



2025 NOURISH WHISTLER WELLNESS SERIES

CALL FOR EVENT CONCEPTS: SIGNATURE EVENT FOR THE 2025 NOURISH WHISTLER WELLNESS SERIES

Concept Deadline: February 28, 2025

Tourism Whistler invites qualified wellness industry experts and event producers to submit high-level concepts for a signature event to support the Nourish Whistler Wellness Series. This initiative aims to promote wellness for mind, body, and soul, fostering both visitor engagement and community participation while positioning Whistler as a premier destination for wellness tourism.

We are seeking innovative, immersive, and inspiring event concepts that align with the values of the Nourish Whistler Wellness Series. Submissions should outline the event's vision, potential programming, target audience, and how it integrates Whistler's natural environment and wellness culture. Selected proponents may be invited to submit further details of event planning, organization, and execution.

BACKGROUND INFORMATION

Tourism Whistler positions June as the time visit Whistler for health and wellness. To bolster this, Tourism Whistler works with Watermark Communications to produce 30+ unique event programming throughout the month of June (May 31 – June 29, 2025), including: masterclasses and a speaker series, culinary workshops and dining experiences with top chefs, plus a selection of movement, mindfulness, arts and nature-based events. We are seeking to anchor this programming with a standout Signature Event that will attract visitors and locals alike.

PROJECT OVERVIEW

Name:	Nourish Whistler Wellness Series – Signature Event
Event Date:	June 20 and/or June 21, 2025
Location:	Whistler
Event Venue:	The event may be produced at any Whistler venue/location. The Whistler Conference Centre may be available.
Target Audience:	Domestic and International visitors, and local residents with an interest in wellness. Ideally this event concept will attract and cater to 100-500 participants.
Key Themes:	Movement & mindfulness, fitness, nutrition, sustainability, and holistic health.



Promotion: The Nourish Whistler Wellness Series is supported by an \$80K paid advertising campaign in BC and Washington. Tourism Whistler will also heavily promote across its owned channels including email, blog, social, travel media and web.

SUBMISSION GUIDELINES

- ◆ Applicant Profile – Relevant experience in wellness or similar events (max 1 page)
- ◆ A brief concept summary (1 - 2 pages)
- ◆ Key event components and experiences (max 1 page)
- ◆ Intended audience and community impact
- ◆ High-level budget considerations, both expenses and revenues, proposed compensation
- ◆ Potential partners, sponsors, or collaborators

DEADLINE FOR CONCEPT SUBMISSIONS : MARCH 7, 2025

For more details or to submit your concept, please contact:

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Tourism Whistler and Watermark Communications look forward to collaborating on an unforgettable Signature Event for the Nourish Whistler Wellness Series.