

**Tourism  
Opportunities Summit**

**Summary Report**



Project Lead: Amanda Hachey

Email: [adhachey@gmail.com](mailto:adhachey@gmail.com)

Phone: 506.850.6569

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# BACKGROUND

## Context

The Jobs Board Secretariat was established to support the Jobs Board and its mandate to foster a jobs and economic growth agenda for New Brunswick. The opportunities-based economic development model is based on the idea that the competition for business investment and for highly ambitious entrepreneurs and talent has never been as high as it is today. We need to identify and align our resources to develop tangible, highly valuable and profitable opportunities that will attract investment from local businesses, communities, ambitious new entrepreneurs and multinational firms.

In order to ensure that we are considering the largest range of potential opportunities for NB’s growth, the JBS has organized a series of Opportunities Summits around the province, between late September and December of 2015, in partnership with Opportunities NB (ONB) and lead departments.

## Summit Objectives

- Identified long list of viable economic opportunities to explore
- Identified conditions for success in identified opportunities
- Participants had a positive experience and felt their contribution mattered
- Participants felt heard

## Summit Agenda and Participants

On November 19th from 10:00am-2:30pm at the Algonquin Hotel in St-Andrews, NB, over 60 stakeholders gathered to discuss economic opportunities within the New Brunswick Tourism sector. For a full list of attendees see Appendix A.

10:00am	Welcome Mayor of Saint-Andrews, Stan Choptiany
10:15am	Premier Brian Gallant Welcoming Remarks
10:30am	Greg Klassen, Twenty31 - Presentation “Embracing disruption”
11:15am	Brainstorming Opportunities
12:00pm	Lunch break
1:15pm	Conditions for Success
2:15pm	Premier Brian Gallant Remarks
2:25pm	Next steps and closing

## WHAT WE HEARD

### Opportunities

Participants were divided into 12 tables of 5 and asked to think about the future of Tourism.

#### ▪ **Imagine it is 2031, what could Tourism in New Brunswick look like?**

These are a summary of their responses:

#### **Tourism in 2031**

- Aboriginal culture experience let from within
- NB strives to avoid mainstream
- 24/7 year round tourism
- No structure
- More people involved in tourism
- Sectors will be connected (fisheries, transportation, etc. Everyone will realize that they are part of tourism industry)
- Industry ahead of the curve
- Technology will rule
- Meaningful human contact
- More tourist info available at more places, both physical and online
- Well trained and knowledgeable staff, ambassadors
- No more roaming costs for our cross-border visitors.
- Industry is focused on authentic experiences
- New Brunswickers are proud of NB and its' attractions
- Virtual tourism bureau that is personalized
- Multilingualism

## **What are the opportunities for growth in Tourism in the next 3 years?**

Tables were given 20 minutes to discuss this question. These opportunities are outlined below:

### **Market development, new products and experiences (8 tables mentioned this as an opportunity)**

- Target special interest groups (ie. Striped bass, Horseshoes)
- Niche Markets (let's become known for that)
- Develop experience packages
- New revitalizing products (Fundy Trail)
- Experience aboriginal culture (developed from within)
- Develop and promote quality local products
- Extending cruise destinations throughout NB
- Extend/promote shoulder season attractions by using seniors vs. students
- Target unidentified tourists
- Use disruption to address gaps & supplement incomes (transport gap - Uber, Accommodation gap - AirBNB, staffing - involve older generation)
- Glamping
- Culinary tours
- Be a stronger 4 season destination
- Packaged experiences

### **Resource Management (8 tables mentioned this as an opportunity)**

- Best of the best staff
- Interprovincial youth travel exchanges, building ambassadors for our future
- Utilize aging demographic to become the province of storytellers (inclusive of all 3 cultures)
- Build ambassador expertise
- Training program to develop network of tourism ambassadors (service and knowledge)
- Train businesses to act as ambassadors
- Building unified, authentic, cultural stories that unify NB
- Cultural pride in place among New Brunswickers

### **Innovative marketing (6 tables mentioned this as an opportunity)**

- Intercept program (many people passing through NB)
- Tourism marketing Fund x2
- Market towards people already coming into province (ie. Cruise ships, conventions, etc.)
- Each NB made product branded with NB marketing
- Money invested in print goes to smart technologies instead
- On top of social media to better intercept tourists

### **Using technology to leverage tourism development (4 tables mentioned this as an opportunity)**

- Access to technology for tourist
- Technology (tourism will influence big providers)
- Expand and improve cell and wifi province-wide
- Improving social media accessibility

### **Air and transport (3 tables mentioned this as an opportunity)**

- Air and transportation strategy
- Airports with international connections
- Free trade agreement and improved air access (EU/CETA)

### **Focusing on events (2 tables mentioned this as an opportunity)**

- Support festival and events
- More visibility for events

### **Others**

- 100% endorsement of sharing economy (ie. boats, bikes, ATVs)
- Alcohol and food costs (x2)

## CONDITIONS FOR SUCCESS

Tables were then asked to choose an opportunity from the ones identified in the previous activity and to identify conditions for success within each of the 5 pillars in the Jobs Board economic policy framework.

<i>Opportunity – Educate local people to become tourism ambassadors</i>	
<b>People</b>	<ul style="list-style-type: none"> <li>▪ Tech savvy</li> <li>▪ Tourism focused</li> <li>▪ Sense of pride and place</li> <li>▪ Results driven individuals</li> </ul>
<b>Ideas</b>	<ul style="list-style-type: none"> <li>▪ Educate post secondary</li> <li>▪ Mega family you</li> <li>▪ Business mentorship</li> <li>▪ Train the trainer</li> </ul>
<b>Money</b>	<ul style="list-style-type: none"> <li>▪ DMF allotment to unified education program</li> <li>▪ Tax incentives for people successfully completing training program</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>▪ Provincial program highlighting provincial heritage, arts and culture</li> <li>▪ Per region</li> <li>▪ Supporting app</li> <li>▪ Train the trainer program for small operators</li> </ul>
<b>Nimble Business Climate</b>	<ul style="list-style-type: none"> <li>▪ Language</li> <li>▪ Seasonality</li> <li>▪ In the year, for the year</li> <li>▪ Measurable actions</li> <li>▪ Rural vs. Urban</li> </ul>

<i>Opportunity – Local products (produits du terroir)</i>	
<b>People</b>	<ul style="list-style-type: none"> <li>▪ Artisans</li> <li>▪ Associations, offices</li> <li>▪ Producers</li> <li>▪ Departments (gov't)</li> </ul>
<b>Ideas</b>	<ul style="list-style-type: none"> <li>▪ Develop a NB brand (ex: alcohol, blueberries, aquaculture)</li> <li>▪ Analyse trends and develop</li> </ul>

<b>Money</b>	<ul style="list-style-type: none"> <li>▪ Technology support</li> <li>▪ Tax breaks</li> <li>▪ Incentive programs (ie. infrastructure, product development, workforce)</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>▪ Create bureau of local products</li> <li>▪ Access to existing research infrastructure</li> </ul>
<b>Nimble Business Climate</b>	<ul style="list-style-type: none"> <li>▪ More flexible laws</li> <li>▪ Attentive to changes in the market</li> </ul>

***Opportunity – All reasons for all seasons (Year round tourism industry)***

<b>People</b>	<ul style="list-style-type: none"> <li>▪ Seniors are ambassadors</li> <li>▪ Elders</li> <li>▪ All cultures (ie. Acadian, aboriginal)</li> </ul>
<b>Ideas</b>	<ul style="list-style-type: none"> <li>▪ Research</li> <li>▪ Recruit best of best</li> <li>▪ Attend career fairs</li> <li>▪ Semi-retirement communities</li> </ul>
<b>Money</b>	<ul style="list-style-type: none"> <li>▪ Funds for training</li> <li>▪ Money to develop apps for devices</li> <li>▪ Salaries for guides</li> <li>▪ Money for marketing</li> <li>▪ Sponsorship money</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>▪ Civic centres</li> <li>▪ Senior centres</li> <li>▪ Existing attractions to remain open</li> </ul>
<b>Nimble Business Climate</b>	<ul style="list-style-type: none"> <li>▪ Building bridges with community partners</li> <li>▪ Building relationships with business leaders</li> <li>▪ Theatres, Musicians, trail system</li> </ul>

**Opportunity – Intercept visitors who are already here**

<p><b>People</b></p>	<ul style="list-style-type: none"> <li>▪ Collaborate, not compete</li> <li>▪ Education of youth - Pride of place</li> <li>▪ Broaden notion of tourism industry</li> <li>▪ Training via app - incentives</li> <li>▪ Authentic about our uniqueness</li> </ul>
<p><b>Ideas</b></p>	<ul style="list-style-type: none"> <li>▪ Real experience</li> <li>▪ Innovative matching with niche markets</li> <li>▪ Research who they are and serve up what they want</li> <li>▪ Cruises and drive-thus, extended visitors need to be reached and matched</li> <li>▪ Discover other parts of NB</li> <li>▪ Develop relationship for them to come back</li> </ul>
<p><b>Money</b></p>	<ul style="list-style-type: none"> <li>▪ Training funds</li> <li>▪ App development - marketing product</li> <li>▪ Research</li> <li>▪ Product development</li> <li>▪ Infrastructure investment</li> </ul>
<p><b>Infrastructure</b></p>	<ul style="list-style-type: none"> <li>▪ Social media - connectivity</li> <li>▪ App development - customized options</li> <li>▪ Shoulders on roads for cycling (especially secondary roads)</li> <li>▪ Roaming charges lowered or waived</li> </ul>
<p><b>Nimble Business Climate</b></p>	<ul style="list-style-type: none"> <li>▪ Ability for B2B</li> <li>▪ Incentives</li> <li>▪ Open government, less bureaucracy</li> <li>▪ Education</li> <li>▪ No silos</li> </ul>

**Opportunity – Local authentic tourism (« Be proud of who we are »)**

<p><b>People</b></p>	<ul style="list-style-type: none"> <li>▪ Decision makers</li> <li>▪ 6 to 19 years old, 20 to 49 years old and 50+ years old</li> <li>▪ sitters, walkers, runners, SHARING</li> </ul>
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<b>Ideas</b>	<ul style="list-style-type: none"> <li>▪ Promote us</li> <li>▪ Stop pretending, start contending</li> <li>▪ Bonfires on beach, Fly tying, clam digging, lobster fishing, farming...</li> </ul>
<b>Money</b>	<ul style="list-style-type: none"> <li>▪ Industry pays for free WIFI</li> <li>▪ Competitive rates</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>▪ Better mobile access</li> <li>▪ Free WiFi in NB (with SIM card)</li> <li>▪ Mobile charging stations</li> </ul>
<b>Nimble Business Climate</b>	<ul style="list-style-type: none"> <li>▪ Regulations / competition</li> <li>▪ Embracing sharing economy (limit regulations)</li> <li>▪ Rural / Urban</li> </ul>

<b>Opportunity – Package experiences</b>	
<b>People</b>	<ul style="list-style-type: none"> <li>▪ Operators</li> <li>▪ Distributors</li> <li>▪ Tourism agents</li> <li>▪ DMO - Local</li> <li>▪ Tourism development specialists</li> </ul>
<b>Ideas</b>	<ul style="list-style-type: none"> <li>▪ Experiences: (culinary, cultural, aboriginal, Acadian, coastal, events)</li> </ul>
<b>Money</b>	<ul style="list-style-type: none"> <li>▪ Startup funds</li> <li>▪ Employment development programs (18-29 years old, 50+ years old)</li> <li>▪ Hotel tax for regional development</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>▪ International flights</li> <li>▪ Train</li> <li>▪ Bus</li> <li>▪ Innovative attractions</li> <li>▪ Park conservation</li> </ul>
<b>Nimble Business Climate</b>	<ul style="list-style-type: none"> <li>▪ Business training</li> <li>▪ Outdated laws (alcohol, agriculture, etc)</li> <li>▪ Departments not coordinated, not working for economic development</li> </ul>

<b>Opportunity – Lower Food and alcohol prices</b>	
<b>People</b>	<ul style="list-style-type: none"> <li>▪ Government (provincial and federal)</li> <li>▪ Restaurants</li> </ul>
<b>Ideas</b>	<ul style="list-style-type: none"> <li>▪ Lower food costs to make us more competitive (US, QC, etc.)</li> <li>▪ Wholesale incentive</li> </ul>
<b>Money</b>	<ul style="list-style-type: none"> <li>▪ Loss of revenue (taxes)</li> <li>▪ But increase in sales</li> <li>▪ Price break for industry</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>▪ Border</li> <li>▪ More coordination between agencies</li> </ul>
<b>Nimble Business Climate</b>	<ul style="list-style-type: none"> <li>▪ Reduce red tape</li> <li>▪ More coordination between agencies</li> <li>▪ Clarity of rules</li> </ul>

<b>Opportunity – Cultivate pride of place among NBers</b>	
<b>People</b>	<ul style="list-style-type: none"> <li>▪ All gov't departments (buy-in)</li> <li>▪ Operators</li> <li>▪ Industry associations, municipalities</li> <li>▪ NGO's, volunteers</li> <li>▪ Community leaders and champions / citizens</li> </ul>
<b>Ideas</b>	<ul style="list-style-type: none"> <li>▪ Training for ambassadors internally - customer service, local knowledge</li> <li>▪ Support in communities to help them tell their stories « I am New Brunswick »</li> <li>▪ Coordinated networking</li> </ul>
<b>Money</b>	<ul style="list-style-type: none"> <li>▪ Framework for training - materials for in-person and online training</li> <li>▪ Baseline « I am NB » knowledge all can access / learn</li> <li>▪ I am NB ambassador program</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>▪ Trainees go to other places in NB to learn how to co-promote</li> <li>▪ Coordination</li> </ul>
<b>Nimble Business Climate</b>	<ul style="list-style-type: none"> <li>▪ Government can't manage the message</li> </ul>

**Opportunity – Niche markets focus : Glamping**

<b>People</b>	<ul style="list-style-type: none"> <li>▪ Specialists in design and construction</li> <li>▪ College students, projects</li> <li>▪ Niche guides / outdoor specialists (foraging, kayaking, touring, eating, drinking)</li> <li>▪ Champion for small businesses</li> </ul>
<b>Ideas</b>	<ul style="list-style-type: none"> <li>▪ Research market in knowing what they want</li> <li>▪ Coop marketing / destination marketing (ie. Cultural Coast)</li> <li>▪ Sharing economy</li> <li>▪ Use it as a tool to showcase our brands (themed)</li> </ul>
<b>Money</b>	<ul style="list-style-type: none"> <li>▪ Coop marketing / destination marketing</li> <li>▪ Program to help private mitigate risks</li> <li>▪ Public and private money</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>▪ Have comforts of home</li> <li>▪ Use green technology</li> <li>▪ Variety of glamping levels for a variety of levels of markets</li> <li>▪ Fostering private investments</li> </ul>
<b>Nimble Business Climate</b>	<ul style="list-style-type: none"> <li>▪ Building permits (consistency, provincial/federal alignment)</li> <li>▪ Funding</li> <li>▪ Environmental assessments</li> <li>▪ Government climate of support</li> <li>▪ Testing grounds for green energy</li> </ul>

**Opportunity – Destination Marketing Fee (two groups combined)**

<b>People</b>	<ul style="list-style-type: none"> <li>▪ Government and Cabinet support / Champion</li> <li>▪ Industry advocacy</li> </ul>
<b>Ideas</b>	<ul style="list-style-type: none"> <li>▪ Collaboration to ensure plans are high quality</li> <li>▪ Educate people</li> <li>▪ Long term planning</li> <li>▪ Move into 21st century</li> <li>▪ Needs to be strategic</li> <li>▪ Set criteria - 30% events, up to 30% infrastructure</li> <li>▪ Marketing</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Infrastructure</li> <li>▪ Product development</li> </ul>
<b>Money</b>	<ul style="list-style-type: none"> <li>▪ Implementation not costly</li> <li>▪ Once implemented, \$8-9 million for provincial</li> <li>▪ Money comes from visitors via private sector hotels</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>▪ Process same as HST collection</li> <li>▪ Transparency</li> <li>▪ Advisory board of committee for regions</li> <li>▪ Legislation approval to collect tax</li> </ul>
<b>Nimble Business Climate</b>	<ul style="list-style-type: none"> <li>▪ Legislation</li> <li>▪ # of steps need to tax collection needs to be minimal</li> <li>▪ At DMO level, transparency, criteria, low red tape, measurement and metrics</li> <li>▪ Policy change</li> <li>▪ Industry, provincial and municipal support</li> <li>▪ Delays because of government change</li> </ul>

## LESSONS LEARNED

This summit was the eighth in a series of sector specific Opportunities Summits throughout the Province. For every summit lessons learned are noted to inform future Summits in the series.

### What went well

- Bilingual conversation
- Adequate space and good service from hotel and staff
- Lots of energy and participation from the attendees

### What could be improved

- Initial presentations ran over time, not enough time for brainstorming section
- Delayed report delivery
- More participation from younger industry members and first nations

## **NEXT STEPS**

### **Summit Survey**

Following the summit a survey was sent to the participants to collect additional input on the ideas discussed and the event itself. This feedback helps us to assess which discussions resonate beyond the summit, as well as to continue to improve future summits.

### **Summit-Specific Report**

Following each summit a report of the ideas generated (this document) and participant feedback (Appendix C) is shared with all participants following the summit.

### **All-Summits Report**

After the full series of summits have been completed a final report will be prepared and shared with all summit participants. This is meant to provide visibility of the ideas generated from other summits and to highlight common themes related to the opportunities.

### **Early Opportunities**

The Jobs Board Secretariat plans to identify and advance initial opportunities coming from the summits in partnership with Opportunities NB and lead departments, and to test the opportunities-model of economic development using the 5-policy pillar structure on these early opportunities. We will also identify opportunities that would benefit from further study and those that government is not well-positioned to lead, and share this assessment with the community of participants and interested New Brunswickers.

### **Implementing Policy Conditions for Growth**

Finally, with your help, we will identify the best growth opportunities for New Brunswick. The Jobs Board Secretariat will coordinate the formation of cross-departmental teams, the development of opportunity plans and measures, and assist in the implementation of the necessary policies to create the conditions growth. GNB will then track the progress and outcomes of these efforts and report those findings.

### **Future Summits**

Consideration is being given to hosting follow-up summits in 2016 and early 2017 to explore whether this approach is demonstrating early results, discuss how it could be improved, and what has changed with the opportunities for NB's economic growth.

## APPENDIX A: ATTENDEES

Name / Nom	Organization
Abby Pond	Charlotte Coastal Region Tourism Association
Allan MacDonald	Whales n Sails Adventures
Andrew Casey	Parkland Village Inn
Andrew Fry	Fundy National Park
Anna Marie Weir	Roads to Sea Guided Touris
Barry Ogden	Community Leader, Teacher
Ben Champoux	3 Plus Corporation
Beth Kelly Hatt	Aquila Tours
Bruce Dougan	Magnetic Hill Zoo
Catherine D'Allaire	City of Moncton (Tourism)
Cathy Pugh	Fredericton Convention Centre
Cherrie Gosselin	Goûte Ça / Taste This!
Chris Aerni	Rossmount Inn
Cindy Trevors	Miramichi River Tourism Association
Daniel Caissie	Le Pays de La Sagouine
Daniel Landry	Ville de Caraquet
Danny Pellerin	Town of Shediac
David Seabrook	City of Fredericton (Tourism)
David Whittingham	Blair House Heritage Breakfast Inn
Dennis Campbell	Ambassatours
Don Hemmings	Hemmings House
Ellen Tucker	Freedom Tours
Eric Larocque	Congres Mondial acadien 2019
Gail Bremner	Stonehammer Geopark
Geri Syroteuk	Parks Canada
Greta Drapeau	Cape Engrage
Heather Almeda	St Croix International Waterway Commission
Jeff MacTavish	City of Miramichi (Tourism)
Jeff McCarthy	Kings Landing Historical Settlement
Joanne Berube Gagne	Office du Tourisme Edmunston Madawaska
Johanne Gallant	Fredericton Airport
Karen Mersereau	Hotel Paulin
Kathy Weir	Broadleaf Guest Ranch/TIANB
Mark Jelley	Magic Mountain
Maryse Cormier Foo	Casino NB
Matthew MacKenzie	Algonquin Resort
Melanie Colpitts	Aquila Tours
Meredith Caissie	City of Bathurst (Tourism)

<b>Name / Nom</b>	<b>Organization</b>
Nancy Belliveau	City of Campbellton (Tourism)
Nancy Lockerbie	Fundy Trail
Noel Hamman	Hopewell Rocks
Patricia Bernard	chef de la nation melecite a Edmundston
Patrick Bourque	ACOA
Realdine Robichaud	Office du tourisme de la Péninsule acadienne
Robert Landry	Commission du tourisme acadien du Canada atlantique
Roberta Clowater	CPAWS
Ron Beckwith	Roosevelt Campobello International Park
Sasha Wood	NB Social Policy Research Network
Stan Choptiany	Village of St. Andrews (mayor)
Sylvain Godin	Village Historique Acadien
Tammy Brideau	Goûte Ça / Taste This!
Tim Fox	Fredericton Community Foundation
Valmont Martin	Les jardins Inn
Victoria Clarke	Destination Saint John

## APPENDIX B: PARTICIPANT FEEDBACK

Surveys sent – 52

Responses received – 26 (50%)

*Our objectives for the Tourism Opportunities Summit were:*

### Information Gathering

- Identify a long list of viable economic opportunities to explore
- Identify conditions for success in identified opportunities

### Participant Experience

- Participants had a positive experience and their contribution mattered
- Participants felt heard

*Nos objectifs pour le sommet des possibilités touristique ont été :*

### Collection des idées

- Identifier une liste des opportunités économiques viables pour explorer
- Identifier les conditions de réussite pour les opportunités identifiées

### Expérience des participants

- Participants ont eu une expérience positive
- Les participants se sentent entendus

Answers are presented in the language they were submitted. / Les réponses sont fournies dans la langue qu'ils ont été reçu.

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### **Q1. Which opportunity discussed most interested you?/ Quelle opportunité discuter vous intéresse le plus ?**

#### Theme – Tourism Marketing Fund

- TMF/DMF – x6
- “Le fait que le secteur touristique ait été invité à se prononcer et que la province reconnait l'importance de l'industrie touristique est un grand pas. Comme l'argent est très souvent le nerf de la guerre, je crois qu'il sera important de trouver une façon de rendre la taxe sur l'hébergement en vigueur. Partout où on va elle existe, même au NB mais de façon sporadique et volontaire.”

#### Theme – Marketing

- “Marketing year-round tourism opportunities in NB”
- “Ou doit-on concentrer nos efforts marketing?”
- “future trends in communication/marketing tourism”
- “NB Pride concept, to build social media around the "real" experience that is NB. The opportunity to showcase "authentic" through social media could be huge.”

- “Developing our sense of story and pride of place in order to achieve the highest quality experience for tourists that relies on the NB experience, which is local, authentic and natural.”
- “Developing storytellers within our regions and three cultures to give visitors and fellow NBers a better understanding of what this province is all about. People love inaction with "real" people. THis can be done trough local community actions groups.”

#### Theme – Collaboration

- “Cultivate pride in our region and cultures (work together: North & South; French & English; etc.)”
- “Unificaton of the Tourism Industry as NB ambassadors”
- “Growi g our tourism industry by all operators and province working together to create a pride in product, place and our people. I am NB! Asking our employees to share their personal love of the province to help each us become better ambassadors.”
- “Networking with other tourism professionals and generating practical ideas for the future”

#### Theme – Other

- “Short term and 3 year solutions to scaling the industry”
- “disruptive innovations”
- “Ambassador Training & Indigenous Tourism”
- “Identifying the opportunity to Educate tourism leaders on the province in its entirety”
- “how to intercept visitors”
- “Toute l'appuie au évènement majeur comme moteur du tourisme.”
- “Ajouter de la valeur et l’expérience au produit du terroir(Brasserie, Vin, Distillation etc..fabriqué au NB)”
- “Les produits du terroir”
- “Le développement d'expériences pour le visiteur”

### **Q2. How do you feel that your contributions were heard?/ Comment pensez-vous que vos contributions ont été entendues ?**

Not at all / Pas du tout – 0%

A bit / Un peu – 38%

A lot / beaucoup –42%

Completely / Complètement – 19%

### **Q3. L'élément le plus important que j'ai retenu suivant le sommet est : / My biggest take-away from the Summit was:**

#### Theme – Collaboration & Alignment

- “Great exchange of information.”
- “The observation that many of us were on the same track.”
- “That we need to work as one province, one team, no matter who we actually work for!”
- “La majorité de l'ensmeble des acteurs touristiques semblent allez dans la même direction”
- “Ne plus travaillé en sillo - Les Ministères?”

- “Industry has as big of a role in achieving our objectives as government. We're not working together.”
- “We're still talking about the same challenges and wish list that we were ten years ago - no action because there's been no action plan. “
- “Le Premier Ministre et le Ministre du Tourisme semblent sur la même longueur d'onde.”

#### Theme – Topics from Presentation (2031, Technology and Disruption)

- “key presentation by 2031”
- “L'adaptation de la technologie d'ici 2031.....Bonne présentation mais trop court.”
- “the internet is a disrupts tourism, though we may use this to our advantage”
- “l'importance d'exploiter les réseaux sociaux, le web”
- “La transformation des outils de communication web”
- “Il faut avoir une approche concertée et a jour (technologiquement parlant)”
- “The sharing economy is coming.... time to embrace it!”

#### Theme – TMF

- “Lack of support for the TMG”
- “For an obvious immediate opportunity the TMF should be acted upon”
- “I'm glad the Premiere was upfront and frank about his concerns re: the DMF”
- “Questionable support from Premier on DMF”

#### Other

- “Without political will, no good idea will move forward, however valid it is”
- “Change Management Techniques work better for this type of dialogue.”
- “Need to build a provincial air strategy”
- “The disparity in technical and knowledge between large and small operators”
- “more still needs to be done to position tourism as an economic generator”

#### **Q4. S'il vous plaît évaluer les éléments suivants du sommet / Please rate the following elements of the summit:**

	unsatisfactory / insatisfaisante	neutral / neutre	good / bon	great / excellente
Venue/ Lieu	4%	15%	19%	62%
Timing/Calendrier	4%	8%	28%	60%
Refreshments/Nourriture	0%	0%	46%	54%
Faciliator/Animateurs	0%	0%	54%	46%
Agenda/Ordre du jour	4%	12%	54%	31%

#### **Comments**

- « Je crois qu'un lieu plus centralisé serait plus approprié. »
- « Merci d'avoir pensé à nous pour ce sommet, c'est bien de voir que l'industrie touristique semblent vouloir travailler dans un commun accord. Comme M. Fraser l'a mentionné il faut démolir le travail en sylo afin d'aller de l'avant tous ensemble. #N.-B\_Proud »
- “Beautiful location but too far, some people had to travel over 5 hours. Time was great. Food was wonderful. Facilitators (Amanda and Jason) were good. The structure seemed a bit too controlled. More ideas may have surfaced.”

- “Sometimes brainstorming sessions only yield the opinions/agendas/concerns of the loudest voice/strongest personality and/or the biggest business at the table. If the brainstorming session was divided up into small/med business challenges/concerns separately from large business challenges/concerns - it would have yielded a truer reflection of the challenges/concerns of the tourism industry in NB as a whole. The challenges/concerns we have as small/med sized business owners (that fill up the rooms in the hotels and the restaurants because they've come to partake specifically in our tourism experience) some of concerns/challenges are the same (small/med vs big) but many are not. I also would have preferred an opportunity to discuss issues/challenges/concerns with the time that was allotted/used presenting a power point presentation (that was only half presented).”
- “Thanks for the opportunity to participate in forging the future of tourism in NB!!!”
- “Greg, the guest speaker elevated the total event making the process and location less important.”
- “St. Andrews is great, but it was a lot of travel, when Fredericton might have been more central. There was also far too much political speak. Half of the meeting was us listening to people, when I thought the purpose was for the gov't to listen to us.”
- “Although the Algonquin was a great venue, a more provincially central location would have been more convenient and cost effective for participants.”
- “Thank you for this opportunity to share with others who recognize the importance of tourism to our economy. One other concept that came up at one of my tables was the desire to see both the departments of tourism and education provide encouragement to local educators to show students their own province. For example, francophone students to visit anglophone areas and explore their heritage and culture and vice versa and also for both to explore our First Nations culture. We need to make our young people feel pride in their province. It would be beneficial to discuss this concept with both departments in depth.”
- “Keynote speaker was not allowed to finish; the discussion would have benefitted from a SWOT analysis of the current situation.”
- “Everything was fantastic. However, we can't engage the minds of world class thinkers like Mr. Klassen and then not have the time to hear his entire message. The importance of this discussion suggests that more time was needed for this group to be together. Perhaps in the future, a smaller group could spend more time discussing the pros and cons of certain ideas. It's just that important.”
- “The group may have been too large and topics could have been explored more. The Guest Speaker didn't have time to finish their thoughts so their message did not weave into discussions reverting topics back to 'old topics'.”
- “I really enjoyed the structure, it allowed me to meet new people and the small tables gave each person the opportunity to share their opinion.”
- “If members of the provincial team are going to attend they really need to be more interactive with the operators. They left a huge opportunity on the table to truly get to know the participants and start to grow the I AM NB!”
- “Premier should have stayed for industry introductions We didn't answer the questions the Premier posed in the opening remarks - great questions BTW and gvt needs industry's backing for those "tough" decisions but they weren't discussed MLA's left and didn't return for results It was good to get together again and ask what needs to be done; results are usually the same and if the TMF isn't implemented over the next 18 months before next election cycle, we will not be able to capitalize on the ideas expressed by industry and Greg.”
- “Well organized with strong expertise in leaders and participants.”

## **Q5. The best part of the Summit was / La meilleure partie du sommet a été :**

### Theme – Networking, Collaboration and Sharing of Ideas

- Table Discussion x5
- “Meeting operators from around the province”
- “Brainstorming & Presentation of our ideas”
- “Opportunity to brain storm with industry players on what possible solutions or initiatives might be and to have the Premier and Minister attend”
- “The interaction among attendees. Also, it was encouraging to see the commitment from government to support tourism growth.”
- “Gathering of folks in our industry”
- “Creating ideas with all my colleagues and the opportunity to take each idea and develop on it.”
- “connecting with new industry members and having "non tourism" industry members there”
- “We were able to discuss with other representatives and see their views.”
- “produire nos priorités”

### Theme – Presence to Decision Makers

- Access to Premier and Minister x3
- “Positive tone; variety of examples shared; the Premier's presence”
- “La réponse du PM, car on sentait qu'il avait écouté.”
- “Avoir le personnes présent qui prene les déciision.”

### Theme - Presentation

- Greg Klassen Presentation x6
- “Greg, the guest speaker and his blunt wake up call.”

### Other

- “Inspiration to act more provincially”

## **Q6. The least valuable part of the Summit was / La partie la moins utile du sommet a été :**

### Theme – None/ Positive Comments

- None/NA x7
- “All ok”
- “le tout était très constructive.”

### Theme – Format

- “Rushed format”
- “The brainstorming format”
- “Strong start. Week finish.”
- “Increase the length of discussion. Each participant was given only 90 seconds to discuss their ideas. Lengthen the Summit by an hour, and give us more time to elaborate on our ideas.”
- “Would have liked to rotate or move through more tables - kind of got "stuck" at second table for most of the day, including through lunch”

- “the 2031 exercise - we didn't do anything with that information, just the 3 years info. I know that's the length of this government mandate, but we need longer range thinking”

#### Other

- “Listening to the politicians”
- “The long travel distance”
- “focusing on historic issues rather than progressive plans”
- “Lack of interest from the provincial staff”
- “Les discours”

### **Q7. Où aimeriez-vous voir le gouvernement concentrer ses efforts pour appuyer la croissance en tourisme? / Where would you like to see government focus their efforts to help grow the tourism economy in NB?**

#### Theme – TMF

- TMF x4
- “Legislate the TMF as that will increase marketing efforts thus increase business thus increase employment and tourism tax dollars for the provincial economy”
- TMF (the industry really, really wants this. I wonder if the fact that it wasn't selected by more tables to present is because, as an industry, we're just so tired of talking about it - we just want it done.)”
- “the highest ROI for government would be to implement the TMF; so working with sector to amend legislation/public education should be a top priority”

#### Theme – Marketing

- “I am NB. Je suis NB” marketing campaign (social media as well as television)”
- “An internal public and industry campaign which sells our collective NB story to ourselves, so that we can all be better ambassadors and sellers and create a place, community, experience that is true to who we are rather than a manufactured marketing campaign and then naturally entice visitors to want to come here, stay extra time here, live here...as Klassen says.”
- “more marketing, we need to show off a little more”
- “Supporting product development and marketing efforts”
- “Soutien aux équipes marketing en region”
- “Contribuer au développement d'expériences et leur mise en marché. être plus présents à la formation des intervenants du secteur.”

#### Theme – Ambassador Program

- “Try to have front line employees become provincial ambassadors (promote or at least know about the whole province)
- “Ambassador Tourism Training: How to sell our province by knowing everything about it & Indigenous Tourism”
- “Invest in the education of front line influences to learn more about our own province.”
- “I would like to see the province help to foster the cross province team work and training of our teams so that they can sell the entire province as "provincial tourism ambassadors". Helping to create a buzz throughout all of our employees and an opportunity for them to contribute their thoughts ideas and stories to help us create a pride of place second to none!”

### Theme – Opportunities

- “year-round tourism opportunities (fall foliage tours, winter yurt camping, etc)”
- “Augmenter l'offre d'expérience Nature et valeur ajouter à nos produits terroir( Pourvoirie dans l'aspect nature complètement, VTT,Chasse et Pêche, infrastructure similaire au Quebec et Main,Programme pour appuyer le développement dans les nouvelle tendances. “
- “Publicly embrace the Sharing Economy and be a fearless leader in North America”

### Theme – Coordination

- “Avoir une concertation entre région et le Département du Tourisme”
- “TRAVAILLER DE CONCERT AVEC: ACTE, Expérience Acadie et les autres joueurs de l'industrie.”
- “There are many things we can do without huge expense. We need government to work with existing NB tourism operators who are already working at developing our tourism. We need more co-ordination among operators and government can act as a catalyst for this.”
- “be more united and work together”

### Other

- “There are many important sectors that could be developed, such as a better transportation strategy
- “Competitive technology with web access, intercept program (for visitors and local residents).”
- “Start by clearly stating the reality (literacy issues, cultural and regional divisiveness, labour force focused on EI, partisan politics and funding based on politics rather than sustainability)”
- “Investment in tourism infrastructure (refresh current and investments in new) so we have wow visitor experiences at our key sites and attractions, not underwhelming, tired ones that aren't necessarily on trend with what today's visitors - or more importantly, the visitors of the future - are looking for.”
- “En appuyant les évènement majeurs dans notre régions.”
- “J'aimerais voir le gouvernement lancer des initiatives afin que l'industrie touristique travail dans un accord commun”

## **Q8. What is something you can do to support the growth of tourism in NB?/ Que pouvez-vous faire pour aider a la croissance de tourisme à Nouveau-Brunswick?**

### Theme – Training, Education and Mentorship

- “Continue to mentor student staff”
- “Better train our staff to understand that we're not only selling our own boxed product, we have to sell NB, other experiences and by extension our way of life. PEI, NS, NFLD and New England have been selling their story forever and it works. They each have a sense of place and an 'identifiable identity'. Our worldwide visitors and group tours deserve to hear about all we have to offer so they'll come back, stay longer, feel connected.”
- “We can try to educate front line employees to become provincial ambassadors (promote or at least know about the whole province) and be more united and work together.”
- “Continual education of our teams.”
- “The challenge will be maintaining volume as the industry is under such attack. Messaging reality to the industry through education would be a winner.”
- “I work everyday to support tourism growth. I am right now developing a mentoring/coaching program to help businesses in our region.”

- “I have developed, market ready product for both initiatives mentioned above. My NB101 training product has been delivered at several attractions in the province with great success and I now plan on taking the initiative a bit more provincial with some strategic planning and partners. Currently underway is a pilot project with Elsipogtog, First Nations for a Heritage Interpreter Training & Product Development Program for First Nations :)”

#### Theme – Growth and Development

- “Focused efforts on continuing the growth of the cruise market in NB - opportunities in large ports and niche ports alike, opportunities to market to hundreds of thousands of guests on floating fam tours, opportunities for suppliers to create new product that also works for other markets and extend their seasons to the end of October... there are so many benefits!”
- “Continue to develop experiences and products that are attractive to market segments”
- “We are investing in tourism growth in our province already and have seen steadily improving results. We believe in the tremendous potential for tourism growth in NB! With government support and co-operative efforts we can continue to experience growth.”
- “participer au développement de ma région..”
- “Je serais ouvert à siéger sur un comité concernant le développement de produit événementiel au NB. Les événements sont toujours mesurable et crée un impact économique très positive dans le secteur secondaire (Service)”

#### Theme – Marketing and Promotion

- “Social media - messaging and sharing the messages of others”
- “We promote the whole region all the time to sell our product”
- “I will continue to talk about NB as a destination and I will continue to be authentic. I would be happy to help build and support a "initiative" for creating the I am NB proud philosophy!”
- “Supporter et représenter l'industrie touristique NB, encourager les opérateurs et donner une image positive de notre province”
- “Je fais du marketing de destination à l'international”

#### Theme – Sharing/Collaboration/Promoting

- “Participate and facilitate growth”
- “Participate and collaborate”
- “Participer aux efforts concertés de tous.”

#### Other

- “Encourage competition in small areas! Send tourists to the competitor”
- “Continue to provide grass roots feedback to department staff. We are the people who have taken the risk and are most committed to this industry. If they will listen we have experience and value to offer”
- “work with researchers to help align with some of government's priorities to create a solid evidence base”
- “advocate - ensure objections expressed are addressed”
- “Faire parti et collaborer à la mise en place de la planification stratégique du gouvernement”
- “En oeuvrant à faire venir des événements majeurs dans notre province.”

**Q9. Please share any other feedback you have on the Summit / Veuillez nous faire part d'autres commentaires que vous avez sur le sommet.**

Theme – Constructive Feedback

- “It would have been valuable if the Premier sat in some on the discussion on the work tables. It would have given him the opportunity to follow up on his questions (which were excellent)”
- “I truly appreciate the opportunity to have a voice. I would suggest that more "regular" New Brunswickers should be part of this dialogue. We need more "out of the box" thinkers who are not constrained by years of being in the tourism business or being tourism reps for various levels of government. “
- “Un sommet devrait être organisé avec les groupes d'intervenants, pas seulement avec des individus”
- “It was curious to me that the premier asked very pointed questions in his first address, and yet those were not discussed at all. I would have liked to see us answer some of those questions as an industry. I also wish there had been a little bit more direction so that higher level thinking could have been encouraged - some of the "top" things that emerged seemed to miss the mark, in terms of the higher-level discussion that I hoped for and think would be beneficial for the industry. It also would have been well-received to have the premier stay for at least the introductions of who was in the room - that would have gone a long way in participants feeling valued. Overall, I did enjoy the day and very much appreciate the opportunity to be involved! Thank you for organizing it!”
- “Parties came with their own agendas and very little was accomplished; until a) we are frank of the current state of affairs and b) we unite to tackle the challenges nothing will change.”

Theme – Positive Comments

- “Guest speaker was excellent!”
- “Merci! “
- “Très bien accueillie”
- “Thank you for giving us the opportunity to be part of such a great session.”
- “I thank you for this Summit, but I see it as just the beginning.”
- “I always appreciate any opportunity to share ideas/best practices/opinions/strategies in order to help create a more sustainable, economically viable & prosperous tourism industry”
- “It was valuable to have the ear of government and feel they were listening. I look forward to seeing our ideas developed and adopted as policy. Consulting the industry on how policy should be developed is only valuable if our expertise is respected and incorporated.”
- “I enjoyed having the Premier and the Minter present. This demonstrated that the discussions were important and would be taken seriously. I enjoyed meeting new people and sharing stories with them. I believe this was a useful sessions and I hope that we get to meet again.”
- “A great idea from the province of NB! We really appreciate you creating opportunities to ask for our input. Thank you NB!”
- “Merci d'inclure toute les régions du NB pour un enjeux économique important pour les prochaines années..”
- “Excellente initiative, instructif et une bonne occasion de réseautage. Ça devrait être la norme, une conversation continue avec l'industrie qui change constamment.”

## Other

- “Nous somme une belle province avec tellement de produits diversifié et une inventaire complet devrait être révisé pour aligner avec les nouvelle tendances. (Plages, Culture, Nature, Produit du terroir et événementiel.)”
- “Thank you for the opportunity to bring the industry together with the Minister and Premier. The session started very pumped by the Premier's comments and Greg Klassen's presentations and perspective. The sessions I believe had the participants engaged. The atmosphere after the Premier's comments on the TMF was discouraging. The Industry has been participating and engaged in this particular opportunity for many years and recently felt we were being listened to and moving forward. The positive air was sucked out when the Premier made his TMF comments. Does he not get appropriate or up-to-date industry feedback on this important file/opportunity? Is an incremental \$6 Million and it's ROI not big enough to stay on top of the current status of this opportunity. To say how important this government feels the tourism industry is to this province and then end with those 2 comments unfortunately makes people think that the positive comments are just smoke and mirrors. The industry players are committed and invested - we need a government that is the same....PLEASE.
- “It's is not all about getting reelected”
- “Action some small wins to build our confidence.”
- “Looking forward to reading the reports and contributing on next steps”
- “How did NL make the splash they did? They have at least double the budget of NB THC, they have TMF”