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FINAL PROJECT

Destination Analysis



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# Newfoundland and Labrador

## Geographic Location

The tenth province of Canada, is located at the east side of the country and it is composed of the island of Newfoundland and Labrador which is the mainland part of the province. The strait of Belle Isle is a water passage that connects Newfoundland and the Labrador peninsula. The province is



bordered by the Atlantic Ocean at the south, the Labrador Sea at the northeast and the gulf of St. Lawrence at the southwest. It borders the province of Quebec from the west to the south.

## Physical Particularities

The weather in this province varies in Labrador and Newfoundland. In the island, winter is usually around 0°C and summer often has an average temperature of 16°C. Which means that Newfoundland rarely faces a harsh winter or a really warm and humid summer. On the other hand, the temperature during winter in Labrador is around -10°C to -15°C and while summers are short, they could go up to 25°C.

Newfoundland and Labrador makes up to 4.06% of the Canadian territory and it counts with the presence of the Appalachian mountains. In



addition, the province suffered thousands of years ago of continental collisions and glaciers or ice sheets that formed what we know now as the heritage landscape of the region, including volcanoes, oceans, rivers and actually, Labrador is located at the very end east part of the Canadian shield. And, although Newfoundland is younger than Labrador as it was only settled together 400 million years

ago, they both suffered from erosion and thanks to the glaciers, basins and deep valleys have been created through the mountains along the coast.

### **Characteristics of the Touristic Clientes**

According to Explorer Quotient Profile, Canadian authentic experiencers make up 12% of the country's market. They are mostly over 55 years old, having higher than average education and most of them are retired. When traveling, they seek engagement with the destination, by exploring its history and dive into its nature. They try to avoid comfort and luxury while traveling and group travels are the least interesting, according to their preferences. Activities that interest them are: marine life and wildlife viewing, visiting national/provincial parks, small towns, villages, seeing beautiful coastlines, beaches, visiting well known historic sites, dining at restaurants offering local ingredients and mountain and glacier viewing.

### **History & Reality in the Last 100 Years**

Newfoundland and Labrador was settled long ago by indigenous people such before the arrival of the Vikings. In 1497, John Cabot arrived and claimed it a territory of England. His trip was the first official visit made by a European. Later on, there were arrivals of different immigrants (mainly fishers) from France, England, Portugal and Spain who came here for fishing. The French and the English foughted for the control of the province and the French lost the war, but retained the fishing rights here. The province remained under the control of the British before joining Canada in 1949 as the tenth province. In 2001, it adopted the current name following an amendment to the Canadian constitution.

### **Population : Cultural & Socio Cultural Features**

The friendly population of Newfoundland counts with 520,998 habitants. The province is the most homogeneous province of the country with 98% of the residents speaking English. However due to its very diverse group of cultures that arrived throughout Newfoundland's history and the aboriginal groups already settled in the region like the Algonquian and Eskimo-Aleut. Newfoundland has been visited by Europeans for more than 1000 years, including visitors from Norse, Basque, Spanish, Portuguese, German, French, Irish Gaelic, and Scots Gaelic. When New Foundland joined Canada in 1949, the oldest English dialect areas had experienced about three hundred years of local

development with minimal influence from Standard English, therefore this allowed local linguistic subsystems to become well established, especially in pronunciation and grammar.

Traditions like the 'screech-in' ceremony, is a welcome ritual that welcomes outsiders into an honorary Newfoundlander. It's not a compulsory ritual for visitors to the province, but if your host or friend thinks you might enjoy it, they will likely take you to one. Most likely the Newfoundlander is the Master of Ceremonies. By pouring rum (most likely from the brand Screech) and a drink of choice into a shot glass newcomers need to prepare themselves to kiss a cod. As the official Screech website states "Why? Because, kissing the cod meant a simple bon voyage to those who were sailing South and returning with the rum!" Now everyone needs to recite the creed:

*"From the waters of the Avalon, to the shores of Labrador,  
We've always stuck together, with a Rant and a Roar.  
To those who've never been, soon they'll understand,  
From coast to coast, we raise a toast, We love thee Newfoundland!"*

Another tradition is their mummers parade that takes place each year, where hundreds of people march in the parade. This parade is a centuries old tradition that originated in Europe, but it is unique to this Canadian island. The streets are covered with people dressed in oversized jackets, bright boots and distinctive dresses with underwear on the outside. Faces are covered with gruesome disguises, lacy veils, giant horse heads or beneath ghost-like pillow cases that hide their identities. People go from house to house visiting their neighbors, at each stop the host would try and guess the identity of the mummers. On the parade, everything starts with the "rig-up," where mummers can pull together a costume from a dozen tables piled high with donated clothing and hobby horse heads.

Furthermore the 20th year tradition of the Port de Grave Boat Lighting is celebrated on Christmas by lighting up the harbour. Around 50 local fishers decorate their boats with colourful lights. It's a magical night with a community singing of Silent Night, and performances from children's choirs. Along with its assortment of seasonal decorations, each boat uses more than 3,000 lights.

Long before Europeans arrived in Newfoundland and Labrador, aboriginal people practiced their religion. Grave goods from burial sites at Port au Choix and other places indicate that the Maritime Archaic people saw themselves as intimately linked to the environment. The Labrador Inuit had a mythology and rituals that linked them to the environment and to other Inuit societies. The Innu of the Labrador barrens held distinct views of their soul-spirit and expressed them in ritual, art, and legend.

The four main current religions in Newfoundland according to the last census made in 2001 are protestant, catholic, roman catholic and anglican.

### **Convergent and Divergent Elements in the Cultural Identity of the Nation of NL**

Although being a part of Canada, Newfoundland and Labrador is actually closer to Ireland than Ontario or Quebec. Its culture is unique, created by a mix of Scottish, French, Irish and Indigenous elements. Unlike the rest of Canada, their English is unique as they are isolated in the far east of the country. The uniqueness comes from the use of old English and the influence of French and Indigenous vocabularies, creating local dialects and accents. There is even a dictionary and an encyclopaedia for local dialects. Famous for fishery nationwide, the province is also an ideal destination for gastronomy, with world class, local chefs and finest local ingredients.

## **20 Major Attractions in Newfoundland and Labrador**

### **Natural & Geographical**

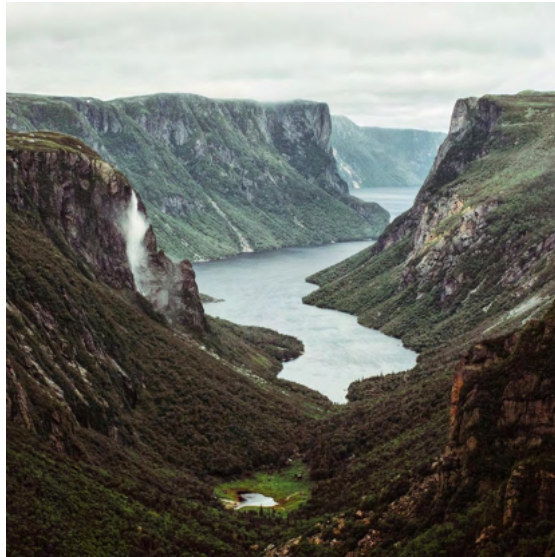
1. **Iceberg viewing:** Every year, between April and August, tourists easily spot icebergs coming from the Arctic in different shapes and colors, along the northern and eastern coasts of the province. We can admire them from boats, kayak or from land. There is also an opportunity to taste it: iceberg water / rum / vodka / beer.



2. **Marine life watching:** Newfoundland and Labrador is one of the world's best places for whale watching in the world. Every year, from May to September, along the eastern coast of the province, tourists can spot various species of whales and dolphins coming back for food.



3. **\*Gros Morne National Park:** is a Unesco World Heritage Site, covering an area of 1805 km<sup>2</sup>, offering tourists stunning and spectacular views of mountains, sea, beach, fjords with wild animals such as moose, caribou and black bears as well as a variety of outdoor activities: camping, hiking or kayaking.



4. **\*Torngat Mountains National Park:** located in the far north of the province, is the right place to spot polar bears, glaciers, caribou and especially the northern lights. It is also known for fjords and home of the Inuit. In here, we can find the 3.9-billion-year-old-rock, which is one of the oldest in the world.



5. **\*Twillingate:** although it is a small fishing town, Twillingate offers visitors a variety of experiences: seafood, iceberg, beaches, outdoor adventure, marine life watching or hiking. Fish, fun and folk festivals here bring music, bonfire and fireworks for visitors if they come in July.





6. **Terra Nova National Park** is a paradise for hiking, camping and kayaking thanks to dense forests, fjords, coastlines and bays. Visitors could have a chance to watch moose, lynx, beaver or eagle.



7. **Cape St. Mary's Ecological Reserve:** the perfect place for bird watching and to spot Northern Gannet and other types of birds as well, with a beautiful view of the sea and unique rock formation.



8. **Marble mountain:** is a part of the Appalachian mountains where tourists can participate in outdoor winter activities such as skiing, dog sledding, cat-skiing, snowboarding, and snowmobiling.



9. **Witless Bay Ecological Reserve:** is the home of seabirds that come back every summer to lay eggs and raise their young kids. It is also a perfect place to spot puffins and whales.



10. **\*Mistaken Point Ecological Reserve:** is also a Unesco World Heritage site where tourists can find the oldest fossil of multicellular life on earth, at over 500 millions years and learn about the beginning of life.



## Cultural

11. **\*L'Anse aux Meadows:** is a Unesco World Heritage Site where the Viking came to America 1000 years ago, from Iceland and Greenland. Here, tourists can explore the Vikings' life and experience blacksmithing or weaving and making pottery.



12. **\*St.John's:** is the capital city of the province where visitors can engage in a variety of activities to explore the modernity and tradition at the same time: colorful jellybean row house, Quidi Vidi: an old fishing village inside the city, shopping artisanal products and enjoy culinary experiences brought to you by award-winning chefs.



13. **Beothuk Interpretation Centre Provincial Historic Site:** is the place to explore the life of Beothuk people who went extinct since 1829.





14. **\*Fogo Island:** used to be home to a fishing community, having unchanged architecture of houses and stores for decades where visitors can have a chance to relive life here a century ago. The island is also an emerging destination, attracting artists from around the world to come to work in incredible studios. It is worth staying in Fogo Island Inn which is renowned for the unique architecture and stunning view of the harbor



15. **\*Bona Vista:** used to be home to a fishing community, having unchanged architecture of houses and stores for decades where visitors can have a chance to relive life here a century ago. The island is also an emerging destination, attracting artists from around the world to come to work in incredible studios. It is worth staying in Fogo Island Inn which is renowned for the unique architecture and stunning view of the harbor



#### 16. **Cape Spear Lighthouse National**

**Historic Site:** is the easternmost tip of Canada where visitors have an opportunity to feel the whole country behind their back, as well as visit the oldest lighthouse of Newfoundland. It is also the place to watch the first sunrise of North America.



17. **Red Bay National Historic Site:** used to be the Whaling Capital of the World, this is where Basque whalers hunted whales for blubber since the beginning of the 16th century. It is also one of the best archaeological sites in North America and a Unesco World Heritage Site.



18. **Battle Harbour:** visitors can travel back in time while visiting here as everything is still preserved for nearly two centuries, such as houses and churches. This is also the right place to spot icebergs, orcas or to hike.



19. **Quidi Vidi Village:** Located inside St. John's,

Quidi Vidi is known for being one of the oldest fishing villages in North America due to its strategic location for fishermen in early days. Many of the families have been settling for generations. A lot of people visit the village for its beauty as well as serenity.



20. **Signal Hill National Historic Site:** is one of the most famous attractions in St. John's where visitors learn about the battle between the English and the French as well as climb up the tower to have the full view of the city.



## Laws and Regulations that Influence the Trip

- The minimum legal drinking age in Newfoundland and Labrador, which is 19 years of age, is supported by legislation prohibiting the sale of alcohol to a minor and the purchase of alcohol by a minor.
- While the legal age for cannabis is 19, there is no age where cannabis impairment and driving are allowed.

According to the Newfoundland Regulation 1998:



- A non-resident shall not hunt, take or kill big game in any part of the province without employing and being accompanied by a licensed guide.
- All non-residents require a guide if they're wanting to fish more than 800 meters from a provincial highway. The guide may be hired, or may be a licensed direct family member of the visitor, including father, mother, brother, sister, son, daughter, grandchild or grandparent.

The province can be accessed by car, ferry and airplane. Normal procedures are done when entering the province.

Nevertheless, since the population of Newfoundland and Labrador has 92% of the population with the highest rates of obesity and overweight, metabolic disease, cancer nationally and cigarette smoking; they had to implement a very strict travel restrictions in place to limit entry into the province to prevent the spread of COVID-19.

Currently Covid-19 travel restrictions are if you only meet extenuating circumstances outlined by the Chief Medical Officer of Health.

International travellers must be approved by Canada Border Services Agency and complete the Travel Form. Approval by Canadian Border Security Agency does not guarantee entry into the Province of Newfoundland and Labrador.

As of November 25, 2020, all residents of the Atlantic Bubble are required to self-isolate for 14 days upon arrival to Newfoundland and Labrador. (The Atlantic Bubble is an agreement between four Atlantic Canadian provinces including New Brunswick, Prince Edward Island, Nova Scotia, and Newfoundland and Labrador which allows unrestricted travel among provincial residents and restricts travel from Canadians who are residents of outside provinces. Residents wishing to travel to the Atlantic Bubble are subjected to screening and are required to quarantine for 14 days before moving freely amongst the bubble. The area was indefinitely suspended on November 26th, 2020 due to a second wave of COVID-19.)

### **Points of Interest & Clients' Demand**

- Marine life viewing: Gros Morne National Park
- Wildlife viewing: Gros Morne National Park, Witless Bay Ecological Reserve,
- Visiting national/provincial parks: Gros Morne National Park, Torngat Mountains National Park
- Visiting small towns, villages: Fogo Island
- Seeing beautiful coastlines, beaches

- Visiting well known historic sites: L'Anse Aux Meadows, Mistaken Point Ecological Reserve
- Dining at restaurants offering local ingredients
- Mountain and glacier viewing

## Characteristics and Particularities

Newfoundland and Labrador is considered a “rich” destination that offers tourists various choices:

- **Strategic location:** Newfoundland and Labrador is located in the easternmost part of Canada therefore it is easily accessible from across Europe and North America (5 hours from London and 3.5 hours from Toronto). It is also an international cruise destination, with 39 ports of call, serving various itineraries.
- **Stunning Nature:** the province offers a real experience to nature with national parks, natural and ecological reserves, icebergs, northern light, marine life, birds, wild animals, fjords, mountains, lakes, etc. coming along with a variety of outdoor activities: skiing, dog sledding, hiking, kayaking.
- **Long history:** the province's history ranges from millions of years until now, since life started to the arrival of the Viking, the European as well as the presence of indigenous people: the Inuit, the Beothuk, the Palaeo.
- **Unique culture:** the mix of Indigenous, French, Irish and Scottish elements creates a unique culture in the province. In addition, it is well-known for a special gastronomy that mainly uses seafood and local festivals.

## Infrastructure , Hotels & Restaurants

Newfoundland and Labrador despite being an out of the beaten path destination, counts with over 660 accommodations throughout the region for all kinds of taste, all these accommodations are part of the program of Tourism Quality Assurance to maximise the quality of the experience when visiting the province, all the accommodations that meet these standards can be found in the Hospitality Newfoundland and Labrador website.

There is a broad variety of accommodations, many bed and breakfast with an average of 4 stars are available with different choices of room and type of breakfasts. Prices for B&Bs vary depending on the different amenities and services offered, between 89 to 477\$ CAD and available weekly and monthly rates. There are also hotels with 3 stars with rates starting at 130 CAD and 4.5 stars such as JAG

hotel with rates starting at 189 CAD. Other possible accommodations are apartments, cottage, hostels, vacations home, inns, tourist home and 1 resort, the Marble Inn Resort in Steady Brook, is the only resort available and it has 4.5 stars. It is located in Humber Valley where you can admire the beautiful west coast of Newfoundland.

When talking about dining out, George street in St.John's has the most bars of the region, just like downtown has the most restaurants. For example tourist could visit the voted Canada's best restaurant Raymonds or Quidi Vidi to taste fish Newfoundland style. There are many options and not only in the capital, for example on the Bonavista Peninsula, Two Whales is a Coffee shop well recommended as well as the Bonavista Social Club. Even if Fogo where it seems to be nothing but tranquility, the Fogo Island Inn is a must dining place. In addition, Florian Hotel is a highly suggested place to have a meal when visiting Labrador, there is the possibility to dine with view to the ocean or even go on a salmon fishing excursion.

## Gastronomy Original from the Region

Food and Dining is an important part of the whole travel experience. In this case, when traveling to Newfoundland and Labrador, you will certainly enjoy a gastronomy mainly composed of seafood, thanks to the coastline of the region. But not only that, the region also offers original plates for foodies who desire to taste something unique.

**Toutons:** yeasted dough is fried in a pan and served with molasses or another syrup. This food is particularly served for breakfast, but it could be savoured at any time of the day as it tastes like a mix of a pancake with a donut.



**Jiggs Dinner:** it tends to vary its preparation from family to family in the region, but the most commonly is made with boiled ingredients



like salt beef, turkey, turnip, cabbage, potatoes or spuds, carrots and pease pudding.

**Figgy Duff:** it is a pudding made with flour, sugar, butter, molasses, raisins, ginger or cinnamon. This is commonly a dessert that is boiled or steamed and served along with the Jiggs Dinner.



**Cod:** this flavorful fish is the most historically important of the province, the fish could be prepared in different ways: cod stew, fried cod, fish and chips or cod au gratin, one of the most famous is fishcakes, friend with pork scraps or scructionst for a richer flavour and accompanied with potatoes or bread. Cod tongue is also a must try when visiting the region



**Bakeapple:** or cloudberry are a small light pinkish berry that grows throughout the province of Newfoundland and Labrador. It tastes like sweet apricot and it can be transformed into jam to accompain de toutons, or it could also be prepared in a cheesecake.



**Iceberg vodka and beers:** this is a uniqueness of the province, beverages made with iceberg water. Ice harvested or small portions of ice that have broken off icebergs are brought to a brewery where they stored the ice until it melts and oxygen inside the water starts to release. This will give the beer a clean and natural taste. The vodka is made similarly, with melted ice from thousands of years old icebergs.



## **Type of Tourism at the moment, and its Effect in the Future**

The type of tourism in Newfoundland and Labrador is mainly for leisure, but i can also comprehend eco-tourism, cultural tourism and sports and recreation tourism as a big portion of what is offered. Culture is fully fomented by the government and part of the whole experience while visiting the region is getting a true insight of the proud culture and traditions that empower the habitants of the region, for example, their languages, food and any other expression such as oral histories and storytelling are some of the cultural heritage of the province . In addition to that we have the predominant presence of nature and wildlife in the region, which makes it the perfect destination to practice sports and have an adventure. In addition, in the effort to preserve the nature of this destination, the province has focussed on promoting environmental sustainable tourism in order to continue promoting the economical growth of the region while keeping the balance and trying to preserve the environment.

The COVID-19 pandemic will definitely change the way people travel around the world, including Newfoundland and Labrador. Experiential travel would be the new trend as people's interests switch to new destinations and authentic experiences and they look for connection with nature. As a result, Newfoundland and Labrador has an increasing opportunity to take advantage of future trends.

## **Accessibility to the Province**

Despite the fact that the province is located in the easternmost part of Canada, there are many means of transportation that make it accessible to the interested tourists. The most popular option is travelling by plane. Air Canada operates flights from Toronto and Montreal that are approximately 3 to 4 hours flight to St John's, and regional airlines within the province and other airlines such as Westjet and Porter also serve international flights. There is lower demand to travel to this destination due to the COVID-19, thus some routes were removed until the situation is stabilized. A traveler could choose within the five airports in Newfoundland, their main one is located in St.John's, and other alternatives are Gander, Deer Lake, Stephenville and St. Anthony. When flying to Labrador, the airports wabush and Happy Valley-Goose Bay are the two options where a tourist can arrive.

Another option could be driving to Labrador via Quebec using the Expedition 51 Highway and making various stops along the way to visit other points of interest, the estimated time of the trip is 8 hours without stops, and the arrival local time zone is the atlantic time, 1 hour ahead of the eastern time. Travellers could use the Marine Atlantic ferries from Nova Scotia to Port aux Basques or Argentia, the

service is available year round and crossing takes approximately six to eight hours. From Newfoundland to get to Labrador a ferry can be used from St.Barbe to Blanc Sablon. The crossing only takes up to two hours and travellers can do whale watching or spot some birds while they are on board.

Once in Newfoundland and Labrador, getting around is easy. Driving is a good idea to get to discover everything that the region has to offer at your own pace, routes are well paved, for example the Route 1 covers the full extent of Newfoundland from Port aux Basques to St. John's. One important thing to keep in mind is the driving distances, the province's size is bigger than we usually estimate, so it is very recommended to plan ahead. However, if driving is not in the plans, taking a traditional bus or taxi is a very suitable option. The buses connect most major centres and the main towns along the coast, taxis service cover travel around town and airports for travellers without their own car.

## **Strengths and Weaknesses of NL**

### **Strengths:**

- ❑ Parks and natural attractions: Beautiful landscapes, sceneries, icebergs, parks, great for outdoor activities like hiking, kayaking, snowmobiling, skiing, viewing, fishing, hunting, etc.
- ❑ Important heritage and cultural attractions like the UNESCO L'Anse aux Meadows National Historic Site where tourists can find the remains of the 11th century viking settlement as the first european presence in North america.
- ❑ Friendly local people that make tourists feel welcome and create memorable moments. (87% of the Canadian vacation visitors agreed with this statement in a trip satisfaction with experiences survey of 2016 by the department of Tourism, Culture, Industry and Innovation of the government of Newfoundland and Labrador)
- ❑ Raising opportunities in tourism like the fall colours in the wester part of Newfoundland, coastal adventure cruising, winter tourism, etc.
- ❑ Covid safety, according to the news Newfoundland has been one of the few provinces with less covid cases in Canada, especially since the lockdown.

### **Weaknesses:**

- ❑ The tourism In Newfoundland and Labrador is highly seasonal. While the majority of national and provincial sites are open from June to September or even October, most of the attractions

and entertainment programming offered by community and non profit groups are not often available after Labour Day (due to funding and student staffing). Wildlife watching such as the migration of the birds, whales and other animals can mostly be seen during summer and early fall. Icebergs are also seasonal to the spring and early summer.

- ❑ Travel distance, time and cost is high therefore the tourists that go to Newfoundland need to have a high access of affordability in order to better enjoy it, in a survey made by TAMS in 2014 reported that 40% of potential travellers said “cost is the reason for not visiting” and 30% of them said “distance is the reason for not coming.”
- ❑ Tourism in Newfoundland is highly dependable on the public sector, specifically at the provincial and federal level. The majority of attractions are operated by the public sector funding.
- ❑ A number of industry players believe that many of the tourism products offered by the region are underpriced for the quality of services offered, including accommodations. This hurts the ability of the industry to deliver the quality of experience expected by the marketplace.

### **Link between the Events and Facts with Geographical, Sociological, Political and Economical Context**

- **Fish, Fun and Folks festival:** a famous festival in the province, taking place in July, celebrating food, music, entertainment, family and friends.
- **The Newfoundland and Labrador Folk Festival:** another famous festival held yearly in the summer in St. John's to celebrate the province's unique culture with great music. People can dance and have fun with their family and friends.
- **The Trails, Tales Tunes Festival:** held yearly in Gros Morne National Park, it combines culinary events, music, story telling, etc, offering tourists with authentic cultural experience.

# British Columbia

## Geographic Location

### Location:



British Columbia is Canada's westernmost province, bordered by the Alaskan Panhandle and the Yukon and Northwest Territories to the north, and by Washington, Idaho, and Montana to the south. Alberta lies to the east, and the Pacific Ocean to the west.

### Geography:

British Columbia is the westernmost province of Canada. It extends 1,180 km from north to south, 1,030 km from east to west, which is the size of France, Germany and the Netherlands combined. This land boasts a diversity of climate and unparalleled scenery in Canada, from island, fjord, mountains, plateaus to desert. B.C. is dominated by mountain ranges - Canadian Rockies, the Coast Mountains, Cassiar Mountains, and the Columbia Mountains, which counts for 75 percent of its total area. The west coast is famous for its stunning ocean, mountains and rainforests scenery. While the B.C interior is renowned for its natural beauty of the valleys, snowy peaks and mountains.

### Climate:

Being a large province, the climate of B.C. is greatly varied from one region to another. It has both wettest and driest climates in Canada; Some regions are with a mild climate, while others are with more extreme temperature ranges. The climate of B.C is mainly affected by the Pacific Ocean and mountain ranges.

The south coast of B.C. has a mild climate all year-round. In summer, the temperature of these coastal regions are warm around 20°C. In winter, this area has the mildest temperature in all of



Canada. It is rarely below 0°C. The interior regions of British Columbia have hotter summers. Its temperatures often go up to 30°C or more. While winters are much colder and snowier than in south coastal regions. In the north area, summers are short while winters are long, cold with a lot of snow. The coastal areas of the north have a lot of rain in the spring, summer and fall, the winters there are cold.

Thanks to the various climate in B.C province, people can enjoy the four seasons' great variety of outdoor activities. In the warm seasons, B.C. is the paradise for swimming, fishing, surfing, biking, hiking, and boating, ect., In the cold and snowy season, people can indulge in skating, skiing, snowshoeing, snowboarding, snowmobiling, etc.

## **History**

BC's Indigenous peoples have inhabited the landscape for an estimated 10,000 years. Prior to the arrival of the first Europeans in the late 18th century, hundreds of First Nations communities thrived in all areas of what is now British Columbia, each with its own language, culture, and traditions. In order to maintain the traditional native culture, at the time existed a ban on the missionaries and a strict control on European settlements. For almost nearly half a century, Columbia sustained a multicultural society around its capital- Vancouver, living in peace with the First Nation people. Native art, culture, languages, festivals and history are an important part of B.C.'s cultural make-up. Everywhere you travel, you will see Indigenous names for towns, cities, rivers, lakes, mountains and fjords. Some of these names go back many thousands of years. The city names Nanaimo, Kamloops and Chilliwack, for instance, are all derived from Indigenous words.

When the Europeans arrived, a series of trading posts began, and two consecutive gold rushes in the mid-1800s brought an influx of prospectors, merchants, and pioneers from around the world. The 1950s and 60s marked another period of rapid growth, with massive building projects including dams, bridges, railways, ferries, and the completion of the Trans Canada Highway. When the construction of the Canadian Pacific Railway began, around 15,000 Chinese labourers completed BC which contributed to the development of large Chinese communities across the nation. The CPR opened the country from east to west, it increased trade and movement of people from the Atlantic Ocean to the Pacific Ocean.

Today, BC is home to more than 200 First Nations whose living traditions can be enjoyed through art, food, immersive cultural experiences, and guided tours around the province. There is a large Asian population here with Chinese and Punjabi the most spoken languages after English, and also big German, Italian, and Russian communities.

### **Population : Cultural & Socio Cultural Features**

British Columbia is Canada's most westerly province, and is a mountainous area whose population is mainly clustered in its southwestern corner. BC is Canada's third-largest province after Québec and Ontario, making up 10 per cent of Canada's land surface. Its population of over 4.5 million is concentrated in urban centres, with Vancouver home to over half the province's people, or around 2.5 million residents. Other city centres in the province include Victoria, Kamloops, Kelowna and Prince George.

English is the main language of communication in BC. Nevertheless, there are many common languages spoken due to established communities, such as: Cantonese, Mandarin, Punjabi, German, Tagalog, French, Korean, Spanish, and Farsi.

An interesting fact is that B.C. has the largest diversity of Indigenous languages in Canada, there are 34 unique Indigenous languages and over 90 dialects, making up 60 per cent of all First Nations languages in Canada.

The British Columbia culture is a combination of a unique mix of Indigineous, European, Asian influences. Thanks to the province's natural resources such as fish, wood and others, the Indigineous people were able to focus on the art and to develop certain strong traditions. Many totem poles (the sculpture that symbolize the First Nations) have stood in several British Columbia communities for centuries.

British Columbia's Asian influence dates back to the Chinese railway workers who did much of the dangerous work during the Canadian Pacific Railway construction. Vancouver and Victoria both have vibrant Chinatowns and annual dragon boat festivals that can easily compete with those from Asian cities. Japanese gardens and cherry trees grow in the mild climate of Victoria, a city also famous for

its strong British background. Many British Columbia communities, such as Bella Coola and Williams Lake, host annual summer rodeos.

Despite the fact the BC is famous for being irreligious, numbers show that Christians are the most, followed by Sikh, Buddhists, Muslims, Hindu and Jewish. Given the fact that there are a wide variety of religions, as a result there are plenty of religious landmarks that can be visited in BC. From churches, to cathedrals and synagogues and mosques.

## **Gastronomy**

B.C's gastronomy is inspired by its multicultural and international influences. It is a perfect combination of local ingredients with global flavours. BC boasts its high quality and variety of cuisine. Since most of the ingredients are locally produced, BC's cuisine is with a strong focus on farm-to-table menus. The Pacific Ocean along the west coastal line yields the most fresh and best quality seafood in the world, for example, king crab, oysters, cod, salmon, shrimp, shellfish, etc. The clean and nutritious soil produces a wide variety of tasty and healthy fruits and vegetables which offer the best ingredients for the chefs and artisan food producers. Furthermore, multicultural influence produces a multifaceted and vibrant food scene, which brings about some of the best flavours the world. B.C is well known as one of the most varied and vibrant culinary places in the world. It provides everything from multi-course Chinese feasts, the best sushi outside of Japan, to farm-to-table dining, exotic street food and molecular gastronomy.

## **Laws and Regulations that Influence the Trip**

Covid 19 had an impact not only on international travelers, but on locals as well. There are certain travel restrictions that must be followed by all who want to visit the province, be it for personal or business purposes. Starting February 22, 2021, all travellers, whether arriving by land or air will be required to submit their travel and contact information, including a suitable quarantine plan, electronically via ArriveCAN before crossing the border or boarding a flight.

These travel regulations require cooperation from travelers and lead to prepare them to certain expectations, such as mandatory use of masks, enclosed deck regulations, health screening, service reductions and current schedules.

## **Points of Interest & Clients' Demand**

According to researchers, BC is a popular destination among Canadians, and the greatest appeal is for the Rocky mountains and Vancouver. The top trip anchor activities for Canadian travellers are the natural attractions, historical sites, cruises, nature parks, Northern lights, and hiking or walking in nature. Very popular demands are guided city tours, music festivals, food and drink festivals, amusement parks, and fall colours.

## **Characteristics and Particularities**

British Columbia is a 4 season destination thanks to its very diverse geography. It's landscapes include rocky coastlines, sandy beaches, forests, lakes, mountains, inland deserts and grassy plains. The Fraser Valley in the Mainland/Southwest region has rich agricultural land that produces fruit and vegetables.

### **Interesting facts about BC:**

- B.C. is 1,200 kilometres from north to south and 1,050 kilometres from east to west – the size of France, Germany and the Netherlands combined.
- Parks, conservation areas, ecological reserves and recreation areas make up 14 percent of the province. B.C. has more protected areas than any other province.
- Mountains cover 75 per cent of British Columbia.
- There are 40,000 islands throughout B.C.
- The government owns 90 per cent of the land in B.C. These lands are home to more than two-thirds of Canada's bird species and land mammals.

## **Strengths and Weaknesses of the Region**

### **Strengths:**

- Wide variety of landscapes and experiences. it provides unparalleled natural scenery and unique experiences in a natural environment and diverse cities.
- Mild climate and year-round travel experience. Various climates in B.C province provide the tourists four seasons' great variety of outdoor activities and experiences.
- Easy Accessibility to visitors. Located on North America's west coast, BC is easily accessible by all kinds of transportation, flights, cruise, trains, bus, cars, etc.

- Outstanding infrastructure. In recent years, federal, provincial, and local governments have invested enormously in infrastructure, such as roads, airports, bridges, ports, accommodations, etc.
- World-class tourism products. BC provides exceptional and world-class travel destinations and resorts, which offer the visitors superlative experiences that range from skiing, touring, golf and hiking to city visits and hosting conventions. Its niche products, such as wine touring, heli-skiing, wildlife-viewing and heritage locations appeal to higher-spending tourists.
- Distinct local ethnic tourism opportunities. Aboriginal and cowboy cultural tourism offer rich and unique experiences to visitors.

### **Weakness:**

High expenses: British Columbia is widely known to be Canada's most expensive province to live in and travel. Therefore, the visitors should prepare enough budget before traveling.

### **Accessibility to the Province**

There are a variety of ways to travel from Quebec to BC, for example by land (car or bus), water (cruises), air or rail. Considering the long distances, each mode of transportation differs in the duration of the trip.

The fastest way would be by air, the duration of flights is approximately 7h30 (direct flight) and the price ranges from \$250-\$700 depending on the company and class of service.

Vancouver International Airport is the main gateway to British Columbia, and there are many smaller airports throughout the province. Seaplane and helicopter service is available along the coast, and seaplanes fly to remote lakes. The major airlines who fly to BC are:

- Air Canada
- West Jet
- Central Mountain Air
- Pacific Coastal Airline

For people who prefer a land-mode of transportation, train, bus or car is an excellent option.

The prices differ, as well as the conditions of the trip, depending on the chosen option.

While the train ticket can be at the same price with a flight, the experience is extremely different for the traveler. In order to have a more entertaining trip, the traveler can opt for a stop to explore before reaching the province of BC. VIA Rail operates two routes from the coast to the Canadian Rockies, one starting in Vancouver, the other in Prince Rupert. Rocky Mountaineer offers three scenic routes from Vancouver to Jasper and Banff in the Rockies

In case that the traveler prefers to have full control over the trip, a rented (or personal) car is an excellent choice. A thing to consider are the several stop-overs until the destination.

The least expensive option, but also the longest is to travel to BC by bus. A reliable and simple way of getting there for people who don't mind the duration of the trip and the mode of transportation itself.

## **Infrastructure, Hotels & Restaurants**

### **Infrastructure:**

Once in BC, the infrastructure is well-developed, safe and reliable. Tourists can explore the province by car, bus, rail, ferries and air.

In order to reach remote places, helicopters and seaplanes are available along the coast.

VIA Rail is another great way of exploring the province, considered one of the best ways to discover the forests, prairies, lakes and Canadian Rockies in all their splendour. Tourists can observe the breathtaking landscape while relaxing in the comfort of the train.

If tourists prefer to explore the region by buses, there are a variety of companies offering services and routes both for small or greater distances.

Highways are well-maintained with good signage, making it easier to explore. Car rental companies are located at convenient places, often near most airports, and in larger communities. RV travel is also popular in BC, and many campgrounds offer RV-specific accommodation with hook-ups and other amenities. The majority of RVs do not require a special license to drive or tow.

### **Accommodation:**

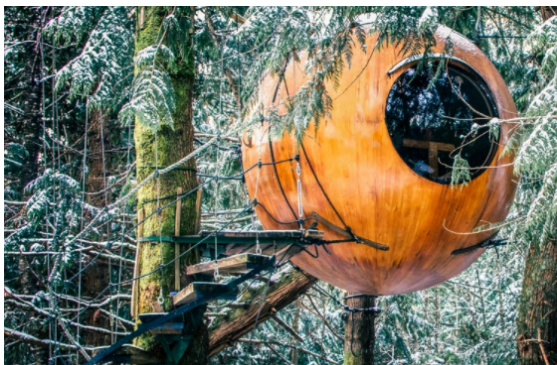
With hundreds of different accommodations. Depending on the type of traveler and purpose of trip, there are budget hotels (such as motels), b&b's, cabins, cottages, campgrounds, RV's, resorts, boutique hotels, luxury hotels, unusual accommodations (such as eco resorts, for example), wilderness lodges etc. From British Columbia's capital city of Victoria located on fabulous Vancouver Island; to the majestic city of Vancouver, surrounded by west coast mountain peaks tourists will find

accommodation to suit every need. The resort town of Whistler has North America's best skiing and hosted the 2010 Winter Olympics with wonderful accommodations for visitors from around the world. From the tranquil experience of Salt Spring Island and the Gulf Islands, or the sun kissed beauty of Kelowna and the Okanagan; to the majesty of Nelson, the Kootenays and the Rocky Mountains; or the outdoor wilderness experience of the Cariboo/Chilcotin and Northern BC — British Columbia has it all. The average price for one person for accommodation in British Columbia is \$87. For two people sharing a typical double-occupancy hotel room, the average price for a hotel room in British Columbia is \$175. The price will vary according to location, season, size of the place and level of luxury.

**Some of the unusual accommodations in BC that are worth to mention:**

**Free Spirit Spheres- Qualicum Beach**

Rates are between \$300-350 per night, with a bit of a discount if you're staying multiple nights. The spheres feature small windows and all the comforts you could need to be at one with nature while still enjoying the luxuries of glamping. Private composting toilet outhouses are located close to each sphere with private bathrooms and running water in the central bath house facility.



**Clayoquot Wilderness Resort - Tofino**



The Clayoquot Wilderness Resort is an all-inclusive luxury resort designed to offer a true wilderness getaway experience. Inaccessible by car, the resort can be reached via a 45 minute float plane ride from Vancouver or a 40 minute boat ride from Tofino. Rates start at \$4,680 per person with your choice of 3, 4, or 7 night packages. The resort features 25 guest tents and a full complement of staff, such as wilderness guides and culinary artisans. Guests are invited to visit the Healing Grounds Spa for sanctuary, yoga, wellness, and restorative treatments.

#### **God's Mountain Estate - Penticton**





God's Mountain Estate is a Mediterranean style villa that sits on 115 acres, offering breathtaking views of the lake and vineyards. Rates start at \$225 per night and guests can choose between a regular room, lakeview room, roofless room, or penthouse. Within the roofless room you'll be sleeping under the stars while enjoying every comfort you'd expect from an indoor suite. The roofless room features a private tub situated in front of an open fire, a four poster bed, and a sitting area. The God's Mountain Estate easily sets the stage for the most romantic getaway you've ever been on.

### **Mineral Spring Resort - Salt Spring Island**

Mineral Spring Resort sits within 29 acres of subtropical rainforest, offering exclusive access to the Salt Spring Mineral Waters. The unique oceanfront cabins are available with 1, 2, or 3 bedrooms and each chalet features an oversized mineral water Jacuzzi, galley kitchen, wood-burning stove, BBQ, and sunroof. The Mineral Spring Resort is the place to go if you need to unwind and relax while your stress and worries simply melt away. Rates range from \$220 to \$289 depending on the chalet you



choose.

### **The Float House Inn - Bella Coola**



Many of these other accommodations offer waterfront views but the Float House Inn puts you right on the water. When you rent a room at the Float House Inn, you're renting the entire boat. This unique accommodation has an exclusive end-of-dock location featuring panoramic views of the estuary and the surrounding mountains. The boat is equipped with a full kitchen, stove, oven, microwave, fridge,

and fully stocked bathroom. The covered deck offers a 360° view of the beautiful landscape that surrounds the boat. Rates start at \$195 per night or \$1180 per week based on double occupancy, with additional charges for 1-2 extra guests.

### **Adventure Domes - New Denver**

The Adventure Domes in New Denver are surrounded by three different provincial parks, putting you in the very heart of some of the most beautiful landscapes in British Columbia. Recently updated, every cabin is outfitted with brand new mattresses, sofas, linens, and kitchenware. You'll have your choice of 4 different domes, each of which can sleep a maximum of 3-6 people, depending on the dome you choose. Rates vary by season, ranging from \$115-\$150 per night.



### **Restaurants**

Given the fact British Columbia is a vast land, tourists are likely to find a wide variety of different dishes in different areas, from spot prawns pulled live from the ocean to blackberries still warm from the sun. One of the distinguishing characteristics of the Pacific Northwest is freshness. Chefs meet fishing boats every morning to select the best day's catch. In western Canada, many chefs are very particular about letting their customers know where their food is from - which farm, which orchard, what bay, etc.

**Bellow are some recommendations that are considered a must-try when in the province:**

#### **Spot Prawns**

Locals and visitors alike go crazy for wild BC spot prawns. The largest of the seven commercial species of shrimp on Canada's west coast, spot prawns are known for their delicate, sweet flavour

and firm bite. The season kicks off in Vancouver with the annual Spot Prawn Festival, which features a prawn boil with peel-and-eat crustaceans fresh off the boat.



For a more refined meal, look for spot prawns on fresh sheets at restaurants such as Blue Water Café, YEW Seafood and Bar, and Miku, where they're prepared as sashimi, tartare, chowder, in pasta, and more.

### **Wild sockeye salmon**

British Columbia is famous for its salmon, and locals celebrate it at the height of summer. It's common to grill a whole salmon for a backyard barbecue, or during many community festivals. In Vancouver, you can get char-grilled salmon served Japanese-style with rice at the Powell Street Festival in August. On the water in Vancouver's suburbs, the Steveston Salmon Festival marks Canada Day on July 1st with a big community salmon barbecue. Over on Vancouver Island, the Campbell River Salmon Festival takes place in August, and the Port Alberni Salmon Festival in early September.



### **Pacific Halibut**



With a longer season from March to November, Pacific halibut is also beloved by locals for its meaty texture and mild flavour. Due to its high price, it's not popular during barbecue gatherings. You can rather find it roasted or braised at high-end restaurants, or order halibut fish and chips at casual joints like The Fish Counter and Pajo's Fish & Chips for a more economical and still delicious option.

### **Wild Blackberries, Strawberries, Blueberries, Raspberries**



For some British Columbians, the first strawberries mark the start of summer. During peak season, berries are incorporated into all sorts of dishes, including strawberry shortcake, raspberry syrup for pancakes, and salads sprinkled with blueberries. Fun fact: British Columbia is one of the largest highbush blueberry-growing regions in the world, with Canada the third top-producing country. Blackberries grow wild around BC, and you'll find bushes even in urban areas, such as parks and back alleys in Vancouver. Many locals have a secret, favourite place to pick.



## **Type of Tourism at the Moment, and its Effect in the Future**

British Columbia is one of the most visited parts of Canada, being tourism the province's second biggest industry. People travel to BC to experience its spectacular settings: mountains, coastlands, wildlife, rainforests, and cities surrounded by nature. 63% of the BC tourism revenues comes from six centres: Metro Vancouver, Victoria, Whistler, Kelowna, Kamloops, and Tofino/Ucluelet. According to destination canada consumers cite the natural environment, the warmth of the people, the diversity of places and activities, and the spectacular beauty of the greatest motivators in choosing BC.

Destination BC created 30 years ago a brand called: *Super, Natural British Columbia* where it focus on the attributes previously mentioned to influence perceptions and inspire millions of people to visit British Columbia where by promoting it through traditional or social media consistently to remain its positioning in the consumers mind.

Destination BC constantly creates tourism strategies that incentivize tourism either by working with government agencies, using innovative strategies, taking advantage of tourism benefits like supporting communities such as the aboriginal people to develop or enhance the tourism products and experiences, and adopting policies and undertaking strategic investments.

Apart from its culinary excellence and cultural diversity, BC's most significant advantage in the market is its scenic landscapes that offer a combination of mountain, forests, ocean, wildlife and natural beauty. The landscapes reflect BC's diversity and a regulatory framework that focuses on sustainable management ensures that the province will remain *Super, Natural British Columbia*.

Tofino, a district located on the west coast of Vancouver Island, recognized as a destination due to its proximity to the Pacific Rim National park. Tourism numbers in this region have increased and it's now the main economic contributor of the community. However they have been experiencing a problem with their resource infrastructure in relation to their capacity, therefore negatively impacting social and ecological efforts.

To avoid similar problems on the future one of British Columbia's strategies is to grow tourism sustainably balancing the social, cultural, environment and economic dimensions of the industry with a set of values that underpin everything the organization does:



- Working with the provincial government and all industry partners to support the implementation of Clean BC, the provincial strategy to reduce carbon pollution, increase use of clean energy, and reduce waste.
- Assessing BC tourism against the United Nations 17 Sustainable Development Goals.
- Supporting the development of more accessible and inclusive tourism experiences and employment.
- Educating industry, residents, and visitors on sustainable tourism practices.
- Managing visitor volume provincially through seasonal and geographic dispersion.

## **Link between the Events and Facts with Geographical, Sociological, Political and Economical Context**

### **Celebration of Light**

It is Vancouver's two-week fireworks festival in the mid of summer, attracting more than 1.6 million spectators all over the world. This fireworks celebration is held four separate nights over two weeks at the end of July and beginning of August.

### **Jazz Fest International**

Lovers of jazz can take in music by jazz performers from around the world for 10 days and nights in June. Every year, this festival attracts more than 250 of the world's best jazz, blues and world beat artists to Victoria to attend this grand celebration. Various indoor and outdoor jazz venues in downtown Victoria host during the festival.

### **Dine Out Vancouver Festival**

The Dine Out Vancouver Festival is a 17 day celebration in January which is the scene of Vancouver's culinary. Many special events, menus, tastings, workshops and classes are held during the festival.

### **Vancouver International Wine Festival**

One of the oldest and largest wine events in the world. This festival attracts 25,000 enthusiasts in late February each year, from the vino newbie to the experienced sommelier.

### **Pacific Rim Whale Festival**

Between March and April of every year, Vancouver Island's west coast experiences the annual northern migration of more than 21,000 gray whales from Mexico. The visitors can witness the magnificent whales when they swim close to shore in search of food in the shallow waters.

## **Convergent and Divergent Elements in the Cultural Identity of the Nation of the Region**

The uniqueness of British Columbia is its diversity. It owns remarkably diverse geography, climate and activities. Geographically, BC offers everything, from stunning islands, majestic mountains, sparkling ocean to mysterious rainforest and desert. The climate of B.C. is greatly varied from one region to another. It has the wettest, driest and mildest climates in Canada; In BC, the visitors can experience Canada's most mild winters in Canada. BC also offers the most various and Exciting Activities which is catering to any interest throughout the year, people can enjoy all kinds of outdoor adventure all year round, spectacular sights and attractions, world award-winning wine regions, world class shopping, top museum, galleries, theatres, gourmet meals, outstanding live entertainment, sporting events, etc. British Columbia always has something for everyone, whether people love being around water, in the mountains, skiing all year around, having the big city feel, or tasting the most flavorful food, BC has something for everyone to enjoy.



## **20 Major Attraction in British Columbia**

### **1. Haida Gwaii**

Mystical island with a rich cultural history. Here old-growth rainforest is surrounded by a rich marine environment, both home to unique subspecies found only on these magical islands



### **2. Canadian Rockies**

Snow-capped peaks, turquoise lakes, cascading waterfalls, and dense evergreen forests. UNESCO established the Canadian Rocky Mountain Parks World Heritage Site along the BC/Alberta border, in part because of this spectacular beauty.



### **3. Great Bear Rainforest**

Home to elusive Spirit Bear. The planet's largest intact coastal temperate rainforest, the Great Bear is a revered and protected wilderness area. This section of BC's Central Coast is remote and there are few roads within its boundaries, which contributes to a feeling of peace and serenity of truly being in nature.



### **4. Okanagan Valley**

Okanagan Valley wineries have won major national and international awards, and many offer lake-view dining inspired by the valley's agricultural riches. Beautiful lakes, sandy beaches and green mountains to be explored by visitors of all ages.

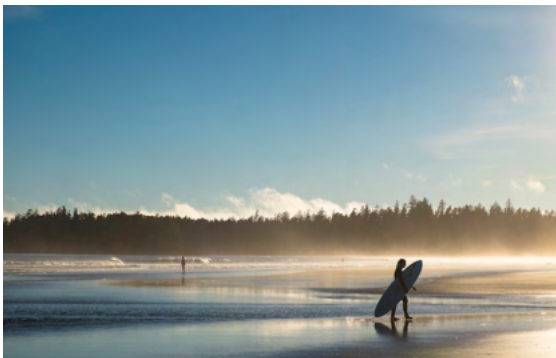


### **5. Osoyoos**

Osoyoos is Canada's only desert in a province otherwise known for its lush evergreens and green peaks. Just next to the Okanagan Valley's wine country, small-town Osoyoos is arid and toasty with some 2,000 hours of sunshine a year.



## **6. Tofino**



Tofino is a year-round destination. Located on the rugged west coast, Tofino is the place with a magnificent scene of huge ancient trees, sandy coves, and dramatic rocky shores. Nearby Pacific Rim National Park Reserve offers incredible hiking trails, endless beaches, great surfing and camping spots.

## **7. Salt Spring Island**



In the Gulf Islands between Victoria and Nanaimo, this Island is with a small population and is known for its laid-back Bohemian lifestyle. Around this scenic island are artists' studios and farms selling cheese and homemade products.

## **8. Wells Gray Provincial Park**



It is also called 'Canada's Waterfall Park.' A waterfall lovers' dream, Wells Gray Provincial Park is home to 39 named waterfalls. This jaw-dropping landscape is made up of 1.3 million acres of alpine wilderness, with towering mountain peaks and old-growth rainforests, serene lakes and roaring rapids.



## 9. Ucluelet



One of the world's most stunningly unspoiled coastlines can be found on the west coast of Vancouver Island. It enjoys the wild and rugged beauty of the Pacific. Stunning natural beauty, with miles and miles of hiking trails for exploring. It is a must-experience as one of the best places on Earth to spot the majestic creatures, including whales, humpbacks, grays and orcas, along with other wildlife like bears, harbour seals, sea lions, sea otters and bald eagles.

## 10. Tweedsmuir Provincial Park

One of the largest of this province's many parks. In addition to some of North America's most breathtaking scenery, it is also a paradise for outdoor adventurers. It offers best opportunities in the region for viewing grizzly bears and other wildlife



## 11. Kamloops



Variety of activities surrounded by magnificent terrain. Horseback riding through lush alpine meadows while watching the unique birdlife, as well as hiking and mountain biking, four-wheeling, wagon rides, fishing and campfires.

## 12. Remote Prince Rupert region



In this remote region of the province you can take part in everything from hiking and paddling around the edge of a rainforest to some of the world's best fishing or even hanging out with grizzly bears. Khutzeymateen Provincial Park and Grizzly Bear Sanctuary is one of the top spots on Earth for viewing the creatures in their natural habitat.





## Cultural

### 13. Victoria

A dynamic city that is an amalgam of the past and the present. Victoria is well known for its beautifully maintained gardens, and it boasts more cycling paths than any other Canadian city.



### 14. Royal BC Museum

There is no better machine to go back in time than the Royal BC Museum, where natural and human history is beautifully presented in a realistic setting.



## 15. Barkerville Historic Town

A restored gold-mining town with about 75 historic buildings. There are costumed interpreters dressed in period costume act out "living history," making it possible to visit a printing-works or smithy, a typical general store, a barber shop, or the "Barkerville Hotel" and feel completely transported back to the times of the gold-rush.



## 16. Williams Lake Stampede



The city of Williams Lake, located in the central interior of B.C. It is the place to experience authentic cowboy life. Every year, thousands of visitors from across the globe attend the annual Williams Lake Stampeded festival (cowboy rodeo) to watch the exciting and historic rodeo.



### 17. Rock Candy Mine



Paradise for mineral enthusiasts and people who enjoy experiencing nature. As a heritage mine, Rock Candy is the only place in B.C. where families can find the same natural crystal samples that miners toiled in darkness to extract 100 years ago for industrial uses

### 18. Rocky mountaineers (cultural and natural combined)



The Rocky Mountaineer showcases rugged alpine terrain and wildlife you can only see by rail, paired with comfy carriages, exquisite meals and excellent service.

### 19. Mascot Gold Mine



The former Mascot Gold Mine is perched on a cliff 4,900 feet and 39 switchbacks above the town of Hedley. The Mascot tour's uniqueness is all about views of the past and present. The mine complex, rearing like a medieval castle above Hedley, is stunning to behold. It offers a wonderful view of Hedley and the Similkameen Valley

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