



What's New at ACTP – July/August 2009

Atlantic Canada Launches Pro-active Consumer and Media Relations Program in U.S.

ACTP is pleased to announce that Hawkins International PR, a New York based public relations firm, has been contracted to raise the awareness of our region in the Mid-Atlantic and Pacific regions of the U.S.

Hawkins International PR is a result's oriented firm focused on developing thoughtful, creative and targeted PR plans for an impressive list of clients. The Hawkins International team has immersed themselves in Atlantic Canada having spent extensive time researching and experiencing our region. The team visited all four Atlantic Province's to familiarize themselves with the diverse and unique tourism Product available to visitors.

Having equipped themselves with the necessary knowledge and experience they are ready to implement a strategic action plan which will include both traditional and non-traditional media. Activities will include press release development, press tours, in-market media appointments, media relations activities, media events and a social media outreach program.

Media Relations is part of a three pronged strategic approach in the U.S. The ACTP Marketing Committee launched a targeted direct to consumer program in New York, New Jersey and Pennsylvania in the spring of 2009. The plan includes newspaper, magazine and Internet placements designed to reach and entice individuals 45 – 64 years old who are well educated, have a high household income and have a propensity to travel to Atlantic Canada.

Getting the message out in the United Kingdom - search for UK based Public Relations firm now on!

Public Relations is also an integral part of ACTP's strategic marketing program in the United Kingdom. The ACTP Marketing Committee is also contracting the services of a public relations firm in the UK to help increase awareness of the region's tourism products and help stimulate increased UK visitation. By mid-August the firm will be in place and responsible for developing a strategic media relations/public relations plan in consultation with the Marketing Committee. The media relations plan will be integrated with ACTP's UK Consumer and Travel Trade programs. In a global market, a destination needs to stand out from their competitors and good headlines entice potential visitors. ACTP's UK program targets couples 35-54 & adults 45+, travelling without children, who are well educated, have a high household income and have a propensity to travel long-haul, often interested in their 2nd or 3rd trip to Canada.

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.