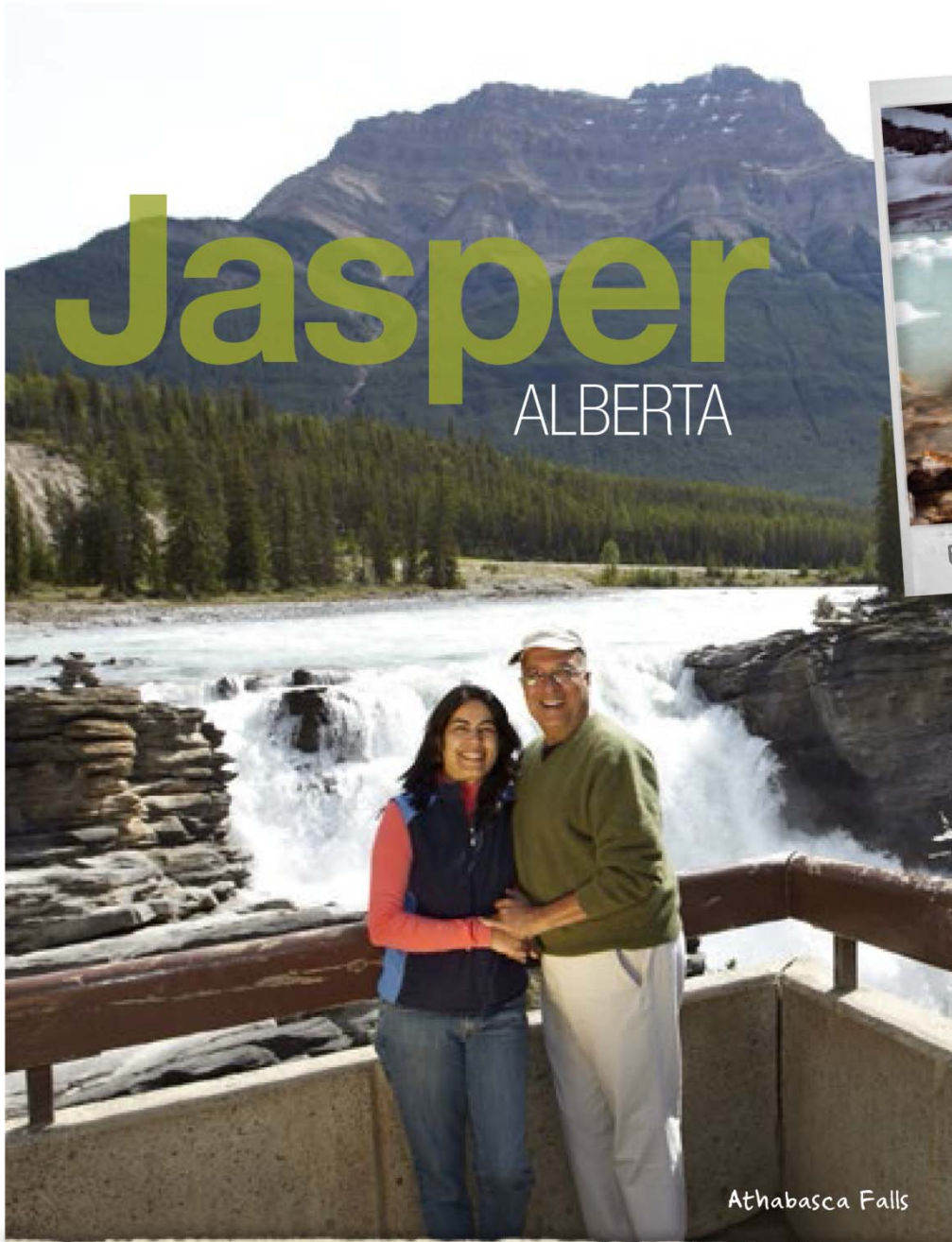


# Jasper

ALBERTA



Athabasca Falls



Edith Cavell



Marmot Basin



## Are you ready for an authentic Rocky Mountain high?

Nestled in the heart of Canada's largest Rocky Mountain Park, the town of Jasper offers visitors unparalleled access to one of the most breathtaking and pristine wilderness areas.

Jasper National Park's shimmering glaciers, abundant wildlife, crystal clear lakes, thundering waterfalls, sculpted canyons and lush evergreen forest – all surrounded by towering, rugged mountain peaks – are just some of the reasons you'll find it on UNESCO's list of World Heritage Sites, deemed one of the most significant sites on the planet and now designated the largest dark sky preserve in the world.

What sort of mountain town would you hope to find in an alpine paradise? Laid-back? Peaceful? Non-commercialized? In a word, authentic. The kind of place where visitors are welcomed as family. Jasper is that breath of fresh cool mountain air, crisp and invigorating, yet reassuringly calm. This historic settlement strikes a fine balance between conservation and development, ecology and economics. In its untamed heart, it's a gateway to adventure in this most northerly Canadian Rocky Mountain National Park.

## Driving Times & Distances

- 4 hrs (366 km/227 mi) W of Edmonton
- 5 hrs (412 km/255 mi) NW of Calgary
- 1 hr (102 km/63 mi) N of the Columbia Icefields, Jasper National Park
- 3 hrs (233 km/145 mi) N of Lake Louise
- 4 hrs (287 km/178 mi) N of Banff
- 10 hrs (805 km/499 mi) NE of Vancouver
- 5 hrs (433 km/265 mi) NE of Kamloops

*jasper*  
Wonderful. By Nature.

## What's New & What's Happening

### REAL STAR POWER

Five stars? Are you kidding? We've got five billion! You may find comparable luxury elsewhere, but few places in the world can offer the scenery and spectacle presented by the night canopy in Jasper National Park, the world's largest official Dark Sky Preserve at 11,228 km<sup>2</sup>.

Constellations, shooting stars and the shimmering northern lights dazzle stargazers from many vantage points throughout the Park. Visitors can look through a telescope on the lawn at the visitor information centre, take a romantic stroll beside one of Jasper's iconic lakes or listen to a Parks interpreter explain the mysteries of the night, including some of the nocturnal habits of local wildlife. Or just enjoy the quiet of a natural soundscape free of the ambient noise of the city (The Sounds of Silence, Canadian Geographic).

The night can carry on from there to Jasper's other stellar experiences: dining, nightlife and hotels. Some Jasper lodgings even offer Dark Sky packages complete with a telescope for more intimate sky gazing. This year marks the second annual Dark Sky Festival.

### THE PURE ALPINE EXPERIENCE

The soul of freeskiing lives at Marmot Basin. Stripped of distractions, the ski experience here is as it was meant to be – pure, natural, uninterrupted... and gnarlier than hell.

All this didn't just happen by chance; the last decade at Marmot saw \$25 million in targeted investment and the addition of three new lifts from 2009 – 2011, achieving nothing less than a total transformation of the skiing experience. The runs are longer, the lifts are faster and the possibilities are endless.

### THE MITTS ARE OFF!

Jasper is home to the Canadian Rockies Snow Battle – Yukigassen Jasper. It's an organized snowball fight, tournament style! The sport has been around for nearly 25 years in Japan but it is just hitting Canada – and Jasper has jumped in on the action. Yukigassen, Japanese for "Snow Battle" is a sport for all ages and skill levels and could not be more perfectly defined as "truly Canadian in nature".  
[canadianrockiessnowbattle.ca](http://canadianrockiessnowbattle.ca)

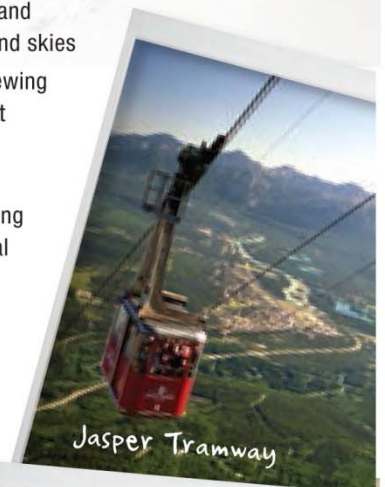
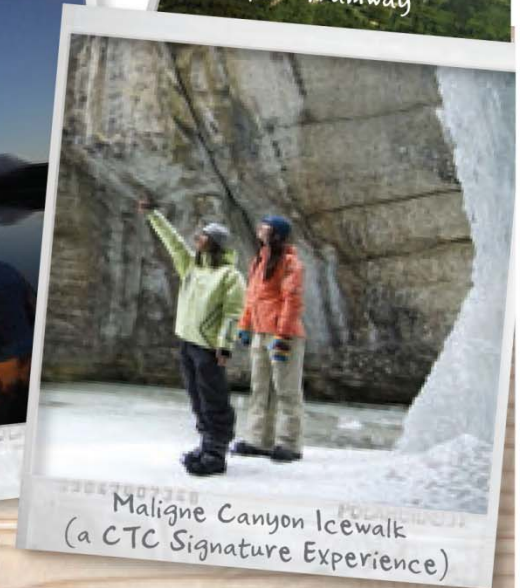
## Sample Jasper Rocky Mountain Experiences (many other experiences await...)

### FREE SPIRIT: JASPER IN JANUARY

- Be seen at the Kick Off Party where everyone starts the celebration
- Live music, a Fire & Ice fashion show; dog sledding or a pentathlon; a Rail Jam and Star Gazing at Pyramid Island... you'll be busy trying it all!
- Feeling brave? Join locals in an awakening Polar Bear Dip
- Toast the best holiday ever with a song at Open Mic

### CULTURAL EXPLORER: DARK SKY FESTIVAL


- Gaze at a celestial exhibition celebrating dark skies
- Join special guest astronomers for fun and interactive presentations on our stars and skies
- Visit Jasper National Park's best sky viewing areas and join in the star-crossed fun at Jasper's Star Party!
- Engage in a myriad of activities and performances including telescope viewing with members of the Royal Astronomical Society of Canada, interpretive starlit wagon rides, guided night walks with Parks Canada, and the Pyramid Island Starlight adventure




For more information  
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