



K'ómoks First Nation

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Tourism and Hospitality Business Opportunity

Business Opportunity Rationale

Ecotourism is defined as responsible travel to natural areas that conserves the environment and sustains the well being of local people. It is a doorway to economic opportunity while at the same time being an innovative tool to promote the conservation of wild areas.

The economic benefits to investors and joint-venture partners are considerable. Four-season tourism has a major influence on the Valley's economy with expenditures by visitors generating \$75 million annually.

Competitive Advantages for Investors / Partners

The Comox Valley has a diversified tourism economy. The hospitality sector with strong visitor volume, has positioned the Valley as a year-round destination. Some advantages to investors include:

- Skilled and highly trainable workforce available
- Strategic location of the Comox Valley and central Vancouver Island location
- Strong transportation infrastructure with easy access from the main Island Highway
- Continued growth of Comox airport, now with regular West Jet service