



Revelstoke | Juliet and Rocky Ehlers

Ask Rocky and Juliet Ehlers who owns The Enchanted Forest and they will never say, “We do” — rather they will say, “The forest owns us”

Position/Company: Co-owners of The Enchanted Forest

Products and services: What we really sell is a good two-hour experience. The Enchanted Forest is a walking tour through the Columbia wet-belt forest. We have 350 handcrafted figurines of various themes, a wetland boardwalk, a self-guided wetland boat tour, B.C.’s tallest tree house and a gift shop.

Past lives: Rocky—Before taking over The Enchanted Forest in 1989 I was a contract road builder on the West Coast doing rock drilling and blasting. Juliet—I had just graduated from nursing at BCIT when we moved to Revelstoke. I worked at the hospital full time for 13 years and I also looked after the financial end of The Enchanted Forest.

What is your biggest achievement? Rocky—I thoroughly love selling happiness. It’s a great product to sell and I love our customers. People leave happier than when they came in the door. I think it’s also keeping the business going after more than 40 years. We’ve been here for 15 years and even though we’ve made some changes, the basic idea is very much the same—it’s still a walk in a woodland fantasy.

What do you like to do away from work? Juliet—We have two grandchildren here in Revelstoke we like to see a lot and we also spend time taking care of our parents. Rocky likes to go hiking with our sons and we enjoy getting out on the lake with our pontoon boat.