

Speech from the Throne Promising

(Fredericton) The speech from the Throne has set an ambitious tone for the new government. The Tourism Industry Association of NB (TIANB) having carefully reviewed the text of the speech is supportive of the initiatives outlined by our new government.

“There are some great ideas, initiatives and policies in this speech.” says Joanne Bérubé-Gagné, President of TIANB. “It’s very positive for our industry to be recognized for what we are, a major economic sector that is responsible for considerable wealth and job creation in this province.” continued Bérubé-Gagné. “TIANB, as the voice for the tourism industry in NB, is heartened by items such as the tax breaks for businesses, a focus on job creation (which tourism does), continued emphasis on training (something that TIANB does every day), the noted support for Tourism and Parks and their marketing strategy (TIANB is part of that development committee), the recognition of the digital nature of marketing and if that were combined with their other initiative towards innovation then we feel it can become a profitable action item, the recognition of the natural wealth of our province; all outline a government that is focusing on the future.” Says Bérubé-Gagné

The many mentions in the Throne Speech regarding engaging more with the people and businesses of NB is something that TIANB hopes is also delivered upon. TIANB believes it can play a significant role in facilitating that ongoing conversation. Since 1983, TIANB has been advocating for investments in the tourism sector through tax cuts, marketing investment, training partnerships and business support for the 3400 businesses in the sector. TIANB has worked on these issues with governments over the years and is always encouraged when a new government takes up the challenges of governing but notes that the work doesn’t end there. It is a constant challenge to make sure that tourism and its strength as a wealth generator is kept front of mind.

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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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