

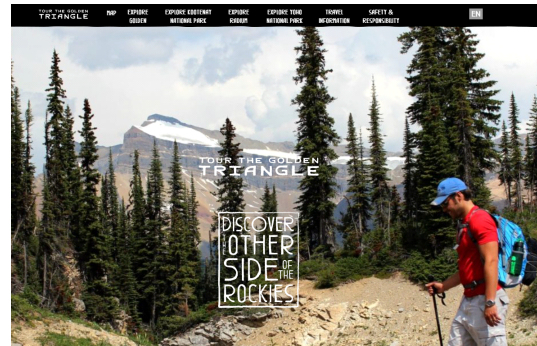
The Golden Triangle

We are pleased to announce that Tourism Golden, Tourism Radium and Parks Canada have formed a marketing project consortium with the support of Destination BC's Co-operative Marketing Partnerships Program to bring you the 'Golden Triangle'.

The Golden Triangle will promote the spectacular 316 km circular route that will take visitors on an epic journey through the Canadian Rockies. Visitors will be motivated to travel beyond Banff and Lake Louise and to stay longer in our region to discover all that we have to offer. Travelling during the Kicking Horse Canyon project will become part of their vacation as they explore the natural wonders and heritage sites of Yoho and Kootenay national parks, experience the welcoming mountain-towns of Golden and Radium as they discover the nearby rivers, lakes, hiking trails, hot springs and activities as they tour along the Golden Triangle.

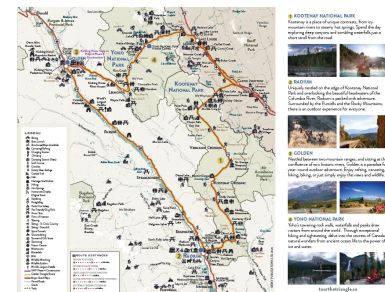
TourTheTriangle.ca

The new website features key experiences for Golden, Radium, and Kootenay and Yoho national parks. The interactive map and search tools will allow users to plan and customise their route to make sure they truly explore the Golden Triangle.



Printed Brochure with Golden Triangle map

The impactful Golden Triangle brochure will be distributed throughout the Bow Valley and partner visitor centres. The brochure features a detailed map of the Golden Triangle that showcases the many points of interests and activities along the way.



Print and Digital advertising

The Golden Triangle is featured in the 2020/21 edition of Experience the Mountain Parks.

This publication has an estimated readership of 500,000.

The feature is supported by a full-page Golden Triangle advert that will reach our target audience and make even more visitors aware of this magnificent circular route.

Through Google search and digital paid advertising the Golden Triangle campaign will be promoted to a wide audience and this will reach visitors during their trip planning stage.



Just remember to use **#TourTheTriangle** and to share the website www.TourTheTriangle.ca