

Three NB Tourism Businesses get National Recognition

(Fredericton) Three NB tourism businesses have been recognized as part of the Canadian Tourism Commission's Signature Experiences Collection. The SEC is an innovative marketing approach to lure more high-spending international travelers to Canada and satisfy their craving for the unique and the exotic. The announcement was made recently by the Honourable Maxime Bernier, Minister of State (Small Business and Tourism) against a spectacular backdrop of the Rocky Mountains in Banff, AB.

The inaugural *Signature Experiences Collection* is made up of 48 Canadian tourism enterprises from coast to coast to coast that deliver the authentic experiences CTC research says its high-spending target customers look for when they choose a vacation destination.

"By highlighting unique Canadian experiences abroad, this ground-breaking initiative will encourage the world to visit Canada," says Minister of State Bernier. "It will increase our share of international visitors and generate greater revenues for Canadian businesses."

The three NB experiences and the businesses that operate them are: Hopewell Rocks and Bay of Fundy Coastal Tour - Roads to Sea Guided Tours; Dive into Acadian culture - Village Historique Acadien; and Lobster Tales - Shediac Bay Cruises. The Tourism Industry Association of NB (TIANB) Executive Director Réal Robichaud said "It is a really an honour to have these businesses offering such great packages for tourists. There are so many great reasons to come to NB and we hope this initiative will bring more people here. We congratulate these businesses on their commitment to tourism in our province."

Says Michele McKenzie, CTC President & CEO, "Our goal is to incorporate the tourism experiences offered by Collection members in the creative materials we develop for all our markets using social, print, online and broadcast media. We've set a target of 100 members by the end of 2011, and we'll continue to add outstanding experiences to keep the Collection fresh and intriguing for international visitors."

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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