



# Press Kit

POST HOTEL & SPA | LAKE LOUISE



RELAIS &  
CHATEAUX

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## SECTION 1:

# Property Backgrounder

**Nestled in the heart of Lake Louise, Alberta, Post Hotel & Spa stands as one of Canada's most refined alpine retreats, where European elegance meets Rocky Mountain grandeur. A proud member of Relais & Châteaux and recipient of a One MICHELIN Key, the hotel has long been celebrated for its impeccable service, exceptional culinary program, and dedication to personalized luxury.**

Originally constructed in 1942 and completely transformed in 1978 under the direction of Swiss-born hoteliers André and George Schwarz, Post Hotel has become synonymous with fine dining, world-class wines, and warm hospitality. In 2021, Canadian Rocky Mountain Resorts (CRMR) acquired the property, alongside a group of local Alberta investors, continuing on the Schwarz brothers' legacy.

Today, Post Hotel & Spa is a haven for discerning travelers, featuring ninety-three luxurious guest rooms and suites, the serene Temple Mountain Spa, and a celebrated dining program that has earned international recognition. Every stay is marked by details that matter, from hand-cut wood-burning fireplaces to attentive staff who know returning guests by name.

Culinary excellence is at the heart of Post Hotel & Spa's experience. The Dining Room, recipient of the 2025 DiRōNA Award, delivers an elegant, seasonally inspired menu rooted in European tradition, highlighting the finest ingredients. Guests can unwind in the Sir Norman Lounge, where fireside comfort and expertly crafted cocktails set the tone for après-ski or relaxed evening bites. During the winter months, the intimate Fondue Stübli offers an authentic Swiss-style fondue experience, while The Outpost provides a welcoming pub atmosphere with hearty dishes and a touch of alpine nostalgia. Together, these venues embody the hotel's philosophy of refined mountain dining.

The property's award-winning wine cellar, housing more than 25,000 bottles and 3,800 selections, has received the Wine Spectator Grand Award annually since 2002, reflecting the

hotel's enduring commitment to excellence and its position as one of Canada's premier destinations for wine connoisseurs.

Temple Mountain Spa offers a restorative escape designed for relaxation and renewal. Its tranquil setting invites guests to slow down and unwind through a curated menu of massages, facials, and body treatments. Signature offerings include aromatherapy and hot stone massages, customized facials using Biologique Recherche skincare, and nourishing body wraps enriched with Lola's Apothecary botanicals. Guests may also experience the rejuvenating hydrotherapy circuit, a sequence of heat, steam, and cooling immersion that promotes circulation, muscle recovery, and deep relaxation.

Guests can further rejuvenate in the Roman-inspired saltwater pool and whirlpool, a tranquil sanctuary that evokes timeless European spa culture. Accommodations range from cozy guest rooms to spacious suites and private cabins overlooking the Pipestone River, where the soothing sound of the water enhances the hotel's sense of serenity. The historic Watson House, a luxurious standalone residence along the riverbank, offers exclusive multi-room lodging ideal for families or small groups seeking privacy without sacrificing comfort.

In 2024 and again in 2025, Post Hotel & Spa was honored with One MICHELIN Key, recognizing its artistry in design, service, and guest experience. Perfect for romantic escapes, culinary retreats, and alpine adventures, the hotel provides year-round access to the beauty of Banff National Park – skiing in winter, hiking and sightseeing in summer, and tranquil relaxation in every season.





## SECTION 2:

# Property Facts & Highlights

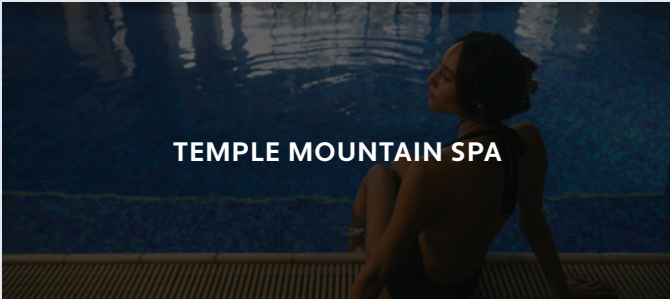
- Located in the village of Lake Louise, within Banff National Park, Alberta.
- Member of Relais & Châteaux since 1990.
- Recipient of One MICHELIN Key (2024 & 2025) for excellence in hospitality, design, and service.
- 93 rooms, suites, and cabins featuring wood-burning fireplaces, Jacuzzi tubs, and mountain or riverside views.
- The historic Watson House – a private, multi-room riverside residence offering exclusive accommodations for families or small groups seeking privacy and elevated comfort.
- Dining Options:
  - **The Dining Room** – Fine dining with European influence, renowned for its tasting menus and seasonal à la carte options highlighting Alberta ingredients and CRMR Ranch-raised game. Open for breakfast, lunch & dinner daily.
  - **Sir Norman Lounge** – Elevated après-ski cocktails, curated wine flights, and casual luxury in a fireside setting.
  - **Fondue Stübli** – Traditional Swiss-inspired fondue dinners offered during the winter season in an intimate alpine atmosphere.
  - **The Outpost** – Pub-style dining featuring hearty comfort dishes and local craft beverages.
- **Wine Cellar:** Over 25,000 bottles and 3,800 selections; recipient of Wine Spectator's Grand Award (since 2002).
- **Exclusive Wine & Spirit Dinners:** Hosted throughout the year, showcasing rare vintages and multi-course pairings guided by industry experts.
- **Temple Mountain Spa:** Full-service spa featuring Biologique Recherche skincare, Lola's Apothecary products, massage therapy, and holistic treatments.
- **Amenities:** Roman-inspired saltwater pool, whirlpool, steam room, and fitness center.
- **Concierge Program:** Dedicated concierge team curates personalized itineraries, arranging everything from private guided excursions and dining reservations to seasonal activities such as sleigh rides, scenic hikes, and gondola experiences – ensuring each stay is effortlessly tailored to the guest.
- **Experiences:** Year-round access to Lake Louise; private shuttle to Moraine Lake in summer and Lake Louise Ski Hill in winter; hiking, canoeing, heli-skiing, and guided excursions available seasonally.
- **Event Spaces:** Elegant venues for weddings, corporate retreats, and exclusive dining events.
- **Sustainability:** Commitment to local sourcing and partnerships with regional producers, participation in the ReCORK natural wine cork recycling program, and continued stewardship of Banff National Park's natural environment.





SECTION 3:

# Media Assets





SECTION 4:

# Awards, Accolades & Coverage



Recognized for exceptional design, service, and guest experience



Honoring one of Canada's finest wine programs (since 2002)

**TRAVEL+  
LEISURE**

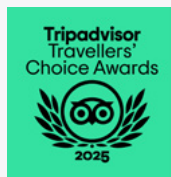
Best Hotels in Banff (2024)



The Dining Room was honored by Distinguished Restaurants of North America (DiRoNA) for outstanding cuisine, service, and ambiance



Featured in Top 10 Resorts in Canada (2023)



Recognized for consistent excellence in guest satisfaction



Nominated for Canada's Best Ski Hotel



Gold - Bow Valley Workplace Inclusion Charter



## SECTION 5:

# Story Angles

### CULINARY EXCELLENCE ROOTED IN PLACE

Post Hotel & Spa has become synonymous with world-class dining in the Canadian Rockies. The Dining Room's menu pays homage to classic European technique while celebrating the ingredients and seasons of the mountains. Each dish is handcrafted with precision and paired with selections from the hotel's legendary 25,000-bottle wine cellar – a collection recognized by *Wine Spectator* with the Grand Award every year since 2002. Guests can indulge in seasonal tasting menus, seasonal à la carte offerings, and intimate sommelier-led experiences that reveal rare vintages and cellar treasures dating back to the 1960s. From fine dining in the candlelit Dining Room to casual refinement in the Sir Norman Lounge or a nostalgic fondue in the Stübli, cuisine at Post Hotel & Spa reflects a standard of artistry that continues to define luxury hospitality in Lake Louise.



### TEMPLE MOUNTAIN SPA – WELLNESS IN THE WILDERNESS

Within the serene heart of Lake Louise, Temple Mountain Spa provides a space where the stillness of the Rockies meets the sophistication of European wellness. Guests are invited to embark on a restorative journey through a thoughtfully designed hydrotherapy circuit, complemented by expert treatments using Biologique Recherche and Lola's Apothecary botanicals. Personalized massages, body therapies, and rejuvenating facials encourage renewal after a day on the trails or slopes. Guests may also enhance their experience through the spa's thoughtfully designed hydrotherapy circuit, a sequence of heat, steam, and cool immersion that promotes circulation, muscle recovery, and deep relaxation. Beyond the spa, guests unwind in the Roman-inspired saltwater pool, whirlpool, or steam room, amenities that echo the rituals of ancient relaxation while offering modern luxury. Temple Mountain Spa embodies a philosophy of balance, connecting physical restoration with the tranquil rhythm of the surrounding peaks.

### SKI ELEGANCE AT THE HEART OF LAKE LOUISE

Winter at Post Hotel & Spa is defined by effortless access to one of North America's most celebrated alpine destinations: the Lake Louise Ski Resort, located just five minutes from the property. A private hotel shuttle delivers guests directly to the base, where 4,200 acres of terrain and 164 runs stretch across four mountain faces, offering everything from gentle groomers to expert bowls and legendary powder. After a day on the slopes, skiers return to the comfort of Post Hotel & Spa, where après-ski is an experience in itself. Crafted cocktails and small plates beside the fire in the Sir Norman Lounge, or an indulgent multi-course dinner paired with vintage Burgundy in The Dining Room. The warmth of the lodge, the scent of wood-burning fireplaces, and the glow of candlelight make each winter evening feel timeless.





## FAMILY RETREATS WITH ALPINE CHARM

Post Hotel & Spa welcomes families with the kind of easy luxury that encourages togetherness. Generous family suites and riverside cabins provide space for relaxation after days exploring the natural wonders of Banff National Park, whether skating beneath towering peaks, snowshoeing quiet forest trails, or hiking among wildflowers in summer. Children delight in the hotel's saltwater pool, a centerpiece for play and relaxation, while evenings invite families to gather around crackling fireplaces or enjoy comforting favorites in The Outpost. Children can also take part in seasonal traditions throughout the year, enjoying moments like ornament decorating, scavenger hunts, and cheerful Easter egg activities that add a touch of joy to every visit. For parents seeking a quiet dinner or spa retreat, babysitting services are available upon request, allowing every member of the family to enjoy their stay in comfort and ease. From first snowfalls to golden summer evenings, the experience blends elegance with warmth, making the Rockies an unforgettable backdrop for shared memories.

## WATSON HOUSE & PIPESTONE CABIN – PRIVATE LUXURY REDEFINED

For guests seeking privacy without compromise, the Watson House and Pipestone Cabin offer one-of-a-kind accommodations in the Rockies. Set along the tranquil Pipestone River, these exclusive residences provide the intimacy of a private home with the full service and amenities of Post Hotel & Spa. Watson House features multiple bedrooms, a gourmet kitchen, grand stone fireplace, and sweeping river views – ideal for families, small weddings, or executive retreats. The Pipestone Cabin, equally inviting, exudes alpine romance with handcrafted wood finishes and a secluded riverside patio. Both spaces offer a setting for bespoke experiences such as in-suite dining, curated wine tastings, or intimate celebrations surrounded by nature. These accommodations capture the essence of Post Hotel & Spa's promise: rare comfort, complete privacy, and unforgettable mountain moments.



## ELEVATED YEAR-ROUND EXPERIENCES IN THE HEART OF BANFF NATIONAL PARK

Every season at Post Hotel & Spa reveals a new rhythm of mountain life. A private guest shuttle provides effortless access to Banff National Park's most breathtaking destinations including Lake Louise, and Moraine Lake, whose turquoise waters shimmer beneath summer sun. Spring brings rejuvenation, with waterfalls rushing from the thaw and alpine meadows bursting with wildflowers. Summer offers hiking trails, cycling routes, and canoeing across mirror-still mountain lakes. Autumn glows with golden larch hikes and cozy evenings marked by wine dinners and slow-paced luxury. Winter cloaks the valley in snow, welcoming skiers, snowshoers, and those who simply wish to watch the flakes fall from beside the fire. Whatever the season, Post Hotel & Spa remains a sanctuary of European refinement set amid the raw beauty of the Canadian Rockies.



## CELLARS BENEATH THE PEAKS – THE HIDDEN WINE WORLD OF POST HOTEL & SPA

Beneath the alpine elegance of Post Hotel & Spa lies one of North America’s most extraordinary wine cellars – a hidden world where craftsmanship, history, and passion for the vine converge. Home to over 25,000 bottles and 3,800 selections, the cellar has earned the Wine Spectator Grand Award annually since 2002, a distinction held by only a select few restaurants in the world.

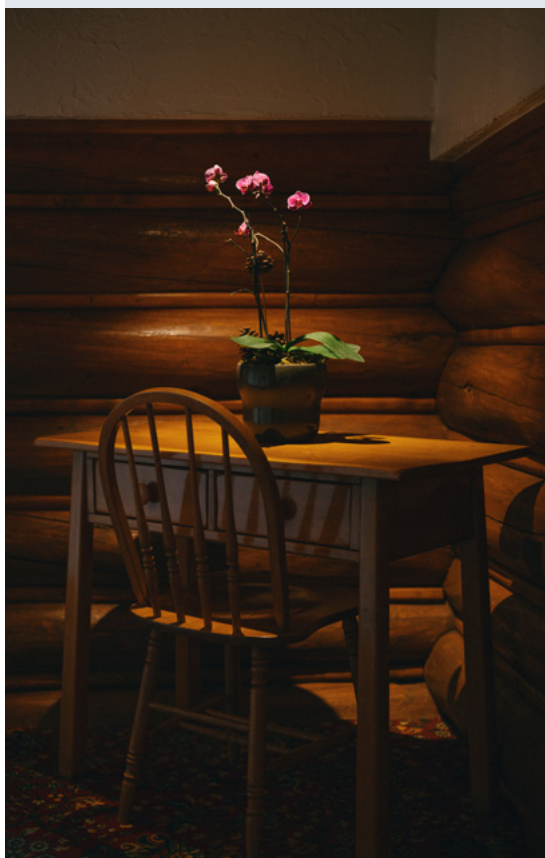
Each bottle tells a story of discovery and devotion. From rare vintages sourced through long-standing relationships with producers in Burgundy, Bordeaux, and Napa Valley, to verticals spanning decade. Guests are invited to explore this remarkable legacy through intimate cellar dinners, sommelier-led tastings, and seasonal wine-paired menus in the Dining Room – experiences that reveal how a luxury hotel in the Rockies became a destination for wine enthusiasts from around the globe. Each December, the celebrated Rare Wines by the Glass Program offers guests the rare opportunity to taste exceptional vintages typically only available by the bottle, such as Petrus, transforming the holiday season into an elegant exploration of craftsmanship and connection. This is more than a cellar; it is the heart of Post Hotel’s identity – a living archive that blends the refinement of Europe’s grand hotels with the wild spirit of Banff National Park. In this mountain sanctuary where Burgundy meets the Bow Valley, the art of wine becomes an act of storytelling, one that continues to evolve, bottle by bottle, vintage by vintage.

## THE ART OF HOSPITALITY – WHERE EVERY DETAIL TELLS A STORY

At Post Hotel & Spa, luxury is not defined by extravagance, but by attention, the quiet, thoughtful gestures that make guests feel instantly at home. It’s the bellman who remembers your name and your room preference from last winter. It’s the sommelier who recalls your favorite region and introduces you to a new bottle you’ll never forget. It’s the note and turndown treat left on your pillow, alongside a weather forecast for the next day’s alpine adventure, and a small, complimentary treat chosen to surprise and delight.

These details, though subtle, form the rhythm of life at the Post. A fresh fruit basket at the front desk welcomes guests returning from a hike. Afternoon tea, served daily, offers a comforting ritual that bridges day and evening. Bellmen greet skiers at the door to collect their equipment after a day on the slopes. From the candlelit glow of the Dining Room to the deep knowledge shared by the hotel’s sommeliers, every interaction reflects the property’s Swiss alpine heritage and unwavering commitment to excellence.

For decades, the Post has embodied a kind of hospitality that is increasingly rare – one that feels personal, intuitive, and enduring. Guests return year after year not only for the scenery or the cuisine, but for the feeling of being recognized, remembered, and welcomed back as part of the story. At Post Hotel & Spa, true luxury is not a thing; it’s a feeling, crafted one thoughtful moment at a time.





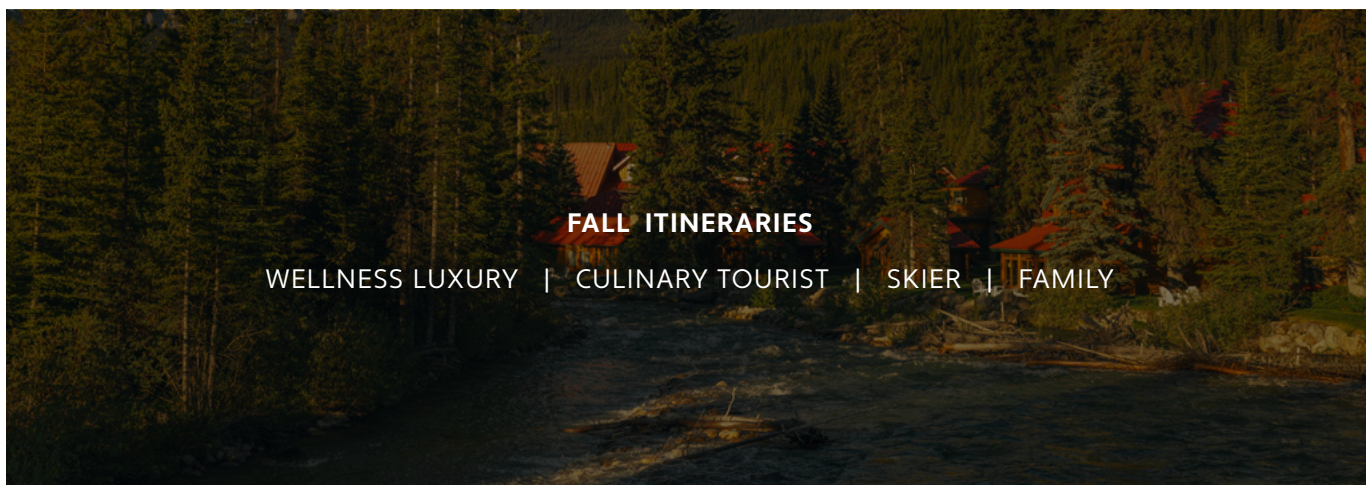
SECTION 6:

# Seasonal Itineraries



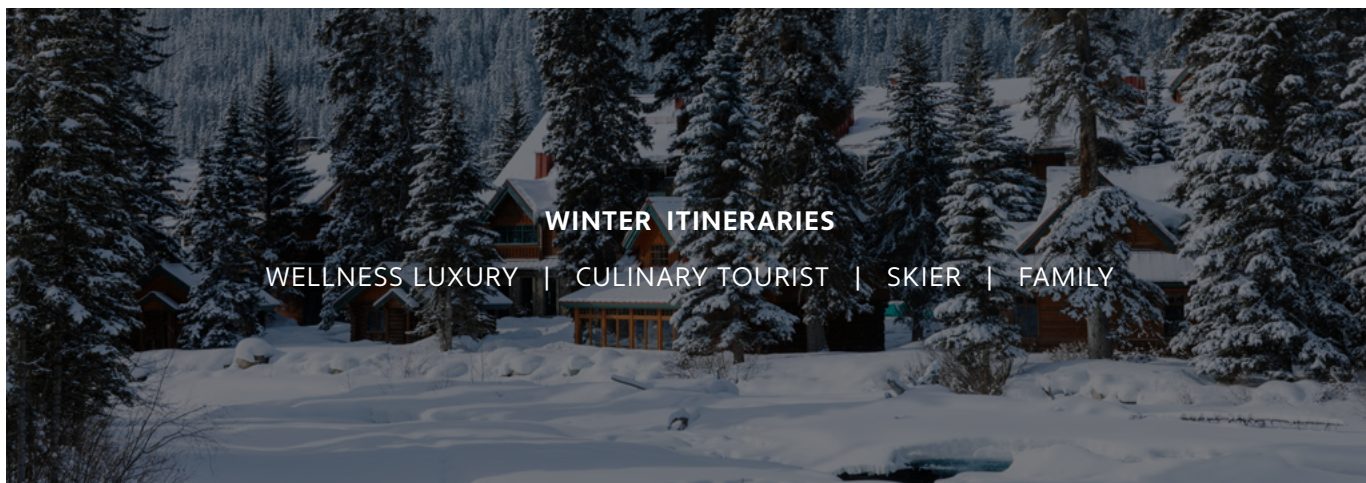
## SPRING ITINERARIES

WELLNESS LUXURY | CULINARY TOURIST | SKIER | FAMILY



## FALL ITINERARIES

WELLNESS LUXURY | CULINARY TOURIST | SKIER | FAMILY



## WINTER ITINERARIES

WELLNESS LUXURY | CULINARY TOURIST | SKIER | FAMILY



## SECTION 7:

# Post Hotel & Spa FAQs

### Where is Post Hotel & Spa located?

In the village of Lake Louise, Alberta, within Banff National Park – approximately two hours from Calgary International Airport.

### How many rooms does the hotel have?

93 guest rooms and suites, including riverside accommodations and luxury cabins.

### What makes Post Hotel & Spa unique?

As a Relais & Châteaux property and MICHELIN Key recipient, it blends European refinement with Rocky Mountain authenticity. Guests experience warm, intuitive service, fine dining, and tranquil alpine surroundings that make it one of North America's most distinctive luxury retreats.

### What dining options are available?

The Dining Room, Sir Norman Lounge, Fondue Stübli, and The Outpost offer a range from fine dining to relaxed après-ski experiences.

### Is the hotel open year-round?

Yes. Guests enjoy skiing in winter, hiking and sightseeing in summer, and relaxation at the spa year-round.

### What wellness facilities are available?

Temple Mountain Spa offers massages, facials, and body treatments, complemented by a whirlpool and a hydrotherapy circuit featuring heat, steam, and cool immersion therapies for deep relaxation and recovery. Beyond the spa, guests can unwind in the hotel's Roman-inspired saltwater pool, hot tub, and steam room.

### Does the hotel host weddings or corporate events?

Yes. Elegant, intimate spaces are available for weddings, retreats, and special gatherings.

### Are dogs allowed?

Yes. A selection of dog-friendly rooms are available, complete with plush beds, water bowls, and house-made gourmet treats. Each pet receives a special welcome gift, and a portion of every pet fee supports the Bow Valley SPCA, helping local animals in need.

### What transportation services are available?

A private guest shuttle provides convenient access to the Lake Louise Ski Resort in winter and to Lake Louise village year-round. The hotel's concierge team can also assist with arranging private transfers and transportation providers for seamless travel to and from nearby destinations, ensuring every journey is as effortless as the stay itself.

### Does the hotel offer concierge services?

Yes. The concierge team provides personalized assistance with every aspect of your stay – from arranging private transfers and dining reservations to coordinating guided excursions, spa appointments, and seasonal activities like sleigh rides or hiking adventures. Their expertise ensures each itinerary is tailored, seamless, and uniquely reflective of the Post Hotel & Spa experience.

### What sustainability initiatives are in place?

Post Hotel & Spa is dedicated to environmental stewardship through local sourcing, energy-efficient operations, and its participation in ReCORK, North America's leading natural cork recycling program.

### Who owns and operates Post Hotel & Spa?

The property is managed by Canadian Rocky Mountain Resorts (CRMR), a family-run hospitality company dedicated to heritage, sustainability, and luxury in the Rockies that owns additional boutique hotels in the Canadian Rockies.



## SECTION 8:

# Contact Information

### MEDIA CONTACTS


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### POST HOTEL & SPA

 [posthotel.com](http://posthotel.com)


 [@posthotelspa](https://www.instagram.com/posthotelspa)

 [Post Hotel Lake Louise](https://www.facebook.com/PostHotelLakeLouise)

### CANADIAN ROCKY MOUNTAIN RESORTS (CRMR)

 [crmr.com](http://crmr.com)

 [@crmresorts](https://www.instagram.com/crmresorts)

 [Canadian Rocky Mountain Resorts](https://www.facebook.com/CanadianRockyMountainResorts)

 [Canadian Rocky Mountain Resorts](https://www.linkedin.com/company/canadian-rocky-mountain-resorts)

