



What's New at ACTP – January/February 2008

The 2008 marketing strategy is underway

January 2008 brings with it the launch of the ACTP Marketing Committee's 2008 Marketing Strategy. The strategy is aimed at attracting more visitors from the Northeastern United States, Europe, Japan, France 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 2008. Additional partnerships are currently being negotiated

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.

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

The CTC and its industry partners have recently launched their new global advertising campaign in the UK, Germany and France. 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 specifically for ACTP, what Atlantic Canada has to offer. The experiential street level campaign in London was launched on Jan. 21st with the opening of a life-size 'Canada Dome' at Canary Wharf complete with supporting PR activity, subway posters, inserts in key supplements, online activity plus a campaign microsite.

The German campaign has also just launched with similar tactics including more out-of-home posters including giant posters that cover entire buildings, PR, inserts in national papers 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 new 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.

ACTP visits industry conferences

ACTP representatives will be in attendance at the Hospitality Newfoundland and Labrador Annual Convention and Tradeshow in Gander, NL on February 14 – 17, 2008. The annual conferences provide a great opportunity for the tourism industry members to learn more about ACTP's marketing efforts during a presentation on February 14th. If you miss us there, stop by the booth during the tradeshow to see some of the ACTP marketing efforts undertaken to increase visitation and revenue to Atlantic Canada.

ACTP will also be in attendance at the Tourism Industry Association of Prince Edward Island Semi Annual Conference and Tradeshow in Summerside, PEI on March 5th.

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