

PRODUCT PROFILE DESTINATION



The Canadian Rockies

You've seen the pictures

– dazzling peaks, lush
mountain meadows,
turquoise lakes, virgin
forest, towering waterfalls,
and wildlife galore.

IN SPRING, summer and fall, hike, cycle or go by horseback along thousands of kilometres of trails. Paddle a turquoise lake, raft on white water. Climb a mountain or ride to the top on a gondola. Golf a signature course. Alberta's mountain parks are teeming with wildlife, spot deer, elk, moose, bighorn sheep, mountain goats, and black bears.

CANMORE

An outdoor adventure hub just minutes from Banff National Park, this lively mountain community is a destination in its own right. A stroll down Main Street reveals art galleries, unique shopping experiences, a dynamic nightlife and a sizzling dining scene.

Things to do: Heli Tours, Golf, Mountain Biking, Hiking, Climbing, Cave Tours, Food Tours

BANFF NATIONAL PARK

A beautiful 90 minute drive west of Calgary is the town of Banff and the nearby hamlet of Lake Louise. Banff has a cosmopolitan feel and is a cultural oasis with award-winning restaurants, a vibrant night scene, historic museums, and superb Canadian art galleries.

Lake Louise has become symbolic of the quintessentially Canadian mountain scene, with its pristine glacial lake and spectacular scenery. Rent a canoe or take an easy stroll around the lakeshore and be back in time for tea at the Fairmont Chateau Lake Louise.

Things to do: Banff Upper Hot Springs, Banff Gondola, Canoeing, Whitewater Rafting, Boat Tours, Canyon Walks, Hiking, Golf, Via Ferrata

JASPER NATIONAL PARK

Picture a mountain getaway surrounded by soaring peaks, sparkling glaciers, turquoise lakes, untouched wilderness, and a really cool mountain town. Jasper is an authentic mountain community where the locals welcome you as long-lost friends. The park is 370 km west of Edmonton, and Jasper and Lake Louise are connected by the Icefields Parkway (Hwy 93), one of the most scenic drives on the planet.

Things to do: Jasper Skytram, Horseback Riding, Canoeing, Whitewater Rafting, Boat Tours, Canyon Walks, Hiking, Golf, Wildlife Tours

ICEFIELDS PARKWAY

Stop at the *Glacier Discovery Centre* and board an Ice Explorer that will take you up onto the Athabasca Glacier, where you can walk on ice 360m thick. Then head out to the *Glacier Skywalk*, and step out onto a glass-floored observation platform suspended 280m over the Sunwapta Valley.

LEARN MORE & WIN!

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