



Fredericton

LIFE WELL CRAFTED.

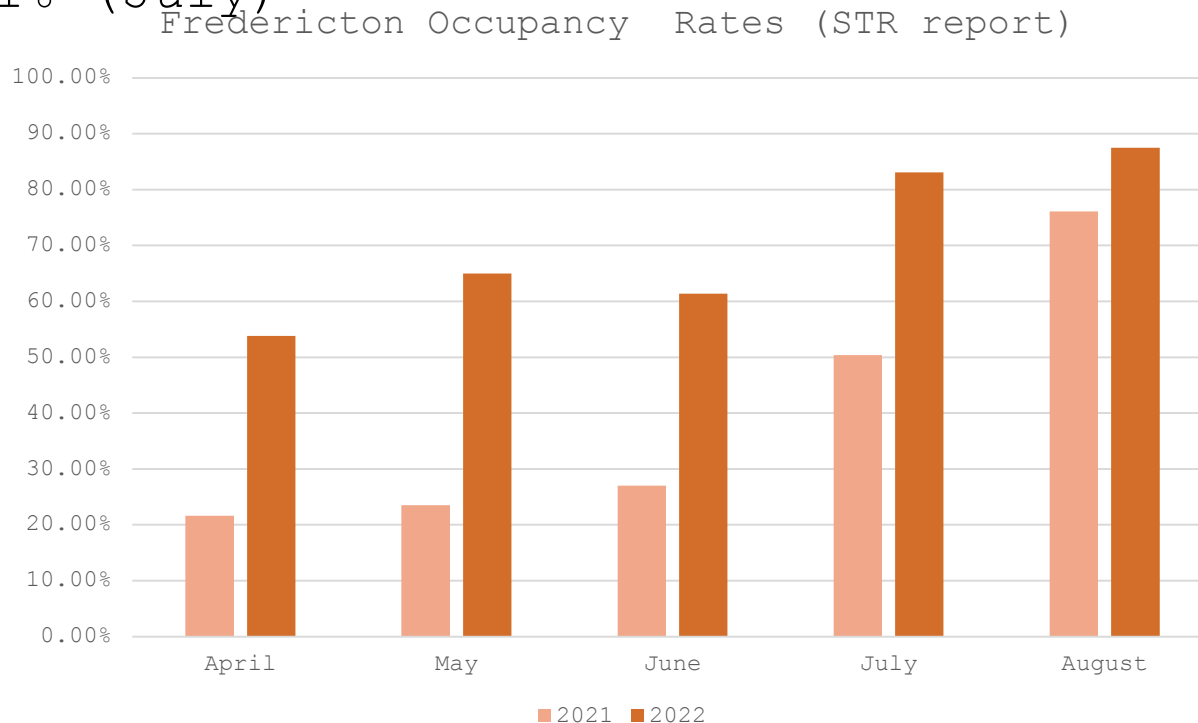


Fredericton Tourism Roars Back to Lead the Region!

- One of the leading destinations in Atlantic Canada
- Room sales grew by 78% to date (year over year)
- Summer 2022 Average Daily Rates (ADR) have surpassed pre-covid levels
- Still a long way to go

State of the Industry

- Strong spring / summer occupancy results coming out of COVID
 - 87.5% (August)
 - 83.1% (July)



What Drove the Business

- Spring & Summer Sport
- Gradual Return of Meetings & Conventions
- Strong Leisure Market





Tourism Accommodation Levy (TAL) Industry-Led Management Committee

- **2022 Priorities:**

- Build the Tourism Brand
- Development of new assets (photo & video) for all sectors
- Continuation of tactical incentive program until the end of 2023 Q1
- Securing and guaranteeing our air routes
- Restoring Meetings & Conventions
- Leveraging the River
- Indigenous Hub of Atlantic

Tourism Accommodation Levy (TAL) Industry-Led Management Committee

2022 Levy Budget			
Description	Collections	Expenses	
2021 carry-over budget	\$244,432.20		
Collected (Jan - Dec 2021)	\$834,229.15		
City's 5% Admin Fees - 2021		-\$41,711.44	
5% Co-Op Marketing Programs - 2021		-\$39,625.88	
2022 TOTAL AVAILABLE BUDGET			\$997,324.10
2022 Approved Spends			
Sport Tourism - Hosting Opportunity		-\$200,000.00	
Consumer & Leisure Market - Advertising		-\$245,000.00	
Tactical Incentive Program Approved Budget (Dinners On Us)		-\$105,000.00	
Air Marketing Partnerships		-\$60,000.00	
Events Development		-\$100,000.00	
PCMA Bid Approved Budget - did not win		-\$150,000.00	
Meetings & Conventions - Tri-City Partnership		-\$33,333.33	
Meetings & Conventions - Toronto & Ottawa		-\$50,000.00	
Meetings & Conventions - Western Market Development		-\$17,000.00	
2022 TOTAL APPROVED SPEND			\$960,333

Estimated TAL Collections for 2022 – between **\$1.3–\$1.4 million**



Driving Business – The Return of Sport Tourism

- Atlantic Pickle Ball Open (June)
- Softball Canada Games Weekend (June)
- Canadian Ball Hockey Nationals (July)
- Cdn Square & Round Dance (July) – FCC
- Canadian Fastpitch Championships (July)
- NBSFA Bass Tournament (July)
- Baseball NB Provincials (August)
- Girls Eastern Canadian Softball Championships (August)
- Points Bet Curling Invitational (September)

Gradual Return of Meetings & Conventions

Rendez Vous Fredericton

- Strong sales team who continues to think outside the box
- Seeing results
 - Attended 25 in person events, 3 virtual events (to date)
 - 23 RFPs received, 8 wins (to date)




A Strong Leisure Market

- Life Well Crafted
- Testing the new brand
- Over 8,000,000 impressions (paid ads)
- Up to 1.96% click through rate (industry average 0.90%)





Atlantic Canada's Most Potent Social Media Channels



- 30,000 Facebook fans
- 20,000 Instagram followers

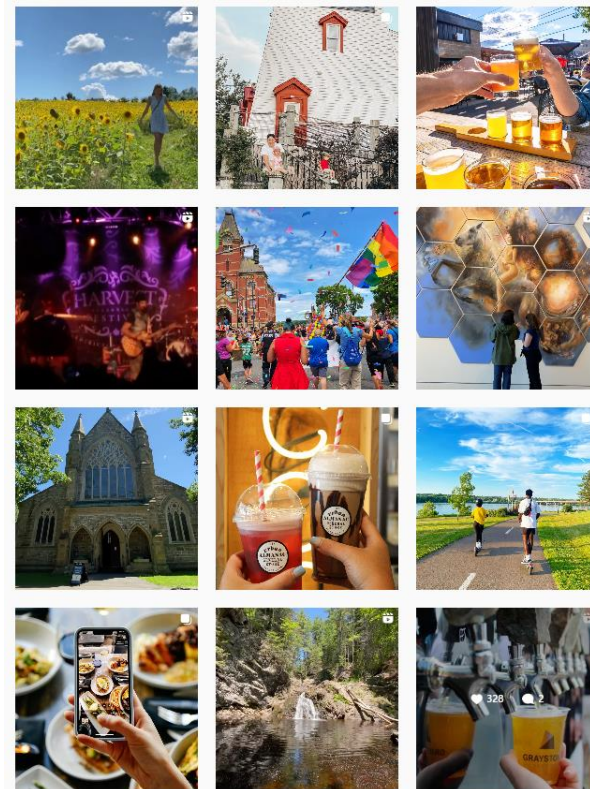
 **Fredericton Tourism** ...
Posted by Andie McDonald Spares
Aug 16 • 🌐

Celebrate the unveiling of the ✨ **NEW Harrison McCain Pavilion** ✨ at the [Beaverbrook Art Gallery](#) Saturd... See more




GIVEAWAY
Exclusive vault tour with gallery curator
plus
One night stay at the Crowne Plaza Fredericton
\$100 Downtown Dollars
\$50 Market Money
 **Fredericton**

 374 39 comments 124 shares 



 **Fredericton Tourism** ...
Posted by Andie McDonald Spares
Jul 28 • 🌐

Calling all craft beer lovers! 🍺 Sip your way through **Atlantic Canada's Craft Brewing Capital** this summer wi... See more



 195 52 comments 63 shares 

Media – Driving Fredericton's Profile

- Hosted several national & international media
- Numerous media mentions including:

Wabanaki Tree
Spirit Tours
in Toronto
Star
(6 million
impressions)



Delta
Fredericton
Sunset
Feature
Readers
Digest





The Return of Tourism Programming, Festivals & Events!

- Garrison Night Market
 - Partnership with the ReCap Vintage Market in the Tannery
 - Downtown restaurant voucher program – driving business
- Fredericton's Guard
- Heritage Walking Tours & Theatre



The Return of Tourism Programming, Festivals & Events!

- Major Festivals & Events
 - Flourish Festival
 - St. Mary's First Nation PowWow
 - Cultural Expressions Festival
 - Beer on the Bridge
 - Highland Games Festival
 - Fredericton Pride
 - Summer Soulsa
 - & Harvest Music Festival to name a few!

Fall Outlook

- Return of annual sport events
- Meetings & Conventions will continue to take time
- Leisure Incentive Campaign (Dinners' On Us) continues
- Working with fall festivals & events
 - Illuminate
 - Freddy Fright Fest
 - Taste of the Atlantic
 - NB Spirits Festival
 - Silver Wave Film Festival





2023 Strategic Priorities

- Local Government Reform
- Rebuilding the Tourism website
- Integrating the new Brand

Other immediate priorities

- FROSTival 2023
- Fredericton's 175th
- Restore & grow destination level events & programming
- Sport Tourism Coordinator
- Historic Garrison District planning - 2024



Thank You! Questions

Fredericton

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