



Tourism Plan for Ucluelet Engagement Survey Report September 9th , 2021



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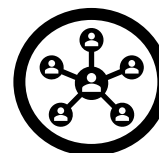
WCS engagement
+ planning

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.

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Summary of What We Heard

WHO WE HEARD FROM

The resident survey attracted 280 total participants, achieving a response rate of over 16% of the local population of 1,717 (2016 Census). The large majority (76%) lived full-time in the District of Ucluelet.

The business focus survey attracted 66 total participants. Of the 66 who responded the majority, 49 indicated they are the owner/operator of the business.

GENERAL THEMES

MOST UCLUELET RESIDENTS AND BUSINESS REPRESENTATIVES WHO PARTICIPATED IN THIS SURVEY ARE SUPPORTIVE OF TOURISM, BUT THEY ALSO EXPRESSED SOME IMPORTANT CONCERNS.

The provision of affordable, staff accommodation and locals' housing, and protection of Ucluelet's small town charm, ecology, and natural resource base are essential for the sustainable, nature-based tourism that most respondents identified as being important. Many expressed a desire to diversify the local economy and grow visitor levels in the off-season particularly and ensure tourism revenues are directed to improvements in infrastructure and amenities, and the cost-effective provision of essential services.

When asked about whether the benefits of tourism outweigh the negative impacts, 81% of businesses agreed, with only 5% disagreeing. On the same question only 57% of residents agreed, and 19% disagreed.

Possible implications: A balanced approach to tourism is key. Respondents were supportive of growing tourism but doing so in a way that doesn't exceed local capacities or diminish quality of life for locals.

CONSISTENCY IN BENEFITS ACROSS THE COMMUNITY

Respondents expressed similar views about the benefits of tourism to Ucluelet. These common themes included:

- Tourism is essential for the local economy, but it must be balanced - the right volume and type of tourism and visitor are needed.
- Tourism contributes to community vibrancy and community spirit.

Quality over quantity, careful growth, sustainable business models AND eco-friendly low-impact operations...

If we play it right, this town can become a premier boutique location, or else it will lose its appeal and charm.

Business Survey Respondent

- Tourism benefits should be evenly distributed throughout the community.

Possible implications: A balanced, planned approach to tourism is a must to ensure the benefits outweigh the negatives, and to maintain support for tourism. The pressure on natural assets, housing and infrastructure must be addressed. Fortunately, there is a desire to strengthen and manage some of the challenges identified.

CHALLENGES WERE SHARED ACROSS DIFFERENT GROUPS

Respondents shared very similar comments about the challenges of tourism to Ucluelet. These common themes included:

- **Affordability and availability of housing and staff accommodation** were prominent themes across all the engagement activities and cited by both groups of survey respondents. There were differences of opinion on who's (business, local government, and/or market) issue it is to solve.
- **Staffing shortages** due in part to lack of accommodations, but also due to low wages, and low quality of jobs available (that are not on par with increasing cost of living)
- **Overcrowding and capacity experienced at peak times** and across multiple areas such as trails, restaurants, amenities, accommodation, roads and parking. This leads to a diminished quality of life.
- **Potential loss of community/small town feel** was noted often and commonly in a response to capacity challenges, but also due to the behaviour of some visitors. The tension between some locals and visitors was noted.
- **Overuse of some natural areas and resources** such as beaches, trails and parks leading to pressure on local ecosystems and special places such as surf spots and natural features. Pressure on fish (salmon) stock was noted.
- **Variable/seasonal visitation throughout the year** presents challenges for businesses serving visitors with respect to providing full employment and ramping services up and down.

Possible implications:

- Clean, safe, and affordable accommodation are needed for locals, staff and visitors alike. The current housing crisis and shortage of affordable accommodations are forcing locals to leave, contributing to staffing shortages, and to illegal camping and RV use which encroaches on Ucluelet's natural areas as well as neighbourhoods.
- The availability of housing and a positive work/living environment are important for attracting and retaining good quality staff who are ready to help visitors get the most out of their Ucluelet experience. More staff may also help businesses to expand hours during underserved times, as would more consistent hours between businesses and across seasons. Housing for the workforce is an urgent concern that needs to be addressed in Ucluelet.
- With tourism growth expected to continue, efforts to manage overflows and spread visitation throughout lower demand periods are required. Fortunately,

residents and stakeholders are supportive of spreading out visitation and expanding non-peak times (including midweek in the winter and summer) which should make it more viable for businesses to maintain staff. Spreading out visitation and encouraging off-peak periods along with efforts to reduce barriers to new businesses could strengthen the case for new restaurants, amenities and accommodation.

- Improving public transportation options within Ucluelet and promoting active transportation as much as possible during peak months will help with congested traffic and insufficient parking.
- The natural places, trails and beaches that attract visitors and residents to Ucluelet and area are gems that need to be experienced but protected as well. A variety of management activities for the most popular locations should be considered and there is support for this approach.
- Supporting visitors to integrate with and respect the local community through targeted marketing and communications, pre and in-trip messaging, a welcome kit, ambassador programs and education could help to improve the interactions between visitors and residents.

WHILE MOST RESPONDENTS ARE COMFORTABLE WITH VISITOR LEVELS, EXISTING CORE ATTRACTIONS AND SERVICES ARE BEYOND CAPACITY AT TIMES

Businesses and residents (who completed the entire survey) were asked to "Indicate your level of disagreement or agreement with the following statement. "There are too many visitors coming to Ucluelet." Most disagreed indicating general comfort; however, many feel Ucluelet is on the cusp of becoming 'too busy' at peak times and all the engagement activities captured examples of overcrowded amenities and services such as:

- Essential medical services
- Grocery stores running out of food
- Parks and trails
- Beaches and surf spots
- Restaurants
- Use of trails and lack of funding is making maintenance challenging
- And while all trails aren't at/overcapacity, there is concern that trails on private land need to be protected to ensure a variety of offerings and to spread out users

SUPPORT FOR TOURISM GROWTH EXISTS IN THE SHOULDER SEASONS, AND THERE IS A PREFERENCE TO MAINTAIN SUMMER LEVELS.

To better understand perspectives toward tourism levels businesses were asked to "Select the approach to tourism visitation levels that you think is most appropriate for Ucluelet to pursue during the following seasons (Summer, Fall, Winter, Spring)."

Most leaned toward **supporting growth in visitor levels, particularly in Fall and Winter**, and to a slightly lesser extent in **Spring**. Most conveyed a desire to **maintain visitor levels in the Summer**.

Possible implications:

- With tourism growth expected to continue once COVID-19 restrictions ease, efforts to manage overflows and spread visitation throughout lower demand periods are needed. Expanding non-peak times (might include midweek in the winter and summer) could make it more viable for businesses to maintain staff. Spreading out visitation and encouraging off-peak periods, through expansion of events, festivals and educational and cultural tourism products, could strengthen the case for additional investment in existing businesses.
- The natural places, trails and beaches that attract visitors and residents to Ucluelet and area are gems and need to be protected and maintained. A variety of management activities and the cultivation of a stewardship-minded visitor-base should be considered.

PERCEIVED RESPONSIBILITY FOR ENSURING TOURISM SUPPORTS COMMUNITY GOALS IS SPREAD ACROSS TWO ORGANIZATIONS

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, with tourism businesses also playing a strong role. Respondents pointed out that the role of First Nations individuals and businesses in Ucluelet's tourism plan is important and there needs to be engagement with them.

Possible Implications: With the perception of responsibility placed mainly on Tourism Ucluelet and the District of Ucluelet, these two organizations will have a large role to play in guiding and implementing this tourism plan. It will be important to make sure both organizations are resourced to be able to do this, and engage and listen to First Nations groups, businesses, residents and visitors in its development. Fortunately, business sees a role for themselves as well so this will provide support for implementation.

BROAD AGREEMENT ON STRENGTHS AND OPPORTUNITIES FOR IMPROVEMENTS

Participants were asked, "What do you see as top Ucluelet's tourism industry strengths?"

Overwhelmingly, respondents indicated that a healthy, functioning, natural ecosystem is tourism's greatest asset, which would be complemented by eco-tourism and educational tourism experiences. The town's lack of housing, essential services, and infrastructure to keep up with demand, were seen by respondents as the greatest weaknesses.

Possible implications: There is strong support for a tourism plan that articulates a model for sustainable tourism and planned (slow) growth.

SPECIFIC TOURISM BUSINESS THEMES

MOST ARE EXPANDING, BUT THERE ARE SOME BARRIERS TO GROWTH

Prior to the pandemic, 58% of the businesses participating in the survey stated they were in a growth phase, and they were asked about challenges with growing.

- In addition to **COVID-19 restrictions**, other key concerns include
- **Staffing issues, reduced margins, lack of amenities, and infrastructure (roads, connectivity), and government red tape**

Possible implications:

- Housing has already been discussed as an important foundation for attracting staff, and with many businesses indicating 'Ucluelet' lifestyle as one of the strengths for staff further efforts could be made to recruit staff with this messaging.
- Government 'red tape' is often cited as a challenge to expansion in communities. Most 'red tape' has a purpose and while frustrating at times local governments have a role to serve and protect multiple interests. High development cost charges and business expansion challenges, as well as frustration with the municipal leaders and development staff were some of the items raised. Further outreach to explain the purpose of certain rules and to better understand which rules are issues may help.
- A possible parking management strategy could address the limited parking spaces and traffic congestion noted downtown especially in summer. Improvements to transit and active transportation should be explored.

VISION & OPPORTUNITIES TO IMPROVE ENGAGEMENT

Overall, there is a strong desire by respondents to stay engaged and informed on the development of a tourism plan that reflects their values for sustainable tourism, preservation of Ucluelet's relaxed, small-town feel, and sees tourism expanded through educational and culture-based offerings throughout the year, with resources directed to priority needs like housing, infrastructure and essential services.

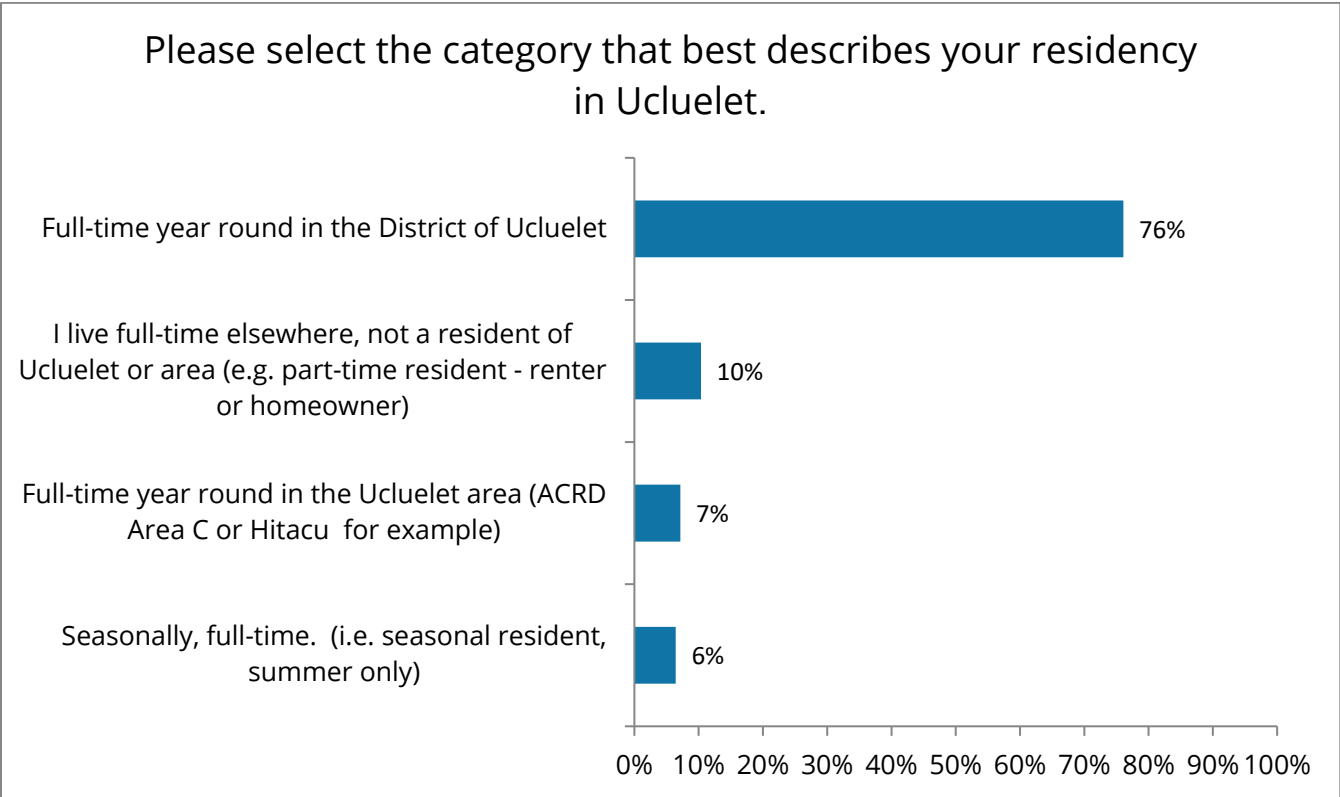
The following pages included the detailed compilation of what was captured in the two surveys to residents and businesses.

Residents

Q1- RESIDENCY

The resident survey attracted 280 total participants, achieving a response rate of over 16% of the local population of 1,717 (2016 Census). The large majority (76%) lived full-time in the District of Ucluelet. Of the 280, 20 indicated they lived full time in the Ucluelet area. Nine out of the 11 respondents in the 20-30 age category live full-time, year-round in the District of Ucluelet. Of the 49 respondents who indicated they were retired, 39 (80%) indicated that they reside in the District of Ucluelet on a full-time, year-round basis.

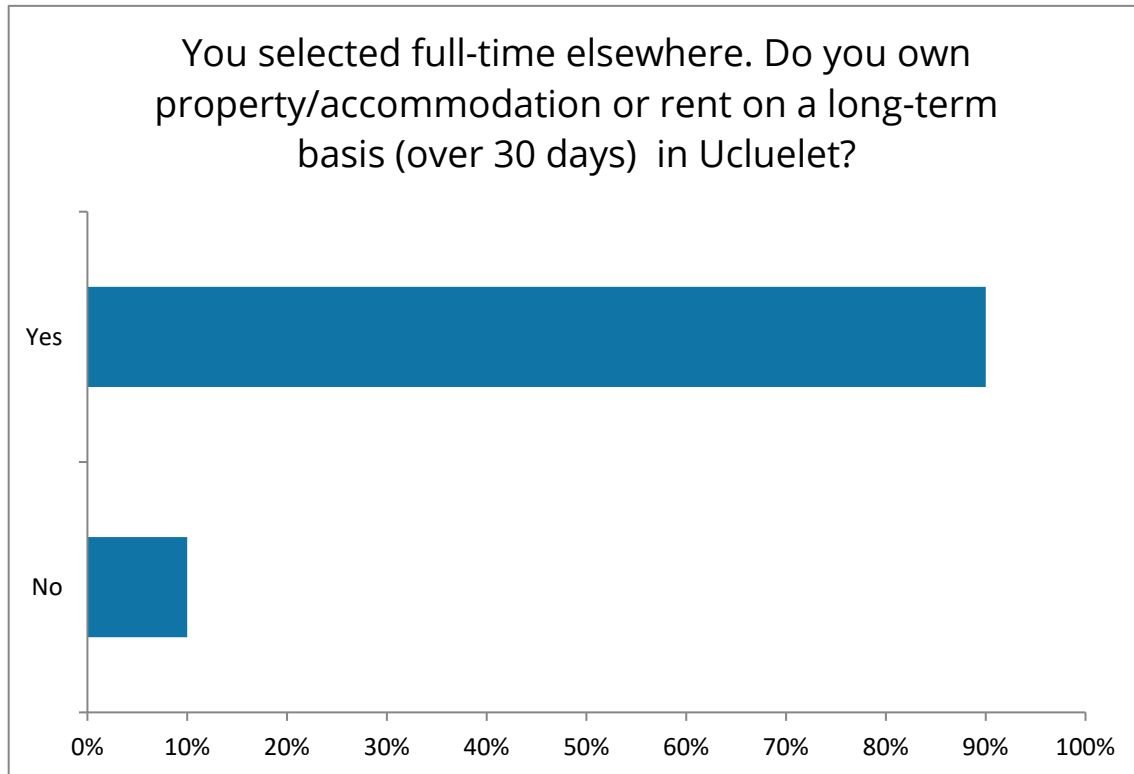
280 answered, 0 skipped



Q2- PROPERTY OWNERSHIP

Of the 30 participants who stated that they live full-time somewhere else, 27 indicated that they own property/accommodation or rent on a long-term basis in Ucluelet. The one retiree who stated that they live full-time elsewhere, indicated that they own property /accommodation or rent on a long-term basis in Ucluelet.

30 answered, 250 skipped



Q3-Q6- NUMBER OF YEARS IN UCLUELET

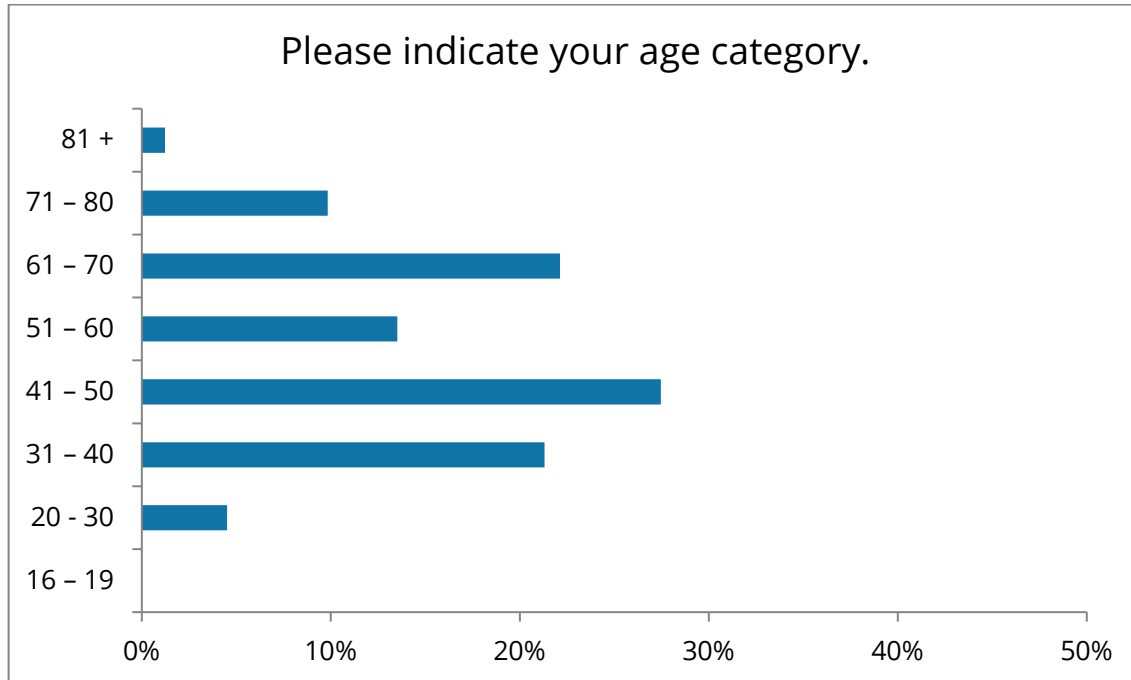
On average, residents have lived full-time in Ucluelet or the surrounding area for a little over 15 years. The median number of years that this group of residents has lived in the area is 10. Of the 13 survey respondents who indicated that they have been coming to Ucluelet and living here for several months on a seasonal basis, the average number of years they have been doing so is 14, and the median is 16. For individuals in the 20-30 age bracket, the average number of years they have resided in the Ucluelet area on a full-time basis is 8, and the median is 4.5 years. Retirees on average have lived in the area for a little over 15 years, and the median is 10 years.

For the 25 respondents who indicated that they had owned or rented property in Ucluelet, 8.6 is the average number of years they have done so, and 7 years is the median. Finally, 25 respondents indicated that they spend on average 49 nights per year in their Ucluelet property. The median is 30 nights per year.

Q7- AGE OF RESPONDENTS

The majority (67 of 244) of respondents were between the ages of 41 to 50, followed by (54 of 244) individuals who are between the ages of 61 to 70, then individuals between the ages of 31-40 (52 of 244). There were 11 people in the 20-30 age bracket. All the survey respondents were over the age of 19, and only 3 were 81 years or older.

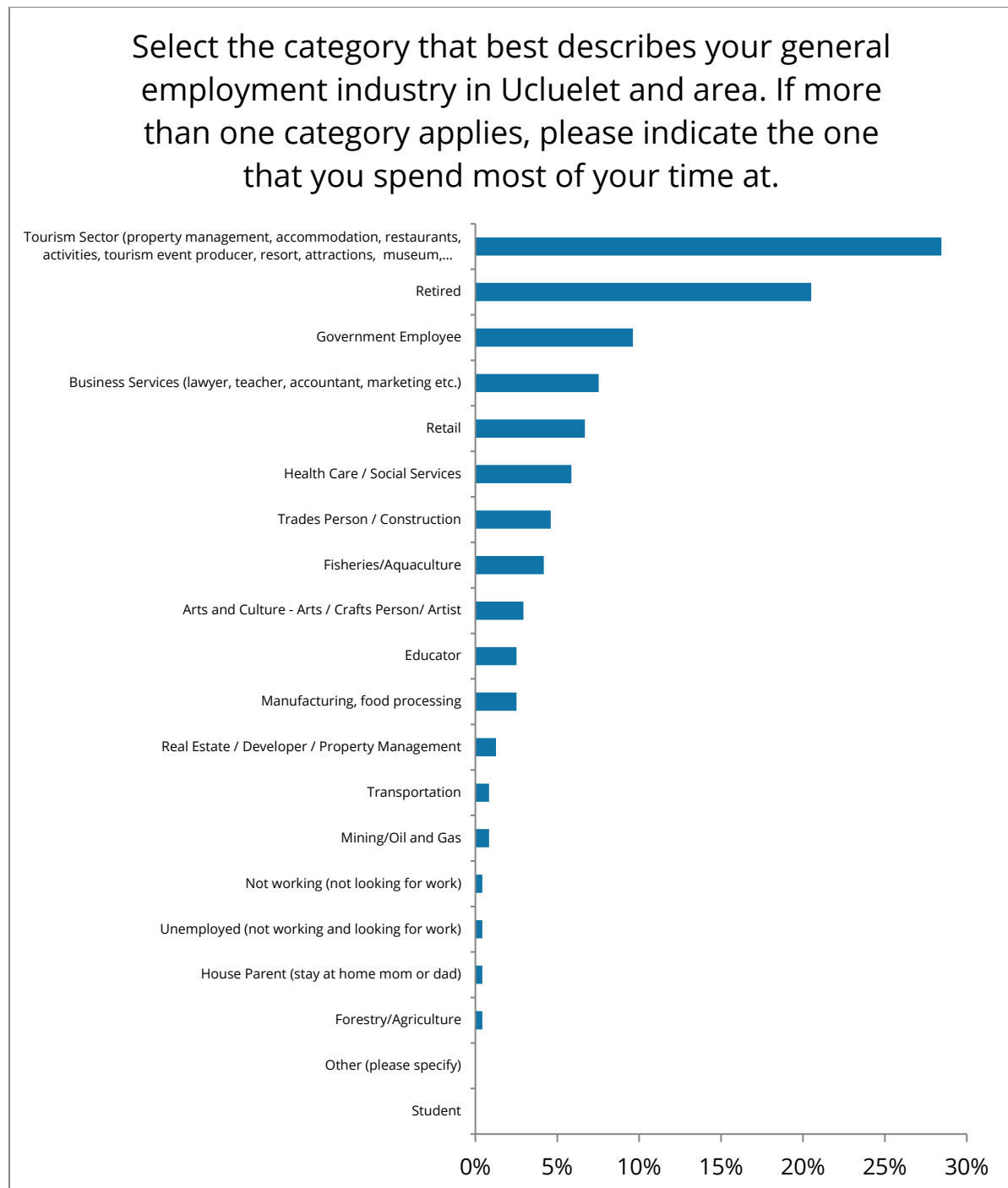
244 answered, 36 skipped



Q8- EMPLOYMENT

Individuals working in the tourism sector comprised the largest group of respondents (68 out of 239), followed by retirees (49 out of 239), government employees (23 of 239), and business services professionals (18 out of 239). 8 of the 11 respondents in the 20-30 age category are employed in the tourism sector, 1 works in the trades, 1 is in real estate and 1 is employed in the health care / social services industry.

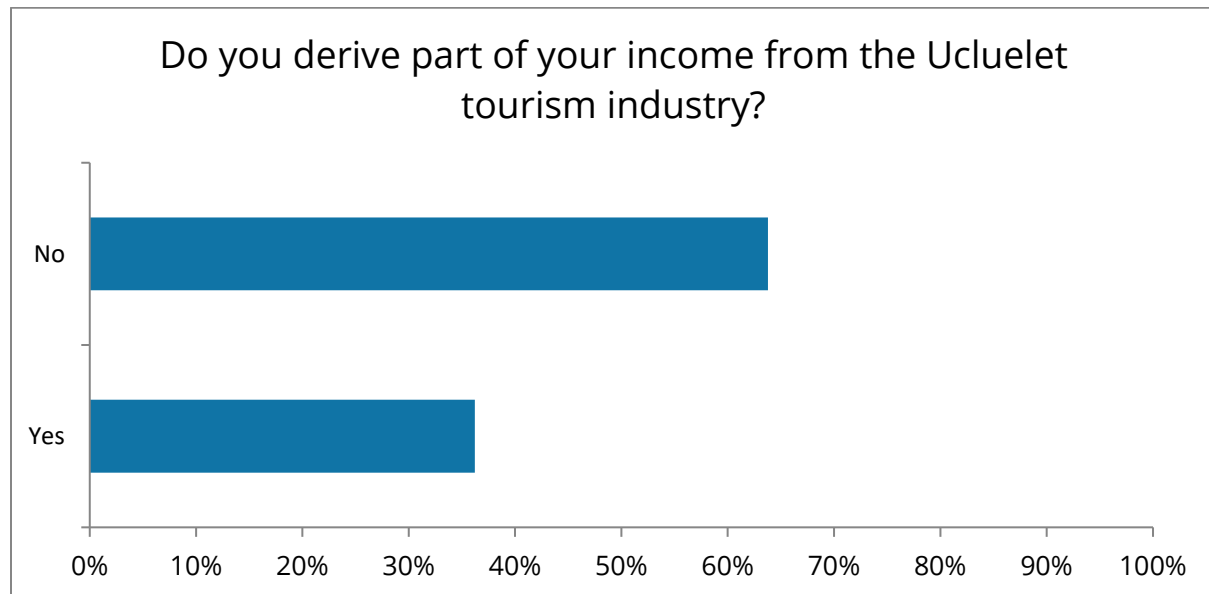
239 answered, 41 skipped



Q9- Employment in tourism industry

The majority (125 out of 196) of respondents who indicated non-tourism industries in Q8, indicated that they do not derive part of their income from the tourism industry. The remaining 74 do derive some income from tourism. **Combined with the 68 from Q8, and the 22 who have close relatives or spouses deriving at least some income from tourism, makes a total of 164 respondents (59% of all) with a close connection to tourism.** None of the 11 individuals in the 20-30 age category indicated that they derive part of their income from tourism. Two of the 49 retirees indicated that they derive part of their income from the tourism industry.

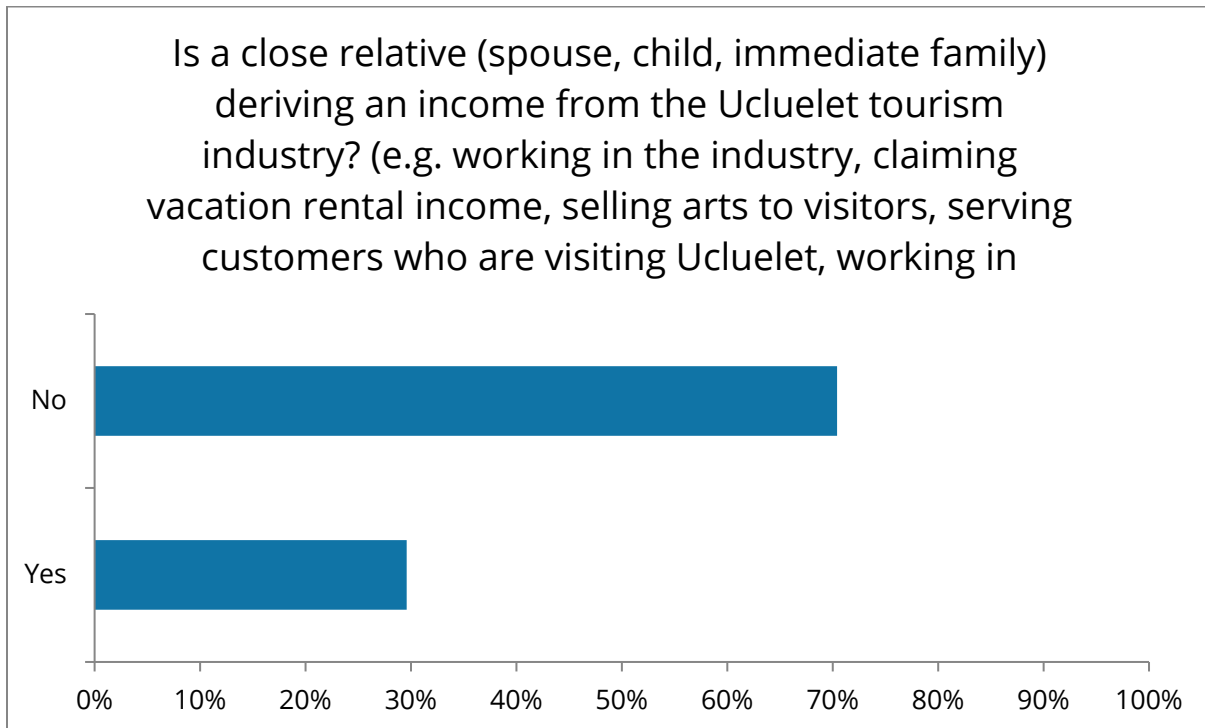
196 answered, 84 skipped



Q10- FAMILY PROXIMITY TO TOURISM INDUSTRY

The majority (138 out of 196) of respondents indicated that they do not have a close relative or spouse who derives part of their income from the tourism industry. 22 (8%) respondents indicated that they do not derive their income from tourism but have a close relative who does. 5 of the 49 retirees have a spouse or close relative who derives some of their income from tourism.

196 answered, 84 skipped



Q11- RECOMMENDED ACTIVITIES

The top three things' respondents tell visiting friends, family, or guests to do while in Ucluelet are:

1. Wild Pacific Trail (93) and / or Walking / Trails (59)
2. Beach (especially Wick Beach) (81)
3. Aquarium (48)

Q12- ARE THERE ANY PLACES OR ACTIVITIES AROUND UCLUELET YOU PREFER NOT TO SHARE WITH VISITORS?

Out of 123 respondents, 45 indicated that there are no places or activities that they prefer to keep quiet (18 of 26 retirees who answered this question responded this way). The other 78 respondents prefer NOT to share the following with visitors to Ucluelet:

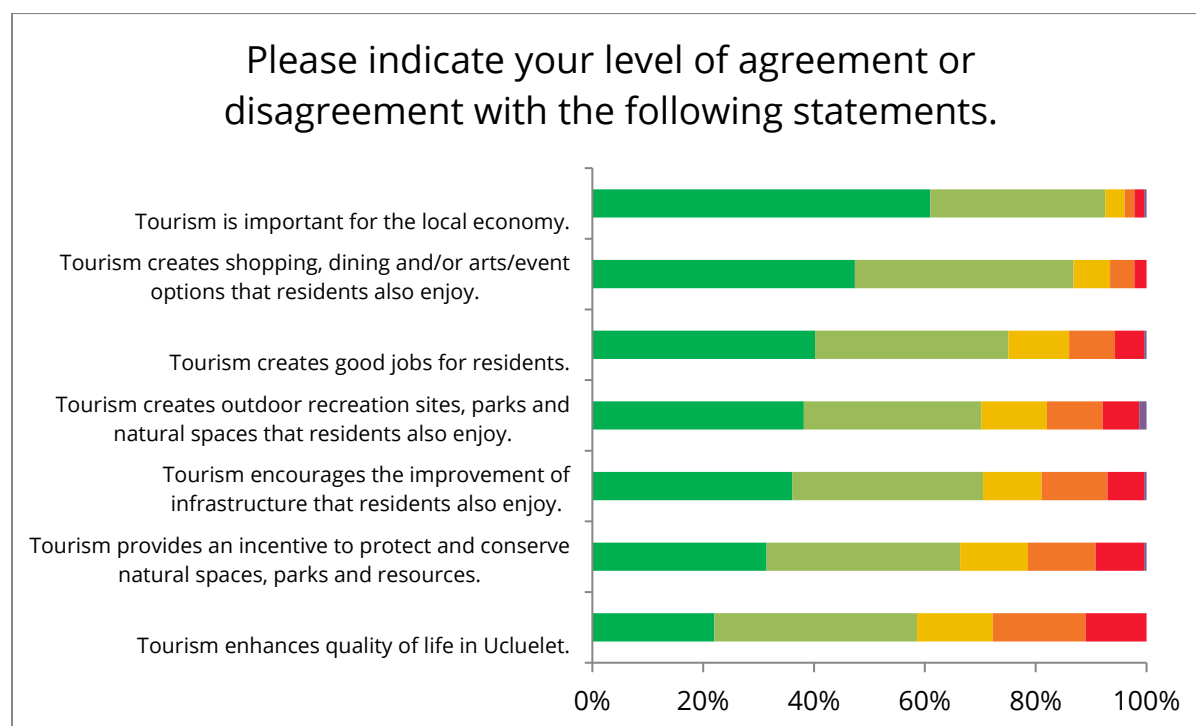
123 answered, 157 skipped

Kennedy Lake (Swim Beach 9)	14
Logging /Back Roads	11
Local beaches	9
Florence Bay	7
Local trails	6
Wyndansea property	5
Local surf /snorkeling spots	5
Fish Farm / Hatchery (1 of 26 retirees)	4
Mushroom picking spots	3
Mt. Ozzard	3
Half Moon Bay	2
Virgin Falls	2
Willowbrae	2
Culturally sensitive spots	2
Sky Couch	2
Co-op	2

Q13- PLEASE INDICATE YOUR LEVEL OF AGREEMENT OR DISAGREEMENT WITH THE FOLLOWING STATEMENTS.

There was the greatest concurrence among respondents that “tourism is important for the local economy” (139 out of 229 strongly agreed). There was the least amount of agreement around the statement “tourism enhances the quality of life in Ucluelet” (only 50 out of 229 strongly agreed).

229 answered, 51 skipped



Q14- PLEASE USE THE COMMENT BOX TO GIVE MORE INSIGHT TO YOUR RESPONSES OR TO LIST OTHER BENEFITS ASSOCIATED WITH TOURISM IN AND AROUND UCLUELET.

*In response to the question on the benefits of tourism, many survey respondents conveyed the downside of tourism. This prompted a reframing of the question to consider the broader impact (both positive and negative) of tourism as shown in the table below.

Overall, most comments presented mixed or negative views regarding the benefits of tourism. Many respondents noted the importance of tourism revenue to the local economy, and benefits such as a larger tax base for infrastructure upgrades but highlighted the negative effects of tourism in the same comment. Frequently conveyed negative effects include the low quality / low paying jobs tourism provides, its contributions to the housing shortage, wear and tear on infrastructure / demand for

infrastructure improvements (and related costs to locals), higher cost of living and the diminished quality of life due to (over)crowding, disrespectful visitors, reduced access to essential services (e.g., the grocery store) and harm to the natural environment. Several respondents referred to tourism as a “necessary evil” and advocated for a balanced approach that would slow growth, ensure natural areas were adequately protected and would see the benefits of tourism more evenly distributed.

112 answered, 168 skipped

Issue	Benefits	Neutral / Mixed	Drawbacks
Local economy -13	Tourism revenue is important for local economy - 12 Revitalized the town, which was failing pre-tourism boom - 1 TU is a great org - 1	Uneven benefits (e.g., tourism businesses gain, others miss out/suffer)-3 Boom / bust/ seasonal aspect-1 Good, but growth needs to be slowed-4	Lack of economic diversity-5 Overwhelms locals-1
Jobs - 28	Creates jobs - 11		Low paying jobs with no job security or benefits-17
Taxes (11) & infrastructure (21)	Increases tax base -8 Contributes to infrastructure / trails / beach / benches skatepark improvements-7 WPT improvements 1 Access to the \$45 million path 1	Need improvements to co-op circle and highway to junction needs to be paved, development, road maintenance-3	Greater burden on locals to enhance /improve infrastructure. Tax implications of expanding services (sewer / water) due to tourism-2 Taxes should come from locals who respect the place-1 Overuse of infrastructure by visitors = a tax burden-4 Insufficient parking -2 More garbage / waste / pollution -5 Doesn't contribute to infrastructure despite claims -3 Wrong infrastructure built (trails) instead of bathrooms, sidewalks on both sides of street -3
Housing (18) & Essential services -3	Supported /enhanced through tax dollars from tourism -1		Locals excluded / suffer long wait times to meet basic needs (grocery shopping) -5

Issue	Benefits	Neutral / Mixed	Drawbacks
			Contributes to a housing shortage -9
Quality of Life/ Vibrancy of community & Culture -26	Supports restaurants- 4 Esp. for a small town- 2 Most visitors are respectful-2	Tourism should improve access-1 Need a balance-6	Increases wait times for locals-3 Increases the cost of living-6 Fuels a negative consumption based culture (doesn't create anything)-2 Disrespect shown by visitors seeds resentment by locals- 13 Van / transient culture-2 Wait times and crowds overwhelm locals and diminish quality of life-4 Encroachment / adverse effects for Indigenous peoples -1 Culture / events for visitors vs. locals - 1 Less peace and quiet - 3 More crime- 2
Education (2) / Tourism Ucluelet (2)	TU is doing a great job- 2		More needed for people to respect and care for area when they visit -2
Environment (7) / Nature (6) / Sustainability (2) Habitat (1) / Conservation (7)	Affords better protections than natural resource industry - 2	More eco/nature- base tourism needed - 2	Adversely affected (e.g., migrating bird species- 1 Destroying natural beauty through overuse and pollution- 10 A disincentive to protect sensitive spots -1

COMMENTS BY DEMOGRAPHIC SEGMENTS OF INTEREST

20-30 Age Bracket (3):

- I think tourism does the opposite of creating protection of natural spaces. Yes, it prevents overuse of our land by the natural resource industry. However, with the amount of garbage and pollutants that businesses produce (for example,

garbage left from hotel guests, emptying hot tubs, importing goods), we are sending toxins back into the earth constantly. As well, with the number of visitors to Ucluelet and Tofino and the size of the towns, I do not believe there is the infrastructure to support the waste of so many humans. In addition, the space used to set up a business and the housing built to support tourism workers leads to the destruction of our rainforest.

- I think tourism creates jobs, but "good" jobs are hard to say given that most jobs in the tourism sector do not pay enough for people to afford the cost of living in Ukee. Same goes for economy, sure it brings in money, but again hyper inflated housing costs don't help the local economy in a real way. If tourism is the only reason to make parks, preserve nature, and create good infrastructure and amenities in town, we might need to rethink our priorities. Residents deserve those things as well and furthermore, the protection of wild spaces in a place like Ucluelet should go way, way beyond human enjoyment.
- I do think tourism is important for the town, but I do think it is also destroying it at the same time. The whole town economy shouldn't be base just on tourism.

Retirees (15 of 49):

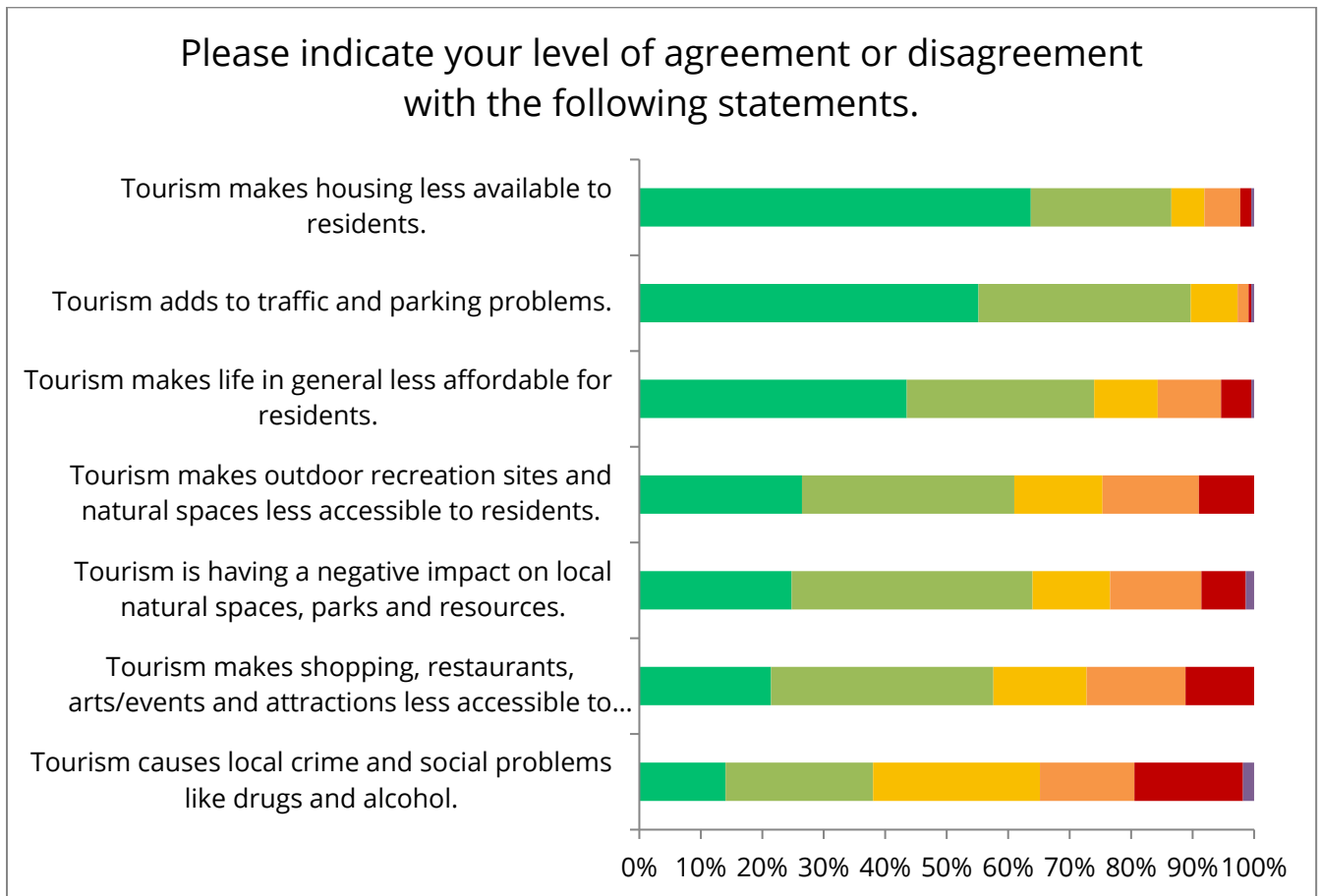
- With the current infrastructure, we are not able to increase the number of tourists, never mind the increase in residential development. We have a great need for better water supply and medical services.
- Tourism is a catch 22, it does create some jobs and tourists leave some money behind, but it is also destroying the ambience, natural beauty, and the pleasure of living in this wonderful town.
- Tourism brings income, and that increases the tax base, so the burden is shared.
- Traffic circle is long past due at the co-op intersection also the highway to and from the junction needs paved along with Peninsula Rd. past the co-op
- The central question is "just how much?" We all need to learn the word "sustainable". You cannot pour a quart into a pint bottle, and this is what Ucluelet risks doing.
- I love the peace and quiet of the off-season but realize that we all benefit from a strong local economy and the incentive to improve infrastructure to support tourism.
- Too many tourists do not respect our natural resources and increase crime in our small town.
- While I realize that Ucluelet is a tourist town now, I would prefer that it not turn into the crazy town that Tofino is, where one cannot enjoy local things because there are so many tourists in town. I tend to avoid Tofino for that very reason.
- I moved to this area for the peace and tranquility of the area. I fear that is changing with the influx of tourists, especially the disrespectful ones.
- Tourism is of particular benefit to stores, trailer parks, motels, fish guides, kayak guiding, restaurants, gas stations, B&b's etc. Etc.

- I feel the overwhelming focus of the District on tourism has kicked the resident locals to the curbside.
- Development for tourism is often a disincentive to protect natural spaces - many undeveloped spaces have been “somewhat” developed to the detriment of the environment- years of the Big Beach clear cut, gravel road when developers did not complete the project, as one example. Our current example is the black hole of a failed development on Peninsula road
- Meeting people from all over the world
- Tourism in moderation adds business viability so helps locals afford to live here but there is a tipping point when too many tourists ruin quality of this gem. Then folks will look for the next gem that has the traits that once attracted them to Ukee (&Tuff). Nature needs stewardship for its inherent value not simply for the pleasure of humans, local or tourists.
- soon to be only industry with good paying jobs in this area of the Island

Q15- PLEASE INDICATE YOUR LEVEL OF AGREEMENT OR DISAGREEMENT WITH THE FOLLOWING STATEMENTS.

Regarding the following statements, the largest proportion of respondents (142 of 224) strongly agreed with the statement that “tourism makes housing less available to residents”, followed by 123 who strongly agreed that “tourism adds to traffic and other parking problems. “There was the least amount of agreement (31 of 224) with the statement, “tourism causes local crime and social problems like drugs and alcohol.”

224 answered, 56 skipped



Q16- Please use the comment box to give more insight to your responses or list other concerns associated with tourism in and around Ucluelet.

Additional concerns regarding tourism in Ucluelet are detailed in the table below.

97 answered, 183 skipped

Lack of affordable housing for locals / staff	20
High cost of living (driven up by tourists, esp. in the summer)	13
Tourism benefits outweigh negative effects (if there is a balance and rules)	12
A need for more planning /monitoring of tourism impact/ balanced growth and sustainable tourism	11
Crowds / overcapacity / overrun / lines	11
Lack of parking / too many cars /motorhomes	9
Diminished quality of life. Locals stop frequenting restaurants, parks etc. Changing community feel.	8
Lack of respect / need for respect	7
Garbage / litter / waste (dog, human)	7
Crime (although some caused by vagrants rather than tourists) / Safety	7
Lack of resources (policing, staffing, natural)	6
Accessibility (for seniors, to beaches, trails, trailheads)	5
Lack of enforcement / policing	5
Traffic, congestion and road safety	5
Illegal short-term rentals / proliferation of Airbnb	4
Need to prioritize infrastructure spending so it benefits locals as well as tourists	4
Illegal camping / squatting	4
No comment	3
Inadequate wages	3
Substance abuse /drugs	3
Unevenness of tourism benefits / unfair distribution of costs (e.g., unfair advantages to new neighbourhoods with vacation rentals over old despite paying same amount of taxes)	2
Strain on essential services, amenities	3
Other: Need to attract nature-based tourist visitors, need for more sustainable power generation (tidal)	2

Comments by Demographic Segments of Interest:

20-30 Age Bracket (4):

- All I can say is the lack of housing due to Airbnb is a major issue. Something needs to be done about this.
- I think residents and tourists can exist happily in Ukee if considerations for parking and cost are taken seriously - if eating out is too costly I will not do it often or at all. Many items in town are just way more money than even just over on Port Alberni. I have a hard time believing the extra hour of driving a truck each way adds that much cost. And we see many residents shop for necessities out of town. I understand the space limitations in the park, and I absolutely do NOT think we should expand parking lots and disturb the already stressed park

habitat, but you try going to Long Beach on a Saturday in July and you'll see why locals and long-term visitors are trying to find secret spots in every corner of the peninsula to get away from the crowds. I know there is not much to be done about that besides encouraging people to visit in the off season. As for housing, I think we all can see quite clearly that housing is less available to residents and completely out of the question for most people working "regular" or minimum wage jobs in town. As someone working for ~\$20/h I'll be lucky if I can afford a home in 10-15 years.

- There should be more rule about vacation rental, and second homeowner to prevent them to be rented short term. Housing is a big problem for resident. Most resident can't afford to buy a house or even rent a 1-bedroom apartment by themselves and that is if they even find one available.
- I believe drugs would be more of a problem without tourists. Towns with industries that have died (i.e., logging and fishing, mills etc.) seem to be worse off when they haven't found a new industry to replace them (tourism)

Retirees (13 of 49):

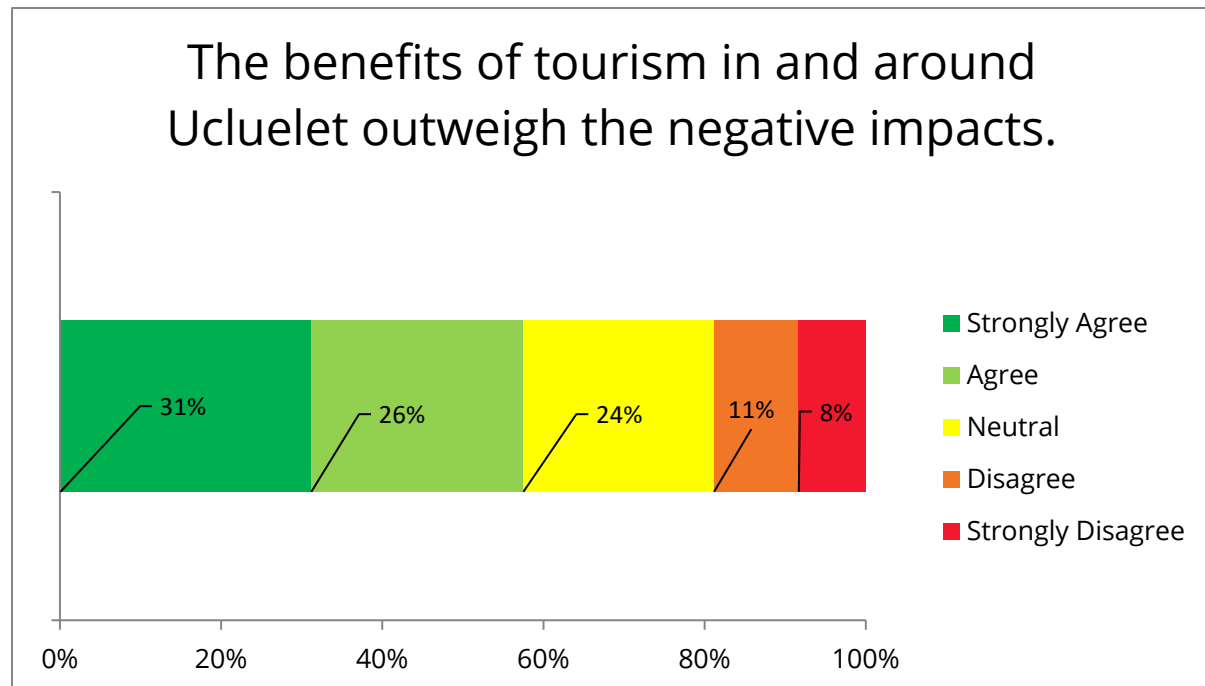
- We personally don't use our National Park or local beaches most of the year. As much as we have enjoyed them when younger, parts of our park and local trail system are beyond our physical ability.
- Way too many people, stressing the town and the services.
- Tourism can be additive to the community if done properly or it can be destructive and detract from long term residents. Family tourism, that promotes family activities and enjoys the same activities as residents (trails, beaches, picnics, boating, fishing) contributes positively to the town and builds infrastructure that can be enjoyed by all. Having groups descend on the town that are bent on using the areas nature spots as party grounds would be a blight. I think appealing to families is the key.
- Divide the town and make one-way traffic around the raven lady down behind the co-op and out by the high school and circle one way back past the co-op, no brainer
- Ukee is unable to support greater tourism re affordable accommodation for young visitors & seasonal employees. We also need to promote eco-tourism & protection of our natural spaces.
- Very disappointed at the lack of respect that some tourists show towards our community. Locals can no longer enjoy Kennedy Lake or similar areas due to safety concerns. We do not have the resources to police the increasing volume of tourists.
- We have limited resources such as water, and infrastructure such as sewage treatment capacity and medical services, so continued development of new tourist accommodation should stop. More is too soon going to be too much, and we need to limit the numbers of tourists here at any point in time. Enough already!

- Tourists do tend to care less about keeping spaces clean when they visit. An example might be doggy poop bags along the trail. I find it hard to believe this is locals. Really, who do they think will clean that up? And for housing, we cannot find affordable places for staff because there are so many vacation rentals popping up. There has to be a balance.
- Because commercial fishing, logging, mining have or soon will run out necessary resources, i.e. fish, trees, minerals, tourism is keeping the west coast economy somewhat viable. We should be able to use the ocean tides to produce low-cost electricity which in turn will create secondary industries viable. We will one day be able to sell this electricity to areas of Canada not near the ocean tides. The tides are a potential clean, never ending, incredible source of energy right before our eyes which one day will make our economy soar.
- The fact that bylaw enforcement of illegal short-term vacation rentals seems to be nil and that the District is rewarding bad behavior in their recent Reef Point decisions speaks for itself.
- Ucluelet District policies have not been flexible enough so as to encourage existing home / property owners to offer long term housing.
- Going back to the beginning: no category for owners who spend more time than just summer season. // Gradually have noticed that we and our full-time Ukee friends now avoid the popular trails and some restaurants during the busiest tourist months. This has been a gradual development.
- Minor inconveniences overall are acceptable given the offsetting benefits.

Q17- THE BENEFITS OF TOURISM IN AND AROUND UCLUELET OUTWEIGH THE NEGATIVE IMPACTS.

The majority of respondents strongly agree (31%) or agree (26%) that the benefits of tourism outweigh the negative impacts. Most people in the 20-30 age category who answered this question (7 out of 10) agree that the benefits of tourism outweigh its negative effects, while 2 are on the fence and 1 disagrees. 19 of the 41 retirees who answered this question strongly agree or agree with the statement, 15 are on the fence, and 7 strongly disagree or disagree that tourism benefits outweigh the negative impact of tourism.

228 answered, 52 skipped



Q18 - LOOKING TO THE FUTURE

Thinking 10 years down the road, describe what you think tourism in and around Ucluelet should look like (e.g., who visits, what do they do, how do they act, who benefits, how does tourism integrate or not with our community and environment, etc.).

Overall, respondents indicated that in 10 years they would like Ucluelet to offer a high-quality experience for visitors while protecting locals' enjoyment of the area and its amenities, as well as access to services. Many identified a need to reduce the volume of visitors and strike a balance with provision of accommodations, infrastructure, services and supplies to ensure local access with minimal added costs. Taxing visitors and eco-tourism were frequently suggested as ways for striking this balance, supported by the creation / enforcement of bylaws to better address the negative impacts of tourism (illegal camping van parking, noise, garbage, human waste). Preservation of the town's character was an important concern. Finally, many respondents would like to see visitors in the future arriving prepared and showing respect for the people and the land.

Restrict growth: Slow growth / Incremental growth/ limit the number of visitors/ balanced growth / regulate visitor numbers for a better-quality experience Cap on tourism 4 Hotel / visitor rental cap 4 / lottery system to reduce numbers / cap on surf school operators	58
Adopt eco-tourism / environmentally sustainable / regenerative / non-extractive / active /nature-first / stewardship-oriented tourism model / local tourism	56
Preservation of Ucluelet's unique small-town character (no strip malls, family character, green, friendly, sleepy) add planters and greening, keep it clean, focus on beaches and trails and history / needs of community come first / differentiate offerings from Tofino	36
Educate visitors before and on arrival re: limited supplies in town /respect/ ecologically sensitivity of local species and habitats (e.g., a welcome kit) Clearer signage to inform / educate visitors on arrival (e.g., dead end beyond coast guard road) Attract respectful, responsible, high-paying guests who are appreciative of local community, and natural area (no partiers)	31
(Tourism should support) Infrastructure additions / completion of upgrades (roads, BMX, water fountain, trails, shed for maintenance, parking, water / sewer, parks)	27
Increase affordable & comfortable accommodation options for staff / locals	23
Increase by-law enforcement (re: prevent littering, waste, noise, vandalism) / Improvements on current problems. Ban on illegal camping / van parking (logging road camping)	19
More / greater accessibility to essential services (medical centre, grocery store, schools) and amenities (more restaurants, aquarium stay open longer, food trucks, camp sites) staffed parks	16

Tax visitors / locals discount pass	10
Protect local natural resources (coordinate with province re: sport fishing, harvesting shellfish)	9
Promote local ownership / no foreign investment	8
Keep cost of living affordable / improve wages so locals don't get pushed out	8
More engagement / respect for Indigenous folks / build a Friendship Centre / sharing of Indigenous culture	7
Limit B&B licences/ Airbnb (especially in residential neighbourhoods)	7
Learning facility / opportunities / expand science offerings of aquarium	7
Greater focus on the arts music. More opportunities/events/spaces for artists to get together and showcase/ sell/teach about their work	6
Too late - Ucluelet is already a tourist trap / too expensive / irreparable housing situation / lack of control over changing the situation	6
Reduce traffic by offering better trail system, an e-bus, better connect the community	6
More foreign tourists, fewer local tourists (who bring cars), more bus tours	6
Better coordination with the provincial and federal governments, as well as landowners and other key stakeholders to improve multiuse of logging road, local resources, and tourism in general. Issues to address: Prevent private landowners restricting access to natural areas. Prevent trail encroachment on peoples' private property	6
Diversify economy / less reliance on tourism	5
Offer more nightly accommodations	4
Improve walkability / accessibility of downtown	4
Create a fund to protect forests, ban old growth logging, and buildup mountain / trail biking	4
Grow tourism, combine events with Tofino	4
Nothing / maintain the status quo	3
Develop a year-round tourism product. Buildup tourism offerings in the off-season (e.g., offer conferences)	3
Address congestion (e.g., Zones (historic, shopping, food truck) to address congestion, pay parking for visitors)	2
Improved civic accountability, transparency and management of tourist companies and their impact on the environment, the region, and other tourists	2
More service offerings / choices for visitors	2

Who knows what will happen in 10 years / hard to say	2
More community-based activities (e.g., baseball and hockey leagues, Revamped drive-in for movies)	2

Comments By Demographic Segments Of Interest

20-30 Age Bracket (5):

- I believe tourism should look relatively the same. Hopefully more businesses will choose to run in an eco-conscious manner. I do not think that the tourism industry here should expand any further. It will ruin the rainforest and oceanfront. People come to Ukee for the small-town feel and go to Tofino for a party scene. I think that distinction should be kept. Ucluelet could use some more events though.
- This one is difficult because it is hard to say how the world will change in the next 10 years. Will we have much beach left as sea level rises? When the salmon are gone will any whale come through? Will the eagles be around when we've cut down most of the forested area in town? We must prioritize nature because that is our only real assets here on the coast. We must shift to regenerative business models that give back to the people and the nature here. I see a town where anyone visits, not just the ultra wealthy from Victoria and Vancouver that I see the ads geared at. People from all walks will still come here so we must cater to them as well. It is elitist to suggest otherwise. We must cater our ads to all and show them what the values of the coast are - inclusivity, respect for nature, respect for peoples, ownership, etc. Extra taxes and funds from tourism should go directly to the citizens and the town's infrastructure. Not always to more tourism ads and trails. The cost of operating an Airbnb should be way higher so that more funds can go into affordable housing and incentives for homeowners to have long term rentals. A town where it's more evenly split between locals and tourists. This town is going to grow a lot and it cannot become one big tourist attraction, I see a future where the culture of the town is celebrated and the people that connect to that culture come here to live it.
- I think there is no need to advertise as much the place for tourism. That money should be put for better parking, more public washrooms, get more doctor/nurse with housing, it should be put toward the residents.
- I would like to see our community full of families and working people with tourism as a necessary industry to keep money flowing through. I would not like to see large resorts or empty mansions over taking our town. I think if we focus on keeping housing affordable for low-medium income people and families (who generally work in tourism here), we can keep a strong sense of community. I would like to see tourists continuing to enjoy the natural outdoors, trails, beaches and other sightseeing. I don't think we should aim to become flashy to benefit tourist but aim to attract tourists that enjoy the natural beauty of this place.

- A better walkable downtown area, less shabby houses on the peninsula/more restrictions on what should/should not be allowed i.e.: (oyster Jim's statues). I like that Ucluelet attracts an older and more responsible crowd of hikers and nature enthusiasts who enjoy the quiet of Ucluelet over the hustle and bustle of Tofino.

Retirees (30 of 49):

- One would hope that within 10 years, all of the District's repairs and upgrades of infrastructure would be complete. Developments that have been ongoing for years should be completed. Tourism is the only way this town will exist; it's the primary source of revenue now and into the future.
- Wider roads in town, more development for business and residential
- Hard question! Personally, we would hope that the tourists of the future, respect our community and environment.
- Tourism does not integrate with a community or the environment, it overwhelms small communities and is a negative pressure on the environment.
- International families who want to experience eco-tourism and the unique climate and environment of Ucluelet would be ideal. They have invested a great deal to make Ukee a destination and they have the means to enjoy it in a way that contributes to the economy. They eat at our nice restaurants, they stay in accommodations that cater to entire families, they go on eco-tours, and they walk our trails. They learn about our indigenous roots with tours and talks from that community. They take surfing, boogie boarding lessons and experience the magic of the cold clean ocean. They may sport fish and they take at least one boat tour of the area. Ukee should position itself not as another cool surfing destination...allow Tofino to continue to be the cool hippy wannabe spot for surfing dudes/dudettes, they do it very well there, let Ukee be known as the spot for a family vacation.
- Tourist should be informed that beyond coast guard road is a dead end and only B and B guests should proceed
- Frozen at more or less present level.
- Big emphasis on eco-tourism, with supporting marketing campaign to attract responsible tourism. According to The International Ecotourism Society (TIES), ecotourism can be defined as "responsible travel to natural areas that conserve the environment, sustains the well-being of the local people, and involves interpretation and education".
- Don't think all of our vision should be focused on tourism. What about other resourced based industries such as kelp farming, shellfish aquaculture, etc. that works with our environment, not against it!
- Tourism that encourages positive environmental education is important to us.
- Develop tourist facilities well away from the residential areas. Limit B&B licenses so that there is no overnight parking on the streets. Promote family activities,

not the beach-party culture. Promote dining at local restaurants and coffee shops. Patrol the trails and beaches so that garbage and vandalism are kept to a minimum and residents can feel safe walking there again.

- Much greater emphasis on history -- First Nation, Early explorers, Pioneers, lifestyle
- We should keep the current number of places for the tourists to stay as is and stop approving any further developments. What they do is ok. Some surf, some hike, some take boat tours etc. All ok. We all benefit from the money they spend here and the jobs they support. But we and our communities our environment cannot safely handle any more of them!
- I would like it to be a place where like-minded people come to experience the beauty and solace of our area, not come here in droves because it is some sort of Canadian mecca. I would like Ucluelet to keep some of her sleepiness and mystery while sharing that with locals and visitors. Not sure if that makes sense, but it is how I see it. Then the locals benefit from industry and the visitors benefit from having an interesting place to visit and learn about. The problem with more people is often that they bring along the big city attitude and they don't see the treasure that they might be spoiling. It is our job to help them see that and want to protect it. Hope that helps.
- Unfortunately, we have little control over tourists visiting here. So, congestion, crime and litter will be a huge problem.
- There needs to be greater balance between what tourism brings and what local residents can afford.
- I can see Ucluelet as a nice tourist/vacationing town
- Can't comment because I don't have faith in the OCPs and I fear our community is going to be overwhelmed by pursuing the tourist \$\$\$.
- Kind of a useless question, given that we can't depend on OCPs.
- There should be a strong focus on preventing private landowners from restricting access to the public to the natural coastline and other natural areas.
- Increased choices
- Extend the bike path to connect to the Park 2) Put in more walking trails 3) Suitable & safe parking required for trailheads
- I would wish for a Ukee that has had 10 years of oversight done through the lens of land stewardship first and foremost: limits on growth; creation of viable businesses that are designed for locals not just tourists; recreation that fits the ecology, i.e., golf courses don't for many documented environmentally damaging reasons; no chain businesses or big box stores (these both ruined Banff). Essentially a 'nature first' approach. Last, local higher educational opportunities for young, especially for careers that can be sustained. Affordable homes of creative types, coops, being but one example.
- About the same activities as now but more visitors likely annually.

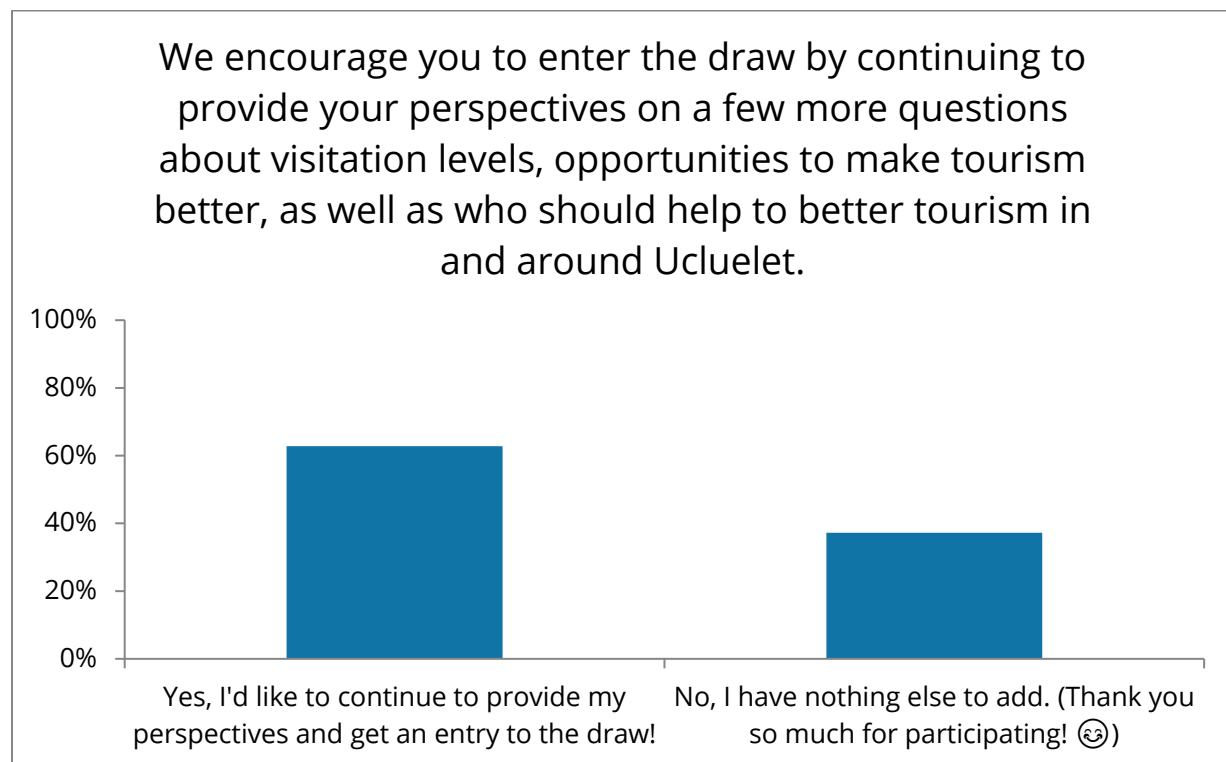
- I see Ukee as a world class marine attraction. Many waterfront walks and trails, plenty of opportunity to boat, fish, surf, whale watch and learn (aquarium, talks, events). I hope to see the Wind n Sea site building vacation homes, low rent apartments and tiny homes for seasonal workers and new, young transplants to Ucluelet. Perhaps the Wind n Sea site could also house a mini-commercial area, one or more new hotels and a permanent research facility to augment the aquarium. I'm afraid housing costs will not go down, but with a substantial new housing push we might be able to keep costs in check and provide smaller and less expensive options for new and local residents. I also feel that tourism is the life blood of the community. A new research or permanent learning facility could keep us from becoming a one-trick town and help stabilize the strong seasonal employment imbalance.
- I would hope tourism would be helping to maintain what the tourists come to see - the natural world
- More places to stay for the night
- I think there should be limitations on the number of visitors and more public education on how to function as a tourist in an environmentally sensitive region. I'm not sure how this would be managed but people come here without accommodation and have nowhere to stay, end up staying in their cars, vans, etc. Literally people are pooping on residents' yards, and how is this OK in any way shape or form. And they are also impacting the surrounding bush/natural environment. The environment is fragile and easily degraded. There should be more oversight in the parks and on municipal beach areas and trails to discourage inappropriate and unsafe activities. I believe a collaborative approach by the municipality, the indigenous bands, and the federal park Reserve is needed to approach the issues inherent to large numbers of visitors. Perhaps having a tourism tax in the municipality that goes towards affordable housing projects, Local initiatives benefitting residence from a health perspective such as updated outdoor park equipment, monies assigned to benefit age related seniors/Youth/family programming
- Organized nature hikes with guides Catch and release sports fishing Seasonal food trucks More campsites Bylaw officers enforcing laws
- More ecotourism.

Q19 - AGREED TO KEEP GOING

Of the 280 respondents, 135 agreed to fill out the additional 10 survey questions.

- 38 of the 58 respondents who answered and are associated with tourism in some way decided to keep going.
- 6 of the 9 20-30 age group respondents kept going.
- 21 of 37 retirees who answered decided to keep going.

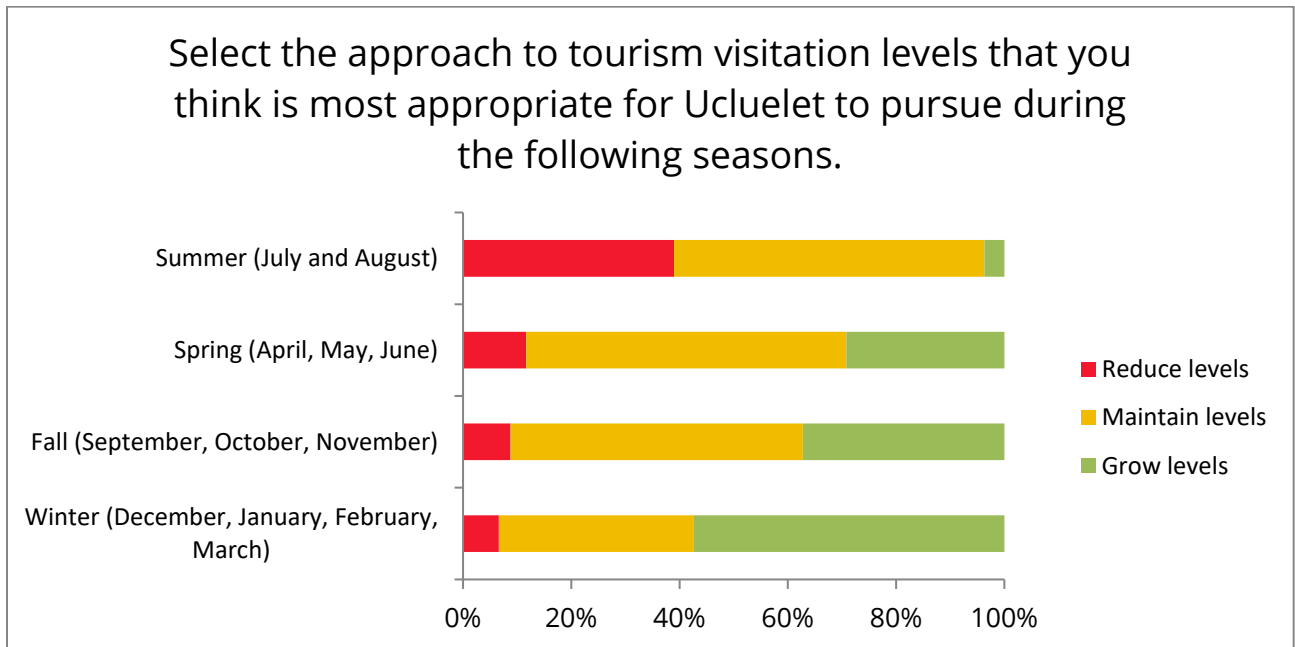
215 answered, 65 skipped



Q20- DESIRED TOURISM GROWTH

The majority of respondents (57%) would like to see tourism levels grown in the winter, but maintained in summer, fall and spring.

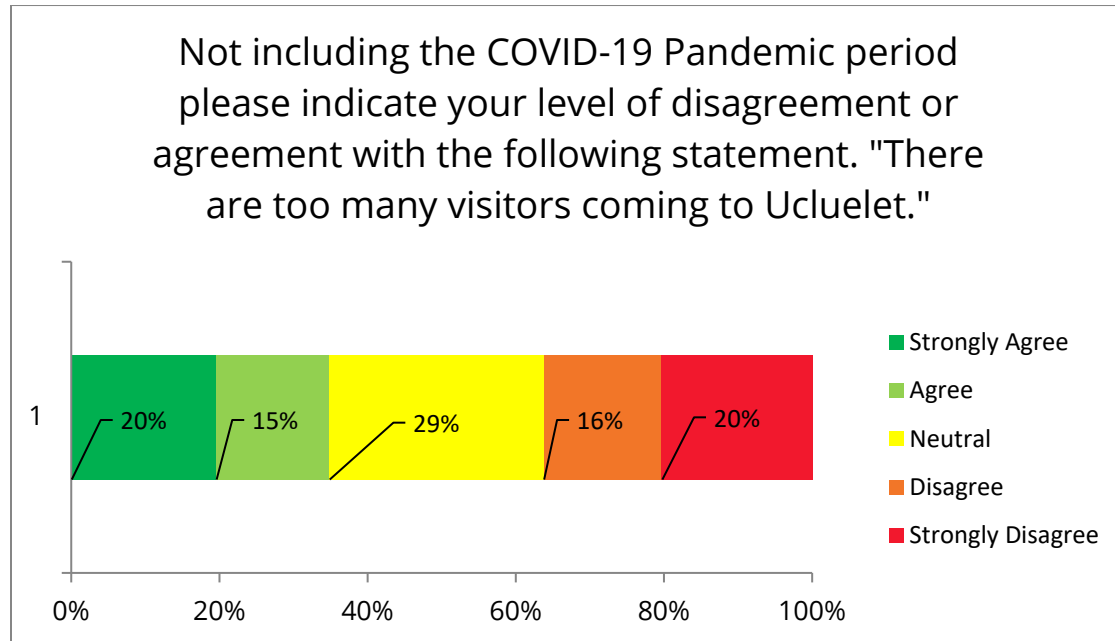
137 answered, 143 skipped



Q21- PERSPECTIVES ON NUMBER OF VISITORS

Respondents conveyed mixed views on the statement, with the largest proportion falling in the middle (40 of 138, 29%), "Not including the COVID-19 Pandemic period please indicate your level of disagreement or agreement with the following statement. "There are too many visitors coming to Ucluelet." People between the ages of 20-30 were split, 2 of the 6 who answered strongly agreeing or agree with the statement and 2 disagreeing, 2 in the 20-30 age category were neutral. 9 of the 22 retirees who answered this question strongly agreed or agreed with this statement, and 6 were neutral.

138 answered, 142 skipped



Q22- TOO MANY VISITORS

Respondents who previously indicated that there are too many visitors to Ucluelet, shared their reasons for that view as detailed in the table below.

43 answered, 237 skipped

Too busy / overcrowded / lone lines (esp. at restaurants, beaches, town)	19
Lack of housing for staff and workers / lack of affordable housing for locals / switch to short term rentals / illegal Airbnb	18
Congestion / traffic (vehicles, pedestrians/beaches/trails)	14
Illegal camping / Illegal "Vanlifers" / low income visitors who party / fires on beach	13
No parking (in town, beaches, WPT)	12
Food shortages / long lines at the Coop	7
Hard to find staff / insufficient staffing	6
More garbage / waste / litter	6
Impact on the environment and wildlife	6
Less relaxed / less personal enjoyment of home	6
More crime / lack of bylaw officer	6
Human / dog waste	5
COVID-19 spread from out of town visitors	4
Disrespectful visitors	3
Increased cost of living / prices	3
Strain on infrastructure / need more bathrooms	3
Strain on / diminished access to essential services (police, health)	3
Less community feel / too commercial /lack of familiar faces around time in peak periods/ privacy infringement	3
Poor surf etiquette	3
Noise	2
Service industry is not enjoyable	2

Comments By Demographic Segments Of Interest

20-30 Age bracket (2):

- I see this mostly as an issue in the housing department. If there is such a demand for Airbnb that people cannot find homes to rent for the season or full time, then there are too many people coming here for the accommodation we have.
- During the summer, there is more people coming than accommodation available, which leads to illegal camping, human feces/ toilet paper around town, shortage of food at the coop, no parking available in town or at the beaches. Line up everywhere for restaurant, grocery store, pharmacy.

Retirees (8)

- It's true that during peak tourist season traffic is crazy, locals can't get out to a restaurant and everything takes longer. But, without tourism, Ucluelet would become a ghost town. We are now built on tourism and there is not a way back, only forward. It is gratifying, however, knowing that our businesses will thrive because of tourism.
- With so-called travel restrictions in place, the number of tourists and out of province and country license plates, gave us the impression that the pandemic was of a minor issue with a good number of people. We personally have not left our community since last May 25, 2020. That was a quick trip to an accounting firm in Port and back in less than four hours!
- Everywhere does not need to be Coney Island. For four months you can barely walk the streets. The wonderful, relaxed pace of life is destroyed.
- In high tourist times, I do my daily walk and errands by 10 a.m. and then I stay at home. The car and pedestrian traffic 'uptown' is too much! The stores are too crowded. It's too long a wait to get take-out from the good local food trucks and restaurants. I see more trash discarded beside the sidewalks or on the road or in the bushes when it's tourist-time. I know we need them but I wish they behaved better! I know many of them are ok, but too many are not!
- Increased traffic on residential streets, disruptive behaviour in Davison Plaza, illegal vanlifers and illegal Airbnb, etc. etc.
- Tons of traffic on streets to B&Bs, lodges in residential neighborhoods, improper behaviour in places like Davison Plaza, street camper parking, etc. etc.
- The town's infrastructure is not built to support it. It lags behind.
- It impacts all the activities of daily living that one takes for granted. This includes access to food/groceries, being able to eat out, having a degree of privacy on one's own property, increased traffic brings noise, increased foot traffic is intrusive to resident's privacy, Access to municipal beaches/attractions, local parking etc. is reduced due to numbers of people

Q23- WHAT DO YOU SEE AS THE TOP 3 OPPORTUNITIES FOR HELPING TOURISM IMPROVE FOR UCLUELET?

1. Expand tourism offerings, activities and related amenities
2. Direct tourism revenue to improve local (green) infrastructure
3. Provide affordable housing and staff accommodation

107 answered, 173 skipped

OPPORTUNITIES	
Expand tourism offerings, activities and supportive amenities: For example: educational tourism, museum, Indigenous tourism, self-improvement tourism, surf tourism, storm watching, support eco-tourism, responsible tourism, guided opportunities for kids, educate re: ecology. Offer more activities (music festival in shoulder season, mountain biking), West Coast events (sandcastle), food trucks in the park. More hiking trails, mountain bike trails, implement plan to ringing waterfall with trails. More trails and greater trail connectivity, mountain biking on Ozzard, expand trails, Expand Wild Pacific Trail, expand trails (self-guided and for mountain biking) Improve tourist amenities (restaurants, walking tours, swimming pool, public washrooms) (pool 2) and services (e.g., lifeguard), water quality. Safety - lifeguard at the major beaches (1 of 3 in the 20-30 age category indicated this. (4 of 13 retirees want to see more trail built,1 wants a museum).	59
Improve infrastructure (highway, green, scalable, sidewalks, regulate and add more parking / visitor pay parking /RV parking, enhance harbour, boat launch): Tax vacation properties, tourism tax that benefits town / use tourist revenues to improve / enhance local infrastructure. Improve bike infrastructure and connectivity, create a community fund to lower district fees, Donations to community organizations, increase taxes on accommodations businesses (1 of 3 in the 20-30 age category indicated this).	47
Affordable housing / staff accommodation (4 of 13 retirees think this Ucluelet's greatest opportunity)	27
Marketing & Guest Education: Advertise Ucluelet as an eco-tourism destination, environmental education, market to key audiences in Ontario, capitalize on Tofino burnout; Creating a clearer message of what to expect when visiting - values, amenities, etc.; Have the Chamber & Tourism Ucluelet oversee the tourism platforms to advise against tourists without reservation; Encourage respectful activities (taking only pictures) and invite new keen people. Educate guests about protecting sensitive areas, staying on the trails, more / better signage, Promote respect for the environment. Market pristine area and outdoor activities.	16
Manage growth: Limiting bed counts, slow vacation rentals (e.g., cut down on Airbnb). Focus on quality, not quantity. Aim for balanced tourism. Limit short-term rentals and clamp down on (illegal) Airbnb. Limit size of campgrounds	16
Enforcement / more funding for bylaw	14
Improve visitor experience (e.g., Visitor's centre, community focused accommodation profiles for guests, work with Tofino, offer community focused accommodation profiles	14

OPPORTUNITIES	
for guests, opportunities to meet other tourists). Maintain friendliness and a nice service culture Volunteers welcome guests. Improve accessibility. Visitor education, centralized booking agency	
Include locals in decision-making: Support local businesses / restaurants / improve communication between businesses, locals, tourists (1 of 3 in the 20-30 age category indicated this). Inclusive engagement and partnerships; locals and First Nations communities, partnerships with YG/Toquaht	10
Promote four season-tourism: Encourage shoulder season visitors by enhancing arts and culture (esp. for shoulder seasons).	10
Increase visitor accommodation: More visitor accommodation, build another resort. More Airbnb & short-term rentals, nightly accommodation. More campgrounds and options for RVs	9
Support locals: Support local businesses (subsidies) and locals (discount). Encourage greater cooperation and communication between businesses. More liberal policy re business permits / less red tape	9
Offer an affordable family-friendly tourism product (budget rentals, guest houses for families). No more resorts, elitist travelers. Market to families, Ontario	7
More essential services (24 hr. medical clinic, ambulance), attract more health professionals, dog kennel	4
Enhance downtown and attract businesses that can't afford Tofino	4
Improve traffic flow by enhancing public transportation. Reduce traffic and highway congestion, bottlenecks	4
No need for improvement / keep doing what you're doing (1 retiree stated this)	2
Diversify economy and support other industries	2
Stop illegal camping (1 retiree stated this)	2
Attract respectful guests (1 retiree stated this).	2

Q24- WHAT DO YOU SEE AS THE TOP 3 CHALLENGES/RISKS TO TOURISM IN UCLUELET?

1. Uncontrolled growth and overuse of land base (and related impacts)
2. Affordable housing for locals and staff accommodation
3. Lack of essential services and amenities

113 answered, 167 skipped

CHALLENGES	
Uncontrolled growth & overuse: Over development of wild areas / negative environmental impact, garbage / erosion of assets /decline of the area (e.g., Wreckage - a heritage site) Damage to the environment / over development, Lack of managed growth. Over-saturation. Motels on the waterfront, limited land base. Rapid uncontrolled growth: Crowds, mass tourism, over population, long waits everywhere, lack of controlled growth. Lack of planning, quick development, not saying no, greed, Businesses surviving tourism seasonality (1 of 15 retirees think this Ucluelet's greatest challenge)	72
Affordable, safe, clean housing / staff accommodation: manage Airbnb impact, losing housing to short-term vacation rentals (1 of 4 in the 20-30 age category indicated this, 4 of 15 retirees think this Ucluelet's greatest challenge)	65
Lack of essential services: Medical, police, bylaw, hospital are lacking. Adverse health and social effects (crime, speeding) (grocery store) overwhelmed, bylaw (1 of 15 retirees think this Ucluelet's greatest challenge). Lack of essential amenities (restaurants, bathrooms) Backcountry regulation.	38
Diminished quality of life: Change in small character feel, theme-park vibe, resentment, lack of respect (both ways), acceptance of tourism economy (1 of 15 retirees think this Ucluelet's greatest challenge). Community feeling / discord between visitors and residents / quality of life/ unfriendliness of locals to visitors, Loss of local knowledge / long-time locals / assets. Town character, rude visitors, hostility	29
Lack of infrastructure: Failure to meet demand / degrading of assets / lack of clean drinking water, Highway 4, Lack of funding, Insufficient parking / pay parking (for visitors) /RV parking (1 of 4 in the 20-30 age category indicated this, 2 of 15 retirees think this Ucluelet's greatest challenge)	25
Affordability, lack of income accessibility / lack of living wage for tourism sector employees / expensive. Cost of living too expensive / escalating property taxes, Tourism seasonality / boom-bust cycle, Becoming like Tofino. Low paying jobs / too expensive (2 of 15 retirees think this Ucluelet's greatest challenge)	23
Traffic / insufficient parking / construction delays, Infrastructure improvements (highway 4, roads, sidewalk from PRMotel side of Peninsula, raised sidewalks, washrooms) needed. Need for downtown improvements Traffic (1 of 4 in the 20-30 age category indicated this, 1 of 15 retirees think this Ucluelet's greatest challenge)	21
Lack of a variety of visitor accommodations (upscale and budget), Insufficient accommodation for visitors (1 of 15 retirees think this Ucluelet's greatest challenge)	7

CHALLENGES	
Lack of visitor accommodation Airbnb & short-term rentals, nightly accommodation, Vacant houses /out of town landlords, Commercial properties need to get with the program	
Staffing issues (hiring, retention, managing burn-out)	7
Other: weather, NIMBYism, COVID-19, fake vaccination passports, Offsite ownership, locals to tourists and district re: prioritizing tourism (1 of 4 in the 20-30 age category indicated this (2 of 15 retirees think these are Ucluelet's greatest challenges)	6
Access - harbour front, highway, shoreline. Access (beaches) / Indigenous Nations feeling excluded and blocking access to their territories	5
Other: weather, water, lack of expertise	5
Lack of tourism operators / experiences on offer, missing opportunities, Lack of flight options, (mountain bike trails). Insufficient tourism offerings (families, arts, culture)	5
Illegal camping / lack of camping sites, vagrancy	5
None /not sure	2
Tofino's overflow / outclassed by Tofino	2

Q25- WHAT DO YOU SEE AS THE TOP 3 EXTERNAL CHALLENGES/RISKS (TRENDS OUTSIDE OF LOCAL CONTROL) TO TOURISM IN UCLUELET?

1. Poor condition of highway
2. Housing supply and affordability
3. Economic factors

93 answered, 187 skipped

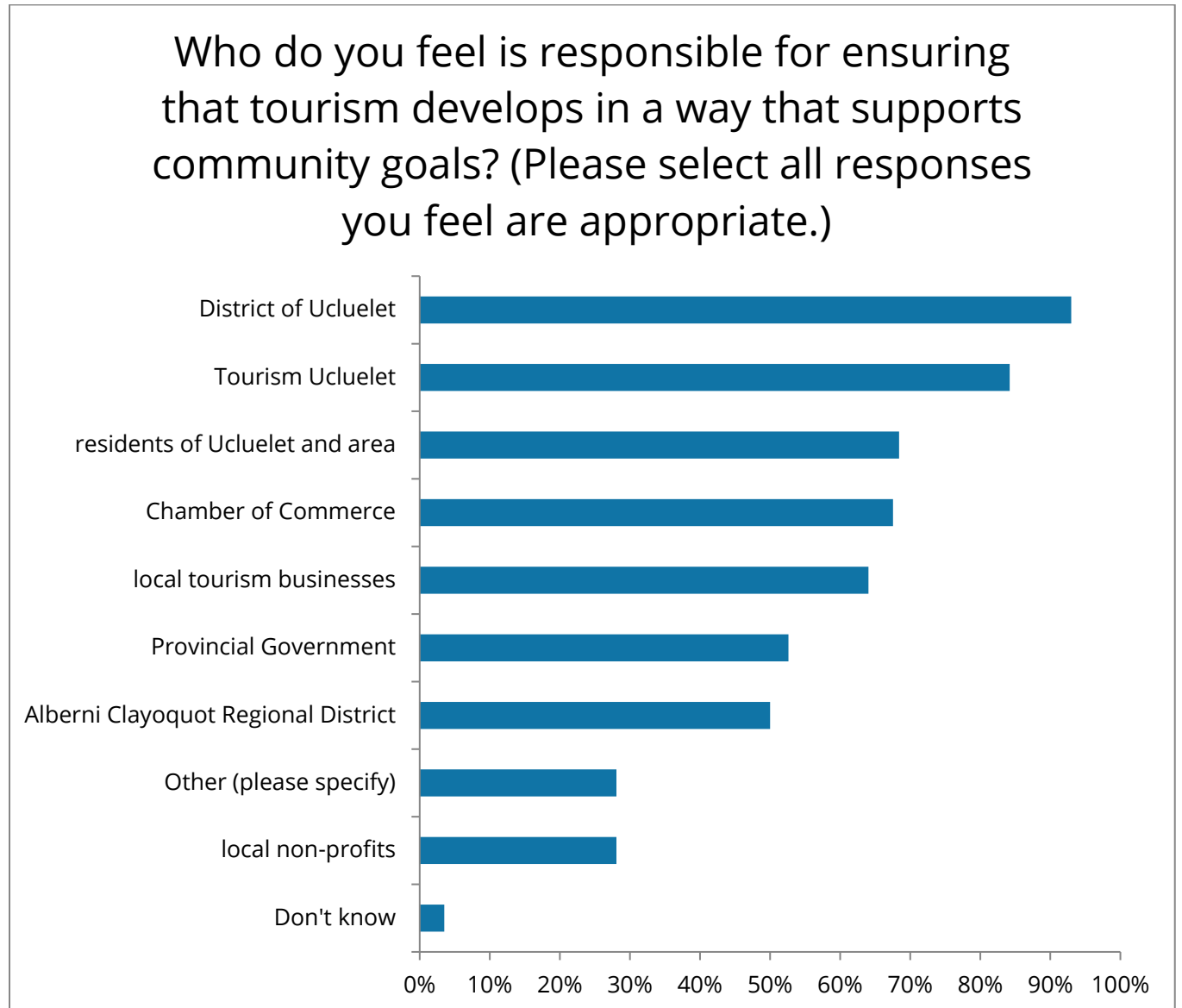
EXTERNAL CHALLENGES	
The road /highway's poor condition: Dangerous, construction, lack of maintenance in winter, route 4, Kennedy Lakes, drive from airport, traffic, lack of reception, Dept. of highways (3 of 13 retirees think this is Ucluelet's greatest external challenge)	41
Housing affordability and availability. Nightly rentals, vacation properties, Airbnb-housing supply. Nonresident homeowners with no ties to community, more likely to rent out, high cost of building, developers building unaffordable homes, lack of supply, lack of development area to (1 of 2 in the 20-30 age category indicated this, 1 of 13 retirees think this is Ucluelet's greatest external challenge)	28
Economic factors / shocks: Strength of Cdn. Dollar, reduction in household spending. Foreign investment, interests, foreign ownership. External investors not contributing to community	19
Climate change: Tsunami, catastrophic event, forest fires, air quality, weather, fog	18

EXTERNAL CHALLENGES	
COVID-19: Variants, pandemics, illnesses like COVID-19 (3 of 13 retirees think this is Ucluelet's greatest external challenge)	17
Shifting perceptions & attitudes: NIMBYism, Science-superstition split, social media, Facebook banter, Us vs them attitude to tourism. Social media, contributing to growth and unrealistic expectations (1 of 2 in the 20-30 age category indicated this). Shifting perceptions re: travel post pandemic, appealing to European guests	16
Negative impacts to the environment: Water pollution, fish (salmon). Impact on nature, wildlife, resources (fishing)	15
Lack of essential services (medical, mental health) / accessibility to medical services	13
Crowds (e.g., surf spots) and uncontrolled growth and negative effects, esp. after pandemic. Ferries, bringing too many people. Lack of planning / coordination re: west coast destinations (1 of 13 retirees think this Ucluelet's greatest external challenge)	13
Transients, Van-lifers, squatters, need for regulation Illegal camping, crime, substance use	11
Other: DFO, Lack of collaboration between authorities re: Pacific Rim, External tourism operators and lack of control (3 of 13 retirees think this Ucluelet's greatest external challenge). Trail access and parking in Half Moon Bay, need for consensus, airport improvements,	9
Poor marketing / attracting the wrong kind of guest. Too much advertising. Stewardship values not properly communicated to visitors. A need for better advertising.	9
Affordability: inflation, expense, income disparity (1 of 13 retirees think this Ucluelet's greatest external challenge)	6
Competing with Tofino and other resorts. Ucluelet as staff accommodation for Tofino (1 of 13 retirees think this Ucluelet's greatest external challenge). Lack of differentiation with Tofino / being tied to Tofino	6
Lack of public transportation options. Getting around: Traffic, transit, ferries	5
Uncertainty: Political changes elsewhere, international strife.	4
Large commercial development / projects. Minimal development area.	3
Loss of community character, care for community	3
Travel Restrictions	2
Quality of tourism product. People arriving and not having a good time	2
Lack of parking	2
Tourists not feeling welcome. Language barriers re: international guests.	2
Safety of kids, lack of lifeguards	2

Q26 WHO DO YOU FEEL IS RESPONSIBLE FOR ENSURING THAT TOURISM DEVELOPS IN A WAY THAT SUPPORTS COMMUNITY GOALS?

The majority of respondents identified District of Ucluelet and Tourism Ucluelet as key organizations to guide tourism planning and supported by residents and businesses.

114 answered, 166 skipped

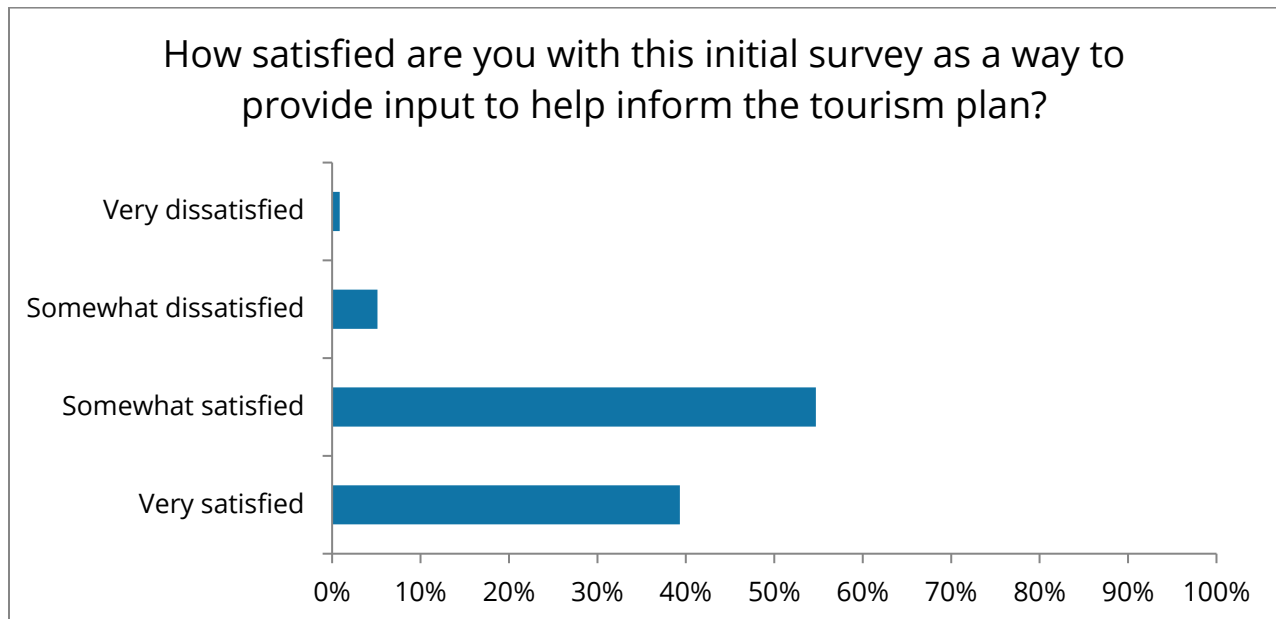


OTHER COMMENTS

Many (24 of 32 (75%) respondents who stated "other" voiced that local First Nations groups, Toquaht and Yuutu?it?aht, should also be involved. The federal government, Pacific Rim Park Reserve, district governments, and everyone were also identified.

Q27- HOW SATISFIED ARE YOU WITH THIS INITIAL SURVEY AS A WAY TO PROVIDE INPUT TO HELP INFORM THE TOURISM PLAN?

117 answered, 163 skipped



Q28- OTHER THAN A SHORTER QUESTIONNAIRE 😊, WHAT ELSE WOULD YOU LIKE TO SEE FOR FUTURE ENGAGEMENT OPPORTUNITIES ON THE TOURISM PLAN?

72 answered, 208 skipped

Additional, ideally in-person, engagement (open-houses 8, public forums 9, brainstorming sessions 1, visioning workshops 1, comment box at district / tourism offices 1, trials with a segment of the community-1, go-beyond surveys since tourism is complicated 2, Zoom 2, along the lines of the community development plan 1) (1 of 1 respondent in the 20-30 age category indicated that this was import) (8 of 10 retirees indicated they wanted in-person meetings)	26
Transparent communication as plan evolves including reporting on the results of this survey. Ensure communications / presentations can be easily accessed after initial presentations. Offer progress updates (radio call in).	15
Address key issues and allow ranking on options under consideration re: housing (3) and vacation rentals, infrastructure (water system 3) services (ambulance, doctors office), growth, need for bylaw officer (1 of 10 retirees indicated they wanted this)	9
A more specific survey. Provide examples, options, suggestions, links to good and bad examples from other communities in future surveys to improve clarity. Fewer broad questions, fix mistakes (1 of 10 retirees indicated that they survey seemed broken). Clarity on question 21 re: First Nations groups.	7
Broader, more inclusive engagement that includes First Nations groups, workers, major industries, non-resident homeowners keep the community involved. A	6
A plan and real action based on feedback provided in this survey. Take this survey seriously. Offer more engagement opportunities as plan develops (captured feedback on drafts)	4

This survey was great	3
The creation of a tourism plan that provides concrete measurable goals	2
Targeted engagement for long-term planning (50, 100-year plan) and to address key issues / challenges like the housing crisis, hotels, short-term rentals	3
More online surveys, visitor survey	3
The creation of a tourism fund to ensure tangible benefits go back to the community	1
Host a gathering at the end of the tourism season to bring the community together and support them	1
Create a Tourism Task force (residents, First Nations, Tourism Ucluelet, 2 nd homeowners, non-Canadians who own homes in Ucluelet)	1

OTHER COMMENTS

20-30 age category:

- I know it's difficult with COVID, but in person focus groups of a variety of demographics is going to be really helpful. Not everyone will fill in a survey or come to an open public forum. People need to be invited!! Especially young people (aka the future!!) who want to make a life here, build businesses, and become a part of the community.

Q29-FINAL COMMENTS BY DEMOGRAPHIC SEGMENTS OF INTEREST

Retirees:

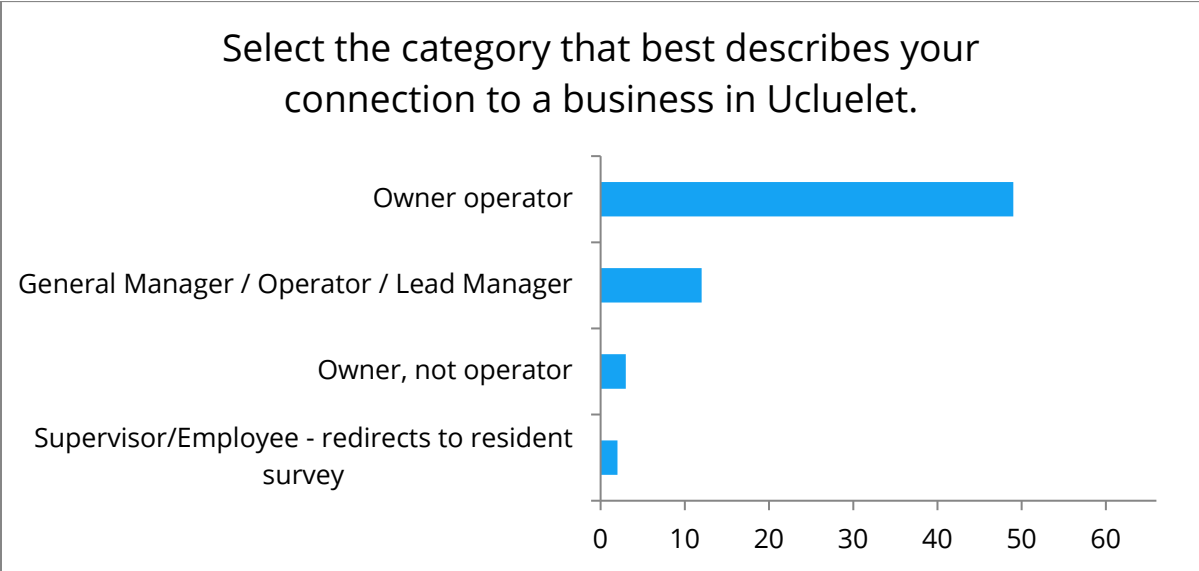
- We must try to maintain and grow the community keeping in mind affordability for long term residents. Don't tax them out of their homes.
- Think I've said enough -- I'm actually very disappointed in our Council's recent decisions rewarding tourism-related bad behavior in the Reef Point Road area.
- Great idea to do the survey - can you send one non-electronically since not all folks are able to participate this way?

Businesses

Q1- RESIDENCY

The business focus survey attracted 66 total participants. Of the 66 who responded the majority, 49 indicated they are the owner/operator of the business.

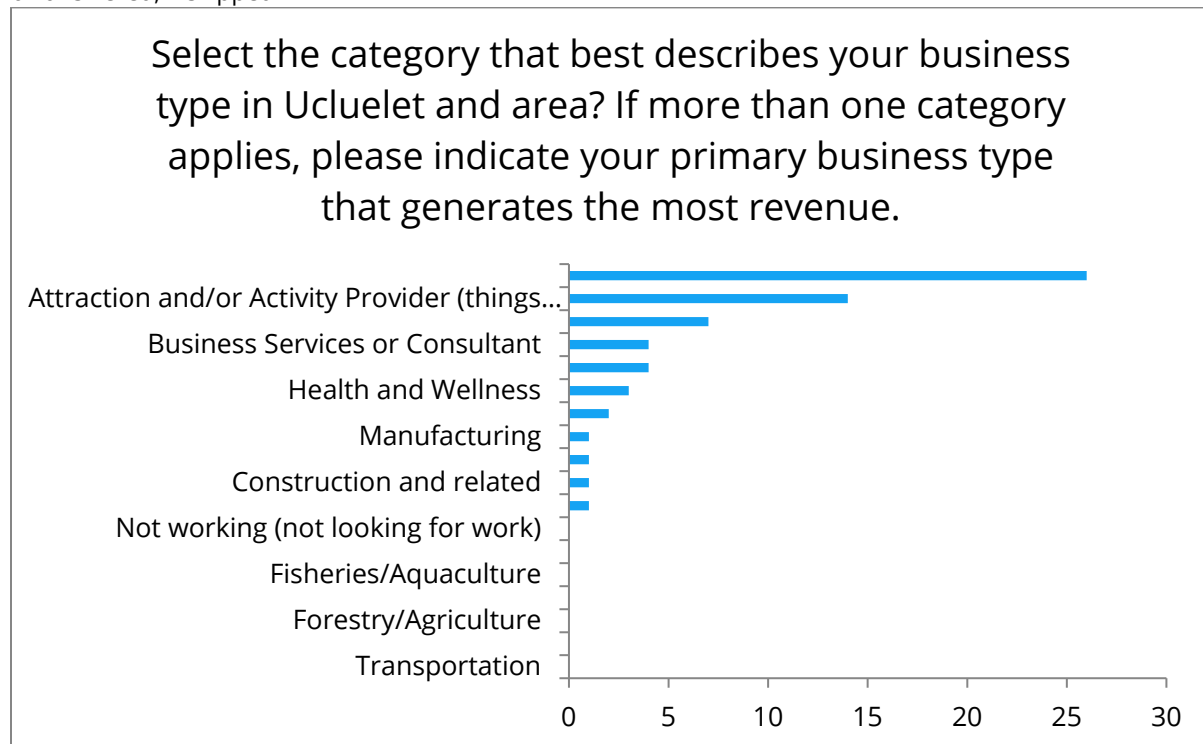
66 answered, 0 skipped



Q2- BUSINESS TYPE

The largest proportion of respondents (26 of 62) indicated that their business was in the accommodation sector, followed by activity providers (14), and then retail (7), then food and beverage (4) and business consultants (4). For the remainder of this survey summary, those in the first 4 categories (accommodation providers, activity providers, retail and food and beverage: 51 in total) are considered closest to the tourism industry.

62 answered, 4 skipped



OTHER COMMENTS

- Sports Fishing
- Childcare

Q3- LENGTH OF TIME IN UCLUELET

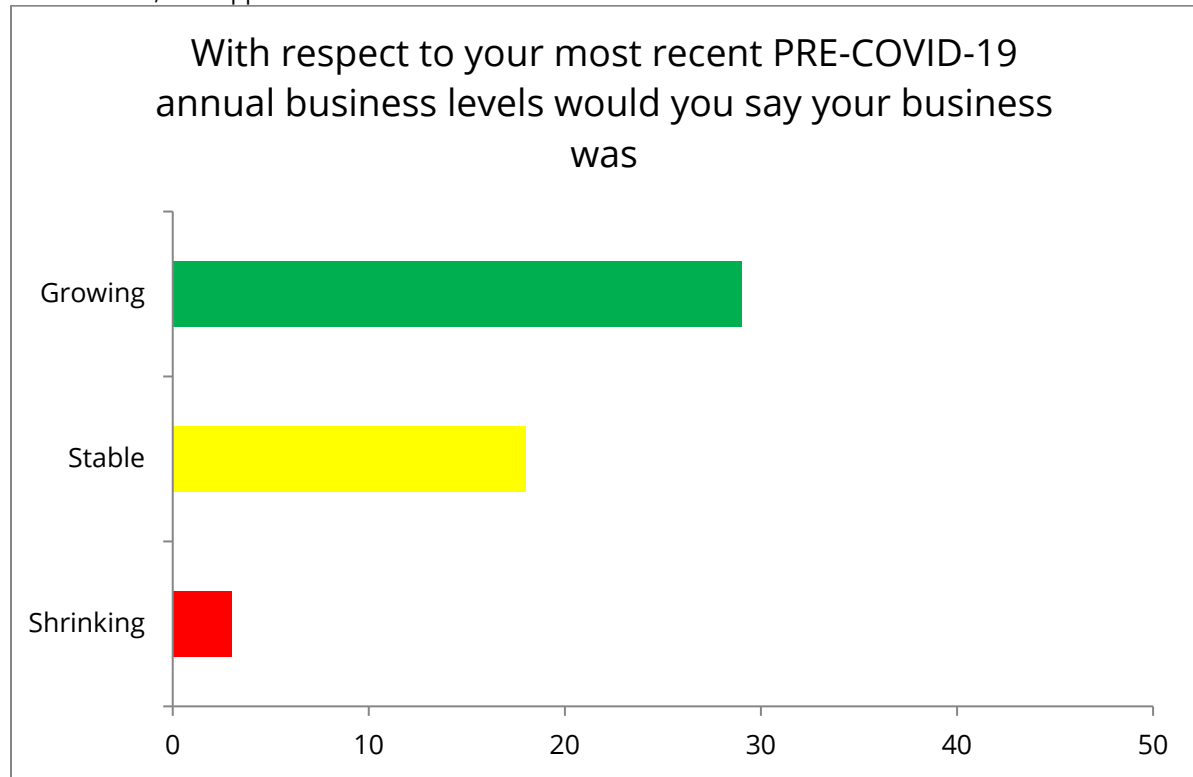
51 answered, 15 skipped

On average, respondents' businesses have been in operation for 14.8 years. 11 years is the median.

Q4- PRE-COVID BUSINESS LEVELS

Prior to the global pandemic, business levels were growing for most (29) of the respondents' businesses.

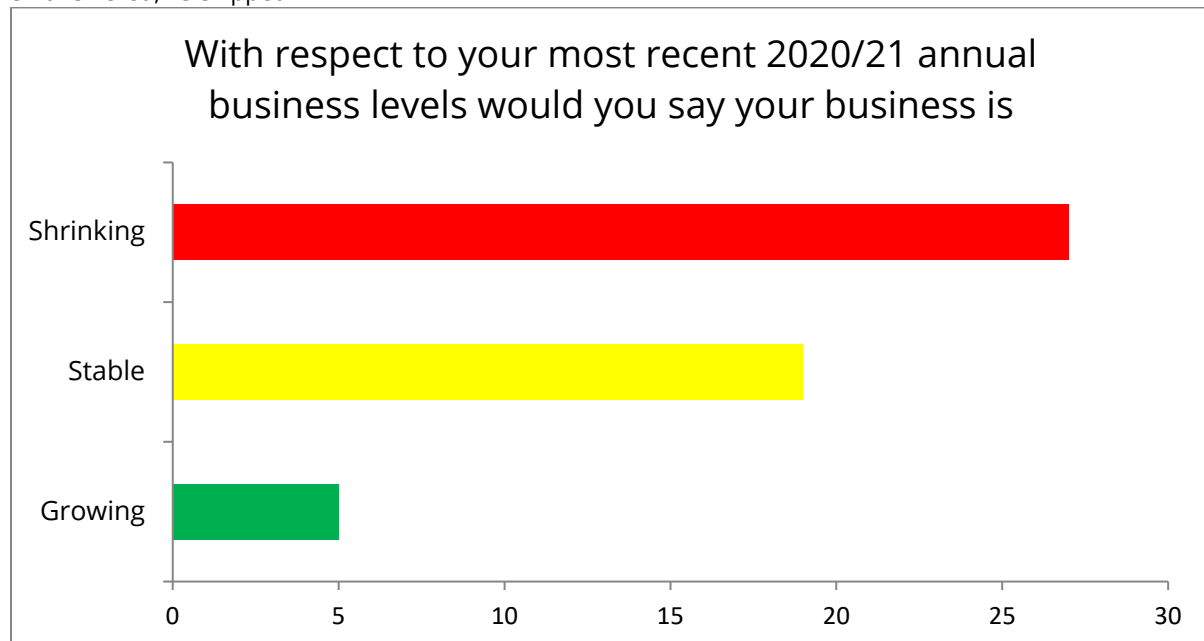
50 answered, 16 skipped



Q5- POST-COVID BUSINESS LEVELS

Over 2020/21, most respondents (27) indicated that their business levels are shrinking.

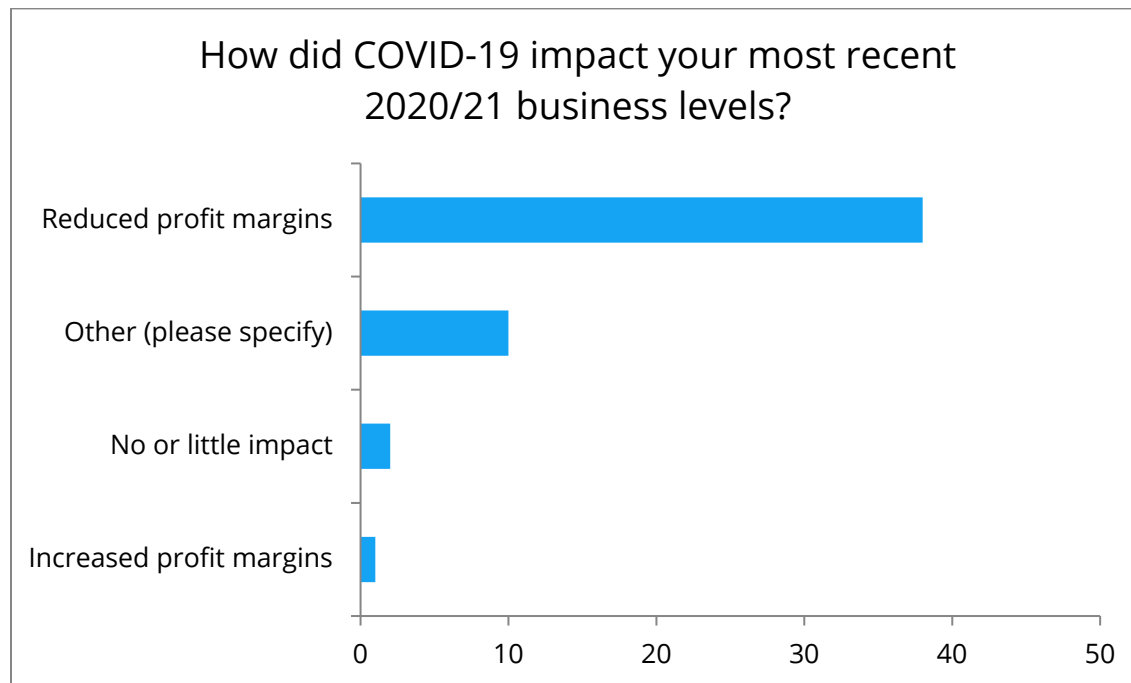
51 answered, 15 skipped



Q6- IMPACT OF PANDEMIC ON BUSINESS LEVELS

38 respondents (75%) indicated that COVID-19 had reduced their profit margins.

51 answered, 15 skipped



OTHER COMMENTS

- Staff shortages, burnout
- Have not operated since end of 2019 season but hope to start up again this year, July at the latest.
- Reduced margins increased sales
- I opened during the pandemic. Difficult to say
- Increased request for business services
- reduced sales volumes, did not affect margins
- Income was down due to travel restrictions.
- Stable revenues until May 2021.
- We have been closed for the last 14 months. (zero revenue)
- I rely on European travellers and they all cancelled last year. The cancellations are starting this year

Q7- WHAT SHOULD WE CONSIDER AS A COMMUNITY AND KEEP IN MIND IN THE COMING MONTHS AND YEAR AS WE LOOK TO RECOVER FROM THE COVID-19 CLOSURES?

The most common response was to focus on shopping local and supporting local businesses, staying safe and working to adopt a sustainable tourism model.

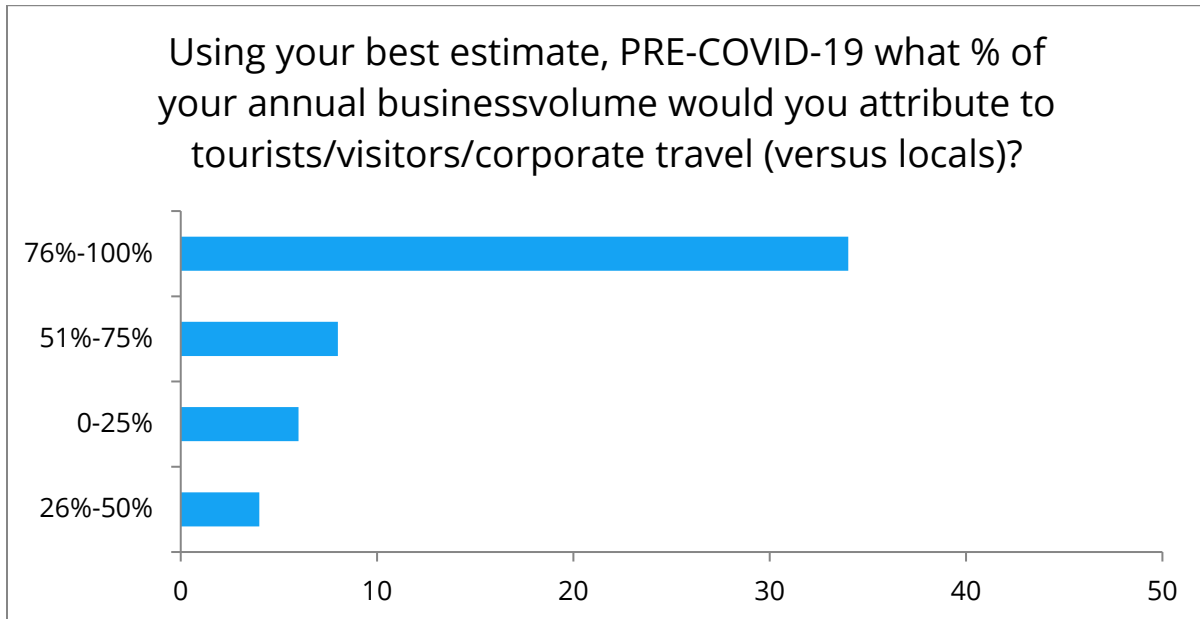
40 answered, 26 skipped

Shop locally and support local businesses. Stay-cations and USS student involvement. Keep costs low for businesses.	7
Follow health protocols and don't open too early, keep everyone safe, slow recovery is still recovery. Stay the course and move forward	5
Adopt a sustainable tourism model. Quality over quantity. Be mindful of capacity and invest in commercial not residential commercial.	5
Businesses need more resources to address staffing issues/ affordable housing	4
The need for a strategy to attract and welcome the right kind of visitor. Make sure they are treated well when they return.	4
Expand amenities and complete infrastructure upgrades (highway improvements). Improve appearance of Peninsula Road.	3
Get ready for more abrupt changes (prices) when restrictions ease. A likely influx of visitors due to Tofino's new parking fees, and local Council's decision re: parking and camping	2
Businesses should avoid undercutting one another	2
Be kind. Everyone is hurting right now.	2
Not sure	2
A need for diversifying the local economy and over reliance on tourism	2
Need more childcare to support local families.	1
We hope that the trails in Pacific Rim National Park Reserve and FN territories reopen so we are able to provide our services.	1

Q8- USING YOUR BEST ESTIMATE, PRE-COVID-19 WHAT % OF YOUR ANNUAL BUSINESS VOLUME WOULD YOU ATTRIBUTE TO TOURISTS/VISITORS/CORPORATE TRAVEL (VERSUS LOCALS)?

The majority of respondents indicated that prior to COVID-19, 76% to 100% of their business' revenue was drawn from tourism.

52 answered, 14 skipped



Q9- WHAT BENEFITS, IF ANY, DOES YOUR BUSINESS RECEIVE OR OBSERVE ASSOCIATED WITH TOURISM IN AND AROUND UCLUELET? PLEASE BE AS SPECIFIC AS POSSIBLE.

4 answered, 62 skipped

Tourism Connected Businesses:

- We need the fishing, logging and tourism industries to survive here in Ucluelet

Non-tourism Connected Businesses

- NOTHING! We find strangers in our playground. We are not able to utilize the beaches or trails the way we normally do because there are too many people for us to safely keep our kids separate from others. Tourists also think its ok to let their kids play with our group and ignore supervising. We find beach fires still burning at Big Beach all the time. Garbage and empties on the beach. Swearing and gangster rap music from the skate park and basketball court
- Tourism dollars from accessing local private health care
- The tourism aspect is what draws my clients to consider permanent residency in Ukee.

Q10- WHAT CONCERNS, IF ANY, DO YOU AS A BUSINESS OWNER/MANAGER HAVE OR OBSERVE AS ISSUES OR PROBLEMS ASSOCIATED WITH TOURISM IN AND AROUND UCLUELET?

4 answered, 62 skipped

Tourism Connected Businesses:

- As indicated in the public hearing of the official community plan, we have enough trails for the tourist, don't trespass onto our private property

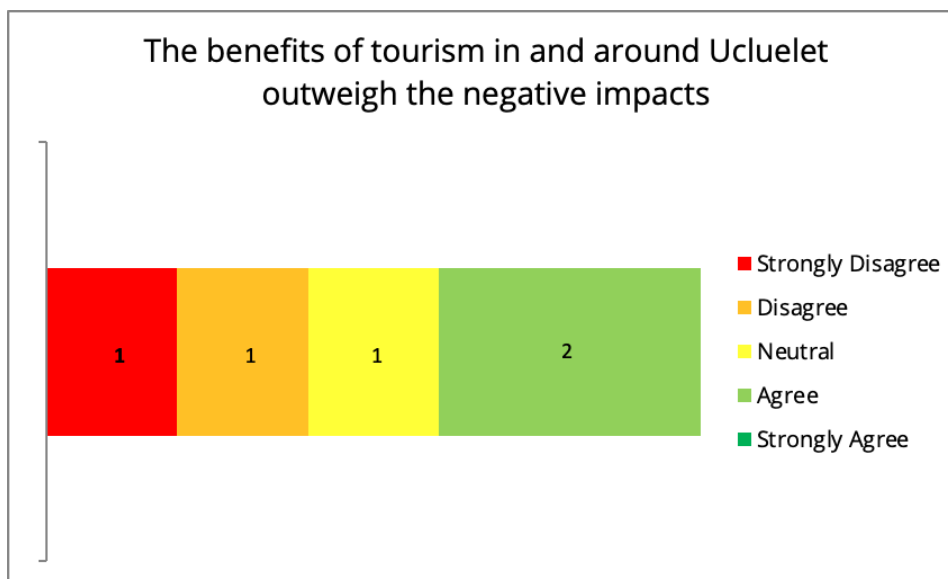
Non-Tourism Connected Businesses:

- Too many vacation rentals and a housing shortage
- The difficult balance of a seemingly overwhelming amount of vacation rentals in work-a-day neighborhoods.
- We stop using the beaches and trails from May to October usually now. Too many issues adding to our already intense workload. WE just stay away. The number of vehicles hanging out in the community centre parking lot, cooking, smoking pot and cigarettes, doing laundry, etc.... is a tad weird to watch also

Q11- THE BENEFITS OF TOURISM IN AND AROUND UCLUELET OUTWEIGH THE NEGATIVE IMPACTS – NON-TOURISM CONNECTED BUSINESS

2 of the 5 respondents agreed with the statement, “the benefits of tourism in and around Ucluelet outweigh the negative impacts,” 1 respondent provided a neutral response, and 2 respondents disagreed or strongly disagreed with the statement. Only 1 of the 5 respondents to this question represented a tourism-oriented business and that person agreed with the statement.

5 answered, 61 skipped



Q12- YOU LEANED TOWARD DISAGREEING THAT THE BENEFITS OF TOURISM OUTWEIGH THE CHALLENGES. WHAT IS IT THAT MAKES YOU FEEL THIS WAY? – NON-TOURISM CONNECTED BUSINESS

2 answered, 64 skipped

Non-Tourism Connected Businesses:

- Housing shortages, huge wage discrepancy, number of jobs locals are working to survive, staffing shortages
- Tourism dollars and a healthy thriving local economy

Q13- THINKING 10 YEARS DOWN THE ROAD, USE WORDS TO DESCRIBE WHAT TOURISM IN AND AROUND UCLUELET SHOULD LOOK LIKE IN YOUR MIND? (E.G. WHO VISITS, WHAT DO THEY DO, HOW DO THEY ACT, WHO BENEFITS, HOW DOES TOURISM INTEGRATE OR NOT WITH OUR COMMUNITY AND ENVIRONMENT ETC.) – NON-TOURISM CONNECTED BUSINESS

2 answered, 64 skipped

Tourism Connected Businesses:

- -

Non-Tourism Connected Businesses:

- It would look like 2015. Sort of before the latest rush. There seemed to still be a balance of natural resource industry work with tourism. That gave Ukee the "gritty" feel that I remember from the 1990's.

Q14- WHAT IF ANY BENEFITS DOES YOUR BUSINESS RECEIVE OR OBSERVE ASSOCIATED WITH TOURISM IN AND AROUND UCLUELET?

Overwhelmingly, respondents noted that the main benefit of tourism to their businesses was increased sales or bookings. 35 of the 37 respondents who commented below represent tourism-related businesses.

37 answered, 29 skipped

Sales / bookings / customers (direct and indirect business) (2 comments from non-tourism related business)	27
Supports everything (non-profits and other facets of the community, as well as infrastructure, activities) to allow everyone to enjoy what the area has to offer	4
None / unclear what's being asked	4
Other: Advertising, Community spirit	2

Q15- WHAT CONCERNS DO YOU AS A BUSINESS OWNER/MANAGER HAVE OR OBSERVE AS ISSUES OR PROBLEMS ASSOCIATED WITH TOURISM IN AND AROUND UCLUELET?

33 of the 35 respondents who specified issues detailed in the table below represent tourism connected businesses.

35 answered, 31 skipped

Other: Lack of a bylaw officer / enforcement	13
Adverse environmental impacts of over-development / overuse (1 comment from non-tourism related business)	
Overnight camping on backroads	
Construction / road projects	
Absentee vacation rentals operators	
Mixing vacation rentals into residential neighbourhoods is not a good idea.	
Street lighting (old, too bright)	
Too many campgrounds and RVs	
Misuse of public space (fires/ garbage)	
Public drinking	
Traffic speed entering Ucluelet	
Disrespectful visitors / poor treatment of staff	
A need for greater coordination re: music and arts festivals	
Lack of affordable housing and contributions to staff shortages	9
None / already communicated with UT	5
Parking (marina, downtown, Main Street) (1 comment from non-tourism related business)	4
	4
Zoning: Accommodations not adhering to the zoning by-laws. e.g., running vacation rentals or resort type accommodation in a residential neighborhood. This affects our privacy / Changes in zoning to allow tourist commercial in a residential neighbourhood. Tourist commercial is not a good fit in a residential neighbourhood.	3
Conversion of R1 properties to commercial. Nightly rentals everywhere	2
	2
Lack of amenities (beaches) and services (insufficient taxis / delivery services)	2
COVID-19 and a need for clearer / more consistent messaging re: being open for business	2
	2

<p>A need for a balanced approach to tourism; sustainable growth</p> <p>Attracting the right type of visitor to increase dollars spent. Not visitors set on a cheap vacation (living in the bush, overfishing, leaving garbage). Addressing issue of people staying at home to read / socialize on their properties.</p>	2
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Q16- AS A LOCAL BUSINESS WHAT CHALLENGES OR CONCERNS DO YOU HAVE OR HAVE YOU OBSERVED WITH RESPECT EXPANDING OR DEVELOPING THE BUSINESS?

35 of the 37 respondents who specified concerns detailed in the table below represent tourism connected businesses.

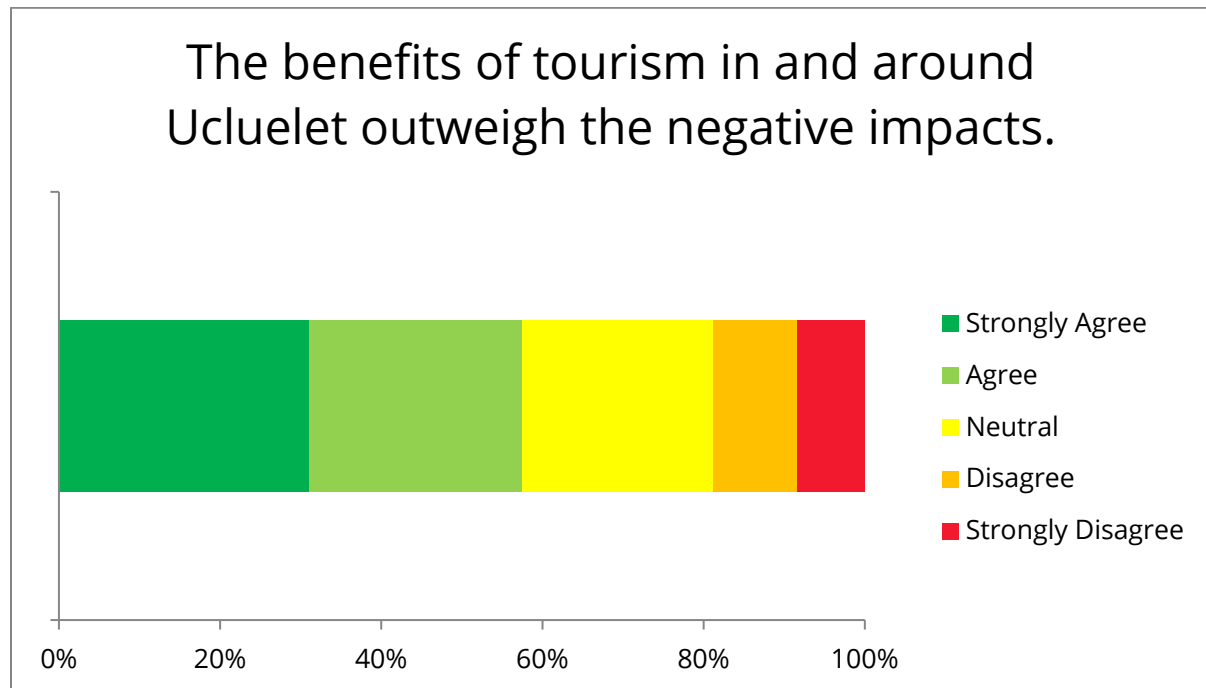
37 answered, 29 skipped

Lack of affordable housing and contributions to staff shortages	9
Other: Need for a clean and tidy town, free of dog waste, Competing with Tofino, Lack of economic diversity (1 comment from non-tourism related business), Doing a good job of support Black Rock Resort, Reputation of town with the banking community, Our own age	6
Short tourism season / weak shoulder season	4
Red tape and delays re: building / development permits, OCP- The OCP contains a policy as a prelude to a bylaw, which would force accommodation providers in R-1 zoning to provide the first unit to long-term rentals, allowing only subsequent rooms to be let to SRT's. This level of over-regulation is decremental to any business and could easily be avoided by allowing additional lane way houses to be built as long-term rental properties. (1 comment from non-tourism related business)	4
None / already communicated with UT	3
Rising costs / price point	3
Provincial / local government restrictions - Challenges with National Park rules/visitation via Pac Rim/Broken Group.	3
Lack of amenities (beaches) and services (insufficient taxis / delivery services)	3
COVID-19 / government restrictions	3
Construction / road projects / highway closures/ Peninsula Road	2
A need for a balanced approach to tourism; sustainable growth	2
Competition in the accommodation market. Ongoing licensing of R1 as nightly tourist accommodation, hidden by the classification of BNB. You can't turn your R1 into a fish processing plant, a wood cabinet making retail, or a commercial food distribution outlet, but a mini hotel is fine. Put a cap on it, limited license.	2
A need for better infrastructure, connectivity, food markets/venues, dedicated dock facilities to access tour boat charters /fishing	2
A lack of promotion /advertising	2
A need for more funding	2

Q17- THE BENEFITS OF TOURISM IN AND AROUND UCLUELET OUTWEIGH THE NEGATIVE IMPACTS - TOURISM CONNECTED BUSINESS

34 of the 42 respondents strongly agreed or agreed with the statement that the benefits of tourism outweigh the negative impacts, 6 respondents provided a neutral response, and 2 respondents disagreed or strongly disagreed with the statement. 39 of the 42 who answered this question represent tourism-connected businesses, 32 of whom strongly agreed or agreed with the statement, 5 were neutral, and 2 disagreed and strongly disagreed.

42 answered, 24 skipped



Q18- YOU LEANED TOWARD DISAGREEING THAT THE BENEFITS OF TOURISM OUTWEIGH THE CHALLENGES. WHAT IS IT THAT MAKES YOU FEEL THIS WAY? - TOURISM CONNECTED BUSINESS

2 answered, 64 skipped

Tourism-Connected Businesses:

- We are putting all our eggs in one basket. Table tourism for a few years. It's fine it will survive. You have an economic development plan, please read it and implement anything other than the easy low hanging fruit.
- There is a vital balance - tourism established itself in Ucluelet BECAUSE of the remote and quaint nature of our town. People CHOOSE us over Tofino as they want some peace and quiet. With growing numbers, it creates an imbalance that is neither beneficial to the guest/tourism in town, nor for the people living here.

Q19- THINKING 10 YEARS DOWN THE ROAD, USE WORDS TO DESCRIBE WHAT TOURISM IN AND AROUND UCLUELET SHOULD LOOK LIKE IN YOUR MIND? (E.G. WHO VISITS, WHAT DO THEY DO, HOW DO THEY ACT, WHO BENEFITS, HOW DOES TOURISM INTEGRATE OR NOT WITH OUR COMMUNITY AND ENVIRONMENT ETC.) - TOURISM CONNECTED BUSINESS

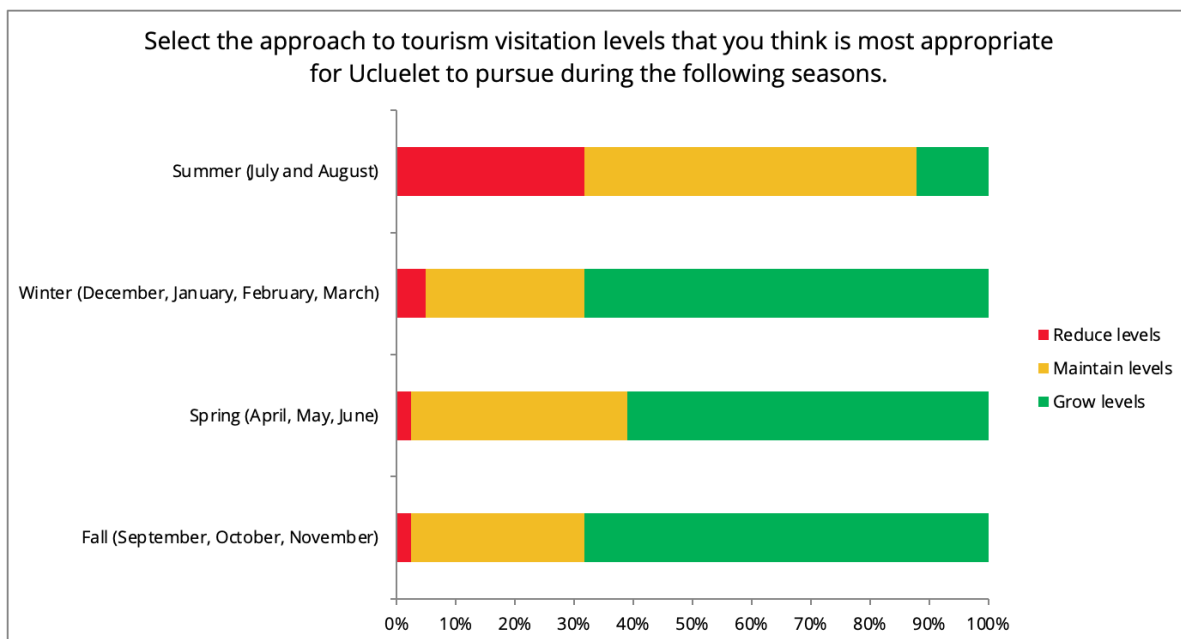
29 answered, 37 skipped

Sustainable: growth managed / balanced; protecting integrity of environment and community; ecotourism; authentic; avoid mass tourism; thriving; reduce accommodations for visitors. (1 comment from non-tourism related business)	19
Respectful visitors, educated re: stewardship expectations prior to arrival. Tourism operators would support education piece. (1 comment from non-tourism related business)	12
Friendly, welcoming, a place where everyone fits in	6
Affordable housing & staff accommodation	5
Maintain authentic small-town community feeling	4
Accessible to all ages, family-focused	3
Adequate services and infrastructure. Improve bike trails and connectivity	2
World class	2
Respect for First Nations and human rights	2
Mix of local, domestic and foreign visitors	2
Like Tofino	2
Beautification of downtown, less industrial	1
Strive for affordability	1
Local ownership (no absentee landlords)	1
Tourism revenues reinvested in community	1

Q22- SELECT THE APPROACH TO TOURISM VISITATION LEVELS THAT YOU THINK IS MOST APPROPRIATE FOR UCLUELET TO PURSUE DURING THE FOLLOWING SEASONS.

28 (68% of) respondents indicated they would like to see tourism visitation levels increased in the winter and fall seasons, 25 (61%) would like to see levels increased in the Spring. 23 (56% of) respondents would like to see visitor levels maintained in the summer. 37 of the 41 respondents to this question represent tourism-connected businesses, and many want to see tourism levels grown in all seasons but summer, where the majority (21) want to see levels maintained.

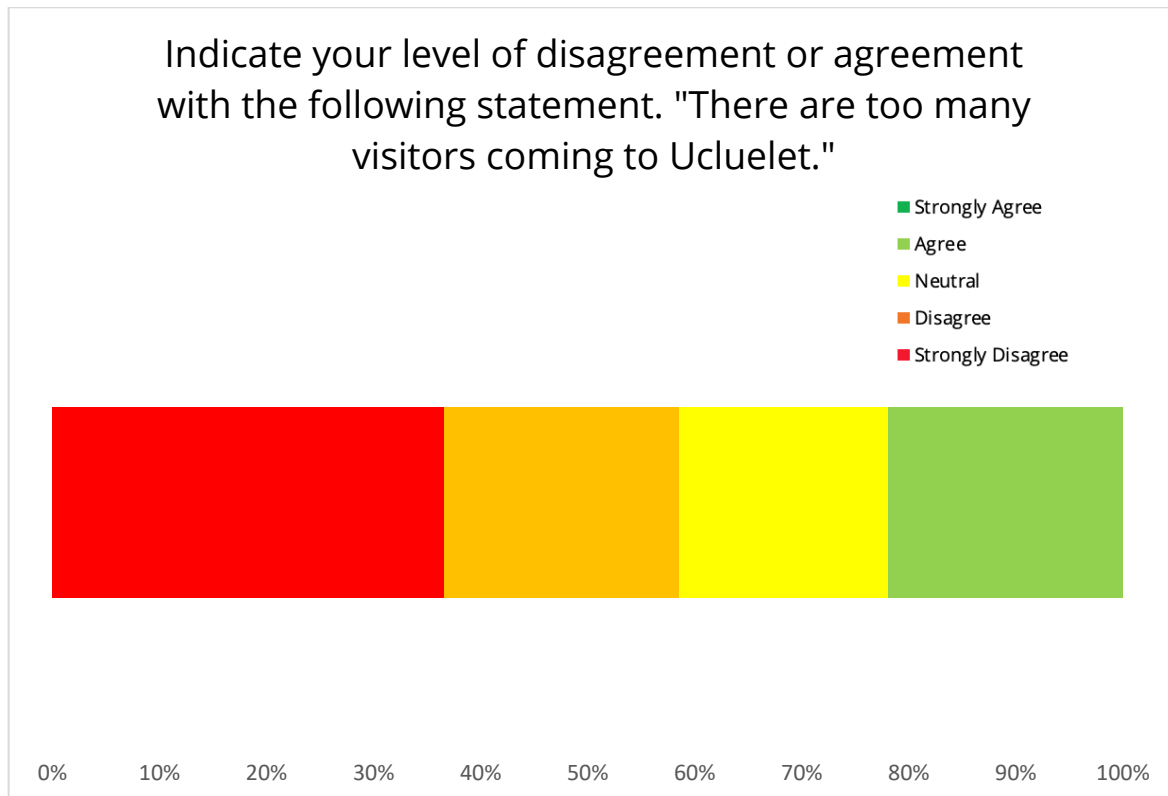
41 answered, 25 skipped



Q23- INDICATE YOUR LEVEL OF DISAGREEMENT OR AGREEMENT WITH THE FOLLOWING STATEMENT. "THERE ARE TOO MANY VISITORS COMING TO UCLUELET."

15 respondents (37%) strongly disagreed, 9 (22%) disagreed with the statement, while 8 (20%) were neutral, and 9 (22%) agreed with the statement. 37 of the 41 respondents represent tourism-connected businesses, the majority (23) strongly disagree or disagree with the statement. 2 of the respondents representing non-tourism related businesses agreed with this statement, 1 was on the fence and 1 disagreed.

41 answered, 25 skipped



Q24- YOU LEANED TOWARD AGREEING THAT THERE ARE TOO MANY VISITORS TO UCLUELET. PLEASE DESCRIBE HOW THIS IMPACTS YOU?

8 answered, 58 skipped

Tourism-connected Businesses:

- Summer is just not fun as a resident. I get that it's good for business (including mine) but it is starting to feel overrun. RVs on the side of the road, coop spilling with people, trail packed, etc. If we could spread out the business income over the year, while reducing summer traffic that would be ideal in my opinion!
- Again, it is more the housing issue that this affects with people renting to Airbnb instead of long-term renters who actually live and work here.
- It just makes things more expensive and harder to access while the tourists are here.
- As mentioned, so many tourists taking over trails and beaches. Have to walk in a lineup during the summer.
- Too many people in relation to amenities (parking, staff, affordable housing, roads)
- The campgrounds are the issue as they continuously expand their capacity. These are either low-level visitors that barely leave cash in this community, or they are fully self-sufficient with their unsightly RV's. There also isn't enough bylaw to patrol beaches and current staff is already working at max capacity - dog poo is littering the trail and beaches, left there by out of towners (it correlates with the season and increasing visitation). Transients are nesting in our bushes with no-one to kick them out of town. Incidents are on the rise. Traffic is too fast and frequent to be safe along Peninsula towards the lighthouse and in need to be calmed by means of a 30km speed limit and parking outside town.

Non-tourism Connected Businesses:

- Environmental impact and too many visitors actually reduces the quality of the Ukee experience for everyone. Long lines for food, no lodging available so people camping in cars and back roads, beaches with too many fires, increase in vandalism and crime and exhaustion among locals. Less would be more quality for all. Pandemic has showed us hardship but the lack of crowds has had some charm. If we diversified visitor experiences into a long term visit the stresses would be lowered.
- Doesn't impact me at all, however I sense the community feels on edge with all the visitors. Can see it in the eyes of folks at the Coop.

Q25- WHAT DO YOU SEE AS UCLUELET'S TOP STRENGTHS WITH RESPECT TO THE VISITOR'S EXPERIENCE?

The most common strengths mentioned were location and proximity to nature and nature-based activities, and small, friendly character of the town. 35 of the 39 comments provided below were from respondents representing tourism-affiliated businesses.

39 answered, 27 skipped

STRENGTHS	
Access / proximity to nature and beautiful surroundings; location; beaches (1 comment from non-tourism related business), storm watching	30
Authentic, quaint small town. Easy going, laid back, not too busy, Friendliness, welcoming, authenticity, small coastal town, relaxed	27
Wild Pacific Trail, hiking, trails (1 comment from non-tourism related business)	18
Other: aquarium, affordable, not Tofino (2 comments from non-tourism related business), parking, signage, Indigenous culture, shoulder season offerings, Waterman/ Waterwoman Playground, natural resources, Crow's Nest, restaurants, knowledgeable locals	16
Activities (surfing, growing mountain bike scene), amenities, restaurants	9
Other: Aquarium	16
Access to Barkley Bay	2
Unique retail / boutique /niche opportunities	2

Q26- WHAT DO YOU SEE AS UCLUELET'S TOP GAPS OR WEAKNESSES WITH RESPECT TO THE VISITOR'S EXPERIENCE?

The most common weaknesses mentioned were: overdevelopment and crowding, inconsistent hours of operation, and a lack of amenities (washrooms, grocery store capacity) and essential services (doctors, hospital) to meet demand. 35 of the 39 comments provided below were from respondents representing tourism-affiliated businesses.

39 answered, 27 skipped

WEAKNESSES	
Planning & development: overdevelopment, lack of planning. Poor town layout. Underdeveloped harbour, Lack of guidance for protecting green space and culture, crowds, lack of capacity (esp. at restaurants), long wait times	13
Inconsistent hours of operation (e.g., grocery store)	11
Lack of essential services and amenities, accessibility to services, esp. downtown (1 comment from non-tourism related business). Garbage / sanitation issues.	10
Lack of awareness and understanding of First Nations people, culture, and heritage, diversity, lack of venues for the above,	8
Other: A need to keep guests in town longer than 2-3 days Stop sign at Coop Unappealing vacation rentals COVID-19 restrictions Ineffective advertising- everyone goes to Tofino Clear cut building lots Not sure Can't buy fish off of dock	8
Lack of activities in off season: lack of indoor activities, for an educated guest - a need for a greater diversity of activities, museums (1 comment from non-tourism related business)	8
Challenges getting around: Highway construction, traffic, lack of public transit, shuttles, transportation options, Car rental, Bike trail that ends on a dangerous highway	8
Guest education: no visitors /info centre, lack of visitor awareness of activities, esp. things to do when it's raining, a need for super host training and educational platforms	7
Affordability: housing, accommodations, transportation (1 comment from non-tourism related business)	5
Lack of parking (esp. near Airbnb)	5
Lack of vibrancy in downtown core, ugly entrance, need for beautification of Peninsula Road area	4

Short season / weather	4
Guests who expect things for free	3
Divided attitude toward tourists, grumpy locals	3
No bylaw officers, inefficient town administration, unreceptive planners	3
Lack of staff (1 comment from non-tourism related business)	2

Q27- WHAT ARE THREE OPPORTUNITIES TO IMPROVE THE VISITOR EXPERIENCE IN UCLUELET?

The most common opportunities mentioned were to develop educational tourism offerings and undertake civic improvements that improve connectivity and beautify (e.g., biking and pedestrian connectivity, beautification, signage, lighting and green space). 28 of the 32 comments provided below were from respondents representing tourism-affiliated businesses.

32 answered, 34 skipped

OPPORTUNITIES	
Educational offerings (signage, tours, workshops, bear and ocean safety). Culture / history maps. Walking tour re: history. Esp. re: First Nations language in signs, statues - First Nations ambassadors should take the lead (1 comment from non-tourism related business) More cultural, educational experiences / offerings. Museums. First Nations visibility. Educational tourism, Offer family activities like the aquarium	16
Improve connectivity, sidewalks, pedestrian accessibility, walkability. Bike lanes. Between federal park and district pathway. Maintain /Expand WPT and other trails (esp. in town near water, harbour). Prioritize Inlet trail and Toquart trail as stated in the Ucluelet OCP (1 comment from non-tourism related business)	10
More (free) events, festivals. Volunteer program to help. Enhance nightlife, more restaurants. Reservations at restaurants.	8
Other: Services Advertising partners Radio station for tourists Better coordination of logistics between ferries, drive to island Finish highway upgrades Unified building code Diversify Info centre (1 comment from non-tourism related business)	8
Beautify town, better signage (2) and lighting, village green, central pavilion, remove black top from City Hall and Harbour and convert to green space.	6
Ambassadors, greeters. Warmer welcome to visitors.	5
Build / improve public amenities (bathroom) and infrastructure. Fire pits on the beach	5
Offer housing for seasonal workers	4
Become an eco-tourism destination. Retool operations re: sustainability. Strengthen regulations	3
Camping accommodations / camping RV strategy (1 comment from non-tourism related business). Prohibit RVs	3
(Electric) shuttle bus (between town and beach).	3

Harbour walkway	2
Better coordination of business hours, businesses stay open throughout year	2
Slow growth / reduce visitation	2
Offer business incentives for operating in Ucluelet.	2
Expand trails WPT	2

Q28- WHAT DO YOU SEE AS UCLUELET'S STRENGTHS THAT WILL HELP US GROW TOURISM IN THE RIGHT WAY?

To grow tourism the right way, most respondents suggested adopting / expanding a sustainable tourism model based on ecotourism or nature-based tourism and promoting related activities (e.g., storm watching), while preserving the character of the town and learning from the mistakes of other resorts like Tofino. 21 of the 25 comments provided below were from respondents representing tourism-affiliated businesses.

25 answered, 41 skipped

STRENGTHS TO GROW TOURISM	
Healthy functioning natural ecosystem, the natural beauty, location, the natural environment. Natural beauty - wild pacific trail and beaches, ocean Views / Coast, Promote storm watching, Wild Pacific Trail, many natural attractions, increase access to Barkley Sound	17
Community vibe, Attitude, Our people, a commitment to nature and the ocean. Desire to keep the small-town feeling, sense of community and place Love of our town, Friendly attitude. History on NOT being solely focused on tourism. A real community.	9
Other: Restaurants We shall see Marina Don't turn in to Tofino Stable population Connection and historical reliance on indigenous peoples Responsible tourism. Information services in Ucluelet the web Value for dollar	9
Independent businesses that attract tourists, talented core of businesses, motivated entrepreneurs, People who are excited about living here and growing businesses and opportunities, Owner operated businesses with local support (2 comments from non-tourism related business)	5

Restricted space - maybe we will be forced to limit growth (hopefully), Slow and managed growth. Looking at a plan to avoid what has happened in Tofino, See others' mistakes (1 comment from non-tourism related business)	4
Learning from Tofino's mistakes, Learning from other tourist destinations	2
Community and business involvement in decision making, Active chamber of commerce	3
District and council policy making, progressive but sustainable,	2
Advertising / Marketing	2
Ukee feels "real". Keep commercial fishing and natural resource jobs, fishing (1 comment from non-tourism related business)	2

Q29- WHAT DO YOU SEE AS UCLUELET'S TOP GAPS OR WEAKNESSES TO GROWING TOURISM?

The most common gaps or weaknesses mentioned overwhelmingly related to a lack of affordable housing or accommodations for locals and staff. The poor condition of the highway and other infrastructure, as well as the lack of diverse activities were also commonly referenced. 21 of the 25 comments provided below were from respondents representing tourism-affiliated businesses.

25 answered, 41 skipped

GAPS	
Lack of accommodation & staffing: Staff housing, the housing crisis, lack of guest houses to accommodate families traveling together (2 comments from non-tourism related business)	12
Other: No surf beach Camping year round COVID-19 restrictions In winter we compete with ski hills for visitors Harbourfront walkway Affordability for visitors Maintaining the "feel" of Ucluelet	7
Road closure; Highway construction; Highway 4; Visually the street need work. The new area in Marine Drive has been planted but will soon become a weedy grove. The gravel that they set up for drainage is starting to weed up well. Offering locals to plan and tend their own frontage is a way to correct this mistake	5
Infrastructure; Balancing with local needs (schools, housing, water/sewer); Small tax base compared to tourist volume	4
Need more activities / events: culinary tours, garden tours, other reasons for people to visit, group tours	3

Behind the mark on ecological awareness about beach cleans, we need to do more with Surfrider and other organizations to keep the West Coast clean with the influx of tourists that aren't as passionate about it as we are; Impact to the environment of more and more people each year; The inevitable collapse of the salmon fishery	3
Connectivity: Isolated (transit to here and once here); finishing Bike Trail connect; Non-vehicular connection to wick and flo (1 comment from non-tourism related business)	3
Weather and seasonality: Super seasonal traffic, Tofino (1 comment from non-tourism related business). The cold wet winters	3
Greed - business owners (local or out of town) that just want to make more and more money off of tourism; Greed erodes communities--recent land prices are creating an unhealthy pressure to sell out.	2
We need our own identity - separate ourselves from Tofino; We are still considered a poor cousin to Tofino (Ucluelet West). How to break that tie and find our own unique identity is a chore.	2
Lack of visitor awareness; Marketing the right message	2
The willingness to do so (grow tourism), The status quo	2

Q30- WHAT ARE THREE OPPORTUNITIES TO GROW TOURISM?

Most respondents suggested growing the tourism market in the off season by increasing the number of events and festivals, with a focus on inviting families. They also would like to see connectivity improved by investments in pedestrian and biking trails. 16 of the 20 comments provided below were from respondents representing tourism-affiliated businesses.

20 answered, 46 skipped

OPPORTUNITIES	
Family friendly festivals and consistent messaging on welcoming guests; Diversify our main attractions, be open to new ideas, add to the community; A return to festivals & concerts once we are able; Health and wellness tourism; Year-round tourism entertainment that respects the environment, Cultural experiences, culinary tours, garden tours, other reasons for people to visit; Educational tourism	8
Increase greenspace and enhance connectivity: Extension of the WPT trail and multi-use path connecting both towns; We are sandwiched between two National Parks and have the Wild Pacific Trail and a friendly vibrant community, more civic green space and dedicated pedestrian only areas, Finish roads and bike paths between Tofino and Ukee Get the highway work done, the potential land area surrounding Ucluelet (paving the Itasso and Toquart Road and having more communities near the Broken Group). Encourage biking: Finish multi-use bike trail Mountain biking (1 comment from non-tourism related business)	8

Other: Wind and Sea Helping people start up more small businesses We are not yet over run BGI access More Beach accesses Web Finish Kennedy Hill	7
Improve transportation options: A car ferry from Port Alberni to avoid driving Highway Transit to park beaches, Transportation / IFR airport upgrade	6
Grow the market in the off season(s): Maybe off season, host events or conferences; Education facility to welcome groups in shoulder/off season (1 comment from non-tourism related business)	3
More visible indigenous culture and art; Showcase indigenous culture more	2
Opening up more opportunities in the off season; Winter activities; Moving the Edge to Edge to October is one such event.	2
Less expensive accommodation: Provide more accommodations that are affordable for residents	2
Online presence; Marketing	2
Campground development; year-round	2
Natural resources - local sights, Better fishing :((1 comment from non-tourism related business)	2
Quality of life needs to guide us (1 comment from non-tourism related business) not profits, then people will enjoy being with us and learning from us. It's not about growing tourism. The question points to the underpaying misconception of what tourism should be. Quality over quantity, again and again.	2

Q31- HAVING GOOD STAFF IS CRITICAL TO TOURISM. WHAT DO YOU SEE AS UCLUELET'S TOP STRENGTHS TO DO WITH STAFFING?

While most respondents indicated that Ucluelet is a highly desirable place to live with great people, and thus a huge draw for staff. Also, the jobs have benefits (on the job training, flexibility). They also identified the need to address the housing crisis and shortage of accommodations for staff. 24 of the 28 comments provided below were from respondents representing tourism-affiliated businesses.

28 answered, 38 skipped

STAFFING STRENGTHS

Great place and people: Many like-minded people are drawn here; Great dedicated people; Everyone I meet is friendly and welcoming; We attract the right type of person to work here; We have a lot of people that want to be here, youth are ahead of the curve Great community; It's an appealing area for seasonal workers; Welcoming to youth and families; People want to live here so if they have housing staff will always come. Location; Perks to staff, surfing, Nature, hikes etc. (3 comments from non-tourism related business)	19
Type of jobs: Lots of skilled people are attracted that have experience in tourism/hospitality, flexibility, Some vacancy, Thinking moving forward, good wages, Opportunity to buy housing, A lot of ski resort staff want to come and work here in the summer, On the job training, seasonal positions	10
Accommodation: cheaper housing, on-site staff accommodation; Room to develop new residential properties (not short term), more staff housing is being made available, the new van/RV parking initiative	10
Knowledgeable of the area; The ambassador's program, that most employees have a fair amount of favorite things that they are willing to share with guests. Trails, eats etc.	6
I don't see any strengths, which staff are you talking about? Tourism Ucluelet or the District of Ucluelet?	5
Diverse options; Lots of opportunities/variety (1 comment from non-tourism related business). There are many opportunities for people in the outdoor sector	4

Q32- WHAT DO YOU SEE AS UCLUELET'S TOP GAPS OR WEAKNESSES TO DO WITH STAFFING?

As previously stated, most respondents indicated that Ucluelet must address the housing crisis and shortage of accommodations for staff, and businesses should pay a living wage. 25 of the 29 comments provided below were from respondents representing tourism-affiliated businesses.

29 answered, 37 skipped

STAFFING GAPS	
Staff accommodation; affordable housing; Cannot afford to rent or purchase in Ucluelet; Opportunity to buy housing	30
Disparity between wages and cost of living: Lack of locals applying for jobs and keeping people beyond the summer; Few want to work in the tourist industry. Lack of people that want to work full time year-round; Seasonal structure; Seasonal work. Being able to pay living wages; Lack of commitment to living wages. Cost of living is too high for the job market (3 comments from non-tourism related business)	21
Other: Long term employee camping	4

New slogan... "Ukee is all for you!" Lack of training Bylaw officers as opposed to police (1 comment from non-tourism related business)	
Rentals: All new development has nightly vacation rate, Houses that flip between monthly and nightly rentals, Bylaws on Airbnb nightly rentals	3
Full time day care for working moms (including Saturdays and Sundays as well as Stat days)	2
Lack of public Transportation	2
COVID-19: Inability to schedule staff due to the 2020/2021 Public Health Orders Travel restrictions	2

Q33- WHAT ARE THREE OPPORTUNITIES TO IMPROVE STAFFING?

Most respondents indicated that Ucluelet should address the housing crisis and shortage of accommodations for staff and improve employment offerings. 24 of the 27 comments provided below were from respondents representing tourism-affiliated businesses.

27 answered, 39 skipped

OPPORTUNITIES	
Affordable, high-quality, year-round staff accommodation developments; funded by City, and / businesses; Laneway houses Designated staff campground; Property tax breaks for staff housing; Staff ship. Bring back the Canadian Princess to provide subsidized housing for workers, to attract talent, lose those RV's or are we an oil camp? (2 comments from non-tourism related business)	28
Offer better employment opportunities: Increase pay, wage subsidies, Work hour flexibility, Encourage a higher wage by employers; Liveable wage, Consistent employment opportunities, either seasonal or year-round Encourage USS students to work locally, Hire local campaign,	13
Other: Downtown lighting and cosmetics, More of a targeted job board system perhaps? Keep taxation and fees low, Government grants, Keep beaches and town clean,	5
District uses/leases land to provide seasonal campground	3
Continue the education sessions by the chambers - learn about our community	3
Community involvement; Indigenous representation in work force. Good will tourism officers. Training locals (1 comment from non-tourism related business)	3
Better services and transportation	2
Develop long-term industries; Longer season	2

Affordable full time day care	2

Q34- WHAT DO YOU SEE AS THE TOP 3 POSITIVE EXTERNAL TRENDS (OUTSIDE OF LOCAL CONTROL) FOR HELPING TOURISM IN UCLUELET?

Most respondents indicated that Ucluelet should take advantage of tourists' growing interest in sustainable tourism models (e.g., nature-based, ecotourism, educational tourism etc.) and in smaller /authentic / culturally rich destinations, and saw marketing forces as positive external trends. 21 of the 24 comments provided below were from respondents representing tourism-affiliated businesses.

24 answered, 42 skipped

Positive External Trends	
Eco-tourism and authentic tourism product: interest is wild, remote spaces; people; sustainable tourism wanting to connect with nature; the call for sustainability and cautious development of tourism in accordance with the capacities of local attractions and nature; location - far from city life; scenery, Surf culture, people wanting to visit small, culturally rich places, less is more (1 comment from non-tourism related business)	21
Marketing; social media; word of mouth, Consistent media attention: what people rate things on TripAdvisor/ Airbnb/ etc., international word of mouth, BC chamber of commerce could assist local businesses to promote Ukee; provincial advertising (travel BC), Promoting local businesses, Encouragement for local visits from BC tourism when covid is over. Tourism Vancouver Island webinars and education. Sense that tourism communities need more provincial support; Tourism BC promoting our area, Year-round camping PRNP	13
Travel patterns: Covid-19 causing population dispersion to places like Ukee (1 comment from non-tourism related business) People are really wanting to travel again, Free travel provincially; traveling within Canada, Travelers wanting to escape the city BC residents are exploring more of BC. Free travel from other countries, International travel may not recover for awhile	8
Other: Climate change Tofino has huge lodging capacity Improved federal parks infrastructure Tax break if employers provide housing Weather	5
Access: Highway 4 improvements; improved access via hwy.; improvements to the highway from port Alberni, Easier to get to Ucluelet: better highway; airport improvements	5
Affordable travel destination: family vacations are on the rise, Canadian vacations are affordable, affordable compared to Tofino,	4
There will never be a problem in attracting visitors due to the national park (1 comment from non-tourism related business)	2
Food culture / trends	2

Q35- WHAT DO YOU SEE AS THE TOP 3 EXTERNAL CHALLENGES/RISKS TRENDS (OUTSIDE OF LOCAL CONTROL) TO TOURISM IN UCLUELET?

Respondents provided a range of possible external risks, the bulk of which were related to COVID-19 and the possibility of future pandemics, as well as economic factors and influence by foreign investment. 19 of the 22 comments provided below were from respondents representing tourism-affiliated businesses.

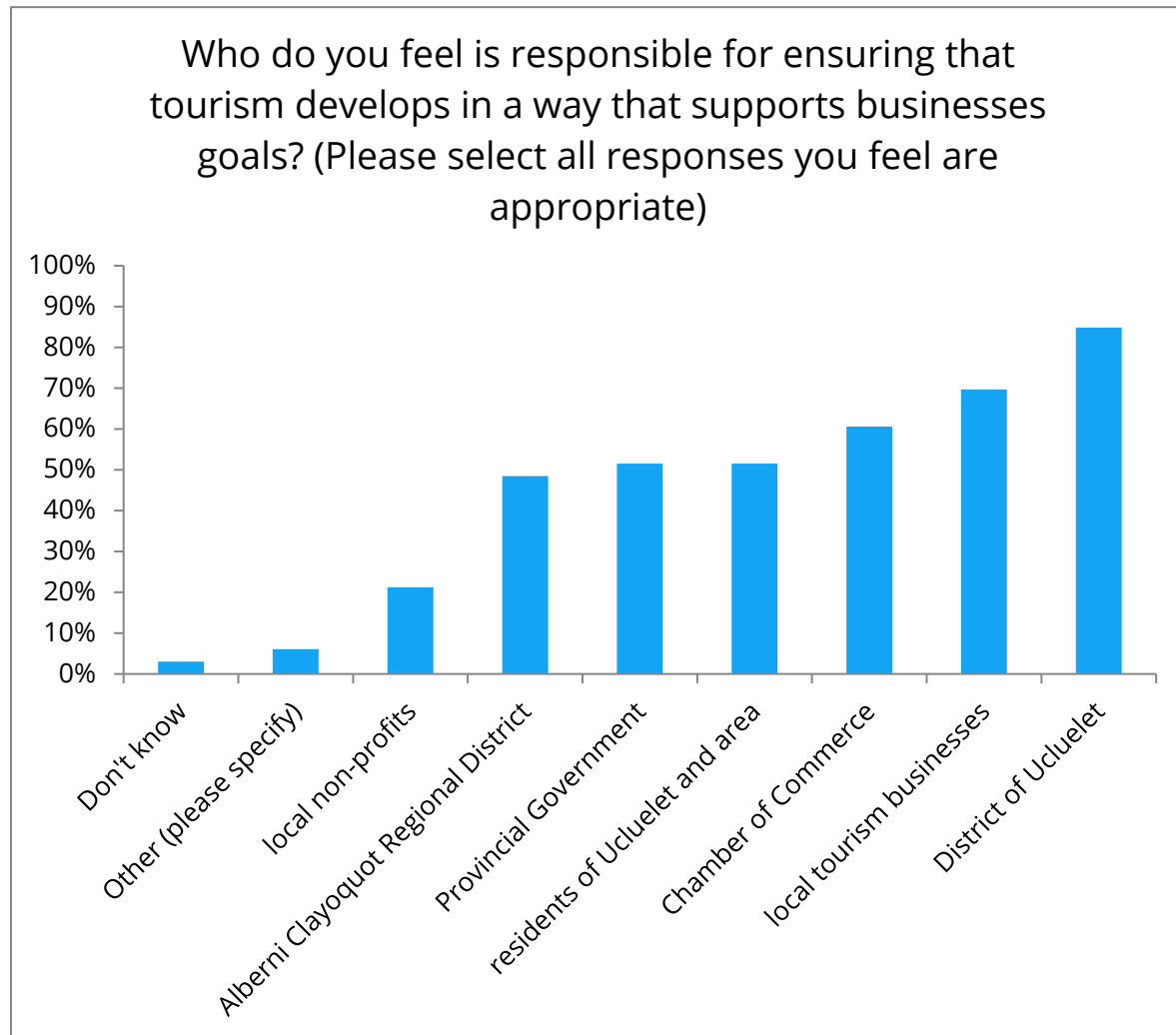
22 answered, 44 skipped

External Challenges/Risks	
COVID restrictions, international tourism continuing to be restricted, Covid not coming under control, public health issues,	11
Economic factors and foreign investment Increasing cost to travel and live, Ukee as a good investment (1 comment from non-tourism related business) Rising costs/greed of out of community developers; Second homeowners living here part time, empty houses, Explosion in house prices and inflation to building costs, True inflation, correctly adjusted, reducing unnecessary expenditure such as travel of economy doesn't recover fast enough. Investors that see Ucluelet as a "good investment" but are not connected to the community,	9
Bad attitudes, narratives and perceptions driven by social media and word of mouth: what people rate things on TripAdvisor/ Airbnb/ etc.	5
Lack of access via air travel; affordable frequent airline service, People wanting to travel at low cost	3
Ensure adequate funding for road repair and highway completion; Road condition	3
Environmental impacts: pollution, garbage, Unchecked forestry of old growth forests	3
A large urge to travel that we may not be able to accommodate, Impacts from urban exodus to Vancouver Island Off island investors with little regard for community (1 comment from non-tourism related business)	3
Government regulations (fisheries)	2
Other: Locals not supporting tourism, For safety reasons we need WIFI cell service between Pt. Alberni and the Junction. Illegal camping on logging roads, Influx of transients into the area including homeless (Alberni shelter?), Planners not receptive to change Weather Walkways Car and back country campers, people driven out of affordable homes, improved highway access and green infrastructure	16

Q35- WHO DO YOU FEEL IS RESPONSIBLE FOR ENSURING THAT TOURISM DEVELOPS IN A WAY THAT SUPPORTS BUSINESSES GOALS?

28 respondents (85%) identified Tourism Ucluelet and District of Ucluelet as the two most important stakeholders. 30 of the 33 comments provided below were from respondents representing tourism-affiliated businesses.

33 answered, 33 skipped



OTHER COMMENTS

- Visitors themselves
- First Nations Businesses