

REVELSTOKE.

2024 MARKETING MENU

REVELSTOKE.
CHAMBER OF COMMERCE

TOURISM
REVELSTOKE.

Photo: Steve Shannon

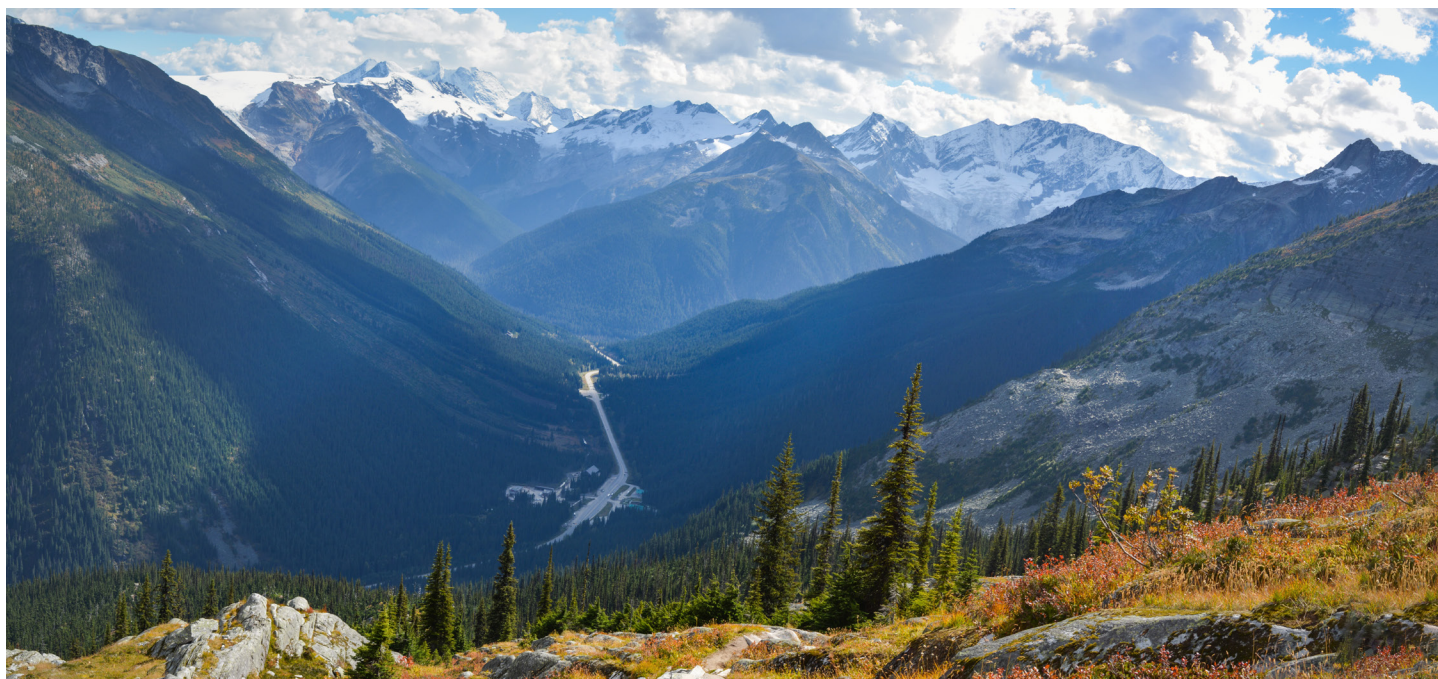


Photo: M. Girard

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. Please note, Revelstoke Chamber of Commerce members benefit from lower pricing and have priority over non-members when space is limited.

There are many other ways that we offer support to our business community including digital marketing, brand recognition, media tours, newsletters and more.

Contact us to find out more.

Why advertise with us in 2024?

1. Chamber members get 20% off advertising, see member pricing in the next pages.
2. The Experience Guide is our most popular brochure. Visitors have access to it throughout BC and Alberta, at our Visitor Information Centre, at travel shows 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 large quantities each year and distribute them throughout Revelstoke. To prevent waste, we will not reprint this publication in 2024.
5. Roaming information services via our branded REVY. van and tent kiosk will continue in 2024 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
- **300+** locations throughout Alberta nad the East Kootenays
- 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 the Visitor Centre on Victoria Road
- Upper Arrow Lake Ferry



MOUNTAIN BIKING.

FROM LOAMY STEEPS TO FLOWY PACKED GOLD, REVELSTOKE'S SPRAWLING SINGLETRACK AND EPIC ALPINE RIDES ARE SECOND TO NONE.

Home to nine unique riding zones and one of BC's first adaptive mountain bike trails, Revelstoke's riding scene is world renowned for a reason.

Take your young ones to Beaver Lodge Kids Ride Park on Howe Mountain. Its creative animal-themed features will have inexperienced riding kids and even salamander tails and between take-extended droppings. Coaster cars can head over to Mount Macpherson's Griffith Creek beginner trails, where the wide "down-pedal" is smooth and meandering. With your team by mid-Miller Trail - a fun multi-directional loop built to accommodate adaptive bikes and beginners.

Macpherson's Flowdown is one of the hottest trails around and will keep you swooning for a solid morning with all sorts of possible bumps and add-ons. For a longer version of the same with an alpine backdrop, carry on to Frisky Ridge. The 12km out-and-back (12km return) cross-country trail traces a near perfect ridge at perfectly cultivated grades for a glacial alpine ride. If you've not got your hammer another 5.7km on the extension, starting up and back down rocky berms and rising landscape. Back at the parking lot, the 10km Frisky Ridge trail is a beautiful downhill and out-and-back take-out. It gets full-on by the time you hit the 10km Frisky Ridge trail.

Revelstoke Mountain Resort's most famous trail, Fly Six Twenty, takes you on a long roller coaster of blue flow with seamlessly shifting turns and berms. Take the gondola up and access it right from there, or check out the Blue Chair to enjoy all 13km of machine-built trail, meeting the full vertical of 5,620 ft. The Resort continues to expand their offering of downhill trails, and riders will be rewarded with a mix of tech and flow, neither and challenging.

Boulder Mountain is Revelstoke's classic downhill playground. It's got everything from bike pack edge flow and lefty table tops to wooden chutes and bunny jumps. With over a dozen trails, you can easily pick your poison. While it's mostly a shuttling area, there are mellower trail options in the mix, and many visitors choose to pedal up the trail.

For a high-crawling cross-country epic, drive Highway 23 North to Kootenay. This 11km (12km return) technical out-and-back trail has punchy climbs and light meanderings up alpine cirques. The meandering alpine route links some inspiring views of the Monashee Mountains with some of the most rewarding sections of alpine singletrack in BC. There is no self-service, so full backcountry protocols are in order - be prepared!

REVELSTOKE MOUNTAIN BIKE MAP: Pick up yours for free from the Revelstoke Visitor Information Centre or visit our website.

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TRAIL KARMA - DONATE TO YOUR LOCAL VOLUNTEERS

The Revelstoke Cycling Association is a progressive, volunteer-driven non-profit association with a mission to build sustainable and reduce mountain biking opportunities in Revelstoke. Four months' worth of alpine epics, they manage over 150km of trails spanning three mountains and facilitate events to get 40,000+ to experience them, while acting as a multi-faceted voice for cycling in Revelstoke and beyond.

If you're riding Revelstoke, please make a donation so we can continue to maintain and build trails. There are a number of ways to give back to biking in Revelstoke:

1. Donate to the Revelstoke Cycling Association at bikerevelstoke.org
2. Come trail karma by donating at trailkarma.com/karma
3. Buy a membership at bikerevelstoke.org/membership
4. Join a volunteer dig day. Learn more on our website!

@bikerevelstoke | bikerevelstoke.org

TANTRUM RIDE COMPANY

Don't let your dreams be dreams. Tantrum Ride Co. is an independent bicycle store in the heart of downtown. We aim to be a welcoming place for friendly advice and top-quality cycling products, including bikes from Trek, Specialized and others. We are also a full-service repair and parts shop. Come like you for a ride.

206 First St W | +1.250.837.5079 | tantrumride.com

FLOWY BIKES & SKIS

It's all about the ride. We absolutely love to ride bikes! That's why we do all we can to help you hit the trails and find the perfect riding experience. We're here to help - whether you need a new bike, expert mechanical service, or the latest trail info. Looking for a specialty part or repair? Want to do a new ride? We have you covered.

700 Victoria Rd | +1.250.837.4044 | flowbikes.com

REVELSTOKE MOUNTAIN RESORT

4000 Canyon Blvd | 2nd Floor | 2nd Floor
 (Just across the street from the Revelstoke Mountain Resort. Whether you're looking to tackle the side-hill-friendly network at Macpherson or Boulder Mountain, or the downhill trails at the Bike Park, we've got you covered!)

2950 Connors Road | +1.866.372.4754 | revelstokemountainresort.com

WANDERING WHEELS

Revelstoke's premier bicycle experience. Ride the best trails in BC with our professional local alpine bike guides. We offer guided night trips and day tours, full-day and a bike tour, lessons and clinics, and shuttle services. We are Revelstoke's only forward and certified bike tour company and our guides are skilled, knowledgeable, and fun. We welcome all ages and abilities - let's ride!

+1.250.814.7601 | wanderingwheels.ca

REVELSTOKE MOUNTAIN RESORT
 WANDERING WHEELS

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REVELSTOKE.

EXPERIENCE GUIDE

BRITISH COLUMBIA, CANADA

REVELSTOKE IS LOCATED IN THE TERRITORY OF THE SHINIX, THE SECWEPENC, THE SYLX AND THE KUTVANA PEOPLES.

SEEREVELSTOKE.COM @REVELSTOKE #THEREALSTOKE



HELI & CAT SKIING.

THE BEST CAT AND HELI SKIING DESTINATION ON THE PLANET.

With two major mountain ranges, a variety of different microclimates and every kind of terrain you can imagine, Revelstoke is the world's mechanized backcountry skiing capital.

Four heli ski companies and three cat ski operations are based out of Revelstoke, with countless other options nearby. You'll have endless powder options when visiting. Make sure you're prepared for an epic ski adventure. Book one day, multi-day, or multi-night trips based out of a number of backcountry lodges or right from town. Go solo and make friends, or bring a group of your own. If you're not sure whether your skis or snowboard are fat enough, feel not, most tours come with powder-specific weapons. Be sure to book early - it's a popular pastime!

SELKIRK RANGERS HELI SKIING
 Skiing above expectations. The world in Revelstoke is the stuff of legends. With over 40 years in the game, you can trust us to fly you to the best of it. With access to over 500,000 acres of untouched wilderness, let us show you the ultimate powder playground.

2100 Oak Drive | +1.800.663.7080 | selkirk-rangers.com

CMH HELI-SKIING & SUMMER ADVENTURES - Massive vert, bottomless snow and huge terrain. See you there.
 112 First Street East | +1.800.663.6252 | cmh-heli.com

EAGLE PASS HELI-SKIING - Small groups. BIG difference. Deep in the Monashees.
 Revelstoke, BC | +1.877.929.3337 | eaglepasshisking.com

MICA HELI-SKIING - Experience the magic.
 207 Macdonald Ave | +1.877.837.9391 | micaheli.com

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THE BEST STORIES START WITH A HELI.

There is nothing like Heli Skiing. The snow is deeper, the views are bigger, and the victory is sweeter. From the second you step off the heli to the huge and high-fives at the bottom.

CALL US AT 1-800-461-9252 AND OPEN THE DOOR TO A LIFETIME OF ADVENTURE.

CMH-HELI.COM | @CMHHELI

CMH HELI-SKIING

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REVELSTOKE.

EXPERIENCE GUIDE

BRITISH COLUMBIA, CANADA

REVELSTOKE IS LOCATED IN THE TERRITORY OF THE SHINIX, THE SECWEPENC, THE SYLX AND THE KUTVANA PEOPLES.

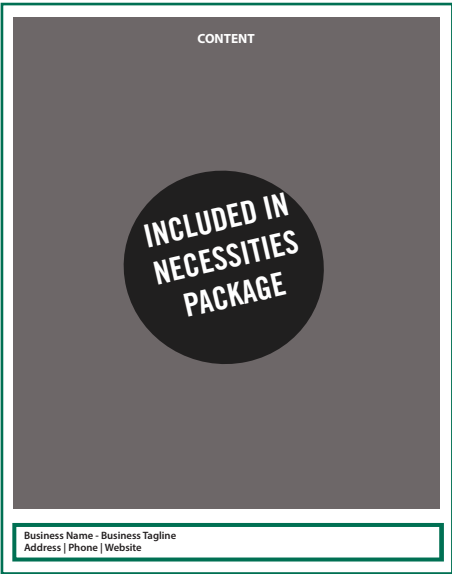
SEEREVELSTOKE.COM @REVELSTOKE #THEREALSTOKE

REVELSTOKE EXPERIENCE GUIDE.

Ad space booking deadline is **July 15, 2023** for renewals, and **August 5, 2023** for new purchases.

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

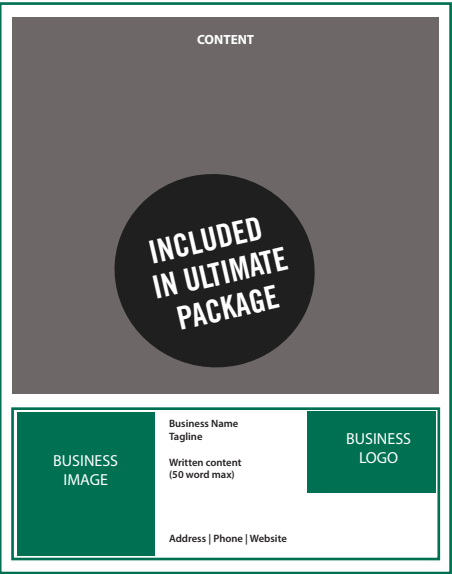
The digital version of the 2023 Experience Guide can be found in the footer at SeeRevelstoke.com



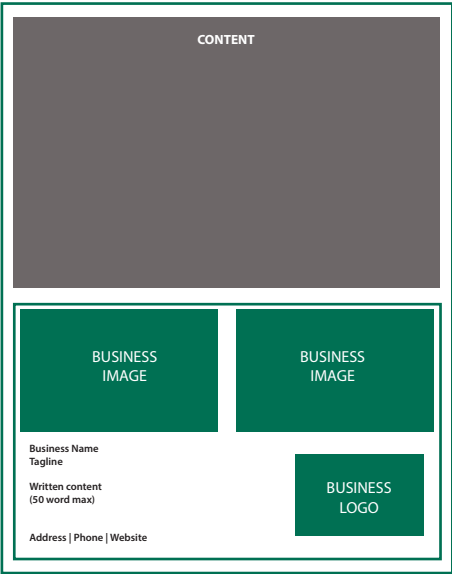
Basic Listing (Matrix or main guide)
MEMBER: \$200
NON-MEMBER: \$249
PLEASE PROVIDE: Tagline, address, phone, website.
7.65" x 0.52"



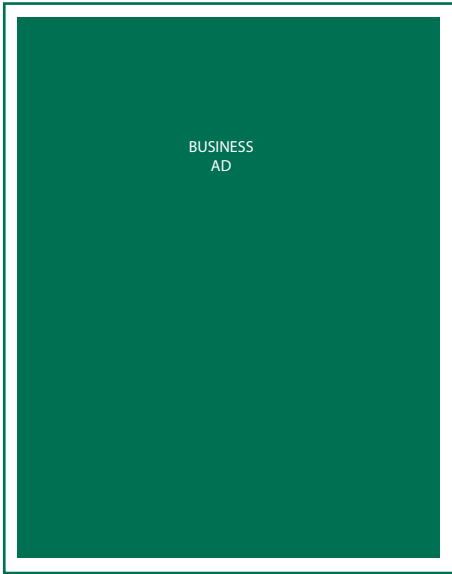
1/6 Page Ad
MEMBER: \$676
NON-MEMBER: \$845
PLEASE PROVIDE: Tagline, description, logo and 1 photo. Ask about our photo database.
7.65" x 1.61"



1/3 Page Ad
MEMBER: \$1065
NON-MEMBER: \$1331
PLEASE PROVIDE: Tagline, description, logo and 1 photo. Ask about our photo database.
7.65" x 3"



1/2 Page Ad
MEMBER: \$1705
NON-MEMBER: \$2132
PLEASE PROVIDE: Tagline, description, logo and 2 photos. Ask about our photo database.
7.65" x 4.75"



Full Page Ad
MEMBER: \$3204
NON-MEMBER: \$4005
Business supplies complete artwork.
7.25" x 9.75" - No bleed.

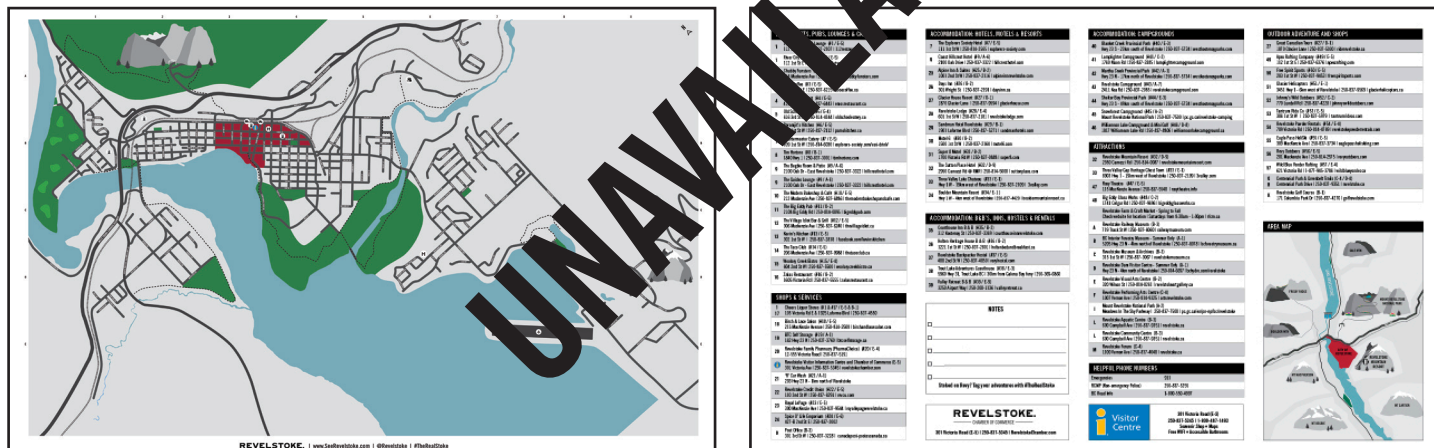
REVELSTOKE CITY MAP.

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.

Basic Listing (on the back of map, with locator button on the front)

MEMBER: \$138

NON-MEMBER: \$172



PACKAGE OPTIONS

The Necessities Package

The title says it, this covers your basic needs

- Basic/matrix listing in 2023 Revelstoke Experience Guide
- Visitor Centre Digital Advertising - One season display

\$376 **SAVE \$45**
MEMBER: **\$305** **SAVE \$116**

The All-In-One Package

All you need, all around! Your necessities and more.

- 1/6 page listing in 2023 Revelstoke Experience Guide
- Racking: Ferry Year-round
- Racking: Roaming

\$1205 **SAVE \$136**
MEMBER: **\$965** **SAVE \$376**

The Ultimate Package

The title says it all!

- Everything in the All-In-One Package with the following upgrades:
- 1/3 page listing in 2023 Revelstoke Experience Guide
- Visitor Centre Digital Advertising - Year-round

\$1901 **SAVE \$212**
MEMBER: **\$1522** **SAVE \$591**



Photo: Tourism Revelstoke

VISITOR INFORMATION CENTRE.

Promote your activity to over 60,000 visitors annually!

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

Summer: May to October

Winter: November to April

DIGITAL ADVERTISING

MEMBER: \$138 - One season
\$229 - Year-round

NON-MEMBER: \$172 - One season
\$286 - Year-round



WINDOW ADVERTISEMENT

SEASONAL

\$425 to \$475 - Renewal

\$540 to \$590 - New (Includes printing costs)

Size variation dictates price

YEAR-ROUND

\$810 to \$890 - Renewal

\$930 to \$1012 - New (Includes printing costs)

Size variation dictates price

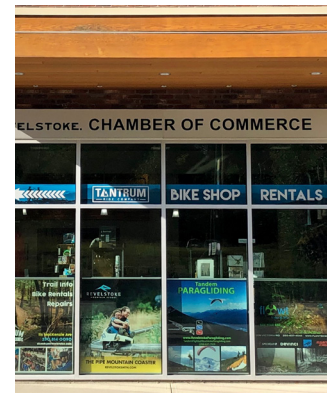
MEMBER:

\$340 to \$380 - Renewal

\$435 to \$475 - New (Includes printing costs)

\$649 to \$715 - Renewal

\$744 to \$810 - New (Includes printing costs)



ACTIVITY DESK MAGNET

SEASONAL

\$170 - Renewal

\$287 - New (Includes printing costs)

YEAR-ROUND

\$280 - Renewal

\$395 - New (Includes printing costs)

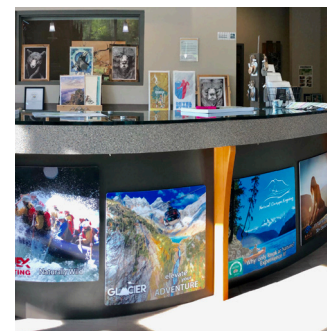
MEMBER:

\$137 - Renewal

\$230 - New (Includes printing costs)

\$225 - Renewal

\$318 - New (Includes printing costs)



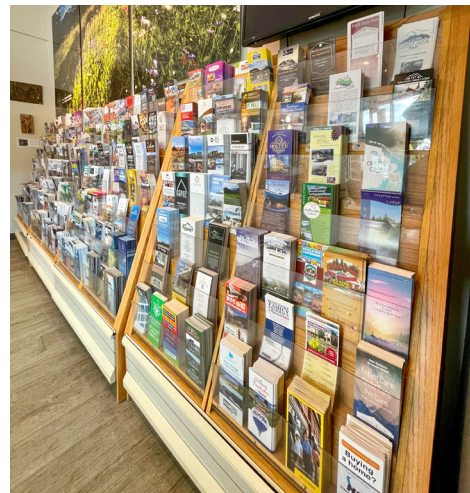
BROCHURE RACKING.

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

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

MEMBER: Free

NON-MEMBER: \$138 / year



ROAMING VAN RACKING.

Showcase your business to the thousands of travellers in roaming servicing areas including Mount Revelstoke National Park and at our tent kiosk. 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 and other roaming activities operate from June to September on a regular basis. Space is limited.

MEMBER: \$168

NON-MEMBER: \$210

INCLUDED IN
ALL-IN-ONE
& ULTIMATE
PACKAGE



FERRY RACKING.

Showcase your business to the thousands of travellers on the Upper Arrow Lake Ferry each year. We installed brand new racks in 2021. 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.

Summer Racking (June - September)

Winter Racking (December - March)

MEMBER: \$136 - Winter season

\$168 - Summer season

\$229 - Year-Round

NON-MEMBER: \$170 - Winter season

\$210 - Summer season

\$286 - Year-Round

INCLUDED IN
ALL-IN-ONE
& ULTIMATE
PACKAGE



2024 MEMBER 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 **July 15, 2023**, or their space will be allocated to the first business on the waitlist. The deadline to sign up for new initiatives is **August 5, 2023**.

Businesses cannot sign up for programs if they have outstanding invoices. The price list below is member pricing only. Members will get priority where space is limited.

THE NECESSITIES PACKAGE

Member: \$305 - Save \$116

Non-member: \$376 - Save \$45

- Basic/matrix listing in 2023 Revelstoke Experience Guide
- Visitor Centre Digital Advertising - One season

THE ALL-IN-ONE PACKAGE

Member: \$965 - Save \$376

Non-member: \$1205 - Save \$136

- 1/6 page listing in 2023 Revelstoke Experience Guide
- Racking Ferry - Year-round
- Racking Roaming

THE ULTIMATE PACKAGE

Member: \$1522 - Save \$591

Non-member: \$1901 - Save \$212

- All-In-One package with upgrades:
- 1/3 page listing in 2023 Revelstoke Experience Guide
- Visitor Centre Digital Advertising - Year-round

EXPERIENCE GUIDE

\$200 - \$249

Basic listing

\$650 - \$845

1/6 Page Advertisement

\$1065 - \$1331

1/3 Page Advertisement

\$1705 - \$2132

1/2 Page Advertisement

\$3204 - \$4005

Full Page Advertisement

CITY MAP- UNAVAILABLE

\$138 - \$172

Basic listing

VISITOR CENTRE ADVERTISING

\$137 - \$280

Magnet renewal

\$230 - \$395

Magnet new

\$340 - \$890

Window renewal

\$435 - \$1012

Window new

\$138 - \$172

Digital One season

\$229 - \$286

Digital Year-round

FERRY AND ROAMING RACKING

\$136 - \$170

Winter season (ferry only)

\$168 - \$210

Summer season

\$229 - \$286

Year-round (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 the 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.

Layla Rundle | visitor.exp@revelstokechamber.com | (250) 837-5345 ext.103