



Media Kit 2018-19



Canada's
Best Ski Resort

WHO ARE WE?

Known as the friendly giant of Canadian Skiing, the Lake Louise Ski Resort offers 4200 acres of skiing spread across four mountain faces - we welcome you with big smiles and open chairs.

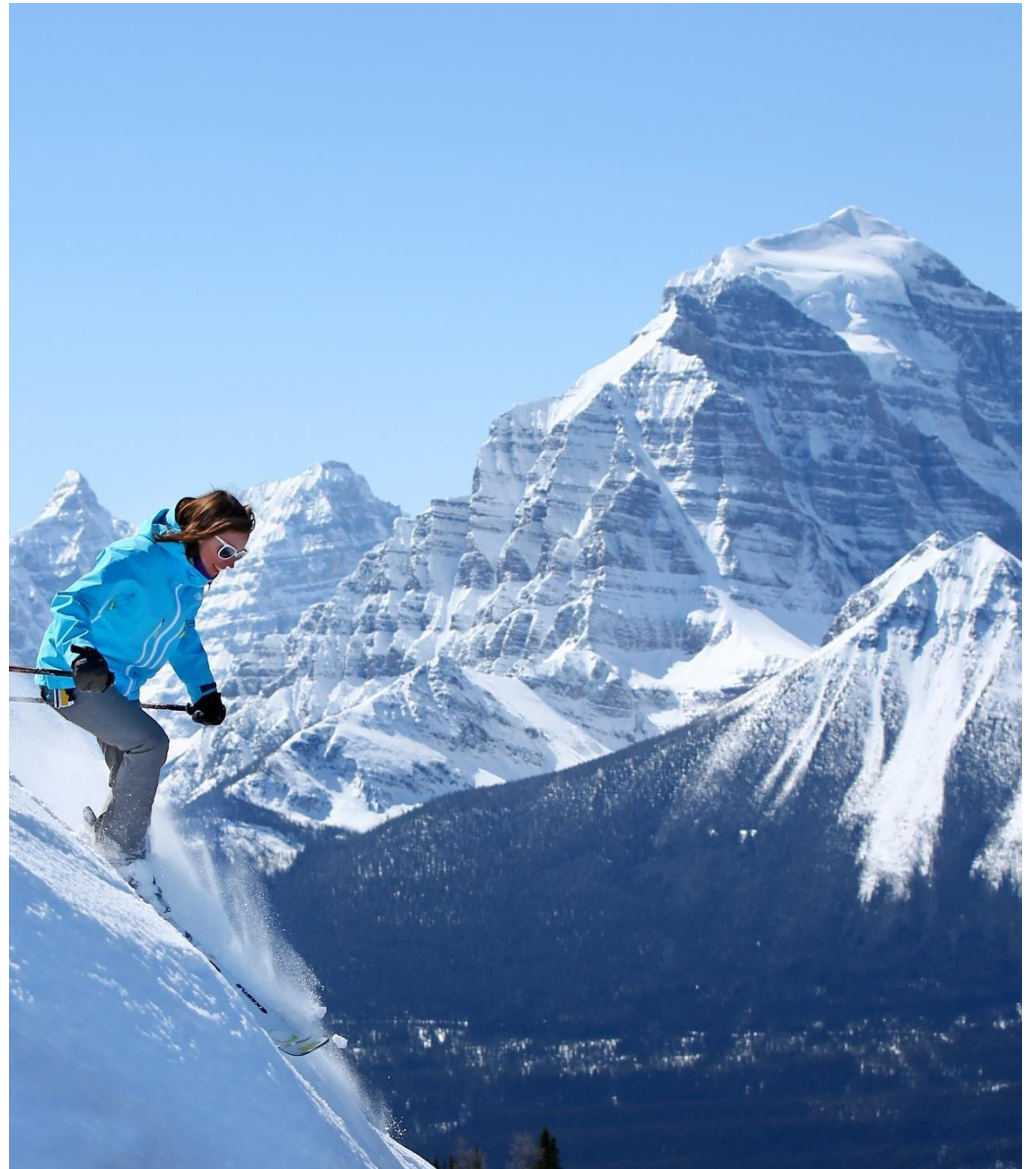
Located in the heart of the magnificent Canadian Rockies, we let our world-class terrain speak for itself, while Mother Nature does the rest.

Our unique layout with beginner, intermediate and expert runs from every chair allows your family explore each area together.

We've got endless chutes, glades and gullies, gentle slopes, cruising runs, remote bowls and some of the most challenging terrain in the Rockies.

We are an unspoiled wilderness experience giving access to the natural environment and a must visit destination in Banff National Park.

We Make People Happy!



EVENT LISTINGS: www.skilouise.com/events



5 MINUTE GUIDE TO THE SKI RESORT

MOUNTAIN STATS

1

Highest Elevation:
2657 m/8652 ft
Skiable Terrain
4200 ac/1700 ha
Number of runs:
145 + back bowls
Longest Run:
8 km/5 miles



2

Over 30 feet of
annual snowfall
Vertical Drop:
3250 ft
Terrain:
25% Beginner
45% Intermediate
30% Advanced.



3

Over 11 food and drink outlets
that include:

Kuma Yama Sushi
Whitehorn Bistro
Sawyer's Nook
North Face Bistro
Powderkag
Kokoro Kabin
Temple Lodge



WWW.SKILOUISE.COM

The Place

- Scenery that impresses and inspires
- Million dollar views without million dollar condos
- Pristine and protected wilderness
- Welcoming atmosphere with genuine smiles
- Wide open runs and expansive terrain for every ability level

The Adventure

- Serious awe inspiring steepers!
- Powder filled back bowls, gullies and glades
- An Award Winning terrain park, top 3 in the World winner in 2018
- Learn to ski or snowboard in an iconic destination
- The beautiful Skoki Lodge, located in the Lake Louise backcountry

Non-Ski

- Snow tubing at the base
- Guided snowshoe and sightseeing tours
- There are major events to watch and live bands
- Torchlight Dinners & Après Ski



IN THE WINTER:

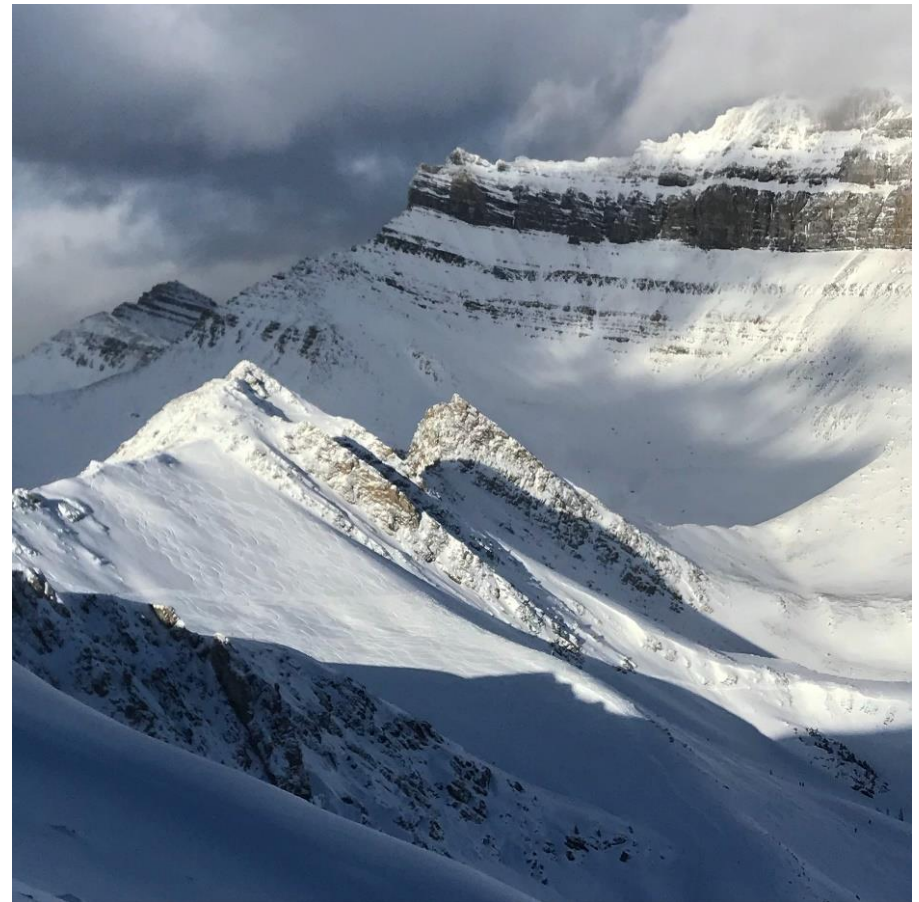
Pristine: Set within the vast Canadian Rockies, jaw dropping scenery and awesome terrain is what we do. It is wild and serene, immense and intimate. We are the proud jewel of Banff National Park, a UNESCO World Heritage Site that's consistently acclaimed and awarded as the most scenic ski destination on the planet. We're famed for our legendary light, dry powder as well as our impossibly bright blue skies that makes these incredible views possible.

Reliable: Lake Louise has one of the longest ski seasons in North America. The first chair runs early November and doesn't stop until mid-May, plus our snow quality is great all season long. From all-natural powder on the upper mountain and back bowls to the extensive and excellent snowmaking and grooming system on the front side and lower terrain, Lake Louise delivers the snow.

Terrain for Days: Lake Louise is seriously big, and seriously accessible. While there's over 145 named runs across our four mountain faces, there's also beginner and intermediate runs from every chair. This means groups and families can enjoy a ski day together. Skiers and boarders are spoiled by the variety of terrain; gentle groomers, serious steeps, long cruisers, glades, gullies, chutes, open bowls, moguls and secluded secret powder stashes.

Value: Winter is the low season. This means two things. Prices are low and so are the ski line-ups.

Events: FIS Alpine World Cup Skiing, Big Mountain Challenge, live bands, Shake the Lake, and Torchlight Parades among many others.



IN THE SUMMER:

Unspoiled: The Canadian Rockies are known for their splendid scenery and as you follow the seasons, the scenery changes! In early summer, mountain flowers make their first appearance. In mid-summer, the mountain lakes show off their turquoise colour. In late summer and fall, the larch trees change colour to a brilliant yellow offering some of the most spectacular scenery of the year.

Dependable: The Lake Louise Summer Gondola opens at the end of May, and closes after Canadian Thanksgiving. The Canadian Rockies average over 300 days of sunshine per year, and the Lake Louise area is no exception!



resort.



Hiking for Days: Lake Louise is seriously big in the summer too! Along with sightseeing, the Lake Louise Summer Gondola offers several hiking options including guided tours where you learn about local flora, fauna and topography. We are also the starting hub for many backpacking routes that pass directly past the famous Skoki Lodge, 11 km's from the

Value: Summer might be high season, but the crowds are thin at the Lake Louise Summer Gondola. Our sightseeing gondola is rarely busy, and we provide the most jaw dropping views of Lake Louise from across the valley.

OUR SOCIAL MEDIA IS ON POINT:

#JustLakelt

We have an actively engaged audience who love nothing more than ski and snowboard content fresh from the resort.

Our audience wants to share their story too.

How you can get involved? #JustLakelt

#JustLakelt is our answer for a lot of things.

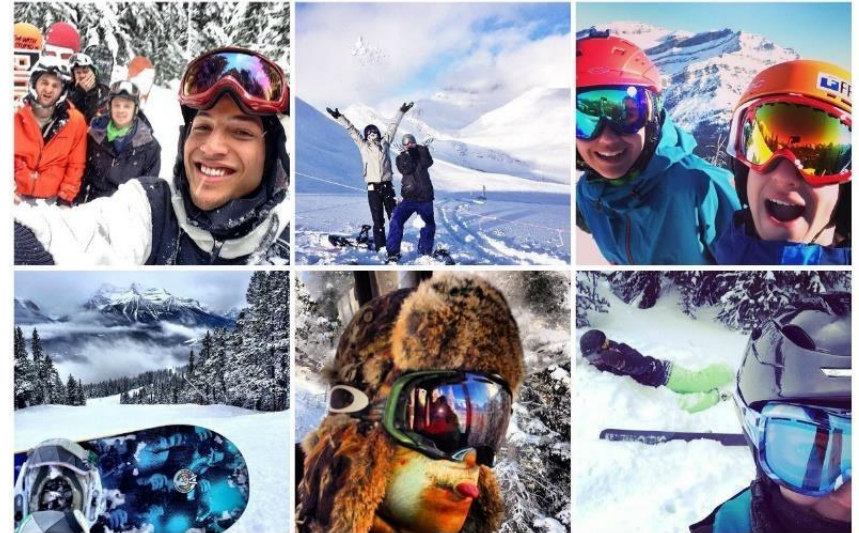
If you're looking for first tracks - **#JustLakelt**

If you want to sample the best après ski - **#JustLakelt**

If you want to escape to the backside bowls - **#JustLakelt**

Guests and media frequently use **#JustLakelt** to tag their videos and posts from the resort. We then collate the generated content to tell the Lake Louise story from the people who know us best; our guests.

Get involved and get tagging.



facebook.com/skilouise
Followers 85k



@skilouise
Followers 34k



@skilouise
Followers 56k



youtube.com/lakelouiseskiarea
Subscribers 1k

What's New at the Lake Louise Ski Resort in 2018

The first chair of the 2018-19 season came on November 9th at Canada's #1 Ski Resort, as voted for in the World Ski Awards this year. If that wasn't exciting enough wait until you hear what's in store.

Winter Interpretive Programs Have Arrived

The highly popular summer interpretive program has been extended into winter to provide a value added service to guests. The enriching programs will be weaved throughout multiple areas this winter. These include an extended snowshoe and wildlife tour offering from the base of the resort, stories and resort history during ski lessons, as well as stop-in locations and information panels dotted throughout the resort. Night tours are also offered where guests can tour under a full moon and gaze at the stars. Hot chocolate is included!

Sushi Bar a great success at the Lake Louise Ski Resort

This season, sushi meets the mountains. The Lake Louise Ski Resort is thrilled to announce après ski at our Sushi Bar, Kuma Yama. International style tapas with Japanese flair will be the name of the game, and there will be no shortage of beer and sake to go around.

Located in what was previously the stunning Great Bear Room, the venue has seen renovations by a top regional designer into an incredibly unique ski resort dining experience.

The Sushi Bar will continue to express the traditions set in creating quality sushi while concentrating on the individual presentations that utilize the elements of the Canadian Rockies such as wood and stone.

The menu features ramen, AAA Alberta beef tataki, nigiri, sashimi and custom Maki rolls designed and named after the world-famous runs and terrain. Kuma Yama also caters to special diets with gluten free, vegan and vegetarian options available.



Sawyer's Nook

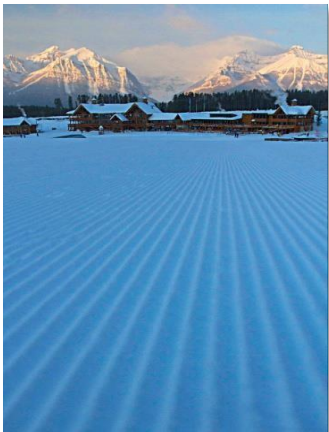
The upstairs of Temple Lodge (Sawyer's Nook) is getting a menu redesign! During ski area hours, guests will be able to sample stews, fondues, and raclette. The culinary team is excited to bring traditional cold weather food to the wilds of The Lake Louise Ski Resort!



Temple Deck Beach BBQ and the Smokehouse

Temple Lodge deck is refreshed, revitalized and ready to rock! The brightened deck showcases vibrant furniture creating the ultimate unique beach BBQ location in the mountains.

Meanwhile at the Kokanee Kabin, The Smokehouse will be offering delicious meaty treats right on our deck space using our state of the art smoker!



Snowmaking and Grooming

For skiers and snowboarders, the resort's continued program with the pioneers of snow grooming, Prionth, sees the renewal of four groomers this season.

The new machines enhance the five current modernized groomers, bringing the resort total to nine. The renewal program with Prionth means the machinery is only ever two years old, resulting in the best quality conditions for guests.

Additionally the resorts first-rate snowmaking infrastructure has been intensively maintained for the season ahead. The outcome is improved snowmaking in the existing pipelines and guns to ensure runs are in peak condition.

The Lake Louise Plus Card Delivers Exceptional Value to Skiers

Lake Louise is making it easier for skiers and snowboards to get on the slopes!



The Lake Louise Plus Card includes Lake Louise, Panorama, Schweitzer, RED Mountain, and SilverStar. Three free lift tickets are included, plus save up to \$20 on additional lift tickets. With savings at hotels, restaurants and more, the card is a bargain at only \$114 + GST and is on sale until December 31, 2018.

The Locke Legacy Continues - A Rare Family Affair

Charlie Locke's involvement in the ski industry is not only vast, but conducted as a personal passion.

He founded Resorts of the Canadian Rockies (RCR) in the 1990's, which lead to him owning and operating a string of eight ski areas and resort-related properties from B.C. to Quebec.

In 2003, he sold RCR to Edco Financial Holdings Ltd. in order to retire and spend time traveling with his family. Fortunately he kept a five year option to buy Lake Louise back, which is exactly what he did in 2008. Having decided he was happiest in Lake Louise and the ski business, Charlie retired from retirement and repurchased The Lake Louise Ski Resort, bringing his career full circle.



Locke's unique background has facilitated communication and cooperation with Parks Canada for realistic, long-range ski area development that is consistent with safeguarding a healthy, sustainable Banff National Park. His mission is to foster the same reverence he has for the mountains in his daughters, grandson, and in all future generations, while nurturing a viable and vibrant business. He is committed to leaving a legacy that honours and preserves the awe-inspiring environment and to ensuring that all visitors to Lake Louise have the best vacation and recreational experience possible.

Today, Charlie is very pleased to be back at the helm of his greatest passion and embraces the current process of welcoming a new era to the ski resort; his daughters. Kim and Robin are primed for the task ahead. Robin an MBA with her father's business acumen, and Kim, both a lawyer and MBA graduate.

An exciting future awaits the Lake Louise Ski Resort, and the Locke family legacy will continue to carry through tradition at the family owned and operated ski resort.

Lake Louise voted Canada's Best Ski Resort in 2018

Both the skiing and the scenery at Lake Louise are hard to beat, and skiers, snowboarders and industry leaders agree.

Known as "the Oscars of the Travel Industry," the World Ski Awards are part of the World Travel Awards and were established to acknowledge leading ski resorts that show determination and commitment to excellence in ski tourism.

The award is not selected, but earned, by receiving the most votes cast by leading ski tourism professionals and luxury travel customers and the Lake Louise Ski Resort has been voted as Canada's top resort this year!



In addition to this award, Lake Louise also qualified in the top-three for Best Overall Ski Resort in the World in 2018, with Val Thorens taking the top honour in that category. The World Ski Awards Gala Ceremony is held annually in Kitzbühel, Austria in November.

"The Lake Louise Ski Resort has been my lifelong passion and we couldn't be more pleased by this recognition," says owner and President Charlie Locke. "We take a lot of pride in providing impeccable hospitality in a pristine mountain setting where our guests are wowed at every turn."

"With over a million votes cast from across the globe, it's a testament to all of the hard work the people at Lake Louise do to make the guest experience # 1, and to some of the most beautiful scenery in the world," says Dan Markham, Director, Brand and Communications.

Skoki Lodge is Canada's Premiere Backcountry Lodge

Visit Skoki Lodge and enjoy a rustic, yet surprisingly luxurious backcountry retreat, just 11 kilometres (8 miles) from The Lake Louise Ski Resort. This is one of the most stunning mountain settings on the planet. Journey along a rewarding, intermediate-level trail and find the lodge nestled in the spectacular Skoki Valley: a skier's, hiker's, climber's and fishing enthusiast's paradise, that allows you to take a step back in time and revel in the simple life.

Excellent for solo getaways, corporate retreats, for trips with friends, romantic weekends and family holidays, guests range from infants, to spry 'young' 80-year-olds. The main building and three private cabins accommodate parties from one to 26.

Breathtaking mountain ridges, towering snow-capped peaks and turquoise alpine lakes sparkle against azure skies in Skoki's vast and beautiful backyard.

Welcoming, knowledgeable staff are on-hand to greet, provide a brief orientation and serve sumptuous afternoon tea with such goodies as soups, cheeses and homemade breads and pastries. After arriving, you may wish to relax, mingle with other Lodge guests, or peruse the numerous historic photographs and ski equipment that decorate the log walls to learn about Skoki's 60-year history and how this area came to be the birthplace of skiing in Canada.



Mealtime is an event unto its own; peek into one of the most unique kitchens in Canada to marvel at how deftly such sumptuous meals are prepared in a remote setting. A highly-committed team brings the finest culinary delights to the backcountry using the freshest and finest ingredients. Gourmet meals are highly-praised and change daily. Beer and fine wines are always available.

In the morning, the delicious smells of fresh coffee, wood smoke and sizzling breakfast will lure you out from under your flannel sheets and down comforter. Following a two-course meal, a lavish build-your-own lunch is presented so you can make your own picnic for that day's adventure. Choose from homemade breads, delectable meats and fresh fruits, vegetables, cheeses, baked goodies and granola. With years of personal experience exploring the area and detailed maps, Lodge managers Ed Griffith and Vanessa Cartwright and staff are eager-to-help and an invaluable resource.

Trips of all types to Skoki can be recommended; from the short and picturesque, to the strenuous and rewarding. Skoki is Canada's best boutique backcountry lodge.



CONTACT:

Media is welcome to reproduce the content of this media kit.

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Electronic media kit and other high resolution images available online at
www.skilouise.com