



## Excellence

TIANB Newsletter



Tourism Industry Association of New Brunswick

Summer 2011

### Message from the President

Work continues at TIANB and with perseverance and focus through the years; we have been able to report a recent success. One of the important files we have been working for some time, is of course the Destination Marketing Levy. As some of the delegates at the last TIANB Conference wrote it on their comment card, "DMF - Make it happen!" I'm happy to report that we have lobbied hard on this and finally, received support from two Ministers (Holder and Fitch) that want to make it happen in the 2011 fall sitting of the Legislature.

For those of you who may not be familiar with this initiative, it is a levy that will be collected from accommodations in the province to supplement the local marketing budgets of your regional tourism marketing organization. On the surface, it can be a very positive thing for us in the tourism business, however, if it isn't dealt with properly from the outset, it has a pretty strong potential to be a bad thing for the accommodation businesses and the tourism sector as a whole.

In continuing with Lobbying efforts on this file, TIANB met with Ministers Holder and Fitch pertaining to the Destination Marketing Fee. The message that came from that meeting was that the Province is willing to create the enabling legislation to the

Municipal Act allowing for the collection of money from accommodations. They aren't willing to set down specific guidelines to ensure that the money collected will be done in a way that benefits the tourism sector. Therein lays the potential for this initiative to seriously go off the rails.

Recently TIANB sent out an email to the membership about what needs to be done to ensure the DMF is a positive thing for us in the tourism sector. It is also on our website and I would encourage you to not only read it but to act upon the suggestions. Advocacy is part of what we do at TIANB but from time to time, we need you as members to step up and make sure our message is getting through. [Please read the article on the Marketing Levy](#) and together we can make this a very positive thing for our businesses.

I want to wish you all a great and profitable summer.

Joanne Bérubé-Gagné  
President

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## ED Message

Good day all !

Here we are again in the deep of another summer tourism season. Some would agree that although we have not yet felt any great signs of the supposed to be warmer season, nonetheless, most have undertaken the dutiful task of getting thing ready for the arrival of the many visitors...or so we hope.

Some of you have surely heard my voice on the various radio stations or took the time to read an article or two about how the 2011 summer season is shaping up to be. "Cautiously optimistic" is a new statement I learned a couple years ago and I truly believe it is fitting for the occasion. As tourism operators, there are many variances on where to base our predictions. Some are relying on a scientific approach, while others are merely putting their ear to the ground and waiting for the thumping footsteps of the vacationers heading their ways. Regardless of the method used, we as an industry have to be prepared and keep the pressure on in attracting as many guests as possible that will make the till ring!

In preparing, you have refreshed that paint on the window sill that needed it; you have dusted the welcome mat at the front door and restocked to make sure you won't run out of eggs, while the guests leave you the bacon! A yearly task, but one everybody takes pride in accomplishing in the greatest of details.

Now let's go down the "To Do List"; Paint - checked, door mat - checked, stockroom - checked, hiring and training of staff - hum! Looking at the budget - double hum! Settling a few food bills- triple hum! You now set your reading glasses down and come to realization that although your reservation books show relatively the same as last year, your profit margin is again going to shrink! The proverbial passion over economic wealth of being a tourism operator is now a reality and you ask yourself, how much longer will you be able hold on?

As a great employer, you've always taken pride in compensating your most valuable asset by paying more than minimum wage. In addition to having 3 long standing employees, you provide gainful employment to others in your community, because it is the right thing to do and let's face it, you need the help. So you have 5 employees on staff, 3 at \$15.00 per hour and 2 at \$10.00 per hour. You pay them weekly for 37.5 hours. To add up your employer's contributions and your weekly wage expense is \$2,550.14. News resonates through the media that minimum wage in NB has just gone up and is scheduled to go up again on September 1st. Of course, your newly hired staff knocks on your door and requests a meeting to discuss compensation increases where you finally agree to \$12.00/hr so your weekly wage expense has just increased by \$157.44. Not far behind, is your \$15.00/hr employee and since you agreed to a \$2.00 increase for the others, you feel compelled to do the same here, so again your weekly wage expense has taken another jump of 236.28. So you now clear of the wage negotiations, but you had initially budgeted \$2550.14 per week and now you are short in your budget by \$393.72 every week, for the season (5 months) which equals \$8530.60. This is the new "ghost" position a government decision has just created for you at \$10.50/hr!

At TIANB we are committed to minimizing the negative impact of this anti-poverty initiative. TIANB is firmly committed to reducing poverty in the province however, to create a model where less people will be hired is not an effective initiative. We need your support to make sure our voices are heard. Talk to your local MLA this summer and tell them about TIANB and our efforts to enhance job creation in the province and encourage them to contact me for a more in-depth discussion about this and the other issues that effect our industry.

In closing, I would like to reiterate the rallying call to you all, let's work together, let's build together and let's benefit together! Don't delay, give us a call- 1-800-668-5313 or 506-458-5646, visit our website [www.tianb.com](http://www.tianb.com). We look forward to working with you all.

Have a great summer season,  
Réal Robichaud, Executive Director  
TIANB/AITNB

## Employee perks that won't cost you a thing!

TIANB has renewed our Passport to NB. This is a great membership benefit that you can share with all of your employees for your businesses benefit. The 2011-2012 Passport to New Brunswick, is a member to member advantage offering, available to all TIANB members and their employees.

More benefits for our members mean more perks for your employees. The more you make working for you valuable to your employees the better your retention is going to be.

Let's celebrate tourism in New Brunswick, whether you are into cultural events, great restaurants, spectacular nature or whatever, TIANB's Passport will help you and your employees enjoy summer.

[Click here for the list of 2011-2012 discounts](#)



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## TIANB Member Benefits

Our members benefit from TIANB through invaluable advocacy and communication, advancing the cause of the

Welcome New Members

New Brunswick Tourism Industry.

And that's not all!

TIANB members also gain access to many benefit programs that can help reduce the operating costs of running a business.

Using these benefits can allow our members to recover the price of their TIANB membership many times over.

Benefits change frequently, please [visit our website](#) to see the most recent list of benefits.

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## A reminder from the Department of Tourism and Parks

As a final reminder, tourism operators are asked to update your business information for the 2012 provincial touring guide and the consumer tourism website by July 15 end of day.

Please submit your updates by fax at (506) 789-2044, email at [Sylvie.Lamontagne@gnb.ca](mailto:Sylvie.Lamontagne@gnb.ca) or Operator Self Serve (OSS). Contact Sylvie Lamontagne at the Tourism Communication Centre at (506) 759-6649 if you require further information. Thank you for your cooperation.

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## Handy Links

[NB Tourism and Parks](#)

[HR Toolkit](#)

[Business Builders Toolkit](#)

[Revenue Canada Tax Breaks](#)



We wish to welcome the new members who joined TIANB

Best Buy Canada Ltd  
Miramichi Golf and Country Club  
Miramichi Folksong Festival  
Tabusintac Chalets  
Go Explore Everywhere Inc.  
Village de Bertrand Pond's Resort  
Développement touristique de l'île Miscou Inc.  
Zip Zag.ca Inc.  
Village de Rogersville  
Fundy Solar Inc.  
Berry Mills Shell  
Camping Pokemouche KOA  
Campobello Tourism Association Inc.  
Tabusintac Regional Golf Club  
Golf Pokemouche Ltée  
Chambre de commerce de Grand-Sault, Saint-André et Drummond  
La chambre de commerce du grand Caraquet  
Serres Chez Eugène  
e-Touch Kiosk Network Inc.

[Click here for a complete list of TIANB members.](#)

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## Responsible Beverage

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[Revenue Canada payroll information](#)

[Province of NB, Business New Brunswick Financial Programs for Businesses](#)

[Workplace Health and Safety](#)

[Human Resources for the Tourism Sector](#)

participant

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### Contact Information

You can call us toll free 1-800-668-5313, visit our website at [www.tianb.com](http://www.tianb.com) or come in for a visit at 500 Beaverbrook Court, Suite 440, Fredericton.