

2024

Destination Strategy

ENVISION
Saint John

THE REGIONAL GROWTH AGENCY

**DISCOVER
SAINT JOHN
& THE TOWNS
BY THE BAY**

LAND ACKNOWLEDGEMENT

The Saint John Region is situated on the traditional and unceded territory of the Wolastoqiyik, Mi'Kmaq, and Peskotomuhkati Nations. This territory is covered by Peace and Friendship Treaties signed with the British Crown in the 1700s. The treaties did not surrender the territory and resources, but recognized Wolastoqiyik, Mi'Kmaq, and Peskotomuhkati title, and established the rules for what was to be an ongoing relationship between nations.

Envision Saint John: The Regional Growth Agency pays respect to the elders, past and present, and descendants of this land, and is committed to moving forward in the spirit of truth, collaboration, and reconciliation.

WHO WE ARE

Envision Saint John: The Regional Growth Agency is an agile organization that excels at connecting people and activating strategic, data-driven growth, ensuring that the region is Always Moving Forward.

We are the backbone economic development organization helping to accelerate growth. Our role is to attract people, visitors, business, and investment to the Saint John Region.





JEN SILLIPHANT

Marketing & Communications Manager



SHAWNNA DICKIE-GARNHUM

Sales Manager



LINDSAY SMITH

Sales Manager



OLIVIA DESROCHES

Marketing & Communications Coordinator



KALYNN MCCALOUR

Tourism Growth Coordinator



MATT HAMILTON-SNOW

Welcome Centre Coordinator



JILLIAN MACKINNON

VP, Marketing Communications & Strategic Initiatives

**DISCOVER
SAINT JOHN
& THE TOWNS
BY THE BAY**

CNN NAMES

SAINT JOHN

AS ONE OF THE BEST PLACES
TO VISIT IN 2024



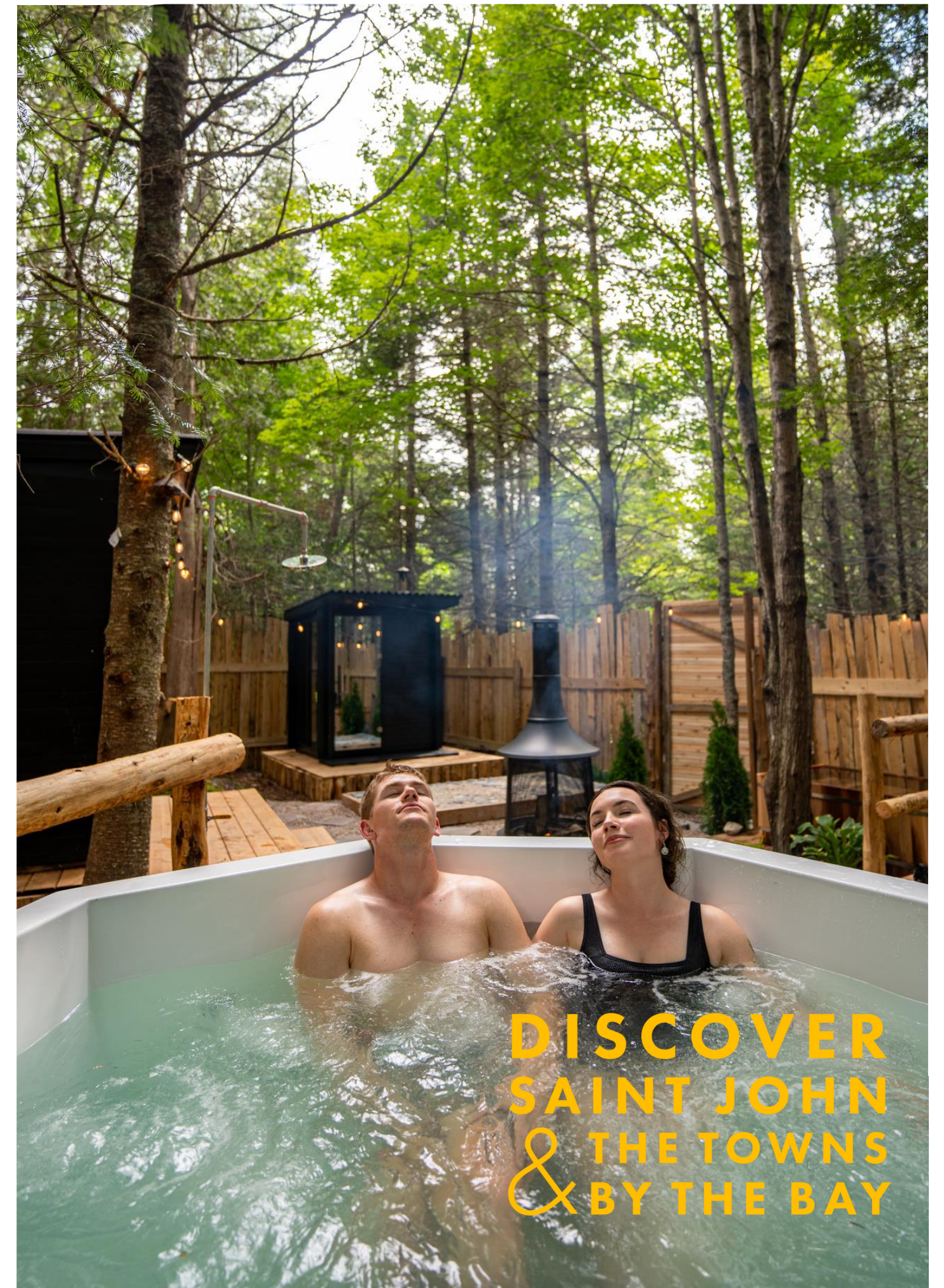
OBJECTIVE

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

**DISCOVER
SAINT JOHN
& THE TOWNS
BY THE BAY**

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.





REGIONAL TOURISM HIGHLIGHTS

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VISIT NIGHTS

2022

.....

1.85M

VISITOR SPENDING

2021

.....

\$185M

HOTEL OCCUPANCY RATE

2024 March

.....

42.7%

HOTEL REVENUE

2024 March Year-to-Date

.....

\$6.5M

CRUISE SHIP PASSENGERS

2023

.....

174,229

AIR PASSENGER TRAFFIC

2023

.....

175,000



ENVISIONSAINTJOHN.COM/DASHBOARD



LEISURE MARKET

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STRATEGIC TARGET MARKETS

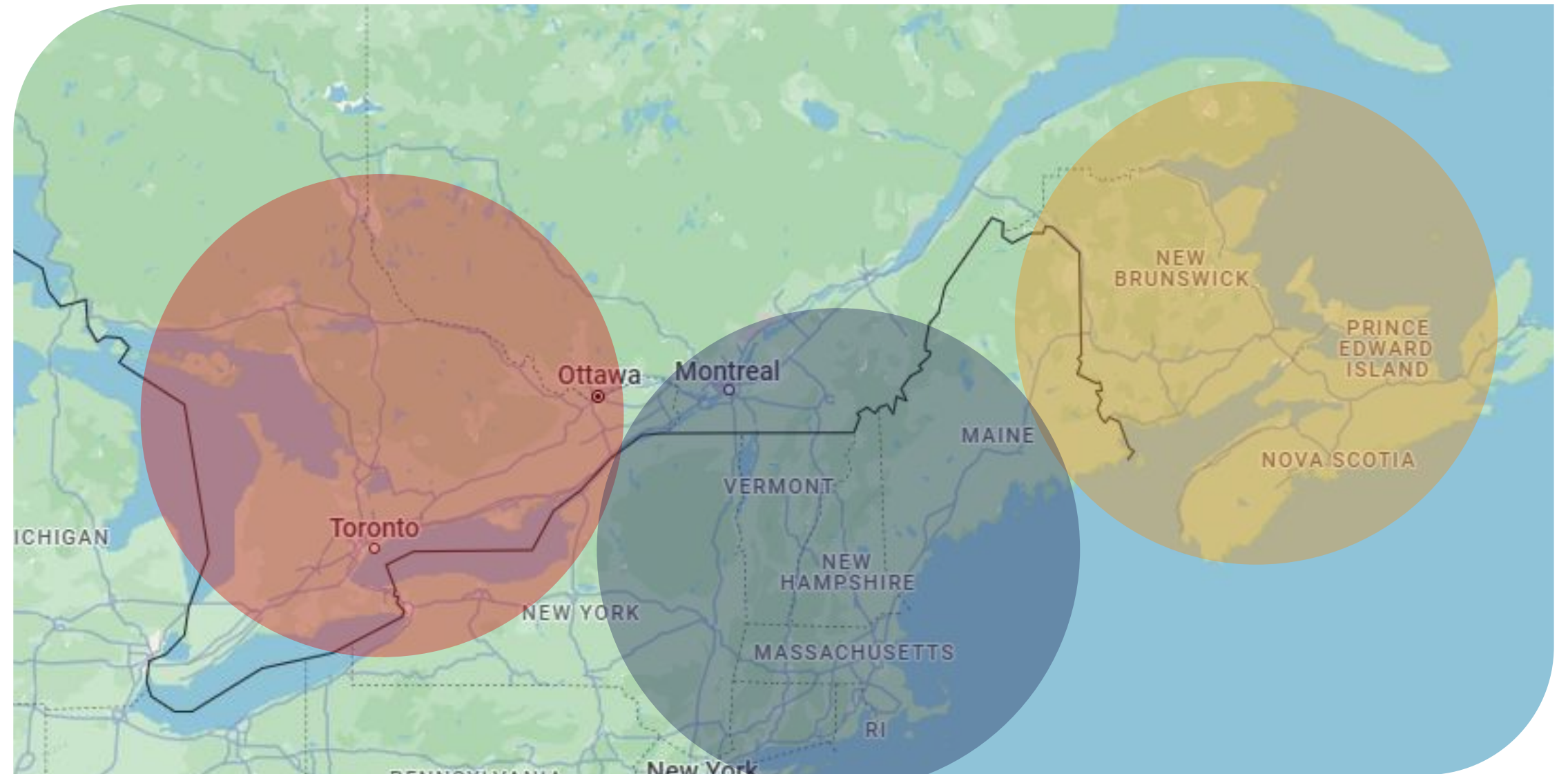
Primary Market:

New Brunswick / Maritimes

Secondary Market: Ontario

NBTHC Partnership Market: USA
(New England)

Exploratory Market: Quebec



VISITOR PROFILES

- 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.

OUTDOORSY SUBURBAN FAMILIES ONTARIO PROFILE

TOTAL POPULATION: 1,465,447 HOUSEHOLDS: 742,477 % OF HOUSEHOLDS IN ONTARIO: 1.7%

SEGMENT 12 - COLLEGE-BASED WORK ACCOUNTS FOR 30% OF HOUSEHOLDS IN THIS GROUP
SEGMENT 13 - FAMILY NEED ACCOUNTS FOR 24% OF HOUSEHOLDS IN THIS GROUP
SEGMENT 14 - OWNERS SURVIVAL ACCOUNTS FOR 15.5% OF HOUSEHOLDS
SEGMENT 26 - STRESSED IN SUBURBIA ACCOUNTS FOR 31% OF HOUSEHOLDS

WHERE DO THEY LIVE? • UEGW2

CHILD SEGMENTS:

EXPLORER QUOTIENT

DEMOGRAPHICS

AGE OF MAINTAINER: 30 to 44 years old (median age 34)
 SIZE: 3-4 (17.5% are couples with children)
 MARITAL STATUS: 61% are married or living with a common-law partner
 AVERAGE INCOME: \$24,000
 DWELLING CHARACTERISTICS: Own 30% of their homes
 EDUCATION: Most have either a High School Diploma or College Diploma
 EMPLOYED: They are in the labor force, mainly in sales and service, business, finance, administration, education, government, religion, social and management
 COMMUTING: They commute by car mainly as drivers, and also by public transit, walking, and bicycle at above 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: They are a diverse group with 25.7% belonging to a visible minority group with the main ones being Chinese, South Asian, and Black.

YOUNG URBAN CULTURAL ENTHUSIASTS ONTARIO PROFILE - GROUP 1

TOTAL POPULATION: 1,635,352 HOUSEHOLDS: 795,705 % OF HOUSEHOLDS IN ONTARIO: 1.7%

SEGMENT 12 - EAT, PLAY, LOVE ACCOUNTS FOR 33% OF HOUSEHOLDS IN THIS GROUP
SEGMENT 22 - INDIANVILLE ACCOUNTS FOR 18%
SEGMENT 32 - DOWNTOWN VIBE ACCOUNTS FOR 14%
SEGMENT 37 - FERRARI AND BOOMER ACCOUNTS FOR 8%

WHERE DO THEY LIVE? • Toronto • Ottawa • London • Hamilton • Kitchener • Mississauga • Waterloo • Windsor • Guelph • Brampton

EXPLORER QUOTIENT TYPE (EQ TYPE)

CULTURAL EXPERIENCES

- Cultural Explorers are defined by their love 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 travelers who seek spontaneous and authentic experiences.
- They prefer to make their own plans as they go, rather than stick to predetermined schedules.

DEMOGRAPHICS

AGE OF MAINTAINER: 20 to 44 years old (median age 34)
 SIZE: Mainly 1-2 people (27.5% are households with children at home - children's age ranges from 0 to 9 years old)
 MARITAL STATUS: Almost evenly split between married or living with a common-law partner and single (never legally married). They are also more likely than average to be divorced.
 TYPES: Almost evenly split between non-family households and family.
 AVERAGE INCOME: \$32,000
 EDUCATION: Most have either a University Degree, High School Diploma, or College Diploma
 EMPLOYED: Yes, they are in the labor 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 1960 or after 2011.
 COMMUTING: They commute by car mainly as drivers, but they also commute by using public transit, walking, and bicycle at above 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 populations, but they over-represent those from outside of province. This is a very diverse group with 25.7% belonging to a visible minority group with the main ones being Chinese, South Asian, and Black.

POSITIONING STATEMENT

From cool city vibes to waterside relaxation,
Saint John and 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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& THE TOWNS
BY THE BAY**

2024 INITIATIVES

Marketing Campaigns

awareness & conversion

Social Media Campaigns

organic, event promotion, partnerships

Visitor Collateral

maps, visitor guide, walking tours, etc.

Strategic Sponsorships

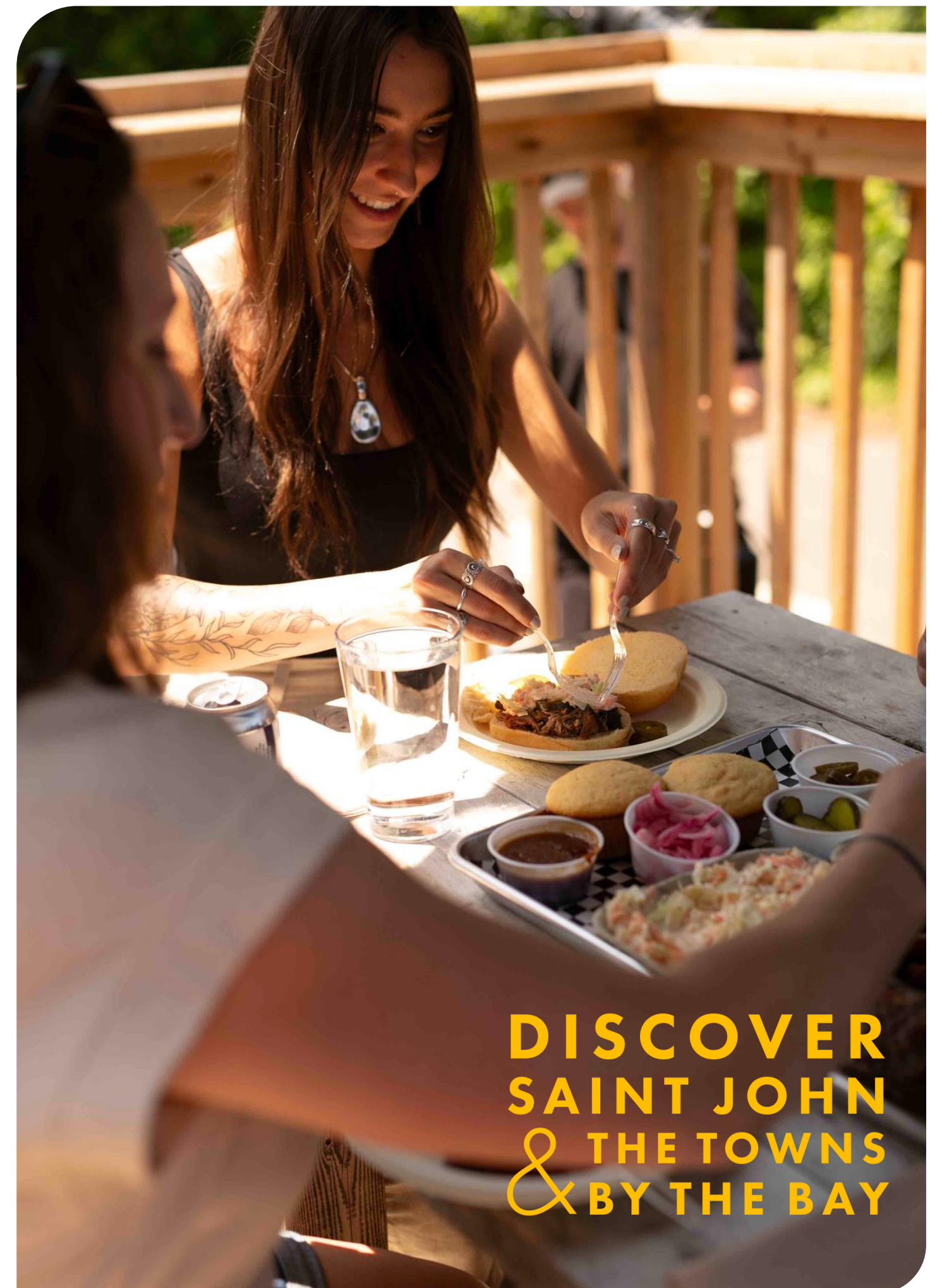
major events, sport tourism, bid incentives

Sales

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

Visitor Services

welcome centres, partnerships, welcome ambassador training & certification



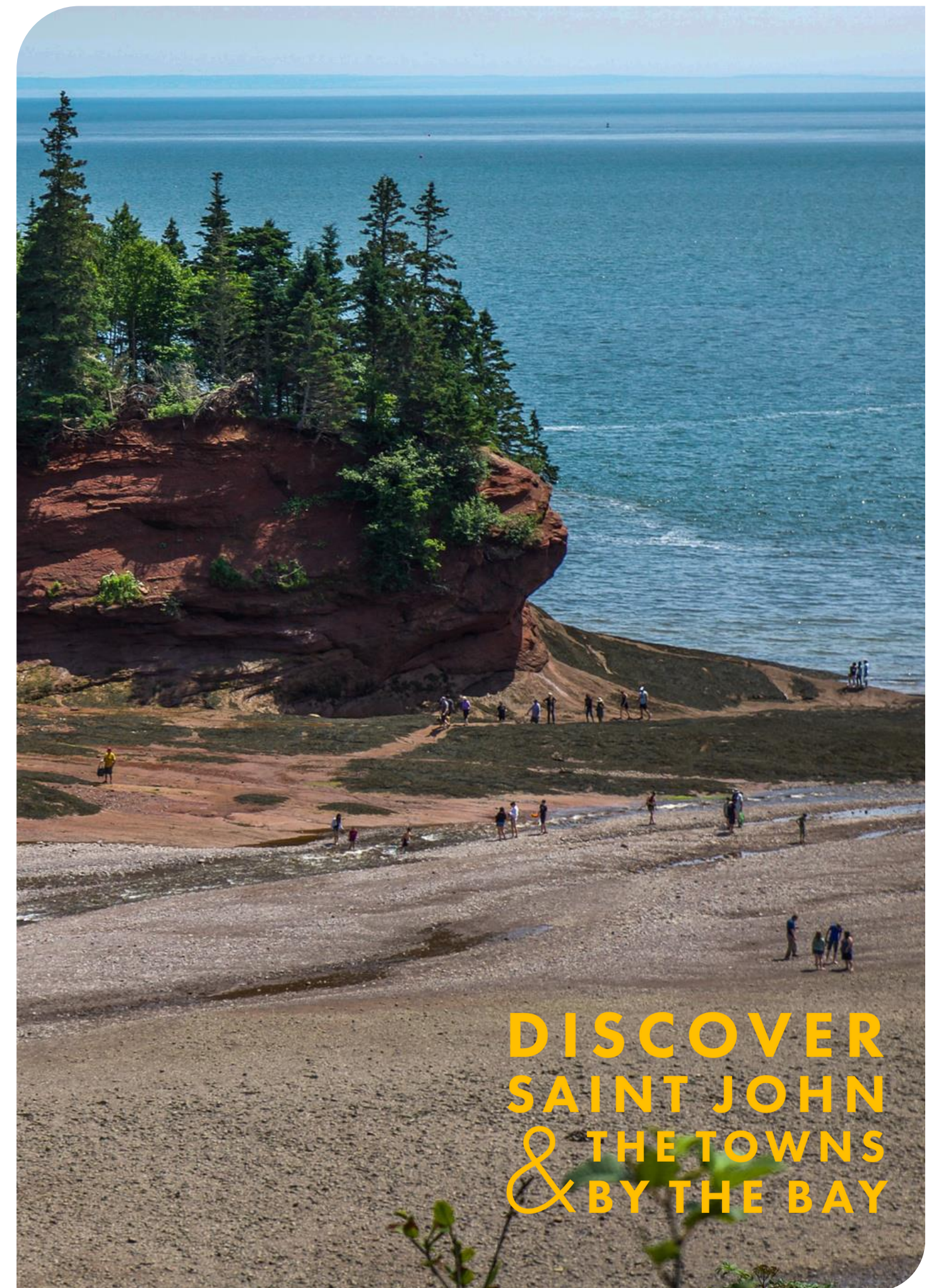
**DISCOVER
SAINT JOHN
& THE TOWNS
& BY THE BAY**

BAY-CATION

Many have heard of the Bay of Fundy, but few have heard of the concept of a “bay-cation.”

This campaign gets the idea of “bay-cation” out there in a big way and shows how different and valuable it is compared to the many other vacation options.

Why just *vacation* when you can bay-cation instead?



2024 CAMPAIGN BLOCKING CHART

MARITIME		April		May		June		July		August		September	
Platform	Objective	1-15	16-31	1-15	16-30	6-15	16-31	1-15	16-31	6-15	16-31	1-15	16-30
GDN	Traffic / Rmkt	Flight 1						Flight 2				Flight 3	
Meta	Traffic / Rmkt	Flight 1						Flight 2				Flight 3	
YouTube	Rmkt	Flight 1						Flight 2				Flight 3	
Google Search	Traffic	Flight 1						Flight 2				Flight 3	
Prog. Stories	Traffic / Rmkt	Flight 1						Flight 2				Flight 3	
Prog. CTV	Awareness	Flight 1						Flight 2				Flight 3	
TikTok	Awareness	Flight 1						Flight 2				Flight 3	
Cineplex	Awareness	Flight 1						Flight 2				Flight 3	
TOTAL		Flight 1						Flight 2				Flight 3	
ONTARIO		April		May		June		July		August		September	
Platform	Objective	1-15	16-31	1-15	16-30	6-15	16-31	1-15	16-31	6-15	16-31	1-15	16-30
GDN	Traffic / Rmkt	Flight 1						Flight 2				Flight 3	
Meta	Traffic / Rmkt	Flight 1						Flight 2				Flight 3	
YouTube	Rmkt	Flight 1						Flight 2				Flight 3	
Google Search	Traffic	Flight 1						Flight 2				Flight 3	
Prog. Stories	Traffic / Rmkt	Flight 1						Flight 2				Flight 3	
Prog CTV	Awareness	Flight 1						Flight 2				Flight 3	
TikTok	Awareness	Flight 1						Flight 2				Flight 3	
TOTAL		Flight 1						Flight 2				Flight 3	

**DISCOVER
SAINT JOHN
& THE TOWNS
BY THE BAY**

VIDEO 30s - VERSION ONE



Discover Saint John – Découvrez Saint John
Sponsored

Why just vacation when you can bay-cation? Adventure any way you want in Saint John and the Towns by the Bay. #SJTownsByTheBay



SJTownsByTheBay.com

Plan Your Bay-cation
Visit the Saint John Region

[Learn more](#)



VIDEO 30s - VERSION TWO

 Discover Saint John – Découvrez Saint John
Sponsored

Just minutes from door-to-shore, a bay-cation in Saint John and the Towns by the Bay feels a whole lot like this. #SJTownsByTheBay



[SJTownsByTheBay.com](https://www.sjtownsbythebay.com)

Plan Your Bay-cation

Visit the Saint John Region

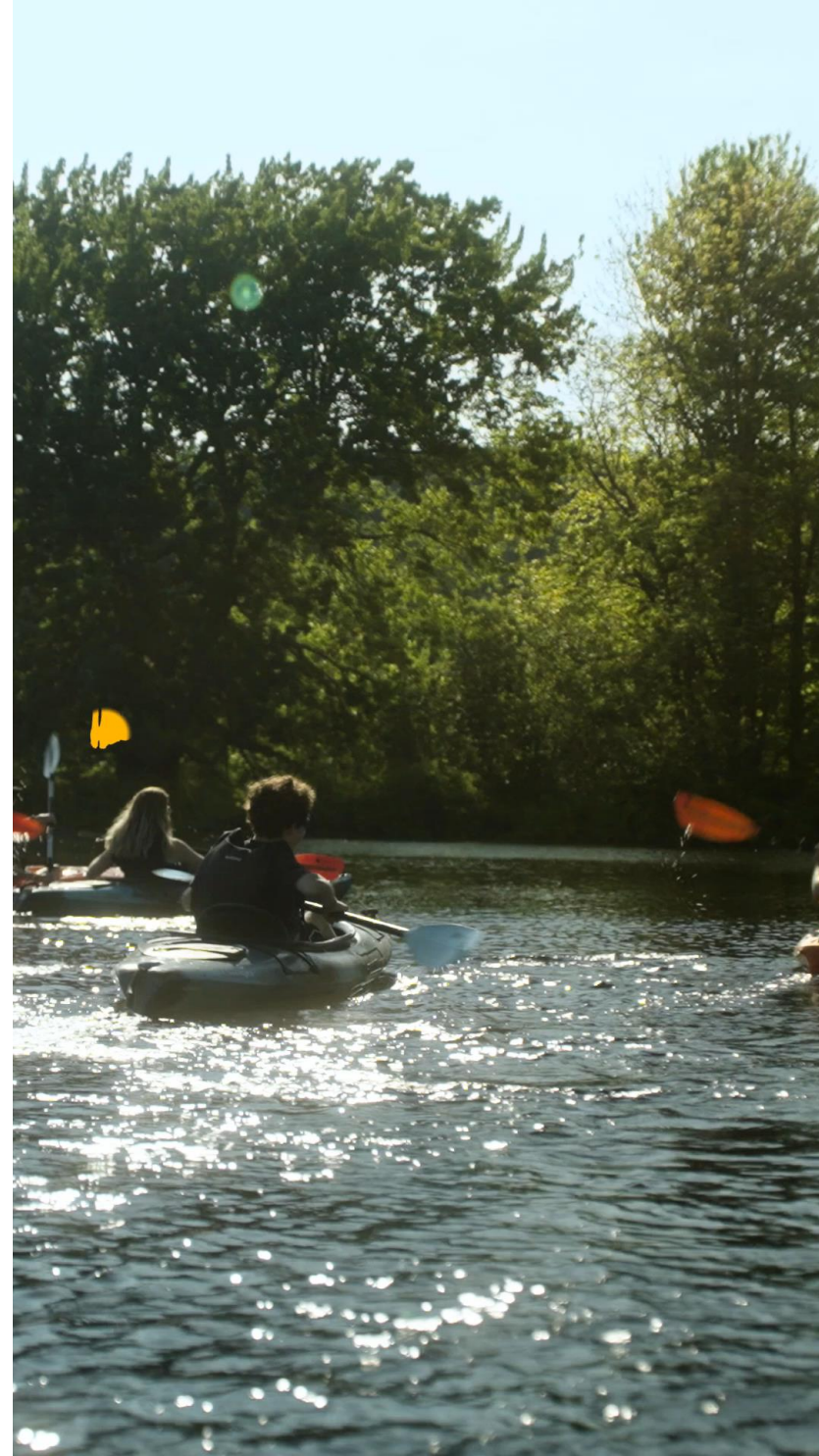
[Learn more](#)



STORIES



FOOD & DRINK



OUTDOOR ADVENTURE



REMARKETING

STATIC NEWSFEED



Discover Saint John – Découvrez Saint John
Sponsored

Packed with unique urban experiences like out-of-the-box shopping, out-of-this-world festivals, art, music, culture and more. #SJTownsByTheBay



[SJTownsByTheBay.com](https://www.sjtownsbythebay.com)

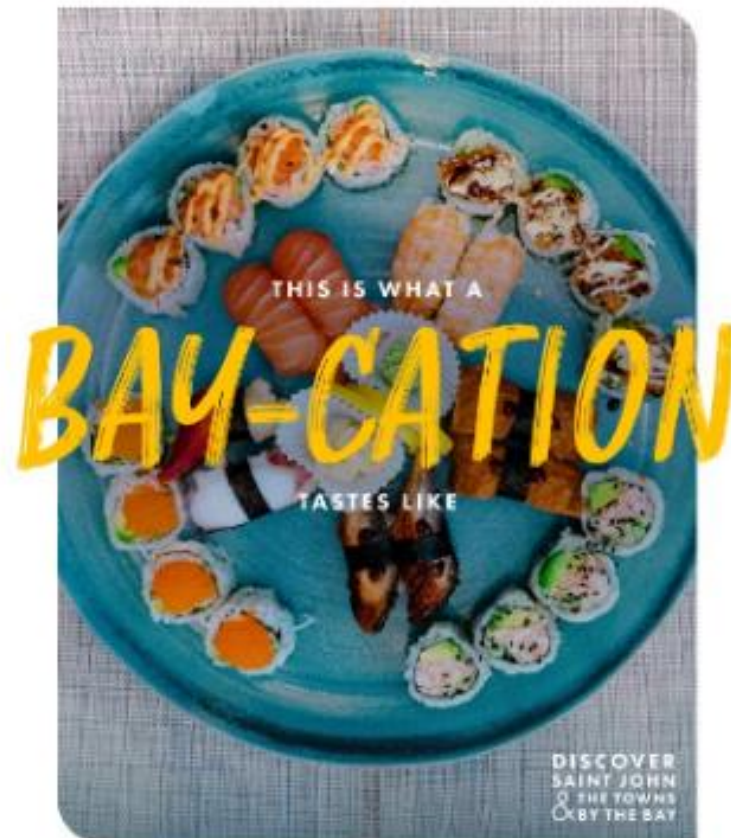
Plan Your Bay-cation
Visit the Saint John Region

[Learn more](#)



Discover Saint John – Découvrez Saint John
Sponsored

Savor the flavours of Saint John and the Towns by the Bay. We serve up delicious food and drink options for every palate. #SJTownsByTheBay



[SJTownsByTheBay.com](https://www.sjtownsbythebay.com)

Plan Your Bay-cation
Visit the Saint John Region

[Learn more](#)



Discover Saint John – Découvrez Saint John
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See the world's highest tides, walk the ocean floor, paddle our river system and discover breathtaking water views. #SJTownsByTheBay



[SJTownsByTheBay.com](https://www.sjtownsbythebay.com)

Plan Your Bay-cation
Visit the Saint John Region

[Learn more](#)

STATIC NEWSFEED



Discover Saint John – Découvrez Saint John
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Explore centuries-old architecture, billion-year-old sea caves, and storied streets in a region that's full of history. #SJTownsByTheBay



SJTownsByTheBay.com

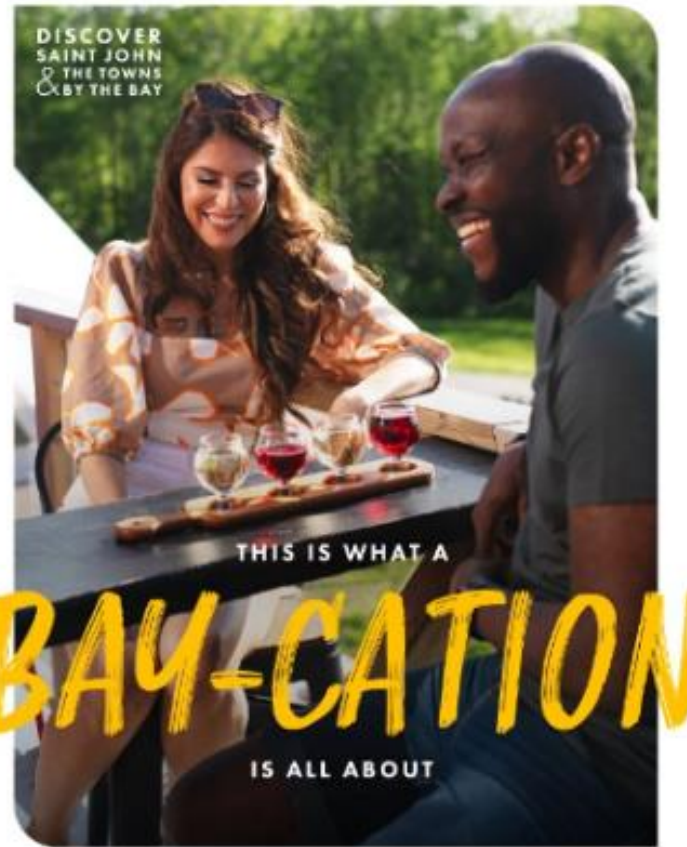
Plan Your Bay-cation
Visit the Saint John Region

[Learn more](#)



Discover Saint John – Découvrez Saint John
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Go on a bay-cation and see for yourself why Saint John and the Towns by the Bay is one of CNN's top travel spots for 2024! #SJTownsByTheBay



SJTownsByTheBay.com

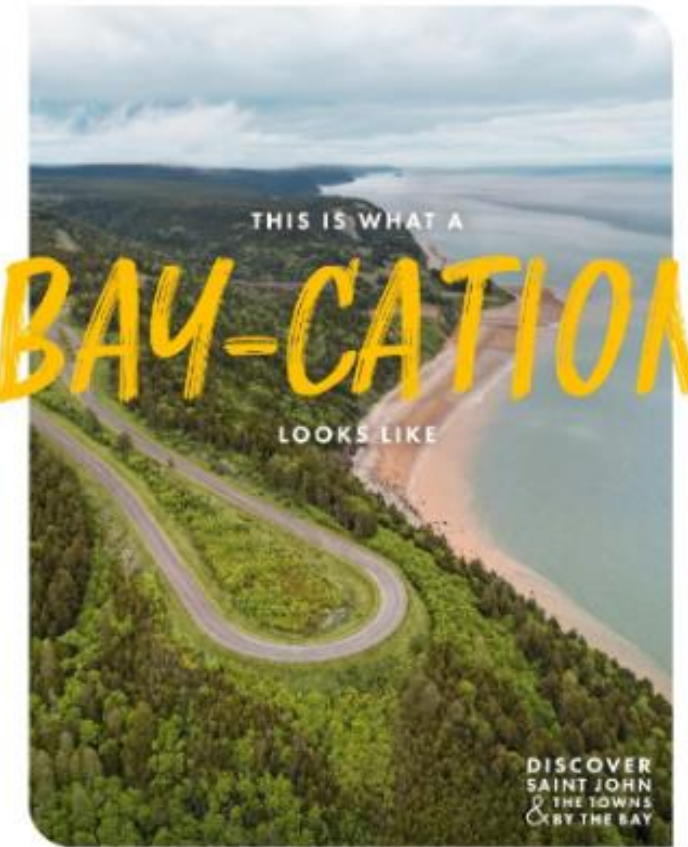
Plan Your Bay-cation
Visit the Saint John Region

[Learn more](#)



Discover Saint John – Découvrez Saint John
Sponsored

It's time to bay-cation in Saint John and the Towns by the Bay on the world-famous Bay of Fundy in New Brunswick. #SJTownsByTheBay



SJTownsByTheBay.com

Plan Your Bay-cation
Visit the Saint John Region

[Learn more](#)

MATTY'S PATTY'S ACTIVATION

- Partnership with Matty's Patty's in Toronto to create a limited-time "Bay-cation Burger," featuring ingredients connecting to the region.
- Leveraging Matty's Patty's social platforms for promotion
- Contest: Win a trip to Saint John for the Area 506 Festival.



TIKTOK INFLUENCERS

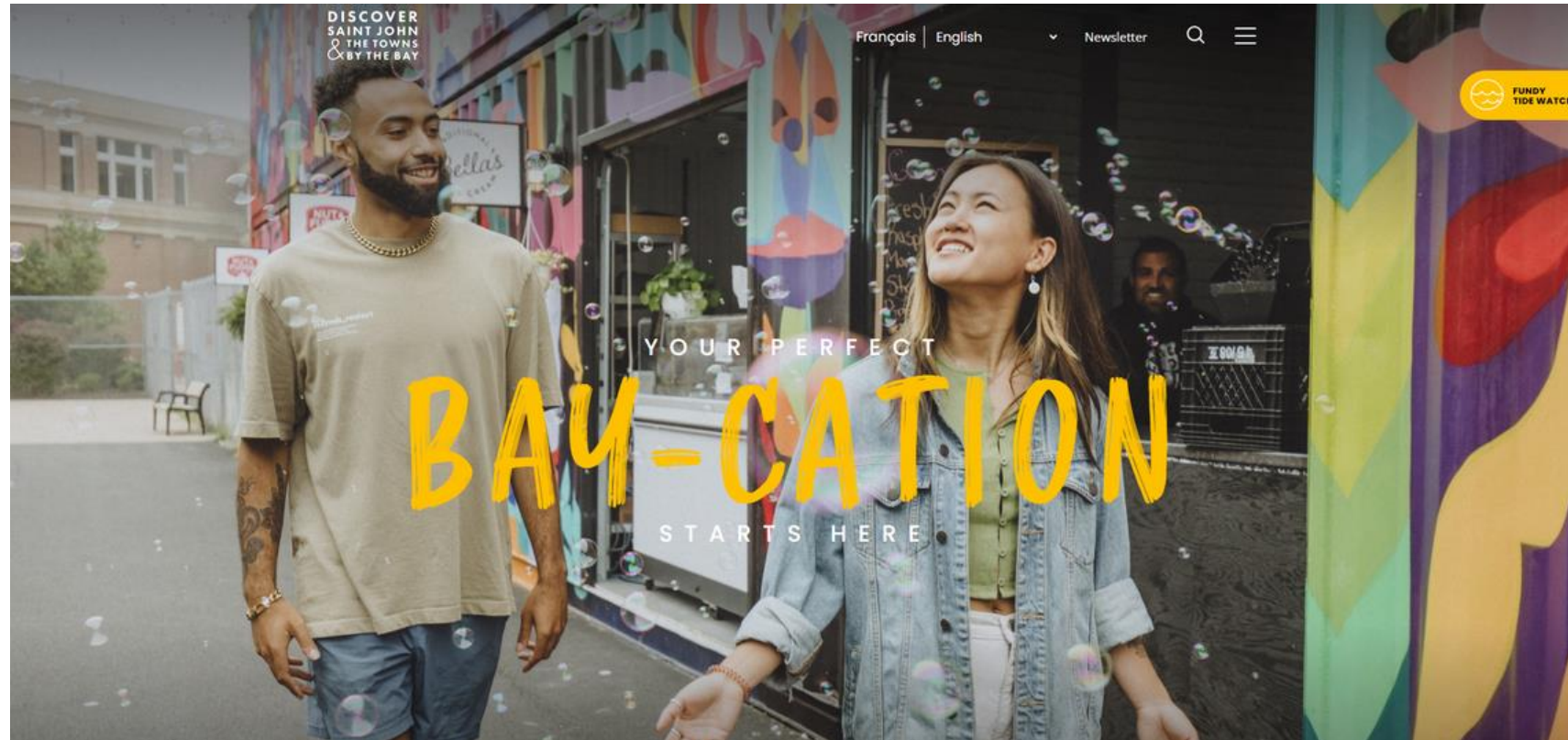


Marie-Li Roy (@marieliroy)
Quebec



Ashley MacDonald (@lifeofashmac)
Cape Breton Island

WEBSITE REFRESH



DISCOVER SAINT JOHN & THE TOWNS BY THE BAY

Français | English | Newsletter

FUNDY TIDE WATCH

YOUR PERFECT
BAY-CATION
STARTS HERE

Get Started with our Trip Planner!

START PLANNING



Thrifting in #SJTownsByTheBay

BLOG POSTS

When my friend and thrifting soulmate, Charlotte (@clothingreincarnated), proposed taking a thrifting road trip together I said YES before she...

[READ MORE](#)



24 Things to Do Down by the Bay in 2024

BLOG POSTS

CNN Travel named Saint John, New Brunswick as one of their top 24 destinations to visit in 2024 – and we couldn't agree more!

To help you...

[READ MORE](#)



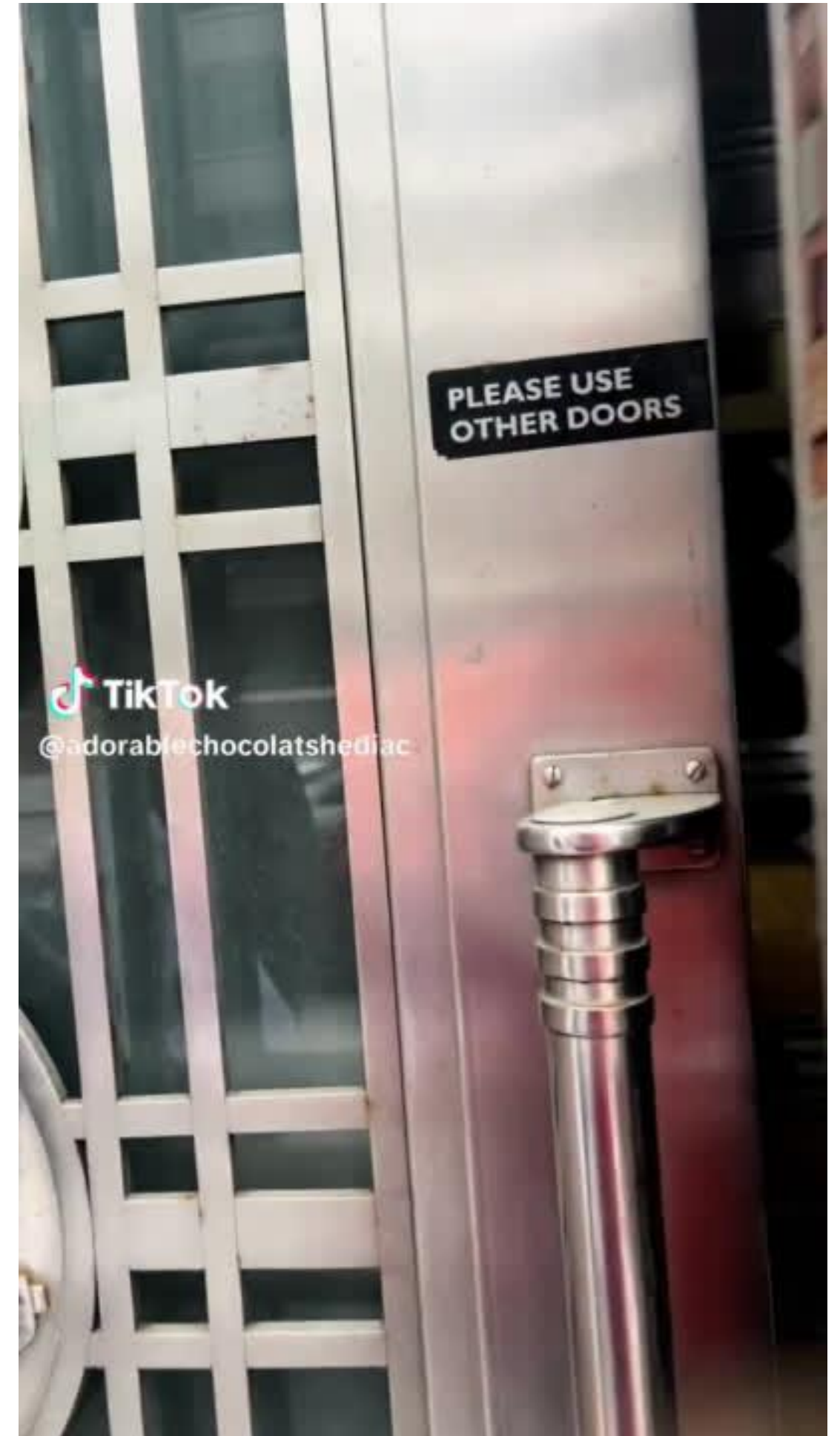
THE REGION

THE BEST OF THE BAY

Located in southern New Brunswick, Canada, the region includes a major port city on the world-famous Bay of Fundy and vibrant surrounding communities. This region is comprised of the City of Saint John, Quispamsis, Rothesay, Grand Bay-Westfield, Hampton, Fundy-St. Martins, and the Fundy Rural District.

[LEARN MORE](#)

"NATURESCAPE" ACTIVATION



TikTok
@adorablechocolatshediac

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.



MEDIA EXAMPLES

Saint John, New Brunswick, Canada



Tourists walk among the Hopewell Rocks at low tide along the Bay of Fundy. Eric Carr/Alamy

Not to be confused with St. John's, the capital of Newfoundland, Saint John is located in New Brunswick — also on Canada's east coast. This charming little city is an excellent base from which to enjoy the nearby [Bay of Fundy](#), famed for having the world's highest tides.

The city itself is filled with historic architecture, including the [Saint John City Market](#), a National Historic Site of Canada. Built from 1874 to 1876, it's filled with shops and food venues. A five-minute walk away is the [Saint John Arts Centre](#). Set in the city's historic Carnegie Building, it's the only former Carnegie Library in eastern Canada.



GUY'S GROCERY GAMES

10 Canadian Grocery Stores and Food Markets That are Changing the Game

by [LESLIE WU](#)

updated July 18, 2023

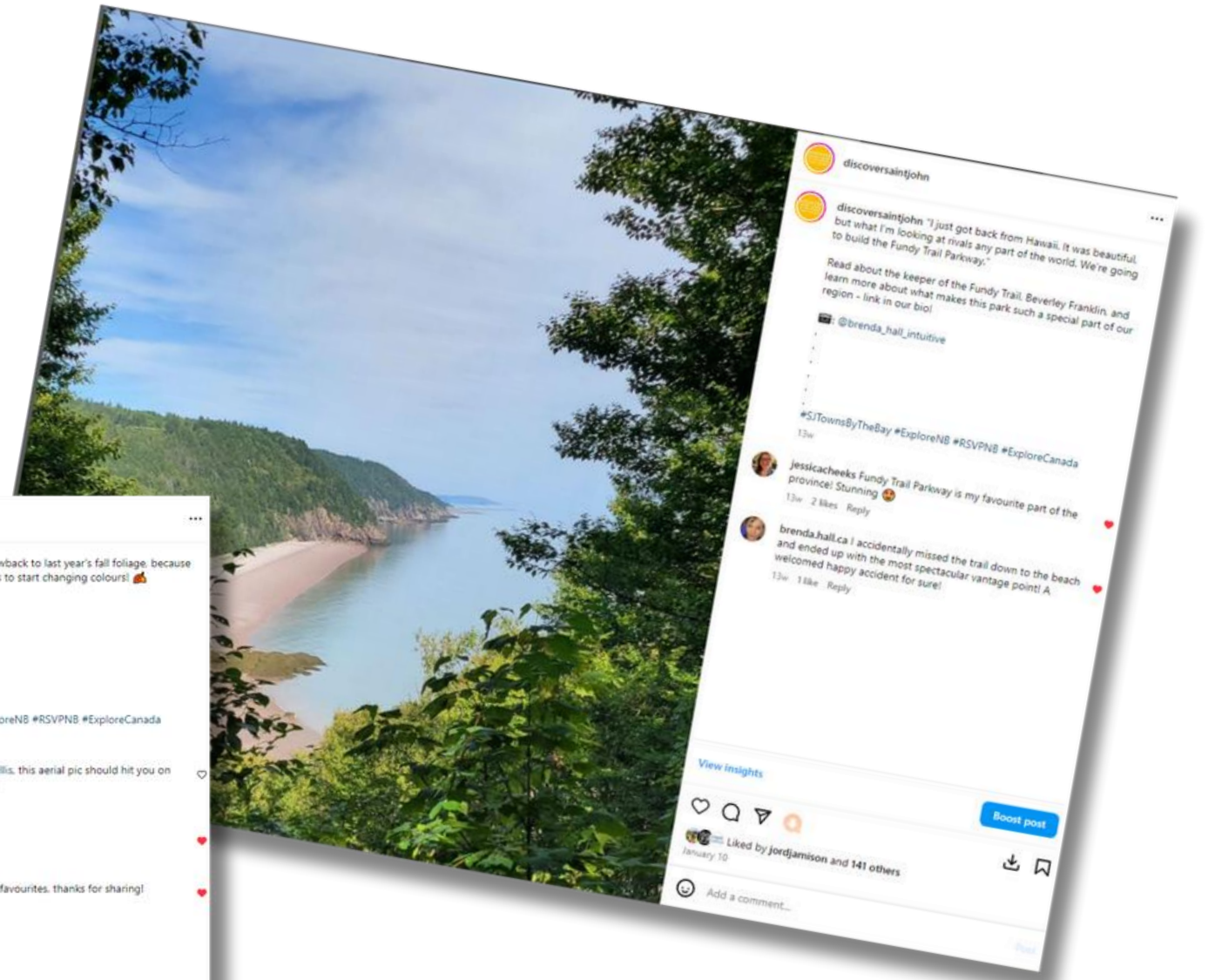
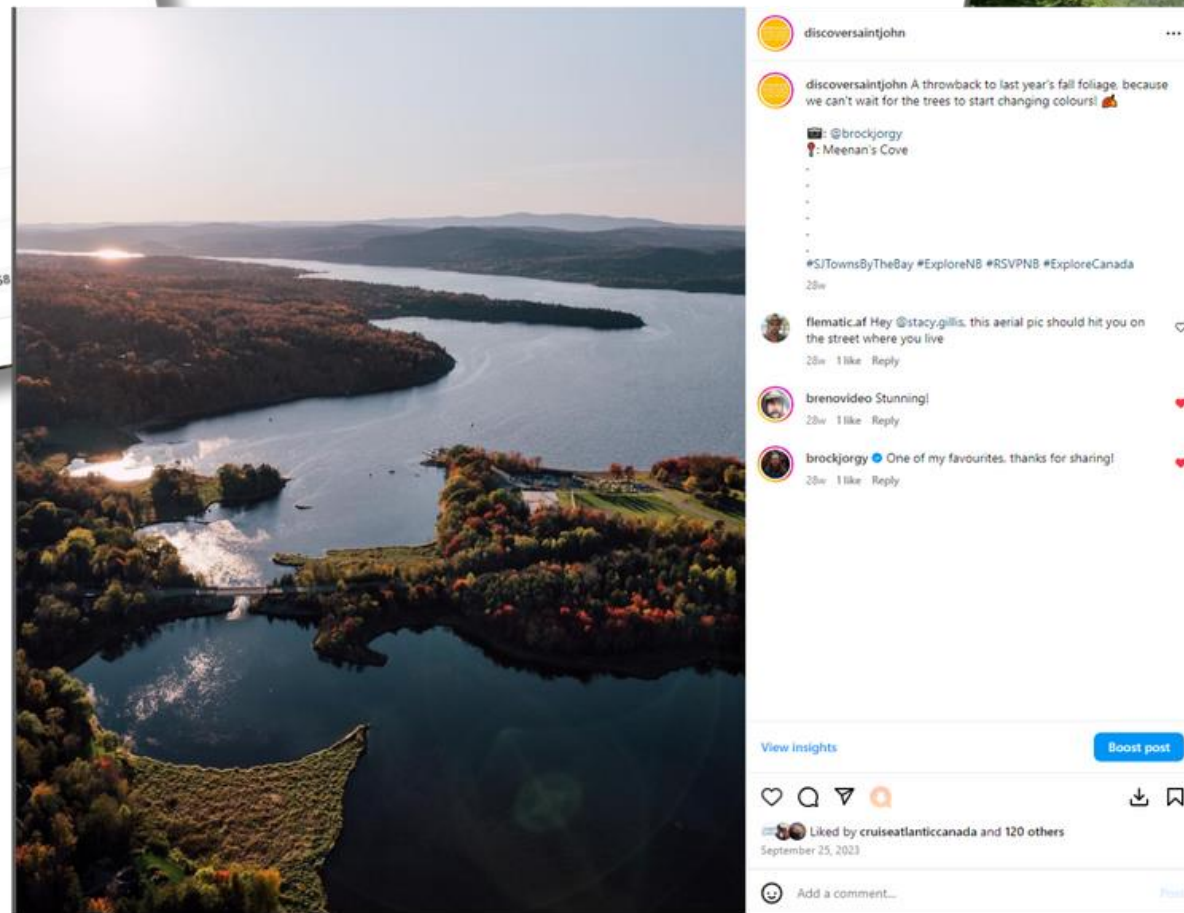
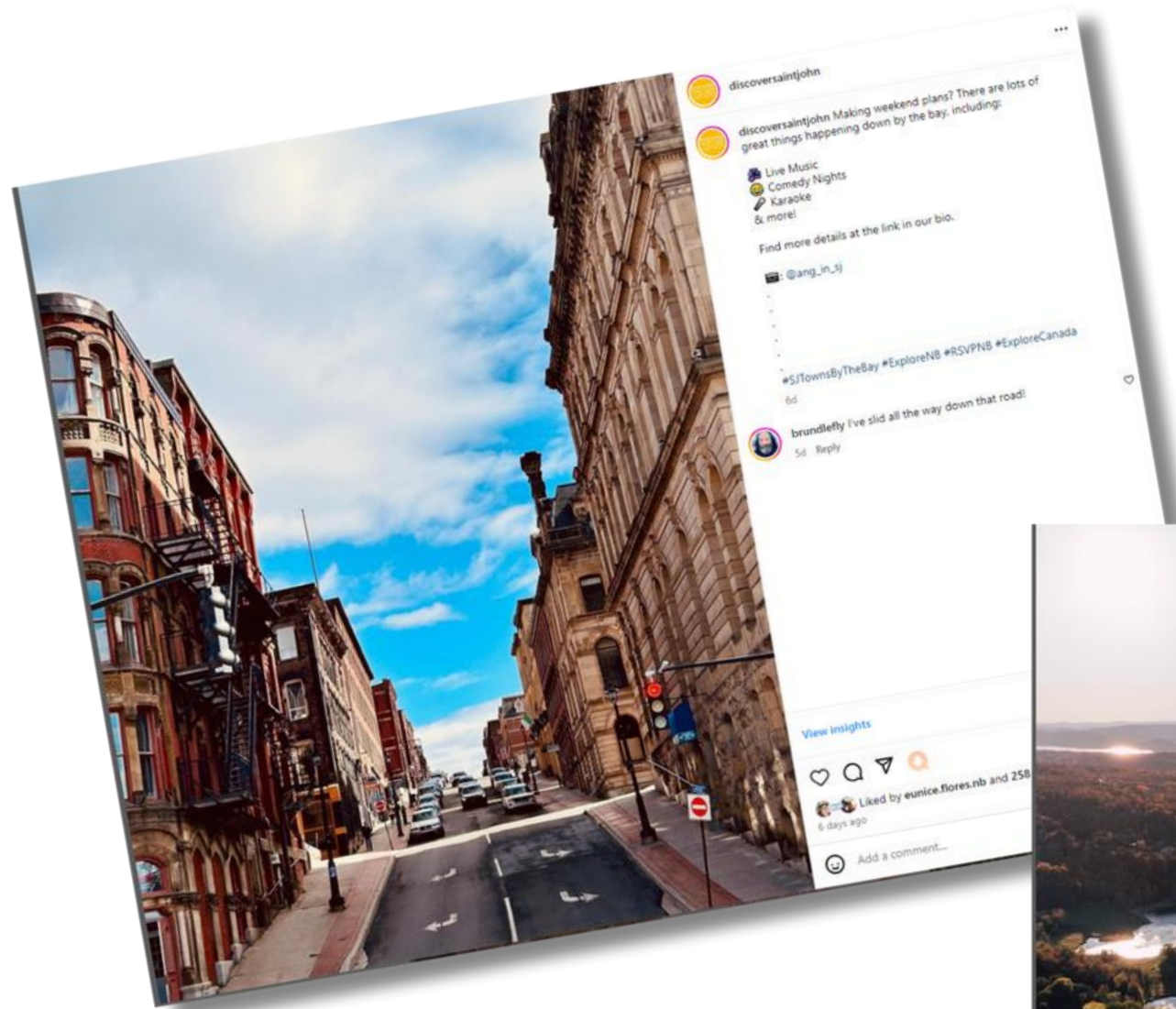


Envision Saint John

[Saint John City Market](#), Saint John, New Brunswick

For those who want a plethora of choice, the Saint John City Market — a national historic site and the [oldest continuing farmers' market in Canada](#) — has a taste of a variety of smaller local vendors. From [scratch-made fatayers at LebanOn on the Go](#) to [kimbap at Kim's Korean Food](#), the market is a community hub with over 20 vendors.

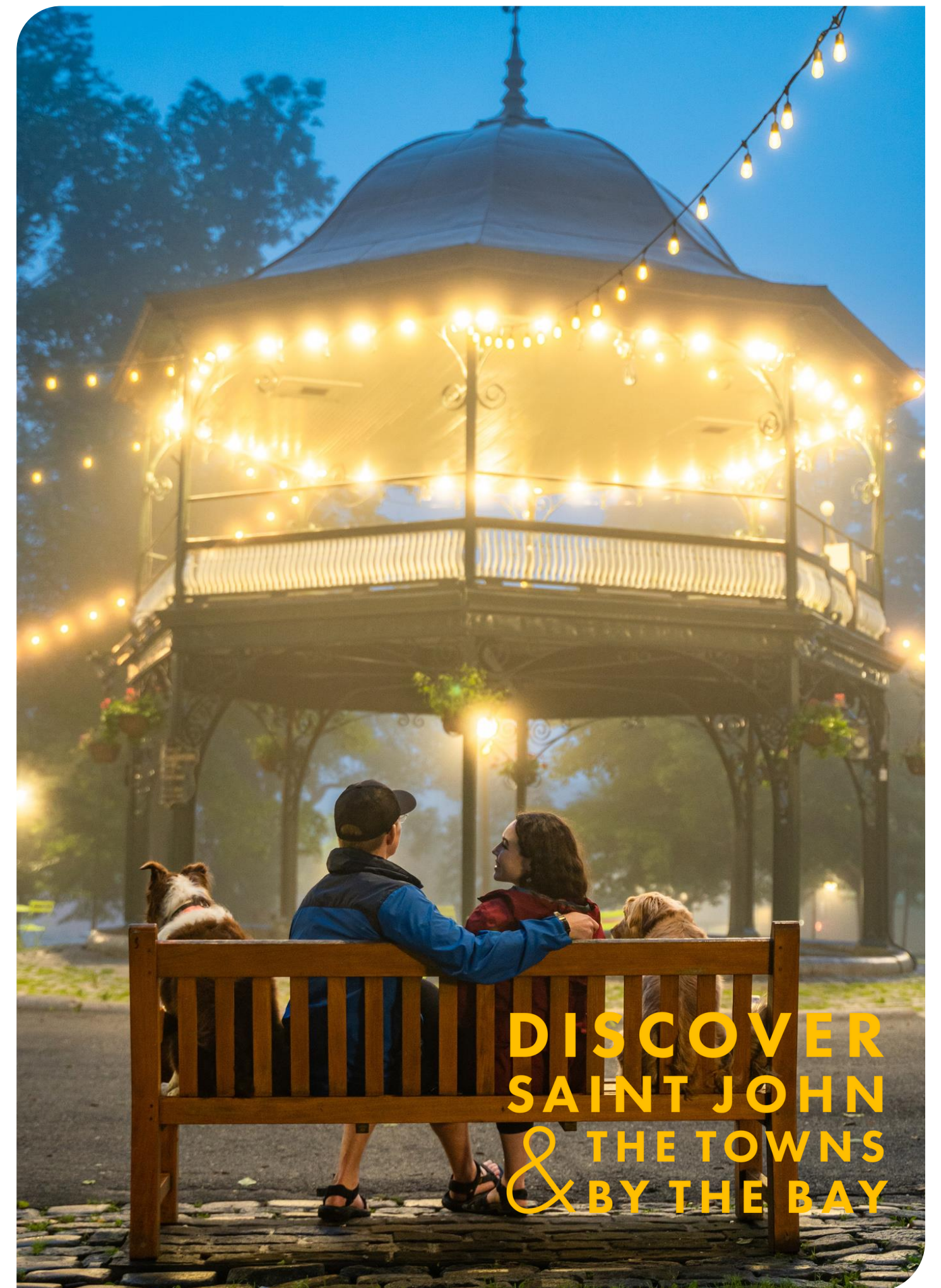
USER GENERATED CONTENT



DISCOVER
SAINT JOHN
& THE TOWNS
BY THE BAY

PARTNERSHIPS & SPONSORSHIPS

- Supporting local attractions, organizations and events to increase reach, raise awareness.
 - Bay Ferries
 - TBD
- Opportunity to elevate these opportunities and push a call to action.
- Encouraging visitation and improving visibility of the destination.



PARTNERSHIPS



CELEBRATING 25 YEARS AT FUNDY TRAIL PROVINCIAL PARK

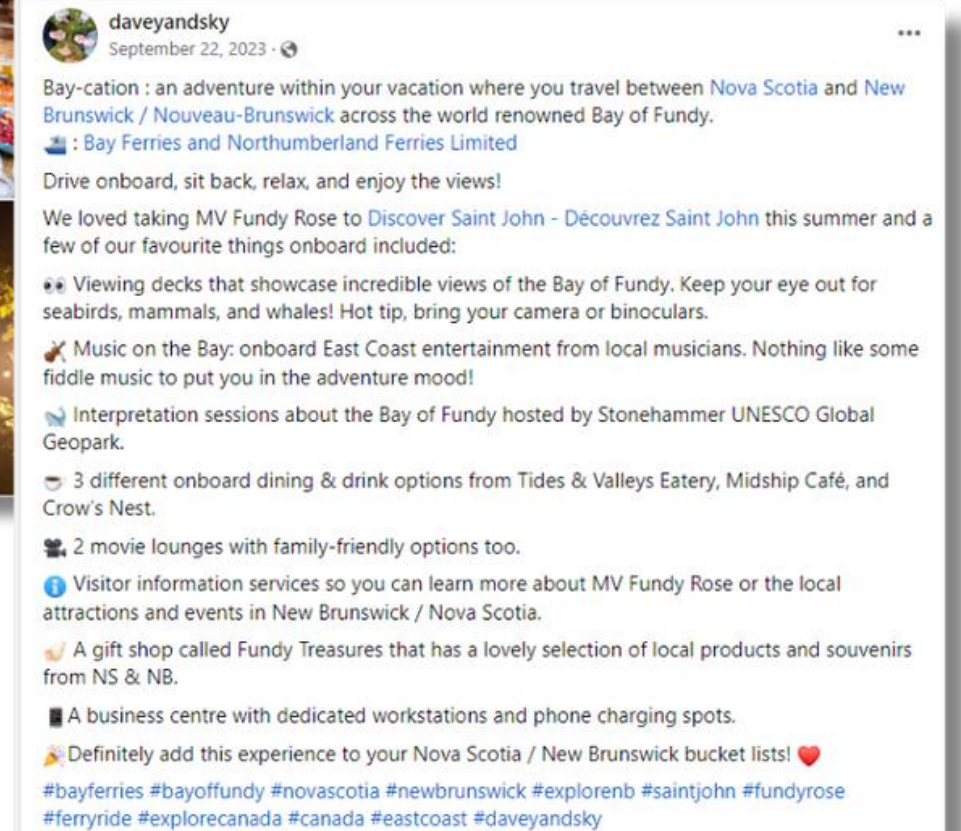
August 13, 2023

What better way to celebrate 25 Years than with the top 25 things to do at the Fundy Trail!

The Fundy Trail boasts a 30km parkway hugging the southern coast of New Brunswick. Carved out of the Fundy escarpment, the park is one of the last remaining coastal wilderness areas between Florida and Labrador.

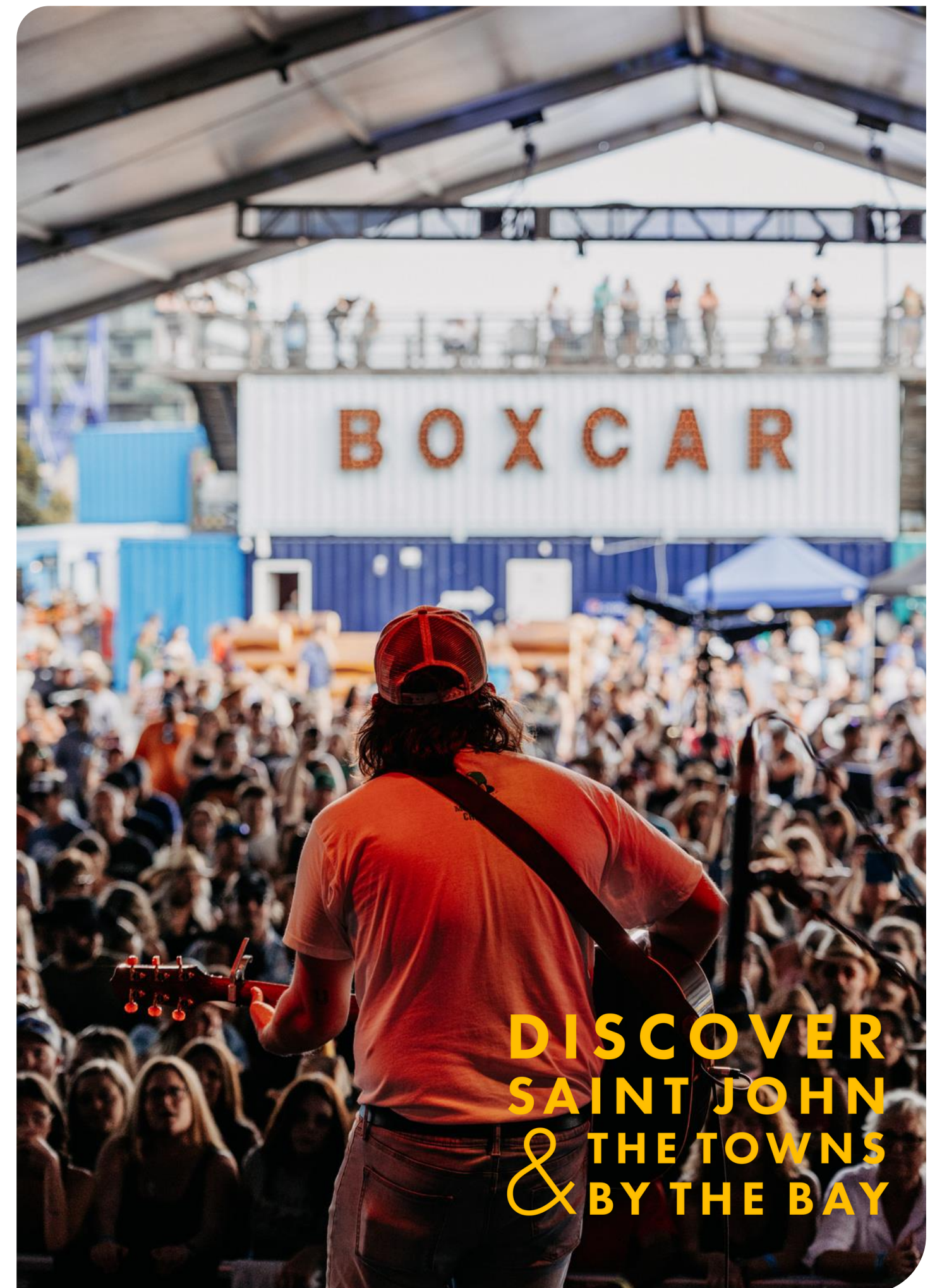
Construction of the Parkway officially began in 1995, after many years of planning and advocacy. The Fundy Trail Park officially opened its West Gate on August 29th, 1998, showcasing its first 10km phase. The Park opened its Eastern Entrance on May 15th, 2020, and the connector road to Sussex was completed in the spring of 2020.

August 29th, 2023 marks the 25th anniversary of the park! Celebrate this milestone by exploring our list of the top 25 things to do during your next Fundy Trail visit.



SPONSORSHIPS

- Fundy Winterfest
- Violet Festival
- Port Days
- East Coast Games
- Area 506 Ribfest
- Boxcar Country Music Festival
- Area 506 Festival
- Culturefest
- Bricklin International
- Fundy Sea Shanty Festival
- KV Music Fest
- Moonlight Bazaar
- Saint John Seaglass Festival
- Saint John Powwow
- Dia de los Muertos



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A photograph of four people standing in a modern, multi-level building lobby. From left to right: a young man in a dark suit and tie, a woman in a white coat and black scarf, a man in a dark suit and tie, and a woman in a plaid jacket and grey skirt. They are all smiling and holding brown paper shopping bags. The background shows a spacious lobby with a patterned carpet, glass railings, and indoor plants. The text 'DESTINATION SALES' is overlaid in a large, orange, hand-drawn font across the center of the image.

DESTINATION SALES

DISCOVER
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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.



**DISCOVER
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SALES EVENTS ATTENDING

- Destination Direct Hosted Buyer Program
- CSAE Tete a Tete
- Ottawa Meet Week
- CanSPEP
- MPI The Event
- Canadian Meetings & Events Expo
- MPI Pre-Prestige Event
- Canadian Innovation Conference



CONFERENCES

Anticipated Economic Impact of **\$3M** for 2024, including:

- Canadian Home Builders Association National Conference
- Canadian Association of Medical Radiation Technologists
- Corps of Commissioners Annual Conference
- RCL Dominion Convention
- Atlantic Planners Institute Conference



EXPLORE NB PARTNERSHIP

- **Objective:** Attract new out-of-province business events
- Partnership with Fredericton, Moncton, and NBTHC
- Coordinated and targeted approach
- Joint activations, sales missions, and FAMs



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.



SALES EVENTS ATTENDING

- Sports Event Congress
- Event Atlantic Summit
- Music Tourism Convention
- NB Sports Hall of Fame
- 2024 Explore NB Open Golf Tournament with Golf Canada
- SPOHOX

Our Sales Manager, Lindsay Smith, is also a board member for Event Atlantic.



SPORTS & MAJOR EVENTS

Anticipated Economic Impact of \$11M for 2024, including:

- TIDE Invitational Swim Meet
- Marianne Limpert Team Championships
- NBIAA Final 12
- ACAA Volleyball Championships
- NB Long Course Championships
- Area 506 Ribfest
- National Track & Field Tour
- East Coast Games
- Boxcar Country Music Festival
- Area 506 Festival
- Senior Men's Golf Championships
- Bricklin International 50th Anniversary
- Saint John Powwow



TRAVEL TRADE

- Attending strategic appointment-based marketplaces, selling to national and international travel trade operators:
 - Rendez-Vous Canada
 - Bienvenue Quebec
 - OMCA
- Collaborating with NBTHC to host key operators on 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.





WELCOME SERVICES

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WELCOME SERVICES

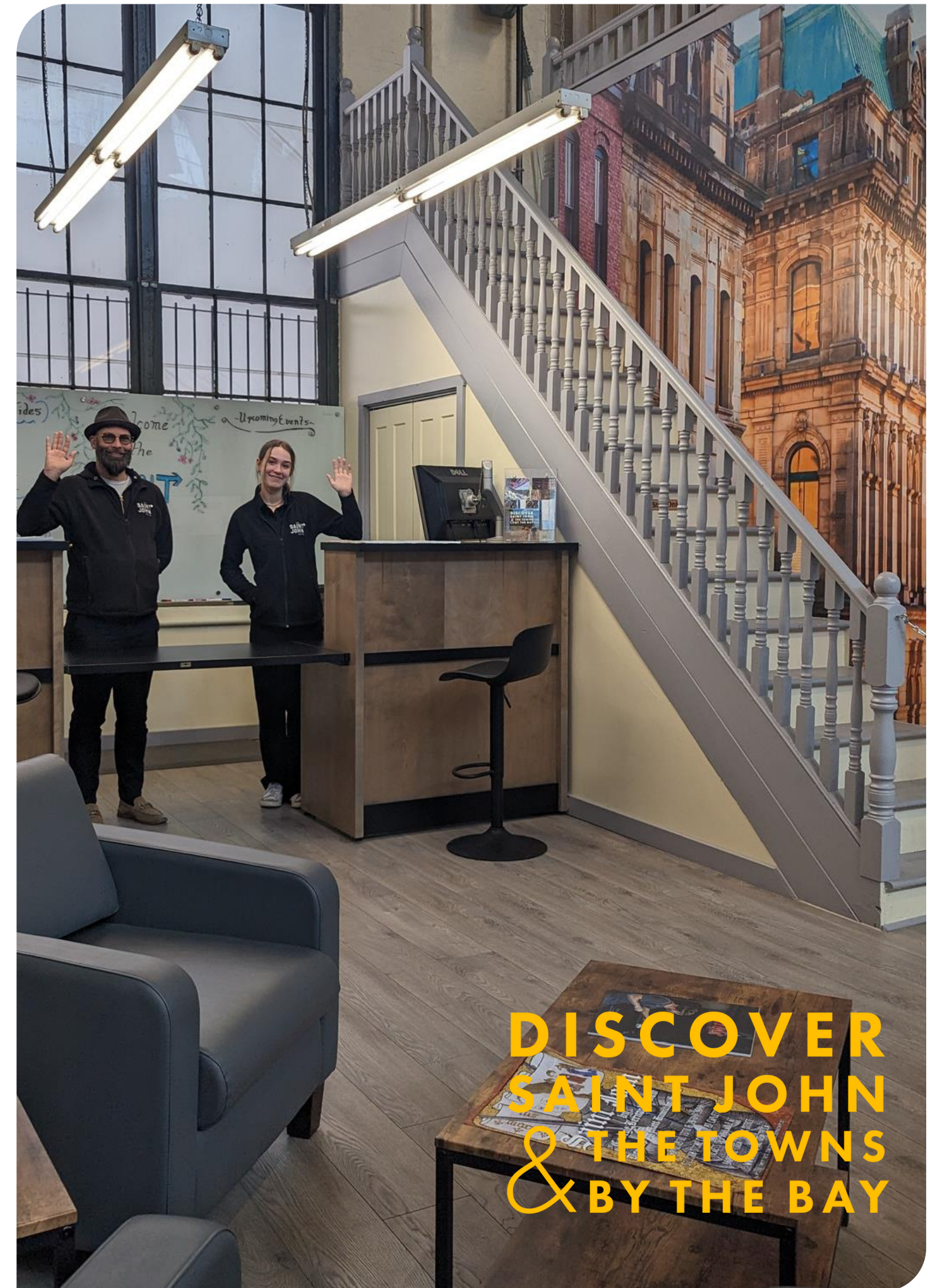
- Operation of Welcome Centres
- Production of various printed pieces
 - Visitor Guide
 - Lure Piece
 - Map Pad
 - Three Historic Walking Tours
 - Art in Public Places Walking Tour
 - Reversing Falls Rapids Rack Card
 - Little Explorer's Guide
 - Selfie Spot Rack Cards
- SJTownsByTheBay.com
 - Operator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



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BY THE BAY**

WELCOME CENTRES

- Saint John City Market
- Collaboration with Port Saint John in the Area 506 Waterfront Container Village
- Welcome Ambassador partnership:
 - Inside Out Nature Centre
- Future: The Eddy



RAINBOW REGISTERED

New for 2024: We are Rainbow Registered!

What does this mean?

- Recognition of agency adherence to the national standards of 2SLGBTQIA+ inclusivity through Canada's LGBT+ Chamber of Commerce.
- Formal way to show our Welcome Centres are truly welcoming for all.



WELCOME AMBASSADOR TRAINING

Saint John Region Welcome Ambassador Certification

- Multi-day in-person training throughout the Saint John Region for Agency and partner staff
 - Mix of site visits and classroom sessions
- Online Training Program (launching mid-May)
 - For front-line staff throughout the region
 - Self-directed
 - Open book, multiple-choice exam
 - Successful completion = certified for the current leisure tourism season
 - Free

→ [ENVISIONSAINTJOHN.COM/DESTINATION-MARKETING-SALES](https://envisionsaintjohn.com/destination-marketing-sales)



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WELCOME AMBASSADOR TRAINING



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SAINT JOHN
& THE TOWNS
BY THE BAY**

TOURISM MASTER PLAN

- **Objective:** Shared vision for the development of the tourism economy for the Saint John Region
- Data-driven
- High stakeholder engagement
- Action plan with defined roles and shared responsibilities



**DISCOVER
SAINT JOHN
& THE TOWNS
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QUESTIONS?

DISCOVER
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