



## What's New at ACTP – February/March 2009

### **March Madness - Overseas Trade and Media Events in the UK and Germany:**

ACTP partners were busy overseas meeting with strategic trade partners, airlines, media and Canadian Tourism Commission (CTC) officials at two premier European marketplaces in March including **ITB in Berlin, March 11-15**, and **Spotlight Canada in London, England, March 17-18**. ITB is the world's leading tradeshow for the travel industry with over 10,000 tourism companies from 184 countries represented and over 108,000 trade visitors. Spotlight Canada, organized annually by the CTC, offers ACTP partners the opportunity to meet one-on-one with key trade partners in the UK interested in offering Atlantic Canada tour product. One of the key trends communicated at both shows is the move to later booking patterns and consumers looking for added value. Atlantic Canada is well positioned in both markets offering great value to UK and German travelers. Atlantic Canadian representatives are encouraged by strong bookings to date.

In addition to these key marketplaces, ACTP was busy meeting with interested media and journalists in Germany at several events. Atlantic Canada was a featured destination in the annual ITB Media Breakfast event hosted by partners on March 14<sup>th</sup> during ITB. Over 100 German journalists attended the event and met with Atlantic Canada representatives. This event provides ACTP the opportunity to promote the region's tourism product with the objective to generate valuable editorial coverage. ACTP was also a partner, along with the other provinces and territories with the CTC Germany in hosting media, trade, German celebrities and CTC officials at the ITB Embassy Event. This annual event provides the opportunity for Canada to demonstrate the unique tourism experiences the country offers.

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

The CTC and its industry partners launched their new global advertising campaign in the UK, Germany and France 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 began in January and includes PR, print, online and subway posters. The German campaign also launched 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 be launched in March based on its sales season starting later. ACTP's Atlantic Canada brand will figure prominently in 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](http://www.canada.travel) (Europe sites) and [www.AtlanticCanadaHoliday.ca](http://www.AtlanticCanadaHoliday.ca) for partner materials.

### **Atlantic Canada Meets with Key Contacts in the United States:**

As part of our 2008/09 Marketing Strategy, the Atlantic Canada Tourism Partnership is pleased to have negotiated strategic partnerships with key tour operators in the United States. Training is an important element of this collaborative approach providing call center staff with the information and knowledge necessary to promote and sell our destination. Recently

representatives from Atlantic Canada traveled to meet with staff of Grand Circle Travel, Elderhostel Inc. and Collette Vacations. A total of 135 motivated individuals participated in this vital initiative.

Meeting with and pitching editors of key publications and journalists is another strategic approach which has proven very beneficial for Atlantic Canada. In early March, Meredith Pillon Marketing Communications organized meetings in Chicago for Atlantic Canada representatives to meet with editors and freelance writers from publications such as: the Chicago Sun Times, Ebony Magazine, North Shore Magazine, the New York Times, iexplore.com and National Geographic Traveler, to name a few. The response was overwhelmingly positive.

### **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](http://www.actp-ptca.ca).