



## Message from our Vice President

February 25, 2020

The 2020 season will be a defining year at The West Coast Fishing Club that you do not want to miss. With the many changes in the landscape of the sport fishing industry in British Columbia, we are taking this opportunity to further define ourselves as the most premium and exclusive fishing adventure on the coast.

We are pleased to introduce a new jet service for transportation between Vancouver and Masset for guests of both The Clubhouse and The Outpost. Not only will this reduce flying time in each direction by thirty minutes, the Avro RJ100 will provide much more cabin room and luggage capacity. We'll get you to the lodge faster, and back home with your fish sooner!

Off the water, The West Coast Fishing Club has always been at the forefront of the culinary scene in the sport fishing industry. 2020 will be no different and we are taking the opportunity to heighten our culinary program. This will translate into more substantial offerings of tempting appetizers during the cocktail hour and a greater variety of rotating menu choices for both mid-day and evening meals. In addition, with the installation of glass roofing over our main Clubhouse deck area, no matter what the weather brings, it will mean more opportunity for guests to be able to enjoy time by the fire pits and spread out more than ever.

And keeping with tradition, we have another full calendar of special-event trips during which we will welcome some of North America's finest chefs and big names in music. These trips are always a highlight of the season and offer guests a truly unique adventure.

As we look forward to a new season, we must also look back. Those who joined us in 2019 experienced some of the most productive fishing that we have seen in recent history; including an exceptionally strong June in which 40% of all tyees were caught. The strong momentum continued throughout the season highlighted by tyees recorded up to 65 pounds. Haida Gwaii continues to be the most reliable place anywhere on the coast for catching a tyee and an abundance of fish.

Lastly, with the closure of multiple lodges in the region we are looking forward to welcoming many new faces at both The Clubhouse and The Outpost this summer. We recommend that if you have not yet finalized your fishing plans, to contact us at your earliest convenience as we are experiencing extremely high volumes of guest inquiries.

We are all excited about the upcoming season and there will be more updates in the spring as we gear up for another year.

From all of us, we hope to see you on the water in 2020!

Tight lines,



Chris Dale  
Vice President of Sales & Client Services

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