

**FOR IMMEDIATE RELEASE**  
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**go2 PARTNERS WITH VANCOUVER ATTRACTIONS GROUP TO HIGHLIGHT  
CAREER OPPORTUNITIES IN THE SECTOR**

**Vancouver, BC** – go2 - the BC tourism industry's human resources association – has partnered with the Vancouver Attractions Group to raise awareness of employment opportunities in the attractions sector, and to help the industry promote jobs for the upcoming season.

Local attractions, including Hell's Gate Airtram, Horne Lake Caves Provincial Park, Minter Gardens and WildPlay Element Parks, will be working side-by-side with go2 at the [Education & Career Fairs](#) in Victoria and Abbotsford this week to promote job opportunities in attractions on the Island and in the Fraser Valley area. These fairs are one of the major career planning events in BC and are widely attended by high school students, job seekers, adult learners who look for career and education information.

"Visitor attractions offer our guests family fun, adventure, entertainment, culture and a look into our history," says Nancy Chilton, Marketing Manager of the Vancouver Attractions Group. "This diverse sector calls for a broad and varied need for skilled and unskilled labour and we are pleased to be working with go2 to promote awareness about the many opportunities in the attractions sector."

Visitor Attractions can include Aboriginal and historic sites, botanical gardens, zoos and aquariums or even art galleries and museums. The demand for labour is projected to be close to 8,000 additional positions available by 2015.

The partnership also includes the launch of a new section of go2's website that is accessible at [attractions.go2hr.ca](http://attractions.go2hr.ca). Along with information about the attractions sector, the portal highlights types of jobs, career profiles and links to local employers and other relevant content.

"Attractions are a key component of the overall visitor experience so the need for excellent staff is critical to the tourism industry as a whole," says go2 CEO, Arlene Keis. "There are visitor attractions located in most every community of BC, so it's our goal to highlight the many unique, interesting employment opportunities in this sector."

**About go2**

go2 is BC's tourism and hospitality human resource association responsible for coordinating the industry's Workforce Development Action Plan, a key component of the industry's growth strategy. Tourism is one of the largest resource industries in BC comprising 18,000 mostly small to medium-sized businesses which directly employ over 129,000 British Columbians. For more information, visit [www.go2hr.ca](http://www.go2hr.ca).

**About Vancouver Attractions Group**

The Vancouver Attractions Group represents 11 visitor attractions in Vancouver and neighbouring cities. Together its members offer a line-up of cultural, historic and natural experiences for guests visiting British Columbia. For more information about each attraction member, visit [www.vancouverattractions.com](http://www.vancouverattractions.com).

**Media Contacts:**

Lynne Henshaw, go2  
Director, Marketing and Communications  
604-633-9787x 234 or 778-834-1735  
[lhenshaw@go2hr.ca](mailto:lhenshaw@go2hr.ca)

Nancy Chilton, Vancouver Attractions Group  
Marketing Manager  
604-924-3750  
[chilton@telus.net](mailto:chilton@telus.net)