



PRESS RELEASE
For immediate release

TaxiHost-NB-First Customized Taxi Driver Customer Service Program in New Brunswick

Saint John, September 7, 2010 — The Tourism Industry Association of New Brunswick (TIANB) is pleased to announce the recent completion of TaxiHost-NB: New Brunswick's first customized taxi driver customer service program held in Saint John in partnership with the Saint John Regional Airport and Diamond Taxi. To date, 36 taxi drivers, dispatchers, and managers have become provincially certified as TaxiHost-NB specialists in customer service and the art of service recovery.

TaxiHost-NB was developed as an introductory workshop based on the principles of outstanding customer service. The program was customized for the taxi industry with focus on developing the following customer service skills: local and provincial tourism product knowledge, making a positive first impression, improved communication techniques, serving customers with disabilities, handling customer concerns, and effective listening.

The volume of passenger activity at the Saint John Airport has increased for three consecutive years which has triggered the need for a tailored customer service program for taxi companies in that region. As the total tourism dollar expenditures by visitors in Saint John increased to reach a new high of \$246.2 million in 2008, so did the need to provide professional customer service training and tourism product knowledge to those organizations that experience high volumes of visitors, such as taxi companies.

TaxiHost-NB is also designed to help taxi companies recognize the importance of promoting regional and provincial tourism as a way to improve the image of both the driver and the taxi company, encouraging local residents to stay and explore the community and generate new and return visits by their passengers.

Joanne Bérubé Gagné, the President of TIANB, has indicated great interest in developing other partnerships to offer Taxi Host in communities around the province. Mrs. Bérubé Gagné applauds Saint John's Airport and Diamond Taxi's initiative with TIANB in ensuring visitors and users in Saint John have a positive and memorable experience.

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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