

# BANFF & LAKE LOUISE WINTER 2023/2024 TOOLKIT



# 2023 OBJECTIVES

01

Sustain **year-round demand**

02

Advance the tourism industry's commitment to the **10-Year Vision for Tourism**

03

Continuously improve our **employee experience** and **organizational effectiveness**

# OBJECTIVE 1: STRATEGIES

01

**Sustain year-round  
demand**

1

Attract valued guests who stay longer and do more and have the potential to return

2

Encourage people to book and plan ahead to make the most of their visit

3

Focus growth in off-peak times

4

Build Banff and Lake Louise as the leading incentive travel destination

5

Strengthen the destination's collective marketing impact

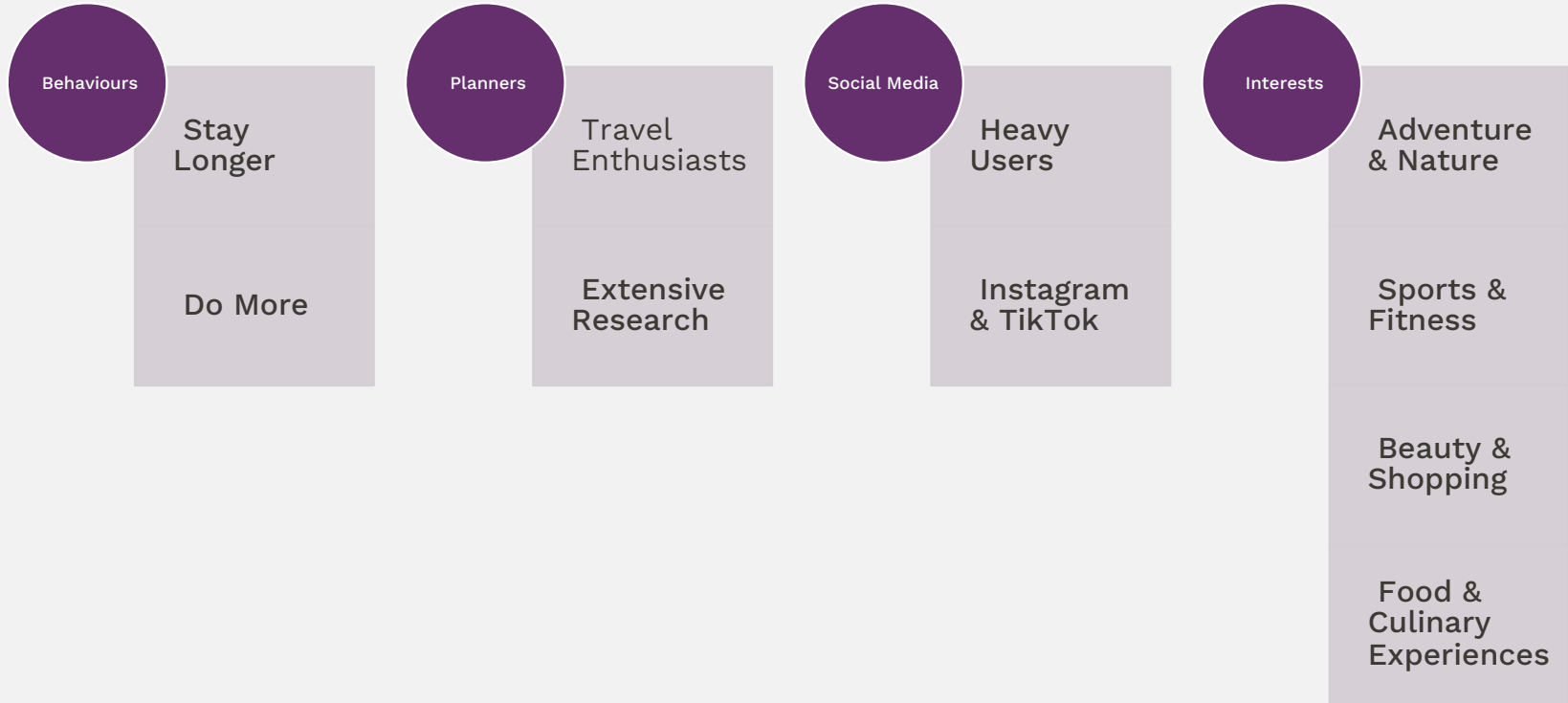


# WINTER OVERVIEW





# TARGET AUDIENCE OVERVIEW



# TARGET AUDIENCE STRATEGY

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

## Affinity Audiences



Outdoor Enthusiasts



Shopping



Travel Enthusiasts



Sport & Adventure



Green Living

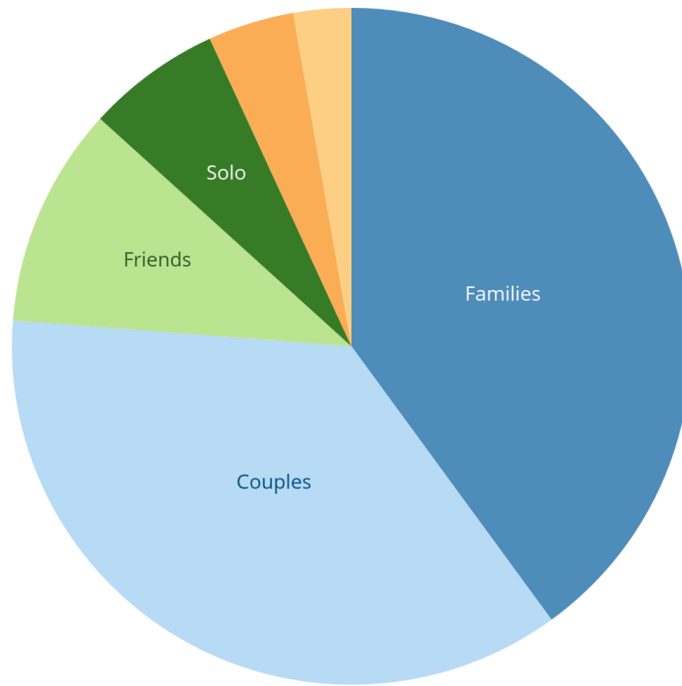


Foodies

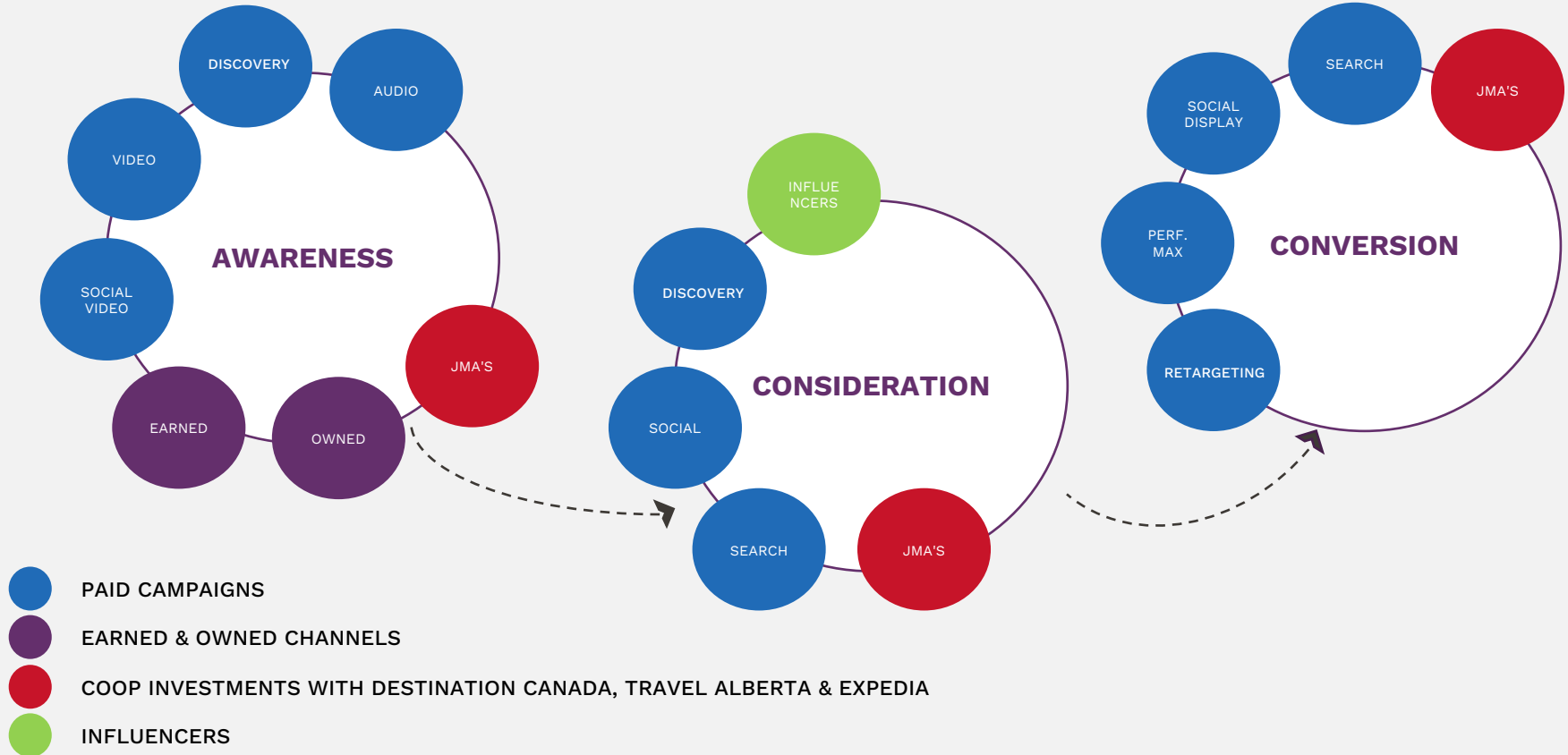


# BANFF WINTER TRAVELLER MIX

Families	40.0%
Couples	36.3%
Friends	10.5%
Solo	6.4%
Group	4.1%
Business	2.7%



# MEDIA MIX

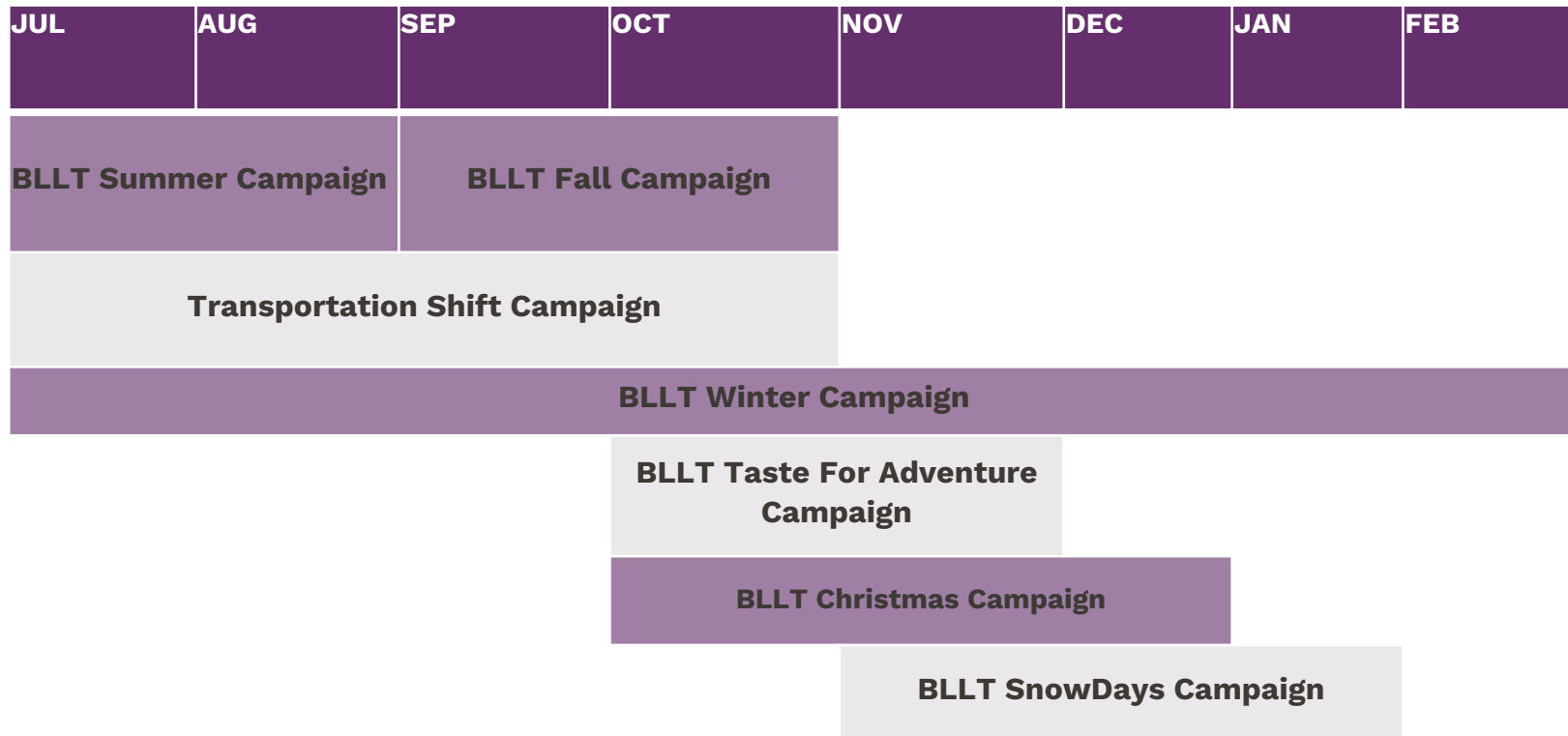




# WINTER CAMPAIGN TARGETS

Goals	Campaign targets
Impressions	23M
Media Quality Score (MQS)	78
Average CTR	+0.5%
Average conversion rate	30%
Website traffic (users)	1.5M
Trip Builder: New user signups	15,000
Social media engagement rate	4.15%
Net Promoter Score (NPS)	78
Ad Clicks	283,276

# WINTER CAMPAIGNS IN MARKET







# WINTER EVENTS

Event	Dates
Christmas Kick-Off/Re-envisioned Parade	November 18
Banff Christmas Market (Friday to Sunday)	November 17 – December 3
In Search of Christmas Spirit	November 17 – December 31
Banff Craft Beer Festival	November 23 – 25*
SnowDays Festival	January 19 – February 4
Skijoring	January 19 – 20*
Ice Magic	January 26 – February 4*

\*Dates TBC



A wide-angle landscape photograph of a winter scene. In the background, majestic mountains with snow-covered peaks and rocky outcrops are visible. The sky is a deep, vibrant blue with scattered, wispy clouds. In the middle ground, a dense forest of dark evergreen trees stretches across the valley. The foreground features a frozen body of water, likely a lake or river, with patches of snow and ice. The overall lighting is soft and cool, suggesting a late afternoon or early morning setting.

CREATIVE CONCEPT

## 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

WINTER 2023/2024 CREATIVE POSITIONING

*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

- SOFT ADVENTURE,  
INCLUDING SKI+
- FOOD
- WELLNESS
- EVENTS
- PLAN AHEAD



# WINTER'S DUALITIES

*“The juxtaposition between the crisp chill of the outdoors and the warm comfort of the indoors is an important aspect of winter memories.”*

- Winter research for BLLT by Stormy Lake Consulting



# PAID CAMPAIGN DESIGN EXAMPLES

**Banff & Lake Louise Tourism**  
Sponsored · 🌐

From the bustling streets of town to the quietest of mountain trails, Banff in winter feels good.



[BANFFLAKELOUISE.COM/TRIP-BUILDER](https://BANFFLAKELOUISE.COM/TRIP-BUILDER)

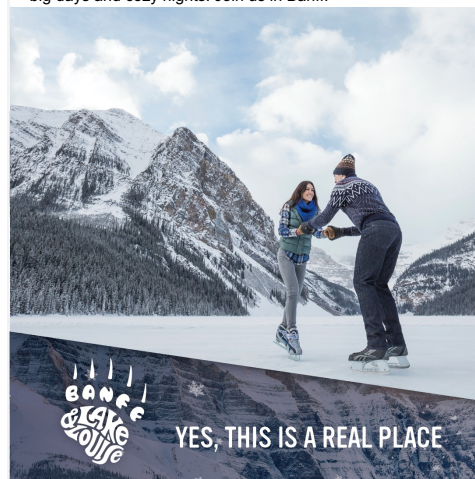
**It's time to Banff**  
Experience Canada's Rockies

[Learn more](#)

👍 Like    💬 Comment    ➦ Share    🧑🏻

**Banff & Lake Louise Tourism**  
Sponsored · 🌐

Winter is meant for adventure, for inspiration - for fun! For big days and cozy nights. Join us in Banff.



[BANFFLAKELOUISE.COM/TRIP-BUILDER](https://BANFFLAKELOUISE.COM/TRIP-BUILDER)

**It's time to Banff**  
Experience Canada's Rockies

[Learn more](#)

👍 Like    💬 Comment    ➦ Share    🧑🏻

**Banff & Lake Louise Tourism**  
Sponsored · 🌐

With mountains this rugged, snow this white and people this friendly, it can only be winter in Banff.



[BANFFLAKELOUISE.COM/TRIP-BUILDER](https://BANFFLAKELOUISE.COM/TRIP-BUILDER)

**It's time to Banff**  
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# CAMPAIGN COPYWRITING

## WINTER MAGIC, BANFF-STYLE

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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 mountains as far as the eye can see in Banff National Park. But it miiiiiight not be for you.

Because it can be hard to believe in a place with snow globe strolls, where elk have the right of way and you can enjoy glacier-fed cocktails. And if, while snow is falling from the sky, you're inclined to pinch yourself, we get it. You're not dreaming.

Yes, this is a real place.

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Body Copy Example

# HEADLINE EXAMPLES

**Crisp adventures outside, cozy relaxing inside** Yes, This is a Real Place

**Winter magic, Banff-style** Yes, This is a Real Place

**Falling snow and Canadian castles** Yes, This is a Real Place

**Rustic & refined** Yes, This is a Real Place

**Hi, neighbo(u)r! Banff and Lake Louise are calling** Yes, This is a Real Place – *USA audience*

**Canadian skyscrapers and elk crossings** Yes, This is a Real Place

**Festive folklore and snow magic** Yes, This is a Real Place

**Fairy lights and enchanted forests** Yes, This is a Real Place

**Daytime charging, evening chilling** Yes, This is a Real Place

**Bundle up outside, snuggle up inside** Yes, This is a Real Place

ASSETS



# CAMPAIGN VIDEOS

WINTER WONDERLAND, 60-SECOND  
VIDEO



[YouTube Link](#)



# CAMPAIGN VIDEOS

AWARENESS, 15-SECOND VIDEO  
EXAMPLES



[YouTube Link](#)

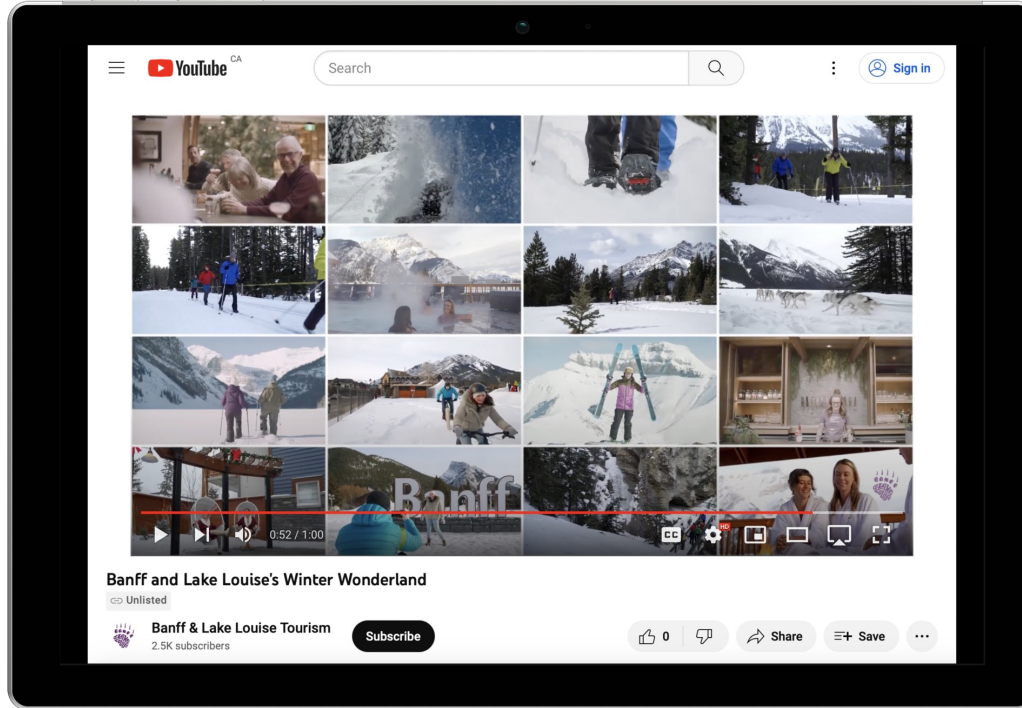


[YouTube Link](#)



[YouTube Link](#)

# WINTER VIDEOS



New 15-second and 60-second videos are available in [this YouTube playlist](#).

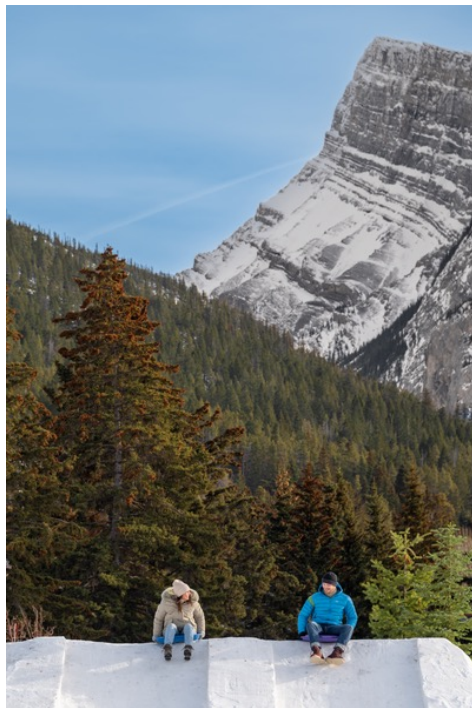
We invite you to embed the videos in your own channels and platforms as needed.



# CAROUSEL / BANNER EXAMPLES



# WINTER IMAGERY



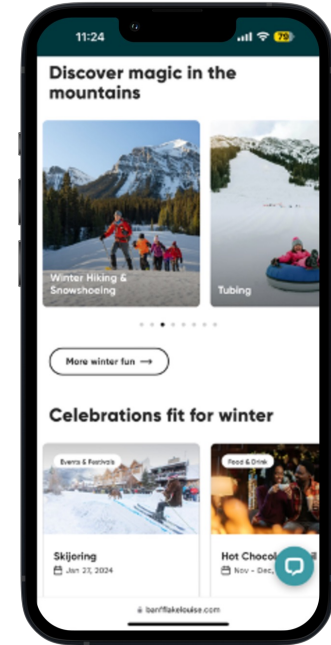
Our [Winter Campaign Collection](#) has more images available for you to download and use.



WEBSITE



# WINTER CAMPAIGN LANDING PAGE



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



# NEW WINTER BLOGS FOR 2023/2024

Name of Blog	Date to be published
Top 10 Things to do in Banff at Christmas	August 15
5 Reasons to Indulge in Taste of Adventure	September 12
Banff and Lake Louise's Best Viewpoints	September 19
Best 10 Winter Hikes in Banff National Park	October 3
Follow Banff's 2024 Hot Chocolate Trail	October 24
Banff and Lake Louise's Gift Guide	November 14
Top 5 Reasons to Visit SnowDays in Banff and Lake Louise	November 28
The Dates you Need to Know for Planning a 2024 Trip to Banff and Lake Louise	December 26

\*Additional new winter blogs will be published as needed.

# UP-TO-DATE WINTER BLOGS

Name of Blog
<a href="#"><u>7 Winter Adventures to Try in Banff &amp; Lake Louise</u></a>
<a href="#"><u>9 Reasons Why You'll Love Winter in Banff National Park</u></a>
<a href="#"><u>5 Magical Things to Do in Winter in Banff and Lake Louise</u></a>
<a href="#"><u>The How to Guide for Ice Skating in Banff and Lake Louise</u></a>
<a href="#"><u>The Ultimate Guide to Resort Skiing and Snowboarding in Banff National Park for Beginners</u></a>
<a href="#"><u>10 Great Winter Adventures For Families In Banff and Lake Louise</u></a>
<a href="#"><u>Your Guide to Winter Hiking in Banff National Park</u></a>
<a href="#"><u>5 Answers to Questions about Winter in Banff and Lake Louise</u></a>

\*There are 100+ additional up-to-date winter or destination-focused blogs available on [banfflakelouise.com/blog](https://banfflakelouise.com/blog)



# WINTER TRIP ITINERARIES



Romantic Winter  
Getaway



Winter Escape in the  
Canadian Rockies



Powder Chasing in  
Banff National Park

See winter [Trip Ideas](#) on Banff & Lake Louise's website.



JOIN THE CAMPAIGN





## HOW YOU CAN WORK WITH US

- LET US KNOW ABOUT YOUR NEW WINTER PRODUCTS AND EXPERIENCES.
- [ADD YOUR EVENT](#) TO OUR CONSUMER WEBSITE CALENDAR.
- UPDATE YOUR [BUSINESS LISTING](#) ON OUR CONSUMER WEBSITE.
- IF YOU HAVE A MEDIA/INFLUENCER STRATEGY, LET'S DISCUSS IF WE CAN SUPPORT.
- HAVE NEW WINTER CONTENT? WE WOULD LOVE TO USE IT.
- FOLLOW THE [MEMBER NEWSLETTER](#) FOR UPDATES AND OPPORTUNITIES TO BE INVOLVED.



KEEP IN TOUCH:

BARB BEAN

MANAGER, MEMBER ENGAGEMENT

[memberservices@banfflakelouise.com](mailto:memberservices@banfflakelouise.com)





YES, THIS IS A REAL PLACE