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CANADIAN TOURISM INDUSTRY COMPENSATION STUDY RELEASED

BC tourism wages increased significantly in past two years

VANCOUVER, BC – go2, BC's tourism industry human resources association, along with the Canadian Tourism Human Resource Council is pleased to announce the release of the 2006 Canadian Tourism Sector Compensation Study.

The study, conducted by Hay Group, a leader in compensation consulting in Canada, shows a current view of wage, salary and benefits in three key industries: Accommodations, Food & Beverage Services, and Recreation & Entertainment for 27 different occupations at all levels, from front line to senior management.

This new national survey builds on previous surveys done in British Columbia in 2004, and the western provinces in 2005. Notable findings include:

- From the front line to management, BC wages and salaries increased significantly from 2005, up to 28%.
- The highest paid tourism positions in Canada are in the west. Overall, BC hourly wages and salaries are higher than the national average.
- When comparing BC and Alberta, the study found that salary and wage rates between the two provinces are comparable with some BC occupations being paid more than Alberta and others less.
- Of the occupations surveyed, salaries and wages varied notably depending on the type, size and location of the tourism operation.
- In BC, compensation for hotel general managers saw the largest variance, from \$40,875 to \$163,951. This can largely be attributed to different sizes of organizations in the accommodations sector.
- Examples of average base salaries reported for a few positions in BC: Accommodations Service Manager \$42,125; Food and Beverage Manager \$48,583; Executive Chef \$57,565; Director of Sales and Marketing \$68,261.
- A food and beverage server in BC makes an average wage of \$10.46 an hour, and can also make up to 200% above their hourly wage in tips. Outdoor recreation guides working in BC's higher-end operations make an average wage of \$17.29 an hour.
- Of the BC companies that reported on benefits data, 81% of organizations offer dental care, 77% offer extended health care, 74% offer employee life insurance, and 73% offer long term disability.

John Leschyson, Director of Industry Human Resource Development, go2 believes these findings help to illustrate the variety of opportunities available in BC's growing tourism industry, from the front line to senior management. "BC tourism wages continue to increase which is necessary if the industry hopes to grow and remain competitive in a hot economy. Although compensation is only one piece of the puzzle, tourism employers should use this data to ensure they can continue to recruit and retain the people they need."

1,153 organizations located across Canada participated in this study which examined the compensation paid to over 51,000 individuals in the 27 most common positions in the industry. In BC, four geographic regions were included in the study: Lower Mainland, Victoria, Thompson/Okanagan and Other British Columbia. The full study is available to purchase through go2. Please visit www.go2hr.ca for details or contact [John Leschyson](#) at 604-633-9787 ext 225.

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.

About The Canadian Tourism Human Resource Council (CTHRC)

The Canadian Tourism Human Resource Council (CTHRC) is a national organization that facilitates and coordinates human resources development activities which support a globally competitive and sustainable Canadian tourism sector. For further information on CTHRC, visit www.cthrc.ca.

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