



Your Prosperity is Our Business  
Votre prospérité est notre affaire

For immediate release  
PRESS RELEASE

## Celebrating an industry in motion

(Moncton) November 20, 2019 - According to the UNWTO, tourism is the world's 5th fastest growing industry, with one billion international travellers, \$1.53 trillion in global revenues and 5% growth globally per year. New Brunswick is competing head-on with thousands of exotic destinations worldwide, and it is taking its share of the market.

Just last week, the Province announced a 6% increase in visitation compared to 2018 and is hoping to see more international and interprovincial visitors as well as more staycations.

"We have so much to celebrate here in New Brunswick. We are seeing more and more interest for our province but also the creation of unique attractions, events and destinations by amazing entrepreneurs that truly love this province," said Carol Alderdice, President and CEO of the Tourism Industry Association of New Brunswick (TIANB).

TIANB wishes to celebrate the industry's wins but also address the multiple challenges that are preventing tourism and hospitality businesses from reaching their full potential.

"We are addressing the big challenges, like labour force, but we are also hoping to tool the operators on the smaller day-to-day challenges that are yet time-consuming for busy operators, such as signage, understanding the laws for liquor and cannabis, HR best practices, tourism accommodation levy and so much more, " adds Alderdice.

For the past year, TIANB has been working on New Brunswick Tourism Workforce Development Plan and will officially be launching their plan during this summit. The development of the plan has been elaborated in conjunction with the industry to address their needs and challenges. The plan has been developed by Jupia

Consultants Inc, Mellor Murray Consulting and Viminio Research with the support of a provincial steering committee made up of the industry, education and government representatives.

“The industry, like many in New Brunswick, is in a labour shortage crisis. We have asked New Brunswick operators and they have responded. We have conducted two labour force summits reaching more than 120 industry people, 240 operators responded to our survey, about 100 youth responded to help us gain insight on their views of the industry as a career choice, we did interviews with stakeholders, and gathered data from North America and beyond. And it’s on this great response from the industry that we were able to weave a solid plan with concrete actions and deliverables for the next three years,” said David Campbell, President at Jupia Consultants Inc.

The Tourism Industry Summit will be taking place on November 27 - 28 in Moncton. TIANB will also be holding their prestigious Award Gala on the evening of November 28.

-30-

#### About the Tourism Industry Association of New Brunswick

The tourism industry in New Brunswick supports over 42,000 employees and represents close to 9% of the province’s labour force. Visitors spend roughly \$1.3 billion dollars in New Brunswick. Tourism contributes more than \$520 million annually to the provincial GDP. The tourism share of provincial GDP ranks with the combined share of agriculture, forestry and fishery in New Brunswick’s economy.

**For interviews, contact:**

Natacha Dugas

Representing TIANB

506-232-4571

[natacha@wevrr.com](mailto:natacha@wevrr.com)