

Department of Tourism and Parks Marketing and Sales Plan

Updated May 2006




New  Nouveau
Brunswick
C A N A D A



Table of Contents

Introduction	3
Section 1: Situation Review	4
Section 2: The Tourism Brand	10
Section 3: 2006 Strategic Communications Plan	21
Section 4: 2006 Tactical Plan	30
Contact Information	51



Introduction

In 2005, the Department of Tourism and Parks released its three year (2005-2008) Marketing and Sales Strategy. This strategy was the result of an intense research analysis, competitive review and planning exercise undertaken in 2004. The end product was a directional plan for the division, a new Tourism brand strategy and a new communications direction for messaging.

Since the development of this strategy, the Department and its partners have undertaken significant new research. This research includes: Regional Market Study, Consumer Profile Study, Intercept Study, and the Canadian Tourism Commission US Travel Trends to Canada. Performance data, based on 2005 campaign performance and tourism season, is also now available for analysis. All of these reports, combined with secondary research and competitive intelligence, provide new findings that impact the strategy for Marketing and Sales.

This document attempts to accomplish three key purposes:

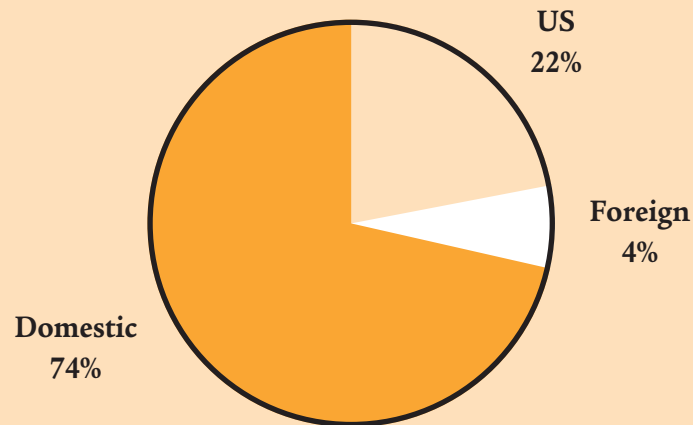
1. Provide a synopsis of applicable new research findings.
2. Update the Tourism brand strategy based on new learnings.
3. Present the 2006 Communications Strategy and Plan.

Section 1: Situation Review



2005 Performance

2005 Visitation by Geographic Origin:



- Overall visitation to New Brunswick was on par with 2004 at 1.76 million.
- This increase was largely a result of an increase in domestic non-resident travel to the province primarily from Ontario and Québec. In addition, direct flights from France and Germany resulted in an 11% increase in foreign travel.
- The US market experienced a decline similar to other Canadian destinations in 2005. In total, the market dropped by 16% to 22% of total visitation to the province.



2005 Revenues:

- Tourism expenditures also increased from \$1.1 billion in 2004 to \$1.2 billion in 2005.
- This revenue produced an estimated \$558 million in direct, indirect and induced taxes from tourism.
- Room sales revenues also increased by 2% to \$178 million in 2005. A total of 1.57 million rooms were sold.
- Provincial Parks saw a 6.9% increase in site nights sold in 2005 with a total of 66,196 site nights.
- Attraction attendance revenues remained the same as 2004.

2005 Campaign Response:

- Telephone inquiries to the Communication Centre increased by 13% in 2005 to 274,399 inquiries.
- Unique visitors to the TourismNewBrunswick.ca Web site increased by 18% to 656,251 visitors.
- Unique users downloaded a total of 845,656 publications in 2005. This is up dramatically from the 278,010 downloaded in 2004.

Research Review

New Brunswick Regional Market Study:

- Maritimers are taking more pleasure travel. The market offers opportunity for growth for New Brunswick.
- Research has identified top “travel experiences” that appeal to the market including outdoors/nature, touring attractions, shopping, culture, beach, festivals/events and romance.
- Maritimers have a short trip planning cycle, the majority plan in less than four weeks.
- Vacation and getaway travel experiences are similar. However, getaway travel skews urban and adult and is very likely influenced by time-sensitive reasons for travel. The market is trending towards more getaway trips.
- The Internet continues to grow and dominate as the primary trip information source for Maritime travellers. Provincial brochures are a strong second source.

New Brunswick Consumer Profile Study:

- Overall, there has been little change since 2001 when the last study was completed. Thus, significant adjustments to NB’s marketing and sales focus are not required.
- Visitors to the province have high expectations and those expectations are being met.
- NB is seen as an “outdoor, close to nature” destination. This is a strong fit with NB’s Natural Wonders and outdoor activity products.
- Culture has emerged through this study as a key product of interest for visitors to New Brunswick with significant interest in both Acadian and Aboriginal cultures.
- Travel to NB from external market is still a part of Maritime vacation for most travellers. As a result, there is a strong need for NB to differentiate from its competitors.
- A significant number of visitors are still first-time travellers to the province, although repeat visitation has increased since 2001.



New Brunswick Intercept Market Study:

- Visitors continue to be flexible in their vacations and are open to stopping/changing plans. Although the number with advance reservations was up, most were willing to spend considerably more time if they found something unexpected to see or do.
- Visitors recognize there is a lot to see and do in New Brunswick. This is a dramatic image change for the province compared to past Intercept research that identified NB as a drive-through destination.
- Visitors are open to stopping on both inbound and outbound travel, however, they require a compelling reason to change their plans. As a result, products and messages need to be engaging and interactive to effect change.
- Travellers have travel information and are knowledgeable, but are still open to receiving more information.

CTC US Travel Trends to Canada and its Impacts for New Brunswick:

- Older, affluent market identified as highest potential market for Canada. This is consistent with New Brunswick's demographic profile for the US marketplace.
- Canada is seen as an outdoor destination. This image provides a good fit for New Brunswick's Natural Wonders product in the US.
- Consideration for travel to Canada is highest among short-haul markets and declines with distance. This supports New Brunswick's market emphasis on more in-close US markets in New England and the mid-Atlantic.
- Those most likely to visit Canada again are those who have previously visited. This means that NB visitors from the US are most likely to have visited Canada before and is an important target market attribute to consider in media selection. It also supports continued relationship building with past NB visitors to encourage repeat visitation.
- The US is becoming a tougher market to reach with many strong competitors that are seen to be more interesting and exotic, to offer better weather, to be easily accessible and to be significantly lower priced.

Conclusions

- The regional market approach requires significant adjustments in order to generate visitation growth. This market can be segmented based on their regional travel characteristics to better attract more visitors to the province. In addition, there is some work to be done in the regional marketplace to better establish New Brunswick's brand image.
- The consumer profile of external markets travelling to New Brunswick has not changed significantly. As a result, the communications approach to these markets does not require major adjustments.
- There is a very strong case for continued Intercept marketing based on the market's indication that they are open to changing plans and would alter as many as three to five days of their vacation if presented with a compelling reason.
- New Brunswick's US target market direction was confirmed through CTC research efforts that identified the older, affluent, educated as a major market for travel to Canada.
- 2005 performance reconfirmed New Brunswick's core markets as New England/US, Ontario, Québec and the Region. These markets are roughly equal for New Brunswick and as a result maintaining each market is important for the province (as compared to some of New Brunswick's key competitors, like Nova Scotia, which receives the majority of its visitors from one market, the Maritimes.)
- There was growth in 2005 in overseas travel (11% increase). While this market remains a small percentage of total visitation (4% of all visitors), it does represent a strong developmental opportunity for New Brunswick and a market for new direct flights (ex. flights from France and Germany).



Section 2: The Tourism Brand



Vision

To be a leading year-round vacation destination in Canada.

Strategic Imperatives

- A solid business case analysis as fundamental to program decisions;
- A customer-focused approach;
- A strong New Brunswick image at the core of all communications;
- A differentiated New Brunswick by market—focusing on key competitive advantages of the brand;
- A commitment to being partnership driven.



Tourism Brand Pillars

New Brunswick's brand pillars are those core destination characteristics that provide the foundation for the destination brand. They support the brand and make it possible.

Pillar #1: World-Class Natural Wonders

New Brunswick's world-class Natural Wonders provide a strong competitive advantage for the province and differentiate it from other Maritime destinations. New Brunswick offers high quality, unique natural products and a diversity of outdoor attractions and experiences.

Pillar #2: Distinct New Brunswick Culture

New Brunswick has a distinct cultural mix. The presence of English, French, Aboriginal and other cultures provides a diversity of historical and cultural experiences within the province. This unique New Brunswick cultural blend provides for authentic vacation encounters.

Pillar #3: Interactive and Engaging Experiences

New Brunswick's products are not static attractions but encourage interactivity and draw visitors into the vacation experience. This is further enhanced by welcoming communities and friendly citizens who make visitors feel like they are part of New Brunswick life.

Tourism Brand

New Brunswick is a one-of-a-kind destination. It inspires through its world-class Natural Wonders. It enchants through its vibrant culture. And it invites you to explore, join in and experience every extraordinary moment.

World-class Natural Wonders



Distinct New Brunswick Culture



Interactive and Engaging Experiences



Tourism Brand Overview

Tourism Brand for New Brunswick

New Brunswick is a one-of-a-kind destination.
It inspires through its world-class Natural Wonders.
It enchants through its vibrant culture.
And it invites you to explore, join in
and experience every extraordinary moment.

Pillar #1

World-class
Natural Wonders

Pillar #2

Distinct
New Brunswick Culture

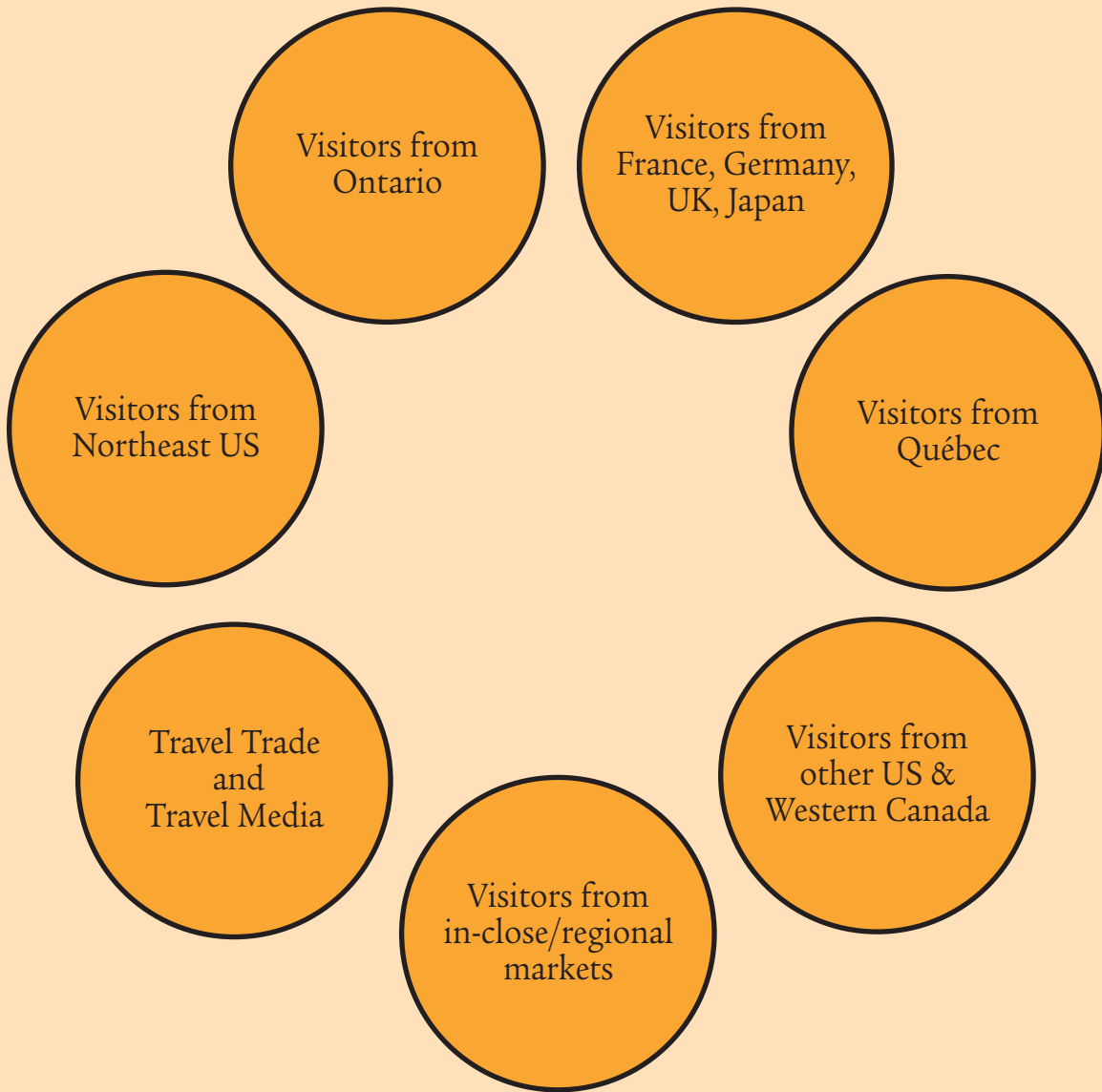
Pillar #3

Interactive/Engaging
Vacation Experiences

Vision

To be a leading year-round vacation
destination in Canada.

Tourism Markets



Messaging by Market

It is important that each target market have relevant messaging that fits the profile of that segment. As a result, the brand pillars have different emphasis in each target market as reflected in the chart below.



Messaging Tone

The overall tone for the brand is emotional. It is the presentation of New Brunswick's distinct icon products as emotional experiences that are unforgettable.

The emotion can be delivered in a variety of ways:

- Through a direct emotional response to a New Brunswick product.
- Through the bold delivery or execution of a New Brunswick message.
- Through colours, words and visuals that combine to evoke an emotional reaction.

The three dominant emotions for New Brunswick are inspiration, exhilaration and fun. The delivery of these emotions will differ by market.

Inspiration



Exhilaration



Fun



Messaging Tone by Market

Similar to messaging, the tone will also differ by market to ensure the best fit for that market. The tone skew by market is reflected in the chart below.



Tourism Brand Signature



Tourism Brand Mandatories

Every communication must...

- Address the brand pillars appropriate for the market.
- Deliver on an emotional experience.
- Reinforce the New Brunswick brand signature (ex. strong logo usage).
- Deliver impact for the brand.
- Be consistent with the Departmental mission.



Tourism Brand Link to the Canada Brand

The Canadian Tourism Commission has launched a new Canada brand created to speak directly to the customer about what Canada means as a travel experience. Under the theme “Keep Exploring,” the new brand encourages customers to explore their own dreams, but in a context of Canada. Brand communications build an emotional connection with customers to compel them to consider Canada.

The New Brunswick Tourism brand has a strong fit with the new CTC approach. Both are built on an emotional appeal to customers. Both present unique travel experiences. And both inspire or invite the visitor to come to Canada to discover something new or find something new within themselves.



Section 3:

2006 Strategic Communications Plan



Objectives

Messaging and Image:

- Build a reputation for New Brunswick in all core markets.
- Increase awareness among external markets and maintain top awareness in in-close markets.
- Increase market response to campaign messaging (inquiries, Web site visits, visits, contest entries, etc.).

Visitation and Revenue:

- Increase visitation to all regions of New Brunswick.
- Increase New Brunswick's share of the Maritime vacation (Ontario and Northeast US markets).
- Increase visitor revenues from region, Québec, Ontario and Northeast US.
- Increase frequency of regional/in-close market visitation.
- Increase tourism revenues.

Industry and Partners:

- Provide more opportunities for industry and partners to participate in campaigns/programs.
- Generate an increase in exposure and business for the New Brunswick tourism industry.



Markets

Core	Developmental	Niche	Other
New England*	New York*	Snowmobiling	Intercept
Ontario	Europe: France, Germany, UK (trade and media relations)	Golf	
Québec	Japan (trade, through ACTP)	Cruise (trade and media relations)	
Regional (in-close NS, PEI, PQ, ME)		Learning (trade)	

* New York is a developmental market based on funding and its status as an “emerging” market. However, the approach to this market is very similar to the New England market and as a result the strategies for these two markets are presented as one.

Strategies

- Differentiate New Brunswick as a travel destination, particularly within a Maritime context. Present compelling products for each target audience that will position New Brunswick as a unique vacation experience.
- In external markets and more distant markets, focus on targeted communication activity to evoke action in the target audience. Generate an immediate response to communications to provide the opportunity for follow-up with more detailed travel information to make the sale.
- In in-close markets, focus on high-awareness building campaigns that allow New Brunswick to be top-of-mind in the marketplace. Supplement with segmented market activity that generates action among key travel groups based on experiences of interest.
- Continue to introduce and profile new products, particularly to trade and media relations markets.
- Focus on relationship building in all markets with potential and past customers/clients/media/partners. In-close markets are a higher priority for relationship building because of the opportunity for more frequency of visitation (building a repeat customer base).
- Integrate partnership communications to leverage marketing dollars and/or enhance messaging in all target markets.



Target Audience by Market

Market	Consumer Target Audience	Traveller Characteristics
Regional	Distinct market segments: <ul style="list-style-type: none"> • Active professionals • Outdoor family explorers • Mature sightseers • Urban getaway couples • Young fun seekers 	<ul style="list-style-type: none"> • Repeat visitors; high awareness • Take multiple trips per year in the region • Take a combination of vacations and short-stay getaways • Interested in a variety of trip experiences; outdoor/nature skew
Ontario	<ul style="list-style-type: none"> • 35 years of age and older • \$60,000+ household income • University educated • Primarily couples; some family 	<ul style="list-style-type: none"> • First time NB /repeat Maritime • On “Maritime” vacations • Touring and exploring (long trips) • Enjoy new experiences • Nature/outdoor very important • Active lifestyles • Value important
New England/ New York	<ul style="list-style-type: none"> • 45 years of age and older • \$60,000+ household income • University educated • Couples 	<ul style="list-style-type: none"> • First time visitors • Touring and exploring (long trips) • Enjoy new experiences • Nature/outdoor very important; strong interest in culture • Value important
Québec	<ul style="list-style-type: none"> • 35 years of age and older • \$50,000 household income • University educated • Couples and families 	<ul style="list-style-type: none"> • First time and repeat visitors • Take beach vacations but interested in nature and culture • Destination specific to NB (less touring) • Spontaneous travellers, open to new experiences • Strong July/August travellers
Snowmobiling (New England)	<ul style="list-style-type: none"> • Adult couples • Own one or more snowmobiles 	<ul style="list-style-type: none"> • Avid snowmobilers • Take multiple snowmobile trips per year
Golf (regional)	<ul style="list-style-type: none"> • 45-64 age group • \$80,000+ household income • University educated • Couples, adult group 	<ul style="list-style-type: none"> • Primarily travel in summer, some fall • Stay in hotel/motel or cottage • Avid golfers
Cruise/Learning	<ul style="list-style-type: none"> • Travel Trade industry only 	
Intercept	<ul style="list-style-type: none"> • Primarily couples from external markets • Some families • New Brunswick residents 	<ul style="list-style-type: none"> • Touring and exploring the Maritimes or travelling in NB only • Open to new things to see and do; not originally planned • Flexible in their scheduling

Market	Consumer Target Audience	Traveller Characteristics
Germany	<ul style="list-style-type: none"> • 46-65 years old • Middle to high stable income • Well educated, post-secondary education • Well travelled, sophisticated and frequent traveller • Average length of stay 14-21 days 	<ul style="list-style-type: none"> • Outdoors/nature, wide open spaces, national parks, historical and cultural experiences, adventure, sports, walking/hiking • Flexible long-haul travel, active outdoor adventure/sports experiences • Authentic, quality over quantity, value for dollar • Modern amenities
United Kingdom	<ul style="list-style-type: none"> • 46-65 years old • High, middle stable income • Well educated, post-secondary education • Well travelled • Average length of stay 14-21 days 	<ul style="list-style-type: none"> • Nature, ecology, national parks, wide open spaces, wildlife breaks, famous sites and historical and cultural experiences • More independent holidays, nature, scenic, cultural and urban experiences • Growing FIT, increasing interest in adventure active holidays, wellness oriented • Modern amenities • Quality over quantity, value for dollar
Japan	<ul style="list-style-type: none"> • Aged 50+ (55-69), single women in 30's, students • High stable income • Well educated, post-secondary education • Experienced overseas travellers • Average length of stay 5-10 days 	<ul style="list-style-type: none"> • Active nature, scenic attractions, leisure learning, historical and cultural and urban experiences, icons • Scenic, fall foliage, educational, historic and cultural experiences • Growing FIT market, increasing interest in leisure learning, active nature and wellness experiences • Modern amenities • Authentic, quality over quantity, value for dollar
France	<ul style="list-style-type: none"> • Aged 35-55 + • Middle, high stable income • Well educated, post-secondary education • Well, sophisticated • Average length of stay 7-14 days 	<ul style="list-style-type: none"> • Nature, scenic touring, national parks, wide open spaces, famous sites and historical and cultural experiences • Independent holidays, nature, historic and cultural experiences • Growing FIT market, increased interest in wellness and health. High expectations for destination. • Modern amenities • Authentic, quality over quantity, value for dollar



Objectives by Market

Market

Regional	<ul style="list-style-type: none"> • Maintain top awareness, but with a stronger emphasis on brand image • Generate repeat vacation and short-stay travel • Generate year-round visitation • Increase New Brunswick's market share of inbound leisure travel
Ontario	<ul style="list-style-type: none"> • Generate strong campaign response • Increase NB market share of Maritime visit • Build brand awareness • Increase New Brunswick's market share of inbound leisure travel • Generate positive editorial coverage for NB, increasing coverage for a wide number of properties and attractions
New England/ New York	<ul style="list-style-type: none"> • Generate strong campaign response • Increase market visitation • Increase New Brunswick's market share of inbound leisure travel • Generate positive editorial coverage for NB, particularly for new exposure for new properties and attractions
Québec	<ul style="list-style-type: none"> • Continue to build brand awareness • Expand into other regions of the province • Generate repeat visitation • Increase New Brunswick's market share of inbound leisure travel • Generate positive editorial coverage for NB • Increase the number of partners in the media program
Developmental: Europe/Japan	<ul style="list-style-type: none"> • Increase New Brunswick's market share of inbound leisure travel • Increase awareness of New Brunswick
Niche	<ul style="list-style-type: none"> • Increase visitation based on specific market interest (ex. to snowmobile, to golf) • Increase New Brunswick's market share of inbound leisure travel
Intercept	<ul style="list-style-type: none"> • Increase share of days/spending • Increase information delivery and personal contact with visitors

Strategies by Market

Market	Marketing	Communications
Regional	Adopt a strong brand building/awareness approach to be top-of-mind for short-haul trip decision making. Promote year-round visitation.	Lead with an overall awareness program positioning the province as a destination of choice for the regional travel market and evolve into a series of strong travel experience campaigns that appeal to selected regional segments.
Ontario	Execute direct-to-market tactics to generate a strong response, supplemented by some brand building to increase awareness.	Lead with major Natural Wonders, within a Maritime context, supported with other brand pillars.
New England/ New York	Execute direct-to-market tactics to generate a strong response, supplemented by some brand building to increase awareness.	Lead with major Natural Wonders with a strong Bay of Fundy. Integrate easy access, experiential and cultural messaging.
Québec	Reinforce our position by breaking the typical tourism advertising mold, build a creative niche that no competitor will copy and present the consumer with innovative, talk-of-the-town creative.	Lead with beach product, fun activities for family and couples and supported with cultural and natural wonders messaging.
Europe/Japan	Direct information/sales to the travel trade industry. Enter the market in partnership with other Atlantic provinces/Jurisdictions.	Position NB within a Canadian context as a pristine, natural/ outdoor destination with strong cultural and experiential products.
Snowmobiling	Employ direct-to-market tactics to generate inquiries/visitation from the New England marketplace.	Lead with key product strength (groomed snowmobile trails).
Golf	Adopt a strong image program to build awareness of NB as a quality golf destination within the Maritimes.	Focus messaging on the number of courses available in the province (diversity) but lead messaging with top courses.
Cruise/Learning	Direct information/sales to the travel trade industry as well as partnership building.	Position NB as a new destination for cruise/learning experiences in Atlantic Canada.
Intercept	Develop compelling messages and employ a series of impact tactics that are in the visitor's face while travelling in-province.	While travelling in NB, interrupt visitors' trip with a new or different idea that causes them to reconsider their existing travel plans on the spot.



Messaging by Market

Market	Key Messages	Product Focus
Regional	New Brunswick offers no ordinary travel experience, with the most diversity and variety of vacation and getaway experience year-round.	<ul style="list-style-type: none"> • Cities • Touring • Outdoor • Top Attractions • Culture • Day experiences/activities • Festivals
Ontario	New Brunswick is the best destination in the Maritimes to experience Natural Wonders.	<ul style="list-style-type: none"> • Natural Wonders • Natural/outdoor experiences • Unique cultural experiences • Urban amenities
New England/ New York	New Brunswick is the best destination in Atlantic Canada to experience Natural Wonders.	<ul style="list-style-type: none"> • Natural Wonders • Natural/outdoor experiences • Unique cultural experiences • Urban amenities
Québec	New Brunswick offers the best beach destination in Atlantic Canada with a unique Acadian culture and a unique natural/outdoor product.	<ul style="list-style-type: none"> • Beach • Acadian culture • Natural Wonders/outdoor
Europe/Japan	New Brunswick offers the best destination in Atlantic Canada to experience Natural Wonders/outdoors.	<ul style="list-style-type: none"> • Natural Wonders/outdoors • Unique cultural experiences • Acadian culture
Snowmobiling	New Brunswick offers the best snowmobile travel experience in the Maritimes.	<ul style="list-style-type: none"> • Groomed snowmobile trails, specifically the Northern Odyssey • Largest snowfall in the Maritimes; longest winter • Travel amenities along the trail
Golf	New Brunswick is home to numerous quality golf courses, including four world-class facilities and offers the travelling golfer a quality alternative destination at an affordable price.	<ul style="list-style-type: none"> • Award-winning courses: Algonquin, Royal Oaks, Kingswood and Fox Creek • 37 other quality courses (Golf NB courses)
Cruise/Learning	New Brunswick offers an alternative destination for cruise/learning vacations in Atlantic Canada.	<ul style="list-style-type: none"> • Cruise: Bay of Fundy and the port of Saint John; other NB ports on the Acadian coast • Learning: Learning experience product/authentic
Intercept	New Brunswick provides visitors with compelling vacation experiences that are worth stopping for, they will make your day.	<ul style="list-style-type: none"> • Day Adventures • Top Attractions • Cities/Hometowns

Section 4: 2006 Tactical Plan



What's New in 2006

- A segmented approach to the regional marketplace for 2006 with a series of new experiential campaigns targeting specific market segments identified through research.
- The regional program has also been expanded to add in other in-close markets in Québec and Maine.
- A major contest has been added to drive a strong response from 2006 campaigns and provide a mechanism to acquire new database names for future relationship marketing activity. The Ultimate Dream Vacation contest will be used as a response tool in all markets and has a strong Web component to encourage Web visits.
- There is a stronger on-line presence for all campaigns this year. There are separate Web advertising campaigns in Canadian markets (regional, Ontario, Québec), unique market microsites (New York, regional (getaway) and Québec), and a significant increase in direct e-mail activity and e-newsletters.
- The 2006 Intercept program is launching a new community partnership program to encourage program participation at the grassroots level. The goal is to increase the amount of personal contact and information delivery sources for visitors to the province through community participation.
- The Cities partnership program has evolved this year to add more frequent tactical messaging to drive visitation to the partner cities. This includes a “what’s happening” campaign to provide up-to-date city information to the regional marketplace.
- New events in the US market have been added for 2006. New Brunswick will have a strong presence at the AAA Travel Marketplace Show in Foxborough, MA, as well as participation in the New York Outdoor Show and CATsell in Boston.



- A stronger campaign will be executed in the New York marketplace for 2006 as a result of new campaign funds announced by the Premier to promote the new direct flight from New Brunswick to New York City.
- The Québec campaign has been refreshed with a new, innovative execution (billboards versus television to build awareness and supported by newspaper) and new creative.
- New tactical elements have been added to all campaigns (ex. new magazine insertions in New England, new Global television promotion in the region, more newspapers in the region, etc).
- New products have been added to the Natural Wonders product mix including the Saint John River Valley and the Chaleur Bay.
- Changes have been made to the Tourism Web site (ex. new splash and home page) and the Experience New Brunswick guide (grouping of Day Adventure, Getaway and Culture).

Regional Market

Consumer Tactics

Summer – Awareness/Brand Program:

- Television
- Newspaper Insert (8-page including packages): *Halifax Chronicle Herald, Halifax Daily News, Telegraph Journal, Times & Transcript, Daily Gleaner, Charlottetown Guardian, Bangor Daily News, L'Acadie Nouvelle, Le Soleil*
- On-line: *canadaeast.com, herald.ca, capacadie.com, weathernetwork.com, MSN Hotmail*, direct e-mail (houselist and rentals)
- Events: *Saltscapes Show* (Halifax, Gold Sponsor)

Summer – Outdoor Program:

- Television
- Newspaper Insert (4-page): *Halifax Chronicle Herald, Halifax Daily News, Telegraph Journal, Times & Transcript, Daily Gleaner, Charlottetown Guardian, Bangor Daily News, L'Acadie Nouvelle, Le Soleil*

Summer – Getaway/City Program:

- Television: closed captioning, Global City Partnership, NB and partner spots
- Newspaper (weekly insertions with updated city information): *Halifax Chronicle Herald, Halifax Daily News, Telegraph Journal, Times & Transcript, Daily Gleaner, Charlottetown Guardian, Bangor Daily News, L'Acadie Nouvelle, Le Soleil*
- On-line: *canadaeast.com, herald.ca, capacadie.com*, new “GetawayNB” Web site for the regional market



Summer – Top Attractions/Touring Program:

- Television
- *Saltscapes* (double-page spread)
- Newspaper Insert (4-page): *Halifax Chronicle Herald, Halifax Daily News, Telegraph Journal, Times & Transcript, Daily Gleaner, Charlottetown Guardian, Bangor Daily News, L'Acadie Nouvelle, Le Soleil*

Fall:

- Television
- Newspaper Insert (4-page): *Halifax Chronicle Herald, Halifax Daily News, Telegraph Journal, Times & Transcript, Daily Gleaner, Charlottetown Guardian, Bangor Daily News, L'Acadie Nouvelle, Le Soleil*

Winter:

- Television
- Newspaper Insert (4-page): *Halifax Chronicle Herald, Halifax Daily News, Telegraph Journal, Times & Transcript, Daily Gleaner, Charlottetown Guardian, Bangor Daily News, L'Acadie Nouvelle, Le Soleil*

Partnerships and Promotions

- City partnership
- Ultimate Dream Vacation Promotion (Web contest)
- Industry co-operative advertising and packaging

Travel Trade Tactics

Partnerships/Activities:

- Partnerships with tour/receptive operators and industry
- Product familiarization tours
- Travel Trade Sector Committee
- Provide Meeting, Convention and Sports Tourism leads to cities (Advantage New Brunswick)
- Atlantic Canada Cruise Association and Bay of Fundy Cruise Partnership
- TradeSmart Marketing



Ontario Market

Consumer Tactics

- Magazine (brand and co-op): *CAA Magazine, Canadian Geographic, Canadian Geographic Travel and Adventure Guide, Canadian Living, Chatelaine, Coastal Discovery Guide, Harrowsmith Country Life, Homemakers, Reader's Digest*
- Direct mail (houlist and rented names)
- Newspaper (brand insert and co-op ads): *Ottawa Citizen, Toronto Star*
- On-line advertising: *canadianliving.com, mochasofa.com, globeandmail.ca, readersdigest.ca, thestar.com, the weathernet.com* (note that some Web advertising has national reach)
- On-line promotions (see below)

Advertising Partnerships and Promotions

- Industry co-operative advertising
- Ultimate Dream Vacation promotion (contest)
- Chatelaine.com promotion
- HomeMakers.com promotion
- Readersdigest.ca promotion
- Canadiangeographic.ca promotion



Travel Trade Tactics

Marketplaces/Trade Shows:

- Ontario Motorcoach Association (OMCA)
- Rendez-vous Canada (RVC)
- Atlantic Canada Showcase (ACS)

Activities

- Tour Operator and Travel Agent Destination Training
- Sales Missions and Calls
- Product Educational/Familiarization Visits
- Trade marketing partnerships and advertising/co-operative advertising (Receptive Tour Operator Tariff, Atlantic Canada Tour Planner)
- Trade Media Relations
- Trade On-Line Tour Planner
- TradeSmart – External Marketing

Media Relations Tactics

- Society of American Travel Writers (Canadian Chapter)
- Travel Media Association of Canada Member
- CTC Media Relations domestic working group
- Travel Media Association of Canada Media Marketplace and Annual Meeting
- Go Media Marketplace
- Distribution of media kits, hard copy and on-line
- Exposure on Travel Media Web sites
- Freelance Journalism Award for Canadian Journalist
- Media Tours



New England and New York

Consumer Tactics – New England

- Magazine: *AARP The Magazine*, *Audubon*, *National Parks*, *Natural History*, *Northern New England Journey*, *Reader's Digest*, *AAA Horizons*, *Budget Travel*, *CTC Pure Canada Magazine*, *Family Circle*, *Ladies Home Journal*, *National Geographic Traveler*, *Smithsonian*, *Yankee* (some publications include Northeast or national circulation covering the NY marketplace as well)
- Direct Mail (houelist and rented lists)
- Newspaper (brand insert and co-op ads): *Boston Globe*, *Worcester Telegram and Gazette*
- Consumer Shows: *AAA Travel Marketplace Show (Foxborough)*, *CATsell*

Consumer Tactics – New York

- Magazine: *Car and Travel* (AAA publication) and northeast and national circulation for New England magazines
- Direct Mail
- Newspaper (insert with brand and co-op): *The New York Times*
- Event: Media dinner in New York
- Consumer shows: NY Outdoor Show
- On-line: New York specific microsite

Partnerships and Promotions

- Industry co-operative advertising
- ACTP funding partner
- Ultimate Dream Vacation Promotion (contest)
- Event partners (CTC, VIA Rail Canada, cities)
- Continental Airlines

Travel Trade Tactics

Marketplaces/Trade Shows:

- American Bus Association (ABA)
- Atlantic Canada Showcase (ACS)
- National Tour Association (NTA)
- Rendez-vous Canada (RVC)
- Educational Travel Conference (ETC)
- United States Tour Operators Association (USTOA)
- Seatrade Cruise Shipping Convention

Activities:

- Tour Operator and Travel Agent Destination Training (i.e. annual reservation and sales agent training)
- Sales Missions (i.e. New York travel agents – May 2006)
- Product Educational/Familiarization Visits with select key tour operators
- Trade Marketing Partnerships with select tour operators
- Trade Media Relations
- Trade On-Line Tour Planner
- TradeSmart – External Marketing
- Trade publications advertising
- In-market events
- Maine/New Brunswick trade partnership
- Ongoing communication



Media Relations Tactics

Promotions/Events:

- Host Society of American Travel Writers Northeast Chapter meeting in New Brunswick (50 travel journalists)
- New York Media Event and Post-Tour for Continental Airlines
- Air Canada Media Events (Boston, New York and Washington)
- Canada Media Marketplace – Los Angeles

Activities:

- Distribution of Media Kit, hard copy and on-line
- Freelance Travel Journalism Award for US Market
- Maintain relationships with travel editors and journalists
- Media Tours

Québec Market

Consumer Tactics

- Outdoor Media: Billboards
- Newspaper: *La Presse*, *Journal de Montréal*, *Le Soleil* (Co-op and brand messaging)
- On-line: *Canoe*, *MokaSofa.ca*, *Sympatico.ca*, *Cyberpresse.ca*, *Branchez-vous*
- Events: Grand Tintamarre (including media pre-promote and media relations), Salon Vacances

Partnerships:

- Industry Cooperative Advertising
- CAA Québec
- Acadian Peninsula promotional tour in Québec

Travel Trade Tactics

Marketplaces/Trade Shows:

- Bienvenue Québec
- Atlantic Canada Showcase (ACS)
- Rendez-vous Canada (RVC)
- Trade event at Grand Tintamarre in Montréal

Activities:

- CAA-Québec Partnership
- Partnerships with Tour/Receptive Operators
- Tour Operator and Travel Agent Destination Training
- Sales Missions and Calls
- Product Educational/Familiarization Visits
- Trade Marketing Partnerships and Advertising/Co-operative Advertising
- Trade Media Relations
- Trade On-Line Tour Planner
- TradeSmart – External Marketing
- Ongoing communication

Media Relations Tactics**Promotions/Events:**

- Travel Media Event – Montreal in April
- Media reception Grand Tintamarre
- Travel Media Association of Canada Media Marketplace and Annual Meeting
- Go Media Marketplace

Activities:

- Development of French Media Kit and Story Ideas Sheet/to be distributed in hard copy and on-line
- Media Tours
- Freelance Journalism Award for French Canadian Journalist



United Kingdom

Travel Trade Tactics

Marketplaces/Trade Shows:

- WTM (World Travel Market, London)
- Spotlight Canada, London
- Rendez-Vous Canada (RVC)

Activities:

- Newsletters (ACTP and CTC)
- Sales calls/missions
- Trade media relations (in-market events, story ideas)
- Tour operator/travel agent training
- Trade marketing partnerships (provincially and ACTP)
- CTC in-market event participation
- CTC publication opportunities (Kanada XL, newsletters)
- CTC in-market events (i.e. Canada Day Initiative)
- CTC publication opportunities

France

Travel Trade Tactics

Marketplaces/Trade Shows:

- TOP RESA (Trade show)
- Salon Mondial du Tourisme (SMT)
- Rendez-vous Canada (RVC)

Activities:

- NB/Québec/CTC partnership
- Destination Training / Workshops with CTC
- Product Educational/Familiarization Visits
- Educational Tours
- Trade On-Line Tour Planner
- TradeSmart - External Marketing
- Market Research



Germany

Travel Trade Tactics

Marketplaces/Trade Shows:

- ITB (International Travel Market, Berlin)
- SMT Stuttgart
- Rendez-vous Canada (RVC)
- CTC Roadshows

Activities:

- Newsletters (ACTP and CTC)
- Sales calls/missions
- Trade media relations (in-market events, story ideas)
- Tour operator/travel agent training
- Trade marketing partnerships (provincially and ACTP)
- CTC in market event participation
- CTC publication opportunities (Kanada XL, newsletters)

Japan

Travel Trade Tactics

Marketplaces/Trade Shows:

- KANATA, Japan
- Active America – Northwest Airline – North America
- Rendez-vous Canada (RVC)
- CITAP (Canadian Inbound Tourism Association (Asia Pacific))

Activities:

- Email communications
- Newsletters (ACTP and CTC)
- Sales calls/missions
- Trade media relations (in-market events, story ideas)
- Tour operator/travel agent training
- Trade marketing partnerships (provincially and ACTP)
- CTC in-market event participation
- CTC publication opportunities (Kanada XL, newsletters)



Intercept

Consumer Tactics

- Magazine: *Welcome Magazine*
- Outdoor: Billboards (brand and partner)
- Radio (brand and partner)
- Collateral: Make Your Day Sheets and displays
- Training
- Literature distribution
- Toll-free line

Partnerships and Promotions

- Community partnership
- VIC education and training

Niche

Snowmobiling (New England):

- Direct mail (snowmobile owners)
- Consumer show
- Magazine (Snowmobile Association Publications)
- Newspaper
- Northern Odyssey Partnership with Cities

Golf (Regional):

- Newspaper (4-page insert and banner ads): *Chronicle Herald, Daily News*
- On-line: Direct e-mail, herald.ca
- Events: CHUM Montreal and Toronto Golf radio promotion
- Television

Learning:

- Trade: joint provincial/CTC sponsorship activities at ETC, educational visits, sales missions, destination presentations, reservation agent training, and marketing partnerships with select tour operators and alumni associations.

Cruise:

- Trade: Print advertising, in-market events, marketing partnerships with ACCA, CTC, and cruise lines, educational visits and destination training for cruise lines, the travel trade, and Bay of Fundy Cruise Partnership.



Publications

Tourism and Parks publications for 2006 include:

- New Brunswick Experiences Official Travel Guide
- The Official New Brunswick Travel Map
- Snowmobile Trail Map
- Lure Brochure

The Travel Guide is also available on-line at www.TourismNewBrunswick.ca. This Web site is a key response tool for communications and is promoted through all marketing campaigns and printed materials in an ongoing effort to drive our consumers on-line for detailed travel information.

The Web site is also a critical market of an ongoing relationship marketing program or e-newsletter whereby visitors subscribe to receive future information on New Brunswick via e-mail.

Contact Information

For more information on 2006 activities please contact:

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