



BOUNDARY COUNTRY

ANALYTICS REPORT January 2022



BoundaryBC.com



[@BoundaryCountryBC](https://www.facebook.com/BoundaryCountryBC)



[@BoundaryCountry](https://www.instagram.com/BoundaryCountry)
[#BoundaryCountry](https://www.instagram.com/BoundaryCountry)

KEY HIGHLIGHTS

January 2022

Boundary Country digital marketing performance has seen both positive and negative impacts from the COVID-19 pandemic.



facebook

Instagram

In January 2022 [BoundaryBC.com](https://www.boundarybc.com) website was visited by **2,694 users** (-52%) through **3,078 sessions** (-52%) over **5,329 pageviews** (-61%). The average session duration was 1 minute and 14 seconds (-51%), with an average of **1.7 pages per session** (+3%).

Over the period, the @BoundaryCountryBC Facebook page gained **193 net likes** (-38%), totalling **9,667 fans** (+20%).

During the period, the @BoundaryCountry Instagram account gained **30 net followers** (-29%), bringing the count to **2,253 followers** (+24%).

*Percentages in brackets (+%) indicated changes from the same period (Jan) of 2021



COVID-19: March 2020 to Now

The COVID-19 pandemic brought the world to a halt, and has greatly altered the tourism industry and the way it operates. It is important to keep the pandemic in mind when analyzing results for the digital efforts of the Boundary Country website and social media accounts. Our channels are garnering different traffic than previous reporting periods as our targets have shifted in accordance with travel guidelines and health regulations.

Key COVID-19 Dates:

- March 17, 2020 - BC State of Emergency Declared
 - Social Media Activity Suspended
 - Accounts remain monitored
- June 4, 2020 - Social Media Activity Reinstated
- July 17, 2020 - Social Ad Spend Reinstated
- November 19, 2020- Provincial Health Officer of B.C. introduces new COVID-19 guidelines which include urging British Columbians to avoid non-essential travel
 - General social ad spend paused
- April 23, 2021 - [The Emergency Program Act](#) (EPA) combined BC's 5 health authorities into 3 regions of the province and prohibited non-essential travel between these regions.
- May 25, 2021 - Recreational travel within travel region allowed. Earliest date for travel within all of BC is set for June 15th
- June 16, 2021 - Recreational travel within all of BC is allowed
 - General social ad spend reinstated to regular levels aimed at BC residents in target markets
- July 1, 2021 - Canada-wide recreational travel is allowed
- August 9, 2021 - US citizens allowed to travel BC for recreational purposes
- September 1, 2021 - International citizens allowed to travel to BC for recreational purposes



WEBSITE HIGHLIGHTS

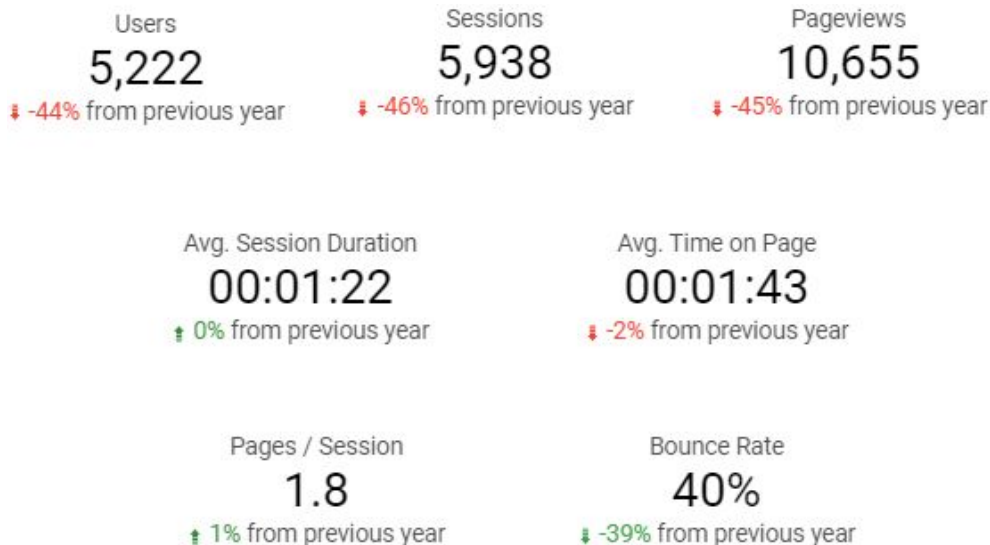
YEAR TO DATE PERFORMANCE

January 2022

Over the period, the [BoundaryBC.com](https://www.boundarybc.com) website was visited by **5,222 users** through **5,938 sessions** over **10,655 pageviews**. The average session duration was 1 minute and 22 seconds, with an average of **1.8 pages per session**.

The top channel was organic search at 78% of traffic, followed by direct at 12% which is traffic generated from ad campaigns.

Website traffic is down across most metrics to start the year. One positive we see is the bounce rate being significantly decreased, which means that the website has been better optimized to improve user loading speeds. If the negative decreases continue for most categories again in the next report, the team will look at adjusting social media ad spend & posting strategies to improve the results.



Default Channel Grouping	Users	
1. Organic Search	4,069	78%
2. Direct	637	12%
3. Referral	378	7%
4. (Other)	94	2%
5. Social	74	1%



WEBSITE HIGHLIGHTS

January 2022

TOP PAGES

The top landing page for BoundaryBC.com was the Bridesville destinations page followed by the Beaverdell & Rock Creek destination pages.

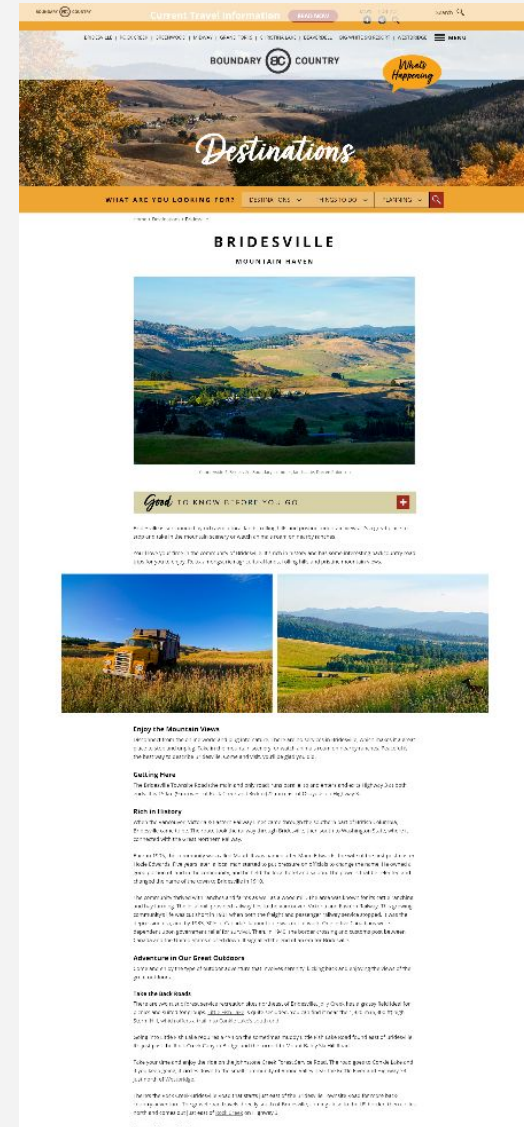
The top Second Page viewed was the Grand Forks destination page.

	Landing Page	Users	Pageviews
1.	/	697	1,572
2.	/destinations/bridesville/	372	677
3.	/destinations/beaverdell/	321	561
4.	/destinations/rock-creek/	320	633
5.	/directory-listings/listing/second-breakfast-hideaway/	233	341

	Second Page	Users	Pageviews
1.	/	128	417
2.	/getting-here/	81	250
3.	/destinations/grand-forks/	80	312
4.	/directory-listings/listing/second-breakfast-hideaway/	67	196
5.	/destinations/rock-creek/	62	255

/ = Home page

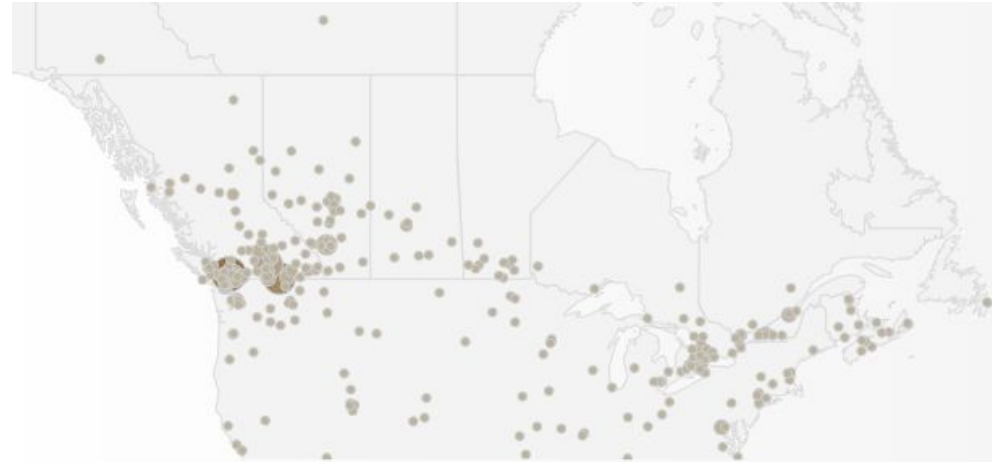
Top Landing Page



WEBSITE HIGHLIGHTS

For the period, British Columbia has been the top region by users for the Boundary Country website at 72%, followed by Alberta at 9% and Ontario at 4%.

The top cities by users were Vancouver at 14%, Grand Forks at 11%, and Kelowna at 9%.



	Top Cities	Users	%
1.	Vancouver	676	14%
2.	Grand Forks	550	11%
3.	Kelowna	422	9%
4.	Surrey	315	6%
5.	Calgary	217	4%
6.	Ashburn	89	2%
7.	Vernon	85	2%
8.	Penticton	85	2%
9.	Edmonton	82	2%
1...	Abbotsford	81	2%







	Top Regions	Users	%
1.	British Columbia	3,497	72%
2.	Alberta	430	9%
3.	Ontario	205	4%
4.	Quebec	144	3%
5.	Virginia	91	2%
6.	Saskatchewan	45	1%
7.	Washington	41	1%
8.	California	30	1%
9.	Manitoba	25	1%
10.	Henan	24	+0%

WEBSITE HIGHLIGHTS




User age groups were fairly evenly distributed, with the largest segment being aged 25-34. The smallest segments were the age groups of 18-24 and 65+.

Users of BoundaryBC.com were split almost evenly between women (17%) and men (15%), though most users did not list a gender.

Most users viewed BoundaryBC.com on mobile at 50% or desktop at 45%.

	Age	Users ▾	Users
1.	25-34	7% 	355
2.	35-44	6% 	327
3.	45-54	6% 	291
4.	55-64	5% 	247
5.	18-24	4% 	214
6.	65+	4% 	187

	Gender	Users ▾	Users
1.	female	17% 	885
2.	male	15% 	771

	Device	Users ▾	Users
1.	mobile	50% 	2,618
2.	desktop	45% 	2,353
3.	tablet	5% 	253



FACEBOOK

OVERVIEW

January 2022

Over the period, the @BoundaryBC Facebook page has had Net Fan Growth of **302**, bringing the count to **9,773 followers**. There were **240,931 impressions** and **2,180 engagements** on previous posts.

Facebook activity saw mixed results compared to last year. The increases in impressions and reach may be attributed to a new Facebook ad strategy implemented from the team.

Total Fans - Daily

9,773

↑ 22% from previous year

Net Page Likes

302

↓ -1% from previous year

Published Posts

17

↓ -15% from previous year

Impressions

240,931

↑ 63% from previous year

Engagements

2,180

↓ -44% from previous year

Reach

213,315

↑ 74% from previous year

Engagement Rate - By Reach

1%

↓ -68% from previous year

Post Link Clicks

445

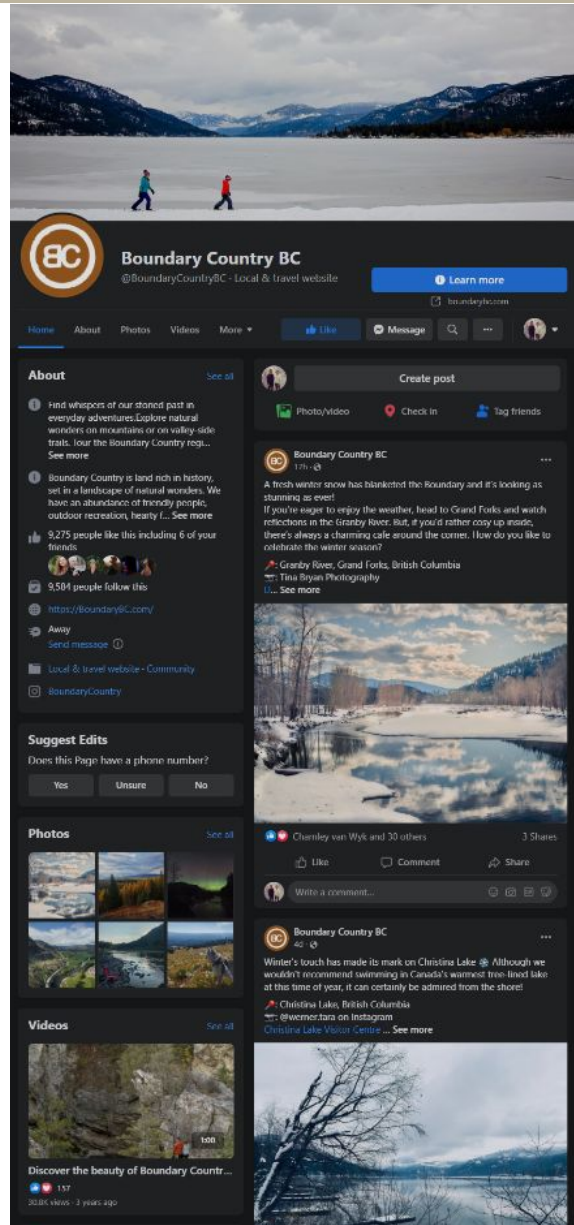
↓ -15% from previous year



FACEBOOK

FACEBOOK PAGE - VISITOR VIEW

January 2022



The image shows a screenshot of the Facebook page for 'Boundary Country BC'. At the top is a large landscape photo of a snowy mountain range with two people walking in the foreground. Below the photo is the page header with the 'BC' logo, the name 'Boundary Country BC', and the bio '@BoundaryCountryBC - Local & travel website'. There is a 'Learn more' button and the website URL 'boundarybc.com'. The navigation bar includes 'Home', 'About', 'Photos', 'Videos', 'More', 'Like', 'Message', and a search icon. The 'About' section on the left contains information about the page, including a description of the area, the number of likes (9,275), and the number of followers (9,584). It also lists the website URL, a 'Send message' button, and the page's category as 'Local & travel website • Community'. Below the 'About' section is a 'Suggest Edits' section with a question 'Does this Page have a phone number?' and three buttons: 'Yes', 'Unsure', and 'No'. The 'Photos' section shows a grid of six landscape photos. The 'Videos' section shows a video thumbnail with the text 'Discover the beauty of Boundary Countr...' and '308K views · 3 years ago'. The main content area on the right features a 'Create post' section with options for 'Photo/Video', 'Check in', and 'Tag friends'. Below this is a post from 'Boundary Country BC' dated '1 hr · 43' with the text: 'A fresh winter snow has blanketed the Boundary and it's looking as stunning as ever! If you're eager to enjoy the weather, head to Grand Forks and watch reflections in the Granby River. But, if you'd rather cozy up inside, there's always a charming cafe around the corner. How do you like to celebrate the winter season?'. The post includes a location tag 'Granby River, Grand Forks, British Columbia' and a photo of a snowy landscape with a river. Below the post are interaction options: 'Like', 'Comment', and 'Share'. There is also a comment section with a 'Write a comment...' input field. Another post from 'Boundary Country BC' dated '1 hr · 43' is partially visible, with the text: 'Winter's touch has made its mark on Christina Lake. Although we wouldn't recommend swimming in Canada's warmest tree-lined lake at this time of year, it can certainly be admired from the shore!'. This post includes a location tag 'Christina Lake, British Columbia' and a photo of a snowy landscape with a lake.



FACEBOOK

TOP POSTS BY ENGAGEMENT

January 2022



BoundaryCountryBC
Thu 1/20/2022 6:04 pm PST

Everyone should have the chance to enjoy the silent dreaminess that is Christina Lake in winter! The fog and the snow over the water are simply magical. [Christina Lake, B...](#)



Total Engagements	206
Reactions	133
Comments	8
Shares	8
Post Link Clicks	—
Other Post Clicks	57



BoundaryCountryBC
Tue 1/18/2022 6:30 pm PST

The Anarchist Mountain between Rock Creek and Osoyoos has an elevation of 1,491 metres above sea level. On any given day, wanderers can see above the clouds and enjoy the awe-...



Total Engagements	165
Reactions	78
Comments	8
Shares	5
Post Link Clicks	—
Other Post Clicks	74



BoundaryCountryBC
Thu 1/13/2022 6:00 pm PST

Greenwood is Canada's smallest City, incorporated in 1897, but it's no small joy to explore its valley! Be sure to take a moment and watch the sun alight the snow, it's simply...



Total Engagements	113
Reactions	77
Comments	3
Shares	4
Post Link Clicks	—
Other Post Clicks	29

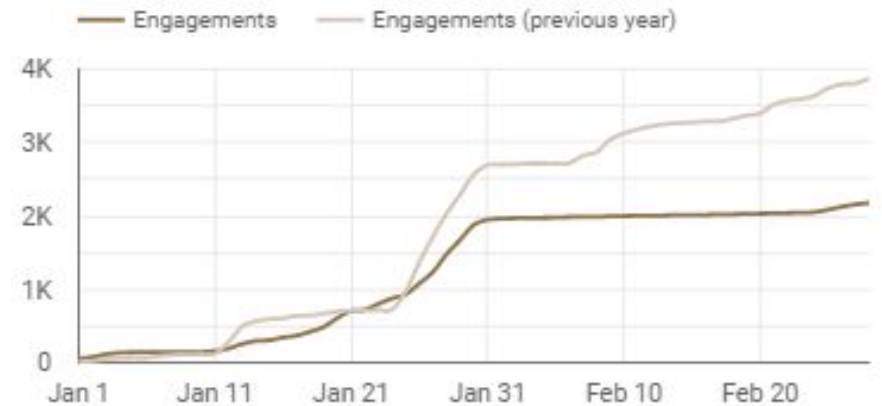
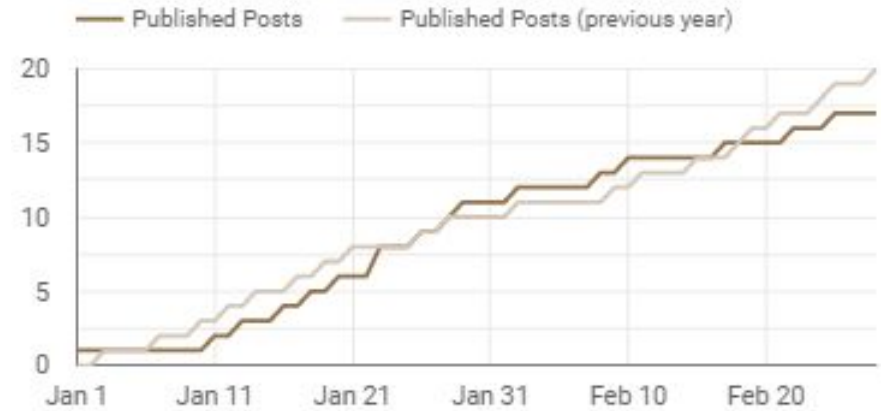


FACEBOOK

OVERVIEW

January 2022

Our team scaled down the Published Posts/week from 5 (pre-pandemic) to 3 which was similar to this time last year. The engagements chart reflects our posting patterns.

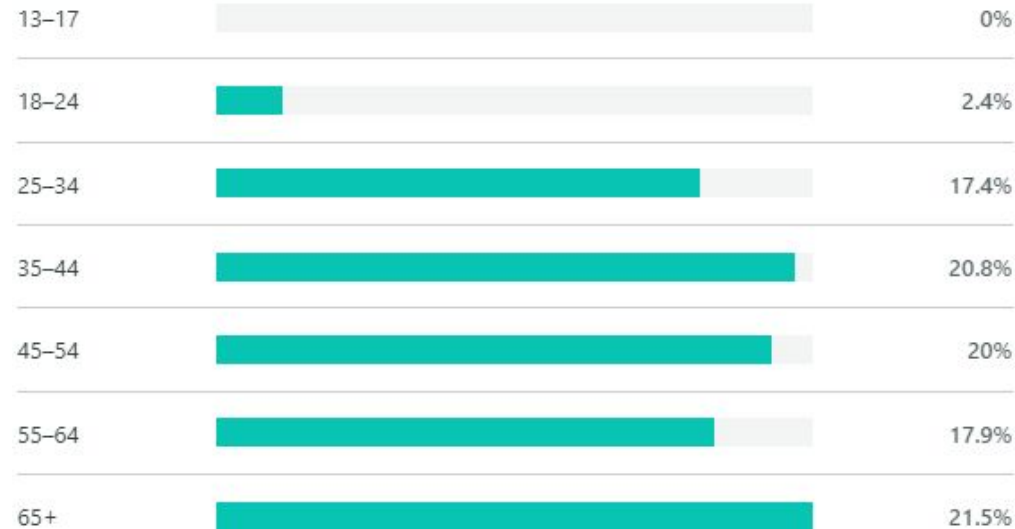


FACEBOOK

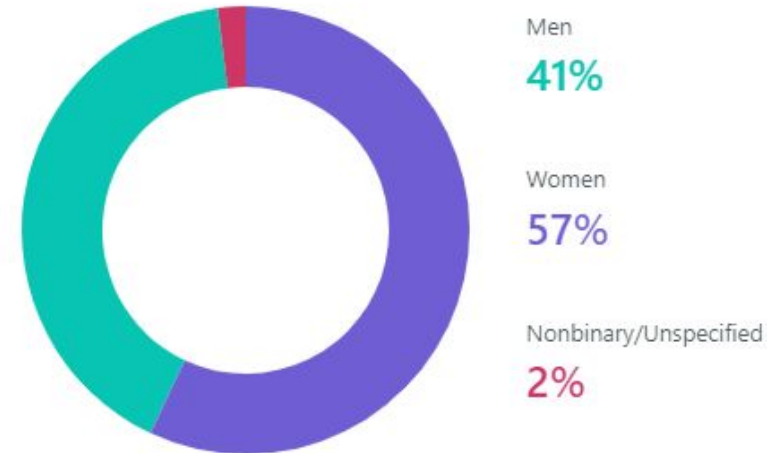
AUDIENCE DEMOGRAPHICS

January 2022

Audience by Age 📘



Audience by Gender 📘



The current fan base on Boundary's Facebook account is 57% Women, on par with the previous monthly reports, with a fairly even distribution of age groups from 25 to 64. The largest segment is the 65+ group with the 35-44 segment barely trailing.



FACEBOOK

AUDIENCE GEOGRAPHICS

January 2022

Audience Top Countries

 Canada	8,858
 United States	434
 Mexico	90
 India	70
 United Kingdom	29

Audience Top Cities

Vancouver, BC, Canada	691
Surrey, BC, Canada	671
Grand Forks, BC, Canada	549
Kelowna, BC, Canada	507
Chilliwack, BC, Canada	287

Geographics are consistent with the previous monthly reports, with most fans located in Canada, followed by the United States. Vancouver is the Top City for our audience followed by Surrey, and then Grand Forks.



INSTAGRAM

OVERVIEW

January 2022

During the period, the @BoundaryCountry Instagram account gained **105 net followers**, bringing the count to **2,324 followers**. 16 posts & stories were published in the period.

Most major metrics are considerably up over the reporting period compared to the same timeframe last year.

Followers

2,324

↑ 27% from previous year

Net Follower Growth

105

↑ 133% from previous year

Published Posts & Stories

16

↓ -54% from previous year

Impressions

111,594

↑ 55% from previous year

Engagements

1,407

↓ -33% from previous year

Reach

95,110

↑ 65% from previous year

Engagement Rate - By Reach

1%

↓ -60% from previous year

Profile Actions

25

↑ 213% from previous year



INSTAGRAM

Mobile

The mobile view of the Instagram profile for 'boundarycountry' features a dark theme. At the top, the profile name 'boundarycountry' is displayed next to a back arrow and a menu icon. The profile picture is a circular logo with 'BC' inside. Below the profile picture, the statistics are shown: 665 Posts, 2,117 Followers, and 407 Following. The bio reads: 'Boundary Country The official tourism account for Boundary Country, British Columbia Win great prizes by participating in the #CaptureBoundaryCountry Photo Challenge boundarybc.com/capture-boundary-country/ Followed by jlab55 and ryanjayscott'. There are three buttons: 'Follow' (highlighted in blue), 'Message', and 'Email'. Below the bio, there is a 'Here I Am' section with a small profile picture and a location pin icon. At the bottom, there are icons for a grid, a camera, and a profile picture. The main content area shows a grid of nine landscape photos, including a river with a red chair, a forested lake, a valley with a winding road, and a mountain range.

Desktop

The desktop view of the Instagram profile for 'boundarycountry' has a light theme. The profile picture is a circular logo with 'BC' inside. The profile name 'boundarycountry' is followed by a 'Follow' button and a menu icon. The statistics are: 665 posts, 2,117 followers, and 407 following. The bio reads: 'Boundary Country The official tourism account for Boundary Country, British Columbia Win great prizes by participating in the #CaptureBoundaryCountry Photo Challenge boundarybc.com/capture-boundary-country/ Followed by jlab55 and ryanjayscott'. Below the bio, there is a 'Here I Am' section with a small profile picture and a location pin icon. The main content area shows a grid of nine landscape photos, including a river with a red chair, a forested lake, a valley with a winding road, and a mountain range.



INSTAGRAM

TOP POSTS BY ENGAGEMENT

January 2022



boundarycountry
Tue 1/18/2022 6:30 pm PST

The Anarchist Mountain between Rock Creek and Osoyoos has an elevation of 1,491 metres above sea level. On any given day, wanderers can see above the clouds and enjoy the awe...



Total Engagements	123
<u>Likes</u>	117
<u>Comments</u>	1
<u>Saves</u>	5



boundarycountry
Tue 1/11/2022 6:00 pm PST

What makes winter in the Boundary special? It could be a trail under snow, snowshoeing along the Kettle River, frozen treelines... Or it might be a collection of all the little things...



Total Engagements	122
<u>Likes</u>	113
<u>Comments</u>	4
<u>Saves</u>	5



boundarycountry
Thu 1/20/2022 6:00 pm PST

Everyone should have the chance to enjoy the silent dreaminess that is Christina Lake in winter! The fog and the snow over the water are simply magical. 📍 Christina Lake, B...

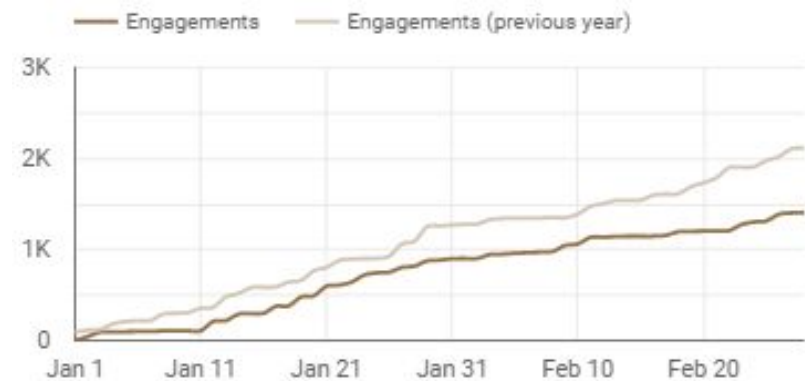
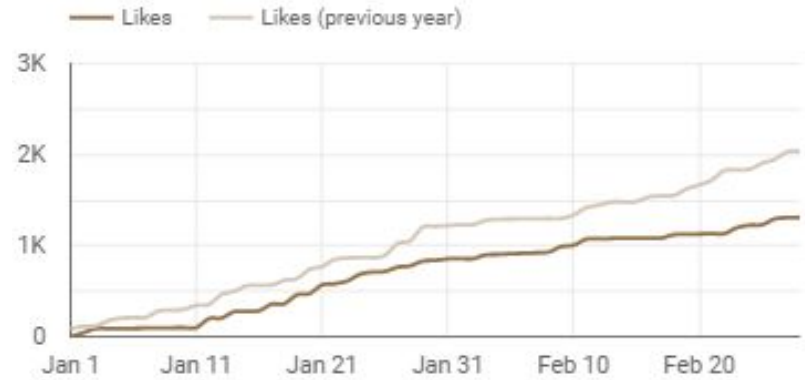


Total Engagements	120
<u>Likes</u>	113
<u>Comments</u>	5
<u>Saves</u>	2



INSTAGRAM

Our team scaled down the Published Posts/week from 5 (pre-pandemic) to 3 which was implemented last year. The engagements chart reflects our posting patterns.

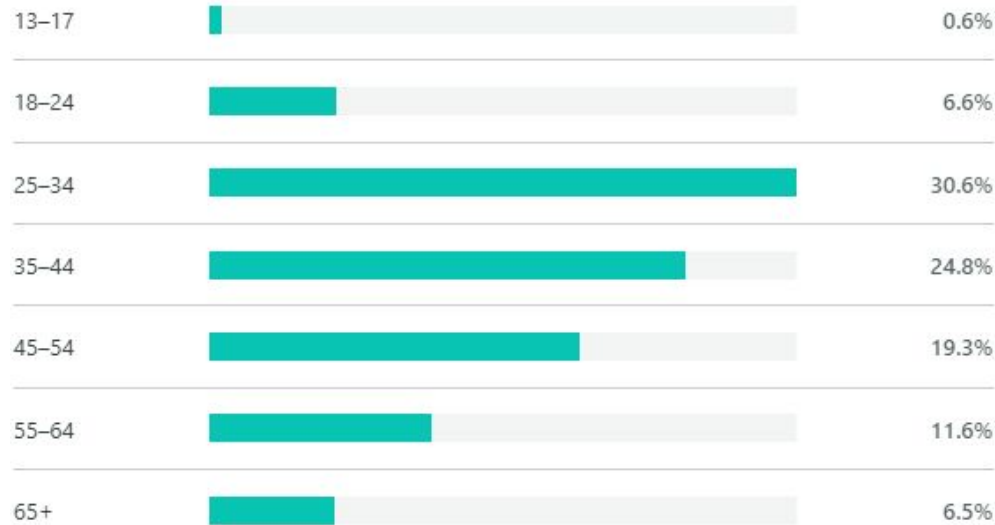


INSTAGRAM

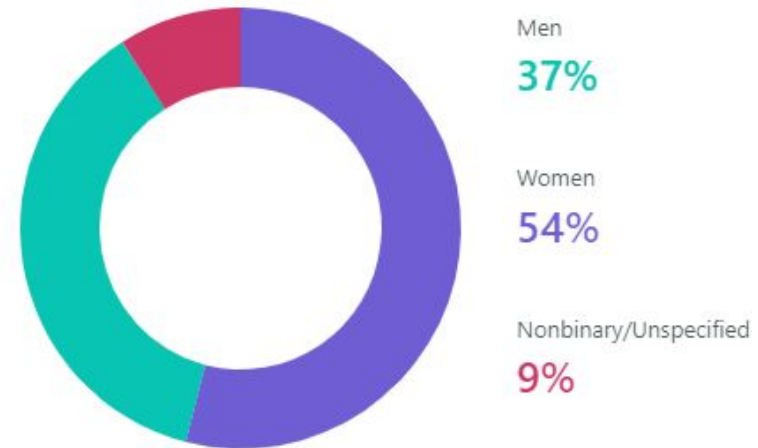
AUDIENCE DEMOGRAPHICS

January 2022

Audience by Age ⁱ



Audience by Gender ⁱ



The fan base on Boundary's Instagram account has a majority of Women at 54%. The largest segment of followers is 25-34 with 31% of total followers. Instagram generally has a younger audience than Facebook, which is consistent with our collected data.

INSTAGRAM

AUDIENCE GEOGRAPHICS

January 2022

Audience Top Countries

 Canada	1,517
 United States	50
 United Kingdom	9
 Australia	7
 Mexico	7

Audience Top Cities

Grand Forks, British Columbia	228
Kelowna, British Columbia	165
Vancouver, British Columbia	125
Surrey, British Columbia	80
Calgary, Alberta	56

Most fans were located in Canada, followed by the USA. The top cities by followers were Grand Forks, Kelowna, and Vancouver.



CONTACT

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Symphony Tourism Services



SYMPHONY
TOURISM
SERVICES

symphonytourismservices.com



BACKGROUND

OVERVIEW

Boundary Country is a destination marketing brand for the local tourism industry sponsored by Regional District Kootenay Boundary (RDKB). RDKB is represented by Area C, D, E, City of Grand Forks, Village of Midway, City of Greenwood. Digital marketing is managed by Symphony Tourism Services, a subsidiary of the Thompson Okanagan Tourism Association.



GEOGRAPHIC AREA

Communities, hamlets, and mountains:

Highway 33:

- Big White
- Baldy Mountain
- Beaverdell / Carmi
- Westbridge
- Christian Valley

Geographic Connections:

- Kettle Valley Rail Trail / The Great Trail
- Kettle River / West Kettle River
- Okanagan Highlands (west of Kettle River)
- Monashee Mountains (east of Kettle River)

Highway 3:

- Bridesville
- Rock Creek
- Greenwood
- Midway
- Phoenix Mountain
- Grands Forks
- Christina Lake

Provincial Parks (west to east):

- Conkle Lake Provincial Park
- Kettle River Recreation Area
- Johnstone Creek Provincial Park
- Boundary Creek Provincial Park
- Jewel Lake Provincial Park
- Granby Provincial Park
- Bluejoint Creek Recreation Site
- Boothman's Oxbow Provincial Park
- Gilpin Grasslands Provincial Park
- Christina Lake Provincial Park
- Gladstone Provincial Park



OVERVIEW

Objectives

- Increase visitation to Boundary Country as an alternative touring route
- Increase longer overnight stays
- Increase tourism revenue
- Increase shoulder season visitation in June / September
- Increase social media engagement and traveler advocacy
- Increase business referrals and clicks throughs from the website to operators to close the sales

Target Market

- Family and Baby Boomers – Ages 25-64
- Lower Mainland / Okanagan to Alberta travelers
- Washington Route 97 travelers



CONTENT

Themes

- Outdoor recreation
- History
- Culture

Messages

- Travel in Boundary Country connects people, refreshes the human spirit, and creates stories
- Boundary Country offers natural beauty and easy access to wilderness
- Boundary Country is a rural corridor set amongst small townships with many outdoor recreational experiences for activity and adventure seekers
- Boundary Country is a diverse route with mountain resorts, communities and hamlets with historic character, The Great Trail
- Big White is the perfect getaway for family, couples, and friends

Key experiences include:

- Kettle Valley Rail Trail / The Great Trail
- Hiking / Walking
- Biking
- Watersports in lakes and rivers
- Health retreats
- Culinary themes and events
- Road Trip – Lower Mainland, Alberta, Washington
- Winter - snowmobile drag races, ice fishing, Winterfest



SOCIAL MEDIA

CHANNELS

Facebook - ~3 posts per week (Sunday to Thursday)

- Mix between links to website or third-party article/blog and photos adapted from Instagram content

Instagram ~ 3 posts per week (Sunday, Tuesday, Thursday)

- 3 photos sourced from Instagram user-generated content
- Curation and collection of photo database to use for social media content

Facebook & Instagram Advertising – based on monthly budget, adjusted to meet digital marketing goals

- Facebook page promotion
- Post boosting
- Website traffic
- Video views



SOCIAL MEDIA

CONTENT PLANNING

Third Party Topics

- Wellness from nature - BC Effect – Destination BC
- Sustainable Tourism – Thompson Okanagan
- Route 97 Itineraries

Keywords:

- Adventure unlimited
- Off the beaten path
- Accessible wilderness



SOCIAL MEDIA

ENGAGEMENT

HOW STAKEHOLDERS CAN GET INVOLVED

- **Follow** and review Boundary Country posts to learn more about neighboring destinations and get ideas for types of content to share to your own channels.
@BoundaryBC – Facebook | Instagram
- **Amplify** Boundary Country’s messages by liking the post and sharing it on your Facebook or Instagram Stories (both business and personal). Get engaged with the community of potential visitors by commenting on posts and responding to user comments. Boundary Country mentions stakeholder accounts when possible so you will get a notification.
- **Participate** by getting active on your social channels to increase awareness of your destination.
 - Tag @BoundaryBC on relevant posts, especially related to visitor experiences, new products, and upcoming events (~6 weeks in advance).
 - Tag your relevant Instagram posts with “#BoundaryCountry #ExploreBC #ExploreCanada to tap into audiences interested in travel. Your images may be curated by destination marketing organizations.
 - Create a Facebook event or webpage and send it to boundarybc@gmail.com to add to the website

