



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 STORY ENGAGEMENTS: 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

BC TRAVEL STORIES ►►►

STORY VIEWS: 9,935
STORY INTERACTIONS: 7,500
GALLERY IMPRESSIONS: 99,080

CALL TO ACTION
CLICKS: 638

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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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:
Imagebank.krtourism.ca
BCCContentHub.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