

New Brunswick Outfitter Adventure Incentive Program

The Program

This is a GNB sponsored COVID-19 promotion aimed at increasing the number of people from New Brunswick (as well as NS and PEI, when border restrictions will allow) using the services of Outfitters to hunt and fish this Season. In concert with this marketing initiative, Outfitters will be incentivized to offer affordable packages by providing a 20% rebate on eligible expenses paid by hunter and anglers.

Objective

To increase Outfitter revenues by stimulating participation leading to the employment of guides, cooks and other staff as well as driving revenues in related sectors such as bait suppliers, equipment suppliers, gas stations, etc.

Eligibility

1. All registered businesses in New Brunswick providing Hunting and Fishing Outfitter services.
2. Outfitters must include a minimum of a 2-day hunting or fishing experience with two nights Canada Select rated accommodations.
3. Outfitters must be or use the services of a licensed guide for each experience.
4. Permissible expenses within the package include accommodations, food, non-alcoholic beverages, guiding and equipment rental. Licenses and discretionary tips are excluded.
5. All hunting and fishing experiences must take place between April 15th and November 30th, 2021.

Administration

6. Outfitters provide THC with a detailed invoice corresponding to each package sold including the expenses incurred by client(s).
7. Outfitters must attest to the fact that all packages were paid in full.
8. Deadline for requesting the reimbursement is December 31st, 2021
9. Each request will provide details of:
 - Name of Outfitter,
 - Number of licenses sold,
 - Dates for the experience,
 - Package purchased,
 - Price paid,
 - Outdoors Card number of hunter/angler,
 - Name of licensed guide with their corresponding license number,
 - Home province of the participant, and
 - Whether the hunters had used the services of an Outfitter previously and/or within the past 2 years. (See attached form)
10. Upon verifying the eligibility and the validity of the documentation provided, THC will provide a rebate to reimburse the Outfitter for 20% of the cost of the package.

Qualifying outfitters can forward their claims at the end of each period to Benita Albert at the following email address: benita.albert@gnb.ca This is also the contact for any further questions regarding fund disbursements.

Payment will either be made by cheque or by EFT if already set up with SNB Accounts Payable.

To do so, simply fill out the attached form with details of each package sold as well as a copy of the (one) invoice detailing all expenses paid per person or group with proof of payment, copy of check, credit card or bank deposit slip if cash.

All outfitters should be listed on the <https://tourismnewbrunswick.ca/listings> page for best exposure to the program.

FAQ's:

Do we need a guide?

Yes, the guide must be assigned to each person or group as you would normal operations. Guides must follow provincial regulations for Salmon Fishing and Hunting requirements. For other fish species, guide must act as host or guide as they usually would and be licensed for 2021.

If members of the party are not participating in the fishing and hunting, do I have to split the party up in two sections and divide the bill accordingly or can I claim the group invoice regardless?

If you have non-participating members, but they are with a group of hunters and/or anglers, the entire invoice is eligible for the claim. We do not need the information from non-participating members.

Do I need to capture the outdoor card of all participants?

Yes, each licensed participant must submit their outdoor card number. This is found at the top of their printed license. If they buy their license from a store, they will be issued an outdoor card number onsite and it will be on that license as well. You do not need the names of each individual in a group, just the party chief.

Will the claim amount include the HST portion of the invoice?

The claim should show the amount of the package sold plus HST. The 20% rebate will be based on the total amount.

How do I get the funds?

Once the claim has been approved, payment will either be made by cheque or by EFT if already set up with SNB Accounts Payable.