



## What's New

**New Brunswick Featured in Reader's Digest "Best of Canada List"**  
Reader's Digest Magazine has identified that the happiest place in Canada is in New Brunswick. Saint John and Moncton were among the top five (of 18) Canadian cities whose citizens were satisfied with their quality of life. Shediac was also recognized as the best place for lobster! [Reader's Digest, June 2008, p.51]

### Six NB Adventures Programs to Air on CTV in July

Six half-hour episodes of the New Brunswick Adventures Program will air on CTV's Travel + Escape channel beginning the week of July 14. These programs were produced in 2007 by Ferguson Audio Productions of Bathurst, in conjunction with the Department of Tourism and Parks. Millions of viewers will see New Brunswick's scenic drives and best adventures first-hand with this tremendous exposure. For a preview please go to our [Corporate website](#).

### Visitor Intercept Coupon Booklet launched

A [new coupon booklet](#) aimed at offering visitors an added incentive to stay in New Brunswick even longer was introduced recently by the Department of Tourism and Parks. The coupon booklet is designed to encourage all visitors to explore the province and take advantage of the discounts offered. More than 100 value-added coupons worth more than \$2,000 may be found in the booklet. Included among the offers are discounts to a wide range of accommodations, campgrounds, activities, attractions and provincial parks. 300,000 booklets will be distributed to provincial visitor information centres, provincial and national parks, and designated high-visitor-traffic locations.

### Tourism Awareness Week Marked Kick-off to Season

From June 2-8, 2008, the Department of Tourism and Parks celebrated Tourism Week in Canada, with the theme "Potential Worth Exploring". Throughout the course of the week, Tourism and Parks sent out various releases to highlight the industry in our province and to encourage New Brunswickers to vacation in the province this summer. Several tourism operators from around the province were celebrated by government members in the Legislative Assembly, and the week wrapped up with the official opening of Le Village Historique Acadien and King's Landing Historical Settlement. For more information on Tourism Week, and ideas on how you can get involved next year, please visit <http://www.tiac-aitc.ca/english/NTAW.asp>.

**Sackville Celebrates Official Designation as 2008 Cultural Capital**



## New Brunswick in the News

Three New Brunswick Beaches were selected for [Canadian Geographic Travel Magazine's List of 25 Hot Beaches](#).



## Monthly Research

Canadian Tourism Commission Introduces Toolkit to Help Develop New Experiences Available only to Canada's tourism industry, this [custom toolkit](#) was designed to help tourism businesses understand what it takes to turn a product into a world-class experience that sells. Based on in-depth research and the latest trends, it's full of useful advice from finding your best customers to positioning your product in the marketplace. There are even tips from some of Canada's leading companies on what it takes to build an extraordinary tourism experience.

### of Canada

Sackville will be bustling with cultural activity this summer! Top-notch musical acts, an outdoor sculpture series, an old-fashioned barn-raising, and more are part of a medley of cultural events that embrace theatre, heritage, music and art that celebrate Sackville's Cultural Capital of Canada designation. This special designation was made by Heritage Canada as part of the Cultural Capitals program. Check out the exciting list of events taking place in Sackville at

[www.sackville.com](http://www.sackville.com)

### Improve Your On-line Presence

[TourismTechnology.com](http://TourismTechnology.com) is now offering support to operators who are interested in investing in their website. Discussions will take place with interested operators on how to offer their accommodations on-line, evaluate their current website, and how they can improve their online presence to their potential customers. If you are interested in this one-on-one mentoring program, please contact Beth Ashton at [beth@tianb.com](mailto:beth@tianb.com).

TourismTechnology.com is a strategic partnership between the Tourism Atlantic branch of ACOA, the Atlantic Provincial tourism industry associations, and the Atlantic Provincial tourism departments to enhance the competitiveness of the region's tourism industry through improved technology adoption.