



## Excellence

TIANB Newsletter



Tourism Industry Association of New Brunswick

December, 2009

### A Word from our President



Dear Members,

With the Holiday Season fast approaching, I hope customers and tourists will take advantage of all the beautiful areas in the province, and I also hope that you will savour this joyous time of year and have fun with your friends and family!

Your association has been busy in various files over the past weeks. Among other things, our ED Réal Robichaud has been touring the province with TAP and other industry stakeholders as part of the World Café. Over the past several months, members of the tourism industry and the Department of Tourism and Parks have collaborated on a new provincial tourism strategy to stimulate continued growth and prosperity in this critical business sector. The World Café tour is a living network of conversation to explore how the strategy can deliver us success. The tour ended last week with sessions in the Acadian Peninsula, Miramichi and Fredericton. More information will be communicated to the industry after ideas and insights are compiled, analysed and included into an action plan.

Also, at our Board Meetings in October and November, we agreed on 2 priority files on which we will focus in the next months. They are:

- The Tourism Marketing Levy (also called lodging tax or DMF) is still a priority file. A working committee chaired by Kelly Cain makes sure this file progresses the way it should.
- Contribution to the advancement of the TAP strategic plan in terms of three main areas;

1. The need to increase available resources in product development

2. The need to address the marketing needs in order to be consistent
3. The need to improve the consultation process and communication to stakeholders.

The new Product Development Committee and Marketing Committee held their first meetings on November 26. New members were appointed to these committees.

Product Development Committee:

Sabine Dietz (Cape Jourimain), Paul McGraw (Miramichi Landings), Valerie O'Donnell (O'Donnell's Cottages), Johanne Gallant (Moncton International Airport), Serge Collin (Ville de Lamèque), Kelly Cain (City of Moncton), Brian Clark (Fundy Trail Parkway), Anna-Marie Weir (Roads to Sea Guided Tours), Joanne Bérubé-Gagné (Office du tourisme Edmundston Madawaska), Shannon Farris (Tourism and Parks).

Marketing Committee:

Adam Degrace (Danny's Inn), Meredith Caissie (City of Bathurst), Sylvie Robichaud (Pays de la Sagouine), John Jelley (Magic Mountain), Gail Bremner (DMO Saint John), Joanne Bérubé-Gagné (Office du tourisme Edmundston Madawaska), Kim Matthews (Tourism and Parks).

We are also working on the content of our **Annual Conference** which will be held on **May 26-27 and 28, 2010**, at the **Clarion Hotel in Edmundston**. After last year's success with high caliber speakers, we are going after the best of the best again to bring new ideas, new tools and proven methods! Stay tuned for more information about this exciting gathering in 2010!

I take this opportunity to wish you all, on my behalf and on behalf of the Board of Directors, a happy Holiday Season, and may 2010 bring health and success!

Joanne Bérubé-Gagné  
President, TIANB

## Welcome Fraser & Hoyt and DiningPick.com who joined TIANB as Supplier members

Our members benefit from TIANB through invaluable advocacy and communication advancing the New Brunswick Tourism Industry. And that's not all! TIANB members also gain access to many benefit programs that can help to reduce the operating costs of running a business. We are constantly trying to offer our members the best possible benefits to save you time and money and basically, to improve your bottom line. We are very happy to introduce 2 new Supplier members who joined TIANB in the past weeks.

## Fraser & Hoyt Group Insurance

There is a new member benefit **Health plan** with great low rates and no medical questions to be accepted and most existing conditions are covered if treated using care provided for under plan coverage definitions. Recent surveys in the Atlantic Provinces have suggested that 66 % of those candidates seeking employment look for careers with employers that have a health plan which helps employers attract and retain staff members for their company's growth and success. For more information please contact Kelly Lavery at [klavery@fraserhoyt.com](mailto:klavery@fraserhoyt.com) or call 1-888-675-3575. We welcome all members to [review the two plan offerings](#) and begin the enrollment process to start their health plan coverage.



### Welcome New Members

We wish to welcome the new members who joined TIANB over the last few weeks.

City Motel, Fredericton  
Northampton House B&B  
Airport Inn, Fredericton  
Molson  
Garrison District Ale House

#### Individuals

Jermey Bowmaster  
Milda Gudelyte  
Henrietta Bannister  
Anne Metz  
Valerie Bulman  
Derek Davenport

**Click here for a complete list of TIANB members.**

## DiningPick.com

DiningPick.com provides TIANB members a preferred restaurant promotion package rate of \$40 per month plus HST and 15% off all other advertising options and services offered by DiningPick.com. Full advertising options are available on the Advertise section of DiningPick.com. DiningPick.com is a marketing tool that allows businesses to connect with the people who spend almost \$1 billion on food and beverage in New Brunswick each year. Contact: Mark Taylor at (506) 206-0388 or [mark@deloramedia.com](mailto:mark@deloramedia.com).

Please don't hesitate to call the contact people who will be happy to answer any questions you may have!

## Update on other membership benefits

### Printing Solutions from Transcontinental

Printing rack cards can often be an expensive investment, especially when requests are small or infrequent. Transcontinental offers unbeatable rates for TIANB members:



\$285 for 5,000 cards or  
\$495 for 10,000 rack cards. That's more than 35% in savings.

Contact: Cathy Bryanton at (902) 439-8043 or [bryantonc@transcontinental.ca](mailto:bryantonc@transcontinental.ca).

[Click here for more information.](#)

## Cain Insurance Services

Why choose Cain Insurances Ltd.

- Cain Insurance represents many large Canadian Insurance markets, and has made arrangements to provide the benefits described above.
- Our designated commercial insurance specialist will travel to the TIANB member to discuss their specific insurance needs.
- In-House Risk Management professionals who can support the needs of TIANB, able and willing to speak at TIANB functions.
- Over 70% of our business is Commercial business.
- Cain Insurance is a leader in the province providing insurance for 27 New Brunswick Municipalities.
- At Cain Insurance, we have developed many different insurance programs to meet the specific needs of New Brunswickers with great tailored programs such as:
  - Not-for-Profit commercial programs
  - Programs for our Environmental clients
  - Motorcycles, snowmobiles and ATV's

## Website of the Month



Congratulations to the **Fundy Trail** for being chosen the Website of the Month for December 2009!

If you would like to nominate your website for this recognition or if you would like to nominate a friend or colleague simply submit the URL of the site to [beth@tianb.com](mailto:beth@tianb.com).

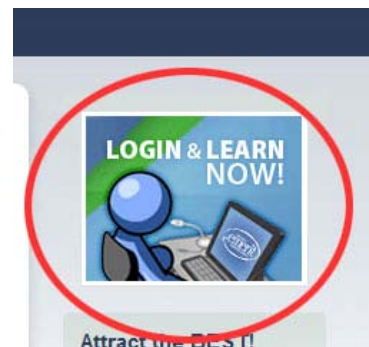
All TIANB "Industry Members" with a Business-to-Consumer (B2C) web site offering their tourism product to potential visitors to New Brunswick are eligible.

Send your URL today!

## A very valuable resource



We invite you to consult the **emerit** website to view a ton of relevant information about training, certification and business tools; it offers free downloads; allows you to get engaged with others in tourism and find out what's happening in your area...



The Login & Learn Now button will get you directly to emerit on-line opportunities available.

Check it out, you will not be disappointed!

## Enhanced Business Listings

- Seasonal dwellings
- Watercraft

Cain offers possible savings of 10-75% on Commercial Insurance.\*

\* These numbers are based on all the TIANB new policies written with Cain Insurance - to date of 2009, whereby previous insurance premiums were made known for comparisons.

Contact: Shayne Prosser or Angela Walton for Commercial inquiries and Rosie Buchanan for Personal Insurance inquiries 1-888-472-2246 or email [info@caininsurance.ca](mailto:info@caininsurance.ca).

## TIANB in the schools

It certainly has been a busy fall at TIANB in terms of school visits. Education Resource Coordinator Catherine McPhee has been on the road promoting Tourism as a viable career options in various High Schools.



Hospitality and Tourism 110, Career Exploration, and Entrepreneurship teachers have contacted TIANB to have someone come to their class and talk about the business of tourism and various career options. Presentations were done for classes in Moncton at Harrison Trimble High School as well as in Saint John at Saint John High and Harbour View High. Catherine also went to Leo Hayes High School in Fredericton for a Career Day and to Saint John at Simonds High in a Hospitality and Tourism 110 class.

The purpose of these presentations is to raise awareness about tourism as a career option and also to de-bunk myths about the industry in terms of salary, education, hours, and employment availability. Students learn what jobs make up the 5 sectors of tourism and are shown both front line and behind the scenes options in terms of employment. There is also often a discussion on local tourism issues and how they affect the community. Recently topics such as the casino in Moncton, and the cruise ships in Saint John were examined in these presentations to get students thinking about the valid impact of the industry and that tourism career options are very close to home.

Presentations are done as per request and can be delivered in both official languages. For more information or to arrange an awareness session for your group, please contact TIANB at 1.800.668.5313.

## Not sure what to give your employees for Christmas?



Everyone has heard of "the gift that keeps on giving", well, emerit training resources may be that perfect gift!



What if there was a way for our partners/members - especially the smaller or independent ones - to be able to enhance their listing on TripAdvisor? Well, as of January 4 of next year there will be. For a small annual fee (starting as low as \$600), accommodations (including hotels, motels, inns, bed and breakfasts, etc.) will be able to add their website URL, e-mail address and phone number to their listings. This now allows TripAdvisor visitors to make direct contact with the lodgings of their choice while they are trip planning. There's even a discount available to those who sign up before January 31, 2010.

*In October, TripAdvisor set another stunning record for audience and audience growth. Worldwide unique visitors for the month hit over 26,300,000, higher than any other October in the history of the website. This number represents an over 42% increase over October of 2008.*

For more info:  
Jim Brody  
International Sales Manager,  
Destination Marketing  
617.670.6632  
[jbrody@tripadvisor.com](mailto:jbrody@tripadvisor.com)

## Email notification service for vehicle registration



Service New Brunswick has introduced a new e-mail notification service for those vehicle owners looking for a reminder of when their motor vehicle registration is about to expire.

The electronic service is available

We all know that today's employees are looking for recognition and the opportunity to learn in the workplace. Equally, today's owners and operators are looking for ways to retain employees, increase guest loyalty and increase the bottom line!

Give your employees the most up to date standards and learning resources available today. Enroll them in emerit Professional Certification and recognize them as being some of the Industry's elite!

Employees will show their appreciation by giving you increased confidence and a positive work environment. They will stay under your employ longer, which will save you money and they will create greater guest experiences, which will create guest loyalty, which will give you more dollars on the bottom line!

Remember - Training is an investment, NOT an expense.

You give them what they want - recognition and the opportunity to learn. In return, they give you what you want - a higher level of service, increased loyalty, increased guest loyalty and an increased bottom line!

Contact us at **1.800.668.5313** for more information on "the gift that keeps on giving".

## TIANB Annual calendar goes online in 2010

Please note there will be no printed TIANB Annual calendar this year. The calendar in its current form required a large investment of time and money and therefore, we are working on an online calendar accessible via our website during 2010. The calendar will not be accessible at the beginning of the year for technical reasons, but we are looking at options right now and we'll keep you informed. Also, for the ones who sent photos, we will try to incorporate them to our virtual calendar or find another way to promote the beautiful pics you submitted. You can still send us photos if you haven't already done so at [info@tianb.com](mailto:info@tianb.com).



## Marquee Tourism Events Program (MTEP)

**New: Call for applications for 2010-11 funding!  
Deadline: January 8, 2010!**

Canada's Economic Action Plan unveiled in Budget 2009 was designed to provide timely economic stimulus when it is needed most. The **Marquee Tourism Events Program (MTEP)** has been established to provide targeted, time-limited support to assist existing marquee tourism events to enhance their offering and deliver world-class programs and experiences. The program will assist marquee events attract international audiences, which may have been impacted by the global economic downturn.

The program defines a marquee event as an annually recurring world-class event that is well established and has a long-standing tradition of programming and management excellence. A marquee tourism event

to New Brunswickers in two ways:

at [www.snb.ca/remindme](http://www.snb.ca/remindme) and is also now a new option that vehicle owners can choose when they renew their motor vehicle registration online at [www.snb.ca](http://www.snb.ca).

## TourismTechnology Blog



TIANB staff member Beth Ashton writes a blog for the Tourism Technology.com project. Her aim is to provide ideas and a sampling of what a blog can and should do for tourism operators in New Brunswick. Created on an entirely free platform and updated once a week, Beth shares her technology knowledge as well as some interesting personal anecdotes. From the first post to the last, follow her as she learns about widgets, social media sharing, website best practices, and labeling. Learn more about the Tourism Technology.com website mentoring program and how it can improve your online presence today.

**Click here to access Beth's blog.**

## NB Trail Council Survey



New Brunswick Trail Council would like to better understand the needs of its partners and potential partners so we are able provide quality service. Please follow the link below and fill out the survey by January 15th. Even if you are not yet a partner of NBTCL, please take a few minutes to fill out the survey. By filling out the survey, you will enter a chance to win a picnic-barbecue back pack!

generates significant levels of tourism and aims to attract a significant amount of international media attention to Canada as a tourism destination. This support will contribute to the short-term and long-term growth and viability of Canada's visitor economy by increasing or sustaining the number level of tourism and tourism-related spending, providing an economic stimulus to ensure that tourism events can remain competitive from within and outside Canada.

[Click here for more information.](#)

### Upcoming Training Sessions

Food Safe - Bathurst - Jan 20  
Food Safe - Moncton - Jan 25  
Food Safe - Saint John - Jan date TBA  
Food Safe - Sussex - Jan date TBA

Responsible Beverage - Bathurst - Jan 21  
Responsible Beverage - Sussex - Jan date TBA  
Responsible Beverage - Moncton - Jan & Feb dates TBA  
Responsible Beverage - Miramichi - Feb date TBA

Super Host - Moncton - Jan dates TBA  
Super Host - Sussex - Feb date TBA

Please call the TIANB office at **1.800.668.5313** or email us at [info@tianb.com](mailto:info@tianb.com) for more information or to register.

### Contact Information

You can call us toll free 1-800-668-5313, visit our website at [www.tianb.com](http://www.tianb.com) or come in for a visit at 500 Beaverbrook Court, Suite 440, Fredericton.



[Click here for survey.](#)

### Season's Greetings



With the  
**SEASON'S GREETINGS &  
BEST WISHES**  
for the  
**NEW YEAR**  
from the TIANB Team

