

## WEBSITES & SOCIAL

**APRIL 1 TO JUNE 30, 2022** 

## KOOTENAYROCKIES.COM

USERS: 49,136 PAGE VIEWS: 110,412

**SESSIONS**: 59,691

DEMOGRAPHICS: FEMALE 55% / MALE 45%

CANADA 82%, US 10%, OTHER 8%

### POWDERHIGHWAY.COM

**USERS**: 2,756 **PAGE VIEWS**: 4,173

**SESSIONS**: 3,790

DEMOGRAPHICS: FEMALE 31% / MALE 69%

us 52%, canada 19%, australia 8%, other 21%



## **#KOOTROCKS**

USED 126,869 TIMES



#### **#POWDERHIGHWAY**

USED **51,231** TIMES



## **KOOTROCKS**

POSTS: 48 ENGAGEMENTS: 14,395

POST IMPRESSIONS: 423,784

STORIES: 262 STORYENGAGEMENTS: 257

**VIEWS/REACH**: 82,292



## **POWDERHIGHWAY**

POSTS: 9 ENGAGEMENTS: 2,501

POST IMPRESSIONS: 101,910

STORIES: 98 STORY ENGAGEMENTS: 217

VIEWS/REACH: 48,220



## **KOOTROCKS**

POSTS: 49 ENGAGEMENTS: 59,634

POST IMPRESSIONS: 1,387,153

STORIES: 5 STORY ENGAGEMENTS: 45

VIEWS/REACH: 1,289



## **POWDERHIGHWAY**

POSTS: 10 ENGAGEMENTS: 869

POST IMPRESSIONS: 19,928

STORIES: 0 STORY ENGAGEMENTS: 0

VIEWS/REACH: 0

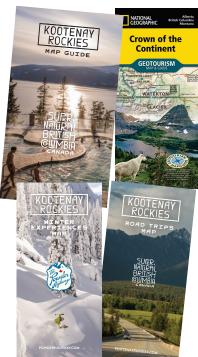


STORY VIEWS: 9,935

story interactions: 7,500 gallery impressions: 99,080

CALL TO ACTION CLICKS: 638





#### **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

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