



NEWS RELEASE

570 Queen Street, P.O. Box 578, Fredericton, NB E3B 5A6

Government of Canada announces investments to support tourism in New Brunswick

Funding will improve snowmobile trails, promote mountain biking experiences and enhance New Brunswick's Fundy Trail Parkway

July 8, 2019 – Salmon River, NB – Atlantic Canada Opportunities Agency

Tourism is an inclusive sector that showcases Canada's culture, diversity, natural beauty and unique experiences to the world. It delivers economic benefits across the country by supporting one in ten jobs. That's why the Government of Canada is investing in our tourism sector's businesses and assets.

Today, the Honourable Mélanie Joly, Minister of Tourism, Official Languages and La Francophonie, announced Government of Canada funding of more than \$1.7 million toward three tourism projects in New Brunswick. This includes \$900,000 through the [Canadian Experiences Fund](#) (CEF), towards grooming equipment for six local snowmobile clubs; \$600,000 through the Atlantic Canada Opportunity Agency's Business Development Program (BDP) for infrastructure improvements; and \$227,650 through the Regional Economic Growth Through Innovation (REGI) fund for the Fundy Guild to help establish Canada's east coast as premier destination for mountain biking. The Province of New Brunswick also contributed \$300,000 to the snowmobile trail project, and \$600,000 to the Fundy Trail project.

Thanks to government assistance for projects supporting experiential tourism on scenic trails and drives, residents and visitors to New Brunswick will be able to experience the region's natural beauty, during summer, winter and shoulder seasons.

This announcement supports Minister Joly's recent announcement of Canada's new tourism strategy: [Creating Middle Class Jobs: A Federal Tourism Growth Strategy](#). The Strategy, which was developed based on feedback from Canadians and the work of the [Advisory Council on Jobs and the Visitor Economy](#), highlights the importance of Canada's tourism sector as an economic driver for communities across the country.

Quotes

"These investments will enable communities and businesses across New Brunswick to develop tourism products and experiences to attract more tourists year-round. The province has so many incredible experiences to offer tourists, from outdoor adventure around the spectacular Bay of Fundy to world-class snowmobile trails. This will help communities reap the benefits of the global tourism boom to diversify their economies and create good jobs for middle-class."

– *The Honourable Mélanie Joly, Minister of Tourism, Official Languages and La Francophonie*

"Innovation doesn't only happen in big cities; it happens in all regions of Canada. That's why our regional development agencies play an important role in helping businesses turn innovation into economic growth and good jobs for Canadians. Through the funding programs like the CEF and BDP, our government is investing in the development of our tourism sector and the economic potential of our vibrant communities."

– *The Honourable Navdeep Bains, Minister of Innovation, Science and Economic Development and Minister responsible for ACOA*

Follow us on Twitter: @ACOACanada (twitter.com/acoacanada)

“Our magnificent region plays a vital role in Canada’s dynamic tourism sector. Rural tourism is crucial for continued economic development and with investments like the ones we are announcing today, show how we can harness the unique character of our communities year-round to create jobs and sustain hundreds of small businesses and jobs in our region. I commend these amazing organizations, leaders, and boards for recognizing the opportunity and championing these projects for our communities.”

– *Alaina Lockhart, Parliamentary Secretary to the Minister of Tourism, Official Languages and La Francophonie, Member of Parliament for Fundy Royal*

“With its winding river routes to cultural corridors, beachy byways to tidal trails, New Brunswick is a premier four-season destination for outdoors enthusiasts. The provincial government is proud to support projects that enhance our tourism products and services and create a foundation that leads to long-term sustainable growth.”

– *Bruce Northrup, MLA for Sussex-Fundy-St. Martins, on behalf of the Honourable Robert Gauvin, Minister of Tourism, Heritage and Culture*

Quick facts

- Tourism represents more than 2% of Canada’s gross domestic product.
- Tourism supports more than 1.8 million jobs in Canada.
- Regional development agencies are one of Canada’s four flagship platforms supporting innovation, along with the [Industrial Research Assistance Program](#), the [Strategic Innovation Fund](#) and the [Canadian Trade Commissioner Service](#).
- The CEF supports Canadian businesses and organizations seeking to create, improve or enhance tourism products, facilities and experiences.
- The [BDP](#) primarily assists Atlantic Canadian entrepreneurs who want to start a business, increase productivity or improve operations. Investments under the BDP address any gap that may arise if an application does not fit within ACOA’s [Regional Economic Growth through Innovation](#) (REGI) program.
- The Business Development Program continues to build on the objectives of the [Innovation and Skills Plan](#), a multi-year strategy to create well-paying jobs for the middle class and those working hard to join it.

Related products

[Government support for snowmobile clubs in New Brunswick, Fundy Trail Development Authority, and Fundy Guild Inc.](#)

- 30 -

Contacts

Jeremy Ghio

Press Secretary
Office of the Minister of Tourism, Official Languages
and La Francophonie
Jeremy.Ghio@canada.ca

Bronwen Mosher

Senior Communications Officer
Atlantic Canada Opportunities Agency
506-292-7524

Media Relations

Innovation, Science and Economic Development
Canada
343-291-1777
ic.mediarelations-mediasrelations.ic@canada.ca

Stéphanie Bilodeau

Director of Communications
Department of Tourism, Heritage and Culture
506-478-3087

Follow Innovation, Science and Economic Development Canada on Twitter: [@ISED_CA](#)