



2009 Fall Issue

Minister's Message



As we begin to transition into our fall and winter tourism seasons, I am encouraged by the early indicators emerging from our summer tourism campaign here in New Brunswick.

In spite of the predicted challenges resulting from the global economic slowdown and the rather damp start to our summer, visits at many of the province's major tourist destinations are up from last year. New Brunswick was proud to host the Congr s Mondial Acadien this summer and I have no doubt this international gathering will have a lasting and positive impact for tourism in Northern New Brunswick.

As we look forward to 2010, I am excited by the new product and marketing directions that the department has developed. We have begun collaboration with our new agency of record and are excited about the roll out of our new campaigns for 2010

Tourism is important to the economy of NB-it is big business representing 3.2% of the provincial GDP, more than fisheries, farming and forestry combined. We are looking forward to the introduction of a new provincial tourism strategy in 2010 to ensure this sector continues to play a significant role in the self-sufficiency of NB by creating jobs and generating revenue.

Stuart Jamieson
Minister of Tourism and Parks

What's New

2009 Vacation Planner Available for Distribution

This year, Tourism and Parks outlined efforts to market the province of New Brunswick as a year-round tourism destination in its 2009 Marketing and Sales Plan. As part of these efforts, the Department has extended the life cycle of the 2009 Vacation Planner from October 31 to December 31, 2009. This change allows operators to order the Vacation Planner, for distribution in their establishment, until the end of the 2009 calendar year.

Operator Self-Service software, better and easier

We are pleased to announce that we have made significant enhancements to the Operator Self-Service program. These enhancements make the process much simpler to use, and will help you market your product to suit your needs, whether it is



New seven wonders of nature

The eyes of the world are upon Canada's Bay of Fundy now that it has been selected as a top 28 finalist in a global campaign to declare the new seven wonders of nature. Bay of Fundy is the only Canadian site and one of three on the continent to proceed to the final phase in the New7Wonders of Nature contest. [Vote now!](#)

Busy season at the Provincial Information Centres

The Provincial Visitor Information Centres have experienced a busy season and have enjoyed counseling many visitors. The Provincial Visitor Information Centres will close for the season on October 10. If you require assistance over the winter months please contact Sheri Coates, VIC Coordinator at 444-5441 or by email Sheri.Coates@gnb.ca

Inner Journeys Update

Over the summer months, members of the department's Product Development team have been meeting with operators and introducing the new Product Development direction. Industry's response to the Inner Journeys Program has been very positive, and the product team looks forward to continuing to work with operators on this very exciting initiative.

a version for the year (annual) or a version for a specific season (seasonal). For more information please contact Anne.Guimond@gnb.ca or Carol.Alderdice@gnb.ca.

Mark Your Calendars

GoMedia Canada Marketplace

Whistler, B.C.

September 20-24

The CTC's premier international media event 2009 GoMedia Canada Marketplace took place in Whistler, BC - September 20-24, 2009. Travel Media Representative, Heather MacDonald-Bossé attended this yearly marketplace where Canadian travel organizations get their chance to tell media one on one about Canada and its provinces in interactive appointment sessions. Media take away the best new Canadian travel stories. Heather.macdonald-bossé@gnb.ca

Travel Trade Marketplaces this fall

New Brunswick Tourism and Parks will be attending key marketplaces in the North American and Overseas markets this fall. These venues represent an important opportunity to connect with key tour operators and sell New Brunswick as a tourism destination. To maximize its visibility at these events, New Brunswick will work in collaboration with the New Brunswick City DMOs and Industry Members, the Atlantic Canada Tourism Partnership, and/or the Canadian Tourism Commission. The selected marketplaces are: IFTM - Top Resa (Paris, France - Sept 22-25, 2009), Bienvenue Quebec (Quebec, Quebec - Nov 2-4, 2009), Ontario Motorcoach Association (London, Ontario - Nov 8-11, 2009), World Travel Market (London, England - Nov 9-12, 2009), and National Tour Association (Reno, Nevada - Nov 14-18, 2009). For further info about these marketplaces, contact Bruno LaPlante at 506-444-6720, bruno.laplante@gnb.ca or Lisa Gagnon at lisa.gagnon@gnb.ca

Canada's Tourism Leadership Summit (TIAC)

Saint John, N.B.

November 2-4

Canada's Tourism Leadership Summit will be held Nov. 2-4, 2009 in Saint John, New Brunswick at the Hilton Saint John and the Delta Brunswick. Canada's Tourism Leadership Summit will provide Canada's tourism leaders an unprecedented opportunity to work together to overcome current challenges and lead our resurgence. For more information: [Canada's Tourism Leadership Summit](#)

The Inner Journeys Program originally featured six experience collection categories: Challenge, Cultures and Customs, Comfort and Contemplation, Cuisine, Celebration, and Child's Play. Based upon industry feedback a seventh category, "Call of the Wild", has recently been added.

Inner Journeys experiences created over the summer months will be showcased in the department's marketing efforts for 2010.

Please visit our [corporate site](#) for information on the 2009-2012 Product Development Direction, Tourism Product Development Day 2009, and the Product Development team.

NB Eligible Accommodations Program

Responsibility for the delivery of the NB Eligible Accommodations Program will be transferred from New Brunswick Tourism Grading Inc. (NBTGI) to the Department of Tourism and Parks, effective October 5, 2009. Inspection fees for 2010 for the NB Eligible Accommodations Program will remain the same as 2009.

The Canada Select / Camping Select rating programs will continue to be delivered by NBTGI including the setting of related inspection fees for the current year and beyond. These fees will be provided to accommodations operators by NBTGI.

For questions relating to the NB Eligible Accommodations Program, please contact Steve Galianos at 1-888-817-5577. For questions relating to the Canada Select / Camping Select Rating Programs, please call NBTGI at 506-458-1995.