



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 STORY ENGAGEMENTS: 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 STORY ENGAGEMENTS: 38
VIEWS/REACH: 995



POWDERHIGHWAY

POSTS: 45 ENGAGEMENTS: 18,307
POST IMPRESSIONS: 1,325,983
STORIES: 4 STORY ENGAGEMENTS: 11
VIEWS/REACH: 812

BC TRAVEL STORIES ►►►

STORY VIEWS: 18,650
STORY INTERACTIONS: 11,761
GALLERY IMPRESSIONS: 67,321

CALL TO ACTION
CLICKS: 776

