

Tourism
Tofino



Photo by Kyler Vos

Annual Report 2024



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SIGN UP FOR OUR E-NEWSLETTER!



Did you know that Tourism Tofino sends out an e-newsletter every second week? It's called the Tofino Community Tourism News and contains a wealth of information for Tofino businesses, organizations and residents, including opportunities, events, data insights and more. Sign up for the Tofino Community Tourism News using this QR code.

Message from the Chair

2024 has been a landmark year for Tourism Tofino. With a strong foundation established in previous years, we have made significant strides in advancing our commitment to destination stewardship, innovation, and collaboration.



Another major achievement was the launch of our new website. Designed to be more user-friendly, informative, and reflective of Tofino's unique character, the new platform enhances visitor experience and knowledge while providing essential resources for our local tourism operators.

Tourism Tofino was also honoured to be featured on the *Travel Beyond* podcast, showcasing this destination's unparalleled beauty, rich culture, and commitment to sustainable tourism on a global stage. This opportunity allowed us to share Tofino's story with a broader audience and reinforce our position as a leading sustainable tourism destination.

A key milestone this year was the initiation of the *Tofino Destination Stewardship Plan*. This plan represents a significant step toward ensuring that tourism in Tofino is not only sustainable but also enriches the quality of life of residents and the environment. Through this initiative, we are continuing our commitment to strong community engagement to develop a shared vision for the future of tourism that prioritizes ecological responsibility and cultural integrity and values.

Throughout the year, we have continued to nurture and strengthen our relationships with key partners. These include: Tla-o-qui-aht First Nation through Tla-o-qui-aht Tribal Parks, the District of Tofino, Tofino Long Beach Chamber of Commerce, Ahousaht First Nation through MHSS, Alberni-Clayoquot Regional District, Clayoquot Biosphere Trust, Parks Canada, and many others that are invaluable. These partnerships are at the heart of our mission, and we are grateful for the collective dedication to shaping a responsible and thriving tourism industry.

Despite the progress, we acknowledge that challenges persist. Economic and political pressures, climate-related risks, and evolving traveller expectations require us to remain agile and proactive. However, our dedicated board, passionate staff, and engaged community members continue to demonstrate resilience and commitment, positioning us well for the future.

In closing, I extend my deepest appreciation to all who contribute to the success of tourism in Tofino. Your dedication, collaboration, and meaningful work ensure that we continue to grow and thrive while upholding our shared values. I am excited for what lies ahead and confident that, together, we will continue to set a standard for responsible tourism in our region.

Sabrina Donovan
Chair of Tourism Tofino

Corporate Structure & Strategic Direction

Tourism Tofino's legal name is the Tofino Destination Management Association, and it was incorporated in August 2016 as a not-for-profit organization under the Societies Act of British Columbia.

The voting members of Tourism Tofino are tourism-based businesses in Tofino and the Clayoquot Sound area that are members of the Tofino-Long Beach Chamber of Commerce.

Tourism Tofino is governed by a volunteer board of directors elected from and by the voting members of the society. Directors serve a 2-year term and any member in good standing can be nominated for the board in the lead-up to the Annual General Meeting (AGM) each year.

The elected board of directors set high-level strategic priorities and financial plans for the organization and are responsible for governance and oversight. The Executive Director and staff are responsible for operating the organization in alignment with the strategic and financial direction set by the board.

Tourism Tofino 2024-25 Board of Directors

- **Sabrina Donovan, Pacific Sands Beach Resort (Chair)**
- **Jesse Betman, Ocean Village Resort (Vice Chair)**
- **Tiffany Olsen, Surf Sister (Secretary Treasurer)**
- **JJ Belanger, Crystal Cove Resort**
- **Cameron Dennison, Tuff City Radio**
- **Charles McDiarmid, Wickaninnish Inn**
- **Kyle Meagher, Daylight Cannabis**
- **Ryan Orr, Pacific Rim Navigators**
- **Keith Phillips, West Coast Aquatic Adventures**
- **Dave Tovell, Pacific Rim National Park Reserve**
- **Jason Watts, Stay Tofino**
- **Sarah Sloman, District of Tofino (Appointed District of Tofino Councillor)**

Tourism Tofino Vision

Tofino is deeply respected and sought out for the transformative experience of oneness (everything is connected).

Tourism Tofino Mission

To deliver sustainable growth for our members that contributes to economic and social benefits for our community.



Strategic Direction

Tourism Tofino is guided by a 5-year strategic plan that covers the years 2022 through 2027. The plan was developed in consultation with member businesses, residents, First Nations, District of Tofino, Parks Canada, and other partners. The 5-year strategic direction is also in alignment with other plans like the Tofino Official Community Plan and the Tofino Tourism Master Plan.

The 2022-2027 Strategic Plan can be viewed on the [Tourism Tofino website](#) and has four pillars:

1. Balance growth
2. Deepen experiences
3. Strengthen connections
4. Sound operations

Tourism Tofino Team

- **Executive Director – Brad Parsell (he/him)**
- **Director of Destination Stewardship – Jody Kirk (she/her)**
- **Brand Manager – Samantha Fyleris (she/her)**
- **Media & Communications Manager – Danielle Fox (she/her)**
- **Digital Marketing Manager – Jessica Cloutier (she/her)**
- **Visitor Services & Member Manager – Jess McGarry (she/her)**
- **Member Services Supervisor – Katie Bilodeau (she/her)**
- **Visitor Services Supervisor – Jess Turcotte-Antunes (she/her)**
- **Visitor Services Counsellor (year-round) – Hišmik Lamb (he/him)**

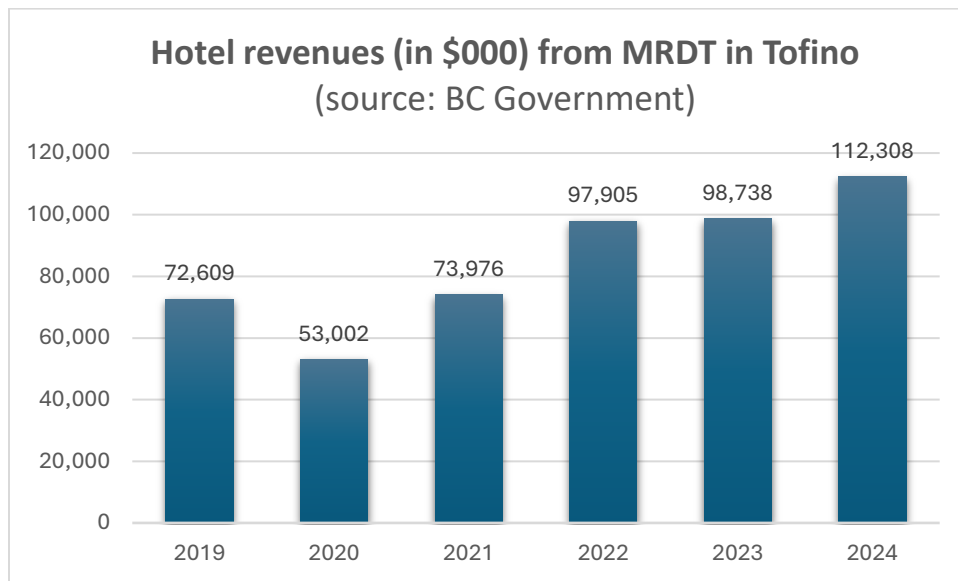


Photo by Kyler Vos

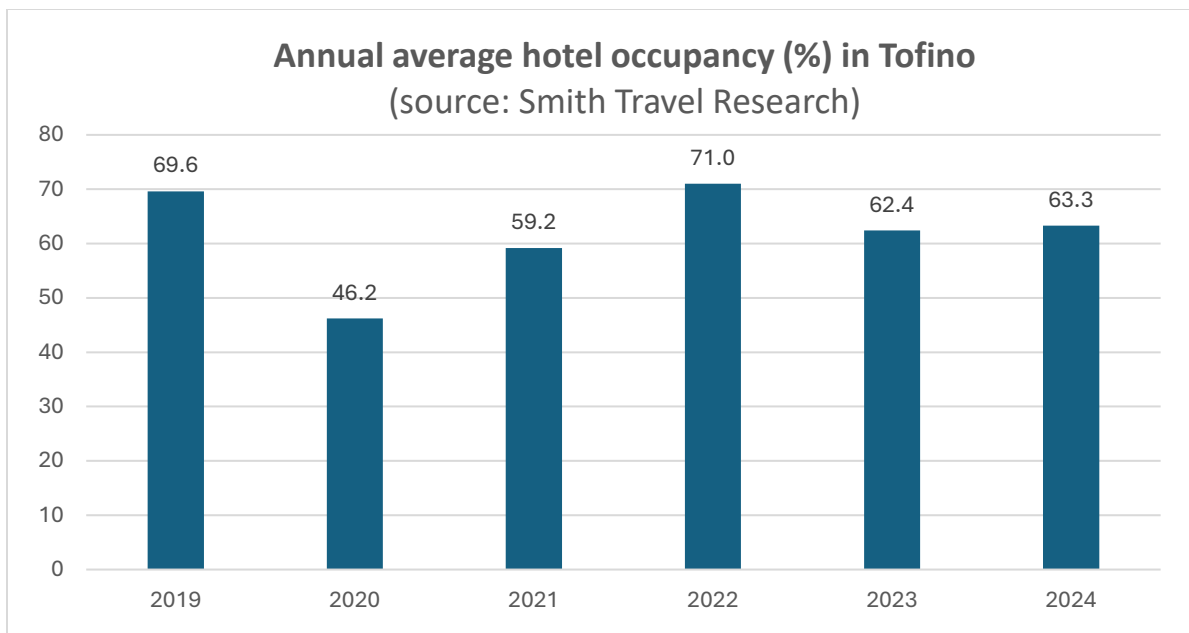
Visitation Indicators

Tourism Tofino uses local hotel revenues and average hotel occupancy data as one measure to compare visitation to Tofino year-over-year.

Total hotel room revenues in Tofino were \$112.3 million in 2024, up from \$98.7 million in 2023.



The annual average for hotel occupancy in Tofino was 63.3% in 2024, slightly up on 62.4% in 2023.



Zooming into a monthly view of average hotel occupancy, you can see that visitation to Tofino is still very seasonal, with visitor demand dropping sharply during the winter months. Average occupancy for the summer months in 2024 was up over the previous year which was impacted by the closure of Highway 4 in June 2023.

Annual average hotel occupancy (%) in Tofino by month (source: Smith Travel Research)

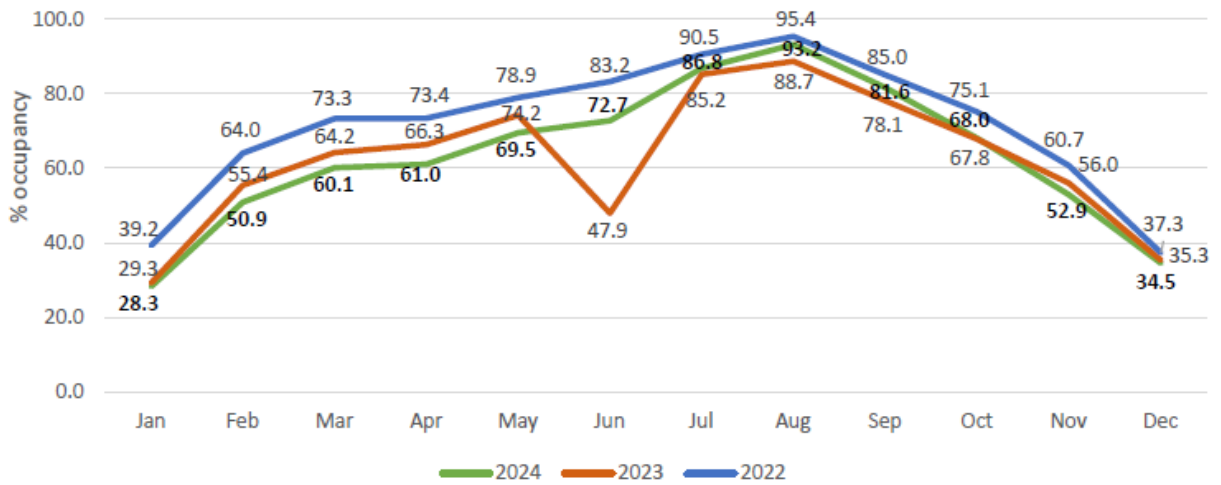


Photo by Kyler Vos

Financial Highlights

Each year, Tourism Tofino has its financial statements audited and the audit for the fiscal period ending December 31, 2024 was completed by Grant Thornton LLC. The Tourism Tofino board of directors is happy to report that we have another clean audit in 2024 that was approved at a special board meeting held March 18, 2025. The audited financials were sent out to the membership as part of the AGM package and can be downloaded from [our website](#).



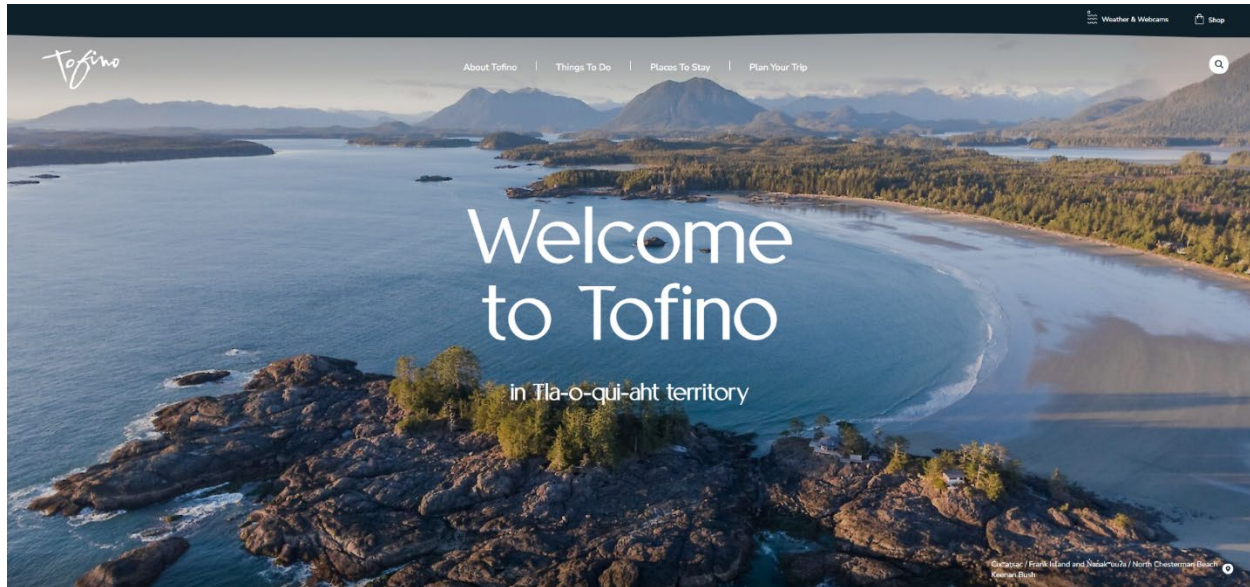
Photo by Kyler Vos

A few financial highlights from this year include:

- The Tourism Tofino board of directors worked thoughtfully in 2024 to allocate spending for the unexpected MRDT surplus accumulated in 2022 when there was a spike in visitation. While the organization made an operating loss in 2024, this was intentional as the organization responsibly spent and reinvested surplus cash on hand.
- The board of directors established a restricted emergency marketing reserve to quickly respond to future emergency communications needs, like what was done for the Highway 4 closure in 2023.
- Tourism Tofino committed to funding the Tofino Destination Stewardship Plan project to replace the 2014 Tofino Tourism Master Plan, with consulting work underway in 2024.
- The District of Tofino retained \$400,000 of the Municipal & Regional District Tax (MRDT) in 2024 to put towards Tofino's new wastewater treatment plant.
- The District of Tofino once again granted a property tax exemption on the Tofino Visitor Centre which we are extremely grateful for.

Operational Highlights – Marketing

Responsibly marketing Tofino outside of the peak summer season continues to be a priority for Tourism Tofino. We have a range of channels and programs to do this including paid media (digital & print advertising), owned media (website & social media), earned media (travel media stories) and business development (attracting mid-week groups like business meetings/incentive travel).



New Website

- With the project scoped, tendered and started in 2023 – the brand-new Tourism Tofino website was launched in June 2024.
- The new site features a state-of-the-art user experience with immersive visuals and storytelling across over 100 individual pages of curated content and over 300 member business listings for travel inspiration and trip planning.
- New educational pages take the visitor deeper into the heart of this region including: *Community & Stewardship*, *ʔiisaak Pledge*, *Tla-o-qui-aht Tribal Parks*, *UNESCO Biosphere Region*, *Past and Present*, *Flora and Fauna*, *Seasons* and *West Coast Culture*.
- The Tourism Tofino visual brand received a slight refresh to help bring the new website to life which will carry over to other marketing efforts.
- The website has received widespread praise from the tourism industry including a mention in [CrowdRiff's Trends Report 2025](#).

Paid Media

- Executed paid digital seasonal campaigns targeting leisure travellers in BC, Alberta and Washington state for spring (our largest paid campaign, running from mid-February to mid-May), and an integrated fall/winter campaign (running from late-September to late-January).
- Wrapped a 4-day photo and video shoot in March for use in future campaigns. New assets captured highlight experiences like:
 - Hot Springs Cove day trip,
 - Cycling,
 - Cafes and dining,
 - Sauna and cold plunging,
 - Shopping,
 - Beach activities/time, and
 - Admiring Indigenous iconography (carvings) in different locations like in Pacific Rim National Park Reserve, Anchor Park, outside Hotel Zed, inside Ahous Adventures, and the Welcome to Tofino sign at the Village Green.
- Supported the marketing of 12 local festivals and events with \$52,000 worth of grants from the Tourism Tofino Event Marketing Support program, with amplification from Tourism Tofino channels – including sponsoring the Community Calendar on Tuff City Radio.
- Worked with Destination BC and other partners to support the marketing of Tofino in long-haul markets and to ensure Tofino input in Destination BC's new west coast iconic brand scheduled to launch in late 2025 that will include Tofino.

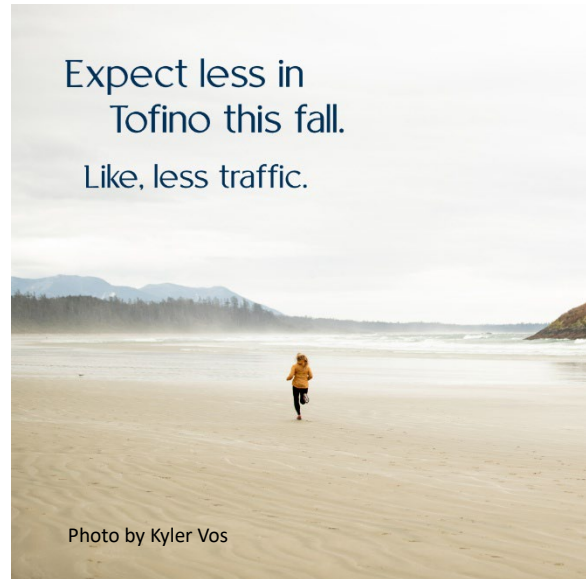


Photo by Kyler Vos

Owned Media

- The new website launched smoothly and has performed strongly since across all metrics while being fully compliant with privacy regulations around cookies. Small improvements continue to be made including the creation of dynamic new landing pages.
- Consumer e-newsletter relaunched in late 2024 after the launch of the new website with the strategy to rapidly grow this qualified audience that loves Tofino.
- Followers continued to grow in 2024 on our key social channels: Instagram (up 4.8%) and Facebook (up 10.7%) driven by compelling content created in-house and in collaboration with local businesses, content creators and curated user-generated content.
- Attended the Tourism Industry Conference in March 2024 in Victoria for education and industry networking opportunities, as well as the CrowdRiff SEE conference in Austin, Texas, in October – a social media-focused conference and tourism industry event.
- Leveraged new web technology to create an incentive for the *Tofino Hot Cocoa Trail* as part of our efforts to drive visitation in winter for *Tofino Winter Nights*. Metrics from the *2024 Tofino Hot Cocoa Trail*:
 - **366** people signed up for the Pass.
 - Passholders checked in **525** times when they purchased a hot chocolate.
 - **75** mugs were redeemed with points from the Hot Cocoa Trail Pass (minimum of 3 stops per person, or 2 stops, registration points and a social share to invite others to join).
 - **119** people entered to win the *Cozy Giveaway Prize Pack* (minimum of 1 hot cocoa stop, or a social share with the sign-up points).
 - Visitors checked in from all over, for example: Texas, Northwest Territories, Florida, and England - however, most were from BC.



Photo by Jade Morrell

Earned Media

- Tourism Tofino hosted 19 Journalists throughout 2024 (up from 9 in 2023), which resulted in 53 placements (up from 15 in 2023), reaching over 35 million people with an equivalent advertising value of \$1,736,000.
- Tourism Tofino assisted over 240 other travel media stories featuring Tofino – providing connections to local businesses, suggested itinerary development, sourcing imagery and fact-checking for media stories initiated by our members or partners like 4TVI and Destination BC.
- While there were many highlights in terms of articles that were placed, here are 2 that had the most impact:
 - In March, we hosted Mia Gordon who was on assignment for *The Weather Network* to cover the *Pacific Rim Whale Festival*. Her article had a reach of over 7 million people.
 - We hosted journalist Lucy Hyslop in June and her article was picked up by 17 outlets, including the *Vancouver Sun* and the *National Post*. This one article had a reach of almost 12 million people.
- Other outlets that we had placements included – *The West Australian*, *The Seattle Times*, *Vancouver Magazine*, *MSN Canada*, *enRoute Magazine*, *Escape* and *Outside Magazine*.
-

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In our element: Tofino's seaweed-bathing and tree-hunting adventure

A pilgrimage of land and sea through the so-called Tuff City on the west of Vancouver Island

By Lucy Hyslop

Published Aug 24, 2024 Last updated Aug 29, 2024 4 minute read Join the conversation

Business Development

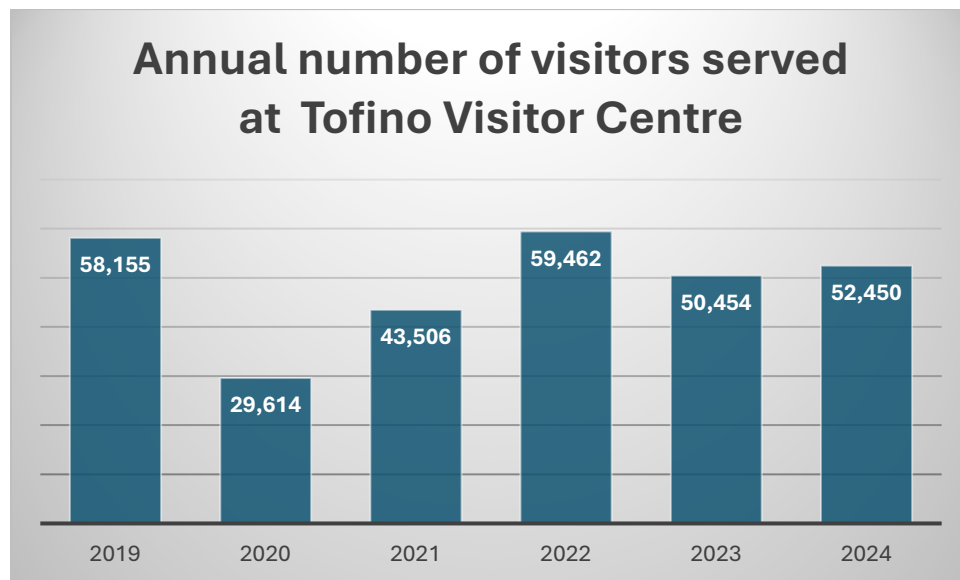
- Completed another successful campaign in 2024 targeting off-peak, mid-week business travel for meetings, board retreats, and incentive travel. This included attending 2 meeting-specific trade shows.
- These efforts generated 34 direct visits to Tourism Tofino RFPs, representing 4,862 lead room nights.



Photo by Stephanie Carr

Operational Highlights – Visitor & Member Services

Our Visitor Services team are a key part of our organization and worked extremely hard in 2024 fielding questions about all aspects of trip planning a vacation to Tofino. Interacting with visitors face-to-face not only gives us an opportunity to influence how they spend their time and money but also allows us the opportunity to relay responsible visitor messaging and share stories to enrich their guest experience.



- As part of our commitment to being an accessible destination, the beach wheelchairs were rented to 72 visitors, totalling 165 days of use in 2024.
- Visitor Services team participated in 12 familiarization trips in 2024 to increase knowledge of the destination, including with *Spirit Eagle Adventures*, *Tofino Breath and Meditation*, *Chew on This Tasty Tours* and *Float Tofino*.
- Visitor Services team members participated in training in 2024 to increase our customer service knowledge, including:
 - Tofino Ambassador Course series, *Raincoast Education*
 - Recognizing Burnout: A Self-Care Workshop at *Tofino Co-work*
 - Red Cross Psychological First Aid: Self-Care and Caring for Others
 - Value of Indigenous Tourism, *Indigenous Tourism BC*
 - Cultural Safety, *Indigenous Tourism BC*
 - Shifting Frameworks, *Coastal Queer Alliance*
 - Principles of Management, *BCIT*
- Visitor Services team assisted with extensive visitor surveying in 2024, which contributed to the publication of the new *Economic Impact of Tourism in Tofino* study.
- Tourism Tofino continued to host *Washed Up Wednesdays* throughout the summer, encouraging visitors to take part in beach clean-ups to leave the destination in better shape than they found it. Over 2,733 pieces of debris were collected in 2024.

- The exhibit, "Truth, Honor, and the Way Forward," in collaboration with the *Clayoquot Biosphere Trust* and the *Legacy of Hope Foundation*, was on display at the Tofino Visitor Centre from October 6 to 16. During this period, 1,288 people visited the Centre, and \$2,093.31 was raised through the sale of orange t-shirts and student poetry books.
- Overall, we sold \$14,025 in retail goods for local not-for-profits and raised \$1,773.00 for NFPs through merchandise facilitated by Tourism Tofino.
- We collaborated with the *Tofino Arts Council* on launching the *Makuwas Pop-Up E-Commerce Pilot*. This initiative aimed to connect local artists with new sales channels and resources, highlighting the work of local Indigenous artists. Each purchase supported both the artist and the *Tofino Arts Council*.
- Hosted many wonderful workshops throughout the year, including *Nuu-chah-nulth land and waters*, cedar and beading workshops (including two poppies beading workshops to honour Indigenous Veterans Day), and a marine debris workshop for *World Oceans Day*.
- *Tourism Tofino* and the *Tofino-Long Beach Chamber of Commerce* welcomed 45 new members in 2024.
- *Tourism Tofino* and the *Tofino-Long Beach Chamber of Commerce* are now sharing a membership-management database to streamline the administration details of tourism members.
- Member benefits now include 8 hours of complimentary use of the Community Meeting Room at the Tofino Visitor Centre each year if you're a tourism non-profit.



Operational Highlights – Destination Stewardship

Destination Stewardship has become a major focus for Tourism Tofino as we seek to make tourism a force for good for our community. This means managing the impacts of tourism on the environment, First Nations, and residents as we move towards a regenerative tourism model that results in a net benefit for people and place in this special part of the world for generations to come.

- The new *Tofino Destination Stewardship Plan* project started in 2024. This plan will replace the *2014 Tofino Tourism Master Plan* in collaboration with the *District of Tofino* and is being funded by MRDT. An RFP process was conducted in the summer of 2024 with the contract for consulting assistance being awarded in September. Onboarding and research work continued through the fall. The project entails comprehensive community engagement to distill a shared vision for the future of tourism in the region.
- *Tourism Tofino* continued to participate in the *Destination Think Collective* – a group of international destinations collaborating and sharing best practices on issues related to regenerative tourism. Tourism Tofino continues to learn valuable insights through this group, which includes Banff (Alberta), Queenstown (New Zealand), Noosa (Australia), Copenhagen (Denmark) and Seattle (USA).
- The Tourism Tofino scholarships, totalling \$20,000, were awarded to four *Ucluelet Secondary School* graduating students pursuing tourism-related fields. We are pleased to announce that an additional \$10,000 scholarship will be granted in 2025 through the *Clayoquot Biosphere Trust Education Awards*.
- Tofino was featured for a season of the *Travel Beyond* podcast, which spotlights examples of regenerative tourism around the world. Local leaders from *Tla-o-qui-aht*, *Ahousaht*, *Redd Fish Restoration* and *Clayoquot Biosphere Trust* were interviewed. The success of this project led to a second season of *Travel Beyond* focused on Tofino and was recently released in March 2025.



- Collaboration between *Tourism Tofino* and *Tla-o-qui-aht First Nation* and *Ahousaht First Nation* continued to reach new heights with initiatives including:
 - Refinement of the *Tla-o-qui-aht ʔiisaak Pledge* which launched on the new *Tourism Tofino* and *Tla-o-qui-aht Tribal Parks* websites. A collaborative digital marketing campaign in the summer of 2024 on the *ʔiisaak Pledge* resulted in 4.27 million impressions and over 14,000 clicks. The *ʔiisaak Pledge* will increasingly be the vehicle through which *Tourism Tofino* delivers responsible visitor messaging like water conservation, know before you go, leave no trace, *Coast Smart*, etc.
 - Sponsored Indigenous people/residents working in tourism to attend the 2024 *International Indigenous Tourism Conference* in Ottawa, where both *Ahous Adventures* and *Tsawaak RV Resort & Campground* were recognized with awards.
 - Continued to be a proud *Tribal Parks Allies*, donating \$23,967 in 2024 (1% of total 2023 MRDT). We encourage our member businesses to strongly consider participating in this important initiative that supports *DRIPA* and is generating interest across BC & Canada.
 - Representatives from *Tourism Tofino*, *Tla-o-qui-aht First Nation*, and *Indigenous Tourism BC* travelled to Aotearoa, New Zealand to meet with Māori tourism leaders and bring back ideas on Indigenous-led tourism and regenerative tourism.
 - Regularly met with representatives from both *Tla-o-qui-aht Tribal Parks* and *Ahousaht's Maaqutusiis Hahoulthee Stewardship Society*.
- In collaboration with the *District of Tofino* and the *Tofino-Long Beach Chamber of Commerce*, we designed and distributed updated messaging for water conservation.
- We launched a comprehensive resident sentiment survey. By collaborating with *Destination BC*, the survey results will enable us to compare Tofino residents to other BC residents across all six tourism regions.
- Successful collaboration with the *Coastal Queer Alliance* involved hosting workshops for member businesses, a Pride Month toolkit, and *Shifting Frameworks* training for *Tourism Tofino* employees.
- *Tourism Tofino* ran another successful workforce attraction campaign from January to March 2024. This year, 9 member businesses participated in the co-op program, which is designed to address the worker shortage issues experienced in peak season. The campaign drove over 33,000 sessions on the *Work In Tofino* page of our website, with over 13,000 referrals to member businesses.
- We continued to focus on destination research and insights to guide *Tourism Tofino's* activities including a *Brand Awareness & Perception* study with *Leger* and work on the new *Economic Impact of Tourism in Tofino* study with *InterVistas*.

