

## Tourism Growth Strategy

Tourism is a major component of the government's economic vision and has been identified as one of the first 12 selected opportunities for growth being pursued as part of the *Economic Growth Plan*, released in September.

The tourism industry is an important job creator, employing 42,100 people in New Brunswick as of August 2015, which was an increase of 3,200 over the previous year. It contributes \$605 million annually to the provincial GDP.

In 2015, for every public dollar spent on marketing the province, there was a return of \$3.19 on this investment..

However, overall New Brunswick tourism growth has been relatively flat for several years in an increasingly globally competitive market.

In order to deliver on the government's vision, The Department of Tourism, Heritage and Culture is developing a comprehensive five year tourism growth strategy that will focus our efforts to grow tourism, stimulate more jobs and economic growth..

We will move forward together with strong collaboration. Engaging with key tourism stakeholders and influencers to ask questions and gain valuable insight is an important part of the process. The Department will reach out in the next week to invite you to a Tourism Growth Strategy session and we look forward to your feedback in this important process. An Outlook invitation will follow shortly.

In the meantime, should you have any questions about the strategy or the consultation session, please contact; Thierry Arseneau; [thierry.arseneau@gnb.ca](mailto:thierry.arseneau@gnb.ca).