

Recap: Summit Social | July 16, 2026

Thank you to everyone who joined us for our July Summit Social at Magic Cattle Guard. This month's discussion included Destination BC's Invest in Iconics strategy, Nature's Heartland, feedback from Rockin' in the Peaks, upcoming summer events, Business Community toolkits and village safety updates.

Destination BC, TOTA and Nature's Heartland

As the Destination BC team was unable to attend, we provided a brief overview on their behalf of how tourism organizations work together at the local, regional, provincial and national levels, from Tourism Sun Peaks and the Thompson Okanagan Tourism Association to Destination BC and Destination Canada.

The presentation explored how Sun Peaks connects to Destination BC's Invest in Iconics strategy through Nature's Heartland and the Rainforest to Rockies route. These initiatives help position Sun Peaks within provincial and international tourism campaigns.

We look forward to inviting the Destination BC team to a future Summit Social to share more about these initiatives and what they mean for Sun Peaks and our Business Community.

Rockin' in the Peaks Feedback

The Business Community shared positive feedback about the atmosphere, professional event presentation and overall experience created by Rockin' in the Peaks.

We will send a short follow-up survey requesting:

- Sales data for each event period, compared with the same dates or equivalent period last year, where available
- Notable trends, including visitor traffic, peak times and customer behaviour
- Feedback about how the event impacted individual businesses

This information will help us understand the event's overall impact and support future event planning.

Occupancy and Event Updates

The group discussed occupancy trends, including changes to bus tour activity connected to the 2026 FIFA World Cup. Higher accommodation prices and occupancy levels in Kamloops may also create opportunities for additional visitation to Sun Peaks.

Updates were shared on the Canada Cup DH and Canadian National DH Championships events. Creating a longer event schedule helps encourage participants and spectators to extend their stays.

Speed Week will help animate the village with live music on Friday evening and a showcase of cars along the Village Stroll on Saturday. The event is designed to create a relaxed village experience rather than a traditional judged car show.

Media and Social Media

The team discussed opportunities to identify media story starters focused on what is new in Sun Peaks now and what is coming for winter.

June social media results showed strong engagement from reels, collaborative posts and event-focused content. Cross-promotion with our Business Community continues to help expand the reach of event information and destination stories.

[June 2026 Social Media Report](#)

Heartland Country Festival

An update was shared on promotional activities for the Heartland Country Festival. The boots-on-the-ground team is supporting awareness through outreach and activations at regional events and businesses, including:

- Pritchard Rodeo
- PBR, Red Bird Brewing and Rose Disco in Kelowna
- Overlander Days in Kamloops
- Country Fest in Maple Ridge and Pitt Meadows
- Privato Vineyard and Winery Market

Businesses are encouraged to use the Heartland Country Festival Toolkit, which includes posters, social media graphics, suggested captions and other promotional resources.

Toolkits, Giveaways and Frontline Activations

Business Community toolkits are available or being prepared for the Long Weekend Series, Heartland Country Festival, Retro Concert Weekend, Paws in the Peaks and Alpenglow Arts Festival.

Additional collateral, including window decals, coasters and stickers, will be delivered to participating businesses. Reminder emails will be sent as new resources become available.

The Hometown Heroes Heartland ticket giveaway will run from August 1 to 8. An Alpenglow Arts Festival giveaway is also planned for the week of the event. Frontline activations will generally take place during the week leading up to each featured event.

[Summer Events Business Toolkit 2026](#)

Village and Community Updates

SPR LLP shared an update on the bike dismount initiative. Cyclists are being asked to walk their bikes through the Village Stroll to support a safer environment for pedestrians, families and pets. Additional signage and flags are planned to increase awareness.

Other community updates included upcoming municipal events, the Sun Peaks Alpine Club golf tournament, and the Official Community Plan amendment referral. We will share the referral link as part of the Summit Social follow-up.

[Walking Bikes in the Village Stroll](#)