





# OUR MANDATE

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



# # of Visitors

↑ +3% to  
1,700,000  
(up 13% from 2015)

Source: Tourism Economics







# Tourism Revenues

 +1.4% to

**\$278,000,000**

**(up 22% from 2015)**

## \$278M TOTAL VISITOR SPENDING



FOOD &  
BEVERAGE

**\$92M**

**33%**



TRANSPORT

**\$69M**

**25%**



RETAIL

**\$52M**

**19%**



LODGING

**\$43M**

**15%**



RECREATION

**\$20M**

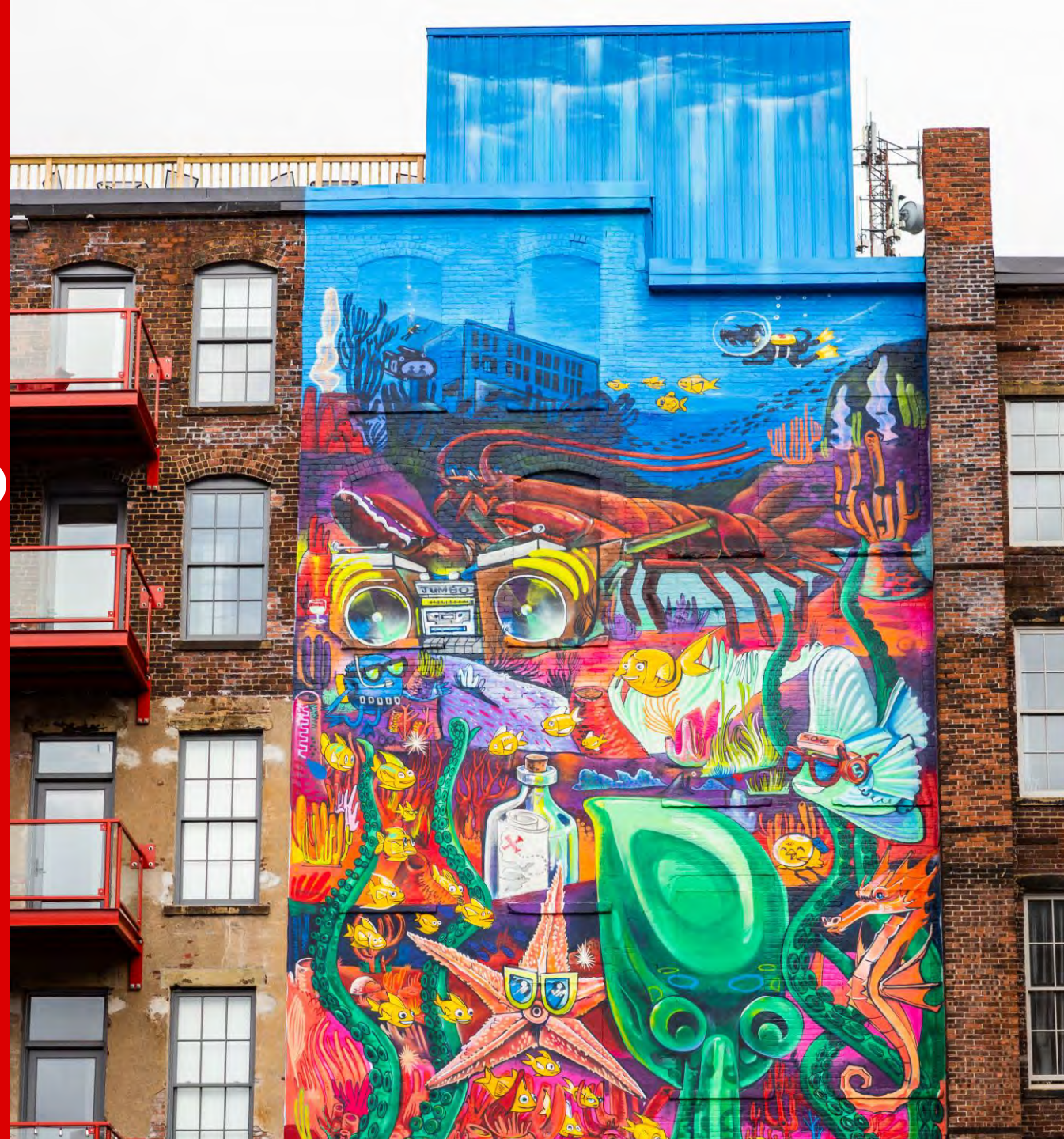
**7%**



# 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)

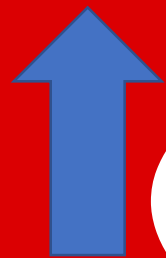


Source: Tourism Economics



# 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

 +6%

**439 members  
representing  
523 businesses**







# Signed Contracts

# \$77.3M

since 2012



**THANK YOU**  
**Saint John Hotel**  
**Association**

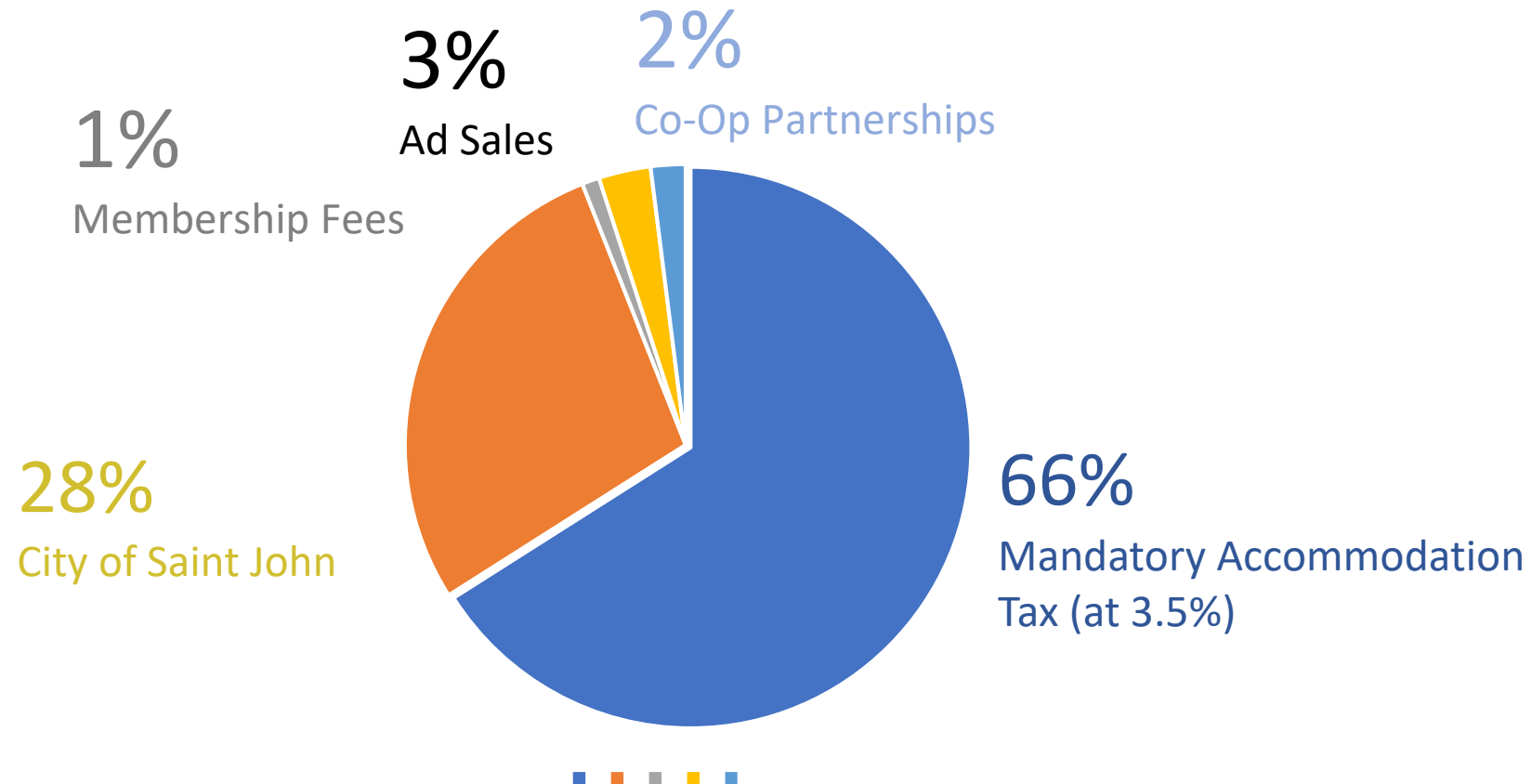


2020





# 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 Scheduled
- Media Pitches

**CANADA**   
KEEP EXPLORING

**CANADA** 



# Marketing

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

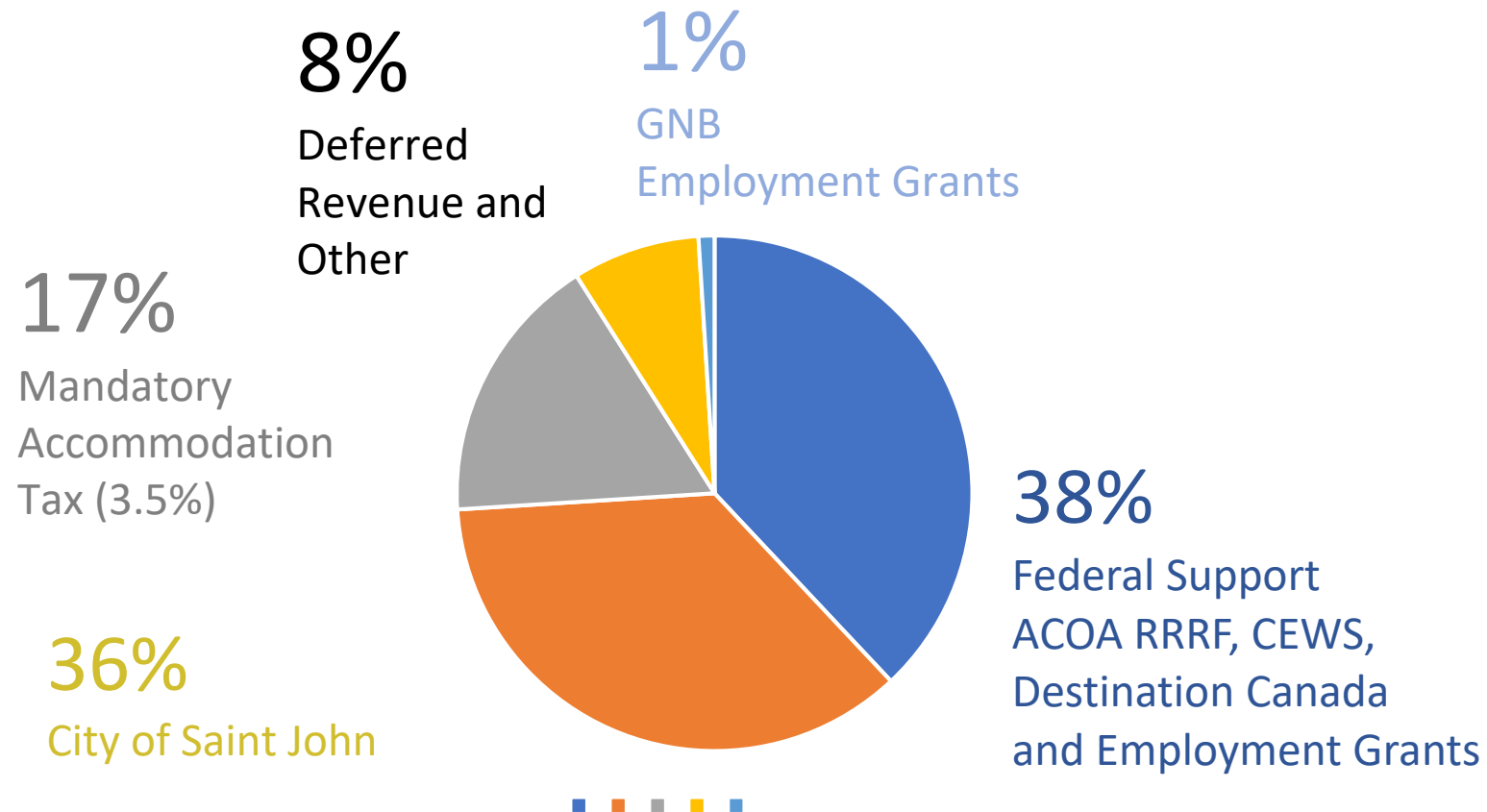


# March 13, 2020





# 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”

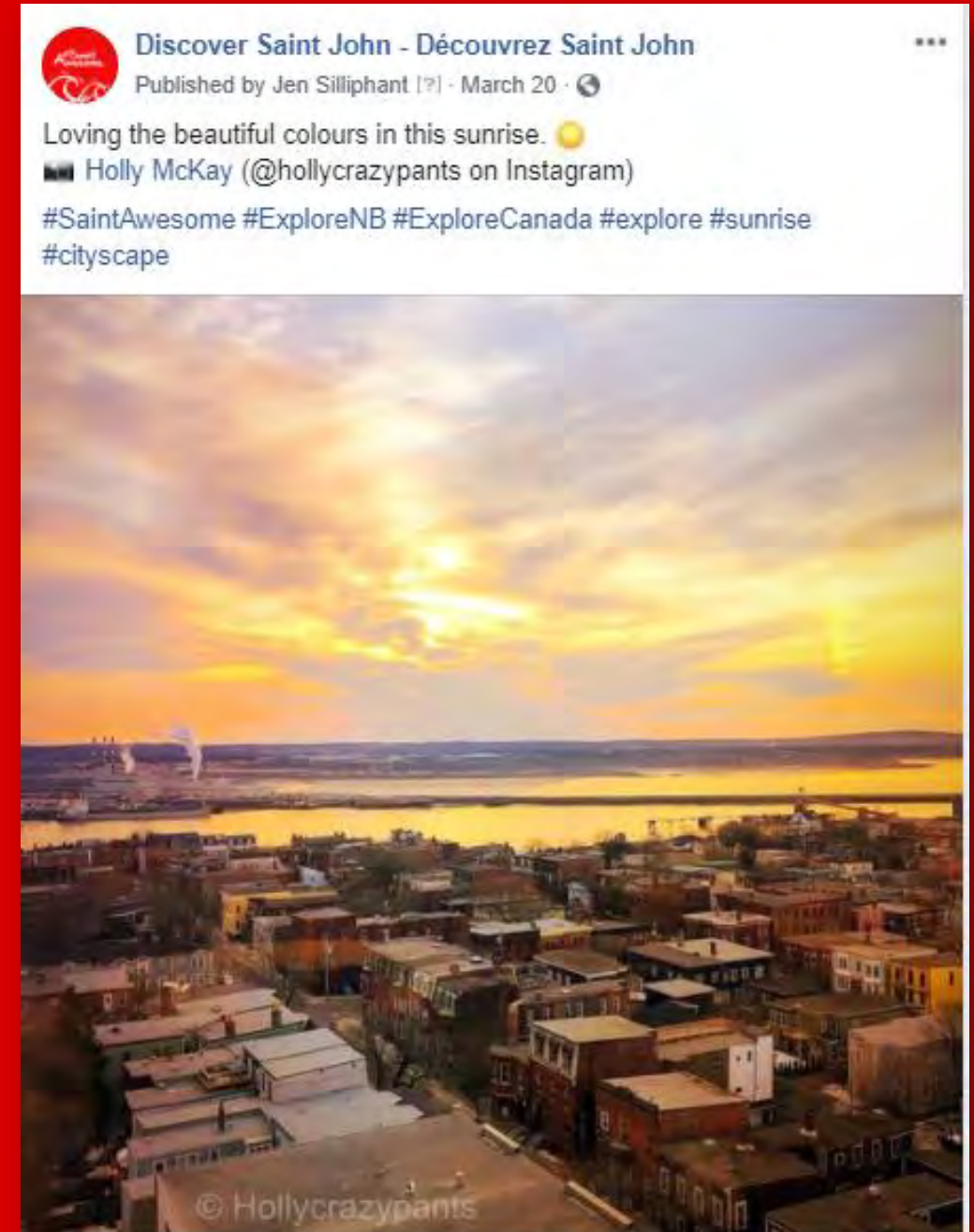
All Marketing activities  
continue in alignment  
with the Department of  
Public Health and  
Tourism New Brunswick



# 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.



# 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.

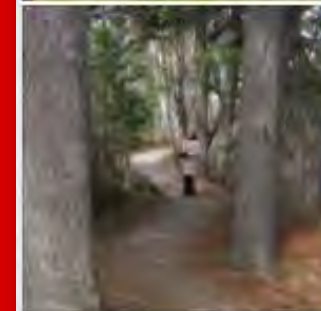


Discover Saint John - Découvrez Saint John

Published by Jen Silliphant [?] · 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 picnic ... [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 ▶](#) [Home](#) [News »](#) [Advertising](#) [Weather](#) [On Air »](#) [Contests »](#) [Events](#)

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Don't Discover Saint John on Social Media and tag your Saint John adventures with #SaintAwesome.

### 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

[Learn More](#)

 **Discover Saint John - Découvrez Saint John**  
Sponsored · 

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](#)

 **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.

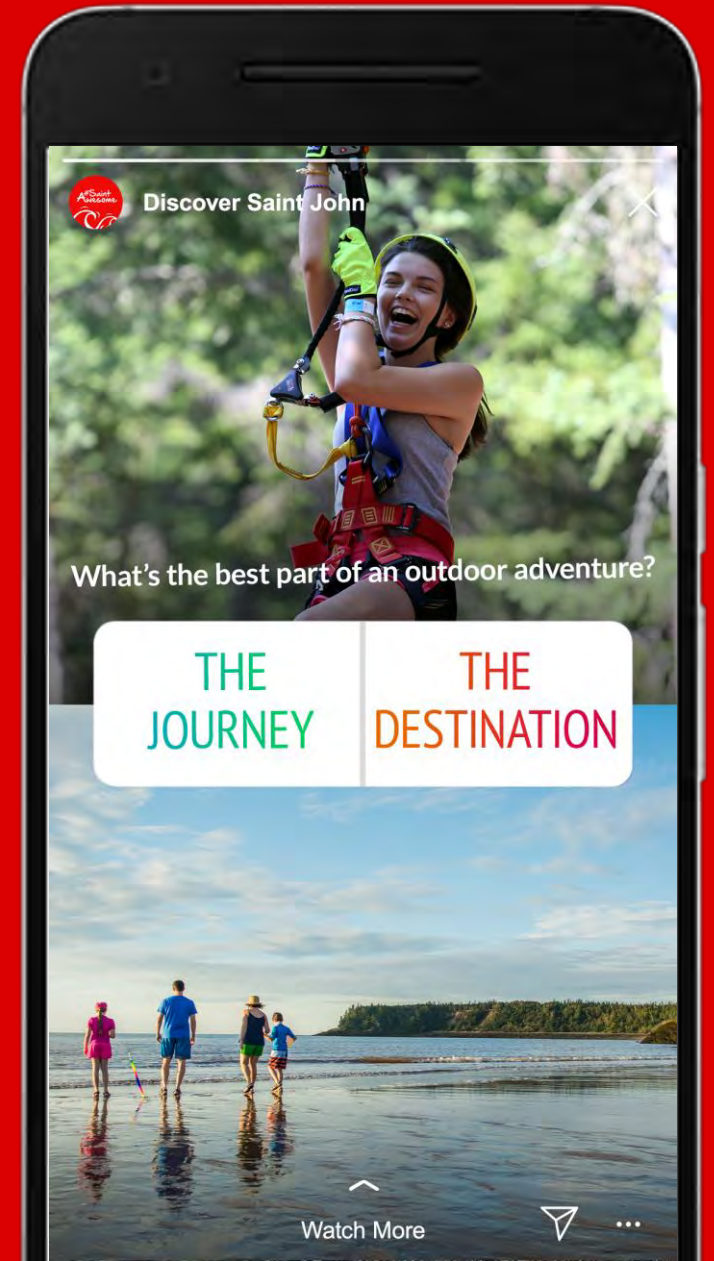


DISCOVERSAINTJOHN.COM  
**Saint John. Still Awesome.**  
Rediscover Saint John

[Learn More](#)



# Social – Instagram





# Display



# Influencer – @BohoandBraidsBlog



Blog post, social posts, give-away



# Influencer – @Chloslife2go



Blog post, social posts, give-away



# Influencer – @MaritimesMaven



Blog post, social posts, give-away



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

**@MaritimesMaven**

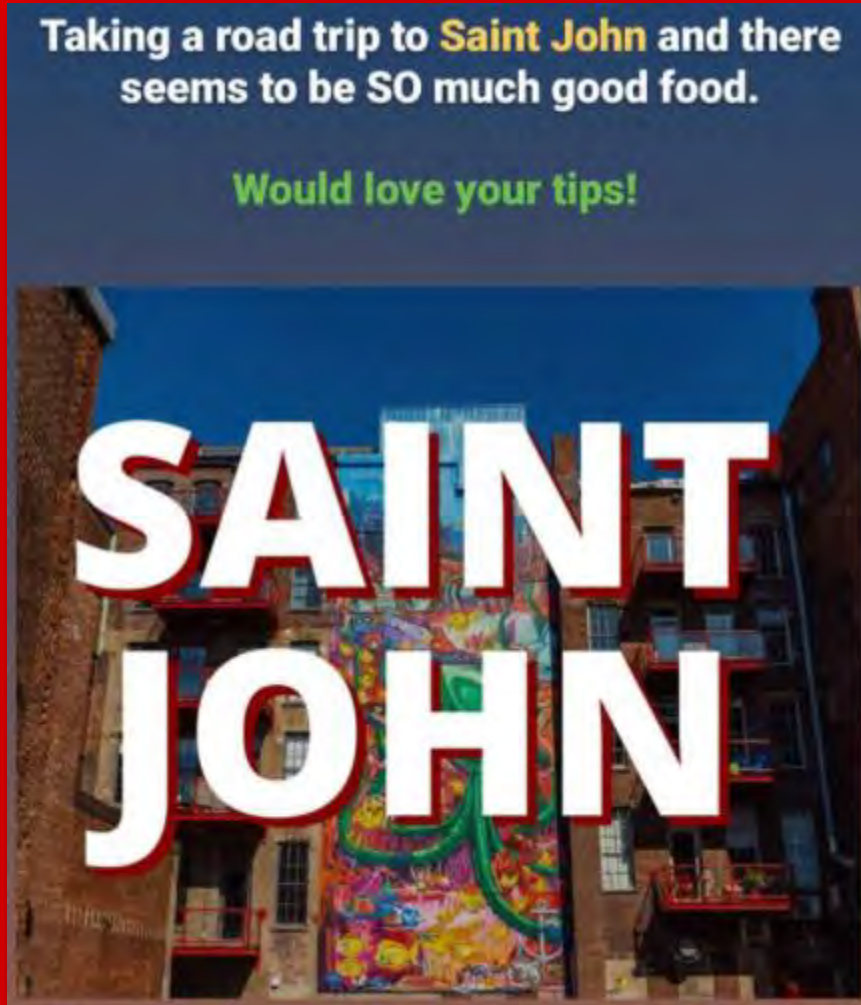
# ConnectedTV & Audio

Connecting with people where they are...





# Content Creator – Bacon is Magic



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

# CTV News @5 Contests

- Fall Romance Package – Oct 19<sup>th</sup> – 26<sup>th</sup>
- 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.





# 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 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 fiddle-heads 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](#), [Shawna Dickie-Garnhum](#) and I can't wait to welcome you to [Discover Saint John](#)  
[#saintawesome](#) [#tourismcounts](#) [#meetingsmeanbusiness](#)

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

+ Follow

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](#)



with You and 1 other

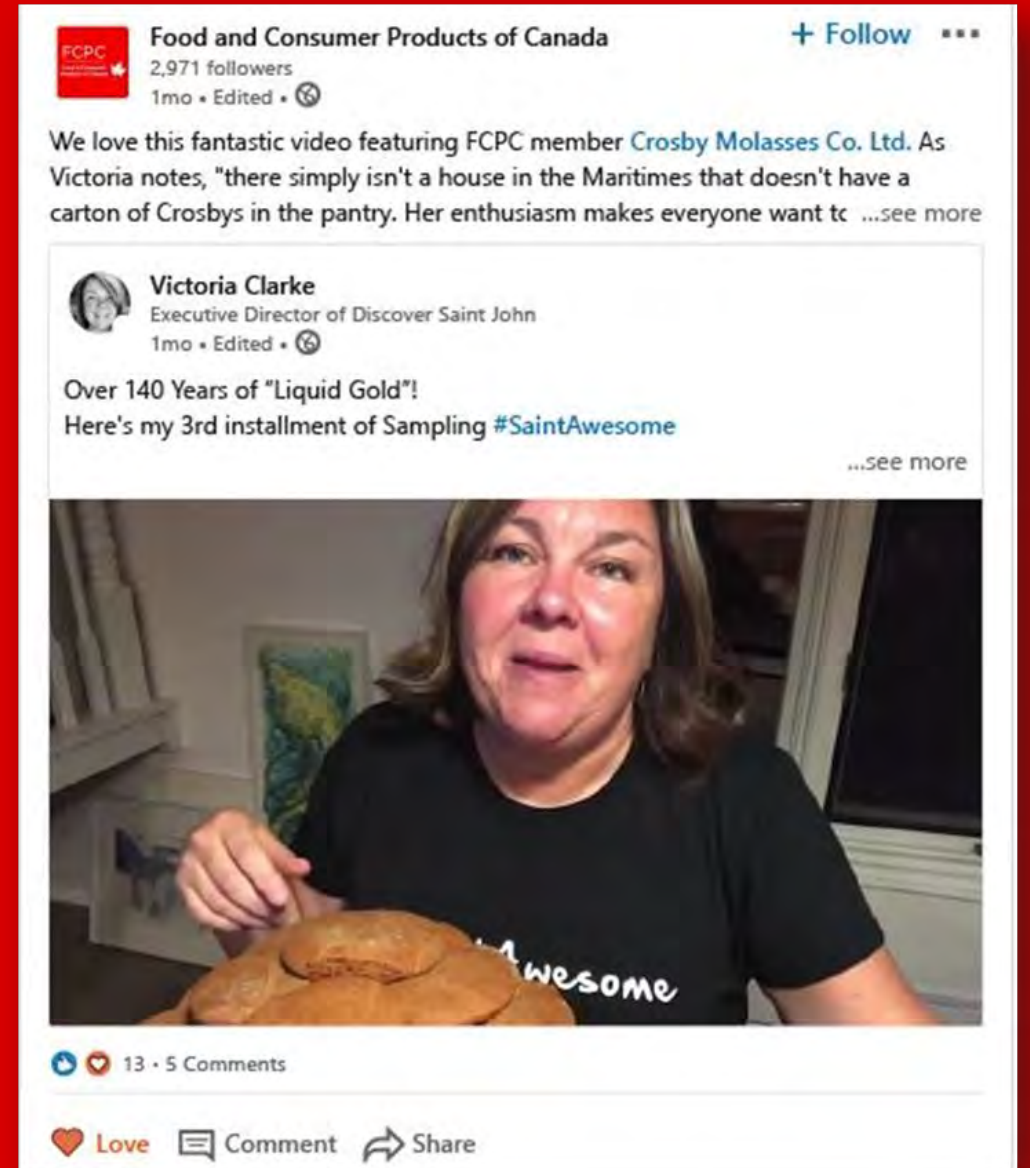
27 - 1 Comment

# RESPONSE

April – Present  
Essential Travel Only

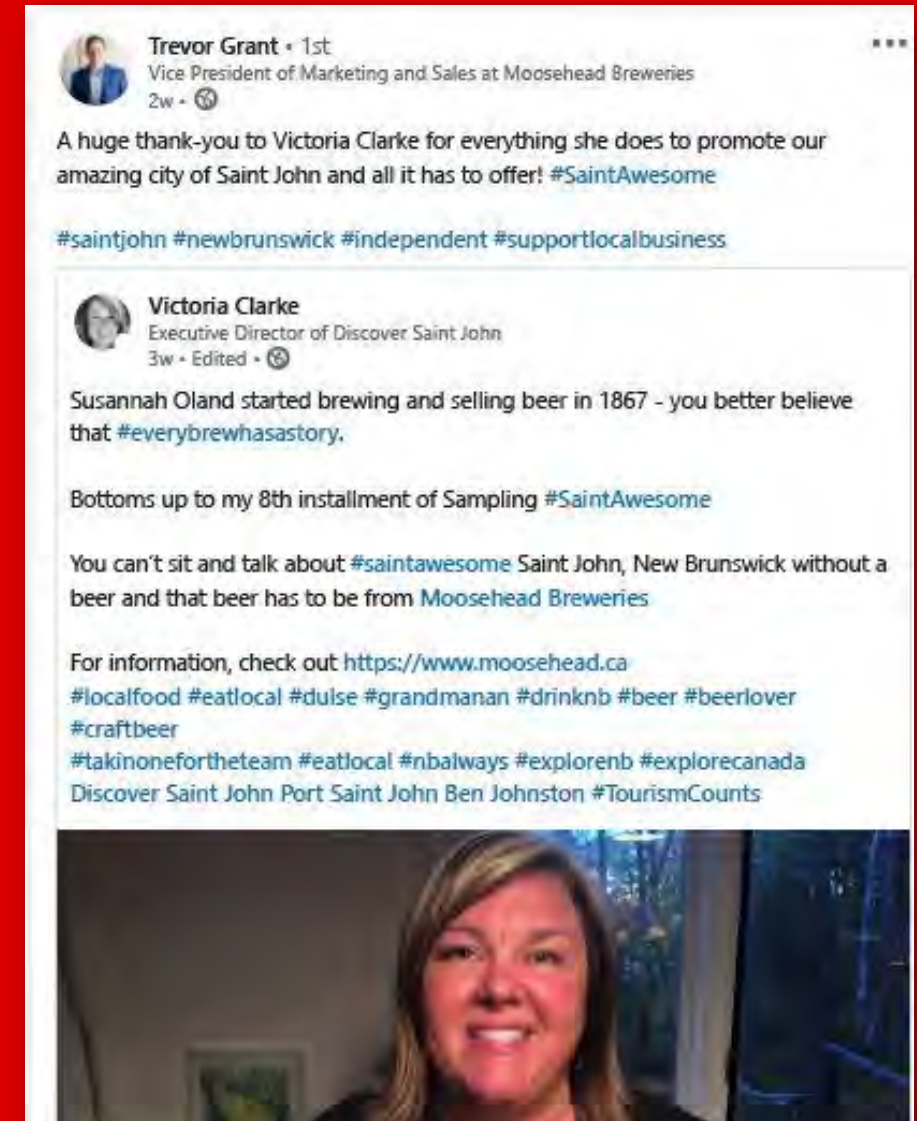
## “Sampling #SaintAwesome” video series

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





# Sampling #SaintAwesome



14 local products shared with our audiences

# RECOVERY

July – Present

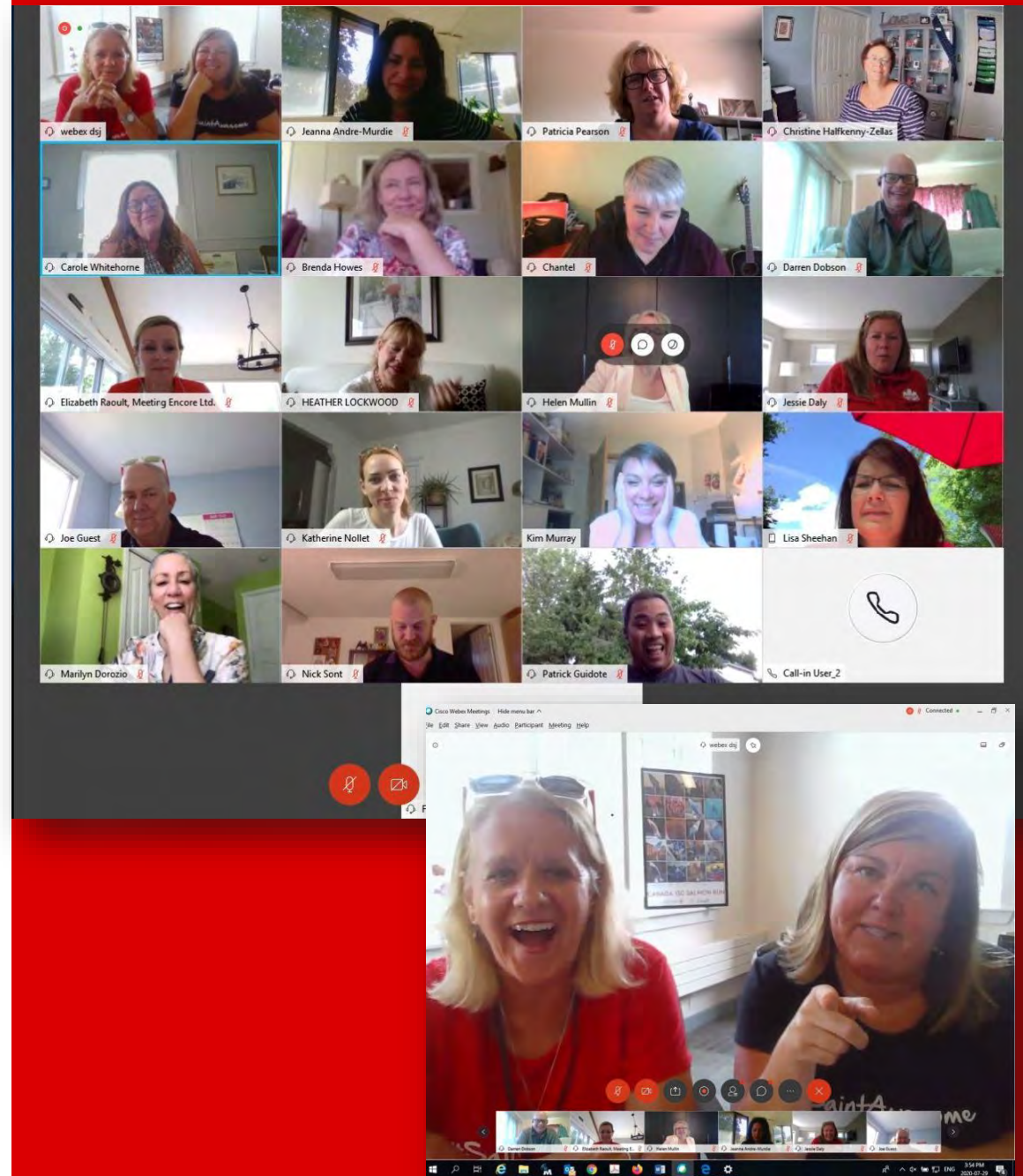
Hyper-local/Province-wide/Atlantic Bubble

## Virtual FAMs

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

## Participation in virtual tradeshow for key events that have been reimaged 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.



2020 OMCA VIRTUAL MARKETPLACE

RECONNECT.

RETHINK.

REBUILD.

OMCA NOV. 9-10

# Visitor Experience

- Street Animations
- Visitor Info Services



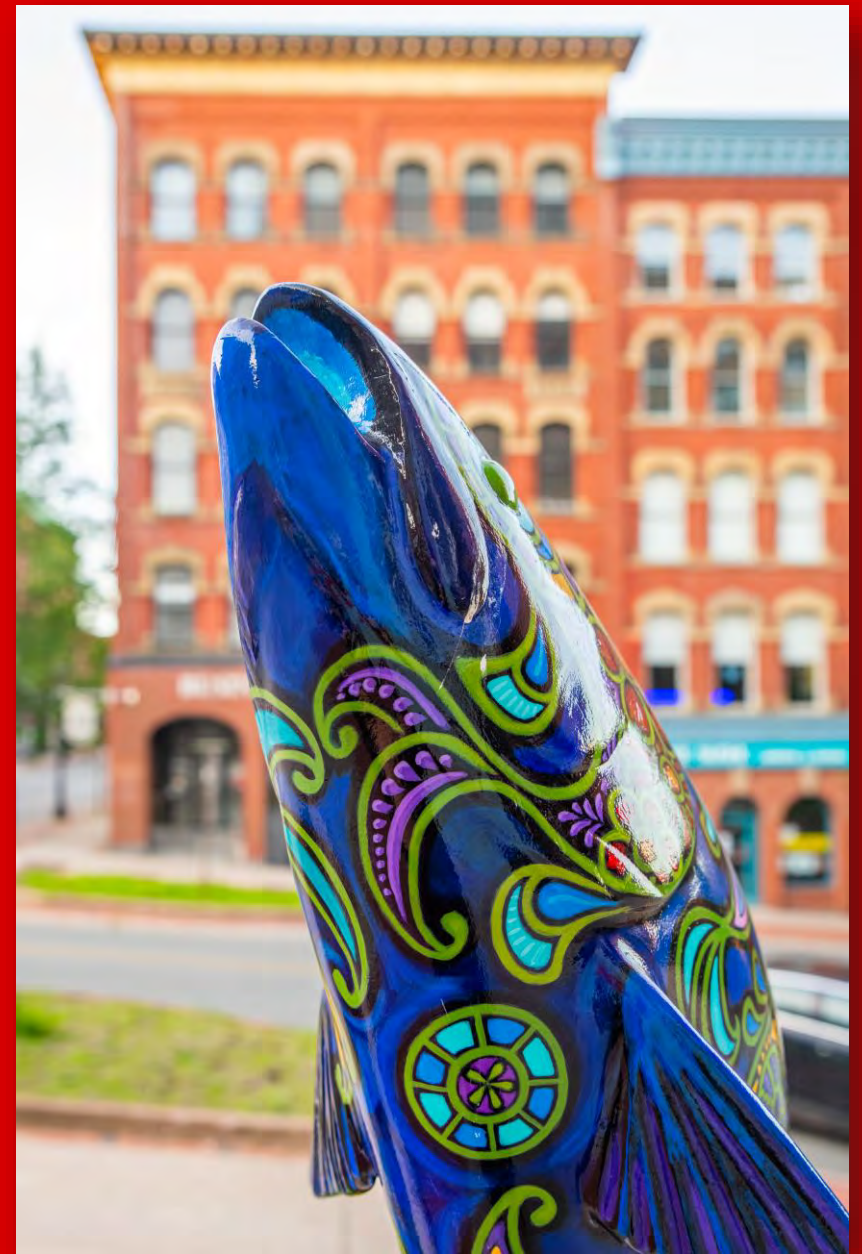


# Rogue Nest





# #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