



What's New at ACTP – April/May 2007

The ACTP Marketing Committee continues to forge ahead with its 2007 Marketing Strategy to attract visitors to Atlantic Canada from the Northeastern United States, the United Kingdom, German-speaking Europe, France, Japan and Western Canada.

ACTP markets in Western Canada

As a new and exciting element of the overall ACTP Marketing Strategy, through ACTP the provinces of Nova Scotia and New Brunswick are investing funds to generate visitation and revenue from Western Canada. A fully integrated marketing campaign will be launched enticing potential visitors, specifically from Calgary, to the region.

The campaign will target couples and families living in Calgary with a connection to the Maritimes and couples 35 years of age and over, university/college educated with a household income of over \$60,000 interested in coastal touring vacations that allow them to experience a unique local culture.

Coming east to experience the best of the Maritimes has never been easier with direct access into New Brunswick and Nova Scotia: succulent seafood, lively music, coastal touring through seaside towns, world-class natural and cultural attractions (living history), spectacular beaches and local Maritime hospitality will be the focus of the campaign.

The program which will be in-market four weeks starting May 1st and includes TV, radio, direct mail, newspaper, on-line and direct email.

Websites pay off in Overseas target markets:

The ACTP Overseas Marketing program has designed two websites to promote Atlantic Canada to potential visitors and trade/media partners: www.CanadaEastCoast.com and www.AtlanticCanada-Japan.com.

The Europe website, targeting the United Kingdom, German-speaking countries and France, provides information in three languages - English, German and now, French - recently launched this month! Visitors are invited to explore key tour products and areas of the region, specific to their country of origin, and discover the beauty of the '*Canada's East Coast*' region. In addition, visitors can easily link to the four provincial websites for more detailed information and ecommerce options, i.e. booking of hotels, packages, etc. The Canadian Tourism Commission's new website is also linked providing important information for visitors specifically traveling from that country. The consumer portion of the site also includes an opportunity to download a brochure and provides a list of Tour Operators offering Atlantic Canada tour product in that country.

The Atlantic Canada Japan website has just recently been re-launched with the help of a Japan-based contractor. The site now provides more interaction opportunities with the Japanese consumer and presents Atlantic Canada tour products that are of most interest to this market. Many of the same features developed for the Europe site including search engine optimization have also been incorporated into the new Japan site.

Both websites also include a Travel Trade Media section specifically for Trade and Media partners to access more information specific to their needs including access to download password protected images and logo's and links to provincial media contacts.

Atlantic Canada Japan Night at Rendez-vous Canada!

Rendez-vous Canada in Quebec City is just around the corner and in keeping with tradition; ACTP is hosting **Atlantic Canada-Japan Night on Tuesday, May 1st, 2007** for Japanese Buyers and Media attending RVC. Tourism operators in Atlantic Canada and government officials from the four Atlantic Provinces have been invited to host this event in partnership with ACTP. The event takes place at **Pub Saint-Alexandre, 1087 rue, St.-Jean, starting at 6:30pm**. For more information on this event, please contact Yuka Takahashi, Regional Sales Manager-Japan, yuka.takahashi@sympatico.ca or Krista Lingley, Overseas Program Manager, kristalingley@ns.sympatico.ca.

The Atlantic Canada Tourism Partnership – Who We Are

The Atlantic Canada Tourism Partnership is a nine-member, pan-Atlantic partnership consisting of the Atlantic Canada Opportunities Agency, the four tourism industry associations in Atlantic Canada and the four provincial departments responsible for tourism in New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island. ACTP has been in place since 1991 and is dedicated to promoting Atlantic Canada as a tourism destination of choice in key American and international markets. For more information, visit www.actp-ptca.ca.