Among the province's thriving knowledgeintensive industries are aerospace, computer software, biotechnology and ocean engineering.

Vancouver and Victoria are the major urban attractions. There are also six national parks and some 300 provincial parks and recreation areas and one wilderness conservancy. The mountains, winding river valleys and rugged fiord coast make British Columbia attractive during all seasons. Alpine skiing in winter and sailing in summer are popular activities.

The province boasts a well-organized and comprehensive educational system. At the post-secondary level, the large and impressive University of British Columbia and the modernistic Simon Fraser University, opened in 1965, serve mainland students. A third institution, the University of Victoria, is located on Vancouver Island. Also near Victoria is the Lester B. Pearson College of the Pacific, an international school that combines academic courses with a wide range of physical and social activities.

A network of museums and galleries complements the educational system. Foremost among these is the Museum of Anthropology with its impressive collection of Haida, Nootka and other northwest coast Indian art and artifacts.