

# BANFF & LAKE LOUISE

## WINTER 22/23 TOOLKIT

SEPTEMBER 2022



A chef with a beard and a dark cap is leaning over a large, industrial-style grill. A bright, intense flame is visible on the grill, and the chef is using a small red-handled tool to manage the food. The scene is dimly lit, with the primary light source being the fire on the grill. The chef is wearing a dark long-sleeved shirt and a dark apron with a large metal ring. The background is dark and out of focus, showing some kitchen equipment.

# AUDIENCE OVERVIEW

# TARGET AUDIENCE OVERVIEW

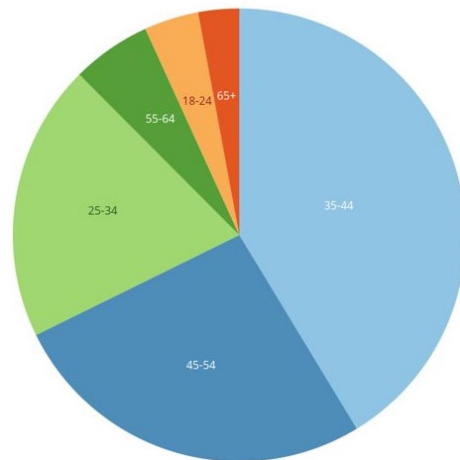
## Audience behaviours

- Banff & Lake Louise first time visitors want to see all the icons. After they have experienced their top hits, they seek hidden gems.
- Winter travellers are looking for romantic celebrations and together time. Think newlyweds, engagements and anniversaries.
- Other than travel our audience is interested in outdoor adventure and nature, sport and fitness, beauty and shopping, food and culinary experiences, ski and snowboard and self-improvement.
- A rise in travel planning and destination selection via social media. Pinterest, TikTok and Instagram

## Audience age ranges:

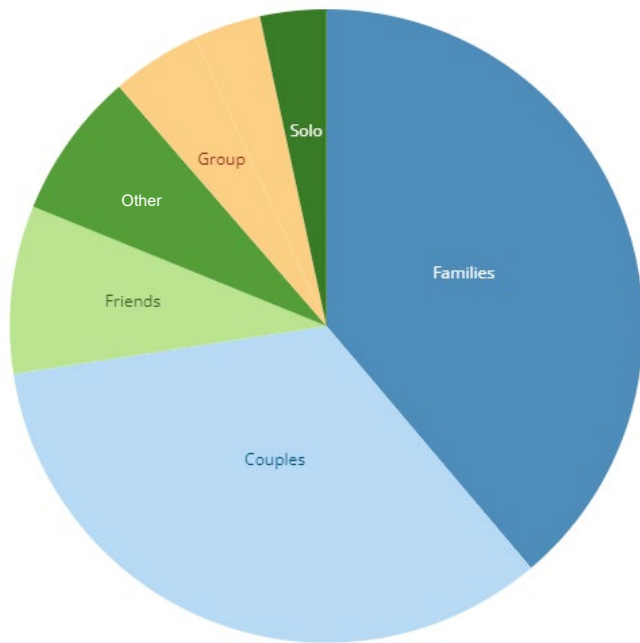
Banff & Lake Louise attracts a diverse mix of winter travellers. Our campaign is targeted towards all 18+ age groups.

The youngest, oldest and 25-34 age groups have the highest conversion rates. Allowing us to optimize spend and necessary frequency efforts towards our largest age groups.





# BANFF WINTER TRAVELLER MIX



Source: Ratings and Reviews



# TARGET AUDIENCE STRATEGY

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

Short Haul: Average length of stay is less than one day to 1.75

Long Haul: Average length of stay is 1.7 to 2.5 days

Source: Length of stay from visitor mobile data.

## Audience Interests



Outdoor Enthusiasts



Shopping



Travel Enthusiasts



Sport & Adventure



Ski & Snowboard



Foodies

# WINTER RESEARCH & INSIGHTS

- Adjusting campaign to support travellers modes of transport
  - Air capacity & route development
  - Due to increased air logistics, we've expanded drive markets in the US
- Follow changing travel sentiment and appetite
- Expanding booking window to 90+ days
- Shift in group types (families/couples)
- The 'magic' of winter
- Winter dualities
- Opportunity to change initial perceptions of winter



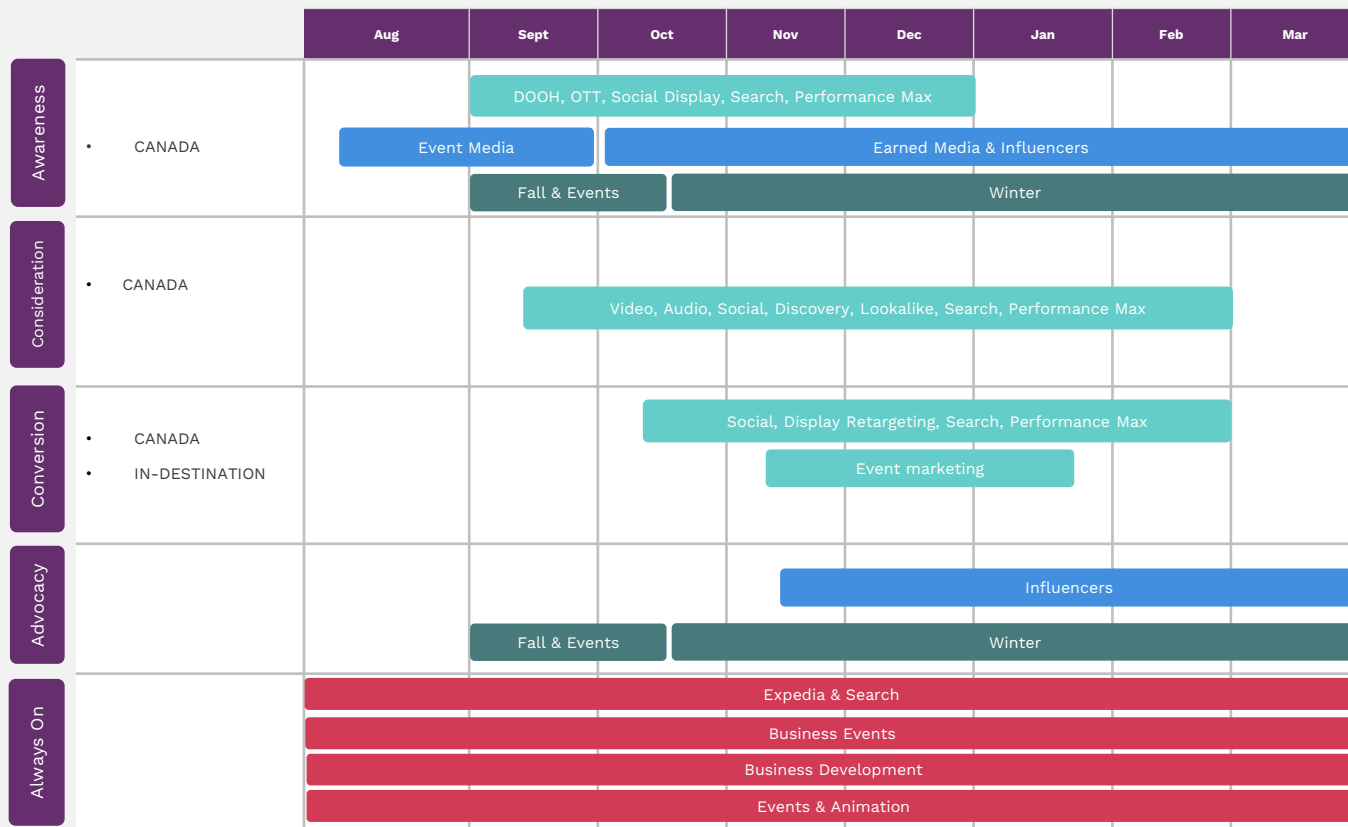
# WINTER CAMPAIGN 22/23 - CANADA

Paid Ads

Earned Media

All season

Organic Social Media



## PAID CAMPAIGNS TIMELINES:

**August 26**  
USA Launch - Winter

**End August**  
Drive Markets – Fall

**Early October**  
Canada/International - Winter

**Mid-March**  
Campaign End

# WINTER CAMPAIGN 22/23 - USA/INTL

## Earned Media

All season

## Organic Social Media

		Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Awareness	<ul style="list-style-type: none"><li>USA</li></ul>	DOOH, OTT, Social Display, Search, Performance Max							
			Adventure Cities	Earned Media & Influencers					
			Fall & Events	Winter					
Consideration	<ul style="list-style-type: none"><li>USA</li><li>INTERNATIONAL</li></ul>		Video, Audio, Social, Discovery, Lookalike, Search, Performance Max						
Conversion	<ul style="list-style-type: none"><li>USA</li><li>INTERNATIONAL</li></ul>			Social, Display Retargeting, Search, Performance Max					
Advocacy					Influencers				
			Fall & Events	Winter					
Always On		Expedia & Search							
		Business Events							
		Business Development							
		Events & Animation							



CREATIVE CONCEPT



*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, what with fairy dust falling from the sky, Canadian castles dotting the wild landscape, friendly flannel-wearing folks ski-boot shuffling down main street, and three ski resorts just a hop, skip, and a jump away.

It sounds absurd. But we promise we're telling the truth.

Yes, this is a real place.

# DUALITIES

Capture and show unique harmonies

- Warm comforts of indoors vs fresh snowy outdoors
- Banff National Park at night vs during the day
- Activities vs relaxing
- “The juxtaposition between the crisp chill of the outdoors and the warm comfort of the indoors is an important aspect of winter memories.” – Stormy Lake Research



# CAMPAIGN COPY

## NATURE'S SKYSCRAPERS AND ENCHANTED FORESTS

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Interchangeable Main Headline

## YES, THIS IS A REAL PLACE

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The Payoff Campaign Line

It's a sight to behold, isn't it?

Nothing but snow and mountain as far as the eyes can see in Banff National Park. Stroll through our little snow globe, keep an eye out for Canadian unicorns – they have the right of way here. If you're thirsty, wet your whistle with glacier-fed cocktails. And if, while fairy dust is falling from the sky, you're inclined to pinch yourself, we get it.

Yes, this is a real place.

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Body Copy Example



# Supporting language

## **Canadian Unicorns and Endless Corduroy**

Yes, This is a Real Place

**Fairy Dust and Fall Lines** Yes, This is a Real Place

**Snow Globes and Elk Crossings** Yes, This is a Real Place

**Canadian Skyscrapers and Canadian Castles** Yes, This is a Real Place

**Snow Globes and Canadian Unicorns** Yes, This is a Real Place

**Canadian Skyscrapers and Magic Ice** Yes, This is a Real Place

**Fall Lines and Endless Corduroy** Yes, This is a Real Place

**Fairy Lights and Enchanted Forests** Yes, This is a Real Place

**Cozy Cabins and Canadian Skyscrapers** Yes, This is a Real Place

# Supporting language

## HEADLINE OPTIONS

Combine two of these to support your story

## PAYOFF LINE

Yes, this is a real place.

- Canadian Castles
- Canadian Skyscrapers
- Canadian Unicorns
- Canadian Formal Wear
- Corduroy Carpets
- Cozy Cabins
- Elk Crossings
- Enchanted Forests
- Endless Corduroy
- Fairy Dust
- Fairy Lights
- Fall Lines
- Friendly Flannel
- Glacial Lakes
- Glacier-Fed Cocktails
- Glistening Glaciers
- Ice Bars
- Ice Castles
- Nature's Skyscrapers
- Postcard Adventures
- Snow Globes
- Snow Sculptures
- Storybook Scenery
- Storybook Skiing
- **Dining-Related Below:**
- Fabled Fare
- Culinary Sorcery
- Canadian Potions
- Mythical Meals
- Neighbourly Taverns

## EVENTS

# Supporting language

### HEADLINE OPTIONS

Combine two of these to support your story

### PAYOFF LINE

Yes, this is a real place.

- **Holidays**
  - Santa's Snow Globe
  - Gingerbread Villages
  - Canadian Ornaments
  - Festive Folklore
- **SnowDays**
  - Canadian Sculptures
  - Crystal Statues
  - Storied Statues
  - Snow Globe Fantasies
- **Skijoring**
  - Canadian Chariots
  - Knights in Flannel Armour

DESIGNS



BANFF SUNSHINE • LAKE LOUISE • MT. NORQUAY

**LES MEILLEURES  
PISTES DE SKI ET  
FORÊTS ENCHANTÉES**

**OUI, CET ENDROIT EST RÉEL!**

Visitez [banfflakelouise.com/ski-resorts](http://banfflakelouise.com/ski-resorts)

Les pentes des Rocheuses sont idéales pour le ski et la planche à neige; en effet, les sports étaient depuis longtemps les atouts de pourvoyeurs des alpinistes de Banff et de Lake Louise. Le parc national Banff offre tous les éléments d'un voyage de rêve : boutique de ski conviviales, vue sublime après-ski ensoleillée, et, surtout, plus de 7 000 acres de pistes d'enneigement dans trois stations de réputation mondiale.

The slopes in the Canadian Rockies were a major skiing and snowboarding, indeed, antithesis to having just been skiing, snow skiing then was the primary aspect of year-round recreation at Lake Louise. Banff National Park has all the ingredients for a perfect winter getaway: friendly ski shops with knowledgeable staff, a terrific view from the ski lift, and, most importantly, snowfall. There are more than 7,000 acres of well-maintained ski slopes in three national ski resorts.



NOIR 1 - DAY 1

Depart for Mont-Norquay et ses superbes pistes! Après une matinée sur les pistes, déjeuner au centre-ville de Banff et admirer ses jolies boutiques et galeries. Partir ensuite pour les sites de randonnée: les vendredis et samedis, les randonneurs repartent au cirque pour profiter du ciel étoilé.



NOV 3 - NOV 3

Le thème d'un voyage de découverte? Le ressourcement! Pour changer d'air et de style d'aventure, découvrez à l'équerre les sentiers autour du lac Johnson. Puis, offrez-vous un traitement apaisant dans un spa de la région et, à l'heure du dîner, découvrez la créativité des œuvres culinaires de Baffin. Refreshing is the only word to describe a different kind of adventure, provided in the hotel around Baffin's Johnson Lake. Then, get a soothing treatment and relax in the spa, and for the evening meal, discover creative forces at work in Baffin's culinary scene.



NOIR 2 - 0072

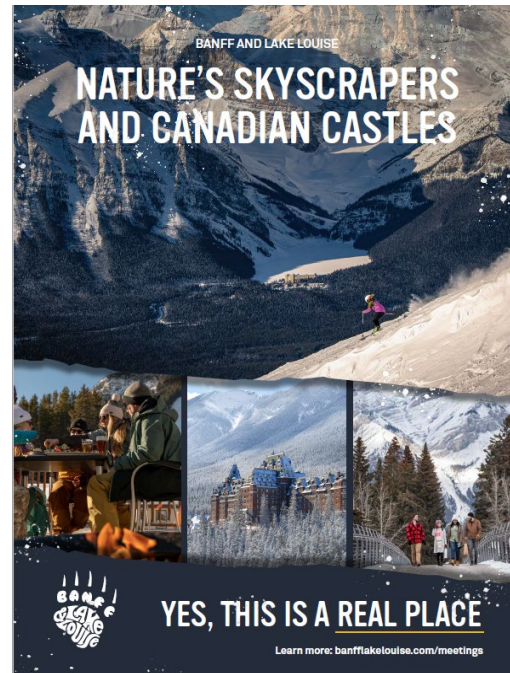
Tous à bord de la navette vers Sunahine Village! Comptant 137 pontons perchés sur trois montagnes, cette station propose des panoramas captivants et jusqu'à 9 m de profondeur. Pour l'après-ski, laissez-vous charmer par l'un des restaurants animés de Ski'art pour une ambiance typiquement à Rockies.

All aboard the shuttle to Sunahine Village! Featuring 137 all-arms across three mountains, it offers enthralling views and up to 9 m of depth. For après-ski, try one of Ski'art's many vibrant restaurants for a taste of Rockies-style ambience.



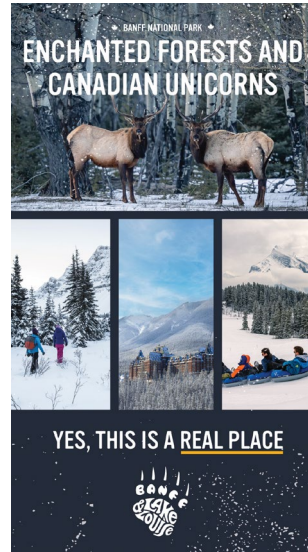
QUR 4 - DAY 4

À environ 45 minutes, découvrez le Lake Louise Ski Resort, qui propose près de 1 000 pistes de déneigement et de pistes de chaque niveau. Longue de 3 km, votre dernière descente restera gravée dans votre mémoire! Et pour terminer, faites quelques pas pour atteindre le lac Louise et sa superbe pittoresque nature.

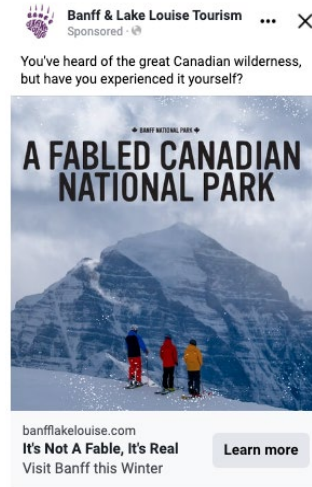




# DIGITAL OUT OF HOME



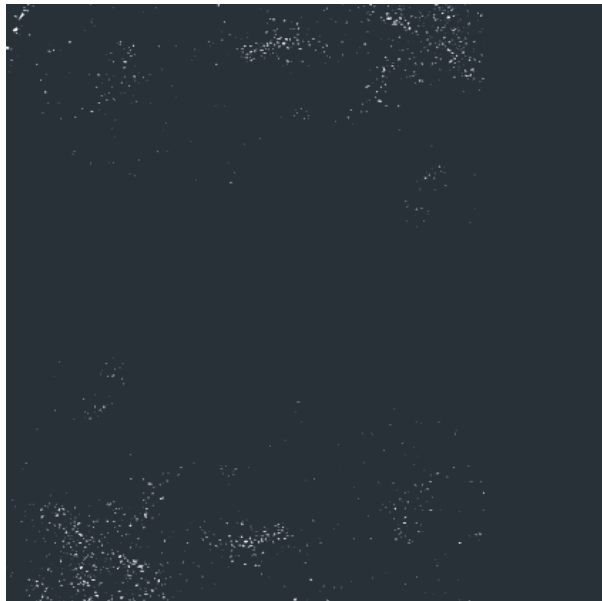
# SOCIAL & DISPLAY PAID



Banff National Park is Waiting  
[banfflakelouise.com](http://banfflakelouise.com)



# ANIMATION





ASSETS



## VIDEO: 30 SECOND SKI BLITZ HERO



Embed Link: <https://youtu.be/vRpopbZarmY>



# WINTER WONDERLAND HUB VIDEOS



**15s Canada Pride**

Embed Link: <https://youtu.be/MPGz3S8YOyY>



**6s Canada Pride**

Embed Link: <https://youtu.be/dOOSnxuVDa4>



**15s Adventure DH**

Embed Link: <https://youtu.be/TXEE25m9M4>



**15s Cross Country Adventure**

Embed Link: <https://youtu.be/LUbTozHfE7g>

# SKI FOCUSED HUB VIDEOS



## **15s Special Wild**

Embed Link:

<https://youtu.be/E-4pt3A6sQA>



## **15s 2 Million Miles**

Embed Link:

[https://youtu.be/\\_kMAX7f1lOA](https://youtu.be/_kMAX7f1lOA)



## **15s Special Ski**

Embed Link:

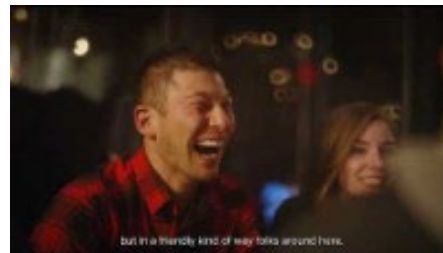
<https://youtu.be/zP8TlmtGqcM>



## **6s Special Place**

Embed Link:

<https://youtu.be/Y9ctuujnup0>



## **6s Special Ski**

Embed Link:

<https://youtu.be/7bGpPBRnmdk>

# UPDATED BLOGS - HUB

- 72 Hours for Families in Banff and Lake Louise: <https://www.banfflakelouise.com/blog/72-hours-families-banff-and-lake-louise>
- Your 72-Hour Romantic Mountain Getaway: <https://www.banfflakelouise.com/blog/72-hour-romantic-couples-mountain-getaway-banff-lake-louise>
- 7 Winter Adventures to Try in Banff and Lake Louise: <https://www.banfflakelouise.com/blog/winter-adventures-banff-lake-louise>
- 5 Ice Adventures in Banff and Lake Louise: <https://www.banfflakelouise.com/blog/ice-adventures-winter-banff-lake-louise>
- 5 Snowy Activities You Can Still Enjoy in March: <https://www.banfflakelouise.com/blog/snowy-activities-you-can-still-enjoy-march-banff-lake-louise>
- 7 Reasons to Try Snowshoeing in Banff and Lake Louise: <https://www.banfflakelouise.com/try-snowshoeing-banff-lake-louise>
- 5 Easy Runs for New Skiers in Banff and Lake Louise: <https://www.banfflakelouise.com/blog/where-to-apres-ski-banff-and-lake-louise>
- 9 Places to Après in Banff and Lake Louise: <https://www.banfflakelouise.com/blog/9-places-apres-banff-and-lake-louise>
- Your Complete Guide to Hot Springs and Spas in Banff National Park: <https://www.banfflakelouise.com/blog/spas-and-hot-springs-banff-national-park>
- Relax in the Outdoor Hot Tubs in Banff and Lake Louise: <https://www.banfflakelouise.com/blog/relax-outdoor-hot-tubs-banff-and-lake-louise>
- Banff National Park's Best Ski Resort Bites: <https://www.banfflakelouise.com/blog/banff-national-parks-best-ski-resort-bites>
- 10 Great Winter Adventures for Families in Banff and Lake Louise: <https://www.banfflakelouise.com/blog/winter-adventures-families-banff-and-lake-louise>
- 7 Great After-Dark Adventures in Banff and Lake Louise: <https://www.banfflakelouise.com/blog/after-dark-adventures-banff-and-lake-louise>
- 9 Reasons Why You'll Love Winter in Banff National Park: <https://www.banfflakelouise.com/blog/reasons-why-youll-love-winter-banff-national-park>

# UPDATED BLOGS - HELP

- Your Guide to Fat Biking in BNP: <https://www.banfflakelouise.com/blog/your-guide-fat-biking-banff-national-park>
- 5 Cross-Country Ski Trails in Banff National Park: <https://www.banfflakelouise.com/blog/cross-country-ski-trails-banff-national-park>
- Your Guide to Winter Hiking in Banff National Park: <https://www.banfflakelouise.com/blog/your-guide-winter-hiking-banff-national-park>
- Gearing Up for Winter Activities in Banff National Park: <https://www.banfflakelouise.com/blog/gearing-winter-activities-banff-national-park>
- A Beginner's Guide to Cross Country Skiing: <https://www.banfflakelouise.com/blog/beginners-guide-cross-country-skiing>
- Winter Itinerary: 7 Days of Winter in Banff National Park: <https://www.banfflakelouise.com/blog/winter-itinerary-7-days-winter-banff-national-park>
- Winter Itinerary: 4 Days of Powder in Banff and Lake Louise: <https://www.banfflakelouise.com/blog/winter-itinerary-4-days-powder-banff-and-lake-louise>
- Winter Itinerary: 3 Days of Winter Romance in Banff and Lake Louise: <https://www.banfflakelouise.com/blog/winter-itinerary-3-days-winter-romance-banff-and-lake-louise>
- Winter Itinerary: 3 Days of Family Magic in Banff and Lake Louise: <https://www.banfflakelouise.com/blog/winter-itinerary-3-days-family-magic-banff-and-lake-louise>
- Family Guide to Resort Skiing in Banff National Park: <https://www.banfflakelouise.com/blog/family-guide-resort-skiing-banff-national-park>

# UPDATED BLOGS - CHRISTMAS

- Finish Your Christmas Shopping in Banff and Lake Louise: <https://www.banfflakelouise.com/blog/how-finish-your-christmas-shopping-banff-and-lake-louise>
- 7 Places to Meet with Santa in the Mountains/Guide to Christmas Events in Banff and Lake Louise: <https://www.banfflakelouise.com/blog/guide-christmas-events-banff-and-lake-louise>
- Winter Itinerary: 3 Days of Family Magic in Banff and Lake Louise: <https://www.banfflakelouise.com/blog/winter-itinerary-3-days-family-magic-banff-and-lake-louise>
- 7 Christmas Traditions to Discover in Banff and Lake Louise: <https://www.banfflakelouise.com/blog/christmas-traditions-discover-banff-and-lake-louise>
- How to Spend Christmas Day in Banff and Lake Louise: <https://www.banfflakelouise.com/blog/how-spend-christmas-day-banff-and-lake-louise>
- Have the Ultimate Canadian Mountain Christmas: <https://www.banfflakelouise.com/blog/how-to-have-ultimate-canadian-mountain-christmas-banff-lake-louise>



# UPDATED BLOGS –EVENTS

- Follow Banff's 2022 Hot Chocolate Trail: <https://www.banfflakelouise.com/blog/follow-banffs-hot-chocolate-trail>
- 6 Reasons to Visit SnowDays 2022: <https://www.banfflakelouise.com/blog/reasons-visit-banff-snowdays>
- 5 Reasons to See Skijoring in Banff: <https://www.banfflakelouise.com/blog/reasons-see-skijoring-banff>
- How to Make the Most of Ice Magic: <https://www.banfflakelouise.com/blog/how-make-most-ice-magic>
- 4 Reasons to Visit Lake Louise Alpine World Cup: <https://www.banfflakelouise.com/blog/reasons-visit-lake-louise-alpine-world-cup>
- 5 Reasons to Visit Taste for Adventure: <https://www.banfflakelouise.com/blog/reasons-visit-taste-for-adventure-banff-lake-louise%C2%A0>
- 5 Reasons to Visit the Banff Craft Beer Festival 2021: <https://www.banfflakelouise.com/blog/reasons-visit-Banff-craft-beer-festival>
- 7 Romantic Holiday Packages in Banff and Lake Louise: <https://www.banfflakelouise.com/blog/romantic-packages-banff-lake-louise>

These blogs will be updated closer to each event date

# UPDATED BLOGS - MONTHLY

- We have combined the What to Expect blogs with the Things To Do blogs to create one super-blog experience for the traveller that drives people to use the trip planner and/or purchase a Parks Pass.
- Links:

<a href="#"><u>October</u></a>	<a href="#"><u>November</u></a>	<a href="#"><u>December</u></a>	<a href="#"><u>January</u></a>
<a href="#"><u>February</u></a>	<a href="#"><u>March</u></a>	<a href="#"><u>April</u></a>	<a href="#"><u>May</u></a>

# NEW TRIP PLANNER ITINERARIES

- We have created three new itineraries for the Trip Planner based on the top-performing itinerary blogs from this past winter.
- 7 Days of Winter in Banff National Park
- 4 Days of Powder in Banff and Lake Louise
- 3 Days of Winter Romance in Banff and Lake Louise
- More trips may be added after Origin Campaign is locked
- Link: <https://www.banfflakelouise.com/trip-planner/trip-ideas>