KOOTENAY ROCKIES TOURISM

WEBSITES & SOCIAL

KOOTENAYROCKIES.COM

USERS: 45,805 **PAGE VIEWS:** 90,919
SESSIONS: 53,661
DEMOGRAPHICS: **FEMALE** 54.5% / **MALE** 45.5%
CANADA 86%, **US** 10%, **OTHER** 4%

POWDERHIGHWAY.COM

USERS: 2,368 **PAGE VIEWS:** 3,178
SESSIONS: 2,931
DEMOGRAPHICS: **FEMALE** 29% / **MALE** 71%
CANADA 24%, **US** 59%, **OTHER** 17%

#KOOTROCKS
USED 107,883 TIMES

#POWDERHIGHWAY
USED 46,169 TIMES

KOOTROCKS

POSTS: 44 **ENGAGEMENTS:** 21,056
IMPRESSIONS/REACH: 602,268
STORIES: 282 **ENGAGEMENTS:** 3,043
IMPRESSIONS/REACH: 179,705

POWDERHIGHWAY

POSTS: 5 **ENGAGEMENTS:** 1,303
IMPRESSIONS/REACH: 62,219
STORIES: 24 **ENGAGEMENTS:** 204
IMPRESSIONS/REACH: 24,984

KOOTROCKS

POSTS: 58 **ENGAGEMENTS:** 167,844
IMPRESSIONS/REACH: 1,390,869
STORIES: 68 **ENGAGEMENTS:** 669
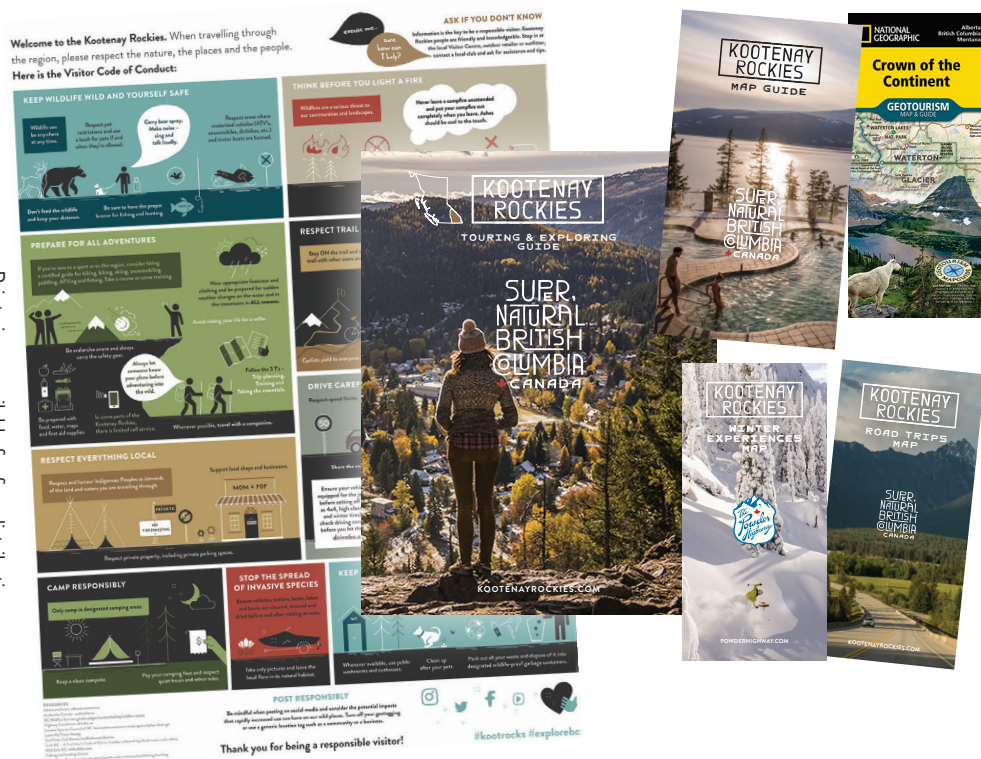**IMPRESSIONS/REACH:** 29,651

POWDERHIGHWAY

POSTS: 5 **ENGAGEMENTS:** 341
IMPRESSIONS/REACH: 13,982
STORIES: 0 **ENGAGEMENTS:** 0
IMPRESSIONS/REACH: 0

BC TRAVEL
STORIES ▶▶▶

STORY VIEWS: 8,462
STORY INTERACTIONS: 6,332
GALLERY IMPRESSIONS: 67,954

CALL TO ACTION
CLICKS: 539

Print pieces available for free distribution.

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
BCContentHub.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

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