

News Release

For Immediate Release

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TIANB Celebrates 35th Year

Fredericton, NB: The Tourism Industry Association of New Brunswick (TIANB) held its annual summit at the Fredericton Convention Center on November 20th and 21st.

Under the leadership of its new President and CEO Carol Alderdice, TIANB's premier event of the year was its most outstanding. Carol comes to TIANB with fourteen years' experience in tourism with the New Brunswick Department of Tourism, Heritage and Culture. She brings with her a passion for the tourism industry and an enthusiasm to build TIANB and the services it offers.

Celebrating its 35th year, TIANB showcased the best of New Brunswick's tourism industry, featured informative keynote speakers, and celebrated industry leaders at the evening Gala Awards Ceremony; an annual highlight of the TIANB Summit.

The evening opening reception on the 20th was held at the Crowne Plaza Fredericton and proved to be a perfect introduction to the Summit and Gala the following day.

Exhibitors at the summit marketplace on the 21st set up displays at the Convention Centre, while keynote speakers Françoise Roy, Brigitte Prud'homme, Andrew Wiens, Darrell Schuurman, Jim Brody, and Alicia Whalen gave presentations on subjects as wide ranging as digital marketing, social and environmental best practices in tourism, and the government growth strategy for tourism in New Brunswick.

The evening Awards Gala proved to be the event of the Summit as honours were given to industry leaders in each of seven categories. With a record number of nominations, this year's awards ceremony was both exciting and heartwarming. A posthumous Pioneer Award was presented to Mr. Stephane Daigle on behalf of his sister Ms. Janica Daigle whose passion for tourism led her through a career in many sectors of the industry. A second Pioneer Award was presented to Mr. Noel Hamann, Manager of the Hopewell Rocks, an industry leader, and highly respected member of the New Brunswick tourism community.

Further awards were presented in the following categories:

- Human Resources Award: The Delta Fredericton
- Marketing Award: Discover Saint John Hula Tidal Mural
- Ambassador Award: Kevin Snair of Hopewell Rocks
- Industry Product Development: Holy Whale Brewery
- Partnership Award: World Pond Hockey
- Sustainable Tourism Award: Acadian Sturgeon and Caviar

While all the nominees exhibit the best in the tourism industry, these seven award winners are seen as highlighting the finest in their category.

In all, the 35th annual TIANB Summit and Awards Gala was a resounding success.