



INDUSTRY: Tourism

END USER: Tourism Tofino staff

OBJECTIVE: To promote Tourism Tofino and the region.

ITEMS: Waterproof, molded rain boots with a flexible, non-slip sole. These boots are offered in black and red with screen printed graphics and decorated in the USA.

RESULT: Tourism Tofino staff wore the boots to an industry event to promote storm watching season. The boots were also used at other public events. The VW microbus is a mascot of Tourism Tofino called the Chestervan. They travel and display Chestervan at events.

RESPONSE: The boots were very well received and appreciated — especially considering the rain on Vancouver Island! They were also nominated for a multi-media campaign award at the Tourism Vancouver Island AGM and won.