

ʔiisaak ḥáčiqs / Tofino stands for respect

We want abundance

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

Respect

All people / History / Culture / Community /
The planet / Equitable prosperity /
Local environment

Our responsibility

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



Visitor education

- ʔiisaak Pledge
- Stories of people, and values
- Teach responsible behaviour
- Provide learning opportunities.



Giving back

- Voluntourism
- Share knowledge
- Collect donations
- Infrastructure investments
- Conservation and restoration
- Support local.



Visitor experience

- Experiences aligned to values
- Elevate history, language, and culture
- New tourism experiences.



Low-impact travel

- Longer stays
- Nearby markets
- Clean, active, and public transport
- Environmental education
- Conserve water and eliminate waste
- Renewable energy and efficiency.



Seasonality

- Encourage repeat visitors
- Partner with non-profit organizations
- Off-season invitations.



Workforce

- Remove systemic barriers
- Decolonize tourism businesses
- Equitable transportation
- Entrepreneurial opportunities for First Nations People.



Advocacy

- Support the core needs for tourism to thrive
- Involve all communities in decisions
- Use tourism's influence to advocate for housing, water, environment, Indigenous rights, and climate action