



SAINT JOHN EXPLORER

NEWS FROM THE TOURISM & HOSPITALITY INDUSTRY OF GREATER SAINT JOHN WWW.TOURISMSAINTJOHN.COM

Winter Edition 2010

Stonehammer Geological Project Proposed as First UNESCO Geopark in North America

A community initiative to have the Saint John Region designated by UNESCO as the first Geopark in North America is now in the hands of the Global Geoparks Network selection committee in Paris. Titled the Stonehammer Geological Project, it has been spearheaded by a working group chaired by Bill Merrifield. The application is based in part on research conducted by Dr. Randall Miller, Curator of Geology and Palaeontology at the New Brunswick Museum, and received financial support from the federal and provincial levels as well as the private sector. The proposed Stonehammer Geopark would incorporate a number of sites in the region including Reversing Falls, Rockwood Park, Irving Nature Park, the Fundy Trail Parkway, the proposed Norton Fossil Forest Interpretation Centre on Highway 2, the Lepreau Falls Provincial Park and the New Brunswick Museum. The Stonehammer Geological Project combines a billion years of relatively continuous geologic history with a long history of geoscience investigation. Few cities in Canada can compare with the complex and diversity geology seen here, which has been explored by scientists for more than a century and a half. UNESCO Geopark designation will have considerable economic and tourism benefit to Saint John and the surrounding region. Next steps in the process are a presentation at the international Geoparks Network conference this spring and a visit to Saint John by the selection committee early this summer. Further information on the Stonehammer Geological Project is available by contacting Jane Fullerton or Dr. Randall Miller at the New Brunswick Museum, 643-2300 or 1 888 268 9595.

Aquila to hire new staff

Aquila Tours is growing again in 2010! In preparation for our 28th season of operating tours in Saint John, we're looking for great people to join our team and help us provide the very best experiences to cruise ship passengers. We're looking to fill a variety of positions, including seasonal pierside team members, tour guides and trolley driver-guides, as well as one full-time cruise day coordinator. If you'd like more information or are interested in joining this fun and dynamic team, please contact Sarah Harquail at sarah@aquilatours.com.

noon and 1:15 to 4:15pm. These three hour comprehensive workshops are offered to provincial tourism operators at no cost. Please use this link <http://oss.tourismnewbrunswick.ca/registration> to go to the registration page to select the dates and locations of offerings in your area. The workshop content will feature:

- 1) An overview of the Tourism Technology Website Mentoring Program - simple ways to improve your own business website and search engine optimization.
- 2) Ways to improve your presence on the Tourism consumer website - how to enhance your product description, provide seasonal content and supply images/video.
- 3) An overview of the latest website enhancements and how you can update your own information online with the Operator Self-Serve System.

TRAINING IN HOSPITALITY

TIANB offers free web workshop

The Department of Tourism and Parks is partnering with TIANB to provide our business operators with the most comprehensive web workshop to date. Everyone who is responsible for the content management of a New Brunswick tourism industry website should plan to attend. The Saint John portion of the workshop will be held March 16 from 9am to 12

TIANB to offer free tourism training program for Employers

Are you in need of affordable tourism training for staff or volunteers? If so, there is a FREE program that is right for you! The Tourism Industry Association of New Brunswick (TIANB) in partnership with: NB Department of Post-Secondary Education, Training and Labour and the Canadian Tourism Human Resource Council are holding an upcoming tourism training program in Saint John that includes 8 industry certifications such as SuperHost, First Aid and CPR, and 6 others! Please contact TIANB for more information about this free program. 1-800-668-5313 or info@tianb.com

WHAT'S NEW IN HOSPITALITY



New Hotel Complex Now Open in Saint John

After 15 months of intensive construction, Cyr Holdings Inc. is proud to announce the opening of its new hotel complex: The Château Saint John. M. Bernard Cyr, President of Cyr Holdings Inc., says that the new complex will help diversify the hotel offering in the city of Saint John. “With our rich experience in this kind of offering for business travelers, we are confident that our guests will make the most out of their stay at the new Château Saint John”, says Cyr. “We are dedicated to continuing our expansion into the hotel industry, especially for business travelers.” The new hotel represents a new challenge. “With this new complex, Saint John can benefit from superior accommodations at a fair price,” states Alvin Noël, General Manager, Château Saint John. “Our offering provides great value for your money.” Designed with the travelers in mind, the Château Saint John is situated only minutes from the famous Reversing Falls and the City Market. The hotel pays tribute, through its unique décor, to Saint John’s long and rich history as the oldest incorporated city in Canada. To learn more on the Château Saint John or to better understand

the Château experience, visit www.chateausaintjohn.ca.

David Goss pens newest book on local history

In 1877, Saint John experienced the most catastrophic fire in the city’s history that resulted in the lost of over 1,600 homes and businesses. Although many of the structures that were rebuilt still stand today, the 1950s brought urban renewal development to the city and some historic buildings disappeared. In a new book by renowned local author David Goss, vintage photographs highlight the many changes the city has seen over the years. Goss has authored nearly 3500 articles in a continuous 18-year stretch, as well as led over 300 events for his “Walks n Talks” programs over the course of years. This book is available at area bookstores, independent retailers, and online retailers, or through Arcadia Publishing at (888)-313-2665 or www.arcadiapublishing.com.

SPECIAL RECOGNITION

Delta Brunswick wins National Award

The Delta Brunswick has been selected to receive a Hotel Association of Canada *Hall of Fame* “Award of Excellence” in the category of Humanitarianism. This national award recognizes those working in or who are affiliated with Canada’s lodging industry, who demonstrate dedication and responsiveness to the needs of the local, national and/or global community. It is awarded to an individual, property or company that has, of its own accord, made an outstanding contribution of time, leadership and/or financial support to a cause. The recipient should exemplify the true spirit of giving through volunteerism, inspiration, donations, etc. It is because of their generosity that a community is a better place to live. Delta Brunswick is an active community partner in Saint John, New Brunswick. Their community investment activities are focused on initiatives that leverage employee expertise and leadership to provide support where it is most needed Saint John. The hotel’s major community partnership is with the Business Community Anti-Poverty Initiative (“BCAPI”). Paulette Hicks, General Manager of Delta Brunswick will be in Toronto, February 4th to receive this prestigious award on behalf of the hotel and its employees.

Saint John a la carte receives positive response

In April 2009 a new partnership of attractions was formed under the banner of "Saint John a la carte". The concept was very simple; to provide a one stop shop / booking agent for many Saint John attractions with the aim of keeping tourists in the city and encouraging them to stay longer. Initially the partnership included the JetBoat Thrill Ride and Sightseeing Boat Tour, New Brunswick Museum, Kayaking with Go Fundy Events, Rockwood Park Golf Club, Daytripping, Carleton Martello Tower, Horseback Riding and Carriage Rides at Rockwood Park and Diamond Taxi. During the first year of operation, a la carte attracted a wide and varied mix of tourists from all over Atlantic Canada including many local people, Europeans and Americans and have been pleasantly surprised with the outcome. All bookings are handled by Garth & Helena Millar who own and operate Seely Street B&B. For more information please call 1 877 210 1085 or e-mail info@saintjohnalacarte.com. Check out their website at www.saintjohnalacarte.com

Holiday Inn Express & Suites Saint John Wins big in 2009!

The IHG 2009 Priority Club Excellence Award is based on overall guest satisfaction obtained from Guest View surveys and by providing outstanding experiences for Priority Club Rewards® members during stays at their hotel. As one of 19 hotels worldwide selected for the award, the Holiday Inn Express & Suites, Saint John had to meet the highest standards of quality and customer service. The IHG 2009 Quality Excellence Award is given to hotels achieving distinction in all aspects of their operations. Holiday Inn Express & Suites, Saint John is one of 107 properties selected from the company's more than 4,300 hotels in recognition of overall quality excellence. The hotel was recognized during the 2009 IHG Americas Investors & Leadership Conference in Washington, D.C., November 11-13, 2009.

UPCOMING SPECIAL EVENTS



Second Annual Winterfest – A salute to the 2010 Olympic Games

Feb 19-21, Saint John, Grand Bay-Westfield, Rothesay, Quispamsis will host a weekend full of Olympic-themed winter fun in Greater Saint John! Activities include a Winter Warm-up Breakfast, a *Skating with the Stars* Music & Light Show Outdoor Skate Party, trolley rides, sliding, snowshoeing, skiing, ice fishing, and more! Look for a complete schedule of events coming soon on www.saintjohn.ca.

Rockwood Park geared up for second annual Pavilion Cup

Winter has arrived at Rockwood Park and a volunteer committee worked hard to bring the second annual Pavilion Cup to Saint John this past weekend. Last year 80 teams of four participated in various divisions that resulted in raising in excess of \$45,000 to help establish and send nearly 300 children to summer camps at Rockwood Park. A great line up of hockey and entertainment was planned again this year with all kinds of events to join in even if you didn't lace up your skates. Thanks to everyone who participated.

Saint John 225

Canada's original city – is raising the curtain (and roof) on a year of performances, festivals and events to celebration its 225th anniversary. The website - www.saintjohn225.com is the best way to find out about Saint John 225. The site features:

- **The Saint John 225 Calendar of Events** that will feature all arts, culture and heritage events in the Saint John region;
- **E-news, Facebook page, Twitter and RSS feeds** will keep you up to date on the arts and culture scene in Saint John;
- **Showcase section** will profile local arts, culture and heritage groups and activities;

- **Invite Saint John 225 mascot Art to your place.** Art is popping up all over the Saint John region and wherever Art goes, fun and creative things are sure to happen. Saint John area groups, institutions and businesses can register online as a potential Where's Art venue.

Industry briefings and staff information training sessions are available to all industry members. To find out more information or to book a session please contact Saint John 225 executive director Lisa Hrabluk at lisa.hrabluk@saintjohn225.com. Saint John and its anniversary celebrations were designated a 2010 Cultural Capitals of Canada by the Canadian Heritage Minister in August 2009. This provides up to \$750,000. The City of Saint John and the Province of New Brunswick have each provided \$225,000. Saint John 225 also has private sector sponsorship opportunities.

Uptown Gallery Hops

Dates for the popular Uptown Gallery Hops have been confirmed for 2010. New this year is a winter Gallery Hop, on Friday, February 12. Gallery Hops are also planned for May 7, August 13 and October 15.

Third Space Gallery Partners with New Brunswick Museum

Third Space Gallery, in a new partnership with the New Brunswick Museum, is presenting Passages + Prototypes, a series of multi-media installations featuring the work of contemporary visual artists. Four exhibitions will be presented at the New Brunswick Museum in 2010, beginning with PENTEGOET PARK: THE TERRIBLE ONES by Goody-B Wiseman from January 13 to February 24, 2010. Work by artists Marcia Huyer, Edith Dakovic and Colin Lyons will also be featured in this exhibition series. Elements of the exhibitions will also be displayed in Third Space's ATM window space at 40 Charlotte Street. Third Space Gallery receives financial assistance from The Canada Council for the Arts, annual funding support from the Province of New Brunswick Department of Wellness, Culture and Sport and support from the Telegraph Journal, Punch Productions and UNBSJ.

SAINT JOHN ON THE BAY OF FUNDY

Reversing Falls or Reversing Rapids?

Have you ever spoken to a tourist who was disappointed after seeing the Reversing Falls? You ask them what they were expecting and they reply with: "Niagara Falls upside down." As we all know, this is impossible. The title Reversing Falls has thrown a lot of people off over the past few years, especially tourists. While the Falls are an amazing natural phenomenon exclusive only to Saint John, the decision has been made to rename them as the Reversing Rapids. The Reversing Rapids are significant when it comes to tourist attractions here in Saint John. The complex biology of the rapids have brought countless tourists who have left in awe of their force and uniqueness. This name change will set the appropriate expectations for a visitor's viewing experience.



Hollywood Celebrity Endorses Fundy for New7Wonders

On Monday, January 18, Bay of Fundy Tourism announced that James Tupper, one of Hollywood's prominent television and film stars, as the first Canadian celebrity to publicly endorse the Bay of Fundy's candidacy in the New7Wonders of Nature campaign. James Tupper, born in Nova Scotia, is well known for his current role as Dr. Chris Sands in the highly-rated NBC primetime medical drama "Mercy". James Tupper is rated by US Weekly as one of 2009's "Sexiest Stars" and recently made TV Guide's coveted "Sexiest Men on TV" list.

Bay of Fundy heats up global contest for New7Wonders

The Bay of Fundy was selected to represent Canada on July 21, 2009, as one of 28 worldwide finalists in the campaign to declare

the New7Wonders of Nature. Since July, the campaign has really been heating up, noted Terri McCulloch, Bay of Fundy Tourism Manager (Fundy's official nominating committee). "All the other finalists are starting to move their campaigns nation-wide and we have been doing the same. Our focus during the past several months has been to strengthen our online presence and strategically expand our reach. Maritimers have been amazing in their original voting support which catapulted Bay of Fundy to Canada's only finalist and one of only 28 remaining worldwide finalists. We're now calling on the whole country to vote to ensure that Bay of Fundy becomes one of the top 7." This final phase of the campaign continues into 2011 which McCulloch says presents a "huge opportunity for the Bay of Fundy to be showcased on the international stage beside such well-known attractions as the Great Barrier Reef, the Galapagos, the Amazon Rainforest and Mount Kilimanjaro".

HOW DID WE DO IN 2009?

Greater Saint John is the #1 tourism destination in New Brunswick and we have the statistics to prove it! Here are some quick statistics from last year.

# Meetings, Sport, Trade Shows, Concerts, Festivals, Reunions 2009		318	
Economic Impact(Meetings & Sport)		\$8,473,899	
Motor coach 2009			
Canada	144 coaches	6861 passengers	
USA	72 coaches	2854 passengers	
Cruise 2009			
73 Ships	186538 Passengers		
Visitor Centres 2009			
Visitors to Barbour's	9628		
Visitors to Reversing Falls	23552		
Total Visitors to VIC's	67471		

This newsletter is published quarterly by Tourism Saint John. Should you have any questions or concerns, please feel free to send us an email: visitsj@saintjohn.ca or call us at (506) 654-2990

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