



ACTIVITIES



EVENTS



ATTRACTIONS



PACKED WITH SUMMER FUN

Attract more visitors this summer >>

Rocky Mountain Visitors Magazine is the original and only complete regional visitors publication designed to guide visitors from area to area, town to town and attraction to attraction throughout the region. It is thoughtfully designed to encourage visitors to stay and play an extra day in the region.

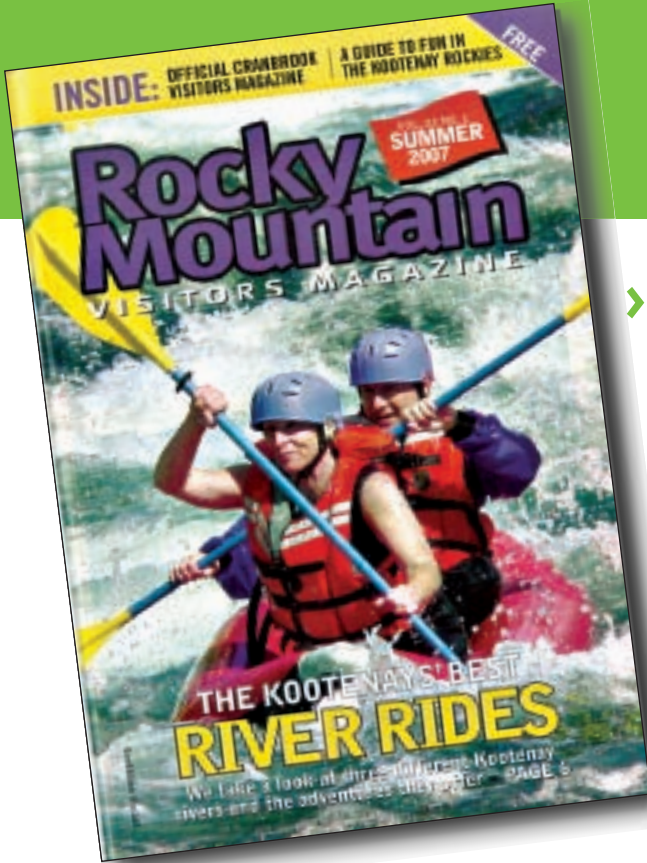




➤➤ **Major destinations** include a write-up, colour photos, map, attractions, events and local chamber contact information.



➤➤ The **golf course directory** is a handy reference guide that golfers take with them.



➤➤ **SECTIONS**

- Destinations
- Activities
- Adventure
- Accommodations
- Real Estate
- Developments
- Auto Services
- Health Guide
- Hot Springs
- Golf Course Directory

The **most effective** way to reach visitors

Rocky Mountain Visitors Magazine (RMVM) is this area's **most effective visitors magazine**. Why? Because RMVM is the **only take-along digest** covering the entire region—including the East and West Kootenay, Boundary and southwestern Alberta—and because it is the **only** guide with **maps, attractions and events** for each **major destination area**. Plus, it's easy to **find** throughout the region and beyond.

Every year, **millions of visitors** enter this region. They come to explore the area with the **highest concentration of national parks in Canada** and its many **charming communities**. And every summer, nearly **84,000 readers** let *Rocky Mountain Visitors Magazine* help guide them on their trips.

This year, RMVM can guide visitors to **your business!**

14 reasons to choose RMVM

- 1) The only guide for the *entire* region
- 2) Free—visitors take it with them
- 3) Useful—visitors keep it for reference
- 4) Trusted by readers for 23 years
- 5) Interesting reading = long lifespan
- 6) Increases your summer business
- 7) Includes clear, high-quality maps
- 8) Top attractions at major destinations
- 9) Events listings for major destinations
- 10) Helpful directories
- 11) Full-colour, glossy = quality look
- 12) Handy digest size
- 13) Lots of full-colour photos
- 14) Promotes in-region circle tours

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Reader surveys

Each year, we survey our readers to learn more about the visitor market—how big it is, who is in it and how much buying power they have. These survey results are from the 2005 and 2006 *Rocky Mountain Visitors Magazine* summer editions.

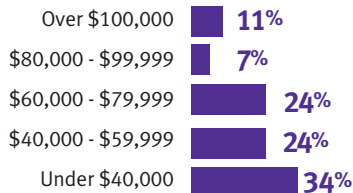
84,000 total readers **40,000** copies are read by an average of 2.1 people each.

90% of them have used the magazine to plan their trips. That's **75,600** readers.

69% used it during their trips to find attractions and activities. That's **57,960** readers.

62% were inspired by it to visit alpine resorts in the summer. That's **55,800** readers.

66% of our readers have a household income of more than **\$40,000**



Our readers like to:

- Visit hot springs **76%**
- Go shopping **62%**
- Golf **52%**
- Camp and hike **43%**
- Visit museums and historical sites **29%**
- Go fishing **29%**



Rocky Mountain Visitors Magazine: Influencing \$50 million in spending

Average amount our readers spend per day on their trips: **\$209**

Average number of days our readers spend per trip in this region: **6**

Average amount spent per trip: **\$1,254**

Total amount spent: **\$50,160,000**

\$1,254 (average spending per stay) x 40,000 (distribution) = \$50,160,000

Our readers spend:

\$11,536,800 on food and beverages
23% of total amount

\$10,533,600 on accommodations
21% of total amount

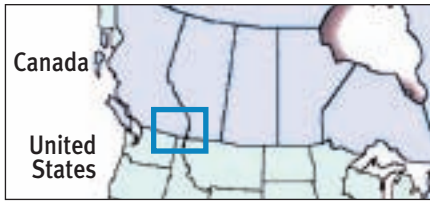
\$3,511,200 on souvenirs and gifts
7% of total amount

\$2,508,000 on outdoor activities
5% of total amount

\$1,003,200 on attractions and cultural events
2% of total amount

The information in this section was taken from our readership survey results for 2005 as well as the *Report on Travel in British Columbia* from Tourism BC.

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Rocky Mountain Visitors Magazine guides visitors through the region that includes the East and West Kootenay, Boundary, southwestern Alberta and parts of the U.S. Pacific Northwest.



Visitors pick up our magazine from high-traffic locations and at Visitor Centres all over B.C. and beyond.

Distribution

| | |
|---|---------------|
| Within the Kootenay Rockies region | 20,322 |
| B.C. Visitor Information Centres (VICs) | 35% |
| BCAA | 11% |
| B.C. high-traffic locations | 54% |
| Outside the region | 19,678 |
| Alberta | 26% |
| British Columbia | 52% |
| Northwestern U.S.A. | 20% |
| Manitoba and Saskatchewan | 2% |
| Total distribution | 40,000 |



Reaching the important visitor market

Hundreds of locations

Rocky Mountain Visitors Magazine (RMVM) reaches thousands of visitors who are looking for exciting things to do and new places to go.

We have selected hundreds of high-traffic areas, including every Visitor Centre in the Kootenay Rockies tourism region, to be our primary distribution points.

Repeat customers

More than half of our readers are frequent visitors to the region, and one third of them live here! This means Rocky Mountain Visitors Magazine offers you access to approximately 67,000 potential repeat customers.

To reach these customers, we place the magazine in high-traffic zones such as **shopping centres, hotels and golf courses** around the region and throughout British Columbia.

Rubber-tire traffic

Out-of-province, international and American visitors pick up the magazine along key **highway corridors and entry points** to the region. They also get the magazine before they enter the region; it is available in **automobile association (AA) offices** in Alberta, B.C. and the U.S. Pacific Northwest, and on **newsstands** in Spokane, Washington; Coeur D'Alene, Idaho; and Calgary and Edmonton, Alberta.

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Rocky Mountain Summer
VISITORS MAGAZINE