

Fall 2018

From international and regional marketing campaigns to music events, Tourism Sun Peaks promotes awareness and drives new visitors to resort businesses. These are highlights and successes from the last quarter.



President's Message

With the summer coming to a close, Tourism Sun Peaks is in the midst of completing one final fall initiative before moving all attention towards the winter. Tourism Sun Peaks spearheaded three new events this fall, featuring cider, comedy and a celebration of fall and Thanksgiving. These events coincided with the two bonus weekends and the upcoming Turkey Sale weekend. The intent was to create more animation and things for people to do and show that fall is also a great time to visit the resort. We hope you can take part in the Fall Festival October 5-7!



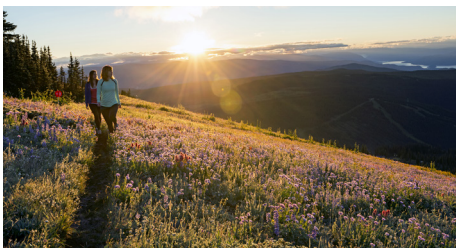
Marketing The winter campaign is set to launch mid-October. Early ads were active in the UK and Germany during August to inspire potential international guests. As part of this season's campaign, TSP is working with several new content companies to create high-quality video content early in the season. TSP is also part of a winter co-op campaign that is being supported by Destination Canada, as part of our efforts to attract US skiers and boarders to Sun Peaks.



Media Relations This summer, TSP welcomed writers from publications including *Globe and Mail's Globe Drive*, *Moon Guidebooks*, *Family Fun Canada*, *Trivago*, *Adventure Awaits* and *Out There Outdoors*. Earned media exposure included a Sun Peaks-Whistler-Okanagan road trip in *Globe Drive*, online holiday features with *Family Fun Canada* and *Adventure Awaits*, with more to come including features for the Sun Peaks Bike Park and a Sun Peaks destination guide for a road trip itinerary.



Events After a busy summer and fall, the TSP events team is now working towards key winter events. The Holiday Kick-Off event has been extended to run December 13-16 and will include a two-day expanded Artisan Market. Planning and tickets sales are also well underway for the 21st Annual Sun Peaks Winter Okanagan Wine Festival, taking place January 11-20, 2019. New this winter, TSP will be creating an Easter event to ensure that there is still activity in the resort despite the pre-Easter mountain closure.



Market Development This summer, the market development team created new energy for Sun Peaks with key receptive tour operators by aligning with VIA Rail and Destination BC to co-host a familiarization tour, focusing on the "Wildflower Train to Sun Peaks" itinerary. TSP also worked in partnership with Destination Canada and Destination BC on the UK Roadshow, which resulted in the creation of three new multi-night summer itineraries for Sun Peaks. These itineraries will be included in a UK-wide consumer campaign for 2019.



Central Reservations Despite resort-wide room nights being down this summer, lodging bookings through Central Reservations were up by 13% compared to 2017. Looking ahead to winter sales, Central Reservations is currently pacing ahead in lodging and activity sales by 12%. For the overall destination, winter numbers are pacing ahead for most months, and especially for November, as a result of the early season race camps.



Wine Festival
January
11 - 20
Tickets on
sale now



A great lineup of events. Minus the line ups.
Sun Peaks. Where you belong.

Winter 2018/19 Event Calendar

Opening Day – Après and Ales **November 17**

High Five Day – Kamloops Food Bank Drive **December 3**

Savour the Sun Festival **December 7 - 9**

Glenn Bond Nordic Ski Camp **December 8 -9**

Holiday Kick-Off Weekend **December 13 – 16**

Activities with Santa **December 22 - 24**

New Year's Eve Celebrations **December 31**

Glenn Bond Nordic Ski Camp **January 5 - 6**

21st Annual Sun Peaks Winter Okanagan Wine Festival **January 11 – 20**

Sun Peaks Family Cup Race **January 12**

Air Nation Slopestyle **January 22 – 24**

TELUS Nancy Greene Alpine Classic **February 1 – 2**

Nordic Festival **March 16 – 17**

HUB International Nancy Greene Festival **March 22 – 23**

Snowbombing **April 4 – 8**

Tod Mountain Days Spring Festival **April 13 – 14**

Snowmobile Hill Climb **April 19 – 21**

Easter Extravaganza **April 21**

