



## 2010 Winter Issue

### Minister's Message



With the first snowflakes marking the arrival of winter, New Brunswick is a powdery playground offering visitors from both near and far many thrilling getaway adventures.

Whether it's hitting the slopes at one of the province's four ski hills, taking in the famous World Pond Hockey Championships, or taking a snowmobile for a scenic spin over our 7000 kilometres of groomed trails, there are plenty of breathtaking adventures waiting for the outdoor enthusiast.

Afterwards, feast on a delicious meal served up at one of our many fine restaurants, or warm up to the many relaxing and self-indulging comforts that await you in New Brunswick.

New Brunswick is truly a four season destination; so I invite you to come experience our many attractions, unique cultures, and warm hospitality.

Stuart Jamieson  
Minister of Tourism and Parks

### What's New

#### Winter is extraordinaire in New Brunswick

Tourism and Parks remains committed to promoting all four seasons in New Brunswick. To that end, we are continuing with the "Getaways extraordinaires" theme in our ad campaign this winter. Television and online ads will push people to [GetawayNB.ca](http://GetawayNB.ca) and [EscapadesNB.ca](http://EscapadesNB.ca) where there are over 50 getaway ideas to inspire the winter vacationer. The site is presently live. Television and online ads will commence on January, 11th and run for four weeks in the Maritimes and in-close Maine and Quebec.

In conjunction, the Northern Odyssey campaign is presently in market. The campaign can be seen primarily in Quebec and Maine. The snowmobile specific campaign promotes a northern loop of 1000 km of groomed trail between the province's four northern cities - Edmundston, Campbellton, Bathurst and Miramichi. Ads have appeared in magazines, online and Tourism and Park in partnership with the four northern cities attended two snowmobile consumer shows. All ads point to [OdysseyNB.ca](http://OdysseyNB.ca) or [OdysseeNB.ca](http://OdysseeNB.ca) for more information on snowmobiling in New Brunswick.

#### New feature at the Village Historique Acadien for the 2010 season

Rivière-du-Nord: The Village Historique Acadien has acquired

### 2010 Acceptance and distribution of tourism brochures at Provincial Visitor Information Centers

In a continued effort to assist tourism operators in promoting their products and services, the Department of Tourism and Parks will accept tourism brochures and publications in the Provincial Visitor Information Centre network. Operators interested in this service should refer to the 2010 New Brunswick Tourism and Parks Guidelines for acceptance and distribution of tourism brochures. Guidelines can be found at the [corporate website](#) (PDF) or by contacting Sheri Coates at [sheri.coates@gnb.ca](mailto:sheri.coates@gnb.ca) 506-444-5441



### Subscribe to CTC News

The [Canadian Tourism Commission](#) (CTC) is Canada's national marketing organization, leading marketing efforts with our partners in 12 countries. We can help give you an edge by providing resources that will help you leverage Canada's highly successful tourism brand. Stay current by subscribing to [CTC News](#) for daily updates on CTC research & statistics, marketing programs, tourism issues, industry trends and more.



### In the News

a Canadian National (CN) caboose that belonged to a private owner and was stored at the New Brunswick Railway Museum in Hillsborough. This caboose was built at the CNR workshop in Moncton and is based on a typical model from the 1940s that was in service for many years in Atlantic Canada. It will be entirely restored to its original condition and will be part of the railway works in the 20th century section of the Village Historique Acadien.

**Village Historique Acadien open to walkers**

Rivière-du-Nord: [The Village Historique Acadien](#) (VHA) is happy to announce that people are welcome to walk through the historical site, free of charge, during the off season or when the VHA is closed, from now until April 25, 2010.

**Mark Your Calendars**

**January 27-29, 2010**

**Canada-e-Connect, Montreal, Quebec**

Canada-e-Connect is the Tourism Industry Association of Canada's compelling look into the online and web-based trends, tools and technology that can help catalyze growth in the tourism sector. The program for Canada-e-Connect 2010 has been developed by technology experts in Canada's tourism industry specifically to address the needs of Canada's tourism industry. Presented in association with [PhoCusWright](#), a global leader in travel industry research and strategic intelligence, the 2010 edition of Canada-e-Connect, promises to provide our tourism industry members with fresh insights on the most relevant topics in the online area. Canada-e-Connect 2010 takes place January 27-29, 2010 at the Delta Centre-Ville in Montreal, QC. For more information please go to [www.canadaeconnect.travel](http://www.canadaeconnect.travel) or contact [Carol Alderdice](#) at 506-444-5990.

**January - February 2010**

**Travel Writers Cultivation, New York**

As a joint venture with the member provinces of the Atlantic Canada Tourism Partnership, the Media Relations team will be conducting desk-top appointments with a select group of travel writers in New York City. For more information contact [Heather MacDonald-Bosse](#) at 506-444-5122.

**April 12-14, 2010**

**Canada Media Marketplace**

The 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 San Francisco, April 12- 14, 2010. This is an annual event which rotates between the east and west coast of the United States. Appointments with travel journalists will help secure editorial coverage for New Brunswick in publications, on the Internet, as well as radio and television. For more information, contact [Heather MacDonald-Bossé](#) at 506-444-5122 or visit [www.canadamediaprovider.org](http://www.canadamediaprovider.org).

**Seven New Brunswick Entrants**

**Win National Tourism Awards**

[Seven entrants from New Brunswick were selected as winners](#) of the 2009 Tourism Industry Association of Canada (TIAC) Globe and Mail National Awards for Tourism Excellence, representing the best of Canada's tourism industry. The awards were presented during the TIAC's Leadership Summit.