

Go Take a Hike!

West Kelowna, BC – Finding your way to hiking and biking trails on the Westside just got a whole lot easier with Tourism Westside's new **Westside Trails Guide**.

"One of the most frequent questions we get at the Visitor Centre is about our hiking trails," says Leah Thordarson, Visitor Centre Manager. "In response to these numerous inquiries we thought it would be best to package our regional parks, provincial parks and hiking trails into one concise brochure to better serve the visitor".

This new 24 page guide is just one of the tools that will be used to market the area and it will be distributed to Visitor Centres throughout the Okanagan Valley, as well as at key Visitor Centre locations around the province. Fifteen trails and parks have been highlighted in this guide ranging in length from half a kilometer to over 15 kilometres. *"With hiking, biking and soft adventure being one of the fastest growing sectors in tourism, this guide is sure to be a hit with tourists visiting the Okanagan,"* says Thordarson.

The length, elevation gain and trailhead directions with GPS coordinates are described in detail for each trail. These descriptions compliment basic topographical maps for the various trails. The full colour guide also describes the area's volcanic history, geology and ecology along with interesting tidbits and Traditional Ecological Knowledge as it relates to First Nations.

The Westside Trail Guide is now available at the West Kelowna, Kelowna and Peachland Visitor Centres as well as on Tourism Westside's website at **www.tourismwestside.com**.

About Tourism Westside

Tourism Westside, a committee of the Westbank and District Chamber of Commerce, represents tourism industry stakeholders in West Kelowna, Westbank and the Westside Electoral Area of the Central Okanagan Regional District. Our focus is to increase the economic impact of tourism for the Westside by building partnerships and relationships with travel influencers, independent tourists and other tourism bureaus.

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Tourism Westside

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