

## WTA Membership Application

Membership in the BC 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).

Name \_\_\_\_\_

Company or Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone number \_\_\_\_\_

Email Address \_\_\_\_\_

Website Address \_\_\_\_\_

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

Business:  Bronze (\$300)     Silver (\$600)     Gold (\$1000)  
 Sector Association (\$1000)  Regional/City DMO Associate (\$300)  Industry Associate (\$300)

**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 - BC Commercial Snowmobile Operators Association, BC River Outfitters Association, Guide Outfitters Association of BC, HeliCat Canada Association)

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

**Payment options:**     Visa     Mastercard     Cheque

Card Number: \_\_\_\_\_ Exp. Date: Month \_\_\_\_ Year \_\_\_\_

Name on Card: \_\_\_\_\_

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

Cheques are payable to the Wilderness Tourism Association.

**Declaration:** On becoming a member, I pledge to comply with the constitution and bylaws, code of conduct, and any best practices of the WTA.

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

Applications and payment can be sent to the Wilderness Tourism Association at: Box 423, Cumberland, BC, V0R 1S0, Fax 250-336-2861, Email admin@wilderness-tourism.bc.ca

Thank-you for your support!

## 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 Ranches Association, HeliCat Canada, BC River Outfitters Association, Guide Outfitters Association of BC, etc. Annual fees - \$1000.

**Regional and City DMO Associate** - Tourism Vancouver, Comox Valley Tourism and Vancouver Coast Mountains Tourism Association, etc. Annual fees - \$300

**Industry Associate** - Consultants, industry suppliers, hotels, schools, etc. Annual fees - \$300

### 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.