



Investment Opportunities

Sector Profiles

Tourism

Outdoor recreation, culture, and heritage opportunities in/around Lillooet are plentiful – the entrepreneur must find ways to monetize these experiences with guided tours for hiking, history, heritage, geocaching and outdoor adventure, with equipment rentals (bicycles, hiking poles), and with other services to support hiking/cycling gear and repairs etc. The Fraser River is a major feature of interest, yet there is limited access for visitors creating business opportunities featuring river floats, boat tours, angling experiences.

Lillooet has limited accommodation types and a unique overnight accommodation model is missing (e.g. glamping, geodesic domes) as is a boutique luxury property for overnight stays that could potentially include spa services and fine dining.

There is a growing interest from travellers in Lillooet’s agriculture, viticulture and associated culinary offerings that creates business opportunity for farm to table dining experiences in partnership with local growers and wineries, catering services, special events (long table dinners), destination wedding venues and special events. Visit www.visitlillooet.ca for more information about current tourism businesses.



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Agriculture/Viticulture

Lillooet has a long, hot growing climate, fertile soil and proximity to high end restaurants seeking premium produce, meats and other artisanal products in Whistler and Vancouver. Fort Berens, Lillooet's first winery has produced many award-winning wines.

Business opportunity exists to increase the number of wineries in Lillooet (there are currently two) as well as to have more local, small scale organic and specialty farm products. Lillooet Agriculture and Food Society is currently exploring additional shared facilities to support local growers including a commercial production kitchen and refrigerated storage facilities. Visit www.lillooetagricultureandfood.org for more information.



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Health and Wellness Services

Lillooet's warm sunshine and affordable real estate are making it an attractive destination for young families and retirees. These lifestyle migrants demand additional health and wellness services creating business opportunities for all manner of services including:

- Massage therapy
- Chiropractic
- Physiotherapy
- Chinese medicine/acupuncturists
- Spa services (manicure/pedicure/facials)
- Personal support workers
- Grocery delivery/meal preparation services
- Counselling services
- After-school programs and activities for children – dance classes; musical theatre; etc.