

Sun Peaks Launches onto World Stage in Conde Nast Poll

December 10, 2008 – Sun Peaks, BC – Sun Peaks has splashed onto the international stage with a top 10 ranking in one of the world's leading travel publications. Sun Peaks Director of Skiing and Olympic Champion Nancy Greene says, "We are thrilled with the results of the recent *Conde Nast Traveler* poll which ranks Sun Peaks as the 2nd best ski resort in Canada, and 10th best in North America."

Over 32,000 *Conde Nast Traveler* readers voted in this 13th Annual Ski Poll. *Conde Nast Traveler* was named one of the top 10 magazines in the United States in 2008 and its 3.1 million readers are considered well-versed and well-educated on travel destinations.

Resorts were judged on terrain and conditions, lifts and lines, après-ski/activities, dining, and town ambience. Five Canadian resorts made the Top 20: Whistler Blackcomb (#1), **Sun Peaks (#10)**, Mont Tremblant (#12), Big White and Lake Louise (#16 tie).

"We are excited that Sun Peaks has been recognized as the top Canadian resort behind Whistler/Blackcomb," comments Christopher Nicolson, President of Tourism Sun Peaks. "This positions Sun Peaks on the international stage as a resort that can stand up with the best ski destinations in the world."

This isn't the first international accolade for Sun Peaks Resort. *Cadogan Guides* of the United Kingdom declared Sun Peaks the Best Family Resort in North America for 2008.

Nicolson says there's no question the three unique mountains of Sun Peaks surrounding a charming, alpine village impressed the readers of *Conde Nast Traveler*. "The results indicated that our lack of lift lines, variety of terrain and extensive non-ski winter activities all influenced the readers."

Sun Peaks is considered one of the best planned resorts in North America, designed for ease of the guest during their stay. The resort was designed by Ecosign Mountain Planners, who have recently been hired to design the village and slopes at Sochi in Russia, site of the 2014 Winter Olympics. "With our resort design, we have been able to provide our guests with ski-in/ski-out accommodation ranging from residential properties to a 4 diamond hotel in the heart of the village," says Darcy Alexander, General Manager of Sun Peaks Resort Corporation.

Sun Peaks Resort is also the official North American training site for the world's leading alpine racers, the powerful Austrian National Ski Team. The team has been training in Sun Peaks for the past four years prior to the commencement of the North American World Cup races held in late November, and will be training in Sun Peaks in preparation for the 2010 Olympics in Whistler.

The Top 10 includes:

1. Whistler Blackcomb, British Columbia
2. Telluride, Colorado
3. Deer Valley, Utah
4. Aspen, Colorado
5. Jackson Hole, Wyoming
6. Sun Valley, Idaho
7. Vail, Colorado
8. Beaver Creek, Colorado
9. Park City, Utah
- 10. Sun Peaks Resort, British Columbia**