


# DISCOVER PEACE RIVER *YOUR GATEWAY* *TO HUNTING* ADVENTURE

- ✓ Diverse Geography
- ✓ Renowned Hunting Region
- ✓ Tourism Services



**Contact Us**

 [peacriver.ca](http://peacriver.ca)

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# HUNTING OUTFITTING IN PEACE RIVER



## MARKET ASSESSMENT

Hunting isn't merely a pastime in Alberta; it's a thriving industry, injecting a substantial \$327 million annually into Alberta's GDP.<sup>8</sup> Within this landscape, Peace River emerges as a regional leader, drawing on its strategic location and rich hunting heritage to attract enthusiasts from far and wide. With an impressive roster of approximately 500 professional outfitters and 1,600 hunting guides spread across the province, Peace River stands as a premier destination for those seeking unparalleled hunting experiences.<sup>9</sup> Beyond its direct economic impact, the hunting outfitting industry also generates ripple effects across multiple sectors. For instance, research by the Conference Board of Canada reveals that each dollar spent on hunting and fishing excursions in Canada yields an additional \$1.50 in economic activity.<sup>10</sup> This multiplier effect underscores the broader significance of the outfitting sector within the economy.



## PEACE RIVER ADVANTAGE

Peace River's natural brilliance serves as a canvas for unmatched hunting adventures, with its expansive parklands, lush forests, and numerous waterways offering a playground for outdoor enthusiasts. The region's reputation as a centre for migratory bird hunting is legendary, drawing enthusiasts from across the continent during the peak seasons of September and October. Additionally, the presence of coveted big game species such as moose, mule deer, whitetail deer, and black bears adds a thrilling dimension to the hunting landscape, appealing to hunters of varying preferences and skill levels. Peace River's diverse array of accommodations ensures that visitors are treated with comfort and convenience throughout their stay. Furthermore, the Town's central role in hunting activities and outdoor recreation positions it as the hub for hunting outfitting businesses, offering a large supply of essential services.



## INDUSTRY OPPORTUNITIES

The allure of Peace River for hunting outfitters matches its stunning landscapes and abundant wildlife; it lies in the region's commitment to creating authentic and unforgettable experiences for hunters and outdoor enthusiasts alike. With its strategic location, accessibility, and operational benefits, Peace River provides an excellent base for hunting outfitters and their local and international customers.

<sup>8</sup> Alberta Professional Outfitters Society

<sup>9</sup> Alberta Professional Outfitters Society

<sup>10</sup> The Conference Board of Canada – Angling, Hunting, Trapping, and Sport Shooting: Leaving a Large Economic Footprint