



Excellence

TIANB Monthly Newsletter



Tourism Industry Association of New Brunswick

November, 2010

President's Message

It appears that fall has moved over giving way to the beautiful vistas that only winter in NB can create. The snow on the trees, the frost rising from the rivers, lakes and streams all give a magical quality to our landscape. It is a time of year that causes one to stop and appreciate our province and the change of seasons.



Change is a relevant topic at the moment for us at TIANB. From the new changes that are coming down the line from TAP and a new government, to changes in the direction that the marketing will take, some changes in how we are marketing TIANB and of course how to make sure our role as THE voice of tourism in NB is heard loud and clear; TIANB is busy. It is a lot to think about but more importantly it is a lot to put into action.

There will be some changes coming to our TIANB Newsletter. In the future we are going to turn over this section of the Newsletter to our fellow directors to get a better regional feel, we will be dropping the Executive Directors message as Réal

will begin doing a weekly blog that will appear on our website and will be linked to our developing Face Book page.

We feel it is important to make some changes because we need to be constantly looking ahead and actively working to keep things fresh. It is a good idea to hear about the successes and challenges from all over the province. It is a good idea to build on our website and to begin to strategically use social media to get our message out...a message that says...TIANB is the voice of tourism for NB. We are your voice and we want to make sure that voice is heard far and wide.

Joanne Bérubé-Gagné

Members Matter !

TIANB exists because of our members. We are the Voice of Tourism in NB and we are very proud of that. We work hard to offer training opportunities to make your businesses stronger and more profitable. We work hard to make sure your voice is heard by all the decision and policy makers not just in NB but on a national scale.

Our strength comes from the members we have and with that in mind we are constantly looking at growing those numbers. For those of you who are current members, we request your help. Can you help us get some new members? We want you to become prospectors/recruiters for us. Do you know someone in your region we should talk to? Do you want to host a new member event at your business? Would you like to make some introductions for us? We are interested.

TIANB has a [host of benefits](#) to offer our members that will have a direct and positive impact on your business. They are there for you to take advantage of, most notably are the training programs, the internet assessment and advisory program, the advocacy role we play on a daily basis to make sure our business sector is recognized for what it is...a bigger economic driver in this province than forestry, fisheries and agriculture combined.

TIANB also offers a B2B discount package, networking and conference events throughout the province. TIANB is your voice; help us make that voice louder by adding more members.

For information about how you can help contact Scott or Warren at TIANB; 1.800.668.5313 or email info@tianb.com

Ready to work program trains for success !



Why take a training program? If you were to ask any one of the nine people who are completing a specialized [Ready to Work program](#) in Miramichi, they would answer, "to start a career". In today's economic climate, skilled workers are hard to come by so these participants, who will complete their training on December 17th, will have the advantage of targeted training to give them a leg up when it comes to securing employment.

On September 27th, the participants entered a classroom to begin a journey that would change their lives for the better. Over the course of 12 weeks, the Tourism Industry Association of NB (TIANB) and Workplace Essential Skills (WES) of Post Secondary Education, Training and Labour delivered a program to respond to the needs of the food and beverage sector in Miramichi.

Working in conjunction with local businesses and having their support was fundamental to the success of this program. Boston Pizza, Cowboys Pub and Grill, King George B&B, Rodd Miramichi River Hotel, Tim Horton's, and Zellers Restaurant were the industry partners who provided the space and expertise for the workplace element of the training. Enterprise Miramichi acted as the intermediary to bring the industry partners together. [Click here to read more](#)

If you are interested in seeing this program in your community, contact TIANB at 1.800.668.5313 or email catherine@tianb.com for more information.

Essential Skills Project

TIANB has begun a new and exciting project in partnership with the Canadian Tourism Human Resource Council, Social Research and Demonstration Corporation, Douglas College and a number of tourism organizations across Canada like



We wish to welcome the new members who joined TIANB

Lifesaving Society NB
Open Sky Adventures
Fundy Highlands Inn
& Chalets
Saint John Destination
Marketing Inc.
Fredericton Golf Club
O Vieux Phare

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

Responsible Beverage

Protect
Prevent
Prosper

with Responsible
Beverage training

Now Online for \$45 per
participant

[Click here for more
information](#)

emerit



Groom your workforce,
boost productivity, and
increase your revenue
with *emerit* training
products

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information](#)

TIANB.

There are a couple of objectives for this project, the first is to provide valuable professional development opportunities for member organizations of TIANB and the second is to create a data set showing the importance of staff training towards increasing profits for a business in the tourism sector.

The project is just getting rolling but staff at TIANB has been meeting with their counterparts across Canada developing the materials for the project. Over the next few months a number of businesses will be approached to engage them in this project. The project is very well thought out and will not be following a standard template. Rather, the selected businesses will benefit from the needs assessment.

Once the needs assessment has been completed a team will then put together a training program to meet the areas identified in the needs assessment. The training program will be an intensive combination of class and on the job training lasting about 40 hours.

This project will create some real benefits to both the employer and employee alike, most notably the opportunity to develop superior skills for the tourism sector. As we all know, making sure your guest has the best possible experience while in our province is vital to the growth of your business and to the sector as a whole.

This program, like many of the other programs offered by TIANB, is designed to make our tourism industry stronger and better positioned to compete in the global marketplace. There can be no argument that our tourism industry has experienced some significant challenges over the past decade.

At TIANB we are committed to helping our industry partners not just meet those challenges but to find success. For more information about the Essential Skills Program or any other training program offered by TIANB, please drop us a line. We are here to help. For more information contact Warren, Skills Development Coordinator; warren@tianb.com or call 506.451.0172

Deloitte report sketches some interesting trends in the tourism market

In a recent report from the companies, Deloitte and Ipsos, tourism market trends and a pan Canadian survey paints an interesting picture of the current trends in our tourism landscape. Though there are some elements that will hardly be a surprise to many of us in the tourism business it is nice to have ones beliefs confirmed. Some notable statistics are the number of younger travelers planning on making Canada their destination of choice and the number of Canadians in general planning on exploring their own country (78%).

The report also shows that overall there appears to be an increase in the visit stats from the previous years. There is no doubt that the Olympics had an impact on some of these stats but overall it would appear that we are starting to show some growth after a few years of stagnation or decline. The problem areas are still present, most notably the visits from the US but we are picking up on the international front from countries other than the US.

The use of social media and the internet are becoming more and more vital to our industry with rates of usage now approaching 100%. That is a serious number and it is now translating into something as simple as this; if you don't have a web presence it is the same as not having a telephone.

We have seen this developing over the past several years and it is one of the prime reasons that TourismTechnology.com is offered by TIANB. This is a one-on-one mentoring session at your place of business, website evaluation and informational manual based on research from the Atlantic provinces. The Technical Resource Coordinator, Beth Ashton, will visit you, at your operation, and review your current website, as well as create a checklist to help you move to the next level in online web technology. Contact Beth, beth@tianb.com

[Click here for the entire report](#)

New Brunswickers finalists at national tourism awards

FREDERICTON (CNB) - A New Brunswick organization and an individual from the province were among the finalists for national tourism awards at the annual industry summit held this week in Gatineau, Que.

Although the two New Brunswick finalists in the Volunteer of the Year category did not win, the Travel Media Award was presented to an American-based writer and photographer team for their extensive writing about New Brunswick and Atlantic Canadian tourism attractions and experiences.

"I congratulate all finalists and in particular celebrate our New Brunswick achievers," said Tourism and Parks Minister Trevor Holder. "Clearly, visitors can be assured of high quality cultural experiences and service that is second-to-none when they visit New Brunswick.

"Often, our volunteers and those who contribute so much to the success of the tourism industry in New Brunswick go unnoticed and so I am pleased to see them formally recognized at the national level," he said.

Both the Saint John Meet and Greet Committee and Harley Tingley, chair of the board at the Cape Enrage Interpretive Centre, were finalists in the Volunteer of the Year Award category by the Tourism Industry Association of Canada (TIAC).

The Travel Media Award was won by Barbara Radcliffe Rogers and Stillman Rogers who have photographed and written about New Brunswick attractions a number of times.

Joanne Bérubé-Gagné, president of the Tourism Industry Association of New Brunswick, also congratulated the winners and finalists.

"The TIAC awards are the ultimate forum for recognizing excellence in tourism in Canada," said Bérubé-Gagné. "It is the people who work in the tourism industry who make all the difference. In today's global competitive market place, we need to encourage and celebrate our successes and we need to push others in our industry to strive for that kind of excellence."



TIANB is connected with various employment agencies throughout New Brunswick. This portal is designed to help the employer with a cost effective way to advertise a job posting. The information will be read by employment counsellors/development officers and individuals from every region of the province.

All TIANB members can place recruitment ads for **FREE**. All ads will remain on the job board for one month maximum. Ads can be resubmitted as necessary.

[Click to visit the job board and find details about posting your position](#)

Some Handy Links

Revenue Canada Tax Breaks:

<http://www.cra-arc.gc.ca/tx/bsnss/tpcs/bsnss-bnfts-eng.html>

Revenue Canada Payroll Information:

<http://www.cra-arc.gc.ca/tx/bsnss/tpcs/pyrll/menu-eng.html>

Province of NB, Business New Brunswick Financial Programs for Businesses:

<http://www.gnb.ca/0398/Business/financial/index-e.asp>

Work Place Health and Safety:

<http://www.worksafenb.ca/>

Human Resources for the tourism sector

<http://cthrc.ca/default.aspx>

Upcoming TIANB Training Events

January 17

National Food Safety Training Moncton

January 19

Super Host Moncton

January 24

National Food Safety Training Fredericton

January 25

Responsible Beverage Fredericton

February 21-22

National Food Safety - Train the Trainer Fredericton

Ready to Work classes

January 24

February 14

March 14

Saint John

St Isidore

Fredericton

Complete Responsible Beverage anytime, anywhere - [now available online!](#)

For more information or to register, please communicate with Ann Purdy at (506) 874-9320 or ann.trainer@tianb.com

Check our [Training Calendar](#) for the most up to date listings of our training programs

Contact Information

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