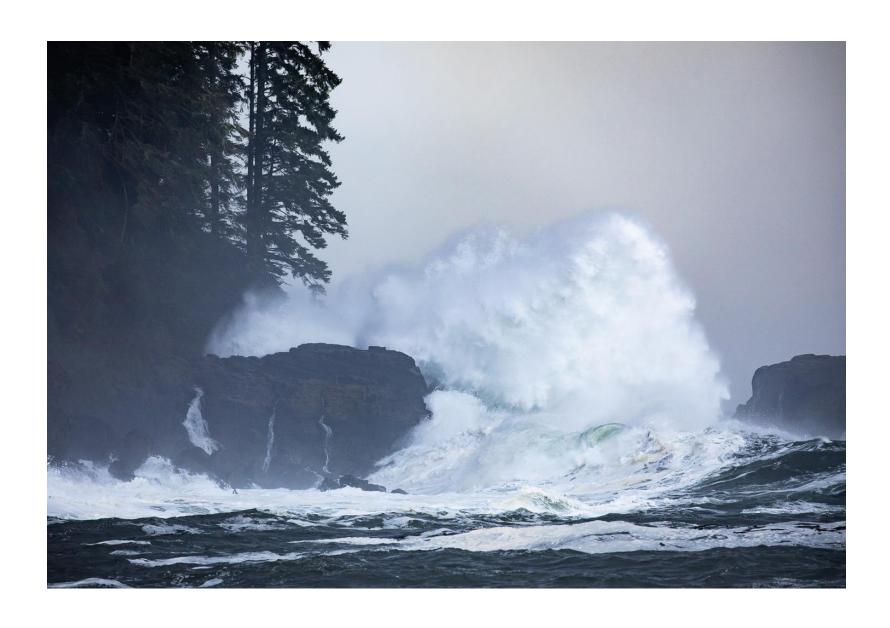


Nestled in the San Juan Harbour between the Pacific Rim National Park and Juan de Fuca Provincial Park

The Jewel of the West Coast





Where the Pacific Ocean meets miles of rugged and pristine coastline

Home to the World famous West Coast Trail



Home of the "Ancient Giant Trees"



Red Creek Fir



San Juan Spruce



Big Lonely Doug



towers nearly 24 stories high,

spreads over 12 feet wide,

and is nearly 40 feet around

Ancient Old Growth Stands:

Avatar Grove Mossome Grove Jurrasic Grove





Miles of uninterrupted habitat





3 local marinas



World Class Fishing



Big Beach offers more than 2 km's of pristine beach





The magnificent San Juan Estuary and Gordon River



Enjoy canoeing, kayaking or paddle boarding



Surfers tame the ocean waves at Port Renfrew, Sombrio Beach, and Jordan River



Fairy Lake, Lizard Lake or Twin lakes



Rustic camping, Family fun, and swimming



Enjoy our local wildlife



Roosevelt elk



Bald Eagles



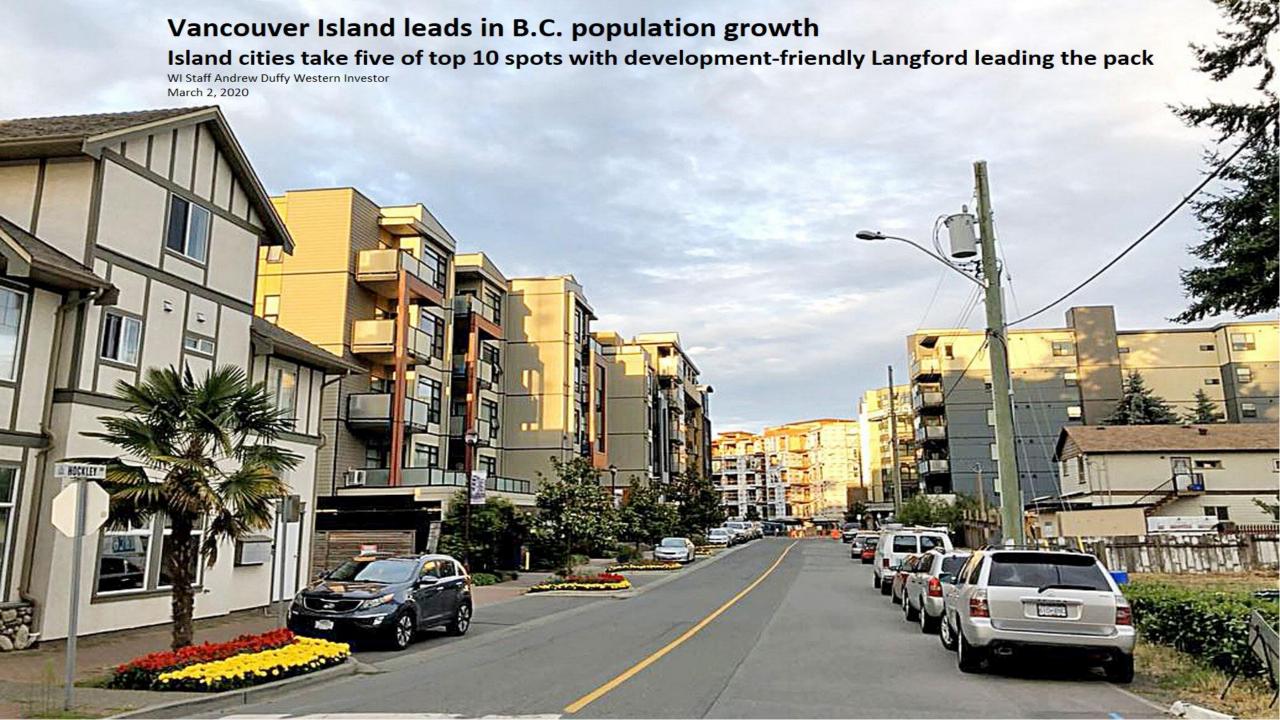
The iconic Killer Whale



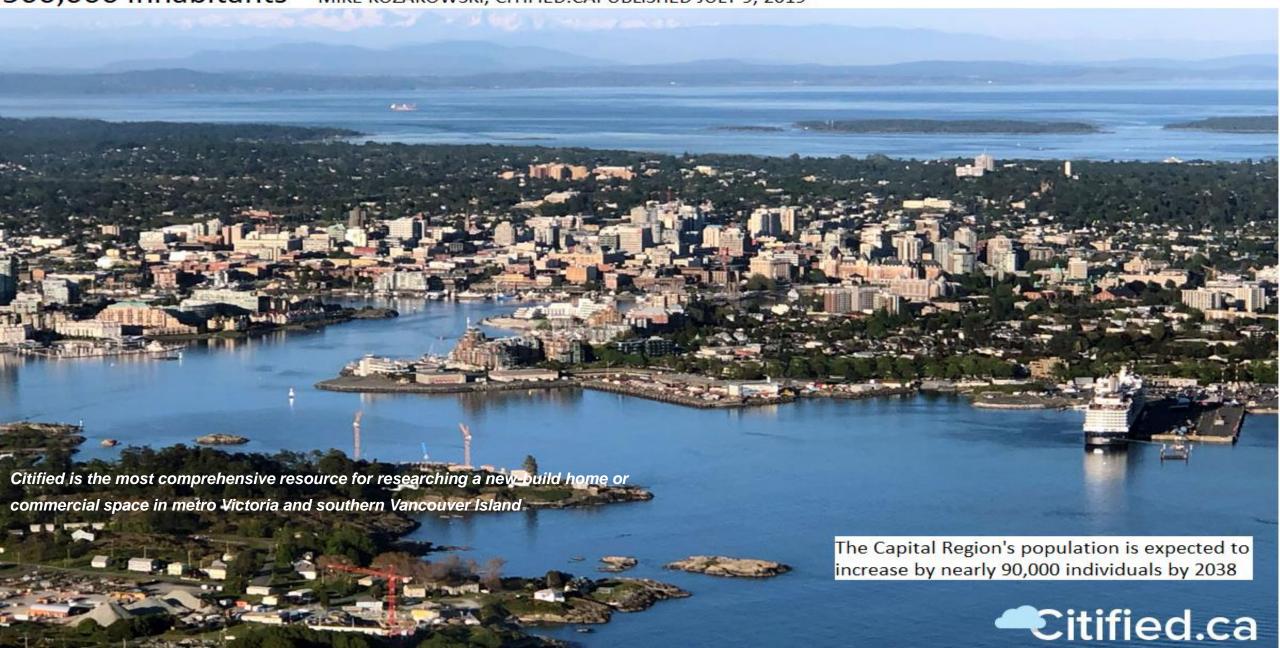
Humpback Whales and Grey Whales







Westshore population growth to outpace Saanich and Victoria as region heads towards 500,000 inhabitants MIKE KOZAKOWSKI, CITIFIED.CAPUBLISHED JULY 9, 2019



The Tofino Case Study

- Tofino's <u>economy</u> is primarily tourism based
- 750,000 visitors every year
- There are more than 1,500 accommodation units of various types
- Summer population ~5,000
- Winter population ~1,932
- Visitors Economic Impact \$240 Million Annual
- Tourism supports 2670 direct jobs generating \$60 million in annual wages

Figure 1-1: Visitor party size

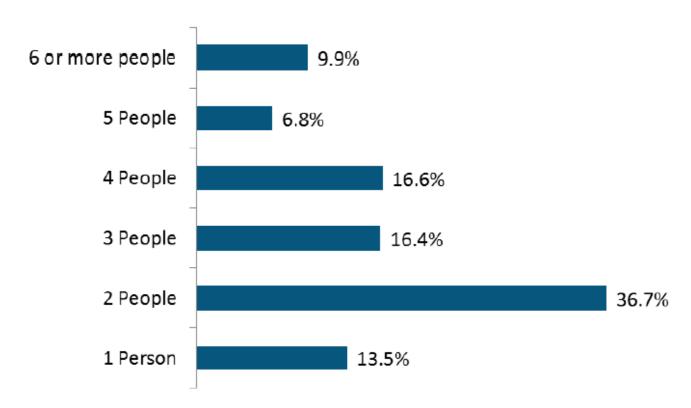
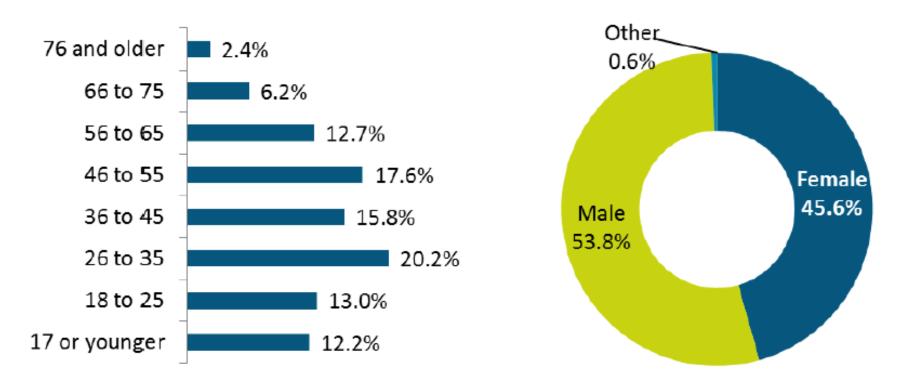
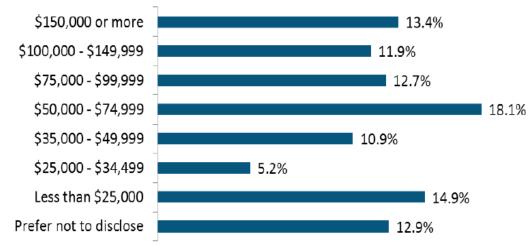


Figure 1-4: Age of visitors and gender of survey respondents



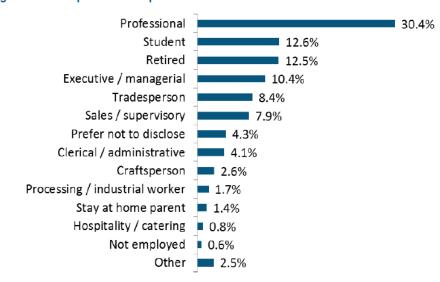
Source: InterVISTAS visitor survey and calculations. Note that gender is based upon the answers of respondents and not all visitors

Figure 1-6: Income of respondent



Source: InterVISTAS visitor survey and calculations

Figure 1-5: Occupations of respondents



1.2.1 Origin

Nearly three quarters of visitors to Tofino are Canadian (73%), nearly a fifth are international (18.2%) and less than a tenth are American (8.8%) (**Figure 1-7**).

Figure 1-7: Origin of visitors

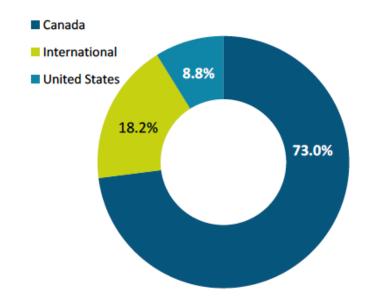
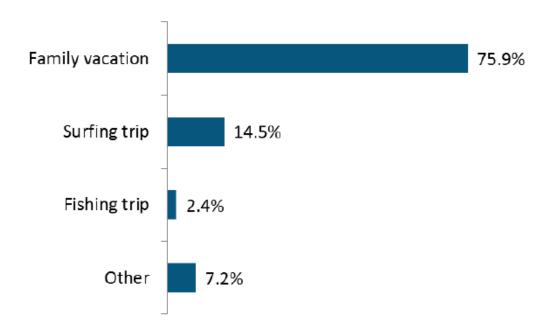
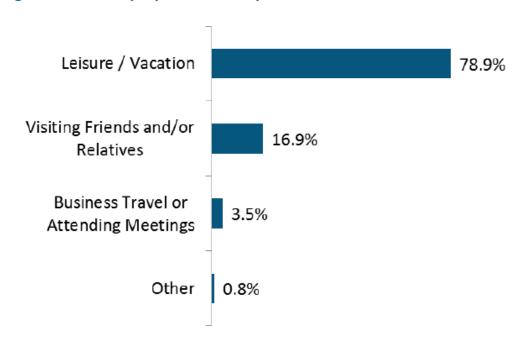


Figure 1-11: Top reasons for visiting Tofino on this trip

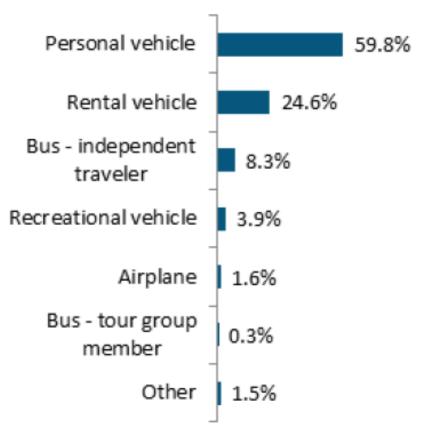


Source: InterVISTAS visitor survey and calculations

Figure 1-10: Main purpose of the trip



Travel to Tofino once on Vancouver Island



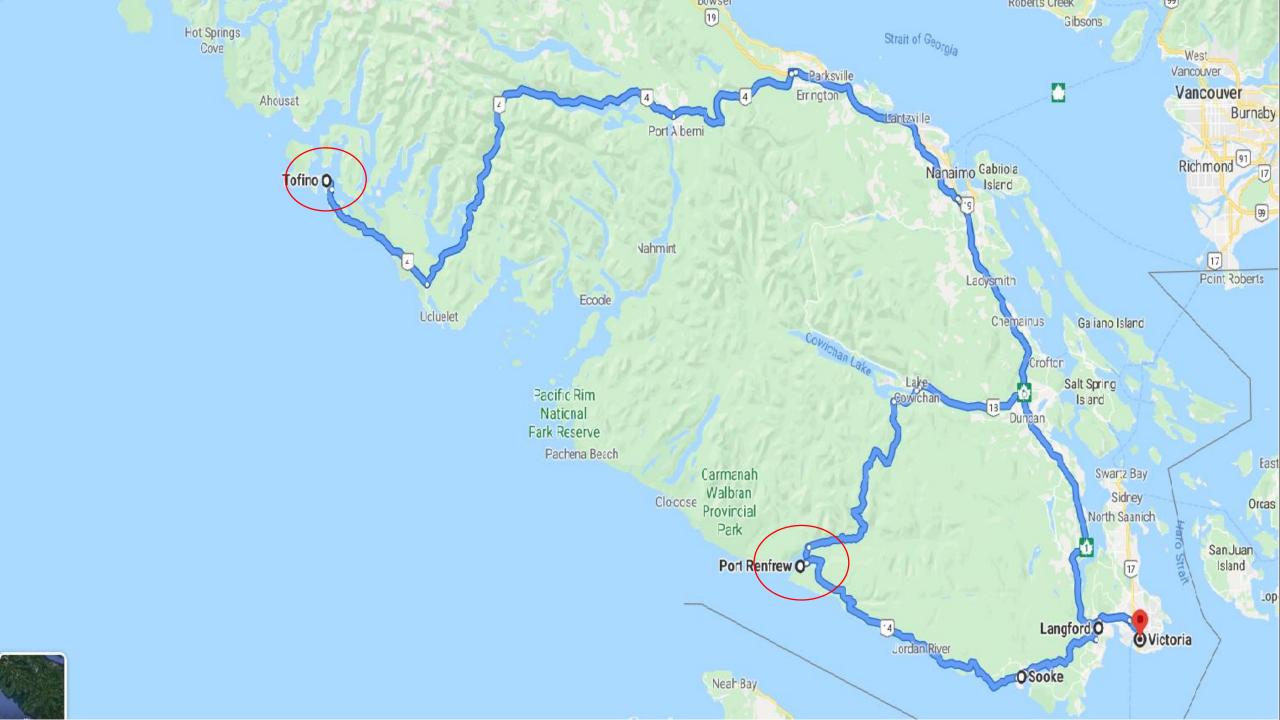
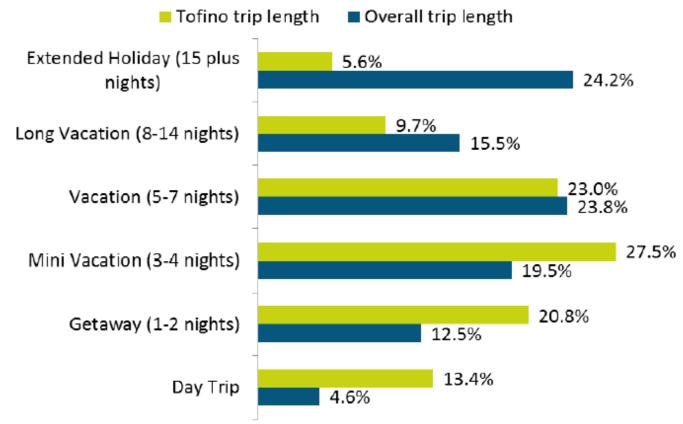
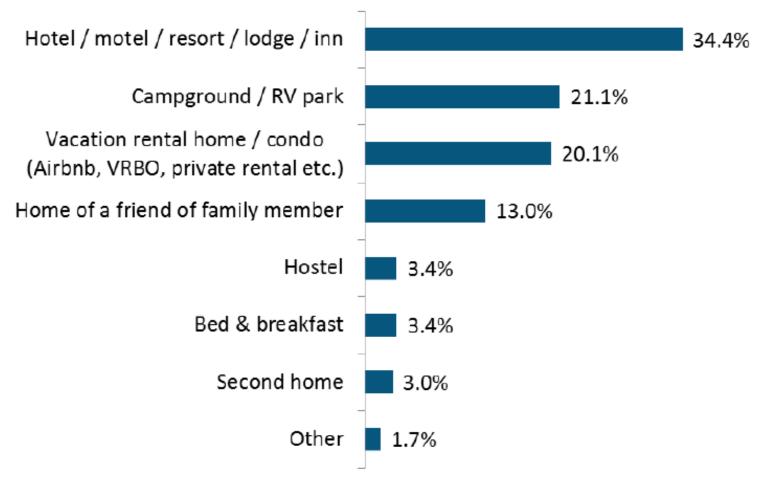


Figure 1-12: Overall trip length and length of stay in Tofino

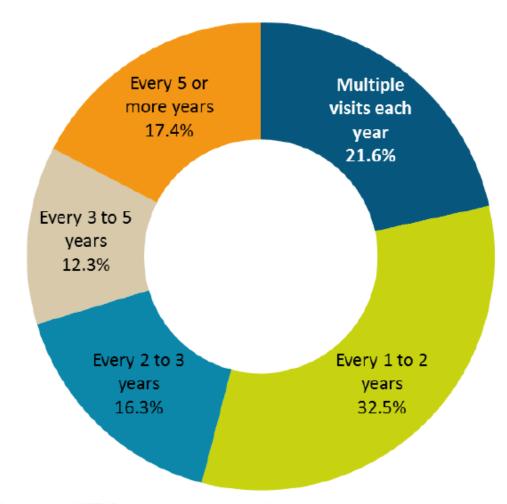


Source: InterVISTAS visitor survey and calculations



Source: InterVISTAS visitor survey and calculations

Figure 1-17: Frequency of repeat visits to Tofino



Source: InterVISTAS visitor survey and calculations



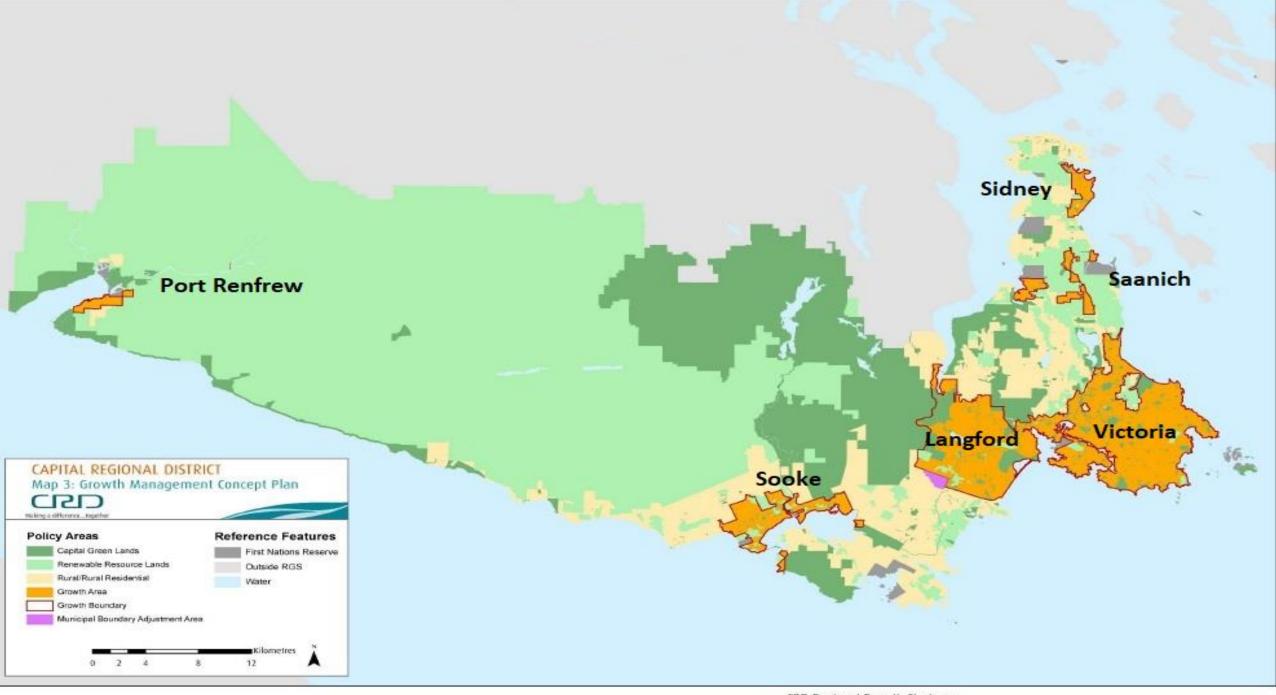


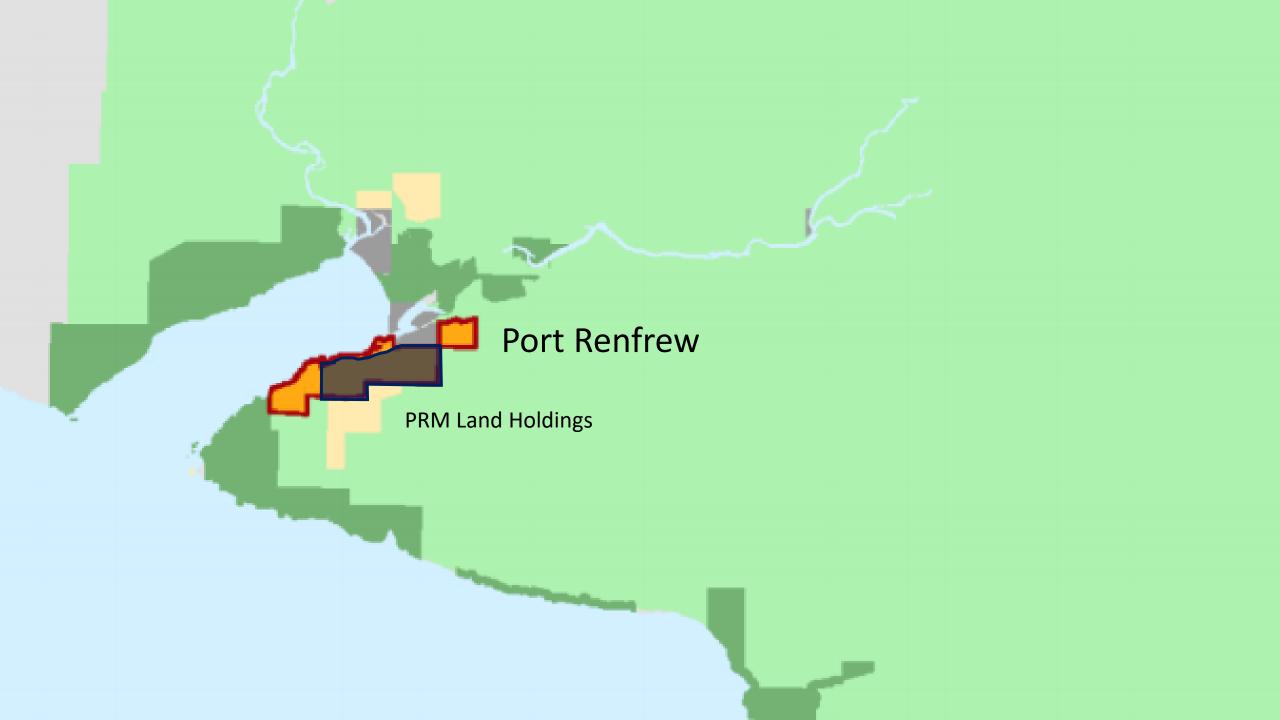


NON-RESIDENT BUYER'S TAX EXEMPT FOREIGN BUYER'S TAX
EXEMPT

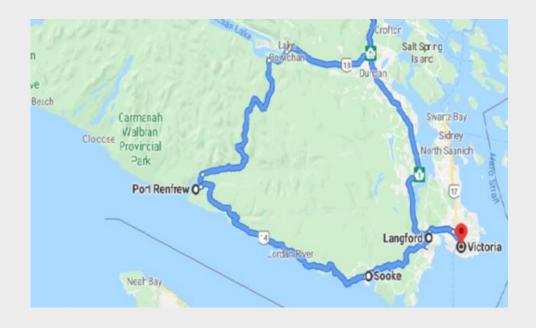
Designated High Growth Zone

Only one of a few select regions in the capital region district (CRD).





Ranked one of the Top 10 drives in North America in 2016



New Coast Guard Lifeboat Station

Historically other government agencies (RCMP, CBSA) follow.

Port Renfrew = Tofino

Port Renfrew shares the same fundamentals as Tofino, except 2.5 hours closer

Vancouver Island Facts

On the list of Top 10 fastest growing communities in BC, Vancouver Island was represented 8 times.

Langford, Tofino and Sooke are fastest growing island communities.

View Royal and Sooke tied for second fastest growing Capital Regional District (CRD) areas after Langford.

Vancouver Island Facts

Population is conservatively estimated to grow (southern end of Island) by 90,000 in next 15 to 20 years



Growth on the southern end of the island is restrained to the Regional Growth Strategy



