



Excellence

TIANB Newsletter



Tourism Industry Association of New Brunswick

January, 2010

A Word from our President



Dear Members and Friends,

First of all, I wish to take this opportunity to wish you prosperity and good health in 2010!

Our tourism association has been working directly with the department of Tourism and Parks to ensure that 2010 and the subsequent years are imprinted with success and awareness for our industry as a whole. Also to ensure that the new tourism strategy is an accurate representation of you, our members, partners, and associates. This strategy must first and foremost allow us to prosper and evolve with new technologies that will heighten our status in markets and support the development and economic confidence of our industry.

The Executive Director and I have also met with a number of Ministers in the past few months to make them aware of our vested interest in specific provincial files such as collaborating with the network of Francophone and Anglophone Community Colleges in terms of tourism training as well as hotel and restaurant programs, the Action plan for Northern development, and also Business NB upon recognizing their role in meeting the urgent needs of our industry, by putting in place programs to support development through funding based on capital investments or the development of technology.

We have also been working with several members of our association on projects that you have identified as priority files such as the destination marketing fee committee, the impact of minimum

wage increase, the issue of debit and credit card taxation etc, not to mention the reinstated marketing and product development committees working in conjunction with the department of Tourism and Parks.

We are already enthusiastic about the work we have accomplished to date and we envision a busy year for our association. Mark your calendars now for our huge Annual Conference to be held in Edmundston May 26 to 28. Once again this will be an exciting and relevant tourism industry event we are offering as a benefit to you, our members, and we ask that you invite others to join us as well. You will leave well informed, well equipped, and full of energy to take on the 2010 tourism season. The list of speakers and online registration will be available very soon. If you recall, last years event was our first sold out event in the history of our association so make preparations now to attend.

Joanne Bérubé-Gagné

A Word from the ED

On behalf of the TIANB staff, I would like to start by wishing to all of you, your family and loved ones, a Happy New Year. May it be filled with health, prosperity, creativity in developing your product and lots of visitors.

In retrospect, the year 2009 has been relatively busy for our organization. As many of you have witnessed during the Annual Conference that took place in Caraquet in May, a lot of changes have been made to the organization. Resulting from the extensive governance review that a great number of you have made possible, we were able to review and redraft our Bylaws, where the remainder of the changes it created will be completed at the 2010 AGM next May.

On the advocacy side, great strides have been made with the Destination Marketing Fee (DMF) file. With the support of all, we were able to hold very productive meetings with government officials. From the last report to date received from government, a lawyer has been affected to the file from the Department of Justice and is working with Lisa Lane, Director of Strategic Planning and Policy from Tourism & Parks in looking at possibilities with the Tourism development Act.

As for the New Brunswick Tourism Development Strategy, TIANB co-presented with TAP on the preliminary finding of the exercise held in St-Andrews and further consulted with industry through 7 World Café sessions. In addition, TIANB developed an online discussion forum to enable further discussion. The exercise proved to be very interesting and productive, while giving the opportunity to many to share and participate on a strategic direction for our industry. The Department of Tourism and Parks is to be commended on giving TIANB and the many participants the opportunity to participate for the first time, in an exercise that has so much impact on all. As well, Kelly Cain did a tremendous job in facilitating the sessions and sometimes in asking the hard questions that needed answers... Well done Kelly!

As for the TIANB team, we all had the opportunity to take a breather



Welcome New Members

We wish to welcome the new members who joined TIANB over the last few weeks.

Creative Juices
Miramichi River Productions
Lunegan Spacek
True North Hospitality
Casino New/Nouveau
Brunswick
Garrison District Ale House
City Motel, Frdericton
Northhampton House B&B
Airport Inn, Fredericton
Molson
Taylor Printing
Diningpick.com
St John River Heritage Corridor
Business Fredericton North
Prospect Inn
Red Cow Marketing
Saint John Hotel Association
Northhampton Brewing
Company
Compart Event Management
Adair's Wilderness Lodge
NB Sports Hall of Fame
Coastal Transport Ltd
Site Valet

Click here for a complete list of TIANB members.

Executive Director, Saint John Destination

over the holidays so to come back in full force and energized to serve you. As Executive Director, I would like to publicly thank Ann, Beth, Catherine, Melynda, Scott, Sheila and Yvan for their excellent work and dedication. They are the back bone of the organization and I am truly proud to have them on my team. Thank you team and way to go!!!!

In conclusion, I would like to thank our volunteers on the Board of Directors and committees and finally all of our members for their support, and we look forward to serving you better in 2010. Thank you.

Réal Robichaud

Welcome Taylor printing, Creative Juices, True North Hospitality and Site Valet who joined TIANB as Supplier Members

We are very happy to introduce 4 new Supplier members who joined TIANB in the past weeks.

Taylor Printing Group Inc.

Exclusive offer to TIANB members only just in time for the summer tourism season. 9 x 12 full color two sides, three panel brochures printed on 100lb gloss text. \$399 for 5,000 or \$599 for 10,000. (more than 35% in savings). Contact a sales representative in your area for details. **Fredericton - Todd Smith 506.461.2151; Moncton - Mike Hamilton 506.860.7637; Saint John - Scott Williams 506.652.6200. Toll free 1.888.268.1777.**



Creative Juices

Creative Juices offers TIANB members a unique design special: design and layout of a 9 x 12 tri-fold brochure (2 sided, 6 panels, with text, logos and specific images supplied digitally by the client) for \$400. Price includes up to 3 print ready stock photos if needed. Client will be supplied with working files as well as Print Ready PDFs ready to send to the printer. Contact: Cory Pacione at **506.460.8347** or info@thecreativejuices.ca. Visit www.thecreativejuices.ca for more information or to view some of Creative Juices' big splashes!



True North Hospitality

From stock and custom amenities and bed and bath needs, to electronics, housekeeping supplies and janitorial supplies, True North Hospitality stocks everything you need to create the most memorable accommodations for your guests. Save time and money by consolidating your orders and take



Marketing Organization



SAINT JOHN

Ready to champion an exciting new tourism venture? As the fourth largest employer in Saint John, New Brunswick, tourism is a priority sector for the future growth of the city.

In the face of increasing competition for a share of the global tourism spend, it is more important than ever that Saint John have one entity, one voice and one common vision to represent the more than 54 accommodation providers, 78 restaurateurs, 35 attractions, 471 retailers and 40 other companies directly engaged in the tourism industry in the city. The new public-private Saint John Destination Marketing Organization will create this common vision and voice.

[Click here for more details.](#)

**Bay of Fundy
still in the running**



advantage of the TIANB Member discounts and free coast to coast shipping on orders of \$500 or more. To order a free catalogue or to talk to a customer service representative, call **1.800.663.7913** or email info@truenorthdistributors.com. Please mention promo code TIANB to receive advertised discounts and promotional pricing. Click here to view current sale items. Visit www.truenorthdistributors.com for more information.

SiteValet - A New Solution for Websites for Inns and B&Bs

Site Valet is an online tool built specifically for inns, B&Bs and other accommodations operators to build, manage and host their websites. Their tagline is "Websites for hotels, inns and B&Bs. Better. Easier. Cheaper."



With SiteValet's web-based tool you can build your website in only a couple of hours: just fill in a series of forms, upload some photos, and choose your design. You can update anything, anytime. And you can completely change the look of your site with one click.

SiteValet provides a great alternative to spending thousands of dollars to redesign and update your website. They charge only \$49.95/month, for everything you'll need including design and hosting.

We think SiteValet takes an interesting, new approach to a problem we know many of you struggle with. Check it out at www.sitevalet.com. It's free to signup and build your website. You only pay once you start publishing your website to your own URL. For more information, contact Dave Hyndman at **1.877.323.3444** or dave@sitevalet.com.

New Member Profile

Compart Event Management Limited

acts as both consultants and practitioners, having implemented programs and designed, staffed and delivered world-class events. Our experience includes a full range of requirements such as: protocol, event planning, food services, entertainment, security, accounting, cost control, infrastructure services and crowd control.



For every gathering, someone must be responsible for the meticulous task of planning. **Compart** offers full or partial event management, depending on every individual client's needs such as:

- Online Registration
- Project Budget
- Program Development
- Site Selection
- Speaker support
- Technical Services - Audio-visual, presentation

The Bay of Fundy is still in the running in the 7 Natural Wonders of the World contest. We need your help and your vote if you have not already done so. Another note of interest is the fact that the Bay of Fundy is the only North American destination in the running. Don't delay and place your vote by visiting:

<http://www.new7wonders.com/>



Q3 tourism revenues up as Canadians spend more, international visitors spend less



Tourism spending in Canada increased 0.3 per cent in real terms in the third quarter, as expenditures by Canadians advanced while those of international visitors fell. It was the first increase in tourism spending in five quarters, ending the longest downturn since the early 1990s.

Statistics Canada reports tourism spending fell 3.1 per cent from the second quarter of 2008 to the second quarter of 2009.

Spending by Canadians on tourism in Canada increased 0.9 per cent in the third quarter, following four quarters of decline.

Spending by international visitors

- management
- Food and Beverage Services
- Social Programs
- Exhibits - Trade Shows
- Accommodations and Transportation

Compart will bring together all the complex factors involved in the production of a successful event with a sense of logic and a high regard for detail.

Benefits of hiring Compart:

- Minimizing staff hours spent on planning;
- Taking advantage of our negotiating power with suppliers;
- Offer your attendees a first-class event, on budget.

For more information, please visit www.compartevents.com or contact:

Moncton
 P.O. Box 29135
 Moncton, NB E1G 4R3
 Tel. 506.382.3107
 Email: blanchard@compartevents.com

Halifax, NS
 5554 Sullivan Street
 Halifax, NS B3K 1X7
 Tel: 902 454-4714
 Email: leblanc@compartevents.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 \$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.](#)

DiningPick.com

DiningPick.com provides TIANB members with a 15% discount on



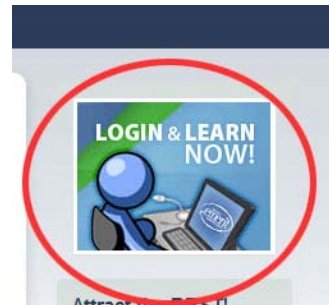
fell 2.4 per cent in the third quarter, the seventh straight quarterly decrease. International tourism spending in Canada was 15.4 per cent below where it stood in the fourth quarter of 2007.

Tourism gross domestic product expanded 0.4 per cent in the third quarter, the first increase in five quarters. Tourism employment was unchanged from the previous quarter.

A very valuable resource



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



Attract the BES !!

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

Check it out, you will not be disappointed!

TourismTechnology Blog



TIANB staff member Beth Ashton writes a blog for the Tourism Technology.com

banner advertising and other promotional services through DiningPick.com as well as a 60% discount on DiningPick.com's restaurant promotion package. Full details on advertising options are available on www.diningpick.com (Advertise section).

With a monthly reach to more than 43,000 mid to high-income New Brunswickers and visitors to the province each month, DiningPick.com is a marketing tool that allows businesses of any size to directly connect with the people who spend almost \$1 billion on food, beverage and restaurants in New Brunswick each year. For more information, contact Mark Taylor at **506.206-0388** or mark@deloramedia.com.

Attention Experienced Wine Servers!



The Tourism Industry Association of New Brunswick, in partnership with the Canadian Tourism Human Resource Council (CTHRC), is looking for competent Wine Servers with at least 1-2 years experience to participate in the development of a certification exam for Wine Servers. We are also looking for individuals without wine serving experience to write the test as a comparison group. This is a great way for people to experience writing an emeryt certification exam at no cost.

[Click here for more details.](#)

International Trails Day



Saturday, June 5, 2010 is International Trails Day. If you want to celebrate trails in your community, we can help you organize an event for this day.

In 2009, we had seven International Trails Day events throughout the province; our goal this year is to have 15 events.

The type of events you can organize can range from a guided or interpretative walk to geocaching. There are no limits to your creativity as long as it is

promoting the use of non-motorized trails.

All promotional materials (posters, radio ad and newspaper ads) for this day will be provided

project. Her aim is to provide ideas and a sampling of what a blog can and should do for tourism operators in New Brunswick. Created on an entirely free platform and updated once a week, Beth shares her technology knowledge as well as some interesting personal anecdotes. From the first post to the last, follow her as she learns about widgets, social media sharing, website best practices, and labeling. Learn more about the Tourism Technology.com website mentoring program and how it can improve your online presence today.

[Click here to access Beth's blog.](#)

Winter Fun in NB



by New Brunswick Trails Council Inc.

If you are interested in organizing an International Trails Day event, please contact Géraldine at **506-459-1931** or by email at gtibayrenc@sentiernbtrail.com.



Fundy Biosphere Reserve - Sustainable Tourism Workshop



The Fundy Biosphere Reserve will be hosting a Sustainable Tourism workshop on February 2nd, 2010 at the Albert County Museum, 3940 Route 114, Hopewell Cape, from 12:30 pm to 4:00 pm. This workshop continues the series of capacity building events for tourism operators and stakeholders about Sustainable Tourism.

The workshop will focus on best practices in Sustainable Tourism that are in place throughout the region. Discussions on various best practices will take place, and a panel will allow the group to freely discuss and share experiences in different aspects of Sustainable Tourism. There will also be updates and discussion on other Sustainable Tourism initiatives (such as local food and trails).

This event will be free of charge. To register please RSVP to info@fundy-biosphere.ca

For more information please see the Fundy Biosphere Reserve website: www.fundy-biosphere.ca.



A Message from Serge Collin



Dear friends and colleagues,

This note is to inform you of my departure as an employee of the municipality of Lamèque as I accepted to join the department of Tourism and Parks, as Product Development Officer for the Acadian Peninsula, and will also be responsible for the Fish & Hunt product file.

This new employment will start on February 8th 2010.

It was a great pleasure to work with each and every one of you and I believe that my new role within the tourism industry will permit me to continue working with most of you.

Note that from January 28th, you can direct your emails to the following addresses:



Tourism - Mme Lisette Cormier-Noël - lisette.cormier-noel@lameque.ca

Municipal - M. Henri-Paul Guignard - hplameque@nb.aibn.com

I look forward to working with you again.

Regards,

Serge

Upcoming Training Sessions

Super Host - Fredericton - Tuesday Feb 16

Super Host - Fredericton - Monday Feb 22

Food Safe - Saint John - Tuesday Feb 23

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

Contact Information

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

