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## News Release

For Immediate Release

Media Contact: Shelley Munn

506-458-5646

[shelley@tianb.com](mailto:shelley@tianb.com)

May 9, 2018

# TIANB signs MOU with Tourism HR Canada to address NB's Workforce Shortage

**FREDERICTON (TIANB)** – The Tourism Industry Association of New Brunswick (TIANB) has signed a Memorandum of Understanding (MOU) with Tourism HR Canada (THRC) to establish a collaborative working relationship that aims to develop and implement strategies to address labour market needs affecting New Brunswick's tourism industry.

This agreement between THRC and TIANB recognizes that both organizations have a mutual vested interest that is consistent with the respective mandates, founded on the principle that tourism's ability to grow and compete is dependent on its ability to attract and retain qualified workers.

This MOU is intended to enhance and strengthen the existing partnership and communication between TIANB and THRC for a solid, long-term commitment to work towards achieving common goals that will help create a more resilient and inclusive labour market. Both organizations will collaborate on strategic goals to develop and implement targeted labour force initiatives to support the interest of New Brunswickers' tourism industry.

"This partnership comes at the perfect time, as our Board of Directors has identified and made a top priority for 2018 addressing the impending labour force shortfall facing the tourism sector here in New Brunswick," says President and CEO Ronald Drisdelle. "If nothing is done to increase the supply of labour, the shortfall in revenues for the tourism sector is estimated at \$27.4 billion by 2035 and 240,000 jobs will go unfilled."

"For more than two decades, THRC has been fortunate to count TIANB as a Board member and New Brunswick's certifying body for Emerit national certification. Over that same period, we have worked collaboratively with TIANB on a number of initiatives that serve tourism and hospitality workers in the province, and look forward to continuing this strategic alliance with TIANB to address labour force opportunities with this more formal agreement in place," states Tourism HR Canada President Philip Mondor.

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

TIANB is the leading advocate for tourism issues in the province of New Brunswick. As a representative and industry driven organization, the Association provides leadership and direction, working with partners and stakeholders at the Provincial, Atlantic and National levels to ensure the continued success of a competitive, progressive and sustainable business environment, fostering health and sustained growth to the New Brunswick tourism industry.

### **About Tourism HR Canada**

Tourism HR Canada is a pan-Canadian organization with a mandate aimed at 'building a world-leading tourism workforce'. Tourism HR Canada facilitates, coordinates and enables human resource development activities which support a globally competitive and sustainable industry and foster the development of a dynamic and resilient workforce.