

The Tourism Industry Welcomes Provincial Budget Favourably

Fredericton, March 19th, 2009 — Upon initial assessment, the Tourism Industry Association of New Brunswick (TIANB) believes that in the face of difficult external circumstances, the Budget presented this week by Finance Minister Victor Boudreau is overall rather positive.

Joanne Bérubé-Gagné, TIANB President, explains: “Of course we sympathize with the civil servants who are faced with numerous cuts; we also sympathize with industry members who will have to pay more for various permits and licenses or do without students during the summer months, in particular those smaller operators who rely on student employment. This will have an impact on many festivals and events that decorate the social calendars of towns throughout the province. But in general terms, we see this Budget as a positive one for the tourism operators and partners across the province.”

Although the Budget contains a reduction in the Tourism and Parks Marketing budget of approximately \$700,000 as well as a reduction of winter services at Mactaquac Provincial Park, it also contains a number of initiatives that directly and indirectly benefit small businesses, a category in which most tourism operators belong. Among these are:

- Capital investments totalling \$1.2 billion for infrastructure and support for business to help to stimulate, grow and diversify our economy;
- \$143.5 million in tax savings for New Brunswick residents and businesses in 2009-10 alone, growing to \$380.2 million by 2012-13;
- The small business limit that will be increased to \$500,000 from \$400,000.

The tourism industry welcomes the cut in corporate tax and the support the Province is giving to small businesses, which is where job creation comes from.

“Despite the reduction of general marketing dollars, the marketing budget for the Department of Tourism and Parks is still more than \$2 million over the previous government’s investment, and we see this very positively”, said Bérubé-Gagné.

TIANB also favourably welcomes a one-time funding of \$1.1 million as an investment in New Brunswick’s participation in the Atlantic House Pavilion at the 2010 Olympics. This funding is an example of support for specific marketing objectives.

The overall budget for the department of Tourism and Parks has grown from \$26.6 million to \$31.8 million, and the Capital Budget has grown from \$500,000 to \$10 million in the last two years.

TIANB is pleased to see that our Government recognizes the impact of a strong tourism sector on our economy, and applauds its commitment to continuing to grow this sector.

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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