



ROSSLAND
Kari Medig

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

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. Cost-shared project to participate.

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

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

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

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GOLDEN
Clare Dibble

KOOTENAY
ROCKIES

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





NELSON
Andrew Penner



KOOTENAY NATIONAL PARK
Kari Medig



AINSWORTH HOT SPRINGS
Kari Medig



SELKIRK MOUNTAINS
Dave Heath



REVELSTOKE MOUNTAIN RESORT
Royce Sihlis



ST. EUGENE GOLF RESORT
Kari Medig

DESTINATION DEVELOPMENT

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 beginning the implementation of their 10-year strategic plans that identify a roadmap for tourism development opportunities and improve return on investment for government and private sector investments in tourism assets. From these plans a Destination Development Strategy will be developed for the entire Kootenay Rockies region.

MORE INFO:
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KRTourism.ca/TourismDev

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/videography 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

TRAVEL TRADE & TRAVEL 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 Marketplace. Travel Media marketplaces include Go Media and Canada's Media Marketplace.

MORE INFO:
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KRTourism.ca/Travel-Trade
Heidi@KootenayRockies.com
KRTourism.ca/Media

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:
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KRTourism.ca/A-Z

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.

KOOTENAYROCKIES.COM

KootenayRockies.com 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 Trip Planning resources. We encourage tourism businesses to provide a bookable experience or package to be promoted on KootenayRockies.com. No cost to participate.

KOOTENAYBROCHURES.CA

A regional microsite showcasing print publications for Kootenay Rockies registered partner tourism businesses. The site features regional, community and individual partner publications, brochures and maps. All guides are uploaded to the digital platform issuu.com and displayed on the online bookshelf. The site is a 'One-stop shop' for consumers to download, print, share or view information online. Cost-shared project to participate.

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.

MORE INFO:
Karen@KootenayRockies.com
KRTourism.ca/Travel-Guide
KRTourism.ca/Image-Banks
KRTourism.ca/Reporting