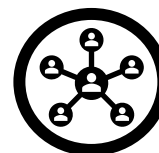


ENGAGEMENT SNAPSHOT

In this first phase of the development of Ucluelet's Tourism Plan, community members, businesses and organizations were invited to share articulate and share their perspectives on existing and future tourism through an online survey. **The following provides an overview of what we heard.**



280 completed **resident** online surveys
76% live full-time in Ucluelet
1,720 local population (2016)



64 completed **business** surveys
52 were owner/operators, **12** were lead managers.

KEY THEMES: A few ideas and perspectives shared from what we heard.

- > **Most respondents are supportive of tourism, but they also expressed some important concerns.**
- > **Tourism vision includes:** Sustainable tourism, preservation of Ucluelet's relaxed, small-town feel, and tourism expanded through educational and culture-based offerings throughout the year.
- > **Key benefits of tourism:** Tourism is essential for the local economy and contributes to vibrancy and community spirit.
- > **Key challenges of tourism:** Affordability and availability of housing for all, staffing shortages, peak period overcrowding, overuse of amenities and variability in visitation.
- > **Greatest strength:** a healthy, functioning, natural ecosystem is tourism's greatest asset, which would be complemented by eco-tourism and educational tourism experiences.
- > **Greatest weakness:** Lack of housing, essential services and infrastructure to keep up with demand.
- > **Shared responsibility:** Tourism Ucluelet and the District of Ucluelet were both seen as key organizations to ensure that tourism develops in a way that supports community goals; tourism businesses were also seen as important.
- > **Pandemic impacts:** Prior to the pandemic, 58% of business indicated that they were in a growth phase. A similar number indicated business levels were shrinking through 2020/21.

Engagement: 90%+ of residents were satisfied with the engagement so far and desired more face to face engagement in the future.