

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

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Experience Whistler, British Columbia, Canada.

Whistler, British Columbia - located in the spectacular Coast Mountains, a scenic two-hour drive north of Vancouver - is consistently ranked one of the best ski resorts in the world.

Long past the 2010 Olympic and Paralympic Winter Games, during which Whistler hosted the alpine, Nordic and sliding events, the resort remains filled with an energy of aspiration and celebration from athletes, outdoor enthusiasts and snow-lovers from around the world, drawn to Whistler by the world-class infrastructure, epic snow, accessible terrain, dynamic community and energising vibe.

From the snow-capped mountain journey along the Sea to Sky Highway to the compact central Village, plethora of activity options and the legendary on-mountain experience at Whistler Blackcomb resort, Whistler offers a world-class winter vacation in a friendly Canadian atmosphere for amazing value.

Two side-by-side mountains are spanned by the world record breaking PEAK 2 PEAK Gondola which offers access to Whistler Blackcomb's renowned alpine terrain: 16 bowls, three glaciers, over 200 leg-burning runs, 8171 acres of playground for all levels and abilities. The valley is criss-crossed with 80km of fastidiously-tended cross country trails. Snow falls so consistently throughout the winter that Whistler enjoys one of the longest snow seasons in North America, with a record-breaking annual average of 11.74 meters or 38.5 feet of snow. An infamous off-hill culture, from family-friendly apres sessions to the vodka rooms, award-winning restaurants and nightclubs of the pedestrian Village, rounds out Whistler's claim as a Mecca for skiers and snowboarders of all types. Outdoor ice-skating, tubing, spas, snowshoe trails and even night-time snowmobile adventures offer the young and the young at heart a myriad of opportunities to master winter play.

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, where apres is both an art-form and an open invitation, and where sophisticated tastes can be sated as seamlessly as the needs of families looking for a casual retreat.

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.