



DESTINATION
SILVER STAR

Summer 2024 Campaign
Partner Toolkit





Photo: Brogan McCluskie

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Campaign Overview



Dates in Market:

April 8, 2023 to September 6, 2024

Geography:

BC and Alberta

Target Audience:

Fitness Adventurers and Active Families

Interest Targeting:

Agritourism, outdoor recreation/nature, culinary, wine/beer/cider/distillery, festivals and events, health/wellness

Photo: Lianne Viau

Summer Content Themes



1) Enjoy a Relaxing Group Getaway - Gather your family or friends and spend time in nature together, without the hustle and bustle. Groups of all sizes will find accommodation options and a great selection activities in and around Silver Star.

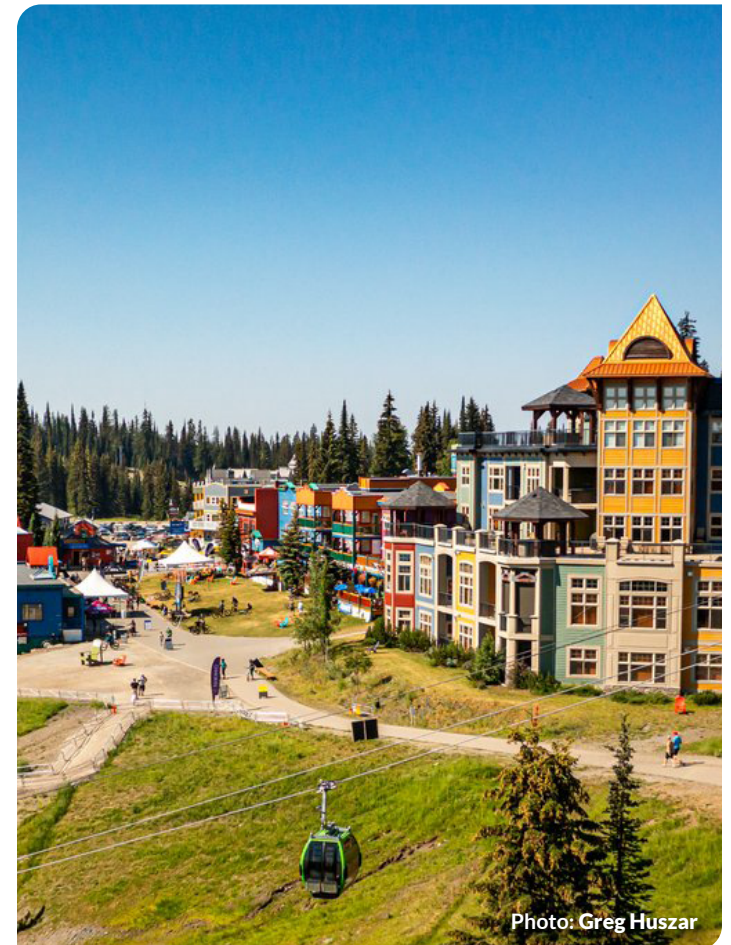
- Share activities and travel ideas for groups and families
- Showcase the breadth of trails, lakes, attractions, and tasting activities in the area

2) Hit The Trails Capital of BC - Greater Vernon is coined the Trails Capital of BC. From hiking to trail running to biking, there are many trails to explore, both on the mountain and in the valley.

- Share your favourite trails in and around Silver Star
- Highlight dining, shopping, and other things to do before or after the trails

3) Stay in the Mountains, Explore the Valley Below - Visitors will get the best of both worlds when they visit the Okanagan by staying in Silver Star—the perfect home base to explore both the resort and the valley below.

- Show the benefits of waking up to mountain mornings
- Highlight dual-activity days like bike park in the morning and wine tasting in the late afternoon



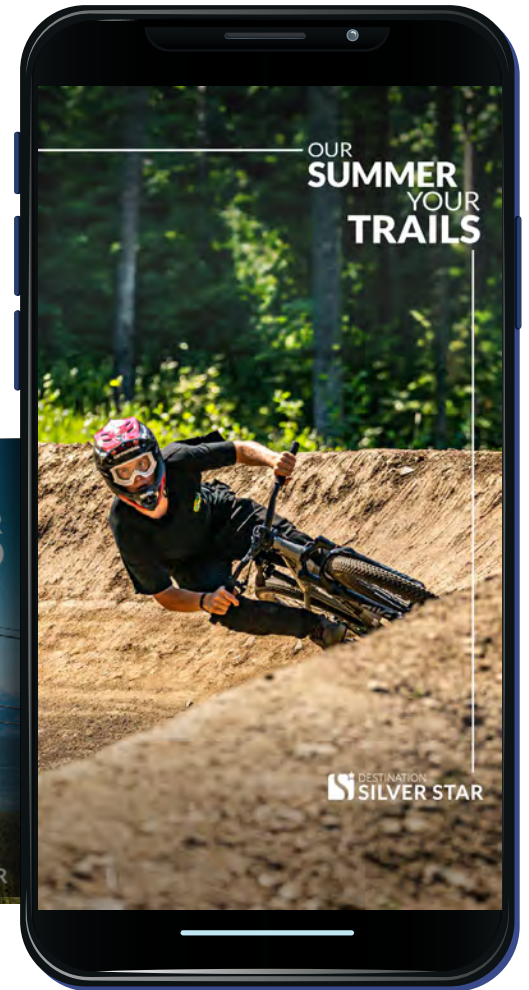
Campaign Creative



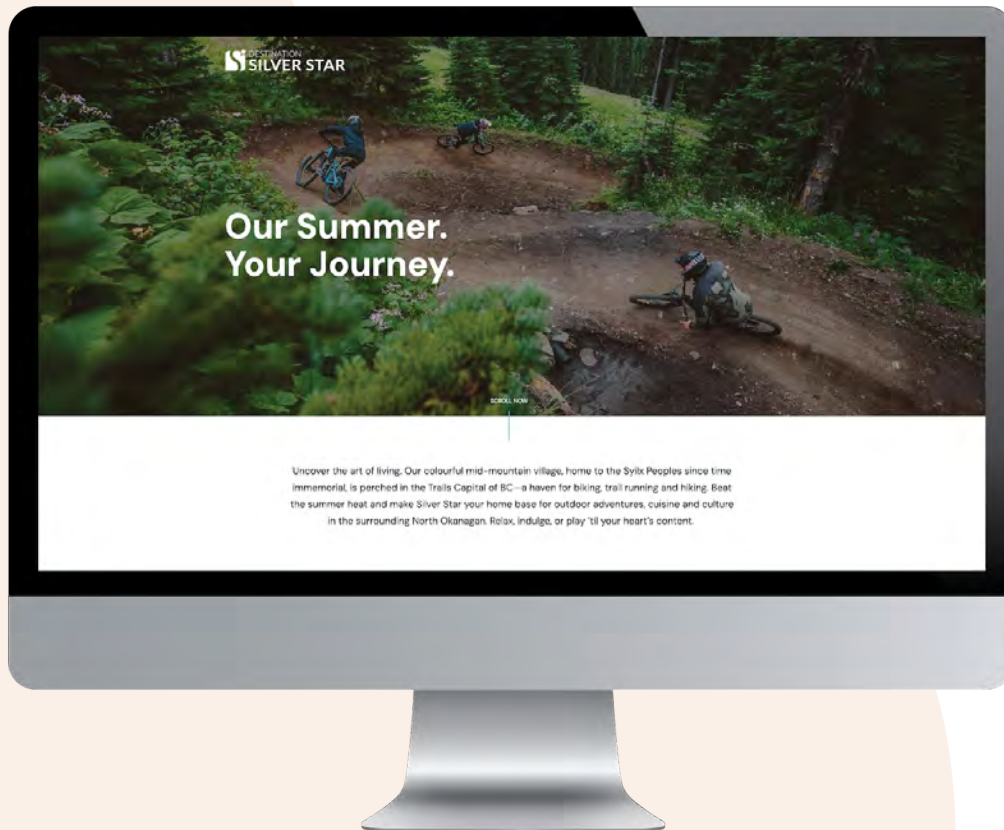
Concept: *Our Summer. Your Adventure.*

An evolution of the winter campaign, *Our Winter. Your Adventure*, we have adapted the concept to the summer months.

In the heart of every season, there's a place where you find not just adventure, but a community that welcomes you with open arms. This summer, we invite you to embark on your unique journey at Silver Star Village, where the warmth of our community knows no bounds. Just as winter brings us together under a blanket of snow, summer opens up a world of possibilities in the Okanagan sun.



Website



We have created a custom landing page to support our summer campaign, which takes visitors on a journey of discovery.

Viewers can get inspired by Silver Star's summer offerings and find helpful trip planning info in the process.

Visit destinationsilverstar.com/summer

How to Get Involved



Spread the Summer Message

- 1 Like, Follow, Share, Engage with us on social media
- 2 Share your own Silver Star summer experiences using **#MySilverStar** for a chance to be featured on our social channels.
- 3 Join the conversation about summer at Silver Star by sharing our suggested content



@destinationssilverstar



Photo: Lianne Viau

Photo Assets

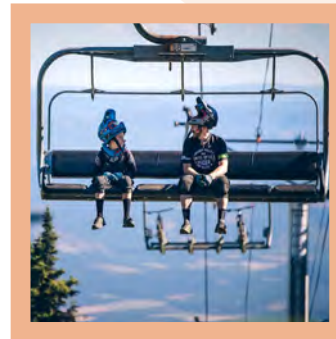
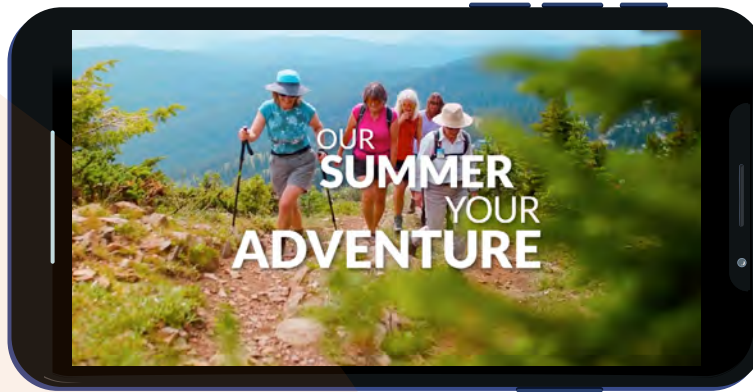
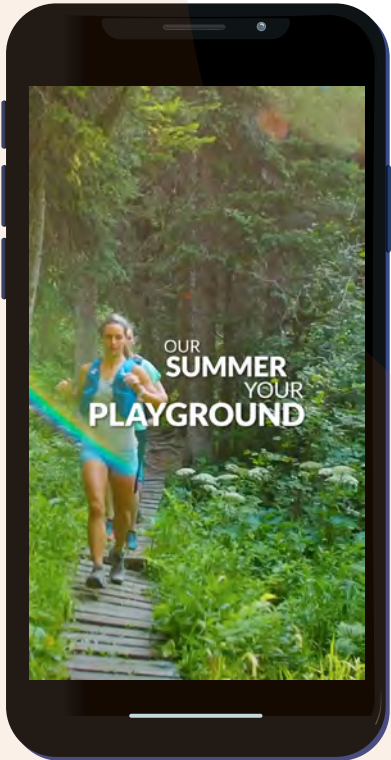


Photo: Greg Huszar

[View Our Summer Image Gallery:](#) ►

Please feel free to download and use these images in your marketing and social media activities.

Video Assets



[View Our Summer Video Gallery:](#) ▶

Please feel free to download and use these videos in your marketing and social media activities.

Photo: Robb Thompson

Suggested Posts



Photo: Greg Huszar

We have created a document with suggested social media posts to help you get started with your summer content plan. Please feel free to take inspiration from these posts or adapt to your own brand. The document will be updated throughout the season. You can find the [document here](#).



For Tourism Marketing Partners: Social Media Post Copy Suggestions

Here are a few ideas for posting on your social media channels to promote the Silver Star summer experience. We will keep this document updated as more summer content comes available so continue checking back!

Blog Posts to Share	
Summer at Silver Star is magic and here's why. Get inspiration for your next trip!	5 Reasons to Visit Silver Star This Summer
There's no shortage of activities to keep you active when you stay at Silver Star. Get ideas for how to explore the mountains and valleys of the North Okanagan.	Itinerary: How to Up Your Fitness Game at Silver Star
Stay in the mountains at Silver Star, and explore the bounty of food and wine in the Okanagan. Here are some must-do foodie stops.	Itinerary: A Guide to North Okanagan Food and Wine
Keep everyone entertained with hiking, biking, and family-friendly activities in and around Silver Star. Check out these family activity ideas!	Itinerary: Must-Do Family Activities for the Summer Months

Event Promotion



Help us promote our summer events!
Here are the details below:



Summer Music Series
June 22 to Sept 14



Silver Star Wine Festival
June 22



Beer & Cider Fest
Sept 7

Visit [destinationsilverstar.com/events](https://www.destinationsilverstar.com/events) for more details and share our Facebook events and social media content promoting these events as they become available.



Photo: Lianne Viau



For media inquiries, please contact:

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Do you have any feedback on the campaign from yourself or guests? We'd love to hear it!
Please share with us by emailing cassandra@destinationsilverstar.com

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.