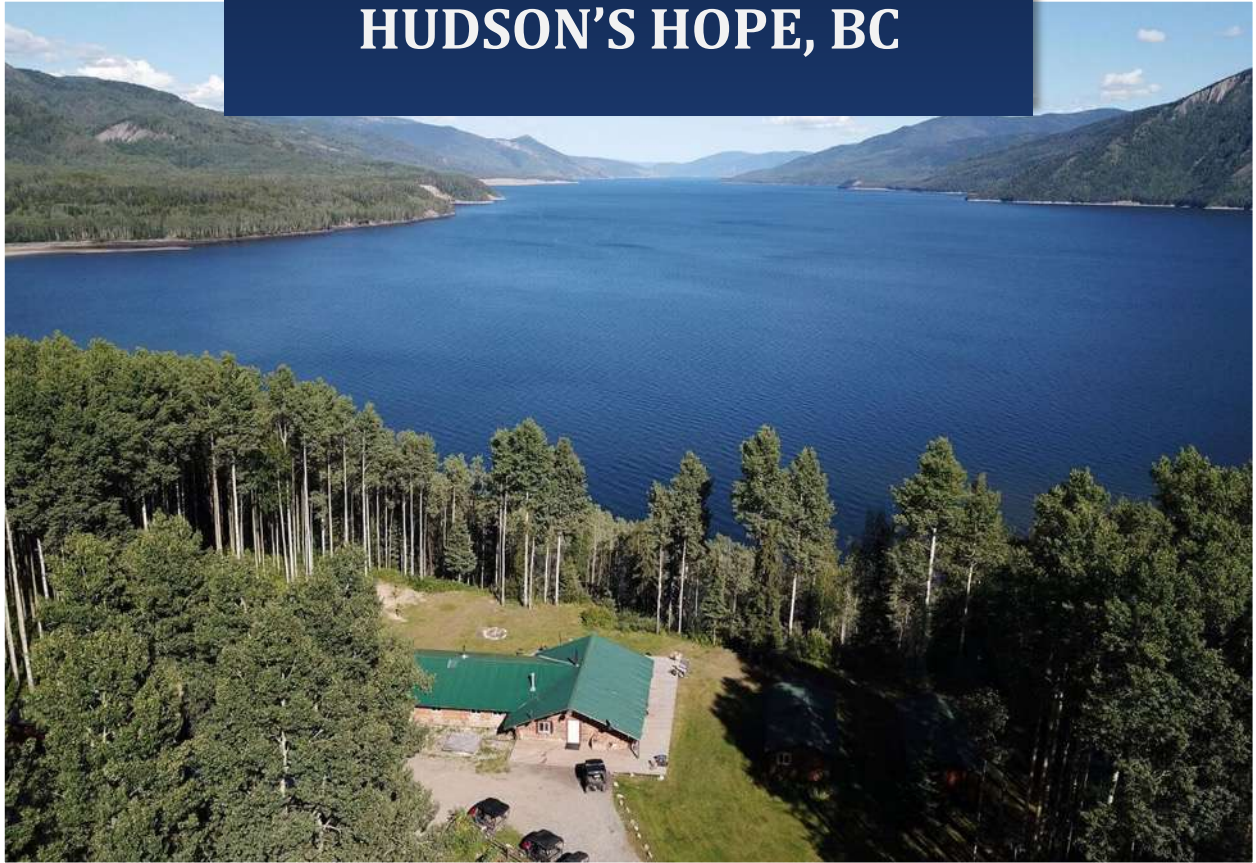




**WILLISTON WINNER**

**HUDSON'S HOPE, BC**



**[www.mccowans.com](http://www.mccowans.com)**

**Lynzy McCowan**  
**[info@mccowans.com](mailto:info@mccowans.com)**  
**250-870-3021**

# WILLISTON WINNER

HUDSON'S HOPE, BC

## PROPERTY DETAILS:

<b>LISTING NUMBER:</b>	#1089
<b>PRICE:</b>	\$2,475,000
<b>TYPE:</b>	Premier Wilderness Hunting & Adventure Tourism Business
<b>GAME SPECIES:</b>	Stone Sheep, Mountain Goat, Moose, Elk, Black Bear, Deer, Wolf, Coyote
<b>FISH SPECIES:</b>	Bull Trout, Lake Trout, Rainbow Trout, Kokanee, Mountain Whitefish
<b>LOCATION:</b>	Approx. 60 kms West of Hudson's Hope, BC taking in the North side of Peace Reach on Williston Lake
<b>SIZE:</b>	3,765 sq. kms or 1,454 sq. miles
<b>TITLE:</b>	Guide Territory Certificate, License of Occupation, Park Use Permit and Grazing License
<b>WMU:</b>	7-36 and 7-37
<b>INFRASTRUCTURE:</b>	Main Camp and 2 Outpost Cabin Camps
<b>ACCESS:</b>	Boat or Float/Wheel Plane
<b>QUOTAS:</b>	2 Stone Sheep annually WMU 7-36: 3 moose annually; WMU 7-37 open moose season Remainder of species General Open Season
<b>WEBSITE:</b>	<a href="#">Williston Lake Outfitters</a>

## **DESCRIPTION:**

What an opportunity! Absolutely spectacular location, everything in place, mixed revenue if you wish, game on the doorstep and fish swimming by. Let me tell you more.

This territory is located on the north side of Peace Reach on Williston Lake. It's a rather unique area that allows you to get away from the crowds without the use of aircraft, although there is that option if you so please.

This territory is located approximately 60 km west by water from the small community of Hudson's Hope. The lake is your main source of transportation, although there is a great airstrip adjacent to the camp.

Having the lake, and no other roads to the camp, really gives the outfitter an opportunity to cash in on several different activities. Let's take a look.

First and foremost, of course, is the outfitting business. What could be better than to have a camp in a great location completely outfitted; walk in and everything's there, oh maybe don't forget to bring the horses in.

As mentioned, this is pretty isolated, so the horses generally come in by landing craft. That's right, on the lake, it's really a super way to spend the day. Although, it is possible to trail them into the lodge as well, it just takes a bit more time.

Once you're at the camp, there's trails and more trails, old logging roads to utilize (only accessed via water), and lots of access to high country where you have spectacular views and many

mountain species. This has been a very productive area for many, many years.

Let's talk Stone Sheep. Stone sheep over the past few years has risen in value considerably. Certainly, the top dollar today is in the neighborhood of \$125,000 US.

You have an opportunity to take successful hunters; this outfitter has been taking 1-2 sheep hunters a year and running 100% success since 2019. That's a pretty good number for a single species!

Sure, that's a great hunt, but that's not all, you also have excellent moose, elk, and goat. I'm sure you are aware that all these animals have increased in value and now make for a very lucrative business.

Using either horse, trucks (there have been a few barged in) or ATV/UTV you have great access to much of the area.

The area is large with good outpost camps, certainly lots of places to hunt, expand and explore. Other species that round out your season include black bear, wolf, and of course, deer. Certainly, there is a very productive spring black bear season, with no shortage of bears or locations to hunt.

But wait, if you really want to capitalize on this spectacular location and camp, there's also the summer trade. Use those horses in the summer for trail rides, pack trips or overnight hiking expeditions with clients from around the world. There's plenty of high country to show off the spectacular scenes that British Columbia is so well known for.

Obviously using some of the boats and equipment to get around you can also access some great fishing locations. The fishing market is increasing once again; the equipment and the fish are here to grow the business in that direction.

On top of this, currently, the owner has a solid group of returning cabin renters from fishermen, corporate groups, family groups, to geologists and more. For a family coming from the big city this is a trip of a lifetime. Do it all, see it all, and enjoy it all.

Don't bypass this opportunity, it gives you time at camp during the summer to prepare for your fall season. As of right now, the business has very good adventure tourism revenue, without tapping into the fishing market, which leaves a new owner an opportunity to increase this revenue even further.

Oh well, of course you need a camp! This camp is nice; not only is it in a fantastic spot overlooking the lake, but it also has good infrastructure that has been well taken care of. You can see the attention to detail and the love that has gone into it. It has a good airstrip, access from the lake, but also a very established, well thought out building scheme.

There are several guest cabins along with the lodge overlooking the lake. Of course, there are also many outbuildings for the various tasks at hand, including fresh greens from the significant greenhouse and a lakeside sauna!

Now of course, to run one of these great outfits you need equipment and stock. This outfit comes with 25 horses, several boats, trucks and ATV/UTV's. The list is extensive, and I won't get

into all of the nuts and bolts, but everything you need to operate is here.

As a bonus, the outfitter, who has been there for many years, is willing to stay on and show you around. This is, without a doubt, an advantageous addition to any purchase. At their own choosing, this outfit has been underutilized which provides the new owner the opportunity and potential for growth.

If you're looking for an outfit that has it all, game, adventure tourism, equipment, fabulous camp, and just walk in, well, then you found it. There's not many like this, especially in a location that allows for boat access (convenient and cost effective) where you can get away from other hunters and tourists.

I don't know what else I can say. Best thing you can do is give us a shout for the rest of the story.

### **EXECUTIVE SUMMARY:**

Williston Lake Outfitters represents an **exceptional investment opportunity** in one of British Columbia's most pristine wilderness areas. This premier outfitting territory offers an extraordinary combination of assets rarely found in a single property:

- Spectacular Location
- Complete Infrastructure
- Diverse Revenue Streams
- Abundant Wildlife
- Turnkey Operational Status.

Situated on the north side of Peace Reach on Williston Lake, approximately 60 km west by

water from Hudson's Hope, this unique property offers the perfect balance of isolation and accessibility.

The territory is accessible by boat, float or wheel plane, with a private airstrip adjacent to the main camp providing convenient access while maintaining the wilderness exclusivity that clients seek.

### **Premium Hunting Operations**

The territory's crown jewel is its exceptional Stone Sheep hunting, with the current operation reporting **100% success rates** since 2019.

With Stone Sheep hunts commanding up to \$125,000 USD, this represents a significant revenue opportunity for the business. The property's 2 annual sheep quota is complemented by general open season for mountain goat, moose, elk, black bear, deer, wolf, and coyote -- all thriving within this diverse Rocky Mountain ecosystem.

### **Established Adventure Tourism Business**

Beyond hunting, the current owners have developed a robust adventure tourism business with minimal marketing effort.

The property currently hosts trail rides, pack trips, overnight hiking expeditions, fishing excursions, and cabin rentals for recreational guests and corporate groups.

With outdoor recreation tourism growing significantly in British Columbia, this established

secondary business line offers significant expansion potential.

The property's location on Williston Lake – British Columbia's largest reservoir – provides exceptional recreational opportunities that remain largely untapped.

The current operation has a solid base of returning guests who appreciate the property's pristine wilderness location and comfortable accommodations.

### **Premium Infrastructure & Equipment**

The main camp is the centerpiece of this outstanding property, strategically positioned overlooking Williston Lake with spectacular mountain views.

The well-maintained Main Camp includes:

- 1,686 sq. ft. log lodge with dining room, living room, fully-equipped kitchen, bedrooms, and bathrooms
- 6 guest cabins with covered decks
- 2 owner's cabins and 2 guide cabins
- Staff housing
- 32' x 16' greenhouse and vegetable garden
- 36' x 24' recreational room with pool table and meeting facilities
- New log woodshed with meat processing facilities
- Multiple outbuildings including tack room, equipment storage, & generator building
- Private airstrip adjacent to the main camp
- Lakeside sauna and round corral



Two additional outpost camps extend the operational range:

- Charlie Outpost Camp with sleeping quarters, kitchen facilities, shower house, and 3-acre fenced pasture
- Two Lakes Outpost Camp with multiple buildings including sleeping quarters and equipment storage

The sale includes a complete equipment package with everything needed to operate the business: 25 horses, boats, trucks, ATVs/UTVs, and all necessary hunting, guiding, and hospitality equipment.

### **Growth Potential**

The current operation has been **intentionally underutilized** by the owners, providing exceptional growth potential for new ownership.

### **Expansion Opportunities Include:**

- Expanding hunting opportunities
- Developing a more robust fishing tourism program
- Expanding summer adventure tourism offerings
- Creating specialized corporate retreat and team-building packages
- Establishing winter recreation programs including snowmobiling and photography
- Developing specialty packages for wildlife photography and eco-tourism

As an additional benefit, the current outfitter, who has successfully operated the business for many years, is willing to remain for a transition

period to ensure business continuity and knowledge transfer – an invaluable advantage for new owners.

### **AREA DATA:**

Williston Lake Outfitters is nestled in the spectacular Rocky Mountain foothills of northeastern British Columbia.

The territory encompasses a diverse landscape featuring rugged mountains, alpine meadows, dense forests, and the pristine waters of Williston Lake – creating a perfect habitat for abundant wildlife and offering unlimited recreational opportunities.

### **Williston Lake**

Williston Lake, created by the W.A.C. Bennett Dam, is British Columbia's largest reservoir with a surface area of approximately 1,761 square kilometers. This massive body of water offers exceptional fishing and boating opportunities, with minimal competition due to its remote nature.

The lake is home to Bull Trout, Lake Trout, Rainbow Trout, Kokanee, and Mountain Whitefish, providing excellent sport fishing potential.

The Peace Reach arm of Williston Lake, where the outfitting territory is located, is characterized by its stunning fjord-like setting - with mountains rising directly from the water's edge. This dramatic landscape creates a truly awe-inspiring

backdrop for all activities based from the main lodge.

### **Wildlife Abundance**

The territory is renowned for its healthy populations of big game species. Stone Sheep, among North America's most prized big game animals, thrive in the alpine regions of the territory.

Mountain goats inhabit the higher elevations, while moose, elk, and deer populate the valleys and forest edges. Black bears are abundant throughout the territory, with spring and fall hunting opportunities. Predators including wolves and coyotes round out the diverse wildlife population.

The varied terrain – from alpine meadows to riparian zones along the lake – creates perfect habitat for this diverse wildlife population. The territory's isolation from major population centers helps maintain these healthy wildlife numbers and ensures a truly wilderness hunting experience.

### **Hudson's Hope Area**

The nearest community to the property is Hudson's Hope, a historic settlement with a rich past dating back to 1805 when Simon Fraser established a fur-trading outpost in the area. Today, this small community of approximately 1,000 residents serves as the gateway to the Peace River region and offers basic amenities including grocery stores, accommodation, and fuel services.

Hudson's Hope is accessible via Highway 29, connecting to larger centers such as Fort St. John (90 km east) and Chetwynd (66 km south). The Peace River Regional District, where Hudson's Hope is located, has experienced steady economic growth driven by natural resource industries including forestry, mining, and hydroelectric power.

### **ECONOMIC GROWTH & POTENTIAL:**

#### **Premium Hunting Market Growth**

The market for high-end guided hunting experiences has shown remarkable resilience and growth over the past decade.

Stone Sheep hunts in particular have seen substantial price appreciation, with current market rates reaching \$125,000 USD per hunt. This represents a significant increase from the \$60,000-\$100,000 range common just five years ago.

According to industry data from the Guide Outfitters Association of British Columbia (GOABC), the demand for premium hunting experiences has remained strong even during economic downturns, as the limited supply of tags and territories insulates this market segment from broader economic cycles.

A conservative estimate for annual hunting revenue based on current quotas:

- 2 Stone Sheep hunts: \$240,000 USD
- 6 Mountain Goat hunts: \$108,000 USD
- 8 Moose/Elk combo hunts: \$140,000 USD

- 10 Spring Black Bear hunts: \$55,000 USD
- Additional opportunities (wolf, deer, cat, additional elk and moose): \$50,000 USD

Total potential hunting revenue: \$593,000 USD or approximately \$830,000 CAD annually. This projection is based on running a conservative operation.

*These revenue projections are estimates based on industry averages and current market rates.*

*Actual revenue will depend on numerous factors including pricing strategy, booking rates, and operational management.*

*Potential buyers should verify all financial projections through their own due diligence process.*

## Adventure Tourism Growth

British Columbia's adventure tourism sector has shown strong growth, with Destination British Columbia reporting that tourism businesses focusing on outdoor activities experienced a 40% increase in visitor spending between 2019 and 2023.

According to BC's Tourism Task Force, nature-based and adventure tourism has become the fastest-growing segment of the province's tourism industry, with particular strength in remote wilderness experiences.

The existing adventure tourism operation already generates additional revenue through:

- Cabin Rentals
- Guided Horseback Expeditions
- Fishing Excursions
- Corporate Retreats and Family Gatherings
- Wilderness Experiences

With significant room for growth through targeted marketing and expanded offerings.

## Investment Security

The limited supply of guide outfitter territories in British Columbia provides exceptional investment security. Provincial regulations strictly control the number of guide territories, creating a finite resource that historically appreciates in value.

According to GOABC data, well-established territories with quality infrastructure like Williston Lake Outfitters have consistently outperformed many traditional investment vehicles in terms of long-term appreciation.

The combination of multiple revenue streams – premium hunting, adventure tourism, and accommodation – creates business resilience against economic fluctuations in any single sector.

## Growth Opportunities

Several specific growth vectors exist for expanding revenue:

- 1. Expanded Fishing Program:** Developing a dedicated fishing program targeting the lake's trophy trout population could generate additional revenue annually with



minimal additional infrastructure investment.

## **2. Winter Recreation:**

Establishing winter programs including snowmobiling, aurora viewing, and winter photography could extend the operational season by 2-3 months, increasing annual revenue.

## **3. Eco-Tourism Packages:**

Developing specialized wildlife viewing and photography packages could attract a new client demographic willing to pay premium rates for exclusive wildlife encounters.

## **4. Corporate Retreat Market:**

The existing infrastructure is ideally suited for executive retreats and corporate team-building programs, a market segment that typically commands premium pricing.

## **5. Online Marketing Enhancement:**

The current operation has relied primarily on word of mouth / referral marketing; implementing a comprehensive digital marketing strategy could significantly increase awareness and bookings across all business segments.

With conservative management and targeted investment in these growth areas, growth opportunities exist for increasing revenue streams beyond current levels.

## **AREA RECREATION:**

The territory surrounding Williston Lake Outfitters offers exceptional recreational opportunities throughout the year, making it an ideal location for diverse adventure tourism activities beyond the core hunting business.

### **Water-Based Recreation**

Williston Lake provides a stunning setting for numerous water activities:

- **Fishing:** The lake's cold, clear waters support thriving populations of Bull Trout, Lake Trout, Rainbow Trout, Kokanee, and Mountain Whitefish.

With minimal fishing pressure compared to more accessible lakes, the opportunity for trophy catches is excellent.

In addition to Williston Lake there is also excellent fishing opportunities on the following rivers: Graham, Nabesche, Ospika, and Wicked Rivers.

- **Boating:** The expansive waters of Williston Lake are perfect for exploration by boat, with countless secluded bays and dramatic shorelines to discover. The property includes several boats for guest use.
- **Kayaking & Canoeing:** The protected waters near the main lodge offer ideal conditions for paddling, with opportunities for multi-day expeditions for more adventurous guests.

## Land-Based Activities

The territory's diverse landscape provides a natural playground for a wide range of land-based recreation:

- **Horseback Riding:** The existing trail network offers spectacular riding opportunities ranging from lakeside paths to alpine meadows. The operation's 25 horses are well-trained for both novice and experienced riders.
- **Hiking:** Numerous hiking trails provide access to stunning viewpoints, alpine lakes, and opportunities for wildlife viewing. The varied terrain accommodates everything from gentle nature walks to challenging mountain ascents.
- **Wildlife Viewing & Photography:** The abundance of wildlife makes this an ideal location for nature photography and wildlife observation. Mountain goats, bears, moose, and numerous bird species can be observed in their natural habitat.
- **Snowmobiling:** Winter brings opportunities for snowmobile adventures across the frozen landscape, accessing areas that are difficult to reach during summer months.

## CLIMATE:

The Williston Lake region in northeastern British Columbia's Rocky Mountain foothills experiences a northern continental climate characterized by

four distinct seasons, each offering unique recreational and operational opportunities.

The following information is specific to the Hudson's Hope/Peace River region where Williston Lake Outfitters is located.

### Winter (November-March)

Winters in the northeastern BC Rocky Mountain region are cold and snowy, with average temperatures ranging from -10°C to -20°C (14°F to -4°F).

Snowfall is substantial, creating excellent conditions for winter activities and providing vital habitat for wildlife.

The lake typically freezes by late November, enabling winter access by snowmobile. The coldest temperatures usually occur in January, occasionally dropping below -30°C (-22°F).

Despite the cold temperatures, the region experiences many clear, sunny days during winter, creating spectacular conditions for winter photography and recreation.

### Spring (April-May)

Spring arrives gradually, with temperatures warming to daily highs of 5°C to 15°C (41°F to 59°F).

This is a period of transition in the territory, with melting snow feeding numerous streams and creating optimal conditions for spring bear hunting.

The ice on Williston Lake typically breaks up in late April to early May, coinciding with the start of the spring operating season.

Spring brings vibrant wildflower blooms to the alpine meadows and increased wildlife activity as animals emerge from winter hibernation or return from migration.

### **Summer (June-August)**

Summers are pleasantly warm with average daytime temperatures ranging from 18°C to 25°C (64°F to 77°F).

The region's northern latitude creates extended daylight hours, with **nearly 17 hours of daylight** at the summer solstice in June. This extended daylight maximizes opportunities for outdoor activities.

Summer precipitation is moderate, often coming as afternoon thunderstorms that quickly clear. The combination of warm temperatures and long days makes summer ideal for fishing, hiking, horseback riding, and water-based activities.

### **Fall (September-October)**

Autumn brings cooler temperatures ranging from 0°C to 15°C (32°F to 59°F) and spectacular foliage as the aspens and poplars turn golden.

This is prime hunting season, with clear, crisp days and cool nights creating perfect conditions for hunting expeditions.

The first snowfall typically arrives in late October, gradually transitioning the landscape toward winter conditions. Fall weather patterns are generally stable, providing reliable conditions for scheduled hunting trips.

### **Climate Advantages for Operations**

The territory's climate pattern creates natural operational seasons:

- **Spring:** Bear hunting and early season fishing (May - June)
- **Summer:** Adventure tourism, horseback expeditions, fishing (June - August)
- **Fall:** Prime hunting season for all species (September - October)
- **Winter:** Potential for cat or wolf hunts, snowmobile tours (December - March)

This climate diversity allows for nearly year-round revenue generation.

### **HISTORY:**

#### **The Rich History of Williston Lake and Hudson's Hope**

The land encompassing Williston Lake Outfitters has a fascinating history dating back thousands of years, creating a compelling historical backdrop for the property.

## **Indigenous Heritage**

Prior to European contact, the region was home to nomadic Dene zaa (Beaver) and Sekani Indigenous peoples who followed seasonal migration patterns for hunting and gathering.

The Peace River – named for a historic peace treaty between Indigenous nations – was a vital transportation corridor and meeting place.

Evidence of Indigenous use can still be found throughout the territory, including ancient campsites and hunting areas, adding cultural depth to the property's rich history.

## **European Exploration and Fur Trade**

The first European to traverse the region was Sir Alexander Mackenzie, who canoed westward along the Peace River in 1793 during his historic transcontinental expedition.

Simon Fraser followed in 1805, establishing Rocky Mountain Portage House across the river from the present-day Hudson's Hope townsite.

This marked the beginning of the fur trade era in the region, with the North West Company and later the Hudson's Bay Company operating trading posts.

The area became an important portage point around the impassable Peace River Canyon, making it a strategic location for fur traders traveling between Fort Chipewyan and Fort McLeod.

## **Resource Development and Modern History**

The early 20th century brought prospectors and homesteaders to the region, gradually establishing permanent settlements. The economy diversified with forestry, coal mining, and agriculture joining the fur trade as economic pillars.

The most significant transformation came in the 1960s with the construction of the W.A.C. Bennett Dam, creating Williston Lake – named after Ray Williston, the provincial Minister of Lands, Forests and Water Resources at the time.

This massive hydroelectric project forever changed the landscape, submerging vast forest areas and creating one of North America's largest man-made reservoirs.

## **Outfitting History**

The tradition of guiding and outfitting in this region dates back to the early 20th century, when hunting guides began leading expeditions into the remote wilderness areas of the Rocky Mountain foothills.

The territory that now comprises Williston Lake Outfitters has been operated as a guide outfitting territory for over 70 years, establishing a legacy of sustainable wildlife management and world-class hunting experiences.

The current owners have maintained and enhanced this tradition, developing the infrastructure and reputation that makes this property such a valuable opportunity today.

## **LEGACY OPPORTUNITY:**

Williston Lake Outfitters represents more than just a business acquisition—it offers the rare opportunity to become part of a storied outfitting tradition in one of British Columbia's most historically significant regions.

The Peace River area's outfitting legacy dates back to the early 20th century, when pioneering guides first began leading hunting expeditions into these pristine mountains.

Hudson's Hope itself, established in 1805 as a fur trading post by Simon Fraser, ranks as British Columbia's third oldest European-Canadian community - a testament to the region's enduring appeal to those seeking wilderness opportunity.

As the listing notes, this "has been a very productive area for many, many years," with the current outfitter having successfully maintained the territory's reputation for excellence.

The remarkable 100% success rate on Stone Sheep hunts since 2019 speaks to both the territory's natural abundance and the operational knowledge that has been cultivated over years of professional guiding.

With the current outfitter "willing to stay on and show you around," this represents a unique opportunity for knowledge transfer—preserving

hunting locations, wildlife patterns, and operational systems that have been developed through years of experience.

This **transition support** ensures the territory's legacy of exceptional hunting experiences can continue seamlessly under new ownership.

The infrastructure itself tells a story of careful development and attention to detail.

As noted in the listing, "You can see the attention to detail and the love that has gone into it."

From the thoughtfully positioned main lodge overlooking the lake to the strategic placement of outpost camps for optimal hunting access, nothing has been left to chance on this incredible property.

In a province where guide outfitter territories are strictly limited and licenses carefully regulated, Williston Lake Outfitters offers the chance to become the next steward of a territory with established reputation and proven success.

This is a **legacy opportunity** that combines business potential with the privilege of preserving a traditional way of life in British Columbia's magnificent wilderness.



**SERVICES:** POWER: Off-grid; solar and generator  
HEAT: Wood supplemented with propane and electric  
SEWAGE: Septic  
WATER: Water License: lake and creek intake

**STAFF:** 6 guides in May and September  
3 guides in July/August  
Also, a cook, helper, outfitter, and a boat captain

**PROPERTY TAXES:** \$1,517.400 (2024)

**CROWN LEASE FEE:** \$1,785.00 for (2024)

**LOCATION:** Main camp is located 60 kms West of Hudson's Hope, BC

**EQUIPMENT:** The property comes fully equipped with everything necessary to operate this diverse business:

- 25 horses (trail and pack horses)
- Multiple boats for lake transportation and fishing
- Trucks and ATV/UTVs for territory access
- Complete hunting equipment
- Kitchen and hospitality equipment
- Maintenance tools and equipment
- Generators and power systems

A detailed equipment inventory is available upon request.

**LAND:** All camps are on a License of Occupation

**GPS COORDINATES:** 56°04'39"N 123°05'08"W of Main Camp

**WEBSITE:** [Williston Lake Outfitters](#)

**INFRASTRUCTURE:**

FACILITY	DETAILS
<b>Main Camp</b>	<ul style="list-style-type: none"> <li>▪ 1,686 sq. ft. Log Lodge <ul style="list-style-type: none"> <li>○ Dining room</li> <li>○ Living Room</li> <li>○ Kitchen with new stove and 3 door industrial fridge</li> <li>○ 3 single bedrooms</li> <li>○ 3 bathrooms with showers</li> <li>○ Includes pantry, storage room, office and mud room</li> <li>○ Large deck with lakeview</li> </ul> </li> <li>▪ 3 Guest Cabins</li> <li>▪ 2 Owner's Cabins</li> <li>▪ 2 Guide Cabins</li> <li>▪ 3 Staff Quarter buildings split into a total of 8 rooms</li> <li>▪ Most cabins include a covered deck</li> <li>▪ 32' x 16' Greenhouse and vegetable garden</li> <li>▪ 36' x 24' Recreational Room <ul style="list-style-type: none"> <li>○ Pool Table</li> <li>○ Meeting facilities for 15</li> <li>○ TV</li> <li>○ Attached is freezer room and food storage room</li> </ul> </li> <li>▪ New log wood shed with meat processing facilities</li> <li>▪ New log fuel building with ramps for truck access</li> <li>▪ 25' x 25' Tack and equipment building</li> <li>▪ Sauna house at the beach</li> <li>▪ Grain/Feed shed</li> <li>▪ Generator Building</li> <li>▪ Round corral</li> <li>▪ Airstrip</li> </ul>
<b>Charlie Outpost Camp</b>	<ul style="list-style-type: none"> <li>▪ 20' x 12' Building sleeps 4 with kitchen facilities</li> <li>▪ 10' x 8' Shower house</li> <li>▪ Round Corral</li> <li>▪ 3 Acre Fenced Pasture with water access</li> </ul>
<b>Two Lakes Outpost Camp</b>	<ul style="list-style-type: none"> <li>▪ 30' x 20' Building sleeps 5 with kitchen facilities</li> <li>▪ 10' x 8' Shower house</li> <li>▪ 20' x 12' Tack and equipment storage</li> <li>▪ Old log cabin - needs renovation</li> <li>▪ Round Corral</li> </ul>

## **EQUIPMENT:**

The property comes fully equipped with everything necessary to operate this diverse business:

- 25 horses (trail and pack horses)
- Multiple boats for lake transportation and fishing
- Trucks and ATV/UTVs for territory access
- Complete hunting equipment
- Kitchen and hospitality equipment
- Maintenance tools and equipment
- Generators and power systems

A detailed equipment inventory is available upon request.

## **COMPARATIVE MARKET POSITION:**

Williston Lake Outfitters holds several distinctive attributes that position it favorably in the competitive market for British Columbia guide outfitter territories:

### **Accessibility Balance**

Unlike many remote territories that require expensive fly-in access, Williston Lake Outfitters offers a strategic balance of isolation and accessibility.

As the listing notes, "It's a rather unique area that allows you to get away from the crowds without the use of aircraft, although there is that option if you so please."

This boat access via Williston Lake significantly reduces operational costs while maintaining the wilderness experience clients seek.

The presence of "a great airstrip adjacent to the camp" provides additional flexibility not available in many territories, allowing for both boat and air access depending on client preferences and operational needs.

### **Infrastructure Completeness**

Many guide territories require significant capital investment in basic infrastructure before operations can begin. In contrast, Williston Lake Outfitters is described as having "everything in place" and "walk in and everything's there."

This complete infrastructure—from the main lodge and guest cabins to equipment and horses—represents substantial value already in place.

The territory includes not just a main camp but two strategic outpost camps, extending operational range and providing flexibility for different hunting scenarios—a feature not found in many single-base territories.

### **Revenue Diversity**

While many outfitting businesses rely exclusively on hunting revenue, this territory offers established additional revenue streams through "summer trade" including "trail rides, pack trips or overnight hiking expeditions" and cabin rentals.

As noted, "the owner has a solid group of returning cabin renters from fishermen, corporate groups, family groups, to scientists and more."

This diversity provides business stability across seasons and market fluctuations, an increasingly valuable characteristic in today's adventure tourism market.

### Stone Sheep Allocation

The territory's allocation of two Stone Sheep tags annually represents a significant market advantage. Stone Sheep can only be hunted in northern British Columbia and southern Yukon, making territories with sheep quotas increasingly valuable as demand for these premium hunts continues to grow.

The noted "**100% success since 2019**" on Stone Sheep hunts further distinguishes this territory in the marketplace, as consistent success rates are a key selling point for premium hunting clients.

### Growth Capacity

Unlike some territories that are operating at maximum capacity, Williston Lake Outfitters is described as "underutilized" by the current owner, providing "the new owner the opportunity and potential for growth."

This untapped potential represents additional value beyond the current operation.

The existing adventure tourism business "has very good adventure tourism revenue, without

tapping into the fishing market," indicating specific growth opportunities already identified but not yet fully developed.

In the context of British Columbia's limited supply of guide outfitter territories, these distinctive characteristics position Williston Lake Outfitters as a premium offering in the marketplace - combining immediate operational capability with substantial growth potential in a spectacular setting with diverse wildlife.

### STRATEGIC ADVANTAGES:

Williston Lake Outfitters offers several strategic advantages that set it apart from other wilderness properties and outfitting businesses:

- 1. Trophy Stone Sheep Hunting:** With reported 100% success rates since 2019 and premium hunt values approaching \$125,000 USD, the Stone Sheep hunting program provides exceptional revenue potential from a limited resource.
- 2. Diversified Revenue Streams:** Unlike many outfitting operations that rely solely on hunting income, this property has established multiple revenue sources including premium accommodation rentals, adventure tourism & guided experiences.
- 3. Complete Infrastructure:** The extensive buildings, equipment, and improvements represent millions in developed assets, allowing immediate operational capability without additional investment.

- 4. Unique Accessibility:** The combination of boat and air access provides the perfect balance of isolation and convenience, setting the property apart from more remote fly-in only territories.
- 5. Year-Round Potential:** The property's location and infrastructure support nearly year-round operation, maximizing revenue potential beyond the traditional hunting seasons.

- 6. Knowledge Transfer:** The current owner's willingness to assist with transition provides invaluable operational continuity and knowledge transfer.
- 7. Appreciation Potential:** The limited supply of guide outfitter territories in British Columbia, combined with increasing demand for wilderness experiences, provides strong potential for long-term appreciation.

## **WHY INVEST NOW:**

The current market presents a compelling case for investment in premium wilderness properties like Williston Lake Outfitters:

- 1. Growing Demand for Authentic Experiences:**

Post-pandemic trends show accelerating interest in authentic wilderness experiences and escape from urban environments.

- 2. Limited Supply:**

Provincial regulations strictly limit the number of guide outfitter territories, creating a finite resource that historically appreciates in value.

- 3. Resilient Business Model:**

The property's diversified revenue streams provide insulation from economic fluctuations in any single sector.

- 4. Lifestyle Investment:**

Beyond financial returns, the property offers the intangible benefits of a spectacular wilderness lifestyle in one of North America's most pristine settings.

- 5. Turnkey Operation:**

The complete infrastructure and equipment package allows immediate operation without additional capital investment.

Williston Lake Outfitters represents that rare combination of lifestyle opportunity and solid business investment.

This is your chance to own a piece of British Columbia's spectacular wilderness while operating a profitable enterprise with proven success.



**PHOTOS:**

































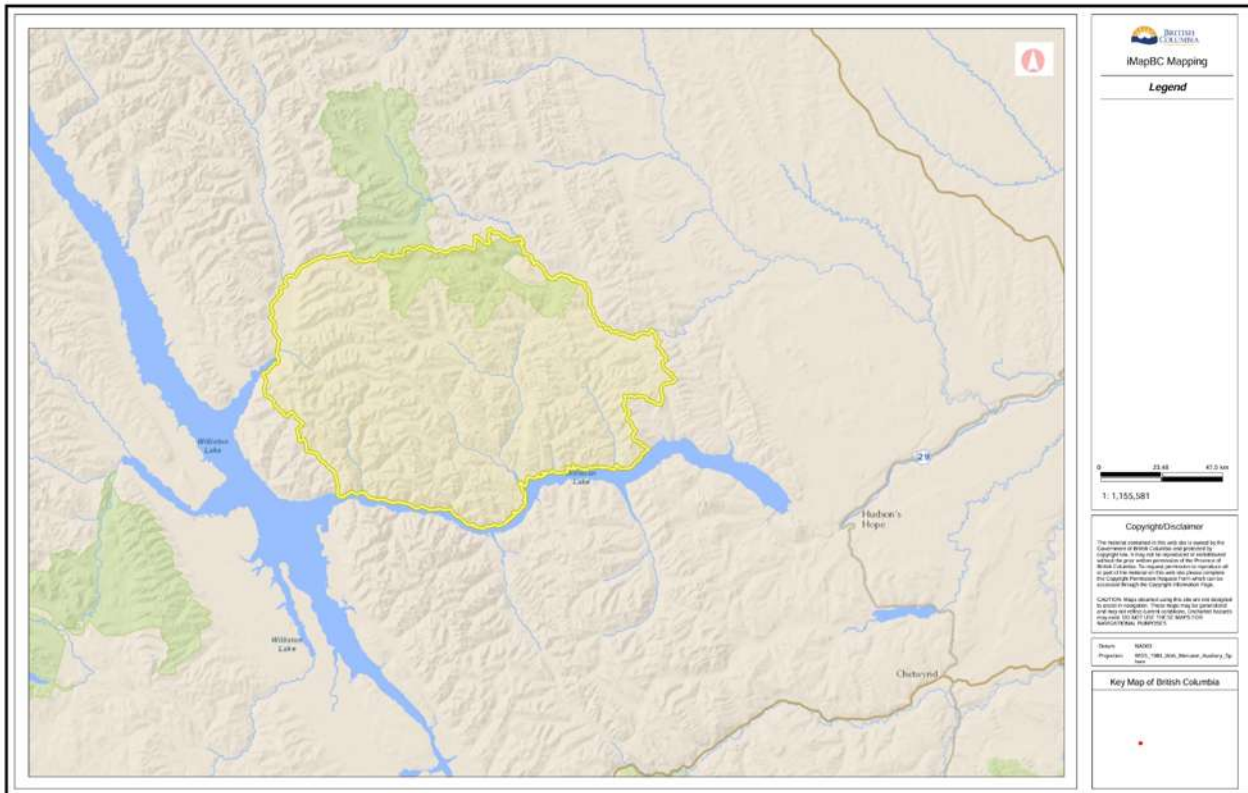
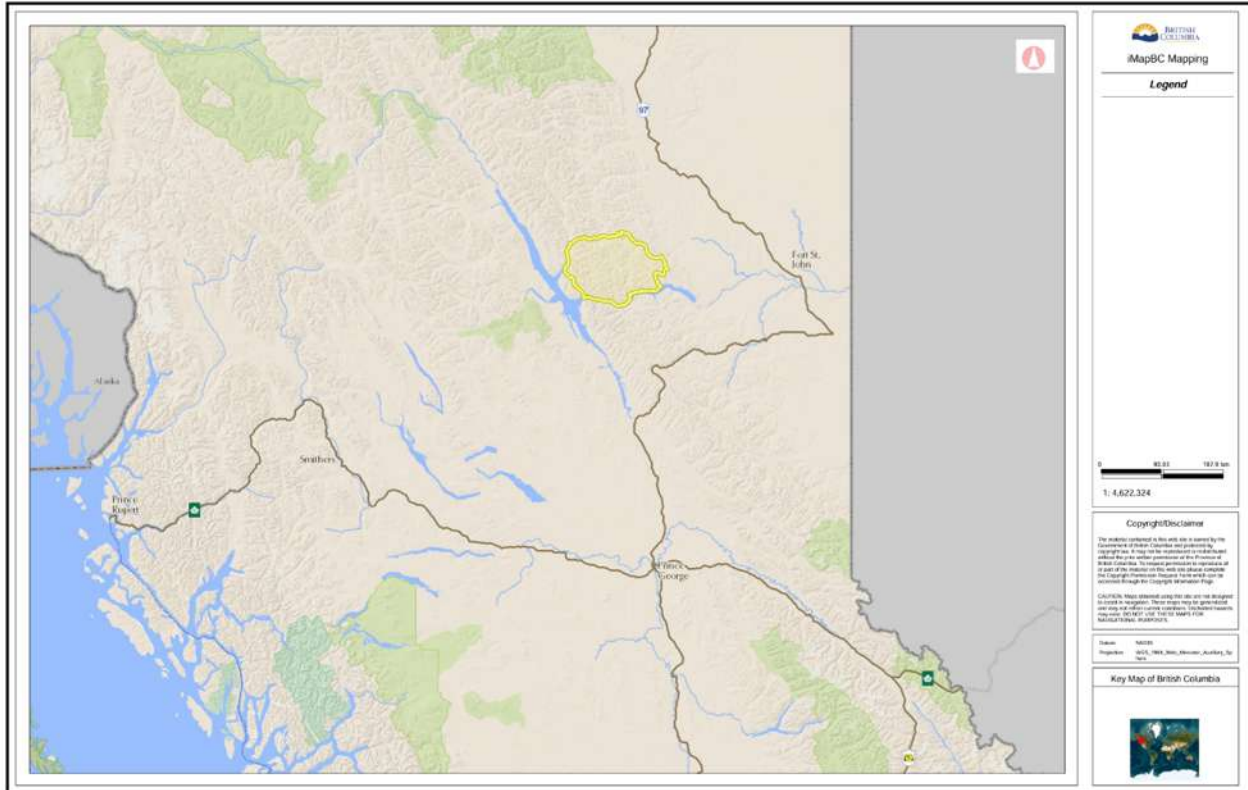


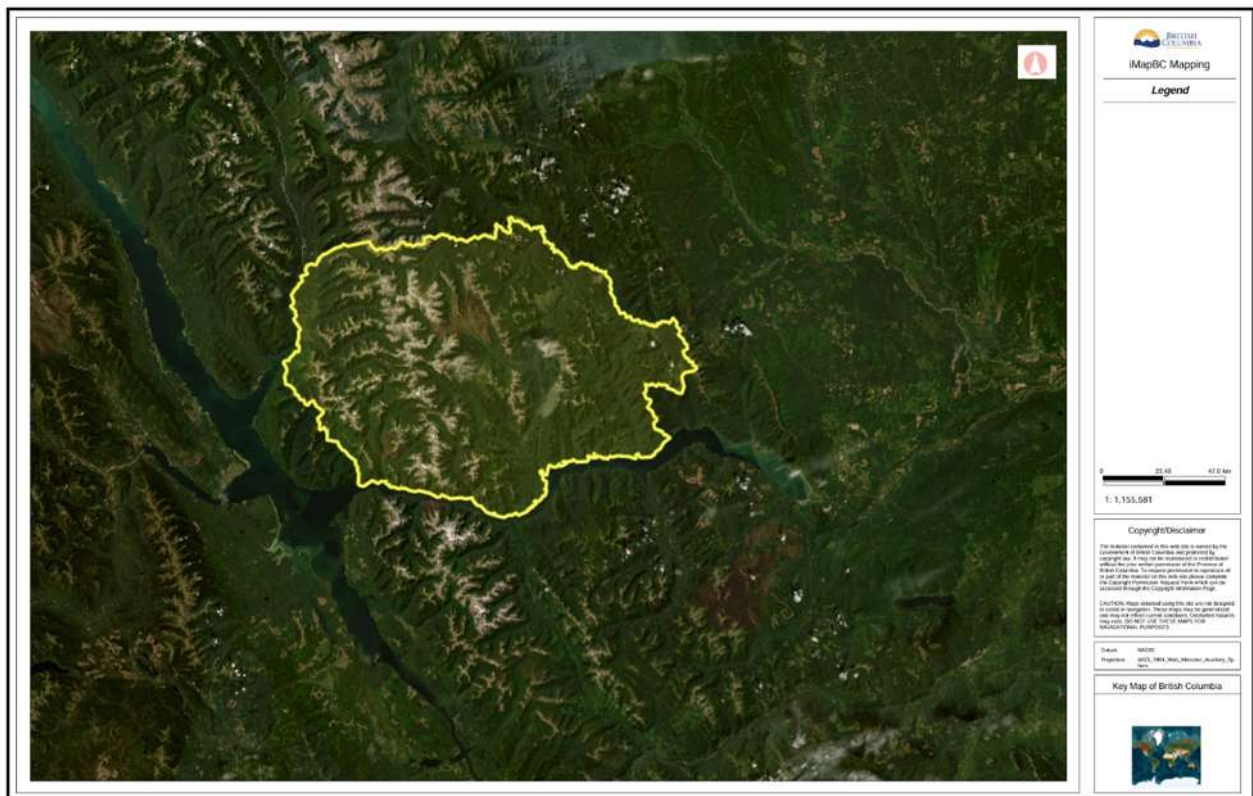
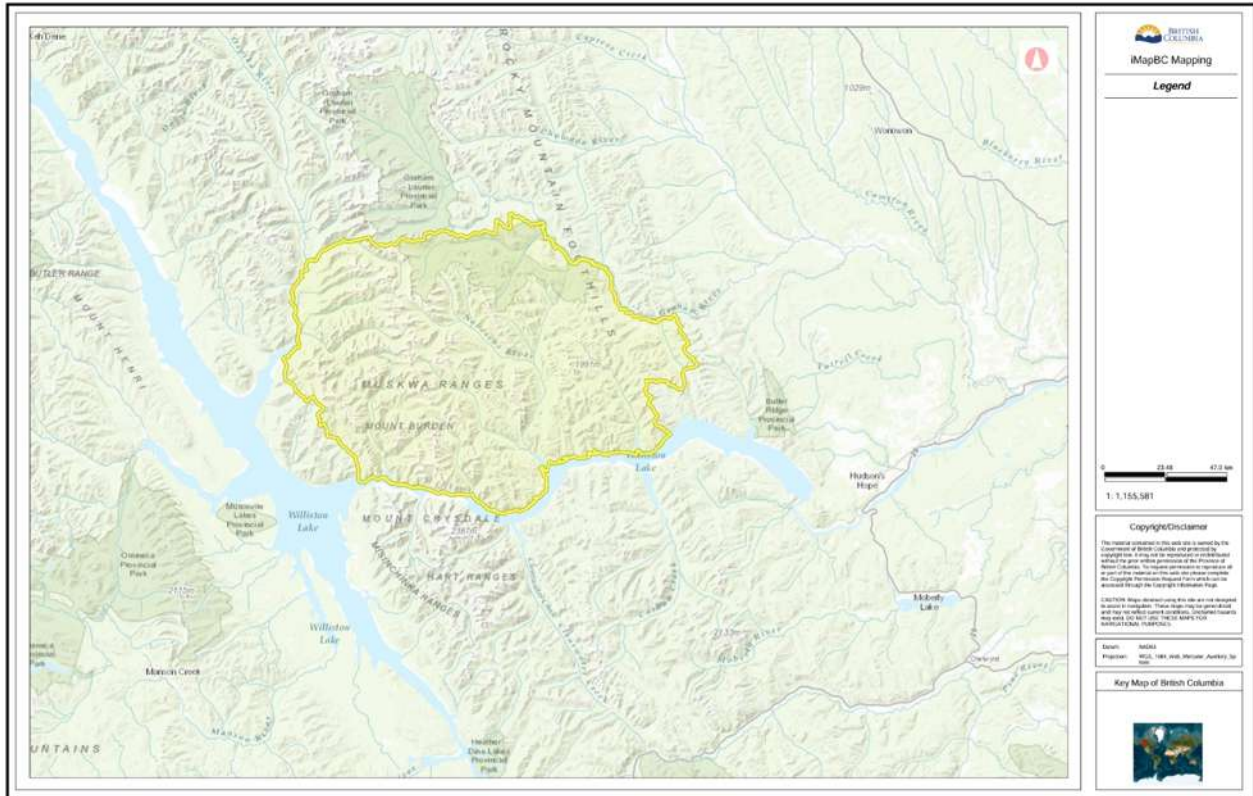




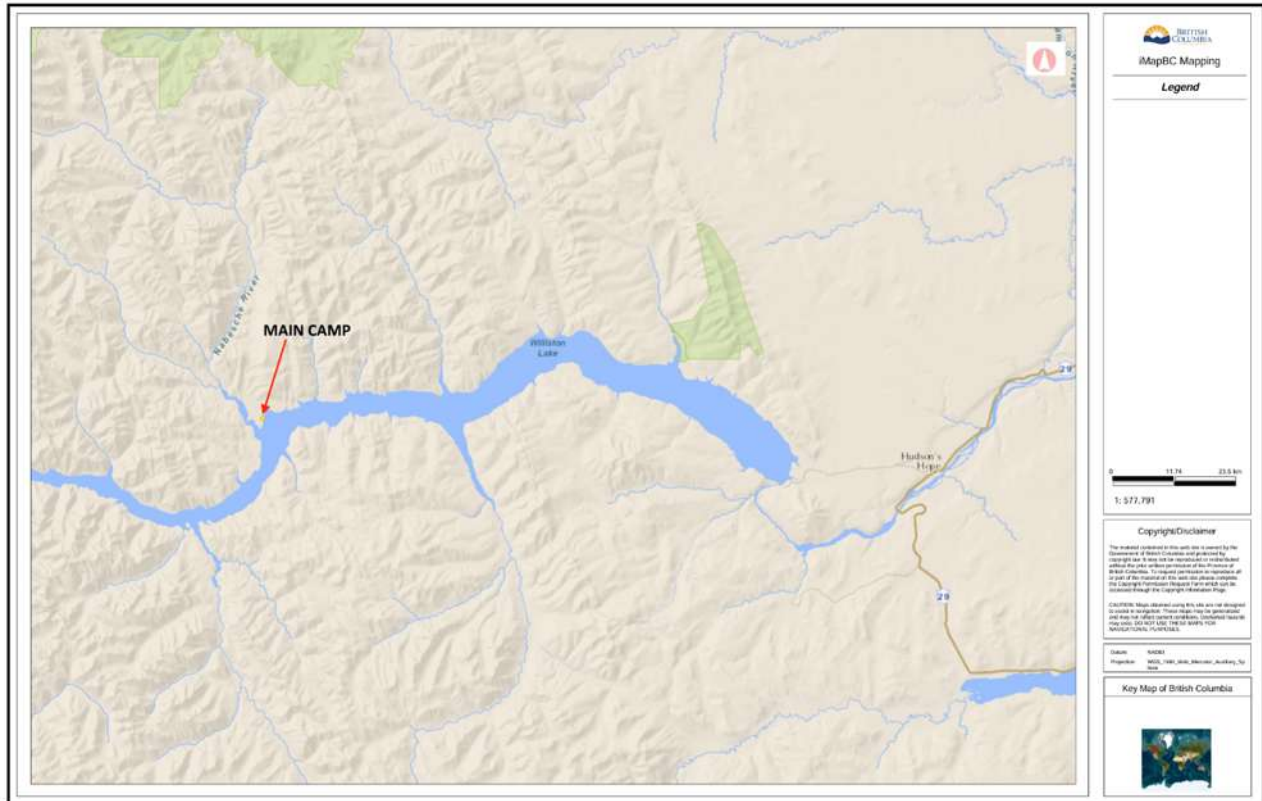


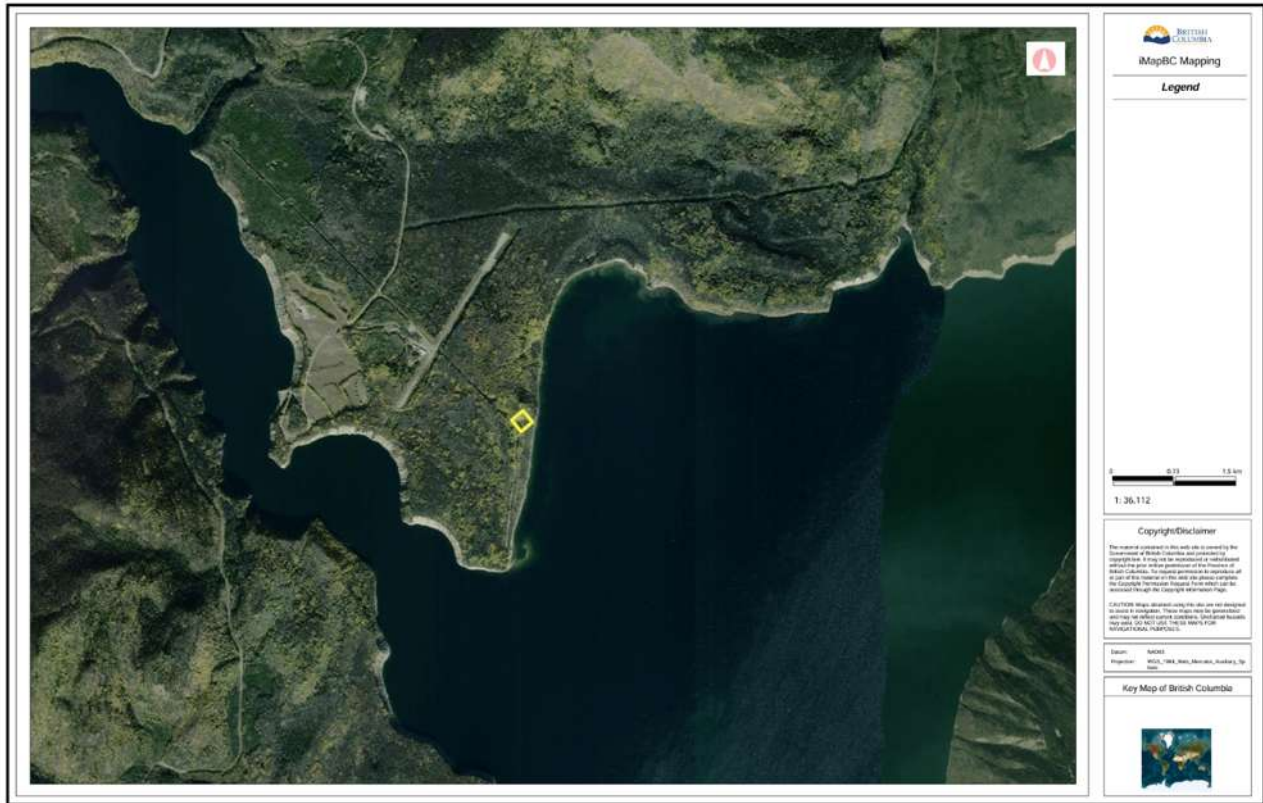
## MAPS:











**VIDEO:**

Scan QR to watch the video or click the link: <https://www.mccowans.com/listings/williston-winner#tab-video>



## **IMPORTANT INFORMATION FOR POTENTIAL BUYERS**

### **About This Brochure**

This brochure has been prepared to provide interested parties with summary information about Williston Lake Outfitters. While we have made every effort to ensure accuracy, we encourage all potential buyers to conduct their own due diligence.

### **Information Sources**

The content in this brochure is based primarily on information provided by the current owner and publicly available information about the Hudson's Hope/Williston Lake region. Property-specific details including infrastructure, equipment, and operations reflect information provided by the seller at the time of listing.

### **Financial Projections & Market Information**

Revenue projections, market trends, and growth opportunities presented in this brochure represent reasonable estimates based on current industry conditions and information provided by the seller. These projections are for illustrative purposes only and are not guaranteed.

- Hunting revenue estimates are calculated using current market rates for guided hunts
- Adventure tourism growth statistics are based on Destination British Columbia data
- Growth opportunity projections represent potential business development avenues

### **Property Details**

All information regarding property boundaries, license terms, quotas, infrastructure, and equipment should be independently verified through:

- Personal inspection of the property
- Review of all legal documents, licenses, and permits
- Consultation with relevant government agencies
- Professional assessment of all buildings and equipment

### **Climate & Area Information**

Climate data, wildlife information, and regional recreational opportunities are based on available public information about the Hudson's Hope/Peace River/Williston Lake region. Specific conditions at the property may vary based on elevation, aspect, and local terrain.



### **Legacy & Comparative Market Sections**

The Legacy Opportunity and Comparative Market Position sections present analysis based on information in the listing and historical/geographical context of the region. These sections are intended to provide perspective on the property's place in the market and historical context but should not be considered comprehensive analysis.

### **Strategic Analysis & Investment Considerations**

The Strategic Advantages and Why Invest Now sections represent our professional assessment of the property's market position and potential. Individual results will depend on numerous factors including management expertise, operational decisions, and changing market conditions.

### **Personal Advice**

This brochure is not intended to provide personal financial, tax, or legal advice. Potential buyers should consult with their own professional advisors before making any investment decision.

### **Contact Information:**

#### **Serious Inquiries Only:**

For further information, to arrange a property inspection, or to request additional documentation, please contact:

Harry or Lynzy McCowan  
Phone: (250) 870-3021  
Email: [info@mccowans.com](mailto:info@mccowans.com)

*The information contained herein is deemed to be correct but is not guaranteed by the Listing Agent and should be verified.*