



### What's New

#### Official Travel Map

The 2007 Official New Brunswick Travel Map is now available and will be distributed primarily at Provincial and Municipal Visitor Information Centres, attractions and accommodations. To order copies, call 1-800-307-6506.

#### Television Campaigns Now Airing

The Quebec Television Advertising Campaign is scheduled to air at the end of the month and you can look for the Regional Television Campaign, now airing on ATV and Global as well as CBAFT and CBC in French markets.

#### Princess of Acadia Update

The Princess of Acadia is undergoing an Extreme Makeover, Princess Style with a completion date expected for the first of May. Their top priority is to create a unique onboard experience with the goal of cultivating an environment that is enriching, educational, and memorable to consumers of all ages. Information on this new program can be found on the [New Brunswick Museum web site](#). For schedules and rates please call: 1-888-249-SAIL (7245) or visit the [web site](#). For marketing or other information please contact Debbie Rathwell at 506-849-4062 or by e-mail at [drathwell@nfl-bay.com](mailto:drathwell@nfl-bay.com)

#### In-Market Success

New Brunswick Tourism reached 13,500 consumers and 2,000 Trade Operators with our attendance at the Boston Globe Travel Show March 23-25, 2007. Tourism and Parks, along with eight partners and three musicians, participated in an extravagant display demonstrating the Bay of Fundy tides and our presence dominated the show. Over 14,000 consumers were reached with our attendance at Le Salon National Tourisme Plein Air in Montreal March 30-April 1, 2007. This show featured the Acadian Culture and beach product. Our 28 partners and seven musicians secured the sponsorship for this show. We would like to thank our industry partners for helping to make our in-market events a tremendous success.

#### New Attractions Classification Program

The New Attractions Classification Program is in development for the 2008 Vacation Planner and Web Site. You will be receiving your Product Profile Forms for the annual product database update (if you didn't attend OSS Training) and information on the New Attractions Program in early May. Please pay close attention to the deadlines as they will determine your inclusion in the 2008 Experience New Brunswick Vacation Planner and web site. For more information please contact Lynn White at 506-453-2198 or [lynn.white@gnb.ca](mailto:lynn.white@gnb.ca).

#### Changes to the Summer Day Adventure Program for 2008

The Department of Tourism and Parks would like to advise New Brunswick's Day Adventure operators that, based on the industry consultation sessions that were held in November and December of 2006, a number of changes have been made to improve the Summer Day Adventure Program for 2008.

The Product Development Team will be out in full force beginning next month to communicate these changes in addition to other opportunities available to you including the Fall 2007 and Winter 2007-2008 Day Adventure Programs.



### Monthly Highlights

#### More Tourism Awards for New Brunswick

New Brunswick's Tourism industry was recently honoured by the Canadian Sports Tourism Association. The World Pond Hockey Championship of Plaster Rock won the 2007 CSTA President's Award and Ian R. Fowler of the City of Moncton won the 2007 CSTA Industry Builder of the Year Award for his role in making Moncton a premier host destination for the sport tourism industry. Congratulations to both for the outstanding contribution you have made to the province's sport tourism industry.



#### New Brunswick in the News

New Brunswick's Acadian coast is featured in a 4-page spread in the current issue of Coastal Living magazine, as well as CNN.com.

CNN.com is among the world's leaders in online news and information delivery. It boasts of average monthly site page views of 1.6 billion and average monthly unique visitors of 24 million. To view the complete article, Please go to [cnctravel.com](http://cnctravel.com)



### Monthly Research

For more information please contact Caitlin Grimmer, Project Executive with the Product Development Branch at (506) 457-6462 or [caitlin.grimmer@gnb.ca](mailto:caitlin.grimmer@gnb.ca).

Summer 2007 Day Adventures are currently on the [consumer web site](#).

### Mark Your Calendars

#### Provincial VICs Set to Open

Provincial VICs will open on May 18 for the season. The locations and hours of operation are available on-line at our [consumer website](#). For more information, please contact Sheri Coates at [sheri.coates@gnb.ca](mailto:sheri.coates@gnb.ca) or 506-444-5441.

#### Rendez-Vous Canada

New Brunswick Tourism and Parks, along with 16 N.B. TradeSmart Certified suppliers will attend Rendez-Vous Canada 2007, Canada's premier international marketplace, which will be held in Quebec City from April 29<sup>th</sup> to May 2<sup>nd</sup>, 2007. Rendez-Vous Canada is an excellent opportunity to maximize our "trade" business potential offering face-to-face private appointments with North America and International tour operators, airlines, travel influencers, as well as numerous networking functions within the four-day event. For more information please contact Lisa Gagnon at 506-643-7568 or at [lisa.gagnon@gnb.ca](mailto:lisa.gagnon@gnb.ca), or visit <http://www.rendezvouscanada.ca/>

#### Web Database Updates

It's that time of year again when we need your input to update the web database. OSS training is now complete for the 2008 database updates. For those of you that didn't participate in OSS training, a form will be mailed to you. Please pay close attention to the deadlines as they will determine your inclusion in the 2008 Experience New Brunswick Vacation Planner and Web Site. For more information please contact us at 1-888-817-5577 or at [tourismnb@gnb.ca](mailto:tourismnb@gnb.ca) if you need any assistance.

The 2006 New Brunswick Tourism Industry Performance Report is now available on the [corporate web site](#). Strong resident market performance and strong performance in the accommodations sector contributed to slight increases in tourism revenues in 2006, despite a decline in visitation to the province.



### Advice From Our Experts

In 2006, 82% of Canadian travelers used the internet for travel planning and 27% of all Canadian bookings were made online. Of those web sites used for travel planning, destination web sites were used 42% of the time and hotel/resort web sites were used 25% of the time.

Review the assessment of Atlantic Canada's online readiness on the [ACTP web site](#).