

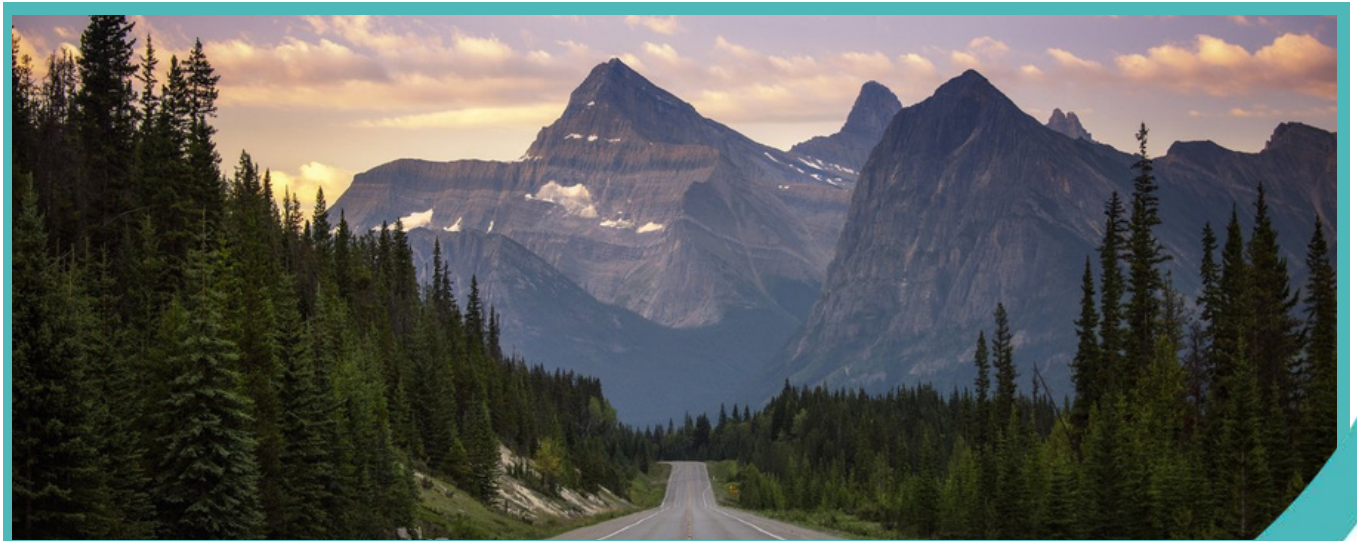


SUSTAINABILITY IN JASPER

JASPER
CANADA



Jasper, a small, friendly, and sustainable community, is cradled within 11,000 square kilometres of protected national park wilderness, where environmental responsibility, social equity, and cultural vitality are deeply valued by people who call this place home. As an iconic destination welcoming millions of visitors annually, we collectively strive to ensure visitors positively contribute to the natural environment, local communities, and the park itself.





DESTINATION-WIDE COMMITMENT

United in a commitment to sustainability, the Municipality of Jasper, Parks Canada, Tourism Jasper, and local businesses collaborate closely to promote environmental stewardship and protect Jasper's distinctive character, natural environment, and vibrant community spirit. This shared dedication culminated in the development of the [Jasper Destination Stewardship Plan 2033](#), a forward-looking blueprint designed to ensure Jasper evolves into an even more vibrant, resilient, regenerative, and authentic place to live and visit for generations to come.

PLACE

Enhance the Destination to Improve the Overall Experience for Visitors and Residents Year-Round

PEOPLE

Strengthen Community Cohesion and Social Equity to Create a Better Future for Every Resident

PLANET

Improve Environmental Sustainability of the Tourism Industry to Protect Jasper National Park for Future Generations

PROSPERITY

Improve Visitor Engagement to Increase Revenue Opportunities for Local Businesses Year-Round

POLICY

Align Public and Private Sector Efforts to Better Serve the Long-Term Needs of the Community

INDIGENOUS CONNECTIONS

Jasper National Park is located on Treaty 6 and 8 on the traditional lands of the Anishinabe, Aseniwuche Winewak, Dene-zaa, Nêhiyawak, Secwépemc, Stoney Nakoda, Mountain Métis, and Métis, serving as a living reminder of the deep Indigenous connections to these lands. As you begin to explore the breathtaking landscapes of Jasper National Park, you are encouraged to engage with [Indigenous history and culture](#) and contribute to the ongoing journey towards Truth and Reconciliation.

Interested in an Indigenous experience? You can immerse yourself in meaningful Indigenous stories through experiences like [Warrior Women](#), exploring the [Jasper Indigenous Exhibit downtown](#), admiring the [mural](#) that pays tribute to the Matriarch and Mother Earth, and partaking in [National Indigenous Peoples Day](#) celebrations.

LOCAL SUSTAINABILITY INITIATIVES

TRANSPORTATION:

- **Getting to Jasper:** There are numerous low-carbon options to [travel to Jasper](#) from Edmonton, Calgary, and Vancouver, including by bus and by train.
- **Getting around town:** Jasper is a small town that can be travelled on foot, bike, or through [public transit](#). On bike, book a guided tour through [Journey Bike Guides](#) or [Jasper Food Tours' Bites on E-Bikes](#), or [rent a bike](#) to explore Jasper's extensive [connector trails](#).
- **Getting around the Park:** Most Jasper operators provide transportation for tours. Sit back, enjoy the scenery, and help reduce traffic jams. [Maligne Adventures' Hiker's Shuttle](#) runs the Skyline Trail, [Jasper SkyTram](#) shuttles to/from Downtown from March to October, and [Ski Marmot Basin's](#) daily shuttle operates from Dec to early May.

ACCOMMODATIONS:

- **Camping:** Sleeping under the stars is magical. Camping in Jasper is a year-round experience, and [campgrounds](#) can accommodate anything from one-person bivy tents to large motorhomes, promoting eco-friendly adventures.
- **Fairmont Jasper Park Lodge** demonstrates a [commitment to social and environmental sustainability](#), underscored by a multitude of initiatives. Environmentally, it boasts a 5 Green Key Eco-Rating Certification from [Green Key Global](#) for five years running, aligns with Accor's [net zero carbon 2050 commitment](#), actively seeks to eliminate [single-use plastic](#), has electric vehicle charging stations, and emphasizes sustainable sourcing including local and [OceanWise](#) Certified ingredients. Socially, the Lodge's contributions extend to local community support through donations, fostering gender diversity and equality among staff, and implementing the [WATCH program](#) to combat child abuse.

- **HI Jasper** is actively enhancing its [sustainability](#) through various initiatives, including eco-efficient facilities, achieving a Gold Star Built Green award, eliminating single-use plastics, installing energy-efficient appliances, LED lighting, motion sensors, composting organics, water conservation measures, and providing electric vehicle charging station, all reflecting its commitment to environmental stewardship.
- **Maligne Lodge, & Tonquin Inn**, through the Decore Hotels group, are committed to [sustainability](#) through initiatives like upgrading to energy-efficient lighting, water conservation, efficient waste management and reduction, energy-saving measures, and offering optional linen services. They support team member well-being with benefits, mentorship, and health resources, offer reduced-rent accommodation, and actively contribute to the community through donations, event hosting, and promoting diversity.
- **Alpine Village** enhances sustainability with low-flow water fixtures, high-efficiency laundry, eliminating single-use plastics, and partnering with Rocky Mountain Soap Co for refillable bathroom products. They emphasize recycling for guests, provide electric charging stations, and use sustainably sourced materials and local products.
- **Pine Bungalows** implements a range of environmental sustainability practices, such as energy efficiency, water conservation, waste reduction, sustainable waste management, sustainable food practices, and the use of eco-friendly products. They also have one [LEED Gold Certified cabin](#).
- **Jasper Inn & Suites**, holding a GreenStep Silver certification, practices environmental sustainability through their [GoINN Green commitment](#). This commitment includes the use of sustainable products, water and energy conservation measures, waste reduction efforts, and the support of local communities through support of local businesses, artists, and charitable organizations. They have also introduced an "EcoFund" nightly fee partnership with GreenStep to fund projects aimed at reducing energy and water consumption, and waste.
- **Pursuit Banff Jasper Collection** is focused on stewardship, respect, and community through their [Promise to Place](#) initiative. Through their [partnership with GreenStep](#), they are focused on reducing their carbon footprint, enhancing eco-friendly operations with energy-efficient systems, and supporting sustainable transportation at each of their properties. Socially, Pursuit fosters diversity and inclusivity, engages in community support and volunteerism through their Community Fund, and promotes health and well-being. They also have an EcoFund, managed through GreenStep, which will be put towards sustainability projects that reduce their carbon footprint and other environmental impacts.

ACTIVITIES & ATTRACTIONS:

- **Jasper Food Tours** provides a variety of sustainable, low-impact experiences, such as the [Peak-Nic](#), a leave-no-trace hike that immerses visitors in local ecosystems via culinary delights; [Bites on E-Bikes](#), which combines electric biking with local food explorations; and the [Downtown Foodie Tour](#), offering a journey by foot through Jasper's vibrant culinary scene.

- **Marmot Basin** is committed to sustainability through various [environmental initiatives](#) aimed at preserving the natural beauty and ecological integrity of Jasper National Park. Their efforts include reducing greenhouse gas emissions, conserving energy and water, and implementing waste reduction programs.
- **High Sights Guiding** offers low-impact, self-propelled backcountry adventures for travellers. It is founded on leave no trace principles and emphasizes sustainability through local and bulk food sourcing, waste reduction, and environmental education.
- **Jasper Hikes & Tours** aims to reduce carbon footprints by utilizing a 15-passenger van for group tours instead of individual vehicles, promoting leave-no-trace ethics, engaging in trail cleanup events, and purchasing local food for client lunches.
- **Rockaboo Mountain Adventure's** [Tread Lightly Glacier Hike](#) focuses on sustainable exploration of the Athabasca Glacier, emphasizing minimal environmental impact through educational glacier walks with small groups with an adventure science component that supports ongoing monitoring of the Athabasca Glacier. They have a goal to develop the world's first net-zero glacial monitoring tourism experience by 2026.
- **Wild Current Outfitters** is committed to sustainability, buying all food and beverages locally, avoiding plastic on trips, and building canoes from locally sourced wood. In addition, they support local artists, the Jasper Pride & Ski Festival and Indigenous-led initiatives, highlighting their dedication to 2SLGBTQI+ inclusion and local community engagement.
- **Jasper Planetarium** is committed to promoting environmental stewardship and social responsibility while providing exceptional educational experiences through telescope tours and stargazing events. Their [Sustainability Management Plan](#) outlines their sustainability goals for environmental stewardship, community engagement and inclusivity, economic contribution and local support, and education and cultural preservation.

INDIGENOUS EXPERIENCE:

- **Warrior Women** offers a number of sustainable Indigenous experiences, including their Fireside Chat in the evenings that involve Indigenous storytelling, drumming, and dancing. They also provide a Wapakwanis Plant Walk, Make & Take tour that explores food and medicine that the lands in Jasper National Park offers.

RESTAURANTS:

- **Evil Dave's Grill** sources local foods and is committed to diversity, equity, and inclusion through being a [Rainbow Registered](#) accredited business.
- **Ursidae Lair** advances sustainability by avoiding single-use plastics, recycling, and composting, alongside growing their mint for drinks. They support the community with donations, practice inclusive hiring, ensure fair wages, host local musicians, and offer mental and physical health resources for all employees.

RETAIL:

- **Jasper Source for Sports** focuses on environmental sustainability through sustainable purchasing, including purchasing from suppliers that incorporate recycled materials into their products. They were also recognized as the Jasper Chamber of Commerce Disability Confident Employer of the Year 2019.
- **Mountain Air** is committed to sustainability by selecting products with sustainable, fair trade, and ethical backgrounds, aiming to promote slow fashion for durable wardrobe additions. They support local charities and sports teams, prioritize local referrals, and plan to increase their sustainable product range and improve plastic recycling.
- **Totem Ski Shop** focuses on environmental and social sustainability by selecting products that reflect environmental concerns, recycling comprehensively, and supporting the Jasper community through donations and volunteerism. Their commitment includes seeking sustainable brands, contributing to local events, and ensuring staff participation in community organizations, reflecting a comprehensive approach to sustainability.
- **Jasper Mettra Pharmacy** prioritizes eco-friendly and Canadian products, including plastic-free and local skincare items. As the first Canadian pharmacy to be Rainbow Registered, they champion diversity, support local initiatives, and implement green practices, including bicycle deliveries, to minimize their environmental footprint.