



# SAINT JOHN EXPLORER

NEWS FROM THE TOURISM & HOSPITALITY INDUSTRY OF GREATER SAINT JOHN [WWW.TOURISMSAINTJOHN.COM](http://WWW.TOURISMSAINTJOHN.COM)

## Special Edition- Tourism Saint John Update

### Important information regarding Tourism Saint John's new DMO

During the October 13, 2009 meeting of Common Council, approval was given to proceed with the establishment of a destination marketing organization (DMO) for the City. Since that time Council has appointed the initial Board of Directors for the organization and this group have commenced meeting to put together plans for moving forward.

The first step for the group is to formally establish the organization through incorporation. This process has been initiated and it is anticipated that the legal work associated with this will be completed by mid February. The costs associated with the incorporation are being paid for by the Hotel Association. Work is also proceeding on development of the funding agreement between the DMO and the City. It is anticipated that this agreement will be brought to Common Council for approval by mid to late February.

The other significant focus for the start-up of this organization is the hiring of an Executive Director. This is a key leadership role and the Board has recognized the importance of making every effort possible to attract the best possible candidate for this position. The planned start-up date for DMO is currently April 1, 2010.

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### Get to know the staff of Tourism Saint John

#### **Andrew Beckett: Deputy City Manager**

As we transition to the new DMO Andrew Beckett is providing oversight and guidance to the existing Tourism staff within the City's operations. He is focused on ensuring that the day to day operations of the Tourism Department function smoothly, that the on-going connections with local industry members are maintained and strengthened and that marketing efforts for our community continue during this transitional phase. He is also providing facilitation assistance to the DMO Board as they get established.

#### **Sally Cummings: Venue Saint John, Travel Media**

Convention and Event Officer, Sally Cummings works with a team of 15 industry partners to bid on future city-wide conferences and sport events. The Venue Saint John partnership has an extensive marketing and advertising strategy that targets key national association markets in Ottawa and Toronto hosting client events, sales blitzes, trade shows, and Familiarization visits to secure future events to Saint John. To reach

Sally via email: [Sally.cummings@saintjohn.ca](mailto:Sally.cummings@saintjohn.ca)  
[www.venuesaintjohn.com](http://www.venuesaintjohn.com) or by phone: 674-4205

#### **Erin McKay: Marketing, Website content**

Erin McKay has been busy this year with the new website and the development of marketing strategies for the New Year. She has been working on the 2010-2011 Visitor Guide and continues to meet with graphic designers regarding the branding of Tourism Saint John. Erin has launched a social media campaign through Twitter and Facebook which has resulted in upward popularity to the Tourism Saint John website. To reach Erin via email: [erin.mckay@saintjohn.ca](mailto:erin.mckay@saintjohn.ca) or by phone at 658-2990

#### **Marcy Loeman: Visitor Information Center Supervisor**

Marcy has been working hard this year partaking in various trade shows, working on advertising for the 2010-2011 Visitor Guide and managing the Visitor Information Center in the Shoppes of City Hall. She has also been compiling important visitor information for this upcoming cruise season as well as yearend statistics. You can reach Marcy by email: [marcy.loeman@saintjohn.ca](mailto:marcy.loeman@saintjohn.ca) or by phone 658-2855

**Janessa Davidson: Administration, Finance**

Janessa is the go to girl around the office. Janessa is busy on the accounting end of things. She's been hard at work invoicing, managing payments and continues to assist in the general administration of our office. Janessa also was an integral part of compiling convention statistics for this year. To reach Janessa by email: [Janessa.davidson@saintjohn.ca](mailto:Janessa.davidson@saintjohn.ca) or by phone 658-2990

**Caitlin Griffiths: Secondment from Province**

Caitlin Griffiths is coming from the New Brunswick Department of Tourism and Parks Product Development Branch on a secondment until the end of March. Caitlin's role with Tourism Saint John is to assist the team on various programs and initiatives in addition to developing Saint John's new Destination Marketing Organization's Membership Structure and Benefits program. Caitlin will be contacting you, the industry members, over the next few weeks to discuss upcoming opportunities with Tourism Saint John. You can reach Caitlin by email: [caitlin.griffiths@saintjohn.ca](mailto:caitlin.griffiths@saintjohn.ca) or by phone 649-6015

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**Tourism Saint John project updates****Venue Saint John Update**

Sally Cummings and the Venue Saint John team have hit the pavement running this New Year, by rolling out the red carpet for our first FAM guest. Saint John is bidding to host the Canadian Chamber of Commerce September 2011 conference and hopes for a favourable decision this spring.

Partners head to Ottawa to target MORE national meeting planners at the annual CSAE Tete à Tete conference at the end of the month. This is one of the premiere trade shows, attracting 400 Association Executives who plan AGM's across Canada. The Saint John Hotel Association is offering a \$2500 diamond ring giveaway in a GLAM promotion, showcasing "Saint John as a GEM and exquisite meeting destination."

Exhibitors from Saint John hotels and attractions will also be selling their services to Provincial event organizers. Over 300 meeting planners will attend the annual meeting planners trade

show in Fredericton on March 22 at the Delta from 10-2pm.

**Travel Media Update**

Saint John will be participating with the province in a major promotion at the Canada Media Marketplace in San Francisco in mid April. New Brunswick will sponsor a "Gallerie-NB" themed event, bringing artisans along to demonstrate New Brunswick's cultural wealth. Sally Cummings will meet face to face with over 25 magazine and newspaper journalists in the U.S. Some recent media inquiries have already included the Austin American-Statesman in Texas, and Town and Country Magazine.

**Tourism Saint John Website Update**

The Tourism Saint John website has been running since September and has received great positive feedback. Tourism Saint John recently launched their social media campaign consisting of popular websites like Facebook, Twitter and Blogger. This is a creative way to market our destination with a personal touch. Being able to communicate first hand with tourists is a great way to attract both new and repeat visitors to our city. We have been getting quite a few hits since we've launched our new website and even more with the use of Twitter and Facebook. You can follow Tourism Saint John on twitter: @tourismstjohn and/or join the Tourism Saint John Fan page on Facebook.

**Events Calendar**

Just a reminder that our website can accommodate events that your industry may have to offer to the public. You simply just need to fill out the submission form online. If the event fits the policy guidelines, it should appear with 24hours on our events calendar.

**Tourism Saint John 2010-2011 Visitor Guide Update**

This year's 2010-2011 visitor guide will have a slight different look than last years. This is due to the incorporation of the Saint John 225 theme. The events of this celebration are extremely important for Saint John and its tourism industry. Saint John will be Canada's designated cultural capital for the year. This is sure to put our city on the map for years to come, therefore extremely important to include these images in our brand. Currently developments are being made with graphic design in the look of the new visitor guides. Advertisement and copy are also in review at this time.

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## **Final Note**

*This is one of the busiest times of year for Tourism Saint John. A combination of a planned marketing program, advertisement redesign, website maintenance, trade shows and the 2010-2011 visitor guide have been keeping the staff here very busy. We want you to know that we are working hard to ensure that we make this year a great year in terms of sales and visitor quality and quantity.*

*The Winter Edition of the Explorer is due out in February. It will be tailored to industry related news.*

### **Contact:**

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