

The Best of the Province Honoured

(Miramichi) On the evening of May 26th in a room packed with tourism professionals, The Tourism Association of NB (TIANB) recognized the accomplishments and the hard work of a number of people who have shown impressive commitment to the tourism industry in NB. The Pioneer Awards Gala is a three hour celebration honouring Sustainable Tourism, Tourism Technology, Tourism Pioneer, emerit Professional recognition, Business Recognition Awards, New Tourism Initiatives and TIANB scholarships.

Throughout the evening a total of over 40 individuals and businesses were honoured for their professionalization of the tourism sector in NB. The top three awards were:

TIANB Pioneer Award presented to Jim Gertridge of Rodd Hotels & Resorts. Mr. Gertridge has shown an unwavering commitment to not only the tourism industry in our province but also to providing professional development opportunities to his staff. He is responsible for being one of the industry visionaries who recognized early on, that only by developing a highly skilled labour force would NB be able to successfully meet the challenge of the ever increasing competitive nature of the tourism industry today. Mr. Gertridge has also been a strong advocate, supporter and worker for many community organizations in the Miramichi. Though recently Mr. Gertridge was promoted to the position of Director of Operations for Rodd Hotels and Resorts based in Charlottetown ending his time in the Miramichi, he has secured his legacy as a Pioneer of the NB tourism industry.

Parks Canada Sustainable Tourism Award presented to Kingsbrae Gardens. The criteria established for the Parks Canada New Brunswick Sustainable Tourism Award reflect the three pillars of sustainable tourism development-economic viability, environmental sustainability, and cultural appropriateness. Sustainability has been key to Kingsbrae Garden from the outset, being a very ecologically responsible company. For instance, no topsoil was imported during the 1996-1998 creation of a public horticultural garden for the 27-acre site. Topsoil was carefully reserved and compost made from all vegetative waste. Literally tons of compost have been and continue to be made on site by diverting the Fairmont Algonquin's vegetable kitchen waste to add to its large compost bins, with the two-fold benefit of helping to feed many acres of display gardens without resorting to chemicals and diverting tons of waste from the landfill. This initiative along with educational programs and community based projects made Kingsbrae Garden a terrific recipient for this award.

ACOA Tourism Technology Award presented to Festival Western de Saint-Quentin Inc. This is wonderful example of how the tourism industry can and will become a major economic driver. The small town of Saint-Quentin has historically relied on one industry to drive its economy. Now the Festival Western de Saint-Quentin is proving to be a resilient and growing force. They were awarded the Tourism Technology award for their embracing, investing in and supporting technology as a key business tool. A business tool that allows them to continue their growth, that allows them to reach more people and that allows them to create a greater and more positive impact on Saint-Quentin.

“TIANB as the voice of tourism for NB is honoured to be able to recognize so many great people, businesses and initiatives. It shows clearly what we have been saying for years, Tourism is a powerful economic driver in this province. We have the best minds, the best energy and the best businesses to be found anywhere. We are an important part of the future” Said Joanne Bérubé Gagné, President of TIANB.

The Tourism Industry Association of New Brunswick acts as the provincial tourism and hospitality organization of the province, existing to fulfill the needs of its membership, in cooperation with both private and public sector partners. As a representative and industry driven organization, the Association provides leadership and direction, aiming towards making tourism and hospitality the leading and most viably sustainable industry in New Brunswick.

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