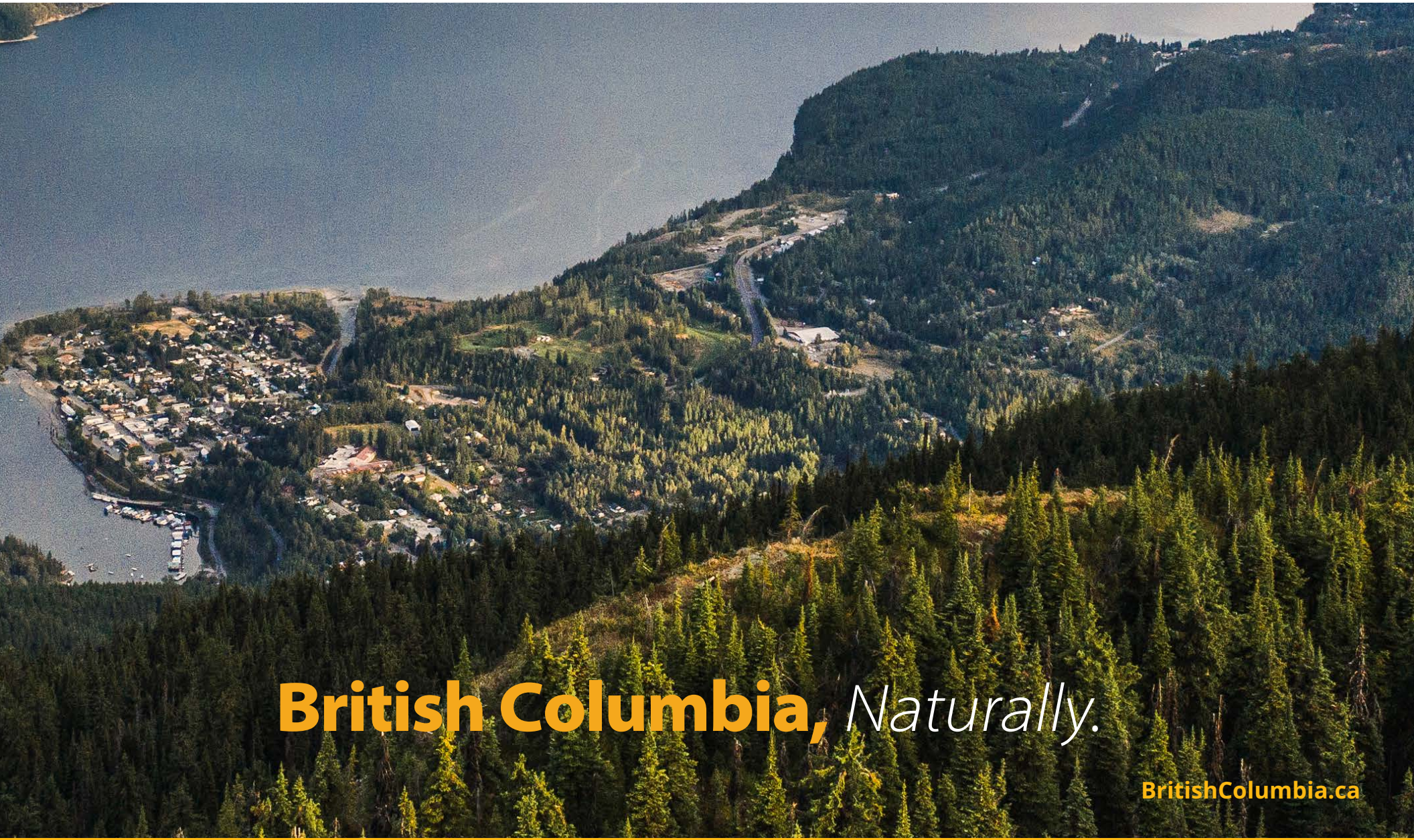
Tourism Investment Opportunities in British Columbia



British Columbia Tourism Investment Opportunities

British Columbia (B.C.) offers a highly differentiated tourism investment opportunity for private, institutional, and strategic investors seeking long-term growth, resilient demand, and globally competitive assets. The province combines iconic natural environments, dynamic urban destinations, and one of the world's most established Indigenous tourism sectors—creating destination development opportunities that are unique to B.C.

Tourism is British Columbia's largest primary resource industry, generating $23 billion in annual visitor revenues and contributing $8 billion to provincial GDP, supported by a clear provincial goal to double tourism revenues by 2036. Investment is advanced through a whole-of-community approach, bringing together Indigenous Nations, local governments, and industry partners to strengthen local economies and support vibrant, year-round destinations.

This Tourism Investment Opportunity Deal Book profiles 19 investment-ready tourism projects located throughout British Columbia. Opportunities include accommodation and resort development, destination attractions, experiential and wellness tourism, Indigenous-led and partnered projects, and enabling transportation and access infrastructure. Each project responds to demonstrated market demand and documented supply opportunities—supporting efficient market entry and reduced development risk.

Investors are supported by a robust tourism system that includes Destination British Columbia, Trade and Invest BC, Indigenous Tourism BC, and Regional Tourism Offices, alongside coordinated provincial programs focused on investment facilitation, data intelligence, and destination readiness. B.C. also has the workforce needed to support this growth—from skilled trades to experienced tourism professionals—alongside communities that are prepared for investment.

For investors seeking growth, resilience, and alignment with a globally recognized destination brand, this Deal Book provides a clear entry point into British Columbia's next phase of tourism investment.

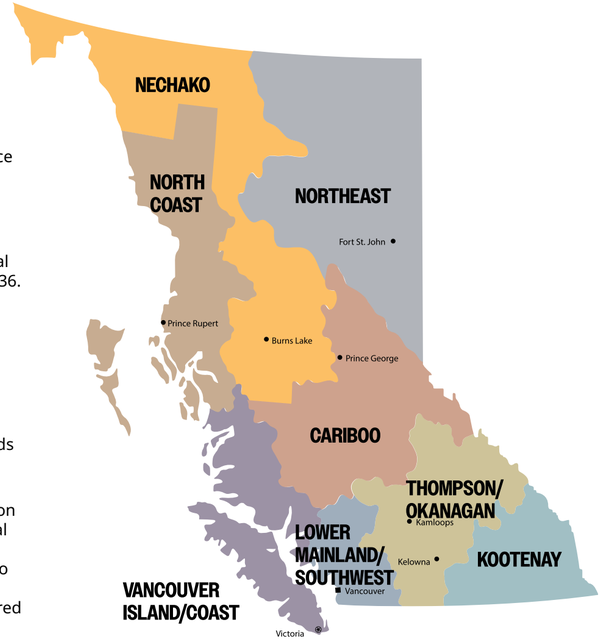


Table of Contents

Northeast
Northern Rockies Lodge Wellness Expansion 4

Cariboo
Valemount Glacier Destinations 6
Four-Season Mountain Resort Expansion 8
Northern Lights Lodge....10

Kootenay
Apex Creek Slopeside Residences 12

Thompson/Okanagan
Kelowna Conference Centre and Hotel....14
Osoyoos Lake Waterfront Resort 16
Iconic Adventure and Wellness Attractions 18

Lower Mainland/Southwest
CIRQL Ferries....20
Vancouver Hotel Development Opportunities....22
George Gibsons Marine Resort & Residences....24
Squamish Luxury Hotel & Spa 26

Vancouver Island/Coast
Pacheedaht Beach Lands Master Plan....28
Naturally Pacific Conference Centre and Suites....30
Juan de Fuca Bio-Region Ferry Network 32
Greater Victoria Hotel Development....34

North Coast
Indigenous-Led Waterfront Destination Infrastructure 36
Indigenous-Led Destination Tourism Cluster 38
Tahltan Tourism & Hospitality Opportunities....40



Destination Vancouver/Harbour Air

Cover photo: Kootenay Rockies Tourism/Mitch Winton

Northern Rockies Lodge Wellness Expansion

A ready-to-go expansion of a long-established northern lodge, adding wellness infrastructure, luxury suites for fly in guests, and additional inventory for highway travelers.

Eco-Lodge • Adventure Tourism • Luxury Wellness



Luxury Expansion for Proven Eco-Lodge

Northern Rockies Lodge is advancing a 2028–29 expansion to capture growth in luxury destination travel and extended-stay guests. Building on more than 40 years of continuous operations, the project introduces premium suites and mid-tier rooms, wellness spaces, and signature features including an edgeless hot tub and aurora viewing infrastructure. The 27,800 sq. ft. expansion is structured around a balanced revenue model: 30% fly-in luxury guests, 20% long-stay guests, and 50% Alaska Highway traffic. This approach increases yield and length of stay, positioning the lodge as a four-season destination and regional hub for Liard Hot Springs and the Rocky Mountains.

Investment Opportunities

Proven Successful Hospitality Asset



- Investment into a 40+ year operating hospitality business with established demand and diversified revenue model that includes luxury fly-in guests via Vancouver and robust drive market via the Alaska Highway
- Builds on consistent baseline occupancy with proven demand from highway and regional tourism flow
- Integrated expansion within existing operations reduces execution risk
- Near-term, phased project with existing operations and established demand

Project Scope Strategically Aligned



- Defined development timeline with minimal operational disruption, reducing revenue impacts
- Fulfills sought after luxury wilderness experience aligned with growing premium tourism brand in region
- Enhanced return potential driven by increased visitation, per-guest spend and longer stays

Structured Income-Oriented Investment



- 5-year and 7-year term options available on $1M investment with favourable interest rate and full principal repayment at end of term
- 70% internally funded project, providing strong capital alignment and reduced risk
- Suited to investors seeking defined cash-flow participation and repayment timelines within a hospitality context

Investor profile

- Investors seeking short-term interest-type returns on a defined timeline with capital preservation
- Brand aligned partners with both interest and revenue share opportunities
- Investors aligned with low-impact, sustainable development

Location features

- Northern B.C. location accessible via the Alaska Highway and weekly Vancouver flights, serving both fly-in and self-drive markets
- Positioned near Liard Hot Springs and Muncho Lake within a high-demand corridor for fishing, wilderness, and northern lights tourism

NORTHERN ROCKIES ADVENTURES

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Valemount Glacier Destinations



Fully approved master-planned, year-round glacier skiing and alpine sightseeing destination positioned to become one of North America's most iconic mountain resorts.

Mountain Resort • Village Development • Alpine Sports

Master-Planned All-Season Glacier Skiing & Sightseeing Resort

Valemount Glacier Destinations is a fully approved, master-planned mountain resort located in British Columbia's Premier Range, adjacent to the Village of Valemount and near Jasper National Park, a UNESCO World Heritage Site. The project offers lift-access to expansive high-alpine glaciers exceeding 3,000 metres in elevation—an experience currently unmatched in North America. Planned at full build-out to deliver the largest vertical drop in North America, the destination integrates year-round snow sports, sightseeing, and a compact, walkable resort village. The combination of entitlements, scale, elevation, and location positions Valemount as a long-term, globally competitive mountain tourism asset.

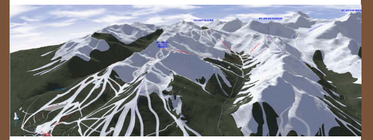
Investment Opportunities

Rare, Globally Significant Alpine Experience



- Only planned resort in North America offering public access to large high-alpine glaciers for sightseeing and year-round skiing
- Elevations reaching approximately 3,000 metres, enabling long seasons and climate resilience
- Longest vertical drop in North America and among the longest worldwide
- Comparable alpine experiences currently exist primarily in the European Alps

Provincially Approved, Master-Planned Destination Resort



- Government approvals secured: Master Plan, 60-year Master Development Agreement, and local rezoning/OC plan amendment
- Impact Management and Benefits Agreement established with First Nations
- Phased, long-term framework enabling flexible capital deployment
- Integrated environmental and community planning completed

Strategic Gateway Location with Proven Demand



- Located near the junction of Highway 5 and Highway 16, a primary Canadian Rockies corridor
- Positioned to capture international sightseeing demand already traveling through the region
- Complements British Columbia's established mountain resort portfolio while serving a distinct market zone

Investor profile

- Institutional and private investors targeting large-scale destination resorts, including mountain and mixed-use developments
- Expertise in alpine recreation, lifts, and resort village planning
- Long-term, patient capital seeking phased growth and flagship, globally recognized destinations

Location features

- Adjacent to Valemount, B.C., one hour from Jasper National Park
- Air access via Kamloops/Prince George, with nearby local airport (ski-in/ski-out potential)
- Located in a globally recognized mountain and glacier landscape along a key B.C.–Alberta tourism corridor

VALEMOUNT
Glacier Destinations Ltd.

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Four-Season Mountain Resort Expansion



Mount Timothy offers an affordable, expansion-ready four-season resort opportunity for family-oriented recreation and lodging.

Alpine Sports • Summer Trails • Events • Outdoor Hospitality

Scalable, Four-Season Mountain Recreation

Mount Timothy Ski Resort is an established community mountain positioned to transition from a winter-focused operation into a viable four-season destination.

The current owners have invested in base-level infrastructure and advanced the project through early engagement. The resort targets a cost-efficient, regionally-driven growth model with moderate risk and steady returns.

Investors gain an integrated acquisition and expansion opportunity, including land and business, with clear pathways to year-round revenues through summer recreation, events, and incremental accommodation.

Investment Opportunities

$1.5M Core Operations and Guest Experience



- Lift, base, and on hill enhancements
- Incremental facilities and events capacity
- <12 months to operational uplift

$4M Four-Season Expansion



- Mountain biking and hiking trail network
- Summer programming and festivals
- 12–24 month phased rollout

$10M Resort Growth Platform



- Expanded accommodation and day use amenities
- Year-round outdoor recreation hub
- Long-term phased development

Investor profile

- Tourism and recreation operators
- Owner/operators and entrepreneurial investors
- Regional resort portfolio investors
- Impact and rural development capital

Location features

- Direct access from Highway 97
- 67 km to Williams Lake and 236 km to Kamloops
- Strong regional drive market and overflow accommodation

Mount Timothy Recreation Resort
Larry Henderson and Kevin McCray, Owners
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Northern Lights Lodge



A world-class, fully operational fly-fishing lodge on Quesnel Lake with extensive waterfront, premium guiding access, and a proven international clientele.

Adventure Tourism • Fishing Resort • Eco-Tourism

A Rare Opportunity to Acquire an Iconic Canadian Wilderness Tourism Asset

Northern Lights Lodge is a renowned, fully guided fly-fishing retreat located on the shores of Quesnel Lake in British Columbia's Cariboo Mountains. The lodge offers all-inclusive fishing packages with licensed access and secured rod days on legendary rainbow and bull trout waters. The property includes a historic main lodge, multiple guest rooms and fully serviced log cabins, private residences, marina, dock, boathouse, and full boat fleet. The business benefits from a strong international reputation, high repeat visitation, and established operations.

Investment Opportunities

$4.6M Turnkey Operational Acquisition



- Fully operational, revenue-generating lodge with experienced guide team
- Established brand with international recognition in the fly-fishing market
- Proven operating model with repeat clientele
- Immediate cash-flow potential

Expansion & Value Add Potential



- Opportunity to enhance shoulder season offerings (spring/fall, non-angling experiences)
- Potential for premium packaged experiences and lodge upgrades
- Capacity to expand marketing reach and digital booking channels

Lifestyle Investment with Asset Appreciation



- Scarce waterfront commercial tourism asset in a protected wilderness setting
- Long-term land and business value underpinned by limited comparable supply
- Blended lifestyle and return-driven investment profile

Investor profile

- High-net-worth investors seeking lifestyle and long-term tourism assets
- Operators and strategic buyers in experiential, luxury, and wilderness tourism
- Buyers pursuing legacy, conservation-aligned hospitality with stable operating income

Location features

- 12.7 acres with 2,000+ ft. of Quesnel Lake waterfront near Likely, in the Cariboo Mountains, with road and air access via Williams Lake
- Direct access to regulated, world-class fly fishing rivers and lakes

Contact

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Apex Creek Slopeside Residences

Limited ski-in/ski-out mountain residences at Whitewater Mountain Resort, offering four-season alpine living, strong rental potential, and long-term value in a high-elevation resort community.

Mountain Resort • Residences • Ski Accommodation

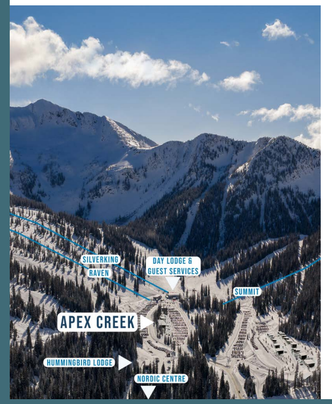


Four-Season Mountain Resort Expansion

Apex Creek is a limited, ski-in/ski-out residential investment at Whitewater Mountain Resort in British Columbia's Selkirk Mountains. The opportunity offers future multi-family, four season mountain residences located steps from lifts, trails, and the planned village core. High elevation, reliable snowfall, and adjacency to protected lands support long-term resort sustainability and value. Zoned for multi-family use and short-term rentals, Apex Creek combines lifestyle appeal with investment flexibility in a low density, authentic alpine resort setting near Nelson, B.C.

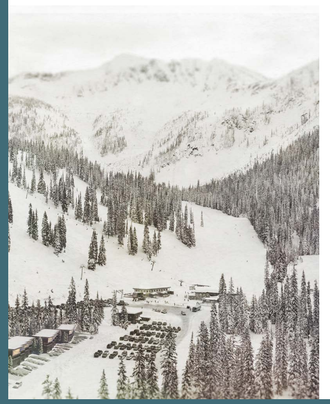
Investment Opportunities

Slopeside Development Parcels



- Multi-family building strata parcel for townhouse construction
- Ski-in/ski-out access near lifts and base area
- Fully serviced lots (water, sewer, power, fiber)
- Limited, high-value inventory in a constrained market

Resort-Oriented Residential Investment



- Strong demand for on-mountain living and short-term rental
- Year-round use (skiing, biking, hiking) supporting occupancy
- Backed by long-term resort expansion and village development
- Positioned for asset appreciation in a premium destination

Investor profile

- Flexible investment structures, including full ownership, joint ventures, or partial capital participation
- Attractive to institutional and platform investors seeking stable, infrastructure-like hospitality returns
- Suited to patient capital aligned with branded operations and destination-scale real estate

Location features

- Whitewater Mountain Resort base area, Selkirk Mountains, British Columbia
- Accessible via West Kootenay Regional Airport and Highway 6, 20 minutes from Nelson
- High base elevation (1640m) with alpine terrain and reliable snow

Whitewater Ski Resort · Nelson BC

Kirk Jensen, VP of Development
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Photo: Destination BC/Kari Medig

Kelowna Conference Centre and Hotel

A national-scale conference centre with an upscale internationally branded hotel at 2041 Harvey Avenue, Kelowna, advancing year-round, business, conferences, and cultural events in one of the fastest growing cities in Canada.

Convention Centre • Accommodation • Corporate Events



High-Growth Conference and Hotel Investment in a Supply-Constrained Market

Kelowna Conference Centre (KCC) is a de-risked, privately led conference and hotel investment in one of Canada's fastest-growing destination markets. The project integrates ~100,000 sq. ft. of purpose-built conference space with a directly connected 300+-room branded hotel and 450 underground parking stalls—an asset configuration unmatched nationally. Advancing through late pre-development, KCC is supported by completed market studies, advanced public-sector engagement, professional design by the international award-winning architect firm Arcadis, and active discussions with global hotel brands. Opening-year revenues are projected to exceed $70 million, offering investors exposure to a scalable, high-performance hospitality asset in a supply-constrained growth market.

Investment Opportunities

Kelowna Conference Centre



- Purpose built ~100,000 sq. ft. national scale conference facility
- Market validated demand gap in a high-growth destination city
- Privately led, market driven model reduces long-term public operating risk
- Integrated design enhances utilization, margins, and event competitiveness

Kelowna Conference Centre Hotel



- 300+-room internationally branded upper scale hotel directly integrated with conference operations
- Advanced discussions with major global hotel brands underway
- Conference-anchored demand supports strong occupancy and rate performance
- Central Kelowna location with international airport expansion and strong year-round sector growth

Market Profile



- Thompson Okanagan offers four-season playground with strong year-round tourism demand
- Kelowna International Airport enables domestic and international access
- Lack of large conference centre creates unmet events demand across sectors
- Sectors in market include ski, wine (250+ wineries), agriculture, outdoor adventure, strong tech, and entertainment

Investor profile

- Flexible investment structures, including full ownership, joint ventures, or partial capital participation
- Attractive to institutional and platform investors seeking stable, infrastructure-like hospitality returns
- Suited to patient capital aligned with branded operations and destination-scale real estate development

Location features

- 2041 Harvey Avenue, near one of the fastest growing airports in Canada
- Zoned for high-density, mixed-use development under Kelowna's Urban Centre designation
- Adjacent to major commercial, retail, and hospitality hubs

ARCADIS

Al Hildebrandt

Property Owner & Project Developer, Impact Upstream Ventures Inc.

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Osoyoos Lake Waterfront Resort

A proposed upscale, lakefront resort hotel on Osoyoos Lake offering wellness, events, and immersive desert-lake experiences in proven resort and established tourism destination.

Indigenous Tourism • Wellness & Spa • Waterfront



A Rare Lakefront Resort Investment in a High-Barrier Market Rooted in Culture and Place

The Osoyoos Lake Waterfront Resort is envisioned as a +100-room upscale resort hotel on Osoyoos Indian Band land, directly on the shores of Osoyoos Lake, adjacent to Spirit Ridge and the Nk'Mip tourism campus. With the Desert Cultural Centre, winery, golf, and outdoor experiences, the resort would feature lake-view accommodations, Indigenous-inspired wellness and spa offerings, destination dining, and flexible meeting and event space. The project leverages demonstrated lodging demand, limited lakefront supply, and strong year-round visitation drivers to support attractive long-term returns while benefiting from partnership opportunities with an experienced Indigenous landowner.

Investment Opportunities

Lakefront Resort Development Partnership



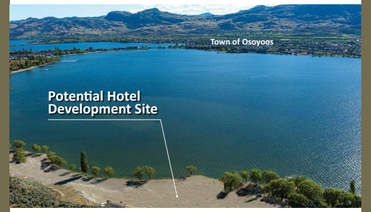
- Development, ownership and operation of an upscale, branded or soft-branded resort hotel
- Potential long-term land lease or partnership structure with Osoyoos Indian Band
- Opportunity to integrate with existing Nk'Mip tourism ecosystem

Ancillary Revenue and Demand-Stabilizing Amenities



- Award-winning Indigenous Cultural Centre adds inspired food, beverage, and experiential cultural and environmental programming options
- Site will include Indigenous-inspired wellness amenities and event facilities for conferences and retreats, attracting shoulder– and winter-season demand

Marine and Waterfront Activation Opportunity



- Potential integration of marina or enhanced marine services as part of the resort
- Opportunity to capture unmet demand for boat services on Osoyoos Lake

Investor profile

- Resort developers, owners, or hotel brands with upscale leisure experience
- Comfortable with Indigenous partnerships and long-term leasehold structures
- Focused on disciplined, sustainable, phased development with flexible capital approaches

Location features

- Prime lakefront site adjacent to Spirit Ridge, Cultural Centre, winery, golf
- Near Osoyoos, with high year-round visitation and accommodation demand
- Situated in Canada's only desert ecosystem, with unique natural and cultural identity

OSOYOOS INDIAN BAND DEVELOPMENT CORPORATION

Chief Clarence Louie
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Iconic Adventure and Wellness Attractions

The Iconic Adventure Tower and Nordic Spa are two investment-ready tourism projects designed to position Kamloops as a year-round experiential destination along B.C.'s Rainforest-to-Rockies route.

Outdoor Adventure • Destination Wellness • Experiential Tourism



Adventure and Wellness Anchors for a Year-Round Destination Economy

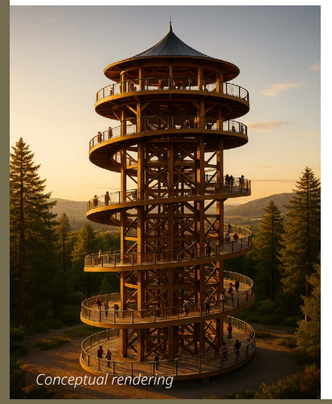
Tourism Kamloops has completed detailed market feasibility studies and high-level site analysis, positioning these opportunities beyond the conceptual stage and ready for private investment consideration.

The Iconic Adventure Tower is envisioned as a highly visible, multi-level landmark paired with aerial adventure experiences such as ziplines, canopy walks, and ropes courses.

A Nordic Spa concept complements this offer with an upscale, year-round wellness experience centred on thermal bathing, relaxation spaces, and curated body treatments, appealing to both visitors and residents.

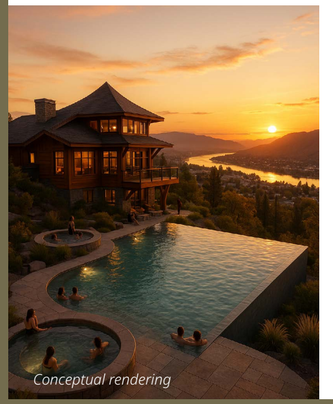
Investment Opportunities

$8–12M Iconic Adventure Tower and Park


Conceptual rendering

- Landmark spiral or multi-level tower visible from Highway 1
- Integrated ziplines, canopy walks, and multi-level aerial courses
- Gathering and event platforms integrated into the structure
- Extended seasonal operation leveraging Kamloops' climate

$13–20M Nordic Spa and Wellness Village


Conceptual rendering

- Year-round outdoor thermal circuit with hot and cold pools
- Saunas, steam rooms, and outdoor relaxation areas integrated into the landscape
- Bistro, retail, and massage treatment facilities
- Scalable wellness programming and group experiences

Investor profile

- Experiential tourism and attraction developers
- Wellness and Nordic spa operators or platforms
- Long-term private equity and family office investors
- Indigenous and community partnership-oriented proponents

Location features

- On two highly promoted routes in B.C.'s 'Nature's Heartland' destination zone
- Direct access from Highway 1 and Highway 5
- Established tourism market serving B.C., Alberta, and international visitors

TOURISM kamloops
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CIRQL Ferries

CIRQL Ferries is advancing a fully electric, passenger only ferry network connecting Gibsons, Bowen Island, and Vancouver, addressing gaps in coastal mobility while reducing congestion and emissions.

Electric Passenger Ferries • Marine Electrification • Urban–Coastal Mobility



Zero Emission Passenger Ferry for South Coast B.C.

CIRQL Ferries is a development stage opportunity to establish a fast, all-electric passenger-only ferry network designed to connect South Coast communities with Metro Vancouver and integrate with the regional transit ecosystem.

The opportunity is grounded in completed vessel and charging infrastructure design, municipal motions supporting landing access at key sites, validated demand modelling using proprietary origin destination data, and eligibility for major clean technology incentives and carbon credit revenue.

Investors gain exposure to first mover platform value in passenger only marine electrification, with clear scalability as initial routes de-risk expansion and battery range improvements enable new South Coast corridors.

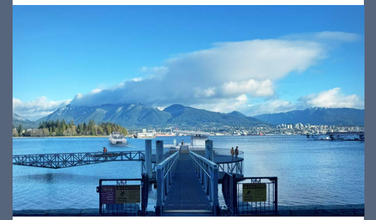
Investment Opportunities

~$12.5M Initial Network Deployment



- Two high-speed, all-electric passenger ferries
- Three purpose-built charging barges at terminal sites
- Transport Canada and Class compliant designs completed
- Access to clean technology incentives and carbon credit revenue
- 24–36 month deployment window

Network Expansion and Fleet Growth



- Phased expansion to routes such as Squamish, North Shore, Gulf Islands, and other South Coast communities
- Modular fleet and charging approach supports scaling
- Initial deployment intended to validate operating performance and demand
- Timeline dependent on route readiness and battery advancements

Charging and Port Infrastructure



- Charging barges, grid integration, and portside electrification assets
- Off-site fabricated charging barges minimize port disruption
- Potential to support other electric marine users over time
- 12–24 month deployment for initial infrastructure assets

Investor profile

- Infrastructure and transportation investors
- Clean technology and climate aligned capital
- Strategic marine or mobility operators
- Impact oriented investors

Location features

- South Coast British Columbia
- Direct connections into Metro Vancouver
- High demand coastal commuter corridor

CIRQL Ferries
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Vancouver Hotel Development Opportunities

Advance hotel development in Vancouver by addressing a projected 10,000-room supply gap through diverse, strategically located, and policy-aligned hotel investment opportunities.

Hotel • Accommodation • Urban Destination



Expanding Hotel Supply to Meet High Demand Market

Vancouver is seeking private investment to help address a projected need for 20,000 hotel rooms by 2050 in the Greater Vancouver region, including 10,000 rooms in the City proper. Downtown locations remain critical due to proximity to the convention centre, cruise terminal, major employers, and key attractions, while the Broadway Corridor and other transit-oriented commercial areas offer opportunities to expand supply. Current policy supports hotel development across a broader range of locations and price points, including mixed-use integration. Priority opportunities include full-service hotels supporting major events, extended-stay formats in commercial districts, and smaller-scale or more affordable concepts that respond to visitor demand, healthcare access, and year-round economic activity.

Investment Opportunities

Large-Scale Event-Oriented Hotels



- 400+ room, high-amenity full-service hotels designed to support large conventions, exhibitions, and major events
- Prime locations: Downtown peninsula, particularly near the Vancouver Convention Centre, BC Place, and Rogers Arena
- Significant unmet demand for integrated hotel and large format meeting and event space
- Strong alignment with Vancouver's positioning as a major events destination and long-term tourism growth strategy

Mid-Market Full-Service Hotels near Downtown and Transit Nodes



- 200–350+ room, 3–4 star hotels serving convention, cruise, and major event demand
- Key locations include the downtown peninsula, Waterfront, and major SkyTrain hubs
- Strong operating fundamentals with high occupancy (~75–80%) and premium ADR potential (~$280–$320)
- Larger sites may accommodate limited meeting space, supported by policy flexibility for density and design

Extended-Stay Hotels & Boutique Hotels



- 50–175 room limited- and select-service hotels, including extended-stay, affordable, and smaller-scale boutique formats
- Serves longer-stay business travellers, healthcare access, project-based workers, visiting friends and family, and value- or experience-driven visitors
- Efficient and adaptable development approaches (wood-frame, modular, adaptive reuse, or mixed-use integration) support feasibility and expand hotel supply beyond the downtown core

Investor profile

- Experienced hotel developers/operators with full-cycle delivery capability
- Institutional and mixed-use investors seeking stable, long-term returns and diversified revenue streams
- Partners aligned with community integration, local context, and disciplined, policy-aligned development

Location features

- Globally recognized gateway with strong year-round leisure, business, and event demand
- High-performing hotel market with ~75–80% occupancy and strong ADR growth
- Constrained supply and prime access to key infrastructure driving sustained pricing strength

VANCOUVER

Gwendal Castellan, Manager, Sustainable Destination Development, Destination Vancouver

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George Gibsons Marine Resort & Residences

George Marine Resort and Residences is a luxury waterfront development in Gibsons Landing, combining upscale condominiums, a five-star resort hotel, marina, health and wellness centre, and community amenities.

5-Star Hotel • Marina • Conference Centre



A Landmark Waterfront Luxury Resort and Residential Destination

George Marine Resort & Residences is a landmark waterfront development in historic Gibsons Landing, blending luxury living with world-class hospitality. The project features 39 upscale waterfront condominiums alongside a 111-room five-star resort hotel, complete with concierge service, a European-style spa and wellness centre, indoor/outdoor pool, conference facilities, dining, a waterfront chapel and 178 underground parking spots. Enhancing the harbourfront experience, the development includes a new Seawalk, marina extension with ~400 slips, and public connections to the village, creating an iconic, community-integrated destination on B.C.'s Sunshine Coast. Construction is anticipated to start in spring 2027.

Investment Opportunities

Five-Star Resort Hotel



- Luxury waterfront hotel anchored by concierge service, premium dining, and full resort amenities
- Purpose-built to capture high-yield leisure, boutique, conference, wellness and destination travel demand year-round
- Limited competitive supply on Sunshine Coast supports strong occupancy, pricing power, and brand positioning

European Style Spa & Wellness Centre



- Destination wellness facility featuring spa treatments, hydrotherapy, fitness, and holistic health programming
- Designed to serve resort guests, residents, and regional visitors, driving diversified recurring revenue
- Capitalizes on strong growth in experiential wellness tourism and premium lifestyle driven demand

Conference & Event Facilities



- Purpose-designed conference and event spaces targeting corporate retreats, weddings, wellness, group travel and pre-conference events from Vancouver's international market
- Waterfront setting offers differentiated venue appeal relative to urban conference facilities
- Supports year-round occupancy, extending seasonal demand and improving overall resort operating performance

Investor profile

- Institutional and private real estate investors seeking long-term appreciation in irreplaceable waterfront resort assets.
- Patient private equity and impact investors focused on phased development and sustainable tourism growth.

Location features

- Prime waterfront at Gibsons Landing Harbour on the Sunshine Coast, overlooking Howe Sound
- Gateway location five minutes from Langdale ferry, serving year-round tourism demand
- Walkable, amenity-rich village with easy access via 40-minute ferry or 20-minute seaplane

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Squamish Luxury Hotel & Spa

A luxury 100-room hotel and spa development addressing unmet demand in Squamish, Canada's Outdoor Recreation Capital, strategically located between Vancouver and Whistler.

Luxury Accommodation • Wellness Spa • Outdoor Adventure Destination



100-Room Hotel with Rooftop Spa & Lounge

Strategically located between Vancouver and Whistler, Squamish is known as the Outdoor Recreation Capital of Canada and attracts millions of visitors annually. Hotel demand is strong; however, Squamish lacks upscale and luxury accommodation. This hotel addresses a clear market gap, delivering the first premium hospitality experience aligned with Squamish's outdoor lifestyle. Led by Ridge North America, an experienced destination developer with a track record of success, the project is well positioned to capitalize on sustained tourism growth and limited competitive supply.

Investment Opportunities

High-Growth Tourism Corridor



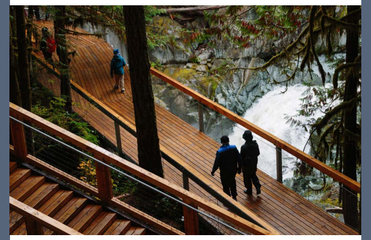
- Positioned along the Sea-to-Sky Highway with 10 million vehicles annually
- Significant 4x growth in tourism-driven economic activity 2018 to 2024
- Over 2 million unique visits in 2024
- Constrained hotel supply has not kept up with rapid demand growth

Prime Location & Premium Positioning



- Strategic downtown waterway location with panoramic views of the ocean and mountains
- First 4-star, 100-room hotel in Squamish targeting the underserved upscale segment
- Premium amenities, including a rooftop spa and lounge

Experienced Management Team



- Seasoned team with proven track record
- Successful development projects of Ridge North America include Squamish Canyon, Okanagan Gondola, Golden Skybridge, Revelstoke Ramada, Revelstoke Fairfield Inn and Suites

Investor profile

- Accredited and Institutional Investors targeting opportunistic, development-stage returns
- Long-term investors seeking diversified risk adjusted returns through tourism and real assets
- Project currently raising $12.7M

Location features

- Located between Vancouver (1 hour) and Whistler (50 minutes) in one of Canada's fastest growing communities
- Easy to access from YVR and downtown Vancouver that draws high-end adventure-seekers from around the world

Ridge NORTH AMERICA | PLAY STAY LIVE

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Pacheedaht Beach Lands Master Plan

A culturally grounded tourism development transforming Pacheedaht's contiguous shoreline into a premier West Coast destination through sustainable adventure tourism, boutique lodging, and integrated destination experiences.

Indigenous Tourism • Nature & Wellness • Accommodation



Gateway to the Pacific Rim

Pacheedaht First Nation is developing the Nation-owned Beach Lands into a high-quality, year-round tourism destination anchored by boutique hotels, oceanfront cabins, serviced campsites, and a vibrant visitor village. The project combines accommodation, food and beverage, retail, and outdoor recreation, including direct access to the West Coast Trail, within a cohesive, phased development along 2km of immaculate beachfront. A Cultural and Amenity Centre enhances the visitor experience, offering regional context, programming, and connection to place without compromising the project's commercial strength. Set within a pristine coastal environment, the Beach Lands will deliver a distinctive, globally competitive destination that integrates hospitality, nature, and Pacheedaht identity.

Investment Opportunities

Eco Friendly Boutique Lodging & Cabins



- Shovel-ready cabin development across beachfront and forest edge locations
- Strong demand from hikers, adventure travelers, and shoulder season visitors
- Phased build enables early revenue with scalable long-term expansion
- Supports premium, low-impact accommodations aligned with stewardship values

Cultural, Retail, and Visitor Services Hub



- Centralized visitor arrival point integrating retail, interpretation, and services
- Co-location with West Coast Trail check-in generates consistent visitor traffic
- Opportunities for food, beverage, gear rental, and artisan retail
- Anchors destination experience while extending visitor dwell time

Destination Hospitality & Experiential Tourism



- Mid to long term boutique hotel and wellness-focused hospitality offerings
- Positioned as a gateway to the Pacific Rim and Juan de Fuca Corridor
- Strong alignment with adventure, nature, and Indigenous-led experiences
- Opportunity to partner in a flagship West Coast destination asset

Investor profile

- Impact investors aligned with Indigenous partnership and long-term economic reconciliation
- Hospitality and operating partners focused on boutique, eco-conscious, and experiential tourism
- Joint-venture partners experienced in sustainable infrastructure, clean energy, and cultural or adventure programming

Location features

- Southwest Vancouver Island, under two hours from Victoria in a high-demand tourism region
- Located on Pacheedaht First Nation territory with contiguous beachfront lands and existing accommodation services

VISIT Pacheedaht

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Naturally Pacific Conference Centre and Suites

Luxury Vancouver Island resort expansion adding conference centre and suites, capturing year-round corporate and leisure demand, increasing occupancy, diversifying revenue, and unlocking long-term asset value growth.

Hotel • Golf • Wellness • Fine Dining



Premier Full-service Events Destination

The addition of a conference centre and 108 new keys will complete the flagship Naturally Hotels and Resorts property, positioning it as a premier destination for corporate and group events in Campbell River. This expansion will drive incremental year-round visitation, leveraging Vancouver Island's status as a leading tourism region in the province. Purpose-built accommodations will serve both short- and extended-stay demand for individuals and families, enhancing the property's room mix. The development unlocks diversified revenue streams, enhances operational scale, and strengthens the asset's long-term competitiveness within an undersupplied, experience-driven hospitality market.

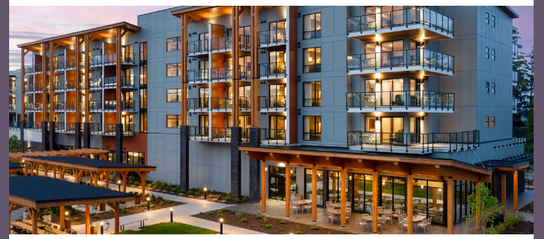
Investment Opportunities

Conference Centre



- Conference centre fills regional gap, capturing unmet corporate and events demand
- Drives year-round visitation, enhancing occupancy and revenue stability across seasons
- Expands Naturally Pacific into a premier full-service events destination asset
- Unlocks diversified revenue streams through meetings, events, and group bookings

108 Additional Suites



- Adds 108 suites to meet growing demand for premium resort accommodation
- Supports extended stays, increasing length of stay and per-guest spend
- Enhances room mix, improving operational flexibility across market segments
- Scales revenue capacity, strengthening long-term asset value and performance

Investor profile

- Traditional and alternative financing, including mortgage and flexible lending structures
- Private and institutional capital seeking scalable growth and stable, long-term performance
- Investment structures adaptable to align with investor objectives and risk profiles

Location features

- Strategic Vancouver Island location in Campbell River within a high-demand tourism region
- Accessible via regional airport, highways, and proximity to major urban centres
- Established resort gateway to world-class ocean, forest, and outdoor experiences with growing demand for premium accommodation

Naturally Pacific RESORT

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Juan de Fuca Bio-Region Ferry Network

A next-generation electric ferry network connecting Juan de Fuca Bio-Region communities, delivering quiet, zero-emission, scalable passenger transportation for residents, visitors, and global export markets.

Coastal Connectivity • Clean Transportation



A Next-Generation Zero-Emission Ferry Network

Future Marine is developing a next-generation clean transportation system that connects coastal communities and visitors across the Juan de Fuca bioregion. The initiative delivers a zero-emission electric passenger ferry network that shifts travel away from road-heavy, carbon-intensive modes to quiet, frequent, and reliable marine mobility. Designed and built in the Pacific Northwest, the fleet will serve residents, commuters, and approximately 6.5 million annual visitors, leveraging advanced electric and autonomous technologies. The result is a scalable, export-ready platform that supports regional tourism, accelerates climate goals, and drives long-term economic growth.

Investment Opportunities

Fleet Deployment & Operations



- Equity participation in electric ferry fleet leasing and operations
- Early-stage routes with defined demand and near-term revenue potential
- Infrastructure style returns with growth equity-upside
- Strong public-sector alignment improves risk adjusted returns

Scalable Technology Platform



- Ownership in exportable electric ferry and charging technology
- Platform designed for replication across global coastal regions
- Long term value creation through vessel, software, and IP scaling
- Positions investors in global clean transportation transition

Investor profile

- Infrastructure and cleantech investors targeting scalable, low-carbon transportation platforms
- Growth equity investors seeking exportable marine technology and long-term returns
- High growth visitor and local markets

Location features

- Spans the Juan de Fuca Bio-Region across southwest Vancouver Island
- Operates within Pacific Northwest corridors serving major harbours and visitor gateways
- Anchored in British Columbia with scalable routes extending to Washington State

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Greater Victoria Hotel Development

A projected 2,000-room hotel shortfall over the next decade presents diverse investment opportunities across Greater Victoria, from downtown full-service hotels to boutique and mixed-use developments.

Hotel • Accommodation



Addressing a 2000-Room Supply Gap

Destination Greater Victoria projects a hotel supply gap of at least 2,000 rooms over the next decade due to rising demand and declining supply. This shortfall creates strong investment opportunities across the region, including hotels serving major employment and population centres such as the hospital and naval base; boutique properties linked to biking, hiking, and waterfront experiences; full-service downtown hotels supporting growing tourism and year-round business and cultural events in Victoria's Inner Harbour; and mixed use hotel developments integrated with residential and commercial space in rapidly densifying urban areas.

Investment Opportunities

Full-Service Hotel in a High-Access Urban Node



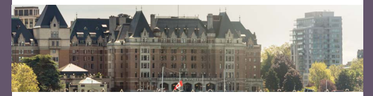
- Purpose built full-service hotel capturing year-round leisure, conference, cruise demand
- Historically sustained 70%+ occupancy and strong ADRs
- Strategic location near downtown, ferries, airport drives consistent utilization
- Policy-aligned investment backed by municipal and regional hotel strategies

Mid-Scale/Lifestyle Hotel Targeting Value-Oriented Visitors



- Modern mid-scale hotel concept addressing affordability and family-friendly accommodation gaps
- Undersupplied mid-scale, family-friendly segment amid strong, rising demand
- Short term rental limits and 20–30% YoY growth boost demand
- Lower development and operating costs support resilient, high-occupancy investment

Extended-Stay/Hybrid Hotel near Employment and Education Nodes



- Extended stay hotel supporting long-term visits and workforce needs
- Clear gap in extended stay accommodation within current hotel mix
- Strong demand from academics, healthcare, construction, professionals, and relocations
- Stable cash flow from longer stays and lower turnover costs
- Efficient and adaptable development approaches (wood-frame, modular, adaptive reuse, or mixed-use integration) support feasibility and expand hotel supply beyond the downtown core

Investor profile

- Experienced hotel developers/operators
- Design and place-driven investors that enhance the visitor experience
- Long-term, patient capital
- Mixed-use and partnership-oriented capital

Location features

- One of Canada's top performing tourism destinations with year-round demand
- Consistent strong performance for hotels, including a 77.99% average occupancy for 2025
- Policy broadly supports for hotel development (~1,400 sites where hotel use is permitted)

DESTINATION GREATER VICTORIA

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Photos: Destination Greater Victoria/Matt Shannon Photography

Indigenous-Led Waterfront Destination Infrastructure

Nation-owned tourism and waterfront developments in downtown Prince Rupert to capture rapid cruise ship tourism growth, extend visitor stays, and generate long-term own-source revenues for the Gitxaała Nation.

Cruise Ship Tourism • Hospitality • Marine-Based Experiences



Destination Infrastructure for the Pacific Gateway

Anchored by accelerating cruise traffic, more than $3 billion in active capital expenditures in the port complex, and a clear undersupply of Indigenous tourism experiences, the Gitxaała Tourism and Waterfront Development Portfolio is positioned to complement transient visitation with opportunities for higher-value, longer stays.

Building on a cruise tourism economy with year-over-year growth of 250%, projects are designed to function as a connected visitor ecosystem, linking cruise ship arrivals, hotel amenities, cultural experiences, and marine based tourism through coordinated planning, strong municipal partnership, and commercially focused governance.

Investors gain exposure to scalable destination infrastructure, Indigenous ownership, and a port-driven tourism market with clear demand fundamentals and supportive local policy.

Investment Opportunities

$0.5–2M Crest Hotel Saltwater Spa



- Expansion within an existing operating hotel asset
- Indigenous-inspired wellness and cultural design
- Cruise and regional tourism demand driven
- Phase 1 shovel-ready with capital secured; Phase 2 investment pending demand study
- < 12 months to operations (Phase 1)

$6–10M Marina-Adjacent Harbour Quay



- ~12,500 sq. ft. of new waterfront commercial space
- Whale watching, ecotourism, charter fishing, food and beverage
- Fully serviced waterfront lot with city-led permitting
- High tenant interest with an operator light model
- 24-30 month development timeline

$6–10M Waterfront Funicular and Lobby



- Destination access and visitor circulation infrastructure
- Connects cruise terminal, casino, convention centre, and Crest Hotel
- Engineering feasibility confirmed with comparable operating precedent
- High strategic value for cruise tourism and convention traffic
- 36+ month horizon suited to patient or strategic capital

Investor profile

- Strategic tourism developers and operators
- Impact and Indigenous aligned investors
- Hospitality and destination infrastructure partners
- Public-private partnership participants

Location features

- 3rd largest port in Canada
- Prince Rupert is the Northern port for BC Ferries and Alaska Ferries via Alaska Marine Highway System
- Deepwater port and regional tourism hub
- Municipal incentives including tax exemptions for renovations and new builds through December 31, 2029

Gitxaala ENTERPRISES

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Indigenous-Led Destination Tourism Cluster

The Gitanyow Indigenous Tourism Investment Cluster represents a destination-scale tourism ecosystem emerging along the only route to Alaska from northwest British Columbia, anchored in rare wildlife, culture, and strong Indigenous governance.

Wildlife Viewing • Experiential Lodging • Cultural Tourism • Highway Services



Indigenous Tourism Along the Highway 37 Corridor

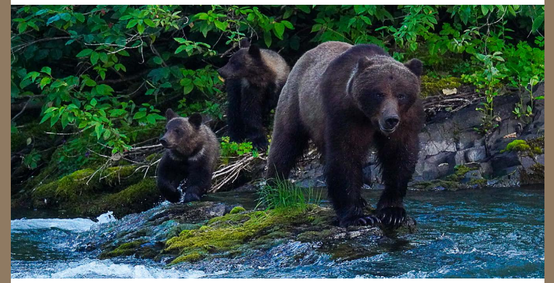
The Gitanyow Indigenous Tourism Investment Cluster is an evolving ecosystem of Indigenous-owned and governed tourism assets, spanning accommodation, experiences, cultural infrastructure, and highway-oriented services.

Grounded in Gitanyow hereditary governance, with projects advanced through house-based, community-owned enterprises, the opportunity aligns long-term stewardship and economic reconciliation with globally competitive experiential tourism demand.

These projects represent the first of several active development opportunities, with additional projects being advanced as part of a coordinated tourism ecosystem across the territory.

Investment Opportunities

Meziadin Experience Hub



- Wildlife viewing, cultural interpretation, highway services anchor
- Phase 1 priority with completed strategic planning
- Reliable bear viewing and interpretation centre
- High-traffic Alaska corridor location

Cluster-Level Tourism Portfolio



- Destination-scale Indigenous tourism ecosystem
- Lodges, resorts, wellness, recreation vehicle (RV) and campground assets
- Projects at varying readiness stages
- Shared branding, governance, and destination marketing
- Future phases anticipated as access, services, and market awareness grow

Investor profile

- Private and institutional tourism investors
- Impact and blended-finance partners
- Indigenous tourism and operating partners
- Long-term, values-aligned platform investors seeking early entry into a growing destination ecosystem

Location features

- Highway 37 corridor, Northwest British Columbia
- Strategic corridor along the only route to Alaska

Gitanyow Hereditary Chiefs
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Tahltan Tourism & Hospitality Opportunities

A suite of Indigenous-owned tourism and hospitality opportunities in Tahltan Territory, with a portfolio of opportunities that ranges from regional accommodation to a high-end, internationally significant wilderness resort.

Indigenous Tourism • Luxury Resort • Nature & Wellness



Phased Indigenous-Led Tourism Development in Tahltan Territory

The Tahltan Nation, through Tahltan Hospitality LP (THLP), is advancing a strategic, long-term tourism vision across its territory in northwest British Columbia, one of Canada's most pristine and culturally significant wilderness regions.

THLP currently owns and operates the 43-room Northway Motor Inn in Dease Lake, where a renewed lobby and restaurant are underway. Near-term opportunities include expanding accommodation and conference capacity to meet growing regional demand. Longer-term plans focus on the creation of a high-end, small-scale luxury wilderness resort comparable to leading global exemplars such as Fogo Island and Clayoquot Wilderness Resort. The Tahltan are seeking values-aligned investors interested in building enduring partnerships that support Indigenous stewardship, cultural integrity, and premium, low-volume tourism.

Investment Opportunities

Expansion of the Northway Inn Campus



- Tahltan-owned lodging in Dease Lake serving business, government, and visitor needs, with ongoing upgrades to lobby and restaurant supported by the Rural Economic Diversification & Infrastructure Program
- Phased opportunity to expand accommodations and add conference space, building on existing operations and demonstrated demand

Riversong Heritage Hospitality Hub



- Restoration of a historic Hudson's Bay Company trading post on the Stikine River near Telegraph Creek — Tahltan Band-owned heritage asset – as a cultural-tourism anchor at the historic heart of Tahltan Territory
- Smaller capital ask suited to investors with cultural-partnership mandates alongside returns
- Pairs with growing Stikine River expedition tourism and established local guide outfitters

$20-40M High-End Wilderness Resort



- Future development of a luxury, low-density wilderness resort serving a small number of high-yield visitors
- Experience-driven model comparable to Clayoquot Wilderness Resort
- Emphasis on Indigenous leadership, cultural storytelling, land stewardship, and exclusivity
- Designed to attract international travellers seeking authenticity, remoteness, and meaningful connection

Investor profile

- Investors seeking long-term, patient partnerships aligned with phased development
- Experience in nature-based, luxury, or experiential tourism
- Comfort with joint-venture models that maintain Tahltan ownership, governance, and capacity building

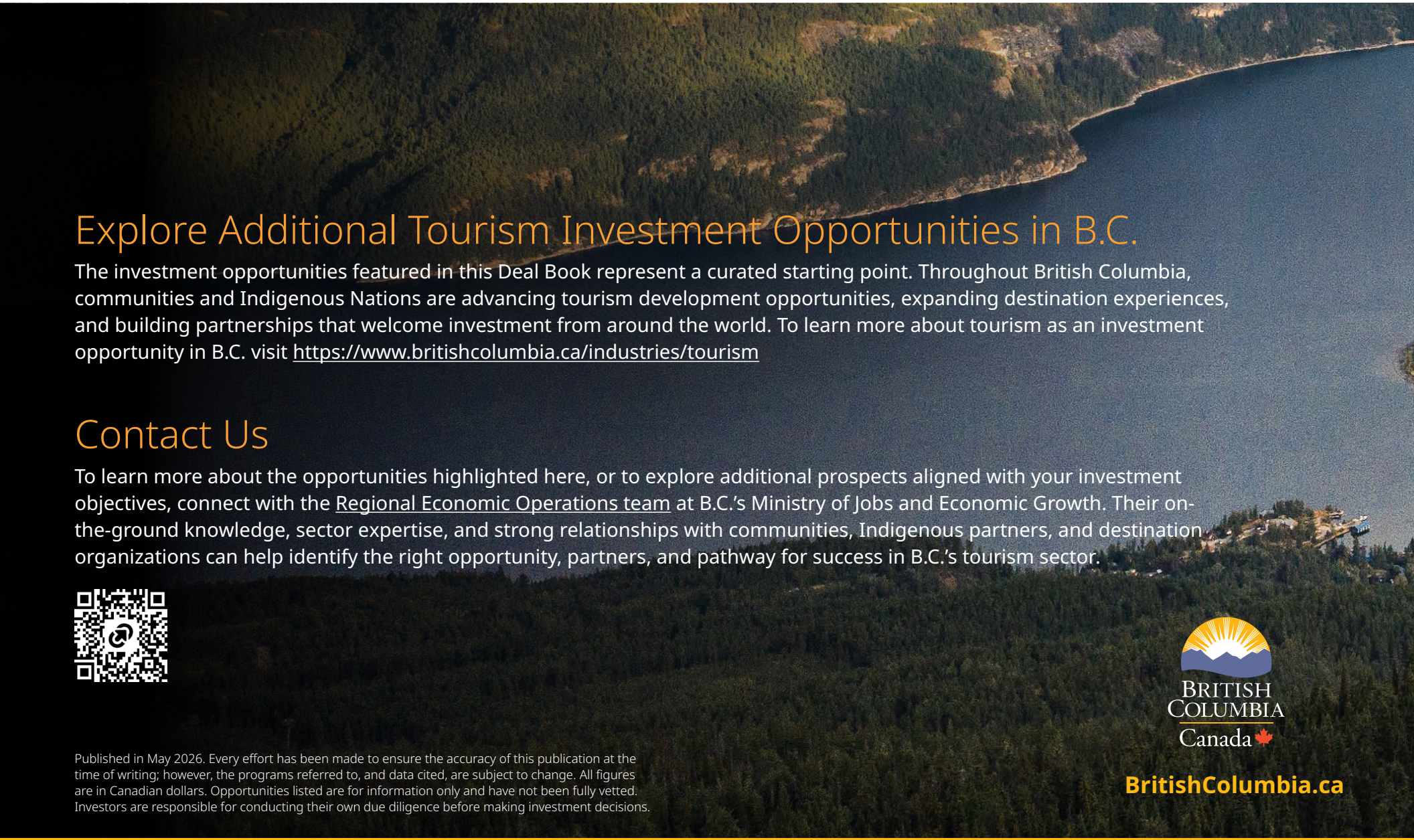
Location features

- Tahltan Territory in northwest B.C. (~95,000 km²), including Dease Lake, Telegraph Creek, and Iskut
- Exceptional wilderness with rivers, glaciers, alpine landscapes, and unique wildlife
- Region rooted in Indigenous stewardship with growing cultural tourism interest

TÁŁTĀN NATION

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British Columbia, *Naturally.*



Explore Additional Tourism Investment Opportunities in B.C.

The investment opportunities featured in this Deal Book represent a curated starting point. Throughout British Columbia, communities and Indigenous Nations are advancing tourism development opportunities, expanding destination experiences, and building partnerships that welcome investment from around the world. To learn more about tourism as an investment opportunity in B.C. visit https://www.britishcolumbia.ca/industries/tourism

Contact Us

To learn more about the opportunities highlighted here, or to explore additional prospects aligned with your investment objectives, connect with the Regional Economic Operations team at B.C.'s Ministry of Jobs and Economic Growth. Their on-the-ground knowledge, sector expertise, and strong relationships with communities, Indigenous partners, and destination organizations can help identify the right opportunity, partners, and pathway for success in B.C.'s tourism sector.

Published in May 2026. Every effort has been made to ensure the accuracy of this publication at the time of writing; however, the programs referred to, and data cited, are subject to change. All figures are in Canadian dollars. Opportunities listed are for information only and have not been fully vetted. Investors are responsible for conducting their own due diligence before making investment decisions.

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