



KOOTENAY ROCKIES TOURISM ASSOCIATION

AGM & Tourism Industry Conference
October 15, 2018



CORE PROGRAMS	DISCRETIONARY PROGRAMS
Destination Development	Touring & Exploring Marketing
Remarkable Experiences	Destination Experience Development
Content Creation & Social Media	
Travel Trade & Travel Media	

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



WILDFIRE RECOVERY FUNDING MARKETING TACTICS

Fall 2017

Global TV, Content Acquisition, Billboards, HelloBC Facebook Campaign, Economic Impact Survey

Spring 2018

HelloBC Consumer Newsletter, HelloBC Facebook Campaign

Summer 2018

Global TV, Billboard, Digital Signs at YYC

Fall 2018

HelloBC Facebook Campaign



SUPER, NATURAL
BRITISH COLUMBIA
CANADA

Travel Deals in BC's Kootenay Rockies

[View Online](#)

[Update Your Preferences](#)



Kootenay National Park | Kari Medig

TRAVEL DEALS FOR A MOUNTAIN GETAWAY



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**

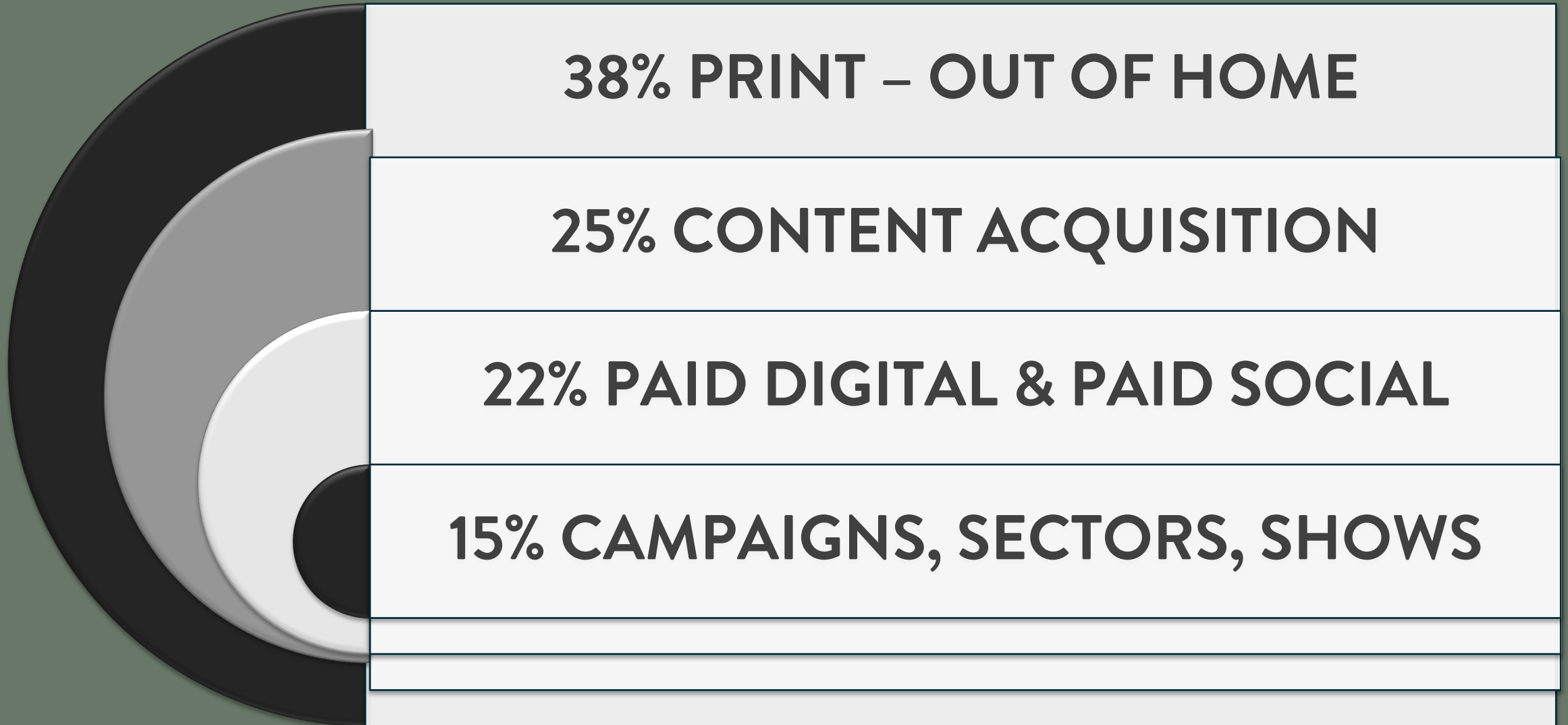
**2,500,000
IMPRESSIONS**

**36,000 *LINK
CLINKS***

**CAROUSEL ADS
PERFORMED BEST**

TOURING & EXPLORING

Marketing Budget - \$471,000



MARKETING OBJECTIVES



CAPTIVATE

ADVOCATE

GENERATE

CULTIVATE

CONTENT ACQUISITION

Captivate



BLOG POSTS

#KOOTROCKS



[Home](#) / [Posts](#)



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](#) ➔

Adventures Food & Beverage Hiking Hot Springs and Wellness Touring



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](#) ➔

Adventures Alpine Ski Resorts Backcountry Lodges Hiking Mountain Biking Touring



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 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](#) ➔



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

Reached 22,738

Kootenay National Park - Stanley Glacier

Yoho National Park - Burgess Shale

Cranbrook History centre - Paleontology Exhibit

KOOTENAYROCKIES.COM

Captivate, Generate

TRAFFIC UP 31%

USERS UP 38%

79% NEW

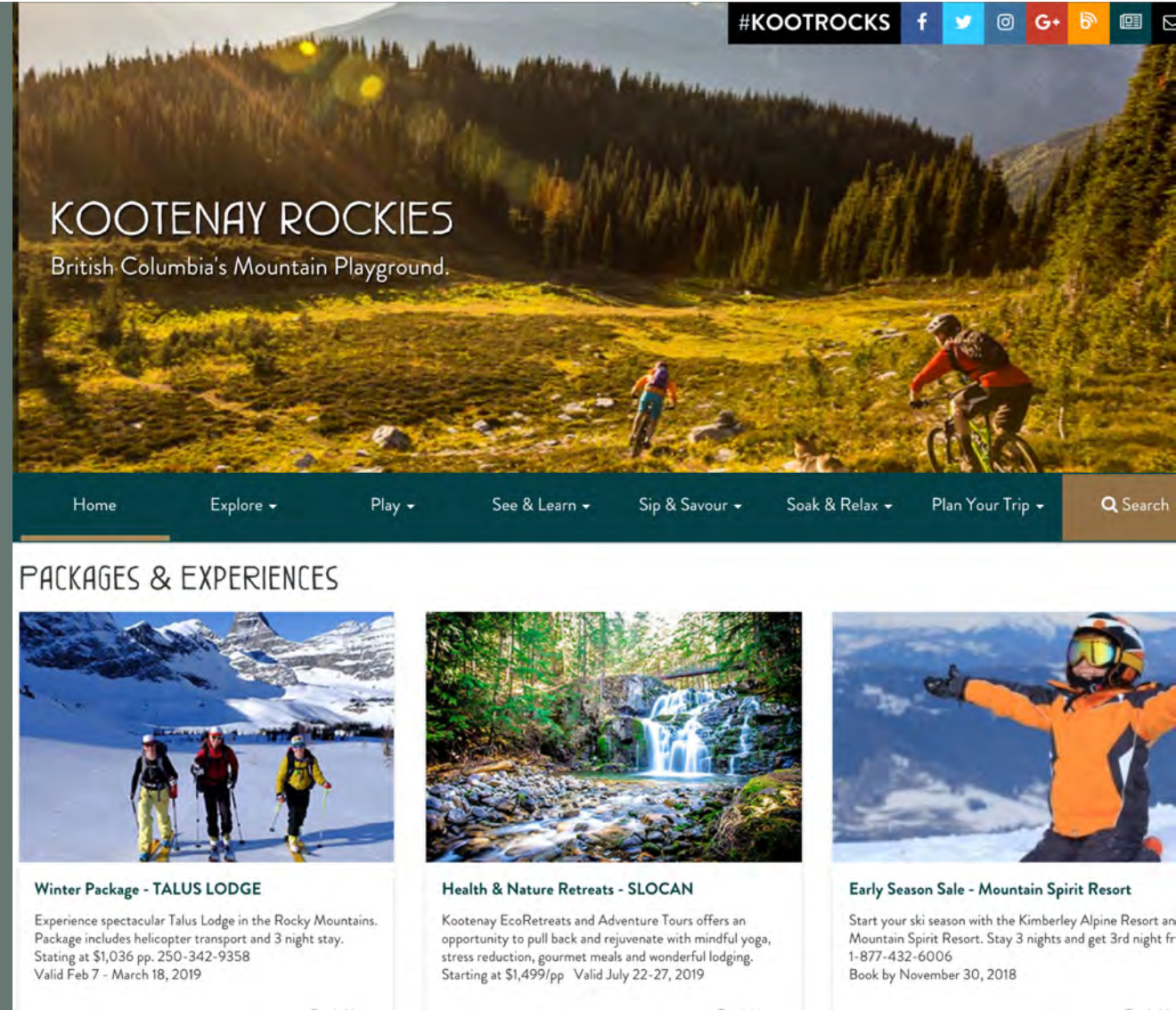
55% FEMALE

43% OVER 45

27% ARE 25-34

82% CANADA

11% USA



The screenshot shows the homepage of KootenayRockies.com. At the top right, there is a social media bar with the hashtag #KOOTROCKS and icons for Facebook, Twitter, Instagram, Google+, YouTube, and Email. The main header features a large, scenic photograph of a mountain valley with two cyclists in the foreground. The text "KOOTENAY ROCKIES" is prominently displayed, followed by the tagline "British Columbia's Mountain Playground." Below the header is a navigation menu with links: Home, Explore, Play, See & Learn, Sip & Savour, Soak & Relax, Plan Your Trip, and a Search icon. The main content area is titled "PACKAGES & EXPERIENCES" and displays three featured offers, each with a corresponding image and descriptive text.

#KOOTROCKS f t i G+ y e

KOOTENAY ROCKIES
British Columbia's Mountain Playground.

Home Explore Play See & Learn Sip & Savour Soak & Relax Plan Your Trip Search

PACKAGES & EXPERIENCES

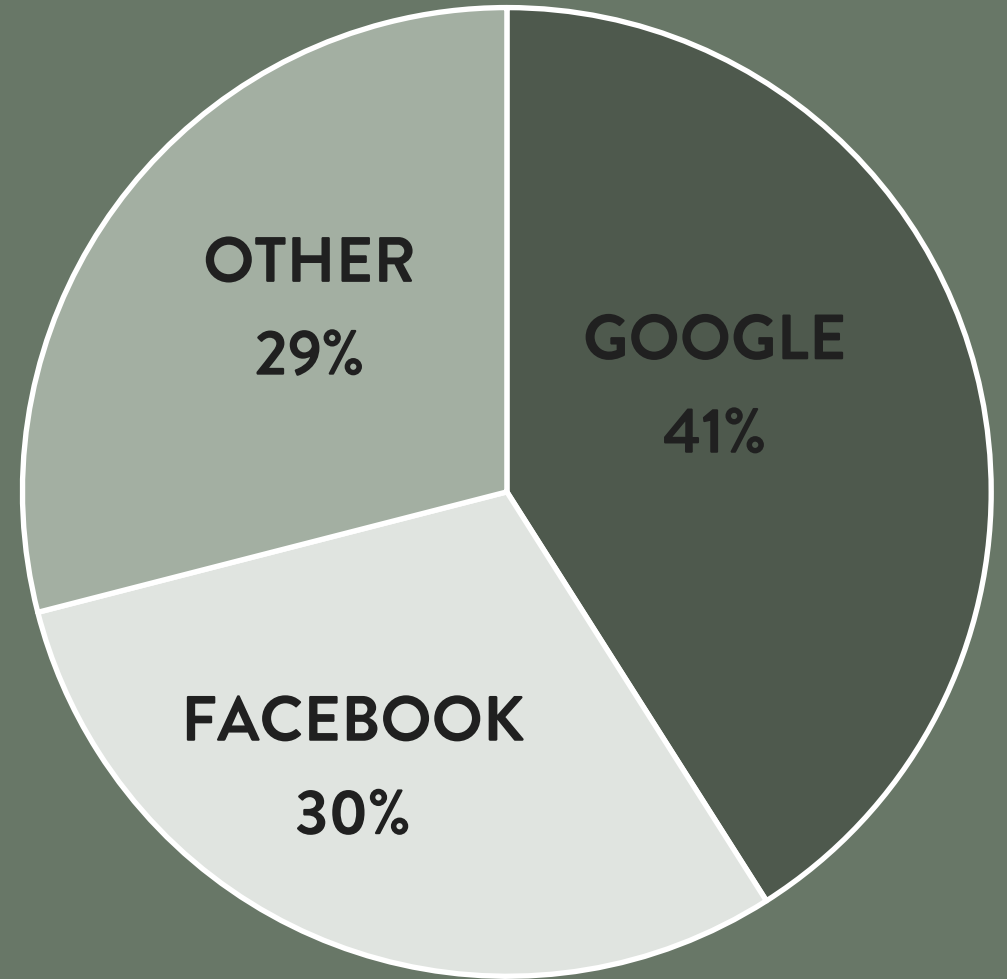
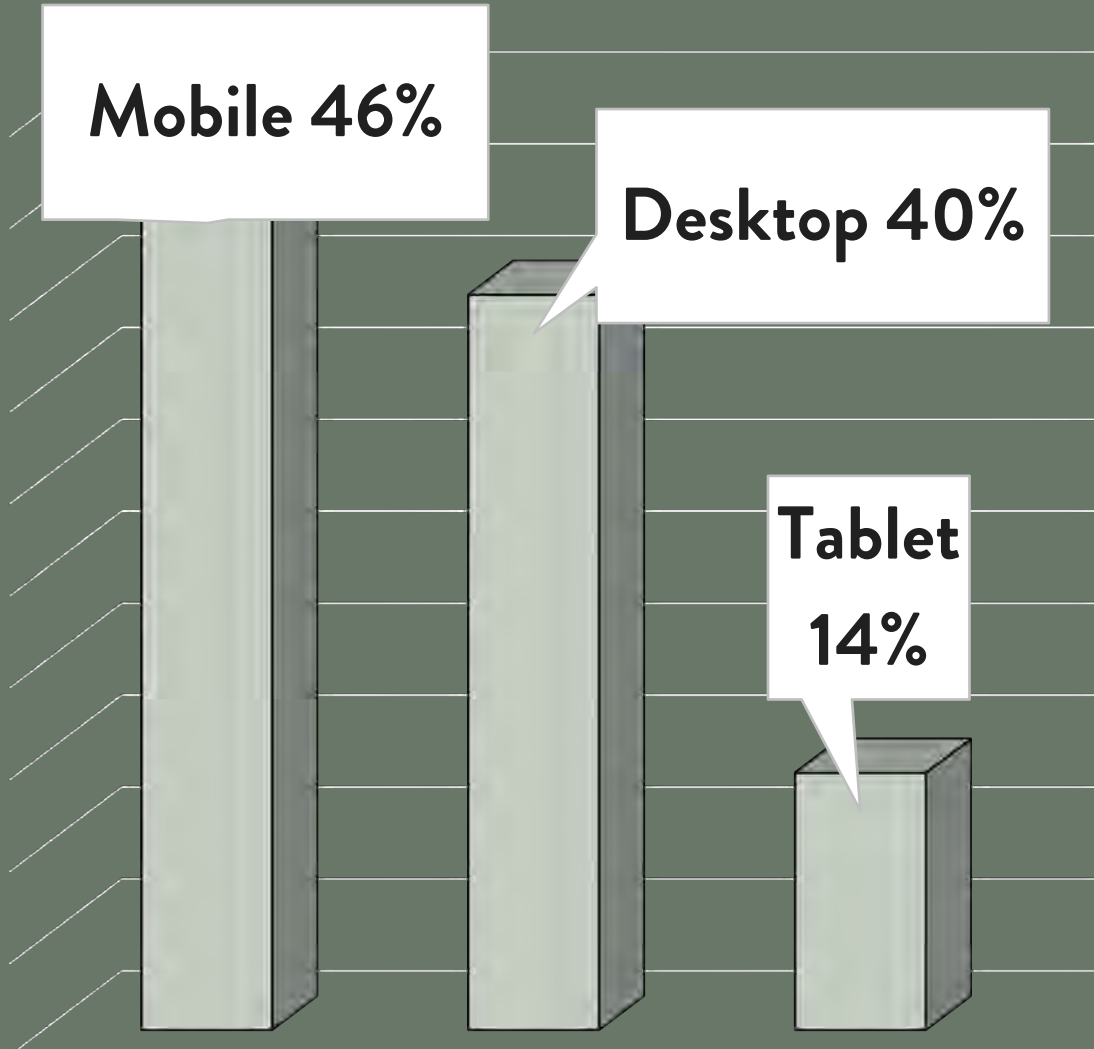
Winter Package - TALUS LODGE
Experience spectacular Talus Lodge in the Rocky Mountains. Package includes helicopter transport and 3 night stay. Stating at \$1,036 pp. 250-342-9358 Valid Feb 7 - March 18, 2019

Health & Nature Retreats - SLOCAN
Kootenay EcoRetreats and Adventure Tours offers an opportunity to pull back and rejuvenate with mindful yoga, stress reduction, gourmet meals and wonderful lodging. Starting at \$1,499/pp Valid July 22-27, 2019

Early Season Sale - Mountain Spirit Resort
Start your ski season with the Kimberley Alpine Resort and Mountain Spirit Resort. Stay 3 nights and get 3rd night free. 1-877-432-6006 Book by November 30, 2018

KOOTENAYROCKIES.COM

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POWDERHIGHWAY.COM

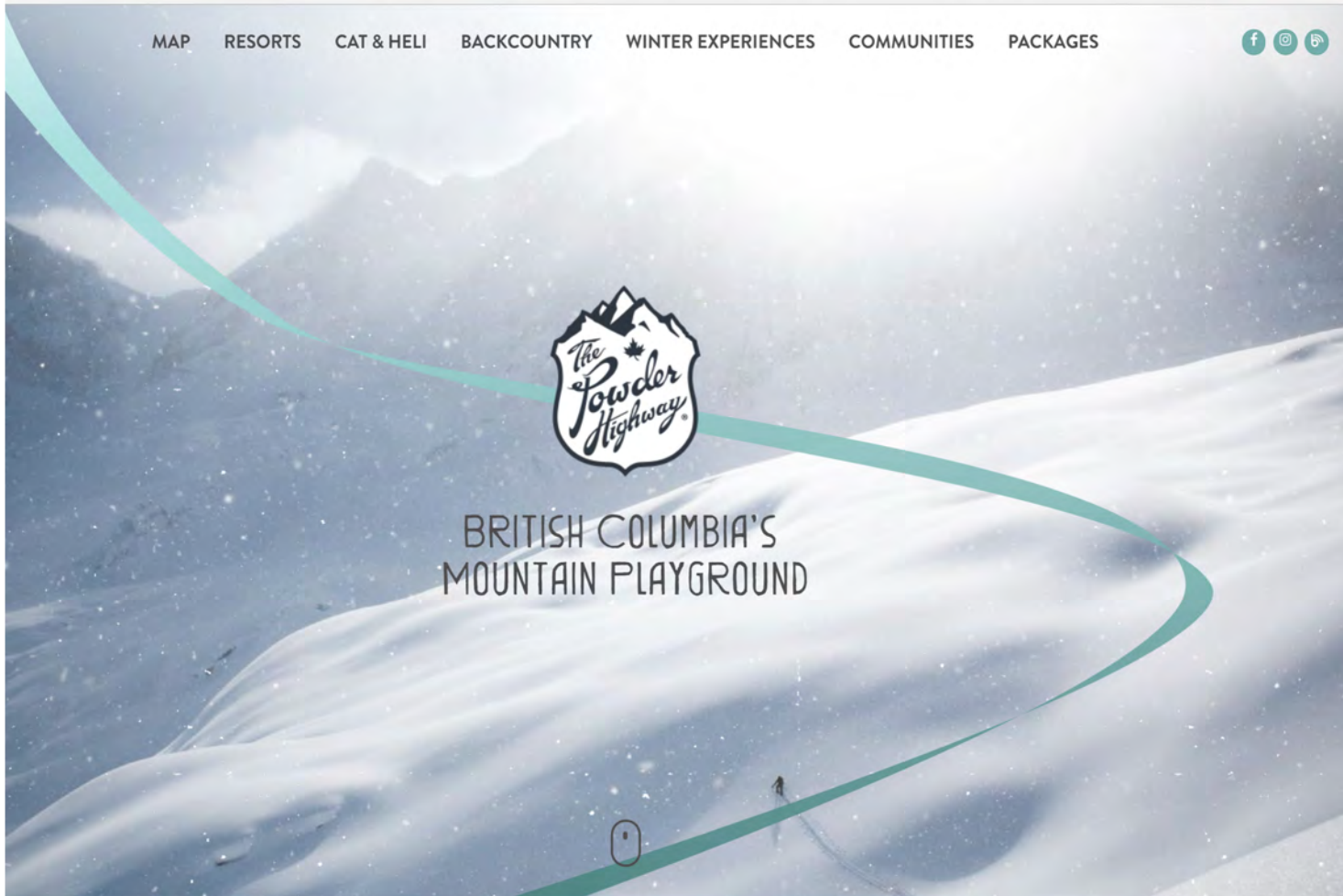
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LAUNCHED JAN 2018

**11,000 USERS
IN FEB 2018**

**TOP SOURCES
GOOGLE PAID ADS
FACEBOOK**

3,205 LINK CLICKS





DIGITAL ADVERTISING

Captivate, Advocate

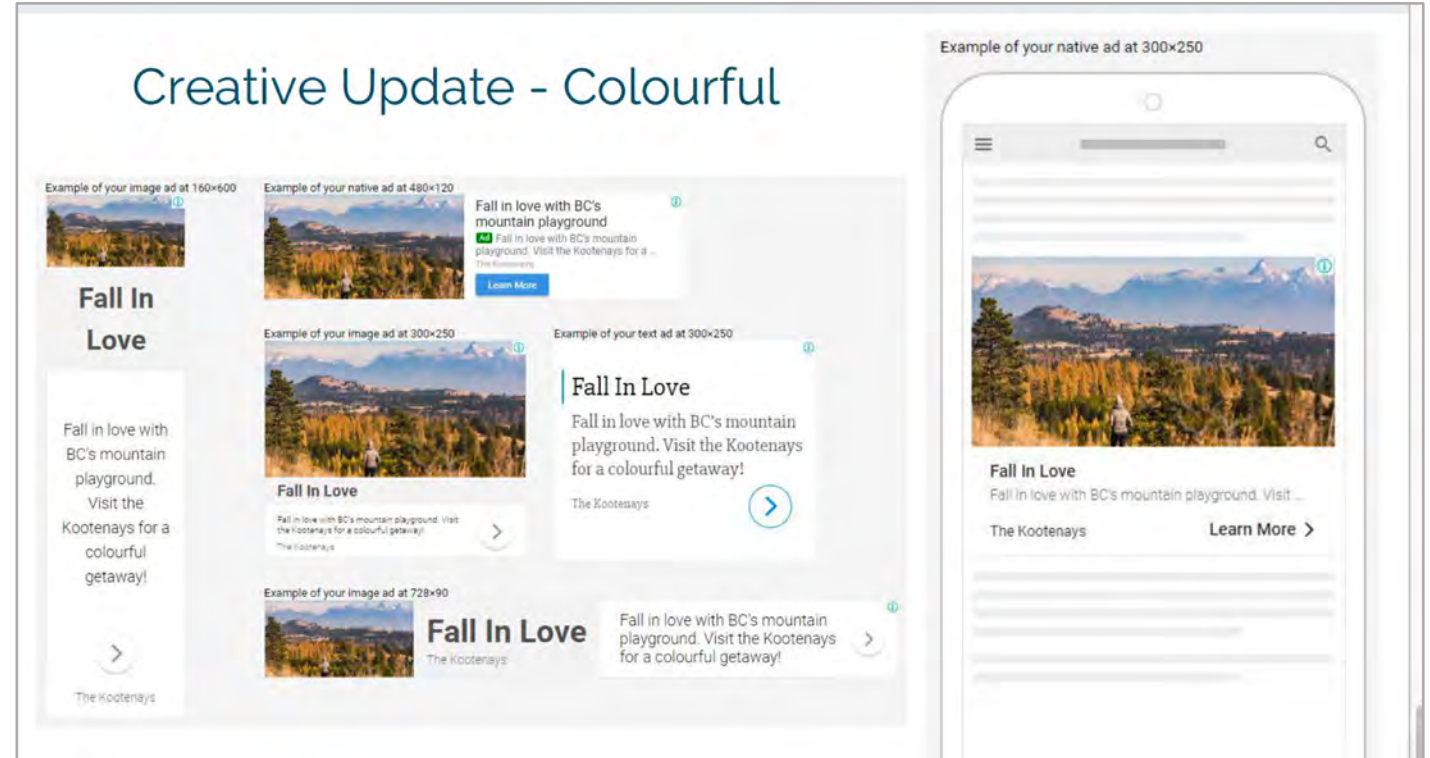
RESULTS

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



By Where Writers

MEGAN MCLELLAN PHOTO: LAKE OF THE HANGING GLACIER

West of Banff 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 driving the Trans-Canada Hwy/Hwy 1 toward Golden, or by driving Hwy 93S over the Continental Divide toward Radium. Adventure, heritage experiences, resorts, and lovely towns await.

BANFF TO GOLDEN 139 km/86 mi

YOHO NATIONAL PARK

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

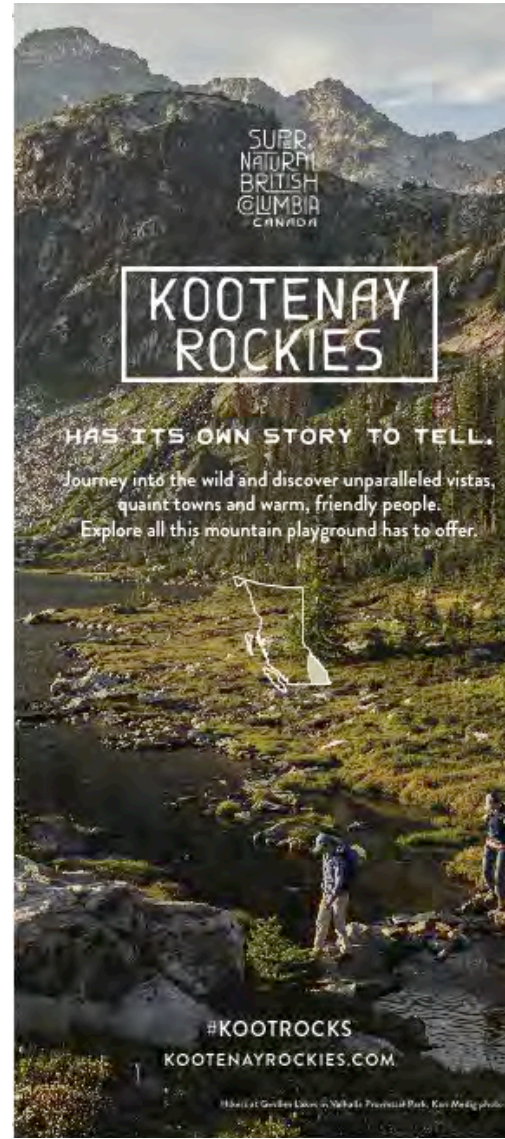
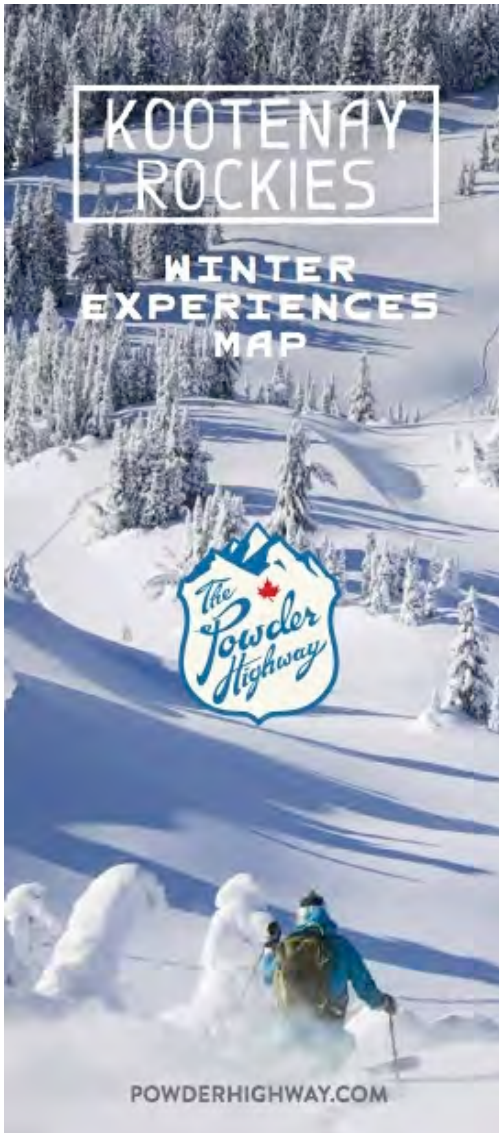
With over 400 km of trails, Yoho is a hiker's paradise. Traverse valley bottoms, verdant forests and rise above the tree-line to awesome views. At the Burgess Shale UNESCO World Heritage Site, step back in time at quarries that contain 500-million-year-old invertebrate fossils; access is by tour only (Parks Canada 1-877-737-3783; Burgess Shale Geoscience Foundation 1-800-343-3006). See the natural rock bridge en route to Emerald Lake via Emerald Lake Rd. A 5 km/3 mi trail circles the lake and a short trail leads to Hamilton Falls.

TOWN OF GOLDEN

West of Yoho lies Golden, a mountain adventure town first discovered in 1807 by legendary map maker David Thompson. In 1884, the first settlement was established under the name "McMillans Camp." Not to be outdone by a nearby lumber camp naming itself "Silver City" the settlement was

REGIONAL NON COST SHARE

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FACEBOOK

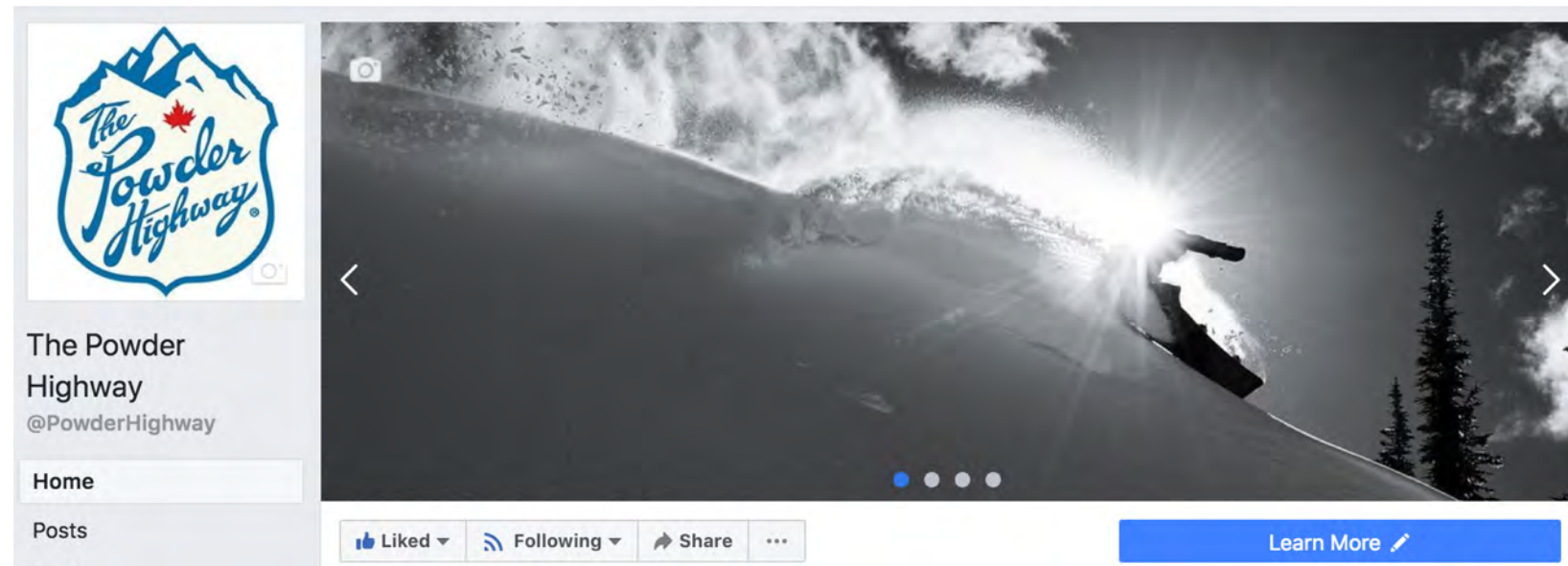
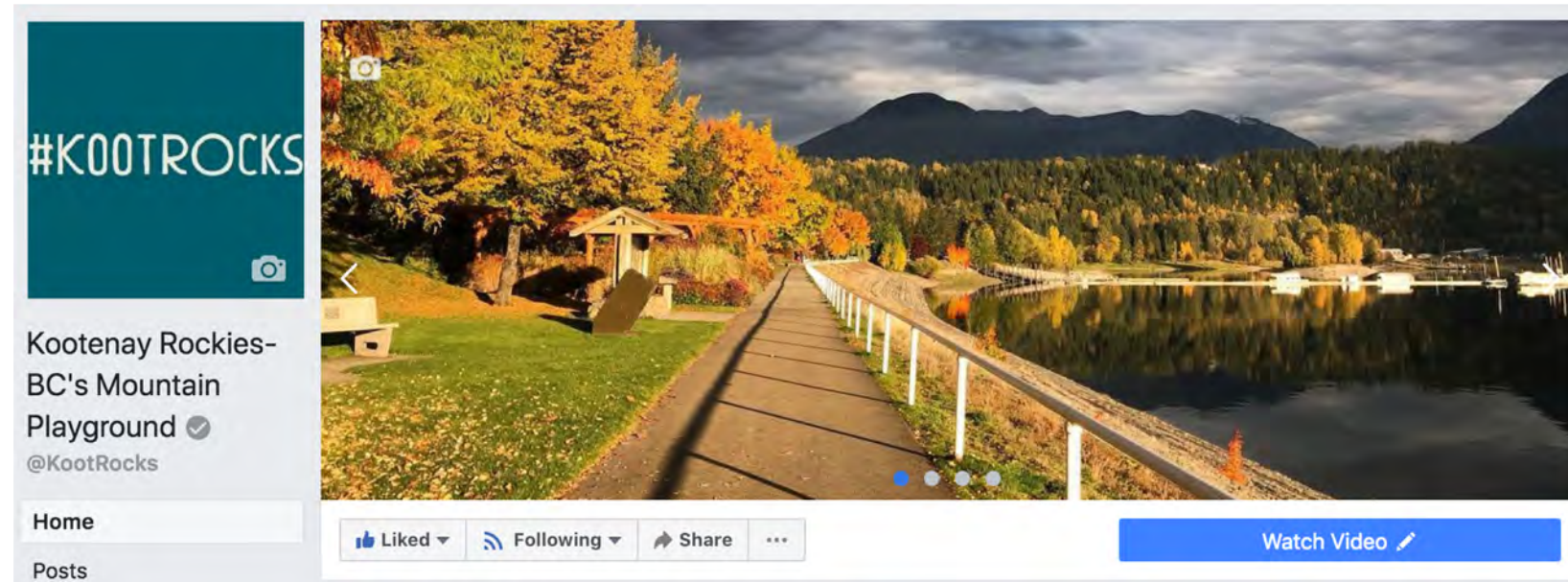
Captivate, Advocate

30%

OF THE LEADS TO THE
REGIONAL SITES

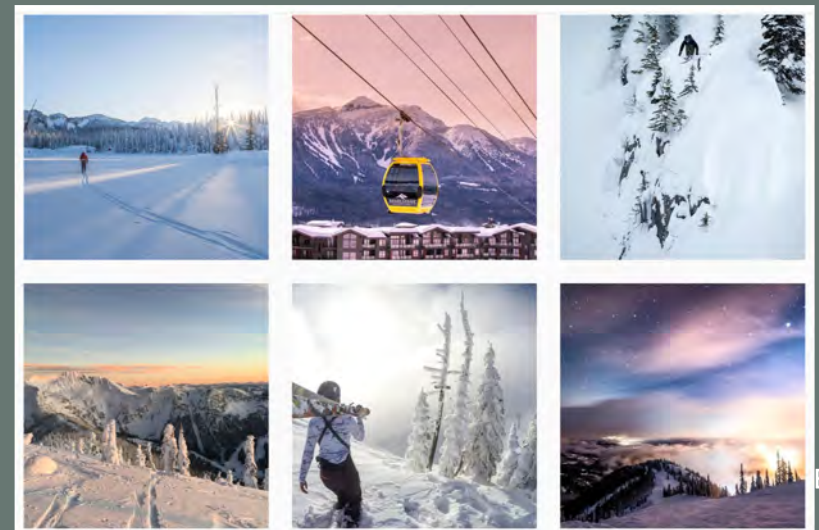
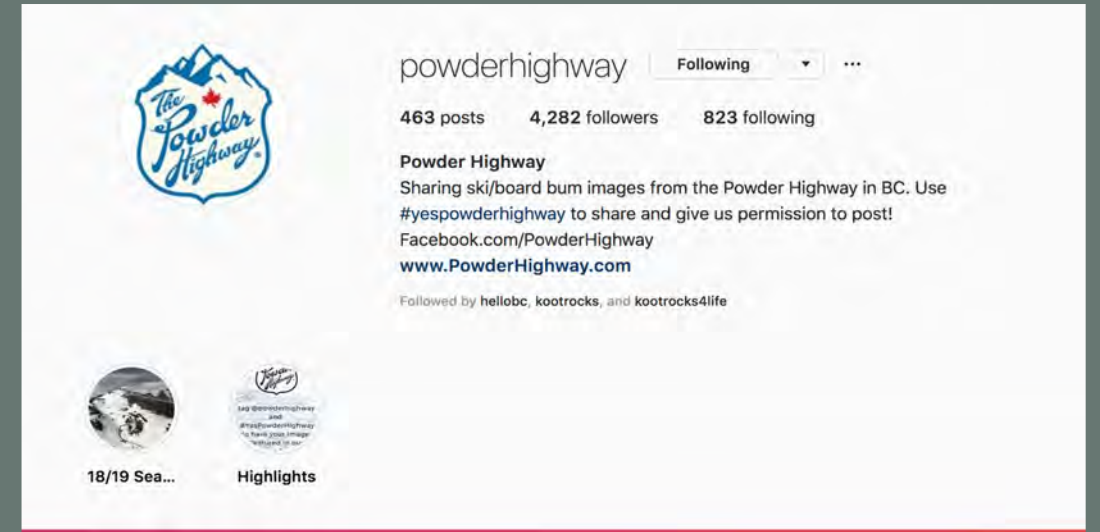
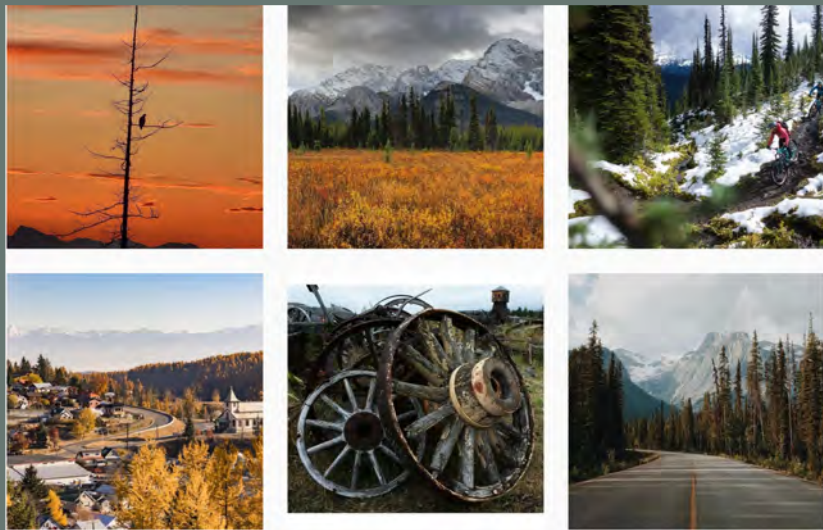
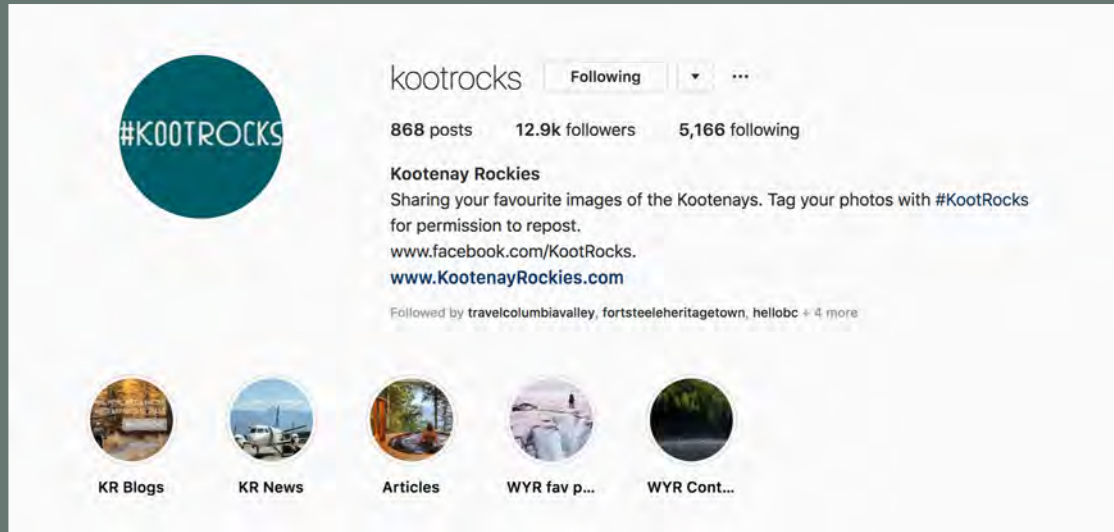
KOOTROCKS
21,000 fans

The Powder Highway
9,740 fans



INSTAGRAM

Captivate, Advocate



CROWDRIFF

Captivate, Advocate



GOOGLE MY BUSINESS & TRUSTED VERIFIER

Captivate, Advocate



Cranbrook History Centre

<https://www.cranbrookhistorycentre.com/> ▼

The **Cranbrook History Centre** is a museum and archives dedicated to the research, preservation, and restoration of heritage pertaining to the history of ...

Contact

Fill out the form below for ALL enquiries, including train tours ...

Canadian Museum of Rail Travel

The Canadian Museum of Rail Travel is a collection of 28 ...

About Us

About Us. The Cranbrook Archives, Museum and Landmark ...

[More results from cranbrookhistorycentre.com »](#)

Royal Alexandra Hall

With the notable exception of the Royal Alexandra Hotel, built in ...

Events & Programs

Birthday Parties. What better way to celebrate your rail fan's ...

Archives

The Cranbrook Archives are housed on the second floor of ...

Cranbrook History Centre - Home | Facebook

<https://www.facebook.com> › Places › Cranbrook, British Columbia ▼

★★★★★ Rating: 4.9 - 12 votes

Cranbrook History Centre, Cranbrook. 1K likes. The **Cranbrook History Centre** hosts numerous things to do. Guided Train Tours, the elegant Royal Alexandra...

Cranbrook History Centre - All You Need to Know BEFORE You Go ...

<https://www.tripadvisor.ca> › ... › Cranbrook › Things to do in Cranbrook ▼

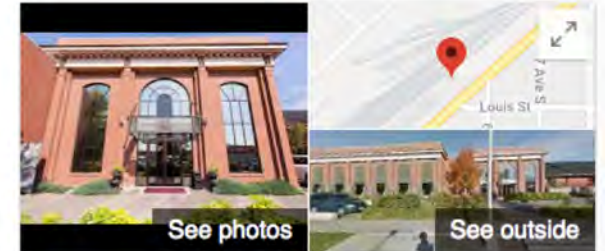
★★★★★ Rating: 4.5 - 145 reviews

Cranbrook History Centre, Cranbrook: See 145 reviews, articles, and 48 photos of **Cranbrook History Centre**, ranked No.1 on TripAdvisor among 22 attractions ...

Cranbrook History Centre - Kootenay Rockies Tourism

<https://www.kootenayrockies.com/partner/canadian-museum-of-rail-travel/> ▼

The **Cranbrook History Centre** houses the Canadian Museum of Rail Travel, the Cranbrook Archives, Royal Alexandra Hall and the Cranbrook Museum.



Canadian Museum of Rail Travel ★

[Website](#)

[Directions](#)

4.5 ★★★★★ 57 Google reviews

Museum in Cranbrook, British Columbia

The Canadian Museum of Rail Travel, or its brand name "Trains Deluxe", is located in Cranbrook, British Columbia, Canada, a city of about 25,000 on the west side of the Rocky Mountains. [Wikipedia](#)

Address: 57 Van Horne St S Box 400, Cranbrook, BC V1C 1Y7

Opened: 1977

Hours: **Open** · Closes 5 p.m. ▼

Province: British Columbia

Phone: (250) 489-3918

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Questions & answers

[See all questions \(2\)](#)

[Ask a question](#)

SECTOR GROUPS

Generate

The East Kootenays is a big place, something that becomes crystal clear among its iconic mountains and panoramic valleys. Spectacular national and provincial parks, hot springs, and hiking and biking trails, as well as several alpine resorts, make this a playground for wilderness explorers – especially if they're beer lovers too.

If enjoying a beer amid spectacular vistas is your idea of a good time, then you have come to the right place. Parks are waiting for campers and adventurers, while the Powder Highway resorts and lodges offer snow-covered slopes throughout the winter. In the broad Columbia Valley, outdoor pursuits beckon and rivers and lakes are ready for swimming, boating and fishing in the summer.

Photo by: Karl Medig

Spread throughout is a network of thirst-quenching craft breweries. Fernie Brewing is nestled in the Canadian Rockies. From there, travel to Cranbrook, home of Father Peak Brewing or the Heidi-Our restaurant, and then continue on to Over Time Beer Works in Kimberley. The beautiful Columbia River Valley opens up in front of you as you drive north to Invermere, the base of Arrowhead Brewing. Nearby is Fairmont Hot Springs where the East Kootenay Beer Festival is held each June. Finally, head north to check out Whitehorn Brewing in Golden and Mt. Begbie Brewing in Revelstoke.

Each brewery has a strong connection with its own unique, local community, making it a pleasure to explore and discover the diversity of stories and people here.

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 BC ALE TRAIL

ARRIVE THIRSTY, LEAVE INSPIRED.

KOOTENAY ROCKIES TOURISM

KootenayRockies.com #KOOTROCKS

SURR. NATURAL. BRITISH COLUMBIA

THE KOOTENAY ROCKIES ALE TRAILS

TRAVEL FAR IN SEARCH OF BEER.

Photo by: Karl Medig

#exploreBC #BCAleTrail #BCCraftBeer

BCAleTrail.ca

f t i @BCAleTrail

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 friendly to a fault. Its towns and small cities are ready and waiting with history, culture, a vibrant art scene and, of course, beer.

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 adventure.

Photo by: Karl Medig

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 Brewer 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 at 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 Kootenay's Angry Hen Brewing is a brewery with a view of beautiful Kootenay Lake.



BC Association of Farmers' Markets

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The source for Local Food!

Farmers Market

Find a Local Farmers' Market



KOOTENAY ROCKIES TOURISM ASSOCIATION

Thank you!