

# A MILLION REASONS TO SUPPORT HOTEL WORKERS



We have a vision for the hotel industry:  
A vision that is *better* for workers,  
*better* for our families,  
*better* for our communities.

**UNITE**  
**HERE!** CANADA

# Our vision will become a reality:

When hotel jobs are good jobs.

When the youth of our city have equal opportunity and training.

When not one child of a hotel worker has to live in poverty.

When hotel workers can retire in dignity.

When Toronto's economy, and the economies of every major North American hotel city are transformed by the entire sector's moving up into the middle class.

And, when all hotel workers who want to join the union and our movement for a better future are free to do so, unhindered by their corporate hotel employers.



## What impact will that have on hotel workers, our families and our communities?

**T**he children of hotel workers will no longer live in poverty. Right now in Toronto 20% of children live in families that earn less than \$30,000 for a family of three. Many of those are our children.

**T**he youth of our community are out of good jobs. When hotel jobs and hospitality jobs become good jobs – then our young adults will have hope. When the Union and our allies work with the industry and civic leaders to make sure there is equal opportunity and training, then our youth will have access to good jobs.

**W**hen hotel workers retire they deserve to do so with dignity and security. Most have toiled their full adult lives in the hospitality industry bringing warmth and comfort to thousands and thousands – and making millions for their employers. Yet so many retire into poverty. Hotel workers can no longer be undervalued and underpaid.



# The hotel industry must change to meet workers' needs

To make ends meet,  
hotel workers have made  
countless sacrifices:

*Working two or three jobs at a time*, or moving from job to job, just to survive.

Over the years, the *wear and tear on hotel workers' bodies*—lifting, cleaning, scrubbing, carrying, bed-making, serving, cooking—slowly takes its toll and too many become *injured and disabled before their time*.

*Saving a little at a time*—to pay for children's school, to send home to families in their countries of origin, to find adequate housing.

*Tightening their belts*, suffering through the uncertainty and hardship of 9-11 and SARS.



Coming to Canada and to Toronto, to create a better life for themselves and their families, hotel workers know what change is. In order to move ahead, they've made sacrifices. But they remain undervalued.

Now is the time for the hotel industry to change, and to reward their hard work. Now is the time for standards to improve dramatically. With ownership that is consolidating and hotel brands that are becoming global, the hotel workers which make this industry so profitable deserve their fair share.

## We call this vision of the future the **High Road Vision**

This vision for a better future means hotel workers will share in the growing prosperity of this important, key sector of our economy. It means extending the opportunity to move up with us to all workers in the hotel industry, so that rising union standards become all hotel workers' standards.

Joining with hotel workers across Toronto, Canada, North America and the world, in a movement of hotel workers, we will achieve our rising standards.

# We invite you to join with us...

## The High Road Partnership

**W**e invite other unions to become our partners on this High Road, because all union members aspire to a decent standard of living. We have an historic opportunity to move an entire industry, a key sector of our economy upward.

**W**e invite our communities, our religious leaders, our political leaders to join with us on the High Road. We want them to see that when immigrant workers and their families rise up, then the communities in which we live, and shop and worship, and pay taxes, become better places in which to live. When hotel workers win, then Toronto's communities win.

**W**e invite civic and business leaders to endorse our High Road Vision. Toronto is transforming itself to capture world travel, global tourism, major cultural events, and mega-conventions. A world-class destination can't afford second-class treatment of its workers. It demands a middle class standard for hotel workers in order to provide the service needed to make Toronto's tourism industry work.

**A**nd finally we invite the hotel industry itself to become Partners with us on the High Road. Whether an owner is a small entrepreneur or a giant real estate investment fund; whether the operator is a local independent or a global hotel chain – the owners and operators of Toronto's hotels have a choice to make:



- To partner with their workers.
- To recognize that all can gain by taking the High Road including themselves.
- Not to stand in the way of any worker (union or non-union) that has these aspirations and dreams.
- To choose co-operation and problem-solving, not confrontation and resistance when facing hotel workers and their allies who wish to take the High Road.