

Case Study: Cypress Hills Eco-Adventures Ltd.


Program: Tourism Saskatchewan Diversification and New Market Development Program

Project Details

Project Description

Cypress Hills Eco-Adventures Ltd. (CHEA) submitted a project to create a new experiential tourism product that provided ways to pursue adventure in the Cypress Hills Interprovincial Park using electric fat bikes.

Funding

\$20K for  Electric Fat Bikes

Products Developed

Experience Package
(including accommodation,
food and activity)

Hourly Fat Bike
Rentals



\$34K

Revenue Generated

\$18K

Investment Generated



41

Online Reviews

100%

Five star reviews



183%

for CHEA

172%

for TourismSask

Five Year Projections

443%

Project ROI

\$8000

PST

916%

ROI for
CHEA

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About Cypress Hills Eco-Adventures Ltd.

Cypress Hills Eco-Adventures Ltd. (CHEA) was founded in 2010 and is located the heart of Cypress Hills Interprovincial Park in southwest Saskatchewan.

Cypress Hills Eco-Adventures Ltd. offers zip lines adventures through the spectacular forest ecosystems that Saskatchewan has to offer. Other experiences, such as ship's ladders, rope ladder, heart-pumping sky bridges, parachute simulators (Cypress Hills),

"This program helped us generate an entirely new market that we would never have been able to tap into with our current services."

"It may have been one of the best programs I've ever been able to receive in the past 10 years as a tourism operator in Saskatchewan. Very thankful and grateful for the opportunity."

"In summary, this program saved us this season."

Jori Kirk

Owner, Cypress Hills Eco-Adventures Ltd.

Project Timeline

Feb
2020

Contract Signed

May
2020

Experience
Launched

Oct
2020

Final Report
Submitted

Conclusion

The owner/operator identified an opportunity to diversify the business product offerings to attract new customers and increase revenue.

The sales from the new product helped generate revenue to make up the shortfall due to Covid-19

The program helped the business access funding and launch the product, as it could not be funded through traditional banks