



**FREDERICTON
CHAMBER
OF COMMERCE**

— The Voice of Business —

364 York Street, Suite 200
Fredericton, NB
E3B 3P7



December 15, 2017

Hon. Brian Gallant, Premier, Province of New Brunswick
P.O. Box 6000
Fredericton, NB E3B 5H1

Dear Premier Gallant,

We are writing today to commend your government on the launch of the New Brunswick tourism growth strategy. We agree that our tourism industry and related spinoff benefits has room to grow in all corners of the province, including the Fredericton Region. We particularly appreciate the inclusion of hard targets in the strategy, allowing government and the public to track the growth of this critical industry.

Small- and medium-sized businesses in many sectors stand to benefit from increased tourism in the province and can be a boon for both rural and urban areas. We would also encourage the government to work with the other Maritime provinces where possible. There is a natural tendency in tourism to compete with our neighbours, but with three unique provinces having differing strengths, it may be an opportunity to collaborate. We would also encourage your government to look at the requests from the New Brunswick tourism industry to allow a tourism marketing levy on hotel rooms - something that many jurisdictions, including these immediate neighbours have implemented and are using the resulting marketing as an advantage to draw in more tourists.

We will be watching with interest as the plan's details are revealed and specific investments are made and will be happy to provide feedback on behalf of the region's businesses. The proposal to expand the Fredericton International Airport is a example of a good investment driving growth - in the tourism industry and beyond. Competition for tourists comes from every jurisdiction. Launching the strategy was an excellent first step, we look forward to seeing it rolled out in the coming months and years.

Please reach out to our organization at anytime if we may be of assistance to contribute to growing the province's tourism industry!

Sincerely,

A handwritten signature in black ink, appearing to read 'Keir Clark'.

Keir Clark
Scotia Wealth Management
President, Fredericton Chamber of Commerce

A handwritten signature in black ink, appearing to read 'Krista Ross'.

Krista Ross, CEO
Fredericton Chamber of Commerce

cc: Hon. John Ames, Minister, Tourism, Heritage and Culture