



What's New at ACTP – March/April 2008

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

ACTP partners were busy overseas meeting with strategic trade partners, airlines and Canadian Tourism Commission (CTC) officials at two premier European marketplaces this month including **ITB in Berlin, Germany, March 5-9**, and **Spotlight Canada in London, England, March 11-12**. ITB is the world's leading trade show for the travel industry with over 10,000 tourism companies from 184 countries represented and over 108,000 trade visitors. Spotlight Canada, organized annually by the CTC, offers ACTP partners the opportunity to meet one-on-one with key trade partners in the UK interested in offering Atlantic Canada tour product. This year's event was deemed a success drawing the largest number of qualified UK buyers and travel media than in previous years.

In addition to these key marketplaces, ACTP was busy meeting with media and journalists in Germany at several events. Atlantic Canada was a featured destination in the annual ITB Media Breakfast event hosted by partners on March 8th during ITB. Over 150 German journalists are invited to learn more about Atlantic Canada at this well attended and intimate event held annually at ITB. This event provides ACTP the opportunity to promote the region's tourism product with the objective to generate valuable editorial coverage.

Atlantic Canada Seeks Insight from Key Tour Operators and Editors/Journalists in the United States

In early March 2008, ACTP embarked on a mission to gain insight into the tour and travel market from the United States into Atlantic Canada. A small delegation, representing Provincial and Federal Government as well as industry, visited six key tour operators in the Northeast United States. The delegation discussed global travel, key consumer trends and regional implications as they relate to Atlantic Canada. The information gathered will be utilized to stimulate the generation of new product ideas and partnership opportunities for the Atlantic tourism sector. Companies visited included Collette Vacations, Grand Circle Travel, Elderhostel, Yankee Leisure Holdings Inc., Tauck World Discovery and Libgo Travel.

Meeting with and pitching editors of key publications and journalists, is a strategic approach which has proven to be very beneficial for Atlantic Canada. By engaging the services of an in-market firm specializing in media relation to implement ACTP's media relations strategy, \$13.6 million US in media coverage was attained by Atlantic Canada during 2007. Recently ACTP's in-market firm, Meredith Pillon Marketing Communications, organized meetings for Atlantic Canada representatives with 27 editors and freelancers writers from publications such as: Travel & Leisure, Endless Vacation, Culture & Travel, Food & Wine, Bride's, Parents, Scholastic Parent & Child, Travel &

Leisure Family, and Golf for Women, Travel & Leisure Golf, The Golfer and Woman's Day, among many others. The response was overwhelmingly positive.

ACTP Visits Industry Conferences

ACTP representatives have been busy over the winter months attending provincial tourism industry association conferences to build awareness amongst stakeholders of ACTP and its marketing efforts. ACTP most recently attended the [Tourism Industry Association of Prince Edward Island](#) conference March 5, 2008 in Summerside, PEI and will be participating in the [Tourism Industry Association of New Brunswick's Annual Conference](#) on May 2 and 3, 2008 in Moncton, NB.

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.