



PRESS RELEASE
For immediate release

13 New Brunswick Finalists for National Tourism Awards

FREDERICTON , September 28, 2009 – Tourism and Parks Minister, Stuart Jamieson, today joined the Tourism Industry Association of New Brunswick (TIANB) in congratulating the 13 finalists from New Brunswick in the running for national awards in tourism excellence.

In total, forty-two finalists were named by the Tourism Industry Association of Canada for the awards, which recognize those people, places, organizations and events that have gone above and beyond to offer a superior tourism experience to travelers in Canada.

“New Brunswickers should be proud that so many of our tourism products, and people who work in the tourism sector, are considered worthy of this national recognition,” said Jamieson. “I want to congratulate the finalists as well as the other nominees from our province.”

“The finalists are excellent examples of the vision and innovation that will ensure a strong future for New Brunswick's tourism industry,” president of TIANB Joanne Bérubé-Gagné said. “It’s important to look to the future to determine how we will further develop and ensure the growth of our industry, but it is also of capital importance to acknowledge the accomplishments of ambassadors who are constantly redefining the standards of excellence!”

The awards will be presented at a gala dinner November 3, 2009, during Canada's Tourism Leadership Summit being held this year in Saint John, New Brunswick.

The New Brunswick finalists are:

Pacrim Hospitality Services Inc.

Hilton Family of Hotels Canada Business of the Year Award – Multiple-Unit

Pacrim Hospitality Services Inc. is one of Canada's largest, privately owned hotel management companies with a portfolio of 60 hotels throughout Canada and the United States totalling more than 6,000 hotel rooms and suites. Pacrim Hospitality Services Inc. (PHSI) is the winner of the 2008 Pinnacle Award as Canada's Hotel Company of the Year and is the exclusive management company of Holloway Lodging REIT. Pacrim manages 7 properties in New Brunswick: Crowne Plaza Fredericton and Moncton, Holiday Inn Express Magnetic Hill, Hampton Inn Saint John and Super 8 Campbellton, Caraquet and Dieppe.

Saint John Port Authority

Starwood Hotels & Resorts Worldwide Inc. Corporate Partner of the Year Award

The Saint John Port Authority has been a leader in the city of Saint John, bringing a new tourism sector to New Brunswick. The sector has grown from a cottage industry of less than 40,000 passengers ten years ago to close to 200,000 anticipated in 2009. The

impact is felt from Hopewell Rocks to St. Stephen, and benefits many small businesses in rural communities in between. The Saint John Port Authority has introduced the Bay of Fundy to major cruise lines from around the world and, through strategic partnerships, has made Saint John the fourth largest cruise port in Canada.

Karl Doestch (Delta Fredericton)

Intercontinental Hotels Group Employee of the Year Award

Karl Doestch is the kind of employee every hotel strives for: friendly, flexible and conscientious. These qualities are critical to the running of any large enterprise, but are particularly important in the hospitality industry. The Delta Fredericton is proud to nominate Karl Doestch for this award as he is a credit to our organization and his community.

Festival Western de Saint-Quentin

Metro Toronto Convention Centre Event of the Year Award

Since their first event in 1985, the Festival Western de Saint-Quentin has been established with national recognition and has become a tourism attraction known for its high quality entertainment and warm hospitality. It has become an essential tourism element in the community. The 25th edition of the Festival Western de Saint-Quentin was held in July, 2009. It offered a wide variety of activities to delight residents and visitors alike. This year's theme "25 years on horseback for Saint Quentin! Don't hold back! Hold on to your hat!" was received with great success.

edVentures

Deloitte Innovator of the Year Award

Set in one of the country's most beautiful and creative communities, Fredericton's edVentures summer program is Atlantic Canada's largest and most diverse vacation learning program in craft and culture. Whether you're touching clay for the first time or mastering digital photography, edVentures instructors engage your mind and energize your creativity. The program features intensive, small-group workshops in five-day weekday, two-day and one-day weekend courses. The program's vision is to provide an exceptional, small group, hands-on learning experience from top-quality, experienced instructors in a refreshing, easy-going atmosphere. Learn. Laugh. Experience. Immerse. Feel connected. That's edVentures. It's like no other vacation you've ever taken.

LG2 and New Brunswick Tourism and Parks

Fairmont Hotels & Resorts Marketing Campaign of the Year Award

Tourism and Parks New Brunswick with lg2, its advertising partner in Quebec, have built, for the past 13 years, a strong, professional and recognizable brand for New Brunswick, emphasizing on its USP: the warmth of its saltwater beaches. Despite sometimes challenging conditions, not once did the province pull back from the Quebec market, developing creative, on-target and innovative campaigns which paid off through the year increasing visitation numbers, destination awareness and appreciation level in the Quebec market. The province also offers support to various partners, so that the infrastructure and experiences exceed visitor expectations.

My Trip Planner - T4G Limited and New Brunswick Tourism and Parks Online Innovation Award

T4G is a company of people passionate about new technology, user experience and delivering solutions that exceed client expectations. This project-based, information technology services organization has offices across Canada in Toronto, Vancouver, Halifax, Saint John, and Moncton. Our more than 230 employees work with over 100

leading firms in communications, retail, travel & hospitality, financial services, legal, government and other industries. Since its inception in 1995, the company has distinguished itself as an award-winning solutions provider. It has the capability and range of expertise of a large firm and the velocity and measurable value of a smaller organization.

Cape Jourimain Nature Centre

Parks Canada Sustainable Tourism Award

Cape Jourimain Nature Centre offers an opportunity to explore the area's rich past and to appreciate the delicate balance between nature and humankind. Education, appreciation and sustainability are fundamental mission cornerstones. Beyond its Exhibit Hall, Cape Jourimain features a number of innovative green technologies that greatly reduce its ecological footprint and the environmental effect of thousands of visitors. The purchase and sale of Fair Trade products is policy, both within its Iceboat Landing Restaurant and Salicornia Boutique. Cape Jourimain Nature Centre is about choices and the connection between those choices and the world we will live in.

Seascope Kayak Tours

Parks Canada Sustainable Tourism Award

Seascope Kayak Tours Inc., a Canadian leader in adventure tourism, has been offering unique, small-group sea kayaking experiences since 1994. In addition to guiding tours from its base in the Bay of Fundy, one of the world's richest marine ecosystems, the company offers kayak expeditions to two other special ocean environments, the dramatic coastline of Newfoundland and the warm tropical waters of Costa Rica. Small group travel minimizes the environmental impact on marine habitats and allows guests to make an authentic connection to local people and ecosystems. This builds customer loyalty, instills cultural appreciation, and encourages environmental stewardship.

Saltscapes Magazine

Tourism Toronto Travel Media Award

Teamwork and innovative thinking have made Saltscapes the most successful and largest magazine brand in Atlantic Canada. With more than 40 excellence awards achieved in less than 10 years, the Saltscapes team has redefined the publishing model on Canada's East Coast. Saltscapes magazine (online & print), its specialty publications, and consumer tradeshow are owned by Atlantic Canadians. The magazine brand showcases the pride and passion of the people and the attractive qualities of the place, providing a compelling draw for visitors. With an annual readership of more than 4 million, Saltscapes delivers Atlantic Canada to the world like no other.

Sandra Phinney

Tourism Toronto Travel Media Award

Sandra Phinney is an ambassador of East Coast culture through story telling. She is currently doing a series throughout the region for Saltscapes Magazine, shedding new light on old communities. Last year, she showcased Cape Breton's Celtic culture (which was short listed for both Best Magazine Article in the Atlantic Journalism Awards and the Northern Lights awards sponsored by the Canadian Tourism Commission); currently she's working on portraits of Pubnico and Arichat in NS, Caraquet in NB. Next year, her sights are on PEI and NL. Phinney cultivates an abiding fascination in what otherwise may be just a passing novelty.

Brian Clark**VIA Rail Canada Volunteer of the Year Award**

Brian Clark has been General Manager of the Fundy Trail Parkway - an eco-tourism adventure site offering visitors an unparalleled opportunity to experience the natural unspoiled beauty of previously unreachable areas of the Bay of Fundy coast - since its opening in September 1998. His previous experience in the hotel industry in Atlantic Canada has given him extensive exposure to and experience in the tourism sector. He is a long-time resident of St. Martins and is active in numerous community and tourism-related organizations.

Joanne Bérubé-Gagné**VIA Rail Canada Volunteer of the Year Award**

For more than 20 years, Joanne Bérubé-Gagné has invested her time and energy to create a dynamic environment for the residents of Edmundston and surrounding areas. Her leadership, commitment, and her direct involvement with the organization of events is a driving force in the community and contributes to the economic and tourism development of the Edmundston Madawaska region. The current president of the Tourism Industry Association of New Brunswick, she has participated actively in numerous organizations over the years including: the Edmundston Jazz and Blues Festival, the Edmundston Chamber of Commerce, Enterprise Madawaska and the Conseil économique du Nouveau-Brunswick.

Congratulations to all the finalists and best of luck at the November Gala to be held in Saint John.

The Tourism Industry Association of New Brunswick acts as the provincial tourism and hospitality organization of the province, existing to fulfill the needs of its membership, in cooperation with both private and public sector partners. As a representative and industry driven organization, the Association provides leadership and direction, aiming towards making tourism and hospitality the leading and most viably sustainable industry in New Brunswick.

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