

April 09, 2018

Hon. Brian Gallant, Premier
Province of New Brunswick
Chancery Place
PO Box 6000
Fredericton, NB
E3B 5H1

Re: News Release: Government will not institute hotel levies

Dear Premier:

I write on behalf of TIANB in reference to the recent news release stating that the government will not institute hotel levies.

This comes as a complete shock to the industry, we truly feel blindsided by the Minister of Tourism, Heritage and Culture and the full Department of Tourism. As recent as February 6, 2018, in a meeting with the Minister, my colleagues and I were all led to believe the Department and Government were in support of our initiative. We were specifically asked not to turn this matter into "media war" by the Minister, which we agreed to. Then we are faced with the announcement of Friday, April 6, 2018.

I feel that the announcement also misleads the public by stating "After thorough discussions with the Tourism Industry Association of New Brunswick". There have been **NO** thorough discussions. The only conversation was with the Minister during the aforementioned meeting. There has been no official meeting with the Deputy Minister regarding the DMF since her appointment.

TIANB has been working on this file for many years and it has been a main priority of industry. It is the principal priority of the newly formed Hotel Association of New Brunswick as well. With the Tourism Growth Strategy and the provincial goal of reaching \$2 Billion by 2025, the department must rely upon and partner with industry to make it a reality. The industry has offered its support and applauded the goal. Enabling legislation would give each region the option to collect a marketing fee to allow them the resources required to make this goal achievable. Now we feel that the department and government no longer wish to partner with us which will result in failure for all.



The tourism industry in New Brunswick supports over 42,000 employees and represents 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. Tourism contributes more than \$520 million annually to the provincial GDP. It is time that the Government of New Brunswick takes the Tourism Industry seriously and gives the respect it deserves, rather than feeling that we were stabbed in the back by the Minister of Tourism, Heritage, and Culture.

We do not feel that the Minister has the best interest of industry in mind nor does he understand and appreciate the value we have to the province. Therefore, we are requesting his immediate resignation as Minister of Tourism, Heritage and Culture.

I formally request a face to face meeting with yourself and my colleagues to discuss this matter. I look forward to your immediate response.

Sincerely,



Dan Myers

Chair of the Board of Directors – TIANB

cc: Hon. John Ames, Minister of Tourism, Heritage and Culture
cc: Ray Roberge, President, Hotel Association of New Brunswick
cc: Brenda Perrin, President, Fredericton Hotel Association
cc: Gerald Normandeau, President, Moncton Hotel Association
cc: Paulette Hicks, President, Saint John Hotel Association
cc: Ron Drisdelle, President & CEO, Tourism Industry Association of New Brunswick

