

ECONOMIC VITALITY COMMITTEE OPEN MEETING

COMITÉ SUR LA VITALITÉ ÉCONOMIQUE SÉANCE OUVERTE AU PUBLIC

Date: **Thursday, May 2, 2024, 12:00 p.m.**
Location: **Council Chamber and Via Web Conferencing**

Date : **le jeudi 2 mai 2024, 12 h 00**
Endroit : **salle du conseil municipal et participation via conférence web**

1. Committee Membership

Councillor Jason LeJeune Chair
Councillor Mark Peters, Vice-Chair
Deputy Mayor Greg Ericson, Member
Councillor Bruce Grandy, Member
Councillor Steven Hicks, Member
Councillor Eric Megarity, Member
Councillor Cassandra LeBlanc, Member
Councillor Margo Sheppard, Member
Councillor Henri Mallet, Member
Councillor Ruth Breen, Member
Councillor Jocelyn Pike, Member

2. Call to Order

3. Declaration of Conflict of Interest

Conflict of Interest

Members of Council must disclose if they have a conflict of interest in any matter which is the subject of consideration before Council.

4. Agenda Items

4.1 **Tourism Launch**

PowerPoint Presentation by: (45

1. Membres du comité

Conseiller Jason LeJeune, Président
Conseiller Mark Peters, Vice-Président
Maire adjoint Greg Ericson, Membre
Conseiller Bruce Grandy, Membre
Conseiller Steven Hicks, Membre
Conseiller Eric Megarity, Membre
Conseillère Cassandra LeBlanc, Membre
Conseillère Margo Sheppard, Membre
Conseiller Henri Mallet, Membre
Conseillère Ruth Breen, Membre
Conseillère Jocelyn Pike, Membre

2. Ouverture de la Séance

3. Déclaration de conflit intérêts

Déclaration de conflit d'intérêts

Les membres du conseil sont tenus de signaler tout conflit d'intérêt avec un point dont le conseil est saisi.

4. Points de l'ordre du jour

4.1 **Lancement du tourisme**

Presentation PowerPoint par:

mins)

- Stacey Russell,
Manager, Tourism &
Events

4.2 **South Core Plan Update**

Verbal Update by: (15 mins)

- Matthew Robinson,
Planner

5. Adjournment

(45 min)

- Stacey Russell,
gestionnaire,
tourisme et
événements

4.2 **Mise à jour du plan de base sud**

Mise à jour orale par: (15
min)

- Matthew Robinson,
urbaniste

5. Levée de la séance



LIFE WELL CRAFTED
A Great Destination Hits Its
Stride

Fredericton
CAPITAL REGION TOURISM



Tourism Annual Results & Season Outlook

- 2023 results & highlights
- The return of Meetings & Conventions
- Flexing our sport muscle
- Our brand takes hold
- Special Event growth!
- Officers' Square is BACK!





We're driving business!

2023 Tourism Industry Results





Hotel occupancy up
8.1%!



Source: STR Report

Fredericton
CAPITAL REGION TOURISM



2023 Highlights

- 14% increase in Group Travel (motorcoach)
 - Jump in groups from Ontario & US
- Hosted 26 press trips to media from France, UK, Winnipeg, Ontario & Atlantic Canada
- Generated over 75 media mentions & stories reaching 90 million impressions and worth over \$2 million in ad value.
- Meetings & Conventions back to



Selling Fredericton Meetings to Ottawa & Toronto

- 7 in-person industry networking events
- 5 city-wide site visits
- Summer FAM Tour – (6 clients)
- Fall FAM Tour – (8 clients)
- 8 in-person client events (60 clients)
- 3 in-person tradeshows

The Value of Meetings

- National Union of Public General Employees (NUPGE) – June 2025
 - 500 delegates over 4.5 days
- 1700 room nights – Convention Centre, Crowne Plaza, Hilton Garden Inn, Delta
- Off-site venues

Projected economic impact:
\$765,000



2023 Sport Highlights

- World ITF Junior Tennis Event
- Baseball Canada U13AAA Atlantic Nationals
- Fish'n Canada TV Show – Highlighting our world class fishing
- FMSQ National Cross-Country Champ Race Series at Crabbe Mountain (450 racers – including 365 from Quebec)
- U17 Boys Canadian Fastpitch Championships
- Canadian Lumberjack Championship – Centennial Park (Mactaquac Provincial Park)
- Kids Adventure Games – Mactaquac



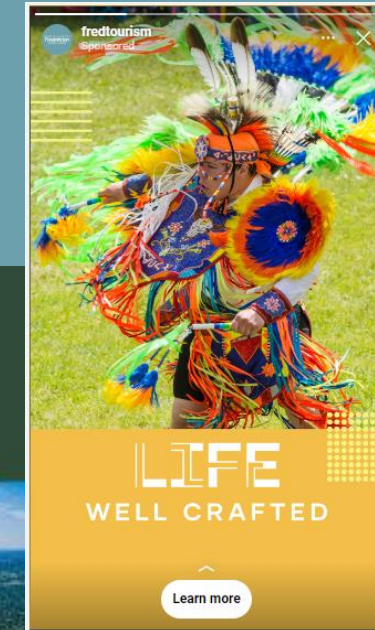
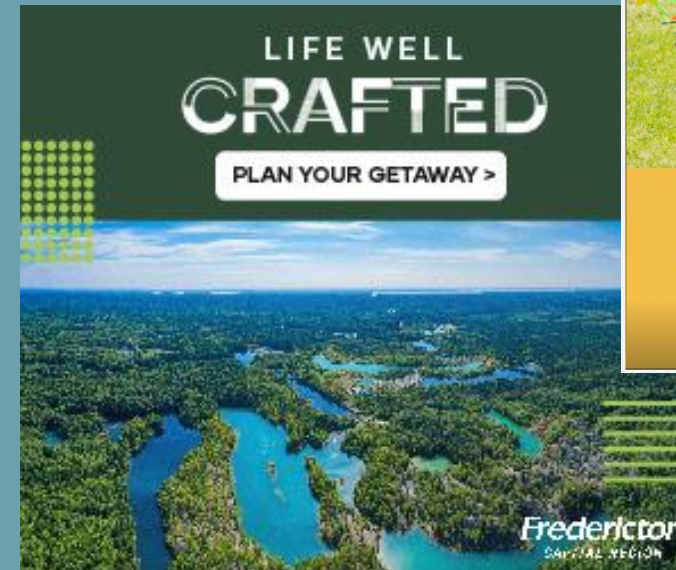


Our Brand is Taking Hold

2023 Marketing Results

Our campaigns helped drive the business!

- Paid marketing in the following markets:
 - Maritimes
 - Ontario
 - Quebec
 - New England
- 69,495,807 impressions & counting!
- Click thru rates (CTR) up to 10.34% (industry avg: 0.9%)
- Summer (New England) search CTR peaked at 17.85% (industry avg: 3.71%)



Life Well Crafted flexes its Digital Muscle



- Most followed DMO in New Brunswick – on all social platforms!
 - 39k Facebook fans
 - 23k Instagram followers
- Reached over 6 million people on Facebook
 - Doubled our reach since 2022
- 46% increase in Instagram engagement
- Produced 80+ reels for Instagram

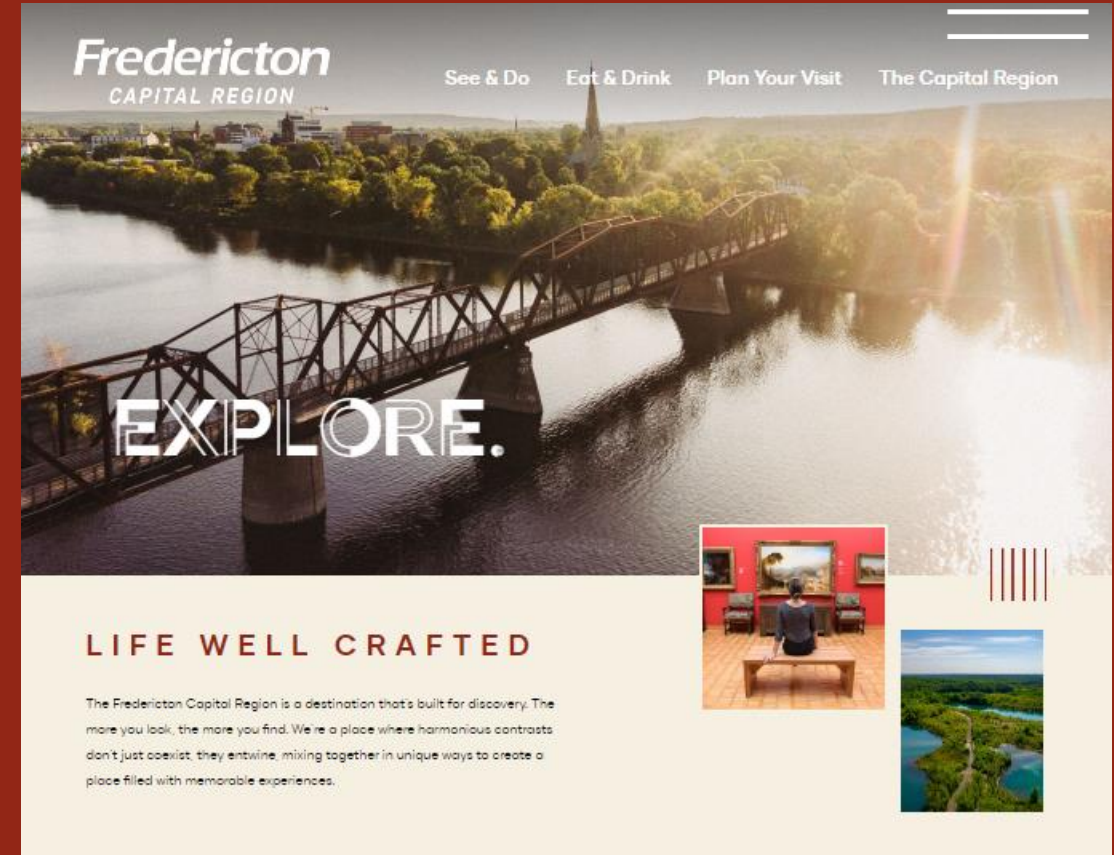
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Fredericton
things you can't miss



More 2023 Digital Results

- Launched new Fredericton Capital Region Tourism website last April.
 - Website views up 48% over 2022
 - Over 600k visitors & over 1 million pageviews
- Top website visitors: Halifax, Montreal, Toronto, Moncton, Saint John, Calgary, Quebec City
- Launched new FROSTival microsite



Fredericton Capital Region Tourism
Published by Bhreagh Krszwda · November 21, 2023 ·

There's no time like the present to discover the past this holiday season! For two weekends in December, [Kings Landing](#), [New Brunswick](#) comes alive for festive fun! 🎄👼👶 From villagers caroling the tunes of yesteryear to traditional festive décor, there's something about celebrating the holiday spirit at this Victorian Era village that feels incredibly warm & welcoming. ✨

Experience a Victorian Christmas at Kings Landing during Christmas in the Valley on:
 🌟 Saturday, December 2 and Sunday, December 3
 🌟 Saturday, December 9 and Sunday, December 10

To learn more, visit <http://www.frederictoncapitalregion.ca/.../christmas-valley>

See insights and ads

851

58 comments 145 shares

Boost again

ECLIPSEFEST FREDERICTON

GIVEAWAY

APRIL 8, 2024

LIFE WELL CRAFTED

Fredericton
CAPITAL REGION

March 8 & 9, 2024
Fredericton Craft Beer Festival
Tickets on sale Black Friday.

fredtourism
Kapa Boy · Fine line (Instrumental)

fredtourism 29w
 Brace yourselves, the Fredericton Capital Region is about to transform into a sea of breathtaking colours this fall! 🍁❤️

Start planning your fall adventure with a little help from us – find more information at the link in our bio. 📍

📸 : @backtrailsnb
 📍 : Wolastoq (Saint John River)

Accrochez-vous, la région de la capitale Fredericton est sur le point de se transformer en une mer de couleurs à couper le souffle cet automne! 🍁❤️

View insights

Boost post

542 likes
 October 3, 2023

Add a comment...

Rainbow Certification

- We're Rainbow Certified!
- Other rainbow certified businesses:
 - Delta Hotels by Marriott Fredericton
 - Grimross Brewing
 - Monarch Night Club
 - Sunset View Campground
- "Fredericton" is **3 of the 10 top site searches** on www.TheHomoCulture.com



The Table is
set for a Great
2024!



Let's talk about our first quarter!

- 53.6% hotel occupancy high in February
(highest in Atlantic Canada)
- Weekends continue to fill with Sport!



We've had some great announcements!

- The return of WestJet – Calgary service
- Harvest Music Festival & New Brunswick Highland Games Festival line up launches
- Blockbuster Tom Thomson exhibition at the Beaverbrook Art Gallery



Eclipse Shoots the Lights Out

- visitors from across Canada, many US states, as well as: Brazil, Slovakia, France, Philippines, Prague, and England
- +35 events around the region including many watch parties at tourism businesses
- Estimated over 6,000 came downtown to watch!
- Website traffic up 152%
- Fredericton on the media map – including the New York Times!
- Beaverbrook Art Gallery saw 200% increase
- Accommodations and businesses report



Leisure Marketing

More budget, more strength, and more visibility than ever before.

ENGLISH

2024 - 2025

Fredericton

CAPITAL REGION

LIFE
WELL CRAFTED

FRANÇAIS

2024 - 2025

RÉGION DE LA CAPITALE Fredericton

LA VIE
COMME ON L'AIME





2024 Leisure Market

Doubling down in the larger markets

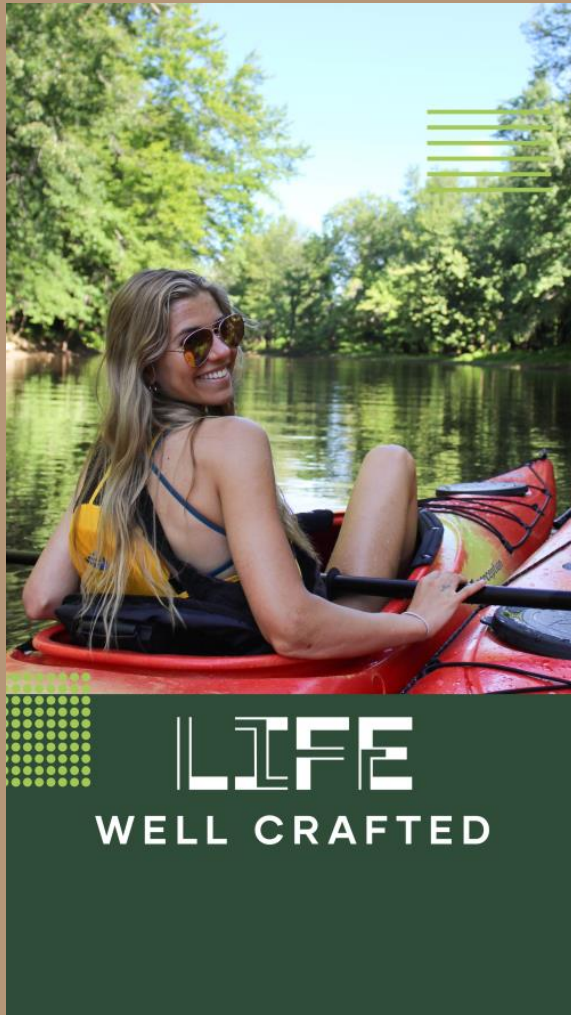
WHO:

- Continue to go BIG in Ontario and Quebec
 - In partnership with NB Tourism & strategically on our own.
- Stronger focus on Eastern US market
- Calgary
- Maritime markets

WHAT:

- Summer & Fall Marketing Strategy
- Deliver on the brand: Life Well Crafted
- OWN search
- Leverage partnerships – provincial & cities
- Digital ad buys – in line with organic digital
- Build on major festivals and event opportunities

A sample of our Spring Campaign



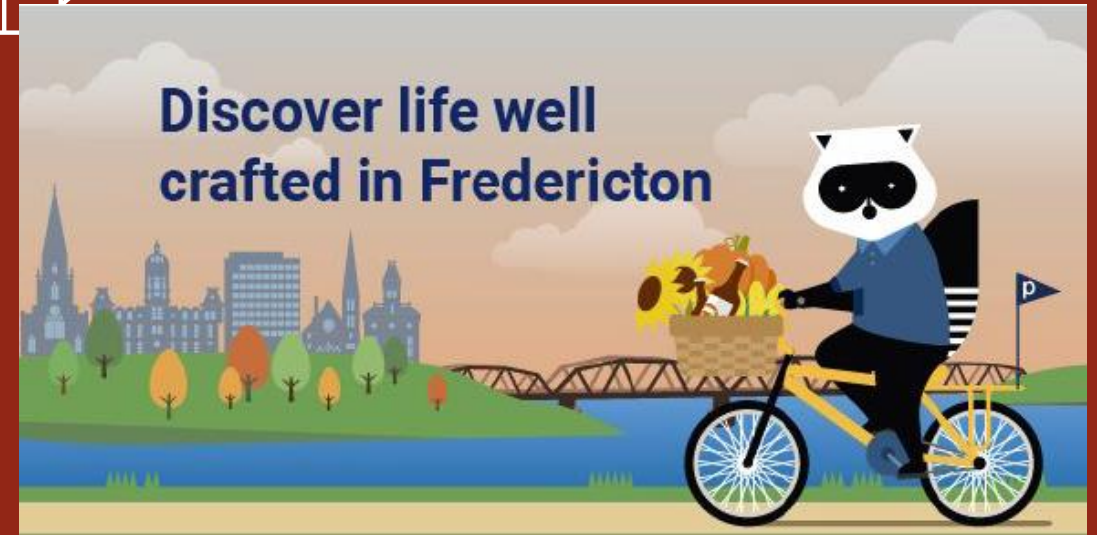


Air Route Marketing



The importance of Air

- Partnering with YFC on marketing airline initiatives
 - WestJet
 - Porter Airlines
 - Air Canada





Sport Tourism

Sport – Driving Economic Impact

- 2023 Destination Nackawic Smallmouth Open (80 teams)
\$175,000
- 2023 Jr ITF (International Tennis Tournament)
\$190,000
- 2023 Eastern Canadian Bantam Wrestling Championship
\$375,000
- 2023 ITF Women's Challenger
\$423,000
- 2023 STU High School Volleyball Championship
\$500,000
- 2024 U-Sport, CCAA and Mixed Doubles Curling Nationals
\$975,000
- 2024 Ringette Provincials
\$500,000
- 2024 Basketball New Brunswick “Summerfest” (80+ teams)
\$670,000

PGA Tour Americas

- Mactaquac Provincial Park Golf Course
- July 8 – 14
- One of 10 stops on the PGA TOUR Americas North American swing
- Only stop in the Maritimes



The impact of the Garrison District and the opening of Officers' Square

Return of live events
Driving business to the
downtown



Garrison Night Market

- Back and expanding into Officers' Square
- Over-subscribed with 285 applications
- 14 weeks
- Thursdays, 4:30–9pm
- June 6 – September 5



Officers' Square Grand Opening – June 28

- Jeremy Dutcher
- Muskrat Singers and Dancers
- Broadway star Tony LePage
- Don Bosse Band





GarrisonFest

June 29 & 30

- 2 awesome days of free concerts in Officers' Square
- Local acts
- Canadian acts
- Canadian & International headliners
- Lineup to be announced in next couple of weeks



Canada Day – July 1

- Concerts all day
- Major country headliner
- Food, games and community activities!
- Fireworks



Summer Long Programming

- Concerts on Tues & Thursday evenings
- New "Groove in the Garrison" community dances with live music on Wednesdays
- Under the Stars Movies on Fridays
- Guard on hiatus for 2024



NAPA AUTO PART'S PRESENT

THE RIVERVIEW FORD

FREDROD

SHOW 'N SHINE

FREDERICTON, NB OFFICER'S SQUARE
AUGUST 9, 10, 11, 2024



COME MEET MIKE AND CONNOR FROM RUST BROS
AND AVERY FROM WILD MAN GARAGE
AS SEEN ON HISTORY CANADA!

Rust Valley Restorers **RUST BROS** **H** *Wild Man Restoration*

CHARITY PARTNER

NAPA AUTO PARTS EXPLORE NB Fredericton TOURISM • TOURISME RIVERVIEW Ford LINCOLN Chalmers Foundation Fondation

FACEBOOK.COM/FREDRODCARSHOW FREDROD@GMAIL.COM

Major Special Events in the Garrison

- Highland Games Saturday night concert
- FredRod with Rust Valley Restorers
- Harvest Music Festival

LIFE
WELL CRAFTED

Thank you!

Fredericton
CAPITAL REGION TOURISM