

News Release

Tourism, Heritage and Culture

Investments in snowmobile trails support tourism sector

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CALEDONIA MOUNTAIN (GNB) – The provincial and federal governments are investing a combined \$200,000 to improve the snowmobile trail system in southeastern New Brunswick. The funding will go toward the purchase of trail grooming equipment.



“With its four distinct seasons, New Brunswick is a premier destination for outdoor enthusiasts,” said Energy and Resource Development Minister Mike Holland.

“Snowmobiling is a core winter economic generator in our province. Our snow-dusted forests, windswept coastlines and winding rivers offer unique snowmobiling experiences to visitors and residents alike.”

Holland spoke on behalf of Tourism, Heritage and Culture Minister Robert Gauvin.

The provincial government is providing \$100,000 through the department’s trail funding programs, while the federal government is contributing \$100,000 through the Atlantic Canada Opportunities Agency’s (ACOA) Innovative Communities Fund.

“A sustainable tourism industry is vital to building strong, healthy communities,” said Fundy Royal MP Alaina Lockhart. “It is a critical part of our economy, providing many jobs to hard-working New Brunswickers. Supporting better snowmobile trails will drive growth in our winter tourism sector and increase economic development in the region.”

Lockhart attended for federal Innovation, Science and Economic Development Minister Navdeep Bains, who is also the minister responsible for ACOA.



With over 8,000 kilometres of snowmobile trails, New Brunswick has become a popular winter tourism destination. Equipment upgrades and support for trail development are intended to promote economic development by enhancing snowmobilers' experiences and attracting new visitors.



“The Southeastern New Brunswick Snowmobilers Association is very grateful for the support received from the federal and provincial governments, as well as our leadership at the New Brunswick Federation of Snowmobile Clubs,” said association president Wayne Carter. “This funding will increase the experience and recognition of the Fundy Highlands snowbelt, attracting more people to the area. Our volunteers are very motivated by this announcement.”

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