



Tofino Wins TripAdvisor's "Best Beach In Canada" 2011 Travellers' Choice Award

Tofino, BC, April 11, 2011 – Tourism Tofino www.tourismtofino.com today announced that Tofino, located on the west coast of Vancouver Island, British Columbia, Canada, has been awarded the top spot in the "[Best Beaches in Canada](#)" Travellers' Choice 2011 rankings by TripAdvisor, the world's largest travel site.

Winning out over nine other Canadian coastal and waterfront locations including famed Cape Breton, Nova Scotia and Cavendish, Prince Edward Island, Tofino attracts visitors year-round to its miles of pristine, sandy and usually uncrowded beaches popular with surfers, sea kayakers and wave watchers. Known for its wide variety of accommodation types for all budgets from oceanfront camping to cozy, affordable inns and luxury resorts, Tofino also offers an array of outdoor activities including sport fishing, boating, wildlife watching and hiking. Additionally, Tofino has a vibrant culinary culture that can be experienced at the upcoming Feast! (www.feastBC.com) series of "boat-to-table" events featuring acclaimed visiting and local chefs preparing local, sustainable seafood.

"The TripAdvisor community is a powerful force in travel research and information dissemination, and choosing a destination is a first step in anybody's travel plans," said Jim Brody, TripAdvisor's senior international sales manager, Destination Marketing. "The Travellers' Choice Destination Award winners were determined based purely on the opinions and the conversation on our website. According to a recent TripAdvisor survey of more than 2,100 U.S. respondents, 68 percent are planning a beach vacation in 2011 with 10 percent of those travellers choosing west coast North American destinations."

"We are delighted to be recognized with this prestigious TripAdvisor award," said Sharon Lingenfelter, executive director of Tourism Tofino. "All you have to do is turn your feet loose on any of our pristine beaches, with their wide expanse of sand, tide pools, and rolling waves - in any weather - to understand why it's no surprise to locals why Tofino was voted number one."

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About Tofino

Tofino is a year-round travel destination on the rugged west coast of Vancouver Island in British Columbia, Canada. Bounded by the open Pacific Ocean, [Pacific Rim National Park Reserve](#) and the [Clayoquot Sound UNESCO Biosphere Reserve](#), Tofino is known for its miles of pristine beaches and unparalleled adventures, including whale and wildlife watching, saltwater and freshwater fishing, surfing, kayaking, boating, hiking, and winter storm watching.

www.tourismtofino.com

About Tourism Tofino www.tourismtofino.com

Tourism Tofino is a destination marketing organization (DMO) promoting Tofino's extensive destination attributes, local events and hospitality industry businesses. Tourism Tofino also partners with other tourism organizations to create awareness of regional tourism initiatives for visitors worldwide.

About TripAdvisor www.tripadvisor.com

TripAdvisor® is the world's largest travel site, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features (including Flights search, TripAdvisor Mobile and TripAdvisor Trip Friends) with seamless links to booking tools.

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