

# TradeSmart

## The Travel Trade Supplier Certification Program

TradeSmart is a unique program that is supported by receptive tour operators locally, regionally and nationally. The receptive operators included in this listing endeavour to partner with **TradeSmart** Certified Suppliers whenever possible, recognizing that these suppliers are dedicated to working with the travel trade, employing policies and procedures to make it easy to do business in New Brunswick.

## Profile of Receptive Operators

### Regional

#### Ambassatours Gray Line

**Contact:** Richard Arnold

**Address:** 2631 King Street  
Halifax, NS B3K 4T7

**Phone:** 1 800 565-7173

**Fax:** (902) 423-5522

**E-mail:** tours@atlantictours.com

**Website:** www.Ambassatours.com

#### Travel Trade Service:

- Ground transportation
- Itinerary planning
- Step-on guide
- Full receptive packages
- Scheduled series tours of New Brunswick and Atlantic Canada
- Numerous multi-day departures
- Available block space on daily departures
- Convention, incentive, cruise ship servicing

#### Market(s) Specializing in:

Our key markets are North America, United Kingdom, Australia and New Zealand. We are growing with more tour operator customers from Europe.

#### Areas of Specialization:

We offer tour operators seats on our guaranteed departure scheduled tours and the best value-for-money receptive packages, as well as our new FIT independent city stays, resort stays and self-drives.

#### Competitive Advantage:

- \$5million liability insurance
- \$250,000 in consumer protection insurance
- Largest buying power of any tour operator in Atlantic Canada
- Most experienced tour operator in Atlantic Canada
- Best trained tour directors in Atlantic Canada
- Deluxe washroom-equipped highway coaches
- Kilted staff and bagpipers
- Gray Line Worldwide affiliation

#### Professional Qualifications and Travel Industry Experience of Company Principals:

Paul Emmons started his career in the motorcoach tour industry in June of 1969. Present member of SKAL Club of Halifax, Tourism Industry Association of New Brunswick (TIANB), Tourism Industry Association of Nova Scotia (TIANS), Conventions Committee of the National Tour Association. Paul is also on the Tour Operators' Advisory Board of Best Western International.

Dennis Campbell started his career in the motorcoach tour industry in May, 1983. Member of TIANB, TIANS, SKAL Club of Halifax, and the Gray Line World Wide Board of Directors.

Gary Powell began his travel industry career in Halifax, Nova Scotia in 1975. Recent member of the Canadian Institute of Travel Counsellors, Pacific Asia Travel Association (PATA), and in 1997 he achieved CITC Accredited Travel Management (ACTM).

## Canadvac Travel Services Ltd.

**Contact:** Ms. Franziska Fenselau  
Mr. Alexander Braun

**Address:** PO Box 188  
Caledonia, NB B0T 1B0

**Phone:** (902) 682-2116

**Fax:** (902) 682-2777

**Email:** admin@canadvac.com

**Website:** www.canadvac.com

### Travel Trade Service:

- Tailor Made Packages and Itineraries,
- Escorted Groups,
- Customized Itineraries for small groups
- Bilingual - services in English, German and French
- Excursions and day & multi day activities
- Unique experiences
- Ground Transportation
- Step-on guides for groups and individuals
- Reservations for all kind of FIT accommodations
- City Stays
- 24-hour turnaround on quotes and confirmation
- Travel Documents

### Market(s) Specializing in:

Europe

### Areas of Specialization:

We provide a full service for FIT and Groups in:

- New Brunswick
- PEI
- Nova Scotia
- Newfoundland & Labrador
- Quebec
- Ontario

### Competitive Advantage:

We are specialized in the European Market and know our market better than anybody else.

### Professional Qualifications and Travel Industry Experience of Company Principals:

Franziska Fenselau: In Tourism Industry for more than 16 years. Formerly Product Manager Canada & North America for major German Tour Operator.

Alexander Braun: Graduating in Geography, Education as Tour Guide, Senior Consultant for media consulting company and in this position responsible for media and press for CTC Germany.

## Freedom Tours & Travel

**Contact:** Ellen Tucker

**Address:** 80 Charlotte Street  
Saint John, NB E2L 2J3

**Phone:** (506) 632-1012  
1-800-561-2324

**Fax:** (506) 631-0980

**Email:** info@freedomtours.com

**Website:** www.freedomtours.com

### Travel Trade Service:

- Specialized itinerary planning for large or small groups
- Special event group tours
- Nationally Certified Tour Guides offering specialized local flavour.
- Professional multi-day tour directors
- Private land excursions for Cruise Ship passengers
- Multi-lingual services
- Ground transportation
- FIT booking Accommodations, Air & Cruise
- Complete Travel Services e.g. pre & post convention tours

### Market(s) Specializing in:

The best of Atlantic Canada. Proud members of NTA, ACTA, CLIA, Saint John Board of Trade and affiliated with CTHRC & TIANB

### Areas of Specialization:

Our packages are designed to deliver an exceptional experience that is as diverse as the landscape travelled.

### Competitive Advantage:

Freedom Tours & Travel is a professional tour and receptive operator dedicated to exceptional services and unbeatable value. We are big enough to negotiate excellent rates for your groups but small enough to give you personalized attention.

### Professional Qualifications and Travel Industry Experience of Company Principals:

Ellen Tucker, President, Freedom Tours & Travel: CTC, BSc. With 24 years experience as travel agency owner/manager, tour planner and past president of ACTA Atlantic. Reay Wallace, Tour Manager, Freedom Tours, CTP, CTT. With 18 years experience in travel planning & tour execution. Nationally Certified Tour Guide, Nationally Certified Tour Director and Nationally Certified

## Maxxim Vacations

**Contact:** Lesley Sparkes

**Address:** 251 Empire Avenue  
Suite 200  
St. John's, NL A1C 3H9

**Phone:** (709) 754-6666

**Fax:** (709) 754-8780

**Email:** lesley@maxximvacations.com

**Website:** www.maxximvacations.com

### Travel Trade Service:

- Pre-packaged FIT itineraries
- Pre-packaged escorted itineraries
- Custom FIT or escorted product
- Airfare from all major North American cities
- Ground transfers
- Attractions
- All passenger documents including air tickets, vouchers, and itineraries, payment processing

**Market(s) Specializing in:**  
Canada and The United States.

### Areas of Specialization:

Based in Atlantic Canada, Maxxim Vacations are "on the ground" experts in FIT vacations to this region. Our expert reservation staff have the ability to build custom holidays suited to any traveler's individual tastes or needs.

### Competitive Advantage:

By offering airfare coupled with all other aspects of a vacation to New Brunswick, Maxxim Vacations truly offers clients an opportunity for one-stop shopping for a New Brunswick holiday. Our competitive airfares coupled with value priced ground packages combine to provide considerable value to visitors. We are Atlantic Canada specialists—operating in Atlantic Canada.

### Professional Qualifications and Travel Industry Experience of Company Principals:

Judy Sparkes-Giannou, President, Maxxim Vacations. Active industry participant (Hospitality Newfoundland & Labrador (HNL), Tourism Industry Association of Canada (TIAC), Hotel Association of Canada (HAC), Atlantic Canada Tourism Partnership (ACTP). Bill Squires, B.Comm, Director of Marketing.

## TayMac Tours Limited

**Contact:** Shirley A. MacLean  
President

**Address:** 2299 Connaught Ave.  
Halifax, Nova Scotia  
B3L 2Z2

**Phone:** (902) 422-4861

**Toll Free:** (800) 565-8296

**Fax:** (902) 425-6598

**Email:** tmt@taymactours.com

**Website:** www.taymactours.com

### Travel Trade Service:

- Customized Itinerary Planning
- Step-on Guide Service
- Tour Director Service
- Full Receptive Customized Packages
- Cruise Ship Shore Excursions
- Educational Tours
- FIT Packages
- Incentive Packages
- FAM Tours
- Slides, Videos, Image CD's
- Multilingual Guides

### Market(s) Specializing in:

**TayMac Tours Limited**, the Personal Touch Company. As a Full Receptive Operator, we specialize in Custom Group Tours, Self Drive Tours, Educational Tours, FIT Packages and Shore Excursions.

### Area of Specialization:

Our area of expertise is Atlantic Canada - Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador.

### Competitive Advantage:

Winner of the 2003 Crystal Tourism Award of Excellence by the Tourism Industry Association of Nova Scotia, TayMac Tours provides quality, cost conscious, creative, customized tour packages for FIT travelers and groups of any size. After twenty years in the tourism business TayMac Tours has developed a trusted relationship with our suppliers to provide excellent vacation experiences.

**Professional Qualifications and Travel Industry Experience of Company Principals:** Shirley A. MacLean has been in the tourism industry for over 45 years. She has developed many friends and business relationship across North America. She is presently a member of SKAL Club of Halifax, Tourism Industry Association of Nova Scotia (TIANS). TayMac Tours are members of NTA for the past 15 years, Ontario Motor Coach Association (OMCA), Destination Halifax, and the Better Business Bureau of Canada (BBB).

## Vision The Atlantic Canada Co.

**Contact:** Karen Evenden  
Maria Matthews

**Address:** PO Box 21  
Corner Brook, NL A2H 6C3

**Phone:** (709) 634-3990

**Fax:** (709) 634-2774

**Email:** sales@visionatlantic.net

**Website:** www.visionatlantic.net

### **Travel Trade Service:**

- Full itinerary planning
- Receptive services for both FIT and Group
- FIT accommodations
- Self drive itineraries
- City stays
- Escorted Tours
- Nature Tours
- Day & multi-day activities & excursions
- Transportation
- Winter product
- Incentive travel
- Educational programs
- 24-hour turnaround on quotes and confirmations
- Travel documents.

### **Market(s) Specializing in:**

Atlantic Canada specialist Receptive Tour Operator providing extensive Atlantic Canada Travel product. We specialize in selling New Brunswick, Newfoundland & Labrador, Nova Scotia, and PEI travel product to the International Travel Trade.

### **Areas of Specialization:**

FIT and Group Travel to:  
New Brunswick  
Newfoundland & Labrador  
Nova Scotia  
Prince Edward Island

### **Competitive Advantage:**

Company directors are from the UK and have extensive UK Canadian Specialist Tour Operator experience so they understand the European Travel Trade Market. Atlantic Canadian Specialist based in Atlantic Canada. English and French speaking staff/itineraries.

### **Professional Qualifications and Travel Industry Experience of Company Principals:**

Maria Matthews & Karen Evenden

Completed and graduated from two-year Travel and Tourism CTEC course;

British Airways Fares & Ticketing Level I & II;

Twenty years in total Canadian Specialist Tour Operator experience;

Participants of CTC London Canadian Specialist Program for four years.

Active industry participant Hospitality Newfoundland & Labrador (HNL), Atlantic Canada Tourism Partnership (ACTP).

## National

### Brewster Vacations

**Contact:** Larry Gale  
Director of Sales and Marketing

**Address:** PO Box 1140  
Banff, AB T1L 1J3

**Phone:** (403) 762-6700

**Fax:** (403) 762-6705

**Email:** sales@brewster.ca

**Website:** www.brewster.ca

**Travel Trade Service:**  
Receptive Tour Operator

**Market(s) Specializing in:**  
North America, United Kingdom, Japan,  
Australia, New Zealand.

**Areas of Specialization:**

Canada.  
Groups and FIT packages across Canada  
with Rail, Motorcoach and Self Drive.

**Competitive Advantage:**

Brewster—Canada's premier tour operator,  
has been hosting visitors to Canada for 111  
years. Our Canada-wide services offer the  
most comprehensive assortment of four-  
season independent FIT touring: Great  
Canadian Train Vacations, motorcoach, self-  
drives, and city breaks.

The group-travel department consists of  
creative coordinators who develop custom-  
designed itineraries with emphasis on our  
natural surroundings from all the Canada and  
US border states. Service for leisure, special  
interest, sport activity, adventure, pre-post  
cruise, incentive and convention programs.

**Professional Qualifications and Travel Industry Experience of Company Principals:**

Brewster has been in business for the past 110 years.  
The principals have been in the company for at least the past 25 years.

### Jonview Canada

**Contact:** Vicki Clarke

**Address:** 1300 Yonge Street  
8th Floor  
Toronto, ON M4T 1X3

**Phone:** (416) 323-9090 ext. 338

**Fax:** (416) 323-3980

**Email:** vclarke@jonview.com

**Website:** www.jonview.com

**Travel Trade Service:**

- Escorted tours
- Fly-drives
- Independent packages (city stays and  
adventure packages)
- FIT services
- Group services including itinerary  
planning, hotel inventory and group  
operations.

**Market(s) Specializing in:**

We actively market and sell to all  
continental Europe, UK, Latin & South  
America, Japan, Australia

**Areas of Specialization:**

Jonview Canada specializes in providing  
escorted tours, independent packages,  
adventure and winter programs in Canada.

**Competitive Advantage:**

Jonview has established a reputable client  
base around the world and has assisted them  
in developing their product lines for Canada  
over the past 25 years. We annually refresh  
product to appeal to new demographics and  
clients. We provide a customized electronic  
booking facility which enables direct  
connectivity between Jonview and their  
clients and provides immediate product  
confirmations.

**Professional Qualifications and Travel Industry Experience of Company Principals:**

The principals collectively provide the broadest knowledge base of the characteristics of the international market in Canada. Jonview has focussed solely on developing Canadian products for international visitors throughout its existence. Principals are active on Boards and Committees of several national and regional Tourism bodies.

Jonview Canada is a member of the Transat Group, the market leader in Canada and one of the leading leisure companies in the world.