

A high-angle, wide shot of a mountain valley. In the foreground, a person in a red jacket sits on a large, grey, jagged rock. Below them, a dense forest of evergreen trees covers the valley floor. A turquoise lake, likely a glacial lake, winds through the valley, reflecting the surrounding greenery and mountains. The middle ground shows rolling green hills with patches of forest. In the background, rugged mountains with rocky peaks rise against a sky with soft, white clouds. The lighting suggests late afternoon or early morning, with long shadows and warm tones.

SUPER,
NATURAL
BRITISH
COLUMBIA
CANADA

BC FACT SHEET

British Columbia is where untamed wilderness meets urban energy. Dramatic mountains, ancient rainforests, and endless coastlines define the landscape, while cities pulse with culture, creativity, and trailblazing innovation.

THE LAND

- **Diverse landscapes:** From glacier-fed rivers to semi-arid deserts, BC's geography is shaped by 10 mountain ranges that cover 75% of the province.
- **Vast wilderness:** 14% of BC's wilderness is protected, with 1,033 provincial parks and seven national parks safeguarding ecologically rich ecosystems and abundant wildlife.
- **Epic coastline:** Stretching over 25,000 kilometres, BC's coastline is lined with dramatic fjords, marine islands, and coastal habitats.

QUICK FACTS

- **Climate:** BC features diverse microclimates, including alpine, tundra, desert, and rainforest. The coast enjoys Canada's mildest weather, while the interior sees hot, dry summers. Central and northern regions have colder, snowier winters.
- **Time Zone:** Most of BC follows Pacific Standard Time (PST). Some eastern communities (e.g. Fort. St John, Dawson Creek, Golden, Kimberley, Cranbrook) use Mountain Standard Time (MST).
- **Languages:** English and French. There are 35 First Nations languages, and large Mandarin, Punjabi, and Cantonese-speaking communities.
- **Population:** 5,000,879 (2021)
- **Main Airport:** Vancouver International Airport (YVR)
- **More Info:** gov.bc.ca/travel



LYNN CANYON PARK | Hubert Kang



TĀ CH'ILĀ PROVINCIAL PARK | Andrew Strain



TATLAYOKO LAKE | Destination BC/Kari Medig



THE BUGABOOS | Reuben Krabbe



CHILKO LAKE | Kari Medig

THE PEOPLE

Indigenous Peoples have inhabited this land for over 10,000 years. Today, more than 200 First Nations share their living cultures through art, cuisine, and immersive experiences.

- **Cultural diversity:** One of Canada's most multicultural regions, BC is home to significant Chinese, Punjabi, German, Italian, and Russian communities.
- **Vast and sparsely populated:** Larger than France and Germany combined, BC spans nearly 945,000 km²—yet has fewer than five people per square kilometre.



OSOYOOS | Kari Medig



FRASER RIVER | Blake Jorgenson



OKANAGAN FALLS | Kari Medig

SUPERLATIVES

Tallest peaks:

Fairweather Mountain, straddling the BC/Alaska border, soars 4,663 metres (15,299 feet), while Mount Waddington—the highest peak entirely within BC—rises 4,016 metres (13,176 feet) in the remote Coast Mountains.

Longest river:

Flowing 1,375 kilometres (855 miles), the Fraser River is BC's lifeline—home to legendary salmon runs and vital to the province's ecology and economy.

Epic salmon migration:

Witness one of North America's largest sockeye salmon runs at the Adams River, in Tsútswecw Provincial Park—a natural spectacle that draws global attention each fall.

Largest island:

Sprawling 31,285 square kilometres (12,079 square miles), Vancouver Island is nearly half the size of Ireland and a hotspot of marine and land-based life.

Highest waterfall:

Della Falls plunges 440 metres (1,444 feet) in Strathcona Provincial Park—making it more than eight times taller than Niagara Falls.

Oldest tree:

Meares Island's "Hanging Garden Tree" is one of the oldest western red cedars on the planet—estimated at up to 2,000 years old.

Biggest rainforest:

The Great Bear Rainforest spans 6.4 million hectares (15.8 million acres) and is part of the Pacific temperate rainforest eco-region—the largest coastal temperate rainforest in the world.

Rarest bear:

The Kermode (Spirit) bear—found only in the Great Bear Rainforest—is a white-furred black bear revered by First Nations communities.

Fastest tidal currents:

Skookumchuck Narrows on the Sunshine Coast hits speeds over 16 knots, creating dramatic whirlpools and reversing rapids.

Longest free ferry:

The Kootenay Lake ferry crosses eight kilometres (4.9 miles), linking Balfour to Kootenay Bay—gateway to the artisan village of Crawford Bay.

Most per capita cyclists:

Victoria leads the nation with the highest number of cyclists per capita.

Highest-elevation restaurant:

Eagle's Eye Restaurant at Kicking Horse Mountain Resort sits 2,350 metres (7,710 feet) above sea level, offering fine dining with alpine views.

VALUE OF TOURISM IN BC*

Total revenue:

\$23.0B

Jobs supported by tourism:

113,760

Tourism GDP contribution:

\$8.0B

Number of tourism businesses:

16,925

* (2024, Source: Destination BC)



Whitehorse

YUKON

Juneau

ALASKA

**The Great
Wilderness**



BRITISH
COLUMBIA

CANADA

VANCOUVER



100 KM

Stewart

Fort Nelson

Fort St. John

Dawson
Creek

ALBERTA

Prince
Rupert

Terrace

Prince George

**RAINFOREST
TO ROCKIES**

Quesnel

**NATURE'S
HEARTLAND**

Bella Coola

**THE
INFINITE
COAST**

Port Hardy

Campbell
River

Comox

Whistler

Kamloops

Vernon

Kelowna

Penticton

Castlegar

Nelson

Cranbrook

Golden

Invermere

CANADIAN ROCKIES

*Valleys &
Vineyards*

USA

PACIFIC OCEAN

VANCOUVER ISLAND

Victoria

Seattle

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