

SHARING THE MAGIC OF SILVER STAR



MEMBERSHIP INFORMATION

Photo: Dave Heath



Photo: Vanessa Garisson

■ Building Community Resilience

Imagine the possibilities when a community this passionate comes together to build a bright future. When our community is resilient and our economy is strong, we all win. Supporting Silver Star's tourism industry means more career opportunities and greater prosperity for residents and businesses as we welcome visitors to our beautiful home—a place where we love to work and play.



Photo: Vanessa Garisson

■ It Takes a Village

Our vibrant village is a beacon for adventure in the mountains and our people are its heart and soul. Big ideas and boundless energy inspired the "Silver Queen" mine and first ski turns in the early 1930s. Nearly a century later, the same spirit is championing a thriving destination resort on the cusp of its next chapter.

New residents moving to the area and the return of international travellers to British Columbia signal an era of great opportunity for Silver Star. With eyes on the future and a commitment to honour roots, Destination Silver Star is focused on growing our local tourism economy, while building resiliency and lasting legacies.



Photo: Greg Huszar

OUR APPROACH

An amazing community to live, work and play

Working together to promote and enhance stakeholder value and visitor experience.

Strategic Focus Areas



Engagement

- Partners & community
- Communication
- Advocacy



Occupancy

- Marketing & Promotion
- Events
- Groups



Destination Development

- Grants
- Visitor Experience
- Amenities

Creativity

Leadership

Collaboration

Fairness

DELIVERING ON OUR STRATEGIC FOCUS AREAS

Using our SFAs as a guide, we are implementing a strategic plan with specific projects that drive us toward achieving our objectives.

1

Creation of and actioning Destination Development Five Year Strategy



2

Completion of trail and transit studies, with insights to be used in seeking further funding



3

Lead the North Okanagan Cooperative Marketing Program, funded by Destination BC



4

Partner with stakeholders on the Provincial Destination Development Fund campground build



5

Create and manage the member research dashboard



6

Implement sustainability and work towards a Biosphere designation, including recycling and compost programs, as well as bear stewardship and wildlife-conflict reduction



7

Support an in-resort shuttle, live tracking app, and data collection efforts



8

Develop and implement an events strategy, including the Silver Star Music Series, arts, culture, and sport festivals



DESTINATION DEVELOPMENT

Every action we take in the area of Destination Development connects with our focus areas: Visitor Experience, Grants, and Amenities. Our Destination Development Strategy supports the facilitation of new experiences and improvements to existing products, while promoting the resort through effective marketing, business development, and targeted event support—all with the aim of increasing resort occupancy.

Priorities Include:

- Supporting products and experiences, while creating positive outcomes for visitors and community
- Establishing an ambassador program to increase reach and continue to build content, as well as extend sales reach
- Supporting animation, amenities, and event programs
- Increasing Silver Star’s share of voice amidst a competitive destination marketing landscape



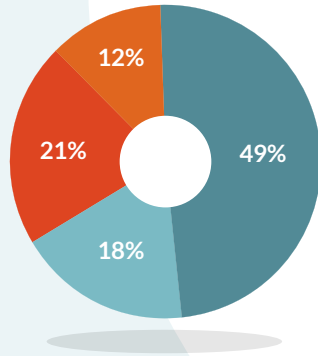
OUR FUNDING MODEL

A member is considered anyone who owns property in resort lands. We also invite business owners that offer a tourism-related product or service outside of the resort to apply to become part of the resort association as affiliates. Membership fees are due annually in April. Fees support promotional programs to help balance a vibrant and prosperous destination with desirable community initiatives.

How is Destination Silver Star funded?

Revenues

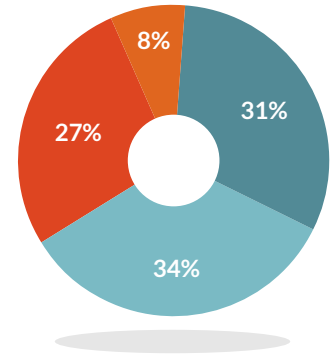
- Marketing Coop
- MRDT
- Grants
- Member Fees



How does Destination Silver Star allocate funds?

Expenses

- Events
- Destination Development
- Marketing & Sales
- Salaries & Admin



FREQUENTLY ASKED QUESTIONS

✓ What is a DMO?

Destination Marketing & Management Organizations exist to promote tourism locations, attract visitors, and develop a regional economy. Destination Silver Star is responsible for engaging with local communities to ensure that tourism development is a mutual benefit between tourism stakeholders and local residents. This strategy is also vital for DMOs to preserve the cultures of destinations.

✓ How is Destination Silver Star working with other tourism partners?

Destination Silver Star seeks to grow and nurture opportunities for our local tourism economy and is an active partner with the Thompson Okanagan Tourism Association, as well as various other tourism partners. We also lead the North Okanagan consortium, funded by Destination British Columbia's Cooperative Marketing program. These efforts are meant to drive awareness and an increase in tourism revenue to the entire North Okanagan Regional District, with Silver Star as one of the area's signature destinations.

✓ What are Destination Silver Star's responsibilities?

The overall objectives for Destination Silver Star are to educate travellers about the destination's attractions and offerings, market through targeted campaigns, work with other organizations on issues related to sustainability to achieve common goals, and address resident concerns related to tourism.

✓ How do I work with Destination Silver Star?

Connect with Destination Silver Star to provide data, insights and promotions so that we can best market your business. We welcome your ideas on community needs so that we can apply for funding opportunities and grow assets in-resort that benefit both the local and visitor economy. In 2024, Destination Silver Star launched the Experiences Fund to support initiatives that promote destination development and ensure there are attractive activities and offers for the community and visitors. Additionally, the Affiliate Membership Program invites businesses located outside of Silver Star Village to collaborate with Destination Silver Star.



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.

