



The Valley News

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The Upper St. John River Valley Tourism Development Initiative - An Update

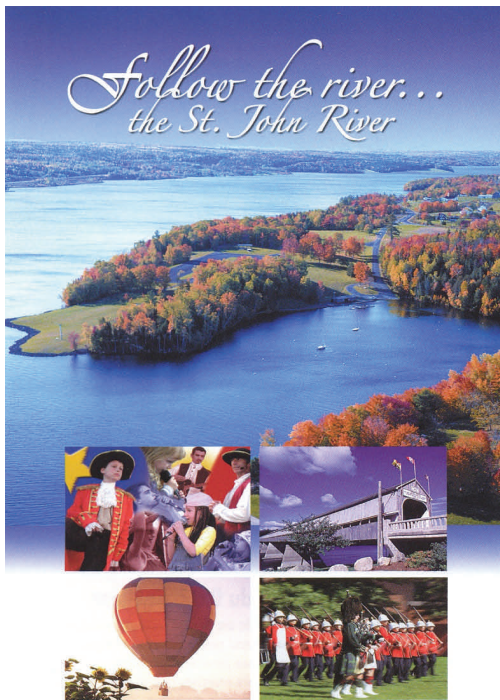
Submitted by: Arthur Slipp, Deputy Mayor, Town of Woodstock

In August of 2005, the study, **Upper St. John River Valley Tourism Development Initiative - A Product and Market Development Strategy**, was submitted to the New Brunswick Department of Tourism and Parks (TAP). The study outlined a detailed strategic plan for the development of sustainable tourism in the Upper St. John River Valley. Since that time, the document has served as the starting point for a “work in progress” - the evolution of tourism in the communities along the Upper St. John River between Edmundston and Fredericton.

You may recall, the Executive Summary of this report provides an extensive overview and summary of the research and findings. In addition to identifying seven (7) objectives and nine (9) deliverables, the study presented forty-five concise recommendations in its action plan. A key component of the report was the inclusion of a product and market development strategy, complete with implementation timeline. The plan was supplemented by two additional documents - **Appendixes and Tools** and **A Categorized Tourism Product Inventory**.



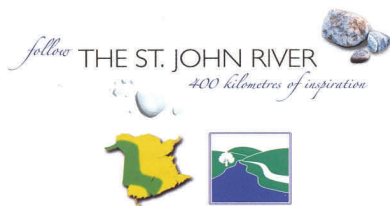
Floral Clock at Beechwood Hydro Dam



The recommendations contained in these documents continue to provide a foundation that guides discussion and gives focus to attempts to formulate branding, marketing, and product development in our section of the St. John River Valley Scenic Drive. Without a doubt, this report will continue to provide a regional “road map” to sustainable tourism if we chose to implement its recommendations and capitalize on the natural and cultural heritage of the St. John River to develop the proposed themes and product clusters for exciting, new product opportunities.

Since the release of this document, great strides have been made in promoting tourism in the Upper River Valley. In 2005 the New Brunswick Department of Tourism and Parks established the St. John River Valley Coordinating Committee to begin implementing recommendations highlighted in the report. To date, several of the key marketing recommendations remain to be addressed but recently a plan incorporating the tag line, “Follow the St. John River - 400 kilometres of inspiration,” has emerged and is now widely used in promotional material throughout the region. In November 2006, the Department of Tourism and Parks organized a Trade Mission to South Carolina and, as a follow up to this mission, the Department is now actively considering an adaptation of the South Carolina National Heritage Corridor model to brand and market the St. John River. In addition, a pamphlet, trade show booth and web landing page (www.st.johnrivervalley.ca) for the Upper Valley have been produced.

The St. John River Valley Tourism Association continues to be an active partner in promoting tourism on a regional basis. The eleven member municipalities that comprise the SJRVTA are currently producing a promotional video to highlight the area’s attractions and points of interest. The Association has also begun the development of a web site (www.sjrvta.com) in support of the provincial and municipal tourism marketing programs.



www.stjohnrivervalley.ca

Perth-Andover's Gathering of the Scots Festival The Ultimate Celtic Experience! May 25th – 27th, 2007

From humble beginnings just 6 short years ago the Gathering of the Scots Festival in Perth-Andover, NB quickly became one of the fastest growing Scottish cultural festivals in Maritime Canada. Attendance and participation has increased sharply each year with dozens of festival activities and social events now taking place throughout the community over the 3-day weekend celebration.

So just what's in store for the Gathering in 2007? This year's organizers are hard at work making preparations and guarantee a few "new twists" to the long list of activities planned. Activities will begin Friday (May 25th) with a light-hearted "Kilted" Golf Tournament, the patented Heavyweight Athletics Skills Workshop topped off with a Scottish Social at the medieval setting of Perth-Andover's Castle Inn.

Saturday will concentrate activities on the festival grounds at Baird's Memorial Campground situated at the southern limit of the village of Perth-Andover along Route #105. Beginning with a hardy "Highlanders Breakfast" from 7-10 AM, visitors will be as-



tounded by the multitude of activities and entertainment. Dozens of Celtic Music and Highland Dance performers will perform at the festival's main stage throughout the day in addition to mass and individual concerts by 4 Scottish Pipe Bands. Public Workshops covering such topics as Gaelic Language, Whisky Tasting, Highland Dance and Beer Tasting will be scheduled. As well as dozens of Celtic Retail Booths and Refreshment Kiosks will offer a wide variety of merchandise for sale.

New in 2007 will be the Gathering's first Fly Casting Competition as well as several Rugby Matches hosted by the Woodstock Wildmen. Athletics are always a highlight of each Gathering with over 70 "kilted" athletes scheduled to compete in several divisions of Ancient Scottish Athletics including Junior, Open/Pro, Amateur and Female categories. Be astounded as competitors toss weights as heavy as 56 lbs and 15 foot Cabers weighing in at 115 lbs seemingly at ease. Children attending will surely enjoy the "Wee Ones" Activity Tent open throughout the day, as well as a chance to participate in the fun-filled Lightweight Athletic events.

As activities on the grounds wrap up later in the day, a full night of Celtic music and dance begins. The "Crowning Jewel" of each Gathering of the Scots weekend is definitely the Saturday Evening "Ceilidh". Visitors will be entertained in 2007 with

acts such as the music of recent ECMA nominees Bottoms Up, amazing performances by the Gaelic Breacan Dancers and the Kincardine (Ontario) Scottish Pipe Band.



And what better way to finish the weekend than a traditional Commemorative Church Service Sunday AM in the Scottish Highlands of Kincardine (a short 15 minute drive from Perth-Andover). Accompanied by the haunting sounds of the bagpipes, join Reverend Burns and members of this historic community for a special service at the "Kirk on the hill" - Melville Church.

From Haggis to Heavyweights and Clans to Fly Casting - it's all at "the Gathering". As the long, cold winter fades from view, why not take a weekend and visit one of our Province's best kept secrets this May in beautiful Perth-Andover, NB. The Gathering of the Scots - *The Ultimate Celtic Experience!*

To learn more about this year's Gathering of the Scots Festival, visit their updated website at www.gatheringofthescots.com or contact the festival's Events Chairman, Rod MacIntosh phone (506) 273-6710 or email : info2@gatheringofthescots.com.

River Valley ATV Club & Skedaddle Ridge Club

3rd Annual ATV Rally – Woodstock

Friday, June 15th, 2007

Street Parade 6 pm

Leaving from Grandstand Parking Lot , Connell Park returning to Dave's Sport Centre on Everett Street (behind Pizza Hut - Police Escort)

After Parade at Dave's Sport Centre:

- Draw for new Kawasaki 650 (Tickets \$20)
- FREE BBQ & 50/50 Draws
- Mud pit with trophies
- Registration includes ticket on a new ATV Gilford Trailer

Saturday, June 16th, 2007

ATV Rally 80– 90 km run

Registration 8 am to 10 am

Starts & ends at Bulls Creek at the end of Sigahaw Cove Road - Gas in Debec & canteen in Benton on the trail

- Pick up map of run on Friday Night
- 50/50 Draw
- Draws for cash & merchandise

Registration \$10 for each day; Alcohol free weekend; Town Police & RCMP on patrol

Centreville Chamber of Commerce Super Power Pull June 22nd — 24th, 2007

The Centreville Chamber of Commerce hosts the Annual Super Power Pull on the Tractor Pull Grounds located at the Old Train Station. Hundreds of Tractor Pullers from Maine, Nova Scotia, Prince Edward Island and Quebec as well as New Brunswick have their eyes on the trophy and the glory of this pull.

This event which kicks off the tractor pulling season is scheduled for Friday, June 22 beginning at 7 pm, Saturday, June 23

at 10 am and under the lights again at 7 pm. Sunday, June 24 the pulling begins at 1pm.

There will be a Firemen's breakfast on Saturday from 7am-10 am, with a dance in the evening at the Centreville Elks from 10 pm -2 am. For more information please contact 506-276-4241 or email at: centreville.chamber@aernet.ca



Village of Bristol– Shogomoc Railway Project Update



Railcars 2006– Before Restoration

The Village of Bristol is active in the construction and renovation of the Shogomoc railway station and three cars located on Main Street, Bristol. The Shogomoc Railway Club and the Village of Bristol have partnered with assistance from the Federal government through the Innovative Community Fund, to restore and renovate the station and cars.

The station will be restored to showcase a lot of great rail travel artefacts and history. The first train car will be finished as a spectacular dining car, and will be the showcase of the cars. The restoration

and renovations of the remaining cars will continue.

Upon completion of the project, the Village will welcome tourists and community members to tour the station and cars. A grand opening celebration is scheduled for Saturday, August 25, 2007.

For more information on the Shogomoc Railway Project please contact Melanie Clark, Tourism Coordinator, Village of Bristol at 506-392-6763 or at email address: bristoltourism@aernet.ca

King's Head Inn at Kings Landing Celebrates Spring

Say Hello to Spring this year at Kings Landing with one of the different dinner programs being offered at the King's Head Inn!

A new Easter Evening Dinner will be held on Saturday, April 7, 2007. Arrival is set for 6:30 pm, giving guests time to mingle and enjoy entertainment in the pub before dinner is served. For \$26.00 per person (tax & gratuity not included) a 3 course fresh menu is being offered. You may choose for the main course one of the following: Sliced Ham with Rum Raisin Gravy, or Grilled Salmon with Ginger-Orange Mustard Glaze or Sesame-Lemon Chicken with a Phyllo Crust. Also being served with an appetizer, vegetables and condiments, Kings Landing special brown bread and delicious homemade desserts.

On Sunday, April 8 come and enjoy Easter Sunday with your family at Kings

Landing. Participate in family oriented activities, a puppet show and a visit from the Easter Bunny. During the afternoon in the village, enjoy a meal at the noon or evening seating. The evening meal with a 6:30pm arrival time.

Celebrate Mother Day's on Sunday, May 13, 2007 with an elegant Victorian meal served in the ambience of the King's Head Inn. Enjoy music and song with costumed entertainers before your meal. Choose in advance from one of the following main courses: Atlantic Salmon in Phyllo Pastry with White Wine Dill Sauce or Cornish Game Hen in a Mushroom Wine Sauce or Prime Rib Roast of Beef with Yorkshire Pudding.

Each meal comes with an appetizer, vegetables, sauces and condiments, warm homemade Kings Landing brown bread, choice of dessert, and tea or cof-

fee. What a great way to say to your Mother how special she is.

Reservations are required, so call or email to reserve your space for one of these delicious meals at the King's Head Inn. Please phone 506-363-4999 or contact by email at info@kingslanding.ca.



Photo Credit G Siros

Dinner at Kings Landing

Tourism New Brunswick – Seeking Nominations



The **Tourism Excellence and Innovation Awards** celebrate achievements of the businesses, operators and organizations that capitalize on New Brunswick's natural wonders, rich heritage, and cultural diversity.

These awards recognize outstanding performance in tourism product development, marketing and creative partnerships.

Prerequisites are outlined in the nomination forms available on the **2007 Tourism Excellence and Innovation Awards** website at www.gnb.ca (keyword: Tourism Awards) or you can contact Rose Arsenaault at 1-888-817-5577. Nominations must be re-

ceived no later than **2:00 p.m. Friday, April 27, 2007.**

The **2007 Tourism Excellence and Innovation Awards** will be presented at a special event in Fredericton. Details, date and time will follow.

2006 Award Winner for Excellence & Innovation in Tourism Product Development– World Pond Hockey Championship– Plaster Rock

Super Host Atlantic

TIANB offers a fast-paced, interactive one-day workshop that concentrates on communication, interpersonal skills, professionalism and pride. This workshop helps employees with positive attitudes to service being offered and helps make business better.

The St John River Valley Tourism Association will be hosting two sessions of Super Host this spring– one session in the Upper Valley and one in the Lower Valley. Cost for the session is \$50 for members of TIANB and \$65.00 for non-members.

For more information or to sign up, please contact by email: info@sjrvta.com or phone 1-888-568-2111.



World's Largest Axe at Nackawic

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The high definition video and expanded web site are scheduled to be completed in November of 2007. This material will compliment the work being done by TAP and municipal VIC's. In cooperation with TAP, the valley communities have also increased participation in the provincial Hometown Program and the Provincial Visitors' Guide. The SJRVTA now provides a grant to support the work of the TAP Coordinating Committee and also assists by helping to staff the booth at annual trade shows attended by the Department.

To be effective, each member of the St. John River Valley Tourism Association must be knowledgeable of, and familiar with, all sections of this report. Of particular interest to our members are the appendixes dealing with new tourism projects and initiatives, cultural tourism assets and projects, packaged experiences, interesting stories and personalities and the recommendations for individual communities.

If you would like to review a copy of this report, or receive additional information on the work of the SJRVTA please contact: Tobi Pirie, SJRVTA Administrative Assistant, email info@sjrvta.com, phone 1-888-568-2111



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