

## News Release

For Immediate Release

Media Contact: Shelley Munn

506-458-5646

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

Date: February 5, 2019

### TIANB launches a new training program to help address the Labour Shortage

**FREDERICTON (TIANB)** – The Tourism Industry Association of New Brunswick (TIANB) in partnership with Tourism HR Canada (THRC) launches Skills Gain, a newly developed five-module training program. This tailored training program is designed to meet the specific training needs and challenges that are facing tourism businesses in New Brunswick.

TIANB's Skills Gain program was developed in an effort to build on recent findings of a Tourism Labour Market research study, that focused on essential skills and accessibility to training. Skills Gain provides a selection of training modules that are responsive to business needs and their employees while addressing the labour supply and demand issue that New Brunswick is currently faced with.

Each workshop will introduce participants to a focused set of short modules/workshops covering five main skill areas identified as essential by tourism employers creating a more resilient and inclusive Labour Market:

- Customer Service
- Professionalism
- Interpersonal Skills
- Communication
- Thinking Skills

"TIANB's mandate is to provide quality training programs in an effort to maintain a high level of quality services and encourage a new and vitally skilled workforce that continues to build on the success and prosperity of our industry", said Carol Alderdice, President and CEO of TIANB.

"It was a pleasure working with the TIANB team developing Skills Gain programming. Our confidence in the program is bolstered knowing that the specific training needs reflect those identified by New Brunswick's tourism operators. Skills Gain will provide the client (employee, student, etc.) with engaging learning content on the core skills and knowledge they need to perform as a professional in our sector" adds THRC Vice President, Product Innovation, Jon Kiely.

The tourism industry in New Brunswick supports over 42,000 employees and represents close to 9% of the province's labour force. Visitors spend roughly \$1.3 billion dollars in New Brunswick. Tourism contributes more than \$520 million annually to the provincial GDP. The tourism share of provincial GDP ranks with the combined share of agriculture, forestry and fishery in New Brunswick's economy