Division:	*Tourism Promotion*	Committee Meeting Date:	
Reporting Period:	*01/2025*	Prepared By:	*Cherie Rice*

Activities:

Tourism Promotion Campaigns

- The Winter campaign launched in December, promoting regional holiday celebrations, festivals and events to near-in-market visitors and locals. A regional holiday guide was developed for download from the visitswnb.ca website and will be used for the duration of the campaign, which will end after the winter warmer festival begins.
- We were successful in our co-investment campaign application with Tourism New Brunswick for 2025. We will partner again with Tourism NB this year for our summer and fall regional tourism promotion campaigns. The summer campaign will be a two-phase campaign that will launch in April/May and run through August, at which point we will launch our fall campaign. Campaign development and creative are currently in the works using the following strategy:

    1. Others Telling Our Story: Leverage influencers to share authentic NB experiences in our region.
    2. Itineraries: Feature influencer-created itineraries on the TNB website to provide curated, actionable content for travellers and direct them to the visitswnb.ca website for more details.
    3. Make it Easy to Book: Itineraries allow our audience to conceptualize their trip, making it easier to say yes and hit action. Phase 2 web development will allow easy-to-build itineraries, making the planning and booking process more manageable for the visitor.
    4. Show our Uniqueness in our Regional Identity: Highlight the unique aspects of our region to strengthen regional identity and appeal to diverse traveller interests

Travel Trade

- We are excited to partner with Tourism NB to deliver a brand-new Travel trade readiness workshop and mentorship program to grow the supply chain of accommodations and tour operators selling to the UK, German, and French markets.

    a. To grow the supply chain of suppliers offering to sell to the travel trade market, these workshops will be used to address the main challenge of lack of understanding of what travel trade is, how business owners can negotiate and position their business in the marketplace and gain a better understanding of whether this sales channel fit their business. As a result, there will be a series of workshops to demystify the travel trade industry, followed by a limited capacity 1:1 mentorship program, which will run through May 2025. This invitation to participate in the workshops and possible 1:1 mentorship program will be released next week.

- In May, Visit SWNB, participating as a seller for Rendezvous 2025, Canada's most prominent travel trade Business-to-business marketplace, which will take place in Winnipeg. We look forward to promoting the region with, hopefully, newly mentored suppliers/sellers on the floor with us.

Website Expansion

- Kickoff of Phase 2 of the tourism promotion website development was held on January 14th.
    - Expansion to include customizable itinerary development, self-serve listing functionality for business owners, regional events and festivals, and new landing pages for travel trade, cruise, meetings and conventions.

Committee Report:

- A Committee meeting was scheduled for December 17th, 2024, however, a quorum was not met, so the meeting was not held. Information on the division's progress and campaign development was emailed to the committee members.

Motion Recommendations:

N/A