



US Travel Trade Partnerships for 2008/09:

As part of our 2008/09 Marketing Strategy, the Atlantic Canada Tourism Partnership is pleased to have negotiated strategic partnerships with key Tour Operator partners in the United States in 2008. Partnership programs with FIT tour operators such as Libgo Travel and Travel Impressions are currently wrapping up. In mid-December 85 reservation staff at Travel Impression's offices in both New York and Pennsylvania will participate in an Atlantic Canada training program aimed at increasing the level of awareness and knowledge of the four provinces of New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island.

New and exciting partnerships have also been negotiated with companies such as Collette Vacations, Globus Family of Brands, Grand Circle Travel and Elderhostel Inc. Given the current economic volatility and the uncertainty surrounding economic recovery in the United States, tour operators such as Grand Circle Travel are looking for new and innovative ways to stimulate travel. Our recent partnership involves travel shows, hosted by Grand Circle Travel, in markets such as New England, New York, Georgia and Florida; markets where traditionally Grand Circle Traveler's have demonstrated an interest in traveling to our region. The shows are scheduled for early December and will feature a tour to the region with a large discount (\$200 - \$500 per person) as a booking incentive.

New partnership with the Canadian Tourism Commission (CTC) in Europe brings Atlantic Canada increased exposure in key markets!

The CTC and its industry partners will launch their new global advertising campaign in the UK, Germany and France starting in January. ACTP is excited to be a partner in this unique opportunity and leverage increased exposure in an effort to build more consumer awareness of the region's tourism offering in these key markets. The strategy is experiential based - showcase a breadth of unique experiences and enhance perceptions of what Canada, and more specific for ACTP, what Atlantic Canada has to offer. The UK campaign will begin in January and include PR, print, online and subway posters. The German campaign will also launch in January with similar tactics including street level posters, PR, and online activity. The France campaign is the final component of the global campaign which will launch in March based on its sales season starting later. ACTP's Atlantic Canada brand will figure prominently the campaign materials along with stunning new photography provided by each of the four provinces. Call to action for the core campaign is www.canada.travel (Europe sites) and www.AtlanticCanadaHoliday.ca for partner materials.

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.