KEY PERFORMANCE INDICATORS 2017

JANUARY - DECEMBER 2017

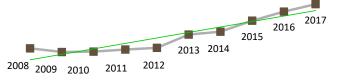
MRDT REVENUES

MRDT CALENDAR YEAR TREND 2008 -2016

MRDT YTD*

*Nett MRDT remitted Jan - Dec 2017

\$599,102.00



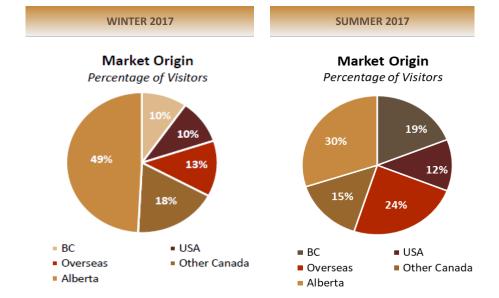
10%

AVG. LENGTH OF STAY (NIGHTS)

AWARENESS

	WINTER	SUMMER		WINTER		SUMMER
	3.2	2.8		79%		48%
1	7%	0%	1	10%	•	-8%

TARGET MARKET PENETRATION



SOCIAL MEDIA

3,844,401

IMPRESSIONS



INSTAGRAM ENGAGEMENT **89,000**



FACEBOOK ENGAGEMENT **78,000** TWITTER
ENGAGEMENT
1,200

YOUTUBE VIEWS

TOTAL REACH

FACEBOOK TOTAL REACH 3,663,093

WEBSITE ANALYTICS



UNIQUE VISITORS

175,549

↑ 16%

ORGANIC TRAFFIC 151,139.00 ↑ 13%

DIGITAL
CAMPAIGNS
42,047.00

↑ 10%

13,108

WEB VISITS

231,972



11%

TOP 5 COUNTRY OF ORIGIN BY VISIT * 168,030 CANADA 8% USA 33,393 27% 6,510 -31% UK **GERMANY** 3,726 -6% **AUSTRALIA** 3,640 47%

CONTENT DRILLDOWN PAGEVIEWS									
ALL ACTIVITIES	268,001	1	4%						
BIKING	14,389	•	-18%						
FISHING	10,827	1	12%						
HIKING	16,160	•	-6%						
PARKS	24,897	1	92%						
RAFTING	12,788	•	-13%						
SNOWMOBILING	11,060	•	-7%						
SKIING	9,542	1	53%						
HELI & CAT SKI	2,656	1	37%						
SKI TOURING	3.568		10%						

PUBLIC & MEDIA RELATIONS

EARNED MEDIA FEATURES

26

STAKEHOLDER NEWS

OPEN RATE

50%

5%

CONSUMER

DATABASE

12,474

-8%

CONSUMER
NEWS OPEN
20%
-17%