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## News Release

**For Immediate Release**

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### **TIANB ANNOUNCES NEW ASSOCIATION**

**Fredericton, NB:** The Tourism Industry Association of New Brunswick (TIANB) announces the formation of the New Brunswick Hotel Association (NBHA). Under the umbrella of NBHA the three existing hotel associations, Saint John, Moncton, and Fredericton will merge to create one united voice for the hotel and motel sector in the province. Plans to encourage the inclusion of all municipalities and regions will be implemented shortly.

As the voice of Tourism in New Brunswick, TIANB has led the efforts toward the establishment of the NBHA. Together, both associations will collaborate to strengthen further the growth and the progress of tourism in New Brunswick. “As Chair of the TIANB Board of Directors and General Manager of the Crowne Plaza Fredericton, I can readily appreciate the value that a hotel association would bring to New Brunswick,” said Dan Myers. “As I travel across Canada and the US on business and interact with my counterparts, I’m able to see the benefits. I think New Brunswick’s accommodation sector will benefit greatly from having its own association and I’m happy that TIANB was able to contribute towards this step forward,” continued Myers.

The primary objective of the NBHA will be to focus on the unique challenges faced by the hospitality sector in New Brunswick and to be the catalyst in the implementation of an enabling legislation of the Destination Marketing Fund (DMF). The funds collected through a DMF program 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. At the moment, New Brunswick is surrounded by provinces and states that have a DMF program. Such is the case for Nova Scotia, Prince Edward Island, and Maine. Tourism Marketing expenditures are investments with substantial economic returns that ultimately have a direct impact on business and government revenues and job creation. “Last year the government announced its tourism growth strategy which aims at increasing visitor spending to \$2 billion by 2025. In order to achieve this very ambitious goal, we all have to work together. This is our inspiration for requesting a meeting with the Premier and seeking further discussion on enabling legislation,” stated Ray Roberge, President of NBHA and General Manager of the Hotel Beauséjour in Moncton.

Tourism in New Brunswick is considered a major contributor to the province’s economic landscape. Visitors spend roughly 1.3 billion dollars annually in the province. Tourism is ranked the third largest service industry and therefore considered an important economic driver. Many support the idea that tourism has not exhausted its full potential. “There was a need to get the NBHA formed in order to

provide our sector with a voice. We look forward to growing the association and to the positive response of hoteliers,” said Roberge “We will be working closely with TIANB to create synergies together to strength tourism in New Brunswick,” continued Roberge.

In 2015 IBISWORLD reported there were 7979 Hotel and Motels in Canada of which they attribute 2.7% to New Brunswick. This would equate to approximately 215 hotel and motels in our province according to them.