



## FOCUS ON TOURISM

New Brunswick  
CANADA

### What's New

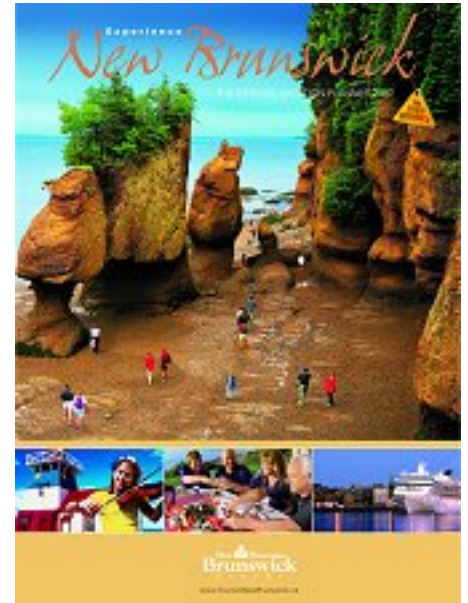
**Experience New Brunswick, The Official Vacation Planner for 2007** is available this month. New features include a compilation of the Day Adventures and Getaways in an individual section, new 2007 authentic profiles of intriguing New Brunswickers and touring itineraries. In total 550,000 copies of the guide will be produced, to be used as the fulfillment piece to the 2007 marketing campaigns. Distribution in province is through Provincial and Municipal Visitor Information Centres as well as Irving Mainways and Blue Canoe locations. To order copies of the 2007 Vacation Planner, call toll free at 1-800-307-6506.

### Get Listed in "Where to Eat"

The official New Brunswick Consumer Web site now offers a **free** restaurant listing in partnership with [DiningPick.com](http://DiningPick.com). To register your eating establishment, visit the link above. For more information, contact Carol Alderdice at 506-444-5990 or [carol.alderdice@gnb.ca](mailto:carol.alderdice@gnb.ca) or Susan Morell at 506-453-5896 or [susan.morell@gnb.ca](mailto:susan.morell@gnb.ca).

### Atlantic Canada Tourism Partnership (ACTP) Launches 2007 Marketing Strategy

ACTP has its sights on travelers from Northeastern United States, United Kingdom, Germany (and German-speaking European countries), as well as France, Japan and Western Canada. To find out how they plan on doing it, [please visit the ACTP web site](#).



The Department of Tourism and Parks is pleased to announce that Experience New Brunswick, **The Official Vacation Planner 2007** will be available March 2<sup>nd</sup> on the Consumer Web site.



### New Brunswick in the News

#### Winter New Brunswick Style

The snowiest of Canada's Maritime Provinces, with annual snow falls of up to 13 feet in the northwestern part of the province, New Brunswick answers the call for even the most demanding winter sports aficionado.

[Full article](#)



### Monthly Research

### Mark Your Calendars

#### March 4-6 or March 8-10 - Newfoundland "Edge of the Wedge", Great course! Great value!

This tourism course offered in Atlantic Canada's *Gros Morne National Park* is designed to help you deliver experiential product at its best. The three-day course focuses on culture and heritage, the arts, music, food and cuisine, and nature-based experiences. For more information, visit [Edge of the Wedge](#).

#### March 7-11 – Berlin, Germany International Travel Show (ITB)

This is the largest tourism trade show in the world and New Brunswick will participate under the CTC's Canada Stand along with the other Atlantic Provinces. The **ITB** will focus on New Brunswick and Atlantic Canada programs to increase visitation from Germany. For more information, please contact Lisa Gagnon at 506-643-7568 or at [lisa.gagnon@gnb.ca](mailto:lisa.gagnon@gnb.ca).

#### March 12-14 – London, England Spotlight Canada

[Spotlight Canada](#) is an official CTC event and is one of the most important business development events for Canadian tourism suppliers. New Brunswick will attend along with the other Atlantic Provinces as part of the Atlantic Canada Tourism Partnership. For more information, please contact Lisa Gagnon at 506-643-7568 or at [lisa.gagnon@gnb.ca](mailto:lisa.gagnon@gnb.ca).

#### March 15-18 – Paris, France Salon Mondial du Tourisme (SMT)

[Salon Mondial du Tourisme](#) is the leading public consumer show in France with more than 100,000 visitors. New Brunswick Tourism and Parks will participate as part of the CTC Canada kiosk. For more information, please contact Bruno LaPlante at 506-444-6720 or at [bruno.laplante@gnb.ca](mailto:bruno.laplante@gnb.ca).

**March 21 and 22 - Fredericton**  
**An Introduction to *TradeSmart***

If you operate a tourism adventure business, accommodation, or attraction and are interested in receiving business from motorcoach tours, small groups or independent package wholesalers, the **[TradeSmart Introductory Seminar](#)** is designed for you. This introductory program is taking place at the Delta Fredericton on March 21 and 22. If you wish to attend, please contact Rose Arsenault at 506-457-6754 or 1-888 817-5577 or at [rose.arsenault@gnb.ca](mailto:rose.arsenault@gnb.ca).

**March 23-25 - Boston, USA**  
**Boston Globe Travel Show**

The **[Boston Globe Travel Show](#)** is one of the premier travel shows in the New England states. A delegation representing the Department of Tourism and Parks and industry members will attend this three-day consumer show. For more information on this event call Natalie Wiggins at 506-453-2422 or email at [natalie.wiggins@gnb.ca](mailto:natalie.wiggins@gnb.ca).

**March 30-April 1 - Montreal**  
**Salon National Tourisme Plein Air, Montreal**

The Department of Tourism and Parks, along with industry members will attend this three day consumer show. The delegation will showcase a cultural and festive atmosphere by providing entertainment and local dishes. Approximately 15,000 consumers are expected to attend. For more information, please contact Natalie Wiggins at 506-453-2422 or email at [natalie.wiggins@gnb.ca](mailto:natalie.wiggins@gnb.ca).

**Tourism and Parks Research and Innovation Branch** will be providing a new monthly report of tourism industry performance indicators. Occupancy statistics, attractions visitation, and other tourism indicators will be provided in a concise online summary. A further announcement will follow when this monthly tourism industry performance indicator report begins. This report will be in addition to the monthly accommodations reports currently available through **[the TAP corporate web site](#)**.



**Advice From Our Experts**

**[The Welcome Process](#)**

You really only get one chance to make a good first impression. Find out what makes a great customer 'Welcome' and how it can lead to a profitable, long-term relationship.