

Tourism Tofino's New Visitor Centre Opens

*West Coast Contemporary-Style Building Creates
Sense of Warmth, Place and Orientation*

Tofino, BC, June 26, 2019 -- [Tourism Tofino](http://TourismTofino.com) today announced the opening of its new Visitor Centre located on Pacific Rim Highway at Cox Bay in Tofino. The Centre welcomes travelers with personal service and direct connections to local businesses and experiences

Features of the new Centre include:

- 1400 square feet of visitor service space
- Contemporary design with fir and cedar structural elements, accents and furnishings, large windows, high-efficiency heating system, eco-friendly appliances and lighting
- Ample parking
- Staff of local knowledge experts
- Local business brochures, maps and other information
- Cultural heritage and local artist displays including a traditional dugout canoe crafted by Master Tla-o-qui-aht Carver Joe Martin suspended from the rafters
- Water bottle filling station
- Retail display area with giftware and micro-fibre free Tofino-branded apparel
- Community meeting room
- Safe and secure public washrooms

“We are very excited to welcome travellers from around the world to our beautiful, new Visitor Centre,” said Nancy Cameron, Executive Director at Tourism Tofino. “Thoughtfully-designed facilities like ours are the front doors of communities. More than just a repository of self-serve information, the Tourism Tofino Visitor Centre’s personal approach helps travellers learn more about the destination’s people, activities, and excursions, as well as the fragility of the natural surroundings of this precious place so they can make the most of their visits and be inspired to return again and again. We expect the new Centre to attract an increasing number of visitors giving our knowledgeable staff a chance to have many more meaningful, one-to-one interactions with guests.”

Funding and Operation

The new Tofino Visitor Centre has been paid for with visitor dollars collected by accommodation businesses via the Municipal and Regional District Tax (MRDT.) Designed and constructed by [MKM Projects Ltd.](http://MKMProjects.com) from Parksville, British Columbia, with the assistance of local Tofino construction businesses, the Centre, which took approximately 7 months to construct, was completed on time and within the \$2,000,000 budget. The Centre employs two full-time and three part-time visitor counsellors plus summer staff and is open from 9:00am to 6:00pm daily during the summer, and from 10:00am to 5:00pm from October – May.



“After several years of diligent work by Tourism Tofino’s Board of Directors to acquire the approvals and funding required to build a new Visitor Centre, we are thrilled to have it open to the public,” said Tourism Tofino’s Board Chair, Shane Richards. “We are grateful to everyone who helped make our vision for a highly-functional yet esthetically appealing facility a reality. Our thanks go out to the many Tofino accommodation businesses who collect the MRDT, the District of Tofino, Destination British Columbia, and the British Columbia Ministry of Finance for their support.”

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About Tourism Tofino www.tourismtofino.com

Tourism Tofino is the official not-for-profit destination marketing and management association for Tofino. In partnership with local businesses and the District of Tofino, Tourism Tofino undertakes strategic marketing and visitor servicing to fulfill its mandate to generate customers for our members and economic benefits for our community, while recognizing our responsibilities to residents, the environment and our guests.

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