



Norquay

Ski & Summer Sightseeing Resort

Media Kit

About Norquay

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.



Media Request

Thank you for your interest in working with Norquay! Due to the high volume of requests, we cannot guarantee when you'll receive a response.

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](#).



Norquay Facts

Facts | What's Unique about Norquay

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.



Facts | What's Unique about Norquay

Ski Racing

Ski racing has been part of Mt. Norquay's story since the earliest days of skiing in Banff. Norquay hosted its first slalom courses in 1929 and later welcomed the Dominion Ski Championships and World Cup races, establishing the mountain as an important venue in Canadian alpine racing history.

That racing legacy continues today through the Banff Alpine Racers, Norquay's home club and one of Canada's longstanding youth alpine programs. Founded by Mike and Bonnie Wiegele, the program has trained generations of young athletes on Norquay's slopes, with alumni including Olympic bronze medalist Jan Hudec and Canadian national team racers Thomas Grandi, Trevor Philp and Erik Read.

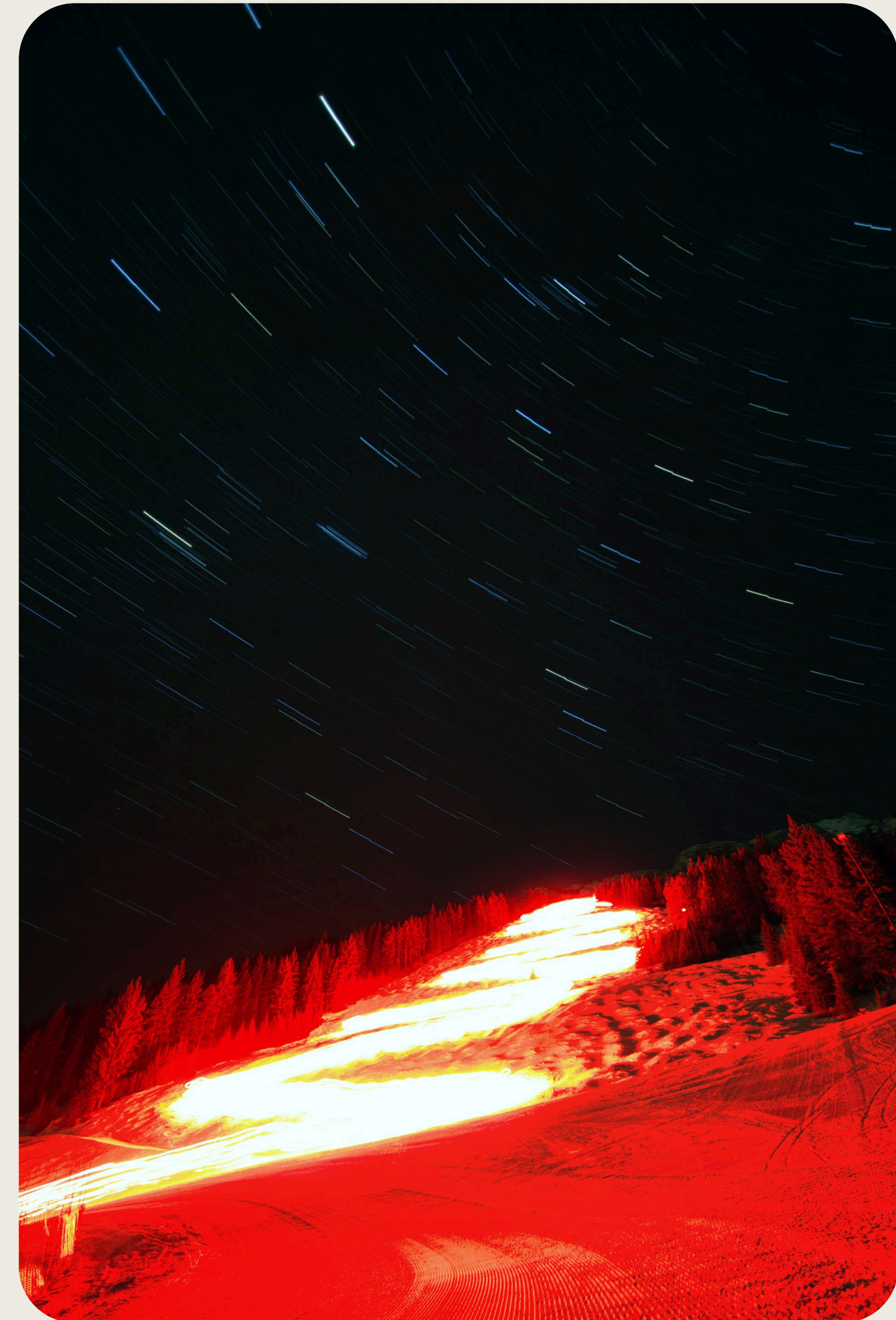


Facts | What's Unique about Norquay

Events

We've got a ton of events for everyone! From Starlight Dinners at the Cliffhouse to the Bruno Engler Race (the longest running ski race in Canada), we've got your weekend fun covered.

Check out our [upcoming events](#).



Facts | What's Unique about Norquay

Tubing

Norquay's Tube Park is a favourite winter activity for families, groups and visitors looking for a different way to experience the mountain. As the biggest tube park in Alberta, Norquay features eight lanes with some of the fastest and longest tubing runs in the province.

When the sun goes down, the fun continues with night tubing, offering a unique way to experience the Canadian Rockies after dark. Located just minutes from downtown Banff, the Tube Park has become a popular winter attraction for both locals and visitors.

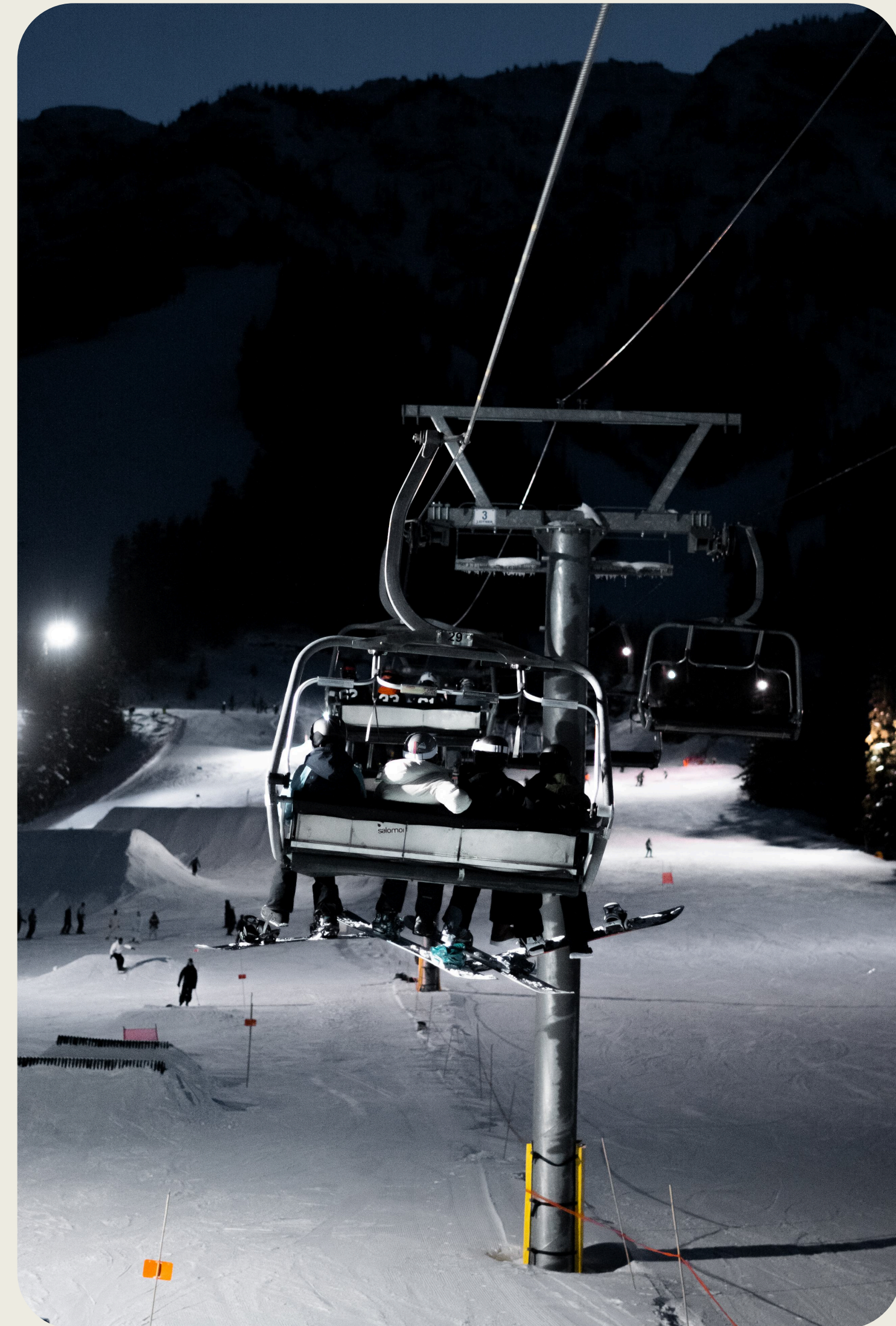


Facts | What's Unique about Norquay

Night Skiing

Throughout the winter on select Friday and Saturday nights, visitors can ski the fully lit Cascade run. This is the only night skiing in Banff National Park!

The fun at night doesn't end at skiing, we also have night tubing available on the same nights.



Facts | What's Unique about Norquay

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.

Norquay operates the only Via Ferrata in Banff National Park. [ACMG-certified guides](#) lead visitors across the cliffs above the resort. There are currently 5 routes for visitors to choose from, with options for short or a long day.

No experience is needed to climb the Via Ferrata.



Facts | What's Unique about Norquay

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.





Trails and Stats

Mountain Stats

1680 M

Base elevation

2450 M

Top elevation

503 M

Vertical descent

300 M

Average snowfall

85%

Snowmaking

1167 M

Longest run

Lifts and Conveyors

Cascade

4 person | fixed grip

Spirit

4 person | fixed grip

Mystic

4 person | high speed

North American

2 person | fixed grip

Sundance

Conveyor lift

Rundle

Conveyor lift

Run Distribution

20%
Beginner

36%
Intermediate

28%
Advanced

16%
Expert



Trail Map

[View our Trail Map](#)

Murray Hay

Norquay History



History

Fun Facts

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.



History

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.



History

Banff Alpine Racers

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.



History

Banff Alpine Racers

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”

Thomas Grandi · Placed 9 time on the World Cup podium & threetime Olympian

History

Banff Alpine Racers

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 fifthgeneration 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.



An aerial photograph of a ski lift system, specifically the 'Big Chair' lift, winding through a dense forest of snow-covered evergreen trees. The lift consists of several chairs suspended from a cable, with support towers visible. The scene is captured from a high angle, looking down the length of the lift. The entire image has a dark, monochromatic blue-grey tint.

North American Chair

The locals favourite, “Big Chair”

The Story

In 1948, 23 years after the opening of 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 Chair, skiers would climb “The Bowl” and ski down accomplishing only a few runs in a day. With the introduction of the lift, skiers could ascent much more quickly, leaving them more time to ski the slopes.



History | The North American Chair

The Story

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.



Norquay 100 Vision

The Future

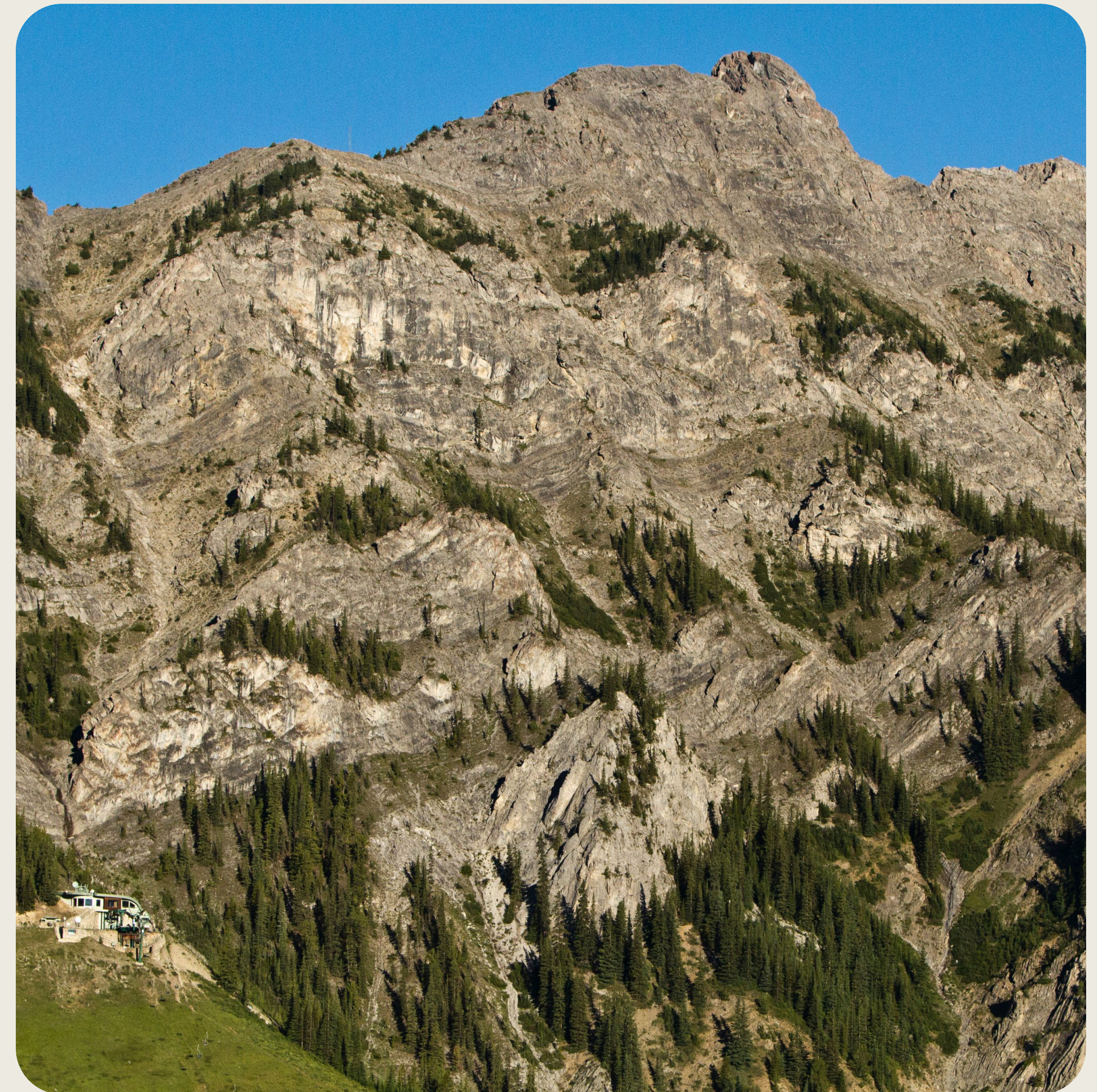
Norquay 100

The Vision

In recognition of our 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.

[Read more about the vision.](#)



Media 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.

[View Image Gallery](#)

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