



OCTOBER 7, 2020

KOOTENAY ROCKIES TOURISM

ANNUAL GENERAL MEETING

RESPONSE



COVID-19 Pandemic Response

Areas of Focus

- Business Intelligence & Research
- Advocacy
- Marketing & Communications
- Business Support

COVID-19 Pandemic

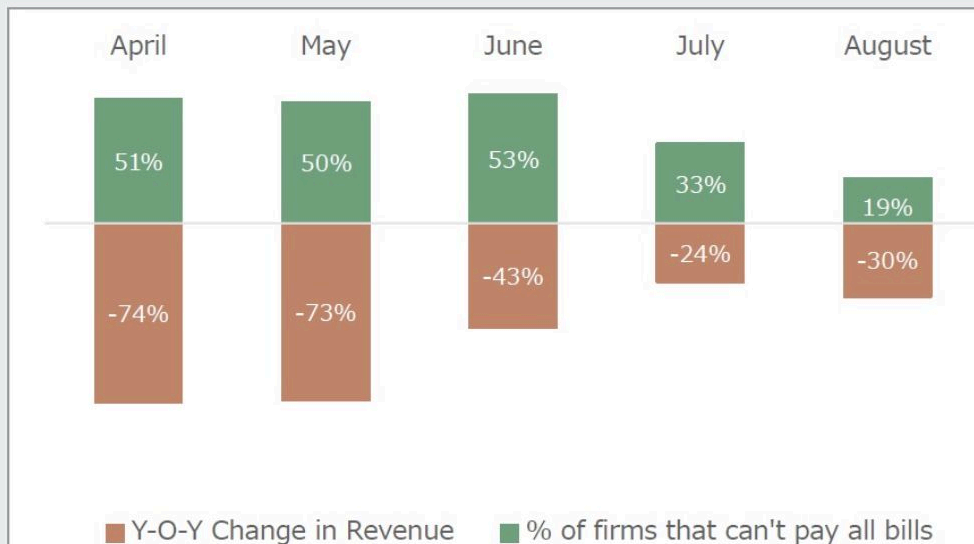
Partners in Response - Recovery - Resilience



Research

COVID-19 Impact Research - Phase 1 & 2

Cashflow and Revenue Loss



Top needs for KR businesses

Emergency Grants - 58%

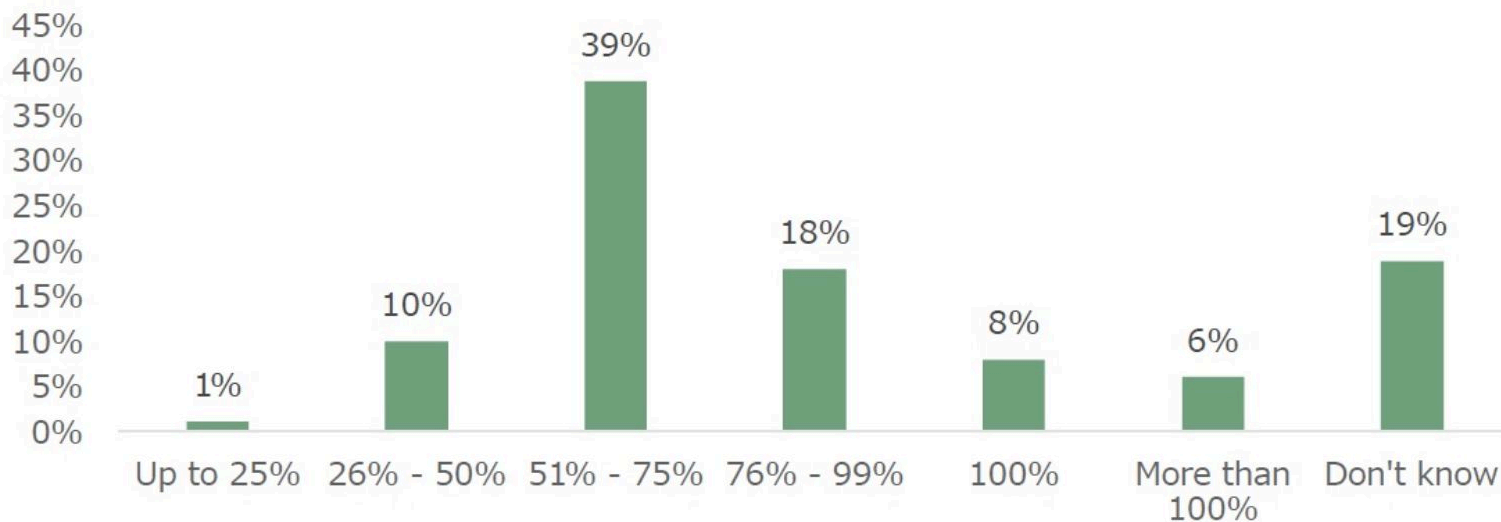
Emergency Loans - 48%

Fees Deferment - 45%

Research

COVID-19 Impact Research - Phase 2

What percentage of your typical sales do you need to make it worthwhile for your business to be open through this summer?



Tourism Resiliency Program

TourismResiliency.ca/krtrp



One-on-One with a Program Advisor

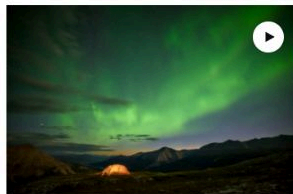
- Registrants schedule calls with our Program Advisors, who assist the business in navigating available programs and resources.
- Program Advisors are able to schedule appointments with experts in human resources, finance, and business transition.

Tourism Resiliency Program

TourismResiliency.ca/Webinars

Webinar Series

- Resilience During a Crisis
- Consumer Trends
- Cash Flow Strategies
- and more



Tourism Leader Resilience During Crisis



Consumer Trends Post COVID-19



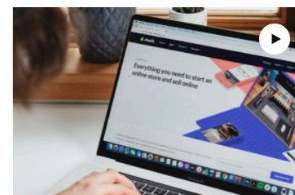
Planning for the Future of Restaurants



Re-Imagining Live Events



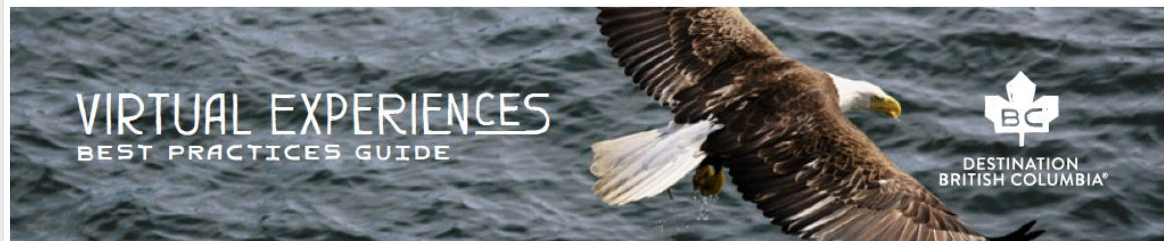
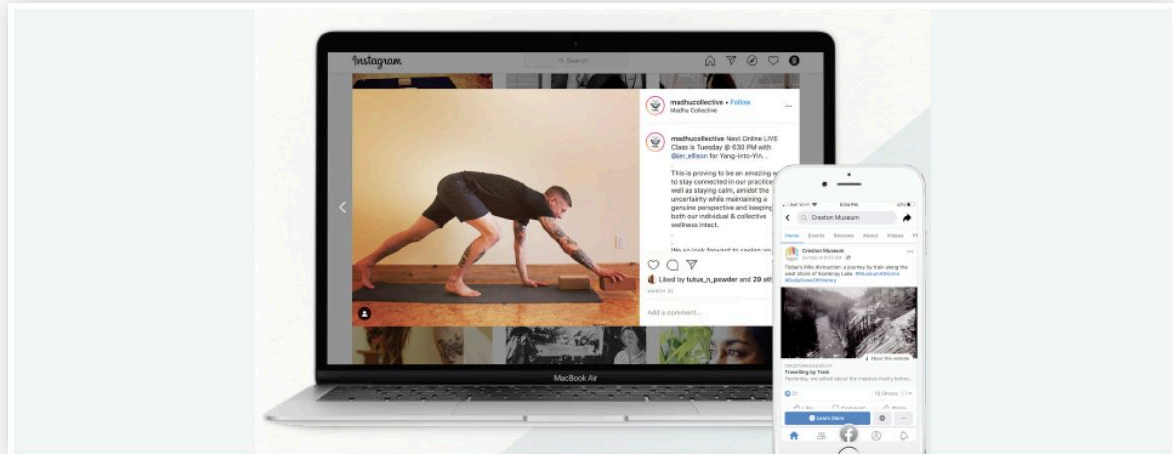
Cash Flow Strategies & Government Incentives: How The Tourism Industry Can Prepare



Shopify Presents: Offline to Online

Explore Later & #RoamBCFromHome

Response Phase

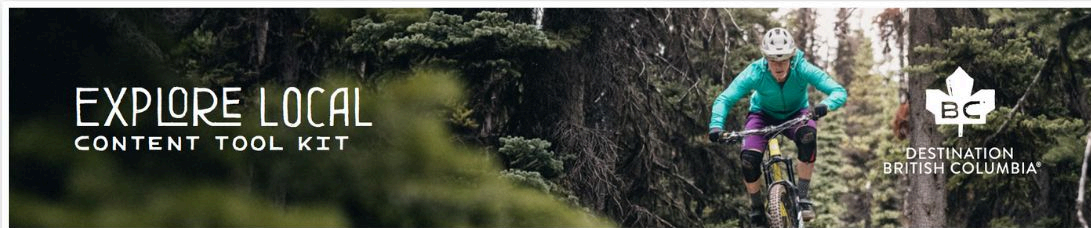




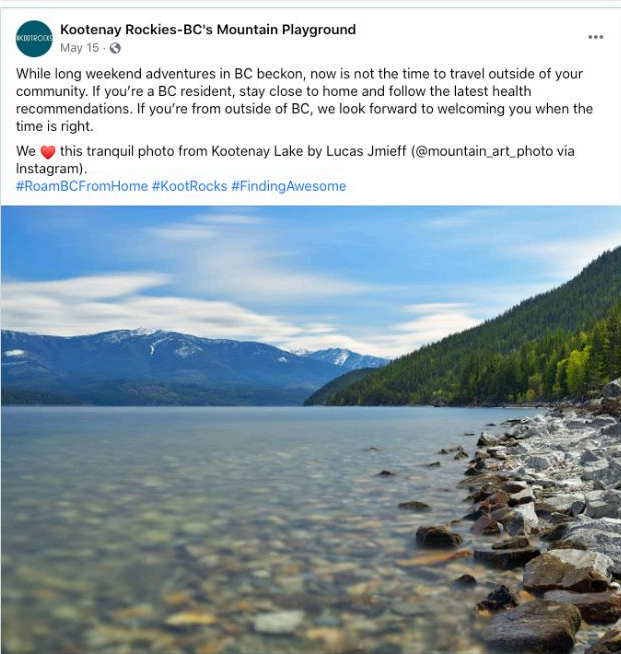
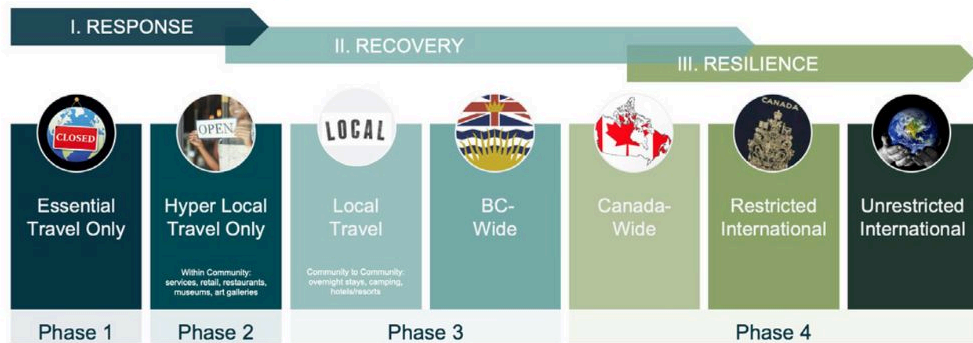
RECOVERY

Explore Local

Early Phase 3



Road to Recovery





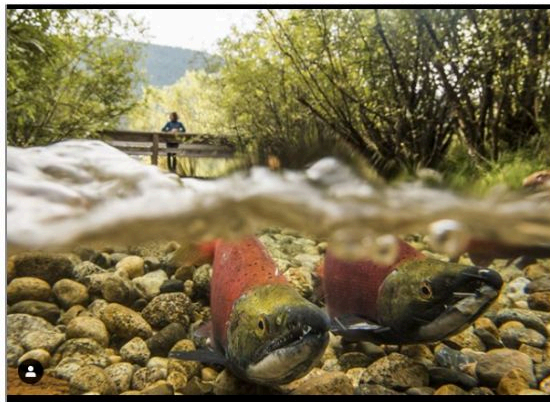
BC Travel Stories

Powered by CrowdRiff

- Goal to support stakeholders by sharing their stories
- Hours of Operation
- COVID-19 Safety procedures

Social Media

Instagram, Facebook & Blogs



kootrocks • Following
Kootenay Lake

kootrocks It's that time of year again .. Salmon spawning! Be sure to add this wildlife viewing activity into your weekend plans.

[@nelsonkootenaylake](#)
[@kari_medig](#)


Wanting to visit the Kootenays this fall? Be sure to get the information you need

Like Comment Share Bookmark

Liked by [fortsteelheritagetown](#) and 608 others

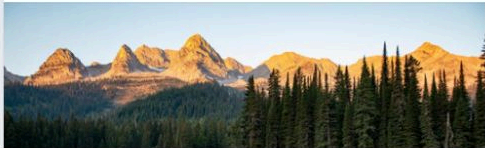
SEPTEMBER 18

Add a comment... [Post](#)

**Kootenay Rockies-BC's Mountain Playground**
Published by Kootenay Rockies Shannon Harrison · July 20 · 🌐

There's no better place for a family hiking trip than the Kootenay Rockies. From valley bottom routes full of wildlife to high alpine ridge walks accessible by chairlift, the Kootenays hold opportunities for the whole family to spend quality time in nature.

What are your favourite ❤️ family hiking spots in the Kootenays? "Multi-generational Family Hiking in the Kootenays"... [See More](#)



Performance for Your Post

38,790 People Reached

286 Reactions, Comments & Shares 🗨️

211 👍 Like	191 🗨️ On Post	20 🔄 On Shares
18 ❤️ Love	18 🗨️ On Post	0 🔄 On Shares
3 😮 Wow	2 🗨️ On Post	1 🔄 On Shares
16 💬 Comments	15 🗨️ On Post	1 🔄 On Shares

KOOTENAY ROCKIES

HOME PLACES TO GO THINGS TO DO ACCOMMODATION PLAN YOUR TRIP 🔍

WHAT'S OPEN IN THE KOOTENAY ROCKIES?

[Home](#) > [Blogs & News](#) > [What's Open in the Kootenay Rockies?](#)


📅 July 6, 2020 👤

Our regional tourism businesses are beginning to re-open for local residents and visitors to experience in a safe and responsible manner, but it's still not business as usual. Right now we recommend that you check with our tourism businesses you are hoping to visit to get the latest on-the-ground information.

The following organizations are maintaining lists of businesses (and activities) that are open: Castlegar, Cranbrook, Columbia Valley, Fernie, Glacier National Park, Golden, Kimberley, Kootenay National Park, Mt. Revelstoke National Park, Nelson Kootenay Lake, Revelstoke, Rossland and Yoho National Park.

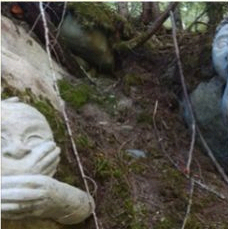


ExploreBC

Current Phase 3

**Kootenay Rockies-BC's Mountain Playground**
Published by Kootenay Rockies Shannon Harrison · September 12 at 8:30 AM · 🌐

? Have you seen any of these artisan sculptures while exploring the West Kootenays? Three have been created (in Castlegar, Kaslo & Meadow Creek) and more are planned in other "Koots" locations. ~ More details: <https://bit.ly/2FfJRoI> and <https://bit.ly/33n4S9k>

Local Argenta artists Yvonne Boyd, Christopher Petersen and Spring Shine, together spent over 550 hours designing and building the sculptures.... [See More](#)



Performance for Your Post

35,906 People Reached		
2,079 Reactions, Comments & Shares		
1,114 Like	373 On Post	741 On Shares
196 Love	67 On Post	129 On Shares
5 Haha	1 On Post	4 On Shares
185 Wow	59 On Post	126 On Shares
1 Sad	0 On Post	1 On Shares
292 Comments	74 On Post	218 On Shares
286 Shares	286 On Post	0 On Shares

3,545 Post Clicks		
2,006 Photo Views	164 Link Clicks	1,375 Other Clicks

NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

PAID
SOCIAL

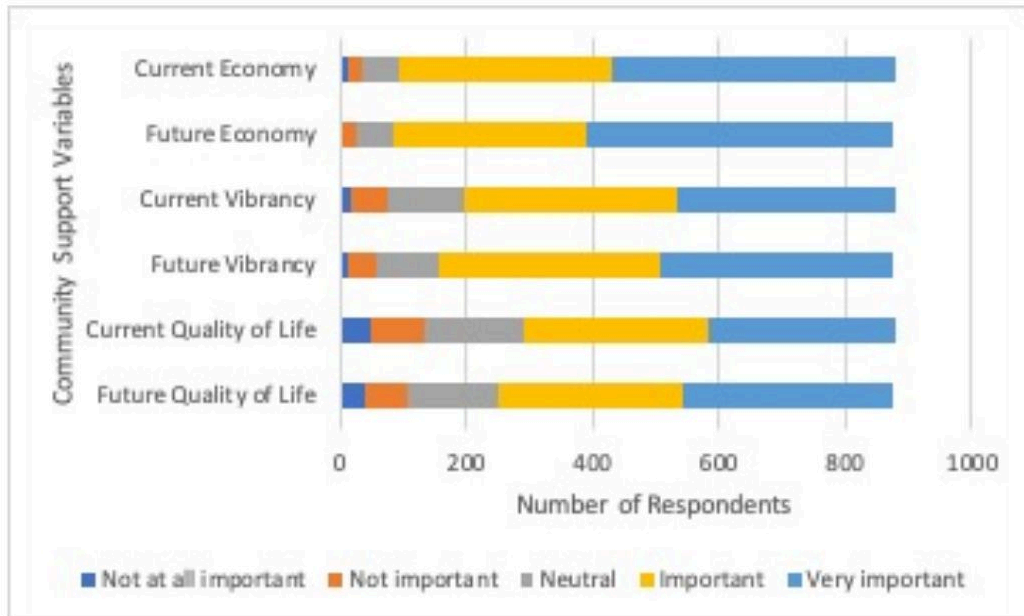
Reached 1.2
million

22,466 link
clicks

Research

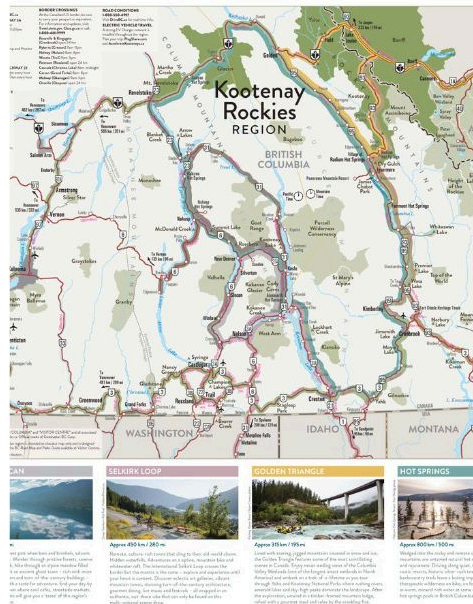
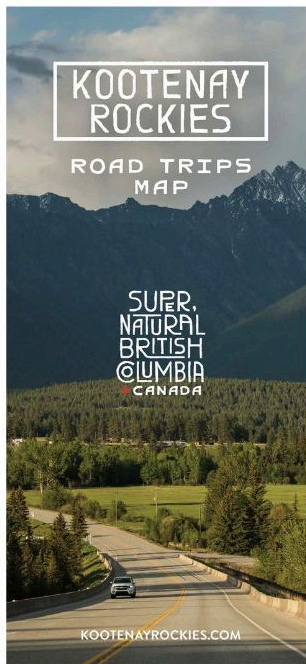
Resident Sentiment

- Jun 29 to Jul 5
- 880 valid responses
- Majority consider tourism is important to very important



Publications

Road Trips & Winter Experiences Map



- 45,000 Guides & Maps in total were distributed

Touring & Exploring Guide

Kootenay Rockies Map Guide

Crown of the Continent Map Guide

Digital Marketing

Bell Media Campaign



Ad purchases

- 15 Second Pre-Roll
- Mobile In-App ads
- Banner & Tower ads

5 CDMOs participating

- Ads running September to mid-October

Promotion of Fall activities

- Target Thompson Okanagan

Content Acquisition

Photos and B-Roll



Research

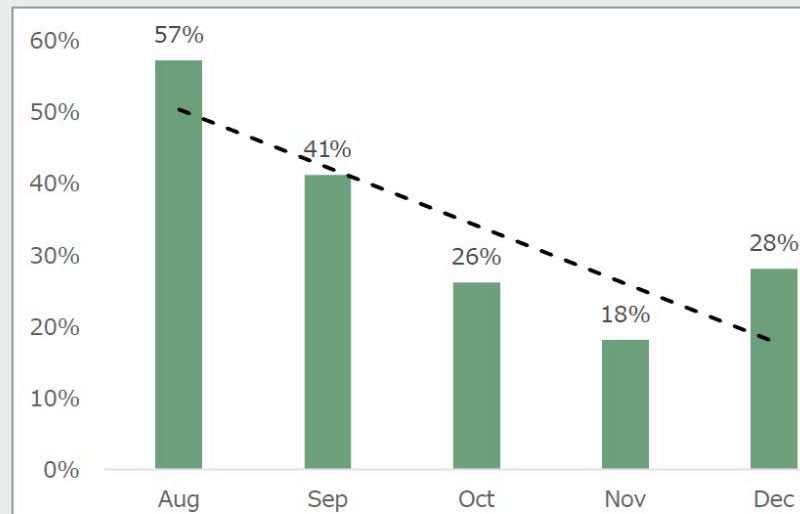
COVID-19 Impact Research - Phase 3

Kootenay Rockies

Surveyed from July 13 to Sep 1, 2020

"Looking ahead of the summer tourist season, what are your concerns for the fall?"	%
General bookings from domestic tourism will be insufficient to have a profitable shoulder season	65%
The inability to host events will reduce important business opportunity	58%
Rising COVID-19 case counts will lead to a mandated closure or reduction in business operations	55%
Rising COVID-19 case counts will further reduce demand	38%
Debt taken on since COVID-19 will be harder to service	33%

Expected Occupancy, with trendline





RESILIENCY



DESTINATION DEVELOPMENT & STEWARDSHIP

Destination Sustainability Charter

Goals



- Established a set of indicators aligning with internationally recognized standards and metrics
- Measure the “sustainability performance”; establish a baseline
- Define goals and actions
- Support our stakeholders in initiating the transition and achieving their sustainability goals

Destination Development Catalyst Funding

Initiated by Destination BC

- One time grant of \$200,000 per tourism region
- Supporting community development tourism strategic planning and destination development projects
- Communities affected by indefinite and permanent mill closures or undergoing economic transition
- Not for marketing or promotion
- Projects aligned with relevant Destination Development Strategy
- Funding administered by RDMO working collaboratively with FLNRORD staff

Destination Catalyst Funding

Approved Initiatives

- Canal Flats

- Digital Visitor Services Kiosk
- Canal Flats/Columbia Valley combined gateway sign on Highway 93/95
- Engineering study and pavement of Phase 1 of the Kootenay to Columbia pathway

- RDEK Rural Area B

- Educational and wayfinding signs at key locations within the Koocanusa Area to support Recreation Strategy implementation

- Regional Scope

- Columbia River Treaty Heritage Project - Residents engagement and research
- Ktunaxa Regional Branding Initiative - Research and content development for traditional language place names, interpretive content and photography

- Total Project Value
\$633,780

- \$200,000 Catalyst funds
- \$433,780 Partner funds

Ideas Labs

Evolving the Tourism Resiliency Program

TourismResiliency.ca



- 9 Topics, 30 Labs
- Mid-October to end of November
- 45 minute Ideas Labs sessions
 - Creating consumer confidence
 - Appealing to a regional market
 - Supporting your staff during COVID-19
 - Re-imagine your assets for a new product offer
 - Leveraging technology to pivot your business

New Funding Programs



KOOTENAY ROCKIES TOURISM

Thank you!

