



PEOPLE
INNOVATION
CAPITAL
INFRASTRUCTURE
AGILITY

New Brunswick Growth Opportunity

Tourism



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Province of New Brunswick
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Message from the Minister

New Brunswick is proud to offer many wonderful tourism attractions to visitors from near and far. Among them are the Bay of Fundy, home to the Hopewell Rocks, and the site of some of the world's highest tides; Kings Landing Historical Settlement, which spans 300 acres and includes over 70 period buildings, offering an insight of what life was like in 19th century New Brunswick; Parlee Beach Provincial Park, boasting the warmest salt waters in Canada; and the Mount Carleton Provincial Park, located in northern New Brunswick, home to at least 100 different types of birds and 30 species of mammals.

The tourism industry plays an important role in New Brunswick's economy. As of August 2015, this industry employed 42,100 people in New Brunswick, an increase of 3,200 over the previous year. Tourism also contributes \$522 million annually to the provincial GDP. In 2015, every public dollar spent on marketing our province resulted in a return of \$3.19.

Tourism is a major component of your government's economic vision. The economic growth plan released in September focuses on strengthening five pillars of the economy, but also introduces a new approach to economic development through an opportunities model. In the model, specific ideas with high potential return on investment are analyzed by experts and chosen for a special all-hands-on-deck focus for growth.

As Minister of Tourism, Heritage and Culture, I am pleased that tourism has been identified as one of the 12 selected opportunities for growth being pursued as part of your government's Economic Growth Plan. In fact, three specific initiatives have been identified by government to drive job growth in this industry. In the coming months, your government will boost tourism by:

- Focusing on the tourism potential for Canada 150;
- Increasing the promotion of stay-at-home vacations (staycations), and extended vacations for visitors; and
- Investing in infrastructure and improving tourism signage.

In addition, your government will leverage the emerging tourism opportunities, such as those related to local food and beverages, and will increase efforts to develop New Brunswick as an all-season destination. Later in 2017, your government will launch the province's first new comprehensive tourism strategy since the 1990s. As a government, we are ready to roll up our sleeves and work hard with partners to get results and grow jobs in tourism all across New Brunswick.

Hon. John Ames
Minister of Tourism, Heritage and Culture



The New Brunswick Economic Growth Plan

Focusing our economic development efforts

The New Brunswick Economic Growth Plan is the result of valuable consultation with hundreds of community and business leaders across the province. It provides the framework for the provincial government to improve and increase economic growth in New Brunswick.

The plan also outlines the role of government – including all departments, agencies and related organizations – in working to ensure there is a co-ordinated, complementary effort to improve New Brunswick’s economy and establish a strong foundation for the future. Growing our economy will provide the fiscal stability needed to ensure our province continues to be a great place to live and work.

The New Brunswick Economic Growth Plan is based on five key areas:

- **PEOPLE** – We will grow our workforce by significantly expanding the number of new and returning New Brunswickers building their careers in the province, and by increasing/improving our targeted training and skills alignment efforts.
- **INNOVATION** – We will foster an innovative economy by investing more in research and development, supporting high growth potential entrepreneurs, and transforming government through new and innovative technologies.
- **CAPITAL** – We will boost private-sector investment by strengthening our business climate and addressing key challenges that are impeding opportunities for growth.
- **INFRASTRUCTURE** – We will expand investment into economic infrastructure that ensures industries continue to invest here, and help us attract talent from around the world.
- **AGILITY** – We will increase the speed at which government interacts with the business community and we will strive to build a stronger partnership with industries to move the province ahead within a sustainable fiscal framework.

Pursuing growth opportunities

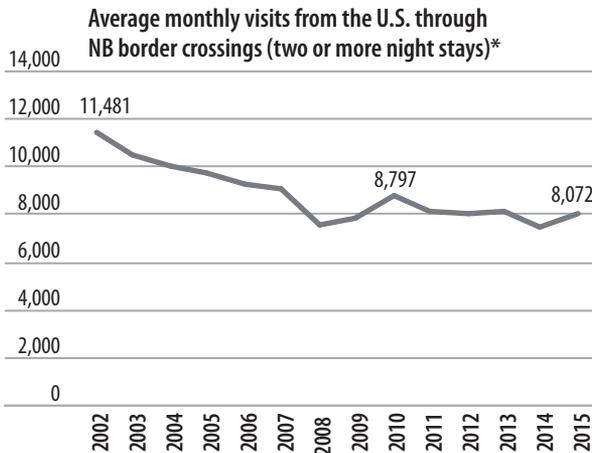
The New Brunswick Economic Growth Plan is focused on leveraging the province’s key industries, assets and attributes to create a strong value proposition for business investment. The global marketplace has never been more competitive; New Brunswick needs to focus its efforts and identify and define its strengths in order to gain a competitive edge and emerge as a leader on the national and international stage.

Government will work with subject-matter experts in all departments, as well as with private sector and community-based partners, to uncover potential growth opportunities. A growth opportunity is one that will lead to incremental business investment and jobs, leading to a sustained boost in GDP and tax revenue. Opportunities will be based on:

1. the scope and scale of the opportunity (we need to boost GDP);
2. the time to impact (we need growth in the short term to stimulate the economy);
3. a clearly defined and relevant role for government and the resources required (not all opportunities for business investment require government involvement– some may require just a nudge); and
4. a defined return on taxpayer investment (we need to show that public investment in opportunities will increase tax revenues).

Growth opportunity: Tourism

New Brunswick is a beautiful province. You don't have to travel far to witness its rolling hills and lush green valleys, experience its many quality provincial and national parks, and discover charming communities and exciting city life. Despite this, the past 15 years have seen economic contributions from tourism fall flat. Much of this weakness can be linked to the long-term decline in the number of American visitors to our province.



*U.S. vehicles entering Canada by automobile for two or more nights stays. Source: Statistics Canada CANSIM Table 427-0002.

Tourism is an important industry in New Brunswick. It employs thousands of New Brunswickers, spurs economic activity, and generates a considerable amount of tax revenue each year. According to a recent study published by Statistics Canada, every \$100 worth of non-resident tourism spending results in \$17.73 in tax revenue for provincial and local governments.

New Brunswick saw growth in certain areas during the most recent tourism season. For example, room sales to citizens of the United States and International locations increased by 18%. There was also a 9% increase in the number of occupied campsites in the province, compared to 2015. Our popular tourist attractions also experienced an increase in visitors, with 15% more people visiting Hopewell Rocks, and 11% more people visiting the New Brunswick Aquarium and Marine Centre, compared to 2015.

The tourism opportunity summit and other consultations with the industry have shed light on ways that government can identify and help develop specific opportunities for future growth in this thriving industry. We need to increase tourism investment, strengthen our tourism marketing, and develop exciting new products.

We have identified actions under the five pillars of the New Brunswick Economic Growth Plan that will help us strengthen and grow the tourism industry in the years ahead.

People - strengthen the workforce

- Increase experiential learning opportunities that expose high school, college and university students to careers in the tourism industry.
- Expose young New Brunswickers to entrepreneurial opportunities in the sector.
- Do more to connect unemployed New Brunswickers to current jobs available in the industry.
- Use the new immigration pilot program to supplement the local workforce, particularly in areas where the industry is currently struggling to find workers.
- Expose out-of-province and foreign post-secondary students to opportunities in New Brunswick's tourism industry.

Innovation

- Expand our use of innovative marketing techniques to boost tourism traffic in a cost-effective manner.
- Use mobile technology, social media and other new channels to target visitors.

Capital - more private investment

- Attract immigrant entrepreneurs (and those living elsewhere in Canada) to invest in tourism assets around the province (part of succession planning).
- Explore opportunities to attract national and international investment into New Brunswick's tourism sector.

Investing in strategic infrastructure

- Invest in tourism-related infrastructure where there is a solid return on the taxpayers' investment.
- Ensure appropriate investment in road, air and port transportation infrastructure to facilitate tourism traffic (such as the Fundy Trail and related highway infrastructure).

Foster agility and nimbleness in the public sector and across the economy

- Leverage our new food and beverage strategy to drive increased tourism traffic and revenues.
- Leverage the national *Canada 150* initiative to drive increased tourism traffic and revenues in the short term.
- Develop a longer term strategic tourism plan that lays out the roadmap to significantly boost tourism activity around the province in the coming years.
- Work with the industry to assess and develop new target markets.
- Work with our First Nations partners to ensure they are deriving economic benefits from the development of this important industry.
- Ensure ongoing public support for the industry by illustrating the economic benefits and, ultimately, how those benefits translate at the community level.