

# WEBSITES & SOCIAL

JANUARY 1 TO MARCH 31, 2022

## KOOTENAYROCKIES.COM

USERS: 45,178 PAGE VIEWS: 91,004

**SESSIONS**: 53,937

DEMOGRAPHICS: FEMALE 52% / MALE 48%

canada 79%, us 14%, other 7%

## POWDERHIGHWAY.COM

USERS: 8,458 PAGE VIEWS: 12,859

**SESSIONS:** 11,708

DEMOGRAPHICS: FEMALE 31% / MALE 69%

**CANADA** 32%, **US** 53%, **OTHER** 15%



## **#KOOTROCKS**

USED 122,794 TIMES



#### **#POWDERHIGHWAY**

USED 50,840 TIMES



## **KOOTROCKS**

POSTS: 45 ENGAGEMENTS: 15,703

POST IMPRESSIONS: 548,314

STORIES: 315 STORYENGAGEMENTS: 328

VIEWS/REACH: 118,665



## **POWDERHIGHWAY**

POSTS: 42 ENGAGEMENTS: 13,502

POST IMPRESSIONS: 817,759

STORIES: 340 STORY ENGAGEMENTS: 419

**VIEWS/REACH:** 182,702



## **KOOTROCKS**

POSTS: 56 ENGAGEMENTS: 32,603

POST IMPRESSIONS: 1,367,979

STORIES: 3 STORYENGAGEMENTS: 38

VIEWS/REACH: 995



## **POWDERHIGHWAY**

POSTS: 45 ENGAGEMENTS: 18,307

POST IMPRESSIONS: 1,325,983

STORIES: 4 STORY ENGAGEMENTS: 11

VIEWS/REACH: 812

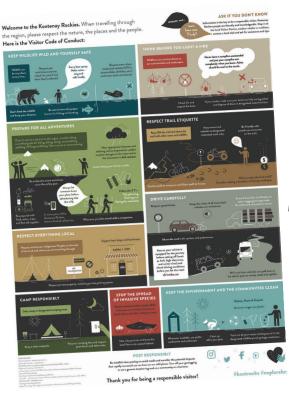


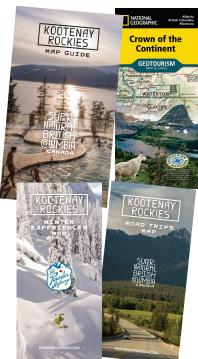
**STORY VIEWS: 18,650** 

STORY INTERACTIONS: 11,761

GALLERY IMPRESSIONS: 67,321

CALL TO ACTION CLICKS: 776





#### **ONLINE IMAGEBANKS**

Print pieces available for free distribution

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-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

KATHY COOPER, Chief Executive Officer 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

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

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

SYLVIA O'CONNOR,
Destination Development Coordinator
T 250-427-0698
Sylvia@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