



WEBSITES & SOCIAL

JULY 1 TO SEPTEMBER 30, 2021

KOOTENAYROCKIES.COM

USERS: 83,771 PAGE VIEWS: 154,936
SESSIONS: 99,097
DEMOGRAPHICS: FEMALE 58% / MALE 42%
CANADA 91%, US 6%, OTHER 3%

POWDERHIGHWAY.COM

USERS: 4,142 PAGE VIEWS: 5,773
SESSIONS: 5,253
DEMOGRAPHICS: FEMALE 30.5% / MALE 69.5%
CANADA 27%, US 51%, OTHER 22%



#KOOTROCKS
USED 113,361 TIMES



#POWDERHIGHWAY
USED 46,837 TIMES



KOOTROCKS

POSTS: 48 ENGAGEMENTS: 16,908
IMPRESSIONS/REACH: 631,362
STORIES: 393 ENGAGEMENTS: 2,477
IMPRESSIONS/REACH: 174,948



POWDERHIGHWAY

POSTS: 14 ENGAGEMENTS: 2,977
IMPRESSIONS/REACH: 110,347
STORIES: 35 ENGAGEMENTS: 197
IMPRESSIONS/REACH: 36,715



KOOTROCKS

POSTS: 69 ENGAGEMENTS: 43,906
IMPRESSIONS/REACH: 1,132,377
STORIES: 132 ENGAGEMENTS: 1,146
IMPRESSIONS/REACH: 37,194



POWDERHIGHWAY

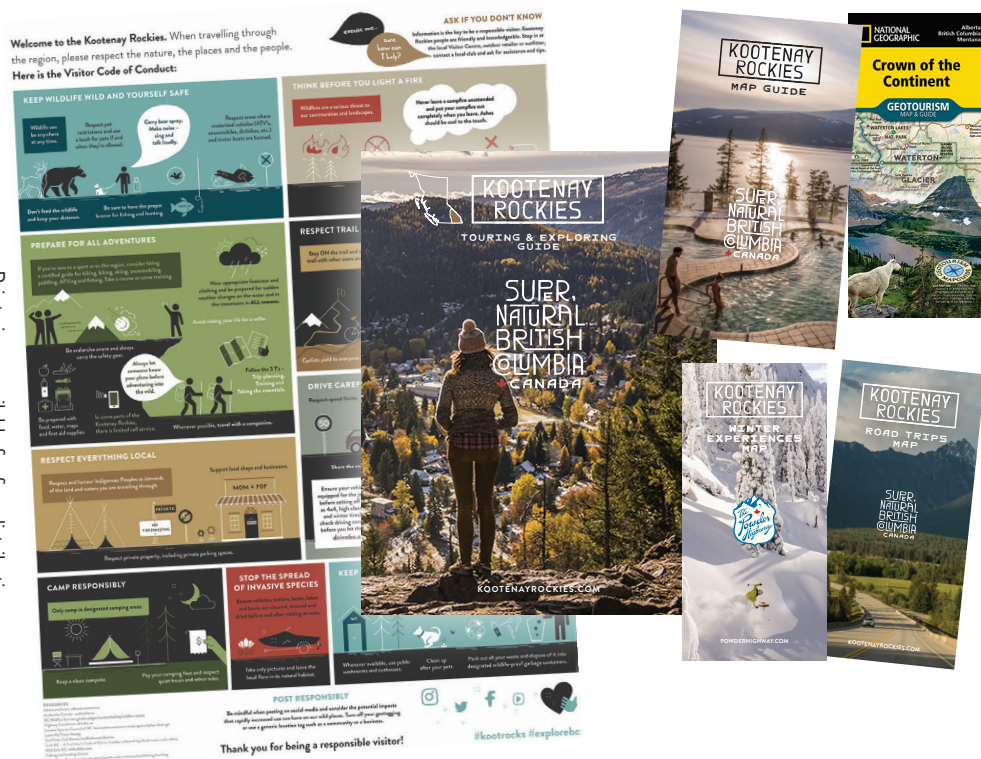
POSTS: 13 ENGAGEMENTS: 499
IMPRESSIONS/REACH: 23,602
STORIES: 1 ENGAGEMENTS: 2
IMPRESSIONS/REACH: 149

BC TRAVEL STORIES ►►►

STORY VIEWS: 18,415
STORY INTERACTIONS: 13,945
GALLERY IMPRESSIONS: 193,731

CALL TO ACTION
CLICKS: 1,410

Print pieces available for free distribution.



REGIONAL TEAM CONTACTS

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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