



Parks
Canada

Parcs
Canada

Canada

Sustainable Tourism in Parks Canada



Michael den Otter

Senior Strategic Advisor

Lake Louise, Yoho and Kootenay

Nov 1, 2023



Presentation Overview

- Parks Canada's mandate and goals
- Focus on Lake Louise Area
- Expert Advisory Panel
- Park Management Plan
- Visitor Use Management Framework
- Yoho and Kootenay
- Questions and discussion





Parks Canada's Mandate

On behalf of the people of Canada, we protect and present nationally significant examples of Canada's natural and cultural heritage, and foster public understanding, appreciation and enjoyment in ways that ensure the ecological and commemorative integrity of these places for present and future generations.







The Major Challenge

- Two iconic “bucket list” locations at end of one way roads
- 3 in 4 visitors to Banff Park visit
- Wide variety of user groups, front country and backcountry
- Mixed stakeholders including businesses and residents





Lake Louise



Lake Louise

- 450 stalls
- Full 9am-5pm
- Summer and winter offers
- Large variety of offers (minimal overnight)

Park and Ride



Park and Ride

- Approx. 1900 stalls
- Located at Lake Louise Ski Area

Lake Louise




Moraine Lake



Moraine Lake


- 160 stalls total
- Full by sunrise
- June-Oct only
- Large variety of offers, including overnight



CHECK IT OUT   



WELCOME TO LAKE LOUISE!

Pages 17-25 of this booklet may be done in the Lake Louise area. Complete 4 of these pages to get a souvenir from the Lake Louise Visitor Centre or at an evening theatre program.



Put yourself and your family in this picture and colour it.

Being at Lake Louise makes me feel... *Full of cars*

After your visit get your parents to go to  [@BanffNP](#) or  [facebook.com/BanffNP](#) and post photos and stories of your trip.

17

Pre - 2017





Lake Louise Traffic Management Goals

- Enable public safety.
- Incentivize transit service to both Moraine Lake and Lake Louise.
- Provide a convenient, predictable and sustainable system for users creating a world class visitor experience.





Program Review

2016

- Lake Louise shuttle on weekends only, Moraine Larch season

2017 - Canada 150

- Lake Louise shuttle began daily service, May to Oct.

2018

- Moraine Lake shuttle began operating during summer
- Traffic control restrictions began at Moraine Lake junction

2019

- Fare introduced to Lake Louise and Moraine Lake shuttle

2021

- Introduced Reservation System and paid parking at LL

2023

- Restricted private vehicle access to Moraine Lake
- Increased parking fee





Parks
Canada

Parcs
Canada

Canada



Banff

National Park of Canada

Management Plan

2022

A UNESCO
World Heritage Site





Expert Advisory Panel

- Established in 2021
- 9 experts in related transportation and tourism fields
- Mandate to provide advice and recommendations to the President and Chief Executive Officer

AUGUST 2022

Expert Advisory Panel on Moving People Sustainably in the Banff Bow Valley





Expert Advisory Panel on Moving People Sustainably – Recommendations

Arriving in Banff National Park

- Reduce private vehicle arrivals
- Create mobility hubs in ToB and Lake Louise area



Moving around the park

- Improve and diversify public transportation options
- Develop and encourage active transportation
- Create a comprehensive and unified transportation service



Enabling change

- Develop partnerships with stakeholders & Indigenous Peoples
- Use pricing as a tool to influence behaviour
- Better understand visitor experience & transportation use





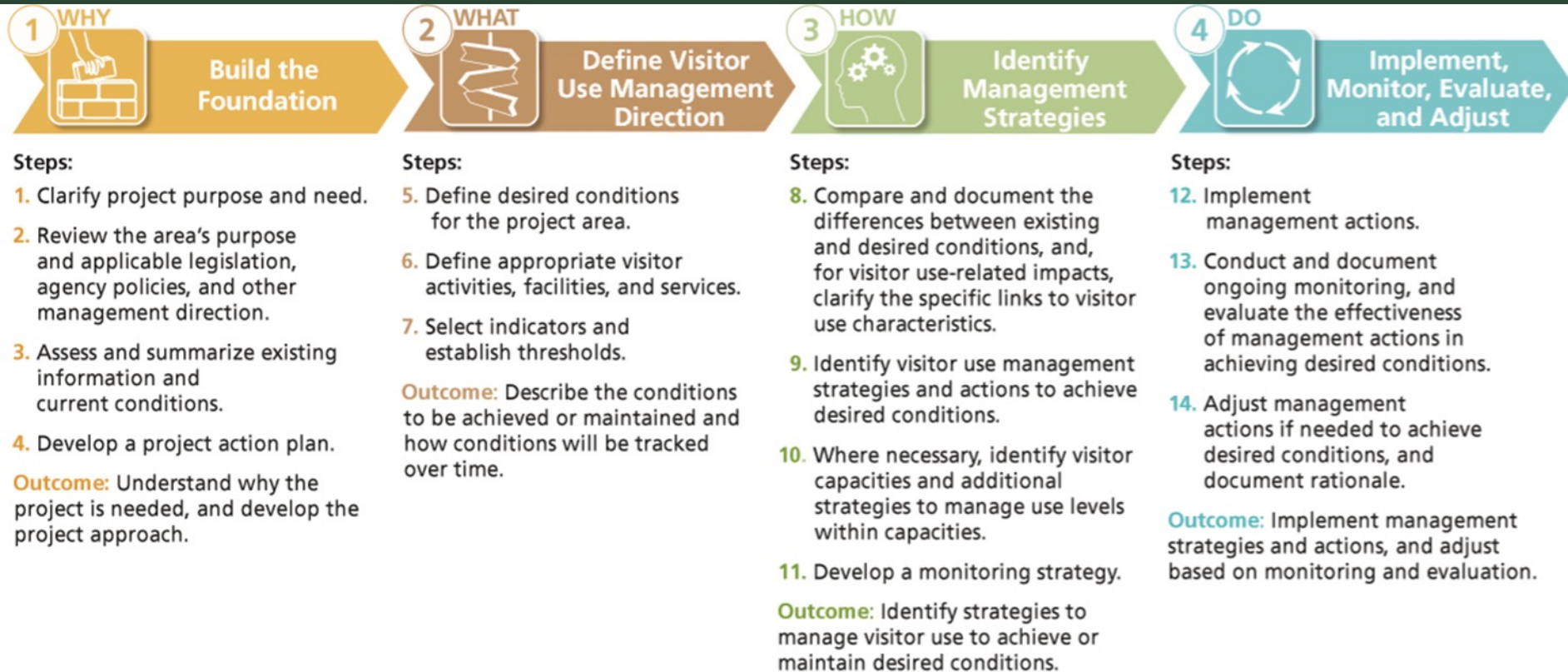
Visitor Use Management Framework

- Developed to analyze & manage visitor use on federally managed lands and waters
- Evolution of earlier visitor mgmt. efforts, modified to reflect learnings & current situations (e.g. LAC, ROS, VAMP, VIM)
- Defensible, transparent decision-making process:
 - meets law & policy requirements
 - ensures agency accountability
 - provides sound rationales upon which to base decisions & actions
- First edition released July 2016 & has been piloted in numerous protected areas in the US & other countries
- Endorsed by the IUCN





Visitor Use Management Framework Summary





Yoho and Kootenay National Parks



