



Tourism Industry

A unique and adventure-rich destination for visitors.

Tourism is a growing industry in the Robson Valley Region. Tourism operators are recognizing the opportunities generated by the mountains and waterways that are the signature of the region.

With extensive recreational opportunities combined with fresh mountain air, an ancient forest, and clear-flowing rivers, the Robson Valley Region offers a unique and adventure-rich destination for visitors.

The awe-inspiring diversity of landscapes in the region will hold a special place in your heart. The Robson Valley Region's friendly communities are eager to greet you and share our experiences of this wonderful destination.

Top five reasons to invest in the Tourism Industry in Robson Valley Region:

- Visitors – High traffic throughout the year, both summer AND winter
- Exhilaration – Home to world-class snowmobiling and heli-skiing industries bundled with close proximity to the iconic Mount Robson
- Location – Bordering Jasper National Park and Mt. Robson Provincial Park, halfway between Edmonton and Vancouver or Prince George
- Availability of a highly-skilled workforce.
- Access and Exposure – Located on the Highways No. 16 and Highway 5.

If you are looking to invest in an existing tourism-based business or start a new one, the Robson Valley Region has a lot to offer. Local governments understand tourism—and its value for local economies. The area offers a wide array of natural assets and

attractions. Visitors can enjoy impressive scenery and a range of outdoor activities such as hiking and snowmobiling on trails or open backcountry, heli-skiing, camping, river rafting, fishing and much more.

Distinct seasons bring visitors to this land of unsurpassed natural beauty.

Spring brings wildflowers, newborn wildlife and agricultural crop planting. Enjoy all the Robson Valley Region has to offer after a snowy BC winter.

Summer offers ample opportunity to hike and explore the nearby backcountry, parks system and majestic Ancient Forest or the iconic Mt. Robson. From easily accessible day hikes and walks to overnight backpacking trips in remote wilderness areas, these trails offer a great variety in natural scenery and ecology.

Excellent wildlife viewing opportunities exist throughout the area - Mule and White-tailed Deer, Moose, Elk and Black Bears call the lower elevation home, while Grizzly Bears, Caribou, Mountain Goats and Mountain Sheep inhabit the higher elevations.

If excitement is what you are looking for, a white-water or gentle rafting trip down a wild & scenic river may be just what you crave! An experience you will never forget!

There are also excellent opportunities to watch the salmon run as they finalize their voyage up the Fraser River from the Pacific Ocean.

Fall is harvest season for the farmers, giving you the opportunity to delight in fresh local produce. The area boasts beautiful fall scenery. A number of events take place throughout the season including fall fairs, and more.

Winter in the Robson Valley Region is invigorating, fun and full of adventure. Get the adrenaline flowing and explore the high alpine country with a world-class trip on a snowmobile! The area offers excellent sledding and heli-skiing conditions with varied terrain — not to mention the world’s best powder snow.

If quietness is what you prefer, then the groomed cross-country skiing trails on Bell Mountain or breaking your own ski or snowshoeing tracks on the vast expanses of wilderness are what you will find here – all opportunities to enhance the tourism experience you want to provide.

New and exciting opportunities abound for Tourism-based businesses that specialize in the following areas:

- Accommodations
- Agri-tourism
- Bus Tour activities
- Eco-tourism
- Summer activities (ATVing, rafting, hiking, etc.)
- Winter activities (snowmobiling, skiing, snowboarding, dog sledding, etc.)
- Family-based activities (camping, hiking, arts, sightseeing, etc.)
- Food services
- Retail spaces

All areas of the region recognize and support the value of tourism as an economic generator to the area and are very aware of their very special product and appeal to non-residents.

Skilled and Experienced Workforce

The Robson Valley Region can meet wide-ranging needs for staffing through qualified local residents that hold the relevant post-secondary training for tourism-related business.

Markets

There are huge markets to explore. Canada’s highest per capita incomes are found in neighbouring Alberta.

Edmonton, Calgary, Kelowna and Vancouver are easy day trips away on the well-maintained Highways.

The Robson Valley Region is home to the nearest accommodations outside of Jasper National Park and Mt. Robson Provincial Park.

Local airports give easy access to charters and those with their own air transportation. An international airport is also available at Prince George, just 2-3 hours away.

Commercial Building/Land Availability

Opportunities exist for commercial development. The region has the ability to accommodate site-specific proposals throughout the area, including those on the vast tracts of Crown Land.

Emergency Services

Local fire and emergency services, with region-wide enhanced 9-1-1. The Region has low crime rates and has Police Detachments in McBride and Valemount.

Recreation and Cultural Facilities

Canoe Valley Recreation Centre and the Robson Valley Recreation Centre are hubs of activity featuring ice arenas, curling rink, fitness centres and indoor racket sports. The new Robson Valley Community Centre is ready to host a variety of conferences and events.

The RVR is well served with museums, galleries and an active arts community.

Visitor Marketing Initiatives

Both McBride and Valemount have created interesting and attractive entrances to their communities and are serviced by Tourism Info Centres.



Contact Information

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