

BIRTHPLACE OF ADVENTURE



POSITIONING STATEMENT

A LAND OF ENDLESS PEAKS, SHAPING
GENERATIONS OF ADVENTURERS

PILLARS

NATURE

ENDLESS PEAKS & VALLEYS

Four ranges, endless peaks: The rugged Canadian Rockies, Purcells, Selkirks, and Monashee mountains rise impressively. Stretching to the sky, these ranges embrace and protect communities living in the valleys within and shape their way of life.

Rivers connect valleys: Crisp alpine rivers—including the giant Columbia River—run alongside lakes and hot springs, weaving through valleys. They play a vital role in the cultures and histories of Indigenous & settler communities, providing sustenance, livelihood, and recreation.

Nature, preserved: Experience awe-inspiring encounters with nature and wildlife in protected areas; home to four national parks, over 60 provincial parks, and the Columbia Wetlands—five of which are UNESCO World Heritage Sites.

CULTURE

REAL MOUNTAIN CULTURE

Mountain town vibe: A unique collection of relaxed, humble communities, each offering a different slice of mountain life and proudly calling this area, “The Kootenays”. From the energetic buzz of ski and bike towns to artsy enclaves and resource-driven hubs, all are united by a deep connection to the outdoors that shapes every part of life here and continues to evolve.

Grounded in the land: Preservation and respect for nature isn’t just a practice—it’s a way of life passed down through generations, inspired by the Indigenous Peoples whose ways of being, languages, practices, and stories are rooted in the mountains and valleys, rivers, and with living creatures.

Boldly authentic: Passionate, unpretentious people who value substance over style, and experience over extravagance.

ADVENTURE

STEEPED IN ADVENTURE

Birthplace of adventure: Generations of Indigenous peoples were the first to navigate these peaks and valleys, forging paths and stories that remain central to their identity. Later, Swiss guides and the creators of cat and heli-skiing carried forward this spirit of moving across the land, cementing a reputation as a hub for adventure.

Heart-racing to heart-resting: Whether navigating swift rivers, trekking mountain trails, or rejuvenating in natural hot springs, there are countless ways to define adventure here.

Easygoing and serene: World-class outdoor experiences unfold effortlessly in a relaxed setting surrounded by inspiring landscapes. Visitors find adventure alongside passionate and laid-back locals.