



Excellence

TIANB Newsletter



Tourism Industry Association of New Brunswick

February, 2010

An invitation from our President



Dear Members and Friends,

TIANB will be hosting its 2010 Annual Conference at the Edmundston Convention Centre on **May 26, 27 and 28, 2010**. The TIANB Annual Conference is a gathering of more than 250 tourism operations from around the province that has gained a lot of popularity in recent years mainly due to its content and the networking opportunities it offers. An event to share, communicate and network it is also an event to celebrate outstanding successes from within the province.

This year's theme, **All Aboard** translates the willingness and effort to work together to strategically develop competitive product offerings and to build the promotional momentum within the markets. You will not want to miss our internationally known speakers and facilitators who will provide new knowledge, an extraordinary training opportunity, innovative tools and proven ideas to help us take our tourism offerings one step further!

To assist communities and businesses in the development of competitive and strategic tourism offerings, we have secured the expertise of **Roger Brooks**. Roger is an international reference and

contributor in community and resort development projects around the globe. His book "Your Town: 25 Immutable Rules of Successful Tourism" and he were a splashing success at our 2009 Conference and by popular demand, we have retained his services once again this year. He will facilitate 2 workshops focussing on product development.

We also retained the expertise of Mr. **Alain Samson** from Formatout of Quebec. Mr. Samson has assisted many businesses and organizations overcome management challenges through strategies developed specifically for the ever-changing environment with a goal to keep those businesses thriving. He will be presenting "How to keep your Best Employees", a session selected to provide our tourism operators with enhanced tools in recruitment, retention and countering the effects of the skilled worker shortage.

The new era of internet and social media is having a major impact on what and how organizations communicate with key audiences. While most tourism operators have websites or some kind of web presence, the lingering question that remains is how to stand out among the competition? Addressing this and other questions about evolving web presence and internet marketing, we have engaged the services of two companies; **A Couple of Chicks** from Toronto and **Revolution Strategy** from Saint John.

Alicia Whalen and **Patricia Brusha**, better known as the **Chicks**, incredibly popular for their online marketing insight will offer an interactive 4-hour workshop on how to successfully market tourism products and services online as well as how to optimize web presence.

To take advantage of the opportunities and deal with the challenges presented by this new universe, tourism businesses need to take a strategic approach to enhancing and opening up communication channels with target audiences through the use of contextually relevant social media tools and applications. The workshop offered by **Allan Gates** from **Revolution Strategy**, tailored to the tourism operators, will provide a practical, concrete approach to using social media to attract visitors and enhance the tourism experience.

This Conference will be an amazing opportunity for tourism operators and stakeholders from all over New Brunswick to work together toward further development and growth of our industry! We hope you can join us!

[Click here](#) for more information about TIANB's 2010 Annual Conference.

Save \$150 by registering before April 30. [Click here to register.](#)

Joanne Bérubé-Gagné



Looking for a new way to increase your number of visitors? The **Return 2 New Brunswick** program is designed to encourage cruise ship passengers to return to New Brunswick for a longer, land-based vacation. Some studies suggest that as many as 50% of visitors intend to return to their cruise destination for a land-based vacation, and anecdotal evidence suggests that cruise guests are indeed returning to New Brunswick by land for longer stays.



Welcome New Members

We wish to welcome the new members who joined TIANB in February.

The Blue Door
Covered Bridge Visitor
Information Centre
Charlotte Coastal Region
Tourism Association

By becoming a member, you can reach these cruise guests and ultimately increase bookings from these visitors when they return by land. Your membership includes a presence on a website that is being promoted to over 140,000 guests who have sampled New Brunswick on a cruise, and who by visiting the site, are expressing interest in returning to New Brunswick for a longer, land-based vacation.

As an introductory special, we are pleased to extend a 20% discount to TIANB members who join the program by April 15th, 2010. After April 15th, TIANB members will be entitled to a 10% discount. This is a fantastic opportunity to increase your visitation from cruise guests who plan to Return 2 New Brunswick by land. Visit

www.return2newbrunswick.com/become-a-member to learn more about the program or contact Sarah Harquail at 506-633-1224 or sarah@aquilatours.com.

Welcome Altus Group who joined TIANB as a Supplier Member

We are very happy to introduce a new Supplier member who joined TIANB in the past weeks.

Altus Group

Altus Group is a leading multidisciplinary provider of independent, professional real estate services. Their structure includes four primary areas of expertise:

- Research, valuation & advisory for financing, expropriation, capital gains, ecological gifts, IFRS, estate planning
- Cost consulting & project management
- Realty tax consulting
- Geomatics

For more information, please contact the Fredericton office at **506.450-7150** or the Moncton office at **506.858.2787**, or visit altusgroup.com.



Update on other membership benefits

Printing Solutions from Transcontinental

If you're planning on taking advantage of Transcontinental's exclusive offer, make sure you send your Ready-to-print files **before March 1**. Final product will be delivered on May 3.

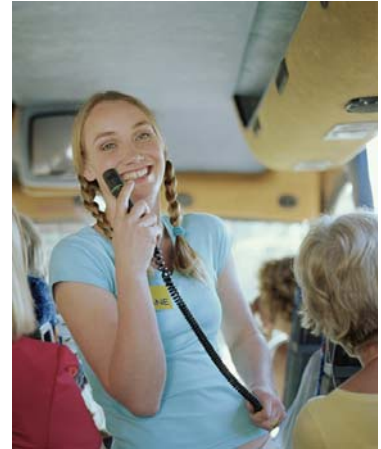
\$285 for 5,000 cards or



Silverwood Inn & Suites
Uptown Saint John
Downtown Fredericton Inc.

Click here for a complete list of TIANB members.

Positions available in Saint John



Aquila Tours is growing again in 2010! In preparation for our 28th season of operating tours in Saint John, we're looking for great people to join our team and help us provide the very best experiences to cruise ship passengers. We're looking to fill a variety of positions, including seasonal pierside team members, tour guides and trolley driver-guides, as well as one full-time cruise day coordinator.

If you'd like more information or are interested in joining this fun and dynamic team, please contact Sarah Harquail at sarah@aquilatours.com.

A very valuable resource



We invite you to consult the **emerit** website to view a ton of relevant

\$495 for 10,000 rack cards. That's more than 35% in savings.

Contact: Cathy Bryanton at **902.439-8043** or
bryantonc@transcontinental.ca.

[Click here for more information.](#)

Upcoming Training Sessions

March 9	Responsible Beverage - Moncton
March 15	Super Host - Moncton
March 16	Responsible Beverage - Saint John
March 18	National Food Safety Training - Fredericton
March 22	National Food Safety Training - Sussex

Please call the TIANB office at **1.800.668.5313** or email us at
info@tianb.com for more information or to register.

information about training, certification and business tools; it offers free downloads; allows you to get engaged with others in tourism and find out what's happening in your area...

The Login & Learn Now button will get you directly to emerit on-line opportunities available.

· Check it out, you will not be disappointed!