

PARKSVILLE QUALICUM BEACH TOURISM INDUSTRY

COMMUNITY SHARED VALUE REPORT

Prepared by Parksville Qualicum Beach Tourism



PARKSVILLE
QUALICUM **BEACH**

WHERE IT ALL
COMES TOGETHER

LAND ACKNOWLEDGMENT

We acknowledge and give thanks to the Qualicum and Snaw-naw-as First Nations on whose ancestral lands we operate.

INTRODUCTION

OUR TOURISM STRATEGY

In 2023, the Parksville Qualicum Beach Tourism Association (PQBTA) worked with local residents, businesses, and community groups to build a long-term plan for tourism in the region. The result is a Destination Development Strategy that serves as a shared roadmap for how tourism can benefit everyone who lives and visits here.

The strategy is built on a simple idea: tourism should work for the whole community, not just the industry. Delivering on that idea is a shared responsibility that requires the commitment and leadership of local businesses, organizations, and governments working together.

OUR VISION

A destination where the community and our pristine oceanfront come together to create a sustainable, resort feeling that nurtures the spirit and leaves a lasting mark on all who visit.



WHAT WE'RE WORKING TOWARD

The strategy sets out nine goals that guide our work:

- A tourism industry built to adapt and stay resilient
- A year-round economy that isn't entirely dependent on summer
- Experiences that reflect what makes this region genuinely unique
- A community that feels heard and sees real value from tourism
- A welcoming destination for everyone
- Meaningful collaboration with the Qualicum and Snaw-Naw-As First Nations
- A thriving arts and culture scene
- Safe, accessible infrastructure for residents and visitors alike
- A natural environment protected for future generations

HOW WE GET THERE

FOUR AREAS OF FOCUS



01.

VISITOR EXPERIENCE

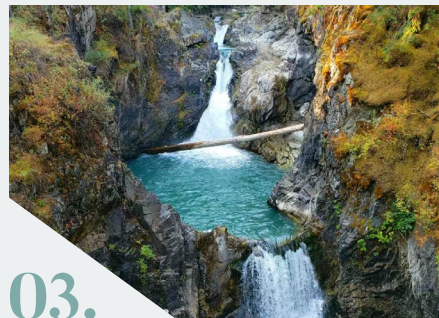
Improving what people do and how they get around



02.

SOCIAL & CULTURAL

Supporting community, arts, Indigenous visibility, and housing



03.

ENVIRONMENTAL

Reducing our footprint and protecting the natural environment



04.

STAKEHOLDER COLLABORATION

Working together across sectors to make it happen

OUR COMMITMENTS

Every action in this strategy is guided by ten commitments, from protecting biodiversity and supporting the arts to prioritizing resident quality of life and walking the path of reconciliation with First Nations. These aren't aspirations. They're the standards we hold ourselves to.

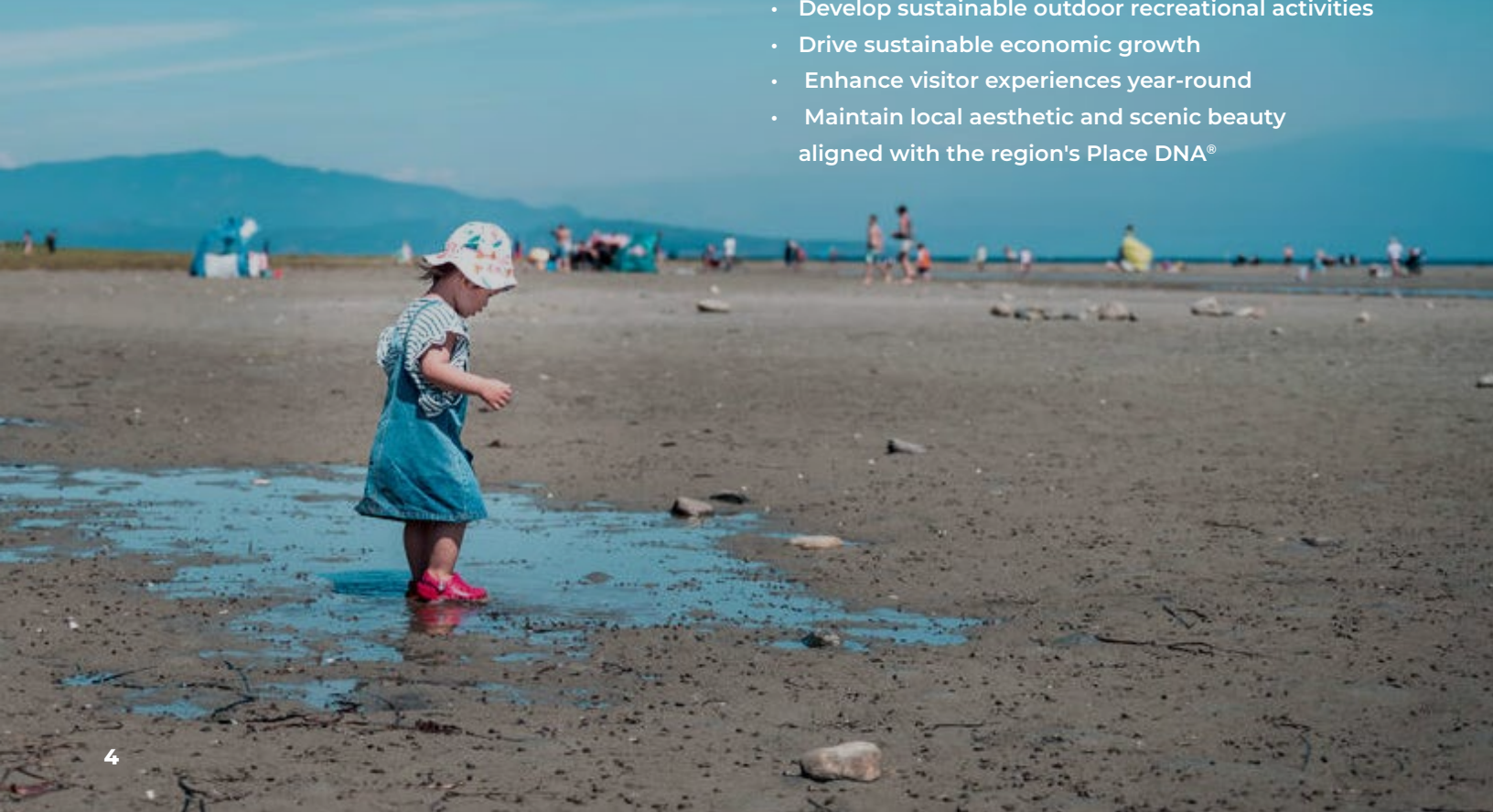
THE STATE OF TOURISM IN PARKSVILLE QUALICUM BEACH

ADOPTION OF GUIDING PRINCIPLES

We're proud that in our first year, 37 local tourism businesses have formally committed to ten guiding principles that shape how tourism operates and shows up for the community. Our goal is to grow this to 93 over the next three years.

GUIDING PRINCIPLES:

- Preserve or regenerate the region's natural beauty and biodiversity
- Deliver sustainable tourism and eco-awareness
- Foster inclusivity and diverse community representation and engagement
- Respect and collaborate with Qualicum and Snaw-naw-as First Nations and leverage tourism in a path to reconciliation
- Support development of the arts, culture and local heritage
- Prioritize resident quality of life and well-being
- Develop sustainable outdoor recreational activities
- Drive sustainable economic growth
- Enhance visitor experiences year-round
- Maintain local aesthetic and scenic beauty aligned with the region's Place DNA®



ECONOMIC VALUE



\$308M

in total economic activity

\$844,000 daily²



1,410 jobs supported across the local economy, equal to roughly **1 in 10 jobs** in the region.

\$6M

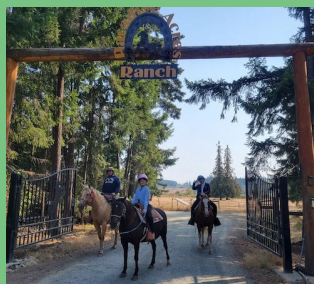
in municipal tax revenue (\$290 in local taxes offset for every PQB household)²

\$209M

spent by visitors in the region (2024)²

289

tourism businesses in the region⁴



2025 vs. 2023

+14%

growth in off-season tourism³

+2%

growth in peak season tourism³

495

events hosted annually⁴



SOCIAL VALUE



1,400

jobs are supported by tourism in the region

roughly 1 in 10 jobs²

✈️ 79%

of PQB residents support tourism remaining important to their community⁵



📍 92%

believe their community is a desirable place to visit⁵



🍴 78%

agree tourism supports a greater diversity of local amenities⁵

🏠 90%

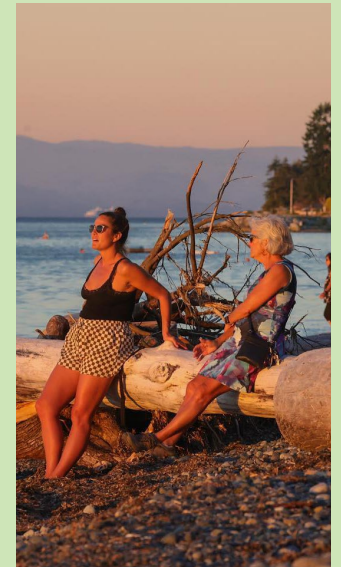
agree tourism supports local businesses⁵

😊 80%

take pride in making visitors feel welcome⁵

↗️ 75%

say the positive impacts of tourism outweigh the negative⁵



💕 72%

agree tourism contributes positively to their quality of life⁵

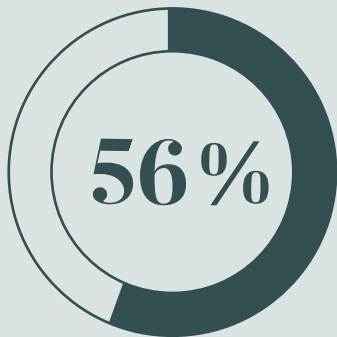
ENVIRONMENTAL VALUE

Our region's natural environment is the foundation of everything we offer visitors, and protecting it is critical.

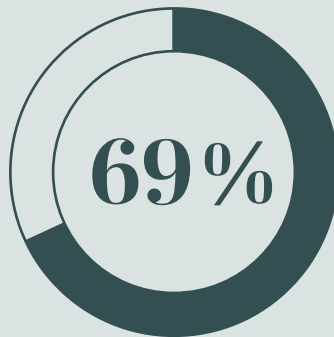
100%

of PQB tourism businesses surveyed are concerned about the impact of climate change

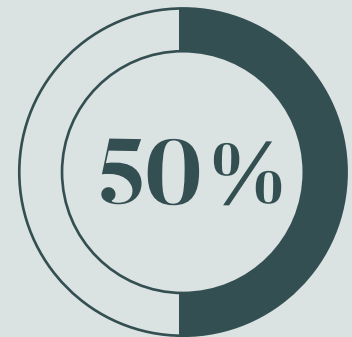
62% very concerned⁶



made **climate adaptation investments** in 2024⁶



invested in **environmental sustainability** in 2024⁶



had an **environmental audit performed** in the last two years⁶



LOCAL LEADERSHIP IN ACTION

Tigh-Na-Mara Seaside Spa Resort & Conference Centre achieved Biosphere Certification, and both Tigh-Na-Mara and Bayside Resort earned a 4 Green Key Eco-Rating from Green Key Global, placing them among BC's most recognized sustainable tourism operators.⁷

PROGRESS AGAINST THE STRATEGY AND FIVE-YEAR IMPLEMENTATION PLAN

TOURISM INDUSTRY ACTIONS

Strategic Pillar	Status	Key Actions Taken in 2025	Plans for 2026
Stakeholder Collaboration	On Track	MRDT (Hotel Tax) renewal completed (2024). Stakeholder surveys completed. Working groups in progress.	Conduct surveys and engage working groups.
Visitor Experience	On Track	Data systems built. Benchmark data established. Night-Time Visitor Economy report completed. Supported URide launch.	Acquire additional benchmarks for educational and cultural experiences. Continue to advocate for traffic and parking safety.
Social and Cultural	On Track	Resident sentiment survey conducted. Community Shared Value report produced. Initiated a process with Qualicum and Snaw-Naw-As related to the ITBC First Nations Tourism Destination Fund. Created an accessibility guide for hotels and restaurants and coordinated beach wheelchair access with Access Oceanside Association.	Begin developing a diversity and inclusion policy and training program.
Environmental	On Track	Climate Adaptation Survey conducted. Tigh-Na-Mara achieved Biosphere Certification. Tigh-Na-Mara and Bayside Resort both achieved a 4 Green Key Eco-Rating from Green Key Global.	Launch best practice resources for operators and grow the number of businesses with environmental certifications, plans and actions.

PARTNER AND STAKEHOLDER ACTIONS THAT SUPPORT THE TOURISM STRATEGY

Partner	Action	How It Connects to Tourism
Regional District of Nanaimo	Parks and Trails Strategy (2022–2032)	12 regional parks, 2,072 hectares, and 78 kilometres of developed trails form the backbone of the region's outdoor visitor experience.
Regional District of Nanaimo	Transit Redevelopment Strategy	Improved frequency and expanded service on the Intercity Line connecting Parksville and Qualicum Beach to Nanaimo makes the region more accessible for visitors and workers alike. The strategy also introduces digital on-demand transit to outlying areas including Nanoose Bay, Errington, and Coombs, extending coverage to lower-density communities that fixed routes cannot efficiently serve.
City of Parksville	Transportation Master Plan	A guiding document addressing current and future needs for all modes, including pedestrian, transit, cycling and micro-mobility, directly supporting visitor mobility and safety.
City of Parksville	Parksville Pathway (planned 2026)	A 1,100-metre accessible pathway connecting Parksville Community Park to the Englishman River estuary, weaving natural and cultural interpretation through a significant visitor corridor.
Town of Qualicum Beach	Sustainable Economic Development Strategy	Developed in partnership with PQBTA, this strategy provides a framework for economic growth that protects quality of life and aligns with the region's tourism vision.
Town of Qualicum Beach	Ways to Achieve Attainable Housing	Directly addresses housing affordability, one of the top concerns raised by residents, which is essential to sustaining the workforce that supports the visitor economy.
Town of Qualicum Beach	Community Transportation Plan (2025 Update)	A prioritized list of projects focused on improving mobility and safety for pedestrians, cyclists and transit users, benefiting residents and visitors equally.

ADDRESSING COMMUNITY CONCERNS



What we've heard

Summer is getting busy. Almost half of residents feel the region sees too many visitors in peak season.⁵

Tourism can make it harder to afford to live here. 58% of residents connect tourism growth to rising costs.⁵

We don't want to lose what makes this place special. Residents consistently raise concerns about environmental impact.

We want to make Indigenous culture visible. The strategy process identified limited Indigenous visibility as a meaningful gap.

More nighttime entertainment, but don't change the character of the community. Residents are divided on evening vibrancy.

How the industry is responding

Tourism marketing investment is prioritizing spring, fall and winter visitation. Off-season growth of 14% since 2023 shows early progress.³

The tourism industry has joined the regional affordable housing conversation as a formal stakeholder and supports stronger enforcement of short-term rental regulations.

From the Hamilton Marsh conservation pledge to growing sustainability certifications, the industry is putting action behind shared values. 69% of tourism businesses invested in environmental sustainability in 2024.⁶

The industry is an active champion for Indigenous-owned businesses and has initiated discussions with Qualicum and Snaw-naw-as First Nations through the ITBC First Nations Tourism Destination Fund.

A Night-Time Visitor Economy report was completed in 2025 to find an approach that adds life without disrupting what residents love about living here. PQBTA is prioritizing event promotion.

STORIES OF COMMUNITY IMPACT



SAVING HAMILTON MARSH

When a 360-hectare wetland west of Qualicum Beach faced an uncertain future, PQBTA supported its purchase with a \$10,000 matching pledge. The pledge was fully matched, and in March 2026 the Regional District of Nanaimo confirmed the acquisition was complete. Hamilton Marsh, the largest wetland between Nanaimo and the Comox Valley and home to birds, amphibians, fish and a rare Douglas-fir ecosystem, is now protected for future generations.

THE BEACH CLUB'S WORLD OCEANS DAY

The Beach Club Resort launched an annual World Oceans Day celebration on June 8, 2025, bringing together local chefs, sustainable seafood producers, farmers, breweries and distilleries for a sold-out coastal feast. The event showcased the region's food and ocean connection while spotlighting local partners from Fanny Bay to Qualicum Beach. It is a strong example of how tourism experiences can celebrate and strengthen community.





PENTLATCH GALLERY

Parksville's Pentlatch Gallery, named in honour of the Pentlatch speaking People, received \$10,000 in funding from Indigenous Tourism BC in January 2026. The funding, earmarked for marketing, gives the gallery its first real advertising budget. Owner and curator Gerald Fuller credits PQBTA's executive director for championing the gallery with Indigenous Tourism BC. The gallery features Indigenous art from across Canada, including Coast Salish, Haida, Nuu-chah-nulth, Cree, and Dene artists.



THE MAC: FROM GALLERY TO COMMUNITY HUB

The Parksville Qualicum Beach Art Centre (the MAC) has transformed into an active cultural venue. Since 2023, programming has grown by 30% by expanding community events like the Exquisite Corpse and Amazing Art Race, Art Therapy, and Creative Kids classes. In 2025, the MAC recorded 15,000 onsite visits and 102,000 ticket sales and class registrations. Summer exhibitions draw a significant share of tourists, many brought by locals who want to share what makes this community worth visiting.



PARADISE FUN PARK GOES YEAR-ROUND

Paradise Fun Park began operating year-round, extending its season beyond summer for the first time. The move supports the region's goal of building a stronger off-season visitor economy while giving local families more to do throughout the year.

A photograph of a person standing on a wooden walkway or bridge in a dense forest. The walkway is made of metal beams and has a railing. The person is looking out over the forest. The background is filled with tall, thin trees and green foliage.

MOVING FORWARD TOGETHER

Tourism in Parksville Qualicum Beach is more than an industry. It is a shared investment in the places, people and experiences that make this region worth living in and worth visiting. The progress reflected in this report is the result of businesses, organizations, governments and residents working toward the same goal. That collaboration is our greatest asset, and it is what will carry us forward.

**PARKSVILLE
QUALICUM BEACH**

Sources

1. Parksville Qualicum Beach Tourism Association, *internal guiding principles adoption tracking*, 2025.
2. Tourism Impacts Canada / Rove. *Parksville Qualicum Beach's Visitor Economy, 2024*. Prepared for Parksville Qualicum Beach Tourism Association, December 2024.
3. Parksville Qualicum Beach Tourism Association, *internal performance data*, 2025.
4. Parksville Qualicum Beach Tourism Association, *internal business and events registry*, 2025.
5. Sentis Research (Destination BC). *Public Perceptions of Tourism in British Columbia — Parksville Qualicum Beach data tables*. November 2025.
6. Destination BC / BC Tourism Climate Resiliency Initiative (BCTCRI). *Tourism Climate Adaptation & Environmental Sustainability Survey: Snapshot Series — Parksville / Qualicum Beach*. Sentis Research, February 2025. Based on 16 respondents; findings are indicative only.
7. Tigh-Na-Mara Seaside Spa Resort & Conference Centre; *Bayside Resort*. *Certification records, Green Key Global and Biosphere Tourism*, 2024–2025.