

Photo: Blake Jorgenson



ANNUAL REPORT 2022 YEAR IN REVIEW

Photo: Robb Thompson

A MESSAGE FROM OUR EXECUTIVE DIRECTOR

Cassandra Zerebeski



■ Year in Review

I am very proud and honoured to be part of the wonderful and unique resort community in Silver Star. The association's core values are inclusivity, collaboration, sustainability, authenticity, and balance which guide us in all our work on behalf of and in partnership with the membership. We are here to represent your needs, interests, and support the betterment of community which, in turn, enhances guest experience and supports overall economic wellbeing.

After launching the Destination Silver Star brand at the March 2022 annual general meeting, we continue to experience steadily increasing engagement, heightened brand awareness, and strong business referrals to commercial partners. We supported the resort's strategy by sponsoring events such as Crankworx, Sovereign2SilverStar, and Light Up, while leading programming in the summer of 2022 with the inaugural Community Cultural Fest, Summer Wine Festival, and Silver Star Beer and Cider Festival. In total, we hosted over 10,000 destination guests.

Media hosting played an important role bringing 20 journalists to Silver Star over the year, generating dozens of stories worth over \$300,000 in advertising value equivalency and a reach of approximately 32.5 million readers, viewers, and listeners. We continue to seek the right opportunities to showcase the depth of resort businesses and dedicated locals.

Research and data collection are continuously improving as a key priority. Resort occupancy has increased 10% over 2021 levels and 5% over a record 2019 year pre-pandemic. Early results of the member engagement survey show 85% of our respondents having a positive response to the work of the organization.

We will continue to get out into the community, connecting with as many of you as possible to learn, grow, and advocate together. I look forward to an even better 2023 together!



Photo: Jordan McGrath



Photo: Liane Viau

✓ Mission:

Inspire deeper confidence in Silver Star through responsible, ethical, and effective destination management and marketing, enhancing stakeholder value and the visitor experience.

✓ Vision:

Be a leader sharing Silver Star's accessible adventure, warm-hearted culture, and natural joy within our community and with guests.

✓ Purpose:

Increase business opportunity for the Silver Star community in collaboration with all stakeholders, focusing on events, destination development, and advocacy.

■ Our Approach

As a Destination Marketing Organization, our mandate is to, not only promote the Silver Star tourism product, but also to champion sustainable growth. We increase visibility of and advocate for our members, improve Silver Star's access to partnerships and co-op

initiatives, and connect our community with funding streams to improve infrastructure and programming. Our association aims to ready Silver Star for mindful and measured tourism growth, while maintaining an exceptional user experience for visitors and residents alike.

Growing the Local Tourism Economy



Work with the community to create a shared vision for how we evolve as a tourism destination.

Improving the Silver Star Experience



Maintain and enhance the Silver Star visitor experience for all.

Creating More Ways to Celebrate



Expand the roster of sporting events, concerts, and cultural celebrations to build upon Silver Star's fun and vibrant atmosphere.

Making Informed Decisions



Help the Silver Star tourism sector make informed business decisions by providing research and data to evaluate our progress.

Sharing the Silver Star Story



Break through the cluttered destination marketing landscape to reach new audiences by sharing stories about the people, experiences, and places that make Silver Star unique.

Funding the Future



Showcase a unified tourism vision, which enables us to apply for funding to support events, amenities, and infrastructure.

Engaging Our Community



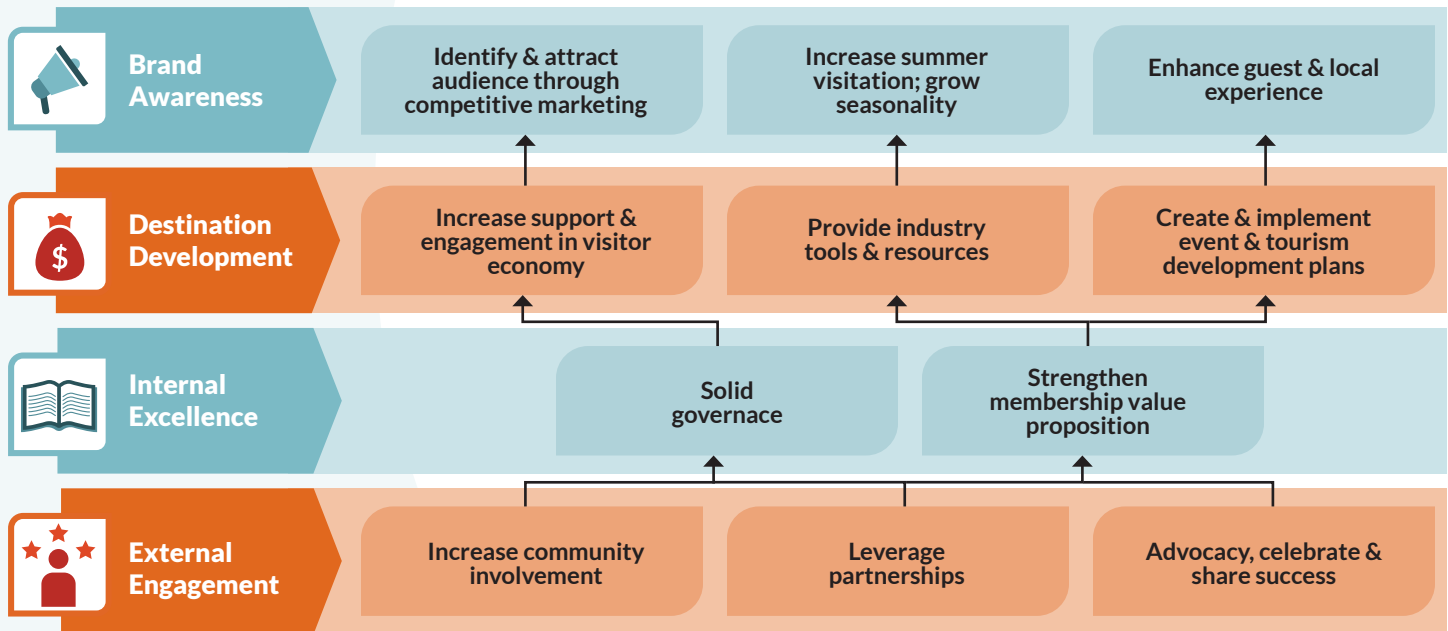
Work with local businesses, homeowners, and the community to co-create a sustainable economic future.

Providing Tools and Support



Provide tools, support, and advocacy to strengthen and empower the local tourism sector.

Strategic Priorities



2022 Events & Milestones

✓ MARCH

- Deployed a late-season marketing campaign that led to a 10% occupancy increase
- Launched the Destination Silver Star brand through a regionally targeted marketing campaign and brand anthem video

✓ JUNE

- Hosted the inaugural Community Cultural Festival to mark the Summer 2022 opening weekend with funding from Heritage Canada. Coined the “best opening weekend ever,” this event set the tone for summer programming and marked the beginning of new opportunities for Silver Star
- Deployed our first summer campaign leading to 4M impressions and 387 partner referrals

✓ AUGUST

- Co-hosted the Silver Star Wine Festival attracting 300 guests and generating 12+ earned media placements that highlight Silver Star Village experience and food culture. Media coverage included: DailyHive Vancouver and The Province newspaper
- Proudly sponsored the Crankworx Summer Series

✓ SEPTEMBER

- Hosted the Silver Star Beer & Cider Festival, attracting 600 guests, with over 200 more on waitlist
- Launched our first winter campaign, which has already garnered 3.5M impressions and 700+ partner referrals
- Supported the Mountain Bike Tourism Conference and BC Bike Race, extending seasonality.

The Numbers



*views, article reads, website engagement

**driving from our campaign to resort association members



Photo: Liane Viau

■ Grants & Funding

By presenting a unified vision for Silver Star, our community has been able to access funding that was previously unavailable. As of March 2023, we have applied for 12 grants totalling \$1.5M. Thus far, we have received \$300,000 to support village animation, infrastructure, and sustainability.

- Trail funding - \$200K awarded
- Destination BC Co-Op - \$50K awarded
- Playground funding - \$8K awarded / \$150K pending
- Regional funding for trails and waste - \$25k awarded / \$30k pending
- Events funding - \$10K awarded / \$20K pending
- Destination Development Funding - \$800K pending
- Heritage Canada funding for Summer 2023 - \$22K pending



■ 2022 Highlights

Commissioned and implemented a Digital Marketing Strategy, including a brand launch, and marketing campaigns for Summer 2022 and Winter 2022/2023

Established performance benchmarks and improved data capabilities

Developed an asset bank of photos, video, and blogs to showcase the community through storytelling about Silver Star's unique people, places and businesses

Increased member engagement through mixers, e-news, commercial partner meetings, and a bi-annual member engagement survey

Furthered sustainability by becoming a Biosphere Committed Company and launching recycling/composting

Established regional connections (Thompson Okanagan Tourism Association board, Tourism Vernon, BC Games Board)

Deepened relationships with Destination BC and Destination Canada

Developed a sales prospecting approach for group sales

Played a lead role in running and securing grant funding to support the Silver Star Bear Stewardship Group



■ Indigenous Relationship Building

We continue to forge relationships and increase dialogue with Indigenous partners. We are also committed to partnering with Indigenous Tourism Association of Canada and Indigenous Tourism BC to increase the presence and availability of Indigenous-owned tourism businesses, products and services in the area.



■ Sustainability Strategy

As a Biosphere Committed Company, we are implementing the UN Sustainable Development Goals framework, which recognizes tourism as a key driver of economic, social and cultural benefit. Our approach includes:

- Delivering sustainability skilling to the workforce
- Reducing community greenhouse gas emissions
- Increasing local habitat stewardship and biodiversity
- Improving quality of life in our community by improving infrastructure and investing in recreation



■ Destination Development

As the Thompson Okanagan Tourism Association implements its 10-year regional tourism strategy, we are advocating on behalf of the Silver Star community to ensure our members keep pace with and benefit from tourism growth in this region. The five pillars TOTA is focusing on are:

- Accessible tourism resources
- Sustainable tourism
- Access and inclusion
- Indigenous tourism
- Regional rail trails



■ Marketing & Events

We are launching our Summer 2023 and Winter 2023/2024 marketing campaigns, building upon campaign learnings from 2022 and a continued focus on storytelling and content. Our two signature events: the Beer & Cider festival and the Wine Festival will also move forward Summer 2023.





CONTACT

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We acknowledge that Destination Silver Star proudly conducts business on unceded First Nation lands, and does so with the utmost of respect for the elders that cared for it before our time.

