



WELCOME TO A LAND WHERE WONDER LEADS, AND WE FOLLOW.

From mountains to rainforest, coastline to cityscape, every corner of British Columbia invites discovery with six new journeys inspired by nature, culture, and adventure. Together, they tell the story of a place that is, and always will be, Super, Natural British Columbia.

SUPER,
NATURAL
BRITISH
COLUMBIA
CANADA



THE INFINITE COAST

BRITISH COLUMBIA

THE PACIFIC TIDES CARVE INTO SHORELINES, RAINFORESTS RISE FROM MIST, AND MOUNTAINS STAND TALL, REMINDING YOU OF NATURE'S POWER AT EVERY TURN.



WELLNESS BY NATURE: REST AND RENEWAL ON THE INFINITE COAST

From forest to sea to spa, *The Infinite Coast* is a place of renewal—where rest isn't about retreating from the world, but returning to it. In Halfmoon Bay, Nature with Haida leads meditative forest bathing walks through coastal rainforest. Guided by Haida Bolton, the first certified forest therapy guide in BC, the experience encourages slowing down, awakening the senses, and rediscovering inner calm. In Clayoquot Sound, guests drift with the tides at Moon Jelly Bathhouse, a floating sanctuary within the first Tribal Park in Canada. A short boat ride from Tofino brings visitors to seaweed saltwater hot tubs and sky hammocks swaying above open water. On the east coast of Vancouver Island, Healing Caves™ at Kingfisher Pacific Resort & Spa takes guests on a 70-minute guided journey through six immersive environments created to rejuvenate body and mind.





A NEW WAY TO EXPERIENCE CLAYOQUOT SOUND

It's a new era for Clayoquot Sound. In June 2024, the Ahousaht and Tla-o-qui-aht First Nations, together with the Province of BC, announced 10 new conservancies protecting 76,000 hectares (187,800 acres) of old-growth forests, waterways, and coastal ecosystems. This ensures the land remains under Indigenous care while building a conservation economy rooted in cultural law and stewardship. Travellers can already step into this vision with Ahous Adventures, which offers

eco-marine tours and soaks in the remote Mux̓šil̓a Hot Springs. Every experience is led by Ahousaht members, who share stories and knowledge passed through generations. Opening in summer 2026, Wahous Wilderness Lodge will build on this connection. The 126-acre retreat in Quait Bay will feature a 16-room floating lodge, Nordic-inspired spa with cedar hot tubs and river plunges, and a traditional longhouse—all rooted in Ahousaht culture and care for the land.

NEW COASTAL EXPEDITIONS

In the qathet/Powell River region, the newly launched Rugged Coast Expeditions combines adventure education with memorable wildlife encounters. Aboard ex-military zodiacs, guests search the Salish Sea for humpback whales, orcas, and Northern Stellar sealions. For those craving full immersion, multi-day getaways venture into remote wilderness, where participants learn survival skills while unplugging in landscapes where the only distractions are the rhythm of the land and sea. Farther north in Bella Coola, Nan Adventure Tours takes travellers deep into the Great Bear Rainforest, accompanied by Indigenous guides. Alongside viewing grizzlies in Kwatna Bay or spotting sea life along rugged inlets, guests are invited to connect with Nuxalk culture and history.



BEST-KEPT SECRETS FOR STORM-WATCHING IN BC

From November to February, tumultuous Pacific storms roll across the coastline of BC. While Tofino and Ucluelet are well-known storm-watching destinations, plenty of other coastal communities offer front-row seats to nature's temperamental show. On the west coast of Vancouver Island, Port Renfrew sets the stage for storm-watching at Wild Renfrew, where oceanfront cottages and forest domes invite guests into the middle of the action. Just up the ridge, Soule Creek Lodge—owned and operated by the Pacheedaht First Nation—provides yurt, cabin, and lodge stays with sweeping sea views. Farther north, Pacific Sounds Lodge in Bamfield offers all-inclusive eco-adventures.

Meanwhile, Storey's Beach in Port Hardy on Northern Vancouver Island provides a gentler setting with soft volcanic sand, wildlife viewing, and tranquil picnic areas.





RAINFOREST TO ROCKIES

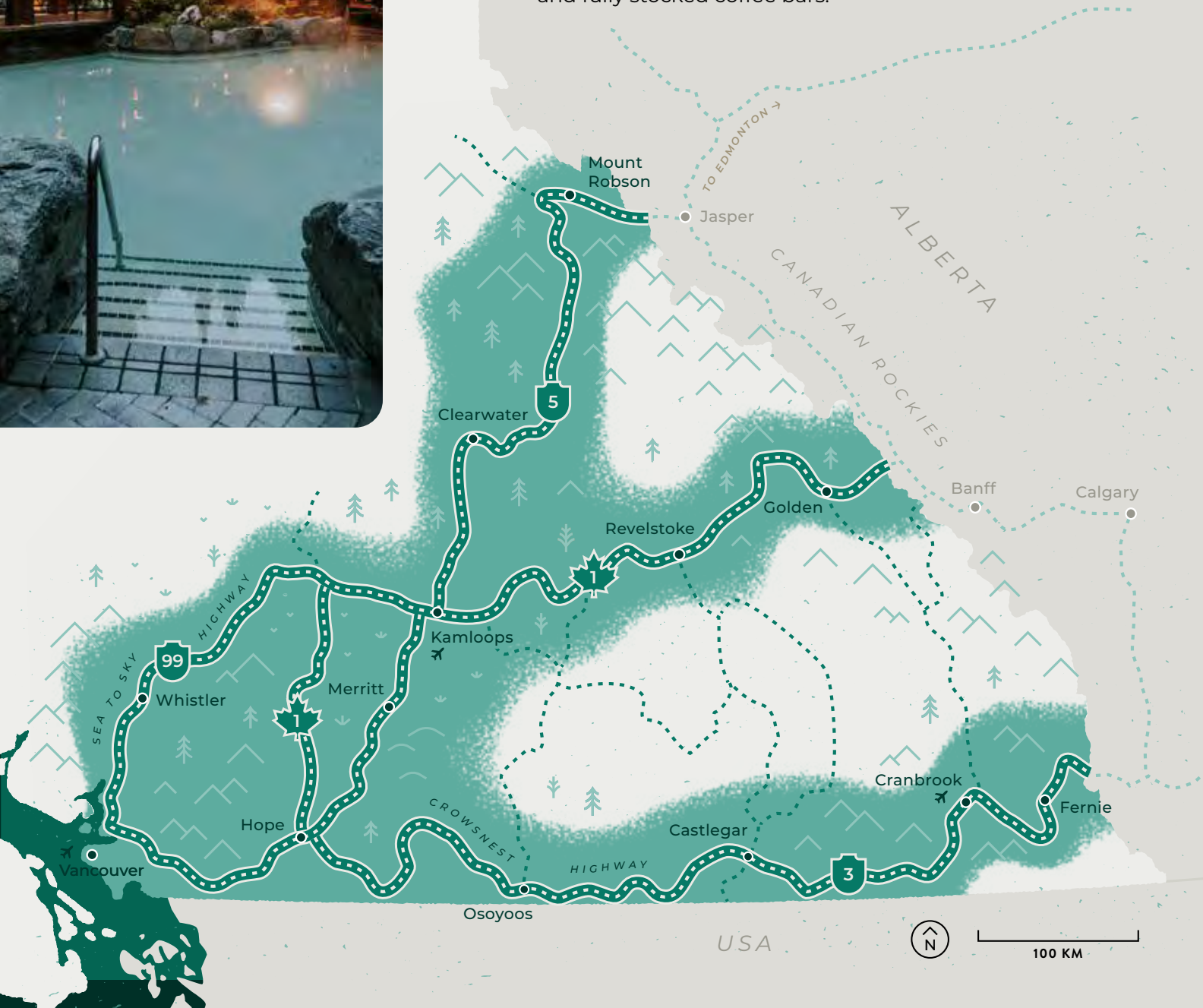
BRITISH COLUMBIA

EXPERIENCE BRITISH COLUMBIA
FROM SEA TO SKY THROUGH
DRAMATIC, DIVERSE AND
EVER-CHANGING LANDSCAPES.



STAYS THAT TELL A STORY

Rainforest to Rockies is a living story, written in forests, hot springs, mountain passes, and rivers. And sometimes, the most memorable chapters are where you rest your head. In the Harrison River Valley, Harrison Hot Springs Resort has welcomed guests for nearly a century. Celebrating its 100th anniversary in 2026, the property invites relaxation and renewal with five hot mineral pools and lakeside views—a reminder that nature can be the most powerful source of wellness. Farther on, tucked deep in the Blaeberry Valley, Golden CABN recently unveiled a new way to escape into the wilderness: sleek, off-grid cabins complete with private saunas, glacier-fed cold plunges, and fully stocked coffee bars.





WHEN THE RIVER TURNS RED: A SACRED
MIGRATION IN THE SHUSWAP

Witness one of nature’s most powerful stories unfold in the Shuswap, as the dominant sockeye salmon run returns to the Adams River in fall 2026. This natural phenomenon occurs every four years, drawing hundreds of thousands of salmon back to their spawning grounds. The Adams River is one of the most significant sockeye-producing systems in North America, and in a dominant year, the water appears to

run red with migrating fish. For generations, Secwépemc and other Indigenous communities have honoured this cycle with ceremonies, songs, and gatherings that recognize the salmon as both sustenance and sacred symbol.

TRACING JAPANESE CANADIAN STORIES

In Steveston, the new Fishers Walk connects Fisherman’s Wharf with Garry Point Park, telling the stories of Japanese Canadians and other communities who helped build the fishing industry in BC. In Lillooet, Miyazaki House—once home to Dr. Masajiro Miyazaki after his wartime internment—now serves as a museum and homestead, preserving Japanese Canadian histories of perseverance. In New Denver, the Nikkei Internment Memorial Centre (NIMC) stands on the site of “The Orchard” internment camp, with buildings, artefacts, and gardens honouring more than 22,000 displaced Japanese Canadians. And in Kaslo, the Japanese Canadian Museum at the Langham Cultural Centre shares personal histories through photographs, artefacts, and the new Ten-Chi-Jin Garden.



ACCESSIBLE ADVENTURES

In the UNESCO-designated Howe Sound Biosphere, the new Squamish Canyon invites visitors to venture into the rainforest via a 1.5-kilometre (0.9-mile) elevated walkway tracing the Mamquam River. The path winds past waterfalls, canyon cliffs, and forest canopies, with gentle stairs, resting benches, and partial wheelchair access. Children can burn energy in the nature-inspired play area, while the moss- and fern-adorned Forest Lounge provides a peaceful respite with snacks and drinks. Farther east, Playwest Mountain Experience opens the door to the Canadian

Rockies, Purcell Mountains, and beyond with guided hikes and frequent storytelling breaks designed for everyone—from first-timers to seasoned hikers. Professional certified guides handle transportation, permits, lunch, and gear, enabling guests to focus on the journey.





The Great Wilderness

BRITISH COLUMBIA

ROAM THROUGH OTHERWORLDLY LANDSCAPES, WHERE NATURE REIGNS AND ANIMALS OUTNUMBER HUMANS.



TWO EPIC ROUTES TO ALASKA

The Alaska Highway, stretching 2,232 kilometres (1,387 miles) from Dawson Creek to Delta Junction, can be reached from Vancouver by following the Trans Canada Highway east. Start at the “Mile 0” marker in Dawson Creek, then wander among waterfalls and dinosaur trackways at Tumbler Ridge UNESCO Global Geopark. Continue to Muncho Lake Provincial Park, whose brilliant jade-green waters are famed for fishing, before reaching the Yukon border via Liard River Hot Springs—one of the largest natural hot springs in Canada. For a more remote route, the Stewart-Cassiar Highway begins in Terrace, accessible via daily flights from Vancouver. Highlights include the volcanic landscapes of Nisga’a Memorial Lava Bed Provincial Park—the first park co-managed by a First Nation and BC Parks—and the Salmon Glacier, the world’s largest road-accessible glacier. Adventurers can hike in Kinaskan Lake Provincial Park and paddle in the aquamarine waters of Tā Ch’ilā Provincial Park (Boya Lake).





TSE'K'WA NATIONAL HISTORIC SITE
REOPENS UNDER INDIGENOUS LEADERSHIP

Tse'k'wa National Historic Site—a sacred gathering place for the Dane-zaa People for over 12,500 years—has reopened to the public, offering a rare glimpse of early human history. Also known as Charlie Lake Cave, it is recognized as one of the most significant archaeological sites in Canada. First excavated by Simon Fraser University in 1974, Tse'k'wa reached a historic milestone in 2024 when the university returned the archaeological collection to the newly built onsite repository. The moment marked a powerful example of Indigenous-led stewardship, led by

the Tse'k'wa Heritage Society—a partnership of Doig River, Prophet River, and West Moberly First Nations. Now one of the few Indigenous-owned and managed National Historic Sites in Canada, Tse'k'wa invites visitors to walk in the footsteps of the earliest inhabitants of this land—an experience that deepens understanding of people, place, and time.

WOMEN-LED ADVENTURES TAKE THE LEAD

In *The Great Wilderness*, women are reshaping what it means to explore the outdoors and creating spaces where women can discover strength, confidence, and community in some of the remotest regions in the province. In the Robson Valley, Robson Backcountry Adventures is led by Joy and Alison, both certified hiking guides with seasoned expertise in alpine terrain and wildlife. Their trips range from beginner-friendly day hikes to challenging week-long expeditions. In Tumbler Ridge, Untamed Tours—founded and led by Dee Rocher, a certified hiking guide and outdoor educator—offers mentorship, skills training, and small-group adventures on trails far from the tourist track. And in the Northern Rockies, Peak Wyld Co. equips women with survival skills and the confidence to embrace the wild safely and boldly.



WHERE LAND MEETS STORY

Travellers can deepen their connection to land and culture through Indigenous-led tours and historic sites between Terrace and Smithers. In the Nass Valley, home to the Nisga'a Nation, visitors can follow the 340-kilometre (211-mile) Nisga'a Lands Auto Tour, an 18-stop, self-guided route through Nisga'a Memorial Lava Bed Park, where volcanic landscapes carry both geological and cultural meaning. Along the Skeena River, the Kitselas Canyon National Historic Site reveals over 6,000 years of Gitselasu presence, with ancient village sites and the option to explore the river on a tour with Northern BC Jet Boat Tours. Totem poles stand as storytellers across the region: at Gitwangak Village with the commanding "Man-Crushing Log"; at Gitanyow, where cedar poles mark history and territory; and at 'Ksan Historical Village, a reconstructed Gitxsan village. For a guided experience, Witsuwit'en Cultural Tours shares traditions and ancient history in the dramatic Widzin Kwah Canyon.

© Destination BC Corp. All rights reserved. Unauthorized reproduction is prohibited. "SUPER, NATURAL BRITISH COLUMBIA", "NATURE'S HEARTLAND", "RAINFOREST TO ROCKIES", "INFINITE COAST", "BIRTHPLACE OF ADVENTURE", "THE GREAT WILDERNESS", and "VALLEYS AND VINEYARDS" and all associated logos/trademarks are trademarks or Official Marks of Destination BC Corp.



Sabrina Robson
Sabrina.Robson@DestinationBC.ca
604 953 6708

Vidia Panna
Vidia.Panna@DestinationBC.ca
778 572 5261



NATURE'S HEARTLAND

BRITISH COLUMBIA

WATERWAYS LIKE THE FRASER HAVE SHAPED CANYONS AND VALLEYS OVER MILLENNIA. THESE LANDS HAVE LONG SUSTAINED FIRST NATIONS PEOPLES—AND LATER, THOSE DRAWN BY PROMISE AND POSSIBILITY.



FROM WAGON ROADS TO GRAVEL ROADS: WHERE TO SLEEP IN NATURE'S HEARTLAND

Step back in time at Historic Hat Creek Ranch in Cache Creek, where 130 hectares (320 acres) of rolling hills hug the heritage Cariboo Wagon Road. Sleep like a gold rush pioneer in a no-frills miner shack (BYO mat and sleeping bag) or climb into a cozy covered wagon outfitted with bunks. Near Williams Lake, Xat'sül Heritage Village opens a powerful cultural experience with overnight teepee stays hosted by the Xat'sül First Nation. The experience is grounded in Indigenous storytelling and workshops providing an immersive way to discover the land. For adventure-seekers, Tutti Gravel Inn in Clinton is a gravel cyclist's dream. The first gravel bike hotel in Canada kicks off its women-only Gravel Goddess Camps in May 2026, including three days of shared accommodations, hearty meals, and guided rides tackling elevation gains of up to a kilometre (0.6 miles).





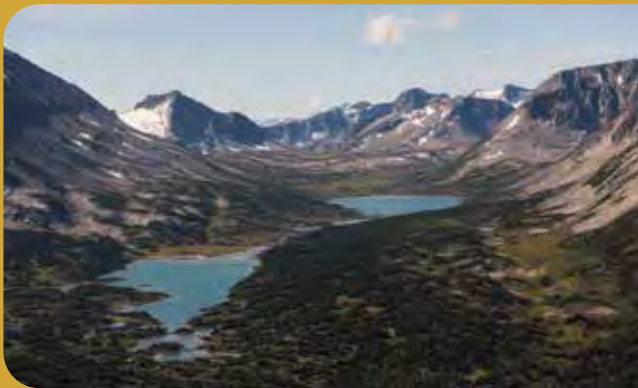
HORSE-LED HEALING AT NEMIAH VALLEY LODGE

As demand for transformative travel continues to grow, Nemiah Valley Lodge introduces a new, restorative journey: the Equine Wellness Program, a healing experience grounded in culture, nature, and connection. Situated between Chilko Lake and the Taseko Lakes on the ancestral lands of the Xeni Gwet'in, part of the T̓silhqot'in Nation, this off-grid retreat weaves together ancient wisdom with modern therapeutic practices. Led by Indigenous trainers, guests are invited into a quiet rhythm of mindful grooming and gentle riding. Framed by still waters and soaring peaks, the experience promotes emotional clarity, balance, and

resilience. Equine therapy has been proven by research to support physical and mental health, including managing anxiety, depression, and PTSD—a shining example of the healing power of nature, tradition, and the bond between humans and animals.

NEW HUT-TO-HUT HIKING ADVENTURE

In 2024, Nuk Tessli, a remote wilderness lodge in Nimpo Lake, introduced a hut-to-hut hiking route deep in the Coastal Mountains. With the addition of the new Wilderness Lake cabin—sitting 1.7 kilometres (1 mile) beside a pristine alpine lake, 12 kilometres (7.5 miles) from Nuk Tessli—visitors can discover this untouched terrain at their own speed. The five- or six-day route includes a floatplane drop at Wilderness Lake, day hikes to Moonlight Glacier and Flat Top Mountain, and a challenging but rewarding five-hour trek through remote wilderness back to Nuk Tessli. There, adventurers can continue their journey with canoeing, hiking, or simply enjoying the silence. This is one of the only hut-to-hut hikes in BC, offering the kind of solitude that rewires the soul.



RESILIENCE RISES IN THE FRASER CANYON

The Mighty Fraser River and its tributaries are lifelines that carve through the land, sustain ecosystems, and carry centuries of stories. Just two hours east of Vancouver, this resilient region—battered by floods and wildfires in recent years—is rebuilding stronger. The historic Hudson's Bay Company Heritage Trail, impassable after the 2021 floods, has been cleared of debris. Stretching 75 kilometres (46 miles) through old-growth forests and alpine meadows, it welcomes hikers to retrace traditional routes used by the Stó:lō, Nlaka'pamux, and Similkameen Peoples. In Lytton, the Chinese History Museum, home to one of the largest

collections of Chinese artefacts in North America before the 2021 wildfire, has reopened to preserve the legacy of Chinese miners, railway workers, and settlers. In Boston Bar, REO Rafting & Yoga Resort has rebuilt from fire and flood, inviting visitors once again to experience whitewater rafting, yoga, and other outdoor pursuits along the Nahatlatch River.





SIP HAPPENS: ACTIVE WINE OUTINGS

Prefer less sweat and more sip? Lakeside Eco-Sports in Kelowna invites visitors to zip through the Okanagan Valley on a self-guided e-bike tour. The route includes wine and mead tastings at three venues, along with a vineyard-side charcuterie lunch at Meadow Vista. Hoodoo Adventures combines paddles with pours on its award-winning Kayak Wine Tour. Embarking from Penticton, guests paddle sunny Okanagan Lake before hopping aboard a shuttle bound for local wineries, a picnic with a view, and a sweet orchard stop on the return. For those always dashing to the next pour, the Half Corked Marathon (May 28–31, 2026) in Oliver Osoyoos Wine Country offers a vineyard-to-vineyard course, complete with wine stations, a costume contest, and a finish-line party that keeps the celebration flowing.





EAT, SLEEP, AND SIP THROUGH HARVEST SEASON

In fall, the Okanagan comes alive with vineyard escapes straight from a storybook where guests can eat, sleep, and sip—all without leaving the vines. In Cawston, the beating heart of harvest, Klippers Organics celebrates the season’s bounty across 24 hectares (60 acres) of regenerative farmland. Savour wood-fired dishes at Row Fourteen, sip estate ciders straight from the orchard, and unwind in comfortable farmstay suites, just steps from the orchard. Also in Cawston, Orofino Vineyards is harvest-ready with the first straw-bale winery in Canada. Solar-powered and Gold Level Certified by

Green Tourism, Orofino offers suites with private decks overlooking the vineyard, seated tastings, and picnics amid the fall foliage. In Oliver, Burrowing Owl is set on a 56-hectare (140-acre) vineyard bustling with harvest activity. With adult-only rooms, vineyard-view decks, and a restaurant serving locavore cuisine, it’s autumn in a glass.

KELOWNA EYES UNESCO CITY OF GASTRONOMY STATUS—A FIRST FOR CANADA

Kelowna is crafting a new chapter in culinary history with a bold bid to become the first UNESCO City of Gastronomy in Canada. Known for its sun-drenched vineyards, abundant orchards, and innovative food scene, Kelowna has been officially invited to apply for designation through the UNESCO Creative Cities Network. The 2025 nomination could prove a pivotal milestone for the Okanagan Valley. More than merely a title, the designation recognizes cities with cultures rooted in food: from sustainable farming and Indigenous culinary traditions to communities that live and breathe local. As Kelowna looks to share its story with the world, this designation could serve as the ultimate pairing of place and plate.



A CENTURY OF LAKESIDE LUXURY: THE TIMELESS TALE OF HOTEL ELDORADO

Situated on the shores of Okanagan Lake, the iconic Hotel Eldorado has been a beacon of lakeside elegance since 1926. Founded by Countess Bubna, an English stage actress-turned-aristocrat with a flair for glamour and adventure, the hotel began as a refined retreat for her worldly circle—drawn by the valley’s natural beauty and the promise of a new railway connection in 1927. Today, the hotel blends classic charm with modern indulgence. Guests enjoy access to a private marina, lakefront boardwalk, heated outdoor pool and hot tubs, and over 50 stylishly appointed rooms and suites. Rooted in history, yet always looking forward, Hotel Eldorado is a story still unfolding, with each visit adding a new page to a century-old story.

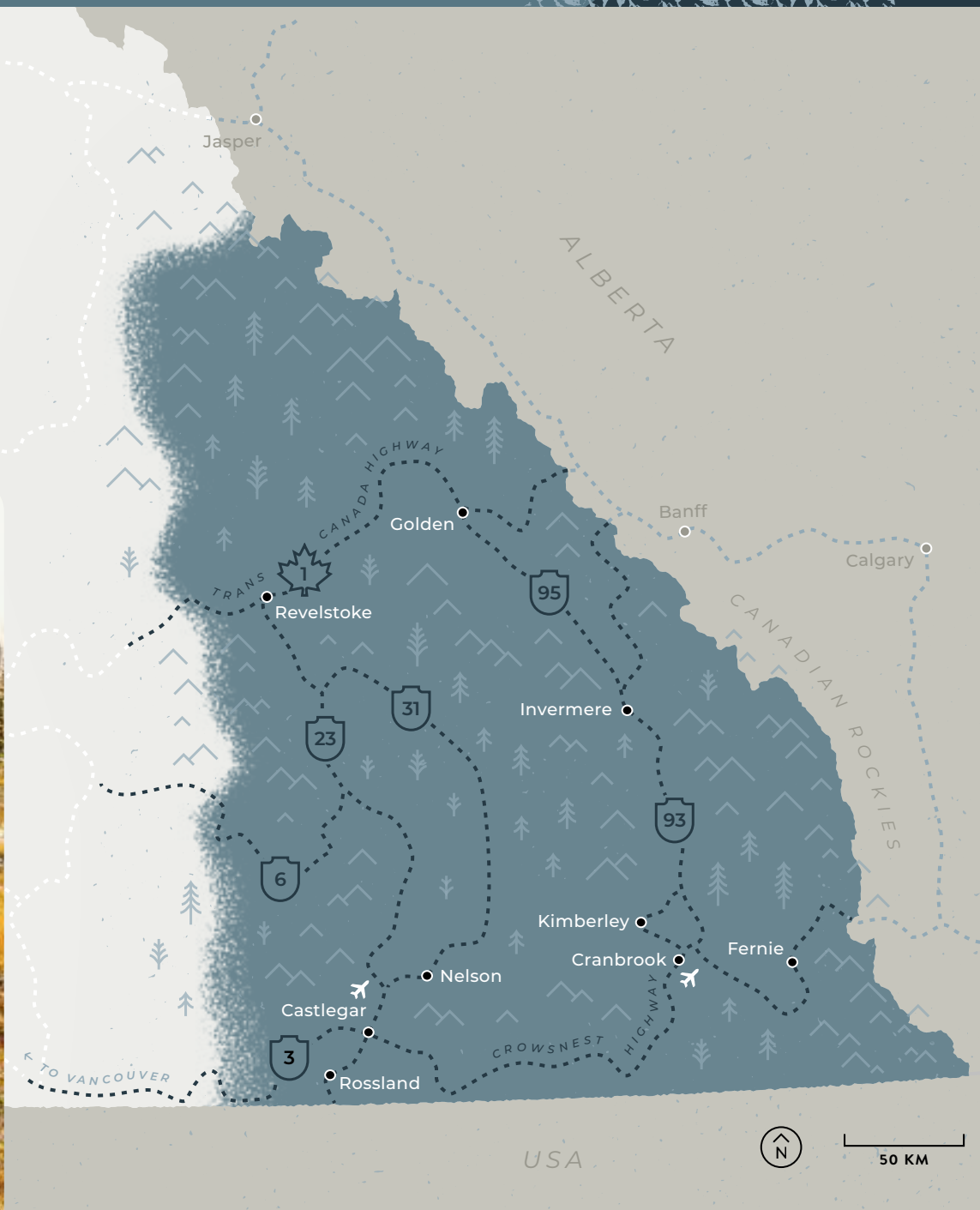




BIRTHPLACE OF ADVENTURE

BRITISH COLUMBIA

FOUR MOUNTAIN RANGES—THE CANADIAN ROCKIES, PURCELLS, SELKIRKS, AND MONASHEES—RISE, SHELTERING VALLEYS THAT UNFOLD FROM SUMMITS INTO RIVERS, HOODOOS AND HOT SPRINGS.



WOMEN-OWNED BACKCOUNTRY LODGES LEAD THE WAY

In the legendary *Birthplace of Adventure* in BC, women are shaping adventure through experience, sustainability and a deep connection to the mountains they call home. At Valhalla Mountain Touring, owner Jasmin Caton—who oversees operations, is a rock guide, and teaches ACMG rock and ski guide courses—organizes guided ski tours that encourage guests to focus on the journey, not the logistics. Valkyr Adventures, co-owned by Shelly Glasheen, offers access to three remote lodges on guided or self-guided adventures, all within a framework of ecological stewardship and low-impact exploration. At Selkirk Mountain Experience, Nicoline Beglinger leads small groups through glacial terrain and high-alpine meadows, where summer treks pass more than 100 varieties of wildflowers. In the Canadian Rockies, Talus Lodge—co-owned by Olympic medalist Sarah Renner—invites guests to unplug and tune into the mountains, through winter ski tours and summer hikes.



DISCOVER THE STORIES OF THE KTUNAXA PEOPLE

The Ktunaxa Interpretive Centre, located within St. Eugene Resort in Mission, invites visitors to step into this living history of the Ktunaxa People who have stewarded the lands for over 10,000 years. The centre stands on the grounds of a former residential school, where Ktunaxa youth were once forced from their families and culture. Today, this place of trauma has been transformed into a space of remembrance and renewal. Guests can hear directly from Elders and Knowledge Holders, discover archival photographs and artefacts, and watch an emotional documentary sharing survivors' stories. Tours immerse visitors in both the history

and living culture of the Ktunaxa. By reclaiming St. Eugene, the Ktunaxa have built a space dedicated to cultural pride while ensuring economic sovereignty for generations to come.

THE HIGHEST VIA FERRATA IN NORTH AMERICA AWAITS IN THE CANADIAN ROCKIES

Adventure reaches new heights on the Mt. Nimbus Via Ferrata, the tallest of its kind in North America. Suspended nearly 600 metres (1,970 feet) above the valley floor, the bucket-list climb delivers unparalleled alpine views alongside a rush of adrenaline. Accessible by helicopter only from CMH's Bobbie Burns Lodge, the journey pairs the luxury of a modern mountain retreat with raw, vertical adventure. Guests spend their days navigating in a landscape of towering granite arêtes, ice-carved valleys, and old-growth forests. By nightfall, they return to spacious accommodations for mountain-view cocktails and fireside stories.



SUMMER ADVENTURE AT MOUNTAIN RESORTS IN BC

Ski resorts may be built for snow, but these alpine playgrounds are inviting travellers to recreate with no snow required. In Rossland, RED Mountain Bike Park, developed with world-renowned designers Gravity Logic, welcomes riders to test their skills on flowing trails and singletrack. It's the gateway to over 200 kilometres (124 miles) of trails maintained by the Kootenay Columbia Trails Society—a mecca for mountain bikers. The new Revelstoke Highline at Revelstoke Mountain Resort leads adventurers across a 75.5-metre (247-

foot) suspension bridge towards panoramic views of Mt. Begbie and the Columbia Valley. Visitors to Golden can meet Boo, a rescued grizzly roaming an 8-hectare (20-acre) mountainside refuge at Kicking Horse Mountain Resort. Through guided interpretation, guests gain a glimpse of grizzly conservation and the challenges facing this blue-listed species.





© Destination BC Corp. All rights reserved. Unauthorized reproduction is prohibited. "SUPER, NATURAL BRITISH COLUMBIA", "NATURE'S HEARTLAND", "RAINFOREST TO ROCKIES", "INFINITE COAST", "BIRTHPLACE OF ADVENTURE", "THE GREAT WILDERNESS", and "VALLEYS AND VINEYARDS" and all associated logos/trademarks are trademarks or Official Marks of Destination BC Corp.



Sabrina Robson
Sabrina.Robson@DestinationBC.ca
604 953 6708

Vidia Panna
Vidia.Panna@DestinationBC.ca
778 572 5261

