

SHUSWAP

# TOURISM SECTOR PROFILE



**THE SHUSWAP:  
LOTS TO LAKE**

## Market Overview

The Shuswap is a four season tourism destination anchored by lakes, mountains, rivers, and outdoor recreation. The region blends natural beauty with cultural heritage, outdoor adventure, wellness experiences, and family-friendly activities. Columbia Shuswap Regional District Areas C, , D, F, and G, together form a diverse visitor catchment, attracting local, provincial, and international tourists year-round.



SHUSWAP  
ECONOMIC  
DEVELOPMENT  
SOCIETY

# TOURISM TERMINOLOGY

A tourist is a traveller who visits a destination outside their usual environment for leisure, business, or other purposes and stays there for at least 24 hours, or otherwise engages in tourism activity. Those who stay one or more nights away from home are called tourists, while those who spend no nights away from home are called same-day visitors. Src: [Stats Can.](#)

Tourism doesn't correspond to a single standard industry grouping. Instead, it includes a portion of the activities of a broad range of industries that provide goods and services used by tourists. A corresponding tourism data gathering approach uses supply side indicators adjusted to exclude non tourism related activities, attributing part of the output of various industries to the tourism sector.

The industries typically included (with tourism proportions applied to them) are:

- Accommodation and food services
- Retail trade
- Transportation
- Information and cultural services
- Finance, insurance, real estate, rental and leasing
- Administrative and support services
- Arts, entertainment and recreation
- Personal and other services
- Public sector services (where applicable)

Src: [BC Government](#)

# TOURISM SECTOR AT A GLANCE

## Global

[Organisation for Economic Co-operation and Development \(OECD\) Tourism Trends and Policies 2024](#)

- In 2023, total global tourism expenditure was around \$113.4 billion, surpassing pre pandemic levels.
- The tourism sector supports hundreds of thousands of jobs across Canada, with 676,700 direct tourism jobs in 2023 (about 3.4 % of total employment).
- In 2023, Canada welcomed over 18.3 million international tourists (about 83 % of 2019 levels), and domestic tourism remained dominant.

## Canada

[Destination Canada tourism value & stats](#)

- Tourism generated \$130 billion in direct visitor spending in 2024, contributing to a total economic footprint of \$263 billion.
- A record summer in 2025 saw nearly \$60 billion in tourism revenue between May and August, driven by both domestic and international travel.

[Statistics Canada tourism growth report: tourism among the fastest growing sectors in 2024.](#)

[Tourism businesses are widespread, with a large portion being small/micro enterprises.](#)

## BC

[Destination BC](#)

- [Highway 1 Corridor Destination Development Strategy.](#)
- [Shuswap-North Okanagan Destination Development Strategy.](#)
- [Research Page.](#)
- [Tourism dashboard.](#)
- In 2024, tourism in B.C. generated about \$23 billion in revenue and roughly \$8 billion in GDP contribution, continuing steady growth from previous years.
- Tourism contributes more to the provincial economy than many traditional resource sectors (e.g. forestry, fishing, and mining).
- The industry directly supported 113,000 jobs in 2024, with nearly 163,000 jobs when including indirect and induced employment.
- Almost 17,000 tourism businesses serve visitors across B.C., most of which are small enterprises.
- Tourism wages reached around \$5 billion, up from prior years.

## BC Government

- [Look West Strategy](#) including tourism as a target sector.
- [Tourism Action Plan](#) - tourism remains one of the largest employers of youth and small business creators in the province.
- [Approx. 40 % of tourism businesses are located outside the Lower Mainland](#) (e.g. in Vancouver Island and Thompson Okanagan).

## Shuswap

Tourism in the Shuswap centres on the warm waters and long shorelines of Shuswap Lake, drawing visitors for houseboating, beaches, paddling, and relaxed summer lifestyle surrounded by mountains and farms. Communities such as Salmon Arm anchor the region with marinas, trails, cultural events, and access to wineries, agritourism, and outdoor recreation that together create a classic interior British Columbia lake-country experience.

- [Shuswap Tourism](#).
- [Shuswap Tourism Destination Marketing and Development Strategy](#).

## Regional District of Columbia Shuswap Areas C, D, F, G

**Tourism Jobs** (2025): 236 jobs (5.5% total employment, 23% growth 2015-2025). BC comparative 5.2% total employment, 5.4% ten-year growth. Top sub-sectors (tourism share of sectors): full-service restaurants and limited-service eating places (69), other amusement and recreation industries (60), traveller accommodation (50), RV parks and recreational camps (44), grocery stores (17).

*Note: The [methodology](#) used by BC Stats to estimate the value of tourism in the province is based on allocating a portion of the activities of each of these industries to the tourism sector.*

**Tourism Exports** (2022 – latest input-output modeling available): approx. (as a share of tourism-related economic sectors) 21.9 M, 6.7% of total exports. Key exports (in order): other amusement and recreation industries, recreational vehicle (RV) parks and recreational camps, traveller accommodation, other motor vehicle dealers.

**Tourism Employment Projection (2025-2031):** 37 (4% of sector jobs). Leading sub-sector growth in other amusement and recreation industries.

**Tourism Key Imported Purchases** (Enterprise Import Replacement Opportunities) (2022 – latest input-output modeling available): 1) Realtors (\$2.7 M total purchases, 100% imported); 2) Meat product manufacturing (\$2.2 M, 82% imported); 3) Insurance carriers (\$1.3 M total purchases, 88% imported); 4) Beverage manufacturing (\$1.3 M total purchases, 74% imported); 5) Banks (\$1 M total purchases, 79% imported).

Source: Lightcast.

## Average Wages

\$27,750 (key tourism sectors) - Columbia Shuswap Regional District Areas C, D, F, G  
\$63,922 – BC (all sectors)

Source: Lightcast. 2022 latest input-output modeling available.

The BC Government produces a [wage survey](#) that indicates weekly earnings by industry sector/location.

[BC Workforce Profile](#) (Thompson Okanagan).

[Regional Snapshot 2021: Shuswap \(Columbia-Shuswap Regional District\)](#).

## Tourism Sector Companies

### 1. Lodging

Total hotel/motel/B&B (not incl. short-term rentals) – 174.  
RV and campground sites - 608.

Area C & G — South Shuswap (Sorrento, Blind Bay, Eagle Bay, Tappen)

#### Resorts, Lodges & Vacation Rentals

(# rooms indicated in brackets)

- [Carmel Beach Private Lodges](#) (23) – highly rated lodge on Eagle Bay near the lake.
- [Jewel Bay Resort](#) (13) – waterfront resort near Sorrento.
- [Maples Beach \(8\) And White Sands Resorts](#) (8) – multi building lakeside resort in Sorrento.
- [Quaaout Lodge & Spa at Talking Rock Golf Resort](#) (Chase, Thompson Nicola Regional District).
- Shuswap Lake Cabins & Resort (8) – cabin style in Sorrento. 250.675.2420.
- [White Lake Cabins](#) (4).

#### Cottages & Guesthouses

- [Eagleview Cottages](#) (10) – cottage rental in Blind Bay.
- [Solitude Bed & Breakfast](#) (2) – B&B near Sorrento. Selah.
- [Retreat Guesthouse B&B](#) (3) – Guesthouse in Sorrento.
- [Hannie's Gasthuis](#) (3) – B&B in Blind Bay.

#### Other Stays

- [Sky Blue Waters Resort](#) (RV) (31) – resort in Tappen, near Shuswap Lake.
- [Sorrento Lakeview Inn](#) (22) – inn along Highway 1 in Sorrento.
- [Blind Bay Resort](#) (93 RV sites - mostly RV only spaces with hookups). 35 vacation/rental units (cottages/RV rentals).
- [Copper Landing RV Park](#) (18).
- [Magna Bay Resort](#) (RV, Scotch Creek, 80 sites).

Area F — North Shuswap (Scotch Creek, Celistia, Anglemont)

#### Cottages & Lodges

- [Scotch Creek Cottages](#) (20) – lakeside cottage rentals in Scotch Creek.
- [Grizzly Lodge](#) (14) – Canada's only backcountry lodge catering specifically to the snowmobiling community.
- [Anglemont Inn](#) (16).

## Campgrounds & RV

- [Chimney Rock Resort](#) (4 cabins, 4 full-service RV sites, additional partial service sites) - campground and resort style accommodation in Celista.
- [Cottonwood Cove RV Resort](#) (83 sites, 40 marina slips) – RV park in Lee Creek / Anglemont.
- [Shuswap Lake Provincial Park](#) (approx. 330 sites).

Area D — Falkland

## Resort & Motel

- [Pillar Lake Resort](#) (11 cabins, 45 RV sites) – resort close to Falkland with cabins/lodges near lakes.
- [Highland Motel](#) (4).

Short term rentals and Airbnbs are common across Columbia Shuswap Regional District Areas C, D, F, and G - especially in summer.

## 2. Marinas & Lake Tourism Operators

- [Anglemont Marina](#)
- [Bayside Marina](#)
- [Shuswap Marina](#)
- [Captain's Village Marina](#) (Scotch Creek)

## 3. Wineries & Agritourism

- [Celista Estate Winery](#)
- [Sunnybrae Vineyards & Winery](#)
- [Recline Ridge Vineyards & Winery](#)

## 4. Golf

- [Talking Rock Golf Course](#)
- [Shuswap Lake Estates Golf & Country Club](#)
- [Anglemont Estates Golf Course](#)

## 5. Attractions & Visitor Experiences

- [Dreamcycle Motorcycle Museum](#) (Sorrento)
- [White Post Auto Museum](#) (Tappen)
- [Margaret Falls](#) (Sunnybrae)

## 6. Adventure Tourism & Recreation Operators

- [Adams River Rafting](#) (Scotch Creek)
- [Sun Beach Water Sports](#) (Celista)

## 7. Food & Beverage Tourism (Destination Dining)

- [Finz Resort Marina & Grill](#)
- [Copper Island Pub](#) (Sorrento)

## Tourism Asset Inventory

In addition to tourism operators and companies, the following tourism assets can be leveraged by private sector investment:

### 1. Anchor Natural Assets (Primary Demand Drivers)

Major Lakes & Waterfront Tourism - the tourism economy is fundamentally lake-driven, centred on:

- Shuswap Lake - one of BC's largest recreational lakes. Houseboating, boating, swimming, fishing, and marina

tourism. Extensive shoreline communities (Scotch Creek, Celista, Magna Bay, Anglemont, Blind Bay).

- White Lake (Area C) - warm shallow lake popular for paddling, fishing, and cottage tourism.
- Adams Lake (south Shuswap edge) - fishing, wilderness tourism, and Indigenous cultural tourism potential.
- Seymour Arm / Anstey Arm remote lake destinations - access to wilderness tourism and boat-access recreation.

Lake-based tourism supports marinas, resorts, vacation rentals, campgrounds, and houseboat operations. The broader region features multiple lakes within short driving distance, creating a dense lake recreation ecosystem.

## 2. Provincial Parks & Protected Areas (Major Visitor Generators)

### High-Traffic Parks

- [Shuswap Lake Provincial Park](#) (Scotch Creek area, Area F) - 330 campsites, long sandy beaches, paved biking trails, nature programs, and easy water access.
- [Tsutswecw Provincial Park](#) (Adams River Salmon Run, Area C South Shuswap) - world famous salmon run viewing and hiking in autumn (provincial) alongside regional interpretation and trails.

### Wilderness Parks (Adventure Tourism)

- [Anstey-Hunakwa Provincial Park](#) (Magna Bay Area, Area F) - boat-access wilderness park with intact cedar-hemlock forest ecosystems.
- [Monashee Provincial Park](#) (Falkland Area, Area D) - remote alpine hiking and mountaineering area in the Monashee Mountains.

### Marine Recreation

- [Shuswap Lake Marine Provincial Park](#) - network of shoreline campsites and boat-access recreation sites around the lake.

## 3. Outdoor Recreation Infrastructure

### Trails & Cycling

- [Regional trail network](#) including Shuswap Trails system (Shuswap Trails Alliance).
- [Extensive mountain biking and gravel cycling](#). 470 km of mountain biking trails in the Shuswap (includes map and trail access directions).
- [ATV/Dirt Biking](#) - Shuswap Dirt Riders – dirt bike club trail networks around North Shuswap and Eagle Valley.
- [Shuswap Back Country Riders](#) (ATV).
- Snowmobiling - [Crowfoot Mountain Snowmobile Club](#) (Celista / North Shuswap — Area C/F). Groomed trails (50 km) around Crowfoot Mountain with membership and day passes available.

- Seymour Arm Snowmobile Club
- [Salmon Arm Snowblazers](#) (Salmon Arm/CSRD Area C). Community volunteer snowmobile club maintaining the Fly Hills snowmobile area west of Salmon Arm. Groomed trails and signage make for accessible family friendly riding.
- X Country/Snowshoeing - [Larch Hills Nordic Society](#) (Salmon Arm, Area C), [Skmana Ski Club](#) (North Shuswap) – 18 km of x-country/snowshoe track.

#### Hiking & Nature Experiences

- Key areas: Margaret Falls trail (Herald Park), Eagle River Nature Park trail network, North Shuswap forest trail systems.

#### Golf

##### Local

- [North Shuswap Golf Club](#) (Anglemont) – 9-holes, lake views
- [Shuswap Lake Golf Course](#) (Blind Bay) – 18-holes, lake views

##### Nearby

- [Shuswap National Golf Course](#) (Salmon Arm) – 18 holes
- [Salmon Arm Golf Club](#) (Salmon Arm) – 18-hole Championship, 9-hole Heritage course
- [Club Shuswap](#) (Canoe/Salmon Arm) –27 holes

#### Winter Recreation

- Cross-country skiing networks near Salmon Arm (Larch Hills).
- Snowmobiling in Eagle Valley and North Shuswap.
- Backcountry ski terrain in Monashee Mountains.

#### **4. Water-Based Tourism Activities**

- Core Recreation – boating, houseboating, wake sports, fishing.
- Adventure Tourism – kayaking, paddleboarding, wilderness boating to remote arms of the lake.
- Commercial Experiences - examples include [skydiving](#) over Shuswap Lake (), [rafting trips](#).

#### **5. Tourism Communities & Visitor Nodes**

- Strong mix of resorts, golf, waterfront tourism.
- North Shuswap - Scotch Creek, Celista, Magna Bay, Anglemont, Lee Creek, St. Ives.
- South Shuswap - Blind Bay, Sorrento, White Lake, Eagle Bay.

#### **6. Tourism Infrastructure**

##### Parks & Trails

- The Columbia Shuswap Regional District (CSRD) has approximately 60 developed parks and 86 kilometres of trails throughout the region. The CSRD operates/maintains 1 campground, 8 lake access/boat launches, 23 parks, 5 trailheads, and 1 bike park within Areas C, D, F, G. [Parks & Trails Map Directory](#) (searchable).

#### **7. Signature Events & Seasonal Attractions**

Major Events - Adams River Salmon Run, Regional trail festivals, Cycling and outdoor recreation events.

#### **8. Sports**

- [North Shuswap Pickleball](#)
- [North Shuswap Slo-Pitch](#)
- [North Shuswap Minor Baseball](#)
- [Salmon Arm Minor Hockey Association](#)
- [Sorrento Minor Ball](#)
- Shuswap Tennis (Blind Bay)
- [Shuswap Youth Soccer Association](#)
- [Shuswap Rowing & Paddling Club](#)

#### 9. Indoor Recreation & Culture

- [Scotch Creek Family Fun Center](#)
- [Shuswap Fitness Club](#) (Anglemont)
- [Iron Nation Fitness Shuswap](#)
- For most of the Columbia Shuswap Regional District in Areas C, D, F, and G, the closest large indoor recreation facilities are in the [City of Salmon Arm](#).

#### **10. Culture Amenities: Community Halls & Associations**

Area C/G (South Shuswap & Sorrento / Blind Bay / Notch Hill)

- [Blind Bay Memorial Hall](#)
- [Carlin Hall Community Association](#)
- [Cedar Heights Community Association](#)
- [Eagle Bay Hall](#)
- [Notch Hill Community Hall](#)
- [Sunnybrae Community Association](#)
- [White Lake Community Hall](#)

Area D (Falkland, Ranchero / Deep Creek, Salmon Valley, Silver Creek)

- [Falkland Community Association](#)
- [Hullcar & Deep Creek Community Association](#)
- [Silver Creek Community Association](#)

Area F (North Shuswap – Scotch Creek, Celista, Anglemont, Seymour Arm)

- [North Shuswap Community Hall](#)
- [Seymour Arm Community Hall](#)
- [North Shuswap Community Hall](#)
- [Celista Hall Farmer's Market](#)
- [Scotch Creek Farm and Craft Market](#)
- [Adam's River Salmon Society](#) – environmental stewardship group
- Seymour Arm Farmer's Market

## Visitor Profile

- Families and lake vacationers.
- Weekend travelers from Alberta and B.C. interior.
- Seasonal (spring–fall) campers and day visitors.
- Recreational property owners (31% of total dwellings).

## Key Drivers

- Seasonal Surge - visitor volumes peak from June to September, but increasingly strong demand in spring and shoulder seasons signals opportunity to extend tourism stays and offerings.
- Accommodation Dynamics - mix of campgrounds, RV parks, cottages, boutique inns, and vacation rentals supports a range of visitor preferences.
- Second Home Influence - Columbia Shuswap Regional District Areas F and G have higher second home densities, creating built in visitor demand in shoulder and off peak seasons.
- Spending Patterns - tourists spend across categories: lodging, dining, recreation rentals, retail, food and beverage, tours, and experiences.

## Sector Opportunities

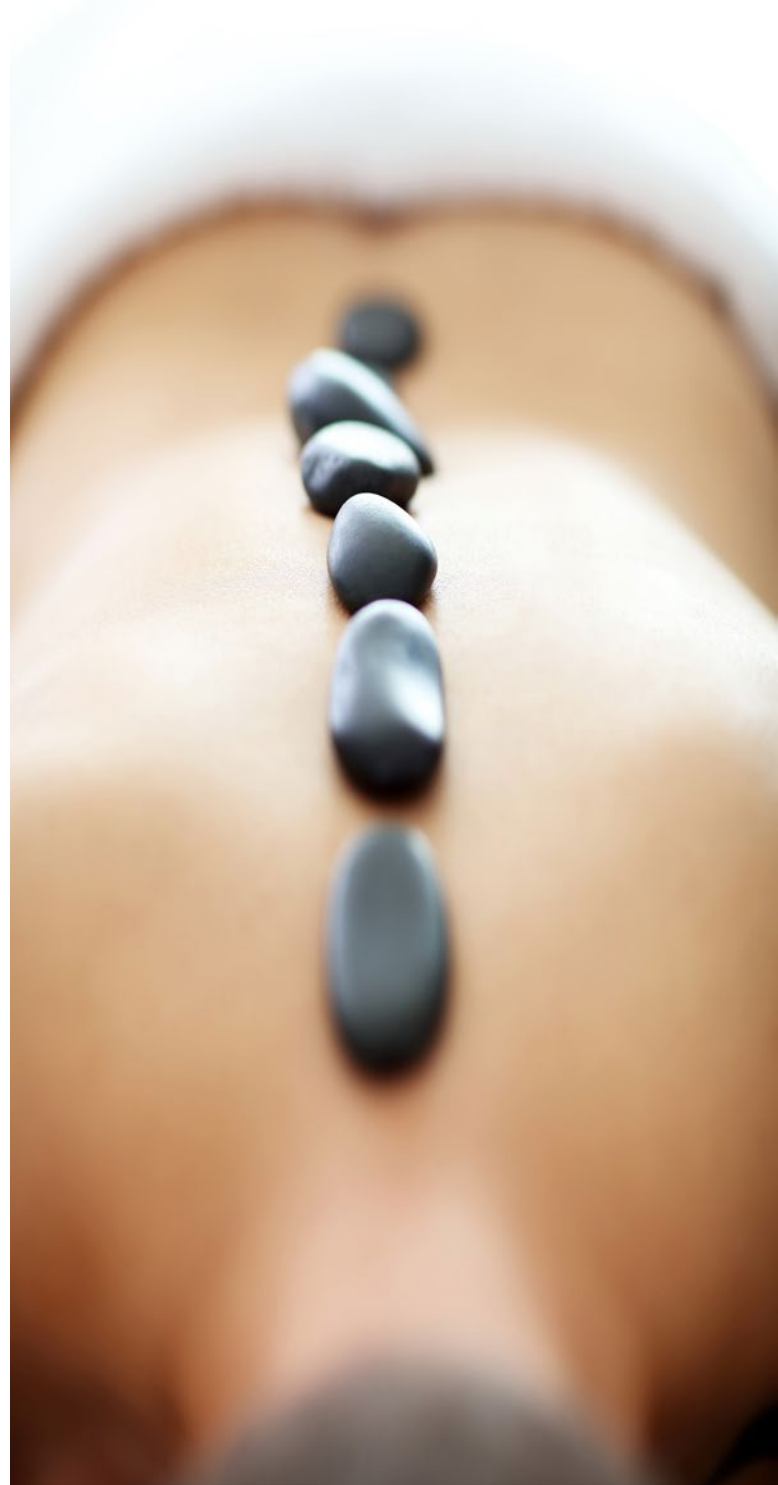
- Four-Season, Nature-Based Tourism: year-round adventure and eco-tourism products.
- Lodging & Accommodation Gaps: cabins, glamping, eco-lodges, resorts, and RV parks integrated with experiential packages.
- Adventure & Experiential Products: private operator packaging of adventure experience with lodging and food.
- Agritourism & Culinary Tourism: vineyard/farm stays, culinary workshops, craft beverage tourism, and farm-to-table dining experiences.
- Signature Events & Festivals: wellness retreats, adventure races, food/wine weekends, or cultural festivals to attract visitors and extend length of stay.
- Off-the-Beaten-Path Locations: exclusive, premium, or niche tourism experiences in quieter, scenic locations.

## Investment Considerations

- Seasonality & Diversification: peak season is summer; off-peak visitation is limited. Investment should focus on multi-season products that reduce revenue gaps.
- Integrated Experience Packages: visitors often self-organize activities; low integration. Products that combine lodging, adventure, culinary, and cultural experiences are attractive and differentiate offerings.
- Infrastructure & Accessibility: broadband, road access, and utilities are uneven in rural areas. Private investments may need to enhance infrastructure or select sites with reliable access.
- Workforce & Service Capacity: seasonal labour shortages exist. Consider all-inclusive operations, training

partnerships, or automated service models to maintain quality experiences year-round.

- Regulatory & Planning Alignment: ensure compliance with land use, zoning, and environmental regulations; opportunities exist in underdeveloped or privately-owned lakefront and rural lands.
- Market Positioning: focus on experiential, high-value tourism products that appeal to regional and destination visitors seeking curated, unique experiences.



# WHY SHUSWAP?

A person is sitting on a wooden deck, wearing tan leather boots. In the background, there is a wicker picnic basket, a straw hat, and a green and black plaid bag. A green folding chair is also visible. The scene is outdoors, likely near a lake or river, with a chain-link fence in the background.

THE SHUSWAP OFFERS PRIVATE SECTOR TOURISM INVESTMENT OPPORTUNITIES IN A FOUR SEASON, NATURE DRIVEN DESTINATION, WITH STRONG DEMAND FOR LAKEFRONT RESORTS, RV AND CABIN ACCOMMODATIONS, ADVENTURE AND OUTDOOR RECREATION EXPERIENCES, AGRITOURISM, AND COMPLEMENTARY FOOD, BEVERAGE, AND CULTURAL AMENITIES THAT LEVERAGE THE REGION'S LAKES, RIVERS, AND MOUNTAIN LANDSCAPES.

# TOURISM COMPETITIVE ADVANTAGES

## ① GROWING TOURISM MARKET

- Increasing visitor demand for four-season recreation, experiences, and accommodations.

## ② PRIME NATURAL ASSETS

- Iconic Shuswap Lake (plus White and Gardom Lakes), rivers, and mountains supporting boating, fishing, hiking, and winter sports.

## ③ ACCOMMODATION & RESORT POTENTIAL

- Significant existing lodging base with opportunities for lakefront resorts, RV parks, cabins, boutique, four season, and destination lodging.

## ④ CLIMATE

- Warm winters with mountain snow and summer hot enough for lake-living amenable for four-season tourism.

## ⑤ ACCESS

- Proximity to rapidly growing Calgary and Vancouver/lower mainland markets.

## ⑥ DIVERSE VISITOR BASE

- Families, couples, adventure travellers, second home-owners.

## ⑦ ADVENTURE & EXPERIENTIAL TOURISM

- High demand for guided tours, water sports, golf, and outdoor recreation.

## ⑧ AGRI-TOURISM & CULINARY EXPERIENCES

- Vineyards, farm stays, and destination dining complement regional tourism.

## 📄 STRATEGIC INVESTMENT ADVANTAGE

- Rural setting with lower land costs and proximity to key transport corridors.

# VALUE CHAIN GAPS

## Current Columbia Shuswap Regional District Areas C, D, F, G Tourism Investment Value-Chain Gaps

In the context of private sector tourism investment, value chain gaps are the missing or underdeveloped products, experiences, or services that visitors want but currently don't exist or are limited - creating opportunities for investors to introduce new accommodations, activities, attractions, or integrated packages that step directly into those gaps and generate revenue.

A typical tourism value chain includes:

1. Core Product Providers – accommodation, attractions, transportation & access.
2. Supporting Services – food and beverage, retail & souvenirs, tour operators & packages.
3. Infrastructure & Logistics – roads, signage, parking, trails, marinas, utilities, safety, healthcare / emergency services.
4. Marketing & Promotion – destination marketing organizations, online platforms / booking sites / travel apps, social media / advertising campaigns / events.
5. Enabling Institutions & Policy – zoning, environmental management, park authorities, investment incentives and tourism support programs.

### Key Private Sector Tourism Product & Experience Gaps:

#### 1. Off-Peak/Lakefront Experiences

**Gap:** Most lake and water-based products are seasonal (summer boating, houseboats, swimming).

**Private Sector Opportunity:** Build off-peak lake experiences, e.g., cozy lakeside lodges, heated cabanas, winterized adventure rentals, guided autumn paddling, ice fishing packages.

#### 2. Adventure & Niche Outdoor Experiences

**Gap:** Limited structured outdoor adventure beyond general hiking, boating, and skiing.

**Private Sector Opportunity:** Develop specialized adventure tourism, such as zipline courses, guided mountain biking trails, e-bike rentals, wilderness survival experiences, or multi-day expedition packages.

#### 3. Agritourism & Culinary Experiences

**Gap:** Local farms, vineyards, and artisanal producers are under-leveraged for tourism.

**Private Sector Opportunity:** Create farm-to-table experiences, winery tours with accommodations, farm stays, craft beverage tastings, or culinary workshops targeting both locals and visitors.

#### 4. Integrated Experience Packages

**Gap:** Visitors currently piece together accommodation, adventure, and food independently.

**Private Sector Opportunity:** Launch all-in-one experience packages: e.g., lakeside lodging + guided adventure + culinary/agri-tourism experience + transport. This is a “done-for-you” product not currently widely offered in rural areas.

#### 5. Signature Events / Seasonal Festivals

**Gap:** Few private events or immersive experiences exist outside public parks or summer festivals.

**Private Sector Opportunity:** Develop destination-focused events like adventure races, wellness retreats, food/wine weekends, cultural immersion weekends that draw regional or out-of-province visitors.

#### 6. Boutique Accommodation With Unique Experiences

**Gap:** Traditional cabins or RV parks dominate; there are very few high-quality, experience-linked boutique accommodations.

**Private Sector Opportunity:** Launch glamping, eco-lodges, tiny house resorts, or wellness-focused retreats that are tied to local nature, cultural, or adventure experiences.

#### 7. Water & Land Multi-Activity Adventures

**Gap:** Separate providers for boating, hiking, fishing, and other activities; very few multi-day integrated adventure itineraries.

**Private Sector Opportunity:** Curate multi-activity adventure products: e.g. 3-day packages combining kayaking, paddleboarding, mountain biking, and lakeside lodging.

#### 8. Off-The-Beaten-Path Tourism

**Gap:** Northern and southern rural CSRD areas (Magna Bay, Lee Creek, Tappen, White Lake, Eagle Bay) are under-marketed and under-serviced.

**Private Sector Opportunity:** Introduce destination-based experiences in lesser-known areas, e.g., private guided tours, wilderness retreats, eco-lodges, or boutique lake experiences away from crowded nodes.

A private sector operator can step directly into these gaps by creating:

- Year-round adventure & experience products.
- Boutique, differentiated lodging linked to experiences.
- Curated agri-tourism and culinary tourism.
- Signature events that anchor visitation.
- Integrated, packaged tourism products.

All of these are new product/experience opportunities - not just general tourism infrastructure gaps - and can generate higher margins by targeting visitors looking for curated, immersive experiences.

# INVESTMENT OPPORTUNITIES

The Shuswap represents a strategic opportunity for private investors to develop differentiated, year-round tourism products, expand accommodation supply, and create high-value experiences leveraging the region's iconic landscapes. Specific opportunity spaces that align with Shuswap economic profile and value proposition are as follows:

## 2 BOUTIQUE & LIFESTYLE LODGING

**Areas:** C (Sunnybrae, Tappen, White Lake), F (Sorrento, Blind Bay), G (Eagle Bay, Balmoral).

**Opportunities:** Waterfront cabins and cottages for seasonal rentals; Boutique inns and glamping sites; Retreat-style accommodations (wellness, yoga, corporate off-sites); Water view or waterfront full-season destination resort with supporting programming activities.

**Rationale:** Limited high-quality lodging outside Sicamous/Salmon Arm; Lifestyle and lake-focused tourism growing.

## 3 ADVENTURE & OUTDOOR RECREATION

**Areas:** C, D (Seymour Arm), F, G.

**Opportunities:** Guided hiking, e-bike, and mountain bike tours; Kayak, canoe, and paddleboard rental services; Water-sport experiences (excluding Sicamous houseboats).

**Rationale:** These areas have lakes, trails, and forests with underserved adventure services, attractive for active tourists and families.

## 3 WELLNESS & RETREAT EXPERIENCES

**Areas:** C, F, G.

**Opportunities:** Wellness retreats, spas, and boutique health resorts; Yoga, meditation, and fitness programs in natural settings.

**Rationale:** Lifestyle migration and retirees drive demand for wellness-oriented tourism.

## 4 FOOD, BEVERAGE & CULINARY TOURISM

**Areas:** C, F, G.

**Opportunities:** Farm-to-table restaurants, café experiences; Boutique wineries, microbreweries, and tasting rooms; Food-based events and local artisan markets.

**Rationale:** Culinary tourism is underdeveloped outside Salmon Arm and Sicamous; high willingness-to-pay in these lifestyle-focused areas.

## 5 EVENT & FESTIVAL VENUES

**Areas:** C, D (Seymour Arm), F, G

**Opportunities:** Seasonal cultural or outdoor festivals; Lakeside or rural event venues for weddings, music, or corporate retreats; Small-scale conference or workshop facilities.

**Rationale:** Areas outside Salmon Arm are lacking organized event infrastructure; Opportunity to extend tourism into shoulder seasons.

## 6 ECO-TOURISM & NATURE EXPERIENCES

**Areas:** C, D (Mara Lake periphery, Seymour Arm), G.

**Opportunities:** Interpretive trails and guided eco-tours; Bird-watching, wildlife experiences, and photography tours; "Disconnect" or off-grid stays.

**Rationale:** Growing global interest in eco-tourism; High-quality natural assets in these areas remain largely untapped.

# INVESTMENT OPPORTUNITIES

Specific opportunity spaces that align with Shuswap economic profile and value proposition are as follows:

## 7 WATER-BASED RECREATION & RENTAL SERVICES

**Areas:** C (White Lake), F, G.

**Opportunities:** Non-motorized boat rentals (canoes, kayaks, paddleboards); Small motorized boat rentals or guided lake tours.

**Rationale:** Existing tourism largely DIY; Private operators can fill gap in structured lake experiences.

## 8 TOURISM TECH & DIGITAL SERVICES

**Areas:** C, D (non-Sicamous), F, G.

**Opportunities:** Mobile visitor apps, online booking platforms, event calendars; Aggregators for local experiences and rentals.

**Rationale:** Supports all other tourism businesses; Underserved in smaller areas with dispersed populations.

### Key Takeaways for Investors

1. Areas C & G: Ideal for lifestyle and boutique tourism, adventure/outdoor recreation, glamping, and wellness retreats.
2. Area F: Strong demand for upscale lakeside lodging, culinary tourism, boutique experiences, and event venues.
3. Area D (excluding Sicamous): Adventure tourism, eco-tourism, and water-based recreation along Mara Lake periphery and Seymour Arm.
4. Common Theme: Private-sector opportunities are premium, experiential, and lifestyle-focused, leveraging lakes, trails, and rural charm rather than mass-market infrastructure.



# TOURISM BUSINESS RESOURCES & INCENTIVES

This resources directory helps businesses identify funding, technical support, training, and market development opportunities to grow, innovate, and scale their operations.

## SHUSWAP

### Chambers of Commerce

Business advocacy & connections.

- [North Shuswap Chamber of Commerce](#) - business advocacy & connections.
- [South Shuswap Chamber of Commerce](#) - business advocacy & connections.
- [Salmon Arm Chamber of Commerce](#) - business advocacy & connections.

### Community Futures Shuswap

Business and economic development services. Primary local touchpoint for financing and business coaching.

- [Launch-a-Preneur Program](#) - fostering new business start-ups in the region by encouraging participants to support one another as they build their businesses from concept to launch.
- [Business Toolkit](#) - Downloadable templates for business planning, cash flow analysis, legal checklists, and loan applications.

### [Commercial real estate listings.](#)

## BC

### [Business Programs and Services Portal](#)

A central provincial page listing programs related to advisory services, funding, export support, permits, and procurement opportunities for B.C. businesses.

### [Destination BC Business Resources](#)

List of resources, funding opportunities and supports available for BC entrepreneurs and small businesses.

### [Destination Events Program](#)

Offers funding (up to 10% of event budgets, max \$150,000) to support operational expenses for events that grow visitation, attract visitors, and stimulate economic activity.

## CANADA

### [Canada Business Benefits Finder](#)

Government of Canada tool that asks a few questions and generates a customized list of government benefits and programs a business may be eligible for.

### [Canada Tourism Growth Program](#) (PacifiCan)

Helps small and medium enterprises and tourism organizations grow and develop tourism products and experiences in British Columbia. Provides interest free repayable contributions (up to \$250,000) and non repayable funding for not for profits. Funds can support infrastructure upgrades, operating expansions, and market development for tourism businesses.

#### Disclaimer:

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