



TIANB announces new Chair of the Board of Directors

FOR IMMEDIATE RELEASE

Fredericton, NB July 3: TIANB is pleased to announce the appointment of Ginette Doiron as their new Chair of the Board of Directors. Ginette was voted in on June 19th and will assume her responsibilities as of July 1st, 2019.

Ginette has held a position on the TIANB Board for the past three years. She has been the Co-Chair of the Cultural Coast for four years and has also served on The Kent Tourism Association Board of Directors from 2010-2014.

“It gives me great pride to have the opportunity to help move the tourism industry forward,” said Ginette Doiron, Chair of the Board of Directors.

“We are extremely pleased to have Ginette as our new Chair,” said Carol Alderdice, President and CEO. “We know that she will help us strengthen our united voice.”

Ginette was born in Ste-Marie-de-Kent and now resides in Bouctouche, NB. She

has worked for Olivier Soapery for fourteen years and as you can see from the various board positions she has held, she has a passion for tourism.

TIANB would like to express our thanks to Dan Myers who has been Chair for the past two years. We look forward to continuing to work with him for one more year as Past-Chair. His focus will be to review the TIANB governance and making amendments to the by-laws.

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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.