

Tourism Whistler Brand Voice Copy Sample 2014 – **Year Round**

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Experience Whistler, British Columbia, Canada.

Located 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. Renowned as a winter Mecca for skiers and snowboarders, a hiker's paradise and as mountain biking's promised land, the resort's adventures and activities, from snowmobiling to golf to ziplining to fishing, are complemented by a welcoming Village packed with world-class amenities, including top-ranked hotels, restaurants, wine-collections and spas. Recreation or rejuvenation, adrenaline or indulgence - the options are as limitless as the vistas. The calibre of offerings is world-class, the welcome is always friendly, and the value gained from experiencing Whistler at any time of the year is indisputable.

The 120 km journey from Vancouver along the Sea to Sky Highway, hailed as one of the world's best road-trips, can be made by air, rail or car, to arrive in the welcoming enclave of Whistler Village.

The pedestrian-only village of Whistler is located at the base of Whistler and Blackcomb mountains, creating a hub of interaction and easy access to all the resort has to offer. The compact nature of the resort and the brick-laid village stroll connects more than 20 branded hotels in the main village and offers easy access to more than 90 restaurants and bars, many offering patios perfectly suited for apres celebration.

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.

The region's untouched natural beauty, the village's welcoming atmosphere and an infusion of Canadian friendliness are the secret to Whistler's allure. The combined effect of the village vibe, the limitless outdoor adventure, and the spectacular side-by-side Whistler and Blackcomb mountains that rise up from it all, work their magic on millions of visitors from around the world every year.

While a comfortable base from which to experience the outdoors and push one's personal limits is a proven formula for a memorable vacation, Whistler's friendly easy-natured people, international atmosphere and infectious spirit make the real impression. One that is bound to last.