

BRAND STRATEGY



OUR VALUES

BE THOUGHTFUL. BE ALIVE.

Integrity, Grounded, Honourable, Ethical, Good Judgement

BE UNITED. BE ALIVE.

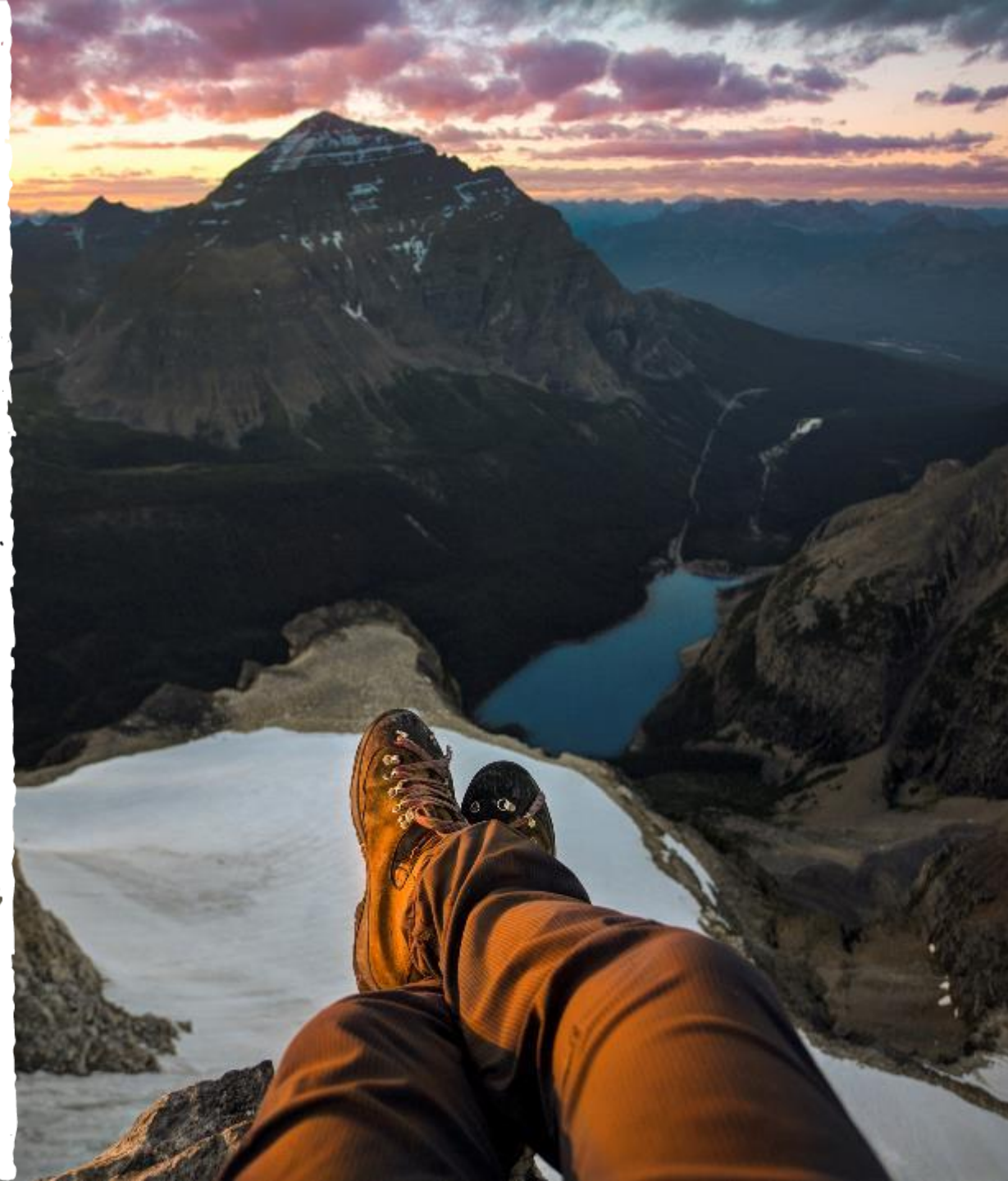
Collaborative, Dependable, Collective, Supportive, Inclusive

BE OPTIMISTIC. BE ALIVE.

Positive, Enthusiastic, Confident, Problem Solver

BE INNOVATIVE. BE ALIVE.

Self-Motivated, Achiever, Striving, Ambitious, Aspiring, Creative



2021 BLLT OBJECTIVES

1. Protect the destination's reputation.
2. Rebuild demand for Banff and Lake Louise.
3. Encourage people to spend in the destination.
4. Support destination alignment around economic recovery.
5. Ensure long-term financial viability of the DMO.

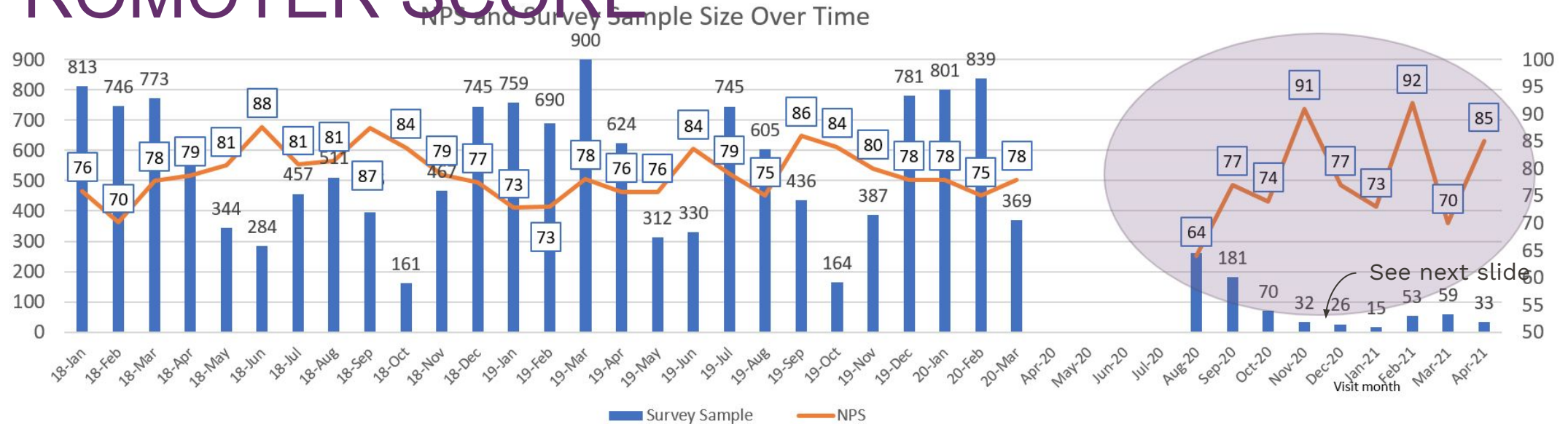
TRANSPORTATION SHI

Objectives:

- Encourage people to plan ahead.
- Reduce congestion in some areas at some times.
- Enhance the visitor experience moving to key areas in the park.



THE MORE PEOPLE DO, THE HIGHER THEIR NET PROMOTER SCORE



- BLLT proactively promotes free activities.
- Sweet spot for NPS and visitation is 4 nights.
- Many people comment they would have liked to have stayed longer.

Plan your Trip

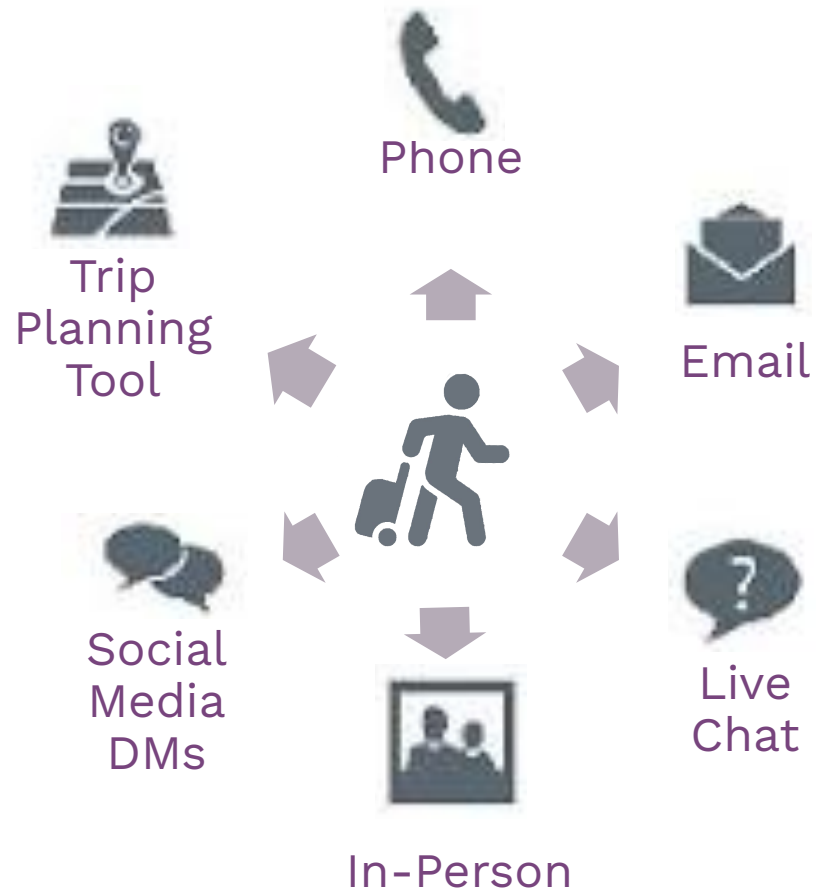
There's something for everyone in Banff and Lake Louise.
Start planning your trip now.

 [View your Trips](#)

[Browse Trip Ideas](#)



A TRUSTED SOURCE





AMBASSADOR PROGRAM

- Welcome and engage new locals in order to create destination ambassadors.
- Inspire participants to experience, explore, respect and care for this special place and each other.
- Inspire participants to share their knowledge, stories and experiences with visitors.

ECONOMIC TASK FORCE OBJECTIVES

1. Safely re-open the destination
2. Welcome visitors back to Banff National Park
3. Protect the destinations brand reputation
4. Coordinate communications to our stakeholders
5. Seek opportunities to test future sustainable approaches

