

FOR IMMEDIATE RELEASE

Pemberton Valley Lodge Wins Prestigious "Employees First" Award at TIABC Conference

Pemberton, BC – March 8, 2025 – Pemberton Valley Lodge is honored to announce its recognition as the recipient of the Employees First Award at the Tourism Industry Association of BC (TIABC) Conference, held on March 6, 2025. This esteemed award celebrates an organization that exemplifies outstanding human resources practices, with a particular focus on mental health and wellness in the workplace.

Presented annually at the TIABC Conference, the Employees First Award recognizes businesses that demonstrate a deep commitment to fostering a positive, supportive, and inclusive work environment. Pemberton Valley Lodge was selected for its progressive HR initiatives, including mental health programs, staff wellness initiatives, professional development opportunities, and a strong workplace culture that prioritizes employee well-being.

"Our team is the heart of Pemberton Valley Lodge, and this award is a testament to the incredible culture we've built together," said David MacKenzie, Managing Director. "We believe that investing in our employees' well-being—both professionally and personally—leads to a stronger, more engaged team and ultimately enhances the experience we provide to our guests. We're incredibly proud to be recognized for our efforts and remain committed to creating a workplace where our employees feel valued, supported, and empowered to thrive."

Pemberton Valley Lodge continues to set the standard for employee care and workplace excellence within BC's tourism and hospitality industry. This recognition reinforces the Lodge's ongoing commitment to attracting and retaining top talent while ensuring that staff members have the resources and support they need to succeed and lead balanced lives.

For more information about Pemberton Valley Lodge, visit www.pembertonvalleylodge.com.

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Pemberton Valley Lodge

[Pemberton Valley Lodge](http://www.pembertonvalleylodge.com) is an 85-suite resort hotel located 20 minutes north of Whistler, BC. Urban style meets rural splendor with well-appointed suites that offer stunning mountain vistas, contemporary furnishings, and luxurious bedding. Amenities such as a year-round heated outdoor pool and hot tub, a fitness studio and steam room add to the guest experience. Serving visitors to the Pemberton Valley since 2004, the lodge offers great opportunities for relaxation and four-season recreation, including skiing, mountain-biking, golf, and hiking.