



## ALBERTA – A NEW ADVENTURE EVERYDAY

The Canadian province of Alberta offers 250,000 square miles of mountains, world class ski resorts, rolling prairies, unspoilt badlands, a northern wilderness and two cosmopolitan cities.



### HIGH ALTITUDE EXPLOITS

Everyday, enjoy a different adventure. Whether you're a novice or a regular adrenaline junkie Alberta's guides, outfitters and local operators have the experience and knowledge to give you the best high octane outdoor experiences. Opportunities for hard-hitting fun include:

- **Survival courses** – escape urban life and become Ray Mears for a few days as you learn survival techniques and live in the wild and amongst the wildlife of Northern Alberta.
- **Rock climbing** – learn to scale the heights as you perfect your climbing skills on real mountain ledges at Canmore's renowned climbing school.
- **Cow Camp** – this is no dude ranch. You need to have some riding experience and "buns of steel" to participate as a member of the team during round-up and branding. Lead by an experience wrangler



your reward will be great home cooking, nights spent around the camp fire and a huge sense of achievement.

- **Chopper hopper** – for an exhilarating way to reach the top of the mountain and gaze on isolated precipices, heli hiking is the peak of outdoor experiences
- **Peddle performance** – make tracks and saddle up for some steep descents and amazing views as you traverse the Rockies.
- **Shoot the rapids** - from late May onwards, when the glacial waters melt and the rivers flow freely this is the time to hit the white water and navigate your raft through the rapids. It's a shame you'll be too engrossed to enjoy the spectacular Rocky Mountains that rise up around you, that is until you hit the calm waters and can float down stream.

### **FAMILY ADVENTURES THAT WON'T COST THE EARTH**

The saying goes that the family that plays together stays together. Take time out to build some family memories that will last longer than your suntan and will provide fun and laughter en route. With a preferable exchange rate these adventures don't need to break the bank.

- **Teepee camping** – try something really different, after learning about ancient hunting rituals and the ways of the Plains people at Head-Smashed-in-Buffalo Jump, spend the night under the stars in your own teepee. Drift off to sleep in the still quiet of the Prairies, after listening to aboriginal stories around the camp fire.
- **Dig for dinosaur bones** – Either join a family science camp at the Royal Tyrell Museum of Palaeontology or visit it's Field Station to discover 35 species of dinosaur and take part in fossil excavations.
- **Wildlife watching** – this is not your usual visit to the zoo. Within Alberta's National and provincial parks wildlife roams free and in safety. Local guides bring nature to life and have many stories to share about the animals that inhabit the area. There's no guarantee on what will make an appearance but you could see black or grizzly bears, beavers, big horn sheep, bison, elk, moose, wolves, coyotes or mule deer.
- **Kayaking or trail riding and camping** – for an authentic outdoor adventure why not take to one of the rivers or streams that carve their way through Alberta. After a day paddling at your own speed, set up



camp for the night and tuck into some Rocky Mountain cooking. Or if you have a horse mad son or daughter, take to the saddle and ride the ridges of the Rockies on horseback.

- **Walking on ice** – Stepping on to a glacier and gazing into its blue crevasses has to be a once in a lifetime experience. The Columbia Icefield “Ice Explorer” is a specially adapted vehicle with tyres which allow it to travel on the ice at the Athabasca Glacier.
- **RV Road Trips** – Gather your family and hit the road. What else is so relaxing, as you tour in your own time, but also so much of an adventure? From the cities to the prairies there is so much to discover. The renowned Icefield Parkway between Banff and Jasper is one of the most beautiful rides in the world.

## **HISTORY & TRADITION**

Alberta’s extraordinary past is woven deep into the very fabric of its land, from the original Swiss mountain guides who conquered the peaks of the Rockies to the different groups of First Nations People who hunted and populated the Prairies and beyond.

- **David Thompson** – Step back in time and retrace the enormous tracks left by David Thompson, one of Canada’s greatest explorers. Originally from the UK, David Thompson mapped over 1.5 million square miles of North America; trapper, trader and fascinating character. Visitors can now follow in the “Map Mans” footsteps down one of the most spectacular gateways to the Rockies, the David Thompson Highway (Hwy11 on maps).
- **Calgary Stampede** – Alberta’s cowboy and aboriginal heritage is celebrated annually at Calgary Stampede, the “Greatest Outdoor Show on Earth”. This year the ten day event takes place from 6 - 15 July 2007. Visitors cannot help but get caught up in the electric atmosphere, so don that cowboy hat and enjoy the rodeo, pancake breakfasts, chuck wagon races, entertainment, music and much more.
- **First Nations Discoveries** – For those who wish to engage in a spiritual experience and learn more about Aboriginal peoples, Alberta will be enlightening. Spend time with native elders, take part in powwows, sweat lodge ceremonies, dancing and learn about hunting techniques, natural medicines and living off the land.



## **CITY LIFE AND URBAN DELIGHTS**

Take time out to experience some of Alberta's best kept secrets, not in the mountains or forests but awaiting discovery in Edmonton and Calgary.

- **Edmonton – The Fringe and beyond** – When anyone mentions “The Fringe Festival” most will automatically think of Edinburgh. Few know that Edmonton's own International Fringe Festival is only second in size to its Scottish cousin. As the largest festival of alternative theatre in North America it certainly draws in the crowds and produces some top talent.
- **Olympic Dreams** – Visitors can see where “Eddie the Eagle” Edwards made his bid for gold or take to the bobsleigh or luge to see it first hand how it feels to experience the ultimate Olympic snow sport challenges. Canada Olympic Park is a year-round training facility and visitor attraction. Take the trip of a lifetime if you dare!
- **Go Flames Go!** – Visit Calgary from October through to April and a trip to the home of NHL's Calgary Flames is a must. Ice hockey is a sport that demands lightening reactions, risk taking team work and nerves of steel. Seeing a match first-hand will have you fired up and jumping out of your seat. Combine this with some skating and technique training to see what life on the ice is really like.
- **Retail therapy and food for the soul** – Calgary and Edmonton have first class shopping experiences from boutique retail areas such as Eau Claire Market (Calgary) and Old Strathcona (Edmonton) to West Edmonton Mall - the Greatest Indoor Show on Earth with its 800 stores, amusement park, skate rink, miniature golf course and themed Fantasyland hotel. Increased interest in cuisine has lead to a surge of first class restaurants in both cities, offering everything from Rocky Mountain cuisine to sushi and modern Canadian dining. Top spas dot the cities from men only retreats to indulgent, escapist spas.

## **BACK TO BASICS – ECO TOURISM PROGRAMMES**

Conservation and protection of Alberta's unique land is a major priority that many tourism partners are embracing to meet the demand for eco-friendly holidays.

- **Breathtaking National Parks** – National Parks have existed in Canada for well over a century and the Albertan parks of Banff, Elk Island, Jasper and Waterton Lakes are protected for public appreciation and enjoyment, whilst being maintained in an unimpaired state for future generations. Visiting the parks provides a greater understanding of the wildlife and flora and by meeting guides and researchers first-

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Canada 

hand, not only will you be astounded by their knowledge but have access to some great stories and anecdotes. ([www.pc.gc.ca](http://www.pc.gc.ca)).

- **The Aurum Lodge Project** - Aurum Lodge is an award winning country inn situated in the foothills of the Rockies overlooking Abraham Lake. The project started in 1999 with the objective of becoming an environmentally sound operation to deliver sustainable tourism. During a stay at the lodge, visitors can relax in the pristine environment or enjoy activities such as hiking, wildlife watching, photography, bird watching, painting or ice climbing. ([www.aurumlodge.com](http://www.aurumlodge.com)).
- **Get in touch with nature** – throughout the Province there are lodges, small outfitters and tourism organizations recognizing that the local culture, environment and economies are fragile and are developing eco-tourism programmes that will not damage the area but will have a lasting, positive effect. These range from interpretive hikes, wilderness exploration, camping and native education programs. All these aim to immerse the visitor in Alberta's outstanding environment and encourage a deep connection and understanding of nature.

For more information on Alberta see [www.travelalberta.com](http://www.travelalberta.com)

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