

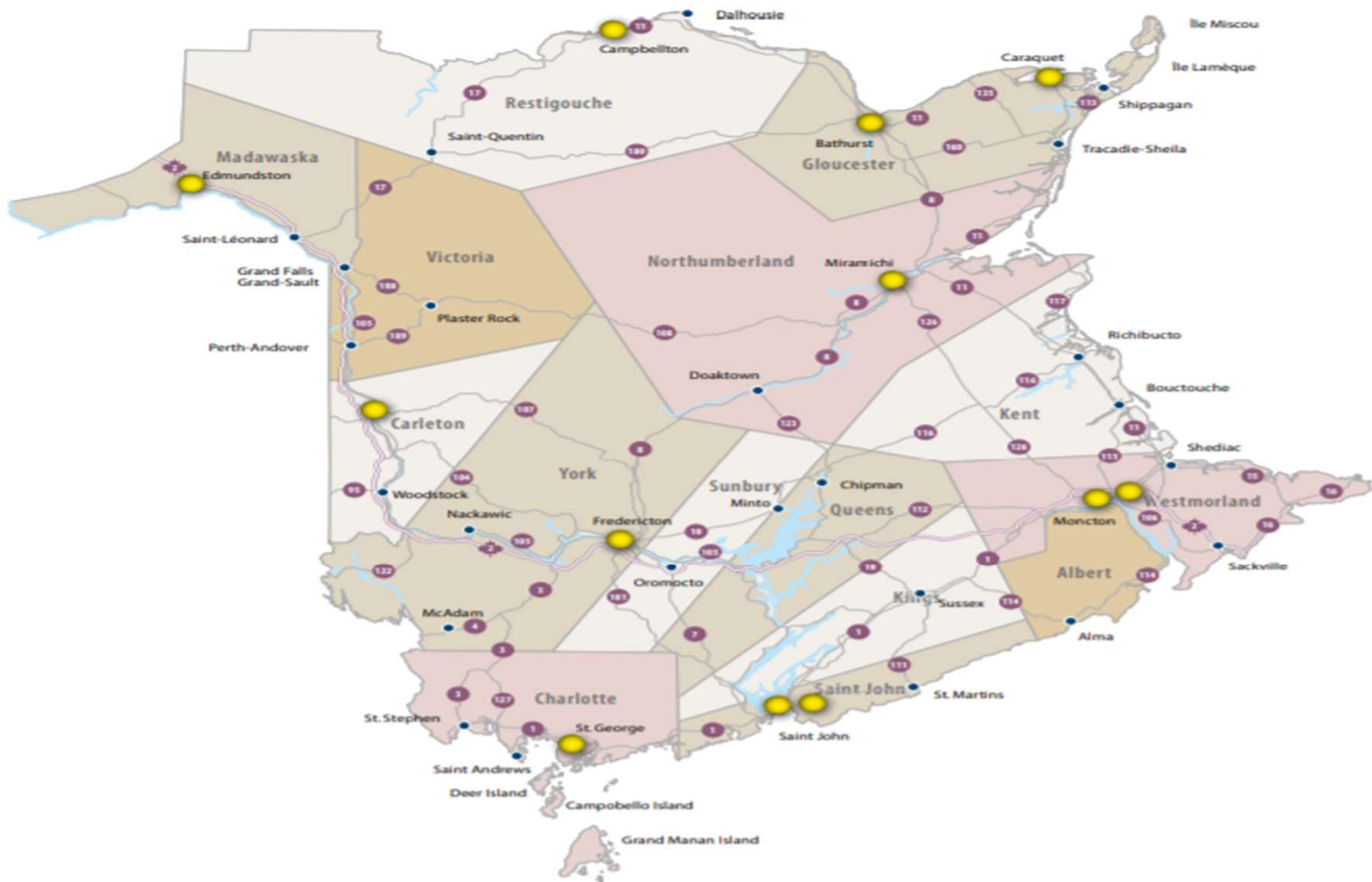
# New Brunswick and its Tourism Industry





# Getting to know the Maritimes

## New Brunswick detailed map





## Atlantic Canada

- ▶ Tourism provides \$4.89 billion annually for the region's economy (2016 figure).
- ▶ Tourism supports 9,600 businesses and 57,000 jobs (2016 figure).
- ▶ Tourism supports regional economies as a majority of people take vacations in their own region.
- ▶ Tourism continues to grow with an 8.9% increase in international tourists between 2012 and 2014.

# Discover Atlantic Canada handout

Province	Characteristics
New Brunswick	
Newfoundland and Labrador	
Nova Scotia	
Prince Edward Island	

# Discover Atlantic Canada handout

## Main Attractions

### Newfoundland and Labrador

Major Cities/Areas	Major Attractions	Popular Activities

### Nova Scotia

Major Cities/Areas	Major Attractions	Popular Activities

### Prince Edward Island

Major Cities/Areas	Major Attractions	Popular Activities

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- **Should we have regional travel offices and travel packages along with provincial offices and packages?**



# Who is travelling?

- **Discretionary travelers**
- **Nondiscretionary travelers**



# Discretionary Travel

- ▶ **Travelers who choose their own itinerary and have the freedom to change their plans as they wish are said to be discretionary travelers:**
- ▶ They make the choices about where they go and what they do.
- ▶ Discretionary travelers generally travel for leisure and personal enjoyment.
- ▶ **Examples of discretionary travel include:**
  - ▶ tourists visiting the seashore to swim
  - ▶ enjoy the sun, tourists visiting museums
  - ▶ amusement parks
  - ▶ people touring foreign countries.
- ▶ This is the type of traveler most people think of when they hear the word "tourist."



# NonDiscretionary Travelers

- ▶ **Travelers who must stick to someone else's schedule and whose reasons to travel are not for pleasure or relaxation are said to be nondiscretionary travelers.**
- ▶ **They travel for business reasons or because a specific event or need demands that they travel for an particular purpose.**
- ▶ **A business person travelling to meet a client, or a person travelling to attend a family funeral are both nondiscretionary travelers—their travel is not for entertainment or personal enjoyment, and they are not free to choose when, where or why they travel.**

Read each of the following examples and choose whether it is discretionary or non-discretionary travel.

Jonathan lives in Bathurst but is going to Saint John to visit his best friend for the weekend. They plan on going to a concert while he is there.

Discretionary

Non-Discretionary


Mrs. Brun travels from Fredericton to Moncton for two days of meetings about online learning. She will stay at the Holiday Inn overnight and return to Fredericton right after the meeting is over.

Discretionary


Non-Discretionary



# Traveler type scavenger hunt



handout





# Discretionary Travel Type

- ▶ **Cultural explorer**
  - ▶ You are a very active traveler who enjoys frequent weekend escapes. Always on the move, you immerse yourself in nature, local culture and history.
- ▶ **Cultural history buff**
  - ▶ You strive to go beyond your own roots to understand the history and culture of others. You are the most likely to own a passport, and you enjoy solitary travel
- ▶ **Free spirit**
  - ▶ Something of a thrill-seeking, travel satisfies your insatiable need for the exciting and the exotic.
  - ▶ likes the best of everything and want to be surrounded by others who feel the same way.



- ▶ **Gentle explorer**

- ▶ You like to return to past destinations and enjoy the security of familiar surroundings. You appreciate convenience, relaxation and typically look for all the comforts of home.

- ▶ **No-hassle traveler**

- ▶ A bit of an escapist, you search for worry-free and secure travel. You look for relaxation, simplicity, and a chance to experience the outdoors with family and friends.

- ▶ **Personal history explorer**

- ▶ You travel to gain a deeper understanding of your ancestry and heritage. Your travel tends to be a shared experience, both during and after the trip.



▶ **Rejuvenator**

▶ For you, travel is a chance to totally disconnect and get away from it all. When you travel, you want to stay in top hotels where you are most comfortable, secure ex....

▶ **Virtual traveler**

▶ Tending not to travel very often, you prefer the comforts of home to the uncertainties of new places or cultures.

▶ **Authentic experiencer**

▶ Your travel type is something of an improv artist, exploring nature, history and culture, all on the path to personal development.



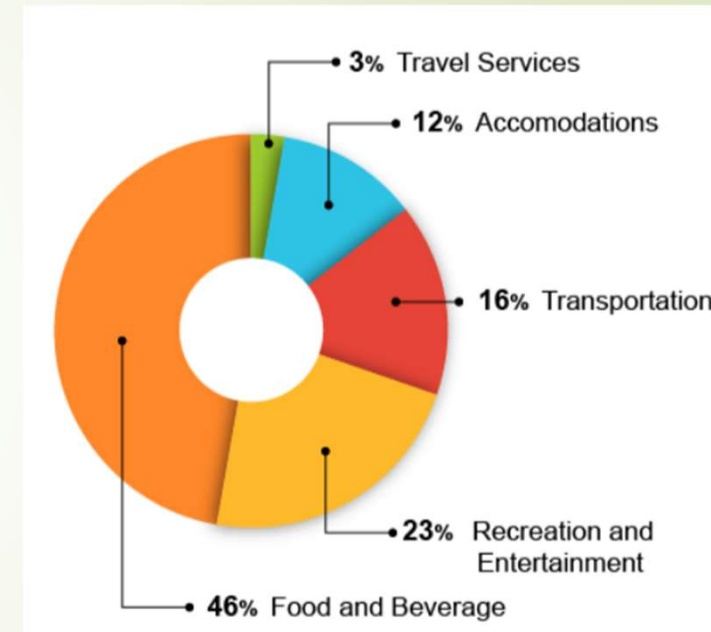
## What travelers need/want?

- ▶ **What are the various goods and services that each type of travelers need/want while away from home?**
  - ▶ **Discretionary**
  - ▶ **Non-discretionary**



## The Tourism Industry's Five Sectors:

- Accommodation
- Food and beverage services
- Transportation
- Recreation and entertainment
- Travel services





# Activity

- ▶ Describe what each of these sectors mean to you.

# Accommodation

- Employers in this group include hotels, motels, resorts, campgrounds, and recreational vehicle facilities.
- They range in size from bed and breakfast operations with one or two bedrooms to multi-national hotel chains with hundreds of rooms.
- hotels, motels and resorts.



# Hotel description

**Full service hotels** offer a number of services not available in the economy sector, such as bed turn-down, wireless, newspaper delivery, room service and airport shuttles. Full-service hotels also are more lavishly decorated and usually include at least one dining facility, a pub or cocktail lounge, a spa facility and banquet rooms.

**Boutique hotels** have a distinct style such as funky, flashy or classic. They generally have less than 100 rooms and offer on-site food and beverage options. Service tends to be more personalized than in the larger hotels.

**Economy/budget hotels** have a standard look and offer basic services with limited food and beverage facilities. An example would be the Comfort Inns. There is a shift in the creation of a new “budget boutique” style which is still within the “no-frills” category but offers style, comfort and a unique atmosphere.

# Hotel classification

Types	Examples
Size (number of rooms)	<ul style="list-style-type: none"> <li>• Under 50 rooms</li> <li>• 50 to 150 rooms</li> <li>• 150 to 299 rooms</li> <li>• 300 to 600 rooms</li> <li>• More than 600 rooms</li> </ul>
Location	<ul style="list-style-type: none"> <li>• Airport hotel</li> <li>• Casino hotel</li> <li>• City centre hotel</li> <li>• Resort hotel</li> </ul>
Level of service	<ul style="list-style-type: none"> <li>• Economy/limited service</li> <li>• Luxury service</li> <li>• Mid-level service</li> </ul>
Market and function	<ul style="list-style-type: none"> <li>• Airport hotel</li> <li>• All-inclusive resort</li> <li>• Bed and breakfast</li> <li>• Business hotel</li> <li>• Boutique hotel</li> <li>• Timeshare</li> <li>• Condominium hotel</li> <li>• Casino</li> <li>• Conference centre</li> <li>• Convention centre</li> <li>• Extended-stay hotel</li> <li>• Resort hotel</li> <li>• Suite hotel</li> </ul>

# Food and Beverage Services

- ▶ This is the largest employment group.
- ▶ It includes restaurants, dining rooms, cafeterias, fast food outlets, hotels, private clubs, resorts, lounges, bars and nightclubs, convention centres, and cruise ships.
- ▶ They range in size from small private restaurants preparing individual meals up to large corporate facilities that prepare banquets for hundreds of people.



# Recreation and Entertainment

- ▶ This is the second largest group and is very diverse. Employers can be zoos, museums, theatres, sports facilities, amusement parks, government parks, heritage sites, hunting, fishing or outdoor adventure outfitters, and casinos.
- ▶ Recreation and entertainment can also overlap with other sectors of tourism, and recreation and entertainment workers may be employed by hotels, resorts, tour companies, convention centres, or transportation companies.



## This sector consists of five general categories:

- **Outdoor Adventure and Ecotourism**

- Hiking and cycling
- Mountaineering
- Canoeing, sailing and kayaking
- Whale watching
- Horseback riding
- River rafting
- Scuba diving and snorkelling
- Sky diving
- Snowmobiling
- Nature and wildlife viewing

- **Ski Resorts**

- **Golf and Tennis**

- **Parks and Attractions**

- **Marine Facilities** - marinas, tour boat excursions, sport-fishing lodges, fly-in fishing camps, whale-watching, kayaking and deep-sea fishing.



# Transportation

- Employers in this group include companies that provide transport by air, land or water, and include airlines, bus companies, taxi companies, ferry services, and cruise ships.



# Travel Services

Travel Agencies

Tour Operators

Destination Marketing  
Organizations (DMOs)

- Employers in this group include retail travel agencies, wholesale tour companies and corporate offices that have enough business travel to warrant their own booking divisions.
- Agencies might be small family operations with one office or large international networks with offices across the country.
- Local travel agent- Maritime Travel or Expedia
- Tour operators- Explorica
- Tourism NB

## Activity

- ▶ List out Hospitality and Tourism Segments or Sectors in the City of Campbellton:

- ▶ Accommodations-Hotels/Motels
- ▶ Food and beverage
- ▶ Travel services
- ▶ Transportation
- ▶ Recreation and entertainment

(in or around Campbellton)

- ▶ Make sure you have a list of 3 items under each category. If it is not located in Campbellton, it maybe located in in the region.
- ▶ Also, in addition, include a list of at least 2 historical sites/symbols in Campbellton.




# Scenic Drives

- In a group use the NB tourist guide to answer the following:
- How many scenic drives are in New Brunswick?
- What are the symbols for each scenic drive?
- Where are they located?
- What cities or communities do they include?
- List five things to do throughout the province.


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- **5 – Fundy Coastal Drive , Acadian Coastal Drive, River Valley Scenic Drive, Miramichi River Route, Appalachian Range Route.**
  - **Cities –**
  - **Fundy – Dieppe, Moncton, Campobello Island, Sackville, Hopewell Cape, Saint John**
  - **Acadian – Bathurst, Bouctouche, Dalhousie, Charlo, Shippagan, Tracadie**
  - **River Valley – Fredericton, Grand Falls, Edmunston**
  - **Miramichi – Miramichi, Doaktown, Blackville**
  - **Appalachian – Campbellton, Plaster Rock, Balmoral, Saint Quentin, Kedgwick**

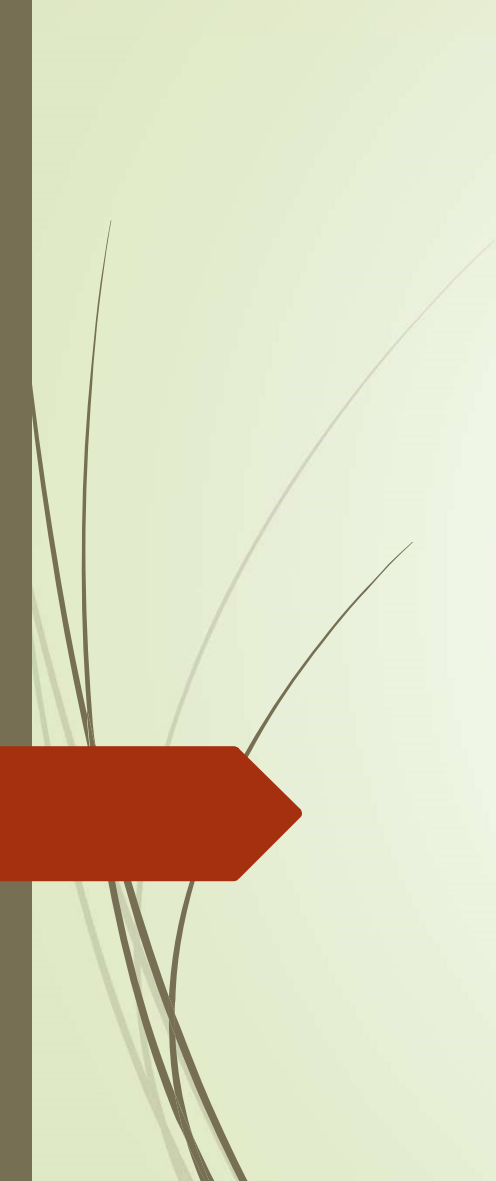
# Five Scenic Drives Project





**How well do you know your area?**





# **NB and the Tourism Industry questions**





# Questions:

- ▶ What was the most difficult part in planning a trip in the different scenic drives?
- ▶ What are the differences between products and experiences?
- ▶ What are some key factors to consider when creating an experience or attraction?
- ▶ What are the effects of weather events on Tourism?
- ▶ Was there products/services available in each tourism sector for your traveler types?
  - ▶ Sectors are: Transportation, accommodation, food and beverage, travel services, recreation and entertainment.



## Questions:

- Was the NB Tourism Website helpful?
  - What was missing, if anything?
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