



The Golden Guide

What you need to know about Golden, BC



What is the Golden Guide?

- The Golden Guide gives frontline employees of big or small businesses the tools to deliver an exceptional experience
- It equips employees with information that will allow them to recommend the best possible Golden tourism experience based on the person standing in front of them
- It answers the question: how does tourism/what I'm doing in my job impact the Golden community?
- Every person that goes through the Golden Guide will understand the value of tourism to their local community
- Completion of training results in a Golden Pass, which earns the employee rewards that support their community



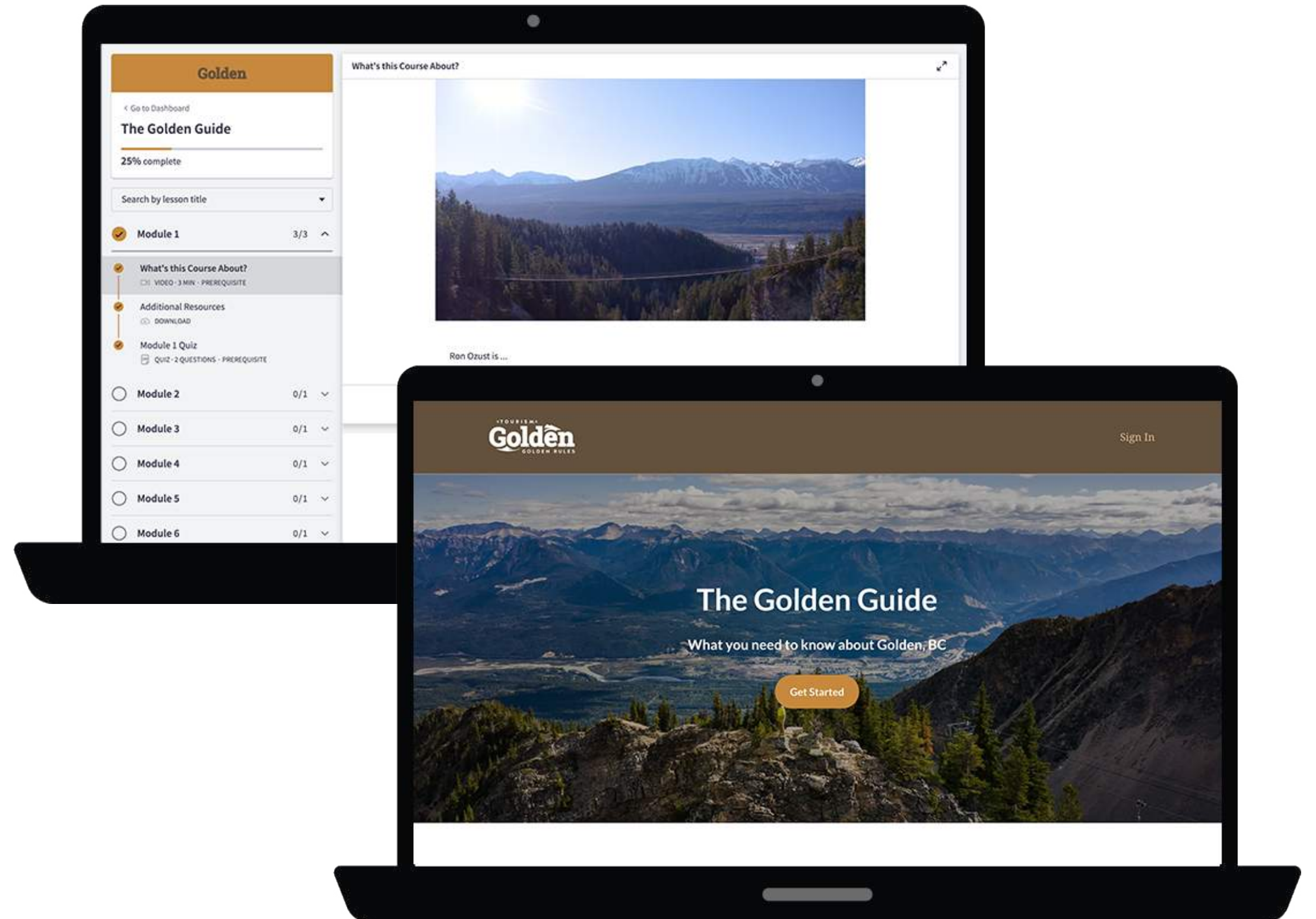
Who is it for?

- Hospitality services, tourism businesses, and activity operators
- Frontline staff
- People new to Golden
- People excited to tell the world about what makes Golden special

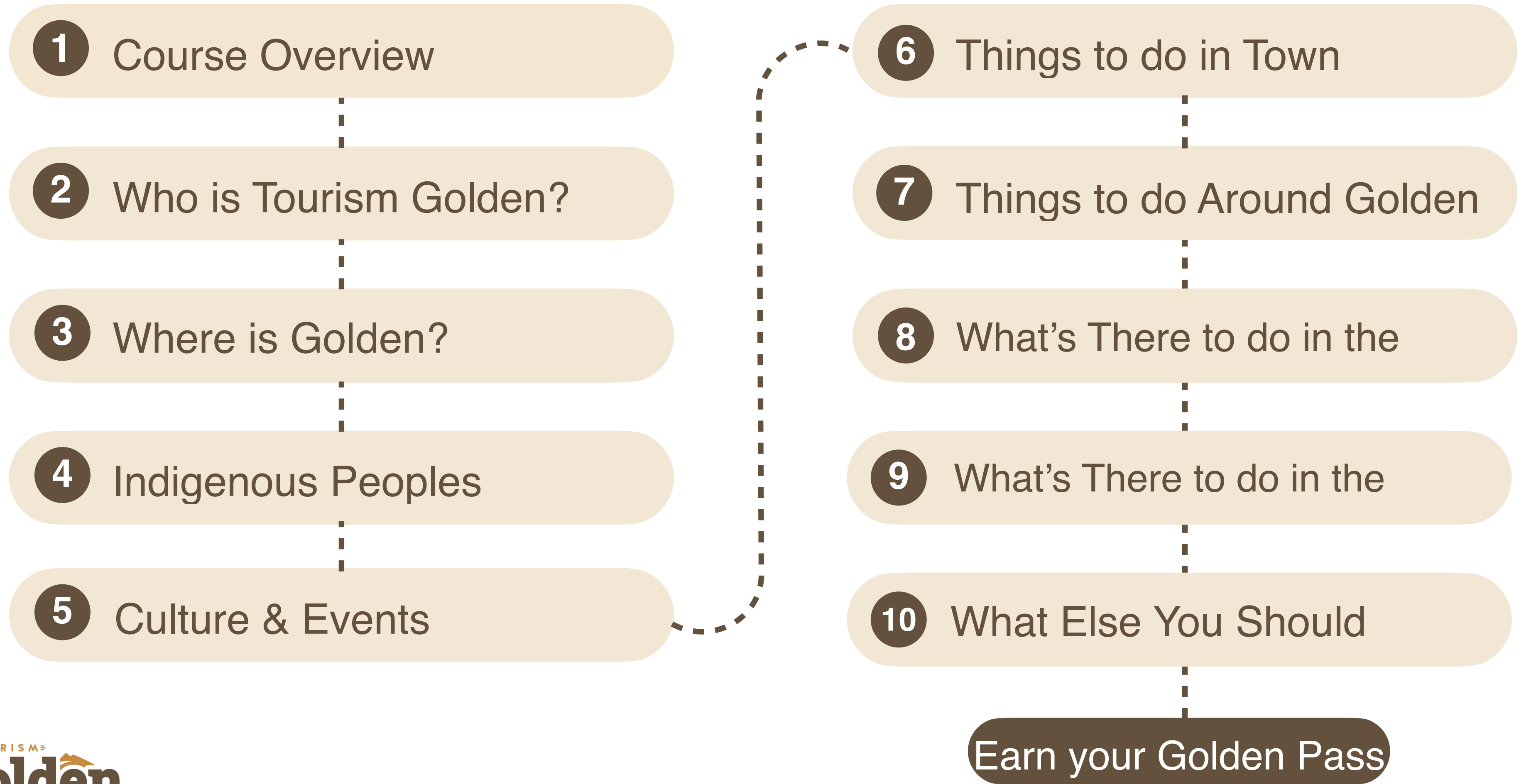


About the Guide

- 10 quick, easy to learn modules
- Short, high quality video
- Featuring locals, and local venues
- Interactive quizzes
- Access to local resources
- Total time to complete: 1-2 hours

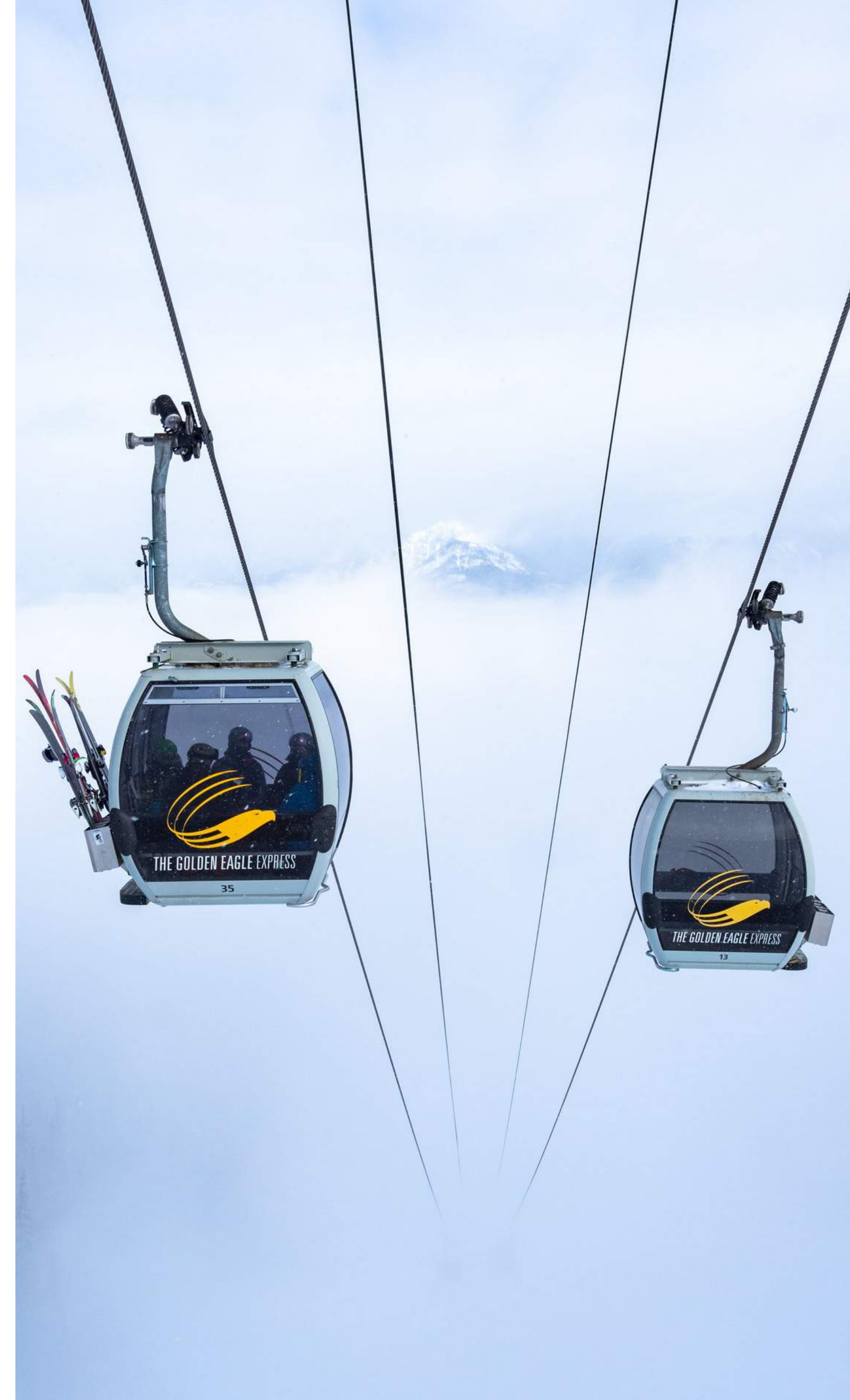


Guide Curriculum



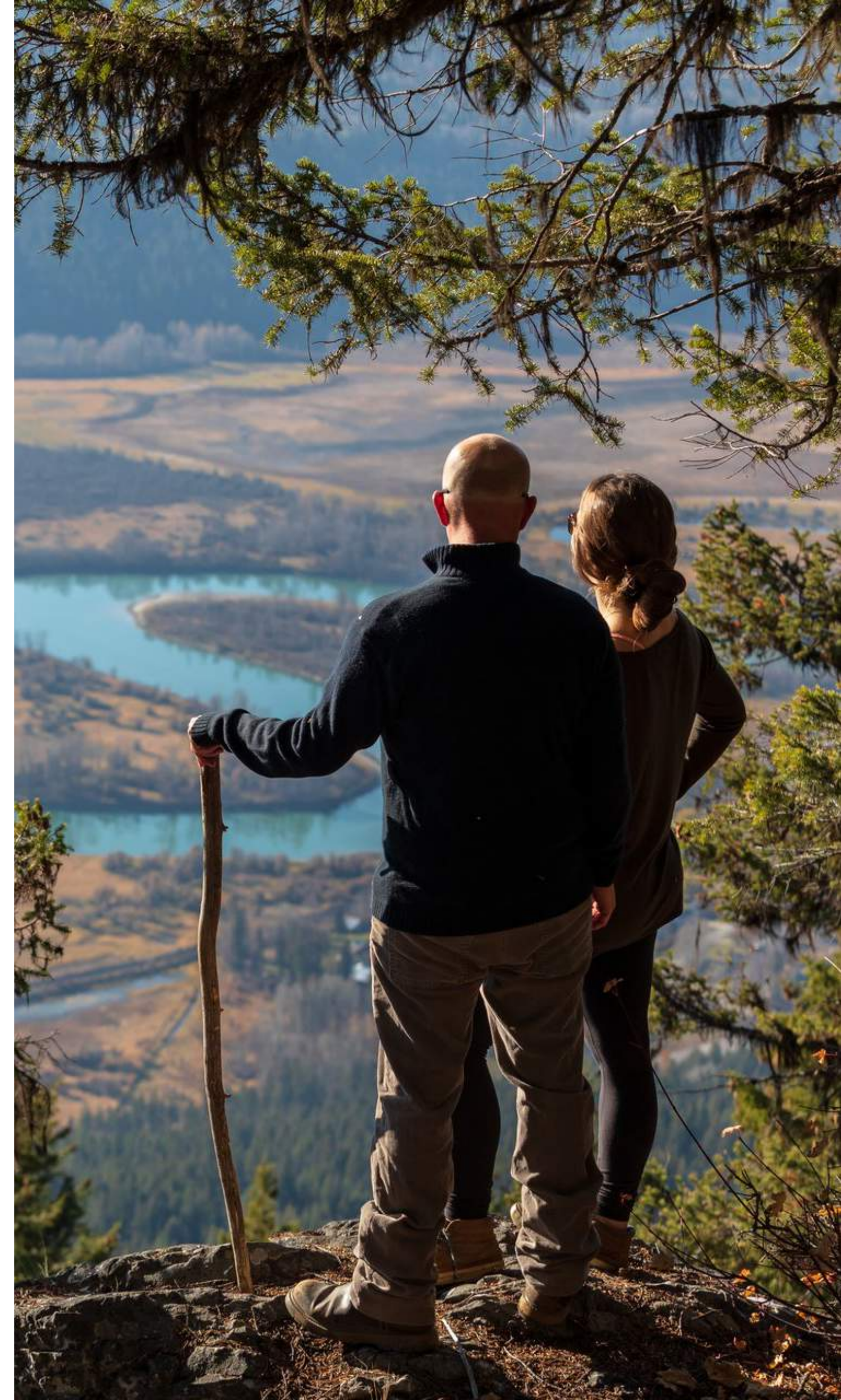
The Golden Pass

- After completing all 10 modules, participants will earn a Golden Pass, containing discounts and benefits on local tourism products
- The goal is to motivate participants of the Golden Guide to explore and enjoy Golden in all of the ways they learned about in the modules
- The rewards program works on two levels:
 - Participants will have access to rewards after completing the Golden Guide
 - After redeeming the first level of rewards, participants will have access to a second level, consisting of a prize draw



Who is Tourism Golden?

- The primary function of Tourism Golden is to market Golden as a tourism destination of choice.
- Our area contains the Town of Golden and CSRD Area 'A', not including Yoho National Park.
- We represent 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.



Get started

