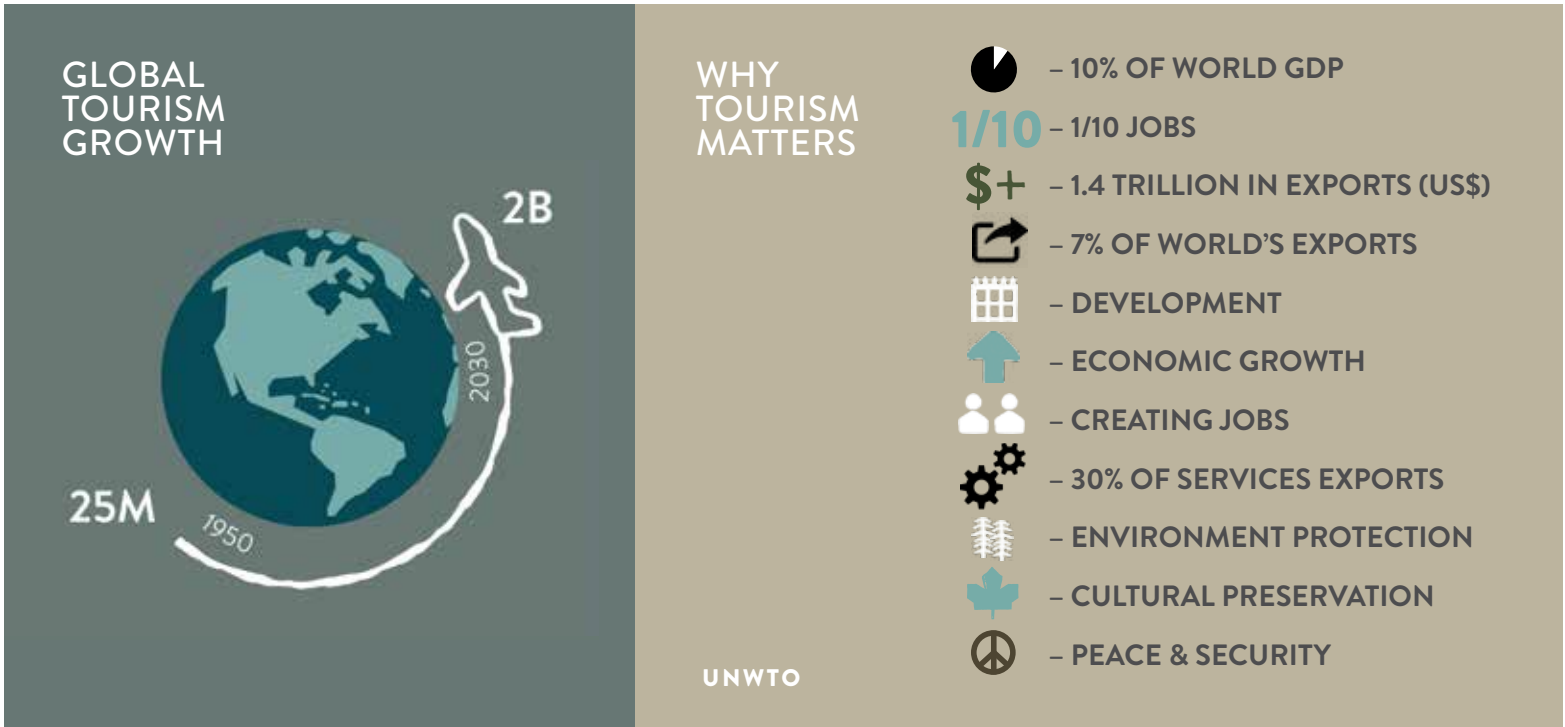
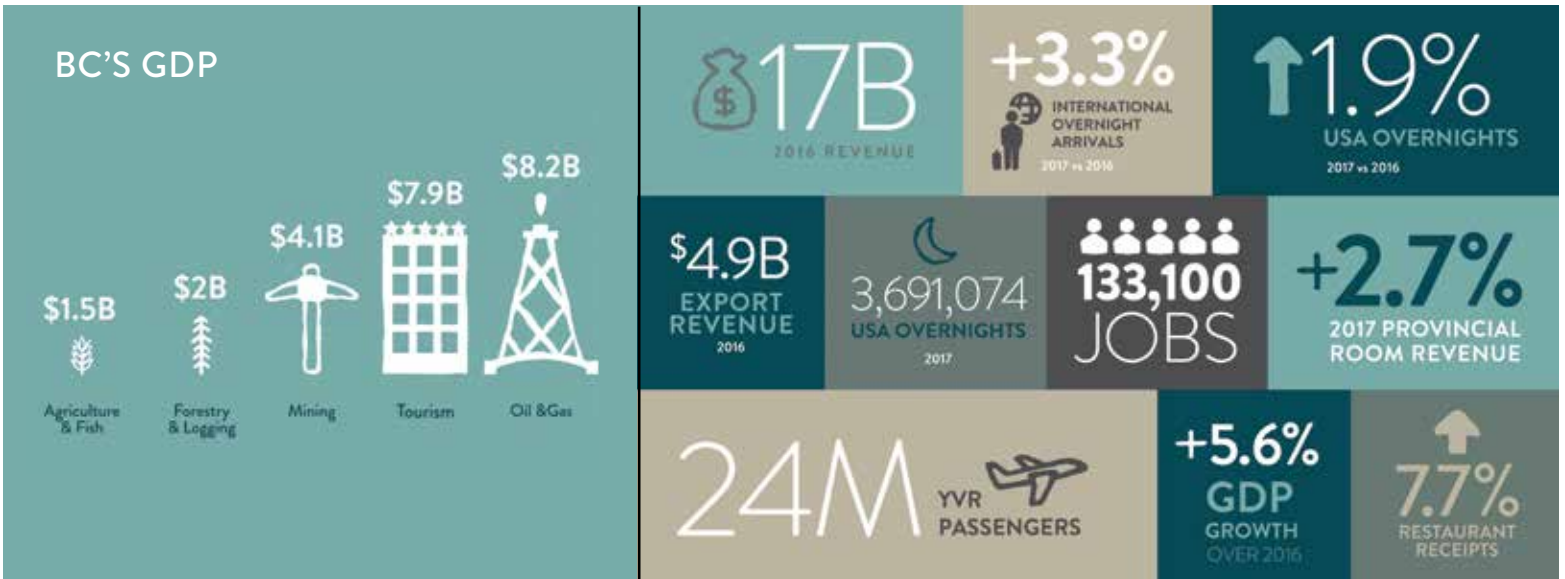


GLOBAL TOURISM IMPACTS



BC TOURISM IMPACTS



TOURISM IMPROVES THE QUALITY OF LIFE FOR ALL BRITISH COLUMBIANS





KOOTENAY ROCKIES

KOOTENAY ROCKIES TOURISM
KootenayRockies.com
KRTourism.ca
Info@KootenayRockies.com

VALUE OF TOURISM IN THE KOOTENAY ROCKIES REGION



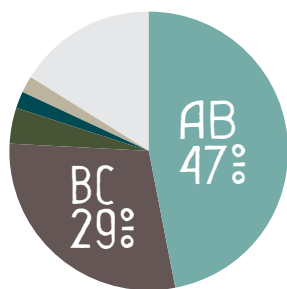
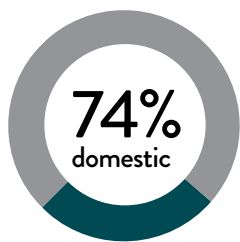
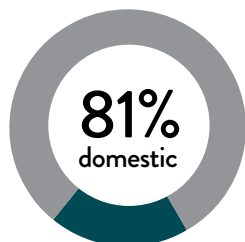
7 OF 14 RESORT MUNICIPALITIES
ACCESSED **\$12.7M** IN PROVINCIAL
SUPPORT TO TOURISM INFRASTRUCTURE
FROM 2012 TO 2018



\$110 MILLION
TOTAL ROOM REVENUE (2015)

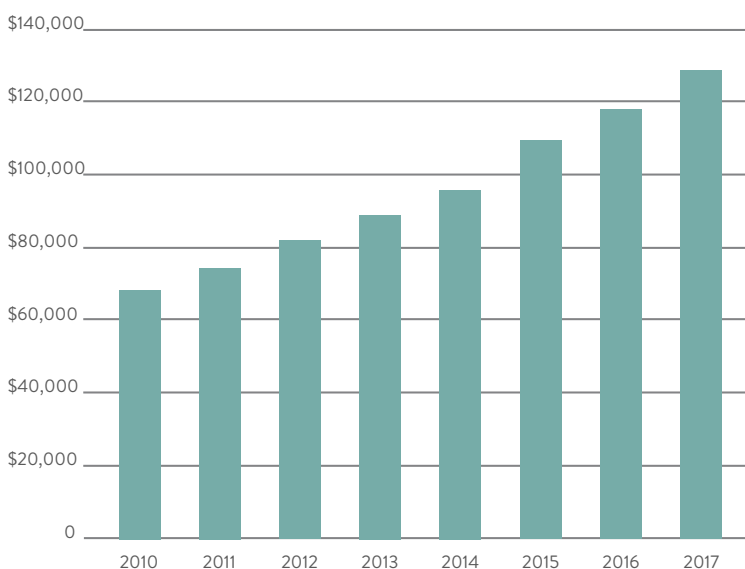
TRAVELLER
ORIGIN (2014)

VISITOR
SPENDING (2014)



TOP 5 MARKETS
● AB 47% ● BC 29%
● WA 4% ● SASK 2%
● AUSTRALIA 2%
● OTHER 16%
(2014)

ROOM REVENUES KOOTENAY ROCKIES REGION (\$,000)



THE #'S

4 NATIONAL PARKS - 75+ PROVINCIAL PARKS - 8 HOT SPRINGS - 30 MUSEUMS & DISCOVERY CENTRES
8 ALPINE SKI RESORTS - 25+ CHAMPIONSHIP GOLF COURSES - 200+ ADVENTURE OPERATORS
17 VISITOR CENTRES: 418K TOTAL VISITORS (2017) - 47 EV CHARGING STATIONS