



#1 Trusted Brand and Proven Tourism Marketing



Current Annual Reach and Benefits - based on the results in 2026.

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, TikTok, 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).

Google



Google Organic Search

The Go East of Edmonton website appeared over **10 Million** times (impressions) from google searches in the past year, resulting in over **200,000 clicks** to partners pages and content on GoEastofEdmonton.com

Year Round Ad Campaigns

- **Google, Facebook & Instagram Ads** - Reached over **5 Million** ad impressions annually!
- **Roadtrip Adventure Game Ads** reached over **100,000** views
- **Weekly Radio Ads with Vista (106.5 The Ranch) + Stingray**

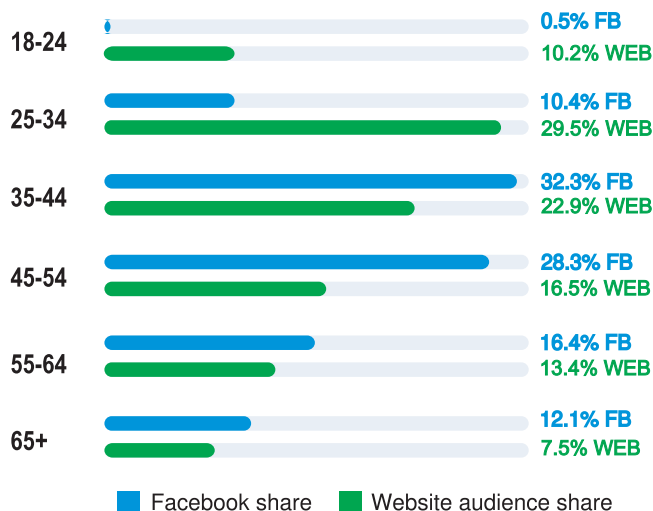


Total Users

of Go East Website, Travel Guide, and Social Media

500,000+ people annually!!!

Age Profile: Meta & Website



#1 Travel Guide

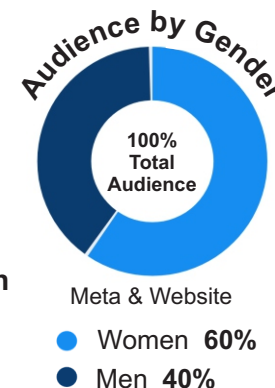
- **60,000** copies printed
- **2027 = 29th Annual Publication**
- 200,000+ readership
- 2 Million+ pageviews
- **Online Guide**
- **200,000+** pageviews annually

#1 Regional Website

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

Top 10 Website Locations:

1. **EDMONTON** (65% on Meta)
2. Calgary
3. Sherwood Park
4. Vancouver
5. Camrose
6. Lloydminster
7. St. Albert
8. Fort Saskatchewan
9. Medicine Hat
10. Lacombe



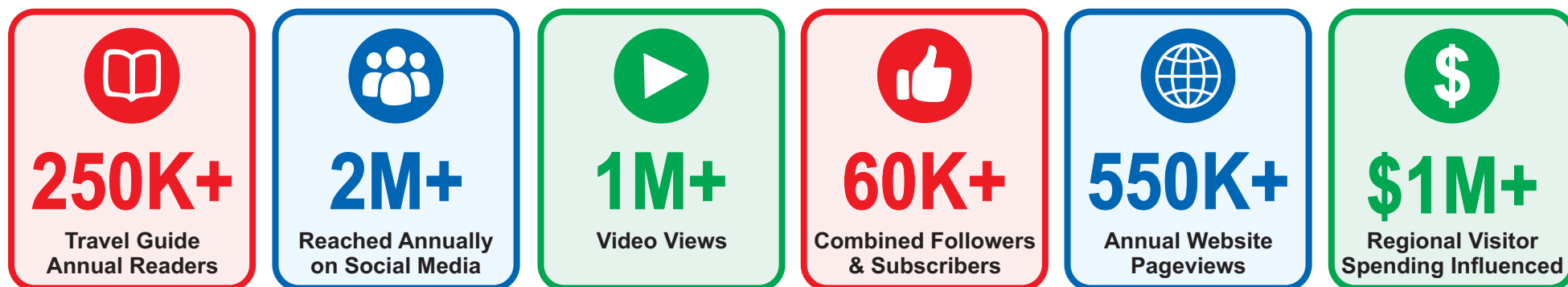
1-888-632-8755

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**PUT THE POWER OF
GO EAST TO WORK FOR YOU!**

Get results with the #1 Tourism Marketing in the Region!



PROVEN TOURISM MARKETING, ALL IN ONE PLACE



Tourism
Strategy



Most
Experienced
Tourism Team



Digital
Campaigns



Roadtrip
Adventure
Game



#1 Events Calendar
& Tourism
Directory



Training &
Workshops



Resources
& Support



Put Go East of Edmonton to work for your business or community.

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

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