



# NB GROUP MEETING INCENTIVE PROGRAM 2021

## THE PROGRAM

This GNB sponsored COVID-19 Initiative, in collaboration with the New Brunswick Hotel Association and the Tourism Industry Association of New Brunswick, is aimed at encouraging corporate, government and associations to start getting back to business and booking group rooms, with a meeting component, in roofed accommodations throughout New Brunswick. The Program will be effective July 19, 2021 and will run through to April 30, 2022.

The Incentive Program encourages meeting planners and businesses to host meetings and events of which registered New Brunswick roofed accommodation businesses will be providing a 20% rebate on eligible expenses. These registered New Brunswick roofed accommodation businesses are then eligible to apply to the Program to recover the 20% rebate.

## CRITERIA

- To be eligible for this Program, a meeting or event must have occurred with a minimum of 10 paid guest rooms, for at least one night of the group booking.

## TERMS & CONDITIONS

- This program is only open to registered New Brunswick roofed accommodation businesses who are able to accommodate 10 guestrooms, or more, and other eligible expenses under one roof.
- The Program is open between July 19, 2021 and April 30, 2022.
- The program will include a meeting component on site.
- Cap of \$5,000.00 rebate for each eligible submission.
- If the minimum criteria of 10 guestrooms, at least one of the nights, are on group contract, and the Master Account then all rooms and all other eligible expenses will be discounted the 20%.
- Businesses can apply to the program as many times as they wish, as long as, the minimum of 10 guestrooms is achieved at least one of the nights of the group booking.
- The 20% rebate is applied on the subtotal pre HST.
- The province of NB reserves the right to audit any application.

ELIGIBLE EXPENSES	INELIGIBLE EXPENSES
Guestroom sales (Minimum of 10 guestrooms, for at least one of the nights of the Group booking).	Family gatherings, weddings and sport.
On-site meeting/event venue rental	Food and non-alcoholic beverages not purchased from business holding the master account. Gratuities, service charges on master bill.
All meeting related charges: <ul style="list-style-type: none"> <li>• Meeting room rental,</li> <li>• Audio Visual,</li> <li>• Food and non-alcoholic beverages,</li> <li>• Parking.</li> </ul>	Meeting space without hitting the minimum of 10 guestrooms, at least one of the nights, at the roofed accommodation.
	Tour/motor coach business.
	Cash paid-outs.
	3rd Party Planner
	Sundries, spa, salon, golf, gift shop purchases and other products and services on site.

**ADMINISTRATION**

- All eligible expenses under the specific Group booking, must be submitted on one Master Bill and have a registered business tax number.
- Master bill is reviewed by the roofed accommodation, to confirm criteria met or not met (10 rooms actualized, at least one of the nights). If YES, accommodations business will apply a 20% discount to client to the full master bill.
- Invoice sent to client for payment/or paid by the client on site.
- Roofed accommodation to set up 20% receivable.
- The Roofed accommodation provides Tourism, Heritage and Culture (THC) with the Master Bill and the claim outlined on the attached spread sheet, related to the group booking, reflecting the total number of guestrooms actualized and the associated meeting, food & beverage related expenses
- The roofed accommodation must attest to the fact that all eligible expenses reflected were incurred.
- Deadline for the roofed accommodation to submit the Master Bill(s) for reimbursement is May 22, 2022.

**CLAIM SUBMISSION FOR INCENTIVE REFUND**

Each Incentive claim for the 20% reimbursement of eligible expenses will provide the following details:

- Name of the roofed accommodation, complete address and name of contact;
- Name of the group booking, with the associated arrival date and departure date.
- The number of guestrooms actualized each night of the particular group booking.

The detailed information required in the submission must include the following:

- The overnight room rate, the number of guestrooms, with the total dollar amount incurred for guestroom bookings.
- Meeting room rental and associated meeting room eligible costs.
- Total on-site food and beverage expenses incurred associated with the meeting(s) of the group booking.
- The amount of the Master bill to reflect the total amount of eligible Master Bill charges associated with the particular group booking.
- Upon verifying the eligibility and the validity of the Master Bill provided, with the attached claim, THC, will process and provide the 20% rebate to the roofed accommodation/operator.

Claims are to be mailed sent to the attention of:

**Department of Tourism, Heritage and Culture**  
**NB Group Meeting Incentive Program**  
**Attention: Benita Albert**  
**PO Box 6000**  
**Fredericton, NB**  
**E3B 0K2**

Or it can be emailed to the attention of Benita Albert at [benita.albert@gnb.ca](mailto:benita.albert@gnb.ca)

July 23, 2021