

BANFF – LAKE LOUISE – SUNSHINE WHERE ALL THINGS “REAL” HAPPEN

BANFF, ALBERTA, CANADA – “Real” 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. It is where you will find snow and good times in surroundings so spectacular the United Nations has declared it a World Heritage Site. Welcome to Ski Banff – Lake Louise – Sunshine.

When skiing Mt. Norquay, Lake Louise Mountain Resort and Sunshine Village, you are in for a treat. With all three of the resorts located within Banff National Park, the resorts offer a unique experience that is quite different from the competitor’s development-driven destinations. With almost 8,000 acres of terrain covered with natural powder, vast forests and abundant wildlife, you will not have to be reminded that you are standing inside the world’s finest national park.

Majestic and pristine, Banff National Park stretches for 6,641 square kilometers. The grandeur of nature is alive and present everywhere you look. Situated in the middle of untouched wilderness, it is common to see an elk, deer or a bear in the unspoiled Canadian scenery. Jagged peaks, glacier fed rivers, remote woodlands and peaceful valleys surround you. The three luxurious ski resorts are located in the heart of this landscape, granting you access to a real ski experience.

At Ski Banff – Lake Louise – Sunshine, the resorts empower you to ski all you want, where you want, and when you want. In a single tri-area lift ticket, you gain access to unlimited skiing at Mt. Norquay, Lake Louise Mountain Resort and Sunshine Village with free transportation to and from the resorts. This is your ticket to limitless powder, incredible terrain and endless runs. Thanks to the lack of lift lines, you will spend your day skiing, not waiting.

At each of the three resorts, there are runs for every skier, from beginner to advanced. Knowing the resorts boast one of the longest ski seasons in the world from mid-November until late May, you can expect the fluffiest powder there is. The snow there is the envy of resorts in North America. From wide-open bowls and steep chutes to tree line glades and perfectly groomed cruisers, the snow is superb. With sparkling snow in your wake, the light and fluffy Rockies powder makes it easier to carve your path.

Mt. Norquay, Lake Louise Mountain Resort and Sunshine Village offer distinct skiing experiences, terrain and flare. Ski or ride the exquisite acres of the three

mountain resorts. It does not get much better than three of the finest resorts, all in the heart of the Canadian Rockies.

Mt. Norquay is only 10 minutes away from downtown Banff and is Banff National Park’s pioneer ski resort. Family-friendly Mt. Norquay offers outstanding conditions to beginners, intermediate and advanced skiers/riders. Since its opening in 1926, Mt. Norquay has been the local’s gem. Offering the only night skiing in Banff-Lake Louise, including a fully lit terrain park, Mt. Norquay is the best-kept secret in the Rockies. This year is the first year that you will be able to snowshoe at Mt. Norquay. Easy to moderate snowshoeing will be available on trails that are one- to four-kilometers in length. Snowshoes are available for rent in the Mt. Norquay rental center located across from the Cascade Lodge.

Lake Louise Mountain Resort is traditionally one of the first ski resorts in North America to open each season, with dependable early season snowfall. With over 4,200 acres of terrain spread across four mountain faces, Lake Louise Mountain Resort offers unparalleled skiing and riding in an unsurpassed setting. This season, a new Leitner Poma fixed-grip quad chairlift will replace the current Ptarmigan lift. Comfort is not the only added valued; the quad’s top-drive system will significantly reduce power consumption.

If skiing more than 3,500 feet of vertical in natural powder is what you desire, then head to Sunshine Village. This resort is famous for its consistent snowfall and its

ski-in, ski-out hotel. From extreme inbound lines and high alpine moguls to groomed trails and a variety of green and blue runs, Sunshine’s slopes have something for everyone. This year the Sunshine Mountain Lodge is getting a \$6-million renovation. To add comfort to the luxurious new rooms, overnight guests will be able to view the ski runs in real time from their room’s TV.

When the lifts finally close, the quaint towns of Banff and Lake Louise have a variety of restaurants, boutique shops, spas and hotels to enjoy. Unwind and relax with plenty of après-ski options. Choose from a wide variety of bars and restaurants that cater to all palettes and budgets. You are welcome to explore the small mountain towns with traditional friendly Canadian hospitality.

Whatever your desire, a quest to ski the natural Rockies powder, a family adventure or a luxurious escape, Canada’s protected playground of Banff-Lake Louise is the ideal and real destination. Have a REAL experience in the Canadian Rockies at three of the world’s finest resorts, almost 8,000 acres of terrain, all in the heart of Banff National Park.

For more information, please log on to their website at www.skibig3.com/sn either directly or via an easily found link on the home page of www.skiernews.com

You can also learn more about your “real” vacation in beautiful Banff National Park by calling them, toll free, at 1-877-754-8190.



REAL
glad they left the kids with grandma.

SKIER'S RESPONSIBILITY CODE

Ski resorts can be enjoyed in many ways. At the areas you may see people using alpine, snowboard, telemark, cross-country and other specialized ski equipment such as that used by disabled or other skiers.

Regardless of how you decide to enjoy the slopes, always show courtesy to others and be aware that there are elements of risk in skiing - and all mountain activities - that common sense and personal awareness can help to reduce.

Observe the code listed below and share with others the responsibility for a great skiing experience.

1. Always stay in control.
2. People ahead of you have the right of way.
3. Stop in a safe place for you and others.
4. Whenever starting downhill or merging, look uphill and yield.
5. Use devices to help prevent runaway equipment.
6. Observe signs and warnings, and keep off closed trails.
7. Know how to use the lifts safely.

**KNOW THE CODE.
IT'S YOUR RESPONSIBILITY**

(THIS IS A PARTIAL LIST.)

Real 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.

It's a place so unique you can ski, ride, shop or enjoy an exceptional meal in surroundings so spectacular the United Nations has declared it a World Heritage Site.

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



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**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

