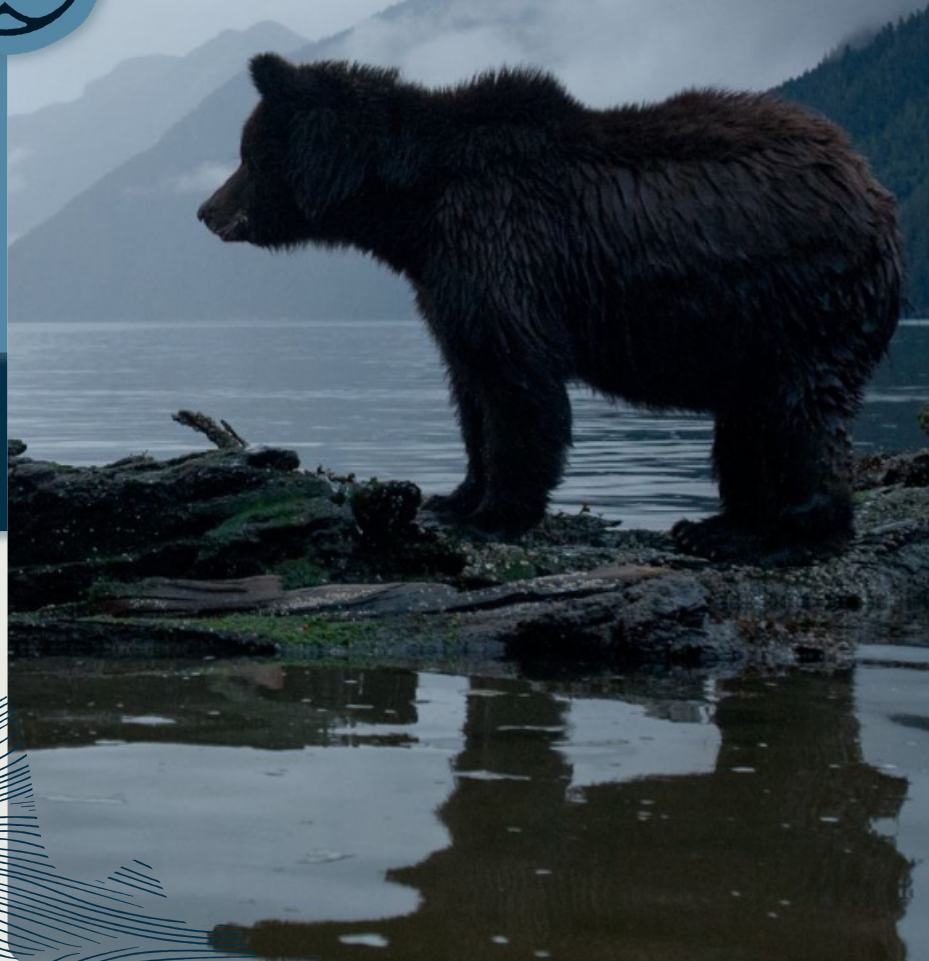


THE INFINITE COAST



POSITIONING STATEMENT

A JOURNEY ALONG THE PACIFIC EDGE,
WHERE OCEAN, RAINFOREST, AND
MOUNTAINS CONVERGE, AND CULTURES
ARE SHAPED BY LAND AND SEA

PILLARS

NATURE

WATER & LAND CONVERGE

Interconnect worlds: Water and land converge along a rugged coast where secluded beaches, dramatic mountains, and lush rainforests come together in an interconnected world of biodiversity, cared for by the keepers of the land.

Ancient rainforests: Rising from the waters are great rainforests where towering 600-year-old trees line steep fjords that slope into the sea. Coastal mist keeps these forests alive as their dewy canopy sustains vibrant ecosystems shaped by land and tide.

Time-honoured wildlife: Elusive giants—grizzlies, eagles, salmon, wolves, and whales—thrive in the mysterious depths of land and sea. Salmon forests, where life flows between water and land, embody the interconnectedness of these ecosystems. These adaptive creatures symbolize our kinship with nature, honoured and storied in Indigenous cultures.

CULTURE

LIFE IN SYNC WITH THE OCEAN

Communities connected by ocean: The ocean is the essence of life on the coast; both as a force and a provider. From the bustling city of Victoria to remote coastal villages and more than 50 distinct First Nations, these communities share a connection to the water that sustains livelihoods, feeds economies, and links people through vital waterways.

Coastal creativity: A community of artisans, free thinkers and changemakers, shaped by the coast's rhythms and contrasts. Art flourishes, sharing the stories and symbols of the First Peoples and a diverse array of other perspectives on the coast. Culinary crafts that celebrate the coast's abundance flow from pole and soil to plate. The spirit of innovation and activism shapes art, science, sustainability, and life in harmony with land and ocean.

ADVENTURE

COASTAL JOURNEY

Multi-modal adventure: The journey itself is an adventure, blending travel modes to immerse travellers into unique converging worlds. Each mode of travel reveals distinct ecosystems, connecting landscapes, cultures, and stories.

Ocean encounters: Adventures in and on the water connect us to the elements, balancing vulnerability and respect with the thrill of the worlds and wildlife above and below the surface. When guided by local adventurers, these experiences deepen our understanding of the ocean and its energy.

Immersive rainforest: The rainforest draws us into its depths, where passionate local experts lead travellers through the trees. They reveal hidden creatures, waterfalls, and ocean vistas, sharing cultural connections and stories of stewardship to ensure every encounter is filled with wonder.