



**FOR IMMEDIATE RELEASE**

**Park your sled in Golden for holiday season festivities**

*BC a key Canadian tourism destination as visitation up and winter off to a strong start*

**December 11 - GOLDEN, B.C.** This holiday season Golden is hosting a diverse lineup of events that encompass the spirit of the festive season. Kicking off with a Christmas Craft Faire and skiing with Santa on December 19, the mountain town is catering to all ages and tastes.

“Nothing puts you in the Christmas spirit quite like the snow covered streets and twinkling lights in a charming mountain town,” says Joanne Sweeting, executive director, Tourism Golden. “There’s an exciting bundle of activities to entertain everyone this holiday season.”

A great place to pick up last minute stocking stuffers, Golden’s Christmas Craft Faire offers an array of local artisans from more than 20 vendors. Operating on December 19 from 11:00 a.m. to 5:00 p.m., visitors to the Christmas Craft Faire will find a selection of fresh produce by local farmers, exotic plants and locally produced honey. In addition, visitors can enjoy artisan breads, baked goods, jams and jellies. Artisan wares include pottery, soaps, photography, woodwork and leatherwork. The market is located at Mount 7 Rec Plex at 9 Street South.

Situated 15 minutes from Golden, Kicking Horse Mountain Resort is offering a special opportunity to ski champagne powder with Santa and his elves. Between 10:30 a.m. and 1:30 p.m. on December 19 and 20, you can join Santa as he sneaks some turns on the hill. Afterwards until 3:00 p.m. visitors can visit Santa at his castle, located in “The Barn” at the Learning and Adventure Centre for a photo opportunity. From 7:00 p.m. on December 31 families can enjoy a torchlight parade, fire spinning and live music by local bands in the Kicking Horse Plaza. A fireworks display will follow. For more information click [here](#).

“Between Boxing Day and New Year’s Day, we typically see thousands of visitors come not only for the holiday events, but also for the classic winter activities that run throughout the season. From snowshoeing to dog sledding, we offer families so many options for spending quality time together,” says Sweeting.

According to a report from [Ministry of Jobs, Tourism and Skills Training](#) on November 24, BC saw an increase in visitation this year:

- International visitation is up by 7.6 per cent to date in 2015 compared to 2014, representing an additional 290,532 visitors coming to BC
- Visitation in September is up 11.5 per cent over September 2014

“Tourism operators from across the province are having a good year, with revenues and occupancy rates up significantly. With the strong U.S. dollar we are seeing fewer Canadians crossing the border, which is adding to excellent growth from international tourism markets. And, as a bonus, several of B.C.’s ski hills and resorts have opened early which should lead to a positive winter season and a superb finish to 2015,” says Marsha Walden, CEO, Destination British Columbia.

In addition to enjoying the holiday events and activities, the spirit of winter in Golden and Kicking Horse Country can be embraced through snowshoeing, cross-country skiing, snowmobiling and tobogganing. Guests can visit Dawn Mountain Nordic Centre on December 27 at 7:30 p.m. for world-class cross-country skiing by moonlight. All ages and abilities are welcome. During the day, cross-country ski in the pristine ungroomed backcountry. Thrill seekers will discover a powder paradise with 4,133 feet of vertical to ski down and 2,800 skiable acres to explore at Kicking Horse Mountain Resort. The resort currently has 366 cm of snowfall to date and its full time operations begin today.

Catering to all tastes and budgets, visitors can enjoy a stay in a cozy, rustic award-winning cottage or cabin on the scenic outskirts of the town. Hotels and motels are an option for those wishing to stay central. For information on lodging options click [here](#). Spend more time with family and friends than in the kitchen and enjoy a meal at one of Golden’s award-winning, casual, fine dining restaurants such as the Cedar House, Eleven22 or The Island. Live music performances can be enjoyed every Thursday, Friday and Saturday nights in December. Venues include the Rockwater Grill & Bar, Wolf’s Den and The Golden Taps Pub. On December 18 the Rockwater Bar & Grill will host the popular local Fernie band, Shred Kelly.

Golden received a ranking this month as the Third Best Value Destination in Canada for 2016 by [trivago.ca](http://trivago.ca). The hotel comparison site determined rankings based on the price of a standard hotel room combined with the destinations' overall hotel reputation.



Photo caption: The Snow King's Masque Parade community festival that takes place in February  
Photo credit: Tourism Golden

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To access Tourism Golden's fact sheet, click [-here-](#)

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**About Tourism Golden:** <http://www.tourismgolden.com>

Tourism Golden is a non-profit, tourism industry-led Destination Marketing Organization (DMO) representing the Town of Golden and surrounding area known as Kicking Horse Country in British Columbia, Canada. Tourism Golden is governed by a volunteer Board of Directors representing accommodations, tourism operators, attractions and local businesses.