



TOURISM WHISTLER
PLACE
BRAND

THE WHISTLER BRAND

Driven by a real community of locals, surrounded by a breathtaking natural environment and elevated by our world-class infrastructure, Whistler delivers thrills, straight to the soul. Here, thrill lives as much in the heart-pounding rush of adventure as in the calm of rejuvenation. We embrace the contradictions of a place that's both rugged and refined.

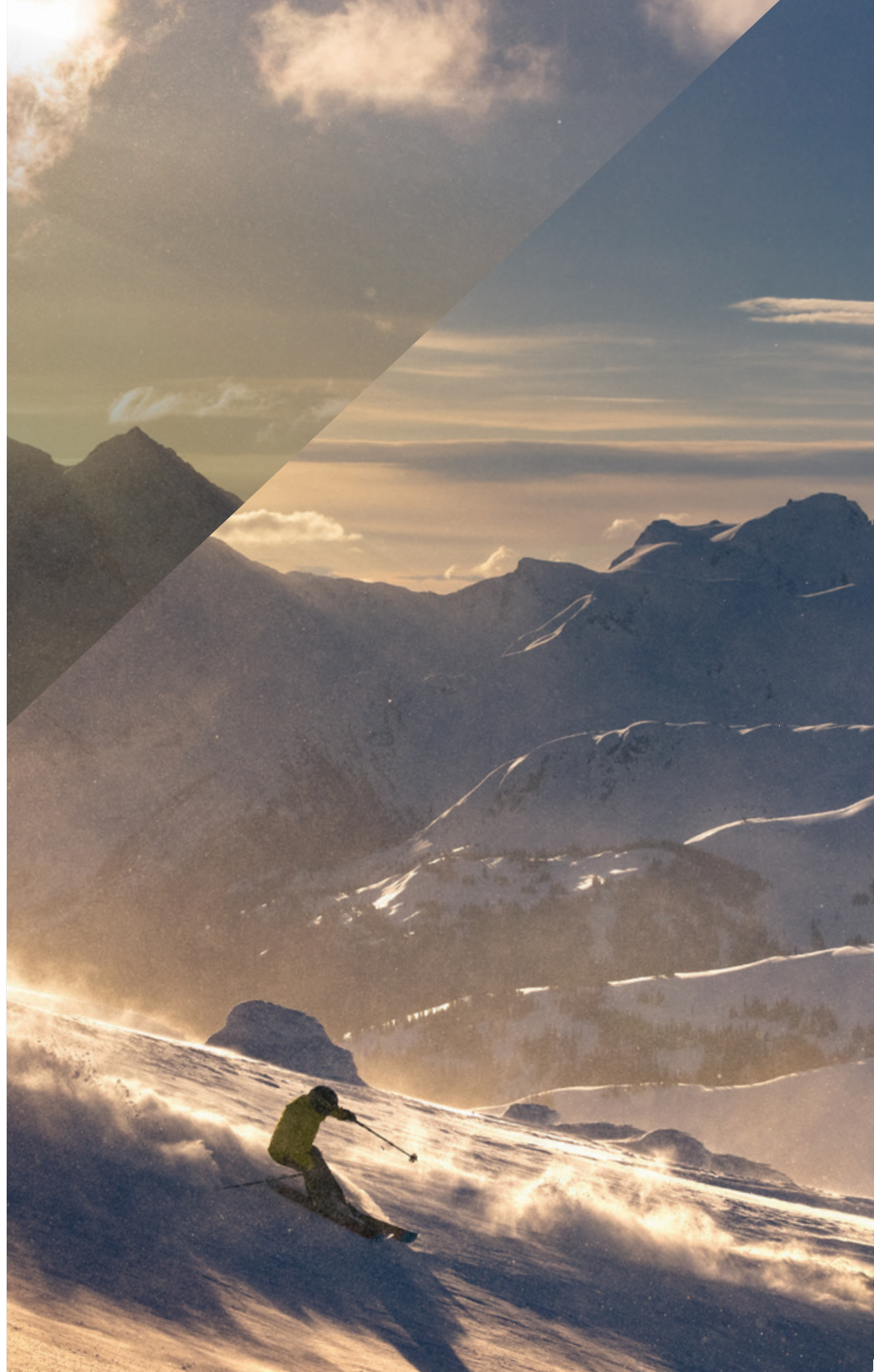
Our brand inspires, motivates and challenges guests and locals alike to chase the moments that make them feel alive, in a place where thrill runs deep.



WHAT IS A PLACE BRAND?

As a community, and as a destination, we've undertaken a unifying effort to define our place brand. It is an expression of the unique and defining **values, traits** and **spirit** of this place. Its intent is to resonate emotionally with our guests, but also to wholly reflect the sentiments of our local residents and stakeholders.

Our place brand will act not only as a guide for our marketing and communications, but also as a filter for decision making on community policy, product development, programming, infrastructure investments and the symbolic actions we take.



WHY THIS DOCUMENT

This document will introduce you to the foundational principles of Whistler's place brand. The adoption and consistent application of these principles are fundamental to our success and will help us balance a vibrant, prosperous destination with a desirable, livable community. For that reason, we invite you in, welcome your questions and encourage your participation in articulating Whistler's unique place in the world.





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BRAND ON A PAGE

OUR PROMISE

DÉLIVERING
THRILLS
STRAIGHT
TO THE
SOUL

OUR ESSENCE

THRILL

OUR POSITIONING

The most exhilarating and magnetic mountain destination in the world.

OUR ATTRIBUTES

TANGIBLE

Rugged
Mountain
Landscape

Vibrant Village

World-Class
Recreation

INTANGIBLE

International
Influence

Celebratory Vibe

Thriving
Community &
Culture

OUR CHARACTERISTICS

- ◆ Youthful & Free Spirited
- ◆ Bold & Undaunted
- ◆ Motivating & Exhilarating
- ◆ Worldly & Cultured
- ◆ Captivating & Magnetic
- ◆ Rugged & Full-On
- ◆ Social & Up-for-Anything
- ◆ Down-to-Earth & Never Put-On

OUR VALUES & BELIEFS

- ◆ Life is for living
- ◆ Bad-ass & world-class are not mutually exclusive
- ◆ We play in, therefore we must protect our natural environment
- ◆ Our community is our soul and our differentiator
- ◆ Our culture is critical
- ◆ Our youth are even more critical

ELEMENTS OF PLACE

NATURAL ENVIRONMENT

- ◆ British Columbia's spectacular West Coast wilderness and rugged Coast Mountains.
- ◆ Two massive side-by-side mountains.
- ◆ Lakes, beaches, rivers and ancient coastal forests.

BUILT ENVIRONMENT

- ◆ The largest, most varied skiable terrain in North America.
- ◆ Vibrant pedestrian village.
- ◆ Signature Olympic venues.
- ◆ World-class outdoor recreation including hiking and biking trails and the renowned Whistler Bike Park.

CULTURE & HERITAGE

- ◆ Big mountain, freeski, snowboard and mountain biking pioneers.
- ◆ Whistler's Olympic dream and legacy.
- ◆ Ski & snowboard photography, filmmaking and storytelling.
- ◆ Indigenous and outdoor inspired arts & heritage.

PEOPLE

- ◆ Resident community of friendly locals who embrace their mountain lifestyle.
- ◆ A dynamic youth culture.
- ◆ High-achieving, innovative and progressive attitude.
- ◆ Pioneering spirit of founders like Myrtle Philip lives on.

OUR ATTRIBUTES

TANGIBLE

Rugged & beautiful West Coast mountain landscape

Vibrant alpine village immersed in spectacular nature

World-class calibre & quantity of outdoor recreation

INTANGIBLE

International influence

Celebratory vibe

Thriving community & culture



OUR CHARACTERISTICS

**YOUTHFUL &
FREE SPIRITED**

**BOLD &
UNDAUNTED**

**MOTIVATING &
EXHILARATING**

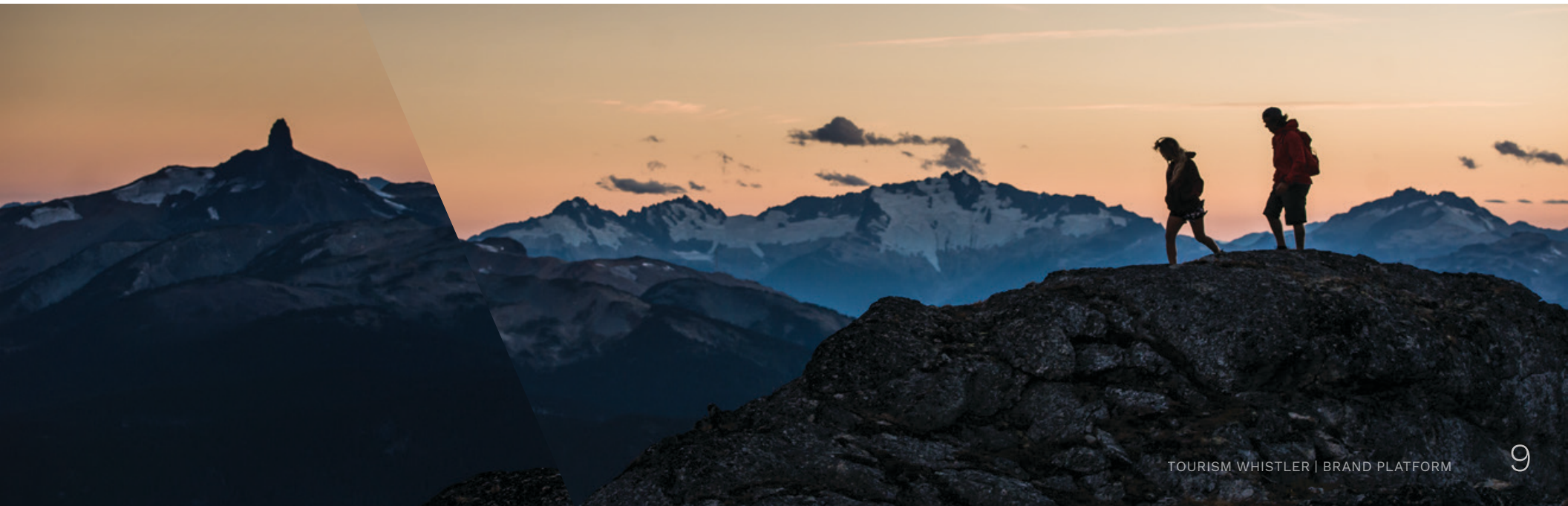
**WORLDLY &
CULTURED**

**CAPTIVATING &
MAGNETIC**

**RUGGED &
FULL-ON**

**SOCIAL &
UP-FOR-ANYTHING**

**DOWN-TO-EARTH &
NEVER PUT-ON**



OUR BEST GUEST

THE PEOPLE THAT LOVE WHISTLER

Regardless of their age, income, area of origin, life phase, participation levels or passion for our sports, they are all united by six shared behaviours and interests.

They're thrill-seekers with a penchant for risk, adventure and pushing their boundaries. They're mountain-driven with a deep appreciation for nature and a desire to be in it.

They're sophisticated well-travelled and want to be immersed in the culture of the places they visit.

They're motivated and inspired to accomplish and achieve in all parts of their lives. They're youthful and athletic with an energy that keeps them active, adventuring and young at heart.

They long to belong wanting a taste of being a local rather than a tourist.

They're influential and social and always up for anything. They have a peer group they inspire with their travel experiences.



OUR VALUES & BELIEFS

LIFE IS FOR LIVING

We're put on this planet to make our mark. We're driven in the pursuit of a life lived fully. We're here to jump in with both feet, challenge the status quo, push boundaries, take risks and chase the moments that make us feel alive.

BAD-ASS & WORLD-CLASS ARE NOT MUTUALLY EXCLUSIVE

We're comfortable embracing our contradictions — being a rugged and challenging place where people come to seek thrill and adventure, while simultaneously being a sophisticated haven where people come to indulge and rejuvenate.

WE PLAY IN, SO WE MUST PROTECT

For us, our nature is our lifeblood. Because we are in the business of enjoying and providing access to our spectacular natural environment, we understand that conservation and advocacy are incumbent upon us.

OUR VALUES & BELIEFS

OUR COMMUNITY IS OUR SOUL & OUR DIFFERENTIATOR

We know that our community is the heart of who we are, but we also acknowledge that a healthy and sustainable community is a tourism asset — one that differentiates us from destinations without the same passion, soul and vibrancy that come from locals who live here and love their home.

OUR CULTURE IS CRITICAL

Our culture is defined by the creativity of the people who are drawn here. We don't just live a mountain lifestyle, we celebrate and honour it. We capture, create and re-create it. Not just in an annual festival or an art gallery, but in every part of our lives — in our walkways, coffee shops, skate parks and outdoor patios; and in movies and media the world over.

OUR YOUTH ARE EVEN MORE CRITICAL

Whistler has a unique and infectious “vibe” that is the product of the youth who choose to live here and the energy, freedom and vitality that comes with them. This vibe is both a draw and a differentiator for our guests, and therefore protecting and nurturing it is fundamental to our success.

OUR PURPOSE

TO HONOUR AND CELEBRATE THE
MAGNITUDE OF WHISTLER'S RUGGED
MOUNTAIN ENVIRONMENT AND THE
BOLD AND ADVENTUROUS SPIRIT OF
THE PEOPLE WHO LOVE IT.



OUR ESSENCE

THRILL: A SUDDEN, MAGNIFIED FEELING
OF EXCITEMENT AND PLEASURE.



OUR PROMISE

DELIVERING THRILLS STRAIGHT TO THE SOUL.



OUR POSITIONING

THE MOST EXHILARATING AND MAGNETIC MOUNTAIN DESTINATION IN THE WORLD.

For sophisticated thrill-seekers, Whistler is the most exhilarating and magnetic mountain destination in the world, where everyone is inspired to explore their passions and push their boundaries.
