

April 2008

[UNSUBSCRIBE](#)

## What's New

### Official Travel Map

The 2008 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 Resolve Corporation at 1-800-307-6506. The "sell" side of the Travel Map promotes New Brunswick Intercept Products and also lists all Visitor Information Centres.

### Canada Media Marketplace

New Brunswick showcased an Acadian-themed Kitchen Party in Los Angeles recently as part of the opening ceremony at Canada Media Marketplace. Approximately 250 travel journalists attended the outdoor event. The NB sponsored opening reception showcased New Brunswick and its Acadian history in advance of Congrès Mondial Acadien 2009.

For more information please contact Margie MacKenzie at 506-457-7306 or [margaret.mackenzie@gnb.ca](mailto:margaret.mackenzie@gnb.ca).

## Mark Your Calendars



## New Brunswick in the News

### 2008 Marketing Campaign

An additional \$1.8 million for tourism marketing as part of a renewed effort to boost tourism visits to the province was announced recently by Tourism and Parks Minister Stuart Jamieson and Premier Shawn Graham. Increasing visits and revenues by creating image and building awareness of New Brunswick is the focus of the 2008 tourism marketing campaign. More information about the new marketing campaigns can be viewed on [our Corporate website](#).



## Monthly Research

### **Atlantic Canada Showcase 2008 - Moncton**

The largest marketplace in our region is scheduled for Moncton, New Brunswick, from October 6-9, 2008. With a new look, a revised schedule of events, and a strong initiative to attract new buyers, ACS 2008 will be a rewarding marketplace for all who attend. Registration for both buyers and sellers will begin online on April 14, 2008 when the new website is launched [www.atlanticcanadashowcase.com](http://www.atlanticcanadashowcase.com). Seller registrations will be accepted on a first-come, first-served basis while adhering to the seller criteria and allotments for each province. For more information contact Melanie Britton at 506-453-2147 or [melanie.britton@gnb.ca](mailto:melanie.britton@gnb.ca).

### **Promotional Activities for the Congres Mondial Acadien 2009 - France**

From March 4 to 17, 2008, the New Brunswick Department of Tourism and Parks hosted and attended several events and activities in the France market. In partnership with the Department of Intergovernmental Affairs, the Province of Nova Scotia, the Commission du Tourisme Acadien du Canada Atlantique and the Congrès Mondial Acadien 2009, these initiatives were designed to promote Congrès Mondial Acadien 2009 in France and position the summer of 2009 as an ideal time to visit New Brunswick and Nova Scotia. For more information, please contact Bruno LaPlante at (506) 444-6720 or [bruno.laplante@gnb.ca](mailto:bruno.laplante@gnb.ca).

### **Focus on Tourism Reader Survey Results**

Focus on Tourism subscribers were recently invited to participate in a survey about their interest in the information in the newsletter. Thank you to the many of you who responded with feedback. The What's New section was most interesting to 78 % of respondents, 47% of readers scan the document for their specific areas of interest. The Department is reviewing this newsletter and other methods of communication with you, our operators and partners, to ensure your needs are being met.

#### **Operator Self Service Registration**

[Registration](#) for Operator Self Service training sessions is available. This program allows you to make changes electronically to your page on the Tourism Consumer website.