

HAPPY FIRST DAY OF FALL!

THE PERFECT TIME OF YEAR TO
VISIT KOOTENAY CAFES.



SEVEN SUMMITS COFFEE COMPANY

Which do you prefer?

COFFEE.
ALWAYS.

64%

A LOVELY
CUP OF TEA.

36%

How the Koot Rocks

August 1 to September 30, 2019

- DBC Content & Media Stories
- KRT Blog Stories/Other Content +
- Partner/Stakeholder Content Stories

How the Koot Rocks

CONTENT/SOCIAL SUMMARY

Kootenay Rockies-BC's Mountain Playground
September 11 · 🌐

Fall 🍂 is a perfect time to... slow down and take the time to experience your surroundings on a deeper level.

"Welcome to Alpine Nirvana" in Kaslo, BC with *Between a Lake and a High Place-Experiential Tourism Company* - does just that!

Learn more: <https://www.kootenayrockies.com/post/alpine-nirvana-kaslo> (words by Ashley Voykin Photography)

(Photos: Kootenay Lake by Field & Forest, Aerial by David Gluns and SS Moyie by Ashley Voykin)

15,553 People Reached

1,657 Reactions, Comments & Shares 🗨️

1,275 Like	1,089 On Post	186 On Shares
175 Love	143 On Post	32 On Shares
2 Haha	2 On Post	0 On Shares
41 Wow	35 On Post	6 On Shares
38 Comments	18 On Post	20 On Shares
126 Shares	126 On Post	0 On Shares

1,032 Post Clicks

623 Photo Views	21 Link Clicks	388 Other Clicks 📄
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

- **DESTINATION BC - KR/PH FB & IG**

Reactions = 4,576

Reach = 15,658

- **KRT PARTNERS - KR/PH FB & IG**

Reactions = 78,355

Reach = 717,672

- **RDMO (Kootenay Rockies) - KR/PH FB & IG**

Reactions = 19,841

Reach = 227,283

- **“Definitions”**

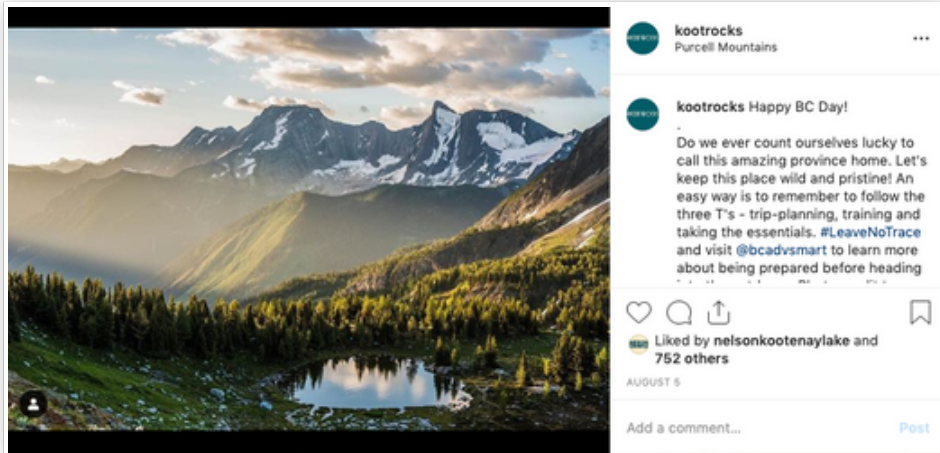
Reactions: Likes, Comments & Shares

Reach: # of Unique People who saw your Content

(**): Refers to KR-IG Story Community Takeovers

How the Koot Rocks

Partner/Stakeholder Content Stories



- **Aug 1: Mountain Biking (NKLT) - KR-IG**

Reactions = 308

- **Aug 2: Alping Hiking (TFernie) - KR-IG**

Reactions = 779

- **Aug 2: **Hiking Video (TRadium) - KR-IG Story**

Reactions = 548

- **Aug 3: Emerald Lake (TGolden/ELL) - KR-IG**

Reactions = 226

- **Aug 4: Alpine Hiking (NKLT) - KR-IG**

Reactions = 576

- **Aug 5: Grizzly Bear Refuge (KHMR/TGHolden) - KR-FB**

Reactions = 98

- **Aug 5: Slocan Valley (WK Route) - KR-FB**

Reactions = 644

- **Aug 5: Earl Gray (Inv-Pan/ NKLT) - KR & PH-IG**

Reactions = 1,016 (IG photo)

How the Koot Rocks

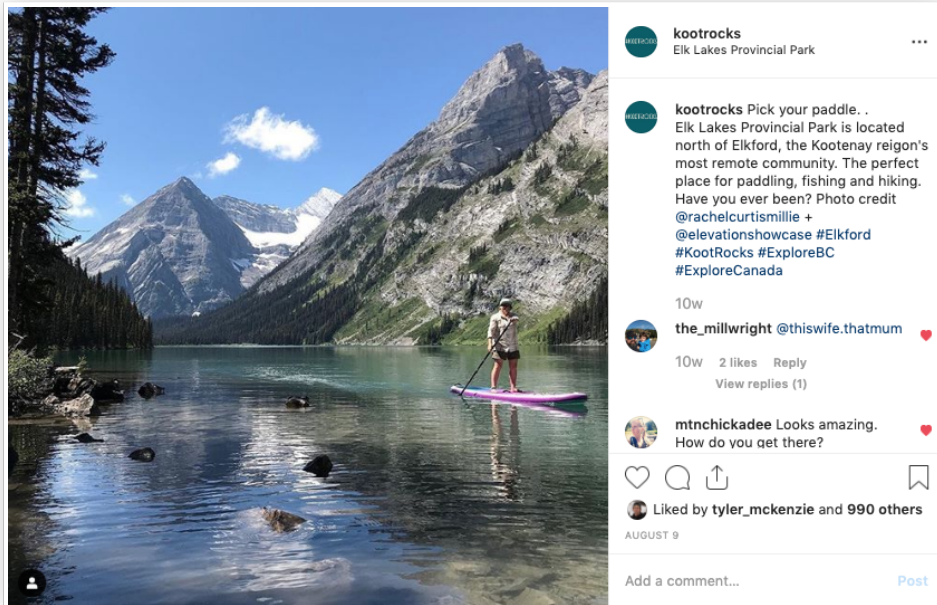
Partner/Stakeholder Content Stories



- Aug 6: **Inv Music (Inv-Pan /CV Travel) - KR-IG Story
Reactions = 844 (IG photo)
- Aug 6: Island Lake (TFernie/ ILL) - KR-IG
Interactions = 317
- Aug 6: Revelstoke Skiing (RMR Video) - PH-FB
Reactions = 31
- Aug 7: Whitewater Skiing (WH20) - PH-FB
Reactions = 30
- Aug 7: KAR T-Bar (KAR/TKimberley) - KR-IG
Reactions = 460
- Aug 7: Whitewater Skiing (WH20) - PH-IG
Reactions = 288
- Aug 7: Rocky Mtn Buffalo (TGolden) - KR-IG
Reactions = 714
- Aug 7: **Kootenay Lake (NKLT) - KR-IG Story
Reactions = 589

How the Koot Rocks

Partner/Stakeholder Content Stories



- Aug 8: Nelson Murals (NKLT Blog) - KR-FB

Reactions = 40

- Aug 8: Alpine Hiking (KHMR/ TGolden) - KR-IG

Reactions = 279

- Aug 9: Elk Lakes (TFernie) - KR-IG

Reactions = 991 (IG photo)

- Aug 10: **Hiking East Shore (CV Route) - KR-IG Story

Reactions = 791

- Aug 10: Revelstoke (Aval Canada) - PH-FB

Reactions = 8

- Aug 10: Fernie Aerial (TFernie) - KR-IG

Reactions = 512

- Aug 10: Ski Touring (TRevelstoke) - PH-IG

Reactions = 246

- Aug 11: Kimberley (KUMR) - KR - FB

Reactions = 54

How the Koot Rocks

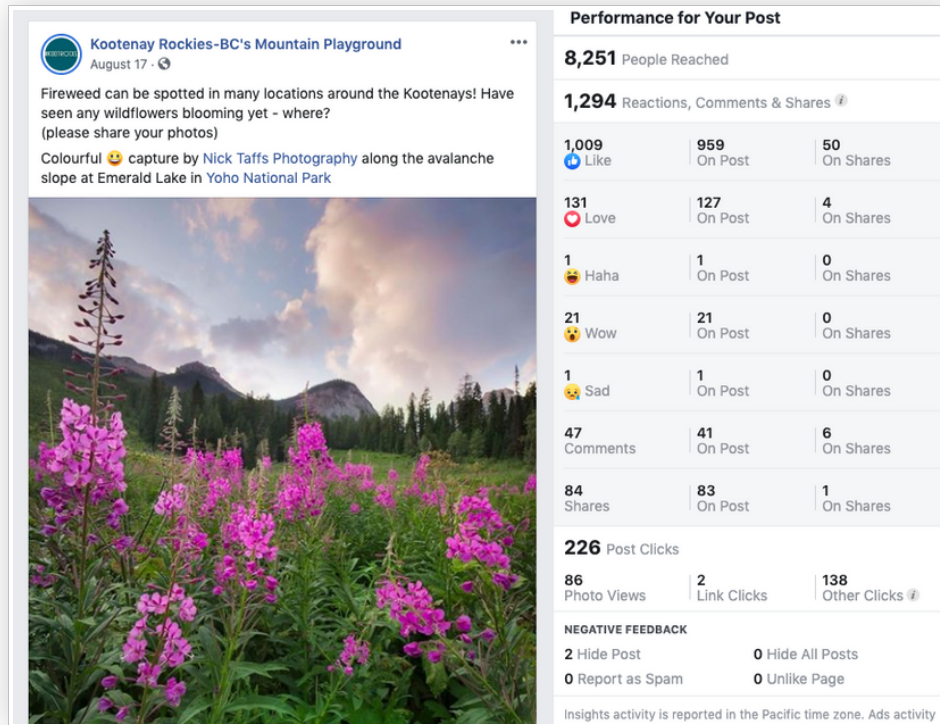
Partner/Stakeholder Content Stories



- Aug 11: Fernie Alpine Resort - PH-FB
Reactions = 24
- Aug 11: Mountain Biking (TRevelstoke) - KR-IG
Reactions = 282
- Aug 11: Fernie Snow Peak (TFernie) - PH-IG
Reactions = 225
- Aug 11: Pedley Pass Hike (Inv-Pan) - KR-FB
Reactions = 35
- Aug 12: Nelson Sunset (NKLT) - KR-IG
Reactions = 373
- Aug 12: Miner's Hall (TRossland) - KR-IG Story
Reactions = 889 (IG photo)
- Aug 12: **Rafting (TGolden) - KR-IG Story
Reactions = 389
- Aug 13: Heli Hiking (CMH Bugaboos) - KR-IG
Reactions = 265

How the Koot Rocks

Partner/Stakeholder Content Stories



- **Aug 13: Forest Bathing (BALAHP) - KR-FB Story**

Reactions = 457

- **Aug 14: Mountain Biking (PMR) - PH-FB & IG**

Reactions = 166

- **Aug 14: Mummery Glacier (TGolden) - KR-FB**

Reactions = 166

- **Aug 14: Meadows in the Park (TRevy) - KR-IG**

Reactions = 296

- **Aug 15/16: Mineral/Kokanee Zip (KR-FB)**

Reactions = 651

- **Aug 16: Fisher Peak (TCranb & TKimb) - KR-IG**

Reactions = 576

- **Aug 17: Fireweed (Yoho NP) - KR-FB/IG**

Reactions = 1,717 (FB photo)

- **Aug 17: Mtn Biking (WK Route/Retallack) - PH-FB/IG**

Reactions = 492

How the Koot Rocks

Partner/Stakeholder Content Stories



- Aug 17: Fernie Hiking (Island Lake Lodge) - KR-IG

Reactions = 343

- Aug 18: Ask a Local (NKLT) - KR-FB

Reactions = 82

- Aug 18: Golden Riding (TGolden) - PH-FB/PH-IG

Reactions = 245

- Aug 18: Hiking Glacier NP (TGolden/TRevy) - KR-IG

Reactions = 463

- Aug 19: Salmon Spawning (Multi-Businesses) - KR-FB

Reactions = 62

- Aug 19: Fireweed (Yoho NP/TGolden) - KR-IG

Reactions = 423

- Aug 19: **Revelstoke Arts (TRevelstoke) - KR-IG Story

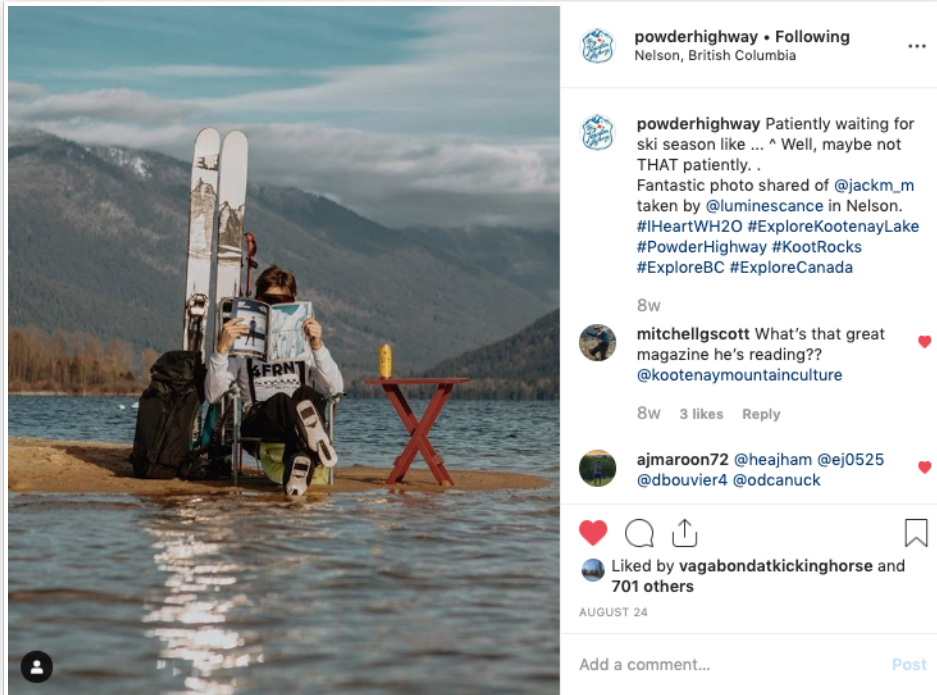
Reactions = 769 (IG photo)

- Aug 20: Pedley Pass Hiking (CV Travel) - KR-FB

Reactions = 97

How the Koot Rocks

Partner/Stakeholder Content Stories



- Aug 21: Mt. Revelstoke NP (TRevelstoke) - KR-IG

Reactions = 281

- Aug 21: **Nakusp Beaches (VNakusp) - KR-FB/IG Story

Reactions = 1,039

- Aug 21: Alpine Wildflowers (Talus Lodge) - KR-FB Story

Reactions = 329

- Aug 22 - Glacier NP (TGolden/TRevy) - KR-FB

Reactions = 1,417

- Aug 23: Plaid Lake Hike (Creston Valley) - KR-FB

Reactions = 464

- Aug 23: Elk Valley Scenic (TFernie) - KR-IG

Reactions = 733

- Aug 23: **Fly Fishing (TFernie) - KR-FB/IG Story

Reactions = 1,174

- Aug 24: Skiing/Riding (WH20/NKLT) - PH-FB/IG

Reactions = 1,499 (IG photo)

How the Koot Rocks

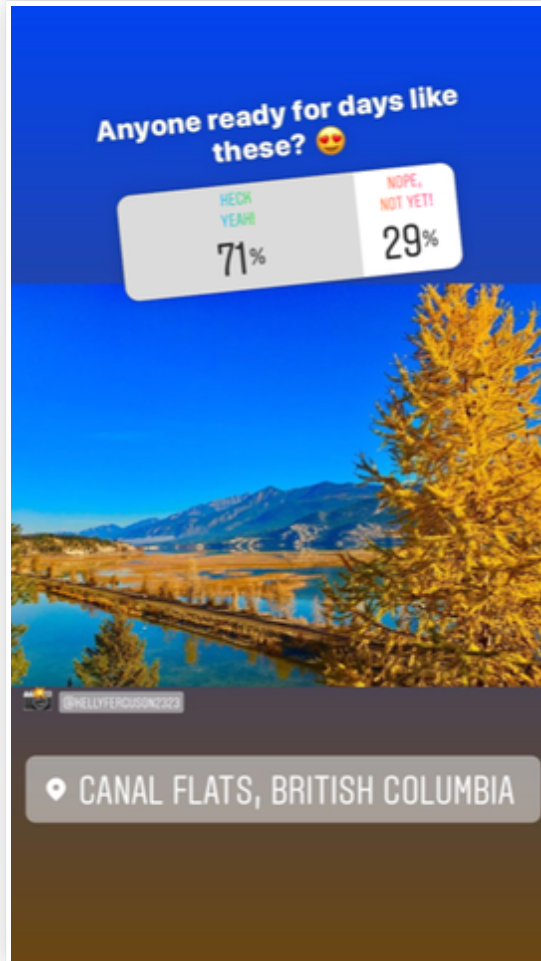
Partner/Stakeholder Content Stories



- **Aug 24: Touring (TRevelstoke) - KR-IG**
Reactions = 549
- **Aug 24: Mtn Biking (WK Route) - KR-IG Story**
Reactions = 751
- **Aug 25: Alpine Hiking (KHMR/TGolden) - KR-FB/IG**
Reactions = 404
- **Aug 26: Rogers Pass (TGolden/TRevy) - PH-IG**
Reactions = 353
- **Aug 26: Slocan Rail Trail (Adapted Sports) - KR-FB**
Reactions = 55
- **Aug 26: **Luna Fest (TRevy) - KR-FB/IG Story**
Reactions = 1,042 (IG photo)
- **Aug 26: SUP Columbia (TRevelstoke) - KR-IG**
Reactions = 374
- **Aug 27: Alpine Hiking (Purcell Lodge) - KR-FB**
Reactions = 15

How the Koot Rocks

Partner/Stakeholder Content Stories



- Aug 27: Fall Scenic (Canal Flats) - KR-IG Story
Reactions: 1,018 (IG photo)
- Aug 27: Peak Music Fest (CranbrookT) - KR-FB Story
Reactions = 332
- Aug 28: Ski Touring (TRevelstoke) - PH-IG
Reactions = 267
- Aug 28: **Mtn Biking (VNakusp) - KR-IG STory
Reactions = 910
- Aug 28: Mtn Biking (Ski Resorts) - KR-IG Story
Reactions = 272
- Aug 28: Kicking Horse Pass (TGolden) - KR-IG
Reactions = 425
- Aug 30: Alpine Mtn Biking (Sol Mtn) - KR-FB
Reactions = 58
- Aug 30: Salmon Run (NKLT) - KR-IG
Reactions = 259

How the Koot Rocks

Partner/Stakeholder Content Stories



- **Aug 31: Mtn Biking (Pano Resort) - PH-FB/IG**

Reactions: 178

- **Sep 1: Skiing/Riding (TGolden) - PH-FB/IG**

Reactions = 289

- **Sep 1: Mtn Biking (TRevy) - KR-IG**

Reactions = 465

- **Sep 2: Wilson Falls (WK Route) - KR-IG**

Reactions = 886

- **Sep 2: **Mtn Biking (TRevy) - KR-IG Story**

Reactions = 1,102

- **Sep 3: Renovations (Island Lake Lodge) - KR-FB**

Reactions = 46

- **Sep 3: Takakkaw Falls (YohoNP/ TGolden) - KR-IG**

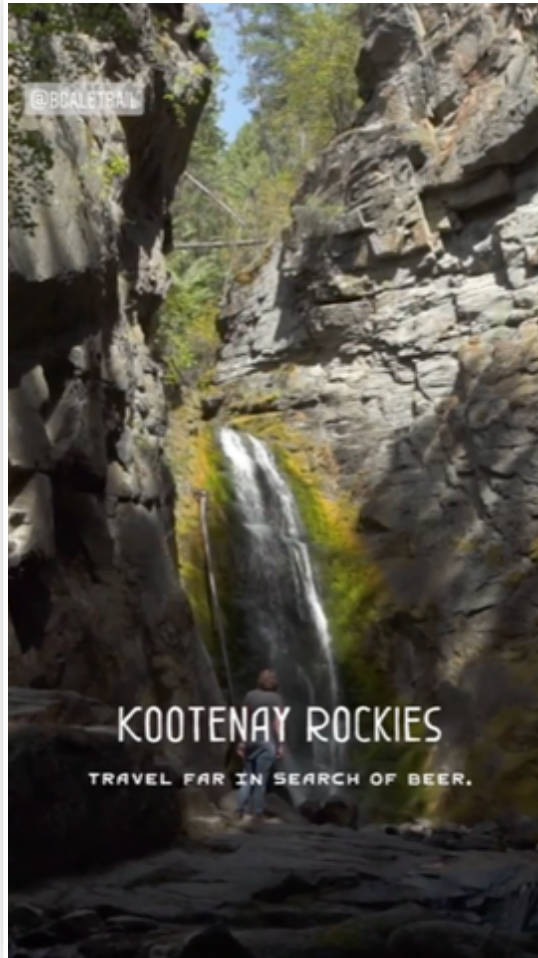
Reactions = 386

- **Sep 3: EK Breweries (BC Ale Trail) - KR-FB/IG Story**

Reactions = 1,173 (IG photo)

How the Koot Rocks

Partner/Stakeholder Content Stories



- **Sep 4: Valhalla PP (WK Route) - KR-IG**

Reactions: 629

- **Sep 5: Hot Springs (FHSR) - KR-FB**

Reactions = 410

- **Sep 5: Scenic ILL (Island Lake/TFernie) - KR-IG**

Reactions = 424

- **Sep 6: WK Breweries (BC Ale Trail) - KR-FB/IG Story**

Reactions = **1,111** (IG Story)

- **Sep 6: Golden (TGolden) - KR-IG Story Share**

Reactions = 712

- **Sep 7: Ski Touring (TGolden) - PH-IG**

Reactions = 406

- **Sep 7: Waterfalls (WK Route)- KR-IG**

Reactions = 532

- **Sep 8: Snowy Downtown (TRevy) - PH-FB/IB**

Reactions = 926

How the Koot Rocks

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- **Sep 8: Paddling Castlegar (Endless Adv) - KR-IG**

Reactions: 554

- **Sep 9: Rossland (Josie Hotel Vote) - PH-FB**

Reactions = 9

- **Sep 9: Downtown (TFernie) - KR-IG**

Reactions = 504

- **Sep 9: Revelstoke Article (TRevy) - KR-FB Story**

Reactions = 390

- **Sep 10: Wildlife (Kootenay NP/TRadium) - KR-IG**

Reactions = 500

- **Sep 10: Treehouse (Enchant Forest) - KR-IG Story**

Reactions = 920

- **Sep 10: Golden (TGolden Share) - KR-IG Story**

Reactions = 806

- **Sep 11: Alpine Nirvana (BALAHP) - KR-FB/FB Story**

Reactions = 2,807 (FB photo)

How the Koot Rocks

Partner/Stakeholder Content Stories



- Sep 11: Skiing (RMR Video Share) - PH-FB
Reactions: 109
- Sep 11: Skiing (Selkirk Snowcat) - PH-FB
Reactions = 24
- Sep 11: Ski Touring (WK Route) - PH-IG
Reactions = 501
- Sep 11: Waterfalls (WK Route) - KR-IG
Reactions = 354
- Sep 11: Cuckoo Clock (TKimberley) - KR-FB Story
Reactions = 297
- Sep 11: **Events (CranbkT) - KR-FB/IG Story
Reactions = 1,277 (IG photo)
- Sep 12: Fire Lookout (WK Route) - KR-IG
Reactions = 382
- Sep 13: Paragliding (TGolden) - KR-IG
Reactions = 330

How the Koot Rocks

Partner/Stakeholder Content Stories



- Sep 14: Alpine Hiking (Yoho NP) - KR-FB

Reactions: 129

- Sep 14: Ski Touring (TRevelstoke) - PH-IG

Reactions = 331

- Sep 14: Fly Fishing (TFernie) - KR-IG

Reactions = 910 (IG Photo)

- Sep 14: Golfing (TCGR/TKimberley) - KR-FB Story

Reactions = 283

- Sep 15: SS Moyie (NKLT) - KR-FB

Reactions = 516

- Sep 15: Skiing (All Resorts) - PH-FB

Reactions = 120

- Sep 15: Ski Touring (Kootenay Guides) - PH-IG

Reactions = 487

- Sep 15: Alpine Hiking (TRevelstoke) - KR-IG

Reactions = 882

How the Koot Rocks

Partner/Stakeholder Content Stories



- Sep 16: **Hot Springs (Ainsw/WKR) - KR-IG Story

Reactions: 1,261 (IG photo)

- Sep 16: Paragliding (TFernie) - KR - IG

Reactions = 182

- Sep 17: Scenic Mountains (Valhalla PP) - KR -FB

Reactions = 269

- Sep 17: Paddling (TRevelstoke) - KR-IG

Reactions = 329

- Sep 18: **Glacier NP Hiking (TGolden) - KR-IG Story

Reactions = 975

- Sep 18: Alpine Hiking (CranbrookT) - KR-FB

Reactions = 44

- Sep 18: Ski Touring (TGolden/TRevy) - PH-IG

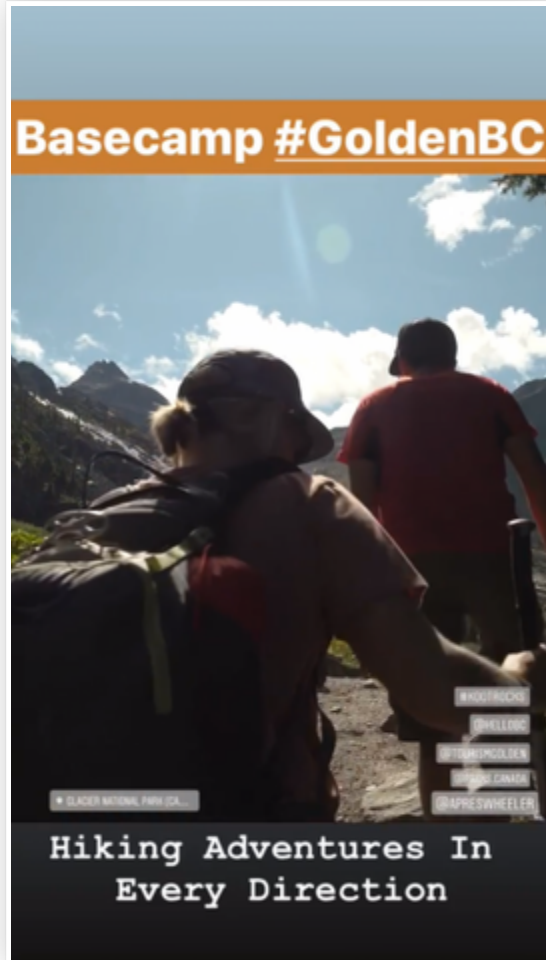
Reactions = 216

- Sep 18: Buchanan Lookout (NKLT) - KR-IG

Reactions = 904

How the Koot Rocks

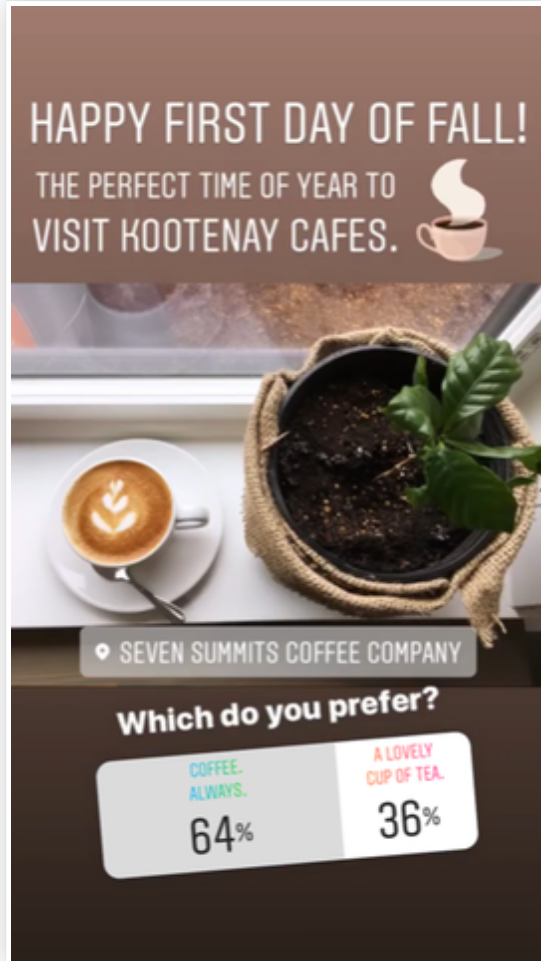
Partner/Stakeholder Content Stories



- Sep 18: Hiking (TGolden Share) - KR-IG Story
Reactions: 975 (IG photo)
- Sep 19: Rogers Pass (TRevy Website) - PH-FB
Reactions = 23
- Sep 19: Goat Range PP (WK Route) - KR-IG
Reactions = 477
- Sep 19: Golfing (Eagle Ranch) - KR-FB Story
Reactions = 271
- Sep 19: Wildlife (Story Share) - KR-IG Story
Reactions = 749
- Sep 20: **Mtn Biking (TFernie) - KR-IG Story
Reactions = 955
- Sep 20: Sunset Scenic (TGolden) - KR-IG
Reactions = 266
- Sep 21: Mtn Biking (Retallack) - PH - FB
Reactions = 36

How the Koot Rocks

Partner/Stakeholder Content Stories



- Sep 23: Pulpit Rock Hike (NKLT) - KR-IG Story

Reactions: 346

- Sep 23: Kootenay Cafes (all) - KR-IG Story

Reactions = 1,138 (IG photo)

- Sep 24: Waterfalls (TFernie) - KR - IG

Reactions = 248

- Sep 24: Hot Springs (Halcyon) - KR-FB Story

Reactions = 212

- Sep 24: Early Snow (KHMR) - KR-IG Story Share

Reactions = 1,002

- Sep 25: New Snow (KHMR) - PH-FB

Reactions = 62

- Sep 25: Skiing (Revelstoke Mtn) - PH-IG

Reactions = 339

- Sep 25: Hiking/Treking (Trail) - PH - IG

Reactions = 553

How the Koot Rocks

Partner/Stakeholder Content Stories



- Sep 25: Borcht Cook-off (DCastlegar) - KR-FB Story

Reactions: 234

- Sep 25: **Pet Friendly (FHRS/CVT) - KR-IG Story

Reactions = 791

- Sep 26: Ski Touring (TGolden) - PH-FB

Reactions = 32

- Sep 26: Kootenay NP (Parks Canada) - KR-FB/IG

Reactions = 1,046 (IG Photo)

- Sep 27: Kootenay Lake (Creston Valley) - KR-FB

Reactions = 43

- Sep 27: Road Trip (DCastlegar) - KR-IG

Reactions = 284

- Sep 28: Skiing (RED Resort) - PH-FB

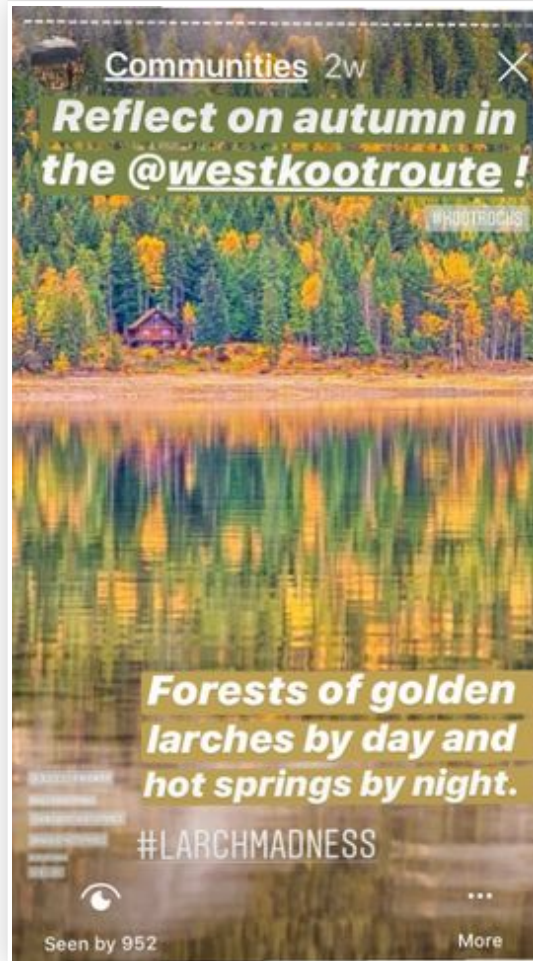
Reactions = 18

- Sep 28: Snowing (FAR Real Time) - PH - IG

Reactions = 432

How the Koot Rocks

Partner/Stakeholder Content Stories



- Sep 29: Snow(KHMR / Flow Guide) - PH-FB

Reactions: 43

- Sep 29: Scenic (TRevelstoke) - KR - IG

Reactions = 583

- Sep 30: Ski Touring (TGolden/TRevy) - PH-IG

Reactions = 251

- Sep 30: Scenic (NKLT) - KR- IG

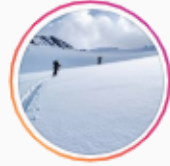
Reactions = 475

- Sep 30: **Golden Larches (WKRRoute) - KR-IG Story

Reactions = 952 (IG photo)

- Sep 30: Hot Springs (Nakusp) - KR-FB Story

Reactions = 286

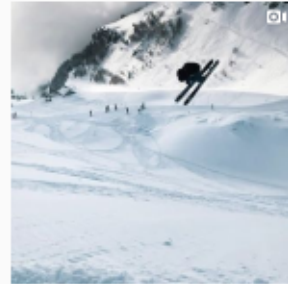


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