

askkate.ca

# Seeing the Whole Picture

A Guide to Total Compensation  
in Alberta's Tourism Industry

*For employers and employees who want clearer,  
more confident conversations about pay, benefits, and career value.*



# What Is Total Compensation?

askkate.ca



## More than an hourly rate

Total compensation includes wages, tips, benefits, perks, scheduling, training, and career opportunities.



## Why it matters for employees

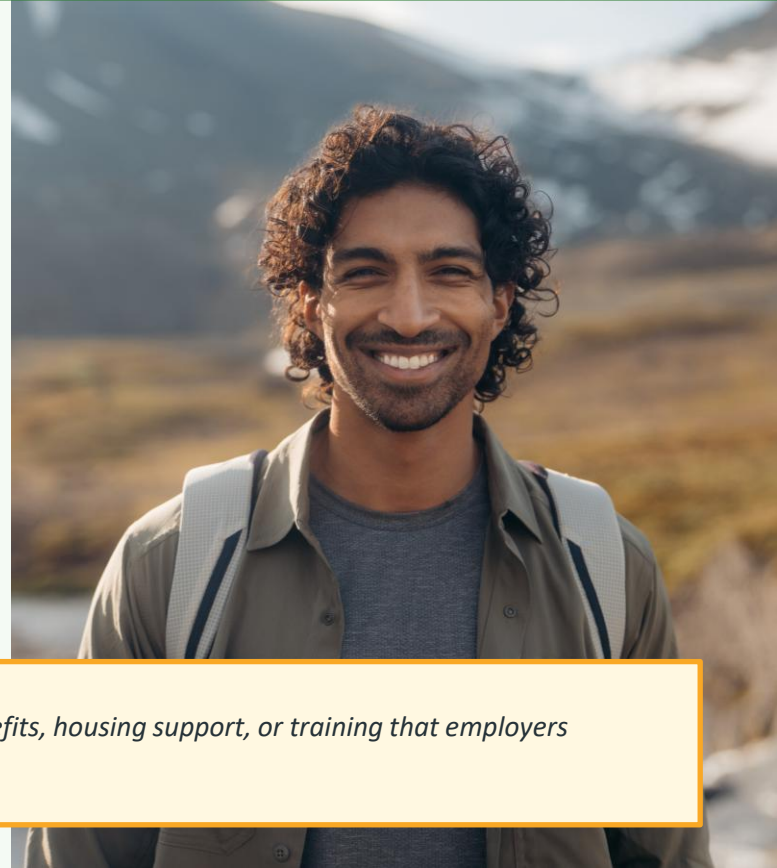
Understand the full value of your job, compare offers fairly, and plan your finances and career.



## Why it matters for employers

Make your roles more attractive, support retention, and show staff you invest in them—even when margins are tight.

*It's easy to focus only on the posted hourly wage, but that can hide the value of benefits, housing support, or training that employers already provide.*



# Anatomy of a Total Compensation Statement

askkate.ca



## Cash Compensation

Base wage, overtime & shift premiums



## Tips & Perks

Tips, gratuities & non-cash perks like ski passes or meals



## Benefits & Insurance

Health, dental, vision & life insurance



## Training & Development

Micro-credentials, certifications & on-the-job learning




## Time Off & Scheduling

Vacation, sick days & predictable shift patterns



## Recognition & Culture

Awards, mentorship & career pathway support

 Example: A line cook earning \$20/hr with benefits, a ski pass & predictable scheduling may be worth more than a \$22/hr job with no benefits and unpredictable shifts.

# How Employers Can Use This Tool

askkate.ca




- ✔ Use the statement once per year (or season) during check-ins or performance conversations.
- ✔ Be honest about what you can and cannot offer — don't inflate numbers to look better.
- ✔ Use plain language so first-time workers, youth, and newcomers can understand the document.
- ✔ Pair with financial literacy supports like the Total Compensation Template or Ask Kate resources.
- ✔ When margins are tight, highlight non-wage investments: scheduling predictability, recognition, and training.

“

*Manager script: “I know it's easy to focus only on your hourly rate. This statement shows everything that's part of your role here — from tips and benefits to training and perks — so you can see the bigger picture and ask any questions you have.”*

# How Employees Can Use This Tool

- 1 Treat the statement as a starting point for questions, not a final verdict.
- 2 Ask for clarification on any line you don't understand (benefits, deductions, taxable vs. non-taxable perks).
- 3 Use it to compare roles across employers based on the full package — not just the wage.
- 4 Consider how training, micro-credentials, and progression support your long-term career.
- 5 If something feels missing (e.g. childcare or housing support), ask if it can be added in future versions.

 *“Can you walk me through how you estimated the value of my benefits and perks?”*



# Using Ask Kate & Other Supports

askkate.ca

## For Employers

- Explaining specific benefit types in plain language
- Drafting internal FAQ or talking points for staff
- Aligning statements with Alberta employment standards and tax rules

## For Employees

- Reading and understanding your pay stub
- Understanding your benefits eligibility
- Comparing job offers across employers

Visit [askkate.ca](https://askkate.ca) for step-by-step guidance on implementing total compensation statements, improving your compensation culture, and having better conversations with your team.