



## What's New

### New Brunswick Receives UNESCO Biosphere Designation

It was announced last month that the upper Bay of Fundy region has received UNESCO Biosphere Designation. This is exciting news not only for the region but as well, for the entire province. For more information on the official announcement, in addition to other biosphere reserves across Canada, please visit the Canadian Commission for [UNESCO website](#).

### Shediac Lobster Festival Named One of the Top 100 Events

The Shediac Lobster Festival has been designated as one of the American Bus Association's (ABA) Top 100 Events in North America for 2008. Inclusion in the list indicates that an event offers excellent entertainment value to both tour groups and individual travelers from around the world. The entire Top 100 list and specific event information is available on the [ABA website](#).

### New Provincial Parks Website

New Brunswick's provincial parks have updated their website. Visit [www.nbparks.ca](http://www.nbparks.ca) for information on each provincial park operated by the Department of Tourism and Parks. Find information on activities in and around the parks, maps, brochures, special offers and photo galleries for each park. Check back often as we continue to update and add new information.

### Seven Provincial Finalists Named for National Tourism Awards

New Brunswick has seven finalists in this year's Tourism Industry Association of Canada Awards. This year's finalists will be honoured at a gala evening November 5, during Canada's Tourism Leadership Summit in Victoria, British Columbia. Please visit the [TIAC website](#) to view our finalists.



## Operator Self Service Update

### Fall Operator Self Service Training

We have begun scheduling our OSS Fall training sessions. This program allows you to make changes electronically to your page on the Tourism Consumer website. Many Community Colleges across the province have kindly agreed to let us use their training facilities. Therefore, for the next two months we may be providing training sessions in your area.

Look for our invitation letter or go [on-line](#) to register. For more information please contact [anne.guimond@gnb.ca](mailto:anne.guimond@gnb.ca).



## Monthly Research

### **New Exhibit Opened at Village Historique Acadien**

The restored Irving Service Station at the Village Historique Acadien (VHA) was officially opened on September 16. Premier Shawn Graham, Tourism and Parks Minister Stuart Jamieson, Office of Human Resources Minister Hédard Albert and members of the Irving family, Antoine Landry, mayor of Caraquet, along with VHA General Manager and Assistant Deputy Minister Clarence LeBreton were in attendance. Rather than a traditional ribbon-cutting, the official opening took a unique and interactive approach involving the dignitaries present, with a scenario recalling the services offered by this facility in the 1930's. [Village Historique Acadien website](#).

The Conference Board of Canada has forecast growth in overnight visits in Canada of 2.2%, mostly due to domestic business and leisure travel. Overseas travel to Canada has also increased, while U.S. travel to Canada has declined by a forecast 3.6%. These trends are forecast to continue for 2008.

The Conference Board of Canada forecasts for tourism growth in New Brunswick are on par with the national average for 2007. Monthly tourism indicators are available on the [Corporate website](#) and show strong accommodation performance during this tourism season, mostly due to room sales to Canadian residents.

## **❖ Mark Your Calendars**

### **November 2-6, 2007**

#### **National Tour Association (NTA)**

New Brunswick Department of Tourism and Parks along with the city representatives from Fredericton, Moncton, and Saint John will be attending this premier USA marketplace in Kansas City, Missouri from November 2-6. NTA is an organization of nearly 4,000 tourism professionals involved in the growth and development of the packaged travel industry. The Tour & Travel Exchange during this annual gathering offers tour operators, tour suppliers, and destinations the opportunity to conduct one-on-one business appointments in addition to various networking events. Website: [www.ntaonline.com](http://www.ntaonline.com). For further information contact Lynn Meehan at 506-444-5122 or [lynn.meehan@gnb.ca](mailto:lynn.meehan@gnb.ca).

### **November 7-9, 2007**

#### **Canadian e-Tourism Awards**

The finalists of the Industry Category have been selected for these prestigious new awards recognizing excellence in website design, on-line campaigns and innovation for three sectors: public, private and small and medium-sized enterprises. Please go to [www.canadianetourismawards.com](http://www.canadianetourismawards.com) and vote. Your votes will have an impact on who will get the Yahoo! Big Ideas Chair Award (Industry Best of Show). Prizes will be awarded at a unique Awards Show in conjunction with the Canada-e-Connect strategy conference in Vancouver.

### **November 11-15, 2007**

#### **World Travel Market**

As part of the Atlantic Canada Tourism Partnership, New Brunswick and the other three Provinces (NF, NS, PEI) will once again be participating in WTM (World Travel Market) as part of the Canadian Tourism Commission's Canada Stand. This is a tourism marketplace where meetings are held with key tour operators and travel media representatives in the UK. WTM, scheduled from November 11-15<sup>th</sup>, is a four-day travel industry event and brings together worldwide buyers and sellers from every sector of the industry. A total of 46,945 travel industry professionals participate representing 202 countries and regions. For more information contact Lisa Gagnon at 506-643-7568 or email [lisa.gagnon@gnb.ca](mailto:lisa.gagnon@gnb.ca)

