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News Release

For Immediate Release

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NEW BRUNSWICK'S GOVERNMENT TAKES CONTROL – AS IT PULLS THE CARPET FROM UNDER THE TOURISM INDUSTRY

Fredericton, NB: Premier Brian Gallant has yet to acknowledge the request to meet with representatives of the Tourism Industry following two separate letters: one dating back to March 28, 2018, prior to the government's announcement to not introduce enabling legislation to support the implementation of a tourism marketing fund and a second letter on April 09, 2018 following the announcement.

The Tourism Industry Association of New Brunswick (TIANB), Tourism Industry's voice, has publicly asked for the resignation of the Minister of Tourism, Heritage, and Culture. The Premier and the Minister are giving no explanation for the government's decision nor acknowledging TIANB's request for a meeting.

"TIANB believes that the first step to prosperity is ensuring the right conditions are in place to promote growth in all areas in the New Brunswick economy," stated Dan Myers, TIANB's Chair of the Board of Directors. "We also believe that the Tourism Industry has significant untapped potential. To realize this potential, the Tourism Industry is calling for the enactment of an enabling legislation that would give authority to collect a levy on the purchase price of accommodation," continued Myers.

A legislated DMF is considered a way of removing obstacles linked to marketing and the ability to compete on an equal footing with other peer jurisdictions like NS, PEI, and Maine who already enjoy the benefits of a DMF, and it is strongly felt that New Brunswick should do the same.

The industry's proposed DMF would provide support for local tourism promotion on a predictable basis; it's transparent in providing local decision-making, control, and accountability; and provides incremental funding towards marketing to draw in more tourists. The frustration amongst industry operators is mounting as the government's lack of responsiveness is viewed as incomprehensible in light of what's at stake and the importance of tourism in New Brunswick.

"We elect people to represent our interests, our taxes pay the wages of our elected representatives and for no other reason, paying taxes gives us the right to know not just about the decisions made in relations to our industry, but also the processes that led to those decisions. In exchange for taxes paid, we are asking for greater transparency and accountability on private sector matters and that the government act in a collaborative way and take action to support, incentivize, and partner with our industry," stated Myers.