



WEBSITES & SOCIAL

JANUARY 1 TO MARCH 31, 2021

KOOTENAYROCKIES.COM

USERS: 38,312 PAGE VIEWS: 70,111
SESSIONS: 43,953
DEMOGRAPHICS: FEMALE 52% / MALE 48%
CANADA 78%, US 16%, OTHER 6%

POWDERHIGHWAY.COM

USERS: 4,376 PAGE VIEWS: 6,451
SESSIONS: 5,887
DEMOGRAPHICS: FEMALE 31% / MALE 69%
CANADA 42%, US 43%, OTHER 15%



#KOOTROCKS
USED 101,635 TIMES



#POWDERHIGHWAY
USED 45,515 TIMES



KOOTROCKS

POSTS: 47 ENGAGEMENTS: 17,093
IMPRESSIONS/REACH: 474,844
STORIES: 191 ENGAGEMENTS: 3,134
IMPRESSIONS/REACH: 153,022



POWDERHIGHWAY

POSTS: 44 ENGAGEMENTS: 12,709
IMPRESSIONS/REACH: 512,947
STORIES: 191 ENGAGEMENTS: 3,155
IMPRESSIONS/REACH: 188,417



KOOTROCKS

POSTS: 59 ENGAGEMENTS: 14,391
IMPRESSIONS/REACH: 448,190
STORIES: 55 ENGAGEMENTS: 367
IMPRESSIONS/REACH: 17,928



POWDERHIGHWAY

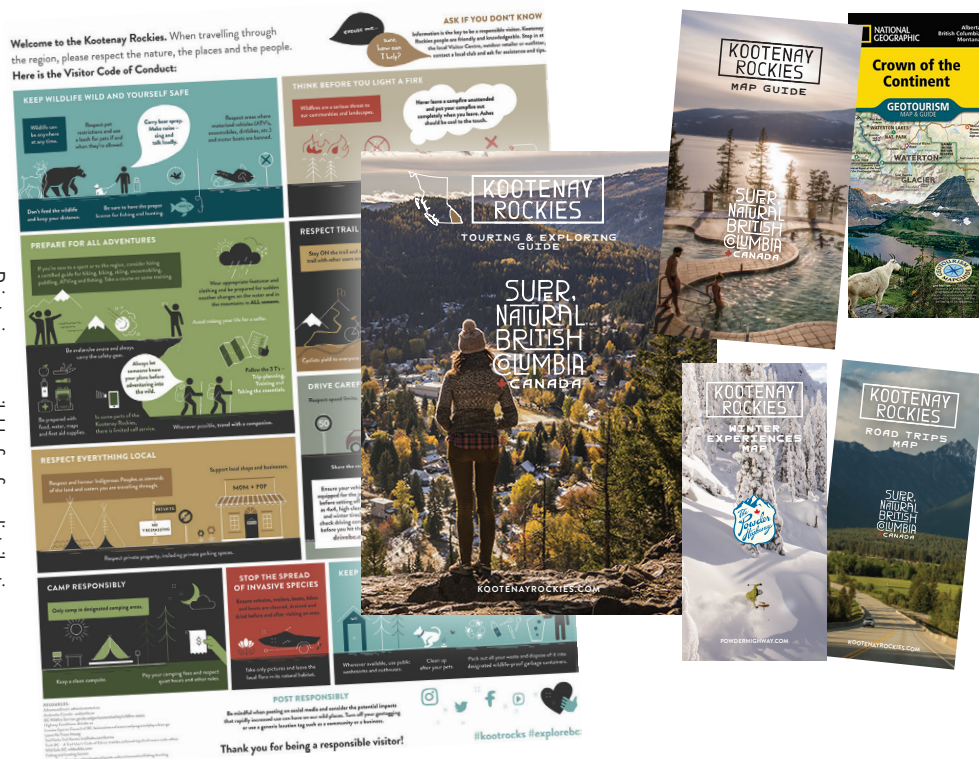
POSTS: 46 ENGAGEMENTS: 1,809
IMPRESSIONS/REACH: 84,842
STORIES: 11 ENGAGEMENTS: 54
IMPRESSIONS/REACH: 2,294

BC TRAVEL STORIES ►►►

STORY VIEWS: 3,861
STORY INTERACTIONS: 2,738
GALLERY IMPRESSIONS: 29,819

CALL TO ACTION
CLICKS: 192

Print pieces available for free distribution.



REGIONAL TEAM CONTACTS

KATHY COOPER,
CEO
T 250-427-4838 Ext. 201
Kathy@KootenayRockies.com

WENDY VAN PUymbroeck,
Manager, Business Development
& Special Projects
T 250-427-4838 Ext. 210
Wendy@KootenayRockies.com

EMILIE CAYER-HUARD,
Industry & Destination
Development Specialist
T 250-427-4838 Ext. 206
Emilie@KootenayRockies.com

RHIANNON PATERSON,
Project Coordinator
T 250-427-4838 Ext. 203
Coordinator@KootenayRockies.com

SHANNON HARRISON,
Business Advisor, Content Marketing
& Social Media
T 250-427-4838 Ext. 207
Shannon@KootenayRockies.com

KAREN COOK,
Publications & Web Specialist
T 250-427-4838 Ext. 204
Karen@KootenayRockies.com

HEIDI KORVEN,
Regional Media Relations Specialist
T 250-427-4838 Ext. 202
Heidi@KootenayRockies.com

BONNIE CASTLE-DIXON,
Finance, HR & Emergency
Preparedness Coordinator
T 250-427-4838 Ext. 205
Accounting@KootenayRockies.com

RECEPTION
T 250-427-4838 Ext. 200
Info@KootenayRockies.com
Brochure Hotline: 1-800-661-6603

ONLINE IMAGEBANKS

Kootenay Rockies Tourism offers an image bank of high resolution photos and broll available to the tourism industry and travel media for use in promotion of travel in the Kootenay Rockies region.

Destination British Columbia also offers a catalogue of high resolution photos and video available to the tourism industry and travel media for use in non-commercial promotion of travel in British Columbia.

MORE INFO:

Imagebank.krtourism.ca
BCCContentHub.com/kr

STAY CONNECTED

Stay up-to-date on industry news, research, marketing campaigns, announcements, destination development activities, events and partnership opportunities.

- **SUBSCRIBE** to Kootenay Rockies regional newsletter
KRTourism.ca/Newsletter-Sign-Up
- **FOLLOW KOOTROCKS** on Facebook, and Instagram
- **USE #KOOTROCKS** and/or #POWDERHIGHWAY in your social posts
- **TAG YOUR INSTAGRAM POSTS** @KootRocks and/or @PowderHighway

STEWARDSHIP

Kootenay Rockies Tourism, following the strategic directions laid out in the 10-year Destination Development Strategy, has developed a regional destination sustainability charter that includes a set of indicators in alignment with international standards and metrics for destination sustainability. This year (2021), KRT will be seeking international recognition through Biosphere Destination Certification. News, programs and tools are offered to support stakeholders through their own sustainability journey and collectively improve our industry's sustainability performance.

MORE INFO:

KRTourism.ca/sustainable-tourism

INDUSTRY EVENTS, WEBINARS, WORKSHOPS & OPPORTUNITIES

Stay informed with professional development and networking opportunities, expert-led webinars to learn and grow, and meaningful hands-on workshops, key information and training. Upcoming industry events include conferences, summits, symposiums and meetings which provide a platform to showcase successes, share knowledge and network.

MORE INFO:

KRTourism.ca/events