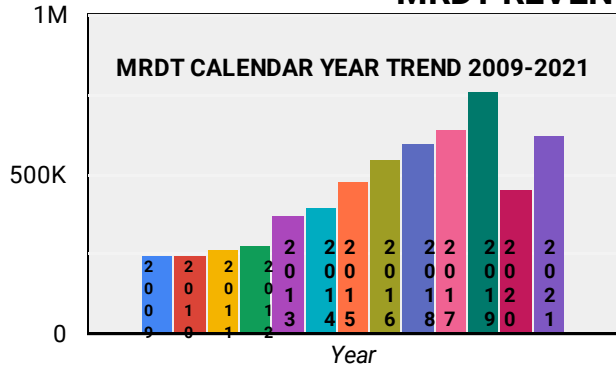


KEY PERFORMANCE INDICATORS 2021

MRDT REVENUES



Total MRDT Revenue
624,454.46

YTD change %
32.34%

SOCIAL MEDIA

Instagram Followers 20,000	Facebook Fans 15,000	Twitter Followers 2,900	Video Views 463,377
Instagram Engagement 116,000	Facebook Engagement 20,000	Twitter Engagement 580	

Average Length of Stay (Nights)

Winter 2019	Summer 2019
3.5	2.5

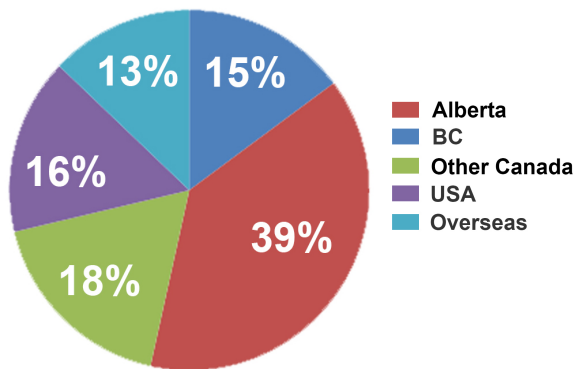
Destination Awareness

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

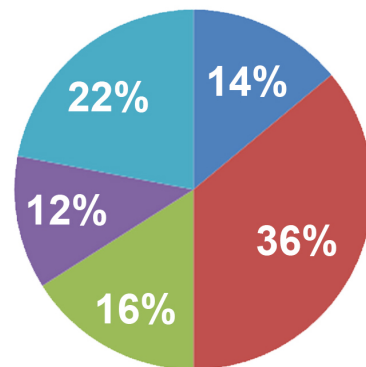
TARGET MARKET PENETRATION

Market Origin

Winter 2018/19



Summer 2019



PUBLIC & MEDIA RELATIONS

Earned Media Features 36	Stakeholder News Open % 49%	Consumer Database 9,436	Consumer News Open % 15.62%
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WEBSITE ANALYTICS

Jan 1, 2021 - Dec 31, 2021

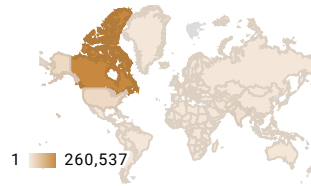


Unique Users
338,910
↑ 5.6%

Organic Searches
135,629
↑ 16.2%

Digital Campaigns
114,365
↑ 6.6%

Web Visits:
338,910
↑ 5.6%



Top 5 Country of Origin by Visit

Country	Sessions	% Δ
Canada	260,537	13.0% ↑
United States	34,846	-46.4% ↓
United Kingdom	6,064	-5.9% ↓
Germany	2,211	4.2% ↑
Australia	1,121	-53.1% ↓

Content Drill down/Page views

Activity	Page Views	% Δ
Biking	13,292	-2.0% ↓
Hiking	59,302	76.7% ↑
Other	559,542	-11.8% ↓
Parks	6,273	-64.2% ↓
Rafting	12,013	-1.6% ↓

Top 5 Regions of Origin by Visit

Region	Sessions	% Δ
British Colum...	100,564	-1.2% ↓
Alberta	98,370	15.7% ↑
Ontario	34,153	41.5% ↑
(not set)	11,581	248.7% ↑
Quebec	10,948	62.7% ↑

All Activities Page Views
272,035
↓ -8.0%