



The Wire - June Member Newsletter

1 message

Tourism Squamish <Nikki@tourismsquamish.com>

19 June 2026 at 11:30

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Welcome to Our New Members

Tourism Squamish is pleased to welcome [Squamish River Ranch](#), [True Wild Coastal](#), [Copper & Fern](#), [Slipstream First Aid](#), [Naked Beauty Co](#), as new members. These businesses expand the mix of services and experiences available to visitors across the community.

Marketing Campaign Updates



For the Love of Trails Campaign

Tourism Squamish and SORCA have partnered to launch [For the Love of Trails](#), a summer stewardship campaign that encourages visitors and local riders to support the trails they ride and enjoy. Through the campaign, Tourism Squamish will match donations dollar-for-dollar up to \$10,000 in donations, doubling the impact of contributions made toward trail stewardship and maintenance.

Visitors will see the campaign throughout the summer at trailheads, local businesses, and across digital channels, helping to raise awareness of the ongoing work required to keep Squamish's trails safe, rideable, and enjoyable for everyone.

Help spread the message. Display campaign signage, tent cards, business cards, etc. and share the stewardship message with visitors.

[Request a signage package](#)



FIFA World Cup 2026™ Play Your Extra Time Outdoors

With the FIFA World Cup underway in Vancouver, Tourism Squamish is inviting visitors to extend their trip and Play Your Extra Time Outdoors in Squamish.

Thank you to all members who have already shared experiences and offers as part of the campaign. Your participation helps Tourism Squamish tell a stronger story during the FIFA World Cup period and gives visitors more reasons to add Squamish to their travel plans.

There is still time to be included. If your business is hosting a watch party, running a FIFA-themed promotion, extending hours, or offering an experience that would appeal to fans, locals, or regional travelers, please [submit your interest here](#).

Tourism Squamish will continue promoting timely opportunities and showcasing Squamish as an easy, memorable, and outdoor-focused addition to the tournament experience.

Visit [Play Your Extra Time Outdoors](#) to see the list of offers and experiences available throughout the campaign.

Destination Stewards Return for the 2026 Summer Season



Tourism Squamish's [Destination Steward program](#) is back for another season.

Destination Stewards provide visitor information, promote responsible recreation, and help keep our parks and trails clean and welcoming throughout the summer. The team will be out in the community from Thursday through Monday each week until the end of September, supporting stewardship efforts and helping visitors make the most of their Squamish experience while respecting the places we all value.

To learn more about the impact of the Destination Stewards team in 2025, read the [2025 Executive Summary](#).

June Shareable Content

Help inspire summer travel to Squamish by sharing fresh content from the Explore Squamish blog. Members are encouraged to amplify these stories across their own channels:

- [Squamish Activities You Can Do with Your Dad](#)
 - [10 Ways to Celebrate the Summer Solstice](#)
 - [Asked & Answered: Top 10 Summer Questions](#)
-

Red Bag Program



The [Red Bag Program](#) returns the 2026 summer season.

In 2025, **310 Red Bags** filled with garbage and returned to the Squamish Visitor Centre in exchange for redeemable tokens. Another **560 lbs of garbage** was removed from trails, parks and lakes by our Destination Stewards team.

Every person who hands in a bag receives one redeemable token for a coffee, ice cream, or beer at participating businesses.

If your business sells coffee, ice cream or beer and would like to support the program by becoming a participating partner, contact nikki@tourismsquamish.com for more information.

Select Travel Media Coverage



Tourism Squamish helps generate earned media coverage of the experiences and adventures our region has to offer. Recent coverage includes:

- [Squamish autrement : mes coups de cœur bien-être et plein air, Au Québ](#)
- [Squamish Weekend Getaway For Gay Travelers Who Want BC Adventure, thehomoculture.com](#)
- [Embracing Woo-Woo Wellness on the West Coast of BC, grownuptravels.com](#)
- [This 160-mile Drive Is One of the Most Beautiful Road Trips in North America —and It Traces the Sea to Sky Highway, Travel + Leisure](#)
- [Travel - Sarah Maree Cameron with Tony Moclair, 3Aw Melbourne radio](#)

Squamish Showcase 2026



Tourism Squamish recently hosted Squamish Showcase at Steamworks Brewpub in Vancouver.

With Laugh Out LIVE! as emcee, the event brought together a curated group of Squamish tourism businesses and provided industry partners, concierges, tour operators, and frontline hospitality teams the opportunity to discover what's new, ask questions, and connect directly with the people behind the experiences that make Squamish such a unique destination.

A special thank you to our participating partners: Canadian Coastal Sailing, Canadian Outback Rafting, Squamish Connector, Executive Suites, Squamish Canyon, and Sea to Sky Gondola for helping make the evening a success and showcasing the incredible experiences available in Squamish.

Squamish Showcase will return to Vancouver next year in spring 2027.

Tourism Squamish at Pride Parade



Tourism Squamish took part in this year's Squamish Pride event. The team spent the day at the vendor market, handing out Squamish Love merch while connecting with community members and visitors.

Tourism Squamish believes that supporting and fostering inclusivity helps make our destination a more welcoming place for the LGBTQ2S+ community. We're grateful to be part of a community that celebrates diversity and encourages everyone to feel at home in Squamish.

Member Opportunity: Submit Your Deals & Events

Keep your business top of mind with visitors by sharing your events and special offers on exploresquamish.com.

Events: Submit your events to the Tourism Squamish [Events Calendar](#) to increase visibility and reach potential customers.

Deals & Packages: Promote your dining offers, activity specials, and accommodation packages on the [Travel Deals & Packages page](#). To be included, send your current offers to kate@tourismsquamish.com.

Emergency Preparedness Resource for Tourism Operators

The Tourism Industry Association of Canada (TIAC) has launched a new Emergency Preparedness website with tools, resources and best practices to support emergency preparedness and business continuity.

Visit the [TIAC Emergency Preparedness website](#).

Member Spotlight

Create Makerspace

[Create Makerspace](#) is Squamish's hub for creativity and making, offering classes, memberships, and commissions in woodwork, pottery, textiles, metalwork, and more. With the tools, space, and community to support makers of all skill levels, it's a place where ideas come to life.

Through Makerspace, a group of 30 artists has brought to life the new Orcar project, an 18-foot illuminated orca sculpture built on a decommissioned truck. Fresh from its festival debut on Vancouver Island, the Orcar raises awareness of endangered Southern Resident orcas and ocean conservation.



[Learn more](#)

Missed the April Tourism Snapshot?

Access April's research data on the accommodation sector, Visitor Centre, and exploresquamish.com by logging into the [Member Portal](#).

Select Upcoming Events

- [FIFA World Cup in Vancouver](#), June 13 - July 7, 2026
- [Watch the World Cup at the Backyard](#) - Jun 19, 2026
- [Watch FIFA World Cup at Tandoor Flame](#) - Jun 19, 2026
- [Squamish Hard Enduro](#), June 25- 27, 2026
- [Rock and Rise Festival](#), June 26-28, 2026
- [Amped in the Park on Thursday nights](#), June 25 - August 18, 2026
- [Skwxwú7mesh Squamish Together](#), July 1, 2026

For a complete list of events in June, visit the [Events Calendar](#).



Missed the last newsletter? Read previous [Member Newsletters](#) in the Member Portal.



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