



## Minister's Message



*“Autumn, the year's last, loveliest smile.”* - William Cullen Bryant

Fall is upon us, and what better time to get out and explore New Brunswick? Autumn is fast becoming an important shoulder season for our tourism industry, with Travel Intention Surveys showing more people interested in coming to New Brunswick in the months of September and October than ever before.

The Department of Tourism and Parks has been working to bring forward new initiatives to better support the fall shoulder season and to bring in even more visitors during the autumn months. With our wide range of fun activities, unique experiences and fabulous festivals, all set amid brilliant autumn foliage, this is the season where visitors will “fall” for New Brunswick!

Stuart Jamieson  
Minister

## Mark Your Calendars

**Atlantic Canada Showcase (ACS) - October 7-9**  
Moncton, NB

New Brunswick Tourism and Parks Trade Sales representatives, along with over 25 New Brunswick TRADESMART certified suppliers and city representatives, will attend this premier Atlantic Canada marketplace, ([www.AtlanticCanadaShowcase.com](http://www.AtlanticCanadaShowcase.com)). The purpose is to provide an opportunity for North American and European buyers to meet suppliers of Atlantic Canada tourism products, services and

## Tourism Development

### Best Practice Missions

The spring 2008 Best Practice Missions were a great success! A total of 52 participants (9 government representatives, 43 industry representatives) took part in four missions with 100% indicating that the mission either met or exceeded their expectations. The Atlantic Canada Opportunities Agency offers a 50% subsidy to tourism operators that are deemed eligible to participate in the missions. For more information on eligibility criteria, as well as details on past and future missions, please visit the website at [www.tourismbestpractices.com](http://www.tourismbestpractices.com).

## Award-Winning New Brunswick

Seven New Brunswick companies and individuals representing the best of Canada's tourism industry have been selected as finalists for the 2008 [Tourism Industry Association of Canada \(TIAC\)](http://www.tourismindustryassociation.ca) National Awards for Tourism Excellence. The winners will be announced on November 4th at the Canadian Tourism Leadership summit in Gatineau, Québec.

information. Program includes pre-scheduled appointments bringing together buyers, sellers and DMOs over a three-day period. ACS takes place every two years in October. ACS 2009 will be in Nova Scotia. For further information, contact Melanie Britton 506-453-2147 or [melanie.britton@gnb.ca](mailto:melanie.britton@gnb.ca).

#### Festivals Acadiens et Créoles of Louisiana - October 10-12 Lafayette, Louisiana

The Festivals Acadiens et Créoles has become a major festival in Louisiana and is now an annual rendez-vous for more than 150,000 Cajuns from all over Louisiana. New Brunswick, in partnership with Congrès Mondial Acadien 2009 and Atlantic Canada Acadian Tourism Commission, will attend this event. The Acadian group "1755" will be performing at prime time Sunday, October 12th at 3pm on the festival main stage. For further information visit [www.festivalsacadiens.com](http://www.festivalsacadiens.com) or contact Percy Mallet at 506-336-3264 or [percy.mallet@gnb.ca](mailto:percy.mallet@gnb.ca).

#### Bienvenue Québec (BQ) - October 28-30 Montreal, QC

New Brunswick Tourism and Parks Trade Sales representatives, along with New Brunswick TRADESMART certified suppliers and city representatives, will attend Bienvenue Québec in Montreal, QC. Over the years, this event has become a major event for group travel industry, bringing together the various decision-makers involved in promoting, offering and selling group travel products and services. For more information, visit [www.apaq.qc.ca/bq](http://www.apaq.qc.ca/bq) or contact Bruno LaPlante at 506-444-6720 or [bruno.laplante@gnb.ca](mailto:bruno.laplante@gnb.ca).

#### World Travel Market (WTM) - November 10-13 UK

As part of the Atlantic Canada Tourism Partnership, New Brunswick and the other three Provinces (NF, NS, PEI) will once again be participating in WTM (World Travel Market) under the Canadian Tourism Commission's Canada Stand. This is a tourism marketplace where meetings are held with key tour operators and travel media representatives in the UK. WTM, scheduled from November 10-13th, is a four-day travel industry event and brings together worldwide buyers and sellers from every sector of the industry. Over 45,000 travel industry professionals participate, representing over 200 countries and regions. For more information, contact Lisa Gagnon at 506-643-7568 or [lisa.gagnon@gnb.ca](mailto:lisa.gagnon@gnb.ca).

#### National Tour Association (NTA) - November 15-19 Pittsburg, Pennsylvania

New Brunswick Tourism and Parks, along with the city representative from Saint John, will be attending this premier USA marketplace. NTA is an organization of nearly 4,000 tourism professionals involved in the growth and development of the packaged travel industry. The Tour & Travel Exchange during this annual gathering offers tour operators, tour suppliers, and destinations the opportunity to conduct one-on-one business appointments, ([www.ntaonline.com](http://www.ntaonline.com)). For further information, contact Adrienne Grosweiner 506-444-5122 or [adrienne.grosweiner@gnb.ca](mailto:adrienne.grosweiner@gnb.ca).



#### Monthly Research

**Tourism Sector Report Addresses Labour Supply**  
In a [recently released report](#), "*The Future of Canada's Tourism Sector: Long on Prospects... Short on People*", the Canadian Tourism Human Resource Council identified that labour shortages were already observed in the tourism sector in 2005. The Atlantic provinces will be affected by 2025. The labour shortfall in the tourism sector in this region may reach 21% (the equivalent of 7,106 full-time jobs) in that timeframe. The report also offers some suggestions and regional insights on increasing productivity and stimulating labour supply within the tourism sector.

#### Improve Your On-Line Presence

[TourismTechnology.com](http://TourismTechnology.com) is now offering support to operators who are interested in investing in their website. Discussions will take place with interested operators on how to offer their accommodations on-line, evaluate their current website, and how they can improve their online presence to their potential customers. If you are interested in this one-on-one mentoring program, please contact Beth Ashton at [beth@tianb.com](mailto:beth@tianb.com).

TourismTechnology.com is a strategic partnership between the Tourism Atlantic branch of ACOA, the Atlantic Provincial tourism industry associations, and the Atlantic Provincial tourism departments to enhance the competitiveness of the region's tourism industry through improved technology adoption.

