



PRESS RELEASE
For immediate release

The Most Significant Tourism Industry Gathering of the Year Happening this Week

Fredericton, May 19th, 2009 — On May 20, 21 and 22, 2009, tourism operators and stakeholders from all over New Brunswick will converge on the Carrefour de la mer in Caraquet to take part in an exclusive tourism industry gathering. The event organized by the Tourism Industry Association of New Brunswick (TIANB) will feature internationally known speakers and facilitators who will help provincial stakeholders design new tools and methodology to further develop tourism products and marketing approaches that will enhance the status of tourism as a consistently sustainable industry in New Brunswick. The conference theme ***Looking Ahead*** reflects our quest for innovative ways to ensure our long term strength and competitiveness.

For the first time in TIANB's history, the event is sold out! Industry members are exuding a very positive and proactive energy that should result in a profitable season for everyone despite the current economic climate.

These three days of education, challenge and inspiration will lay the foundation for the upcoming prosperous 2009 tourism season.

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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