

For Immediate Release

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go2 ANNOUNCES CANADA'S TOURISM WEEK PHOTO CONTEST WINNER

VANCOUVER, BC – A good hospitality experience will keep BC visitors coming back for more. To celebrate Canada's Tourism Week, go2 - BC's tourism industry human resources organization, is showing off the smiles put on visitors' faces by tourism industry staff. Tourism employers and employees across BC were asked to send in pictures showing what they do best – making a customer's BC experience an unforgettable one. The winning picture shows Dave Lane of Butchart Gardens in Victoria, BC assisting two happy guests at the Garden's Blue Poppy Restaurant.

"Great service helps to make tourism experiences memorable, and the photos entered in the contest help to capture our province's superior hospitality spirit," says Lynne Henshaw, Director, Marketing and Communications for go2. "In order to meet industry growth targets, BC's tourism industry needs many more enthusiastic people like Dave. Tourism is one of BC's biggest employers and offers many exciting career opportunities."

Contest runners up include entries from the Hell's Gate Airtram in Boston Bar, and The Laurel Point Inn in Victoria. Aside from showing how fun and dynamic BC's tourism industry is, the photos entered in the contest are also a reminder that British Columbia's tourism industry ranks as one of the province's largest economic sectors in terms of employment and revenue. The industry directly employs 117,900 people and generated a projected \$9.98 billion in visitor revenues in 2006.

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

About go2

Established by the BC tourism industry in 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. For more facts about tourism jobs in BC, click [here](#).

-30-

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