

# ROCK CLIMBING IN SQUAMISH

A SOCIOECONOMIC  
IMPACT ANALYSIS

MARCH 2026



Report by Larose Research & Strategy with Pacific Analytics

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Cover Photo Courtesy of Christian Adam @christian\_adam. Climber: Connor Herson on his 2025 first ascent of Drifters Escape 5.15a, thought to be the hardest "trad" (naturally protected) climb in the world.

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## ABOUT the SQUAMISH ACCESS SOCIETY (SAS)

The Squamish Access Society (formerly Squamish Rock Climbers Association) was created in 1985. Its Mission is to advocate for access to and protection of climbing areas in Squamish. SAS maintains and improves the climbing experience in Squamish while fostering a diverse and engaged climbing community. [www.squamishaccess.ca](http://www.squamishaccess.ca)

## ABOUT the AUTHORS

Larose Research & Strategy (LRS) specializes in research, planning, and evaluation for all levels of government as well as the not-for-profit and private sectors. Its Principal, Peter Larose has more than 20 years of experience in the fields of adventure tourism, outdoor recreation, natural resource management, and Indigenous tourism, specializing in quantitative and qualitative research, policy development, and strategic planning. Based out of Kamloops (Tk'emlúps), B.C., Canada LRS has completed more than 100 projects to support community, regional, and sector development. Since 2015 Peter has also taught senior undergraduate courses at Thompson Rivers University in social science research methods, sustainable tourism planning, regenerative agri-tourism, tourism policy & planning, adventure tourism, and others. Peter began trad climbing in Squamish in the early 2000s and is also an avid mountain biker who serves as director of Mountain Biking BC and the Kamloops Bike Riders Association.

Pacific Analytics focuses on the development of economic impact models (econometric, input-output, and financial models) and in undertaking regional impact assessments using a proprietary regional input-output model (RIOM) that he developed in conjunction with the BC Ministry of Transportation and later with Destination BC and which is licensed to BC STATS for their own impact assessment work. Jim continues to work with BC STATS as a consultant for all impact studies and updates the RIOM annually. Jim Johnson, Managing Principal, has over 30 years of experience in undertaking impact assessments. He has undertaken assessments through BC, Alberta, NWT and Yukon, and has worked extensively in Jamaica, St. Kitts, Brazil, Australia, UK, and Ireland.

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## ACKNOWLEDGMENTS from the AUTHOR

This report could not have been undertaken without the generous support, commitment, and dedication of the following individuals and organizations. This was truly a community effort that was the product of many hands working together, bound by their shared passion and dedication to supporting the future of climbing in Squamish for generations to come.

While most of the major climbing destinations in the United States have comprehensive economic impact studies demonstrating the value and importance of climbing to their regions, no similar studies exist for Canadian climbing destinations. Until now.

The Squamish Access Society (SAS) provided the funding to produce this first-ever comprehensive analysis of climbing in Squamish and coordinated several elements of the project through its Board of Directors (past and present), membership, and local affiliates.

Toby Foord-Kelcey was the primary project liaison on behalf of SAS and volunteered over 100 hours in coordinating various project elements, meeting with the lead consultant, and was responsible for conceiving of the project in 2024. Alex Ryan Tucker was the other volunteer project coordinator on behalf of SAS, also dedicating extensive time and effort to coordinate data collection, organize volunteers, manage remote data collection via on-site posters/QR codes, and other important functions. The project would not have succeeded without their efforts.

John Howe, Ivan Melisek, and Christi Rae of the SAS board of directors also provided important project coordination, administrative support, and historical context that thoroughly grounded the data and observations, enhancing the validity and reliability of the results.

Ground Up Climbing provided complimentary day passes as incentives for climbers who submitted information at remote crags, which greatly assisted with estimating climber volumes overall.

Local sales representatives Onward Up and Howe Sound Sales provided survey response incentive prizes to ensure the results were reliable and representative of the vast and diverse climbing population. Flashed Climbing and Climb On also provided draw prize incentives.

Squamish Rock Guides and Climb On provided important historical information through semi-structured interviews about the evolution of the commercial climbing sector and sales trends for technical equipment and guiding.

Kaya and Sendage provided through-the-season data which were used as one of the data triangulation components.

Leo Foord-Kelcey gathered dozens of vehicle counts for the Smoke Bluffs in 2017 which provided a valuable reference point for understanding seasonal variations and climber volumes.

Art Bass helped identify survey routes for the bouldering areas, created maps of the climbing crags, and conducted many climber/vehicle counts for the project.

Karel Robert Robitaille was responsible for most of the field sampling and vehicle / climber counts. The project would not have succeeded without her focus and determination. Also a thank you to Nyrie Waddell for support with field sampling / counts.

Marc Bourdon provided climbing route and boulder problem counts to support analysis of the historical evolution of climbing.

Leonardo Iezzi assisted with design of the report cover page and supporting materials for distribution.

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Connor Herson and Christian Adam gave permission to use the cover photo for the report.

And of course... thank YOU! The hundreds of Squamish climbing community members who patiently and thoughtfully responded to questions in face-to-face intercepts and/or responded to the online survey. Dozens of additional climber counts were also reported by climbers in more remote crags throughout the season, which strengthened the volumetric analysis.

## USE and INTENTS of this REPORT

It is hoped that this report will provide a legacy baseline for the Squamish climbing community, the Squamish Access Society (SAS), the District of Squamish, the Skwxwú7mesh (Squamish) Nation, and other relevant stakeholder groups to guide the long-term future of climbing in Squamish.

It can be used as a reference point to inform future decisions, track change over time, and support practical conversations about how to maximize the benefits of climbing for residents and visitors, while minimizing negative impacts. The overarching intent is to ensure that all relevant groups understand the importance of climbing to the Squamish economy and community so that appropriate and adequate investments can be made in infrastructure, maintenance, and stewardship, to reflect and respect the thousands of hours of annual volunteer time donated graciously by members of the climbing community to support this invaluable public resource. The responsible and sustainable management of climbing in Squamish is not only about preserving the opportunity to climb – it is also about ensuring that this defining element of the community remains thriving, resilient, and responsibly held in common.

## DISCLAIMER

The data, information, and analysis undertaken in the preparation of this report are those of Larose Research & Strategy and Pacific Analytics Inc., and do not represent Squamish Access Society (SAS) opinions or perspectives. The data and information are estimates only, produced to assist with community planning, policy, and management. While professional best practices were used to develop these estimates and summary opinions, neither SAS nor Larose Research & Strategy or Pacific Analytics are liable for any actions or decisions associated with the contents of this report.



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# 1. SUMMARY and OVERVIEW

## Report Purpose

This report provides a first-ever baseline analysis of the value and benefits of climbing to Squamish and to British Columbia more broadly, with a focus on both measurable impacts and perceptions of climbers. It presents a detailed summary of climber volumes, origins, spending patterns and associated economic impacts, as well as an overview of climbing types/styles, skill levels, and satisfaction across multiple dimensions. Satisfaction measures include but are not limited to the number and quality of routes, diversity of climbing experiences, crowding, community climbing culture, and access considerations – among others.

The results are based on a comprehensive, nine month research process involving background research, seven months of field observations and intercept sampling on-site, as well as two months of data validation, stakeholder interviews, and analysis. The primary methodology elements are as follows (described in detail later in the report):

1. On-site intercept surveys (face-to-face questionnaires) of climbers for the duration of the main 2025 climbing season (April to October), which produced 318 usable surveys.
2. Online resident survey (224 valid responses).
3. Self-reported climber counts at remote crags via on-site QR codes submitted by climbers.
4. Vehicle counts at climbing-specific or climbing-primary areas: Smoke Bluffs, North Walls / Mamquam FSR, Murrin Park, Cheakamus Canyon. In total 128 counts were conducted during the seven month data gathering period of the project. NB: climber proportions are adjusted based on various factors to ensure not all vehicles are counted as climber vehicles.
5. Climber counts in popular climbing areas based on standardized routes covering all main climbing crags within each climbing area.
6. Visual observation and site assessments of major climbing areas in the region.
7. Semi-structured stakeholder interviews and dozens of informal conversations / “check-ins” for perspectives and data estimate validation.

**Based on a thorough assessment of published academic and grey literature (commissioned reports) it is expected that this report is the most comprehensive climbing specific evaluation of economic, social, and environmental impacts ever produced for a community climbing destination in North America.**

The report also draws on 345 un-aided written comments from visitor and resident climbers that speak directly to what they value about Squamish, what they worry about, and what they believe is required to keep climbing accessible, responsible, and compatible with community objectives.

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## 2. KEY FINDINGS

This section summarizes the key findings in the report.

### Climber Volumes

In 2025 there were 462,000 total climber days in the Squamish region, with just over 80% of these being visitors to the Squamish area. Overnight visitors accounted for 274,000 climber days (59% of total), while same day visitors accounted for 98,000 climber days (21% of total) and resident climbers represented 91,000 climber days (20% of total).

It is estimated that there were 27,300 unique visitor climbers to the Squamish region in 2025, who stayed an average of 16 nights in the region.

It is estimated that Squamish has more than 1,500 regular climbers living in the community.

On any given day in Squamish between April and October 2025, there were more than 1,500 people climbing in the immediate region (from Murrin Park to Cheakamus Canyon).

### Climber Origins and Patterns

The most common geographic origin of climbers in Squamish is the Metro Vancouver / Sea to Sky region, not including Squamish (29%), followed by the United States (24%; primarily the Pacific Northwest), then Squamish (20%), other parts of Canada, not including B.C. (15%), other B.C. (6.3%) and other international (6.0%).

### Economic Impacts

Rock climbing in Squamish produced \$25.4 million in direct spending in the community in 2025 on climbing related items, including technical gear and apparel, professional services, transportation throughout the region, food and beverage (immediately pre/post climb), and accommodations (visitors). These expenditures were heavily skewed toward visitors to Squamish (\$21.1 million) with residents nonetheless contributing a significant amount of direct revenues in the local economy on climbing related items and services (\$4.1 million).

The economic impact of climber spending in Squamish – visitors and residents – create economic benefits in the broader Squamish-Lillooet Regional District (SLRD) and other parts of British Columbia.

Total economic impacts of this initial \$25.4 million in spending produced an additional \$5.72 million in economic impacts in other parts of the SLRD, and an additional \$13.7 million in other parts of B.C.

In total, visitor and resident spending on climbing in Squamish produced \$42 million for the B.C. economy.

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## Visitor and Resident Perceptions / Satisfaction with Squamish Climbing

Visitors to Squamish registered extremely high satisfaction levels across nearly all categories that were measured, particularly for factors related to the overall number of routes to choose from (3.9/4.0), the variety in skill levels of routes (3.9/4.0), the availability of other outdoor activities and amenities in the region (3.8/4.0), and the variety in the types of routes such as trad, sport, boulder, etc. (3.8/4.0).

The only factor with low-to-moderate satisfaction levels was related to “lack of crowds / ease of getting on routes” which registered 3.1/4.0.

There was little difference in satisfaction scores between visitors and residents, except for residents being somewhat more concerned about crowding issues (2.6/4.0).

## Net Promoter Score (NPS; Likelihood to Recommend Climbing in Squamish)

A Net Promoter Score was calculated for Squamish, which expresses the likelihood that someone would recommend climbing in Squamish to a friend, colleague, or family member. The scores range from -100 (absolutely would NOT recommend) to +100 (absolutely WOULD recommend).

The NPS for visitors to Squamish is 93. The NPS for residents of Squamish is 90. These are among the highest NPS scores for any activity in any travel destination ever calculated.

## Amenity Migration and Resident Retention

More than four-in-five climbers (81%) indicated that climbing was an important factor in their decision to move to Squamish, and an additional 10% indicated that while they were not climbers before moving to Squamish, they became climbers after moving to the community.

An even higher proportion of residents (88%) indicated that climbing is an important factor in their decision to remain a resident of Squamish.

## Benefits of Climbing – Health and Wellbeing Measures

Residents of Squamish expressed compelling sentiments regarding the beneficial impacts of the climbing lifestyle on their overall health and wellbeing, with 99% of climbers indicating that climbing improves their mental wellbeing (91% strongly agreed), that it improves their physical health (also 99% agreed; 89% strongly agreed), and that it improves their connection with and appreciation of nature (99% agreed).

## Partnerships with Sk̓wx̓wú7mesh (Squamish) Nation

Nearly all respondents to the survey – residents and visitors – expressed ideas related to ways that climbing can foster meaningful partnerships and collaboration with the Sk̓wx̓wú7mesh (Squamish) Nation. Most ideas centered around working with the Nation to tell its stories and history in climbing areas through signage, ensuring members of the Nation are engaged in climbing and benefit from it, particularly youth, and being thoughtful stewards of the natural

environment that is so sacred to the Skwxwú7mesh people. The most common response to this question was “we should ask them what they want / how we can support them / work together.”

## Ways to Improve Climbing in Squamish - Survey Verbatims (Unedited Written Comments)

Survey respondents enthusiastically provided numerous recommendations on ways that climbing can be improved in Squamish, with 345 specific written comments given. The main themes of this input centered around the following:

- Better management of parking and access;
- Improvements in land management practices and supporting infrastructure to ensure that climbing limits negative impacts on the environment (more toilets/outhouses, trash cans, etc.);
- Finding ways to improve climber etiquette in busy areas, particularly related to use of routes, noise, etc.; and
- Camping in the area requires focused attention – informal “bush” camping needs to be improved, with recommendations focusing on providing avenues to support and regulate the activity, coupled with enhanced compliance and enforcement efforts.

### Summary of Key Results

<p><b>566 surveys completed</b></p> <p>(318 via face-to-face intercepts; 258 online)</p>	<p><b>128 field counts conducted</b> (vehicles and climbers) at 17 locations to estimate climber volumes from April to October 2025</p>	<p><b>230 written comments</b> on ways to improve <b>partnerships and collaboration with the Skwxwú7mesh (Squamish) Nation</b></p>	<p><b>81%</b> of respondents said climbing was a major reason they <b>moved to Squamish</b>;</p> <p>Even more (<b>88%</b>) said this is why they <b>have stayed in Squamish</b></p>
<p><b>Net Promoter Score (NPS)</b></p> <p><b>93 (visitors); 90 (residents)</b></p> <p>The NPS (likelihood to recommend climbing in Squamish) is one of highest ever recorded, anywhere</p>	<p><b>462,000 climber days</b> estimated for calendar year 2025, with visitors (80.3%) far outnumbering residents (19.7%)</p>	<p><b>\$25.4 million</b> in climber spending in Squamish;</p> <p><b>\$28.7 million</b> in total regional (SLRD) impacts;</p> <p><b>\$42.3 million</b> in total economic impacts (B.C.)</p>	<p><b>214 jobs</b> supported annually in B.C. from climbing in Squamish (<b>158 FTEs</b>);</p> <p><b>\$7.1 million</b> in tax revenues generated in B.C. from climber spending in Squamish</p> <p>(provincial: <b>\$3.3M</b>; federal: <b>\$3.0M</b>; municipal: <b>\$0.7 M</b>).</p>

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### 3. INTRODUCTION

Squamish, British Columbia, Canada has been recognized for decades as one of the most renowned rock climbing destinations globally. The massive granite walls of the Stawamus (Squamish) Chief first commanded global attention in the 1970s and 1980s for rock climbers and mountaineers and continues to be a mainstay fixture in climbing media and culture worldwide.

Since its origins more than fifty years ago, the once specialized pursuit tied to a handful of iconic crags and reserved for a small band of pioneering adventurers has evolved into a mainstream, multi-disciplinary climbing landscape. Still anchored by the Stawamus Chief, climbing has extended across a broad and diverse corridor of crags in the region with more than 3,000 routes and bouldering problems across all main types of climbing, from big wall aid routes to traditional “trad” multi-pitch routes, and world class hard sport climbs as well as bouldering problems for all skill levels and risk tolerance ranges.

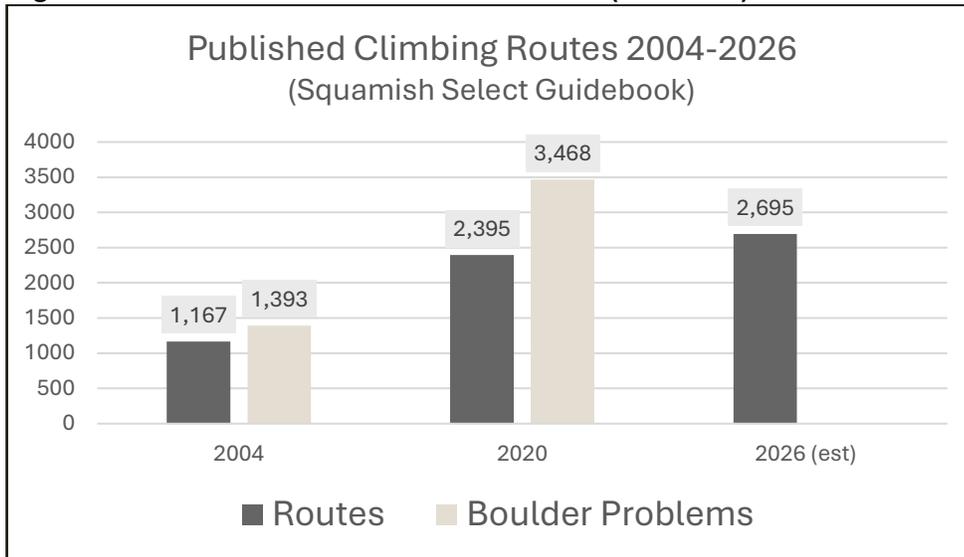
Over time the spectacular landscape of the region has become a core part of community life; a heavily used public asset that generates immense economic and social benefits, and which require close care and stewardship.

As a point of reference, the first analysis of climbing in Squamish was conducted in 1986 by John Howe, which estimated 11,635 climber days in Squamish. This compares with 462,000 climber days estimated in 2025. According to this research in 1986, climbers spent an average of \$16.92 per day, with total direct spending of \$196,000 that year. Adjusting for inflation, this would equal approximately \$495,000 in 2026 Canadian dollars. This implies an approximate 50-fold increase in the economic impact of climbing in this 40 year period.

It is widely known that climbing participation in Squamish has expanded significantly since its origins and has diversified in ways that reflect broader recreation trends across North America: the mainstreaming of extreme sports and “hard” recreation / adventure travel, improved and more affordable technical equipment, and the ability to navigate complex climbing terrain through the use of digital technologies such as the Internet and social media.

Another point of reference is the total number of climbing routes and bouldering problems, and according to the Squamish Select guidebook (available via Quickdraw Publications: <https://quickdrawpublications.com/product/squamish-select-4/>) the total number of climbing routes in Squamish has increased from 1,167 routes in 2004 to 2,395 routes in 2020. The author, Marc Bourdon, estimates that an additional 300 routes will be added to the 2026 update of the region’s primary guidebook. Bouldering problems have increased from 1,393 in 2004 to 3,468 in 2020, reflecting an even higher pace of new development for that aspect of climbing. See Figure 1, below.

**Figure 1: Published Routes and Boulder Problems (2004-2026)**



While it remains internationally renowned for its long, multi pitch trad routes on impeccable granite, Squamish has also become a premier global bouldering destination, with sport climbing and other niche disciplines such as big wall aid climbing contributing to the area’s depth and year-round appeal. The result is not simply “more climbers,” but more types of climbers, using more sites, across a longer season – an expansion that brings meaningful economic and social benefits, but with attendant pressures on land and resources, public access rights, supporting infrastructure, and stewardship capacity.

### 3.1 Squamish in Context of Major Climbing Destinations

Competition for climbing tourists and economic benefits in North America has heightened in the past 20+ years, with dozens of destinations seeking to remain top-of-mind with adventure travellers who demand high-quality, accessible outdoor climbing with supporting amenities, and, importantly, a dynamic and thriving climbing community culture. Squamish sits squarely within these trends and continues to be a leading destination in North America for these reasons.

Based on a hybrid typology identifying the “top climbing destinations” in North America including the total number of routes and variety of route types, user volumes, and reputation (online footprint, media mentions, etc.), Squamish placed fourth in North America:

1. Yosemite Valley (California)
2. Red River Gorge (Kentucky)
3. Joshua Tree National Park (California)
- 4. Squamish (British Columbia)**
5. Bishop / Buttermilks & Volcanic Tablesands (California)
6. Red Rock Canyon (Nevada)
7. Smith Rock (Oregon)
8. Moab / Indian Creek and Area (Utah)

While this is an unofficial ranking, achieving and maintaining this status among global powerhouse climbing destinations is not the product of luck or fortune; it is due to the hard work and dedication of local climbing community volunteers, governments / agencies such as Recreation Sites & Trails BC, the District of Squamish, and B.C. Parks, and most importantly, the Squamish Access Society (SAS) who commissioned this report.

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## 4. RESEARCH METHODOLOGY

### 4.1 Data Gathering and Analysis

A mixed methods research methodology was incorporated in this project to ensure that the diverse and complex aspects of rock climbing impacts were measured consistently and with high levels of validity (measuring what we think we are measuring) and reliability (representing the true volumes, impacts, and characteristics of the overall climbing community based on population sampling).

Participant observation and quantification were the primary methods employed, with face to face intercepts (standardized survey interviews) conducted at climbing locations and staging areas across the region from early May to late October 2025. Separate but overlapping surveys were conducted for visitors to Squamish as well as residents of Squamish, to ensure that comparisons could be made between the two user groups while reflecting the differing impacts and needs of visitors versus residents. There were 318 intercept surveys completed in the field.

A short version of the visitor survey was also distributed in climbing areas via poster QR codes where climbers could voluntarily submit data and relevant information without the need for a formal face-to-face interview. This produced an additional 34 valid surveys.

A survey of Squamish resident climbers was also distributed to the local climbing community via the Squamish Access Society (SAS) in October 2025 to develop a more comprehensive dataset and increase the statistical confidence level of the results. A total of 224 additional resident surveys were completed online.

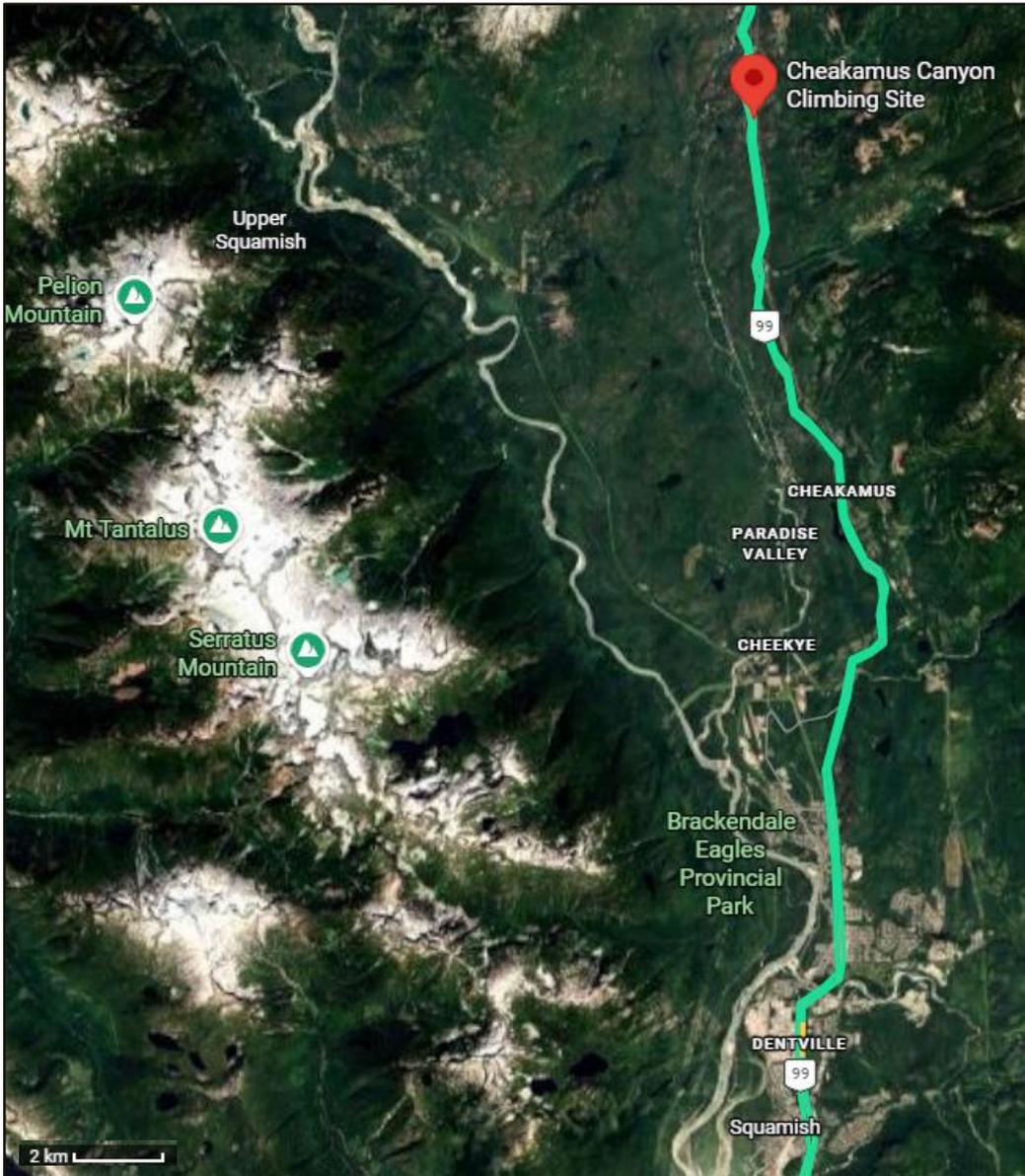
In total, there were 566 valid surveys completed in this analysis. This yields a very strong level of statistical confidence and low margin of error, estimated at +/-3.8%, 19 times out of 20.

In addition to survey data, volumetric analysis (number of climbers and locations of climbing) were conducted throughout the region from May to October 2025. In total 128 counts were conducted at climbing primary areas, including the Smoke Bluffs, North Walls / Mamquam FSR, Murrin Park, and Cheakamus Canyon. Vehicle counts were adjusted to reflect the fact that not all vehicles would be associated with climbers, based on a variety of triangulation factors.

Semi-structured interviews were also conducted with key climbing stakeholders in the region, including but not limited to members of the SAS board and climbing focused businesses in the Squamish region in guiding and climbing technical gear / apparel. These were further supported by dozens of informal conversations and “check-ins” with members of the climbing community and relevant stakeholders to assess various aspects of the data gathering methodology and results.



Figure 3: Squamish Climbing Northern Region



### 4.3 Volumetric Analysis (Number of Climbers)

Climber estimates are produced using a consistent methodology for prior outdoor recreation econometric analyses and guided by the United States Bureau of Economic Analysis (BEA), the U.S. National Visitor Use Monitoring (NVUM) program, and methodologies established by BC Stats in collaboration with Destination BC to measure tourism and outdoor recreation economic impacts.

Consistent with these approaches and methodologies, “climber days” is the primary unit of measurement used to estimate the total volume of climbing undertaken in Squamish. A “climber day” is the number of days that any single climber is present on a local crag in the study region, including resident climber days and visitor climber days. One person recreating for two days is two climber days; two people recreating for one day each is also two climber days.

As mentioned above, climber days were estimated through a combination of vehicle “spot counts” and field observation of climbers at climbing crags in the region throughout the duration of the peak climbing season (May to October). See Figure 4, below.

These individual counts were extrapolated to full day equivalencies, via a throughput extrapolation model that “fit” the field observations to a mathematical demand curve of climber use, combining climber distributions and timing of observations. Manual econometric adjustments were made to accommodate for rain days, convenience sampling distortions (over-sampling of peak day periods, i.e., 10am to 6pm), and weekday / weekend adjustments.

**Figure 4: Sampling Locations and Shift Counts**

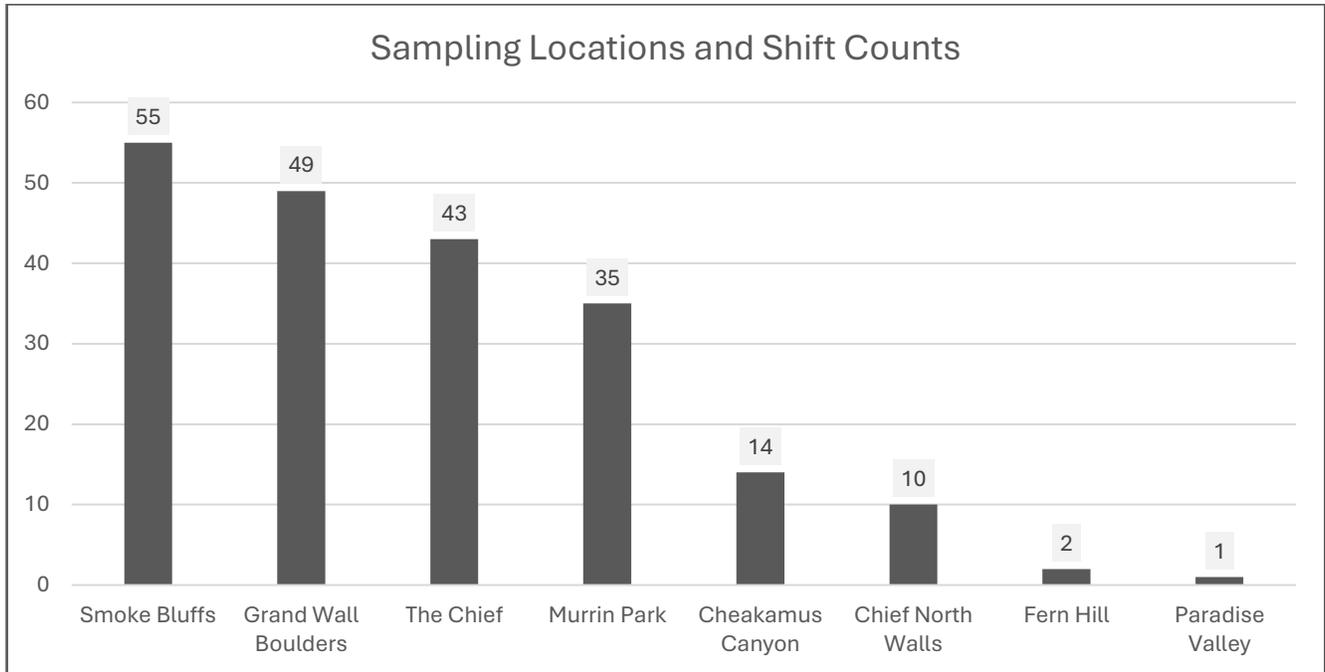


Table 1, below summarizes the field observations of vehicle counts and climber counts in the study period. The blue-shaded climbing area counts were primarily based on climber counts reported by on-site QR code data entry forms submitted by climbers throughout the season.

Adjustments to the volumes were based on resident climber proportions as stated in the resident survey as well as minor adjustments based on local knowledge.

The maximum number of vehicles counted in the main Smoke Bluffs parking lot was 152; the maximum in the North Walls area was 160 vehicles; the maximum in the Cheakamus Canyon parking area was 106 vehicles.

**Table 1: Vehicle and Climber Volumes – Field Observations**

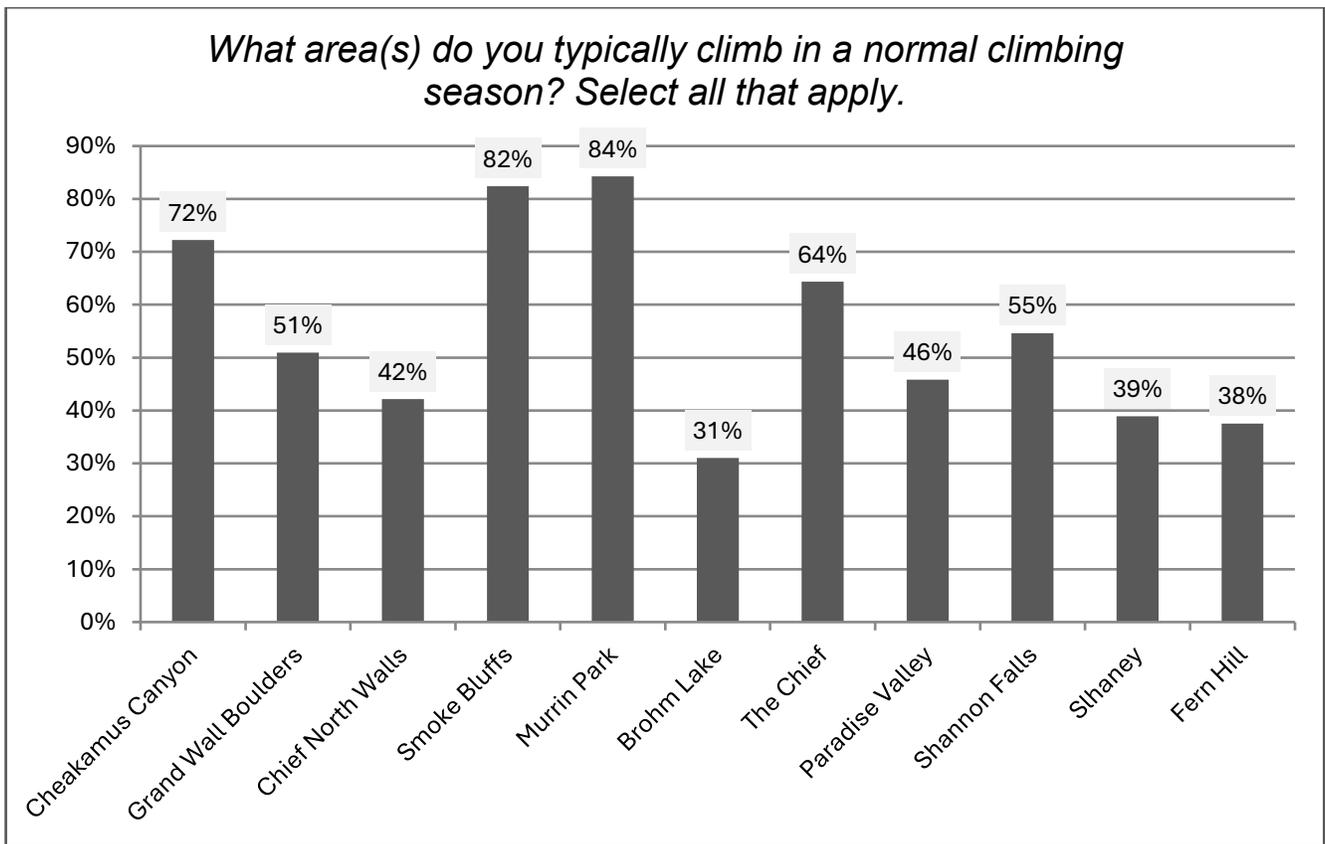
Crag Name	Avg # of Vehicles Counted Per Shift	Avg # of Climbers Counted Per Shift
Murrin Park	45	86
Shannon Falls		47
The Chief	44	25
Grand Wall Boulders*		148
North Walls / North Wall Boulders / Slhanay	116	202
Smoke Bluffs	78	139
Cheakamus Canyon	54	129
Rogue's Gallery		10
Fern Hill / Powerhouse Springs		53
Paradise Valley		44
Brohm Dome		10
Area 44 / Pillary		18
Highlander		4.1
Neverland		3.6
Star Chek / Indra's Net		5.9
The Hideout		4.4
Zen Garden		3.6
<b>TOTALS</b>	<b>337</b>	<b>933</b>

\* The Grand Wall Boulders estimate is considered to be conservative based on local expert knowledge, due primarily to challenges with producing reliable spot counts consistently in the large and complex network of boulders.

### 4.3.1 Additional Data Incorporated into Volume Estimates

Resident survey responses were used to develop volume of use ratios between climbing areas to further adjust volume estimates where vehicle and/or climber spot counts had insufficient sample sizes to produce reliable estimates in themselves. Figure 5 below shows the relative distribution of climbing frequencies reported by resident climbers (n=224).

Figure 5: Climbing Area Frequencies Reported by Resident Climbers



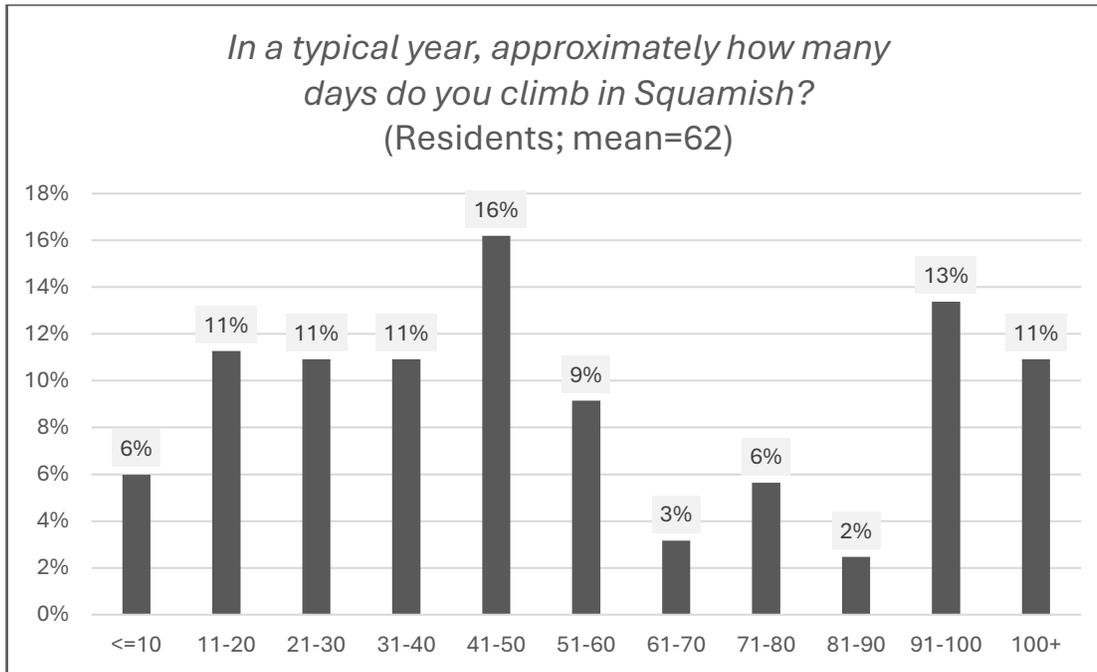
### 4.3.2 Resident Climbing Population Estimates

Estimating the total resident climbing population was conducted based on two separate measures:

- i) The method incorporated in this analysis utilized Squamish Access Society membership levels and sampling proportions attributed to SAS members. It is estimated that there were 622 Squamish resident members of SAS at the end of calendar year 2025, and 39.7% of resident survey respondents indicated they were members of SAS in field intercepts and the online survey. Using this method, it is estimated that there were 1,567 resident climbers in Squamish in 2025. This is considered the most reliable extrapolation method for estimating the gross resident climbing volumes. Some resident climbers consider this to be a conservative estimate.
- ii) A secondary method was used to provide cross referencing validation of resident climber volumes based on field observations and counts of total climbers, dividing total climber days by resident climbers (91,077) by the average annual climbing days for all resident climbers (62), which produces a resident climbing population estimate of 1,483 climbers. While this is a slightly less reliable approach for multiple reasons (stochastic errors, inaccurate climber recall in particular) it nonetheless provides a relevant cross-validation of the resident climber volume used in the production of estimates.

Figure 6, below summarizes the distribution of resident climber frequencies in 2025 based on resident climber attestations in the online survey distributed through SAS social media channels and email in October 2025.

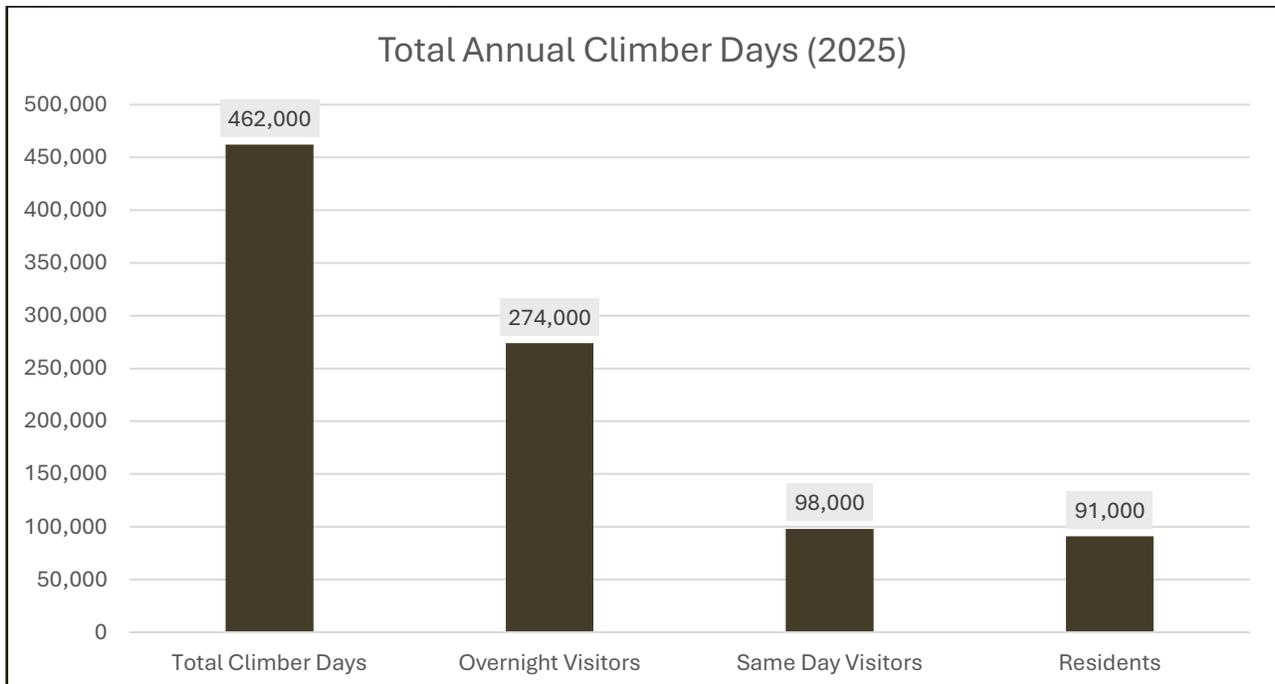
**Figure 6: Resident Climber Annual Climbing Frequencies (self reported)**



### 4.3.3 Climber Volume Summaries

Based on the data inputs and analysis described above, Figure 7, below summarizes Squamish climber volumes for 2025.

**Figure 7: Total Annual Climber Days (2025)**

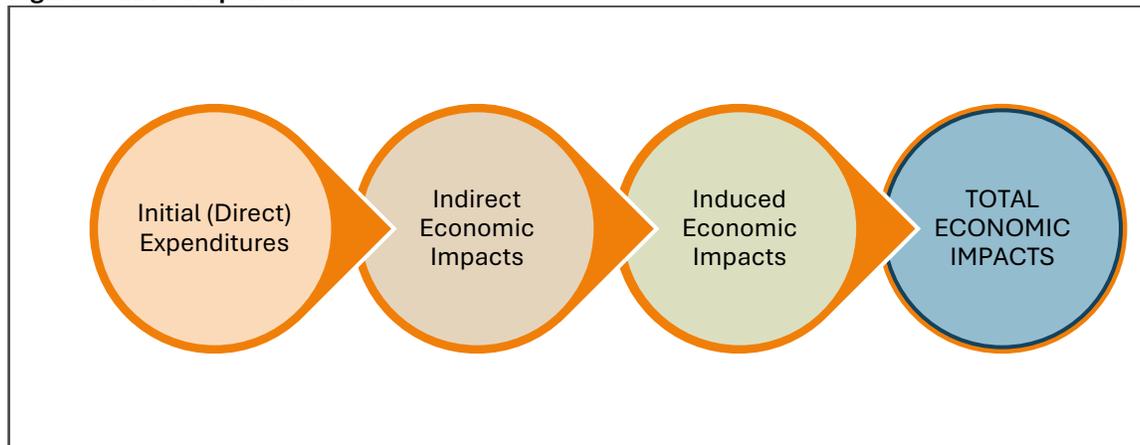


## 4.4 Economic Impact Modelling

Economic impact analysis is used to evaluate any type of economic activity, whether a specific project, program, or any other type of activity that creates or reduces economic value. In this report the following economic impacts were estimated – known as “Type II economic impacts”:

- **Direct tourist expenditures:** In-market visitor expenditures, including both same-day and overnight travellers, on i) accommodations; ii) food & beverage; iii) transportation; iv) retail / services; and v) travel services.
- **Indirect economic impacts:** Expenditures by tourism and recreation businesses on business inputs, such as a restaurant purchasing financial services such as mortgages, rent, and insurance, as well as commodities such as tables, ovens, etc.
- **Induced economic impacts:** Expenditures by tourism and recreation business owners and employees in the local economy, on items such as food, entertainment, housing, etc.
- **Employment:** the number of individual people employed directly in tourism and recreation enterprises (“employment”) and the total number of Full-Time Equivalents (FTEs) in those businesses; and
- **Tax Revenues:** The total amount of taxation revenue resulting from i) Tourist consumer taxes; ii) Business income taxes; iii) Employee income taxes; and iv) Other fees/surcharges/taxes.

Figure 8: EIA Components



### 4.4.1 Pacific Analytics Economic Impact Model

The impacts of tourism spending in Squamish by climbing visitors are assessed using the BC Regional Input-Output Model (RIOM), the same model used by BC STATS in all its impact assessment work. Pacific Analytics developed this model and leases it to BC STATS.

Destination BC releases each year annual “Tourism Indicators” which estimates detailed direct visitor spending by the 494 I/O categories for each Tourism Region. Using comprehensive visitor surveys by Statistics Canada, these estimates are broken down for spending by international, interprovincial and domestic visitors for those staying in fixed roof accommodation, campgrounds, online providers (OLP), those visiting friends and relatives, and day visitors.

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These Tourism Regional estimates are benchmarked to Destination Canada’s more aggregated estimates for the Squamish Lillooet (those data comprise six (6) different spending estimates split by international, interprovincial and domestic visitors) where the proportions of spending within the Regional District is assumed to be the same as in the Tourism Region. Thus, the proportion of “Groceries” are split among the various types of groceries that visitors purchased in the Tourism Region.

Visitor spending in Squamish follows these patterns based on the level of accommodation spending on fixed roof, campgrounds and OLP. The results are a set of vectors for international, interprovincial, and domestic spending (including day visitors) by 494 spending categories. These are run through the BC IOM to generate all impacts.

## 4.5 Volumetric and Economic Impacts Estimates

<b>OVERNIGHT VISITORS</b>	<b>Avg Travel Party Spend Per Trip</b>	<b>Climber Days</b>	<b>Ppl Per Travel Party</b>	<b>Avg Duration in Squamish</b>	<b>Avg Daily Expenditure Per Person</b>	<b>Total Annual Expenditure</b>
BC	\$418	58,539	2.38	1.53	\$115	\$6,726,051
Other Canada	\$1,023	56,898	2.39	12.90	\$33	\$1,887,261
U.S.	\$1,503	124,464	2.93	10.50	\$49	\$6,078,908
Overseas	\$2,352	33,646	1.94	17.20	\$70	\$2,371,291
						<b>\$17,064,000</b>
<b>SAME DAY VISITORS</b>	<b>Avg Travel Party Spend Per Trip</b>	<b>Climber Days</b>	<b>Ppl Per Travel Party</b>	<b>Avg Duration</b>	<b>Avg Daily Expenditure</b>	<b>Total Annual Expenditure</b>
	\$102	97,696	2.47	1	\$41	<b>\$4,051,000</b>
<b>TOTAL ANNUAL VISITOR SPENDING</b>						<b>\$21,114,000</b>

<b>VISITOR SPENDING CATEGORIES</b>	<b>Local transportation and fuel</b>	<b>Accommodations</b>	<b>Food and beverage</b>	<b>Equipment rental and guiding services</b>	<b>Climbing equipment, technical gear</b>	<b>Other recreation and entertainment</b>	<b>Shopping (clothing, souvenirs, etc.)</b>	<b>TOTALS</b>
AVERAGES / PERSON	\$108	\$253	\$246	\$29	\$75	\$46	\$17	<b>\$773</b>
<b>TOTALS</b>	<b>\$2,944,835</b>	<b>\$6,910,244</b>	<b>\$6,704,133</b>	<b>\$785,334</b>	<b>\$2,035,825</b>	<b>\$1,260,291</b>	<b>\$473,204</b>	<b>\$21,114,000</b>
<b>RESIDENT SPENDING CATEGORIES</b>	<b>Local transportation and fuel</b>	<b>Accommodations (e.g. residents staying with guests in B&amp;Bs, camping)</b>	<b>Food and beverage (pre/post climb)</b>	<b>Equipment rental and guiding services</b>	<b>Climbing equipment, technical gear</b>	<b>Climbing apparel / clothing</b>	<b>Training / gym memberships</b>	<b>TOTALS</b>
AVERAGES / PERSON	\$462	\$44	\$455	\$84	\$800	\$306	\$602	<b>\$2,752</b>
<b>TOTALS</b>	<b>\$723,188</b>	<b>\$69,698</b>	<b>\$712,209</b>	<b>\$132,010</b>	<b>\$1,252,752</b>	<b>\$479,178</b>	<b>\$942,684</b>	<b>\$4,312,000</b>

<b>TOTAL ANNUAL DIRECT SPENDING (visitor &amp; resident)</b>	<b>\$25,400,000</b>
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## 4.6 Additional / Total Economic Impacts

To estimate the total economic impacts on the Squamish regional economy and across B.C. the Pacific Analytics Input-Output Model was used. This model also provides estimates of employment (jobs and full time equivalents - FTEs), and taxation accruing to federal, provincial, and municipal governments.

### 4.6.1 Economic Impacts – Squamish, SLRD, and B.C.

When visitors to Squamish and residents of the community spend money related to rock climbing in the community, this has recirculatory effects directly within Squamish itself, as well as in areas outside of the community such as other parts of the Squamish-Lillooet Regional District (SLRD) and the rest of British Columbia. For example, a rock climbing guiding business in Squamish may purchase insurance, technical equipment, or computers directly in Squamish, or they may purchase these in Whistler (still within the SLRD), or outside the immediate region in a city such as Vancouver or Kelowna. These economic impacts are therefore accounted for in the these regions in the Pacific Analytics economic impact model.

Similarly, an employee of that same guiding business may spend their income at a local restaurant or gas station (for example) in Squamish, or at a restaurant or gas station in Whistler (still within the SLRD region) or outside the region in other parts of British Columbia.

Impacts beyond British Columbia are not estimated for the purposes of this analysis.

Table 2, below, summarizes the economic output of climbing directly in Squamish, the SLRD, and the rest of the B.C. economy. Note that “economic output” is the total amount of money spent by visitors and residents minus amounts spent on consumer taxes (primarily GST, PST, liquor taxes, and accommodations taxes).

The economic output of climber spending in Squamish (not including consumer taxes) was \$23.0 million in 2025. An additional \$5.72 million in economic output was created in the SLRD region from this economic activity, for a total accrued economic impact of \$28.7 million. An additional \$13.6 million in incremental economic impact was realized in other parts of B.C. (not including the SLRD), for a total economic impact of climber spending in Squamish for the entire province of B.C. of \$42.3 million. Another way to put this is that “climber spending on climbing related items in Squamish produced \$42.3 million in the B.C. economy in 2025.”

See Table 2, below.

**Table 2: Economic Impacts of Climber Spending**

	<b>Economic Output (Squamish)</b>	<b>Squamish-Lillooet Regional District (SLRD) Output</b>	<b>Rest of B.C. Economic Output</b>
<b>Incremental Economic Impact</b>	\$23.0 million	\$5.72 million	<b>\$13.6 million</b>
<b>Total Accrued Economic Impact</b>	\$23.0 million	\$28.7 million	<b>\$42.3 million</b>
<b>GDP (total accrued)</b>	\$10.0 million	\$13.1 million	<b>\$18.1 million</b>

Table 2 shows that the initial \$23.0 million in direct economic output in Squamish produced \$28.7 million in economic output for the entire SLRD region (including Squamish) and even more significant impacts in the broader B.C. economy, estimated at \$42.3 million for 2025.

The economic impacts are associated with both visitor spending and resident spending in Squamish, with all visitor spending in Squamish being considered “climbing related” for climbers whose primary purpose of their trip to Squamish was climbing. For residents of Squamish, the spending is only attributed to climbing specific expenditures, however this spending has impacts in other industries. For example, a resident of Squamish purchasing a climbing rope or harness in Squamish will produce economic activity in transportation providers who ship this equipment to Squamish, telecommunications businesses involved in tracking and logistics, etc.

#### 4.6.2 Employment Impacts of Climbing

Similar to economic impacts, employment impacts of climbing can have impacts directly in the community, itself, as well as employment generated by supporting activities in the supply chain in other parts of the SLRD as well as British Columbia. For example, that company described above which is located outside Squamish but sells wholesale climbing equipment, computers, or insurance to the Squamish based company will also employ people outside of Squamish.

Another dimension of employment is whether the employment generated is full time or part time, with the overall employment impacts being described as “Full Time Equivalencies” or FTEs. A simple way to describe an FTE is that one person working full time at a job for a full year is one FTE, while two people working at a job 50% of the time (approximately 20 hours per week) for a full year is *also* one FTE.

Employment impacts are summarized in Table 3, below. Employment impacts are expressed as total accrued employment, which means the employment figures from the prior region are carried forward and included in the broader regional totals (e.g., Squamish employment is included in SLRD and rest of B.C. employment). In summary, climbing directly supported 148 jobs in Squamish in 2025, with 105 full time equivalents. Across British Columbia, rock climber spending in Squamish supported 214 jobs in total, equal to 158 full time / full year jobs (FTEs). See Table 3, below.

**Table 3: Employment Impacts of Climber Spending: Squamish Direct, SLRD, and Rest of B.C.**

	Squamish	Squamish-Lillooet Regional District (SLRD)	Rest of B.C.
<b>Employment (jobs)</b>	148	171	<b>214</b>
<b>Full Time Equivalents (FTEs)</b>	105	123	<b>158</b>

Employment impacts are related to a number of different sectors, including those directly related to climbing such as climbing retail outlets and guiding businesses, as well as those directly servicing climbing visitors (accommodations, food and beverage, transportation services, etc.), and then businesses that provide products and services to those climbing-specific / climbing-direct businesses, such as telecommunications, transportation, warehousing, etc. These are summarized in Table 4, below.

**Table 4: Climbing Employment Impacts by Industry**

Industry Group	% of Employment Created
Food and Beverage Services	32.3%
Wholesale and Retail Trade	16.5%
Finance, Insurance, and Real Estate	12.5%
Other / Professional Services	10.3%
Accommodation Services	8.9%
Manufacturing & Construction	4.7%
Primary Industries	2.4%

#### 4.6.3 Taxation Impacts of Climbing

Climbing produces tax revenues for federal, provincial, and local governments, including the District of Squamish and the Squamish-Lillooet Regional District (SLRD). Taxation impacts can also be calculated for three geographic regions: taxes produced from Squamish specific economic impact, as well as taxes produced as a result of economic activity elsewhere in the SLRD and across British Columbia. Table 5, below summarizes these impacts. Taxes are also accrued and carried forward in the table (e.g., SLRD and BC Total include Squamish and SLRD taxes). In total, climbing in Squamish produced \$7.1 million in B.C., with just less than half (\$3.3 million) being provincial taxes.

**Table 5: Taxes by Taxing Jurisdiction and Geographic Impact Region**

	Squamish Direct	SLRD Region	BC Total
<b>Federal Taxes</b>	\$2.1 million	\$2.5 million	\$3.0 million
<b>Provincial Taxes</b>	\$2.5 million	\$2.8 million	\$3.3 million
<b>Municipal Taxes</b>	\$0.52 million	\$0.67 million	\$0.79 million
<b>TOTAL TAXES</b>	\$5.2 million	\$5.9 million	\$7.1 million

## 5. CLIMBER DEMOGRAPHICS and CHARACTERISTICS

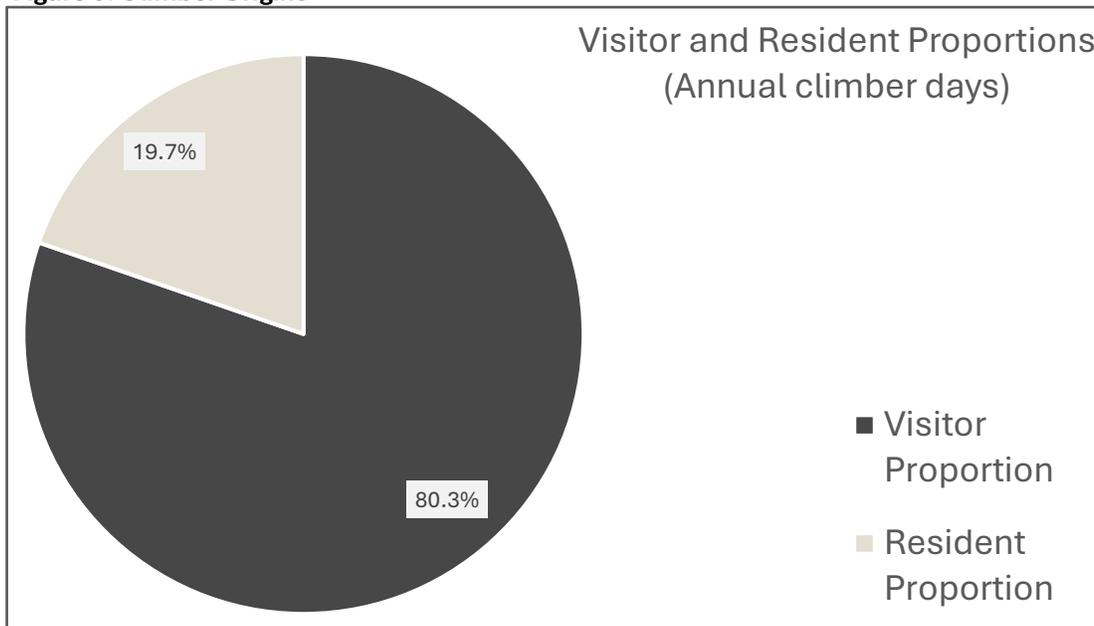
This section analyzes climber demographics, such as their residence, age, gender, climbing style (route type & ability/preference), accommodations, and other factors. The following section provides a summative evaluation of these measures.

### 5.1 Respondent Origins – Visitor and Resident Proportions

Over the seven month data gathering period of the project, climbers were randomly approached at common staging areas / parking lots at random dates and times, with an approximately equal distribution between mornings, afternoons, and evenings, and with a proportional mix of weekdays and weekends. Respondents were asked about their city and country of residence, and up to four members of the climbing party's residences were recorded.

Based on these field observations it is estimated that approximately four-fifths (80%) of climbers are visitors to Squamish. For the purposes of this research a resident is anyone residing within 20 km of the destination, which is roughly from Furry Creek to Cheakamus Canyon. See Figure 9, below.

**Figure 9: Climber Origins**



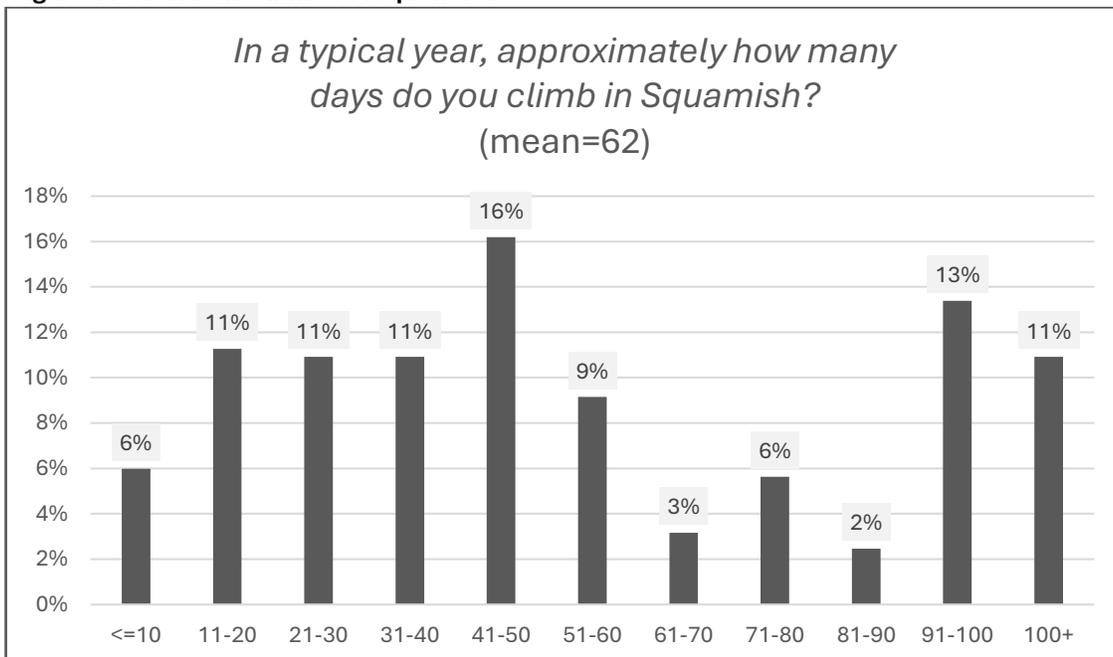
Based on outdoor recreation focused on a community / destination asset, this is a very high visitor proportion, which attests to the reputation of Squamish as a global climbing destination on par with any climbing destination in the world. However, this also reflects the very long average duration of visitor climbers to Squamish, with 17% of visitor climbers staying in the community / area for three weeks or more. See Figure 10, below.

**Figure 10: Length of Stay in Squamish - Visitor Climbers**



On average, visitors spent 13.6 nights in Squamish, including same day visitors and those staying in the region more than two months (technically classified as “temporary residents”). It should however also be noted that the long duration of visitor stays in Squamish is balanced by the equally significant (high) number of resident climbers who climb on a very frequent basis, with 30% of resident climbers spending more than 70 days annually on the rock, not including climbing gym days. This reflects a highly dedicated climbing community where climbing is not just an activity but an everyday aspect of life that anchors the daily lived experience. See Figure 11, below.

**Figure 11: Resident Climber Frequencies**

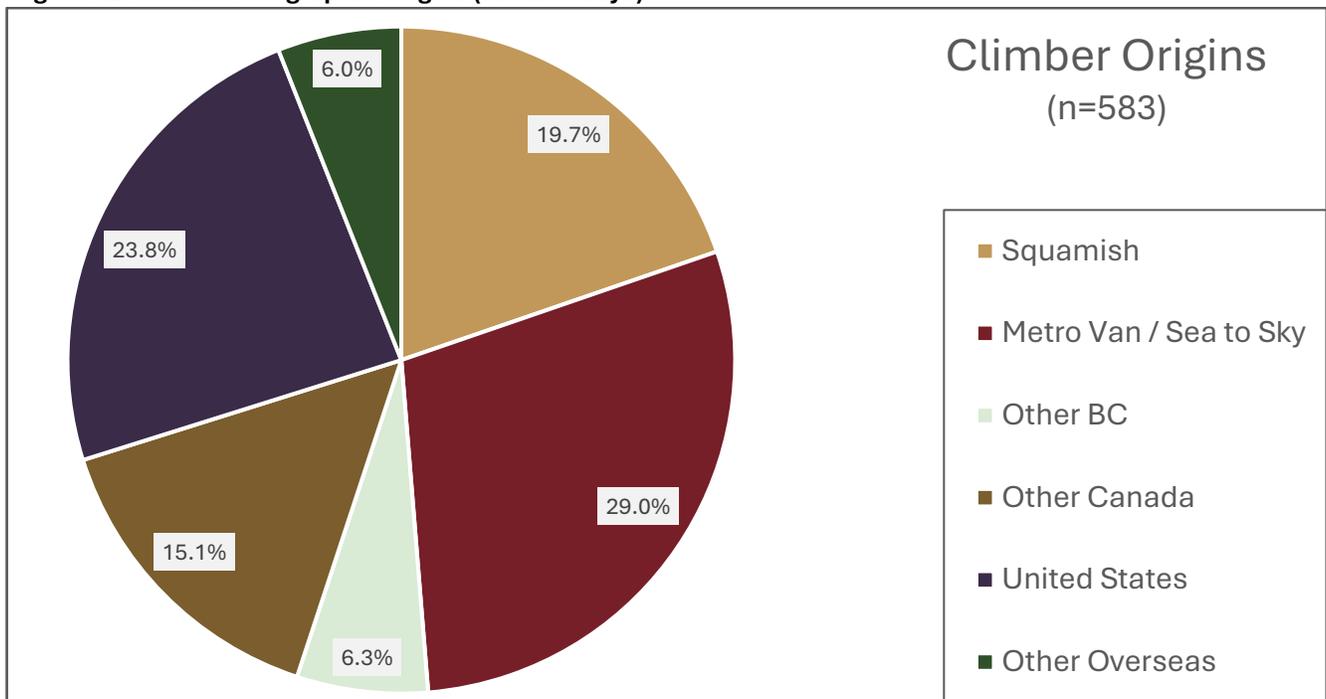


## 5.2 Geographic Markets of Origin

As mentioned above, Squamish is a global climbing mecca that attracts climbers of all skill levels, climbing types, and geographic origins from around the world. While the destination became famous for its multi-pitch climbing on the iconic Grand Wall and other tall granite faces such as the North Walls and Slhanay, it also attracts climbers from around the world for its exemplary bouldering and single-pitch trad and sport climbing. This is reflected in the diversity of climbers in the region, with only 20% of climber days being from Squamish residents, and Metro Vancouver residents constituting the largest geographic segment (29%), followed by climbers from the United States (24%; primarily from the Pacific Northwest), other parts of Canada (15%; almost exclusively Ontario and Quebec, with a notable but lower segment from Alberta). In a trend that varies substantially from traditional tourism trends, visitors from other B.C. communities constitute a very low proportion of total visitors, at only 6%, with a similar proportion from overseas.

A notable trend here is that visitors from Metro Vancouver have far lower average duration in the community (0.8 average nights), while visitors from other parts of BC and Canada spent an average of 22 nights in the community or immediate area. See Figure 12, below.

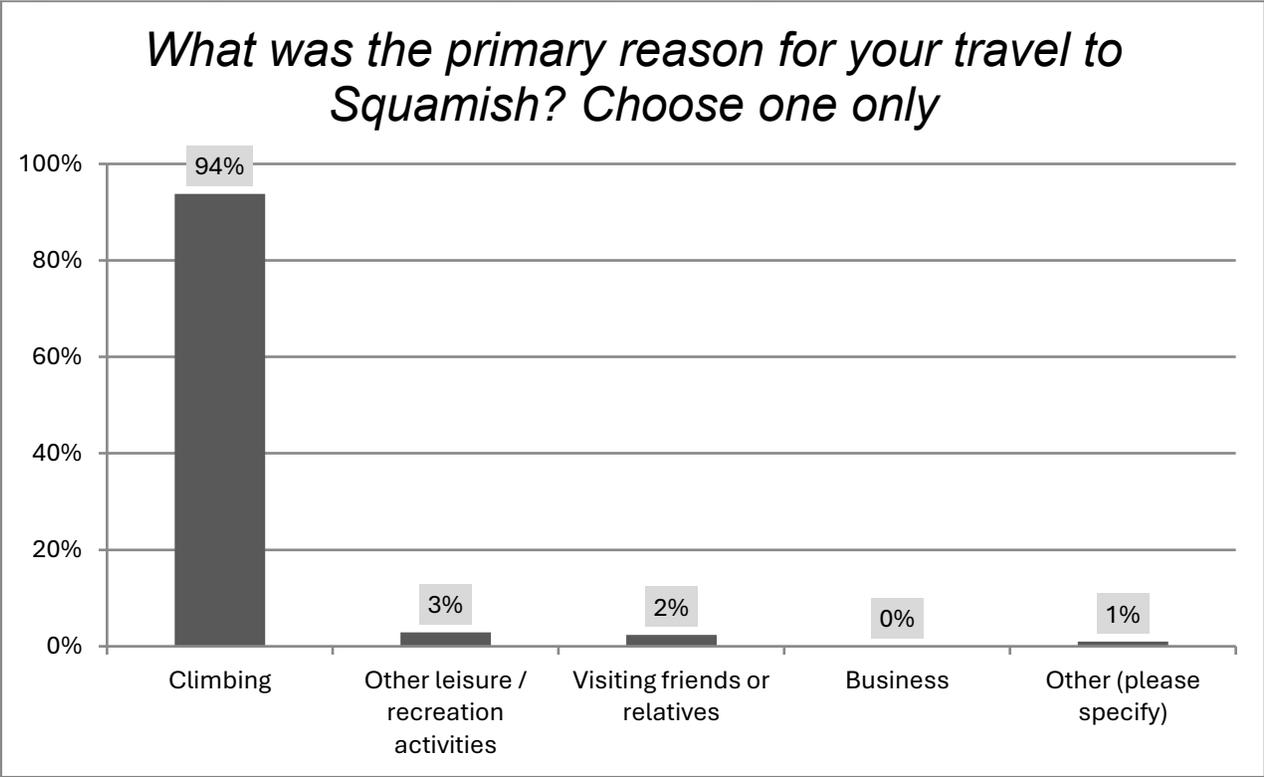
**Figure 12: Climber Geographic Origins (climber days)**



### 5.3 Reason for Travel to Squamish (Visitors)

Visitors to Squamish were also asked about their reason for travel to Squamish, including climbing, visiting friends and relatives, other leisure, business, or “other” purposes. Compared with recreationists of other types (hiking, mountain biking, skiing, etc.) Squamish climbing visitors are a particularly dedicated travel segment, with 94% indicating that their primary reason for travelling to Squamish is for climbing. See Figure 13, below.

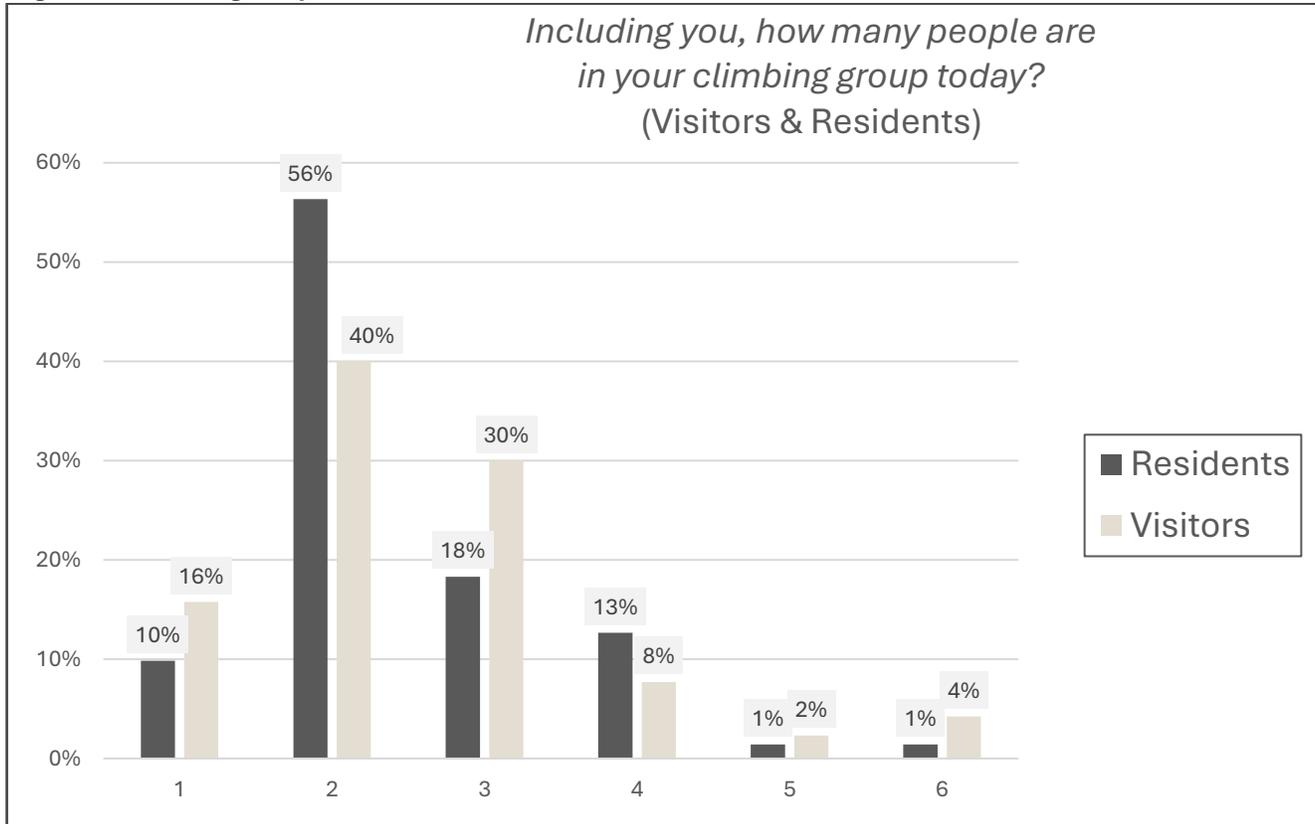
Figure 13: Primary Reason for Travel to Squamish (Visitors Only)



## 5.4 Climbing Group Size (day of climbing)

Climbing group sizes varied notably between visitors and residents, with visitors generally having larger groups at the crag on any given day compared to residents, who were typically climbing in a group of two (56% of respondents). This is perhaps not surprising considering that most residents will have more flexibility in choosing climbing partners and aside from bouldering, this is by far the most convenient climbing group size. Visitors had a higher proportion of solo climbers, which is almost exclusively for the burgeoning bouldering scene for which Squamish has become famous in recent years. See Figure 14, below.

**Figure 14: Climbing Party Sizes**

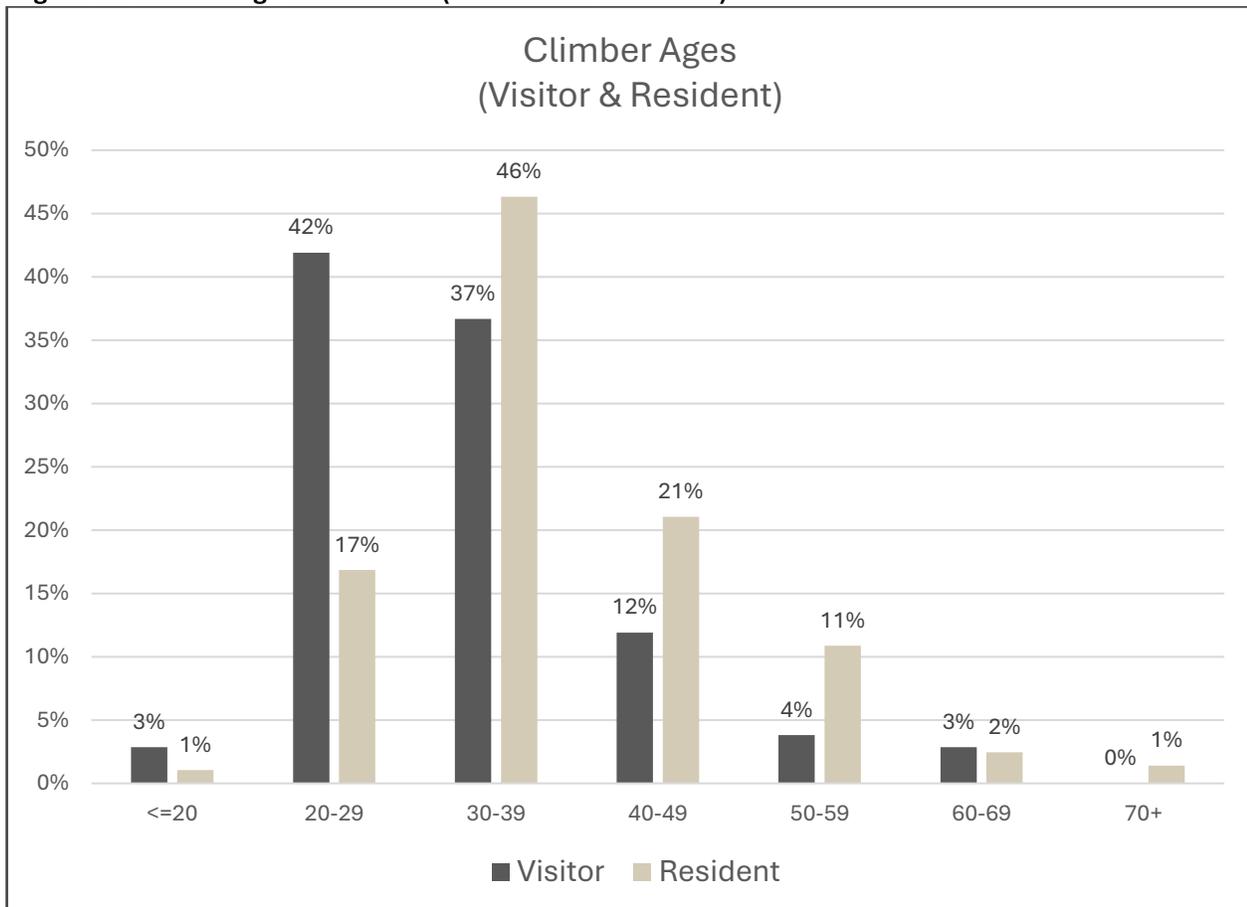


## 5.5 Climber Ages

Climber ages skew toward the younger cohorts for visitors compared with residents, with the most common age cohort of visitors being in their 20s, while the most common cohort of residents is in their 30s. One-third (33%) of Squamish resident climbers are over the age of 40. For resident climbers, based on interviews with local climbers including members of the SAS executive, this reflects the adaptability of the sport as climbers age, generally progressing from hard sport and trad climbing that pushes the upper limits of personal abilities and climbing grades, toward longer recreational pursuits at more moderate grades and experiential value in the region’s many longer sport and trad routes of moderate grade (approximately 5.10b and lower). This adaptability of the sport for older climbers has significant beneficial impacts on individual and community quality of life, as likely reduces public health care costs by tens of millions of dollars annually through preventative care.

These results generally conform to climber community attestations in interviews, in a community that prides itself in the health of its residents and healthy lifestyles, which was once branded as the “recreation capital of Canada.” One important note is that some resident climbers feel the proportion of older climbers (50+) may be underrepresented due to their likelihood of climbing longer moderate routes in the region, and therefore lower probability of being intercepted in parking lots and staging areas (i.e., more relative time spent on routes than staging areas, compared with climbers who are climbing for shorter durations on single pitch routes and/or bouldering). See Figure 15, below.

**Figure 15: Climber Age Breakdowns (Visitors and Residents)**



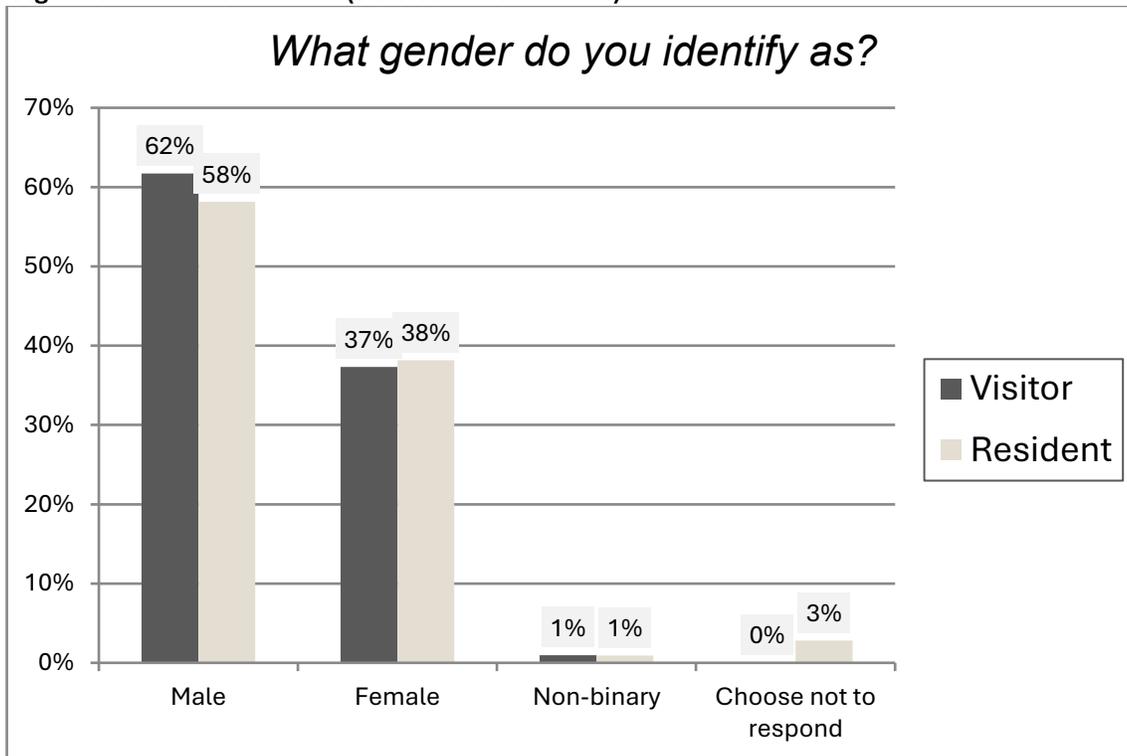
## 5.6 Climber Gender

Climbing tends to have relatively strong gender equity among users compared with other “hard adventure” recreational pursuits. Just over half (58%) of climber days were represented by male residents with 38% being female and a further 4% being non-binary (1%) and 3% choosing not to state a gender identity.

When frequency of climbing is taken into account, the proportions of individual (unique) male-to-female climbers is almost proportional, due to the fact that males climb more than females on average per year based on survey response data.

There is a larger gender gap between male (68%) and female (38%) visitor climbers than for resident climbers, however this gap is reduced by approximately five percentage points when adjusted for gender specific climbing frequencies (e.g., males are more likely to climb more frequently than females). See Figure 16, below.

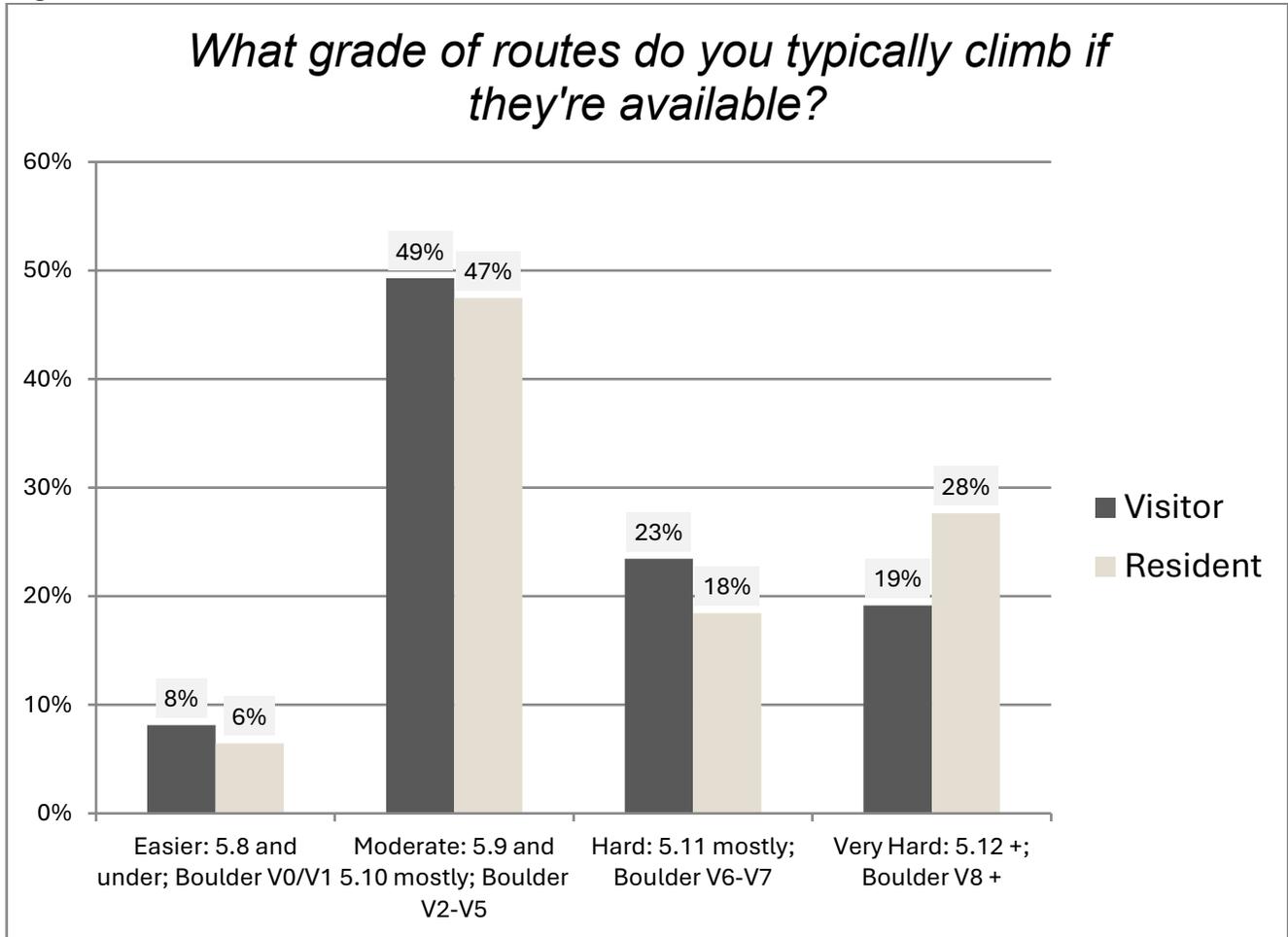
**Figure 16: Climber Genders (visitors and residents)**



## 5.7 Climbing Ability and Preferences

While climber demographics vary between visitor and resident climbers, the abilities and climbing grade preferences is nearly identical between visitor and resident climbers in Squamish. The only notable difference is that for very hard routes (5.12+ or V8+) Squamish resident climbers are in a higher proportion (28%) than visitor climbers (19%). This likely reflects the fact that Squamish resident climbers have the benefit of routes of these grades being in the local area for their use and progression while most visitors will not be from areas that have similar access to such a high volume of very hard routes, whether trad, sport, or bouldering. See Figure 17, below.

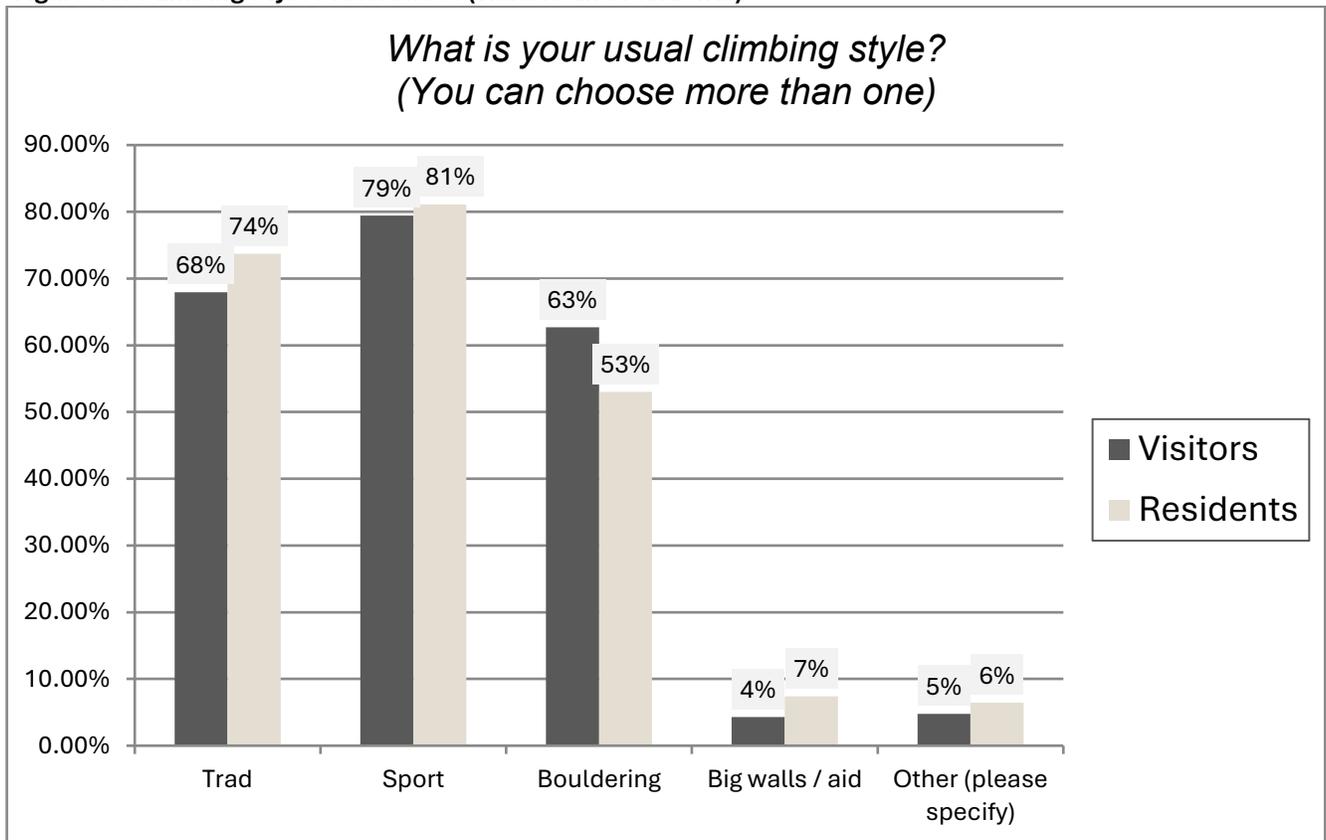
Figure 17: Climber Route Grades – Abilities / Preferences



## 5.8 Climbing Type/Style Preferences

While many climbing destinations around the world are generally recognized for having a dominant style (long granite trad climbs in Yosemite; hard sport climbs in Smith Rocks; hard splitter trad routes in Indian Creek, etc.) Squamish is a truly remarkable climbing destination due to the variety of climbs of all types, including big wall trad, sport, and aid climbs, shorter sport and trad climbs of all grades, and bouldering from V0 to some of the hardest boulder problems in the world (V15+). This is reflected in the diverse climbing styles / types of visitors and residents to the region. It is also notable that nearly two-thirds of visitors to Squamish (63%) take part in some form of bouldering while in the area. See Figure 18, below.

**Figure 18: Climbing Style Preferences (visitors and residents)**

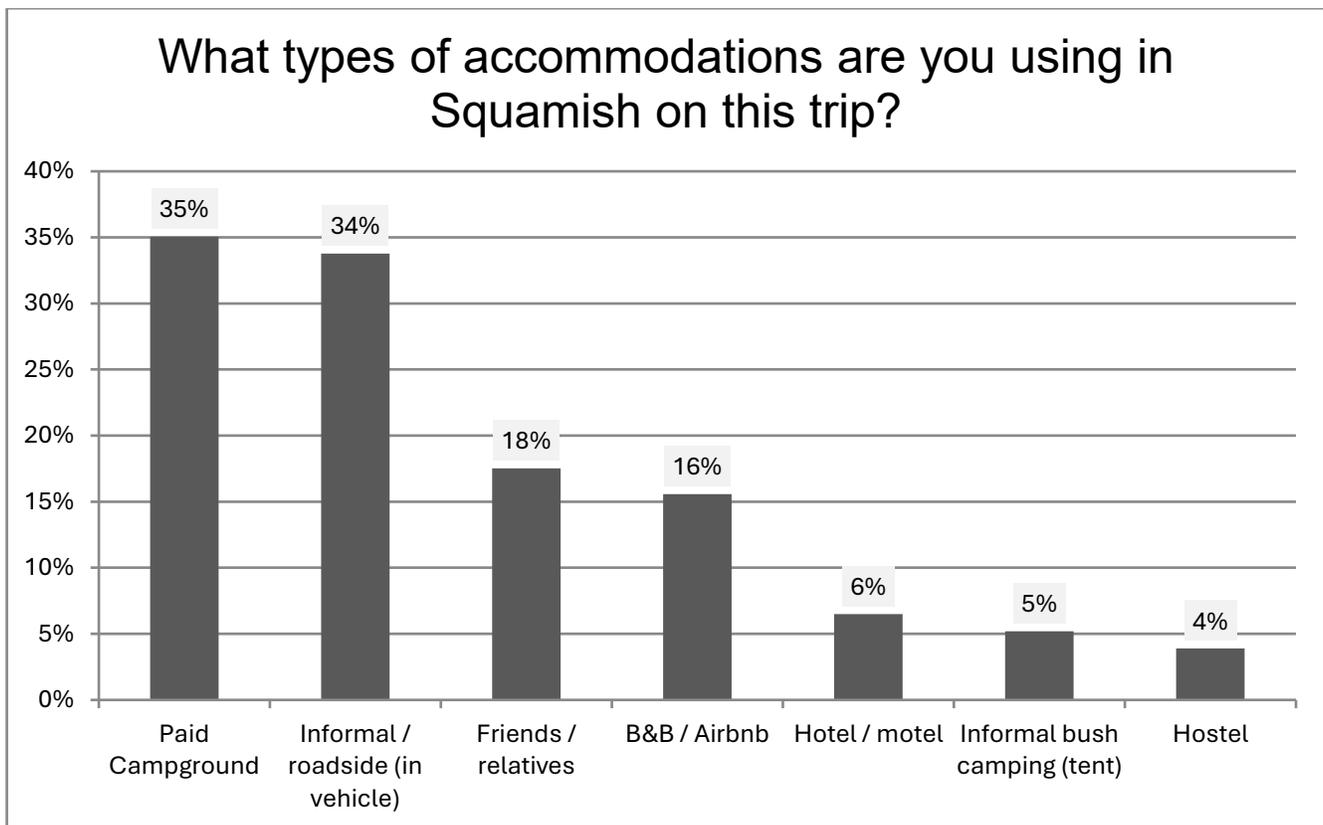


## 5.9 Visitor Accommodations Used

Climbers tend to prefer outdoor based accommodations when in Squamish, with nearly three-quarters of climbers (74%) using at least one form of camping while visiting Squamish. The most common camping type is paid camping, with 35% of visitors using official paid campgrounds. However, based on open ended comments (at the end of this report) as well as informant interviews, there is a well known and significant shortage of official campgrounds in the region. Many climbers attested to challenges with being able to reserve campgrounds such as the Squamish Chief climbers' campground, which is generally at full capacity for the duration of the peak climbing season – particularly on weekends. There are also limited campground options in the surrounding region.

However, it should be noted that while a high proportion of visitors use some type of informal / unpaid camping while visiting Squamish, a higher proportion of visitors (61%) of visitors use paid accommodation options compared with unpaid accommodation options, including staying with friends and relatives, and these paid accommodations provide direct and recirculatory impacts in the local economy. See Figure 19, below.

**Figure 19: Accommodation Types Used in Squamish (visitors only)**



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## 6. CLIMBER EXPERIENCES and PREFERENCES

This section analyses climber perceptions of the overall quality of their experiences in Squamish, including resident and visitor perceptions. The categories of analysis include such factors as climber perceptions of (and satisfaction with) the overall number of routes in the area, the diversity of route types and grades, access and signage, the local climbing community / culture, and crowding – among others.

This section also includes a significant number of written comments regarding the relationship between climbing, the Squamish climbing community, and the values and needs of the Skwxwú7mesh (Squamish) Nation.

### 6.1 Visitor Satisfaction with Aspects of Climbing

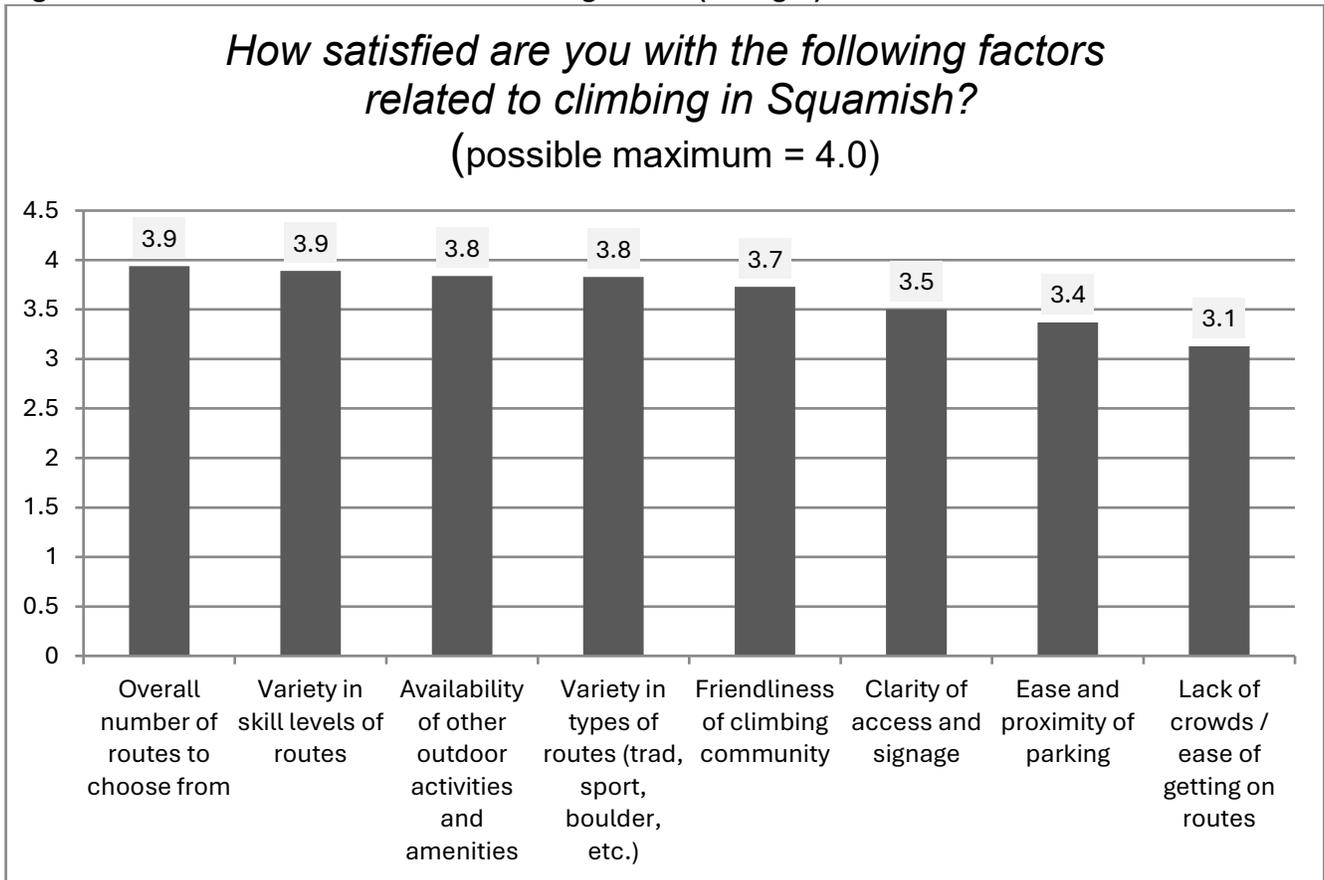
Overall, visitors register extremely positive satisfaction levels with most aspects of climbing in Squamish, particularly those related to the fundamental elements of the experience: the number of routes, diversity of route types (trad, sport, boulder), and diversity of route grades. They are also extremely satisfied with the culture and friendliness of the local climbing community, and amenities to support positive experiences in the destination such as brewpubs, restaurants, climbing shops, and cafes.

Scores are lower but nonetheless generally positive, however, for aspects related to the management of climbing experiences, such as the clarity of access and signage (3.5/4), and ease / proximity of parking (3.4/4).

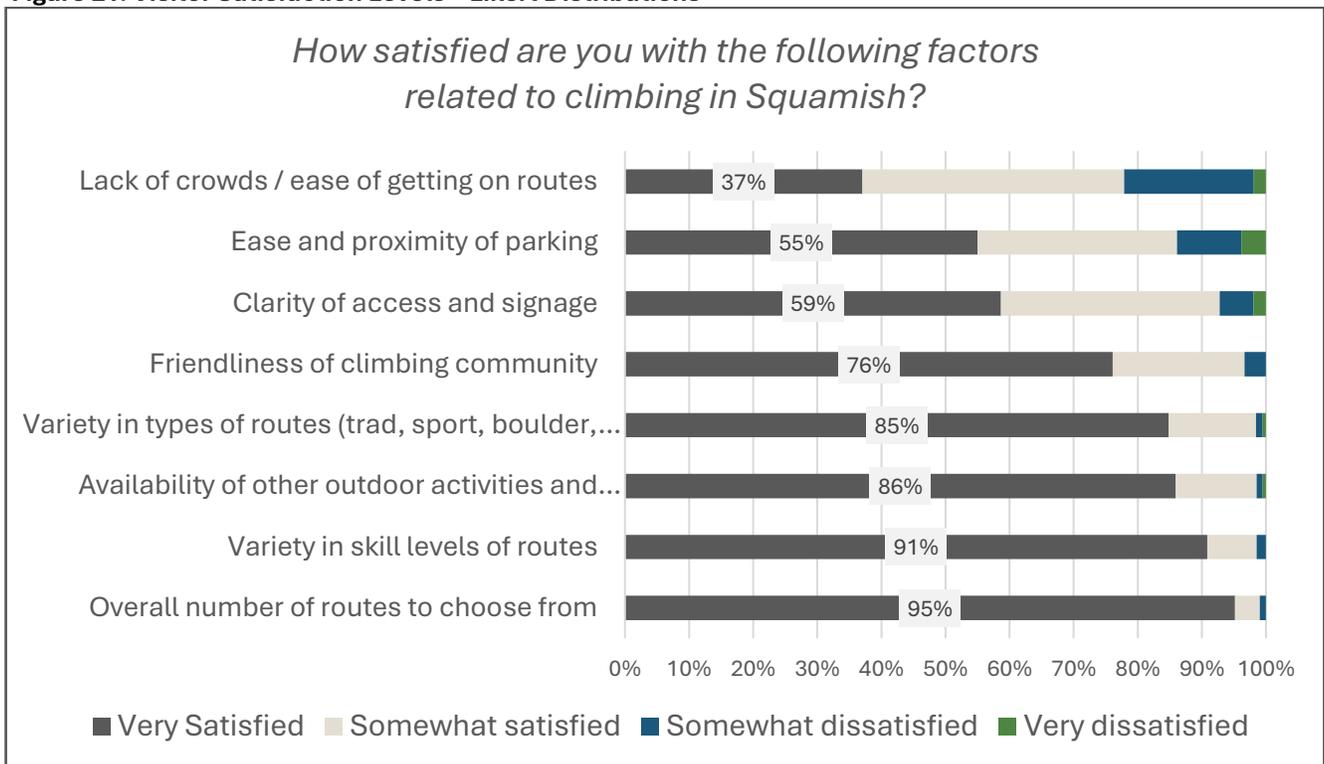
The lowest satisfaction score by far is directly related to these overall positive factors, with Squamish climbing occasionally being a “victim of its own success,” resulting in occasional and sometimes severe user crowding at certain crags and times, with satisfaction levels of 3.1 / 4 for this measure. There were no clear correlations in the data that suggested crowding was specific to climbing types (sport, trad, etc.) or grade difficulty. This is an important measure for outdoor recreation, perhaps more-so than others. In addition to the negative impacts of crowding on climber experiences, perceptions of crowding can quickly result in travel aversion and the loss of significant economic impacts associated with travel. See Figure 14, below.

The Likert distributions in the responses provide greater detail and clarity regarding the results overall, and in particular the issue of crowding. Very few respondents are “very dissatisfied” with crowding (only 2%), but rather the average score is suppressed by a higher proportion of respondents who were “somewhat dissatisfied” (20%). “Ease and proximity of parking” also scored a higher relative proportion of “somewhat dissatisfied” (10%) and “very dissatisfied” (4%) respondents. See Figure 20, below.

**Figure 20: Visitor Satisfaction Scores of Climbing Factors (averages)**



**Figure 21: Visitor Satisfaction Levels – Likert Distributions**

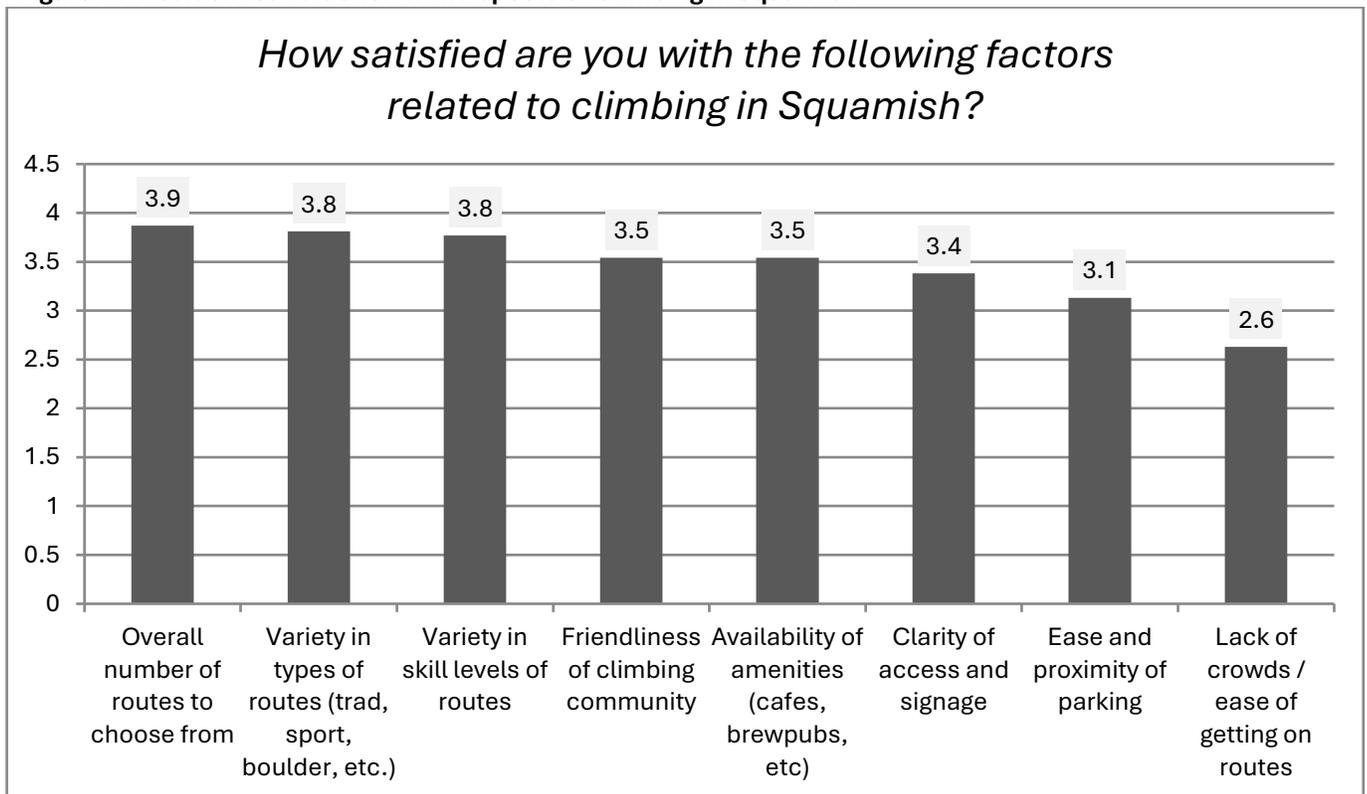


## 6.2 Resident Satisfaction with Aspects of Climbing

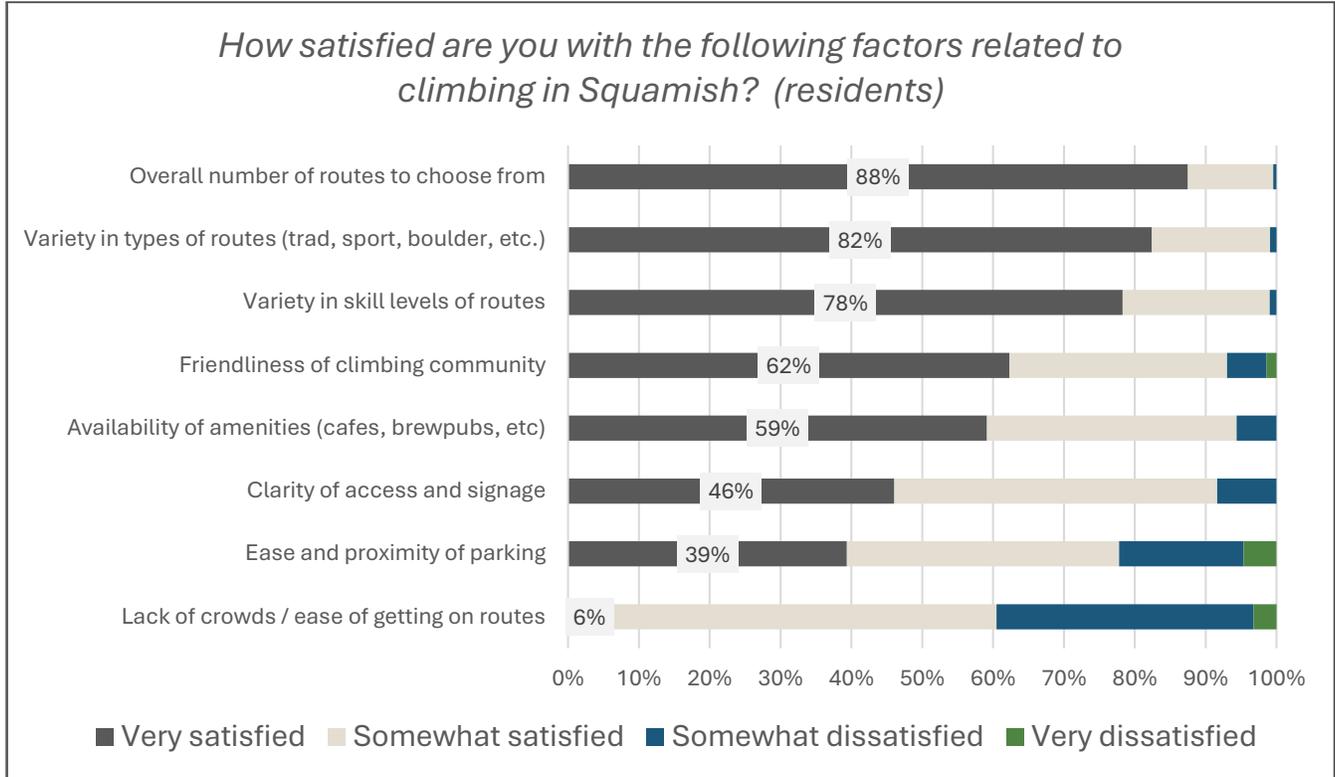
Resident sentiment regarding their satisfaction of climbing factors were generally similar to those of visitors regarding the number and variety of route types and route grades (skill levels required) to choose from. However, the remaining results were statistically lower for residents than visitors: friendliness of the climbing community, ease and proximity of parking, and lack of crowds / ease of getting on routes. See Figure 22, below.

These results are not surprising or unusual for studies of this type, with resident recreationists (such as climbers) in popular destinations often developing concerns that may not be as apparent to visitor recreationists, who may also expect these types of issues in well known destinations and/or who have not endured these issues for several years. Two out of five Squamish resident climbers (40%) registered dissatisfaction with crowding issues, and once again there are few correlated factors associated with types of climbing or difficulty levels. More than 22% also expressed dissatisfaction with the ease and proximity of parking with no clear correlated factors.

**Figure 22: Resident Satisfaction with Aspects of Climbing in Squamish**



**Figure 23: Resident Satisfaction with Aspects of Climbing in Squamish – Likert Distributions**



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### 6.3 Indigenous Partnerships and Reconciliation – Climbing and the Skwxwú7mesh (Squamish) Nation

Climbing has deep roots in ecological conservation and stewardship, as well as a sense of responsibility and community that in many ways align with values of Indigenous peoples. To assess how climbing and Indigenous peoples can foster a deeper sense of mutual understanding, trust, and collaboration, survey respondents were asked the following question:

***Do you have any suggestions on ways that climbing in Squamish can benefit the Squamish Nation?***

A total of 230 open-ended written comments were submitted by visitor and resident climbers. While many respondents indicated that they did not have any specific recommendations and/or did not understand the issue well enough to provide recommendations, not a single respondent indicated that this is an unimportant or misdirected objective for the Squamish climbing community.

A combination of content analysis and thematic analysis was undertaken to assess the responses. The most common response was “don’t know / unsure / we should ask the Squamish Nation what they think would be valuable.”

For specific recommendations, the following were the most prominent themes:

- Supporting community events and directly engaging the Squamish Nation (23% of responses).
- Fundraising and providing supports to enable members of the Squamish Nation to access climbing – particularly youth (19% of responses).
- Celebrating and promoting Indigenous culture and heritage in climbing areas, through cultural interpretation signage and events (17% of responses).

A sample of verbatims (unedited written comments) is provided below to communicate these expressions of goodwill and partnership in the words of climbers, themselves:

- *Ask the Squamish First Nation directly to see what they think would be helpful.*
- *Clean ups; guided nature walks in collaboration with the Squamish First Nation.*
- *Climbers are open minded people, polite, sensitive, aware of issues. It would be good to see more Indigenous representation in the climbing community. Events like the Arcteryx festival that include Indigenous culture elements are important.*
- *Climbers and Access Groups could help protect natural areas with stronger education programs to deter littering.*
- *Clinics available to kids, access to the gym at a discounted/free rates for the Indigenous youth.*
- *Collaborate more with the SN and get more info/stories about the lands we climb on. Share these with wider climbing community to foster better stewardship.*
- *Clean ups; guided nature walks in collaboration with the Squamish First Nation.*
- *Consultation with the band to ensure that newly developed areas respect the use of the land. Crag clean up and otherwise ways to ensure that climbing footprint is minimal. Have Squamish Nation names on place and use in the guidebook.*
- *Making sure they are consulted when new crags are being developed.*
- *More information on land/history of the land.*

- 
- *More space for Indigenous leaders on boards [of climbing clubs], and having dedicated mic time for them.*
  - *Small parking fee that would go toward the Squamish Nation. More local Indigenous owned business.*
  - *Programs for youth to get people more involve in the climbing community.*
  - *Recognition, respect, communication to see what they would want.*
  - *Would have to learn more about what is currently happening before making suggestions on how they could benefit. What are the opportunities right now?*

## 6.4 Value and Benefits of Climbing to Locals

It is no secret that healthy outdoor oriented lifestyles achieve myriad objectives in modern society, including overall physical and mental health, a sense of community and belonging, and other benefits.

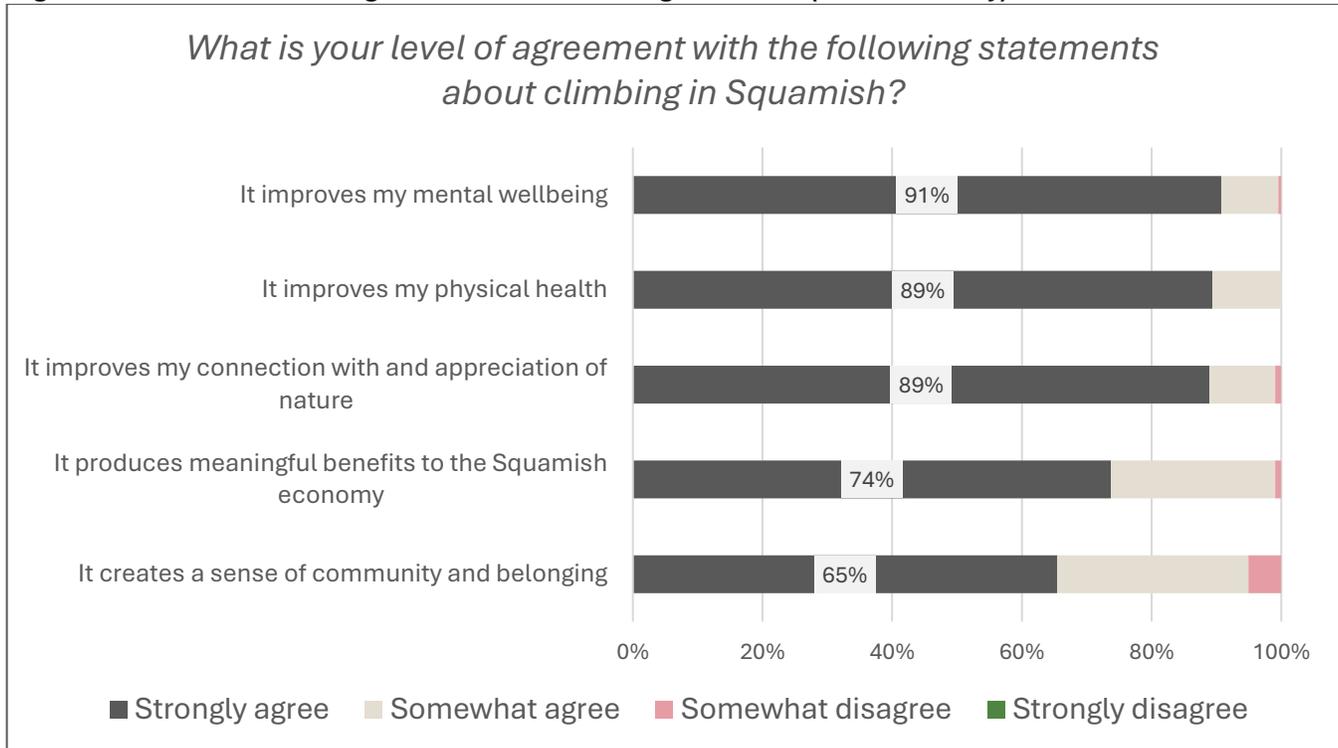
To assess climber perspectives on why the climb and the benefits they receive from it, Squamish resident climbers were asked about the impacts that climbing has on multiple health, wellness, and wellbeing outcomes.

Perhaps not surprisingly for those who climb regularly, mental health is actually considered to be the most important factor and outcome associated with climbing, with 91% strongly agreeing that climbing improves their mental wellbeing, and a further 9% saying they somewhat agree with the statement. Less than one half of one percent of respondents somewhat disagreed with this statement.

Almost the same proportion of respondents strongly and somewhat agreed with this statement related to their physical health, as well as their connection with and appreciation of nature.

A strong plurality of respondents indicated that climbing provides meaningful benefits the Squamish economy and that it creates a sense of community and belonging. See Figure 24, below.

**Figure 24: Benefits of Climbing to Health and Wellbeing Outcomes (Residents Only)**



## 6.5 Climbing Impacts on Resident Attraction & Retention

Modern society is increasingly experiencing a shift away from traditional employment models and residence patterns, which were once characterized by stable, long-term, site-specific employment with a single employer for long durations. The modern era, particularly in the digital era and in the post-COVID context, has seen a dramatic shift toward more flexible, mobile, and temporary / part time employment with multiple employers.

A significant result for community planners is that workers have become more mobile and are able to choose their places of residence with more ease and flexibility. Communities that provide beneficial lifestyles associated with outdoor recreation, cultural / creative amenities, and social cohesion tend to attract and retain these individuals in greater relative proportion, through a phenomenon known as “amenity migration.” While this can have an inflationary impact on prices of housing and other commodities and services, it is generally considered positive and beneficial to have desirable communities where people want to live.

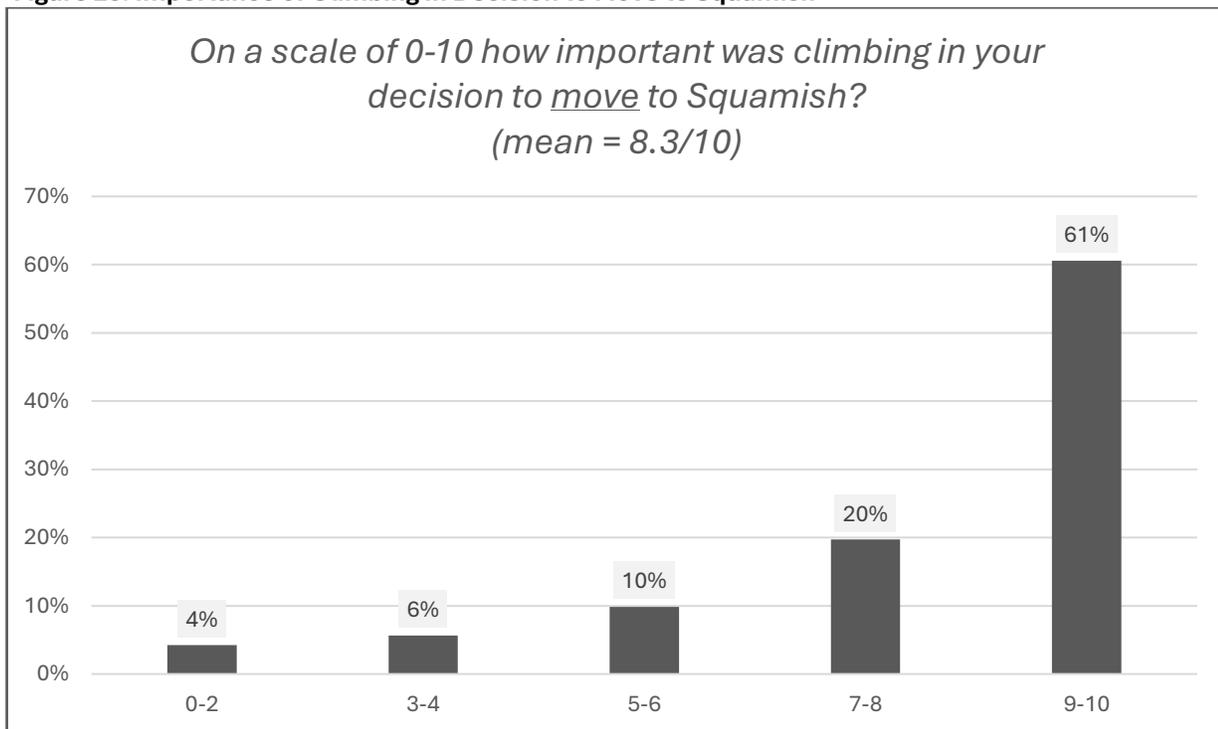
To assess the importance of climbing on resident mobility decisions, the following questions were asked of resident climbers (results in Figures 25 and 26, below):

***“How important was rock climbing in your decision to move to Squamish?”***

and

***“How important was rock climbing in your decision to stay in Squamish?”***

**Figure 25: Importance of Climbing in Decision to Move to Squamish**



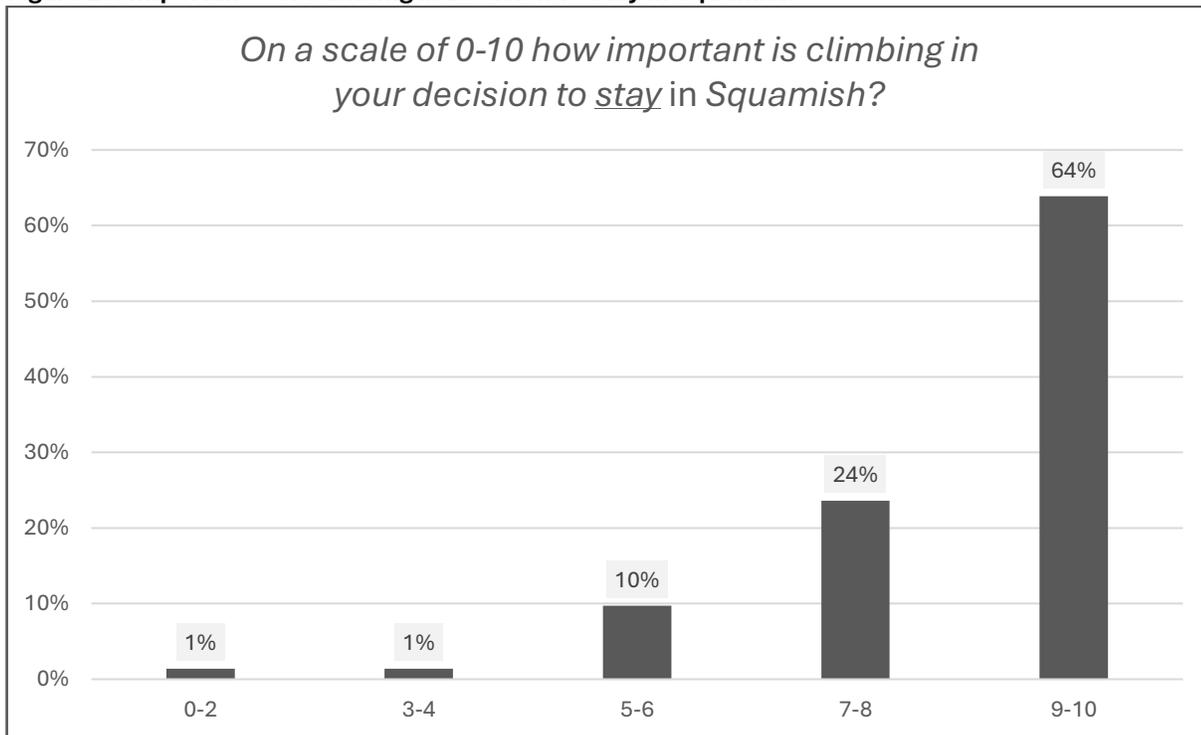
More than three out of five respondents (61%) indicated that climbing was a highly motivating factor in their decision to move to Squamish, scoring nine or ten out of ten on an importance scale, with a further 20% giving scores of seven or eight out of ten. It should also be noted that in written comments some respondents indicated they only gave low scores to this question because they

were offered jobs before they were climbers but then were motivated to stay in the community after moving here and adopting the climbing lifestyle.

These results are shown in Figure 26, below, which are even stronger than results for moving to Squamish, with 64% of respondents giving a nine or ten out of ten on a ten point importance scale, and a further 24% providing scores of seven or eight. Only 12% of respondents gave scores of six or lower to this question.

The conclusion is that while climbing is an incredibly important factor in the decisions of climbing residents to move to the community, it is an even more important factor in their decisions to stay in Squamish. This further enhances the important role that climbing plays in the community from economic development and social cohesion perspectives.

**Figure 26: Importance of Climbing in Decision to Stay in Squamish**



## 6.6 Resident Climber Sentiments on Paid Parking

An ongoing question in outdoor recreation planning is the role of user pay systems that provide revenue generation opportunities that can be allocated to infrastructure development and user experience management, or in some cases returned to government general revenues. Parking and camping fees are the most prominent user pay models to generate revenues from activities that are otherwise non commercial.

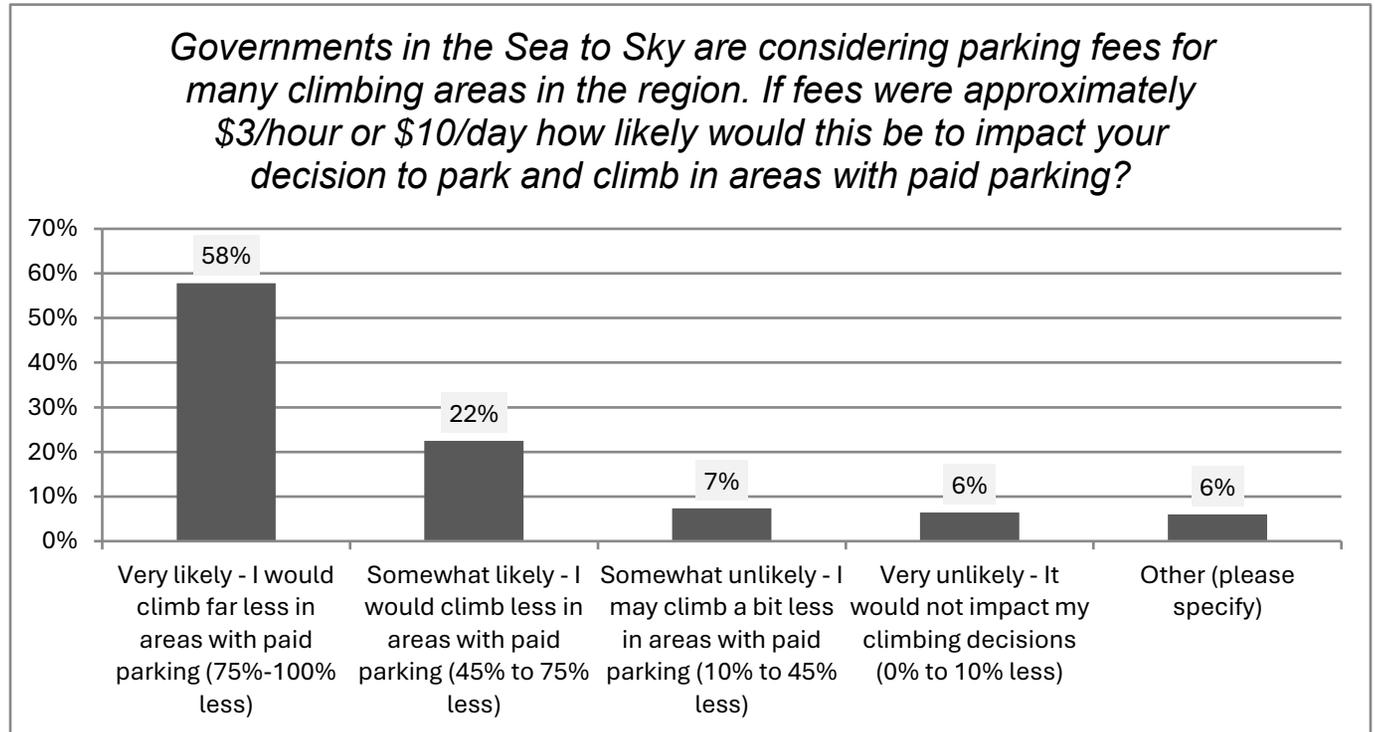
There is also longstanding expectation and ethic in outdoor recreation that people should be able to access the outdoors with few or no fees, as there is an inherent right of residents of an area in particular to access nature, which has numerous beneficial spinoff impacts in the community and economy. Fees place a barrier to marginalized and low income groups in particular and suppress recreation levels overall – which is antithetical to multiple societal objectives. Some jurisdictions balance this with stratified policies and programs that impose low or no fees to residents, often through sharply discounted annual or seasonal passes, while levying fees on visitors.

**Figure 27: Willingness to Pay Parking Fees and Impacts on Recreation Patterns**

In this backdrop the Squamish Access Society asked resident climbers about their perspectives on parking fee implementation in select climbing areas in the region, under a specific fee scenario of \$3/hr our \$10/day for parking. The results are summarized in Figure 27.

The results were highly conclusive: resident climbers will modify their behaviours and climbing destinations in the region if parking fees are implemented. Four out of five resident climbers (80%) indicated they would be very likely to climb less in locations with paid parking (58%) or somewhat less (22%) in areas with paid parking. Written comments on this question and in the final open ended question

emphasized the strongly held convictions amongst local climbers that parking fees should not be implemented in the area, or that if they are implemented that residents should receive either an annual pass that is steeply discounted or free, while charging a nominal fee to visitors.



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## Verbatims – Willingness to Pay for Parking and Behavioural Impacts

- *I'm able to mostly bike to locations. If areas were paid, for instance Murrin, I would be less interested in going there due to payment.*
- *If fees are used to help maintain facilities, trails, and stewardship I would be more open to paying. Also I would appreciate the option of an annual pass.*
- *It would not impact my climbing decisions, but would lead me to bike or walk more.*
- *Happy to give back but not if it's >\$12 per day*
- *Terrible travesty to charge for parking. This will create MORE problems and displace into residential neighborhoods. For other areas (Brohm, Murrin), there are NO GOOD alternatives. We need paved bike lanes to facilitate e-bikes. THIS would be an AMAZING addition to the Sea to Sky. Get out of here with this nonsense.*
- *Carpool more (but that means less room for gear).*
- *I would climb the same areas I would just park further away.*
- *I would happily buy a residents year pass but would not like to have to buy parking each time.*
- *I would try to ride my bike more but some areas are too far to ride to.*
- *I would ride my bike.*
- *I usually walk or cycle, but I'd be concerned with the number of folks who'd park in areas they are nor supposed to in order to avoid paying for parking.*
- *Somewhat-to-very unlikely. I don't think Squamish residents should have to pay these fees.*
- *I would actually prefer this, but would want fares biased towards getting residents and longer-use access (e.g. local discount, high per-hour cost but cheap per-day, etc.). The « cost » of not having a parking spot to go climb is also a consideration!*

## 6.7 Net Promoter Score (NPS) Analysis

Net Promoter Scores (NPS) analysis is increasingly common in assessing the overall satisfaction of products or services, with the additional benefit of also linking attitudinal factors with behavioural – in other words, not only whether people are satisfied but whether this will result in a tangible action such as a recommendation to purchase a product or service, or not.

NPS scores are calculated by asking a simple, standardized question:

**“On a scale of 0-10, with 10 being the highest, how likely are you to recommend [this product / service / business] to a friend or colleague?”**

Respondents who register a nine or ten out of ten in their response are highly likely to make a conscious effort to make a recommendation: “You HAVE TO do this / buy this / go to this place.” These respondents are called “promoters.”

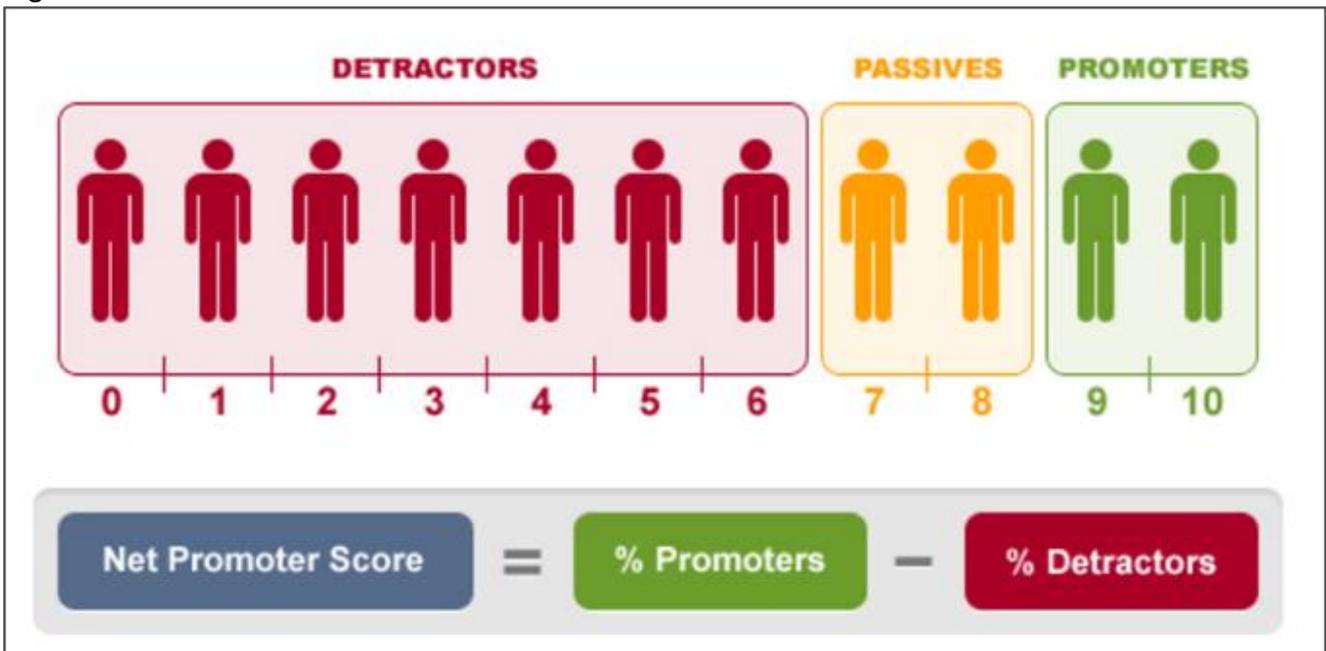
On the other hand, research has repeatedly confirmed that respondents who register a seven or eight on this scale are likely to make no intentional effort to comment with a recommendation to purchase, or to avoid. These respondents are known as “passives.”

Finally, respondents who give a score of six or lower on this question are consistently shown to take conscious efforts to make recommendations to friends, family members, or colleagues to NOT undertake a specific action. These are known as “detractors.”

Net Promoter Scores are calculated with a simple arithmetic formula and expressed as a whole integer:  $NPS = \% \text{ of Promoters} - \% \text{ of Detractors}$ . Figure 28, below provides a simple graphical explanation of this calculation.

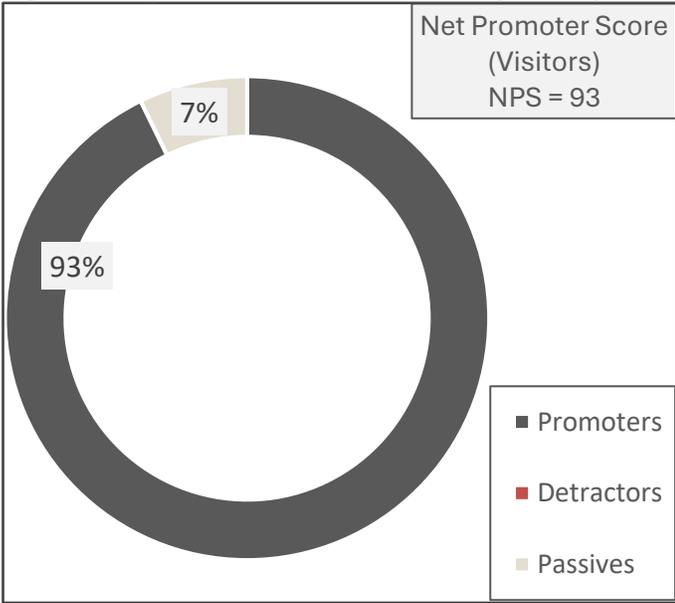
By way of example, British Columbia possesses one of the highest tourism destination Net Promoter Scores in the world, averaging between 62 and 70 on the scale.

**Figure 28: Net Promoter Score Calculation**

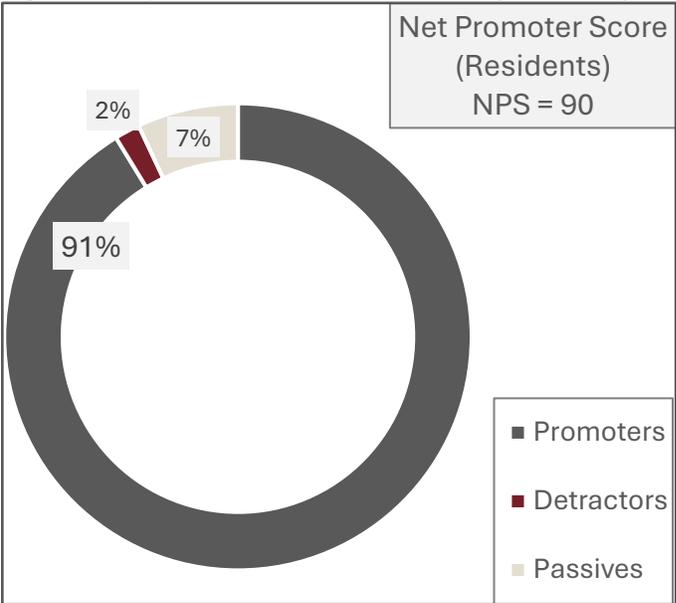


The Squamish climbing Net Promoter Score is 93 for climbing visitors to the region, and 90 for resident climbers. These are exceptionally high NPS values for any type of product, activity, or destination. See Figures 29 and 30, below.

**Figure 29: Squamish Net Promoter Score (Visitors)**



**Figure 30: Squamish Net Promoter Score (Residents)**



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## 7. Concluding Remarks – Stakeholder Interview and Survey Verbatims Summary

### 7.1 Stakeholder Interview Summary

At the end of the project data gathering period, structured and semi-structured interviews were conducted with climbing stakeholders in the community, including SAS board members, climbing retail outlet owners, rock climbing guiding businesses, and climbers themselves. In addition, numerous informal discussions and “check ins” were conducted to help validate field observations, data, overall trends, and conclusions.

Key themes from these interviews were generally aligned with observations and comments from the survey questionnaires and field observations. Some of the key themes include:

- Rapid growth of climbing overall in Squamish, generally matching the volume and types of routes newly developed.
- Very high proportions of visitor climbers, particularly from the United States and other parts of Canada.
- Rapid growth in bouldering, followed by sport climbing in the past 10-20 years. Trad climbing is perceived to have grown at a more moderate pace, particularly for long and hard routes in the area. Many classic hard routes (5.11 and higher) may go several days during the peak season without a single ascent.
- Professionalization of the guiding and retail sectors, with increasing recognition of high quality products and services now expanding to larger urban destinations such as Vancouver.
- Seasonality is becoming less of a factor, with climbing generally still having a peak summer season (June to September) but with climbing occurring generally year-round, particularly with resident climbers, when weather permits.
- Challenges with organizing and coordinating the climbing community, due in part to the culture of radical independence and self reliance, coupled with generally non-conformist worldviews outside societal 9-to-5 office culture norms.
- Generally low impacts of climbing overall in Squamish compared with other climbing destinations, due to the high density of climbing in a relatively small geographic footprint in the area between Murrin Park and Slhaney especially.
- Challenges with parking during peak periods, particularly at popular crags such as Murrin Park and the Smoke Bluffs. Opinions diverged but were generally opposed to the imposition of any additional fees such as parking, but with the recognition that parking fees could be applied to enhanced and needed facilities such as washrooms and access trails.
- Beneficial impacts of guiding for visitor management, such as encouraging responsible behaviours, dispersion to less crowded crags which limits crag specific pressures, as well as additional economic spinoffs such as business referrals (restaurants, climbing shops, etc.).

- 
- The “dirtbag” culture of the past has evolved, with climbing becoming a more mainstream activity and attracting a more affluent user demographic. The average climber age has also generally increased in the past 10-20 years which is a supporting factor in this evolution.
  - Alignment of guide lifestyle interests and client needs – guides are increasingly able to earn a living for at least half of the year and often prefer to have seasonal guide employment while working in other sectors in the off season.
  - Significant beneficial impacts of climbing on the community and culture, with Squamish being an in-demand community that offers lifestyles not available in other communities. This attracts young, healthy individuals with positive outlooks and lifestyles who enjoy spending time outdoors and building meaningful community relationships, including a culture of giving / volunteering.
  - Climbing trails built by climbers are used as often or more by non climbers, distributing benefits to a variety of user groups. But these are built and managed on behalf of volunteers and resources are limited.
  - Climbing organizations such as SAS, Valhalla Pure, Climb On, others manage numerous community events that provide new residents opportunities to connect and engage. “People are craving that meaningful connection – climbing gives them that opportunity.”

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## 7.2 Final Comments: Ways to Improve Climbing in Squamish

The survey concluded with a common question in tourism and recreation related studies:

*Please provide any additional comments on ways you believe climbing in Squamish could be improved.*

Using content and thematic analysis, the 345 written comments (192 visitor comments; 153 resident comments) were evaluated for trends and underlying relationships.

The dominant themes in the visitor survey and resident survey were very similar, with the sole exception of increased focus in the visitor survey about the need for increased accommodation options in the area, including management / support for distributed / van camping.

The key themes were:

- Parking management needs and gaps (32%) - particularly in crowded areas such as Murrin Park, the Smoke Bluffs, The Chief, and Cheakamus Canyon. Parking fees – primarily opposition to fees – was the most common singular theme. [NB: this may be due in part to a preceding question related to parking fees increasing recall / recency bias.
- Land management practices / climbing infrastructure (26%) - including but not limited to the need for greater recognition for climber needs (access, trails, facilities).
- Trail garbage / human waste maintenance (11%) – issues with garbage, human waste, and lack of washroom facilities (Mamquam FSR mentioned multiple times).
- Climber safety, etiquette, behaviours (11%) – lack of awareness among some climbers, particularly beginner / novice visitor climbers regarding crag and access safety, issues with noise pollution (e.g., loud speakers), large groups top roping areas and leaving ropes up, dogs off leash.
- Van camping regulations (3%) – the need for van camping management in the area, including comments about the negative impacts of unregulated / unmanaged / dispersed van camping in the area and needs for solutions such as annual passes used in other climbing jurisdictions.
- Climbing route development (8%).
- Wildlife / environmental impacts (6%).

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## APPENDIX A: Survey Verbatims (unedited written responses)

Verbatims are provided without any edits to grammar or contents. Comments that identify an individual or that are slanderous and/or profane in nature have been deleted.

### Resident Verbatims

- A few more signs please, keep up the good trail work, proper rap station replacing tree to get back down to Broadway Ledge, paid parking is a misguided Vancouver curse — Squamish please don't fall under the same spell.
- A locals pass for paid parking would be nice if you go the paid parking route
- A lot. It's growing fast. Issues with parking, safety with inexperienced people at the cliff, more affordable accommodations and housing, relaxing van camping regulations.
- A standardized community guidelines
- a turn lane or even better, a light a murrin park would really make it safe to climb there
- Access advocates need to focus exclusively on access objectives, no ideology no politics no biases.
- Adding more FREE parking
- Affordable camping options for all types of climbers.
- as far as parking fees go perhaps the BC transit system could consider offering semi-regular transit stops at the more popular climbing areas that are overflowing with a variety of patrons (not just climbers). For instance - a bus from adventure Centre and Garibaldi Estates to Shannon Falls and Murrin.
- avoid paid parking or have a locals pass that's reasonable for the year
- Being more welcoming to women. More investment in infrastructure and maintenance in climbing areas.
- Better communication about ethics
- Better signage at the crags
- Better treatment of vehicle residents so that we aren't targeted by bylaw and have safe places to go, more access to public showers and water stations, and affordable campgrounds or safe parking areas outside of Walmart
- City counsel that listen to what their resident wants instead of just developers.
- concerns about the longevity of parking especially with the paid parking situation; more transparency in terms of land ownership from SAS
- Diversity
- During the summer, extra parking near the chief would be great. Overall I am very happy with the climbing in Squamish and would continue to feel this way even if nothing changed.
- Elite/good climbers could be nicer to beginners
- Fewer dogs at crags
- Figuring out solutions for parking challenges at the Chief and Murrin
- Fix the parking challenges, not charge the local for parking/having a year pass for local for parking, having a dedicated climber parking zone at the chief.

- 
- For Question #4, as a resident of Squamish, my answer reflects my entire cost for food and accommodation for the year, i.e., it is not specific to days of climbing. These numbers also reflect the cost for a couple. i.e., if I was alone these numbers might be half (for food/accomodation) [NB these and similar were deleted from estimates]
  - Have established area for van campers for small fee. Most campgrounds are charging \$40+/night, and this is expensive for van/car campers.
  - I am not opposed to paid parking if there are regular public busses to the key climbing spots and trailheads. They will need to run for extended hours to allow for early starts and late finishes. 5am - 10pm
  - I am very against paid parking at climbing areas
  - I believe that there is a need to continue to develop a comprehensive plan for accommodating tourists engaging in multiple sports. Those of us who travel from the USA will spend a considerable amount of money on our recreational pursuits and be thankful for the opportunity. I have climbed in Squamish since 1974 and one of my sons has since 1998.
  - I live in Squamish because of the climbing, essentially all of my economic impact, decades of taxes etc would be elsewhere without the climbing.
  - I really hope paid parking doesn't come into effect, but if it does, an annual pass for residents or something similar would be good. Lots of folks that live here try to get out before/after work and having to pay to park every time is not feasible.
  - I really love the development that's taken place over the last few years. Keep it up your good work, SAS!
  - I strongly disagree with implementing pay parking at climbing areas. Access to public land should remain free of financial barriers so that everyone can enjoy it equally.
  - I think the majority of work on access/signage is devoted to the most popular areas (for obvious reasons), but making less travelled areas more accessible would help with spreading climbers out
  - I think the Mamquam FSR should be paved so that they stop using the nasty spray that stinks and gets your vehicle sticky. That road has significant more traffic than it used to. I also think there should be a permit system for van camping with designated spots around town for vehicle camping, I no longer live in a van but did for many years and think we should support this culture continuing (most people I know who now live and contribute to this community also fell in love with it through this initial lifestyle). One more thing I would like to see is more composting toilets in key areas (Mamquam FSR in particular). I appreciate all the new signs and poop bag stations so great work there and let it continue. You guys are awesome by the way, thank you for what you do for our community.
  - I'm a US resident and have a young family. While I'd like to spend more time climbing, other amenities are very much important for our whole, extended family.
  - I'd prefer to purchase a monthly or yearly pass rather than have to pay for parking each day.
  - If fees are imposed on access to climbing areas (i.e. parking), then my expectation would be that the conditions of the parking areas and associated facilities (ex. toilets, trails, maps, signage, etc) to significantly increase in quality and quantity. The money raised from such climbing related fees should go back into those areas that raised said fees. Parking lot potholes should be non-existent, toilets should be emptied and cleaned multiple times a week, trail signage should be increased, trail maps should be updated and in excellent condition and clarity, etc.
  - If paying for parking provide a year pass

- 
- If the District is going to charge for parking in climbers lots, see if its possible to have them share revenue that goes directly into improving facilities for climbers.
  - If there is pay parking, an annual fee for people with Squamish addresses would be awesome
  - If there was a charge for parking, perhaps there can be a "locals discount/rate".
  - I'm proud to be a part of Squamish climbing community. Paid parking lots would significantly drop the amount of climbers in the area and will have negative impact.
  - Improved signage for some areas, additional parking for popular areas, community organize cleaning projects to keep crags in good condition
  - In terms of parking, the areas that are toughest to park in are Murrin Park and the Apron Parking lot. I'm not sure if either lot can be improved, but those seem the most congested.
  - Increase # of camping spots, both tent camping and vehicle camping
  - Increase the availability of simple, cost and space-effective car camping options
  - It is important to get these numbers (taking about the survey)
  - keep access to the outdoors free!!! Please don't commodify nature
  - Keep up the great route development!
  - Keeping climbing area free and public. No paid parking.
  - Less development in town. Feels like the city doesn't see the benefits that the climbing community bring to Squamish. Outdoors activity like climbing drives the community and make it grow, so the city should invest in more facilities for people.
  - Less people
  - Less people. No paid parking.
  - Less restrictions on overnight parking
  - Manage the crowds at the most popular routes. Better outdoor education/crag etiquette for new people that are transitioning from gym to crag (music, dogs, etc)
  - Maybe could be mentorship/education for new climbers to teach outdoor ethics - I see large groups top-roping, keeping ropes up on routes, not yielding to leaders, and more
  - Maybe if SAS memberships cost a bit more but would give locals a free parking pass. This will prevent locals from paying for parking.
  - more access to (legal) camping
  - More bike racks in the Smoke Bluffs
  - More bolts
  - More diversity in the community
  - More fencing to limit human impact on high-traffic areas. An "Adopt-a-crag" program for businesses in Squamish to lead/fund/advertise for upkeep in different climbing areas. It could be trail building, crag clean-up, scrubbing established routes that are growing moss, etc.
  - More information about respect to newer members of the outdoors, too many people act in a way that is disrespectful to others and to the environment
  - More moderate routes without a ton of ledges to fall on would be great for people that are breaking into the outdoor world, I see a lot of people at the climbing gym in Vancouver that I never see outside. It's a tough thing to develop though, have to work with what the rock gives you I suppose.
  - More outhouses
  - More parking (3)
  - More parking at murrin
  - More parking in town, and for appartment buildings.

- 
- More parking, having a movie theater in town.
  - More parking, less development
  - More parking. Help the vanlifer. It shouldn't be illegal to live in a van. Having a paid permit for a year, and being able to stay in a designated spot.
  - More parking. Public transportation to areas like Murrin Park.
  - More route development! More cleaning of the Cheakamus pit toilets. More community days for access improvement/trail building
  - More SAS lobbying at the District. Better waste management education (on multipitches). Having a designated pee tree in certain location. More WAG bags.
  - More signage, more advertisement about cleaning/scrubbing
  - More toilets, especially up the mamquam (around Slhaney)
  - More Wag bags, better parking gestion at Murrin park, trail in the Grand Walls (bouldering) are not sustainable for the environment.
  - Multiple area like murrin park would benefits from parking improvement
  - Need more camping options since everywhere is full all the time. Options are being taken away but no alternatives are ever given. it would also be helpful if there could be outhouses in the north wall (at busy parking areas)
  - No **[NB: 14 COMMENTS IN TOTAL]**
  - No (he was a climbing guide)
  - No dogs allowed because rules not followed. They are not on leash.
  - no longer go to lonsdale area for shopping or dinner due to parking fees
  - No paid parking
  - No paid parking
  - No Parking fees at all, more parking in downtown (for shopping etc), a hardware fund provided by the DOS to encourage tourism and longevity of climbing in Squamish, less interest by bureaucrats in developing crags and trails on crown land
  - Not at the moment
  - Not charging for parking
  - not having paid parking
  - Not having to pay for parking
  - Not sure exactly how to fill out question 4 as a resident, it's not like I'm filling up petrol or buying groceries or paying rent just to climb
  - Outdoor climbing competition
  - Paid parking in Squamish at climbing areas will ruin the entire spirit of the town and cause dirtbags to leave due to the principal having huge impacts on the economy in the food/drink/gear they buy. This is an awful idea and will ruin our wonderful town
  - Paid parking would have a terrible impact on the Squamish climbing community
  - Parking - Locals Annual Pass!! I pay for the Muni Park with my taxes, visitors do not pay for the park. Thank you
  - Parking at Murrin, Chek, and Rogues Gallery are often challenging.
  - Parking fees are smart.
  - Parking fees will likely drive people to more areas, many of which do not have facilities (outhouses, garbage). I am worried about the environmental impact.
  - Paving the mamquam forestry road

- 
- Per-route signage, even if sporadic, to help orient. Went up the wrong route more than once...!
  - Please consider weekends-only paid parking to not impact locals as much. Don't forget about climbing gyms as another source of revenue climbing brings to Squamish.
  - Protecting the climber's chief campground so it stays accessible to climbers
  - Really like the community initiatives here. Some climbing events with Hot Spot (welcome centre). Arc'teryx has event, Bipoc Rocks Foundation. Good to be able to meet other climbers.
  - Reducing the amount of trash left behind, clinic on how to make a homemade version of the WAG bag
  - removal of outdated signs, more amenities for people leaving in vans and specific places to go sleep overnight.
  - Resident parking passes
  - Resident specific parking pass is better than day passes
  - Residents shouldn't have to pay for parking.
  - Restaurants close too early
  - SAS should seek funds to hire on a small part/full time staff so that projects can be completed faster and more can be done (see SORCA trail crew)
  - Sharing the climbing etiquettes with new climbers (music at the crag, etc.)
  - Shuttle buses to Chek
  - Signage mostly in some of the newer/lesser known crags. More moderate sport climbing would of course be great but it's a lot of work! PS thanks for your work.
  - Smoke bluffs and apron parking are a concern for paid parking and how busy they are becoming.
  - Solutions for parking at Murrin and Chek, and improved road at Chek. Maintenance of infrastructure like stairs, and more money to bolt fund/anchor replacement.
  - Somehow better protection for the trails in the bouldering areas. As in wooden steps and short stairways over eroded roots
  - Squam is perfect!
  - Squamish climbing brings everything to the town. The climbing community is economically a benefit to Squamish, and brings masses to businesses. The accessibility to climb in Squamish could remain a priority, rather than another way to profit off of mother natures gifts.
  - squamish climbing is incredible.
  - Squamish residents need exemption from paid parking! This would be a huge blow and deterrent to Squamish as a climber friendly place to live
  - Stop charging people for enjoying the outdoors
  - Stop demonizing van dwellers. Perhaps embrace the popularity and provide a larger cheaper parking area, even if it's away from the chief.
  - Terrible travesty to charge for parking. This will create MORE problems and displace into residential neighborhoods. For other areas (Brohm, Murrin), there are NO GOOD alternatives. We need paved bike lanes to facilitate e-bikes. THIS is would be an AMAZING addition to the Sea to Sky. Get out of here with this nonsense.
  - Thanks for doing this survey
  - There should be carpool parking + shuttles available

- 
- Too good for its own good. Also the question about money spent on climbing is not well adapted for people living in Squamish. I spend all the money I spend in Squamish because of the climbing. Would not live here if it was not as good.
  - vanlife regulations. crag etiquette with new climbers. groups taking over areas. general decency
  - Vanlifer, having a paid permit for a year, and being able to stay in a designated spot.
  - Véhicule living pass (like in Canmore) for vehicle residents to have a place to live and amenities. SAS events to clean crags or improve trailnetwork. Information session in popular climbing areas so that new climbers learn etiquette and reduce impact when climbing outdoors.
  - While Squamish recognizes the revenue that the sports attract (climbing, mountain biking), slowly microtransacting it will lead to shifts in desirability, ultimately reducing net tourism or causing people to try to circumvent the rules, which will cause more policing and therefore more cost. To help keep the local culture while acknowledging that infrastructure costs money, a yearly pass with subsidization to residents and it having a component of SAS fees would be greatly beneficial. While this might be an issue if there are redundant fees (ie parking passes for both provincial parks and municipal) thats a conversation that could be discussed when it reaches critical mass. Thank you to everyone in SAS who also put in so much work- Ive had newer climbers comment on the rain shelter by Electric Avenue and how helpful it is for kids.
  - Would Squamish consider investing in climbing infrastructure, following the example of many European climbing destinations like Kalymnos or Chulilla? Let's get some public funding for bolting, guidebook writing, signage, and camping, etc. Spending on a major tourism draw is an investment not an expense.

## Visitor Verbatims

- Adding signage of where bouldering zones starts and ends.
- Adding some showers location, and getting the outhouses cleaned more often.
- Additionnal parking
- AirBnB law of having a minimum stay of 90 days (due to the new BC law), makes it real hard to find accomodation for visitors.
- Bear control
- Bear control
- better and more accessible parking in certain areas - Murrin especially
- Better infrastructures for toilet (instead of pit toilets)
- Better signage at crags so it's easier to know where you are if exploring a new area
- Bolted anchors on calculus, more signage on trail, adding a fixed line on Broadway ledge
- Booty ethics can be rude for beginners. The Facebook group has some attitude on it.
- Build more community
- Camping lenght being limited, makes it hard for people to stay long term

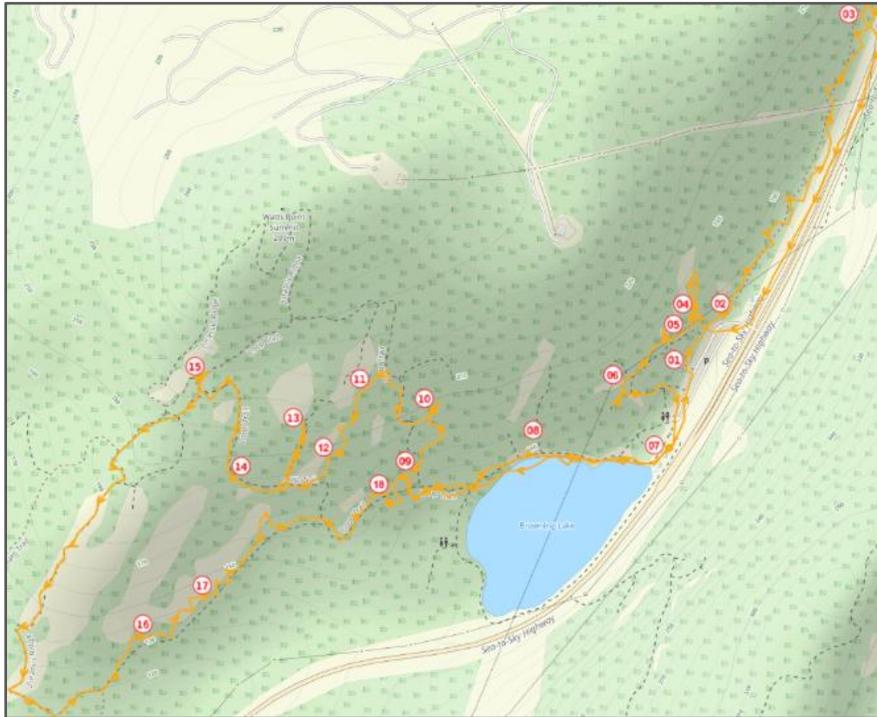
- 
- Cheaper places to stay in town; access to a place to park at night for vanlifers.
  - Cleaner toilets and more of them
  - Community events
  - Commuter train from Vancouver to Squamish
  - Distribute the updated topos for the new areas/routes to improve access
  - Expand available camping (little tricky to find spots at the Chief campground), increase the number of signs for trail (where climbers are allowed to go) to reduce the impact on the land (Joe Valley as an example)
  - Expend the camping
  - Facebook people (Squamish climbing group) need to chill.
  - Fear of rockfalls due to climate change. There should be showers at the Chief campground.
  - few more signs
  - Fix potholes in the Bluffs parking lot and have more parking in Murrin
  - Having a bus loop that would go to the many crags to drop off climbers.
  - Having a QR code at Grand Wall Boulders to show a map of where the boulders are. Increasing overall signage.
  - Having a sea to sky tax on americans to prioritize local tourism.
  - Having a skytrain from Vancouver to North Vancouver to reduce traffic between Vancouver and Squamish
  - Having a van parking lot spot for people to stay overnight
  - Having more camping options that could be reservable in advance
  - Having no 14 days stay limit at the Chief Campground as this hinders ability to find a community.
  - Having the road work on the mamquam forestry road being restricted to certain time for safety issues.
  - I don't come often enough to have a take here
  - I'll have to think about this. Not sure at the moment.
  - Improve access to most popular areas - parking. More signage to find areas that are newly developed
  - Improving camping options, more campsites at the chief, and no 14 days limit/stay.
  - Increase the number of signs
  - Increasing safety in parking area (fear of getting their gear stolen)
  - It is the best and the most beautiful place. Protect it.
  - It would be nice if it was easier to book campsites in the area. Seems like it's really busy here with not enough accommodation options. Ended up booking an Airbnb but would love to come back more often and have it be cheaper -- looks like campsites are nearly impossible to get?
  - It's amazing here. But it seems like certain areas have major parking/overcrowding problems
  - keep doing the work you're doing
  - Keeping the free parking
  - Less busy

- 
- love it here. thanks!
  - Make things a bit cheaper.
  - Making sure that the land is claimed (owned) not by private sector businesses.
  - More advertising for volunteer clean up days
  - More availability for camping options around Squamish
  - More bolted belay anchors on multipitches. Commuter train from Vancouver to Squamish and Whistler.
  - More camping options
  - More camping options
  - More camping/accommodation options
  - More cheap vehicle accommodation in town
  - More communication between SAS, BC parks and other actors that use the land. And the redistribution of the resources for all users.
  - More community events, campground more welcoming of longterm stay to build a better community
  - More drive in sites at the Chief (dividing existing sites). More live music in town. Better preservation of the environment (he mentioned that the malamute had been deforested). Better signage, and making sure that the SAS signage doesn't lead to any dangerous area/path (he gave the example of Apron trails).
  - More easier sport multipitches options
  - More entry level climbs
  - More entry level climbs/multipitches
  - More financial and policy support from the District of Squamish. Providing low-cost options for people staying in their vehicles.
  - More harder sport multipitches
  - More housing, more amenities, more bolted multipitches
  - More information on local climbing groups. Program/event (other than Facebook) to help international climbers meet new people and find partners
  - more maps
  - More parking
  - More parking
  - More parking
  - More parking
  - More parking and camping options
  - More parking, free place to park the van and sleep
  - More parking. She tried to take public transportation from Vancouver, and it was as expensive as taking her car (she'd like more options).
  - More permadraws on routes
  - More quickdraws at the top of routes (instead of rings)
  - More resources for beginners (classes)
  - More showers options.
  - More signs (specifically at the boulders)

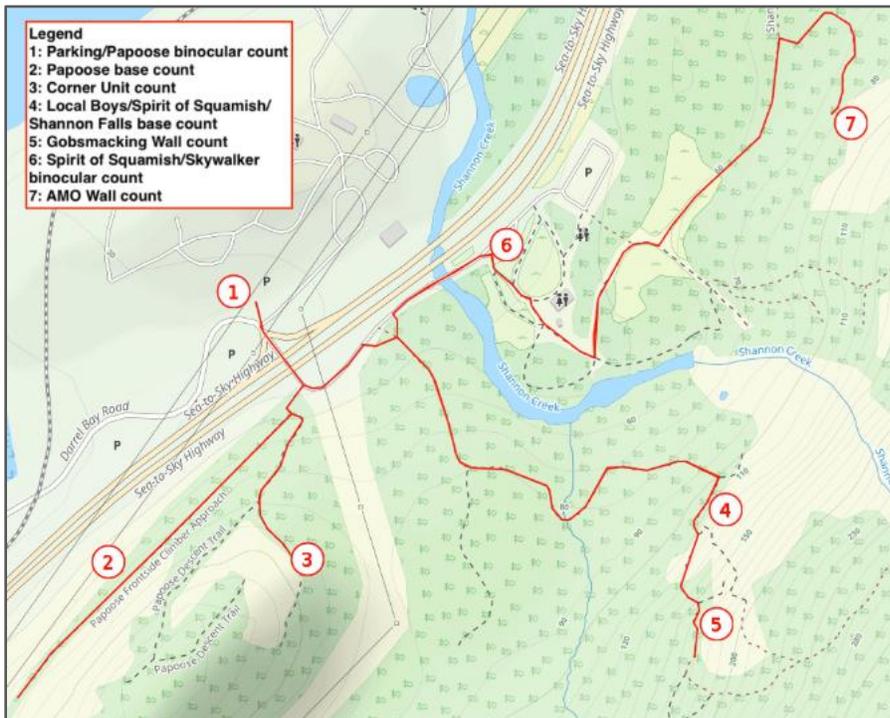
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- More signs for route finding. More education on which route is old school (more runout/harder grade). More bolted anchors.
  - More signs for routes' name. More water access (water fountain).
  - More signs.
  - My first trip here, hard to say. Will definitely be back!
  - New guidebook with updated routes
  - No **[NB: 66 COMMENTS TOTAL]**
  - No paid parking
  - no, it's amazing. Neat to see all the new route development happening. You guys are doing a great job.
  - No, it's amazing. Neat to see all the new route development happening. You guys are doing a great job.
  - No. But he mentioned how much he appreciates how parking in most locations is free here.
  - Not having paid parking; and expending paid parking in certain area like what they did at the chief
  - Not making climbing trails super wide, and having single track trails instead to reduce the impact on the land.
  - Noticing some real negativity in certain subsets of the community. Gatekeeping, judgmental, etc. [I wasn't able to get them to elaborate much but they said there was a bit of a clash between 'old school vs new school' and mentioned growing pains in the culture of the sport.]
  - Paving the parking/adding lines lot to help park properly and create more parking space
  - Prioritizing climbers more at the municipal level
  - Public transportation between areas would help parking issues. Better advertising for SAS to get more people to help out with cleaning trails and crags.
  - Shots fired should not be a top 100.
  - Showers at the chief
  - Squamish is awesome. Keep it up
  - The 14 days limit at the Chief campground shouldn't be enforced if the campground isn't full. More long term camping options.
  - The bolts are loose in certain places and are on the wrong side when clipping, having a map of the area at the grand walls, better access to camping.
  - The fences in the boulders are great for protecting the forest. Better signage for certain areas would be helpful. Being allowed to stay longer at the Chief. A larger selection of campgrounds.
  - Vehicle based living should be allowed, reopening the campsite next to brennan park as a low cost camping option.

# APPENDIX B: CLIMBER COUNT and SURVEY LOCATION MAPS

## Murrin Park

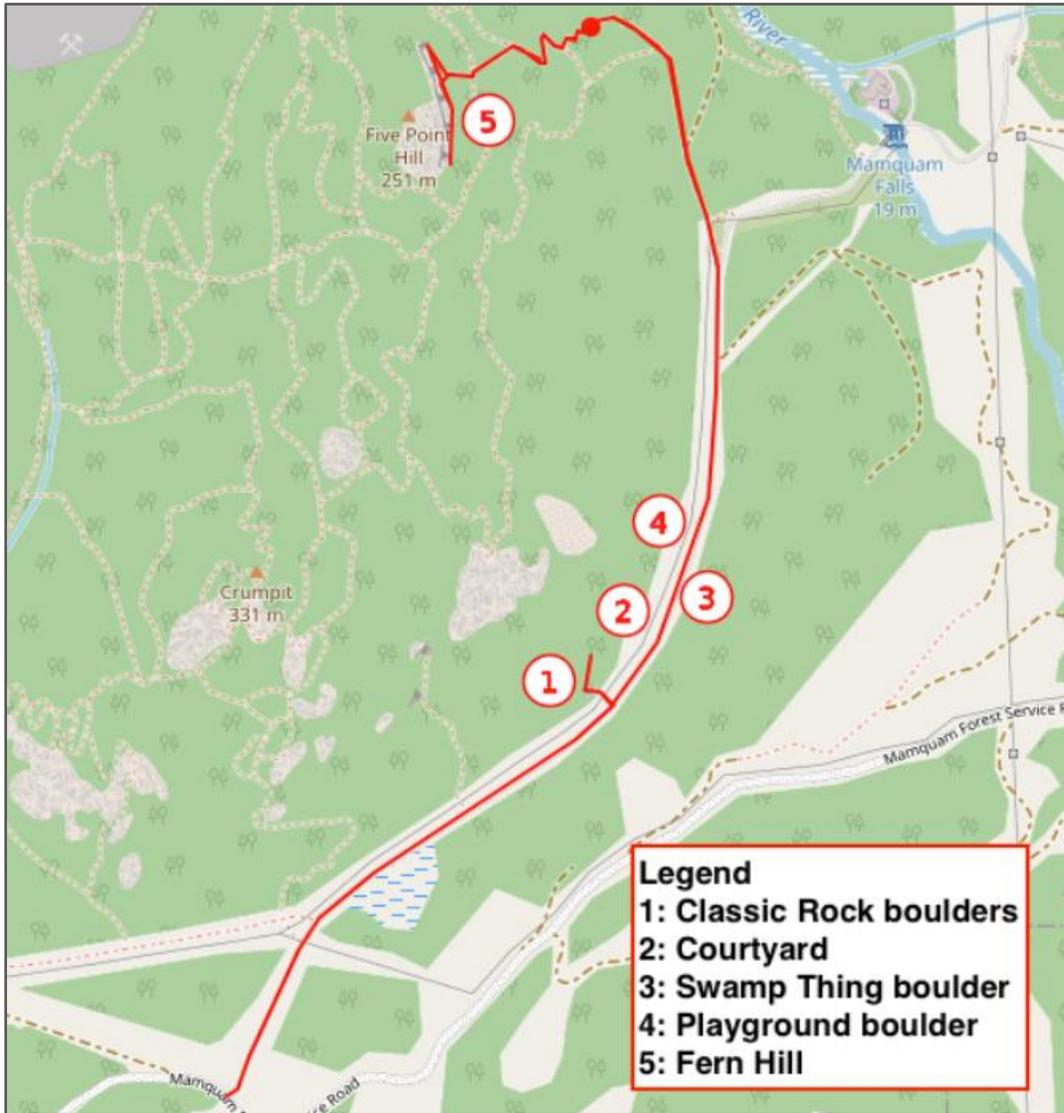


## Shannon Falls

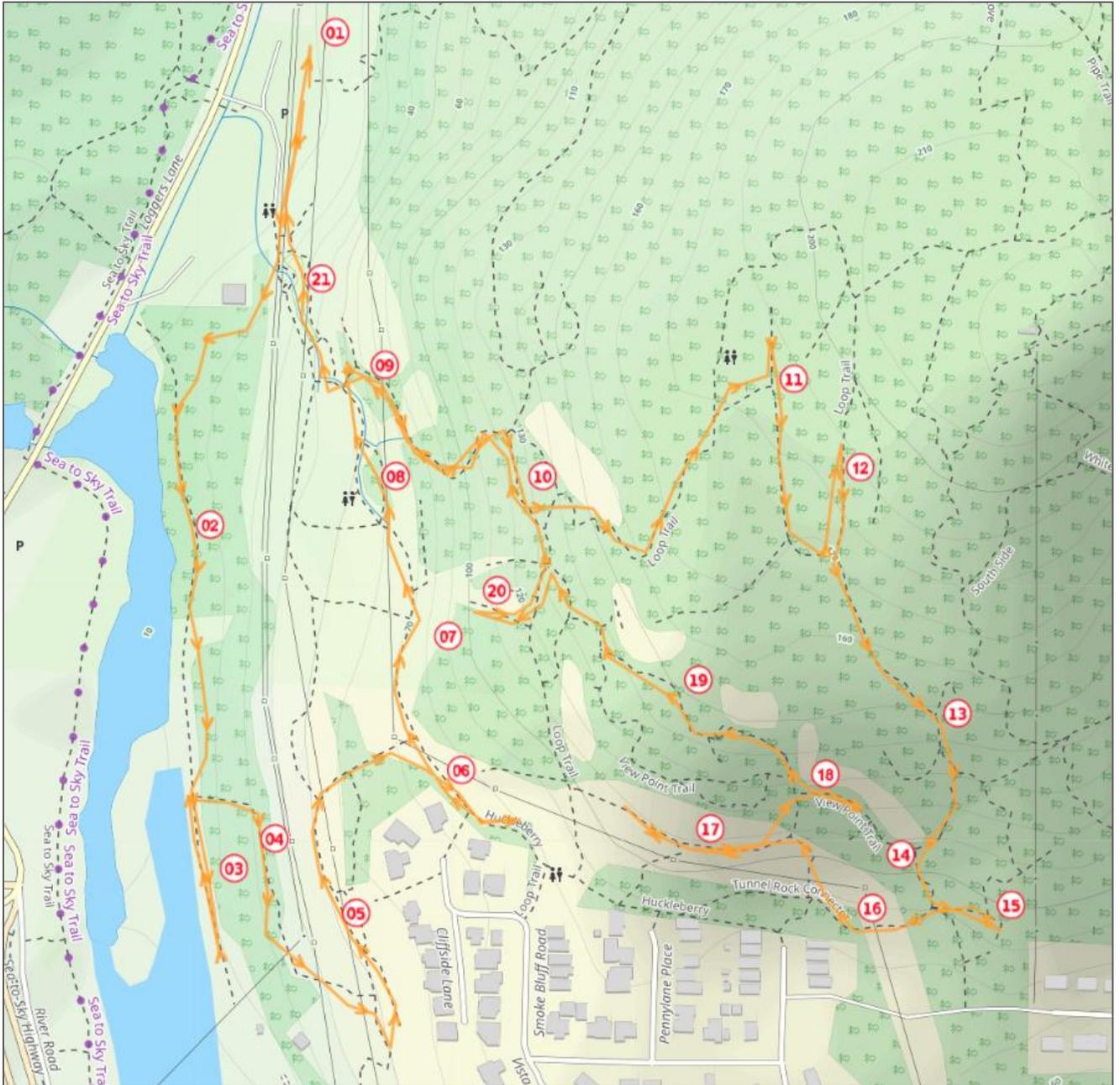




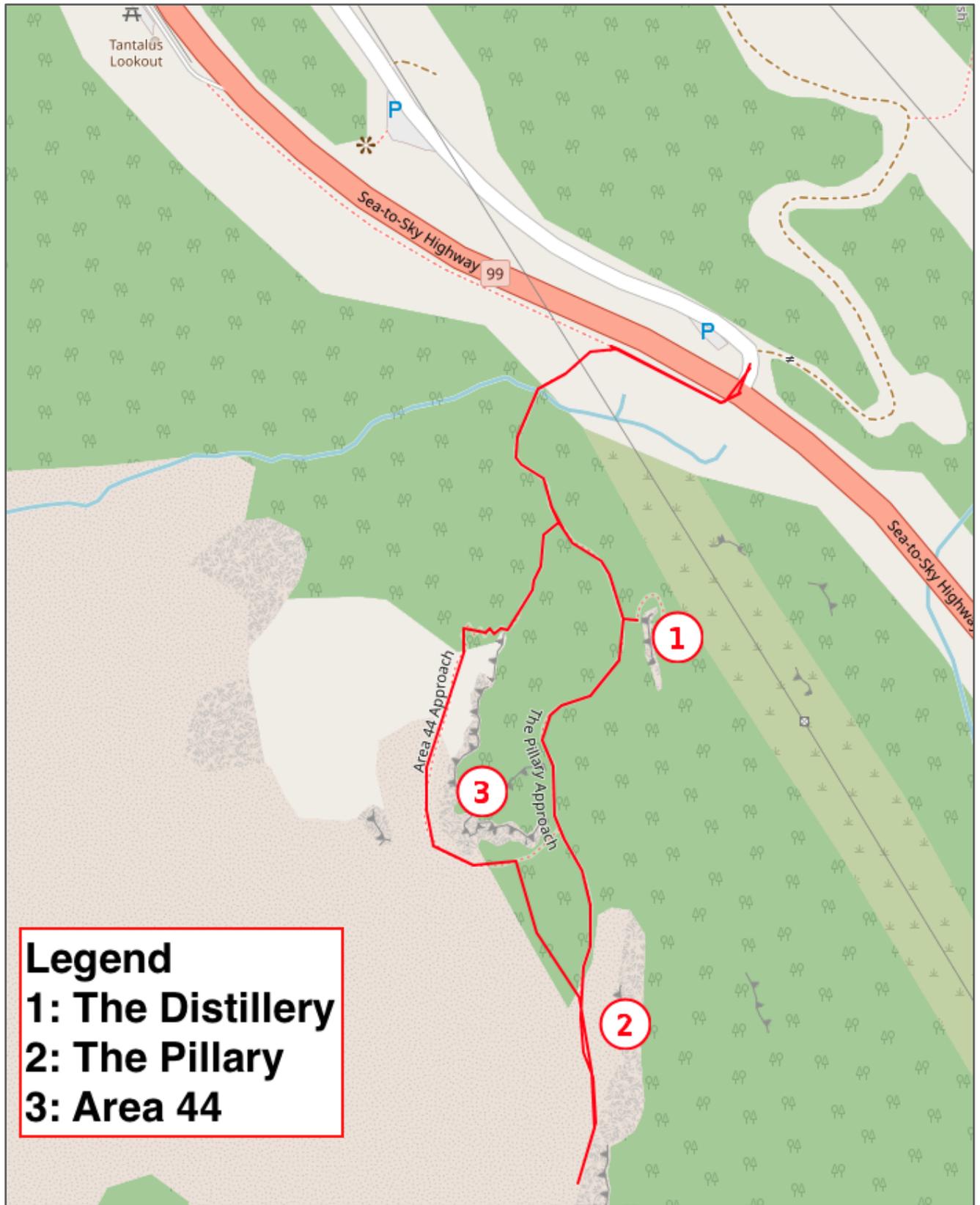
# Fern Hill



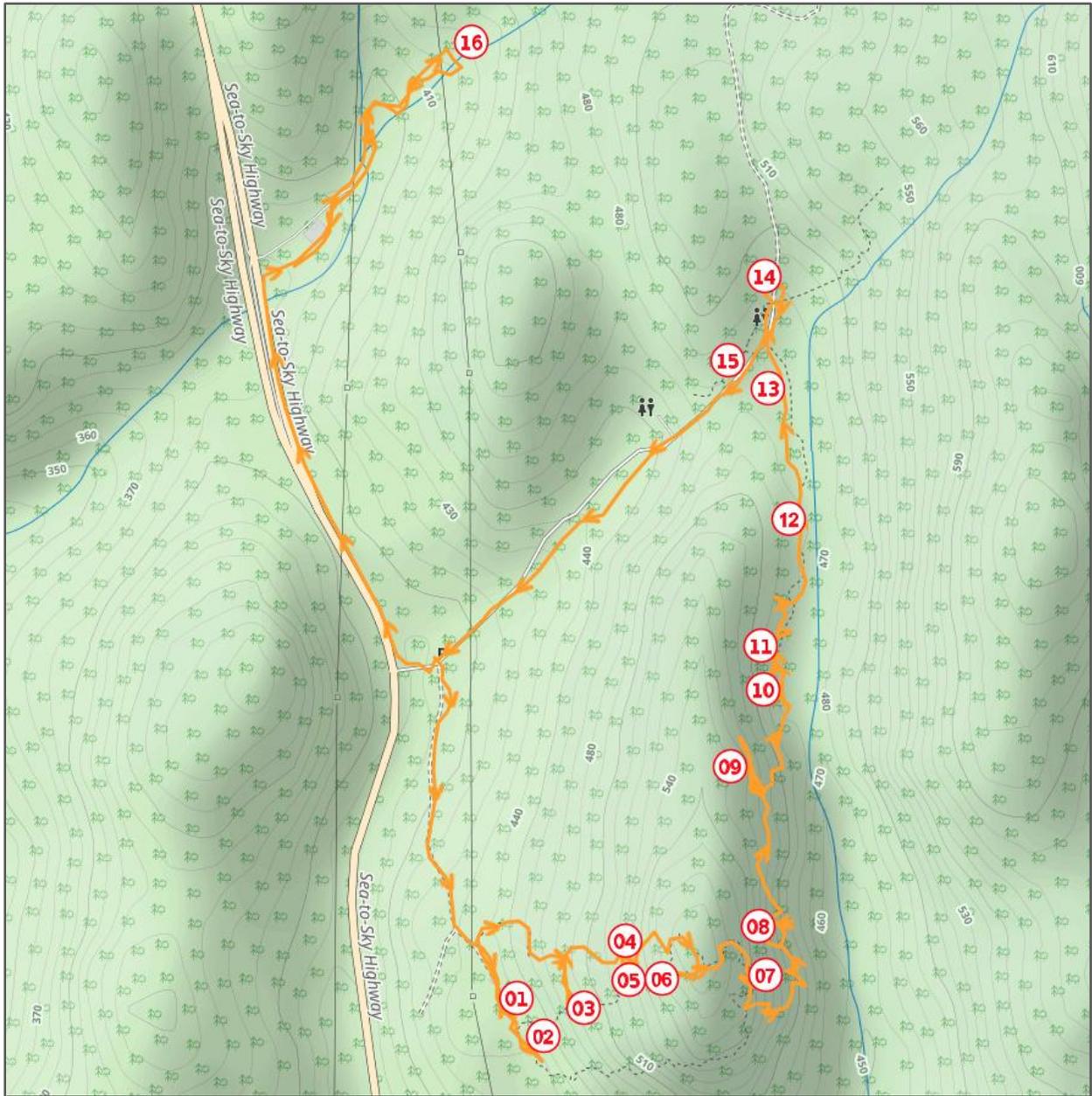
# Smoke Bluffs



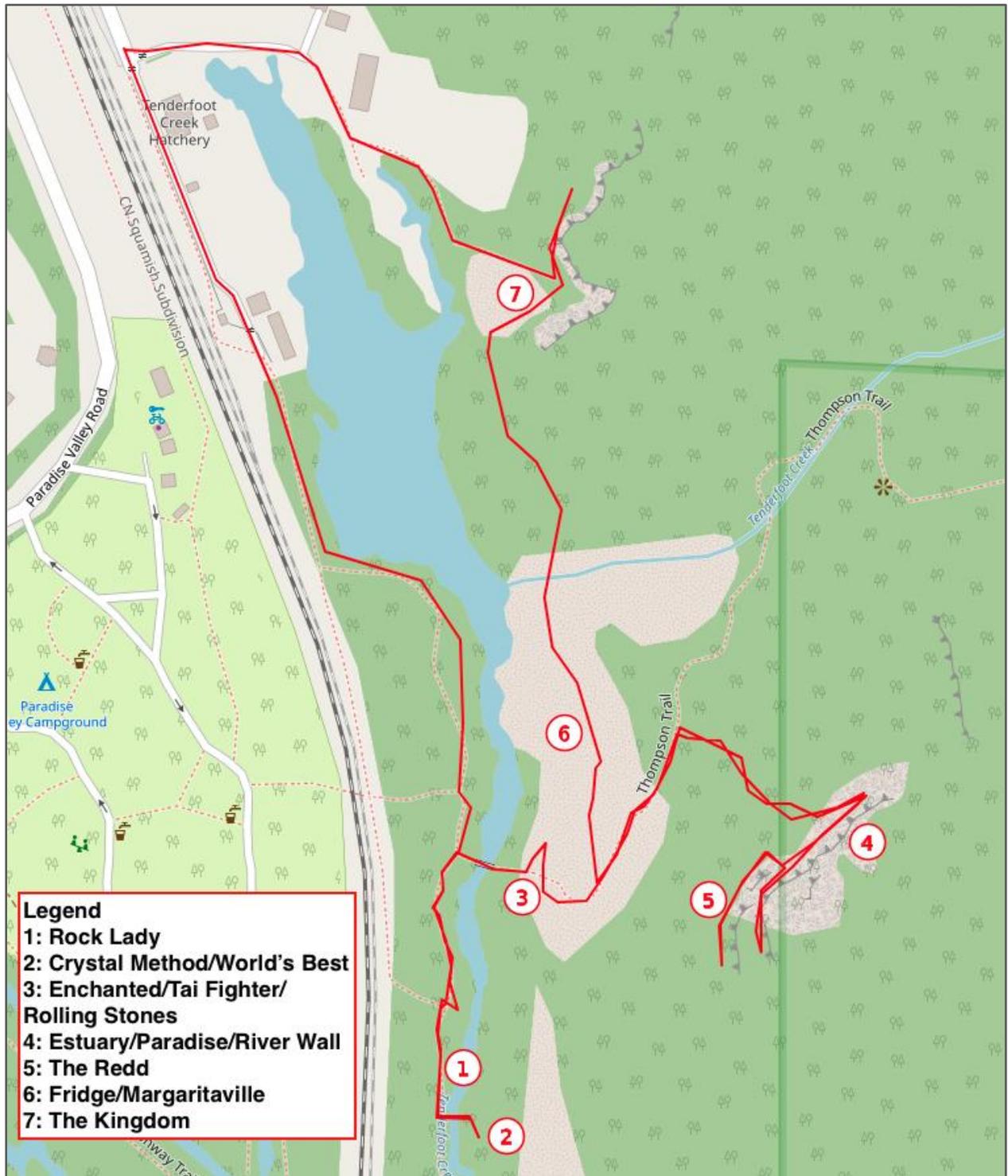
# Brohm Ridge



# Cheakamus Canyon



# Paradise Valley



## APPENDIX C: Historical Smoke Bluff Vehicle Counts (2017)

**Smoke Bluffs Parking Lot Counts (2017)**

Day	Time	Number of Cars
Sun Feb 26	12:45	14
Sat Mar 4	12:00	7
Sun Mar 12	12:10	5
Sun Mar 19	12:30	16
Sat Mar 25	12:20	7
Sun Apr 2	12:30	38
Sun Apr 9	12:20	20
Sun Apr 16	12:40	86
Sat Apr 22	12:35	10
Sat Apr 29	12:00	23
Sat May 6	12:40	74
Sat May 13	12:30	69
Sat May 20	12:30	60
Sat May 27	12:45	95
Sat Jun 3	12:00	83
Sun Jun 11	12:15	79
Sat Jun 17	12:00	92
Sat Jun 24	1:30	95
Sat Jul 1	12:00	97
Sat Jul 8	11:30	90
Sat Jul 15	2:00	85
Thu Jul 27	12:30	93
Sun Jul 30	3:15	74
Sat Aug 5	12.3	53
Sat Aug 12	1:20	65
Sun Aug 20	12:45	71
Sun Aug 27	12:30	65
Sun Sep 3	11:30	103
Sun Sep 10	12:45	110
Sun Sep 17	3:00	5
Sat Sep 23	2:00	102
Sat Sep 30	12:30	23
Sun Oct 8	12:00	7
Sun Oct 15	1:00	16

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## APPENDIX D: References

The following were evaluated in the preparation of this report to ensure that comparisons would be relevant and appropriate. Where possible the data gathering and analysis methodology of this report was aligned with existing literature for consistent comparisons.

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