

October 26, 2017

Canadian Radio-television and
Telecommunications Commission
Ottawa Ontario K1A 0N2

Re: Broadcasting Notice of Consultation CRTC Application #2017-0596-5 by Pelmorex Weather Networks Inc. to renew the licence of The Weather Network/MétéoMédia

We at The Lake Louise Ski resort strongly support the inclusion of The Weather Network as a basic television service. The Lake Louise Ski Resort is Canada's flagship ski resort, located in Banff National Park in the Canadian Rockies. Due to our base elevation of 1654m, we experience variable weather conditions year round, and weather is challenging during all months of the calendar year. Our international clientele have come to rely on accurate Canadian weather forecasting, and for this, they turn to The Weather Network.

We support The Weather Network's application to remain on the basic television service for the next seven years. Our customers and clientele rely on The Weather Network for accurate forecasts, snowfall and weather warnings and dynamic weather alerts that affect their ability to travel, and plan their visit to the Bow Valley Corridor. Visitors to Lake Louise have come to expect that complicated weather conditions will be part of their experience, and they rely on the accurate weather forecasts that The Weather Network provides. No other Canadian station delivers accurate weather forecasts around the clock, and Canadians have come to expect The Weather Network to be available to them on a daily basis should they have a subscription to regular cable television.

The Weather Network has responsibilities to provide critical information to Canadians that other television channels do not. Its coverage of issues related to climate change will only become increasingly important. Information such as UV indexes, humidity levels, pollen counts and air quality reports help Canadians and organizations plan their days and events. No local TV or radio news delivers weather information around the clock, making it available whenever Canadians need it. This is why it is important that The Weather Network remains available to all Canadians and organizations that subscribe to a television service without having to pay an extra fee.

We certainly hope that the CRTC reconsiders its decision to charge an extra fee to Canadians that rely on The Weather Network. Year after year, independent surveys show that The Weather Network ranks in the top five of all 100 or more Canadian specialty television services for consumer appreciation, and is consistently rated one of the top ten most influential Canadian brands. We value this service and consider it critical to maintaining safety, accuracy, and experience across our brand.

Best Regards,

The Lake Louise Ski Resort
Lake Louise, AB

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