



What's New

2007-2008 Winter Day Adventures and Getaways Online

The [Winter Day Adventures and Getaways](#) are now being featured on the Department of Tourism and Parks Official Website. The package format has recently been updated to provide more information for the consumer, including a map showing where the experience is located.

Building Communities through Arts and Heritage

The Government of Canada's Building Communities through Arts and Heritage program offers financial support for activities that are intended for and open to the general population and celebrate local heritage, artists and artisans. Funding is available through two components: Local Arts and Heritage Festivals and Community Historical Anniversaries Programming. The applications deadlines for projects taking place between June 1 and December 31, 2008 is January 14, 2008. For more details about this program, including application forms and guidelines, visit the Building Communities through [Arts and Heritage site](#) or contact Canadian Heritage toll-free by calling 1-866-811-0055.

Mount Carleton Provincial Park

Mount Carleton Provincial Park (MCP) has been transferred to the Department of Tourism and Parks. This is the first step to restore this flagship provincial park. Mount Carleton Provincial Park is an anchor product for northern New Brunswick and is the largest provincial park in the province, comprising over 17,000 hectares of wilderness. The MCP is equipped with an 88-site campground, wilderness campsites, a group campground, 62 km of hiking trails and 7.5 km of biking and cross country skiing trails. It also has two camping hut facilities: the Nictau Lake Camps (eight camping huts, dining cabin and washroom building) and the Bathurst Lake Camps (six camping huts, cookhouse and comfort station).

An initial investment of \$250,000 will be used to rejuvenate the trail network, restoration of the historic hunting camps and other facility and equipment upgrades. The park is slated to re-open under Tourism and Parks in the spring of 2008.

Mark Your Calendars



Monthly Highlights

National Aboriginal Culture, Community and Tourism Forum

Metepenagiag Heritage Park, in partnership with Indian and Northern Affairs Canada, Canadian Heritage, Industry Canada and the Province of New Brunswick held an Aboriginal Culture, Community and Tourism Forum from November 22-23, 2007 at the Metepenagiag Outdoor Adventure Lodge. The forum series is part of a larger Aboriginal tourism initiative being carried out by Indian and Northern Affairs and Canadian Heritage to study the impacts of tourism on Aboriginal Cultures and Communities. The proud hosts invited Aboriginal tourism stakeholders from across Canada and took the opportunity to showcase the Metepenagiag Adventure Lodge and Conference Centre and the new Metepenagiag Heritage Park Inc. For more information contact Karen Narvey at 506-444-3653 or karen.narvey@gnb.ca.

Trade Sales Overview

2008 Innovation and Leadership Series

Three not-to-be-missed professional development seminars are coming to New Brunswick early in 2008 as part of the fourth year of the successful Innovation & Leadership Series. Register for these seminars right now online at www.innovation-leadership.ca/.

This year, as part of the commitment to both official languages, all three topics are offered in both English and French. English and French facilitators have collaborated such that the seminars are delivered in English and repeated the next day in French by a fluent French speaker experienced in the subject matter.

January 14&15

Managing the Customer Experience covers the important topic of managing and measuring what your customers actually want and how well you and your staff satisfy that need. Wendy Burgess has previously delivered several excellent seminars in the Innovation & Leadership Series, based upon her extensive work in the hospitality industry. This seminar was very well received last year and it is being repeated this year with even more emphasis on how to involve your staff in customer service excellence. Wendy will team up with Diane Couturier again this year. Diane did a fantastic job last year and has the distinction of being the highest rated French facilitator by past attendees to Innovation & Leadership.

February 11&12

The Secrets of Successful Product Development is developed by Harvey Sawler. Harvey will be sharing his experience and the secrets of successfully developing the experiential product that today's tourists are looking for. Harvey will team up with Maurice Gallant for the French delivery. Maurice is well known in the Province for his development work with Acadian product and as the first General Manager of Le Pays de la Sagouine in Bouctouche.

March 10&11

Marketing & PR – Practical Tourism Strategies will focus on producing marketing plans as well as finding new ideas to boost your existing marketing and PR activities and to make them as effective as possible. You will go away with tools to help set an effective and realistic marketing and PR strategy and help you determine the best ways to get your message across. The French facilitator is Dany Bouchard - well known in the Province for his work with the Commission du Tourisme Acadien du Canada Atlantique on strategic planning and mentoring, with a specific focus on Acadian product.

The seminars are designed to be interactive and involve case studies and group exercises. Seminar attendance also entitles you to 1.5 hrs of one on one telephone conversation with the seminar leader.

At \$150 plus HST, these seminars are being brought to New Brunswick at exceptional value - a similar program elsewhere would cost you many times more. This covers a full day seminar, course materials and 1.5 hrs of one to one mentoring with the seminar leader. Please consider these important opportunities to bring new ideas and best in class thinking into your business. But hurry – places are limited and will be allocated on a first come first served basis. Register now on line at www.innovation-leadership.ca

January 30

Overview of 2006 Educational Tours

The Trade Sales team had a successful year with their educational tours. In 2007, they have hosted 30 participants, from several markets, on 9 different educational tours. These educational tours represent an excellent opportunity to showcase tourism product first hand with key travel trade influencers.



New Brunswick in the News

The Department of Tourism and Parks recently announced new funding for restoration work at the Village Historique Acadien and Kings Landing Historical Settlement, as well as additional funds for the tourism marketing budget. More details available on the [Corporate website](#).

Meeting at the Market – New Brunswick’s Meeting & Convention Showcase

The **Advantage NB** team is once again calling upon exhibitors to showcase the very best in meeting and convention products and services at its annual showcase; **Meeting at the Market** on Wednesday, January 30, 2008 at the Boyce Farmers’ Market in Fredericton.

Do you have a unique tourism-related product or service that would be of interest to the meeting and convention market? As an exhibitor you may be a hotel, a restaurant, an entertainer, tourism operator, a small business with a unique product line, or a designer of specialty décor; to name just a few.

For more information contact Accent Incorporated, Show Manager at (506) 637-9007 or (506) 637-9008, or Melanie Britton at 506 453-2147 or melanie.britton@gnb.ca.