



Summer in the Rockies  
Climb, swim, bike and  
relax in the mountains



Northern Alberta  
Why this unique region will  
keep you coming back

**MEDIA  
PLANET**

March 2013

# EXPLORING ALBERTA

3

FACTS

YOU DIDN'T  
KNOW ABOUT  
ALBERTA



## EXPERIENCE THE NEW ALBERTA

**Former Mantracker Terry Grant gives his unique insight  
as to why he calls Alberta home.**



CANADA'S FIRST NATIONAL PARK. ALBERTA'S UNRIVALLED DESTINATION.

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# CHALLENGES



On Haddo Peak with Mt. Temple in the background.  
PHOTO: YAMNUSKA

With rolling plains, rugged mountains, turquoise lakes, and burgeoning cities with endless events;  
**Alberta is the place to be this summer.**

## Lying on top of the world

**Y**ou can visit the top of the world without ever setting foot on Mount Everest. In fact, you can get there just by lying down.

It's springtime in the glorious Canadian Rocky Mountains near Canmore, Alberta, just a 75-minute drive west of Calgary. I head out for a hike. After scrambling up one ridge, over a small pass and to the top of Mt. Allen (site of alpine skiing at the 1988 Olympic Winter Games) I find myself descending what is surely one of the most breathtakingly beautiful mountain lines in Canada - Centennial Ridge. At my feet is laid out an undulating carpet of thick forests, glistening creeks and sweeping meadows. My gaze takes me on a breathtaking 360-degree tour of soaring mountain ramparts, including the towering face of 10,200-foot (3,110-metre) Mt. Lougheed. After hours of awe, when I leave the ridge I find myself in an alpine amphitheatre the size of a sports stadium lined with thousands of mountain flowers. No one is around

— only the buzzing bees, the darting dragonflies and the warming rays of the mid-afternoon sun. As near as I can tell, I've just walked into Heaven on Earth. My breath settles. My stride slows. I turn off the trail beside a small brook and head upstream a short distance. There, I make a slow turn, peel off my pack and after surveying the stunning scene around me, quietly lie down in the flowers. Oh the flowers — the glorious, sweet-scented blossoms — all the colours, all the shapes of mystery and magic, amid the peace of paradise. There, I spend 30 of the most memorable minutes of my life staring up at the clouds. They drift gently across my vision as I slowly slip off to sleep...

### Welcome to Alberta

Welcome to one of the most magnificent and magnetically alluring places on the planet. You can find it all here - dramatic mountain vistas, sprawling glaciers, turquoise-coloured lakes, wild rivers, crystal clear streams, sweeping prairie, dinosaur bones, rolling foothills, untouched wilderness, whipping winds and



**Alan Hobson**  
2-Time Cancer Survivor & Bestselling Author, Mt. Everest Climber & Summitteer, Climb Back Inc.

### BIO

#### Alan Hobson

Is the bestselling author of six books, including *Climb Back from Cancer*.

A two-time cancer survivor, following his treatment for leukemia, he moved from Calgary to Canmore and has never looked back.

A former winner of the William Randolph Hearst Award for Excellence in News Writing, he is also the 10th Canadian to have climbed Mt. Everest and is widely considered to be one of the best adventure speakers in the world.

soothing silence. And yes, you can even find our real residents - elk, deer, moose, bear, mountain goat, Rocky Mountain Bighorn sheep, lynx, wolf, eagles, osprey, trout and on and on. Many are easy to find and some even easy to photograph from a safe distance, with reverence and respect. I've hiked, biked, skied, climbed, swum, kayaked, canoed, hang glided, scuba dived, backpacked, lived and breathed in the power and presence of this place for over 25 years. It is more than my home. It is my church, my sanctuary, my solitude. It is my place in the universe - and I can assure you, most nights you can see it clearly from here.

Alberta has to be seen to be believed. Even then, you won't believe it. I still don't. Every day I wake up and say, "This place is awe-inspiring." Get out here so you can get out there. You - and your life - will never be the same.

**ALAN HOBSON**

editorial@mediaplanet.com

## Heart of culture

**Alberta is fortunate to have the world coming our way these days. Economic opportunities attract new people with new cultures and traditions and a thirst for a good quality of life. The cultural payoff — in diversity and enthusiasm — is huge.**

One indication is the summer's round of music festivals. There's an extraordinary selection of all types to enjoy. Renowned folk festivals in Calgary, Edmonton, Canmore, and others, Country at the Big Valley Jamboree in Camrose - the continent's largest; Reggae in Calgary, Jazz in Edmonton and Medicine Hat... the list goes on. Artists you'll hear range from thrilling new discoveries to homecoming local heroes who've taken the world by storm, to international legends of who've heard the Alberta buzz. The

jewels are spread throughout the province.

In fact, there is seemingly no end to festivals of all sorts in Alberta. The themes are impossibly diverse: Sand Sculptures, Dragon Boats, Shakespeare, Bluegrass, Caribbean, African, Latin, Food and Wine, Corn, Film, World Media - you name it.

### History and culture

Another kind of diversity is on display at our historic sites, museums and interpretive centres. A selective tour of them gives a sense of the exciting combination of history, people, and landscapes that have made Alberta what it is today. There's a World Heritage Site where aboriginal hunters perfected the greatest food gathering machine to that point in history, thousands of years before the pyramids broke ground. There's the residence of an Alberta homesteader who also

happened to be the foremost Icelandic poet of the 20th century. There are tangible echoes of missionaries and fur traders and Ukrainian pioneers that seem to have travelled straight through time. There's Canada's deadliest rock slide. There's Albertosaurus, a smaller, sportier cousin of Tyrannosaurus Rex. That's a start, anyway.

### A place of the arts

The arts have their place in Alberta, throughout the province and every day of the week. From the stunning new Art Gallery of Alberta and The Works festival in Edmonton, to the Alberta College of Art and Design in Calgary, to impressive arts facilities in Grande Prairie, Lethbridge, Medicine Hat and more, to the rightly famous Banff Centre. Performance art is king during the Fringe Theatre Festivals in Edmonton and Calgary. It's a time when theatrical folk -

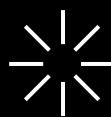
quirky, brilliant, death defying, quite possibly crazy — are considered visiting dignitaries, and everyone is an aficionado of the drama. Theatrical and street performance festivals proliferate across Alberta, and the Fringe has imitators across the continent.

There's plenty of innovative, year-round live theatre, symphony, choral music, opera, touring productions, and popular concerts. Film makers, authors, digital media artists. And of course, the restaurant scene introduces something new and exotic virtually every week.

It's all part of the bonus of having the world at your door. Feel free to join the world in Alberta, for a visit, or to stay.

**ALBERTA CULTURE**

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### WE RECOMMEND



PAGE 5

**Answer the call of the north**  
Taking the road less traveled

“The call of the mountains is beckoning you personally to come and discover its culture, historic lodges and supernatural beauty.”

#### Dave Moberg

1. Local legend & hotel historian shares his secrets of the Rockies

**p. 6**

#### Erica Durance

2. Hollywood actress and Alberta girl Erica Durance shares her stories of growing up in this region

**p. 7**

## MEDIA PLANET

EXPLORING ALBERTA  
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### CAMP THIS SUMMER!



Camping is available throughout the province in private campgrounds and resorts, national parks and provincial parks. Reservations can be made at private campgrounds and at certain parks. For more information and reservation options, check out the Alberta Campground Guide, call Travel Alberta at 1-800-ALBERTA (252-3782), or stop in at a visitor information centre.

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# Tourism Regions

TIP

1

ALBERTA HAS MORE SUNSHINE ANNUALLY THAN ANY OTHER PROVINCE OR TERRITORY IN CANADA AT 312 DAYS

## NORTHERN ALBERTA

Picture a vast land of boreal forests, sweeping grasslands, and endless lakes and rivers. A place where the northern lights blaze across the night sky and you can explore the back-country for days and not see another person. Are you brave enough to discover the untamed land of the north? If so, you're in for a true Alberta adventure you'll never forget.

Get to know the faces and places of the north. Discover Aboriginal culture and history, then and now. Trace the steps of the early fur

traders. Check out the boomtown of Fort McMurray, where four mighty rivers converge. Explore the ancient bonebeds and nearby provincial parks of Grande Prairie.

With extra long summer days, northern Alberta is the place for nonstop fun in the sun! Hike, bike or ride thousands of kilometers (miles) of trails. Golf until midnight or catch the action of a local rodeo. Water is everywhere so get in it and swim, fish and paddle. Hop a float plane to a remote fishing lodge.



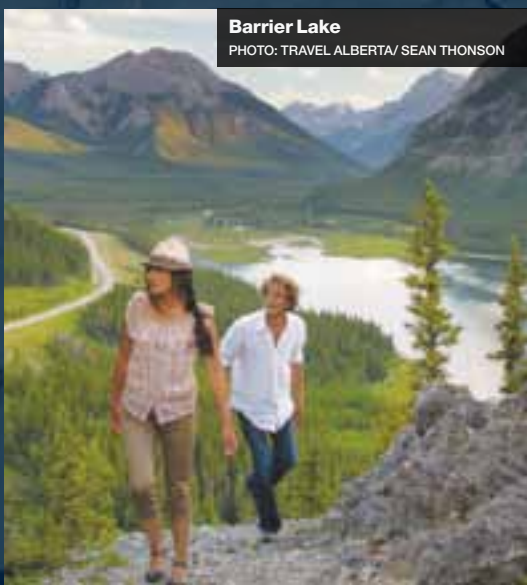
Island Lake  
PHOTO: TRAVEL ALBERTA/SABRINA HILL

## CANADIAN ROCKIES

You know the feeling of being somewhere and wishing you could stay forever? There are a few places like that in the world, and the Canadian Rockies is one of them. You've seen the pictures - dazzling peaks, lush mountain meadows, emerald lakes, virgin forest, towering waterfalls and wildlife galore. Everywhere you point your camera is alpine eye candy.

Stretching from the Continental Divide on Alberta's southwestern border north into British Columbia, the Canadian Rockies are a network of provincial and national parks that have collectively been declared

a UNESCO World Heritage Site. An eye-popping 90 minute drive west of Calgary and four hours west of Edmonton, the Canadian Rockies are packed with year round outdoor adventures. Hike or horseback thousands of kilometers of trails through mind-blowing alpine panoramas. Paddle, raft, fish, climb and golf all summer long. When the snow falls, get in on the action of skiing, boarding, dog sledding, snowshoeing and ice climbing. Go wildlife watching or slip into outdoor natural hot springs year round. Feel the Rocky Mountain high long after the snow melts off your boots.



Barrier Lake  
PHOTO: TRAVEL ALBERTA/ SEAN THONSON

## CENTRAL ALBERTA

Be a part of the lively western heritage and pioneering spirit of central Alberta. Get ready to party in Edmonton, Alberta's capital city and the festival capital of Canada. Red Deer, the hub of central Alberta, has its festivals too. Join in the celebrations of local history, the Wild West and a famous country music jamboree.

Alberta's heartland is a myriad of landscapes, from the foothills of the Rockies in the west to an endless expanse of golden plains and aspen park-

land stretching east to Lloydminster at the Saskatchewan border. The land is sprinkled with lakes and ponds left by retreating glaciers. The winding Red Deer River plays a leading role in the region's agricultural bounty, not to mention the best place in the province for inner tubing on a lazy afternoon.

Long summer days are filled with hiking, biking, riding, fishing, boating and beaches. Get out on the prairie and into 360 degree views of plains and big sky.



Cline River  
PHOTO: TRAVEL ALBERTA/GEORGE SIMHONI

## CANADIAN BADLANDS

Driving across endless golden prairies, the fertile land suddenly drops away into a strange and stark moonscape of weird striped hills and otherworldly rock formations. The badlands. Even the name is mysterious and maybe that's why you're compelled to explore. Knowing the very ground you walk on is rife with the ancient bones of the dinosaurs who once ruled

this land somehow keeps you looking over your shoulder.

The badlands cut a swath through southeastern Alberta. The region has been a fossil hotbed since the 19th century and shows no sign of running out of old bones. Some of the most important dinosaur discoveries in the world were unearthed right here.



Dinosaur Provincial Park  
PHOTO: TRAVEL ALBERTA/GEORGE SIMHONI

## SOUTHERN ALBERTA

Imagine a journey through rolling ranchlands, mountain peaks, eerie badlands and dusty Wild West towns. Sound like something you'd see in a movie? It may very well be - the authentic vistas of Southern Alberta are favorite locations for Hollywood films. Hit the road for Reel Adventures through the scenes of Brokeback Mountain, Inception, X-Men 2, Legends of the Fall and Unforgiven, to name just a few. If real cowboys are more your thing, drive the Cowboy

Trail through cattle country. For an urban fix, experience the excitement of Calgary, self-proclaimed 'heart of the new west.' Explore the coulees and kilns of Medicine Hat and the shady past and funky arts scene of Lethbridge.

In the summer, stay on a guest ranch and herd real cattle with real cowboys. Go whitewater rafting, bike through the prairie, or escape to the cool mountains. Hike, paddle or ride just about anywhere.



Red Deer River  
PHOTO: TRAVEL ALBERTA/JASON STANG



# INSPIRATION



TIP  
2  
ALBERTA IS ONE OF THE FASTEST GROWING PROVINCES IN CANADA WITH A POPULATION OF MORE THAN 3.5 MILLION



TERRY GRANT IN ACTION riding through vast plains, rolling hills and the rugged forests.  
PHOTO: BONTERRA PRODUCTIONS



**Question:** You’ve been all over the country filming the show, “Mantracker.” Have you never wanted to move?  
**Answer:** Alberta is always going to be home for me.

## A cowboy’s dream

Terry Grant is driving down the highway in Southern Alberta on his way home to High River. The typical image of a cowboy doesn’t involve much highway commuting, but then Terry isn’t your typical cowboy. After growing up in Southern Ontario and getting his first taste of the wilderness on his uncle’s ranch, Terry fell in love with the cowboy lifestyle and moved to the best place in Canada to find more of it: Alberta. “The proximity to the mountains, the people, the cowboy way of life. I just love it here.” He has learned to love the history of the province, as well, despite his early relationship with the subject. “I hated history in school,” he admits, “but there’s so much history all over Alberta, and it’s all so interesting. From the Indian Trails in Northern

Alberta, to the Cochrane Ranch that started ranching in that region, there’s history all over the province.” Terry moved to Alberta in 1976, and quickly became part of that history.

**A True Albertan**  
Terry got his start in Alberta working on the ranches, most notably the Bar-U and the OH. The Bar-U, one of the “Big 4” ranches, is now a National Historic Site, and also where Terry learned to harness his tracking skills. “The tracking started with cowboy-ing,” he reminisces, “You would ride up into the mountains with your head of cattle and you’d have to focus on the ground, looking for bear tracks.”



Every footprint tells a story, and it’s my job to figure out what that story is.

He had to learn fast what the difference was between a black bear and a grizzly bear track, how far away they were and which way they were going. “It’s a tough lifestyle, but it’s marvelous. You have to be a self-starter and your own boss.” Terry is both of those things, and the training he received during his ranching days translated to success in a wildly different arena: Television.

**Mantracker**  
He spent 5 years of his life as the star of

Mantracker, the Outdoor Life Network show that put his tracking skills front and center. It took him all over the country, from the Rockies in British Columbia to the “Rock” of Newfoundland “We’d get to the location 2 or 3 weeks before we’d start shooting, and I’d just go out and look around, survey the environment.” It takes a keen eye to spot the intricacies in a footprint, but thanks to his time spent on Alberta’s ranches, he was more than up to the task. “Every footprint tells a story, and it’s my job to figure out what that story is.” After all the travel with the show, though, Terry’s always happy to come back to Southern Alberta, “it will always be home for me.” He has his horse, Nickel, the mountains, and a province so big and full of history that he’ll never get tired of learning more about it.

**Not your average cowboy**  
The image of the tobacco-spitting cowboy couldn’t be further from the inquisitive and renaissance man that is Terry Grant. “I wrote a book last year about tracking, now I’m leading tours to teach people about tracking, and then in the off months of December and January I do home renovations,” he says, sounding like the self-starting ranch-hand of 30 years ago. “We can sleep when we’re dead,” he offers as the reasoning behind his busy schedule. On his tours he’ll show the tourists all kinds of useful tracking tips, not the least of which is how you can tell if a footprint is from someone walking backwards. After speaking with Terry, though, it’s clear he doesn’t leave too many of those.

MAX JONES  
editorial@mediaplanet.com



## Camrose ...Sharing Our Secret!

Camrose has a population of over 17,000 and is best known for its friendliness, beauty, and sense of community. Our municipal golf course is one of the most beautiful 18 hole courses in central Alberta with three holes backing onto picturesque Mirror Lake. Camrose is home to Big Valley Jamboree – the largest outdoor 4-day country music festival in North America.

[www.tourismcamrose.com](http://www.tourismcamrose.com)





2

2 3



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 The Annual Rycroft Chuck Wagon Races • July 4-7  
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**Grande Prairie Regional TOURISM**



INSIGHT

# Local legend & hotel historian shares his secrets of the Rockies

TIP

3

THE PROVINCE OF ALBERTA WAS NAMED AFTER PRINCESS LOUISE CAROLINE ALBERTA, THE FOURTH DAUGHTER OF QUEEN VICTORIA

A DISTINGUISHED VIEW  
Enjoy a hike at Moraine Lake in Banff National Park.  
PHOTO: BANFF LAKE LOUISE TOURISM

**■ Question:** You seem to be an expert on the Rockies and on Banff in particular. Can you give us a brief history of the region?  
**Answer:** The Canadian Rockies has experienced many transformations such as being a sea bed covered by water over a mile deep, roamed by dinosaurs and covered by glaciers. These finally retreated from the valley bottoms approximately 12,000 years ago. In fact, the top of Mount Rundle (2948 metres in elevation) that overlooks the postcard town of Banff and the Castle was at the bottom of an ancient sea some 330 million years ago (according to geologists).  
In the fall of 1883, the accidental discovery of the hot springs on Sulphur Mountain by three Canadian Pacific Railway (CPR) workers led to the creation of a Hot Springs Reserve in 1885. Eventually, 10 square miles or 26 square kilometres were set aside by the Government of Canada that became the third National



“Whether you are a nature lover, sports enthusiast, camper, international traveller or an Albertan, the Canadian Rockies has so much to offer and experience.”  
**Dave Moberg**  
Hotel Historian & Guest Relations Manager

Park in the world, now known as Banff National Park. Shortly thereafter, the CPR’s American-born General Manager William Van Horne was lowered down that same hot springs cave and came up with the philosophy, “since we can’t export the scenery, we will have to import the tourists!” Thus began railway tourism in Canada and the beautiful rocky mountain town of Banff.

**■ Q: What are some of the most interesting facts about the Rockies?”**  
**A:** The Canadian Rockies are home to five of Canada’s National Parks: Banff, Jasper, Kootenay, Yoho and Waterton. There are also three major Hot Springs: Sulphur Mountain in Banff, Miette Hot Springs in Jasper and Radium Hot Springs in British Columbia.

There are 69 species of mammals that call the Canadian Rockies home. Unlike the Colorado Rockies which are higher in elevation and older in age, the Canadian Rockies are much younger and more rugged thanks to glaciations. They are also home to the iconic dazzling, turquoise hue mountain lakes such as Peyto, Bow and the stunning Lake Louise.  
Always remember, that when you stray away a hundred metres or more from any human-made development in the National Park, it’s you and Mother Nature.  
**■ Q: What is your favorite memory/story of living in Banff?**  
**A:** One of my special memories of living in Banff, is while waiting to hit my golf drive from the legendary signature hole called the Devil’s Cauldron at the Fairmont Banff Springs Stanley Thompson golf course, I accidentally noticed an elk cow giving birth adjacent to

water’s edge below. Talk about one of Banff’s perfect moments!  
**■ Q: What would you suggest for future Albertan travellers to experience in the summer?**  
**A:** In 1929, the very young Winston Churchill decided to extend his stay from one day to two days at the Banff Springs Hotel. What did he do on his second day? He didn’t golf but smoked his cigar, hiked and painted a beautiful small painting of the Bow River Valley which is still displayed today in his official studio at Chartwell Place in Kent, England. Whether you are a nature lover, sports enthusiast, camper, international traveller or an Albertan, Banff National Park has so much to offer and experience. Yes, the call of the mountains is beckoning you personally to come and discover its culture, historic lodges and supernatural beauty.

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Glenbow Museum na-4465-10



CPR Archives ns 19703

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**Erica Durance**  
Actress and Producer

**Erica Durance expresses her love for her home town province**

■ Erica Durance is a producer and lead actress on the new dynamic medical television series *Saving Hope* which premiered on NBC and CTV. Many fans know her as Lois Lane from the WB/CW series, *Smallville*, which she completed after 7 years on the show. Her many notable guest appearances include “Wonder Woman” on *Harry’s Law* with Kathy Bates for NBC, and Samantha Masters in ABC’s *Charlie’s Angels*.

**As an Albertan girl, what are your favorite activities to do in the summer?**

■ I love riding bikes and log rolling in the cow pastures. Also, I love the time just after harvest. It’s amazing to go four-wheeling through the grain fields at top speeds. With my family and friends, it usually involved running over someone’s foot. But there was always no harm done, there were just a lot of laughs.

**What are some of your favorite places to travel to and visit in Alberta?**

■ I love to visit Banff, Lake Louise because the mountains are so beautiful.

**Can you tell us a childhood memory of a vacation you’ve had in the province?**

■ A favourite childhood memory of mine is a family vacation to visit the dunes in Drumheller. We picnicked along the Red Deer River. We kept it simple.

HEATHER RITCHE  
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# Summer in the Rockies

**Y**ou might think of the Rockies as a dreamy place to be in the winter, but have you considered how much fun it could be to go in the summer months? Whether it’s to explore the landscape or relax in front of a great view, those who live in the Rockies say the area has something for everyone.

Tourism in the region is nothing new, and residents believe that the scenery is a key reason why. The mountains overlook a large low-elevation area where glaciated peaks and endless forests dominate the landscape. Turquoise-coloured lakes with flowery meadows are an impressive foreground to the rugged mountains serving as a backdrop.

The area has long been a destination for avid skiers, snowboarders and hikers, though activities like, rowing, kayaking and whitewater rafting have been just as prominent in the summer months, says Kevin Stanton, General Manager at Brewster Adventures in Lake Louise. Having been in the area since 1972, he knows the terrain well, and suggests visitors often enjoy what it has to offer.

“Get on a horse or put a pair of hik-

## FACTS

- **3.21 million people** visited the Rockies in 2010, Tourism Alberta
- **About 57% of visits** include at least one overnight stop
- **Banff, Jasper, Lake Louise, Kananaskis and Canmore** are among the popular towns or villages to visit and stay in
- **Banff National Park** has over

ing boots on and go up to the Plain of Six Glaciers,” says Stanton. “Next, I would suggest going to some of the valleys through the park on a day hike. There are plenty to research beforehand, and there are probably 10 different ones that are easily accessible, especially if you love horseback riding. With a vehicle, it’s just a 15 or 20-minute drive.”

Golfers, regardless of their skill level, will find the area teeming with high-quality courses. Banff Springs is renowned as a world class course, and there’s a government-run one in Kananaskis, less than an hour’s drive from either Banff or Calgary. The town of Canmore has three courses, and is about a 25-minute drive southeast

- 1,600 km of hiking trails
- **Banff Springs is a world-renowned golf course** that is also featured in the video game, *Tiger Woods PGA Tour 13*
- **90 minute drive from Calgary;** 2 hours, 45 minutes from Edmonton (bypassing Calgary).

from Banff. It’s 290km to go from Banff to Jasper across the Icefield Parkway, but Stanton says it’s worth it for the scenery and the golf course there, too. “You could easily spend a week here golfing with all the courses available,” he adds.

Charlie Locke, owner of the Lake Louise Ski Area resort, agrees, citing an excursion to the Columbia Icefields and the Athabasca Glacier as a unique summer getaway for a day. Riding the gondola at Lake Louise is another, particularly because grizzly bear sightings from the lift are an almost daily occurrence, he adds.

“Rent a canoe on Lake Louise, Lorraine Lake or in Banff, or just rent a bike and explore some of the excellent

trails in the area,” says Locke. “You can even have a leisurely meal on one of the decks of the hotels, or if you’re culturally-inclined, go and enjoy a concert at the Banff Center.”

Stanton and Locke have both noted that there are plenty of visitors who prefer to relax and enjoy the scenery from afar, opting for the amenities of a hotel or resort instead. Most of the hotels and resorts have been renovated or rebuilt over the years, but their footprints have remained the same, says Locke. The proximity to Calgary and Edmonton also makes it possible to stay for a day or two.

Weather can vary, but because of the low elevation, there is little wind in the summer and temperatures usually average around 20 or 25-degrees for daytime highs. Stanton points out that a hat, light sweater, gloves and waterproof jacket should be taken on any excursion outdoors, just in case.

“Summer in the Canadian Rockies is high season, and nowhere else in the world can one have such immediate access to unlimited hiking at low elevation,” says Stanton.

TED KRITSONIS  
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# Events in the Rockies

BANFF LAKE LOUISE

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JUNE 13-16, 2013

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TASTE OF JASPER  
APRIL 5-13, 2013

Jasper’s taking it’s culinary scene to the next level! From Friday, April 5th through Saturday, April 13th, Jasper’s restaurants are creating unique and appetizing food and drink experiences to include in the Taste of Jasper line-up.

CANMORE KANANASKIS COUNTRY

24 HOURS OF ADRENALIN  
JULY 20, 2013

For 20 years the 24 Hours of Adrenalin has become the “not to miss event” of the summer. Geared towards the highly desirable weekend warrior outdoor market in a format that is focused on teamwork, camaraderie, family and friends. The first 24 Hours of Adrenalin (in Alberta) was staged at the Canmore Nordic Centre with just over 100 participants taking part. Now each year the event sells out nearly a year in advance at our capped participant number of 1,650.

PERFORMANCE IN THE PARK  
JUNE 22, 2013

Celebrate the arrival of summer in the beautiful natural outdoor setting of Banff National Park, featuring royal Canadian songstress Serena Ryder.

GROUNDING IN THE ROCKIES  
MAY 3-5, 2013

Grounding in the Rockies will offer a unique opportunity to escape, re-energize and experience a wide variety of yoga sessions - something for everyone and every skill level lead by expert instructors.

TRANSROCKIES  
JULY 27 – AUGUST 2, 2013

The TransRockies Challenge, North America’s original mountain bike stage race offers riders epic 1, 3, 4 or 7 day adventures with the most singletrack, spectacular mountain vistas, and best-in-class rider support. Stage 6 takes place at Rafter Six Guest Ranch in Kananaskis and the last stage of the race, stage 7, finishes on Main Street in downtown Canmore.

BANFF MARATHON  
JUNE 23, 2013

Participants start 42 kilometers from Banff, run down the Bow Valley Parkway and finish in beautiful downtown Banff. It is the running adventure of a lifetime. The scenery is breathtaking and you will experience many different interpretive geographical, wilderness and historical stages on your trek.

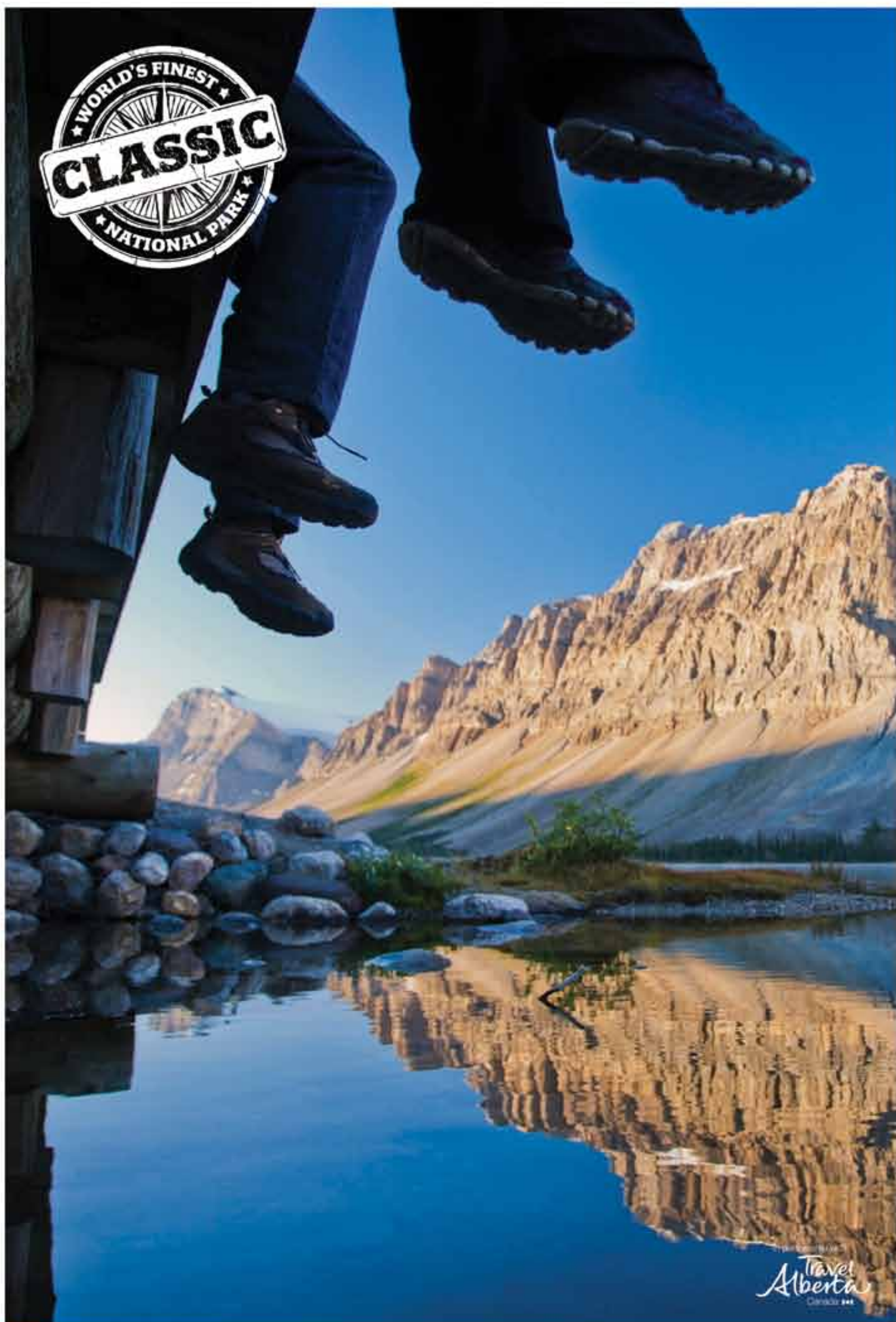
JASPER MOTORCYCLE RUN  
AUGUST 24, 2013

The Jasper Motorcycle Run will provide an opportunity to enjoy fantastic scenery, meet plenty of people, and win great prizes! Select Jasper hotels will be offering great accommodation packages, so come out for the whole weekend!

CANMORE FOLK MUSIC FESTIVAL  
AUGUST 3 - 5, 2013

The Canmore Folk Music Festival is the longest running folk music festival in Alberta and one of its finest. Adhering to a philosophy and legacy of folk, world, blues and roots music, the festival since 1978 has attracted up to 15,000 music fans annually from across southern Alberta, western Canada, the north-western USA and indeed the world.





Travel  
*Alberta*  
Canada

**CANADA'S FIRST NATIONAL PARK.  
ALBERTA'S UNRIVALLED DESTINATION.**



When you are seeking out the greatest summer experience possible, the answer is simple. Banff National Park, a UNESCO World Heritage Site with two authentic mountain communities – Banff and Lake Louise. There is more to experience, explore, and exhilarate, than just about any other place on Earth. People come from all around the world to visit Banff National Park for its pristine, protected wilderness, and endless summer activities amongst its vast mountain ranges. So for the greatest summer you'll ever experience, start planning today at [www.BanffLakeLouise.com](http://www.BanffLakeLouise.com).



[BanffLakeLouise.com](http://BanffLakeLouise.com)