



WEBSITES & SOCIAL

JANUARY 1 TO MARCH 31, 2023



KOOTENAYROCKIES.COM

USERS: 40,086 PAGE VIEWS: 77,882
SESSIONS: 46,906
DEMOGRAPHICS: FEMALE 51% / MALE 49%
CANADA 78%, US 13%, OTHER 9%



POWDERHIGHWAY.COM

USERS: 12,604 PAGE VIEWS: 13,891
SESSIONS: 9,495
DEMOGRAPHICS: FEMALE 30% / MALE 70%
US 55%, CANADA 30%, OTHER 15%



KOOTROCKS

POSTS: 53 ENGAGEMENTS: 11,361
POST IMPRESSIONS: 755,416
REELS: 37
REEL VIEWS / ENGAGEMENTS: 294,301



POWDERHIGHWAY

POSTS: 11 ENGAGEMENTS: 1,688
POST IMPRESSIONS: 547,965
REELS: 45
REEL VIEWS / ENGAGEMENTS: 406,009



KOOTROCKS

POSTS: 63 ENGAGEMENTS: 104,476
POST IMPRESSIONS: 1,058,801
REELS: 28
REEL VIEWS / ENGAGEMENTS: 148,505



POWDERHIGHWAY

POSTS: 16 ENGAGEMENTS: 18,397
POST IMPRESSIONS: 505,922
REELS: 0
REEL VIEWS / ENGAGEMENTS: 0

BC TRAVEL STORIES ►►►

STORY VIEWS: 5,047
STORY INTERACTIONS: 3,700
GOOGLE IMPRESSIONS: 65,806

CALL TO ACTION
CLICKS: 236

Print pieces available for free distribution.



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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