

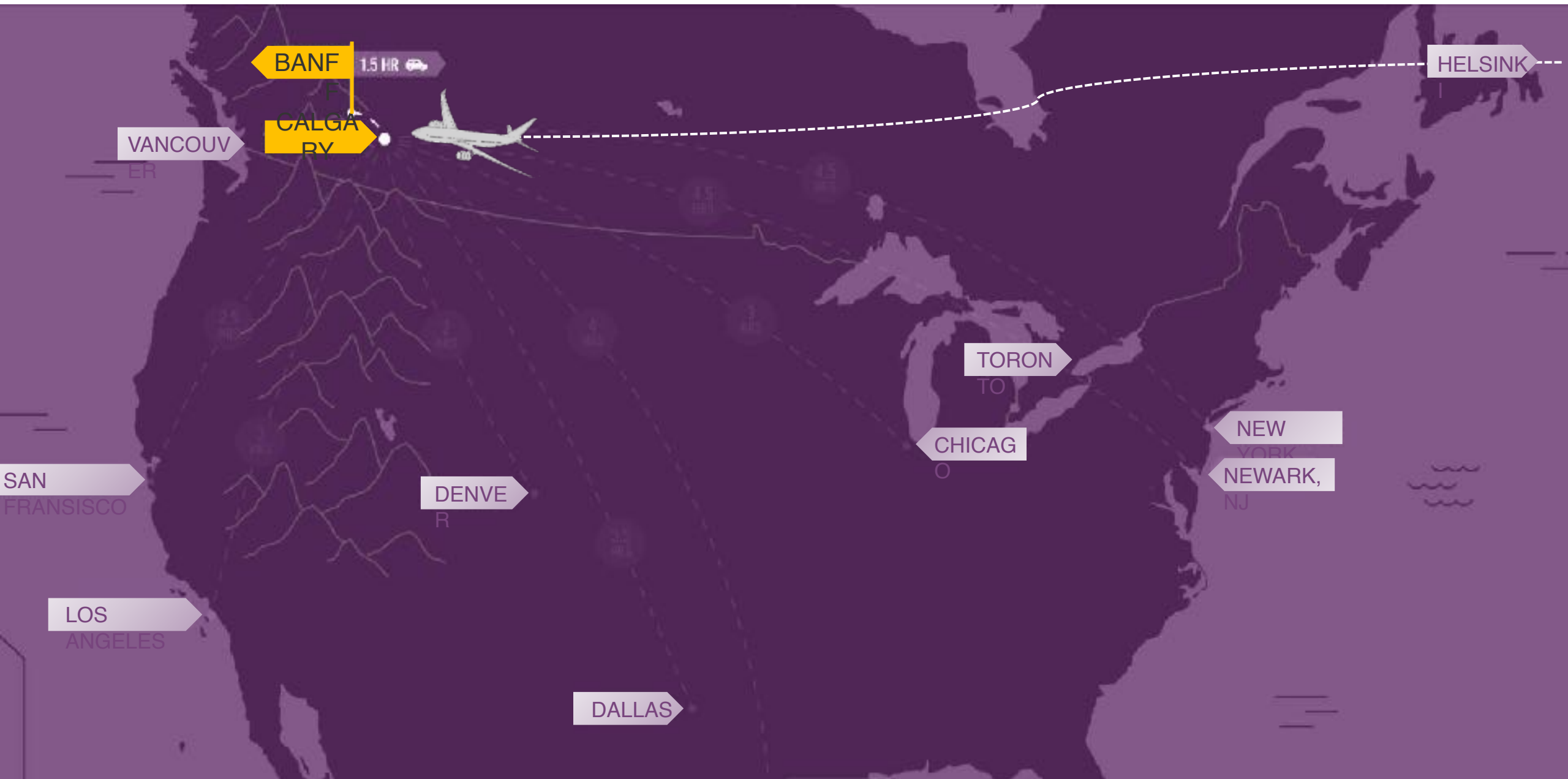


BANKS  
& LAKE  
LOUJE  
ALIVE



WHO WE ARE  
PROTECTING A NATIONAL PARK





BANF  
CALGARY

1.5 HR



HELSINKI

VANCOUV

SAN  
FRANCISCO

LOS  
ANGELES

DENVE  
R

DALLAS

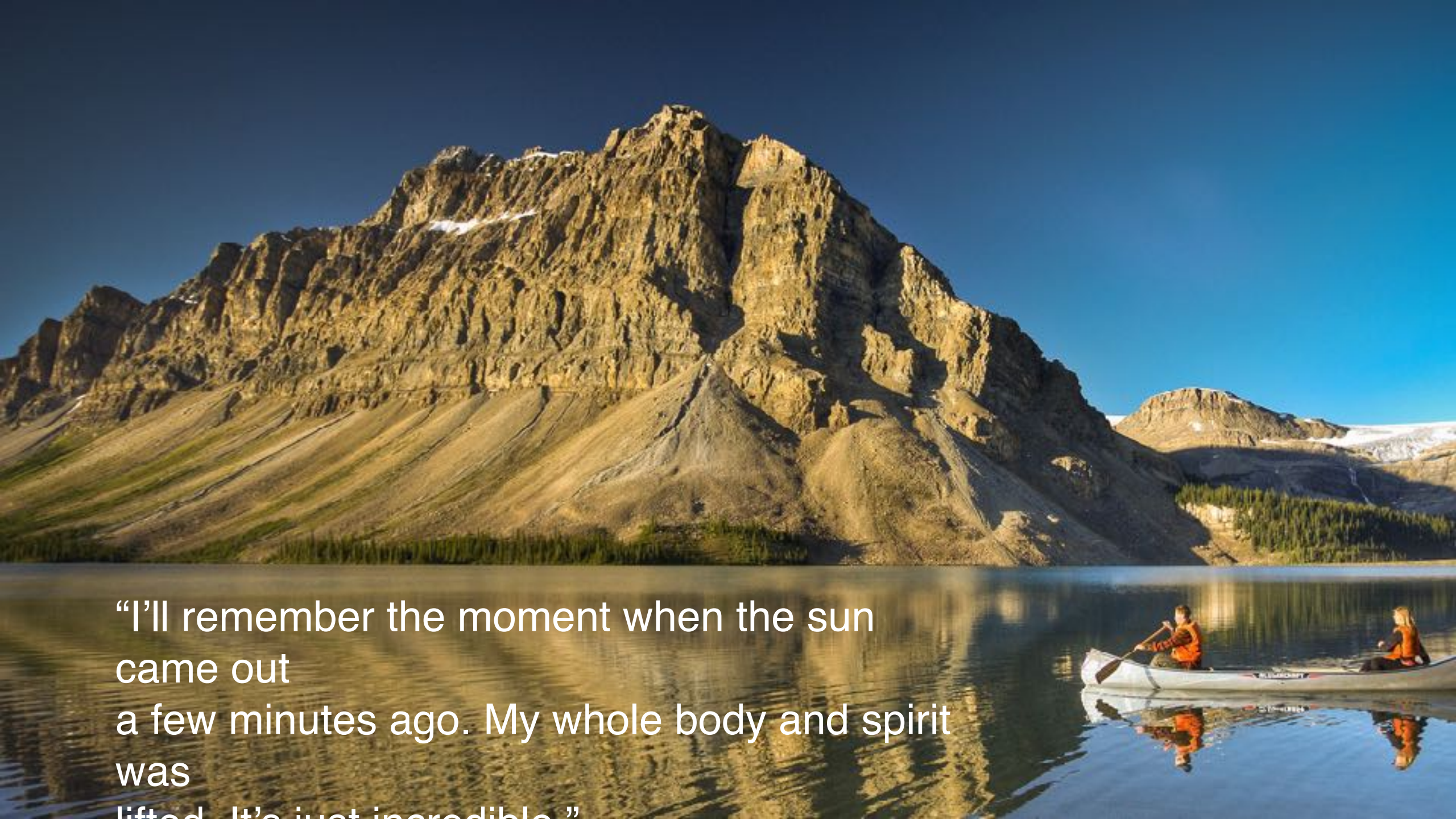
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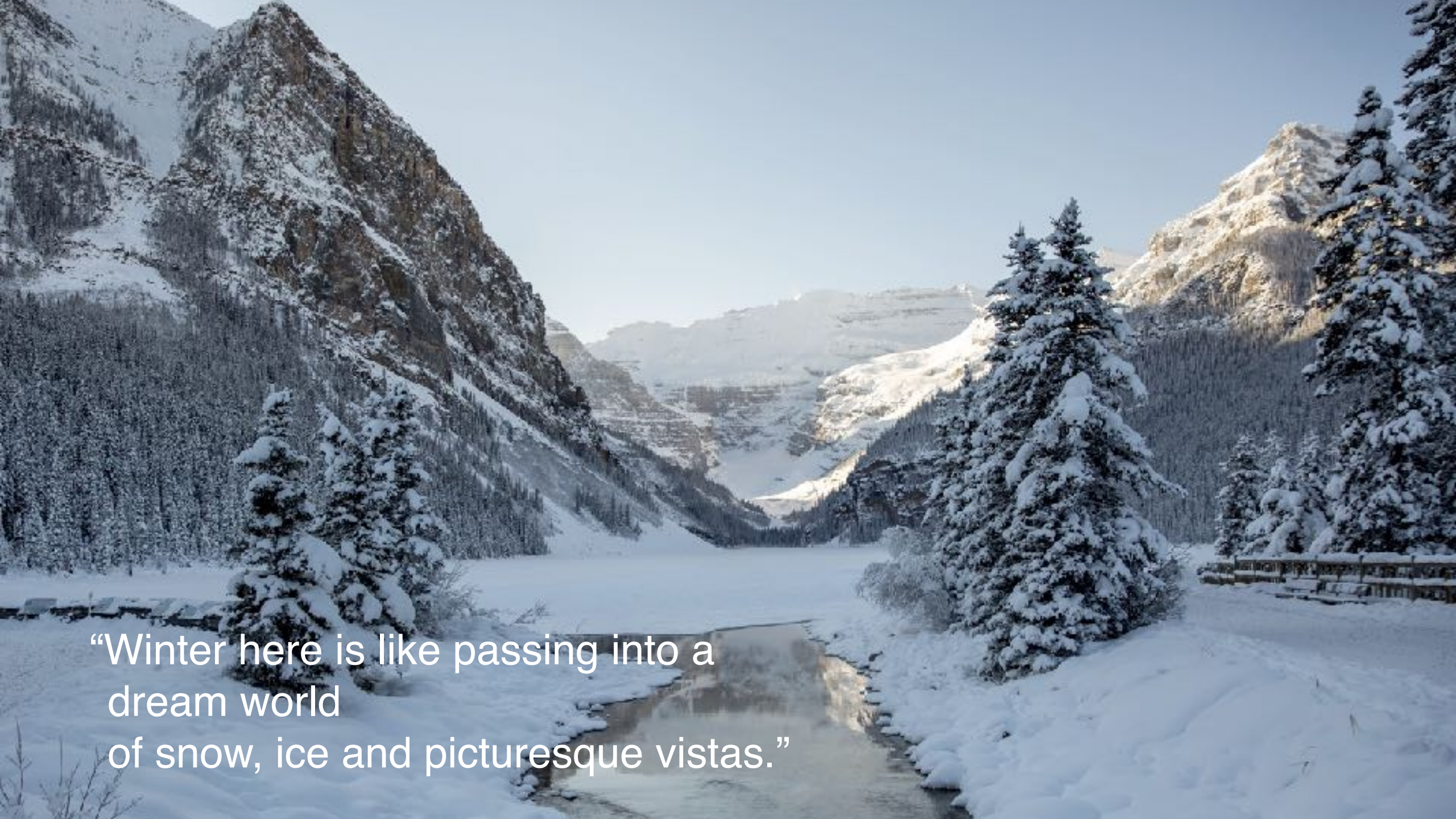
NEW  
YORK  
NEWARK,  
NJ



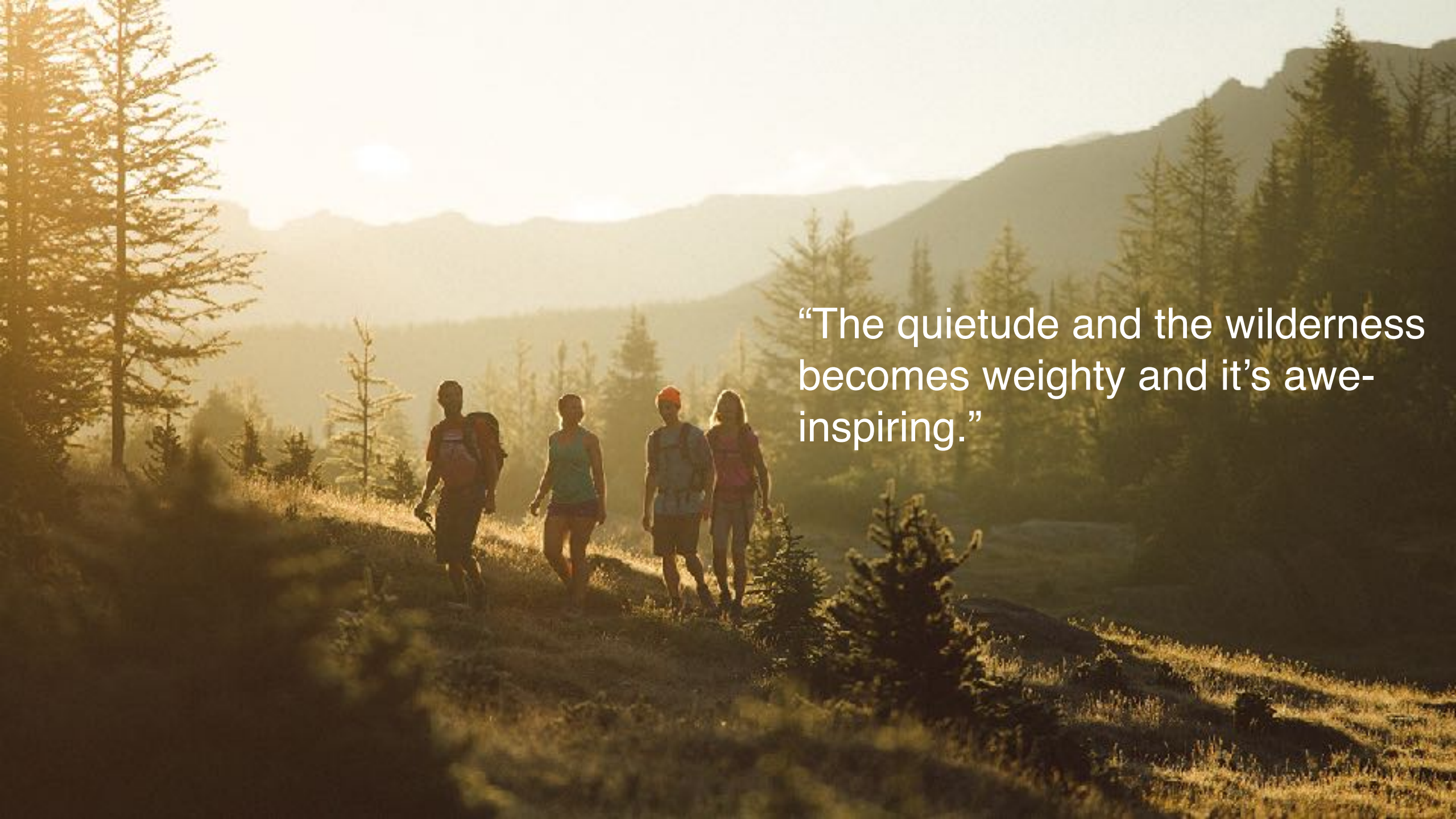
BANK  
& LAKE  
COLLEGE  
ALIVE



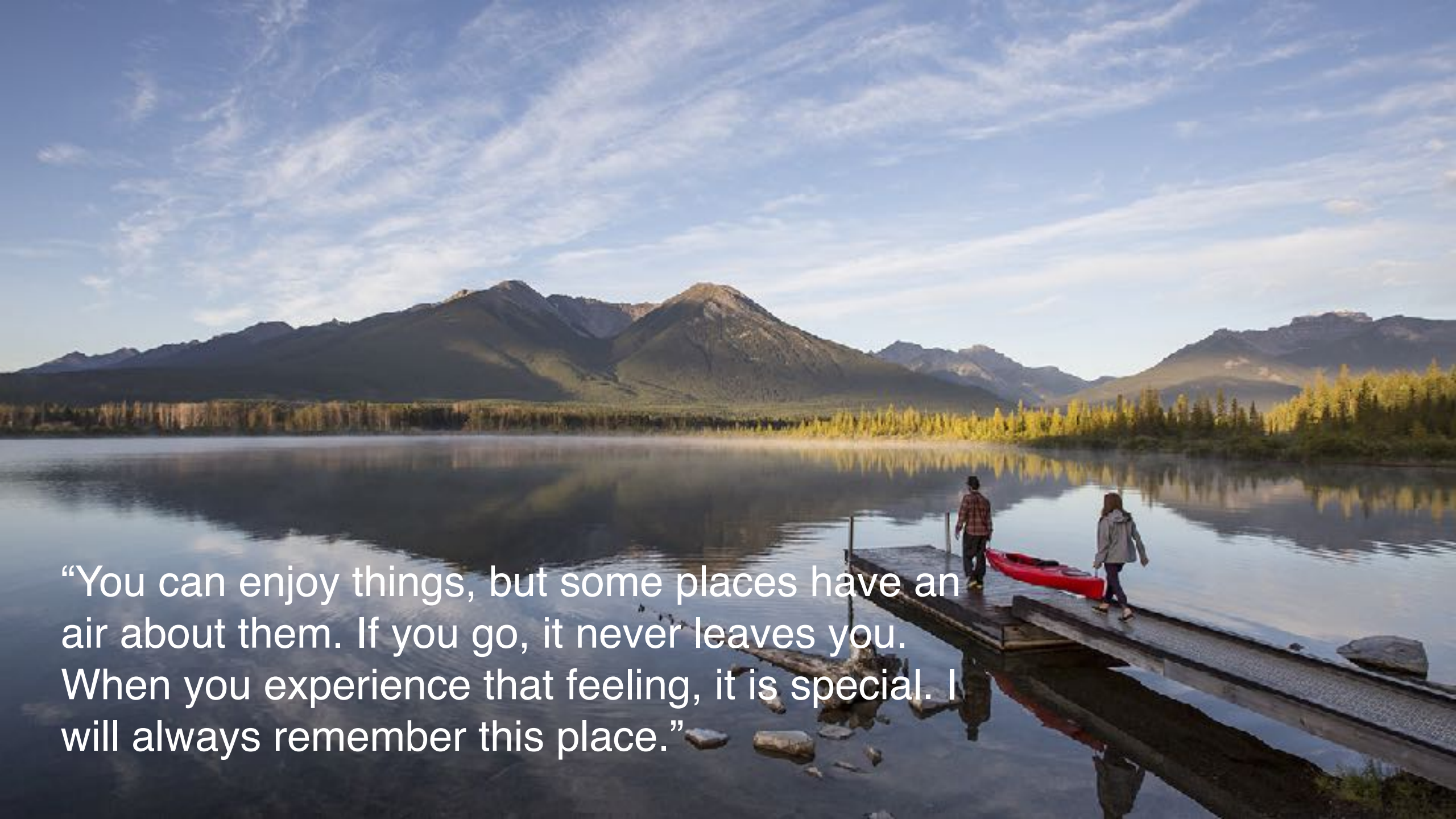
“I’ll remember the moment when the sun came out a few minutes ago. My whole body and spirit was lifted. It’s just incredible.”



“Winter here is like passing into a dream world of snow, ice and picturesque vistas.”

A group of four hikers is walking along a dirt trail in a mountainous landscape during the golden hour of sunset. The hikers are silhouetted against the bright, hazy sky. The terrain is a mix of grassy slopes and scattered evergreen trees. In the background, a range of mountains stretches across the horizon under a soft, warm light. The overall mood is peaceful and awe-inspiring.

“The quietude and the wilderness becomes weighty and it’s awe-inspiring.”



“You can enjoy things, but some places have an air about them. If you go, it never leaves you. When you experience that feeling, it is special. I will always remember this place.”





A person wearing a bright blue jacket and a helmet is kneeling on a snowy mountain slope. They are looking out over a vast, scenic valley. The valley is filled with snow-covered evergreen trees and a winding river. In the background, there are majestic, snow-capped mountains under a clear blue sky with some light clouds. The overall atmosphere is one of awe and tranquility.

INDELIBLE AWE



HOW DO YOU PROTECT A NATIONAL PARK?



Parks  
Canada

Parcs  
Canada





# COMMUNICATIONS STRATEGY

- Educate visitors
- Disperse traffic
- Influence behavior

The best Banff National Park experience happens when you step out of your vehicle and explore the park.



A group of four people in winter clothing are looking out from a rocky overhang at a frozen waterfall in a snowy forest. The scene is captured from a low angle, looking out from the overhang. The waterfall is partially frozen, with large chunks of ice and snow. The forest is covered in snow, and the trees are dark against the white background. The people are wearing heavy coats, hats, and boots. One person is sitting on the edge of the overhang, while the others are standing and looking out. The overall atmosphere is cold and serene.

## ADDITIONAL MESSAGES

- Visit hidden gems
- Morning or evening visits to the park are good options
- Visit [ExplorethePark.ca](https://www.explorethepark.ca) for trip planning

# WHAT WE LEARNED

- Changing behaviour takes time
- Transit and shuttle ridership increased +53%
- +47,000 page views to [ExplorethePark.ca](https://www.explorethepark.ca)
- Net Promoter Score surpassed goals







HOW DOES A DMO SHOW  
VALUE?



# CONVERSION PIXELLING – 4W's

## 1. WHY

- Measures 'quality' of leads
- Better understand your visitor to inform marketing decisions

## 2. WHO

- Members who have ecommerce capabilities



### 3. WHAT

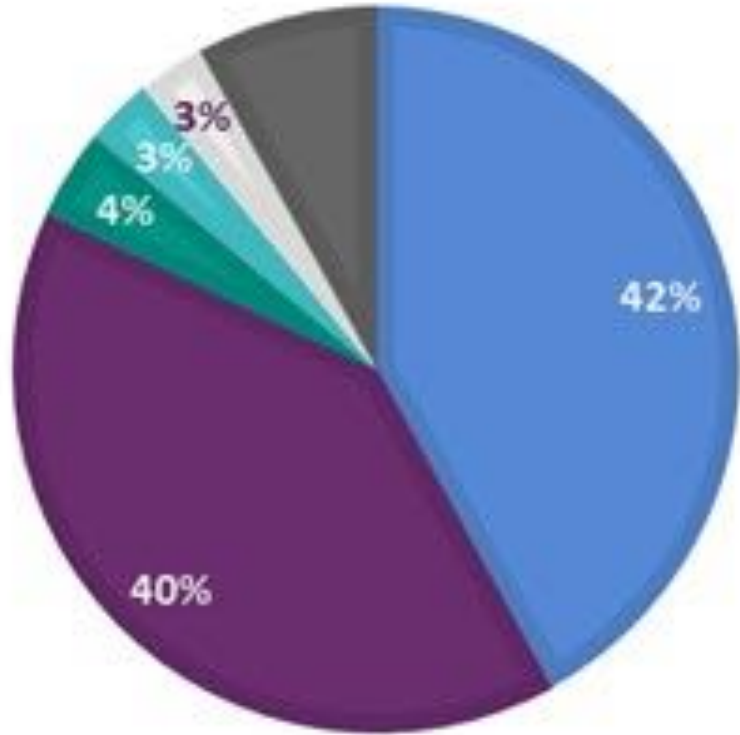
- Conversion pixel is a snippet of code used to track conversion dollars attributed from a lead
- Identifies where destination visitors are coming from
- Booking window
- Attribution of conversion/sale

### 4. WHEN

- Conversion pixel fires when something is booked through a thank you/confirmation page

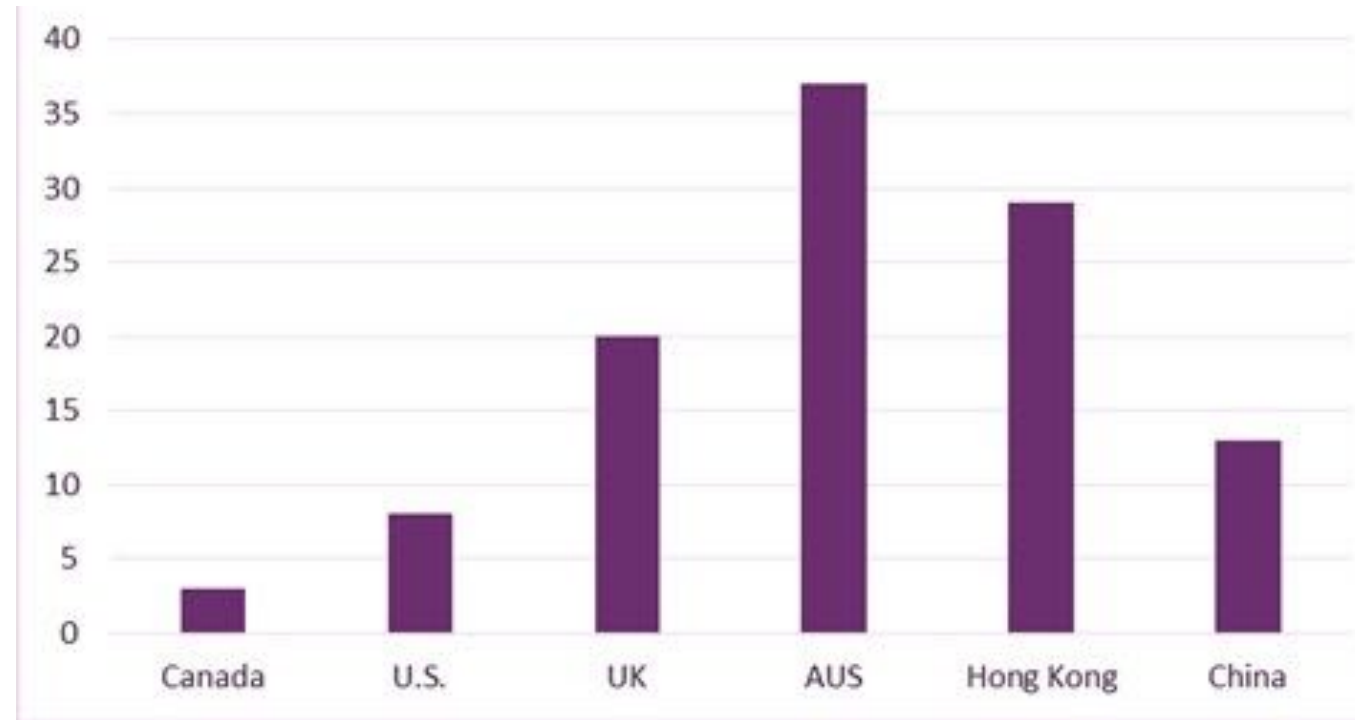
# WHAT WE LEARNED

## CONVERSION BY GEO



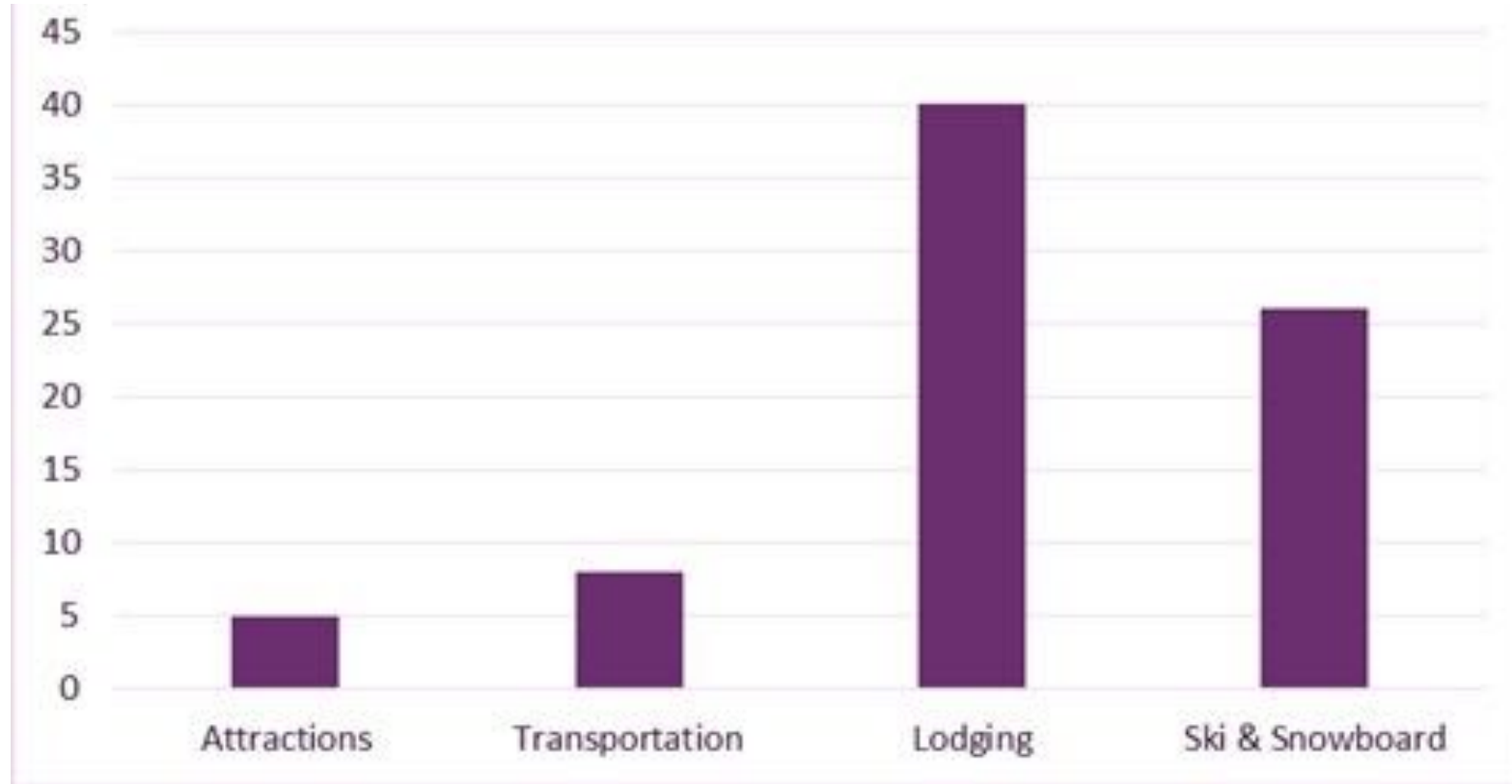
■ CANADA ■ U.S. ■ UK ■ AUS ■ CHINA ■ OTHER

## BOOKING WINDOW BY GEO



IN DAYS

## ATTRIBUTION WINDOW



IN DAYS



HOW DO YOU GET PEOPLE TO  
DO MORE?

# IN-DESTINATION RESEARCH

- According to Google, 85% of U.S. leisure travelers decide on activities only after having arrived at the destination
- Nearly 9/10 travelers expect their travel provider to share relevant information while they are on their trip



A photograph of three mountain bikers standing in a grassy field with their bikes on the ground. They are wearing helmets and backpacks, looking towards a range of mountains under a blue sky with white clouds. The scene is bright and scenic.

# HYPER LOCAL MOBILE

- Get visitors to do more to enhance their experience
- Increase Net Promoter Score
- Increase leads & member conversion dollars





# STRATEGY

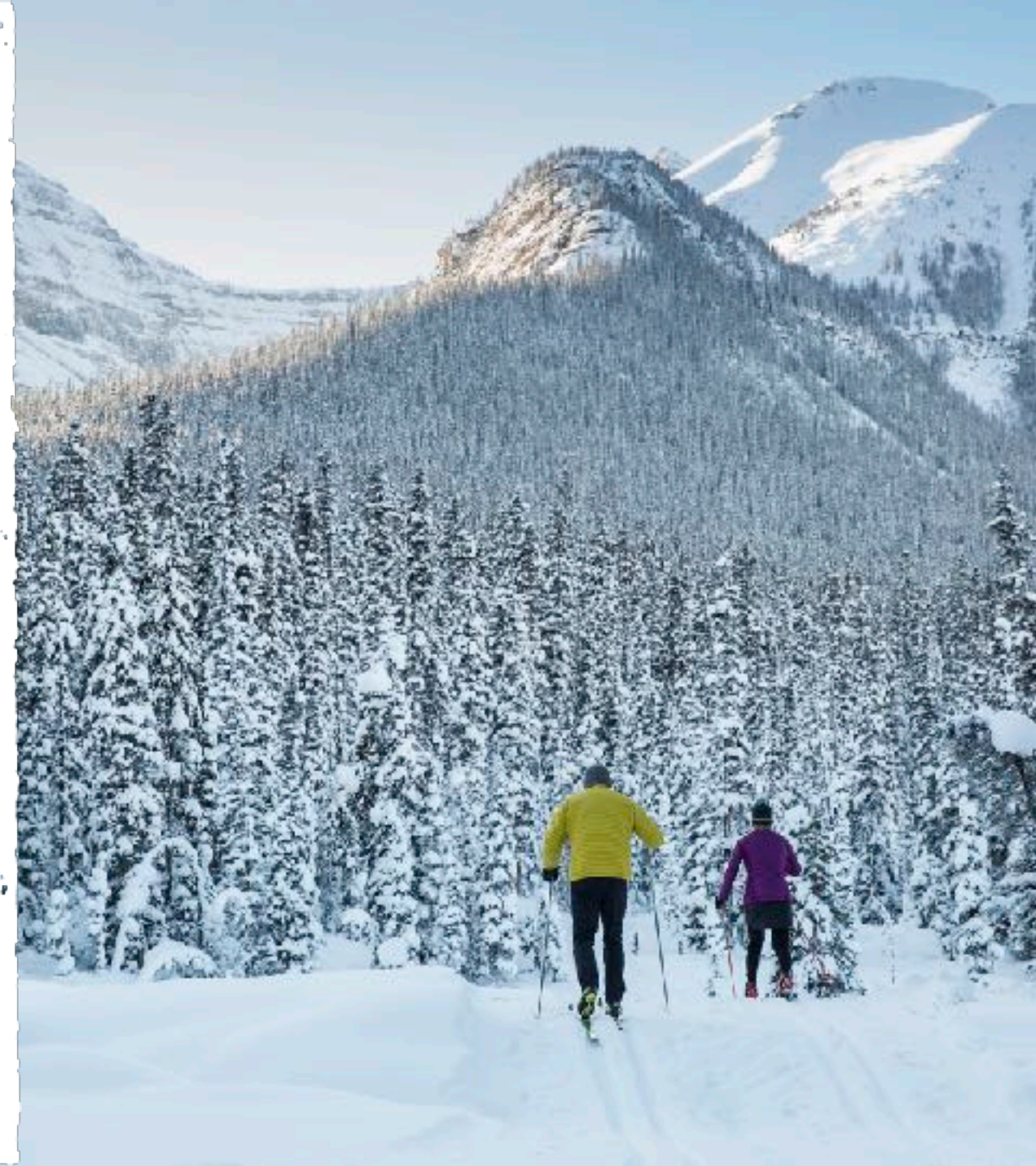
- Launch campaign when visitation is at its peak
- Geo fence areas
- Use location tracking services on mobile devices
- Serve both static and interstitial ads to promote in-destination experiences

A photograph of three women standing in a snowy mountain landscape. They are wearing winter jackets, hats, and gloves. Each woman has a pair of snowshoes on her feet. They are standing behind a wooden fence. The background features snow-covered mountains under a blue sky with white clouds. The text "Explore and do more in breathtaking Banff and Lake Louise" is overlaid on the image in white font.

Explore and do more in breathtaking  
Banff and Lake Louise

# WHAT WE LEARNED

- Increased success with straight advertising messages rather than brand awareness
- Great lead driver
- Member revenue increased which was attributable to the campaign
- A multi-channel approach would improve conversion



# KEY TAKEAWAYS

Collaboration is key when you're protecting a national park

Influencing visitor's behaviour takes time

Measuring the quality of leads is a great way to show value as a DMO

Use technology to get people to do more in destination





THANK YOU

