

LAKE LOUISE, SUNSHINE & NORQUAY – SKI CANADA’S BIG 3 in a PROTECTED PLAYGROUND – BANFF NATIONAL PARK

BANFF, ALBERTA, CANADA – This is a special place where there are more mountains than million-dollar condos. Where real people get treated like celebrities and celebrities get treated like real people. What makes this possible? Quite simply, the three ski resorts and two mountain towns are set in the heart of a UNESCO World Heritage Site, Banff National Park.

That is what makes this Canada’s Protected Playground. You will enjoy the driest, lightest snow and terrain to suit every desire, from gentle groomed runs to some of the world’s most extreme in-bounds challenges, and amenities perfect for your taste and budget.

It is rare to find ski resorts in the middle of wilderness. Mt. Norquay, The 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, one tri-area lift ticket, an award-winning ski school and full-service booking facilities, it is easy to build the perfect ski vacation.

The lack of lift lines means your vacation is spent skiing, not waiting. The unique inland location guarantees the dry, light snow that the region is famous for – and plenty of it. Moreover, 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.

MT. NORQUAY IS A FAMILY FRIENDLY LOCAL’S GEM

Family-friendly Mt. Norquay offers outstanding conditions for beginner, intermediate and advanced skiers. This season, the resort is offering its snow tubing and the scenic lift to the newly opened historic Teahouse all on the tri-area ticket. With a long legacy of outstanding skiing, the resort continues to be the locals’ gem. Famous as the training ground of Olympic and World Cup athletes, and with excellent beginner terrain, everyone will love this small, family-friendly resort.

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

BEAUTIFUL LAKE LOUISE

A scenic 45-minute drive west of Mt. Norquay is The 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.

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

The exceptional layout allows families and groups of all abilities to ski together with beginner, intermediate and expert runs from every chair. There is another opportunity for adventure with the resort’s skier/boardercross circuit open to anyone who wants to give it a try.

RECENTLY UPGRADED SUNSHINE VILLAGE

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

The newly renovated Sunshine Mountain Lodge represents Banff-Lake Louise’s only ski-in/ski-out accommodation. After a multi-million dollar hotel wing replacement, the Lodge opened 30 luxurious eco-friendly rooms. The developments continued with a completely renovated base area that opened last season.

THE TOWNS OF BANFF AND LAKE LOUISE

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. In addition, the townsfolk share this home 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. International royalty, Hollywood stars and heads of state visit Lake Louise to relax, and 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.

FOR MORE INFORMATION

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

You can read this exact page online and link to SkiBig3 at the updated web page of www.skiernews.net/Canada2012-SkiBig3.pdf

For convenient, full-service information and bookings, please call the Banff-based reservations team at 1-877-754-8190 or visit www.SkiBig3.com/sn



photo by: Scott Rowed

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.

This is Canada’s Protected Playground, Banff National Park, where there will always be more mountains than million-dollar condos. Here you’ll find three world-class ski areas, almost 8,000 acres of skiable terrain and two incredible ski towns, all just 90 minutes from Calgary International Airport. Best of all, you can ski our famously dry Canadian Rocky Mountain powder on a single tri-area ticket.

Ski Banff - Lake Louise - Sunshine. Tri it. You’ll like it.

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or your travel agent to
book your ski vacation today.

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