



**BANFF AND LAKE LOUISE
SUMMER 2024 TOOLKIT**

BANFF
& LAKE
LOUISE

2024 ORG OBJECTIVES

01

Protect summer
revenue

02

Generate demand
for overnight stays
in winter

03

Champion the
visitor experience

04

Shepherd the
10-Year Vision
for Tourism

OBJECTIVES 1: STRATEGIES

01

Protect **Summer**
Revenue

1

Attract guests who stay longer and do more.

2

Target in-destination visitors to do more and spend more.

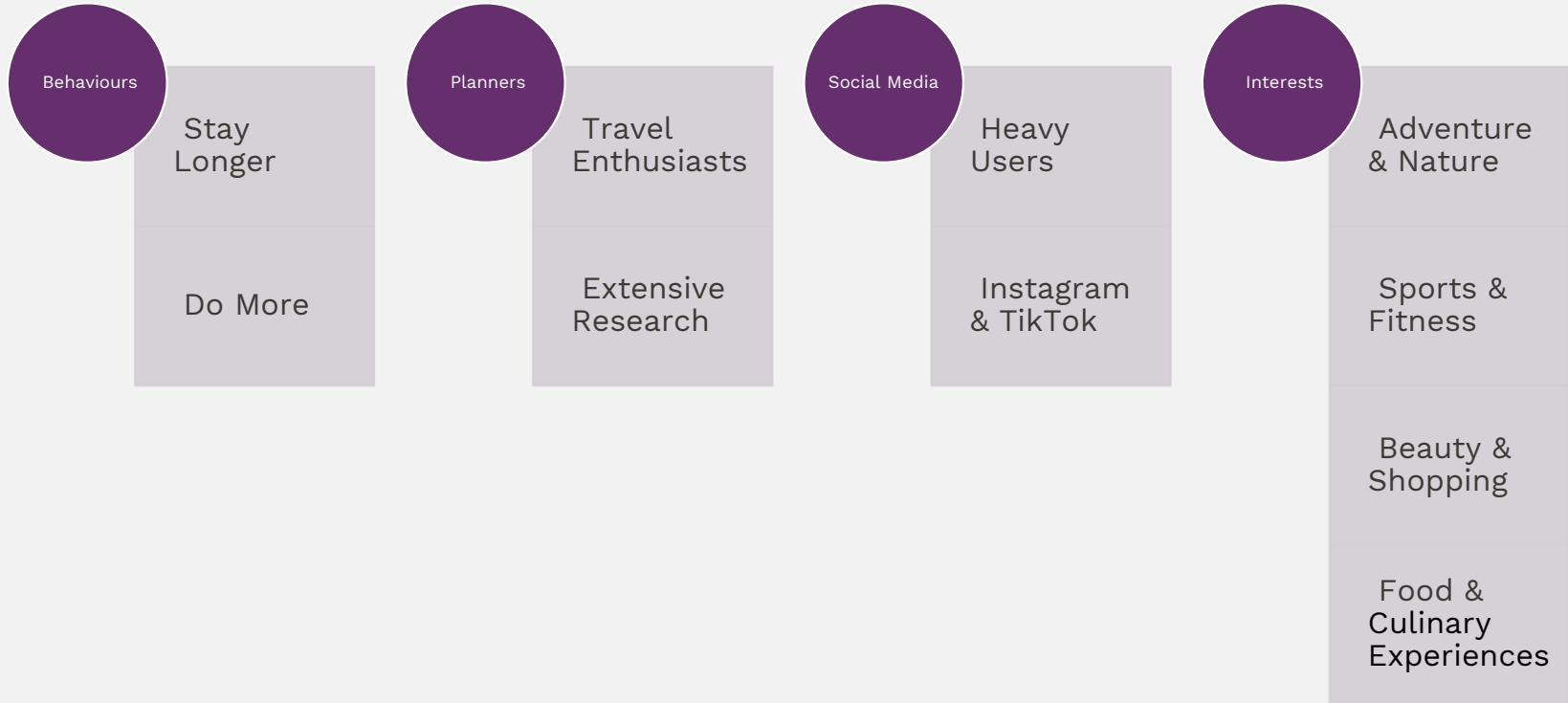
3

Promote responsible visitor behaviour.

AUDIENCE OVERVIEW



TARGET AUDIENCE OVERVIEW



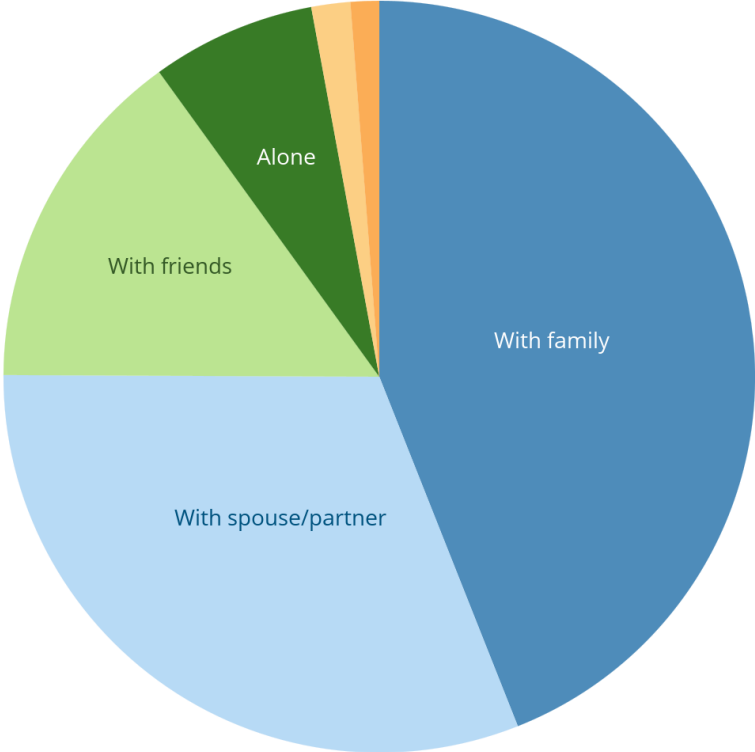
KEY MARKETS – PAID CAMPAIGNS

GEO – CANADA	GEO – USA	GEO – INTERNATIONAL
Short Haul		
Alberta	Washington	
British Columbia	Oregon	
Saskatchewan		
Long Haul		
Manitoba	California	UK
Ontario	New York	Australia
Quebec	New Jersey	
	Texas	
	Florida	

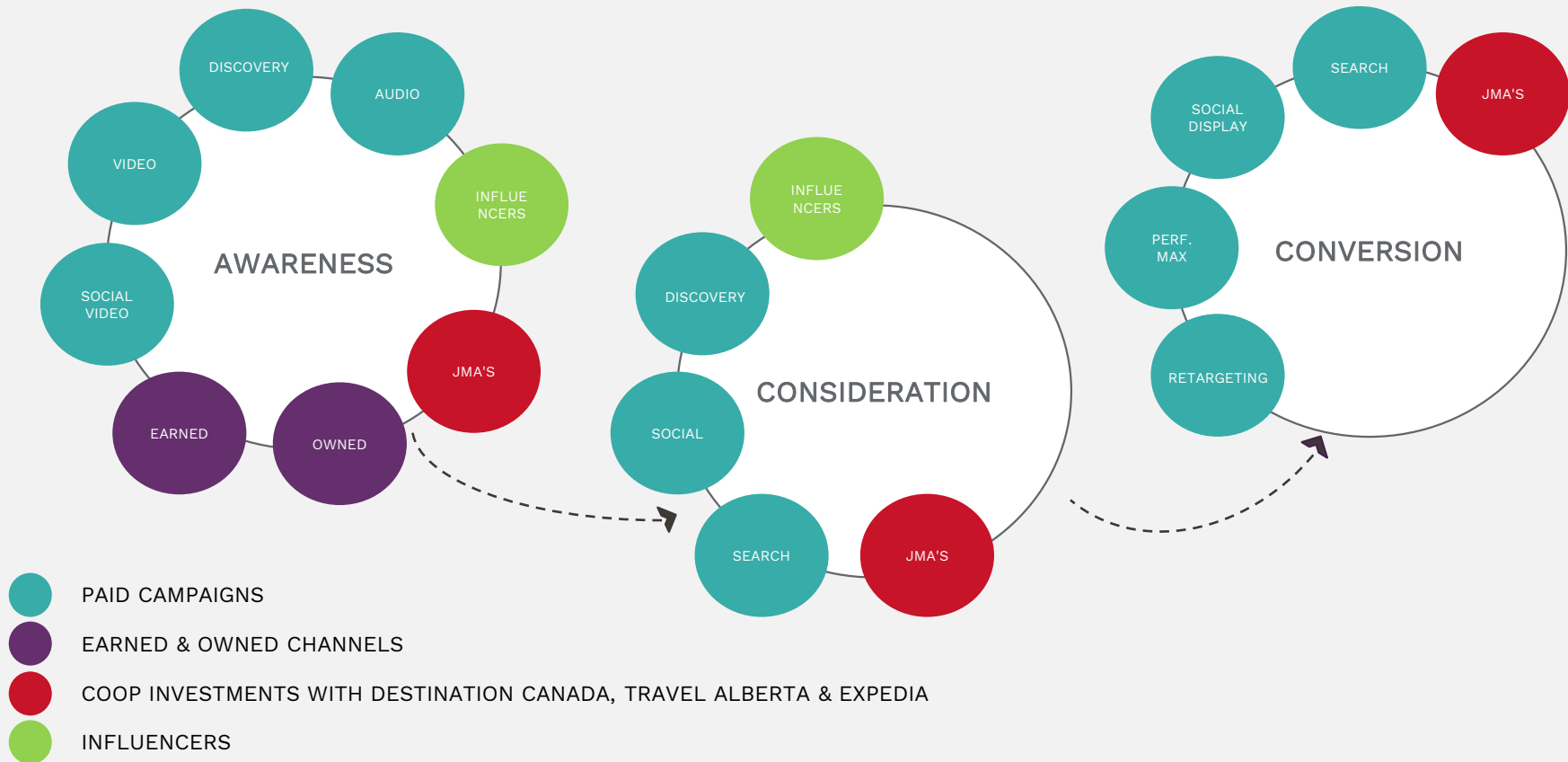
TRAVELLER TYPE

MAY-OCT 2023

● With family	43.99%
● With spouse/partner	31.08%
● With friends	14.97%
● Alone	7.06%
● With business colleagues	1.67%
● With an organized group	1.23%



SUMMER MEDIA MIX



CREATIVE CONCEPT



2023/2024 CREATIVE POSITIONING

Target Audience:

These excited, passionate travellers want to see it all, do it all and collect the stories/moments to prove it.

They ...

- want to visit iconic experiences and top attractions
- make the most of every minute (well-planned)
- are highly visual planners and heavy social media users
- are more receptive to advertising
- are more ecologically and socially conscious than other groups

YES, THIS IS A REAL PLACE

NO, WE'RE NOT KIDDING

Ahhhhhhh, Banff and Lake Louise. It really is magical here isn't it? Just LOOK at it. Yeah, we know. But here's the thing. It is SO sublime that it might be hard to believe if you haven't seen it with your own two eyes.

And who could blame you, it sounds absurd. But we promise we're telling the truth.

YES, THIS IS A REAL PLACE.



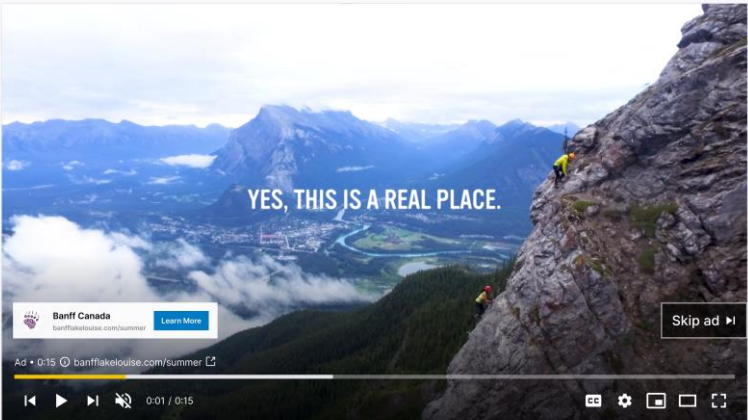
CONTENT PILLARS

- Plan Ahead
- Soft Adventure
- Food
- Wellness



2024 CREATIVE: YES, THIS IS A REAL PLACE

DESIGN EXAMPLES



Banff Canada
banfflakelouise.com/summer [Learn More](#)

Ad • 0:15 • banfflakelouise.com/summer

0:01 / 0:15


Top 10 Must-Do's When Traveling in Canada!

1,094,526 views • May 25, 2022

13K

Banff & Lake Louise Tourism
Sponsored

Start planning your Summer 2024 vacation to Banff, Canada. Plan ahead and book your accommodations!



YES, THIS IS A REAL PLACE.

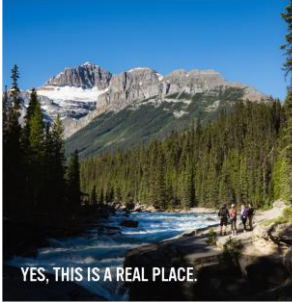
BANFFLAKELOUISE.COM
See the Iconic Destination
So Much To Do: Plan Early!

[Learn More](#)

Like Comment Share

Banff & Lake Louise Tourism
Sponsored

Plan your vacation to Banff National Park, an iconic destination – where seeing is believing.



YES, THIS IS A REAL PLACE.


BANFFLAKELOUISE.COM
Visit Banff National Park
Awe-Inspiring Sights Await

[Learn More](#)

Like Comment Share

Banff & Lake Louise Tourism
Sponsored

Explore the wonders of Banff and Lake Louise. Your summer adventure awaits – yes, this is a real place!




YES, THIS IS A REAL PLACE.

BANFFLAKELOUISE.COM
Visit Banff and Lake Louise
The Best Summer Ever

[Learn More](#)

Like Comment Share



Banff National Park Awaits

Come hike, paddle, and dine in the heart of nature this summer. Start planning!

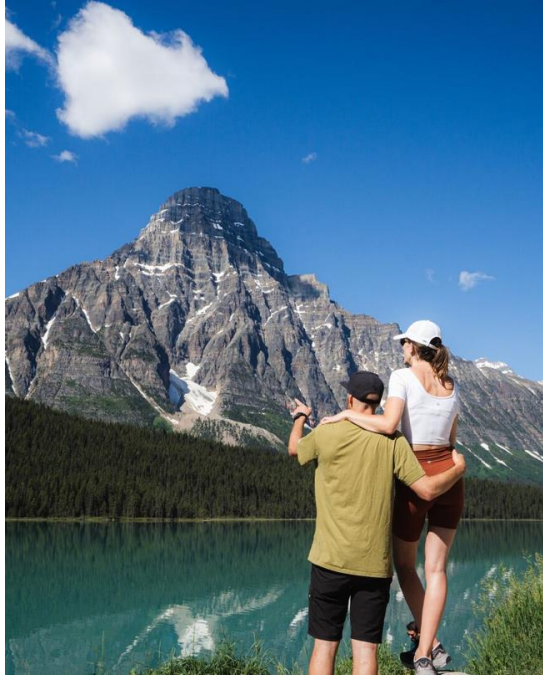
Ad Banff and Lake Louise

[Learn More](#)

ASSETS



SUMMER IMAGERY



More images are available to download for your use:
[Bynder Collection – Summer 2024 Assets](#)


SUMMER HEADLINES

SOME HEADLINE OPTIONS

- Come hike, paddle and dine in the heart of nature.
- Awe-inspiring sights await
- Sip, savour & soak in the enchanting scenery of Banff and Lake Louise.
- Plan your multi-day trip to Banff and Lake Louise!
- Make it a magical summer!
- Come and be inspired.

PAYOFF LINE

Yes, this is a real place.



The advertisement features a purple paw print logo for Banff & Lake Louise Tourism, with the text 'Sponsored - 48'. Below the logo is a close button (X) and a menu icon (three dots). The main text reads: 'Plan your multi-day trip to Banff and Lake Louise ahead of time to enjoy an enchanting summer!'. The central image shows a couple sitting on a rocky shore, looking out over a calm lake that reflects the surrounding green mountains and a blue sky with white clouds. At the bottom of the image, the text 'YES, THIS IS A REAL PLACE.' is displayed in white. Below the image, the URL 'banfflakelouise.com/summer' is provided, followed by the headline 'Make It a Magical Summer' and the sub-headline 'Come and Be Inspired!'. A 'Learn more' button is located at the bottom right.

Banff & Lake Louise Tourism
Sponsored - 48

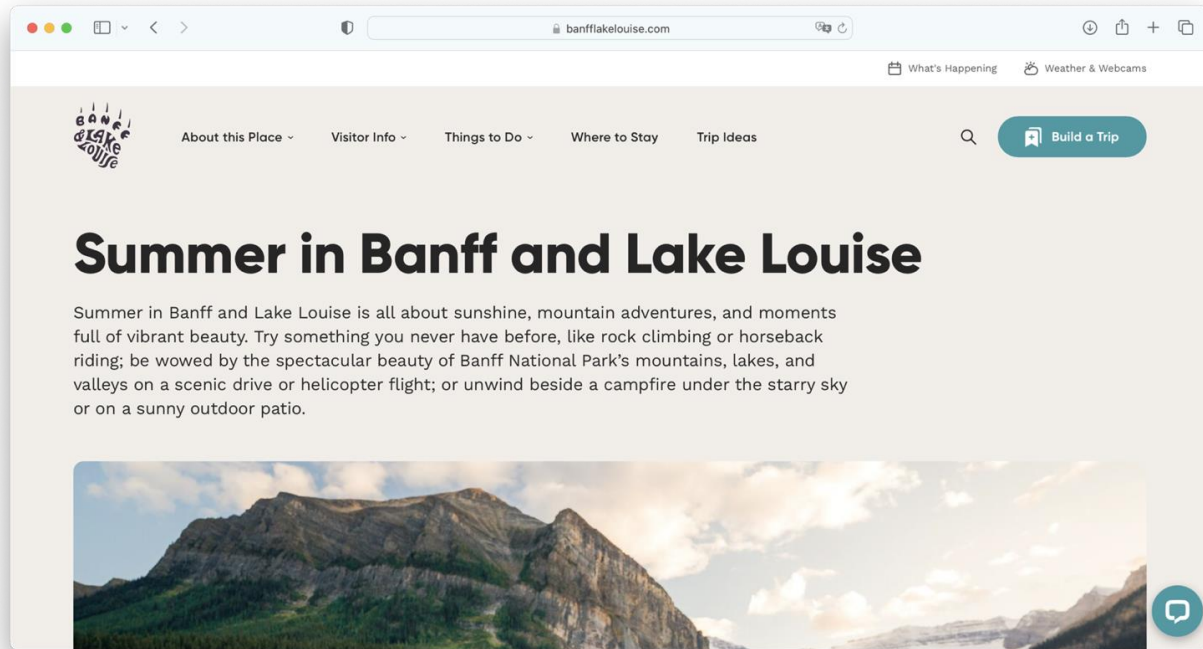
Plan your multi-day trip to Banff and Lake Louise ahead of time to enjoy an enchanting summer!

YES, THIS IS A REAL PLACE.

banfflakelouise.com/summer
Make It a Magical Summer
Come and Be Inspired!

[Learn more](#)

SUMMER CAMPAIGN LANDING PAGE



<https://www.banfflakelouise.com/summer>

SUMMER ITINERARIES



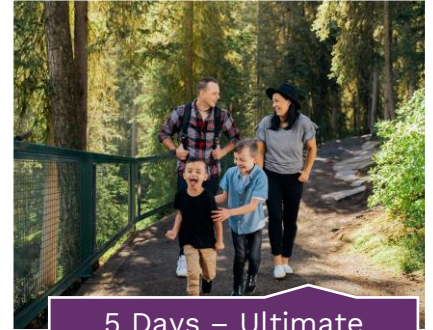
7 Days of Luxury in Banff and Lake Louise



5 Days – Must See Banff



7 Days - Summer Foodie Getaway



5 Days – Ultimate Family Friendly Adventure

See more trips: <https://www.banfflakelouise.com/trip-ideas>

HOW YOU CAN WORK WITH US

- Let us know about any new summer products - email memberservices@banfflakelouise.com
- [Add your event](#) to the BLLT events calendar.
- Update to your [website listing here](#)
- Summer images available in the [SUMMER TOOLKIT](#)
- If you are looking for support on any upcoming media/influencers, let us know – email media@banfflakelouise.com
- Have new summer content? We would love to share it – email content@banfflakelouise.com
- Follow the member newsletter for opportunities and updates from BLLT

