



What's New

Kudos to Opera Bistro

Congratulations to [Opera Bistro](#) which was recently featured as one of the 25 best new restaurants in Canada by [EnRoute Magazine](#).

Recognizing Arts & Culture

Cultural Capitals of Canada is a national program to recognize excellence and support Canadian municipalities for special activities that celebrate the arts and culture and integrate them into overall community planning.

The guidelines and application forms for the 2010 Cultural Capitals of Canada awards are now available. [Click here](#) for details on how Canadian municipalities can apply for an award, or call toll free 1-866-661-0662.

Operator Self Service Training

Look for your invitation to participate in the Operator Self Service Training. This program allows you to make changes to your page on the Tourism Consumer Web site electronically. Training rooms will be booked across the province to accommodate you in your area. On-line registration will be available in February. Only 10 participants can attend the training sessions at a time, so book early. Separate training sessions for accommodation operators will be available. For more information on the Operator Self Service Training, please contact our new Consumer Web Market Strategist, Anne Guimond at anne.guimond@gnb.ca or (506) 457-7874.

Mark Your Calendars



Monthly Highlights

All 2007 product information is now available on the [Consumer Web site](#).



New Brunswick in the News

"Every summer the Acadians of New Brunswick fly their flag and raise an unholy racket to let the world know that efforts made long ago to destroy their community did not work."

[Helena Katz, Montreal Gazette, July 2006.](#)



January 27-February 1, 2007

The 2007 American Bus Association convention in Grapevine, Texas is the American Bus Association's annual marketplace and the place to network and enhance your group travel business. This forum offers face-to-face prescheduled appointments with motorcoach and tour operators. It also offers excellent networking events and a vast array of professional development sessions. For further information contact Lynn Meehan (506) 444-5122 or lynn.meehan@gnb.ca. Or visit <http://www.buses.org>.

February 6, 2007

An Attractions Sector Meeting is scheduled for February 6th at the Delta Fredericton. Invitations to Attractions Tourism Operators will be in the mail shortly. This meeting will serve to update the operators on various activities, opportunities and research, as well as introduce them to the proposed new approach for the Attractions Classification Program. For more information, please contact Lynn White, Project Executive at (506) 453-2198 or lynn.white@gnb.ca.

February 20-23, 2007

Educational Travel Conference (ETC), Baltimore, MD

ETC is a forum dedicated to the growth and professional development of alumni, museum and conservation travel programs worldwide, and the best industry-wide networking opportunities in the special interest, educational and experiential travel. Not to be mistaken for a marketplace, this is a conference offering professional development sessions and networking events. For further information contact Lynn Meehan (506) 444-5122 or lynn.meehan@gnb.ca or visit <http://www.travelearning.com/>.

February 26 and 27, 2007

Innovation & Leadership

[Building Unbeatable Products](#) – Monday February 26, 2007 in Saint John. For an injection of new ideas and a structured approach to creating new products, join [Alister Mathieson](#) from the Humber Institute of Technology and Advanced Learning.

[Situational Leadership](#) – Tuesday February 27, 2007 in Saint John.

Join inspirational seminar leader, [Sherry Sibio](#) for this seminar about the importance of investing in yourself. You will discover that your leadership can motivate your employees and give your business that special something that your competitors may lack.

Superhost Atlantic Invites You

If you are interested in providing the best customer service possible, then you will want to attend [Superhost Atlantic](#). There are three dates to attend this one day session: [January 25, 2007](#), [January 30, 2007](#) and [February 28, 2007](#).

Monthly Research

David Rioux has joined the Research and Innovation Branch and has assumed the duties of Senior Research Analyst. You can reach him at david.rioux@gnb.ca or 444-4521.

For a list of available research, please visit [TAP's corporate website](#).



Advice From Our Experts

"When asked if they are marketing on the Internet, many people say, "Yes, we have a Web site." However, having a Web site and marketing on the Internet are very different things. Yes, usually you need a Web site to market on the Internet. However, a Web site is simply a collection of documents, images and other electronic files that are publicly accessible across the Internet. Your site should be designed to meet your online objectives and should be developed with your target market in mind."

[Susan Sweeney](#), author, 101 Ways to Promote Your Web Site

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