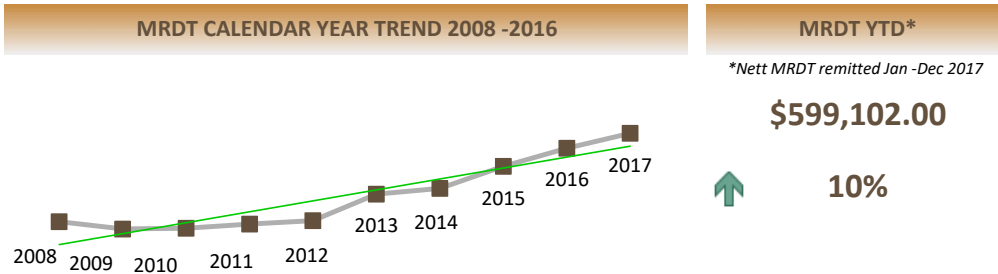


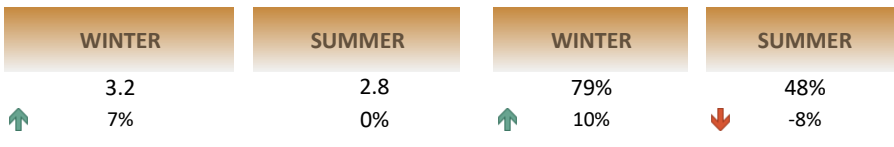
KEY PERFORMANCE INDICATORS 2017

JANUARY - DECEMBER 2017

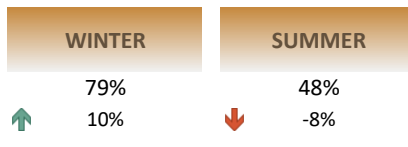
MRDT REVENUES



AVG. LENGTH OF STAY (NIGHTS)



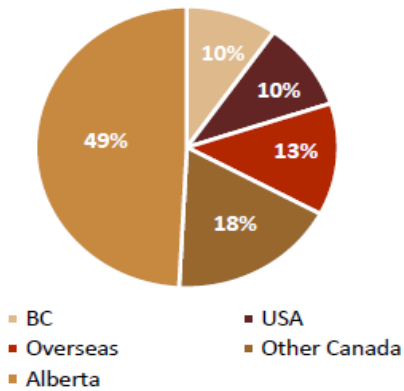
AWARENESS



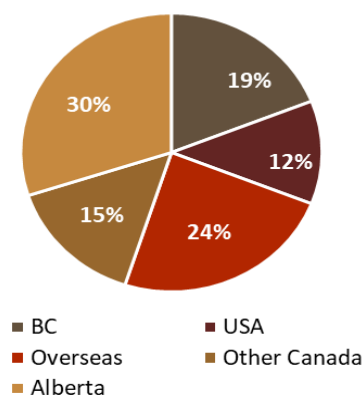
TARGET MARKET PENETRATION



Market Origin
Percentage of Visitors

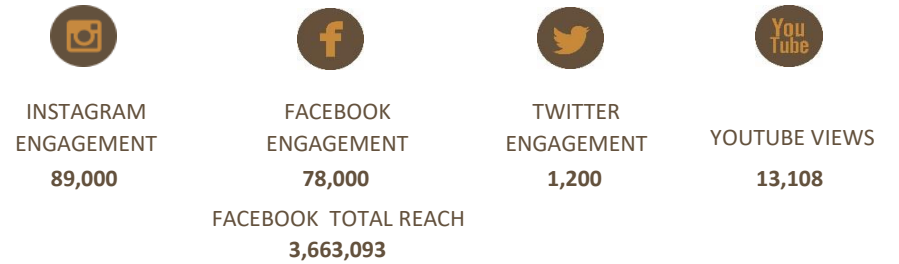


Market Origin
Percentage of Visitors

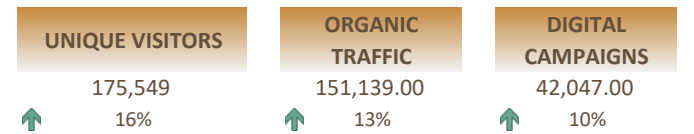


SOCIAL MEDIA

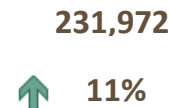
3,844,401 IMPRESSIONS



WEBSITE ANALYTICS



WEB VISITS



TOP 5 COUNTRY OF ORIGIN BY VISIT

Country	Visits	Trend	% Change
Canada	168,030	↑	8%
USA	33,393	↑	27%
UK	6,510	↓	-31%
Germany	3,726	↓	-6%
Australia	3,640	↑	47%

CONTENT DRILLDOWN | PAGEVIEWS

Activity	Pageviews	Trend	% Change
All Activities	268,001	↑	4%
Biking	14,389	↓	-18%
Fishing	10,827	↑	12%
Hiking	16,160	↓	-6%
Parks	24,897	↑	92%
Rafting	12,788	↓	-13%
Snowmobiling	11,060	↓	-7%
Skiing	9,542	↑	53%
Helicopter & Cat Ski	2,656	↑	37%
Ski Touring	3,568	↑	10%

PUBLIC & MEDIA RELATIONS

