



WINE WALK – PROMOTIONAL TOOLKIT 2024

Explore Whistler’s bustling gallery scene while sampling hors d’oeuvres and wines from BC and Californian wineries every Friday night in October. Each week, experience Whistler’s galleries in a fun and unique way, with local, regional, and international artists, and interactive art experiences.

Tickets are on sale now at [WHISTLER.COM/WHISTLER-WINE-WALK](https://www.whistler.com/whistler-wine-walk).

EVENT DETAILS

- ◇ Name: Whistler Wine Walk
- ◇ Dates: October 4, 11, 18 and 25, 2024
- ◇ Time: 6 – 8:15 PM
- ◇ Locations: Various art galleries around Whistler
- ◇ Website: <https://www.whistler.com/events/whistler-wine-walk/>
- ◇ Whistler Insider: [Whistler’s Art Gallery Scene by the Glass: Whistler Wine Walk](#)

SHARABLE ASSETS:

- ◇ Blog - Whistler Insider: [Whistler’s Art Gallery Scene by the Glass: Whistler Wine Walk](#)
- ◇ [Images](#) to use for promotion
- ◇ Official Wine Walk 2024 [Poster](#)

COPY SUGGESTION/INSPIRATION:

Explore Whistler’s bustling gallery scene while sampling hors d’oeuvres and wines every Friday night in October.

Experience Whistler’s galleries in a fun and unique way, with local, regional and international artists, and interactive art experiences.

Enjoy a glass of wine and interactive art experiences as you peruse art at a variety of galleries.

Explore Whistler’s bustling gallery scene in a fun and unique way while sampling wines and hors d’oeuvres. This guided experience will take you to various galleries, showcasing local, regional, and international artists, with an interactive art experience at each location. Your ticket includes three 4 oz pours of wine: BC wine (October 4, 11, 25) or Californian wine (October 18) with the option to choose between White or Red. Ending at the Audain Art Museum, you will have the opportunity to view the latest exhibitions with the addition of live DJ music and canapés.

More information and tickets at [whistler.com/events/whistler-wine-walk/](https://www.whistler.com/events/whistler-wine-walk/)



ADDITIONAL EVENT INFORMATION

The experience includes a 4oz wine pour (with the choice of white or red) and an interactive art experience at each stop. Participants will spend 25 - 35 minutes at each venue before moving to the next. The journey culminates at the Audain Art Museum with a mini tour of the new exhibition, more wine, canapes, and music.

Guests starting point will be determined by the tour they pick which will also result in the galleries* they will visit on their walk. Specific details will be sent with their ticket confirmation after purchase.

*Tours will not visit all 6 galleries, there are two separate Wine Walk experiences.

- ◆ Six galleries participating
- ◆ 4 oz pours at each stop on all tours
- ◆ Canapes from Picnic Whistler at the Audain Art Museum
- ◆ Live DJ music at the Audain Art Museum

Galleries participating:

- ◆ [Fathom Stone Art Gallery: fathomstone.com/](http://fathomstone.com/)
- ◆ [Adele Campbell Fine Art Gallery: adelecampbell.com/](http://adelecampbell.com/)
- ◆ [Whistler Contemporary Gallery at the Hilton: whistlerart.com](http://whistlerart.com/)
- ◆ [Mountain Galleries at the Fairmont: mountaingalleries.com/](http://mountaingalleries.com/)
- ◆ [The Plaza Galleries: plazagalleries.com/](http://plazagalleries.com/)
- ◆ [Audain Art Museum: audainartmuseum.com/](http://audainartmuseum.com/)

Featured Wineries:

- ◆ October 4 – [Okanagan Crush Pad](#)
- ◆ October 11 – [Poplar Grove](#)
- ◆ October 18 – [California Wines](#)
- ◆ October 25 – [Time](#)

To drive visitation: Customers booking 3+ night stays on Whistler.com are eligible to receive 1x free \$100 Dining Voucher to use at participating locations.

MORE INFORMATION

A survey will be available for guests to complete after their Wine Walk experience. All guests who complete the survey will be entered into a draw to win one of two (2) \$100 VISA gift cards.

If you have any questions, please contact Dusty Andrews, Coordinator of Destination Experience, dandrews@tourismwhistler.com