



WEBSITES & SOCIAL

OCTOBER 1 TO DECEMBER 31, 2022

KOOTENAYROCKIES.COM

USERS: 30,573 PAGE VIEWS: 57,117
SESSIONS: 35,712
DEMOGRAPHICS: FEMALE 52% / MALE 48%
CANADA 77%, US 13%, OTHER 10%



KOOTROCKS

POSTS: 65 ENGAGEMENTS: 20,612
POST IMPRESSIONS: 714,687
REELS: 33
REEL VIEWS / ENGAGEMENTS: 748,667



KOOTROCKS

POSTS: 84 ENGAGEMENTS: 71,976
POST IMPRESSIONS: 1,050,847
REELS: 9
REEL VIEWS / ENGAGEMENTS: 30,560

POWDERHIGHWAY.COM

USERS: 7,802 PAGE VIEWS: 11,520
SESSIONS: 10,477
DEMOGRAPHICS: FEMALE 33% / MALE 67%
US 59%, CANADA 24%, OTHER 17%



POWDERHIGHWAY

POSTS: 26 ENGAGEMENTS: 8,464
POST IMPRESSIONS: 424,551
REELS: 31
REEL VIEWS / ENGAGEMENTS: 417,388



POWDERHIGHWAY

POSTS: 22 ENGAGEMENTS: 4,683
POST IMPRESSIONS: 148,687
REELS: 0
REEL VIEWS / ENGAGEMENTS: 0

**BC TRAVEL
STORIES ►►►**

STORY VIEWS: 4,355
STORY INTERACTIONS: 3,200
GOOGLE IMPRESSIONS: 128,583

CALL TO ACTION
CLICKS: 153



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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