

2016 Media Coverage Report

Executive Summary



The 2016 edition was very successful in generating media attention from international, national and regional newspapers and magazines, broadcast stations, social media and websites. This coverage has had a positive impact on the extent to which the public today recognises the event.

Snow Polo Tremblant International was covered in all angles from news to luxury lifestyle and fashion, polo and sport, travel and outdoor life, supporting the brand and image of the event.

Between the media launch in February and the tournament, coverage on Snow Polo Tremblant was consistently seen.

TYPE OF MEDIA	NUMBER OF HITS	IMPRESSIONS
Print	28	10,179,633
Radio	6	3,808,100
TV	12	5,000,000
Web	141	8,484,600
Social Media	129	30,144,000
Media Partners (radio)	122	2,738,523
TOTAL REACH	438	60,354,856

The tournament generated more the 60 million impressions (and still counting) from PR outreach and media support, incredible for an event only in its second year.

Since the launch on February 10, 2016, Snow Polo Tremblant tournament appeared on media channels such as RDS, Radio-Canada (sports and news), CBC (sports and news) RDI, CTV (National News), TVA (sports, Salut, bonjour and Salut, bonjour Week-end), as well as local TV stations. On radio, the event was talked about on stations including CBC Radio One, CHMP FM 98.5, CBF Première chaîne FM 95.1, Rouge FM 107,3 FM and CIME FM St-Jérôme. Snow Polo Tremblant also generated coverage in national newspapers such as National Post, Ottawa Citizen, La Presse+, Vancouver Sun, Montreal Gazette and Les Affaires, to only name a few. In addition, the event received outstanding media coverage in various magazines like Sharp Magazine, The Kit, International Architecture and Design, Ski Canada Magazine, Polo Times, Polo+10 World, Luxe Magazine and Mixte Magazine. The snow polo tournament will also be featured in enRoute, Air Canada's inflight travel magazine in fall 2016.

SNOWPOLOTREMBLANT.COM		
	March 1, 2015 to March 31, 2016	February 1, 2016 to March 4, 2016
Page views	36,257	18,249
Sessions opened	16,895	7,346
Unique visitors	11,852	4,719

The reach of Snow Polo Tremblant's social media platforms has grown significantly this year. There are now 535 Facebook fans, which is nearly 300 more fans than the page had in January 2016. Also, with a better use of the hashtag #SnowPoloTremblant and the collaboration of VIP high profile influencers, the event has reached this year a total of nearly 3 million impressions on social media.

Finally, the website snowpolotremblant.com had 36,257 page views, 16,895 sessions opened and 11,852 unique visitors in the last year.