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News Release

For Immediate Release

Media Contact: Shelley Munn
506-458-5646

shelley@tianb.com

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GOVERNMENT IGNORES TOURISM INDUSTRY'S OFFER TO HELP

Fredericton, NB: The New Brunswick government continues to ignore the Tourism Industry after the Chair of TIANB, Dan Myers said, "The provincial government's lack of understanding for our industry and complete disregard hurts not only us but all New Brunswickers' with a potential loss of economic activity." The frustration of tourism businesses faced with a non-competitive environment is mounting in light of the government's inaction to legislate a Destination Marketing Fund (DMF).

Myers feels that the government's announcement is particularly concerning for industry. A DMF would generate millions of dollars that would be used to enhance marketing efforts and ensure that New Brunswick is positioned to compete fairly and dominate in key strategic markets. "As the Chair of the Board of Directors of TIANB, I can't understand how our government can be so short-sighted in this initiative," said Myers.

The tourism industry is the third largest service industry in the province. Taxpayers benefit from the tourism economy, from the tax dollars generated by businesses prospering with visitors in their region, to job creation and regional growth. "I am very disappointed that I have not had any response from government following our press release or my letter to the Premier requesting a meeting on this file and the resignation of John B. Ames, Minister of Tourism Heritage and Culture."

If the government goes ahead with its plan to not legislate a DMF, New Brunswick will remain one of the very few in North America and even the world that does not have a DMF to promote its local tourism. Businesses work hard to compete and so do tourism operators to attract tourists to come and stay in New Brunswick. The levy would be an instrumental tool used to keep tourists here rather than having them drive through our province. "New Brunswick is struggling and this would have been an investment of largely outside money that we could use to grow and promote our Tourism Industry," said Myers.

Tourism Marketing expenditures are an investment with substantial economic returns that have a direct impact on business and government revenues and creating jobs in New Brunswick. Tourism contributes more than \$520 million annually to the provincial GDP. Additionally, it supports over 42,000 employees. "All businesses grow with tourism - from visitors utilizing gas stations as they travel our beautiful province, to local stores where visitors purchase supplies and souvenirs, as well as restaurants where visitors enjoy the taste of New Brunswick," said Myers

By the end of March 2019, New Brunswick will have amassed a \$14.4 billion deficit. We have significant challenges in New Brunswick: a stagnant economy and population with rising cost and decreasing revenues. “This potential investment would generate even more visitation and grow our economy and in turn reduce our ever growing deficit. Industry is prepared to help our faulting government but they refuse to accept any assistance from us. So many in New Brunswick are already struggling to make ends meet. The last thing we need is to continue with under-performance and neglect opportunities to strengthen our top industries and grow our provincial economy” continued Myers.

The situation has angered municipal leaders and tourism operators alike. The government is resisting the Tourism Industry’s call for legislation to implement a DMF in New Brunswick in order to support tourism export and assist operators in growing their markets. The Government’s attitude and short-sightedness is no help to the tourism industry and its many entrepreneurs and workers.