

**FOR IMMEDIATE RELEASE**  
**September 27, 2006**

**go2 PARTNERS WITH CANADA WEST SKI AREAS ASSOCIATION TO ADDRESS  
LABOUR SHORTAGES IN THE SNOWSPORTS INDUSTRY**

***Partnership to focus on raising awareness of the many employment  
opportunities in this sector***

**Vancouver, BC** – For winter tourism in BC, go2 - BC's tourism industry human resources association, says there is "no business like snow business". To address the need for more workers in this sector, go2 has partnered with Canada West Ski Areas Association (CWSAA) to help promote careers and to recruit for the coming season.

The partnership includes the launch of a new web portal that is accessible from go2's website, [www.snowsports.go2hr.ca](http://www.snowsports.go2hr.ca). Along with detailed information about the industry, it showcases the need for workers in areas outside of traditional "boards and poles" positions such as operations, sales, marketing, accounting, human resources, trades, and general business management. Information on resort job fairs, job descriptions, compensation information, and links to CWSAA member websites, including those located in other provinces, is also provided.

Canada West Ski Areas Association members from the industry will also be working side-by-side with go2 at career fairs promoting the opportunities in snowsports to secondary school students in the Fraser Valley, Victoria, Kelowna, and Vancouver.

"The severe labour shortage facing the ski resort industry has reached crisis proportions which must be solved in order for Canada West Ski Areas Association members to maintain their leadership position in winter tourism," said Jimmie Spencer, President & CEO, Canada West Ski Areas Association. "We are pleased to be working in close cooperation with go2 to achieve success in recruiting to meet our labour needs."

And the need for workers is only going to increase. Investment in BC's ski resorts has never been higher and many areas are operating year round increasing the number of employment opportunities in the industry at a time when labour is in short supply for most sectors.

"Our partnership with Canada West Ski Areas Association, helps us profile an area within the tourism industry where growth potential will only happen if there are enough staff to work the jobs that are created," says go2 CEO Arlene Keis. "Overall, the BC tourism industry will require over 84,000 new workers for a wide range of tourism careers by 2015 and we need to be creative to attract these workers. The Fall wave of our MOVE ON UP media and PR campaign will help reinforce these messages at the same time ski resorts are ramping up and looking for workers."

Last February, go2 with support of the BC tourism industry launched MOVE ON UP™, a province-wide media and public awareness campaign to attract more people to careers in tourism. Designed to be a multi-year program, the campaign is primarily targeted at young people; however, go2 is also reaching out to other groups including early retirees, career changers, new immigrants and aboriginals through a variety of other marketing tactics.

The campaign includes an interactive website, [www.MoveOnUp.ca](http://www.MoveOnUp.ca) that showcases comprehensive information on tourism careers, including job descriptions, career profiles,

salary levels, and training and education programs, as well as a job board linking job seekers with employers.

As part of the campaign, go2 has once again launched its *Work the Dream* contest in Victoria, Vancouver and Kelowna, inviting people to win the chance to work their dream tourism job for a day. Contestants have until October 31 to enter by describing their dream job in tourism. More details on *Work the Dream* can be found at [www.MoveOnUp.ca](http://www.MoveOnUp.ca).

**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, visit [www.go2hr.ca](http://www.go2hr.ca).

**About CWSAA**

Canada West Ski Areas Association is the representative body for the ski areas and resorts of British Columbia and Yukon, Alberta, Saskatchewan and Manitoba. In addition, CWSAA is responsible for administering HeliCat Canada, the association of heli and snowcat operators of British Columbia. For more information, please visit [www.cwsaa.org](http://www.cwsaa.org).

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