



What's New at ACTP – July/August 2007

Educating the U.S. Travel Trade on Atlantic Canadian Product

The ACTP 2007/08 Travel Trade Strategy continues to respond to the evolving market by focusing efforts on solidifying relationships and expanding partnership efforts with key high yield U.S. tour operators. ACTP engages in promotional activities such as sales missions and marketplace participation, as well as training and educational seminars aimed at increasing the level of knowledge of product managers, sales and reservation staff.

In an effort to stimulate visitation and increase revenue for the region ACTP has negotiated strategic partnerships with Collette Vacations, Globus Family of Brands, Routes to Learning Canada in partnership with Elderhostel and Grand Circle Travel. Activities include direct mail programs to consumers who have the propensity to travel to this region, advertisements in popular travel trade magazines, on-line programs, product launches and training.

With respect to training, on May 16, 2007 Atlantic Canada Representatives visited the Globus Family of Brands office in Littleton, Colorado on a highly successful training mission. Six training sessions were conducted which focused on providing insight and information on the unique and varied tourism product available in each of the four Atlantic Provinces. The day was a great success with more than 105 reservation/sales staff receiving training.

Training has also taken place at the AAA offices in both Southern and Northern New England. Atlantic Canada representatives were in-market June 5 - 8, 2007 to conduct training and educational sessions for more than 600 individuals. Events attended included the inaugural "Travel to Canada with AAA" event on June 6th and the AAA Drive Vacation Product Launch on June 8th in Providence, Rhode Island.

Europe and Japan Familiarization Tours

The ACTP Overseas marketing program is also focusing efforts on solidifying relationships with strategic trade partners who can help produce visitation and revenue for the Atlantic Canada region.

ACTP has been successful in targeting the travel trade for familiarization tours this year, providing an opportunity for tour operators to visit and experience the region's tour product first hand. ACTP and the CTC France office joined forces with the provinces of Nova Scotia and Newfoundland & Labrador to host seven tour operator product staff and a trade journalist on an 8-day fam tour in June. The feedback has been extremely positive with the operators raving about the diversity of product provided by the two very different fam tour experiences.

ACTP also had the opportunity to host a very special 'post-Rendez-vous Canada' fam with participating Japanese tour operators in May. 16 participants, including CTC Japan officials, traveled by motorcoach from Quebec City to New Brunswick and Prince Edward Island. The

group, hosted by ACTP's Japan Regional Sales Manager, Yuka Takahashi, enjoyed the opportunity to experience a brand new itinerary that will feature Atlantic Canada's fall colours with departures from Quebec.

A German tour operator fam tour is scheduled to feature Atlantic Canada's two islands: Prince Edward Island and Newfoundland, later this year in September.

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.