

# TOURISM:

## “Beauty & Grandeur Transcending any other Peaks of the Rockies”

Words of Frank Smythe, an English mountaineer, who wrote about the mountains of the world.

**FOR VALEMOUNT, MCBRIDE, ROBSON  
AND CANOE VALLEYS, BRITISH COLUMBIA**



## The clean, fresh mountain air, ancient forest, clear-flowing rivers of British Columbia's Robson and Canoe Valleys and the recreational opportunities offer a unique and adventure rich place for visitors.

The awe inspiring diversity of landscapes will hold a special place in your heart. The Robson and Canoe Valleys' friendly communities are eager to greet you and share this wonderful destination.

### Top 5 Reasons To Invest in the Tourism Industry in Robson-Canoe Valleys

- Visitors – High traffic throughout the year – both summer AND winter
- Exhilaration – Home to world-class snowmobiling and heli-skiing industries and iconic Mount Robson
- Location – Bordering Jasper National Park and Mt. Robson Provincial Park, halfway between Edmonton and Vancouver or Prince George
- Available highly-skilled people – Home to College of New Caledonia's Northern Outdoor Recreation and Ecotourism program
- Access and Exposure – Located on the Yellowhead Trans-Canada Highways No. 16 and 5.

If you are looking to invest in an existing tourism based business or start a new one, the Robson and Canoe Valleys have a lot to offer. Local governments understand tourism—and its value for local economies. The area offers a wide array of natural assets and attractions where visitors

enjoy impressive scenery and a range of outdoor activities such as hiking and snowmobiling on trails or open back country, heli-skiing, camping, river rafting, fishing and much more.

### Distinct seasons bring visitors to this land of unsurpassed natural beauty.

**Summer** offers ample opportunity to hike and explore the majestic ancient forest. From easily accessible walks and day hikes to overnight backpacking trips in remote wilderness areas, these trails offer great variety in natural scenery and ecology.

Excellent wildlife viewing opportunities exist throughout the area – Mule and Whitetail Deer, Moose, Elk and Black Bear call the lower elevation home while Grizzly Bear, Caribou, Mountain Goat and Mountain Sheep inhabit the higher elevations.

If excitement is what you are looking for, a whitewater rafting trip down a wild & scenic river may be just what you crave! An experience you will never forget!

There are also excellent opportunities to watch salmon spawning as they conclude their annual voyage up the Fraser River from the Pacific Ocean.

**Fall** is harvest season for the farmers, giving you the opportunity to delight in fresh local produce. The area boasts some of the most outstanding fall colour scenery in Canada. A variety of events take place includ-

ing fall fairs, colour festivals and more. All opportunities to enhance the experiences you will offer to customers.

**Winter** in Robson and Canoe Valleys is invigorating, fun and full of adventure. Get the adrenaline flowing and explore the high alpine country with a world-class trip on a snowmobile! The area offers excellent sledding conditions with varied terrain, from gentle slopes to switchbacks – not to mention the world's best powder snow.

If quiet is what you prefer then the groomed cross-country skiing trails on Bell Mountain or breaking your own ski or snowshoeing tracks on the vast expanses of wilderness are what you will find here – all opportunities to enhance the tourism experience you want to provide.

**New and exciting opportunities abound for Tourism Based Businesses who specialize in the following areas:**

- Accommodations
- Agri-tourism
- Bus Tour activities
- Eco-tourism
- Summer activities: ATVing, rafting, hiking, etc.
- Snowmobile support and family based activities

All areas of the Valley recognize and support the value of tourism as an economic generator to the area and are very aware of their very special product and appeal to non-residents.

**Skilled and Experienced Workforce**

The Robson and Canoe Valleys can meet wide-ranging needs for staff through qualified local residents, that hold relevant post secondary training for tourism-related business.

Valemount is home to the NORE (Northern Outdoor Recreation and Ecotourism) program giving it even more prominence as a centre of tourism and turning out students that are trained in guiding, interpretation and recreation instruction.

**Markets**

There are huge markets. Canada's highest per capita incomes are found in neighbouring Alberta. Edmonton, Calgary, Kelowna and Vancouver are easy day trips away on the well-maintained Trans-Canada Highway.

The Robson and Canoe Valleys are on the way from Jasper National Park and Mt. Robson Provincial Park, and have the nearest accommodations outside of these world famous destinations.

Local airports give even easier access to charters and those with their own air transportation with an international airport at Prince George, just 2-3 hours away.

**Commercial Building/Land Availability**

Several existing sites are available in the downtown areas for commercial development. There are one or two larger areas in both major centres for larger development, and the ability to accommodate site specific proposals throughout the area including those on the vast tracts of Crown Land.

**Emergency Services**

Local fire and emergency services, with region-wide enhanced 911. The Region has low crime rates and has Police Detachments in McBride and Valemount, with a Crimestoppers and assault hotline.

**Recreation and Cultural Facilities**

Canoe Valley Recreation Centre and the Robson Valley Recreation Centre are hubs of activity featuring ice arenas, curling rink, fitness centers and indoor racket sports. The new Robson Valley Community Centre is ready to host a variety of conferences and events.

**Visitor Marketing Initiatives**

Both McBride and Valemount have created interesting and attractive entrances to their communities with impressive tourism information centres.

**Contact Information:**

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