

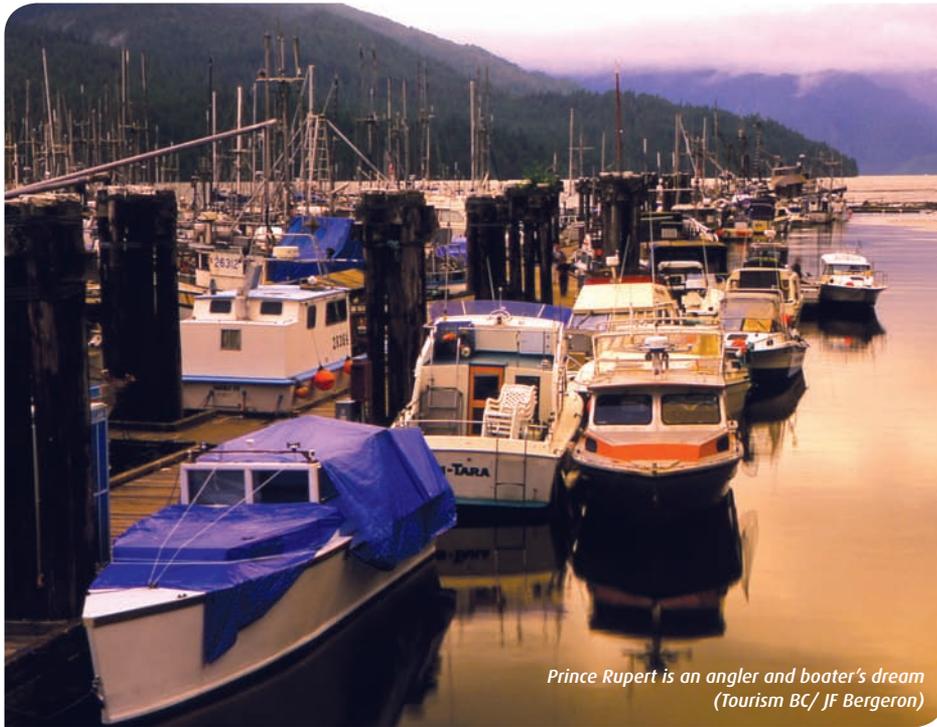
# Prince Rupert At the Edge of the Great Beyond

RENOWNED FOR ITS cosmopolitan identity and welcoming community, Prince Rupert is the jewel of northern B.C. As a vital port and transportation hub for the province's northern coast, it's a destination whose level of visitor traffic belies its remote location. A natural gateway to other notable places around it, the "City of Rainbows" benefits greatly from its ideal position on the northwest shores of Kaien Island in the Hecate Strait.

A concerted tourism drive has seen Prince Rupert become a popular stop for Alaska-bound cruise ships in recent years, the southern coast of the "Last Frontier" lying just 65 kilometres to the north. However, Prince Rupert is no mere whistle stop to pass through without a thought. Boasting 10,000 years of First Nations history, outstanding natural attractions and myriad opportunity for adventure, this is a boomtown demanding in-depth exploration.



*The Cow Bay Cafe in the quaint Cow Bay Shopping District  
(Lonnie Wishart Photography)*



*Prince Rupert is an angler and boater's dream  
(Tourism BC/ JF Bergeron)*

A compact city of some 13,000 inhabitants, Prince Rupert lies in a sheltered harbour in the heart of Tsimshian First Nations traditional territory. The monumental art of the Tsimshian is world famous and fine examples of their remarkable, lofty totem poles can be seen around the city, usually with tourists gathered at the bases, craning their necks in admiration.

Many First Nations artists live in Prince Rupert, so you're sure to find unique art on sale in the specialty stores around town and in the colourful Cow Bay Shopping District. The galleries of the Museum of Northwest British Columbia provide an ideal introduction to the native art of the region. The First Nations name for this museum is Na Xbiisa Lagigyet, translating beautifully as "Treasure Box of the Ancient Ones."

Other recommended museums in Prince Rupert include the Kwinitza Railway Museum—detailing the early days of the Grand Trunk Pacific Railway—and the North Pacific Cannery, where the fascinating past of the city's salmon canning industry comes alive.

The wilderness experiences available in Prince Rupert attract many outdoor adventurers, as the city sits at the fringes of some of the wildest, most spectacular terrain in Canada. "We say that this is where Canada's wilderness begins," states Bruce Wishart, Executive Director of Tourism Prince Rupert. "You can see the truth of that everywhere you turn. It's in the coastal rainforest, the deer in the streets and eagles filling the skies."

Exciting wildlife encounters are par for the course in and around the city. Deer do indeed wander freely, eagles soar overhead and otters glide about the harbour. Nature-based tours are the quintessential Prince Rupert experience. "There are marine-based wildlife watching

## OUR QUALITY ASSURANCE ACCOMMODATIONS



The Alpha Select certification is your assurance that your accommodation meets the highest standards. Our homes are inspected to ensure that they are: licensed and insured, meet superior standards of cleanliness and hospitality. Alpha Select worries about the details so that you can enjoy your accommodation. Look for the Alpha Select logo when you book your accommodation.



Tel: 250.413.3203 | Toll Free: 1.866.604.8396 | Fax: 250.475.2829 | [www.alphaselect.ca](http://www.alphaselect.ca)

tours that take visitors to Khutzeymateen Grizzly Bear Sanctuary, one of a kind in North America," Wishart relates with pride. These are particularly memorable experiences when doubling as whale watching expeditions, with the seas around Kaien Island plentiful in either Orcas, Humpbacks, Gray or Minke whales, depending on the time of year.

Appreciating the magnificent natural beauty of the area by one vessel or another is a popular choice in Prince Rupert. Whether touring the harbour or circling Kaien Island in a leisure craft, or paddling along in a canoe or kayak, the stunning coastline provides an unforgettable experience. Due to the accessibility of the Skeena River tributaries, Prince Rupert is regarded as a hot spot for dedicated kayakers, with guided tours ranging from a few hours to a full week.

The ocean, plus the beautiful lakes and rivers around Prince Rupert, offer some of the best sport fishing anywhere in Canada. "Our saltwater sport fishing is world class for all five species of salmon, as well as halibut, rockfish and shrimp," Wishart explains. People exclaim over

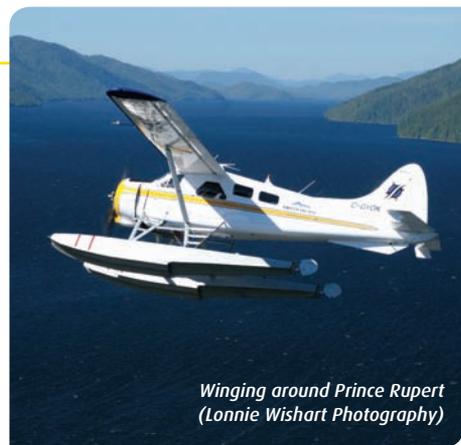


Visitors stand in awe of Prince Rupert's totems  
(Lonnie Wishart Photography)

the freshwater fishing, especially for trout, made more spectacular by the stunning scenery.

Prince Rupert's moderate climate makes it easy to appreciate the city and its charming surroundings. Some may be content to do so at an easy pace with a round at the Centennial Golf Course, or perhaps taking one of the easy nature walks. There are intense hiking trails for the ultra-fit, but the Butze Rapids Interpretive Trail, Grassy Bay Trail or delightful Oliver Lake Dwarf Forest Nature Walk offer a gentler option.

Whether you take it easy or go all out for action in Prince Rupert, your playground in this remote yet accessible destination is one of B.C.'s true miracles of nature. — David Morrison



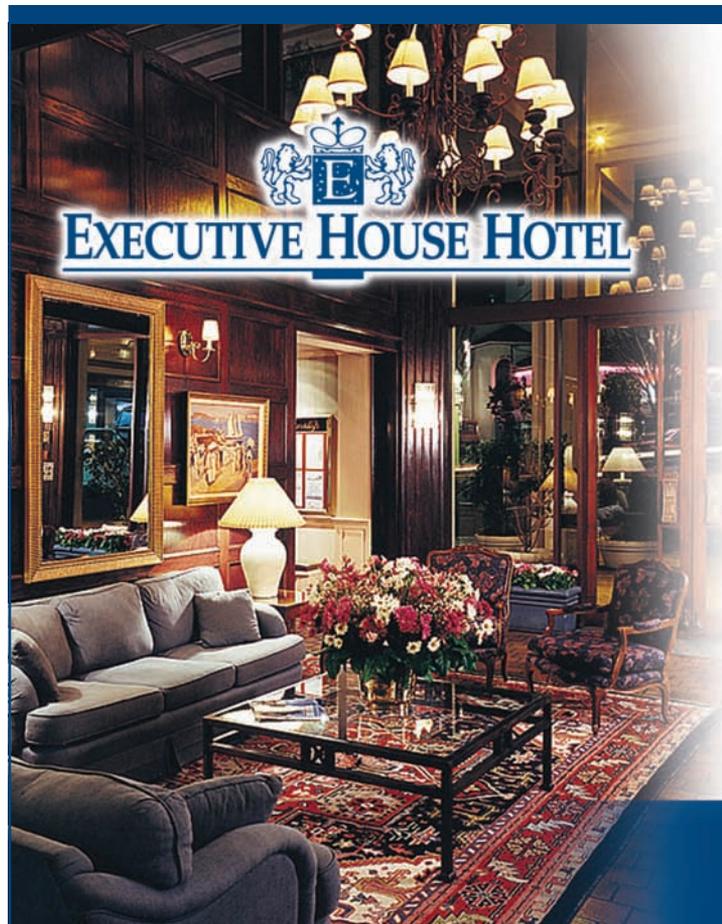
Winging around Prince Rupert  
(Lonnie Wishart Photography)

## Getting There

Flights to Prince Rupert and from Prince Rupert to nearby destinations can be booked with Harbour Air Seaplanes affiliate airline North Pacific Seaplanes. For further information including schedules and fares, check [www.northpacificseaplanes.com](http://www.northpacificseaplanes.com) or call 250.627.1341, TF: 1.800.689.4234.

### Other helpful websites:

[www.tourismprincerupert.com](http://www.tourismprincerupert.com)  
[www.museumofnorthernbc.com](http://www.museumofnorthernbc.com)



## Experience the best of Victoria at the Executive House Hotel.

Our Executive Club Membership, designed for the business traveller, offers first class accommodation, personalized service and reasonable rates.

Conveniently located downtown Victoria directly across from the Victoria Conference Centre, one block from the Inner Harbour, shopping and business district.

Complimentary shuttle service to Inner Harbour terminals.

Complimentary High Speed Internet

**1-800-663-7001**



777 Douglas St., Victoria, BC Canada  
[www.executivehouse.com](http://www.executivehouse.com)

