

## Intercept Program for 2009 – A Grassroots Approach

The Department of Tourism and Parks is inviting for communities to take part in its 2009 Intercept Program – A Grassroots Approach. This exciting initiative will provide communities with tools and collateral to promote their local activities, events and unique offerings.

The goal of the program is to influence visitors, who have a flexible travel schedule to spend additional time in the region and experience local product; in turn, generating revenue.

Here's an example on the Economy Impact by intercepting visitors to stay 1 extra day:

Within 1 community

- 5,200 visiting parties in 2008
- Influence 10% of those visitors = 520 visiting parties
- \$200/day x 520 parties = \$104,000/season
- Increased revenues by \$104,000 for this area

Intercept research has demonstrated that visitors know that there is lots to see and do in New Brunswick...they now want to know what there is to do locally. The Intercept Grassroots approach has been designed to do just that.

"Today could be...Magnifique!" messaging will be promoted throughout the province, encouraging visitors to stop in communities. "Today could be...Magnifique!" sheets should be posted throughout your community promoting all products that can be experienced in a day including activities, attractions, events, unique and authentic local products...any local experience that will be of interest to visitors and resident travelers.

Tourism and Parks will support participating communities by

- Providing an extranet service where your local operators can log on and post their information
- Providing community leaders with "Today could be...Magnifique!" sheets that should be posted throughout your community
- Providing one "Today could be...Magnifique!" Whiteboard to list local activities
- Promoting the "Today could be...Magnifique!" experience at Visitor Information Centres throughout the province.
- The Tourism Communication Centre will also support the program by transferring communities who have a toll-free number will qualify for the Virtual Transfer Program. Please ensure that your toll-free number is on the New Brunswick consumer website.
- Advertising the "Today could be...Magnifique!" concept

## Criteria for partnering Communities:

- No cost to participate
- No product criteria
- Human resource commitment - One person per participating municipality will be required to oversee the management of the program. This person will be responsible for:
  - o Inputting information into the extranet site or to disseminate the community password to industry for them to go in and input the information.
  - o Must monitor the information being added on the extranet site and ensure information under your community is appropriate and information is up-to-date (it is the community partner's responsibility to ensure their extranet information is updated on a regular basis). Other VIC front-line staff is able to access all communities listing on the extranet site and may promote listings that are incorrect.
  - o Printing and distributing up-to-date "Today could be...Magnifique!" sheets throughout your community network.
  - o Questionnaire required to be completed.

For information on the program and how your municipality can participate, please contact:  
Trena LaPointe at 506-453-2116 or [trena.lapointe@gnb.ca](mailto:trena.lapointe@gnb.ca)

**Intercept Program for 2009 - A Grassroots Approach**  
**Municipality Participation**

**TO:** Trena LaPointe  
Visitor Engagement Unit

**FAX:** 506-453-7127  
**EMAIL:** trena.lapointe@gnb.ca

**Municipality Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Contact Telephone Number:** \_\_\_\_\_

**Contact Fax Number:** \_\_\_\_\_

**Contact E-Mail Address:** \_\_\_\_\_

**We agree to participate in the Intercept 2009 – A Grassroots Approach program.**

**Name/Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**DEADLINE TO REGISTER IS MAY 15<sup>th</sup>, 2009**

# We would like to receive feedback!

For those who have participated in the Grassroots Program in the past, we would like to receive your feedback on the program.

## Extranet Site:

Is your community using the Extranet Site to promote your local events?  Yes  No

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Does your front-line staff use the Extranet Site to search for other local information?  Yes  No

Comments: \_\_\_\_\_  
\_\_\_\_\_

What other information would you like to see available on the Extranet Site?

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are your goals & objectives for the Grassroots Program?  Yes  No

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you think the Grassroots Program is providing additional benefits to your local area?

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Can you report on one event that you have been promoting through the Grassroots Program? and what impact has it made on this event? (ie. increase in numbers attending, building awareness, etc.)

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Info Sheets:**

Is your community posting Intercept Info Sheets throughout your area?  Yes  No

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you find these info sheets to be a benefit to the program?

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**White Boards:**

Is your community using the white board to post local events?  Yes  No

If yes, where is it located?

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you have suggestions or ideas on the Intercept Program that you would like share with us.

We would like to hear from you!

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Thank you

Once completed please send questionnaire to Trena LaPointe at

[trena.lapointe@gnb.ca](mailto:trena.lapointe@gnb.ca) or Fax: (506) 453-7127