

DAVID SEABROOK RECEIVES THE PIONEER AWARD AT TIANB'S 2026 TOURISM AWARDS GALA

Fredericton, N.-B., le 16 octobre 2026 — The Tourism Industry Association of New Brunswick (TIANB) announced the 14 winners of the 2026 Tourism Awards last night at its annual Gala at the Fredericton Convention Centre. Nearly 200 members of the tourism industry, partners and guests attended the evening, hosted by Éric Morneault and opened by a performance from the Sisters of the Drum.

David Seabrook, 2026 Tourism Industry Pioneer Award

The Tourism Industry Pioneer Award, TIANB's highest honour, was presented to David Seabrook, Director of Tourism for the Fredericton Capital Region. For more than three decades, he has helped make Fredericton a vibrant destination known for its festivals, arts, culture, sport tourism and year-round visitor experiences. A volunteer co-founder of the Harvest Jazz and Blues Festival, he also helped develop initiatives such as the nationally recognized Garrison Night Market and the Wolastoq Watershed Paddling Trails. He has been involved with TIANB, the Atlantic Canada Tourism Partnership and the Destination Marketing Association of Canada, and has mentored the next generation of tourism leaders.

"David helped shape the way New Brunswick welcomes its visitors. This award honours an entire career dedicated to building stronger experiences, partnerships and communities," said Ginette Doiron, Chief Executive Officer of TIANB.

2026 Tourism Award Winners

- **Sara Holyoke Memorial Hospitality Excellence Award, presented by Delta Hotels by Marriott:** Natasha Fulton, Down East Comfort. She offers a personal, attentive welcome, and the establishment has received nothing but 5-star reviews since opening in 2020.
- **Small Business Marketing Award, presented by VIVIFY:** Sunbury Oromocto Park & Campground. A complete digital rebrand turned the campground into a multi-experience destination, with more than 9,000 visitors to its new website and a network of over 20 partners.
- **Large Business Marketing Award, presented by Peach Marketing:** Crowne Plaza Fredericton. Its experience-driven strategy generated 191,200 Facebook views in January 2026 and supported eight tourism campaigns that also promote Fredericton.
- **Sport Tourism Award:** Explore NB Open. The tournament welcomed 156 professional golfers from more than 20 countries and over 6,300 spectators, generating more than \$3 million in economic impact.
- **Collaborative Impact Award:** Le Pays de la Sagouine. More than 20 active partnerships led to new experiences such as Akadi Lumina – Haute mer, and over 13,000 free passes were given to students.
- **Tourism Innovation Award:** Le Pays de la Sagouine. A unique bilingual format introduces francophone and anglophone visitors to Acadian culture, with some 160 performances in 2025.
- **Sustainable Tourism Award, presented by Parks Canada:** Mactaquac Provincial Park. The park welcomes more than 9,000 students a year for environmental education and invests in reforestation, solar energy and climate-adapted infrastructure.
- **Indigenous Tourism Excellence Award, presented by the Indigenous Tourism Association of New Brunswick:** Jumi's Wellness. It creates authentic wellness experiences rooted in Wolastoqey culture, such as medicine walks, cedar tea and cultural teachings, connecting visitors with the land, tradition and Indigenous knowledge.
- **Taste of NB Award,** presented by the Department of Agriculture, Aquaculture and Fisheries: Acadian Sturgeon and Caviar Inc. The company turns the Atlantic sturgeon of the Wolastoq into immersive culinary experiences, including the Caviar Academy and the Sturgeon Safari.
- **Parks & Recreation Excellence Award, presented by Explore NB:** Mount Carleton Provincial Park. A four-season destination, the park protects more than 17,000 hectares and offers winter camping and dark-sky conservation initiatives, among other experiences.

- **Small Festival & Event Award, presented by Explore NB:** Miramichi Striper Cup. The event brought together 217 teams from five provinces, with an estimated economic impact of \$1.1 million.
- **Large Festival & Event Award, presented by Explore NB:** Festival acadien de Caraquet. The festival offers 12 days of cultural programming, and its Grand Tintamarre draws some 20,000 participants.
- **Industry Leader of the Year Award:** Mary Ellen Hudson. She coordinated 25 media trips that resulted in 122 articles and an estimated \$18 million in earned media value.

Winners were chosen by an independent panel of judges with no ties to the nominated businesses or organizations. No member of the TIANB team took part in the selection process.

“Congratulations to all of our winners and finalists. Their creativity and commitment show the strength of our industry and its contribution to the economy and to communities across the province,” added Shirley de Silva, Chair of the TIANB Board of Directors.

After three days of bringing the tourism industry together in the heart of Fredericton, New Brunswick’s capital, it’s on to the Northwest! Edmundston will host TIANB’s Summit and Gala from October 12 to 14, 2027, and the entire industry is already invited. Registration opens next April.

- 30 -

About us: The Tourism Industry Association of New Brunswick represents the entire tourism industry in New Brunswick by bringing together operators, professionals, and partners to build a stronger and more durable industry. Its mission is to make tourism a key, sustainable, and innovative industry that actively contributes to the cultural, social, and economic development of the province.

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