

Recap of Upcoming Events & Highlights from August 2025 Summit

The August Summit Social topics included feedback of the Endless Summer festival, updates for Alpenglow festival, plans for Paws in the Peaks, Coffee Chats with Rina, and update of Tour Bus actual number process. Participants emphasized collaboration, guest feedback, and new opportunities to strengthen the tourism culture.

Feedback on Past Events and Economic Activity

- **Endless Summer** drew approximately 400 attendees per night, with strong feedback from both guests and performers. Artists expressed interest in returning, highlighting potential for future growth.
- Walking tours welcomed 1,500+ participants this season, with a diverse international mix of visitors.
- Retro Weekend delivered strong engagement with family-friendly entertainment.

Emerging Opportunities and Community Collaboration

- Lakeside Heffley Hideaway has been revitalized into a bistro and events area, featuring five cabins, 14 campgrounds, and renovated wash houses, drawing mountain bikers, golfers, and locals during shoulder seasons.
- Director Rina Coffee Chats launch [September 17](#) at Vertical Café to strengthen resident engagement.
- Key Communications introduced as a PR partner to support businesses in building media-friendly storylines. a PR 101 session will be offered to help members leverage publicity opportunities. More information to follow by Colin Brost.
- Stakeholders encouraged to explore ways to share staffing resources for events, ensuring restaurants and businesses benefit from visitor traffic.
- Proposal for a multi-year Kamloops Storm Hockey Festival in November would bring regular season games to Sun Peaks and create new off-season opportunities for local businesses.
- We invite all stakeholders to join us for a **special roundtable in mid-September** in place of our next Summit Social. This session will focus on upcoming events and food & beverage initiatives, providing an open space for collaboration, feedback, and new ideas. More details, including date and location, will be shared next week.

Guest Experience Initiatives

- Guest satisfaction surveys launching on **Sun Star Shuttles** through QR codes to capture real-time visitor feedback.

Summer Event Lineup:

Alpenglow Arts Festival – September 5 to 7

We're excited to invite you to celebrate creativity in the mountains at the Alpenglow Arts Festival. This year's program blends live performances, hands-on workshops, and immersive art experiences, capped off with a headline show by world-renowned guitarist Jesse Cook.

🌟 *Stakeholder Invitation – Meet the Artists VIP Reception*

Join us on Friday, September 5, from 6:00–8:00 pm at Sun Peaks Centre for a special evening of wine, appetizers, and live music from jazz vocalist Kait Shane. This is a free reception exclusively for our community and stakeholders, offering a chance to connect with the festival's incredible painters, photographers, and sculptors.

<https://www.showpass.com/checkout/purchase/link/266e39ff/>

CREATE! Arts & Craft Festival – September 5 to 7

The CREATE! Arts & Craft Festival brings a weekend of creativity to Sun Peaks. Guests can enjoy artisan markets, interactive workshops, and live demonstrations from local and visiting artists. With family-friendly activities, music, and unique shopping, the village becomes a hub of art and culture. It's a fun and inspiring way to experience the arts in the mountains.

Paws on the Peaks – September 13–15

Paws on the Peaks returns with a lively lineup of dog-friendly activities, including a parade, pet photo sessions, RCMP participation, and the playful "Pups for Mayor" contest. Local nonprofits and partners will join to build an engaging, community-driven weekend.

🐾 *Sign Up for the Dog Parade!*

We're inviting community members and visitors to join the parade with their pups and show off their best costumes, tricks, and tail wags. It's a great way to celebrate our four-legged friends while being part of an engaging, community-driven weekend.

<https://www.showpass.com/pawsinthepeaks2025/>