



What's New at ACTP – March 2007

The ACTP Marketing Committee continues to forge ahead with its 2007 Marketing Strategy to attract visitors to Atlantic Canada from the Northeastern United States, the United Kingdom, German-speaking Europe, France, Japan 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.

US Media Enjoy Wilderness FAM to Newfoundland & Labrador:

The media relations strategy in the United States is focused on generating valuable media coverage for the region through ongoing press tours, press releases, in-market media appointments and relationship building activities. One recent ACTP tour took place in Newfoundland and Labrador. Four freelance journalists who write for publications such as Outside Magazine, Ski Magazine, Men's Journal, the Bergen Record, Miami Herald and the Portland Press Herald arrived in Newfoundland and Labrador on February 26, 2007 for six days of 'Winter Sports and Survival Training'. Their adventure brought them to Gros Morne National Park, a UNESCO World Heritage site to ski and snow shoe. They also experienced Cat skiing at Blomidon Mountain and downhill skiing at Marble Mountain. Amidst the many winter sport activities the group also participated in outdoor winter survival training, orientation and navigation skills training.

In overseas target markets, ACTP's strategy continues to build awareness of the Atlantic Canada region through integrated travel trade and partnered marketing initiatives, including trade to consumer marketing and communications; and supporting media relations activities.

March Madness - Overseas Trade and Media Events in the UK and Germany:

ACTP will meet with strategic trade partners, airlines and Canadian Tourism Commission (CTC) officials at two premier European marketplaces this month including **ITB in Berlin, March 7-11**, and **Spotlight Canada in London, England, March 13-14**. ITB is the world's leading trade show for the travel industry with a total of 10,923 companies from 184 countries represented. Spotlight Canada, organized annually by the CTC, offers ACTP the opportunity to meet one-on-one with key trade partners interested in offering Atlantic Canada tour product. Spotlight has been completely revamped for 2007 offering even more opportunities for strategic meetings and networking.

In addition to these key marketplaces, ACTP will be busy meeting with media and journalists in Germany and Great Britain. Atlantic Canada will be a featured destination in the annual ITB Media Breakfast event hosted by partners on March 10th during ITB. Over 150 German journalists are invited to learn more about Atlantic Canada at this well attended and intimate event. Then on March 15th, ACTP will host British media and trade contacts to a reception at Scott's Restaurant in London. Atlantic Canada operators will be on hand with provincial representatives to promote the region and offer some Atlantic seafood and warm hospitality. Both in-market events provide ACTP the opportunity to promote the region's tourism product with the objective to generate valuable editorial coverage.

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.