



Chamber Workcation Program on Track with Early Successes Successful Applicants are Nearly at Capacity Two Months After Launch

March 15th, 2021 Saint John, NB – Workcation, the remote worker attraction program for our region launched by the Chamber, in collaboration with USTATION, Envision Saint John: The Regional Growth Agency, Uptown Saint John, and the Province, has received 81 applications from remote workers across Canada. With the help of Chamber members, the **work anywhere program** will provide families and remote workers the chance to experience our region through a trip that is customized with concierge service based on the individuals' tastes and lifestyle.

“We’ve received a large number of applications, more than we were expecting in the first 3 months of the program,” said David Duplisea, CEO of the Saint John Region Chamber of Commerce. “The Saint John region brand and provincial value proposition are resonating with people from across the country,” he added.

“This is a great example of our regional economic development agency collaborating with our regional chamber and other private sector businesses to accelerate this exciting initiative,” said Paulette Hicks, CEO of Envision Saint John. “We already know how great it is to live and work in our region and we are excited to welcome potential newcomers to experience this for themselves. We are confident that once they see what we have to offer, they will look to relocate here and work anywhere,” she added.

“With competition to attract remote workers growing across the world, now is the right time to sell our region,” said John Simon, Program Manager of Workcation. “Affordability, hospitality, with plenty to see and do, our region has everything that these individuals are looking for in a new home,” he added.

Although the original target for applicants was individuals between the ages of 25-35 years old. A sizable number of current applicants (40%) are between the ages of 35-45 years old. These are early indicators that the target demographic for a program such as this is broader than previously thought.

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Workcation is an initiative by the Saint John Region Chamber of Commerce and USTATION



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