



**MAY 2009**

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### VISITOR INFORMATION CENTRES (VIC) OPENING THIS MONTH

Fredericton's Visitor Information Centers (VIC'S) officially open on Friday, May 15. The City Hall VIC centre unofficially opens on Monday, May 4, and is open 8:15am to 4:30pm weekdays. The West End VIC will now be located at the Kings Landing Historical Settlement, in its Visitor Reception Centre opening June 6<sup>th</sup>.

Fredericton Tourism would like to welcome Sean Eidt, Shawn Amos and Raelene Arsenault to our VIC Supervisor Team.

If you have brochures, menus or posters, please drop them off to our office on 11 Carleton Street, or contact Fredericton Tourism at 460-2041 to arrange for pick-up. The VIC staff may also contact you if more brochures are needed. Space is limited but the VIC will do their best to promote all of Fredericton's businesses and attractions.

## **INDUSTRY VETERAN CATHY PUGH TAKES ON FREDERICTON CONVENTION CENTRE SALES**

Fredericton native Cathy Pugh, a face familiar to many in the tourism industry, is the new Director of Sales for the Fredericton Convention Centre. A long-time industry professional, she has an extensive background in hotel, meetings and conventions sales. She will work directly with Fredericton Tourism for the next several months on an interim basis until the Centre's permanent management team is established.

Cathy was most recently the Director of Sales at the Delta Fredericton (2006-2008) and previous to that spent a decade working with Destination Halifax as Programs Manager and Manager of Sales for Corporate and Incentives Markets. Earlier in her career, she was also sales manager at the Sheraton Fredericton. Cathy is a graduate of the University of New Brunswick.

"We're tremendously thrilled that Cathy has agreed to come on board and lead marketing efforts with the new convention centre. She's very well known and highly respected in the industry, both in Fredericton and across the country. She has a proven track record of success and with her experience and background, she's able to hit the ground running. It's important for the Centre and the rest of our industry that we're in the market selling the FCC now," says David Seabrook, manager of Fredericton Tourism.

Cathy will work closely with members of the Rendez-Vous Fredericton Sales Partnership. She can be reached at [cathy.pugh@fredericton.ca](mailto:cathy.pugh@fredericton.ca).

## **TRAVEL MEDIA UPDATE**

### **Fredericton Takes Centre Stage at Canada Media Marketplace**

Fredericton and the edVentures learning vacation program were centre stage at the prestigious Canada Media Marketplace in New York in late April. The Canadian Tourism Commission invited more than 100 of the best (and most prolific) travel writers from across North America to attend and Fredericton Tourism pitched stories to more than 35 in face to face marketplace appointments (a record number of media requests!). Travel media specialist Stacey Russell and manager David Seabrook sold media on stories about edVentures, Fredericton's Cultural Capitals status, the Beaverbrook Art Gallery, Kings Landing, Lakeway Houseboat Vacations and Kingswood Golf.

New Brunswick's cultural product, including edVentures, took the spotlight when Fredericton Tourism partnered with NB Tourism and Parks, Saint John, Moncton and the Congr s Mondiale Acadien to showcase the Province's artists. Renowned jeweler Trudy Gallagher and award-winning silversmith Bridget Clavette, both edVentures instructors, represented Fredericton. The showcase titled "Galerie New Brunswick" was a true highlight of the entire marketplace and had everyone talking about New Brunswick's "game changing" presentation in the notoriously tough New York media

market. Writers were particularly interested in edVentures. The most common words Dave and Stacey heard were, "I love this edVentures program. I'm pitching that to my editor!" Thanks to New Brunswick Tourism and Parks for their great support.

### **edVentures Gets More Online Exposure**

The month of April saw additional online exposure for edVentures including a blog posting at: [www.jetsettersblog.com/blog/2009/04/10/atlantic-canada-summer-specials/](http://www.jetsettersblog.com/blog/2009/04/10/atlantic-canada-summer-specials/) which discusses a handful of workshops including Introduction to Watercolor, Pinhole Photography and Beginner Basketry along with the Maritime Writers Workshop. Another posting included Travel Pulse ([www.travelpulse.com/Resources/Editorial.aspx?n=54134](http://www.travelpulse.com/Resources/Editorial.aspx?n=54134)) which quoted Fredericton as a "city alive with creative talent".

Also, Fredericton Tourism met with travel writer Bob Fisher at the Travel Media Association of Canada marketplace in February which resulted in an edVentures posting to Fisher's personal blog (<http://traveled.wordpress.com/2009/04/07/edventures-creative-and-visionary-travel-in-new-brunswick/>) whereby Fisher quotes edVentures as "innovative and visionary" and where Fredericton "just 'gets it' and 'gets on with it'... doing what it thinks needs to be done for the benefit of all concerned."

## **GROUP TRAVEL UPDATE**

### **Rendez-vous Canada Marketplace**

Fredericton Tourism will meet with tour operators from around the world at tourism marketplace **Rendez-vous Canada**, May 10-13. Appointments with international and North American tour operators will take place over 4 days to promote Fredericton as a destination for bus tours and Fly Drive itineraries (FIT). Other New Brunswick suppliers attending are Kings Landing, Cities of Miramichi, Moncton, Saint John, Edmundston, Coastal Inns, Hopewell Rocks, le Pays la Sanguine, Village Acadien, l'Acadie, Fundy Trail and reps from NB Tourism's Trade team.

### **Successful Sales Calls to Toronto**

In early April Mary Ellen Hudson met with 15 tour companies over three days in the Toronto area on personal sales calls to their offices. Since David Seabrook was flying into Toronto returning from vacation, he joined Mary Ellen for two days of calls. Tour operators visited included a few that do already overnight in Fredericton, while others were new tour operators in the Asian tour market. There was a lot of interest in Fredericton and there is potential to develop new business into Fredericton for 2010.

## Bus Tours and Room Bookings for 2009

Later this month, Mary Ellen Hudson will be asking Fredericton area hotels to provide their bookings from all tour companies for the season. All tour companies booking overnight stays in the City will then be mailed an information package, providing them with info on attractions and activities their clients might enjoy while here.

In April, Mary Ellen met with representatives from Jonview to conduct hotel site inspections. Jonview is expanding the number of hotels in their tariff. In 2008, FIT room sales in Fredericton increased by 77%; in large part this can be attributed to the UK flight, as Air Transat is the parent company of Canadian Air and Jonview.

## MEETINGS & CONVENTIONS UPDATE

### Building Awareness in Toronto

Wendy met with a total of 17 Toronto meeting planners during sales calls in Toronto in early April. The majority of planners were from National Associations and 3 independent planners. The goal is to build more awareness and put Fredericton on the radar for their next east coast event.

### 2010 Meeting & Event Planner Guidebook

Fredericton Tourism will be updating the Meeting & Event Planner Guidebook over the next few months. This resource book is used by meeting planners as a guide to Fredericton's accommodations, facilities, restaurants, venues, attractions, services, entertainment and much more.

We will update current information listed as well as list services and entertainers in the guidebook. So if you have any updates or news, please let us know. All information that is listed in this guidebook will also be posted on the Rendez-Vous Fredericton website. For more information, contact Wendy Bradley.

Once again, we'll also be offering you the opportunity to advertise in this full colour guidebook. **Ads will be placed on a first come, first served basis (see prices below).**

#### Ad prices:

- Half-Page - Back of tabbed pages (\$500)
- Full-Page – Back of tabbed pages (750)
- Inside Front cover (\$1000)
- Inside Back cover (\$900)
- Back Cover (\$1200)

### Meeting and Event Assistance

For more information on bringing your meeting or event home to Fredericton, contact Wendy Bradley at [wendy.bradley@fredericton.ca](mailto:wendy.bradley@fredericton.ca) or 460-2852

For assistance with servicing an event that is coming to Fredericton, contact Debbie Perry at [Debbie.perry@fredericton.ca](mailto:Debbie.perry@fredericton.ca) or 460-2087.

## CONSUMER MARKET UPDATE

On April 4 & 5<sup>th</sup> Holly Kirkpatrick attended the Ottawa Travel and Vacation Show. Holly was part of a large New Brunswick delegation and featured our edVentures learning vacation program as well as festivals, attractions and trails in our city.

From April 17 – 19<sup>th</sup> Karen Daigle & Bridget McAleenan attended the Moncton Kiwanis Lifestyle Show. Kings Landing Historical Settlement was a partner at this show in the Fredericton booth. The show was very well attended and the knowledge of the edVentures learning vacation program was encouraging.

The SaltScapes Expo took place on April 24 – 26<sup>th</sup>. Wendy Bradley represented Fredericton, where we were once again a partner in the large New Brunswick delegation. Kings Landing was once more a partner in the Fredericton booth at this show. The show was very busy and visitors seemed to be excited to visit the Fredericton area this summer.

The last show of the season will take place on May 3<sup>rd</sup>. The Mother's Day Craft Show will be held at the Boyce Farmers Market from 10am – 6pm. Bridget McAleenan will be representing edVentures Fredericton at this show. If you are interested in learning more about the edVentures Fredericton program, please drop by and see Bridget.

### edventures Open House a Success

The NB College of Craft and Design entertained a full house during the edVentures Learning Vacation Open House April 4<sup>th</sup>. Visitors and residents were delighted to meet with instructors from the program. Register now for your edVenture workshop, as classes will soon be filling up! Call 460-2233 or [www.edventures.ca](http://www.edventures.ca).

## BEJEWEL BECOMES AN ECONOMUSÉE

Atlantic Economusée Network and Fredericton's Bejewel, a leader in quality, handmade jewellery, celebrated a grand opening of the Silversmith-Jewellery ECONOMUSEE in April. This unique network celebrates Canadian craftsmanship by showcasing Artisans at Work. At Bejewel, visitors can learn about the history of the craft through an interpretive exhibit, see the process of production and purchase the products on site. It is also Bejewel's 20<sup>th</sup> anniversary this year!

For more info, visit: [www.bejewel.ca](http://www.bejewel.ca)

## FREDERICTON NAMED ONE OF CANADA'S TOP FAMILY FRIENDLY CITIES

Fredericton has been named the fourth best city for families in Canada by urban visionary, author and newspaper columnist Richard Florida, Director of the Martin Prosperity Institute at the University of Toronto's Rotman School of Management.

In his latest book "Who's Your City?", Professor Florida researched the best places to live in Canada based on five distinct demographic groups - singles, mid-career, family, empty-nester and retiree.

In the Families category, Fredericton finished fourth behind Ottawa-Gatineau, Toronto and Calgary. No other New Brunswick city made the top 10 in any category.

Fredericton is currently on the short list for the Intelligent Community Forum's 2009 World's Most Intelligent City title and has been designated a Cultural Capital of Canada for 2009.

For more information on the rankings of the best cities to live in Canada, go to [www.creativeclass.com](http://www.creativeclass.com) and click on Who's Your City?

## **NEW BRUNSWICK CHEFS BRING HOME THE GOLD**

New Brunswick chefs brought home the gold from the Atlantic Provinces Culinary Exhibition in St. John's, N.L., recently. From Fredericton, Chef Ray Henry of Brewbakers and Peter Devito of the Blue Door were among the winning NB contingent.

The last time New Brunswick won the gold medal was in 2003. The competition brings together top chefs from Nova Scotia, Prince Edward Island, Newfoundland and New Brunswick.

## **SUMMER CEREMONIAL GUARD PROGRAM: STUDENT EMPLOYMENT OPPORTUNITIES**

The Guard Program is a historical re-enactment in the Historic Garrison District. Candidates learn and practice basic drill moves and perform twice-daily parades in Officers' Square. Guards are expected to perform up to three one-hour shifts per day of standing on sentry duty and will be responsible for maintaining uniform and equipment to standard.

Mid-June – Labour Day Weekend

Wage: \$9.00/hr.

Shift work and weekend hours required.

All applicants are required to complete a Fredericton Tourism application form available at 11 Carleton St. or on the City of Fredericton website, (details below) in addition to submitting a resume.

The deadline for applications is 4:30pm on Friday, May 1, 2009.

Forward applications to:

Fredericton Tourism, PO Box 130,  
(11 Carleton St.), Fredericton, NB E3B 4Y7

Phone : 460-2041, Fax: 460-2474.

Email: [tourism@fredericton.ca](mailto:tourism@fredericton.ca)

Website: [www.fredericton.ca](http://www.fredericton.ca) (select 'Careers' under the 'Keyword' Menu) or  
[www.tourismfredericton.ca](http://www.tourismfredericton.ca)

Only those applicants chosen for interviews will be contacted. The City of Fredericton supports employment equity and encourages applications from all interested individuals.

## **ECONOMIC DEVELOPMENT ENTERS NEW PHASE AT CITY**

Fredericton City Council has approved a new approach to economic development at City Hall refocusing the Team Fredericton model. While the name "Team Fredericton" will disappear, there will be an increased emphasis on supporting strategic initiatives, and further developing Fredericton's reputation as an intelligent community, while still providing ongoing marketing and promotional support for economic development.

Don Fitzgerald, Team Fredericton's Executive Director is now Executive Director of Strategic Initiatives for the City becoming the senior staff person assigned to the Planning & Priorities Committee of Council, working with various levels of government and community builders. Fitzgerald will also lead the municipality's "Intelligent Fredericton" effort - working with local business sectors to further promote and build Fredericton's reputation as a knowledge economy.

Just returning from maternity leave, Laurie Guthrie Hayes, Team Fredericton's Promotions Officer, will move to the City's Development Services Department. She will focus on marketing and promoting the City by way of developing/maintaining promotional tools (i.e. business card CDs, relocation kits, web content, community profile); reigniting Fredericton's Business Ambassador Program; promoting the Runway Business Park Network to attract more business and investment opportunities within this major commercial corridor; and other economic development-related activities.

For future reference, please refer to: [www.fredericton.ca](http://www.fredericton.ca) for **Economic Development** information.

## **FIRST ANNUAL CAN-AM ALL BREEDS EQUINE EMPORIUM TO BE HELD THIS MONTH**

The First Annual Can-Am All Breeds Equine Emporium will be held at the Fredericton Exhibition Centre on May 22 – 24. This will feature top clinicians from around the world at the three day Emporium. Visitors to the event will enjoy access to some of the best clinicians and speakers available. Can-Am boasts the largest all breed, all discipline, equine related trade shows in Canada. For more information visit [www.canamequine.ca](http://www.canamequine.ca)

## DO YOU RECEIVE THE ARTS NEWS?

The Arts News is a bulletin compiled by the Fredericton Arts Alliance, distributed by e-mail weekly on Thursdays. To subscribe, send an email to [ArtsAlliance-on@stu.ca](mailto:ArtsAlliance-on@stu.ca).

If you have a community arts announcement that you would like included in the Arts News, please send it to [artsnews@nb.sympatico.ca](mailto:artsnews@nb.sympatico.ca). The deadline to submit notices is *each* Tuesday by 7 PM before Thursday's issue. If you use the Arts News to publicize your activities, you are asked to become a member of the Arts Alliance to support this initiative.

If you would like more information about the FAA or would like to get involved, call 443-9900 or visit: [www.frederictonartsalliance.ca](http://www.frederictonartsalliance.ca)

## ASIAN HERITAGE MONTH

May is Asian Heritage Month. This provides us all with the opportunity to come together to learn about and enjoy Asian Canadian heritage and culture, and to celebrate our diversity. This year, the Asian Heritage Society of New Brunswick has been planning several events in celebration of Asian Heritage Month that are free and open to the public. These events include:

### Explore Asians Exhibition featuring the Philippines

The opening of the exhibition will be marked by an opening ceremony, which is scheduled to take place from **12 pm to 2 pm on Monday, May 4<sup>th</sup>, 2009 in the Lobby of the Centennial Building**. The exhibition will remain on display until June 26<sup>th</sup>, 2009.

### AHSNB's Annual Cultural Gala

The annual Cultural Gala showcases rich traditional Asian performances from several Asian countries, featuring various musical and dance presentations from local Asian Canadian Groups. **This year the Gala will take place at the Fredericton Playhouse at 6:00pm on May 23, 2009.** Admission is free.

## Asian Film Festival

This year, the Asian Heritage Society of NB will be hosting a series of Asian film screenings on **Sunday afternoons from 2 pm – 5 pm at UNB Head Hall**. The film screenings will take place on **May 3<sup>rd</sup>, 10<sup>th</sup>, 17<sup>th</sup>, 24<sup>th</sup>, 31<sup>st</sup>, and June 7<sup>th</sup>**. Light snacks and refreshments will be provided. For more info, visit: [www.ahsnb.org](http://www.ahsnb.org).

## Asian Story Hour for Children

AHSNB is hosting an Asian Story Hour for children on Saturday Mornings at the Fredericton Public Library. Story hour will take place on May 2<sup>nd</sup>, 16<sup>th</sup>, 30<sup>th</sup>, and June 6<sup>th</sup>, from 10:30 to 11:30am.

If you require any further information on these events, or if you wish to volunteer, please contact the AHSNB coordinator, Stacey Pineau, at [stacey.pineau@ahsnb.org](mailto:stacey.pineau@ahsnb.org).

## FREDERICTON SUMMER VISUAL ARTS FESTIVAL 2009

### CALL TO ARTISTS for the ART MARKET – July 2 - 5 Officers' Square, Historic Garrison District

In celebration of our designation as a Cultural Capital of Canada, Fredericton is hosting a Visual Arts Festival, featuring an Art Market located in the Historic Garrison District, Downtown Fredericton.

New Brunswick artists are invited to participate by renting booth space in the Art Market event tent for the purpose of exhibiting and selling their artwork. Space is limited.

Artists are asked to complete an application form and submit images of their work for review by a jury of artists and art professionals. An effort will be made through the jury process to represent a variety of media.

Only original, one of a kind art will be considered. Eligible media includes:

- Painting: Oil, Acrylic, Encaustic, Watercolour
- Decorative or Applied Arts: Wood, Metal, Fibre, Ceramics, Glass, Jewelry
- Photography and Photo-based Arts
- Printmaking: Original prints only
- Sculpture
- Drawing: Graphite, Charcoal, Pastels, Other
- Mixed Media: Collage, Relief, Assemblage (must involve two or more distinct media in one work)

### Deadline for entries: Friday, May 8, 2009

For more detail and application form, visit the City of Fredericton website [www.fredericton.ca](http://www.fredericton.ca) and click on the Cultural Capitals of Canada icon.

## NEW FACES/NEW PLACES

**Mexicali Rosas** – Re-opened under new management, 546 King Street

**T-Zone Vibration Technology** – 546 Queen Street, visit them for a free 10 minute consultation. For more info, tel : 472-8748

**Welcome Back to our Summer Students** – Welcome to our summer students in our Fredericton Tourism office who you may speak with this summer. Returning for a second year is Colleen Burns and returning for a third year is Melany Bentley.

## WHAT'S HAPPENING THIS MONTH

**Playhouse Onstage Gala Dinner – May 2<sup>nd</sup>**

The Playhouse will hold its second annual Onstage Gala Dinner on Saturday, May 2<sup>nd</sup>. Funds raised during this event will go to support a diverse offering of arts presentations. For more info, contact Valerie Hillier, tel: 459-6207

**Spring Mothers Day Craft Show – May 3<sup>rd</sup>**

Boyce Farmers Market, free admission with a donation to Transition House. Hours: 10am – 6 pm.

**31<sup>st</sup> Annual Fredericton Marathon – May 10<sup>th</sup>**

Presented by the Capital City Road Runners, the marathon is one of the oldest and largest running marathons in the province. The race will begin at 8am – 3pm and is located in the Officers Square area.

**“Loyalist Women” – May 21<sup>st</sup>**

Presented by the York Sunbury Historical Society, Government House, 7:30 pm

**First Annual CAN-AM All Breeds Equine Emporium – May 22 – 24**

Capital Exhibit Centre, visit: [www.canamequine.ca](http://www.canamequine.ca)

**“Spring Sprint” – May 23**

Hugh John Flemming Forestry Centre, 11am, 1350 Regent Street. Both 2.5 km and 5 km events. For more info, visit [www.springsprint.ca](http://www.springsprint.ca)

**Lord Beaverbrook Day - May 24**

Beaverbrook Art Gallery, 10am – 4pm. Fun for the whole family! For more info, tel: 458-8545 or visit [www.beaverbrookartgallery.com](http://www.beaverbrookartgallery.com)

*For a complete listing of May's events, visit our Calendar of Events on the Fredericton Tourism website: <http://www.tourismfredericton.ca/en/calendar.aspx>*

## LITERATURE DELIVERY PROGRAM

A.J. Furlotte of Fredericton Tourism delivers Fredericton Tourism's literature to local tourism industry businesses. If you are a tourism operator and would like to receive literature, please contact A.J. at 460-2954.

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Phone: (506) 460-2041, Fax: (506) 460-2474, Toll Free: 1-888-888-4768, Website: <http://www.tourismfredericton.ca>.

Please contact Debbie Perry if you have tourism news you would like to submit in Tourism Talk. Email:

[debbie.perry@fredericton.ca](mailto:debbie.perry@fredericton.ca) Phone: (506) 460-2087, Fax: (506) 460-2474

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