



**2025**

*Year In Review*

**DESTINATION**

**MONCTON-DIEPPE** 

# WHO WE ARE

Founded in 2021, Destination Moncton-Dieppe has been formed to lead the marketing and promoting of Moncton and Dieppe as an exciting and significant visitor, business and event destination. Our role is to provide industry leadership, strategic direction and destination marketing of Moncton, Dieppe and the greater Southeast Region in cooperation with partners of the local and regional visitor economy industry, the Cities of Moncton and Dieppe, and the Province of New Brunswick.

Led by a Board of Directors, through industry leadership and destination marketing, Destination Moncton-Dieppe works to profile the region as a diverse place to visit, highlighting the destination's cultural assets, award-winning attractions, hotels and restaurants.

Destination Moncton-Dieppe is a committed visitor economy industry organization that will strive to promote the destination on the regional, national and international stages to increase visitation and enhance the economic impact for the industry.

# OUR BOARD OF DIRECTORS

**RAYMOND ROBERGE**  
CHAIR

**LINDA SCHOFIELD**  
VICE-CHAIR

**RON TOOGOOD**  
TREASURER

**CINDY BOURQUE**  
SECRETARY

**TAMMY STEEVES**  
DIRECTOR

**MARK HOWES**  
DIRECTOR

**BRETT JUDSON**  
DIRECTOR

**MONIQUE POIRIER**  
DIRECTOR

**ISABELLE LEBLANC**  
CITY OF MONCTON

**DENIS LEBLANC**  
CITY OF DIEPPE

**JILLIAN SOMERS**  
EX-OFFICIO

# OUR TEAM



**JILLIAN SOMERS**  
CHIEF EXECUTIVE OFFICER



**KAREN DOUCET**  
SALES MANAGER



**KARINE BOUDREAU**  
MARKETING AND  
TRAVEL TRADE SPECIALIST



**ARIANE LEBLANC**  
SALES COORDINATOR



**MIGUEL CORMIER**  
MARKETING AND TRAVEL  
MEDIA COORDINATOR

## AI Disclosure Statement

All tools were used in the drafting of portions of this document. The author has reviewed and edited to ensure quality and accuracy.

# 2025 PERFORMANCE OUTCOMES: Moncton–Dieppe and Southeast Region

Moncton–Dieppe continues to lead tourism performance in New Brunswick, with \$857M in visitor spend representing over one-third of the provincial total. Supported by record attraction growth and a strong air performance at the Greater Moncton Roméo LeBlanc International Airport, the region is well-positioned for continued growth, with 2026 pacing already exceeding 2025 levels.

## STRATEGIC PROVINCIAL AND REGIONAL LEADER

### #1 IN NEW BRUNSWICK

- Market Capacity and Accommodation Inventory
- Number of visit nights
- Total visitor spend
- Air activity
- Signature Provincial Attractions
- Arena Space and Trade Show Activity
- Major Events Infrastructure and Hosting Capacity

### #2 IN MARITIME CANADA

- Market Capacity and Accommodation Inventory
- Air Activity
- Major Events Infrastructure and Hosting Capacity

## VISITOR SPEND AND ECONOMIC IMPACT

### POSITIONED AS THE LARGEST TOURISM ECONOMY IN NEW BRUNSWICK:

★ **\$857M** in visitor spend in Moncton-Dieppe  
• **34.1%** of total provincial spend

★ **\$1.0B** in visitor spend across the  
Southeast Region  
• **40.0%** of total provincial spend

# HOTEL PERFORMANCE AND DEMAND GROWTH

- **61.2%** occupancy, stable year-over-year despite Q1 softness
- Strong recovery through the year, with significant gains in Q2–Q4
- Q4 occupancy **+18.3%**, driven by sustained shoulder season growth
- Performance continues to strengthen with 2026 pacing ahead of 2025
- 59% provincial occupancy vs. 61.2% locally

## VISITOR MIX AND MARKET REACH

### ★ Room nights by origin:

- 47.6% New Brunswick
- 17.3% Atlantic Canada
- 12.9% Ontario
- 10% Quebec
- 5.2% United States

### ★ Visitor spend by origin (Southeast Region):

- New Brunswick
- United States
- Nova Scotia
- Ontario
- Quebec

### ★ Balanced mix of drive markets and high-value external visitors

### ★ Strong positioning to grow Ontario, Quebec and U.S. markets



## ATTRACTION PERFORMANCE DRIVING VISITATION

### HOPEWELL ROCKS PROVINCIAL PARK AND FUNDY NATIONAL PARK (BAY OF FUNDY)

- Province's top two tourism attractions
- Hopewell Rocks: **+21% growth**
- Fundy National Park: **+4% growth**

### KOUCHIBOUGUAC NATIONAL PARK AND PAYS DE LA SAGOINE

- Continued growth across regional attractions:
  - Kouchibouguac: **+8%**
  - Pays de la Sagouine: **+9%**
- Reinforces the region's strength in nature, culture, and coastal experiences

## AIR ACCESS AND CONNECTIVITY

- **656,246 passengers** through Greater Moncton Roméo LeBlanc International Airport (YQM)
- **16 non-stop passenger routes**
- **5 airlines**
- Direct connectivity to key markets:
  - Toronto, Ottawa, Montreal
  - Calgary, Edmonton

# MARKETING CAMPAIGN PERFORMANCE

Our 2025 marketing campaigns generated over **143 million impressions** across core, co-investment, partner, and targeted activations—delivering a balanced, full-funnel strategy that drove awareness, engagement, and conversion across key markets.

## CAMPAIGNS

### CORE CAMPAIGNS

(WINTER, SUMMER, FALL)

- **38.9M total impressions**
- Full-funnel approach across seasons:
  - Traffic-driving (Winter, Fall)
  - Conversion-focused (Summer)
  - Re-targeting
- Provided consistent, year-round presence in market

### TOURISM NEW BRUNSWICK CO-INVESTMENT CAMPAIGNS

(PRE, SUMMER, FALL)

- **80.6M total impressions**
- Largest campaign driver of the year
- Balanced strategy:
  - Awareness (Pre-Summer)
  - Conversion (Summer and Fall)
- Delivered strong reach and performance through partnership investment

### PARTNER CAMPAIGNS

(ALL)

- **12.8M total impressions**
- Supported key events and seasonal travel moments
- Focused on timely traffic-driving and awareness-building tied to specific travel triggers
- Airlines
  - WestJet
  - Porter

### OTHER CAMPAIGNS

- **11.3M total impressions**
- Included tactical and regional activations:
  - Billboard campaigns
  - Magnetic Hill promotion
  - Targeted traffic campaigns
- Reinforced local awareness and regional visitation drivers

### TOTAL CAMPAIGN PERFORMANCE

- **143.6M total impressions across all campaigns**
- Strong balance across the marketing funnel:
  - Awareness (broad reach and brand building)
  - Traffic (driving interest and research)
  - Conversion (encouraging bookings and visitation)

# OTHER STRATEGIC INITIATIVES AND RESULTS

2025 saw the successful launch of a new website and partner extranet, more than 6 million search impressions, continued leadership in AI and digital strategy, and a series of experiential activations and partnerships that strengthened both industry engagement and the overall visitor experience.

## WEBSITE AND EXTRANET LAUNCH

- Partner-managed listings improving accuracy and real-time updates
- New hub for B2B communication and industry engagement
- **6.3M Google search impressions**

## INDUSTRY LEADERSHIP AND INNOVATION

- Development of a comprehensive AI policy framework, including:
  - Usage guidelines
  - Data governance
  - Vendor and partner expectations



## EXPERIENTIAL AND INDUSTRY ACTIVATION

- Delivery of Naturescapes, combining visitor experience with B2B engagement across meetings, travel trade, and media markets
- Frontline Staff FAM:
  - **79 participants** over 3 days
  - Strengthening local ambassador knowledge and visitor experience

## STRATEGIC MARKETING AND PARTNERSHIPS

- Community-based partnerships as local hosting and sales opportunities
- Targeted campaign placements:
  - VIA Rail Canada digital network
  - Maritime Edit (summer itinerary features)
  - Codiac FM social collaboration

# MARKETING PERFORMANCE: Social, Travel Media and Influencers

Our marketing efforts delivered exceptional reach and engagement in 2025, with over **2.5 billion** earned media impressions, record-breaking social media performance, and strong growth in influencer-led content. Together, these efforts continue to elevate our destination's profile and drive interest from key markets.

## SOCIAL MEDIA GROWTH AND ENGAGEMENT

Significant year-over-year growth across all platforms, led by high-performing visual content

### Instagram:

- Top posts reached **14.4M** and **7M** views
- Engagement up **100%**
- Link clicks up **3,800%**
- Profile visits up **187%**

### Facebook:

- Engagement up **201%**
- Page visits up **97%**
- Link clicks up **21%**
- **Overall:** Strong growth in reach, engagement, and conversion, driving increased traffic to destination content

# MEDIA COVERAGE AND EARNED REACH

★ **2.5 BILLION+**

total impressions generated through earned media

★ **460**

media articles featuring the region

★ Coverage included major national and international outlets such as:

- BBC
- CTV News
- MSN
- The Globe and Mail

★ Strong visibility across key themes

**Bay of Fundy region**

**1.3B+** impressions

**National parks and attractions**

**400M+** combined impressions

**Acadian Coast and regional experiences**

**130M+** impressions

★ Consistent presence of Moncton–Dieppe within broader provincial storytelling

## PRINT AND CONTENT PARTNERSHIPS

★ Strategic placements across high-value regional and national publications, including:

THE CANADA MAGAZINE

SALTSCAPES MAGAZINE

EDIBLE MARITIMES

IGNITE MAGAZINE

CANADIAN RESTAURANT AND FOOD SERVICE NEWS

★ Featured key regional experiences:

HOPEWELL ROCKS PROVINCIAL PARK

PAYS DE LA SAGUINE

MAGNETIC HILL

PARLEE BEACH PROVINCIAL PARK

★ Continued distribution of the Visitor Guide supporting trip planning and conversion

## INFLUENCER AND TRAVEL MEDIA IMPACT

★ Hosted **12+ influencers** and travel media in partnership with Tourism New Brunswick

★ **Included a mix of:**

- Local and regional creators
- National personalities
- International voices (including European markets)

★ **Delivered targeted FAM experiences, including:**

- Spring influencer tour (9 creators) focused on content generation and partnerships

## RESULT

- High volume of authentic, multi-platform content
- Expanded reach across diverse audiences
- Direct partnerships formed between creators and local businesses

# MEETINGS, CONFERENCES AND SALES: Year-in-Review Highlights

In 2025, our sales team delivered a highly targeted national and regional strategy, engaging in more than **20 industry touchpoints** across seven key Canadian markets. Through this work, we connected with over **2,000 industry professionals**, generated more than **500 qualified planner contacts**, and secured over **50 one-on-one appointments** with decision-makers.

Complemented by in-market events, FAM tours, and strategic sponsorships, these efforts are not only building a strong pipeline of future business, but also deepening relationships and elevating our destination's profile within Canada's meetings and conferences sector.

## STRATEGIC MARKET PRESENCE

★ **20+** industry touchpoints across trade shows, professional events, in-market activations, and hosted experiences

★ **7 key markets activated:**

EDMONTON

HALIFAX

MONTREAL

FREDERICTON

OTTAWA

KINGSTON

TORONTO

★ Balanced approach across national acquisition markets and regional relationship-building opportunities

★ Continued alignment with high-impact hosted buyer programs and industry platforms



## HIGH-VALUE INDUSTRY ENGAGEMENT

★ **2,000+** total industry professionals reached across all touchpoints

★ **500+** qualified planner and industry connections

- 127 leads at Canadian Meetings + Events Expo

- 60+ planners engaged through Montreal activations

★ **50+** one-on-one hosted buyer appointments with qualified decision-makers

★ Strong volume of high-quality, unscheduled conversations and repeat touchpoints

## LOCAL CHAMPION PROGRAM

The Local Champions Program ensures Moncton–Dieppe is always in the conversation. By working with our community leaders and professionals, we build a pipeline of opportunities that raises our visibility on the local, Atlantic, and national levels, proves that our region has everything it takes to host impactful, large-scale events.

# IN-MARKET ACTIVATION AND RELATIONSHIP BUILDING

- **Targeted client events in key markets:**
  - Ottawa: **18 attendees** (14 clients)
  - Montreal/Laval: intimate engagement with high-value planners
- **Pre-event FAM program hosted with regional partners:**
  - **5 qualified planners** from Ontario markets
  - Multi-city experience showcasing destination assets
- **Ongoing engagement with Meeting Professionals International chapters and regional industry communities:**
  - Participation in Global Meetings Industry Day (Halifax)
  - Hosted networking events in-market (NB-based MPI community)



# LEAD GENERATION AND PIPELINE DEVELOPMENT

- ★ **75+ high-quality, sales-ready leads** with detailed follow-up notes
- ★ **Consistent pipeline development across:**
  - Corporate meetings
  - Association conferences
  - Incentive travel markets
- ★ Strong positioning in both national and emerging opportunity segments

# PROFESSIONAL EVENTS, SPONSORSHIPS AND BRAND VISIBILITY

- **Active presence at key industry and community events, including:**
  - SITE Canada Golf Tournament (144 high-value incentive buyers)
  - MPI Awards Gala (national recognition ; team member nominated for Member of the Year)
  - TalkEXEC leadership forum (113 attendees ; speaking and sponsorship presence)
- **Strategic sponsorships and activations included:**
  - Hosted experiences (wellness, networking, culinary)
  - Branded touchpoints (local product giveaways, regional storytelling)
  - Exhibit and speaking opportunities to elevate destination profile
- **Local and regional engagement:**
  - Chamber and industry events reinforcing community integration and local ambassador development

# PARTNERSHIPS AND COLLABORATIVE IMPACT

- ★ Continued leadership in the *Meet.Connect.Explore NB* initiative
- ★ **Strong collaboration with partners including:**
  - Professional Convention Management Association
  - Meeting Professionals International
  - Canadian Society and Professional Events Planners
  - Canadian Society of Association Executives
  - Moncton Coliseum Complex
- ★ Co-hosted events, shared activations, and joint sponsorships amplified reach and impact
- ★ Regional collaboration strengthened positioning of New Brunswick as a meetings destination

# TRAVEL TRADE: Year-in-Review Highlights

Travel Trade efforts focused on building export-ready product and activating a variety of local, domestic and some international markets. Through partnerships with Tourism New Brunswick and industry stakeholders, we onboarded regional operators through the Provincial Travel Trade Readiness program, connected with national and international buyers through marketplace events, and delivered targeted FAM experiences showcasing our destination.

These efforts include **135 one-on-one appointments** across various industry shows, engagement with European tour operators, and multiple in-destination experiences designed to convert interest into bookable product ; positioning our region for continued growth in the international travel trade market.

## BUILDING EXPORT READINESS

- ★ Presentation of a regional Travel Trade Readiness program in partnership with Tourism New Brunswick
- ★ **3 regional operators onboarded as first participants:**
  - Homarus Eco-Centre
  - MR21
  - Brix Experience
- ★ Program designed to strengthen product packaging, pricing, and international market readiness
- ★ **20+ industry participants** engaged in initial program kickoff, including provincial partners and suppliers
- ★ **TNB Travel Trade Readiness Program, Phase 2**
  - Over **25 partners** participating in Provincial market-readiness program
  - Virtual, completed, and deep dive mentorship program

## INDUSTRY ENGAGEMENT AND MARKET DEVELOPMENT

- ★ **Hosted a Travel Trade Mini-Marketplace connecting:**
  - **8–10 national travel trade companies** with local operators
  - Structured, timed appointments simulating real marketplace conditions
- ★ Enabled local partners to pitch, refine, and position export-ready experiences
- ★ Strategic events with **over 135 total 1-1 operator appointments**
- ★ Engagement with international buyers and tour operators
- ★ **Coordinated presence alongside provincial and regional partners**
  - Rendez-Vous Canada
  - Atlantic Canada Showcase
  - Bienvenue Quebec
  - National Tour Association

### INTERNATIONAL MARKET ACTIVATION

- ★ Direct engagement with European travel trade clients, including:
  - German market activation
  - Hosted **10 international clients** during in-destination programming
- ★ Focus on high-potential international markets with strong alignment to New Brunswick product offerings

# FAM TOURS AND EXPERIENTIAL SHOWCASING

## Hosted and supported multiple familiarization (FAM) experiences, including:

- Province-led Travel Trade FAM showcasing iconic experiences such as Hopewell Rocks
- Mini-FAM experiences with tour operators and clients featuring curated local programming
- Self-guided FAM support for international operators travelling through the region

## Direct engagement with key travel trade partners, including:

- Canadian Sky
- Travelhouse
- Anderson Vacations
- Jonview Canada

## Experiences highlighted included:

- Culinary and experiential tourism (e.g., Brix Experience)
- Cultural attractions (e.g., Resurgo Place / MR21)
- Signature regional icons and outdoor experiences

## PARTNERSHIPS AND COLLABORATIVE IMPACT

- Strong alignment with provincial strategy and international market development efforts
- **Close collaboration with:**
  - Tourism New Brunswick
  - Regional Tourism Organizations (RTOs) and destination partners
- **Leveraged partnerships to:**
  - Attract international buyers
  - Deliver coordinated FAM programming
  - Strengthen New Brunswick's positioning in global travel trade channels

## TRAVEL TRADE: Results and Impact

Strong growth in travel trade engagement, with **135 operator meetings, 50 new relationships**, and expanded reach across priority North American markets supported by increased FAM activity and export-ready regional product.

- **135 one-on-one appointments** across 4 key industry marketplaces
  - **50 new operator relationships** established
  - **37%** of appointments with new contacts
- **85% of engagement** aligned with priority markets
  - **40%** Ontario and Quebec
  - **44%** rest of Canada and United States
- **9 Travel Trade FAM visits** delivered
  - **50 delegates** hosted
  - **25 tour operators** engaged
- Regional product now export-ready through partnership with Tourism New Brunswick
  - Strengthened offerings for group and FIT markets
  - Coordinated delivery across Southeast and Kent regions



# MOVING FORWARD: MASTER PLAN FOR 2026

## Development of Master Plan including Action Strategy and Implementation Roadmap

**Moncton-Dieppe has the ingredients that few destinations can claim:** Acadian cultural identity, natural landscapes, Atlantic Canada’s largest trade show facility at the Moncton Coliseum, a transforming Petitcodiac riverfront, world-class venues like the Avenir Centre, and the region’s primary air gateway connecting visitors to the Bay of Fundy, Parlee Beach, and beyond.

As Moncton-Dieppe looks toward the future, the region is entering a defining era of opportunity, growth, and transformation within the tourism sector. Over the past several years, the destination has continued to build strong momentum ; enhancing its reputation as a hub for leisure travel, meetings and conventions, major events, sport tourism, and year-round visitor experiences. At the same time, significant investments in infrastructure, waterfront revitalization, cultural assets, accommodations, air access, and community development are reshaping the region and elevating its position on the national stage.

The creation of a new 10-year Tourism Master Plan and Implementation Strategy establishes a bold and collaborative roadmap to guide that growth and maximize tourism’s long-term impact across Southeast New Brunswick. The 10-year plan is also strongly aligned with the Province of New Brunswick’s 2026–2031 Tourism Strategy, Fresh Perspectives, reinforcing a shared vision focused on destination development, year-round visitation, experiential travel, and positioning New Brunswick as a vibrant and competitive tourism destination on the national and international stage.

All strategies, actions and opportunities have the same goal. To position Moncton-Dieppe as Atlantic Canada’s vibrant gateway and gathering place, inspiring visitors to stay longer, explore more deeply, and experience the region in new and meaningful ways for years to come.



# VISION

By 2035, Moncton-Dieppe will be recognized as Atlantic Canada’s vibrant gateway and gathering place, a hub where culture, community, and commerce meet. Anchored by its Acadian culture, strengthened by its role as a business and event capital, and connected by waterways, landscapes, and trails, Moncton-Dieppe will inspire year-round travel. Visitors will stay longer, explore more deeply, and contribute to a regenerative tourism economy that benefits every community across Southeast New Brunswick.

With its unique geographical position, cultural identity, and strong economy, Moncton-Dieppe offers something unique for visitors year-round.

As the future of this destination is envisioned, key strategic priorities have been identified to guide efforts in planning, managing, and marketing Destination Moncton-Dieppe. Based on the destination assessment, vision being pursued and the audiences targeted, these strategic pillars include:

## STRATEGIC PILLARS



Regional Leadership  
and Collaboration



Marketing Positioning  
and Promotion



Events, Sports and  
Business Tourism



Destination Experience  
Development



Tourism Enabling  
Conditions