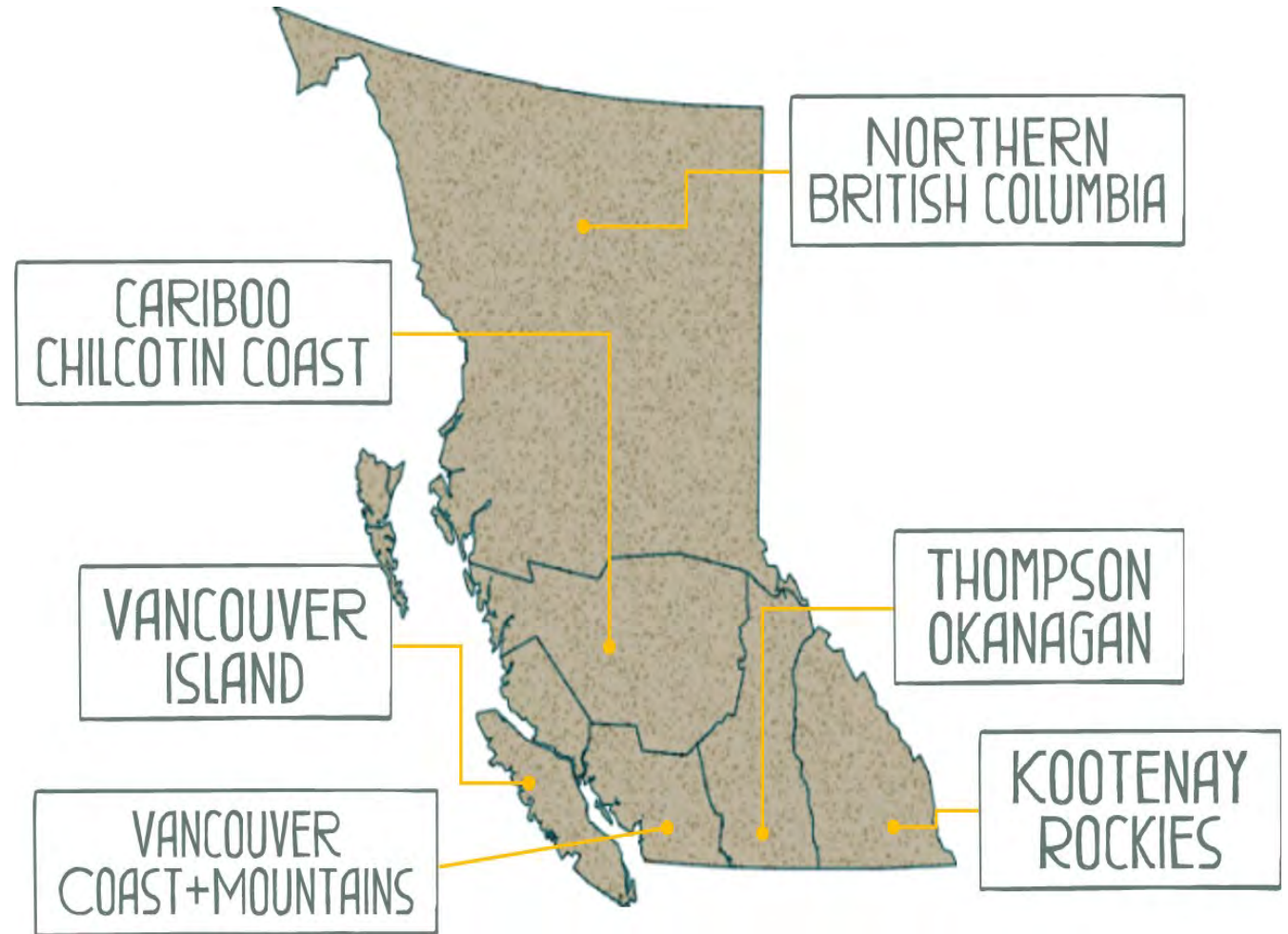
GROWING THE INDUSTRY TOGETHER

CORE PROGRAMS

- Destination Development Program
- Remarkable Experiences Program
- Content Creation as per a Provincial Content Calendar
- Travel Trade and Travel Media

DISCRETIONARY PROGRAMS

- Touring and Exploring Marketing
- Destination Experience Programs – Industry Development & Partnerships
- Social Media Management



KOOTENAY ROCKIES REGION

OPEN POOL AND SECTOR FUNDING FY17-18

Plus

- CANADA'S WEST SKI AREAS ASSOCIATION - \$250K
- ABORIGINAL TOURISM BC - \$1 Mill.

Region by partner	KR
	Sum of Contribution as per revised application
BC Ale Trail	\$32,030.00
RDMO	\$32,030.00
Castlegar	\$5,000.00
Community	\$5,000.00
Columbia Valley	\$112,000.00
Community	\$65,000.00
Private Sector	\$47,000.00
Fernie et al (MyKootenays)	\$20,000.00
Community	\$10,500.00
Private Sector	\$9,500.00
Fish BC	\$7,000.00
Community	\$7,000.00
Golf	\$41,250.00
Private Sector	\$41,250.00
Lower Columbia	\$34,956.57
Community	\$25,062.72
Private Sector	\$9,893.85
Nelson Kootenay Lake	\$65,000.00
Community	\$65,000.00
Grand Total	\$317,236.57

WILDFIRE FUNDING

\$30,000 received from Destination BC

- Driving business to stakeholders this fall
- CTA - Packages & Deals on regional consumer site – KootenayRockies.com

\$200,000 received from the Ministry

- Eligible for administration costs up to 25%
- \$87,500 to be spent in FY2017-18
- \$112,500 to be spent in FY2018-19

- Strategic planning with DBC, TOTA and CCCTA
- With community and regional partner input
- Visit the ‘Interior of BC’ will be the focal message
- Aligned with Super Natural BC brand
- Regional call to action
- Includes content acquisitions plans



TOURING & EXPLORING MARKETING

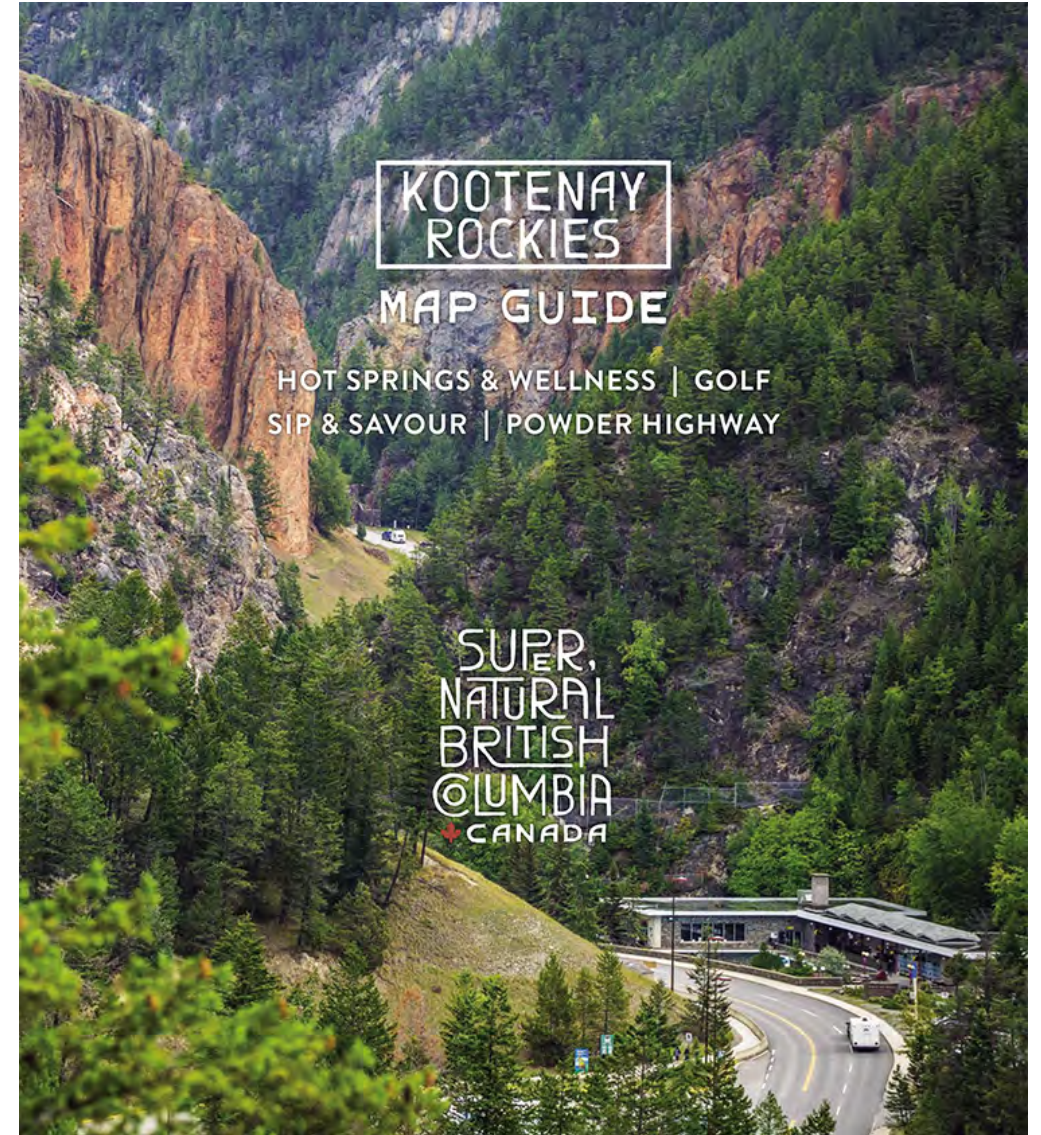
WENDY VAN PUYMBROECK

2018 Touring & Exploring Guide

- Communities, Corridors, Activities
- 32+ pages - 70,000 copies
- NEW - winter experiences/products

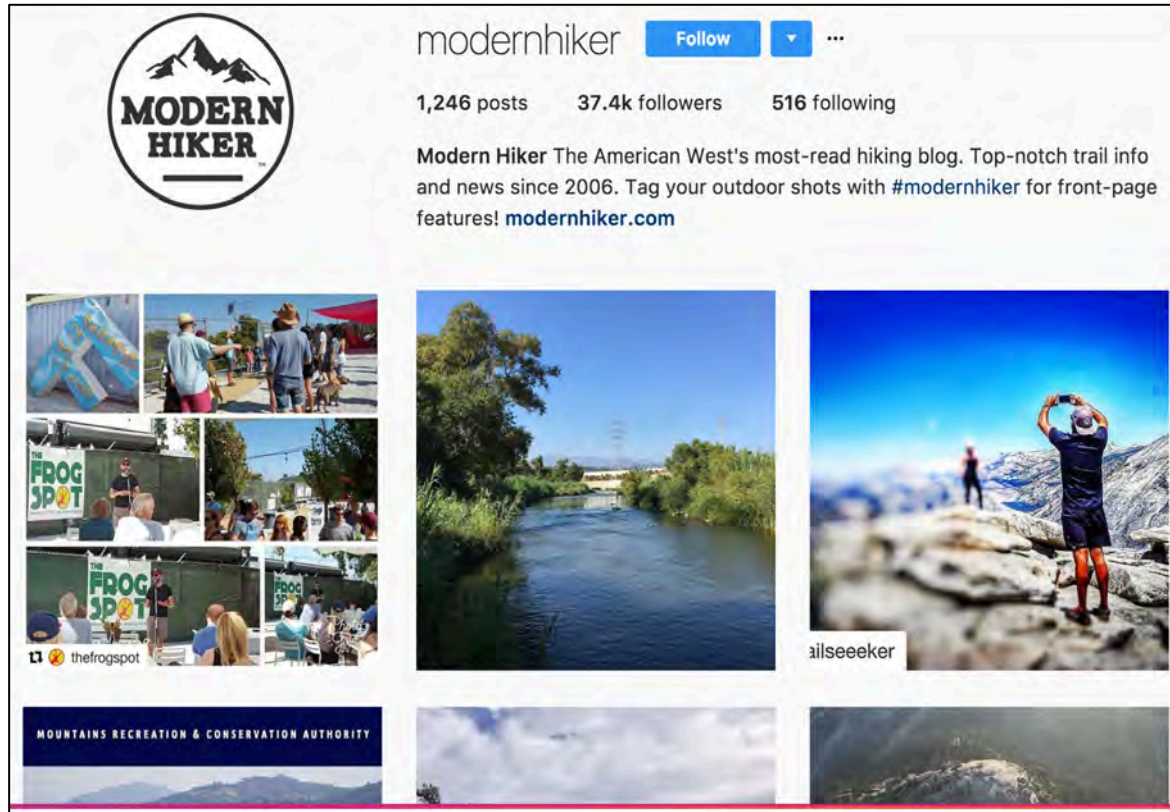
NEW – Map Guide

- Passion-based maps
- 50,000 printed
- Ale Trail, Wineries
- Hot Springs/Wellness
- Golf Resorts
- Winter experiences





TOURING & EXPLORING MARKETING



MODERN HIKER

modernhiker [Follow](#) [...](#)

1,246 posts 37.4k followers 516 following

Modern Hiker The American West's most-read hiking blog. Top-notch trail info and news since 2006. Tag your outdoor shots with #modernhiker for front-page features! modernhiker.com

[thefrogspot](#)

[allseeker](#)

MOUNTAINS RECREATION & CONSERVATION AUTHORITY



TOURING & EXPLORING MARKETING

THE BC ALE TRAIL

ARRIVE THIRSTY,
LEAVE INSPIRED.

BCALETRAIL.CA



*All things come to an end, and so did our journey when we reached the end
of the main street in Reykjavik*

We caught glimpses of faces at most of the windows peering curiously at us and watching our progress through the town. Many of the members of the groups, by the wayside saluted as we passed by—the Icelanders are a polite people, as a rule, and they doff their head-gear in salutation to strangers. So we progressed, being saluted, and acknowledging the salutes. It was a sort of triumphal entry, for the news had been carried forward by one of the guides, who was some little distance ahead with some of the pack-ponies, that we had just crossed the country by way of the uninhabited interior. All things come to an end, and so did our journey



CROWDRIFF – UGC PLATFORM

The screenshot displays the CrowdRiff UGC platform interface. On the left is a navigation sidebar with a blue header containing a menu icon and the 'CrowdRiff' logo. Below the header are icons for home, folders, a shield, and an information icon. The sidebar lists asset categories: 'All Assets' (highlighted), 'Social Assets', 'Uploaded Assets', 'Rights-Approved Assets', and 'Slack Assets'. A section titled 'Looking to get more assets!?' provides three steps: 1. Upload assets from your computer, 2. Add social trackers to bring in more assets from social media, and 3. Connect Slack. At the bottom of the sidebar is a 'Feedback & Support' button with a question mark icon.

The main content area features a search bar at the top with the text 'Search your assets'. Below it is an 'Insights' section with a line graph showing activity over time. The graph is labeled 'Recent activity.' and has a time range from '30 days ago' to 'Today'. The graph shows a relatively flat line with a slight downward trend at the end.

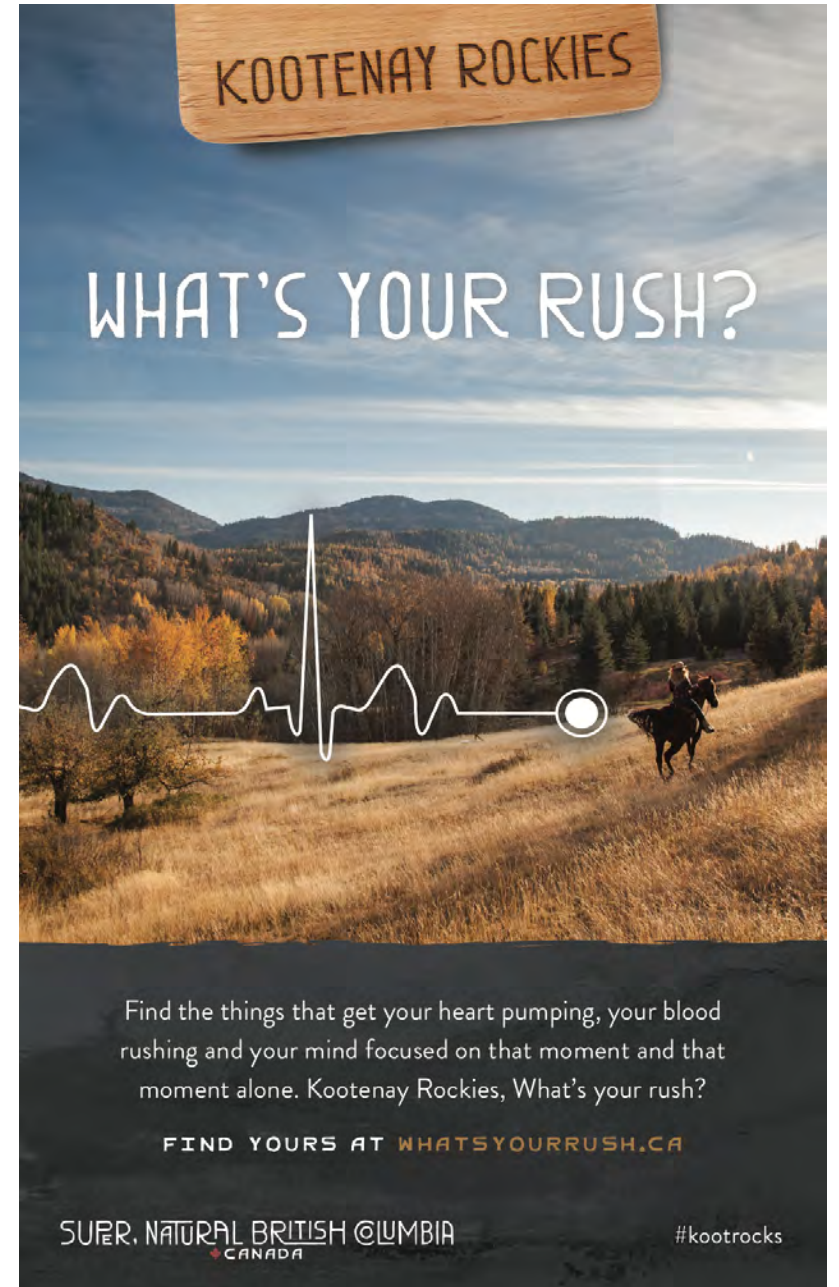
Below the graph are two tables. The first table, 'Top locations.', lists locations in British Columbia and their associated asset counts:

Location	Count
Revelstoke, British Columbia	7.6K
Nelson, British Columbia	7.1K
Fernie, British Columbia	6.1K
Golden, British Columbia	5.0K
Yoho National Park	3.10K

The second table, 'Top contributors.', lists contributors and their asset counts:

Contributor	Count
Lost Kootenays	10.4K
Nelson Kootenay Lake Tourism	3.10K
Kootenay Rockies-BC's Mountain Playground	3.1K
Gerald Vaughan-Irving	1.5K
into_the_wild_off_leash	1.3K

At the bottom of the interface is a horizontal strip of image thumbnails. From left to right, they show: a scenic view of a lake and mountains, a person sitting on a grassy field with bicycles, a black sign with the text 'APPOINTMENT AVAILABLE' in white, and a product shot of a green apple in a clear container next to yellow packaging.



GOOGLE SEARCH

Kootenay Rockies | Journey Into The Wild

<https://www.kootenayrockies.com/> ▼

Welcome to the **Kootenay Rockies**, a mountain oriented vacation region, situated in the southeastern corner of Super, Natural British Columbia.

[Circle Routes](#) · [Ghost Towns](#) · [Border Crossing](#) · [Skate/Bike Parks](#)

Kootenay Rockies | Destination BC - Official Site - Hello BC

<https://www.hellobc.com/kootenay-rockies.aspx> ▼

An overview of the **Kootenay Rockies** region of British Columbia including information about sights, events, activities, accommodation, culture, history and things ...

[Accommodations | Kootenay ...](#) · [Regional Geography](#) · [Culture & History](#)

Kootenay Rockies | Tourism Partners Site

<https://www.krtourism.ca/> ▼

Oct 5, 2017 - Join the **Kootenay Rockies** Tourism staff, Board of Directors and guest ... and the **Kootenay Rockies** Tourism Association (KRT) with financial ...

Kootenay Rockies | Travel British Columbia

www.travel-british-columbia.com/kootenay/ ▼

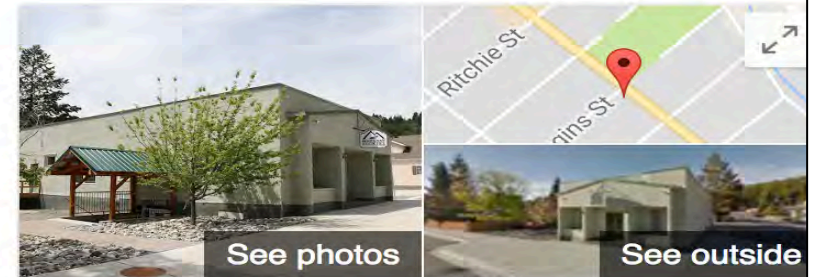
The **Kootenay Rockies** region of British Columbia is abundant with spectacular mountain scenery and wildlife. The region spreads from the Okanagan Valley in ...

Kootenay Rockies Tourism 2017: Best of Kootenay Rockies, British ...

<https://www.tripadvisor.ca> > [Canada](#) > [British Columbia](#) ▼

Kootenay Rockies Tourism: TripAdvisor has 126343 reviews of **Kootenay Rockies** Hotels, Attractions, and Restaurants making it your best **Kootenay Rockies** ...

Images for kootenay rockies



Kootenay Rockies Tourism ★

[Website](#)

[Directions](#)

5.0 ★★★★★ 4 Google reviews

Marketing agency in Kimberley, British Columbia

Address: 1905 Warren Ave, Kimberley, BC V1A 1S2

Hours: Closed today ▼

Phone: (250) 427-4838

Province: British Columbia

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REMARKABLE EXPERIENCES

SHANNON HARRISON

Remarkable Experiences: An exceptional experience that triggers a consumer to share via word of mouth and/or results in a repeat visit.

Remarkable Destination: A collection of exceptional experiences and products within a destination that result in a high Net Promoter Score and is recommended via word-of-mouth.

REMARKABLE EXPERIENCES

A training program designed to provide valuable tools to assist individual businesses to design memorable travel experiences (Experience Design), encourage the visitor to book now (Digital Marketing) and activate your advocates (Social Media Marketing).

Third year to deliver this program

- Fernie - 2015/16
- Golden/Revelstoke - 2016/17
- West Kootenays/Slocan Valley (Nelson) – Nov 1-2 and Dec 5-6
- East Kootenays/Creston Valley(Cranbrook) – Jan 9-10 and Feb 6-7

Destination BC wishes to elevate BC and make it the most recommended destination in North America. In partnership with regional businesses they have provided the knowledge, to our partners to become the best digital marketers they can be.

CONTENT MARKETING

Kootenay Rockies to source and provide relevant, timely content supporting local tourism product and experiences to assist with Destination BC (DBC) social media and content initiatives

- On-brand regional imagery

- HelloBC blog stories

- Special Projects i.e. Google Trekker

Influencer trip coordination ranging from collaboration with DBC team on support, trip itinerary; development & any supplier engagement

Assist DBC with education on the value of social media activities and how to engage with DBC's various social media channels

Quarterly Planning Calls with Destination BC on content curation and strategy.



Roadside Attractions: Big Stuff in BC

By [Tammy Gagne](#) JULY 28, 2017

British Columbia is bursting with big. Towering trees, mountains, and endless ocean prove the point, but there are also a lot of oversized roadside attractions to discover. Spice up your next road trip with these big photo ops.



5 Gentle Hikes in BC's National Parks

By [Tiffany Lewis](#) AUGUST 8, 2017

When you think of British Columbia, you think of nature: commanding mountain ranges, clear alpine lakes, lush forests, and oceans teeming with life. One of the best ways to immerse yourself in all that natural beauty is by lacing up your hiking boots, grabbing your backpack, and hitting one of BC's



10 Best Summer Beers on the BC Ale Trail

By [Joe Wiebe](#) MAY 15, 2017

With summer on the horizon, the [BC Ale Trail](#) has handpicked 10 of the best local craft breweries. The best part? Beer lovers can sample the brews right from the source.

#KOOTROCKS



Facebook - KootRocks

- 8,656,564 Impressions
- 5,450,090 Users Reached
- 103,183 Engagements
- 39,552 Link Clicks
- Posts - 12 per week
 - WYR, UGC, Blogs, Stakeholder

Facebook – KootRocks4Life

- 43,518 Impressions
- 32,417 Users Reached
- 505 Engagements
- 181 Link Clicks

Facebook – Powder Highway

- 316,017 Impressions
- 221,896 Users Reached
- 1,253 Engagements
- 1,198 Link Clicks

Instagram

- 82,707 Engagements
- 5 UGC Posts per week
- 1 Guest Grammer each month

Blogs

- Shared 46 HelloBC stories
- 1 KootRocks blog per week
- Re-share KR & Stakeholder blogs

DESTINATION DEVELOPMENT PLANNING

EMILIE CAYER-HUARD

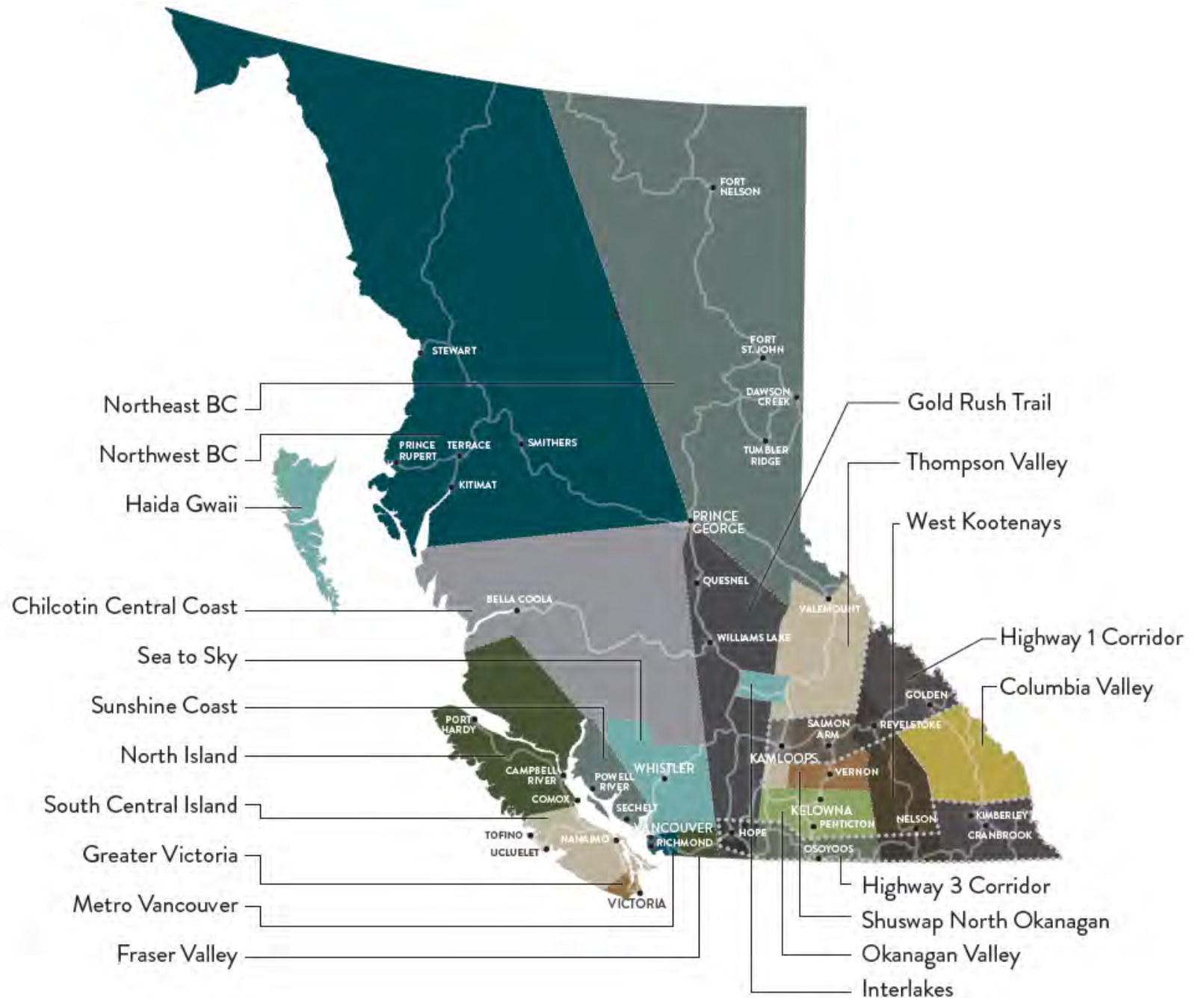
PROGRAM GOALS

1. Create 10-year strategic plans for tourism development and improve return-on-investment for government and private sector investments in tourism; and
2. Elevate British Columbia's ability to compete as a premium destination
3. Make British Columbia the most highly recommended destination in North America.

DESTINATION DEVELOPMENT

PROVINCIAL PLANNING AREAS

20 AREAS IDENTIFIED



DESTINATION DEVELOPMENT PLANNING



INDUSTRY DEVELOPMENT

Key partnerships

- Ktunaxa Nation
- Accelerate Kootenay
- Imagine Kootenay
- go2HR

Initiatives

- Tourism Career Awareness & Workforce Development
- Professional development and learning opportunities
- Ktunaxa Branding Initiative
- Electric Road Trips



TRADE & MEDIA

Attend 4 annual trade & media shows as part of Team BC presence

- Rendezvous Canada
- Canada's West Marketplace

- Go Media
- Media Marketplace



BC MEDIA RELATIONS TEAM



THE GREAT TRAIL MEDIA TRIP



THE AMAZING RACE CANADA

