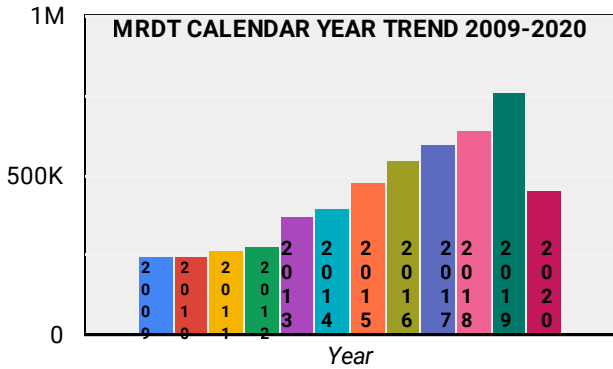


KEY PERFORMANCE INDICATORS 2020

MRDT REVENUES



Total MRDT
464,517.73

YTD change %
-40.21%

SOCIAL MEDIA



Instagram Followers
18,000



Facebook Fans
15,000



Twitter Followers
2,900



Video Views
215,900

Instagram Engagement
105,000

Facebook Engagement
76,000

Twitter Engagement
2,600

Average Length of Stay (Nights)

Winter 2019	Summer 2019
3.5	2.5

Destination Awareness

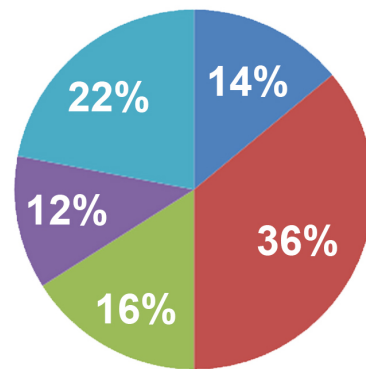
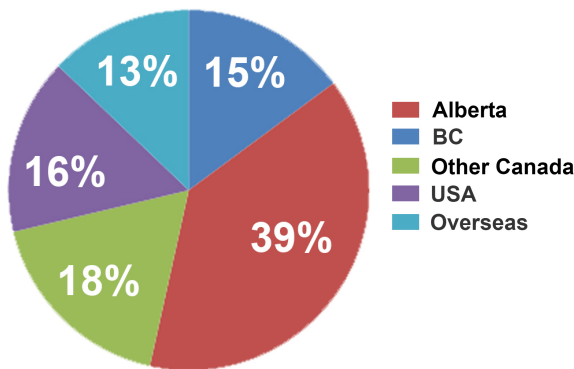
Winter 2018/19	Summer 2019
69%	40%
Overnight Visitors	Overnight Visitors
Winter 2018/19	Summer 2018
89%	84%

TARGET MARKET PENETRATION

Market Origin

Winter 2018/19

Summer 2019



PUBLIC & MEDIA RELATIONS

Earned Media Features
72

Stakeholder News Open %
52%

Consumer Database
10,288

Consumer News Open %
13.41%

WEBSITE ANALYTICS

Jan 1, 2020 - Dec 31, 2020

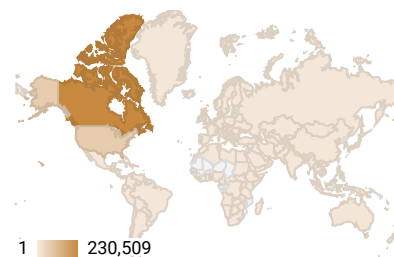


Unique Users
322,362
↓ -30.4%

Organic Searches
117,067
↓ -6.4%

Digital Campaigns
107,969
↓ -56.2%

Web Visits:
322,362
↓ -30.4%



All Activities Page Views
296,206
↓ -24.4%

Top 5 Country of Origin by Visit

Country	Sessions	% Δ
Canada	230,509	-10.5% ↓
United States	65,017	-61.2% ↓
United Kingdom	6,442	-26.1% ↓
Australia	2,388	-50.5% ↓
Germany	2,121	-32.7% ↓

Content Drill down/Page views

Activity	Page Views	% Δ
Biking	12,633	-47.6% ↓
Heli & Cat Skiing	3,549	5.1% ↑
Hiking	26,535	-65.5% ↓
Other	43,183	-28.9% ↓
Parks	247	-96.9% ↓
Rafting	11,613	-1.1% ↓
Ski Touring	3,168	1.1% ↑
Skiing	30,701	52.8% ↑