

Recap of Upcoming Events & Highlights from March 2026 Summit

This first Summit Social of 2026 brought stakeholders together to discuss the realities of the current winter season, operational challenges faced by businesses, and opportunities to strengthen Sun Peaks as a multi season destination. The discussion included feedback on current winter season, TSP membership fee increase, 5 Year MRDT Plan renewal, Savour Culinary Festival, AltiTunes Music Festival, and new ideas to support local businesses through workshops.

25/26 Winter Season Feedback

Stakeholders shared feedback about the winter season and the impact of weather conditions on visitor behaviour and business activity. While inconsistent snow conditions created some challenges for lift operations, many businesses observed that visitors are increasingly seeking alternative experiences beyond skiing during their stay.

This highlighted the importance of strong communication and collaboration across the village to ensure guests are aware of the full range of activities available. Indoor wellness services, dog sled/ snowmobiling tours, retail experiences, dining, and other non skiing offerings saw positive engagement when conditions were less ideal, reinforcing the opportunity to better inform guests about these options.

Stakeholders noted that working together to promote village wide experiences and clearly communicate available activities can help maintain a positive guest experience, even when mountain conditions are unpredictable.

Tourism Sun Peaks Membership Fee Discussion

Tourism Sun Peaks revisited the previously announced 4 % membership fee increase and opened the floor for stakeholder feedback and discussion.

Stakeholders shared questions and perspectives regarding the increase and the services supported by membership contributions, including the village shuttle program. It was confirmed that the shuttle will continue to operate at full-service levels.

Stakeholders also noted that residents and homeowners may have questions about the change. Tourism Sun Peaks with Residential Director Rina E. Jeyakumar will be hosting a Residential Coffee Chat on March 26 to provide an opportunity for the community to ask questions and learn more about the reasoning behind the increase.

During the discussion, some participants suggested that implementing smaller, more regular adjustments in the future could help avoid larger increases after longer periods without changes.

5 Year MRDT Plan (2027–2031) Renewal and Community Planning

The conversation expanded into broader topics related to infrastructure and long term destination planning.

Stakeholders discussed the importance of continued investment in community amenities and visitor infrastructure to keep Sun Peaks competitive with other mountain destinations. Comparisons were made to other resorts experiencing reductions in Mountain Resort Development funding, highlighting the need for strong local planning and collaboration.

This discussion was largely framed around the Tourism Sun Peaks 5 Year MRDT Plan (2027-2031), which outlines priority investments and strategic initiatives for the destination. We encourage stakeholders to review the document included in this email to better understand the direction and planned use of MRDT funding over the coming years, and to send any feedback or questions to Naomi Kerchinsky: naomi@sunpeakstourism.com

Affordable Housing

Affordable housing also surfaced as an ongoing priority for the community. Updates were shared on current and potential projects that may help support workforce housing options, with further initiatives expected to begin in early 2027 in collaboration with the Sun Peaks Housing Authority. There was also interest in strengthening relationships and collaboration with First Nations communities as part of future infrastructure and development planning.

Savour Culinary Festival Discussion and Feedback

We opened a discussion around the Savour Festival and the role of visiting celebrity chefs, which continues to be seen as an opportunity to highlight participating restaurants and bring additional economic impact directly into the hosting establishments.

During the discussion it was noted that, this year, no restaurant kitchens were available to host a visiting chef. An alternative option was explored where local chefs could collaborate with celebrity chefs at SPC, however several restaurants mentioned that staffing limitations made it difficult to release one of their chefs to participate.

Stakeholders also noted that communication about participation was shared in early January, which can be a challenging time to adjust schedules. Earlier planning timelines may help businesses better assess their ability to participate in the future.

The timing of Savour during spring break was also discussed, particularly whether the event aligns well with occupancy levels in the resort. The general feedback from the group was that spring break is a good time to host the festival, as it helps attract families and creates additional activity in the village.

Overall, there was interest in continuing to grow the festival together while ensuring the format works operationally for participating businesses.

Savour Culinary Festival – Industry After Party

As part of the Savour Festival programming, all stakeholders will have access to a \$15 industry rate for the [Epicurean After Party with Retro Speakeasy Lounge](#).

This initiative is intended to give hospitality staff and business teams an opportunity to join the celebration after their shifts and experience the festival atmosphere alongside visiting chefs and industry colleagues.

Stakeholders who would like to access the code are encouraged to reach out to shayna@sunpeakstourism.com and can then share this directly with their staff.

AltiTunes Music Festival Updates

An update was shared on planning for the upcoming AltiTunes festival, along with several operational questions related to visitor flow and food service during the event. Weekend GA passes are now sold out, reflecting strong interest and anticipated attendance.

Due to the anticipated visitor volume, current planning includes up to five food trucks, which would be located at the top of the plaza to help manage guest flow and provide additional dining options. Further details will be confirmed as planning progresses.

Business Workshops and Education Opportunities

Tourism Sun Peaks is planning a series of business focused workshops designed to support local operators and provide practical tools for marketing and growth. Proposed workshop topics include:

- Google My Business optimization
- Grant research and funding opportunities
- Expedia and Vrbo platform optimization
- Marketing / Social Media 101

Workshops are being planned for mid-May. Please indicate your interest by emailing ilkay@sunpeakstourism.com. Further details and registration information will be shared once the schedule is finalized.

Exploring Food Delivery Opportunities

The idea of introducing a local food delivery service in Sun Peaks was also discussed.

This concept would provide guests with additional dining options similar to services such as Uber Eats, particularly during busy evenings when restaurant reservations are limited.

Tourism Sun Peaks shared that exploratory conversations have already taken place with potential delivery partners. Stakeholders noted that consistent year-round demand would be an important factor in determining whether such a service could operate successfully in the village.

The discussion reinforced the broader goal of continuing to build Sun Peaks as a multi season destination with stable employment and year-round visitation.