

Recap of Upcoming Events from May Summit

May

Busy Long Weekend ahead (17th to 20th May)

- **Arrival times buses:** Expect larger groups arriving between 4 pm and 6 pm.
- **Dinner Plans:** Visitors with meal plans will dine between 6 pm and 7 Pm.
 - o Please refer to the May – Tour Bus Schedule
- **Departures:** Buses typically leave between 7 am and 9 am.
 - o **Breakfast Rush:** Anticipate higher breakfast demand over the long weekend.

*Note: The Soccer Tournament over the May long weekend, **taking place in Kamloops**, has no meal plans.*

June

Weekly Highlights

- **Sunday Brunch Series:** Enjoy a delightful brunch every Sunday (start June 16th)
- **Sunday Market:** Explore the local market every Sunday (start June 9th)

Sun Peaks Awakening

As we transition from winter, we're entering our "Sun Peaks Awakening" month. We invite you to share ideas to ensure a successful start to the season.

Key Dates to Remember

- **Foam Fest (June 7-9) & Unity Electronic Music Fest (June 6-7)**
 - o Attendance: Expecting 3,500 – 5,000 visitors (current attendance 3841)
 - o Community Engagement: Encourage festival- goes to explore our village.
 - Food and drink specials
 - Welcome participants
 - Adjusted opening hours
 - o Promo CODE: Use code **TOURISM SUNPEAKS** to reduce the rate of 1 entry ticket type by 25%
- **Opening Weekend + 25 Years of Bike Park**
 - o Village Theme: 99's themes for food, drinks, and music.
 - Staff dressed in 99's theme
 - Potential adjustment of pricing to 1999 prices
 - o Retail Specials: Offer 90's – themed merchandise and special deals
 - o Accommodation Specials: Accommodation packages with pricing inspired by the 90's, such as room rates and/or family packages at discounted rates.
 - o Community unity: Use this opportunity to stay united and celebrate together.

July

Canada Day Family Fest (June 28 – July 1)

- **Diversity Celebration:** Embrace our community's diversity with ethnic food specials and brunch specials.
- **Family Fun Activities:** Family-Friendly activities, e.g. face painting
- **Entertainment:** Free music performances will be held at the Village & Clocktower stage on Saturday and Monday

Celebrating diversity helps forge a stronger, more inclusive community

First Friday (July 5)

- **Entertainment:** Enjoy roving circus performers, live music, and night market
 - o Adjusted Hours: Consider adjusting opening times
 - o Special Menu: Include a food special and/or drink special

Sun Peaks Speed Week (July 12-14)

- Village theme: Speed & motorsport related themes throughout the village
- Special Menus: Consider creating motorsport related themed drinks & food items
- Accommodation Specials for attendees & visitors

Your Ideas Needed

We value your input! Please share any ideas or suggestions to help make these events successful and enjoyable for everyone.