



## What's New for 2007/2008

### **30 years of the Big 3**

Ski Norquay, Lake Louise Mountain Resort and Sunshine Village celebrate 30 years of partnership in 2008. It is also Sunshine Village's 80<sup>th</sup> anniversary this year. Look forward to events honouring the historic contribution of many of Banff's great, unique characters and celebrations all year long.

### **North America's best snow just keeps getting better**

We are continuing our ongoing commitment to provide a high quality snow surface each season. Lake Louise Mountain Resort has invested in new equipment and upgrades including the addition of three new portable gun towers and two new snowcats. Sunshine Village added two 2008 piston/bully snow cats as well and now has one of the most modern fleets in Western Canada. Ski Norquay's guarantee on groomed runs continues this year with new mobile snow guns and a brand new PB 600 winch cat for the highest quality groomed trails.

### **Get your Après on**

Look forward to upgrades wherever you go. Norquay's award-winning Cascade Lodge is more après-ski friendly this year. Be sure to check out Kika's Café and the lounge area on the upper level.

Lake Louise's best mountain deck is even better this year with a larger BBQ area, new fire pit and improved bar area inside Kokanee Kabin. The historic Temple Lodge is ready for the new season. Improvements to enhance the spaciousness and lighting of the building are a couple of the initiatives that have modernized the popular hang-out. Healthier food options are available throughout Lake Louise including the re-designed food service area at the Lodge of the Ten Peaks. Guests can now enjoy easy 'grab and go' food options to get back on the slopes quicker.

Building on the fine dining The Eagle's Nest at Sunshine Village is known for, this season features a completely new menu. From succulent rack of lamb to savory Alberta beef tenderloin, even the most discerning palate has been catered to. With an amazing wine collection and fresh Canadian gourmet selections, guests are guaranteed to remember more than just the skiing. A more laidback way to enjoy your après is the newly renovated Chimney Corner Lounge. Also with a fresh take on Canadian cuisine – the Lounge is now a better version of its extremely popular former self. The first resort in Alberta to go completely trans-fat free, Sunshine has also added new food options and retail space in its Bourgeau base area.

### **Rip it in the Parks**

With \$20,000 in upgrades this year alone, Roger's Terrain Park at Sunshine Village is always pushing the envelope. Boxes, rails, tabletops and jumps are ready to try on eight acres of phenomenally diverse terrain. Be at Lake Louise for over 20 park features including eight new boxes this season. Ski Norquay features "The Backyard" park designed by famed Canadian park designer Jeff Patterson.

### **SlopeTracker™ - Improving Guest Experience**

New for 2007 and exclusive to Sunshine Village in the Canadian Rockies, SlopeTracker is Sunshine's latest offering for those looking to take their experience to the next level. Skiers and Snowboarders are fitted with an arm band equipped with upgraded GPS technology which monitors their statistics over the course of the day. SlopeTracker is capable of calculating such statistics as top speed, number of runs, calories burned and hours spent riding. At the end of the day, users simply return their armband and receive a poster quality, frame ready printout of their day.

### **Winter Interpretive Program**

Lake Louise Mountain Resort is consistently named one of the most scenic resorts in North America. Stunning scenery, incredible Rocky Mountain wildlife and a colourful history are just a few of the reasons why Lake Louise Mountain Resort is so unique. Lake Louise Mountain Resort's new winter interpretive program includes educational signage throughout the mountain highlighting some of the wildlife and scenery that makes this part of the world so unique.

### **A Path Less Traveled**

Far easier to learn than skiing or snowboarding, snow bikes are a fun way to get down the hill for people of all ages and abilities. Sunshine Village now offers rentals including a free introductory lesson. Snow bikes can be easily carried onto any of the lifts and can be rented for a full or a half day. Snow biking is allowed on all three resorts for those looking for a unique way to enjoy the slopes.

### **Introducing Lady Freeriders Camps**

These 5 week camps run on either Saturday or Sunday depending on the guest's choice and are available to skiers and riders of all abilities over the age of 18. From basic skill development to tactical ski improvement in steeps, bumps, powder and carving lessons - Sunshine Village's instructors incorporate a step-by-step approach and on-going video analysis.

### **New Sno-Cross Course**

The new Sno-Cross course at Sunshine Village is available off Wawa quad chair for those looking to challenge themselves. From technical turns and jumps to steep and flat sections, the course will challenge skiers and snowboarders alike to keep their balance and improve their technique.

### **Lake Louise Mountain Resort Hosts the Winterstart World Cup**

Lake Louise Mountain Resort will once again welcome the world for the Bombardier Lake Louise Winterstart World Cup. The Men's races will take place November 24 and 25, 2007, and the Ladies will race November 30 – December 2, 2007.

### **Fresh Renovations and First Tracks**

With more than \$4 million invested in recent renovations, Sunshine Inn is committed to providing the best experience for each and every guest. All of the modern, comfortable rooms offer stunning mountain views of the Canadian Rockies. Amenities include an outdoor hot tub, European sauna, massage and aesthetic treatments, fitness facility, internet service, custom-made furniture, starbucks cafe and fine dining.

This year, Sunshine Inn guests will again have exclusive rights to hit the slopes a half-hour before anyone else starting January 5, 2008. The Standish Express Chair will operate early just for those guests looking to start their day before the skiing and riding go public.