

OUR
WINTER
YOUR
ADVENTURE



DESTINATION

SILVER STAR

Winter 2024-2025 Campaign
Partner Toolkit

Photo: Jackson Parker



Photo: Anna Sellers @burstall.media

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Campaign Overview



This season we have launched an optimization campaign. Building upon the success of last year's marketing efforts and strong content, we are utilizing last year's creative to generate more return on investment on content development.

Dates in Market:

September 16, 2024 to April 6, 2025

Geography:

Primary: BC (Lower Mainland) | AB (Edmonton and Calgary)
Secondary: WA (Seattle area), ON (Metro Toronto & drive radius)
Tertiary: Silver Star and Okanagan Residents for some strategic activities (Events and/or Community Stories)

Target Audience:

Fitness Adventurers and Active Families

Interest Targeting:

Outdoor recreation/nature, festivals and events, health/wellness, skiing, snowboarding, Nordic skiing, winter activities/sports

New This Year:

We have created custom campaigns for Washington State, Ontario and the Nordic interest group to drive specific messaging.



Photo: Rowan Thornton

Winter Content Themes



1) Uncover the magic of Silver Star - There's a reason why so many visitors become hooked on Silver Star and return season after season. Explore the secret ingredients that make this such a great winter vacation (and place to live).

- Showcase your favourite aspects of Silver Star (people, mountain access, activities, village atmosphere, quiet and uncrowded, etc)
- Highlight unique, only-in-Silver Star experiences offered by your business or fellow businesses that align with your brand

2) Explore a cozy, welcoming village - Strolling through a snow-filled Silver Star Village on a winter's day is sublime—it's almost like being in a real-life snow globe. The village aesthetic is only the beginning; it's really the spirit of this place that is most inviting and makes visitors feel so welcome. Let's show them how to explore like a local.

- Provide inside tips for how visitors can explore the village like a local
- Share diverse voices from the community
- Introduce the culture, history and local characters of Silver Star Village that give the village charm
- Demonstrate the aesthetic beauty and coziness of winter at Silver Star by sharing your favourite village pictures
- Showcase how ski-in/ski-out accommodation adds to the village experience

3) Experience an active winter holiday - From downhill skiing to Nordic camps and winter tubing to ice skating, Silver Star is the ultimate place for an active winter holiday. There's something here to keep your whole group entertained during the visit.

- Share examples of multi-activity days/activity combos
- Show how easy it is to access winter fun from your accommodation property
- Provide tips/tricks for how to make the most out of your winter stay at Silver Star
- Show how your product/service/venue will enhance the winter experience

continued>>>

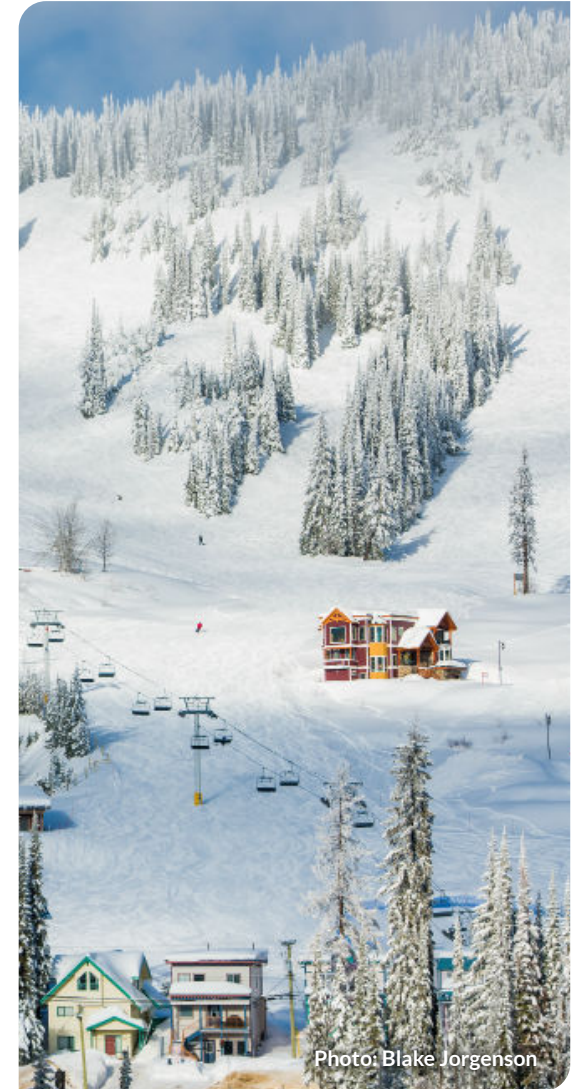


Photo: Blake Jorgenson

Winter Content Themes



4) Indulge in Okanagan culinary offerings - Silver Star is well-positioned in the North Okanagan to take advantage of the local bounty. Wine and dine your way through town as local restaurants, bars, and eateries prepare artisan cocktails, interesting culinary pairings, and wine tastings.

- Share your favourite culinary offerings and unique dining experiences at Silver Star
- Create a profile on your favourite culinary business in town
- Develop content around your must-visit dining options (or best dishes) in Silver Star
- Show how your eatery/restaurant uses local ingredients/recipes and innovates with unique flavour combinations

5) Celebrate the season with events and festivals - This winter marks the return of festivals and events that celebrate mountain culture, sport, culinary experiences, and more. There is village animation planned throughout the season, with some exciting events on the horizon.

- Promote events and festivals as they are announced.

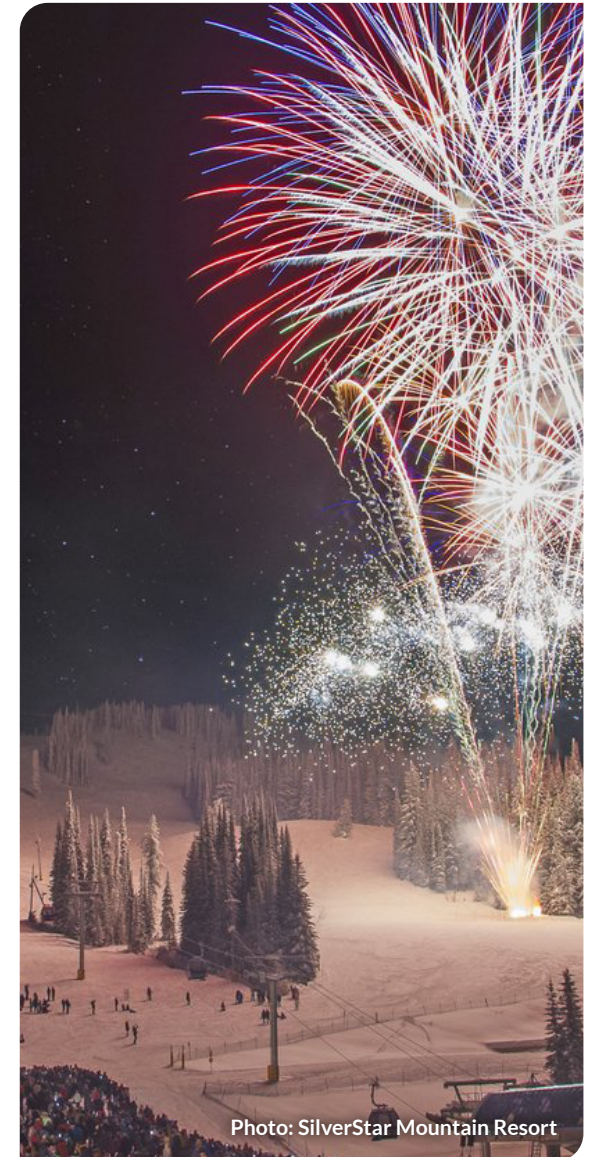


Photo: SilverStar Mountain Resort

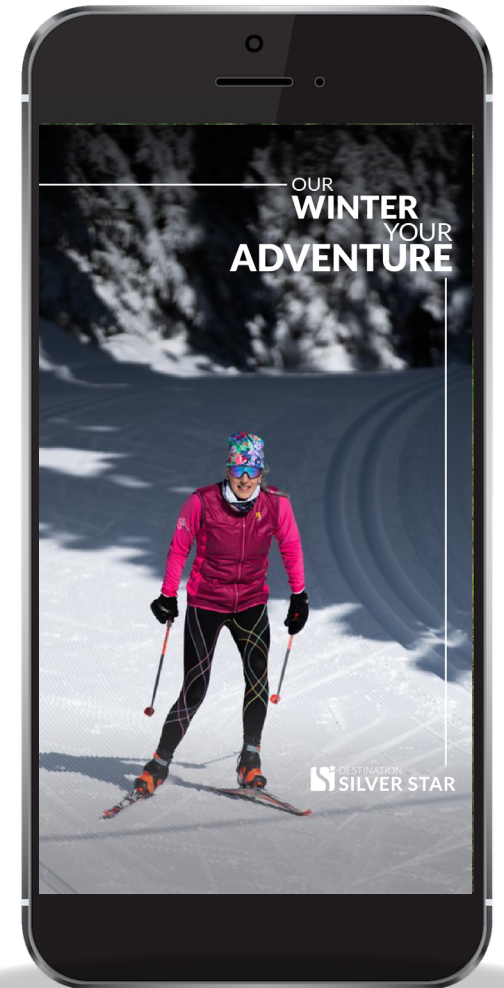
Campaign Creative



Concept: Our Winter. Your Adventure.

Every snowflake is unique, and so is every winter experience at Silver Star. With varied terrain, diverse activities, and a community of warm-hearted locals, Silver Star isn't just about the snow; it's about the stories waiting to be written. Every visit to Silver Star creates a tapestry of countless winter tales, each as unique and personal as the individual who lives it. Visitors leave not just with memories, but stories they'll cherish and share.

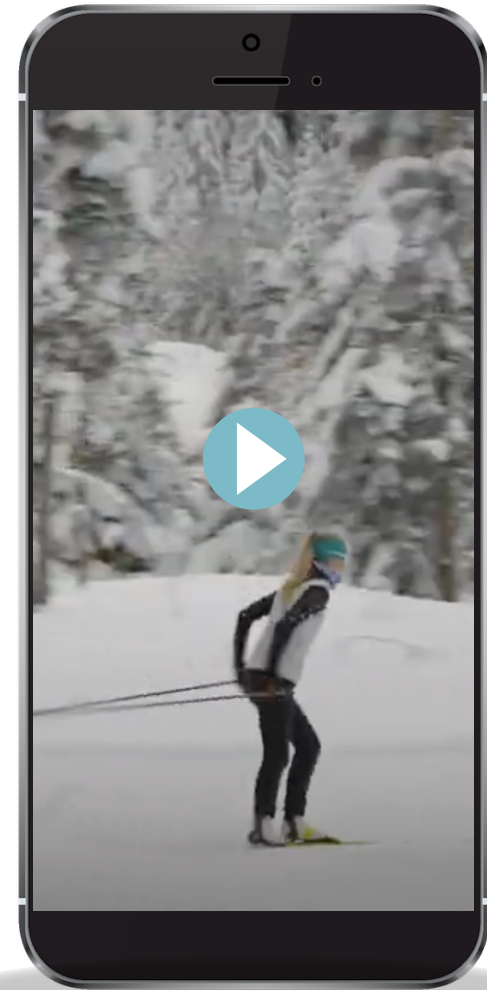
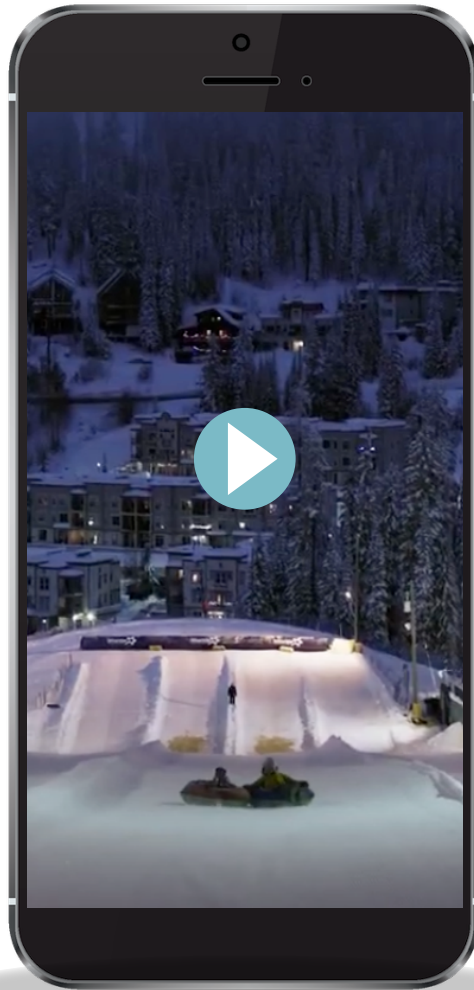
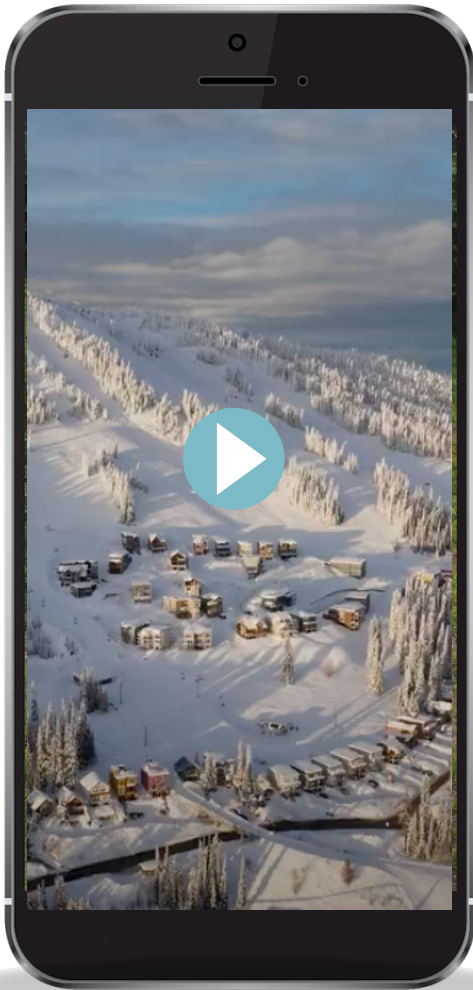
We see this as a destination-focused evolution of #MySilverStar, which places the visitor at the centre of the Silver Star experience, encouraging them to try the trails and write their own powder tales.



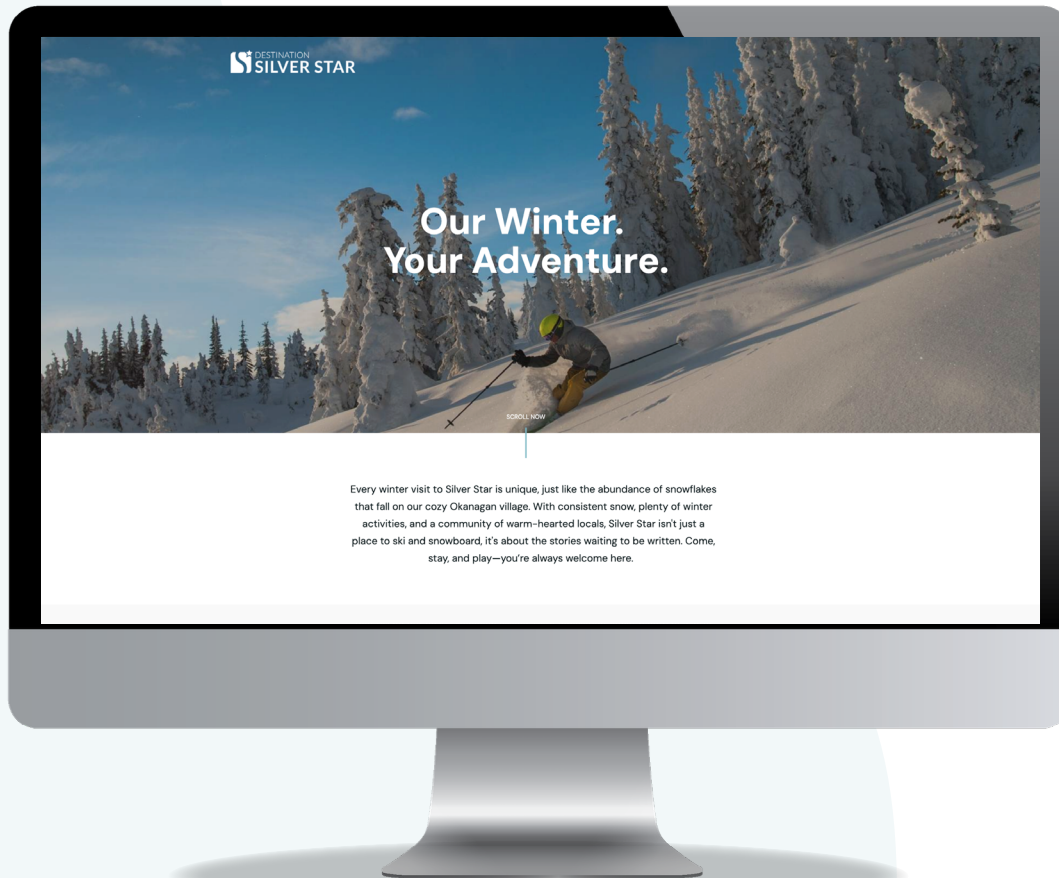
Video Content



In Partnership with *TOPO Films* and *Substrate Studios*, we have developed a series of video content to support our winter campaigns. Videos can be downloaded and posted on your channels [here](#).



Website



We have created a custom landing page to support our winter campaign and focus our messaging and drive users on a very specific journey, which will inspire them to begin planning a trip to Silver Star.

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

Visit destinationsilverstar.com/winter

How to Get Involved



Spread the Winter Message

- 1 Like, Follow, Share, Engage with us on social media.
- 2 Share your own Silver Star winter experiences using **#MySilverStar** for a chance to be featured on our social channels.
- 3 Join the conversation about winter at Silver Star by sharing [our suggested content](#) to your social media channels
- 4 Create your own content (blog posts, videos, images) that share the message about what makes Silver Star so special.



@destinationsilverstar



Photo: Robb Thompson

Suggested Posts

We have created a document with suggested social media posts to help you get started with your winter content plan. Please feel free to take inspiration from these posts or adapt to your own brand. There is also an accompanying asset gallery.

Read [Suggested Social Media Posts](#)



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 winter experience. We will keep this document updated as more content comes available throughout the season, so continue checking back!

Please tag us in your social posts:

- <https://www.facebook.com/destinationilverstar>
- <https://www.instagram.com/destinationilverstar/>
- Instagram Hashtag: **#MySilverStar**

Winter at Silver Star	
<p>Find out why Silver Star, BC is pure magic for kids of all ages. Come ski it for yourself! #MySilverStar https://destinationilverstar.com/winter/</p>	
<p>Silver Star is the perfect home base for winter adventure, with great skiing, shops, dining and more. #MySilverStar Learn more at https://destinationilverstar.com/winter/</p>	<p>Choose an image from our winter Crowdriff gallery. Please ensure you are using the appropriate photo credit, listed for each image.</p>
<p>Experience a winter wonderland in the Okanagan. Untracked powder and snow-filled adventures await. #MySilverStar Learn more! https://destinationilverstar.com/winter/</p>	

Photo: Lianne Viau



Photo: Jackson Parker



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For media inquiries, please contact:

Cassandra Zerebeski Executive Director, Destination Silver Star. P: 250-275-4942 | C: 604-849-1550

cassandra@destinationsilverstar.com | [destinationsilverstar.com](https://www.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.