

FOR IMMEDIATE RELEASE
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**go2, TOURISM OPERATORS TO REPRESENT INDUSTRY ON NEW CONSORTIUM
TO HELP TOURISM AND HOSPITALITY INDUSTRY PREPARE FOR 2010**

VANCOUVER - go2, the British Columbia tourism industry's human resources organization, is pleased to endorse and participate in a newly formed consortium designed to help the tourism and hospitality industry to prepare for the 2010 Winter Games and future industry growth. go2 and five tourism operators will represent industry in the consortium and are listed below:

- Arlene Keis, CEO, go2;
- Chris Kanuka, VP Operations, Old Spaghetti Factory;
- Kirby Brown, Director of Employee Experience, Whistler/Blackcomb;
- Terry Schneider, VP Operations, Prestige Inns;
- Bruno Marti, Chef and Owner, La Belle Auberge

The newly created British Columbia Tourism and Hospitality Education Consortium will focus on ensuring BC's post-secondary institutions are providing advanced training that will meet the future needs of the growing tourism industry. The consortium has a total of 15 members representing industry, public and private educators, and the provincial government.

"We are delighted to be working with this consortium as it supports one of the industry's key mandates to establish a more formal mechanism for communication between tourism educators and employers," said Arlene Keis, CEO go2. "It is absolutely necessary to ensure the education and training requirements of BC's tourism industry are met so the industry can support growth and better contend with the labor shortages that will occur in the next decade."

In conjunction with the development of this consortium, the provincial government has designated two hospitality and tourism centres of excellence. Capilano College has been named as the British Columbia Centre for Leadership and Innovation in Tourism, and Vancouver Community College has been designated the British Columbia Centre for Leadership and Innovation in Hospitality. These centres will help to provide innovative, new approaches to education and training for the tourism and hospitality industry.

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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