



DISCOVER SAINT JOHN



Flexibility & Durability

OUR TEAM



**VICTORIA
CLARKE**

Executive
Director



**JILLIAN
MacKINNON**

Marketing &
Communications
Director



**SHAWNNA
DICKIE-
GARNHUM**

Meetings &
Conventions
Sales
Manager



**MARCY
BARNES**

Operations
Manager



**JEN
SILLIPHANT**

Marketing &
Communications
Manager



**ANDREA
CYR**

Sales
Support
Coordinator

2018



Visitation \$1.7M



Overall Spend \$282M



Hotel Room Sales 306K



Hotel Revenue \$38M



Growth over 2017



Visitation

1%



Overall Spend

4%



Hotel Room Sales

6%



Hotel Revenue

10.4%



Growth since 2015



Visitation 9.5%



Overall Spend 18.3%



Hotel Room Sales 15.2%



Hotel Revenue 28%



Meetings &
Conventions

Sports &
Major Events

Travel Trade
& Cruise

Leisure
Visitation



MARKETING

2015 - 2018

61% (2018)

ADVERTISING AWARENESS

45%

16% (2015)

*Source: CRA Urban Report



SUCCESSFUL EVENTS

CANADA 55+ GAMES – ECONOMIC IMPACT: \$3.2M





2018 FESTIVAL OF ARCHITECTURE – ECONOMIC IMPACT:
\$460K





The City of Saint John



SAINT JOHN
HOTEL ASSOCIATION

Over 500 **DISCOVER SAINT JOHN**  Members



Grand Bay-Westfield

St. Martins



HAMPTON

WHAT'S IN IT
For Me?





REVENUE

EMPLOYMENT
PROSPERITY



REVENUE EMPLOYMENT

PROSPERITY



REVENUE EMPLOYMENT PROSPERITY



2018 OVERALL SPEND

\$282M

GDP - TOTAL IMPACT, DIRECT &
INDIRECT

\$71M

PROVINCIAL SHARE OF TAX REVENUES
FROM 2018 SPENDING

\$24.8M



“Communities with substantial and growing visitor economies outperform their peers, not just in travel-related employment, but in all employment, leading to more sales and more success for industry participants.”

Source: 2015 Oxford Economics





You don't move
to a place you
have not visited.



WHY? HOW? WHAT?





Awareness





"This vibrant, historic and revitalized place is one of Canada's most urbane, modern, energetic and hip cities."

- Ottawa Life Magazine



Awareness



Consideration





Awareness



Consideration



Conversion



VISITATION 1.7M

© 2018 CedarBack Visions



MEMORABLE

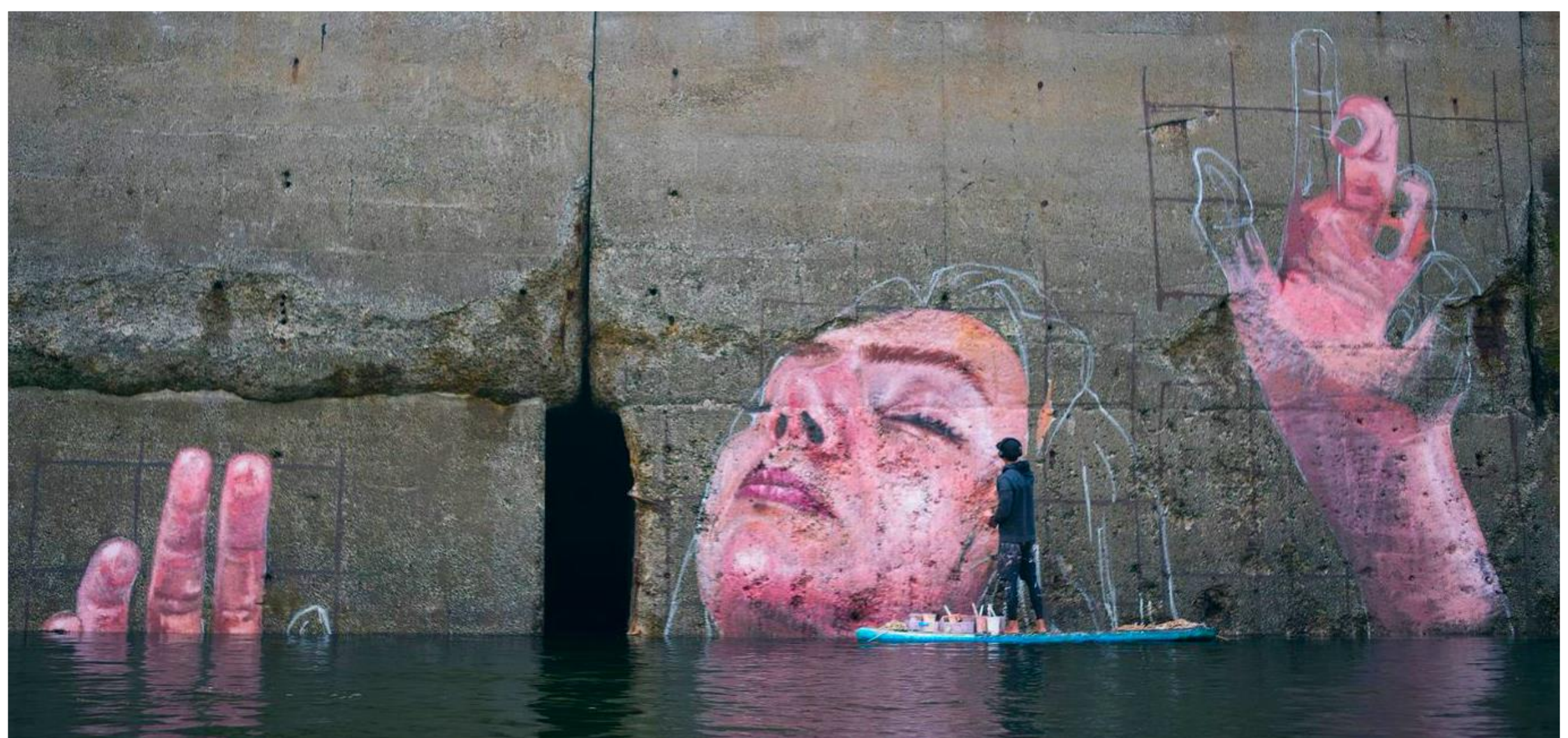


MEANINGFUL

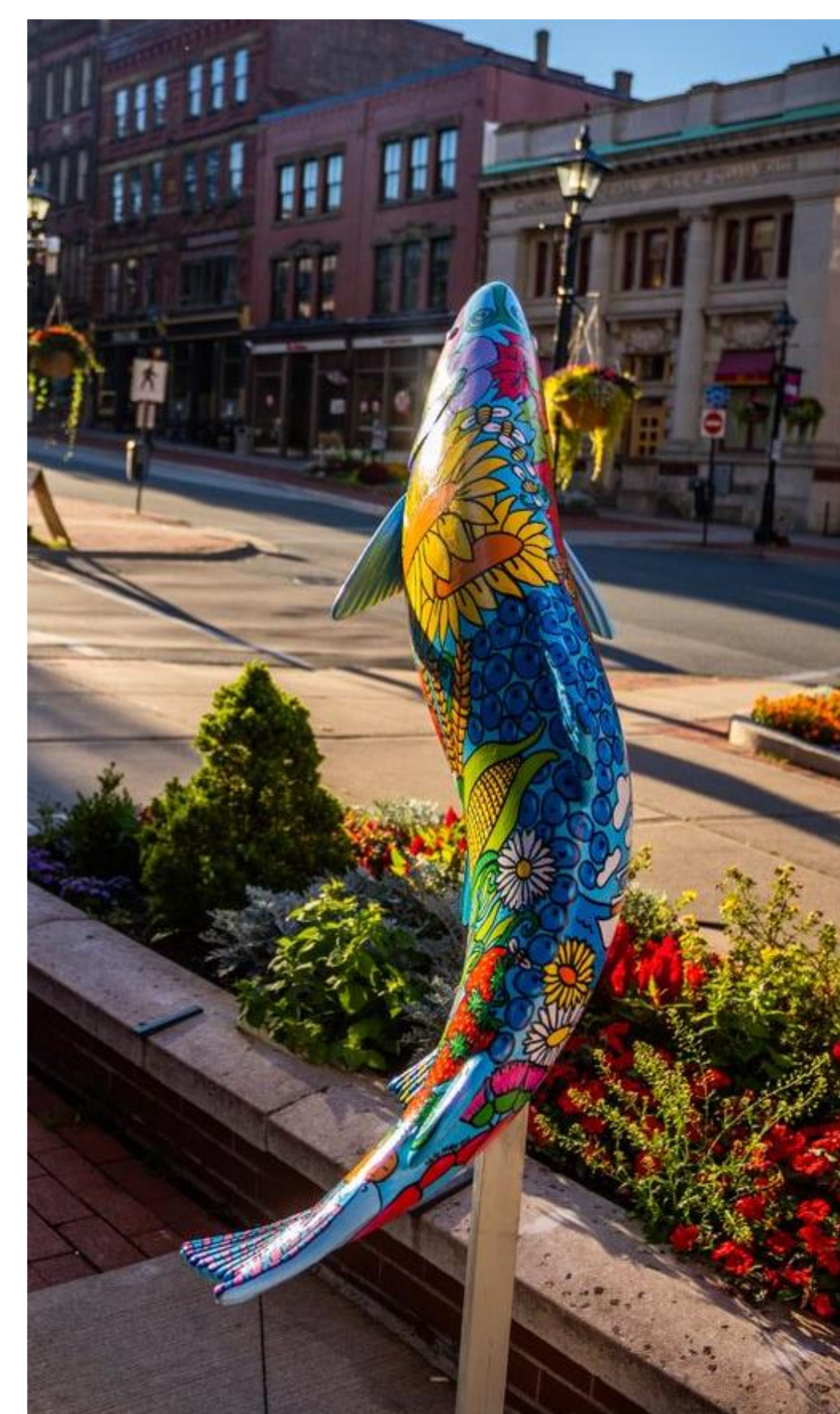


MOTIVATING











NATIONAL
GEOGRAPHIC



The
ChronicleHerald

EXPLORE ▾

New

Apartheid ended 29 years ago. How has South Africa changed?

MAGAZINE SUBSCRIPTION

UK ▾

NATIONAL GEOGRAPHIC

PERPETUAL PLANET

PHOTO OF THE DAY

Q

≡

TRAVEL

Canada: A taste of New Brunswick

A combination of an abundant natural larder and creative, enterprising locals means foraging and farm-to-fork eating are the lifeblood of this Canadian coastal province

Monday, 8 April 2019

By Neil Davey

+

Pabineau Falls

PHOTO BY GETTY

If you suffer from an Instagram addiction, New Brunswick is the cure — if you were to stop and take a photo every time you saw a beautiful vista, you'd never get anywhere. The province is a land of big skies, beautiful lakes, rugged coastlines, and swathes of trees that put on a dazzling autumnal display of oranges and reds.

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RABBIT FRICOTE WITH TOASTED BUCKWHEAT DUMPLING

Jakob Lutes
NEW BRUNSWICK

Jakob Lutes came back to his home province to open Saint John's Port City Royal in 2015 to much acclaim. The chef and owner expanded his duties this March to include an all-encompassing café venture, Majorie's (think a morning-to-night space, with a standing invitation to linger). In all his food, including this dish, which honours the province's Acadian heritage, Lutes, 36, exemplifies modern Maritime cuisine. A recent menu included Creton en Ploye, a Québécois pork forcemeat spread on buckwheat pancakes indigenous to the Madawaska Valley and its environs.

VIEW RECIPE

The ChronicleHerald

A SaltWire Network Publication

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Focus on opening doors drives immigration aid groups

Challenges and successes for new Canadians

GUNN: Immigration issues vary from person to person and community to ...

Newcomers are joining the fabric of this country

>

Saint John's historic buildings have lots of character, charm

Premium content

Darcy Rhyno

Published: Jan 25 at 11:23 a.m.

Updated: Jan 25 at 11:32 a.m.

Market Square in Saint John, N.B. The city is full of interesting and historic buildings. - Darcy Rhyno

Dave Forestell turns the pages on a heavy old ledger and stops at a page of elegant handwriting with entries of transactions a century ago — a 20-pound slab of butter, a 60-pound carcass of veal, four pairs of chickens, two bushels of apples.

Forestell is the current owner at Slocum and Ferris, founded in 1895, and unofficial historian at the Saint John City Market. He sells hearty lunches and breakfasts, and oversees the ringing of the opening and closing bell that begins and ends the activity at all the stalls on these sloped floors.

RIGHT NOW

Halifax

TEMPERATURE: 4°

FEELS LIKE: 4°

W 17 km/h

Top Stories

Travel

1

Travel plans? Instagram-worthy spots in Nova Scotia

82 views

2

Glasgow Scotland surprises with art, culture

13 views

3

Bikini-clad, selfie-taking tourists could face 'death penalty' on this Thai beach

12 views

4

Travel: The Brazilian Court is high society bathed in European charm

12 views

5

In James Herriot's footsteps: Getting lost hiking the Yorkshire Dales part of the fun

12 views

Obituaries

Mary Catherine Henderson
Of Dartmouth, passed away April 26, 2019 in the VG Site. QEII, in Halifax at

NATIONAL POST

OTTAWA LIFE
MAGAZINE

FINANCIAL POST

The Telegraph

Instagram

discoversaintjohn • Following
Italian by Night



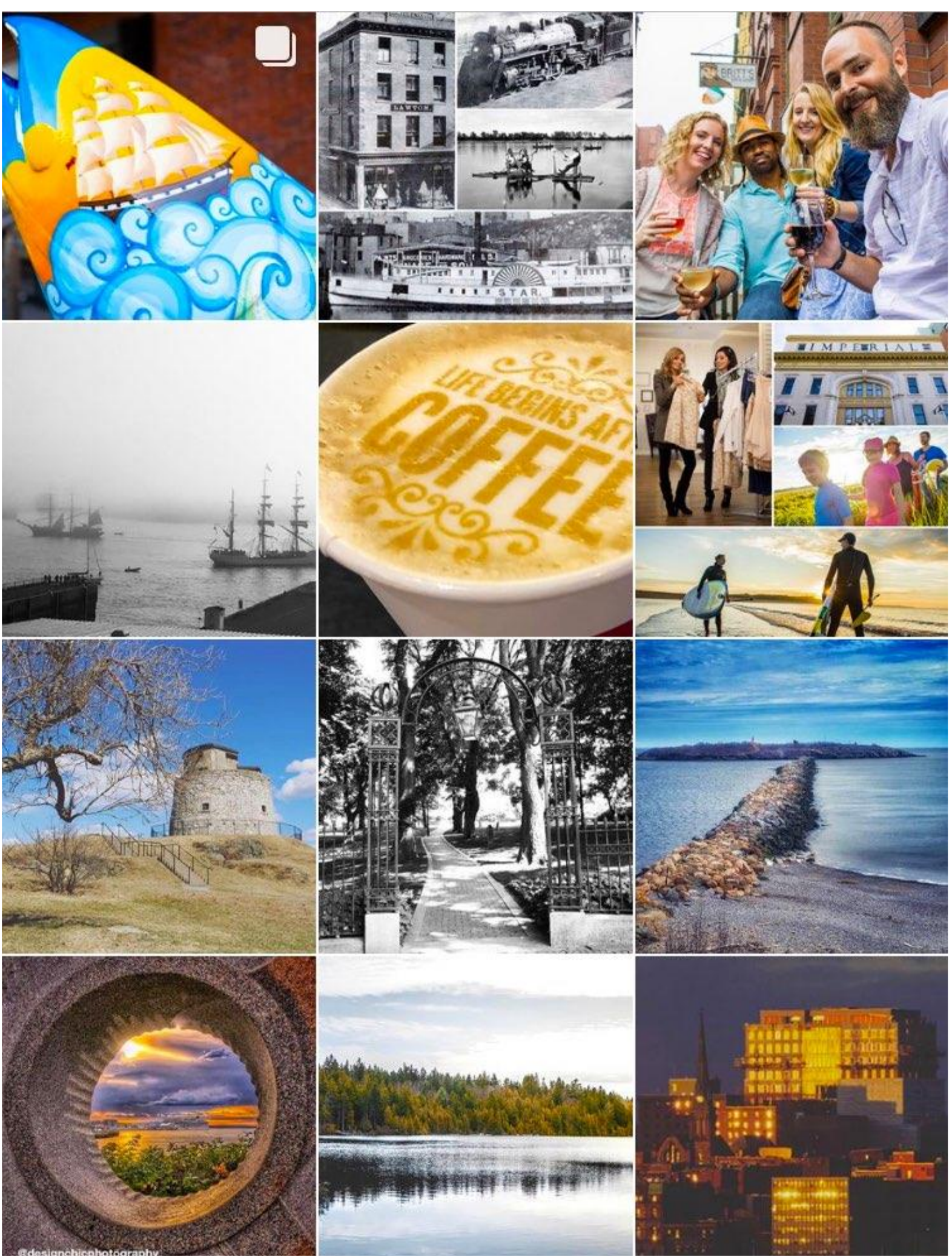
Discover Saint John - Découvrez Saint John
February 14 at 4:02pm

There's a reason they say the food is the talk of the town, but a picture is worth a thousand words. Upload a mouth-watering shot from your #SaintAwesome foodie experience, and you could WIN!!

Like Comment Share

56

Top Comments



THE HOWES GROUP
Your venue selection liaison.

Meeting Architect Podcast

Building Strong Foundations in the Meeting & Events Industry

Episode 13: Victoria Clarke, Executive Director of Discover Saint John, New Brunswick.





Private Investment from Saint John Hotel Association

\$822K

2 0 1 8

\$347K

2 0 0 8

123%



2018 TOP TRAIT
Friendly & Welcoming

Awareness
of leisure
activities

72%

2 0 1 8

52%

2 0 1 5

Place that offers
a vibrant, urban,
waterfront
experience

46%

2 0 1 8

33%

2 0 1 5

Historic
place

72%

2 0 1 8

61%

2 0 1 5

Destination with
diverse, high-
quality culinary or
dining experiences

32%

2 0 1 8

30%

2 0 1 5

S I N C E 2 0 1 2

\$72 MILLION

SIGNED CONTRACTS





\$42M
Major Events



\$10M
Meetings &
Conventions



\$20M
Sporting
Events

EAST COAST
MUSIC
AWARDS

\$3M



\$1.2M

2020



\$10M



\$1.2M

2021



Flexibility & Durability



DISCOVER SAINT JOHN

