

WINTER – MEDIUM

<283 words>

WELCOME TO WHISTLER, BRITISH COLUMBIA, CANADA.

Whistler attracts adventurous travellers from around the world. This place is magnetic. From the unmatched alpine terrain to the endless options of the village, its diverse offering of rugged West Coast beauty, passionate community and refined experiences make every visit unique.

The legendary ski destination is just a two-hour drive from Vancouver along the awe-inspiring Sea to Sky Highway. Whistler is an international ski and snowboard 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. Here, youthful energy meets a worldly perspective, proving that bad-ass and world-class are not mutually exclusive.

Whistler has one of the longest, most reliable snow seasons in North America. Every year a record-breaking average of 11.7 metres or 38.4 feet of snow blankets Whistler Blackcomb resort. Its side-by-

side mountains are connected by the PEAK 2 PEAK Gondola, linking 16 alpine bowls, three glaciers, more than 200 runs and 8,171 acres of skiable terrain. The rugged beauty of the landscape, full-on alpine terrain and vast novice areas have kept Whistler on every passionate skier's bucket list for over 50 years.

At the foot of the mountains lies Whistler Village. Here, a palpable energy is felt in every shop, museum, gallery, restaurant and gathering place. The Village is also a jumping-off point for outdoor adventures like ice-skating, tubing, spas, snowshoeing, snowmobiling, ziplining and more than 160 km of groomed Nordic ski trails, to name a few.

There's an endless list of reasons Whistler is a permanent fixture on bucket lists around the world. When you come here, you feel it in your soul. There's a good chance that feeling will have you coming back.