

# Destination Stewards Program 2025 Report

## Executive Summary



Murrin Provincial Park | Destination BC | Hubert Kang

### SHARING SQUAMISH: ENVIRONMENTAL STEWARDSHIP IN ACTION

Each summer, Tourism Squamish's Destination Stewards connect with visitors at trailheads, parks, and popular recreation sites across our community. They are typically easy to spot by their bright yellow shirts and signature #ExploreSquamish info trike!



Their mission is simple: to help everyone experience Squamish responsibly, with care for nature, respect for wildlife, and appreciation for the cultural and community values that make Squamish unique.

Launched in 2020, the program has become a cornerstone of Tourism Squamish's approach to destination management, transforming everyday encounters into moments of education, connection, and stewardship.

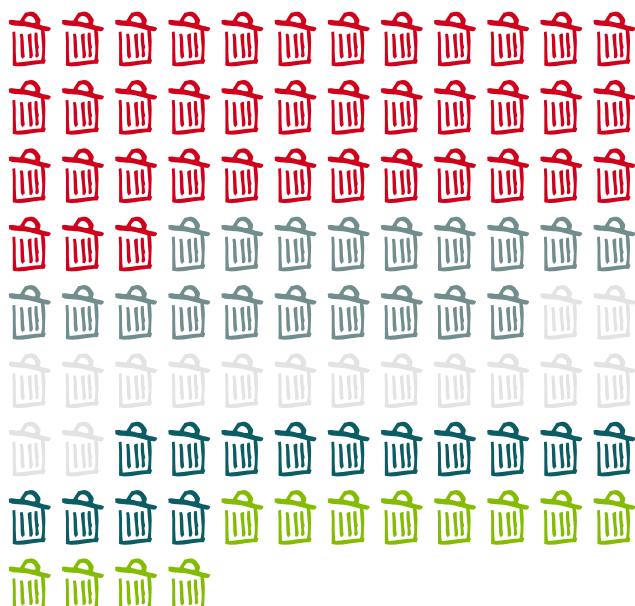
### 2025 AT A GLANCE

- **4,000+ conversations** with visitors and residents (June - September 2025)
- **17 Squamish locations** monitored and supported
- **5 trained Stewards** on rotation
- **537 Red Bags** distributed through our clean-up program
- **254 kg (560 lbs)** of litter removed from trails, parks, and lakes
- **12 community partners** engaged across the season

From Shannon Falls to Brohm Lake, Stewards shared tips, offered trail guidance, and encouraged visitors to explore respectfully, while supporting local businesses along the way.



#### Top 5 locations for most rubbish collected



■ Levette Lake   ■ Cat Lake   ■ Oceanfront   ■ Brohm Lake  
■ Estuary Trails

## IMPACT

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### Educating & Inspiring Visitors

- Shared **safe recreation** and **Leave No Trace messaging** with thousands of visitors and residents.
- Provided wildlife awareness and trail safety messaging, enhanced by steward training sessions.
- Collaborated with **SORCA, Squamish Search & Rescue, AdventureSmart, BC Wildlife Conservation Service and the Sea to Sky Invasive Species Council** to share consistent stewardship messages.



### Strengthening Our Community

- Promoted local businesses via the **Treat Trail, Coffee Crawl, and Craft Tasting Trail**, encourage visitors to explore locally.
- Collaborated with **A-Frame Brewing, Howe Sound Inn & Brewing, Alice & Brohm, Trickster's Hideout, and Caffe Garibaldi** through the **Red Bag rewards program**.
- Collected **visitor data and site observations** to inform local planning and community engagement.



### Caring for Our Natural Spaces

- Removed more than **250 kg of waste** from high-use areas.
- Partnered with SORCA to conduct **weekly trail maintenance** at key mountain bike trail locations.
- **Feedback and data** shared with land managers to guide improvements in facilities, signage, and parking.

## KEY RECOMMENDATIONS FOR LAND MANAGERS

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### Improve Waste Disposal

- **Brohm Lake:** Avoid returning bins - focus on visitor education with clear 'Pack in, Pack out' and 'Don't Love it to Death' signage, plus enforce car park gate closure at night.
- **Cat Lake:** Add a bin at the **upper car park (far side of the lake)**; maintain regular litter collection.
- **Levette Lake:** Maintain current approach (no bins), but reinforce signage and education.
- Display **landfill locations** clearly on notice boards at all lake sites.

### Upgrade Restroom Facilities

- **Levette, Cat, and Brohm Lakes:** Maintain pit toilets to a higher standard to encourage use.
- **Slhanay (popular climbing spot):** Provide Waste Alleviation and Gelling (WAG) bags and signage promoting 'Leave No Trace' principles due to lack of toilets.
- Make WAG bags easily available at climbing areas where pit toilets aren't feasible.

### Expand Parking Solutions

- **High-use lakes and popular trails:** Consider expanded parking infrastructure or alternative transport options (e.g., park-and-ride) during peak summer periods.
- Install clear signage at high-traffic spots to prevent improper parking.

### Visitor Education & Signage

- **All lakes and climbing areas:** Increase signage for litter, wildlife safety, and proper facility use.
- Conduct **semi-regular litter collection** at Brohm and Cat Lakes.
- Provide temporary or portable facilities at sites lacking infrastructure during peak season.

# DESTINATION STEWARDS | 2025 INSIGHTS

## WAYS TO GET INVOLVED

Tourism Squamish will continue growing the program with:

- Local businesses and organizations can become sponsors or partners for the Red Bag Program.
- Local businesses and organizations can organize a community Red Bag Clean-Up day.
- Local organizations can meet with, and help educate, our Destination Stewards team on responsible recreation.

To learn more about how to get involved next season, contact:

[nikki@tourismsquamish.com](mailto:nikki@tourismsquamish.com)



## PROGRAM PARTNERS

Visitor Management Roundtable Group • BC Wildlife Conservation Officer Service • AdventureSmart • SORCA • Sea to Sky Invasive Species Council • Squamish Search & Rescue • District of Squamish • Átl'ka7tsem / Howe Sound UNESCO Biosphere • Destination BC • Canadian Coastal Sailing • Squamish Canyon • Partners of Red Bag Program: Howe Sound Inn & Brewing • A-Frame Brewing Co. • Alice & Brohm • Trickster's Hideout • Caffe Garibaldi



The Destination Stewards program is a Tourism Squamish initiative, in collaboration with community partners. Together, we're helping visitors experience Squamish responsibly and keeping the places we love beautiful.

Learn more at [exploresquamish.com/page/tourism-in-squamish/](http://exploresquamish.com/page/tourism-in-squamish/)