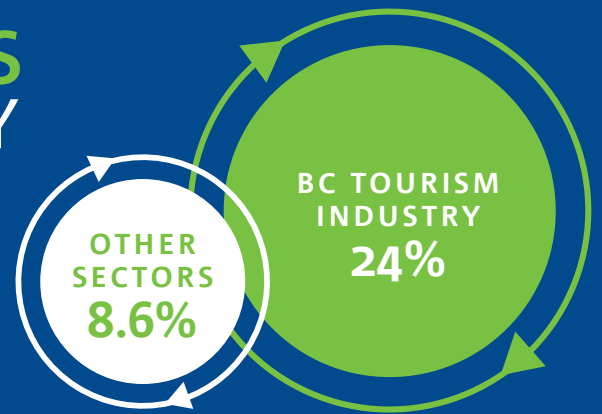


TURNOVER IN BC'S TOURISM INDUSTRY

The voluntary turnover* rate of BC's Tourism Industry is 24% vs. 8.6% for other sectors in BC

*Voluntary turnover: The percentage of people who quit their job



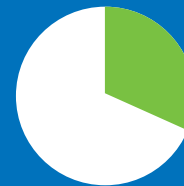
VOLUNTARY TURNOVER RATES



FULL-TIME
17%



SEASONAL
37%



PART-TIME
32%

VOLUNTARY TURNOVER RATES BY TOURISM SECTORS*



13%
TRAVEL
SERVICES



ACCOMMODATION
19%



24%
FOOD &
BEVERAGE



RECREATION &
ENTERTAINMENT
26%



*Note: Based on national data

TURNOVER LIKELIHOOD

Part-time employees are almost twice as likely to quit their job than full-time employees

while seasonal employees are more than twice as likely to quit, before the end of the season, than full-time employees



TOP VOLUNTARY TURNOVER REASONS



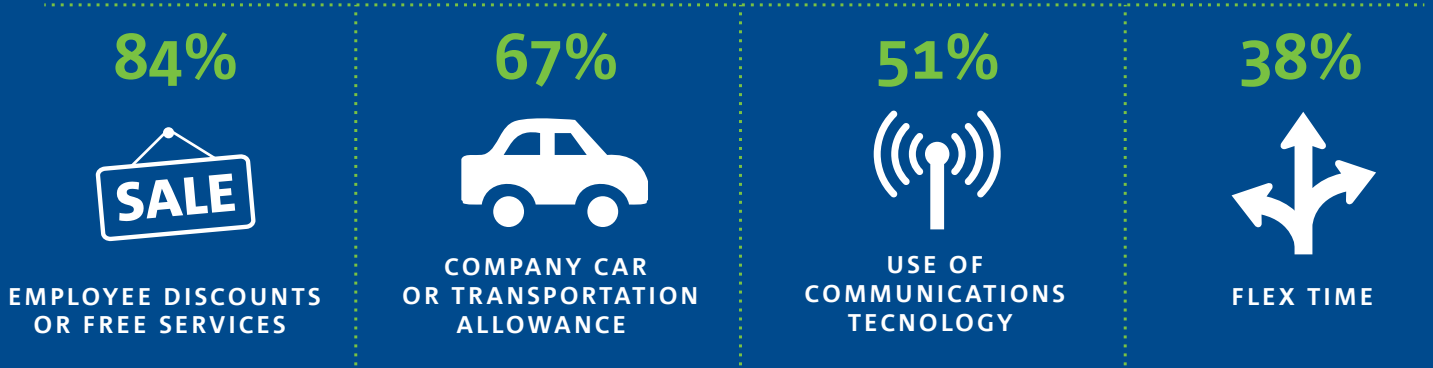
COST OF TURNOVER

The potential cost to replace an employee



IDEAS TO REDUCE TURNOVER

Top 4 perquisites and incentives offered to staff



Top 4 reasons why employees like working in tourism

