



2021 Transportation Shift Campaign

Updated April 20, 2021

Contents

- Objectives and strategies
- Key considerations
- High level approach
- Timeline
- Audience
- Key messages
- Tactics

Objectives & Strategies



Objectives

A Communications and Marketing Strategy will complement other efforts of the Partners to support these goals:

- Maintain health and safety of local workers, residents and visitors
- Maintain and enhance a positive experience for visitors and residents, especially as it relates to transportation to, within the park, and parking
- Reduce vehicle congestion at certain times and locations in Banff National Park (Norquay Road, Mountain Ave bridge, Minnewanka, Bow Valley Parkway, Lake Louise, Moraine Lake Road)
- Maximize use of Lake Louise/Moraine reservation system
- Increase use of Town of Banff intercept parking lot (Train Station)
- Reduce illegal parking in Banff National Park (key attractions, Lake Louise Lakeshore, Moraine Lake, Lake Minnewanka, Johnston Canyon and Peyto Lake)

Strategies

- Persuade visitors that they need to pre-plan their journey from start to finish, reserve services where possible for the best visitor experience. This includes pre-defining travel routes and preferred travelling times, parking, active mode opportunities, safety, and increasing the use of pre-trip planning tools (BanffNow, ToB Parking app and explorethepark.ca)
- Create awareness and inspire confidence about safety measures in place in Banff National Park (on transit, trails, urban areas, businesses, indoor spaces, day use areas, campgrounds).
- Persuade visitors to **learn** about visitor **limits/congestion in key locations** and **required behaviour** for safely visiting BNP attractions
- Create awareness of the transit system including the routes, schedules and changes. This includes the reservation-only shuttle system to Lake Louise and Moraine Lake in Lake Louise.
- Promote cycling, walking and other alternatives to driving within Banff National Park.
- Provide visitor information and education about the reservation-only system to Lake Louise and Moraine Lake launching April 28.

Key considerations



Key considerations / assumptions

This is a summary of the relevant considerations and assumptions as they pertain to campaign development.

- Visitor numbers will return to close to normal levels (80%) by summer
- Regional visitors are the largest anticipated visitor group and historically are the least likely to plan ahead
- With COVID-19 risk continuing, personal vehicles will remain the preferred choice for transportation to and within Banff National Park due to the perceived risk and safety issues associated with shared services
- We must be careful not to be seen to promote travel irresponsibly
- We must ensure alignment with BLLT's summer visitor marketing campaign, focusing on rebuilding demand for the destination

Health and safety measures

- Masks are mandatory on all buses at all times.
- All buses are sanitized at least once every 24 hours. In addition to once every 24 hours, On-it to sanitize after every trip and Roam to have ongoing sanitization of high touch points throughout the day.
- Cashless and contactless fare purchase is available on all routes either via token transit, Transit App or ticket vending machines for Roam, or reservations for Parks Canada and On-it.
- Physical distancing mitigations and guidance is in place on all buses for loading and unloading procedures.
- Strict guidelines for driver procedures including double mask use (mask and plastic screen) and guidance for when to leave and not leave the bus.
- Hand sanitizing opportunities will be prevalent. I need to confirm specifics, but generally hand sanitizer is available on all buses and pay stations.
- All service providers will meet, or exceed, all AHS regulations.

Lake Louise and Moraine Lake Shuttle

- Reservations launch April 28, 2021
- For rides May 21-Oct 11 (early bird runs June 21-Oct 11)
 - Shuttles to Lake Louise Lakeshore begin on May 14; shuttles to Moraine Lake begin on May 21.
- The Lake Louise and Moraine Lake shuttle must be reserved ahead online to guarantee a seat within a one-hour window
- There is no guarantee of walk-up seats
- An adult return trip is \$8, seniors \$4, youth (6-17 years) \$2, and children (under 6) ride free.
- One “proof of purchase” will allow people to go to both lakes
- Roam Transit routes 8X (Banff to Lake Louise) and 10 (Banff to Moraine Lake) are also still operational

Targeting



Our Target Audiences

- Given the pandemic's impact on travel, we will target **regional visitors only initially**, possibly expanding to national (and international) audiences later in the season if relevant



Visitors

Regional Visitors

- Targeted digital per 2019 learnings
- PR/earned media

National Visitors - *TBC*

- Test digital targeting ON, QC

All Visitors

- En route /
In destination
- OOH

*Independent travelers, not groups.

Thank you

