



## WEBSITES & SOCIAL

OCTOBER 1 TO DECEMBER 31, 2021

### KOOTENAYROCKIES.COM

USERS: 34,894 PAGE VIEWS: 67,757  
SESSIONS: 40,560  
DEMOGRAPHICS: FEMALE 55% / MALE 45%  
CANADA 78%, US 15%, OTHER 7%

### POWDERHIGHWAY.COM

USERS: 7,599 PAGE VIEWS: 11,389  
SESSIONS: 10,345  
DEMOGRAPHICS: FEMALE 31% / MALE 69%  
CANADA 28%, US 56%, OTHER 16%



#KOOTROCKS  
USED 118,472 TIMES



#POWDERHIGHWAY  
USED 48,925 TIMES



### KOOTROCKS

POSTS: 44 ENGAGEMENTS: 19,316  
IMPRESSIONS/REACH: 522,419  
STORIES: 281 ENGAGEMENTS: 400  
VIEWS/REACH: 131,704



### POWDERHIGHWAY

POSTS: 47 ENGAGEMENTS: 22,282  
IMPRESSIONS/REACH: 661,724  
STORIES: 183 ENGAGEMENTS: 421  
VIEWS/REACH: 111,570



### KOOTROCKS

POSTS: 63 ENGAGEMENTS: 27,505  
IMPRESSIONS/REACH: 1,062,878  
STORIES: 38 ENGAGEMENTS: 238  
VIEWS/REACH: 10,828



### POWDERHIGHWAY

POSTS: 51 ENGAGEMENTS: 2,401  
IMPRESSIONS/REACH: 96,899  
STORIES: 3 ENGAGEMENTS: 7  
VIEWS/REACH: 570

## BC TRAVEL STORIES ►►►

STORY VIEWS: 7,512  
STORY INTERACTIONS: 5,499  
GALLERY IMPRESSIONS: 67,781

CALL TO ACTION  
CLICKS: 438

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  
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-programs

## 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/upcoming-events

## REGIONAL TEAM CONTACTS

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