



April 19, 2018

Hon. John Ames  
Minister of Tourism, Heritage and Culture  
Government of New Brunswick  
Marysville Place  
P.O. Box 6000  
Fredericton, NB  
E3B 5H1

Dear Minister Ames,

I write to you today on behalf of the 750 members of the Greater Moncton Chamber of Commerce, the independent voice of business in Greater Moncton for more than 126 years.

On Oct. 24, 2017, we wrote a letter of support to the Tourism Industry Association of New Brunswick (TIANB) for their initiative to have government introduce enabling legislation to allow for creation of a Destination Marketing Fund levy in our municipalities. We continue to believe a legislated destination marketing fund levy will standardize what is now a patchwork quilt of hospitality levies in place across New Brunswick.

We were both surprised and disappointed by your government's decision announced on April 6 not to proceed with this legislation. Even more disappointing was the lack of any justification or explanation for your refusal to heed the call by the province's hospitality sector and wider business community to enact the legislation.

We believe your refusal to entertain this widely-accepted market fund levy runs counter to your own government's stated goal of increasing visitor spending in New Brunswick from \$1.3 billion to \$2 billion by 2025.

As you know, tourism is a highly competitive sector. New Brunswick's regions need every tool available to help them market their attractions, to lure visitors to the province and do their part to help achieve the province's lofty tourism spending goal. With returns estimated at more than \$3 per dollar spent on marketing, the money that would be collected through the DMF levy would be put to good use – an investment providing a quantifiable return.

Your decision not to enact legislation puts New Brunswick, its regions and many tourism operators at a competitive disadvantage to the many other jurisdictions across Canada and the U.S. who have been using the levy for years to create a fund to increase marketing of their regions.

The members of the Greater Moncton Chamber of Commerce strongly urge you to reconsider this decision, to heed the call of business to level the playing field, and allow us to do our part in each region to better promote the tourism sector.

We are calling on your government to provide the rationale behind your decision, including any economic impact study carried out to justify it. This is not an unreasonable ask by the tourism sector and regions – it is simply an attempt to do their part to help grow our tourism industry. This should have been an easy ‘Yes’ decision by government.

We remain available to meet with your department at any time to further discuss our position.

Sincerely,

A handwritten signature in blue ink that reads "John Wishart". The signature is fluid and cursive, with the first name being more prominent.

John Wishart  
Chief Executive Officer  
Greater Moncton Chamber of Commerce

cc: Hon. Brian Gallant, Premier of New Brunswick  
cc: Dan Myers, Chair, Tourism Industry Association of New Brunswick  
cc: Ron Drisdelle, President and CEO, Tourism Industry Association of New Brunswick  
cc: Sheri Somerville, CEO, Atlantic Chamber of Commerce  
cc: Gerald Normandeau, Greater Moncton Hotel Association  
cc: Raymond Roberge, NB Hotel Association  
cc: Ron Toogood, Coastal Inns/Friendship Inns Ltd.