

For Immediate Release

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(Photo available upon request)

go2 ANNOUNCES 2008 TOURISM WEEK PHOTO CONTEST WINNER

VANCOUVER, B.C. – To celebrate Tourism Week in Canada, go2 - BC's tourism industry human resources organization – held a photo contest challenging industry employers and employees across BC to submit photos showcasing what they do best – making a visitor's BC experience an unforgettable one. This year's winning photo is from **Big White Ski Resort** in Kelowna and shows ski instructor, Karen Burwood, guiding one of her students from the Kid's Centre down the mountain.

Tourism Week in Canada is an annual, country-wide celebration that aims to increase the profile of Canada's \$70 billion tourism sector among the media, general public and governments at all levels. Coordinated by the Tourism Industry Association of Canada, it provides a focal point for activities organized by provincial and territorial tourism industry associations, provincial and territorial marketing organizations, destination marketing organizations, individual businesses and other partners.

"Our industry is all about the visitor experience and the service a guest receives is a critical part of creating a memorable vacation," said Lynne Henshaw, Director, Marketing and Communications for go2. "For tourism week we wanted to highlight the importance of great staff and the photos that we received really show off the service BC has to offer. With critical labour shortages in BC, it's more important than ever for employers to do everything they can to retain exceptional employees like these."

This year, go2 received numerous entries, making judging exceptionally difficult. And go2 would like to thank all those who submitted their photos. Contest runners up include entries from the Wild Duck Motor RV Park in Terrace and the Fairmont Hotel Vancouver and are posted [here](#) on go2's website.

The winner of go2's contest was given a \$100 gift certificate to Earl's Restaurant and will be featured in upcoming go2 marketing and career awareness materials.

About go2:

go2 is BC's tourism human resource association helping the industry to recruit, retain and train to support industry growth. Tourism is one of the largest resource industries in BC comprising 18,000 mostly small to medium sized businesses which directly employ over 117,900 British Columbians. Tourism is projected to create 84,000 new job openings by 2015 in our province. BC hosted over 23 million overnight visitors in 2006 and tourism revenues are projected to top \$9.98 billion. For more information, visit www.go2hr.ca.

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