

Digital Marketing

TOURISM TOFINO OVERVIEW



AGENDA

- The Team
- Social Media
- Event Promotion
- Newsletters
- Website

Email: jessica@tourismtofino.com



SOCIAL MEDIA

The social media landscape is always changing

Right now, best performing content is:

- Carousel posts with music
- Reels with informative voice overs
- Wow-factor, magical moments (especially night skies)
- Well-produced, snappy reels

Average watch time is really good if **7 seconds or longer**

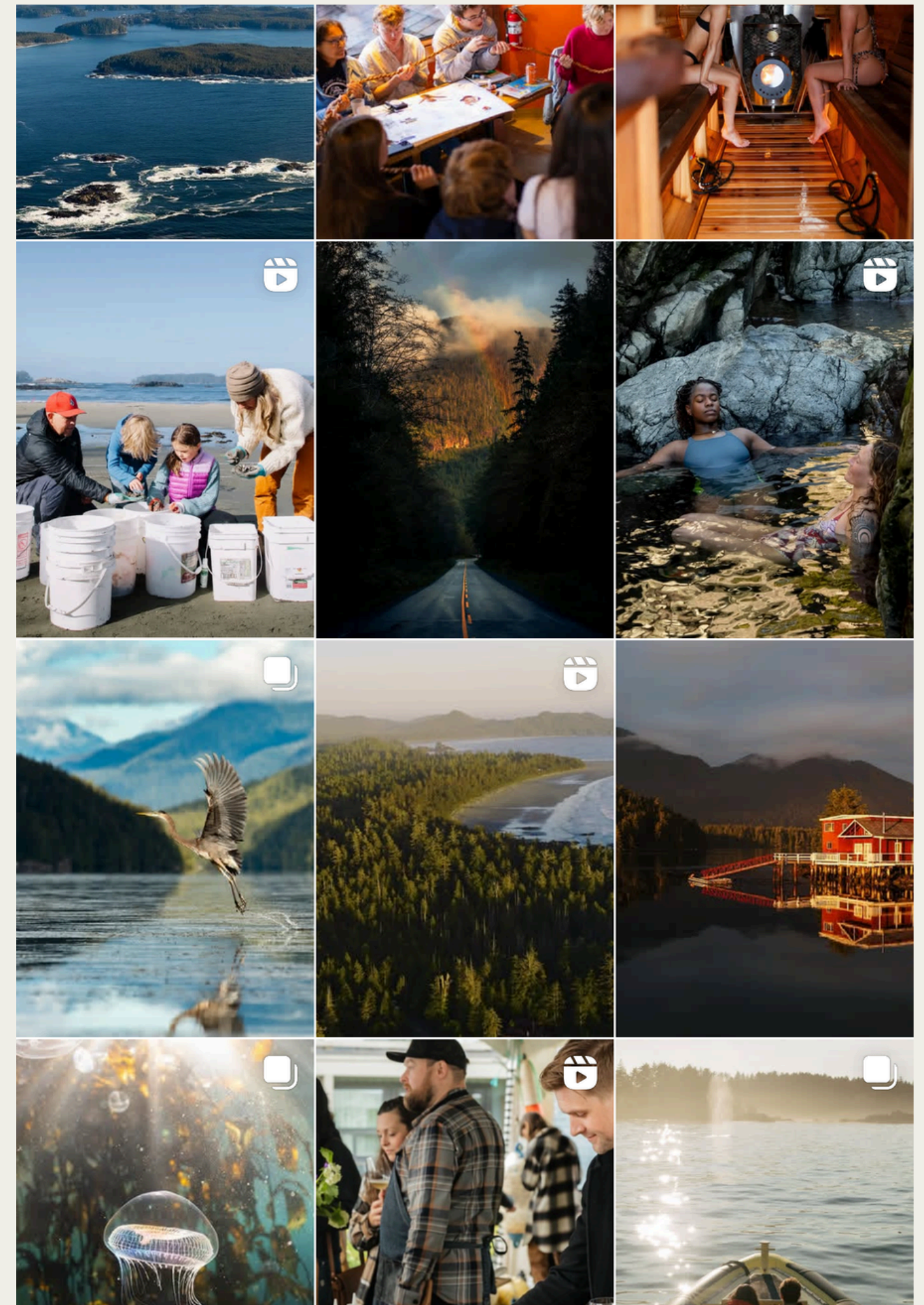


SOCIAL MEDIA FEATURES

We want to work with you to share your content or collaborate on content!

Ideally to collaborate:

- We pre-plan collaboration posts a week ahead
- Cover photo without graphics or text on reels/carousels
- Include closed-captioning for any speaking
- Content that follows the guidelines (reference the “Media” page)
- Music that fits the brand
- Copy that sounds like both brands
- Land acknowledgement



PLEASE DON'T...



Share Unauthorized Hikes in the National Park Reserve

We can't share:

- Cox Bay Lookout
- Canso Bomber
- Radar Beach



Show Dogs Off-Leash

To promote responsible visitor behaviour, we only share dogs on leash - for bylaw and shorebirds



Biking without helmets

This helps prevent accidents (and it's the law)



Share beach fires on the sand

Help future visitors enjoy the beach by using elevated fire apparatuses or a propane fire pit

PLEASE DO...



Tag us in your posts

Please keep tagging us! Sometimes I can share on our stories, other times I add to a saved folder called “to share”

Pre-organize collabs

This helps with scheduling! If not, I might:

- already have content
- a collaboration planned
- or it might not meet guidelines

Content Creators

If you have content creators visiting and you think we might want to partner as well, let us know!

Share upcoming promos & events

We want to share things that are new and exciting! Wellness & active travel are still trending

EVENT MARKETING

Website Calendar - email info@tourismtofino.com

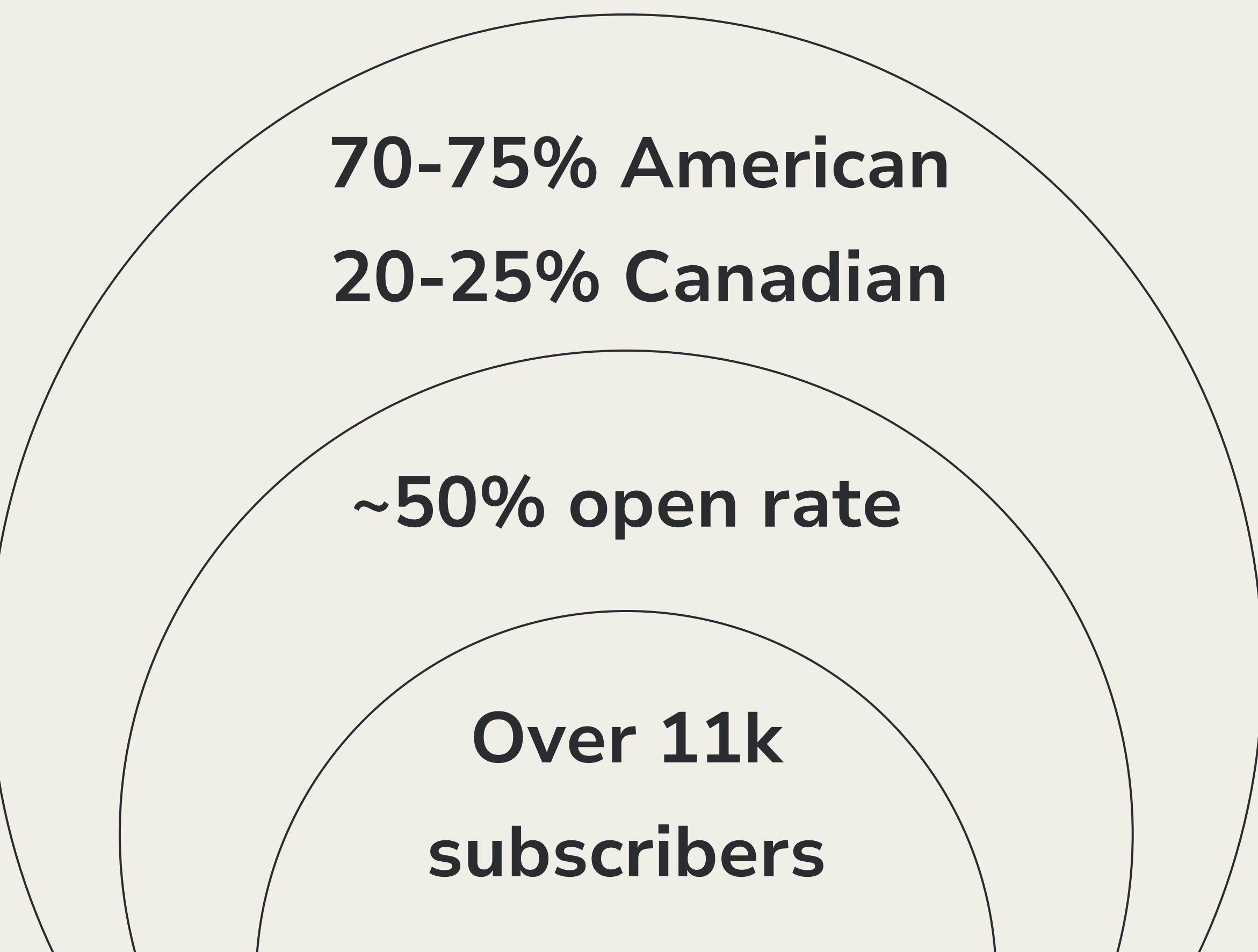
- Event Details - URL Link
- No website? Send all the details
- Start + End date/time
- Audience: Is your event community-facing, visitor-facing or both?
- Landscape Photo (JPEG), 4MB max
- No posters including photos with text, writing or logos

Social Media - Tag us! If you want to collaborate, no posters please

We want to help amplify your reach by
sharing your offerings with our
audience

How? Callouts in the Industry
Newsletter

EMAIL MARKETING



70-75% American
20-25% Canadian

~50% open rate

Over 11k
subscribers

- **Quarterly Newsletter**
- Usually **1.5 months** ahead of a new season
- Normally **5 blogs** or pages
- Value add: **newsletter exclusive** content
- **Upcoming events** listed in opening



May 2025

Here Comes the Sun

The days keep getting longer, which means more time to experience Tofino! Along with surfing and hiking, there are speaker events, [Saturday Markets](#), [Tofino Wine & Dine](#) and [Tofino Jazz Festival](#) on the horizon. Make the most of your time in Tofino with 15% off direct flights from Vancouver with [Harbour Air](#) when you use the code YVRTOFINO15 at checkout, for a limited time only.

Adventure awaits...



Soaring to Tofino

The most direct route to Tofino: flying Harbour Air from downtown Vancouver or YVR South Terminal straight to Tofino Harbour. Enjoy 15% off your next flight!

[Plan your flight >](#)



Uniquely Tofino

Hike to the top of an island. See puffins at an offshore colony. Feast on a crab bucket seafood boil on the beach. Delve into lesser-known adventures in Tofino and beyond.

[Pack your bags >](#)



Spring Gift Guide

Mother's Day is almost here! Whether for Mom or someone else you care about, we have gift ideas for excursions, rest, stays, and more!

[Get inspired >](#)



Make a Difference

Travel has the power to have positive ripple effects, from the purchases we make to our habits. Here are five easy ways your trip can have a positive impact!

[5 ways to make a difference >](#)

WEBSITE

The main information hub we send visitors to

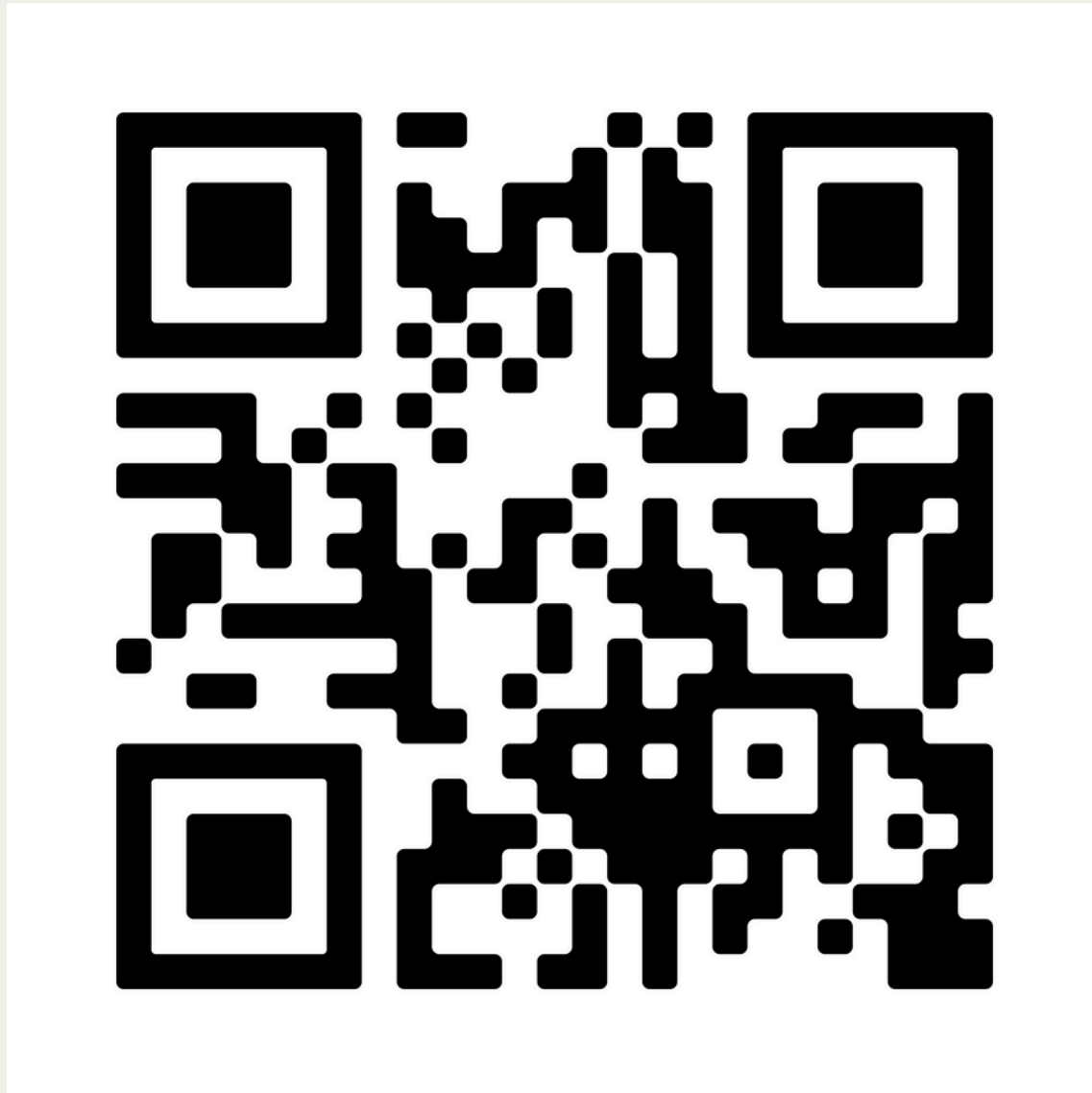
As a business, you can be featured:

- By category
- On “Packages & Offers” for accommodations
- In blogs

Callouts for blog posts go out through our Industry Newsletter, so please sign up!



You can sign up here...



Visitor Newsletter



Industry Newsletter