



Benefits of Joining the BLBCA

Thank you for being so interested in the Backcountry Lodges of BC Association. We advocate on behalf of adventure tourism. Becoming a member is the perfect way to help support the goals and objectives of the BLBCA.

Your Support Helps Us:

- Influence decision-makers to support a level playing field regarding land planning. Ensure recreation values are considered, as well as resource extraction values
- Support the protection of wildlife, particularly the BC Gov't's [Species and Ecosystems at Risk](#)
- Support [#RecreatingResponsibly](#) in BC's backcountry and alpine environments. [#Regenerate](#) and [#Reconnect](#) in the backcountry to support your physical and mental well-being
- Increase awareness of the importance of biodiversity and maintaining intact ecosystems promptly; the clock is ticking
- Support the BLBCA's role in expanding and enhancing a culture of stewardship. BLBCA member lodges often have "boots on the ground" and can help decision-makers collect data, enhance ecosystems and deter inappropriate land or water use
- Support BC's Ministry of Tourism, Arts, Culture and Sport's Strategic Framework — [People, Prosperity, Planet](#)
- Alignment with Destination BC's [Winning Aspiration](#)
- Help [BLBCA members](#) as they strive to improve their awareness and actions regarding accessibility, E.D.I. and BC's Reconciliation process

Internally, we provide the following documents for members:

- Operation Guidelines
- Guiding Procedures and Terrain Classifications
- Bylaws
- Membership Criteria
- Rental Agreement
- Information Sharing Recommendations
- Waiver Program (4 languages)
- Code of Ethics & Conduct
- Self-Audit Checklist
- Conduct Review – Dispute Resolution
- BOD Travel & Expense Policy
- Crisis Communication Binder & Tear-Out
- Annual AGM Minutes
- HR Reference Guide

Externally, we provide excellent brand awareness for our [member backcountry lodges](#) via our [website](#), [regular newsletters](#), [blogs](#) and a well-maintained [social media presence](#)

The BLBCA has a BOD, which consists of 7 people, including one director from the public. Our annual general meeting is normally held in the spring in Kamloops.



Following are some of the main benefits of joining the Association:

- Provides a unified voice that can deliver concerns, requests and suggestions to BC's decision-makers. We are aligned with several other adventure tourism sectors, who are facing similar challenges
- Access to a Commercial General Liability insurance policy for all full members in good standing. Association-wide property insurance for all interested
- Joint marketing and advertising. We have worked with Destination BC and its predecessors for over 15 years and have access of up to \$250,000.00 annually in joint marketing funds
- A sense of community with people in the same industry. That collaboration has seen substantial growth in the last 18 years. Sharing of ideas and support amongst association members
- Membership in the Adventure Tourism Coalition, a collective of 18 diverse sectors, both public and commercial, who collaborate to represent and amplify the importance of our sector to the socio-economic health of BC, particular the rural areas of the province. I am currently the past-chair of this group, after serving as chair for 4 years
- Opportunities to reach government representatives at various levels, encouraging them to support policies and legislative frameworks that support the needs of adventure tourism

Additional Affiliate Member Perks:

- Exclusive access to special deals at [*BLBCA Member Lodges*](#)
- \$25 discount coupon from [*True Outdoors*](#)
- 15-20% off purchases from [*ROI*](#)

Feel free to call me at the number below if you have any further questions.

Sincerely,

Brad Harrison

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