



KOOTENAY ROCKIES TOURISM ASSOCIATION

45th Annual General Meeting

NOVEMBER 2, 2022

Castlegar Sculpturewalk

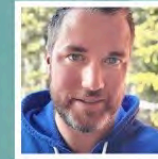
KRT Board 2022-2023



Mike McPhee - Chair
College of the Rockies
Chair



Mike Riediger
Kootenay Adaptive Sport
Association
Vice Chair



Tristan MacLaggan
Golden Skybridge
Vice Chair



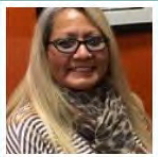
Kristy Jahn-Smith
Cranbrook Tourism
Secretary-Treasurer



John Horton
Copper Point Resort
Director



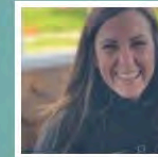
Kevin Manuel
Revelstoke Mountain Resort
Director



Janice Alpine
Ktunaxa Nation
Director



Meghan Porath
Revelstoke Visual Arts
Centre
Director



Andrea Ryman
Destination Castlegar
Director

An aerial photograph of a town nestled in a valley. A wide river flows through the town, with a bridge crossing it on the right. The surrounding landscape is covered in trees with vibrant autumn foliage in shades of yellow, orange, and red. In the background, dark, forested mountains rise under a sky filled with heavy, grey clouds. The sun is visible on the left, creating a bright glow and casting long shadows across the valley.

Pathways for Positive Change in Tourism

Castlegar View



Hoodoos at Fairmont Hot Springs

Guiding Principles

Vision

Kootenay Rockies Tourism (KRT) continues to be an industry leader, a valued resource and an essential partner in the success of the Kootenay Rockies region's sustainable tourism economy.

Mission

Kootenay Rockies Tourism's role is to lead, unite, amplify and advocate. KRT's Innovative programs and strategic investments contribute to a successful and sustainable regional visitor economy in both the near and long-term.

Strategic Pillars



Industry Support &
Engagement



Destination
Development &
Stewardship



Destination
Marketing



Communication,
Education &
Advocacy

Kootenay Rockies Tourism Team



Kathy Cooper
Chief Executive
Officer



Wendy Van Puymbroeck
Director,
Industry
Development &
Destination
Marketing



Heidi Korven
Regional Media
Relations
Specialist



Emilie Cayer Huard
Secondment with
DBC to Feb
2023 - Director
Destination
Development &
Stewardship



Bonnie Castle Dixon
Finance & HR
Services



Karen Cook
Manager,
Stakeholder &
Corporate
Communications



Shannon Harrison
Manager, Digital
Content



Rhiannon Paterson
Destination
Development &
Sustainability
Coordinator -
Travel Trade
Specialist



Sylvia O'Connor
Destination
Development &
Sustainability
Coordinator



Ruli Setiawati
to March 2023 -
contracted
services - Data
Analyst

DBC & Region's Cost Share Agreement



Partnerships



Ministry of
Tourism, Arts
and Culture



DESTINATION
BRITISH COLUMBIA™



INDIGENOUS
TOURISM BC



BRITISH COLUMBIA
HOTEL ASSOCIATION

bcrts

British Columbia
Regional Tourism
Secretariat

go2HR

TOURISM
INDUSTRY
ASSOCIATION OF

BC



BCDMOA

British Columbia Destination Marketing Organization Association

Supporting Indigenous Tourism

Columbia Valley

  Get Ins

Kootenay



- ✓ Corporate Newsletters
 - Industry News
 - Sustainable Tourism
 - Research Update

Destination Development



- KRT Planning Areas
- Destination Development Strategies
- Work with the Ministry
- KR Regional Destination Management Committee

Investing in Destination Development

Community Economic
Recovery Infrastructure
Program (CERIP)

Targeted Regional Tourism
Development Initiative
(TRTDI)

Tourism Dependent
Communities Fund



Galena Trail, New Denver/Sandon

Community Economic Recovery Infrastructure Program

\$6,178,255 for the Kootenay Rockies region

- Whitewater Backcountry Adventure Lodge & Campground
- Mt. Abriel Trail Expansion
- Buchanan Bi-Directional Trail
- Panorama National Alpine Training Centre
- Strawberry Pass Destination Trail Development
- Marysville Falls Walkway Rebuild
- Eager Hill Green Trail Development
- Revelstoke Railway Museum Accessibility and COVID safety
- Fernie Nordic Society
- Revelstoke Nordic Ski Club
- Rossland Downtown Public Washrooms
- Equidae Benefit Society
- Red Mountain Racers Society
- Friends of Pulpit Rock Society
- Kootenay Adaptive Sport Association

Targeted Regional Tourism Development Initiatives

\$2.3 Million for Kootenay Rockies region

- Bonnington Range Traverse - Lost Lake Hut
- Craigellachie Lake Spike Site Improvements
- Destination EV Charging Stations
- Elk River Access Corridor Improvement
- Great Trail Improvements - Castlegar to Nelson
- Old Coach Trail Visitor Amenities
- Slocan Valley Campground Capacity Enhancements
- Southern Interior Excursion Loop Trail Improvements
- Visitor Management Amenities at Signature Mountain Bike Destination Trail Networks
- West Kootenay Gateway Visitor Centre

Tourism Dependent Communities Fund

\$5 million given to communities in the region

- **Fernie**
EV charging infrastructure & enhancements at Visitor Centre, trail upgrades and City Hall
- **Golden**
Historic downtown revitalization
- **Invermere**
Downtown revitalization
- **Kimberley**
Electrify the Mountains, 36K of new adaptive trails
- **Radium Hot Springs**
Construction of spray park
- **Nelson**
City Centre park upgrades, signage & wayfinding
- **Revelstoke**
Greenbelt Trail improvements & Woodenhead Park facilities upgrade
- **Rossland**
Aqueduct trail improvements



EV Charger Installations

Nakusp

New Denver

Marysville Eco Park





Credit: Stacked Films

Waldie Island Trail

Castlegar Parks & Trail Society



Additional Funded Projects

- Parking lot enhancements at signature mountain biking trail networks (RSTBC)
- Accessibility improvements at the Winlaw Regional & Nature Park (KASA)
- Upgrades at the Historic Last Spike at Craigellachie
- Re-opening of the Nakusp Rail Trail Galena Trail Cable Car re-opening and upgrade
- Expansions at Mt. Abriel Mountain Biking area, Nakusp

A scenic landscape photograph showing a paved road that curves through a vast, dense forest of evergreen trees. In the background, several mountain peaks are visible under a blue sky with scattered white clouds. The foreground is partially framed by the out-of-focus branches of a tree on the right side.

Hwy 3 BC Touring Route

VCM - TOTA - KRT

Stag Leap Park - Kootenay Pass

Responsible Travel

Educating Visitors

Castlegar - Hiking



Destination Sustainability



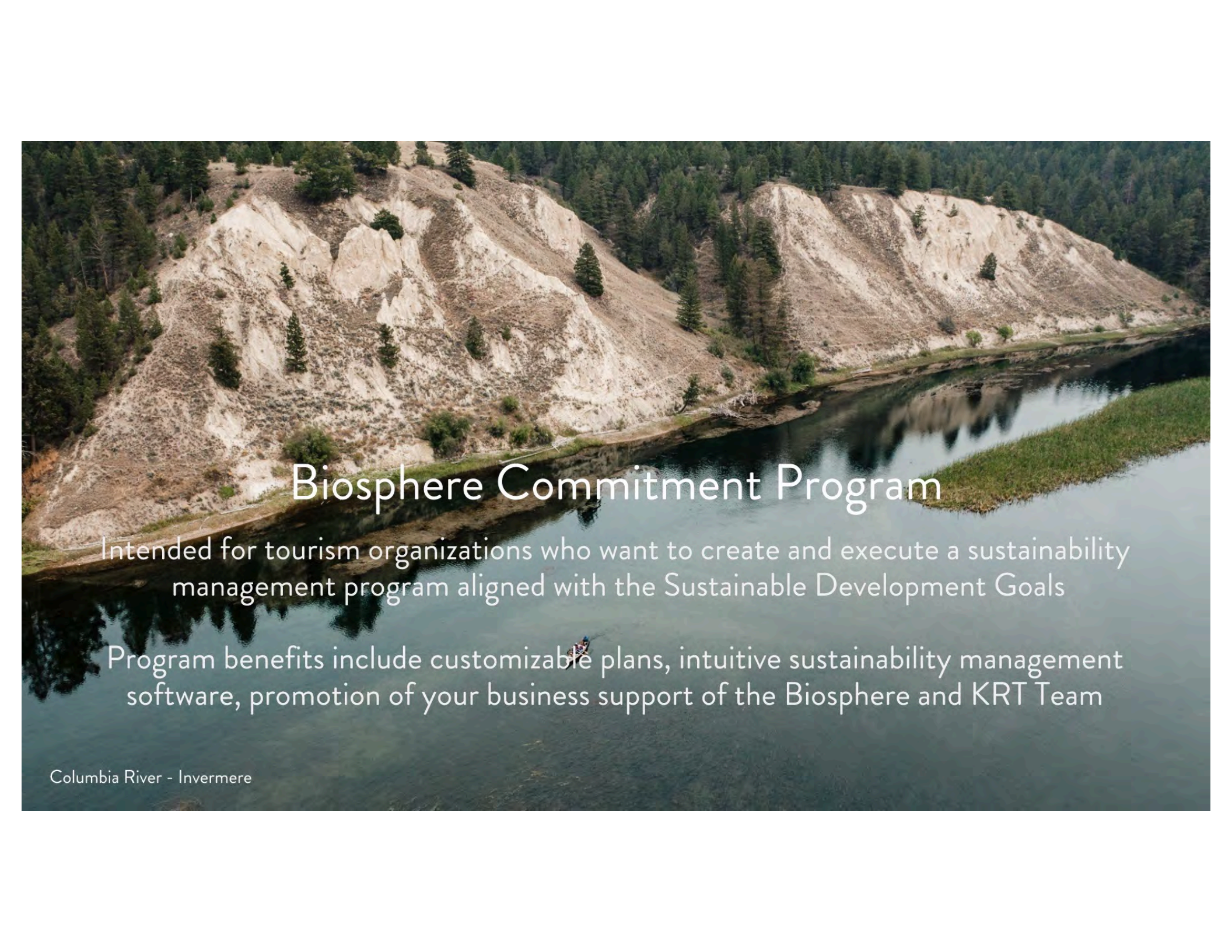
- First destination to be certified
- Assessment and review by GreenStep Assessor
- Sustainable Tourism Silver Certification Destination

GreenStep Programs

- Sustainability Lens Assessment
Provides an overall snapshot of an organization's sustainability
- Eco Base Carbon Software
Allows you to measure the carbon your organization uses



Fernie Downtown



Biosphere Commitment Program

Intended for tourism organizations who want to create and execute a sustainability management program aligned with the Sustainable Development Goals

Program benefits include customizable plans, intuitive sustainability management software, promotion of your business support of the Biosphere and KRT Team

Columbia River - Invermere

Experience Development

Travel Columbia Valley



Tilley Memorial Park Canal Flats



Chief Isadore Trail - Cranbrook

Cannabis Tourism Research Project

To identify and explore drivers and risks, models and opportunities and demand related to the development of cannabis tourism within the Kootenay Rockies Tourism Region.

Industry Support & Engagement



KootenayFilm.com

[LOCATIONS](#) [CREW & SERVICES](#) [ABOUT](#) [LOCAL INDUSTRY](#) [NEWS & EVENTS](#)

YOUR MOUNTAIN STUDIO

Bring your next production to life in the ultimate mountain playground



Columbia River Treaty - Uncovery Tour Concepts

over/under

duality/contrast

endurance/hope

sense of interruption

water/river break

salmon

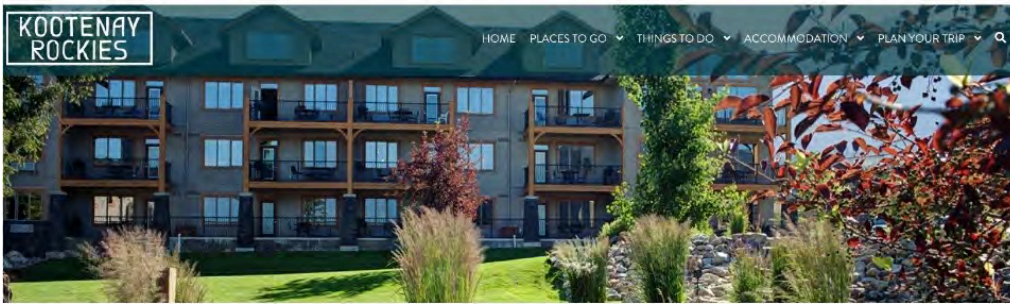


Columbia River Treaty
Uncovery Tour

ACCESS & INCLUSION



Bighorn Meadows Resort, Radium Hot Springs



BIGHORN MEADOWS RESORT

Home > Accessible Accommodations > Bighorn Meadows Resort

Bighorn Meadows Resort is a 10-acre retreat nestled in the centre of The Springs at Radium Golf Course in the Village of Radium Hot Springs. Each of the eight buildings (consisting of 200+ units) has its own unique style and design. Expect luxury, space and attention to detail.

Sustainability Initiatives

Bighorn Meadows Resort uses recycling programs, green lifestyle services, alternative in-room energy solutions, plus environmentally sensitive guest amenities and cleaning products. They are currently researching more environmentally friendly alternatives to help do our part in the global movement against climate change.

CONTACT INFORMATION

10 Bighorn Blvd
RADIIUM HOT SPRINGS, BC
VOA 1M0

1-877-344-2323
1-250-347-2323
Reservations@BighornMeadows.com
BighornMeadows.com



ACCESSIBILITY DETAILS

VISION



GENERAL



HEARING



MOBILITY



Accessible Guest Rooms

- Rooms for guests using mobility devices
- Accessible route to accessible rooms
- Entry door is a minimum 815 mm wide
- Lever type handle on entrance door
- Easy pull or push door (max 22 newtons or 2.24 kilograms-force)
- Lowered room controls (light switches, temperature controls)
- Space between furniture is a minimum of 900 mm
- Lowered hanging space in closet
- Additional guest rooms have visually or hard of hearing features

Parking

- Designated accessible parking near an accessible entrance that is specifically marked

Accessible Guest Room Bathroom

- Door is a minimum 815 mm wide
- Roll-under sink minimum roll under height 684 mm
- Lever style faucet controls
- Lowered mirror at sink vanity
- No threshold roll-in shower
- Fixed grab bars in shower

Research Currently Available

<https://www.krtourism.ca/data-insights/>

Visitor Research

- Coming Soon - Visitor Satisfaction Survey 2022
- Coming Soon - KPI Consumer Research
- Monthly Visitor Highlights
- Measuring CDN Travel Patterns
- STR - Smith Travel Research
- Visitor Intelligence Platform
- Tourism Industry Dashboard

Resident & Industry Research

- Coming Soon - BC Resident Public Perceptions 2022
- Industry Performance
- Tourism Data, Room Revenues, Property Counts
- Regional Resident Sentiment Reports

Specialized Research

- Seasonal Staffing Research
- Sector Reports - Adventure Sport, Cycling, Hiking, Backpacking, Culture, History, and Culinary

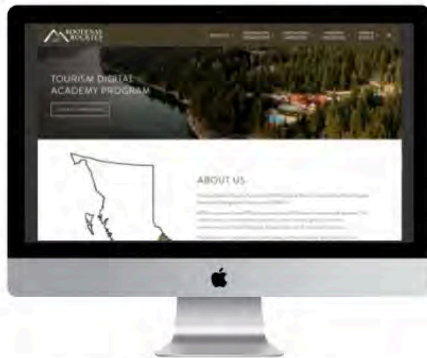


- Average travel party is 2.67 people
28.9% of travel parties included children
- Average trip length was 9.77 nights
4.64 spent in KR region
- Average spend \$106.45 P/P P/N
34% BC, 39% AB, 15% other Canada, 5% Intl
- 35.7% - camping as primary accommodation
41.8% staying in paid roof accommodation
- NPS score is 69.9%

Preliminary Results

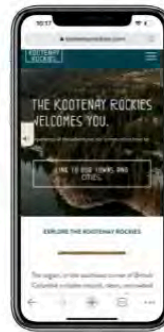
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Destination Marketing



KRTourism.ca

Industry Resources
Professional Development
Industry Events
Latest Research
Destination Stewardship
Marketing



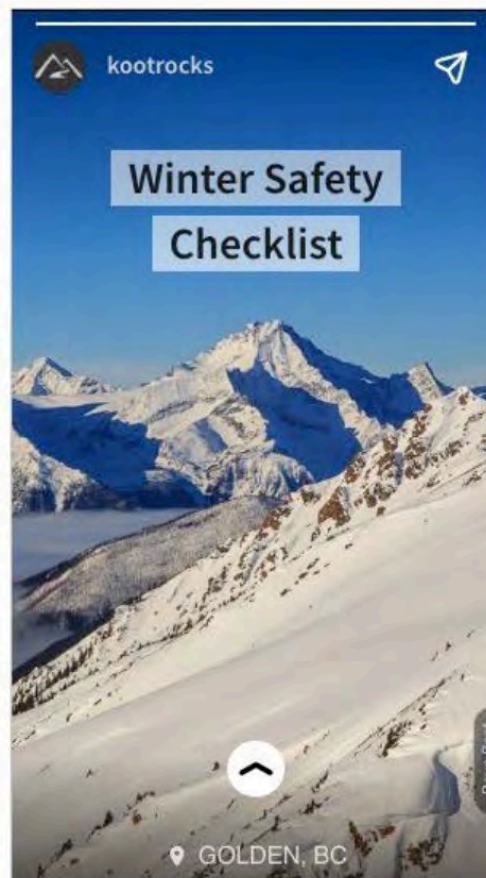
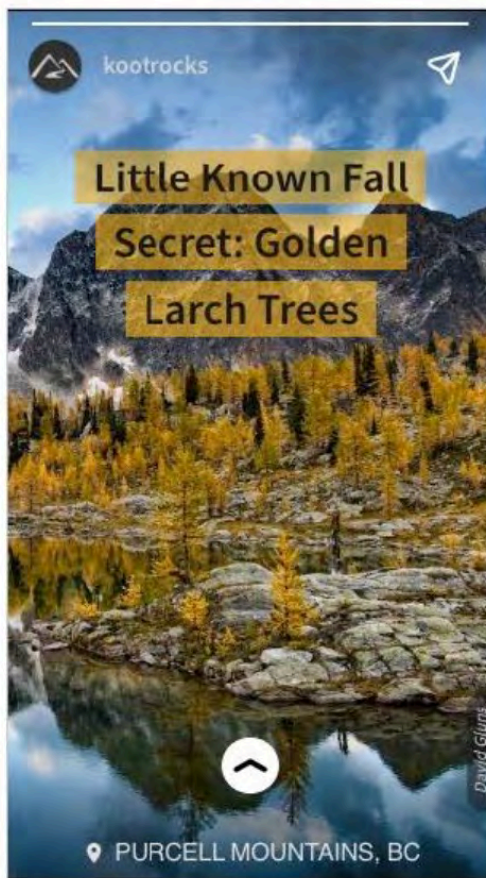
KootenayRockies.com

Homepage and Blog page refresh
Hiking & Biking Trails page for each community
Google 360 views for trail heads



Image Bank

Updated design
Easier navigation
Can share light boxes
2,000 high res images

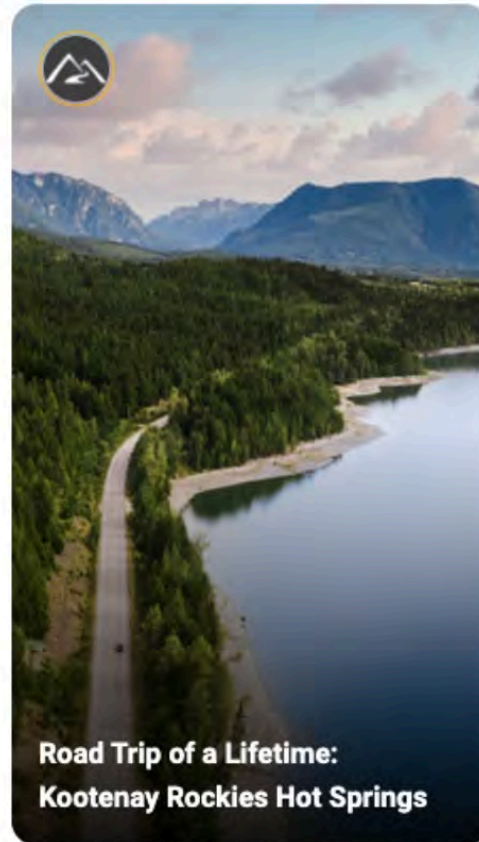


LocalHood

Crowd Riff's Storytelling platform

Google Display Network

Evergreen



136,487

Total impressions



132,044

Impressions from Google search

4,443

Impressions from Google Discover

Data last updated: September 20, 2022

47.90%

Completion rate



2,238

Views



7.42%

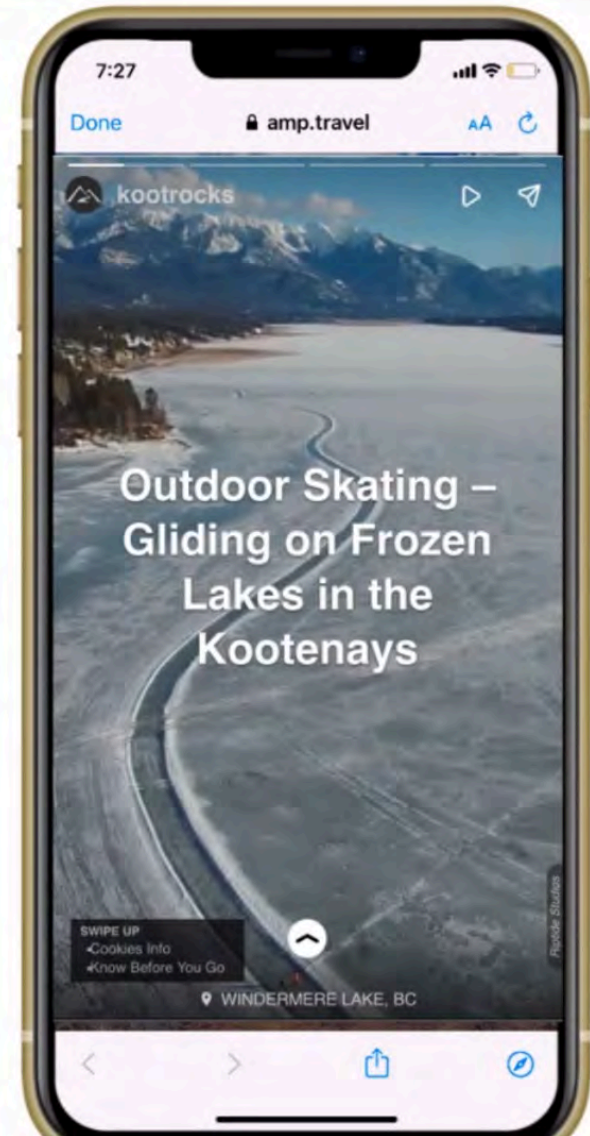
Click-through rate



Data last updated: September 23, 2022

Kootenay Rockies

- **398 Stories**
- **3.27M** Total Google Impressions, **911K** Total Gallery Impressions
- [This story](#) was published in March 2020 and in the past 30 days has gotten over **23K impressions**
- Surfacing when users search 'Ice Skating' in Google



Media Relations

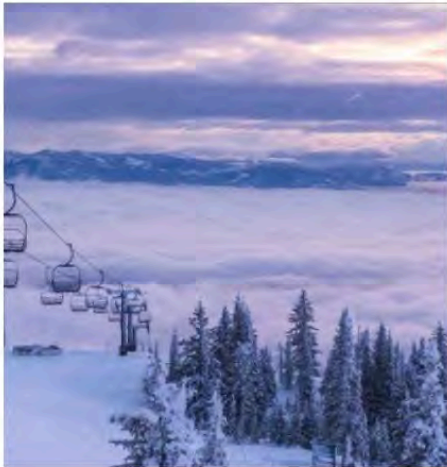


International Media Projects 2022

- Australia's Sunrise TV morning show - 7 Network
Emerald Lake Lodge & Yoho National Park
- Dr. Amir Khan - UK celebrity
BC Effect - Vancouver, Tofino and KR



Media Relations



Escape

by Emma Markezic

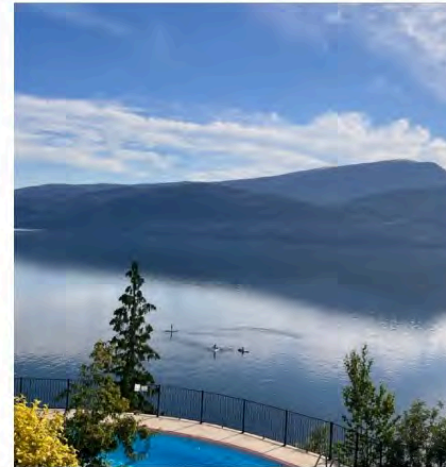
POWDER HIGHWAY: Canada's best uncrowded, cheaper ski resorts. Featuring Revelstoke, Halcyon Hot Springs Resort and Rossland.



Q Weekender

by Vanessa Marsh

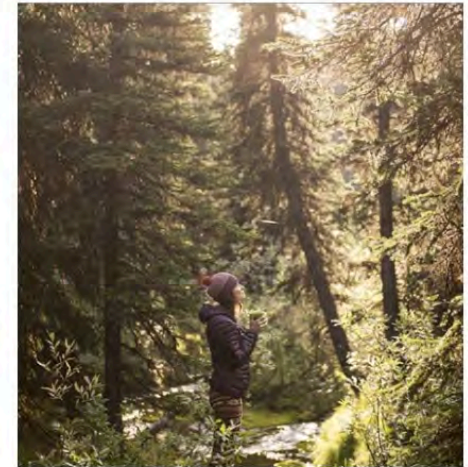
ON A HIGH IN CANADA – From its spectacular mountain ranges to its welcoming lodges with fine dining and luxury at your fingertips, there's nothing to grizzle about on holiday in BC....



BC Living Magazine

by Nikki Bayley

EAT, SLEEP, SPA, REPEAT – Head to the Kootenays for the ultimate staycation this season. A little way along the winding road from Nakusp, you'll find Halcyon Hot Springs.



TimeOut.com

by Winston Ross

THE BEST NATIONAL PARKS IN CANADA – It's time these gorgeous landscapes moved into the spotlight – including Glacier, Kootenay, Mount Revelstoke and Yoho National Parks.



Events & Marketplaces



Thank you!

Ka Papa Cedars Trails, Creston