



## **Tourism Golden launches a new approach to visitor services in Golden**

**August 11, 2017, Golden, B.C.** Tourism Golden is thrilled to announce the opening of the new **Visitor Information Services and Amenity Hub (VISAH) Centre**, and the launch of a new approach to providing visitor information. Located at 1,000 Trans Canada Highway, the new Hub is easily accessible to highway traffic, and is within an easy walk from the highest density of visitor accommodations in Golden. In addition to offering an exceptional in-person service, the VISAH, and new information services, also allow visitors to access information via digital and social media channels.

“It’s exciting to be able to offer more contemporary and innovative approaches to serving our guests’ information needs,” says **Joanne Sweeting, executive director, Tourism Golden**. “We are also very appreciative of our collaboration and support from Destination BC, the B.C. Ministry of Transportation and Infrastructure, and the Town of Golden, who all recognise the value of tourism in our area, and the demand from the visitor for community-focussed information.”

**Open seven days a week during the summer season**, the new VISAH offers face-to-face services with tourism information counsellors, traditional racking with print information, as well as **touch screen digital kiosks and high speed Internet Wi-Fi**. Picnic tables, a fenced in dog run, and a food and beverage kiosk add to the visitor experience.

In addition to the VISAH Centre, touch screen kiosks will also be available at the Kicking Horse Country Chamber of Commerce, and at Kicking Horse Mountain Resort. Multiple Wi-Fi hotspot portals in the downtown core will enable use of personal devices to access information on-the-go. Social media channels will also provide another way to ask questions, receive information, and share experiences.

“Tourism Golden’s innovative approach supports Destination BC’s vision for a forward-thinking visitor services platform for visitor centre operations across the province,” says **Marsha Walden, CEO of Destination BC**. “This allows for a more flexible, location-based, customer-centric model for both travellers and local businesses, which ultimately continues to bring amazing visitor services to Golden.”

**Golden has seen significant annual increases in tourism numbers since 2011**, ahead of the provincial recovery, and the numbers still continue to rise. Accommodation revenues in Golden (as measured by MRDT revenue) have increased by 100% since 2007 and 45% in the last 4 years, which is a phenomenal growth in the industry. Annual incremental revenue generated by visitors is approximately 72 million dollars, as extrapolated from Tourism Golden’s most recent visitor survey, and 24 million in accommodation.

### **About Golden, B.C.**

Located in the heart of six of the most stunning national parks (Yoho, Glacier, Banff, Jasper, Kootenay, and Mount Revelstoke) Canada has to offer, Golden, B.C., offers endless opportunities for outdoor adventurers to enjoy an extended visit to this natural wonderland. Activities include “Walk with the Wolves”, whitewater rafting, hiking, wetlands tours, horseback riding, paragliding, sky-diving, mountain biking, mountain climbing and more in the summer, and skiing, snowmobiling, dog sledding, snowshoeing, fat biking and more in the winter.

**Golden offers a wide range of accommodations**, ranging from cozy, rustic cottages to large, luxurious lodges, and everything in-between. **Golden’s great selection of cafes, bistros, restaurants, diners, pubs and bars** offer a wide range of culinary delights to suit all tastes and budgets. Rustic fine dining experiences include Whitetooth Mountain Bistro, ELEVEN22, the Island Restaurant, Eagle Eye — Canada’s most elevated dining experience at 7,700 feet above sea level, and others.



For more information and building updates, visit [www.tourismgolden.com/VISAH](http://www.tourismgolden.com/VISAH)  
To access Tourism Golden’s media kit, 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.