

March 2008

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What's New

Chocolate Museum Expansion

A partnership established between ACOA and RDC, along with the support of the federal, provincial and municipal governments, and the commitment of Ganong Bros. will allow for an \$875,000 expansion to the museum. The expansion will give the Chocolate Museum more flexibility and space for school, tour bus and group visits which are expected to more than double by 2010.

More Learning Opportunities Available

There are more learning opportunities available than ever before with the Innovation and Leadership Series. Plan to attend one of the upcoming sessions : **Marketing and PR - Practical Tourism Strategies** or **The Secrets of Successful Product Development**. Register on-line today at <http://www.innovation-leadership.ca>

Mark Your Calendars

March 27

Marketing Press Conference – Fredericton

The Department of Tourism and Parks will be holding a news conference on the 2008 Marketing Programs at the Crowne Plaza in Fredericton on Thursday, March 27th. The news conference will be held from 9:00am – 10:00am. For more information, contact Kim Matthews at kim.matthews@gnb.ca

March 27-28

Fundy Region Tourism Conference

The 2008 Fundy Region Tourism Conference: Sustainable Futures will be held at the Fairmont Algonquin Hotel in St. Andrews on March 27 and 28. For more information please contact Enterprise Charlotte at 506-529-5518 or e-mail info@enterprisecharlotte.ca.

April 21-22

TradeSmart Certification

TradeSmart, The Travel Trade Supplier Certification Program, certifies and profiles tourism suppliers who understand the importance of establishing and employing travel trade friendly business practices, and demonstrates their compliance with these business practices. It



The 2008 Tourism Excellence & Innovation Awards will recognize New Brunswick tourism operators/businesses/organizations that have demonstrated excellence and innovation in three areas: Excellence & Innovation in Tourism Product Development, Excellence & Innovation in Tourism Marketing and Excellence & Innovation in Tourism Partnerships. The Tourism Excellence & Innovation Awards are open to private sector enterprises, institutions, non-governmental volunteer organizations and associations, and municipalities. The entry may relate to any area of tourism operations, including accommodations, attractions, activities, festivals/events, associations. Prerequisites are outlined in the nomination forms which are available on the [2008 Tourism Excellence & Innovation Awards Web site](#) or by calling 1 888 817-5577.



New Brunswick in the News

is designed to make it easier for tour operators to do business with tourism suppliers in New Brunswick.

Attend the next TradeSmart Introductory Seminar "Working with the Travel Trade" as the first step in becoming TradeSmart Certified on April 21 and 22 at the Delta Fredericton. To register, please contact Rose Arsenault at rose.arsenault@gnb.ca or toll free at 1-888-817-5577 or call 457-6754.

June 1

Tourism and Parks Product Database Mail-out for 2009 Vacation Planner

Tourism and Parks is currently updating its database of product information. A mail out to industry will occur in the months of March and April 2008, with responses required by June 1, 2008. Operators may also choose to register for Operator Self Service. The updated product information will be utilized for the [Official Tourism website](#), the Scenic Drive listings in the Vacation Planner, the Tourism Communication Centre (TCC) and at Provincial and Municipal Visitor Information Centres (VICs). If you have any questions concerning the product database, please contact Lori-Ann Blakney at 1-800-817-5577 or lori-ann.blakney@gnb.ca

Project Evergreen Canada Names Kingsbrae Garden the 'Greenest' in Canada

Kingsbrae Garden was awarded the Project EverGreen Canada National Stewardship Award, 'Because Green Matters', at the Canadian Nursery & Landscape Association's annual banquet at the Hilton Saint John on February 8th, for its outstanding commitment to raising the profile and awareness of the benefits of green spaces in Canada. Project EverGreen's mission is to raise the awareness of the environmental, economic and lifestyle benefits of landscapes and promote the significance of those who preserve and enhance green spaces at home, work and play. For more information: www.canadanursery.com