

DESTINATION
SILVER STAR

# 2026-2027 Winter
# Partner Toolkit



# Welcome to the Winter 2026-27 Toolkit

This is your resource for helping tell Silver Star's story this winter. Inside, you'll find target traveller insights, this season's content themes, a monthly storytelling plan, a look at Silver Star's social media approach, photo and video assets, and everything you need to get involved.

## What's included:

- Target traveller
- Winter content themes
- Monthly storytelling plan
- Social media plan highlights
- Photo & video assets
- Silver Star Storybook
- How to get involved
- Event promotion
- Contact







# TARGET TRAVELLER

Winter marketing speaks to three traveller types from the Digital Marketing Blueprint, led by Outdoor Explorers.

## Outdoor Explorers *(primary)*

- Ages 25 to 50. Knowledge workers and outdoor professionals from urban BC, Alberta, and the Pacific Northwest.
- Values authenticity over luxury, seeks progression terrain, skeptical of marketing hype.
- High AI usage for trip planning. Active on Reddit, YouTube, and OnTheSnow.
- **Key message:** Silver Star is what skiing used to be — authentic village, uncrowded runs, locals who actually live here, progression terrain without lift lines.
- **Content that lands:** data-driven comparisons, community testimonials, behind-the-scenes content.

## Purpose-Driven Families *(secondary)*

- Parents 30 to 45 with kids 4 to 16, often multi-generational.
- Safety-focused, price-conscious, values predictability.
- **Key message:** safe enough for teens to explore independently, engaging enough for grandparents to join, affordable enough to return year after year.

## Refined Globetrotters *(secondary)*

- Ages 35 to 65. Executives and entrepreneurs willing to fly for quality.
- Seeks curated, insider experiences over flash. Heavy reliance on AI tools for recommendations.
- **Key message:** the authentic mountain village people thought had disappeared — this is Whistler before it became Whistler.

# WINTER CONTENT THEMES

This winter's paid media supports three core storylines.

## Nordic Visibility

Snow lands here before it lands anywhere else. Silver Star and Sovereign Lake share 105 kilometres of groomed trail, drawing national ski teams for early-season training.

**Audience:** Outdoor Explorers, targeted directly across BC, Alberta, Washington, and Idaho.

**Supports:** the Nordic ad set and the October feature blog on Nordic routes and trails.

Nordic video



# 105 KM

of daily groomed Nordic trails shared by Silver Star and Sovereign Lake

# WINTER CONTENT THEMES

This winter's paid media supports three core storylines. Each has matching video content that will be shared on our social channels. Please feel free to reshare.

## Ikon Pass

SilverStar Mountain has joined the Ikon Pass for 26/27. Ikon Pass holders get 7 days here, Base Pass holders get 5, Session Pass holders 2 to 4. Many pass holders don't know the mountain is included yet.

**Audience (Canada):** residents of other Ikon Pass resort communities across BC and Alberta.

**Audience (US):** residents of Ikon Pass resort communities in Washington, Idaho, Utah, and California, with the exchange rate as an added incentive.

**Supports:** the November feature blog announcing the partnership

Ikon Pass Video

## The Belonging & Retargeting

The mountain community that feels like it belongs to you. No lift queues, no gridlock, just 3,303 acres of alpine terrain, 133 runs, and a village where the locals actually live.

Runs September 21 through March, the foundation campaign underneath the seasonal flights.

Retargeting reaches anyone who's engaged with a DSS ad or visited the site in the last 180 days, with a focus on accommodation booking.

Hero Winter video



# MONTHLY STORYTELLING PLAN

Each month pairs a feature blog with social support and a newsletter roundup. Use the sample copy below as a starting point for your own channels.

| Month | Feature Blog | Sample copy to share |
|---|---|---|
| October | **Nordic route & trail content** | Snow lands here before it lands anywhere else. Silver Star and Sovereign Lake share 105 kilometres of groomed trail, and national Nordic teams already know it. |
| November | **Ikon Pass: Silver Star joins the roster** | SilverStar Mountain has joined the Ikon Pass for 26/27. Ikon Pass holders get 7 days here, Base Pass holders get 5. Early, reliable snow and a village where the people who work here actually live. |
| December | **Unique accommodations — Silver Star Stays** | From ski-in chalets to cozy village rooms, Silver Star Stays put you steps from the lifts and the life of the village. |
| January | **Factual, helpful and tasteful comparison content — Silver Star vs. Whistler, Big White, Sun Peaks & Revelstoke** | Same snow, different crowd. Here's how a day at Silver Star actually compares. |
| February | **Warming up your ski legs** | Proximity to Kelowna International Airport. Make Silver Star the first stop on the interior ski circuit. |
| March | **Season wrap-up** | The season wrap — our favourite moments from winter at Silver Star. |

# SOCIAL MEDIA PLAN HIGHLIGHTS

Here's what carries the Silver Star story on social this winter, and how to plug in.

## Content Pillars

- Nordic & early season — trail conditions, early snow updates, the Sovereign Lake partnership.
- Ikon Pass education — what holders get, and why Silver Star is worth the detour.
- Destination inspiration — landscape, village, and trail photography.
- Eat, drink and stay — restaurants, apres and accommodations
- Local events — Light Up, New Year's Eve, Vernon Winter Carnival, Family Day weekend.
- Silver Star Storybook — run and lift naming stories, archive photos, community memories.
- Community and member spotlights — the Shining Star Award, local clubs, staff and operator features.
- UGC and guest stories — reshares, tags, visitor milestones.

## Where to find it

| Platform | Frequency | What to expect |
|---|---|---|
| Instagram | 3 to 4x/week | Feed posts, reels, daily stories |
| Facebook | 2 to 3x/week | Event promotion and recaps, community highlights |

### Get involved

Share your own Silver Star winter moments using **#MySilverStar**, and tag **@destinationsilverstar** for a chance to be reshared or featured.

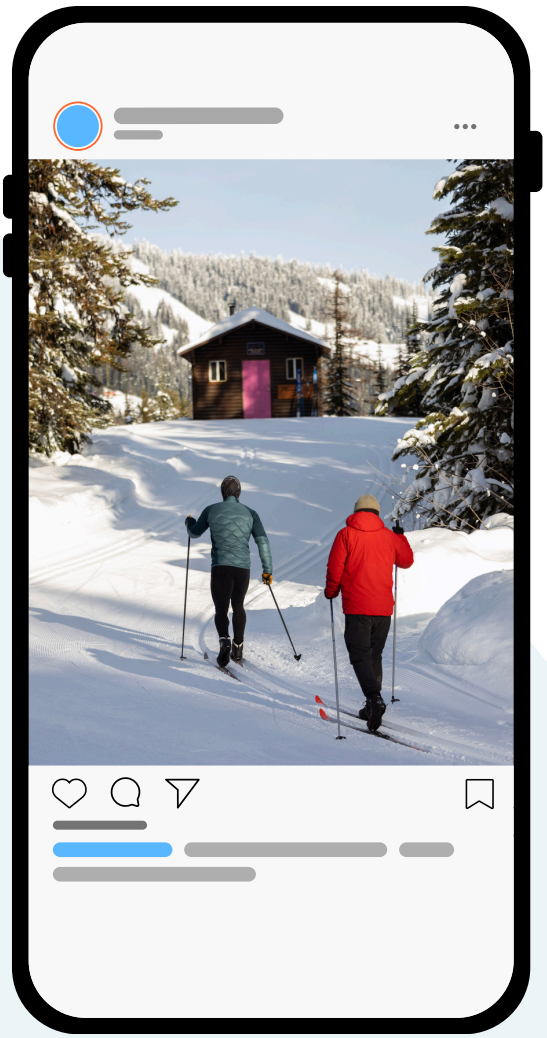
# PHOTO & VIDEO ASSETS

Access our curated collection of Silver Star photos and videos.

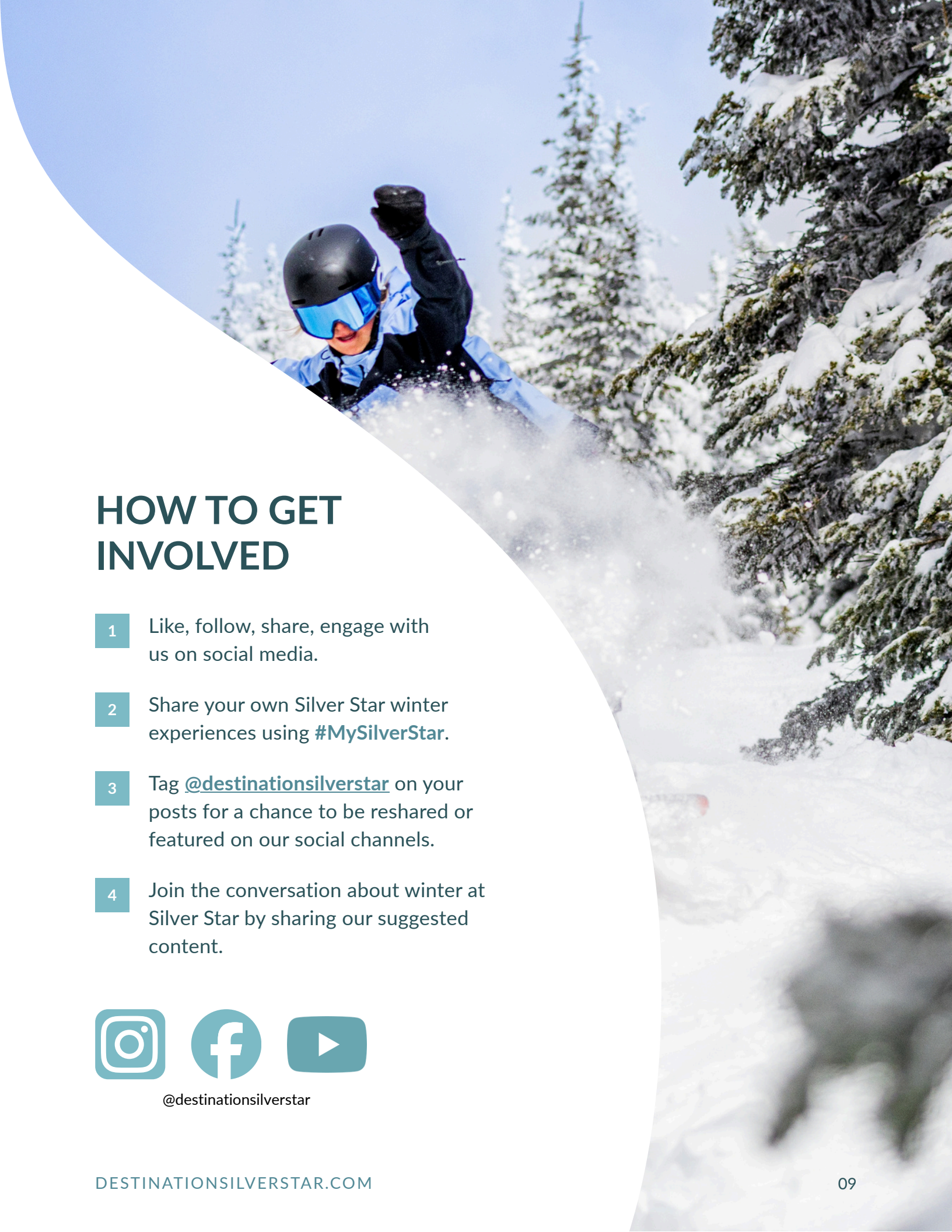
Incorporate these assets into your website, social media, ads, or marketing materials to elevate your storytelling and align with the Silver Star brand.

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

View the winter gallery



@destinationsilverstar



# 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

# SILVER STAR
# STORYBOOK

Silver Star Storybook is a living collection of community and visitor stories, photos, and videos, gathered through memoryKPR, a digital storytelling platform.

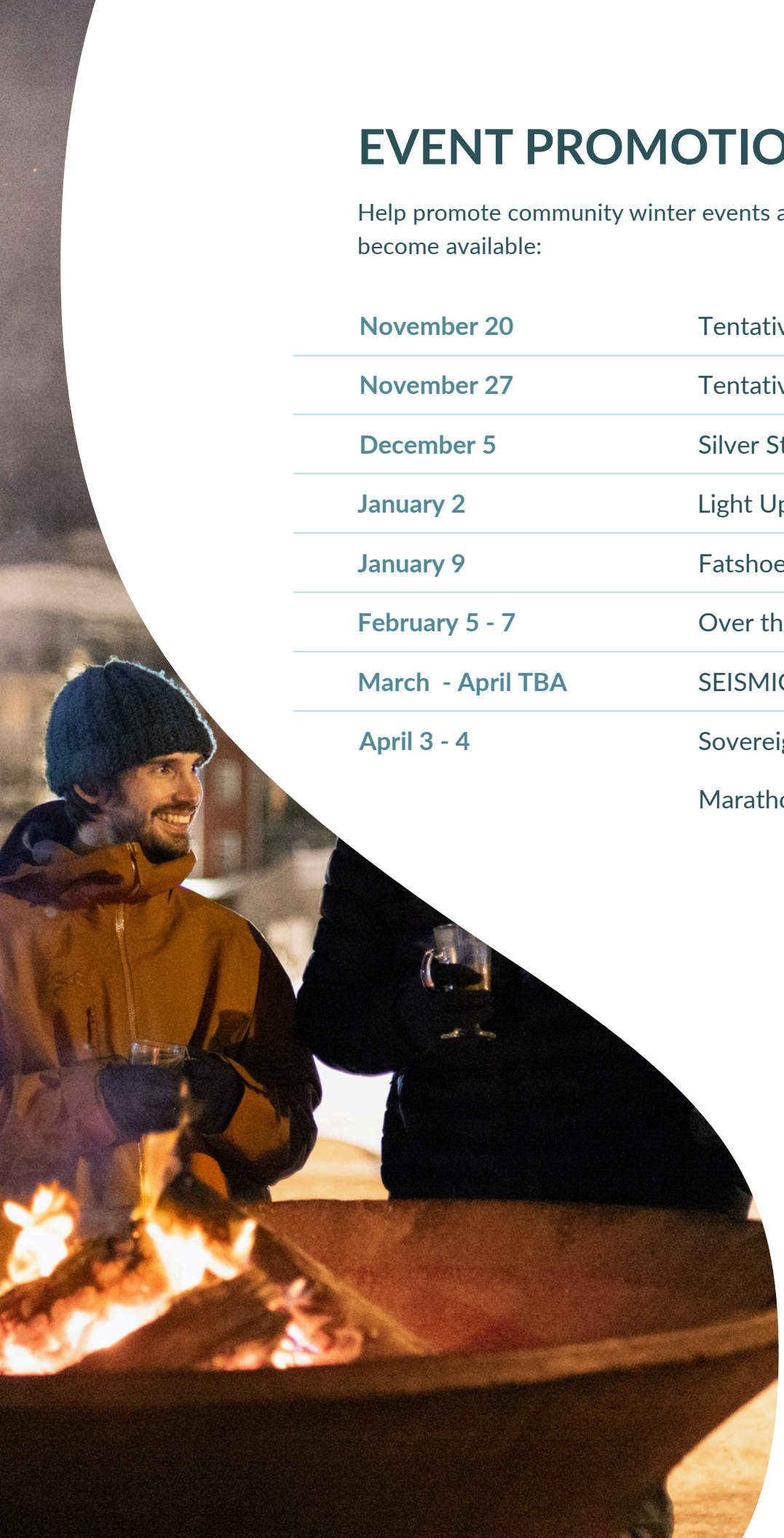
Guests can scan the code or click the link below to add their own Silver Star moments — no app or account needed.

Scan to view or contribute to the Silver Star Storybook

## How partners can help

1. Display the QR code at your business or share the link with guests so they can add their own photos, videos, or stories.
2. Add your own content to the Storybook — team moments, guest interactions, behind-the-scenes shots.
3. Browse existing stories for inspiration, including The Magic of Silver Star, The Nordic Scene at Silver Star, and Silver Star Freestyle Club.

View the Silver Star Storybook



# EVENT PROMOTION

Help promote community winter events as they become available:

| | |
|---|---|
| **November 20** | Tentative Nordic Opening Day |
| **November 27** | Tentative Alpine Opening Day |
| **December 5** | Silver Star Annual Light Up |
| **January 2** | Light Up the Ice |
| **January 9** | Fatshoe Duathlon Race |
| **February 5 - 7** | Over the Hill Downhill |
| **March - April TBA** | SEISMIC |
| **April 3 - 4** | Sovereign2SilverStar Ski Marathon |



DESTINATION
SILVER STAR

## For marketing inquiries, please contact:


**Hannah Lucich**
Marketing & Communications Manager, Destination Silver Star
P: **250-275-4942**
**marketing@destinationsilverstar.com** | **destinationsilverstar.com**


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.