

BANFF & LAKE LOUISE TOURISM RE-OPEN PLAN

JUNE 2021



INTRODUCTION

The Government of Alberta has released a new re-opening roadmap that clearly defines the milestones required to remove restrictions and outlines the path to return to a more normal way of life. BLLT presents the following in support of this re-opening and in an effort to save our summer.

The rate of change proposed is rapid. In order to garner benefit from being one of the first provinces to fully re-open, we must simultaneously support public health outcomes while encouraging increased travel. Throughout the year, we have seen traveller confusion as local restrictions have not always aligned with the province – local messaging has sometimes been out of synch with the province and local agencies. This may have discouraged visitors from arriving and influenced their view of us.

With a clear provincial re-opening roadmap in place, we must work together to create clarity for residents, businesses, and visitors (while they plan and for those in-destination). Creating a simple and easy to understand approach that aligns with the province will reduce friction and make it easy for visitors to understand what is expected. We acknowledge that there may be some hesitancy from residents and visitors alike as they ease back into a more normal way of moving, socializing and interacting. This will cause stress for some and be a huge relief for others. The hesitancy can be alleviated by working closely together with our key partners on aligned messaging.

As a place that was established to welcome visitors to Banff National Park, we now have the opportunity to do what we were built to do. Now more than ever, we must focus on creating a welcoming environment for visitors and extending our gratitude for their support as we seek to get our economy back on its feet.



OBJECTIVES

1. Communicate clearly we are open for business and that safety remains a priority.
2. Generate demand for member businesses.
3. Welcome visitors back.
4. Express gratitude for our visitors' support.
5. Speak as a destination.

STAGE 1: RE-OPENING FOR JUNE 1

Two weeks after 50% of Albertans 12+ (born in 2009 or earlier) have received at least one dose and hospitalizations are below 800 and declining. Effective June 1 unless stated otherwise.

Signals to watch - 12+ one dose, hospitalizations, car volumes, marketing metrics, visitor contacts

- Places of worship - 15% of fire code occupancy (effective May 28)
- Outdoor social gatherings - up to 10 people (indoor social gatherings still not permitted)
- Outdoor physical, performance and recreation activities - up to 10 distanced people, all ages
- Personal and wellness services - re-open, by appointment only
- Funeral services - up to 20 people, not including facility staff, funeral clergy or organizers not considered guests (receptions remain prohibited)
- Wedding ceremonies - up to 10 people, including officiant, bride/groom, witnesses (receptions remain prohibited)
- Restaurants - 4 people per table max, outdoors, households only or 2 close contact for those living alone
- Retail - 15% of fire code occupancy (must maintain ability to distance)
- Distancing and masking requirements remain in effect

STAGE 1: STRATEGIES, KEY TACTICS, KEY MESSAGES

STRATEGIES	KEY TACTICS	MESSAGES FOR VISITORS
<p>Multi-stakeholder communications plan to welcome visitors to Banff National Park.</p>	<p>Share destination key messages with key stakeholders</p> <p>Coordinated Local, Regional and National media outreach</p> <p>Destination signage</p> <p>Transportation shift messaging is welcoming</p> <p>Create a sense of a welcome, open, friendly place through all major touch points</p> <p>Equip front line staff with key messaging</p>	<p>Welcome.</p> <p>Thank you.</p> <p>Now is the time to experience Banff and Lake Louise.</p> <p>There's plenty of space to discover.</p> <p>Plan ahead – book activities, make restaurant reservations, be prepared with your own mask, hand sanitizer, and please keep your distance from others. If you feel sick, stay home.</p> <p>Be kind. We are all finding our way to return to normal.</p>

STAGE 1: STRATEGIES, KEY TACTICS, KEY MESSAGES CONT.

STRATEGIES	KEY TACTICS	MESSAGES FOR VISITORS
<p>Encourage people to plan their summer vacation in Banff and Lake Louise.</p>	<p>Paid digital (search, social, discovery, Expedia)</p> <p>Earned media proactive outreach</p> <p>Summer influencer campaign</p> <p>BLLT blog and web content</p> <p>Digital bingo card to help visitors discover new things to do in Banff and Lake Louise</p> <p>Visitor service team supports dispersion and member uptake by offering options</p>	<p>Choose Banff and Lake Louise as your summer vacation destination.</p> <p>Disconnect from daily routines and recharge.</p> <p>Rediscover something new this summer.</p>

STAGE 1: STRATEGIES, KEY TACTICS, KEY MESSAGES CONT.

STRATEGIES	KEY TACTICS	MESSAGES FOR VISITORS
Support local.	<p>Targeted social geo-gated posts organic and paid to encourage spend in-destination</p> <p>Coordinate with Town of Banff to encourage residents to support local</p>	<p>Support local.</p> <p>Show your love for Banff and Lake Louise by supporting our local businesses.</p>
Ensure visitors are prepared.	<p>Include plan ahead messaging aligned with current provincial restrictions i.e. masks, safe practices, transportation</p> <p>Visitor services team include be prepared messaging in their 1:1 interactions</p>	<p>Plan ahead.</p> <p>Please bear in mind the Alberta government's progressive changes in restrictions. You can find these here.</p>

STAGE 1: STRATEGIES, KEY TACTICS, KEY MESSAGES CONT.

STRATEGIES	KEY TACTICS	MESSAGES FOR VISITORS
<p>Be where the visitor is to answer questions and give recommendations.</p>	<p>Seek out popular spots and ensure mobile team is present</p> <p>Online/virtual: 9 a.m. to 7 p.m., seven days/week</p> <p>Mobile: 10 a.m. to 4 p.m. seven days/week (Banff) Weekends 10 a.m. to 3 p.m. (train station and LL)</p> <p>Buildings: 9 a.m. to 5 p.m.</p> <p>Team training including member sites and product knowledge sessions</p>	<p><i>Organizational key messages from above.</i></p> <p>We are local and we want to share how best to experience this place.</p> <p>“How to Experience” with ped zone, Bear Street and on weekends, parking and Lake Louise area.</p>

STAGE 2: ESTIMATED SHIFT JUNE 10

Two weeks after 60% of Albertans 12+ (born in 2009 or earlier) have received at least one dose and hospitalizations are below 500 and declining. Expected to be in effect June 10. Signals to watch - 12+ one dose, hospitalizations, car volumes, marketing metrics, visitor contacts

- Outdoor social gatherings - up to 20 people with distancing (indoor social gatherings still not permitted)
- Indoor recreation, entertainment and other settings (rec centres, arenas, casinos, cinemas, theatres, museums, galleries, libraries, etc.) - open at 1/3 of fire code occupancy
- Gyms and fitness studios - open for solo and drop-in activities and indoor fitness classes with 3 metre distancing
- Wedding ceremonies - up to 20 people, indoors and outdoors (receptions permitted outdoors only)
- Personal and wellness services - resume walk-in service
- Restaurants - 6 people per table max, indoors or outdoors
- Retail - 1/3 of fire code occupancy (must maintain ability to distance)
- Youth activities (day camps, play centres) - resume with restrictions
- Youth and adult sports - resume with no restrictions, indoors and outdoors
- Outdoor public gatherings (concerts/festivals) - up to 150 people
- Outdoor fixed seating facilities (grandstands) - 1/3 seated capacity
- Distancing and masking requirements remain in effect

STAGE 2: STRATEGIES, KEY TACTICS, KEY MESSAGES

STRATEGIES	KEY TACTICS	MESSAGES FOR VISITORS
<p>Multi-stakeholder communications plan to welcome visitors to Banff National Park.</p>	<p>Continue to enhance and refine tactics from Stage 1 based on feedback and metrics and in alignment with the changes in provincial restrictions</p> <p>*Be ready to launch in advance of Stage 2</p>	<p><i>As per Stage 1 with adjustments based on restriction changes.</i></p>
<p>Encourage people to make Banff and Lake Louise their ultimate summer vacation.</p>	<p>Continue with tactics above such as Paid digital, earned media proactive outreach, summer influencer campaign, BLLT blog and web content, digital bingo card, visitor services.</p> <p>Promote upcoming launch of trip planning tool for visitors to discover activities and itineraries.</p>	<p>This is the place to visit to reconnect and regain those lost moments.</p> <p>Stay longer discover more in BNP.</p> <p>Discover something new this summer.</p> <p>Wake up in Banff National Park.</p>

STAGE 2: STRATEGIES, KEY TACTICS, KEY MESSAGES CONT.

STRATEGIES	KEY TACTICS	MESSAGES FOR VISITORS
<p>Be where the visitor is to answer questions and give recommendations.</p>	<p>Continue to enhance and refine tactics from Stage 1.</p> <p>Train Town of Banff ambassadors.</p> <p>Conduct training of “how to deal with difficult customers with BLLT and ToB ambassadors, and equip front line staff.</p> <p>Test last minute booking tool with 3 key lodging partners.</p> <p>Bike valet opens.</p>	<p>A warm smile is the universal language of kindness (even behind a mask).</p> <p>Please use the below key messages when greeting visitors and as needed:</p> <p>We are your local connection to discover this place.</p> <p>Welcome. Thank you.</p> <p>Be kind. We can all have a better experience when we work together and help each other.</p> <p>We’re all finding our way to ‘return to normal.’</p>

STAGE 2: STRATEGIES, KEY TACTICS, KEY MESSAGES CONT.

STRATEGIES	KEY TACTICS	MESSAGES FOR VISITORS
<p>Capitalize on the last minute and elopement wedding trend.</p>	<p>Encourage social sharing and collect UGC. Showcase Banff and Lake Louise as a place to get married.</p>	<p>Everlasting moments happen here. Share your big day with us.</p>
<p>Launch in-destination programming.</p>	<p>Picnic games and activities at Central Park and High School field on weekends from July 3.</p> <p>Art in Nature trail along Bow River – art installations and live music.</p>	<p>Consider picnicking in Banff and Lake Louise.</p> <p>There are plenty of takeout options and places to eat outdoors.</p> <p>Reconnect with nature and get inspired along the beautiful Bow River. Features talented regional artists.</p>
<p>Collaborate with ToB to celebrate Canada Day.</p>	<p>Launch picnic with Canada Day fanfare.</p> <p>Support ToB planned activities including pop up artists at dispersed locations outside of the downtown core.</p>	<p>Celebrate Canada Day by showing your love for this place.</p>

STAGE 2: STRATEGIES, KEY TACTICS, KEY MESSAGES CONT.

STRATEGIES	KEY TACTICS	MESSAGES FOR VISITORS
Unify the community in welcoming visitors back.	In development. Will be defined and scoped by June 7.	Welcome. TBD.

STAGE 3: ESTIMATED SHIFT JULY 1

Two weeks after 70% of Albertans 12+ (born in 2009 or earlier) have received at least one dose. Expected to be effective in late June or early July. Signals to watch - 12+ one dose, hospitalizations, car volumes, marketing metrics, visitor contacts.

- All restrictions lifted, including ban on indoor social gatherings
- Isolation requirements for confirmed cases of COVID-19 and some protective measures in continuing care settings remain

STAGE 3: STRATEGIES, KEY TACTICS, KEY MESSAGES

STRATEGIES	KEY TACTICS	MESSAGES FOR VISITORS
<p>Multi-stakeholder communications plan to welcome visitors to Banff National Park.</p>	<p>Continue to enhance and refine tactics from Stage 2 based on feedback and metrics and in alignment with the changes in provincial restrictions.</p> <p>*Seek to anticipate changes and be prepared to launch quickly, succinctly and across channels.</p>	<p>Welcome.</p> <p>Now is the time to experience Banff and Lake Louise.</p> <p>There's plenty of space to discover.</p> <p>Plan ahead – book activities, make restaurant reservations, etc.</p> <p>Be kind. We are all finding our way to return to normal.</p>
<p>Encourage people to make Banff and Lake Louise their ultimate summer vacation.</p>	<p>Continue with tactics above such as Paid digital, earned media proactive outreach, summer influencer campaign, BLLT blog and web content, digital bingo card, visitor services.</p> <p>Launch of trip planning tool.</p>	<p>This is the place to visit to reconnect and regain those lost moments.</p> <p>Stay longer discover more in BNP.</p> <p>Discover something new this summer.</p>

STAGE 3: STRATEGIES, KEY TACTICS, KEY MESSAGES CONT.

STRATEGIES	KEY TACTICS	MESSAGES FOR VISITORS
<p>Be where the visitor is to answer questions and give recommendations.</p>	<p>Seek out busy spots and ensure mobile team is present.</p> <p>All channels covered as in Stage 2.</p> <p>Seek opportunities if gaps appear with Town of Banff ambassador staff departures.</p>	<p>We are your local connection to how to best experience Banff & Lake Louise.</p> <p>Welcome.</p> <p>Thank you.</p> <p>Visitor services team is here to help support.</p>
<p>Capitalize on the last minute and elopement wedding trend.</p>	<p>Showcase Banff and Lake Louise as a place to get married – encourage social sharing and collect UGC.</p>	<p>The backdrop to remember the perfect moment.</p>
<p>Launch enhanced in-destination programming.</p>	<p>Bear Street grand opening, with ToB.</p> <p>Entertainment on Bear Street through balance of summer</p>	<p>Re-imagined, pedestrian-friendly Bear Street is now fully open.</p> <p>Celebrate with us, and explore all the amazing things it has to offer.</p>

STAGE 3: STRATEGIES, KEY TACTICS, KEY MESSAGES CONT.

STRATEGIES	KEY TACTICS	MESSAGES FOR VISITORS
Unify the community in welcoming visitors back.	Implement 'symbol' which is scoped by June 7, for launch by July 1.	Welcome. TBD.

NEXT STEPS

It's imperative we all work together to welcome visitors.

We will continue to monitor signals and will update this plan, and you, as the situation evolves.

If you would like an individual meeting or have questions about this plan or anything else, please reach out to us at memberservices@banfflakelouise.com





**THANK YOU FOR WORKING WITH US TO REBUILD
DEMAND AND BRING BACK OUR VISITOR ECONOMY**