

VISITOR CENTRE NETWORK MEMBERSHIP LEVELS (January 1 – December 31, 2008)

Level 1: Full Status Visitor Centre

This option can be accessed by established Full Status Visitor Centres or Associate Visitor Centres that have proven they meet all Network Terms, Conditions and Criteria to the satisfaction of Tourism British Columbia.

Membership Criteria: must be sponsored by a non-profit organization or municipality and must meet all Network Terms, Conditions and Criteria (2008).

Benefits:

- Use of the Visitor Centre logo as per established graphics standards and with Tourism British Columbia pre-approval
- Access to "Fee for Service" funding
- Visitor Centre advance highway signing
- Access to "Tourism/Visitor Information Counsellor" training workshops, materials and rebates, where applicable
- Access to Visitor Centre Extranet
- Access to the **Super, Natural British Columbia**[®] reservations system
- Access to the **Super, Natural British Columbia**[®] retail program
- Access to highways, weather, ski reports, RCMP Tourist Alert, etc. as available
- Access to Tourism BC publications and pre-determined quantities of regional publications
- Access to marketing opportunity to rack, free of charge, one official community brochure at each of the seven British Columbia Visitor Centre locations and the Super, Natural Exhibit at Tourism Vancouver Downtown Centre
- Opportunity to attend annual "Network Conference"
- Access to new initiatives as they become available to the Visitor Centre Network

Degree of Flexibility: this option allows for minimal flexibility. To enjoy the benefits outlined above and access Fee for Service funding, all criteria must be met within the timelines given, to the satisfaction of Tourism British Columbia.

Level 2: Associate Visitor Centre

This option can be accessed by established Associate Visitor Centres or Tourist/Visitor Information Booths that have been Visitor Centre Network members in good standing in the previous year and demonstrated a high degree of commitment to the goals and objectives of the Network Program. It can also be accessed by full-status VCs that did not meet the minimum visitor party count in 2007, but wish to remain part of the program.

Membership Criteria: must be sponsored by a non-profit organization or municipality and must meet all Network Terms, Conditions and Criteria with exemptions as identified.

Benefits:

- Use of the Visitor Centre logo as per established graphics standards and with Tourism British Columbia pre-approval
- Visitor Centre advance highway signing

- Access to "Tourism/Visitor Information Counsellor" training workshops, materials and rebates, where applicable
- Access to Visitor Centre Extranet
- Access to the **Super, Natural British Columbia**[®] reservations system
- Access to the **Super, Natural British Columbia**[®] retail program
- Access to highways, weather, ski reports, RCMP Tourist Alert, etc. as available
- Access to Tourism BC publications and pre-determined quantities of regional publications
- Access to marketing opportunity to rack, free of charge, one official community brochure at each of the seven British Columbia Visitor Centre locations and the Super, Natural Exhibit at Tourism Vancouver Downtown Centre
- Opportunity to attend annual "Network Conference"
- Access to new initiatives as they become available to the Visitor Centre Network

Degree of Flexibility: this option allows for limited flexibility. To enjoy the benefits outlined above, all criteria must be met within the timelines given, to the satisfaction of Tourism British Columbia.

Level 3: Tourist/Visitor Information Booth

This option allows a community to provide visitor services to the degree it is able and has the resources. This membership level is accessed by first-time members of the Visitor Centre Network, new sponsor organizations, those that are unable to meet Network Terms, Conditions and Criteria, and those on probation re-applying for membership.

Tourist/Visitor Information Booths are **not** permitted to use the Visitor Centre logo.

Membership Criteria: must be sponsored by a non-profit organization or municipality, must operate a minimum of six days per week July 1 to August 31 during normal business hours and must have a community tourism development plan that encompasses tourism infrastructure, marketing and visitor servicing.

Benefits:

- Basic advance highway signing
- Access to "Tourism/Visitor Information Counsellor" training materials upon request
- Access to electronic statistics package upon request
- Access to Tourism BC publications and pre-determined quantities of regional publications
- Access to marketing opportunity to rack, free of charge, one official community brochure at each of the seven British Columbia Visitor Centre locations and the Super, Natural Exhibit at Tourism Vancouver Downtown Centre.

Degree of Flexibility: this option offers the greatest flexibility in that a sponsor organization can determine the information centre location, dress code, employment and supervisory criteria, staff training program, statistics collection procedures, extended season/hours of operation, etc. A community can do what it does best - servicing its visitors - without Network criteria constraints.