

TOURISM Sun Peaks

Winter Story Ideas 2017

Sun Peaks is a resort community located in the interior of British Columbia. Located just 45 minutes from Kamloops, it is the second largest ski area in Canada and a year-round destination for guests in search of a welcoming, accessible, stress-free mountain experience. Consistently recognized as one of the top ski resorts in North America, thanks to its massive terrain and confidence inspiring design, Sun Peaks offers a European-style ski-in, ski-out, pedestrian village with locally-owned and operated shops, restaurants and lodging. Spring, summer and fall offers guests a wide range of leisure activities, featuring an 18-hole, par 72 Graham Cooke-designed golf course, a lift-accessed downhill mountain bike park, cross-country mountain biking, alpine hiking trails, and a year-round line up of concerts, events and festivals. Sun Peaks has been recognized for its environmental policies and practices, as the first resort in North America and the only resort in Canada to earn the ISO 14001 designation for environmental management.



Key Food and Beverage Outlets Re-open with Multi-Million Dollar Expansion

All new for the 2017/18 season, Sunburst Lodge has doubled in size with a significant increase in capacity highlighted by additional seating on both levels, a complete overhaul of the food service area and ordering process, a full-service bar, and a new break area for ski teams in the winter months. The Annex, formally Bento's Day Lodge, a family friendly cafeteria style facility in the village base, received a 45% increase in capacity and a full interior remodel. This expansion will grow the food service options and include casual, quick service style dining, new contemporary food choices, and a cozy seating area.



Sun Peaks Winter Okanagan Wine Festival Celebrates 20th Anniversary with 20 Events

The 20th annual Sun Peaks Winter Okanagan Wine Festival has been rated as one of Canada's top winter parties (MSN.ca) and attracts wine and ski tourists from around the world. Infused with mountain personality, the festival celebrates wine, food and outdoor adventure throughout the resort. The Festival's famous WestJet Progressive Tasting takes over 650 participants into the mountain air and ski-through village to taste Okanagan wineries' diverse offerings. And that is only one of over 20 events during the 10-day festival taking place in the winter wonderland.



Snowbombing Canada Returns

Coors Light Snowbombing Canada returns to Sun Peaks April 5-9, 2018. Already dubbed one of the world's premier winter music and snow sports festivals, Snowbombing is poised to redefine the expectations and experience of music lovers and ski/snowboard enthusiasts alike. Last years event saw international superstar headliners such as Ludacris, Kaskade, Duke Dumont, Oliver Heldens, Bob Moses Live, Netsky and Stormzy. Accompanying the stellar musical lineup is a myriad of ski and snowboard activities such as a slush cup, big air competition and a whole lot more!



New Programs Unveiled

Master the bumps in our new Mogul Camp and you will be able to ski anywhere and explore terrain you never thought possible. Highly qualified coaches will use a variety of techniques and tactical approaches that will help develop your skills and confidence. A five-day specialized Super Kids Camp during Christmas & Presidents Week is also new to the fold for intermediate and advanced kids ages 6 to 12 years. Kids will be with the same instructor each day and no more than five students per group.



Indulge Your Sweet Tooth

In addition to the overhauled food and beverage offerings of the on-mountain options, the Sun Peaks Village has slowly become somewhat of a sweet-tooth mecca. New to the fold, Baby Doh's mini-donut shop, is poised to take the adolescent après scene by storm. Located near the upper village, this new confectionary joins the already robust sweet treat portfolio of The Candy Vault, Rocky Mountain Chocolate Factory, and the massive wall of Jelly Belly jelly beans in the Sneaky Scallywags kids store.



Sun Peaks is Becoming an International Hub

The Sun Peaks Sports School is now more inclusive than ever before! The versatile roster now provides professional instruction in up to six different languages: Mandarin, German, Dutch, Czech, French and English. With a long-standing relationship with Austrian skiers, Sun Peaks is now hosting an 11-week program designed for the development of Austrian ski instructors. It's the ultimate instructor course for those looking to get the most out of their time in Sun Peaks. Also new for this season is the Australian Snowsports Camps (ASC). These training camps aim to develop and extend the technical skills of skiers and boarders aged 8-17 years old.



We're pretty happy being second. Because... while we're the second largest ski area in Canada, it's a little quieter sitting back behind number one. It gives us permission to set our own pace, run our own race, and be a bit more relaxed and laid back.

As it turns out, that's what people love about us. We don't have crowds or a scene. But we do have a life—a mountain life to be exact. It's a way of going about working, playing, raising our families and growing a community in British Columbia's interior mountains.

From the outside, our little town may look like a European transplant, but inside, it is 100% Canadian—disarmingly friendly, unwaveringly inclusive and instinctively open-hearted. And despite being a full-service resort, we don't think of ourselves as having a "product". Or an "offering". Or even "amenities", for that matter. We do, however, have real experiences served up by independent business owners and operators who call this place home, and live to share its gifts.

And all of this suits us just fine. Because we're a community of spirited and proud people who do things a little differently. Where others may value accolades, we value—well—values. We believe hard work delivers progress and innovation. We believe we should always deliver on what we say. And we believe that instead of blowing our own horn, we should simply deliver good, old-fashioned hospitality...the kind that we know makes people want to come back to us over and over again. **Sun Peaks. Second to none.**

TOURISM
Sun Peaks

www.sunpeaksresort.com | #sunpeaks360

