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The Power of PR A Proactive Approach



TOURISM
Golden
GOLDEN RULES

Advertising vs Editorial

ADVERTISING	EDITORIAL
Paid	Earned
Builds Exposure	Builds Trust
Audience is Skeptical	Media Gives 3 rd Party Validation
Guaranteed Placement	No Guarantees
Complete Control	Media Controls Final Version
Less Audience Engagement	More Audience Engagement
Expensive	Less Expensive
Short Life	Longer Shelf Live



Being Proactive Takes Planning

Over 100 Years of Outdoor Adventure

Who is visiting?

Why are they coming?

When are they traveling?

Where do they live?

COLLECT AS MUCH INFORMATION AS POSSIBLE

Research

Work with Stakeholders

Website Analytics

Social Media Insights

INFORMATION GIVES YOU

Age Demographics & Types of Travelers

Markets – Short Haul – Long Haul – International

Most Popular Activities

When Are They Visiting

A person wearing a blue shirt and a helmet is riding a mountain bike on a narrow, moss-covered trail in a forest. The trail is flanked by large, moss-covered tree trunks. The background shows more trees and a bright sky.

IDENTIFY THE MEDIA

Print

Digital

TV / Radio

Bloggers


Influencers

ADVANTAGES OF PROFESSIONAL PR

Time Management
Build Relationships
Increase Brand Awareness
Generate Coverage

Golden offers a spectacular natural setting in the heart of six Canadian Rockies National Parks with endless opportunity for outdoor adventure and exploration.



A photograph of two hikers on a mountain trail. The hiker in the foreground is wearing a red shirt and dark pants, carrying a large backpack. The hiker in the background is wearing a dark shirt and shorts, also carrying a backpack. The trail is rocky and leads up a hillside with sparse vegetation. In the background, there are snow-capped mountains under a bright sky.

Golden is one of the best all-season destinations if seeking a truly authentic Canadian Mountain vacation, including “off the beaten path” experiences for those who love to explore areas largely ignored by tourists.

Golden is an area steeped in history and tradition with a friendly, welcoming authentic mountain community.



TACTICS & COLLATERAL MATERIALS

A dog sled team is shown from a first-person perspective, pulling a sled through a vast, snow-covered mountain landscape. The sled is in the foreground, and a team of several dogs is pulling it along a path. The background features snow-covered evergreen trees and mountains under a bright sky with a lens flare effect.

PR Calendar

Seasonal Story Pitches

Press Releases

Media Kit



Media & Travel Trade Resources

Fast Facts

Fresh & Unique

Golden Ambassadors

Golden in the News

Social Media Feeds

Media Visit Request

Press Releases

Sample Image Gallery

Story Starters

Terms of use

Images, B-roll, itineraries and story ideas for Golden BC

Tourism Golden is your media and travel trade resource on Golden, BC offering numerous support services ranging from story development and high quality images, to media trip planning for accredited media. Whether you work as a freelance or are on staff, whether you work with magazines, broadcast media or online outlets, we are pleased to provide you with the assistance to create your story or to plan your visit to Golden.

We can provide the following services to qualified media:

- [Background information about Golden and Kicking Horse Country](#)
- [Press releases](#)
- [Story ideas](#)
- [High resolution image library](#)
- [B- roll](#)
- [Media Visit Request](#)
- [Itinerary planning](#)
- [Fact checking](#)

Requests for assistance with media visits to Golden require review and should be made using our online [Media Visit Request form](#).

Don't forget to check out our [Social Media feeds](#) to see what's the latest buzz in Golden.

PUBLIC ASSETS

Website

Social Media Presence

Image Library (High and Low Resolution)

Edited Videos (With B-roll)





BRING THEM TO YOU MEDIA TOUR INVITATIONS

Seasonal FAM Trips
Target Long Lead Publications
Focused Approach

MAKE IT MEMORABLE

Connect

Listen

Learn

Be Involved

Share

Follow Up



FACE TO FACE IS IMPORTANT

Tourism Media Events

GoMedia

Travel Media Association of Canada

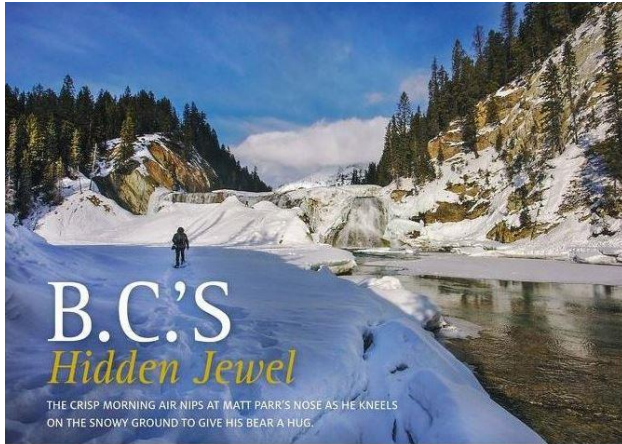
Canada Media Market Place

British Columbia Association of Travel Writers

MONITOR YOUR SUCCESS

Google Alerts
Circulation / UTM
Impressions
Unpaid Value

PROOF IS IN THE PRINT



B.C.'S Hidden Jewel

THE CRISP MORNING AIR NIPS AT MATT PARR'S NOSE AS HE KNEELS ON THE SNOWY GROUND TO GIVE HIS BEAR A HUG.

EDITORIAL AND PHOTOGRAPHY BY PAMELA ROTH

Curled up in a ball for a snooze, the fluffy Siberian husky casually accepts his cuddles as Parr introduces the rest of his furry rescue family, lying on a long bed of straw nestled in the Columbia Valley near Golden, B.C.

Paris, a lively Alaskan husky with electric hazel eyes, greets him with an enthusiastic hug, while big Roy continues to shy away, unsure of everyone.

"All the dogs have their quirks. They're all really friendly with people, other than Roy," says Parr, who's now in his third season of operating Golden Dog Sled Adventures. "Someone said the best therapist has four legs and I totally agree: I have 12 of the best therapists."

All is calm in the peaceful mountain setting until the harnesses appear and the dogs are hooked into position to pull the two sleds that will carry two passengers and a guide. Some squeal like children running wildly through a playground. Others repeatedly jump as though they have springs in their legs.

THE THRILL OF MUSHING

"Are you ready?" asks my guide Amanda, as she hops onto the back of the sled to mush the team.

I can feel the dogs' energy as they anxiously wait to be set free. The excitement also builds inside me, wondering how fast the dogs will set the pace.



> TRAVEL



A wolf named Straggy Dawg gets up close and personal with a participant in a "walk with the wolves" organized by Northern Lights Wolf Centre in Golden, B.C.

Golden caters to restless types

JOANNE BLAIR
STUCK TO THE GUN

GOLDEN, B.C. — Don't plan on spending much time sitting around doing nothing in Golden this summer. On hand, on water and in the air, there's just too much to do to justify being lazy.

Just a pit stop? Golden begs to differ. Bond with a bear: Hike the chairlift up Kicking Horse Mountain to visit Dan, a 14-year-old orphaned grizzly who has a 20-barrel refuge there all to himself. Try to be there at feeding time to see him devour loads of lettuce and other produce (grizzlies prefer a diet that's about 80 per cent vegetarian). Or you might see him gnawing at one of the streams or ponds that dot the refuge.

Details: kickinghorse.com
Shylike or playful: Hike a tandem alpine with Skyline Extreme Yeti. Your experienced guide will do all the work — all you have to do is master the nerve to jump. Or on a whitewater rafting trip on the aptly named Kicking Horse River with Clack! Raft Company. You can pick a trip based on your experience and comfort level, ranging from relatively tame Class II rapids to jaw-dropping Class IV rapids. Details: clackraft.com
Skyline Extreme Yeti offers daredevil tandem alpinism over Golden, B.C.



Kristin Garcia, an interpretive guide at the grizzly bear refuge on Kicking Horse Mountain, with Dan, an orphaned grizzly.

open to climbers ages 12 and up. Details: kickinghorsemountain.com
Connoisseurs With Whiskers: At the Northern Lights Wolf Centre, about 10 kilometres north of downtown Golden, you can visit the resident wolves that Shelly and Casey Black hand-raise from pups after the small zone or breeding facilities where they were born had to find them new homes. You can also join some of the wolves — all of which are accustomed to being around people — as a guided photography walk in the wilderness. Details: northernlightswolfcentre.com



Skyline Extreme Yeti offers daredevil tandem alpinism over Golden, B.C.



Whitewater rafting fans can head out on rapids of varying levels of difficulty on the Kicking Horse River.



Climbers make their way on the via ferrata, a hiking and climbing course secured by cables at Kicking Horse Mountain Resort in Golden, B.C.



who will point out nesting birds and wildlife while you sit back and soak in the scenery. Details: whitewaterhikes.com
Rat and details: Two restaurants that earn well-deserved plags from locals are Whitetown Mountain House in Golden's quiet town center and Elbow52 just south of downtown. Right by Restaurant, at the top of the gondola at Kicking Horse Mountain Resort, has spectacular views to go along with its exceptional comfort-food menu. From June to September, check out the farmers' markets that local growers will

ROAM

GOLDEN 21 NYC'S WEST VILLAGE 24 GOING LOCAL 26 NASH-MILE 28



REUTERS/STEVE GRANITZ/GETTY IMAGES
ALAMY/SCIENCE PHOTO LIBRARY

3 DAYS IN

GOLDEN B.C.

For an action-packed mountain sojourn, visit this friendly town and its surrounding area.

Situated in the Rocky Mountain Trench, a large valley in southeast British Columbia, Golden is flanked by the Columbia Mountains to the west and the Canadian Rockies to the east. The 2015 Impact Award Town is located a three-hour drive west of Calgary. It also sits in close proximity to six national parks (Yoho, Glacier, Kootenai, Banff, Jasper and Mount Revelstoke) and is where the Columbia and Kicking Horse rivers meet. Not surprisingly, Golden and its surroundings offer a mammoth lineup of outdoor pursuits. That, in the winter, includes alpine, backcountry and cross-country skiing, snowshoeing and snowmobiling.



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DREAMSCAPES

THE TORONTO STAR

WESTJET MAGAZINE



QUESTIONS?

tourismgolden.com



#GoldenBC

#GoldenRules

