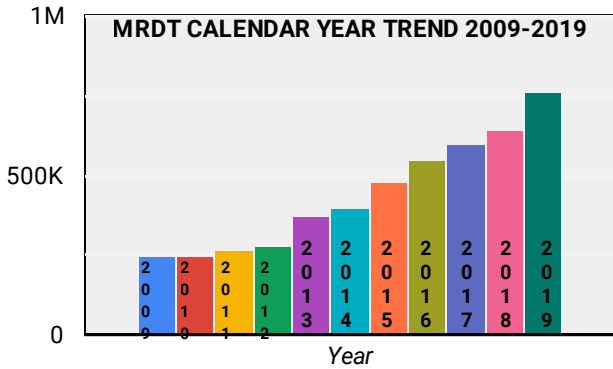


KEY PERFORMANCE INDICATORS 2019

MRDT REVENUES



Revenue 2019
\$761,746.43

YTD change %
18.04%

SOCIAL MEDIA

Instagram Followers 83,000	Facebook Fans 15,000	Twitter Followers 2,700	Video Views 14,314
Instagram Engagement 83,000	Facebook Engagement 25,400	Twitter Engagement 1,745	

Average Length of Stay (Nights)

Winter 2019 3.5	Summer 2018 2.5
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Destination Awareness

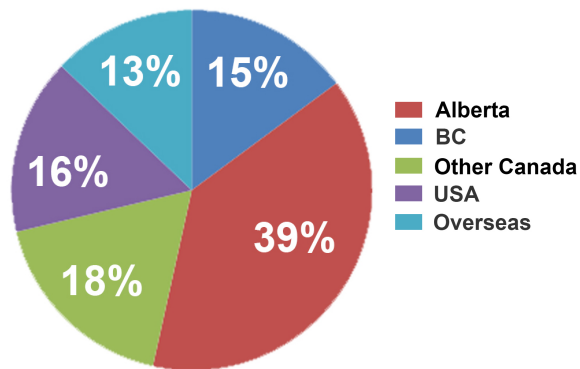
Winter 2018/19 69%	Summer 2019 40%
Overnight Visitors Winter 2018/19 89%	Overnight Visitors Summer 2018 84%

TARGET MARKET PENETRATION

Market Origin

Winter 2018/19

Summer 2019



PUBLIC & MEDIA RELATIONS

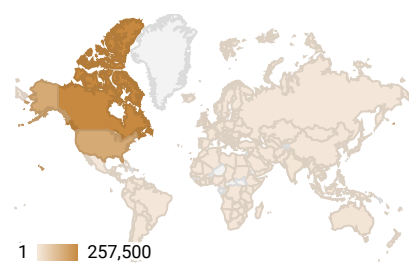
Earned Media Features 56	Stakeholder News Open Rate 45%	Consumer Data Base 10,640	Consumer News open % 14.76%
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WEBSITE ANALYTICS

Jan 1, 2019 - Dec 31, 2019



Web Visits:
463,446
↑ 73.1%



All Activities Page Views
391,868
↑ 38.2%

Unique Users 333,927 ↑ 64.8%	Organic Searches 125,106 ↑ 4.7%	Digital Campaigns 246,630 ↑ 288.5%
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Top 5 Country of Origin by Visit

Country	Sessions	% Δ
Canada	257,500	33.7% ↑
United States	167,764	264.5% ↑
United Kingdom	8,717	25.7% ↑
Australia	4,824	10.3% ↑
India	3,239	221.3% ↑

Content Drill down/Page views

Activity	Page Views	% Δ
Biking	24,102	23.9% ↑
Fishing	14,483	21.0% ↑
Heli & Cat Skiing	3,377	21.0% ↑
Hiking	76,854	375.7% ↑
Other	46,243	299.6% ↑
Parks	7,981	-63.8% ↓
Rafting	11,740	14.2% ↑
Ski Touring	3,135	28.0% ↑