



DISCOVER SAINT JOHN & THE TOWNS BY THE BAY

Destination Strategy
2023

Objective

Position Saint John & the Towns by the Bay as the destination of choice in the Maritimes for leisure travel, meetings and conventions, major events, and sport tourism.

Desired Outcomes



- ▶ Increased visitation from leisure, business events, major events and sport tourism.
- ▶ Strategic sales and marketing partnerships are developed and aligned to raise awareness of the Saint John Region and the Province of New Brunswick on a national and global stage.

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Regional Tourism Economy

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Regional Tourism Economy



- ▶ Number of Visitors (2021): 975,000
- ▶ Visitor Spend (2021): \$185M
 - ▶ Visitor Spend in the Saint John Region in 2019, pre-pandemic, was over \$300M.
- ▶ Hotel Occupancy Rate / Revenue (as of December 2022): 56.3% / \$39.4M
 - ▶ 45.5% (as of March 2023)
- ▶ Paid Media Weeks in Market (2022): 46
- ▶ Economic Impact of Meetings & Conventions, Sport & Major Events Hosted (2022): \$16.2M

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Cruise



- ▶ Return of Cruise in 2022: 194,746 passengers
- ▶ Celebrating 35 Years of Cruise this year!
- ▶ 2023 Schedule:
 - ▶ 79 Scheduled Calls
 - ▶ Over 193,000 passengers
 - ▶ Over 75,000 crew
- ▶ Continued investment in the Bay of Fundy Cruise Partnership, to strategically promote Saint John and Atlantic Canada as a cruise destination.
- ▶ Member of the Bay of Fundy Cruise Partnership and the Atlantic Canada Cruise Association.

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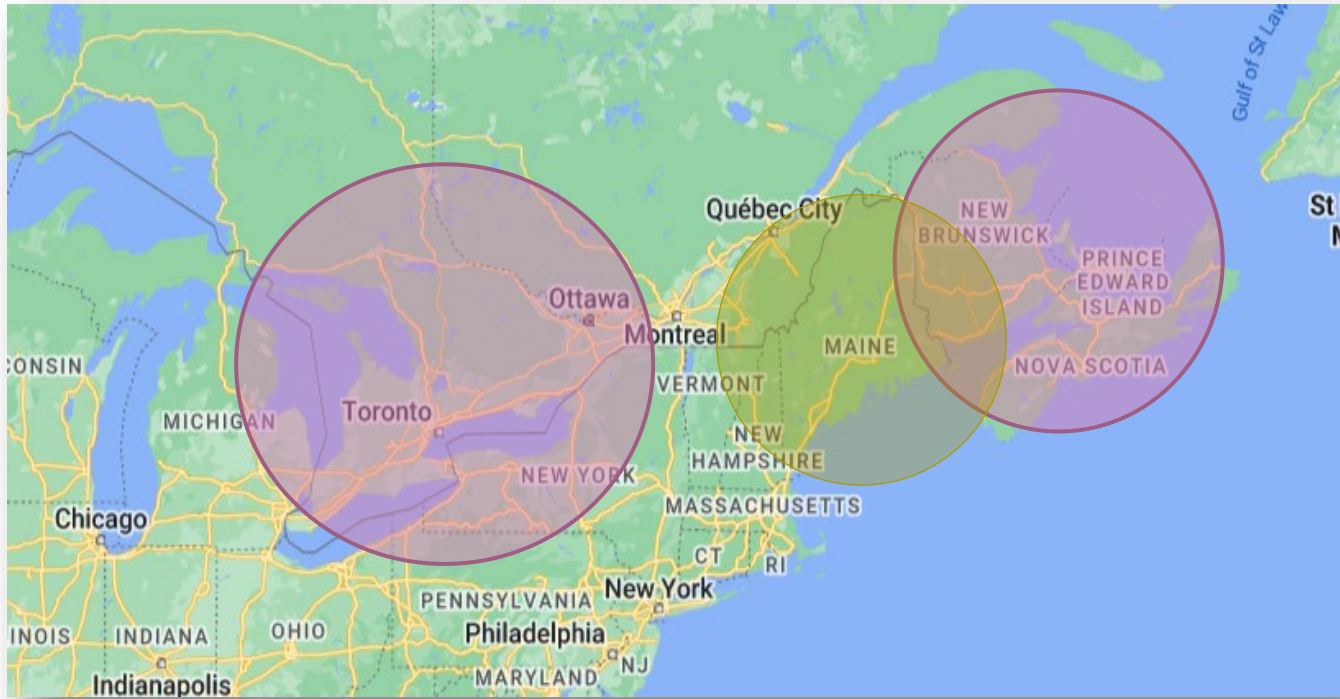
- ▶ Air Passenger Traffic (2022): 150,000 passengers
- ▶ Ongoing discussions with Air Canada, NBTHC, Fredericton and Moncton on possible partnership to build awareness in the GTA.
- ▶ Supporting YSJ on increasing air access.
- ▶ Working with YSJ on a Welcome Activation in the Arrivals area of the Saint John Airport.



Leisure Market

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Strategic Target Markets



- ▶ Primary Market
 - ▶ New Brunswick / Maritimes
- ▶ Secondary Market
 - ▶ Ontario
- ▶ Exploratory Market
 - ▶ Maine

Visitor Profiles

OUTDOORSY SUBURBAN FAMILIES ONTARIO PROFILE

TOTAL POPULATION: 1,065,498 HOUSEHOLDS: 425,482 % OF HOUSEHOLDS IN ONTARIO: 11%

SEGMENT 26 - COUNTY TRAVELLERS ACCOUNTS FOR 80% OF HOUSEHOLDS IN THIS GROUP
SEGMENT 19 - FAMILY MOVERS ACCOUNTS FOR 24% OF HOUSEHOLDS IN THIS GROUP
SEGMENT 45 - RURAL AND SUBURBAN ACCOUNTS FOR 15.5% OF HOUSEHOLDS
SEGMENT 38 - STRESSED IN SUBURBIA ACCOUNTS FOR 14% OF HOUSEHOLDS

WHERE DO THEY LIVE?

- Ottawa
- Barrie
- Hamilton
- Charington
- Cambridge
- Greater Sudbury
- London
- Thunder Bay
- Delaware
- Kingston

EXPLORER QUOTIENT TYPE (EQ TYPE)

NO HANDED: 100% (100%)

DEMOGRAPHICS

AGE OF MAIN INHABITANT: 50 to 64 years old (median age 54)

SEX: 3:4 (47.5% are couples with children at home - children's age ranges from 0 to 14 years old, above average amount of 5-9)

MARITAL STATUS: 61% are married or living with a common-law partner.

TYPE: More than three-quarters are family households.

AVERAGE INCOME: \$46,393

DWELLING CHARACTERISTICS: Over 80% are owners living mainly in single-detached, or semi-detached houses; they are more likely than average to be living in dwellings that were built after 1995.

EDUCATION: More have either a High School Diploma, College Diploma or University Degree.

EMPLOYED: They are in the labour force, mainly in sales and service, business, finance, administration, education, government, religion, social, management.

COMMUTING: They commute by car mainly as drivers, and they also commute.

LANGUAGES: More than 80% know English only, a little over 10% know both English and French. They mainly identify their mother tongue as English, followed by French coming in second at above-average rates. They report having a non-official language as their mother tongue at well below average rates for Ontario with Italian, Spanish and German topping that list.

DIVERSITY: Over 85% are non-immigrants, born in province. This is not a diverse group for Ontario, with just over 10% belonging to a visible minority group with the main ones being South Asian, Black and Chinese.

AVERAGE INCOME: \$33,094

EDUCATION: More have either a University Degree, High School Diploma, or College Diploma.

EMPLOYED: Yes, they are in the labour force, mainly in sales and service, business, finance, administration, education, government, religion, social and management.

DWELLING CHARACTERISTICS: Over half are renters and live mainly in apartment complexes typically a high-rise; this is well-above the provincial average. More likely than average to be living in dwellings that were built before 1965 or after 2011.

COMMUTING: They commute by car mainly as drivers, but they also commute by using public transit, walking, and bicycle at above well average rates.

LANGUAGES: More than 80% know English only, about 15% know both English and French. They identify their mother tongue as mainly English, followed by French coming in second. They report having a non-official language as their mother tongue at above average rates with Mandarin, Spanish and Portuguese topping that list at well above average rates.

DIVERSITY: Mainly non-immigrant population, but they over-represent for those born outside of province. This is a very diverse group with 35.4% belonging to a visible minority group with the main ones being Chinese, South Asian, and Black.

YOUNG URBAN CULTURAL ENTHUSIASTS ONTARIO PROFILE - GROUP 1

HOUSEHOLDS: 798,205 % OF HOUSEHOLDS IN ONTARIO: 11%

FOR 33% OF HOUSEHOLDS IN THIS GROUP, ENTRIES FOR 14% OF HOUSEHOLDS FOR 18%

WHERE DO THEY LIVE?

- Toronto
- Ottawa
- London
- Hamilton
- Mississauga
- Waterloo
- Windsor
- Guelph
- Scarborough

TYPE (EQ TYPE)

CULTURAL EXPLORES:

Cultural Explorers are defined by their low of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit.

They are avid, open-minded and socially-engaged global travellers who seek spontaneous and authentic experiences.

They prefer to make their own plans as they go, rather than stick to predetermined schedules.

(see page 44)

with children at home - children's age ranges from 0 to 9 years old

married or living with a common-law partner and single (never legally married)

by themselves and family.

▶ In alignment with NBTHC we are targeting the following two profiles:

- ▶ Outdoorsy Suburban Families
- ▶ Young Urban Cultural Enthusiasts

▶ Targeting the same Visitor Profiles in markets targeted by the province allows us to take advantage of the province's investments in those markets.

▶ In 2023, there is an increased investment by NBTHC into Ontario.

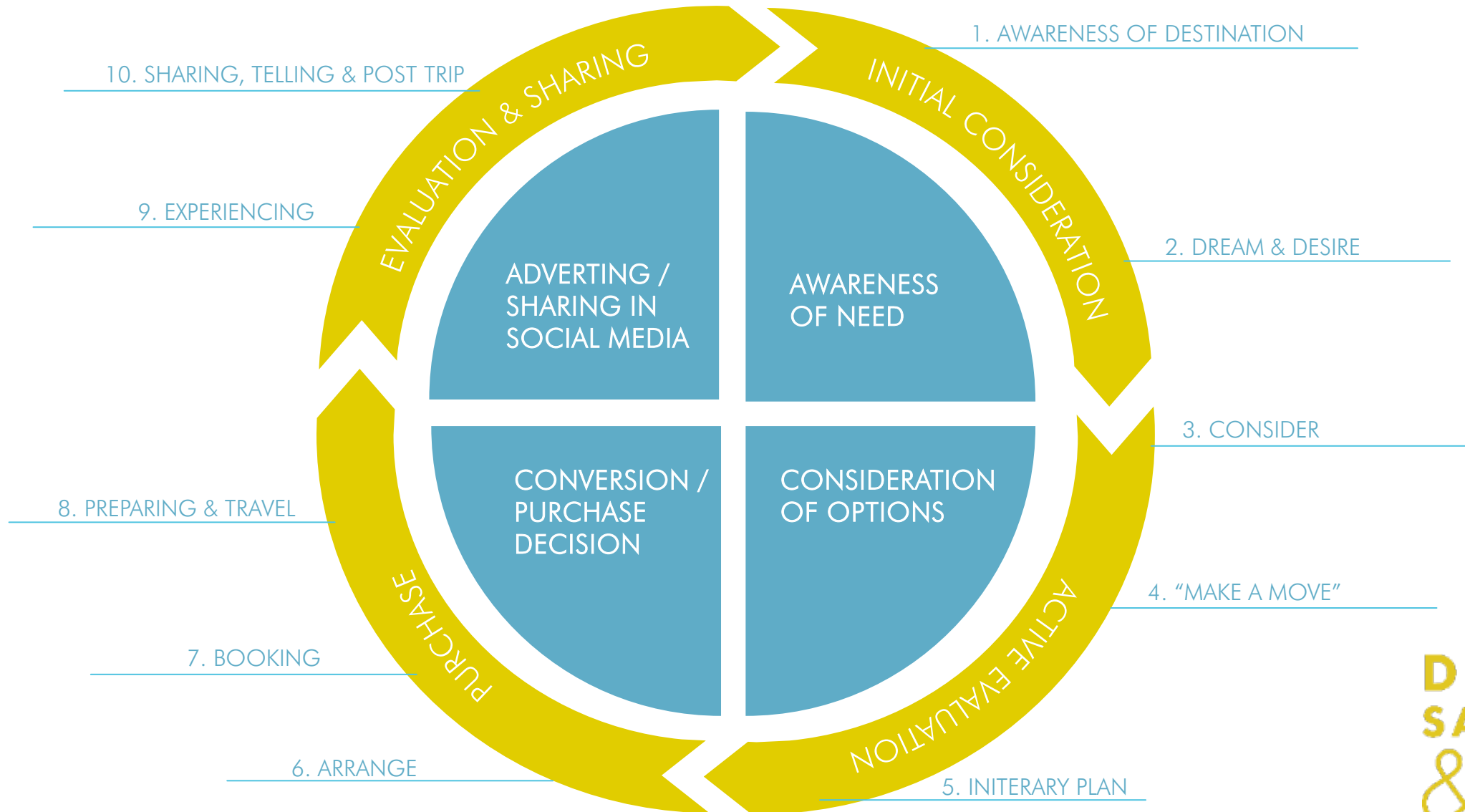
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BY THE BAY**

Leisure Market Positioning Statement

From cool city vibes to waterside relaxation, Saint John & the Towns By The Bay is THE maritime bay-cation destination, located along a 100km stretch of scenic southern New Brunswick.

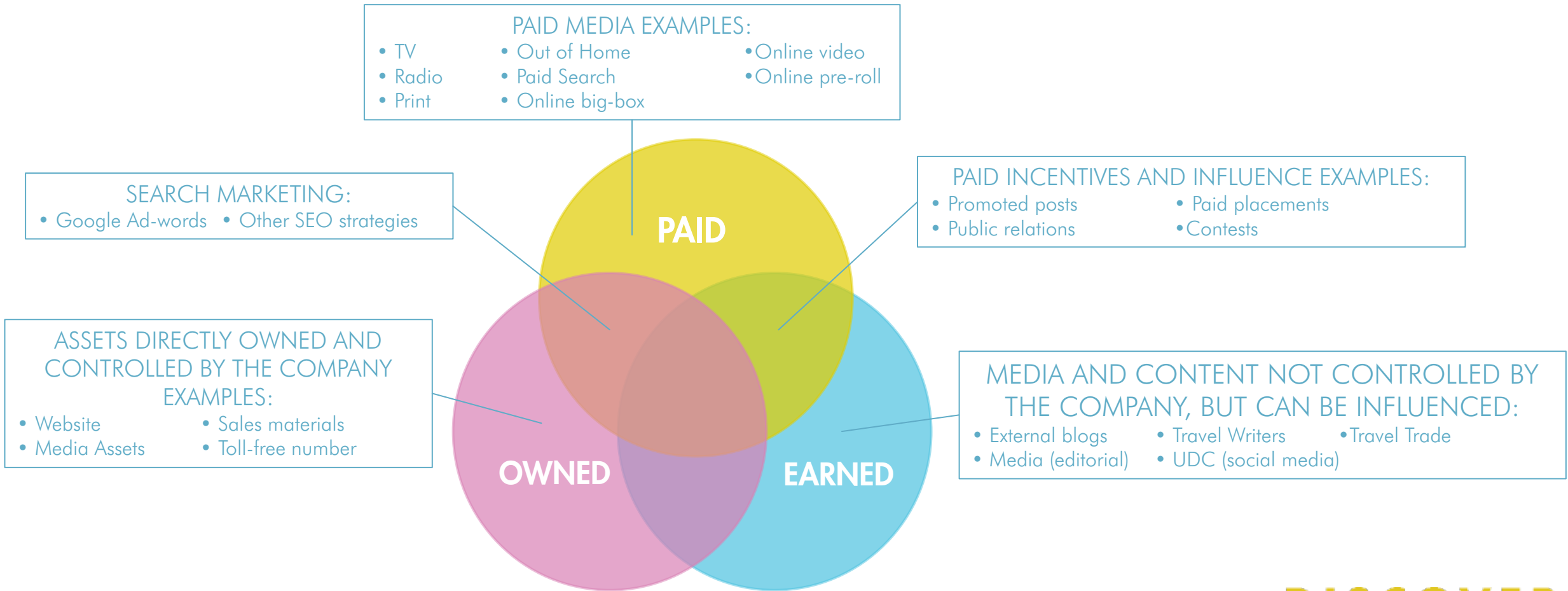
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Path To Purchase



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Integrated Marketing Overview



2023 Initiatives



Marketing Campaigns

awareness & conversion

Social Media Campaigns

organic, event promotion, partnerships

Visitor Collateral

maps, visitor guide, walking tours, etc.

Strategic Sponsorships

major events, sport tourism, bid incentives

Sales

meeting & convention, sport tourism, major events, travel trade & cruise

Visitor Services

welcome centres, partnerships, visitor experience ambassador training & certification

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Leisure Brand Campaign Blocking Chart

Platform	Objective	May		June		July		August		September	
		1-15	16-31	1-15	16-30	1-15	16-31	1-15	16-31	1-15	16-30
Maritimes											
Performance Max	Itinerary	Flight 1				Flight 2				Flight 3	
Meta	Traffic										
Google Search	Traffic										
Prog. Stories	Traffic										
Prog. CTV	Awareness										
TikTok	Awareness										
Ontario											
Performance Max	Itinerary	Flight 1				Flight 2				Out of Market	
Meta	Traffic										
Google Search	Traffic										
Prog. Stories	Traffic										
Prog. CTV	Awareness										
TikTok	Awareness										
Maine											
Performance Max	Traffic	Flight 1				Flight 2				Out of Market	

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Awareness



- ▶ Opportunity to benefit from the “halo effect” created by marketing efforts done at the provincial level, to maximize the effectiveness and reach of our ad dollars.
- ▶ Balance between finding points of alignment with the provincial campaign and ensuring that we stand out within that environment.
- ▶ Opportunity to convince as many travellers as possible to see the Saint John region as an essential component of an NB vacation.

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Riverside delights to spectacular sights. Tasty eats to shopping streets.
You'll be singing about your experience in the Saint John Region.
#SJTownsByTheBay



sjtownsbythebay.com

Toe-tapping good times await
Discover the Saint John Region

[Learn More](#)





Food & Drink



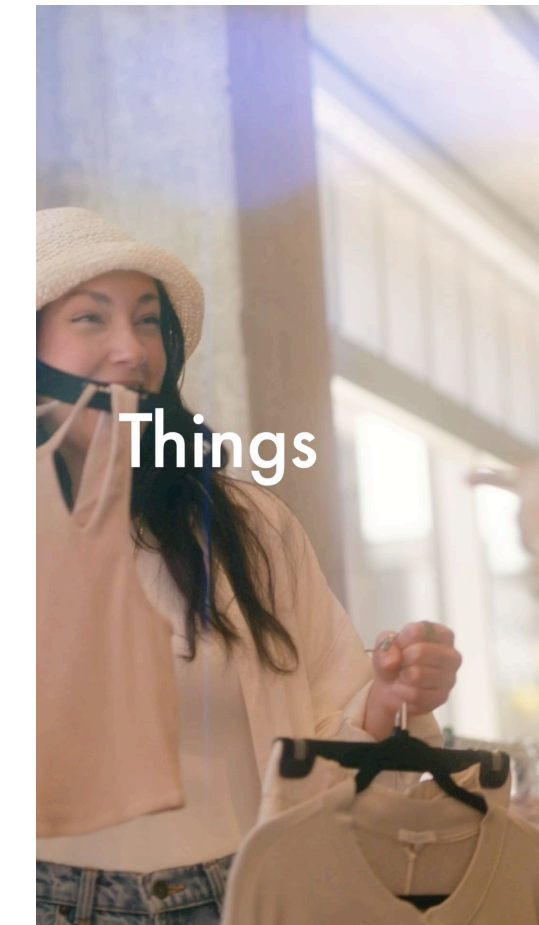
History



Outdoor Adventures



Urban Culture





Discover Saint John
Sponsored · 🌐

Explore a fantastic fairway or hit a hidden hike to work up an appetite for the cafés, bars and restaurants in the Towns by the Bay.
#SJTownsByTheBay



sjtownsbythebay.com

Get a taste of something new

Visit the Saint John Region

[Learn More](#)

Food & Drink



Discover Saint John
Sponsored · 🌐

Modern amenities and attractions, the rest is history... literally. Cool museums, lovely walks and memorable landmarks at every turn.
#SJTownsByTheBay



sjtownsbythebay.com

Historically great times
Visit the Saint John Region

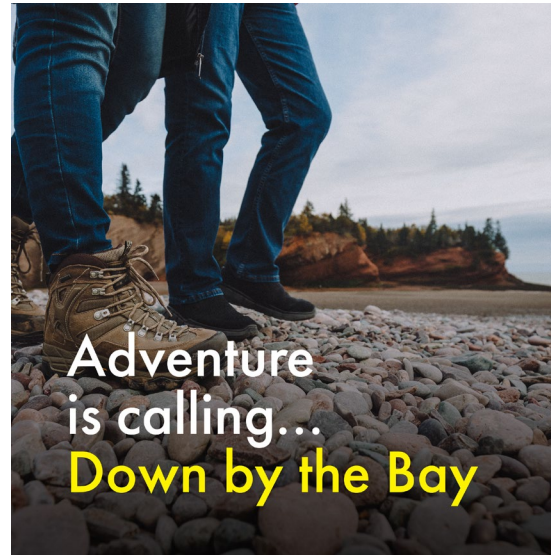
[Learn More](#)

History



Discover Saint John
Sponsored · 🌐

The echo in a sea cave. A crashing wave. The splash of a paddle. If you listen carefully, the outdoors is calling your name.
#SJTownsByTheBay



sjtownsbythebay.com

Sounds like an adventure!
Visit the Saint John Region

[Learn More](#)

Outdoor Adventures



Discover Saint John
Sponsored · 🌐

From the oldest continuing farmers market in Canada to unique galleries and shops, you'll have a trip for the ages here.
#SJTownsByTheBay



sjtownsbythebay.com

Rich with culture
Visit the Saint John Region

[Learn More](#)

Urban Culture

Conversion



- ▶ In 2023 there will be more consumers than ever before in Ontario, Quebec, and the Atlantic Region who will be considering New Brunswick as a top vacation destination.
- ▶ As they begin to encounter NB brand materials, the first thing they will do is start searching and building itineraries.
- ▶ Promote regional operators and help potential visitors build their itineraries in advance of visiting, to maximize their time in market.

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DISCOVER SAINT JOHN'S THE ROYAL COLLEGE

Build, Number, Q

BUILD YOUR PERFECT BAY-CATION IN JUST A FEW CLICKS

Get personalized recommendations & get the most out of your visit.

As you explore the city, the app will recommend the best places to eat, drink, and play. It will also help you find the best places to stay, shop, and explore. The app will also help you find the best places to visit, and it will help you find the best places to visit.

Your Top Dining Picks

Get personalized recommendations & get the most out of your visit.

Discover, History, Outdoor, Urban

I am most interested in these types of experiences:

Discover (4)

Food & Drink

History

Outdoor Adventures

Urban Culture

Next

So, you're a foodie. What are some of your favs?

Discover (4)

Food & Drink

Crust Baking

Seafood

Bakery/Pastry

Coffee Shop/Cafe

Fast Casual

Pizza

Vegan/Veg

Craft Beer/Wine

Glass Free

Breakfast/Dessert

Crab & Co.

Next

What are your in-city go-to's?

Discover (4)

Go Berke

Guided Tours

Excursion

Relax & Pamper

Shopping

Where do you usually like to stay when on vacation?

Discover (4)

Go Berke

Guided Tours

Excursion

Relax & Pamper

Shopping

Next

Where do you usually like to stay when on vacation?

Discover (4)

Hotels, Motels

Bed & Breakfast

Cottages

Tourist Homes

Daygrounds

RVs

Get Results

NEWSLETTER

Sign up for our newsletter to receive the latest news, events, and more.

First Name

Last Name

Next



DISCOVER SAINT JOHN'S THE SPINNEY DEVELOPMENT
Home Number

YOUR TOP BAY-CATION EXPERIENCES


[START GUIDE](#)
[SAVE LIST](#)
[SHARE](#)

Your Top Food & Drink Picks

Discover the top local food and drink experiences in Saint John's, including the best seafood, coffee shops, and more.


[Home](#) | [About Us](#) | [Contact Us](#) | [Privacy Policy](#) | [Terms of Service](#)

SEAFOOD




Billy's Seafood Company
A family-owned and operated business, Billy's Seafood Company has been serving the community for over 30 years. From fresh fish to seafood, we have it all.

[MORE](#)




Grannan's Seafood Restaurant
Over 100 years of tradition, Grannan's Seafood Restaurant is a family-owned and operated business. We serve fresh seafood and more.

[MORE](#)



North Market Seafood
North Market Seafood is a family-owned and operated business. We serve fresh seafood and more.

[MORE](#)



Spinney's Seafood Market
Spinney's Seafood Market is a family-owned and operated business. We serve fresh seafood and more.

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Your Top Urban Experiences


Discover the top local urban experiences in Saint John's, including the best shopping, dining, and more.

Your Top Urban Experiences

Discover the top local urban experiences in Saint John's, including the best shopping, dining, and more.


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SHOPPING




Backstreet Records
Backstreet Records is a family-owned and operated business. We sell vinyl records and more.

[MORE](#)




Aries Boutique
Aries Boutique is a family-owned and operated business. We sell clothing and more.

[MORE](#)



Sarah's Seconds Consignment Boutique
Sarah's Seconds Consignment Boutique is a family-owned and operated business. We sell consignment clothing and more.

[MORE](#)



Spinney's Seafood Market
Spinney's Seafood Market is a family-owned and operated business. We sell fresh seafood and more.


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Your Top Accommodations

Discover the top local accommodations in Saint John's, including the best hotels, motels, and more.


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HOTELS




Delta Hotels by Marriott Saint John
Delta Hotels by Marriott Saint John is a family-owned and operated business. We offer comfortable accommodations and more.

[MORE](#)




Chateau Saint John Hotel & Suites
Chateau Saint John Hotel & Suites is a family-owned and operated business. We offer comfortable accommodations and more.

[MORE](#)



Best Western Plus Saint John Hotel & Suites
Best Western Plus Saint John Hotel & Suites is a family-owned and operated business. We offer comfortable accommodations and more.

[MORE](#)



UNB Saint John - Summer Hotel
UNB Saint John - Summer Hotel is a family-owned and operated business. We offer comfortable accommodations and more.

[MORE](#)

Engagement



“Travelling leaves you speechless, then turns you into a storyteller.”

- IBN Battuta

- ▶ Travel Media & Influencers
 - ▶ Pitching, hosting and supporting media in the region.
 - ▶ Working with NBTHC to pitch and host qualified media with common interests.
 - ▶ Building regional itineraries with niche focuses, finding best-fit opportunities.
 - ▶ Targeting influencers with engaged followers, to share authentic content.
 - ▶ TMAC Annual Conference & Media Marketplace.

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Media Examples

Destinations Experiences AMERICA
CANADA
f t in p



Port City energy

Here's to Saint John's new swagger, and a nifty waterfront container village

BY SHELLEY CAMERON-McCARRON

It's almost dusk when I pull into the port city of Saint John, N.B. The summer sun is still warming my bare shoulders as I dash from Hilton Saint John to the animated harbourfront to visit Area 506 Waterfront Container Village, a "sea can" development that opened in June 2022, dramatically changing the waterfront of Canada's oldest incorporated city.

It's Saturday night, August long weekend, and I've come for adventure. I'm keen to see the transformation of a parking lot into a funky, season-long destination of shipping containers home to retail shops, performance space, street art, and a three-level rooftop patio which provides enviable views of the Bay of Fundy.

Food trucks line Water Street, people mill, and the air feels thick with promise. Music

pulses down the horizon as part of the waterfront for Area 506 festival. I'm already crushing the city, the soul, as I step into of the container village. Graffiti catch my first glimpse of its so splashed with playful pops of are the stylings of international including I AM EELCO from the and Colombia's LeDania.

Against this joyous backdrop set up in the containers, sell donuts, coffee, and other goods fast becoming the most popular in New Brunswick.

"It creates this cool vib Gracewood, Area 506 pr committee chair and a key



Tourists walk the beach at low tide at Hopewell Rocks in New Brunswick, Canada. The shoreline is on the Bay of Fundy, where the world's highest tides regularly turn up fossils.
PHOTOGRAPH BY ERIC CARR, ALAMY

TRAVEL

Anyone can discover a fossil on this beach—if you wait out the tides

In New Brunswick, the world's highest tides reveal fantastic fossils, from giant dragonflies to dinosaur footprints.

BY ROBIN CATALANO



TOUR THE TOWNS BY THE BAY (OF FUNDY)



...and a full exploration of Reflexo, Sinesma, Van der and Grand Bay-Walton. It's all "NOW" and I used a fundy lens. These pretty Towns by the Bay of Fundy, architecture, history, arts & culture, trails & adventure, and a dramatic river system.

DISCOVER SAINT JOHN & THE TOWNS BY THE BAY

Travel to Saint John, New Brunswick to Reveal "of Firsts"

by Sabrina Pirillo / Sep 27, 2022

Community Ambassadors



- ▶ Employing user-generated content (UGC) to promote authentic experiences.
- ▶ Implementation of Crowdriff (Digital Asset Management tool), to monitor social channels and popular hashtags to better find existing and new local content creators.
- ▶ Sharing local UGC with a broader audience through our marketing channels.

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User Generated Content



BAY OF FUNDY

Experience the HIGHEST TIDES IN THE WORLD!

SAINT JOHN is the only city on the Bay of Fundy where the tides rise and fall by 8.5 metres (28.5 feet) twice daily. See the **Reversing Falls Rapids** - the result of the Saint John River colliding with the Bay of Fundy's monstrous tides - from various lookouts, including **Waldock and Fallview Parks**.

At **low tide**, the full force of the Saint John River rolls and swirls into the Bay, creating a series of whirlpools and rapids, while at **high tide**, the Bay of Fundy's tides rise, gradually reversing the flow of the river, forming rapids and standing waves. Between these two extremes comes a period of **slack tide**, where the two bodies of water meet with equal force, creating a brief period of flat calm. This is the only time sail boats and pleasure crafts can sail between the two.

Visit **The Plank** at **Reversing Falls** to learn more about this phenomenon, as well as the geology and history behind it. Watch a 13-minute film in their rooftop theatre and take in the rapids from a 110-foot-high lookout.

EXPERIENCE the Bay of Fundy's tides firsthand in the Saint John Harbour with a sightseeing cruise or thrill ride with **See Sight Tours**, or a guided kayaking tour to Fatridge Island with **River Bay Adventures**. Take in spectacular harbourside views along the **Harbour Passage** walking trail or while exploring the coastal trails at the **Irving Nature Park**. Keep your eyes peeled for marine life, including harbour seals, porpoises, and seabirds.

Relax along the Bay of Fundy shores with a day at **Mispec Beach** or comb the shores for sea glass at **Bayshore** or **Tis Can Beach**.

Low slack
Add 3 hrs and 50 mins to Low Tide.*

High slack
Add 2 hrs and 25 min to High Tide.*

*Hours for navigational purposes.

VENUE DETAILS

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Partnerships & Sponsorships



- ▶ Supporting local attractions, organizations and events to increase reach, raise awareness.
 - ▶ Bay Ferries
 - ▶ Fundy Trail Parkway
 - ▶ Uptown Saint John
- ▶ Opportunity to elevate these opportunities and push a call to action.
- ▶ Encouraging visitation and improving visibility of the destination.

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Partnerships



little sarah birch and discover saint john had partnership with uptownj uptown saint john

little sarah birch Giveaway CLOSED. Congratulations to @hazzler for winning two nights' accommodation in uptown Saint John plus five hundred dollars in Uptown Saint John Gift Cards, good for most restaurants and retailers in uptown Saint John. If you followed along on our weekend adventures, you already know

Discover Saint John - Découvrez Saint John with Uptown Saint John. Sponsored · 🌐

The streets of uptown Saint John are filled with unique retailers to suit every interest and desire! ...See more





little sarah birch.com
Shop 'Til You Drop in Uptown Saint John Learn more

You, Wand... 13 comments 16 shares

Like Comment Share

Discover Saint John - Découvrez Saint John with Fundy Trail. Sponsored · 🌐

Adventure awaits at the Fundy Trail Parkway! Where will your journey take you?
#SJTownsByTheBay #ExploreNB #RSVPNB #ExploreCanada



Learn more

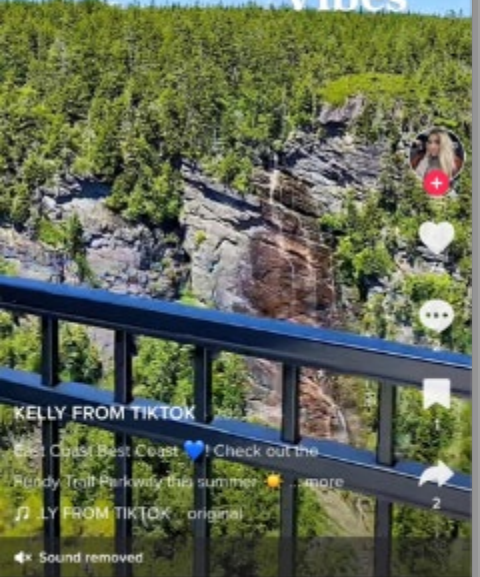
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Like Comment Share

11:22

Search

East Coast Summer Vibes



KELLY FROM TIKTOK

East Coast Best Coast Check out the Fundy Trail Parkway this summer more

LY FROM TIKTOK original

Sound removed

Add comment...

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Sponsorships



- ▶ Area 506 Festival
- ▶ Boxcar Country Music Festival
- ▶ Moonlight Bazaar
- ▶ Port Days
- ▶ Fundy Sea Shanty Festival
- ▶ Saint John Seaglass Festival
- ▶ Festival of Nature
- ▶ Summerville Art Festival
- ▶ KV Music Festival
- ▶ Winterfest
- ▶ Roll Call Car Show
- ▶ One For All Festival

**DISCOVER
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Collateral



...ped in history, with endless stories to tell, ...ted city in Canada.

...at Place Fort La Tour, muster at Carleton Martello ... explore the Saint John City Market, just some of the National Historic Sites located within our region.

Visit niche museums that tell the history of our region, including Loyalist House, the New Brunswick Black History Society Exhibition Centre, Quaco Museum, the Saint John Jewish Historical Museum, the Saint John Police Museum, Kings County Museum, John Fisher Memorial Museum, the Saint John Firefighters Museum and the Frank & Ella Hatheway Labour Exhibition Centre.

10

THIS BOOK BELONGS TO:
CE LIVRE APPARTIENT À :

DOWN BY THE BAY, WHERE THE RIVERS FLOW,
WE CALL IT HOME. YOU SHOULD REALLY GO,
FOR IF YOU DO, YOU MIGHT JUST SAY...
AU BORD DE LA BAIE, OÙ COULENT LES RIVIÈRES,
C'EST NOTRE CHEZ NOUS. QUE TU DEVRAIS VISITER,
CAR SI TU VIENS, TU DIRAS SÛREMENT...

HAVE YOU EVER SEEN A CITY, WITH A HARBOUR SO PRETTY?
AS-TU DÉJÀ VU UNE VILLE, AVEC UN SI JOLI PORT ?

BAY OF FUNDY BINGO DE LA BAIE DE FUNDY

SAINT JOHN CITY MARKET LE MARCHÉ PUBLIC DE SAINT-JOHN	QPLEX POOL LA PISCINE DU QPLEX	FUNDY-ST. MARTINS SEA CAVES LES CAVERNS MARINES À FUNDY-ST. MARTINS	"RIVERGATE" SCULPTURE LA SCULPTURE "RIVERGATE"	A CANDY STORE UNE CONFISERIE
DUTCH POINT TRAIL LE SENTIER DUTCH POINT	AREA 506 WATERFRONT CONTAINER VILLAGE AREA 506 WATERFRONT CONTAINER VILLAGE	FUNDY TRAIL PARKWAY LE PROMENADE DU SENTIER FUNDY	CHILDREN'S FOREST AT IRVING NATURE PARK LA FORÊT DES ENFANTS AU PARC NATUREL IRVING	AN ICE CREAM SHOP UNE BOUTIQUE CRÈME GLACÉE
A FARMERS MARKET UN MARCHÉ FERMIER	KENNEBECASIS OR HAMMOND RIVER LES RIVIÈRES KENNEBECASIS OU HAMMOND		WESTFIELD BEACH LA PLAGE DE WESTFIELD	ROTHESAY COMMON ROTHESAY COMMON
FIREFLY FOREST FIREFLY FOREST	HARBOUR PASSAGE LE PASSAGE DU PORT	THE OCEAN FLOOR LE FOND DE LA MER	REVERSING FALLS LOOKOUT LE BELVÈDÈRE DES CHUTES RÉVERSIBLES	RENFORTH WHARF LE QUAI DE RENFORTH
AN ART GALLERY UNE GALERIE D'ART	MEENAN'S COVE MEENAN'S COVE	FUNDY-ST. MARTINS WHARF LE QUAI DE FUNDY-ST. MARTINS	BRUNDAGE POINT RIVER CENTRE CENTRE RIVERAIN DE BRUNDAGE POINT	A STORE IN UPTOWN SAINT JOHN UN MAGASIN AU CENTRE-VILLE SAINT JOHN

Cross off each place you visit during your stay to try and get BINGO!

Essaie d'obtenir un BINGO en rayant chaque place que tu as visitée durant ton séjour!



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Destination Sales

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Business and Major Events Segments



New Brunswick Business and
Major Events Strategic Plan

Strengthening New Brunswick's Visitor Economy

- ▶ Provincial and national association conferences
- ▶ Corporate meetings at both provincial and national level
- ▶ Provincial and national sport events
- ▶ Festivals & events (cultural)

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Meetings & Conventions



- ▶ Attending marketplaces and tradeshow with qualified meeting planners.
- ▶ Hosting annual Familiarization (FAM) Tours with qualified meeting planners (future business).
- ▶ Evaluation and submission of conference RFPs.
- ▶ Site Visits with organizations, planners and selection committees to help with bid evaluation and final selection.
- ▶ Working with local champions to help bring conferences to the region.
- ▶ Developing a collaborative relationship with accommodation partners to best sell the region.
- ▶ Memberships with strategic planning associations.

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Sales Events Attending



- ▶ Ottawa Meet Week
- ▶ MPI The Event Conference
- ▶ GBTA – Global Business Travel Association
- ▶ CanSPEP Annual Conference
- ▶ Canadian Meetings & Events Expo
- ▶ CSAE Annual Conference
- ▶ Canadian Innovation Conference

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Conferences In Market



- ▶ Anticipated Economic Impact of over \$2.7M for 2023, including:
 - ▶ ERAPPA Conference
 - ▶ Canada Soccer AMM
 - ▶ Canadian Association of Immersion Teachers Annual Conference
 - ▶ CALM
 - ▶ CWLC Annual Membership Meeting
 - ▶ DKI Canada AGM
 - ▶ Responsible Seafood Summit
 - ▶ PCMA Canadian Innovation Conference

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PCMA Canadian Innovation Conference 2023



- ▶ The mission of the Professional Convention Management Association and the Canada East Chapter is to be the leading organization for meeting and event professionals by delivering superior and innovative education and to promote the value of professional convention management. The goal is to draw a minimum of 300 meeting and event planner and supplier professionals from across the country.

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New Opportunity



Tri-City/TNB Partnership

- ▶ As the market returns over the next 24 months, there is an opportunity to align efforts with NBTHC, Moncton and Fredericton to reposition the province as a competitive option for meetings, conventions, sporting and cultural events.
- ▶ Engaging with planners and organizers with a coordinated and targeted approach will benefit all partners involved, and help to attract new out of province business, evolve national or regional focused home-grown events, and continue to grow the overall provincial tourism economy.

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Sports & Major Events



- ▶ Attending marketplaces and association meetings with local, national and international sport and event planners to sell the region.
- ▶ Hosting annual Familiarization (FAM) Tours with qualified sport planners (future business).
- ▶ Evaluation and submission of hosting RFPs for sports and major events.
- ▶ Site Visits with organizations, planners and selection committees to help with bid evaluation and final selection.
- ▶ Developing a network of local champions for sports and major events.
- ▶ Supporting sports and events already in market, to help them achieve success.
- ▶ Memberships with strategic sport and event-based associations.

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Sales Events Attending



- ▶ Sport Tourism Canada's- Sports Events Congress
- ▶ Event Atlantic Summit

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Sporting Events In Market



- ▶ Anticipated Economic Impact of over \$2.8M for 2023, including:
 - ▶ NB Indoor Track & Field Championships
 - ▶ AUS- Atlantic University Track & Field Championships
 - ▶ Canadian Indoor Track & Field Championships
 - ▶ Canadian Masters Curling Championships
 - ▶ Ann Philips Provincial Championships
 - ▶ East Coast Games
 - ▶ Summerfest
 - ▶ Canadian Junior Girls Golf Championships
 - ▶ Para Hockey Cup

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Travel Trade



- ▶ Attending strategic appointment-based marketplaces, selling to national and international travel trade operators.
- ▶ Collaborating with NBTHC to host key operators on Familiarization (FAM) Tours to the Saint John Region.
- ▶ Hosting virtual destination training sessions with sales teams of select travel trade operators.
- ▶ Pitching new itineraries and itinerary additions to increase overnights and overall spend.
- ▶ Working closely with NBTHC to enhance trade travel readiness of regional operators.

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2023 Marketplaces



- ▶ Rendez-Vous Canada
- ▶ Atlantic Canada Showcase
 - ▶ Hosting buyer's breakfast
- ▶ Bienvenue Quebec

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Travel Trade Leads



Recent wins for the region:

- ▶ Tauck – 2024 – 2 nights x 45 dates
- ▶ Gate 1 – 2024 – adding second night x 32 dates
- ▶ Cosmos – 2024 – 2 nights x 9 dates

Working with several other tour operators to either divert rooms nights to Saint John or create new programs with room nights in Saint John.

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A man with a beard and a white sweater walks on the left, looking towards the right. Two women walk on the right, smiling and looking at each other. The woman in the middle wears a denim jacket and sunglasses. The woman on the right wears a black top and jeans. In the background, there is a record store with a sign that says "BACKSTREET RECORDS" and a circular logo above it. The scene is set on a city street with trees and buildings.

Visitor Services

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Visitor Services



- ▶ Operation of Visitor Welcome Centres
- ▶ Production of various printed pieces
 - ▶ Visitor Guide
 - ▶ Lure Piece
 - ▶ Map Pad
 - ▶ Three Historic Walking Tours
 - ▶ Art in Public Places Walking Tour
 - ▶ Reversing Falls Rapids Rack Card
 - ▶ Little Explorer's Guide NEW
- ▶ SJTownsByTheBay.com
 - ▶ Operator listings
 - ▶ Blogs
 - ▶ Events Calendar
 - ▶ Itineraries
- ▶ E-Newsletter

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Welcome Centres



- ▶ Saint John City Market
- ▶ Collaboration with Port Saint John in the Area 506 Waterfront Container Village
- ▶ Visitor Experience Ambassador partnership (current):
 - ▶ Inside Out Nature Centre

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VEA Certification



- ▶ Saint John Region Visitor Experience Ambassador certification
- ▶ Multi-day in-person training throughout the Saint John Region for Agency and partner staff.
 - ▶ Mix of site visits and classroom sessions
- ▶ NEW online training program
 - ▶ Target Audience: Front-line staff throughout the region
 - ▶ Self-directed
 - ▶ Three modules: Customer Service Basics, Regional Tourism Information, “No Wrong Door” Service Model
 - ▶ Open book, multiple-choice exam
 - ▶ Successful completion = certified for the current leisure tourism season
 - ▶ Free

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TALENT



THE
SAINT JOHN
REGION



POWERED BY PEOPLE



Wednesday, May 24, 2023

ALWAYS MOVING FORWARD

Keynote
Tanya Chapman

Purposeful Panels

Workforce
Resource
Marketplace

Career Fair





Questions?



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