



The Golden Guide & The Golden Pass

Discover and experience Golden, BC



The Golden Guide & The Golden Pass

- The Golden Guide is a free e-learning program complemented by The Golden Pass, a rewards program supported by local businesses.
- The Golden Guide provides essential information and resources to front-line employees, newcomers, and residents, allowing them to recommend the best possible experiences for visitors. In return, participants are rewarded with first-hand experiences through The Golden Pass.
- Since Tourism Golden launched these programs in April 2023, over 500 individuals have completed The Golden Guide and enjoyed the perks and incentives offered by 14 local businesses and organizations.



What is The Golden Guide?

- The Golden Guide is a FREE online training program that looks at Golden as a destination and what it has to offer visitors during their stay.
- This program is designed for community champions who regularly engage with visitors, such as front-line employees in small or big businesses or new and established residents interacting with visitors spontaneously.
- The Guide aims to provide information and resources that allow them to become Golden Ambassadors and recommend the best possible tourism experience in our town while helping protect our community and environmental values.
- Completion of training provides access to The Golden Pass, a rewards program supported by local businesses.



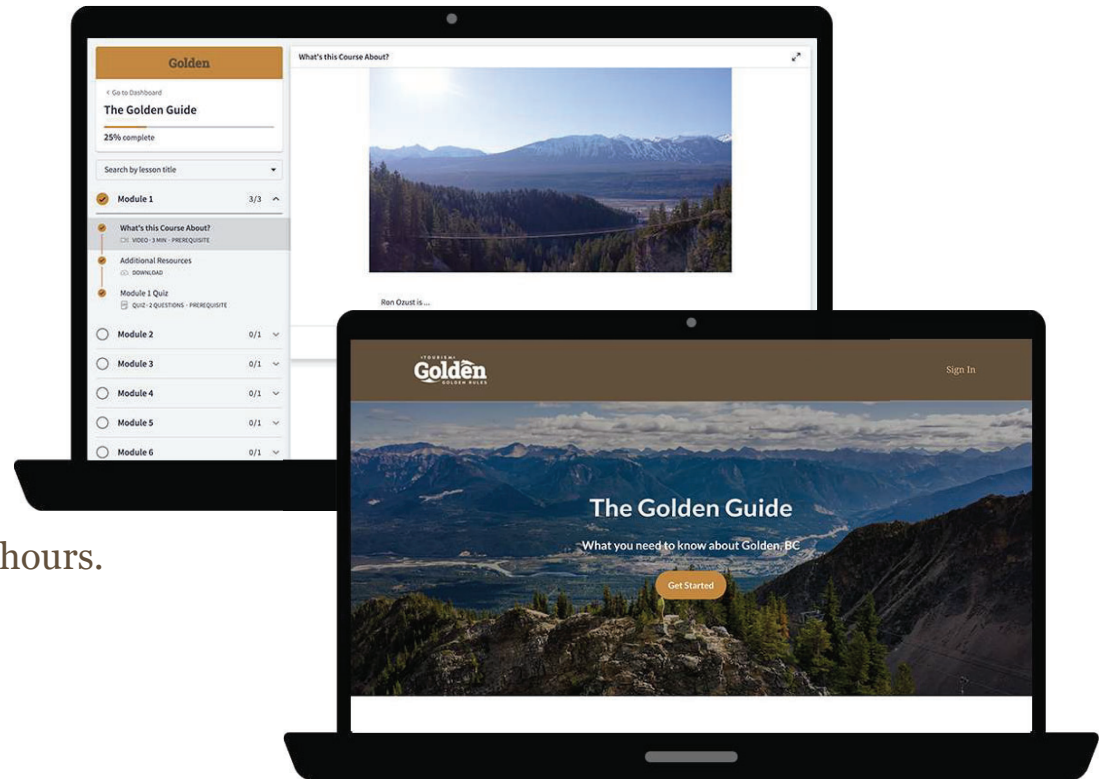
Who is it for?

- Anyone who interacts directly with visitors of Golden.
- Hospitality services, tourism businesses, and activity providers.
- Anyone currently residing in Golden and Area A who wants to learn and tell the world about what makes Golden special.



About the Guide

- Courses with easy-to-learn modules.
- Short, high-quality video.
- Featuring local experts and local venues.
- Interactive quizzes.
- Access to other resources.
- Annually updated with new courses.
- Time required to complete the Guide: approx. 3 hours.



www.goldenguide.ca

The Golden Pass

- Upon completing the Guide, participants will receive a Golden Pass, which is administered exclusively by the Golden BC App.
- The Golden Pass offers discounts and benefits on local businesses, attractions, and dining experiences.
- The goal is to inspire participants of the Golden Guide to explore and enjoy Golden in all the ways they learned about in the courses.

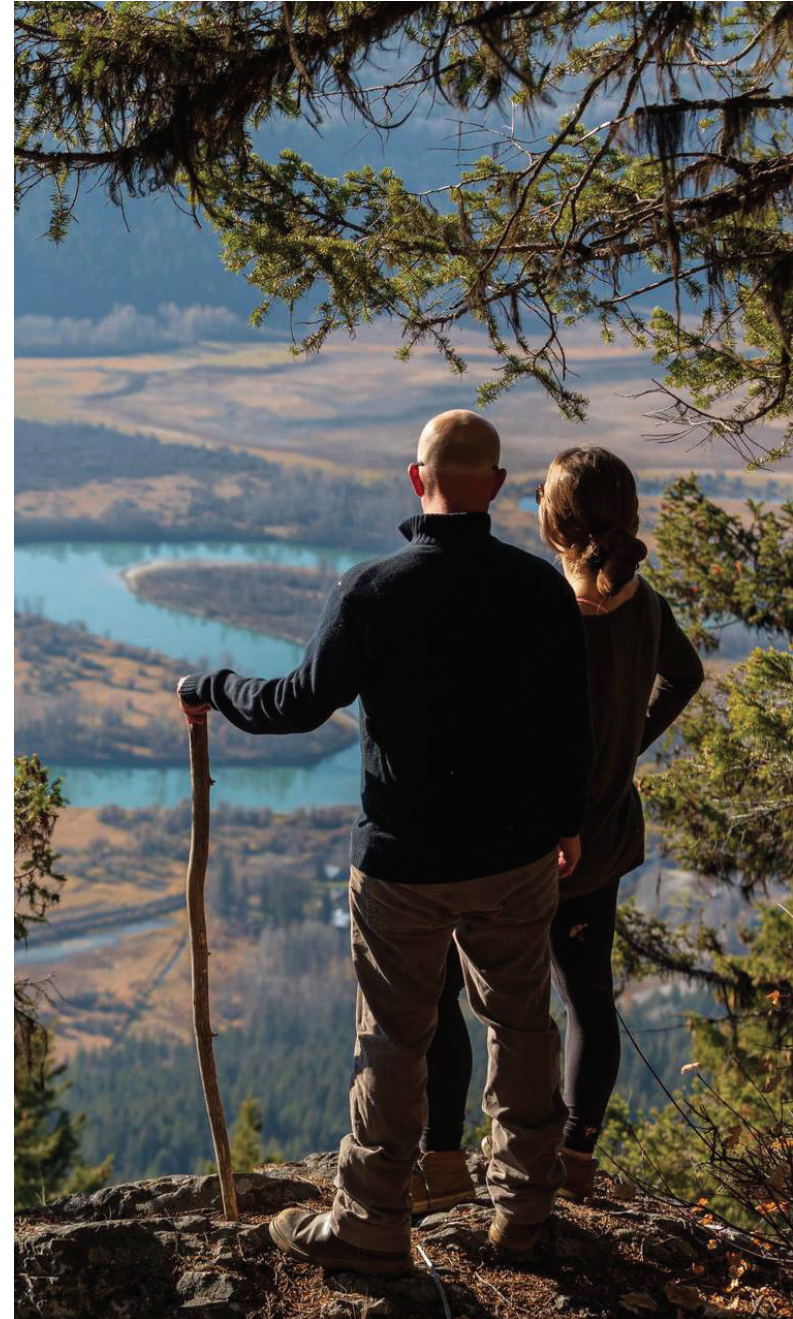
What are the benefits of joining the program?

Businesses can leverage a rewards program as a marketing strategy to encourage new or existing customers to try their products or services, driving customer engagement and fostering positive feedback. Positive experiences encourage word-of-mouth, a top visitor recommendation source.



About Tourism Golden

- Tourism Golden is a Destination Marketing Organization (DMO). Its primary function is to market Golden as a destination of choice.
- Our area contains the Town of Golden and CSRD Area 'A', not including Yoho National Park.
- Tourism Golden represents 163 tourism stakeholders (accommodations, activity operators and attractions).
- We are governed by a board of 11 directors representing accommodations and tourism operators within the boundary and a seat for the Chamber of Commerce.
- The board establishes the vision, mission, and objectives of the organization and approves the annual marketing plan and budgets. It ensures fiscal responsibility and fulfilment of the organization's mission.



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