

Tourism Whistler Brand Voice Copy Sample 2014 - **Summer**

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### **Experience Whistler, British Columbia, Canada.**

Nestled in the Coast Mountains of British Columbia just two hours north of Vancouver, Whistler is Canada's favourite year-round destination.

The most consistently ranked number one mountain resort in North America, Whistler offers more than a checklist of iconic experiences - it promises everything a person could want from a summer vacation experience.

The first measure of Whistler's magnetic summertime pull? Two side-by-side mountains spanned by the world record breaking PEAK 2 PEAK Gondola, offering access to Whistler Blackcomb's renowned alpine terrain: wildflowers, rainforest dwelling black bears, volcanic peaks and ancient rubble, mountaintop restaurants and kilometers of hiking and mountain biking trails.

Add in the trails, the lakes, the perfect golf greens, the (literally) mountain-sized Bike Park, and you have a sandbox that guarantees supersized fun, a summer vacation destination that checks all the boxes.

But it's the warm weather and long days that beg to be filled with adventures, a paved car-less Valley trail network that links parks, lakes, and patios, a plethora of people-watching hotspots, and a revolving slate of festivals and events that have conspired to make summer Whistler's best kept secret no more. It's simply the best time of year to extend a weekend getaway into a longer summertime retreat.

Set against the dramatic mountains of the Coast Range, anchored by a cobblestoned, pedestrian-only village, with a fast-evolving cultural scene rich in original festivals, events and award-winning museums, Whistler caters to a sense of adventure and an appreciation of the finer things in equal measure. It's a place for families to come together. A place where each kid jumping from a dock into the lake warrants a whoop of celebration, where apres is both an art-form and an open invitation, and where sophisticated tastes can be sated as easily as an appetite for ice-cream.

A steady stream of accolades and #1 rankings are proof of Whistler's enduring global appeal and competitive edge, but those who've spent time at the all season mountain resort say that Whistler's real staying power is in the way the place hooks you in, drawing people back year after year. Fair warning: Whistler is a hard place to leave. And that's okay. The welcome mat is always laid out.