



April 23, 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 members of the Saint John Region Chamber of Commerce, the independent voice of business in the Saint John region for almost 200 years.

We have supported Tourism Industry Association of New Brunswick (TIANB) in their initiative to have government introduce enabling legislation to allow for the 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 surprised by your government's decision announced on not to proceed with this legislation and entertain this widely-accepted market fund levy. I believe this 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.

This decision 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 Saint John Region 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 remain available to meet with your department at any time to further discuss our position.

Sincerely,  
David Duplisea

Chief Executive Officer  
Saint John Region Chamber of Commerce