



Excellence

TIANB Newsletter



Tourism Industry Association of New Brunswick

April, 2010

An invitation from our President



Dear Members and Friends,

Things are moving fast at TIANB with important files moving forward. The Marketing and Product Development Committees met on March 16 to discuss the NB brand among other things. Many of us took part in tradeshows in Quebec City and Montreal over the last few weeks and we feel the enthusiasm both from the operators and visitors!

The planning for our Annual Conference to be held in Edmundston from May 26-28 is well underway! We are very excited about the opportunity to have Roger Brooks and A Couple of Chicks facilitate 4-hour workshops on product development and online marketing! These interactive sessions alone are worth thousands of dollars! Allan Gates from Revolution Strategy as well as Alain Samson and Dr Michelle Downie will also share tons of relevant information on Social Media and recruitment and retention... Lots to look forward to!

[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

How To Help The Visitors Find You

The growth in GPS usage over the past couple of years is astounding. GPS and on-line mapping are quickly becoming the primary sources used by visitors to find Tourism businesses and attractions. Tourism operators need to ensure that their business/attraction name and address is properly located in the GPS and on-line mapping infrastructures available and that the business/attraction name and address listed in Tourism and Parks publications, website, etc., match what is in the GPS and on-line mapping systems.



[Click here](#) for more information and ways to add your business/attractions to the GPS System to ensure the information is available to all GPS users.

Member Profile - Scentdogs



Scentdogs is a privately owned New Brunswick company specializing in the detection of Bed Bugs, Drugs and Explosives. In fact, Scentdogs is the first such company in the Maritimes to train a dog specifically for the detection of bed bugs and is the only one in the province.

Bed bugs are a scourge to the hospitality industry and they are spreading rapidly, affecting all levels of accommodation, from the most prestigious hotels to the best youth hostels. They have been the source of numerous law suites and are growing at an alarming rate.

Scentdogs' Ekko can save you time and money by quickly identifying the affected rooms and, determining the limits of the infestation thereby eliminating needless, tedious human searching. As an example, a detailed human bedbug search of a standard hotel room takes approximately 2 hours with a 30-40% success rate. Scentdogs' Ekko searches the same room in 1-2 minutes with 97% accuracy.



Welcome New Members

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

The Lunar Rogue
Saint John Jewish Historical Museum
Bed and Breakfast Durepos
Hungry Whale Cafe
Yennah's Daytripping Outdoor Adventure Inc.
Cherry Brook Zoo
Downtown Moncton Inc
Tidal Watch Inn (formerly Quaco Inn)
Pine Cone Motel
Local in the Know Publishing
St. John River Tourism Association
Science East
Minister's Island
Superior Propane
Brasserie O St Pierre
PSAV Presentations

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

2010 TIANB Awards

- REMINDER -



Time is money and Scentdogs can save you both. For more information, visit their website <http://scentdogs.ca> or call **(506) 866-4870**.

Update on membership benefits

Delora Media



Delora Media is a one-of-a-kind communications company with a strong track record of effectively helping dozens of clients. Their customers have included municipal governments, small businesses, medium-sized businesses, corporations, not-for-profit organizations and political candidates.

A proud TIANB member, Delora Media provides a variety of marketing and communications services for small and medium-sized businesses. Whether your needs are in

- writing for promotional materials, websites and articles
- newsletters
- press releases and media relations
- online marketing
- advertising
- marketing and media training,

Delora Media will find the best solutions for you!

You can contact Delora Media by email at solutions@deloramedia.com or by calling **506.471.3827**.

You can also visit www.deloramedia.com to learn more about their services, clients, seminars, etc.

Return 2 New Brunswick



As an introductory special, Aquila is pleased to extend a **20% discount to TIANB members** who join the Return 2 New Brunswick 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.

Year after year, tourism operators throughout the province are working hard to deliver high quality products and a welcoming spirit for our visitors. Innovation, Creativity, Leadership and Vision are common qualities among tourism operators. But some people take it one step further, either by showing outstanding dedication to the promotion of tourism and the province of New Brunswick over several years, by harmonizing economic objectives with the protection and enhancement of our natural and cultural heritage, and by successfully engaging technology to enhance the travel experiences of visitors to New Brunswick.

Please take time to submit nominations! These awards allow us to recognize, celebrate and share our successes!

The 2010 Award Winners will be celebrated at the TIANB Annual Conference Pioneer Award Banquet on Thursday, May 27, 2010, at the Edmundston Convention Centre.

Nomination deadline is April 16, 2010.

Pioneer Award

TIANB Pioneer Award winners are chosen for their commitment and outstanding contribution to the promotion of tourism and the province of New Brunswick.

Sustainable Tourism Award

Parks Canada's Sustainable Tourism Award increases public awareness and acknowledges the extensive efforts of those involved with working towards sustainable tourism.

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.

Upcoming Training Sessions

April 12	Super Host - Bathurst
April 19	Responsible Beverage - Shediac
April 20	Super Host - St George
April 21	National Food Safety Training - St. Andrews
April 22	Responsible Beverage - Miramichi
April 26	National Food Safety Training - Moncton

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

Affordable Online Learning for Supervisors

50% off National Suggested Price from April 1 to June 30, 2010

Improve motivation, engage talented people and drive sales with this *emerit* online product developed by industry, for industry. Modules include:

- Supervisor Essentials
- Human Resource Management
- Operations and Quality Control
- Sales, Marketing, Administration & Finance

emerit training resources are designed to be flexible, and are used in the workplace, in the classroom, and as self-study tools. With *emerit*, you can be confident that your employees have the complete range of skills they need to provide superior customer service. The kinds of skills that ensure repeat business, increased spending, more word-mouth referrals, and improved staff efficiency.



Contact the TIANB Office for more information at info@tianb.com or **1.800.668.5313**.

Contact Information

You can call us toll free 1-800-668-5313, visit our website at www.tianb.com

Tourism Atlantic Technology Award

The Tourism Atlantic Technology Award celebrates individuals who exemplify innovation, creativity, leadership and vision in using technology to advance their business practices, and who have successfully engaged technology to enhance the travel experiences of visitors to Atlantic Canada.

[Follow this link for more info and nomination procedure and forms.](#)

