



What's New at ACTP – July/August 2008

ACTP's Overseas Marketing Continues to Attract Visitors

The Atlantic Canada Tourism Partnership Overseas Marketing Program has been very busy promoting Atlantic Canada in all overseas markets. As a partner with the Canadian Tourism Commission (CTC), Atlantic Canada was well positioned to meet interested consumers celebrating Canada Day in Trafalgar Square in London. The two day spectacular staged two evening concerts as well as day long activities on July 1st. Early counts predict this year's event to have been the largest with over 40,000 consumers attending with significant Canadian and UK media coverage. In Germany, Atlantic Canada teamed up with the CTC and other provinces to promote Canada to the select journalists with a Canada Day mailing. As done in the past Canada Day was chosen to create a media-momentum as the timing is truly Canadian giving participating partners the full attention of the targeted journalists. This year the mailing reflected the current sustainability trend with a 'drinking-water-share' to promote conservation along with a branded USB-Stick with story ideas (1 page per partner). Overseas media relations efforts continued in France with the CTC, in partnership with the provinces of New Brunswick and Nova Scotia and ACTP, hosting a press tour visit with four journalists in support of Fly Corsair's new weekly flight to Halifax. Media visits continue to be a strategic part of ACTP's Overseas Marketing strategy providing much needed awareness and valuable third party editorial coverage.

Across the ocean, in Japan, Atlantic Canada is currently featured within an extensive Anne of Green Gables Centennial Exhibition in two of Japan's largest department stores, Mitsukoshi and Takashimaya. The exhibit is in honour of the 100th anniversary of the publication of 'Anne of Green Gables' and includes Atlantic Canada travel information as well as many 'Anne' artifacts that have been specially transported to Japan. The exhibition began in Tokyo on June 10th drawing over 50,205 visitors over the twelve day period. The exhibition will travel to eleven Japanese cities in total with expected visitation of over 420,000 over the 12 month exhibition.

Atlantic Canada Reaping Benefits of U.S. Media Relations Plan

It's no accident Atlantic Canada is garnering very impressive editorial coverage in some of the most prominent publications in the U.S. Meredith Pillon Marketing and Communications has been working feverishly to promote Atlantic Canada through the distribution of press releases, story ideas, arranging press trips to the region and in-market media appointments.

A new PR element was introduced in 2008 to ensure more frequent – and shorter – communications with the media to keep Atlantic Canada more visible and top-of-mind. The shorter more targeted email blasts combined with the traditional strategic tactics have been very successful in generating coverage for the region in publications such as USA Today, Arthur Frommer's Budget Travel, Travel Girl Magazine, Scholastic Parent and Child, to name a few.

As the fruits of our labor materialize in press trips and coverage for the region, plans are well under way to keep Atlantic Canada top-of-mind for the fall of 2008 and winter of 2009.

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.