

FOR IMMEDIATE RELEASE
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**go2 RECEIVES PROVINCIAL FUNDING TO HELP LAUNCH BC TOURISM
CAREER AWARENESS CAMPAIGN**

VANCOUVER, BC - go2, the BC tourism industry's human resources association, is pleased to announce that the provincial government has made a contribution of \$100,000 towards a campaign go2 is launching to raise awareness for British Columbians about career opportunities in tourism. The campaign is planned to roll out in phases in 2005 and beyond.

“On behalf of the tourism industry, I would like to thank the Province for the generous contribution towards this media and PR campaign. With 84,000 new tourism job openings projected in BC in the next decade, and competition with other sectors for the same pool of skilled workers, the tourism industry needs this campaign to ensure it has the people required to support industry growth,” said Arlene Keis, CEO go2. “Our research has shown there is a public lack of awareness of the diverse career opportunities in tourism, and a misconception that all tourism jobs are frontline and low paying. This campaign aims to change those negative perceptions and highlight the opportunities.”

The campaign’s brand promise is: A career in BC tourism = a spectacular growth opportunity. This is supported by research findings that project of the 84,000 new jobs created in the province, many of these openings will be for skilled and management positions such as Restaurant and Accommodation Managers, Chefs and Cooks, and Recreation Leaders.

The campaign was a recommendation that came out the British Columbia Tourism Human Resources Development Task Force that included tourism operators, educators, and government. go2 has funded campaign development to date, and is actively seeking additional industry and government funding partners and sponsors for ongoing campaign development and implementation.

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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