



## Prospectus

**Peak season:**  
End of May to mid-September

**Web site:**  
Rubyrange.com

**Phone:**  
(888) 667-2709

## Yukon Do It

Ruby Range explores grand and untouched wildlife

**W**hen many think of Alaska and the Yukon, they picture crazy wild-eyed adventurers—Grizzly Adams and his trusty bear. Those destinations conjure images of rugged, Teflon-tough voyagers more so than the curious tourist or typical traveler. But Ruby Range Adventures is attempting to change all that—one scenic tour at a time.

From witnessing the thrill of dog mushing whipping past to encountering Mount McKinley, the tallest mountain in the United States, Ruby Range Adventures strives to make the tours as challenging and rustic as its customers desire. But what Felix Geithner, marketing and sales manager and lead guide of

Ruby Range Adventures, wants travelers to know is that it can also be pampering. “The soft adventure traveler gets closer to everything now,” he says. “(Ruby) lets you get off the beaten track and still be in the comfort zone of staying in hotels.”

Still, some may feel it’s only for the young to brave these elements but the

wondrous it can be. For those who love national parks, the biggest in Canada lies with Kluane, and a guided tour awaits for the kind of nature untouched by the polluted industry far too many of us know. “It leaves people just stunned,” Geithner says. “It’s not available anywhere like this, just by the sheer size of the place.

*“It’s not available anywhere like this, just by the sheer size of the place. You feel closer to nature because there’s no one around you.”*

sheltered amenities and experienced tour guides actually put the average tour attendee’s age around 45. The company, more than anything, wants its guests to get a chance to take in the beauty, whether on foot or on a bush plane over glaciers, seeing up close just how

You feel closer to nature because there’s no one around you.”

But Ruby understands that travelers want to give their feet a rest sometimes and let their minds do the wandering. That’s why it’s set up for guests to go through the Gold Diggers Museum in

Dawson City to learn about the brave men and women of the Gold Rush, the Yukon Beringia Interpretive Centre in Whitehorse to find out more about the Ice Age or the Transportation Museum in the same city to take in the history of dog sledding and the railroad construction which helped make the area more inhabitable.

The food is also another underrated element of Ruby trips as many will get their first taste of the area's finest caribou and bison. "It's a bit more on the light side: sensitive to the demand of what people want to eat while they're traveling," Geithner says. "The Alaskan food is very traditional in a hearty way."

#### GET OUT OF THE COLD

Another challenge for Ruby is for people to remember it's not just to experience



A Ruby Cruise tour takes you pickup at the historic Alaskan Highway.

the cold but also the incandescent summer waters. A canoe trip through warmer months in Big Salmon and other area rivers allows for rapids which are exciting yet not overwhelming to the novice paddler. There's also the hike at Tombstone, one of the most memorable experiences. "My personal favorite is the Tombstone Mountains..." Geithner says. "The range is more rocky, and it's just breathtaking. If you get there at the end of the summer,

you get carpets through the valleys of yellow to deep red."

Ruby's final challenge may be getting travelers to stop picking between Alaska and the Yukon Territory to begin with. For lands so massive, Geithner assesses, you can truly only understand these areas by making a real investment of time. "If you just stay in one or the other," Geithner says, "you miss out on half of it." —Eric Butterman

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