



**FOR IMMEDIATE RELEASE**

## **Tourism revenues in Golden up 20%**

*Mountain destination sees increased spending and longer stays as visitation grows*

**March 8, GOLDEN, B.C.** – New statistics released by Tourism Golden today reveal the town’s tourism industry soared in 2015. Tourism revenue reached a record high of an estimated \$65 million, up 20 per cent from 2013/14 fiscal numbers. The growth can be attributed to a number of factors, including Golden’s appeal as a year-round tourism destination offering four seasons of outdoor, off the beaten path, adventures.

Revenue generated by tourism visitation to Golden totalled an estimated \$65 million in the 2014/15 fiscal, with \$23 million generated from accommodation and \$42 million from services, retail and activities. This is a 20 per cent increase from the previous fiscal year, up from \$54 million. Accommodation revenue is up from 19.3 million, in addition to revenue from services, retail and activities up from \$35 million.

“We just experienced our best year on record for tourism in Golden. We welcomed 20 per cent growth in revenue in 2014/15 from the previous fiscal year. We’re seeing longer stays and increased visits. Golden’s natural beauty, authentic community and abundance of outdoor activities are continuing to draw more visitors every year,” says Joanne Sweeting, executive director, Tourism Golden. “I thank our local and provincial industry partners for their commitment to growing tourism in Golden.”

An increasing number of visitors are staying overnight in the mountain town that is nestled between three magnificent mountain ranges and two historic rivers. Golden saw accommodation revenues rise 23 per cent in the 2014/15 fiscal year from the previous year. Since the inception of Tourism Golden in 2007, it has recorded a 70 per cent growth in accommodation revenue to date.

Tourism Golden’s 2015 Summer Visitor Study revealed a 16 per cent increase in length of stay, indicating that more visitors are selecting Golden as their destination of choice, rather than a stop en route to another destination. The same study indicates a growth in the average spend per party per day. “We’ll continue to build on our successful hosting of festivals and sporting events to attract even more visitors this year,” says Sweeting.

Appealing to those seeking a truly authentic Canadian mountain vacation, Golden is hosting key events that will draw hundreds or thousands of visitors in 2016. The Golden Mountain Festival on May 20-22 will be a key focus for Tourism Golden. This year, the festival is dedicated to showcasing the importance of Golden’s wetlands and rivers. Highlights include keynote speaker and world-renowned explorer, Bruce Kirkby, a local film festival, musical entertainment, Adventure Scavenger Hunt and a fun river battle.

Home to some of the most challenging and spectacular mountain biking terrain in North America, Golden will host its first signature mountain biking event on June 18-19. The Golden 24 cross-country race is expected to attract more than 300 athletes from B.C. and Alberta in its first year. It will provide a boost of approximately \$50,000 to Golden’s economy during the shoulder season.

Further appealing to adventure enthusiasts, the BC Enduro and Western Open races will be held in July. Located at Kicking Horse Mountain Resort, the Western Open will attract up to 290 of some of the fastest downhill racers in western Canada. The Golden Ultra trail running race will take place over three days in September.

Tourism Golden will continue to work with industry partners to encourage visitors to relax, have fun and escape from routine by seeking new experiences. It will continue to promote opportunities to be inspired by nature, scenery and wildlife, and to get a taste of local lifestyles. Destination BC’s report, [Short Haul Consumer Research](#), revealed that these are primary motivators of short haul markets, which make up 77 per cent of visitors to B.C.



Photo caption: Mountain bikers enjoy diverse terrain and spectacular scenery in Golden  
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.