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News Release

For Immediate Release

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Tourism industry identifies shortfalls and risks in levy legislation

For Immediate Release

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Fredericton (NB) – New Brunswick’s tourism stakeholders are reacting to the Higgs’s government’s proposed legislation to implement a hospitality levy province-wide.

“The Tourism Industry Association of New Brunswick (TIANB) is pleased that the Province recognizes the benefits of a Destination Marketing Fund (DMF) as an important benefit for New Brunswick’s tourism industry,” stated Carol Alderdice, President and CEO.

However, at first glance it would seem the Province has focused on responding to municipalities and what they want, at the exclusion of industry. To illustrate, despite a passing reference in the draft Bill, there is no guarantee that the dollars raised will indeed be spent on tourism and event marketing focused on drawing visitors from outside the province.

As TIANB was **not** involved in the planning of this legislation, we are still reviewing the draft Bill to better understand its implications. Once we’ve had the opportunity to review it in-depth and consult with industry members across the province, we can better speak to its impacts on tourism in New Brunswick.

TIANB remains hopeful that the Province’s tourism department, along with industry representatives, will be invited to play a leadership role in the implementation of a provincial strategy that takes into account the new powers of municipalities.

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The estimated tourism share of provincial GDP ranks with the combined share of agriculture, forestry and fishery in the New Brunswick economy. Tourism contributes more than \$520 million annually to the provincial GDP. Additionally, it supports over 42,000 employees and close to 9% of the province’s labour force. These jobs sustained by tourism extend beyond the tourism sector itself, as tourism demand impacts on retail and other industries. Reports indicate that visitors spend roughly \$1.3 billion dollars in New Brunswick.