

100
#NORQUAY100VISION



MT. NORQUAY RESORT

MEDIA KIT

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INTRO TO NORQUAY

Mt. Norquay was the first ski resort established in the Canadian Rockies in 1926. With a rich and storied past, its slopes have seen ski pioneers, Olympic ski racers, and generations of Albertan skiers share time together on the mountain. Norquay also boasts one of Canada's longest-running snow schools.

In the following pages, you'll find information on Norquay's history, the team who shares its stories, the most recent press releases, images for your use, quick facts and stats, story ideas to get you started, and a [form to request a visit or more information](#).

Please do not hesitate to get in touch if you can't find what you're looking for or if you would like more information.

Upcoming events on the hill can be found [here](#).





MEDIA VISIT REQUEST FORM

Thank you for your interest in working with Mt. Norquay. We work with media partners like you to tell the Norquay story through your channels. Take a read through our story ideas for some inspiration, and then [please complete this form](#) to be considered for a media partnership.

You can also use this form to request more images or information, just let us know what you're looking for. If you're wanting to write a destination-wide piece, you can contact our partners at Banff & Lake Louise Tourism.

Due to the high volume of requests, we cannot guarantee when you'll receive a response. Our team will do its best to get back to you as soon as possible.





MEET THE TEAM

Mt. Norquay has a team dedicated to telling the mountain's tale and they may love snow sports as much as their day jobs. Are you looking to request an interview or resort info? Chances are you'll be speaking to one of these guys.

Please send all questions or press-related requests to
marketing@banffborquay.com

Andre Quenneville | General Manager

Simon Moffat | Director of Sales & Marketing

Jasper Johnson | Marketing & Communications Manager

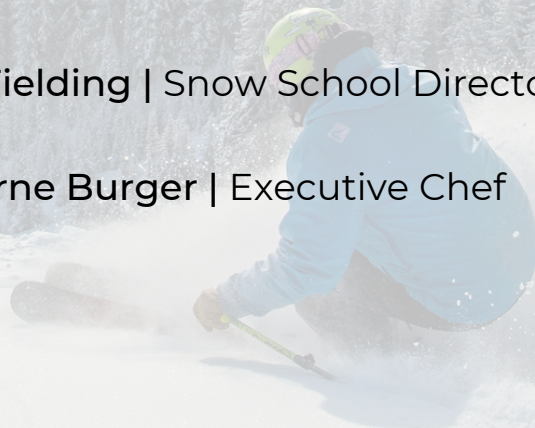
Teha Ciotti | Sales & Events Manager

Annie Marquis | Administrative Manager

John Thornton | Lead Guide, Via Ferrata & Ski Patrol Manager

Gord Fielding | Snow School Director

Morne Burger | Executive Chef





WHAT'S UNIQUE ABOUT NORQUAY?

Super Seniors

As the oldest ski hill in the Rockies, we're sure to have a few ski veterans around. They've even formed a club called the Super Seniors and they're seen most mornings on the hill. Don't be surprised if you see a 90-year-old out lap you on the slopes because they've been at it for years.

First-Timers & Snow School

While Mt. Norquay is known for its ski legends, it's also a locals' favourite for learning their turns. As the oldest snow school in the Canadian Rockies, we've had years of practice to help you get it right.

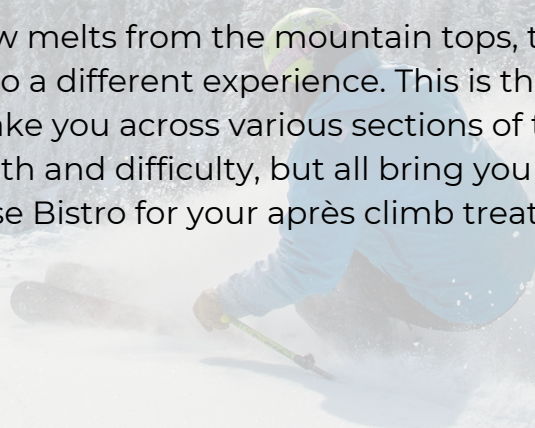
Our snow school has options for everyone, children and adults, beginners and seasoned skiers, and in private or group settings. Whether you're in need of a brush up or are starting fresh, our certified instructors will have you carving or going from pizza to french fries in no time.

Via Ferrata

Italian for "Iron Road," this method of scaling mountains was used prominently in the Dolomites during the First World War. A series of cables and iron rungs have been affixed to the mountain for an assisted climbing experience.

Each summer, as the snow melts from the mountain tops, the North American Chairlift delivers visitors to a different experience. This is the starting point for each of the routes that take you across various sections of the mountain face.

Each tour varies in length and difficulty, but all bring you right back to the Cliffhouse Bistro for your après climb treats.





Regionally-Sourced Cuisine

Our executive chef is so passionate about food that he takes personal pride in providing visitors with the best experience from a sit-down meal to a quick grab-and-go from the cafeterias. Unpretentious and delicious, you'll find regionally sourced food and drink on our menus, including our very own Banff Ave Brewing Co. beer.

Not a skier? You can still visit Mt. Norquay and indulge in our food offerings. The Cliffhouse Bistro is built into the mountain at 7,000 ft at the top of the North American Sightseeing Chairlift. During the summer, you can sip on a cocktail and savour mountain-inspired dishes with our big horn sheep neighbours grazing outside the expansive windows. In the winter, you can stop in on weekends or grab tickets to our exclusive Starlight Dinner series. At the base of the hill, you can visit us at the Lone Pine Pub for your après!

Ski Racing

Racing is so ingrained in our history that we've set aside a page just for it. Take a read through our [ski racing page](#).

Events

We've got a ton of events that are sure to interest you. From the Cardboard Sled Derby to Race Nights to Food & Wine Tastings, we've got you covered. Take a look at all of our event offerings [here](#).





FACTS & STATS

Mt. Norquay was the first ski resort in Banff National Park when it opened in 1926 with a single run built by Gus Johnson.

The mountain was named after John Norquay, the premier of Manitoba from 1878 to 1887, who visited the mountain and attempted to climb it, but did not reach the top.

The North American Chairlift is Canada's Second Mechanized Chairlift and was built in 1948. This chairlift not only delivers skiers to 26 runs, but also takes sightseers to the top of the sightseeing platform year-round, where the Cliffhouse Bistro is located.

The 8-lane Tube Park is the largest in Alberta with a magic carpet to tow you to the top.

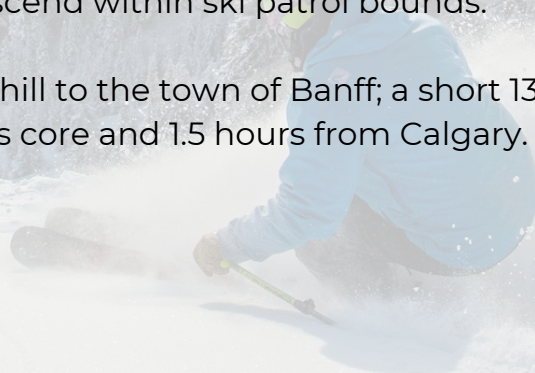
Throughout the winter on Friday and Saturday nights, visitors can ski the only night skiing available in Banff National Park, night tubing is also available on the same nights.

During the summer, Mt. Norquay operates the only Via Ferrata (assisted mountain climbing) in Banff National Park. The ACMG-certified guides lead visitors on a series of four routes across the mountain.

There is an avalanche training area called "Beacon Basin" permanently installed on the hill throughout the winter months for visitors to practice their beacon detection skills.

In 2019, a series of uphill ski touring tracks were mapped for skiers to ascend and descend within ski patrol bounds.

Mt. Norquay is the closest ski hill to the town of Banff; a short 13-minute drive from the town's core and 1.5 hours from Calgary.





Facts & Stats (continued)

Shuttles are available year-round from the town of Banff.

Ski and snowboard rentals are available on the hill.

Group and Private Lessons are available for every skill level and age.

Four restaurants are on site: Cliffhouse Bistro (open during the summer), Lone Pine Pub, Cascade Cafeteria, and North American Cafeteria.

Mt. Norquay has partnered with Banff Ave Brewing Co. since our 90th anniversary to create a yearly brew that's exclusive to our slopes – available on the hill or at their restaurant downtown Banff.

There are two lodges on the resort; Cascade Lodge and North American Lodge. Norquay's first ski cabin was built in 1928 and later burned to the ground in 1938. It was replaced in 1940 by the North American Lodge, which still stands today.

QUICK FACTS:

Vertical Drop 502 meters (1650 ft)

190 Acres & 74 Runs

Average snowfall 300 cm

Base Elevation 1,630 meters

Peak Elevation 2,133 meters

1 High Speed Quad Chairlift

2 Quad Chairlifts

1 Double Chairlift

2 Surface Lifts

20% beginner runs

36% intermediate runs

28% advanced runs

16% expert runs



NORQUAY'S RICH HERITAGE

Banff Alpine Racers

The Banff Ski Club was founded by Gus Johnson in 1926 when he sought out a slope close to the town of Banff and clear cut a run on Mt. Norquay. Following Gus' death, Cliff White and Cyril Paris continued his vision and built the first ski jumps in the 1920s.

Shortly after, the first slalom courses were set in 1929 and Norquay hosted races with competitors from Europe in the 1930s. In 1940, Frank Gourlay was appointed the first official Ski Patroller, he was followed by John and Jerry Monod, and Bruno Engler as Ski Instructors.

Over the years, the mountain has hosted many prominent races from the Dominion Ski Championships in 1937, 1940, and 1948, to major intercollegiate competitions over 25 years with US and Canadian universities of ski jumping and alpine racing.

Norquay once again expanded its ski racing abilities with the addition of judging towers in 1959 in preparation for the Banff Olympic bid. And, in the year 1972, Norquay hosted its first World Cup in giant slalom and slalom.

In 1978, Mike and Bonnie Wiegele formed the Banff Quikies Ski Club to offer basic ski instruction for children in the Banff area. Soon after, the Banff Alpine Racers (BAR) was formed to offer a progression into competitive skiing for Quikies graduates. BAR participants start at the age of five and develop their skills into their late teens.



A number of distinguished athletes from the Albertan and Canadian ski teams are also alumni of the Norquay-based Banff Alpine Racers, including Jan Hudec, Thomas Grandi, Stephanie Irwin, Paul Stutz, Trevor Philp, Jeff Read, and Erik Read. To this day, Norquay continues to host this renowned training program for future champions.

“Norquay embodies a passion for skiing in its raw form - there is no hoopla,” - says Thomas Grandi, placing nine times on the World Cup podium and three-time Olympian, who first skied Norquay aged two.

Other skiers like Ginny White and Tatum Monod have found their bearings on Mt. Norquay. Ginny is the granddaughter of Cliff White who played a significant role in the start of the racing program and she is now a fifth-generation Banff skier, and Tatum who has placed in multiple international Freeskiing races.

“I had amazing coaches with Banff Alpine Racers, and we skied and trained at Norquay. We had some of the best access to steep and technical terrain—and I think that is what truly built me as a skier,” says Tatum Monod.

Read more about the [Banff Alpine Racers](#).





The 75th Anniversary of the North American Chairlift

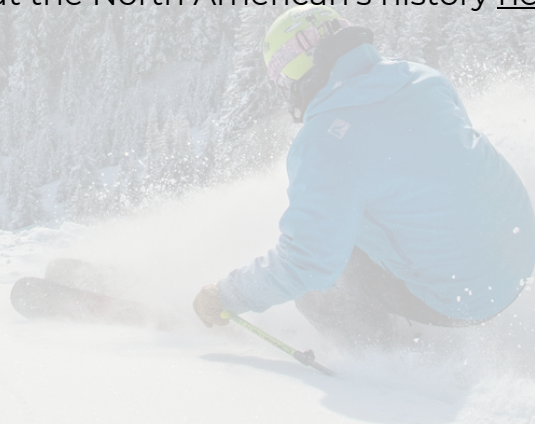
In 1948, 23 years after the opening of Mt. Norquay, ski hill owner George Encil installed the first mechanized lift in the Canadian Rockies, the second in Canada. The North American chair began as a single-seat that has been upgraded over the years to a double-seated chair with mono-poles instead of the traditional lattice structure.

Before the introduction of the North American Chairlift, skiers would climb "The Bowl" and ski down accomplishing only a few runs in a day. With the introduction of the lift, skiers could ascend much more quickly, leaving them more time to ski the slopes.

Boarding the lift, visitors are escorted through the alpine with expert ski terrain below their toes. Arriving at the top, they're greeted by the Cliffhouse Bistro, previously known as the Tea House; a building built into the mountain serving up mountain-comfort cuisine. Before entering the Cliffhouse, visitors can take in the aerial views of Banff from the Sightseeing Platform and surround themselves with a 360-degree view of mountain ranges.

The chairlift has seen world-renowned skiers and even famous visitors like Marilyn Monroe. While the lift feeds 26 expert runs, non-skiers can simply ride the lift for astounding views or, in the summer, test their skills at the Via Ferrata's four assisted climbing routes that depart from the top of the chair.

Check out the North American's history [here](#).





THE NORQUAY 100 VISION

In recognition of its approaching 100th anniversary in 2026, the Norquay 100 Vision sees creating a flagship purposeful travel experience for everyone visiting Norquay by incorporating best-in-class sustainability, learning opportunities, wellness, extraordinary adventure, and respect for residents and local communities.

The Norquay 100 Vision provides the guiding principles for future operations and projects at Norquay – known affectionately by locals as Banff’s Backyard. These principles are:

Sustainability

Employ a Lower Each Visitor’s Environmental Footprint (LEVEF) sustainability model

Learning

Develop a high alpine learning and heritage center.

Wellness

Provide accessible and inclusive mountain activities and alpine mental and physical fitness opportunities

Indigenous Connections

Celebrate Indigenous connections to Banff and the Bow Valley

Extraordinary Adventure

Create high alpine “view from the edge” experiences

Respect for Residents

Design systems that reduce visitor impact on Banff residents

Click [here](#) to read more:



IMAGE GALLERY

There's nothing more picturesque than a resort surrounded by mountain peaks, valleys, and an aerial view of the town of Banff. We've selected some images for your use that not only show off our scenery, but the activities that happen on hill: skiing, snowboarding, tubing, sightseeing, via ferrata, and food & beverage.

Please use the photos below in your coverage with proper credit to Mt. Norquay and the photographer noted in the file name. If no photographer is noted, Mt. Norquay is the sole credit.

[CLICK HERE FOR IMAGE GALLERY](#)





CONTACT & MEDIA HANDLES

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Facebook: [Mt. Norquay Banff](https://www.facebook.com/Mt.NorquayBanff)

