



WEBSITES & SOCIAL

APRIL 1 TO JUNE 30, 2023



KOOTENAYROCKIES.COM

USERS: 43,266 PAGE VIEWS: 87,742
SESSIONS: 51,293
DEMOGRAPHICS: FEMALE 56% / MALE 44%
CANADA 84%, US 10%, OTHER 6%



POWDERHIGHWAY.COM

USERS: 2,857 PAGE VIEWS: 3,921
SESSIONS: 3,554
DEMOGRAPHICS: FEMALE 37% / MALE 63%
US 51%, CANADA 21%, OTHER 28%



KOOTROCKS

POSTS: 65 ENGAGEMENTS: 14,497
POST IMPRESSIONS: 510,489
REELS: 65
REEL VIEWS / ENGAGEMENTS: 5,708,457



POWDERHIGHWAY

POSTS: 5 ENGAGEMENTS: 61
POST IMPRESSIONS: 97,772
REELS: 0
REEL VIEWS / ENGAGEMENTS: 0



KOOTROCKS

POSTS: 68 ENGAGEMENTS: 95,426
POST IMPRESSIONS: 1,836,210
REELS: 33
REEL VIEWS / ENGAGEMENTS: 53,944



POWDERHIGHWAY

POSTS: 0 ENGAGEMENTS: 111
POST IMPRESSIONS: 4,526
REELS: 0
REEL VIEWS / ENGAGEMENTS: 0

BC TRAVEL STORIES ►►►

STORY VIEWS: 4,843
STORY INTERACTIONS: 3,600
GOOGLE IMPRESSIONS: 72,325

CALL TO ACTION
CLICKS: 389



Print pieces available for free distribution.



REGIONAL TEAM CONTACTS

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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