

February 2008

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What's New

Town of Bouctouche - finalist in 2008 *Tourism for Tomorrow Awards*

The Town of Bouctouche has been selected as the only Canadian finalist for the 2008 World Travel and Tourism Council's *Tourism for Tomorrow Awards*. The *Tourism for Tomorrow Awards* recognize and promote the world's leading examples of best practice in responsible tourism development across four categories: Destination Award, Conservation Award, Investor in People Award, and Global Tourism Business Award.

St. John River Valley

A brand new promotional DVD launched by The St. John River Valley Tourism Association is coming soon! It will be available at the end of the month at <http://www.sjrvta.com/>.

The Village Historique Acadien Touring New Brunswick Schools

In the context of the weeks celebrating Heritage and Francophonie, the Village Historique Acadien (VHA) will be touring around NB visiting French and French immersion schools. In 2007, more than 3500 students benefited from these very educative and fun workshops. In 2008, workshops are available from February 11-29 and from March 10-20. Workshops are offered in order to share, preserve and promote Acadian history and its heritage. Workshops are offered to students from kindergarten through grade 8. For more information <http://www.villagehistoriqueacadien.com/>

Mark Your Calendars

Announcement of Industry Member Passing

It is with deep sadness that we inform you of the passing of Mr. Eric LeBlanc, owner/operator of Croisières Shediac Bay Cruises, Shediac, New Brunswick on Monday February 18, 2008.

Eric's inspiring entrepreneurial spirit and contagious enthusiasm made him a leader in the tourism industry. He introduced people from all over the world to his creation, which he proudly described as "the authentic lobster experience" via LobsterTales. Many of Eric's clients became close friends over the years and we know he will be sadly missed by all who knew him.

If you wish to send a note of condolence, you can do so via the funeral home website: www.thompsonsfuneralhome.com.

On behalf of the Department of Tourism and Parks, we would like to extend our deepest condolences to Mr. LeBlanc's family and loved ones. Our thoughts and prayers are with them in this time of deep sadness.

More Learning Opportunities Available

There are more learning opportunities available than ever before with the Innovation and Leadership Series. Plan to attend one of the upcoming sessions: Marketing & PR – March 10 -11 or Pricing Your Product for Profit on March 18. Register on-line today at <http://www.innovation-leadership.ca/>.

Festival and Events Date Confirmation

Festival and Events Coordinators, your assistance is requested. Please ensure that the information on your Festival or Events, as listed on the [Official Tourism New Brunswick website](#) is accurate. If there are any discrepancies, please contact Lynn White at lynn.white@gnb.ca or 506-453-2198.

Operator Self Service

Data Collection for Travel Guide/Tourism Website 2009 is currently underway. We have begun to schedule our OSS (Operator Self Service) Winter/Spring training sessions. Many Community Colleges have kindly accepted to provide us with training rooms at no cost. We will be providing training in different locations over the next two months. Invitation letters will be sent or you can go [on-line](#) or call our 1-888-817-5577 for more information on how to register.



Monthly Research

The Conference Board of Canada is tracking increased awareness and interest in environmentally responsible travel and in sustainable tourism, by both leisure and business travellers. TNS Canada Facts recently released findings from a representative survey of 1,079 online Canadian travellers conducted during this past tourism season, which noted that 8 in 10 Canadians regarded sustainable tourism as beneficial. One third of those Canadian travellers would switch their vacation destination to one that supported sustainable tourism, and 28% were willing to pay more for an ethical and sustainable vacation. For more information please go to http://www.tns-cf.com/news/07.12.04-sustainable_tourism.pdf.