



PRESS RELEASE
For immediate release

Tourism Week, a time to acknowledge a very important economic contributor to NB

Fredericton, June 1st, 2009 — June 1st to 7th, 2009 is Tourism Week in Canada, a great opportunity for all Canadians to celebrate the important contributions that Canada's \$74.9 Billion tourism sector makes to our economy and our communities.

Coordinated by the Tourism Industry Association of Canada around the theme "*Tourism Matters!*", Tourism Week is the national celebration that highlights the economic and social benefits of this multifaceted industry, and provides a focal point for activities and events planned across the country by businesses, provincial, territorial and regional tourism industry associations, destination marketing organizations and others.

Tourism keeps 1.66 million Canadians working, supports economic and community development, and generates over more than \$20 billion in tax revenues for all levels of government—money that pays for a range of important programs like health care and education.

Here in New Brunswick, the tourism sector brings in almost \$1 billion in tourism expenditures each year. This represents 3.2 per cent of the provincial GDP; more than the fisheries, forestry and agriculture industries combined, and it provides full and part-time employment to more than 33,700 people each year.

The Tourism Industry Association of New Brunswick's (TIANB) President, Joanne Bérubé-Gagné, highlights tourism's contribution to our province. "New Brunswick's tourism industry makes immense contributions to our province at various levels. For every \$1.00 invested in tourism marketing, up to \$27 comes back to our economy, it's huge! In a nutshell, tourism not only provides jobs and generates revenue, it also enhances our overall quality of life."

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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