

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

STORYENGAGEMENTS: 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

OSTS: 14 ENGAGEMENTS: 837

POST IMPRESSIONS: 17,560

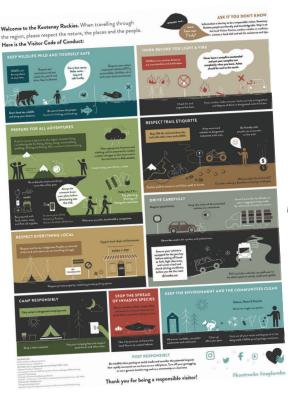


STORY VIEWS: 6,538

STORY INTERACTIONS: 5,100

GOOGLE IMPRESSIONS: 245,975

CALL TO ACTION CLICKS: 429



KODTENAY ROCKIES MAP GUIDE Crown of the Continent GEOTOURISM WATERTON GEAGE SUER NAIDER ROCKIES ROOTENAY ROCKIES WATERTON KOOTENAY ROCKIES ROAD TRIPS MAP SUER NAIDER MAP SUER NAIDER SUER SUER NAIDER SUER SUER NAIDER SUER NAIDER SUER SUER

ONLINE IMAGEBANKS

Print pieces available for free distribution

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 BCContentHub.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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