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SURVEY FINDS 41% OF BC TOURISM EMPLOYERS HAVING TROUBLE RECRUITING QUALIFIED, EXPERIENCED EMPLOYEES VITAL TO RUNNING THEIR BUSINESSES

Cooks and Housekeepers cited as the most difficult positions to recruit.

VANCOUVER - go2, the British Columbia tourism industry's human resources association, released results today from a survey conducted across multiple tourism sectors and geographic areas of British Columbia to determine the recruitment issues challenging B.C.'s tourism industry.

The survey results found that 41% of respondents said finding qualified, trained, and experienced employees was their number one recruitment issue. Specifically, recruiting Cooks was mentioned by 19% of respondents to be difficult, followed by Housekeepers (18%), Front Desk Agents (10%), Dishwashers and bus staff (9%), Food and Beverage Servers (8%), and Managers (6%).

"The results validate what we are hearing anecdotally as we visit different regions and tourism businesses throughout the province," said Arlene Keis, CEO go2. "Tourism operators can't find the people they need to fill positions necessary to run their businesses. With skilled labour shortages predicted in the next decade and increasing competition with other sectors, the need has never been more urgent to raise the awareness of the many excellent career opportunities in tourism and attract more people to consider it as a long-term career option."

The survey, conducted for go2 by an independent consulting firm specializing in market research, was comprised of 400 telephone interviews with managers drawn from a random sampling of tourism operations across all areas of BC. The survey included businesses from the following tourism sectors: Accommodation, Food & Beverage, Outdoor and Adventure, Attractions, Transportation, and Travel Agencies.

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.

- See backgrounder following

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The Value of Tourism to British Columbia's Workforce

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 generating \$9.5 billion in visitor revenues in 2004. The following points show not only the current value of tourism to BC's economy and workforce, but also the high demand for skilled tourism workers that will be needed in the next decade to support the industry's growth.

- Tourism accounts for more than 117,500 direct jobs in British Columbia, representing 1 in every 20 jobs in the province. When you include indirect tourism employment this number swells to 266,000, almost 1 out of every 8 jobs in the province¹.
- In addition to generating revenue for British Columbian businesses and creating employment, the tourism industry returns approximately \$1 billion to the provincial treasury in the form of taxes and fees every year¹.
- Based on industry growth patterns, BC Tourism will need 84,000 more skilled workers in the next decade².
- Workers needed by 2010 by sector are as follows: 44,000 new workers for Food and Beverage Services; 19,000 new workers for Accommodation Services; 13,000 new workers for Adventure Tourism and Outdoor Recreation; 8,000 new workers for Attractions; 500 new workers for Travel Services².
- By 2010 the following positions will see the most demand: 9,927 more cooks, 1,557 more professional chefs, 10,000 new managers for the Food and Beverage Services Sector, and 5,000 more managers for the Accommodation sector².
- Specifically, Managers in Food Service and Accommodation will have 36% more openings than people available from the labour pool to fill them. A deficit of 8,601 for the whole period from 2003 to 2015³.
- 4 out of every 10 tourism-related jobs created as a result of growth from the 2010 Winter Games will be outside the Mainland/Southwest region of the province. Tourism-related incremental growth outside this region will include: 9,674 jobs in the Vancouver Island/Coast region, 6,966 openings in the Thompson/Okanagan region, 2,217 in the Kootenay region, 1,846 in the Cariboo, and 2,318 in the rest of the province³.

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¹ Statistics courtesy of Council of Tourism Associations of British Columbia (COTA)

² From BC Tourism HRD Task Force Research Report "[Recruit, Retain & Train: Developing a Super, Natural Tourism Workforce in British Columbia](#)"

³ Roslyn Kunin and Associates report titled: "2010 Winter Games Labour Supply and Gap Analysis".