

FOUNDATIONAL | DYNAMIC | ADVENTUROUS

Food & Beverage / Accommodation



- Hotels, Campgrounds & Bed & Breakfasts
- Cafes, Restaurants & Pubs



Retail

- Outdoor Recreation stores
- Arts & Cultural stores



Experiences, Tours & Transportation

- Guiding
- Sightseeing
- Flights
- Transfers & Shuttles

Squamish Tourism-related Sector

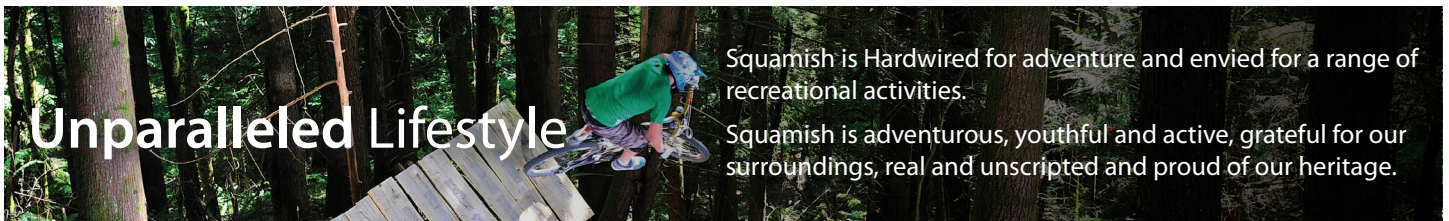
334 Local
Businesses

EMPLOY

2,066 Local
Workers

Source: 2019 District of Squamish Business License Database

Why Squamish



Unparalleled Lifestyle

Squamish is Hardwired for adventure and envied for a range of recreational activities.

Squamish is adventurous, youthful and active, grateful for our surroundings, real and unscripted and proud of our heritage.

Strategically Located

- World-class outdoor adventures – from sea to sky – all within 10 minutes of one another
- Well-positioned for visitor access from the USA, Asia and Europe – with over 25 million arrivals and departures from Vancouver International Airport in 2018.

Canada's Outdoor Recreation Capital

- Over 30 recreational clubs and associations, while also hosting annual, internationally recognized recreational-based events including the Kite Clash (kite boarding), Squamish Enduro (mountain biking), Squamish 50 (trail running), the Climbing Academy (rock climbing) to name a few.

Immersed in Natural Assets

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

Regional Strength

- Nestled between Vancouver and Whistler along the world-famous Sea to Sky highway.
- Regional tourism accounting for 25% of tourism export revenue for British Columbia.

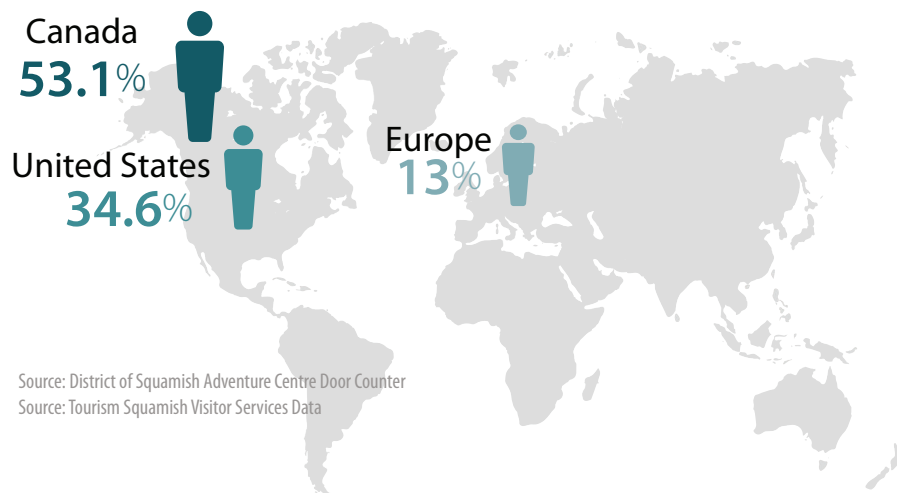
Innovative & Entrepreneurial Spirit

- Named #1 mid-sized Canadian community for Entrepreneurial Presence – Canadian Federation of Independent Business.
- 2018 Top City to Work in BC for 2019, #1 – BC Business Magazine

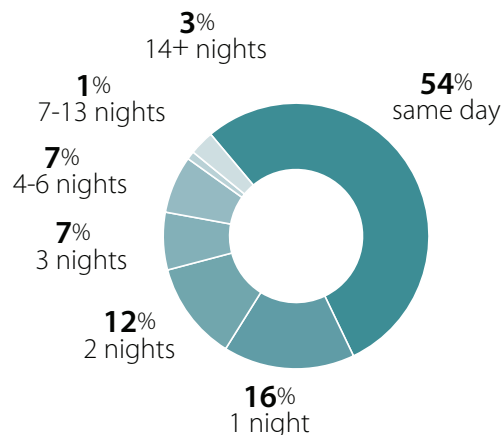
Hardwired for Adventure | Squamish Tourism

Visitor Statistics

Top 3 Visitor Origin



Visitor Nights



Accommodation Statistics

		Occupancy	Average Daily Rate Increase
2016		68%	15.3%
2017		67%	9.3%
2018		69%	12%

Source: Tourism Squamish.

Inventory

Approximately
500
hotel/motel
rooms.

210,488

2018 Visitor Centre door traffic

4%

5-year Visitor Centre Traffic Growth

Source: District of Squamish Adventure Centre Door Counter

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