

THE INVITATION

TOURISM, HERITAGE AND CULTURE
STRATEGIC VISION

DREAMING BIG

CONNECTING. EXPERIENCING. BELONGING.

IMAGINE....

A New Brunswick that is the top vacation destination in Atlantic Canada. A place that is a constant magnet for visitors from all over the world. When people experience everything that we have to offer, they want to stay longer. Maybe even a lifetime.

It's a place where young people see opportunity and want to put down roots. Where international students find belonging and encourage their friends and family to join. Where New Brunswickers have a strong pride of place and enjoy the abundance of our province. Where people return home to see loved ones, and decide to stay to build businesses and enjoy a quality of life that is truly unsurpassed. Where communities across the province are proud, sustainable and strong, boosted by a constant supply of labour to meet a thriving economy.

That's what we call dreaming big.

ACCELERATING OUR GROWTH

It's a bold dream that will fuel our entire economy with a steady stream of people for weekend getaways, conference bookings, and year-round adventures in our parks, museums, performance venues, sporting facilities, restaurants and more.

We have reason to be optimistic. The pandemic has created a thirst for culture and experiences, along with the human need to reconnect after global lockdowns. Forecasts predict that leisure travel worldwide will skyrocket and rebound to exceed pre-COVID levels by

the end of 2023 thanks to higher than normal household savings in leading economies.

Here at home, we've seen inter-provincial migration levels that are the highest in 45 years! In the last year New Brunswick has added 6,000 new residents – close to 4,000 people from other provinces and over 2,000 international immigrants who have chosen New Brunswick for our rich quality of life. And with 14 million people within a one-day drive of our borders, and 64 million more within a two-day drive, we are poised to welcome even more.

CONNECTING. EXPERIENCING. BELONGING.

Reaching our full potential will require a new kind of collaboration. It goes far beyond supporting a few more ticket sales and hotel nights. It's about energizing communities, industry and individuals to be ambassadors who will accelerate our return to growth by promoting and building New Brunswick into a top destination to visit, live, work and play.

We will be deliberate in finding ways to connect with people to share our story. We will be focused in designing innovative products that offer authentic experiences. We will empower communities to showcase their welcoming nature so that New Brunswickers and people from all over the world can find a sense of belonging in our beautiful province.

It is up to us to share the possibilities and extend a welcoming embrace. It is up to us, to dream big.

WE WILL HARNESS OPPORTUNITIES, ALIGN EFFORTS AND UPSCALE EXISTING PROJECTS TO ACTIVATE A SINGLE, COLLECTIVE STRATEGY THAT WILL SEE THE TOURISM, HERITAGE, ARTS, SPORT AND CULTURAL SECTORS WORK IN COLLABORATION TO DRIVE THE PROVINCE'S ECONOMIC RECOVERY.

RSVP

EVERYONE IS INVITED

We are calling all New Brunswickers to join us in dreaming big. From the peak of Sugarloaf Mountain to the shorelines of St. Martins, from the rich folklore of Village historique acadien to the Loyalist settlements at Kings Landing, from the national historic sites of Metepenagiag to the rock formations of Stonehammer UNESCO global geopark – everyone is invited.

Whether you're an artist or athlete, a tour guide or playwright, we welcome you. If you love fish and game, the hunt for seaglass and sunshine or the first fallen snow, we want you to join our movement. Musicians. Foodies. Urban adventurers. This is about you too.

It's time to come together to promote our province and invite the world to discover this place and make it theirs. When we lift our voices as one, the world will join us. RSVP.

“

IT BEGINS WITH THE INVITATION TO ALL NEW BRUNSWICKERS TO EXPERIENCE OUR PROVINCE'S ABUNDANCE AND SHARE IT WITH PEOPLE THE WORLD OVER.”



WHO WE ARE

TOURISM, HERITAGE AND CULTURE NEW BRUNSWICK

DRIVER OF ECONOMIC GROWTH

\$1.3B

GDP impact of Tourism, Heritage,
Arts, Sport & Culture

33% GROWTH

in Parks NB campsite revenue YOY 2000-21
from \$1.8M to \$2.4M

New Brunswickers employed

800+

by THC during peak season

40,000

in the industry

MARKETER ON THE GLOBAL STAGE

\$16M+

in ad value through earned media
coverage 2019-2021

5 BILLION

circulation/impressions promoting New Brunswick

Le Monde
Condé Nast Traveler
National Geographic
CNN

enRoute magazine
Fox Sports Network

Reader's Digest
Forbes
The Globe and Mail
CBC GEM
National Post

CHAMPION OF ACTIVE LIVING

\$1M+

Invested in sport organizations to sustain
operations and wellness during COVID

Fund and support

60+

provincial
recreation and sport
organizations

HUNDREDS

local and regional
not for profits focused
on active living

DEFENDER OF NATURE AND THE OUTDOORS

10,000 KM

quad trails

8,000 KM

snowmobile trails

24

provincial
parks

1

Special Crown
Reserve Waters

Protect and maintain land

26,000+ HECTARES

KEEPER OF HISTORY AND TRADITIONS

Responsible for

3 LARGEST

heritage institutions

Kings Landing
Historical
Settlement

New Brunswick
Museum

Village
historique
acadien

Curate and manage

240,000

artifacts in Provincial
Archaeological Collection

25,000

objects in the Provincial
Heritage Collection

Responsible for oversight of

2,000+

registered
archaeological sites

111

designated Provincial
Heritage Sites

Provide funding and oversight

70+

community museums and historical societies

PROMOTER OF ARTS & CULTURE

Canada's oldest public art bank, showcasing

375

artists

862

collected works

Manage

\$7M

arts & culture grants

InspiredbyNB promotes over

109

artists and cultural industries

VISION

PRODUCING CONNECTIONS THAT MAKE
PEOPLE SEE, HEAR, AND FEEL LIKE
THIS IS THEIR PLACE IN THE WORLD

VALUES

JOIE-DE-VIVRE **PRIDE** INSPIRATION
GENUINENESS
AUTHENTICITY **KINDNESS** HONESTY
CREATIVITY **INCLUSIVENESS** AGILITY
ADVENTUROUSNESS **LOVE OF NATURE**
DREAMING BIG **ABUNDANCY**
COLLABORATION **ACCESSIBILITY** **EXCELLENCE**

THE INVITATION IN ACTION

MASTER STORYTELLING

Unleashing targeted, aligned, data-driven marketing and promotion with higher intensity and frequency to reach more of the right prospects with our story

AUTHENTIC EXPERIENCES

Designing innovative, immersive, differentiated experiences that are authentically New Brunswick to drive pride, new interest, boost conversation rates, and increase spending

PRIDE OF PLACE

Creating lifetime bonds to the unique character of our communities for New Brunswickers, and to compel new people to come experience our abundance

CONNECTING. EXPERIENCING. BELONGING.



MASTER STORYTELLING

**WE WILL BE INTENTIONAL
AND TARGETED, AND
LOUDER THAN EVER BEFORE**

AMBASSADORS TO THE WORLD

The staycation activity of the last two years has generated a new group of ambassadors whose energy and enthusiasm must be harnessed to extend the reach of our marketing initiatives. We will continue to engage New Brunswickers to share our story and help operators embrace the unique New Brunswick brand.

TARGETED AND DATA-DRIVEN

New Brunswick is a leader nationally in tourism marketing segmentation and data-driven insights. We will leverage this strength fully in the coming years to focus our promotional efforts deliberately and intensely with prospects who are looking for the types of experiences New Brunswick has to offer, be that as a travel destination, a meetings and convention location, a venue for vibrant artists, a place for sport and recreation, or a world-class port of call. We will be evidence-based and apply leading performance measurement processes.

TURNING UP THE VOLUME IN KEY MARKETS

In 2022, we will shift from traditional seasonal marketing campaigns that begin in March to January campaigns for winter tourism. Going forward, we will adopt a four season approach. Our focus will be to attract from across Atlantic Canada, Ontario, Quebec, Eastern U.S. and to ex-pats living in other provinces across Canada. In 2023, we will extend our invitation to the world with a specific focus on the United Kingdom, France and Germany. We will also leverage opportunities to showcase our province on the national stage through major sporting events like the Canada Summer and Winter Games, and the Memorial Cup.

INTENTIONAL ALIGNMENT ACROSS GNB

We must harness all of the marketing opportunities that exist across our province. Every day various government departments have the potential to attract and welcome visitors and newcomers, be they international students, connecting with the parents of those students, welcoming potential business investors, or even helping employers attract workers. Every single one of those touchpoints is an opportunity that we must embrace and more deliberately execute with targeted marketing and promotion efforts.





AUTHENTIC EXPERIENCES

WE WILL DELIVER AUTHENTIC NEW BRUNSWICK EXPERIENCES

PRODUCT INNOVATION

We will apply our data-driven knowledge to new product innovation to give residents as well as visitors more of what they are seeking that is authentically New Brunswick, whether that's more artists showcased on our InspiredbyNB website or more multi-day excursions across the province. Creating new products and showcasing a variety of options will drive interest, boost conversion rates, and ultimately increase visitor traffic and spending. Our new fish and wildlife strategy, as well as our master trails strategy will be key drivers of fresh product offerings. By working across government more intentionally, we will identify additional opportunities for innovative offerings that differentiate our province.

IMMERSIVE AND DIFFERENTIATED

Once people experience the authenticity of New Brunswick people, places, events, adventures, culture, food and heritage, they will come back for more and share that experience with the world. Increasingly, visitors will be immersed into a unique place or experience they could not easily find elsewhere – snowmobiling the Christmas Mountains, picking Dark Harbour dulse on Grand Manan, or retracing the steps of the Mi'kmaq on a millennia-old migration route. These are examples of truly New Brunswick experiences and differentiate our province from others.

DESTINATION DEVELOPMENT

To support new product innovation and immersive experiences, we will develop several new signature destinations. Launching in the next two years will be the Fundy Trail and the Hopewell Rocks master plans. We will also work with communities across the province to feature unique destinations such as our 24 provincial parks, crown reserve Larry's Gulch, and community assets like Véloroute de la Péninsule acadienne.

SHOWCASING ARTISTS HERE AND ABROAD

The authentic New Brunswick experience begins at home, with our creators, our artists, our venues and attractions. We will showcase our rich talent – dancers, crafts producers, visual artists and actors as well the crew who make the magic happen. We will increase the export of our cultural products through strategic partnerships in the US and in France, and build on momentum from successes like Race Against the Tides to attract the film and television industry to take advantage of our scenic locations.

PRIDE OF PLACE

**WE WILL FOSTER STRONG
PRIDE OF PLACE AND CREATE
A SENSE OF BELONGING FOR ALL**

EXPERIENCE OUR ABUNDANCE

The Invitation will be launched from 2022-23 through a series of celebratory events in parks across the province, welcoming New Brunswickers to discover first-hand all we have to offer and share it with the world. New Brunswick has an abundance of beauty to enjoy year-round from mountains and rivers to world-class performance venues, breathtaking parks, quality recreational facilities, and beaches on the highest tides in the world. City life and the great outdoors can be experienced within a short drive, which is a true differentiator for our province and should be amplified with pride.

TAKE A REGIONAL VIEW

The unique character that exists in different regions around the province must be showcased and packaged into authentic New Brunswick experiences. We will partner with regions, operators, artists and entrepreneurs to create pathways to help them reach their best audience and target market. We will also cultivate the next generation of ambassadors through employment opportunities and by growing successful educational programs like Pollinators in the Park.

MUSEUM NETWORK

Pride of place is steeped in the history of past generations. We have untapped opportunity with archaeological and heritage collections that represent more than 13,000 years of human occupation in New Brunswick. Indigenous, Acadian, Loyalist and Black history can educate, captivate and inspire New Brunswickers and visitors alike. We will focus on a network approach to support community partner museums with expertise, interpretation, conservation services, travelling exhibits as well as a brand to ensure museums across the province are 'market ready'.

INSPIRE AND ENGAGE COMMUNITIES

People love New Brunswick because they feel a connection with a person, with nature or with an experience. We will work with communities to strengthen innovative cultural experiences and encourage the vibrancy of artists, cultural industries and to conserve and promote our heritage. Recreation and sport will increasingly provide opportunities to connect with nature, be active, play and pursue excellence.



FIVE STARS

MEASURING PROGRESS IN OUR COLLECTIVE SUCCESS

TOURISM, HERITAGE AND CULTURE KEY PERFORMANCE INDICATORS

We will measure our success on recovery and growth in the tourism, arts, culture, heritage and sport sectors. While leading indicators will include such things as hotel stays, park visits, event ticket sales, artist revenues, and global media exposure, there are three overarching metrics we will seek to improve over the coming five years.

VISITATION

Overnight visits
to New Brunswick

↑ 33%

over 2021

FROM 1.09M TO 1.45M

TOURISM SENTIMENT SCORE®

Online traveller's perceptions of our
province and its tourism offerings
(promoter minus detractors)

↑ 21%

over 2021

FROM 16.5 TO 20.0

PLACE SENTIMENT SCORE®*

Online conversations about
how New Brunswickers feel
about their province as a place
for people to live, work and play.

*new measure

NEW BRUNSWICK SUCCESS

As this strategy takes hold, in the next five years New Brunswick will see progress on the following key performance indicators. This is a collective effort and there are many stakeholders who will contribute to the realization of our goals.

LABOUR FORCE

Grow the New Brunswick
labour force to

405,300

by December 2024

INTERPROVINCIAL MIGRATION

Achieve net interprovincial
migration levels of

+1,000

each year

NEWCOMER ATTRACTION

Welcome

7,500

newcomers annually by 2024



CATALYST MOMENTS AND MILESTONES IN FIRST 24 MONTHS

2022

- East Coast Music Awards
- Canada Summer Games –
Niagara with Acadian Culture Showcase
- Memorial Cup
- Launch of 'dress rehearsal' –
NB Parks events and festival showcase
- Adrenaline Bike Festival
- Return of Cruise Industry
- Return of live theatre, festivals and events
- NBM New Facilities strategy
- Fish and Wildlife Strategy launches
- Hopewell Rocks Master Plan implementation begins
- Expand marketing to UK, Germany and France
- Continued partnership with Tourism Industry
Association of New Brunswick on workforce strategy

2023

- Canada Winter Games –
PEI with Crabbe Mountain for Alpine, para-alpine
skiing and Freestyle
- Fundy Trail Master Plan implementation begins
- Implement a network approach and market-ready
branding for museums
- Province-wide community events expand
- Accessibility audit completed for New Brunswick parks
- Launch of change agenda for a renewed
New Brunswick Sport system
- Launch of refreshed trails strategy



HARVEST

FREDERICTON · CANADA



INSPIRED BY NB

