

A scenic winter landscape at sunset or sunrise. The sky is a mix of deep blues, purples, and oranges. In the foreground, there are snow-covered evergreen trees on the left and a ski lift structure on the right. The sun is low on the horizon, casting a warm glow over the scene. The text 'Sun Peaks Resort' is prominently displayed in the center, with 'Brand Platform' underneath it. A thin horizontal line is positioned below the subtitle.

Sun Peaks Resort

Brand Platform

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PHOTO DISCLAIMER:

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Introduction

“A brand that captures your mind
changes behaviour.

A brand that captures your heart
gains commitment.”

INTRODUCTION

If you've spent any time here, you know, there's something special about Sun Peaks.

This document begins to define that specialness, and gives us tools to help articulate, express and evaluate the brand in our daily work—not just in marketing, but in every aspect of our operations, guest experience, employee experience, partnership choices, product development and programming.

This is the foundation of the Sun Peaks brand. It is how we will become resonant and relevant in today's competitive world of travel and adventure. It is how we'll ensure that all who create, market, sell and deliver the Sun Peaks brand experience are aligned. And it is how we'll ensure all who encounter the Sun Peaks brand understand who we are, what we stand for and how to relate to us.

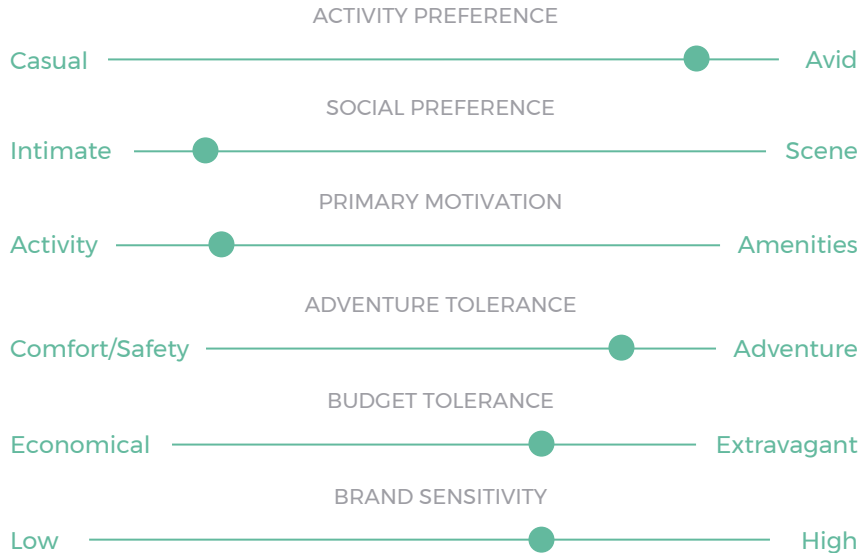
A group of people riding bicycles outdoors. The image is slightly blurred, suggesting motion. In the foreground, the handlebars and front wheel of a bicycle are visible. A person's hand is on the handlebar. In the background, several other cyclists are visible, some wearing helmets and sunglasses. The scene is set outdoors with trees and a clear sky.

Ideal Guest Profiles

Winter

The Avid Ski Traveler

AGE: 20-65 | **OCCUPATION:** Young professional through to retirees
LIFE PHASE: All life phases | **HHI:** Average to above average (\$100-\$150k)
SOCIAL: Travel with friends, partner, or as the ski-focused traveler in a family group



"I've been a skier my whole life, and it's more of a lifestyle than a hobby to me. It's my escape, my passion. My best memories are skiing with friends. Whatever distractions life throws my way, I'll always prioritize skiing."

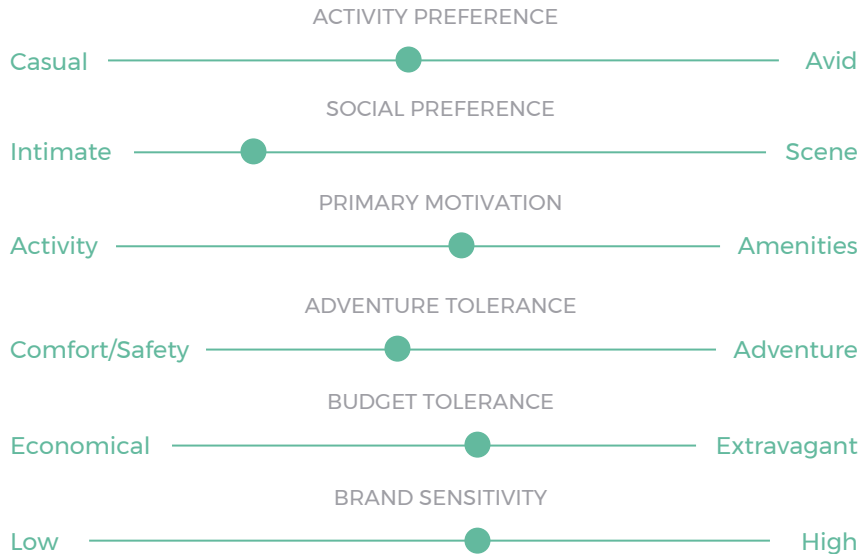
Winter

The Snowsport Enthusiast Family Planner

AGE: 30-55 | **OCCUPATION:** Working professional

LIFE PHASE: Married w/ kids (3-16) | **HHI:** Average to above average (\$100-\$150k)

SOCIAL: Travel with family-unit and friend groups



“We love skiing vacations because we can spend quality time together as a family or with friends away from the demands of our day-to-day lives. We want our kids to love the mountains as much as we do.”

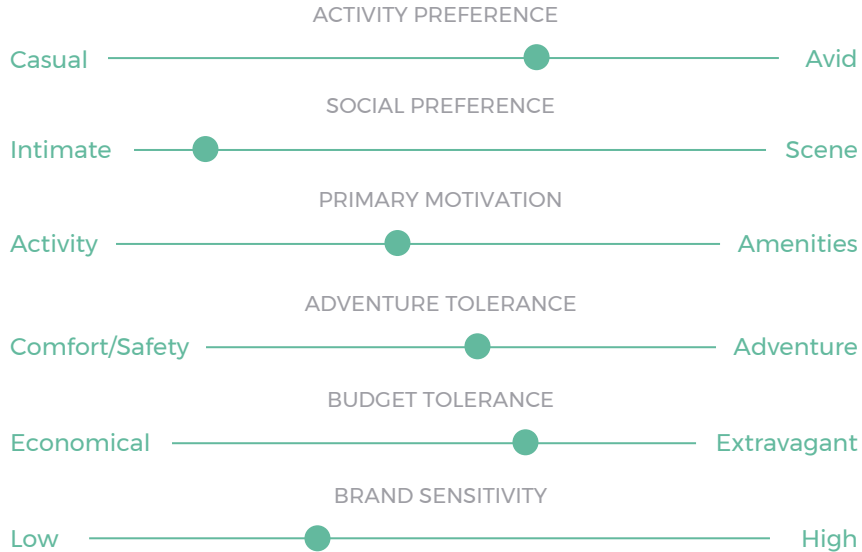
Summer

The Outdoor Activity Sampler

AGE: 20–65 | **OCCUPATION:** Young to older working professional, retirees

LIFE PHASE: Young couples, families, adult couples | **HHI:** All ranges

SOCIAL: Travel with partner and/or friends, or family-unit



“Summer is the best! There’s just so much to see and do outside – hiking, biking, lakes, scenery, and sun. There’s something about being outside in the fresh mountain air, surrounded by the beauty of nature that just feels right.”

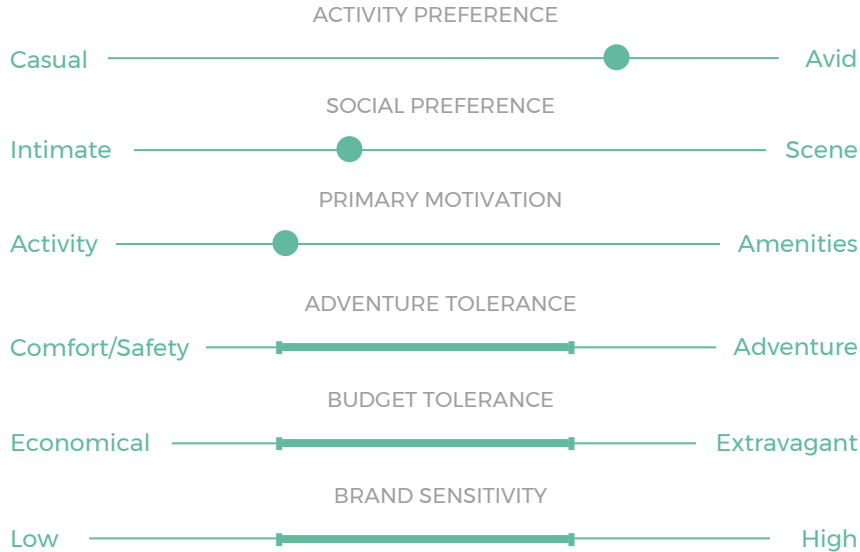
Summer

The Avid Activity Participant

AGE: 16-50 | **OCCUPATION:** Students through to working professionals

LIFE PHASE: Student to retiree | **HHI:** All ranges

SOCIAL: Travel with other avid participants



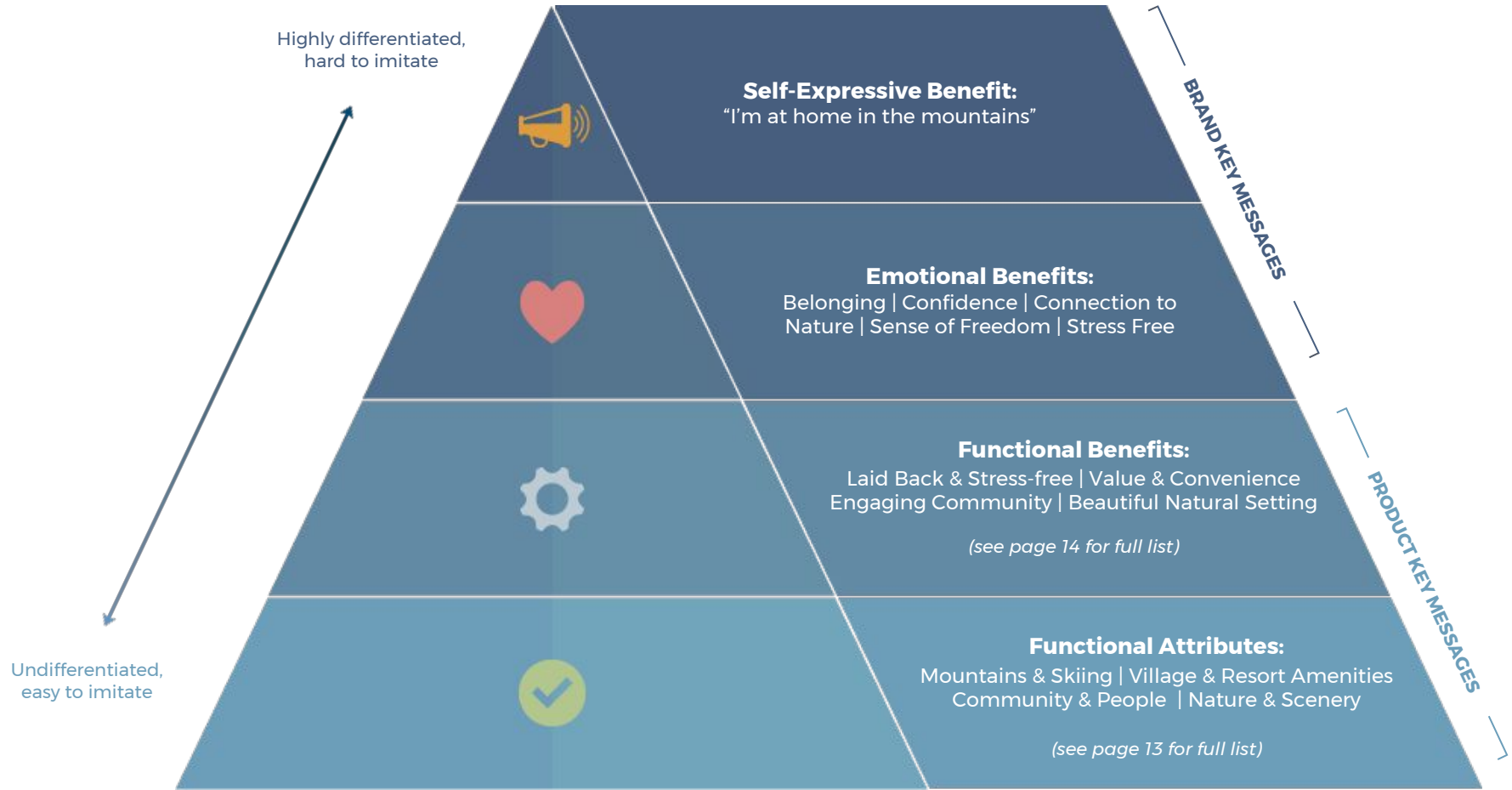
“Mountain biking/golfing is one of my favourite things to do, and I love traveling to ride new areas/play new courses with my buddies.”

The riding/golfing is the most important thing to us, but it's nice to have a comfortable place to stay and a few restaurants and bars to choose from.”

A festive winter scene at a resort. In the foreground, an ice skating rink is active with several people skating. The rink is surrounded by a low wall and a railing. In the middle ground, a large, brightly lit Christmas tree stands in front of a multi-story resort building. The building has a prominent clock tower with two clock faces and is decorated with lights and garlands. The sky is a soft twilight blue, and the overall atmosphere is warm and celebratory.

Brand Value Pyramid

Brand Value Pyramid



Functional Attributes

Mountains & Ski Experience

4,270 acres, 3 mountains
12 lifts
135 trails
Good grooming
Light, easy to ski snow
2,891 vertical ft
Sun hosts
Circle tour

Village & Resort Amenities

39 restaurants, bars and shops
Well laid-out pedestrian village
European-style architecture
5500 pillows

Community & People

School
700 full-time residents
Owner operated businesses
Skating rink & pool

Nature & Scenery

Wildlife (bears, deer)
Pristine natural surroundings
Wildflowers, forest

Functional Benefits

Laid Back & Stress-free

Uncrowded
Laid-back
Stress-free
Comfortable
Easy to get around
Calm, serenity
Unintimidating
Mellow vibe
Kids can roam free

Value & Convenience


Good value for money
Convenient
Variety, options to choose from
Full-service resort amenities

Engaging Community

Meet and socialize with real locals
Friendly locals willing to engage

Beautiful Natural Setting

Easy access to nature

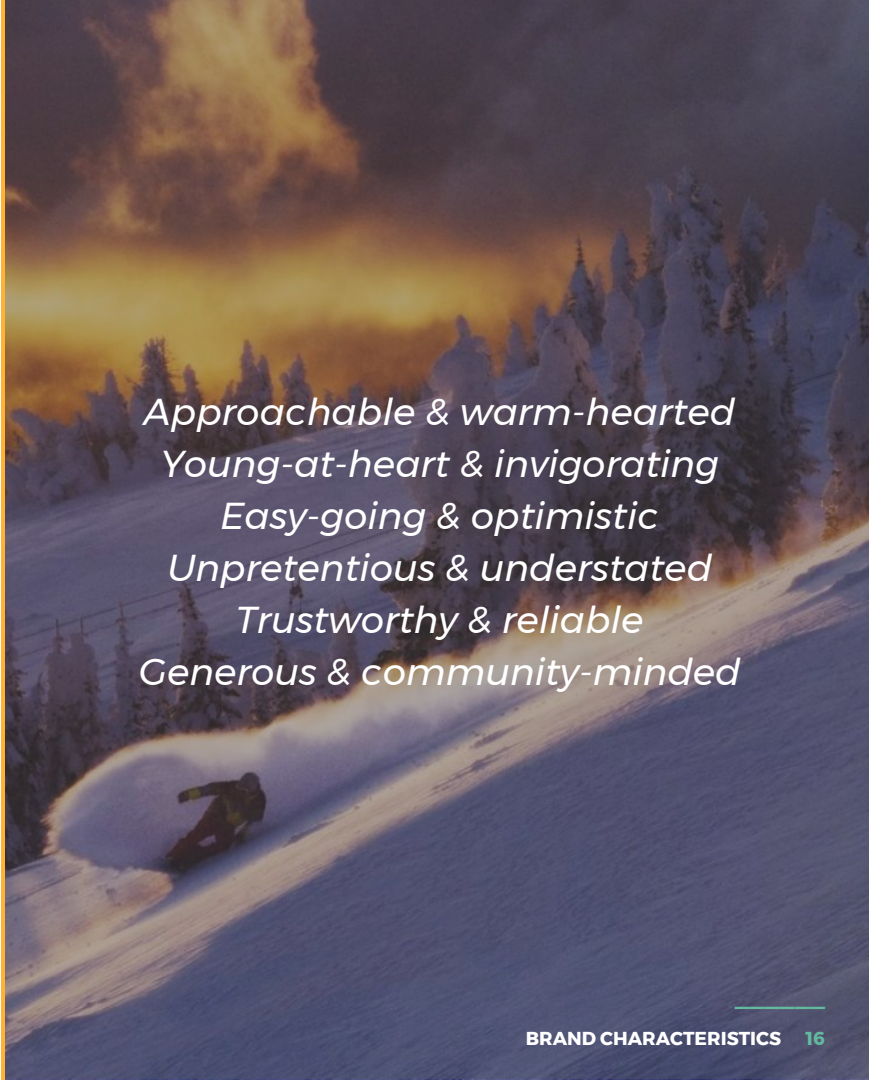


Brand Characteristics

Brand Characteristics

Our Brand has its own character that defines its personality much like a set of human characteristics.

A brand's character is something to which the consumer can relate to and connect with, creating the foundation for an emotional connection and lasting relationship.



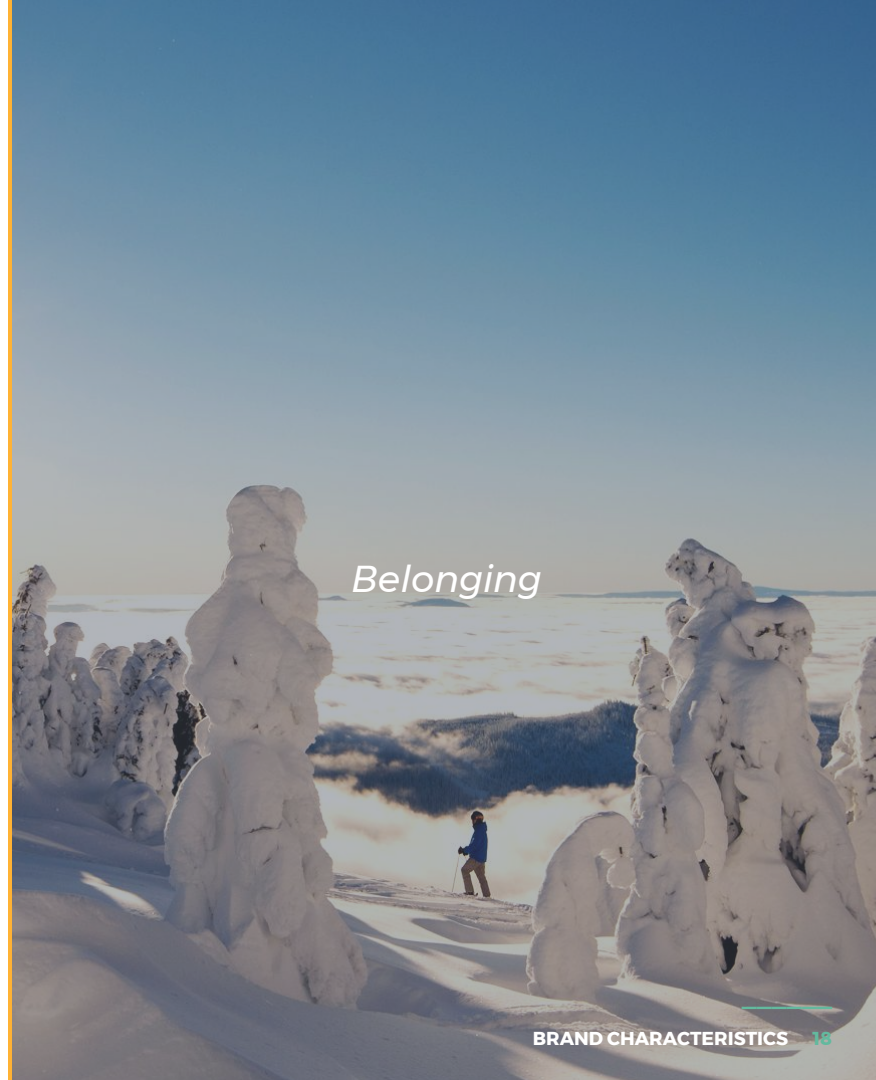
Approachable & warm-hearted
Young-at-heart & invigorating
Easy-going & optimistic
Unpretentious & understated
Trustworthy & reliable
Generous & community-minded

A winter landscape with snow-covered trees and a person in the distance. The sun is shining brightly from the left, creating a lens flare effect. The sky is clear and blue. The ground is covered in deep snow, and the trees are heavily laden with snow. A person is visible in the distance, walking or skiing on a path.

Brand Essence

Brand Essence

Brand Essence is the emotional heart of a brand, summed up in a few words that offer meaning and relevance to users. It is the consumer's gut feeling about your company, service or product.



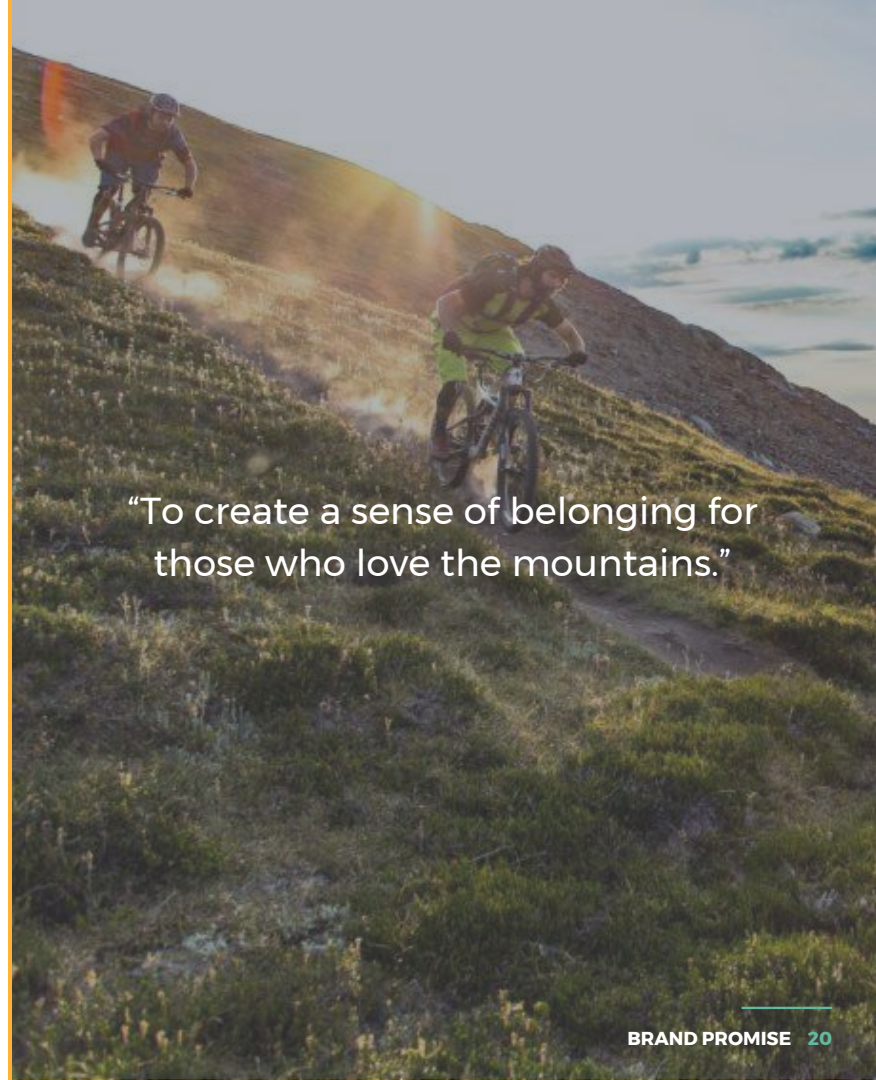
Belonging



Brand Promise

Brand Promise

Our brand promise is a commitment to our guests that captures the essence of our experience. It's also the internal pact we make to ourselves that helps to guide the development of our brand. It's not a slogan or a tagline. It's our promise to our guests and ourselves. It's that simple.



“To create a sense of belonging for those who love the mountains.”

A winter scene at night. In the foreground, a fire pit with a warm fire is surrounded by snow. Two pairs of skis are stuck upright in the snow. To the left, two people in winter gear are sitting on wooden chairs. The background shows a stone building and snow-covered trees with warm lights. The text "Brand Voice" is overlaid in the center.

Brand Voice

Brand Voice

Our brand voice is developed and employed to ensure that when we are communicating with our guests that we sound real.

It is a combination of language, tone and style that is both fluid and generative. This is a language that reflects our place and our lifestyle. This is the language that embodies our brand.



Warm

Human

Upbeat

Unpretentious

Engaging

A large crowd of people is gathered at an outdoor festival during sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. In the background, there are mountains and a body of water. A wooden structure with a string of colorful flags is visible on the right side of the image. The overall atmosphere is festive and social.

Brand Position

Brand Position

Brand positioning is the place we own in the mind of our guests. It details the benefits of what we offer, and thereby creates relevancy, establishes our competitiveness and maximizes our value.

A photograph of a large crowd of people gathered outdoors at dusk or sunset. The scene is dimly lit, with a warm, golden glow from the setting sun in the background. The crowd is dense, and many people are looking towards the camera or the light source. The overall atmosphere is social and vibrant.

Sun Peaks is a year-round mountain destination that offers its guests adventure and experiences that are accessible, approachable, stress-free and laid-back, as well as a passionate community of locals who are inspired to share their mountain lifestyle.

A scenic mountain landscape under a cloudy sky. In the foreground, a field of vibrant wildflowers in shades of red, white, and blue is in full bloom. In the middle ground, two hikers are walking along a rocky ridge. The background features a dense forest of evergreen trees on a hillside. The overall atmosphere is peaceful and natural.

Our Manifesto

Our Manifesto

We're pretty happy being second. Because...while we're the second largest ski area in Canada, it's a little quieter sitting back behind number one. It gives us permission to set our own pace, run our own race, and be a bit more relaxed and laid back.

As it turns out, that's what people love about us. We don't have crowds or a scene. But we do have a life—a mountain life to be exact. It's a way of going about working, playing, raising our families and growing a community in British Columbia's interior mountains.

From the outside, our little town may look like a European transplant, but inside, it is 100% Canadian—disarmingly friendly, unwaveringly inclusive and instinctively open-hearted. And despite being a full-service resort, we don't think of ourselves as having a "product". Or an "offering". Or even "amenities", for that matter. We do, however, have real experiences served up by independent business owners and operators who call this place home, and live to share its gifts.

Continued...

OUR MANIFESTO (CONT'D)

And all of this suits us just fine. Because we're a community of spirited and proud people who do things a little differently. Where others may value accolades, we value—well—values. We believe hard work delivers progress and innovation. We believe we should always deliver on what we say. And we believe that instead of blowing our own horn, we should simply deliver good, old-fashioned hospitality...the kind that we know makes people want to come back to us over and over again. Sun Peaks. Second to none.

Photography Moodboards

A person is performing a yoga pose (Pigeon Pose) on a wooden deck. The deck is elevated and overlooks a vast landscape of tall evergreen trees and distant mountains. The sun is low on the horizon, creating a warm, golden glow and lens flare effects. The overall mood is serene and peaceful. The text "Photography Moodboards" is overlaid in the center in a bold, white, sans-serif font. A small teal horizontal line is positioned below the text.

Photography Moodboards

tone / hue

With the intent of capturing Sun Peaks' geography, climate and sunny conditions, our imagery will feel "sun effected" with warm, golden hues and a sun-kissed glow or sparkle where possible. While sun is a must, directly overhead, blue-bird, high contrast blues are what we'd like to avoid in order to create differentiation from the competitors.

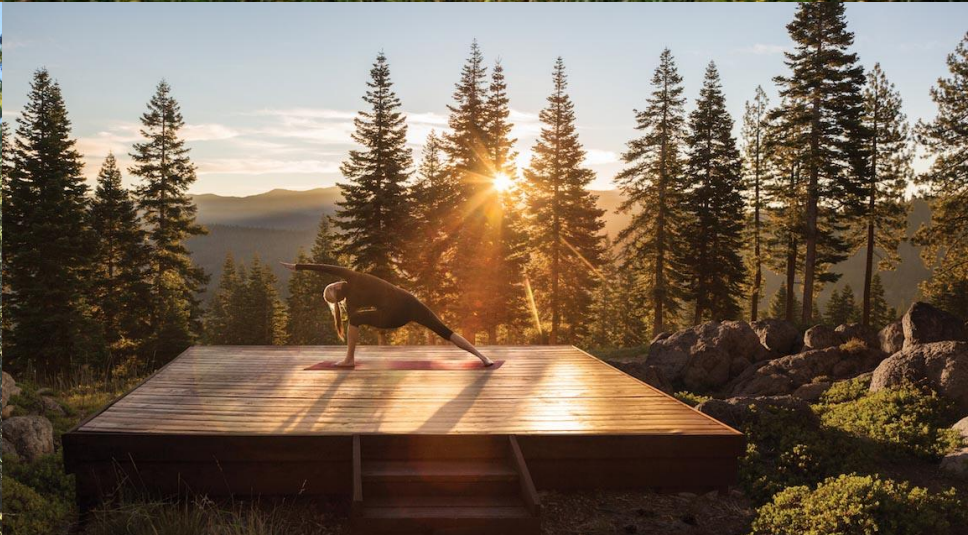
MOOD

The mood of our photography should emulate the feeling of the place. The images should feel casual, informal and verging on candid. It should be noted that this does not mean amateur or snapshot-ish.

COMMUNICATING "BELONGING"

In an effort to align with the brand essence, the subjects of our imagery should appear intimate, engaged and warm-hearted, but most of all, they should appear completely at home in their surroundings.





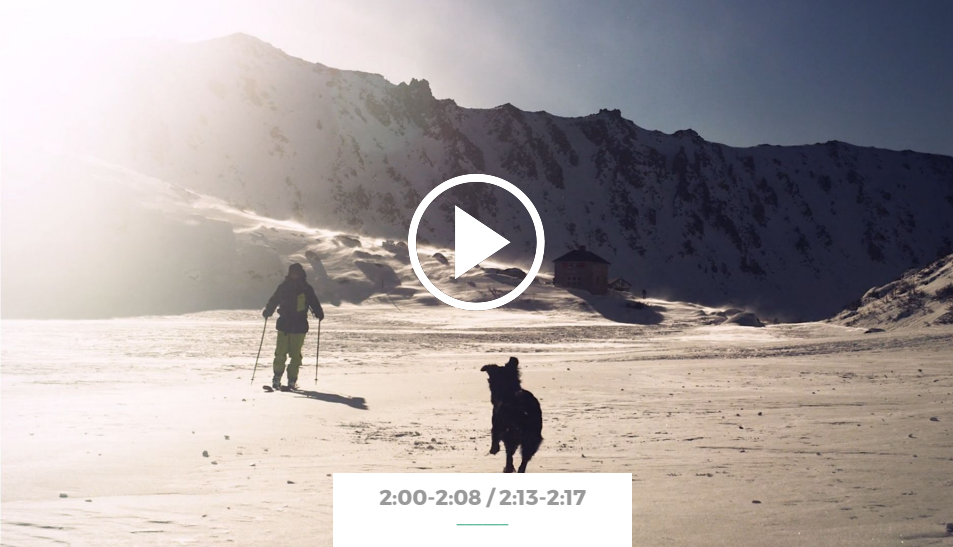




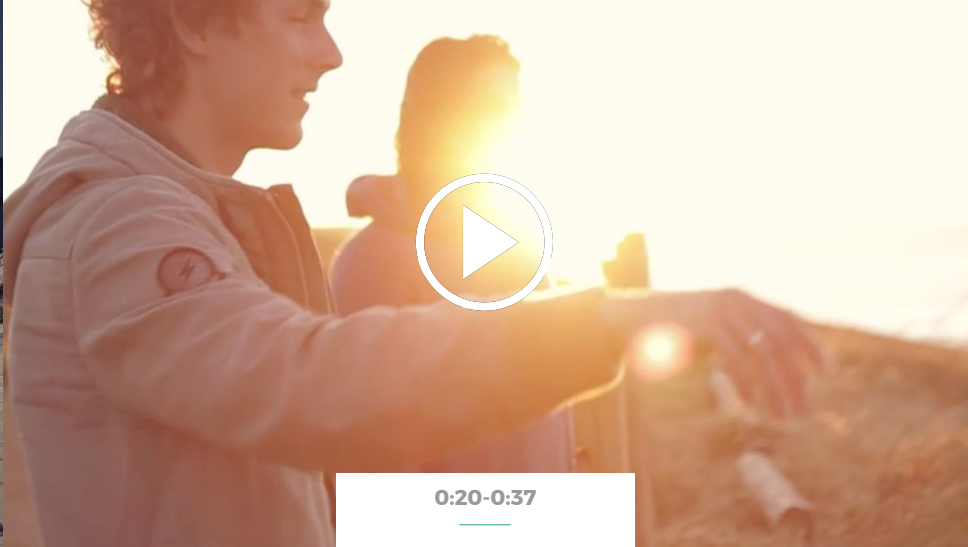




Video Moodboards



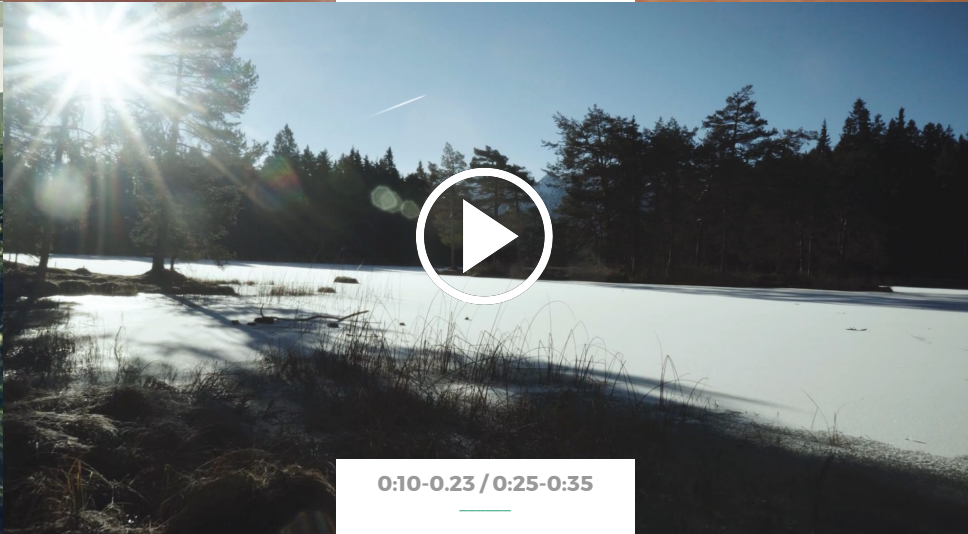
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0:20-0:37



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0:10-0:23 / 0:25-0:35

Boilerplate Copy

Sun Peaks is a resort community located in the interior of British Columbia. Located just 45 minutes from Kamloops, it is the second largest ski area in Canada and a year-round destination for guests in search of a welcoming, accessible, stress-free mountain experience. Consistently recognized as one of the top ski resorts in North America, thanks to its massive terrain and confidence inspiring design, Sun Peaks offers a European-style ski-in, ski-out, pedestrian village with locally-owned and operated shops, restaurants and lodging. Spring, summer and fall offers guests a wide range of leisure activities, featuring an 18-hole, par 72 Graham Cooke-designed golf course, a lift-accessed downhill mountain bike park, cross-country mountain biking, alpine hiking trails, and a year-round line up of concerts, events and festivals. Sun Peaks has been recognized for its environmental policies and practices, as the first resort in North America and the only resort in Canada to earn the ISO 14001 designation for environmental management. Sun Peaks can be accessed from airport gateways in Kamloops (45 minutes) and Kelowna (2.5 hours), and by car, with only a four-hour drive separating Sun Peaks from Vancouver, B.C.

Elevator Pitch

Sun Peaks is a resort community located in the interior of British Columbia. Located just 45 minutes from Kamloops, it is the second largest ski area in Canada and a year-round destination for outdoor enthusiasts in search of a welcoming, accessible, stress-free mountain experience. While Sun Peaks 4000+ acres of terrain spread over three adjacent mountains, its European-style village, and its variety of outdoor adventures and activities all contribute to its appeal, Sun Peaks' distinction comes from its unique personality. The laid-back, stress-free atmosphere, the accessible layout and convenience of its terrain and pedestrian village, its beautiful, natural setting and its engaging locals all create a unique experience for its guests. The result? A connection to nature, a sense of freedom and confidence, and a community bond that gives everyone who visits a special sense of belonging.