



## WEBSITES & SOCIAL

JULY 1 TO SEPTEMBER 30, 2022

### KOOTENAYROCKIES.COM

USERS: 65,192    PAGE VIEWS: 134,232  
SESSIONS: 79,542  
DEMOGRAPHICS: FEMALE 54% / MALE 46%  
CANADA 86%, US 9%, OTHER 5%

### POWDERHIGHWAY.COM

USERS: 4,068    PAGE VIEWS: 6,234  
SESSIONS: 5,625  
DEMOGRAPHICS: FEMALE 35% / MALE 65%  
US 58%, CANADA 18%, AUSTRALIA 6%, OTHER 18%



#KOOTROCKS  
USED 131,951 TIMES



#POWDERHIGHWAY  
USED 51,286 TIMES



### KOOTROCKS

POSTS: 86    ENGAGEMENTS: 20,541  
POST IMPRESSIONS: 738,171  
STORIES: 292  
STORY ENGAGEMENTS: 338  
VIEWS/REACH: 97,756



### POWDERHIGHWAY

POSTS: 14    ENGAGEMENTS: 4,157  
POST IMPRESSIONS: 126,317  
STORIES: 79  
STORY ENGAGEMENTS: 202  
VIEWS/REACH: 39,857



### KOOTROCKS

POSTS: 93    ENGAGEMENTS: 155,445  
POST IMPRESSIONS: 2,994,253



### POWDERHIGHWAY

POSTS: 14    ENGAGEMENTS: 837  
POST IMPRESSIONS: 17,560

## BC TRAVEL STORIES ►►►

STORY VIEWS: 6,538  
STORY INTERACTIONS: 5,100  
GOOGLE IMPRESSIONS: 245,975

CALL TO ACTION  
CLICKS: 429



## ONLINE IMAGEBANKS

**Kootenay Rockies Tourism** offers an image bank of high resolution photos 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, events, research, announcements, sustainable tourism & destination development activities, and stakeholder 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. In March 2022, Kootenay Rockies Tourism received an international recognition and was officially certified as a Biosphere Certified Destination. 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/professional-development  
KRTourism.ca/upcoming-events

## REGIONAL TEAM CONTACTS

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