

The Great Wilderness



POSITIONING STATEMENT

A GREAT WILDERNESS THAT SURROUNDS
ADVENTURERS IN VAST SCALE AND THE
TRANSFORMATIVE POWER OF NATURE

PILLARS

NATURE EPIC SCALE

Towering lands: This land of giants features endless skies, open roads, soaring volcanoes, deep valleys, and ancient glaciers. Though you might feel solitude here, you are not alone—you are connected to nature and those who came before you.

Animal kingdom: A place where wildlife outnumbers people, and colossal creatures like elk, moose and bison roam free.

CULTURE STRENGTH & WISDOM

Stewarded wilderness: Though these lands are vast, they are anything but untouched; the First Nations of the North have lived in harmony with these lands since time immemorial.

Links many cultures: Strong, quirky characters with generous hearts and unapologetic charm. A journey here is shaped by legends which connects us to the heart of the North.

ADVENTURE BEYOND LIMITS

Separated from ordinary: Amidst the vastness of nature and under a sky filled with endless stars, we distance ourselves from everyday concerns, inspiring a shift in perspective and transformation.

Beyond the bounds: The North is for trail blazers, boundary pushers, and opportunity seekers. For all who come, the reward is a sense of freedom, expansion, and the kinds of stories others can only imagine.