



## What's New at ACTP – May/June 2008

### **Atlantic Canada Launches Marketing Program in Western Canada**

With positive results from marketing efforts in 2007, ACTP again invests funds to generate visitation and revenue from Western Canada. Through ACTP, the provinces of New Brunswick, Nova Scotia and Prince Edward Island are working together to entice potential visitors, specifically from Calgary, to the region.

The campaign will target Calgarians looking for new vacation ideas within Canada, previous visitors to the region, ex-pat Maritimers and couples 35 years of age and over, university/college educated with a household income of over \$60,000 interested in coastal touring vacations that allow them to experience a unique local culture.

Coming east to experience the best of the Maritimes has never been easier with direct access into the region, succulent seafood, lively music, coastal touring through seaside towns, world-class natural and cultural attractions (living history), spectacular beaches and local Maritime hospitality will be the focus of the campaign.

The program which will be in-market starting May 12<sup>th</sup> will include TV, newspaper and on-line media tactics.

### **Atlantic Canada Japan Night at Rendez-vous Canada!**

Rendez-vous Canada (RVC) in Vancouver is just around the corner and in keeping with tradition; ACTP is hosting **Atlantic Canada - Japan Night on Monday, May 26<sup>th</sup>, 2008** for Japanese Buyers and Media attending RVC.

Tourism operators in Atlantic Canada and provincial and federal government officials from the four Atlantic Provinces have been invited to host this event in partnership with ACTP. This year's event promises to be one of the best attended with record numbers of Japan based tour operators planning to attend. Vancouver restaurant **Fiddlehead Joe's**, owned by native New Brunswicker, Joe Ennis, will provide the backdrop for an authentic Atlantic Canada evening complete with fresh Atlantic seafood and maritime hospitality.

For more information on this event, please contact Yuka Takahashi, Regional Sales Manager-Japan, [yuka.takahashi@sympatico.ca](mailto:yuka.takahashi@sympatico.ca) or Krista Lingley, Overseas Program Manager, [kristalingley@ns.sympatico.ca](mailto:kristalingley@ns.sympatico.ca).

### **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](http://www.actp-ptca.ca).