

Wanted: Future Saint Johners to Participate in 'Workcation'



Photo: Michael Robinson/Telegraph-Journal

Marlo Glass | Telegraph-Journal

SAINT JOHN • A new 'Workcation' program aims to attract 20 new people or families to permanently relocate to Saint John.

The Saint John Region Chamber of Commerce has launched the program in partnership with the province and UStation, a Saint John-based tech company offering coworking space uptown.

The program will launch a recruitment campaign to find digital nomads who could relocate to Saint John briefly to get a taste of what life is like in the Port City. The program will offer an individualized concierge program, which will provide a unique experience catered to an individual's interests, with the goal of attracting 20 people or families within the first year of operation.

"This program is exciting in that it is designed to attract people that are already working remotely and have the ability to choose where they live," said David Duplisea, CEO of the Saint John Region Chamber of Commerce, in a press release.

"Our region has the work/live/play balance that many people all over the world are looking for, particularly now with the pandemic recovery models in place."

UStation CEO and co-founder Glen Hicks said it's the right time to launch the program to attract the target demographic of people who can work remotely.

"Competition is growing all over the world to attract these people and we need to be a part of that movement, if we can get them here and let them experience firsthand our wonderful lifestyle and hospitality, we have a better chance of getting them to stay for good," he said in the release.

More to come...

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