



Special Edition

Attention Tourism Operators

The 2007 tourism season is underway! It's now time to reflect on all the planning you have done to prepare for a successful season. At the same time, we know you have an eye on the future. The Department of Tourism and Parks, with the support of Hawk, is also looking ahead, with our annual launch of [Marketing Opportunities 2008](#).

Experience New Brunswick, The Official 2008 New Brunswick Vacation Planner, is the cornerstone of a dynamic sales program. This year's edition has been in circulation since February, with an eventual planned distribution of 550,000 copies in English and French. For 2008, the Vacation Planner will be produced even earlier - to be ready for the market in **mid-January**. For that reason, there is no time like the present to begin thinking about your marketing opportunities for 2008.

The publication is delivered on a fulfillment basis to prospective visitors responding via web and the 1-800 line advertised in television and print, as well as on an intercept basis through provincial and municipal visitor information centres, attractions, accommodations and campgrounds, and Irving locations.

Print and Web Advertising

For current advertisers, space will be reserved for a limited time. After that, it will be available on a first-come first-serve basis. Hawk's sales representatives again this year are [Scott Kennah](#) and [Monique Boudreau](#), and they will be pleased to work with you directly to discuss your print and online requirements. Display ad and web ad options and rates are described in detail on the [Marketing Opportunities](#) website.

Day Adventures and Getaways

If you are interested in developing a package, representatives from the Department of Tourism and Parks' **Product Development Branch** will be available to meet with you in the coming weeks to discuss opportunities for summer 2008, and fall and winter development. The [Marketing Opportunities](#) website contains more information that you'll need, including package forms and Product Development contacts.



Contacts

For more information on [Marketing Opportunities](#), please contact the following individuals.

For Vacation Planner display advertising, and web ads, contact

Scott Kennah
HAWK
Direct 1-506-459-3745
E-mail: kennah.scott@hawk.ca

Monique Boudreau
HAWK
Phone 1-506-783-7573
E-mail: boudreau.monique@hawk.ca

For Day Adventures and Getaways contact the Department of Tourism and Parks

Hometown Program

Municipalities will again be able to participate in the Hometown marketing program. Details are available on the [Marketing Opportunities](#) website.

We wish you the best for the 2007 season, and with your planning for 2008!

Nathan Phillips
Acting Director
Product Development
Department of Tourism and Parks

Rob Hiscock
Publisher
HAWK

Scott Kennah
Director of Sales
HAWK

Caitlin Grimmer
Department of Tourism and Parks
Phone: 1-506-453-8757
E-mail: caitlin.grimmer@gnb.ca

Or contact the [Product Development Officer in your area.](#)

For the Hometown Program, please contact:

Lynn White
Department of Tourism and Parks
Phone: 1-506-453-2198
E-mail: lynn.white@gnb.ca