



REVELSTOKE.

2022 CHAMBER EXCLUSIVE MARKETING MENU

REVELSTOKE.
CHAMBER OF COMMERCE

TOURISM
REVELSTOKE.



The Revelstoke Chamber of Commerce and Tourism Revelstoke are dedicated to promoting your business. This menu lists the options to connect your business with visitors through print marketing, brochure racking and Visitor Centre advertising.

There are many other ways that we offer support to our business community.

Contact us to find out more.

To help support your business, we are again freezing prices, offering 2021 pricing for 2022.

Why advertise with us in 2022?


1. The world is eager to get travelling again. We will channel this demand towards Revelstoke.
2. The Experience Guide is our most popular brochure. Visitors have access to it throughout BC and Alberta, at our Visitor Information Centre and digitally on SeeRevelstoke.com.
3. We pay to rack our Experience Guides in strategic visitor gateways including Vancouver and Kelowna Airports and throughout Banff and Lake Louise.
4. Our City Maps are an essential in-destination resource. We print 65,000 maps and distribute them throughout Revelstoke.
5. Increased investment in roaming information services via our branded REVY. van will continue in 2022 to intercept and inspire visitors. The REVY. van offers racking, city maps and guides.
6. Nearly every visitor who comes through the Visitor Information Centre will leave with an Experience Guide and City Map.

REVELSTOKE EXPERIENCE GUIDE.

The Experience Guide is our most popular publication, widely used by visitors to plan their stay in Revelstoke or inspire them to visit. The Experience Guide is a practical tool identifying things to do, places to eat and where to stay. It is also an important marketing piece.

Each year we distribute the Revelstoke Experience Guide to the following:

- 180+ BC Visitor Information Centres
- 40 locations throughout Banff and Lake Louise
- Various domestic tour operators
- Vancouver and Kelowna Airports
- Brochure racks located along Highways 2, 3, 5, 6, 22, 95, 95A
- Businesses in Revelstoke
- The REVY. van mobile visitor centre and Visitor Information Centre on Victoria Road
- Upper Arrow Lake Ferry
- Tourism Trade Shows



ROCK CLIMBING.

FROM SPORT TO TRAD, SINGLE PITCH TO MULTI, COME HANG ON OUR ROCK AND FIND YOUR FLOW.

Routes ranging from 5.8 to 5.13a.

REVEY OUTDOORS OUTFITTERS
Rear clothing, and accessories for camping, hiking, back-packing, climbing, mountaineering, skiing, alpine skiing, canoeing.
Showering soap & washing, CAMP, climbing gear, Ortono safety, plus all the clothing and accessories you need. Drop by to get your copy of Revelstoke Rocks - the ultimate guide to climbing in the area.

EXPEDITIONS - Canoe rentals & tours, whitewater kayaking & rock climbing instruction, and women's wilderness retreats.
Revelstoke, BC | 1.866.929.3331 | Expeditions.com | info@expeditions.com



ADVENTURES ON WATER.

LAKE REVELSTOKE HOLDS 130 KMS (81 MI) OF WILD, SECLUDED AND COOL GLACIER-FED WATERS.

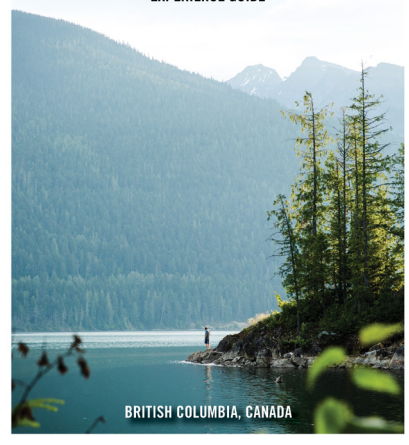
Magnificent rivers also flow through Revelstoke: the Illecillewaet, Jordan, and Columbia, just to get started.

NATURAL ESCAPES KAYAKING AND CANOEING
See the mountains from our view!
Join us for a fantastic guided tour on the water! Rentals and lessons are also available. We are one of the top rated activities and have received Top Advisor's WALL OF FAME status, celebrating 5 years of Certificates of Excellence. Experience our beautiful lakes and natural environment.

REVEY OUTDOORS OUTFITTERS
Rear clothing, and accessories for camping, hiking, back-packing, climbing, mountaineering, skiing, alpine skiing, canoeing.
Showering soap & washing, CAMP, climbing gear, Ortono safety, plus all the clothing and accessories you need. Drop by to get your copy of Revelstoke Rocks - the ultimate guide to climbing in the area.

REVELSTOKE.

EXPERIENCE GUIDE



BRITISH COLUMBIA, CANADA

SEE REVELSTOKE.COM @SEEREVELSTOKE #THEREALSTOKE




XC SKIING & SNOWSHOEING.

30 KM (19 MI) OF IMPECCABLY GROOMED TRAILS AT MOUNT MACPHERSON.

We've got world-class tracks for classic skiing and perfectly maintained highways for skate skiing. The Nordic Centre also includes 6 km (3.75 mi) of lift trails for night toboggan, and a snowshoe trail.

REVEY OUTDOORS OUTFITTERS
Rear clothing, and accessories for camping, hiking, back-packing, climbing, mountaineering, skiing, alpine skiing, canoeing.
Showering soap & washing, CAMP, climbing gear, Ortono safety, plus all the clothing and accessories you need. Drop by to get your copy of Revelstoke Rocks - the ultimate guide to climbing in the area.

FREE SPIRIT SPORTS - Revelstoke's original outdoor equipment store. We do snowshoes and XC ski rentals!
203 1st Street W | 1.250.837.3453 | freeysports.com



SLEDDING.

WELCOME TO THE EPICENTRE OF CANADIAN MOUNTAIN SLEDDING.

From November to May, Revelstoke gets between 50 to 60 ft (31 to 37 m) of snow in the most accessible big-mountain terrain there is.

REVEY OUTDOORS OUTFITTERS
Rear clothing, and accessories for camping, hiking, back-packing, climbing, mountaineering, skiing, alpine skiing, canoeing.
Showering soap & washing, CAMP, climbing gear, Ortono safety, plus all the clothing and accessories you need. Drop by to get your copy of Revelstoke Rocks - the ultimate guide to climbing in the area.

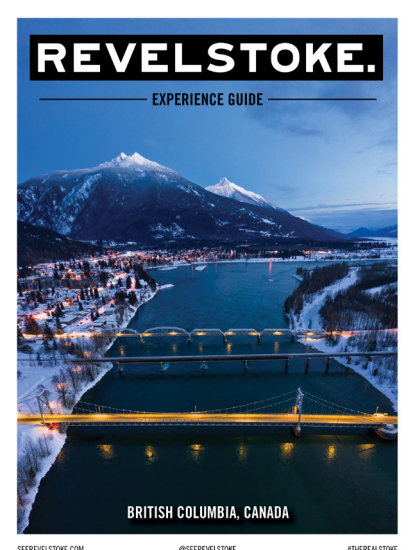
REVELSTOKE SNOWMOBILE CLUB
One of Canada's oldest and largest clubs.
Snowmobile Snowmobile Club provides a 300 km trail system on Boulder Mountain and Friday Ridge. All of these routes are managed and have a job to do for you. Ride with a Daily Trail Pass for \$25 or purchase a yearly membership via our website. All have got rewards supporting the Snowmobile Club, an important part of Revelstoke's community since 1996.
4177 Macdonald Rd. | 1.250.837.3225 | revelstokesnowmobileclub.com

GREAT CANADIAN TOURS & GLACIER HOUSE RESORT
The alpine's heartbeat.
Should you ever get tired of searching the largest towns in North America, we offer the latest SkiDoo sleds, and an incredible riding experience. Tours with certified guides, that hold your breath. Fuel sales on-site. Online accommodation packages available. Check out Glacier House Resort's listing in the guide on page 41.

1170 Glacier Lane | 1.250.837.8899 | idewelwelvel.com

REVELSTOKE.

EXPERIENCE GUIDE



BRITISH COLUMBIA, CANADA

SEE REVELSTOKE.COM @SEEREVELSTOKE #THEREALSTOKE

REVELSTOKE EXPERIENCE GUIDE.

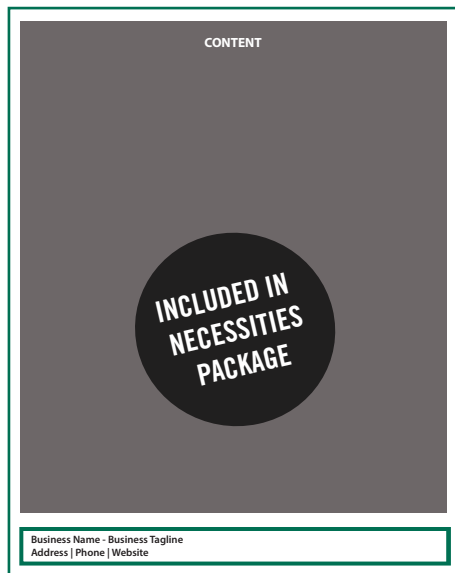
Ad space booking deadline is **October 29, 2021** for renewals, and **November 19, 2021** for new purchases.

Please provide everything that is outlined below for the ad space you sign up for.

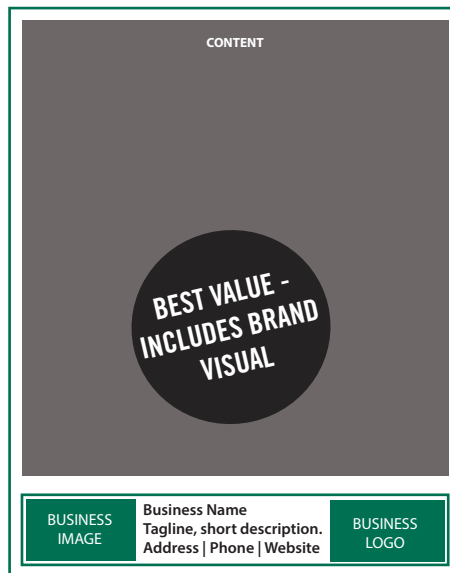
There will be a print run of 45,000 copies.

The digital version of the 2021 Experience Guide can be found in the footer at SeeRevelstoke.com

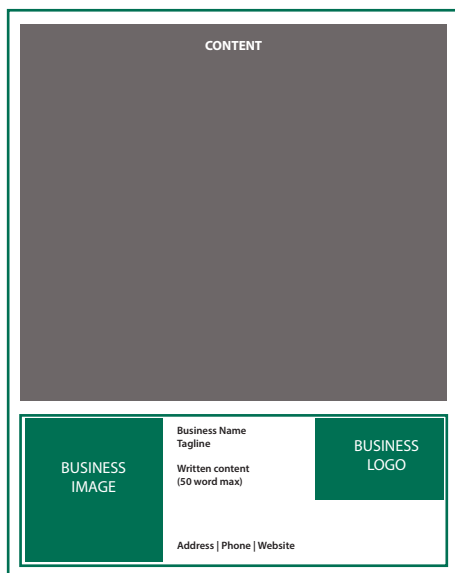
MEMBER OPPORTUNITIES:



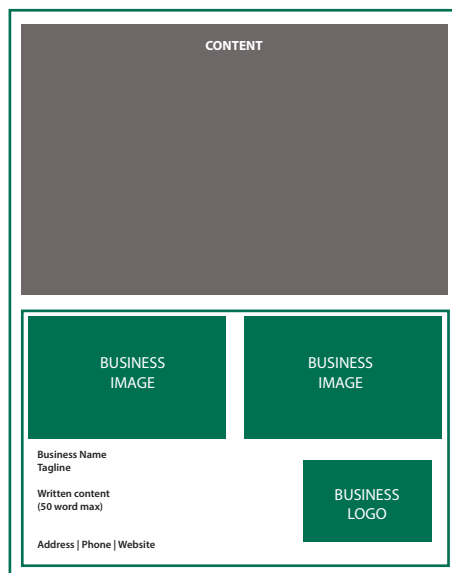
Basic Listing - \$171
Matrix or main guide.
Business to provide info:
Tagline, address, phone, website.
7.65" x 0.52"



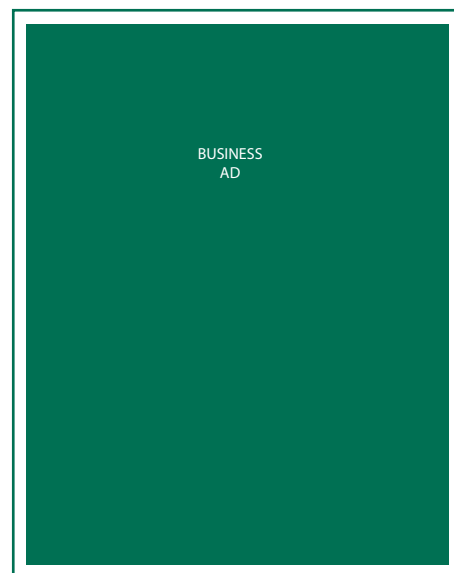
1/6 Page Ad - \$591
Business provides info, description and logo.
Photos supplied by business or used from our photo database.
7.65" x 1.61"



1/3 Page Ad - \$931
Business to supply written content, info and logo. Photos can be supplied by business or used from our database.
7.65" x 3"



1/2 Page Ad - \$1491
Business to supply written content, info and logo. Photos can be supplied by business or used from our database.
7.65" x 4.75"



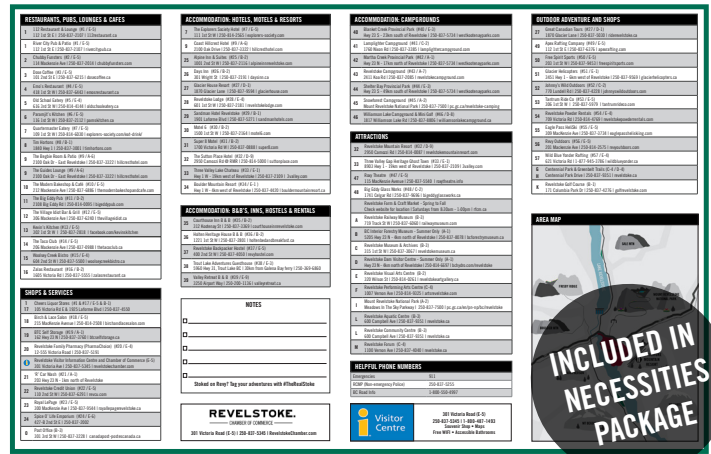
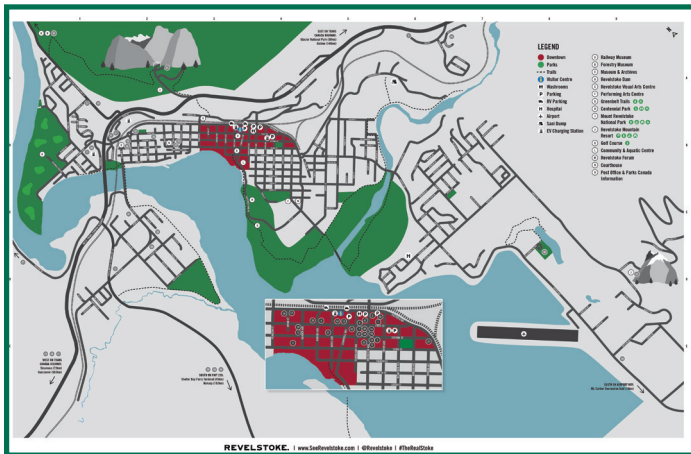
Full Page Ad - \$2800
Business supplies all artwork.
7.25" x 9.75" - No bleed.

REVELSTOKE CITY MAP.

Published as a standalone tear-away piece, these maps are an essential part of the visitor experience and our most popular hand-out at the Visitor Information Centre, as well as various other locations around town. The listing price is for a **65,000 print run**, produced in Spring 2022.

MEMBER OPPORTUNITY:

\$120 - Basic Listing (on the back of map, with locator button on the front)



THE NECESSITIES PACKAGE

\$371 - SAVE \$40.00

The Necessities Package includes three listings in our most popular visitor resources, guaranteeing exposure to thousands of visitors.

MEMBER OPPORTUNITY:

- Basic/matrix listing in 2022 Revelstoke Experience Guide
- Basic listing on Revelstoke City Map
- Visitor Centre Digital Advertising - One season display



Photo: Tom Poole

VISITOR INFORMATION CENTRE.

Promote your activity to over 60,000 visitors yearly!

Please note that window and desk space is limited and existing advertisers have priority for renewal.

MEMBER OPPORTUNITIES:

Summer: May to October

Winter: November to April

DIGITAL ADVERTISING

\$120 - One season

\$200 - One full year

WINDOW ADVERTISEMENT SEASONAL*

\$310 to \$345 - Renewal

\$385 to \$420 - New (Includes printing costs)

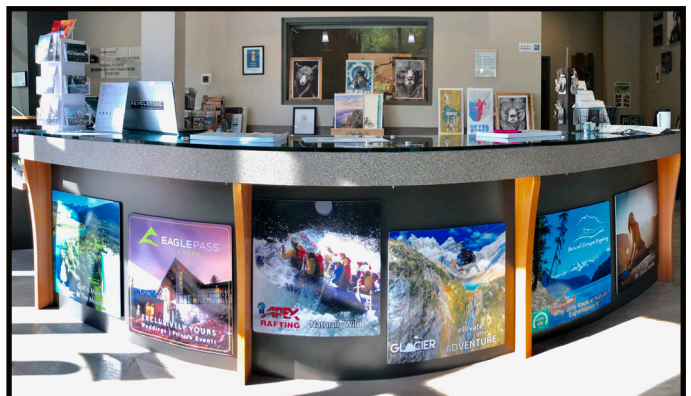
Size variation dictates price

ACTIVITY DESK MAGNET SEASONAL*

\$125 - Renewal

\$200 - New (Includes printing costs)

*Year-round options available



BROCHURE RACKING.

Your Chamber membership includes one year-round space for brochure racking at the Visitor Information Centre.

Please drop off a stack of your brochures at the Visitor Information Centre and we will rack them for you.



ROAMING VAN RACKING.

Showcase your business to the thousands of travellers in roaming servicing areas including Mount Revelstoke National Park and key event locations. Our roaming services are playing a pivotal role in bringing visitors to town who perhaps had not previously planned to make the stop. Members are responsible for supplying rack cards and delivering them to the Revelstoke Visitor Centre.

The roaming van operates from June to September on a regular basis. Space is limited.

MEMBER OPPORTUNITY:

\$150 - June to September



FERRY RACKING.

Showcase your business to the thousands of travellers on the Upper Arrow Lake Ferry each year. We installed brand new racks in 2019. Members are responsible for supplying rack cards, and delivering them to the Revelstoke Visitor Centre. Racking space is limited, with priority given to those members who renew.

Ferry racks are stocked regularly in the summer and monthly in the winter.

Summer Racking (June - September)

Winter Racking (December - March)

MEMBER OPPORTUNITIES:

\$120 - Winter Seasonal Spot*

\$150 - Summer seasonal Spot*

\$200 - Year-Round Spot*

*2021 advertisers will receive a 50% credit for 2022 renewal

COVID-19 UPDATE - FERRY RACKING

Due to restrictions, we were not able to stock racks in accordance with our usual schedule this year. We are therefore offering a 50% credit for all ferry racking renewals for 2022 only.



2022 PRICE LIST.

All advertising packages are available on a first come first serve basis. Priority is given to previous advertisers. Previous advertisers must renew initiatives by **October 29, 2021**, or their space will be allocated to the first business on the waitlist. The deadline to sign up for new initiatives is **November 19, 2021**.

Please note:

Businesses cannot sign up for programs if they have outstanding invoices.

Please let us know if for any reason you cannot pay your invoice. We will gladly work together to find a solution.

THE NECESSITIES PACKAGE: \$371 - Save \$40!

- Visitor Centre Digital Advertising - One season display
- Basic/matrix listing in 2022 Revelstoke Experience Guide
- Basic listing on Revelstoke City Map

EXPERIENCE GUIDE

\$171 Business Listing
\$591 1/6 Page Advertisement
\$931 1/3 Page Advertisement
\$1491 1/2 Page Advertisement
\$2800 Full Page Advertisement

CITY MAP

\$120 Business Listing (Phone, Address, Website)

VISITOR CENTRE DIGITAL ADVERTISING

\$120 One Season
\$200 Year-Round

VISITOR CENTRE ADVERTISING

\$125 Magnet Renewal
\$200 Magnet New
\$310-345 Window Renewal
\$385-420 Window New

FERRY AND ROAMING RACKING

\$120 Winter Seasonal Spot (ferry only)
\$150 Summer Seasonal Spot
\$200 Year Round Spot (ferry only)

If you require design support for your ad, please contact info@revelstokechamber.com for a list of recommended graphic designers.

CONTACT US

If you are interested in these marketing opportunities or in collaborating with Revelstoke Chamber of Commerce or Tourism Revelstoke in other ways, please do contact us.

We are always looking for ways to work more closely with you.

visitor.exp@revelstokechamber.com | (250) 837-5345