

PARTNER TOOLKIT

SUN PEAKS WINTER SEASON: NOV 21, 2026 - APR 4, 2027

TOURISM sun peaks

INTRODUCING AT YOUR LEISURE



A mountain holiday should feel like a holiday.

At Your Leisure is our shared winter campaign between Tourism Sun Peaks and Sun Peaks Resort, celebrating the freedom to experience Sun Peaks at your own pace.

From skiing all three mountains to enjoying a long lunch in the sunshine or discovering the village après scene, the campaign showcases the diverse experiences that make Sun Peaks special.

Together, we're bringing this story to life through destination marketing, five signature Peak Moments and memorable guest experiences throughout the winter.

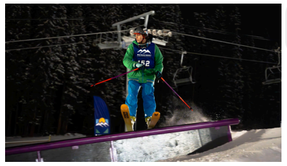
SUN PEAKS

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5 PEAK MOMENTS.
ONE WINTER STORY.

TO BRING OUR SHARED AT YOUR LEISURE CAMPAIGN TO LIFE, TOURISM SUN PEAKS AND SUN PEAKS RESORT ARE HIGHLIGHTING FIVE SIGNATURE #PEAKMOMENTS THROUGH DIGITAL STORYTELLING, GUEST EXPERIENCES AND ON-MOUNTAIN AND VILLAGE ACTIVATIONS.

THESE MOMENTS WILL GUIDE OUR STORYTELLING, SOCIAL CONTENT AND GUEST ACTIVATIONS THROUGHOUT THE WINTER SEASON.

Peak Moment	Campaign Activity	Lead
	**01 - 360° of Skiing** Three mountains, one unforgettable ski experience. Discover the freedom to explore more terrain at your own pace.	SPR
	**02 - Après Through the Village** From the last run to the first après drink, follow the 4pm bell into a village buzzing with food, drinks and atmosphere.	TSP
	**03 - Platter to Platter** A family-friendly evening experience where kids can keep lapping while the village comes alive around them.	SPR
	**04 - The Burfield Chair** Celebrate an iconic Sun Peaks tradition – a 22-minute chairlift ride that's all about slowing down and enjoying the journey.	SPR
	**05- Sun Peaks Sun Club** Bringing a little beach-club energy to the mountains with sunny views, relaxed vibes and a pop-up experience.	TSP

BRINGING
PEAK MOMENTS TO LIFE

ONE SHARED CAMPAIGN. MORE REASONS TO EXPLORE SUN PEAKS.
THROUGH DESTINATION STORYTELLING, INTERACTIVE GUEST ACTIVATIONS AND LOCAL BUSINESS PARTICIPATION, WE'RE BRINGING THE AT YOUR LEISURE CAMPAIGN TO LIFE ACROSS THE MOUNTAIN AND VILLAGE.

EACH PEAK MOMENT HIGHLIGHTS A DIFFERENT PART OF THE SUN PEAKS EXPERIENCE, ENCOURAGING GUESTS TO EXPLORE MORE, CREATE MEMORIES AND DISCOVER WHAT MAKES OUR DESTINATION SPECIAL.

DESTINATION STORYTELLING

GUEST ACTIVATIONS

BUSINESS PARTICIPATION

A CONNECTED WINTER EXPERIENCE

By combining destination storytelling, interactive activations and local business participation, we're creating memorable experiences that encourage guests to explore more of Sun Peaks.

Encourages guests to explore, engage and spend more time throughout Sun Peaks.

01 - 360° of Skiing

Digital campaign showcasing the freedom to ski all three mountains.

02 - Après Through the Village

Après Bells, interactive guest moments and venue participation

03 - Platter to Platter

Family-friendly interactive moments at SPR Village Platter events

04 - The Burfield Chair

Burfield Chair, fun guest interactions

05 - Sun Peaks Sun Club

Spring ski season beach-club pop-ups

WINTER 2026-2027
SEASON OVERVIEW

01

THE DESTINATION

Canada's second-largest ski area, featuring 4,400 acres of skiable terrain across three mountains and a welcoming, ski-in, ski-out alpine village.

02

THE EXPERIENCE

More than just skiing – from Nordic trails and winter adventures to village dining, après, shopping and events, Sun Peaks offers something for every pace and interest.

03

THE OPPORTUNITY

Encourage guests to explore more, stay longer and support local businesses through memorable experiences, seasonal promotions and a connected village-wide atmosphere.



TSP-led



PEAK MOMENT 02

APRÈS THROUGH THE VILLAGE

ONE VILLAGE. ONE APRÈS ATMOSPHERE.

Après Bells returns this winter with a refreshed approach, bringing together local venues, interactive guest experiences and the 4 pm bell to create a connected village-wide après scene.

TSP will help bring the atmosphere to life through activations and promotion, while participating businesses can get involved at a level that works for them – from everyday après specials to hosted entertainment and events.

How to get involved: Feature an après special, host an activity, share campaign content or participate in an activation.

Non-F&B businesses can also get involved by contributing prizes, gift cards or experiences to our Après Bells activations – a great opportunity to showcase your business and connect with new guests.

Access toolkits here

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SEASON HIGHLIGHTS









KEY SPR & TSP WINTER EVENTS

EARLY SEASON

Opening Day - Nov 21

Holiday Kick-Off - Dec 11

Dress Like Santa Day - Dec 17

Skiing with Santa - Dec 20

Sledding with Santa - Dec 22

New Year's Eve Slopeside Celebrations - Dec 31

MID SEASON

Force of Femme - Feb 14

Peak Pride - Feb 26 - 27

LATE SEASON

Spring Snow Fest - Mar 19 - 21

Apres Ski Wine Stroll - Mar 19

Closing Weekend / Wonder Weekend - Apr 2

Altitunes Music Fest - Apr 2 - 3

RECURRING SEASON

Apres Bells Friday (every Friday)

Stoke Series - Dec 11, Jan 11, Feb 12

Rail Jam - Mar 5, Mar 21

TELL US WHAT YOUR WINTER SEASON EVENTS ARE

STRONGER TOGETHER

BY ALIGNING OUR WINTER MARKETING, GUEST ACTIVATIONS AND LOCAL BUSINESS EXPERIENCES, WE CAN:

01 Encourage guests to explore more of the mountain and village.

02 Create more opportunities for visitation, bookings and local spending.

03 Build a stronger, more consistent Sun Peaks story across our marketing channels.

04 Deliver memorable guest experiences that inspire sharing, recommendations and return visits.

WHEN WE WORK TOGETHER, WE STRENGTHEN THE EXPERIENCE OF SUN PEAKS AS A WHOLE



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MAKE PEAK MOMENTS YOUR OWN

BUSINESS TYPE	SIMPLE PARTICIPATION EXAMPLES
Food & Beverage	Après specials, featured menus, shareable dining experiences
Retail	Winter collections, themed displays, giveaways or prizes
Accommodation	Peak Moments itineraries, guest recommendations, packages
Activities & experiences	Highlight unique moments, guest stories and bookable experiences
All businesses	Share content, encourage #peakmoments and promote winter events



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SOCIAL MEDIA BEST PRACTICES



CAPTURE

01

- Focus on people, experiences & atmosphere
- Capture quick vertical photos/videos throughout the day
- Authentic content performs better than overly polished posts

POST

02

- Keep captions short, clear & inviting
- Use simple calls-to-action (“Join us this weekend”)
- Add text overlays to videos for easy viewing without sound

ENGAGE

03

- Use Stories, photos & Reels to highlight experiences, atmosphere & community moments
- Use polls, stickers & questions to encourage interaction
- Repost guest content when visitors tag your business

AMPLIFY

04

- Tag @exploresunpeaksbc
- Use hashtag #peakmoments on relevant posts
- Add location tags for increased visibility
- Use a few relevant hashtags (#sunpeaks #explorebc, explorekamloops)



WINTER MARKETING RESOURCES

CAMPAIGN ASSETS

#PeakMoments graphics, approved imagery, key messages and suggested social content.

- Winter activities
- Village Life and Apres
- Scenic Village and Mountains
- Alpine Ski and Board

WINTER EVENTS CALENDAR

Explore upcoming events and submit your own business events for consideration.

- Events submission form
- Dining specials submission form

EVENT-SPECIFIC TOOLKITS

Access dedicated resources for Après Bells and other featured winter events as they become available here.

- Apres Bells Toolkit
- Wine Stroll toolkit

COLLABORATE WITH US

Connect with Tourism Sun Peaks about campaign participation, activations and promotional opportunities.

Contact Ilkay
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QUESTIONS?
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THANK YOU