

WEBSITES & SOCIAL

OCTOBER 1 TO DECEMBER 31, 2021

KOOTENAYROCKIES.COM

USERS: 34,894 PAGE VIEWS: 67,757

SESSIONS: 40,560

 $\textbf{DEMOGRAPHICS:} \quad \textbf{FEMALE} \ 55\% \ / \ \textbf{MALE} \ 45\%$

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

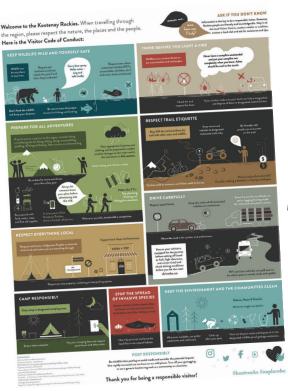


STORY VIEWS: 7,512

STORY INTERACTIONS: 5,499

GALLERY IMPRESSIONS: 67,781

CALL TO ACTION CLICKS: 438





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:

Print pieces available for free distribution

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-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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