

## **Competitive Advantage of Lake Louise Area for XC skiing**

Advertising for XC skiing in the Lake Louise area should consider the following attractions:

- Is in Alberta's Snow-belt:
  - Longest ski season in Alberta – Mid November to Mid April
  - Fun & frolic in waist-deep snow by mid-February
  - Usually 1 metre of settled snow-pack beside the XC ski trails by mid-February
  - Wonderful scenery with sunshine and blue skies
  - Great snow and easy ski waxing
- Great variety of XC skiing close by:
  - Trackset Trails (total 70 km)
  - Backcountry (Light) Touring on skier-set tracks (total 150 km)
  - Telemark skiing at 2 Lift-serviced areas & 3 “climb-it-yourself” areas
  - Snowshoe trails
  - And for variety, world famous Lake Louise Mountain Resort DH Ski area is in middle
- Ski Trails:
  - Very pretty trails in a gorgeous mountain wilderness setting
  - Many natural clearings with mountain vistas alternate with tree-lined trails
  - Traditional, narrower, more intimate XC ski trails 3 metres wide, 4 & 5 metres on hills
  - Lots of twists & turns, ups & downs to entertain the skier
  - Ski-skating on the Moraine Lake & Great Divide trails
- Special Events:
  - Lake Louise Loppet – Oldest mass-participation race in Western Canada (since 1973)
  - Ice Sculpture Festival
  - Lake Louise to Banff XC ski relay race
  - Others?
- Other attractions at Lake Louise:
  - Snowshoe trails & routes for all abilities
  - Ice skating on the iconic lake ice in front of the Chateau
  - Hockey Rink on the iconic lake ice
  - Toboggan Hill at Chateau
  - Sleigh rides on Lakeshore trail
  - Dog sled trips on Great Divide Trail and adjacent forest trails
- Access, facilities & services:
  - Easy access from major scenic highways
  - Hotels, historic lodges, restaurants & cafes close to skiing
  - Three full-service ski-in lodges in the backcountry close to Lake Louise
  - Two full service XC ski shops conveniently close at Lake Louise
  - National Parks Visitor Info. Centre with weather, ski trail & other info
  - Heated washrooms close to trails
- Located in a pristine part of Banff National Park World Heritage Site
  - An unspoiled Winter Wonderland
  - Surrounded by the “rugged Canadian Rockies”
  - Limited commercial development
  - Eco-tourism opportunities
  - Opportunities to see deer, elk & sheep – but please drive safely!

In Summary – The perfect setting for a XC ski vacation or weekend