

Kootenay Rockies Tourism Association



Annual Report
April 1, 2014 to March 31, 2015

Annual General Meeting & Tourism Industry Conference
October 6-7, 2015

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Message from Kathy Cooper - CEO

Welcome to all of you here today at this, our 38th Annual General Meeting and Tourism Industry Conference. We are delighted that so many of you were able to join us in the beautiful City of Revelstoke to take part in this event. We hope you will learn, laugh, meet new friends, reacquaint with old ones & enjoy the warmth of this wonderful community!

The past year has been one of significant change and uncertainty for our organization's future role. We learned of impending major reductions to the programs we had been delivering on behalf of the province for many years. We learned that our entire operational structure was potentially going to be affected in a dramatic way and that the reduction of our program offerings would impact our stakeholders' significantly.

Throughout all the uncertainty of the past year, we kept our focus on one very important thing and that was 'continuing to do our job', to the very best of our collective ability to ensure the program tactics delivered were relevant to you and would help with your efforts towards success as a tourism business. The team at Kootenay Rockies Tourism continued working on initiatives every day on behalf of our industry stakeholders to promote our beautiful corner of the province and increase the awareness of all the truly great experiences we offer visitors, throughout the entire region.

I can say with confidence that we have come out on the other side of the uncertainty and the next phase of our organization as a RDMO is about to unfold and our role has become much clearer. We continue to work closely with Destination BC and I am happy to report that we have come to a greater level of understanding on our place within their new Corporate Strategy.

For many of you, changes to the way you work with cooperative funding opportunities is close at hand as well and we are fortunate today to have Destination BC (DBC) staff here to speak on the new cooperative marketing program. We will also hear more from DBC today on the new brand and next steps with the rollout.

To learn more about the entire provincial corporate strategy, I would like to remind you of the Tourism Industry Conference being held in Vancouver October 19-21. Following that event, we will host two important roadshows to provide you, the stakeholder, with more information on the new direction both Destination BC and Kootenay Rockies Tourism will take beginning next fiscal. The 'Winning Together' roadshows will be held in Cranbrook (Oct 27) and Revelstoke (Oct 30). Please mark your calendar and be sure to attend.

Please don't hesitate to ask any one of our team members for further details on these events or questions you may have on new program areas and marketing opportunities.

We are excited to have a fantastic line up of speakers presenting on timely topics at this year's conference. We hope you enjoy your time with your tourism industry colleagues, our speakers, DBC staff, our Board and staff.

Thank you for coming and we look forward to working with you in new ways as we enter this next phase of tourism's evolution!

Message from Mike Smith – Board Chair

This is my last year as Chair of the Board of Directors of Kootenay Rockies Tourism (KRT) and ends a long run of thirty-five years in this position. It has been a privilege to be involved with such a strong organization and so many great staff over the years.

The past year was a busy and eventful time, and I am pleased that our new relationship with Destination BC (DBC) has evolved into a solid partnership. I am also pleased to report that KRT is actively included as part of the planning process with DBC.

In the past, our main focus has been to provide cooperative marketing opportunities for businesses and communities within the region and promote this area to consumers, in order to increase visitation and subsequent tourism revenue. Destination BC's new corporate direction will bring significant changes to the role of the RDMOs.

While our organization's role will still involve consumer marketing, this role has significantly decreased, and efforts will shift to include building its capacity as the Regional Destination Development and Management body.

Kootenay Rockies Tourism recognizes the uniqueness of each of the communities and sub-regions the region includes and is committed to tailoring the Regional Strategy accordingly.

We are entering an exciting new era in tourism, and I look forward to our new roles unfolding next fiscal, as identified by Destination BC.

My sincere thanks to our CEO, Kathy Cooper and her team on doing an outstanding job, especially during this period of transition.

Corporate Structure & Background

Kootenay Rockies Tourism operates out of 1905 Warren Avenue in Kimberley, BC and was founded as a non-profit society in 1978. The society has established corporate Governance documents including the mandate and purpose of the organization.

Association Mandate

To enhance the regional visitor economy for the benefit of business and communities through destination marketing and management initiatives.

Association Vision

Kootenay Rockies Tourism will be recognized as an industry-leading Destination Management Organization (DMO).

Association Mission

To provide regional tourism businesses and communities with diverse opportunities to participate in cost-effective, collaborative marketing initiatives that drive business to the partner while developing and enhancing overall awareness of the Kootenay Rockies region. To provide the regional tourism industry an effective, informed voice and resource to advance the collective well being of the industry.

Association Governance Policies

The purpose of the Board of Directors of Kootenay Rockies Tourism is to establish strategic direction to achieve the Association's mission within legal & ethical boundaries and within the Board's policies.

2013 – 2015 Board of Directors

Chair: *Mike Smith* – Links Consulting

Vice Chair: *Ken Fisher*, conferred

Vice Chair: *Thom Tischik* – Revelstoke Accommodation Association

Secretary/Treasurer: *Douglas McIntosh* – Lake Windermere Pointe Resort

Directors:

Tyler Beckley – Three Bars Guest Ranch

Keith Powell – Koocanusa Publications

Tom Rosner – Resorts of the Canadian Rockies

Deanne Steven – Tourism Rossland

Ken Wilder – Mountain & Valley DMO, Invermere Panorama

Organizational Structure

Team Members & Roles

Kathy Cooper, Chief Executive Officer	<p>Determines Association values, mission, vision, short & long term goals along with the Board of Directors.</p> <p>Works with Destination BC on Association contracts and strategic alignment. Provides general oversight of all Association activities, staff roles and assures a smoothly functioning, efficient & financially healthy organization.</p>
Wendy Van Puymbroeck, Manager, Partnership Marketing	<p>Strategic planning, budget preparation and financial reporting for Tourism Partners programs.</p> <p>Communication strategy and implementation for stakeholders including public presentation of DBC & KRT programs.</p>
Shannon Harrison, Coordinator, Partnership Marketing	<p>Coordination of Tourism Partners program projects.</p> <p>Program communication to stakeholders. Monthly project reporting. Social Media management and implementation.</p>
Karen Cook, Publications & E-Marketing	<p>Budgeting, sales, page layout, content management for annual guide and multi-year specialty print pieces.</p> <p>Management of image banks, corporate & consumer domains – web & APP. Program advisory for DBC's refresh of HelloBC.com.</p>
Kathy Cooper, Travel Trade	<p>Pre-show research, collateral preparation, appointment scheduling and post show follow up for 2 main tradeshow – RVC & CWM.</p> <p>Working with DBC as part of Team BC. Planning & execution of Tour Operator in-region FAM tours. Stakeholder liaison for travel trade.</p>
Heidi Korven, Media Relations	<p>Pre-show research, collateral preparation and post show follow up for 2 Media Marketplace events – Canada's Media Marketplace & Go Media.</p> <p>All Media queries, press trip planning and coordination. Dedicated regional specialist and contact. Working with DBC as part of Team BC.</p>
Emilie Cayer-Huard, Community Development	<p>Community consultation, preparation and delivery of the Tourism Foundations and Tourism Opportunities programs.</p> <p>Monthly/quarterly/annual reporting to DBC - monthly conference calls.</p> <p>Project administration including project design approvals, claims reimbursement and deliverables as per DBC.</p>
Corinne Crowder, Administration Assistant	<p>General administrative support, reception, brochure fulfillment and database management.</p>
Bonnie Castle-Dixon, Accounting	<p>Accounts receivable & payable. Financial reconciliation, audit preparation. Monthly reporting.</p>

Corporate Priorities

1. To work with and maintain a strong partnership with the Provincial Destination Marketing Organization, Destination BC and to support and stimulate ongoing growth of the tourism industry in the Kootenay Rockies region.
2. Kootenay Rockies Tourism will be working with Destination BC in the area of Destination Development. One of the key elements to effective development would begin with a regional strategy. We believe this will provide the organization with focused direction aimed at growth, and will strengthen the awareness of the value of tourism within our boundaries. It will broaden the stakeholder engagement and support, as well as create a greater degree of alignment within organizations and industry throughout our region.
3. Increase vacation and getaway visitor traffic throughout the entire region. Increase tourism revenue and incremental expenditure.
4. Maximize the value propositions available to visitors travelling in the Kootenay Rockies region. Facilitate the development of packages and cross-promotions that maximize the visitor experience and revenue potential.
5. Continue to provide innovative marketing opportunities for our regional stakeholders.
6. Continue to work with our communities and all industry partners to become market ready.
7. Work with appropriate stakeholder groups to increase access into and throughout the region.
8. Working with our stakeholders to assist in developing a high level of customer service and remarkable experiences. (KRT is currently managing the Remarkable Experiences pilot project in Fernie).
9. Increase Social Media content and engagement to achieve a high Net Promoter score.

Provincial Alignment

As the Regional DMO, we will look to align and strengthen Destination BC's provincial direction as identified in the new Corporate Strategy. We will lead the regional marketing effort within the new Touring and Exploring program by focusing on expanding and elevating the existing marketing opportunities to present the products collectively through various media. Our regional touring itineraries will be enhanced further and we will be looking to create new opportunities for cross-region and cross-border itinerary development.

When visitors have remarkable experiences, they share their travel stories with friends, family colleagues and thousands of other people they reach through their social networks.¹ Working with Destination BC, Kootenay Rockies will be part of the program focused on enhancing the remarkable experiences we can offer.

Destination BC has identified five iconic experiences that showcase those aspects of BC in a compelling way:

- Canadian Rockies
- Rainforests
- Cities in Wilderness
- Ocean Coast
- Ski

Visitors come to the Kootenay Rockies for a rich palette of recreational activities that includes world class hiking, biking, climbing, river rafting, fishing, canoeing, wildlife viewing, golfing. The region is home to 4 of the 7 national parks in BC and over 75 provincial parks. Most hot springs in Canada occur in BC and the Kootenay Rockies region is blessed with many that range from wonderful resorts to wilderness backcountry pools. The region boasts the highest concentration of lift serviced, heli, cat and backcountry skiing anywhere in the world. Each of the towns and communities in the region has their own Victorian history and charm, an escape from the large urban centres.

¹ Destination BC: Our Corporate Strategy – November 4, 2014

Tourism Partners Program

Executive Summary

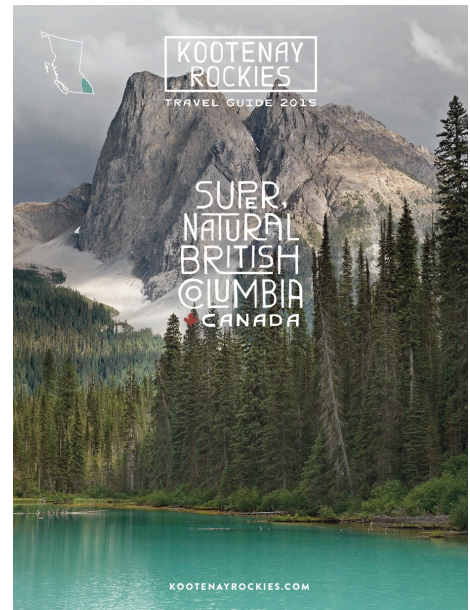
The primary market for the Kootenay Rockies region is Canadian regional with the main focus being Alberta. The region experiences predominately “close in” or “fly drive” visitation, so overall expenditures tend to be directed at the 3-5 hour drive radius. In FY15, the combined BC and Canadian regional markets command 63% of the Tourism Partners budget. Other Canada follows with 15% and US regional is at 13%.

Further targeting the US visitor there is an additional 8% allocated to California and other USA. Cross border initiatives include the National Geographic endorsed Crown of the Continent map guide – a partnership with Travel Alberta, Travel Montana and Kootenay Rockies. We participated in long haul RV traveller shows in Florida and Los Angeles for the Touring sector and consumer shows in Seattle, and Boston for the Ski sector, Spokane for the Golf sector.

The Europe and Asia Pacific budgets continue to be a small percentage of the budget (1% each) as the product marketing messages are primarily delivered through travel trade and media initiatives.

Marketing strategy and tactics meetings are held with the stakeholders in the Ski and Golf sectors annually. Throughout the year we invited stakeholder feedback and suggestions on new projects to be included in the Tourism Partners plan.

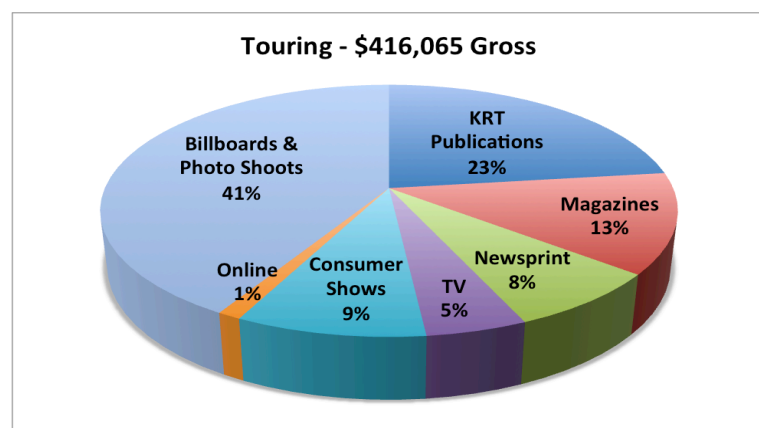
The Tourism Partners program FY14 budget was **\$610,039**. After the transfer of **\$12,425** to the Trade & Media activities, the available budget was **\$597,614**. Kootenay Rockies stakeholder financial participation was **\$562,062**. This effectively doubles the available marketing budget to **\$1,159,676**, and gives our region a significant impact in our targeted primary markets. There were **31** unique project types (print, radio, TV, consumer shows, out-of-home signage, photo shoots and online) and that resulted in **over 100 million** impressions that feature both the regional and provincial brand.



Our stakeholders value these opportunities to maximize their marketing dollars. Last year we were able to leverage dollars for **190** of our marketing partners through our Tourism Partner Program initiatives.

Tourism Partners Program

Touring Sector



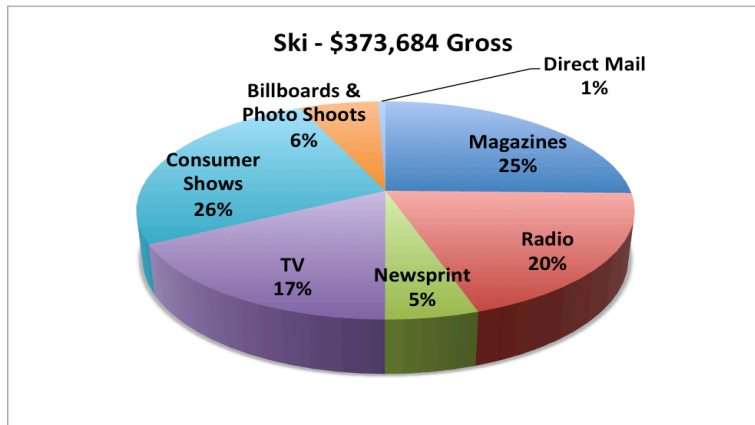
Touring is a major component of the visitor industry in the region. The Touring budget includes projects directed at the FIT, touring and destination visitors. It includes attractions, festivals & events, wellness, recreation (soft adventure) and getaway vacations.

Key Performance Indicators

Annual Travel Guide	52 page - 82 advertisers – 100,000 circulation (FY15) – with new SNBC brand Regional Highlights & Map, Special Events, Touring Attractions by Community, Hot Springs & Wellness, Parks, Adventure, Accommodation & Campgrounds Available in print, online – KootenayBrochures.ca and Apple Newsstand
Crown of the Continent	2-side Map Guide - 200,000 circulation National Geographic, Kootenay Rockies, Travel Alberta & Montana Tourism NEW Website: CrownoftheContinent.NatGeoTourism.com – 89,346 visitors – 27% increase from FY14
Consumer Shows	5 shows – Alberta & USA – 97,876 combined attendance - 17 stakeholders in FY15
Google Street View Photo Tour	360 degree view of stakeholder business property, for Google business listings, Kootenay APP and as a feature video on stakeholder website. (42 in FY15)
Magazines	Calgary Bride, RV West & Van Dop Cultural Guide – 29 advertisers – 158,000 impressions - 30% increase from FY14
Newspapers	Calgary, Lethbridge Herald & Spokesman Review – 20 advertisers – 981,400 impressions
Television	4 week campaign of 15 second spots – averaging 77 commercials per stakeholder on CTV Alberta – 7,026,424 impressions - 4 stakeholders participated
Billboards	Hwy 1, Hwy 93/95, Spokane Airport – 15,347,326 impressions – 11 billboards (+4 new compared to FY14). Regional billboards at YXC & YCG – 167,000 impressions
Photo Shoots	Photo shoots by 2 CDMOs during summer 2014

Tourism Partner Program

Ski Sector



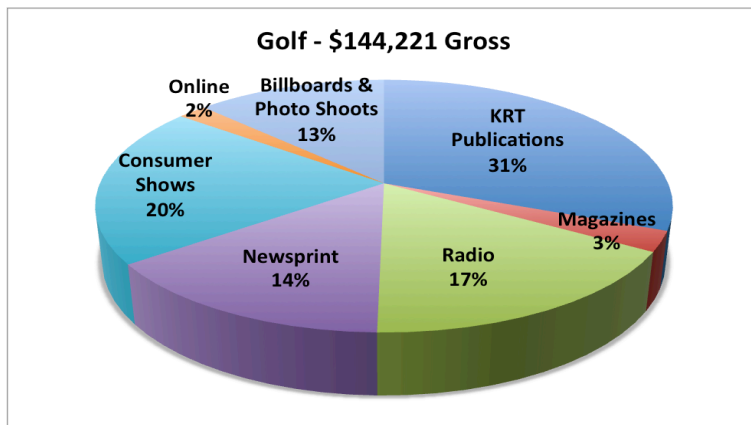
The region boasts the highest concentration of lift, heli & cat-skiing and backcountry lodges anywhere in the world. There are 8 alpine ski resorts, 16 heli ski operators, 14 snow cat operators, 23 backcountry operators and 11 nordic. This sector has marketed collectively for over 25 years with KRT including the past 8 years under the unifying theme and positioning – the POWDER HIGHWAY™.

Key Performance Indicators

Powder Highway Ski & Snowboard Map Guide	2 sided Map Guide – 2 nd year of distribution – 160,000 printed in FY14 - ongoing distribution FY15 Key print piece at Ski Consumer shows
Consumer Shows	8 shows – Alberta, Ontario & USA – 108,500 combined attendance - 42 stakeholders in FY15
Magazines	National publications including Backcountry, Kootenay Mountain Culture, Powder, SBC Resort Guide, Ski Canada, SKI, Skiing – 22 advertisers – 660,500 impressions
Newspaper	Calgary Herald & Edmonton Journal – Discover Winter - 3 stakeholders participated for 824,000 impressions
Television	Global BC and Global Calgary – Alpine resorts only – 7 of the 8 resorts participate in AB, 2 of the 8 resorts participate in BC – 36,459,000 impressions over 2 TV stations
Radio	British Columbia, Alberta and Washington stations – 5 of the 8 Alpine resorts participated – 11,500,000 impressions combined
Photo Shoots	Photo shoots by 12 CDMO's and winter product operators during winter 2014/2015

Tourism Partners Program

Golf Sector



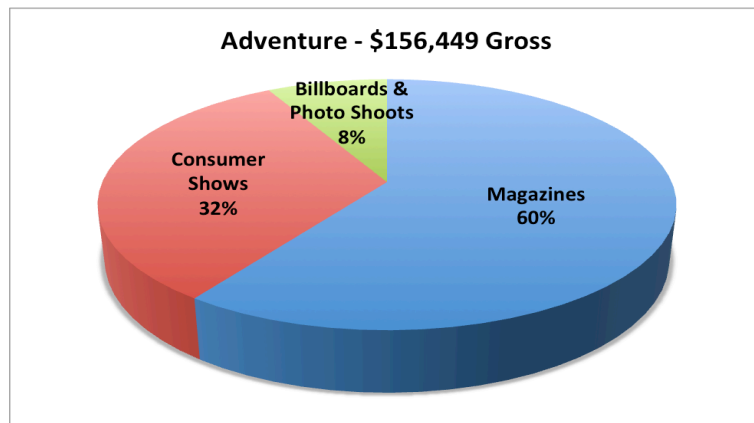
Golf vacations to the region deliver significant revenues and visitor numbers to most communities. We have 27 championship golf courses and 19 – 9-hole layout courses. Kootenay Rockies has been collecting and reporting on golf rounds played in the region annually for the past 9 years. For season 2014 the courses averaged a moderate increase of 2% over the previous season 2013.

Key Performance Indicators

Golf Vacation Guide	<p>24 page - 47 advertisers - 100,000 printed (FY15)</p> <p>Resort courses, 9-hole courses, Golf packagers and area accommodation along with regional map with courses flagged</p> <p>65,000 copies inserted into newspapers in Calgary Herald & Spokesman Review</p> <p>Available in print, online – KootenayBrochures.ca and Apple Newsstand</p>
Consumer Shows	3 shows – Alberta & Washington – 16,600 combined attendance – 25 stakeholders in FY15
Magazines	Score Golf – 3 advertisers (1 golf consortium) – 40,000 impressions
Radio	Alberta radio stations – 1 golf consortium participated – 6,120,000 impressions
Newspapers	<p>Calgary Herald – Discover Golf – 7 advertisers – 303,700 impressions</p> <p>Specially created flat sheet promoting golf specials and get-away packages of participating stakeholders inserted into Okotoks, Lethbridge & Fort MacMurray, Alberta newspapers – 7 advertisers – 50,750 impressions</p>
Billboards	Golf consortium advertising in the Columbia Valley to capture Alberta second home residents – 1,658,000 impressions
Photo Shoots	Photo shoots by 3 Resort courses during summer 2014
Online	Participation in an email newsletter by 1 golf consortium in advance of Spokane Golf Show to past attendees and subscribers. 28,000 impressions

Tourism Partners Program

Adventure Sector



Adventure sector marketing covers a wide range of outdoor activities in both summer and winter seasons. The budget is primarily split between outdoor adventure magazines and regional outdoor adventure consumer shows. Stakeholder product represented includes whitewater rafting, kayaking, snowmobiling, motorcycling, biking, hiking & fishing.

Key Performance Indicators

Consumer Shows	<p>11 shows – British Columbia, Alberta, Saskatchewan, Washington</p> <p>Fly-Fishing, Motorcycle, Snowmobile, Outdoor Adventure & Bike shows – 155,020 combined attendance</p> <p>38 stakeholders attending in FY15</p>
Magazines	<p>6 publications – Kootenay Mountain Culture, Where Canadian Rockies – summer 2014 - winter 14/15 - summer 2015, Mountain Sledder & Sno Rider – 35 advertisers – 755,000 impressions</p>
Photo Shoots	<p>Photo shoots by adventure product operators – 6 operators and/or CDMOs participated in summer 2014</p>
Mountain Bike Tourism	<p>Promotion of the 6 regional mountain bike videos includes FY15 to now.</p> <p>Impressions to date:</p> <p>42,915 views on PinkBike.com</p> <p>12,700 views on Mountain Bike Tourism's Vimeo channel</p> <p>Videos are embedded in 39 websites and blog posts</p>

Social Media & Online Marketing

Kootenay Rockies Tourism manages 13 online channels including: Facebook, Google+, LinkedIn, Instagram and Twitter for KootRock and the Powder Highway. The posts are a combination of trivia questions on regional imagery, landmark communities & tourism products, new product information, educational (did you know) and major festivals & events. We strive to keep the content 'original' and engaging and we love to share photos from our partners and fans. Destination BC is currently developing a Content strategy for the province and as the Regional DMO we will contribute to the content for the province to ensure the widest possible audience and engagement.

Key Performance Indicators

KootenayRockies.com Kootenay APP	<p>FY15 strategic plan directed all of our microsites to the new platform which is a mobile responsive website and the Kootenay APP.</p> <p>185 partners registered for enhanced listings to date.</p> <p>Accommodation, Dining, Shopping, Attractions, Communities, Recreation, Circle Routes and Hot Springs. Web links, social media links for sharing, video & audio clips, Google Street View Photo Tours, webcams, blogs, road reports, ferry schedules and more.</p> <p>16,500+ downloads of the APP – 38% increase from FY14 – over 1,200 partner pages – 300+ festival & events listings – interactive mapping, Near Me feature and Special Offers.</p>
KootenayBrochures.ca	<p>A microsite, which displays all print pieces for the Kootenay Rockies region. Guides are uploaded to a digital platform and the brochure cover is displayed on an online bookshelf. Consumers can view the brochure digitally, share with a friend or order hard copies. The site currently displays almost 100 regional product brochures.</p>
Facebook	<p>KootRock - 4,018 fans and Powder Highway - 7,494 fans @ March 31/15</p> <p>There were 130,844 interactions for both platforms in FY15, by 97,660 unique users leading to 4,597,842 impressions. Engagement FY15 to FY14:</p> <ul style="list-style-type: none"> • 170% increase in interactions • 156% increase in unique users • 42% increase in impressions.
Twitter	<p>KootRock - 3,239 followers – 29% increase from FY14</p> <p>Powder Highway - 3,841 followers – 30% increase from FY14</p>
Google+	<p>2 consumer accounts KootRock and PowderHighway along with a business account KootenayRockies. Over 361,000 views between the 3 accounts.</p>

Community Programs

Working with Destination BC to deliver the Community Tourism Foundations and Community Tourism Opportunities programs, Kootenay Rockies Tourism assists local tourism organizations in developing a comprehensive tourism plan and provides cooperative funding to implement the community driven tourism-marketing initiatives. Local tourism organizations participating in the Kootenay Rockies region include Community Destination Marketing Organizations (CDMO), Chambers of Commerce, local governments and Tourism Advisory Committees.

There are 14 communities in the region who have participated in the programs. As a result of the Community Foundations planning and tactics, 9 of the 14 communities have formed Community DMOs with access to the Municipal Regional District Tax funds to be used towards their marketing initiatives. To further expand tourism in the region, 7 of the communities have been successfully designated as Resort Municipalities and receive additional funding, which is directed at tourism infrastructure development.

Key Performance Indicators

Community Tourism Foundations	1 CTF session held in the region in FY15 (Nelson Kootenay Lake Tourism). KRT attends and presents information on DBC and KRT working together.
Community Tourism Opportunities	Working with 14 communities – 3 of which are consortium communities (Nelson Kootenay Lake, Rossland & Trail, West Kootenay Tourism Alliance) – to assist with community marketing projects – DBC budget of \$137,930 was cost shared with communities for a total of \$275,860 marketing impact. Single communities received \$8,400 and consortium communities received \$21,000 towards a 50/50 cost share in FY15
Tourism Business Essentials	Educate communities on program opportunities including the Tourism Business Essential manuals, Hello BC programs & Online Reputation Management Workshops and Board Governance Workshops

Community Programs

CTO Projects from FY15

Castlegar <p>Sculpture Walk signage and promo material, Sculpture Walk photo shoot and website enhancements, ad purchase in Castlegar Visitor Guide.</p>	Kimberley <p>Adventure map and production of a media kit including story writing.</p>
Cranbrook <p>Summer in the Rockies, event marketing, and Christmas in the Rockies campaign.</p>	Nakusp & West Kootenay Tourism Alliance <p>New Visitor Guide, brochure racks on ferry, art walk map and West Koot Route regional branding (website, rack cards & trademark)</p>
Creston <p>Farm to Food Guide, afterhours way finding, hiking map and trailhead signage, image bank enhancement & targeted ads.</p>	Nelson Kootenay Lake <p>Festivals and events promo video, website refresh, 108 blogs, and community specific marketing initiatives.</p>
Elkford <p>Promotion of the Community Conference Centre in magazine and at Canadian Rockies International Airport.</p>	Radium Hot Springs <p>Website enhancements, Radium Magazine, promo video, event promotion and consumer show collateral.</p>
Fernie <p>Summer marketing campaign including attendance at key events, Ski & Stay campaign, and a Wedding campaign.</p>	Revelstoke <p>Production of new collateral, promo video, and social media engagement campaign.</p>
Golden <p>Golden Mountain Festival event marketing, brand refresh and creations of a branded presentation folder.</p>	Rossland <p>Social media campaign, map production, regional golf marketing, Nordic ski ads, foreign language marketing, SEO and website enhancements.</p>
Invermere <p>TV winter campaign.</p>	Sparwood <p>Production of a promo video.</p>

Travel Trade

Working with Destination BC to establish strategic relationships with Receptive Tour Operators domestically and with international Tour Operators. Attending trade shows as determined by the DBC Travel Trade team to continue to build awareness with the Tour Operators on the Kootenay Rockies region and to have our export-ready tourism product included in more tariffs.



Key Performance Indicators

Trade Shows	Rendezvous Canada – 40+ appointments year over year Canada's West Marketplace – 30-40 appointments average National Tour Association – 20-25 appointments year over year (<i>We will not be attending in 2016</i>)
Sales Calls	Working with DBC as the lead – bi-annual sales training and updates with Jonview in Ontario & Quebec as well as RTOs in Alberta and British Columbia.
FAM Tours	Working with DBC's Trade team to organize FAM tours as requested. Our Travel Trade specialist handles all in-region aspects of the itinerary. This includes logistics, providing suppliers that fit, escorting and/or co-hosting the FAM.
Itinerary Development & New Product Research	Development of new itineraries & maintenance of existing Researching new export-ready products and businesses within our region.
Stakeholder Engagement	Stakeholder education on travel trade and export readiness.

Media Relations

Working with Destination BC to establish strategic relationships with Media domestically and internationally. Kootenay Rockies Tourism will attend media events as determined by the DBC Media team.

Our mission is to inspire and educate travellers through the travel media. We work on content development and deliver regional story ideas to the media. The FAMs and press trips would not be possible without the great support of our stakeholders in the region!

Some excellent results FY15 included:

- [Seattle Times](#)
- [BBC World TV](#)
- [Backpacker Magazine](#)
- [Globe & Mail](#)
- [Toronto Star](#)
- [Ski Magazine](#)
- [Men's Journal](#)
- [Destination Canada's 'Ski Canada' website](#)
- [Arcteryx blog](#)
- [National Geographic Traveler China](#)
- [Abenteuer und Reisen in Germany](#)

Key Performance Indicators

Media Shows	Go Media – 31 appointments in FY15 Media Marketplace - 23 appointments in FY15
Media events	Informal meetings with key in-market media to discuss story ideas and press trip opportunities. Held annually in Vancouver, Calgary, and Seattle.
Press Trips	Working with DBC's Vancouver and International Media team to execute press trips as requested. Our media relations specialist handles all in-region aspects of the itinerary. This includes logistics, providing suppliers that fit, leading and/or co-hosting the media. In FY15 we were involved in 28 press trips to the region including a group ski press trip along the Powder Highway, a large TV crew from Australia and a group press trip from China.

Going Forward

Over the years, Kootenay Rockies Tourism has established strong relationships with all of our communities, tourism businesses, local and regional governments, Destination British Columbia (DBC) and Destination Canada (formerly the CTC), International Travel Trade and Travel Media. We have also proven our leadership and capacity in implementing and delivering programs, listening to stakeholders and proactively developing customized solutions to generate awareness of the Kootenay Rockies region. The organization is now in the prime position to take the lead on the implementation of Destination Development work that DBC has identified, and guide the industry in fostering a winning vision for our destination.

We see potential goals for Regional Destination Development work as:

1. **Industry-driven:** The Strategy will be developed as a result of regional consultations and will build a vision for the Kootenay Rockies destination that resonates with, and is respectful of, its people, its culture and its values.
2. **Research-based:** Capitalizing on the wealth of research data on visitation, travel trends, spending patterns, consumer values, etc. acquired over the years and with the resources provided by DBC to capture current data.
3. **Customized:** Kootenay Rockies Tourism recognizes the uniqueness of each of the communities and sub-regions that the region includes and is committed to tailoring our focus accordingly.
4. **Integrated:** In Destination Development we will consider all aspects that compose the destination and will call upon other economic sectors to address common issues.
5. **Aligned with the BC and Canada Strategies:** Our regional Strategy will combine efforts and work in close partnership with Destination BC and Destination Canada, to contribute to enhancing the BC and Canada travel brands and use the resources available in a search for efficiency and economy of scale.
6. **Sustainable:** The Strategy will contribute to attract investments, spread the tourism revenues across the region and throughout the calendar year, contribute to job creation, enhance quality of life for residents, empower local organizations and businesses, while still protecting this region's uniqueness and its "sense of place". It will also consider the potential effects of climate change as it affects seasonal tourism operations.

Kootenay Rockies Tourism will embrace the new direction recommended by Destination BC and proactively assist businesses and communities throughout the region in fostering Remarkable Experiences, which will contribute in boosting word of mouth advocacy, awareness of the destination and businesses therein and a higher Net Promoter Score.

The Remarkable Experiences role would specifically involve:

- Providing mentoring and counseling to businesses and communities in experiential tourism development, marketing.
- Coordinating the delivery of specific training programs such as customer service, social media and online reputation, marketing & management of online channels.
- Acting as the business advisor.

As stated in the introduction, our role as your RDMO is entering a new phase of evolution, but we will still continue to offer valuable co-operative marketing opportunities within the Touring and Exploring program. The focus will be on expanding and enhancing marketing opportunities to present the products collectively through various mediums. The full Marketing Plan will be presented at the 'Winning Together' roadshows for stakeholder input.

We will work with community consortiums to help them with their plans for the new provincial co-op marketing program and we will coordinate with the sector organizations to ensure there are no significant gaps for marketing their products.

We will work through this transition period together and as an aligned industry with common goals, our Board and staff are confident we will achieve success for our industry.

Again, thank you for joining us! We hope you found it informative and had some fun.

Our final thought for you is: **The first step toward change is awareness**. We are here to help you succeed and we will do our best to keep you informed!



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