

Recap of Upcoming Events & Highlights from August Summit

The August Summit Social focused on a strong July performance, updates on the Heartland Country Festival, upcoming summer events, emergency accommodation updates, and opportunities to support and connect our Business Community.

July Occupancy Update

July 2026 marked the **highest July occupancy on record**, reaching **43% occupancy**.

This is especially encouraging as Sun Peaks has more available accommodation inventory than in previous years, demonstrating continued growth in summer visitation.

Business Community Toolkits

The [Paws in the Peaks](#) and [Retro Rock](#) Business Toolkits are now available online, providing businesses with event information, promotional resources, and content to help prepare for and promote these upcoming weekends.

One of the factors contributing to our strong summer performance has been the increased visibility we have created together. By sharing event content, aligning our messaging, and supporting each other's posts across social media, we are creating a stronger and more consistent presence for Sun Peaks online.

Please keep sharing, collaborating, and engaging with each other's content. The more we work together to amplify aligned messaging, the more visibility we can create for the destination and showcase everything Sun Peaks and our community have to offer.

Heartland Country Festival Rescheduling Update

The decision was made collaboratively following conversations with event partners, community and business leadership, emergency services, and the event producers.

The decision was **not driven by low ticket sales**. MRG Live was prepared to proceed with the originally scheduled dates. Instead, the decision was made proactively to reduce

uncertainty for artists, crews, vendors, guests, and our Business Community while helping ensure the best possible event experience.

New dates are tentatively planned, with final artist and scheduling details still being confirmed. We will release the new dates and full details as soon as possible, and an official announcement will follow once everything is finalized.

Despite the rescheduling, local entertainment and village programming are being coordinated to maintain activity in Sun Peaks over the weekend.

The discussion also provided an opportunity to hear feedback from the Business Community about how we can better communicate and prepare together when unexpected circumstances impact major events.

Paws in the Peaks | Aug 15–16, 2026

Paws in the Peaks returns with a full weekend of dog-friendly programming and activities throughout the village.

Highlights include:

- Pup Parade and patio crawl
- Vendor Village
- Mountain Man Adventures working dogs
- Yoga session
- Dog cooling station
- Raffle
- Movie night
- Corgi races following the Pup Parade

Businesses are encouraged to get involved and help create a welcoming, pet-friendly atmosphere throughout the weekend.

Retro Concert Weekend | August 21–23, 2026

Retro Concert Weekend is moving ahead as planned from **August 21 to 23**.

The weekend will feature the Slopeside Show, stage entertainment and additional performances throughout Sun Peaks. Contingency plans are also in place, with

programming able to move indoors to Sun Peaks Centre Stage if weather conditions require it.

Alpenglow | September 18–19, 2026

Alpenglow is confirmed for **September 18 and 19**, with **Jann Arden** set to be part of the event lineup.

The weekend will combine live entertainment with art installations and additional activations, creating another opportunity to bring visitors into Sun Peaks while showcasing local creativity and talent.

Additional lineup and ticketing information will be announced soon.

Evacuee & Emergency Accommodation Update

An update was provided regarding evacuees potentially requiring accommodation in Sun Peaks.

The impact on Sun Peaks has remained minimal, with only a small number of households arriving in the community. ESS and EMCR are working to fill available designated sites before requesting additional hotel accommodation.

Hotels and food and beverage providers will be contacted directly should additional support or room blocks be required.

The discussion also highlighted ongoing work to improve emergency accommodation coordination, including a pilot project designed to help automate and streamline accommodation allocation during future emergency situations.

Chef Ned Bell Comes to Sun Peaks

Chef **Ned Bell** will join the Sun Peaks food and beverage community for a roundtable discussion on **August 17 from 2:00pm to 4:00pm at the Sun Peaks Centre**.

The session will provide an opportunity for food and beverage providers to have an open discussion about industry challenges, opportunities, professional development, and the future of culinary experiences in Sun Peaks.

Learnings from the conversation will also help inform planning for next year's **Savour Culinary Festival**.

Local Provider Updates

We were pleased to hear updates from our business community during the Summit Social.

Sun Star Shuttle shared updates on its services and continued efforts to provide transportation options that make travel to and from Sun Peaks more accessible for guests.

Northwest Voyager shared plans to continue developing educational and therapeutic canoeing experiences while building its online presence and supporting the local community.

Thank you to everyone who joined the conversation, shared feedback, and continues to support events and experiences throughout Sun Peaks.