



For Immediate Release

Banff Lake Louise Tourism

Contact: Annik La Roche

Office: 403-762-0290

annik@banfflakelouise.com

September 27, 2007

Hike. Bike. Surf.

banfflakelouise.com is riding the new wave of tourism technology

Banff National Park, Alberta – Banff Lake Louise Tourism invites travellers to *Hike. Bike. Surf.* on our redesigned www.banfflakelouise.com website. Launched today, this new online interactive experience is the only comprehensive travel website for Banff, Lake Louise, and Banff National Park. Pioneering the use of social networking to promote the Canadian Rockies, Banff Lake Louise Tourism’s website offers exciting reasons for first-time and returning visitors to drop in to our site frequently.

The new website delivers a wave of information on how to experience Canada’s first National Park. From activities and events to dining and accommodations to arts and entertainment, it’s all easily accessible. It allows the traveller to speak with over 750 Banff Lake Louise Tourism members. “The new era of tourism technology allows the visitor to be in control of their vacation planning and our website now offers this flexibility with the new platform”, says Lori Bayne, Director of Communications.

Upcoming development phases, to be completed within the next few months, will see the addition of tools such as a blog, photo gallery upload, mapping program, and interactive itinerary planner where the visitor can save their itinerary for future viewing and planning. All efforts are made to provide a seamless experience to the thousands of visitors surfing on the site every month and to make it easy to plan the trip of a lifetime.

The new banfflakelouise.com is dedicated to bringing Banff National Park and the towns of Banff and Lake Louise to your fingertips. Whether you prefer hiking or shopping along main street, Banff National Park is full of breathtaking experiences. And the new website is only a sneak peek into the “real deal”. Nothing compares to the swell of emotions you feel when you are finally here...

- 30 -

About Banff Lake Louise Tourism

Banff Lake Louise is a destination marketing organization for the Town of Banff, Community of Lake Louise and Banff National Park. Supporting over 800 businesses, our mission is to engage visitors in unrivalled, remarkable experiences with our membership. General media inquiries, please call Annik LaRoche, Manager, Media Relations at 403.762.0290 or e-mail annik@banfflakelouise.com. <http://www.banfflakelouise.com/>