

## Federal Budget holds Good News for Tourism

**Fredericton, January 28<sup>th</sup>, 2009** — The Tourism Industry Association of New Brunswick (TIANB) is pleased with the increased funds for the tourism industry in Canada announced in Tuesday's Federal Budget.

"We congratulate the Conservatives for bringing forth a budget that reflects the importance of the tourism industry to this country. I believe it's the first time Tourism has been named as a specific and stand-alone industry in the budget." states Joanne Bérubé-Gagné, TIANB President.

Highlights of the 2009 Budget include:

- \$40 million over 2 years to the Canadian Tourism Commission including \$20 million for domestic advertising and \$20 million for new activities in international markets;
- \$100 million over 2 years for marquee festivals and events;
- \$75 million over 2 years to Parks Canada for visitor facilities such as campgrounds and visitor centres;
- \$75 million to Parks Canada for national historic sites;
- \$24 million over 2 years, beginning in 2011, for the cruise ship industry;
- \$12 billion worth of infrastructure projects across Canada.

The global tourism industry is extremely competitive; more and more countries invite tourists to visit them with aggressive advertisement and promos. The new investments announced will allow us to remain competitive while providing the support required in light of the recent economic downturn. The injection of new funds makes it clear that the Federal Government acknowledges the importance of tourism in our global economy and its role as a job generator.

*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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