

September Summit Social Recap | September 2026

Thank you to everyone who joined us for our September Summit Social. We looked back on a challenging but resilient summer, shared event and marketing learnings, and started looking ahead to fall visitation and 2027.

Summer Season | A Resilient Summer

Despite wildfire activity, weather challenges and softer visitor spending across BC, Sun Peaks businesses generally held up well through July and August. **September occupancy is looking strong**, but F&B businesses noted that higher occupancy is not necessarily translating into the same level of spending in restaurants and cafés.

Overall, the Business Community felt Sun Peaks remained resilient through a challenging summer. Tourism Sun Peaks also continues to work with emergency management, climate readiness and ESS to improve coordination during future emergency situations.

Heartland Country Festival | Strong Atmosphere Despite the Change

Following its postponement, Heartland Country Festival returned over Labour Day weekend. Attendance was lower than originally anticipated, but the more intimate venue setup created a great atmosphere, with approximately **\$16,000 in beverage sales over two days**.

A key takeaway for future events is to promote the **full festival experience**, including activities, vendors and activations, not only the headline performers.

Looking Ahead | Earlier Planning for 2027

Planning for 2027 is already underway, with the goal of confirming key event dates much earlier to help businesses plan staffing, accommodation and operations.

ALTITUNES is planned to return for the first weekend of April, while discussions with **MRG Live** could see the summer concert program grow from three to potentially **five event weekends**.



Tourism Sun Peaks is also exploring stronger **Business Community ticket discounts and staff ticket opportunities** as part of future promoter agreements.

Event Marketing | What Worked?

Thank you to everyone who helped promote events this summer through posters, stickers, table talkers, QR codes and online Business Community Toolkits.

Our attendee surveys showed that approximately **80% of attendees received event information online**. At the same time, businesses highlighted the value of Tourism Sun Peaks visiting front-line teams directly. Those face-to-face conversations help staff become informed and excited ambassadors for what is happening in Sun Peaks.

Next step: With summer dates available earlier, we will explore promoting the **2027 summer event calendar to guests visiting this winter**, giving them another reason to return.

Fall Bus Season | Help Guests Know What's Open

Bus tour visitation is expected to continue through approximately the **third week of October**.

Please keep your operating hours updated and make it easy for guests to see when you are open. If your business is closed, consider directing guests to neighbouring businesses that are open.

Guests experience Sun Peaks as one destination. Helping them find their next restaurant, shop or experience benefits the entire Business Community.

New for 2027 | BC Overlander Rally

A new event is being planned for the **first weekend of June 2027**.

The **BC Overlander Rally** is expected to bring:

300+ rigs | 1,100 attendees | 50 vendors | Four days of activities

The event will bring a new adventure and overlanding audience to Sun Peaks before summer lift operations begin, creating opportunities for accommodation, restaurants, retail and other businesses.



Next Summit Social | November 12

 **Thursday, November 12, 2026**

Our next Summit Social will be our season closer. Location, time and RSVP details will be shared soon.

Thank you again to everyone who joined us and shared your feedback. We look forward to seeing you in November!