



Announcement of the New Regional Destination Marketing Organization (RDMO) – Greater Miramichi Region

To: All RSC partners, government representatives, media outlets, tourism stakeholders, and community organizations in the Greater Miramichi Region

Date: November 20, 2024

As part of the municipal reform in New Brunswick, the roles of Regional Service Commissions (RSCs) were expanded in 2023 to include regional tourism promotion.

Historically, tourism in the Greater Miramichi Region has been promoted under the "Discover Miramichi" brand, originally managed by the Miramichi River Tourism Association (MRTA). After the MRTA dissolved, the City of Miramichi inherited the brand and assumed responsibility for tourism marketing, extending its efforts to promote attractions beyond the city limits.

In 2022, recognizing the need to fulfill its expanded mandate for regional tourism promotion, the Greater Miramichi Regional Service Commission (GMRSC) entered into a Memorandum of Understanding (MOU) with the City of Miramichi to manage regional tourism promotion. During stakeholder consultations in 2023, strong support emerged for the creation of an independent Regional Destination Marketing Organization (RDMO). In response, the MOU transitioned into a temporary service contract, with the City continuing to handle tourism promotion on behalf of the GMRSC while the Commission worked towards establishing its own dedicated tourism body.

Today, the GMRSC is pleased to announce the official establishment of a non-profit, arm's-length Regional Destination Marketing Organization, with a call for board members now open. The RDMO will serve as an independent, industry-driven entity responsible for developing and implementing a comprehensive regional tourism strategy. Its primary goal is to foster collaboration among tourism stakeholders across the region, positioning the Greater Miramichi as a premier destination for visitors.

As part of this transition, the RDMO will assume stewardship of the "Discover Miramichi" brand and its associated assets, including branding, promotional materials, and digital platforms currently managed by the City of Miramichi. The existing service contract with

the City will remain in place until the RDMO becomes fully operational in 2025, ensuring continuity in regional tourism promotion throughout the transition period.

The RDMO will work closely with local stakeholders to create a robust tourism strategy, promote unique regional experiences, and connect local businesses, ensuring the Greater Miramichi Region is effectively marketed to both domestic and international audiences. An Executive Director will be appointed to lead this initiative, and full operational status is expected by 2025.

For further questions or more information regarding the RDMO and its development, please contact carrie.price@rdmo.ca