

Tourism
Tofino

Annual Report 2025



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SIGN UP FOR OUR E-NEWSLETTER!



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



2025 was a year of continued evolution for Tourism Tofino and the destination we serve. As Chair of the Board, I am proud of the progress made by the organization, our industry partners, and the broader community as we worked together to strengthen Tofino’s visitor economy while protecting the values that make this place extraordinary.

A defining achievement was the completion of the Tofino Destination Stewardship Plan. This milestone establishes a clear, community-informed framework to guide tourism into the future, ensuring it supports environmental stewardship, cultural respect, and community wellbeing while contributing to a resilient local economy.

The Board also guided the organization through a leadership transition, ensuring continuity and stability during a period of change. In parallel, the Board contributed to shape the vision for Tourism Tofino’s next strategic plan (2027–2032), reinforcing alignment with community values and long-term priorities.

Governance was further strengthened through changes to Board composition, including the addition of a voting seat for Tla-o-qui-aht First Nation and a non-voting seat for Parks Canada. These steps reflect a continued commitment to meaningful partnership and inclusive decision-making.

Collaboration remains central to this work. Tourism Tofino continues to work alongside valued partners including Tla-o-qui-aht First Nation through Tla-o-qui-aht Tribal Parks, the District of Tofino, Tofino Chamber of Commerce, Ahousaht First Nation through Maaqutusiis Hahoulthee Stewardship Society, Alberni-Clayoquot Regional District, Clayoquot Biosphere Trust, Parks Canada, and many others.

While progress has been strong, economic uncertainty, climate pressures, and evolving visitor expectations require continued adaptability. Tourism Tofino is well positioned to respond, supported by a committed Board, dedicated team, and engaged community.

On behalf of the Board, I extend my sincere thanks to the Tourism Tofino team, my fellow Board members, and our many partners and stakeholders for their leadership and collaboration.

Together, we are shaping a future for tourism in Tofino grounded in respect, responsibility, and long-term sustainability.



A handwritten signature in blue ink, consisting of several overlapping loops and a long horizontal stroke.

Ryan Orr
Chair
Board of Directors



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 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 2025-26 Board of Directors

- **Ryan Orr**, Tofino Event Management Ltd. (Chair)
- **Maria Clark**, Tin Wis Resort (Vice Chair)
- **April Robson**, Evergreen Co.
- **Cameron Dennison**, Tuff City Radio
- **Charles McDiarmid**, Wickaninnish Inn
- **Jason Watts**, Stay Tofino
- **JJ Belanger**, Crystal Cove Resort
- **Kyle Meagher**, Daylight Cannabis
- **Keith Phillips**, West Coast Aquatic Adventures
- **Tamara Neale**, The Hobbyist
- **Sabrina Donovan**, Pacific Sands Beach Resort (Appointed Past Chair)
- **Sarah Sloman**, District of Tofino (Appointed District of Tofino)
- **Alyssa Salloway**, Pacific Rim National Park Reserve (Appointed Non-voting)

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

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

Strategic Direction: guided by a 5-year strategic plan that covers the years 2022 through 2027 and can be viewed on the [Tourism Tofino industry website](#) its four pillars are:

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

Tourism Tofino Team

- **Executive Director – Samantha Hackett (she/her)**
- **Director of Destination Stewardship – Jody Kirk (she/her)**
- **Director of Marketing – Emily Elston Macnab (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/they)**
- **Visitor Services Counsellor (year-round) – Hišmik Lamb (he/him)**





A Year in Review

A year at Tourism Tofino is never just one story - it's built through collaboration and dedicated work across our team. Have a look at some of our 2025 highlights

- Economic Impact Study was published: includes updated information on Visitation, Employment Wages, GDP & More. Find it on our [industry website](#)
- Visitor Centre Mural Art Installation with Tla-o-qui-aht artist Marika Swan
- The beach wheelchair was rented to 80 visitors for a total of 208 days
- Granted \$47,500 in marketing support through the Tourism Tofino Event Marketing Grant
- Washed Up Wednesdays collected over 2,000 pieces of debris this year - 14,000 to date!
- 40 businesses participated in Swap the Signs, generating 500 inclusive restroom route check-ins
- Retail collaborations with local not-for profits have raised over \$13,000 for the organizations in 2025
- Hosted 14 Journalists & supported 11 other media trips which generated 92 placements in media outlets reaching more than 77 million people, while delivering close to \$1 million in equivalent advertising spend
- Drove over 50,000 users to our Packages & Offers page showcasing member content
- Visitor Newsletter increased by 50% & an average open rate of 51%
- A total of 151 static posts on Instagram
- 665K sessions on the website & 16 blogs published

Financial Highlights

Each year, Tourism Tofino has its financial statements audited and the audit for the fiscal period ending December 31, 2025, was completed by Grant Thornton LLC. The Tourism Tofino board of directors is happy to report that we have another clean audit in 2025 that was approved at a board meeting held February 24, 2025.

A few financial highlights from this year include:

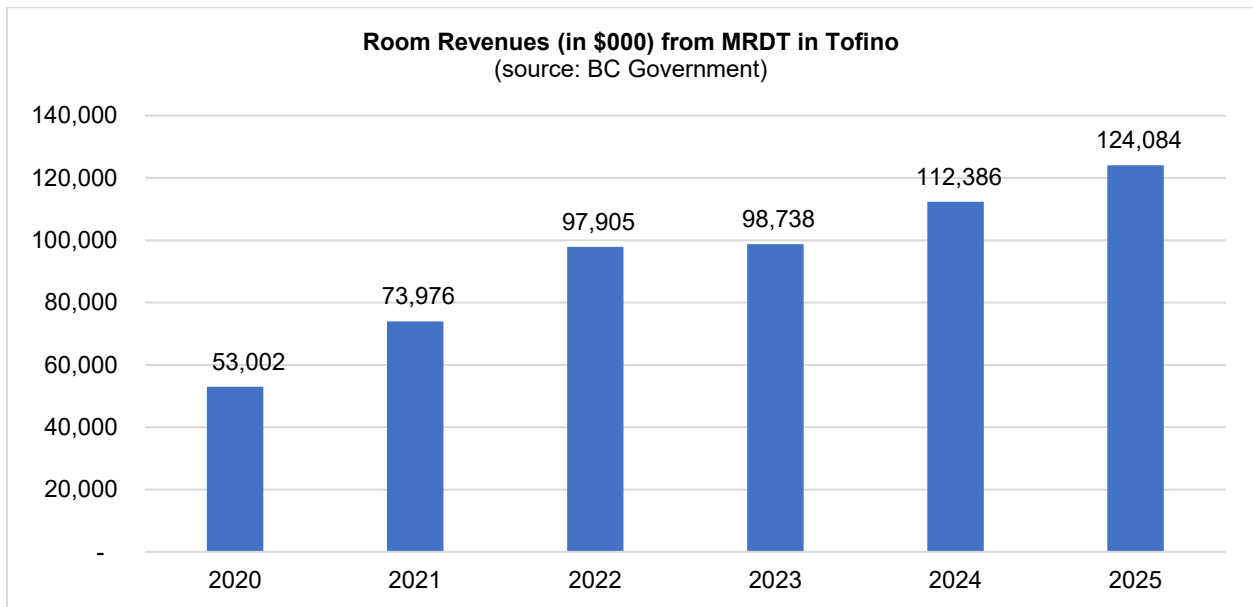
- The Tourism Tofino board of directors worked thoughtfully in 2025 to allocate spending for the unexpected MRDT surplus accumulated in 2022 when there was a spike in visitation. While the organization made an operating loss in 2025, this was intentional as the organization responsibly spent and reinvested surplus cash on hand.
- Tourism Tofino funded the now completed Tofino Destination Stewardship Plan project to replace the 2014 Tofino Tourism Master Plan.
- The District of Tofino retained \$400,000 of the Municipal & Regional District Tax (MRDT) in 2025 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.



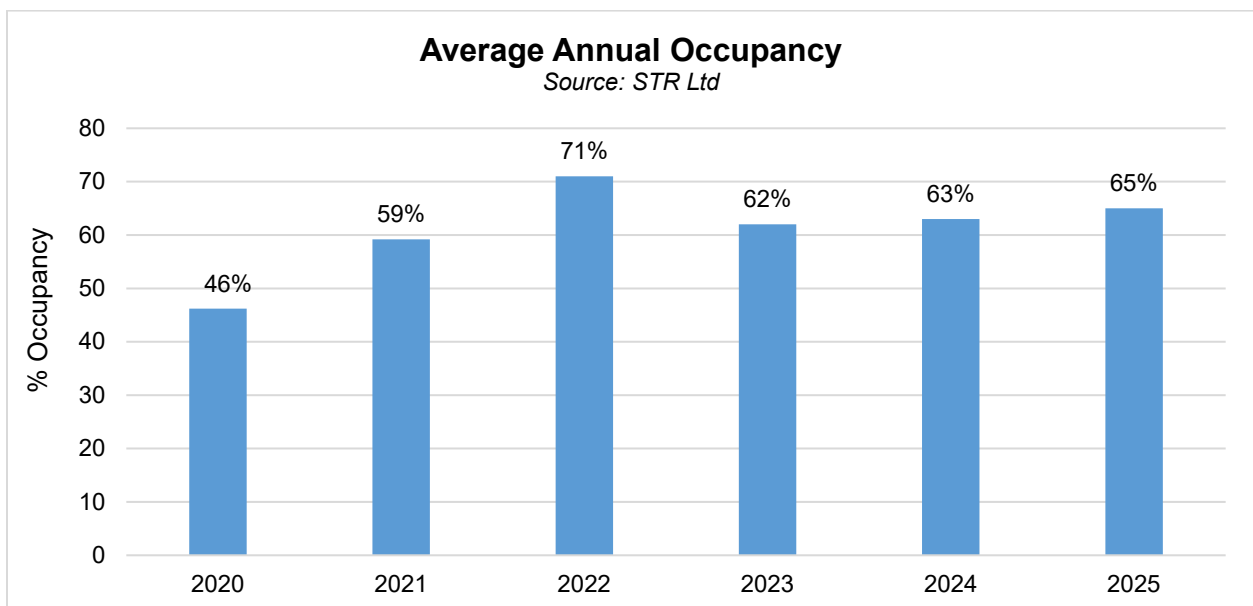
Visitation Indicators

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 \$124 million in 2025, up from \$112 million in 2024.



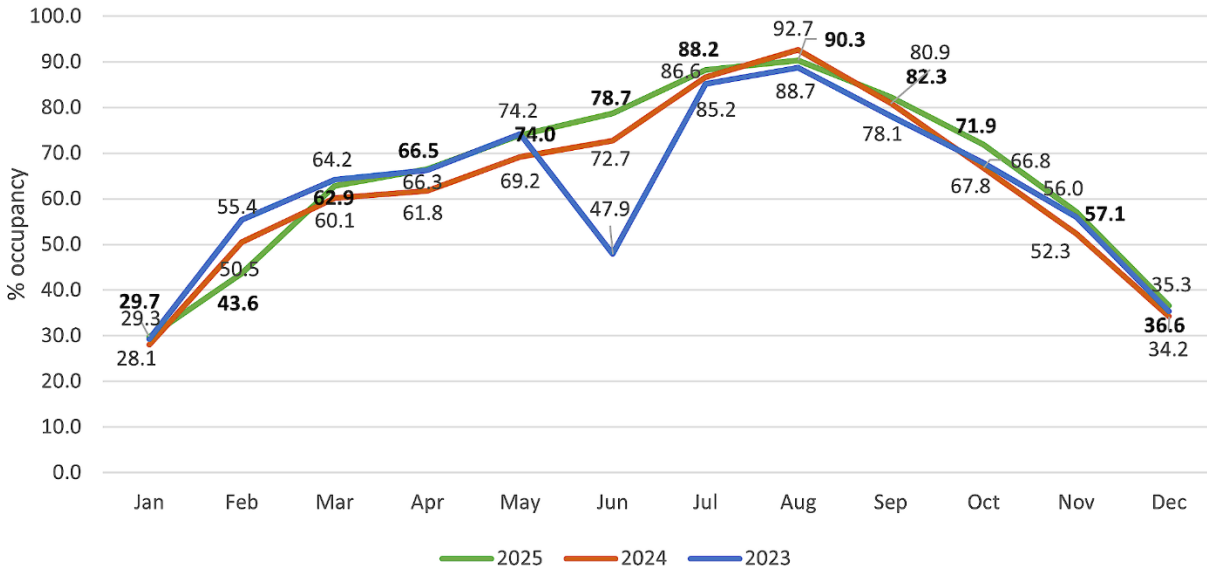
The annual average for hotel occupancy in Tofino was 65% in 2025, up from 63% in 2024.





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.

Monthly Resort Occupancy as of Dec 2025
Source: CoStar





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ᑭᑭᑭᑭᑭ | Tofino
stands for respect

A Destination Stewardship Plan

A wooden owl sculpture with spread wings, mounted on a vertical wooden post. The owl is carved from light-colored wood and has large, flat wings with scalloped edges. The post is made of a darker, textured wood and is mounted on a concrete base. The background is a mountain landscape with a dense forest of evergreen trees and rocky terrain. The sky is overcast with some clouds.

ńačiqs | Tofino stands for ʔiisaak respect

Respect for the land, the people, and all living things.



Many people love to visit Tofino for its awe-inspiring natural and cultural environments. As we welcome visitors, we must also respect and protect this place.

The tourism industry in Tofino operates on Indigenous land and is hosted by the Tla-o-qui-aht Nation. The Clayoquot Sound UNESCO Biosphere Region spans across multiple Nuu-chah-nulth Nation Territories.

The sea, land, and sky surrounding Tofino are teeming with life. Over generations, many people have fought to protect this stunning place. That important stewardship work will never be finished.

Tourism presents an exciting alternative to the resource extraction industries of the past, but it has not yet fully lived up to its potential. The area's growing popularity and a lack of awareness of the traditional protocols place numerous pressures on area residents and biodiversity.

For the travel industry here to thrive, it must respect natural laws and benefit the host Nation, Indigenous biodiversity, and protect the water, air, and land which make it all possible.

Guests are welcomed with open arms in Tofino and are expected to respect the land, animals, people, and communities while travelling.

The entire tourism industry has a responsibility to be part of a strategy leading to abundance, to take care of and improve their impacts on the natural, cultural and social aspects in and around Tofino.

We want an abundant future



A deep respect for all living things is
the foundation that enables all of
ńáčiqs | Tofino to flourish.



What if this place became a beacon for respect?

We imagine an abundant future where:



Indigenous rights and knowledge lead, guiding how we restore, govern, and thrive.



The salmon are back, and so are the stories, teachings, and traditions tied to their return.



Youth rise as stewards of culture and land, proud to shape the future here.



Visitors don't just come for the beauty, they come to learn how to care for it, too.



Tourism works in balance with our limits, and strengthens our connections to each other.



People live and work here with pride, because this place supports everyone who calls it home.

“Tofino is a living example of Indigenous environmental leadership for the world to follow.”

Our responsibility



Tourism's role is to foster respect
and connection so that guests
leave náčiqs | Tofino better than
when they arrived.

The Pledge

Hereditary Chiefs of Tla-o-qui-aht, citing British Columbia's Declaration on the Rights of Indigenous Peoples Act, have declared that "everyone residing in or visiting Tofino... has a responsibility to adhere to Tla-o-qui-aht laws and protocols...and [we ask] all area residents and visitors to take the ʔiisaak Pledge."

We can all work together to ensure that:

By 2030, every visitor, resident and business will take the ʔiisaak Pledge.

These Nuu-chah-nulth teachings have been handed down through generations. They will lead us to an abundant future.

ʔiisaaksinhiʔin (ii-saak-sin-hi-in)

Let us be respectful of Natural Law. Let us observe, appreciate and act accordingly.

ʔaayaksiinhiʔin (thlaa-yak-siin-hi-in)

Let us be generous and helpful: There is no end to the work of building community.

taaquuqhʔiʔin (taa-quuqh-thli-in)

Let us speak truthfully and act honorably. Let us learn the history of this place and its People, correcting colonial narratives like the myth that this is a wilderness.

qʷaasiinhapin (qwaa-siin-hap-in)

Let us leave healthy habitats undisturbed, keeping them as they are for future generations of life.

These teachings make up in the ʔiisaak Pledge.

What can we do to live the pledge?

Share knowledge with guests about the people, place and how to behave.

Enable opportunities for people to directly contribute so that the wealth of tourism helps local priorities.

Visitor education

Tofino is more than a place to visit. It is our home, and it is filled with life. We must show visitors how to treat this place with respect. That means leaving a light footprint behind by preserving water, using low-carbon transportation, and minimizing waste and energy use. It means supporting local entrepreneurs. And it means teaching people about the history of this place alongside the language and culture of First Nations.

Initiatives:

- Ask all visitors to adopt and follow the ʔiisaak Pledge.
- Weave together the stories of this area and its people, including its history and values, as Tofino invites people to visit.
- Teach guests how to visit responsibly before they arrive. Include local language, culture, environment, and preparedness tips.
- Provide learning opportunities for visitors throughout the area through signage and communications in print and online.

Giving back

The tourism industry has the opportunity and responsibility to make Tofino a better place to live by contributing its knowledge, time, and wealth.

Initiatives:

- Encourage voluntourism and citizen science.
- Find opportunities to share knowledge and strengthen understanding.
- Fund or collect donations at businesses for community programs
- Make direct investments in the shared resources and infrastructure that underpin the tourism economy.
- Contribute to environmental conservation and restoration.
- Promote locally owned-businesses.

Foster a rich and unique visitor experience that resonates with those who share our values.

Encourage travel that has a low impact on the planet and community.

Visitor experience

ñáčiqs | Tofino's greatest opportunities for an abundant future happen when visitors have remarkable experiences that are true to the area's culture and values. Local care for nature amid First Nations culture and language creates compelling and unique experiences.

Initiatives:


- Promote stories and businesses that uphold the teachings of the ʔiisaak Pledge.
- As part of tourism experiences, share stories that illustrate history and promote language and culture.
- Enable new tourism experiences to emerge.

Low-impact travel

With popularity comes responsibility. We must conserve resources and respect public infrastructure, the environment, and all who live here.

Initiatives:

- Encourage longer stays.
- Focus on nearby travel markets.
- Use clean transportation to travel here.
- Promote active and public transportation within the area.
- Teach visitors about environmental preservation.
- Conserve water and eliminate waste.
- Shift to renewable and efficient energy usage.



Invite respectful visitors to return outside of busy summer months.

Create opportunities with First Nations People to participate in the tourism economy.

Seasonality

We can balance tourism's impact and become more resilient by inviting people to return at less busy times of year. We hope that those who share our values will develop a deeper connection with Tofino, are likely to contribute more and leave a lighter footprint.

Initiatives:

- Build an audience (such as an email list) of repeat visitors.
- Work with non-profit organizations to invite people back to contribute to community priorities and learn more about Tofino's values. Create these opportunities by hosting gatherings, events, or themed weeks focused on weekdays.
- Focus marketing strategy on inviting visitors at different times of year.

Workforce

Ensure a strong, year-round workforce by providing equitable opportunities for First Nations People to participate in the tourism economy. This will help to uplift First Nations culture, develop a strong, year-round workforce across the area, and provide improved experiences for visitors.

Initiatives:

- Understand and remove systemic barriers preventing First Nations People to participate in the visitor economy.
- Decolonize tourism businesses to create safer spaces for First Nations People to work.
- Ensure there is equitable access to transportation year-round.
- Support entrepreneurial opportunities for First Nations People.
- Recruit and offer opportunities to First Nations youth.

Advocate for the foundational elements of a thriving visitor economy.

Advocacy

We can overcome our greatest challenges by working together to change systems that affect tourism. Tofino's tourism industry can advocate for local priorities and values at provincial, national, and international levels.

Initiatives:

- Understand the basic elements required for tourism to thrive in Tofino, and represent those interests within our spheres of influence.
- Continue to seek inclusive representation in planning and decision making.
- Leverage the tourism sector's strong influence to advocate for issues such as housing, water protection, environmental care, First Nations rights under UNDRIP, crisis preparedness, and climate adaptation and mitigation.

How we will know we're successful



These are examples of some meaningful metrics we could measure:

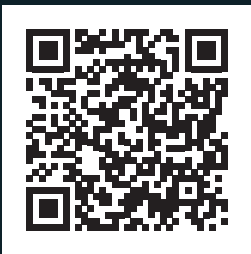
- ✓ **Community wellbeing**
Resident sentiment
- ✓ **Local environmental health**
Keystone species (salmon health)
- ✓ **Economic health**
Business sentiment
- ✓ **Visitor experience**
Visitor sentiment
- ✓ **Macro environmental impact**
GHG emissions estimate per visitor
- ✓ **Equity**
Sentiment of First Nations People



Photo credit: Jeremy Koreski

Caring for a place as special as Tofino cannot be the responsibility of any single individual or organization.

We need everyone's help.



Join us



This plan was created by Tourism Tofino and the District of Tofino with support from Destination Think, in collaboration with načiqs | Tofino-area residents.