

October 26, 2020.

To Whom It May Concern:

This letter is to confirm Tourism Ucluelet's support for the continued designation of the Clayoquot Sound UNESCO Biosphere Region, established in 2000.

Our region has worked together for the past decade to advance the objectives of the UNESCO Biosphere Reserve program. We continue working together to achieve the objectives of sustainable development, biodiversity conservation and reconciliation, through education, research, and collaboration such as:

- Developing and promoting education tourism opportunities through participation in the West Coast N.E.S.T..
Tourism Ucluelet works with the West Coast N.E.S.T. annually to market programs that are educationally diverse and unique which draw participants to the area during shoulder and off season. By intentionally developing programs in quieter periods of the year, it helps facilitate a longer season for businesses and an injection of revenue in a time of year where there is less visitation.
- Knowledge sharing to assist a destination marketing organization to become more sustainable. With the help of Clayoquot Biosphere Trust participating in our first strategic planning session, their contribution opened the thought process to ensure all new messaging would integrate respect for the ecology and all people of the area, while trying to consciously manage tourism economic growth annually and for years to come. This session was the first steps to redefine how the organization operated through sustainable best practices.

We gladly support the continued Clayoquot Sound UNESCO Biosphere designation and look forward to participating in the next ten years of activities in our region.

Sincerely,



Denise Stys-Norman
Executive Director
for the Tourism Ucluelet Board of Directors