

Winter 2019



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

I hope you have all enjoyed the holidays and are off to a successful start to the season! It was great to see so many of you at our recent member meeting and we look forward to seeing you at our AGM in June as well. The timing of our AGM coincides with our fiscal year-end and audit, which is why it is held in June. Our recent poll indicated that the best day/time for the coming year is Saturday, June 22nd, from 10am to noon, so please hold the date. There will be three positions up for election at the AGM. Two positions are being filled on an interim basis until the election by David Kunze (Bear Country) and Ryan Schmalz (Mountain High Pizza) due to director resignations.



Marketing TSP worked with well-known content creators for the Destination Canada winter co-op campaign, to create stories filled with personal experiences that launched in the early season, with a focus on US skiers and boarders. While TSP continues to focus on digital marketing, print advertisements have been published in core ski and Nordic magazines that coincide with our audience. Remnant space was also purchased in BC and Seattle lifestyle publications. TSP will continue to gather photo and video assets through the peak winter season to use in the winter campaign.



Media Relations It has been a strong year-end for the department. Many new relationships were fostered at Destination Canada's GoMedia, plus four in-market ski media events with Destination BC, laying the foundation for future earned coverage. December saw 7 FAMs with 14 media outlets represented from Australia, Mexico, US, Canada-National and regional BC. Published media included: Right Sizing Magazine, The Telegraph Ski and Snowboard (UK), Outdoors NorthWest (US), Dallas Morning News (US), plus 6 live segments on the Today Show, from NINE Network Australia.



Events The newly expanded Holiday Kick-Off was a success, with a new 2-day market providing extra opportunity for guests to find unique gifts. Tickets are selling fast for the 21st Annual Sun Peaks Winter Okanagan Wine Festival with 6 events sold out and other events nearing capacity. This will be the last January festival and discussions are already in place for an alternate festival date for 2020. Planning is well underway for another busy summer filled with live music and some exciting new events.

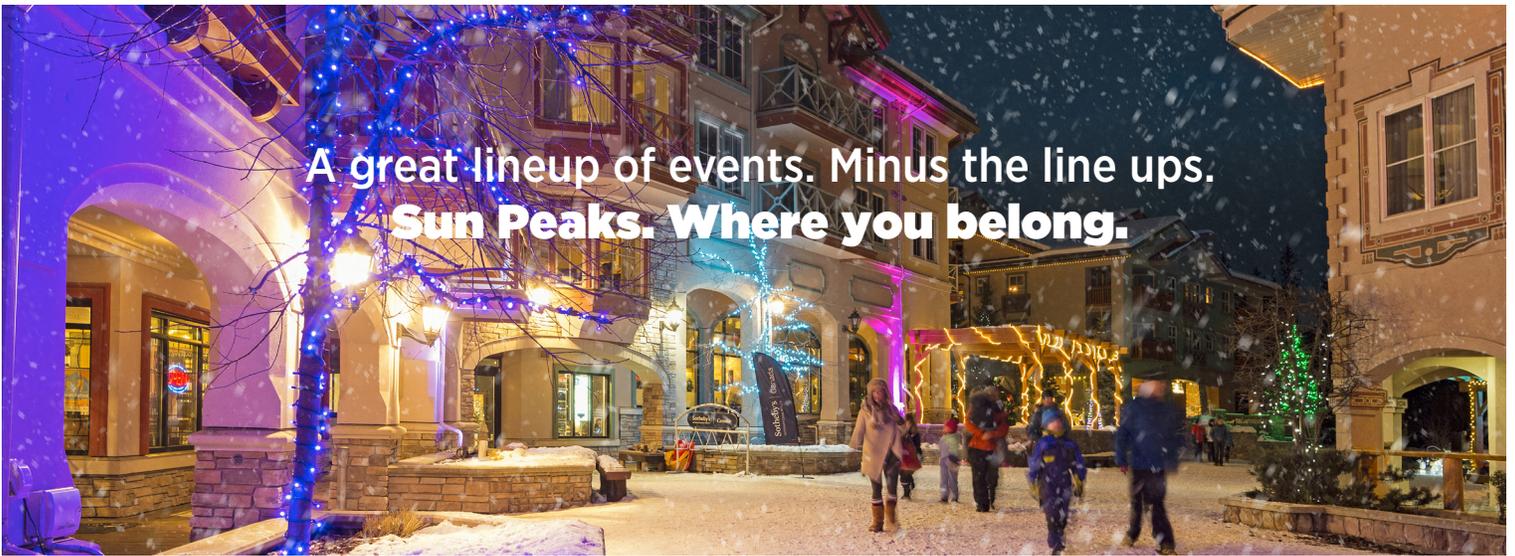


Market Development The market development team spent much of the fall season on the road attending the World Travel Market (UK), Showcase Canada (CN), Canadian Inbound Tourism Association - Asia Pacific (Vancouver) and Canada's West Marketplace (Banff). Follow up from over 150 scheduled appointments continues with a focus on growing international summer visitation. The team also presented Sun Peaks at the London (UK), Ottawa, Montreal, and Toronto ski shows.



Central Reservations For the third consecutive year, TSP Central Reservations has been contracted to assist Snowbombing Canada guests with their package booking. This year, the festival is a 3-day, 3-night event from April 5-7. Packages went on sale on December 10th, with wristband only sales becoming available one week later. To date, package bookings have been fairly slow, but sales are expected to pick up in the new year.





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

Winter 2018/19 **Event Calendar**

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**

Sun Peaks Nordic Festival **March 16-17**

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

Snowbombing Canada **April 5-7**

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

Snowmobile Hill Climb **April 19-21**

Easter Extravaganza **April 21**

SUN PEAKS GOOD READS

“First Timer in Canada - Why Skiing in Canada can really up your game”
The Telegraph Ski and Snowboard >> bit.ly/2Saei0W

“Tired of the Slow Start to Winter? Psst, There’s a Secret Stash Just
Over Here...” *Mountain Life* >> bit.ly/2LpaJBo

“Best Winter Trips 2019” *National Geographic*
>> bit.ly/2Gq03n5

“The Two Faces of Sun Peaks” *Powder Magazine*
>> bit.ly/2PPdX1T

