

WELCOME

AGM & TOURISM INDUSTRY CONFERENCE

OCTOBER 6-7, 2015



Our Future as an Organization

- Entering a new contract agreement with Destination BC which will see alignment within our organization to DBC's new corporate strategy and roles for RDMO's
- New roles within our organization begin April 1, 2016
- Preparation & planning is underway internally to adapt to new roles for April roll out

Roles - DBC

- Strategic leadership in provincial destination management;
- Primary operational role in demand generation (marketing);
- Enable destination development through partners.

Roles - RDMO

Strengthen DBC's Provincial strategy by:

- Supporting destination, experience, industry development;
- Curating content to support brand alignment;
- Supporting Travel Trade, Travel Media, Social Media;
- Leading regional marketing of Touring & Exploring

New Program Areas

- Destination Development
- Remarkable Experiences
- Touring & Exploring Co-operative Marketing
- Team BC participation with Travel Trade & Travel Media at shows and events

New Co-operative Partnerships Program

Reserved pool funds

RDMO's – Touring &
Exploring

CWSAA – Ski

AtBC – Aboriginal

Open pool funds

Consortia – 3 or more
communities

Corridors – eg. Alaska
Highway

Sectors – Golf, Fish, Wine,
Cruise, Adventure etc.

Destination Development Framework

- Led by the Ministry and DBC with RDMO as a strategic partner (JTST provides Minister with DDS policy direction by Nov 15, then direction letter to DBC)
- Region will provide input to framework, represent regional interests, encourage industry stakeholders to assist in asset development and collaboration

Destination Development Timelines

- Now – Mar '16 DBC with KRT input - Final timelines determined, resources developed
- Finalize sub regional clusters & stakeholder groups
- Roles/responsibilities determined and strategies created
- April '16 – May '17 - Execution of strategy is ongoing in region

Remarkable Experiences - Definitions

1. *REMARKABLE TOURISM PRODUCT*: “A tourism product with a high Net Promoter Score (NPS) and exceptional word of mouth stories that results in a repeat visit”
2. *REMARKABLE DESTINATION*: “A collection of exceptional experiences within a destination that have a high NPS score and that people recommend via word of mouth”
3. *REMARKABLE EXPERIENCE*: “An exceptional experience that triggers a consumer to share it via word of mouth and/or results in a repeat visit.”

Remarkable Experiences - Goals

- Encourage the enhancement of the experience offering in BC
- Enable industry to become savvy digital & Social Media marketers
- Increase the volume of positive word-of-mouth to generate recommendations, referrals and repeat business

Remarkable Experiences - How

- Creating clusters of related business
- Connect clusters to subject matter experts and educational curricula
- Share knowledge within the cluster
- Currently there is a pilot group in Fernie
- RDMO is the Business Advisor managing the cluster and online FB group

Remarkable Experiences - Pilot

- Business commits 50 – 60 hours over 6 months
- October – April 2016
- Receives 6 in person meetings & one on one coaching from subject matter expert
- Participate in bench marking research with DBC research staff
- Sign a letter of commitment – 9 businesses plus CDMO in Fernie are participating

Remarkable Experiences – Fernie Participants

Spa 901 – Laura Oleksow

Canyon Raft – Lynn Muller

Mountain High Adventures – Jon Knauf & Claire

Fernie Museum – Ron Ulrich

Elk River Guiding – Paul Samycia

Loaf Bakery & Restaurant – Phil Gadd

Elk View Lodge – John Merritt

Lizard Creek Lodge – Matt Mosteller & Kathy Pepper

Island Lake Lodge – Mike McPhee

CDMO Support - Tourism Fernie – Jikke Gyorki

Touring & Exploring Program FY17

- Will consist of leveraged and non-leveraged initiatives
- \$200,000 in tactics leveraged with stakeholders to give a \$400,000 program budget
- \$100,000 non-leveraged marketing

Timelines – October 2015

Oct 19-21 TIABC Industry Conference in Vancouver

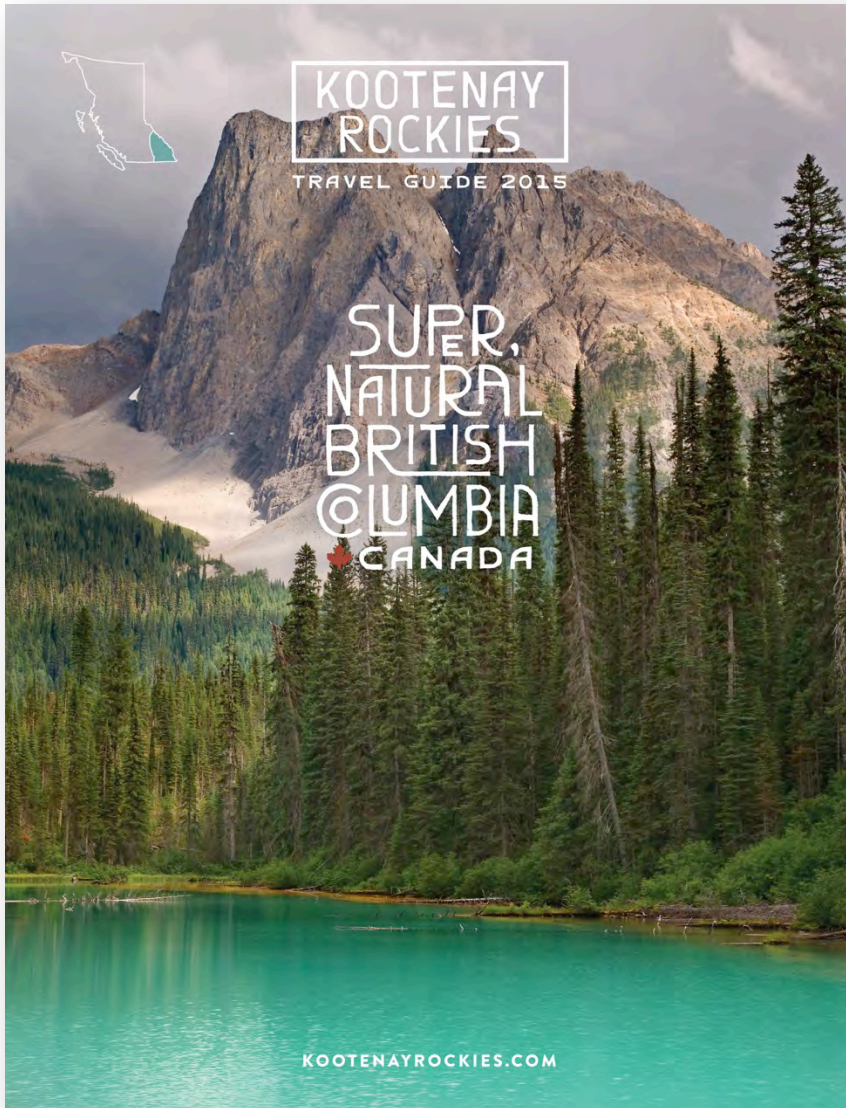
Oct 27 'Winning Together' - DBC/KRT Roadshow
in Cranbrook

Oct 30 'Winning Together' - DBC/KRT Roadshow
in Revelstoke

Travel Trade

- Trade shows as Team BC include:
 - Canada's West Marketplace
 - Rendezvous Canada
- Handle all aspects of in-region familiarization
- FAM tours and escort when necessary
- Research new export ready products
- New itinerary to Nelson

Tourism Partners Program FY15



- DBC program funding for the past fiscal FY15 was \$610,039
- Stakeholder cost sharing doubles the marketing power to almost \$1.2 million dollars
- 190 individual partners participated in FY15

Golf Today NW

Seattle Times

GOLF TODAY JULY 14
58-59

smacking down on the Merguez Mussels starter with African Sausage, Tomato, Arugula and pair that with the Arrowhead Bombshell Blonde Beer brewed just a few miles down the road at the local boutique Arrowhead Brewery. Go on have another! I did.

COPPER POINT GOLF CLUB

Copper Point Golf Club is one of the newest championship golf courses in the Valley offering golfers two distinctive golf courses that feature lush Kentucky Blue fairways, challenging bent grass greens and hand-carved bunkers. The par-70 6807 yard Point Course opened in the fall of 2003 and is celebrating its 10th full year anniversary this year while The Ridge at Copper Point featuring full length par 3 and par 4 holes and considered a master's- not executive-style course, opened in 2008. A Gary Browning/Wade Horrick design, and co-host of the 2013 BC Amateur Championship won by ex-University of Washington Husky graduate Charlie Hughes in a playoff, The Point course is also another example of a diverse mix of golf holes where no two holes are the same nor do you feel you are going through the motions. This was no more evident that the opening trio of holes. The opening 391 yard par 4 is relatively benign with

the only trouble being the large C-shaped fairway bunker on the right; in fact, you have to try really hard to hook or slice your ball into the woods on this hole. A solid tee shot left fairway will filter into

"This is not a pitch and putt or Executive
—Scott McLain, Head Golf

the middle leaving a short to mid-iron into a guitar pick-shaped green with bail out room to the right. After feeling good with a par under your belt, the challenge is intensified with the 164 yard par 3 Second. Now, I should mention that if you are a mid to high-handicapper who feels that the blues might be a stretch, Copper Point has you covered with the green tees, a combination set of tees that offer golfers yet another choice set between the whites and blues. Now, back to the second hole, which while not overly long does require an accurate shot into a shallow but wide two tiered sloping green. Try and avoid the left side as you'll be left with a nasty and long breaking putt into a front right hole location. Equally if you bail out to the right you'll need to pitch out of a grassy swale collection area. Left is bunker trouble. The final hole of the opening



Copper Point Resort. Image courtesy Kootenay Rockies Tourism

Seriously kick back on B.C.'s hot-springs loop | Outdoors | The Seattle Times... http://seattletimes.com/html/outdoors/2024404039_britishcolumbiaw.html

The Seattle Times

Winner of Nine Pulitzer Prizes

Outdoors

Originally published Wednesday, August 27, 2014 at 3:40 PM

Seriously kick back on B.C.'s hot-springs loop

Easy-access hot springs, including one in a cave, draw devotees to Southeastern British Columbia.

By Christy Karras

Special to The Seattle Times



NAKUSP, B.C. — I'm floating in a pool of hot water, gazing at an evergreen-ringed, hazy summer sky. These waters are said to soothe body, mind and soul, and I'm wondering, does it really work? I monitor myself for signs of relaxation, stretching out calves and quads stiff from a recent backpacking trip.

And a wave of calm does envelop me, almost immediately. Maybe it's a placebo effect, but who cares? A placebo effect is still an effect.

This is Halcyon Hot Springs, just outside Nakusp, B.C., one of many hot springs

encircling the Kootenay Rockies region in southeastern British Columbia. Retirees and families and couples are all here seeking that vacation holy grail: relaxation. And these places just about guarantee it.

I found out about B.C.'s hot-springs bounty when my co-author, Steve Zusy, and I were researching our book, "Motorcycle Touring in the Pacific Northwest." This area's curvy roads appeal to motorcyclists, but so do the hot springs — nothing beats an evening soak after a day beating yourself up on a bike. We were in a hurry when we came through, and I swore I'd be back for the full experience.

Circling the springs

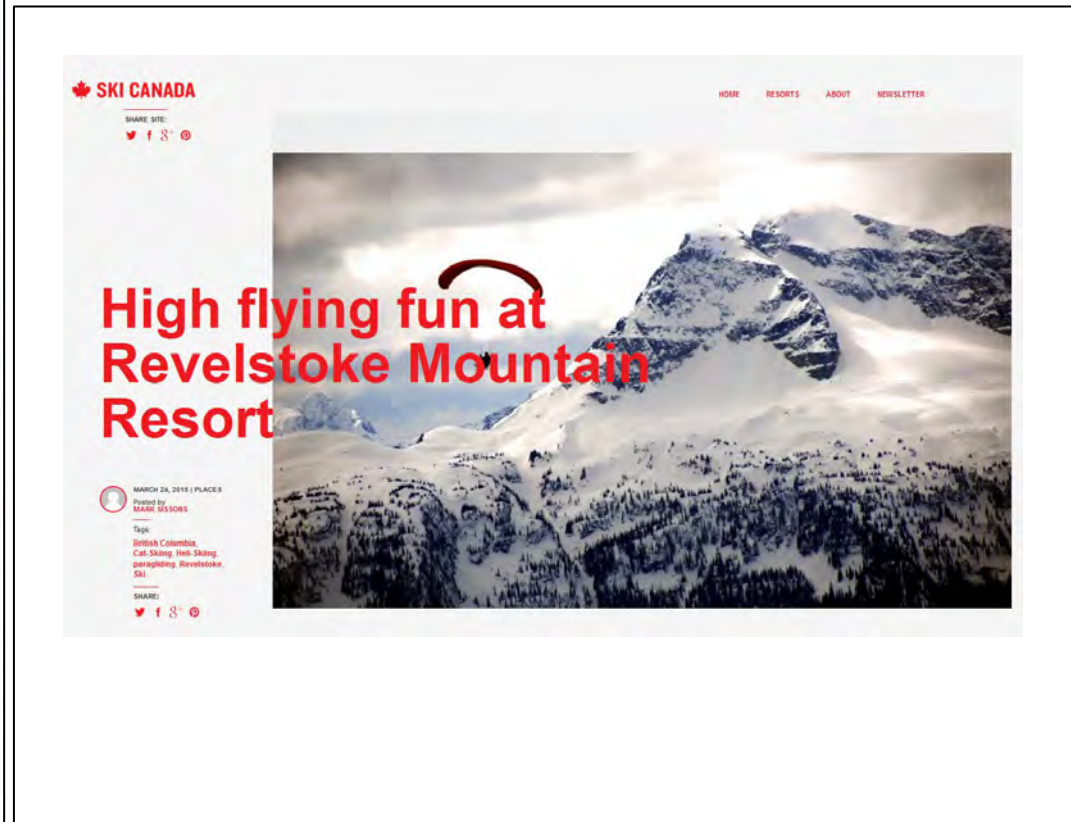
On this trip, I focus on the springs closest to Washington, but they're only part of what the B.C. tourism board calls the Hot Springs Circle Route. The 530-mile loop features seven easily accessible springs, each with its own personality dictated by temperature, setting, mineral content and ownership. Several hug the shores of long lakes lying between a series of steep, tree-covered mountain ranges.

The mountains are also full of hikes and cycling trails that are all the more rewarding when you know a soak awaits at the end. In winter, this is part of a "powder highway" of ski resorts, heli-skiing outfits and cross-country trails, and most of the hot springs are open year-round.

I start in Nelson, a three-hour drive north of Spokane. It's not officially a part of the hot-springs

EnRoute

Ski Canada



Men's Journal

Toronto Star

EXPERT ADVICE



Alternative Travel Destinations for 2015

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Instead of the Colorado Rockies go to 10 of 20 [PREV](#) [NEXT](#) Canada's Kootenay Rockies



Credit: Kootenay Rockies Tourism

The name doesn't quite roll off the tongue like the Rockies you're used to, but British Columbia's Kootenay Rockies offer a less-tracked mountain experience and world class cat skiing for powder hounds willing to cross the border into Canada. The mountains spread across four rugged ranges that include the Selkirks, Rockies, Purcells and Monashees. Head to spots like Fernie to hit the private bowls and gladed forests of the Lizard Range with [Island Lake Catskiing](#). Come summer, there's epic mountain biking, hiking and white water rafting in every direction.

Wednesday, February 25, 2015 2:42 PM EST

thestar.com TRAVEL

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Life / Travel

Kootenay Rockies, British Columbia: Schussing down Canada's Powder Highway

In wild British Columbia, an avid Ontario skier enjoys a blissful abundance of the fluffy white stuff and realizes she is not as 'advanced' as she thought

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KRISTIN KEINT / FOR TORONTO STAR

Fernie Alpine Resort is as steep as you want it to be. Intermediates like me can ride all five alpine bowls, writes Kristin Keint.

SUN FOR EVERYONE

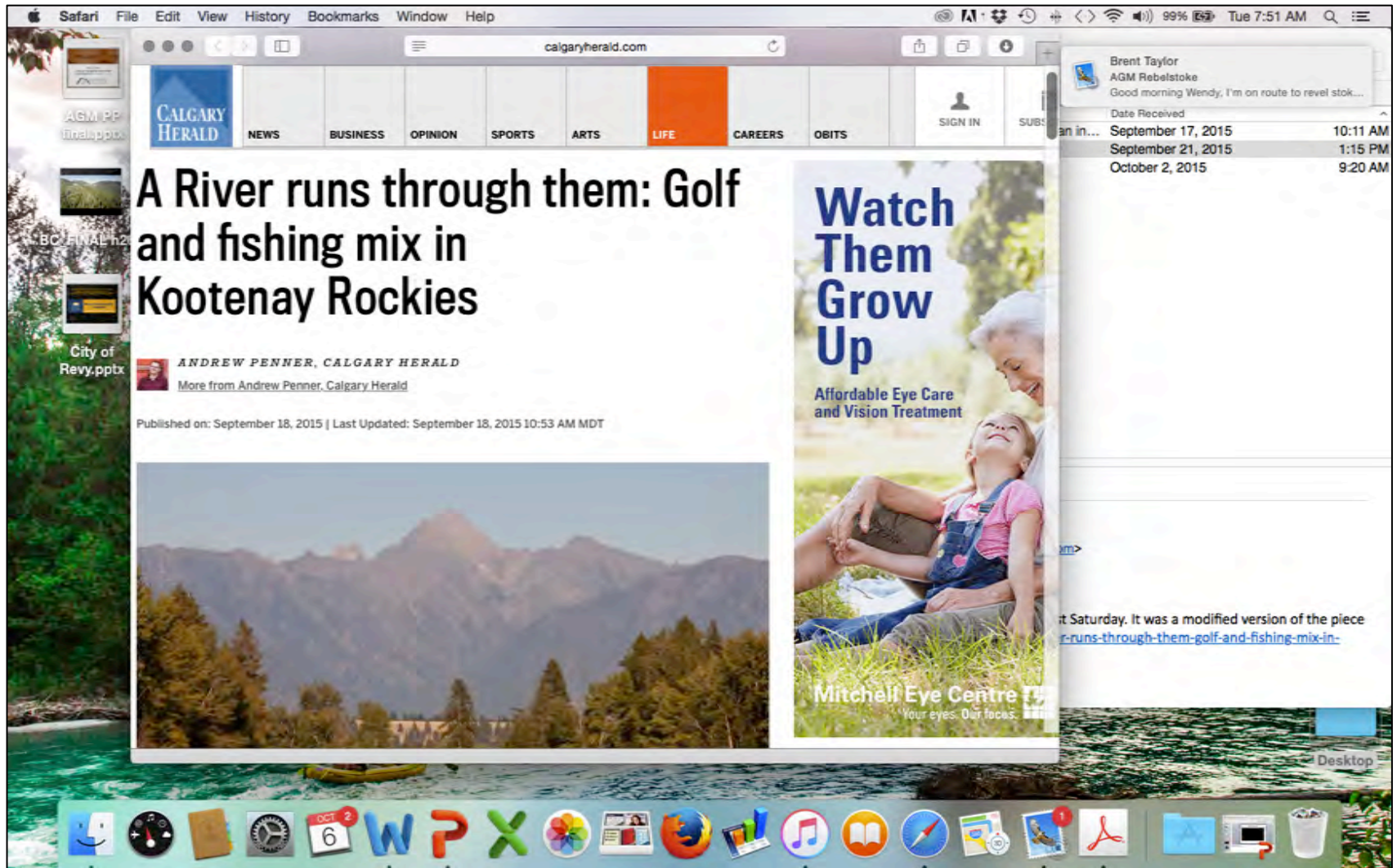
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Diary of Ski Virgin: A Trip Down The Powder Highway with Chris Burkard

Submitted by Sarah Leishman on Wed, 02/18/2015 - 08:52

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The New York Times

TRAVEL

22 COMMENTS

British Columbia's Powder Highway

By CHRISTOPHER SOLOMON DEC. 12, 2014



In the Purcells in British Columbia. *Stephen Vanders for The New York Times*

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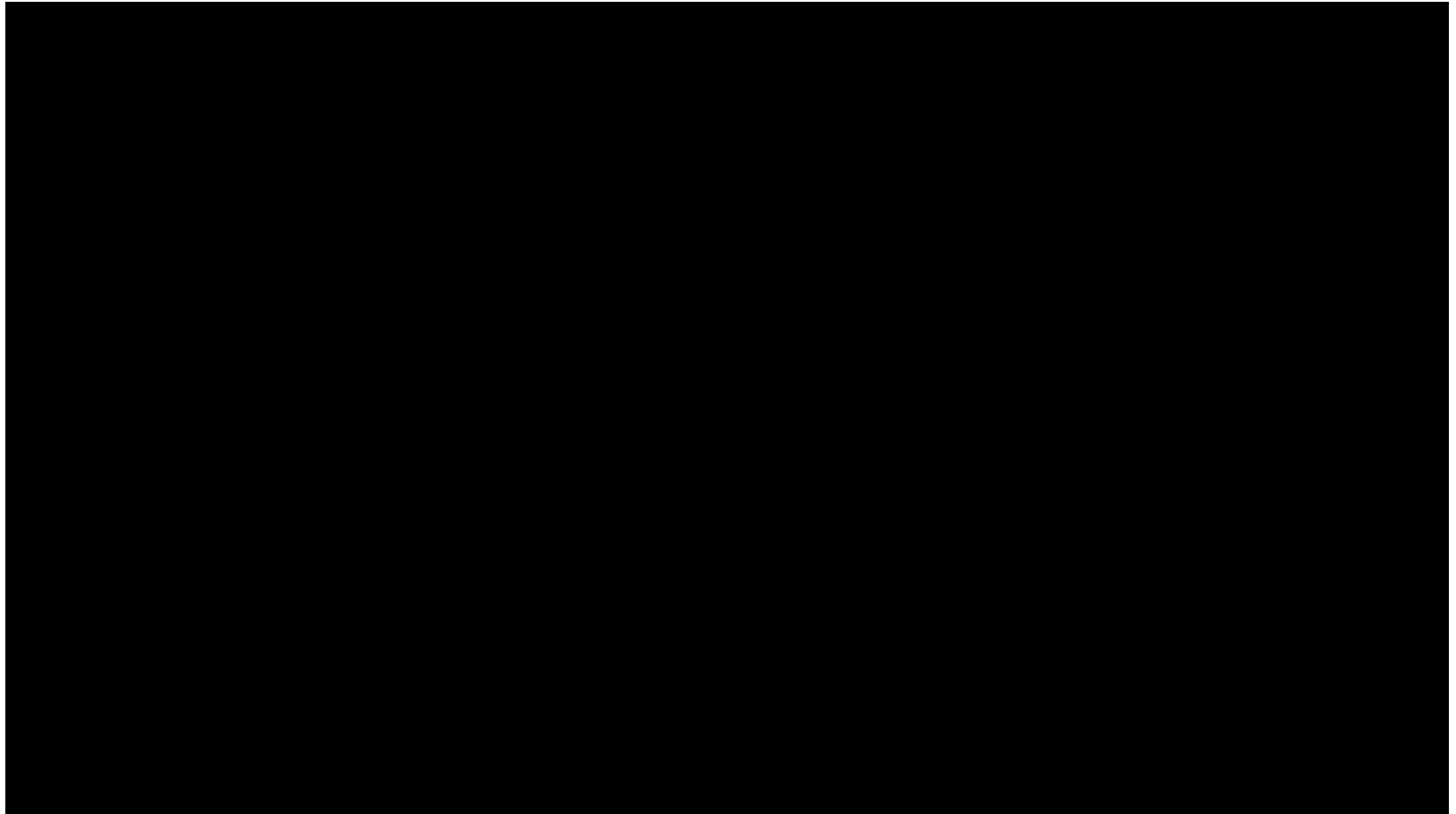
Where is the heart of skiing in North America? Does it beat most vibrantly in ever-popular Colorado? How about Utah, with its talcum snows? Or perhaps Lake Tahoe?

No. No. And no.

Oh, those are all worthy destinations, but my vote goes to a region that many American skiers and snowboarders have never even visited: the southeast corner of British Columbia. Perhaps no place else on earth possesses such a wealth of ski options as here in the Kootenay Rockies, where the topography accords spectacularly and winters of 50-foot snows aren't uncommon.

Consider the evidence: eight Alpine ski resorts; 11 Nordic ski areas; 15 snowcat-skiing operations; nine heli-skiing operators, including Canadian Mountain Holidays, which has several operations there. (In fact, the world's first commercially successful snowcat and heli-skiing operations were born here.) Now add the embarrassment of riches of backcountry skiing for skiers who like to explore beyond the lifts: at least 22 catered backcountry-skiing lodges; plus more than 30 backcountry huts that are mostly booked through the Alpine Club of Canada. And everywhere are mountain ranges, their names talismanic to anyone who adores high peaks: the Gothics. The Adamants. The Selkirks. The Bugaboos. The Valhallas.

WildWithin.ca



Media Relations





Super 8 Fernie

2021 Highway 3, FERNIE, BC V0B 1M1



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Contact Us

Phone: 1-877-447-6788

Phone: 1-250-423-6788

Website: FernieSuper8.com

Email: Jeremiahpaue@FernieSuper8.com

Description

Conveniently located on Highway #3 next to the Smitty's Restaurant, Husky Gas and Dairy Queen. Minutes away from Fernie Alpine Resort, the Super 8 also offers a ski shuttle and ski & bike storage.

This Super 8 offers 43 rooms and a number of amenities: FREE Super Start breakfast, large outdoor hot tub, WiFi, exercise room, meeting room, business centre, guest laundry, Wyndham Rewards loyalty program, sun deck and barbecue area.

Kids under 16 stay FREE. All rooms are non-smoking. 10% discount for all Super 8 guests at Smitty's Restaurant.

The above amenities are all included in the Super 8 Fernie's rate. You'll be able to start your day with a meal and save money at the same time. That is great value and convenience.

The city of Fernie is nestled in the heart of the Canadian Rockies. Fernie takes its name from its founder William Fernie. Learn about the legend of the Ghost rider while you're here or find out how the Three Sisters Mountain came to be. Located in the Elk Valley, alongside the crystalline Elk River, this area is well known for its pristine wilderness and outdoor pursuits.

The historic downtown offers great shopping, culinary delights, events, socials and markets. Explore Fernie's fascinating history and wealth of heritage buildings - stop by the Fernie Museum and take the Heritage Walking Tour. Be sure to visit The Arts Station and the Arts Coop for your fill of local art.

During the winter, the Fernie Alpine Resort draws skiers and boarders alike. Summer at Fernie Alpine Resort offers a mountain playground with a legendary Bike Park, Tree-top Aerial Playground, Ripout Zipline, Scenic Chairlift Rides, Hiking Tours and Interpretive Centre.

Fernie is the largest community in the Elk Valley and also the oldest. It has all the ingredients for one of Canada's best adventure destinations.

Map / Directions

Photos



Enhanced Listings on KootenayRockies.com

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Photo: Andrew Pomeroy

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The history of Western Canada is forever tied to the railway and the East Kootenays are proud to have 3 heritage locations helping to preserve that history all within a one-hour drive of each other.

The city of Kimberley is home of the historic Sullivan Mine and the Underground Mining Railway. Join the Mining Tour and ride the rails through the beautiful Mark Creek Valley as you listen to the history of Kimberley and the Sullivan Mine.

The Cranbrook History Centre, located right in the heart of Cranbrook, houses the Canadian Museum of Rail Travel, a collection of 28 railway cars of which 17 are currently available for tours to the public.

Fort Steele Heritage Town's steam train ride is an astonishing experience, putting you in the seats of earlier adventurers who saw this spectacular countryside for the first time more than 100 years ago.

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The Heritage Tourism Marketing group gratefully acknowledges the financial support of the Regional District of East Kootenay and Columbia Basin Trust which supports efforts to deliver social, economic and environmental benefits to the residents of the Columbia Basin.




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Where Magazine



BANFF TO GOLDEN 139 km/86 mi

YOHO NATIONAL PARK Take the Trans-Canada Hwy west of Lake Louise. Crest the Continental Divide and descend into the Yoho National Park wilderness (1-250-343-6783).

Sights & Hikes

- Lake O'Hara, 11 km/6.8 mi from Hwy 1, offers stunning hikes; try Lake Oesa day hike. Access is only by bus (June 19-Oct 4); call 250-343-6433 (camping only) or 1-877-737-3783 (day use only).
- Spiral Tunnels roadside stop offers a look at the spiraling railway cut into Mount Ogden and Cathedral Mountain; the reduced rail gradient lets trains ease into the valley.
- Takakkaw Falls is one of Canada's highest at 384 m/1,260 ft. Access is via Yoho Valley Rd.
- Town of Field, 30 km/19 mi from Lake Louise, offers food, lodging and the Parks Canada Visitor Centre with a small fossil display.
- Burgess Shale World Heritage Site quarries contain 500-million-year-old invertebrate fossils. Access is by tour only, 1-800-343-3006.
- Emerald Lake is reached via Emerald Lake Rd; see the Natural Rock Bridge en route. A 5-km/3-mi trail circles the lake; also take the short walk to Hamilton Falls. Dine or rent boats at Emerald Lake Lodge, 1-800-663-6336.
- Wapta Falls, 23 km/14 mi west of Field, is worth the 30-minute access hike for its impressive

30-m/98-ft height, 150-m/490-ft width and impressive Ottertail Range backdrop.

• Red Adirondack Chairs are at viewpoints including Takakkaw Falls and Yoho Lake (access is via a moderate 4-km hike starting at the south end of the Takakkaw Falls parking lot).

TOWN OF GOLDEN Surrounded by the Canadian Rockies, Selkirk and Purcell mountain ranges, and sitting at the confluence of the Kicking Horse and Columbia rivers, Golden (1-800-622-4653) is 83 km/52 mi west of Lake Louise. Discover a history steeped in the railway, logging and the Swiss Guides who pioneered tourist forays into the Rockies. With full amenities, and close to Yoho and Glacier national parks, Golden is a great staging area for rafting, hiking, biking, sightseeing, backcountry adventure and family activities.

Sights to See

- Kicking Horse Pedestrian Bridge, downtown, is North America's longest freestanding timber-frame river crossing. Watch for free summer concerts and the farmers' market Wednesdays and Saturdays at adjacent Spirit Square.
- Golden Museum & Archives (1-250-344-5169) interprets early days through exhibits on Swiss Guides, the first Sikh people, geographer David Thompson and Columbia River riverboats.
- Northern Lights Wildlife Wolf Centre promotes

Travel to the Kootenay Rockies, the region that borders Banff to the west and south, for the day or a multi-day vacation. Get a thrill from motorized adventures restricted in the national parks like ATV riding and lift-assisted downhill mountain biking; or visit unique sites like the Burgess Shale fossil beds, Columbia River Wetlands and Fort Steele Heritage Town.

Maximize your summer fun; whitewater rafting on the Kicking Horse and Elk rivers is popular, as are the area's many excellent golf courses. Relax in the soothing waters of Radium and Fairmont hot springs, and wander quaint towns that extend a warm welcome to visitors.



awareness and conservation. See (and photograph) nine resident wolves. Tours are offered year-round; the Walk with the Wolves photo tour is a favourite.

- Kicking Horse Mountain Resort (1-866-754-5425), 14 km/8 mi from town, offers the world's largest grizzly bear refuge for resident 'Boo' (with interpretive tours), and a sightseeing gondola that rises to Eagle Eye restaurant (Canada's highest), 26 km south of town, is proportionally correct, scaled up 13 times and stands over 60 feet.

Outdoor Activities

- Columbia Wetlands connects Golden with Invermere, and at 15,070 hectares is one of North America's longest and most biologically rich wetlands. Eco-tours introduce visitors to its diverse population of plants, birds, fish and mammals; or rent a boat for a self-guided paddle trip.
- Kicking Horse Mountain Resort (1-866-754-5425) has lift-assisted downhill mountain biking and summit hiking trails. There are interpretive tours of the Grizzly Bear Refuge where 'Boo' resides. New this summer is guided Via Ferrata climbing. All abilities can tackle Terminator Peak's north face on two fixed anchor custom courses and a suspension bridge.
- Mount 7 at 1,200 m/3,937 ft is accessible by road. Enjoy the Columbia Valley view and watch paragliders and mountain bikers.
- Fishing at local lakes and streams offers cut-throat, brook and rainbow trout, kokanee salmon

and smallmouth bass. At the Municipal Campground (1-866-538-6625) you can buy permits and lures; they recommend fishing guides.

- The Rotary Trails for pedestrians and cyclists run parallel to the Kicking Horse River, then through residential areas and past Reflection Lake.
- Moonraker Bike Trails and Mountain Shadows Trail System offer over 100 km of maintained cross-country cycling routes that can be accessed from downtown (rent at local stores).
- Thompson Falls on the Blaberry River is 28 km/17 mi northwest of Golden along gravel roads. Find its crystal waters on the 14-km/9-mi Thompson Falls Trail hiking loop.
- Kicking Horse Whitewater Rafting (outfitters p 76) ranges from scenic family-friendly Upper Canyon tours to maximum thrills on famous class four rapids during Lower Canyon runs. You can also tackle the Kicking Horse and other rivers on a guided SUP or inflatable kayak tour.
- ATV Quad Tours (outfitters p 65) are an adrenaline-charged way to get into the backcountry.
- Climbing and Mountaineering options range from hiring an ACMG certified local guide and getting into the famous mountains of Rogers Pass or Bugaboo National Park, or starting with a learn-to-climb course at the Dogtooth indoor climbing gym (1-250-344-6444).
- Tandem Paragliding and Skydiving (250-272-9384) boasts a spectacular bird's eye view.
- Golden Golf Club (1-866-727-7222) offers two layouts (News front 9/Les Furber back 9) situated

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Friday, May 22, 2015 PAGE 7



Play & Stay

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Spectacular Golf at
Fairmont Hot Springs
Resort in Fairmont
Hot Springs, BC

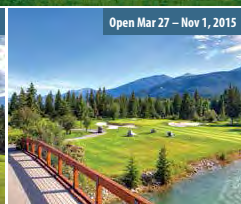
From **\$229** /person
Includes unlimited access to
Canada's Largest Natural Mineral Hot Springs.



Open Apr 3 – Oct 14, 2015

Mountainside

Will Inspire & Amaze You.



Open Mar 27 – Nov 1, 2015

Riverside

A River Runs Through It.



Open Apr 3 – Oct 14, 2015

Creekside Par 3

Something for Everyone.



Immerse Yourself
Call 1-800-663-4979 to book now!

SEE MORE GREAT VACATION IDEAS
AT FAIRMONTHOTSPPRINGS.COM!

Rates are based on double occupancy. Children 12 and under stay FREE. Add \$15 per additional person 13 yrs and older per night, for room stay only. Rates are subject to applicable taxes. Package not available for group bookings. Room upgrades available. Blackout dates apply.

THANK YOU!



Touring & Exploring Program FY17

Target Consumer Segments:

- Canadian Regional with main focus of Alberta but also including British Columbia, Saskatchewan & Manitoba
- NW USA regional including Montana, Idaho & Washington
- Drive markets within 3-5 hours

Touring & Exploring Program FY17

Experiences & Themes:

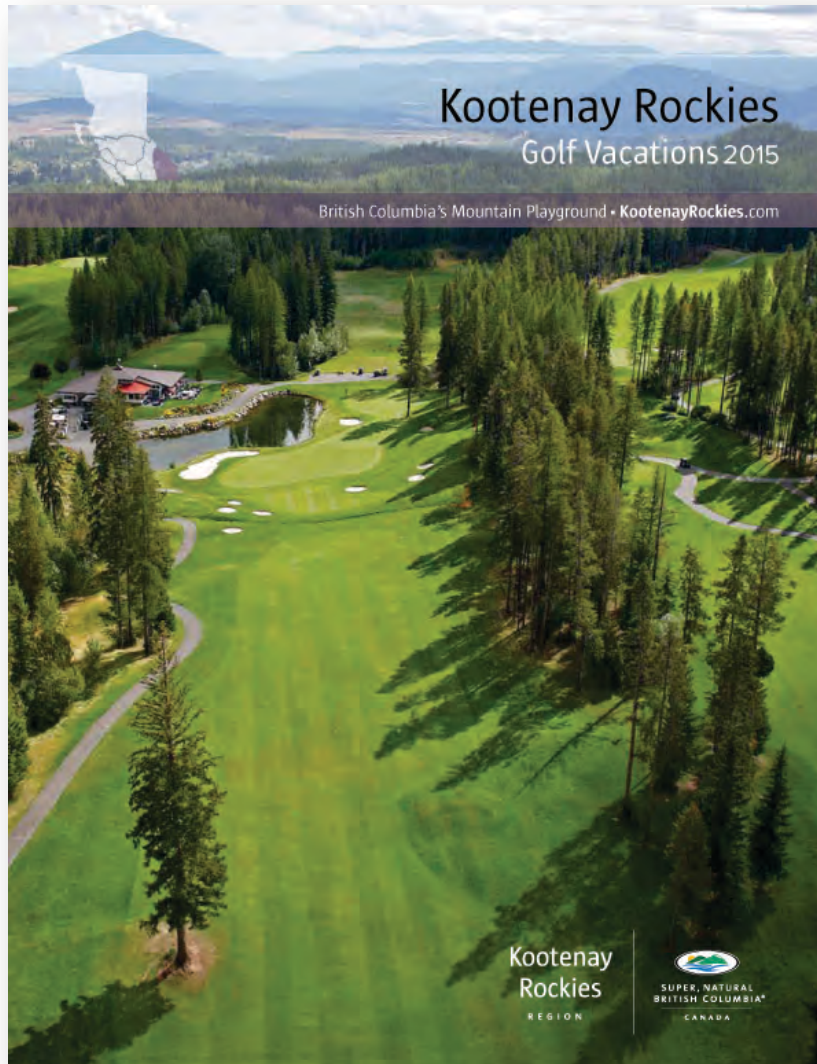
- Corridors & Iconic Attributes – National & Provincial Parks, Hot Springs, Communities & Events, Artisans, etc.
- Motorcycle touring, RV touring, camping
- Outdoor activities – soft adventure, hiking, biking & water activities
- Destination weddings/VFR travel
- Cross border, cross regional, circle route itineraries with maps
- Winter touring the Powder Highway– communities & on-snow activities

Touring Sector

- Annual Travel Guide
- Crown of the Continent
- East Kootenay Outdoor Recreation Mapbook
- Billboards at Airports & Ferry landings – Balfour/Crawford Bay
- Bridal shows in Calgary, Edmonton
- RV Shows in Florida, Los Angeles
- Google Streetview
- RV West, Calgary Bride, Van Dop Cultural Guide
- Calgary Herald – Discover BC & Winter in Motion
- Spokesman Review, Lethbridge Herald
- CTV
- Radio
- Billboards...



Golf Sector



- Golf Vacation Guide 2015
- Consumer shows – Calgary, Edmonton, Spokane
- Score Golf
- Calgary Herald – Discover Golf
- Golf Flyer – Fort McMurray, Lethbridge, Okotoks
- Radio
- Photo Shoots – 3 courses
- Hwy 93/95 billboard

Ski Sector



 **Island Lake
Catskiing**

Experience our Version of Powder Therapy

Island Lake Lodge has been setting the catski standard for over 25 years. Our philosophy of unparalleled backcountry experiences is inspired by our history and spectacular surroundings. With an average of 12 metres of snow, a variety of terrain, fine-dining and great lodging you can see how people become addicted to our brand of powder therapy.

Call and ask about cat-assisted ski touring this April

islandlakecatskiing.com 1.888.422.8754

Skier: Cody Barnhill - Photo: Mike McPhee

 Kootenay
Rockies 

- 8 Consumer shows
 - Boston, Calgary, Edmonton, Ottawa, San Francisco, Seattle, Toronto
- Global TV – BC & AB
- 6 Magazines
 - Backcountry, Kootenay Mountain Culture, Powder, SBC Resort Guide, Ski Canada, Ski & Skiing
- Calgary Herald – Discover Winter
- 12 winter photo shoots – CDMOs, Lodges, Ski Resorts
- Radio – Alberta and Spokane

Adventure Sector

REVELSTOKE ⁺
BRITISH COLUMBIA

Perfection

POWDER SPRINGS
Starting at **\$42.00** *
PP/DBL Occ
15% OFF FOOD at MACKENZIE'S or LAST DROP
CENTRAL DOWNTOWN LOCATION
FREE AQUATIC CENTRE PASSES
FREE CONTINENTAL BREAKFAST
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Sandman Hotel
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ASK FOR 'SLEDDER RATE'
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RESORT
Starting at **\$45.00**
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Photo: Rob Allford

YOU'LL BE IMPRESSED

Kootenay
Rockies
REGION

SUPER. NATURAL
BRITISH COLUMBIA
CANADA

- Kootenay Mountain Culture, Mountain Sledder, Sno Rider, Where Canadian Rockies
- I I Consumer shows
 - BC, Alberta, Saskatchewan, Washington
 - Motorcycle, Outdoor Adventure, Bike, Snowmobile, Fly-fishing
- Photo Shoots – Adventure, touring & scenic – CDMO's & operators