

## 2010 WTA Membership Renewal Form

Membership in the Wilderness Tourism Association (WTA) is open to any commercial operator, organization or institution involved in wilderness, adventure, eco, or nature-based tourism. Membership fees are annual with the first membership fee due upon signing this form and then payable at the start of each fiscal year (January).

### 1. General Information:

Company or  
Organization: \_\_\_\_\_  
Main Contact: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City & Postal Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax \_\_\_\_\_  
Email: \_\_\_\_\_ Web \_\_\_\_\_

To provide better use of your membership, please list the key contact email(s) you want to include on the WTA listserv to receive information, updates and invitations.

Email: \_\_\_\_\_

Email: \_\_\_\_\_

### 2. Issue Areas Important to Your Business or Association: *(If more space is required, please submit an attachment).*

**Emerging Opportunity/ Issue Areas:** List opportunities/ issues that are starting to have a positive/negative impact on your business or association and that you think would be of interest to a broader group of WTA members.

- \_\_\_\_\_
- \_\_\_\_\_

**Ongoing Issue Areas:** Please check off all that apply directly to your business or association.

- Tenure Access and Security    Forestry Impacts    Energy/Mining Impacts
- Land Use Planning/Zoning    Impact on Wild Salmon    Marine Planning/Mgmt
- First Nations Relations    Wildlife Management/Conflicts    Transportation/Access
- Taxation (HST, Property Taxes)    Marketing/Promotion    Insurance/Risk Mgmt
- Recreation Impacts (e.g. motorized/non-motorized conflicts)
- Other (please specify) \_\_\_\_\_

**3. WTA Committees:** Please check any of the following WTA Committees that you would be interested in participating:

- Land and Water Use
- Environment and Stewardship
- Marketing and Fundraising
- Conflict Resolution
- Wild Salmon

**4. Membership Investment:**

**Membership Category** (Please refer to the WTA Membership categories and rates attached):

- Business:     Bronze (\$300)     Silver (\$600)     Gold (\$1000)
- Sector Association (\$1000)     Industry Associate (\$300)     WTA Supporter (\$100)

**Sector Association\*:** \_\_\_\_\_

\*The Bronze Level business membership can be reduced by 50% (i.e. \$150) if members also belong to a sector association (that is a member of WTA – e.g. BC Commercial Snowmobile Operators Assoc., BC River Outfitters Assoc., Guide Outfitters Association of BC, HeliCat Canada Assoc.)

**Membership Fee:** \_\_\_\_\_

**Method of Payment:**     Visa     Mastercard     Cheque

Credit Card #: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

Name On Card: \_\_\_\_\_

Signature: \_\_\_\_\_

*Cheques are payable to the Wilderness Tourism Association.*

**5. Declaration:** On becoming a member, I pledge to comply with the constitution and bylaws, and code of conduct of the Wilderness Tourism Association.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Applications and payment can be sent to the Wilderness Tourism Association by:

Mail: Box 423, Cumberland, BC, V0R 1S0  
Email: [admin@wilderness-tourism.bc.ca](mailto:admin@wilderness-tourism.bc.ca)  
Fax: 250-336-2861

Thank-you for your support of the Wilderness Tourism Association!

# Wilderness Tourism Association

PO Box 423 Cumberland, BC • V0R 1S0 • (250) 336-2862 • [www.wilderness-tourism.bc.ca](http://www.wilderness-tourism.bc.ca)

## 2010 WTA Membership Categories and Rates

**Businesses** - The annual fee structure is comprised of the following different involvement levels:

**Bronze Level Membership - \$300\*** - Includes access to services, links, and inclusion of directory. Total Value worth \$300.

**Silver Level Membership - \$600** - Includes the Bronze level membership benefits, plus advertising on Be Wild In BC website (featured positioning in association with BeWildinbc.com section pages) valued at \$300/year. Total Value worth \$600.

**Gold Level Membership - \$1000** - Includes the Bronze level membership benefits, plus our complete Be Wild In BC marketing package (exclusive positioning on Bewildinbc.com homepage - valued at \$420/year, plus advertorial coverage on your company published on Bewildinbc.com and other sites - valued at \$500/year), Patagonia jacket with WTA logo - valued at \$100. Total Value worth \$1620.

• *The Bronze Level business membership can be reduced by 50% (i.e. \$150) if a member also belongs to a sector association (that is a member of WTA - BC Commercial Snowmobile Operators Assoc., BC River Outfitters Assoc., Guide Outfitters Assoc. of BC, and HeliCat Canada Assoc.).*

**Sector Associations** - BC Guest Ranchers Association, HeliCat Canada, BC River Outfitters Association, Guide Outfitters Association of BC, etc. Annual fees - \$1000.

**Industry Associate** - Regional and City DMOs, consultants, industry suppliers, hotels, colleges and universities, etc. Annual fees - \$300.

**WTA Supporters (Non-Voting)** - consultants, guides, member clients, public individuals, government agencies etc. Annual fees - \$100.

### Membership Benefits:

- Representation on issues of importance to our industry including official representation in the government/industry committees, forums and planning processes including commercial access and operation on BC Crown Lands and Parks, and the planning and management of land and resources.
- The opportunity to inform and shape WTA and industry policies, standards and best practices.
- Expert advice and/or assistance on your issues of concern such as land use conflicts, tenure security, liability and operating practices. Access to research.
- Industry promotion including a listing on the WTA website and [www.bewildinbc.com](http://www.bewildinbc.com), that hotlinks to your business website, and an opportunity to advertise in our *Be Wild in BC* website at preferred member rates.
- Subscription to the WTA members email list, which provides regular briefings, updates and industry news, as well as easy access to other members through our member listserv.
- The ability to form networks with other operators gaining marketing and sales advice and advantage, and operating knowledge applicable to your business from others.
- Participation in the AGM (with the right to vote) and other industry meetings and events
- Representation in the broader tourism industry through WTA's membership in the Council of Tourism Associations of BC.

**“Ensuring a sustainable future for BC’s wilderness tourism industry through leadership, advocacy, and stewardship.”**