



2025-2026 Winter Partner Toolkit



Photo: Abby Cooper

Welcome to the Winter 2025/26 Toolkit

This is your go-to resource for helping promote Silver Star's incredible winter season. This toolkit was designed to make it easy for our community partners, businesses, and ambassadors to share the magic of Silver Star with visitors near and far.

Photo: Lianne Viau

What's Included in this Toolkit

Inside this toolkit, you'll find everything you need to help tell Silver Star's story this winter:

1. Target Traveller
2. Winter Content Themes
3. Suggested Posts
4. Photo & Video Assets
5. How to Get Involved
6. Event Promotion
7. Contact



Photo: Jackson Parker

Target Traveller

Target Audience:

Fitness Adventurers and Active Families

Those who love to get outdoors, stay active, and enjoy experiences that blend adventure, relaxation, and togetherness.

Interest Targeting:

- Outdoor recreation and nature
- Festivals and events
- Health and wellness
- Skiing and snowboarding
- Nordic skiing
- Winter activities and sports



Winter Content Themes

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

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



Winter Content Themes

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

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

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: Abby Cooper

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.

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

Winter at Silver Star - Static Image Posts

Find out why Silver Star, BC is pure magic for kids of all ages. #MySilverStar
<https://destinationsilverstar.com/winter/>

Silver Star is the perfect home base for winter adventure, with great skiing, shops, dining and more. Find out what makes our community so special. #MySilverStar

Learn more at
<https://destinationsilverstar.com/winter/>

Experience a winter wonderland in the Okanagan. Untracked powder and snow-filled adventures await. #MySilverStar

Learn more!
<https://destinationsilverstar.com/winter/>

Pair this text with one of your favourite Silver Star images. Please ensure you're using the appropriate photo credit provided for each image.

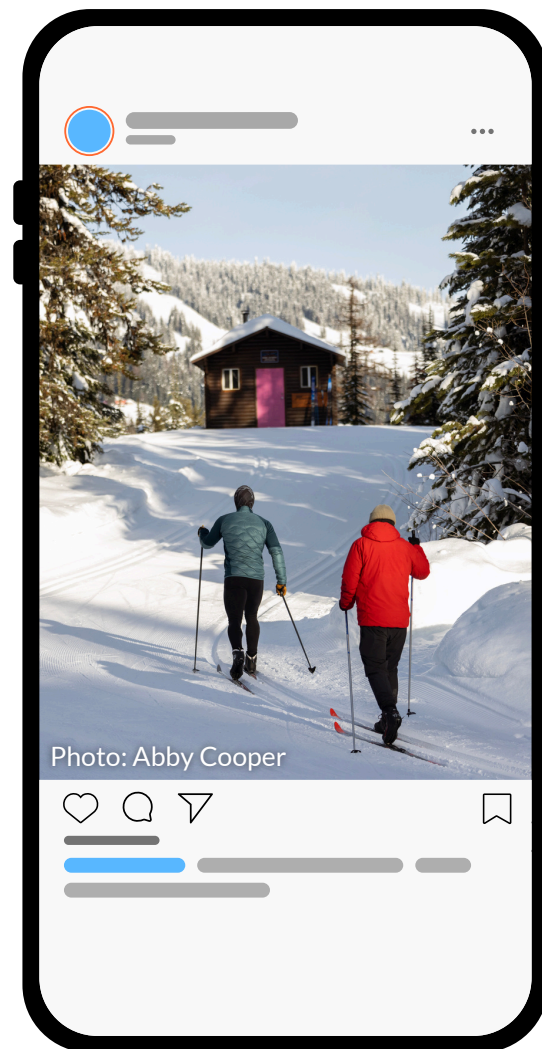
Photo & Video Assets

Access our curated collection of Silver Star photos and videos.

Incorporate these assets into your website, social media, ads, or marketing materials to elevate your storytelling and align with the Silver Star brand.

Please ensure you're using the appropriate photo credit provided for each image.

[View the Winter Gallery](#) ►



How to Get Involved

1. Like, Follow, Share, Engage with us on social media.

2. Share your own Silver Star winter experiences using #MySilverStar.

3. Tag @destinationsilverstar on your posts for a chance to be reshared or featured on our social channels.

4. Join the conversation about winter at Silver Star by sharing our suggested content.



@destinationsilverstar



Photo: Jackson Parker



Photo: Vanessa Garrison

Event Promotion

Help promote community winter events as they become available:

November 21

Tentative Nordic Opening Day

November 28

Tentative Alpine Opening Day

December 6

Silver Star Annual Light Up

January 3

Light Up the Ice

January 17

Fatshoe Duathlon Race

January 30 - February 1

Over the Hill Downhill

March 27 - April 5

SEISMIC

April 4-5

Sovereign2SilverStar



Photo: Dave Heath



For media inquiries, please contact:

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