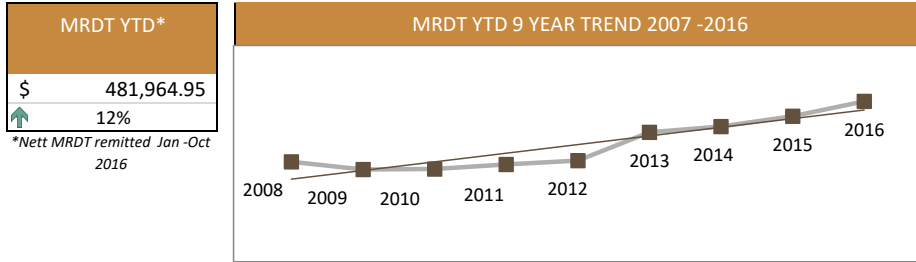


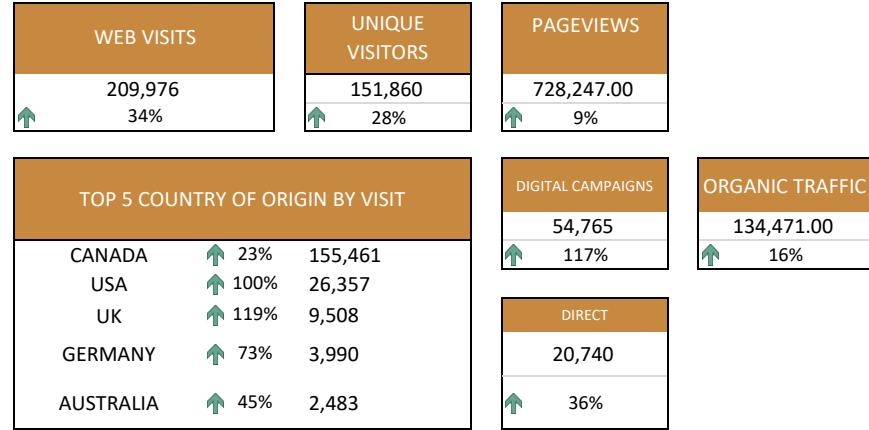
# KEY PERFORMANCE INDICATORS 2016

JAN - DEC 2016

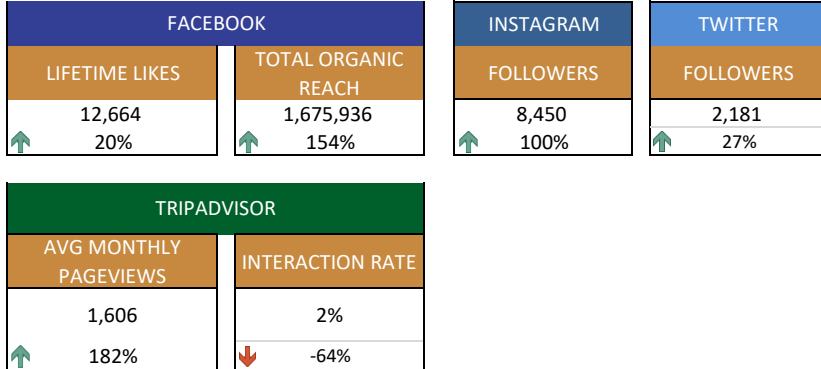
## MRDT REVENUES



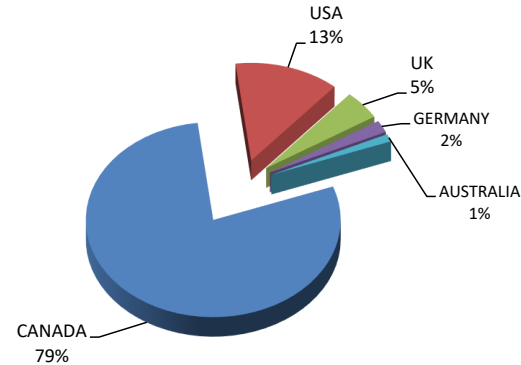
## WEBSITE ANALYTICS



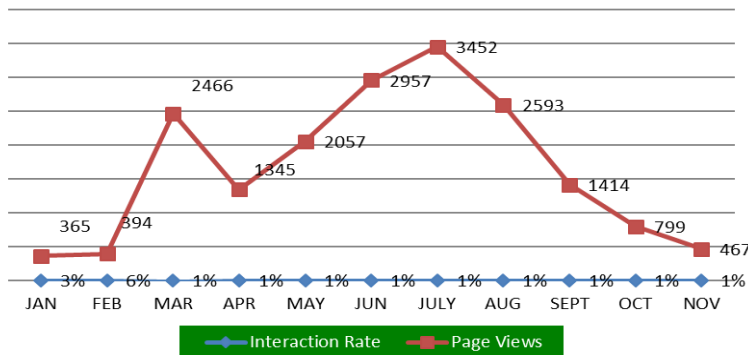
## SOCIAL MEDIA AND REVIEW SITES



## WEBSITE VISITS BY COUNTRY OF ORIGIN



## Tripadvisor DMO Page Engagement



# KEY PERFORMANCE INDICATORS 2016

JAN - DEC 2016

CONSUMER DATABASE	
13,627	↑
266%	↑

CONSUMER NEWS OPEN	
27%	↑
35%	↑

EARNED IMPRESSIONS	
29,400,509	↑
179%	↑

STAKEHOLDER NEWS OPEN RATE	
48%	↑
9%	↑

## P.R. & EARNED MEDIA

**Kayaking the Kicking Horse River**  
October 18th, 2016 @ 10:33am (PT) by Rebecca Balliett

When surrounded by Mother Nature's finest handiwork, in one of the most impressive landscapes on the planet, you may find yourself feeling more daring and adventurous than you ever dreamed you could be.

On an early, early autumn morning, my Kootenay Rockies travel media group trip set out from Cathedral Mountain Lodge in Yoho National Park, stopping at Tuffie Pigs in Field, BC to rest up with some delicious coffee. Our destination that day was the town of Golden, nestled in the Rocky Mountain Trench and built around the confluence of the Columbia and Kicking Horse rivers. It is surrounded by the Purcell Mountains, the Rocky Mountains, and five national parks, making Golden one amazing outdoor adventure playground!

Our itinerary, while in the Golden area, included kayaking, an activity that I am very familiar with and enjoy immensely. It turns out that I had no idea that I would have to push myself so far that day — and that I would feel so great afterward!

We packed along the Kicking Horse River and our group was picked up by Alpine Rafting's owner and guide, Jim Ploym. Now in his 30th year, 17 of which have been with Jim at the helm, Alpine Rafting offers rafting trips, kayak and paddle board tours, and adventure fees for groups of many sizes.

We drove along an old logging road (a theme throughout our stay in the Golden area) and stopped at a lookout to gaze at Victoria Falls. Standing 98 feet tall and 500 feet wide, it's the largest waterfall of the Kicking Horse River. We peered down as it looked so small in the shadows of the towering

**Passing Through: Kicking Horse, BC**  
A big mountain cathedral in British Columbia's Purcell Mountains

By Sheri Andrew Onda | PHOTO: Madsen Knudsen

Starting off into the expanse of forest and cedar peaks before you, you'll swear you're in Alaska. That is, were it not for the sunny, snow-free ground of our mountain with its traces of the last remaining "Iron Horse" Columbia. These are the Purcell Mountains as submitted from their front range, which you're now standing on.

Rising 4,000 feet from sea level above the hard-earned logging and rail-town of Golden, Kicking Horse Mountain Resort is a multi-graded big mountain cathedral with 4,800 feet of vertical relief, a classic mountain resort in a golden hue. Escape this place, comes in a blue color palette that carries away the winter.

Your warm-up trip is simple and direct, in both other ways and not. You can stay in a timber-frame mansion, a cheap motel full of bunks, or just you can or just your tent but about anywhere. The most of local activity is an easy five-minute climb of the three trails in the downtown core with few trails almost every night of the week. Hidden in the exposed folds of some of the older buildings are cafe and artisanal security dating out some of the best coffee and home-cooked grub in the side of Nelson.

Golden does average less rainfall than some of the more precipitous areas in British Columbia through, more than the Rockies but the terrain makes up for it, and you get a lot higher than the winter snow when it does come. To look, the terrain is high here, meaning the winter snow gets around. Besides, after all, it's a winter.

The itinerary reports more of exposed peaks, routes and open-ridge trails face the likes of which you'll have a hard time believing in open to the general public. It is a terrain that is more about walking in the alpine, but there is a lot of it. There is some great fall line view along here, too, but KHM is all about the alpine.

From the peak of Old Ridge you have two options: either on your left, or on your right, or in the north or south. Spawning out in each direction is succession of bays with varying (mostly) steady, but not too steep.

A nice day here is an exercise in hiking, making bigger loops faster and further off of Old Ridge in either direction or more terrain open. Backcountry Ridge Four Road. Tomorrow, as the clouds of the resort pool have to use your own feet to get to your line, but this is the best stuff to open there's a lot of a correct here, so having to take 100-200 meters up to reach a good look at the mountain.

**THE GOLDEN ULTRA: SERIOUS TRAINING FOR STUNNING VIEWS**

It isn't easy to pull off a flawless first-year event. But the aptly-named **Golden Ultra**, held in Golden, British Columbia, on September 18-20, was, indeed, golden, thanks to a gracious municipal host, a bevy of volunteers and an outstanding race director.

The Golden Ultra is a tripartite of running that's comprised of: (1) the "Blood," on Friday afternoon, a vertical kilometer that heads straight up the ski slopes of Kicking Horse Resort, peaking out at the top of the gondolas in about five kilometers of access road, grass, rock and trail. The ride down goes over a grizzly refuge where Boo, a 700-pound gentle giant who is orphaned when his mother was shot by a poacher, sits, forages and appears to enjoy his observers and caretakers; (2) Saturday's

**Lost Marathon Rescued on Subway Days After Completing NYC Marathon**

By Laura Scudetto

It's not every day that you find a runner who has completed the NYC Marathon and is still out there, but Laura Scudetto did just that. She found a runner who had completed the NYC Marathon and was still out there, but she found a runner who had completed the NYC Marathon and was still out there.

**NO SNOW, NO PROBLEM?**  
Off season? What off season?

When you think of winter sports, you can't help but think of the snow. But what if there's no snow? That's the challenge for winter sports enthusiasts in the Golden area.

[Miss604](#)

[powder.com](#)

[RUNHAVEN.COM](#)

[S-MAGAZINE](#)

## P.R. & EARNED MEDIA

**Destination Golden**

Discover the beauty of Golden, BC, and the surrounding mountains and lakes.

**Scallies Travels**

Explore the world with Scallies Travels, featuring travel tips and destination guides.

**Black Diamond Chutes**

Experience the thrill of Black Diamond Chutes, a world-class ski run.

Discover the beauty of the Golden area, featuring stunning mountain views and outdoor activities.

**FLUX**

Experience the excitement of Flux, a travel magazine featuring travel tips and destination guides.

**VIDEO: FREERIDE CHRONICLES SEASON 3 - CANADIAN ADVENTURE**

Watch the latest freeride adventures from the Canadian Adventure series.

BC MAGAZINE - WINTER

[SEATTLE TRAVELS](#)

[MOUNTAIN LIFE MEDIA](#)

[FLUX MAGAZINE](#)

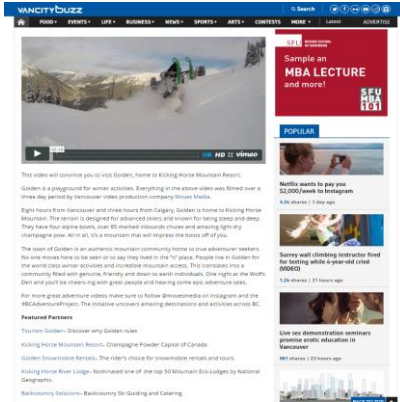
[THE SKI CHANNEL - FREERIDE CHRONICLES](#)

## P.R. & EARNED MEDIA

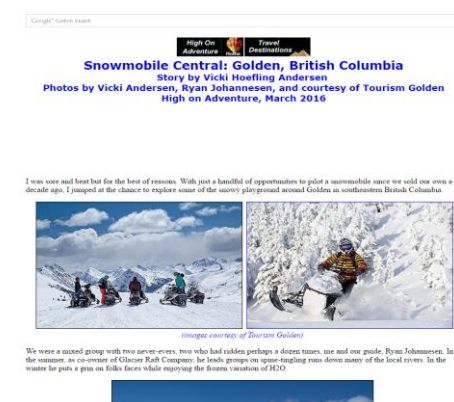


# KEY PERFORMANCE INDICATORS 2016

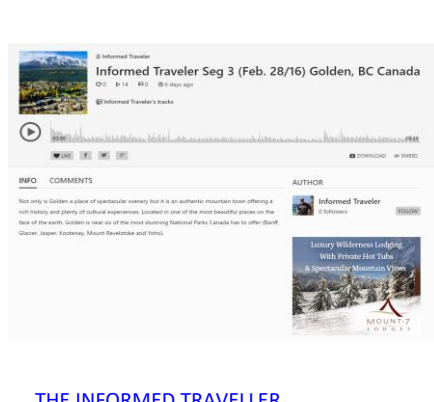
JAN - DEC 2016



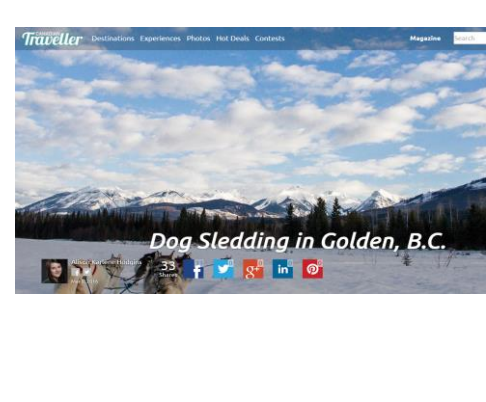
[VANCITYBUZZ](#)



[HIGHONADVENTURE.COM](#)



[THE INFORMED TRAVELLER \(RADIO\)](#)



[Canadian Traveller](#)

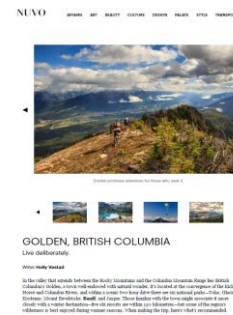
P.R. & EARNED MEDIA



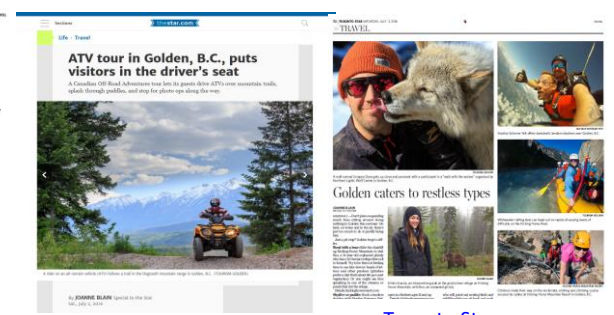
[Pedal Mag -Buyers Guide](#)



[Hikebiketavel blog](#)



[Nuovo Magazine](#)



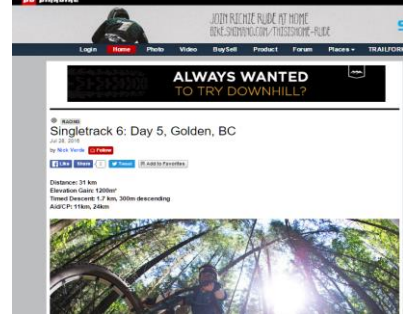
[Toronto Star - online & print](#)

[Toronto Star online & print](#)

P.R. & EARNED MEDIA



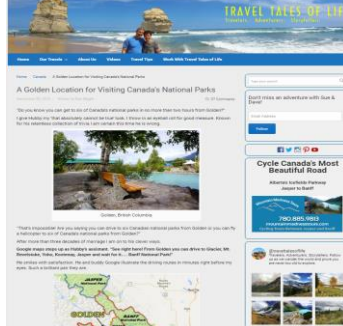
[Adventure Awaits](#)



[Pink Bike](#)



[Travel Tales of Life](#)



[Travel Tales - parks](#)



[Foodista](#)