

Advertising Opportunities with Tourism Golden

Outline

Tourism Golden is the not-for-profit destination marketing organization for Golden and CSRD Area A. We are pleased to offer a variety of benefits and opportunities for local businesses to promote their products and services. Advertising with us gives you a one-year membership with Tourism Golden.

Website Listings and Offers

Having a business listing on our website reaches visitors as they are planning and researching a trip to Golden. The website has over 450,000 visits annually, and you can advertise under activity pages, food & drink, and/or accommodations sections. Listings are \$80/year for the first listing and \$40 for each additional. If you are an accomodator who collects and remits MRDT to the Ministry of Finance directly, the first listing is free. All tourism businesses can promote your [business's experiences and offers](#) for free, which is promoted to the front page of our website. View an [example of a business listing](#) or [sign up for a website listing](#).

Third-Party Coop Advertising

Tourism Golden advertises with third-party publications and magazines that are consistent with our target visitors. We offer heavily discounted ad space (over 50% savings) with selected publications, such as Nat Geo, the National Post, or Explore Magazine. View an [example](#). Email info@tourismgolden.com to be added to an email list to be alerted to new opportunities. Signup forms will appear in the [Members Area](#).

Traditional Marketing: Visitor Services, Travel Planner, and Maps

Advertise with visitors with traditional marketing. Our visitor centre receives over 14,000 visitors per year, and we offer brochure racking, poster, and digital kiosk advertising. Our Golden Travel Planner ([view media kit](#)) is our largest print publication, where we print over 70,000/per year to travellers in BC/Alberta. For accomodators that remit MRDT to the Ministry of Finance, we offer a small ad in the Travel Planner for free. Advertise in our hike map and bike map for print coverage with a specific outdoor audience. [View online our maps and planner](#). Email info@tourismgolden.com to be added to an email list to be alerted to new opportunities. Signup forms will appear in the [Members Area](#).

Coop Photo and Video Shoots

If you have taken part in advertising, you can get access to our coop photo, video, and media hosting programs. Tourism Golden will pay for 50% of the cost for a professional photo/videographer, for a value of \$1000. The purpose is to provide high-quality media for use by your business and Tourism Golden. Sign up with our [photoshoot signup form](#) and/or [videoshoot signup form](#).

Media Hosting

Tourism Golden hosts trips with publications, media, and influencers to help promote the destination. During large events like the Freeride World Tour, businesses can collaborate with event hosting. If you wish to involve and promote your business on one of these trips reach out to media@tourismgolden.com.

Media Library

For stakeholders who have participated in advertising, we offer access to a media library with photo and video assets from Golden and the surrounding area. To register, [create a profile and sign up](#) and our team will review.

Learn More

To learn more about Tourism Golden and our offers to stakeholders, please visit our Members Area on our website. Feel free to email info@tourismgolden.com, with any questions.