

BUSINESS FOR SALE

Project West Wind - Destination Services and Tour Operations Platform

The Company is an established destination services and tour operations platform serving Western Canadian tourism markets. With more than a decade of operating history, it delivers contracted visitor programs, guided visitor experiences, private group experiences, and related travel services through coordinated operating, partner, and digital channels. A majority contracted revenue base, experienced team, long-standing industry relationships, and scalable systems support continued growth.

- **Contracted and diversified revenue model:** A majority of revenue is generated through recurring visitor-program arrangements, complemented by multiple direct and intermediary channels.
- **Scalable service delivery:** Internal capabilities, partner relationships, and digital booking infrastructure support growth without significant fixed-capital requirements.
- **Experienced operating team:** Established executive and functional coverage supports the business with limited reliance on shareholders.
- **Demonstrated financial performance:** FYE2025 revenue was between CAD \$8.0M and \$9.0M, with normalized EBITDA between CAD \$1.25M and \$1.50M.
- **Attractive sector exposure:** The Company operates within a large Canadian tour-operator market supported by enduring demand for curated experiences.
- **Multiple growth pathways:** Geographic expansion, direct booking, price optimization, broader inventory, and adjacent guest services offer actionable upside.

COMPANY PROFILE

Listing ID:	26091025
Location:	Western Canada
Type of Entity:	Corporation

INVESTMENT HIGHLIGHTS

- **Resilient contracted base:** Recurring program relationships support revenue visibility and seasonal planning.
- **Proven growth and profitability:** Revenue increased by more than 80% from FYE2022 to FYE2025, and normalized EBITDA exceeded CAD \$1.25M in each of FYE2024 and FYE2025.
- **Capital-efficient model:** Partner-supported delivery and limited fixed-asset intensity enhance flexibility and scalability.
- **Established market position:** Long-standing tourism relationships, operating know-how, and multiple distribution channels create a differentiated platform.

BUSINESS FOR SALE

Project West Wind - Established Destination Services Platform

SUMMARY OF HISTORICAL PERFORMANCE IN CAD

The Company generated FYE2025 revenue between CAD \$8.0M and \$9.0M, with normalized EBITDA between CAD \$1.25M and \$1.50M and a normalized EBITDA margin of approximately 15% to 17%.

Revenue increased by more than 80% from FYE2022 to FYE2025, representing a compound annual growth rate above 20%. Normalized EBITDA exceeded CAD \$1.25M in each of FYE2024 and FYE2025. FYE2025 includes the initial operating period following a recent channel expansion, with no separate normalization for launch-related activity.

GROWTH OPPORTUNITIES

- **Expand contracted programs and regional coverage** through additional visitor-industry relationships and carefully selected markets.
- **Increase independent and direct bookings** through targeted marketing, stronger conversion, and continued development of direct and intermediary sales channels.
- **Optimize pricing, yield, and experience inventory** using demand patterns, product mix, capacity, channel economics, selected partnerships, and complementary products.
- **Develop adjacent guest services and ancillary sales channels** that leverage existing customer access, operating relationships, and scalable systems.

SALE INFORMATION

Type of sale: Share Sale on a cash-free and debt-free basis, subject to normal working capital.

Ideal Buyer Profile: Best suited to a strategic acquirer in tourism, transportation, travel distribution, or destination services; a private equity platform; or an experienced operator seeking a scalable Western Canadian platform.

Reason for Sale: Ownership succession and lifestyle planning, with a focus on preserving service quality and supporting future growth.

Facilities & Operations: Leased operating premises, supported by partner-based service delivery, experienced personnel, and digital booking infrastructure.

Revenue & Client Mix: A majority contracted revenue base, complemented by independent traveller, private group, direct, intermediary, commission, and ancillary sales channels.

Process & Next Steps: Qualified parties may request the Process Letter and execute a Non-Interference and Non-Disclosure Agreement before receiving identifying or additional confidential information.



Vancouver, Toronto, Victoria, and Kelowna

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