

An aerial photograph of a river meandering through a valley. The river is light-colored, possibly due to sandbars or rapids, and winds through a landscape of green and yellow trees. The hillsides are covered in dense forest, with some areas showing autumnal colors. The lighting is warm, suggesting late afternoon or early morning.

SUPER,
NATURAL
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COLUMBIA
CANADA

BRINGING OUR BRAND TO LIFE

**2014/15 Ski Campaign
Launched November 4, 2014 in Ontario
and Washington markets.**



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Special

Ski Canada West



B.C.'S BEST SKI RESORTS

Skiers in B.C. are spoiled for choice — there's something for everyone in this spectacular province

PHOTO: MICHAEL DICKSON

In many ways, British Columbia is where the modern-day fantasy begins, the wild west spirit that more of us have than any other province. It's the place where you can see steep-and-deep valleys while your four-wheeled vehicle rumbles up a magic carpet lift and then down the first cat track — and pour both on the same mountain.

In fact, if you were pretty much anything to do with skiing on the west coast, B.C. is the place. We're all about the province's impressive checklist: Revelstoke Mountain's giant vertebrae, the Whistler Blackcomb's wide-open bowls that can quickly transition the backcountry that the words "skiing within bounds"

take on fresh meaning. On that note, so per cent of the world's best skiing is done right here in British Columbia, though that doesn't mean you'll find the province's regular ski resorts are just as good. In fact, the place where you can see steep-and-deep valleys while your four-wheeled vehicle rumbles up a magic carpet lift and then down the first cat track — and pour both on the same mountain.

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ONLINE
To find out more, visit
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RELEASED INTO THE WILD.

SUPER. NATURAL. BRITISH COLUMBIA. CANADA

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Big snow, big mountains and unbeatable après ski

Find the ski resort that's best for you

APES MOUNTAIN RESORT
Apes Mountain Resort is one of the best in the province of British Columbia. Located about 90 minutes from Vancouver, B.C., Apes is a full

service resort on a scenic mountain with a wide variety of ski runs and beginner terrain. The resort is a great place to enjoy the views and the snow. The resort is a great place to enjoy the views and the snow.

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THE VIEWS. THE TERRAIN. THE SNOW DOWN YOUR PANTS. (EITHER WAY, WE'LL GIVE YOU CHILLS).

STAY WITH US
Ski-in/ski-out accommodations. Free hot mornings, and relaxed evenings.

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BOOK YOUR SKI GETAWAY TODAY!

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BRITISH COLUMBIA NORDIC

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beyond Whistler Blackcomb's 5,000 acres of incredible and varied terrain, its endless world of dedication to grooming more terrain than anywhere else in North America, its experience on skis that is hard to measure. It's about our mountains and nature on our trails and ski resorts, and a whole lot more to explore.

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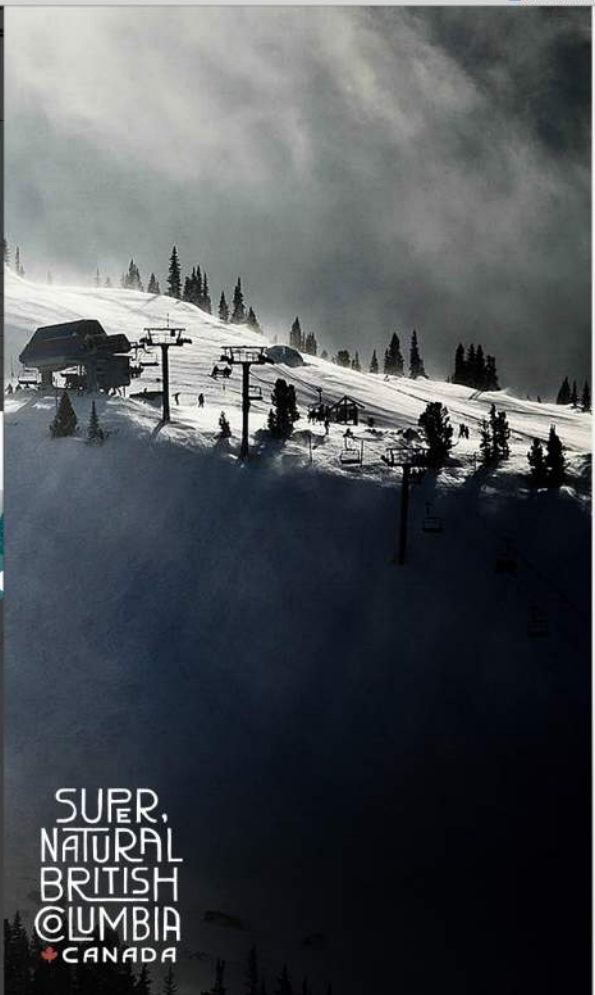
Includes ski, stay, and round-trip airport transfers (price)

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BIG WHITE

12cm FRESH SNOW
120cm BASE

EXPLORE BC'S SKI RESORTS

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CANADA



FERNIE

12cm FRESH SNOW
120cm BASE

EXPLORE BC'S SKI RESORTS

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CANADA



REVELSTOKE

12cm FRESH SNOW
120cm BASE

EXPLORE BC'S SKI RESORTS

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WHY SKI BC?

SKI RESORTS

BC SKI MAP

SKI OFFERS

WINTER ACTIVITIES



SNOW CONDITIONS

FERNIE

FRESH SNOW

20cm / 5in

BASE

180cm / 36in

[SEE MORE RESORTS](#)

BC SKI MAP

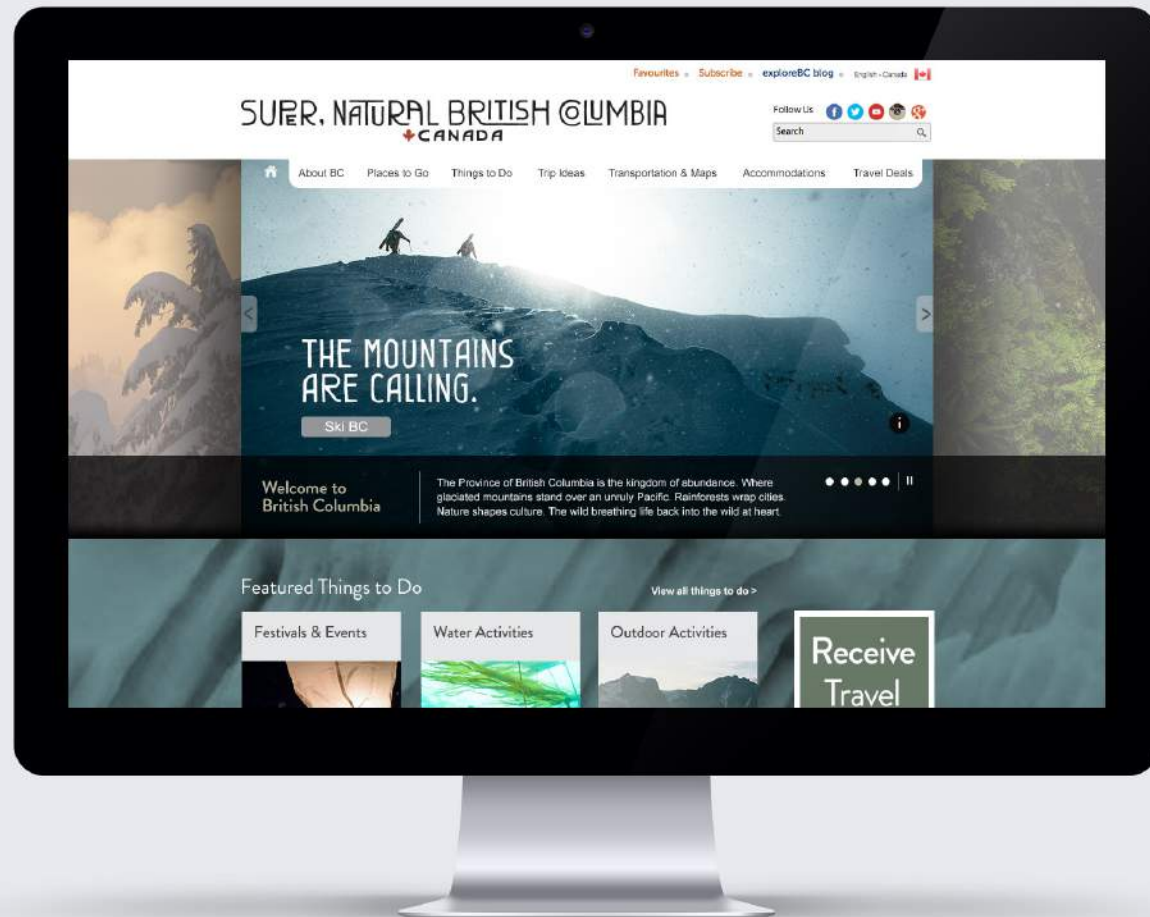


Ski Resorts
Apex
Big White

BC Ski Map
Ski Offers

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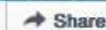
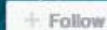
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The DBC team at work in Puebla, Mexico
spreading the word about BC experiences to



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Travel/Leisure



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APPS



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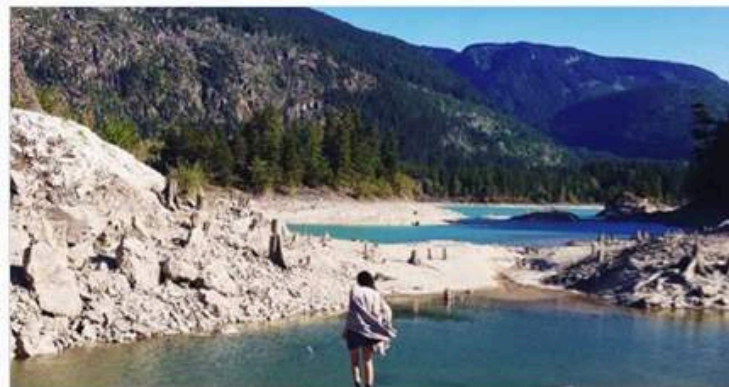


Destination British Columbia shared a link.

Yesterday

From Vancouver to Whistler, our BC Instagrammer of the week looks back at a month of escape in BC: <http://bit.ly/1sSqQvd>

#exploreBC #exploreCanada



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BC Lions Dinner

s.hey.com

WIN tickets for 2 to attend the BC Lions post game player dinner on Oct 11th!



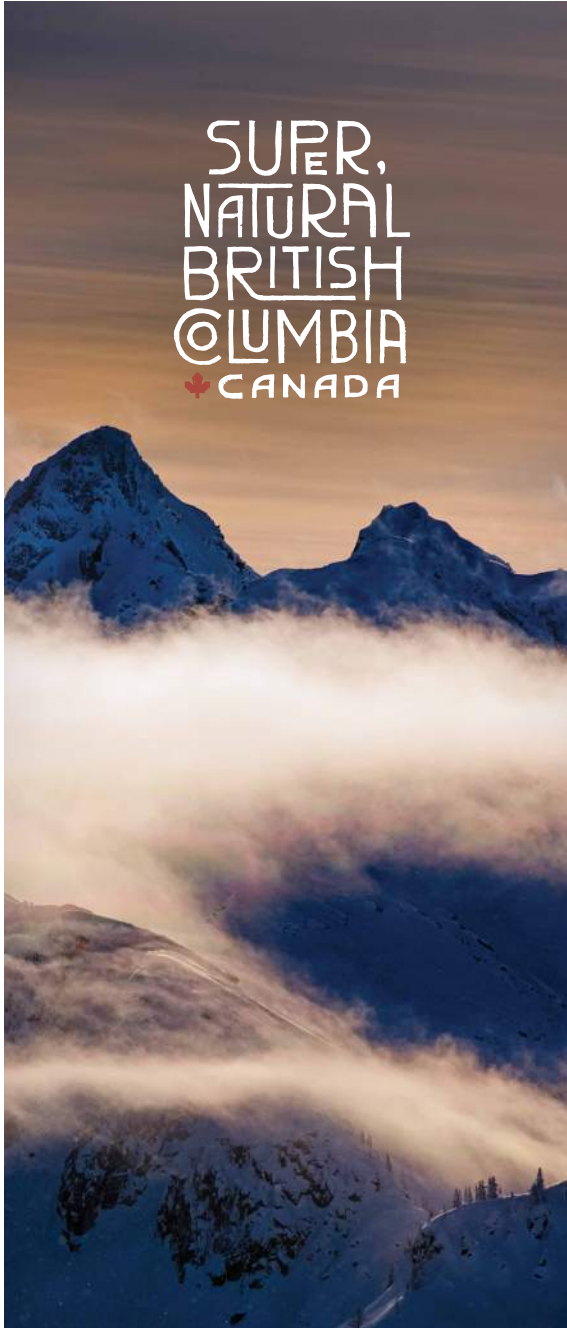
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beideal.idealimage.com

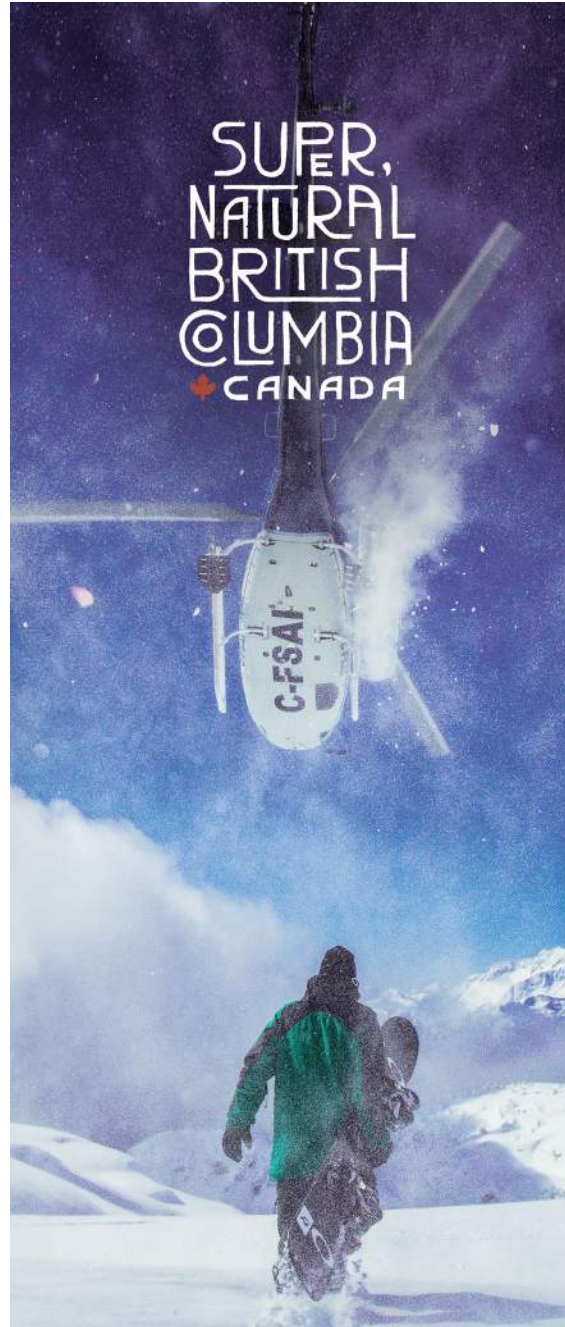
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PULL UP BANNERS



Location: Kootenay Rockies

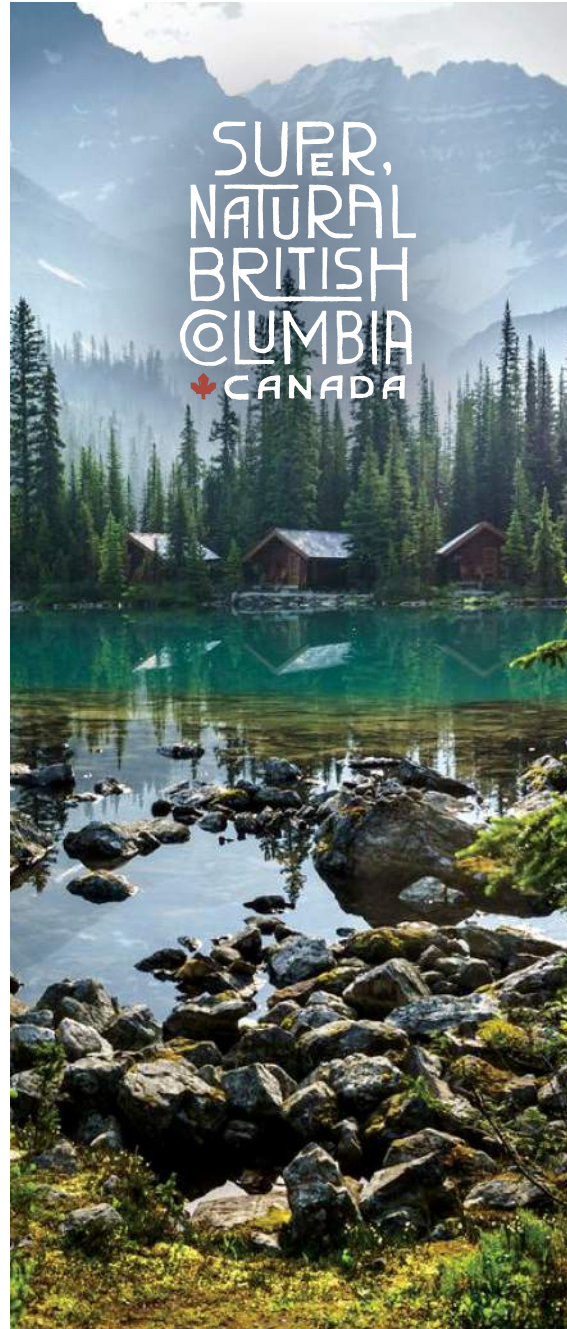


Location: Whistler
Vancouver, Coast and Mountains

PULL UP BANNERS



Location: Great Bear Rainforest

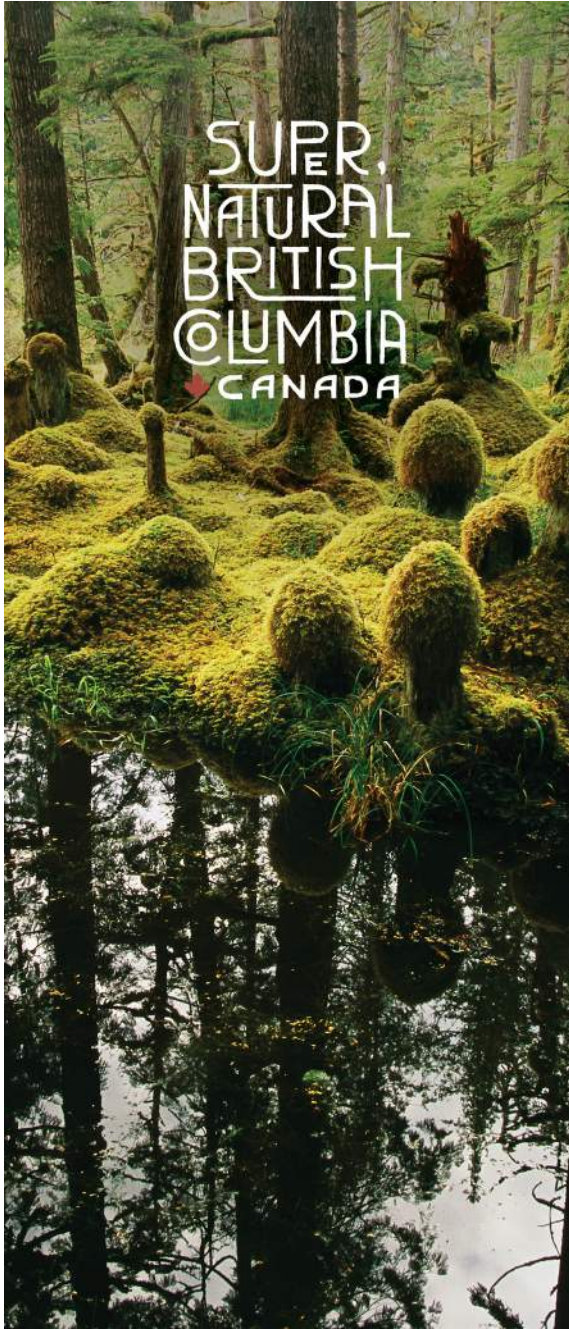


Location: Lake O'Hara
Kootenay Rockies



Location: Tofino
Vancouver Island

PULL UP BANNERS



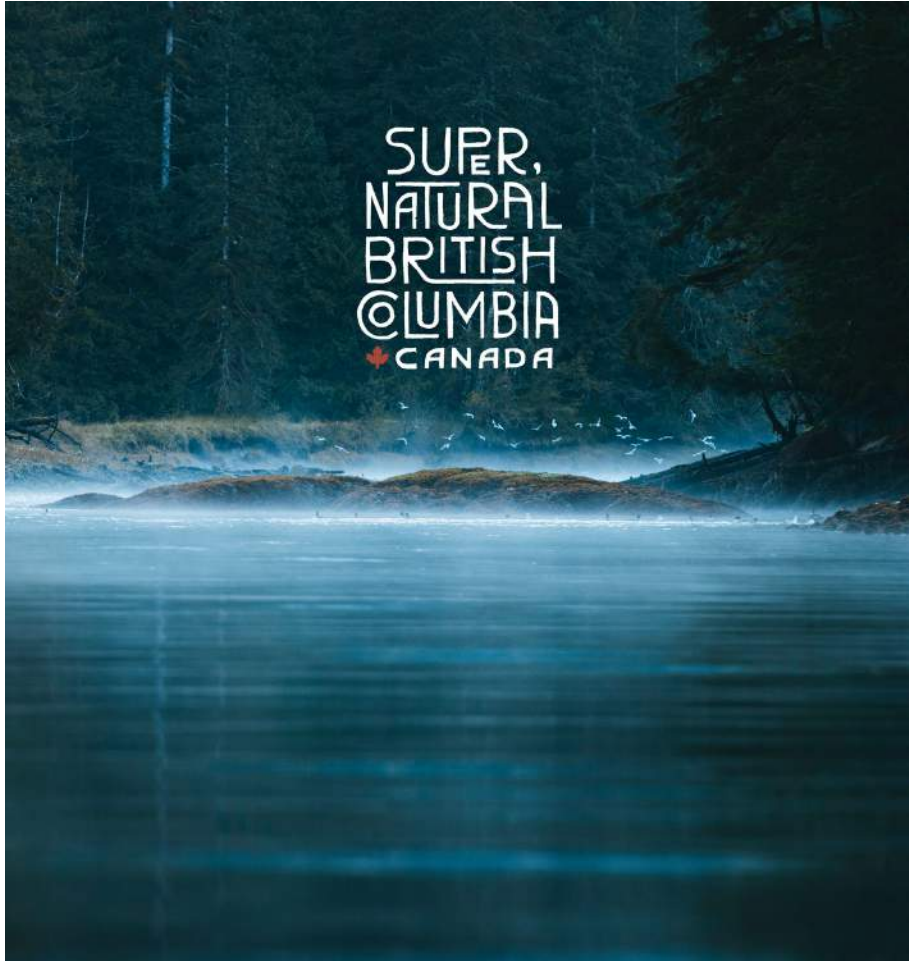
Location: Naikoon Provincial Park,
Haida Gwaii
Northern BC



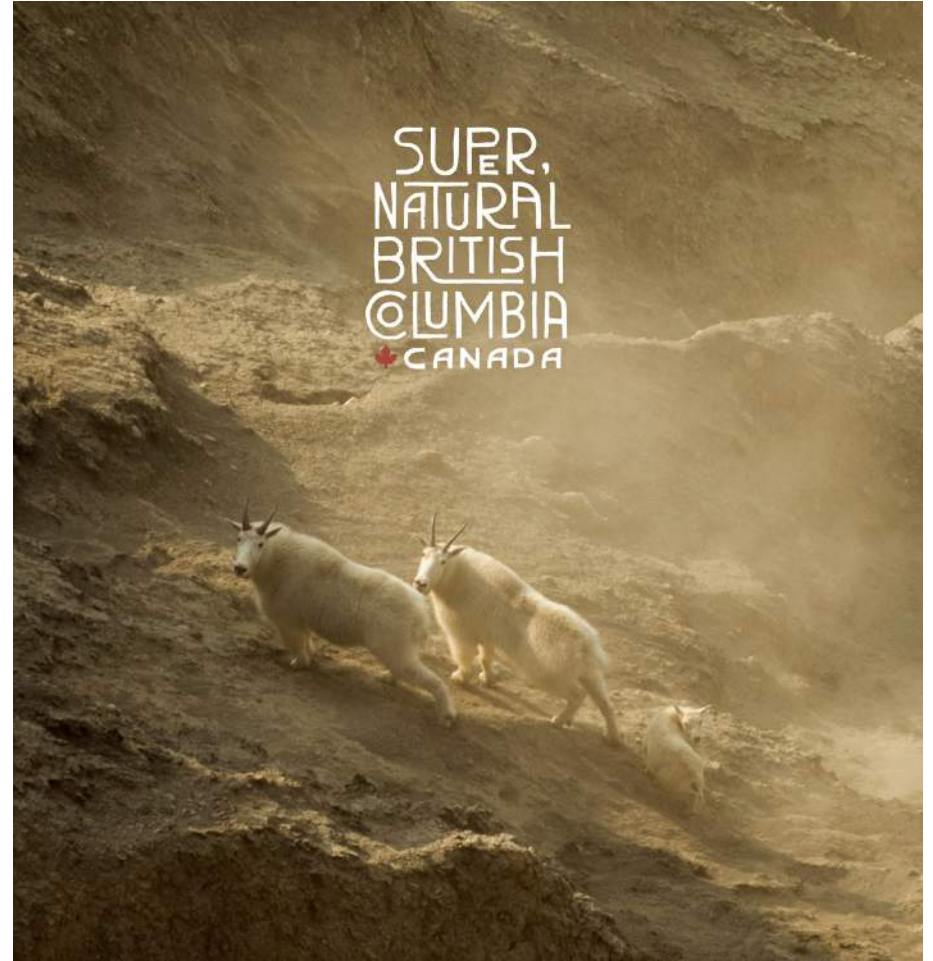
Location: Great Bear Rainforest



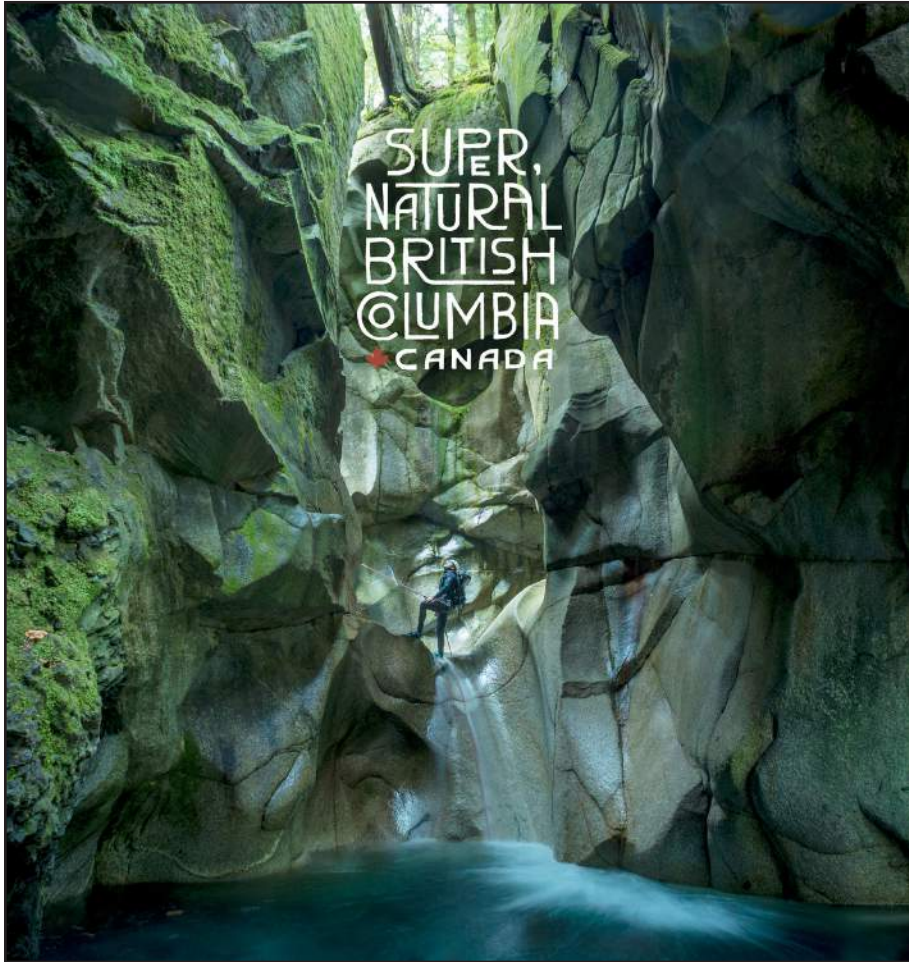
Location: Kamloops
Thompson Okanagan



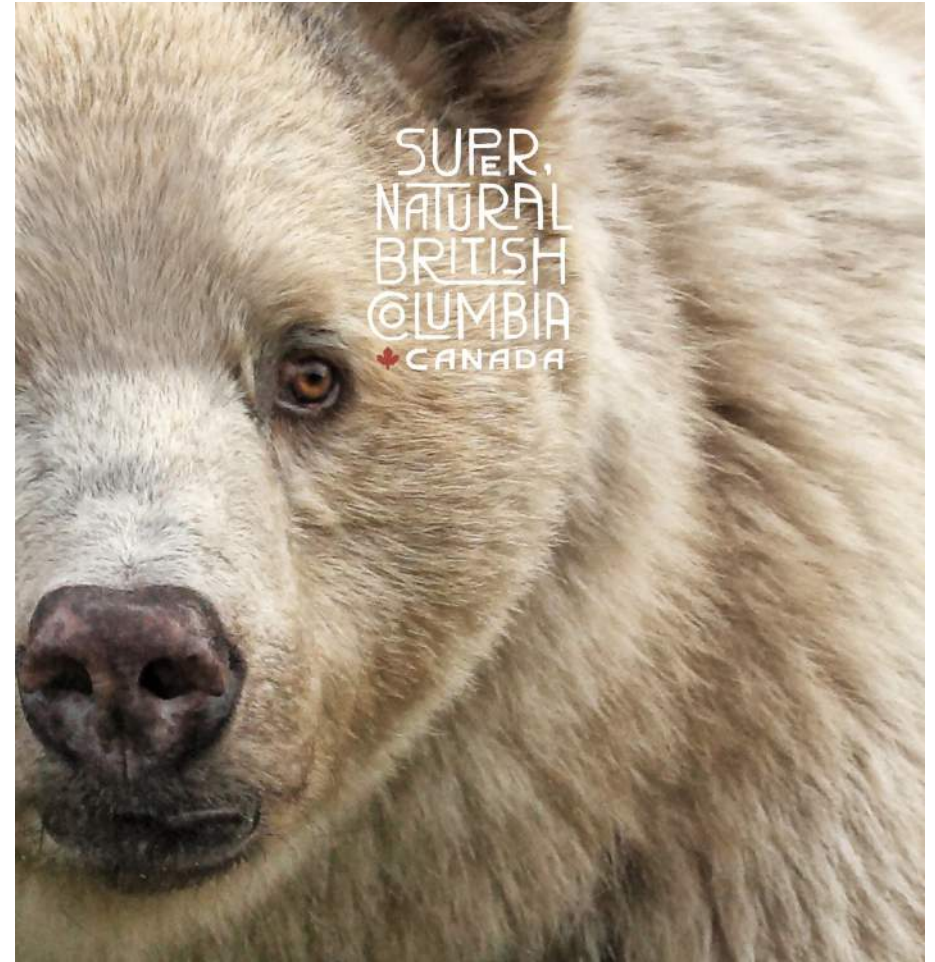
Location: Great Bear Rainforest



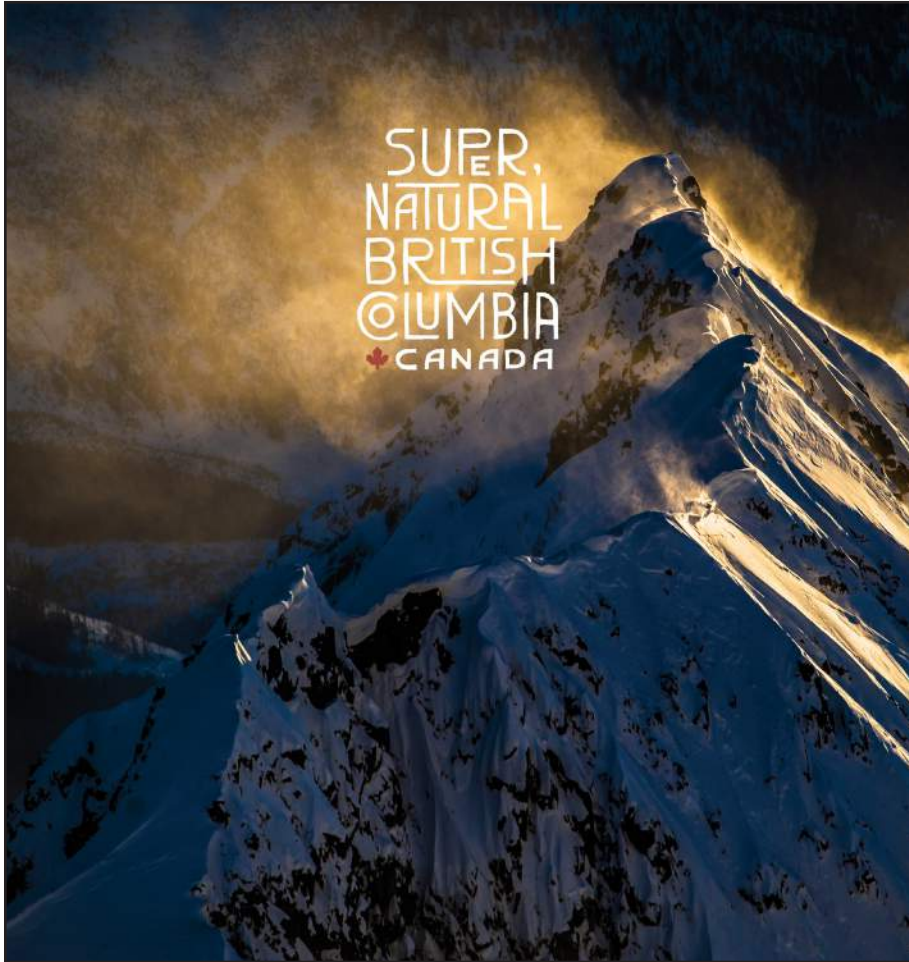
Location: Stikine River
Northern BC



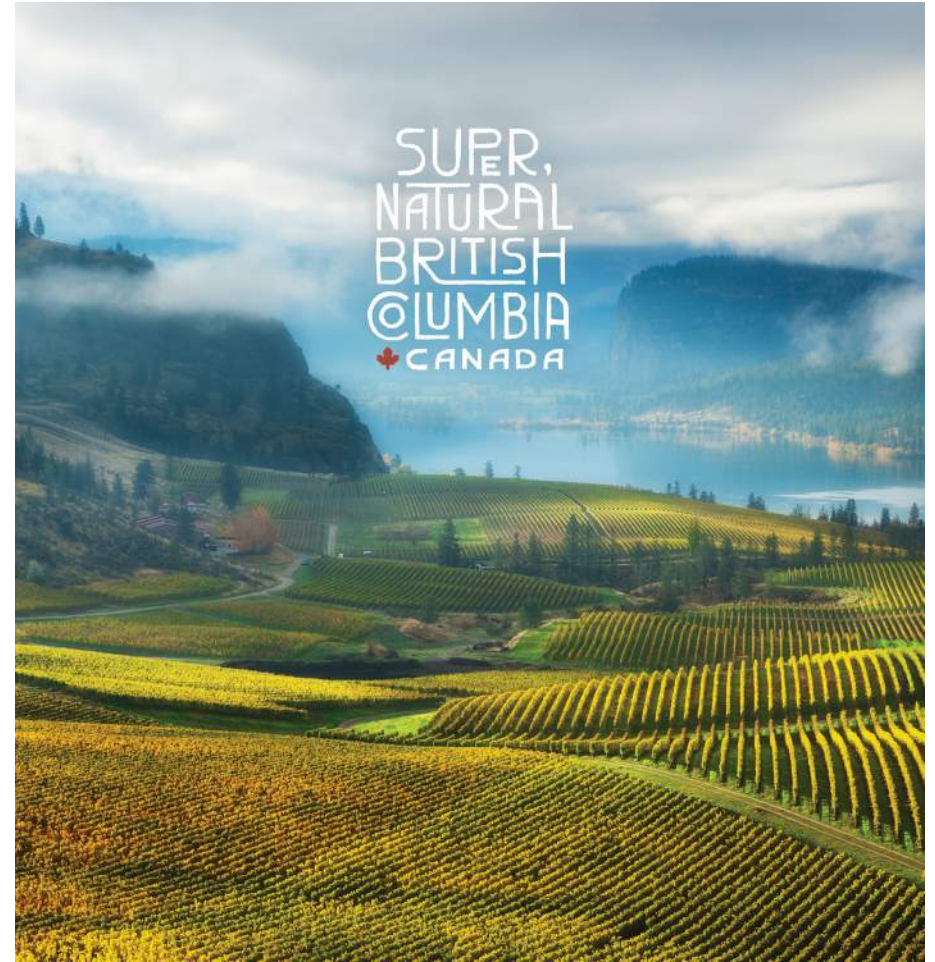
Location: Squamish
Vancouver, Coast and Mountains



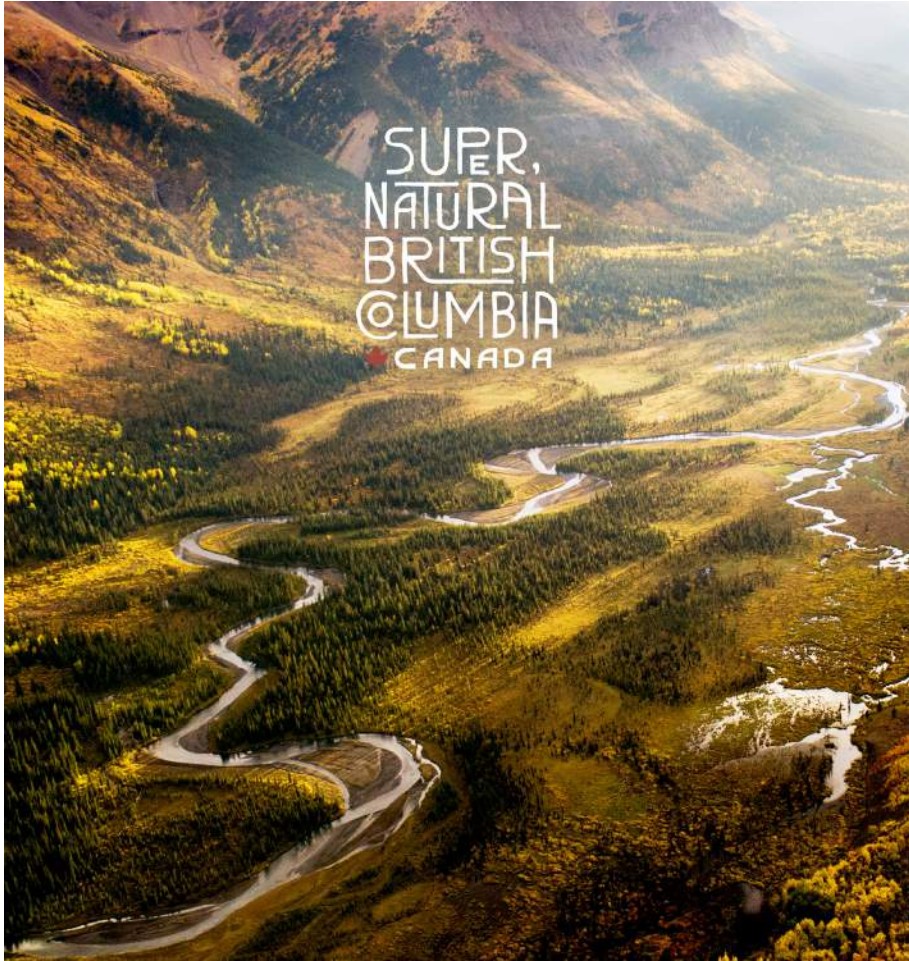
Location: Great Bear Rainforest



Location: Mount Tantalus
Vancouver, Coast and Mountains



Location: Blue Mountain Vineyard
Thompson Okanagan



Location: Todagin Creek near Iskut
Northern BC

TRAVEL TRADE FLAT SHEETS



SUPER, NATURAL BRITISH COLUMBIA CANADA

1 # CITY IN WILDERNESS.
On one side, Vancouver's glass towers reflect the peaks of the Coast Range, and on the other, the deep blue of the Pacific. A multicultural urban environment that caters to diverse tastes in all things from gourmet dining to world-class shopping to endless outdoor activities, from sidewalk to mountaintop, in a spectacular natural setting.

2 THE JOURNEY IS THE REWARD.
From Vancouver, a ferry or floatplane can take you south through, or over, the pastoral Gulf Islands to the history and tradition of Victoria. Or take the Sea-to-Sky Highway by car or train along the Howe Sound fjord to Whistler, widely regarded as one of the best four-season resorts in North America.

3 WHERE THE WATER TURNS TO WINE.
The Okanagan Valley, with its chain of deep blue lakes, is home to more than 100 wineries. Their vineyards rise from the lakeshore to thick forest in the north, and desert sand in the south. The views are spectacular. The wines, superb. And the luxurious waterfront resorts and spas, the perfect complement.

4 THE CANADIAN ROCKIES.
They rise dramatically from their deep valleys and lakes to awe-inspiring peaks along the Continental Divide. And the highways that wind between the feet of these giants bring awilderness within reach. Or start at the top, with a heart-pumping half-hiking experience.

5 GREAT BEAR RAINFOREST.
British Columbia's Central Coast is home to the rare, white-coated "Spirit" or Kermadec Bear. Isolated yet luxurious wilderness resorts afford adventures all the comforts of a five-star experience, while guided excursions offer intimate encounters with these forest lords in their natural habitat.









SUPER, NATURAL BRITISH COLUMBIA CANADA

6 SKIING HORROR.
British Columbia's ten mountain ranges push west from the Rockies in a crowded parade until they fall into the Pacific. And every winter, their numerous peaks, bowls and glaciers are crowned with an over-abundance of snowfall.

7 WHISTLER-BACKCOUNTRY.
From November to April, the quantity of snow is only surpassed by its quality: from metres-thick snow packs, to nose-high, pillow-dry powder. And 13 destination resorts, each with their own distinct mountain culture, welcome, challenge and warm the skiers that follow the snow.

8 HAIL-STOPPING NEAR GEORGE.
The superlatives range from massive amounts of lift-serviced terrain, to the longest vertical in North America. All resulting in some of the widest smiles in the world, brought on by the skiing and snowboarding in British Columbia.







2015 Spring / Summer Campaign

CROSS INTO THE WILD.

BC.COM/TRIPIDEAS

and "Super, Natural" are trademarks of Destination BC Corp.





REFUGE FOR WILD HEARTS.

SUPER,
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CANADA

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Location: Naikoon Provincial Park, Haida Gwaii
"Super, Natural British Columbia" and "Super, Natural" are trade-marks of Destination BC Corp.

Regional Travel Guides

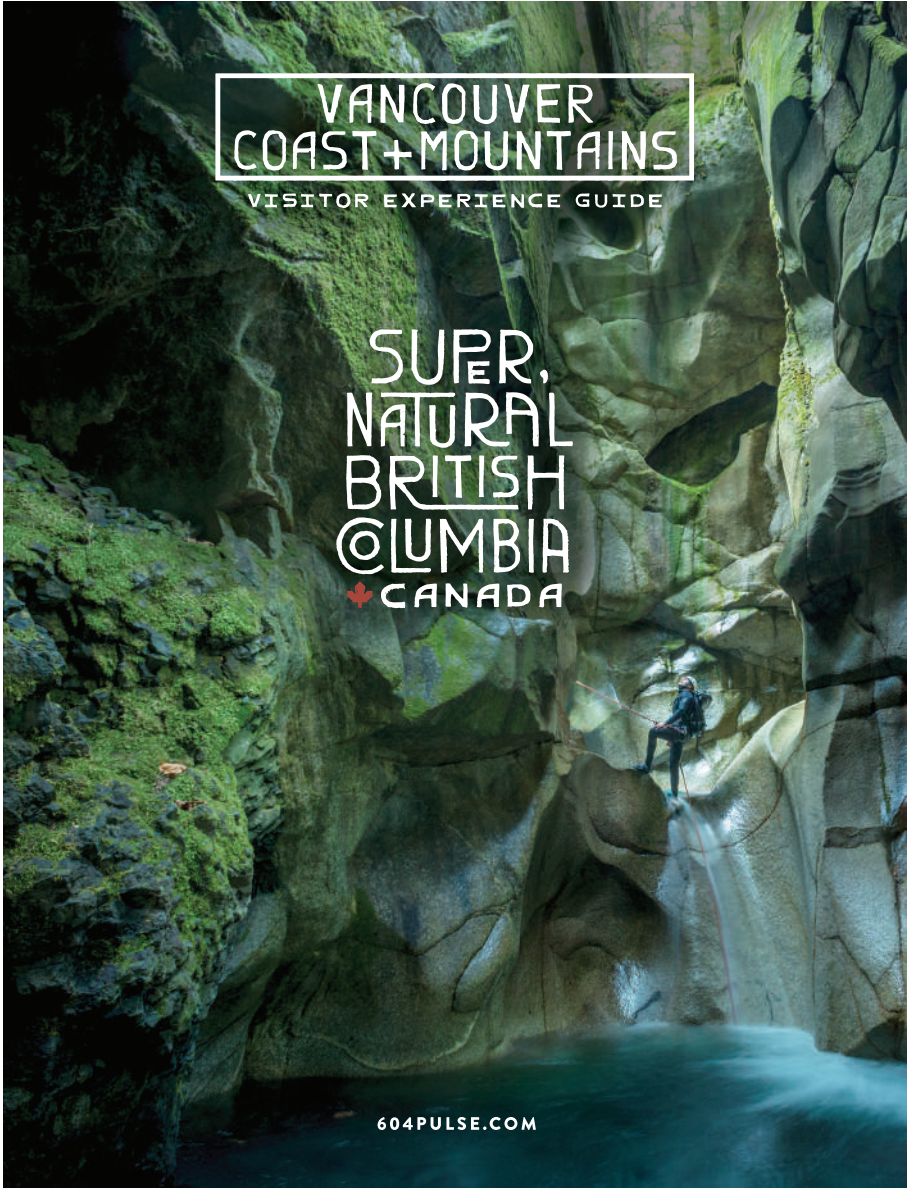
REGIONAL TRAVEL GUIDES



REGIONAL TRAVEL GUIDES



REGIONAL TRAVEL GUIDES



Gold Rush Trail New Brand Design



OUR BRAND STORY: "HISTORY SHAPED BY NATURE"

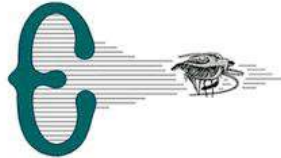
Our overarching brand story is best summed up as "history shaped by nature". This speaks to the profound influence that nature has had on the people of the Gold Rush Trail, their history and their culture.

SNBC Logo Web Tile

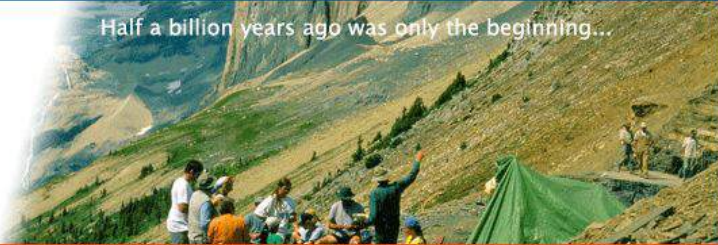
Super, Natural British Columbia **Logo Web Tile**

This is an easy ways for businesses, communities and sector groups to incorporate the *Super, Natural British Columbia* logo on your websites. Visit DestinationBC.ca under Resources to find information on British Columbia's tourism brand and access the web tile.

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THE BURGESS SHALE GEOSCIENCE FOUNDATION





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**SUPER,
NATURAL
BRITISH
COLUMBIA
CANADA**

Geo-Walks underway on Saturday June 6

Would you like to experience the Burgess Shale, but are unable to complete a full-day guided hike? The Geo-Walk program is designed to accommodate all ages & abilities and is a great alternative to the full-day guided hikes.

Geo-Walks are scheduled on **Saturday June 6, June 13 and June 27** and on **Friday July 3**. The regular summer schedule starts **July 7** with Geo-Walks on **Tuesday and Thursday** at 10am and 2:30 pm right through to September 3.

 [Read more](#)

See where we've been on Facebook


Have a look at recent photos from the neighbourhood of Field BC on our **Facebook** page. No login is required to view photos.

2015 Guided hike registration as of June 8

Register for guided hikes and walks by phone. Call Monday through Friday between 9am-noon and 1-4pm Mountain Daylight Time. Our toll-free from North America is 1-800-343-3006. Toll-free for overseas callers is 001-800-343-3006. Local number is 250-343-6006.

Continue reading to view the number of spaces remaining in our regular schedule.

At any time, you can email your questions from the **contact** page.

 [Read more](#)

Visit DestinationBC.ca to learn more about the new tourism brand and to stay up to date on brand tools and resources as they become available.