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Lake Louise

World Snow Day Case Study
Lake Louise

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Acknowledgements

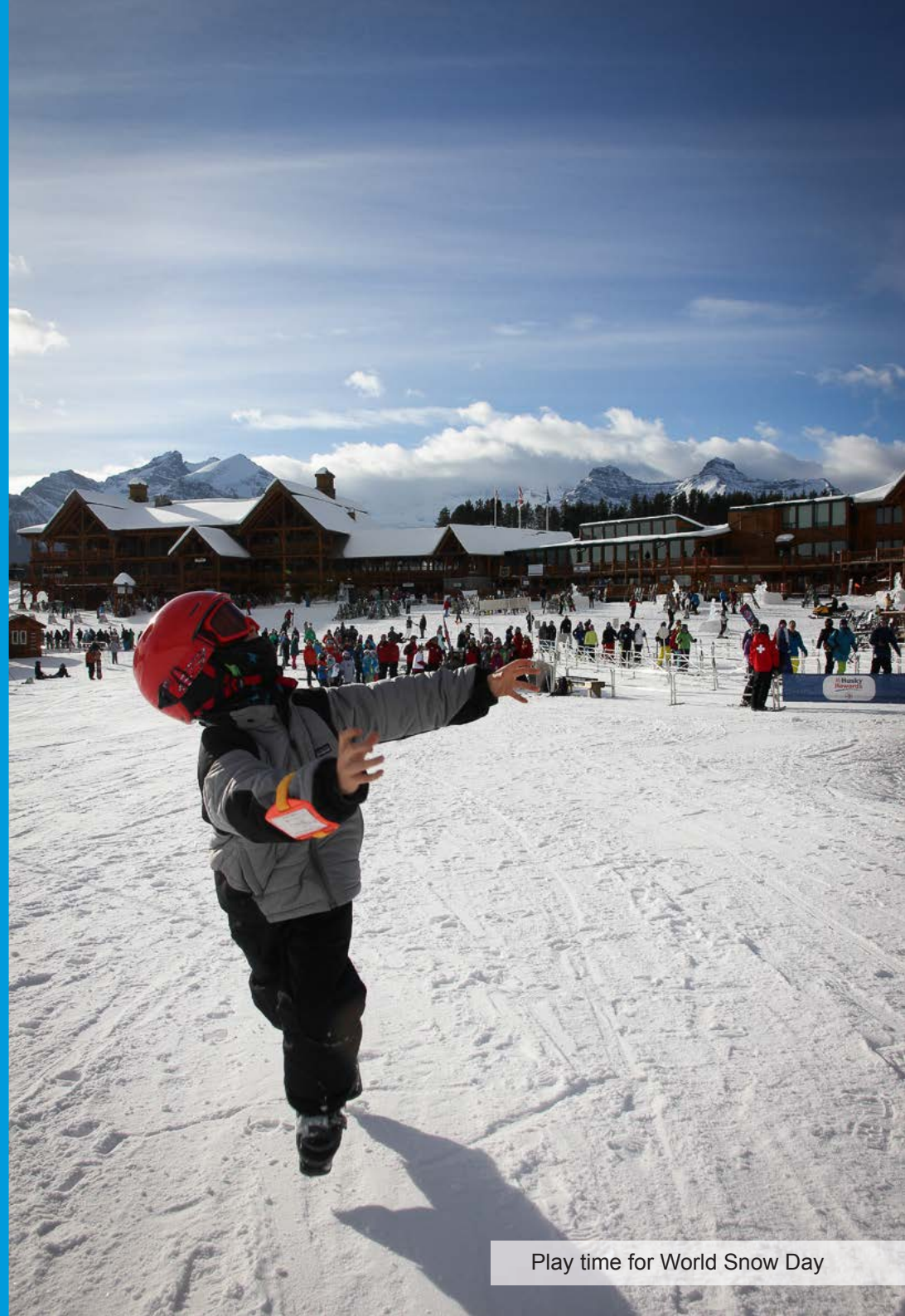
This case study would not be possible without the assistance of the Lake Louise Ski Resort and its team. The World Snow Day team would like to especially thank Brenna Spademan , Lauren Tuck and all who make this event possible.



Ready, set and World Snow Day!

What is this Case Study:

This case study - along with others - has been developed to communicate the best practices of World Snow Day Organisers. Each of the case studies looks at various aspects; who the Organiser is, the type of event they staged, the special activities they conducted and the media they have engaged. It is the hope that the information contained in this document will help inspire more Organisers to create events. Existing Organisers can also benefit from this document to help improve their current events.



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Introduction



Location(s):

Lake Louise, Canada

Title of Event:

World Snow Day Lake Louise

Organizer(s):

Lake Louise Ski Resort

Spectacular scenery awaits at Lake Louise with uniquely beautiful terrain that is both vast and varied. The wilderness is pristine and inspirational. Located in the heart of majestic, historic Banff National Park, Lake Louise is truly legendary and offers world class terrain.

With 4200 skiable acres, Lake Louise is one of the largest ski resorts in North America. The unique layout allows families and groups of varying abilities to ski together; there are beginner, intermediate and expert runs down from every chair. Beginners and intermediate skiers have access to an abundance of gentle slopes and long cruising runs. Experts can explore endless chutes, glades, gullies and remote bowls in some of the Rockies' most challenging terrain.



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Lake Louise

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The snow canon was way too cool

Implementation



Event Aim:

To encourage everyone to get out on the snow to experience the joy of snow sports and educate participants on staying safe on the mountain.

Number of Days:

1 day event

Number of Participants:

1st Edition of World Snow Day: 500

2nd Edition of World Snow Day: 700

3rd Edition of World Snow Day: 700

Event Description:

The opportunity to allow children to try snow sports is always at the heart of the Lake Louise World Snow Day. To provide children this chance the resort host's free ski passes for children under the age of 12. To accompany this action and provide further atmosphere for the children special snow games and safety demonstrations are conducted by the local ski patrol. For families and smaller children ice sculptures are created at the mountains base lodge.





The safety team at Lake Louise putting on a great demonstration

Special Activities:

The primary special activities for the event are:

- Free lift passes
- Free gifts
- Free Snow Safety demonstrations
- Discounted lessons
- Free entry to event area

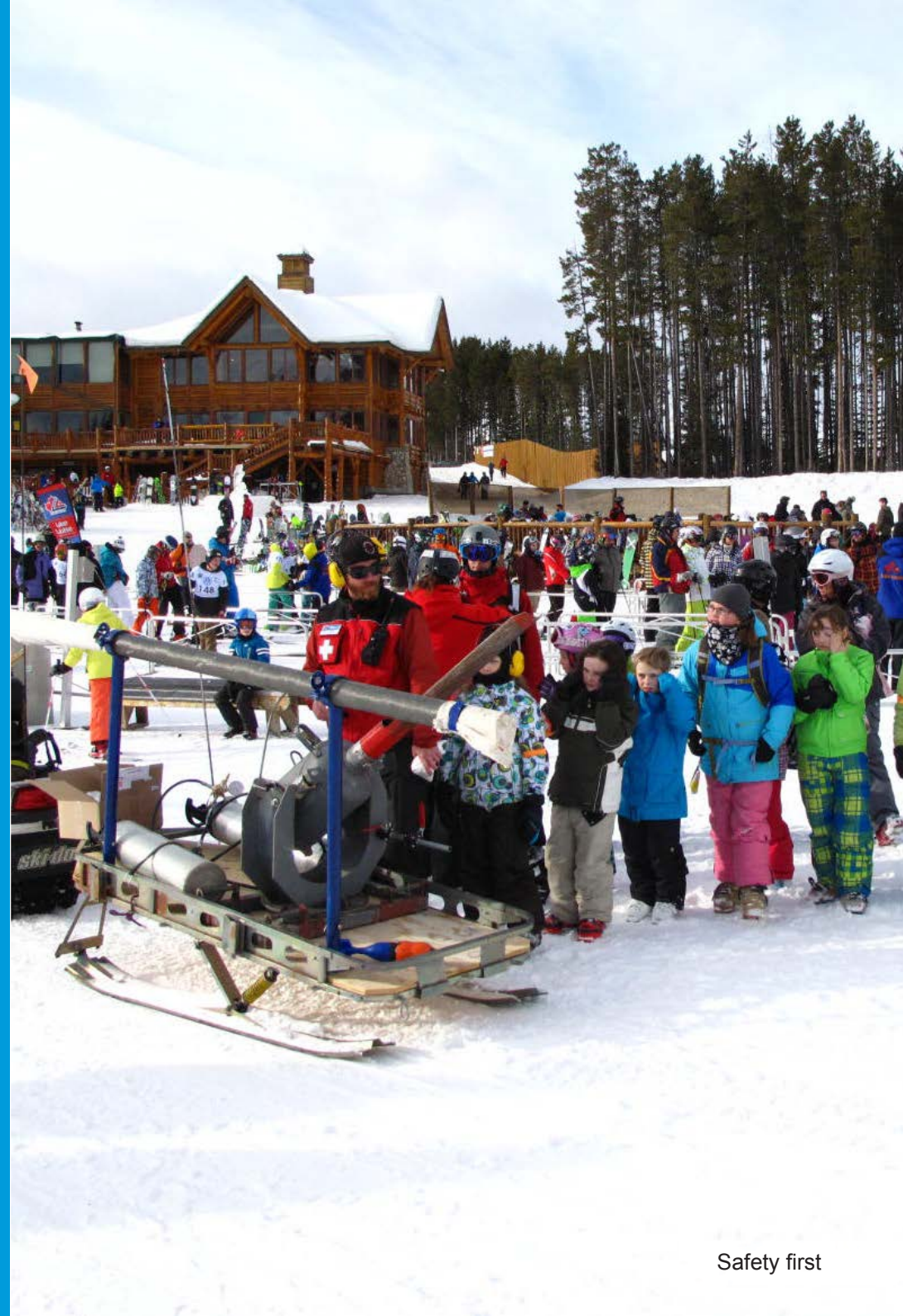
Media Engagement:

Strategy: To utilize social media platforms in conjunction with local media to raise event awareness in nearby communities. Banff Lake Louise Tourism further promotes the event as it coincides with their “SnowDays” Festival.

Before the event: Prior to the event Lake Louise uses a combination of new and traditional media. On the new media side, platforms such as Facebook, Twitter, other social media, the Lake Louise online event calendar and e-blasts communicate the event. For traditional media Lake Louise participates in interviews with local radio stations.

During the event: Social media is predominantly used. The free and easy access of social media provides high reach quickly.

After the event: Following the event Organisers continue to use social media to deliver photos and clips from the event. This is coupled with a report on the World Snow Day website to provide long term international communication.



Engagement of Schools:

Lake Louise focuses on the local community for their World Snow Day event. However schools are engaged at other events throughout the season. The development of a specific schools program offering heavily discounted rates to schools in the local Bow Valley has yielded excellent results.

Partners

Strategy: Lake Louise focuses on working with local partners for the World Snow Day. Local partners have a genuine interest in the participants and bring value to the event that is relevant to the local population. Lake Louise's partners include:

Canadian Ski Patrol – Assistance with organisation of the event and provision prizes

Banff Tourism – Assistance in communication



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