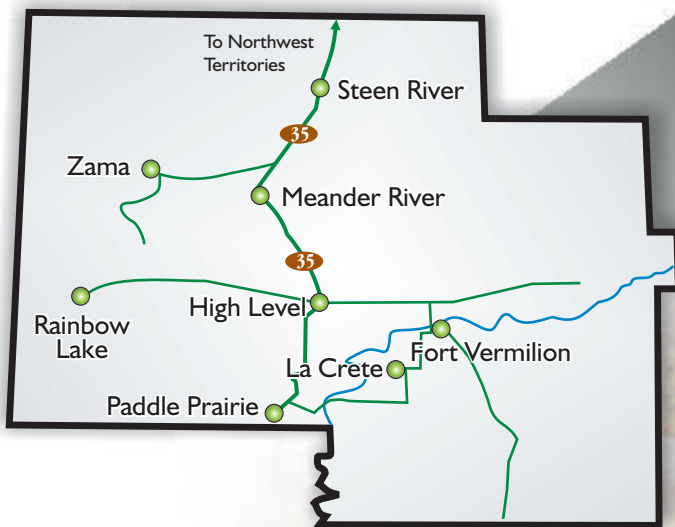
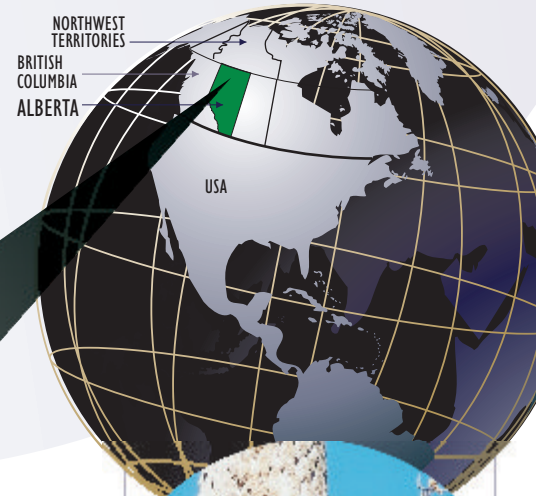


Tourism and Recreation Investment Opportunities...incredible!

The REDI Region in the Northwest corner of Alberta comprises over 80,000 square kilometres of unspoiled yet accessible wilderness. Alberta's last authentic forest frontier is home to many natural attractions including the mighty Peace River, lakes, mountains, forests, trails, wildlife, and the magical northern lights.



Northwest Alberta, Canada



Positive Investment Climate

The REDI Region has an attractive investment climate for the Tourism and Recreation sector which includes:

- A young and growing population. Over 21,000 people live in the REDI Region and the population has been growing at about 2.5% per year. About half of the population is in the 20 - 54 age range.
- The only land route directly to the Northwest Territories (NWT) traverses the REDI Region. Highway 35, the main highway linking the REDI Region to the NWT sees annual traffic volumes of just over 100,000 vehicles. In the summer of 2006, 18,300 visitors drove to the NWT and spent almost \$12 million on their total trip.
- A visitor infrastructure that includes many attractions and over 1,500 hotel rooms. Average hotel occupancy for the Alberta North Tourism Destination Region was 69.5% in 2007 compared to 69.2% in Alberta on average. About 84% of room demand is generated from industrial crews and business travelers. A new 150 room hotel and conference center is nearing completion.
- Recent sector investments that include new hotels and a planned 18-hole championship golf course which will be surrounded by 640 acres of residential development.

Tourism Assets:

- *Tapawingo Lodge, on the north end of Bistcho Lake is a haven for artists, fishermen, hunters, soul searchers, and nature lovers. This fly-in lodge is renowned for its amazing fishing, beautiful scenery, and serenity.*
- *The Watt Mountain Wanderers maintain about 300 kilometres of groomed snowmobile trails throughout the REDI Region. The La Crete Polar Cats and the Black Gold Snowmobile Club (Rainbow Lake) maintain an additional 360 kilometres of trails.*
- *Attractions include: the Mennonite Heritage Village in La Crete, Mackenzie Crossroads Museum in High Level and the Heritage Centre in Fort Vermilion, Alberta's oldest community.*



Investment Opportunities

The REDI Region has many opportunities for investment in the tourism and recreation industry:

- Aboriginal tourism including guided and experiential tours, arts and crafts, and other cultural experiences.
- Ski hill and winter recreation area.
- Serviced campgrounds, bed and breakfasts, and hotels.
- Fly-in lodges and wilderness outfitting.
- River tours on the Peace River.
- Agricultural tourism.
- Snowmobiling tours, maps, trails development.

Downhill Ski/Recreation Facility Feasibility:

A downhill ski and recreational facility would fit very nicely with the developed snowmobile trail system in the Region, and with the Region's young demographic.

- A 2008 study analyzed three potential locations for a downhill ski facility in the REDI Region and concluded that The Buffalo Head area south east of La Crete be chosen for such a development
- The terrain is suitable for phased development of a lift and trail system that will accommodate the skier skill classes found in the marketplace. The location is also suitable to developing trail systems for snowmobiling and

cross-country skiing to complement the operation.

- The area is within a 1.25 hour drive of the major population centre of High Level and within a half hour drive to the next largest community, La Crete.
- Records from the High Level weather station suggest that there should be adequate natural snow to provide a full season of skiing.
- Temperatures are conducive to snow-making if necessary.

A 2007 telephone survey of the Region's residents suggested that there are approximately 6,854 skiers who would use a regional facility on average 4 times per year. This visitation rate is well above the threshold identified in the 2008 study for the ski hill to be profitable.

The first phase of development of the lodge, trails, and lift system are estimated to require a capital investment of \$9.6 million.



German Hobbyist Movement

There are an estimated 40,000 German 'Hobbyists' who emulate North American Indian traditional dress, ceremonies, and songs, and have also become interested in their political causes. German fascination with Aboriginal culture began with the fictional stories of an Apache warrior named Winnetou and his companion and German blood-brother, Old Shatterhand. The first story was written in 1892 by Karl May. He became the best selling German author of all time. With several aboriginal bands, vast unspoiled wilderness, and German-speaking communities, REDI is uniquely positioned to take advantage of this Aboriginal tourism niche.

For more information on these and other investment opportunities in the REDI Region contact the REDI office at:

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