



#### Minister's Message



With summer just around the corner, what better time to receive your latest issue of Focus on Tourism, full of the latest industry goings-on across the province.

I know that each of you are busily preparing for the summer tourism season, and the staff at the Department of Tourism and Parks are also working to make 2009 a banner year for our sector. We recently launched the summer 2009 marketing campaign, including a revamped website that allows visitors to plan, change, save and print their itinerary - all online!

We expect the summer to be a busy one for the tourism sector, with many outstanding festivals and celebrations going on all across the province, and a renewed interest in some of our top attractions thanks to significant infrastructure investments over the past two years. By keeping current with new trends and technologies, our industry will not only survive, but thrive in these challenging economic times.

Stuart Jamieson  
Minister

#### What's New

2009 Vacation Planner and Travel Map  
Now Available

#### Open for the Season!

The Provincial Visitor Information Centres operating dates for the 2009 season will be June 1 to October 10.

#### Product Development Update

The Product Development Branch has been busy over the past several months working on a new and innovative product direction for 2009-2012. We are in the process of finalizing the details of this new and exciting initiative. Members of the Product Development team will introduce this new direction to operators through individualized visits over the next few months.



New Brunswick in the News

#### 2008 Editorial Coverage

2008 was a banner year for New Brunswick's Media

The Official New Brunswick 2009 Vacation Planner, Maritime Magnifique, and the 2009 Official New Brunswick Travel Map are now available. To order copies, call Resolve Corporation at 1-800-307-6506.

#### Intercept- A Grassroots Approach

The Department of Tourism and Parks is looking for municipalities to take part in the 2009 Intercept Program - A Grassroots Approach. This exciting initiative will provide municipalities with tools and collateral to promote their local activities, events and unique offerings. For more information on the program and how your community can participate, please contact: Trena LaPointe at (506) 453-2116 or [trena.lapointe@gnb.ca](mailto:trena.lapointe@gnb.ca).

#### Present your Tourism Product to the Tourism Communication Centre

The Department of Tourism and Parks, Tourism Communication Centre which is located in Campbellton, would like to extend an invitation to present your product/experience to our staff in preparation for the 2009 season. This is your opportunity to provide in-depth information to those who respond to all inquiries and provide one-on-one counselling to potential visitors. Your presentations will enhance the knowledge of our staff. To arrange a date to present in May, please contact Susan Chiasson at (506) 759-6659 or [susan.chiasson@gnb.ca](mailto:susan.chiasson@gnb.ca).

#### Virtual Transfer Program 2009

The Tourism Communication Centre is offering the 2009 Virtual Transfer Program; a program to allow the Tourism Communication Center Sales and Service Representatives the ability to take a caller and transfer them to your toll-free telephone number when they cannot access the information requested (for example an accommodation reservation or specific information on a municipality). This year-round service is provided at no cost to tourism operators and to participate all you need is a toll-free number. For further information on how to provide the best experience to our callers,

Relations program. \$24 million in editorial coverage was generated for the province. Some major publications that featured New Brunswick included USA Today, National Geographic Adventure, Boston Globe and Toronto Sun just to name a few. 112 journalists from Canada, United States, France, the United Kingdom and Germany were hosted on press trips in the province.



Monthly Research

#### Two New Useful Research Pieces Available

The Tourism Industry Association of Canada has recently published a [compendium of Canadian tourism and travel trends](#) (6.9 MB PDF) including both national and provincial levels of detail and The Travel and Tourism Research Association has recently published a comprehensive [list of links to Canada Tourism Research sources](#).

please contact Marco Pelletier (506) 759-6616.

Mark Your Calendars

### Canada Media Marketplace 2009

The Big Apple was impressed with New Brunswick during Canada Media Marketplace (CMM). CMM is an annual event organized by the Canadian Tourism Commission. This marketplace offers an opportunity to generate media exposure, expand and build relationships with key media in the US, and pitch stories, at various events during the conference. This year, CMM took place April 20 to 22. The Department of Tourism and Parks hosted the breakfast. It's a great occasion to showcase New Brunswick's various cultures from its Acadian history to its rich artistic communities to the craftsmen who have made New Brunswick their home.