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RIDE 16 BOOKABLE MOTORCYCLE TOURS

Prince George, BC – Tourism Prince George and Route 16 is very pleased to partner with Ride 16.com to offer bookable motorcycle tours along Highway 16.

The Route 16 initiative was started in 2017 through funding from Destination BC and tourism communities along the Highway 16 corridor from Mount Robson to Prince Rupert. Over the last five years’ awareness for the Route has grown, enticing thousands of motorcycle enthusiasts to ride the route and discover what our northern communities have to offer visitors.

Annie Doran, Director of Marketing & Visitor Experience, and a driving force behind Route 16 says, “We are so proud to see the Route 16 initiative grow into a bookable experience with the support and belief from our partners in the region. It is amazing to see an idea come to fruition and to share the immense beauty of our area with the world. As a rider myself, the diversity of the landscapes of the entire Highway 16 corridor is truly unique and spectacular.”

The Ride16.com website offers signature tours placed in an area of Northern British Columbia that is remote and wild. You can expect roads that are quiet, even in the middle of August. These tours are customized for each individual need.

Darren Roberts, the Founder and Director of Operations of Ride 16 is a life-long motorcyclist, adventurer, motorcycle mechanic and an avid world explorer is excited to be offering BYOB (bring your own bike) as well as the bike rental options for the 2022 season.

“Our signature tour departs from the Lower Mainland and includes an epic 4000 km journey that explores Highway 16 as well as many surrounding side routes.” says Roberts. “It’s the uniqueness of the northern communities that make these rides so special as we enjoy the people, the landscapes, and the wildlife that make up this special part of the world.”

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