

## New Brunswick Tourism

The Future Will **NOT** be the Same as the Past



Department of Tourism and Parks  
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## The New Brunswick Reality

- Tourism stagnant / declining
- Rapid growth of 90's has ended
- Repeat visitation ↑ 60%
- New visitation ↓ 15%

## Consumers Are Changing

- 80% of North American travelers go Online
- 84% of New Brunswick inquiries are Online
- Search Engines used by over 90% of Online travelers
- 63% indicate Online travel searches influenced travel decisions

## Consumers Are Changing

- 67% of potential U.S. visitors (ACTP) "Search and Select" based on Experiences
- Facebook (NA)– 132 million unique visitors June 2008: ↑ 38%
- 4 in 10 Internet users in Canada visit Online social networks ↑
- 3 in 4 U.S. Online adults now use social tools

## Consumers Are Changing

Adults 18+ (Ontario, Quebec, Atlantic)

- 30% read Online magazines
- 40% read Online newspapers
- 25% listen to Online radio

## Consumers Are Changing

- 23% watch online TV
- 48% of online households in U.S. spend 2 hours (+) online
- Newspaper readership is falling – CNN, MSNBC, Yahoo News ↑ 5 to 15%
- Bad experiences can be communicated immediately

## Consumers Are Changing

- 48% of Ontario visitors traveled with GPS
- The Source Sold 1.3 million GPS units in 2008 ↑ 20%
- Visitation at VIC's declining
- 82% of NB travelers stop at an Irving

## Challenges



- The economy
- Aging infrastructure
- Need for new product
- Destination awareness
- Increased competition
- Under-funding for promotion

## Challenges



- Respect for tourism
- Labour shortages
- Seasonality
- Long distance travel
- Air access

## Challenges



- Regional disparity in product quality
- Other government agencies
- Meeting consumer expectations
- Attracting and engaging visitors
- Beyond our control – weather

## Opportunities



- New Brunswick has "EXPERIENCES" that appeal to today's travelers
- New Brunswick – unique, compelling reasons to visit
- Year-round potential

## Opportunities



- Fundy UNESCO Biosphere designation
- Closer to home–drive markets
- Intercept

## Next Steps

Change Will **NOT** Happen Unless **WE** Change



It Takes Leadership to Create Change



Viable and Sustainable Tourism Industry



Destination Competitiveness

## Provincial Tourism Strategy 2010-2012



- Government and Industry
- Industry engagement and consultation
- Shared vision
- Tourism expertise
- Tourism = Social and Economic Wealth
- Completion date May 2009

## Tourism Potential is Strong

The Conference Board of Canada indicates that by 2010:

- ↑ domestic visitation 3.5%
- ↑ U.S. visitation 3.6%
- ↑ overseas visitation 5.2%

## Tourism Potential is Strong

New Brunswick is expected to benefit from this anticipated resurgence in domestic and international visitation as well:

- ↑ domestic visitation 1.9%
- ↑ U.S. visitation 1.8%
- ↑ overseas visitation 4.3%
- ↑ visitation by Quebec

## The Future



- New product proposition
- Powerful "personal experiences"
- Aggressive customer attraction and engagement
- Top quality customer service / training

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## The Future

- Clear New Brunswick destination image
- Laser sharp focus
- Intercept
- Effective partnerships + +
- Year-round travel opportunities

## Shift From Traditional → Online

- Traditional billboards → Digital billboards
- Mobile marketing
- Paid Online content → User generated content
- Newspaper advertising → Online advertising

## Shift From Traditional → Online

- Social Marketing → Blogs, Facebook, Influencers, TravelAdvisor, etc.
- SEO / SEM
- Direct Mail → Customer relationship management

Thank You!