

2017 Marketing Opportunities Visitor Information Services & Amenity Hub

This summer the management and provision of visitor services in Golden will transition from Destination BC to Tourism Golden. In early July, Tourism Golden will assume responsibility for visitor services based from a new Visitor Services and Amenity Hub (VISAH) located at 1000 Trans-Canada Highway (at the old weigh station next to Boston Pizza).

This location is not only high profile and accessible for highway traffic, but also easily accessed by foot from the highest density of visitor accommodations in Golden. We are expecting approximately **20,000 visitors** to come through the VISAH in 2017. The VISAH will be open seven days a week from July until September 30 (in 2018 services will begin over the May long weekend). While face-to-face services will be offered on a seasonal basis, the VISAH will continue to provide visitors with year-round digital services. A Wi-Fi hotspot will be available at the VISAH, as well as several other downtown locations. Digital kiosks will also be available year-round, for visitors to access key information while also encouraging them to utilize our social media channels.

With this new approach to Visitor Services, our focus will be on encouraging visitors to stay and explore all that Golden and Kicking Horse Country have to offer. We want to provide our visitors with information on how to find the local, authentic experiences they are yearning for. In order to do this, we need your help!

**All opportunities are available on a first come, first served basis. Payment is due in full and space is not considered secured until payment has been received.*

Brochure Racking

A cornerstone to all Visitor Centres, brochure racking is an opportunity to provide visitors with a visual guide to your activity, accommodation or food and beverage establishment. It is something eye catching that they can take with them to find you, or re-direct them to access your website or social media. Racking rates include racking at both the VISAH and the Kicking Horse Country Chamber of Commerce.

Despite only providing face-to-face services seasonally at the VISAH, we are hoping to showcase all that Golden has to offer. As such, we are looking to not only rack summer opportunities, but winter ones as well. We hope that by including winter messaging for our visitors, we are planting the seed for them to plan their return.

For a nominal additional fee, you can rack with us until the end of April 2018. Discounts are provided for double and triple racking.

Seasonal (May – September)

VISAH & KHCCC – summer only

Item	Cost	Prorated for 2017
Single Brochure Racking	\$180.00	\$110.00
Double Brochure Racking (10% discount)	\$324.00	\$200.00
Triple Brochure Racking (15% discount)	\$459.00	\$286.00

Full Year

VISAH & KHCCC May-September & KHCCC October-April

Item	Cost	Prorated for 2017-2018
Single Brochure Racking	\$200.00	\$158.00
Double Brochure Racking (10% discount)	\$360.00	\$285.00
Triple Brochure Racking (15% discount)	\$510.00	\$318.00

Restroom Advertising

It is estimated that an individual is exposed to up to 5,000 advertisements per day including print, digital, audio etc. It is easy for branding to get lost in the mix of these advertisements however restroom advertising allows you to reach an audience when there are no other (or very few) distractions. Images mounted on the inside of the bathroom stall (or located above a urinal), next to the hand dryer and on the bathroom door provide the opportunity to target your demographic and have a higher chance of product recall.

Restrooms are one of the highest trafficked areas, particularly at rest stops and visitor centres. We are projecting that approximately 20,000 visitors will stop at the new VISAH, with some potentially stopping exclusively for the bathroom. With this volume, the cost of restroom advertising will be approximately two cents per impression for a single advertisement (cost is reduced with the purchase of a second advert). Why not take advantage of this captive audience?

Available on a first-come first-served basis. Images must be suitable for all ages and be approved by Tourism Golden.

Item	Cost per Season	Prorated for 2017
Single Rest Room Advert	\$720.00	\$450.00
Double Rest Room Advertising (10% discount)	\$1,296.00	\$810.00

Service Counter Wall Display

Located approximately five feet behind the service windows, visitors' eyes will easily drift toward these images when being served face-to-face at either of our service counters. One or two poster size (24" x 36") image slots are available, or for the more adventurous, the full wall can be yours!

Full wall advertising allows you the opportunity to be creative, bold and design something that is visually appealing and will leave a lasting impression with our visitors. Those interested in a full wall display may be offered a multi-year contract to allow for more elaborate designs.

Available on a first-come first-served basis. Images must be suitable for all ages and be approved by Tourism Golden.

Item	Cost per Season	Prorated for 2017
Service Counter Poster	\$1,000.00	\$625.00
OR		
Service Counter Wall Display	\$1,600.00	\$1,000.00

Digital Kiosks Video

With the opening of the VISAH, there will be five digital kiosks located in strategic locations through Golden for visitor use. These kiosks provide a modified version of the Tourism Golden website, with self-service access to information and travel planning. Due to the nature of the kiosk, sound will not be available.

Digital Kiosks will be located at the VISAH (two), the Kicking Horse Country Chamber of Commerce, Kicking Horse Day Lodge and the lobby of the Glacier Mountaineer Lodge.

As these will be playing year-round, there will be separated screenings of videos between summer and winter months.

Available on a first-come first-served basis. All videos must be professional and suitable for all ages. Screening is subject to Tourism Golden approval.

Item	Cost per Season	Prorated for 2017
Summer Kiosk Video (15 seconds – May to September)	\$400.00	\$250.00
Winter Kiosk Video (15 seconds – October to April)	\$400.00	n/a

Payment & Processing

To take advantage of these opportunities, make payments and confirm your spot, please complete the [form on our website](#). Opportunities are available on a first-come, first-served basis. By completing the form, you acknowledge that you will provide adequate supply of your product to Tourism Golden and are responsible for any associated production costs.

Questions can be directed to Alycia Weir, Visitor Information Services Manager, at visitorservices@tourismgolden.com.