

Federal Tourism Strategy Announced at Hopewell Rocks

(Fredericton) On a cool, clear beautiful New Brunswick day, a day that couldn't have been more perfect to show NB's natural beauty or to talk about tourism, government officials and industry representatives came together at the iconic Hopewell Rocks to announce a new initiative from the Federal Government. The Federal Tourism Strategy will create a new awareness and commitment to the tourism sector from coast to coast to coast.

"This is excellent news." Says Joanne Bérubé Gagné, President of the Tourism Industry Association of NB (TIANB) "For years we have been hearing what seems like an unending stream of bad news about the economy and jobs. With this announcement, there is good news for those looking for work. It is a recognition that the tourism sector is positioned to create jobs, to continue to have a positive impact on regional, provincial and national economies and to support what we at TIANB have been actively working on for years. That is the development of experiential tourism and the development of an exceptional workforce. The Federal Tourism Strategy will support our work and to move our sector forward and that is a good news story." Continued Bérubé Gagné

The Federal Tourism Strategy was developed with close consultation with the industry and developed for the industry. The Strategy will work with all levels of government to encourage the sector to become more competitive, encourage investment and to attract more visitors. The Strategy will build on the work the Federal government has done to increase visitors to Canada but continuing to make it easier for visitors to enter Canada, by continuing investments in key tourism attractions and events and to market Canada as a destination of choice in a highly competitive global market.

"We see the development and release of the Federal Tourism Strategy as a very important announcement," said Tourism and Parks minister Trevor Holder. "The strategy recognizes the economic development potential of tourism and will help our businesses create more jobs in the industry and increase visitation to our great province and country."

The Federal Tourism Strategy underlines the programs offered by TIANB with their workforce development initiatives through training programs, networking opportunities and close partnership with the Provincial government to further strengthen a sector that creates over one billion dollars in economic activity for New Brunswick and employs over 35,000 people in the province.

The Tourism Industry Association of New Brunswick acts as the provincial tourism and hospitality organization of the province, existing to fulfill the needs of its membership, in cooperation with both private and public sector partners. As a representative and industry driven organization, the Association provides leadership and direction, aiming towards making tourism and hospitality the leading and most viably sustainable industry in New Brunswick.

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