



## Minister's Message



Welcome to 2009, and the first edition of Focus on Tourism for the New Year!

As you can see from this edition of the newsletter, we are moving confidently into 2009 by upgrading our corporate website, and developing a new Provincial Tourism Strategy to lead the department and industry into the future.

I am excited about these new initiatives, as well as many others that the department is working on to help grow and improve tourism in New Brunswick in 2009. By working together, we can make the tourism industry an even more important contributor to the self-sufficiency of our province.

Stuart Jamieson  
Minister of Tourism and Parks

## What's New

We are pleased to announce that we have re-designed and revitalized our [corporate website](#) to make it much easier for you to navigate. Please take notice of the new industry information pages and the monthly calendar for industry events. Our goal is to make this site “the” tool that you can rely on for industry information. Feedback is welcome, please contact [mary-anne.hurley-corbyn@gnb.ca](mailto:mary-anne.hurley-corbyn@gnb.ca).

## Mark Your Calendars

Canada-e-Connect, Toronto, January 21-23

## Tourism Development Update – Provincial Tourism Strategy Consultation

Representatives of the provincial tourism industry participated in an extensive consultation process in late November. The framework for the Provincial Tourism Strategy is well underway and we look forward to sharing it with you in the new year.



## New Brunswick in the News

New Brunswick’s Provincial Parks are currently being featured in a series of programs produced during the 2008 tourism season in collaboration with Rogers Television. The programs highlight the natural wonder at our 11 parks. The television schedule can be viewed at [Rogerstv.com](http://Rogerstv.com).



## Monthly Research

The Tourism Industry Association of Canada is extremely pleased to be presenting [Canada-e-Connect](#) (CEC), Canada's e-Tourism Strategy Conference on January 21-23, 2009 in Toronto, ON. The Canada-e-Connect conference is Canada's premier tourism/technology event, providing insight into the strategies, future trends, developments and innovative business practices for the Canadian tourism industry in the digital age. The various elements of Canada-e-Connect have been developed by the CEC Advisory Committee, whose guidance has shaped a conference that will deliver valuable insight as well as opportunities for networking. For more information please contact Carol Alderdice at 506-444-5990 or at [carol.alderdice@gnb.ca](mailto:carol.alderdice@gnb.ca).

### 2009 Media Marketplaces

The Department's Media team is preparing for two major Media Marketplaces early in 2009. The Travel Media Association of Canada Conference (TMAC) is taking place February 3-6, 2009 in Richmond, BC. and the Canada Media Marketplace (CMM) is happening in New York April 20-22, 2009. Both events are great opportunities to showcase New Brunswick and all that our destination has to offer. For more information visit the TMAC website at [www.travelmedia.ca](http://www.travelmedia.ca) or the CMM website at [www.canadamediamarket.org](http://www.canadamediamarket.org).

New Brunswick Tourism Statistics are more accessible on the now re-designed Tourism and Parks [corporate web site](#), which provides a prominent tourism statistics link. Statistics concerning provincial accommodations, provincial park campgrounds, attractions, visitor information centres, and U.S. border crossings are available for the current year and past years. Separate monthly fixed roof accommodation reports provide regional occupancy rates and comparative data, and past reports provide historical data back to 1997. The tourism research plan describes these tourism indicators and places them in context.

### Marketing Branch Update

The Marketing and Sales division of the Department of Tourism and Parks has recently been restructured to meet the ever changing landscape of online and offline marketing. A new Sales, Partnership and Business Development Branch, with Cindy Creamer-Rouse as Director, will consolidate all the sales functions into one branch. The branch includes Trade, Visitor Information Centres, Tourism Communication Centre, and Media Relations and Partnerships. Kim Matthews has been appointed Director of Marketing and will oversee all online and offline consumer marketing programs and destination image management.

Susan Morell has been appointed Director of the Destination Information Management branch. This new branch will focus on increasing online inventory of experiences, product and services as well as consumer website content. Penny Demmings will focus on Signage and Special Projects and serve as a senior tourism and marketing consultant within Tourism and Parks.

Two new staff have joined the Marketing and Sales division -- Kevin Cormier, Manager of Advertising and Publications and Martine Dugas, Project Executive, Web/Database Content.