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

FOR IMMEDIATE RELEASE

TIANB ANNOUNCES ITS 2026-2027 BOARD OF DIRECTORS

FREDERICTON, (N.B.), October 26, 2026 — The Tourism Industry Association of New Brunswick (TIANB) is pleased to announce the composition of its Board of Directors, following its meeting on October 14, 2026. At this meeting, directors unanimously elected the members of the Executive Committee, welcomed two new members and appointed two ex officio members.

Shirley de Silva, of Shirley de Silva Stratégies, was elected Chair of the Board of Directors. She will be supported by Susy Campos, Director of Commercial Development at the Greater Moncton International Airport Authority, as Vice-Chair. Kayla Johnson-Ibrahim, Consultant in Indigenous Community and Tourism Development, will serve as Secretary, while Josh McKillop, Owner of TruNorth Accounting Inc., will serve as Treasurer.

They join the directors continuing their mandates: Kristopher Knox, Senior Sales Manager at Hilton Garden Inn Fredericton and Crowne Plaza; Rose Arsenault, Regional Tourism Coordinator for the Fredericton Capital Region; Salma Burney, Owner and Business Administrator of Off Grid Adventure; and Brad Henderson, Managing Director of Kingsbrae Garden.

They join the directors continuing their mandates: Kristopher Knox, Senior Director of Sales at Hilton Garden Inn Fredericton and Crowne Plaza; Rose Arsenault, Regional Tourism Coordinator for the Fredericton Capital Region; Salma Burney, Owner of Off Grid Adventure; and Brad Henderson, General Manager of Kingsbrae Garden.

The Board of Directors also chose to appoint two ex officio members. Without voting rights, these members will bring in-depth insight on specific issues related to their areas of expertise. Nathalie Beers, Instructor at the School of Business, Hospitality and Tourism at NBCC Moncton and until now Treasurer of the Association, accepted the Board's invitation to serve in this capacity. Xavier Gauvin, Director of Tourism Development at Tourisme Péninsule acadienne, is also appointed as an ex officio member.

"I am proud to continue this work alongside a board that reflects the full diversity of our industry, from cultural attractions to lodging, outdoor adventure, and local products," said Shirley de Silva, Chair of the TIANB Board of Directors. "The addition of Monique Poirier and Chris MacDonald brings valuable expertise as we continue to advocate for tourism operators and strengthen tourism's role in New Brunswick's economy."

TIANB extends its warmest thanks to Dan Myers, past Chair, for his leadership and dedication throughout his mandate. The Association also thanks all directors, who volunteer their time and expertise to advance New Brunswick's tourism industry.

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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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