



DESTINATION  
**SILVER STAR**

**2026 Summer  
Partner Toolkit**



# Welcome to the Summer 2026 Toolkit

This is your go-to resource for helping promote Silver Star's incredible summer 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: Kai Jacobson

# What's Included in this Toolkit

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

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



Photo: Jordan McGrath

# Target Traveller

## Target Audience:

Outdoor Explorers

Purpose-Driven Families

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

## Interest Targeting:

- Mountain biking
- Trail running & hiking
- Village culture
- Family outdoor adventure
- Health, fitness, & community events

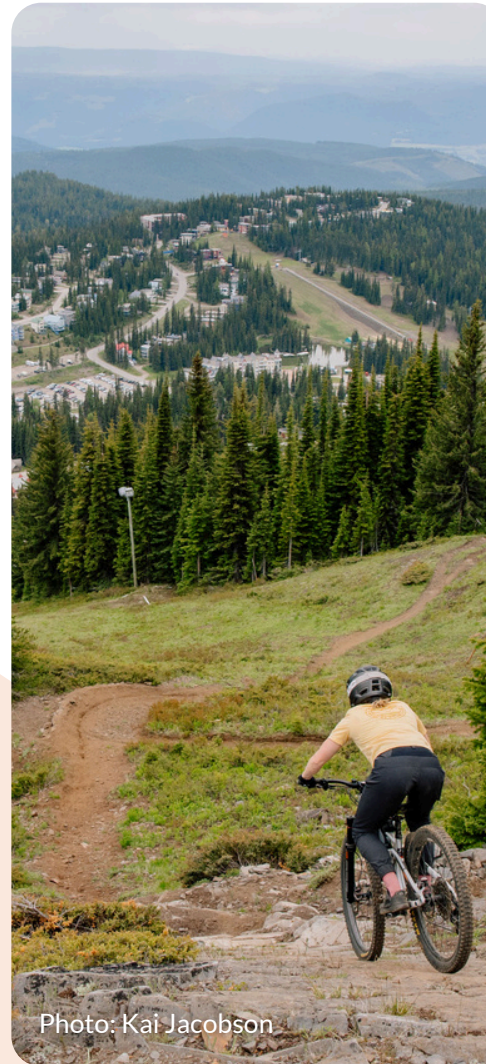


Photo: Kai Jacobson



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# Summer Content Themes

## Enjoy a Relaxing Family Getaway

Experience family time in nature without the hustle and bustle. Families will find a variety of accommodation options and a great selection of kid-friendly activities in and around Silver Star this summer.

- Share family activities and travel ideas and how they can be paired or enhanced by your business
- Showcase the breadth of trails, attractions, and lakes in the area with travel tips for families

## 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 what makes Silver Star different from other places - uncrowded, no lift lines, terrain that challenges without overwhelming
- Connect your business to the trail experience: relaxing stays, food & drink to keep you fuelled, gear tune-ups, post-ride recovery, local knowledge

## 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 homebase 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 afternoon
- Highlight the village's character and community, what makes this feel like a magical place



Photo: Abby Cooper

# Blog Posts

The following blog posts are live on [destinationsilverstar.com](https://destinationsilverstar.com) and are ready to share through your channels.

## BLOG POSTS

Biking Bliss: Two-Wheeled Adventures In and Around Silver Star

LINK: <https://destinationsilverstar.com/biking-bliss-two-wheeled-adventures-in-and-around-silver-star/>

5 Reasons to Visit Silver Star this Summer

LINK: <https://destinationsilverstar.com/5-reasons-to-visit-silver-star-this-summer/>

Trail Running in Greater Vernon, the Trails Capital of BC

LINK: <https://destinationsilverstar.com/trail-running-in-greater-vernon-the-trails-capital-of-bc/>



Photo: Jordan McGrath

For more blog posts and stories, visit: [destinationsilverstar.com/stories](https://destinationsilverstar.com/stories)

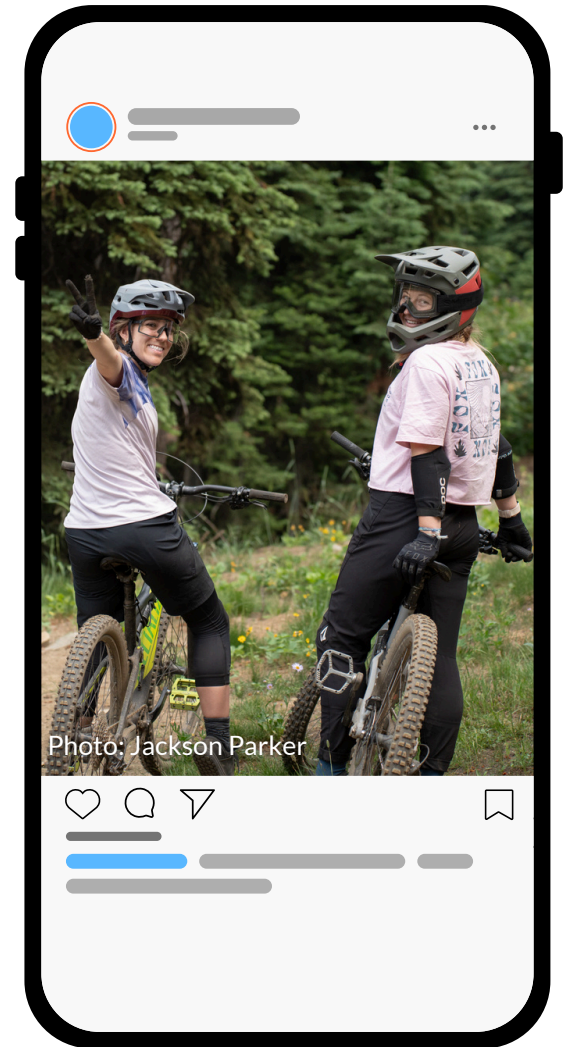
# Photo & Video Assets

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 Summer Gallery](#) ▶



# How to Get Involved

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

2. Share your own Silver Star summer 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 summer at Silver Star by sharing our suggested content.



@destinationsilverstar



Photo: Jackson Parker

# MemoryKPR

Destination Silver Star is building a library of authentic guest & community stories through our MemoryKPR platform.

Share our Discovery Page with your guests for them to explore the Silver Star Storybook and add their own!

**[Explore the Silver Star Storybook](#)** ►

Interested in setting up a story specific to your business? Let us know by contacting [info@destinationsilverstar.com](mailto:info@destinationsilverstar.com).



Photo: Lianne Viau



# Event Promotion

Help promote community summer events as they become available:

**June 19**

Tentative Summer Opening Day

**June 20-21**

Slay the Dragon

**June 27**

Summer Spectacular

**July 1**

Canada Day

**July 11-12**

NOCS Pedal Fest Enduro

**August 5-9**

Crankworx

[View the full Events Calendar](#)





Photo: Abby Cooper



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.