

TOURISM WHISTLER

MEDIA GUIDE

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A scenic landscape photograph of two mountain bikers on a rocky trail. The scene is set in a mountainous area with dense evergreen forests and a river in the foreground. The sky is filled with dramatic, cloudy light. A semi-transparent diagonal band runs from the top left to the bottom right, serving as a background for the text. The text 'THRILL RUNS DEEP' is written in a white, thin, sans-serif font, with 'THRILL' and 'DEEP' being larger than 'RUNS'.

THRILL RUNS DEEP

WELCOME TO WHISTLER, CANADA.



Nestled in the spectacular Coast Mountains of British Columbia. The legendary resort town is just a two-hour drive from Vancouver along the awe-inspiring Sea to Sky Highway. Whistler is an international mountain sports mecca and a down-to-earth mountain town. It's a place of striking natural beauty and world-class infrastructure with amenities for discerning travellers and undaunted athletes alike.

Some of the best skiing and snowboarding on the continent, the number one mountain bike park in the world, four championship golf courses from renowned designers, a lineup of food, sports, music and arts festivals that attract people from all walks of life, and a limitless array of activities including ziplining, hiking, biathlon, skeleton and bobsleigh have made Whistler THE place to celebrate the outdoors. Wrap that up in a post card-perfect village that offers a city-sized selection of accommodations, shops, restaurants, bars and spas; and an eclectic resident community of explorers, entrepreneurs, artists and athletes and you've got a sense of what makes Whistler an original and unforgettable place.



STATS AND FACTS

Population

13,982 permanent residents (est.)
2,432 seasonal residents (est.)

Village elevation

675 metres (2,214 feet)

Visitor numbers

3.4 million visitors per year
(47% in winter, and 53% in summer)

Overnight capacity

10,000+ bedrooms for more than
30,000 overnight visitors

Amenities

200+ retail shops
200+ restaurants, cafes, bars & lounges
20+ spas

Public parks

15 neighbourhood parks with
551.3 hectares (1,362 acres) of parkland

Lakes

5 lakes (Lost, Alta, Alpha, Nita & Green lakes)

Nordic ski trails

32 km (20 miles) at Lost Lake Park
90 km (62 miles) at Whistler Olympic Park
90 km (62 miles) at Callaghan Valley

Average temperatures

Spring ranges from -3°C to 17°C (27° to 63°F)
Summer ranges from 9° to 27°C (48° to 80°F)
Autumn ranges from -1°C to 20°C (30° to 68°F)
Winter ranges from -8° to 3°C (18° to 37°F)



WHISTLER BLACKCOMB SKI AREA FACTS

Skiable terrain

8,171 acres (3,307 hectares)

Vertical

1,530 m (5,020 feet) – Whistler Mountain

1,609 m (5,280 feet) – Blackcomb Mountain

Average snowfall

10.8 m (35.5 ft) per year

(10 year average)

Trails

200+

Total number of lifts

32

Combined lift capacity

66,000+ skiers/riders per hour

Season dates

November – May

Summer skiing/riding

June – July (summer glacier camps)

ACCESS

Travel time from Whistler to:

Downtown Vancouver: 127 km (79 miles);

2 hours

Vancouver International Airport:

140 km (85 miles); 2.5 hours

Seattle: 354 km (218 miles); 5 hours

Transfer options:

Private or rental car, coach service, chauffeur-driven limousines and SUVs, helicopter, as well as floatplane in the late spring and summer months.



SKIING AND SNOWBOARDING

Skiing and snowboarding are a way of life in Whistler, and it's what inspired many to become locals. Every winter, powder hounds descend on the resort for a taste of what's made this place famous—an average of 10.7 metres (that's over 35.5 feet!) of snow per year, most skiable terrain in North America, the longest ski season in Canada and a village vibe and mountain culture that is talked about around the world. But this place isn't for experts only. Whistler Blackcomb is designed for every skill level, has the largest Snow School on the continent and offers free orientation tours led by resident Mountain Hosts to make everyone feel at home.

MOUNTAIN GOLF

With four signature courses designed by legendary designers Arnold Palmer, Jack Nicklaus, Robert Trent Jones Jr., and Robert Cupp, Whistler offers an extraordinary mountain golf experience. Each course is designed to take advantage of the environment and the views, whether that means being carved into the side of Blackcomb Mountain, winding through stands of old-growth cedar, setting a green at the edge of the glacier-fed Green Lake or laying bent grass at the foot of magnificent 8,000-foot Mount Currie. Choose a round at one, or all four.

Signature courses:

Big Sky Golf & Country Club

Fairmont Chateau Whistler Golf Club

Nicklaus North Golf Course

Whistler Golf Club

Open: Late April / early May through October

Annual golf rounds: almost 100,000 among the 4 courses

MOUNTAIN BIKING

Whistler's popularity as a summer destination has exploded in recent years thanks to its well-earned reputation as a mountain biking mecca. Riders of all levels can find a variety of trails to challenge their skills ranging from the family-friendly, paved Valley Trail to technical singletrack through old-growth forests and gravity-fuelled descents in the Whistler Mountain Bike Park. The largest and considered the best of its kind in the world, the Whistler Mountain Bike Park sets the bar for lift-accessed downhill biking with a focus on progression through trails and features (which range from green to double black diamond) that has made the sport accessible to everyone.

Whistler Valley Bike trails:

120 km (74.5 miles) of doubletrack trails

160 km (99 miles) of singletrack trails

46 km (29 miles) of paved Valley Trail

Whistler Mountain Bike Park

Lift-serviced vertical: 1,507 m (4,946 feet) from the Peak (unguided), 100+ bike park trails, 4 skills centres, 1 Joycross and the Boneyard slopestyle course. **Season dates:** May - October

PEAK 2 PEAK GONDOLA

With the opening of the PEAK 2 PEAK Gondola in Dec 2008, Whistler Blackcomb revolutionised the mountain experience for visitors year-round. Spanning the distance between Whistler and Blackcomb mountains, this engineering feat offers a world record-breaking, 11-minute, 4.4-kilometre journey that provides access to the resort's renowned alpine terrain – year-round.

World Records

On completion, broke the Guinness World Record for the longest unsupported span of 3.024 km (1,879 miles). Still holds the Guinness World Record for highest lift of its kind at 436 m (1,427 feet) above the valley floor. Forms part of the longest continuous lift system on earth.



All year long, Whistler hosts a wide variety of festivals, high-profile sporting events and glamorous parties. These annual celebrations highlight the resort's versatile and unique personality, as well as its vibrant arts scene and thriving mountain culture. For a full event listing visit [whistler.com/events](https://www.whistler.com/events).





JANUARY Whistler Pride and Ski Festival

Whistler annually hosts one of the world's largest LGBTQIA2 ski weeks, and opens its arms to special events, parties, contests, and of course, lots of skiing and snowboarding. With its laid-back, West Coast attitude and welcoming atmosphere, Whistler has a well-earned reputation for making everyone feel at home.

APRIL World Ski & Snowboard Festival

It's one of the most famous festivals in the sport and has evolved (since its debut in 1995) into a multi-day, action-packed party that celebrates not just the sports it's named after, but also Whistler's culture of arts, entertainment and outdoor fun. The festival features competitions among some of the best skiers and snowboarders on the planet. In 2018, the legendary Saudan Couloir Ski Race Extreme returned after a 16-year hiatus, featuring 695 m (2,280 feet) of gnarly thigh-burning terrain. Off the slopes, there are pro photographer showdowns, filmmaker contests, and parties that test the staying power of any respectable festival-goer.

MAY Whistler Children's Festival

For 30+ years, the Whistler Children's Art Festival has been the resort's definitive family-friendly event featuring music, acrobatics, theatre, dance and much more. With inventive workshops geared toward all ages, the festival is a great mix of fun and learning that encourages kids to use their imaginations.

JULY / AUGUST Crankworx Whistler

A ten-day showcase of gravity-fueled and high-flying action that's become the world's largest celebration of freeride mountain biking. With competitions ranging from downhill to slopestyle – as well as pro-riding demos, live music and parties – Crankworx is the most highly anticipated event of the summer, attracting crowds of more than 20,000 people to watch some of the best riders from around the globe.

NOVEMBER Cornucopia

Cornucopia is Whistler's legendary annual fall festival of gourmet pleasures featuring Signature tasting events, informative seminars, cooking demos and intimate gatherings throughout the resort. Join acclaimed chefs for lunch in luxury Whistler homes; taste your way through an informative drink seminar or culinary stage demonstration and save room for a winery dinner and choice of legendary after-parties.

DECEMBER Whistler Film Festival

This is a five-day cinematic celebration showcasing films from around the world, as well as world premieres, outdoor screenings, industry workshops, ski races, parties, live music and celebrities. Past attendees include Kim Cattrall, Jay Baruchel, Adrian Grenier, Donald Sutherland, Michelle Rodriguez, Tom Green, Gill Bellows, Daniel Radcliffe, Rashida Jones and James Cromwell.





YEAR-ROUND ADVENTURE

This is an outdoor adventure and activity paradise, and visitors in every season are greeted by almost limitless choice of recreation opportunities.

In winter, our abundant snowfall sets the scene for just about every snow sport imaginable and in summer, our warm sunny days reveal hiking, biking, water and adrenaline sport options, as well as several cultural opportunities. Here are just a few to consider:

Winter

- Backcountry touring
- Dog sledding
- Downhill skiing & boarding
- Helicopter excursions
- Heli-skiing & boarding
- Ice climbing
- Ice skating
- Nordic skiing
- Skeleton
- Snowmobiling
- Snowshoeing
- Tubing

Summer

- Aerial tree course
- ATV, UTV & Jeep tours
- Canoeing & kayaking
- Cross-country mountain biking
- Downhill mountain biking
- E-biking
- Flightseeing
- (floatplane & helicopter)
- Disc golf
- Golfing
- Hiking (alpine & valley)
- Heli-biking / hiking
- Horseback riding
- Road biking
- Rock climbing & Via Ferrata
- Stand up paddle boarding
- Swimming
- Whitewater rafting & jet boating
- Wildlife viewing

Year-round

- Axe throwing
- Bobsleigh
- Biathlon
- Bungee jumping
- Cultural Connector
- GoWhistler Tours
- Vallea Lumina
- Dining
- Fishing
- Indoor ice skating
- Indoor tennis
- Live music
- Mountaintop sightseeing
- PEAK 2 PEAK
- Shopping
- Sightseeing
- Spa treatments
- Yoga & pilates
- Ziplining

WHISTLER STORIES

From its First Nations history as a resting place on an ancient trading route to the dream of hosting the 1968 Winter Games and the evolution into its current status as one of the world's top resort destinations, Whistler is a place of exceptional diversity, depth and passion. What follows is an introduction to some of the stories that define the Whistler experience and shape its personality.

Did You Know?

During months when winter and summer overlap, enthusiasts combine three sports in one day. The classic "Whistler Triathlon": skiing in the morning on a glacier, followed by a round of golf and an afternoon of mountain biking.



INDIGENOUS HERITAGE

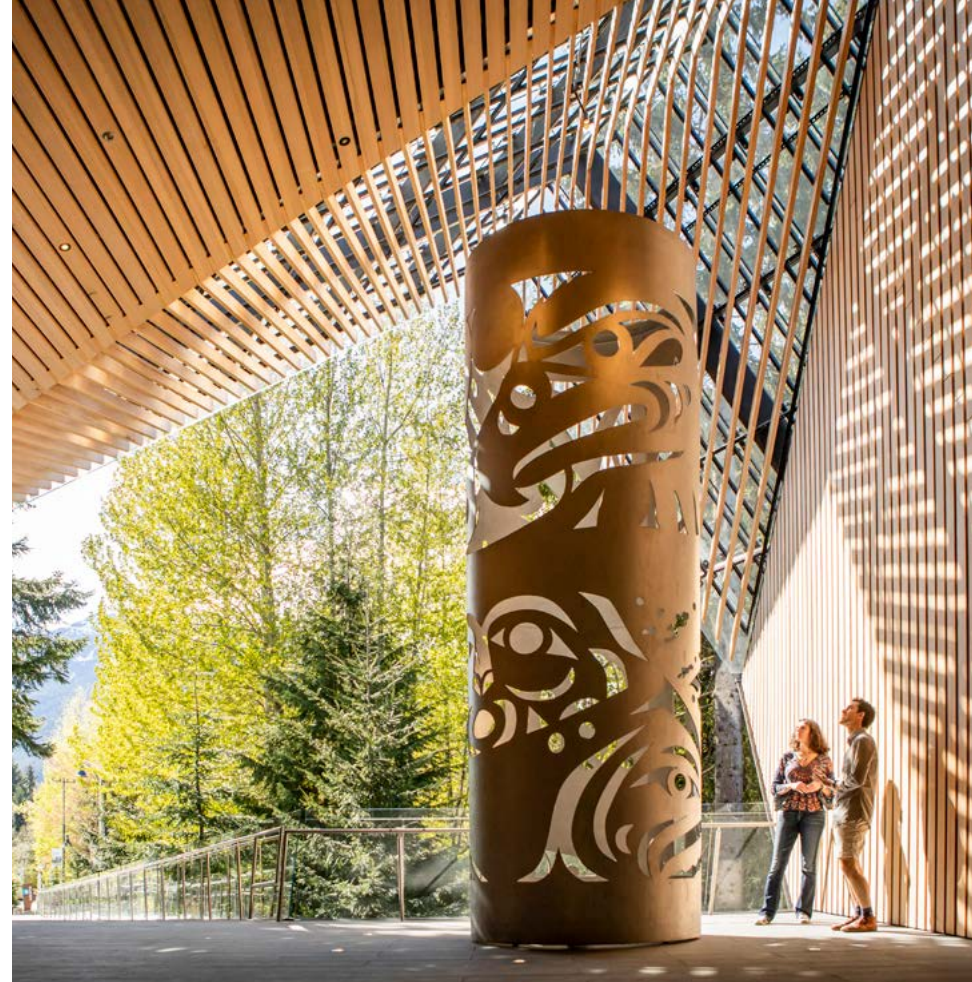
Long before there were ski runs carved into the mountains of Whistler people of the Skwxwú7mesh (Squamish) Nation and Lil'wat7úl (Lil'wat) Nation occupied this territory which served as common hunting and trading grounds. The unique relationship between the two nations is symbolised today by the Squamish Lil'wat Cultural Centre. Staffed with First Nations Cultural Ambassadors, the SLCC serves as the ideal starting point for an exploration of Whistler's fascinating Indigenous history. Designed to evoke the form of a Squamish Longhouse and Lil'wat Istken (earthen dwelling), the centre features a Great Hall, museum, theatre, café with First Nations cuisine, plus a gift gallery with locally-crafted Northwest Coast First Nations merchandise.

DINING & NIGHTLIFE

By day, Whistler is a charming alpine village, but when the sun goes down the resort heats up with an après scene and nightlife that's regularly voted the best in North America. There's a pub, lounge, après bar or nightclub for whatever mood strikes you, and several host live entertainment from world-renowned DJs to resident bands with huge local followings. When it's time to settle in for a meal, Whistler's acclaimed restaurants, bistros and cafés rise to the occasion. Many of Whistler's renowned chefs partner with local farmers and British Columbia wineries to showcase creative regional dining experiences—ranging from wild boar prosciutto, venison chili and oysters (farmed only kilometres from Whistler), to burgers and fries made with ingredients sourced from the nearby Pemberton Valley.

INSPIRING MEETINGS

Whistler is a popular choice for meetings, conventions and conferences of all sizes, providing more than 150,000 square feet of meeting space and a distinctive destination option for those who typically gather in urban areas. Offering a nature-inspired setting as well as a vast selection of centrally-located brand name hotels, restaurants, meetings spaces and other amenities, Whistler is a one-of-a-kind location. The resort also features the Whistler Conference Centre right in the heart of the village, as well as a selection of unique and sophisticated off-site venues including the Roundhouse Lodge (located 6,069 feet/ 1,850 meters above sea level), ancient glaciers, several lakeside parks and a temperate rainforest.





In 1960 a group of Vancouver businessmen dreamed of bringing the 1968 Winter Games to British Columbia. They found the perfect mountain just north of Vancouver – known as Cwítima/Kacwítima (Lil'wat) or Skwíkw (Squamish) – called London Mountain by Europeans, but later known as Whistler. Whistler wasn't awarded the 1968 Winter Games but development of the ski area continued and Whistler tried no less than four times to host the Winter Games in 1972, 1976, 1980 and 1988. Fifty years later, the dream came true and Whistler was Host Mountain Resort for the 2010 Olympic and Paralympic Winter Games.

The 2010 Winter Games left a lasting mark on Whistler in the form of new sports venues, facilities, experiences and housing for locals. These legacies serve as reminders of the Games, enrich Whistler's vibrant community, as well as enhance the resort's tourist experience.

Did You Know?

Whistler and Blackcomb mountains provide diverse food and shelter for more than half of the 100 black bears that call Whistler home.



SOME OF WHISTLER'S OLYMPIC LEGACIES



Whistler Sliding Centre

This facility provides a venue for athlete training and youth recruitment in the sports of skeleton, luge and bobsleigh. The public can enjoy walking tours of the centre, as well as a new ride program where they can try out bobsleigh and skeleton on the fastest, most technical course in the world (don't worry, visitors have their own special starting gate lower down the course).



Whistler Olympic Park

This facility opened 56 km (34.8 miles) of public Nordic skiing trails groomed for both classic and skate, ranging from beginner to Olympic calibre. Already earning accolades for its superb trails, the park offers walking tours of the ski jumps, interactive biathlon and Nordic experiences for visitors, as well as a full-service facility with a day-lodge, rentals and a café.



Cheakamus Crossing

Site of the Athletes' Village during the 2010 Winter Games, Cheakamus Crossing is the resort's newest, permanent, mixed-use neighbourhood. It features condos, duplexes and apartments that provide resident housing for locals, as well as a network of beautiful walking, hiking and mountain biking trails, and community recreation fields.

Official Alpine Venue

The Official Alpine Venue, which includes the Dave Murray Downhill and Franz's on Whistler Mountain, is available for guests to ski or ride each winter. Future Olympians will continue to train and race on these runs as Whistler Blackcomb looks forward to hosting world class alpine events in the future.

Lost Lake PassivHaus

Designed as an ultra-low-energy building – essentially allowing it to heat, cool and ventilate itself – the Passive House was headquarters for the Austrian Olympic Committee and Austrian Public Broadcasting Corporation at Games time. Post-Games, the building was generously donated to the community – serving as the new home for the Whistler Off Road Cycling Association (WORCA), Cross Country Connection and the Whistler Nordics ski club.

Whistler High Performance Centre

Built as part of the Athletes' Village, the Whistler High Performance Centre caters to the development of sport groups looking to train in any season at any venue in the Whistler region; and offers state-of-the-art strength and conditioning resources, along with affordable accommodation options. As well, the Whistler Adaptive Sports Program, which provides recreational programs for people of all ages with disabilities, has its first permanent home in this new facility.

Whistler Olympic Plaza

Whistler Olympic Plaza was once where global audiences gathered nightly to see the best athletes in the world step up to the podium at medal ceremonies during the 2010 Winter Olympic Games. Designed as a lasting legacy, Whistler Olympic Plaza accommodates audiences of up to 8,000 and is now a permanent venue for recreation, arts, and culture. It features a lawn, playground, outdoor performance spaces, winter season skating rink, and public art celebrating the 2010 Winter Games.

BUILDING

A SUSTAINABLE

FUTURE



Inspired by its natural surroundings and heritage, Whistler has a long tradition of visionary and thoughtful commitment to sustainability. As the first community in the country to receive the designation of a 'resort municipality' in 1975, Whistler was a pioneer in the evolution of a new era in planned development. With an early understanding of its responsibility as a steward of the environment, the entire Whistler community has embraced the opportunity to become world leaders in innovative sustainability initiatives. In 2015 Whistler was the first Canadian destination to achieve Level 1 APEX/ASTM sustainability certification.

These environmental efforts range from solar parking meters and community-wide composting to green roofs on the library and fire stations and a \$40 million wastewater treatment facility that eliminates the need for chemicals through the use of microbes and ultra violet disinfection. In 2005, the United Nations named Whistler one of the world's most livable communities.

Did You Know?

Whistler began its reputation as a summer hot spot for hunting and fishing. In the early 1920s, Whistler was the most popular summer destination in Canada, west of the Rockies. Today, over half of Whistler's more than three million annual visitors come to the resort in the summer months.





AWARE

Association of Whistler Area Residents for the Environment is a member-driven charity that works to protect the natural environment in Whistler and the Sea to Sky through advocacy and empowerment of others with science-based research, education and programming. They are committed to protecting Whistler's natural environment by speaking up and taking action on environmental issues, while encouraging the community to do the same. They work to safeguard habitats and species to maintain connectivity of ecosystems, supporting wildlife and human health, and engage with the community about making smart choices, consuming mindfully and considering impacts on the environment and the climate.

FITZSIMMONS CREEK HYDRO PROJECT

Whistler Blackcomb is not only one of the world's leading ski resorts, but a proven leader in environmental sustainability. The Fitzsimmons Creek Hydro Project produces 33.5 gigawatt hours of hydro electricity per year – more than is required to power all on mountain operations in summer and winter (including 32 lifts, 17 restaurants, 315 snowguns and dozens of other buildings and services). The designated area is ideal as it is not a major fish-bearing stream, nor is the creek used recreationally within the project's footprint.

VAIL RESORTS' EPICPROMISE

Whistler Blackcomb and Vail Resorts are aggressively pursuing a comprehensive sustainability commitment with the Epic Promise for a Zero Footprint. Started at Whistler Blackcomb, this ambitious undertaking commits to zero net emissions by 2030, zero waste to the landfill by 2030 and zero net operating impact to forests and habitat. Whistler Blackcomb's 2016 The Big Picture Documentaries examined some of today's most pertinent environmental questions. Whistler Blackcomb's sustainability efforts have led to their 10th win as one of Canada's Greenest Employers. Learn more at epicpromise.com.

WCS ENGAGEMENT & PLANNING

Whistler Centre for Sustainability Engagement & Planning is a non-profit organisation created from the Whistler2020 vision to accelerate the journey toward a sustainable future within Whistler and beyond. Focusing on sustainability practices for communities and the tourism sector, the WCS takes the expertise and leadership from Whistler's experience, combined with global best practices, to deliver consulting services and learning opportunities for interested local governments and the tourism industry around the world.



COMMUNITY



ARTS & CULTURE

Whistler is home to a vibrant and diverse arts and culture scene. Perhaps it's a combination of a relaxed lifestyle and inspirational natural surroundings, but Whistler attracts more than its share of highly creative artists and artisans, writers, musicians, filmmakers, photographers and fashion designers. The resort is home to numerous art galleries, studios and eclectic events that celebrate Whistler's unique local talents.

FACES OF WHISTLER

Whistler's success stems directly from the commitment and passion of those who fell in love with the area and decided to remain. The resort's unique character and culture has grown from the personalities of the myriad of artists, musicians, athletes, entrepreneurs, environmentalists, pioneers and dreamers who call this mountain town home. From the early explorers who saw Whistler's potential for recreation to world-class athletes, from Olympic visionaries to mayors who are also ski patrollers and from renowned local artists to house DJs who are also international filmmakers, their stories are where you'll discover the real heart of Whistler.

WORCA

Whistler Off Road Cycling Association is one of the largest mountain bike clubs in the world. WORCA works with government, landowners, and developers to ensure visitors and its more than 1,500 members have bike trail access in the Whistler Valley each year.

THE UNEXPECTED SIDE OF WHISTLER

Cultural Connector

Behind Whistler's majestic mountain backdrop are the cultural stories of people who settled here and shaped the resort into what it is today. A journey of discovery lies along the Cultural Connector route - a scenic pathway and bikeway that links six significant cultural institutions: Squamish Lil'wat Cultural Centre, Whistler Museum, Whistler Public Library, Maury Young Arts Centre, Lost Lake Passivhaus and the Audain Art Museum.

Water World

Whistler's valley is home to five lakes, creating a water world for all types of enthusiasts. Relax on the beach or get out on the water. For the ultimate water experience, stand up paddle board, canoe or kayak across all five lakes in one day.

Did You Know?

Originally known as Alta Lake, the area was called 'Whistler' by local settlers - after the shrill whistling sound made by the resident hoary marmots - and its name was officially changed in 1965.

TIMELINE

1860s

British naval officers survey the area and give modern-day Whistler Mountain its first European name: London Mountain.

1900

Trappers and prospectors settle in the area, then known as Alta Lake.

1914

Myrtle and Alex Philip buy 10 acres of land and build the Rainbow Lodge on the shores of Alta Lake. That same year, the Great Pacific Eastern Railway (now BC Rail) is built to Alta Lake and links the valley to the outside world. Whistler becomes a base for logging and mining. Rainbow Lodge begins drawing international visitors by the hundreds.

1980

Blackcomb Mountain opens, combining with Whistler Mountain to create one of the largest ski areas in North America, with the two longest vertical ski drops on the continent. Five years later, it expands its terrain and becomes the only 'Mile High Mountain' in North America.

1997

Operations of Whistler and Blackcomb mountains merge under Intrawest Corporation.

2003

Whistler and Vancouver win the bid to host the 2010 Olympic and Paralympic Winter Games.

2005

Whistler is declared by the United Nations as one of the most livable communities on earth – and the best in the world in planning for the future at the International LivCom Awards in La Coruna, Spain.

2010

Whistler takes its place on the world stage as Host Mountain Resort for the 2010 Winter Games. February 12-28: XXI Olympic Winter Games. March 12-21: X Paralympic Winter Games.

2013

Whistler hosts Subaru IRONMAN® Canada for the first time.

2015

Whistler Blackcomb celebrates its 50th anniversary. Whistler is the first Canadian destination to achieve the prestigious APEX/ASTM sustainability certification.

2016

The Audain Art Museum opens its doors to the public.

2017

Whistler Blackcomb unveils a new 10-passenger Blackcomb Gondola (replacing Wizard Chair and Solar Coaster Express)

2018

Whistler Blackcomb unveils the Cloudraker Skybridge stretching 130 metres (427 feet) from the top of Whistler Peak to the West Ridge, crossing over Whistler Bowl at 2,182 metres (7,160 feet) above sea level.

2021

Whistler adopts First Nations territorial statement which speaks to the 2015 Truth and Reconciliation report and helps to increase awareness about Indigenous Peoples in Canada, and also encourages both those making and listening to the statement to learn more about whose territories they reside upon.

MEDIA CONTACTS

Full contact details for Tourism Whistler's Travel Media team are available on our website.

whistler.com/media

Access photographs, high definition b-roll footage, story starters, stats and facts, Media Marmot search tool, Whistler media coverage, media releases, and current event listings.

whistler.com

The resort's official consumer site for information, vacation planning and bookings.

PHOTOGRAPHERS:

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