



What's New

Marketing Handbook

This document has been developed as a guide for industry's marketing needs. It has been divided into sections that provide everything from an outline for a solid marketing and sales plan to contact information for Tourism and Parks. Please visit the [TAP web site](#) for the complete marketing guide.

The Aboriginal Tourism Planning Tool Kit

Community Tourism Development for First Nations in New Brunswick is currently being distributed to the 15 First Nation communities in New Brunswick. The objective is to create more Aboriginal Tourism products and to provide community members with a tool kit to help business start-ups. The Aboriginal Tourism Planning Tool Kit is an initiative of the Joint Economic Development Initiative Tourism Working Group. The tool kit provides easy access to information on all federal and provincial funding/grants programs that are related to the tourism industry. For more information, contact Karen Narvey, Tourism and Parks at 506-444-3653. Please visit [Aboriginal Affairs Secretariat web site](#) to obtain the kit.

Tourism Graduates for Hire!

Sixty soon-to-be graduates in the tourism program were on hand to showcase their skills and abilities during the second annual New Brunswick Vacation Trade Show and Reverse Job fair held in Edmundston from February 23-25, 2007. The students are trained in a variety of courses, including training in accommodation and restaurant services, culinary tourism, management and international tourism. Potential employers can get more information by contacting the [Atlantic Centre of Excellence in Tourism](#) (please note, the web site is available in French only).



Monthly Highlights

Innovation and Leadership

Two seminars delivered in February in Saint John brought the Innovation & Leadership Series 2006-2007 to a very successful close. For a sample of comments from participants, please visit the [Innovation & Leadership web site](#).

For more information, contact: Rose Arsenault at rose.arsenault@gnb.ca or 506-457-6754 or 1-888-817-5577.

Operator Self Service Registration

Service training sessions is now available. This program allows you to make changes electronically to your page on the Tourism Consumer web site.



New Brunswick in the News

"A second-hand canoe, an easy breeze and a lazy paddle along New Brunswick's St. John River..."
[Canadian Geographic Magazine](#),
March/April 2007

Seeking Award Nominations

The Tourism Excellence and Innovation Awards celebrate achievements of the businesses, operators and organizations that capitalize on New Brunswick's natural wonders, rich heritage, and cultural diversity. These awards recognize outstanding performance in tourism product development, marketing and creative partnerships.

Prerequisites are outlined in the nomination forms available on the 2007 Tourism Excellence and Innovation Awards [web site](#) or contact Rose Arsenault at 1-888-817-5577. Nominations must be received no later than 2:00 p.m. on Friday, April 27, 2007.

The 2007 Tourism Excellence and Innovation Awards will be presented at a special event in Fredericton. Details, date and time will follow.



Monthly Research

The Research and Innovation Branch of Tourism and Parks is now providing a monthly report of tourism industry performance indicators. Occupancy statistics, attractions, visitation and other key tourism performance indicators are provided in a concise online summary. This report will be updated on a monthly basis, along with the other accommodations reports available on the [TAP research page](#).



Advice From Our Experts

Energized by spring and ready to embrace new and innovative ways to improve your organization? The [Recommended Reading List](#) from the Experts at our Innovation and Leadership Series may be just what you need to get started.

Mark Your Calendars

March 27

Superhost - CCNB – Campbellton (French)

If service excellence is your way of interacting with customers, Superhost Atlantic is for you! You will receive a certificate that will confirm successful completion of the program as well as a pin that you can proudly wear to prove your commitment to excellence. This Superhost session will be held in French at CCNB – Campbellton, Room 264-A from 8:30 a.m. to 4:30 p.m. Please contact Monique Boudreau at 506-783-7573, boudreau.monique@hawk.ca to register or for more information go to [TIANB's web site](#).

March 29-30

Fundy Region Tourism Conference

Plan to attend the 2007 Fundy Region Tourism Conference on March 29 and 30 at the Delta Brunswick Hotel in Saint John. For more information or registration contact info@enterprisecharlotte.ca or visit www.enterprisecharlotte.ca

April 16-18

Canada Media Marketplace

Tourism and Parks Media Relations team together with representatives from the Cities of Moncton, Fredericton and Saint John will attend the Canada Media Marketplace in New York, April 16-18. This is an annual event which rotates between the east and west coast of the United States. Appointments with travel journalists will help in securing editorial coverage for New Brunswick in publications, on the Internet, as well as radio and television in the coming months.

For more information, contact Diane Rioux at 506-444-4465 or diane.rioux@gnb.ca, or visit www.canadamediainmarket.org.

April 27-29

Saltscapes Live Expo in Halifax, April 27-29

New Brunswick Tourism and Parks is a Gold Sponsor for the one-of-a-kind lifestyle show, [Saltscapes Expo](#) in Halifax. To date, 18 industry members have registered to attend. For more information contact Natalie Wiggins at 506-453-2422.

