

# 2025 “Snapshots of Summer”

September Interim Education Report -- Wild Pacific Trail Society



**Wild Pacific Trail**  
UCLUELET, B.C.

**Free Naturalist Guided July Events**

**10am Walks**  
Wednesday to Friday meet your guide at colour coded locations

**Lighthouse Booth**  
Rotating topics raincoast EDUCATION SOCIETY  
10am-4pm drop-in Tuesdays

**Wednesdays**  
Wolf Walk  
10am at Whale Parking Lot

**Thursdays**  
Walking Trees  
at Lighthouse Discovery Booth

**Fridays**  
Tidepool Exploration  
Start at Big Beach picnic area 10am

**SPECIAL EVENTS:**  
July 12: 12-3 pm drop-in PRAS Art & Culture Walk  
July 12 along Lighthouse Loop

July 21: Redd Fish Restoration  
10 am Fishy Forest Walk  
Ancient Cedars trailhead

July 14: 10am-2pm WildSafe BC  
Lighthouse Booth

July 26-27: Ukee Days  
See us at the Fairgrounds

**Ucluelet event location map**  
Maitland Drive  
Coast Guard Road (Lighthouse Loop)

Highway  
Ancient Cedars  
Big Beach Picnic Shelter  
Whale Parking Lot (First lot on Coast Guard Road)  
Lighthouse Discovery Tent & Interpretive Centre

**EVENTS**

Wild Pacific Trail

Funded by donations to the Wild Pacific Trail Society, Ucluelet

**Wild Pacific Trail**  
UCLUELET, B.C.

**Free naturalist guided WALKS**

**EVERY Wednesday: 10 am walk**  
Wolf Walk  
Meet at Whale Parking Lot for your walk  
WPTS offers all unmarked events

**EVERY Thursday: 10 am walk**  
Bogs & Bears  
Meet at Whale Parking Lot  
Parks Canada  
Whales & More  
1-2:30 pm Lighthouse Discovery Tent

**EVERY Friday: 10 am walk**  
Tidepool Exploration  
Start at Big Beach picnic area  
Parks Canada  
Coastal Stewards  
10am-1pm Lighthouse Discovery Tent

**Daily: 9am-4pm**  
Amphitrite House Interpretive Centre  
Drop-in at the Lighthouse for exhibits, trail info, and fun activities  
Weekends WPTS staff, weekdays by Raincoast Education Society

**SPECIAL Guest events: 10 am**  
WildSafe BC June 9th  
Lighthouse Booth 10 am-2 pm  
Fishy Forest Walk June 30th  
Ancient Cedars Loop

**Ucluelet event location map**  
Maitland Drive  
Coast Guard Road (Lighthouse Loop)

Highway  
Ancient Cedars  
Big Beach Picnic Shelter  
Whale Parking Lot (First lot on Coast Guard Road)  
Lighthouse Discovery Tent & Interpretive Centre

Wild Pacific Trail Society  
Funded by donations to the Trail Society.

Program posters were distributed to dozens of Ucluelet and Tofino Businesses every month.





The 2025 season kicked off in March with the creation of engaging pop-up interpretive displays and weekend staffing at the Amphitrite House Interpretive Centre (9 am–4 pm, Saturdays and Sundays).

Our partners at Raincoast Education Society ensured weekday coverage (Monday–Friday), providing continuous engagement for visitors.



In July, we welcomed our summer intern Reanna, whose intelligence, enthusiasm, and natural curiosity made her an exceptional addition to the team. With Reanna on board, we were able to double the number of guided programs on the trail, offering more opportunities for visitors to explore and connect with the local environment. Having two staff members on Saturdays proved invaluable, allowing us to cover peak visitor hours (11 am–2 pm) while also taking necessary breaks. Sundays remained quieter but still offered meaningful

engagement. Amphitrite House showed significant potential—its busiest single day equaled two hours at the Discovery Tent, suggesting opportunities to expand programming, exhibits, advertising and visitor amenities.



## Amphitrite House

Feedback from WPTS staff and visitors highlighted several recurring themes:

**Educational Curiosity:** Guests showed enthusiasm for maps, art, and natural history materials, with requests for expanded Indigenous perspectives, plant identification, and language lessons.

**Merchandise & Amenities:** Nature-themed merchandise remained popular, alongside frequent requests for water fountains, coffee, and clearer washroom signage.

**Safety & Orientation:** First aid was required on four occasions due to falls on the rocks beside the lighthouse, including one 911 call. Lighthouse-area access questions were common, and visitor confusion with door operation and wayfinding was noted.

**Exhibit Expectations:** Some visitors desired a more museum-like experience. Comment box suggestions encouraged expanded cultural interpretation and improved trail signage.





## Programs & Events

### WPTS-Led Discovery Tent Booths

**Wolves Booth** – Newly updated, this display immerses visitors in the secret world of wolves, exploring survival strategies, social dynamics, and ecological importance. Interactive elements let participants experience life as a wolf along the coastline.



**Bears & Berries Booth** – A brand-new addition showing how seasonal species such as berries (with ID guides) shape bear behavior and the broader coastal ecosystem, use of replica bear skull, tracks and scat.

**Marine Mammals Booth** – Also fresh for 2025, this interactive display introduces visitors to whales, sea lions and sea otters through props and ID guides. Parks Canada even provided us free temporary loan of a replica Sea Lion skull!





## Guided Walks

**Wolf Walk** – Guests explore wolf territory, learning about these elusive predators, their ecological role, what clues to look for along the trail of their presence as they navigate their coastal habitats. This walk receives a round of applause every week!

**Bogs & Bears Walk** – Newly developed and adapted this season, the walk highlights unique bog plants and seasonal bear foraging habits.

**Tidepool Exploration** (Big Beach) – Hands-on exploration of intertidal life, consistently drawing the highest attendance of any program. Visitors discover fascinating marine organisms while learning about coastal ecology.

**Walking Trees Walk** – This new trail program reveals the hidden world of forests, exploring ancient trees, nurse logs, and the stories of regeneration and resilience. We explore the new research shared at Ancient Cedars about how trees are continually falling with the wind, rooting and regrowing along our coast.

**Sea Otter Walk** – The season's most popular walk, attracting 30–50 participants per session with minimal advertising. August walks featured sightings of two river otters and one sea otter, delighting participants.





## Educational Partnerships

**WildSafe BC Booth** 1 x month – Engaging displays on coexisting safely with bears, cougars, and wolves.

**Parks Canada Coastal Stewards** – Weekly at the Discovery Tent, offering hands-on learning about coastal safety and habitat stewardship.

**Parks Canada Interpreters** – Whales and More – Interactive whale-themed programming with props and models to illustrate marine conservation and migration.

**Reddfish & Ucluelet Aquarium** – Salmon Trail Booth – Weekly presentations on salmon life cycles and their critical role in watershed and forest health.

**Reddfish “Fishy Forest Walk”** – 1 x month, guided walks through Ancient Cedars exploring salmon-forest connections.

**Ucluelet Aquarium Tidepool Walks** – Biweekly co-led walks with WPTS naturalists at Big Beach, offering hands-on intertidal exploration for 20–30 participants.

**Raincoast Education Society Tuesdays** – Weekly thematic programs with interactive displays covering bears, kelp forests, intertidal zones, and more.

**SeaChange Booth** – New this year, visitors explored eel grass forest ecosystems and restoration initiatives through interactive, educational displays. A great potential partner for future Eelgrass and other related program themes at Spring Cove.





## Special Events

**WildSafe BC** – Multiple events were very popular.

**Ocean Wise Whale BioBlitz** – Monthly citizen science events with Discovery Tent booths, documenting whale activity along the coast.

**Pacific Rim Arts Society Summer Festival** – Arts & Culture Walk – postponed due to weather.

**Ukee Days** – Participation canceled this year due to illness.

## New Initiatives

**Private Walks (Pilot Program)** – Offered discreetly through word of mouth, six private guided walks were led at suggested donations of \$250 each, showing strong interest in personalized experiences.

## Stats – Total Meaningful Interactions

<b>Total Interactions June</b>	<b>1615</b>
WPTS Led Interactions	835
Partner Led Interactions	780
<b>Total Interactions July</b>	<b>4473</b>
WPTS Led Interactions	1892
Partner Led Interactions	2581
<b>Total Interactions Aug</b>	<b>4235</b>
WPTS Led Interactions	2159
Partner Led Interactions	2076

Grand Total: **10,323**

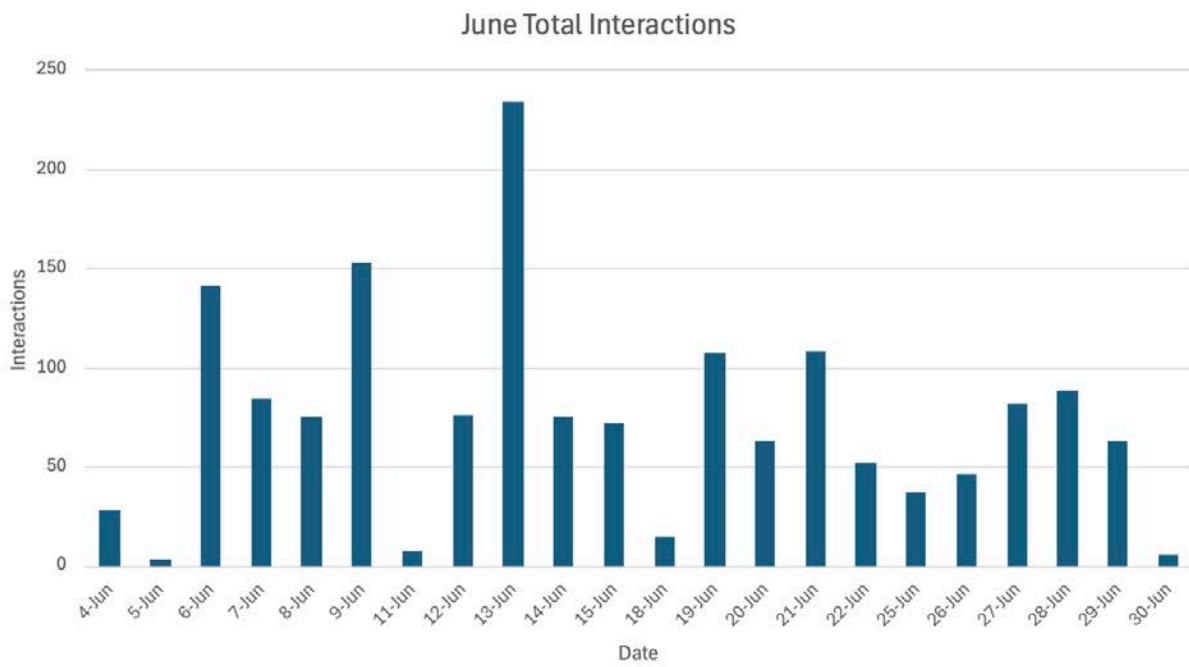


Fig. 1: Total Meaningful Interactions for June 2025

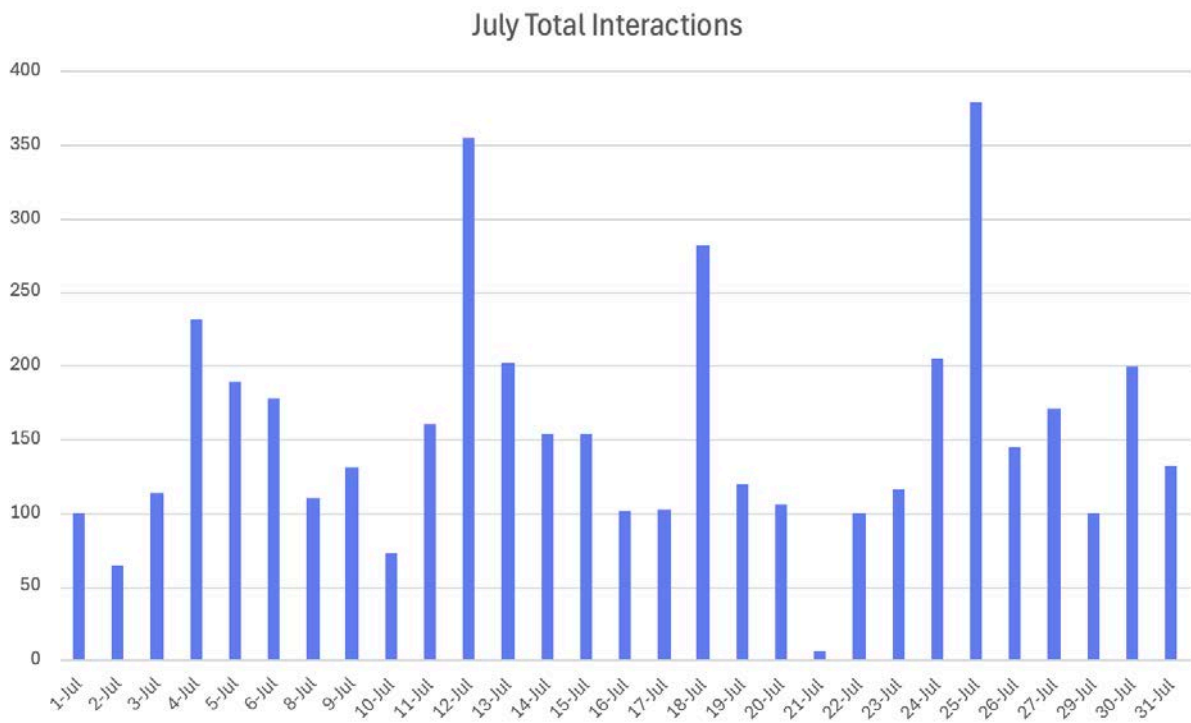


Fig. 2: Total Meaningful Interactions for July 2025



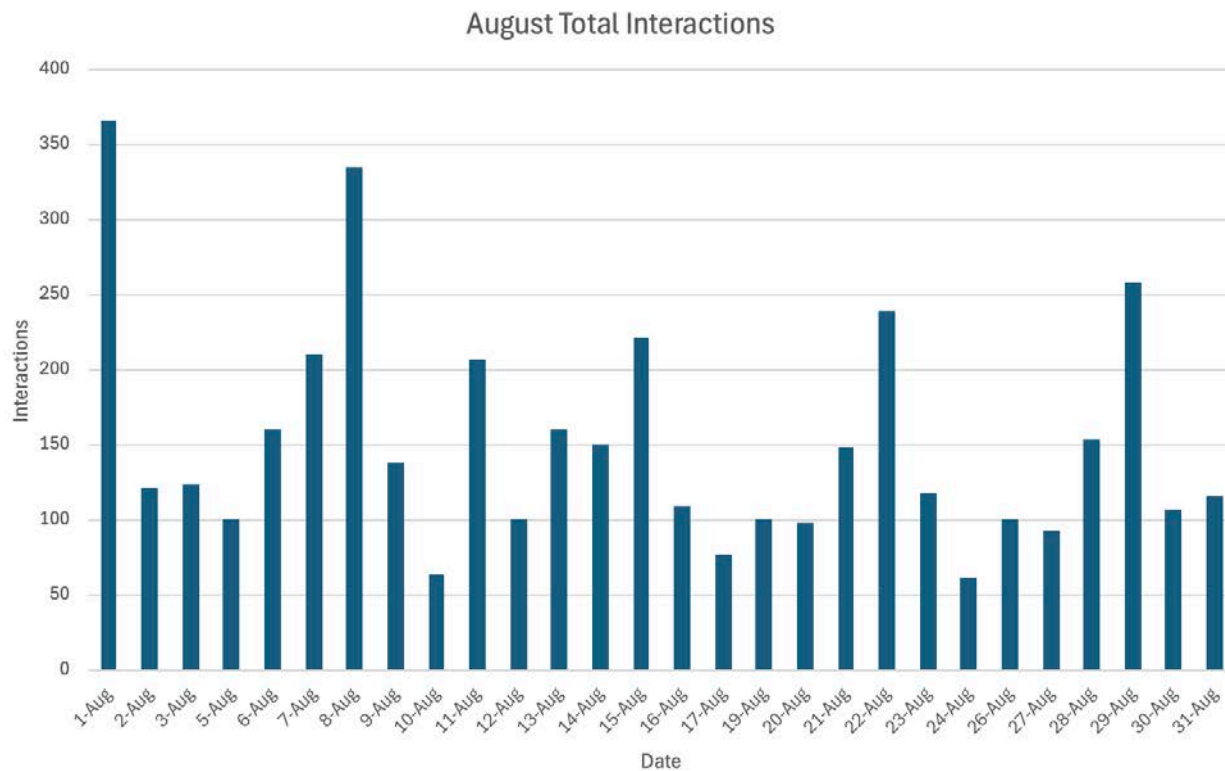


Fig. 3: Total Meaningful Interactions for Aug 2025

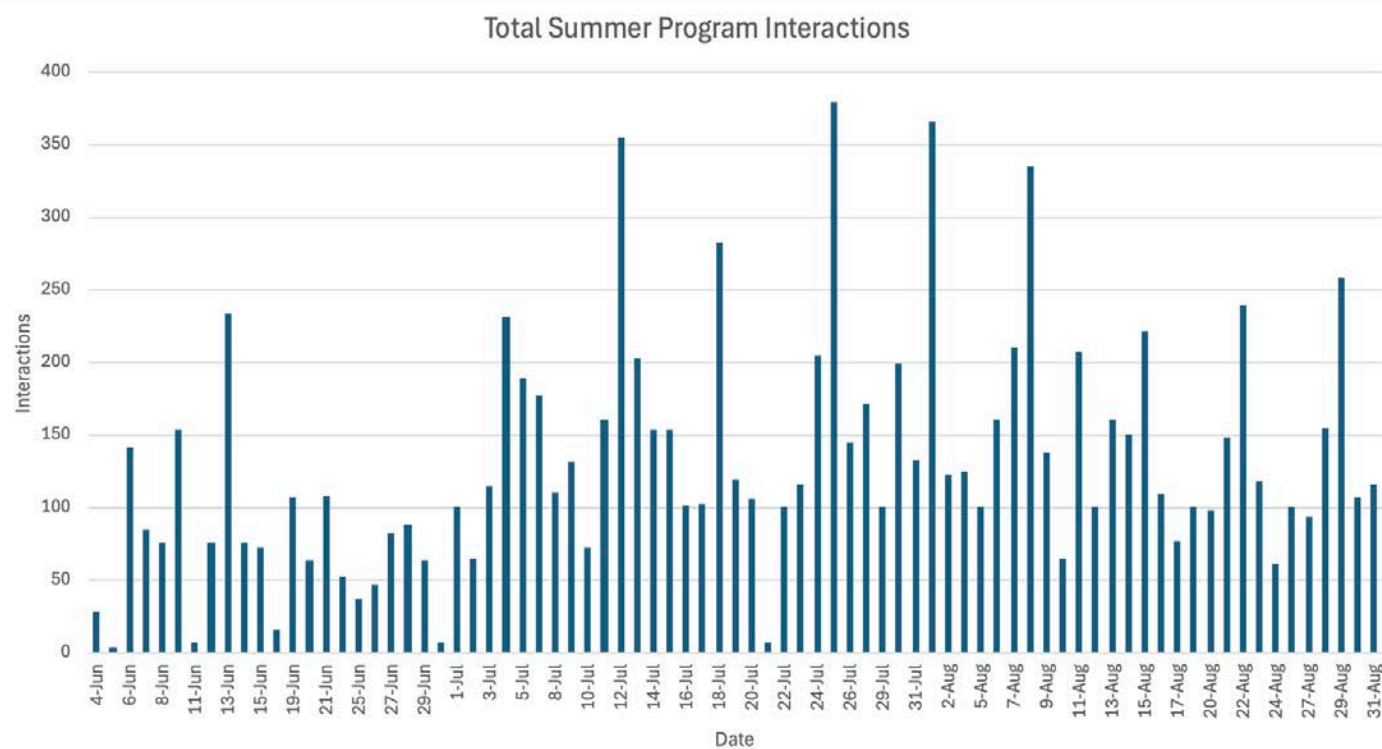


Fig. 4: Total Meaningful Interactions for July, July and August Combined 2025

'Location': **Discovery Tent** and **Amphitrite House** have noticeably higher 'Hours'.

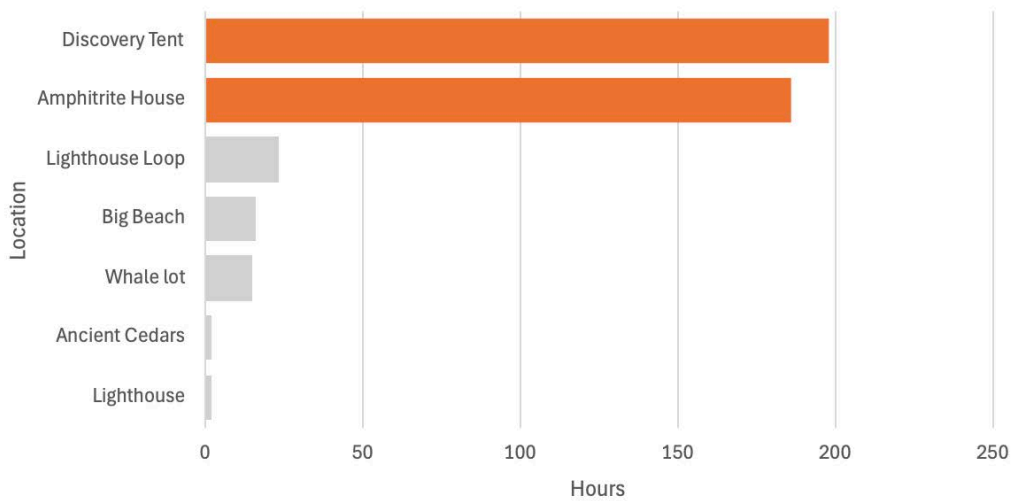


Fig. 5: Summary of locations that programs were delivered. Consistent with highest engagement locations.

### Social Insights: Facebook and Instagram

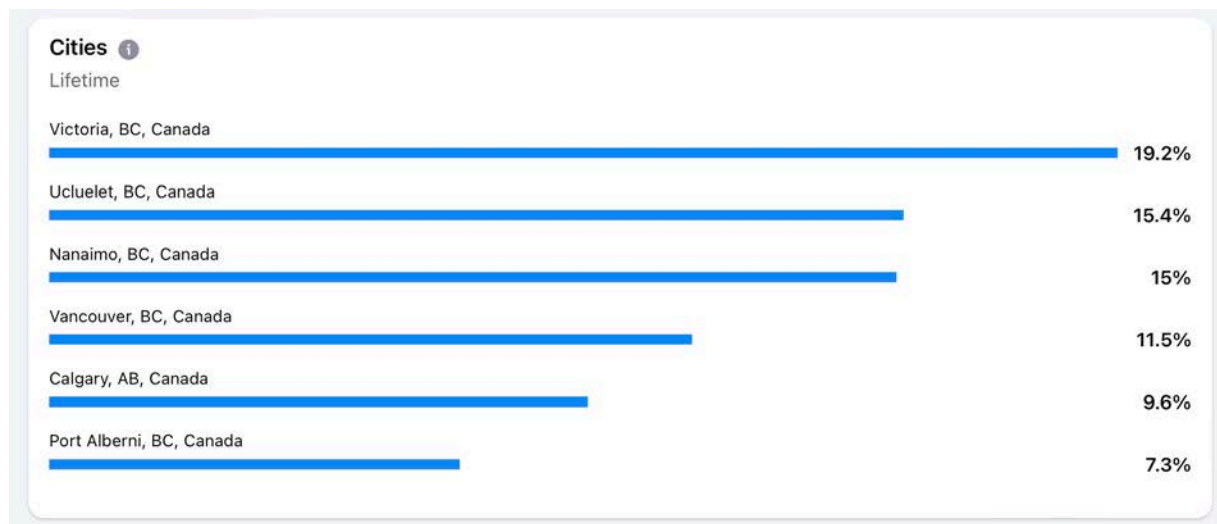


Fig 6: Followers by location top cities Facebook



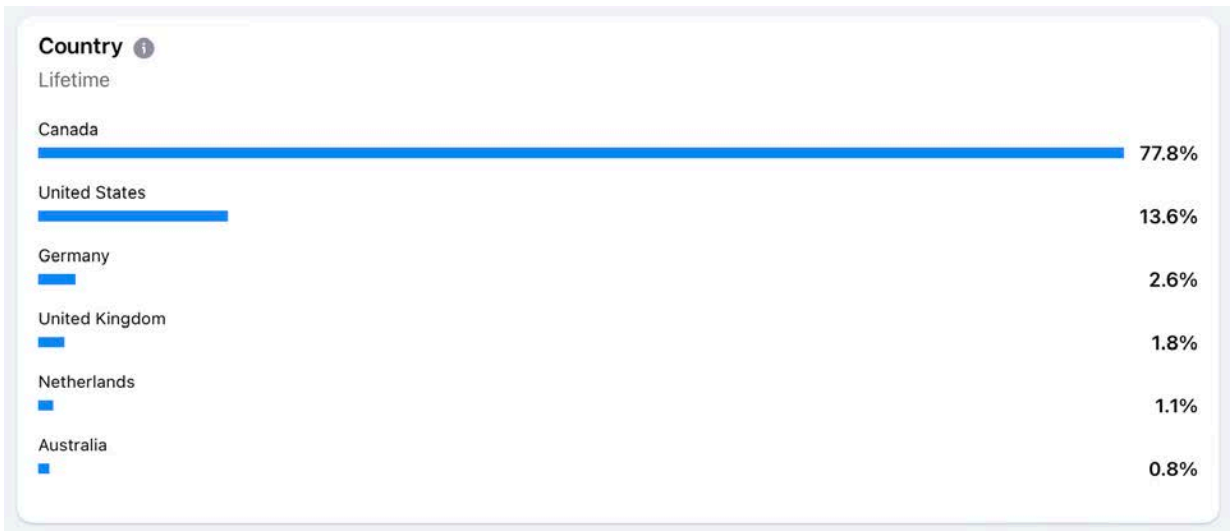


Fig 7: Followers by location Facebook

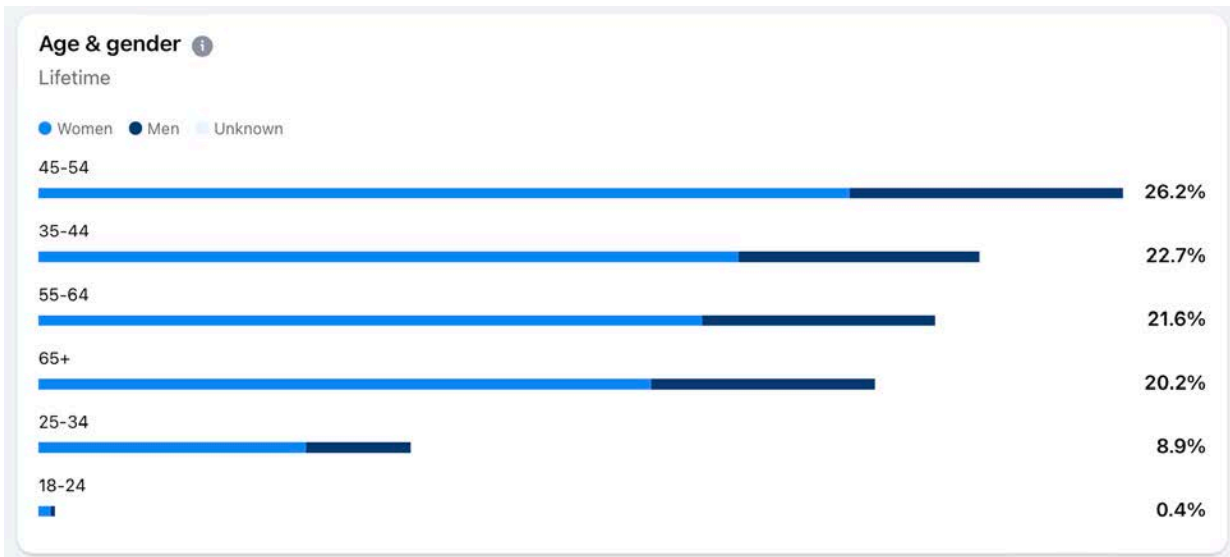


Fig 8: Followers by identified age/gender Facebook

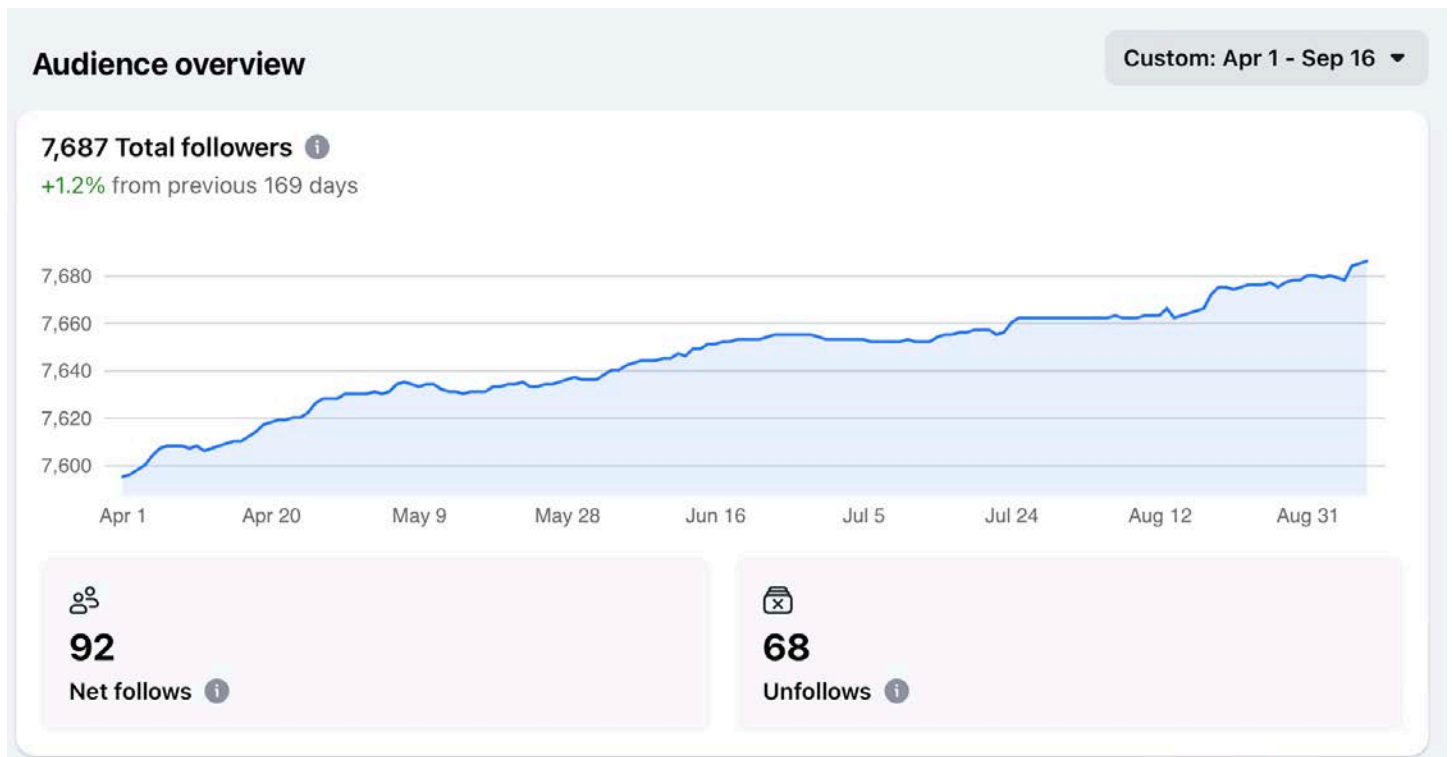


Fig 9: Facebook growth April 1-Sept 16 2025

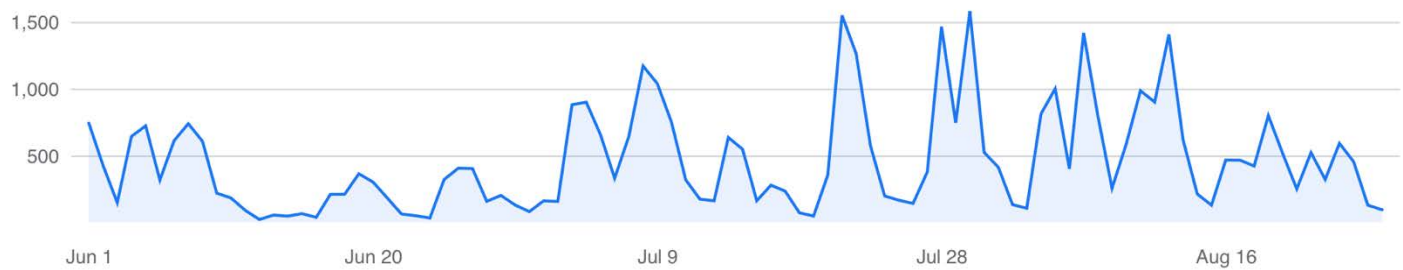


Fig 10: Facebook post views June, July, August 2025



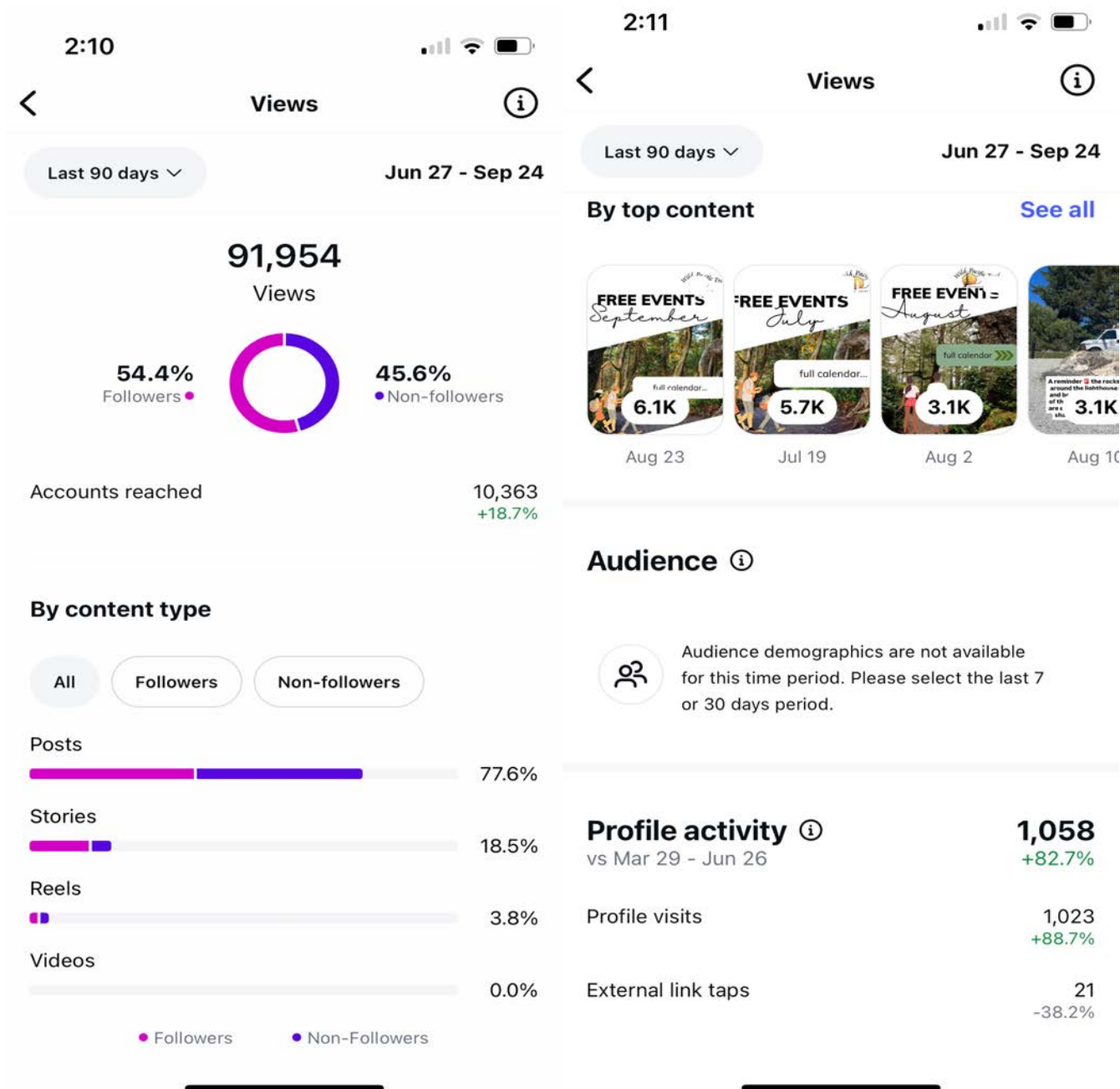


Figure 11: Instagram insights, last 90 days

### In Summary:

The 2025 summer season marked another year of growth and innovation for the Wild Pacific Trail Society. With a total of **10,323 meaningful interactions**—surpassing 10,122 in 2024 and 6,175 in 2023—we continue to see strong momentum in visitor engagement and learning. This growth reflects the popularity of our guided walks and discovery tent exhibits, as well as the success of new initiatives such as private guided walks and expanded partnerships.

Visitor feedback has made it clear that while our programs are thriving, there is a growing demand for deeper interpretive experiences. Many guests expressed enthusiasm at Amphitrite House Interpretive Centre for more

Indigenous perspectives, and immersive, museum-style exhibits. This highlights the importance of investing in interpretive display development, ensuring that our stories, science, and cultural connections are presented in dynamic and accessible ways providing visitors a deeper connection to the nature which they are exploring.

Looking ahead, we are especially excited about the opportunities our new year-round Interpretive Centre at Amphitrite Lighthouse will bring. This space will allow us to meet visitor expectations more fully, provide shelter and services in all seasons, and showcase a broader range of exhibits that bring the natural and cultural history of the coast to life. With strong community and partner support, the Wild Pacific Trail Society is poised to deepen its role as both a trail steward and an educational leader, offering transformative experiences for visitors year-round. Heartfelt gratitude to all our cultural and educational partners, the District of Ucluelet, and our dedicated Wild Pacific Trail volunteers. Your support, collaboration, and countless hours of effort make it possible to deliver meaningful programs, steward the trail, and create unforgettable experiences for visitors. Together, we are building a legacy of education, conservation, and community connection along this incredible coastline! Thank you.

