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WESTERN CANADIAN TOURISM INDUSTRY COMPENSATION SURVEY RELEASED

***Findings show B.C.'s tourism wages highest in western Canada;
Gratuities, bonuses, and benefits add significantly to compensation***

VANCOUVER, BC - go2, the BC tourism industry's human resources association, is pleased to announce that the 2005 Western Canada Tourism Industry Compensation Study has just been released. The study, conducted by Hay Group, a leader in human resources consulting in Canada, shows a current review of wage, salary, and benefits in Western Canada.

Notable findings include:

- Most positions in British Columbia are the highest paid, followed by those in Yukon (where there are sufficient data), and then Alberta. Manitoba and Saskatchewan tend to show the lowest pay patterns in the study.
- Hourly rates in British Columbia average 20% above the norm and salaries are about 12% higher. Within B.C., compensation levels are highest in the Greater Vancouver area, followed by Victoria, and then the Thompson/Okanagan region.
- Two thirds of the companies surveyed have some type of bonus program. Bonuses paid to managers averaged just less than 14% of base salary, and just over 3% for eligible full-time front line staff.
- Over half of the organizations surveyed have benefits programs including dental care (62% of organizations), extended health care (60%), long term disability (53%), and employee life insurance (53%).
- 40% of organizations with Food and Beverage Servers in British Columbia earn at least double their base salary when gratuities are factored in.
- A few examples of average salaries (including incentives and bonuses) reported for positions in B.C.: Accommodation Manager \$39,250; Food and Beverage Manager \$46,450; Executive Chef \$56,650; Sous Chef \$38,500.

Arlene Keis, Chief Executive Officer of go2, believes these findings will help dispel myths that all tourism jobs are front-line with low pay, few benefits or opportunity for advancement. "We want to show the public that the tourism industry offers many diverse and viable career options. With 84,000 new tourism workers needed by 2015, including 34,000 as a result of being awarded the 2010 Olympics, there will certainly be opportunities. Chefs and Cooks, Accommodation and Food and Beverage Managers will see the greatest levels of demand."

449 organizations located in the Yukon and the four provinces west of Ontario participated in this survey, which examined the compensation paid to 17,308 individuals in the 27 most common positions in the industry. In B.C., four geographic regions were included in the survey: Lower Mainland, Victoria, Whistler, and Thompson/Okanagan. The full survey is available to purchase through go2, please visit www.go2hr.ca for details.

About go2

Established by the BC tourism industry in April 2003, go2 is the resource for people in tourism. go2's mission is to assist the tourism industry address challenges in attracting employees and retaining its workforce in order to support industry growth. BC tourism currently ranks as one of the province's largest economic sectors in terms of employment and revenue; directly employing 117,500 people and projected to be worth \$9.4 billion in visitor revenue in 2004.

For more information on go2 and human resource development initiatives for BC's tourism industry, visit www.go2hr.ca.

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