

# **OUR MANDATE**

To increase tourism revenue to drive economic vitality and enhance quality of life.



# **# of Visitors**



# **1,700,000** (up 13% from 2015)



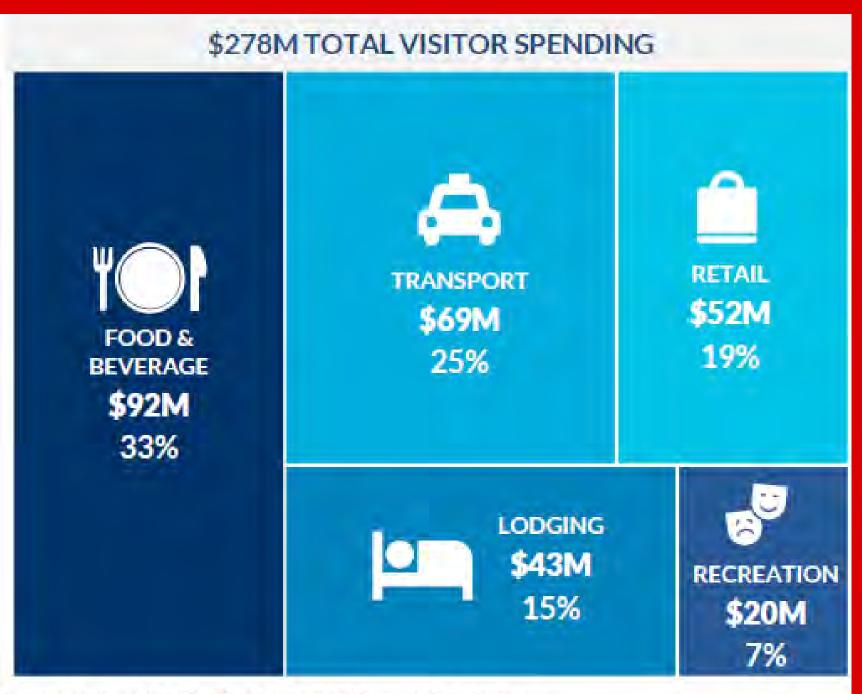


## **Tourism Revenues**

+1.4% to

# \$278,000,000

(up 22% from 2015)

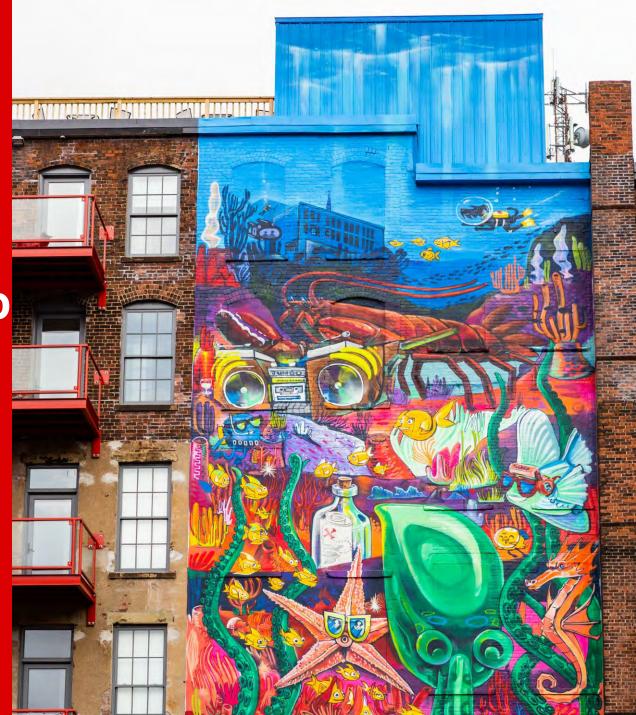


Sources: StatCan; STR; Tourism Economics; Port of Saint John; OAG

# Spending

Overnight visitors spend 4.3 times as much per trip as day visitors

Overnight: \$371 Day: \$85



**Occupancy** 61% (up from 52% in 2015)



# ADR \$123.00

# (up 11% from 2015)

\*Average Daily Rate Source: Tourism Economics





# **RevPAR\***

\$75.00

## (up 31% from 2015)

\*Revenue Per Available Room Source: Tourism Economics



# Cruise Passengers +23% to 196,032 (up 64% from 2015)

# Membership



# 439 members representing 523 businesses





# Signed Contracts

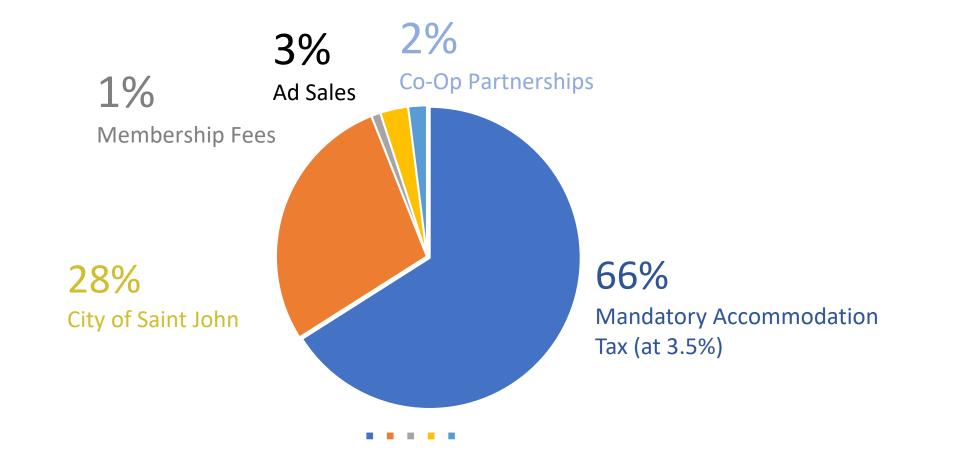
\$77.3M since 2012

# FANK YOU Saint John Hote Association





### **2020 OPERATING REVENUE - ORIGINAL**



# On Track for a Record Year!



# M&C Sales

- Ottawa Meet Week
  - Destination Direct
  - CSAE Tete a Tete
  - REVEAL
  - MPI Charity Auction & Dinner
- FAM Invitations
- Sales Missions





# Trade & Media

- American Bus Association Marketplace
- GoMedia FAM ScheduledMedia Pitches



# Marketing

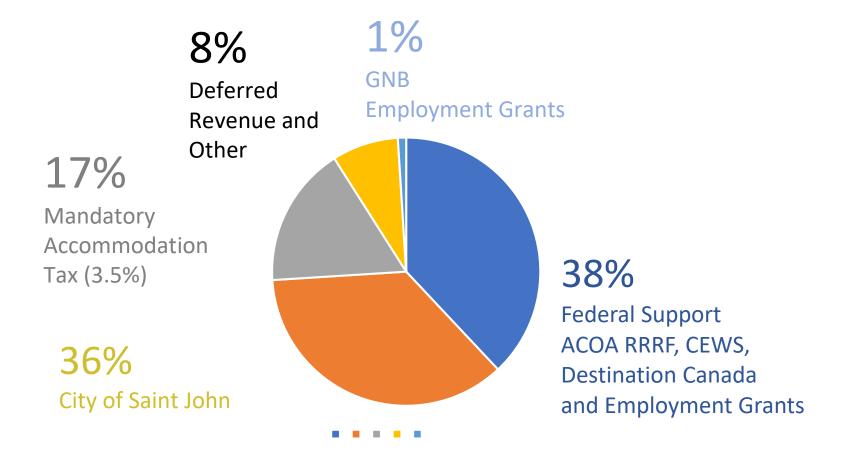
- Air Canada, Porter & Flair partnerships in development
- Guerilla activation
- Evolution of the brand creative platform



# March 13, 2020

SAINT JOHN

### **2020 OPERATING REVENUE** – ADJUSTED FOR COVID-19





# Marketing PIVOT



# RESPONSE

March – Essential Travel Only

### RECOVERY

April – Present Hyper-local/Province-wide/Atlantic Bubble

### RESILIENCE

Future Canada-wide/International Travel

# Stages of the "New Normal"

All Marketing activities continue in alignment with the Department of Public Health and Tourism New Brunswick

### RESPONSE

March – Essential Travel Only

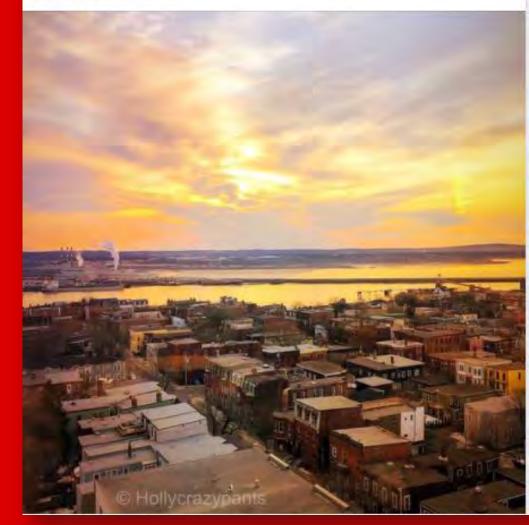
- Social Media daily organic posts to promote experiencing #SaintAwesome from home including virtual tours, exhibits, how-to videos, inspirational photos/videos.
- Website Updates event calendar and operator updates, links to directories of open businesses, promotion of virtual tours, exhibits etc.



Discover Saint John - Découvrez Saint John Published by Jen Silliphant [?] - March 20 - 🚱

Loving the beautiful colours in this sunrise. Holly McKay (@hollycrazypants on Instagram)

#SaintAwesome #ExploreNB #ExploreCanada #explore #sunrise #cityscape



### RECOVERY

April – Present Hyper-local/Province-wide/Atlantic Bubble

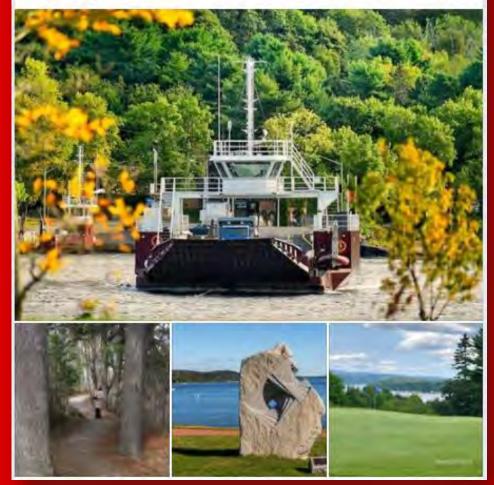
- Launched #DiscoverYourCity social media campaign to encourage locals to explore Saint John and support local business.
- Social Media daily organic posts promoting operators, restaurants, shops opening their physical locations, offering grab-and-go or online delivery options.
- Website Updates event calendar and operator updates, new blog posts.



Discover Saint John - Découvrez Saint John Published by Jen Silliphant [2] - June 9 - 🚱

#### Discover YOUR city #SaintAwesome!

River adventures await in scenic Grand Bay-Westfield, where the historic cable-ferry system carries you along the Saint John River. Discover the history of this picturesque little town, following the Heritage Trail or head to Brundage Point River Centre to marvel at various pieces of public art carved by local, national and international artists. Westfield Golf & Country Club and Welsford Golf Course provide hours of outdoor fun. Many a picni ... See More



### RECOVERY

May – September Hyper-local/Province-wide/Atlantic Bubble

### **Acadia Broadcasting Partnership**

- including FAM tours with on-air personalities
- Jock-talk & give-aways
- Social Media content
- \$25K advertising value



🗧 🛛 Listen Live 🕨

#### A Valley of #SaintAwesome Fun!

September 24, 2020 05:00 pm



Well, the kids are back in school, the stay-cations have been had, and the weather is cooling down. So that's the end of fun for the year, right? Not a chance! There's year round fun to be had in the ...

#### Lobster Love #saintawesome

#### June 30, 2020 01:10 pm

It takes a lot to quiet a group of radio people. (A lot of LOBSTER)! We were treated to 1/4 lb lobster rolls from Karen (The Lobster Lady) at Whitetail Fisheries. Lobster season is finishing up and yo...

#### #SaintAwesome Summer: TimberTop Adventures



July 06, 2020 02:49 pm

Take to the trees for hours of fun exploring 11 different courses with over a hundred different obstacles! You can stick to the easier courses or challenge yourself on some of the more difficult cours...

#### LOOKOUT! #SaintAwesome Views Just Ahead

#### July 14, 2020.04:44 pm



If, like me, you love exploring the wonderful outdoors, you know that New Brunswick has some of the best outdoor exploring around! Start your exploring by driving down to the Village of St. Martins an...

#### Kayaking The St. Martins Sea Caves #SaintAwesome

#### July 20, 2020 11:36 am



New Brunswick is one of the most beautiful places on earth. Just ask the 3 million visitors we welcome each year! There is beauty all around us in this province. And if you're looking for adventure, I...

### RECOVERY

June – Present Hyper-local/Province-wide/Atlantic Bubble

### Launched STILL AWESOME

- \$365K\* multi-channel investment
- June 22<sup>nd</sup> December 13<sup>th\*</sup>
- Goal:
  - Encourage NBers to visit Saint John
- Target:
  - 3-hour driving distance within NB
  - English-speaking markets based on TNB visitor profile research

### \*Note:

 Investment and campaign duration were both increased after attracting additional investment.



Discover Saint John - Découvrez Saint John Sponsored · 🕥

It's time to get back out and start enjoying summer. Come rediscover everything awesome about Saint John.



DISCOVERSAINTJOHN.COM Saint John. Still Awesome. Rediscover Saint John

Learn More

## Social – Facebook



Discover Saint John - Découvrez Saint John Sponsored · 🚱

Uptown is waiting. Come rediscover the shops, art, and history that make Saint John awesome.



DISCOVERSAINTJOHN.COM Saint John. Still Awesome. Rediscover Saint John



It's summer! Time to bike the trails, kayak the bay and explore the coast. Come rediscover all the awesome adventures Saint John has to offer.



DISCOVERSAINTJOHN.COM Saint John. Still Awesome. Rediscover Saint John

Learn More

Learn More

Disco Spons

Discover Saint John - Découvrez Saint John Sponsored · 🚱

Your favourite dishes are here, and new favourites are waiting. Come savour all the flavours of summer, and rediscover everything awesome about Saint John.

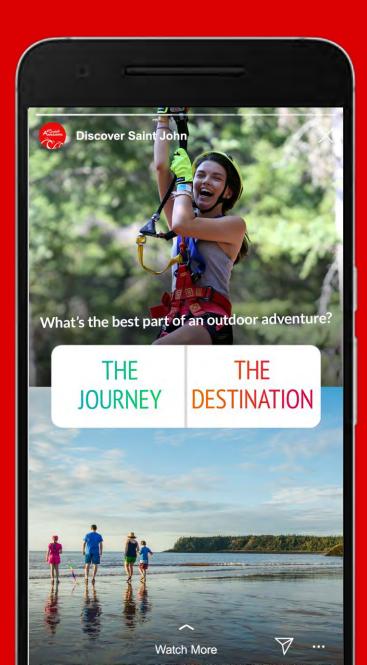


Learn More

DISCOVERSAINTJOHN.COM Saint John. Still Awesome. Rediscover Saint John

# Social – Instagram





# Display







## Influencer – @BohoandBraidsBlog





bohoandbraidsblog • Following Paid partnership with discoversaintjohn Irving Nature Park

bohoandbraidsblog And the WINNER is... @maknny CONGRATS! DM me your mailing address, phone number and email! Thank you so much to everyone who participated!

It's GIVEAWAY time! Did you see my stories and blog post about our amazing trip we just took to Saint John? If not, then check out my highlight reel to catch up on our incredible adventure and head to the link in my bio to hear all about it

Liked by victoria\_clarke1 and 157 others

Add a comment...

## Blog post, social posts, give-away

## Influencer – @Chloslife2go



chloslife2go · Following Paid partnership with discoversaintjohn Saint John, New Brunswick

chloslife2go So stoked after our first day in Saint John! Though we've visited the city many times, experiencing it through outdoor adventures has been a game changer.

Spent the morning riding some trails in @rockwoodparksj with @rowdy.rowsey and @sambosence. This park has so much more to offer than we could've ever imagined and @be.rad.adventures made sure we were prepared for any obstacle coming our way! Thanks to @bikes.beans for hooking @a.llawrence with her sweet ride. 🌇

Liked by timbertopadventures and 173 others AUGUST 11



chloslife2go · Following Paid partnership with discoversaintjohn St Martin Sea Caves

...

chloslife2go Another incredible day of escaping in nature with my best friend @a.llawrence!

After checking out Cranberry Brook Loop, Hearst Lodge Scenic Footpath, the Suspension Bridge Trail and Big Salmon River at @fundytrail Parkway, we got a chance to try the most delicious seafood chowder at #thecavesrestaurant in St. Martins and head out for an afternoon paddle with @redrockadventure. Our guide @liambrennnan taught us about the geology of the Bay of Fundy area and treated us to some tasty local salmon as a mid-adventure snack. Just a short drive away from Saint John, this made



## Blog post, social posts, give-away

## Influencer – @MaritimesMaven



maritimesmaven · Following Paid partnership with discoversaintiohn Saint John, New Brunswick

...

maritimesmayen #VisitSaintJohn & Discover #SaintAwesome CONTEST Enter to Win: 2 Nights at @chipmanhill + \$100 gift certificate for Lily's Lakeside Dining + \$50 GC for @sjcitymarket To Qualify: you must live in the Atlantic Bubble (NB, NS, PEI or NFLD). To Enter: 1, Read, Like & Share this post (read article on website through link in bio), 2. Like pages for: @maritimesmaven & @discoversaintjohn 3. Tag a friend & comment why you would love to win this contest, Entry Deadline: Sept 1st. 2020 at 11:59 p.m. Winners will be chosen randomly and announced Sept 2nd 2020 on Maritimes Maven's Instagram. This contest is in no way affiliated or administered by

OllOlic

maritimesmayen · Following Paid partnership with discoversaintiohn Saint John, New Brunswick

...

maritimesmaven #VisitSaintJohn & Discover #SaintAwesome CONTEST Enter to Win: 2 Nights at @chipmanhill + \$100 gift certificate at Lily's Lakeside Dining + \$50 GC at @sjcitymarket To Qualify: you must live in the Atlantic Bubble (NB, NS, PEI or NFLD). To Enter: 1. Read. Like & Share this post (read article on website through link in bio), 2. Like @maritimesmaven & @discoversaintiohn 3. Tag a friend & comment why you would 💙 to win this contest. Entry Deadline: Sept 1st, 2020 at 11:59 p.m. Winners will be chosen randomly and announced Sept 2nd 2020 on Maritimes Mayen's Instagram. This contest is in no way affiliated or administered by

$\heartsuit \bigcirc \checkmark$	$\square$
Liked by victoria_clarke1 and 64 others	
AUGUST 29	
Add a comment	Host

## Blog post, social posts, give-away

"I have to say, the city is doing a million things right welcoming visitors to Saint John."

@MaritimesMaven

# **ConnectedTV & Audio**

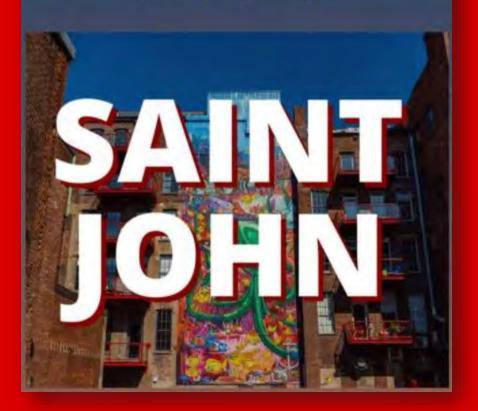
### Connecting with people where they are...



## **Content Creator – Bacon is Magic**

Taking a road trip to Saint John and there seems to be SO much good food.

Would love your tips!



#### HOW CUTE IS THIS #<u>rocuenest</u>?



### Blog/Vlog post, social posts, videos, getaway guide

## **CTV News @5 Contests**

- Fall Romance Package Oct 19th 26th
- Shopping/Dining Package Nov 16<sup>th</sup> –23<sup>rd</sup>
- Brand Spot will be airing for 5 weeks on CTV

Daily live mentions, contest landing page, social media promotion



Sales PIVOT -Meetings & Conventions -Major Events -Sporting Events -Trade & Media



## RESPONSE

March – Present Essential Travel Only

#### **Continued contact with clients**

- Assistance in rebookings rather than cancellations.
- Understanding future requirements.

#### "Taste of #SaintAwesome" care packages to key clients

• Clients have been delighted and sharing on social media.



Jeanna Andre-Murdie • 2nd Client Services Manager at WE Travel Voyages Inc. 1d • Edited • 🕲

A BIG thank you to our awesome partners at Discover Saint John for a welcome surprise to remind all of us that #wewillmeetagain!! Cannot wait to get back to business and book some business in St. John!

...



## **Comments from Clients**



Shelly Elstiger, PPCC = 1st Globally Recognized LinkedIn Trainer-Speaker = Career Specialist = Forbes Writ\_ 2d - Edited = 🚳

This is day #1 of the 7 day T-shirt Tells All series on LinkedIn.

Each T-shirt I wear will show just how powerful and amazing LinkedIn can be at building community!

Today I received my #SaintAwesome T-shirt and how cool is it?

I grew up in the New Brunswick, and lived in Saint John for a few years. So happy I did and have lots of great memories!

I am so excited for the day I can go back to Saint John because it is like the t-shirt says, #SaintAwesome!

If you want a taste of New Brunswick, follow Victoria Clarke, from Discover Saint John here on LinkedIn. She has great videos and showcases everything from fiddleheads to Ganong Chocolates. and tonight she even did a segment on Salmon Run Sculptures on CTV News

So grateful we met Victoria Clarke and just think....LinkedIn helped us meet! These moments also make me realize just how special LinkedIn really is!

Victoria Clarke Executive Director of Discover Saint John 3d • Edited • 🚳

I am bursting with pride!! We will #meetagain and Stephen Ing and Leanne Calderwood, CMP, Shawnna Dickie-Garnhum and I can't wait to welcome you to Discover Saint John #saintawesome #tourismcounts #meetingsmeanbusiness



6.84

Stephen Ing and Leanne Calderwood, ConferenceDirect 147 followers 3d • 🔞

...

What is on our **#bucketlist** once travel resumes? The beautiful and iconic Saint John NB! With so much history, a rich culinary scene, and ocean views that can't be beaten, we're anxious to return and anxious for our clients and groups to be **#SaintAwesome!** 

#### #eventprofs #travel



## RESPONSE

April – Present Essential Travel Only

# "Sampling #SaintAwesome" video series

 Tremendous response from clients and local featured suppliers who play a key role on our FAMs and as part of many meetings & conventions.



Food and Consumer Products of Canada 2,971 followers 1mo • Edited • 🔞

We love this fantastic video featuring FCPC member Crosby Molasses Co. Ltd. As Victoria notes, "there simply isn't a house in the Maritimes that doesn't have a carton of Crosbys in the pantry. Her enthusiasm makes everyone want to ...see more



Victoria Clarke Executive Director of Discover Saint John 1mo • Edited • 🕲

Over 140 Years of "Liquid Gold"! Here's my 3rd installment of Sampling #SaintAwesome

...see more

+ Follow \*\*\*



## Sampling #SaintAwesome



Trevor Grant • 1st Vice President of Marketing and Sales at Moosehead Breweries 2w • 🚳

A huge thank-you to Victoria Clarke for everything she does to promote our amazing city of Saint John and all it has to offer! #SaintAwesome ...

#### #saintjohn #newbrunswick #independent #supportlocalbusiness



Victoria Clarke Executive Director of Discover Saint John 3w + Edited + 🔞

Susannah Oland started brewing and selling beer in 1867 - you better believe that #everybrewhasastory.

Bottoms up to my 8th installment of Sampling #SaintAwesome

You can't sit and talk about #saintawesome Saint John, New Brunswick without a beer and that beer has to be from Moosehead Breweries

For information, check out https://www.moosehead.ca #localfood #eatlocal #dulse #grandmanan #drinknb #beer #beerlover #craftbeer

#takinonefortheteam #eatlocal #nbalways #explorenb #explorecanada Discover Saint John Port Saint John Ben Johnston #TourismCounts



## 14 local products shared with our audiences

#### RECOVERY July – Present Hyper-local/Province-wide/Atlantic Bubble

### **Virtual FAMs**

• Follow-up hosted calls with over 50 key clients.

#### Participation in virtual tradeshows for key events that have been reimagined in 2020

- CSAE
- PCMAIC



### RECOVERY

July – Present Hyper-local/Province-wide/Atlantic Bubble

#### Maintaining relationships is key "TAP" Dance

 Presented to the 26 tour operators that are part of Travel Alliance Partners (TAP) throughout US and Canada.

#### **Bienvenue Quebec Marketplace**

• Held virtually October 26 & 27.

#### Ontario Motorcoach (OMCA) Marketplace

• Held virtually November 9.



# Visitor Experience -Street Animations -Visitor Info Services



## **Rogue Nest**





## #SalmonRun2020





### Artists Fabiola Martinez-Rodriguez & Kelley Joyce-Floyd

## Self-guided walking tours & Selfie spots





#### Partnership with Plasticraft

## **Visitor Information Services**

- Highway 1 West and Barbour's General Store
  - June 19 October 10.
- COVID-19 operational plans and cleaning protocols
- Seven summer staff, seven fall staff
  - Two Canada Summer Job grant placements for youth
  - Two GNB SEED grants for students
  - ACOA RRRF funding for remaining positions
- Printed 25K visitor guides versus 140K in 2019
  - Municipal visitor information centres in NB, Bay Ferries terminals, accommodations and key attractions throughout greater Saint John