



Joint Media Release

For Immediate Release
September 3, 2020

Tofino and Ucluelet Launch “Show Your Love” Campaign for Safe, Respectful Travel *Visitors Asked to Show Care and Respect for Host Communities*

UCLUELET AND TOFINO, B.C. – Visitors to Ucluelet and Tofino will soon be greeted with new signage at the Ucluelet Highway 4 junction and the Tofino Visitor Centre prompting them to “Show Your Love for the West Coast”.

At a time when tourism to the West Coast would normally start to slow down, the streets and beaches of Tofino and Ucluelet remain busy. As guests continue to travel to the West Coast looking for wide open spaces on our beaches and trails, our communities are reminding visitors to stay vigilant in observing public health orders and respecting the region’s residents and environment.

The “Show Your Love” campaign is a collaborative effort to send a message that the COVID-19 pandemic knows no boundaries and doesn’t go on vacation, even in Canada’s premier beach destinations. To protect the Coast’s small communities, visitors are required to follow all COVID-19 safety protocols including regular hand sanitizing, physical distancing and wearing masks when physical distancing is not possible, including in stores and attractions. Masks are now mandatory in many West Coast businesses, including both Co-op grocery stores.

Tofino and Ucluelet have been much busier than anticipated this summer, and all visitors are asked to plan ahead before making a trip to the coast. Reservations for all accommodation types, including camping, are required prior to arrival until at least the end of October. RV’s, trailers, vans and tents are not permitted to stay overnight in areas that are not designated and authorized campgrounds – this includes parking lots, beaches and residential streets.

Since the beginning of Phase 3 of the Province’s Restart Plan, businesses in the region re-opened their doors with strict sanitation, hygiene and physical distancing protocols in place so that visitors, staff, residents and First Nations communities can be confident that safety remains the top priority. Booking with local accommodation providers early and accessing local tourism authority websites is one more way that visitors can ensure they have a place to stay and the information they need before arriving on the coast.

“It means a great deal to us when people show their respect for our residents and environment, and we want to encourage that kind of message however we can”, remarked Mayco Noël, Mayor of Ucluelet.

“There are so many actions visitors can take to show their love for the West Coast. Wearing a mask where required demonstrates respect for everyone’s health. Minimizing waste and responsibly disposing of garbage expresses appreciation of the natural environment and of frontline workers. Waiting patiently and politely in line-ups shows gratitude for hard-working tourism workers. We’re all in this together”, said Tofino Mayor Josie Osborne.

For travel information, contact:

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