

**For Immediate Release
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'GO2 THE TOP' AWARDS RECOGNIZE EXCELLENT EMPLOYERS IN BC TOURISM
Garibaldi Lift Company and Ainsworth Hot Springs Resort win 2006 awards

VANCOUVER – Garibaldi Lift Company and Ainsworth Hot Springs Resort are this year's recipients of the 'go2 the top' awards from go2, the BC tourism industry's human resources association. Each company has proven excellence in human resources practices - Garibaldi Lift Company in the Liquor Primary category, and Ainsworth Hot Springs Resort in Accommodation.

The 'go2 the top' awards recognize a British Columbia Liquor Primary and Accommodation employer who has upheld high standards of excellence in human resource practices and people management. The awards were presented at the BC Hospitality Industry Conference in Vancouver.

Ainsworth Hot Springs Resort was the winner of the 'go2 the top' Accommodation category. Located in the Kootenay Rockies region, this resort recognizes the importance of staff feedback, training and growth. For example, Ainsworth covers 100% of the cost for tourism and job-specific training for staff. The company has conducted salary surveys – resulting in valuable feedback and high-end compensation for their employees. In-house mentoring, external training programs and annual performance reviews that encourage professional growth are all a part of the package that Ainsworth employees are provided to develop their careers. The result: Ainsworth has only a 6% of turnover among full-time staff – and a remarkable 70% return rate for seasonal employees. This award was accepted by Norm and Joyce Mackie, owners of the Ainsworth Hot Springs Resort.

Megan Rokeby-Thomas, General Manager, Ainsworth Hot Springs Resort said, "Our Employees are worth the investment, really, they are what runs our industry. We hire based mostly on attitude; skills we can train. We also realize that the "people" asset is the most valuable asset any organization has."

Garibaldi Lift Company, located in Whistler, was the winner of the 'go2 the top' Liquor Primary category. This organization has created a culture where everyone brings a genuine passion to their jobs. A lot of thought goes into determining a person's fit in the organization – which means putting the right people in the right jobs. Strong communication and follow-through with staff is important and conducting employee satisfaction surveys helps to build action plans for strengthening morale and improving staff policies. The result of these efforts has paid off - at a time when many employers are having trouble finding employees, Garibaldi has a waiting list. This award was accepted by Mike Verrin, General Manager of the Garibaldi Lift Company.

"Having top-notch human resource practices is imperative for the tourism industry and this is especially the case as we face a labour shortage," says Arlene Keis, CEO go2. "To find and keep a qualified workforce, employers need to have successful HR practices that recognize

employees' skills and potential and motivate employees by providing opportunities for growth. These companies are both doing an exception job at this.”

About go2

Established by the BC tourism industry in April 2003, go2's mission is to assist the tourism industry address challenges in attracting employees and retaining its workforce in order to support industry growth. For more information about go2 and the 'go2 the Top' Awards visit www.go2hr.ca.

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