

FOR IMMEDIATE RELEASE
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TOURISM LABOUR MARKET RESEARCH PROJECT KICKS OFF IN SEA-TO-SKY CORRIDOR

Research will be used to develop a strategic, regional human resource plan that will support tourism growth now, during and after the 2010 Olympic and Paralympic Games.

VANCOUVER - go2, the British Columbia tourism industry's human resources association, announced today that a regional tourism labour market study has kicked off in the Sea-to-Sky Corridor. The research findings will be used to develop a regional tourism human resource plan to support tourism growth to 2015.

The plan will include recommendations on recruitment, retention and training strategies, priorities and timelines to address the labour market gaps and other human resource requirements and issues in this region. Funded through Services Canada (formerly know as HRSDC), this research and planning will include all of the communities from Britannia Beach to Pemberton.

One of the most important success factors for tourism in our province is developing a world-class tourism workforce to support industry's growth," said Arlene Keis, CEO go2. "We need to have long term, human resource strategies that will support the economic goals of specific regions of our province. There is clearly a need to drill down to the local level, with regional labour market research, analysis and planning."

The Sea-to-Sky Tourism HR Strategy Steering Committee is comprised of business leaders, chambers of commerce, Tourism Whistler, tourism operators, representatives from all municipalities and the Squamish and Lil'wat Nations, go2, Capilano College, and the CAW Union. It is chaired by Kerry Jothan of Human Capital Strategies. This project is the first of several regional studies go2 will be coordinating over the next year.

Derek Gagné, Director of Human Resources for Tourism Whistler and a steering committee member, said, "The need for this research has been discussed for some time now and we are pleased to have go2 as a resource to make it happen. While much research has been done at the provincial level, in order for local businesses to plan, a local HR plan is needed. The stakeholders involved will ensure the strategies developed and implemented are well grounded with practical solutions to actual, local needs."

About go2

Established by the BC tourism industry in April 2003, go2 – the resource for people in Tourism is an independent, non-profit industry association with a mission to assist BC's tourism operators to attract, recruit, and retain employees to support industry growth. For more information on go2 and human resource development initiatives for BC's tourism industry, visit www.go2hr.ca.

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