



What's New at ACTP – January/February 2007

The ACTP Marketing Committee is kicking off the New Year by launching their 2007 Marketing Strategy aimed at attracting more visitors from the Northeastern United States, the United Kingdom, Germany (and other German-speaking European countries), France, Japan and Western Canada.

In the United States, the strategy continues to build on the brand equity already established by each of the four provinces with a direct to consumer campaign combined with supporting travel trade and media relations programs. The direct to consumer advertising program, the largest component of the strategy which includes print, television and online activities, is currently under way.

Strategic partnerships with key top producing tour operators, such as Collette Vacations, Globus/Cosmo and Routes to Learning Canada in partnership with Elderhostel, are currently being implemented and will produce visitation to the region in 2007.

Meredith Pillon Marketing Communications, ACTP's in-market media relations specialist, is generating valuable media coverage for the region through ongoing press releases, media FAM trips, in-market media appointments and relationship building activities.

In overseas target markets, ACTP's strategy continues to be to build awareness of the Atlantic Canada region through integrated travel trade and partnered marketing initiatives, including trade to consumer marketing and communications; and supporting media relations activities. Strategic joint marketing partnerships with tour operators and the Canadian Tourism Commission (CTC) are being implemented in each market to help drive increased visitation and revenues. In addition, media relations activities, also in partnership with tour operators and the CTC, will be implemented during the fiscal period to help generate increased third party awareness.

As a new and exciting element of the overall ACTP Marketing Strategy, the provinces of Nova Scotia and New Brunswick, through ACTP, are investing funds to generate visitation and revenues from Western Canada. A fully integrated marketing campaign will be launched in 2007 enticing potential visitors, specifically from the city of Calgary, to the region.

Upcoming Events

ACTP representatives will be in attendance at the Hospitality Newfoundland and Labrador's Annual Convention and Trade Show in St. John's, NL on February 1 – 3, 2006. The event is the largest industry conference held in the province and is a great opportunity to build awareness within the tourism industry of ACTP's marketing efforts. Brochures will be distributed and marketing initiatives undertaken by the Partnership displayed at the trade show booth. An update of ACTP marketing plans will be presented to conference delegates on February 3rd.

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.