



BADDECK AND AREA BUSINESS TOURIST ASSOCIATION

MEMBER BENEFITS

Started in 1991, the Baddeck Area Business and Tourism Association (BABTA) was established as a marketing organization to promote Baddeck and Area as a tourist destination, as well as to establish a Visitor Centre in the village to provide visitors with guidance during their time here. Run by community business owners (volunteers) for decade, BABTA has been instrumental in the development of the current tourism product and continues to support visitors as well as the community and its businesses.

Today, BABTA is active in the following ways:

- Advocating for the business community interests of Baddeck and Area
- Managing the Victoria County Visitor Centre (VIC)
- Maintaining and managing Visitbaddeck.com, Baddeck's visitor focused website
- Maintaining and managing Visit Baddeck and Area social media pages
- Act as caretakers of the Victoria County Comfort Station (community washrooms) in Baddeck.
- Playing a lead role in community events such as the Canada Day parade, Christmas in the Village and the Baddeck Winter Festival.

Membership to BABTA comes with exclusive benefits, only available for members:

- Priority promotion at the VIC. Staff will be aware of the current membership list, and these are the businesses they will highlight when asked about what to do, where to stay, where to eat, and what services are available in Baddeck and Area. Any member brochures will be most prominently displayed in the visitor centre.
- Business listing displayed by category on Visitbaddeck.com
- Exclusive advertising opportunities in the Visitor Centre, on Visitbaddeck.com and on our VIC Digital Sign
- Your business highlighted as a supporter of BABTA both on exterior permanent sign at the VIC and on a page of Visitbaddeck.com (members arranged by category)
- Your business profile featured on Visit Baddeck and Area social pages
- Receipt of our Quarterly Membership Newsletter
- Receipt of visitor data each season gathered from website impressions, social media reactions and VIC visitation
- Special rates for BABTA hosted events

We welcome all businesses to become a member of BABTA!

To join, fill out the membership at visitbaddeck.com/babta.