



PRESS RELEASE

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Tourism industry members recognized for their outstanding commitment to excellence

Fredericton, May 21, 2009 — **Mr. Brian Clark** from *The Fundy Trail Parkway*, **The Restigouche Tourism Association** and **Cape Jourimain Nature Centre** were recognized by the tourism industry for their commitment to excellence. Awards were presented to them at the Tourism Industry Association of New Brunswick's (TIANB) 26th Annual Conference held in Caraquet from May 20-22.

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 three outstanding tourism industry members who received provincial honours and awards for best practices.

Mr. Brian Clark 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. Mr. Clark has managed the Fundy Trail since its opening in September 1998. Previous to the Fundy Trail, Mr. Clark was employed in the hotel industry as a general manager of various significant hotel properties in Atlantic Canada for a period spanning nine years. His experience in the hotel business in NB, NS and Newfoundland Labrador gave him extensive experience with the tourism sector in various parts of Atlantic Canada. Mr. Clark has also served during his career as general manager of two theatre companies operating chains of theatres in Atlantic Canada.

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. This association significantly improved an outdated website to maximize its regional marketing and promotional efforts.

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. This attraction is a living example of sustainability. From the toilets, the environmentally conscious building aspects (water collection, thermal heating, solar panels, etc), consideration of the surrounding environment (boardwalk construction), organic food, and recycling, the visitor is provided with many ideas that can be incorporated at home beyond regular recycling and composting.

Congratulations to all three recipients! 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.

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