



## Recap of Upcoming Events & Highlights from May Summit Social

The May Summit Social focused on strengthening collaboration across the village ahead of the summer season, with discussions centered around guest experience, summer event readiness, operational planning, and new business support tools. A dedicated Food & Beverage conversation also highlighted opportunities to help build a more connected and animated village atmosphere during major event weekends.

### Food & Beverage Discussion

Thank you to everyone who joined the Food & Beverage discussion prior to the May Summit Social. The conversation focused on collaboration, guest experience, and opportunities to build stronger village energy throughout the summer season.

Key discussion points included:

- Creating a more connected and animated village atmosphere during major event weekends
- Opportunities for themed patio activations, live music, signature food and beverage features, and collaborative promotions
- Summer activation ideas including wellness-themed experiences in June and Oktoberfest-inspired programming in September
- Discussion around a potential Bratwurst Competition and collaborative Food & Beverage experiences during September 18–19
- Operational challenges and communication regarding liquor inspector interactions during event weekends
- Improving front-line communication through QR-code-based event information and weekly event updates for staff
- Patio beautification ideas that combine guest information displays with village aesthetics, including planter boxes and signage concepts
- Opportunities to better engage group travel, bachelor and bachelorette weekends, and overnight visitors through collaborative experiences and promotions



## **Summer Event Toolkit Launch**

Tourism Sun Peaks introduced the new [Summer Event Toolkit page](#), created to provide businesses with earlier access to event information, promotional resources, and planning materials.

The centralized toolkit includes:

- A full summer event calendar
- Promotional assets and collateral
- Event timelines and operational information
- Business participation opportunities
- Marketing resources and activation ideas

The goal of the toolkit is to help businesses better prepare for major weekends, align staffing and operations, and participate more effectively in summer programming.

## **Get Event Swag for Your Business**

This summer, Tourism Sun Peaks is excited to introduce a new Summer Events Collateral Program designed to help businesses across Sun Peaks share and promote the incredible lineup of events happening throughout the season.

Available materials include posters, table talkers, window decals, QR codes, stickers, and additional guest-facing promotional materials to help create stronger village-wide awareness and excitement around upcoming events.

We highly encourage all stakeholders to explore the collateral options available and take advantage of these free promotional resources for your business. To be included in the first production order for summer materials, please sign up by the end of May.

## **Community-Led Activation Opportunities**

Businesses were invited to participate in community-led activations during select weekends throughout the summer.

Particular focus was placed on September 18 to 19 leading into Oktoberfest celebrations, with ideas including:



- Bratwurst competitions
- Patio activations
- Village entertainment
- Food and beverage features
- Collaborative community experiences

Tourism Sun Peaks encouraged stakeholders to bring forward ideas and participate in building stronger village-wide engagement during key event weekends.

## [SPCS Production Academy](#)

The [SPCS Production Academy](#) taking place May 29 to 31 was highlighted as an important upcoming event weekend.

## Upcoming TSP Workshops

Several **free** stakeholder workshops were announced for early summer:

- **Google Business Profile Optimization** – May 26 | 12:30pm–1:45pm
- **Marketing & Social Media 101** – June 2 | 12:30pm–1:45pm
- **Grant Research & Funding Opportunities** – June 9 | 12:00pm–1:15pm

These workshops are intended to support businesses with marketing, visibility, and operational development heading into the summer season.

## Walking Tour Program & Hours of Operation

Tourism Sun Peaks emphasized the importance of maintaining updated operational hours online.

The Hours of Operation page continues to be one of the highest-traffic pages related to Sun Peaks across AI search engines and online visitor searches, making it an important source of up-to-date information for guests planning their visit.

Businesses were encouraged to:

- Regularly update hours of operation



- Communicate seasonal schedule changes
- Ensure accurate information is available online

Additional discussion focused on increasing bus tour visitation and independent dining demand. Tourism Sun Peaks shared that:

- May 2025 saw approximately 2,097 tour guests without meal plans
- May 2026 is projected at approximately 4,286 guests without meal plans

This represents more than double the independent dining demand compared to the previous spring season and highlights the momentum we are continuing to build together as a community.

By creating memorable guest experiences, extending village energy beyond individual events, and continuing to collaborate across businesses, we can help strengthen Sun Peaks as a vibrant year-round destination while continuing to grow visitation throughout the spring and fall months.

Tour groups are primarily arriving between 4:00pm and 8:00pm and departing between 7:00am and 8:00am.

## **Orientation Days & Stakeholder Communication**

Orientation Days for front-line staff were discussed as an important opportunity to improve village-wide communication and guest service throughout the summer season.

Tourism Sun Peaks is offering to attend staff orientation sessions with businesses to help ensure front-line teams are informed about:

- Upcoming events and activations
- Operational hours throughout the village
- Guest recommendations and experiences
- Village programming and activities

Helping staff stay informed creates a stronger and more connected guest experience across Sun Peaks.

Please get in touch with [ilkay@sunpeakstourism.com](mailto:ilkay@sunpeakstourism.com) to learn more or to coordinate an orientation visit with your team.



## Upcoming Summit Social Dates

The following Summit Social dates were announced:

- June 11
- July 7
- August 6
- September 3
- November 12