

## BANFF NATIONAL PARK – SKI & ENJOY CANADA’S PROTECTED PLAYGROUND™

BANFF, ALBERTA, CANADA – Banff National Park is a special place where there are more mountains than million-dollar condominiums, and you will want to spend every minute you can enjoying them. There are three ski resorts and two mountain towns set in the heart of a UNESCO World Heritage Site. That is what makes it Canada’s Protected Playground.

With the driest, lightest snow, the terrain will suit every desire – from gentle groomed runs to some of the world’s most extreme in-bounds challenges. The amenities are also perfect for your taste and budget. Whatever you seek: a quest to ski the driest powder, a family adventure or a luxurious escape, you will find it, all surrounded by unspoiled wilderness.

It is rare to find ski resorts in the middle of wilderness, but there are three of them in the area. Mt. Norquay, Lake Louise Ski Area and Sunshine Village work hard to look after the stunning environment and to look after you. With almost 8,000 acres of skiable terrain, a tri-area lift ticket, award-winning ski school and full-service booking facilities, you can easily build the perfect ski vacation.

When you get there, the lack of lift lines means your vacation is spent skiing, not waiting. The high altitude, inland location guarantees plenty of the dry, light snow the region is famous for. With one of the longest ski seasons in North America, there is plenty of time to enjoy the majestic peaks, remote woodlands, roaming wildlife and fantastic snow.

Family-friendly Mt. Norquay offers outstanding conditions for beginner, intermediate and advanced skiers. Since its opening in 1926, Mt. Norquay continues to be the locals’ gem. Famous for being the training ground of Olympic and World Cup athletes, and with excellent beginner terrain, this small, family-friendly resort will be loved by everyone.

Just minutes from the Town of Banff, Mt. Norquay offers the only night skiing in Banff-Lake Louise. It features a fully lit terrain park and expert snowmaking on 85 percent of the terrain. This is the best-kept secret in the Canadian Rockies.

A scenic 45-minute drive west of Mt. Norquay is Lake Louise Ski Area, the giant of Canadian skiing. With over 4,200 acres of terrain spread across four mountain faces, Lake Louise offers unparalleled skiing and riding just minutes from the village of Lake Louise. The exceptional layout allows families and groups of all abilities to ski together with beginner, intermediate and expert runs from every chair.

When visiting Lake Louise, be sure to take your camera. The spectacular views of mountains, glaciers, lakes and forests are truly unique.

Between these two resorts sits Sunshine Village – Canada’s highest resort, offering great, guaranteed snow conditions from December to May. Sunshine is proud to have an average annual snowfall of over 30 feet with over 3,300 acres of terrain. At the resort, you can enjoy the novel opportunity to ski in both the provinces of Alberta and British Columbia on the same run.

This is where you will find Banff-Lake Louise’s only ski-in, ski-out accommodation: the newly renovated Sunshine Mountain Lodge. Following a multimillion-dollar wing replacement, the Lodge is opening 30 luxurious new rooms for this season.

What better way to explore Banff National Park’s three resorts than with your own ski instructor. A variety of extensive learning programs is offered to suit your needs. The three-day Club Ski programs, with the same instructor, include lessons at all three resorts – perfect whether you are a first timer or a seasoned snow lover. You could also spoil yourself with one-on-one attention in a custom tailored, private lesson. It is easy to see why the Club Ski program has won the Neilson Marque of Excellence Award for the fifth time.

When the lifts finally close, relax in one of Banff National Park’s two communities. Banff and Lake Louise have been welcoming visitors for more than a century, and they are very good at it. Banff is home to designer shops and boutiques, a bustling nightlife, museums, cultural activities, extensive dining and luxurious spas. All this is

shared with elk, deer, wolves, bears, sheep and many more wildlife. Yet only minutes away from all the action, you will lose yourself in the tranquility of the forest along the banks of the Bow River.

Romantic and relaxing, the pace in Lake Louise attracts those who want to savor the finer things in life: a good book in front of a fireplace, the stillness of the outdoors or a quiet walk after dinner. For years, international royalty, Hollywood stars and heads of state visited Lake Louise to relax. Now the rest of the world is discovering its simple charms as well.

Both communities offer transportation to and from the ski areas, included with a tri-area lift ticket.

Whether you chose Banff or Lake Louise, the surrounding mountain peaks and the sight of grazing wildlife roaming the streets will remind you that you are standing inside Canada’s Protected Playground, Banff National Park.

You can log on to the Ski Banff-Lake Louise-Sunshine web site via an easily found link on the homepage of [www.skiernews.com](http://www.skiernews.com)

You can read this exact page online at skiing’s newest web site, [www.skiernews.net/Canada2010-Banff](http://www.skiernews.net/Canada2010-Banff)

For convenient, full-service information and bookings, please call the Banff-based reservations team on 1-877-754-8190 or visit [www.SkiBig3.com/sn](http://www.SkiBig3.com/sn).



**REAL**  
happy we skipped last call.

**EXPERIENCE WHAT REAL FEELS LIKE**

**Ski** Banff Lake Louise Sunshine

Call 1-877-754-8190 or your travel agent to book your own REAL ski vacation

**NORQUAY** BANFF, ALBERTA

**Lake Louise**

**SUNSHINE VILLAGE** skibanff.com

**ENVIRONMENTAL CODE OF THE SLOPES**

**WHAT SKIERS and RESORT GUESTS CAN DO TO HELP**

Follow the Leave No Trace™ Principles of outdoor ethics:

- **Plan ahead and prepare:** Know the regulations and special concerns of the area you will visit, prepare for winter weather, and consider off-peak visits when scheduling your trip.
- **Dispose of waste properly:** Recycle your glass, plastics, aluminum and paper at resorts. Reuse trail maps on your next visit or recycle them. Never throw trash, cigarette butts or other items from the lifts.
- **Respect wildlife:** Observe trail closures, seasonal closures, and ski area boundaries. These closures are in place not only for your safety, but the well being of plants and animals located in sensitive areas. In summer, stick to designated trails when hiking and biking to avoid disturbances to vegetation and wildlife.
- **Be considerate:** Respect other guests, protect the quality of their experience; let nature’s sounds prevail. Carpool with friends and family or use transit to avoid traffic when travelling to and within the ski area. Turn off the lights when leaving your room and reuse bath towels and linens to help conserve energy.

**This is a partial list.**

Real is a special place where there are more mountains than million-dollar condos, and you’ll want to spend every minute you can enjoying them. It’s not that we don’t have the best clubs, pubs and hot tubs around, but they’ll all be waiting for you when you finish skiing and riding this amazing mountain experience.

This is where real happens. Three of the world’s finest ski resorts, almost 8,000 acres of terrain, all in the heart of Canada’s Protected Playground™, Banff National Park.

In partnership with **Travel Alberta** Canada

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