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BAC MAKES BACKCOUNTRY ADVENTURE SIMPLE

Integrated online reservation system provides adventure tourist with variety of options

November 8, 2006 - PEMBERTON, BC: The Backcountry Adventure Club takes its place in adventure tourism market Thursday, November 16 with the launch of the BAC reservation booking website. Industry professionals will join marketing experts and media to celebrate this unique concept in adventure tourism. The launch takes place from 3:00 - 7:00 pm at the spectacular BAC Lodge located at 1340 Collins Rd, Pemberton.

“We’re not launching just a website, we’re introducing the first phase of the Backcountry Adventure Club, a concept that embraces the idea that while you can’t own the backcountry, you can own the adventure,” says Serge Côté, BAC principal and head of Glacier Creek Developments.

Part of owning the adventure, is customizing the experience to your expectations, interests and abilities. The BAC website offers a one-stop booking service that provides clients with access to more than 45 activity providers within the Pemberton Valley region. Clients can easily customize their backcountry experience package online, with instant confirmation ensuring their participation in their desired activities.

Online, secure and fully cross-referenced, the BAC website is sophisticated in its structure, yet simple to use. The technical team responsible for its production will be on hand at the launch to answer questions and guide participants through the site.

“We believe that this integrated booking system will identify BAC as a significant player in the adventure tourism market,” says Côté.

With multiple partners and its own holdings, BAC offers an unparalleled variety of activities. Clients can enjoy a round of golf at the foot of majestic Mt. Currie or soar over that same mountain to their way to heli-ski on fresh powder. Clients can choose to kick back and relax in

the well-appointed lodge, take part in limit-pushing activities or combine the extreme with the serene.

“Our website highlights the adventurous nature of Pemberton and everything Pemberton has to offer,” says Côté. “And this is just the beginning for BAC.”

Backcountry Adventure Club will breaking ground on a 100+-room hotel set against the backdrop of dramatic Mt. Currie. At that time, BAC will enter its second phase of development, promoting club memberships that will provide members with access to both adventure activities and accommodation.

Refreshments served at the November 16 website launch and celebration of recreation will highlight local produce.

Backcountry Adventure Club: Live life without limits.

For more information, please contact:

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