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We are pleased to announce that the Department of Tourism and Parks, in collaboration with the provincial tourism industry, is working to develop a New Brunswick Tourism Strategy.

This strategy document will articulate the voice of our industry, define a collective vision for the future and become the blueprint for provincial tourism industry growth well into the next decade.

Consultation with a wide-range of industry stakeholders is currently on-going. We've engaged the assistance of two external consultants; Alister Mathieson, Dean of Hospitality and Tourism at Humber College, and Jean-Guy Vienneau, from JGV Consultants Inc., Dieppe, N. B. We welcome the industry knowledge and wealth of national and international expertise they bring to the process. In addition, over 40 industry representatives have participated in a series of one-on-one discussions, workshops and focus groups.

As the NB Tourism Strategy touches many areas of government and industry policy, consultations will continue into early 2009, prior to its final release.

We look forward to sharing the strategy with you and working together to grow tourism throughout the province. Inquiries should be directed to Jean Stewart at 506-453-7191, as the senior manager responsible for Strategic Planning and Policy.