GOOGLE BUSINESS LISTING

Kootenay Rockies Tourism is certified with Google as a Trusted Verifier. One of the best ways for businesses to connect with consumers and not get lost in the clutter is through a complete Google My Business listing. We are able to provide immediate Google My Business verification for regional businesses and we also have access to the tools to provide advice on the optimization and enhancement of business listings to raise your ranking with Google Search.

MORE INFO:
GoogleMyBusiness@KootenayRockies.com

STAY CONNECTED

Stay up-to-date on industry news, research, marketing campaigns, announcements, destination development activities, events and partnership opportunities.

- SUBSCRIBE to Kootenay Rockies regional newsletter
  KRTourism.ca/Newsletter-Sign-Up
- FOLLOW KOOTROCKS on Facebook, Twitter, Instagram
- USE KOOTROCKS and/or POWDERHIGHWAY in your social posts
- TAG YOUR INSTAGRAM POSTS @KootRocks and/or @PowderHighway

GOOGLE 360 PHOTO TOURS

A Trusted Google Photographer visits tourism businesses to capture a Google 360 Photo Tour of the interior of your facility. These tours are a series of fully-immersive, 360-degree panoramic imagery that enable users to virtually walk through your property. This imagery can then be displayed on your website, social channels, in your Google My Business listing and on your Partner page on KootenayRockies.com. Cast-shared project to participate.

MORE INFO:
Shannon@KootenayRockies.com
KRTourism.ca/google-360-photo-tours

KOOTENAY ROCKIES TOURISM INDUSTRY CONFERENCE

Kootenay Rockies Tourism provides professional development and networking opportunities through the Annual General Meeting & Tourism Industry Conference, held yearly in the fall. The location changes each year.

MORE INFO:
Reception@KootenayRockies.com
KRTourism.ca/KR-Industry-Conference

REGIONAL TEAM CONTACTS

KATHY COOPER, CEO & Travel Trade
T 250-427-4838 Ext. 201
Kathy@KootenayRockies.com

WENDY VAN PUYMBROECK, Manager, Business Development & Special Projects
T 250-427-4838 Ext. 210
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T 250-427-4838 Ext. 206
Emile@KootenayRockies.com

SHANON HARRISON, Business Advisor, Remarkable Experiences & Content Marketing
T 250-427-4838 Ext. 207
Shannon@KootenayRockies.com

KAREN COOK, Publications & Web Specialist
T 250-427-4838 Ext. 204
Karen@KootenayRockies.com

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Heidi@KootenayRockies.com

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T 250-427-4838 Ext. 205
Accounting@KootenayRockies.com

CORINNE CROWDER, Administration & Distribution
T 250-427-4838 Ext. 200
Info@KootenayRockies.com
Brochure Hotline: 1-800-661-6603

TOURISM INDUSTRY OPPORTUNITIES WITH KOOTENAY ROCKIES TOURISM

As the Regional Destination Management Organization (RDMO) for the southeast corner of British Columbia, Kootenay Rockies Tourism works in partnership with the provincial DMO, Destination BC, to grow the tourism economy in the region.

BRITISH COLUMBIA’S MOUNTAIN PLAYGROUND
Showcase Your Corner of the Province

Core programs include Destination Development, Remarkable Experiences, Travel Trade, and Travel Media Relations and discretionary programs include Touring & Exploring Marketing as well as other industry development initiatives.

Stakeholder registration with Kootenay Rockies Tourism is available at no cost to any tourism business, organization, community or consortium actively operating a business, facility or service which is a component of a destination vacation experience located in the Kootenay Rockies region.

CONTACT: Info@KootenayRockies.com  BUSINESS SITE: KRTourism.ca
CONSUMER SITES: KootenayRockies.com / PowderHighway.com / KootenayBrochures.ca
TAG YOUR PHOTOS: #KootRocks / #PowderHighway / #exploreBC
SOCIAL MEDIA SITES FOR KOOTROCKS AND POWDERHIGHWAY
Kootenay Rockies Tourism has been actively engaged in destination development planning to support the ongoing viability of the province’s tourism sector. The Destination Development Program facilitates the collaboration of local, regional and provincial agencies, Indigenous partners, DMOs, tourism operators and other community groups to guide long term growth of tourism experiences and revenues.

Communities that participated in the Destination Development Program are now engaged in destination development planning to support the ongoing viability of the province’s tourism sector. The Destination Development Program facilitates the collaboration of local, regional and provincial agencies, Indigenous partners, DMOs, tourism operators and other community groups to guide long term growth of tourism experiences and revenues.

**MORE INFO:**
Emilie@KootenayRockies.com
KRTourism.ca/TourismDev

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**REMARKABLE EXPERIENCES**
The Remarkable Experiences program offers workshops for tourism businesses facilitated by leading industry experts. Learn how to enhance your visitor’s experience and improve your online/social media presence. In-class training, a review of your digital/social media platforms, connecting with other peer businesses and one-on-one coaching with facilitators will provide you with the tools to elevate your business and potentially increase your revenue — by offering a new ‘remarkable experience’ to the visitor.

**SOCIAL MEDIA**
Kootenay Rockies Tourism works to expand awareness by sharing engaging stories about the region. We assist in coordinating influencer visits, digital/social media campaigns, content planning and photography/video asset management. We engage with regional bloggers, writers and user generated content (UGC) providers to inspire visitors.

**MORE INFO:**
Shannon@KootenayRockies.com
KRTourism.ca/TourismDev

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**TRAVEL TRADE & KRT SOCIAL MEDIA RELATIONS**
As part of DBC’s Trade and Media teams, we work to expand the awareness of our region’s opportunities to key international markets through marketplaces, development and implementation of familiarization tours and press trips.

Kootenay Rockies Tourism attends industry shows, marketplaces and events on behalf of all of the tourism products and businesses in the region. Travel Trade marketplaces include Rendez-Vous Canada and Canada’s West Marketplaces. Travel Media marketplaces include Go Media and Canada’s Media Marketplace.

**MORE INFO:**
Kathy@KootenayRockies.com
KRTourism.ca/Media

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**TOURING & EXPLORING MARKETING PROGRAM**
The regional objectives for the Touring & Exploring program align with the provincial marketing plan and objectives and include 3 pillars:

- **CAPTIVATE** - create a sense of urgency to visit the Kootenay Rockies region
- **GENERATE** - providing leads to tourism businesses to close the sale
- **ADVOCATE** - encourage fans and followers to share their positive experiences with others

Many of our Touring & Exploring initiatives are done on behalf of our stakeholders at no cost to showcase the entire region and all of its diverse tourism products. Collaborative marketing projects are available to registered tourism businesses in the region, check the corporate website for current opportunities.

**MORE INFO:**
Wendy@KootenayRockies.com
KRTourism.ca/A-Z

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**TOURING & EXPLORING GUIDE**
The Touring & Exploring Guide is the flagship, cross-product print piece which combines destination imagery and positioning with direct sales information, single fulfillment capability and is a support piece for community and individual brochures.

Featured publication sections:
- Communities, National & Provincial Parks, Winter Experiences, Regional Highlights and Accommodation.
- Cost-shared project to participate.

**MORE INFO:**
Kari Medig
KootenayRockies.com

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**MORE INFO:**
Kari Medig
KootenayRockies.com

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**MORE INFO:**
Kari Medig
KootenayRockies.com

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**KOOTENAYBROCHURES.CA**
Kootenay Rockies Tourism is the official consumer website for the Kootenay Rockies region. It includes a comprehensive inventory of all regional tourism businesses with full page information listings including photos, unlimited word descriptive content, mapping, links and SEO. Feature content includes Festivals & Events, Packages & Experiences, Consumer newsletter signup, Road Trips with Itineraries, Blogs and Top Planning resources. We encourage tourism businesses to provide a bookable experience or package to be promoted on KootenayRockies.com. No cost to participate.

**MORE INFO:**
Karon@KootenayRockies.com
KRTourism.ca/Travel-Guide
KRTourism.ca/Reporting

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**IMAGE BANK**
The Kootenay Rockies Tourism Image Bank contains high resolution photos and video content which are available to the tourism industry and travel media for use in promotion of travel in the Kootenay Rockies region. The Image Bank receives regular uploads and you are able to download photos with a simple login. No cost to download.