Without question, the Lake Louise Ski Area’s awe-inspiring, panoramic scenery is its most memorable attribute. Poised proudly at the very pinnacle of Banff National Park, a UNESCO World Heritage Site, Lake Louise is consistently lauded the most scenic ski area on the planet.

The skiing is worthy of the setting. Known for the light, dry, champagne powder that typifies the Canadian Rockies, four vast mountain faces tally up to an impressive 4,200 acres of skiable terrain. The unique design also sets Lake Louise apart; with novice, intermediate and advanced runs down from every chair, all abilities and interests can explore the whole, huge area together. There is an abundance of gentle slopes and long, cruising runs, but, famously, also an enormous choice of the some of the most challenging terrain in Canada. Experts can test their skills endlessly, in the popular terrain park, and notably in such playgrounds as the legendary Powder Bowls - a huge, 2500-acre expanse of remote faces, enchanting glades and gnarly chutes.

As the “Birthplace of Skiing” in Canada, Lake Louise is steeped in heritage. In 1931, early ski pioneers deemed this area to be ideal out of the thousands of square kilometres they had to choose from, and so built the country’s first commercial ski operation here. Skoki Lodge still thrives as an exquisite backcountry pièce-de-résistance, even as Lake Louise has developed into a world-class destination and icon.

The atmosphere and ambience remain true to the highest standards, evoking the area’s natural and human history while at the same time projecting premiere international appeal. A variety of dining and drinking venues offer hearty mountain breakfasts, lunches and après-ski fare. Basking in the famous Alberta sunshine—a favourite Lake Louise activity—is made easy by the plentiful decks and the lively gazebo, and by the slate of top-notch entertainment and special events that keep things lively. The full-service base area, immediately adjacent to both the parking and the peaks, is anchored by the stunning Lodge of the Ten Peaks, which, with its soaring log architecture and cosy Alpine warmth, extends an instant and embracing welcome. Rugged post-and-beam Temple Lodge, nestled between Ptarmigan and Larch faces on the backside, is completely different yet equally charming, and mid-mountain Whitehorn Lodge, “view central” for Lake Louise’s summer sightseeing operation, is perfectly located for pit-stops and photo-ops.
Unsurprisingly, the Lake Louise Ski Area attracts top-calibre personnel, and is known for friendly, helpful staff all around the mountain. The Lake Louise Ski and Snowboard School, established in 1959, has a long record of excellence with the ‘best of the best’ ski and snowboard instructors. Additionally, Ski Friends - enthusiastic volunteer Louise-lovers who lead free guided tours - offer a wealth of information about the area’s environment, history and best-kept secrets and provide an instant passport to enviable “local” knowledge.

The Village of Lake Louise and the Town of Banff offer more restaurants, après ski options, shopping, activities and events than Aspen, Vail or Whistler. Unforgettable vacations are easily tailored at this dream-come-true winter wonderland. The fabulous Fairmont Chateau Lake Louise, on the shores of the fabled lake itself, is a destination unto itself. Elegant atmospheres, exquisitely appointed rooms and superb culinary and wine selections are the order of the day at such historic venues as the Post Hotel and Deer Lodge, but there are plenty of options for every price range, such as the family-friendly and affordable West Louise Lodge or the Lake Louise Inn, which, with its convenient condominiums, two restaurants and lively pub, is great for groups.

Lifelong memories are here for the making: the ethereal magic of ice skating amongst the surreal ice sculptures on Lake Louise; a sleigh ride under the wintry stars; the heady exhilaration of dog-sledding on a crisp, sparkling afternoon; the serenity of cross-country skiing or snow shoeing on a beguiling, secluded trail; the sheer luxury of a sumptuous spa treatment or a soak in mineral-laden hot springs; a top-drawer cultural evening at the Banff Centre, a world-class fine-arts venue...

And, of course, world-class skiing and snowboarding.

Finally, as the icing on the cake, there is the value. Because the sensational scenery and wildlife remain the biggest draws, summer, not winter, is high season. Thus winter enthusiasts enjoy the best of all possible worlds; prices are astonishingly reasonable, crowds - on or off the slopes - are never an issue, and the mountains, dazzling with snow, are at their most magnificent.

Truly, the Lake Louise Ski Area is the mountain with something - or rather everything - for everyone... the destination of choice for the winter vacation of a lifetime.
Key Resort Statistics

Average Snowfall: 480cm (16 feet) of average annual snowfall
Season: Early November to May
Lift Operation: 9am - 4pm

4,200 Skiable Acres

139 runs plus back bowls ranging from beginner through to expert.

Base Elevation: 1646m / 5400 feet
Top Elevation: 2637m / 8650 feet
Vertical: 991m / 3250 feet

Terrain Breakdown:
25% Beginner
45% Intermediate
30% Advanced / Expert

Longest Run: 8km / 5 miles
Terrain Park: Yes
Nordic Skiing: 14 km of groomed and track-set trails
Hourly lift capacity: 13,716 skiers per hour
Total Number of Lifts: 9
- 1 Gondola Express
- 1 Six-person chairlift
- 3 Quads
- 1 Triple Chair
- 1 Expert Platter
- 1 T-bar
- 1 Magic Carpet

Seven of Nine lifts boast a vertical of more than 375m/1230ft!

Nearest Airport: Calgary International Airport
Nearest City/Town / Village: Lake Louise – 5 minutes; Banff – 40 minutes; Calgary – 1 hour, 45 minutes
Helicopter Skiing in Region: YES
Nordic (Cross-Country) Trails: YES

Getting Here
The Lake Louise Ski Area is located in Alberta's Banff National Park, 1 hour and 45 minutes from the Calgary International Airport; it’s an easy drive, with no high mountain passes, along either the convenient Trans-Canada Highway, or via the scenic Bow Valley Parkway (1-A Highway) for a slightly slower pace, legendary views and possible glimpses of wildlife. With direct or one-stop flights to Calgary from most major cities in the world, Lake Louise is easy to reach from just about anywhere.

There is a variety of rental car outlets at the airport, or, convenient and affordable bus, shuttle or charter services available daily. In Lake Louise, fast, free and frequent shuttles run between the mountain and the village, which are just five minutes apart.
2009/2010 Lake Louise Events

For a complete events listing, please visit www.skilouise.com.

Lake Louise Winterstart World Cup – Men’s and Ladies Events - November 28 & 29, 2009 (Men) and December 4-6, 2009 (Ladies)
The Lake Louise Winterstart World Cup races are televised nationally, as well as by six international broadcast networks to an estimated 140 million viewers worldwide.

Heavy Metal Rail Jam - December 19, 2009
Skiers and snowboarders shake off the summer cobwebs by showing their skills on a variety of features in the Terrain Park for the seventh annual Heavy Metal Rail Jam.

Ski with Santa / Photos with Santa - December 23-25, 2009
Come visit Santa and help him enjoy our Winter Wonderland.

Ice Magic Festival - January 22-24
Fun event provides a full, fascinating schedule of activities that appeal to the whole family.

Lake Louise Slopestyle - March 6, 2009
Skiers and Snowboarders show that their style is the best in the popular Terrain Park.

Lake Louise Junior Big Mountain Challenge - March 27 & 28, 2010
Kids from ages 7 – 18 throw down big mountain style on the most scenic and challenging terrain Lake Louise has to offer. This event is always an amazing show as the up and coming skiers show how fearless they really are!

Lake Louise Big Mountain Challenge - April 7-11, 2010
An extreme skiing event held in Lake Louise’s famous Powder Bowls, the competition requires skill and mental endurance - contestants ski their chosen line with style and are judged on line, control, fluidity, technique and aggressiveness.

Lake Louise Spring Episode ‘10 - May 1 & 2, 2010
One of the Rockies’ best and biggest spring bashes! Featuring on-mountain competitions, live music, DJ’s, beer gardens and more.

Wine Summit Lake Louise (Post Hotel & Spa) - May 27-May 30 2010
Alongside the famous winemakers and estate owners, guests have a very rare opportunity to sample some of the world’s most outstanding wines. Combined with extraordinary meals and great parties, it’s an event not to be missed.
Lake Louise - Distinctive & Delightful

By a series of happy coincidences, the Lake Louise Ski Area enjoys several unique advantages that put it in a class by itself:

- **Low altitude:** Ironically, despite the unsurpassed grandeur of the scenery and the huge vertical, actual altitude at Lake Louise is very low - top elevation is well under 10,000 ft. This is a huge positive for “lowlanders,” for many of whom the 12–13,000 ft. elevations in comparable U.S. resorts can be literally prohibitive. **At Lake Louise, it's the scenery, not the altitude, that takes your breath away.**

- **Reliable six-month season:** Lake Louise has one of the longest seasons in the world and an enviable reputation for reliable conditions. Consistent winter temperatures provide ultra-dry natural powder to fill the back bowls, and on the sunny south slopes, one of the world’s most sophisticated and comprehensive snow-making systems facilitates optimal conditions throughout the season.

- As a result of the reliable conditions, Lake Louise is the permanent official “Winterstart” venue for the World Cup, hosting both Mens’ and Ladies’ speed events every year in November and early December, and, routinely, is the home of the Canadian Powder 8 Championships in March.

- **Excellent visibility:** Lake Louise’s four mountain faces allow skiers and snowboarders to ‘follow the sun’ all day, and on snowy days, there are numerous long, tree-lined runs and gladed areas to provide definition.

- **Winter is low season:** Summer remains high season because of the spectacular scenery and wildlife, so winter visitors benefit from low prices and minimal crowds – line ups are never a problem, and Lake Louise’s fleet of high-speed chairs ensures that on any day, even the most fit and fearless can get all the skiing or snowboarding they can handle.

- **Exceptional terrain, outstanding design:** With more terrain than you can ski in a week, the terrain is tops, in both quality and quantity, and can be enjoyed across the board by novices and experts alike; touring all four faces is easy for guests of any ability. Equally appealing is the instant access. The village is moments from the ski area, and the parking is adjacent to the full-service base area, which, in turn, is only steps from the lifts. From lobby, to lift, to peak, is fast and hassle-free.

- **Pristine environment:** Lake Louise’s iconic location, secure within the heart of Canada’s first National Park, ensures that the environment here will always be the first priority, and that over-development will never sully the surroundings.

There's More at Lake Louise

**Ambience and Après Ski** abound. The **Powderkeg Lounge**, located in the breathtaking log Lodge of the Ten Peaks is the ultimate place for lunch or après ski. Guests enjoy tasty pizza, wings and salads, choose from a great drink menu, and share the day with friends.

The **Great Bear Room**, also in the Lodge of Ten Peaks, offers a warm and comfortable atmosphere, a great breakfast buffet, hearty lunch and full bar service – another ideal spot to fuel up, take a break, or relax after a day on the slopes.

The **Full-Service Base Area** also includes dining options in Whiskyjack Lodge, a Starbucks coffee bar, a rental/repair shop, handicapped accessible restrooms with baby change stations, an ATM and an Internet station.

The **Kokanee Kabin**, located at the base of the Glacier Express lift, provides front row seats for all the on-and-off slope action, and is the
perfect place to enjoy live music while sipping a hot cocoa or a refreshing pint. In the spring, barbeques and sunshine keep the party going well after the lifts close.

The excitement carries on into the evening with **Torchlight Dinner and Ski.** This **ultimate Après Ski Party** begins at the end of the day with a ride up Grizzly Express Gondola for appetizers and spectacular sunset views at Whitehorn Lodge. Then, with the mountain to themselves, guests enjoy corduroy-tracks down a freshly groomed run, followed by a full buffet dinner with live entertainment in the Sitzmark Lounge back at the base area.

The **Wilderness Adventure Park** is a secure kids-only zone, where children gain balance and confidence while having a ton of fun! Whimsical animal cutouts – bears, mountain goats, wolves, lynx, ravens and wolverines – are **entertaining and educational.** A safe, easy magic carpet takes little skiers and snowboarders uphill, and friendly, outgoing attendants are always on-hand. Once the little ones gain confidence, they can graduate to the **family friendly beginners’ T-bar,** and then on to Wiwaxy, a safe, patrolled run designated for learning only off of the Glacier chairlift.

The **Lake Louise Ski and Snowboard School** offers a wide variety of **kids’, private and group lessons** as well as many **“first tracks” and specialty programs for all ages and abilities** - for first timers, to seasoned veterans looking to better master the steepest terrain, or anyone in between.

The **Ski Friends,** Lake Louise’s renowned volunteer guides are one of the area’s greatest assets. All members are long-time Louise skiers or snowboarders who know and love the area, and their **free-guided tours,** geared for all tastes and abilities, invariably generate rave reviews.

**Retail outlets** offer everything from the newest skis and snowboards and the latest gear and outerwear, to cameras, batteries, sunscreen and the rest of those small essentials. Latest colours and styles and top clothing brands appeal to fashionistas, and a large souvenir selection ensures that vacationers have the perfect answer for the inevitable question: “what did you bring me?”

**Skoki Lodge,** Lake Louise’s **backcountry oasis, is a Natural Heritage Site,** offering a one-of-a-kind experience accessible by hiking, skiing or snowshoeing through 11 kilometres of stunning wilderness. The main lodge and three private cabins accommodate up to 22, and friendly, knowledgeable staff is on-hand to look after every detail.

Skoki Lodge

**Skoki has been meticulously preserved as a National Historic Site and a Banff National Park treasure, presenting a rare chance to take a walk back in time.** Stepping inside the Lodge is an immediate, unique immersion in Skoki’s rich history. Though subtle luxury is present, the retreat is a reminder of how wonderful and calming the simple life can be.

Getting here is a satisfying journey along which **photo opportunities abound.** Winding up two alpine passes, past one of the area’s most pristine alpine lakes and down a well-marked trail through the woods takes backcountry enthusiasts to this secluded hideaway.
Welcoming, knowledgeable staff is on-hand to greet, provides a brief orientation, and serves sumptuous afternoon tea services with such goodies as soups, cheeses and homemade breads and pastries. It’s a perfect time to meet Lodge companions and unwind.

Afternoons are ideal for exploring. Guests can browse through the numerous historic photographs and ski equipment that decorates the lodge, grab a book from the library’s collection and read about local history, flora and fauna, or simply curl-up and relax. Favourite gathering spots are around the lodge’s two wood stoves, in cosy nooks and daybeds, in the comfortable living room that features a warm, crackling fireplace, or on the porch for front-row seats to the dramatic mountain views for which the lodge is legendary.

Dinner is an event unto its own; guests enjoy peeking in to meet the chef and staff, and marvel at how deftly such sumptuous meals are made in the rustic, bustling kitchen. A highly-skilled team committed to bringing the finest culinary delights to the backcountry prepares meals, with changing daily menus, from the freshest and finest ingredients. Once dinner is served, laughter and photographs are shared and new friendships are forged. Beer and wine are always available at the bar and in the dining room.

Taking a short stroll around the area is a fun after-dinner option to work off some of those calories. Others choose to retreat to the living room, enjoy a game of scrabble or cribbage from the games cupboard, or sip coffee or herbal tea at the dining table.

After a night under a cosy down comforter, breakfast begins at 8 a.m. with the delicious smells of fresh coffee, wood smoke, sizzling bacon and warm scones. Following the two-course meal, a lavish build-it-yourself buffet is set out and lunches are created from homemade breads, delectable deli meats and a feast of fruits, vegetables, cheeses, fresh-baked goodies and granola.

Once guests have their afternoon picnic ready to go, they can chat with the staff to plan that day’s adventure. Eager to help, and with detailed maps and years of personal experience in the area, the Skoki team is an invaluable resource, and can recommend trips for any taste—from the short and picturesque to the strenuous and rewarding. Access to breathtaking mountain ridges and alpine lakes is easy. During the summer, beautiful alpine flowers paint the landscape, and towering peaks against azure skies delight even the most experienced alpinists. In winter, all abilities can enjoy the plethora of ski touring and telemarking slopes and the variety of cross country/snowshoeing routes around the lodge.

Skoki Lodge is a haven for those who want to escape it all, but who love to be looked after. The authentically rustic, yet surprisingly luxurious main building and three private cabins accommodate parties up to 22. Skoki is excellent for corporate retreats, outings with friends, romantic weekends and families.
Lake Louise Summer Sightseeing Lift & Wildlife Interpretive Centre

You Haven’t Seen the Canadian Rockies Until You’ve Ridden the Gondola at Lake Louise

The Lake Louise Summer Sightseeing Lift and Interpretive Centre is a not-to-be-missed experience for the summer Banff National Park visitor. Unquestionably, this 14-minute ride to mid-mountain Whitehorn Lodge, at 2088 metres, in either an open chair or a fully-enclosed gondola, guarantees both the best views and the best opportunities for spotting wildlife anywhere in the Park.

The grassy, flowery meadows that make such great ski terrain in winter provide a near-perfect bear-banquet in summer, and grizzly sightings are the rule, not the exception. Seeing these magnificent creatures in their equally magnificent natural setting is an unforgettable thrill, and Lake Louise’s thorough and thought-provoking interpretive programs re-enforce excitement with understanding and education.

This experience is a photographer’s dream. World-famous Lake Louise, brilliantly turquoise in its incomparable setting of majestic, jagged grey peaks capped by gleaming glaciers, is postcard-perfect, and up close, the riotous summer profusion of colourful plant life amid pure, cold rushing streams and bubbling natural springs is equally compelling. Two distinct eco-regions – the sub-Alpine and the Alpine – meet here, and a variety of guided hikes, which immeasurably enhance and enrich the guest experience, are available in the immediate area, or, for the more adventurous, on the upper mountain.

Lake Louise’s summer educational endeavours were recently awarded the Banff Heritage Tourism Corporation’s “Best Heritage Product or Service in the Bow Valley” award, and programs are always evolving and improving. The gondola is open May 15th through September 30th. There’s lots to learn, and lots to enjoy. Like the skiing in winter, no two summer days are the same, but all are spectacular.

Lake Louise Accommodation

All tastes and budgets are accommodated here...

Year-round properties in Lake Louise:

❖ Fairmont Chateau Lake Louise - Grand hotel on the shores of Lake Louise with stunning views and top-drawer amenities and service; vast variety of rooms, suites and Fairmont Gold options for the most discerning travelers.
❖ Post Hotel & Spa - Relais and Chateau recognized European-style inn that radiates warmth, luxury and elegance; exquisite guestrooms; a luxurious, private 3,000 square foot mountain lodge that accommodates 10 on the banks of the Pipestone River; award-winning five-star dining and spa; cosy pub; skating rink.
❖ Deer Lodge - Beautifully restored, historic log lodge near the Lake; known for exceptional dining featuring the finest Rocky Mountain Cuisine and wines; peaceful, secluded, undisturbed ambience; outdoor rooftop hot tub with stunning views.
❖ Lake Louise Inn - Excellent mid-range accommodation; great for families and groups; includes ultra-convenient condo units; full facilities including restaurants, pub, pool, sauna and hot tub.
❖ West Louise Lodge - Most affordable hotel in the Lake Louise area; 45 double rooms, plus 5 suites; lounge, dining room, pool and sauna.
Hi-Lake Louise Alpine Centre - a superior-rated hostel voted by backpackers to be in the 'Top 10' list of 5,000 hostels worldwide. The on-site licensed café is a local favourite and stays are available in either private or shared rooms.

Special Lake Louise properties open in summer only:

- **Paradise Lodge & Bungalows**: Cosy, elegant, individual cabins and lodge suites; gas-barbecue; children’s playground; Family-owned and operated.
- **The Mountaineer**: Two buildings with a total of 78 rooms in various combinations and layouts with microwaves, mini-fridges and high-speed wireless; comfortably accommodates couples, families or vacation groups looking for great value.

Year-round nearby:

- **Baker Creek Chalets** - Just 15 minutes from Lake Louise along scenic, serene and historic Bow Valley Parkway (1-A highway); beautifully-appointed individual log chalets each feature cooking facilities and fireplaces; all dining options and tastes are looked after, from elegant sit-down dinners to hearty lunches, casual tapas and delicious après-ski fare, takeaway family-style meals and pizzas, elaborate buffets, themed events and special dietary needs; New, gorgeous Heritage Centre/Conference facility.
- **Cathedral Mountain Lodge** - 15 minutes from Lake Louise in Yoho National Park; ultimate mountain getaway featuring beautifully-appointed cabins, gourmet dining and an extensive wine cellar; wood-burning and gas fireplaces; delightful lounge and library; bell service and adventure-specialists on staff.
- **Castle Mountain Chalets** - Midway between Banff and Lake Louise nestled at the foot of Castle Mountain; modern, charming one and two bedroom chalets with kitchens, colour TV’s and DVD players; grocery and liquor store, gas bar, laundry, barbecues and exercise centre, library; stunning log events facility.

Summer-only nearby:

- **Moraine Lake Lodge** - 20 minutes from Lake Louise; boutique hotel on spectacular, world-famous lake; rooms offer a rustic elegance with luxury, featuring wood burning fireplaces; library; award-winning restaurant; hot tub.

### Lake Louise Ski Area Awards & Accolades

- **Excellent Value Award** - Westjet Up! Magazine (2009)
- **#8 Early Ski Resort (only Canadian Resort)** - ESPN (2009)
- **Calgary’s “Best Area Ski Hill”** - Calgary Fast Forward Weekly Magazine (2009)
- **One of the Top 20 Places to Ski in North America (#16)** - Conde Nast Traveler (2008)
- **Calgary’s Favourite Ski Area** - Calgary Herald Readers’ Choice Awards (2007)
- **Ranked #12** on Skiing’s List of Best Resorts (Readers’ Picks) - Skiing Magazine (2007)
- **One of the Top 50 Resorts in North America (#22)** - Ski Magazine (2007)
- **Best Show of Respect** - Ski Canada Magazine (2007). For the first time in Canadian ski country history, Lake Louise encouraged two minutes of silence for Remembrance Day.
- **One of the Top 20 Places to Ski in North America (#12)** - Conde Nast Traveler (2006)
- **One of the Top 50 Resorts in North America (#22)** - Ski Magazine (2006)
Named “Best Steeps”, “Best Scenery”, “Best Terrain Park” and “Best New Off-Piste Tour” - Ski Canada Magazine (2006)

“Best Environmental Practice” - Banff Heritage Tourism Awards (2005)


Summer Interpretive Program Awarded Best Heritage Product or Service in the Bow Valley - Banff Heritage Tourism Corporation (2004)


The Lake Louise Ski Area selected a “Top 10 Resort” - Ski Resort Service International (Germany)

#1 for Scenery: Most scenic resort in North America - Ski Magazine Annual Reader Survey (2003).

Lake Louise topped the list in the “Best of City” poll in the Calgary Sports Category, under Ski Areas. More than 100,000 on-line Calgarians voted over the course of 3 months for their city’s best - CalgaryPlus.ca (January 2003).


The Lake Louise Ski Area was awarded the top spot in the categories of “Best View from the slopes”, “Best Steeps”, “Best Scenery”, “Best Blast from the Past” and “Most Romantic Accommodation” – Special Ski Canada Magazine Winter edition (2002).

#1 Choice for Calgary families. Lake Louise has been awarded the “2001 Parents Choice Award” from Calgary’s Child Family Magazine.

#1 for Scenery, #8 for Value, #12 for Terrain – Ski Magazine (survey 2000).


Banff/Lake Louise ranked as #1 ski destination in the world – Britain’s Daily Telegraph (1999).

The Lodge of the Ten Peaks, a 24,000-sq./ft. majestic log structure was ranked by Britain’s Daily Mail as the “Best New Day Lodge in the World” (1999).
**Story Ideas**

**Gearing up for Vancouver 2010 at Lake Louise:**
Team Canada is poised to take the ski racing world by storm at the 2009 Lake Louise World Cup Winterstart beginning November 28th. On January 22nd, the Olympic torch is coming to the Lake Louise Ski Area and athletes, locals and tourists from across Canada and the globe are invited to take part in the festivities.

The first World Cup downhill was held in Lake Louise in March 1980 just a few weeks after the Lake Placid Olympics. Over 20,000 spectators came to cheer on the leader of the famous "Crazy Canucks," Ken Read, who ultimately beat Switzerland's Peter Mueller for the year’s overall downhill standings. Read had won in Kitzbuhel and Wengen that winter and came in 8th in Lake Louise. Lake Louise has since become the respected season-opener for the women's and men's world cup circuits.

Lake Louise is the only resort in the world that has successfully held an impressive 50 World Cups. While it’s not uncommon elsewhere for races to be cancelled because of marginal conditions, the World Cup at Lake Louise has only once not been able to run—and, astonishingly, despite that the races here are so early season, this was because of too much snow, not too little.

The Canadian Alpine Ski Team has historically performed exceptionally well at Lake Louise, as athletes thrive in front of home crowds and on the famed Olympic-calibre racetrack. Lake Louise was the first resort outside of Europe to be named to the prestigious Club 5+, an organization that brings together 13 of the most famous and historic World Cup alpine racing courses in the world. Members of this exclusive club include Kitzbühel, AUT, Wengen, SUI, Schladming, AUT, Cortina, ITA and other equally iconic resorts.

It promises to be an exciting few months leading up to the Vancouver 2010 Olympics!

**Premiere Terrain Park on its way back:**
In 2008, one of the first orders of business with the reinstatement of previous operating management was a renewed commitment to the Lake Louise Ski Area’s terrain park. The terrain park had been world class, with an innovative line-up of features rivalled by virtually no other ski area in Canada, and regularly hosted prestigious events that attracted the world’s best skiers, snowboarders and park designers. The LLSA is dedicated to reinvigorating the terrain park’s appeal and reputation. Customer satisfaction and feedback has been overwhelmingly positive so far.

**Green Focus:**
The Lake Louise Ski Area is very proud to be a part of a UNESCO World Heritage Site, and cherishes the special history, wildlife and ecosystems for which the area is iconic. The LLSA was the first in the Canadian Rockies to introduce an Environmental Management Department, which oversees and reports about our ‘green’ projects, including interpretive programs and cutting-edge water conservation, waste management and recycling endeavours, and the supporting of staff in graduate level research. Lake Louise’s eco-conscious team
is always looking for new ways to lessen environmental impacts, such as partnering with Parks Canada to create more public transit options, introducing cutting-edge and energy-efficient designs in our lodges and snowmaking, and moving toward lower-emission chairlifts (a project initiated last year with the replacement of the Ptarmigan lift). Such initiatives are fundamental to the LLSA’s key values.

**Continuing education:**
The Lake Louise Ski School offers numerous and excellent kids’ and beginner packages as well as programs that focus on helping advanced skiers better navigate tougher terrain. The “Ultimate Steeps” Clinic teaches aspiring extremists how to master steep off-piste terrain, covering such things as basic airs, choosing a line and identifying hazards. Participants finish the day relaxing, recapping and reviewing their progress in the video lounge. Ski and snowboard instructor courses and avalanche awareness programs fill out the menu of choices for those looking to learn at Lake Louise.

**Romance in the Rockies:**
Lake Louise’s stunning backdrop, lovely amenities and the meetings of many cultures from around the globe that constantly happen here, continually spark and rekindle romances all the time. The area continually hosts special dates, weddings, honeymoons and anniversary celebrations.

*One of the most scenic train trips in the world* also contributes to Lake Louise’s romantic aura. Lake Louise is a key component of the glittering itinerary of The Rocky Mountaineer’s Kicking Horse Route that imbues the tradition of the grand railway experiences of the world such as the Orient Express. The Bachelorette arrived in Lake Louise on the Rocky Mountaineer in 2009 to take her date to what she said was ‘her happy place’—snowboarding at the Lake Louise Ski Area.

Many love stories unfold here—most often between typical travelers, but often, too, involving celebrities. In 2008, for example, Vince Vaughn and now fiancée Kyla Weber visited the Chateau and enjoyed a canoe ride on the Lake. “Our hotels in Banff National Park have a rich history and one where romance has played a leading role,” said Francisco Gomez, Regional Vice-President and General Manager of The Fairmont Banff Springs, after the Bachelorette’s visit.

**Family Fun:**
Lake Louise is an unsurpassed destination for families! With beginner, intermediate and expert runs from every chairlift, families of even widely different abilities can explore together all day long. Families new to skiing and snowboarding can happily learn together in designated learning areas, younger children love their own Wilderness Adventure Park, and the re-invented Terrain Park is a teenager hotspot. The ski school offers a wide variety of programs for everyone. For those too young to ski, there’s an on-site fully-licensed daycare service, and Lake Louise is one of the few ski areas in North America that welcomes even very young infants—from 17 days and up. In the evenings, or just for a change of pace during the day, skating, snowshoeing, cross-country skiing, dog sledding, going for a horse-drawn sleigh ride, can help to create the ultimate holiday.

Lake Louise most definitely appeals to athletes of all ages. The Lake Louise Ski Club has brilliantly trained young racers for many years, boasting such notable alumni as Ken Read. Equally fast and fearless are the extreme skiers of the Bow Valley Kids, a hugely popular program that has developed recently for those...
enamoured with big mountain free skiing. And yet another very popular new program is the **$20 Senior Season Pass** for the over-80 set. Amazingly–and gratifyingly–over 100 of these sold in the fall of 2009!

**Passion Rekindled:**
The intimate, hands-on feel of the Lake Louise Ski Area is no illusion – Lake Louise is one of the few family-owned and operated major ski areas left in North America. Long-time owner Charlie Locke, who pioneered many of the classic climbing and ski touring routes in the Canadian Rockies, is back at the helm after a five-year hiatus. Locke is aided by his coincidentally-named wife, Louise, and his two daughters, Kimberley and Robin, both of whom are currently pursuing MBA’s with an eye to joining the family business they grew up in. The Locke family has always been passionate about Lake Louise, and about making sure guests have the best vacation possible, both on and off the slopes, to be left with lasting memories of, and an enduring love for, the spectacular Alberta Rocky Mountains.

"For me this is not so much a business decision as a return to a fundamental love," says Locke. "My family and I are very excited about getting back to the mountains and reinvesting our energies to ensure that **Lake Louise continues to be Canada’s favourite ski resort**.

In 1967, Locke became the **then-youngest certified mountain guide in the British Commonwealth**, and subsequently devoted many years to exploring the local mountain ranges. He is perhaps most famous for a never-repeated traverse of the Ten Peaks that overlook Moraine Lake, and a high-level winter ski tour of 260 kilometres of unbroken glacier fields between Jasper and Lake Louise. Locke made numerous first ascents in the Lake Louise area, notably of the north faces of Mt. Temple and Mt. Victoria, both of which frame the famous view from the ski area—views he now enjoys from his office window.

After obtaining a Bachelor of Commerce from the University of Calgary, and while working as a local stockbroker, Locke invested in the Lake Louise Ski Area in 1974 and helped finance many of its initial lifts. In 1981 he became sole owner and spent the next 20 years shaping Lake Louise into the world-class destination it is today.

Locke’s team (which retains many ‘old’ members as enthused as he is) is working to build on the **tremendous visitor experience** improvements implemented at the resort over the past several years. Priorities include a renewed focus on customer service, superior snow-making, high-quality grooming and enhanced events and après ski options.

Happily for guests of Lake Louise, Locke’s palpable sense of continuity and homecoming translates into a focussed, day-to-day, hands-on commitment to ensuring that his resort continues to be the best of the best. "**We understand that it’s about the whole experience, and we’re committed to excellence across the board,**" he says.

**From Wilderness to Luxury; Adrenaline to Ambience:**
Unforgettable vacations can be created at Lake Louise for those who love the gamut—from rustic to deluxe, from extreme to exquisite. For example, after a night or two at historic backcountry Skoki Lodge, another couple of nights in one of the luxurious local landmarks like the Post Hotel or the Fairmont Chateau Lake Louise, where the famed spas are ideal for rejuvenating, make the perfect contrast with their luxurious rooms, public spaces and restaurants. Even without venturing into the backcountry, skiers and snowboarders can play all the harder on the ski area’s vast slopes, or anywhere around the Lake’s majestic outdoors, knowing that evenings can offer the ultimate in pampering and relaxation.
**Going Corporate in the Mountains:**
More and more Calgarians, Canadians, and even international businesses are bringing their meetings to the mountains, to where dazzling mid-winter snows and lingering springtime sunsets on the soaring peaks rejuvenate even the most frazzled teams, where the conference facilities are impeccable, the locals are friendly, the wildlife is plentiful, and the clear mountain air is perfect for reinvigorating corporate energy.

Enjoying the mountains is a unique, fun and healthy alternative to the everyday company get-together and a sure-fire way to socialize, network and bond with employees or clients. A variety of on-or-off-slope packages and programs is available. At the Ski Area, the Podium Club Race Centre, for example, offers the ultimate corporate team-building experience: lift tickets, a fun race with top-notch training and tips from our pros, and a gourmet lunch. Equally inspiring is the Ultimate Powder Experience – an unforgettable early-start ‘first-tracks’ adventure. Meanwhile, local properties like the Fairmont Chateau Lake Louise and Emerald Lake Lodge, offer unparalleled convention packages and services. Skoki Lodge offers perhaps one of the most unique corporate teambuilding settings in North America. A ‘retreat’ in the truest sense of the word, away from computers, blackberries and other modern distractions, colleagues are able to connect and brainstorm on the most fundamental of levels in a remarkably inspiring setting. The only difficult part of planning a conference in Lake Louise is getting people to stay indoors for the education/information sessions!

**Widely Celebrated:**
Holidays in Lake Louise have always meant mountain climbing, horseback riding and gazing at the stars—both those in the sky and those in the media. Lake Louise has long been a top filming location, helping western Canada earn its continuing reputation as "Hollywood North." Early movies shot here include 1928’s "Eternal Love," starring John Barrymore, 1942’s "Springtime in the Rockies" with Betty Grable and Carmen Miranda and 1944’s "Son of Lassie." Stars, filming or vacationing, have flocked here, including Mary Pickford, Douglas Fairbanks, Alfred Hitchcock, Marilyn Monroe, Christopher Reeve, Angie Dickinson and many of today’s A-listers. Stephen King’s psychological thriller, "The Shining," was modelled on the Chateau Lake Louise. The celebrated author came to the Chateau prior to filming, and used it as inspiration for the hotel that takes centre stage in the story.

Since 1912, when Britain’s Prince of Wales included a hike to the Lake Agnes Teahouse as a part of his ‘morning exercise,’ the Chateau has welcomed dozens of royals including Prince Rainier of Monaco, Queen Elizabeth II and Prince Phillip, Queen Margrethe of Denmark, and King Hussein and Queen Noor of Jordan. You never know who you might see on a stroll around the lake...

From a letter by Georgia Engelhard Cromwell, niece of famed photographer Arthur Stieglitz and renowned artist Georgia O’Keefe, comes this excerpt. "I first came to the Chateau Lake Louise in 1926 with my parents...The interior was spacious and charming with the great plate glass windows in the lounge which opened onto that marvelous vista of lake and mountains. It was a friendly place too. The lake and valley were still in deep shadow, but the surrounding peaks, all I had climbed, were bathed in golden, rosy light. I was seized by an indescribable ecstasy, filled with the joy of conquest. They were all mine - my beautiful, private world of mountains. Yet at the same time, I felt how infinitesimal I was. It was an unforgettable experience." A widely published photographer and accomplished mountaineer, in 1931 Engelhard ascended Mount Victoria seven times in nine days, while starring in the film "She Climbs to Conquer."

In recent years, Lake Louise has often hosted Robert F. Kennedy Jr.’s Waterkeepers’ Alliance Celebrity Ski fundraisers. Participants in this star-studded event have included Alec Baldwin, Meg Ryan, Susan

Steeped in History:
Lake Louise has been a mountain-sports Mecca for over a century, and history buffs are drawn to the area’s unique heritage.

The Lake was originally called the “Lake of Little Fishes,” by the Stoney Tribe until 1882, when Tom Wilson, a horse wrangler/packer for the Canadian Pacific Railway, and purportedly the first white man to see it, christened it ”Emerald Lake” for its brilliant colouring. “As God is my judge,” he said, “I never in all my explorations saw such a matchless scene.” In 1884, ”Lake Louise” became the third and lasting name for the Lake, given to honour Queen Victoria’s daughter, Princess Louise Caroline Alberta.

The Victorians, already obsessed with the Alps and mountaineering, had fallen in love with the area, and began trying to climb the surrounding peaks, their wildness and remoteness notwithstanding. Tragedy was inevitable. In the 1890’s, alarmed by the probable effects on the fledgling tourism industry by the death of Phillip Abbot on the slopes of Mt. Victoria, the CPR imported professional Swiss mountain guides, who were soon safely introducing droves of upper-class European guests to the splendours of the glacier-capped peaks and stunning lakes.

The village, originally known as “Holt City” and then “Laggan,” became Lake Louise, too, in 1914.

Canadian Skiing was born here. The Banff Ski Runners was created in 1917, and by the early 1920s, a following of adventure seekers were carving the logging trails and flying over jumps at Banff’s Tunnel Mountain. In 1931, the Ski Runners established Skoki Lodge, the country’s first commercial overnight ski chalet (Skoki has been meticulously preserved and is today a national historic site). That summer, a wealthy and eccentric English aristocrat, Sir Norman Watson, holidayed at Lake Louise and was instantly hooked. Sir Norman, with the help of Skoki’s founders, the Ski Club of the Canadian Rockies, resolved to develop Lake Louise on a grand scale as the next Switzerland, complete with peasant farmers and dairy cattle. Although many of his visions proved impractical, he was a key player in the creation of today’s world-class ski area that is definitely on par with Europe’s best.

Mountains are always compelling, forbidding, and mysterious. The history here is palpable—some of it matter-of-fact, and some of it the stuff of which legend is woven. Local lore includes tales of Wilson’s ghost peering out of the 7th floor of the Chateau Lake Louise, and some particularly bone-chilling accounts still circulate of the larger-than-life ghostly spirits of the mountain pioneers of the past, such as that of “the ghost of halfway hut.”

Most people don’t know how close Lake Louise came to playing a prime role in World War II efforts. In April 1943, at the Chateau Frontenac during the historic Quebec Conference, Admiral Lord Louis Mountbatten dropped a chunk of special Lake Louise ice called “Pykrete” in British Prime Minister Winston Churchill’s bathtub—much to the chagrin of Churchill, who was in the bath! Due to gas rationing and patriotism, Chateau Lake Louise was closed to the public during WWII, but scientists from the Universities of Alberta, Saskatchewan and Manitoba used the lake and some surrounding facilities to develop “Pykrete,” a difficult-to-break and slow-to-melt mixture of wood pulp and ice that was part of plans for a potential Allied invasion through Northern Europe. ’Project Habbakuk” involved the creation of floating ice platforms for equipment transport. What Maclean’s magazine termed ”the weirdest secret weapon of the war,” was seriously considered by Churchill and his Joint Chiefs of Staff, but abandoned in favour of other, faster techniques.

In 1938, the downhill ski area of today came into being with the construction of another sturdy log building, Temple Lodge. Skiing really took off in 1954 when the first lift, a platter, was installed nearby on the slope known as Larch. In 1957, a gondola was constructed on Mt. Whitehorn, closer to the valley bottom. The two areas
operated independently as Whitehorn and Temple, although in practice skiers were already treating them as one, until they officially amalgamated as the Lake Louise Ski Area in 1971. Development in this era was guided by such able and visionary managers as John Hindle, Rodney Touche and John Worrall.

Although they were conceived as summer-only resorts, the Banff Springs Hotel and Chateau Lake Louise opened for skiers on a trial basis during the peak winter holiday seasons of the early 1970s. A decade later, the 1988 Calgary Winter Olympics would showcase Banff National Park's ski resorts to the world.

Charlie Locke came on board in the 1970's, and in 1981 purchased the entire ski area. His unique personal history has been key in establishing and maintaining communication and cooperation with Parks Canada to secure approvals for realistic, long-range development plans. In 2001, Locke's larger ski company, Resorts of the Canadian Rockies, became a partnership between Locke and Calgary businessman Murray Edwards, and in 2003, Edwards became sole owner as Locke “retired” into traveling, ranching and various other business enterprises. In the fall of 2008, missing his primary passion, Locke exercised a five-year buy-back option and re-invested as majority owner and managing partner in the newly re-created Lake Louise Ski Area, that – unsurprisingly, given his early ties to the area – is particularly dear to his heart. The ski area now operates in association with, but independently of, RCR.

The last few decades have seen the rise of a world-class ski and snowboard destination (Lake Louise was one of the first resorts to fully embrace snowboarding, at a time when the skiing world was, to put it politely, sceptical) with a full spectrum of amenities, events, entertainment and educational services, four strategically-placed day lodges, a new gondola, and a fleet of high-speed chairlifts carefully positioned across four faces. As the first decade of the new millennium winds down, Lake Louise basks in ever-increasing recognition from the international skiing and snowboarding communities, as demonstrated by consistent media and industry attention and awards, a permanent position on the World Cup Race circuit and a plethora of returning guests from across the globe – proof positive that the Lake Louise Ski Area has come of age.

Behind the Scenes: Architecture with Heart:
Iconic buildings and architecture dot the Lake Louise landscape, reflecting the Area’s special heritage and history.

Lake Louise Railway Station & Restaurant
It's easy to forget it's 2009 at the Lake Louise Train Station, which offers a cozy lounge, an exquisite restaurant and — the real jewels — the Delamere & Killarney Dining Cars that are available for such special functions as weddings, anniversaries etc., where top-drawer cuisine complements the unique atmosphere. The lucky diners are here as a train passes, to feel the rumble that instantly harks back to the golden age of train travel.

In 1910, crews from the Canadian Pacific Railway gathered logs from the adjacent forest and crafted the building that still stands today. By 1914, when the Station's name was changed to Lake Louise, it was already serving a steady stream of travelers, and continued to do so for the next 80 years until it was removed from service in 1990. In 1991, CP Rail's Mike Stoik granted Laggan Developments Ltd. permission to operate a small 21-seat café in the building. Operations were much the same as they'd been since the early 1900's and much of the menu was prepared on an outdoor grille and wood-burning stove.

In 1993, three business-people who saw the Lake Louise Station as an integral part of Canadian history, set out to restore the building to its original form. After careful restorations, crucial infrastructure upgrades and returning the grounds to their historic ambience, today, the Station now delights history, railway and culinary buffs from around the world.
The Lodge of the Ten Peaks
Ranked by Britain’s Daily Mail as ‘Best new day lodge in the world” - 1999
Expansive windows, hand-skinned logs, vaulted ceilings and a stunning fieldstone fireplace create the memorable Rocky Mountain atmosphere found in the breathtaking Lodge of the Ten Peaks. The 24,000 sq./ft. majestic log structure features wraparound decks that offer unparalleled views of the base area and the stunning peaks.

The lodge was crafted from logs made available during a glading project underway elsewhere at the ski area, and from trees that were toppled during a storm near the B.C. cottage of owner Charlie Locke, and from other of Locke’s ski areas—Wintergreen and Fernie. Locke’s hand was in every detail, from the log concept, to the ‘green’ aspects. (It was constructed to have the minimum possible environmental impact, and to lessen the ecological footprints of the guests who enjoy it. Recycled materials, such as rocks the Locke’s gathered from their ranch’s fields for the massive multi-storey fireplace and non-slip flooring made from old tires, are used throughout, and restrooms and kitchens use cutting-edge water conservation appliances and strategies). One telling day, Locke, unhappy with aspects of the originally-proposed exterior, threw the preliminary plans out the window and, with the help of his head log builder Joe Burgess, sketched a new exterior design on the back of a 2x6 board; this design became the one that was used for what is now one of the most photographed structures in North America.

The Lodge of the Ten Peaks was reminiscently named for a route Locke famously pioneered with boyhood friend and fellow-mountainer Don Gardner. In 1964, in an epic seven-day sprint, the two young Calgarians traversed the gigantic 10 summits that surround Lake Louise’s equally iconic twin, Moraine Lake, and then, for good measure, decided to also scale all those visible from Lake Louise too, to make an impressive total of 23 peaks traversed. In more than 40 years, this adventure has never been repeated.

Probably because his roots are so entrenched in the mountains and mountain culture, log architecture has always inspired Locke, who has called another unique log building home for the last 35 years. “I’ve always been fond of log buildings. They have a very cozy ambience, and bring a sense of tranquility; especially when key features are crackling fireplaces and big windows that open up onto stunning views,” Locke says. When Parks Canada was consolidating Banff National Park properties in 1972, Locke purchased the Fairholme Ranch cottage, then situated on Lake Minnewanka, and relocated the structure—including the massive rundle stone fireplace—to the family ranch on the outskirts of Calgary. The home was built by Captain Ffrench, a British spy whose wartime adventures were a catalyst for the original James Bond novels.

Locke also spearheaded the construction of “Charleston,” the much-needed staff residence for the Lake Louise Ski Area erected in 1984. Charleston, yet another imposing log structure, and one of the largest in North America, used logs harvested from the twinning of the TransCanada highway that links Lake Louise with Calgary.

Skoki Lodge
Skoki Lodge, the Lake Louise Ski Area’s iconic backcountry gem that opened in 1931 still delights guests of all cultures, abilities an interests in the three private cabins, and in the main building, that was made from local logs with saddle-notched corners. Local tour guide, outfitter and log-builder, Jim Boyce, soon made a series of additions, including an upper floor with roof dormers, a living room and several cabins. By 2000, the original structure was starting to show its age, and improvements to the roof, floor, windows, base logs and foundation were required. The historic integrity and original charm have been
scrupulously respected, and Skoki, today a national historic site, remains a popular, perfectly-preserved retreat that was named “top winter hideaway in North America” by National Geographic.

Moraine Lake Lodge
At Moraine Lake Lodge, people are inspired to enjoy each other as much as the natural beauty surrounding them. Today, the lodge is part of the Capilano Group of Companies owned and operated by Nancy Stibbard, who has developed a number of world-renowned properties including Capilano Suspension Bridge and Treetops Adventure in Vancouver and Cathedral Mountain Lodge near Lake Louise, and steeped in history.

The luxurious resort is set snug in the famous Valley of the Ten Peaks, 15 minutes from Lake Louise, and the towering mountains and crystalline lake have always been the main attractions. Moraine Lake’s story begins in August 1899, when Walter Wilcox, a Yale college student whose passion was the wild beauty of the Rocky Mountains, was hired by explorer Tom Wilson to help map the Lake Louise area. In search of a new route up Mount Temple, for two days he endured rain and snow, until day three when the sky cleared. Invigorated by the sun, he hiked up the valley to the top of a pile of rocks and discovered a splendid sight: "a narrow, secluded valley with a small lake enclosed by wild rugged precipices... one of the most beautiful lakes I have ever seen." He named it Moraine Lake after the moraine, or rock pile, deposited by the Wenkchemna Glacier and wrote that his time spent contemplating that view was the happiest half-hour of his life. "No scene had ever given me an equal impression of inspiring solitude and rugged grandeur," he added.

The following year, Tom Wilson cut a trail from Lake Louise to Moraine Lake. In 1902, the Canadian Pacific Railway constructed a trail of its own and before long a carriage road was built and a teahouse was established at the site in 1908. The CPR built a new teahouse in 1912 and three enterprising women, Eileen Strick, Barbara Dodds and Marjorie Danks, established tent facilities and a log cabin refreshment and souvenir stand, then in 1922, built four sleeping cabins. The original teahouse was replaced and additional cabins were built in 1923, 1939 and 1941.

After several changes of ownership, significant redevelopment of Moraine Lake Lodge began in 1988 when world-famous architect Arthur Erickson was commissioned to design a new lodge and cabins. His challenge was to build a facility that would blend with the environment while accommodating overnight guests and approximately 4,000 daily visitors. The result is magnificent. For optimal viewing of the spectacular Moraine Lake and surrounding mountains, the dining room and atrium feature massive windows and each room and cabin has an outdoor deck. All cabins and rooms are designed in rich, earth colours and feature custom, hand-crafted log furniture and true Canadian Rocky Mountain comfort—down duvets, fine Woolrich blankets and pillows and beautifully-appointed bathrooms with soaker tubs. The premiere room on the upper floor of the main lodge epitomizes Canadian Lodge heritage with hand hewn Douglas Fir post and beam construction, a river rock wood burning fireplace, a king bed and a luxurious bathroom with a jetted Jacuzzi tub.

Day users and overnight guests have distinct areas for their enjoyment—the library for instance, serves as a congenial common room where overnight guests can relax after a hike, meet other travelers, or read quietly by the fire. All enjoy the dining, which ranges from high-country elegant to Rocky Mountain casual. Open June through the end of September, 2010 will be the Moraine Lake’s 98th season.

The Post Hotel & Spa
This longtime Lake Louise landmark, recognizable the world over by its rich brown logs and bright red tin roof, with its prestigious Relais & Châteaux recognition, has been voted the number 1 ski hotel in North America by Condé Nast Traveler. With its cozy, luxurious chalet-feel, top-drawer dining and wine cellar and luxurious spa, the Post is a favourite of discerning local families and international travelers alike. Opened in 1942 as the Lake Louise Ski Lodge by Sir Norman Watson, the hotel soon became as popular in summer as in winter. In 1978, elite skier Andre Schwarz, who had already done a
great deal in Lake Louise to influence and improve Canadian skiing, together with his brother George, acquired The Post from Sir Norman, and the two continue to preside over the Post's impeccable service today.

**Deer Lodge**
A respect for the past characterizes the unique Deer Lodge experience and architecture. Much of the original hand hewn log structure and décor are still in place. **Guests leave behind the modern world to holiday in a place and a time that is truly relaxing.**

At the turn of the century, Mrs. Gertrude Crosby, owner and founder of Deer Lodge, came to Canada from England. A telegraphist with the CPR, she married Lou Crosby of the Brewster Transport Company and had five children. She then turned her attention to the construction of Deer Lodge, which was selected for its ideal location in 1923; a short stroll from Lake Louise, it originally operated as a tea house. The distinctive lodge, with the main lobby beneath, was built in 1931 to link the hotel with the original log cabin. This became a dining room, and a store was built on the other side. The original hotel was replaced with a three-storey structure in 1939.

The exquisite boutique hotel is today run by Canadian Rocky Mountain Resorts and is renowned for its historic elegance. Many of the architectural features from the original building have been restored such as the original tower rooms, cast iron radiators, woodwork, lighting and brass fixtures.

**Emerald Lake Lodge**
Located on the secluded shores of Emerald Lake, this grand yet cozy mountain retreat features timber construction, massive stone fireplaces, a formal dining room, quiet reading and sitting rooms, conference facilities and a games room. The lounge is enhanced by an oak bar salvaged from an 1890's Yukon saloon. From upper or lower verandas, the in-your-face proximity to the stunning natural wilderness impresses even the most discerning. The lodge’s international appeal is well-earned by the privacy, comfort, and luxury that guests are afforded, and of course, by the beautiful setting.

**The Fairmont Chateau Lake Louise**
Set in breathtaking natural surroundings, the legendary Chateau Lake Louise was built in 1880 by Canadian Pacific Railways, and has been a preferred destination for countless tourists, royalty, dignitaries, politicians and celebrities over the years. The present grand chateau-style architecture is reminiscent of a majestic European estate, but the hotel has had several renditions.

In 1890 the Canadian Pacific Railway built its first one-storey log cabin/chalet on the lakeshore, which was to be "a hotel for outdoor adventurers and alpinists," in the words of larger-than-life Cornelius Van Horne, flamboyant general manager of the Canadian Pacific Railway.

After the original building burned down, a split-level structure was built, followed by two timber wings in an attractive Tudor and Victorian style, which were completed in 1912-13. In 1924, yet another catastrophic fire took out these wooden wings. Local legend tells that dinner was nevertheless served that evening in the spared Victoria dining room; a testament to the ‘guests come first' philosophy that had already become entrenched in the Lake Louise culture. A concrete wing was built a year after this fire, and following this the Chateau remained the same until the early 1980s when it became an all-season resort, with a $65 million-dollar redevelopment that resulted in the 140-room Glacier Wing and improvements such as modern meeting rooms and more dining and lounging options. The Mount Temple Wing is aptly named for its luxurious cathedral-like interior spaces as a tribute to the tallest peak in the area. The wing reminisces over the historical significance and related flora, ecosystems and trails.
of Banff National Park. The dramatic and soaring two-storey Heritage Hall is distinguished by five arched windows with handmade stained glass illustrations of key wildlife of Lake Louise: eagle, bear, fish, mountain goat and wolf.

Today, The Chateau Lake Louise, now a Fairmont property, is recognized globally for progressive environmental stewardship and responsible tourism. The Swiss influence can still be felt; in the cuisine, which includes famous fondues, in guided hikes and heritage programs, in the architecture—are reminiscent of romantic eras gone by.

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