

# Sustainable TOURISM AND HOSPITALITY

FOUNDATIONAL | DYNAMIC | ADVENTUROUS



## SQUAMISH'S TOURISM SECTOR

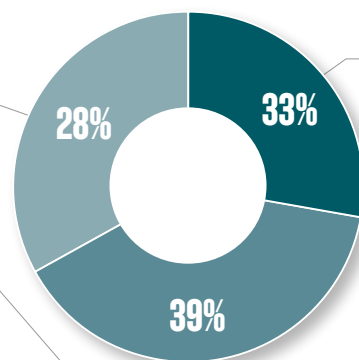
### Food & Beverage

- Cafes, Restaurants, Pubs



### Experiences, Tours & Transportation

- Guiding
- Sightseeing
- Flights
- Transfers, Shuttles



### Paid Traveller Accommodations

- Hotels, Motels
- Campsites and B&B's

256

Tourism  
Businesses

661

Local Tourism  
Jobs in 2020

## WHY SQUAMISH

### Unparalleled Lifestyle



### STRATEGICALLY LOCATED

- World-class outdoor adventures – from sea to sky – all within 10 minutes of one another.
- 45-minute drive on the iconic Sea-to-Sky Highway to Metro Vancouver and Whistler.
- Well-positioned for visitor access from the USA, Asia and Europe.

### CANADA'S OUTDOOR RECREATION CAPITAL

Over 30 recreational clubs and associations, while also hosting annual, internationally recognized events including

- Climbing Academy (rock climbing)
- Squamish Enduro (mountain biking)
- Squamish 50 (trail running)

### IMMERSED IN NATURAL ASSETS

- 3,500 rock-climbing & bouldering routes
- Over 200 kilometres of mountain bike trails
- 8 provincial parks
- Prime wind conditions for water sports
- Bald eagle capital of North America

### REGIONAL STRENGTH

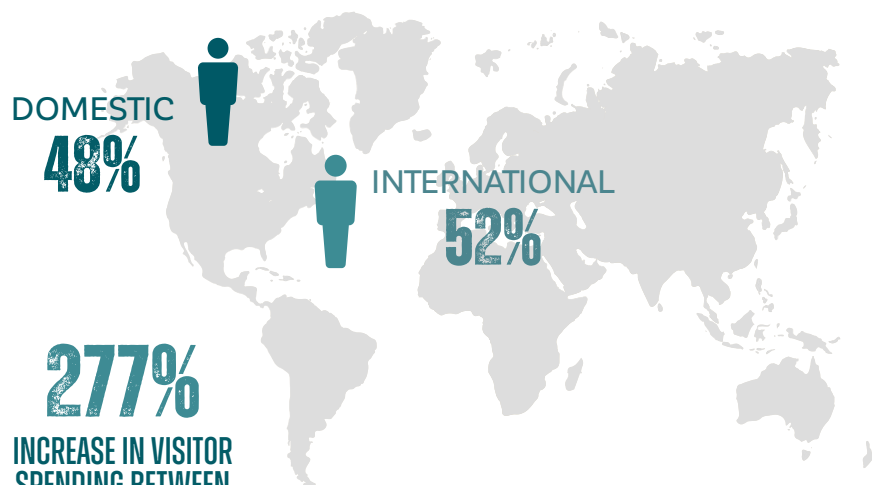
- The Sea to Sky region accounts for 25% of tourism export revenue for British Columbia.
- Squamish visitors spent \$95.2 million in 2018, with the average visitor spending \$155 on their trip.

### INNOVATIVE & ENTREPRENEURIAL SPIRIT

- Named #1 mid-sized Canadian community for Entrepreneurial Presence – Canadian Federation of Independent Business.
- Top City to Work in BC for 2019, #1 – BC Business Magazine

# VISITOR STATISTICS

## Overnight Visitors to Squamish

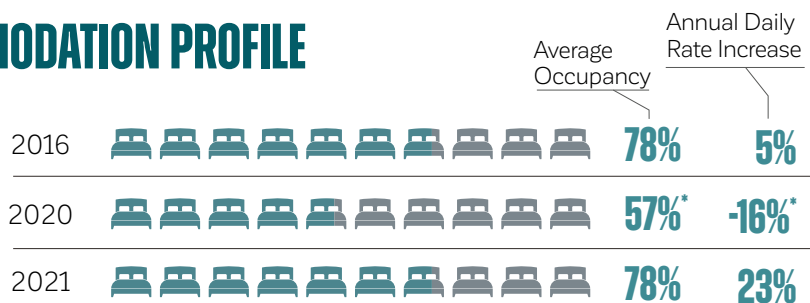


**277%**  
INCREASE IN VISITOR  
SPENDING BETWEEN  
2010-2018, REACHING  
\$95.2M

**290%**  
VISITOR GROWTH  
BETWEEN 2008-2018,  
REACHING 615K VISITORS

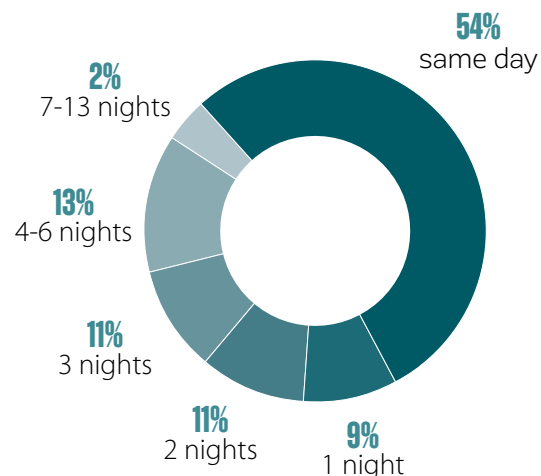
## PAID ACCOMMODATION PROFILE

**975**  
HOTEL/MOTEL/  
HOSTEL ROOMS



\* 2020 drop in occupancy rate due to COVID-19 pandemic.

## Length of Stay



## ANCHOR EXPERIENCES | #EXPLORESQUAMISH

Provincial Parks  
Mountain Biking  
Hiking  
Kite Boarding  
Rock Climbing  
Camping

Eagle Viewing  
Lakes and Rivers  
Fishing  
Gondola Access

Heli & Flight Seeing  
Snowmobiling  
Backcountry Skiing & Snowboarding  
Rafting & Kayaking  
Indigenous Culture  
Arts & Culture  
Major Events

Data Sources: Emsi Analyst 2021.3, Squamish Tourism Sector Economic Impact Analysis, Squamish Adventure Centre door counter.

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**SQUAMISH**  
HARDWIRED for BUSINESS