

### **National Tourism Week, June 6 to 12**

(Fredericton) The Tourism Industry Association of NB (TIANB) along with industry partners and tourism associations across Canada are celebrating National Tourism Week. Recent numbers from the Tourism Industry Association of Canada (TIAC) creates a pretty clear picture of the size and impact the tourism industry has on the Canadian economy. In Canada, 649,900 jobs were attributable to tourism spending in 2009. More than 1.6 million Canadians hold a job in the tourism sector, in NB that number is over 35,000. In Canada, over 14 billion dollars in currency exchange making tourism a huge export business with new money coming into the country. In NB, approximately 1 billion dollars of economic activity is attributable to the tourism sector. From Newfoundland to BC and all points in between, tourism is one of the fastest growing sectors in Canada and globally.

Canada has lost ground over the past few years. While having the number one brand in the world, we have seen our position drop to 15<sup>th</sup> for foreign arrivals. Between 2002 and 2008, almost all countries posted international tourist arrivals gains, except Canada. TIAC cites taxes and visas are prohibitive when it comes to airline travel with airport fees being higher than many countries (Canada ranks 106<sup>th</sup> for cost of aviation cost structure) with over 2 million Canadians choosing to use US airports.

“There are many issues that face the tourism sector here in NB and on a national scale. Said Réal Robichaud, Executive Director of TIANB and board member for TIAC. We are very optimistic about the future of tourism in NB, but the governments, all levels, need to make sure they are investing in our future. If you have a business sector that is showing the kind of growth we are in the tourism sector, you need to nurture that growth. You need to listen to the people who are out there every day making tourism the powerhouse it has become.” Continued Robichaud.

*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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**For more information:**

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