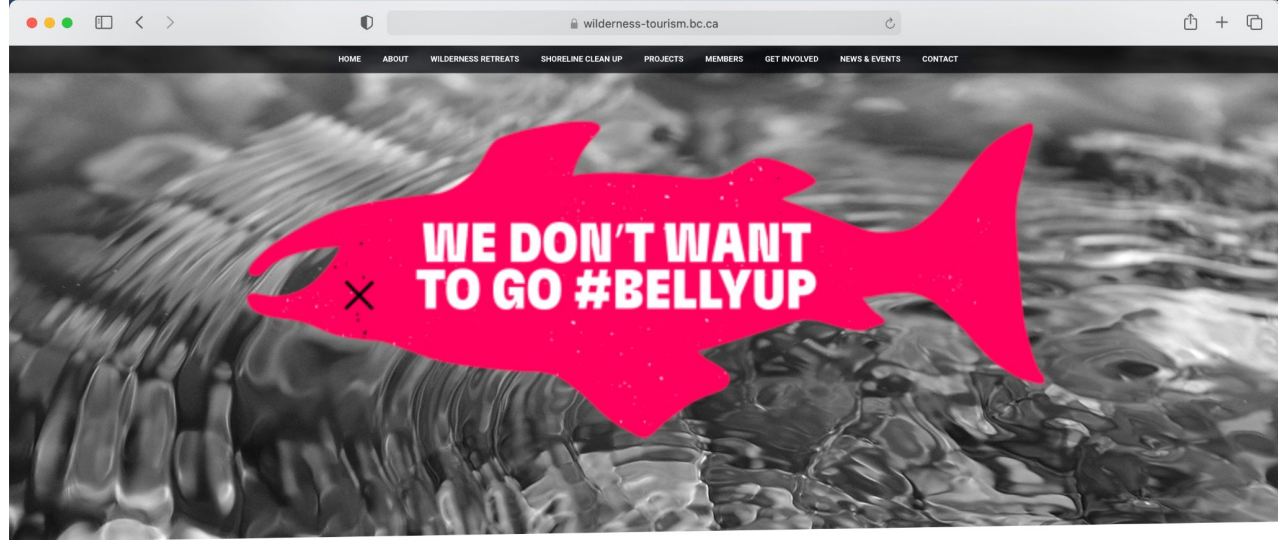


# Website

The campaign successfully drove significant traffic to the WTA website for more information.

- **16,300** unique website visitors referred from Instagram, Facebook and Youtube
- **28,377 website visits**
- **1853% increase** in visitors and **2625% increase** in visits (compared to same period last year)



## The Wilderness Tourism Association

The Wilderness Tourism Association of British Columbia (WTA/BC) supports BC's world-class wilderness based tourism operators. Working with industry, government, and non-government organizations to address threats and opportunities for a healthy industry and environment.



**+169,000 plays on youtube**

**473,000 plays on Insta & FB**



Breanne, Spirit of the West  
**+22 thousand views**



Jamie, Strathcona Park Lodge  
**+55 thousand views**



Stephen, Campbell River Whale Watching  
**+20 thousand views**



Craig, Nimmo Bay Resort  
**+17 thousand views**



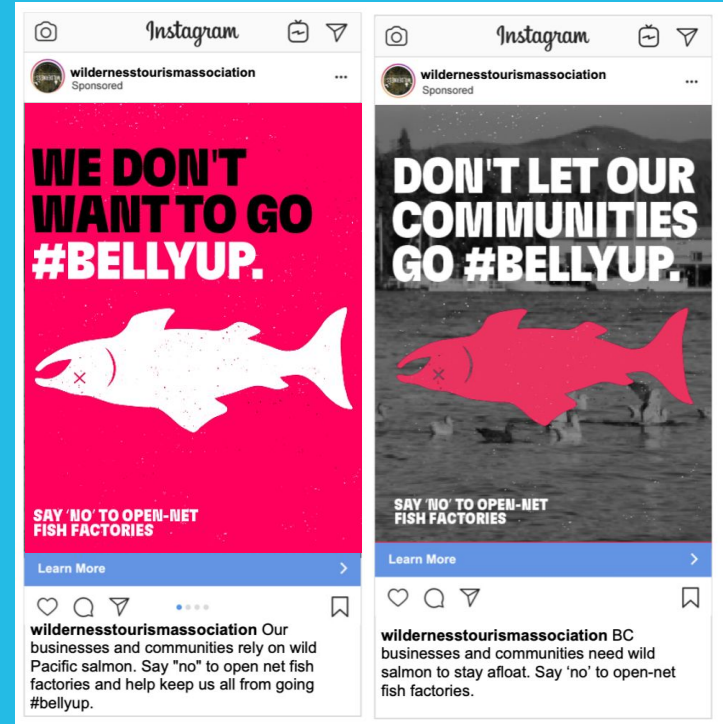
Alan, Prince of Whales Whale Watching  
**+18 thousand views**



Kevin, Maple Leaf Adventures  
**+37 thousand views**

# Social

- Over **1.5 million** British Columbians saw the campaign on social media
- The campaign elements were seen over **4.5 million** times in total (3 times per person)
- The six interview videos with remote tourism operators garnered over **600,000** plays
- The campaign got people talking, with more than **3,300 thousand** reactions, **600** comments, and **750** shares.



# Thanks to those who went #bellyup on Social!

Maple Leaf Adventures

Prince of Whales Whale Watching

Mayne Island Brewing Co.

Talk Shop Media

Ocean Outfitters Tofino

Sierra Club BC

Eagle Wing Tours

Nimmo Bay Resort

Back Country Lodges of BC

Spirit of the West Adventures

Strathcona Park Lodge

Pacific Yellowfin Charters

Great Bear Lodge

Watershed Watch BC

Alex Morton

Red Brick

Drew Heifetz (Frankie Collective)

Campbell River Whale Watching

Keltmaht Enterprises Water Taxi

Bear Viewing BC

Nimmsa BC

Vancouver Island Wildlife

Combined follower reach: +333,000

Likes on #bellyup posts: +1,600

