



Get **RESULTS**
with the



*Tourism Marketing
in the Region!*

OUR EXPERIENCED TEAM OFFERS:

**Tourism
Marketing
&
Development**

**Digital
Marketing**
Web, Social Media,
Videos, Blogs,
TV, Radio, Billboards

**Most
Comprehensive
Events Calendar
&
Tourism Directory**

**Industry Hub,
Training
Workshops
and Events**

**Join Our Social
Community**

@GoEastofEdmonton



**Ask about
Funding,
& Support
Programs**

As a Destination Marketing Organization (DMO), we work with Travel Alberta, Explore Edmonton and many other Organizations & Communities to help Grow Tourism!

1-888-632-8755 | info@goeastofedmonton.com



is #1

We have the Numbers to get you the BEST results!

Current Annual Reach and Benefits - based on the results in 2024.

Leads to Partners

- **1000+** referrals from phone calls, emails and messaging
- **30,000+** click thrus from the Website to partners pages
- **200,000+** Facebook, Instagram, Twitter, E-News, engagements on content. (Clicks, comments, and shares creates leads to partners).
- **200,000+** Google, Youtube (Clicks and interactions on ad content, creates leads to partners).



Travel Guide in Print & Online



It's the #1 most popular travel guide in the region and at Visitor Centres!



Regional Tourism Website



The #1 highest traffic and most comprehensive tourism website in the region.

Year Round Ad Campaigns

- **Google, Facebook & Instagram Ads** - Reached over **5 Million** ad impressions annually!
- **Roadtrip Adventure Game Ads** reached over **100,000** views
- **Roadtrip Video Ads** reached over **100,000** views
- **Billboard Ads** seen **100,000** times all over the Edmonton area
- **Radio Ads** on **7 Stations** (Edmonton & East area)

Total Users

of Go East Website, Travel Guide, and Social Media

500,000+ people annually!!!

Print Guide

- **65,000** copies printed
- 160 pages in 2024
- 200,000+ readership
- 1 Million+ pageviews

Online Guide

- **200,000+** pageviews annually

Website

- **550,000+** pageviews
- 250,000+ users, 330,000+ sessions
- 2000+ webpages of Content

Social Media & E-News



- **55,000+** combined followers
- Reaching **1.5 Million+** people annually

2025 Go East of Edmonton Travel Guide Advertising Packages



65,000 printed copies:

released April 2025

250,000+ readership

Over 2 Million pageviews
online Guide

over 200,000 pageviews

Features:

Roadtripping, Events & Attractions,
Camping, Fishing, Golfing,
Shopping and Dining

Distributed Strategically

- Over 1000 locations in Northeast, East Central Alberta, Edmonton Region
- Exclusive Magazine Rack Program in Edmonton, Red Deer, Calgary
- Consumer Tradeshows and Events
- Visitor Centres across Alberta & AMA Travel
- RV Dealers, Major Retailers and Tourism Related Businesses
- Military Base Centres in Alberta

The Value of your Ad Package is **DOUBLE** what your Annual Cost is!

Digital Online Rates as low as \$200/yr

Display Advertising Package Rates as low as \$425/yr

*"It's the best Travel Guide out there!"
"Perfect for planning roadtrips!"
See more testimonials online!*

We offer LOW Rates as our Team is committed to growing rural tourism!

A FULL YEAR of Advertising Support to grow your business!

Ad Packages Include:

Travel Guide Ad, Online Guide Ad

- Editorial Mentions
- Link

+

Year Round Referral & Support

- Referrals from and Inquiries on Ads
- Updates on Grants and Tourism & Government Programs

Social Media Promotion

- Featured Posts
- Likes, Shares about your Business



Website Advertising

- Featured Webpage, Links
- 5 or more Box Ads
- Editorial Listings

+

Bonus Digital Advertising

- Blog Article Campaigns Promoting Your Business
- Radio Promotion on Country 106.ca & other Radio Stations

We reach over 500,000 people annually!

Help Us Help You!



@GoEastofEdmonton
#goeastofedmonton

Tag - Message - Call or Email Us

your events or promotions, deals, contests, and we can promote it for you!

Contact Kevin or Jolene for more details



**Email: info@goeastofedmonton.com
Phone: 1-888-632-8755 or 780-632-6191**