

## **Recap of Upcoming Events & Highlights from November 2025 Summit**

The final Summit Social of the 2025 season brought the community together for a look at the winter ahead and early spring programming. We highlighted the expanded Savour events, the Holiday Kick-off weekend, and new ways for businesses to collaborate through social content and village activations. We also revealed an early preview of the AltiTunes electronic music festival coming to Sun Peaks April 3+4. With strong participation and constructive discussion, the session reinforced momentum as we transition into winter. We appreciate everyone who joined and continue to support these conversations.

### **Savour Events Overview**

The [Savor passport program](#) will run for the entire month of March, creating a stronger draw for visitors and more opportunities for businesses to participate. This year's expanded lineup features visiting chefs, signature culinary experiences, and the return of the Epicurean event, all designed to drive exploration throughout the village and support business partners across the community. The updated Savor passport aligns with this month-long approach, offering digital stamp tracking, improved distribution through hotels and storefronts, and new incentives for top collectors. Businesses interested in taking part are encouraged to reach out to [theresa@sunpeakstourism.com](mailto:theresa@sunpeakstourism.com) so we can align opportunities, with participation commitments requested by **December 5**. Together, these elements strengthen March activation and help connect guests with the full range of local offerings during a traditionally quieter period.

### **[Holiday Kick-off](#) and Lighting Projects**

We shared details on the holiday kick-off event taking place December 12 to 14, featuring a tree light up celebration, artisan market, public skating, and a range of family friendly activities. Also, we teased out an expanded winter lighting project designed to brighten the village from Burfield to Morrissey with new LED installations and additional trees with more information to come. New this season, is a festive installation on the village stage that will provide a photo booth opportunity for people to take photos and provide additional holiday atmosphere throughout the busy season.

### **Social Media and Business Collaborations**

Our social content initiatives continue to grow, and we encouraged businesses to participate in collaborative reels, business spotlights, and seasonal features. This work helps share the Sun Peaks story through an authentic, community driven lens and strengthens visibility across our platforms. Businesses interested in being featured or collaborating on content are encouraged to reach out to [lkay@sunpeakstourism.com](mailto:lkay@sunpeakstourism.com) so we can align opportunities throughout the winter season.

### **Après Bells Initiative**

We shared an update on the Après Bells initiative, which continues to grow as a signature daily tradition in the village. Each afternoon at 3:00 pm, we are encouraging a synchronized bell ring, inviting businesses to step outside, ring their bells, and bring a burst of energy to the stroll for guests and staff. We especially encourage participation from our Après Bells partner locations, with bells visible at entrances and incorporated into the guest experience. New this season, Ilkay will be doing a Friday Après Bells tour, visiting establishments along a planned “flight path” down the mountain to help keep the bell stoke alive, capture social content, and support on site engagement.

### **Community Engagement and Winter Campaign**

We highlighted the upcoming [Community Engagement Session](#) on Tuesday December 2, which has now reached full capacity. This session will be the first reveal of the new winter campaign with SPR, a campaign built around bringing back the pure joy of the ski vacation. We also shared details about the Netflix premiere of [My Secret Santa on December 14](#). Doors open at 4 pm and the screening begins at 5 pm, with complimentary popcorn and beverages. Pre registration is required, as space is capped at 300. This event offers a fun opportunity for the community to come together and celebrate Sun Peaks’ involvement in the production.

### **AltiTunes Festival Announcement**

We introduced the AltiTunes electronic music festival arriving in Sun Peaks this April 3+4, taking place over Easter weekend and supported by international artists. Attendance is projected to reach an estimated 3,000 festival goers, bringing a valuable boost to late season visitation and expanding Sun Peaks’ reach with new audiences. Public Announcement will be December 1, and line up details are expected to be confirmed December 15. As we prepare for this influx, we encourage all businesses and accommodators to review their hours of operation, staffing plans, and service levels for that weekend. With the village operating at peak activity, collective readiness will help ensure a strong guest experience and support a successful festival launch.