



What's New at ACTP – June 2007

ACTP increases tourist spending by over \$88 million

An evaluation conducted by an independent consulting company indicates 2006 was another successful year for the Atlantic Canada Tourism Partnership (ACTP), attracting enough visitors to generate over \$88.2 million in tourism revenue. That represents a return of \$15.80 for every dollar invested in ACTP's international marketing campaigns.

U.S. Marketing Program exceeds its target

Despite the fact that Atlantic Canada experienced the same trends that are affecting the entire Canadian tourism industry, such as U.S. arrivals in decline; moving away from motorcoach to FIT and Cruise tour product; changing demographics; increase in time poverty; advances in technology; exchange rate fluctuations; emerging destinations; etc., the U.S. Marketing Program attracted a significant number of visitors to Atlantic Canada from New England and the Mid-Atlantic states.

In fact, the U.S. campaign exceeded its return on investment (ROI) goal and generated over \$85 million in tourist spending. Much of its success can be attributed to a profitable consumer advertising campaign, which drove people to a toll-free number or website for each province and delivered an ROI of over 20:1 for the third consecutive year. The 2006 ACTP New England Study <http://www.actp-ptca.ca/research.html> also indicated that awareness levels of the four Atlantic Provinces have increased significantly since 2002.

Joint media buys were another successful tactic used to promote Atlantic Canada in the U.S. The buys were coordinated through a media broker who negotiated on behalf of the Provinces to "buy bulk" by combining the media purchases of multiple partners. This strategy really paid off in 2006, resulting in a total savings and added value of just over \$1 million.

In addition to advertising, ACTP engaged the services of an in-market firm specializing in media relations to issue press releases, organize press tours, and secure editorial coverage of Atlantic Canada in various publications. Over \$8.6 million U.S. in media coverage was achieved for Atlantic Canada tourism products and destinations, well above the target of \$7 million.

Overseas activities bring in \$3.19 million

The Overseas program is based on four specific markets: the United Kingdom; German-speaking countries (Germany, Switzerland and Austria); France; and Japan. The Overseas marketing program primarily focuses efforts on developing relationships with key, high-yield tour operators who can produce visitation and revenue for the four Atlantic Provinces. Activities include joint marketing initiatives with tour operators;

partnerships with the Canadian Tourism Commission (CTC); in-market travel trade promotions; media relations programming and participation in marketplaces, trade shows, and workshops.

ACTP's Overseas Marketing Program generated over \$3.19 million in tourist spending through 19 tour wholesaler partnerships. ACTP also saw an increased number of partnership opportunities with the CTC in-market and attended leading trade shows such as World Travel Market, Spotlight Canada, ITB Berlin, TOP RESA, KANATA, and Active America.

Media relations and consumer activities offer secondary support within the integrated Overseas program. As a result of successful media relations activities, \$7.9 million in media coverage was attained for Europe of which 80% was in German-speaking countries, while another \$1.5 million was attained in the Japanese market.

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.