



WEBSITES & SOCIAL

JULY 1 TO SEPTEMBER 30, 2023



KOOTENAYROCKIES.COM

NEW USERS: 60,139 VIEWS: 232,165
SESSIONS: 76,287
DEMOGRAPHICS: FEMALE 54% / MALE 46%
CANADA 51 K, US 7 K, UK 698



POWDERHIGHWAY.COM

NEW USERS: 4,125 VIEWS: 18,283
SESSIONS: 5,698
DEMOGRAPHICS: FEMALE 35% / MALE 65%
US 2,108, CANADA 942, AUSTRALIA 183



KOOTROCKS

POSTS: 65 ENGAGEMENTS: 12,096
POST IMPRESSIONS: 545,788
REELS: 56
REEL VIEWS / ENGAGEMENTS: 4,246,068



POWDERHIGHWAY

POSTS: 3 ENGAGEMENTS: 425
POST IMPRESSIONS: 32,598
REELS: 4
REEL VIEWS / ENGAGEMENTS: 25,500



KOOTROCKS

POSTS: 61 ENGAGEMENTS: 43,321
POST IMPRESSIONS: 1,539,199
REELS: 22
REEL VIEWS / ENGAGEMENTS: 27,356



POWDERHIGHWAY

POSTS: 3 ENGAGEMENTS: 105
POST IMPRESSIONS: 4,285
REELS: 0
REEL VIEWS / ENGAGEMENTS: 0

BC TRAVEL STORIES ►►►

STORY VIEWS: 2,750
STORY INTERACTIONS: 2,100
GOOGLE IMPRESSIONS: 54,779

CALL TO ACTION
CLICKS: 298



Print pieces available for free distribution.

REGIONAL TEAM CONTACTS

KATHY COOPER,
Chief Executive Officer
T 250-427-4838 Ext. 201
Kathy@KootenayRockies.com

WENDY VAN PUymbROECK,
Director, Industry Development
& Destination Marketing
T 250-427-4838 Ext. 210
Wendy@KootenayRockies.com

SHANNON HARRISON,
Manager, Digital Content
T 250-427-4838 Ext. 207
Shannon@KootenayRockies.com

KAREN COOK,
Manager, Stakeholder &
Corporate Communications
T 250-427-4838 Ext. 204
Karen@KootenayRockies.com

HEIDI KORVEN,
Regional Media Relations Specialist
T 250-427-4838 Ext. 202
Heidi@KootenayRockies.com

CHRIS MCCURRY
Director, Destination Development
& Sustainability
T 250-427-4838 Ext. 206
Chris@KootenayRockies.com

RHIANNON PATERSON,
Destination Development
& Sustainability Coordinator
Travel Trade Specialist
T 250-427-4838 Ext. 203
Rhiannon@KootenayRockies.com

SYLVIA O'CONNOR,
Destination Development
& Sustainability Coordinator
T 250-427-0698
Sylvia@KootenayRockies.com

SASKIA SLOESERWIJ-LEEBEEK,
Accounting
T 250-427-4838 Ext. 205
Accounting@KootenayRockies.com

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