

President's Message

In response to the current COVID-19 crisis, Tourism Sun Peaks has made several changes to our operations. First, our Board of Directors has agreed that now is not the time for an assessment increase and they have deferred the 3% increase until April of 2021. We recognize that our members are experiencing very difficult times at the moment. TSP has also made some tough decisions, including temporarily laying off approximately half of our 9 person staff. The staff that remain are working closely with our regional, provincial and national partners to stay on top of all recovery programs and initiatives so that, when the time comes, we will be ready to head back into market and bring business back to Sun Peaks. We hope you are all staying safe and healthy during this difficult time.



Marketing The winter campaign launched earlier this year and earned over 46 million impressions on digital platforms. We worked to incorporate new media partners like Reddit—a popular user-generated platform—which was the third highest traffic driver to the website. We participated in both the Nordic and Ski Canada Co-op campaigns with matched dollars to help our marketing dollars go further. This winter season was highly successful for photo and video content capture to launch next winter's campaign. All winter marketing programs were suspended in mid-March due to COVID-19 and summer programs remain on hold.



Media Relations The new year started strong with regional media providing extensive coverage on our record-breaking January. The snowfall created the perfect setting for high-quality outlets to visit such as Ski Magazine, The Vancouver Sun, The Boston Herald, BC Magazine, and the Globe and Mail. The Sun and the Herald had their stories published online and in print, with both articles being well positioned and capturing the essence of Sun Peaks. The Herald and the Sun articles can be viewed on the editorial section of our website. Late winter media fairs and proactive outreach were all cancelled due to the COVID-19 situation.



Events On March 5 – 8, Tourism Sun Peaks, in partnership with the village restaurants, hosted the Sun Peaks Wine & Food Festival. This new event was very successful, with 87% of the tickets being sold. Of the 13 restaurant-led events, eight sold out in advance. At the same time, summer planning was in full swing with most weekends filled with activities. However, given current circumstances, we are pausing any additional summer event planning until we know the extent of the impact of COVID-19 and have a better understanding of when we will once again be able to welcome visitors and host events.



Market Development During the last quarter, the Market Development team was busy hosting trade fairs from key accounts in core markets. The markets include Germany, US, Australia, United Kingdom and New Zealand. Of the 44 fair guests, most were front-line agents focused on enhancing their knowledge of Sun Peaks; however, we also welcomed product managers and airline partners. Many key shows and events have been cancelled due to the COVID-19 crisis. We remain in contact with our key operators to continue to build winter 2020/21, but have eliminated all of our in-market contracts, and cooperative marketing programs are paused for the time being.



Member and Visitor Services The nomination period for four Director positions on the Tourism Sun Peaks Board will be open until April 10, 2020. If there is more than one candidate for a position, on-line voting will be held for members in that category. Our AGM is scheduled for June 20th, however, we may need to reschedule the meeting if the COVID-19 situation continues.

**Tourism Sun Peaks
Annual General
Meeting
June 20, 2020***

**Date subject to change*



#ExploreSunPeaks...Later

COVID-19 Information

Sun Peaks Mountain Resort Municipality | **Emergency Operation Centre Public Update**

Daily calls are taking place between Tourism Sun Peaks, Sun Peaks Resort LLP, the Sun Peaks Mountain Resort Municipality, the Sun Peaks Health Centre and Sun Peaks Fire Rescue. Communications from these meetings will be posted on the municipal website.

bit.ly/muni-EOC

Sun Peaks Resort LLP | **COVID-19 Updates**

Updates for mountain operations are on Sun Peaks Resort's home page. Please review the latest notice for recent area closures.

sunpeaksresort.com

Government of Canada | **Resources for Canadian businesses**

Economic measures have been put in place to assist Canadian business owners. Information is also available for Tour Operators.

bit.ly/2WMTgil

When you miss us...

As we all work together to prevent the spread of COVID-19, we wanted to share this list of our favourite content for you to enjoy at home.

Sun Peaks Resort YouTube Playlists

Winter | bit.ly/33LE6XV

Summer | bit.ly/2UCvfDz

Editorial Coverage You May Have Missed

Boston Herald | bit.ly/2UFahEg

Family Fun Canada | bit.ly/33QoO3T

Blind Date UK | bit.ly/2UnY9Zs

National Geographic | on.natgeo.com/3ahHYSR

Website Blogs

Stories & Inspiration | bit.ly/sp-blogs

Just Released | bit.ly/sp-winter-recap

