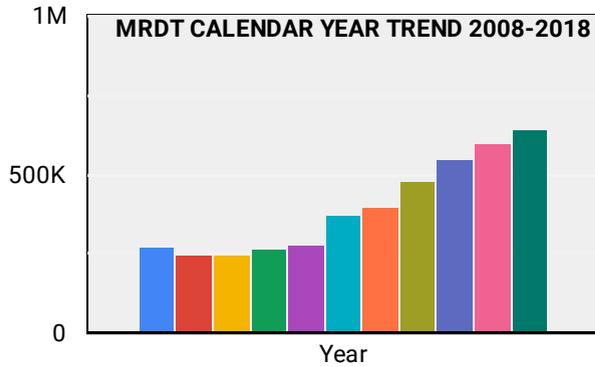


KEY PERFORMANCE INDICATORS 2018

MRDT REVENUES



2018 YTD Revenue
\$641,893.49

YTD Monthly change
7.14%

SOCIAL MEDIA

Impressions 2018
2,204,009

Instagram Engagement No data	Facebook Engagement 86,512 Facebook Total Reach 1,922,126	Twitter Impressions 181,057	Youtube Views 14,314

Average Length of Stay (Nights)

Winter 2018	Summer 2018
3.2	2.8
% CHANGE 6.67%	% CHANGE 0.00%

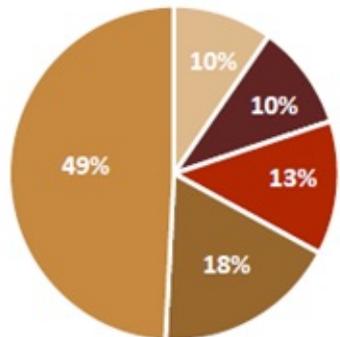
Awareness

Winter 2018	Summer 2018
79.0%	48.00%
% CHANGE 9.72%	% CHANGE -7.69%

TARGET MARKET PENETRATION

Winter 2017

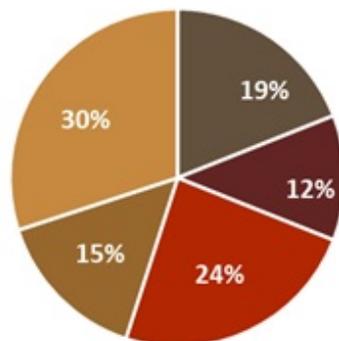
Market Origin
Percentage of Visitors



- BC
- Overseas
- Alberta
- USA
- Other Canada

Summer 2017

Market Origin
Percentage of Visitors



- BC
- Overseas
- Alberta
- USA
- Other Canada

PUBLIC & MEDIA RELATIONS

Earned Media Features 34	Stakeholder News Open Rate 50.00%	Consumer Data Base 11,429	Consumer News Open 13.26%
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WEBSITE ANALYTICS

Jan 1, 2018 - Dec 31, 2018



Unique Users 204,360 ↑ 16.4%	Organic Searches 119,445 ↑ 1.0%	Digital Campaigns 63,485 ↑ 74.7%
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Web Visits:
267,739
↑ 15.4%

All Activities Page Views
283,612
↑ 5.8%

Top 5 Country of Origin by Visit

Country	Sessions	% Δ
Canada	192,657	14.7% ↑
United States	46,032	37.8% ↑
United Kingdom	6,935	6.5% ↑
Australia	4,373	20.1% ↑
Germany	3,017	-19.0% ↓

Content Drill down/Page views

Activity	Page Views	% Δ
Biking	19,456	50.8% ↑
Fishing	11,971	15.4% ↑
Heli & Cat Skiing	2,790	6.2% ↑
Hiking	16,155	5.0% ↑
Other	11,573	85.4% ↑
Parks	22,017	-1.7% ↓
Rafting	10,279	-6.4% ↓
Ski Touring	2,450	-21.7% ↓