

## **The Action Plan for Self-Sufficiency in Northern New Brunswick well received by the Tourism Industry**

**Fredericton, January 25, 2010** — The Tourism Industry Association of New Brunswick (TIANB) is content with the Action Plan presented in Bas-Caraquet on the weekend to create an environment that will enable northern New Brunswick industry to grow and create 2,700 permanent jobs during the next three years.

The overall goal to target new markets and use new approaches to grow our tourism and cultural sectors pleases Joanne Bérubé-Gagné, president of TIANB. “We are grateful that our Government acknowledges tourism as an important economic generator for northern New Brunswick. Although the region has countless natural assets and a strong base of strategic infrastructure, many northern communities do not have sufficient tourism product to attract or retain visitors. It’s very positive to see that a focus on community development and enhancement will be put forward by our political leaders.”

Tourism objectives featured in the Action Plan include enhancing the visitor experience by making investments in key iconic tourist infrastructure and by offering new products in new markets, improving operator efficiencies and increasing stakeholder partnerships and collaboration. Anticipated outcomes are a 10 per cent increase in tourism to the region, increased number of tourism products and operators, and expanded seasonal tourism, particularly in fall and winter seasons.

The small business loan program with the credit unions and caisses populaires to facilitate more local decision-making in funding business development projects is also positively received by the tourism industry. “Many tourism businesses are small operations, and this program should help improve their overall success. We are anxious to see concrete actions, but this plan is definitely a step in the right direction.”, said Bérubé-Gagné.

*The Tourism Industry Association of New Brunswick is committed to be a representative, industry driven organization which provides leadership and direction, making tourism and hospitality the leading and most viably sustainable industry in New Brunswick.*

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