

Celebrating the People who make Tourism the Magnifique Industry it is!

Fredericton, June 2nd, 2009 — June 1st to 7th, 2009 is Tourism Week in Canada, a great opportunity for all Canadians to celebrate the important contributions that Canada's \$74.9 billion tourism sector makes to our economy and our communities; a great opportunity to celebrate the \$1 billion in tourism expenditures invested in New Brunswick each year.

A great opportunity also to celebrate the people who make this important industry what it is! 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, however some people always strive to take it one step further. This is the case for these outstanding tourism industry members who received provincial honours and awards for best practices during the Tourism Industry Association of NB's (TIANB) Annual Conference held in Caraquet from May 20 to 22, 2009.

- **Mr. Brian Clark** from the Fundy Trail Parkway has been awarded the prestigious **Pioneer Award** for his long time commitment and outstanding dedication to the promotion of tourism and the province of New Brunswick.
- **The Restigouche Tourism Association** has been awarded the 2009 **ACOA Tourism Atlantic Technology Award** for successfully engaging technology to enhance the travel experiences of visitors to New Brunswick.
- **Cape Jourimain Nature Centre** has been awarded the **Sustainable Tourism Award** presented by Parks Canada for harmonizing economic objectives with the protection and enhancement of our natural and cultural heritage.

Each year, TIANB recognizes organizations that have made training an integral part of their business plan. The following have trained more than 80% of their staff in customer service and received a Business Recognition Award during TIANB's Annual Conference:

- Coastal Inn Champlain
- Coastal Inn Sackville
- Complexe Les Deux Rivières
- Greater Moncton International Airport
- Heron's Nest Cottages
- Metepenagiag Heritage Park/Outdoor Adventure Lodge
- Ramada Plaza Crystal Palace
- Roads to Sea Guided Tours
- Rodd Miramichi River Hotel

Miramichi was also awarded **Canada's First SuperHost Destination** for their achievement in training 595 people in customer service over the last 2 years.

The Department of Tourism and Parks also took the opportunity to present their Tourism Excellence and Innovation Awards.

- The **Rotary Club of Newcastle/Miramichi** Rotary Pond Hockey Tournament won the Excellence and Innovation in Tourism Marketing Award.
- **edVentures Fredericton** was honoured with two awards: Tourism Partnerships, and Tourism Product Development.
- **Ross Antworth** was presented with the Minister's Award for Tourism Excellence for his efforts with the New Brunswick Federation of Snowmobile Clubs (NBFSC).

Congratulations once again to all these industry members. Your commitment to excellence is what makes tourism a vibrant and viable industry that all New Brunswickers can be proud of!

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.

- 30 -

For more information:

Joanne Bérubé-Gagné
President of TIANB
Executive Director
Office du tourisme Edmundston Madawaska
Tel.: (506) 737-1850
Cell.: (506) 733-1604

Réal Robichaud
Executive Director
Tourism Industry Association
of New Brunswick (TIANB)
Tel.: (506) 458-5646
Cell.: (506) 461-3721