

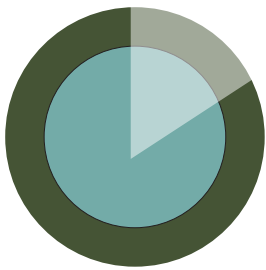


KOOTENAY  
ROCKIES  
TOURISM

# WEBSITES & SOCIAL 2021

4TH QUARTER - JANUARY 1 TO MARCH 31

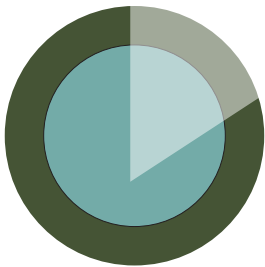
## KOOTENAYROCKIES.COM



- 500,00 USERS
- 200,000 PAGE VIEWS
- 80% CANADA / 20% U.S.

- DEMOGRAPHICS: 50% female / 50% male
- AVERAGE TIME ON SITE: 5 minutes 32 seconds

## POWDERHIGHWAY.COM



- 500,00 USERS
- 200,000 PAGE VIEWS
- 80% CANADA / 20% U.S.

- DEMOGRAPHICS: 50% female / 50% male
- AVERAGE TIME ON SITE: 5 minutes 32 seconds



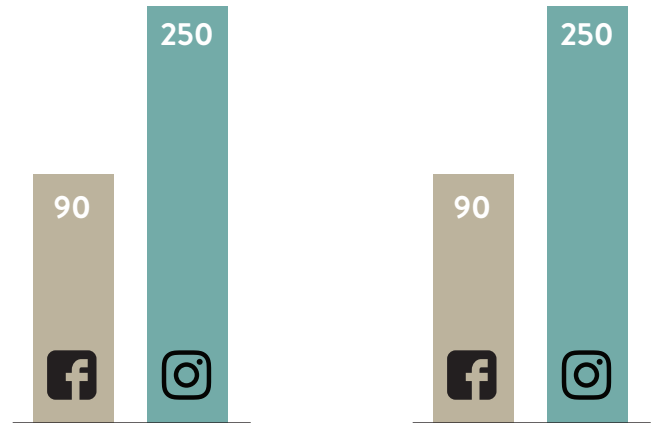
### #KOOTROCKS

USED 400,000 TIMES ON INSTAGRAM



### #POWDERHIGHWAY

USED 200,000 TIMES ON INSTAGRAM



### # OF POSTS

### # OF STORIES



- ENGAGEMENTS: 225,000
- REACH/IMPRESSIONS: 3,000,000



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- REACH/IMPRESSIONS: 3,000,000



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- REACH/IMPRESSIONS: 3,000,000



- ENGAGEMENTS: 225,000
- REACH/IMPRESSIONS: 3,000,000



- ENGAGEMENTS: 225,000
- IMPRESSIONS: 25,000

CALL TO ACTION CLICKS: 4,000

Welcome to the Kootenay Rockies. When travelling through the region, please respect the nature, the places and the people. Here is the Visitor Code of Conduct:

Print pieces available for free distribution.



## REGIONAL TEAM CONTACTS

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Info@KootenayRockies.com  
Brochure Hotline: 1-800-661-6603

## ONLINE IMAGEBANKS

**Kootenay Rockies Tourism** offers an image bank of high resolution photos and broil 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

## STEWARDSHIP

Kootenay Rockies Tourism, following the strategic directions laid out in the 10-year Destination Development Strategy, is developing a sustainability charter that includes 34 sustainability indicators in alignment with international standards and metrics for destination sustainability. News, programs and tools are offered to support stakeholders through their own sustainability journey.

**MORE INFO:**  
KRTourism.ca/sustainable-tourism

## 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, Instagram, LinkedIn, Twitter
- **USE #KOOTROCKS** and/or #POWDERHIGHWAY in your social posts
- **TAG YOUR INSTAGRAM POSTS** @KootRocks and/or @PowderHighway

## KOOTENAY ROCKIES TOURISM ANNUAL GENERAL MEETING

The meeting comprises of a business portion which includes financial statements, Board of Directors election results and membership report, generally followed by presentations from leading Tourism Industry organizations. The 44th Annual General Meeting will take place this fall 2021.

**MORE INFO:**  
KRTourism.ca/agm