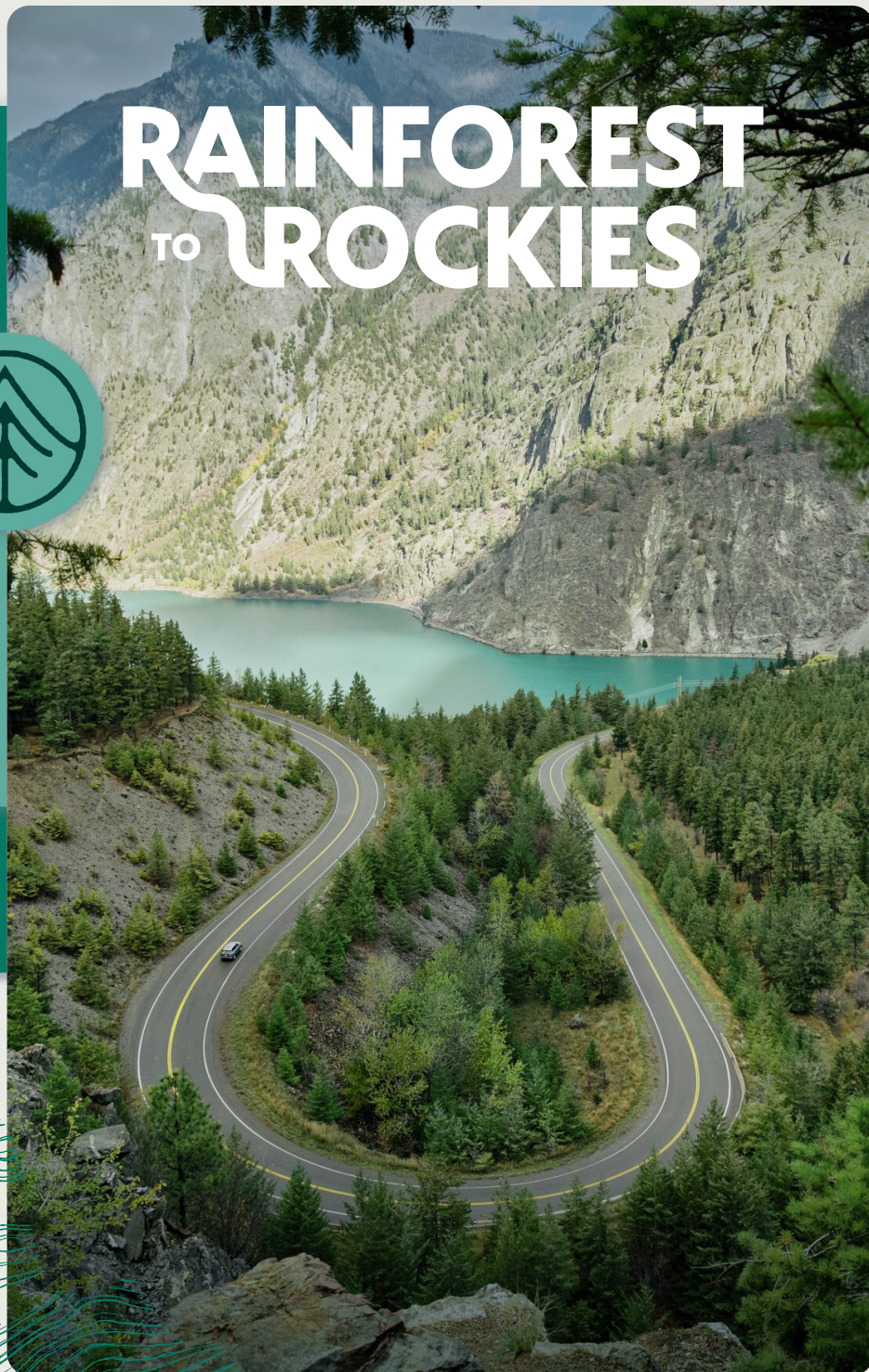


RAINFOREST TO ROCKIES



POSITIONING STATEMENT

THE ICONIC CANADIAN JOURNEY BETWEEN THE PACIFIC OCEAN AND THE CANADIAN ROCKIES WHERE EVER-CHANGING LANDSCAPES UNFOLD AT EVERY TURN

PILLARS

NATURE

EVER-CHANGING

Diverse landscapes: Ocean, rainforest, desert, glaciers, and grasslands: the many natural worlds of BC connected together into one journey.

Transforming wonders: Every turn in the road reveals nature's wonder, as landscapes transform around you, inviting you to slow down and take it all in.

Famous landmarks: Begins and ends in world-renowned urban and natural landmarks.

CULTURE

CONNECTION TO CULTURES

Living in nature: Encounter ocean cities and rustic communities set against stunning and diverse natural backdrops.

Links many cultures: Diverse cultures unfold from east to west, from First Nations with deep knowledge of the land to passionate locals and newcomers, filling the journey with connection.

ADVENTURE

CHOICE & EASE

Quintessential BC: Experience everything that makes BC famous in one journey from welcoming cultures to dazzling landscapes to winding waterways and the wildlife within.

Choice and personalisation: A route with so many loops and offshoots, each revealing local gems and surprising encounters, that travellers can stitch together a personalized adventure at their own pace.

Easy to access: A range of activity available through easily accessible roads and diverse geography.