

June 2007

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What's New

PLEASE NOTE!

Operators may be receiving solicitation for inclusion on the www.tourismnb.com website. Please note that this site is privately owned and has no affiliation with the Province of New Brunswick's [Official Tourism Website](#).

You will have received information on marketing opportunities on New Brunswick's Official Tourism Website. We hope this clarifies any confusion identified in inquiries we have recently received. If you have questions concerning eligibility to be included on the Official Tourism Website, contact Susan Morell at 506-453-5896 or e-mail susan.morell@gnb.ca. If you require further information on additional advertising opportunities, contact Scott Kennah at 506-459-3745 or e-mail kennah.scott@hawk.ca

More In-Market Success

Over 50,000 consumers and potential visitors were reached by New Brunswick Tourism and industry partners during the month of April with our attendance at Fête de l'été in Quebec City and Saltscapes Live Expo in Halifax. Twenty industry members participated in the Quebec City event along with four musicians and students from CCNB Edmundston campus serving local cuisine, giving consumers a taste of our province. Twenty-two partners, five musicians and five artisans created an experiential atmosphere at Saltscapes Live Expo.

Intercept - A Grass Roots Approach

The Department of Tourism and Parks is looking for communities to take part in its 2007 Intercept Program – A Grass Roots Approach.

This exciting initiative will provide communities with tools and collateral to promote their local activities, events and unique offerings.

For more information on the program and how your community can participate, please contact Trena LaPointe at 506-453-2116 or trena.lapointe@gnb.ca



Monthly Highlights

Tourism Excellence & Innovation Awards

The 2007 Tourism Excellence & Innovation Awards were presented by the Hon. Stuart Jamieson, Minister of Tourism and Parks during Tourism Awareness Week to recognize and celebrate the people whose creative spirit and dedication to excellence and innovation continue to surpass expectations year after year.

Congratulations to [this year's winners](#).



New Brunswick in the News

"If you travel as a way to experience Maritime culture and see natural landscapes unspoiled by glitzy neon-lit commercialism, Grand Manan is a place where you will always find something exciting to do."

[Canadian Geographic Magazine](#), May 2007

New Markets for Advertising Campaigns

New Brunswick is partnering with Nova Scotia and ACTP to implement a fully-integrated marketing campaign to entice potential visitors, specifically from Calgary, to the region. The campaign was in-market for four weeks and includes TV, newspaper, on-line and direct email. New Brunswick also launched an advertising campaign specifically for the New York market in April that includes magazine ads, direct mail, a newspaper insert and a media event with Premier Graham on May 22.



Monthly Research

The New Brunswick Tourism Research Plan for 2007-2008 is now available to the public and operators on the [Corporate Website](#). Building on our tourism industry performance indicators and aligning performance measures with regional and national best practices will be a focus, along with updating our product and market profiles and gathering information about our online audiences.

❖ Mark Your Calendars

Day Adventure and Getaway Opportunities

Although the 2007 summer season has just begun, it's time to start planning marketing efforts for the 2007 Fall and Winter seasons, and the 2008 Summer season. The Department of Tourism and Parks' Product Development Branch, represented by both Regional and Sector Project Executives, is available to meet one-on-one with you to discuss the Day Adventure and Getaway program opportunities.

Please note: the deadlines for Day Adventure and Getaway submissions are as follows:

Fall 2007: **due July 3, 2007**

Summer 2008: **due August 1, 2007**

Winter 2007-08: **due September 1, 2007**

Millions of visitors use the New Brunswick publications to help plan and book their vacations. You don't want to miss this opportunity to develop a unique tourism product. Please contact your [Product Development Project Executive](#) today to participate in the Day Adventure and Getaway programs. Summer 2007 Day Adventure and Getaways are currently on the [Official Tourism Website](#).

Hometown New Brunswick

The Hometown New Brunswick program is designed to profile the unique spirit, history and culture of New Brunswick communities. If you are interested in receiving more information on the Hometown program or if you wish to participate in the 2008 program, please contact Lynn White at 506-453-2198 or lynn.white@gnb.ca; Please note, the deadline for the 2008 Hometown program is **August 15th**.

Deadline for Accommodations and Campground Information

This is to remind you to return the completed Accommodations or Campground Information Form to New Brunswick Tourism Grading Inc. (NBTGI) no later than June 22, 2007 if you wish to have a listing in the 2008 Official Vacation Planner. You also must pay your 2008 licensing fee to NBTGI no later than August 15, 2007 in order to take advantage of this free listing. If you have already returned your form, please disregard this reminder. If you have any questions in this regard, please contact Elana Kelly, NBTGI, by phone at 506-458-1995 or by email at ekelly@nb.aibn.com.

