KOOTENAY ROCKIES TOURISM ASSOCIATION

AGM & Tourism Industry Conference
October 15, 2018
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<th>CORE PROGRAMS</th>
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<td>Destination Development</td>
<td>Touring &amp; Exploring Marketing</td>
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<td>Remarkable Experiences</td>
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<td>Content Creation &amp; Social Media</td>
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PEAKS CONSULTING INC.
WILDFIRE RECOVERY FUNDING

Activities to Focus on Rebuilding Tourism Reputation
• Undertake Regional Marketing
• Focus on Targeted Marketing and Education
• Establish New Events and Activities

Activities to Consider in the Event of Future Major Wildfires
• Invest in Preventative Measures
• Develop a Fire Rating Scale for the Public
• Development of a Comprehensive Wildfire Communication Plan
• Undertake Incremental Marketing Investments
• Study and Understand the Cumulative Effect of Natural Disasters
• Review compensation Available for Tourism Businesses
CULTIVATING INDUSTRY RELATIONSHIPS

KRTOURISM.CA

ENGAGE WITH KOOTROCKS, POWDERHIGHWAY AND KOOTROCKS4LIFE

HOW THE KOOT ROCKS!

Here’s what’s been happening in social from August 17 to September 17, 2018.
We’ll be sending you updates on a monthly basis!

“August. Sometimes referred to as the ‘Sunday of Summer’, but also known for rivers turning red with spawning salmon!”

IG (Aug 25): 653 Likes (6,302 People Reached)
(Type: Partner Story - featuring
INDUSTRY PARTNERSHIPS

• Ktunaxa Nation
• Accelerate Kootenay
• Imagine Kootenay
• go2HR
• Spinal Cord Injury BC

COLLABORATIVE INITIATIVES

• Tourism Career Awareness & Workforce Development
• Professional Development and Learning Opportunities
<table>
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<th>Period</th>
<th>Activities</th>
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<td><strong>Fall 2017</strong></td>
<td>Global TV, Content Acquisition, Billboards, HelloBC Facebook Campaign, Economic Impact Survey</td>
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<td><strong>Spring 2018</strong></td>
<td>HelloBC Consumer Newsletter, HelloBC Facebook Campaign</td>
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<td><strong>Summer 2018</strong></td>
<td>Global TV, Billboard, Digital Signs at YYC</td>
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<tr>
<td><strong>Fall 2018</strong></td>
<td>HelloBC Facebook Campaign</td>
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</table>
BC’S MOUNTAIN PLAYGROUND

KOOTENAY ROCKIES

Three easy getaways in the Kootenay Rockies region
3 Facebook campaigns

FALL 2017
SPRING 2018
FALL 2018

Target
BC – AB – PNW USA
Age 25+
Look-A-Like audiences

Hot Springs - Powder Highway
Winter Celebrations & Festivals
Food/Wine/Relaxation
Kootenay Road Trips
Communities - Packages & Experiences

2,500,000 impressions
36,000 link clinks
Carousel ads performed best
TOURING & EXPLORING
Marketing Budget - $471,000

38% PRINT – OUT OF HOME
25% CONTENT ACQUISITION
22% PAID DIGITAL & PAID SOCIAL
15% CAMPAIGNS, SECTORS, SHOWS
MARKETING OBJECTIVES

Captivate

Advocate

Generate

Cultivate
Run to the Hills! Retreat Golden’s 5 Pillars of Mountain Relaxation
I’m approaching the summit and my lungs are reminding me of two things: the air is thinner up here and, you...
October 2, 2018
Read More

Meet Kootenay explorer Ben Westerik, our GuestGrammer for September 2018
Meet Ben Westerik, a local from Nelson BC and our September GuestGrammer. He loves that he can walk out his door and hop...
September 24, 2018
Read More

Wet Your Whistle: Along a Kootenay Road Trip
The beauty of the Kootenays in the fall, with the larch (tamarack) trees turning golden-yellow, makes for a fabulous time to take...
September 17, 2018
Read More

Adventures Food & Beverage Hiking Hot Springs and Wellness Touring

Speaking Earth: Legends, Land and Language
It is a rare thing these days to find that real, authentic family-style feeling. You know the one, where you leave...
September 10, 2018
Read More

Adventures Food & Beverage Hiking Hot Springs and Wellness Touring

Revelstoke Dazzles: Luna Arts Festival
Like magic – Revelstoke’s downtown centre was transformed. Artisan Kate Tupper’s Heavenly Bodies installation; photo by Marissa Tiel. Last year, more than two dozen installations...
August 30, 2018
Read More

Lakeshore Resort & Campground: Tipi Cultural Campout
If slowing down and really getting to know a place is part of your perfect vacation, put Lakeshore Resort’s Tipi Cultural Campout...
August 27, 2018
Read More

Adventures Food & Beverage Hiking Hot Springs and Wellness Touring
HIDDEN WATERFALLS IN THE KOOTENAYS

26 waterfalls featured

32,844 reached

GETTING INTO HOT WATER

Ainsworth – Canyon – Fairmont Halcyon - Nakusp Half Way River – Radium Lussier

17,580 reached
FOSSIL FINDS IN THE KOOTENAYS

Kootenay National Park - Stanley Glacier

Yoho National Park - Burgess Shale

Cranbrook History centre - Paleontology Exhibit

Reached 22,738
KOOTENAYROCKIES.COM
Captivate, Generate

TRAFFIC UP 31%
79% NEW
43% OVER 45
82% CANADA

USERS UP 38%
55% FEMALE
27% ARE 25-34
11% USA

82% CANADA
11% USA
KOOTENAYROCKIES.COM
Captivate, Generate

- Mobile 46%
- Desktop 40%
- Tablet 14%

- GOOGLE 41%
- FACEBOOK 30%
- OTHER 29%

Mobile 46%
Desktop 40%
Tablet 14%
POWDERHIGHWAY.COM
Captivate, Generate

LAUNCHED JAN 2018

11,000 USERS IN FEB 2018

TOP SOURCES
GOOGLE PAID ADS FACEBOOK

3,205 LINK CLICKS
DIGITAL ADVERTISING
Captivate, Advocate

RESULTS

2,673,298 IMPRESSIONS
9,802 LINK CLICKS
11,783 SESSIONS
6.07% CONVERSION RATE

TARGET - BC 45%  AB 39%  PNW USA 16%
COST SHARE PROJECTS
Captivate, Advocate, Generate

The Outdoor Adventure & Travel Show

WEST OF Yoho National Park, in southeast British Columbia, the jagged peaks of the Rockies parallel the Purcell, Selkirk and Monashee ranges of the Columbia Mountains. The valley waterways and early summer season have made this region attractive to visitors for decades. Around every turn, the scenic terrain and charming towns beg exploration.

Each community in the Kootenay Rockies has a unique story. On your journey, you’ll discover beautiful vistas and meet interesting people. Whether you’re trekking through a national park or perusing the Main Street shops, you will no doubt enjoy your stay.

Access the Kootenay Rockies from Alberta by drives the Trans-Canada Hwy/Towne Golden, or by driving Hwy 955 over the Continental Divide toward Radium. Adventure, heritage experiences, resorts, and lovely towns await.

Yoho National Park
Enter Yoho National Park to see breathtaking vistas and waterfalls. Achieve the height of Takakkaw Falls (off Yoho Valley Rd) or the impressive width of Wapta Falls (just west of Field), which is worth the 30-minute access hike.

With over 400 km of trails, Yoho is a hiker’s paradise. Traverse valley bottoms, verdant forests and rise above the tree-line to awesome views. At the Burgess Shale UNESCO World Heritage Site, step back in time at quarries that contain 520 million-year-old invertebrates; finally, access is by tour only (Burgess Shale Geoscience Foundation 1-866-343-3066). See the natural rock bridge en route to Emerald Lake via Emerald Lake Rd. A 5 km trail circles the lake and a short trail leads to Hamilton Falls.

TOWN OF GOLDEN
West of Yoho is Golden, a mountain adventure town first discovered in 1857 by legendary prospector David Thompson. In 1884, the first settlement was established under the name “McKee’s Camp.” Not to be outdone by a nearby lumber camp named itself “Silver City,” the settlement was
REGIONAL NON COST SHARE
Captivate, Generate
FACEBOOK
Captivate, Advocate

30% OF THE LEADS TO THE REGIONAL SITES

KOOTROCKS
21,000 fans

The Powder Highway
9,740 fans
INSTAGRAM
Captivate, Advocate

Kootenay Rockies
Sharing your favourite images of the Kootenays. Tag your photos with #KootRocks for permission to repost.
www.facebook.com/KootRocks
www.KootenayRockies.com

Followed by: travelcolumbianway, forntierr长效imagetown, heliboarder5

Powder Highway
Sharing ski/board bum images from the Powder Highway in BC. Use #espowderhighway to share and give us permission to post!
Facebook.com/PowderHighway
www.PowderHighway.com

Followed by: heliboarder, kootrocks, and kootrocks4life
CROWDRIFF
Captivate, Advocate
GOOGLE MY BUSINESS & TRUSTED VERIFIER
Captivate, Advocate
Sprinkled throughout the Columbia Mountains are eight unique breweries. In Revelstoke, Mt. Begbie Brewing celebrated its 20th anniversary in 2016 by building a brand-new brewery and then was named 'Canadian Brewery of the Year' at the 2017 Canadian Brewing Awards. A little south is beautiful Kootenay Lake and the city of Nelson, home to 10,000 people, some gorgeous architecture, and four breweries, including the region's oldest and a couple of its newest.

Near Castlegar is the Lion's Head Smoke & Brew Pub, an oasis of craft beer in the wilderness, with its own brewery in the works. The Trail Beer Refinery embraces that city's mining history, and Kaslo's Angry Hen Brewing is a brewery with a view of beautiful Kootenay Lake.

What's an Ale Trail?

A BC Ale Trail is a self-guided tour highlighting local craft brewery destinations and the natural landscapes that surround them.

Within each Ale Trail you will find recommended itineraries to explore the respective destination – this includes an array of craft breweries, pubs, restaurants, cafes, outdoor activities, sightseeing, accommodations and more.

Ale Trail itineraries are not gospel; we recommend you venture off the grid and explore points of interest wherever you choose to visit.

ALWAYS DRINK RESPONSIBLY

Members of the BC Ale Trail are committed to ensuring their beers are promoted and enjoyed responsibly, by those adults who choose to consume them, for the continued prosperity of the craft beer industry in British Columbia.

No one should drink alcohol, even in moderation, before operating a motor vehicle or engaging in other activities that involve attention and skill or physical risk.

The Kootenay Rockies

Forests, mountains, pristine lakes and rivers, hot springs and waterfalls: this is the West Kootenays. The folks who call this place home are mountaineers, ski bums, farmers, young families and retirees, or those seeking ‘off the grid’ lifestyles, all of them brought to a blend of towns and small cities, which is complemented by world-class outdoor adventures.

For anyone seeking a break from the mainstream society, the West Kootenays offers a slower pace, away from the hubbub of larger centres. Many visitors are tempted to join them once they discover the region’s unique mountain culture which is complemented by world-class outdoor adventures.
KOOTENAY ROCKIES TOURISM ASSOCIATION

Thank you!