

Will a Temporary Shale Gas Industry Kill our Permanent Tourism Industry?

New Brunswick's tourism industry provides 35,000 jobs annually for New Brunswickers. It contributes as much to our province's GDP (Gross Domestic Product) as forestry, fishing and agriculture combined.

In 2010, tourism brought the province an estimated \$100 million in tax revenue, and another \$17 million for municipalities. Thus, tourism contributes **well over \$110 million in tax revenues** each year.

Tourism is **critical to New Brunswick's culture, heritage, arts, recreation, and entertainment industries**. It also contributes significantly to New Brunswick industries such as **transportation, travel services, accommodations, and food and beverage services**.

Shale Gas Companies Given Access to Top Tourism Areas

The government has **already approved oil and gas extraction in** one of our key tourism areas, **the Bay of Fundy** – a world-recognized UNESCO Biosphere Reserve. **Exploration has begun in or around some of our most popular coastal and river regions:**

The Miramichi River	Heart of salmon fishing tourism - drawing worldwide visitors
Grand Lake and its unique Grand Lake Meadows	Home to one of the largest freshwater wetlands in Atlantic Canada, drawing birders, fishermen, cottagers & vacationers
The approaches to Kouchibouguac National Park	Home to the warmest beaches north of Virginia, and stretches along the Acadian Coastal Drive that draw tourists year-round
The beaches east of Moncton near Shediac	Draw huge out-of-province crowds each summer, particularly from Quebec
Kings Landing and Macquatac Provincial Park	Signature destinations for anyone passing through central New Brunswick
The pristine Nashwaak, unique Pettitcodiac & historic Kennebecasis Rivers	Provide recreational activities for local and regional residents plus tourists

The effect of the widespread industrialization that comes with the development of a temporary shale gas industry on New Brunswick's tourism industry needs careful study.



Studies on shale gas from other areas note that **tourism brings many non-monetary benefits** to a region and its communities. **Tourism related businesses tend to be locally owned and operated** and are thus part of a long-term economic growth for the region. In contrast, the **employment “boom” in gas drilling will be relatively short-term and largely non-local**.

How Tourist Areas in Other Places Have Been Affected by Shale Gas

Some of the **adverse effects of shale gas on tourism** from studies elsewhere include:

- **Strains on the available supply and pricing of hotel/motel rooms**, as competition for them increases with the arrival of shale industry personnel seeking temporary accommodations (This has already occurred in some areas, even with the limited personnel required for seismic testing.)
- **Visual impacts on the landscape**, including wells, drilling pads, compressor stations, equipment depots, etc.;
- **Vastly increased truck and vehicle traffic** - 24/7 - along with noise, dust, diesel fumes and **poisonous, ozone laden smog**
- **Destruction of roads;**
- The potential **degradation and pollution of waterways, forests** and open space;
- **Strains on the labor supply** that the tourism sector draws from. For the few years that the industry is here, it will pay more than normal service jobs in other areas.



Shale gas on the Colorado river. Would a scene like this on the Miramichi or Kennebecasis rivers attract tourists?



New Brunswick's official flower, the purple violet, is part of the natural beauty that attracts people to the province.

"It is possible that the region's ability to attract tourists could be damaged in the long-term if the perception of the region as an industrial landscape persists."

Important Tourism Questions to Consider

- Will shale gas drilling permanently damage the carefully developed image of natural beauty in New Brunswick that brings

thousands of tourists here every year?

- Will tourists return after spending hours with their families stuck on single lane, torn up roads, following endless convoys of frack water trucks on their way to their destination?
- Will campers or beachgoers co-exist with the 24 hour-a-day traffic, roar, dust, fumes, light and flaring from nearby gas wells?

As most of New Brunswick's major roads run through shale gas lease areas, will the image of gas and oil industry become the new 'brand' of the Province in the minds of those driving through? **We could ruin forever one of our largest permanent industries** – one with growth potential, and which keeps its profits in the Province – **by focusing on the short-lived jobs**

and royalties from a gas industry that funnels most of its profits out of the Province.

Sources: *Natural Gas Drilling in the Marcellus Shale: Potential Impacts on the Tourism Economy of the Southern Tier, Andrew Rumbach, CaRDI Reports ISSUE 14/SEPt 2011, Multidisciplinary Social Sciences Institute of Cornell University

*The Tourism Industry Association of New Brunswick

*Statistics Canada Business Register (June 2010)

*NB Department of Tourism, Heritage and Culture