



**Tourism Opportunities Summit 2017  
REPORT**



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## TABLE OF CONTENTS

<b>GENERAL INFORMATION</b> .....	<b>3</b>
Context .....	3
Goals .....	3
Summit agenda and participants .....	4
Online Participation.....	5
<b>SUMMARY OF DISCUSSIONS: what we like and what’s missing</b> .....	<b>5</b>
On the department’s new approach .....	5
On the development of products and experiences.....	6
On the needs of the industry .....	6
<b>SUMMARY OF DISCUSSIONS: how can we collaborate?</b> .....	<b>7</b>
Manpower and recruitment.....	7
Innovation in products and experiences .....	8
Intra-provincial strategies .....	8
Stakeholder participation.....	9
Exploiting technology .....	9
<b>NEXT STEPS</b> .....	<b>11</b>
Summary report .....	11
Participant survey.....	11
Raw data .....	11
Video .....	11
Next summits .....	11
What you can do .....	11
<b>Appendix A – List of participants</b> .....	<b>12</b>
<b>Appendix B – Results - Participant survey</b> .....	<b>14</b>

## GENERAL INFORMATION

### CONTEXT

In 2015 AND 2016, the New Brunswick Jobs Board Secretariat (JBS) held a series of opportunities summits to better define opportunities for economic development and employment growth in the province. Twenty-two summits covering a variety of topics were held in the province.

Engaged citizens, entrepreneurs, leaders of non-profit organizations and government representatives discussed and imagined new avenues for various sectors of New Brunswick society. They also discussed our opportunities for growth and social advancement from a national and global perspective.

The fruits of these discussions helped the JBS develop The New Brunswick Economic Growth Plan, released in September 2016. The plan is based on five pillars:

- People
- Innovation
- Capital
- Infrastructure
- Agility

As promised, the JBS organized a second round of opportunities summits to put into practice the notion of open government. To establish the concept of open government, three phases are required: participation - transparency - collaboration.

The first round consisted of participation. The second round is based on transparency and lays the foundation for greater collaboration between citizens and government.

During the summit, the Department of Tourism, Heritage and Culture gave an account of what had been accomplished since the first summit on November 19, 2015. Representatives from the department reported on the issues that received further attention among suggestions received and presented the outline of its new strategy.

### GOALS

The summit had the following goals:

#### Empowerment and transparency

- Share information on government's actions and decisions further to discussions from the first summit.
- Allow those who were unable to be present to participate via technological means.

#### Improvement and collaboration

- Gather suggestions to improve current strategies and initiatives.
- Identify ways to collaborate on priorities.

#### Experience of participants

- Allow participants to share a positive experience and value their contribution.
- Reassure participants that they have been heard.

## SUMMIT AGENDA AND PARTICIPANTS

The second Opportunities Summit on tourism was held in Doaktown, on April 6, 2017. Thirty-three participants (including representatives from the provincial government) discussed the needs and opportunities of the tourism sector in New Brunswick.

<b>Agenda</b>	
10 am	Opening
10:10 am	Welcome Beverly Gaston Mayor of Doaktown
10:15 am	Presentation on the State of the New Brunswick economy Honourable Bill Fraser, MLA from Miramichi Minister of Transportation and Infrastructure Minister responsible for the Northern and Miramichi Funds
10:30 am	Jobs Board Secretariat Update - New Brunswick Economic Growth Plan Susan Holt, Chief of Business Relationships New Brunswick Jobs Board Secretariat
10:40 am	Presentation by the Department of Tourism, Heritage and Culture
11:50 am	Group discussion: <i>How have the department's actions responded to your needs and why?</i> <i>Have we forgotten anything?</i> <i>What other actions should we prioritize and why?</i>
1:35 pm	Group discussion – <i>Based on themes brought up in the previous discussion:</i>

	<p>1. How can we better collaborate on this?</p> <p>2. Is there anything currently available that can be used as leverage?</p> <p>3. How can we become involved?</p> <p>4. Next steps (2 or 3)</p>
2:35 pm	Wrap-up by the minister
2:40 pm	<p>Closing remarks</p> <p>Premier Brian Gallant</p>

**ONLINE PARTICIPATION**

The Web was used to allow for the participation of as many people as possible. The presentations on the State of the economy, on the Economic Growth Plan and that of the Department (PETL) were streamed live. At the end of the day, the premier’s remarks were also presented in real time at <http://www.gouvertnb.ca/>. The presentations are still available on the site.

Social media were also used. Followers of the [OpengovNB/GouvertNB](#) page on Facebook were informed about the summit. On Twitter ([@GNBvousrepond](#), [@GNBreplies](#)), followers were able to follow parts of the conversations since the major topics of discussion were shared throughout the day. They could also participate in the discussion using the hashtags #opengovnb and #gouvertnb.

**SUMMARY OF DISCUSSIONS: WHAT WE LIKE AND WHAT’S MISSING**

Participants formed groups of 5-6 people to discuss details presented by the Department of Tourism, Heritage and Culture. They were asked to reply to these questions: *How have the department’s actions responded to your needs and why? Have we forgotten anything? What other actions should we prioritize and why?*

The following are comments made by participants on the actions undertaken by the Department of Tourism, Heritage and Culture, as well as on items that are missing. They are grouped according to the larger themes brought up during the discussions.

**ON THE DEPARTMENT’S NEW APPROACH**

- An approach based on research and data collected by the department and industry will generate positive results. This approach is described as honest and capable of having measurable goals.
- The approach will also create an alignment between the work carried out and by certain stakeholders and the department’s global strategy. Data will also allow the industry to develop an attractive offer for clients.
- Tourism is an important economic generator for the province. It is imperative that members of the New Brunswick population be considered as potential tourists and that they are also considered.

- The “sweet tooth” campaign is very well-liked. Participants find it attractive and they see many other opportunities for marketing in the province to further encourage New Brunswickers to pay attention to the province’s tourist attractions. This is like the department’s will to tap into the “eat local” trend.
- Similarly, since tourism is important for economic growth, it is important to ensure that citizens know that they have a role to play in welcoming visitors. To do so, they need the proper tools/knowledge. Furthermore, the industry would like to see some type of marketing campaign explaining to the people of New Brunswick that we can all gain from becoming tourism ambassadors in the province.
- The extension of the summer season (parks opening), as well as the development of a year-round approach are welcome initiatives. However, it will be important to ensure that infrastructure is well maintained and developed in a way that responds to this new reality.
- The department clearly indicated in its approach its intention to be bold. Tourism stakeholders agree with this approach and insist that they do not fear change. Needs and demands are constantly changing and the industry wants to be able to adapt.

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#### ON THE DEVELOPMENT OF PRODUCTS AND EXPERIENCES

- It is important to solidify and maintain communication with other economic sectors that can help improve tourism offers, services and experiences. Such efforts are witnessed in the campaign promoting local products. It is an avenue that should be further explored.
- Several products and experiences need to be updated, modernized.
- The new approach and new images proposed by the department are more modern. It is important to ensure that the industry can follow suit and adapt its offer to this promise.
- The department and most of the industry tend to concentrate on vacation tourists. However, sports and conference tourism are interesting markets where certain regions are already successful. The overall strategy should take these specific areas into account.
- To promote products and experiences and better accommodate tourists, it is important to have efficient and reliable wireless networks. Tourists often search the Web for things to do while in a region. New Brunswick should invest in better wireless connections.

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#### ON THE NEEDS OF THE INDUSTRY

- We must question ourselves on the ways to keep or attract employees who have the necessary qualifications in an industry that is, and in most cases, will remain, seasonal. People are the key to ensuring an excellent tourism experience. Yet programs such as employment insurance and others are not geared to ensuring employees do not seek full-time employment elsewhere. Could we explore the possibility of providing training sessions during the low season and pay employees to attend?
- Many stakeholders favour a hospitality tax. The department has clearly stated that it will not impose such a tax for the time being; participants were told that they are examining other options to provide funds to the industry to allow them to conduct more marketing activities.
- Other departments and agencies (Transportation, NB Liquor) must be sensitive to efforts made by the department and the industry to increase the potential economic growth for the province. Participants mentioned, among other things, road signage and the availability of local alcoholic products.

- The industry has noticed that tourism plans change often and quickly. Stakeholders hope the new approach will be apolitical and that they will be able to rely on a stable and long-term vision upon which to build.

## SUMMARY OF DISCUSSIONS: HOW CAN WE COLLABORATE?

Following the initial discussion, overall themes emerged and became topics for further discussion by participants. This portion of the summit was a first step toward reinforcing collaboration between all stakeholders, whether government or community.

Once the themes were identified, participants were invited to join the conversation that appealed to them to answer four questions:

1. How can we better collaborate on this?
2. Is there anything currently available that can be used as leverage?
3. How can we become involved?
4. What are the next steps?

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## MANPOWER AND RECRUITMENT

*How can we better collaborate?*

- By better informing the population about career opportunities and jobs available in the field of tourism.
- By finding solutions to the problem of seasonal employment. The industry needs a stable workforce, but the seasonality of jobs creates too much instability. Maybe there is a way to “combine” jobs according to season?

*Is there anything currently available that can be used as leverage?*

- Tourism schools in the province must improve their programs to better respond to market requirements.
- Bilingualism must be increased within the industry to better respond to the offer both in New Brunswick and throughout the world. Both official languages must therefore be reinforced in New Brunswick.
- To attract the right candidates, incentives must be offered upon hiring.

*How can we become involved?*

- By offering training (January to April) to seasonal workers within the industry who receive employment insurance during the low season.
- By helping newcomers to Canada acquire the skills and knowledge necessary to work in the tourism industry.

*What are the next steps?*

- Have improved tourism training programs.
- Develop a training program to be offered in the low season.
- Develop a work-sharing program.
- Facilitate access for foreign workers and newcomers to Canada.
- Develop a plan to deal with the growing worker shortage.

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## INNOVATION IN PRODUCTS AND EXPERIENCES

*How can we better collaborate?*

- By creating an advisory committee on tourism to avoid losing ground.
- By offering workshops throughout the province on development and presentation of tourism products and experiences.

*Is there anything currently available that can be used as leverage?*

- The Saint John cruise market.
- Combining our best (ex.: offering menus combining local food and beverages).
- Learning "edventures" (Fredericton).

*How can we become involved?*

- By organizing weekends to develop tourism offers, similar to start-up weekends.

*What are the next steps?*

- Establishing an advisory committee.
- Finding a way to focus on businesses and groups that perform well.

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## INTRA-PROVINCIAL STRATEGIES

*How can we better collaborate?*

- By promoting our municipalities through various events.
- By ensuring operators are better able to "tell a story" about New Brunswick.
- By taking more pride in our successes; celebrating them at the provincial level.
- By sharing more information on what is offered in all corners of the province and by promoting it.

*Is there anything currently available that can be used as leverage?*

- NB Insiders
- Tourism Industry Association of New Brunswick (TIANB)
- Day excursions
- Organizations managing destinations already invest in intra-provincial promotion.

*How can we become involved?*

- By using space in our Visitor Information Centres to ensure promotion of all regions.
- By developing a strategy for the cross promotion between regions.

*What are the next steps?*

- Setting up a work group on/with small operators.
- Developing an interactive provincial calendar.

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## STAKEHOLDER PARTICIPATION

*How can we better collaborate?*

- By facilitating communication through technology (webinars, Skype, etc.).
- By improving relationship with TIANB.
- By creating financing structures at the level of organizations managing destinations that encourage and reward partnerships.

*Is there anything currently available that can be used as leverage?*

- Use sporting events and conferences/conventions to create a reason to encourage participants de return to New Brunswick with family and friends.
- Continue to promote tourism as an important economic generator.

*What are the next steps?*

- Compile an inventory of existing offers and those that are being developed.
- Have an organizational chart (department) and a list of available resources and tools (especially for those who are new to the industry).

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## EXPLOITING TECHNOLOGY

*How can we better collaborate?*

- Use available data to determine fund allocations or identify investment opportunities.
- Share data.
- Share best practices concerning the use of technology in the tourism sector.

*Is there anything currently available that can be used as leverage?*

- Platforms are available (social media), but it's important that the various stakeholders/operators have a presence on platforms used by their target markets.

*How can we become involved?*

- By participating in or helping to organize training sessions on technology in formats and settings that allow the most participation by entrepreneurs and employees from the tourism sector. Ex: an afternoon-long session in a coffee shop.

*What are the next steps?*

- Organize get-togethers where discussions are about technology (book club style).

## NEXT STEPS

### SUMMARY REPORT

A summary report of discussions (this document) is produced after each summit. The summary report contains the list of participants (Appendix A), the results of the participant survey (Appendix B). All summary reports will be posted online at <http://www.gouvertnb.ca/>

### PARTICIPANT SURVEY

After the summit, an online survey was sent to each participant to compile comments on the initiatives they found interesting, to find out whether they are interested in collaborating and, if so, on which topics, and to obtain their views on the event. This information will allow us to improve the next summits and help influence the government's priorities. It will also help guide further collaboration efforts. Survey results can be found in Appendix B of this report.

### RAW DATA

In order to support the efforts of the New Brunswick Government in its approach to data sharing when possible, a table of non-interpreted comments was compiled and made available. It is available at the following address: <http://opengovnb.ca/en/summits-theme-and-schedule/15-tourism-doaktown-april-6-2017>

### VIDEO

Following the summit, a video was produced in which you will hear the comments of certain participants. It can be viewed at <http://opengovnb.ca/en/summits-theme-and-schedule/15-tourism-doaktown-april-6-2017>

### NEXT SUMMITS

The government is considering the possibility of holding a third summit in the spring of 2018, in collaboration with various partners identified during this summit. The 2018 event will serve to present the progress made during the year and identify further action items.

### WHAT YOU CAN DO

Interested parties are encouraged to pursue efforts to help move things along and to contact the appropriate departments or the New Brunswick Jobs Board Secretariat to collaborate on the opportunities discussed during the summit and in this report.

APPENDIX A – LIST OF PARTICIPANTS

Name/Nom	Organization/Organisation
Andrew Casey	Parkland Village Inn
Anna Marie Weir	Roads to Sea Guided Touris
Beth Kelly Hatt	President Aquila Tours Inc
Beverly Gatton	Mayor of Doaktown Village
Bruce Langhus	Lang House Bed & Breakfast in Gagetown
Cathy Pugh	Fredericton Convention Centre
Dan Myers	Crown Plaza Fredericton Lord Beaverbrook Hotel
David Seabrook	City of Fredericton (Tourism)
Eric Larocque	DG, Jeux de la Francophonie 2021
Eric Oickle	Delta Hotels
Francois Boulay	ACOA
Jeff McCarthy	Director / Visitor Experience
Jillian MacKinnon	Discover Saint John
Kathy Weir	Broadleaf Guest Ranch/TIANB
Marco Morency	Congrès Mondial Acadie 2019
Marian Langhus	Lang House Bed & Breakfast in Gagetown
Marie-France Doucet	CCNB
Myriam Léger	Commission du Tourisme acadien Atlantique
Nancy Belliveau	City of Campbellton (Tourism)
Nancy Lockerbie	Fundy Trail
Natalie Allaby	Port of Saint John
Noel Hamman	Hopewell Rocks
Peta Fussell	ACOA
Ron Dresdelle	TIANB
Ross Anthonth	President, New Brunswick Federation of Snowmobile Clubs ( NBFSC)
Samuelle Morin	City of Campbellton (Restigouche River Experience Center)
Sara Holyoke	Delta Fredericton
Sylvain Godin	Village Historique Acadien
Thomas Raffy	Conseil économique du NB
Victoria Clarke	Discover Saint John
Carol Aldertice	THC-TPC
Cindy Creamer Rouse	GNB
Francoise Roy	THC-TPC
Kim Matthews	GNB

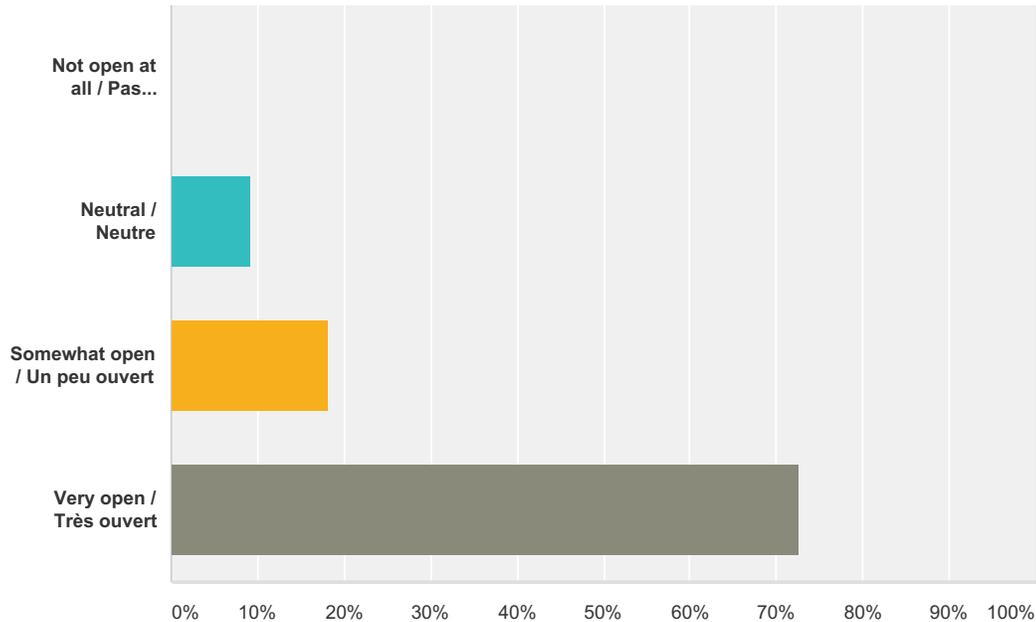
Lise Michaud	NBJBS-SCENB
Susan Holt	NBJBS-SCENB
Thierry Arseneau	GNB

External attendees	30
GNB attendees	7
<b>Total</b>	<b>37</b>



**Q1 How would you assess the government's efforts for accountability and openness in this summit? Comment évaluez-vous les efforts du gouvernement pour être ouvert et transparent avec ce sommet ?**

Answered: 11 Skipped: 0

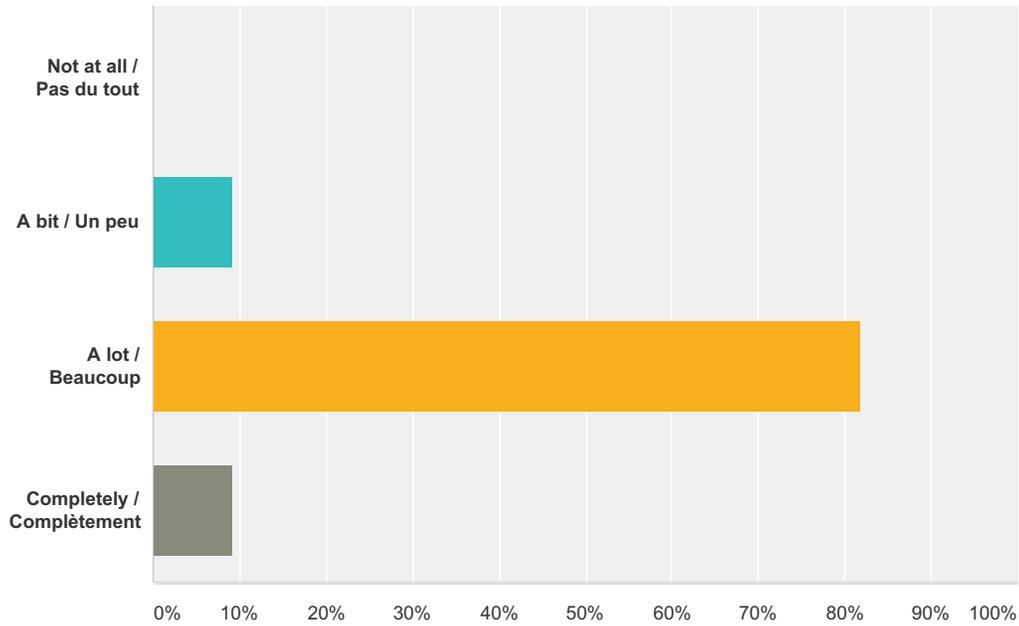


Answer Choices	Responses
Not open at all / Pas ouvert du tout	0.00% 0
Neutral / Neutre	9.09% 1
Somewhat open / Un peu ouvert	18.18% 2
Very open / Très ouvert	72.73% 8
<b>Total</b>	<b>11</b>

#	Comments	Date
1	I was curious as to why there was no participation from even one business in the area. The mayor greeted us but no operators from the region were there. I spoke to a couple of accommodations people and they felt slighted that they were not invited. I understand that they would not have been turned away but they had o way of hearing about it that they were aware of.	6/20/2017 1:48 PM
2	Still waiting to see the action plan	6/20/2017 1:42 PM
3	Comments I appreciate the forward movement and thought behind driving economic growth. very refreshing to see passion and dedication, the details and follow up are very integral, looking forward to continued communication	6/20/2017 1:38 PM

**Q2 How do you feel that your contributions were heard? Avez-vous le sentiment que vos idées ont été entendues ?**

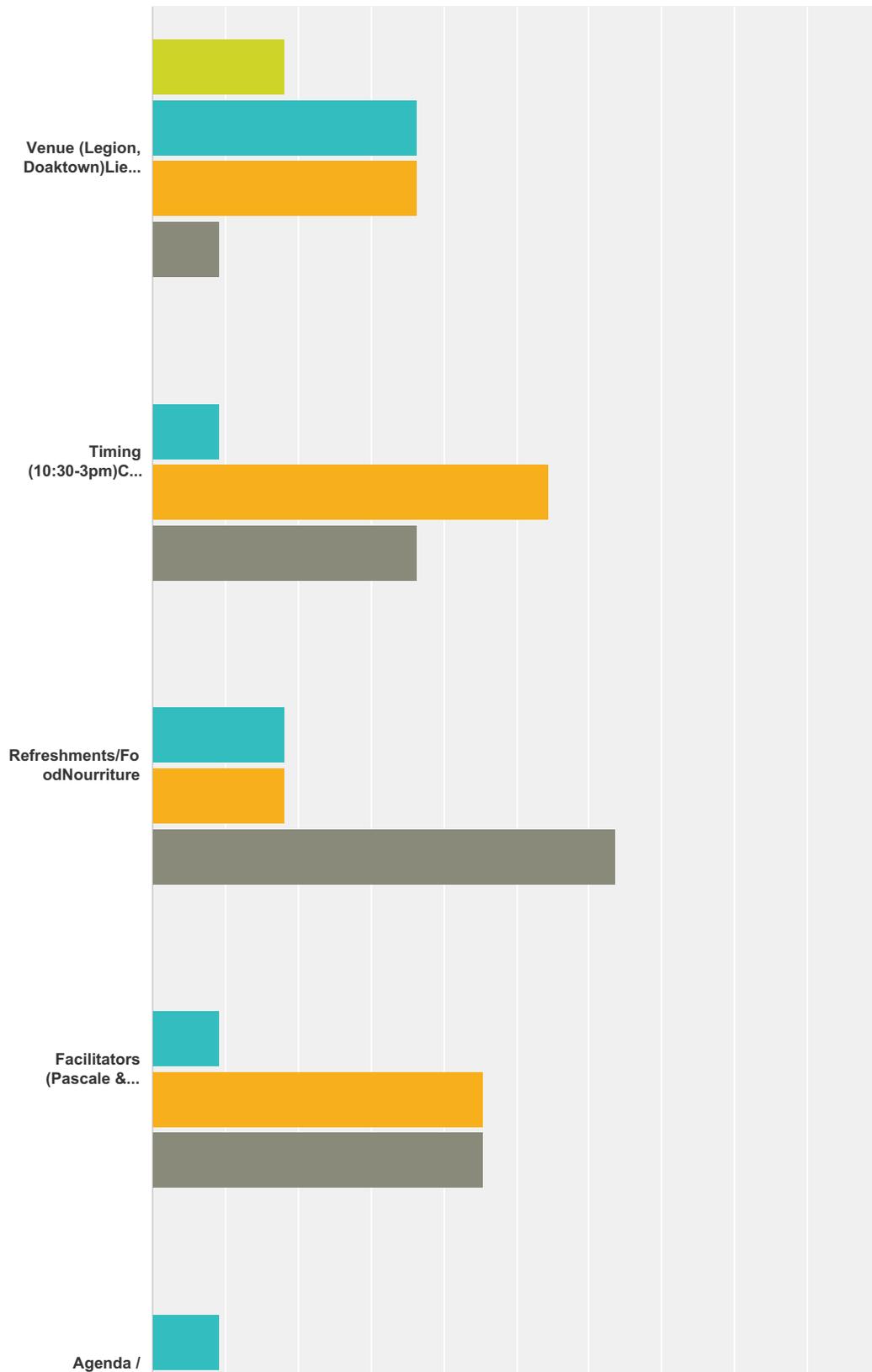
Answered: 11 Skipped: 0

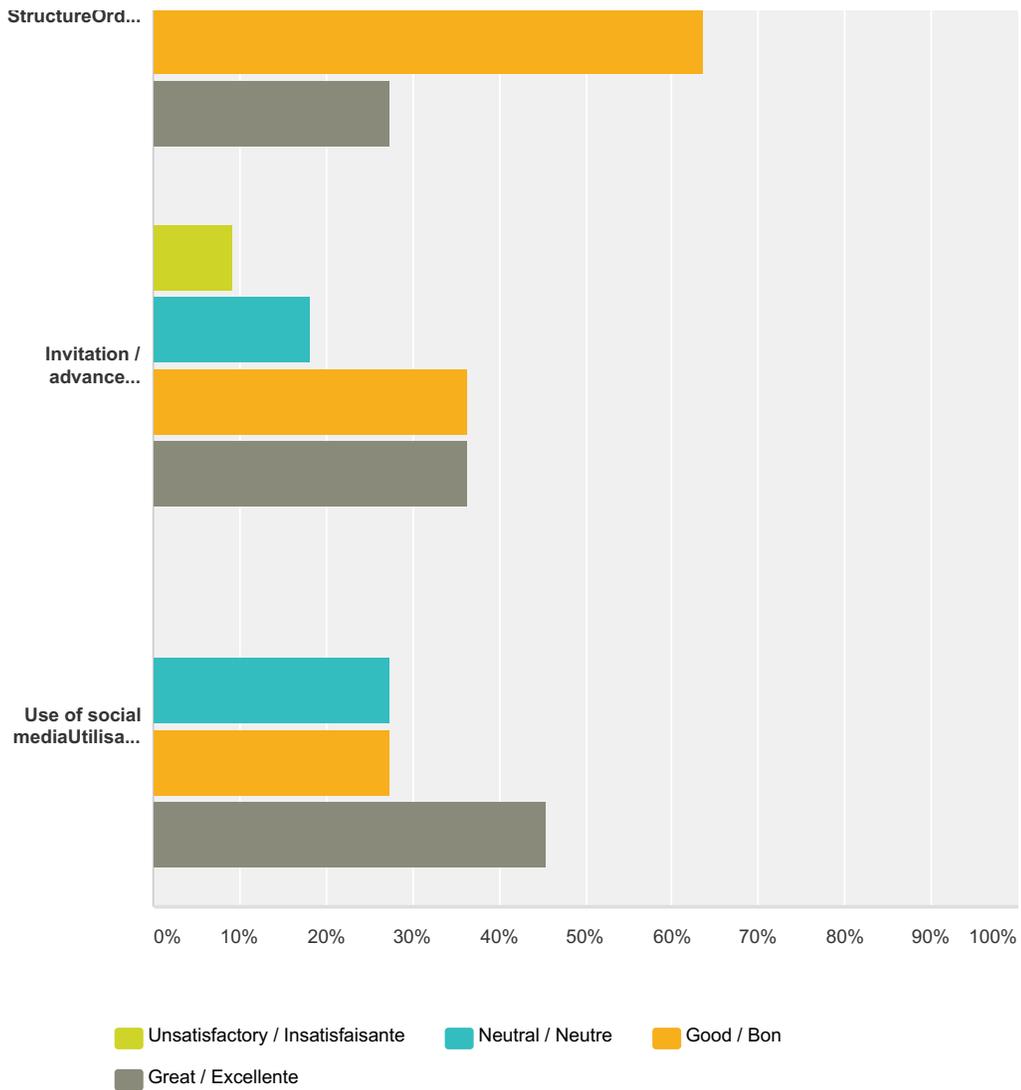


Answer Choices	Responses
Not at all / Pas du tout	0.00% 0
A bit / Un peu	9.09% 1
A lot / Beaucoup	81.82% 9
Completely / Complètement	9.09% 1
<b>Total</b>	<b>11</b>

**Q3 Please rate the following elements of the summit.**

**S'il vous plaît, évaluez les éléments suivants du sommet :**





	Unsatisfactory / Insatisfaisante	Neutral / Neutre	Good / Bon	Great / Excellente	Total
Venue (Legion, Doaktown)Lieu (Légion, Doaktown)	18.18% 2	36.36% 4	36.36% 4	9.09% 1	11
Timing (10:30-3pm)Calendrier (10:30 - 15:00)	0.00% 0	9.09% 1	54.55% 6	36.36% 4	11
Refreshments/FoodNourriture	0.00% 0	18.18% 2	18.18% 2	63.64% 7	11
Facilitators (Pascale & Jason)Les animateurs (Pascale & Jason)	0.00% 0	9.09% 1	45.45% 5	45.45% 5	11
Agenda / StructureOrdre du jour	0.00% 0	9.09% 1	63.64% 7	27.27% 3	11
Invitation / advance information providedLes invitations, informations fournies à l'avance	9.09% 1	18.18% 2	36.36% 4	36.36% 4	11
Use of social mediaUtilisation des médias sociaux	0.00% 0	27.27% 3	27.27% 3	45.45% 5	11

#	Comments	Date
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1	Perhaps hold future summits at an actual tourism asset - hotel, conference center, attraction that has meeting space? This would allow the venue to showcase their offering and experience to the group and give them some business.	6/20/2017 1:52 PM
2	This was a tourism summit and should have been held at a tourism operator's facility. I support moving locations around the province to include smaller communities however the Department should always promote our own industry operators. I was told the scheduling of this session was handled by the Premier's office however the Tourism Department staff should have communicated this request	6/20/2017 1:51 PM
3	I signed on to see the event from Saint John the day before and I could not make out the audio	6/20/2017 1:48 PM
4	Driving to Doaktown is a bit inconvenient but I appreciate you want to move it around. I think you would have better attendance in one of the three major cities.	6/20/2017 1:45 PM
5	Overall this was a very positive event	6/20/2017 1:42 PM
6	Thank you for all the hard work the community members put into this meeting. Very much appreciated.	6/20/2017 1:38 PM

**Q4 The initiative I'd like to see progress  
most following the summit is:**

**L'initiative que j'aimerais que j'aimerais  
voir le plus progresser suite au sommet  
est :**

Answered: 9 Skipped: 2

#	Responses	Date
1	The collaborative communication between THC and TIANB. I believe there can be great leveraging benefits achieved	6/20/2017 1:51 PM
2	Collaboration ... between eveyone (stakeholdersstakeholders, stakeholders-industry, stakeholdersdepartment and so on).	6/20/2017 1:49 PM
3	More direct cooperation between DMOs and towns. Destination Management Organization. For example the lower Saint John River area.	6/20/2017 1:48 PM
4	Brand and Marketing Ownership	6/20/2017 1:45 PM
5	Product Inventory & Gap Analysis	6/20/2017 1:42 PM
6	développement et promotion des produits locaux	6/20/2017 1:40 PM
7	sports/meetings/conventions, the ability to recover future growth from those attending functions, ie. family vacations, corporate retreats, etc.	6/20/2017 1:38 PM
8	L'ensemble du plan d'action présenté par la sousministre Roy. Go go go!	6/20/2017 1:35 PM
9	Conserver cette transparence	6/20/2017 1:32 PM

**Q5 The initiative(s) I would like to  
collaborate on following the summit is  
(are):**

**Les initiatives sur lesquelles j'aimerais  
collaborer suite au sommet sont :**

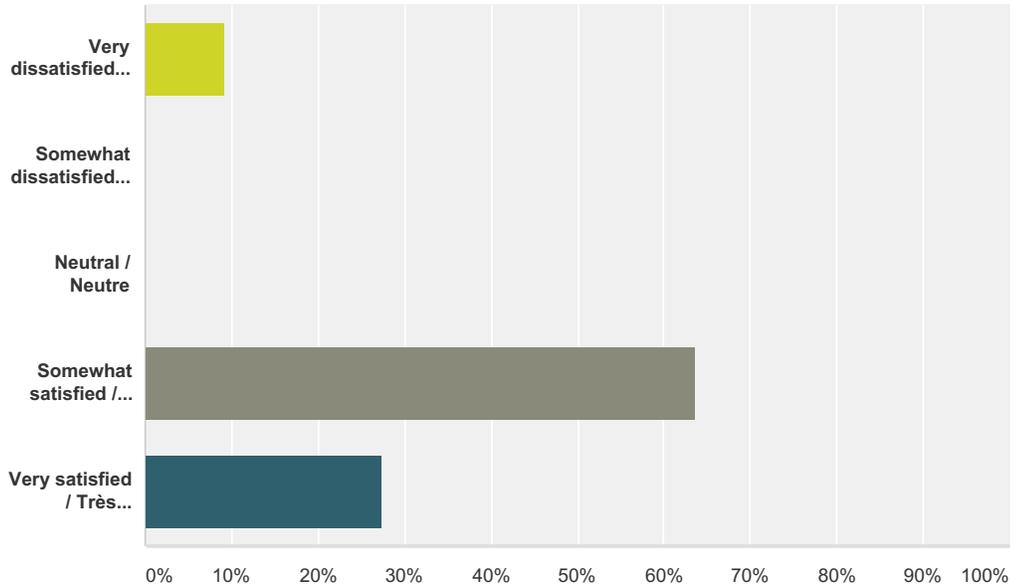
Answered: 9 Skipped: 2

#	Responses	Date
1	Labour Shortage Challenges	6/20/2017 1:51 PM
2	Highway signage initiative to change the rules of the blue and white signs. The Village of Gagetown is 10 Km from the highway and we can have signs for museums and crafts but not restaurants and bed and breakfasts. I appreciate the ruling but it is inadequate for our needs. I would say that it is hurtful to our community and we need change.	6/20/2017 1:48 PM
3	Brand and Marketing Ownership	6/20/2017 1:45 PM
4	Entrepreneurship au niveau du tourisme et amélioration de la main d'oeuvre	6/20/2017 1:44 PM
5	Staffing	6/20/2017 1:42 PM
6	Collaboration	6/20/2017 1:40 PM
7	sports/meeting/conventions and labour workforce - retain NB talent & attract new talent	6/20/2017 1:38 PM
8	Tout ce qui touche le tourisme évènementiel	6/20/2017 1:35 PM
9	bien utiliser la technologie, augmenter la qualité des	6/20/2017 1:32 PM

### Q6 Overall, how would you rate your satisfaction with the 2017 Tourism Opportunities Summit?

Dans l'ensemble, comment évaluez-vous votre satisfaction suite au sommet des possibilités en matière de tourisme 2017?

Answered: 11 Skipped: 0



Answer Choices	Responses
Very dissatisfied / Très insatisfait	9.09% 1
Somewhat dissatisfied / Plutôt insatisfait	0.00% 0
Neutral / Neutre	0.00% 0
Somewhat satisfied / Plutôt satisfait	63.64% 7
Very satisfied / Très satisfait	27.27% 3
<b>Total</b>	<b>11</b>

#	Comments	Date
1	did not realize that this was an open opportunity for industry to communicate. I understood it to be an "invited" session. I think there are more great ideas and support for industry changes and strategic input from many of our smaller and medium sized operators	6/20/2017 1:51 PM
2	We enjoyed having the opportunity to meet with the Honourable Bill Fraser	6/20/2017 1:48 PM
3	Présentation sur la stratégie	6/20/2017 1:44 PM
4	A positive day	6/20/2017 1:42 PM
5	excellent vision, great delivery and presence from local and provincial government. Very interested to be informed on progress of implementation and growth of the project.	6/20/2017 1:38 PM

**Q7 The most valuable part of the Summit  
for me was:**

**La meilleure partie du sommet a été :**

Answered: 8 Skipped: 3

#	Responses	Date
1	Getting an update on what the progress that has been made and a glimpse of where the Department is headed	6/20/2017 1:51 PM
2	Getting to share our thoughts and ideas in smaller groups and then a larger group. It is also always a great opportunity to network with colleagues	6/20/2017 1:49 PM
3	Gaining an understanding of the role of the Department of Transportation and Infrastructure and the Tourism Department	6/20/2017 1:48 PM
4	Hearing the 2018-2025 Strategy	6/20/2017 1:45 PM
5	Industry Involvement in overall Strategy	6/20/2017 1:42 PM
6	Partage d'information sur la strategie en developpement	6/20/2017 1:40 PM
7	ability to network with tourism associations & individuals	6/20/2017 1:38 PM
8	L'ouverture et la transparence du ministère	6/20/2017 1:32 PM

**Q8 The least valuable part of the Summit  
was:**

**La partie la moins utile du sommet a été :**

Answered: 6 Skipped: 5

#	Responses	Date
1	Lunch !!! As one of the pillars is Food Tourism and we want to focus on culinary experiences that are local and authentic and we were in Doaktown we should have requested an example of what we are looking to elevate this NB industry to. We will never elevate our "pride of place and person" if we don't take every opportunity to do so.	6/20/2017 1:51 PM
2	I found it was a good sharing of information and I like hearing the department being open and looking for feedback	6/20/2017 1:49 PM
3	In light of the wonderful event overall, I cannot add to this by saying that something was the least valuable.	6/20/2017 1:48 PM
4	The politicians speaking at such high-levels	6/20/2017 1:45 PM
5	All equally good	6/20/2017 1:42 PM
6	delivery of the summit, location & venue. I do admire the role these locations play in our communities and our heritage, given the launch and direction of "Be Bold" and a "Destination" the summit could have inspired more of that culture	6/20/2017 1:38 PM

**Q9 Please share any other feedback you  
have on the Summit.**

**Veillez nous faire part de tout autre  
commentaire que vous avez à propos du  
sommet.**

Answered: 7 Skipped: 4

#	Responses	Date
1	For future summits, carve out a small amount of time to allow 3-5 tourism business or attractions to give a 1-2 minute "what's new & exciting" info session. This would help cross-promote to the group and educate everyone in the room. For example - there was mention yesterday about NB gin - never heard of it!	6/20/2017 1:52 PM
2	I know I may come across at being critical of the logistics of the planning of this event but I feel strongly on supporting our industry operators and taking every opportunity to promote the elevation of our destinations. We are at a critical point for change in NB's tourism industry and I agree that we need to be BOLD in our approach. I believe that in every event, every discussion, every opportunity we need to present ourselves and our industry as the place to be and the event to attend and experience not to be missed. Even sessions like this one are an opportunity to educate ourselves, our communities and our associates of where we need to get to and what we need to look like and how we need to make our guests feel. If we don't know or are not clear with the answers to these questions (where we want to get to, what we want to look like and what impact we want to leave) then how can we lead our industry?	6/20/2017 1:51 PM
3	It would be wonderful to have a copy of the presentations available to bring back to our organizations / bosses / Council	6/20/2017 1:49 PM
4	I would like to have seen more people using the translation equipment. I LOVED it! Even when the presenter was speaking English, I could hear everything so loud and clear. I have spent my life without hearing French (lived in the US). I am in total awe of people who can flow between our two official languages and I appreciate their efforts.	6/20/2017 1:48 PM
5	I enjoyed this event and feel that I have a better grasp on THC's direction	6/20/2017 1:42 PM
6	Traduction vers le français n'était pas tout à fait à point...	6/20/2017 1:40 PM
7	Connecting the vision of the tourism summit "Be Bold" expansion & growth... to the venue? I agree that the Canada 150 celebration is an excellent venue to celebrate Canada and our heritage while honoring our service personal, but moving forward, lets determine a venue that will encompass all aspects. respect the past, embrace the now and propel the future.	6/20/2017 1:38 PM