

Whistler[•]
Chamber

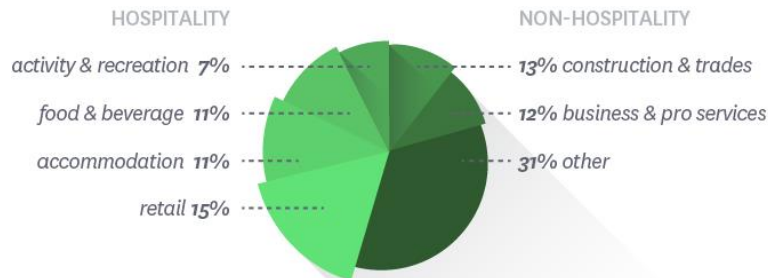


making business *easy.*

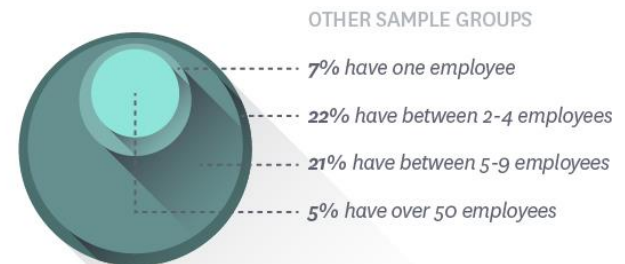
we are a membership organization. our members are our #1 stakeholder.

3 membership clusters to keep top of mind: 34% of our members operate in the village, 17% in function junction and 6% in creekside.
membership & audiences

our biggest membership verticals:



71% of whistler's businesses have less than 20 employees:



Our role:

1. Stay relevant to businesses

- Benefits that lower overhead, deep training, events that give profile

2. Strive to be a valued & respected partner

- EPI, taskforce participation, hosting ministerial meetings

3. Act as a strong advocate

- lobbying all levels of government on community-wide issues

Relevance to business

*staying responsive to the
needs of the business
community*



Strong advocate speaking up on labour issues

Putting Canadians 1ST

& Supporting Access to Workers in Tight Labour Markets

Preamble

Canada boasts numerous destination mountain resorts that attract visitors from around the globe – and Whistler consistently ranks as one of the world's top ski destinations. The Whistler resort alone drives 22.5% of the tourism export revenue for the province and generates \$1.2 million in daily tax revenue for the federal, provincial and municipal government.

A tight labour market continues to challenge our ongoing viability and competitiveness as a tourist destination (the June unemployment rate for Mainland Southwest was 5.7% and Whistler was measured at 2% in 2013 by the Resort Municipality of Whistler's Community Life Tracking Survey). Industry reports project a 14,000-person labour deficit for tourism and hospitality positions in BC by 2020 (Labour Market Study by CIBC World Markets). The seasonal nature of the tourism economy (i.e. the ski industry), in particular at more remote locations – much like in agriculture – makes it very difficult to obtain, retain and talent. Along with Canadians, temporary foreign workers (TFWs) are a valued and vital piece of our labour force. Without these workers Whistler cannot deliver an exceptional customer experience.

Whistler Economy: A Tax Revenue Driver*



\$428M	ANNUAL TAX REVENUE (FEDERAL, PROVINCIAL & MUNICIPAL) GENERATED BY WHISTLER
\$1.3B	ANNUAL PROVINCIAL GDP GENERATED BY CONSUMER SPENDING IN WHISTLER
22.5%	WHISTLER'S PERCENTAGE OF THE TOURISM EXPORT REVENUE (785M) FOR THE PROVINCE

Temporary Foreign Workers: A Vital Part of the Whistler Workforce**

62%	PERCENTAGE OF WHISTLER CHAMBER MEMBERS SURVEYED THAT HIRED A TFW IN 2013-14
19%	PERCENTAGE OF WHISTLER CHAMBER MEMBERS SURVEYED THAT HAD OVER 10 TFWs IN THEIR BUSINESS
36%	PERCENTAGE OF WHISTLER CHAMBER MEMBERS SURVEYED THAT SAID TFWs MADE UP OVER 30% OF THEIR WORKFORCE

Whistler.ca/EPI, Economic Partnership Initiative report released October 2013

Whistler Chamber of Commerce – Temporary Foreign Workers Program Survey to members, June '14

The Ask

That the federal government consider allowances for destination mountain resorts across Canada where seasonal workers are essential to serving an international clientele and driving tourism.

We view the Temporary Foreign Worker Program as just one tool – but an essential one – in our kit to recruit workers as a limited and last resort.

Policy Considerations to Improve Access to Workers

WE RESPECTFULLY ASK THAT THE FEDERAL GOVERNMENT CONSIDER THE FOLLOWING FOR CANADIAN, DESTINATION MOUNTAIN RESORTS:

- Commit to working with industry to mitigate the impact the LMIA fee increase will have on the destination mountain resort sector
- Consider exemptions regarding the cap on low-wage workers in regions that require seasonal positions
- Track more specific regional unemployment rates to better reflect market labour conditions
- Ensure transition plans do not add unnecessary regulatory burden and costs to business

Valued & respected partner–

*World-class training
for the community*

The**Whistler**
Experience

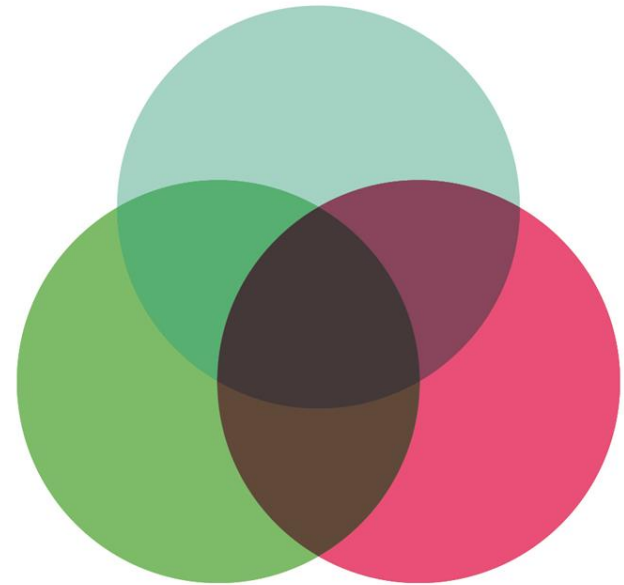


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The world looks different from here.

Whistler
Chamber



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Customer Service Training For An Entire City: Genius Or Insanity? Ask Whistler Village



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I write on customer service, customer experience and corporate culture

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Have you ever traveled somewhere, perhaps a tourist destination, and grumbled to yourself, “I wish *everyone* in this town would go through customer service training and brush up on their customer service skills, dammit!”?

Well, if your destination is Whistler, a Stepford-perfect town sited at the base of the stunning, snow-peaked mountains of British Columbia, they’ve beaten you to it.

Intending to transform their town into a service-perfect as well as picture-perfect destination, the Whistler Chamber of Commerce has partnered with the University of Victoria’s Gustavson School of Business to involve almost all of the businesses in a customer service improvement initiative called [The Whistler Experience](#).

According to Val Litwin, CEO of the Whistler Chamber of Commerce, 5,600 residents (in other words, more than 50% of the adult population of this town of 10,000) have gone through the training to date.







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