

PRESS RELEASE



Bathurst, Tuesday March 27th, 2018 – The Chaleur Regional Tourism office, a subsidiary of the Chaleur Regional Service Commission, launched its new Tourism Corporate image and strategy before the commission members and stakeholders.



The “Chaleur Region” brand image, accompanied by the brand promise “Take your time. Fall in love” will be the standard bearers in the Tourism Office’s strategy for tourism initiatives. The launch also includes the Office’s 2018 tourism guide.

“Today’s launch is the result of a collective effort with a vision to present the tourist opportunities our wonderful region has to offer, to young and old, in many areas of activities and throughout all four seasons. We have many rich elements in the Chaleur Region, from our Bay to our forests, from our rivers to our communities. These elements, these values and more are transmitted to visitors through the welcoming and human generosity of our citizens. This new branding and strategy represent those very elements and we are proud to put implement this strategy”, said Bathurst Mayor Paolo Fongemie.

“The brand image and strategy brings forth key elements that exist and are strong in our area. Visitors fall in love with the region, they fall in love with nature, they fall in love with the people, they recharge. Here in the Chaleur Region, we have a great balance between leisure and work. Visitors come here to get away from the busy life. This image conveys that message and we are proud to see our work come to fruition with the launch today”, said Janine Daigle, Tourism Director for the Chaleur Regional Tourism Office.

The new branding and strategy will be implemented through publications, video presentations, ad campaigns and social media strategies.

“The strategy announced this morning underlines a new chapter in our collaborative efforts so that we can showcase our strengths. The Chaleur Region has many natural assets that will allow visitors to not only experience holiday adventures, they will be able to fully disconnect from their daily routine, in summer and winter. It is with great enthusiasm that we show our new regional tourism identity”, said Jean-Guy Grant, President of the Chaleur Regional Service Commission.

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