

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



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



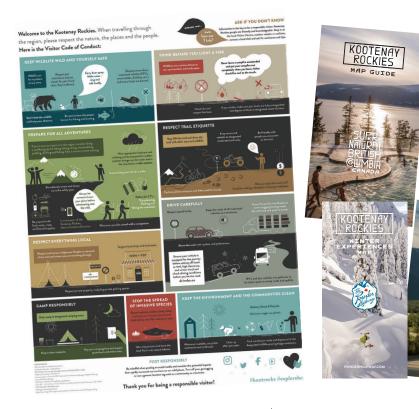
POSTS: 3 ENGAGEMENTS: 105 POST IMPRESSIONS: 4,285 REELS: 0 REEL VIEWS / ENGAGEMENTS: 0



story views: 2,750 story interactions: 2,100 google impressions: 54,779

call to action clicks: 298

KOOTENAYROCKIES.COM KRTOURISM.CA POWDERHIGHWAY.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 BCContentHub.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.

NATIONAL GEOGRAPHIC

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Continent

Print pieces available for free distributior

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

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