

Minister of Tourism,  
Official Languages  
and La Francophonie



Ministre du Tourisme,  
des Langues officielles  
et de la Francophonie

Dear Ms. Alderdice:

Thank you for your correspondence of October 11, 2018, conveying the Tourism Industry Association of New Brunswick's support for Festivals and Major Events Canada's 2019 budget submission.

I understand the importance of festivals and major events in showcasing Canada's cultural and artistic heritage, and I appreciate their role in generating economic benefits for the tourism sector across the country.

Building on Canada's existing tourism assets, the federal government is developing a national tourism strategy, the objective of which is the creation of opportunities and jobs for the middle class. The strategy will also work toward increasing tourism in Canada and harnessing the full economic potential of this sector. Working with my provincial, territorial, and municipal counterparts to promote Canadian tourism and strengthen our brand abroad for tourists will be important to the strategy's success.

I look forward to pursuing discussions with tourism sector leaders like you, as the government strives to achieve its objective of ensuring that Canada remains a top-of-mind destination for international travellers.

Once again, thank you for writing, and please accept my best wishes.

Sincerely,

A handwritten signature in blue ink, appearing to read 'M. Joly'.

The Honourable Mélanie Joly, P.C., M.P.

Canada