

2026-2027 BUDGET: TOURISM RECOGNIZED AS A STRATEGIC ECONOMIC DRIVER FOR NEW BRUNSWICK

Fredericton, NB., March 17, 2026 — The Tourism Industry Association of New Brunswick (TIANB) commends a provincial budget that clearly confirms that tourism is no longer a side industry, and is now a major economic driver for the future of the province.

With investments totaling more than \$130 million for the Department of Tourism, Heritage, and Culture, the government is sending a strong signal to the industry and the markets. These investments are a direct follow-up to the new 2026–2031 provincial tourism strategy, which aims to increase the economic impact of tourism to \$3.7 billion annually—a growth of \$1 billion over five years.

For the association, which represents the voice of New Brunswick’s tourism operators, this budget marks a clear recognition of tourism’s economic importance across all regions of the province.

“This budget confirms that tourism is a strategic industry for New Brunswick’s economic growth. We’re talking about jobs, regional vitality, and economic attractiveness. The government is sending the right message,” says Ginette Doiron, CEO of TIANB.

TIANB particularly emphasizes the importance of investments in destination marketing, considered essential to achieving growth objectives. Provincial tourism marketing aims, in particular, to position New Brunswick in a highly competitive environment and to directly influence travelers’ decisions.

“Every dollar invested in destination marketing has a direct multiplier effect for our businesses. More visitors, more overnight stays, more spending in our communities. The government seems to have understood this well,” adds Ms. Doiron.

While the Association welcomes the budget, it is also sending a clear message for the future: the need to maintain this momentum over time. As tourism is a growth industry, it requires consistency, a structured and responsible approach, and predictability for the future.

New Brunswick’s tourism industry is mobilized and ready to take action. By building on the new 2026–2031 tourism strategy and leveraging these investments, TIANB continues to express its commitment to collaborating with the government to generate tangible results. The goal is to ensure substantial economic benefits for the tourism industry and for the province’s public finances.

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About us: The Tourism Industry Association of New Brunswick represents the entire tourism industry in New Brunswick by bringing together operators, professionals, and partners to build a stronger and more durable industry. Its mission is to make tourism a key, sustainable, and innovative industry that actively contributes to the cultural, social, and economic development of the province.

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