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Tourism Industry Association of New Brunswick
Association de l'industrie touristique du Nouveau-Brunswick

FOR IMMEDIATE RELEASE

TIANB PROPOSES INVESTING IN OPERATORS TO BUILD YEAR-ROUND TOURISM TOGETHER

Fredericton, N.B., October 20, 2026 — As the third session of the 61st Legislature opens, the Tourism Industry Association of New Brunswick (TIANB) welcomes the provincial government's commitment to tourism and reaffirms its willingness to work alongside it. For this session, TIANB proposes focusing on thoughtful investments made directly with operators, to support their growth and, above all, to help them better plan their future, with the shared goal of extending the tourism season year-round.

With the New Brunswick Tourism Strategy 2026–2031, Fresh Perspective, developed in close consultation with the industry, the government and the Department of Tourism, Heritage and Culture are targeting annual tourism revenues of $3.7 billion by 2031. TIANB and its members fully share this ambition and continue to contribute to reaching it, building on the industry Summit held last week in Fredericton.

The industry recognizes that the strategy also offers a sound diagnosis: summer tourism corridors are nearly saturated, recruiting workers remains difficult outside the peak season, and the winter offering still needs to be developed in several regions. These are the issues TIANB intends to focus on alongside the government during the session.

Investing where the experience is created
The government already supports operators, notably by funding training opportunities offered by TIANB across the province. These investments strengthen team skills and the quality of the visitor welcome, and TIANB hopes to ensure their continuity. To go further, the Association proposes complementing this approach with direct support for the initiatives operators lead themselves to grow beyond the peak season.

Planning today for tomorrow's season
The shift to year-round operations takes several years of preparation. Winterizing a building, developing a fall offering, creating shoulder-season packages or keeping a team employed twelve months a year all require a long-term vision. That is why TIANB hopes support for operators will focus as much on planning as on the projects themselves.
In this spirit, TIANB is putting forward three areas of work it hopes to explore further with the government:

- Long-term business planning support, a lever the strategy assigns notably to destination marketing organizations, TIANB and, in some cases, regional service commissions, and to which the Association is ready to contribute.
- Direct investment in operators' initiatives to develop their products and adapt their infrastructure to all four seasons.
- A stable year-round workforce, through measures that support recruitment and retention outside the peak season.

Year-round tourism means more stable jobs, more vibrant regions and more predictable revenue for businesses and the province alike. TIANB thanks the government and the Department of Tourism, Heritage and Culture for the quality of their collaboration and looks forward to continuing this constructive dialogue, with all members of the Legislative Assembly, so that this session marks another step toward the provincial strategy's targets.

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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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