



# BEAR STREET VISITOR KEY MESSAGES

JULY 2021

BANK  
& LAKE  
GOLF  
ALIVE



## PURPOSE AND USE

These key messages can be used with visitors to discuss the new Bear Street experience.

We will update these as needed so check back often.

Watch for upcoming input opportunities and new BLLT content for your use in social channels.

If you have questions or comments, please email us at [memberservices@banfflakelouise.com](mailto:memberservices@banfflakelouise.com)

# KEY MESSAGES

**Bear street is open, vibrant and ready to welcome visitors.**

- The street is fully reopened, so visitors and residents can fully appreciate and enjoy this pedestrian-friendly commercial hub.
- There are many unique shops, galleries and restaurants on Bear Street.
- Enjoy outdoor live music through summer.

**Bear street is a new way to experience downtown Banff.**

- It's a permanent shared street with cyclists, pedestrians and vehicles.
- The design is intended to attract more visitors to the street.
  - Currently, Banff Ave has five times as many pedestrians as Bear Street.
  - Now finished, Bear Street will level that off, distributing visitors over more pedestrian areas in downtown Banff.
- Soak in the views from a patio; there's plenty of added outdoor seating.

# KEY MESSAGES

**Park your car and explore Banff on foot or by bike.**

- Bear Street is just a 10-minute walk from the train station parking.

**Visit Bear Street now and be one of the first.**

- Learn more and plan your trip at [www.banfflakelouise.com](http://www.banfflakelouise.com)